

# Spring 2012 Media Survey Results

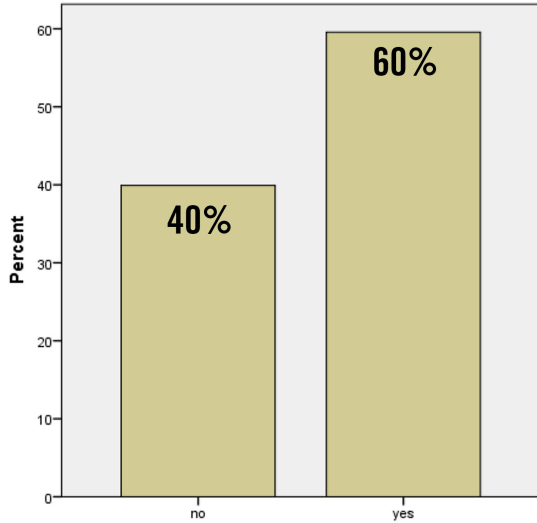
(March 2012) 794 students surveyed

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

*Average Ranking in order from most often (#1) to least often (#6).*

- 1) Television
- 2) Internet news site (*CNN, CBS, Google, etc.*)
- 3) Radio
- 4) Social Network site (*Facebook, Twitter, etc.*)
- 5) Printed newspaper
- 6) Online newspaper

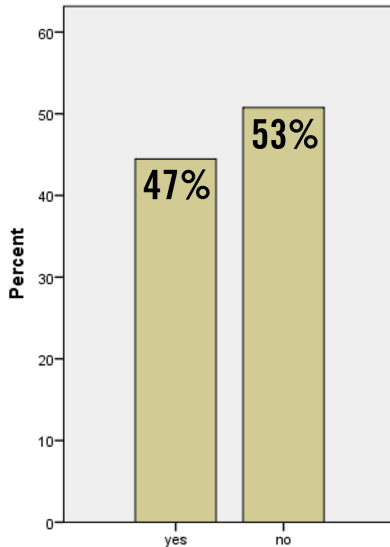
## 2) Do you read any newspapers?



If yes, which one(s)? In order from highest (#1) to lowest (#8):

1. Arizona Republic – 24%
2. White Mountain Independent – 20%
3. Navajo Times – 16%
4. Holbrook Tribune – 14%
5. Hopi Observer – 8%
6. Daily Sun – 7%
7. Apache Scout – 5%
8. Gallup Independent, Scoop, Silver Creek Herald in the bottom 1%

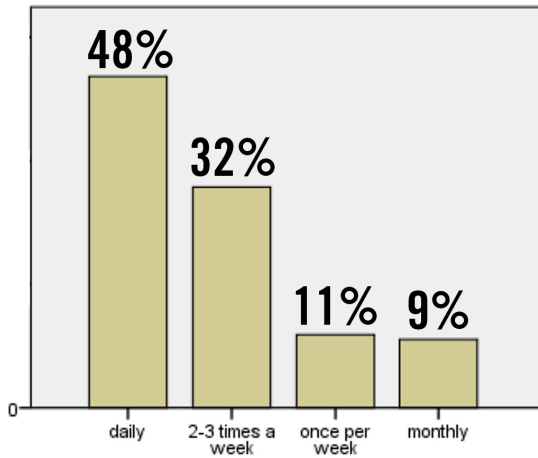
## 3) Do you watch cable television?



**4) What is your favorite cable television station? Top nine write-in answers:**

1. Fox 10 News (36 people)
2. MTV (25)
3. NBC 12 News (20)
4. History, Lifetime (19)
5. CNN (18)
6. ESPN, Discovery (17)
7. ABC News 15 (14)
8. CBS Ch. 5 (13)
9. TLC, Cartoon Network (10)

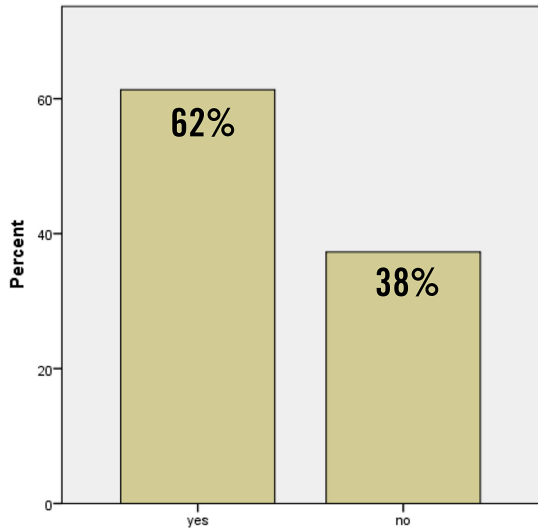
**5) How often do you watch cable television?**



