

Media Habit of UVA Undergraduates
Intercept Interviews
September, 2003

Sample

A sampling of 97 UVA students were surveyed via intercept interviews in September, 2003 using a 20 question instrument to determine their media habits.

The following are the findings from the analysis of the survey. It is important to keep in mind, that although this survey has been analyzed using a statistical software package, SPSS, it is not a *representative* sample of the UVA undergraduate population. Rather, it is a convenience sample, which is being used to understand the general appeal of various media channels that some students at UVA use.

Demographics

The sample included the following demographics, which match the University's population distribution fairly closely, with the exception of housing status.

<u>Category</u>	<u>Survey</u>					<u>Actual Population*</u>				
<i>Gender</i>	<u>Male</u>		<u>Female</u>			<u>Male</u>		<u>Female</u>		
	43%		57%			46%		54%		
<i>Year</i>	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	<u>5th</u>	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	<u>5th</u>
	14%	46%	27%	11%	1%	27%	23%	25%	25%	n/a
<i>Ethnicity</i>	<u>C</u>	<u>AA</u>	<u>A</u>	<u>H</u>	<u>O</u>	<u>C</u>	<u>AA</u>	<u>A</u>	<u>H</u>	<u>O</u>
	61%	17%	15%	3%	4%	68%	8%	11%	3%	10%
<i>Major</i>	<u>AS</u>	<u>E</u>	<u>A</u>	<u>N</u>	<u>C</u>	<u>AS</u>	<u>E</u>	<u>A</u>	<u>N</u>	<u>C</u>
	80%	9%	8%	1%	2%	74%	15%	3%	3%	5%
<i>Housing</i>	<u>On-Grounds</u>		<u>Off-Grounds</u>			<u>On-Grounds</u>		<u>Off-Grounds</u>		
	48%		52%			45%		55%		

* Data gathered from the UVA Institutional Assessment and Studies Department

Radio

Media channels for radio were quite disparate. The top vote getters were 101.9 (WUMX-FM Mix), 92.7 (WUVA), 91.9 (WNRN), and 107.5 (WUMX). It is important to note that out of all of the participants surveyed, 91.1 (WTJU), the University radio station, was only listed by one participant. Participants listen to the radio most often at night, but they also frequently listened during the morning and afternoon. Less popular listening times were mid-day and late-night hours.

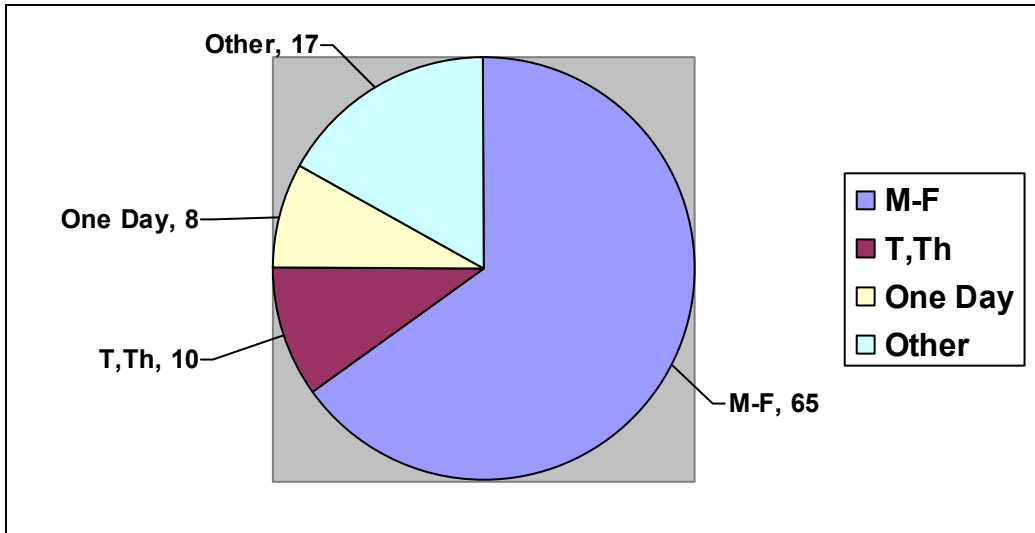
Cavalier Daily Newspaper

Participants take advantage of the University newspaper. The Cavalier Daily is reported to be read by 87% of survey participants, Out of this 87%, 65% said they read the paper on a daily basis, with an additional 10% reading it on a Tuesday and Thursday schedule. The section of the Cavalier Daily most read is the Front-Page (68 participants) followed by Sports (40 participants), Life (32 participants), and Nation/World (30 participants). It is interesting to note that when broken down by

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gender, there was no difference in the percentage that read the Cavalier Daily and there was little difference with gender, in which sections of the paper were read.

