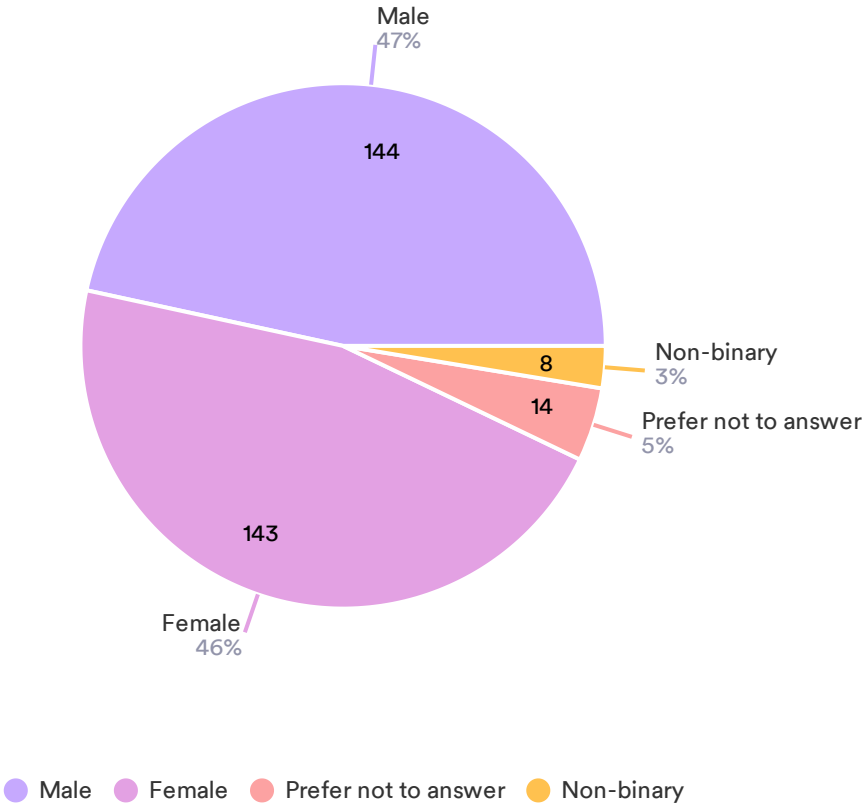


DBK READERS Survey

Final

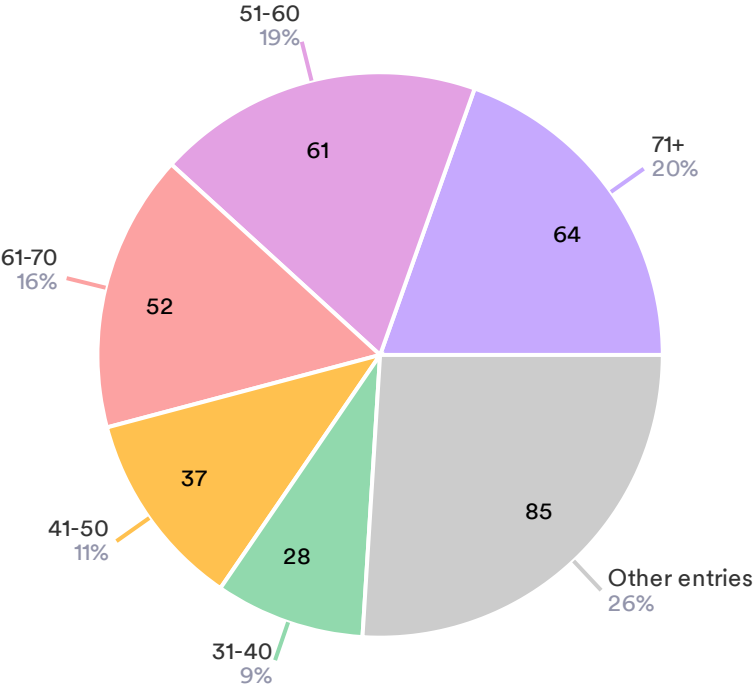
What is your gender?