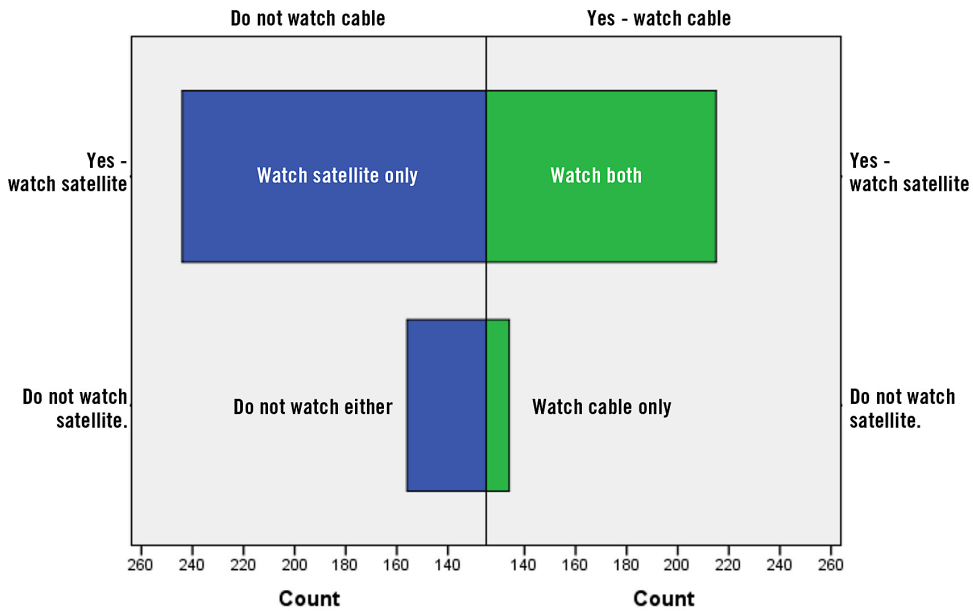
**6) What time of day do you most often watch cable television?**

1. Evening (4 pm – 10 pm) – 59%
2. Night (10 pm – 2 am) – 14%
3. Morning (6 am – 10 am) – 10%
4. Afternoon (2 pm – 4 pm) – 8%
5. Mid-day (10 am – 2 pm) – 6%
6. Late night/Early morning (2 am – 6 am) – 3%

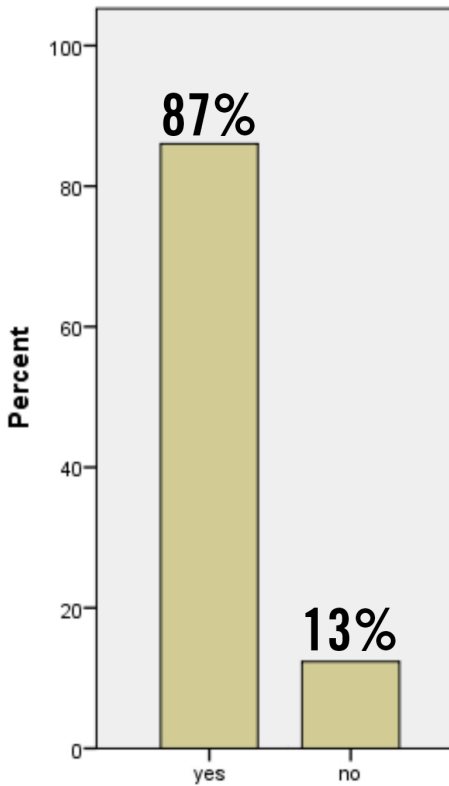
**7) Do you watch satellite television?**



### Cable Versus Satellite Usage



8) Do you listen to the radio? (If no, then skip to question #13.)



9) Do you listen to the radio on (Circle ALL that apply.)

