

Media Survey 2008 655 responses

1) What is the MAIN way you receive your news and information?

(Please circle only one.)

46%	301	a) Television
27%	177	e) Internet
13%	87	b) Radio
10%	66	d) Newspapers
2%	11	f) Other _____
2%	10	c) Magazines
100%	652	

2) Do you read any Newspapers? (If no, then skip to question #4.)

66%	418	b) Yes Which one(s)?	
34%	213	a) No	
100%	631		
		Independent	149 30%
		AZ Republic	117 23%
		Navajo Times	53 11%
		Holbrook Tribune	33 7%
		Daily Sun	18 4%
		local	16 3%
		Observer	12 2%
		Pioneer	11 2%
		Apache Scout	10 2%
		Silver Creek Herald	9 2%
		Gallup	7 1%
		Republic	6 1%
		NY Times	6 1%
		Navajo-Hopi Observer	5 1%
		AZ Daily Sun	4 1%
		USA Today	4 1%
		any	2 0%
		Tutuveni	2 0%
		AZ Daily Star	1 0%
		Pine Graphics	1 0%
		Wall St Journal	1 0%
		Wampum	1 0%
		Chicago Sun Times	1 0%
		Chronicle of Higher Ed	1 0%
		Flagstaff Daily Times	1 0%
		White Mountain Independent	1 0%
		The Scoop	1 0%
		Picayune	1 0%
		blank	24 5%
			498

3) Which content are you most interested in?

49%	314	a) News
18%	119	c) Entertainment
17%	108	d) Sports
9%	60	e) Classifieds
5%	35	b) Business
2%	11	f) Other _____
100%	647	

4) Do you watch Cable television? (If no, then skip to question #8.)

58%	352	b) No
42%	254	a) Yes
100%	606	

5) What is your favorite cable television station? _____

Fox 10	27	11.69%	Lifetime	2	0.87%	40	1	0.43%
ESPN	14	6.06%	News	2	0.87%	Big world little people	1	0.43%
HGTV	13	5.63%	movie channel	2	0.87%	3TV	1	0.43%
NBC	11	4.76%	CMT	2	0.87%	Kings of Queens	1	0.43%
MTV	9	3.90%	outdoor	2	0.87%	20/40	1	0.43%
Disney	8	3.46%	BYU TV	2	0.87%	CW	1	0.43%
CNN	7	3.03%	Science	2	0.87%	KNAU	1	0.43%
Discover	6	2.60%	dish ntwk	1	0.43%	game shows	1	0.43%
3	6	2.60%	TCM	1	0.43%	True Blood	1	0.43%
TBS	5	2.16%	Speed	1	0.43%	CNBC	1	0.43%
PBS	5	2.16%	comedy station	1	0.43%	Law&Order	1	0.43%
Food Ntwk	5	2.16%	Playboy TV	1	0.43%	26	1	0.43%
history	5	2.16%	cable one	1	0.43%	WB	1	0.43%
Spike	5	2.16%	45	1	0.43%	Daily Show	1	0.43%
TLC	5	2.16%	KPNX	1	0.43%	TSIO	1	0.43%
House	4	1.73%	varies	1	0.43%	FX	1	0.43%
MSNBC	4	1.73%	comedy control	1	0.43%	LMN	1	0.43%
HBO	4	1.73%	VH1	1	0.43%	Burn Notice	1	0.43%
USA	3	1.30%	Tru tv	1	0.43%	Scrubs	1	0.43%
CBS	3	1.30%	KTVK	1	0.43%	OneTreeHill	1	0.43%
ABC	3	1.30%	31	1	0.43%	24	1	0.43%
Sports Ctr	3	1.30%	5	1	0.43%	Sirius 50	1	0.43%
SHO	3	1.30%	AMC	1	0.43%	DNA	1	0.43%
SciFi	2	0.87%	25	1	0.43%	8	1	0.43%
32	2	0.87%	20	1	0.43%	Howard Stern	1	0.43%
Comedy Central	2	0.87%	Univision	1	0.43%	comedy	1	0.43%
A&E	2	0.87%	TNT	1	0.43%	Nick	1	0.43%
12	2	0.87%	6	1	0.43%	10	1	0.43%

