

Books

In the past three months, how many non-course paperback books have you purchased in the following categories?

Adventure/Suspense ⁷⁴	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2-3	<input type="checkbox"/> 4-5	<input type="checkbox"/> 6-7	<input type="checkbox"/> 8-9	<input type="checkbox"/> 10+
Bestsellers ⁷⁵	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2-3	<input type="checkbox"/> 4-5	<input type="checkbox"/> 6-7	<input type="checkbox"/> 8-9	<input type="checkbox"/> 10+
Mystery ⁷⁶	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2-3	<input type="checkbox"/> 4-5	<input type="checkbox"/> 6-7	<input type="checkbox"/> 8-9	<input type="checkbox"/> 10+
Romance ⁷⁷	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2-3	<input type="checkbox"/> 4-5	<input type="checkbox"/> 6-7	<input type="checkbox"/> 8-9	<input type="checkbox"/> 10+
Science Fiction ⁷⁸	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2-3	<input type="checkbox"/> 4-5	<input type="checkbox"/> 6-7	<input type="checkbox"/> 8-9	<input type="checkbox"/> 10+
Western ⁷⁹	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2-3	<input type="checkbox"/> 4-5	<input type="checkbox"/> 6-7	<input type="checkbox"/> 8-9	<input type="checkbox"/> 10+

