



# Readership Survey



**Congratulations!** You are part of a sample of students whose opinions are being sought regarding readership of *The Utah Statesman*. This survey will help *Statesman* editors find out how best they can serve the USU campus. Could you take just a moment of your time and fill out this questionnaire? Return it to TSC 105 before **Friday, Feb. 11** and you will receive a free treat from The Hub for your efforts. **YOUR COMMENTS ARE IMPORTANT AND WILL BE TREATED SERIOUSLY**, so please treat this survey seriously and answer honestly. **Thank You!**

**1. Your status at USU (mark ALL that apply):**

- |   |  |
|---|--|
| <input type="checkbox"/> Full-time student (12 or more hours) | <input type="checkbox"/> Part-time student     |
| <input type="checkbox"/> In-State Student                     | <input type="checkbox"/> Out-of-State Student  |
| <input type="checkbox"/> Faculty/Staff                        | <input type="checkbox"/> International Student |
| <input type="checkbox"/> Female                               | <input type="checkbox"/> Male                  |
- Class Rank \_\_\_\_\_

**2. Do you or do you not consider yourself a REGULAR READER of *The Utah Statesman*?**

- |   |  |
|---|--|
| <input type="checkbox"/> Yes, I do <b>91%</b> | <input type="checkbox"/> No, I do not. <b>7%</b> |
| <input type="checkbox"/> Don't Know <b>2%</b> |  |

**3. How OFTEN do you normally read *The Utah Statesman* -- three times weekly, twice weekly or once a week?**

- |  |   |
|--|---|
| <input type="checkbox"/> Three times weekly <b>71%</b> | <input type="checkbox"/> Once weekly <b>6%</b>  |
| <input type="checkbox"/> Twice weekly <b>19%</b>       | <input type="checkbox"/> Never                  |
| <input type="checkbox"/> Don't Know                    | <input type="checkbox"/> Other: <b>3%</b> _____ |

**3a.. Are you able to FIND A COPY of *The Statesman* when you are prepared to read it? Is it readily available to you?**

- |   |  |
|---|--|
| <input type="checkbox"/> Yes <b>95%</b> | <input type="checkbox"/> No                            |
| <input type="checkbox"/> Don't Know     | <input type="checkbox"/> About half the time <b>5%</b> |

If "Yes", at what location do you most often obtain a copy? \_\_\_\_\_

\_\_\_\_\_. If "No", where would you like to obtain a copy?

**4. On the average, how much TIME do you estimate you spend reading an issue of *The Statesman*?**

- |  |  |
|--|--|
| <input type="checkbox"/> Less than 3 minutes <b>5%</b> | <input type="checkbox"/> 3-5 minutes <b>6.5%</b>         |
| <input type="checkbox"/> 6-10 minutes <b>30%</b>       | <input type="checkbox"/> 11-15 minutes <b>22%</b>        |
| <input type="checkbox"/> 16-20 minutes <b>24%</b>      | <input type="checkbox"/> More than 20 minutes <b>13%</b> |
| <input type="checkbox"/> Don't Know                    |  |

**5. The list below contains several features found in most issues of *The Utah Statesman*. Please mark those items that you would consider something you ALWAYS LOOK FOR, MOST ALWAYS READ and consider an IMPORANT PART of the newspaper.**

\_\_\_\_\_ International and World News                      \_\_\_\_\_ BackBurner  
\_\_\_\_\_ Feature Section                      \_\_\_\_\_ Advertising                      \_\_\_\_\_ Sports Section  
\_\_\_\_\_ Opinions, Editorials & Letters                      \_\_\_\_\_ Campus News  
\_\_\_\_\_ Calendars and Upcoming Events                      \_\_\_\_\_ Movie Reviews                      \_\_\_\_\_ "Our View" Editorials  
\_\_\_\_\_ Classified Advertising                      \_\_\_\_\_ Profiles on Professors                      \_\_\_\_\_ Graphs/fact boxes  
\_\_\_\_\_ Profiles on Students and Student Clubs                      \_\_\_\_\_ News about ASUSU  
\_\_\_\_\_ Police Blotter                      \_\_\_\_\_ Comics/Funny Page                      \_\_\_\_\_ Dave Barry  
\_\_\_\_\_ "Caught on Campus" features                      \_\_\_\_\_ "Dedication" photos  
\_\_\_\_\_ Other (Please Specify):                      **Highest were Calendars, Opinions, World news,  
Police Blotter, Campus News**