6) How often do you watch cable television?	
46%	168 a) Daily
22%	82 e) Not at all
19%	71 b) 2 or 3 times a week
11%	39 c) Once per week
2%	9 d) Monthly
100%	369

7) What time of day do you most often watch cable television?	
59%	216 d) Evening (4 pm – 10 pm)
13%	48 a) Morning (6 am – 10 am)
13%	48 e) Night (10 pm – 2 am)
7%	24 b) Mid-day (10 am – 2 pm)
6%	21 c) Afternoon (2 pm – 4 pm)
3%	12 f) Late night/Early morning (2 am – 6 am)
100%	369

8) Do you watch Satellite television? (If no, then skip to question #12.)	
60%	382 a) Yes
40%	251 b) No
100%	633

9) What is your favorite satellite television station? _____

MTV	23	7.10%	Movie Channel	3	0.93%	Travel Channel	1	0.31%
espn	21	6.48%	Link	3	0.93%	KAET	1	0.31%
Lifetime	17	5.25%	NFL	3	0.93%	CBC	1	0.31%
Discovery	16	4.94%	VH1	2	0.62%	15Z	1	0.31%
Fox	14	4.32%	Fox news	2	0.62%	Horsepwr tv	1	0.31%
History Channel	13	4.01%	CSPAN	2	0.62%	Fvel	1	0.31%
Food ntwk	11	3.40%	Stars	2	0.62%	Fise158	1	0.31%
CNN	10	3.09%	MSNBC	2	0.62%	TMC	1	0.31%
Science	9	2.78%	PBS	2	0.62%	CWll	1	0.31%
MN	9	2.78%	CBS	2	0.62%	networkld	1	0.31%
LMN	8	2.47%	3	2	0.62%	10	1	0.31%
ABC family	7	2.16%	TNT	2	0.62%	Phoenix channels	1	0.31%
News	6	1.85%	Bravo	2	0.62%	AMC	1	0.31%
Fuse Music	6	1.85%	music	2	0.62%	LNM	1	0.31%
HBO	6	1.85%	BYU TV	2	0.62%	Versus	1	0.31%
comedy	5	1.54%	5	2	0.62%	family channel	1	0.31%
TBS	5	1.54%	A&E	2	0.62%	CRS	1	0.31%
NBC	5	1.54%	Univision	2	0.62%	12	1	0.31%
Fox 10	5	1.54%	UNM	1	0.31%	Chiller	1	0.31%
Hallmark	5	1.54%	IMF	1	0.31%	Sports Ctr	1	0.31%
SciFi	5	1.54%	Local	1	0.31%	Freespeak	1	0.31%
TLC	5	1.54%	House	1	0.31%	CNBC	1	0.31%
USA	4	1.23%	FSN	1	0.31%	Tvland	1	0.31%
Spike	4	1.23%	TCM	1	0.31%	OneTreeHill	1	0.31%
BET	4	1.23%	Jewelry channel	1	0.31%	FX	1	0.31%
Link	3	0.93%	e	1	0.31%	FWEL TV	1	0.31%
CW	3	0.93%	Style	1	0.31%	military	1	0.31%
Sirius 50	3	0.93%	Earthlink	1	0.31%	The N	1	0.31%
HGTV	3	0.93%	GSN	1	0.31%	KPHO	1	0.31%
Disney	3	0.93%	WE	1	0.31%	DTY	1	0.31%
Cartoon ntwk	3	0.93%	EI	1	0.31%	nick	1	0.31%

324

10) How often do you watch satellite television?	
49%	229 a) Daily
27%	127 b) 2 or 3 times a week
15%	70 e) Not at all
7%	32 c) Once per week
2%	7 d) Monthly
100%	465

11) What time of day do you most often watch satellite television?	
56%	259 d) Evening (4 pm – 10 pm)
14%	66 e) Night (10 pm – 2 am)
11%	49 a) Morning (6 am – 10 am)
8%	38 b) Mid-day (10 am – 2 pm)
6%	27 c) Afternoon (2 pm – 4 pm)
5%	21 f) Late night/Early morning (2 am – 6 am)
100%	460

12) Do you listen to the Radio? (If no, then skip to question #19.)	
86%	551 a) Yes
14%	87 b) No
100%	638

13) Do you listen to the radio on (Circle ALL that apply.)	
65%	489 b) FM
21%	159 c) Satellite Radio
13%	99 a) AM
100%	747

14) What is your favorite radio station? _____
Why?

