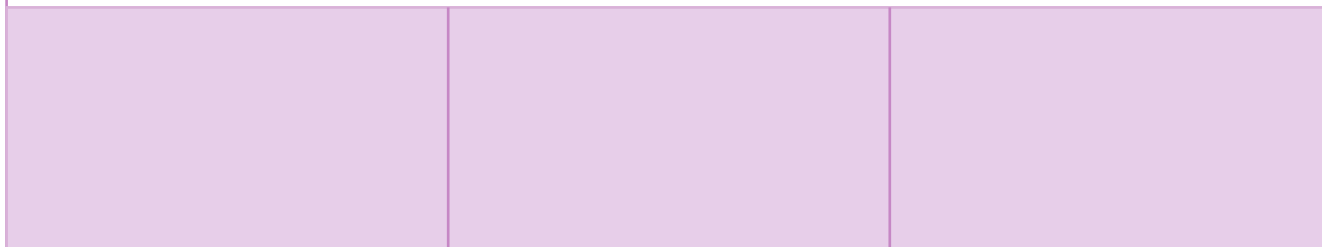




# Summary of Survey of Local Area Web Publishers

Autumn 2011



## **Overview**

The Knight News Innovation Lab conducted an online survey of news-oriented web sites in the Chicago metropolitan area in Autumn 2011. The survey was designed to:

- Gain insight into the capabilities and priorities of local sites
- Identify areas where the Lab might provide assistance
- Provide a benchmark for growth in capabilities over time

Survey questions were aimed at eliciting the degree to which sites are:

- Deploying a wide range of commonplace tools for web publishing
- Utilizing newer channels such as social media and mobile
- Attuned to the importance of metrics in site management
- Open to sharing links and content with other sites
- Confident about their abilities to keep up with technology change
- Receptive to working with the Lab



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### **Notable findings include:**

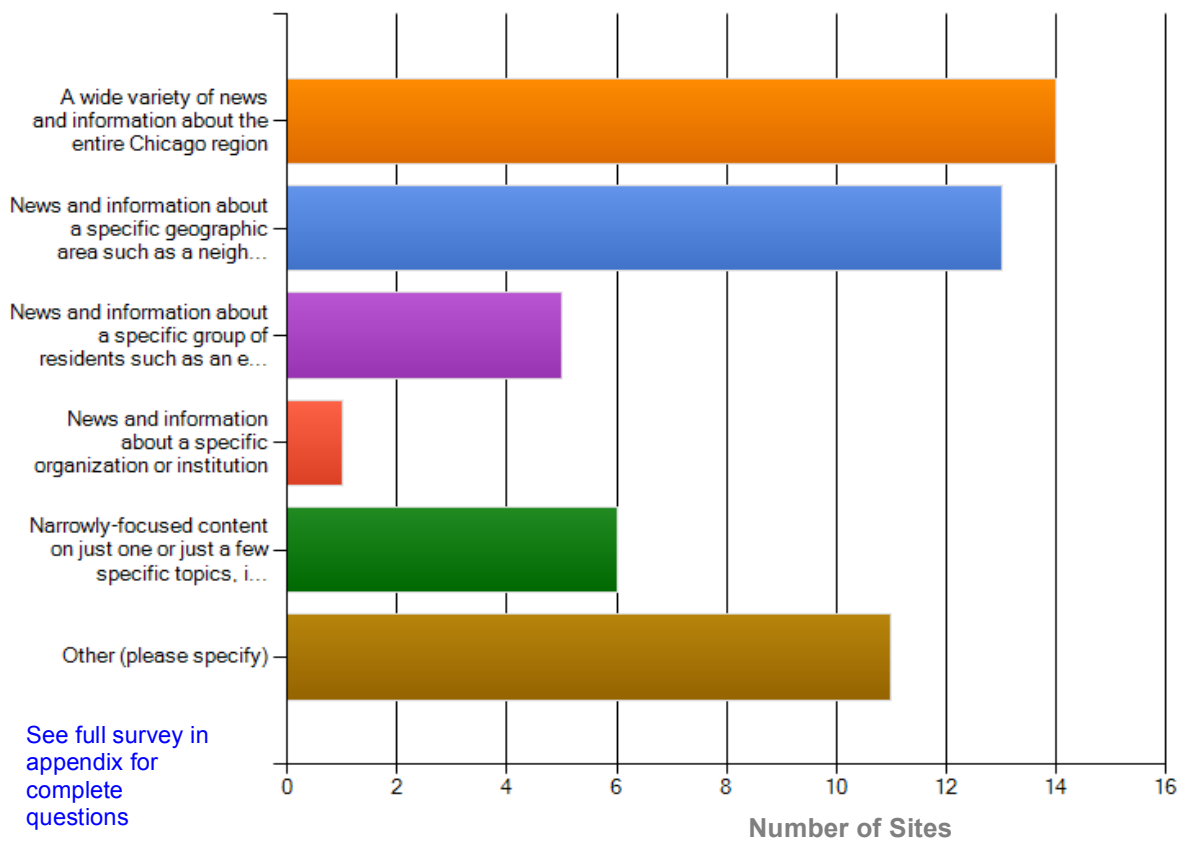
- Most publishers use a broad array of on-site tools to engage audiences, ranging from comment boards to video. More than 75% indicated they want to do more with multimedia in the near future. Most also said they have difficulty in changing the design of their sites and many find it difficult to implement new sections or pages.
- Use of Facebook and Twitter is commonplace and most sites believe use of social media is an important priority. Nearly a quarter of the respondents believe social media is important, but aren't satisfied with their own usage.
- Most sites have paid at least some attention to mobile devices, with phones viewed as higher priorities than tablets. A majority of sites see further mobile development as an important priority, but a lesser number are confident that they can make the improvements they need.
- Nearly half of the respondents are paying little or no attention to metrics. Improving their use of metrics was cited as a relatively important priority, but not an area where they indicated strong confidence in their abilities.
- While primarily focused on building their own site traffic and their own content, most sites understand the importance of interchange of traffic and content with other sites.
- Sentiment was mixed on respondents' self-evaluation on their abilities to keep up with changes in technology and user needs. Relatively few sites expressed low confidence in their abilities to keep up, but fewer than 40% of sites expressed strong confidence.

