

GATEWAY READER SURVEY RESULTS

A grand total of 26 readers (from a readership of over 25,000, that's something like .001 percent) returned surveys to us. Many questions were left unanswered and one survey was filled with so many obscenities it was hardly relevant. However, many exciting and helpful comments were made and are noted in the following results.

Our thanks to the 26 people who participated.

Reader status from completed surveys

Surveys returned	Faculty
1	Agriculture
3	Arts
3	Commerce
2	Education
5	Engineering
1	Home Economics
1	Law
1	St. Jean
3	Science
5	University Faculty and Staff members
1	Student failed to answer faculty question

How often do you read the Gateway?

Survey responses
21 — every issue
03 — most issues
02 — seldom

Most interesting sections:

Survey responses
21 — letters
18 — cartoons
16 — classifieds/footnotes
15 — news
13 — photos
12 — editorials
11 — CUP notes
11 — features
06 — arts
04 — sports

Sections seldom/never read:

Survey responses
14 — sports
11 — arts
9 — features
7 — editorials
6 — news
3 — CUP notes
2 — letters
2 — classified/footnotes

News

Does the Gateway give adequate campus news coverage?

Survey responses
8 — yes
11 — no
5 — sometimes
1 — does not read campus news
1 — campus news is "drivel"

You said the areas which need more news coverage are:

faculty association events, Commerce week, Engineering week, student union meetings, lectures by visiting speakers.

Should the Gateway cover more off-campus news?

Survey responses
3 — yes
10 — no
10 — depends on event
3 — no answer

You said the Gateway should cover off-campus news such as:

riots, American campus news, rock music in Iran, politics, Woodstock, cultural events.

Should there be more coverage of politics?

Survey responses
13 — yes
11 — no
2 — no answer

Comments: "only U of A politics"; "if I want politics I'll read the daily newspapers"; "more coverage on politics not of politics".

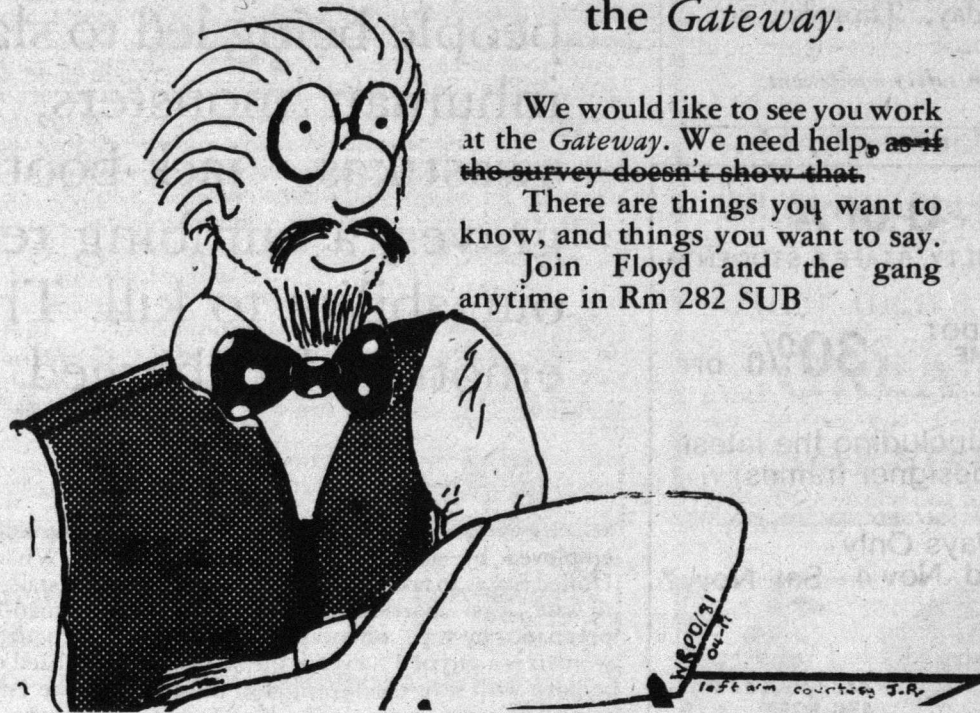
You said Gateway news stories are:

Survey responses
9 — well-written
8 — informative
6 — dull
6 — sketchy
5 — interesting
3 — poorly written
3 — well researched
1 — adequate

Your comments and suggestions: "no one learns proper English anymore"; "quit rehashing and rehashing the same issues over and over"; "scrap it"; "often biased"; "I like your policy of printing illiterate letters".

