

THE LEADER READERSHIP SURVEY

Your opinion matters

Over to you, this is your chance to let us know what you think of The Leader.

The Leader has a strong commitment to its readers and for this reason we are keen to find out what you think

We want to understand our readers better to ensure we continue to serve you with the trusted, high quality journalism you would expect from us. Please answer the questions below and return via one of the following methods:



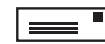
ONLINE

www.surveymonkey.com/r/TLPR19



EMAIL

Complete this page & scan/photo to
sarah.smith@nqnw.co.uk



POST

Complete this page and return to: Sarah Smith, Reader Survey,
Newsquest TL, First Floor, 50-54 Church St, Blackburn, Lancashire BB1 5AL

1. How do you read The Leader?

- ☐ Printed copy only ☐ Online only
☐ A mix of printed copy and online

2. If you read online, how do you access? (tick as many as apply)

- ☐ On a computer or laptop ☐ Mobile phone
☐ iPad or other tablet devices

3. When do you visit the website? (tick all that apply)

- ☐ At home ☐ At work
☐ When travelling/out and about
☐ Don't visit ☐ Other (please specify)

4. On average, how often do you visit the website?

- ☐ Multiple times a day ☐ Once a day
☐ A few times a week ☐ About once a week
☐ A few times a month ☐ Once a month
☐ Less than once a month ☐ Never visited

5. Do you read the print edition of The Leader?

- ☐ Yes ☐ No (please go to Q14)

6. How long have you been reading the printed edition of The Leader?

- ☐ Less than 12 months ☐ 1-2 years
☐ 2+ to 5 years ☐ 5+ to 10 years
☐ 10+ years

7. How often do you read the printed edition of The Leader?

- ☐ Every day ☐ 4-5 days a week
☐ 2-3 days a week ☐ 1 day a week
☐ Less often

8. If you don't read every day, what is the main reason for not reading more often? (please skip if you read every day)

9. On average, how long do you spend reading your copy?

- ☐ fewer than 5 minutes ☐ 5-10 minutes
☐ 11-15 minutes ☐ 16-20 minutes
☐ 21-25 minutes ☐ 26-30 minutes
☐ 31+ minutes

10. What influences your decision to purchase The Leader? (Tick as many as apply)

- ☐ I get it delivered
☐ Front page story
☐ Front page offer/promotion
☐ News bill (poster outside retailer)
☐ Promotion eg. money off, free gift, voucher
☐ Competition
☐ Where I see it in the store
☐ Major event
☐ Sporting event
☐ Friends/word of mouth
☐ It's a habit

11. What time of day does your home delivery arrive? Please go to Q14 if you don't have your newspaper delivered

- ☐ Before 9am ☐ 9am - 12pm
☐ 12pm - 5pm ☐ After 5pm
☐ Other (please specify)

12. How much per week do you pay for delivery? (for delivery only, don't include the newspaper price - record in pence)

13. How satisfied are you with your delivery service?



14. What is your overall impression of The Leader brand?



15. What are your purchase and reading habits over the week? (tick all that apply)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
I have it delivered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have a voucher subscription and collect from a retailer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I buy at a shop and pay on the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I read someone else's copy eg. a neighbour or colleagues copy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I pick up a free copy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I read online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't read it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. What is your main reason for reading the print edition of The Leader or website?

17. How much does The Leader cost?

(Please do not look at the newspaper for this answer)

18. Please rank The Leader on the following statements (1 = poor to 5 = excellent)

	1	2	3	4	5
It knows the area well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers good local sports coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tells me what's going on locally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campaigns for local issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has a good range of local advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides good television & radio coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can trust its coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is quick with breaking stories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has relevant lifestyle, fashion and beauty features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Covers main national and international news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. How frequently do you read other newspaper(s)?

- ☐ Every day ☐ A few times a month
☐ A few times a week ☐ Once a month
☐ About once a week ☐ Less than once a month
(please specify which newspapers)

20. What is the main reason for reading other newspapers?

21. Do you visit any other news websites / social media news sources? (please list your top 5, include the newspaper website if it is in your top 5 sources)

Source 1	
Source 2	
Source 3	
Source 4	
Source 5	

22. Thinking of The Leader, how well does it meet your needs in covering (1 = poor to 5 = excellent)

	Not interested N/A	1	2	3	4	5
Local news from your area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wider county news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National/International news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV listings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cars for sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job vacancies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classifieds (Buy and Sell)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Births, deaths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
& family announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whats on/entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motoring news/test drives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Football	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cricket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rugby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horse racing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Junior, grassroots sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education and learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nostalgia & local history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Court & crime news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campaigns for your local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crosswords/puzzles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weather forecast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. List four things you would like to see more of in The Leader

1st choice	
2nd choice	
3rd choice	
4th choice	

24. If you were editor for a day, what would you change? or do you have any further comments about The Leader?

25. Has an advertisement in The Leader influenced your decision to purchase/made you search for more information in the last 12 months?

- ☐ Yes ☐ No

26. If yes, what type of advertisement was it? (tick as many as apply)

- ☐ Motors ☐ Holidays ☐ Retail
☐ Property ☐ Food & Drink/Eating Out ☐ Financial
☐ Jobs ☐ Classified sales or services
☐ Entertainment ☐ Dating

27. Are you aware of Readers Rewards, our high street discount scheme available exclusively to subscribers?

- ☐ Yes ☐ No

28. What is your sex?

- ☐ Male ☐ Female

29. Which age band do you fall into?

- ☐ 15-24 ☐ 45-54 ☐ 75 or older
☐ 25-34 ☐ 55-64
☐ 35-44 ☐ 65-74

30. What is your postcode?

31. We have a reader panel who help us shape the future of our products, if you would like to join this panel and answer quick online surveys, please enter your email address.

Thank you for completing this survey