Below are the results of a student survey administered in the fall of 2004. Four hundred and thirty nine students participated.

1. On average, how often do you read The Collegian?
   - Regularly: 11%
   - Occasionally: 37%
   - Seldom: 35%
   - Never: 16%
   - No answer: 1%

1a. If seldom or never, why? (please check only one)
   - No interest: 17%
   - Every time I try to get one, they are gone: 2.5%
   - No time: 21%
   - Can’t find a copy: 5.5%
   - Content doesn’t relate to me: 3%
   - Other: 5%
   - No answer: 46%

2. How often do you access The Collegian on-line?
   - Regularly: .2%
   - Occasionally: 1.8%
   - Seldom: 6%
   - Never: 91%
   - No answer: 1%

3. A student newspaper is an important part of Fresno State. Please circle one:
   - Strongly agree: 26%
   - Agree: 45.8%
   - Neutral: 25%
   - Disagree: 1.8%
   - Strongly disagree: .5%
   - No answer: .9%

4. How frequently should the student paper be published? Please circle one:
   - Daily: 25%
   - 3 times a week: 23%
   - 2 times a week: 20%
   - Once a week: 30%
   - No answer: 2%

5. Overall, how would you rate the content of The Collegian?
   - Excellent: 3%
   - Good: 39%
   - Average: 38%
   - Fair: 9%
   - Poor: 2%
   - No answer: 9%

6. Please rate if you feel The Collegian should provide more, about the same or less coverage on each of the following topics. Please circle one answer per category:
   - Sports Coverage
     - More: 20%
     - The same: 57%
     - Less: 12%
     - No answer: 11%
   - Student Opinion pieces (editorials, etc)
     - More: 37%
     - The same: 47%
     - Less: 6%
     - No answer: 10%
   - Campus News (Fees, Parking, etc)
     - More: 51%
     - The same: 36%
     - Less: 4%
     - No answer: 9%
   - Campus Life (Fraternity/Sorority, Clubs)
     - More: 32%
     - The same: 40%
     - Less: 18%
     - No answer: 10%
   - Student Government Updates
     - More: 21%
     - The same: 57%
     - Less: 12%
     - No answer: 10%
   - Student Cartoons/Comics
     - More: 31%
     - The same: 47%
     - Less: 12%
     - No answer: 10%
   - Arts/Entertainment News & Reviews
     - More: 40%
     - The same: 44%
     - Less: 6%
     - No answer: 10%
   - Political Coverage
     - More: 30%
     - The same: 52%
     - Less: 8%
     - No answer: 10%
   - Central Valley/State News
     - More: 38%
     - The same: 46%
     - Less: 7%
     - No answer: 9%
<table>
<thead>
<tr>
<th>National/International News</th>
<th>More: 27%</th>
<th>The same: 50%</th>
<th>Less: 13%</th>
<th>No answer: 10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classified/Advertising</td>
<td>More: 18%</td>
<td>The same: 51%</td>
<td>Less: 21%</td>
<td>No answer: 10%</td>
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<tr>
<td>7. Is there anything else you’d like to see covered in The Collegian that is currently not covered?</td>
<td>None/nothing: 14%</td>
<td></td>
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<tr>
<td>8. The Collegian includes 4 ethnic supplements, which are published several times each semester. How often do you read each of the following supplements?</td>
<td>Asian Pacific Review</td>
<td>Regularly (Frequently): 4%</td>
<td>Occasionally: 4%</td>
<td>Seldom: 13%</td>
</tr>
<tr>
<td></td>
<td>Hye Sharzhoom</td>
<td>Regularly (Frequently): 2%</td>
<td>Occasionally: 3%</td>
<td>Seldom: 11%</td>
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<tr>
<td></td>
<td>La Voz de Aztlan</td>
<td>Regularly (Frequently): 4%</td>
<td>Occasionally: 7%</td>
<td>Seldom: 12%</td>
</tr>
<tr>
<td></td>
<td>Uhuru Na Umoja</td>
<td>Regularly (Frequently): 2%</td>
<td>Occasionally: 4%</td>
<td>Seldom: 11%</td>
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<tr>
<td>9. Please rate the Collegian’s quality on the following topics using the 5-point scale provided. Please circle one:</td>
<td>Writing</td>
<td>Very High: 5%</td>
<td>High: 46%</td>
<td>Medium: 33%</td>
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<td></td>
<td>Photography</td>
<td>Very High: 8%</td>
<td>High: 30%</td>
<td>Medium: 42%</td>
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<td></td>
<td>Editing</td>
<td>Very High: 7%</td>
<td>High: 40%</td>
<td>Medium: 38%</td>
</tr>
<tr>
<td></td>
<td>Objectivity (not being biased)</td>
<td>Very High: 5%</td>
<td>High: 28%</td>
<td>Medium: 35%</td>
</tr>
<tr>
<td></td>
<td>Editorials</td>
<td>Very High: 5%</td>
<td>High: 33%</td>
<td>Medium: 42%</td>
</tr>
<tr>
<td></td>
<td>Timeliness of stories</td>
<td>Very High: 9%</td>
<td>High: 35%</td>
<td>Medium: 38%</td>
</tr>
<tr>
<td>10. How well do you think the Collegian covers the following topics? Please circle one answer per item:</td>
<td>Sports Coverage</td>
<td>Excellent: 15%</td>
<td>Good: 41%</td>
<td>Average: 24%</td>
</tr>
<tr>
<td></td>
<td>Student Opinion pieces (editorials, etc)</td>
<td>Excellent: 4%</td>
<td>Good: 37%</td>
<td>Average: 37%</td>
</tr>
<tr>
<td></td>
<td>Campus News (Fees, Parking, etc)</td>
<td>Excellent: 3%</td>
<td>Good: 28%</td>
<td>Average: 39%</td>
</tr>
</tbody>
</table>
11. What do you feel is the value, per semester, of having The Collegian available on campus? Please circle only one.
   Less than $3.50: 32%
   $3.50: 22%
   $5.00: 18%
   $7.50 or more: 10%
   No answer: 8%

