

What Year? 1 2 3 4 5

Male Female

Race: C AA A H O

Media Study

School: C E A N Comm

On Grounds? _____

Off Grounds? _____

1. Which radio stations do you listen to regularly in Charlottesville?

- 1. _____
- 2. _____
- 3. _____

2. When do you usually listen to the radio?

- Morning
- Mid-day
- Afternoon
- Night
- Late night

3. Do you read the Cavalier Daily?

YES

NO

If yes, which days M T W R F

Which sections do you read?

- | | | |
|--|---|---|
| <input type="checkbox"/> Front Page | <input type="checkbox"/> University Announcements | <input type="checkbox"/> Classified |
| <input type="checkbox"/> Nation/ World | <input type="checkbox"/> Comics | <input type="checkbox"/> Business |
| <input type="checkbox"/> Focus | <input type="checkbox"/> Life | <input type="checkbox"/> Editorials |
| <input type="checkbox"/> Sports | <input type="checkbox"/> Arts & Entertainment | <input type="checkbox"/> Advertisements |
| <input type="checkbox"/> Other _____ | | |

4. Do you read any other newspapers?

YES

NO

If yes which days? M T W R F

which paper(s)?

- The Declaration
- C'Ville Weekly
- The Observer
- The Daily Progress
- Other _____

5. On average, how many hours a week do you surf the web? _____

6. Which web sites do you go to most often?

- 1. _____
- 2. _____
- 3. _____

7. Do you use the UVa web page?

YES

NO

8. What type of information do you obtain through the web?

- 1. _____
- 2. _____
- 3. _____

9. Do you visit the Virginia Calendar web page?

YES

NO

10. How often do you check your email?

- Once a day
- Twice a day
- Three or more times per day

12. Do you ride the UVa buses?

- YES
- NO

14. Do you read the flyers that are on the bus?

- YES
- NO

11. Do you read the *Connections* Mass emails?

- YES
- NO

13. How many times a week do you ride UVa buses?

- Once a week
- Twice a week
- Three or more times/week

15. Do you read the flyers on bulletin boards on grounds?

- YES
- NO

If yes, where ? _____

16. Do you work out at a fitness centers ? YES NO

If yes, where? _____

how often ? _____

17. Within the past month, have you seen, read, or heard any information on health issues? (alcohol, tobacco, drugs, sexual activity)

- YES
- NO

If yes, what were the sources of this information?

1. _____

2. _____

3. _____

18. How do you obtain information on social events at UVa?

1. _____

2. _____

19. *Who* do you find credible in terms of getting information regarding health issues? (alcohol, tobacco, drugs, sexual activity)

1. _____

2. _____

3. _____

20. What are your favorite types of promotional items?

1. _____

2. _____

3. _____

Thank you for taking the media study survey! The information collected will help the Office of Health Promotion to create and implement health and wellness programs for all University of Virginia undergraduate students.