

MEDIA CONSUMPTION

Does today's media coverage of events (newspaper, radio, magazines) influence your opinions?	
No, not at all	24.14%
Yes, a lot	6.36%
Yes, somewhat	69.51%
Total Respondents	12,950

Do you stay current with the local news?	
No	42.08%
Yes	57.92%
Total Respondents	12,928

Do you stay current with national and international/world news?	
No	32.75%
Yes	67.25%
Total Respondents	12,918

Do you try to stay current on any of the following topics? Please select all that apply.	
Business	31.98%
Entertainment	54.70%
Politics	60.79%
Sports	44.59%
Science/health	45.85%
Technology	40.88%
News in my field of study	49.91%
None of the above	4.12%
Other	13.70%
Total Respondents	12,906

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From which of the following sources do you receive national and international/world news information <u>most frequently</u>?	
Internet (including online newspapers)	47.29%
Blogs	0.46%
Podcasts	0.24%
Magazines	1.37%
Newspapers	7.76%
Radio	3.88%
Television	23.54%
Class	3.09%
Other people (e.g., friends, family)	11.30%
None of the above	0.62%
Other	0.46%
Total Respondents	12,953

About how often each week do you read an online newspaper?	
Daily	16.25%
5-6 times a week	6.82%
3-4 times a week	14.87%
1-2 times a week	32.66%
Never	29.40%
Total Respondents	12,828

About how often each week do you read a newspaper (paper version), other than the college newspaper?	
Daily	6.04%
5-6 times a week	3.58%
3-4 times a week	12.07%
1-2 times a week	39.29%
Never	39.03%
Total Respondents	12,803

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How frequently do you read the college newspaper when it is published?	
Very often	18.55%
Often	16.50%
Sometimes	24.65%
Rarely	25.37%
Never	14.93%
Total Respondents	12,804

On average, how many hours of television do you watch each day?	
Less than 1 hour	26.30%
1-2 hours	37.52%
3-4 hours	22.14%
5-6 hours	4.51%
More than 6 hours	1.73%
I do not watch television.	7.81%
Total Respondents	12,797

On average, how many hours of radio do you listen to each day?	
Less than 1 hour	44.02%
1-2 hours	24.93%
3-4 hours	8.74%
5-6 hours	2.47%
More than 6 hours	1.63%
I do not listen to the radio.	18.21%
Total Respondents	12,810

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1-2 magazines	52.18%
3-4 magazines	19.42%
5-6 magazines	4.21%
More than 6 magazines	1.94%
I do not read magazines.	22.24%
Total Respondents	12,820

Do you watch television more for educational or entertainment purposes?	
Educational	4.80%
Entertainment	37.42%
Both	57.78%
Total Respondents	11,799

Do you listen to the radio more for educational or entertainment purposes?	
Educational	4.86%
Entertainment	74.05%
Both	21.09%
Total Respondents	10,497

Do you read magazines more for educational or entertainment purposes?	
Educational	12.12%
Entertainment	41.13%
Both	46.75%
Total Respondents	9,972