AM: No – 72% Yes – 28%

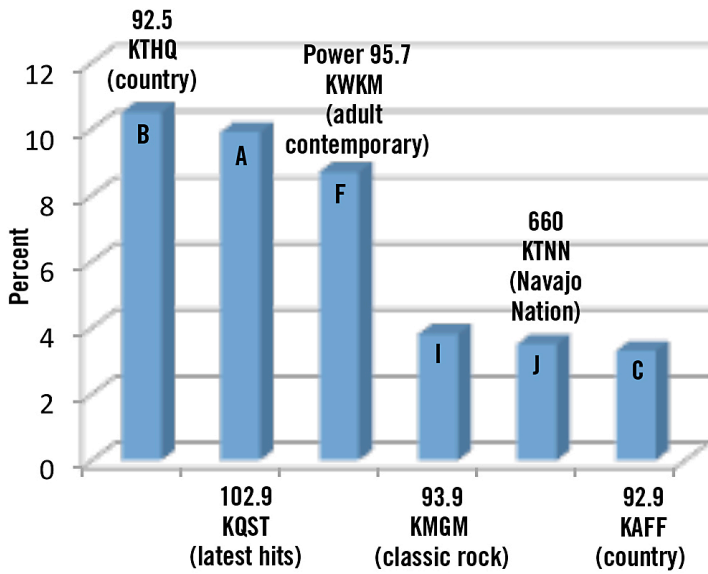
FM: Yes – 84% No – 16%

Satellite Radio: No – 69% Yes – 31%

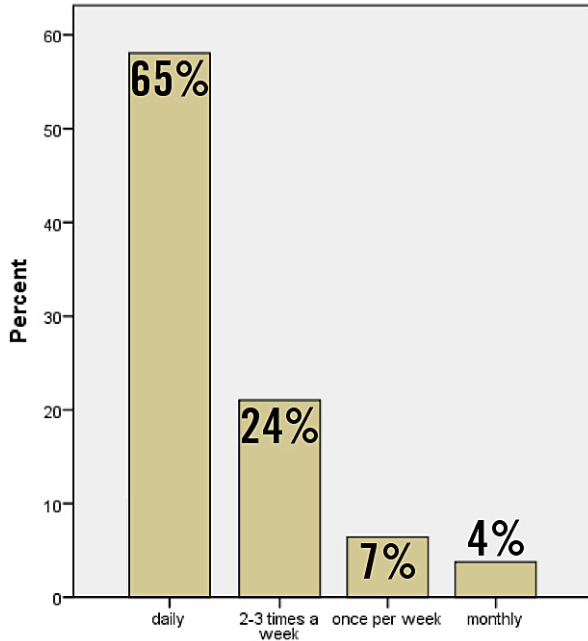
10) Which **LOCAL** radio station do you listen to **most**? (Circle only *one*.)

- a) 102.9, KQST (latest hits)
- b) 92.5, KTHQ (country)
- c) 92.9 KAFF (country)
- d) 1230 KINO (country)
- e) Z92.1, KZUA / 93.5, KSNX (country)
- f) Power 95.7, KWKM (adult contemporary)
- g) Storm 96.5, KRFM (adult contemporary)
- h) Majik101.7, KQAZ (adult contemporary)
- i) 93.9 The Mountain, KMGM (classic rock)
- j) 660, KTNN (Navajo Nation)
- k) 88.1/89.2, KNNB (Apache Nation)
- l) 88.1, KUYI (Hopi radio)
- m) 105.5, KSNX (oldies/classic hits)
- n) 1400 KRVZ (oldies)
- o) Star 1450, KVSL (nostalgia)
- p) 970, KVWM / 1270 KDJI (talk, news)
- q) 90.7, KNAU (National Public Radio, classical)
- r) Talk 106.7, KNKI (talk, sports)

**Top 6 Radio Stations Selected**

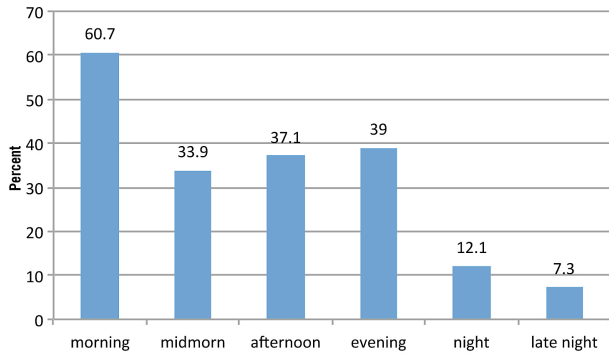


11) How often do you listen to the radio?

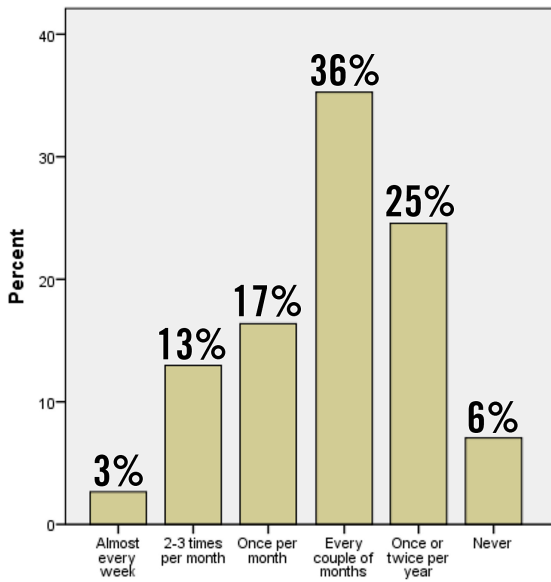


12) What time of day do you most often listen to the radio? (Circle ALL that apply.)

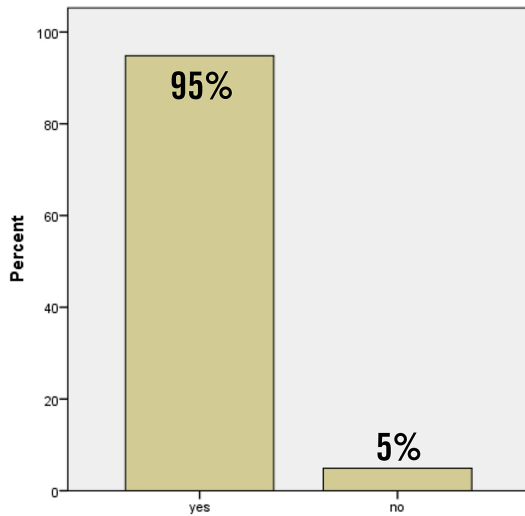
- a) Morning (6 am – 10 am)
- b) Mid-morning (10 am – 2 pm)
- c) Afternoon (2 pm – 4 pm)
- d) Evening (4 pm – 10 pm)
- e) Night (10 pm – 2 am)
- f) Late night/Early morning (2 am – 6 am)



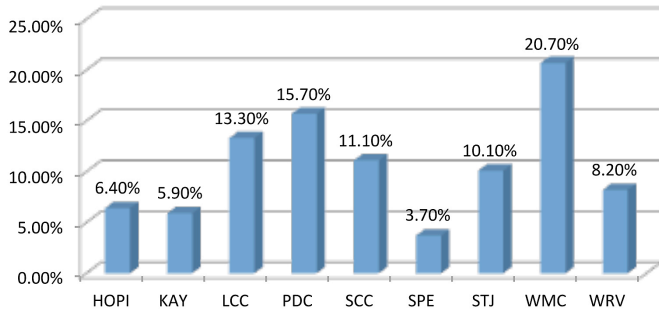
13) How often do you go to see a movie at the theatre?



