



# STEAMBOAT PILOT & TODAY

## Constant Contact Survey Results

**Survey Name:** 2012 Reader Survey

**Response Status:** Partial & Completed

9/2/2012 2:11 PM MDT

The following result(s) are limited to 682 respondent(s) who answered:

In Routt County  
to:

Which answer best describes where your primary residence is?

### TextBlock:

Thanks for agreeing to take our survey, which will help us shape how we deliver Steamboat Springs news and information now and into the future. The survey is 50 questions. Please select the answer that most closely matches your response. At the end, you'll be asked for your name and email address. This information is not required but it is necessary if you wish to be entered in the \$500 prize drawing.

\* Please select your gender.

Answer	0%	100%	Number of Response(s)	Response Ratio
Male			259	37.9 %
Female			422	61.8 %
No Response(s)			1	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



How old are you?

Answer	0%	100%	Number of Response(s)	Response Ratio
Age 19 or younger			4	<1 %
Age 20 to 29			65	9.5 %
Age 30 to 39			110	16.1 %
Age 40 to 49			131	19.2 %
Age 50 to 59			190	27.8 %
Age 60 to 69			154	22.5 %
Age 70 or older			28	4.1 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Which answer best describes where your primary residence is?

Answer	0%	100%	Number of Response(s)	Response Ratio
In Routt County			682	100.0 %
In Colorado, but not in Routt County			0	0.0 %
In the United States, but not in Colorado			0	0.0 %
Outside the United States			0	0.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Do you own vacation property or a second home in the Steamboat Springs area?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			66	9.6 %
No			616	90.3 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>682</b>	<b>100%</b>

Select the answer that best describes your total annual household income.

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$50,000			134	19.6 %
\$50,000 to \$74,999			139	20.3 %
\$75,000 to \$99,999			127	18.6 %
\$100,000 to \$149,999			134	19.6 %
\$150,000 to \$199,999			48	7.0 %
More than \$200,000			47	6.8 %
No Response(s)			53	7.7 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Which answer best describes how often you pick up and read the print edition of Steamboat Today?

Answer	0%	100%	Number of Response(s)	Response Ratio
Every Day			270	39.5 %
3 to 6 times per week			247	36.2 %
Twice per week			63	9.2 %
Once per week			44	6.4 %
Rarely			52	7.6 %
Never			6	<1 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Did you read yesterday's print edition of Steamboat Today?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			451	66.1 %
No			231	33.8 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Would you be willing to pay up to 25 cents per issue for the print edition of Steamboat Today?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			157	23.0 %
No			525	76.9 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Which answer best describes your use of the Sunday Steamboat Pilot & Today?

Answer	0%	100%	Number of Response(s)	Response Ratio
I get the newspaper delivered to my home or business and read it every Sunday			157	23.0 %
I get the Sunday newspaper in the mail and read it regularly			17	2.4 %
I don't subscribe, but I purchase the Sunday newspaper at least once per month			73	10.7 %
I don't subscribe and only purchase the Sunday newspaper a few times per year			140	20.5 %
I never purchase the Sunday newspaper			226	33.1 %
Other			69	10.1 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Did you read the most recent print edition of the Sunday Steamboat Pilot & Today?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			286	41.9 %
No			396	58.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



If the Sunday Steamboat Pilot & Today was free of charge but not home delivered, would you go out of your way to pick up a print edition most Sundays?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			459	67.3 %
No			223	32.6 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Listed below are several Local News items covered by Steamboat Today. Rate each one according to how frequently you read that coverage?

