

The Gateway 2008 Reader Survey:

Probably more interesting than your Stats 141 class

It's your turn to let us know what you think about *The Gateway*. Is it a twice-weekly tradition or blasphemous birdcage liner? Right-wing propaganda or liberal conspiracy?

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 ETL by 3pm on Friday, 4 April, 2008 and you could win prizes!

How often do you read the Gateway?

- Rarely Monthly
 Weekly Twice weekly

How often do you read the Gateway Online?

- Rarely Monthly
 Weekly Twice weekly

The Gateway publishes:

- Too many issues Not enough issues Just enough issues

The Gateway's issues are:

- Too big Too small Just right

The Gateway's ad-to-content ratio is:

- Too high (too many ads) Too low (could stand for more ads)
 Just the right balance

With 1 being your favourite, rank the sections of the Gateway from 1 - 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

What type of Gateway news articles do you read most?

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

What type of opinion articles do you read most?

- Political commentary Humour/satire Student life
 Weird/random musings Point-Counterpoint

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

- Film Theatre Music Gaming
 Visual arts Commentaries

Are you aware that University of Alberta students pay a \$2.90-per-term student levy to help fund the Gateway?

- Yes No

Are you aware that the Gateway is autonomous from the SU and University?

- Yes No

Are you aware that any student can volunteer for the Gateway?

- Yes No

Are you aware that the Gateway now publishes six issues in the summer (3 per term)?

- Yes No

How interested would you be in reading a quarterly magazine published by the Gateway featuring long-form journalistic pieces, in-depth profiles, photo essays, book and art reviews, and other neat things that don't really fit a newspaper format? (1=not at all and 5=very interested)

- 1 2 3 4 5

What type of levy increase would you be in favour of for such a venture (on top of the current \$2.90 levy you already pay)?

- "None—pay for it your damn selves" +\$0.25 (\$3.15 per term)
 +\$0.50 (\$3.40 per term) +\$1.00 (\$3.90 per term)
 +\$2.00 (\$4.90 per term) +\$3.00 (\$5.90 per term)
 "I'd pay anything for a Gateway magazine!"

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

PRINT EDITION

How convenient do you find the Gateway's distribution points?

- 1 2 3 4 5

How would you rate this year's news section?

- 1 2 3 4 5

How would you rate this year's opinion section?

- 1 2 3 4 5

How would you rate the editorial cartoons?

- 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 this year's illustrations?

- 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 layout and design?

- 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

Local Issues and Edmonton lifestyles

- 1 2 3 4 5

SU policy and administration

- 1 2 3 4 5

University policy and administration

- 1 2 3 4 5

In general, how would you rate Gateway's relevance to students?

- 1 2 3 4 5

Overall, how would you rate Gateway this year?

- 1 2 3 4 5

WEBSITE

How would you rate the Gateway Online's navigability and ease of use?

- 1 2 3 4 5

How would you rate the design?

- 1 2 3 4 5

How would you rate the timeliness of its content?

- 1 2 3 4 5

How would you rate the search and archiving functions?

- 1 2 3 4 5

How would you rate the photo gallery?

- 1 2 3 4 5

How would you rate the editors' playlist?

- 1 2 3 4 5

How would you rate the blogs?

- 1 2 3 4 5

How would you rate the email newsletter?

- 1 2 3 4 5

How would you rate the online archives?

- 1 2 3 4 5

Overall, how would you rate the the Gateway Online?

- 1 2 3 4 5

Bonus Lightning Round!

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

If you or someone you know has decided to stop reading the Gateway, what were the reasons?

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

What improvements would you like to see to the Gateway Online?

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

What was the best article, photo, and/or illustration in the Gateway this year? Why?

What was the worst article, photo, and/or illustration in the Gateway this year? Why?

What were the best/worst front covers in the Gateway this year? Why?

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

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

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

If you're a returning student, do you think the Gateway has gotten better or worse since you first started reading it? Why?

Please add any additional comments here:

Where do you live?

- At home (with parents) On campus
 Off campus

How old are you? _____

Are you:

- Male Female Other

What's your faculty/program?: _____

What year?: _____

E-mail: _____

Would you like to be added to the Gateway's weekly email newsletter?

- Yes No

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, frisbees, and toques; and tons of swag from our A&E fun sack!

Take the survey online at
www.thegatewayonline.ca/survey