

How are we doing?

Imprint Reader Survey, Fall 2018

UNIVERSITY OF WATERLOO'S OFFICIAL STUDENT MEDIA GROUP
IMPRINT
PUBLICATIONS

Complete this survey online at uwimprint.ca!

Drop this page off at Imprint (SLC 0137) or at the Turnkey desk for a chance to win \$200 K167 Tiesto Headphones.

Winner to be announced Dec. 17 online at uwimprint.ca and over social media.

Question 1: On a scale of 1 to 5 (1 being never and 5 being always) how often do you read Imprint? Circle one.

1 2 3 4 5
Never Neutral Always

Question 2: On a scale of 1 to 5 (1 being poor and 5 being excellent) Rate your impression of Imprint. Circle one.

1 2 3 4 5
Poor Neutral Excellent

Question 3: On a scale of 0 (never) to 5 (always) how likely are you to read the following sections?

News	Opinion	Features	Arts	Science	Sports	Distractions

Question 4: Rate this statement: "Imprint keeps me adequately informed on campus issues."

1 2 3 4 5
Strongly Disagree Neutral Strongly Agree

Question 5: Rate your satisfaction with Imprint sections from 1 to 5 (1 being very dissatisfied and 5 very satisfied)

News	Opinion	Features	Arts	Science	Sports	Distractions

Question 6: On a scale of 1 to 5 (1 being never and 5 being always) how often do you visit uwimprint.ca? Circle one.

1 2 3 4 5
Never A few times a month Monthly weekly Daily

Question 7: Where do you read Imprint most? Circle one.

♦ Print edition ♦ Online

Question 8: How often do you notice our ads/coupons?

1 2 3 4 5
Never A few times a month Monthly weekly Daily

Question 9: What's your favourite part of Imprint?

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Question 10: What's Imprint missing that you'd like to

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Question 11: How can we improve our social media posts?

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(Optional for prize)

NAME:

E-MAIL:

YEAR & MAJOR:

PHONE NUMBER:

Want to Volunteer? Bring this to SLC 0137.

What would you like to do at Imprint?

Write () Proofread () Take photos () Edit sections ()

Other (_____)

Do you want updates with Imprint's mailing or story list?

Yes () No ()

Name: _____

Program: _____

Email: _____

Section preferences: News () Opinion ()

Features () A&E () Science () Sports ()

Comics and Distraction () Photo ()