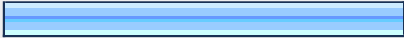




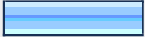
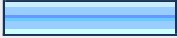
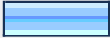
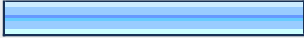
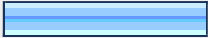
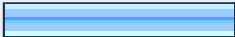


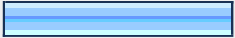


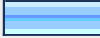
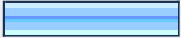


Ring Editorial Survey


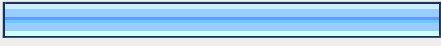
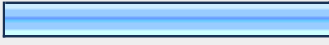
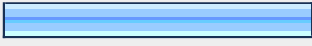

1. What is your primary connection to UVic (select one):			
		Response Percent	Response Count
Undergraduate student		44.1%	316
Graduate student		8.9%	64
Faculty member		9.3%	67
Staff member		34.9%	250
Other (please specify)		2.8%	20
		answered question	717
		skipped question	0

2. How often do you read The Ring (published monthly Sept–July)?			
		Response Percent	Response Count
Every issue		14.9%	107
Most issues		18.8%	135
About half the issues		11.3%	81
Fewer than half the issues		32.9%	236
Never (please specify why not)		22.0%	158
		answered question	717
		skipped question	0

3. How do you receive your copy of The Ring?			Response Percent	Response Count
Campus mail			25.2%	181
Campus publication boxes			58.2%	417
Other (please specify)			16.6%	119
	<i>answered question</i>			717
	<i>skipped question</i>			0

4. How much of The Ring do you read?			Response Percent	Response Count
All or almost all			25.1%	180
About half			26.1%	187
Less than half			19.4%	139
Headlines/photos only			10.5%	75
None			19.0%	136
	<i>answered question</i>			717
	<i>skipped question</i>			0

5. Which of these items of The Ring do you regularly read?

		Response Percent	Response Count
Around the Ring (briefs)		60.4%	433
Calendar Highlights (events)		48.1%	345
Day in the Life (staff profiles)		35.8%	257
Ringers (honours, awards)		33.9%	243
Do not read The Ring		24.4%	175
answered question			717
skipped question			0


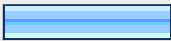
6. Please rate your interest in the following content areas:

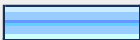

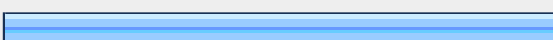
	Not interested	Slightly interested	Quite interested	Very interested	Response Count
Academic program news	7.8% (56)	38.9% (279)	38.8% (278)	14.5% (104)	717
Administrative unit news	32.9% (236)	39.7% (285)	20.5% (147)	6.8% (49)	717
Awards and honours	15.2% (109)	43.8% (314)	31.7% (227)	9.3% (67)	717
Research news	6.6% (47)	23.7% (170)	45.2% (324)	24.5% (176)	717
Teaching	16.7% (120)	39.3% (282)	31.7% (227)	12.3% (88)	717
Community involvement	6.0% (43)	25.2% (181)	45.6% (327)	23.2% (166)	717
Environmental initiatives	7.8% (56)	22.5% (161)	39.6% (284)	30.1% (216)	717
Experiential learning (co-op, practica, etc)	11.2% (80)	36.8% (264)	35.7% (256)	16.3% (117)	717
Faculty profiles	14.5% (104)	41.8% (300)	33.1% (237)	10.6% (76)	717
Letters to the editor	13.2% (95)	35.6% (255)	36.8% (264)	14.4% (103)	717
New faculty/staff appointments	23.0% (165)	43.1% (309)	24.7% (177)	9.2% (66)	717
Opinion/viewpoint columns	8.5% (61)	34.3% (246)	38.6% (277)	18.5% (133)	717
Staff profiles	20.2% (145)	40.4% (290)	27.5% (197)	11.9% (85)	717
Student profiles	18.4% (132)	39.2% (281)	29.0% (208)	13.4% (96)	717

