

LET US HAVE IT!

The Flint Voice Reader Survey

We'd like to know what you think about the Flint Voice. In fact, we **need** to know how you feel about the Voice before we decide what changes to make. Your input is **vital** to that decision-making process and that's why we ask that you not set this page aside, but take a few seconds right now to fill out this reader survey and drop it in the mail.

Don't give us your name or address. We don't want to know who you are—just what you think. We will publish the survey again in the next issue of the Voice, in case there is more than one person in your household who wants to fill it out. Please—fill out the survey now and let us know how you feel about the Flint Voice.

Send it to: The Flint Voice Survey, 5005 Lapeer Road, Burton, MI 48509.

- How many people—including yourself—usually read your copy of the Flint Voice?
 - _____ Staff notes
 - _____ Cover Stories
- How long do you keep each issue of the Voice around?
 - _____ One day _____ Several days
 - _____ Till the next issue arrives
- Please rate each of the following features on a scale of 1 (never read) to 5 (always read):
 - _____ Editorials
 - _____ Letters to the Editor
 - _____ Weather Report (Michael Moore)
 - _____ Ben Hamper
 - _____ American Journal (D. Armstrong)
 - _____ Doug Cunningham
 - _____ Local news
 - _____ Michigan news
 - _____ National/international news
 - _____ Latin American news
 - _____ Nuclear news
 - _____ Labor news
 - _____ SitDowner's Notebook
 - _____ People's History of Flint
 - _____ Straight Dope
 - _____ Mr. Lonelyhearts
 - _____ 10-second Novel
 - _____ Flint Voice Puzzle
 - _____ Free Classifieds
 - _____ Bulletin Board
 - _____ Calendar
 - _____ Film reviews
 - _____ Record Reviews
 - _____ Theatre Reviews
 - _____ TV/Radio Features
 - _____ Book Reviews
 - _____ Poems
 - _____ Cartoons

- Please rate each of the following features on a scale of 1 (poorly done) to 5 (excellently done):
 - _____ Editorials
 - _____ Letters to the Editor
 - _____ Weather Report (Michael Moore)
 - _____ Ben Hamper
 - _____ American Journal (D. Armstrong)
 - _____ Doug Cunningham
 - _____ Local news
 - _____ Michigan news
 - _____ National/international news
 - _____ Latin American news
 - _____ Nuclear news
 - _____ SitDowner's Notebook
 - _____ People's History of Flint
 - _____ Straight Dope
 - _____ Mr. Lonelyhearts
 - _____ 10-second novel
 - _____ Flint Voice Puzzle
 - _____ Free Classifieds
 - _____ Bulletin Board
 - _____ Calendar
 - _____ Film reviews
 - _____ Record reviews
 - _____ Theatre reviews
 - _____ TV/Radio features
 - _____ Book Reviews
 - _____ Poems
 - _____ Cartoons
 - _____ Staff Notes
 - _____ Cover Stories
- Please circle the above features you'd like to see more of and put a line through those you'd like to see less of or eliminated.

- What do you like best about the Voice? _____
- What do you like least about the Voice? _____
- What ideas do you have for improving the Voice? _____
- What would you like to see the Voice do an article on? _____
- If needed, would you place a free classified ad in the Voice?
 - _____ Yes _____ No
- We are thinking of adding some new features to the Voice. Please check the ones you'd like to see us add:
 - _____ Comics page
 - _____ more columnists providing analysis of current issues
 - _____ a feature on alternative economics
 - _____ more news and information regarding women's issues
 - _____ "Death Valley Days—Life in the Reagan Era" by Alexander Cockburn and James Ridgeway of the Village Voice.
 - _____ "lampoon page" parodying the Flint Journal
 - _____ more arts coverage
- Do you think the primary focus of the Voice should be...
 - _____ News and opinion with some entertainment
 - _____ Entertainment and culture with some serious news
 - _____ An even mixture of news and entertainment.
- Would you like to see the Voice...
 - _____ Remain primarily a "Flint newspaper"
 - _____ Become a statewide newspaper but with the same amount of Flint coverage
 - _____ Become a statewide newspaper with equal attention given to all areas of the state including Flint.
- What city do you live in? _____
- Do you:
 - _____ Subscribe _____ Purchase the Voice at a newsstand _____ Pick it up at school
- Would you still purchase the Voice if we were forced to raise our price to 50 cents? _____ Yes _____ No
- Do you read the ads in the Voice?
 - _____ Yes _____ No
- Do you patronize businesses which advertise in the Voice?
 - _____ Yes _____ No _____ Not applicable
- Within the past month, how many times have you gone to a:
 - _____ Movie _____ Bar _____ Restaurant (excluding fast food)
- Within the past six months, how many times have you gone to a:
 - _____ Concert _____ Play _____ Sports event
- Do you:
 - _____ Go to museums
- Attend symphony concerts
- Attend dance performances
- Visit art exhibits
- Travel outside of Michigan
- Watch public TV
- Vote
- Play tennis
- Ski
- Play video games
- Drink wine
- Drink beer
- Drink liquor
- Smoke cigarettes
- Please indicate which of the following items you own and/or intend to buy within the next year.

	CWN	PLAN TO BUY
Car		
TV		
Stereo Components		
Motorcycle		
Bicycle		
Camera		
Furniture		
Home Video Equip.		
Home Computer		
Major Appliances		
Sports Equipment		
Camping Equip.		
Pay TV		
House		
- How many of each of the following items have you purchased in the past year?
 - _____ Records/tapes _____ Books _____ Blank cassette tapes
- From what sources do you receive daily news?
 - _____ Flint Journal _____ Detroit Free Press
 - _____ Detroit News _____ TV news
 - _____ NPR
- Which radio stations do you listen to the most? _____
- Do you listen to the Flint Voice radio shows on:
 - _____ WWCK 105 FM (Radio Free Flint)
 - _____ WFBE-95 FM (Other Voices/Take No Prisoners!)
- Would you attend films in the Flint Voice film series if it was reinstated?
 - _____ Yes _____ No
- What is your age _____
- You are: _____ Male _____ Female
- You are _____ Married _____ Single
- How many children (if any) do you have? _____
- Your ethnic background is _____
- Your education consists of:
 - _____ Some high school, currently a student
 - _____ High School Graduate
 - _____ Some college, currently a student
 - _____ College Graduate
 - _____ Graduate School
- Your occupation (if any) is _____
- What is the combined total yearly income of all persons - including yourself - living in your household? _____