## **Methodology and Participation**

The survey was conducted via Survey Monkey from September 28 through October 24. Invitations to participate were e-mailed to 113 sites that had been previously identified by Northwestern faculty as providers of updated news and information. The initial invitation from the Lab was followed up with several subsequent e-mail reminders and phone calls.

Responses were received from 50 sites, including leading online-only publishers, sites affiliated with print publications, sites affiliated with community groups, and small grassroots start-ups. *(See graph for Q4.)* Slightly over a quarter of respondents said they covered “a wide variety of news and information about the entire region,” while the rest covered specific neighborhoods, topics, ethnic groups, and other narrower interests.

### **Question 4: Which of these best describes the focus of your website's content?**



Two-thirds of the sites indicated that they publish new content at least once a day, with more than half of all respondents indicating they publish new content multiple times a day. Only 12% indicated that they publish updates fewer than several times a week. 44% indicated they have been publishing for more than five years, with only 18% indicating they have been publishing less than three years. Based on an analysis of the types of sites responding, we are confident that the survey is a good reflection of the state of web publishing among small and midsize publishers in the Chicago metropolitan area. *(See Appendix A for a complete list of the 50 sites that participated in the survey, and Appendix B for a copy of the complete survey.)*

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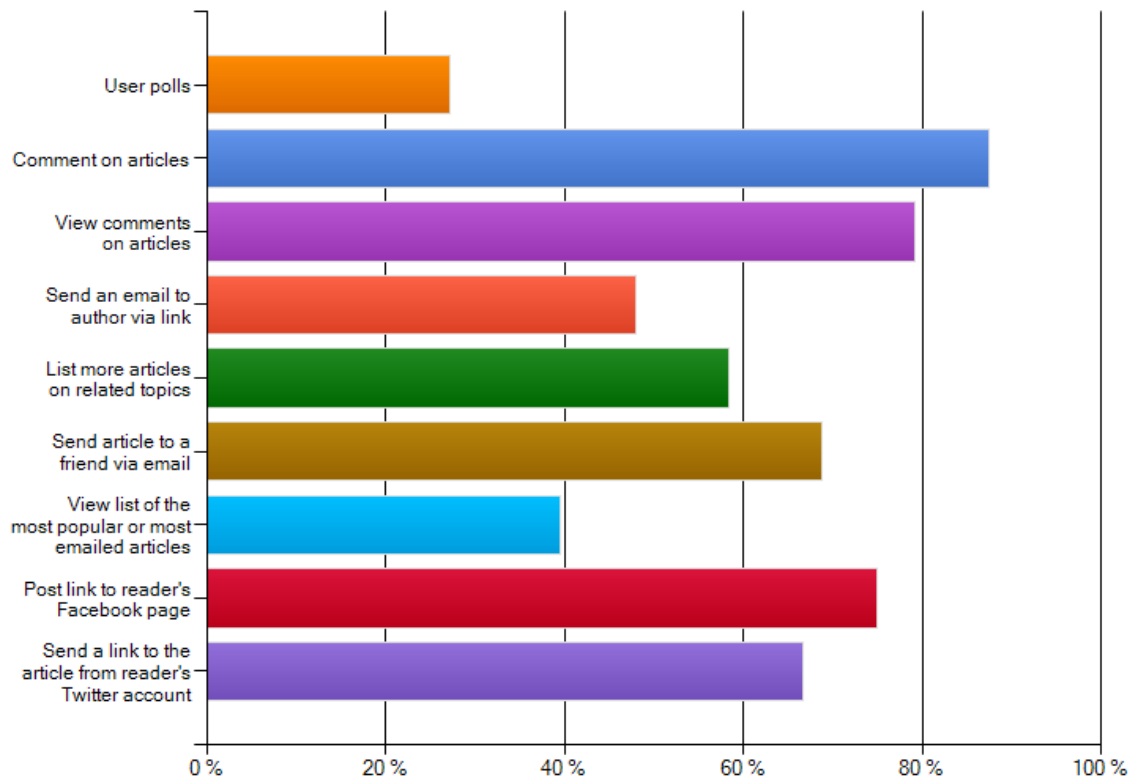


### **Site Features**

A majority of sites include a range of content-related features that enable readers to interact with site-produced content. More than 40 of the 50 sites enabled readers to comment on articles and more than two-thirds enabled readers to view comments and provide links to articles to other people via e-mail, Facebook, and Twitter.

The group is somewhat less robust in providing on-site features for content discovery. Fewer than 60% provide lists of more articles on related topics and fewer than 40% offer a “most e-mailed” or “most popular” list.

**Question 9: Which of the following features do you provide readers through buttons, badges, links, etc. Check all that apply.**