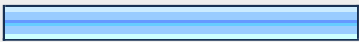
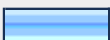
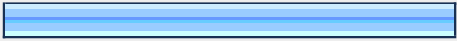
Board of Governors/Senate news	29.3% (210)	45.3% (325)	19.9% (143)	5.4% (39)	717
	answered question				717
	skipped question				0

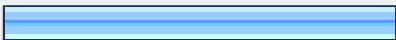
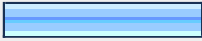
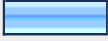


7. What other types of content would you like to see in The Ring?		Response Count
		247
	answered question	247
	skipped question	470

8. Please rate the following aspects of The Ring:					
	Poor	Fair	Good	Excellent	Response Count
Appearance	6.6% (47)	38.9% (279)	47.8% (343)	6.7% (48)	717
Credibility	7.0% (50)	26.9% (193)	55.1% (395)	11.0% (79)	717
Diversity of content	11.9% (85)	46.0% (330)	38.9% (279)	3.2% (23)	717
Fostering a sense of community across campus	17.7% (127)	45.0% (323)	32.6% (234)	4.6% (33)	717
Fairness	6.1% (44)	38.6% (277)	49.8% (357)	5.4% (39)	717
Quality of writing	3.6% (26)	27.8% (199)	59.8% (429)	8.8% (63)	717
Use of photographs	4.6% (33)	37.1% (266)	50.5% (362)	7.8% (56)	717
Usefulness as info source	13.2% (95)	46.2% (331)	36.4% (261)	4.2% (30)	717
	answered question				717
	skipped question				0

9. The Ring events highlights list includes only a small selection of events on campus. Which of the following choices would you prefer?			
		Response Percent	Response Count
Continue publishing a selective list of events highlights		81.7%	586
Eliminate the events list and use the space for news and features		18.3%	131
<i>answered question</i>			717
<i>skipped question</i>			0


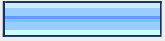
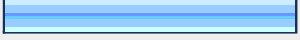
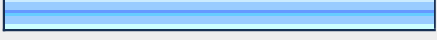
10. How do you feel about the number/length of stories in The Ring?			
		Response Percent	Response Count
I'd like to see fewer stories, but with more depth/detail		14.7%	100
I'd like to see more stories, but with less depth/detail		24.3%	165
The current balance of number and length of stories is fine		60.9%	413
<i>answered question</i>			678
<i>skipped question</i>			39

11. How do you feel about the proportion of news/feature articles and announcements/ notices, etc.?			
		Response Percent	Response Count
I'd prefer more space for news/features and less for notices		38.9%	264
I'd prefer more space for notices and less for news/features		11.4%	77
The current proportions are fine		49.7%	337
<i>answered question</i>			678
<i>skipped question</i>			39

12. How often do you visit The Ring website (ring.uvic.ca)?			Response Percent	Response Count
Never			43.1%	292
Rarely			21.5%	146
Occasionally			11.1%	75
Frequently			1.6%	11
Didn't know it existed			22.7%	154
			answered question	678
			skipped question	39

13. Would you visit The Ring website to access the following items (select all that apply)?			Response Percent	Response Count
News updates			39.2%	266
Additional info on a printed story			51.9%	352
Audio/video clips			44.0%	298
To enter contests			56.6%	384
To provide news tips/story ideas			30.2%	205
Would not visit the website			16.7%	113
			answered question	678
			skipped question	39

14. How important is it for The Ring to embody environmentally sustainable production values (e.g., recycled paper, sustainability certification)?

		Response Percent	Response Count
Not important		3.4%	23
Somewhat important		17.1%	116
Very important		32.2%	218
Essential		47.3%	321
		answered question	678
		skipped question	39

15. What improvements would make The Ring more interesting/useful to you?

		Response Count
		244
		answered question
		244
		skipped question
		473

16. If you wish to enter the prize draw for \$50 gift certificates to the UVic Bookstore, the UVic Computer Store, a Food Services card or Cinecenta passes, please provide your name and contact info below.

		Response Count
		536
		answered question
		536
		skipped question
		181