1 = Never Read, 2 = Usually Don't Read, 3 = Sometimes Read, 4 = Frequently Read, 5 = Always Read

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Steamboat Springs City Council Coverage						679	3.4
Routt County Government Coverage						679	3.4
Local Education Coverage						679	3.4
Local Business Coverage						679	3.8
Local Real Estate Coverage, including Transactions						679	3.2
Local Crime Coverage, including The Record and The Jail Report						679	3.7
Local coverage of the arts and entertainment, including music and nightlife						679	3.8
Local Human Interest Stories and Features						679	4.1
Happenings						679	3.9
Local News in Brief						679	4.3

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Listed below are wire items and syndicated features often included in Steamboat Today. Rate each item by how frequently you read it:

1 = Never Read, 2 = Usually Don't Read, 3 = Sometimes Read, 4 = Frequently Read, 5 = Always Read

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Moffat County news from the Craig Daily Press						676	2.5
Colorado News provided by the Associated Press and other wire services						676	3.5
National News provided by the Associated Press and other wire services						676	3.5
World News provided by the Associated Press and other wire services						676	3.4
Business, stock market and real estate news provided by the Associated Press and other wire services						676	2.9
Comics						676	2.8
Crossword Puzzle						676	2.4
Sudoku						676	2.2
Weekly Horoscopes						676	2.0
Weather forecast						676	3.7

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Listed below are columns and opinion pieces that appear in Steamboat Today. Rate each one according to how frequently you read it:

1 = Never Read, 2 = Usually Don't Read, 3 = Sometimes Read, 4 = Frequently Read, 5 = Always Read

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Our View (Editorials by the Editorial Board)						677	3.7
Letters to the Editor						677	3.7
Liberal Syndicated Columnists such as Maureen Dowd and Paul Krugman						677	2.9
Conservative Syndicated Columnists such as Cal Thomas and Jonah Goldberg						677	2.7
Columns by Tom Ross						677	3.7
"The View From Here" Column by Rob Douglas						677	3.3
Humor Columns by Joanne Palmer						677	3.1
Astronomy Columns by Jimmy Westlake						677	2.7
Gardening Columns by Routt County Master Gardeners						677	2.9
Monday Medical Columns by Yampa Valley Medical Center						677	3.0

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Listed below are columns and opinion pieces that appear in Steamboat Today. Rate each one according to how frequently you read it:

1 = Never Read, 2 = Usually Don't Read, 3 = Sometimes Read, 4 = Frequently Read, 5 = Always Read

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
"From the Editor" columns by Brent Boyer						679	3.4
Spoke Talk column about cycling in Steamboat Springs						679	2.6
Strings Music Festival Column						679	2.7
Dog's Eye View						679	2.6
Community Agriculture Alliance column						679	2.7

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.





Listed below are several sports features of Steamboat Today. Rate each one according to how frequently you read that feature:

1 = Never Read, 2 = Usually Don't Read, 3 = Sometimes Read, 4 = Frequently Read, 5 = Always Read

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Coverage of Local High School Sports						671	3.1
The Outdoors Page						671	3.2
John Russell's Column						671	3.0
Joel Reichenberger's Column						671	2.7
Luke Graham's Column						671	2.8
Coverage of local sports such as the Town Challenge Mountain Bike Series						671	3.1
State Sports coverage -- Broncos, Avs, Rockies, Nuggets, CU and CSU						671	2.8
National Sports Coverage						671	2.8
Local sports standings and results -- adult softball, Steamboat Running Series, Pro Rodeo etc...						671	2.8
Professional Sports standings and results						671	2.7

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Listed below are advertising features of Steamboat Today. Rate each one according to how often you read each:

1 = Never Read, 2 = Usually Don't Read, 3 = Sometimes Read, 4 = Often Read, 5 = Always Read

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Display Advertising on even-numbered pages (left side)						676	3.4
Display Advertising on odd-numbered pages (right side)						676	3.4
Business Directory Advertising						676	2.6
Classified Advertising						676	3.2
Front Page Sticky Notes						676	2.9
Advertising Inserts for grocery stores, office supply stores, real estate companies etc...						676	3.2

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



Which answer best describes your level of Internet usage?