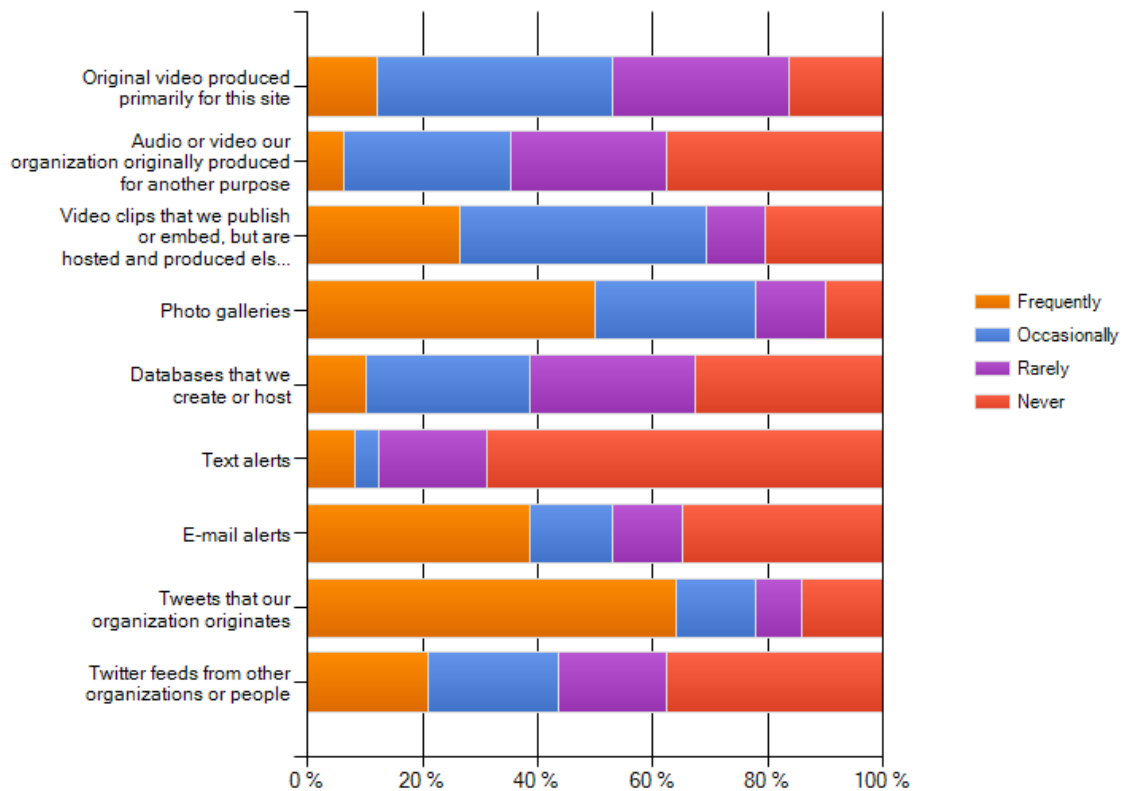


Responses indicated usage of a diverse set of content types and off-site delivery channels. Multimedia elements are commonplace—with an overwhelming number of sites using photo galleries and video at least occasionally. Just over half of respondents indicated that they at least occasionally feature original video produced primarily for the site and a large number of sites also include video hosted and produced elsewhere.

**New Channels: Social and Mobile**

While text alerts aren't utilized much and e-mail alerts are only used frequently by 40% of respondents, 64% said they frequently tweet. (See graph for Q11.) However, a majority of their sites rarely or never include Twitter feeds from other organizations or people.

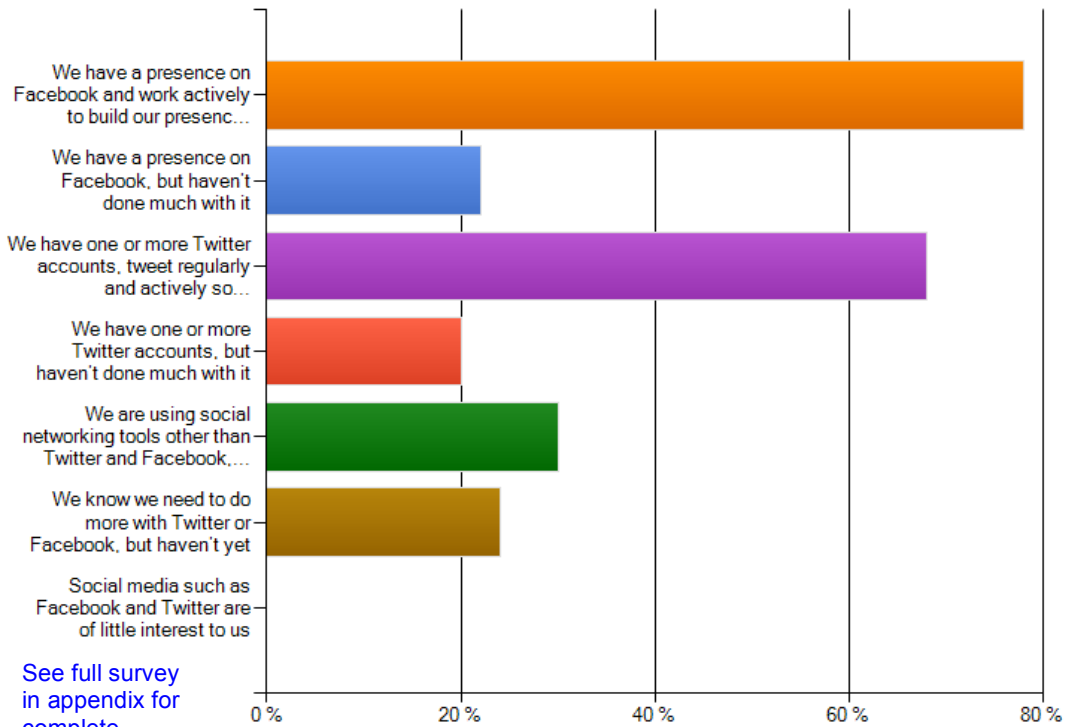
**Question 11: How frequently does your site publish these content types or tools?**



Twitter and Facebook have captured the attention of all of the sites—with not a single site among the 50 respondents indicating “little interest” in social media. Thirty percent indicated they are using social networking tools other than Twitter or Facebook. *(See graph for Q13.)* Slightly more than one-fifth of the sites indicated that they have a presence in social media, but “haven’t done much with it.” Thirty percent indicated they are using social networking tools other than Twitter or Facebook.

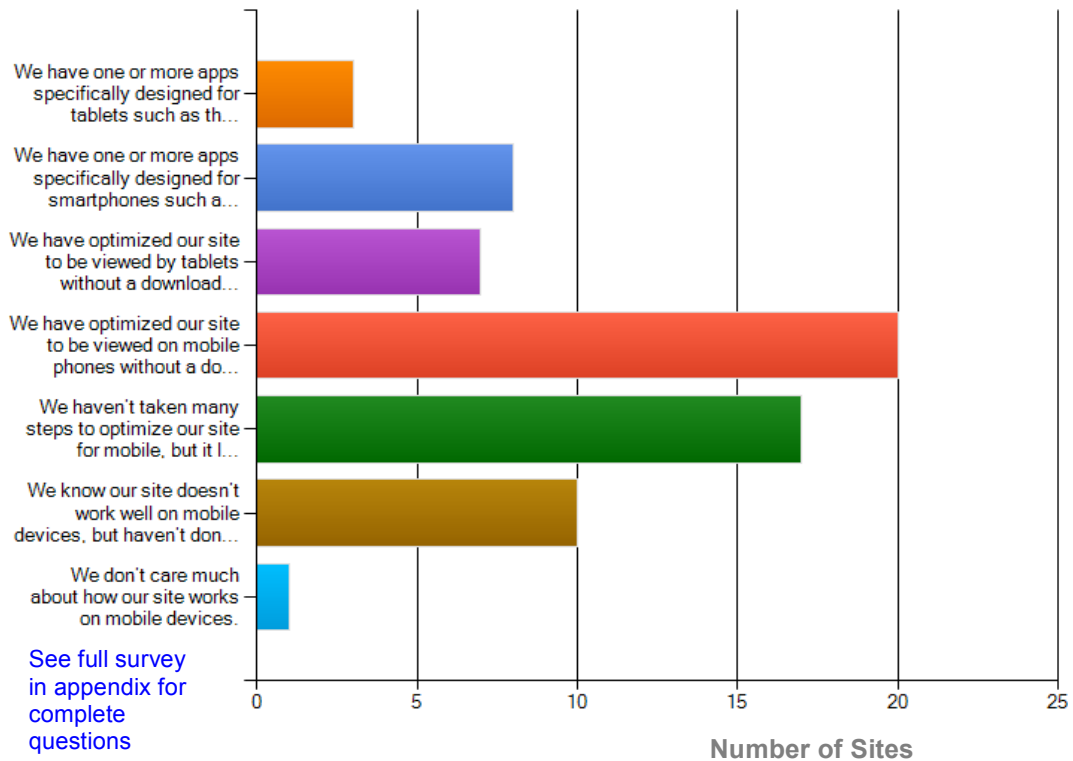
Only one site indicated “it didn’t care much about” how its site works on mobile devices, while another 20% said they know their sites don’t work well on mobile “but haven’t done much to improve it.” *(See graph for Q12.)* Three sites indicated they had an app for a tablet such as an iPad and eight said they had at least one app for smart phones. Forty percent indicated they had optimized their sites to be viewable on phones without a downloadable app.

