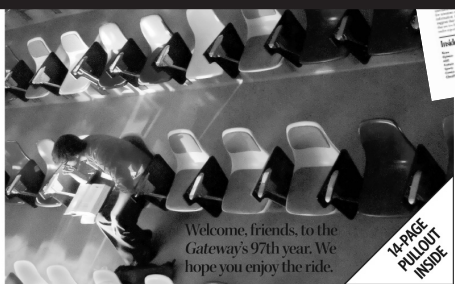




The Gateway 2007 Reader Survey: Now with a veritable plethora of radtacular prizes!



Tell us about you

Where do you live?

- ☐ At home (with parents) ☐ On campus
☐ Off campus

How old are you? _____

Are you:

- ☐ Male ☐ Female

E-mail: _____

This survey is completely anonymous, but prizes will be awarded to randomly drawn surveys, including a \$100 Bookstore certificate, magazine subscriptions to *The Walrus*, *Harper's* and *Maclean's*, *Gateway* T-shirts, mugs and bound editions and tons of CDs, movie passes and books!

THE GATEWAY

Swooning over mind-numbing demographic statistics since 1910



THE GATEWAY

volume XXIII election special • the official student newspaper at the university of alberta • www.thegatewayonline.ca • Friday, 8 march, 2007

JANZ THE MAN



It's your turn to let us know what you've thought about our fine publication this year. Was it a festival of radness? Or an exercise in futility?

Complete this survey and hand it in at the Gateway office in 3-04 SUB, or at InfoLink Information Booths in SUB, CAB, HUB, or ETLC by 3pm on 5 April, 2007.

How often do you read the *Gateway*?

- ☐ Never ☐ Less than once a month ☐ Monthly
☐ Weekly ☐ Twice weekly

How often do you read the *Gateway* online?

- ☐ Never ☐ Less than once a month ☐ Monthly
☐ Weekly ☐ Twice weekly

With 1 being the most important to you, rank the sections of the *Gateway* from 1 to 6:

- __ News ☐ Opinion
__ Sports ☐ Arts & Entertainment
__ Comics ☐ Features

On average, how long do you spend reading each section of the *Gateway* (in minutes)?

- __ News ☐ Opinion
__ Sports ☐ Arts & Entertainment
__ Comics ☐ Features

Rate the following from 1 to 5, where 1=awful and 5=totally rad:

- | | | | | | |
|---|---|---|---|---|---|
| How convenient do you find the <i>Gateway's</i> distribution points? | 1 | 2 | 3 | 4 | 5 |
| How would you rate the <i>Gateway's</i> new website? | 1 | 2 | 3 | 4 | 5 |
| How would you rate this year's news section? | 1 | 2 | 3 | 4 | 5 |
| How informative do you find the news section? | 1 | 2 | 3 | 4 | 5 |
| How would you rate this year's opinion section? | 1 | 2 | 3 | 4 | 5 |
| How do you like the editorial cartoons? | 1 | 2 | 3 | 4 | 5 |
| How funny do you find the opinion section? | 1 | 2 | 3 | 4 | 5 |
| How informative do you find the opinion section? | 1 | 2 | 3 | 4 | 5 |
| How would you rate this year's arts & entertainment section? | 1 | 2 | 3 | 4 | 5 |
| How would you rate this year's sports section? | 1 | 2 | 3 | 4 | 5 |
| How would you rate this year's features? | 1 | 2 | 3 | 4 | 5 |
| How would you rate this year's comics? | 1 | 2 | 3 | 4 | 5 |
| How would you rate the <i>Gateway's</i> photography? | 1 | 2 | 3 | 4 | 5 |
| How would you rate the <i>Gateway's</i> design and overall sexiness? | 1 | 2 | 3 | 4 | 5 |
| How would you rate the <i>Gateway's</i> coverage and representation of: | | | | | |
| Women and women's issues | 1 | 2 | 3 | 4 | 5 |
| Visible minorities and minorities' issues | 1 | 2 | 3 | 4 | 5 |
| Undergraduate students and lifestyle | 1 | 2 | 3 | 4 | 5 |
| Graduate students and lifestyle | 1 | 2 | 3 | 4 | 5 |
| Overall, how would you rate <i>Gateway</i> this year? | 1 | 2 | 3 | 4 | 5 |

What section do you read the most?

- ☐ Arts & Entertainment ☐ Sports ☐ Opinion ☐ News
☐ Comics ☐ Features

What type of *Gateway* News articles do you read most?

- ☐ Campus news ☐ Local news ☐ People profiles
☐ Streeters ☐ Science and technology
☐ National news

What type of *Opinion* articles do you read most?

- ☐ Political commentary ☐ Humour ☐ Student life
☐ Self-deprecation

What type of *A&E* articles do you read most?

- ☐ Movies ☐ Theatre ☐ CD/Game reviews ☐ Music
☐ Visual arts

How would you rate the *Gateway's* print ad content?

- ☐ Too much ☐ Too little ☐ Just right

Are you aware that University of Alberta students pay a \$2.73 per term student fee to fund the *Gateway* as an autonomous, not-for-profit journalism society?

- ☐ Yes ☐ No

Short-Answer Questions

What about the paper makes you want to pick it up?

What would you like to see more of in the *Gateway*?

What should each section of the paper (news, A&E, sports, opinion, comics, features) do that it currently doesn't?

What should the new website do that it doesn't?

Do you like the comments feature on the website? Why or why not?

What was the most memorable article you read in the *Gateway* this year? Most memorable photo? Any particular reason why?

What was the worst article you read in the *Gateway* this year? Worst photo? Any particular reason why?

Have you ever thought about volunteering for the *Gateway*? Why or why not?

Who are your favourite *Gateway* writers/photographers/comic artists? Why?

In one word, how would you describe the *Gateway*?

Do you prefer to read the *Gateway* in print or online?

What pickup location do you normally get the *Gateway* from?

What, if any, pickup locations would you like to see added?

If you're a returning student, do you think the *Gateway* has gotten better or worse since you first came to the U of A / first started reading it? Why?

Have you noticed any changes made to the *Gateway* in the last year? Tell us about them.

Please add any additional comments here: