

Media Habit of UVA Undergraduates
Intercept Interviews
March 2006

Sample

A sampling of 102 UVA students were surveyed via intercept interviews in late Fall/early Spring of 2005-2006 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>	<i>Male</i>		<i>Female</i>			<i>Male</i>		<i>Female</i>		
	41%		59%			46%		54%		
<i>Year</i>	<i>1st</i>	<i>2nd</i>	<i>3rd</i>	<i>4th</i>	<i>5th</i>	<i>1st</i>	<i>2nd</i>	<i>3rd</i>	<i>4th</i>	<i>5th</i>
	22%	24%	33%	20%	1%	26%	22%	25%	27%	n/a
<i>Ethnicity</i>	<i>C</i>	<i>AA</i>	<i>A</i>	<i>H</i>	<i>O</i>	<i>C</i>	<i>AA</i>	<i>A</i>	<i>H</i>	<i>O</i>
	60%	12%	13%	5%	10%	70%	10%	11%	4%	5%
<i>Major</i>	<i>AS</i>	<i>E</i>	<i>A</i>	<i>N</i>	<i>C</i>	<i>AS</i>	<i>E</i>	<i>A</i>	<i>N</i>	<i>C</i>
	83%	4%	11%	0%	2%	74%	15%	3%	3%	5%
<i>Housing</i>	<i>On-Grounds</i>		<i>Off-Grounds</i>			<i>On-Grounds</i>		<i>Off-Grounds</i>		
	51%		49%			48%		52%		

* Data gathered from the UVA Institutional Assessment and Studies Department, Fall 2005

Radio

Media channels for radio were quite disparate. The top vote getters were 91.9 (WNRN), 101.9 (WUMX-FM Mix), 97.5 (3WV), and 89.7(RadiolQ). It is important to note that 91.1 (WTJU), the University radio station, was listed infrequently as a radio station of choice. In the past, night was the most popular time for participants to listen to the radio; however, this year participants listened to the radio most often in the afternoon, just edging out night-time listening by a very small amount. Less popular listening times were mid-day and late-night hours.

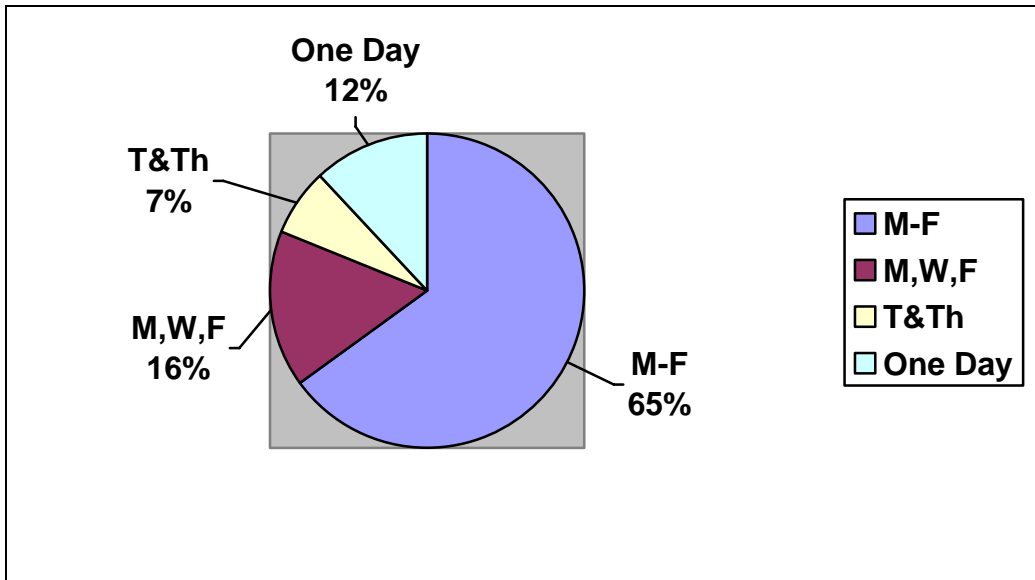
Cavalier Daily Newspaper

Participants take advantage of the University newspaper. The Cavalier Daily is reported to be read by 74% of survey participants. Out of this 74%, 65% said they read the paper on a daily basis, with an additional 16% reading it on a Monday, Wednesday, Friday schedule. The section of the Cavalier Daily most read is the Front-Page (67 participants) followed by the Comics (42 participants). Nation/World (38 participants)

Media Habit of UVA Undergraduates
Intercept Interviews
March 2006

and Life (34 participants) were more frequently read than in past years. Surprisingly Sports (30 participants), which was previously listed as the second most read section, dropped drastically to the fifth most read section of the Cavalier Daily. It is interesting to note that when broken down by gender, there was no difference in the percentage that read the Cavalier Daily. Almost an equal number of males and females read the Front Page, Comics, and Life sections. However, there was a discrepancy in the Sports and Nation/World sections. Twice as many men as females said they read the Sports section and slightly more females than men reported reading the Nation/World section.

