



2008 NATIONAL MEDIA PREFERENCES SURVEY

Login Required

User name:
Password:

Login

Thank you for your participation in this survey. Your opinions are very valuable to your college!

Once you have completed the survey, you'll be invited to enter the drawing for an Apple iPod nano, or an iTunes gift certificate (of equal value).

PLEASE NOTE: This survey requires the browser to be set to allow the use of cookies. You will not be able to login if the setting for cookies is not 'enabled'. While each page of the survey will only take 1-4 minutes to complete, there is a 30 minute timeout on each page. If you take longer than 30 minutes to complete a page the survey will be reset, and you would have to start over to complete the survey (this is for security reasons).

Thank you for taking the time to complete this survey. Throughout this survey you will be asked questions about what you listen to, watch on television, read, your Internet usage, and what types of places you visit. Then we will ask you a few questions about yourself.

When you complete a page of the survey, press the 'Continue' button to take you to the next page. Do not use the browser's 'Back' button to return to a prior page. You will not be able to re-submit a previous page.

Once you have completed all ten pages, you'll be invited to enter the drawing for a new Apple iPod nano, or an iTunes gift certificate (of equal value). Your responses are very important. Thank you for completing the survey.

The first set of questions asks you about your radio and television use preferences. Please indicate your responses to each question.

Radio Preferences

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

- Weekday Mornings
- Weekday Afternoons
- Weekday Evenings
- Weekend Mornings
- Weekend Afternoons
- Weekend Evenings

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

Home

- AM
- PM
- Evening

In my car

- AM
- PM
- Evening

At my place of work

- AM
- PM
- Evening

At school

- AM
- PM
- Evening

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)

- Weekday Mornings
- Weekday Afternoons
- Weekday Evenings
- Weekend Mornings
- Weekend Afternoons
- Weekend Evenings

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

- Bloomberg
- CNBC
- CNN
- Fox News
- MSNBC
- Headline News
- Early Evening Local News Channel:
- Late Local News Channel:
- I don't watch news

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

- ABC
- CBS
- FOX
- NBC
- PBS

Television Preferences Continued

4. What special interest (cable) channels do you watch regularly?

How often?	Never	Rarely	Sometimes	Often	All the time
A&E	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
AMC	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Animal Channel	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Black Entertainment Television	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Bravo	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Cartoon Network	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
CMT	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Comedy Channel	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Court TV	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
CSPAN	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

How often?	Never	Rarely	Sometimes	Often	All the time
CW	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Discovery Channel	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ESPN	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Food Network	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
FX	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
G4	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
History Channel	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Home & Garden TV	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Lifetime	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
LOGO	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

How often?	Never	Rarely	Sometimes	Often	All the time
MTV	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
MyNetworkTV	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Nickelodeon	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Outdoor Life Network	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Oxygen	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
SCIFI Channel	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
ShopAtHome	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
The Shopping Channel	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Shop NBC	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Soap	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

How often?	Never	Rarely	Sometimes	Often	All the time
SPEED	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
SPIKETV	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
TBS	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
TLC	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
TNT	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Travel Channel	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
VH1	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
USA	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Telemundo	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Univision	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
QVC	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Weather Channel	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
Home Shopping Network	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

5. The top three television programs I currently watch are:
(in ranked order of 1=most watched, etc.)

1.

2.

3.

Newspaper Preferences

1. I read a daily newspaper:

- Never
- Rarely
- Sometimes
- Often
- Always

What is your favorite daily newspaper?

What day are you most likely to read the newspaper?

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

What is your favorite weekly or monthly newspaper?

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

- News
- Comics
- Ads
- Theater
- Events
- Classifieds
- Sports Scores

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
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"/>
Email 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"/>
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"/>
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"/>
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"/>
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"/>
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"/>

Real-World Gatherings

How often do you do these types of activities?

	Never	Seldom	Not Often	Sometimes	Frequently	Always
Go snow skiing or snowboarding	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Go bicycling	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Go to a coffee house / shop	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Go to malls	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Go bowling	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Take public transportation	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Go to a car race	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Go to movie theaters	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

	Never	Seldom	Not Often	Sometimes	Frequently	Always
Go to concerts	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Go to music / video game stores	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Go to community festivals	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Go to high school sporting events	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Go to our college's sporting events	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Read the local Free Shopper newspaper	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Other: <i>(Fill in blank)</i> <input type="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"/>

Virtual Gatherings / Communities

How often do you visit the following sites?

	Never	Seldom	Not Often	Sometimes	Frequently	Always
MySpace	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Facebook	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
YouTube	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Flickr	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Bebo	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Del.icio.us	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Yahoo Groups	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
	Never	Seldom	Not Often	Sometimes	Frequently	Always
Google Groups	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Classmates	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Friendster	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
CouchSurfing	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Gaia Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Twitter	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Other: (Fill in blank)	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

SOCIAL NETWORKING

Part I: Below are three of the more popular social networking sites. Please rate your experience with each.

