



Sunday Specials Survey Results 2025

The Philadelphia Inquirer

Subscriber Satisfaction Survey

Sunday Special - 250th Preview

Summary

The 250th Preview Sunday Special ran on December 28, 2025 and highlighted future events scheduled around Philadelphia for 2026 in celebration of the nation's birthday.

Survey Questions

Top Responses to each question

- 1. How satisfied are you with the print paper this month?**
 - 38% responded Satisfied
- 2. Rate the content of The Inquirer's 250th Preview**
 - 33% gave a 5 star rating
- 3. How satisfied are you with your overall experience with the Philadelphia Inquirer?**
 - 43% responded as Satisfied
- 4. Do you think The Inquirer's 250th Preview adds value to your print subscription?**
 - 23% responded that the Guide added a Moderate Amount of Value
- 5. What topics would you like to see in future special editions?**
 - More South Jersey coverage/ news
 - More/ongoing 250th event coverage and calendars

Satisfaction Results

Satisfaction with the content of the 250th Preview Special:

3.49 ★

average rating



64% believed it had some level of added value



Performance

- **Highest rated Sunday Special** next to the Shore Guide.
- **358** subscribers completed the survey - **largest response of 2025**
- **e-Edition:** The 250th Preview brought in 3,891 e-Edition views from 227 users. This resulted in **39% more** e-Edition users vs. our baseline premium editions average.

[250th Preview Subscriber Survey Results \(Raw Data\)](#)
[2025 Sunday Special Surveys Results Summary](#)

Any questions? Contact Daphne Finch in Consumer Marketing



Subscriber Satisfaction Survey

Sunday Special - Friendsgiving

Summary

The Inquirer's Friendsgiving Special ran on October 26, 2025 featuring seasonal editorial copy and recipes.

Survey Questions

Top Responses to each question

- How satisfied are you with the print paper this month?**
 - 36% responded Very Satisfied
- Rate the content of The Inquirer's Friendsgiving**
 - 29% gave a 4 star rating
- How satisfied are you with your overall experience with the Philadelphia Inquirer?**
 - 44% responded as Satisfied
- Do you think The Inquirer's Friendsgiving adds value to your print subscription?**
 - 28% responded that the Friendsgiving added no value at all
- What topics would you like to see in future special editions?**
 - Recipes (including easy, vegan, and holiday recipes)
 - Local news and investigative reporting (hard news, city issues, economy, jobs)

Satisfaction Results

Satisfaction with the content of the Friendsgiving Special:

3.34 ★

average rating



71% believed it had some level of added value

Performance

- 103** subscribers **completed the survey.**
- e-Edition:** Friendsgiving brought in **200 total users to the e-Edition** resulting in 2,585 views.
- The Friendsgiving special received **23% more** users vs our baseline premium editions average.

[Friendsgiving Survey Results \(Raw Data\)](#)
[2025 Sunday Special Surveys Results Summary](#)

Any questions? Contact Daphne Finch in Consumer Marketing



Subscriber Satisfaction Survey

Sunday Special - Fall Arts Guide

Summary

The Inquirer's Fall Arts Guide ran on September 28, 2025 featuring major openings, can't-miss shows, and the local artists making waves.

Survey Questions

Top Responses to each question

- How satisfied are you with the print paper this month?**
 - 41% responded Satisfied
- Rate the content of The Inquirer's Fall Arts Guide**
 - 35% gave a 5 star rating
- How satisfied are you with your overall experience with the Philadelphia Inquirer?**
 - 48% responded as Satisfied
- Do you think The Inquirer's Fall Arts Guide adds value to your print subscription?**
 - 28% responded that the Fall Arts Guide added no value at all
- What topics would you like to see in future special editions?**
 - More sports coverage, including scores, standings, box scores, and detailed sports reporting.
 - Arts and cultural events, such as museum exhibits, concerts, festivals, and classical concert reviews.

Satisfaction Results

Satisfaction with the content of the Fall Arts Guide:

3.28 ★

average rating



68% believed it had some level of added value



Performance

- e-Edition:** The Fall Arts Guide brought in **207 total users to the e-Edition** resulting in 2,334 views.
- The Fall Arts Guide had **20% more** users vs our baseline premium editions average.

[Fall Arts Guide Survey Results \(Raw Data\)](#)
[2025 Sunday Special Surveys Results Summary](#)

Any questions? Contact Daphne Finch in Consumer Marketing



Subscriber Satisfaction Survey

Sunday Special - Shore Guide

Summary

The Inquirer's Shore Guide ran on May 25, 2025 as our first Sunday Special for print subscribers.

Survey Questions

Top Responses to each question

- 1. How satisfied are you with the print paper this month?**
 - 39% responded Very Satisfied
- 2. Rate the content of The Inquirer's Shore Guide**
 - 44% gave a 5 star rating
- 3. How satisfied are you with your overall experience with the Philadelphia Inquirer?**
 - 40% responded as Satisfied
- 4. Do you think The Inquirer's Shore Guide adds value to your print subscription?**
 - 34% responded that the Shore Guide added a Great Deal of value
- 5. What topics would you like to see in future special editions?**
 - Restaurants and Dining
 - Activities and Things to Do

Satisfaction Results

Satisfaction with the content of the Shore Guide:

3.74★
average rating



84% believed it had some added value



Performance

- **213** subscribers **completed the survey.**
- **e-Edition:** The Shore Guide brought in **634 total users** to the e-Edition resulting in 9,944 views.
- The Shore Guide drove **the most users** to the e-Edition, with a **144% increase** vs our baseline premium editions average.

[Shore Guide Survey Results \(Raw Data\)](#)
[2025 Sunday Special Surveys Results Summary](#)

Any questions? Contact Daphne Finch in Consumer Marketing

