

A MARKETING AND READERSHIP ANALYSIS OF THE  
OKLAHOMA STATE UNIVERSITY COMMUNITY

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OKLAHOMA STATE UNIVERSITY COMMUNITY

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## CHAPTER I

### INTRODUCTION

#### General

For 30 years marketing research has played an important role in dividing up the advertising dollar among mass media. Marketing research enables the media to describe their audiences to advertisers. The results of the research place a value on each medium because advertisers are interested in reaching their target markets. Advertisers will put their advertising dollars in the medium that most effectively reaches their target audience. They want to reach those people who can and will purchase their product or service. Because the majority of mass media are supported by advertising, it is up to each medium to describe its audience and justify why advertisers should use that medium to reach their target markets.

Of course, the mass medium should correctly describe its audience and aid advertisers in reaching target markets. This function builds a strong relationship between media and advertisers and proves to be profitable for both. Not only is it important for each mass medium to know its audience to compete for the advertising dollar but it is also important to know its audience to help advertisers effectively reach target markets.

Results from marketing and readership studies also aid editorial departments of media. The editorial department must understand its audience and have a clear picture of it to meet its information needs.

#### Background

Newspapers conduct readership surveys and marketing surveys to describe their audiences. They use these surveys to understand their audiences and to market these audiences to appropriate advertisers. The *Daily O'Collegian*, Oklahoma State University's newspaper, must know its own audience to effectively compete for the advertising dollar against one other daily newspaper, two weekly shoppers, two radio stations and cable television. Eighty-two percent of the *Daily O'Collegian*'s operating expenses are derived from advertising revenues. Understanding its



audience affects advertising sales and revenue. The *Daily O'Collegian* must know its audience to effectively compete for the advertising dollar to survive. Newspapers also use this understanding, or description, to meet their audience information needs. Readership surveys give a newspaper an idea of its audience's likes and dislikes. From these likes and dislikes, the newspaper can focus on what news is important to its readers. Two surveys have been done in 1984 and 1989 on the *Daily O'Collegian's* audience.

The audience of the *Daily O'Collegian* consists of students, faculty and staff at Oklahoma State University. With a circulation of 10,000, the *Daily O'Collegian* is one of the largest daily newspapers in Oklahoma. It has been in existence for 99 years. For 99 years, the purpose of this student-run newspaper continues to be to inform the OSU community of campus news and other news important to students, faculty and staff.

In July 1992, The *Daily O'Collegian* began receiving \$2 per semester for each student enrolled. Before this time, 95 percent of the *Daily O'Collegian* operating expenses were paid by advertising revenue. Although there has been a 12 percent drop in the percentage of operating expenses paid by advertising revenue, revenue from advertising sales is still vital to maintaining the newspaper.

### Research Problem

The research problem this research effort addresses involves a description of OSU students, faculty and staff. It involves describing the characteristics of the OSU community in terms of its reading habits, shopping habits, dining habits, finances and activities as well as defining the basic demographics such as employment status. With an accurate description, the *Daily O'Collegian* can give a clear picture of its audience to advertisers. The *O'Collegian* editorial department can also have a picture of who is reading the newspaper, what sections they read and how they rate the newspaper.

### Purpose

The *Daily O'Collegian* is responsible for answering these questions about its audience. What are the characteristics of its audience? How many read the newspaper? What do they read? What are the demographics of its audience? Have they changed over the years? The newspaper must know its audience in order to market it to advertisers. The newspaper must also understand its audience to meet the needs of its audience or run the risk of losing its readers and eventually losing advertising dollars.

The main objective of this study is to describe the characteristics of students, faculty and staff at Oklahoma State University so that it can be used as both an advertising tool and editorial tool. This study will describe the OSU community by examining age, gender, classification, employment status, place of residence, finances, shopping habits, buying habits items in possession of the community, activities the community participated in, dining habits, extent of travel and readership habits of students, faculty and staff.

### Methodology

This study focused on the students, faculty and staff at Oklahoma State University. A multiple-choice questionnaire was given to the students, faculty and staff with questions designed to gather demographic information and examine their reading and buying habits.

The questionnaire was given in the 1993 Spring semester to a representative sample of students, faculty and staff at Oklahoma State University. Employees hired by the *Daily O'Collegian* conducted telephone interviews using the questionnaire. Before questions were asked, the interviewers briefly explained the purpose of the questionnaire. The interviewers were given both verbal and written instructions on how to conduct the interviews.

### Assumptions

Based on past research, this study assumed that a large majority of the OSU community still read the *Daily O'Collegian* daily. The research effort assumed that the *Daily O'Collegian* will continue to operate on revenues received from advertising and that the advertising dollar will always be important to maintaining the newspaper. Another assumption was that respondents would be truthful when answering the questions.

### Significance

With an accurate description of its audience, the *Daily O'Collegian* staff can understand its audience and meet its needs. By knowing the characteristics of its audience, the *Daily O'Collegian* can sell its audience and itself as a means of reaching the OSU community to advertisers who will benefit from using the *Daily O'Collegian* to reach their own target markets.

With this description of students, faculty and staff, the *Daily O'Collegian*'s advertising representatives who sell advertisements can effectively market the OSU community to advertisers by

knowing the characteristics of the different groups that read the newspaper and aid their clients (advertisers) in reaching target audiences, whether they be students or faculty and staff. The characteristics of students, faculty can also determine who potential advertisers are by knowing what products and services the readers of the *Daily O'Collegian* purchase.

The editorial staff can have a clear picture of readers by knowing what they read, knowing the different sections they read and how they rate the *Daily O'Collegian*. With a demographic description of its readers, the editorial staff can meet the needs of its readers better than they would be able to without understanding the make-up of its audience.

Conducting this readership and marketing study will prove to be an effective advertising tool to the advertising representatives who must sell advertisements and aid their clients (the advertisers) in reaching targets markets, whether the market be students or faculty and staff.

#### Scope and Limitations

This study describes only the characteristics of the Oklahoma State University community and not that of other universities.

This study examines only the OSU community and readers of the *Daily O'Collegian*. The results would not apply to all college campuses. And, like the studies done in 1984 and 1989, this study would lose its value as an advertising tool as time passes. It will not always accurately describe the OSU community because students, faculty and staff change as do economics and university policy.

The research design itself had certain limitations. An accurate description depended on a large enough sample and honest answers on the questionnaire. Another limitation involved with conducting a questionnaire survey is that it is hard to get a perfect response rate. A telephone survey also is limited in the amount of time given to answer each question. Answers may be distorted because respondents give quick answers and may not have the time they may need to make sure their answers are correct. A telephone survey is also limited in the number and type of questions that may be asked.

#### Outline of Thesis

#### Chapter II— Review of the Literature

This chapter presents some history of the mass media conducting marketing and readership

studies and why they do it. Chapter II also examines other research specifically done on the *Daily O'Collegian*, including a study done in 1984 by a graduate student and a study done by the advertising director of the *Daily O'Collegian* in 1989.

### Chapter III— Methodology

This chapter explains the methodology used to collect the data. It describes the research design, pilot study, selection of subjects, research instrument, data collection plan, data processing and analysis and limitations of the methodology. A description of the multiple-choice questionnaire will be presented, along with a description of statistical tests used to analyze the results of the questionnaire.

### Chapter IV— Analysis of Data

Chapter IV presents the findings of the survey — to a large extent in tables. This chapter also addresses the research problem by giving a statistical description of the students, faculty and staff.

### Chapter V— Summary, Conclusions and Recommendations

This final chapter will summarize the first four chapters and will discuss the conclusions of the study. Chapter IV will also recommend what the *Daily O'Collegian* can do with the findings and recommend what can be done in future studies.

## CHAPTER II

### REVIEW OF THE LITERATURE

#### Overview

This chapter covers the history of newspaper readership and marketing surveys, outlines some marketing and readership studies conducted on several markets, discusses studies done on the *Daily O'Collegian* and concludes with a summary pointing to the need for this study.

#### History

In 1976, the newspaper industry began a project to examine itself and its market. The American Newspaper Publishers Association sponsored the Newspaper Readership Project which was to examine the industry. Six years later, the industry found it was losing readers and market penetration. But the results of the project also revealed why. All departments of a newspaper must realize that they have the same goal of insuring the newspaper survives (1). Jim Willis, author of Surviving in the Newspaper Business explained:

Any newspaper is, in reality, two different types of institutions. First, a newspaper is a moving and sometimes explosive social force on an altruistic mission to inform and enlighten its readers. Second, a newspaper is a business venture in search of a healthy profit that will act as an incentive for owners to plow even more money back into it. The greater the incoming resources, the better the newspaper has a chance to be. Diminish either of these institutions and you will no longer have a strong newspaper, either financially or editorially (2).

The 1970s had marked the era of marketing research in the news business, especially after readership decline was discovered. Interest in advertising research also sparked marketing research in the news business. Newspapers began developing audience measurements to use as advertising tools. Surveys on reader attitudes toward editorial content became commonplace (3).

But one of the newest developments in newspaper marketing research "burst upon the media scene" in 1983 when Simmons and Scarborough completed their first nationwide study of newspaper audiences (4). Simmons and Scarborough have since conducted these studies annu-

depth of the newspaper's geographic and demographic market (12)."

The editorial department has the same responsibility to know and understand its readers as does the advertising department. The editorial department should also realize that as many people buy newspapers for the advertising content as they do for their news content (13). Editors and reporters must know their audiences' needs and wants. "Is it feasible to think readers will continue to spend money [or read] a newspaper that is not giving them what they want and need (14)." Jim Willis also wrote about why newspapers need to be aware of their markets:

Surviving and growing by responding to challenges in the market take a newspaper management team that stays aware of the current and potential market conditions, tracks them over time, compares and contrast them, sees the connections and impact on the newspaper, and responds quickly with sound planning and measured strategies for implementation (15).

According to Philip Meyer in his book, The Newspaper Survival Guide, competition created a need for marketing. He wrote in the preface that newspaper management never had to worry about the market, they just had to put out a basic product — readers would be loyal as long as production and distribution kept putting it out to buy. Now, the industry is in a world of information competition. Newspapers must compete for readers and advertising dollars. Discovering the needs of customers and responding is complicated and challenging. "They have introduced a disturbing level of uncertainty into the managerial environment. Reduction of that uncertainty is the task of market research," he wrote.

Advertising is not more important than news content. News content is not more important than advertising. A newspaper cannot exist without both. Newspapers need readers and merchants need to operate. Merchants need to reach their target audiences to survive. Newspapers are a good medium to reach target audiences, provided that a particular newspaper is reaching a certain audience. When newspapers understand the wants and needs of their readers and can satisfy those wants and needs, they "preserve the paper's worth to advertisers (16)." Advertising revenue covers operating expenses.