Frequency of Use	Brand(s) normally purchased during the current academic year (Note: when selecting 'other,' please specify)						
	Never	Daily	3-4 times a week	Once a week	Once every two weeks	Once a month or less	
Draught Beer ¹¹	1	2	3	4	5	6	12 <input type="checkbox"/> Ale <input type="checkbox"/> Lager
Bottled Beer							14 <input type="checkbox"/> Blue Star <input type="checkbox"/> Heineken <input type="checkbox"/> Laurentide <input type="checkbox"/> Moosehead <input type="checkbox"/> Brador <input type="checkbox"/> Henninger <input type="checkbox"/> Lethbridge <input type="checkbox"/> Octoberfest <input type="checkbox"/> Calgary Export <input type="checkbox"/> Kiewel's <input type="checkbox"/> Molson Canadian <input type="checkbox"/> Olands <input type="checkbox"/> Carlsberg <input type="checkbox"/> Kronenbrau <input type="checkbox"/> Molson Export <input type="checkbox"/> Old Vienna <input type="checkbox"/> Dominion Ale <input type="checkbox"/> Labatt's Blue <input type="checkbox"/> Molson Golden <input type="checkbox"/> Uncle Ben's <input type="checkbox"/> Heidelberg <input type="checkbox"/> Labatt's 50 <input type="checkbox"/> Molson Stock Other _____ y
White Wine ¹⁶	1	2	3	4	5	6	17 <input type="checkbox"/> Australian <input type="checkbox"/> German <input type="checkbox"/> Portuguese <input type="checkbox"/> Canadian <input type="checkbox"/> Hungarian <input type="checkbox"/> Spanish <input type="checkbox"/> French <input type="checkbox"/> Italian <input type="checkbox"/> South African Other _____ 0
Tequila ¹⁸	1	2	3	4	5	6	19 <input type="checkbox"/> Arandas <input type="checkbox"/> Don Emilio <input type="checkbox"/> Olmeco <input type="checkbox"/> Cuervo <input type="checkbox"/> Mexico <input type="checkbox"/> Orendain <input type="checkbox"/> Cuervo Blanc <input type="checkbox"/> Ole <input type="checkbox"/> Sauza Other _____ 0
Scotch ²⁰	1	2	3	4	5	6	21 <input type="checkbox"/> Ballantines <input type="checkbox"/> Dewars <input type="checkbox"/> Johnnie Walker <input type="checkbox"/> Teacher's <input type="checkbox"/> Black & White <input type="checkbox"/> 100 Pipers <input type="checkbox"/> Hudson Bay <input type="checkbox"/> x Vat 69 <input type="checkbox"/> Cutty Sark <input type="checkbox"/> John Begg <input type="checkbox"/> Peter Dawson Other _____ y
Rye ²²	1	2	3	4	5	6	23 <input type="checkbox"/> Adams Antique <input type="checkbox"/> Canadian Club <input type="checkbox"/> Schenley OFC <input type="checkbox"/> Walkers Gold Crest <input type="checkbox"/> Alberta <input type="checkbox"/> Little Brown Jug <input type="checkbox"/> Seagram's Five Star <input type="checkbox"/> x Wisers Special Blend <input type="checkbox"/> Black Velvet <input type="checkbox"/> McGuin. Silk Tassell <input type="checkbox"/> Seagram's V.O. Other _____ y
Vodka ²⁴	1	2	3	4	5	6	25 <input type="checkbox"/> Alberta <input type="checkbox"/> Kolomyka <input type="checkbox"/> Prince Igor <input type="checkbox"/> Troika <input type="checkbox"/> Bolshoi <input type="checkbox"/> Moskouskaya <input type="checkbox"/> Skol <input type="checkbox"/> x Wolfschmidt <input type="checkbox"/> Grand Duke <input type="checkbox"/> Nikolai <input type="checkbox"/> Smirnoff Other _____ y
Rum ²⁶	1	2	3	4	5	6	27 <input type="checkbox"/> Bacardi <input type="checkbox"/> Lambs <input type="checkbox"/> Montego <input type="checkbox"/> Trelawny <input type="checkbox"/> Barbados <input type="checkbox"/> Lemon Hart <input type="checkbox"/> Myers <input type="checkbox"/> x White Sail <input type="checkbox"/> Captain Morgan <input type="checkbox"/> Maraca <input type="checkbox"/> Ron Carioca Other _____ y
Gin ²⁸	1	2	3	4	5	6	29 <input type="checkbox"/> Adams <input type="checkbox"/> Burnetts <input type="checkbox"/> Gordons <input type="checkbox"/> Tanqueray <input type="checkbox"/> Alberta <input type="checkbox"/> Cambridge <input type="checkbox"/> London Dry <input type="checkbox"/> x Walkers <input type="checkbox"/> Beefeater <input type="checkbox"/> Gilbeys <input type="checkbox"/> Seagram's King Arthur Other _____ y
Liqueurs ³⁰	1	2	3	4	5	6	31 <input type="checkbox"/> Creme de Menthe <input type="checkbox"/> Drambuie <input type="checkbox"/> Remy Martin <input type="checkbox"/> Cointreau <input type="checkbox"/> Galliano <input type="checkbox"/> Southern Comfort <input type="checkbox"/> Courvoisier <input type="checkbox"/> Grand Marnier <input type="checkbox"/> Tia Maria Other _____ 0

Student-owned Campus Media Please indicate how your campus media serve you by coming up with your closest estimate of the use you make of the following media during the school year (daily average).

Medium	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
Campus Radio ³²	<input type="checkbox"/> 1 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 33 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 34 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 35 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 36 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 37 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 38 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 39 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all
Campus Newspaper ³⁹	<input type="checkbox"/> 1 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 40 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 41 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 42 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 43 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 44 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	<input type="checkbox"/> 45 Over 1 hr. <input type="checkbox"/> 2 1/2-hr. to 1 hr. <input type="checkbox"/> 3 Under 1/2-hr. <input type="checkbox"/> 4 Not at all	
Student Telephone Directory ⁴⁶ (if published)	<input type="checkbox"/> 1 Never	<input type="checkbox"/> 2 More than once a day	<input type="checkbox"/> 3 Once a day	<input type="checkbox"/> 4 3 to 4 times per week	<input type="checkbox"/> 5 Once a week	<input type="checkbox"/> 6 Once every 2 weeks	<input type="checkbox"/> 7 Once a month (or less)	

