

# Frequencies

## Statistics

		Radio-Wkday AM	Radio-Wkday PM	Radio-Wkday Eve	Radio-Wkend AM	Radio-Wkend PM	Radio-Wkend Eve
N	Valid	303	303	303	303	303	303
	Missing	0	0	0	0	0	0

## Statistics

		Radio-Home	Radio-Car	Radio-Work	Radio-School	Radio Format Pref
N	Valid	303	303	303	303	282
	Missing	0	0	0	0	21

## Statistics

		TV-Wkday AM	TV-Wkday PM	TV-Wkday Eve	TV-Wkend AM	TV-Wkend PM	TV-Wkend Eve
N	Valid	303	303	303	303	303	303
	Missing	0	0	0	0	0	0

## Statistics

		Bloomberg	CNBC	CNN	FoxNews	CNN Headline News	MSNBC
N	Valid	303	303	303	303	303	303
	Missing	0	0	0	0	0	0

**Statistics**

		Early Local News	Late Local News	Don't Watch News	ABC	CBS
N	Valid	303	303	303	303	303
	Missing	0	0	0	0	0

**Statistics**

		FOX	NBC	PBS	CW	A&E	Animal Planet
N	Valid	303	303	303	303	303	303
	Missing	0	0	0	0	0	0

**Statistics**

		B-E-T	Bravo	Cartoon	CMT	Comedy	Court TV
N	Valid	303	303	303	303	303	303
	Missing	0	0	0	0	0	0

**Statistics**

		CSPAN	Discovery	Disney	My Net TV	ESPN	Food Channel
N	Valid	303	303	303	303	303	303
	Missing	0	0	0	0	0	0

**Statistics**

		FX	G4	History	HGTV	HSN	Lifetime
N	Valid	303	303	303	303	303	303
	Missing	0	0	0	0	0	0

**Statistics**

		MTV	Nickelodeon	OLN	Oxygen	SciFi	Soap
N	Valid	303	303	303	303	303	303
	Missing	0	0	0	0	0	0

**Statistics**

		Speed	Spike	TBS	TLC	TNT	Travel
N	Valid	303	303	303	303	303	303
	Missing	0	0	0	0	0	0

**Statistics**

		VH1	USA
N	Valid	303	303
	Missing	0	0

**Frequency Table**

**Radio-Wkday AM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	227	74.9	74.9	74.9
	No	76	25.1	25.1	100.0
	Total	303	100.0	100.0	

**Radio-Wkday PM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	133	43.9	43.9	43.9
	No	170	56.1	56.1	100.0
	Total	303	100.0	100.0	

**Radio-Wkday Eve**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	119	39.3	39.3	39.3
	No	184	60.7	60.7	100.0
	Total	303	100.0	100.0	

**Radio-Wkend AM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	73	24.1	24.1	24.1
	No	230	75.9	75.9	100.0
	Total	303	100.0	100.0	

**Radio-Wkend PM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	87	28.7	28.7	28.7
	No	216	71.3	71.3	100.0
	Total	303	100.0	100.0	

**Radio-Wkend Eve**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	86	28.4	28.4	28.4
	No	217	71.6	71.6	100.0
	Total	303	100.0	100.0	

**Radio-Home**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	99	32.7	32.7	32.7
	No	204	67.3	67.3	100.0
	Total	303	100.0	100.0	

**Radio-Car**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	277	91.4	91.4	91.4
	No	26	8.6	8.6	100.0
	Total	303	100.0	100.0	

**Radio-Work**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	60	19.8	19.8	19.8
	No	243	80.2	80.2	100.0
	Total	303	100.0	100.0	

**Radio-School**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	3.0	3.0	3.0
	No	294	97.0	97.0	100.0
	Total	303	100.0	100.0	

### Radio Format Pref

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adult Contemporary	38	12.5	13.5	13.5
	Alternative	67	22.1	23.8	37.2
	Classical	9	3.0	3.2	40.4
	Country	33	10.9	11.7	52.1
	Contemporary Hits	39	12.9	13.8	66.0
	Jazz	3	1.0	1.1	67.0
	News Radio	9	3.0	3.2	70.2
	Public Radio	22	7.3	7.8	78.0
	Religious Rock	24	7.9	8.5	86.5
	Urban Rock	32	10.6	11.3	97.9
	Other Languages	6	2.0	2.1	100.0
	Total	282	93.1	100.0	
	Missing	99	21	6.9	
Total	303	100.0			

### TV-Wkday AM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	20.5	20.5	20.5
	No	241	79.5	79.5	100.0
	Total	303	100.0	100.0	