309 Responses- 18 Empty



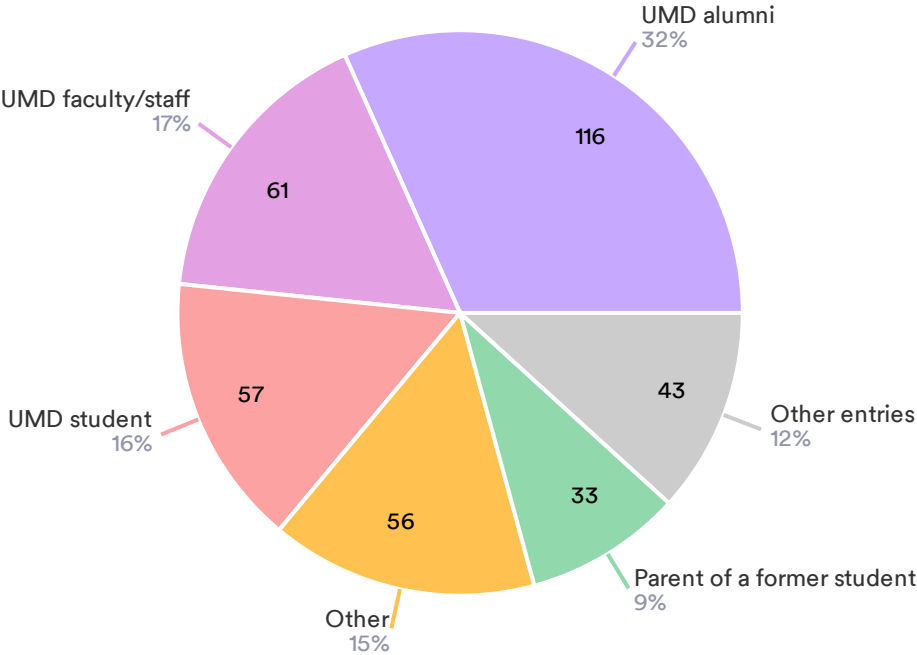
What is your age range? If under 18 years old please stop here and do not complete this survey. (Select one)

327 Responses



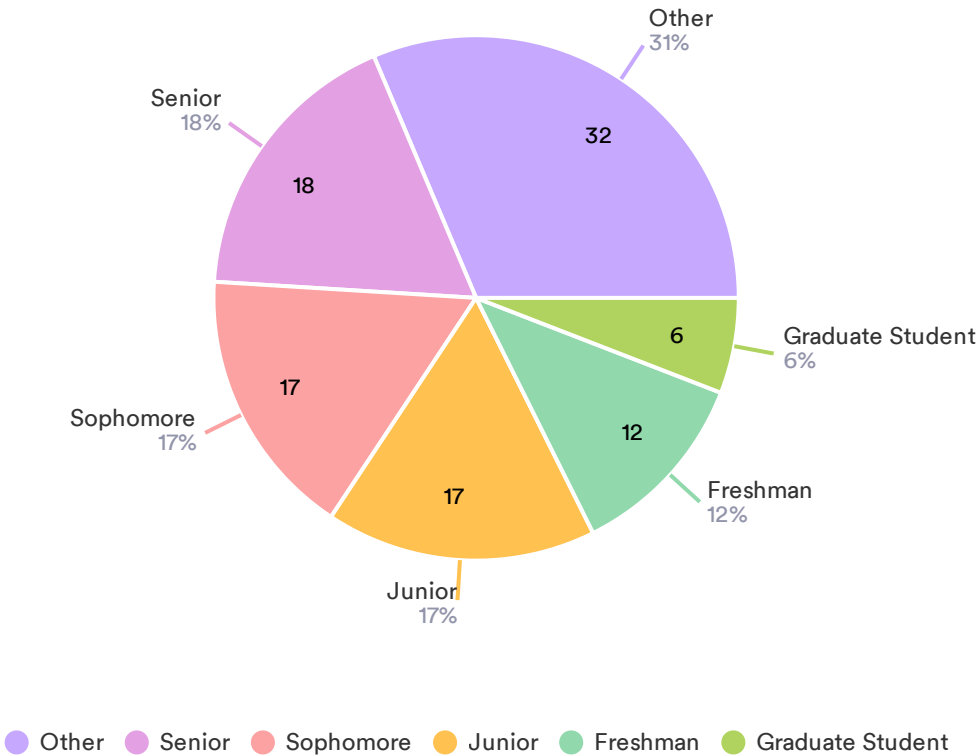
I am a (Select as many as apply)

