

STOUFFVILLE TRIBUNE READERSHIP SURVEY

We invite you to help us improve our newspaper by filling out this survey and returning it to us by June 18, 2001. And to thank you for participating, we'll enter your name in a random draw for \$200 in gift certificates to go on a shopping spree at Markville Mall. Thanks for your participation.

NAME: _____
 ADDRESS: _____
 DAYTIME PHONE: _____
 I would be interested in participating in a focus group about your newspaper, too.

HOW ARE WE DOING?

WHAT WOULD YOU LIKE TO READ ABOUT?

Rate us on how we're doing at providing you with information about the following topics, 1 being poor and 5 being excellent.

Then take a moment to let us know what kinds of stories you'd like to see in our newspaper on these topics.

ENVIRONMENT 1 2 3 4 5

What kinds of environment stories are you interested in reading (e.g. recycling news, political decisions, environmental activists)?

Is it important to you to read about the environment in Whitchurch-Stouffville? YES NO

Is it important to you to read about the environment in other York Region communities? YES NO

HEALTH INFORMATION 1 2 3 4 5

What kinds of health stories are you interested in (e.g. news about the hospitals; news about provincial health-care decisions; stories about programs in your community; about health-care trends; a column about health advice, etc.)?

Is it important to you to read about the hospital that primarily serves Whitchurch-Stouffville? YES NO

Is it important to you to read about the two other York Region hospitals? YES NO

EDUCATION 1 2 3 4 5

What kinds of stories are you interested in (e.g. school board reports; student success stories; stories about school programs; about teachers; provincial policies, etc.)?

Is it important to you to read about the schools in Whitchurch-Stouffville? YES NO

Is it important to you to read about what's happening in schools in other York Region communities? YES NO

ENTERTAINMENT/ARTS 1 2 3 4 5

What kinds of stories (e.g. movie reviews, video reviews, theatre reviews, new music releases, art shows, profiles of artists, etc.) would you like to see?

Should a calendar of events include items just in Whitchurch-Stouffville? YES NO

Would you like a calendar to include events from all over York Region? YES NO

BUSINESS 1 2 3 4 5

What kinds of stories (e.g. new business openings, business trends, business people and their ideas, financial planning, stock analysis, etc.) do you want to read?

Is it important to you to read about businesses in Whitchurch-Stouffville? YES NO

Is it important to you to read about businesses in other towns and cities in York Region? YES NO

PEOPLE 1 2 3 4 5

What kinds of stories about people (e.g. people who are local heroes, who volunteer, who coach sports, who live in your town, your region, social notices, visiting celebrities, etc.) do you want to read?

Is it important to you to read stories about people from Whitchurch-Stouffville? YES NO

Is it important to you to read stories about people from other parts of York Region? YES NO

POLITICS 1 2 3 4 5

What kinds of stories (e.g. municipal council reports, regional council reports, provincial or federal politics and how it impacts on us, etc.) do you want to read?

Is it important to you to read stories about political decisions in Whitchurch-Stouffville? YES NO

Is it important to you to read stories about political decisions in other parts of York Region? YES NO

SPORTS 1 2 3 4 5

What kinds of stories (e.g. features about athletes, about alternative or extreme sports, about volunteers, sports results listings, leisure activities, fitness trends, children in sport, etc.) are you interested in?

What is missing from our sports section that should be in there?

Is it important to you to read stories about sports and athletes from Whitchurch-Stouffville? YES NO

Is it important to you to read stories about sports and athletes from other parts of York Region? YES NO

CRIME 1 2 3 4 5

What kinds of stories about crime would you like to read? (e.g. police briefs; court stories; stories about major crimes; a map showing where the crimes occur; stories about York Regional Police and their services, etc.)

Is it important to you to read about crime in your Whitchurch-Stouffville? YES NO

Is it important to you to read about crime all over York Region? YES NO

NOW, HOW ABOUT THE INTERNET?

1. Have you ever visited our website, yorkregion.com?

YES NO

2. If you have visited yorkregion.com, how would you rate the site (1 being poor, 5 being excellent) on the following factors:

DESIGN	1	2	3	4	5
EASY TO USE	1	2	3	4	5
CONTENT	1	2	3	4	5
VARIETY	1	2	3	4	5
SPEED	1	2	3	4	5

3. What's missing from our website that would encourage you to come back?

4. Circle any of the following subject areas that you would enjoy having access to on yorkregion.com:

- daily news updates
- restaurant guide
- surveys
- entertainment listings
- crossword puzzles
- horoscope
- automotive
- home improvements

HOW ABOUT YOUR TOWN?

1. Are you in favour of user fees for garbage collection if the cost of collection was removed from the tax bill?

YES NO

2. As part of the realignment of ward boundaries to reflect population distribution, do you favour fewer wards than the current six (6) in Whitchurch-Stouffville?

YES NO

3. Are there any services that are currently not provided by the town that you feel should be provided?

YES NO

If yes, describe the service:

IF I COULD CHANGE THE NEWSPAPER ...

What would you do to make this newspaper better?

Send your completed survey to:
 Stouffville Tribune Readership Survey
 34 Civic Ave., 3rd Floor
 Stouffville, ON, L4A 7Z5
 Deadline for return: June 18, 2001