### TV-Wkday PM

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	21.5	21.5	21.5
	No	238	78.5	78.5	100.0
	Total	303	100.0	100.0	

### TV-Wkday Eve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	249	82.2	82.2	82.2
	No	54	17.8	17.8	100.0
	Total	303	100.0	100.0	

**TV-Wkend AM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	20.8	20.8	20.8
	No	240	79.2	79.2	100.0
	Total	303	100.0	100.0	

**TV-Wkend PM**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	103	34.0	34.0	34.0
	No	200	66.0	66.0	100.0
	Total	303	100.0	100.0	

**TV-Wkend Eve**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	174	57.4	57.4	57.4
	No	129	42.6	42.6	100.0
	Total	303	100.0	100.0	

**Bloomberg**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	1.0	1.0	1.0
	No	300	99.0	99.0	100.0
	Total	303	100.0	100.0	

**CNBC**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	10.6	10.6	10.6
	No	271	89.4	89.4	100.0
	Total	303	100.0	100.0	

### CNN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	73	24.1	24.1	24.1
	No	230	75.9	75.9	100.0
	Total	303	100.0	100.0	

### FoxNews

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	30.0	30.0	30.0
	No	212	70.0	70.0	100.0
	Total	303	100.0	100.0	

### CNN Headline News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	14.5	14.5	14.5
	No	259	85.5	85.5	100.0
	Total	303	100.0	100.0	

### MSNBC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	20.8	20.8	20.8
	No	240	79.2	79.2	100.0
	Total	303	100.0	100.0	

### Early Local News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	76	25.1	25.1	25.1
	No	227	74.9	74.9	100.0
	Total	303	100.0	100.0	



**Late Local News**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	109	36.0	36.0	36.0
	No	194	64.0	64.0	100.0
	Total	303	100.0	100.0	

**Don't Watch News**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	17.8	17.8	17.8
	No	249	82.2	82.2	100.0
	Total	303	100.0	100.0	

**ABC**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	190	62.7	62.7	62.7
	No	113	37.3	37.3	100.0
	Total	303	100.0	100.0	

**CBS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	167	55.1	55.1	55.1
	No	136	44.9	44.9	100.0
	Total	303	100.0	100.0	

**FOX**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	178	58.7	58.7	58.7
	No	125	41.3	41.3	100.0
	Total	303	100.0	100.0	

**NBC**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	162	53.5	53.5	53.5
	No	141	46.5	46.5	100.0
	Total	303	100.0	100.0	

**PBS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	92	30.4	30.4	30.4
	No	211	69.6	69.6	100.0
	Total	303	100.0	100.0	

**CW**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	26.1	26.1	26.1
	No	224	73.9	73.9	100.0
	Total	303	100.0	100.0	

**A&E**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	69	22.8	22.8	22.8
	No	234	77.2	77.2	100.0
	Total	303	100.0	100.0	

**Animal Planet**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	21.5	21.5	21.5
	No	238	78.5	78.5	100.0
	Total	303	100.0	100.0	

**B-E-T**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	4.3	4.3	4.3
	No	290	95.7	95.7	100.0
	Total	303	100.0	100.0	

**Bravo**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	14.2	14.2	14.2
	No	260	85.8	85.8	100.0
	Total	303	100.0	100.0	

**Cartoon**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	68	22.4	22.4	22.4
	No	235	77.6	77.6	100.0
	Total	303	100.0	100.0	

**CMT**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	13.2	13.2	13.2
	No	263	86.8	86.8	100.0
	Total	303	100.0	100.0	

**Comedy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	109	36.0	36.0	36.0
	No	194	64.0	64.0	100.0
	Total	303	100.0	100.0	

### Court TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	11.9	11.9	11.9
	No	267	88.1	88.1	100.0
	Total	303	100.0	100.0	

### CSPAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	2.3	2.3	2.3
	No	296	97.7	97.7	100.0
	Total	303	100.0	100.0	

### Discovery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	155	51.2	51.2	51.2
	No	148	48.8	48.8	100.0
	Total	303	100.0	100.0	

### Disney

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	50	16.5	16.5	16.5
	No	253	83.5	83.5	100.0
	Total	303	100.0	100.0	

### My Net TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	3.0	3.0	3.0
	No	294	97.0	97.0	100.0
	Total	303	100.0	100.0	

**ESPN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	68	22.4	22.4	22.4
	No	235	77.6	77.6	100.0
	Total	303	100.0	100.0	

**Food Channel**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	92	30.4	30.4	30.4
	No	211	69.6	69.6	100.0
	Total	303	100.0	100.0	

