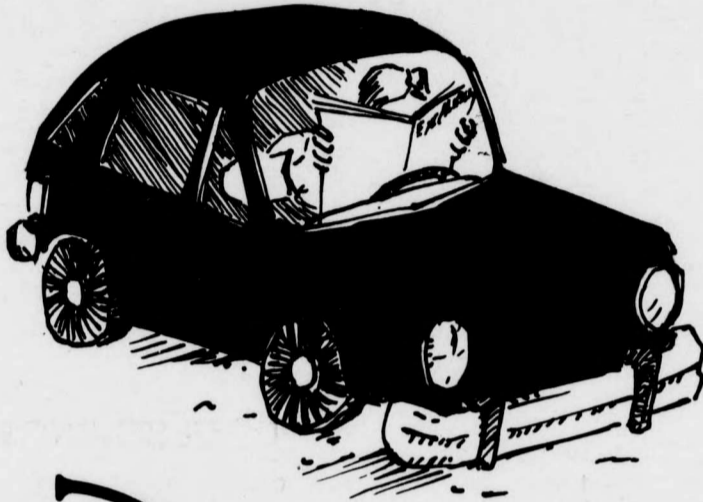


The Great EXCALIBUR

This is your chance to tell us what to do.

Readership Survey



Brian Krog

Survey prepared & conducted by Mitchell Martin

EXCALIBUR READERSHIP SURVEY

Instructions

For each of the following items, please circle **ONE** response that best describes your attitude and/or behaviour.

Part One

How often do you read the following sections in *Excalibur*:

| | NEVER | | | | | ALWAYS | | | | |
|--|-------|---|---|---|---|--------|--|--|--|--|
| 1. Sports | 1 | 2 | 3 | 4 | 5 | | | | | |
| 2. Feature articles | 1 | 2 | 3 | 4 | 5 | | | | | |
| 3. Arts (theatre, film, music, etc.) | 1 | 2 | 3 | 4 | 5 | | | | | |
| 4. News | 1 | 2 | 3 | 4 | 5 | | | | | |
| 5. Letters to the editor | 1 | 2 | 3 | 4 | 5 | | | | | |
| 6. Classified section | 1 | 2 | 3 | 4 | 5 | | | | | |
| 7. Cartoons | 1 | 2 | 3 | 4 | 5 | | | | | |
| 8. Editorials | 1 | 2 | 3 | 4 | 5 | | | | | |
| 9. York Administrative Information (e.g. exam schedules, etc.) | 1 | 2 | 3 | 4 | 5 | | | | | |
| 10. Comments: | _____ | | | | | | | | | |

Part Two

A. With regard to the following subsections in the **NEWS** section of *Excalibur*, which would you like to see **more** or **less** of in future issues:

| | LESS | | | | MORE | | | | |
|--|-------|---|---|---|------|--|--|--|--|
| 1. York student politics | 1 | 2 | 3 | 4 | 5 | | | | |
| 2. Guest lectures/symposiums | 1 | 2 | 3 | 4 | 5 | | | | |
| 3. News from other universities | 1 | 2 | 3 | 4 | 5 | | | | |
| 4. York administrative policies | 1 | 2 | 3 | 4 | 5 | | | | |
| 5. Human interest/social issues | 1 | 2 | 3 | 4 | 5 | | | | |
| 6. Research issues | 1 | 2 | 3 | 4 | 5 | | | | |
| 7. Provincial university news (govt funding, OSAP, etc.) | 1 | 2 | 3 | 4 | 5 | | | | |
| 8. Other suggestions: | _____ | | | | | | | | |

B. With regard to the following subsections in the **FEATURES** section of *Excalibur*, which would you like to see **more** or **less** of in future issues:

| | LESS | | | | MORE | | | | |
|--------------------------------------|-------|---|---|---|------|--|--|--|--|
| 1. Politics | 1 | 2 | 3 | 4 | 5 | | | | |
| 2. Interviews (experts, profs, etc.) | 1 | 2 | 3 | 4 | 5 | | | | |
| 3. Fiction/Poetry | 1 | 2 | 3 | 4 | 5 | | | | |
| 4. Photo features | 1 | 2 | 3 | 4 | 5 | | | | |
| 5. Science/nature | 1 | 2 | 3 | 4 | 5 | | | | |
| 6. Sports | 1 | 2 | 3 | 4 | 5 | | | | |
| 7. Arts and Entertainment | 1 | 2 | 3 | 4 | 5 | | | | |
| 8. Social change articles | 1 | 2 | 3 | 4 | 5 | | | | |
| 9. Other suggestions: | _____ | | | | | | | | |

C. With regard to the following subsections in the **ARTS** section of *Excalibur*, which would you like to see **more** or **less** of in future issues:

| | LESS | | | | MORE | | | | |
|-----------------------------|------|---|---|---|------|--|--|--|--|
| 1. Mainstream art coverage | 1 | 2 | 3 | 4 | 5 | | | | |
| 2. Alternative art coverage | 1 | 2 | 3 | 4 | 5 | | | | |
| 3. York art coverage | 1 | 2 | 3 | 4 | 5 | | | | |

More specifically, reviews/articles on:

| | | | | | | | | | |
|---|-------|---|---|---|---|--|--|--|--|
| 1. Music | 1 | 2 | 3 | 4 | 5 | | | | |
| 2. Theatre | 1 | 2 | 3 | 4 | 5 | | | | |
| 3. Literature | 1 | 2 | 3 | 4 | 5 | | | | |
| 4. Visual Arts (e.g. sculpture, painting) | 1 | 2 | 3 | 4 | 5 | | | | |
| 5. Film | 1 | 2 | 3 | 4 | 5 | | | | |
| 6. Dance | 1 | 2 | 3 | 4 | 5 | | | | |
| 7. Other suggestions: | _____ | | | | | | | | |