Answer	0%	100%	Number of Response(s)	Response Ratio
I access the Internet frequently at work and at home. I am online several hours per day			382	56.0 %
I access the Internet on a daily basis, mostly at work or school			85	12.4 %
I access the Internet on a daily basis, mostly at home			175	25.6 %
I access the Internet multiple times per week, but not daily			19	2.7 %
I access the Internet only when I need something, about once per week or less			12	1.7 %
I do not have Internet access at home or work, and only occasionally access the Internet			3	<1 %
Other			3	<1 %
No Response(s)			3	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



How frequently do you visit our news Web site, SteamboatToday.com (SteamboatPilot.com)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Daily			280	41.0 %
Weekly			152	22.2 %
Monthly			34	4.9 %
Occasionally			132	19.3 %
Rarely			69	10.1 %
I have never visited SteamboatToday.com			12	1.7 %
No Response(s)			3	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Have you visited SteamboatToday.com (SteamboatPilot.com) in the past week?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			495	72.5 %
No			185	27.1 %
No Response(s)			2	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Did you visit SteamboatToday.com (SteamboatPilot.com) yesterday?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			345	50.5 %
No			334	48.9 %
No Response(s)			3	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Are you a registered user with a username and password on SteamboatToday.com (SteamboatPilot.com)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			243	35.6 %
No			330	48.3 %
I don't know			106	15.5 %
No Response(s)			3	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>

Have you ever watched news video on SteamboatToday.com (SteamboatPilot.com)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			388	56.8 %
No			284	41.6 %
Other			4	<1 %
No Response(s)			6	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Would you consider paying a subscription fee for access to SteamboatToday.com (SteamboatPilot.com)?

Answer	0%	100%	Number of Response(s)	Response Ratio
I would never consider paying for online access to SteamboatToday.com			427	62.6 %
I am unlikely to pay for regular access to SteamboatToday.com, but I might pay a small fee each time I needed to access information in the newspaper's online archives.			110	16.1 %
As long as the fee was reasonable, I would consider paying for access to SteamboatToday.com			91	13.3 %
I do not use SteamboatToday.com			51	7.4 %
No Response(s)			3	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Which answer best describes how you read the Steamboat Springs newspaper

Answer	0%	100%	Number of Response(s)	Response Ratio
I spend equal time reading the print and web editions of Steamboat Today			61	8.9 %
I read both, but I spend more time reading Steamboat Today in print than online			288	42.2 %
I read both, but I spend more time reading Steamboat Today online than in print			156	22.8 %
I only read Steamboat Today online. I never get the print edition of Steamboat Today.			36	5.2 %
I only read the print edition of Steamboat Today. I never visit the website			121	17.7 %
I never read the Steamboat Springs newspaper			0	0.0 %
Other			17	2.4 %
No Response(s)			3	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Which answer best describes how you access SteamboatToday.com?

Answer	0%	100%	Number of Response(s)	Response Ratio
I most frequently access SteamboatToday.com on my work computer			187	27.4 %
I most frequently access SteamboatToday.com on my home computer			290	42.5 %
I most frequently access SteamboatToday.com on my mobile phone			57	8.3 %
I most frequently access SteamboatToday.com on my tablet computer (iPad, Kindle Fire, etc...)			49	7.1 %
I only read the print edition of Steamboat Today. I never visit the website			86	12.6 %
Other			12	1.7 %
No Response(s)			1	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



ExploreSteamboat.com is an online business directory and information guide to Steamboat Springs.

Which answer below best describes your use of ExploreSteamboat.com?

Answer	0%	100%	Number of Response(s)	Response Ratio
I use ExploreSteamboat.com daily			7	1.0 %
I use ExploreSteamboat.com weekly			68	9.9 %
I use ExploreSteamboat.com monthly			59	8.6 %
I use ExploreSteamboat.com occasionally			316	46.3 %
I have never used ExploreSteamboat.com, but I now plan to			92	13.4 %
I have never visited the site and do not plan to			137	20.0 %
No Response(s)			3	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Choose the feature(s) you use on ExploreSteamboat.com?