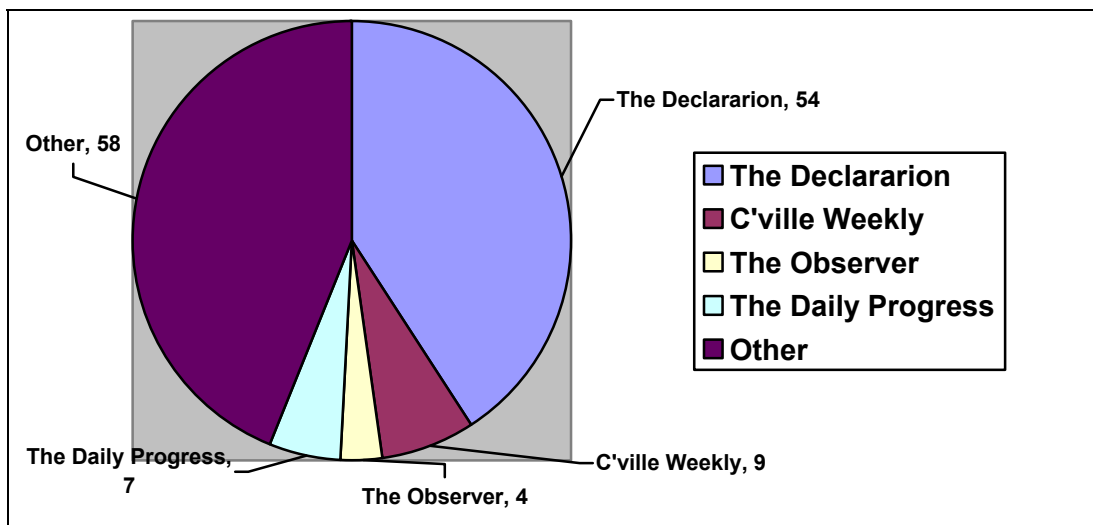
Cavalier Daily Reading Frequency



Other Newspapers

When queried as to what other newspapers were read, 45 participants reported that they read another paper. The Declaration, a weekly tabloid-format student newsmagazine published at the University of Virginia, was cited as being read by 24 participants. Charlottesville newspapers, including the C'ville Weekly, The Observer, and The Daily Progress were only read by a very small number of participants (4, 2, and 3 respectively). 26 participants read other papers. 60% of the participants read this paper on a daily basis.

Other Newspapers Read



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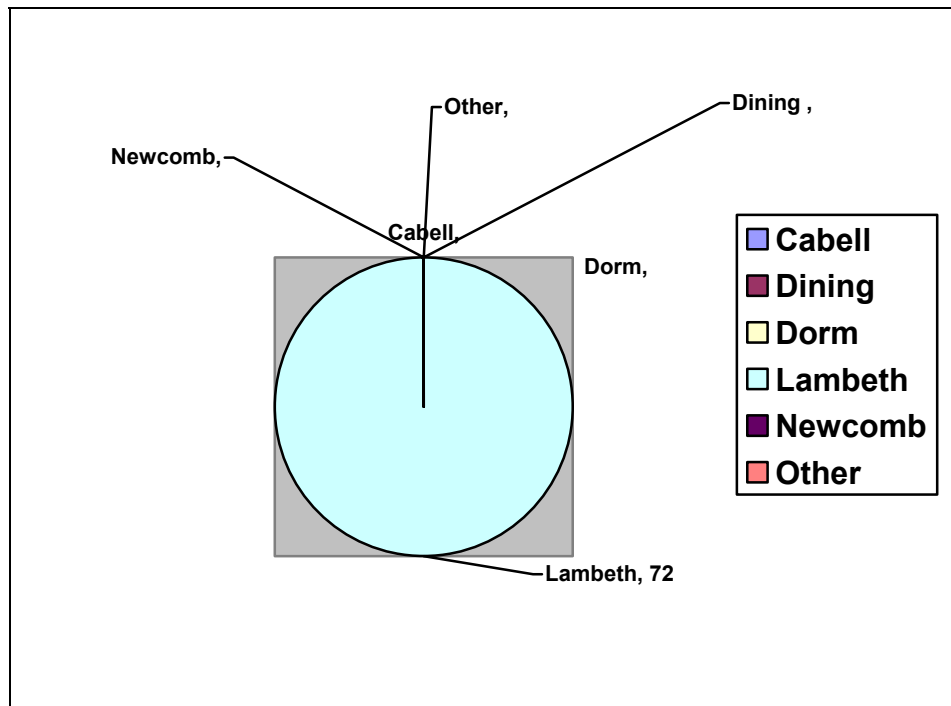
World Wide Web