**6. The list below contains several features found in most issues of *The Utah Statesman*. Please mark those items that you would consider something you NEVER LOOK FOR, HARDLY EVER READ and consider an UNIMPORANT PART of the newspaper.**

\_\_\_\_\_ International and World News                      \_\_\_\_\_ BackBurner  
\_\_\_\_\_ Feature Section                      \_\_\_\_\_ Advertising                      \_\_\_\_\_ Sports Section  
\_\_\_\_\_ Opinions, Editorials & Letters                      \_\_\_\_\_ Campus News                      \_\_\_\_\_ "Our View" Editorials  
\_\_\_\_\_ Calendars and Upcoming Events                      \_\_\_\_\_ Movie Reviews  
\_\_\_\_\_ Classified Advertising                      \_\_\_\_\_ Profiles on Professors                      \_\_\_\_\_ Graphs/fact boxes  
\_\_\_\_\_ Profiles on Students and Student Clubs                      \_\_\_\_\_ News about ASUSU  
\_\_\_\_\_ Police Blotter                      \_\_\_\_\_ Comics/Funny Page                      \_\_\_\_\_ Dave Barry  
\_\_\_\_\_ "Caught on Campus" features                      \_\_\_\_\_ "Dedication" photos  
\_\_\_\_\_ Other (Please Specify): \_\_\_\_\_

**Most often mentioned were Classified ads, professor profiles, movie reviews, Dedication photos**

For the next eight questions, just mark one answer that most closely reflects your opinion and readership habits.

7. Do you or do you not feel *The Utah Statesman* should have more emphasis on **FEATURE** stories than it currently has:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Much more emphasis | <input type="checkbox"/> More emphasis <b>15%</b> | <input type="checkbox"/> About the same <b>68.5%</b> |
| <input type="checkbox"/> Less emphasis      | <input type="checkbox"/> Much less emphasis       | <input type="checkbox"/> Don't Know <b>12%</b>       |

8. Do you or do you not feel *The Utah Statesman* should have more emphasis on **SPORTS** stories than it currently has:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Much more emphasis       | <input type="checkbox"/> More emphasis <b>15%</b> | <input type="checkbox"/> About the same <b>52%</b> |
| <input type="checkbox"/> Less emphasis <b>16%</b> | <input type="checkbox"/> Much less emphasis       | <input type="checkbox"/> Don't Know                |

9. Do you or do you not feel *The Utah Statesman* should have more emphasis on **CALENDARS** and upcoming events than it currently has:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Much more emphasis <b>8%</b> | <input type="checkbox"/> More emphasis <b>35%</b> | <input type="checkbox"/> About the same <b>36.5%</b> |
| <input type="checkbox"/> Less emphasis                | <input type="checkbox"/> Much less emphasis       | <input type="checkbox"/> Don't Know                  |

10. Do you or do you not feel *The Utah Statesman* should have more emphasis on **WORLD** and **NATIONAL** news stories than it currently has:

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Much more emphasis <b>22%</b> | <input type="checkbox"/> More emphasis <b>34%</b> | <input type="checkbox"/> About the same <b>36%</b> |
| <input type="checkbox"/> Less emphasis                 | <input type="checkbox"/> Much less emphasis       | <input type="checkbox"/> Don't Know                |

11. Do you or do you not feel *The Utah Statesman* should have more emphasis on **CAMPUS NEWS** than it currently has:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Much more emphasis <b>7%</b> | <input type="checkbox"/> More emphasis <b>35%</b> | <input type="checkbox"/> About the same <b>56.4%</b> |
| <input type="checkbox"/> Less emphasis                | <input type="checkbox"/> Much less emphasis       | <input type="checkbox"/> Don't Know                  |

