

How do readers make buying decisions?

Ad campaigns should focus on the quality of the products, feature testimonials and be accessible across all platforms.

53.00%

of respondents rate quality as the most important consideration in buying.

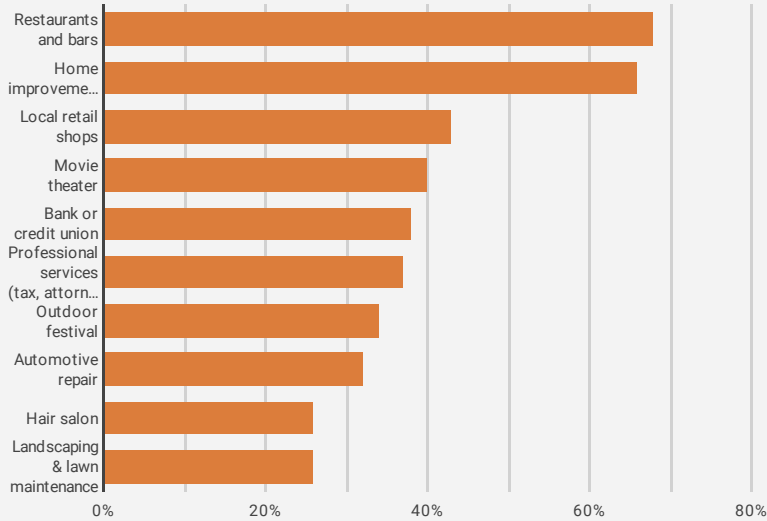
69.00%

of respondents have made buying decisions because of ads seen in the publication.

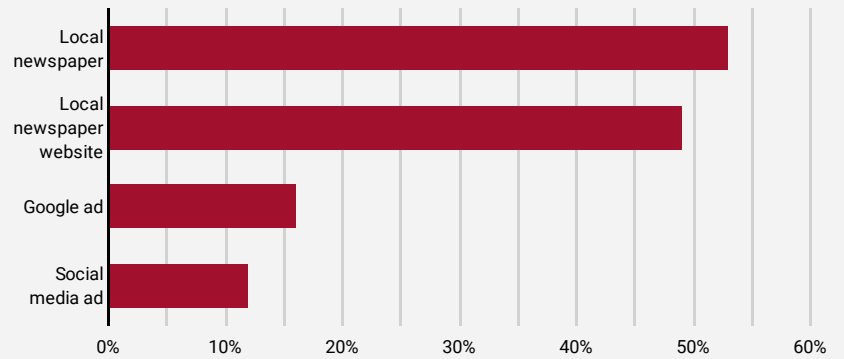
46.00%

of respondents consider or make buying decisions because of ads seen in the publication.

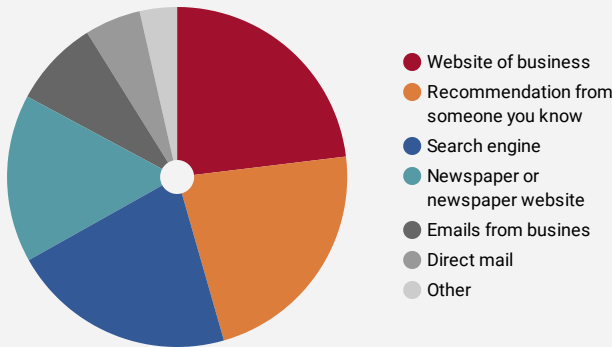
What are readers buying? Readers continue to buy. These are the top categories for planned purchases over the next twelve months.



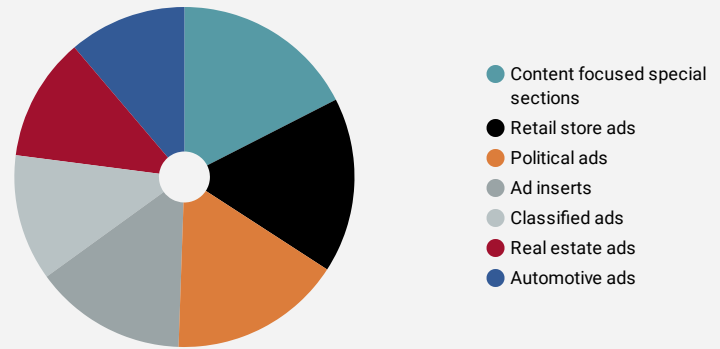
Trust factor: Respondents are very likely or likely to trust an ad based on where they see it. Personal recommendations are trusted 76.00% of the time.



Research purposes? Aside from a personal recommendation, respondents look for information about a potential purchase on a business' website, through a search engine or in the newspaper or its website.



What is being read? How often are respondents reading retail store ads, content focused special sections, ad inserts, political ads, real estate ads, classified ads, and automotive ads.



Contests and promotions If available in the publication the frequency with which contests and promotions were read was: 77.94%

Affluent and engaged on multiple platforms.

Readers across Maryland, Delaware and DC are regular readers of news media publications and are spread across all platforms. To reach these readers, ad campaigns should have print, online and social media components.

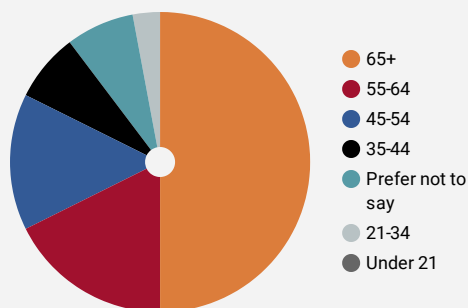
36.00%

report income of at least \$75K annually

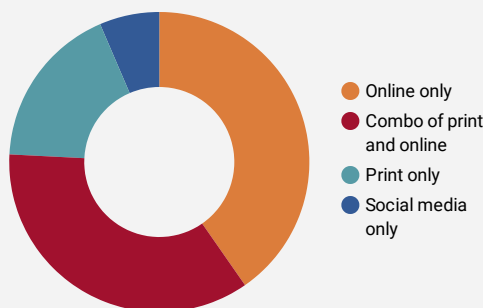
62.00%

of respondents identify as "regular readers"

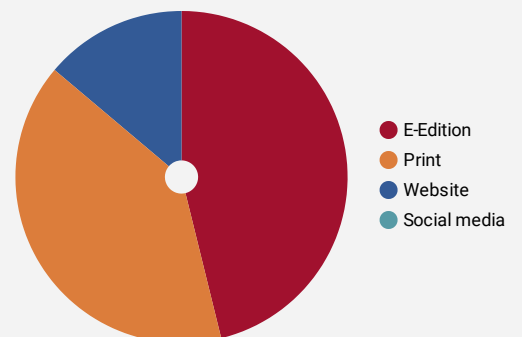
Age of readers



Where are the readers?



Preferred engagement



2023 Readership Survey Rollup

How do readers make buying decisions?

Ad campaigns should focus on the quality of the products, feature testimonials and be accessible across all platforms.

46.11%

of respondents rate quality as the most important consideration in buying.

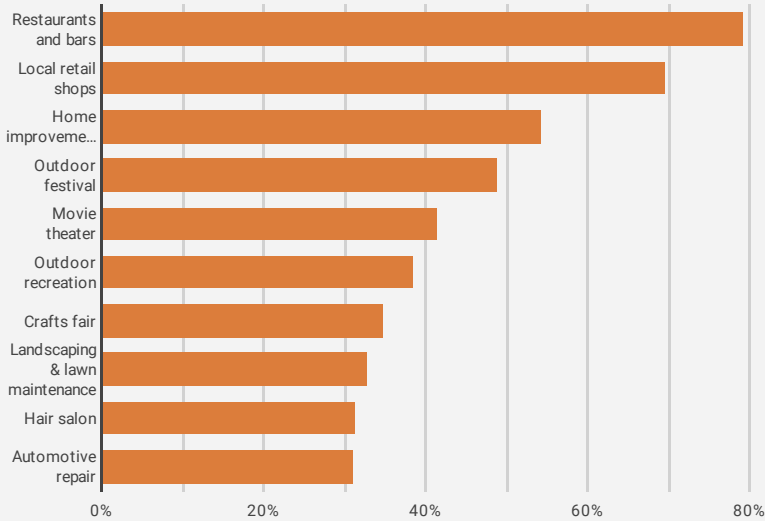
76.44%

of respondents have made buying decisions because of ads seen in the publication.

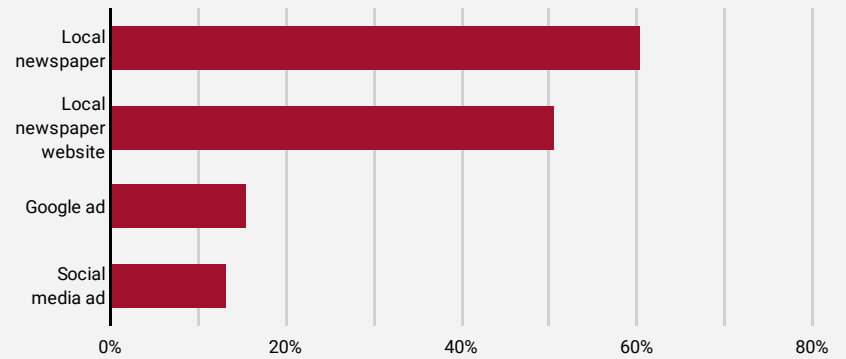
64.86%

of respondents consider or make buying decisions because of ads seen in the publication.

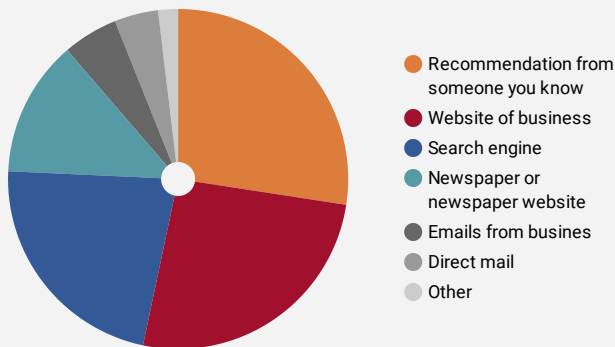
What are readers buying? Readers continue to buy. These are the top categories for planned purchases over the next twelve months.



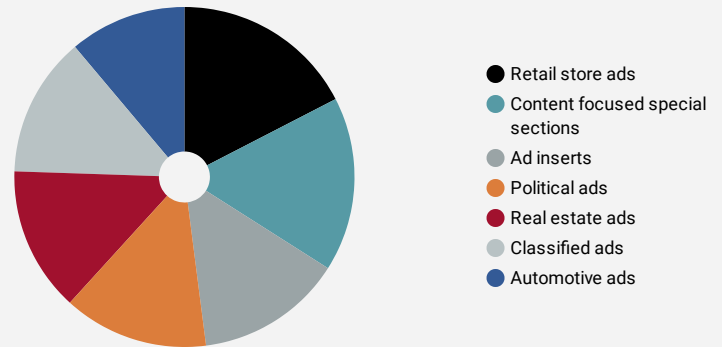
Trust factor: Respondents are very likely or likely to trust an ad based on where they see it. Personal recommendations are trusted 85.27% of the time.



Research purposes? Aside from a personal recommendation, respondents look for information about a potential purchase on a business' website, through a search engine or in the newspaper or its website.



What is being read? How often are respondents reading retail store ads, content focused special sections, ad inserts, political ads, real estate ads, classified ads, and automotive ads.



Contests and promotions If available in the publication the frequency with which contests and promotions were read was: 84.28%

Affluent and engaged on multiple platforms.

Readers across Maryland, Delaware and DC are regular readers of news media publications and are spread across all platforms. To reach these readers, ad campaigns should have print, online and social media components.

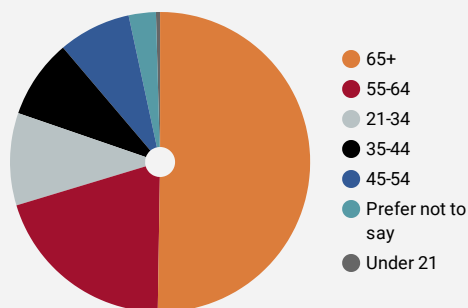
46.27%

report income of at least \$75K annually

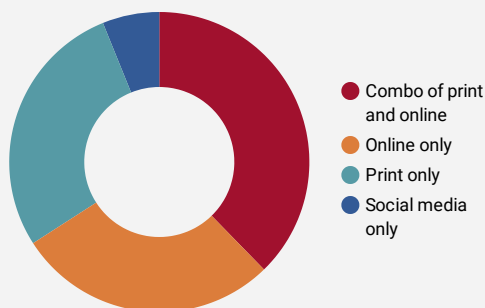
69.38%

of respondents identify as "regular readers"

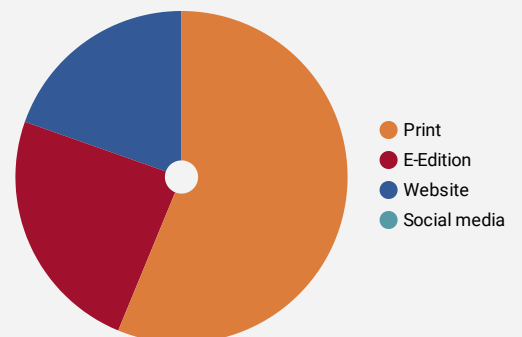
Age of readers



Where are the readers?

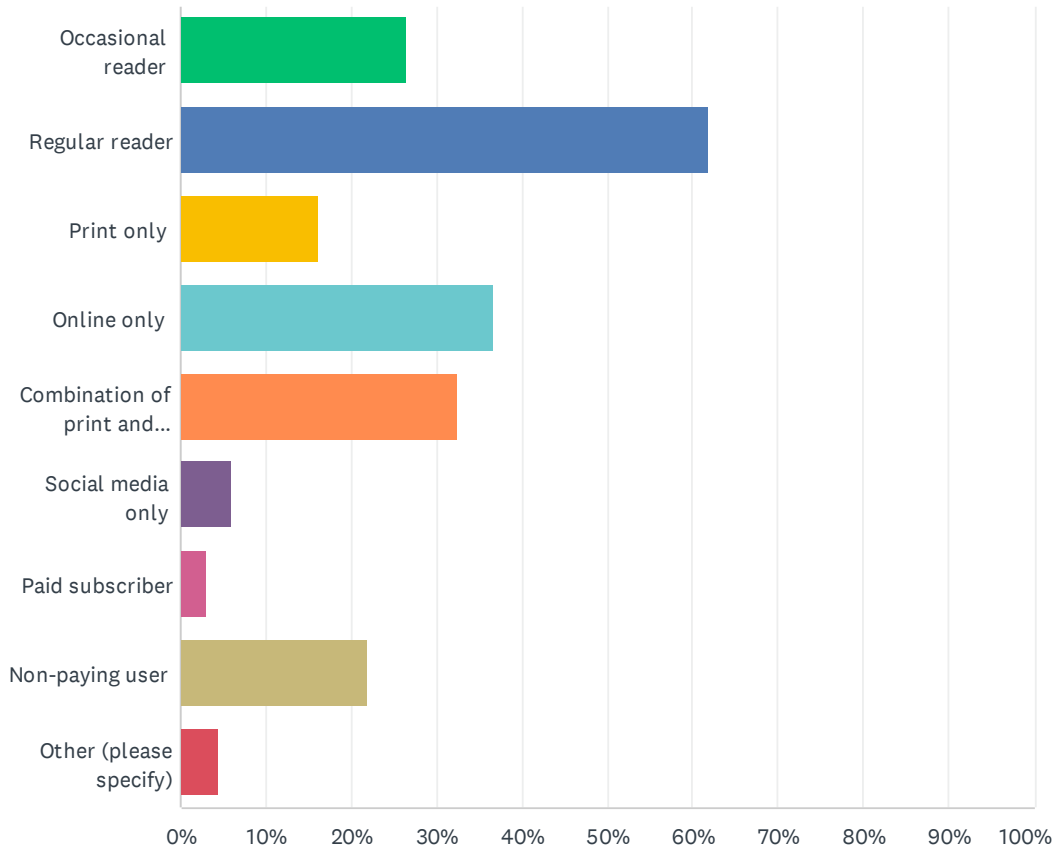


Preferred engagement



Q1 How would you characterize your readership of the publication? (Please select all that apply.)

Answered: 68 Skipped: 0



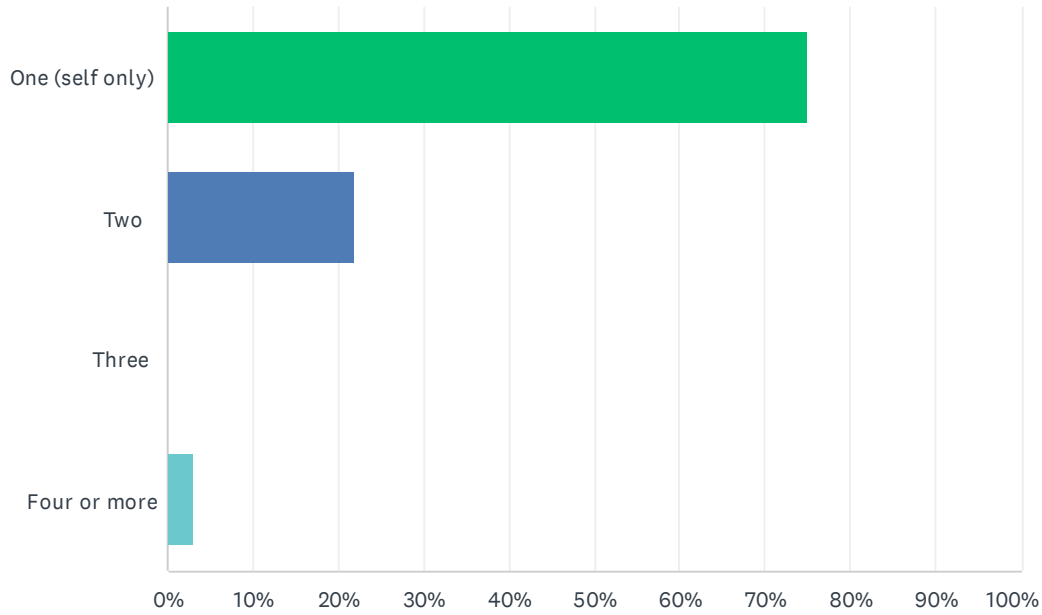
ANSWER CHOICES	RESPONSES	
Occasional reader	26.47%	18
Regular reader	61.76%	42
Print only	16.18%	11
Online only	36.76%	25
Combination of print and online	32.35%	22
Social media only	5.88%	4
Paid subscriber	2.94%	2
Non-paying user	22.06%	15
Other (please specify)	4.41%	3
Total Respondents: 68		

#	OTHER (PLEASE SPECIFY)	DATE
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1	mostly print; occasional online	11/27/2023 12:08 PM
2	One-time donor	11/9/2023 10:11 PM
3	School	11/6/2023 10:47 AM

Q2 Including yourself, how many people typically read or look through your copy of this publication?

