



# Readership Program

## On-line Report


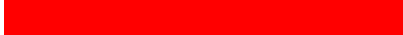
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
There have been **226** responses since 8/9/99.

## Readership



### 1.1 Please select your residence hall?

	Percent	Count	Answers
	28.8%	65	Booth
	71.2%	161	Sadler


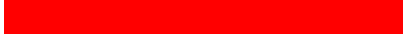
### 1.2 Are you aware of the Residence Hall newspaper readership Program?

	Percent	Count	Answers
	84.5%	191	Yes
	15.5%	35	No

### 1.3 Do you know where the newspaper racks are located in your residence hall?







	Percent	Count	Answers
	99.1%	224	Yes
	0.9%	2	No

### 1.4 Do any of your faculty instructors this semester require that you read a newspaper on a regular basis?






	Percent	Count	Answers
	30.5%	69	Yes
	69.5%	157	No

### 1.5 How many of your faculty instructors have mentioned information in a newspaper during the past three weeks during a class?





Percent Count Answers

	20.4%	46	0
	26.5%	60	1
	28.8%	65	2
	13.7%	31	3
	3.1%	7	4
	7.5%	17	5 or more







### 1.6 How often in the past three weeks have you picked up any of the newspapers from these special racks in your residence hall lobby?

	Percent	Count	Answers
	4.4%	10	Not at All
	14.6%	33	Hardly ever
	28.8%	65	Regularly
	51.8%	117	Daily
	0.4%	1	Don't know




### 1.7 If not, could you tell me why?

	Percent	Count	Answers
	9.3%	21	Not interested
	0.4%	1	Didn't know about the availability of newspapers
	18.6%	42	Don't know
	71.7%	162	Other

### 1.8 At what time of day do you usually pick up the newspaper?






	Percent	Count	Answers
	5.3%	12	I do not pick up the newspaper
	47.3%	107	Early morning
	31.4%	71	Mid day
	9.3%	21	Afternoon
	2.7%	6	Evening
	4.0%	9	Other

### 1.9 Are the newspapers you want available when you go to pick them up?






	Percent	Count	Answers
	73.4%	163	Yes
	10.4%	23	No
	16.2%	36	Other

### 1.10 How frequently during the past three weeks have you read each of the following newspapers?






#### a. New York Times

	Percent	Count	Answers
	22.1%	50	Never
	11.5%	26	Almost never
	21.2%	48	Occasionally
	20.8%	47	Often
	24.3%	55	Daily





#### b. Post Standard

	Percent	Count	Answers
	37.2%	84	Never
	15.0%	34	Almost never
	20.8%	47	Occasionally
	13.3%	30	Often
	13.7%	31	Daily

#### c. Daily Orange






	Percent	Count	Answers
	4.9%	11	Never
	7.1%	16	Almost never
	19.9%	45	Occasionally
	17.3%	39	Often
	50.9%	115	Daily

#### d. USA today

	Percent	Count	Answers
	24.3%	55	Never
	15.5%	35	Almost never
	21.2%	48	Occasionally
	18.1%	41	Often



20.8% 47 Daily

### 1.11 Overall, how do you rate the success of the newspaper readership program in getting you interested in reading newspapers on a regular basis?

	Percent	Count	Answers
	39.8%	90	Excellent(5)
	28.3%	64	Very Good(4)
	19.5%	44	Good(3)
	8.0%	18	Fair(2)
	4.4%	10	Poor(1)