**Question 13: Which of the following statements about social media describes your organization today? Check all that apply**



[See full survey in appendix for complete questions](#)

**Question 12: Which of the following describes your organization today? Check all that apply**



[See full survey in appendix for complete questions](#)

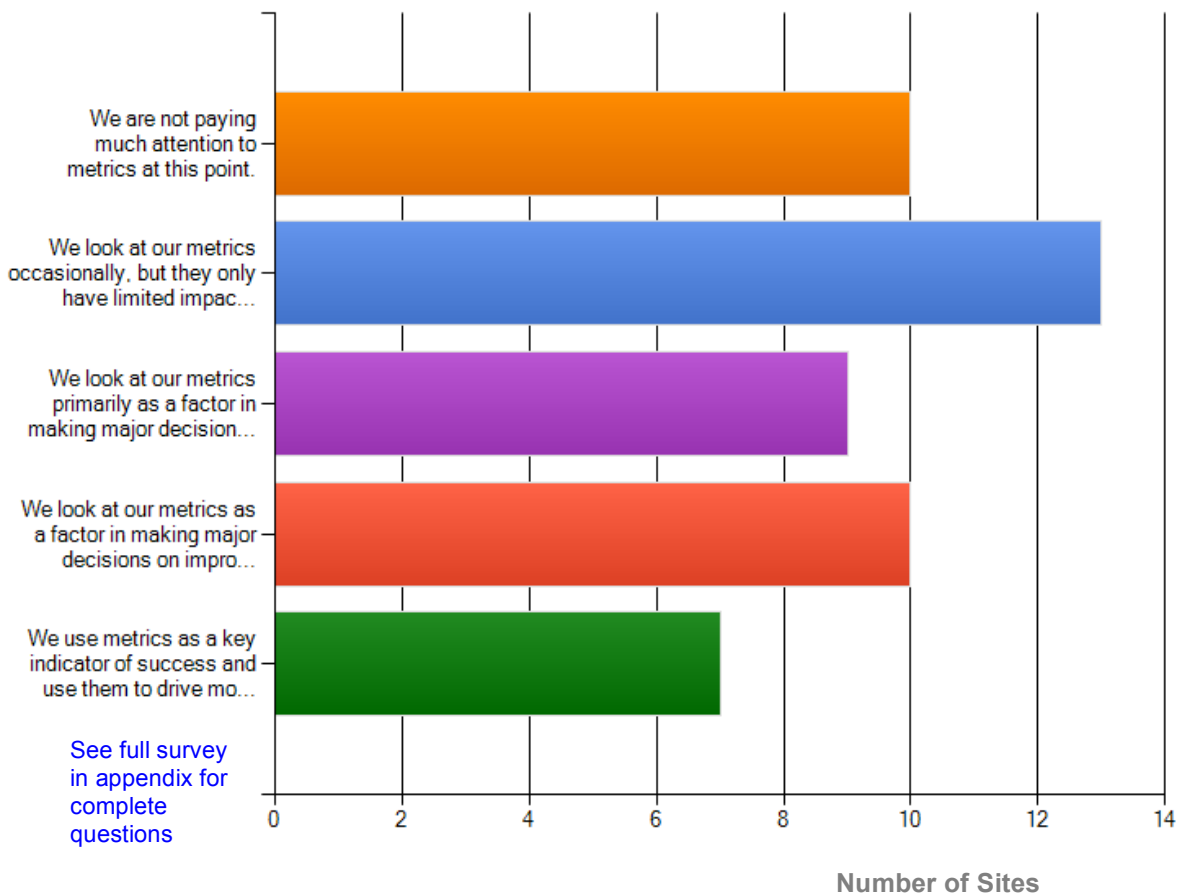
Number of Sites

## Use of Metrics

Although many sites indicated an awareness of the need to better understand how to use metrics for decision-making, only a minority does so now. (See graph for Q17.)

Only 7 of the 49 sites responding to the question said they use metrics as “a key indicator of success and use them to drive most of our decision-making” and an additional 10 said they are a factor in making both major decisions and routine decisions on a routine basis such as which articles to feature.