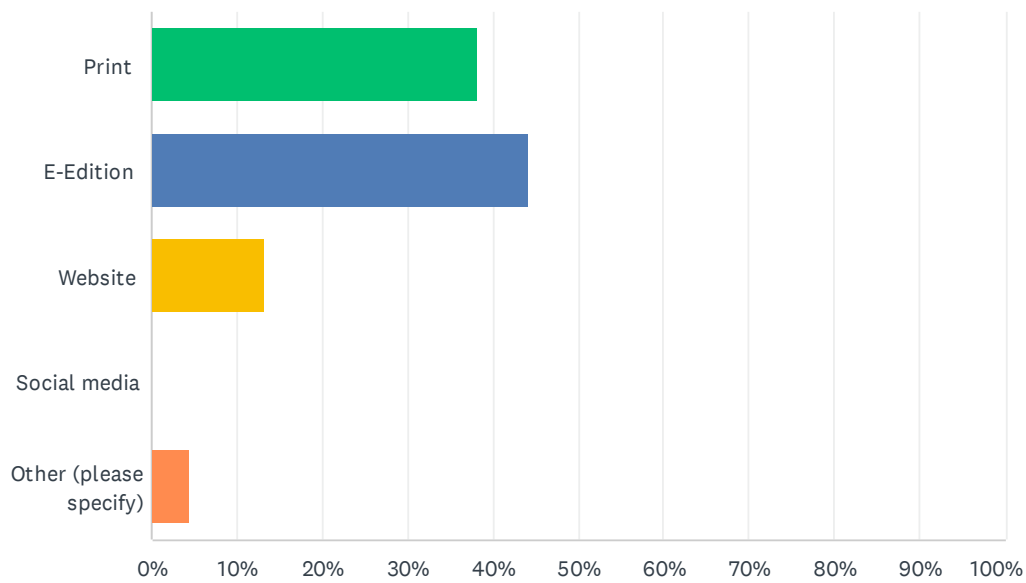
Answered: 68 Skipped: 0



ANSWER CHOICES	RESPONSES	
One (self only)	75.00%	51
Two	22.06%	15
Three	0.00%	0
Four or more	2.94%	2
TOTAL		68

Q3 What is your preferred method for engaging with this publication?

Answered: 68 Skipped: 0

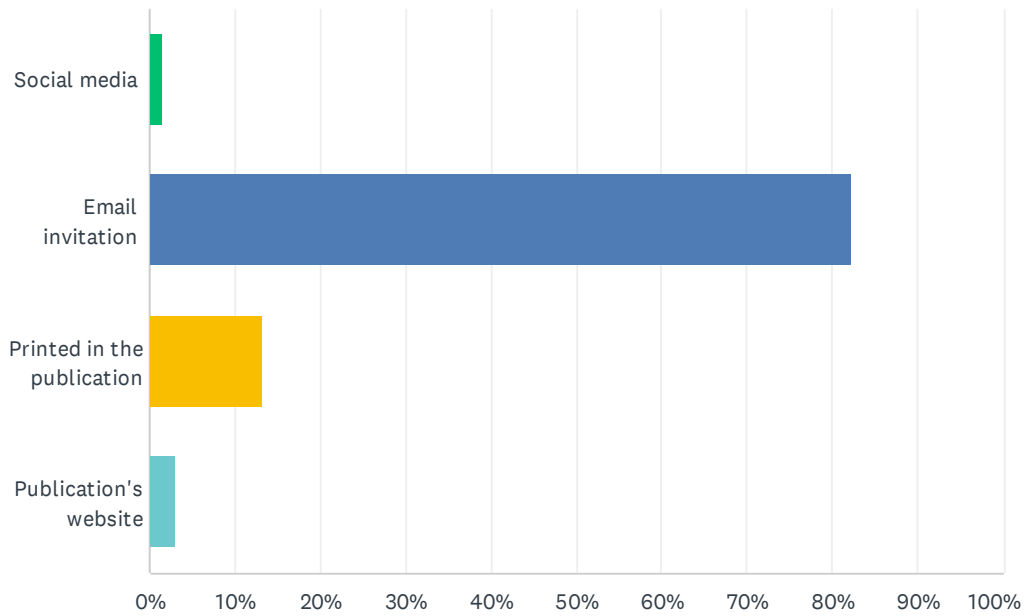


ANSWER CHOICES	RESPONSES	
Print	38.24%	26
E-Edition	44.12%	30
Website	13.24%	9
Social media	0.00%	0
Other (please specify)	4.41%	3
TOTAL		68

#	OTHER (PLEASE SPECIFY)	DATE
1	printed and email	11/30/2023 12:59 AM
2	Email	11/28/2023 8:39 AM
3	Have not tried online	11/6/2023 11:25 AM

Q4 How did you hear about this survey?

Answered: 68 Skipped: 0

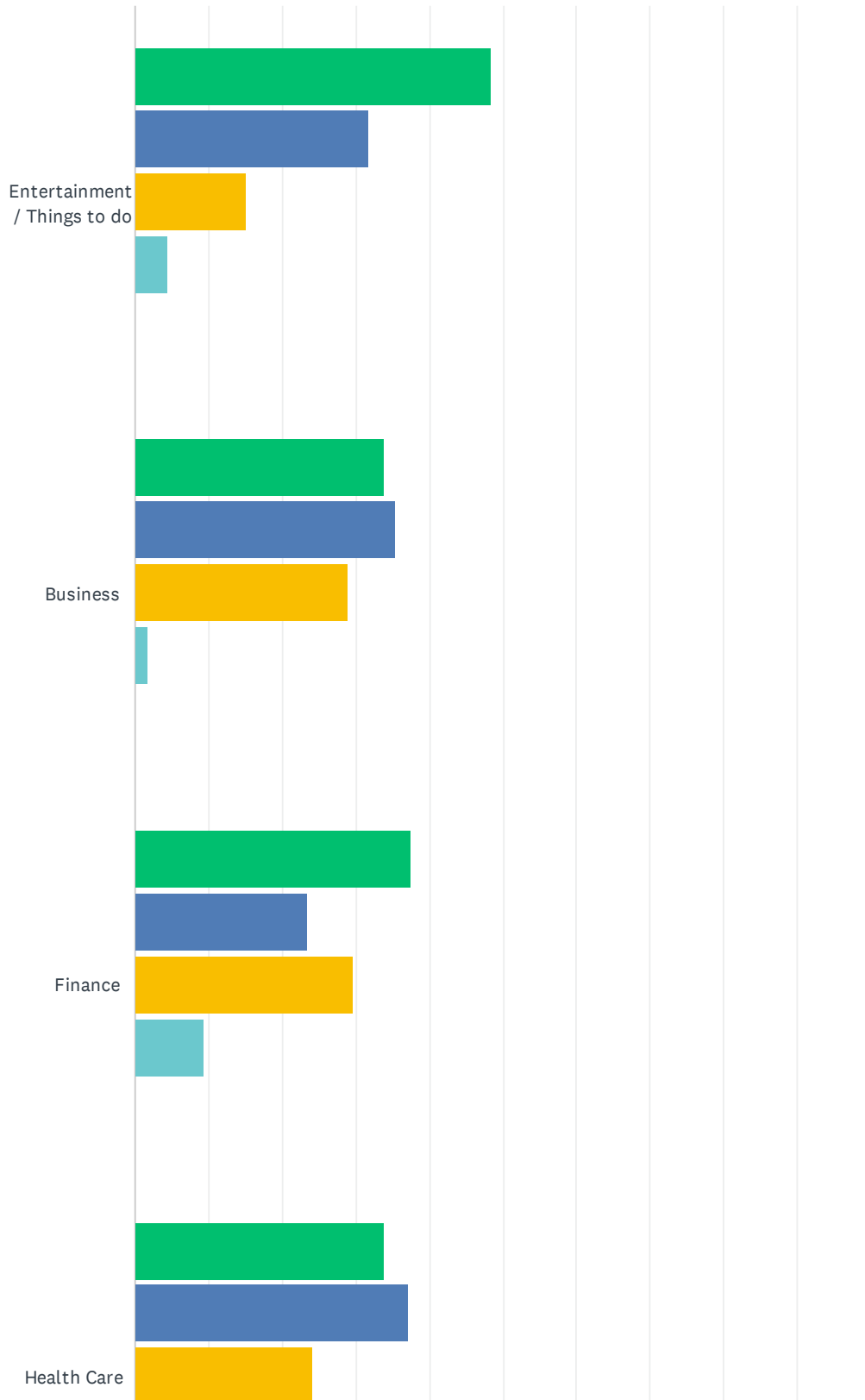


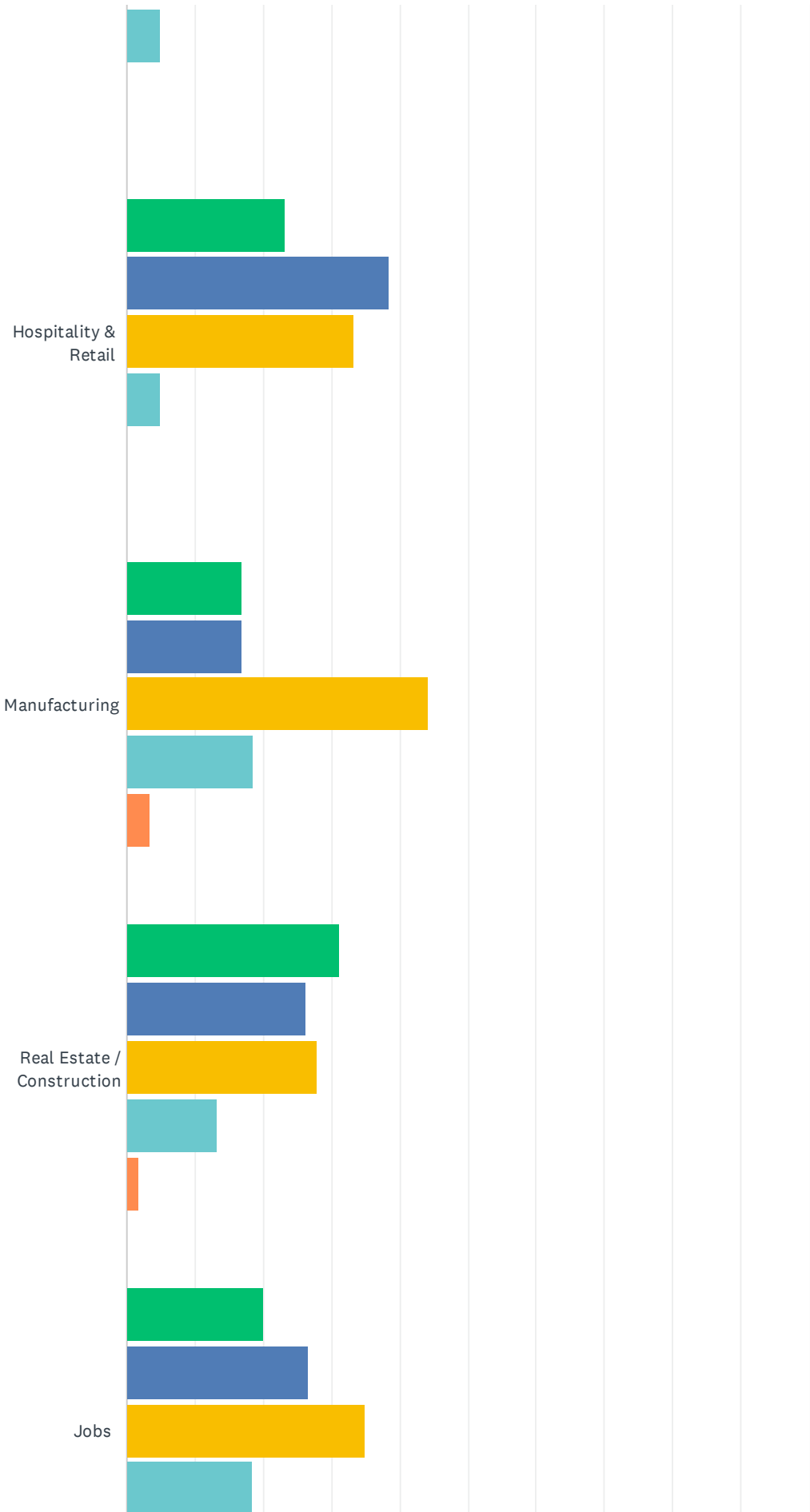
ANSWER CHOICES	RESPONSES
Social media	1.47% 1
Email invitation	82.35% 56
Printed in the publication	13.24% 9
Publication's website	2.94% 2
Total Respondents: 68	

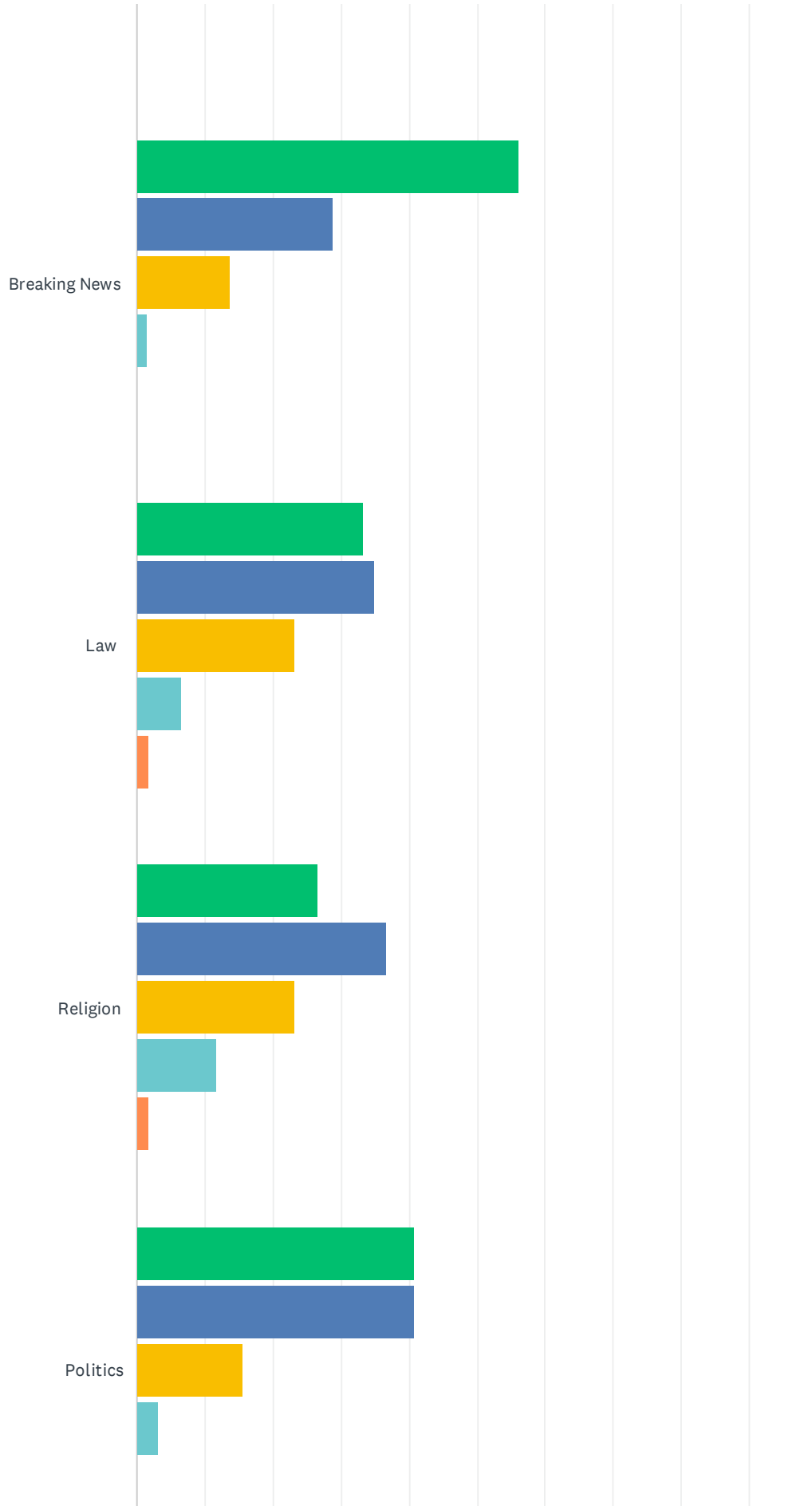
#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