Mass media continues to encourage marketing research and readership surveys as competition grows for the advertising dollar and reading audience. From a marketing standpoint, newspapers can examine the role of the advertiser.

### The Advertiser's Role

Advertisers are trying to capture their target markets. They do not have money to waste. Not

only do advertisers want to know about the audiences of the different media so that they create the right media mix to reach their target but they also "want proof that their ads are reaching their targets (17)." Companies that measure advertising and promotion effectiveness are growing.

"Companies offering to help marketers find and analyze customers with demographic, psychographic, purchase behavior, and media preference data are growing in response to the booming demand (18)." Advertisers want consumer information.

Peter Francese and Rebecca Piirto expressed what advertisers want to know in the book, Capturing Consumers:

All knowledge starts with questions, and there are many questions about consumers that need answers. Who are they? How many are there? Where do they live? What do they want? What's on their minds? Where can you reach them? What are they buying now? (19).

Advertisers want to know demographics, psychographics, purchase behavior and media preference. They conduct research to find out the answers to these questions, but part of their research is examining research done by each of the media. In most cases, any medium could answer these questions about their audiences. They have to do the research first. Advertisers examine all media before developing their media mix. They turn to local research and research done by research firms such as Scarborough and Simmons. "The biggest clients of the syndicated surveys are advertising agencies, major national advertisers, product and service managers (20)." Advertisers are not the only ones who use these research firms. Other big clients include "magazines, newspapers, broadcast companies, and cable networks (21)."

How do the research firms conduct research? Scarborough surveys newspaper readership in 31 markets, randomly selecting samples of people by telephone to determine newspaper preference. They send these people a product information book to record purchases and ask them to keep a diary of their television viewing habits. Simmons Market Research Bureau looks for correlations between purchase behavior data of magazines and other media (22).

As advertisers narrow their target audience to specific markets, four media stand to gain, according to the authors of Capturing Consumers: radio wins in local markets because it delivers an attractive local market consistently. Radio audiences are more upscale, young, working women and professionals; newspapers have declined but will swing back around as the 45-to-54-year-old age group grows. This age group has the highest propensity to read; cable television will also gain as local firms choose them over higher affiliate stations. And like radio, cable television

reaches specific target audiences; the last medium is direct mail. It can target specific audiences with the most potential to buy (23).

Small advertisers or retailers are not to be ignored. What do they want? According to an article in *Editor and Publisher*, "Meeting the needs of small retailers," three areas small retailers want improved is interest from managers, cost satisfaction and the amount of marketing information made available to them (24). According to this article, small and medium retailers rated newspaper delivery excellent or good in reaching their desired geographic area, reaching customers and delivering demographic targets. While small retailers use newspapers more than other media, this survey showed that other media are gaining. "Among those advertisers using cable in 1992, 46% were using it more than in 1991 (25)."

### Newspaper Research

What has research found out about the newspaper reading habits of adults? In 1992, Simmons Market Research Bureau found that the proportion of adult readers who read the entire daily newspaper had declined in the past two years, but that page traffic has stayed about the same. This may be due to how newspapers are designing their papers. Readers can now more easily find the information they want than before (26). In 1991, 56 percent of readers read the entire newspaper, compared to 1979-89 when over 60 percent read the entire newspaper. "General news continued to have 'near universal appeal' with 91 percent readership. Entertainment news came in second, with 80 percent," according to the study.

In March 4, 1989, *Editor and Publisher* reported results of a study on attitudes of newspaper readers. This study found that daily newspapers get favorable ratings for covering a range of different news topics. "Better than four-fifths of readers who rated each topic say that their newspaper is doing a good job of covering five topics of local, national or international significance, as well as sports and crime news (27)." Coverage of pollution, neighborhood news and minority group news received low ratings. Frequent readers rated the newspapers higher than non-frequent newspapers readers. Readers gave newspapers high scores on readability, organization and appearance and lower scores on fairness or impartiality. "Not many readers interviewed characterized their paper as either liberal or conservative, with 43 percent viewing their paper's political orientation as middle-of-the-road (28)." What did readers like to read according to this study? Readers wanted hard news topics, entertainment world and health and science. The study also found "many of the groups cited...as claiming to feel more pressured for time—



the better-educated, the more affluent— are among the newspaper's most loyal and intense readers (29). In general, the busiest people are also among the best newspaper readers."

Some weekly and alternative publishers advise newspapers to stop relying on surveys and cover more community news. "The dailies no longer adequately cover smaller geographic communities or diverse life-style communities said the president and publisher of Southern California Community Newspapers," according to a 1991 article in *Editor & Publisher* (30). This was his message after a panel of six rural weeklies in Northern California received readership studies indicating that newspapers must change to survive.

However, the president of MORI Research in Minneapolis said she found that in three California markets young people think reading the newspaper belongs to a different generation(31). She also explained that nationwide the "top news interest of 'At-Risk' readers or those who do not feel newspapers are essential were local-city, neighborhood, national and crime news (32). "Among 'Potential' or irregular readers, international and 'news that's helpful with everyday living' was added to the list (33)." Kristin McGrath, the president of MORI, stressed knowing the demographic make-up of newspaper markets.

Also advising newspapers at the panel discussion was Sue Clark-Jackson, president of Gannett West and publisher of the *Reno Gazette-Journal*. She discussed research done by Gannett's News 2000 program. The program encourages newspapers "to cover such things as shopping trends and sales, workplace issues, and to supply information on how readers can spend time in their town (34)."

Again, the panel replied that the research is all well and good, but that newspapers are not getting close enough to the readers. To sum up this article, despite the contradictions of this and other surveys they spoke of, one point was made clear: "Everyone wants more information regarding their community, which is often a smaller unit than the city (35)."

### The Wichita Experiment

The *Columbia Journalism Review* examined the Wichita Experiment conducted by the *Wichita Eagle* in its July/ August 1992 edition. The *Wichita Eagle* explored new ways in closing the gap between the debate between what readers need and what they want. This debate is best described in the beginning paragraph of this article:

Two familiar refrains: if newspaper don't learn to listen to readers and adapt to the way they live, they'll die. And if newspapers treat their content as a mere

commodity, they'll lose their souls. And damage democracy. And die away (36).

James Batton, chairman at Knight-Ridder, looked at declining penetration and readership projections and began surveying readers. He did not want a newspaper similar to *The News* in Boca Raton, Florida. *The News* was a project that Knight-Ridder published with only the customer in mind. It became a "symbol of the evils of pandering" the readers (37).

Instead, Batton found after many readership surveys that "people who say they feel a real sense of connection to the places where they live are almost twice as likely to be regular readers of our newspaper as those who say they lack such ties." He went on to write:

If we can find ways to enhance these feelings of community connectedness, that may help produce at least part of the readership and circulation growth American newspapers are pushing for (38).

Batton said that related to the loss in readership was loss of voters, loss of a sense of place and loss of civic membership. He said ask reporters not to think about disappearing readers but disappearing citizens. He said the newspaper agenda should be related to what makes people feel connected with their communities (39).

This article also discussed the experience of the *Eagle's* research expert, Sheri Dill. She returned to the newsroom after several years in marketing. She had targeted some people who were not readers of the *Eagle* and asked 24 reporters to interview these people on their interests and why they do not read the *Eagle*. The reporters were not happy to find that they wanted home-decorating hints, school news and information about a disease one reader's relative had contacted (40).

#### 1990-91 Survey of Oklahoma Consumers

Newspapers are becoming more reader-oriented and market conscious than ever before, but a closer look at the Oklahoma audiences and closer look at the OSU market is needed.

This research project was conducted by Consumer Data Service located in Oklahoma City. The survey itself was designed by the director of Communications Research Center at the University of Oklahoma. The sample was randomly-selected from the 1989 telephone directories from 58 non-metropolitan cities in Oklahoma that were Oklahoma Newspaper Advertising Bureau members (41).

Readership findings include 94.8 percent of Oklahoma's adult consumers have read at least one

issue of a newspaper in the past week, there were 2.1 readers per copy of each local newspaper, and 76.1 percent of Oklahoma consumers regularly read their local, community newspaper.

For the purpose of this study, the age group of 18-24 from this 1990-91 study will be presented. Of the 9.9 percent of the total sample surveyed, 69.3 percent of 18-24 adults read the local newspaper. Women 18-34 years old comprised 14.9 percent of the sample, with 74.3 percent reading the local paper. Men 18-34 years old comprised 14.6 of the sample, with 65.1 reading the local newspaper.

Readership patterns of adult readers reveal 92.7 percent read local news, 65.1 percent read the police and court news, 61.6 percent read state and government news, 60.2 percent read national news and 55.5 percent read the editorials.

According to the survey, both men and women usually read local news; however the other sections they read differ in order. Men usually read state government news, local sports news, police and court news and national sports in that order more than other categories. Woman, on the other hand, read national news, police and court news, editorials and special sections in that order more than other categories.

Of the adults responding, 70.5 percent turn to newspapers for local news, 68.6 percent to newspapers for shopping news and 56.1 percent turn to newspapers for cost of product information.

What other media do Oklahomans use? Radio listenership comprises 59.7 percent of those responding, household reach of shoppers and free publications is 61.4 percent and cable television reach is 62.9 percent.

This study also examined likelihood of purchasing selected products. More households, 11 percent, were likely to buy jewelry priced at \$200 or more. New home furniture ranked highest on some possibility of purchase with 18 percent of the respondents. Other product purchases likely to be made are new camera equipment with 4 percent likely to buy and 9.9 percent with some possibility of buying; new home entertainment equipment with 6.3 percent likely to buy and 12.6 percent with some possibility of buying; and a home computer with 4.2 percent likely to buy and 9.2 with some possibility of buying.

The study also asked about the likelihood of a new automobile purchase. It found that 6.1 percent of respondents indicated a good possibility of buying and 12.5 percent indicated some possibility of buying. When asked about the likelihood of a used automobile purchase, 4.2 percent of respondents indicated a good possibility to buy and 14 percent indicated some possi-

bility to buy.

What are the vacation plans of Oklahomans? Of those responding, 43 percent would take an in-state trip or vacation and 53.8 percent would take an out-of-state vacation. The average amount spent on in-state trips is \$265.58 per household.

Finally, the study addressed the average monthly expenditures for clothing: The average for men was \$42.71 and the average for women's clothing was \$50.83. Women between the ages of 18 to 34 spend \$55.02 on average for clothing.

### Research on the OSU Community

This study narrowed its focus on the buying and reading habits of the Oklahoma State University Community. Two individuals conducted marketing and readership surveys on the Oklahoma State University community and the *Daily O'Collegian*. Some of the findings of these previous studies will be compared with the findings of this study. These studies are similar in that they study the students at OSU; however the later study examines faculty and staff as well.