Cavalier Daily Reading Frequency

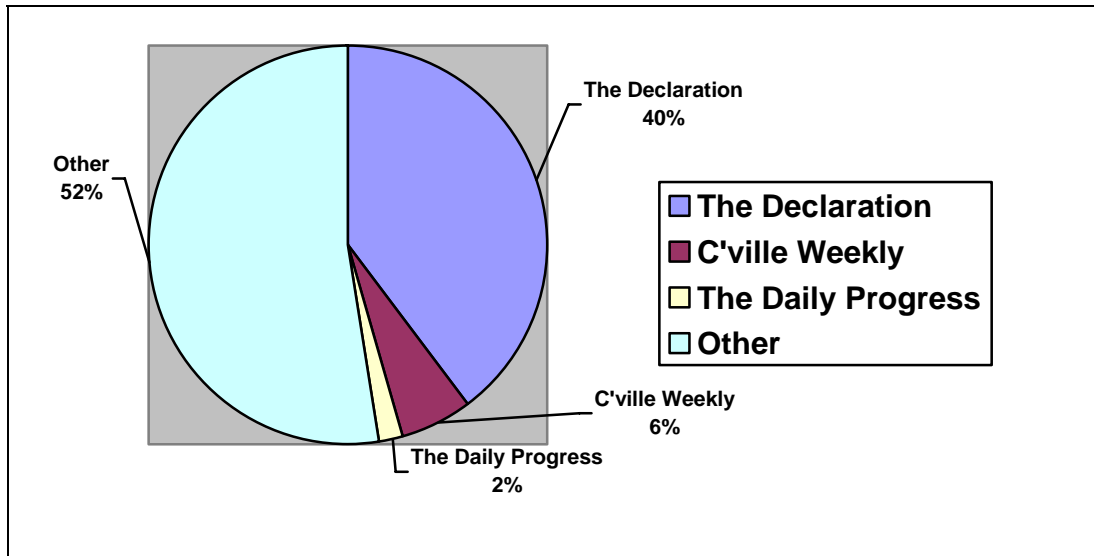


Other Newspapers

When queried as to what other newspapers were read, 53 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 21 participants. Charlottesville newspapers, including the C'ville Weekly and The Daily Progress were only read by a very small number of participants (3 and 1 respectively). 28 participants read other papers. 48% of the participants read this paper on a daily basis.

Media Habit of UVA Undergraduates
Intercept Interviews
March 2006

Other Newspapers Read



World Wide Web

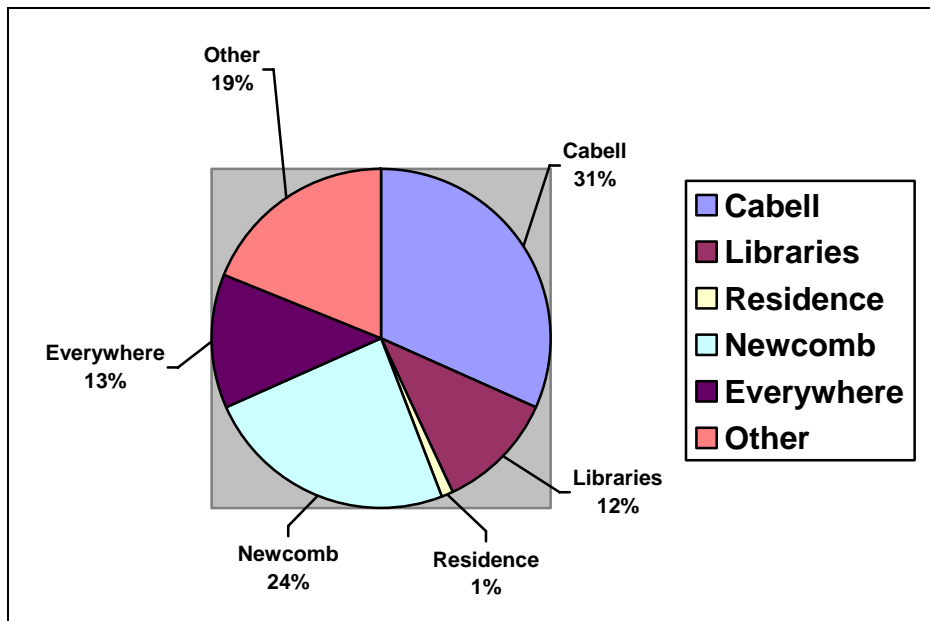
The majority of students (76%) reported that they surfed the web for 5 or more hours a week. 22% of participants reported surfing the web less than 5 hours a week. 56% of participants reported that they surfed the web 10 or more hours a week. The web sites accessed were varying in terms of content. In the past 97% of participants used UVA affiliated web pages (i.e. Virginia.edu, toolkit, and webmail). This year the percentage dropped slightly to 94%, but still shows that an overwhelming majority of students utilize the school's online resources. A new website mentioned this year that was cited by 43% of participants was the Facebook. Going to the internet for news was the most commonly listed reason for using the world wide web. The on-line UVA Calendar reaches 51% of our participants, which is a significant increase from previous years. Likewise, the percentage of participants that read the Connections mass e-mail increased from 44% to 51%. Another sign of an increase in internet use was the majority of participants (80%) check their email three or more times a day. Overall internet-related means of gathering information significantly increased from previous years.

