

A SHORT SURVEY FOR OUR READERS

[FRENCH VERSION ONLINE]

LE TOUR is a free and independent quarterly paper published at the beginning of every season. Since its inception, its mission has remained the same: to fill a communication gap between permanent residents, second home residents and tourists and to give them a heads-up on cultural venues and community news from Sutton and the area.

This year, *Le Tour* is entering its 40th year and we would like to seize the opportunity to ensure our content and distribution still corresponds to our readers' profiles.

Le Tour is printed in 10,000 copies in the summer and fall and 9,000 copies in the winter and spring. Approximately 7,000 copies are mailed to residents and businesses in Aber-

corn, Dunham, Frelighsburg, Stanbridge East, Sutton and West Brome. The rest is distributed in strategic poles such as tourists sites, restaurants, libraries, etc. in the above-mentioned towns as well as in Bedford, Bromont, Cowansville, Lac-Brome and St-Armand.

Now that you know more about *Le Tour*, we would like to get to know YOU better. Thank you for taking the time to fill in this survey so that we can adapt to your needs!

Check as many boxes that apply to you.
Web version on: www.journalletour.com.

1. Where is your permanent residence located?

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Abercorn | <input type="checkbox"/> Lac-Brome |
| <input type="checkbox"/> Dunham | <input type="checkbox"/> Stanbridge East |
| <input type="checkbox"/> Frelighsburg | <input type="checkbox"/> Sutton |
- Other _____

2. How old are you?

- | | |
|---|--|
| <input type="checkbox"/> Less than 20 years old | <input type="checkbox"/> 41-60 years old |
| <input type="checkbox"/> 21-40 years old | <input type="checkbox"/> Over 61 years old |

3. Where do you get your copy of *Le Tour*?

- | | |
|--|---|
| <input type="checkbox"/> I receive it through the mail | <input type="checkbox"/> I read it online |
|--|---|
- I pick it up at _____

4. How many people read your copy of *Le Tour*?

- | | | |
|----------------------------|----------------------------|--|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> +More than 2 people |
|----------------------------|----------------------------|--|

5. How long do you keep your copy of *Le Tour* for?

- | | |
|---|---|
| <input type="checkbox"/> One day | <input type="checkbox"/> One week |
| <input type="checkbox"/> Until the next edition comes out | <input type="checkbox"/> I collect them |

6. Amongst the authors and organisations that publish regularly in *Le Tour*, which ones do you read?

- Andrea Conway (a grateful transplant surviving tap dancing clown)
 - Anthoni Barbe (Organisme de bassin versant de la baie Missisquoi)
 - Annie Rouleau (herboriste)
 - Articles on outdoor activities (Mont SUTTON, PENS, etc.)
 - Articles on art exhibits (Adéland, Art Plus, Arts Sutton, etc.)
 - Articles on community resources (CAB Sutton, etc.)
 - Articles on history (Heather Darch, Jeanne Morazain, etc.)
 - Daniel Laguitton (P. 4)
 - Interview with the cover artist
 - Geneviève Hébert (editor / owner)
 - Thierry Jutras-Aswad (dog trainer)
- Other _____

7. What are your main interests?

- | | |
|--|---|
| <input type="checkbox"/> Family activities | <input type="checkbox"/> Community resources and activities |
| <input type="checkbox"/> Activities on the water | <input type="checkbox"/> Portraits of people in the area |
| <input type="checkbox"/> Agri-food | <input type="checkbox"/> Hiking |
| <input type="checkbox"/> Architecture and design | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Visual arts | <input type="checkbox"/> Wines, beers, ciders |
| <input type="checkbox"/> Performing arts | <input type="checkbox"/> Health and well-being |
| <input type="checkbox"/> Workshops | <input type="checkbox"/> Alpine skiing |
| <input type="checkbox"/> Environment | <input type="checkbox"/> Cross-country skiing |
| <input type="checkbox"/> Local literature | <input type="checkbox"/> Mountain biking |
| <input type="checkbox"/> New businesses | <input type="checkbox"/> Road biking |

Other _____

8. In the paper version of *Le Tour* or online, do you consult;

- Articles in English only
- Articles in French only
- Articles in both languages
- The Calendar of Events
- Advertisements
- The Advertiser's Index
- The crossword puzzle
- The website (www.journalletour.com)
- Articles online
- Le Tour's* Facebook page

9. Would you like to see us on social media?

- | | |
|------------------------------------|-------------|
| <input type="checkbox"/> Instagram | Autre _____ |
|------------------------------------|-------------|

What do you think is missing in *Le Tour*? (Ex.: a page for our local youth...)

Please complete the survey before June 15, 2022. Mail it to *Le Tour*, P.O. Box 810, Sutton, Québec J0E 2K0.

OR deposit your filled-out survey in: **Sutton**, at the Tourist Office (24A, Principale S)

Dunham, at the library or in its drop box (3638, Principale)

Frelighsburg, at the Dépanneur du village (1, rue de l'Église)