**Question 17: Which of the following best describes how metrics are used by your site for decision-making on content?**



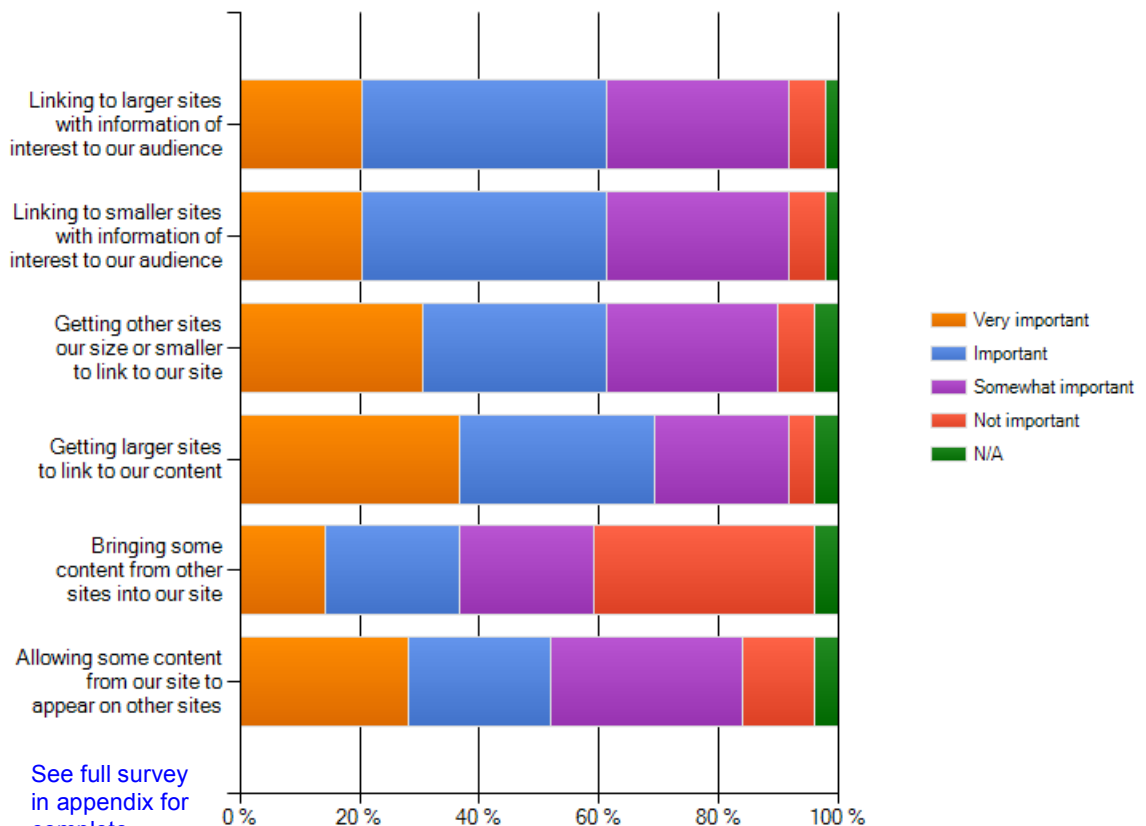


## Participation in the publishing ecosystem

Almost all sites see value in linking with other sites. (See graph for Q10.) Not surprisingly, links bringing inbound traffic from other sites to their own sites were valued highly (particularly from larger sites)—but 60% of sites think it is “important” or “very important” to provide links other sites (with apparently no preference whether the outbound links are to larger sites or smaller ones).

There was less enthusiasm indicated for incorporating content from other sites, with only 14% rating it “important” and 37% rating it “not important.” Sites were more enthusiastic about allowing their content to appear on other sites, with 84% rating it at least “somewhat important.”

**Question 10: How important is each of the following to your site?**



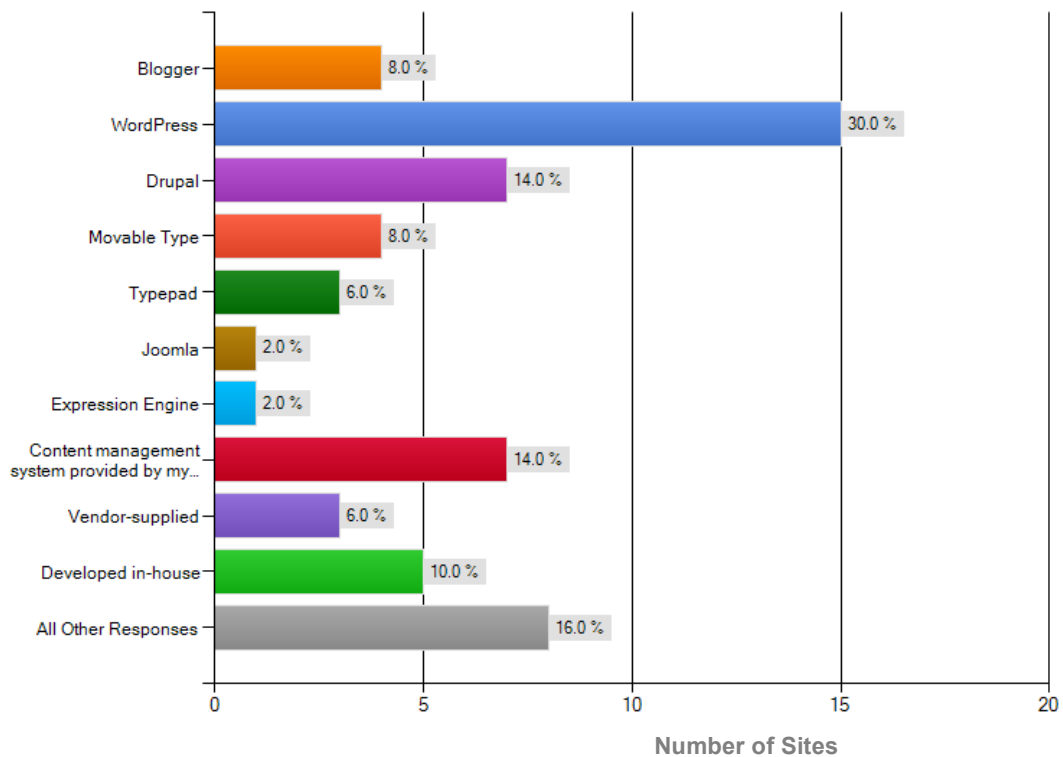
[See full survey in appendix for complete questions](#)

## Technology Capabilities

About 60% of respondents indicated that they have the ability to develop their own software, either through staff or external developers.

No single publishing platform predominates among the group—although 15 sites named WordPress. (See graph for Q21.) Next most popular was Drupal and a CMS “provided by my web hosting firm,” each choice named by seven sites.