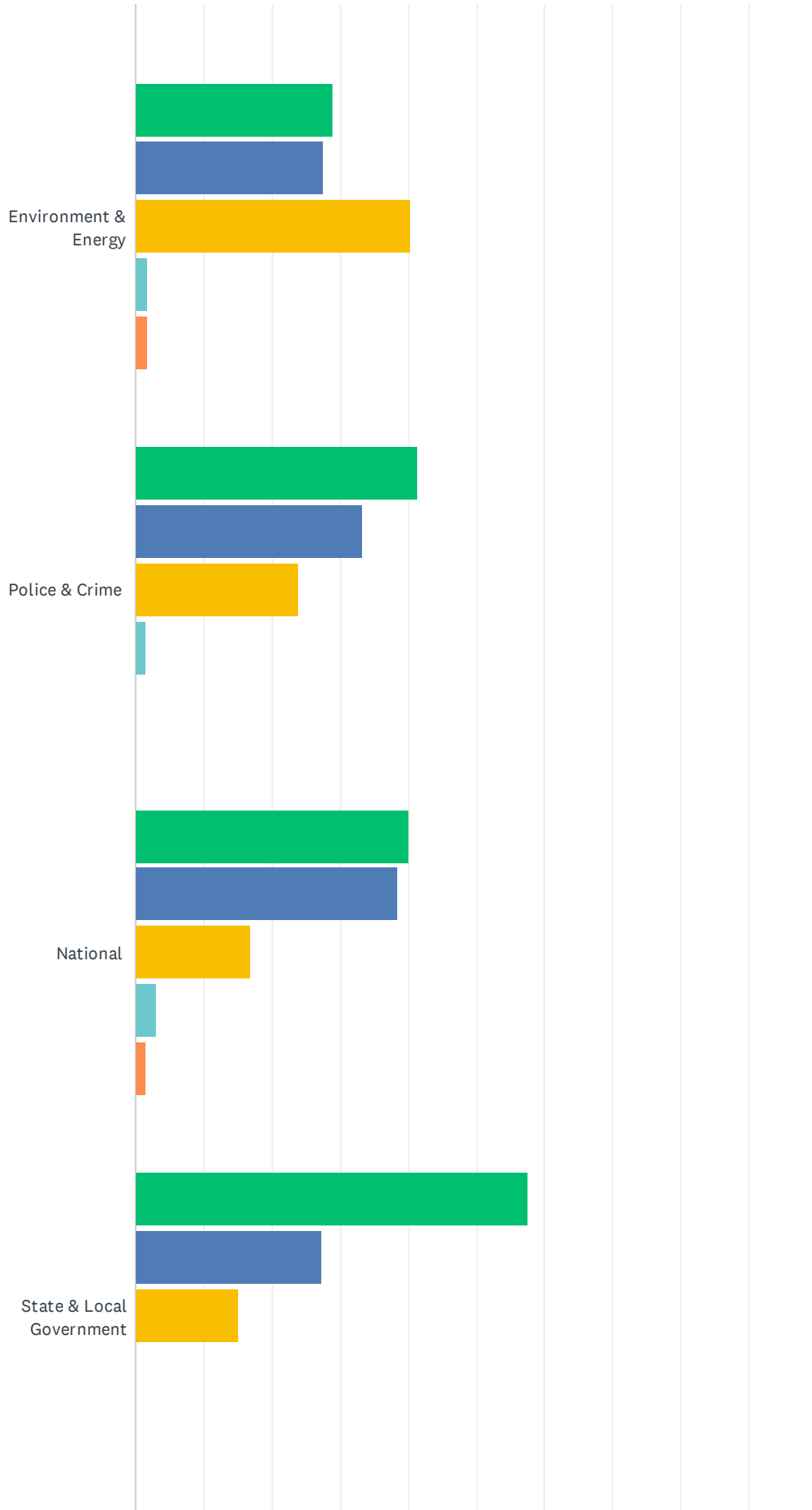
Q5 Thinking about the publication, how frequently do you read the following coverage areas (either in print or online)?

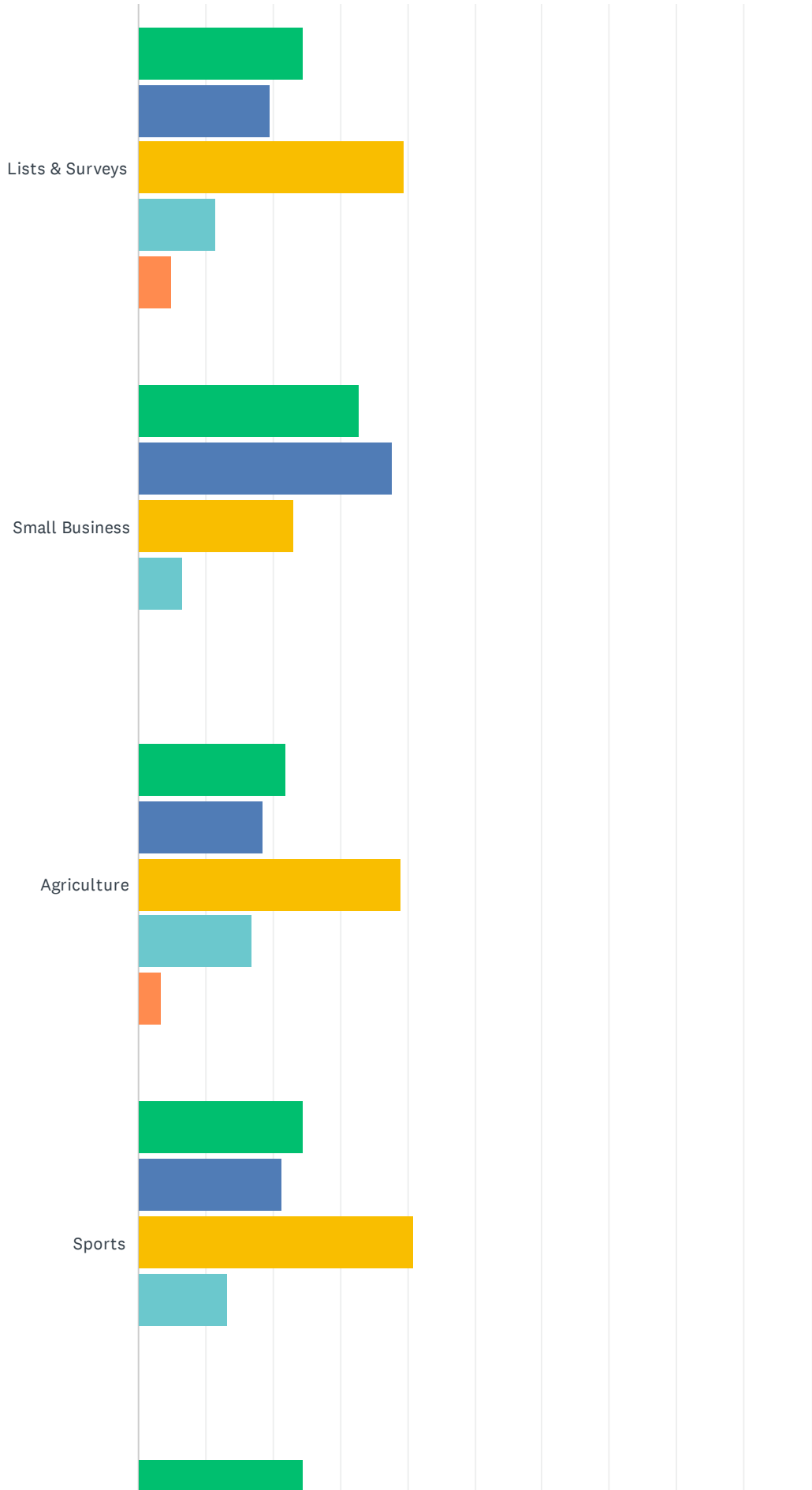
Answered: 68 Skipped: 0

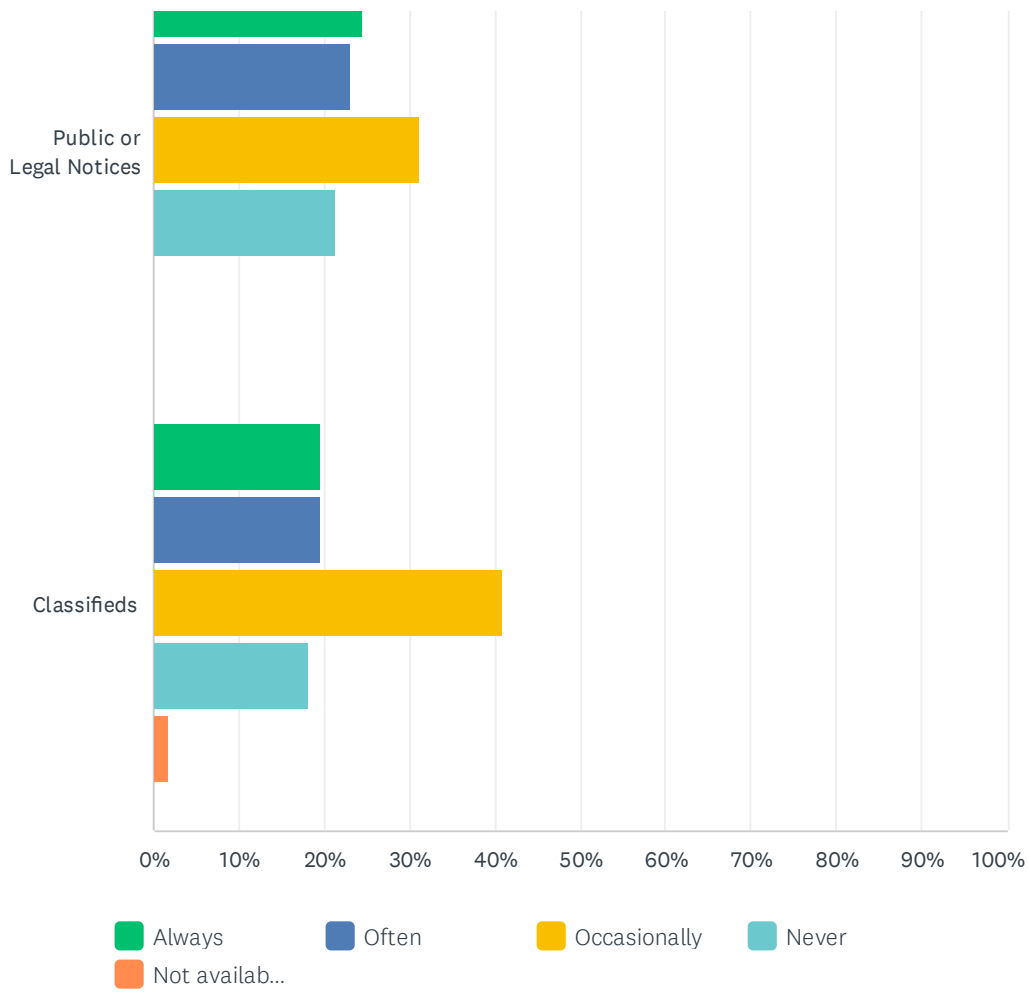












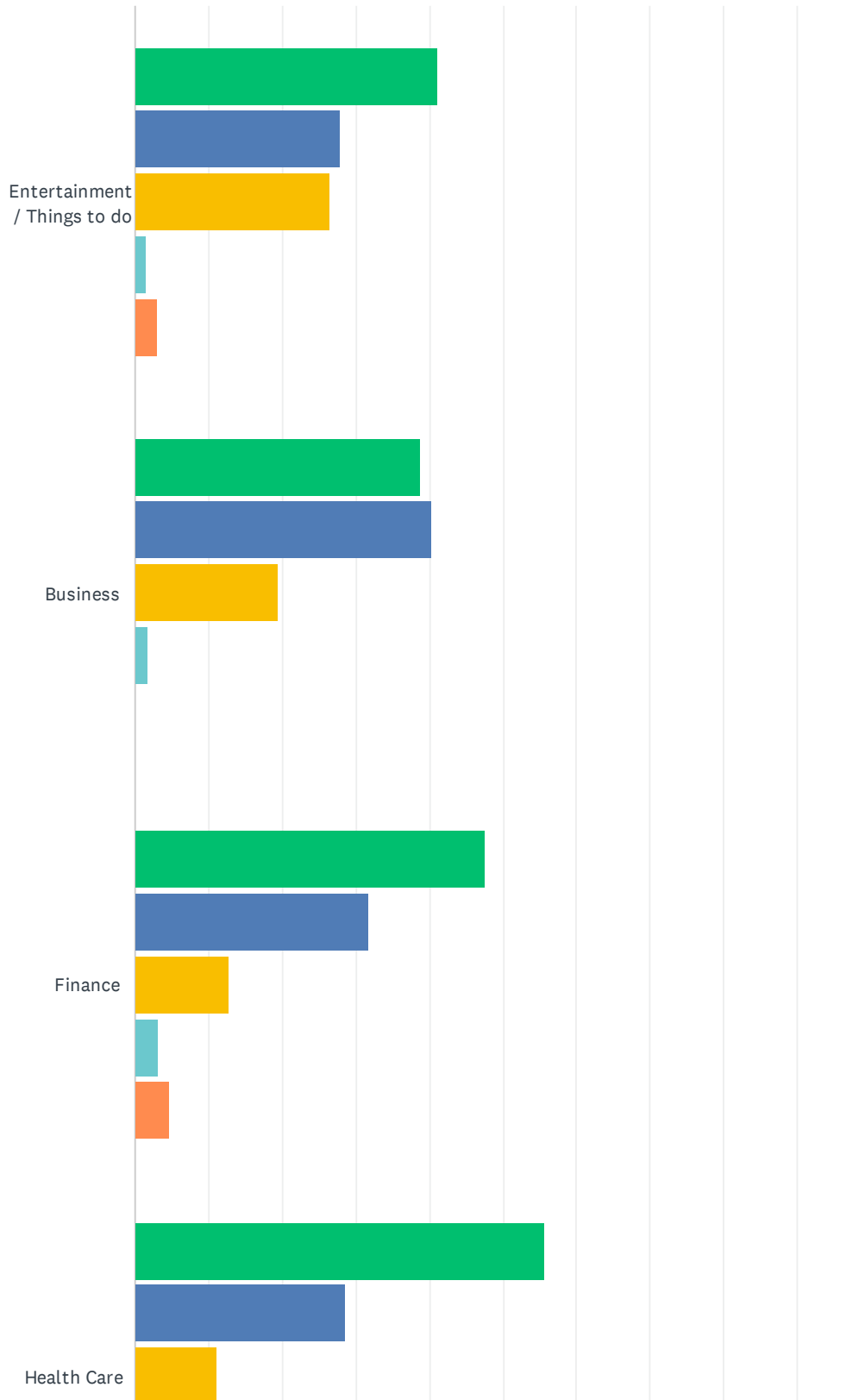
	ALWAYS	OFTEN	OCCASIONALLY	NEVER	NOT AVAILABLE IN THIS PUBLICATION	TOTAL	WEIGHTED AVERAGE
Entertainment / Things to do	48.48% 32	31.82% 21	15.15% 10	4.55% 3	0.00% 0	66	4.24
Business	33.87% 21	35.48% 22	29.03% 18	1.61% 1	0.00% 0	62	4.02
Finance	37.50% 24	23.44% 15	29.69% 19	9.38% 6	0.00% 0	64	3.89
Health Care	33.87% 21	37.10% 23	24.19% 15	4.84% 3	0.00% 0	62	4.00
Hospitality & Retail	23.33% 14	38.33% 23	33.33% 20	5.00% 3	0.00% 0	60	3.80
Manufacturing	16.95% 10	16.95% 10	44.07% 26	18.64% 11	3.39% 2	59	3.25
Real Estate / Construction	31.15% 19	26.23% 16	27.87% 17	13.11% 8	1.64% 1	61	3.72
Jobs	20.00% 12	26.67% 16	35.00% 21	18.33% 11	0.00% 0	60	3.48
Breaking News	56.06% 37	28.79% 19	13.64% 9	1.52% 1	0.00% 0	66	4.39
Law	33.33% 20	35.00% 21	23.33% 14	6.67% 4	1.67% 1	60	3.92
Religion	26.67% 16	36.67% 22	23.33% 14	11.67% 7	1.67% 1	60	3.75
Politics	40.63% 26	40.63% 26	15.63% 10	3.13% 2	0.00% 0	64	4.19
Environment & Energy	29.03% 18	27.42% 17	40.32% 25	1.61% 1	1.61% 1	62	3.81
Police & Crime	41.27% 26	33.33% 21	23.81% 15	1.59% 1	0.00% 0	63	4.14
National	40.00% 26	38.46% 25	16.92% 11	3.08% 2	1.54% 1	65	4.12
State & Local Government	57.58% 38	27.27% 18	15.15% 10	0.00% 0	0.00% 0	66	4.42
Lists & Surveys	24.59% 15	19.67% 12	39.34% 24	11.48% 7	4.92% 3	61	3.48
Small Business	32.79% 20	37.70% 23	22.95% 14	6.56% 4	0.00% 0	61	3.97
Agriculture	22.03% 13	18.64% 11	38.98% 23	16.95% 10	3.39% 2	59	3.39
Sports	24.59% 15	21.31% 13	40.98% 25	13.11% 8	0.00% 0	61	3.57
Public or Legal Notices	24.59% 15	22.95% 14	31.15% 19	21.31% 13	0.00% 0	61	3.51
Classifieds	19.67% 12	19.67% 12	40.98% 25	18.03% 11	1.64% 1	61	3.38