#### A 1984 Demographic Study

Douglas Drummond, a mass communication graduate student, conducted a survey in 1984, entitled "A Demographic Study of the *Daily O'Collegian* Student Readers." His objective was to provide reader demographics to the *Daily O'Collegian*, to determine which demographics such as age and income were related to readers' buying and reading habits and to compare the survey's response rate with color of the questionnaire and amount of incentive.

Drummond's research instrument was a questionnaire that he mailed to 396 randomly-selected OSU students, selected by the OSU Registrar's Office. His questionnaire contained 21 questions asking about the reading and buying habits of the students. He also included a 7-point semantic differential scale to measure student opinion on the *Daily O'Collegian*. He received 65 percent of the questionnaires back. Drummond used several statistical tests to analyze the data: he used frequency counts with cross tabulations; chi-squares correlations; and McQuitty's elementary linkage and factor analysis. He also used type I and type III analyses of variance on specific questions.

Drummond found that 46 percent of the students worked either part time or full time and that more graduate students were likely to be employed than undergraduates. Surplus income, or income left after housing, food, tuition, books and transportation were paid, fell into three

categories: 16 percent of respondents had a high surplus of over \$226, 25 percent had a medium surplus of \$101-\$225 and 58 percent had a low surplus of \$100 or less. Drummond also found that 84 percent of students owned an automobile, 55 percent had access to credit cards and 98 percent ate out at least once per week.

What were the reading habits of students in 1984? Drummond found that 95 percent of students read the *Daily O'Collegian* once per week and of that group, 41 percent read it daily. He also found that 18 and 19-year old students were more likely to read it daily than older students. Eighteen percent read the *Tulsa World*, 17 percent read the *Stillwater NewsPress*, 16 percent read *Exposure* (supplement of the *Stillwater NewsPress*) and 14 percent read the *Daily Oklahoman*.

He found that 75 percent shopped for groceries, spending an average of \$32 weekly. Consumer's IGA was the most-shopped grocery store, while Wal-Mart was the most-shopped department store. Students said they were most likely to buy clothes, while they were least likely to buy cars.

According to scores on the 7-point semantic differential scale, students indicated that the *Daily O'Collegian* was believable and the advertisements were informative (42).

#### A 1989 Marketing Study

Donald Forbes, an OSU faculty member and the advertising director for the *Daily O'Collegian*, developed a telephone questionnaire to study the reading and buying habits of OSU students, faculty and staff in 1989. In an interview with him on November 13, 1992, he discussed his main objective which was to make the *Daily O'Collegian* more like a normal operating newspaper. All newspapers have a standard type newspaper survey. Having a marketing and research survey makes the *Daily O'Collegian* a more professional newspaper than it was before, he said. One reason that his survey makes the newspaper more professional is that advertisers can obtain information they need on our readers.

Forbes asked 30 multiple-choice questions on a telephone questionnaire. The questions were based on fact, not opinion— meaning he did not ask questions dealing with opinions. He researched other questionnaires done by Simmons and Scarbrough and others because he wanted to phrase his questions similar to theirs.

Forbes chose 375 randomly-selected students, faculty and staff from the *OSU Student/Faculty/Staff Directory* and had two to five students conduct the telephone survey.

The results of the questionnaire were used as an advertising tool. He used only percentages to

describe the findings and printed the findings on promotions flyers as they were needed. He found that 88 percent of students, faculty and staff read the *Daily O'Collegian* every day and 68 percent of faculty and staff read the *Stillwater NewsPress* daily. Twenty-seven percent of students read the *Stillwater NewsPress*, 26 percent read the *Daily Oklahoman*, 25 percent read the *Tulsa World* and 9 percent read the *Stillwater NewsPlus*.

Forbes also found that students owned electronic equipment: 74 percent owned stereo equipment, 53 percent owned a 35 mm camera, 45 percent owned a VCR, 46 percent owned a personal computer and 28 percent owned a compact disc player. He also found that 94 percent owned an automobile.

What did Forbes find out about the behavior of students? He found that 67 percent worked, 44 percent spent over \$50 on clothes per month, 21 percent had a savings account in Stillwater, 45 percent had a checking account in Stillwater and 76 percent had at least one credit card.

He also found out other demographics about faculty and staff. Seventy-six percent lived in a house (he did not describe the type of house), while 20 percent lived in an apartment. Fifty-six percent owned a 35 mm camera, 44 percent owned a personal computer, 60 percent shopped at Cimarron Plaza, 52 percent shopped Downtown Stillwater, 80 percent shopped Pioneer Square, 80 percent traveled to Oklahoma City once per month and 60 percent traveled to Tulsa once per month.

### Summary

Two marketing and readership studies have been done on the OSU community. This is the third study. In this marketing age of newspapers, research is used to give a clear picture of audiences to the editorial and advertising departments. And the results are used to communicate this picture with advertisers. The *Daily O'Collegian* is no exception in needing to find out about its audience. What are the *O'Collegian* readers like? Where do they shop? What do they read? How many are employed? Do they own credit cards? What sections of the paper do they read? How do they rate the *Daily O'Collegian*? Answers to these questions and more are needed to use as both an advertising and editorial tool.

Most of the literature on marketing and readership surveys stress getting to know the readers. The trend is to be more reader-oriented and market conscious. This study will attempt to do just that for the *Daily O'Collegian*.

## CHAPTER III

### METHODOLOGY

#### Overview

This chapter describes the research methodology, research design, selection of subjects, research instrument, data collection plan, data processing and analysis and limitations of the methodology.

#### Research Methodology

A telephone survey was conducted on a random sample of Oklahoma State University (Stillwater campus) students, faculty and staff to determine their buying and reading habits. This survey also collected demographic information on students, faculty and staff.

#### Research Design

The study examined the reading and buying habits of students, faculty and staff in some detail. This study had two null hypotheses in the readership of the *Daily O'Collegian* for students, faculty and staff. One null hypothesis was that there was no difference in the weekly readership of this newspaper and the different classifications. The other null hypothesis was that there was no difference in how the classifications rated the *O'Collegian*.

Because this study also compares the findings with the results of studies done in 1984 and 1989, another null hypothesis can be stated—there is no difference in the reading habits of 1984, 1989 and 1993 *Daily O'Collegian* audiences; however, statistical tests could not be run because differences in methodology existed.

In his 1984 study, mass communications master's candidate Douglas Drummond examined the hypothesis that students read the *Daily O'Collegian* more often than they read other newspapers. This study also examined this hypothesis, in null form.

The independent variables were classification (students: freshman, sophomore, junior, senior, graduate, special and faculty and staff); gender and age of the respondents. The dependent

variables of this study were income level; place of residence; employment status; amount of surplus income; credit card possession; type of banking accounts; involvement in the fraternal Greek system; preference for grocery store; preference for department stores; preference for shopping centers; amount of money spent on clothes; preference for entertainment activities and other activities; pizza restaurant preference; fast-food restaurant preference; amount of times eat out in one week; type of equipment owned or leased; pizza restaurant preference; extent of Oklahoma City trips; extent of Tulsa trips; extent of other travel; preference for newspapers; preference for *O'Collegian* sections and opinions of the *O'Collegian*; classified usage; and types of future purchases.

### Selection of Subjects

Oklahoma State University Stillwater campus enrollment for the Spring 1993 semester was 18,172. The number of faculty and staff employed by OSU in Stillwater during this time was approximately 4,300. A stratified, systematic random sample of 500 for the entire group was selected. The subjects (students, faculty and staff) were drawn from the 1992-93 *Oklahoma State University Student/Faculty/Staff Directory*, using a randomly selected starting point. The directory did have its own limitations of missing telephone numbers and unlisted individuals.

### Research Instrument

A telephone survey was designed to collect data on the buying and reading habits of OSU students, faculty and staff as well as other demographic information. The questionnaire consisted of 35 multiple-choice questions. The questions were based on past surveys given to the OSU community. A copy of the survey is included (See the Appendix). The questions were phrased in the same manner that questions are phrased on surveys conducted by national research firms.

Many questions asked on the survey were based on past questionnaires so that some comparisons could be made of the buying and reading habits of the OSU community in 1984, 1989 with the buying and reading habits in 1993.

### Pilot Study

Twelve individuals from the OSU community were selected from the directory previously mentioned to participate in a pilot study conducted in the Fall 1992 semester. Three advertising



assistants from the *Daily O'Collegian* conducted these 12 telephone interviews. The assistants noted any misunderstandings that the 12 had and asked for feedback about the questionnaire. Suggested changes were made before the final questionnaire was printed.

#### Data Collection Plan

The survey was conducted in the Spring 1993 semester during March and April over a period of six weeks by individuals employed by the *Daily O'Collegian* to specifically collect this data. These individuals were instructed on how to conduct the interview and how to record the responses. Most of the interviews were conducted on weekday evenings from 6:00 p.m. until 9 p.m. in the advertising room of the *Daily O'Collegian* and were supervised. A few interviews were conducted during the day and on Saturday afternoons by a graduate student and intern of the newspaper. This study was given in the 1993 Spring semester so that students, faculty and staff had plenty of time to form reading and buying habits in Stillwater. Upper-division students, faculty and staff who had been in Stillwater for some time would have developed most of their buying and reading habits before this time.

#### Data Processing and Analysis

Responses to the questionnaires were entered into SYSTAT, a statistical analysis computer program. SYSTAT was used to analyze the data using percentiles, an analysis of variance and complex chi squares. Complex chi squares were used to check for differences between students, faculty and staff and their weekly readership of the *Daily O'Collegian*. Analysis of variance, ANOVA, was used to check for relationships between reading habits of students, faculty and staff and how they rated the *Daily O'Collegian*.

#### Limitations

Because this was a telephone survey, some respondents could have been somewhat reluctant to participate because of the telemarketing reputation of harassing people to purchase certain products. Having different students conduct the telephone interviews may have affected responses to questions, due to differences in interpretations and personalities. The telephone survey was limited in time and restricted the number of questions that could be asked. Also, the rate of response to questions could have distorted actual answers because the interviewee knew

quick answers were desired and may not have given an accurate answer on some questions.

### Summary

A questionnaire was designed to collect data on the reading and buying habits of Oklahoma State University students, faculty and staff and given to a stratified random sample of this population. A random sample of 500 was taken from the *Oklahoma State University 1992-93 Student/Faculty/Staff Directory*, using a randomly-selected starting point. A pilot study was conducted to test the questionnaire. The *Daily O'Collegian* hired several different students to conduct the questionnaire over the telephone. They read a script to explain the purpose of the study before asking 32 multiple-choice questions.

