

INTG 415 – Media Uses Survey Results - Fall 2011

1. Male: **9** Female: **11**

2. What communication devices do you use here at MC? Check all that apply.

19 TV in your room at Monmouth

18 Cell Phone

19 Laptop

10 Smart phone

8 Desktop computer

15 I-pods or other MP3 player

0 Tablet computer (1-pad, etc.)

10 Game machine (X-box, etc.)

1 E-reader (e.g. Kindle, Nook)

2 DVR or equivalent

3. What mass communication “channels” do you use most frequently?

Satellite/cable – list top channels: **ESPN, MTV, Food Network, ABC Family**

Internet news or information site – hours/week estimate: **2.76 hours/week**

Name top choices: **CNN.com, Yahoo, Google News**

YouTube – hours/week estimate: **2.33 hrs/week**

Hulu – hours/week estimate: **1.33 hours/week**

Twitter – how often do you visit the site/week estimate: **11.75 site/week**

Netflix (or other similar service) – hours/week estimate: **11.33 hours/week**

Facebook – hours/week estimate: **7.8 hours/week**

Skype – Number to uses/month: **2.83 uses/month**

Texts/week: **323.61**

4. Do you listen to radio (including streaming the internet) here at school? How many hours/week?

5.53 hours/week

5. About how many hours/week do you watch TV?

At home: **14.89 hours/week** At school: **18.66hours/week**

6. What are your favorite TV shows? **Sports Central, Family Guy, Law and Order SVU**

7. How many times a week do you watch a TV news show? **3.4 times per week**

8. What are your favorite news shows? **WGN, NBC, Colbert Report**

9. How many hour/week at MC do you... Listen to radio: **4.56 hours/week**

Listen to recorded music: **6.22 hours/week** Play video/computer games: **6.25 hours/week**

10. How do you use the Internet? (For the following items, respond using 5=Lots (several times a day), 4= Often (almost daily), 3=occasionally (1-4 times/week), 2= rarely (once a week or less), 1=never)

3.6 Emailed acquaintances

3.3 Submitted papers electronically

3.2 Used Web for course research

2.7 Looked for consumer information

3.2 Used "chat"/IM

2.8 Played games on-line

3.2 Pursued personal interests

1.7 Visited a sexually-oriented site

4.0 Participated in an Email list

3.1 Gotten news/etc/ information

3.2 Made a "virtual" friend

2.1 Made a purchase

3.0 Gotten sports/etc. information

2.6 Did a product research

2.1 Gotten travel information

3.0 Gotten entertainment information

11. Have you ever followed up on someone else's "Like" on Facebook?

Yes: **9**

No: **10**

12. Do you subscribe to newspapers/magazines here?

Yes: **6**

No: **14**

Name the ones in which you subscribe: **Cosmo, Sports Illustrated**

13. How many times a week do you read a newspaper/news magazine?

At home: **2.8**

At school: **0.8**

14. How many movies have you seen in theatres since June? **3.25 times**

15. How many rental/download commercial videos have you seen since August? **12.7**

16. About how many live theatre performances have you seen?

In the last year: **0.95**

In your whole life: **7.05**

17. Who is your favorite performing artist? **Country Artists**

18. What is the most import use of communication media for you? **Internet**

19. What do you consider the best source of news and public information for you? **Internet**