Answer	0%	100%	Number of Response(s)	Response Ratio
Get information about Steamboat Springs businesses			208	30.7 %
Find phone numbers and addresses for Steamboat Springs businesses			181	26.7 %
Check the "ads and coupons" section			156	23.0 %
Read reviews and ratings of Steamboat Springs businesses			78	11.5 %
Check the calendar for upcoming events			220	32.5 %
Read arts and entertainment stories			89	13.1 %
Look at "Steamboat in Photos"			113	16.7 %
See Steamboat-related videos			31	4.5 %
Check movie times			129	19.0 %
I don't use ExploreSteamboat.com			250	36.9 %
Other			14	2.0 %
<b>Totals</b>			<b>676</b>	<b>100%</b>





Which of the following is the best source of advertising information about Steamboat Springs stores and businesses?











Answer	0%	100%	Number of Response(s)	Response Ratio
The print editions of the Steamboat Today and Steamboat Pilot & Today newspapers			435	63.7 %
SteamboatToday.com			40	5.8 %
ExploreSteamboat.com			14	2.0 %
Local radio stations			23	3.3 %
Steamboat TV18			4	<1 %
Steamboat Living Magazine			1	<1 %
Explore Steamboat Magazine			5	<1 %
Steamboat Magazine			5	<1 %
Word of Mouth			102	14.9 %
A Yellow Pages Directory such as Names & Numbers or Dex			35	5.1 %
Other			13	1.9 %
No Response(s)			5	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



If you wanted information about Steamboat Springs restaurants, where would you start your search?

Answer	0%	100%	Number of Response(s)	Response Ratio
Steamboat Today newspaper			114	16.7 %
SteamboatToday.com			13	1.9 %
ExploreSteamboat.com			47	6.8 %
A Yellow Pages Directory such as Names & Numbers or Dex			59	8.6 %
Explore Steamboat Magazine			10	1.4 %
An online search engine such as Google, Yahoo or Bing			136	19.9 %
The Steamboat Springs Dining Guide Magazine			239	35.0 %
The website of the Steamboat Springs Chamber resort Association			5	<1 %
Other			54	7.9 %
No Response(s)			5	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>

\* If you wanted information about retail stores to shop in Steamboat Springs, where would you start your search?

Answer	0%	100%	Number of Response(s)	Response Ratio
Steamboat Today newspaper			154	22.5 %
ExploreSteamboat.com			72	10.5 %
SteamboatToday.com			12	1.7 %
A Yellow Pages Directory such as Names & Numbers or Dex			106	15.5 %
An online search engine such as Google, Yahoo or Bing			191	28.0 %
The website of the Steamboat Springs Chamber Resort Association			24	3.5 %
Steamboat Magazine			27	3.9 %
Explore Steamboat Magazine			14	2.0 %
Other			73	10.7 %
No Response(s)			9	1.3 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



If you needed a specific service in Steamboat Springs such as a plumber, landscaper or attorney where would you start your search?

Answer	0%	100%	Number of Response(s)	Response Ratio
Steamboat Today newspaper			40	5.8 %
SteamboatToday.com			16	2.3 %
ExploreSteamboat.com			33	4.8 %
An online search engine such as Google, Yahoo or Bing			152	22.2 %
A Yellow Pages directory such as Names & Numbers or Dex			322	47.2 %
The website of the Steamboat Springs Chamber Resort Association			12	1.7 %
Other			101	14.8 %
No Response(s)			6	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



If you wanted to buy a used car in Steamboat Springs, where would you start your search?