SYSTAT, a statistical analysis computer program, was used to calculate percentages on the data as well as conduct complex chi squares and analysis of variances on the data collected to find if any relationships existed between the reading habits of students, faculty and staff.

## CHAPTER 4

### FINDINGS OF THE STUDY

#### Introduction

The purpose of this study was to describe the reading and buying habits of the Oklahoma State University community as well as collect other demographic information on this community. The data was collected with a telephone survey.

A multiple-choice questionnaire was given to a representative stratified random sample of 500 students, faculty and staff. The sample was drawn from the 1992-93 *OSU Student/Faculty/Staff Directory*. Out of the 500 in the initial sample, seventy-one faculty and staff members responded and 331 students responded, for an overall response rate of 80.4 percent. Fifty-one individuals refused to respond and no contact was made with 74 individuals, making the actual response rate 76 percent. The sample of each group (students and faculty/staff) is in proportion with the population of each group — approximately 18,172 students and 4,300 faculty and staff members.

#### Demographics

The demographic factors that this study considered were gender, classification, age, place of residence, marital status and employment status. This information is important in describing the basic characteristics of the OSU community.

##### Gender

Of the 402 respondents, 205 were male and 197 were female. Thus, fifty-one percent of the respondents were male, while 49 percent were female.

##### Classification

The respondents were asked their classification, which was defined as the number of credit hours in school or job position at OSU. Freshmen made up 7.46 percent; sophomores made up 10.95 percent; juniors made up 17.41 percent; seniors made up 27.11 percent; graduate students

made up 17.66 percent; special students made up 1.74 percent; faculty members made up 4.98 percent and staff members made up 12.69 percent. This sample does not necessarily represent the percentages of the different student classifications of the total student population, possibly because the directory was weighted in favor of students with more tenure.

### Age

The respondents also were asked their age, which were represented by six different age groups: under 21 years of age, 21-24, 25-34, 35-45, 46-54 or 55 and older. Forty-five percent of students were 21 to 24 years old, as one might expect a college student population to be. Thirty-four percent of faculty and staff were 25 to 34 years and 30 percent were 35 to 45 years. One student and one faculty and staff member did not answer the question about their age.

Table I presents the age groups for students and faculty and staff. Students are treated as one group and both faculty and staff are treated as one group.

TABLE I  
AGE GROUPS BY CLASSIFICATION

AGE	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
Under 21 years	066	20%	00	00
21-24	147	44	00	00
25-34	089	27	24	34
35-35	023	07	21	30
46-54	005	02	19	27
55 & older	000	00	06	08
no answer	001	--	01	01
TOTAL	331	100%	71	100%

### Place of Residence

The respondents were asked to describe their place of residence which included eight categories: dorm, house, apartment, fraternity or sorority house, off-campus room, mobile home or commute. Forty percent of students said they lived in apartments and 37 percent said they lived in houses. Eighty-five percent of faculty and staff lived in houses. Table II outlines where students, faculty and staff live in more detail. One person gave no answer.

TABLE II  
PLACE OF RESIDENCE BY CLASSIFICATION

PLACE OF RESIDENCE	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
Dorm	025	07.5%	01	01%
House	122	37	60	85
Apartment	131	40	06	08
Fraternity/Sorority House	015	04.5	00	00
Off-campus room	005	01.5	00	00
Mobile Home	015	04.5	00	00
Commute	017	05	03	04
None	001	00	00	01
No answer	000	00	01	01
TOTAL	331	100%	71	100%

#### Marital Status

Respondents were also asked their marital status. Married respondents made up 35.57 percent of the sample, with 28 percent of married students and 70 percent of married faculty and staff members. Respondents who were single made up 58.71 percent of the sample, with 67 percent of single students and 21 percent of single faculty and staff members. Legally separated respondents made up 1.24 percent of the sample, while 3.98 percent were divorced and .25 percent were widowed. Also, .25 percent did not answer the question.

#### Employment Status

Respondents were asked to describe their employment status, which was separated into five groups: full time, 20-30 hours per week, 10-19 hours per week, under 10 hours per week and not employed. Thirty-one percent of students were employed on a part-time basis of 20-30 hours per week and 25 percent were not employed. Ninety-seven percent of faculty and staff were employed full time. Table III presents this demographic information.

TABLE III  
EMPLOYMENT STATUS BY CLASSIFICATION

EMPLOYMENT STATUS	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
Full time (40 hrs/wk)	056	17%	69	97
20-30 hours/week	101	31	02	03
10-19 hours/week	057	17	00	00
Under 10 hours/week	019	06	00	00

Not employed	083	25	00	00
No answer	015	04	00	00
<b>TOTAL</b>	<b>331</b>	<b>100%</b>	<b>71</b>	<b>100%</b>

### Analysis of Shopping Habits

To analyze the OSU community's shopping habits, this study looked at which Stillwater shopping centers the respondents visited in a period of 30 days, which major department stores they visited in a period of 30 days and which grocery stores they visited in a period of seven days. Pioneer Square was the shopping center most visited, with 74.38 percent of the respondents visiting it. Pioneer Square houses such stores as Food 4 Less, Brass Buckle, JC Penney's, and Payless Shoe Source. Wal-Mart was visited by almost all of the respondents or 90.80 percent visited Wal-Mart in a period of 30 days. Of the seven grocery stores in town at the time, including two international food marts, Consumer's IGA had 59.45 percent of the respondents visit them in a period of seven days. Tables IV through VI outline the percentages of respondents, as a whole, visiting the shopping centers, department stores and grocery stores, respectfully. Because people could have shopped at more than one place these columns will not add up to 100 percent.

TABLE IV  
SHOPPING CENTERS VISITED WITHIN 30 DAYS

SHOPPING CENTER	NUMBER	PERCENTAGE
Cimarron Plaza	186	46.27%
Pioneer Square	299	74.38
Downtown Stillwater	190	47.26
Campus Corner	136	33.83
The Strip	144	35.82
Frontier Plaza	089	22.14
Stillwater Plaza	110	27.36
Rosewood Hills	101	25.12
Gibson's Discount Center	095	23.63
Cowboy Mall	189	47.01
Student Union	261	64.93

TABLE V  
DEPARTMENT STORES VISITED WITHIN 30 DAYS

DEPARTMENT STORE	NUMBER	PERCENTAGE
Anthony's	076	18.91%

Sears	031	07.71
Wal-Mart	365	90.80
Katz	083	20.65
Penney's	160	39.80
Gibson's	074	18.41

TABLE VI  
GROCERY STORES VISITED WITHIN SEVEN DAYS

GROCERY STORE	NUMBER	PERCENTAGE
IGA	240	59.70%
Homeland	137	34.08
Food 4 Less	177	44.03
Food Outlet	050	11.44
King's Grocery	008	01.99
Asian Foodmart	017	04.23
International Foodmart	009	02.24

At the time of this questionnaire was conducted a Sears outlet was located in Stillwater. It has since left. It is interesting to note that it had the lowest percentage of 7.71 compared to the rest of the major department stores.

#### Analysis of Finances

The next focus is the respondents finances, though not in detail. This study asked how much the respondents spent on clothes, how much monthly surplus income they had left over, if they had credit cards and which ones and if they had a savings or checking account in Stillwater.

#### Money Amount Spent on Clothes

The respondents were asked how much they spent on clothes during a period of the last 30 days. Over half of the respondents spent under \$50 or 55.47 percent said they spent under \$50. Those respondents who spent \$50-\$99 made up 24.38 percent of the sample. Those who spent \$100-\$150 made up 14.86 percent. Only 2.74 percent of the respondents spent over \$200 and 2.74 percent gave no answer.

#### Surplus Income

The individuals of the representative sample were asked about their surplus income which was defined as money left over each month after regular expenses of housing, food, tuition, books and

transportation expenses were paid. Most students had \$100 or less left over, with 26 percent of respondents having \$50 or less and 25 percent having between \$51 to \$100 left. Most faculty and staff members had over \$200 left, with 46 percent. Table VII presents data on how much surplus income the respondents had left over each month.

TABLE VII  
PERCENTAGE OF MONTHLY SURPLUS INCOME BY CLASSIFICATION

SURPLUS INCOME	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
\$0-50	085	26%	03	04%
\$51-100	082	25	06	08
\$101-150	062	19	08	11
\$151-200	026	07	10	14
Over \$200	053	16	33	46.5
No answer	023	07	11	15.5
TOTAL	331	100%	71	100%

#### Checking and Savings Account

This questionnaire also asked if the respondents had a checking or savings account in a Stillwater bank, savings and loan or credit union. Of the 331 student respondents, 30.50 percent said they had a savings account in Stillwater. Fifty-eight percent had a checking account [17 percent gave no answer to the savings account question and 16 percent gave no answer to the checking account question]. Of the 71 faculty and staff respondents, 68 percent said they had a savings account in Stillwater. Eighty-three percent had a checking account [17 percent gave no answer to the savings account question, while 14 percent gave no answer to the checking account question].

#### Credit Cards

The last financial related question to be discussed is if the respondents had credit cards or not and if so, which ones they had. Of the whole sample, 77.36 percent said they possessed a credit card, 20.65 percent said they did not and 1.99 percent gave no answer. More of the respondents had a VISA credit card than any other card, with 51.24 percent answering affirmatively. MasterCard holders made up 34.33 percent and Discover Card holders made up 26.37 percent. Table VIII outlines the percentages of respondents who possessed credit cards. In each case, 4.23



percent gave no answer to the individual credit card questions, whether or not they answered "yes" to the question of do they have one or not. Because people can possess more than one card, the percentage column does not add up to 100 percent.

TABLE VIII  
PERCENTAGE OF CREDIT CARD HOLDERS

CREDIT CARDS	NUMBER	PERCENTAGE
VISA	206	51.24
MasterCard	138	34.33
Discover	106	26.37
American Express	058	14.43
Diner's Club	008	01.99
Penney's	071	17.66
Anthony's	009	02.24
Katz	009	02.24
Bates Bros.	004	01.00
Sight 'n Sound	011	02.74
Foley's	043	10.70
Dillard's	050	11.44
Sears	041	10.20
Montgomery Ward's	016	03.98
Cowboy Credit Card	023	05.72

#### Analysis of Buying Habits

Besides asking the persons in the sample what they intended to buy, the questionnaire also asked them what they owned such as an automobile. This information is important to retailers who sell the merchandise asked about and it also gives a picture of the respondents life-style.

The questionnaire asked about specific items they owned, leased or possessed even though the items may have belonged to family members. Many of the items that they were asked if they owned were repeated when respondents were asked if they plan to buy items within a 12-month time period. Table IX presents items that they own or lease or have in their possession. Table X presents items they plan to buy within a 12-month time period. Because people may have one or more items or plan to buy more than one item, the column percentages will not add up to 100 percent.

