

Readership survey:

# If you were editor "Thanks!"

The Sandy Post 1981 readership and marketing survey is completed! We genuinely appreciate the 216 readers who took time to respond. Herewith are results of our survey:

Tabulated

## Results: Local Columns:

	OFTEN READ	SOME TIMES	NEVER READ
Sara Sewell's recipes	52%	29%	19%
Schmale's 'Bits & Pieces'	39%	37%	24%

### For Kids & Parents

	OFTEN READ	SOME TIMES	NEVER READ
Community School News	55%	36%	9%
Sept. bus schedules	36%	10%	54%
Student-produced page in Post	49%	38%	13%
School board news	54%	32%	14%
Lunch menus	24%	21%	55%

### Entertainment

	OFTEN READ	SOME TIMES	NEVER READ
Recreation news in Sports	35%	40%	25%
Television directory	28%	39%	33%
Play reviews, previews	38%	40%	22%

### Editorial Page:

	OFTEN READ	SOME TIME	NEVER READ
Editorials	66%	33%	1%
Letters to editor	82%	17%	1%
"Salem Scene"	23%	44%	33%
Art Hoppe's Column	21%	42%	36%
"Wall Street Report"	14%	33%	54%
Local political cartoon	73%	23%	4%
National political cartoon	62%	31%	7%
Guest editorials	48%	42%	8%
Reports from legislators	26%	52%	22%

### What I'd like you to add:

Horse club competition reports	5%	Games, contests, prizes in paper	42%	Guide to area activities	43%
Local motocross reports	4%	Stories about Sandy's past	76%	More cartoons	20%
Local trap shoot scores	2%	Earlier-day photos	64%	Tips for senior citizens	34%
Area golf scores	4%	Profiles of pioneers here	69%	Gardening column	44%
Movie & play reviews	41%	Astrology column	14%	More county government news	47%
Columns about life here	79%	Magazine-size weekly TV directory	31%	More statewide news	22%
Crossword puzzles	31%	Advice column	24%	Weekly high school column	40%
More coupons	55%	Restaurant reviews	58%	Grade school update column	35%
Medical advice column	60%	Other		Other	

### Area News:

	OFTEN READ	SOME TIMES	NEVER READ
"Hoodland Happenings"	34%	43%	23%
Area News Page	86%	10.5%	3.5%
Around the County Page	59%	35%	6%
People Page	64%	31%	5%
Home & Garden Page	51.5%	38.5%	10%
Senior Center News	31%	38%	31%
"Keeping Posted"	49%	39%	12%
Church Page	36%	30%	34%
Inside Business Page	32%	43%	25%
Club News	22%	41%	37%
Obituaries	39%	34%	27%

### Sports:

	OFTEN READ	SOME TIME	NEVER READ
Basketball	32.5%	29%	38.5%
Baseball	22.5%	35%	42.5%
Football	28%	31%	41%
Soccer	17%	28%	55%
Wrestling	17%	22%	61%
Fishing	24%	31.5%	44.5%
Hunting	21.5%	29%	49.5%
Hiking	22%	33.5%	42.5%
Skiing	20.5%	37%	42.5%
Track & Field	21%	25%	54%
Swimming	20%	30%	50%
MHCC Sports	10%	30%	60%
Regional Sports	16%	36%	48%
Local Bowling	7%	22%	71%
Local Sports Column	29%	33%	38%
Durbin's Outdoor Column	18%	23%	59%
Gymnastics	20%	34%	46%
Volleyball	21%	26%	53%

My age is ...	Under 26	26 to 40 yrs.	41 to 55 yrs.	56 or older
Sex	Male	Female		
Subscriber to this newspaper?	Yes	No	Former Sub	
Length of local residency?	Under 1 yr.	1 to 3 yrs.	3 to 5 yrs.	Over 5 yrs.
Employed locally?	Yes	No		
Self-employed	Yes	No		
I shop for clothes here	Most Often	Some Times	Very Seldom	Never
Paid more often than once a month?	Yes	No		
I grocery shop here	Most Often	Some Times	Very Seldom	Never

Make automotive purchases here	Most Often	Some Times	Very Seldom	Never
I window shop (browse) here	Most Often	Some Times	Very Seldom	Never
I shop for gifts here	Most Often	Some Times	Very Seldom	Never
When I shop most	Morning	Midday	Late	ends
I consider local stores	Competitive	Friendly?	Accommodating?	Most of all?
Local stores extensive enough?	Yes	No		
Local stores convenient as a group?	Yes	No		
Local stores exciting to shop?	Yes	No		