

## Information Sources Survey

Sex: Male Female

Race: White African American  
Asian American Hispanic Other

1. On average, how many hours a week do you watch TV?

Less than 5 5-10 11-15 16-20 Over 20

2. Which TV shows do you watch regularly?

3. Do you watch the news? YES NO

3a. If yes, which stations? (circle all that apply)

NBC ABC CBS FOX CNN Other\_\_\_\_\_

3b. When do you watch?

Morning(7-9am) Afternoon (11-1pm)

Evening (5-7pm) Night (10-11:30pm)

4. On average, how many hours a week do you listen to the radio?

Less than 5 5-10 11-15 16-20 Over 20

5. When do you usually listen to the radio?

(circle all that apply)

Mornings Afternoons Evenings

Weekdays Weekends

6. What stations do you listen to in

Harrisonburg? (circle all that apply)

90.7WMRA/NPR WXJM (campus)

99.7WCYK Q101 96WLTK

103.3WBOP 105.7WLCC Other\_\_\_\_\_

7. Do you read *the Breeze*? YES NO

7a. If yes, which day(s)?

Monday Thursday

8. How often do you check your E-mail?

(circle one)

Never 1/week 2-6/week

1/day 2-4/day Over 5/day

*Continued on back*

9. Which sections of the Breeze are you most likely to read? (circle all that apply)

Police Log

Let's Eat

News

Duke Days

Opinion/Editorial

Darts & Pats

Letters to the Editor

Style

Focus

Sports

Crossword Puzzle

Personals

Soap Opera Updates

Horoscopes

10. Do you read any other newspapers? YES NO

10a. If yes, which ones and how often do you read each one?

Key:

D=Daily W-ends=weekends only Wk=Weekly M=Monthly

*USA Today*

D W-ends Wk M

*Richmond Times Dispatch*

D W-ends Wk M

*Washington Post*

D W-ends Wk M

*Harrisonburg News & Record*

D W-ends Wk M

Other \_\_\_\_\_

D W-ends Wk M

11. Do you ride the buses? YES NO

11a. If yes, which days? (circle all that apply)

Mon. Tues. Wed. Thurs. Fri. Sat. Sun.

12. Do you read the flyers on bulletin boards?

YES NO

12a. If yes, where (buildings, areas, etc.)?

13. How do you obtain information on social events at JMU? (circle all that apply)

Breeze Friends Posters

Table tents Flyers Other\_\_\_\_\_

*Thank you for your participation!*