102.9	68	15.21%	107.5	6	1.34%	KRFM am	2	0.45%
92.5	34	7.61%	106.1	5	1.12%	90.7	2	0.45%
95.7	32	7.16%	KNNB	5	1.12%	KRTZ	2	0.45%
96.5	26	5.82%	Classic Rock	4	0.89%	1	2	0.45%
NPR	22	4.92%	Octane	4	0.89%	105.1	2	0.45%
101.7	14	3.13%	970	4	0.89%	101.5	2	0.45%
KTNN	14	3.13%	98.3	4	0.89%	97.9	2	0.45%
XM	11	2.46%	All	3	0.67%	KUPD	2	0.45%
93.9	10	2.24%	97.5	3	0.67%	Country	2	0.45%
KNAU	9	2.01%	KAFF	3	0.67%	KISS	2	0.45%
93.5	8	1.79%	92.1	3	0.67%	102.1	2	0.45%
Oldies	7	1.57%	1450	3	0.67%	91.5	2	0.45%
92.9	7	1.57%	Octave	3	0.67%	Rush Limbaugh	2	0.45%
Sirius	7	1.57%	Rock Sta	2	0.45%	48	2	0.45%
88.1	6	1.34%	106.7	2	0.45%	magic	2	0.45%
99.9	6	1.34%	Church	2	0.45%	Other	80	17.90%
								447

15) How often do you listen to the radio?

70%	405	a) Daily
21%	121	b) 2 or 3 times a week
5%	29	c) Once per week
2%	14	e) Not at all
1%	8	d) Monthly
100%	577	

16) What time of day do you most often listen to the radio?

(Circle ALL that apply.)		
31%	364	a) Morning (6 am – 10 am)
20%	240	d) Evening (4 pm – 10 pm)
19%	225	c) Afternoon (2 pm – 4 pm)
17%	204	b) Mid-day (10 am – 2 pm)
8%	92	e) Night (10 pm – 2 am)
5%	64	f) Late night/Early morning (2 am – 6 am)
100%	1189	

17) Which radio content are you most interested in?

70%	476	a) Music
18%	122	b) News
7%	47	c) Entertainment
4%	30	d) Sports
1%	7	e) Other _____
100%	682	

18) Where is the main place you listen to the radio?

(Please circle only one.)		
64%	392	c) Car
25%	157	a) Home
11%	65	b) Work
0%	3	d) Other _____
100%	617	

19) Do you own an iPod/MP3 player?

51%	326	a) Yes
49%	314	b) No
100%	640	

20) Do you listen to pod casts?

89%	545	b) No
11%	67	a) Yes
100%	612	

21) Do you own a Cell Phone? (If no, then skip to question #24.)

88%	567	a) Yes
12%	75	b) No
100%	642	

22) Who is your cell phone provider? _____

Verizon	319	48.70%	Cable One	2	0.31%
Cell 1	100	15.27%	V2W	1	0.15%
Tmobile	42	6.41%	US Cellular	1	0.15%
AT&T	27	4.12%	Frontier	1	0.15%
Alltel	16	2.44%	All One	1	0.15%
Sprint	12	1.83%	Qwest	1	0.15%
Tracfone	10	1.53%	Page Plus	1	0.15%
NET10	3	0.46%	Union Tel	1	0.15%
Virgin	2	0.31%	Relative	9	1.37%
Hopi	2	0.31%	blank	104	15.88%
				655	

23) Are you able to send and receive text messages?

74%	438	a) Yes
26%	153	b) No
100%	591	

24) Do you receive local news and information through any of these other sources?

(Circle ALL that apply.)

