UUP Readership Feedback

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

<table>
<thead>
<tr>
<th>Read most of the articles generally</th>
<th>Read some articles in some issues</th>
<th>Read an occasional article</th>
<th>Generally only skim issues</th>
<th>Do not even skim most issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Voice</td>
<td>□</td>
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<td>□</td>
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<tr>
<td>The Echo</td>
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</tr>
<tr>
<td>Other (please specify; feel free to add pages for additional comments)</td>
<td></td>
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</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Always</th>
<th>Frequently</th>
<th>Occasionally</th>
<th>Rarely</th>
<th>Never</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Voice</td>
<td>□</td>
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<td>The Echo</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Just Right</th>
<th>Too Long</th>
<th>Some Too Long; Some Too Short</th>
<th>Too Short</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Voice</td>
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<tr>
<td>The Echo</td>
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</table>

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

<table>
<thead>
<tr>
<th>Very Useful</th>
<th>Moderately Useful</th>
<th>A Little Useful</th>
<th>Not Useful</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Voice</td>
<td>□</td>
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<tr>
<td>The Echo</td>
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</tbody>
</table>

Other (please specify)

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

<table>
<thead>
<tr>
<th>Economy</th>
<th>Higher Education</th>
<th>National Labor Issues/Events</th>
<th>National Politics</th>
<th>NYS Budget/Legislative Issues</th>
<th>NYS Pensions/Retirement</th>
<th>NYS Politics</th>
<th>Terms/Conditions (of Employment)</th>
<th>Union Organizing</th>
<th>UUP Chapter Activities</th>
<th>UUP Members</th>
<th>UUP Member Benefits/Services</th>
<th>UUP Statewide Activities</th>
<th>Workplace Issues (e.g., workload)</th>
<th>Other (please specify)</th>
</tr>
</thead>
<tbody>
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<td>□</td>
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</tbody>
</table>
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
   - The Voice
   - The Echo
   - Other (please specify)

9. Do you read the The Voice online at www.uupinfo.org? Every Issue  Most Issues  Some Issues  Rarely  Never
   - The Voice
   - The Echo
   - Other (please specify)

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
    - The Voice
    - The Echo
    - 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
    - The Voice
    - The Echo
    - Other (please specify)

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.