INFO GATEWAY

You too can work with the Gateway.



We would like to see you work at the Gateway. We need help, ~~as if the survey doesn't show that.~~

There are things you want to know, and things you want to say. Join Floyd and the gang anytime in Rm 282 SUB

Do you like the photo features?

Survey responses
18 — yes
01 — no

Photo comments: "visual relief"; "a picture is worth a thousand words, 1.0 x 10⁶ Gateway words"; "yes"; "more campus photos"; "brightens newspaper."

Cartoons

The Gateway should run:

Survey responses
15 — more cartoons
1 — fewer cartoons
7 — the same number of cartoons
2 — better cartoons

The cartoons are:

Survey responses
8 — slightly amusing
4 — terrific
4 — a waste of space
1 — nice to look at
1 — spotty
1 — o.k.

Comments on cartoons: "Baz is great"; "there are better cartoonists on campus"; "tend at times to lower the tone of the paper"; "should not be drawn with a crayon".

Do You Know

18 of the 26 readers surveyed knew that EPF stands for Established Programs Financing.

Seven knew the SU has an approximate deficit of \$750,000. One unknown manager stated only that it is "fluctuating downward."

24 readers correctly identified CUP as Canadian University Press.

Match quiz scores:

	number identified correctly in surveys
Myer Horowitz — university president	24
Jean Forrest — university chancellor	13
Elise Gaudet — SU vp finance	19
Jim Horsman — minister of adv. ed.	24
Alex MacDonald — SU entertainment director	12
Allan MacEachen — minister of finance	22
Peter Michalshyn — Gateway editor	25

Overall Views of the Gateway:

The Gateway is:

Survey Responses
12 — informative
10 — one-sided
5 — timely
3 — out-dated
2 — misinformed
1 — subjective
1 — all of the above

The general lay-out of the paper is:

Survey responses
13 — good
4 — passable
1 — terrific
1 — hopeless
1 — very good.

General comments: "A weekly Gateway would be more efficient"; "Best Gateway I've seen in years (10 or so)"; "good, I don't get lost"; "an essential propaganda tool"; "I love the ears!"; "good luck"; "in two lines?"; "a good excuse to avoid studying"; "get yer act together"; "stale and predictable"; "The paper should try to develop a healthy cynicism in the student body"; "functional but small time for the size of the university"; "too frequently you only mouth the ideologies of foreign multinationals".

Editorials

This year's editorials are:

Survey responses
6 — thought-provoking
6 — relevant
5 — missing the point
3 — boring
3 — witty
2 — stupid
1 — well written
1 — "ranting"
1 — OK
1 — different
1 — all points sometimes

Features

The Gateway features are:

Survey responses
8 — informative
6 — CUP propaganda
3 — pretty lacklustre
2 — relevant
1 — o.k.
1 — common knowledge
1 — useless

The Gateway should have:

Survey responses
9 — the same number of features
5 — more features
5 — less features
1 — more relevant features

Items you would like to see as a feature: comic profiles of students; "extension women's program"; abortion; blank pages; "why engineers dislike the Gateway or vice versa".

Arts

The arts section:

needs needs is o.k.
more less as is

7	2	9	music reviews
2	6	8	art reviews
4	6	5	theatre reviews
11	1	4	movie reviews

Do reviews affect your decision to see an event or buy a record?

Survey responses
7 — yes
6 — no
6 — sometimes

Comments on the Arts sections: "Book reviews!"; "needs interviews with arts students"; editor "often speaks the voice of reason"; "What?"; "alot of purple prose".

The reviews are:

Survey responses
7 — well written
5 — informative
5 — obnoxious and impertinent
4 — dull
1 — adequate
1 — ridiculous
1 — gauche
1 — not reviews
1 — critiques
1 — "verbose and self-indulgent"

Sports

Is there enough campus sports coverage?

Survey responses
9 — yes
3 — no
6 — not in all events

You said there should be:

more coverage of: intramurals (x9)
less coverage of: Golden Bears (x3)

The sports stories are:

Survey responses
4 — dull
2 — informative
1 — topic is dull
1 — interesting
1 — average

Sports section comments: "more interviews of campus heroes"; "Bear/Panda propaganda"; "I like Sprots".

One reader does not read the sports section but thinks its "fast and active".

Photos

Gateway photos are:

Survey responses
13 — o.k.
3 — helpful in distinguishing notable people, places
2 — grainy
2 — the only thing read
2 — excellent
1 — very good
1 — stupid
1 — not enough
1 — good sometimes