SURVEY QUESTIONS

1. Age group:

* Under 24
* 25 – 39
* 40 – 59
* Over 60

1. Gender:

* Man
* Woman
* Others, please specify

1. Relationship years:

* Under 1 year
* 1 – 4
* Over 5 years

1. Are you a subscriber to Complete Sport newspaper?

* Yes
* No

1. Why do you prefer Complete Sport newspaper? Choose one to three alternatives

* Price
* Location
* Reputation
* Customer service
* Online presence
* Content
* Lay-out and print design
* Columns by eminent persons
* Easily available
* Colorful design

1. If you have previously been a customer of some other newspaper, for what reasons did you decide to switch to Complete Sport? Choose one to three alternatives

* Price
* Location
* Reputation
* Customer service
* Online presence
* Content
* Lay-out and print design
* Columns by eminent persons
* Easily available
* Colorful design

1. Would you recommend Complete Sport newspaper to your friend?

* Yes
* No (If No, why)

1. Answer to the sentences by circling your answer

4 = strongly agree 3 = agree in some amount 2 = disagree in some amount 1 = strongly disagree

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 4 | 3 | 2 | 1 |
| Different needs of customers are well observed |  |  |  |  |
| It’s worthwhile for me being a customer of Complete Sport newspaper |  |  |  |  |
| Complete Sport newspaper personnel are friendly and professional |  |  |  |  |
| My image of Complete Sport newspaper as a company is positive |  |  |  |  |
| I’m satisfied with Complete Sport newspaper communication |  |  |  |  |
| Complete Sport newspaper appreciates my customership |  |  |  |  |
| Checking news on the internet is easy for me |  |  |  |  |
| Using my phone to browse is easy for me |  |  |  |  |