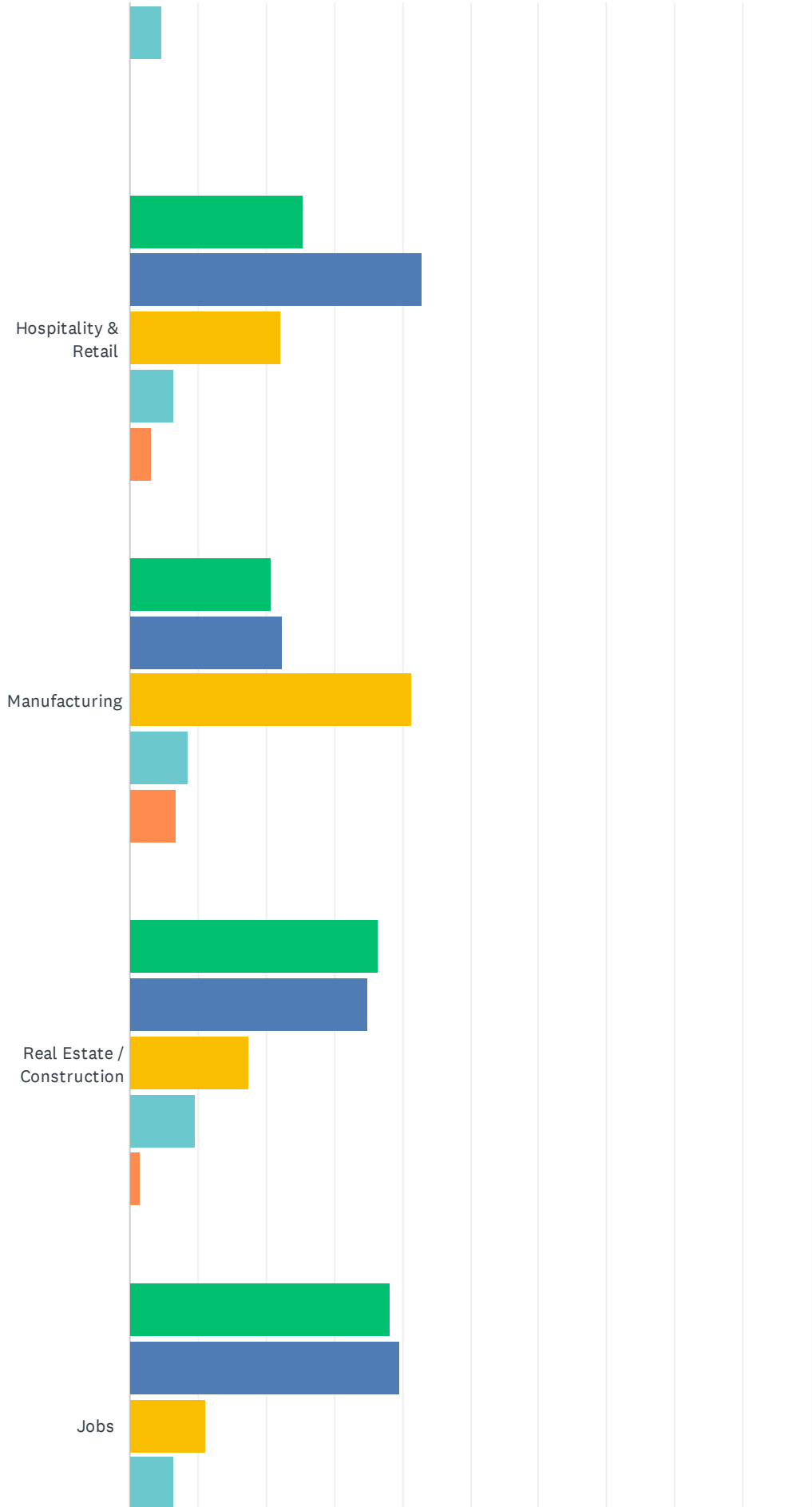
#	OTHER (PLEASE SPECIFY)	DATE
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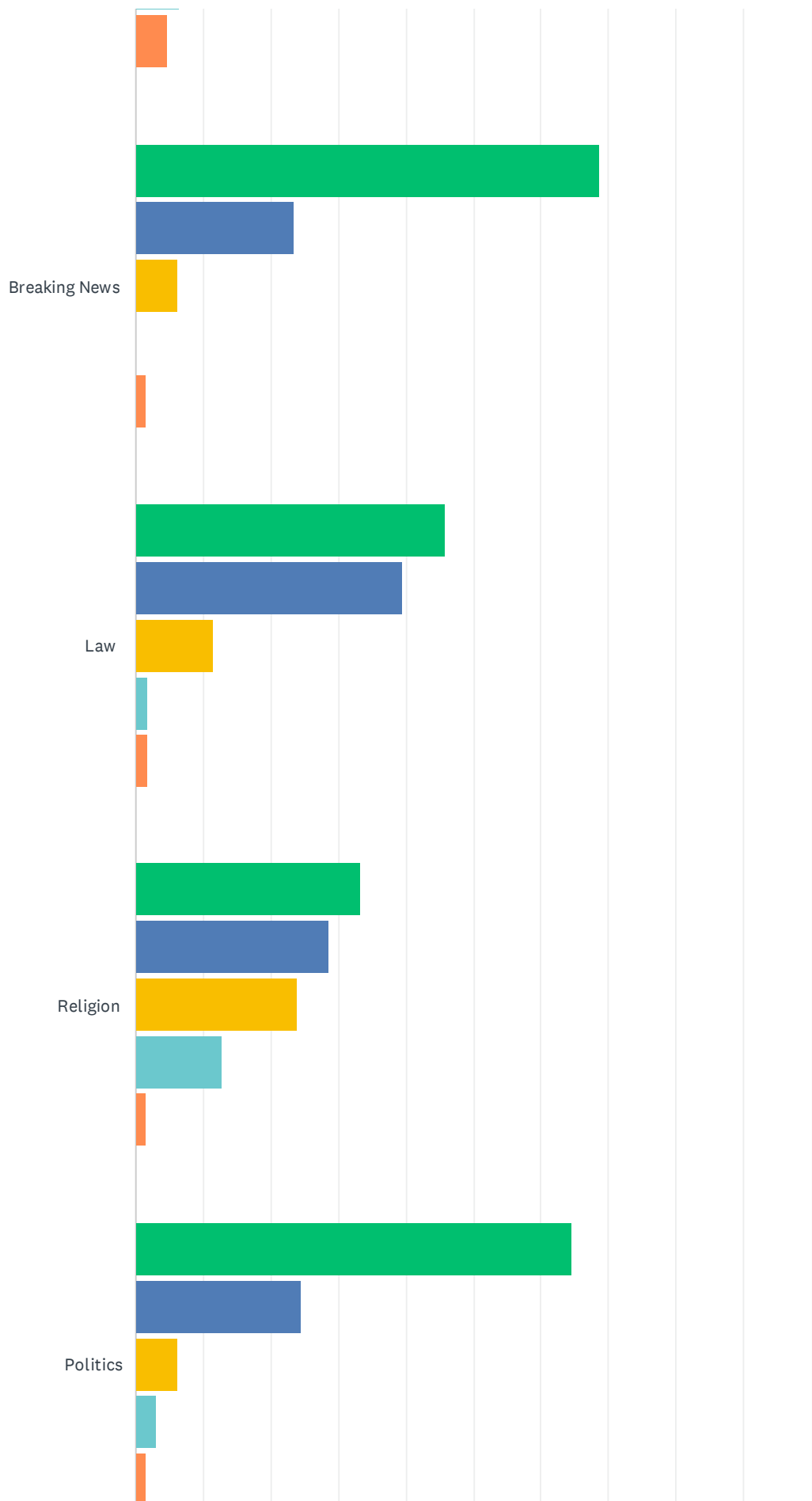
1	Community interests	11/27/2023 12:08 PM
2	Education	11/6/2023 10:47 AM
3	black facts	10/31/2023 11:41 AM

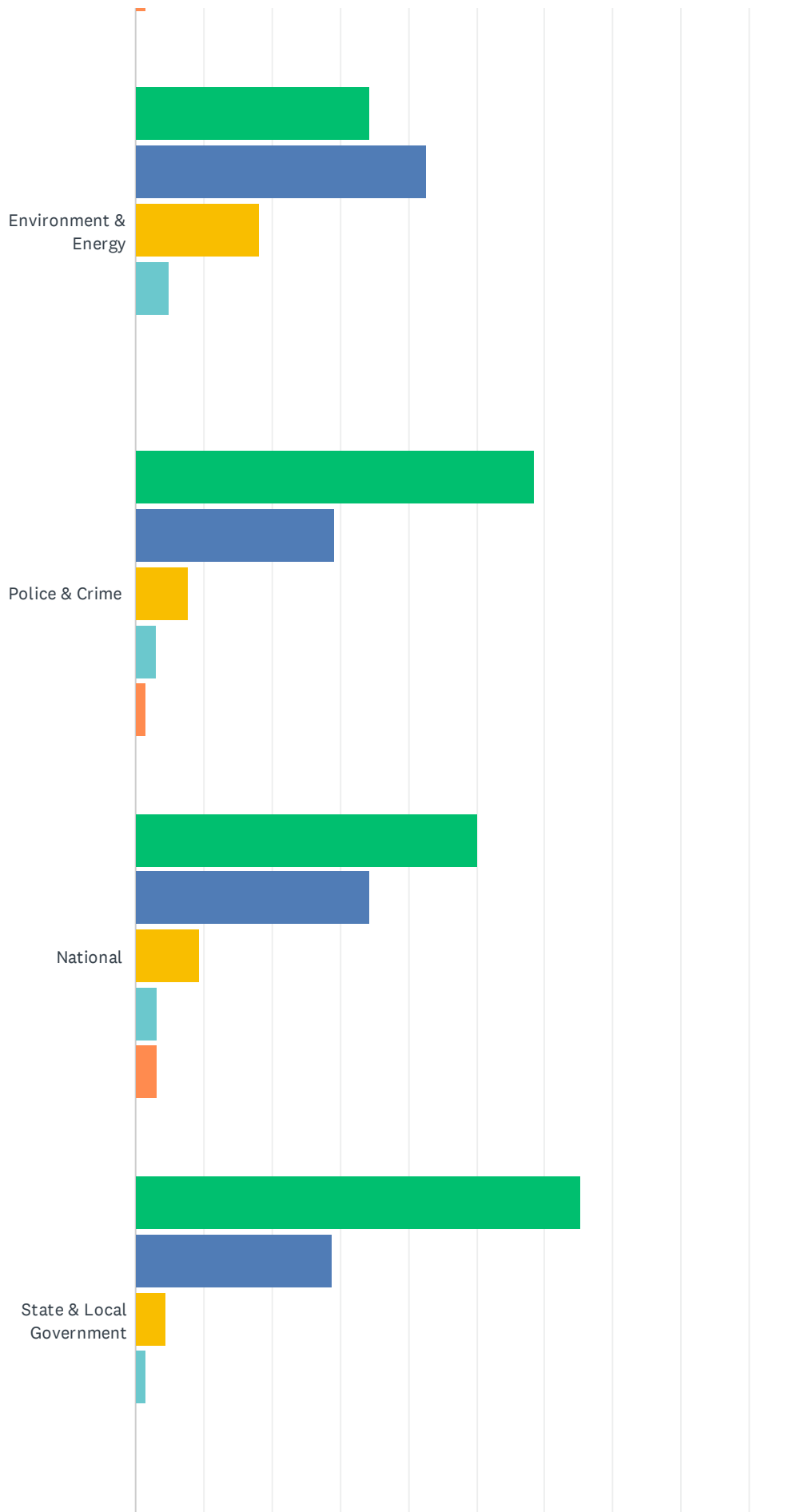
Q6 How important is it to you that this publication covers the following topics?