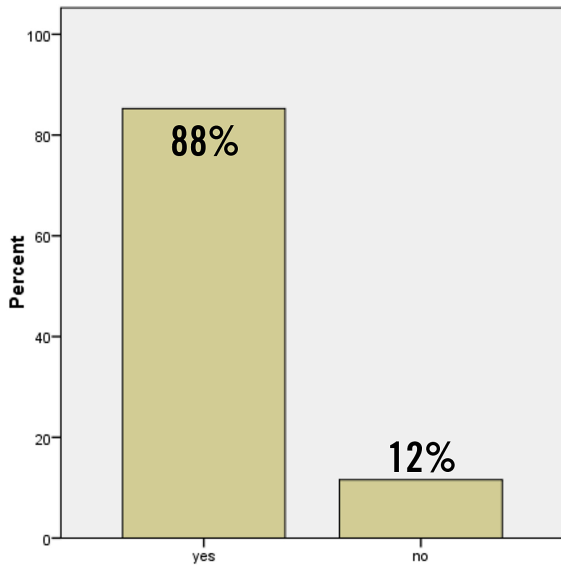
14) Do you own a cellphone? (If no, then skip to question #18.)



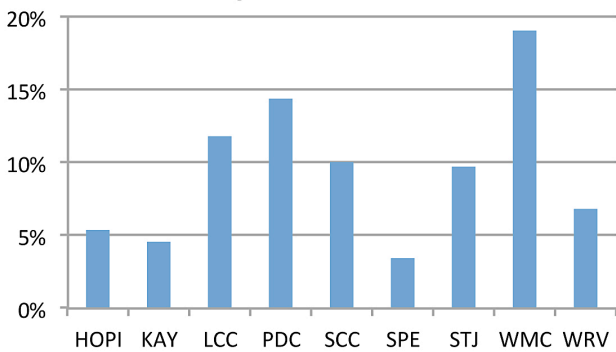
### Percent Cell Phones at Each Location



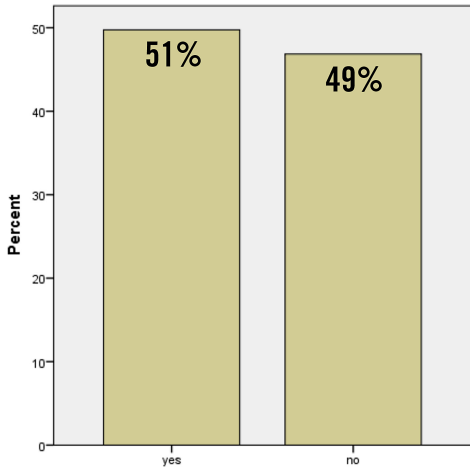
### 15) Do you send and use text messages?



### Percent Text Messaging by Location



**16) Do you browse the Internet on your cell phone?**

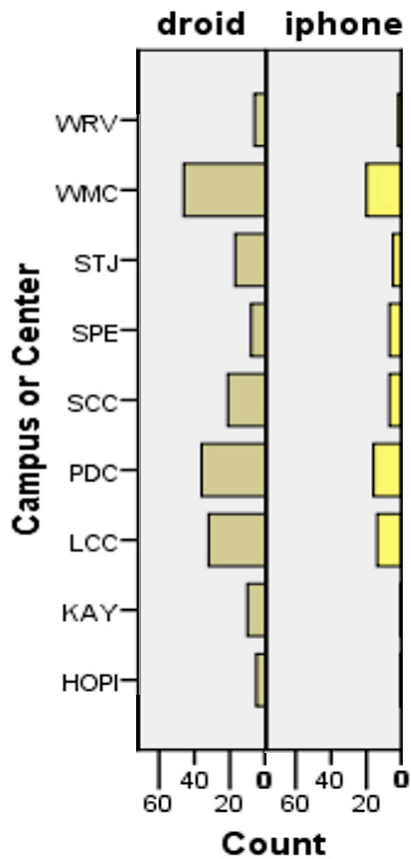


**Note:** 1,230 people connected to [www.npc.edu](http://www.npc.edu) with an Apple iPod Touch in 2012. – Google Analytics