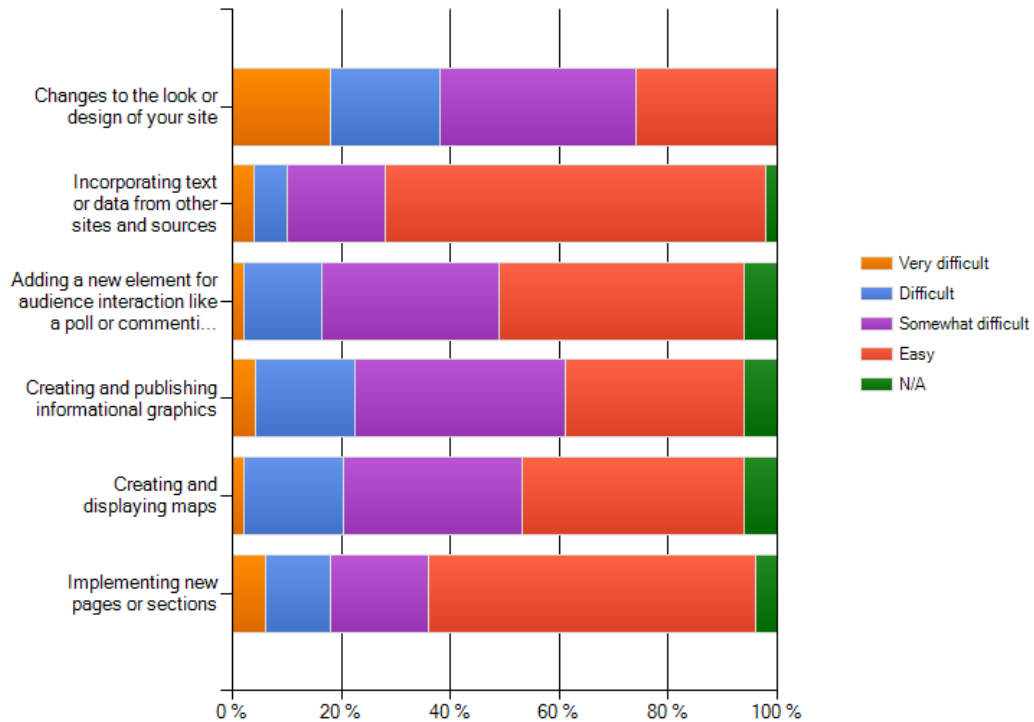
**Question 21: Which of these publishing platforms or content management systems does your site use? Check all that apply**



Tech challenges come in a variety of sizes for the respondents. Of six typical tasks listed, only two—incorporating content from other sources and implementing new pages or sections—was cited as “easy” by a majority of respondents. Even those tasks were found difficult by a notable minority of sites. (See graph for Q18.)

“Changes to the look or design” of a site were viewed as the most challenging, and 30 of the 50 sites found “creating and publishing informational graphics” to be at least somewhat challenging.

**Question 18: Please indicate how easy or difficult it is to make technological improvements to your site in each of the following areas.**



### **Priorities and Capabilities for Future Development**

A free-form question asked respondents to name “the single most important area where technology assistance would have the greatest value” and the 41 meaningful responses covered a wide range of topics. Several mentioned assistance with their particular content management platforms and several others mentioned publishing fundamentals such as usage of metrics, SEO and ad sales. The most easily identifiable area was mobile, which was mentioned in eight of the responses.

Asked in a structured question to evaluate possible improvements in their sites during the next year, most respondents rated search engine optimization, better use of metrics, adding multimedia, and using social media as their highest priorities. A majority of sites continue to ascribe importance to improving the management of user comments.

Sites were notably less interested in utilizing data and tweets from external sources on their own sites. Getting users to pay for content was not a priority for most of the sites responding to the survey.

Getting in better shape for mobile access was of moderate interest, with relatively few sites saying it was unimportant, but only about a third saying it was “very important.”

**Q14A: Looking ahead to possible improvements to your site in the next 12 months, how would you rate the importance of each of these issues?**

	Very Important	Important	Somewhat Important	Not Important
Making our content more visible to search engines like Google	<b>68%</b>	20%	6%	4%
Adding more multimedia elements like audio, video and photos	<b>50%</b>	28%	14%	8%
Efficiently managing user comments on our sites	<b>32%</b>	30%	24%	14%
Using Twitter or Facebook to engage audiences with our content	<b>64%</b>	28%	6%	2%
Efficiently managing Twitter feeds from external sources on our site	14%	18%	22%	<b>36%</b>
Understanding how to use metrics to make decisions	<b>40%</b>	36%	14%	6%
Publishing more data from external sources onto our site	6%	26%	<b>44%</b>	24%
Publishing more of our own databases on our site	18%	24%	<b>30%</b>	20%
Making our site better suited for mobile phones	<b>36%</b>	26%	28%	8%
Making our site better suited for tablets like iPads	<b>30%</b>	<b>30%</b>	24%	14%
Getting users to pay for access to some of our content	10%	12%	14%	46%

Additionally, respondents were asked to indicate their views of “whether your site will have access to the tools and expertise to accomplish” the indicated improvements—and responses generally tracked their importance to the site.

Given the importance that sites ascribed to understanding how to use metrics, only one-third believed they had the tools to accomplish the task. Respondents had a notable lack of confidence in their ability to make their sites better suited for tablets like iPads.

**Q14B: For those improvements you rate as Very Important or Important, please indicate your view of whether your sites will have access to the tools and expertise it needs to accomplish the task.**

	(number of sites)		
	We can accomplish	We have some abilities to accomplish	We cannot accomplish
Making our content more visible to search engines like Google	22	21	2
Adding more multimedia elements like audio, video and photos	23	20	2
Efficiently managing user comments on our sites	20	17	5
Using Twitter or Facebook to engage audiences with our content	32	15	0
Efficiently managing Twitter feeds from external sources on our site	12	11	3
Understanding how to use metrics to make decisions	16	21	5
Publishing more data from external sources onto our site	17	15	3
Publishing more of our own databases on our site	12	15	7
Making our site better suited for mobile phones	17	15	9
Making our site better suited for tablets like iPads	10	17	12

