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Research Perspectives Readership Survey 2007

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1. Basic Information

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* 1. How often do you read *Research Perspectives*?

- Every issue (3 issues per year)
- Most issues
- Occasionally
- Rarely
- This is the first issue I've read
- Never

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* 2. Thinking of the last issue of *Research Perspectives* that you remember seeing, how thoroughly would you say you read or scanned it?

- Read or scanned all or most of it
- Read or scanned some of it
- Just glanced at it
- Didn't look at it at all

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* 3. In what format do you read *Research Perspectives*?

- Always in print, never online
- Both in print and online
- Always online, never in print

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2. Print Version [Edit Page](#) [Delete Page](#) [Copy/Move](#) [Add Logic](#)

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* **4. Have you read the print version of *Research Perspectives* during the last year?**

- Yes No

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3. Print Version [Edit Page](#) [Delete Page](#) [Copy/Move](#) [Add Logic](#)

The following questions relate to the **print version** of *Research Perspectives*.

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* **5. The print version of *Research Perspectives* has:**

- A good number of stories per issue
- Too many stories per issue
- Too few stories per issue
- Don't know

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* **6. The stories in the print version of *Research Perspectives* are:**

- Just the right length
- Lengthy, but of interest to keep me reading
- Too long, stopped reading part way through
- Too short

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* **7. Please take a look at your copy of *Research Perspectives* and rate the quality of the magazine on the following:**

	Excellent	Good	Average	Fair	Poor	Unsure
Cover	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design/layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credibility of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity of topics covered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Usefulness in keeping you informed about uOttawa research

Contribution to establishing a positive reputation for uOttawa research

Enjoyability

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4. Online Version

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Add Question

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* 8. Have you visited *Research Perspectives* online at <http://www.research.uottawa.ca/perspectives/> during the last year?

Yes

No

Add Question

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5. Online Version

Edit Page

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Add Logic

The following questions relate to the **online version** of *Research Perspectives*.

Add Question

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* 9. *Research Perspectives* online has:

- A good number of stories per issue
- Too many stories per issue
- Too few stories per issue
- Don't know

Add Question

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* 10. The stories in *Research Perspectives* online are:

- Just the right length
- Lengthy, but of interest to keep me reading
- Too long, stopped reading part way through
- Too short

Add Question

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* 11. Please take a look at the [online version](#) (opens in a new window) of *Research Perspectives* and rate the quality of the web page on the following

Excellent Good Average Fair Poor *Unsure*

Cover	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design/layout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credibility of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity of topics covered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness in keeping you informed about uOttawa research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contribution to establishing a positive reputation for uOttawa research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enjoyability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of navigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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* 12. Do you look at the additional Web content, such as related links and photo galleries?

- Regularly
- Sometimes
- Rarely
- Never

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6. General Information [Edit Page](#) [Delete Page](#) [Copy/Move](#) [Add Logic](#)

The remaining questions relate to **both the online and print versions** of *Research Perspectives*.

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* 13. Please indicate your level of agreement with the following statements.

	Strongly agree	Agree somewhat	Not sure	Disagree somewhat	Strongly disagree
<i>Research Perspectives</i> is interesting to read	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading <i>Research Perspectives</i> has sparked my interest in uOttawa research.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Reading *Research Perspectives* has made me excited about the variety of research at uOttawa.



Research conducted at uOttawa is highly innovative.



uOttawa is one of Canada's top five research universities.



Research Perspectives helps me realize that funding university research is a worthwhile endeavour.



Research Perspectives conveys the message that university research has an impact on society.

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7. uOttawa Reputation

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* 14. In your view, does research at the University of Ottawa distinguish itself in a positive way from research at other Canadian universities in any of the following areas? (Check all that apply)

- Quality of research
- Research intensity
- Award-winning researchers
- Availability of funding
- International collaborations
- Location
- Cultural diversity
- Leadership role in research
- Interdisciplinarity
- Bilingualism
- Training of graduate students
- None of the above
- Other (please specify)

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* 15. Name three of Canada's top five research universities.

1

2

3

*

	Yes	No	Not Sure
16a. Would you recommend uOttawa as a place of education to your friends and family?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16b. Would you recommend uOttawa as a place of research to your friends and family?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Research Publications

* 17. What other publications do you read on a regular basis? (Check all that apply)

Daily newspaper

Other uOttawa publications (print or online, such as *Tabaret*, *Gazette*, faculty newsletters, etc.)

Publications from other universities

Research and/or science magazines

Professional publications

None of the above

* 18. How many people including yourself usually read your copy of *Research Perspectives*?

1

2

3

4 or more

* 19. Would you recommend *Research Perspectives* to your friends, family or colleagues?

Yes

No

Not Sure[Add Question](#)[Add Page](#)[Edit](#)[Delete](#)[Copy/Move](#)

20. Is there anything else you would like us to know about *Research Perspectives*?

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9. General Demographics

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You're almost finished! This final section includes some broad, non-identifying questions to get a sense of the demographics of our readers.

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*** 21. Which age group do you fall under?**

- 24 or younger
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

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*** 22. What is your affiliation with uOttawa?**

- Faculty member
- Staff
- Student

- Potential future student
 - Alumnus
 - Funder or private donor
 - Research partner/affiliate
 - No affiliation
 - Other (please specify)
-

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*** 23. Which of the following best describes your current occupation?**

- University faculty member (uOttawa or other)
 - Student (uOttawa or other)
 - University staff member (uOttawa or other)
 - Researcher at a non-university organization
 - Senior management/executive
 - Other management/supervisory
 - Business owner/self-employed
 - Member of the news media
 - Member of Parliament or Provincial Legislature
 - Government employee
 - Other (please specify)
-

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*** 24. Which of the following best describes the organization you work for?**

- University
 - Research institution
 - Government funding agency
 - Other funding agency
 - Business/industry
 - News media
 - Federal government
 - Provincial government
 - Municipal government
 - I am not currently employed by any organization
 - Other (please specify)
-

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10. Contest

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25. Thank you for your feedback! If you would like to be eligible to win one of three \$100 gift certificates from Chapters, Amazon or Future Shop, please enter a valid e-mail address below. This address will *ONLY* be used to contact you in the event that you win the prize.

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