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SHERIDAN PRESS SURVEY 2004

Final Report to the Sheridan Press

by

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The Sheridan Press Survey 2004

Respondents in 2004 = 538

Hello, my name is [first name]. I'm calling from the University of Wyoming, and I'm NOT soliciting anything. Your phone number was randomly drawn for an opinion poll about the news media in Sheridan county. The survey only takes about 8 minutes. WOULD YOU BE ABLE TO PARTICIPATE?

Only if asked: The survey is sponsored by the Sheridan Press.

First I need to confirm. Is this a private residence in Sheridan county, Wyoming?

If needed: Private household means a residence where one or more individuals or families live. It could be a house, an apartment, or a mobile home, but not a business where nobody lives.

[If Yes] **That's great! The University will keep your answers completely confidential.**

Also, I need to ask if I am speaking with someone 18 or older.

[If Yes] **You don't have to answer any questions you don't want to, and you can end the interview at any time. Here is the first question.**

1. Which of the following newspapers have you read in the last week?
(Check all that apply.)

The Sheridan Press	456	88.9%
The Casper Star Tribune	130	25.3%
The Billings Gazette	191	37.2%
The Sheridan County Roundup/Press PLUS	121	23.6%
The Country Bounty	288	56.1%
(Don't Know/No answer)	25	

- ☛ Go to question 2.
- ☛ Skip to question 8.
- ☛ Skip to question 8.
- ☛ Skip to question 8.
- ☛ Skip to question 8.
- ☛ Skip to question 8.

2. What days of the week do you read the Sheridan Press?
(Check all that apply)

Monday	352	77.5%
Tuesday	346	76.2%
Wednesday	351	77.3%
Thursday	347	76.4%
Friday	373	82.2%
Saturday	346	76.2%
Occasionally	56	12.3%
(Don't Know/No answer)	2	
(System Missing)	82	

3. How many other people in your household also read the Sheridan Press?

None	124	27.3%
One	254	55.9%
Two	50	11.0%
Three or more	26	5.7%
Valid Total	454	100.0%
(Don't know/No answer)	2	
System Missing	82	
Total Missing	84	
Total	538	

4. How often do you read the following sectional pages and features of The Sheridan Press?

4a. Opinion Page

Always	209	45.8%
Almost Always	83	18.2%
Occasionally	105	23.0%
Seldom	33	7.2%
Never	26	5.7%
Valid Total	456	100.0%
(Don't know No answer)		
System Missing	82	
Total Missing	82	
Total	538	

4b. People Page

Always	197	43.5%
Almost Always	77	17.0%
Occasionally	108	23.8%
Seldom	46	10.2%
Never	25	5.5%
Valid Total	453	100.0%
(Don't know/No answer)	3	
System Missing	82	
Total Missing	85	
Total	538	

4c. Scene Page (Obituaries and Law Enforcement Blotter)

Always	280	61.4%
Almost Always	66	14.5%
Occasionally	55	12.1%
Seldom	26	5.7%
Never	29	6.4%
Valid Total	456	100.0%
(Don't know/No answer)		
System Missing	82	
Total Missing	82	
Total	538	

4d. Sports pages

Always	180	39.5%
Almost Always	53	11.6%
Occasionally	81	17.8%
Seldom	57	12.5%
Never	85	18.6%
Valid Total	456	
(Don't know No answer)		
System Missing	82	
Total Missing	82	
Total	538	

4e. Classified Advertising

Always	144	31.6%
Almost Always	45	9.9%
Occasionally	134	29.4%
Seldom	87	19.1%
Never	46	10.1%
Valid Total	456	100.0%
(Don't know No answer)		
System Missing	82	
Total Missing	82	
Total	538	

4f. Legals/Public Notices

Always	94	20.7%
Almost Always	31	6.8%
Occasionally	122	26.8%
Seldom	106	23.3%
Never	102	22.4%
Valid Total	455	100.0%
(Don't know No answer)	1	
System Missing	82	
Total Missing	83	
Total	538	

4g. Youth Page

Always	159	35.0%
Almost Always	59	13.0%
Occasionally	104	22.9%
Seldom	65	14.3%
Never	67	14.8%
Valid Total	454	100.0%
(Don't know No answer)	2	
System Missing	82	
Total Missing	84	
Total	538	

4h. Outdoor Page

Always	179	39.6%
Almost Always	72	15.9%
Occasionally	115	25.4%
Seldom	46	10.2%
Never	40	8.8%
Valid Total	452	100.0%
(Don't know No answer)	4	
System Missing	82	
Total Missing	86	
Total	538	

4i. Agriculture Page

Always	132	29.1%
Almost Always	46	10.2%
Occasionally	128	28.3%
Seldom	70	15.5%
Never	77	17.0%
Valid Total	453	100.0%
(Don't know No answer)	3	
System Missing	82	
Total Missing	85	
Total	538	