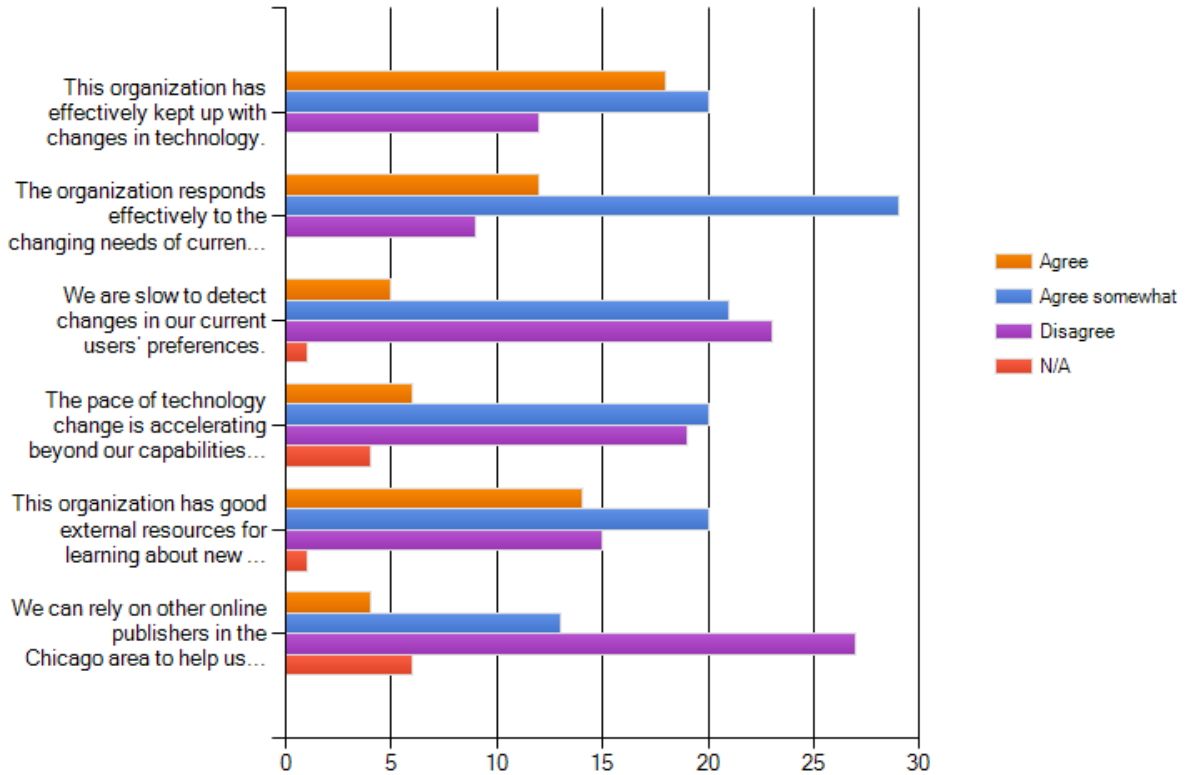
### **Technology Confidence**

In a series of questions designed to assess sites' confidence about their ability to keep up with change, responses indicated a definite—but not overwhelming—sense of concern. “Agree somewhat” was the most popular choice on these questions. *(See graph of Q15.)*

Respondents generally believe they “respond effectively to the changing needs of current users,” while not entirely disputing, that “the pace of technology change is accelerating beyond our capabilities to keep up in the future.”

They were also only moderately concerned about having good resources for learning about new technologies—although they aren't looking to local peers for guidance. Only about a third of sites said they “can rely on other publishers in the Chicago area to help us stay abreast of new technologies.”

**Question 15: The following list of statements is related to the ability of an online news organization to keep up with technological change. Thinking about your site, please indicate how well each statement describes your organization.**



\* The entire survey appears as Appendix B at the end of this report.

## Appendix A

### *Participating Sites*

Art Letter	Marina City Online
Beachwood Reporter	Mindful Metropolis
Bleed Cubbie Blue	Newcity
Catalyst Chicago	New Communities Program
Chicago Argus	Northwest Herald
Chicago Art Magazine	NWI.com
Chicago Classical Review	OakPark.com
Chicago Foodies	Pilsen Portal
Chicago Justice Project	Proyecto Latina
Chicago Magazine	Reflejos Bilingual Journal
Chicago News Cooperative	Rogers Park in 1000 Words
Chicago Reader	Skokie Net Community Information Network
Chicago Reporter	Small Business Executive
Chicago Theater Beat	Smart Communities
Chicagoist	Streetwise
Evanston Now	Suburban Life Publications
Expired Meter	The Voice Newspapers
Extra Newspaper	Time Out Chicago
Feast of Fun	TribLocal
Gapers Block	Uptown Update
Greater Auburn-Gresham Development Corporation	Vivelohoy
Hispanically Speaking News	WBEZ.org
Humboldt Park Portal	We the People Media
Illinois Review	Windy Citizen
Logan Square Neighborhood Association	Windy City Times/Windy City Media Group

Thank you for participating in this survey sponsored by the Knight News Innovation Lab. We are gearing up at the Lab to create programs and software to help online publishers in Chicagoland. This survey will help us better understand the needs of publishers. Your responses will be kept confidential and will only be published in the aggregate, meaning neither you nor your organization will be identifiable.

1. What is the name of your primary site or site that you oversee?

2. What is the URL of that site?

3. Does your company or organization operate any other sites providing news or information?

- Yes
- No

If you checked Yes, please list sites

Throughout the remainder of the survey, we would like you to answer the questions in reference to your primary site or site that you oversee, as indicated in your response to Question 1.

4. Which of these best describes the focus of your website's content?

- A wide variety of news and information about the entire Chicago region
- News and information about a specific geographic area such as a neighborhood or suburb
- News and information about a specific group of residents such as an ethnic group, nationality or occupation
- News and information about a specific organization or institution
- Narrowly-focused content on just one or just a few specific topics, interests or activities
- Other (please specify)

5. How often do you or your colleagues typically publish new content on the site?

- Multiple times a day
- Once a day
- A few times a week
- A few times a month
- Less than once a month
- Other (please specify)



6. How long has the site been operating?

- Less than one year
- 1-2 years
- 3-5 years
- 6-10 years
- More than 10 years

7. Which statement best describes the relationship of your site to other media outlets?

- We're closely related to a big media operation like a daily newspaper or broadcaster
- We're closely related to a small or mid-size media operation like a magazine or weekly newspaper
- We have a loose relationship with some print or broadcasting media, but we're mostly an independent online operation
- We're an independent online operation with no significant ties to other more-established media
- Other (please specify)

8. Which statement best describes your site's ownership?

- We're owned by a media company whose primary activity is print or broadcast media
- We're owned by a company or organization whose primary activity isn't media
- Our site (or group of sites) is our organization's or business' primary activity
- Other (please specify)

9. Which of the following features do you provide readers through buttons, badges, links, etc. Check all that apply.

- User polls
- Comment on articles
- View comments on articles
- Send an email to author via link
- List more articles on related topics
- Send article to a friend via email
- View list of the most popular or most emailed articles
- Post link to reader's Facebook page
- Send a link to the article from reader's Twitter account

10. How important is each of the following to your site?

	Very important	-Important	-Somewhat important	-Not important	-N/A
-Linking to larger sites with information of interest to our audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Linking to smaller sites with information of interest to our audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How important is each of the following to your site? *Continued.*

	Very important	–Important	–Somewhat important	–Not important	–N/A
-Getting other sites our size or smaller to link to our site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Getting larger sites to link to our content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Bringing some content from other sites into our site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Allowing some content from our site to appear on other sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. How frequently does your site publish these content types or tools?