Answer	0%	100%	Number of Response(s)	Response Ratio
The classifieds section of the Steamboat Today newspaper			356	52.1 %
The online classifieds section of SteamboatToday.com (ColoradoClassifiedsNow.com)			53	7.7 %
At Cook Chevrolet or on Cookchevrolet.com			43	6.3 %
At Steamboat Motors or on SteamboatMotors.com			43	6.3 %
At Checkpoint Auto Sales			3	<1 %
A national auto sales website such as Cars.com or Autotrader.com			89	13.0 %
The Denver Post classifieds, either online or in print			11	1.6 %
Other			75	10.9 %
No Response(s)			9	1.3 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



If you were seeking employment in the Steamboat Springs area, where would you start your search?

Answer	0%	100%	Number of Response(s)	Response Ratio
The Steamboat Today employment classifieds			494	72.4 %
The employment section of SteamboatToday.com (YampaValleyJobs.com)			87	12.7 %
LinkedIn			9	1.3 %
Craigslist			19	2.7 %
Yahoo Hot Jobs			0	0.0 %
Monster			6	<1 %
Simply Hired			1	<1 %
Career Builder			3	<1 %
The Ladders			1	<1 %
An industry specific jobs site such as nursingjobs.com			13	1.9 %
Other			44	6.4 %
No Response(s)			5	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



If you were searching for real estate in the Steamboat Springs area, where would you start your search?

Answer	0%	100%	Number of Response(s)	Response Ratio
The Steamboat Pilot & Today newspaper			161	23.6 %
SteamboatHomefinder.com			80	11.7 %
Steamboat Homefinder Magazine			27	3.9 %
Homes & Land Magazine			14	2.0 %
By contacting my local realtor			229	33.5 %
The Web site of a local real estate agency such as Prudential, Colorado Group or Steamboat Village Brokers			103	15.1 %
The Steamboat Springs Board of Realtors website			14	2.0 %
A national real estate website such as Trulia.com or Zillow.com			24	3.5 %
Other			26	3.8 %
No Response(s)			4	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>

How frequently do you visit SteamboatHomefinder.com?

Answer	0%	100%	Number of Response(s)	Response Ratio
Daily			5	<1 %
Weekly			19	2.7 %
Monthly			20	2.9 %
Occasionally			227	33.2 %
Never			401	58.7 %
No Response(s)			10	1.4 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Do you use a cell phone?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			665	97.5 %
No			14	2.0 %
No Response(s)			3	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>

Do you send and receive text messages using your cell phone?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, frequently			385	56.4 %
Yes, occasionally			172	25.2 %
No			108	15.8 %
No Response(s)			17	2.4 %
<b>Totals</b>			<b>682</b>	<b>100%</b>

A SmartPhone is a cellular phone such as an iPhone, Android or Blackberry that has advanced capabilities such as access to e-mail and the Internet. Do you have a SmartPhone?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			401	58.7 %
No			262	38.4 %
I don't know			4	<1 %
No Response(s)			15	2.1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



What type of SmartPhone do you use?

Answer	0%	100%	Number of Response(s)	Response Ratio
I do not use a SmartPhone			256	37.5 %
iPhone			189	27.7 %
Android-based phone such as a Galaxy, Razr or Bionic			176	25.8 %
Blackberry			26	3.8 %
Windows-based phone			7	1.0 %
I don't know			6	<1 %
Other			16	2.3 %
No Response(s)			6	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Have you ever used a phone or tablet computer to access SteamboatToday.com?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			371	54.3 %
No			306	44.8 %
No Response(s)			5	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>











Have you ever used a phone or tablet computer to access ExploreSteamboat.com?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			171	25.0 %
No			508	74.4 %
No Response(s)			3	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>








Do you or someone in your household own a tablet computer such as an iPad, Kindle Fire, or Motorola Xoom?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			354	51.9 %
No			311	45.6 %
I don't know			2	<1 %
Other			4	<1 %
No Response(s)			11	1.6 %
<b>Totals</b>			<b>682</b>	<b>100%</b>

What type of tablet computers or ereaders are there in your household?