12. Do you or do you not feel *The Utah Statesman* should have more emphasis on **OPINIONS** and **COLUMNS** than it currently has:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Much more emphasis | <input type="checkbox"/> More emphasis <b>16.4%</b> | <input type="checkbox"/> About the same <b>52%</b> |
| <input type="checkbox"/> Less emphasis      | <input type="checkbox"/> Much less emphasis         | <input type="checkbox"/> Don't Know                |

13. Do you or do you not feel *The Utah Statesman* should have more emphasis on **ENTERTAINMENT** and **REVIEWS** than it currently has:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Much more emphasis       | <input type="checkbox"/> More emphasis <b>17%</b>      | <input type="checkbox"/> About the same <b>43%</b> |
| <input type="checkbox"/> Less emphasis <b>25%</b> | <input type="checkbox"/> Much less emphasis <b>11%</b> | <input type="checkbox"/> Don't Know                |

14. Do you or do you not feel *The Utah Statesman* should have more emphasis on **COMICS**, **PUZZLES** and related features than it currently has:

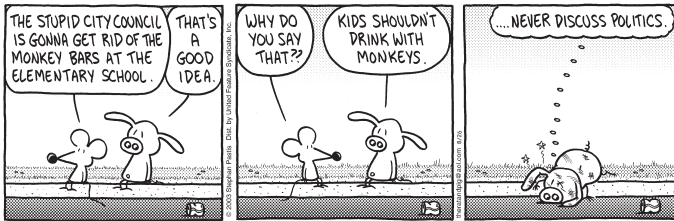
- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Much more emphasis        | <input type="checkbox"/> More emphasis <b>21%</b> | <input type="checkbox"/> About the same <b>61%</b> |
| <input type="checkbox"/> Less emphasis <b>9.5%</b> | <input type="checkbox"/> Much less emphasis       | <input type="checkbox"/> Don't Know                |

## 15. How often do you read the COMICS found in *The Statesman*?

- Almost every issue. A lot   
  Most of the time   
  Occasionally  
 Rarely   
  Never   
  Don't Know

Please rate the following comics according to your preferences & reading habits:

### Pearls Before Swine



- I Never miss it. It's a keeper.  
 I kind of like it. So-so most of the time.  
 I sometimes read it. It's there, but I don't really like it.  
 It's not for me. Kill it.

### People We Know



- I Never miss it. It's a keeper.  
 I kind of like it. So-so most of the time.  
 I sometimes read it. It's there, but I don't really like it.  
 It's not for me. Kill it.

### Loose Parts



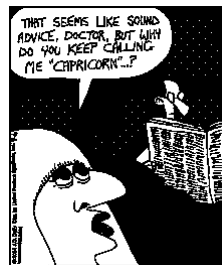
- I Never miss it. It's a keeper.  
 I kind of like it. So-so most of the time.  
 I sometimes read it. It's there, but I don't really like it.  
 It's not for me. Kill it.

### Bizarro



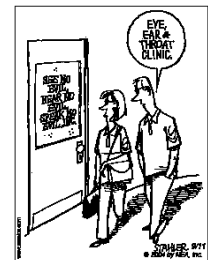
- I Never miss it. It's a keeper.  
 I kind of like it. So-so most of the time.  
 I sometimes read it. It's there, but I don't really like it.  
 It's not for me. Kill it.

### Go Figure



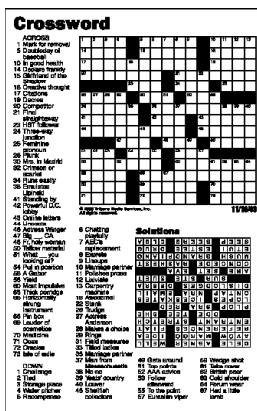
- I Never miss it. It's a keeper.  
 I kind of like it. So-so most of the time.  
 I sometimes read it. It's there, but I don't really like it.  
 It's not for me. Kill it.

### Moderately Confused



- I Never miss it. It's a keeper.  
 I kind of like it. So-so most of the time.  
 I sometimes read it. It's there, but I don't really like it.  
 It's not for me. Kill it.

### Puzzler



- I Never miss it. It's a keeper.  
 I kind of like it. So-so most of the time.  
 I sometimes read it. It's there, but I don't really like it.  
 It's not for me. Kill it.

