

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.

1. How many people—including yourself—usually read your copy of the Flint Voice?

2. How long do you keep each issue of the Voice around?
 One day Several days
 Till the next issue arrives

3. 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

- Staff notes
- Cover Stories

4. 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
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- Theatre reviews
- TV/Radio features
- Book Reviews
- Poems
- Cartoons
- Staff Notes
- Cover Stories

5. 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.

6. What do you like best about the Voice? _____

7. What do you like least about the Voice? _____

8. What ideas do you have for improving the Voice? _____

9. What would you like to see the Voice do an article on? _____

10. If needed, would you place a free classified ad in the Voice?
 Yes No

11. 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

12. 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.

13. 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.

14. What city do you live in? _____

15. Do you:
 Subscribe Purchase the Voice at a newsstand Pick it up at school

16. Would you still purchase the Voice if we were forced to raise our price to 50 cents? Yes No

17. 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)

20. Within the past six months, how many times have you gone to a:
 Concert Play Sports event

21. 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

22. 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		

23. How many of each of the following items have you purchased in the past year?

Records/tapes Books Blank cassette tapes

24. From what sources do you receive daily news?

Flint Journal Detroit Free Press
 Detroit News TV news
 NPR

25. Which radio stations do you listen to the most?

26. Do you listen to the Flint Voice radio shows on:
 WWCK 105 FM (Radio Free Flint)
 WFBE-95 FM (Other Voices/Take No Prisoners!)

27. Would you attend films in the Flint Voice film series if it was reinstated?
 Yes No

28. What is your age _____

29. You are: Male Female

30. You are Married Single

31. How many children (if any) do you have? _____

32. Your ethnic background is _____

33. Your education consists of:
 Some high school, currently a student
 High School Graduate
 Some college, currently a student
 College Graduate
 Graduate School

34. Your occupation (if any) is _____

35. What is the combined total yearly income of all persons - including yourself - living in your household? _____