ABC TODAY

Readership Survey Summary

ALL RESPONDENTS

n=292

1. [Inncode verification]

2. Please select the job title that best describes your position.

Frequency Analysis

	Response Choices	Count	Percent	20% 40% 60% 80% 100%
1.	Manager	183	(63%)	
2.	Front Desk/Guest Service Agent	71	(24%)	
3.	Night Auditor	7	(2%)	
4.	Breakfast Host/Hostess	0		
5.	Maintenance	3	(1%)	
6.	Housekeeping	14	(5%)	
7.	Other	14	(5%)	
	Total	**292**	**(100%)**	

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ALL RESPONDENTS

3. How often do you read ABC?

Frequency Analysis

	Response Choices	Count	Percent	20% 40% 60% 80% 100%
1.	Once per day or more	66	(23%)	
2.	3-4 times per week	70	(24%)	
3.	2-3 times per week	58	(20%)	
4.	Once a week	82	(28%)	
5.	Not at all	16	(6%)	
	Total	**292**	**(100%)**	

ABC TODAY

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ALL RESPONDENTS

4. In a single sitting, how much of ABC do you read?

Frequency Analysis

	Response Choices	Count	Percent	20% 40% 60% 80% 100%
1.	All	25	(9%)	
2.	Most	126	(43%)	
3.	Some	112	(38%)	
4.	Very little	25	(9%)	
5.	I just look at the pictures	4	(1%)	
	Total	**292**	**(100%)**	

ABC TODAY

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ALL RESPONDENTS

5. In a single sitting, how much time do you spend reading ABC?

Frequency Analysis				
	Response Choices	Count	Percent	20% 40% 60% 80% 100%
1.	More than 60 minutes	6	(2%)	
2.	30-60 minutes	101	(35%)	
3.	0-30 minutes	185	(63%)	
	Total	**292**	**(100%)**	

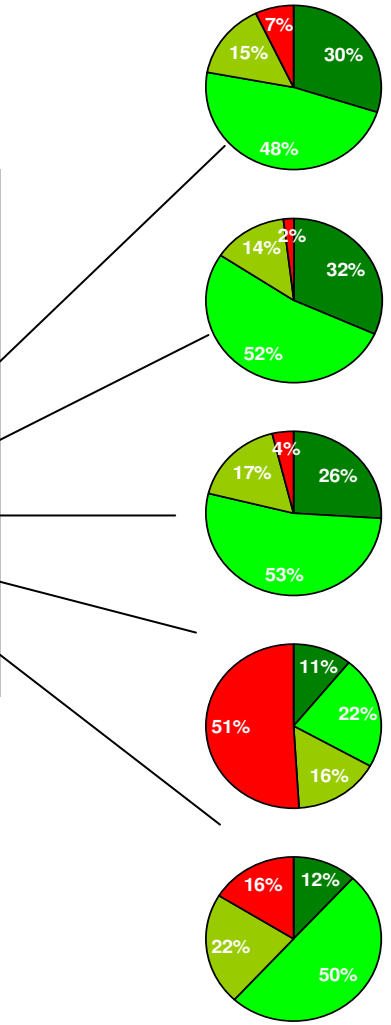
ABC TODAY

Readership Survey Summary

ALL RESPONDENTS

6. How do you feel about the following characteristics of the ABC communications channel?

		I don't like it		*I like it a little*		*I like it*		*I like it a lot*		**Mean**	Count
		Count	Percent	Count	Percent	Count	Percent	Count	Percent		
a.	Ease of navigation	48	(16%)	65	(22%)	143	(50%)	36	(12%)	**2.6**	292
b.	Visual appeal	20	(7%)	44	(15%)	140	(48%)	88	(30%)	**3.0**	292
c.	Quality of information	5	(2%)	40	(14%)	155	(53%)	92	(32%)	**3.1**	292
d.	Quantity of information	12	(4%)	49	(17%)	155	(53%)	76	(26%)	**3.0**	292
e.	Speed of site	149	(51%)	47	(16%)	65	(22%)	31	(11%)	**1.9**	292