UVA Bus System

81% of participants ride the UVA buses system, with 50% riding three or more times per week, 23% riding twice a week, and 27 riding once a week. In terms of whether or not participants read the bus flyers, 50% reported that they do read them. 74% 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. "Everywhere" was also listed as one of the most common responses.

Media Habit of UVA Undergraduates
Intercept Interviews
March 2006

Where Flyers Are Viewed



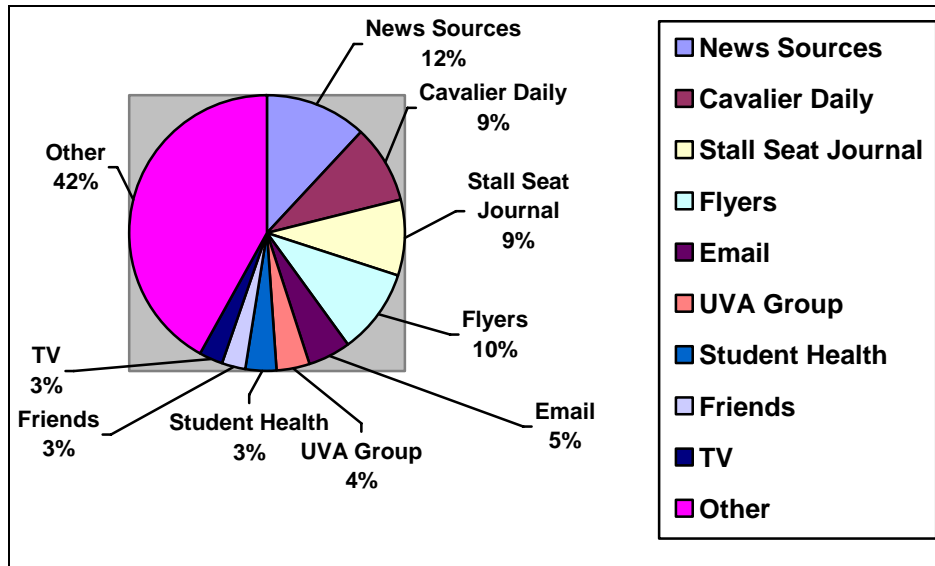
Working Out

64% of participants say they work out, with 66% of those people working out at the Aquatic and Fitness Center, followed by 16% at Memorial Gym and 13% at Slaughter Gym. Of those participants, the majority (55%) said they worked out two or three times a week. 15% worked out once a week and 30% worked out more than three times a week.

Health Issues

When asked whether or not participants saw, read or heard about health issues in the past month, 57% responded that they had. In terms of where they received the health information, there was a wide variety of responses, which speaks to the numerous ways one can obtain health information as a UVA student. 12% of responses cited news sources as the place they received health information, making it once again the most common response. This year flyers and bulletin boards (10%) moved from the fourth most cited source to the second, followed by the Cavalier Daily (9%) and the Stall Seat Journal (9%). Friends, who in the past were listed as the second most popular response, dropped to one of the last places to go for health information.

Media Habit of UVA Undergraduates
Intercept Interviews
March 2006



Credibility

When queried about whom they found credible in regards to getting information regarding health issues, 47% listed medical personnel, 23% listed news sources, 15% listed their parents, and 11% listed their friends.

Social Events

Participants reported getting information on social events from various sources. The most prevalent, though, were their friends (36%), email (36%), flyers (20%), and word of mouth (15%).

Promotional Items

Favorite promotional item was the final survey question asked of each of the participants. The top choice was tied between free food (22%) and t-shirts (22%), followed by pens (19%), mugs/glasses (17%), and coupons (12%).