366 Responses- 17 Empty



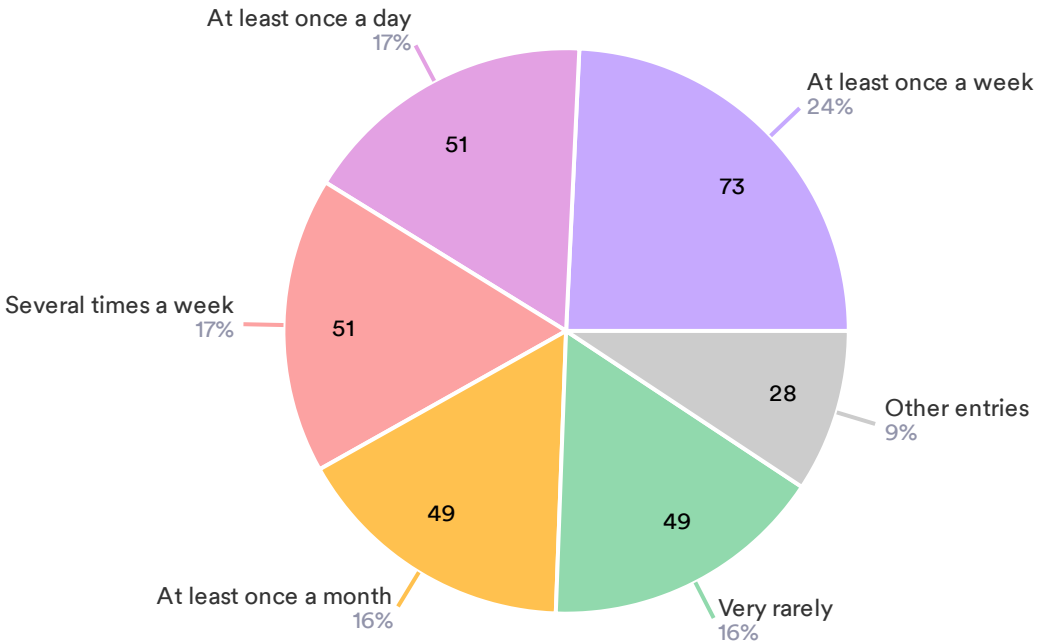
If a current UMD student, which best describes you? (Select one)

102 Responses- 225 Empty



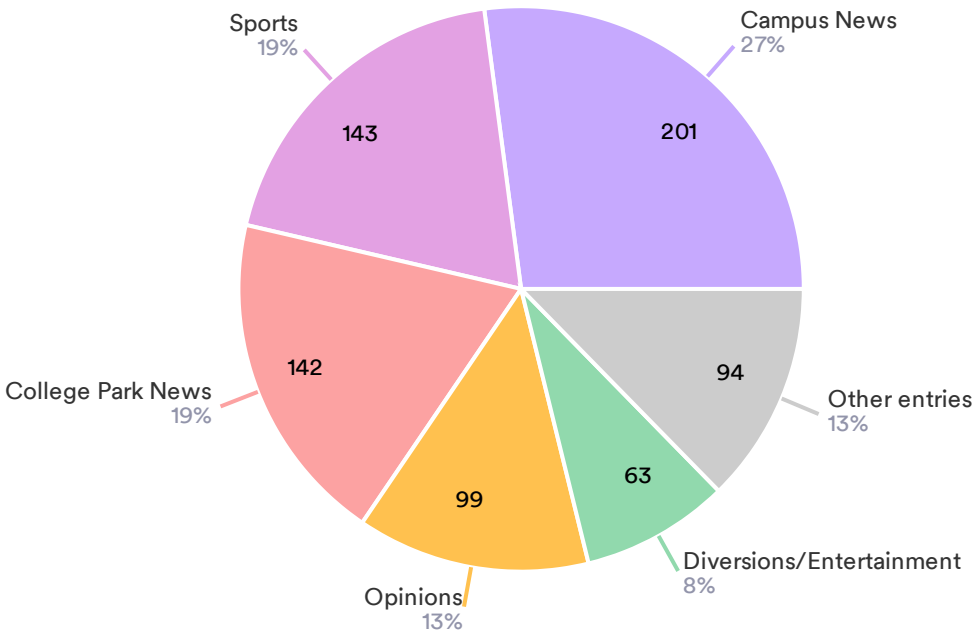
Which best describes how often you read The Diamondback?

