



Thank you for taking a couple of minutes to tell us how Syracuse New Times can understand & serve you better.

Q1- -2015

Answer Options	Response Count
	376
<i>answered question</i>	376
<i>skipped question</i>	0

Which of the following publications, if any, do you read on a regular basis?

Answer Options	Response Percent	Response Count
Syracuse New Times	83.2%	263
Post Standard (home delivery)	25.6%	81
Post Standard (from a rack or retail location)	22.5%	71
Other Weekly Newspaper (please specify)	11.7%	37
Other Daily Newspaper (please specify)	14.9%	47
Other Publications (please specify)	20.9%	66
Other/Comment (please specify)		<u>145</u>
	<i>answered question</i>	316
	<i>skipped question</i>	60

Number	Date	Other	Categories
1	6/11	Local north Syracuse paper	
2	6/11	Auburn Citizen & various magazines	
3	6/11	CNY business	
4	6/4	WSJ	
5	6/4	NY Times	
6	6/4	House Beautiful, Lucky, Elle Decor	
7	5/28	I read a lot of papers on-line (Syr Post, BN, NYT, NYPost, OD, TU, Gothamist, Huffington).	
8	5/22	New York Times	
9	5/22	Syracuse Womans Mag, CNY Women, Business Journal	
10	5/22	Get news online.	
11	5/22	magazines	
12	5/22	Syracuse pink paper. Anything with info helpful to gay/lesbian families.	
13	5/21	Eagle News, Wall Street Journal, various magazines	
14	5/21	eagle News	
15	5/21	Syr.com	
16	5/18	Digital updates from Twitter for Post Standard and major national publications as well as the New Times.	
17	5/16	magazines	
18	5/8	Cazenovia Republican	
19	4/23	NY Times	

20	4/20 in terms of local media, most websites, including syracuse.com, wsyr, cnycentral, and centralny.ynn.
21	4/16 Entertainment Weekly
22	4/9 Post standard on line
23	4/8 bbc news online, BBC, NYT online, Huffington post
24	4/6 Sunday only
25	4/4 Post Standard digital only Family Times/Syracuse Parent/CNY Woman/Todays Woman
26	4/4 Table Hopping
27	4/3 Private info. N/A
28	4/3 Eagle Star Woman
29	4/2 Table Hopping CNY Vision Southside Stand
30	4/1 Oneida Dispatch Newspaper; Indian Country; Sky and Telescope;
31	3/31 ny times
32	3/30 Palltimes, Oswego
33	3/29 vanity fair, Oprah, Real Simple, Rolling Stone
34	3/29 I get my news from online sources
35	3/28 Utica O-D, Oneida Daily, NY Post, Rome Sentinel, Boonville Herald, Maxim, Playboy, Townhall
36	3/27 New York Times
37	3/27 various magazines
38	3/27 Newsweek or Time, Road & Track, Smithsonian, railfan related newsletters
39	3/27 mainly read news online
40	3/27 Post-Standard online
41	3/27 ny times, ny magazine, time
42	3/27 Post-Standard, Sunday only; plus Syracuse.com
43	3/26 Syracuse.com
44	3/26 usa today
45	3/26 Automotive and or Motorcycle monthly magazines.
46	3/24 Local newspapers to my area
47	3/23 post standard on sundays and magazines
48	3/22 country walking focus
49	3/21 online NY Times
50	3/21 The Citizen
51	3/21 post standard - online guardian - online new york times - online
52	3/21 Auburn Citizen
53	3/21 Eagle Newspapers Star Review
54	3/21 NYTimes on-line The Atlantic on-line
55	3/21 Used to read City Eagle, but it died.
56	3/20 Jewish Observer New York Times
57	3/20 Pennysaver, B'ville Messenger, Time, R&T, paddle & camping/travel, Smithsonian
58	3/19 Post Standard online
59	3/19 Rolling Stone, Skaneateles Journal, Skaneateles Press.
60	3/19 The Atlantic Wired Kiplinger's Personal Finance Bloomberg BusinessWeek Post-Standard @ Syracuse.com + Syracuse Univ library
61	3/19 Online, many.
62	3/19 Syracuse.com daily; NY Times online daily; Gawker
63	3/18 New York Daily News Business Week
64	3/18 news 360 & BBC news on Android tablet
65	3/18 The New York Sunday Times
66	3/18 Sunday Post-Standard (home delivery)
67	3/18 The Daily Orange
68	3/18 WALL STREET JOURNAL NEW YORK TIMES THE ECONOMIST ROLLING STONE ESQUIRE