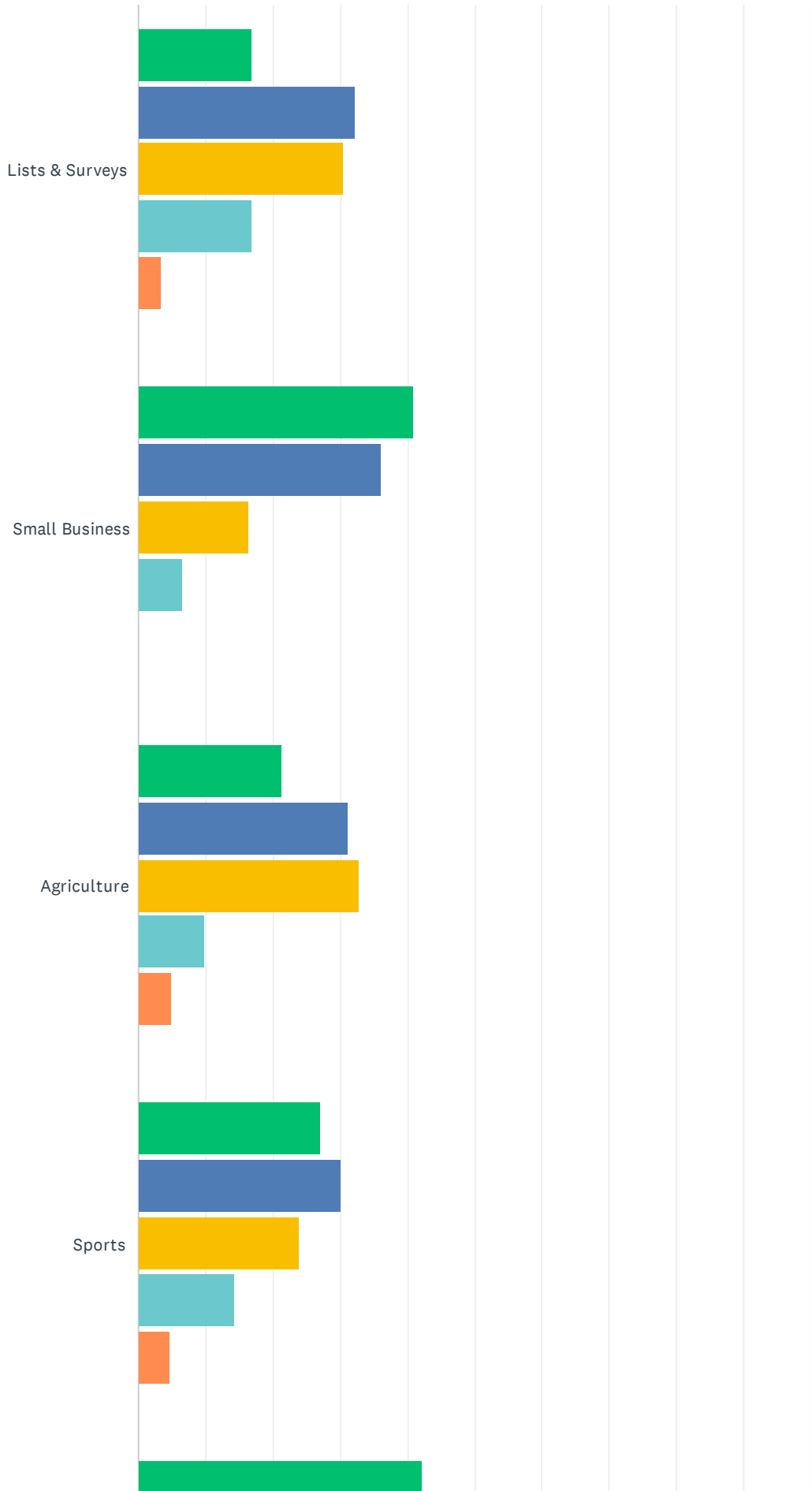
Answered: 68 Skipped: 0

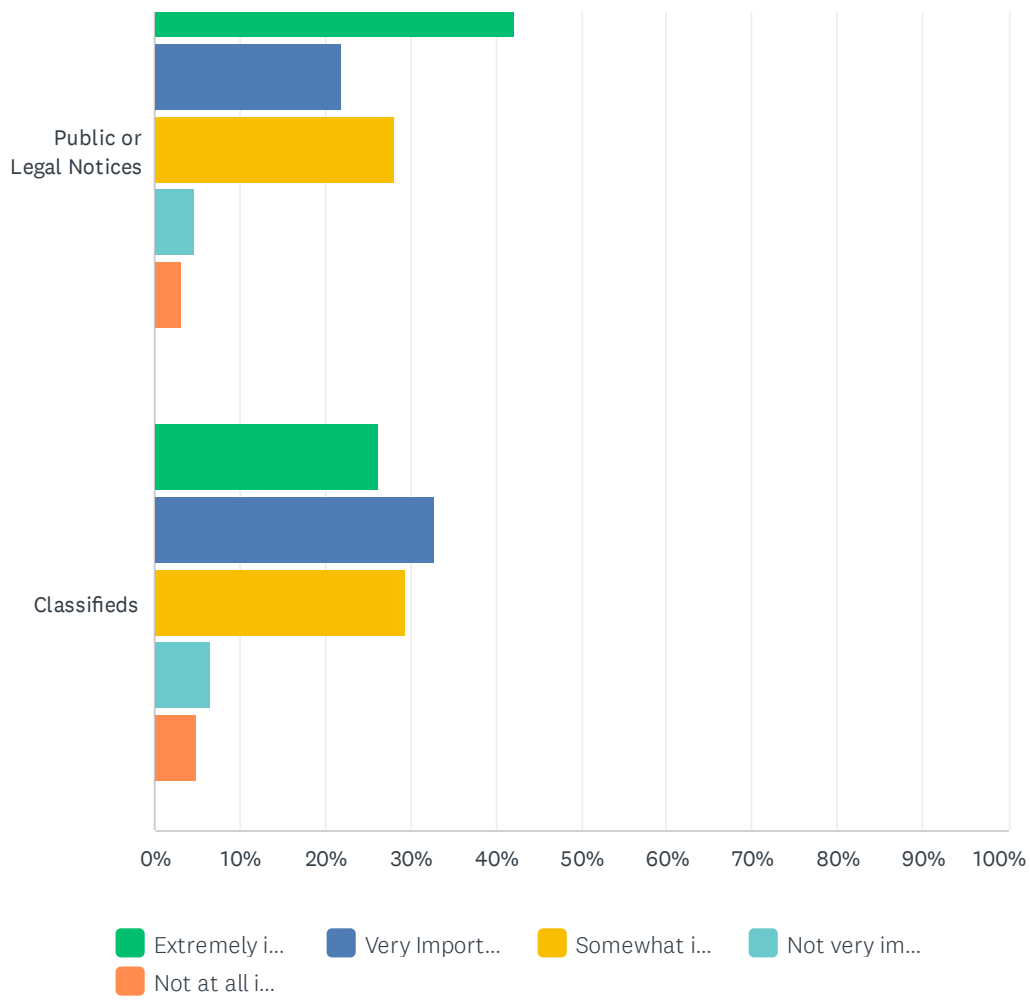










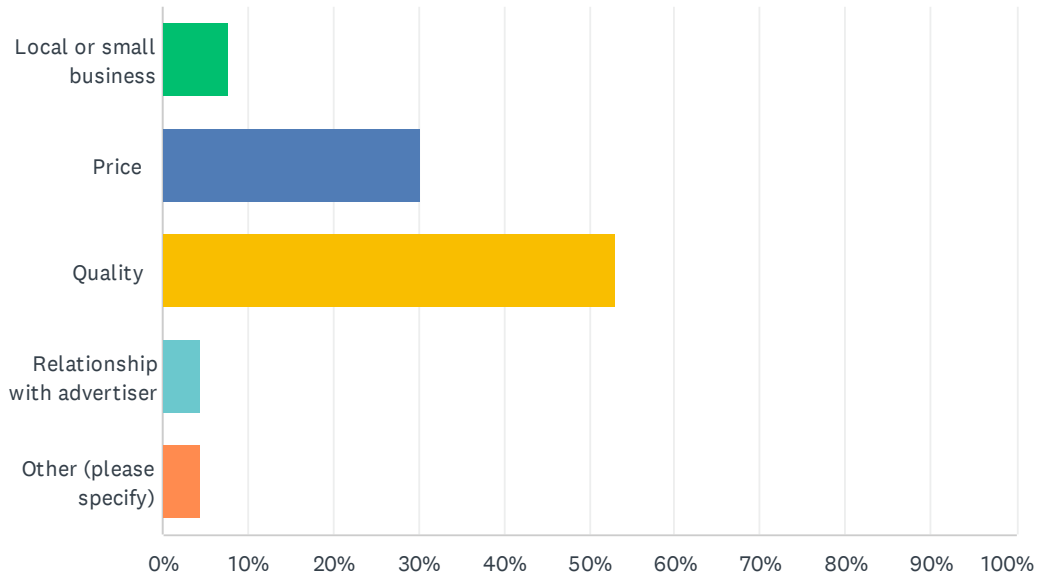


	EXTREMELY IMPORTANT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT AT ALL IMPORTANT	TOTAL	WEIGHTED AVERAGE
Entertainment / Things to do	41.18% 28	27.94% 19	26.47% 18	1.47% 1	2.94% 2	68	4.03
Business	38.71% 24	40.32% 25	19.35% 12	1.61% 1	0.00% 0	62	4.16
Finance	47.62% 30	31.75% 20	12.70% 8	3.17% 2	4.76% 3	63	4.14
Health Care	55.56% 35	28.57% 18	11.11% 7	4.76% 3	0.00% 0	63	4.35
Hospitality & Retail	25.40% 16	42.86% 27	22.22% 14	6.35% 4	3.17% 2	63	3.81
Manufacturing	20.69% 12	22.41% 13	41.38% 24	8.62% 5	6.90% 4	58	3.41
Real Estate / Construction	36.51% 23	34.92% 22	17.46% 11	9.52% 6	1.59% 1	63	3.95
Jobs	38.10% 24	39.68% 25	11.11% 7	6.35% 4	4.76% 3	63	4.00
Breaking News	68.75% 44	23.44% 15	6.25% 4	0.00% 0	1.56% 1	64	4.58
Law	45.90% 28	39.34% 24	11.48% 7	1.64% 1	1.64% 1	61	4.26
Religion	33.33% 21	28.57% 18	23.81% 15	12.70% 8	1.59% 1	63	3.79
Politics	64.62% 42	24.62% 16	6.15% 4	3.08% 2	1.54% 1	65	4.48
Environment & Energy	34.43% 21	42.62% 26	18.03% 11	4.92% 3	0.00% 0	61	4.07
Police & Crime	58.46% 38	29.23% 19	7.69% 5	3.08% 2	1.54% 1	65	4.40
National	50.00% 32	34.38% 22	9.38% 6	3.13% 2	3.13% 2	64	4.25
State & Local Government	65.15% 43	28.79% 19	4.55% 3	1.52% 1	0.00% 0	66	4.58
Lists & Surveys	16.95% 10	32.20% 19	30.51% 18	16.95% 10	3.39% 2	59	3.42
Small Business	40.98% 25	36.07% 22	16.39% 10	6.56% 4	0.00% 0	61	4.11
Agriculture	21.31% 13	31.15% 19	32.79% 20	9.84% 6	4.92% 3	61	3.54
Sports	26.98% 17	30.16% 19	23.81% 15	14.29% 9	4.76% 3	63	3.60
Public or Legal Notices	42.19% 27	21.88% 14	28.13% 18	4.69% 3	3.13% 2	64	3.95
Classifieds	26.23% 16	32.79% 20	29.51% 18	6.56% 4	4.92% 3	61	3.69

#	OTHER (PLEASE SPECIFY)	DATE
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Q7 When making buying decisions, what is the MOST IMPORTANT consideration?

Answered: 66 Skipped: 2

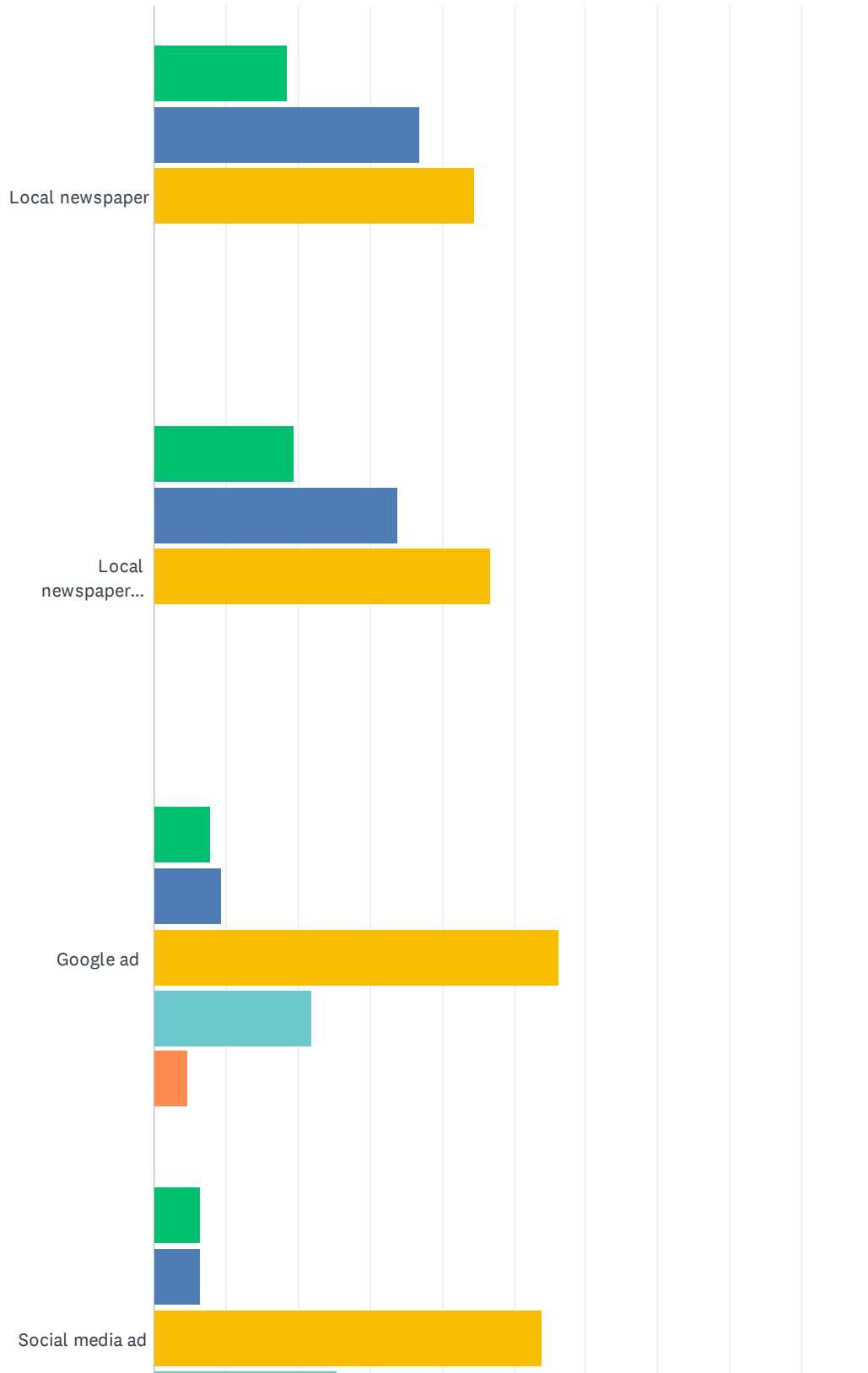


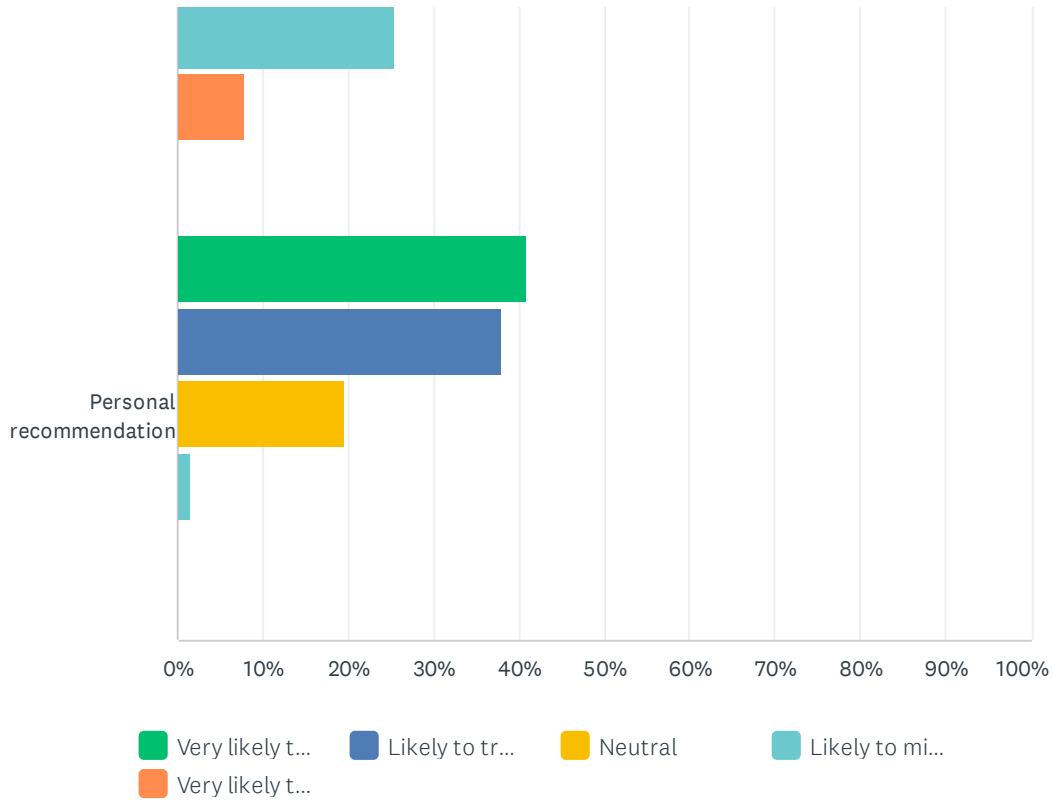
ANSWER CHOICES	RESPONSES
Local or small business	7.58% 5
Price	30.30% 20
Quality	53.03% 35
Relationship with advertiser	4.55% 3
Other (please specify)	4.55% 3
TOTAL	66

#	OTHER (PLEASE SPECIFY)	DATE
1	Combination of all factord	11/30/2023 1:39 PM
2	price and quality	11/30/2023 12:59 AM
3	Need for product	11/27/2023 11:53 AM

Q8 When making buying decisions, how likely are you to trust an advertisement based on where you see the ad?

Answered: 68 Skipped: 0

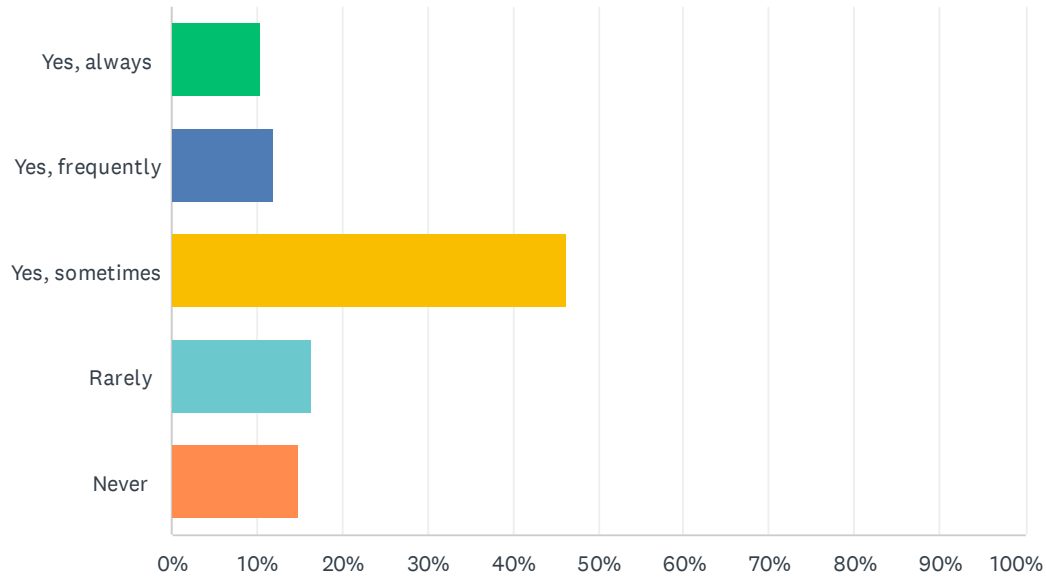




	VERY LIKELY TO TRUST	LIKELY TO TRUST	NEUTRAL	LIKELY TO MISTRUST	VERY LIKELY TO MISTRUST	TOTAL	WEIGHTED AVERAGE
Local newspaper	18.46% 12	36.92% 24	44.62% 29	0.00% 0	0.00% 0	65	3.74
Local newspaper website	19.35% 12	33.87% 21	46.77% 29	0.00% 0	0.00% 0	62	3.73
Google ad	7.81% 5	9.38% 6	56.25% 36	21.88% 14	4.69% 3	64	2.94
Social media ad	6.35% 4	6.35% 4	53.97% 34	25.40% 16	7.94% 5	63	2.78
Personal recommendation	40.91% 27	37.88% 25	19.70% 13	1.52% 1	0.00% 0	66	4.18

Q9 Have you considered or made buying decisions from businesses as a result of an advertisement seen in this publication?

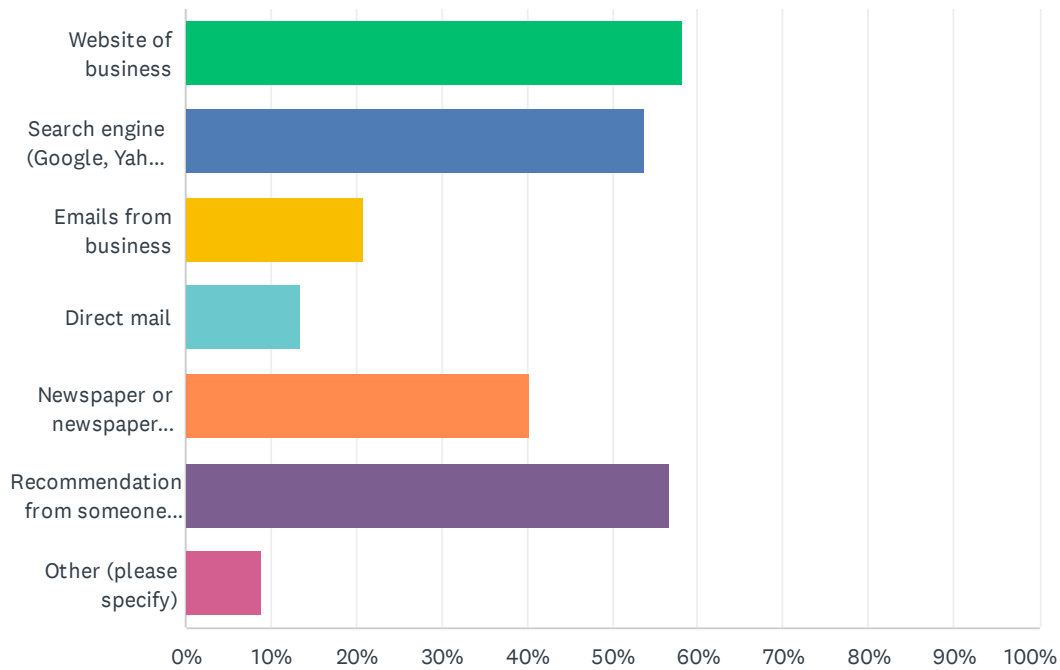
Answered: 67 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes, always	10.45%	7
Yes, frequently	11.94%	8
Yes, sometimes	46.27%	31
Rarely	16.42%	11
Never	14.93%	10
TOTAL		67

Q10 Where do you look for information when considering what to buy?