29%	397	g) Word of mouth
20%	267	e) Internet sites
17%	232	d) Computer e-mail
12%	167	f) Postal mail sent to you
8%	112	b) Religious meetings/sermons?
8%	107	c) Pamphlets/ Posters?
4%	52	a) Town meetings
1%	18	h) Other _____
100%	1352	

25) Do you have access to a Computer other than at NPC?

84%	539	a) Yes
16%	105	b) No
100%	644	

26) Do you have access to the Internet? (If no, then skip to question #32.)

84%	538	a) Yes
16%	99	b) No
100%	637	

27) Which content are you most interested in on the Internet?

28%	227	a) News
27%	223	b) Entertainment
18%	151	f) Shopping
8%	66	c) Sports
8%	65	d) Fashion
6%	48	e) Job Search
5%	45	g) Other _____
100%	825	

28) How often do you use the Internet?

57%	334	a) Daily
27%	156	b) 2 or 3 times a week
10%	57	c) Once per week
4%	23	e) Not at all
3%	16	d) Monthly
100%	586	

29) What time of day do you most often use the Internet?

(Circle ALL that apply.)

30%	352	d) Evening (4 pm – 10 pm)
19%	223	c) Afternoon (2 pm – 4 pm)
19%	222	b) Mid-day (10 am – 2 pm)
17%	200	a) Morning (6 am – 10 am)
10%	117	e) Night (10 pm – 2 am)
6%	77	f) Late night/Early morning (2 am – 6 am)
100%	1191	

30) Where do you normally access the Internet?

62%	414	b) Home
19%	128	c) Northland Pioneer College
16%	107	a) Work
2%	11	e) Other _____
1%	7	d) Internet Café
100%	667	

31) What is your favorite Internet site? _____

Why? _____

yahoo	86	13.15%	cabelas.com	1	0.15%	My blog	1	0.15%
myspace	82	12.54%	Café mom	1	0.15%	MyFoxPhoenix	1	0.15%
google	53	8.10%	cainsworldtravel	1	0.15%	mynpc	1	0.15%
msn	26	3.98%	chevy	1	0.15%	NBA	1	0.15%
Youtube	24	3.67%	craigslist	1	0.15%	nissanmods	1	0.15%
ebay	7	1.07%	crazy monkey gam	1	0.15%	onemanga	1	0.15%
Facebook	7	1.07%	democracynow.org	1	0.15%	Pandora	1	0.15%
gmail	5	0.76%	ebay & myspace	1	0.15%	prime ed	1	0.15%
hotmail	5	0.76%	E-bay-antiques	1	0.15%	privatepress	1	0.15%
Amazon	4	0.61%	ebSCO	1	0.15%	pron	1	0.15%
CNN	4	0.61%	Ed Helper	1	0.15%	purevolume	1	0.15%
karahlynn photography	3	0.46%	email	1	0.15%	quizilla.com	1	0.15%
egay	2	0.31%	email site	1	0.15%	QVC	1	0.15%
ESPN-sports	2	0.31%	Entertainment	1	0.15%	RFD-TV	1	0.15%
NFL	2	0.31%	etsy	1	0.15%	safeway	1	0.15%
NPC	2	0.31%	falloutboyrock	1	0.15%	Sephova	1	0.15%
NPR	2	0.31%	familyhistory	1	0.15%	Seventeen	1	0.15%
varies	2	0.31%	firefighternation	1	0.15%	slacker - radio station	1	0.15%
Victoria's secret	2	0.31%	Fox news	1	0.15%	spece weather	1	0.15%
wikipedia	2	0.31%	freeporn	1	0.15%	spele.nl	1	0.15%
addinggames	1	0.15%	frontiernet	1	0.15%	ultimateguita.com	1	0.15%
Afreinside	1	0.15%	gmail, facebook	1	0.15%	veretek	1	0.15%
All	1	0.15%	google-youtube	1	0.15%	Vital BMX	1	0.15%
allrecipes	1	0.15%	Gunsamerica	1	0.15%	watchmovies	1	0.15%
aol	1	0.15%	hannity	1	0.15%	weather	1	0.15%
ask.com	1	0.15%	IMVU	1	0.15%	weneapedia	1	0.15%
AZ centrl	1	0.15%	LDS.org	1	0.15%	WhtMtnSmackBd	1	0.15%
Azcentral	1	0.15%	medical info.	1	0.15%	wimcentral	1	0.15%
Basspro.com	1	0.15%	Metflix	1	0.15%	wmicentral	1	0.15%
BBC	1	0.15%	miniclip	1	0.15%	WWE	1	0.15%
blogspot	1	0.15%	MSW	1	0.15%	YM	1	0.15%
BUDK	1	0.15%	mugglenet	1	0.15%	zappos	1	0.15%
Burton	1	0.15%	my bank	1	0.15%	blank	254	38.84%

32) How often do you go to see a movie at the theatre?

