

# The results are in...

by Kevin Gillese

Some people love us, some people hate us, and most people fall between the two extremes.

Not a very profound thought but that's what statistics compiled from 742 responses to the Gateway's Nov. 23 questionnaire seem to indicate.

It seems females stayed away from evaluations as only about half as many females answered our queries as did males (and some of the faculties didn't want to provide any data, either, such as Education where we received only 75 responses out of 5,000 undergrads).

But the people who did respond awarded the Gateway every stanine grade (from 1 through 9) in evaluating its performance this year.

Most of the folks thought this year's paper was just under honors standing (over 32 per cent awarded us a stanine 7), although 28 per cent rated Gateway a stanine 6 and another 11 per cent gave us a 5. But 10 per cent of the people said Gateway deserved a stanine 8 and an informed elite of 10 people (whom some suspect to be Gateway staffers) gave us the highest stanine of all, a 9. Still, we only managed a G.P.A. of 6.011, according to responses.

People answered the Gateway section of the questionnaire by listing number 1 through 6 to indicate how often they read each section of the paper. (The number 1 represented the response - "always read" - and the number 6 represented - "never read"; numbers in-between showed corresponding frequency of readership.)

We may have to start sneaking editorials into the corner of editorial cartoons, since the cartoons seem to be read most often of anything in the paper while editorials rank well down the scale. Bub Slug was first to hit the wire (55 per cent always read it) but was neck and neck with sharp-eyed Frank Mutton only four per cent behind.

There seem to be plenty of

newshounds around the campus since over 75 per cent of the respondents said they "most often" read the news section (by answering 1, 2 or 3 on the 6-grade scale).

And of great cheer to student politicians, 79 per cent said they most often read student news.

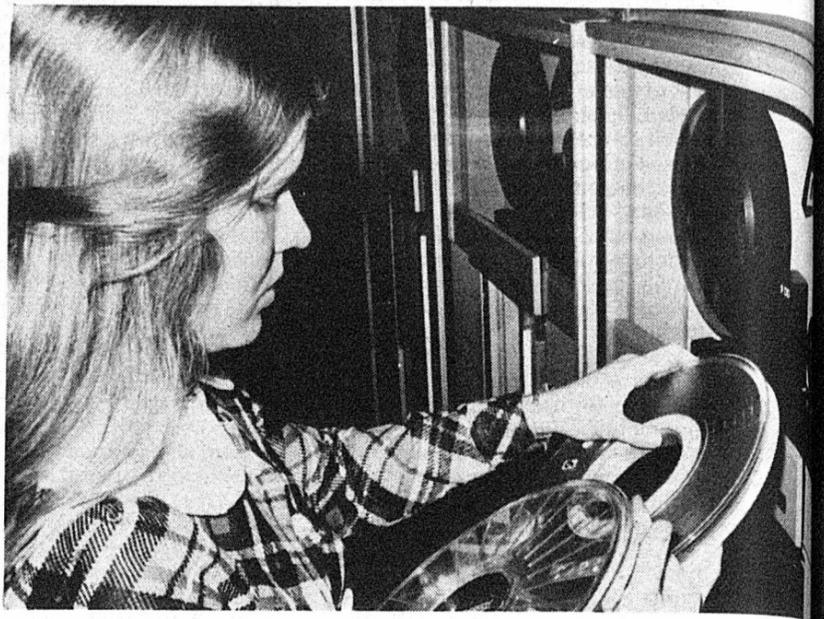
But it seems Gateway is perhaps not doing its job in reporting student news as 83 people responded they always read student news, but 30 questions later informed us they did not know what was happening within the Students' Union. Either the reporting is no good, the situation is too complex to understand even by reading Gateway stories, or the respondents didn't understand the question. Hard to say which.

Front-page headline writers noted with interest over 91 per cent said they most often read the front-page news (national education news was most poorly read with 50 per cent reading it "most often"), and one vowed to quit drinking on press nights if people read her headlines with such avid interest.

And it seems the older you get, the more likely you are to read the news - staff members had the highest percentage news readership, followed by graduate students, followed by undergrads. (Even amongst the undergrads, the higher your year of study, the more likely you are to read news.)

Arts and sports editors were dismayed to find out that Gateway classified ads had one of the highest readerships of anything in the paper (around 70 per cent), far higher than either of their sections, which scored means of 3.8 and 3.75 respectively.

But most of the columnists were even more dismayed by an even poorer response to their products - Lydia Torrance's PROspects and Ambrose Fierce's CONcoctions ranked a full readership point beneath Dirk Schaeffer's "Ombudsman" column (which had a mean of just under 4). And the other Gateway columns, excluding the



The stats are off the magnetic tapes. Responses to Gateway questionnaires have been run through the university's computer. Here they are.

ever popular Frank Mutton, ranked another 1/2 to 1 readership point beneath PRO and CON.

One of the best-read sections of the paper turns out to be the "letters to the editor" section - but the editor's responses are hardly glanced at, if at all, it seems (scoring a readership point beneath the letters).

In the arts section, most people turn to concert reviews before anything else, in sports they turn to hockey (that great Canadian sport), and, in features, to general interest material and to political stuff.

The response to the questionnaire was not exactly valid in questions such as 'how often do you read the Gateway?' since people who don't read the Gateway obviously wouldn't be filling in the questionnaire (or at least would be less likely to be reading the paper and just happen to take the time to tell us how much of the paper they don't read.) And, as a matter of fact, it turned out that 97 per cent of the people who answered the question-

naire read the paper at least once a week - 85 per cent every issue.

One gratifying point to the whole effort - last year, we received only 82 responses to a Gateway questionnaire with only 20 questions.

This year, we received 750 responses to a questionnaire with nearly 100 questions (and they're still coming in).

Either we've improved - or you have, or both.

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