301 Responses- 26 Empty



When I do read the Diamondback I most often choose content in these areas (Select all that apply)

742 Responses- 29 Empty



On a scale of 1 to 5, how relevant is The Diamondback to issues that are most important to you?

295 Responses- 32 Empty

Best Response



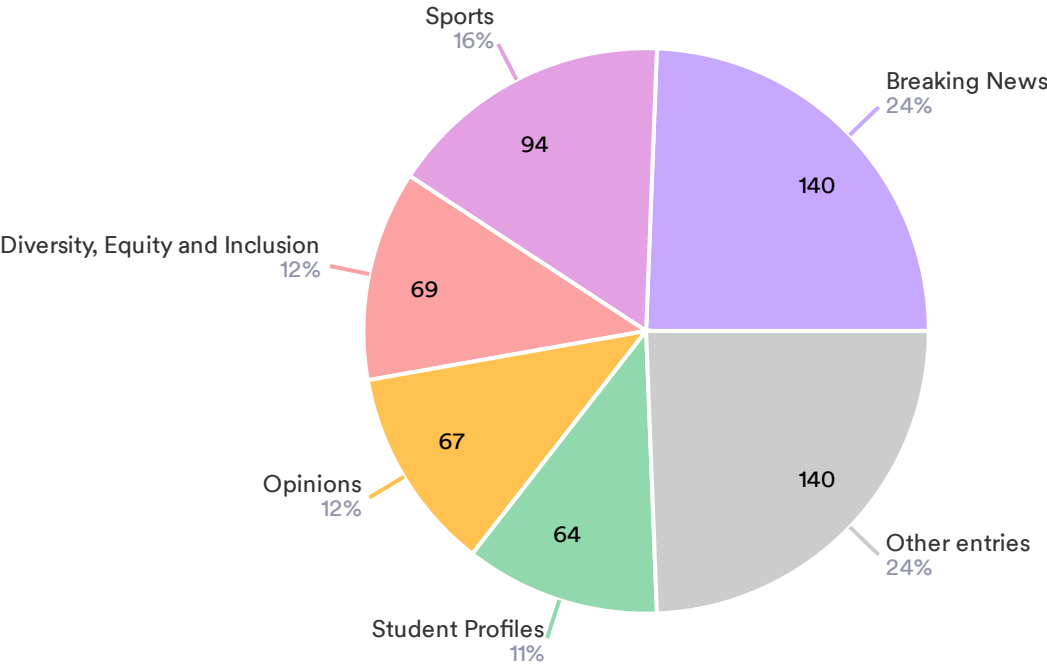
34%
Percentage

295
Responses