26%	161	e) Every couple of months
21%	129	g) Almost never
16%	97	d) Once per month
14%	85	c) Two to three times per month
12%	75	f) Twice per year
6%	39	h) Never
4%	24	b) Once per week
1%	5	a) Two or more times a week
100%	615	

33) How did you first hear about NPC?

27%	186	a) From a friend who has attended NPC
25%	174	b) From a teacher or councilor
23%	157	i) Saw campus when driving by
12%	82	h) Postal mailing of schedule/postcard
6%	45	c) Newspaper ad
4%	25	g) NPC website
2%	12	d) Radio Ad
1%	7	e) Phone book
1%	5	f) TV ad
100%	693	

34) What would be your preferred way to get information about NPC ?

35%	248	a) Postal mail sent to your home
26%	186	b) Computer e-mail
25%	175	e) NPC's website
6%	43	f) Radio
4%	31	d) Phone call
4%	29	c) Text message
100%	712	

35) What is your gender?

72%	441	b) Female
28%	170	a) Male
100%	611	

36) What is your age range?

23%	138	b) 18-20
15%	94	c) 21-25
11%	69	a) 14 - 17
11%	65	g) 41-50
10%	62	d) 26-30
10%	60	h) 51-59
9%	53	i) 60+
7%	40	f) 36-40
5%	28	e) 31-35
100%	609	

37) Where in Arizona do you currently live?

City _____
Thank you so much for your time!

Winslow	80	12.21%	Second Mesa	4	0.61%	Chiluoosh	1	0.15%
ShowLow	73	11.15%	Cedar Creek	3	0.46%	Claysprings	1	0.15%
Holbrook	51	7.79%	Cibecue	3	0.46%	Comb Ridge	1	0.15%
Kayenta	46	7.02%	Hondah	3	0.46%	CS	1	0.15%
Snowflake	44	6.72%	Keams Canyon	3	0.46%	Ft Apache	1	0.15%
Whiteriver	36	5.50%	McNary	3	0.46%	Ganado	1	0.15%
Lakeside	31	4.73%	Pinedale	3	0.46%	Hickville	1	0.15%
St Johns	29	4.43%	RoughRock	3	0.46%	Hotevilla	1	0.15%
Eagar	24	3.66%	Sanders	3	0.46%	Indian Reservation	1	0.15%
Pinetop	20	3.05%	Canyon Day	2	0.31%	Jeddito	1	0.15%
Taylor	17	2.60%	Greasewood	2	0.31%	Linden	1	0.15%
Springerville	14	2.14%	Kykotsmovi	2	0.31%	NorthFork	1	0.15%
Concho	10	1.53%	Leupp	2	0.31%	Oraibi	1	0.15%
Heber	10	1.53%	Pinon	2	0.31%	Petrified Forest	1	0.15%
Overgaard	9	1.37%	Shonto	2	0.31%	RoundValley	1	0.15%
Whitecone	8	1.22%	Woodruff	2	0.31%	Sun Valley	1	0.15%
Dilkon	7	1.07%	Adamana	1	0.15%	Teesto	1	0.15%
Vernon	7	1.07%	Alpine	1	0.15%	Willcox	1	0.15%
Joseph City	6	0.92%	Apache Cty	1	0.15%	Window Rock	1	0.15%
Dennehotso	4	0.61%	Bacavi	1	0.15%	blank	54	8.24%
Indian Wells	4	0.61%	Black Mesa	1	0.15%		655	
Polacca	4	0.61%	Chilchinbeto	1	0.15%			