



## MEDIA PREFERENCES SURVEY

### Radio Preferences

#### 1. When do you most often listen to the radio? (Check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Weekday mornings   | <input type="checkbox"/> Weekend mornings   |
| <input type="checkbox"/> Weekday afternoons | <input type="checkbox"/> Weekend afternoons |
| <input type="checkbox"/> Weekday evenings   | <input type="checkbox"/> Weekend evenings   |

#### 2. I listen to radio when I am (Check all that apply)

- |                                    |  |
|------------------------------------|--|
| <input type="checkbox"/> Home      | <input type="checkbox"/> At my place of work |
| <input type="checkbox"/> In my car | <input type="checkbox"/> At school           |

#### 3. What is your favorite radio station?

#### 4. What type of radio format is your favorite station?

### Television Preferences

#### 1. When do you most often watch television? (Check all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Weekday mornings   | <input type="checkbox"/> Weekend mornings   |
| <input type="checkbox"/> Weekday afternoons | <input type="checkbox"/> Weekend afternoons |
| <input type="checkbox"/> Weekday evenings   | <input type="checkbox"/> Weekend evenings   |

#### 2. What news channels do you watch regularly? (Check all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Bloomberg     | <input type="checkbox"/> MSNBC  |
| <input type="checkbox"/> CNBC          | <input type="checkbox"/> Early evening local news - Channel: <input type="text"/> |
| <input type="checkbox"/> CNN           | <input type="checkbox"/> Late local news - Channel: <input type="text"/>          |
| <input type="checkbox"/> Fox News      | <input type="checkbox"/> I don't watch news                                       |
| <input type="checkbox"/> Headline News |   |

#### 3. What general interest channels do you watch regularly? (Check all that apply)

- |                              |                              |
|------------------------------|------------------------------|
| <input type="checkbox"/> ABC | <input type="checkbox"/> PBS |
| <input type="checkbox"/> CBS | <input type="checkbox"/> CW  |
| <input type="checkbox"/> FOX |                              |
| <input type="checkbox"/> NBC |                              |

#### 4. What special interest channels do you watch regularly? (Check all that apply)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> A&E                            | <input type="checkbox"/> ESPN                  | <input type="checkbox"/> Oxygen         |
| <input type="checkbox"/> Animal Channel                 | <input type="checkbox"/> Food Channel          | <input type="checkbox"/> SCIFI Channel  |
| <input type="checkbox"/> Black Entertainment Television | <input type="checkbox"/> FX                    | <input type="checkbox"/> Soap           |
| <input type="checkbox"/> Bravo                          | <input type="checkbox"/> G4                    | <input type="checkbox"/> SPEED          |
| <input type="checkbox"/> Cartoon Network                | <input type="checkbox"/> History Channel       | <input type="checkbox"/> SPIKETV        |
| <input type="checkbox"/> CMT                            | <input type="checkbox"/> Home & Garden TV      | <input type="checkbox"/> TBS            |
| <input type="checkbox"/> Comedy Channel                 | <input type="checkbox"/> Home Shopping Network | <input type="checkbox"/> TLC            |
| <input type="checkbox"/> Court TV                       | <input type="checkbox"/> Lifetime              | <input type="checkbox"/> TNT            |
| <input type="checkbox"/> CSPAN                          | <input type="checkbox"/> MTV                   | <input type="checkbox"/> Travel Channel |
| <input type="checkbox"/> Discovery Channel              | <input type="checkbox"/> Nickelodeon           | <input type="checkbox"/> VH1            |
| <input type="checkbox"/> Disney                         | <input type="checkbox"/> Outdoor Life Network  | <input type="checkbox"/> USA            |
| <input type="checkbox"/> MyNetworkTV                    | <input type="checkbox"/> LOGO                  |   |

#### 5. The names of the television programs I currently watch are:

## Newspaper Preferences

### 1. I read a daily newspaper

- Every day                       Sunday only  
 Weekdays                       Rarely  
 Saturday only                       Never

2. What is your favorite daily newspaper?

### 3. I read a weekly or monthly newspaper

- Every week                       Once a month  
 Every couple of weeks                       Rarely  
 Never

4. What is your favorite weekly or monthly newspaper?

### 5. What information do you look for in the newspaper? (Check all that apply)

- News                                       Events  
 Comics                                       Classifieds  
 Ads     Sports Scores  
 Theater

## Contact Methods

How much do you like or dislike each of these ways of contacting you?

