

53. Why do you prefer to read QNotes' content online?

Mark all that apply.

- More convenient for me
- Saves time
- Simple preference
- Content updated more often
- Other _____
- Accessibility
- Print locations not convenient
- Content finds me via social media

54. Please provide us with a brief comment or statement giving us some insight why you choose not to read QNotes' printed edition:

55. Would you like to see more, less or the same of the following in QNotes?

	More	Less	Same
AIDS coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activist issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bisexual issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drag: queen/king	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Editorials/Opinion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interviews/Profiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lesbian issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Letters to the editor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LGBT people of color	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local/regional news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local politics news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National politics news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National/Global news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organizational profiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religion/Spiritual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State politics news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transgender issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

56. Which best describes your opinion of the following QNotes columns/sections?

	Like strongly	Like	Dislike	Dislike strongly
20 Questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guest Commentaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drag Rag	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Editor's Note	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fabulance (comic)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jane's World (comic)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Letters To Editor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News Notes:				
National/Global	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local/Regional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On Being a Gay Parent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Out in the Stars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playing the Field/Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tell Trinity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q Events Calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

57. How important do you think it is for QNotes to include the following topics in its local news, arts and entertainment coverage?

(1-very important, 2-important, 3-somewhat important, 4-least important)

	1	2	3	4	No Opinion
City govt. news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
County govt. news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State govt. news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LGBT/Friendly Biz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants/Culinary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nightlife Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nightlife Photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parties/Fundraising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events/Photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-LGBT progressive topics like:					
Immigration issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Justice/Crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Women's issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People of color	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HIV/AIDS/STDs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Profiles of local people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Profiles of local groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Memorials/Obituaries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News/listings of regular events like:					
Support groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Civic groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religion events/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LGBT sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-LGBT sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New movie releases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concerts/music events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LGBT arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-LGBT arts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

58. Would you like to see any of the following added to QNotes?

- Travel Features
- Political Cartoons
- Nightlife events
- Neighborhood-specific spotlights/maps/events
- Other _____

59. Do you participate/vote annually in QNotes' "QList," Best of LGBT Carolina?

- yes
- no
- I didn't know QNotes did a "Best of" contest

60. QNotes would best serve the community by publishing a printed edition:

- Every two weeks
- Weekly
- Monthly
- Online only/No print edition

61. If you have a specific need, how likely would you be to choose a QNotes advertiser who meets that need over a non-advertiser?

- Very likely
- Likely
- Unlikely

62. How likely are you to patronize a business because they advertise with QNotes?

- Very likely
- Likely
- Unlikely

63. Do you know of a business that would benefit from advertising in QNotes?

Name of Business: _____

64. How likely are you to patronize an LGBT-owned business?

- Very likely
- Likely
- Unlikely

65. How likely are you to patronize an LGBT-affirmative business?

- Very likely
- Likely
- Unlikely

66. How likely are you to use a coupon published by a business in a QNotes ad?

- Very likely
- Likely
- Unlikely

67. In your opinion, does color in an ad make the ad more noticeable?

- yes
- no

68. Do you read any of the following?

- Mark all that apply.
- Charlotte Observer
 - News & Observer
 - News & Record
 - YES! Weekly
 - Charlotte Magazine
 - GA Voice (Atlanta)
 - ProjectQAtlanta.com
 - Towleroad.com
 - LGBTQNation.com
 - Out Magazine/out.com
 - Other _____
 - Creative Loafing
 - Independent Weekly
 - Winston-Salem Journal
 - Charlotte Business Journal
 - Pocket Rocket Charlotte
 - Washington Blade
 - Pam's House Blend
 - Queerty.com
 - The Advocate/advocate.com

Life and Travel

69. How many times have you attended the following in the past three months?

	0	1-3	4-7	8-12	13+
LGBT bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LGBT-friendly bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LGBT fundraiser	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LGBT social event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Movie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opera	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dance performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classical music concert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Popular music concert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choral concert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art gallery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

70. Have you traveled to any of the following cities in the past 12 months?

- Atlanta
- Los Angeles
- Provincetown
- Chicago
- Dallas
- New Orleans
- San Francisco
- Miami/Fort Lauderdale
- Key West
- New York
- Washington, DC
- Orlando

71. Have you traveled to any of the following in the past 2 years?

- Canada
- Mexico
- Europe

72. Do you have any final comments, suggestions, constructive criticism or feedback?

Thank you for taking the 2013 QNotes Reader Survey. Your participation and feedback is greatly appreciated. The winner of our survey prize will be notified as soon as possible. If you have any questions or further comments, please feel free to contact us at surveys@goqnotes.com. Thank you.

Please Place Stamp Here

2013 Reader Survey

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qnotes wants to give you

\$100

See other side for details!