# The Dalhousie Gazette Survey -- The truth at last !!??

Not surprisingly, the vast majority of the people who responded to the recent Gazette survey, read the Gazette regularly.

About 95% of our respondents read the Gazette on either Thursday or Friday which indicates a strong concern for news

About half of the respondents pick up their copies in the SUB but since only 30% of our circulation is in the SUB it means the response from "SUB readers" was higher.

The survey results indicate that people read about 75% of the Gazette. All sections are well read with the front page, local and campus news being the most popular. Sports, update calendar and book reviews are the least read sections.

what the acronyms NUS, AFS and CUP stood for. The obscene answers we've decided not to publish More people than not believe that the

A large percentage of students understood

Gazette is fulfilling the role of the student press although quite a few said "not fully". Most of the staff would agree with the not fully because we don't have enough people to cover all the news that we would like to (plug!

Most of our respondents read other newspapers. University News and the Chronicle Herald-Mail Star are read fairly regularly

A few respondents rated University News as excellent (their editor, for instance), the

#### "Are you Canada's oldest college newspaper? If so, maybe you'll drop dead soon."

Respondents would like to see more campus and local news, more photos and more information about student organizations. Areas in which students feel the Gazette devotes too much space are: unemployment, labour and international news. On the whole, most people would like to see the same coverage given to all the areas listed in the survey.

A surprisingly high percentage of students they would like to see more of them.

Respondents are split evenly on photo quality and design of the Gazette. We fall somewhere between fair and good.

A question which drew an expected response was "Do you agree with the editorials?" Most people said "sometimes".

Most people read advertisements and among the most disliked as well as liked ads were those dealing with contraceptives. A large number of people said they like CBC ads which is amusing since we haven't run any for a year and a half.

Most people are content with the present size and frequency of the Gazette.

All figures are for range of total readership population at

Do you read the Dalhousie Gazette?

On what day do you normally read the paper?

84.2 to 95.2

Mon. 1.2 to 1.4

28.8 to 48.8

47.4 to 65.2

residences 1.1 to 8.9

front page

local news

letters

features

international news

arts and leisure

update calenda

campus news

regional news

national news

comment

sports

Where do you pick up your copy?

Which section do you turn to first?

Which of the following do you read?

In a poll, 25 per cent of the respondents might say that they don't like

something. This doesn't mean that 25 per cent of all students don't like

something, but it does mean that there's a 95 per cent chance that, say,

survey can't make exact predictions. However, we're 95 per cent sure that

The ranges we have given aren't exact, single numbers, because a

between 20 and 32 per cent of all students dislike the 'something'.

the opinions of the student body are within the ranges we've given.

occasionally

0 to 2.7

.6 to 7.8

Dalorama

2.3 to 11.7

Always

68.4 to 83.4

41.2 to 66.8

19.5 to 32.7

34.8 to 60.2

31.4 to 56.8

21.4 to 45.2

22.5 to 46.3

45.7 to 70.5

29.8 to 55.0

32.4 to 58.3

38.2 to 60.1

6.2 to 24.8

majority between fair and good. The Chronicle Herald-Mail Star was overwhelmingly rated poor. Why, we don't

Most respondents were students, of those who indicated, only 13 were non students.

#### What do we cover?

= .95 level of significance.

never

.6 to 3.2

7.9 to 20.5

Editorial

Sometimes

11.4 to 32.6

28.4 to 53.7

38.3 to 53.3

33.1 to 58.5

36.4 to 62.0

40.8 to 65.9

19.5 to 42.7

23.6 to 27.4

34.8 to 60.2

31.8 to 49.9

39.8 to 62.3

27.1 to 52.3

2.7 to 10.5

A number of respondents to our survey indicated that they wanted more local and campus coverage. We therefore decided to read the French articles which we print and examine what we were covering. Here's how

Out of the 5 issues from Christmas until the survey was printed, 53% of our news stories dealt directly .: ith campus issues. If we include campus sports, council briefs and upcoming events, the percentage is raised to

Surprisingly, especially for us, in those five issues we ran no international stories. However, some of the national and even some of our campus stories had an international angle; e.g. Dalhousie investments in companies which support the government of South Africa Most of the regional stories dealt with the

Other

13.5 to 28.4

Never

8.3 to 27.6

0.4 to 13.2

1.4 to 15.6

4.7 to 21.9

25.5 to 46.3

0.4 to 12.6

2.5 to 15.9

1.8 to 15.7

0.2 to 15.9

32.0 to 57.6

university cutbacks, the MPHEC and student organizations.