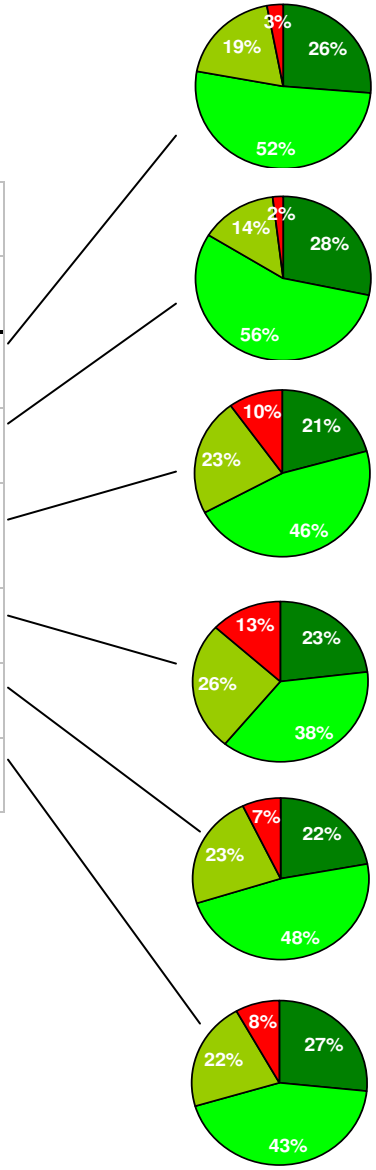
ABC TODAY

Readership Survey Summary

ALL RESPONDENTS

7. Please rate your reading enjoyment of the following items located in the Home section:

		I don't like it		*I like it a little*		*I like it*		*I like it a lot*		**Mean**	Count
		Count	Percent	Count	Percent	Count	Percent	Count	Percent		
a.	Expert Advice	10	(3%)	55	(19%)	150	(51%)	77	(26%)	**3.0**	292
b.	Industry News	7	(2%)	42	(14%)	160	(55%)	83	(28%)	**3.1**	292
c.	Lifestyle and Entertainment	30	(10%)	66	(23%)	136	(47%)	60	(21%)	**2.8**	292
d.	Cartoon	39	(13%)	76	(26%)	111	(38%)	66	(23%)	**2.7**	292
e.	Instant Poll	21	(7%)	68	(23%)	140	(48%)	63	(22%)	**2.8**	292
f.	Weather	23	(8%)	63	(22%)	128	(44%)	78	(27%)	**2.9**	292



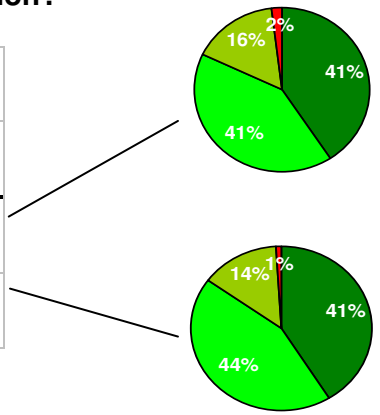
ABC TODAY

Readership Survey Summary

ALL RESPONDENTS

8. How well do you like the following items which are located in the Guest Interaction section?

		I don't like it		*I like it a little*		*I like it*		*I like it a lot*		**Mean**	Count
		Count	Percent	Count	Percent	Count	Percent	Count	Percent		
a.	Team Member Spotlight	5	(2%)	46	(16%)	122	(42%)	119	(41%)	**3.2**	292
b.	Hotel Spotlight	4	(1%)	41	(14%)	127	(44%)	120	(41%)	**3.2**	292



ALL RESPONDENTS

9. Who do you like reading most in the Expert Advice section?

Frequency Analysis				
	Response Choices	Count	Percent	20% 40% 60% 80% 100%
1.	Amanda Gore	68	(23%)	
2.	Mary LoVerde	20	(7%)	
3.	Dr. Bob Nelson	87	(30%)	
4.	Vince Poscente	32	(11%)	
5.	Janie Wiltshire	85	(29%)	
	Total	**292**	**(100%)**	

ALL RESPONDENTS

11. May the Hampton team contact you regarding your responses to this survey?

	Frequency Analysis			
	Response Choices	Count	Percent	20% 40% 60% 80% 100%
1.	Sure	183	(63%)	
2.	No thank you	109	(37%)	
	Total	**292**	**(100%)**	