TABLE IX  
ITEMS IN POSSESSION

ITEM	STUDENTS		FACULTY/STAFF	
	FREQUENCY	PERCENTAGE	FREQUENCY	PERCENTAGE
Automobile	298	90%	67	94%
Motorcycle	048	15	03	04
CD Player	184	56	25	35
35 mm Camera	190	57	34	48
Video Camera	048	15	08	11
VCR	234	71	55	77
Personal Comp.	167	50	25	35
Television Set	285	86	68	95
Stereo/Tape Play.	262	79	59	83

TABLE X  
ITEMS PLAN TO PURCHASE IN NEXT 12 MONTHS

ITEM	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
New car	068	21%	02	03%
Boat	007	02	01	01
Video Recorder	028	08	04	06
Bicycle	032	10	00	00
Television Set	028	08	00	00
Stereo	032	10	01	01
CD Player	035	11	05	07
Personal Comp.	061	18	05	07
Motorbike.	007	02	00	00
35 mm Camera	017	05	04	06

#### Analysis of Dining Habits

Respondents were also asked their dining habits in regards to how often they eat out and where they eat. The questionnaire asked only about fast food chain restaurants; however, it did ask about all the pizza restaurants in Stillwater. Forty-three percent of students eat out two to three times per week and 56 percent of faculty and staff eat at two to three times per week. Tables XI through XIII outline how many times they eat out within a seven day time period, what fast food restaurants they eat at and at what pizza places they patronized within a 30 day time period, respectfully. Because the individuals could have eaten at more than more place, column percentages will not add up to 100 percent on the later two tables.

TABLE XI  
HOW MANY TIMES EATEN OUT IN PREVIOUS SEVEN DAYS

TIMES EATEN OUT	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
One time	068	21%	09	13%
2-3 times	142	43	40	56.3
4-7 times	068	21	13	18.3
more than 7 times	021	06	01	01.4
none	030	09	06	08
no answer	002	---	02	03
TOTAL	331	100%	71	100%

TABLE XII  
CHAIN FAST FOOD RESTAURANTS EATEN AT WITHIN 30 DAYS

RESTAURANT	NUMBER	STUDENTS		FACULTY/STAFF	
		PERCENTAGE	NUMBER	PERCENTAGE	
Whataburger	048	15%	06	08%	
Hardees	063	19	16	23	
McDonald's	178	54	20	28	
Wendy's	091	27	14	18	
Arby's	107	32	19	27	
Scholtzsky's	053	16	09	13	
Grandy's	040	12	05	07	
Subway	125	38	15	21	
Taco Bell	094	28	08	11	
Taco Bueno	093	28	14	18	
Taco Mayo	058	18	10	14	
Long John Silver's	051	15	07	10	
Capt. D	027	08	05	07	
KFC	032	10	06	08	
Rex's Chicken	051	15	10	14	
Big Ed's	025	08	02	03	
Curly's	031	09	04	06	

TABLE XIII  
PIZZA PLACES PATRONIZED WITHIN 30 DAYS

RESTAURANT	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
Pizza Shuttle	131	40%	10	14%
Hideaway	095	29	26	36
Pizza Express	048	15	04	05
Domino's	037	11	00	--
Pizza Hut	074	22	09	16
Mazzio's	096	29	12	17

Little Caesar's	063	19	05	07
Simple Simon's	030	09	03	04
Slices	014	04	00	—

### Analysis of Activities

Respondents were asked about activities they participated in within a 30-day time period. These activities could be described as entertainment activities such as attending a movie and purchasing activities such as buying a compact disc. This information is important to describe the life-style as well as examine what they spend their money on for entertainment. They were asked such things as did they buy a record or tape and did they attend a cultural event. Tables XIV through XV outline what activities they did in more detail. Because the respondents could have participated in more than one activity, the column percentages will not add up to 100 percent.

TABLE XIV  
ACTIVITIES PARTICIPATED IN DURING 30 DAYS

ACTIVITY	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
Rented a movie	237	72%	45	63%
Bought a CD	128	39	10	14
Bought record/tape	077	23	08	11
Had pizza delivered	191	58	22	31
Gone to liquor store	108	33	18	25
Used a coupon	224	68	36	50
Eaten at an off-campus restaurant	275	83	63	88
Bought beer at liquor store or convenience store	144	44	10	14

TABLE XV  
ENTERTAINMENT ACTIVITIES PARTICIPATED IN DURING 30 DAYS

ACTIVITY	NUMBER	PERCENTAGE
Movie at a theatre	217	53.98%
Art show	031	07.71
Theatrical play/musical	057	14.18
Rock concert	030	07.46
Music concert other than rock	029	07.21

Football game	026	06.47
Lecture (other than class)	085	21.14
Live entertainment at bar, restaurant or hotel	150	37.06

### Summary of Travel

Because Stillwater is 63 miles from both Oklahoma City and Tulsa, trips to either town can be relevant to potential advertisers in these areas. Respondents were asked if how many trips they took to each city within a 30-day time period. Fifty-one percent of students and 61 percent of faculty and staff said they did not travel to Tulsa. Thirty-three percent of students and 41 percent of faculty and staff said they did not travel to Oklahoma City. Tables XVI and XVII give the breakdowns on how many times they did travel to these cities.

Also included in the travel-related questions were questions asking if the sample of people went snow skiing, taken a commercial airline, had gone to a beach, taken a trip to the 48 contiguous states and taken a trip outside the United States or to Alaska or Hawaii within a 12-month time period. Of the sample as a whole, 64.18 percent said they have taken a trip to the 48 contiguous states. Table XVIII gives the breakdown for the rest of the travel questions. Because the respondents could have traveled to more than one destination, the column percentages will not add up to 100 percent.

TABLE XVI  
TRAVEL TO OKLAHOMA CITY WITHIN PREVIOUS 30 DAYS

TRAVEL TIMES	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
One time	059	18%	15	21%
Two times	044	12	08	11.3
Three times	043	13	08	11.3
Four times	026	08	06	08.4
Five or more times	049	15	04	06
None	108	33	29	41
No answer	002	01	01	01
TOTAL	331	100%	71	100%

TABLE XVII  
TRAVEL TO TULSA WITHIN PREVIOUS 30 DAYS

TRAVEL TIMES	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
One time	049	15%	06	08%
Two times	032	10	14	20
Three times	033	10	05	07
Four times	017	05	01	01
Five or more times	025	07.5	02	03
None	168	51	43	61
No answer	005	01.5	00	00
TOTAL	331	100%	71	100%

TABLE XVIII  
TRAVEL WITHIN PREVIOUS 12 MONTHS

TRAVEL	NUMBER	PERCENTAGE
Gone snow skiing	063	15.67%
Taken a commercial airline	134	33.33
Gone to a beach	070	17.41
Taken a trip to any of the 48 contiguous states	258	64.18
Taken a trip outside the U.S. or to Alaska/Hawaii	049	12.19

#### Analysis of Reading Habits

One of the purposes of this research effort was to find out what percentages of the OSU community read the local newspapers and other well-known newspapers. Respondents were asked if they read the *Daily Oklahoman*, *Daily Tulsa World*, *Daily O'Collegian*, *New York Times*, *USA Today*, *Stillwater NewsPress*, *Wall Street Journal* and *Dallas Morning News* within a period of seven days and that day or the day before. They were also asked which Sunday newspapers they read the previous Sunday. Eighty-two percent of the students who responded said they read the *Daily O'Collegian* within a seven-day time period, while 94 percent of faculty and staff said they read in the same period. Sixty-eight percent of the students said they read the *Daily O'Collegian* that day or the day before, while 83 percent of faculty and staff read it that day or the day before. Tables IXX through XXI present this reading information about the students, faculty and staff. Because the respondents could have read more than more newspaper, the column percentages will not add up to 100 percent.

TABLE DX  
MONDAY THROUGH FRIDAY NEWSPAPERS READ WITHIN PREVIOUS SEVEN DAYS

NEWSPAPER	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
<i>Daily Oklahoman</i>	097	29%	23	32%
<i>Tulsa World</i>	056	17	07	10
<i>Daily O'Collegian</i>	271	82	67	94
<i>New York Times</i>	014	04	01	01
<i>USA Today</i>	030	09	05	07
<i>Stillwater NewsPress</i>	073	22	41	58
<i>Wall Street Journal</i>	011	03	00	00
<i>Dallas Morning News</i>	011	03	01	01

TABLE XX  
MONDAY THROUGH FRIDAY NEWSPAPERS READ THAT DAY OR DAY BEFORE

NEWSPAPER	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
<i>Daily Oklahoman</i>	070	21%	14	20%
<i>Tulsa World</i>	036	11	05	07
<i>Daily O'Collegian</i>	225	68	59	83
<i>New York Times</i>	007	02	00	00
<i>USA Today</i>	015	05	03	04
<i>Stillwater NewsPress</i>	051	15	27	38
<i>Wall Street Journal</i>	007	02	00	00
<i>Dallas Morning News</i>	008	11	01	01

TABLE XXI  
SUNDAY NEWSPAPERS READ WITHIN SEVEN DAYS

NEWSPAPER	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
<i>Daily Oklahoman</i>	090	27%	19	27%
<i>Tulsa World</i>	042	13	05	07
<i>New York Times</i>	003	01	00	00
<i>Dallas Morning News</i>	008	02	01	01
<i>Stillwater NewsPress</i>	056	17	21	30

Combined as one group, 84% of this representative sample of the OSU community said that they read the *Daily O'Collegian* within a seven- day time period, while 28 percent read the *Stillwater NewsPress* — the other local newspaper. Seventy-one percent of the respondents said they read the *Daily O'Collegian* that day or the day before, while 19 percent said they read the

*Stillwater NewsPress* within the previous two days. The assumption that students read the *Daily O'Collegian* more than they do other newspapers is upheld.

#### Classified Use of the Local Newspapers

Respondents were asked if they placed any classified advertisements or responded to any in a period of 12 months in three local newspapers: the *Daily O'Collegian*, the *Stillwater NewsPress* and the *Shop and Swap Advertiser*. Only four percent said that they placed an advertisement in the *Daily O'Collegian*; eight percent said they placed an advertisement in the *Stillwater NewsPress*; and two percent said they placed an advertisement in the *Shop and Swap*.

Twelve percent said they responded to a classified advertisement in the *Daily O'Collegian*; ten percent said they responded to a classified ad in the *Stillwater NewsPress*; and three percent responded to an ad in the *Shop and Swap*.

Society Squares is a section on the classified page of the *Daily O'Collegian* and is considered classified lineage by the newspaper. It is a forum for recognized University departments or organizations. No retail ads can be placed in society squares. When asked did they place a society square in a 12 month time period, only seven percent said that they had.