Data	Response	%
4	101	34%
3	100	34%
5	59	20%
2	25	8%
1	10	3%

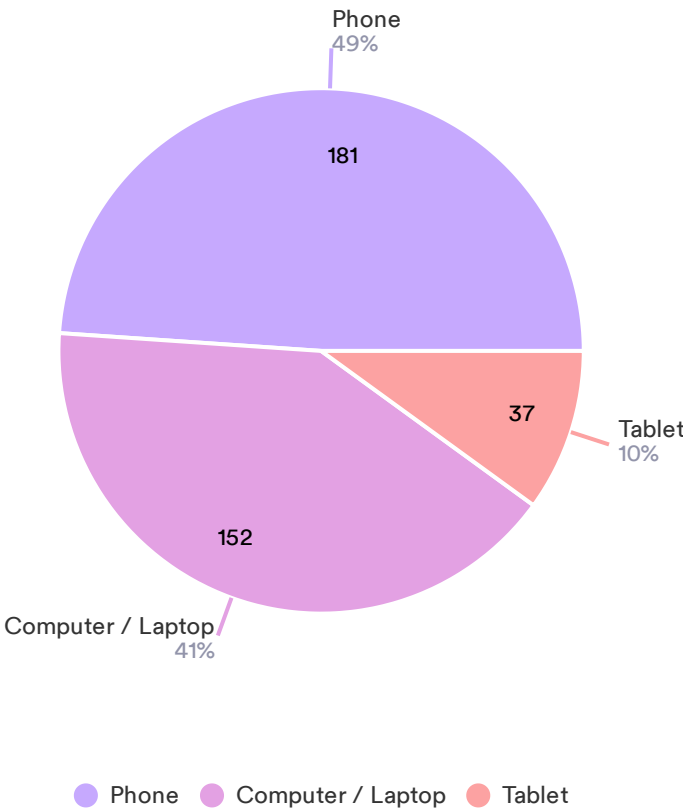
Which of the following would you like to see more of from The Diamondback? (Select all that apply)

574 Responses- 63 Empty



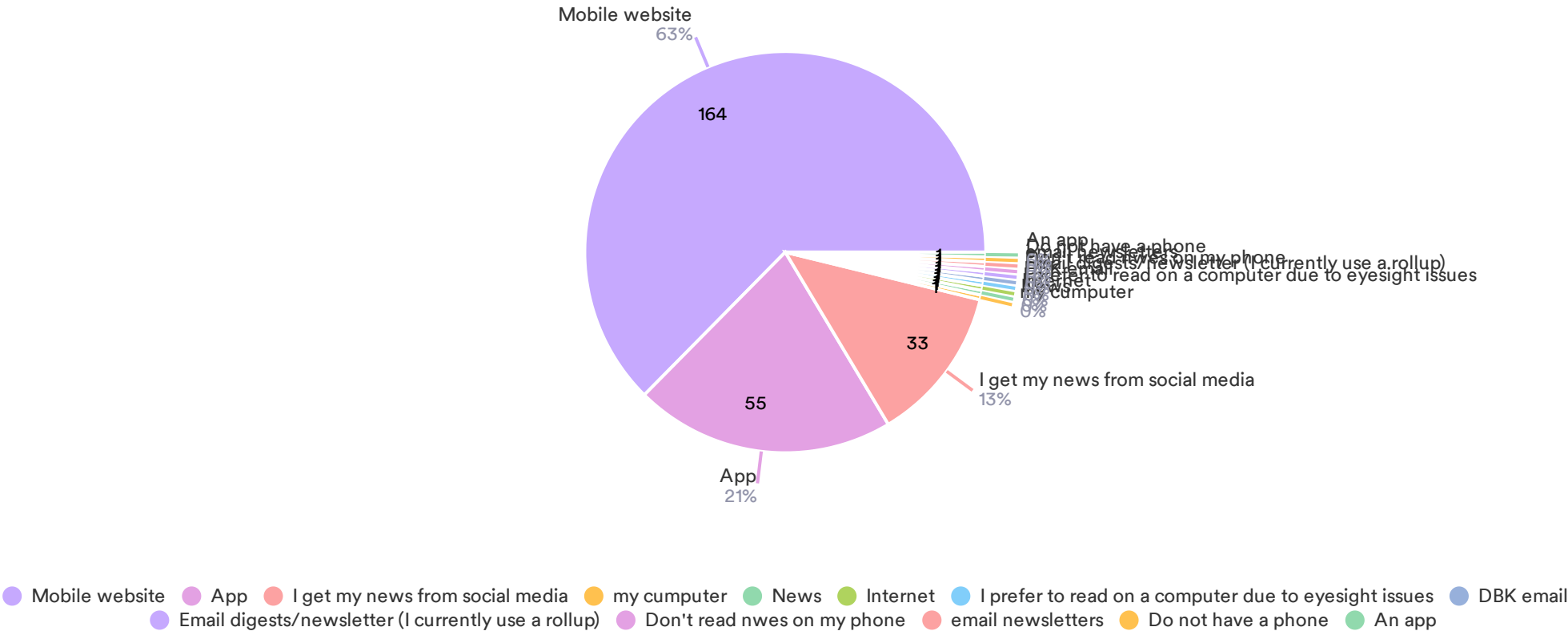
What type of device do you most often use to access The Diamondback? (Select all that apply)