Participants' World Wide Web (WWW) use ranged from 1 hour to 40 hours per week. 18% of participants reported surfing the WWW 5 hours a week. 13% of participants reported surfing the web 10 hours a week. 12% of participants reported surfing the WWW 2 hours a week. The web sites accessed were varying in terms of content. 97% of participants use the UVA web page, mostly to access class work. However, many participants also use the UVA web page to read the news, entertainment information, sports information, and the weather forecast. The on-line UVA Calendar reaches 36% of our participants, with the Connections mass e-mail being read by 44%. The majority of participants (57%) check their email three or more times a day. 26% of participants checked their email twice a day and 18% checked their email once a day.

UVA Bus System

77% of participants ride the UVA buses system, with 71% riding three or more times per week. In terms of whether or not participants read the bus flyers, 57% reported that they do read them. 72% reported that they read flyers around the Grounds of UVA. The most common places they view these flyers are at Cabell Hall and at Newcomb Hall, the UVA Student Center.

Where Flyers Are Viewed



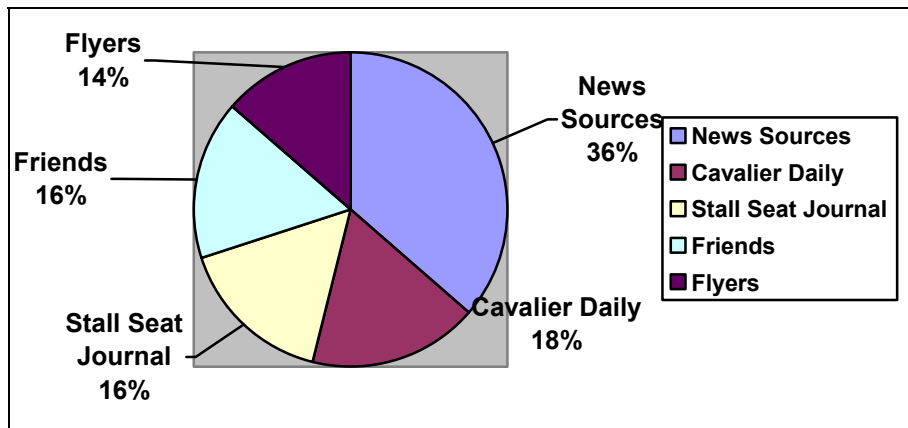
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Working Out

60% of participants say they work out, with 62% of those people working out at the Aquatic and Fitness Center, followed by 27% at Memorial Gym and 8% at Slaughter Gym.

Health Issues

When asked whether or not participants saw, read or heard about health issues in the past month, 51% responded that they had. In terms of where they received the health information, the majority of participants cited news sources (29%), followed by the Cavalier Daily (14%), the Stall Seat Journal (13%), friends (13%), and flyers (11%).



Credibility

When queried about whom they found credible in regards to getting information regarding health issues, 23% listed medical personnel, 19% listed news sources, 15% listed their parents, and 15% listed their friends.

Social Events

Participants reported getting information on social events from various sources. The most prevalent, though, were their friends (28%), email (27%), flyers (16%) and word of mouth (12%).

Promotional Items

Favorite promotional item was the final survey question asked of each of the participants. The most popular answer by far was free food (35%), followed by cups (11%), t-shirts (9%), and money (9%).

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