MYSPACE

How often do you visit this site?

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

Do you have an account at this site?

- Yes
- No

Why do you use this site? (Check all that apply)

- Contacting existing friends
- Meeting new friends
- Sharing photographs
- Locating / searching for content
- Posting content
- Playing games
- Other: (Fill in blank)

FACEBOOK

	Never	Seldom	Not Often	Sometimes	Frequently	Always
How often do you visit this 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"/>

Do you have an account at this site?

- Yes
 No

Why do you use this site? (Check all that apply)

- Contacting existing friends
 Meeting new friends
 Sharing photographs
 Locating / searching for content
 Posting content
 Playing games
 Other: (Fill in blank)

YOUTUBE

	Never	Seldom	Not Often	Sometimes	Frequently	Always
How often do you visit this 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"/>

Do you have an account at this site?

- Yes
 No

Why do you use this site? (Check all that apply)

- Contacting existing friends
 Meeting new friends
 Sharing videos
 Locating / searching for content
 Posting content
 Playing games
 Other: (Fill in blank)

Part II: Do you play MMORPGS (massively multiplayer online role-playing games)?

- Yes
 No

MMORPG

How often do you play the following?

	Never	Seldom	Not Often	Sometimes	Frequently	Always
World of Warcraft	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Final Fantasy XI	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Dungeons and Dragons Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Guild Wars	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Runescape	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Lord of the Rings Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Starwars Galaxies	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Warhammer Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Eve Online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Second Life	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Tabula Rasa	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Other Games: <i>(Fill blank)</i> <input type="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"/>

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College Publications

1. What is your preferred way to receive the class schedule?

Format:

- Print
- CD-ROM
- DVD
- On Website
- Email

Delivery Method:

- Mailed to my home
- Pick up on campus
- 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?

Format:

- Print
- CD-ROM
- DVD
- On Website
- Email

Delivery Method:

- Mailed to my home
- Pick up on campus
- 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?

Format:

- Print
- CD-ROM
- DVD
- On Website
- Email

Delivery Method:

- Mailed to my home
- Pick up on campus
- Available at public locations at the college
- Available at public locations in the community
- Downloadable from the college website
- Searchable on the college website

More on how you like to be contacted by your college:

College Internal Communications

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
- By blog
- Via e-Learning Software (ie. WebCT, Blackboard, eCollege, etc.)
- Other:

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
- By blog
- Via e-Learning Software (ie. WebCT, Blackboard, eCollege, etc.)
- Other:

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
- Other:

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
- Other:

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.
- Other:

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Video Credibility

You are now going to be looking at two video clips. Please rate each clip.

If your browser does not display either video clip, please skip these questions and click Continue below.

Please watch and then rate each clip.

COMMERCIALS

Clip A (TV commercial)



	Not At All	A Little	Somewhat	Moderately	Very	Completely
Clip A is <u>believable</u> :	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Clip A is <u>motivating</u> :	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

Clip B (TV commercial)



	Not At All	A Little	Somewhat	Moderately	Very	Completely
Clip B is <u>believable</u> :	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Clip B is <u>motivating</u> :	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

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Importance of Websites to Colleges

1. The college I attend uses the web to communicate with students.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

2. The college I attend uses the web effectively to disseminate critical information about the college.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

3. The college I attend used e-mail to recruit me before I made the decision to attend there.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

4. I visited the website of the college I currently attend when I was choosing a college.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

5. I made a decision to apply / not apply to a college based on the information on its website.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

6. I make judgements about the quality of a school when I view the quality of its website.

- Strongly Disagree
- Disagree
- Somewhat Disagree
- Somewhat Agree
- Agree
- Strongly Agree

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Internet Access Questions

How many computers do you have in your home?

How many televisions do you have in your home?

Where do you have access to the Internet? (Check all that apply)

- Home
- Work
- School

Do you have dialup or broadband at home?

- Dialup
- Broadband
- Neither
- Don't Know

Personal Digital Networks

1. In a typical day, how many updates do you post on your social networking site (i.e. MySpace, Facebook, Twitter, etc.?)