Answered: 67 Skipped: 1

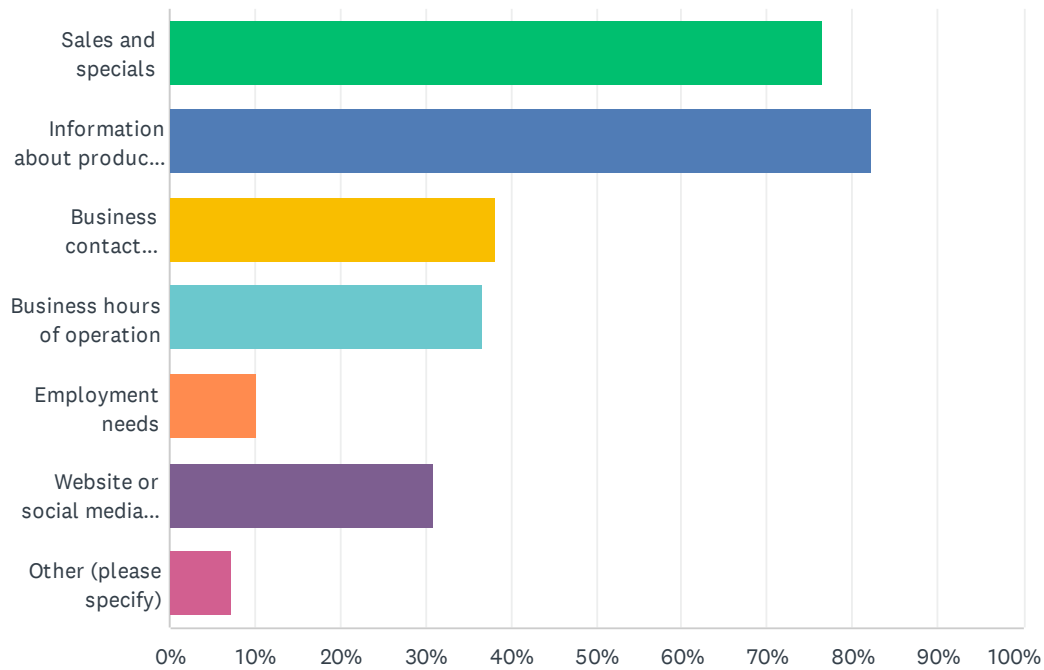


ANSWER CHOICES	RESPONSES	
Website of business	58.21%	39
Search engine (Google, Yahoo, Bing)	53.73%	36
Emails from business	20.90%	14
Direct mail	13.43%	9
Newspaper or newspaper website	40.30%	27
Recommendation from someone you know	56.72%	38
Other (please specify)	8.96%	6
Total Respondents: 67		

#	OTHER (PLEASE SPECIFY)	DATE
1	online reviews	11/30/2023 12:59 AM
2	Consumer reports	11/28/2023 8:39 AM
3	Consumer Reports	11/27/2023 8:36 PM
4	Consumer Reports	11/7/2023 1:34 PM
5	Next Door and Listserv	11/6/2023 2:52 PM
6	My own personal experience	11/6/2023 11:04 AM

Q11 What type of information do you look for in advertisements?

Answered: 68 Skipped: 0

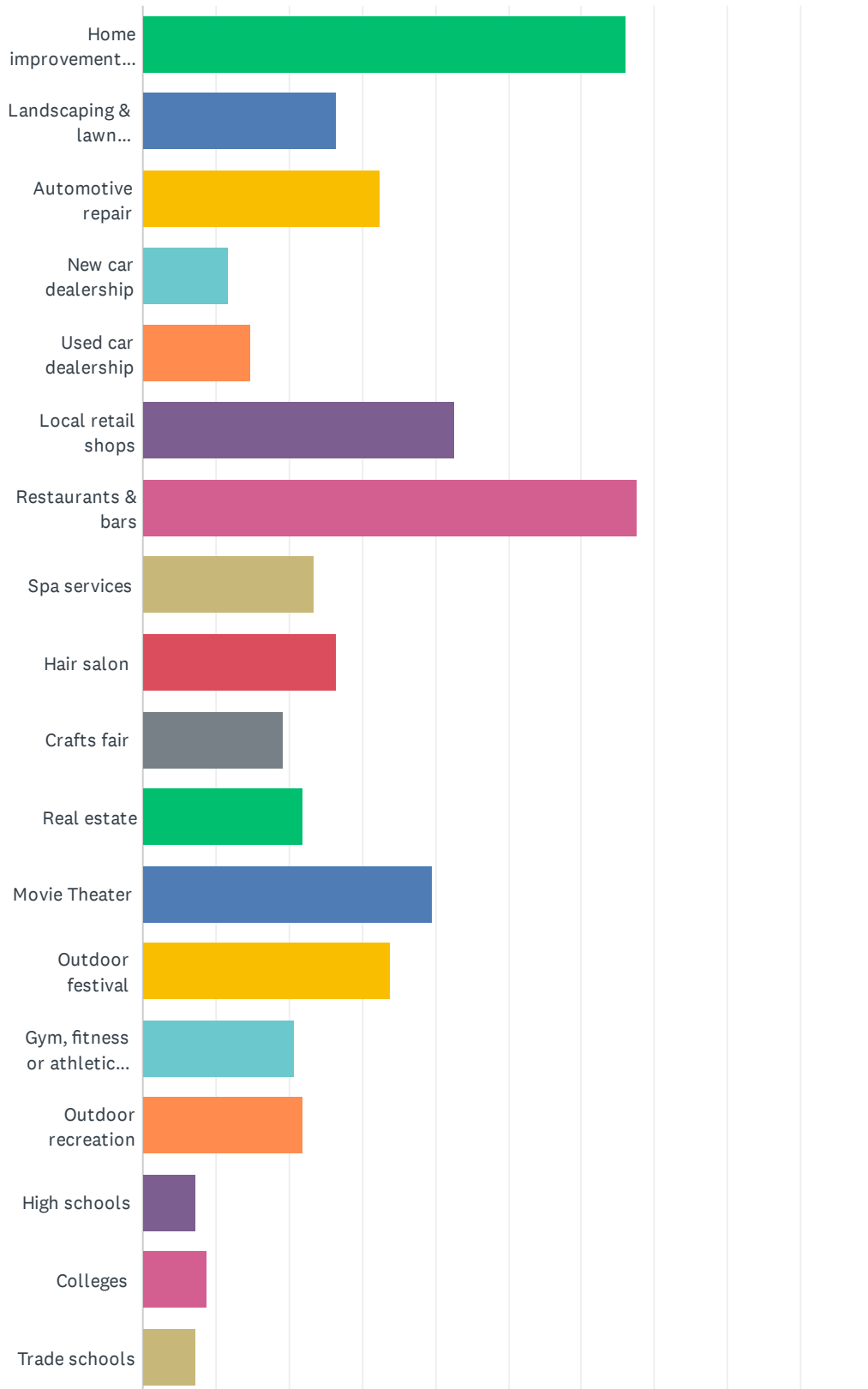


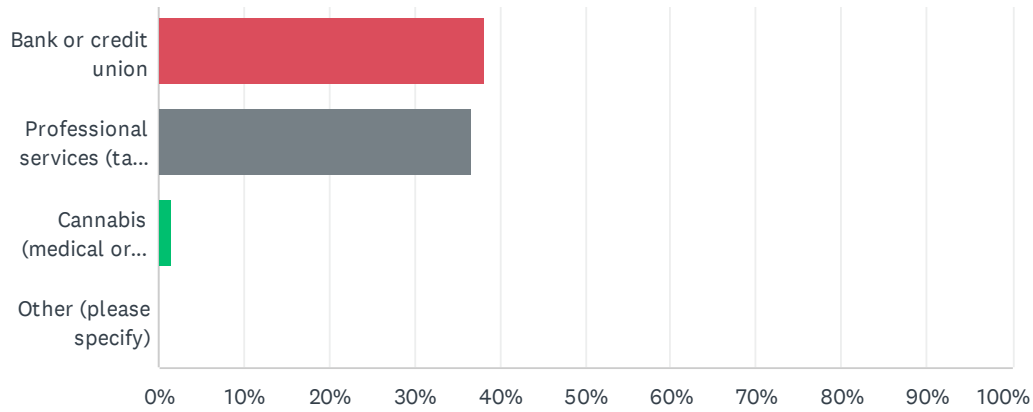
ANSWER CHOICES	RESPONSES	
Sales and specials	76.47%	52
Information about products and services	82.35%	56
Business contact information	38.24%	26
Business hours of operation	36.76%	25
Employment needs	10.29%	7
Website or social media information	30.88%	21
Other (please specify)	7.35%	5
Total Respondents: 68		

#	OTHER (PLEASE SPECIFY)	DATE
1	good reviews	11/30/2023 12:59 AM
2	Reviews	11/28/2023 8:39 AM
3	I don't look at advertisements.	11/27/2023 11:53 AM
4	Black owned	11/9/2023 10:11 PM
5	Reviews	11/7/2023 1:34 PM

Q12 Which types of businesses or services do you or the members of your household plan to shop at in the next 12 months?

Answered: 68 Skipped: 0



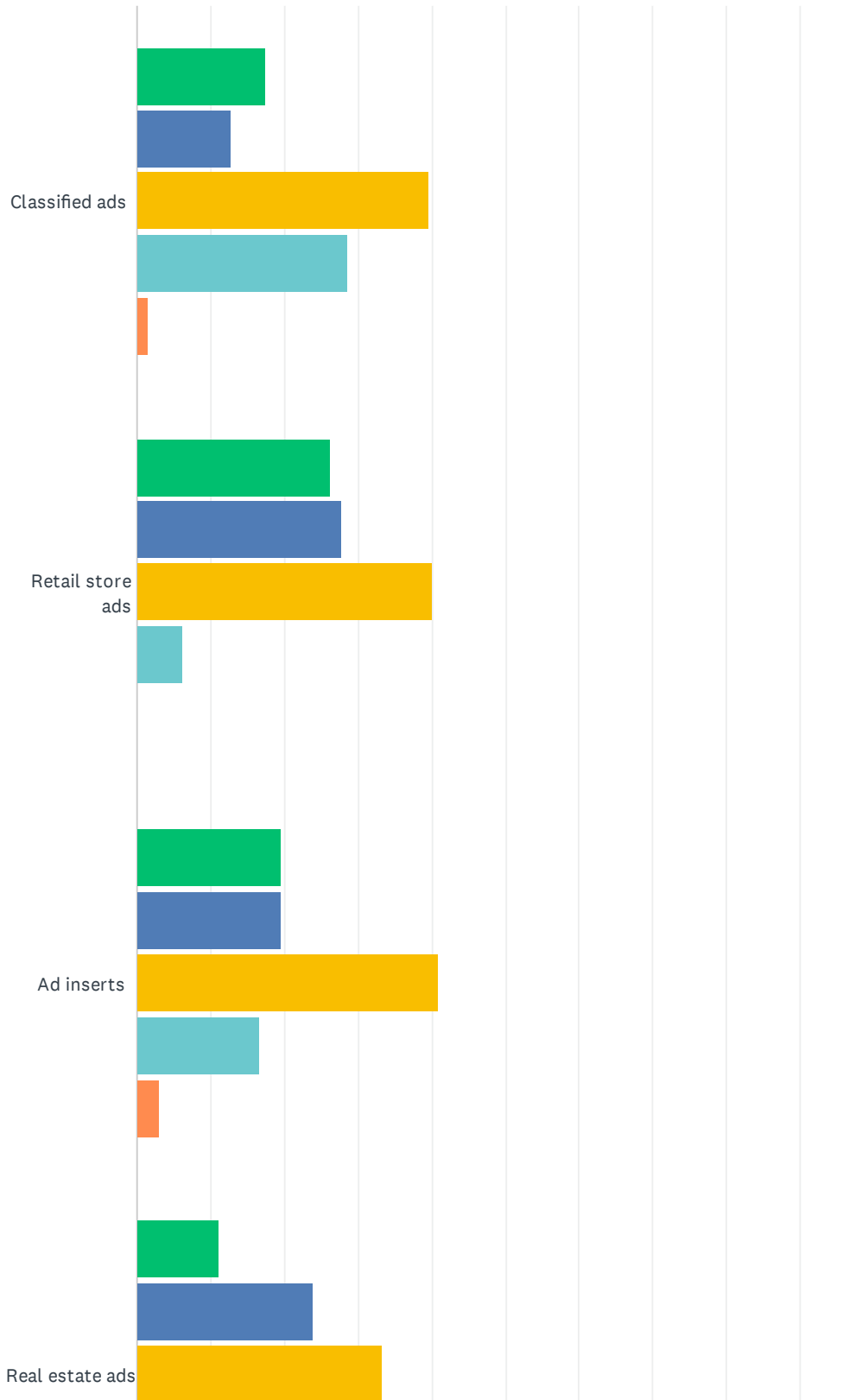


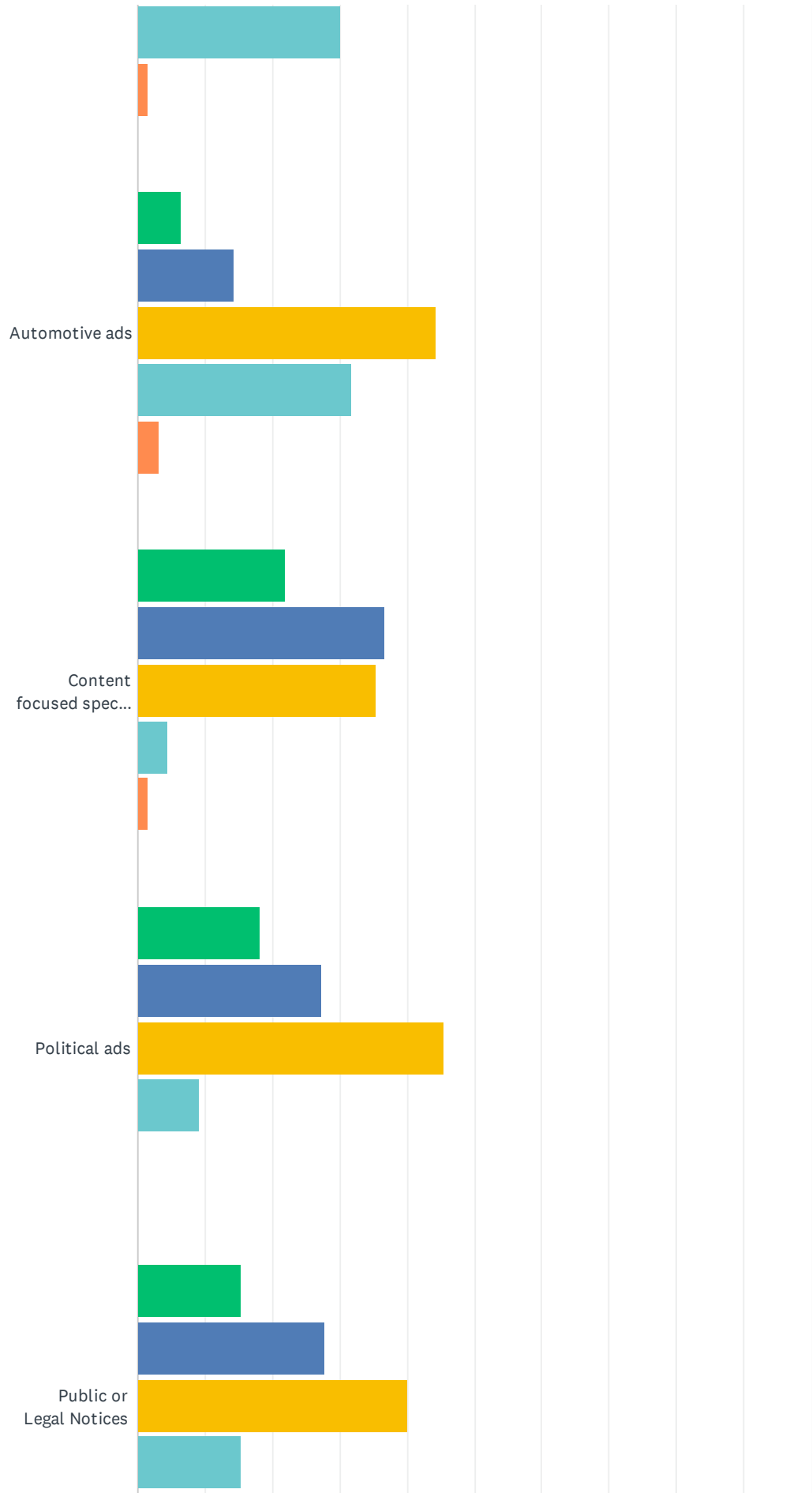
ANSWER CHOICES	RESPONSES	
Home improvement services	66.18%	45
Landscaping & lawn maintenance	26.47%	18
Automotive repair	32.35%	22
New car dealership	11.76%	8
Used car dealership	14.71%	10
Local retail shops	42.65%	29
Restaurants & bars	67.65%	46
Spa services	23.53%	16
Hair salon	26.47%	18
Crafts fair	19.12%	13
Real estate	22.06%	15
Movie Theater	39.71%	27
Outdoor festival	33.82%	23
Gym, fitness or athletic club	20.59%	14
Outdoor recreation	22.06%	15
High schools	7.35%	5
Colleges	8.82%	6
Trade schools	7.35%	5
Bank or credit union	38.24%	26
Professional services (tax, attorney, financial advisor)	36.76%	25
Cannabis (medical or adult-use)	1.47%	1
Other (please specify)	0.00%	0
Total Respondents: 68		

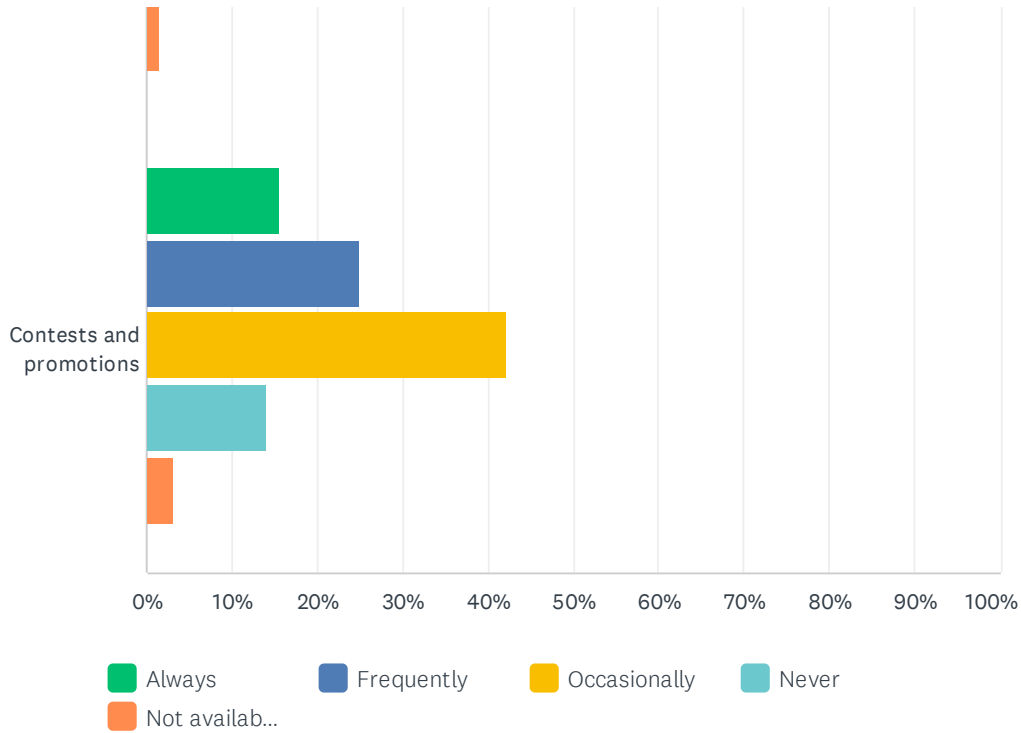
#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q13 How often do you or any members of your household read the following in this publication?