	Frequently	Occasionally	Rarely	Never
Original video produced primarily for this site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio or video our organization originally produced for another purpose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video clips that we publish or embed, but are hosted and produced elsewhere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photo galleries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Databases that we create or host	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text alerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-mail alerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tweets that our organization originates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter feeds from other organizations or people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Which of the following describes your organization today? Check all that apply.

- We have one or more apps specifically designed for tablets such as the iPad.
- We have one or more apps specifically designed for smartphones such as iPhone or Android.
- We have optimized our site to be viewed by tablets without a downloadable app.
- We have optimized our site to be viewed on mobile phones without a downloadable app.
- We haven't taken many steps to optimize our site for mobile, but it looks pretty good anyway.
- We know our site doesn't work well on mobile devices, but haven't done much yet to improve it.
- We don't care much about how our site works on mobile devices.

13. Which of the following statements about social media describes your organization today?  
Check all that apply

- We have a presence on Facebook and work actively to build our presence there
- We have a presence on Facebook, but haven't done much with it
- We have one or more Twitter accounts, tweet regularly and actively solicit followers
- We have one or more Twitter accounts, but haven't done much with it
- We are using social networking tools other than Twitter and Facebook, such as Foursquare, GooglePlus, Digg or MySpace
- We know we need to do more with Twitter or Facebook, but haven't yet
- Social media such as Facebook and Twitter are of little interest to us

14. Looking ahead to possible improvements to your site in the next 12 months, how would you rate the importance of each of these issues? For those improvements that you rate as Very Important or Important, please indicate your view of whether your site will have access to the tools and expertise it needs to accomplish the task.

	A. Importance (Very, Important, Somewhat, Not)	B. Ability to accomplish task. (We can, Some Ability, We Cannot)
-Making our content more visible to search engines like Google	<input type="text"/>	<input type="text"/>
-Adding more multimedia elements like audio, video and photos	<input type="text"/>	<input type="text"/>
-Efficiently managing user comments on our sites	<input type="text"/>	<input type="text"/>
-Using Twitter or Facebook to engage audiences with our content	<input type="text"/>	<input type="text"/>
-Efficiently managing Twitter feeds from external sources on our site	<input type="text"/>	<input type="text"/>
-Understanding how to use metrics to make decisions	<input type="text"/>	<input type="text"/>
-Publishing more data from external sources onto our site	<input type="text"/>	<input type="text"/>
-Publishing more of our own databases on our site	<input type="text"/>	<input type="text"/>
-Making our site better suited for mobile phones	<input type="text"/>	<input type="text"/>
-Making our site better suited for tablets like iPads	<input type="text"/>	<input type="text"/>
-Getting users to pay for access to some of our content	<input type="text"/>	<input type="text"/>

15. The following list of statements is related to the ability of an online news organization to keep up with technological change. Thinking about your site, please indicate how well each statement describes your organization.

	Agree	Agree somewhat	Disagree	N/A
-This organization has effectively kept up with changes in technology.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-The organization responds effectively to the changing needs of current users.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-We are slow to detect changes in our current users' preferences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-The pace of technology change is accelerating beyond our capabilities to keep up in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-This organization has good external resources for learning about new technologies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-We can rely on other online publishers in the Chicago area to help us stay abreast of new technologies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. Please assign percentages of approximately how much time, money or other measures contribute to the following categories thinking about the overall effort that goes into your site.

	Less than 10%	Half or less than 50%	More than 50%	More than 75%	N/A
-Producing original content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Finding content we want to link to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Cultivating, managing and responding to user comments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Selling advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Raising money from sources other than advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Attracting a larger audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Managing technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Which of the following best describes how metrics are used by your site for decision-making on content?

- We are not paying much attention to metrics at this point.
- We look at our metrics occasionally, but they only have limited impact on decision-making.
- We look at our metrics primarily as a factor in making major decisions on improving our site.
- We look at our metrics as a factor in making major decisions on improving our site and making smaller decisions on a frequent basis (such as which articles to feature).
- We use metrics as a key indicator of success and use them to drive most of our decision-making about our site

18. Please indicate how easy or difficult it is to make technological improvements to your site in each of the following areas.

	Very difficult	Difficult	Somewhat difficult	Easy	N/A
-Changes to the look or design of your site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Incorporating text or data from other sites and sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Adding a new element for audience interaction like a poll or commenting area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Creating and publishing informational graphics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Creating and displaying maps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Implementing new pages or sections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. What is the single most important area where technology assistance would have the greatest value for your site?

20. Which of these statements best describes your capabilities for developing software for your site?

- We have one or more in-house developers
- We don't have developers on staff, but have access to one or more external developers we have used in the past
- We don't have developers on staff, have used external developers in the past, but have no one we can currently rely on
- We do not have the capacity to develop software for our site
- Our parent company does software development for all of its sites, and we can't do much that's unique for us

21. Which of these publishing platforms or content management systems does your site use?  
Check all that apply

- Blogger
- WordPress
- Drupal
- Movable Type
- Typepad
- Joomla
- Expression Engine
- Content management system provided by my web or hosting firm
- Vendor-supplied
- Developed in-house
- Other (please specify)

22. In the most recent month for which data are available

How many unique visitors did your site attract?

What source do you use to measure unique visitors?

How many page views did your site generate?

What source do you use to measure page views?

23. What range best describes your site's total annual expenses in the last calendar year?

- Less than \$100,000
- \$100,000 to \$500,000
- More than \$500,000
- Other (please specify)

24. Please rank the top three sources of revenue for your site

	#1	#2	#3
Local advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National advertising, including	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google AdSense	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Donations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Endowment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Subscription	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Syndication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training or consulting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales of goods and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transactions, such as Groupon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Venture capital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25. Optional: Whom should we contact for more information about your organization's technology needs?