



UUP wants to know what you think about the union's official print publication, *The Voice*, and the online publication, *The Echo*. Please take a few minutes to complete this anonymous survey, even if you don't generally read them, at <https://www.surveymonkey.com/r/UUPReaderFeedback>

If you prefer to take the hard-copy version, below, please print it out, fill it out and mail it to UUP, P.O. Box 15143, Albany, N.Y. 12212.

UUP Readership Feedback

1. Do you typically read *The Voice* or *The Echo*? Select which is most accurate.

	Read most of the articles generally	Read some articles in some issues	Read an occasional article	Generally only skim issues	Do not even skim most issues
<i>The Voice</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>The Echo</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify; feel free to add pages for additional comments) _____					

2. Do *The Voice* and *The Echo* cover news and topics that interest you?

	Always	Frequently	Occasionally	Rarely	Never	Don't Know
<i>The Voice</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>The Echo</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. The length of the articles in *The Voice* and *The Echo* generally is ...

	Just Right	Too Long	Some Too Long; Some Too Short	Too Short	Don't Know
<i>The Voice</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>The Echo</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Do you find *The Voice* or *The Echo* useful overall?

	Very Useful	Moderately Useful	A Little Useful	Not Useful	Don't Know
<i>The Voice</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>The Echo</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify) _____					

5. In *The Voice* and *The Echo*, how important to you is news about ...

	Very Important	Moderately Important	A Little Important	Not Important
Economy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Higher Education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National Labor Issues/Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National Politics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NYS Budget/Legislative Issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NYS Pensions/Retirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NYS Politics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terms/Conditions (of Employment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Union Organizing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UUP Chapter Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UUP Members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UUP Member Benefits/Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UUP Statewide Activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplace Issues (e.g., workload)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify) _____				

6. Please select the 3 topics you would most like to read about in *The Voice* and *The Echo*

- Economy
- Higher Education
- National Labor Issues/Events
- National Politics
- NYS Budget/Legislative Issues
- NYS Pensions/Retirement
- NYS Politics
- Terms/Conditions (of SUNY Employment)
- Union Organizing
- UUP Chapter Activities
- UUP Members
- UUP Member Benefits & Services
- UUP Statewide Activities
- Workplace Issues (e.g., workload, safety)
- Other (please specify) _____

7. Please select all the topics you do not want to read about in *The Voice* and *The Echo*.

- Economy
- Higher Education
- National Labor Issues/Events
- National Politics
- NYS Budget/Legislative Issues
- NYS Pensions/Retirement
- NYS Politics
- Terms/Conditions (of SUNY Employment)
- Union Organizing
- UUP Chapter Activities
- UUP Members
- UUP Member Benefits & Services
- UUP Statewide Activities
- Workplace Issues (e.g., workload, safety)
- Other (please specify) _____

8. Do you feel you have an opportunity to contribute to (e.g. letters, commentary, etc.) ...

- | | Yes | No | Don't Know |
|------------------------|--------------------------|--------------------------|--------------------------|
| <i>The Voice</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>The Echo</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (please specify) | | | |

9. Do you read the *The Voice* online at www.uupinfo.org?

- | Every Issue | Most Issues | Some Issues | Rarely | Never |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

10. Do you access past issues of the *The Voice* or *The Echo* online? Select which is most accurate.

- | | Weekly | Monthly | Yearly | Once or Twice | Never |
|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <i>The Voice</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>The Echo</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (please specify) | | | | | |

11. Do you receive emails (or any other communications) informing you that *The Echo* has been posted online?

- Yes No Unsure Never Heard of *The Echo*

12. Are you a UUP Member or Non-Member?

- UUP Member Non-Member Don't Know

13. Are you a ... (Select all that apply)

- Academic
- Professional
- Full-Time SUNY Employee
- Part-Time SUNY Employee
- SUNY Retiree
- Other (please specify) _____

14. Which is your SUNY campus type?

- University Center
- Comprehensive College
- Health Sciences Center
- Specialized College
- Technology Sector College
- Other (please specify) _____

15. Do you have any opinions regarding the format of the online version of *The Voice* or *The Echo*?

Feel free to recommend a different format.

16. Please provide any additional thoughts, opinions, feedback, or suggestions on your union's publications *The Voice* and *The Echo*.