Most of the national stories dealt with issues which we believe are / were relevant to students at Dalhousie, e.g. tuition hikes elsewhere, fights against cutbacks and restrictions against international students. They often had a local angle, that is, information about how the same issue affects students here.

We've averaged 3.4 letters per issue and as Earl Cameron used to say, "We enjoy receiving yours.

The concert reviews include 7 short ones on winter carnival. With that exception, we average 2 per issue.

The sports coverage averages 8.8 stories per issue, but many of those were small items. Not listed but appearing almost each and every issue are editorials, editorial cartoons, cryptoquotes, Daloramas and Silly

We only average two local stories per issue but this again is due to a shortage of reporters so if you are interested we'd love to see you. This is fairly important since people overwhelmingly agree that the Herald and Mail Star are poor newspapers.

So keep reading, pass on story ideas, and let us know what you think about the Gazette. Remember, it is your newspaper.

Topics	No. of ite
Campus	43
local	8
regional	9
national	23
international	0
letters	17
upcoming events	15
concert reviews	15
film reviews	7
theatre reviews	1
book reviews columns	1
book reviews	4
poems	4
campus sports	2
council briefs	44
council briefs	14

## Choice quotes

What do I think the role of the student press should be? "To see life; to see the world; to eyewitness great events; to watch the faces of the poor and the gestures of the proud; to see strange things-machines, armies, multitudes, shadows in the jungle and on the moon; to see man's work-his paintings, towers and discoveries; to see things thousands of miles away, things hidden behind walls and within rooms, things who sometimes ask dumb questions. dangerous to come to; the women that men love and many children; to see and take pleasure in seeing; to see and be amazed; to see and be instructed.'

"Gazette, you have guts."

AFS—"Always fucken Sidetracked!"

What is the role of the student press? "To present the facts that the other media find too controversial to jeopardize their own secure position.

What sort of people work on the Gazette? - "large incisors, over-active salivary glands

"Screw your grades and keep up the good

"Dan Edgar does not represent all engineers!"

What sort of people work on the Gazette? "Gays, communists, foreigners or any combination thereof!'

"It's hard to object to ads for prophylactics etc., but the view of the university as a swinging and permissive society is not

"Post 1968 flower punks work on the Gazette."

"Tell all those people who will fill up these surveys with inevitable nasty and insulting comments that they too can join the staff. It they don't put their efforts where their mouth is, tell them not to complain.

"You're a little liberal at times, i.e. wishy washy but probably the best there is in the province.

"Most of us regard the Gazette as being a bit of a joke, yet I'm certain I've read every issue for the past four years."

"Shit disturbing should always be encouraged.

"A paper may be as biased as it wishes so long as it has laid the foundation with balanced, fair and accurate reporting."

"University News is good as P.R. but not really a newspaper.

"Gazette, the war in Vietnam is over."

"Robert Sampson is paranoid and his criticisms of a leftish Gazette to get him and Mancini are totally absurd.

"I don't like the Gazette.

"Friends of mine in the United States and Europe also like reading your paper.'

"Be a student paper not a student activist

#### "I think the Gazette staff is composed of honest and sincere (though sometimes misguided) people."

"You have lots of good letters to the editor. That's a good sign that people are thinking about what you write.

"You should perhaps read the Journal sometime and see unbiased, non-radical, informative, amusing and pleasurable reading. [by the way I don't go to SMU]"

What sort of people work on the Gazette? "People who like pizza on Wednesday nights.

"Tone down on 'lib' stuff like chairperson."

"Dalhousie Gazette is O.K. but you should of thought twice before publishing this questionnaire. I bet you will get all kinds of crank answers . . . it is awfully tempting."

"I personally have a sneaking sympathy with Robert Sampson, especially after the cruel cartoon you people featured.'

What sort of people work on the Gazette? "Young usually [but not always] semi-illiterate, frequently ignorant and generally unsophisticated students with a cause."

#### "Remember, you're the canary in the coalmine for us."

"I think the Gazette is improving. Don't let council dictate to you."

"Basically I think you guys are doing a good job and I'm pretty proud of our paper.

"Getting news from other campuses is good because it gives students some idea of common problems and common solutions."