	Strongly Dislike	Dislike	Slightly Dislike	Slightly Like	Like	Strongly Like
1. Mail to your home	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
2. E-mail to your computer	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
3. Phone your office	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
4. Phone your home	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
5. Phone your cell phone	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
6. Text message your cell phone	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
7. Instant message to your computer	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

## Lifestyle Activities

How often do you do these types of activities?

	Never	Seldom	Not Often	Sometimes	Frequently	Always
1. Go snow skiing	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
2. Go bicycling	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
3. Go to a coffee house/shop	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
4. Go to malls	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
5. Go bowling	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
6. Go "antiquing"	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
7. Take public transportation	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
8. Go to a car race	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
9. Go to movie theaters	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
10. Go to concerts	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
11. Go to music/video game stores	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
12. Go to auctions	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
13. Go to community festivals	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
14. Go to high school sporting events	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6
15. Go to our college's sporting events	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6

## COLLEGE Publications

1. What is your preferred way to receive the class schedule? (Select One)

- Mailed to my home in print
- Mailed to my home on a CD-ROM
- Available at public locations at the college
- Available at public locations in the community
- Downloadable from the college website
- Searchable on the college website

2. What is your preferred way to receive financial aid information? (Select One)

- Mailed to my home in print
- Mailed to my home on a CD-ROM
- Available at public locations at the college
- Available at public locations in the community
- Downloadable from the college website
- Searchable on the college website

3. What is your preferred way to receive the college catalog? (Select One)

- Mailed to my home on a CD-ROM
- Available at public locations in the community
- Downloadable from the college website
- Searchable on the college website

**1. How would you like to communicate with your professors?**

- Face-to-face meetings in their office
- By phone
- By email
- By Instant Messaging
- By text messaging

**2. How would you like to communicate with your advisor?**

- Face-to-face meetings in their office
- By phone
- By email
- By Instant Messaging
- By text messaging

**3. How would you like the college to communicate important information to you?**

- By email
- By printed newsletter mailed to my home
- By email newsletter
- By posters on campus
- By college newspaper

**4. How would you like to communicate with other students with whom you have group projects?**

- Face-to-face meetings
- By phone
- By conference call
- By email
- By chat room
- By Instant Messaging
- By text messaging

**5. Once you graduate or leave the college, how would you like the alumni group to communicate with you?**

- By direct mail
- By phone
- By email
- By Instant Messaging
- By text messaging
- I don't want the alumni association to communicate with me.



**Flash**



**QuickTime**



3 Example C

	Never	Seldom	Not Often	A Little	Frequently	Always
Believable	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
True	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

**VIDEO Credibility**

You are now going to be watching 3 more video clips.

There are Flash and QuickTime versions of each clip, your browser may display one or both. They contain the same content, so watching one for each question is all that is necessary.

If your browser can not display either video clip, please skip these questions.

Please rate each clip.

**Occupational**

**Flash**



**QuickTime**



1 Example B

	Never	Seldom	Not Often	A Little	Frequently	Always
Believable	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
True	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>



Flash



QuickTime



2 Example C

	Never	Seldom	Not Often	A Little	Frequently	Always
Believable	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
True	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

Flash



QuickTime



3 Example A

	Never	Seldom	Not Often	A Little	Frequently	Always
Believable	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
True	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

## Importance of websites to Colleges

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1. The college I attend uses the web to communicate with students.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
2. The college I attend uses the web effectively to disseminate critical information about the college.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
3. The college I attend used e-mail to communicate with me before I made the decision to attend there.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
4. I visited the website of the college I currently attend when I was choosing a college.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
5. I made a decision to apply/not apply to a college based on the information in its website.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
6. I make judgments about the quality of a school when I view the quality of its website.	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