**17) Do you own an iPhone or Droid cellphone?**

- a) Yes – 36%
  - b) No – 64%
- If yes, which one? iPhone – 29% Droid – 71%

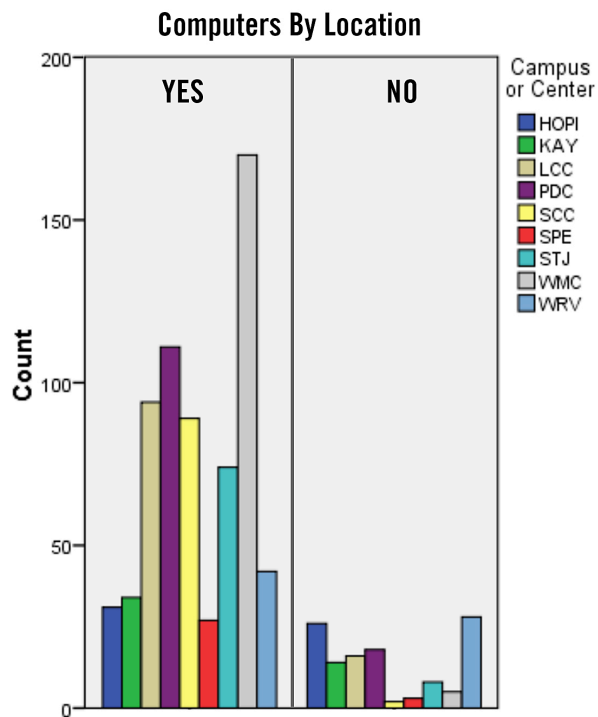
**iPhones and Droids by Location**



**Note:** The NPC website, [www.npc.edu](http://www.npc.edu), had 12,224 mobile device connections in 2011. In 2012 there were 29,881 connections. From January 1 to February 12, 2013 there were 6,587 – more than half the number of mobile connections in two months than in 2011. At the current rate we should reach over 39,522 connections in 2013. – Google Analytics

18) Do you have access to a computer OTHER than at NPC?

a) Yes – 85%                      b) No – 15%

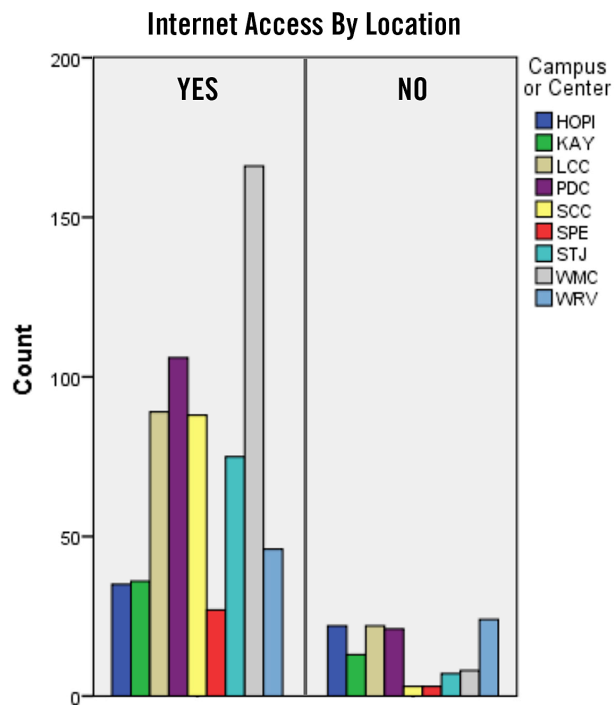


19) Do you own or have access to an Apple iPad or other tablet computer?

a) Yes – 22%                      b) No – 78%

20) Do you have access to the Internet OTHER than at NPC?

a) Yes – 84%                      b) No – 16%





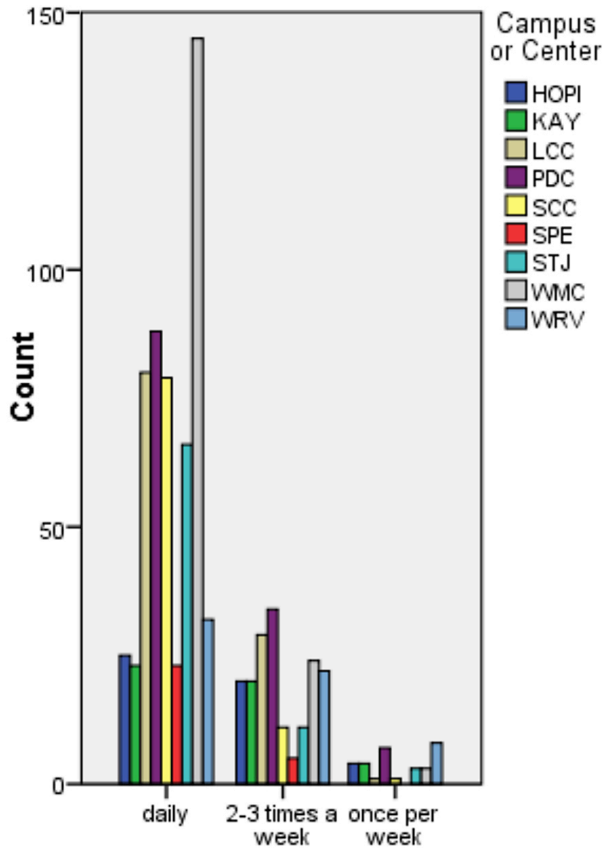
**21) Where do you most often access the Internet?**

- a) Work – 7%
- b) Home – 61%
- c) Northland Pioneer College – 15%
- d) Internet Café – 0%
- e) Your cell phone – 11%
- f) Other – 6%