Answered: 68 Skipped: 0



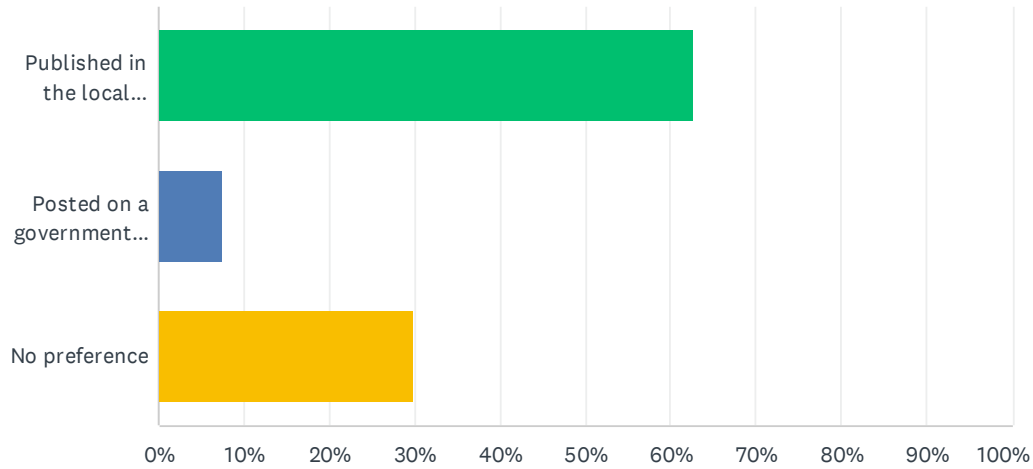




	ALWAYS	FREQUENTLY	OCCASIONALLY	NEVER	NOT AVAILABLE IN THIS PUBLICATION	TOTAL	WEIGHTED AVERAGE
Classified ads	17.46% 11	12.70% 8	39.68% 25	28.57% 18	1.59% 1	63	2.16
Retail store ads	26.15% 17	27.69% 18	40.00% 26	6.15% 4	0.00% 0	65	2.74
Ad inserts	19.70% 13	19.70% 13	40.91% 27	16.67% 11	3.03% 2	66	2.36
Real estate ads	11.11% 7	23.81% 15	33.33% 21	30.16% 19	1.59% 1	63	2.13
Automotive ads	6.35% 4	14.29% 9	44.44% 28	31.75% 20	3.17% 2	63	1.89
Content focused special sections such as Home Improvement, Medical, Back to School, etc.)	22.06% 15	36.76% 25	35.29% 24	4.41% 3	1.47% 1	68	2.74
Political ads	18.18% 12	27.27% 18	45.45% 30	9.09% 6	0.00% 0	66	2.55
Public or Legal Notices	15.38% 10	27.69% 18	40.00% 26	15.38% 10	1.54% 1	65	2.40
Contests and promotions	15.63% 10	25.00% 16	42.19% 27	14.06% 9	3.13% 2	64	2.36

Q14 Do you prefer important public notices to be published in the local newspaper and its website or posted on a government-operated website?

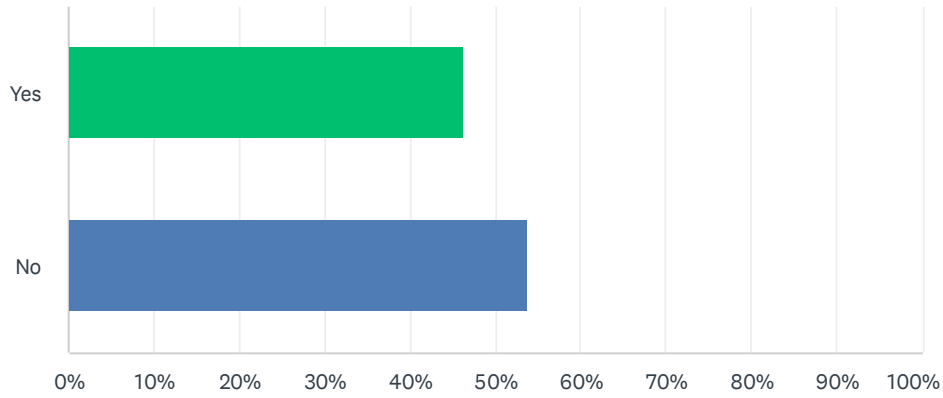
Answered: 67 Skipped: 1



ANSWER CHOICES	RESPONSES	
Published in the local newspaper and its website	62.69%	42
Posted on a government website only	7.46%	5
No preference	29.85%	20
TOTAL		67

Q15 Are your buying decisions influenced by advertising or content you see in this publication?

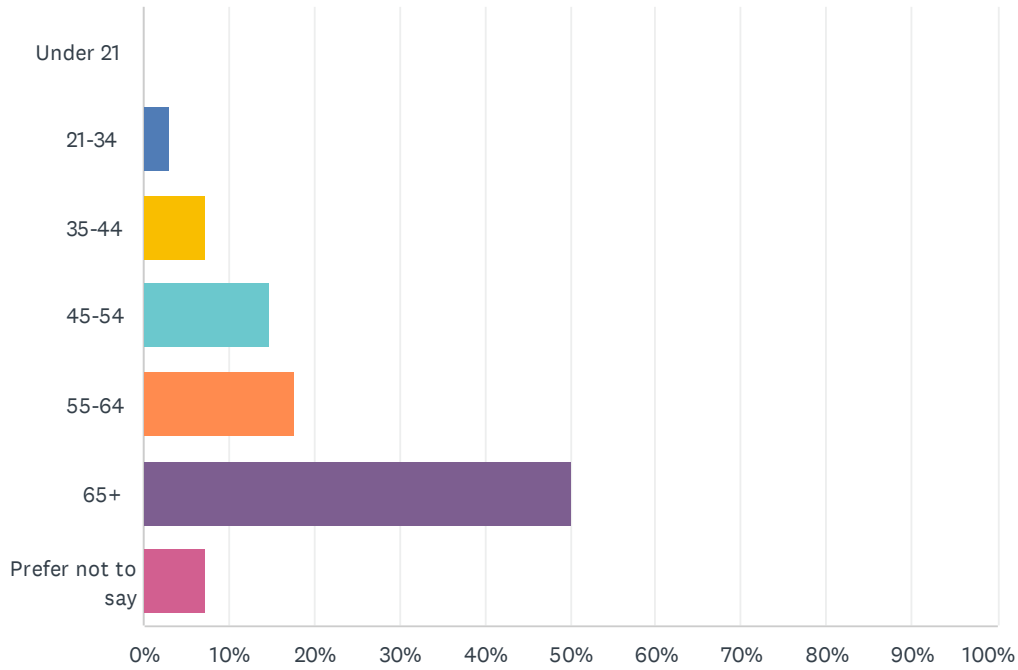
Answered: 67 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	46.27%	31
No	53.73%	36
TOTAL		67

Q16 What is your age?

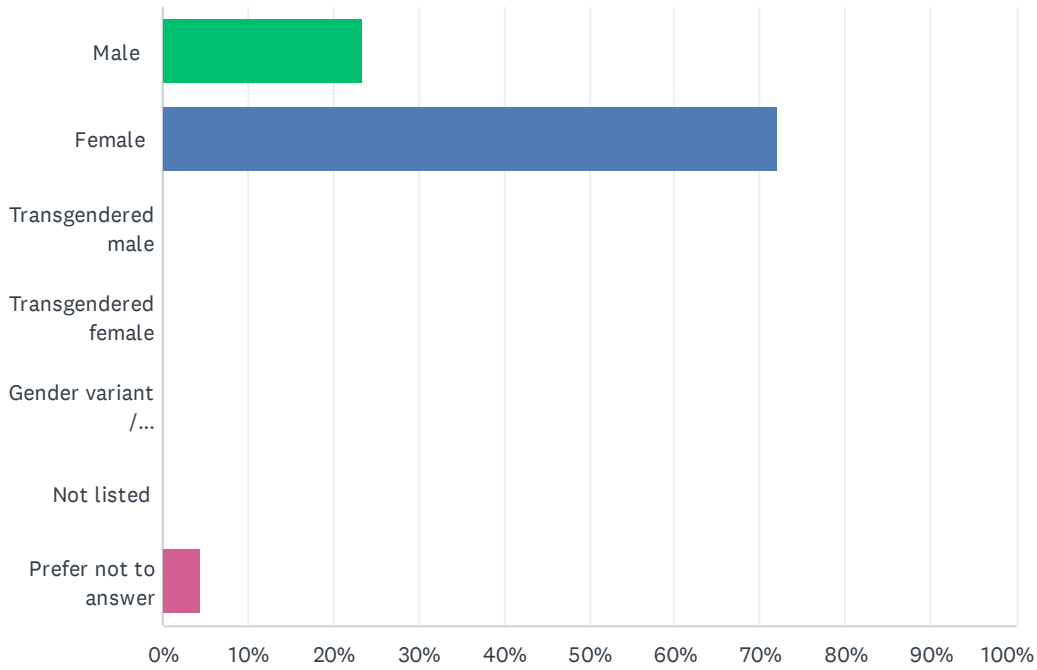
Answered: 68 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 21	0.00%	0
21-34	2.94%	2
35-44	7.35%	5
45-54	14.71%	10
55-64	17.65%	12
65+	50.00%	34
Prefer not to say	7.35%	5
TOTAL		68

Q17 What is your gender?

Answered: 68 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	23.53%	16
Female	72.06%	49
Transgendered male	0.00%	0
Transgendered female	0.00%	0
Gender variant / non-confirming	0.00%	0
Not listed	0.00%	0
Prefer not to answer	4.41%	3
TOTAL		68

Q18 What is your residential zip code?

Answered: 67 Skipped: 1

ANSWER CHOICES	RESPONSES	
Name	0.00%	0
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	100.00%	67
Country	0.00%	0
Email Address	0.00%	0
Phone Number	0.00%	0

#	NAME	DATE
	There are no responses.	
#	COMPANY	DATE
	There are no responses.	
#	ADDRESS	DATE
	There are no responses.	
#	ADDRESS 2	DATE
	There are no responses.	
#	CITY/TOWN	DATE
	There are no responses.	
#	STATE/PROVINCE	DATE
	There are no responses.	
#	ZIP/POSTAL CODE	DATE
1	20019	12/1/2023 6:30 PM
2	20020	11/30/2023 8:44 PM
3	20735	11/30/2023 1:39 PM
4	20011	11/30/2023 9:11 AM
5	20032	11/30/2023 12:59 AM
6	20032	11/29/2023 11:32 AM
7	20784	11/28/2023 5:48 PM
8	20019	11/28/2023 9:12 AM

Readership survey 2023 (Advertising)

SurveyMonkey

9	20769	11/28/2023 8:39 AM
10	20024	11/28/2023 3:10 AM
11	20720	11/28/2023 2:29 AM
12	22546	11/28/2023 12:34 AM
13	20011	11/27/2023 10:56 PM
14	20716	11/27/2023 8:41 PM
15	20020	11/27/2023 8:36 PM
16	20012	11/27/2023 5:58 PM
17	22193	11/27/2023 5:35 PM
18	20001	11/27/2023 5:33 PM
19	20020	11/27/2023 5:15 PM
20	20018	11/27/2023 1:29 PM
21	20746	11/27/2023 1:27 PM
22	43608	11/27/2023 12:49 PM
23	20032	11/27/2023 12:47 PM
24	20906	11/27/2023 12:46 PM
25	20002	11/27/2023 12:42 PM
26	20009	11/27/2023 12:39 PM
27	20011	11/27/2023 12:34 PM
28	20744	11/27/2023 12:16 PM
29	20008	11/27/2023 12:12 PM
30	20019	11/27/2023 12:08 PM
31	20032	11/27/2023 12:00 PM
32	20018	11/27/2023 11:59 AM
33	20721	11/27/2023 11:58 AM
34	84720	11/27/2023 11:53 AM
35	20020	11/27/2023 11:46 AM
36	20018	11/27/2023 11:41 AM
37	20716	11/27/2023 11:39 AM
38	01010	11/27/2023 11:34 AM
39	22202	11/27/2023 11:34 AM
40	20032	11/27/2023 11:34 AM
41	20020	11/17/2023 10:50 AM
42	20782	11/16/2023 8:25 PM
43	20744	11/9/2023 10:11 PM
44	20769	11/7/2023 1:34 PM
45	20722	11/7/2023 1:01 PM
46	20020	11/7/2023 12:36 PM

Readership survey 2023 (Advertising)

SurveyMonkey

47	20737	11/7/2023 3:02 AM
48	20020	11/7/2023 12:02 AM
49	20902	11/6/2023 9:49 PM
50	20012	11/6/2023 8:45 PM
51	20012	11/6/2023 7:42 PM
52	20011	11/6/2023 4:29 PM
53	20019	11/6/2023 4:08 PM
54	20018	11/6/2023 3:14 PM
55	20018	11/6/2023 2:52 PM
56	20020	11/6/2023 2:12 PM
57	20774	11/6/2023 1:44 PM
58	20020	11/6/2023 1:19 PM
59	20017	11/6/2023 11:25 AM
60	20002	11/6/2023 11:08 AM
61	20032-4454	11/6/2023 11:04 AM
62	19143	11/6/2023 10:53 AM
63	20012	11/6/2023 10:47 AM
64	20735	11/6/2023 10:44 AM
65	20009	11/6/2023 10:43 AM
66	20012/2620	11/2/2023 7:24 PM
67	20774	10/31/2023 11:41 AM

#	COUNTRY	DATE
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There are no responses.

#	EMAIL ADDRESS	DATE
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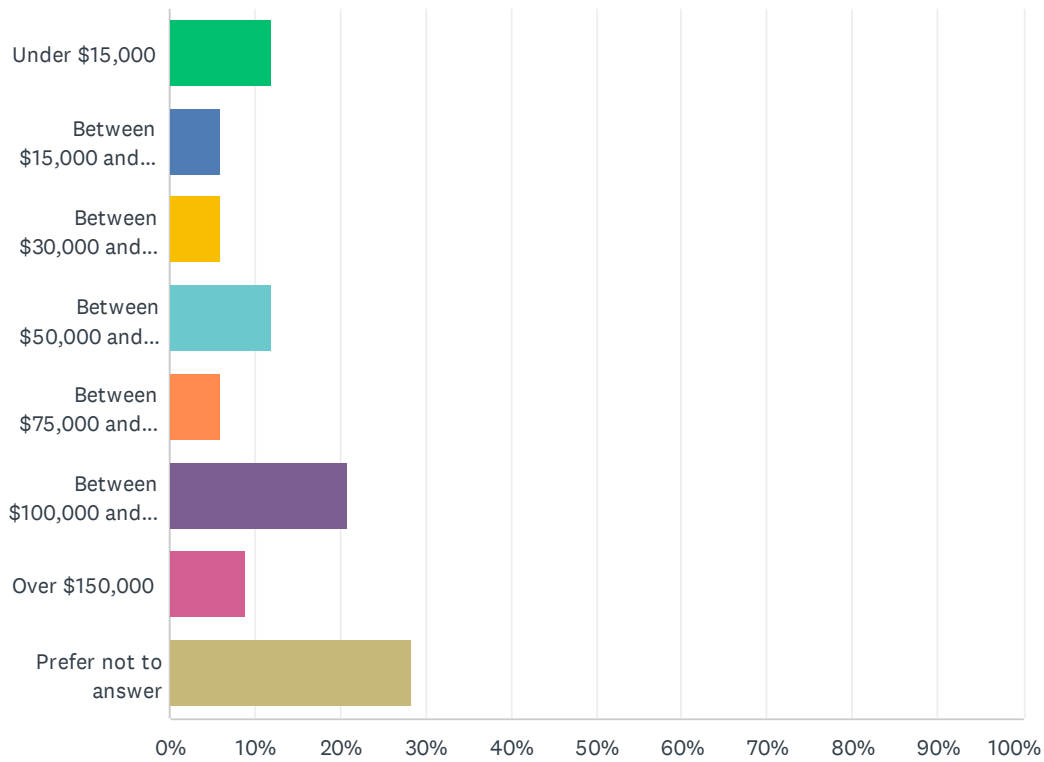
There are no responses.