Answer	0%	100%	Number of Response(s)	Response Ratio
iPad			263	41.8 %
Kindle Fire			92	14.6 %
Samsung Galaxy			11	1.7 %
Motrola Xoom			7	1.1 %
Blackberry Playbook			0	0.0 %
Nook (Barnes & Noble)			37	5.8 %
There are no tablet computers or ereaders in my household			240	38.1 %
Other			42	6.6 %
<b>Totals</b>			<b>629</b>	<b>100%</b>

Steamboat Today has a free news app available for iPhones, Android phones and iPads. Have you downloaded and tried the Steamboat Today app?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes and I use the app frequently			85	12.4 %
Yes, but I rarely use the app			62	9.0 %
No, I have not downloaded it but I probably will			170	24.9 %
No, and I do not plan to download the app			159	23.3 %
I do not use Apps			168	24.6 %
Other			14	2.0 %
No Response(s)			24	3.5 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Explore Steamboat has a free Steamboat business directory and information app available for iPhones, Android phones and iPads. Have you downloaded and tried the Explore Steamboat app?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes and I use the app frequently			18	2.6 %
Yes, but I rarely use the app			35	5.1 %
No, I have not downloaded it but I probably will			171	25.0 %
No, and I do not plan to download the app			254	37.2 %
I do not use Apps			167	24.4 %
Other			10	1.4 %
No Response(s)			27	3.9 %
<b>Totals</b>			<b>682</b>	<b>100%</b>

HotSteamboatDeals.com is a site similar to Groupon and offers discounts on services and products at Steamboat businesses. Have you visited and purchased a deal on HotSteamboatDeals.com?

Answer	0%	100%	Number of Response(s)	Response Ratio
I have visited HotSteamboatDeals and purchased at least one deal			399	58.5 %
I have visited HotSteamboatDeals but I have never purchased a deal			104	15.2 %
I have never visited HotSteamboatDeals.com but I plan to			63	9.2 %
I have never visited HotSteamboatDeals.com and I do not plan to			97	14.2 %
Other			2	<1 %
No Response(s)			17	2.4 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Do you have a Facebook page? (Select the answer that best applies to you)











Answer	0%	100%	Number of Response(s)	Response Ratio
Yes and I check it frequently			305	44.7 %
Yes but I rarely check it			195	28.5 %
No, but I am interested in Facebook			17	2.4 %
No and I am not interested in Facebook			161	23.6 %
I do not know what Facebook is			0	0.0 %
No Response(s)			4	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>



Do you have a Twitter account? (Select the answer that best applies to you)

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes and I use it regularly			30	4.3 %
Yes but I rarely use it			131	19.2 %
No but I am interested			30	4.3 %
No and I have no interest in Twitter			483	70.8 %
I do not know what Twitter is			4	<1 %
No Response(s)			4	<1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>

Currently, the Steamboat Today and Pilot & Today newspaper is printed and distributed 7 days per week. Given the increased use of the Internet for news and information, should the Steamboat Today reduce the frequency of its print publication? If so, how many days per week should the newspaper be published?

Answer	0%	100%	Number of Response(s)	Response Ratio
No, the newspaper should continue to publish 7 days per week			412	60.4 %
Yes, the newspaper should go down to 6 days per week of print publication			62	9.0 %
Yes, the newspaper should go down to 5 days per week of print publication			63	9.2 %
Yes, the newspaper should go down to 4 days per week of print publication			36	5.2 %
Yes, the newspaper should go down to 3 days per week of print publication			23	3.3 %
Yes, the newspaper should go down to 2 days per week of print publication			2	<1 %
Yes, the newspaper should go down to 1 days per week of print publication			9	1.3 %
Yes, the newspaper should cease print publication and only publish content online			10	1.4 %
Other			23	3.3 %
No Response(s)			42	6.1 %
<b>Totals</b>			<b>682</b>	<b>100%</b>