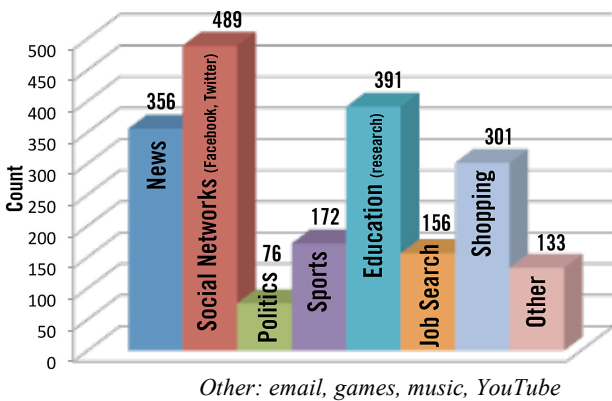
**22) How often do you use the Internet?**

- a) Daily – 71%
- b) 2 or 3 times a week – 22%
- c) Once per week – 4%
- d) Monthly – 2%
- e) Every 2-3 months or less – 1%

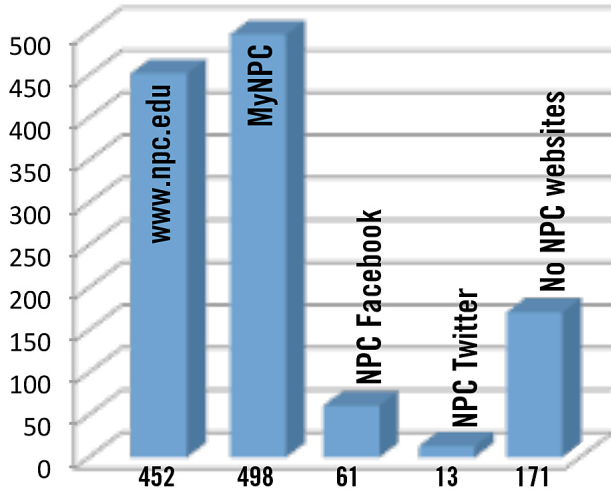
**Frequency Of Use By Location**



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

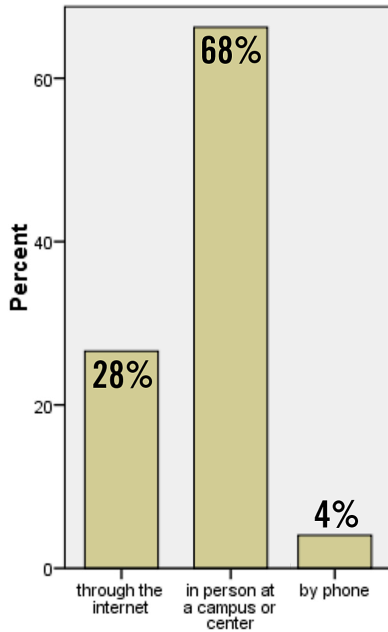


24) Do you use/view any of the following NPC websites?



**Note:** 481,205 people visited www.npc.edu in 2012. 115,489 were new visitors.  
– Google Analytics

25) What would be your most preferred method to register for classes at NPC?

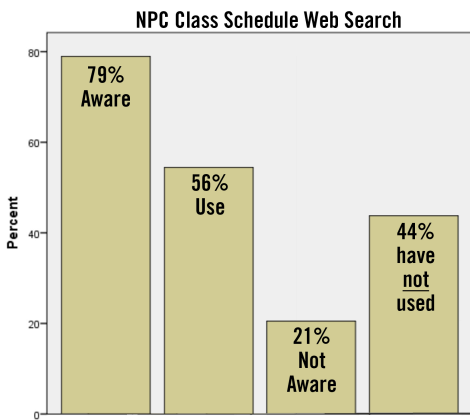


26) Were you aware that you can use NPC’s websites to view the current class schedule offerings?

- a) Yes – 79%
- b) No – 21%

Have you ever used the NPC website class schedule search engine to look for class offerings?

- a) Yes – 56%
- b) No – 44%



**Note:** The class schedule search page received 26,975 hits in 2012. – Google Analytics

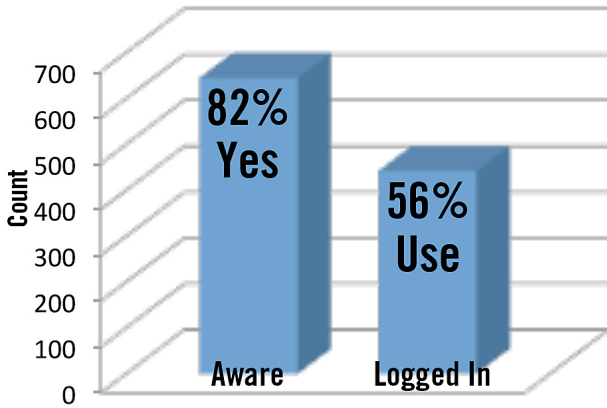
27) Were you aware that you have an official NPC student e-mail address and account?

- a) Yes – 82%
- b) No – 18%

Have you ever logged into and used your NPC student e-mail account?

