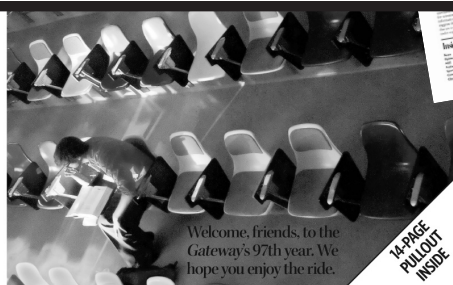




The Gateway 2007 Reader Survey: Now with a veritable plethora of radtacular prizes!



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.

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:

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



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 Gateway's distribution points? 1 2 3 4 5
How would you rate the Gateway's 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 Gateway's photography? 1 2 3 4 5
How would you rate the Gateway's design and overall sexiness? 1 2 3 4 5
How would you rate the Gateway's 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 Gateway 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

THE GATEWAY

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JANZ THE MAN