## Demographics





### 2.1 What is your gender?

	Percent	Count	Answers
	57.1%	129	Female
	42.9%	97	Male

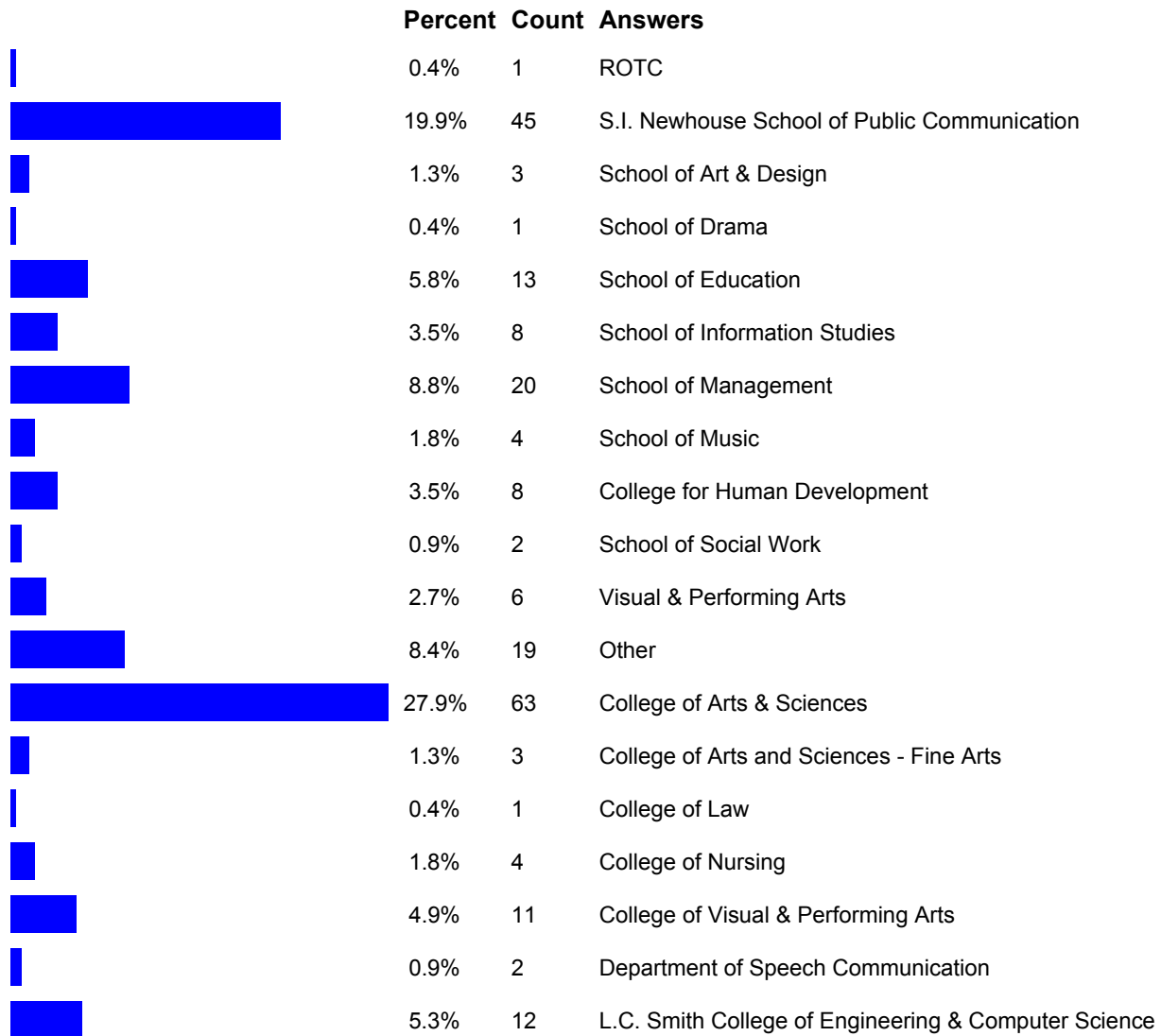
### 2.2 Would you tell me your age?

Summary statistics	
Mean:	18.549
Standard Deviation:	1.398
Population Standard Deviation:	1.395
Variance:	1.955

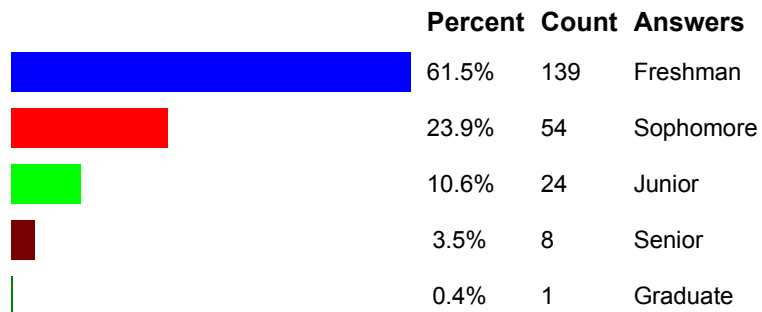
### 2.3 Your ethnic background?

	Percent	Count	Answers
	3.1%	7	African American
	2.7%	6	Asian / Pacific /Islander
	4.0%	9	Latino American
	0.4%	1	Nonresident alien
	89.8%	203	White, Non-Hispanic

## 2.4 In what SU academic college are you enrolled?



## 2.5 Class year?



This report was generated by Carlos A. Villalba

111 Waverly Avenue - Suite 200  
Syracuse, NY 13244  
315-443-3637  
Webmaster: Eric Nestor

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