### Comments about comics and related features:

**15. What changes, if any, would you make in the CONTENT of *The Utah Statesman*? Generally speaking, is there anything you would like to see in *The Statesman* that isn't there now?**

**16. Have you ever accessed the electronic version of *The Utah Statesman*, as found on the World Wide Web?**

- All the time/Regularly       Many times       Occassionally  
 Rarely       Never       Didn't know the Statesman had a website

**17 . What is a feature or activity or item that IF it were part of *The Statesman*'s web page would make you a MORE REGULAR visitor to that site? Do you have suggestions for our web site?**

16. Do you or do you not regularly and consistently listen to a radio station?

Yes **55%**      No **46%**      If yes, please specify which one \_\_\_\_\_

17. Do you or do you not regularly and consistently read any other newspaper?

Yes **31%**      No **69%**      If yes, please specify \_\_\_\_\_

18. Do you or do you not regularly and consistently receive news from an web-based or e-mail-based news source or via the internet?

Yes **42%**      No **58%**      If yes, please specify \_\_\_\_\_

19. What do you feel is the biggest issue currently facing Utah State University and/or its student body?

**See List**

20. Please answer: One specific story or issue that I would like to see presented in *The Utah Statesman* is:

**See List**

Please make any additional comments that you feel might assist us:

*Thank You!*

***Please bring the completed survey to TSC 105, drop in RETURNED SURVEY box and get your token or coupon for a FREE SLICE O'BREAD at The Hub!***

## Issues of Concern for USU:

### #19 Biggest issue

Funding (8)  
Tuition & fees (101)  
Student fees being paid to pay ASUSU more ?– give me a break!  
Money- buying books, paying tuition and living (6)  
Job VS time to study  
Book prices (2)  
Govt. decrease grant money (3)  
Scholarship funds  
House bill against out of state students (3)  
Administration  
The new President of the University (13)  
Effect of tuition increases on incoming students  
Student awareness /positive aspects of the university  
Enrollment  
Parking (9)  
New buildings on campus When do we stop building and start improving (xxx)  
Housing (against new) (2)  
The Quad sucks  
Snow removal from sidewalks/parking lots  
Bike lanes  
We need to be able to use the facilities even when we lose our ID card  
Places to eat on campus  
    Cheap  
    Decent burger place (not grill)  
Seeing our tuitions used appropriately.  
Waste of resources i.e. loafing professors, extravagant travel resources, administrators that don't work on Fridays  
Teachers who don't care about teaching and helping their students learn. Only interested in research.  
Poorly trained/constantly changing faculty  
Quality of Engineering professors  
Dumb expenditures, especially for a bad football team (x)  
Waste of student money, irresponsible spending  
Educational standards  
Grades  
Quality of the product produced by the University (graduates)  
Quality of education (2)  
Classes overcrowded  
Misuse of funds for unpractical things  
Changes in policies/legislation (3)  
Recruitment and retainment  
Going to school for the diploma and not the education  
Getting through school  
Stress of choosing a major then graduating

Maintaining competitive wages for professors (3)  
Staff salaries (3)  
What the administration is paid vs faculty and staff.  
Change in demographic make up  
Unification  
Diversity (2)  
    Is it being forced on the community?  
Dissention & hate  
Reverse discriminations  
Empathy  
Drunk driving (2)  
Winter weather (3)  
Booting  
Financial issues and economic changes  
Positive outlooks/accounts of the war/politics  
More information of what is going on here on campus  
National economy  
Keeping current on events  
The effectiveness and usefulness of ASUSU  
ASUSU elections/ redoing of ASUSU  
Lack of student power. Whatever Kermit said went. I am glad he is gone.  
Lack of student participation in how the University is run. Nobody showing up to protest tuition proposal  
Studentbody is too conservative, should be a little more liberal  
The existence of the evil BYU  
I wouldn't know because nothing in the campus newspaper is worth reporting. I want to know about things like building remodels that are changing traffic patterns.