#### *Analysis of Daily O'Collegian*

Respondents were asked what sections of the *Daily O'Collegian* they read in a seven-day time period. They were also asked to rate the newspaper in areas such as its accuracy. This information is important to the staff at the *O'Collegian* to understand what its audience is reading and how they perceive the newspaper.

#### Sections of the Newspaper

The *Daily O'Collegian* featured a comics section, a sports page, classifieds, Society Squares, Campus Roundup (a calendar of events) and crossword everyday. It featured an entertainment and features page weekly. The persons in the sample were asked which ones they read in a seven-day time period. Sixty-four percent read the comics; 59 percent read the editorial page; 54 percent read the sports page; 65 percent read the features page; 59 percent read the entertainment page; 37 percent read the classified page; 43 percent read Campus Roundup and 32 percent read (or did) the crossword.



## Ratings

Respondents were asked to rate the *Daily O'Collegian* on a scale of one to ten (with ten being the highest rating) as a campus newspaper overall, on its accuracy, objectivity, truthfulness, and its coverage of campus news and other news important to the OSU community. Table XXII through Table XXVII give the percentages on how the students faculty and staff rated the news paper on each of these characteristics. Table XXVIII gives mean ratings for these six quality of coverage categories.

TABLE XXII  
O'COLLEGIAN OVERALL RATINGS

OVERALL	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
One	001	00.3%	00	00%
Two	007	02	01	01
Three	010	03	00	00
Four	013	04	00	00
Five	024	07.3	13	18
Six	037	11	10	14
Seven	100	30	18	25
Eight	085	26	22	31
Nine	026	08	05	07
Ten	010	03	00	00
No answer	018	05.4	03	04
TOTAL	331	100%	71	100%

TABLE XXIII  
O'COLLEGIAN RATINGS ON ACCURACY

ACCURACY	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
One	002	01%	01	01%
Two	005	02	01	01
Three	010	03	01	01
Four	011	03	06	08
Five	030	09	10	14
Six	041	12	14	20
Seven	091	27	15	21
Eight	068	21	15	21
Nine	028	08	04	06
Ten	010	03	00	00
No answer	035	11	04	06

TOTAL	331	100%	71	99%
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TABLE XXIV  
O'COLLEGIAN RATINGS ON OBJECTIVITY

OBJECTIVITY	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
One	008	02%	00	00%
Two	004	01	03	04
Three	012	04	02	03
Four	017	05	04	06
Five	033	10	08	11
Six	054	16	12	17
Seven	071	21	18	25
Eight	073	22	15	21
Nine	027	08	02	03
Ten	005	01	00	00
No answer	027	08	07	10
TOTAL	331	98%	71	100%

TABLE XXV  
O'COLLEGIAN RATINGS ON TRUTHFULNESS

TRUTHFULNESS	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
One	003	00.1%	00	00%
Two	008	02	03	04
Three	000	00	00	00
Four	014	04	01	01
Five	014	08	07	10
Six	028	14	14	20
Seven	045	24	17	24
Eight	080	22	18	25
Nine	073	12	03	04
Ten	040	03	00	00
No answer	030	09	08	11
TOTAL	331	98%	71	99%

TABLE XXVI  
O'COLLEGIAN RATINGS ON COVERING CAMPUS NEWS

CAMPUS NEWS	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
One	003	00.9%	00	00%
Two	002	00.6	00	00
Three	007	02	01	01
Four	011	03	01	01
Five	020	06	06	08
Six	030	09	06	08
Seven	059	18	17	24
Eight	088	27	23	32
Nine	066	20	09	13
Ten	023	07	02	03
No answer	022	07	06	08
TOTAL	331	99%	71	98%

TABLE XXVII  
RATINGS ON COVERING OTHER NEWS IMPORTANT TO OSU

OTHER NEWS	STUDENTS		FACULTY/STAFF	
	NUMBER	PERCENTAGE	NUMBER	PERCENTAGE
One	002	00.6%	00	00%
Two	003	00.9	00	00
Three	012	04	03	04
Four	009	03	03	04
Five	044	13	09	13
Six	058	18	10	14
Seven	064	19	14	20
Eight	077	23	17	24
Nine	027	08	10	04
Ten	011	03	00	00
No answer	024	07	08	11
TOTAL	331	99.5%	71	94%

TABLE XXVIII  
O'COLLEGIAN MEAN RATINGS ON QUALITY OF COVERAGE

QUALITY OF COVERAGE	STUDENTS	FACULTY/STAFF
Overall	6.9	6.9
Accuracy	7.0	6.3
Objectivity	6.5	6.4
Truthfulness	7.0	6.7
Covering campus news	7.6	6.9

### O'Collegian Readership by Classification

To analyze the weekly readership of the *Daily O'Collegian* in terms of differences between the classifications, complex chi squares were conducted between each of the groups. This study addresses those with significant differences. The Contingency Coefficient for the complex chi squares was .281 with the degrees of freedom equal to seven.

Differences were found between the following groups:

- Freshmen and Seniors
- Freshmen and Special Students
- Freshmen and Faculty
- Freshmen and Staff
  
- Sophomores and Juniors
- Sophomores and Graduate Students
- Sophomores and Special Students
  
- Juniors and Graduate Students
- Juniors and Special Students
- Juniors and Faculty
- Juniors and Staff
  
- Seniors and Special Students
- Seniors and Staff
  
- Graduate Students and Special Students
- Graduate Students and Faculty
- Graduate Students and Staff
  
- Special Students and Faculty
- Special Students and Staff

The null hypothesis that there was no difference in weekly readership to the *Daily O'Collegian* and the classifications is rejected.

### Ratings by Classification

To analyze if any differences in how students rated the *O'Collegian* compared to faculty and staff, randomized ANOVAs were conducted on how they rated the newspaper overall, how they rated its accuracy, objectivity and truthfulness and how they rated it in covering campus news and other news important to OSU. Differences were found in how they rated the newspaper overall, in how they rated its accuracy, objectivity and truthfulness; however, tukey tests

revealed that no significant difference existed. The null hypothesis that there is no difference in how the students, faculty and staff rated the *Daily O'Collegian* is upheld.

### Summary of the Findings

#### Finances

This study found that 31 percent of students were employed between 20-30 hours per week, while 17 percent worked 10-19 hours per week. Twenty-five percent were not employed. And 17 percent of students were employed full-time.

Students with a monthly surplus income of \$0-50 made up 26 percent. Students with \$51-100 surplus income made up 25 percent. Forty-six percent of faculty and staff had over \$200 monthly surplus income.

Seventy-seven percent of the sample possessed at least one credit card.

#### Shopping Habits

The study also suggested that 74 percent of the OSU community visited Pioneer Square Shopping Center, while 65 percent visited the Student Union. The most popular department store seemed to be Wal-Mart with 90 percent of the population shopping in it. J.C. Penney's was the second most popular with 40 percent shopping in it. Over one-half of the population shopped at Consumer's IGA grocery stores, with 60 percent. Food 4 Less was the second most shopped at, with 44 percent of the population. Homeland had 34 percent of the population shopping in it. The Wal-Mart grocery store and Albertson's were not located in Stillwater when this study was conducted.

#### Items in Possession

Ninety percent of students and 94 percent of faculty and staff had an automobile. Fifty-six percent of students had a compact disc player. Fifty-seven percent of students had a 35 mm camera, while 48 percent of faculty and staff had one. Seventy-one percent of students and 77 percent of faculty and staff had a VCR. Fifty percent of students had a personal computer. Eighty-six percent of students and 95 percent of faculty and staff had a television set. Seventy-nine percent of students and 83 percent of faculty and staff had a stereo.

### Dining Habits

Forty-three percent of students eat out two to three times per week and 56 percent of faculty and staff eat out two-three times per week. Also, 91 percent of students eat out at least once per week and 89 percent of faculty and staff eat out at least once per week. McDonald's was the most popular fast-food restaurant for the students, with 54 percent eating at it in a period of 30 days. Pizza Shuttle was popular with students with 40 percent eating its pizza within a 30-day time period. Thirty-six percent of faculty and staff ate at the Hideaway within the month. And 58 percent of students had a pizza delivered.

### Activities

Seventy-two percent of the students and 63 percent of faculty and staff rented a movie in a 30-day time period. Sixty-eight percent of the students and 50 percent of the faculty and staff used a coupon in a 30 day time period. Of the whole OSU community, 54 percent said they attended a movie at a theater and 37 percent listened to live entertainment at a bar or hotel.

### Travel

Sixty-six percent of students and 57 percent of faculty and staff traveled to Oklahoma City at least once per month. Approximately 48 percent of students and 39 percent of faculty and staff traveled to Tulsa at least once per month.

Of the whole population, the study found that 64 percent had taken a trip of any of the 48 contiguous states in one year and 33 percent had taken a commercial airline in one year.

### Readership

The study found that 82 percent of students read the *Daily O'Collegian* weekly and 94 percent of faculty and staff read it weekly. Twenty-two percent of students read the other local newspaper, the *Stillwater NewsPress*, weekly and 58 percent of faculty and staff read it weekly.

In terms of daily readership, the study found that 68 percent of students read the *Daily O'Collegian* daily, while 83 percent of faculty and staff read it daily. Only 15 percent of students and 38 percent of faculty and staff read the *Stillwater NewsPress* daily.

### Daily O'Collegian Ratings

On a scale of one to 10, with 10 being the highest rating, 56 percent of the students and 56

percent of the faculty and staff rated the *O'Collegian* seven or eight as a campus newspaper overall. The mean overall rating was 6.9 (out of 1-10, with 10 being high) for both students, faculty and staff. The mean accuracy rating for students was 7.0, while the mean was 6.3 for faculty and staff. The mean objectivity rating for students was 6.5, while the mean was 6.4 for faculty and staff. The mean truthfulness rating for students was 7.0 for students, while the mean was 6.7 for faculty and staff. The mean rating for covering campus news was 7.6, while the mean rating was 6.9 for faculty and staff. The mean rating for covering other news important to OSU was 6.9 for students, while the mean rating was 6.8 for faculty and staff. No significant differences existed in how they rated the newspaper.

## CHAPTER V

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### Introduction

The purpose of this study was to describe the OSU community in terms of its demographics, shopping and dining habits, finances, activities, travel and reading habits so that the *Daily O'Collegian* could use the information to better understand its audience as well as present the findings to advertisers.

Two previous studies were done, although with differences in methodology, in 1984 and 1989 on the OSU community. Douglas Drummond conducted a mail survey in 1984 for his mass communications thesis to determine the demographics and interests of the *Daily O'Collegian* readers. He wrote that with the information he collected the newspaper could increase its profit ability and gain a clearer picture of its audience. *O'Collegian* Advertising Director Don Forbes conducted a telephone survey in 1989 with a similar purpose as Drummond's study and this one. Forbes wanted to describe the OSU community, especially to advertisers.