# Do you read the French articles in the Gazette?

23.8 to 40.6

### Would you like to see more French articles?

25.6 to 43.3

#### What do you think of the photo quality?

36.2 to 54.3 38.8 to 56.9 2.2 to 11.3

#### What do you think of the design of the Gazette?

Good Fair Poor Don't know 30.5 to 48.5 41.7 to 60.1 2.9 to 12.8 0 to 4.2

#### How would you rate those papers?

University News Barometer Chronicle Herald/Mail Star	2.7 to 17.7 0 to 5.3 0 to 6.1	34.6 to 54.2 25.4 to 51.0 1.9 to 11.7
	Fair 19.4 to 37.2	Poor 11.4 to 27.0
	28.8 to 54.8	8.0 to 28.3
	18.6 to 35.8	53.8 to 72.4
MAThe		

#### Who are you?

119 respondents total

68.7 to 85.9 Non-students

#### Which entertainment sections do you read?

movie reviews concert reviews record reviews	12.6 to 33.9 8.5 to 28.0	34.4 to 59.2 47.6 to 72.4 37.3 to 62.7	14.6 to 24.6 7.3 to 21.1 19.9 to 43.5
theatre reviews promotional info.	13.1 to 35.1 3.8 to 21.2	35.4 to 61.1 31.6 to 57.6	16.1 to 39.1 13.7 to 36.3
How much space would you li	ke to see given to the following	ing?	

More 46.8 to 71.3	Less	
	0 11.4 to 32.5 35.3 to 48.7 15.6 to 29.8 16.8 to 40.8 0.4 to 6.8 17.6 to 40.4 6.0 to 24.0	Same 28.1 to 53.2 44.9 to 70.2 37.2 to 50.3 51.9 to 68.3 35.9 to 62.3 33.4 to 58.4 31.2 to 54.3 45.9 to 70.8
14.3 to 36.5	31.4 to 56.8	15.5 to 37.9 18.8 to 42.2
	6.210 9.3	27.1 to 52.2
Sometimes 67.5 to 83.3	Never 7.0 to 19.4	
ertisements?		
	9.8 to 21.6 31.4 to 43.2 9.4 to 30.5 35.0 to 60.0 16.1 to 38.5 30.8 to 55.8 14.0 to 36.0 14.3 to 36.5 32.0 to 57.6  he editorials?  Sometimes	9.8 to 21.6 31.4 to 43.2 9.4 to 30.5 9.4 to 30.5 35.0 to 60.0 0.4 to 6.8 16.1 to 38.5 17.6 to 40.4 30.8 to 55.8 6.0 to 24.0 14.0 to 36.0 35.7 to 60.9 14.3 to 36.5 32.0 to 57.6 6.2 to 9.3  he editorials?  Sometimes 67.5 to 83.3 Never 7.0 to 19.4

#### Which specific ads do you like?

Always

4.3 to 14.7

The most common answers to this question were: entertainment ads, contraceptive ads, restaurant ads, and CBC councils or administrations?

#### Which specific ads don't you like?

The most common responses to this question were: RCMP ads, contraceptive ads, ads concerning Dalhousie Which of the following papers do you read?

#### How many ads would you like to see?

0 to 3.0

15.9 to 31.9

Sometimes

62.0 to 78.9

Same 56.2 to 74.0

Never

12.2 to 27.0

The most common answers here were: ads for books, movie/entertainment ads, musical equipment ads, and car Do you do the Dalorama?

Never

26.9 to 44.5

percentage correct

Always	Sometimes
22.0 to 38.8	25.2 to 42.5
Should the Gazette publish—	

What products would you like to see advertised?

Weekly Twice-weekly Twice-monthly 68.6 to 84.0 2.8 to 12.3

## How many pages should the Gazette have?

Fewer	More	Same
0 to 4.3	23.3 to 40.9	57.1 to 74

#### Where would you like to see the Gazette distributed?

The\*majority of the respondents said that distribution should remain as it is now. Some suggested that it be distributed more in the community, such as at newsstands and grocery stores. A few respondents said it should be distributed only on campus.

#### What do the following acronyms stand for?

Yes

AFS (Atlantic Federation of Students) NUS (National Union of Students)	responses 83.8 to 95.4 70.5 to 86.1
CUP (Canadian University Press)	67.6 to 83.7
Does the Gazette fulfill the role of the student press?	

Yes	Not fully	No
27.2 to 45.8	29.1 to 47.9	16.7 to 33.3

Do you think the student newspapers should be under the control of a publishing board rather than student

43.1 to 63.1 36.9 to 53.1

#### University News 64.3 to 80.3 Barometer 28.3 to 45.7 Chronicle Herald/Mail Star 69.8 to 84.8 Toronto Globe and Mail 15.3 to 26.6