- a) Yes – 56%
- b) No – 44%

### NPC Student Email: Awareness Versus Use

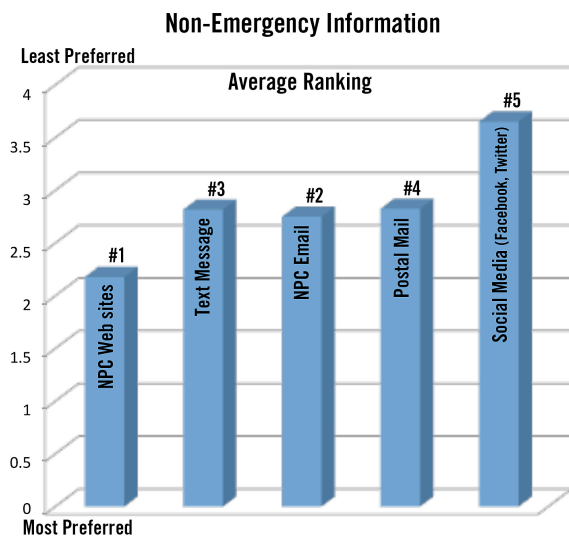


28) How did you first hear about NPC?

- a) From a friend/relative who has attended NPC – 42%
  - b) From a teacher or counselor – 21%
  - c) Postal mailing of schedule/postcard – 6%
  - d) Saw campus when driving by – 27%
  - e) NPC website – 1%
  - f) Newspaper ad – 1%
  - g) Radio ad – 1%
  - h) Phone book – 1%
  - i) TV ad – 0%
- Other: friend/relative worked at NPV, Dual Enrollment/NAVIT

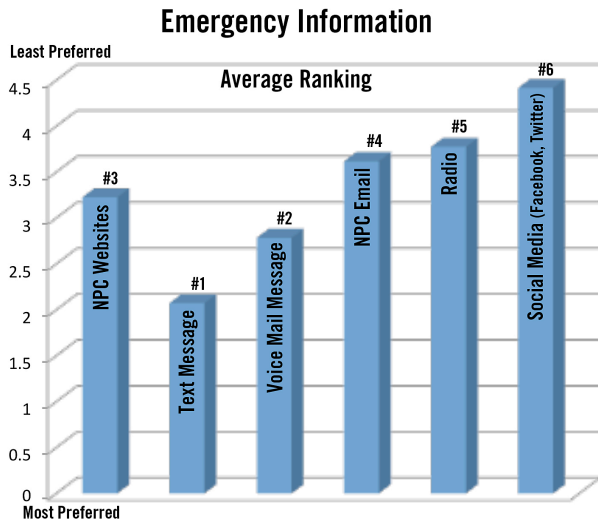
29) What is your preferred way to get important, current, non-emergency information about NPC (college events, financial aid deadlines, bookstore notices, etc.)?

Rank in order from 1 – 5, one being most preferred, five being least.

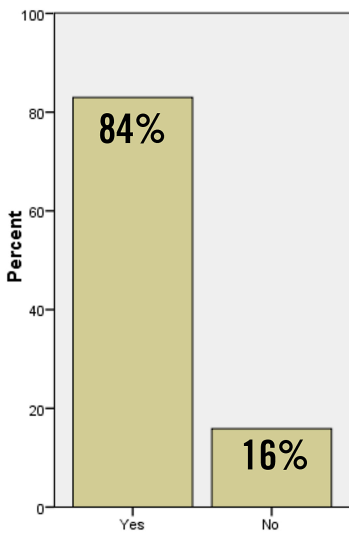


30) What is your preferred way to get emergency information about NPC (campus/center closures, class cancellations, etc.)?

Rank in order from 1 – 6, one being most preferred, six being least.



31) Do you ever read the posters/fliers that are up around your campus/center?



If yes, circle how often?

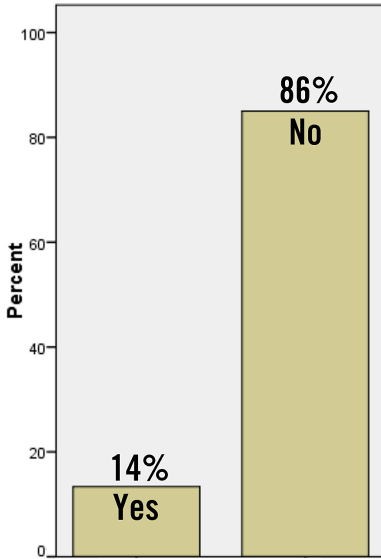
At least once per week – 67%

Once/twice per month – 25%

Less than once per month – 6%

Once per semester – 2%

32) Are you a “friend” to Ernie Eagle on Facebook?



If yes, do you use NPC’s Facebook page to get current information about NPC?

(Result is percent of the yes answers only)

- a) Yes – 60%                      b) No – 40%

Note: Currently the Ernie Eagle Facebook page has 1,513 “friends” (as of 2/13).  
In 2012, 2,281 people were referred to www.npc.edu from Facebook. – Goggle Analytics

33) Have you ever seen/read the electronic NPC student information monitors at the four campuses?

(No monitors at centers. 504 answers were from campus locations, percent below is from those answers only.)

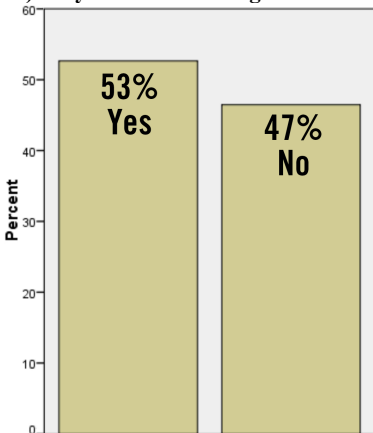
- a) Yes – 35%                      b) No – 65%

34) Have you seen the NPC ad on the public buses that run from Pinetop to Holbrook?