Newspapers, as well as other media, do research to describe their audiences and to keep up with changes in its audience. They do this both for editorial and advertising reasons. The media do research for survival. Research must be done and continue to be done on the OSU community for the *Daily O'Collegian* to keep track of its audience, especially if it changes.

#### Methodology

A telephone survey of a randomly-selected representative sample of the OSU community including students, faculty and staff was conducted to describe the community's demographics, shopping and dining habits, finances, activities and reading habits, especially focused on *Daily O'Collegian* readership.

A systematic random sample of 500 was drawn from the 1992-93 OSU *Student/Faculty/Staff Directory*, from a total population of approximately 22,500 people. Students made up 81 percent of the total population and 82 percent of the sample. Therefore, faculty and staff made up 19 percent of the total population and 18 percent of the sample.



### Summary of Findings

The main purpose of this study was to describe the OSU community students, faculty and staff. The following list highlights some of the findings.

1. 28 percent of students are married.
2. 70 percent of faculty and staff are married.
3. 25 percent of students are not employed.
4. 71 percent of students are employed.
5. 51 percent of students have a monthly surplus income of \$0-100.
6. 26 percent of students have a monthly surplus income of \$101-200.
7. 16 percent of students have a monthly surplus income of over \$200.
8. 46 percent of faculty and staff have a monthly surplus income of over \$200.
9. 77 percent of the OSU community has at least one credit card.
10. 55 percent of the OSU community spend less than \$50 on clothes monthly.
11. 74 percent shopped at Pioneer Square within one month.
12. 65 percent shopped in the Student Union in one month.
13. 90 percent shopped at Wal-Mart in one month.
14. 40 percent shopped at J.C. Penney's in a month.
15. 60 percent of the OSU community shopped at Consumer's IGA in one week.
16. 44 percent of the OSU community shopped at Food 4 Less in one week.
17. 90 percent of students have an automobile.
18. 94 percent of faculty and staff have an automobile.
19. 57 percent of students have a 35 mm camera.
20. 71 percent of students have a VCR.
21. 77 percent of faculty and staff have a VCR.
22. 50 percent of students have a personal computer.
23. 86 percent of students have a television.
24. 95 percent of faculty and staff have a television.
25. 79 percent of students have a stereo.
26. 83 percent of faculty and staff have a stereo.
27. 91 percent of students eat out at least once per week.
28. 89 percent of faculty and staff eat out at least once per week.
29. 72 percent of students rented a movie within one month.
30. 63 percent of faculty and staff rented a movie within a month.
31. 68 percent of students used a coupon within a month.
32. 20 percent of faculty and staff used a coupon within a month.
33. 54 percent of the OSU community attended a movie at a theater within one month.
34. 66 percent of students went to Oklahoma City at least once per month.
35. 57 percent of faculty and staff went to Oklahoma City at least once per month.
36. 48 percent of students went to Tulsa at least once per month.
37. 39 percent of faculty and staff went to Tulsa at least once per month.
38. 64 percent of the OSU community took a trip to any of the 48 contiguous states in a year.
39. 82 percent of students read the *Daily O'Collegian* weekly.
40. 94 percent of faculty and staff read the *Daily O'Collegian* weekly.
41. 68 percent of students read the *Daily O'Collegian* daily.
42. 83 percent of faculty and staff read the *Daily O'Collegian* daily.
43. 56 percent of students rate the *O'Collegian* 7 or 8 out of 10 as a campus newspaper.
44. 56 percent of faculty and staff rate the *O'Collegian* 7 or 8 out of 10 as a campus newspaper.
45. Significant differences in readership existed among the different classifications and

- weekly readership of the *Daily O'Collegian*.  
 36. No significant differences existed in how the classifications rated the *O'Collegian*.

It also examined if there were any differences between students and faculty and staff members and their weekly readership of the *Daily O'Collegian*. It also examined if there were any differences in how they rated the newspaper. Some differences existed between the classifications which are outlined in Chapter IV.

These findings can be influenced by the time of year this study was conducted. Research in the Spring may produce different results than research in the Fall. And research in March and April may produce different results than in other months. Also, results can depend on other factors such as what events were making the news at the time.

This study also presented findings from the two previous studies in 1984 and 1989 and gives comparisons to this one; however these comparisons are not statistically valid because statistical tests could not be done due to differences methodology. Drummond found that 41 percent of students read the *O'Collegian* daily in 1984; Forbes found that 88 percent of students read it daily; and this study found that 68 percent of students read it daily.

Comparing the weekly readership of the newspapers other than the *Daily O'Collegian* is be the last comparison made. This study presents the finding for the newspapers that were repeated in the three different studies: the *Daily Oklahoman*, the *Stillwater NewsPress* and the *Tulsa World*. Table IXXX presents the readership comparisons of students between the three years and Table XXX presents the comparisons of faculty and staff between the 1989 study and this one.

TABLE IXXX  
 WEEKLY NEWSPAPER READERSHIP OF STUDENTS COMPARED IN 1984, 1989 AND 1993

Newspaper	1984	1989	1993
<i>Daily Oklahoman</i>	14%	26%	21%
<i>Tulsa World</i>	18	25	11
<i>Stillwater NewsPress</i>	17	27	15

TABLE XXX  
 WEEKLY NEWSPAPER READERSHIP OF FACULTY AND STAFF COMPARED IN 1989 AND 1993

Newspaper	1989	1993
<i>Daily Oklahoman</i>	52%	20%
<i>Tulsa World</i>	24	07
<i>Stillwater NewsPress</i>	32	38

These tables were presented to make it easier to look at the comparisons, but once again they are not valid statistical comparisons, as the studies were conducted in different manners.

### Study Comparisons with Previous Studies

Because there were two marketing and readership studies done on the OSU community in 1984 and 1989, comparisons can be made between the three studies; however, not statistical comparison. The studies differ in methodology. Douglas Drummond conducted a mail survey in 1984, using 258 returned surveys to analyze the student population. Don Forbes conducted a telephone survey in 1989 using 375 completed surveys on student and faculty and staff populations.

Drummond found that 41 percent of students read the *O'Collegian* daily in 1984. Forbes found that 88 percent of students read it daily, while 68 percent of faculty and staff read it daily in 1989. This study found that 68 percent of students read it daily, while 83 percent of faculty and staff read it daily.

Drummond found that 54 percent of the students were not employed, 34 percent were employed part time and 12 percent were employed full time in 1984 (or 46 percent worked). Forbes found that 67 percent of students worked, but he did not give the breakdown in employment status for 1989. This study found that 71 percent of students worked (54 percent worked part time) and 25 percent were not employed.

Items the students had in their possession can be compared between 1989 and this study (based on findings of Don Forbes). Table XXXI presents this information.

TABLE XXXI  
ITEMS IN POSSESSION OF STUDENTS COMPARED TO 1989

ITEM	1989	1993
Automobile	94%	90%
Stereo	74	79
35 mm Camera	53	57
VCR	45	71
Personal Computer	46	50
Compact Disc Player	28	56

The surplus of income or income left over after monthly after housing, food, tuition, books and transportation expenses were paid can be compared to Drummond's 1984 study of the student population. He found that 59 percent had a low surplus income (\$0-100), 25 percent had a med-

ium surplus income (\$101-225) and 16 percent had a high surplus income (\$226 or over). If one were to categorized the surplus income of students into these three groups, he could report that in 1993, 51 percent of students had a low surplus income (\$0-100), 26 percent had a medium surplus income (\$101-200) and 16 percent had a high surplus income (over \$200).

## Recommendations

### Daily O'Collegian

The campus newspaper can use these findings as both an editorial and advertising tool. Of the newspapers presented in the study, the *Daily O'Collegian* was read the most, meaning it is a good means for advertisers to reach the OSU community and for the newspaper's editorial department to understand that it is the leading print media for dissemination information to the campus. These findings can be printed as flyers and in the *O'Collegian* itself. Advertising representatives can present findings to potential advertisers. For example, 72 percent of students and 63 percent of faculty and staff rented movies in a period of one month. With the number of video rental stores in Stillwater that do not advertise in the *O'Collegian*, the advertising representatives may increase those who do advertise.

### For Future Research

The *Daily O'Collegian* should continue along the same research lines as established in 1989 and with this study so that changes in the OSU community can be identified and reacted upon. These changes can be identified if future studies use a similar methodology as already established. Then statistical test could be run between the years.

The representative sample was asked many questions that were not all addressed and compared by this study. Many questions as well as comparisons can still be examined.

## Conclusions

This study was a attempt to describe the OSU community so that the *Daily O'Collegian* can use the information as an editorial and advertising tool. It is not meant exclusively for the *O'Collegian*; however, the newspaper can benefit from it.

The sample population was drawn from the *OSU Student/Faculty/Staff Directory* because it was more likely to contain almost all of the campus population. Those not listed in this telephone

directory had to ask not to be.

The OSU community is a viable market for Stillwater merchants, some more than others. This study identifies habits and other important information for merchants. It found that the *O'Collegian* was highly read by faculty and staff and they have a high monthly surplus income.

The study suggests that the editorial staff is doing a good job producing the campus newspaper and in its accuracy, objectivity and truthfulness. It may even indirectly suggest story ideas and interests of its audience.

Again, this study was conducted to help the *Daily O'Collegian* understand its audience — the OSU community. Other departments or areas of the university may also find some usefulness in the findings such as the Alumni Office or other marketing offices.

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APPENDIX  
MARKETING AND READERSHIP QUESTIONNAIRE



# Marketing & Readership Survey

Day, date and & time of second attempt: \_\_\_\_\_

Date of third attempt: \_\_\_\_\_

**Respondent:** \_\_\_\_\_ **Telephone:** \_\_\_\_\_  
**Day & Date:** \_\_\_\_\_ **Time:** \_\_\_\_\_ **Interviewer:** \_\_\_\_\_

1. Dial the phone number you wish to reach.
2. Ask for the person you are calling for in this way: *Hello, is \_\_\_\_\_ in ?*
3. Tell the respondent your purpose...

*Hello, I'm \_\_\_\_\_. A graduate student is doing her thesis on the buying and reading habits of the OSU community. I would like to ask you some questions to help collect the information she needs. May I have about 10-12 minutes of your time?*

If respondent answers "yes," continue with the questionnaire. If respondent answers "no," write "refusal" across the top of the questionnaire. Check appropriate boxes.

1. What is your classification at OSU?  
☐ freshman ☐ sophomore ☐ junior ☐ senior ☐ graduate student ☐ special student ☐ faculty member  
☐ staff member.