### #20 One specific story

More about people and places in the community  
Reviews of Cache theatre productions - Review the Scarlet Pimpernel  
Things to do in Logan on the weekends  
Local (Cache Valley residents) perception of students  
A story on getting good deals around the valley  
Get to know faculty and staff. i.e the people students work with  
Stories on what it is like to become a professor & what the really do  
A story on each department i.e. physics, econ, geology, etc.  
How many hours required of a tenured professor.  
How many relatives and spouses of faculty are employed around here  
Registrar's office needs to help students not just make new rules that hurt students  
More about the positive side of USU  
Let us know who Albrecht is, who deans are.  
NFS dept. Aggie Ice cream (x)  
Aerospace engineering  
Campus research and academics i.e. the green beam  
Rising energy costs and University efforts to conserve and cut costs  
What is the most failed class at USU?  
USU misappropriation of funds i.e. Innovation campus being "rented" at a giant price then "given" to USU

I liked the story last year on professors salaries (x)  
Where do student fees go and why? (xx)  
Wasted money, where student fees are spent.  
Why we all pay for athletic fees and we don't even attend the games  
Keys to getting scholarships/financial aid  
What goes on in A-week  
Student involvement is way down. Clubs and dying because no one attends  
What the SciTech will be like and new recital hall  
Who are the Eccles and why is their name on half the buildings?  
New Ag Science bldg.  
The truth about the new recital hall  
History of "The Scotsman. Explain with Englishmen, thistle, rose  
Jobs relating to your major  
Percent of students who go to grad school  
Student achievements – research, awards, etc.  
Q&A with teachers, like Michael Ballam and also the new football coach  
Interview students and write their story and why USU  
Study Abroad feature  
Old myths and legends traditions at USU  
Stories featuring alumni who have done something with their lives  
About the new library & Sylvia Turner  
The Greek community & its influence in other campus organizations, particularly ASUSU  
Why do the buses suck?  
Kermit Halls "lasting legacy" a negative influence  
One dedicated /made by multicultural students  
Information from professors about lack of funding. Students need to see the other side of the issues of funding problems  
Maybe an occasional article on what young families can do on campus  
Limiting public use of campus recreation facilities  
Something about student organizations or clubs  
Health careers  
One about how donations and grants are distributed among the colleges. What percentage actually makes it to a specific college or department  
Education majors, what are they doing?  
Snow plowing in the Lundstrom center and how the plows tear up the grass.  
Being packed on the shuttles like sardines  
Education and use of USU degrees after graduation (x)  
Concealed weapons on campus is a good thing  
Statistics about what percentage of USU immediate grads find jobs in their field & incomes  
Utah State University's history  
Where are graduates getting jobs  
Bike program I think it is a ridiculous idea  
Cover senior and graduate projects (big ones with 15 or more members)  
More information on dept. & clubs. I would attend if I knew about them.  
More about advising services, academic resource center  
Chinese New Year Party  
Why don't we have a solid IT infrastructure. Why not a Novell tree or domain controller for the entire campus?

Why do the buses suck?  
Kermit Halls "lasting legacy" a negative influence  
One dedicated /made by multicultural students  
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More about advising services, academic resource center  
Chinese New Year Party  
Why don't we have a solid IT infrastructure. Why not a Novell tree or domain controller for the entire campus?  
How students can get involved with political activity while attending school.  
Classes that everyone should take better because it's easy or fun.  
Detailed break down of extra tuition spending. Dollar estimates please. How much to each dept. etc.  
English spelling and writing among English as a second language is stronger than US citizens.  
Student athletes, is giving them scholarships, spending money and other privileges fair to other more scholastically minded students.  
A story about how the paper is produced (documentary)  
The history of Old Main  
How students plan to pay/cope with increased tuition  
  
Country profiles & international issues with feedback from students from those countries  
Unbiased portrayal of the Iraqis who lives have been improved because of our involvement in the conflict.  
News of the war in Iraq and our troops  
Tsunami – The Statesman is my only newspaper  
On assignment in Iraq  
I want more national and world news. Cache Valley is not the center of the Universe. National sports does not count as national news.  
Abortion debate  
More about what the world is doing and not just non-important issues.  
More info on current state and national events.  
Statesman is only source, more world news

Lack of religious overbearingness. Lack of tolerance for different religious beliefs.  
Apathy about issues  
Contention on differing opinions  
Tolerance and respect for differences  
I want more Cy Martz columns  
More about LDS stuff in general