## Internet Access Questions

1. How many computers do you have in your home?

2. Where do you have access to the internet? (Check ALL that apply)

- Home
- Work
- School

3. Do you have dial-up or broadband at home?

- Dial-up
- Broadband
- Neither
- Don't Know

4. Do you have an iPod or some other kind of MP3 player?

- Yes
- No
- Not Sure



**1. In a typical week, how many people do you Instant Message on your computer?**

- None
- 1-5 people
- 6-10 people
- 11-15 people
- 16-20 people
- More than 20 people

**2. How many people have your Instant Message address?**

- None
- 1-5 people
- 6-10 people
- 11-15 people
- 16-20 people
- More than 20 people

**3. In a typical week, how many people do you text message on your phone?**

- None
- 1-5 people
- 6-10 people
- 11-15 people
- 16-20 people
- More than 20 people

**4. How many people have your text message address on your phone?**

- None
- 1-5 people
- 6-10 people
- 11-15 people
- 16-20 people
- More than 20 people

**5. When you send an email, how soon do you expect an answer?**

- 1 hour
- 2 hours
- 3 hours
- 4 hours
- 5 hours
- 6 hours
- 7 hours
- 8 hours
- In the same day
- By the next day
- Within 2 - 3 days

## Web Page Design & Function

### Web pages with:

	Hate It	Dislike It	It's Not OK	It's OK	Like It	Love It
1. Lots of color	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
2. Lots of things to look at	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
3. Lots of white space	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
4. Different type styles and type sizes	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
5. Lots of text in paragraphs	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
6. Short text blocks with bullet points	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
7. Minimum amount of text	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
8. All the navigation should be on the left	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
9. All the navigation should be on the top	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
10. Navigation throughout the page	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
11. Navigation shortcuts deep into the site	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
12. The website is "stuck" to the top left side of your browser window	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
13. The website "floats" in the middle of your browser window	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
14. Photos or graphics of students	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
15. Photos or graphics of the campus	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
16. Photos or graphics of the faculty	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
17. Photos or graphics that change	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
18. Pages without pictures or graphics	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
19. Pages with lots of white space	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
20. Flash animation	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
21. Lots of things to click on and do	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
22. Lots of things to read	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
23. Games	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
24. Podcasts or Vodcasts	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
25. Good internal search engines	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

**College Websites**

	Hate It	Dislike It	It's Not OK	It's OK	Like It	Love It
26. Content is updated once a month	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
27. A unique website for current students	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
28. Ability to buy textbooks online	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
29. Web pages that may be customized	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
30. College IM (Instant Message) addresses for all students	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
31. Pictures of students who look like me	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
32. Live chat with college staff	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
33. IM (Instant Message) with college staff	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
34. A student-written blog about the college	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
35. A college news blog	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
36. Ability to IM (Instant Message) with current students	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
37. Videos about each program	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
38. Virtual campus tour	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
39. Ability to register online	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
40. Ability to download materials from the library	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
41. Online advising and counseling	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
42. College sponsored free email for all students	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺
43. Where the content is updated daily	1 ☺	2 ☺	3 ☺	4 ☺	5 ☺	6 ☺

**General Web Likes & Favorite Websites**

1. What is your favorite website?
2. What is your least favorite website?
3. What is your favorite search engine?:

## Demographics

1. Age:

2. Gender

- Male  Female

3. Home Zip Code:

4. What is your race or ethnic background?

- |  |   |
|--|---|
| <input type="radio"/> White (not Hispanic)                     | <input type="radio"/> Native American or Alaskan Native |
| <input type="radio"/> Black or African American (not Hispanic) | <input type="radio"/> Hispanic (unspecified)            |
| <input type="radio"/> Hispanic/Latino - White                  | <input type="radio"/> Multiracial                       |
| <input type="radio"/> Hispanic/Latino - Black                  | <input type="radio"/> Other                             |
| <input type="radio"/> Asian, Asian Indian, or Pacific Islander | <input type="radio"/> Don't know                        |
|  | <input type="radio"/> Do not want to respond            |

5. What is your primary reason for attending your current college:

- Want an Associate Degree
- Preparing to transfer to a four-year college
- To start a career
- To update my job skills
- For personal enrichment

6. What is your major or degree program?