370 Responses- 37 Empty



When reading news on your phone do you prefer to use

262 Responses- 65 Empty



On a scale of 1 to 5, if you knew that The Diamondback had a mobile app how likely would you be to download it?

277 Responses- 50 Empty

Best Response



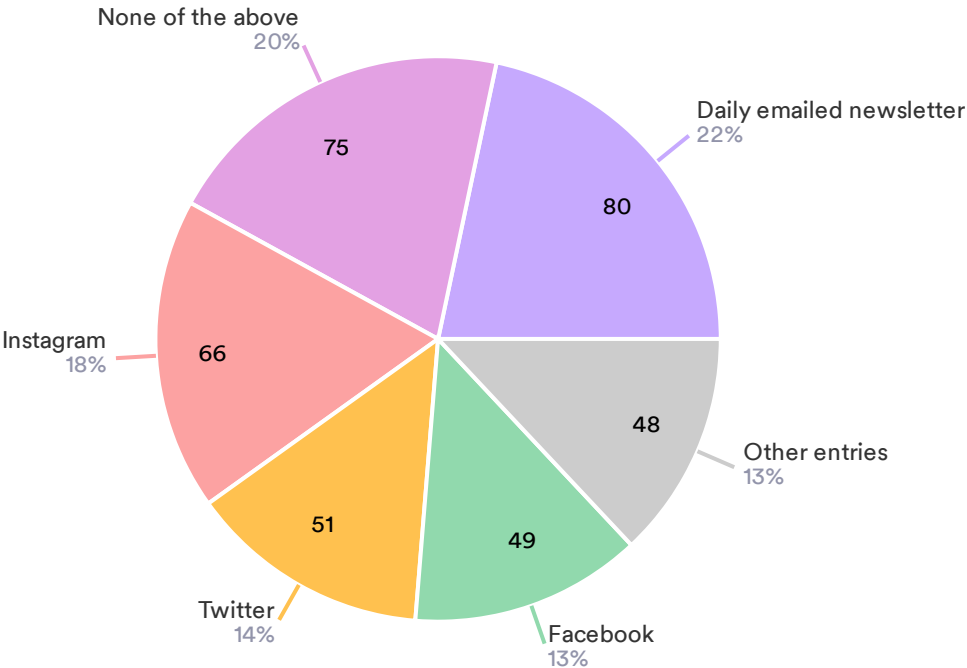
26%
Percentage

277
Responses

Data	Response	%
1	71	26%
5	64	23%
3	55	20%
4	54	19%
2	33	12%

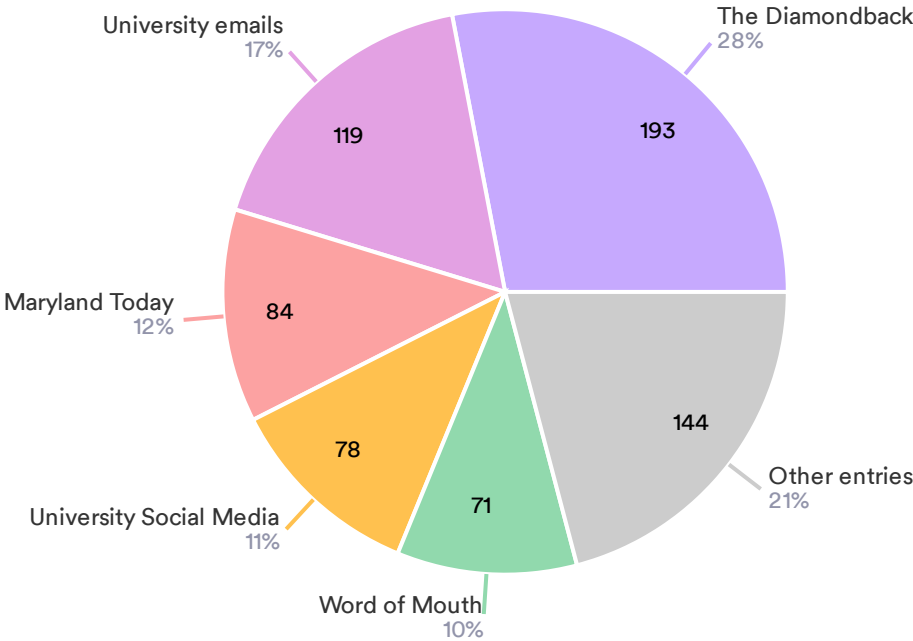
Do you follow The Diamondback on any of the following? (Select all that apply)

