

INTG 415 MEDIA USES SURVEY RESULTS

Fall 2012

1. Sex: Male: **6** Female: **15** (21 total)
2. What communication devices do you use at Monmouth College?

Television in room at Monmouth	20
Laptop	20
Desktop Computer	1
Tablet Computer (I-pad, etc.)	2
E-reader (Kindle, Nook, etc.)	2
Cell Phone	21
Smart Phone	13
I-pod/MP3 Player	12
Game Machine (X-Box/2, Wii/3 PS3/3, N64/1, PS2/1)	9
DVR or equivalent	1

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

Satellite/cable top channels: **ABC Family, ESPN, Comedy Central, MTV, TLC, FX**

Internet news or information site (hours/week) estimate: **2.7 hours/week**

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

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

Streaming Service (Hulu, Netflix, etc.) (hours/week) estimate: **2.1 hours/week (a few people specified Netflix)**

Twitter: (visit the site/week) estimate: **4.3 visits/week**

Facebook (hours/week) estimate: **8,4 hours/week (these answers really varied; between 0-35 hours/week)**

Skype (uses/month): **1.6 uses/month**

Texts (sent/week): **312 sent/week**

Other frequently used channels: **Pinterest, LinkedIn, postal mail services**

4. Estimated hours a week listening to radio (including streaming internet at Monmouth: **4.0 hours/week**
If so, what station or service?: **Pandora, XM, 94.9, 99.7, 103.1, 103.7**
5. Estimated hours/week spent watching TV: @MC: **4.4 hours/week*** @home: **6.7 hours/week***
 - **This average did not include one answer of “40 hours/week” figured into the total for both at school or Monmouth.**
6. Favorite television shows: **Pretty Little Liars/4, How I Met Your Mother/3, Sports Center/2, Big Brother/2, Dexter/2, Friends/3, (mostly drama, comedy, and reality)**
7. Times/week watching a television news show: **1.0 hours/week**

8. Favorite news shows: **CNN, Fox News, NBC**
9. Hours/week at Monmouth listening to the radio: **3.4 hours/week**
- Hours/week at Monmouth listening to recorded music: **8.6 hours/week**
- Hours/week playing video/computer games: **3.3 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	3.9	Submitted papers electronically	3.4
Used web for course research	3.8	Looked for consumer information	2.7
Used "chat"/IM	2.7	Played games on-line	2.2
Pursued personal interests	3.8	Visited a sexually-oriented site	1.2
Participated in an e-mail list	2.4	Gotten news/etc. information	3
Made a "virtual" friend	1.4	Made a purchase	2.8
Gotten sports/etc. information	2.9	Did product research	2.9
Gotten travel information	2.2	Gotten entertainment information	3.2

Other internet uses: **Browse because of boredom**

Have you ever followed up on someone else's "Like" on Facebook?: Yes: **13** No: **8**

If so, for what and how often?: **interests, products, businesses, good causes (generally, a handful of times)**

11. Do you subscribe to any newspaper/news magazines? Yes: **4** No: **17**

If yes, which ones: **Sports Illustrated, Cosmopolitan, U.S. Weekly, Key, Quarterly Magazine, Alumni Newsletter**

12. How many times a week do you read a newspaper/news magazine? At home: **1.7** At school: **0.2**
13. How many movies have you seen in theaters since June?: **3.3 movies**
14. How many rental/download commercial videos have you seen since August?: **3.7 videos**
15. About how many live theater performances have you seen in the last year? **0.7 performances**
Your whole life: **5.8 performances**
16. Who is your favorite performing artist? **COUNTRY ARTISTS, mainstream pop, alternative rock**
17. What is the most important use you have for communication media? **Gathering information, keeping in touch with family and friends social purposes), sports scores/news, entertainment**
18. What do you consider the best source of news and public information for your interests? **Internet**