This is a two-part question which should be read completely before answering either part.
At the moment, over 50 campus newspapers are co-operating to exchange news articles, feature articles, technical knowledge, and are co-operating to produce a growing share of the revenue necessary to publish campus newspapers (currently 25%). In addition to your campus newspaper, would a self-supporting national periodical for the Canadian campus community serve your needs?
47 (A) Strongly agree Agree Indifferent Disagree Strongly disagree

(B) Your editorial preference(s):
48 1 Ideas/discoveries Other _____
 2 Foreign cultures 8 _____
 3 How-to information 9 _____
 4 Humour 0 _____
 5 Politics and you x _____
 6 News analysis y _____
 7 Access catalogue (e.g. Whole Earth)

Things	Owners		Brand	Planners	Planners			
	Did you acquire the article:	Indicate brand acquired most recently by checking the appropriate box to the left of the name:			Indicate the brand you plan to acquire by checking the appropriate circle to the right of the name:	Do you plan on acquiring in the next 12 months	YES	NO
Cameras ⁴⁹	Before entering University or college	After entering University or college	<input type="checkbox"/> 50 Braun <input type="checkbox"/> 51 <input type="checkbox"/> 52 Kodak <input type="checkbox"/> 53 <input type="checkbox"/> 54 Konica <input type="checkbox"/> 55	<input type="checkbox"/> 56 Mamiya <input type="checkbox"/> 57 <input type="checkbox"/> 58 Minolta <input type="checkbox"/> 59 <input type="checkbox"/> 60 Nikon <input type="checkbox"/> 61	<input type="checkbox"/> 62 Olympus <input type="checkbox"/> 63 <input type="checkbox"/> 64 Pentax <input type="checkbox"/> 65 <input type="checkbox"/> 66 Polaroid <input type="checkbox"/> 67 <input type="checkbox"/> 68 Practica <input type="checkbox"/> 69	<input type="checkbox"/> 70 Yashica <input type="checkbox"/> 71 <input type="checkbox"/> 72 Other _____ <input type="checkbox"/> 73	<input type="checkbox"/> 74	<input type="checkbox"/> 75
Calculators ⁵³	1	2	<input type="checkbox"/> 54 Commodore <input type="checkbox"/> 55 <input type="checkbox"/> 56 Digimatic <input type="checkbox"/> 57 <input type="checkbox"/> 58 Hewlett Pkrd <input type="checkbox"/> 59 <input type="checkbox"/> 60 Hitachi <input type="checkbox"/> 61	<input type="checkbox"/> 62 Philips <input type="checkbox"/> 63 <input type="checkbox"/> 64 Rapidman <input type="checkbox"/> 65 <input type="checkbox"/> 66 Sharp <input type="checkbox"/> 67	<input type="checkbox"/> 68 Remington <input type="checkbox"/> 69 <input type="checkbox"/> 70 Texas Instr. <input type="checkbox"/> 71 <input type="checkbox"/> 72 Other _____ <input type="checkbox"/> 73	<input type="checkbox"/> 74	<input type="checkbox"/> 75	
Speakers ⁵⁷	1	2	<input type="checkbox"/> 58 A.R. <input type="checkbox"/> 59 <input type="checkbox"/> 60 Advent <input type="checkbox"/> 61 <input type="checkbox"/> 62 Dynaco <input type="checkbox"/> 63	<input type="checkbox"/> 64 Electrohome <input type="checkbox"/> 65 <input type="checkbox"/> 66 J.B.L. <input type="checkbox"/> 67 <input type="checkbox"/> 68 Lloyds <input type="checkbox"/> 69	<input type="checkbox"/> 70 Noresco <input type="checkbox"/> 71 <input type="checkbox"/> 72 Panasonic <input type="checkbox"/> 73 <input type="checkbox"/> 74 Pioneer <input type="checkbox"/> 75 <input type="checkbox"/> 76 Sony <input type="checkbox"/> 77	<input type="checkbox"/> 78 Zenith <input type="checkbox"/> 79 <input type="checkbox"/> 80 Other _____ <input type="checkbox"/> 81	<input type="checkbox"/> 82	<input type="checkbox"/> 83