369 Responses- 48 Empty



Which sources of news do you use to stay updated on campus information that is relevant to you? (Select all that apply)

689 Responses- 65 Empty



What could The Diamondback do to improve?

83 Responses- 244 Empty

Data	Responses
I would love to see a broader diversity of opinion in the commentary. I can't recall the last time I read a social conservative, fiscal conservative, or libertarian perspective. Most all commentary pieces come from a strongly left-wing perspective. It's fine to include those voices, but it seems to me you could do well to have some right of center and libertarian ones in the commentary and op-ed pages.	1
They do a good job	1
The Diamondback loses credibility with faculty and staff when it fails to cover positive developments at the university.	1
You could at least pretend to give unbiased reporting.	1
Still learning who has the best information for what, but will be sure to let you know if I have any improvement ideas or suggestions.	1
Cover more breaking news	1
(This is a totally insignificant nitpick! -- so don't take it too seriously -- but you seem to have style guidance to use the phrase "this university" (a lot). Again, no big deal, but it starts to sound somewhat 'unnatural' or artificial when used so much! ;)	1
Create an app	1
Publish less articles about LGBT community	1

What do you think The Diamondback does well as a news source?

80 Responses- 247 Empty

Data	Responses
Campus news	2
It's a mixed bag of information.	1
Diversions offer relevant perspective into college student life.	1
Information different than what is in Maryland today, and appears to have information relevant to the student populace, but again still learning what resources provide what information.	1
Stay unbiased and reliable	1
Report on sports beyond just the score of a game	1
Campus news and events; opinions; empathetic coverage of events of concern (e.g., MSU vigil, Lt. Collins	1
Covers stories students care about and gets perspectives from students	1
Pushing a liberal woke agenda.	1

If you have any other comments, suggestions or questions, please enter them below. Thank you.

45 Responses- 282 Empty

Data	Responses
None	2
Keep up the good work	2
See comments provided above. Thank you for providing the information you provide!	1
(Just to clarify my affiliation ("I am a..."): I work for a government agency on the research campus (Discovery District) and am a "Research Affiliate" of the University, so I don't think I technically qualify as ("UMD faculty/staff"), but I like to consider myself part of the greater campus community, and like to keep up with your reporting in The Diamondback. Thanks for you efforts, and keep up your valuable After 4 1/2 years of employment at UMD, I have yet to see an article, much less a headline story, on Veteran's Day, citing the invaluable contribution to our country of the 18M veterans who have served throughout our history. We dedicate an entire month to Black History and recognize Juneteenth and MLK Day as federal holidays and have countless stories and articles in conjunction. Absolutely nothing on Veteran's Day. I find that incredibly disrespectful, short-sided and ignorant. I thought this was an institution of "higher education?" All articles feel heavily biased... there are some things I read on your site that aren't labeled as "Opinion" articles but are incredibly skewed in the way that they are written. Your job is to be objective and just share the facts, not write a narrative that is biased and skewed in a way that is in alignment with your moral and/or political opinion(s). I am curious how often you check the form that readers can fill out about potential stories. If you're not checking it (or are rarely checking it), you are doing yourself a great disservice. More transparency on the wages you give your workers would be good. You all do a fabulous job. Thank you! CP resident and alum	1
	1
	1
	1

Thank You!

DBK READERS Survey