Restaurant column  
Fun food ideas  
Music reviews  
Humor columns by students that are really funny  
More public polls  
Dave Barry's retirement story

JC Carroll (x)  
Stories on individual athletes  
Our basketball fans  
Basketball (x)  
More sports features maybe on a gymnast  
More on Real Salt Lake soccer team (feature article) (2)  
A weekly NFL or professional sports with states, analysis

The fights to ban booting in parking lots in Logan

Lack of a climbing gym in Logan

Nutrition/ does counting carbs really matter?  
More outdoors stuff, maybe on the wolves in Yellowstone  
Recycling x  
Waste reduction  
Water issues /conservation in landscaping etc.  
Renewable energy in Utah  
No drive days  
There are people here who like to go hunting.

Backpacks, what things people carry, how heavy they are & what problems they can cause

Why the Statesman writers have such poor grammar

#### **Additional comments:**

Please publish 5 days a week  
I think the Statesman is great I like it the way it is (16)  
I love the paper but it is my only newspaper and I would like more world news x  
More student stories  
Food Critic for local restaurants  
Weekly weather report  
Salt Lake events  
I read The Onion [HYPERLINK http://www.theonion.com](http://www.theonion.com) I would like similar articles only more pg rated  
Profile good professors and highlight why students like them. Hopefully some of the less talented could learn.  
I look forward to reading it every other day.  
Get rid of some of the columnists, especially conservative ones  
I feel there is a lack of investigation. The paper favors administrators, faculty and student reps and is hesitant to rock the boat. There is enough questionable stuff to provide plenty of stories.  
No need to reprint 3 day old AP and Rider stories.  
Make those stupid apartments/fraternities shovel their stu-

pid sidewalks and put on ice melt  
Overall satisfied with material and presentation.  
Some articles and poorly written and boring  
Print less copies too many are thrown away  
Calender and backburner are good but contain errors  
More student editorials, encourage participation  
Need better comics  
USU needs to get some good entertainment for students  
The front page stories are pretty dull spring semester  
Reduce the number of sports pages  
Do all opinions need to be against what Bush is doing  
Not so biased  
Pearls before swine and Dave Berry are great. Love opinion and world news section  
Stop making spelling errors / bad grammer (xxx)  
Statesman is students main channel between faculty/staff. Used to help student understand choices made and events. Used to get students more involved  
The Statesman is a journal about USU, replace international news with USU news.  
The paper is too conservative  
Stop reporting on one side of an issue i.e. booting. I like booting because I want my parking spot back! It is not good reporting and you could get fired in the real world. Tell us about events before not after they happen. Back off on the sports! Just admit that the football team is not worth the attention that they get. Get rid of inserts because they are just thrown away. I do like the Macey's add.  
Inserts are a waste. Additional inserts on what to do in the valley would be great.  
Your editing sucks  
More world issues  
I love the catch headlines  
Print fewer copies FAC has stacks left over  
Put more Institute events on the backburner over 7500 students go there regularly.  
Stacks of untouched and wasted Statesman  
Paper fills a unique niche is that it pertains to the University and studentbody issues. You should stop reporting international and national news. Rather just focus on student options and current campus news. Avoid more reviews I can get them on line.  
Bring back the copy editor – I know an awesome person to do it.  
More info on entertainment in Logan  
Generally like it but I notice a lot of spelling and grammatical errors  
More National news  
Both of the political columnists are ridiculous and spew nothing but nonsense.  
More opinions sections  
On controversial subjects in the opinion section sparks petty, childish letters to the editor.  
Put jobs in the paper for graduating seniors.  
I like the late night quotes but the blotter seems ridiculous  
Get better comics that are clean and show REAL entertainment  
The Statesman "jumps" articles too much. Important articles may force a jump but not every article is worth following. The inner page articles are being split. This is unjournalistic and need to stop.  
Thanks for the crossword  
Our view is my favorite. Whoever writes it should get a prize  
Advertise campus events in advance so I know about them ahead of time.  
Large advertisements for meetings involving schools well being. Something that is more noticeable.