#	PHONE NUMBER	DATE
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There are no responses.

Q19 What is your combined household pre-tax income for last year?

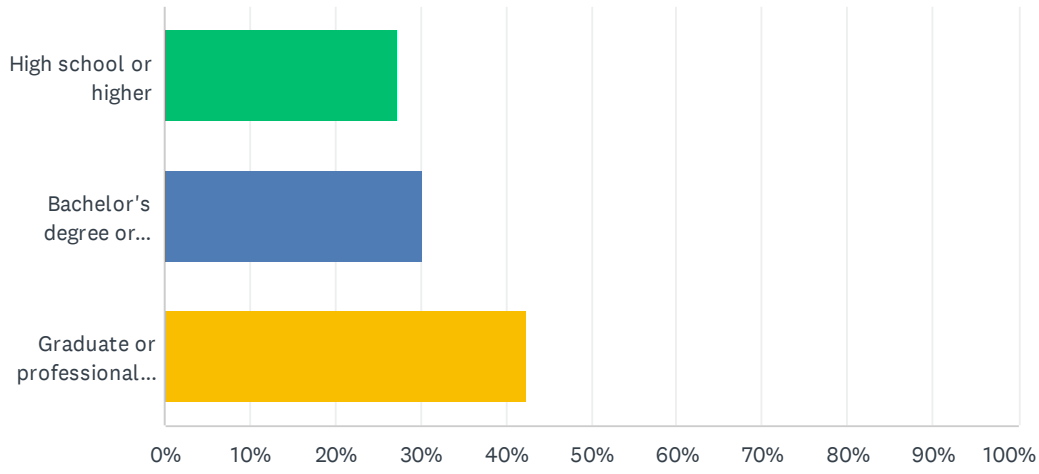
Answered: 67 Skipped: 1



ANSWER CHOICES	RESPONSES	
Under \$15,000	11.94%	8
Between \$15,000 and \$29,999	5.97%	4
Between \$30,000 and \$49,999	5.97%	4
Between \$50,000 and \$74,999	11.94%	8
Between \$75,000 and \$99,999	5.97%	4
Between \$100,000 and \$150,000	20.90%	14
Over \$150,000	8.96%	6
Prefer not to answer	28.36%	19
TOTAL		67

Q20 What is your highest level of education?

Answered: 66 Skipped: 2



ANSWER CHOICES	RESPONSES	
High school or higher	27.27%	18
Bachelor's degree or higher	30.30%	20
Graduate or professional degree	42.42%	28
TOTAL		66

Q21 Are there any final comments you would like to make?

Answered: 48 Skipped: 20

#	RESPONSES	DATE
1	I have no other comments.	12/1/2023 6:30 PM
2	I love the informer I read it every week	11/30/2023 8:44 PM
3	The Washington Informer has great content that is unique and much appreciated.	11/30/2023 1:39 PM
4	none at this time	11/30/2023 12:59 AM
5	No	11/29/2023 11:32 AM
6	I love the informer	11/28/2023 5:48 PM
7	No thanks	11/28/2023 8:39 AM
8	Love this newspaper	11/28/2023 3:10 AM
9	None.	11/28/2023 2:29 AM
10	None	11/28/2023 12:34 AM
11	None	11/27/2023 10:56 PM
12	No.	11/27/2023 8:41 PM
13	no	11/27/2023 5:58 PM
14	No	11/27/2023 1:29 PM
15	N/A	11/27/2023 1:27 PM
16	great survey	11/27/2023 12:49 PM
17	No	11/27/2023 12:47 PM
18	I would like to write weekly or monthly colum for adolescent girls. Cleopatra Robinson, BA and Masters, Howard University hm21online@yahoo.com 301 383 3981	11/27/2023 12:46 PM
19	So glad that you continue to exist and thanks for your commitment to the community.	11/27/2023 12:34 PM
20	I enjoy reading the Washington Informer.	11/27/2023 12:08 PM
21	no	11/27/2023 11:59 AM
22	no	11/27/2023 11:53 AM
23	No.	11/27/2023 11:46 AM
24	NA	11/27/2023 11:39 AM
25	No	11/27/2023 11:34 AM
26	N/a	11/27/2023 11:34 AM
27	Great paper	11/17/2023 10:50 AM
28	I'm most impressed with the evolution of the Washington Informer.	11/9/2023 10:11 PM
29	make your emails available for sharing	11/7/2023 1:34 PM
30	Very helpful guide as a new resident of the DMV. Look forward to reading each week	11/7/2023 1:01 PM
31	n/a	11/7/2023 12:36 PM
32	no	11/7/2023 3:02 AM

Readership survey 2023 (Advertising)

SurveyMonkey

33	no	11/6/2023 8:45 PM
34	I wish I could get a copy . It used to be available in a grocery store on Ga Ave near Peanody	11/6/2023 7:42 PM
35	Thank you for asking me.	11/6/2023 4:29 PM
36	none at this time	11/6/2023 4:08 PM
37	Keep up the good work.	11/6/2023 3:14 PM
38	Survey was too long and repetitious	11/6/2023 2:52 PM
39	I truly enjoy the Washington Informer and think it is vital information for DC residents especially in wards 7 and 8.	11/6/2023 2:12 PM
40	Keep up the good work	11/6/2023 1:19 PM
41	The coverage of things going on in the city like housing and other social justice issues is excellent	11/6/2023 11:25 AM
42	No	11/6/2023 11:08 AM
43	Thank you for doing this survey! I'm sure the data is useful for a feasibility study	11/6/2023 11:04 AM
44	I work in 20024 and commute from Philadelphia at least 2day a week. I enjoy reading the Informer as it keeps me current on events and activity opportunities in the District. Thanks!	11/6/2023 10:53 AM
45	I appreciate your honesty in reporting.	11/6/2023 10:47 AM
46	no	11/6/2023 10:44 AM
47	I prefer to get public notices via email. I suggest that The Informer sell to advertisers the "service" of distributing their public notices to all or at least some Informer subscribers. The Informer could distribute these notices via email, social media and perhaps postal mail.	11/6/2023 10:43 AM
48	I support the Black press.	11/2/2023 7:24 PM

Q22 To be entered into the prize drawing, please enter your contact information below. Winners will be selected and contacted by December 5, 2023.

Answered: 59 Skipped: 9

ANSWER CHOICES	RESPONSES	
Name	100.00%	59
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	100.00%	59
Country	0.00%	0
Email Address	100.00%	59
Phone Number	0.00%	0

#	NAME	DATE
1	Lovell Walls	12/1/2023 6:30 PM
2	Peggy warren	11/30/2023 8:44 PM
3	Beatrice Kedley	11/30/2023 1:39 PM
4	Harrine Freeman	11/30/2023 9:11 AM
5	Lavonda Sandidge	11/30/2023 12:59 AM
6	Phelecia nembhard	11/28/2023 5:48 PM
7	A S Hayward	11/28/2023 8:39 AM
8	Brenda Marea Powell	11/28/2023 3:10 AM
9	James C. Washington	11/28/2023 2:29 AM
10	Michael O. Johnson	11/28/2023 12:34 AM
11	Roselyn Shellington	11/27/2023 10:56 PM
12	Charles Turner	11/27/2023 8:36 PM
13	Art	11/27/2023 5:35 PM
14	Angela Wilburn	11/27/2023 5:33 PM
15	Gerald Bowen	11/27/2023 5:15 PM
16	Brenda	11/27/2023 1:29 PM
17	Althelia Carter	11/27/2023 1:27 PM
18	barbara lindsey	11/27/2023 12:49 PM

Readership survey 2023 (Advertising)

SurveyMonkey

19	Jacinta McInnis	11/27/2023 12:47 PM
20	Cleopatra Robinson	11/27/2023 12:46 PM
21	Janice Crim	11/27/2023 12:42 PM
22	Kathy chiron	11/27/2023 12:39 PM
23	Sia Barbara Kamara	11/27/2023 12:34 PM
24	Maurice G. Fitzgerald	11/27/2023 12:16 PM
25	Stephanie Burch	11/27/2023 12:12 PM
26	S Sherrod	11/27/2023 12:08 PM
27	CECILIA LEFTWICH	11/27/2023 12:00 PM
28	Karen Adebisi	11/27/2023 11:59 AM
29	Courtney Harris	11/27/2023 11:46 AM
30	Gwendolyne Brown	11/27/2023 11:41 AM
31	Traketa K. Wray	11/27/2023 11:39 AM
32	Laurie Emerson	11/27/2023 11:34 AM
33	Sandra Wixon	11/27/2023 11:34 AM
34	Brian Atkins	11/27/2023 11:34 AM
35	Delores Trueheart	11/17/2023 10:50 AM
36	Chelsea Anderson	11/16/2023 8:25 PM
37	Carolyn Crittendon	11/9/2023 10:11 PM
38	Ann S Hayward	11/7/2023 1:34 PM
39	K. Rhone	11/7/2023 1:01 PM
40	robin williams	11/7/2023 12:36 PM
41	rose walters	11/7/2023 3:02 AM
42	Chaplain Glenda Jennings Harrison	11/7/2023 12:02 AM
43	Gary Galloway	11/6/2023 9:49 PM
44	J. Berry	11/6/2023 8:45 PM
45	Rosemary M Massey	11/6/2023 7:42 PM
46	C. D. Griffin	11/6/2023 4:29 PM
47	Michael Jones	11/6/2023 4:08 PM
48	Ernestine H. Brown	11/6/2023 3:14 PM
49	Carol Fleming	11/6/2023 2:52 PM
50	Sunya Musawwir	11/6/2023 2:12 PM
51	Subrina Hill	11/6/2023 1:44 PM
52	Cassandra	11/6/2023 1:19 PM
53	Ellen Nelson	11/6/2023 11:25 AM
54	Penelope Lillianna LillieMay GarciaRoss	11/6/2023 11:04 AM
55	Audrey Parker	11/6/2023 10:53 AM
56	Helen Compton-Harris	11/6/2023 10:47 AM

57	DB	11/6/2023 10:44 AM
58	John Zottoli	11/6/2023 10:43 AM
59	Richard E. Jenkins III	11/2/2023 7:24 PM
#	COMPANY	DATE
	There are no responses.	
#	ADDRESS	DATE
	There are no responses.	
#	ADDRESS 2	DATE
	There are no responses.	
#	CITY/TOWN	DATE
	There are no responses.	
#	STATE/PROVINCE	DATE
	There are no responses.	
#	ZIP/POSTAL CODE	DATE
1	20019	12/1/2023 6:30 PM
2	20020	11/30/2023 8:44 PM
3	20735	11/30/2023 1:39 PM
4	20011	11/30/2023 9:11 AM
5	20032	11/30/2023 12:59 AM
6	20784	11/28/2023 5:48 PM
7	20769	11/28/2023 8:39 AM
8	20024	11/28/2023 3:10 AM
9	20720	11/28/2023 2:29 AM
10	22546-1121	11/28/2023 12:34 AM
11	20011	11/27/2023 10:56 PM
12	20020	11/27/2023 8:36 PM
13	22193	11/27/2023 5:35 PM
14	20001	11/27/2023 5:33 PM
15	20020	11/27/2023 5:15 PM
16	20018	11/27/2023 1:29 PM
17	20746	11/27/2023 1:27 PM
18	43608	11/27/2023 12:49 PM
19	20032	11/27/2023 12:47 PM
20	20906	11/27/2023 12:46 PM
21	20002	11/27/2023 12:42 PM
22	20009	11/27/2023 12:39 PM
23	20011	11/27/2023 12:34 PM
24	20744	11/27/2023 12:16 PM
25	20008	11/27/2023 12:12 PM

Readership survey 2023 (Advertising)

SurveyMonkey

26	20019	11/27/2023 12:08 PM
27	20032	11/27/2023 12:00 PM
28	20018	11/27/2023 11:59 AM
29	20020	11/27/2023 11:46 AM
30	20018	11/27/2023 11:41 AM
31	20716	11/27/2023 11:39 AM
32	01010	11/27/2023 11:34 AM
33	22202	11/27/2023 11:34 AM
34	20032	11/27/2023 11:34 AM
35	20020	11/17/2023 10:50 AM
36	20782	11/16/2023 8:25 PM
37	20744	11/9/2023 10:11 PM
38	20769	11/7/2023 1:34 PM
39	20722	11/7/2023 1:01 PM
40	20020	11/7/2023 12:36 PM
41	20737	11/7/2023 3:02 AM
42	20772	11/7/2023 12:02 AM
43	20902	11/6/2023 9:49 PM
44	20012	11/6/2023 8:45 PM
45	20012	11/6/2023 7:42 PM
46	20011	11/6/2023 4:29 PM
47	20019	11/6/2023 4:08 PM
48	20018-2505	11/6/2023 3:14 PM
49	20018	11/6/2023 2:52 PM
50	20020	11/6/2023 2:12 PM
51	20774	11/6/2023 1:44 PM
52	20020	11/6/2023 1:19 PM
53	20017	11/6/2023 11:25 AM
54	20032-4454	11/6/2023 11:04 AM
55	20024	11/6/2023 10:53 AM
56	20012	11/6/2023 10:47 AM
57	20735	11/6/2023 10:44 AM
58	20009	11/6/2023 10:43 AM
59	20012/2620	11/2/2023 7:24 PM

#	COUNTRY	DATE
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There are no responses.

#	EMAIL ADDRESS	DATE
1	wallsone@yahoo.com	12/1/2023 6:30 PM

Readership survey 2023 (Advertising)

SurveyMonkey

2	peggywarren77@yahoo.com	11/30/2023 8:44 PM
3	BeKed1@aol.com	11/30/2023 1:39 PM
4	freehe20@outlook.com	11/30/2023 9:11 AM
5	pretti4250@comcast.net	11/30/2023 12:59 AM
6	phelecianembhard@gmail.com	11/28/2023 5:48 PM
7	ann.hayward@cbmove.com	11/28/2023 8:39 AM
8	BrendaMarea@icloud.com	11/28/2023 3:10 AM
9	jcraigwashington@gmail.com	11/28/2023 2:29 AM
10	johnson2000m@aol.com	11/28/2023 12:34 AM
11	rozshellington@gmail.com	11/27/2023 10:56 PM
12	charlesrickturner@outlook.com	11/27/2023 8:36 PM
13	artcostley@yahoo.com	11/27/2023 5:35 PM
14	aanngela@aol.com	11/27/2023 5:33 PM
15	glb1130@outlook.com	11/27/2023 5:15 PM
16	aemlt@yahoo.com	11/27/2023 1:29 PM
17	altheliacarter11@gmail.com	11/27/2023 1:27 PM
18	caddyj1953@gmail.com	11/27/2023 12:49 PM
19	jacinta.mcinnis@gmail.com	11/27/2023 12:47 PM
20	hm21online@yahoo.com	11/27/2023 12:46 PM
21	janice.hagigal@emorybol.org	11/27/2023 12:42 PM
22	kathy.chiron@gmail.com	11/27/2023 12:39 PM
23	siak1009@gmail.com	11/27/2023 12:34 PM
24	mgfitzgerald1@hotmail.com	11/27/2023 12:16 PM
25	slb99@msn.com	11/27/2023 12:12 PM
26	slmarsherrod.edu@gmail.com	11/27/2023 12:08 PM
27	cici132@hotmail.com	11/27/2023 12:00 PM
28	karencornish@netzero.com	11/27/2023 11:59 AM
29	harrisncourtney@gmail.com	11/27/2023 11:46 AM
30	deltaagwendc@gmail.com	11/27/2023 11:41 AM
31	Traketa.Wray@pgcps.org	11/27/2023 11:39 AM
32	hiddentreasuresfound@gmail.com	11/27/2023 11:34 AM
33	sandywixon5@gmail.com	11/27/2023 11:34 AM
34	bsatkins1982@gmail.com	11/27/2023 11:34 AM
35	quietdove777@yahoo.com	11/17/2023 10:50 AM
36	chelseasanderson1@gmail.com	11/16/2023 8:25 PM
37	Useyourgift96@yahoo.com	11/9/2023 10:11 PM
38	managedforyou@gmail.com	11/7/2023 1:34 PM
39	askenisha@gmail.com	11/7/2023 1:01 PM

Readership survey 2023 (Advertising)

SurveyMonkey

40	robinraw1@aol.com	11/7/2023 12:36 PM
41	rosewalters92@yahoo.com	11/7/2023 3:02 AM
42	shereegj601@yahoo.com	11/7/2023 12:02 AM
43	Garygall@hotmail.com	11/6/2023 9:49 PM
44	jamojam@msn.com	11/6/2023 8:45 PM
45	rosmilmas@aol.com	11/6/2023 7:42 PM
46	caro49447@gmail.com	11/6/2023 4:29 PM
47	michaeljones61@hotmail.com	11/6/2023 4:08 PM
48	ernestinegeneva@gmail.com	11/6/2023 3:14 PM
49	carol.fleming4@verizon.net	11/6/2023 2:52 PM
50	sunyamu486@gmail.com	11/6/2023 2:12 PM
51	Subrina_Hill@yahoo.com	11/6/2023 1:44 PM
52	Cassierob4@gmail.com	11/6/2023 1:19 PM
53	nelsonellen99@yahoo.com	11/6/2023 11:25 AM
54	peplillianna@gmail.com	11/6/2023 11:04 AM
55	aparker@ofn.org	11/6/2023 10:53 AM
56	hcomptonlovinlife@gmail.com	11/6/2023 10:47 AM
57	65bpano@gmail.com	11/6/2023 10:44 AM
58	john.zottoli@gmail.com	11/6/2023 10:43 AM
59	jenkins131@hotmail.com	11/2/2023 7:24 PM
#	PHONE NUMBER	DATE
	There are no responses.	