4j. Options (Entertainment & TV Guide)

Always	164	36.0%
Almost Always	39	8.6%
Occasionally	91	20.0%
Seldom	62	13.6%
Never	100	21.9%
Valid Total	456	100.0%
(Don't know No answer)		
System Missing	82	
Total Missing	82	
Total	538	

4k. Business Page

Always	178	39.1%
Almost Always	60	13.2%
Occasionally	129	28.4%
Seldom	42	9.2%
Never	46	10.1%
Valid Total	455	100.0%
(Don't know No answer)	1	
System Missing	82	
Total Missing	83	
Total	538	

5. Does your household subscribe to the Sheridan Press?

(Yes)	287	62.9%
(No)	169	37.1%
Valid Total	456	100.0%
System Missing	82	
Total	538	

➤ Skip to question 8.

6. How do you receive the Sheridan Press?

Home delivery	173	60.3%
Motor Route Carrier	66	23.0%
Mail	41	14.3%
(Other)	7	2.4%
Valid Total	287	100.0%
(Don't Know/No Answer)		
System Missing		
Total Missing	251	
Total	538	

7. Is your service satisfactory?

Always	228	80.0%
Usually	48	16.8%
Usually Not	9	3.2%
Valid Total	285	100.0%
(Don't Know/No Answer)	2	
System Missing	251	
Total Missing	253	
Total	538	

☛ Skip to question 10.

8. Would you subscribe to the Sheridan Press if you were asked?

(Yes)	30	12.7%
(No)	207	87.3%
Valid Total	237	100.0%
(Don't Know/No Answer)	14	
System Missing	287	
Total Missing	301	
Total	538	

9. Of the following, are any the reason why you don't subscribe to the Sheridan Press?
(Check all that apply.)

Buy single copies	92	37.1%
Not interested in the local news	19	7.7%
Cost	70	28.2%
Content	82	33.1%
Subscribed before but poor service	23	9.3%
Read elsewhere or share	94	37.9%
No time to read	41	16.5%
Get free paper or ads	35	14.1%
Subscribe to another paper	13	5.2%
(Other)	43	17.3%
(Don't Know/No answer)	3	
System Missing	287	

10. The Sheridan Press is published as an afternoon edition. Do you .

Strongly Prefer an Afternoon Edition	60	11.2%
Prefer Afternoon	110	20.6%
Don't Care	264	49.4%
Prefer Morning	51	9.6%
Strongly Prefer Morning	49	9.2%
Valid Total	534	100.0%
(No Answer)	4	
Total	538	

11. Have you ever dealt with the Sheridan Press office staff?

(Yes)	398	74.3%
(No)	138	25.7%
Valid Total	536	100.0%
(Don't Know/No Answer)	2	
Total	538	

- ☛ Go to question 11a
- ☛ Skip to question 12.
- ☛ Skip to question 12.

11a. And what department was that?
(Check all that apply.)

Advertising	245	62.5%
Circulation	124	31.6%
News	95	24.2%
(Other)	85	21.7%
(Don't remember/No answer)	6	
System Missing	140	

11b. Was your experience in dealing with that (these) department(s) generally satisfying?

(Yes)	355	90.6%
(No)	37	9.4%
Valid Total	392	100.0%
(Not sure)	5	
(No answer)	1	
System Missing	140	
Total Missing	146	
Total	398	

☛ Skip to question 12.

☛ Go to question 11b1

☛ Skip to question 12.

☛ Skip to question 12.

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12. Did you listen to the following FM Radio stations in the past week?
(Check all that apply.)

KLGT 92.9	157	29.8%
KYTI 93.7	181	34.4%
KZWY 94.9	170	32.3%
KZZS 98.3	149	28.3%
Other (FM, Satellite, etc.)	159	30.2%
(No, do not listen)	123	23.4%
(Don't remember/No answer)	12	

13. Did you listen to the following AM Radio stations in the past week?
(Check all that apply.)

KROE 930	237	44.9%
KWYO 1410	190	36.0%
KBBS 1450	16	3.0%
Other AM	47	8.9%
(No, don't listen)	214	40.5%
(Don't Remember/No answer)	10	

14. Did you watch any of the following TV stations in the past week?
(Check all that apply.)

KOTA (Rapid City) or KTWB (Casper) - ABC network	351	65.7%
KTVQ (Billings) or KGWC (Casper) - CBS network	303	56.7%
KFNB (Casper) - Fox network	217	40.6%
KULT (Billings) or KCWY - NBC network	229	42.9%
Cable TV	291	54.5%
Satellite Dish TV	163	30.5%
No, don't watch	33	6.2%
(Don't remember/No answer)	4	

15. Does your household have access to the Internet?

(Yes)	392	73.0%
(No)	145	27.0%
Valid Total	537	100.0%
(Don't Know/No Answer)	1	
Total	538	

- ☛ Go to question 15a.
- ☛ Skip to question 15d.
- ☛ Skip to question 15d

15a. Approximately how many hours per week does your household spend online?