(No buses at centers. 494 answers were from campuses, percent below is from those answers only.)

- a) Yes – 18%                      b) No – 82%

35) Do you read the “Eagle Briefs” newsletter in the NPC bathrooms?



36) Were you aware that you can buy NPC logo items (*pens, folders, T-shirts etc.*) at your campus/center front office?

- a) Yes – 89%                      b) No – 11%

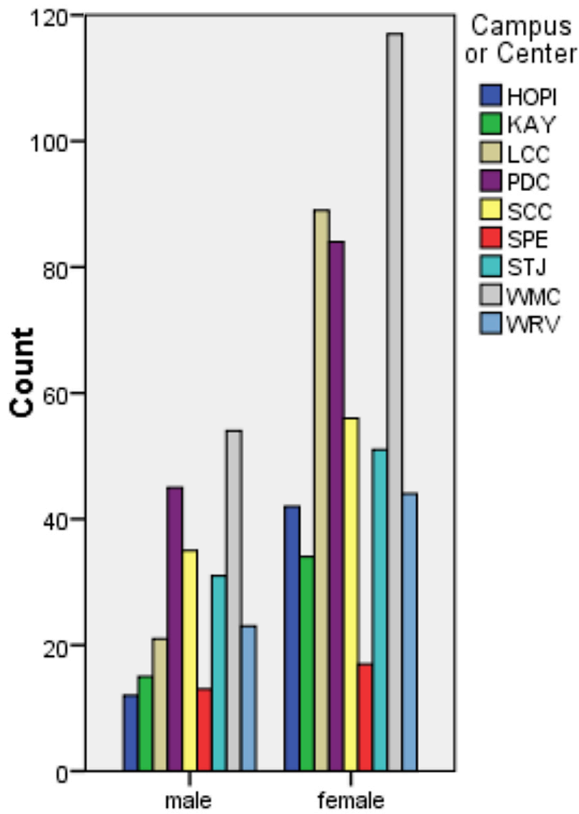
If yes, have you purchased anything?    Yes – 25%    No – 75%

Are you planning to purchase anything?    Yes – 42%    No – 58%

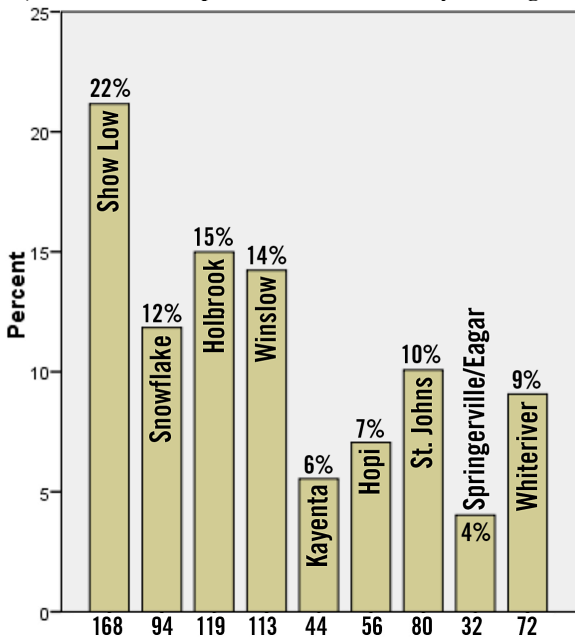
37) What is your gender?

a) Male – 32%

b) Female – 68%

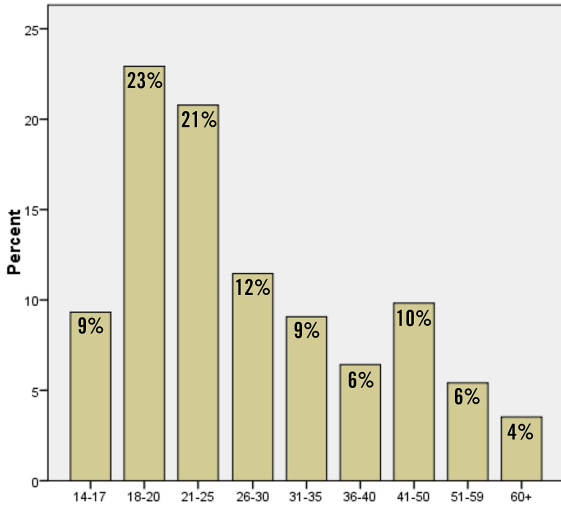


38) What NPC campus/center location are you at right now?



NPC Actual: Show Low 37%; Snowflake 15%; Holbrook 14%; Winslow 11%; Springerville/Eagar 7%; St. Johns 6%; Whiteriver 4%; Hopi 3%; Kayenta 3%

**39) What is your age range?**



NPC Actual: Under 18-22%; 18-24 26%; 25-29 14%; 30-39 17%; 40-49 11%; 50-64 9%; 65+ 1%

**40) Approximately how many miles do you travel to get to your nearest campus/center?**

