

the MANITOBAN

THE OFFICIAL UNIVERSITY OF MANITOBA STUDENTS' NEWSPAPER

READER SURVEY

NAME: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

MULTIPLE CHOICE (47%)



PLEASE INDICATE YOUR RESPONSE BY PLACING AN 'X' IN THE APPROPRIATE BOX FOR EACH OF THE QUESTIONS BELOW

A. GENERAL

1. SELECT WHICH OF THE FOLLOWING BEST DESCRIBES YOU:

- Current U of M student
- U of M alumnus
- U of M staff/faculty
- Current or former student at another university or college.
- None of the above

2. WHICH YEAR OF STUDY ARE YOU CURRENTLY COMPLETING?

- First
- Second
- Third
- Fourth
- Graduate program
- Other
- Not a student

3. WHAT IS YOUR GENDER?

- Male Female Other

4. WHAT AGE GROUP DO YOU FIT IN?

- Under 17 30-35
- 17-19 35-40
- 20-22 41-50
- 23-25 50+
- 26-29

5. HOW DO YOU SELL YOUR TEXTBOOKS?

- through the Bookstore directly (to people)
- through the Archives through classifieds@themanitoban.com

B. MEDIA

1. WHICH MEDIUM IS YOUR MAIN SOURCE OF INFORMATION?

- Internet
- TV
- Newspapers
- Radio
- Personal Contact
- Books
- Other _____

2. WHICH OTHER PUBLICATIONS DO YOU READ ON A REGULAR BASIS? (CHOOSE ALL THAT APPLY)

- Winnipeg Free Press
- Winnipeg Sun
- Uptown Magazine
- Globe and Mail
- National Post
- Exclaim!
- The Uniter
- Swerve
- Stylus
- Other _____

3. DO YOU THINK THAT MANITOBA IS ADEQUATELY SERVED BY ITS CURRENT GROUP OF WEEKLY PUBLICATIONS?

- VERY POOR EXCELLENT
- 1 2 3 4 5 6 7

C. MANITOBAN

1. HOW OFTEN DO YOU READ THE MANITOBAN?

- Weekly
- Every two to three weeks
- Once a month
- Every two to three months
- Rarely

2. ON AVERAGE, HOW MUCH TIME DO YOU SPEND READING AN ISSUE OF THE MANITOBAN?

- 5-10 minutes 30-45 minutes
- 10-20 minutes 45-60 minutes
- 20-30 minutes 61+ minutes

3. HOW WOULD YOU RATE THE QUALITY OF THE CONTENT IN THE MANITOBAN?

- CRAPPY AWARD-WINNING
- 1 2 3 4 5 6 7

4. WHAT COULD THE MANITOBAN DO TO ENCOURAGE YOU TO READ THE PAPER MORE?

- more contests better topics
- fewer errors better visuals
- better writing more pickup locations
- less offensive language more offensive language

5. WHY DO YOU READ THE MANITOBAN? (CHOOSE ALL THAT APPLY.)

- To stay informed about the U of M and greater community
- To see what students are up to now
- As a source of alternative media or information
- To see what issues are of concern to students
- To pass the time
- To be entertained
- For the cover art/graphics/photos/comix
- Because it is available

D. SECTIONS

1. PLEASE INDICATE THE THREE SECTIONS THAT YOU READ/ENJOY THE MOST IN THE MANITOBAN:

- News A & E
- Comment/Letters Sports
- Editorial UMSU Page
- Features Event Listings
- Life & Culture Comics

The Manitoban reader survey is an annual event — one in which we ask you, the reader, to do the writing. What do you think? What do you hate? Fill out this form to win prizes, and the best reward of all — more prizes. And a better student newspaper. Score!

EVERY COMPLETED SURVEY IS ELIGIBLE TO WIN ONE OF:

- (1) FREE LUNCH PRIZE PACK: \$100 OF GIFT CERTS TO DAILY BREAD CAFE, PLUS A SHAPES GYM MEMBERSHIP TO WORK IT OFF!
- (2) HOCKEY PRIZE PACKS: 2 MOOSE TICKETS AND \$25 FOR A SNAZZY MEAL AT PIZZA HUT.
- (15) MEMBERSHIPS TO THE U OF M REC SERVICES.

THE FIRST 40 PEOPLE TO RESPOND WILL AUTOMATICALLY GET A MANITOBAN PRIZE PACK!

E. DESIGN/LAYOUT

1. HOW DO YOU RATE THE PAPER'S LOOK/DESIGN AND READABILITY?

- VERY POOR EXCELLENT
- 1 2 3 4 5 6 7

2. HOW DO YOU RATE THE OVERALL APPEAL OF THE PAPER'S PHOTOS?

- VERY POOR EXCELLENT
- 1 2 3 4 5 6 7

3. HOW DO YOU RATE THE OVERALL APPEAL OF THE PAPER'S GRAPHICS?

- VERY POOR EXCELLENT
- 1 2 3 4 5 6 7

2. PLEASE INDICATE THE THREE SECTIONS THAT YOU READ/ENJOY THE LEAST IN THE MANITOBAN:

- News A & E
- Comment/Letters Sports
- Editorial UMSU Page
- Features Event Listings
- Life & Culture Comics

3. WHAT SORT OF COVERAGE SHOULD THE MANITOBAN FOCUS ON PRIMARILY?

- Campus National
- Local (Winnipeg) International
- Provincial Social issues

SHORT ANSWER (63.2%)

PLEASE ANSWER IN THE SPACE PROVIDED

1. WHERE DO YOU MOST OFTEN PICK UP THE MANITOBAN?

2. IS THERE A LOCATION YOU WOULD LIKE TO PICK UP THE TOBAN WHERE IT IS NOT CURRENTLY AVAILABLE?

3. NAME ONE BUSINESS THAT WOULD BENEFIT FROM ADVERTISING IN THE TOBAN.

ESSAY (110%)

PLEASE ANSWER IN THE SPACE PROVIDED

1. WHAT DO YOU LIKE ABOUT THE MANITOBAN?

2. HOW DO YOU THINK THE MANITOBAN COULD BE IMPROVED?

Please fill out the survey and return it to the Manitoban office (105 University Centre) or mail to the Manitoban, 105 University Centre, University of Manitoba, R3T 2N2