2. In a typical day, how many text messages do you send on your phone?

3. 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

	Hate it	Dislike it	It's Not OK	It's OK	Like it	Love it
If your faculty / college / teachers communicated with you via your social networking site, would you:	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
If your faculty / college / teachers communicated with you via text message, would you:	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
If the college were to use text messaging to communicate critical information relating to security issues on campus (i.e. campus closings), how would you respond?	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
If the college were to use text messaging to communicate important information relating to business issues on campus (i.e. classes, scholarships, add / drop dates, etc.), how would you respond?	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
How would you feel about providing your text address to 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"/>

Web Page Design & Function

WEB PAGE DESIGN

Web pages with:

	Hate it	Dislike it	It's Not OK	It's OK	Like it	Love it
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"/>
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"/>
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"/>
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"/>
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"/>
Navigation is 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"/>
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"/>
The website "sticks" 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"/>
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"/>

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"/>
	Hate it	Dislike it	It's Not OK	It's OK	Like it	Love it
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"/>
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"/>
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"/>
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"/>
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"/>
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"/>
Lots of different topics 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"/>
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"/>
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"/>
Good internal search engine	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Pages with clickable links instead of content	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

WEB PAGE FUNCTION

	Hate it	Dislike it	It's Not OK	It's OK	Like it	Love it
Content is updated daily	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Content is updated weekly	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Content is updated monthly	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
A unique website just for current 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"/>
A college news blog	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Videos about each program	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 campus tour	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Ability to register online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

	Hate it	Dislike it	It's Not OK	It's OK	Like it	Love it
Pay fees online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Ability to buy books online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Online advising and counseling	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 sponsored free email for all 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"/>
Ability to download college forms	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Ability to download materials from the library	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>
Take a class online	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

General Web Likes & Favorite Websites

1. What is your favorite website for fun?

1a. How often do you go to this website?

Never	Rarely	Sometimes	Often	Always
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

2. What is your favorite website for information?

2a. How often do you go to this website?

Never	Rarely	Sometimes	Often	Always
1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

What is your least favorite website?

MARKET ISSUES

	Not at all Affected	Unaffected	Somewhat Unaffected	Somewhat Affected	Affected	Very Affected
1. As gas prices increase, how affected do you feel in general?	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>	6 <input type="radio"/>

	Not At All	Rarely	Somewhat	Frequently	All the Time
2. As gas prices increase, how much is it affecting your college experience?	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

3. In what ways is your college experience being affected?

	Not At All Likely	Unlikely	Somewhat Unlikely	Somewhat Likely	Likely	Very Likely
4. Because of high gas prices, how likely are you to consider online courses?	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. What other financial factors are affecting your college experience?

Demographics

1. Age:

2. Gender:

- Male
- Female

3. Home Zip Code:

4. What is your race or ethnic background?

- White (not Hispanic)
- Black or African American (not Hispanic)
- Hispanic / Latino - White
- Hispanic / Latino - Black
- Asian, Asian Indian, or Pacific Islander
- Native American or Alaskan Native
- Hispanic (unspecified)
- Other
- Don't know
- 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. How many hours a week do you work while you go to school?

- I don't work while in school
- 1 - 10 hours per week
- 11 - 20 hours per week
- 21 - 30 hours per week
- 31 - 40 hours per week
- More than 40 hours a week

7. Do you receive financial support for college? (Check all that apply)

- From my family
- From my job
- Financial aid
- Scholarship
- Other source

8. A good day at school is when...

Please rank order 1 - 5 with 1 being MOST IMPORTANT

My class is fun	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
My class has lots of information	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
My class is useful to my job or life	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
My class work is flexible	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
My class work is interesting	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

9. A good day at work is when...

Please rank order 1 - 5 with 1 being MOST IMPORTANT

My job is fun	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
My job is busy	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
My job is flexible	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
My job is interesting	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>
My job makes a difference	1 <input type="radio"/>	2 <input type="radio"/>	3 <input type="radio"/>	4 <input type="radio"/>	5 <input type="radio"/>

10. What is your major or degree program?

Some final questions...

1. How many email accounts do you use regularly?

- 1
- 2
- 3 or more

2. Do you use your college email account frequently?

- Yes
- No

3. Does the Oklahoma City CC website provide you with timely, relevant information?

- Yes
- No
- No opinion

4. Would you be interested in joining a social networking site specifically for Oklahoma City CC?

- Yes
- No

Apple iPod nano Drawing Registration

As a thank-you for your time and input, we would like to offer you the chance to win an Apple iPod nano, or an iTunes gift certificate (of equal value).

The information you provide here will not be associated with your survey data in any way. This information will only be used to contact you if you are selected as a winner in the drawing.

If you wish to enter the drawing, enter your contact information below before you click the button marked "Enter Drawing". If you do not wish to provide your information, or enter the drawing for a chance to win an Apple iPod nano, simply press the "Enter Drawing" without filling any of the form fields.

Again, thank-you very much!

First Name

Last Name

Phone Number (with area code)

Email Address

Shipping Address

Please be sure your information is correct. Only one drawing entry allowed per person. Thank you for your participation, press "Enter Drawing" when your information is complete.