Turntables ⁶¹	1	2	<input type="checkbox"/> 62 Ariston <input type="checkbox"/> 63 <input type="checkbox"/> 64 A.R. <input type="checkbox"/> 65	<input type="checkbox"/> 66 B.S.R. <input type="checkbox"/> 67 <input type="checkbox"/> 68 Dual <input type="checkbox"/> 69	<input type="checkbox"/> 70 Electrohome <input type="checkbox"/> 71 <input type="checkbox"/> 72 Garrard <input type="checkbox"/> 73 <input type="checkbox"/> 74 Lloyds <input type="checkbox"/> 75 <input type="checkbox"/> 76 Philips <input type="checkbox"/> 77	<input type="checkbox"/> 78 RCA <input type="checkbox"/> 79 <input type="checkbox"/> 80 Other _____ <input type="checkbox"/> 81	<input type="checkbox"/> 82	<input type="checkbox"/> 83
Tuner- Receivers ⁶⁵	1	2	<input type="checkbox"/> 66 Akai <input type="checkbox"/> 67 <input type="checkbox"/> 68 Dual <input type="checkbox"/> 69 <input type="checkbox"/> 70 Dynaco <input type="checkbox"/> 71 <input type="checkbox"/> 72 Electrohome <input type="checkbox"/> 73 <input type="checkbox"/> 74 Fisher <input type="checkbox"/> 75	<input type="checkbox"/> 76 Harmen-K. <input type="checkbox"/> 77 <input type="checkbox"/> 78 Heathkit <input type="checkbox"/> 79 <input type="checkbox"/> 80 Hitachi <input type="checkbox"/> 81 <input type="checkbox"/> 82 Kenwood <input type="checkbox"/> 83 <input type="checkbox"/> 84 Lloyds <input type="checkbox"/> 85	<input type="checkbox"/> 86 Marantz <input type="checkbox"/> 87 <input type="checkbox"/> 88 Muntz <input type="checkbox"/> 89 <input type="checkbox"/> 90 Noresco <input type="checkbox"/> 91 <input type="checkbox"/> 92 Nivico <input type="checkbox"/> 93 <input type="checkbox"/> 94 Panasonic <input type="checkbox"/> 95 <input type="checkbox"/> 96 Pioneer <input type="checkbox"/> 97 <input type="checkbox"/> 98 RCA <input type="checkbox"/> 99 <input type="checkbox"/> 100 Realistic <input type="checkbox"/> 101 <input type="checkbox"/> 102 Rotel <input type="checkbox"/> 103 <input type="checkbox"/> 104 Sansui <input type="checkbox"/> 105	<input type="checkbox"/> 106 Sony <input type="checkbox"/> 107 <input type="checkbox"/> 108 Toshiba <input type="checkbox"/> 109 <input type="checkbox"/> 110 Yamaha <input type="checkbox"/> 111 <input type="checkbox"/> 112 Other _____ <input type="checkbox"/> 113	<input type="checkbox"/> 114	<input type="checkbox"/> 115

Contest Entry Form
Address information must be valid until May 30, 1976.

Name _____
Address _____
City _____ Prov _____ Postal code _____
Telephone (_____) _____

Age⁷¹ 1 Under 18 2 19 3 20 4 21 5 22 6 23 7 24 8 25 9 26 10 27 11 28+

Status⁷² Full-time student: 1st yr 2nd yr 3rd yr 4th yr 5th yr +
Part-time student: Faculty Staff
If you are a full-time student, where do you live during academic year?⁷³
 1 Parent's home 2 School residence 3 House, apt 4 Rented room

Sex⁷⁴ 1 Female 2 Male

Student/faculty/staff number: _____