12. Are you aware that Associated Students allocates a portion of your student fee to help fund the production of The Collegian?
   Yes: 20%
   No: 77%
   No answer: 3%

13. Are you aware that The Collegian does not receive any direct funding from student fees?
   Yes: 12%
   No: 85%
   No answer: 3%

14. Would you be willing to include a small additional fee in your semester fees to directly fund The Collegian? Please circle one.
   Less than $3.50: 8%
   $3.50: 10%
   $5.00: 13%
   $7.50 or more: 3%
   No answer: 66%

15. If yes on question 14, how much would you pay to help fund The Collegian? Please circle one:
   Less than $3.50: 8%
   $3.50: 10%
   $5.00: 13%
   $7.50 or more: 3%
   No answer: 66%

16. Are you aware that Associated Students is the student government on campus?
   Yes: 47%
   No: 49%
   No answer: 4%

17. I am involved in school politics.
   Always: 1%
   Often: 2%
   Sometimes: 8%
   Rarely: 25%
   Never: 62%
   No answer: 2%

18. I voted in the last student body election.
   Yes: 11%
   No: 86%
   No answer: 3%

19. I am currently a member of a CSUF athletic team.
   Yes: 8%
   No: 90%
   No answer: 2%
20. How many CSUF intramural sports are you currently a member?
   None: 82%
   1: 6%
   2: 4%
   3: 1%
   No answer: 7%

21. How many clubs/organizations are you currently involved with?
   None: 67%
   1: 20%
   2: 7%
   3: 1%
   4 or more: .2%
   No answer: 4.8%

21a. If zero, why not? Please check one:
   No interest: 15%
   No time: 44%
   Too expensive: 4%
   Other: 8%
   No answer: 29%

22. What is your year in school? (please check only one)
   Freshman: 23%
   Sophomore: 23%
   Junior: 27%
   Senior: 17%
   Graduate student: 8%
   No answer: 2%

23. How many units are you currently taking?
   6 or less: 4%
   7–11 units: 3%
   12–16 units: 65%
   17–21 units: 22%
   22 or over units: 1%
   No answer: 5%

24. What is your major?
   Business: 21%
   English: 3%
   Art: 2%
   Political Science: 1%
   Psychology: 3%
   History: 2%
   Communication: 2%
   Math: 2%
   Agriculture: 1%
   Mass Communication: 4%
   Engineering: 3%
   Other (please specify): 49%
   No answer: 7%

25. What is your sex? Please circle one:
   Male: 35%
   Female: 57%
   No answer: 8%

26. What is your race?
   Caucasian (White): 40%
   Hispanic: 23%
   African American: 5%
   Pacific Islander: 2%
   Asian: 10%
   Multi-racial (please specify): 5%
   Other (please specify): 8%
   No answer: 7%

27. What is your age?
   17 or under: 2%
   18–20: 54%
   21–23: 25%
   24–26: 5%
   27 or over: 9%
   No answer: 5%
In addition to frequencies, a few additional statistical tests were conducted. A partial correlation was conducted (controlling for only those who would be willing to pay) and found that there was a significant correlation in the value students placed on the Collegian and the amount they would be willing to pay, \( r (439) = .33, p < .000 \). Crosstabs were conducted to determine if there was a difference in the willingness to pay for the Collegian and if students were involved in school politics. A significant difference was found, \( \chi^2 = (10, N =439) =136, p < .000 \). Those that were not involved in school politics were least likely to be willing to pay an additional fee for the Collegian.