Mean hours per week 11.9

15b. Do you or other family members in your home read the Sheridan Press online for news and advertising content?

(Yes)	92	23.5%
(No)	299	76.5%
Valid Total	391	100.0%
(Don't Know/No Answer)	1	
System Missing	146	
Total Missing	147	
Total	538	

15c. If each complete daily edition of The Sheridan Press was available to download for a fee, would you subscribe to The Sheridan Press online?

(Yes)	30	8.1%
(No)	339	91.9%
Valid Total	369	100.0%
(Don't Know/No Answer)	23	
System Missing	146	
Total Missing	169	
Total	538	

15d. Do you know of anyone who does not live in Sheridan County that uses the Sheridan Press online offering to keep up with Sheridan and Sheridan County happenings?

(Yes)	119	22.5%
(No)	410	77.5%
Valid Total	529	100.0%
(Don't Know/No Answer)	9	
Total	538	

**16. How important is it to you to keep up with local news and events in Sheridan County?
Would you say ...**

Very Important	277	51.6
Somewhat Important	237	44.1
Not Important At All	23	4.3
Valid Total	537	100.0%
(Don't Know/No Answer)	1	
Total	538	

17. Taking all sources into account, what would you say is your PRIMARY source of local news and information?

(The Sheridan Press)	282	53.4%
(The Casper Star Tribune)	5	.9%
(The Billings Gazette)	10	1.9%
(The Country Bounty)	2	.4%
(Other Newspapers)	1	.2%
(FM Radio Stations KZWY 94.9 or KYTI 96.5)	31	5.9%
(AM Radio Stations KROE 930 or KWYO 1410)	59	11.2%
(Other Radio Stations)	21	4.0%
(Rapid City, Casper or Billings Network TV Stations)	36	6.8%
(Cable TV, Satellite or Other TV)	30	5.7%
(Internet)	4	.8%
(Friends, Organizations)	42	8.0%
(Other)	5	.9%
Valid Total	528	100.0%
(Don't need)	1	
(Don't know/No Answer)	9	
Total Missing	10	
Total	538	

18. Taking all sources into account, what would you say is your PRIMARY source of local shopping information?

(The Sheridan Press)	240	55.9%
(The Casper Star Tribune)	2	.5%
(The Billings Gazette)	2	.5%
(The Sheridan County Roundup)	10	2.3%
(The Country Bounty)	63	14.7%
(Direct Mail)	12	2.8%
(Other Print)	7	1.6%
(FM Radio Stations KZWY 94.9 or KYTI 96.5)	16	3.7%
(AM Radio Stations KROE 930 or KWYO 1410)	17	4.0%
(Other Radio Stations)	5	1.2%
(Rapid City, Casper or Billings Network TV Stations)	1	.2%
(Cable TV, Satellite or other TV)	2	.5%
(Internet)	1	.2%
(Friends, Organizations)	21	4.9%
(Other)	30	7.0%
Total Valid	429	100.0%
(Don't need)	68	
(Don't know/No Answer)	41	
Total Missing	109	
Total	538	

**19. Now I have a couple of questions about your household.
Do you live ...**

In the city of Sheridan	309	57.4%
Outside the city of Sheridan	229	42.6%
Valid Total		100.0%
(No Answer)		
Total	538	

20. Including yourself, how many persons 18 and older live in your household?

One	168	31.6%
Two	312	58.6%
Three	39	7.3%
Four or More	13	2.4%
Valid Total	532	100.0%
(No Answer)	6	
Total	538	

21. How many persons 17 and younger live in your household?

None	369	69.0%
One	69	12.9%
Two	62	11.6%
Three	24	4.5%
Four or More	11	2.1%
Valid Total	535	100.0%
(No Answer)	3	
Total	538	

22. Which category best describes your age?

18-30	57	10.6%
31-40	59	11.0%
41-50	130	24.3%
51-60	129	24.1%
61-70	90	16.8%
More than 70	71	13.2%
Valid Total	536	100.0%
(No Answer)	2	
Total	538	

23. Our last question is about household income. I am going to read a list of income ranges. Please stop me when you hear the one that best describes your total household income before taxes from last year.

Less than \$25,000	75	17.0%
\$25,000 to \$50,000	166	37.6%
\$50,000 to \$75,000	110	24.9%
\$75,000 to \$100,000	52	11.8%
Over \$100,000	39	8.8%
Valid Total	442	100.0%
(Don't know/No Answer)	96	
Total	538	

24. (Respondent's gender.)

(Male)	216	40.5%
(Female)	317	59.5%
Valid Total	533	100.0%
(Can't Tell)	5	
Total	538	