

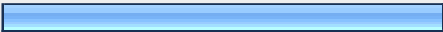
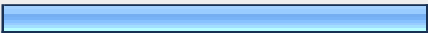
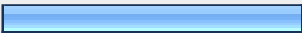
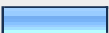


1. Køn			Response Percent	Response Count
Kvinde			45.1%	279
Mand			54.9%	339
			<i>answered question</i>	618
			<i>skipped question</i>	0

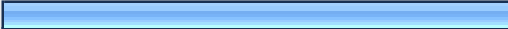
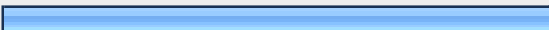
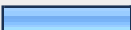

2. Aldersgruppe			Response Percent	Response Count
Under 25			34.8%	215
25-34			33.5%	207
35-55			23.6%	146
Over 55			8.1%	50
			<i>answered question</i>	618
			<i>skipped question</i>	0

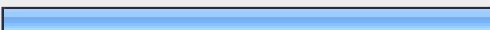
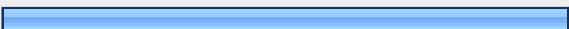
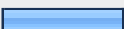
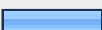
3. Tilknytning til CBS


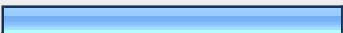
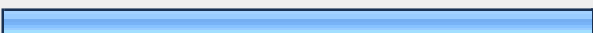
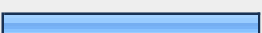
		Response Percent	Response Count
Studerende på HA/BA-niveau		29.1%	180
Studerende på kandidatniveau		30.6%	189
Anden uddannelse (eg. HD, MBA, MPA mm.)		8.4%	52
VIP		7.6%	47
TAP		16.8%	104
Ekstern lektor		1.3%	8
Andet		6.1%	38
		answered question	618
		skipped question	0

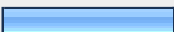
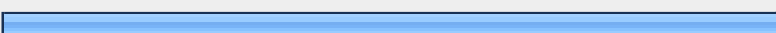
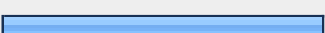
4. Læser du papiravisen CBS OBSERVER?			Response Percent	Response Count
Ja, grundigt			28.2%	174
ja, skimmer			36.2%	224
nogen gange			23.1%	143
aldrig			12.5%	77
			answered question	618
			skipped question	0

5. Finder du indholdet i papiravisen CBS OBSERVER vedkommende?							
	1	2	3	4	5	Rating Average	Response Count
Skala fra 1-5 (hvor 5 er det bedste)	7.4% (46)	13.6% (84)	27.8% (172)	38.0% (235)	13.1% (81)	3.36	618
						answered question	618
						skipped question	0


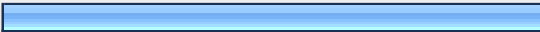
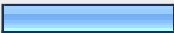
6. Har papiravisen CBS OBSERVER hjulpet dig til at følge med i hvad der løbende sker på CBS?			Response Percent	Response Count
Meget			40.0%	247
Lidt			43.2%	267
Slet ikke			10.0%	62
Ved ikke			6.8%	42
			answered question	618
			skipped question	0

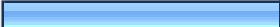
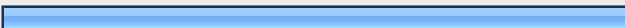


7. Har papiravisen CBS OBSERVER givet dig større indsigt i CBS?			Response Percent	Response Count
Meget			38.5%	238
Lidt			44.7%	276
Slet ikke			9.2%	57
Ved ikke			7.6%	47
			answered question	618
			skipped question	0

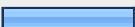
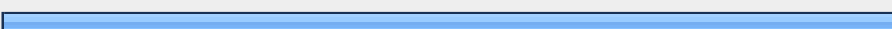
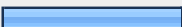

8. Cirka hvor ofte tjekker du webavisen cbsobserver.dk			Response Percent	Response Count
Dagligt			6.5%	40
Et par gange om ugen			26.7%	165
Sjældnere			46.6%	288
Aldrig			20.2%	125
			answered question	618
			skipped question	0

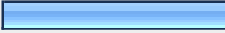
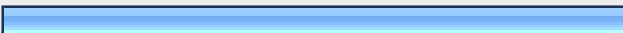
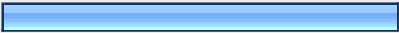

9. Hvordan læser du artiklerne på webavisen cbsobserver.dk			Response Percent	Response Count
Grundigt			13.4%	83
Skimmer			61.3%	379
Læser dem aldrig			25.2%	156
			answered question	618
			skipped question	0

10. Finder du indholdet på webavisen cbsobserver.dk vedkommende?								
	1	2	3	4	5	Rating Average	Response Count	
Skala fra 1-5 (hvor 5 er det bedste)	13.3% (82)	10.8% (67)	36.4% (225)	29.9% (185)	9.5% (59)	3.12	618	
	<i>answered question</i>							618
	<i>skipped question</i>							0

11. Har webavisen cbsobserver.dk hjulpet dig til at følge med i hvad der løbende sker på CBS?			
		Response Percent	Response Count
Meget		29.9%	185
Lidt		42.6%	263
Slet ikke		13.3%	82
Ved ikke		14.2%	88
	<i>answered question</i>		618
	<i>skipped question</i>		0

12. Har webavisen cbsobserver.dk givet dig større indsigt i CBS?			Response Percent	Response Count
Meget			21.8%	135
Lidt			49.4%	305
Slet ikke			14.1%	87
Ved ikke			14.7%	91
			answered question	618
			skipped question	0

13. Hvilken type artikler finder du mest interessant?			Response Percent	Response Count
Debatindlæg og blogs			10.2%	63
Artikler om CBS			70.6%	436
Artikler om universitetsområdet generelt			14.1%	87
Ved ikke			5.2%	32
			answered question	618
			skipped question	0

14. Hvilket af de to medier kan bedst undværes?			Response Percent	Response Count
Ingen af dem			17.7%	109
Papiravisen			49.2%	303
Webavisen			31.2%	192
Dem begge			1.9%	12
		answered question		616
		skipped question		2

15. Hvis der kun er midler til at drive enten webavisen eller papiravisen, hvilken vil du helst beholde?			Response Percent	Response Count
Papiravisen			40.5%	250
Webavisen			56.3%	348
Ingen			0.6%	4
Ved ikke			2.6%	16
		answered question		618
		skipped question		0

16. Generelle kommentarer om CBS Observer

		Response Count
		117
	<i>answered question</i>	117
	<i>skipped question</i>	501