69	3/18 Time, Adirondack Explorer, Adirondack Life, Finger Lakes, The Nation
70	3/18 Occasionally USA Today
71	3/18 USA Today
72	3/18 Eagle, Business Journal
73	3/18 eagle bulletin
74	3/18 syracuse.com, cnc.com, nbc.com, npr.com
75	3/18 Utica od
76	3/18 Eagle
77	3/18 Eagle Bulletin
78	3/18 Huff report on line, CNN on line
79	3/17 Skaneateles Press, Skaneateles Journal
80	3/17 on-line Watertown and Albany Time Union. Business related real property publications.
81	3/17 Syracuse.com
82	3/17 Wall Street Journal
83	3/17 Eagle Newspapers, magazines
84	3/17 USA Today, Rochester Democrat & Chronicle, NY Daily News, NY Post, NY Times.
85	3/17 New York times Monday through Friday. The Syracuse Post Standard on Sunday.
86	3/17 The Wall Street Journal, New York Post, Eagle Bulletin, CNY Business Journal, CNY Magazine (The Good Life), and In Good Health
87	3/17 CNY Business Journal Inc. Magazine, Entrepreneur Magazine Architectural Digest, Elle Decor
88	3/17 CNY Business Journal
89	3/17 online versions of many newsmagazines
90	3/17 Post Standard on Sunday only
91	3/17 CNY Woman Cortland Standard
92	3/17 Post
93	3/17 online news... syracuse.com and others
94	3/17 guitar player
95	3/17 USA Today
96	3/17 Eagle Bulletin, New York Times
97	3/17 Star, Entertainment Weekly
98	3/17 Chowan Harrold
99	3/17 Auburn Citizen
100	3/17 Today's CNY Woman, The Valley News, MSN, Fortune, News Week, Natural Awakenings, 55 Plus, In Good Health, Several Others...
101	3/17 Online publications and news sites
102	3/17 Thrive
103	3/17 New York Times, New York Magazine, the New Yorker, the High Country News
104	3/17 New York Times (Sunday)
105	3/17 syracuse.com
106	3/17 Wired, Real Simple
107	3/17 Syracuse.com
108	3/17 NY Times
109	3/17 weight watchers magazine, monthly
110	3/17 All of the following occasionally, not regularly: Good News , Madison Courier, Utica Observer-Dispatch , and Oneida Dispatch
111	3/17 read Syracuse.com
112	3/17 syracuse.com
113	3/17 I regularly read stories from the Post-Standard online; ditto for stories from papers and alt-weeklies from other cities I've lived in
114	3/17 Time and other magazines. CNN & NBC on line.
115	3/17 Citizen Newspaper
116	3/17 CNYBJ
117	3/17 Madison County CourierCortland StandardCazenovia Republican

118	3/17 NY Post - via their app
119	3/17 Family time. Women's parenting
120	3/17 the citizen
121	3/17 I read the news online.
122	3/17 syracuse.com
123	3/17 Eagle BulletinJewish Observer
124	3/17 I read syracuse.com and other news sources online.
125	3/17 New Yorker Mag
126	3/17 NY Times - delivered & digital, Newsweek-digital only
127	3/17 Ottawa Sun, Binghamton Press & Sun Bulletin
128	3/17 online versions of the Times-Picayune and the Tennessean, as well as the Reno Gazette-Journal and Nevada Appeal
129	3/17 Eagle newspapers
130	3/17 NY Times on line
131	3/17 Daily Orange
132	3/17 Camden paper
133	3/17 Near Westside InsiderAARP Monthly newsletter
134	3/17 I read many articles from many publications on-line
135	3/17 Post-Standard online - SYracuse.com website
136	3/17 Daily Orange
137	3/17 Online articles I see from random publications shared on Facebook.
138	3/17 Women's magazines from the area.
139	3/17 online NYT, Washington Post, Wall Street Journal
140	3/17 Boston Globe
141	3/17 Syracuse.com on a daily basis
142	3/17 Syracuse.com
143	3/17 Post standard on lineLancaster online
144	3/17 Wash postMisc BlogsMsnbc
145	3/17 Eagle/Cazenovia Republican

Do you own your home?

Answer Options	Response Percent	Response Count
Yes	78.2%	273
No	21.8%	76
<i>answered question</i>		349
<i>skipped question</i>		27

3. What is your gender?

Answer Options	Response Percent	Response Count
Female	54.7%	199
Male	45.3%	165
<i>answered question</i>		364
<i>skipped question</i>		12

How often do you read the display (in-publication) advertisements in the publication?

Answer Options	Response Percent	Response Count
Always	26.1%	92
Sometimes	55.1%	194
Seldom	15.3%	54
Never	3.4%	12
Other (please specify)		2
	<i>answered question</i>	352
	<i>skipped question</i>	24

How often do you read the classified advertisements in the publication?

Answer Options	Response Percent	Response Count
Always	14.4%	51
Sometimes	46.7%	165
Seldom	24.1%	85
Never	14.7%	52
Other (please specify)		4
	<i>answered question</i>	353
	<i>skipped question</i>	23

How long do you usually keep the publication before discarding it?

Answer Options	Response Percent	Response Count
Read a copy and leave it behind	18.3%	64
1-2 Days	26.3%	92
3-4 Days	19.7%	69
5-6 Days	15.1%	53
1 Week or More	20.6%	72
Other (please specify)		14
	<i>answered question</i>	350
	<i>skipped question</i>	26

Which of the following, if any, best describes how you read the publication or view

Answer Options	Response Percent	Response Count
I read the print publication	87.0%	320
I visit the website	42.7%	157
I read the digital edition	13.6%	50
I subscribe to email newsletters	9.8%	36
Other (please specify)	2.7%	10
	<i>answered question</i>	368
	<i>skipped question</i>	8