

Oregon Daily Emerald

WE NEED YOUR THOUGHTS.

Answer carefully each question in this survey by marking the appropriate boxes and adding comments in the spaces provided.

\$100 FREE GROCERIES — ONE WINNER

\$50 UO BOOKSTORE GIFT CERTIFICATE — TWO WINNERS

\$25 CASH — TWO WINNERS

Drawing will be held on June 13th. Winners will be notified by mail.

To say thank-you for answering the questions we will enter your completed survey for a chance to win one of the 5 valuable prizes!

To be eligible, survey and entry blank must be completed and received by the ODE no later than June 14th, 1990.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____
 ZIP CODE _____
 DAYTIME/SUMMER PHONE _____

All the above information will be used for awarding prizes only. This entry blank will be detached by the ODE to maintain anonymity. One survey per reader please. Oregon Daily Emerald employees and family members are welcome to fill out the survey, but are not eligible for the prizes.

RETURN THIS SURVEY NO LATER THAN JUNE 8TH, 5 p.m.

You may drop it off at: UO Bookstore, EMU Main Desk, or ODE Office, Room 300 Erb Memorial Union.

You may also mail in your copy: EMERALD SURVEY, PO BOX 3159, EUGENE, OR 97403.

ANY EMERALD READER IS INVITED TO FILL OUT THIS SURVEY

(Including: Student, faculty, staff, and community readers.)

TELL US WHAT YOU THINK

EDITORIAL CONTENT

1. Which of the following would you like to see added to the Oregon Daily Emerald?

- (check all that apply)
- | | | | |
|-------------------------|----------------------------|---------------|----------------------------|
| Crossword Puzzle | <input type="checkbox"/> 1 | TV section | <input type="checkbox"/> 5 |
| Weekly on-campus column | <input type="checkbox"/> 2 | Movie section | <input type="checkbox"/> 6 |
| Entertainment news | <input type="checkbox"/> 3 | Church page | <input type="checkbox"/> 7 |
| Gossip column | <input type="checkbox"/> 4 | | |

2. How frequently do you read the following features in the Oregon Daily Emerald?

	Always	Frequently	Occasionally	Never
Editorial page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local government news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National/International news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Letters to the editor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertisements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classified ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organization news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feature articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialized Advertising supplements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Given the current content of the Oregon Daily Emerald, relating to your interest, would you like to have more coverage, less coverage, or about the same coverage of the following features.

	More	Less	The Same	No Opinion
National news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local Eugene news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
State govt. news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University of Oregon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ASUO government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Student issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Concerning local issues, please check the three that are most important to you. (check three only)

- | | | | |
|---------------|----------------------------|----------------------|----------------------------|
| Crime | <input type="checkbox"/> 1 | Business development | <input type="checkbox"/> 6 |
| Education | <input type="checkbox"/> 2 | Unemployment | <input type="checkbox"/> 7 |
| Drugs | <input type="checkbox"/> 3 | Transportation | <input type="checkbox"/> 8 |
| AIDS | <input type="checkbox"/> 4 | Housing | <input type="checkbox"/> 9 |
| Environmental | <input type="checkbox"/> 5 | | |

5. Check the activities or hobbies you participate in regularly:

- | | | | |
|-----------------|----------------------------|----------------------|-----------------------------|
| Bicycling | <input type="checkbox"/> 1 | Live concert/theater | <input type="checkbox"/> 9 |
| Boating | <input type="checkbox"/> 2 | Painting | <input type="checkbox"/> 10 |
| Bowling | <input type="checkbox"/> 3 | Photography | <input type="checkbox"/> 11 |
| Camping | <input type="checkbox"/> 4 | Skiing (snow) | <input type="checkbox"/> 12 |
| Fishing | <input type="checkbox"/> 5 | Skiing (water) | <input type="checkbox"/> 13 |
| Golfing | <input type="checkbox"/> 6 | Walking | <input type="checkbox"/> 14 |
| Hiking | <input type="checkbox"/> 7 | Woodworking | <input type="checkbox"/> 15 |
| Jogging/running | <input type="checkbox"/> 8 | Other | <input type="checkbox"/> 16 |

6. How long do you keep your copy of the Oregon Daily Emerald?

- | | | | |
|-------------------|----------------------------|-----------------|----------------------------|
| One day | <input type="checkbox"/> 1 | More than week | <input type="checkbox"/> 5 |
| Two days | <input type="checkbox"/> 2 | Month | <input type="checkbox"/> 6 |
| Three to six days | <input type="checkbox"/> 3 | More than month | <input type="checkbox"/> 7 |
| Week | <input type="checkbox"/> 4 | | |

7. How many times during the week do you read, pick up the Oregon Daily Emerald?

times _____

8. Approximately what percentage of the content of the Oregon Daily Emerald do you regularly read?

% of content regularly read _____ %

9. What could the Oregon Daily Emerald do to improve its coverage? What is missing? (please tell us below)

10. How many people, including yourself, read your copy of the Oregon Daily Emerald?

Number of people who read _____ # _____

11. On a scale of 1 to 5, with 5 being excellent and 1 being very poor, please rate the Oregon Daily Emerald on the following factors. (circle the rating that best applies)

- | | | | | | |
|-------------------------------------|---|---|---|---|---|
| Local news coverage | 1 | 2 | 3 | 4 | 5 |
| As a place to find bargains | 1 | 2 | 3 | 4 | 5 |
| Variety, quantity of classified ads | 1 | 2 | 3 | 4 | 5 |
| Variety, quantity of store ads | 1 | 2 | 3 | 4 | 5 |
| University of Oregon coverage | 1 | 2 | 3 | 4 | 5 |
| National news | 1 | 2 | 3 | 4 | 5 |
| Student affairs | 1 | 2 | 3 | 4 | 5 |
| Community news | 1 | 2 | 3 | 4 | 5 |