

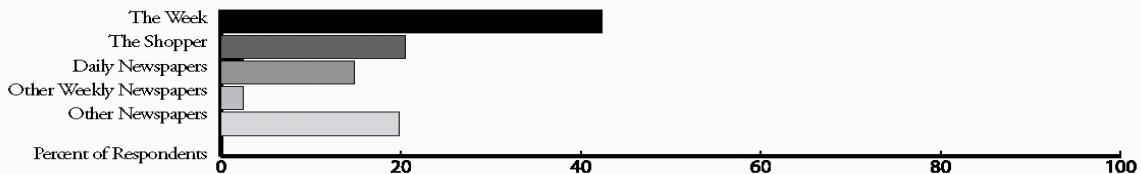
# theWeek.

## Independent Newspaper Survey.

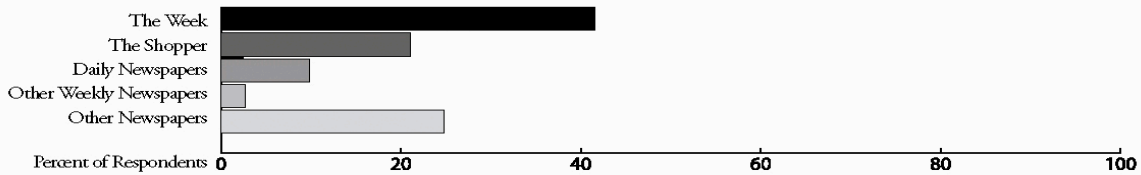
Conducted by Certified Audit of Circulations  
Based on September 30, 2006 audit

**Methodology:** Primary market was defined by zip code. Respondents within the defined area were randomly selected from an electronic directory by zip code according to the quotas. Only adult members of residential households were eligible as respondents. Survey results directly correlate to the number of completed interviews; margin of error not to exceed plus/minus 2.2 percent.

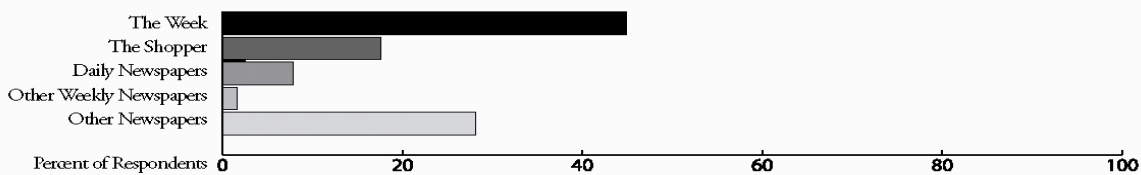
Which paper do you read the most?



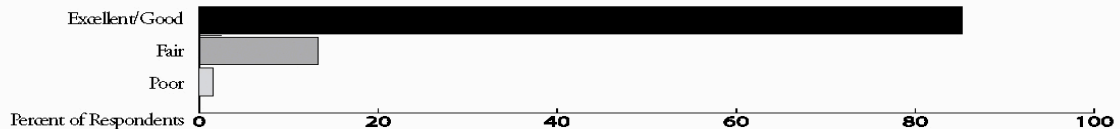
Which paper has the highest quality of writing and photography?



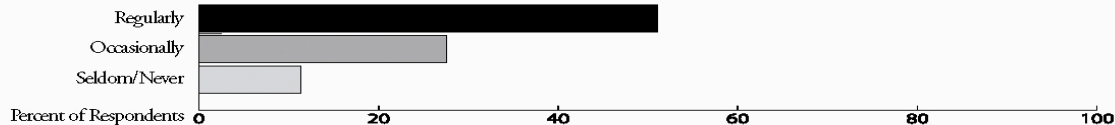
What paper have you mentioned to a friend for any reason such as an article, picture, or ad, you thought they might like to read?



How would you rate the overall content of The Week?



How often do you read The Week?



## What Walworth County reads in print & online.

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