

INTG 415 MEDIA USES SURVEY RESULTS

Fall 2014

1. Sex: Male: **5** Female: **16** (21 total)

2. What communication devices do you use at Monmouth College?

Television in room at Monmouth	17
Laptop/Desktop	21
iPod/mp3	11
DVR or Equivalent	8
Smart Phone	21
Tablet (iPad etc.)	6
E-Reader	5
Game Machine (X-Box 360 - 3, PS3 - 3)	6

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

Satellite/cable top channels: **ABC Family, ESPN, USA, TLC, MTV**

Internet news or information site (hours/week) estimate: **3.5 hours/week**

Top internet news or information sites: **Huffington Post, Yahoo, Google News, CNN**

YouTube (hours/week) estimate: **2.75 hours/week**

Streaming Service (Hulu, Netflix, etc.) (hours/week) estimate: **5.3 hours/week*****

Twitter: (visit the site/week) estimate: **8 visits/week**

Facebook (hours/week) estimate: **9.6 hours/week**

Skype (uses/month): **1 use a month**

Texts (sent/week): **350 sent/week*****

Other frequently used channels: **Pinterest, Snapchat, Instagram**

4. Estimated hours a week listening to radio (including streaming internet at Monmouth: **6 hours/week**
If so, what station or service?: **Pandora, Spotify, 103.7, 101.3**

5. Estimated hours/week spent watching TV: @MC: **4.4 hours/week** @home: **5.4 hours/week.**

6. Favorite television shows: **How I Met Your Mother, Law and Order: SVU, Say Yes To The Dress, The Walking Dead, Grey’s Anatomy (Shows mentioned at least twice)**

7. Times/week watching a television news show: **1.9 /week**

8. Favorite news shows: **WQAD, CNN ABC, Fox, The Daily Show**

9. Hours/week at Monmouth do you watch video: **8.5 hours/week**

Hours/week at Monmouth listening to recorded music: **9.8 hours/week*****

Hours/week playing video/computer games: **1.8 hours/week**

10. How do you use the internet? 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

E-mailed acquaintances	4.1	Submitted papers electronically	2.9
Used web for course research	3.5	Looked for consumer information	2.4
Used "chat"/IM	1.8	Played games on-line	1.7
Pursued personal interests	3.3	Visited a sexually-oriented site	1.1
Participated in an e-mail list	2.6	Gotten news/etc. information	3.2
Made a "virtual" friend	1.3	Made a purchase	2.6
Used Wikipedia	2.4	Did product research	2.4
Gotten travel information	1.7	Gotten entertainment information	3.0
Used Instagram	2.9	Used Snapchat	4.1
Used Pinterest	3.0	Visited a sports site (ESPN, Yahoo etc.)	2.1

Other internet uses: **Weather Check, Skype,**

Have you ever followed up on someone else's "Like" on Facebook?: Yes: **9** No: **11**

If so, for what and how often?: **Restaurants, Salons, Businesses (For Coupons), TV/Celeb News**

11. Do you subscribe to any newspaper/news magazines? Yes: **5** No: **16**

If yes, which ones: **Cosmo, The Courier, Wall Street Journal, The Quill**

12. How many times a week do you read a newspaper/news magazine? At home: **1.3** At school: **1.1**

13. How many movies have you seen in theaters since June?: **1.6 movies**

14. How many rental/download commercial videos have you seen since August?: **13.7 videos*****

15. About how many live theater performances have you seen in the last year? **2.8 performances**
Your whole life: **11.6+ performances**

16. Who is your favorite performing artist? **Luke Bryan, Beyonce, Florida Georgia Line, Jason Aldean (Mentioned more than once), Alternative bands, R&B**

17. What is the most important use you have for communication media? **Keeping in touch with family and friends (social purposes), E-mail, Up to date news**

18. What do you consider the best source of news and public information for your interests? **Social Media (Facebook), Wall Street Journal, CNN**

*****Very wide range of answers**