Testimonials

I was pleasantly surprised to see the close resemblance to the results from our 2000 readership survey to the Pulse/NNA on-line results. It validated, in my mind, the potential accuracy of a voluntary on-line survey like this.

The survey helped benchmark some of the results from earlier surveys. It becomes another helpful tool for our editorial staff, making the newspaper more readable. It also provides valuable information that gives our advertising staff a leg up on the competition, understanding the buying habits of our readers, enabling the staff to focus selling efforts on the right mix of advertisers.

Bill James, Editor/Assistant Publisher
The Daily Republic, Fairfield, California
Circulation: 21,500 daily and 22,500 Sunday

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It has been my pleasure to work with Pulse Research through the National Newspaper Association reader survey. I have known about Pulse for a number of years and had been hoping to utilize their services.

The nature of the survey was through the Internet and our goal was to attract 200 respondents to take the survey. The survey was very comprehensive in nature and covered a wide variety of the services we offer. Sample ads and news stories provided by Pulse helped us kick off the survey in a professional manner in our paper. The constant promoting on our front page, our editorial page and in other places in the paper meant that we attracted enough respondents in less than a month.

Working with the Pulse Research staff was easy and enjoyable. They answered questions, either through telephone calls or email, and handled any issues involving the survey in a timely manner. If we knew of respondents who had difficulty accessing the site, we passed their questions onto the Pulse staff. Copies of correspondence were passed along to me so we knew issues were judiciously handled.

We feel the survey includes information that will help us in many areas. Most important, the survey will help us better serve our current customers and help us serve an ever-greater number of customers. It is our goal that the survey will help us publish an even better newspaper.

Sincerely

P. Carter Newton
Galena Gazette