

The Collegian
Readership Survey
Fall 2004

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%

National/International News

More: 27%
 The same: 50%
 Less: 13%
 No answer: 10%

Classified/Advertising

More: 18%
 The same: 51%
 Less: 21%
 No answer: 10%

7. Is there anything else you'd like to see covered in The Collegian that is currently not covered? None/nothing: 14%

Comics: 1%
 Campus life: 3%
 Local news: .2%
 Objectivity: .5%
 Movie reviews: 1.4%
 Sports: 1.6%
 Ag news: .2%
 Other: 11%
 No answer: 66%

8. The Collegian includes 4 ethnic supplements, which are published several times each semester. How often do you read each of the following supplements?

Asian Pacific Review

Regularly (Frequently): 4%
 Occasionally: 4%
 Seldom: 13%
 Never: 73%
 No answer: 6%

Hye Sharzhoom

Regularly (Frequently): 2%
 Occasionally: 3%
 Seldom: 11%
 Never: 77%
 No answer: 7%

La Voz de Aztlan

Regularly (Frequently): 4%
 Occasionally: 7%
 Seldom: 12%
 Never: 71%
 No answer: 6%

Uhuru Na Umoja

Regularly (Frequently): 2%
 Occasionally: 4%
 Seldom: 11%
 Never: 77%
 No answer: 6%

9. Please rate the Collegian's quality on the following topics using the 5-point scale provided. Please circle one:

Writing

Very High: 5%
 High: 46%
 Medium: 33%
 Low: 3%
 Very Low: 1%
 No answer: 12%

Photography

Very High: 8%
 High: 30%
 Medium: 42%
 Low: 7%
 Very Low: 1%
 No answer: 12%

Editing

Very High: 7%
 High: 40%
 Medium: 38%
 Low: 1%
 Very Low: 1%
 No answer: 13%

Objectivity (not being biased)

Very High: 5%
 High: 28%
 Medium: 35%
 Low: 14%
 Very Low: 4%
 No answer: 14%

Editorials

Very High: 5%
 High: 33%
 Medium: 42%
 Low: 6%
 Very Low: 1%
 No answer: 13%

Timeliness of stories

Very High: 9%
 High: 35%
 Medium: 38%
 Low: 4%
 Very Low: 1%
 No answer: 13%

10. How well do you think the Collegian covers the following topics? Please circle one answer per item:

Sports Coverage

Excellent: 15%
 Good: 41%
 Average: 24%
 Fair: 2%
 Poor: 2%
 No answer: 16%

Student Opinion pieces (editorials, etc)

Excellent: 4%
 Good: 37%
 Average: 37%
 Fair: 6%
 Poor: 1%
 No answer: 15%

Campus News (Fees, Parking, etc)

Excellent: 3%
 Good: 28%
 Average: 39%
 Fair: 13%
 Poor: 2%
 No answer: 15%

Campus Life (Fraternity/Sorority, Clubs)

Excellent: 2%
 Good: 26%
 Average: 39%
 Fair: 11%
 Poor: 6%
 No answer: 16%

Student Government Updates

Excellent: 1%
 Good: 28%
 Average: 40%
 Fair: 11%
 Poor: 4%
 No answer: 16%

Student Cartoons/Comics

Excellent: 2%
 Good: 24%
 Average: 35%
 Fair: 18%
 Poor: 5%
 No answer: 16%

Arts/Entertainment News & Reviews

Excellent: 3%
 Good: 27%
 Average: 37%
 Fair: 13%
 Poor: 4%
 No answer: 16%

Political Coverage

Excellent: 4%
 Good: 27%
 Average: 35%
 Fair: 13%
 Poor: 5%
 No answer: 16%

Central Valley/State News

Excellent: 2%
 Good: 23%
 Average: 37%
 Fair: 15%
 Poor: 6%
 No answer: 17%

National/International News

Excellent: 1%
 Good: 21%
 Average: 37%
 Fair: 16%
 Poor: 9%
 No answer: 16%

Classified/Advertising

Excellent: 3%
 Good: 20%
 Average: 40%
 Fair: 14%
 Poor: 7%
 No answer: 16%

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: 28%
 \$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?

Yes: 31%
 No: 65%
 No answer: 4%

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.