

COMM 101-4 - MEDIA USES SURVEY RESULTS

Fall 2014

1. Sex: Male: **3** Female: **7** (10 total)
2. What communication devices do you use at Monmouth College?

Television in room at Monmouth	9
Laptop/Desktop	10
iPod/mp3	5
DVR or Equivalent	4
Cell Phone (9 smart phones)	10
Tablet (iPad etc.)	5
E-Reader	2
Game Machine (X-Box)	3

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

Satellite/cable top channels: **Food Network, Cartoon Network, ABC Family, ESPN**

Internet news or information site (hours/week) estimate: **3.2 hours/week**

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

YouTube (hours/week) estimate: **3.6 hours/week**

Streaming Service (Hulu, Netflix, etc.) (hours/week) estimate: **2.2 hours/week**

Twitter: (visit the site/week) estimate: **12.4 visits/week**

Facebook (hours/week) estimate: **2.6 hours/week**

Skype (uses/month): **4.5 uses/month**

Texts (sent/week): **600 sent/week**

Other frequently used channels: **Facetime**

4. Estimated hours a week listening to radio (including streaming internet at Monmouth: **5.1 hours/week**
If so, what station or service?: **Pandora, I Heart Radio**
5. Estimated hours/week spent watching TV: @MC: **3.8 hours/week** @home: **2.3 hours/week.**
6. Favorite television shows: **How I Met Your Mother, NCIS, Say Yes To The Dress, The Walking Dead, Grey’s Anatomy**
7. Times/week watching a television news show: **2 times/week**
8. Favorite news shows: **KWQC, WGN, CNN**

9. Hours/week at Monmouth do you watch video: **3.3 hours/week**

Hours/week at Monmouth listening to recorded music: **7.2 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	3.0	Submitted papers electronically	3.0
Used web for course research	3.4	Looked for consumer information	2.2
Used "chat"/IM	2.0	Played games on-line	2.3
Pursued personal interests	3.5	Visited a sexually-oriented site	1.3
Participated in an e-mail list	2.4	Gotten news/etc. information	3.2
Made a "virtual" friend	2.0	Made a purchase	3.1
Used Wikipedia	2.0	Did product research	2.8
Gotten travel information	1.8	Gotten entertainment information	2.7
Used Instagram	4.1	Used Snapchat	3.8
Used Pinterest	2.3	Visited a sports site (ESPN, Yahoo etc.)	2.4

Other internet uses: **MyMC, Weather, Chatting**

Have you ever followed up on someone else's "Like" on Facebook?: Yes: **1** No: **9**

If so, for what and how often?: **One yes said "a lot"**

11. Do you subscribe to any newspaper/news magazines? Yes: **3** No: **7**

If yes, which ones: **Seventeen, Scots Scoop, Eastbay, WWE Magazine**

12. How many times a week do you read a newspaper/news magazine? At home: **2.1** At school: **0.5**

13. How many movies have you seen in theaters since June?: **2.2 movies**

14. How many rental/download commercial videos have you seen since August?: **6.2 videos**

15. About how many live theater performances have you seen in the last year? **1.6 performances**
Your whole life: **11.8 performances**

16. Who is your favorite performing artist? **Beyonce, MGK, R&B Artists, Rock Bands**

17. What is the most important use you have for communication media? **Keeping in touch with family and friends (social purposes), Global Awareness**

18. What do you consider the best source of news and public information for your interests? **Internet (Twitter, Reddit) Radio/TV (ESPN, Local News)**