If the respondent is not a student, faculty member or staff member, terminate the interview politely by thanking them for agreeing to participating and but the information I need for my thesis is over the OSU community.

If the respondent is employed be the university but doesn't know his or her position, count that person as staff. Count as a student anyone who is taking at least two classes at OSU, even if that person is also a staff member.

2. Which best describes your residence in Stillwater? ☐ dormitory ☐ house ☐ apartment ☐ fraternity or sorority house ☐ off-campus room ☐ mobile home ☐ commute ☐ none ☐ no answer.

3. Do you belong to an OSU fraternity or sorority? ☐ yes ☐ no ☐ no answer

4. *I'm going to ask you a question on your employment status and how many hours you work per week: Are you employed?* ☐ full-time ☐ 20-30 hours per week ☐ 10-19 hours per week ☐ under 10 hours per week  
☐ not employed ☐ no answer.

*Now, I'm going to ask you some questions about where you shop in Stillwater. Each question will be followed by a list of places in Stillwater. Simply answer "yes" to those that apply to you and "no" to those that do not apply.*

5. Have you shopped at any of the following department stores during the last 30 days? Answer "yes" even if you shopped but didn't buy anything.  
☐ Anthony's ☐ Sears ☐ Wal-Mart ☐ Katz ☐ Penny's ☐ Gibson's ☐ no answer.

6. During the **past 30 days**, which of the following Stillwater shopping centers have you shopped at? I'm going to give you a list of shopping centers in Stillwater and describe what merchants are located in these centers. Answer "yes" even if you shopped but didn't buy anything. Answer "yes" if you bought anything from a store located in the shopping center. Have you shopped at

- ☐ Cimarron Plaza (Anthony's, Wyatt's Cafeteria, Radio Shack, etc.)
- ☐ Pioneer Square (Food 4 Less, Brass Buckle, JC Penney's, etc.)
- ☐ Downtown Stillwater (Katz, Bates Bros., Robert Campbell's, etc.)
- ☐ Campus Corner (Wooden Nickel, University Spirit, the Hideaway, etc.)
- ☐ The Strip (Washington St. between Univ. and Sixth)
- ☐ Frontier Plaza (Cherokee Strip, PC Tech, Brown's Shoe Fit, etc.)
- ☐ Stillwater Plaza (Open Circle, Big Ed's, Subway, Kinko's, etc.)
- ☐ Rosewood Hills (Duds and Suds, Pro-cuts, Frisky Business, etc.)
- ☐ Gibson's Discount Center (Gibson's, Autozone, etc.)
- ☐ Cowboy Mall (TCBY, Satellite Twin Theater, Pizza Shuttle)
- ☐ Student Union
- ☐ no answer

7. During the **past 7 days**, or the past week, did you shop at one of the following grocery stores? Answer "yes" even if you shopped but did not buy anything. ☐ IGA ☐ Homeland ☐ Food 4 Less ☐ Food Outlet ☐ King's Grocery ☐ Asian Foodmart ☐ International Foodmart ☐ no answer

*Now, I'm going to ask a few questions on your finances.*

8. During the **last 30 days**, how much did you spend on clothes? Say "yes" when I have stated the dollar range that applies to you. ☐ under \$50 ☐ \$50-99 ☐ \$100-199 ☐ \$200 or more ☐ no answer

9. Which best describes your **monthly** surplus income? *What I mean by surplus income is money you have left after your regular expenses of housing, food, tuition, books, transportation.* Say "yes" when I have stated the dollar range that applies to you. ☐ \$0-50 ☐ \$50-100 ☐ \$101-150 ☐ \$151-200 ☐ over \$200 ☐ no answer

10. Do you have a credit card? ☐ yes ☐ no.

*If respondent answered "yes," ask:* Which of the following credit cards do you have? ☐ VISA

- ☐ Mastercard ☐ Discover ☐ American Express ☐ Diners' Club ☐ Penney's ☐ Anthony's ☐ Katz's ☐ Bates Bros. ☐ Sight 'n Sound ☐ Foley's ☐ Dillard's ☐ Sears ☐ Montgomery Ward's ☐ Cowboy Credit card
- ☐ no answer

11. Do you have one of the following accounts at a bank, savings and loan or credit union in Stillwater? ☐ savings ☐ checking ☐ no answer

*Now, I'm going to ask you some questions on items you have and plan to buy. Answer "yes" to the items that apply to you and "no" to the one that do not.*

12. Do you **own or lease** any of the following items? Answer "yes" even if the item is owned by other members of your family but is in your possession. ☐ an automobile ☐ a motorcycle ☐ a CD player ☐ a 35 mm camera ☐ a video camera ☐ a VCR ☐ a personal computer ☐ television set ☐ a stereo recorder or tape player ☐ no answer

13. During the **next 12 months**, do you plan to buy the following items? Answer "yes" to those that apply and "no" to those that do not apply to you. ☐ a new car ☐ a boat ☐ a video recorder ☐ a bicycle ☐ a television set ☐ a stereo ☐ a CD player ☐ a personal computer ☐ a motorbike ☐ a 35 mm camera ☐ no answer

*The next few questions I will ask you deal with activities which you have participated. Again, answer "yes" or "no."*

14. During the **past 30 days**, have you? ☐ rented a movie ☐ bought a CD ☐ Bought a record or tape ☐ had pizza delivered ☐ gone to a liquor store ☐ used a coupon ☐ eaten at an off-campus restaurant ☐ bought beer at a liquor store or convenience store ☐ no answer

15. During the **past 30 days**, did you attend any of the following activities?  
☐ movie at a theater ☐ art show ☐ theatrical play or musical ☐ rock concert ☐ music concert other than rock ☐ football game ☐ lecture (other than class) ☐ Live entertainment at a bar, restaurant or hotel ☐ no answer

16. During the **last 12 months**, have you? ☐ gone snow skiing ☐ taken a commercial airline ☐ gone to a beach ☐ taken a trip to any of the 48 contiguous states ☐ taken a trip outside the United States or to Alaska or Hawaii ☐ no answer

17. How many times **last month** did you go to Oklahoma City or its immediate suburbs? ☐ none ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 or more ☐ no answer

18. How many times **last month** did you go to Tulsa or its immediate suburbs?  
☐ none ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 or more ☐ no answer

*Now, I'm going to ask you some questions about restaurants that you've eaten at.*

19. During the **past 30 days**, have you eaten at any of the following restaurants? Answer "yes" or "no."  
☐ Whataburger ☐ Hardees ☐ McDonald's ☐ Wendy's ☐ Arby's ☐ Scholisky's ☐ Grandy's ☐ Subway ☐ Taco Bell ☐ Taco Bueno ☐ Taco Mayo ☐ Long John Silver's ☐ Capt. D's ☐ KFC ☐ Rex's Chicken ☐ Big Ed's ☐ Curly's ☐ no answer

20. During the **past 30 days**, did you eat pizza from any of the following pizza places in Stillwater? ☐ Pizza Shuttle ☐ Hideaway ☐ Pizza Express ☐ Domino's ☐ Pizza Hut ☐ Mazzio's ☐ Little Caesar's ☐ Simple Simon's ☐ Slices ☐ no answer

21. How many times have you eaten out in the past 7 days: ☐ 1 time ☐ 2-3 times ☐ 4-7 times ☐ more than 7 ☐ none ☐ no answer

*Okay, the next few questions deal with what newspapers you read. Remember to answer "yes" to the ones that apply to you and "no" to the one that do not. My first question is*

22. Which Monday-Friday editions of the following newspapers did you read **at least once during the past 7 days**? Do not include Saturday or Sunday editions of these newspapers in this answer. ☐ *Daily Oklahoman* ☐ *Daily Tulsa World* ☐ *Daily O'Collegian* ☐ *Daily New York Times* ☐ *USA Today* ☐ *Daily Stillwater NewsPress* ☐ *Wall Street Journal* ☐ *Dallas Morning News* ☐ no answer

23. Which Monday-Friday editions did you read **yesterday or today**? Do not include Saturday or Sunday editions in this answer. ☐ *Daily Oklahoman* ☐ *Daily Tulsa World* ☐ *Daily O'Collegian* ☐ *Daily New York Times* ☐ *USA Today* ☐ *Daily Stillwater NewsPress* ☐ *Wall Street Journal* ☐ *Dallas Morning News* ☐ no answer

24. Which of the following papers did you read **last Sunday**? ☐ *Sunday Oklahoman* ☐ *Sunday Tulsa World* ☐ *Sunday New York Times* ☐ *Sunday Dallas News* ☐ *Sunday NewsPress* ☐ no answer

*The next few questions deal with your use of local newspapers.*

25. During the **past 12 months**, have you placed a classified ad in any of the following?

☐ The *Daily O'Collegian* ☐ *Stillwater NewsPress* ☐ *Shop 'n Swap* ☐ no answer.

26. During the **past 12 months** have you placed a society square in the *Daily O'Collegian*: ☐ no ☐ yes

☐ no answer

27. Have you responded to a classified ad during the **last 12 months** in any of the following? ☐ The *Daily O'Collegian* ☐ *Stillwater NewsPress* ☐ *Shop 'n Swap* ☐ no answer

28. During the **past seven days**, did you read any of the following features in the *Daily O'Collegian*?

☐ comics ☐ editorial ☐ sports ☐ features ☐ entertainment ☐ society squares ☐ classifieds ☐ campus round up ☐ crossword ☐ no answer

*Now, I would like to ask you to rate the Daily O'Collegian...*

29. On a scale of 1(low) to 10(high), how do you rate the *Daily O'Collegian* as a campus newspaper overall? \_\_\_\_\_ ☐ no answer

30. On a scale of 1(low) to 10(high), how do you rate the *Daily O'Collegian* in accuracy? \_\_\_\_\_ ☐ no answer

In objectivity? \_\_\_\_\_ ☐ no answer

In truthfulness? \_\_\_\_\_ ☐ no answer

31. On a scale of 1(low) to 10(high), how do you rate the *Daily O'Collegian* in covering campus news? \_\_\_\_\_ ☐ no answer.

In covering other news important to the OSU community? \_\_\_\_\_ ☐ no answer.

32. What is your age? Answer "yes" when I have stated the range that applies to you.

☐ Under 21 ☐ 21-24 ☐ 25-34 ☐ 35-45 ☐ 46-54 ☐ 55 & older ☐ no answer

33. What is your marital status? Are you? ☐ single (never married) ☐ married ☐ legally separated ☐ divorced ☐ widowed ☐ no answer

34. Respondent is ☐ Male ☐ Female.

*Thank you very much for your time. Do you have any questions? (Answer any questions to the best of your ability). Have a good day (or evening).*

2  
VITA

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