



Laurier Student Poll

Survey Findings Report: WLUSP Readership Survey 2016

Surveyed on September 27, 2016
Report written on January 15, 2017

INTRODUCTION

The WLUSP Readership Survey measures member satisfaction with its publications' content, logistics of receiving and sharing, preferences for future articles, and how much of The Cord's pick-up rate is due to student readers.

METHODOLOGY

This survey was conducted from February 1 to 2, 2012. 491 respondents were interviewed in-person at fifteen locations across Laurier Waterloo and Laurier Brantford. Respondents were selected at random by interviewers. The margin of error is +/- 4.36 percentage points, 19 times out of 20. As this sample is broken up, this margin of error increases. Of those who indicated that they may vote (421 respondents), the margin of error is +/- 4.71. Statistics presented have been weighted by gender and faculty to ensure that the sample resembles the population, according to school enrolment data (70% value) and voter data from last year's election (30% value).

WHO ARE THE READERS

The majority of students *do not* read The Cord. The largest proportion of readers from second year Art students.

Year of Study	Do not read The Cord	Reads The Cord
First year	79.69% (51)	20.31% (13)
Second year	61.04% (47)	38.96% (30)
Third year	63.16% (36)	36.84% (21)
Fourth year	70.83% (34)	29.17% (14)
Fifth year	75% (3)	25% (1)

Faculty of Study	Do not read The Cord	Reads The Cord
Arts	62.10% (77)	37.90% (47)
Lazaridis SBE	70.42% (50)	29.58% (21)
Music	100% (15)	0% (0)
Science	72.50% (29)	27.50% (11)

FREQUENCY OF READERSHIP

If respondents expressed that they do read the cord, we used a laddering technique to find out more about their reading habits. It appears as though the student's in their earlier years of university read the Cord the most often. The majority of first year students read frequently, and the majority of students from all other years read occasionally.

Year of Study	Everyday - 1	Frequently - 2	Occasionally - 3	Seldom - 4
First year	7.69% (1)	46.15% (6)	38.46% (3)	7.69% (1)
Second year	3.33% (2)	30.00% (18)	56.67% (34)	10.00% (6)
Third year	4.76% (3)	33.33% (21)	38.10% (24)	23.81% (15)
Fourth year	0.00% (0)	35.71% (20)	57.14% (32)	7.14% (4)
Fifth year	0.00% (0)	0.00% (0)	100.00%(5)	0.00% (0)

Out of the students who read The Cord, the majority of students are in the Arts Faculty (47) and Business & Economics (21).

Faculty	Everyday - 1	Frequently - 2	Occasionally - 3	Seldom - 4
Arts	63.8% (3)	48.9% (23)	29.8% (14)	0.00% (0)
Lazaridis SBE	0.00% (0)	19.0% (4)	66.7% (14)	14.3% (3)
Music	0.00% (0)	0.00% (0)	0.00% (0)	0.00% (0)
Science	0.00% (0)	0.00% (0)	100% (11)	0.00% (0)

MOST POPULAR SECTIONS

We wanted to determine the most popular sections of the Cord. It appears that overall, Sports and Arts & Life are the two most popular sections, with 34.1% of students expressing that they read them.

Year of Study	Arts and Life	News	Opinion	Sport
First year	30.8% (4)	15.4% (2)	0.00% (0)	53.84% (7)
Second year	26.7% (8)	23.3% (7)	10.0% (3)	40.0% (12)
Third year	42.9% (9)	28.6% (6)	14.3% (3)	14.3% (3)
Fourth year	42.9% (6)	14.3% (2)	14.3% (2)	28.6% (4)
Fifth year	0.00% (0)	0.00% (0)	0.00% (0)	100% (1)

WEBSITE VISITS

As a grand total, 64.6% (51) of students do not visit The Cord's website. This could stem from a variety of factors such as lack of awareness of the website, and lack of promotion of the website.

Faculty	No	Yes
Arts	59.6% (28)	40.4% (19)
Lazaridis SBE	57.1% (12)	42.9% (9)
Music	0.00% (0)	0.00% (0)
Science	100% (11)	0.00% (0)

WHERE DO STUDENTS READ THE CORD?

In most faculties, there is a fairly even split of students who read the paper version of The Cord at home versus on campus. Interestingly, there is a lot of variation in SBE, with the 95% of students reading at school, while only one reads at home.

Faculty	Home (off Campus)	School (on Campus)
Arts	61.7% (29)	38.3% (18)
Lazaridis SBE	4.8% (1)	95.2% (20)
Music	0.00% (0)	0.00% (0)
Science	63.6% (7)	36.4% (4)

THE CORD PROVIDES IMPORTANT AND RELEVANT INFORMATION

The Cord seems to provide its readers with relevant and important information, with 78 of 79 students answers “Strongly Agree”, or “Agree” to the question. This is perhaps the reason that students continue to read the Cord.

Year of Study	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
First year	84.6% (11)	18.2% (2)	0.00% (0)	0.00% (0)	0.00% (0)
Second year	23.3% (7)	76.7% (23)	0.00% (0)	0.00% (0)	0.00% (0)
Third year	19.0% (4)	80.1% (17)	0.00% (0)	0.00% (0)	0.00% (0)
Fourth year	28.6% (4)	64.3% (9)	0.00% (0)	0.00% (0)	100% (1)
Fifth year	0.00% (0)	100% (1)	0.00% (0)	0.00% (0)	0.00% (0)

DISCUSSION

Through our study we determined that the majority of students did not read The Cord. Since we used a laddering technique, students who answered “No” did not respond to further questions, reducing the sample size to 79. We were able to determine many factors of about the 79 respondents, that will help The Cord to better serve their market’s needs.

ABOUT LSP

Laurier Student Poll, a subsidiary of Wilfrid Laurier University Student Publications (WLUSP), is a market research group focusing on student public opinion and consumer behaviour at Laurier. Founded in late 2011, the study of the presidential election is our first ever. We survey students using in-person interviews with questions customized to client needs. Using studies of approximately 400 to 800 respondents, we publish official findings reports for stakeholders and release additional analyses online.

Any questions or comments can be directed to:

Fani Hsieh, Director

Laurier Student Poll

director@laurierstudentpoll.ca

APPENDIX

Survey Questions

1. What is your year of Study?
2. What is your academic faculty at WLU?
3. Do you read The Cord?
4. How often do you read The Cord?
5. Do you visit the Cord's website?
6. Where do you most often read the paper copy of The Cord?
7. Academic and Local/Community News is important to me.
8. The Cord provides readers with relevant and accurate information and news.
9. What sections of the Cord do you read the most?