**FX**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	20.5	20.5	20.5
	No	241	79.5	79.5	100.0
	Total	303	100.0	100.0	

**G4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	4.6	4.6	4.6
	No	289	95.4	95.4	100.0
	Total	303	100.0	100.0	

**History**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	110	36.3	36.3	36.3
	No	193	63.7	63.7	100.0
	Total	303	100.0	100.0	

### HGTV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	14.5	14.5	14.5
	No	259	85.5	85.5	100.0
	Total	303	100.0	100.0	

### HSN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	.3	.3	.3
	No	302	99.7	99.7	100.0
	Total	303	100.0	100.0	

### Lifetime

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	57	18.8	18.8	18.8
	No	246	81.2	81.2	100.0
	Total	303	100.0	100.0	

### MTV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	103	34.0	34.0	34.0
	No	200	66.0	66.0	100.0
	Total	303	100.0	100.0	

### Nickelodeon

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	13.9	13.9	13.9
	No	261	86.1	86.1	100.0
	Total	303	100.0	100.0	

### OLN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	4.0	4.0	4.0
	No	291	96.0	96.0	100.0
	Total	303	100.0	100.0	

### Oxygen

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	9.6	9.6	9.6
	No	274	90.4	90.4	100.0
	Total	303	100.0	100.0	

### SciFi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	68	22.4	22.4	22.4
	No	235	77.6	77.6	100.0
	Total	303	100.0	100.0	

### Soap

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	4.6	4.6	4.6
	No	289	95.4	95.4	100.0
	Total	303	100.0	100.0	

### Speed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	6.3	6.3	6.3
	No	284	93.7	93.7	100.0
	Total	303	100.0	100.0	

### Spike

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	57	18.8	18.8	18.8
	No	246	81.2	81.2	100.0
	Total	303	100.0	100.0	

### TBS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	82	27.1	27.1	27.1
	No	221	72.9	72.9	100.0
	Total	303	100.0	100.0	

### TLC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	23.1	23.1	23.1
	No	233	76.9	76.9	100.0
	Total	303	100.0	100.0	

### TNT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	80	26.4	26.4	26.4
	No	223	73.6	73.6	100.0
	Total	303	100.0	100.0	

### Travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	13.9	13.9	13.9
	No	261	86.1	86.1	100.0
	Total	303	100.0	100.0	



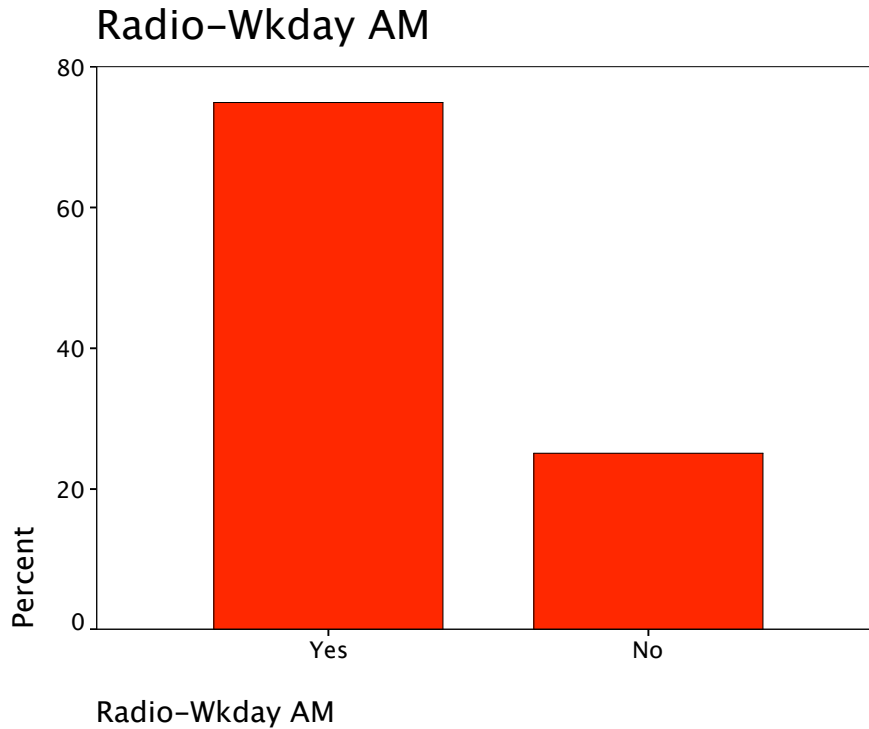
### VH1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	80	26.4	26.4	26.4
No	223	73.6	73.6	100.0
Total	303	100.0	100.0	

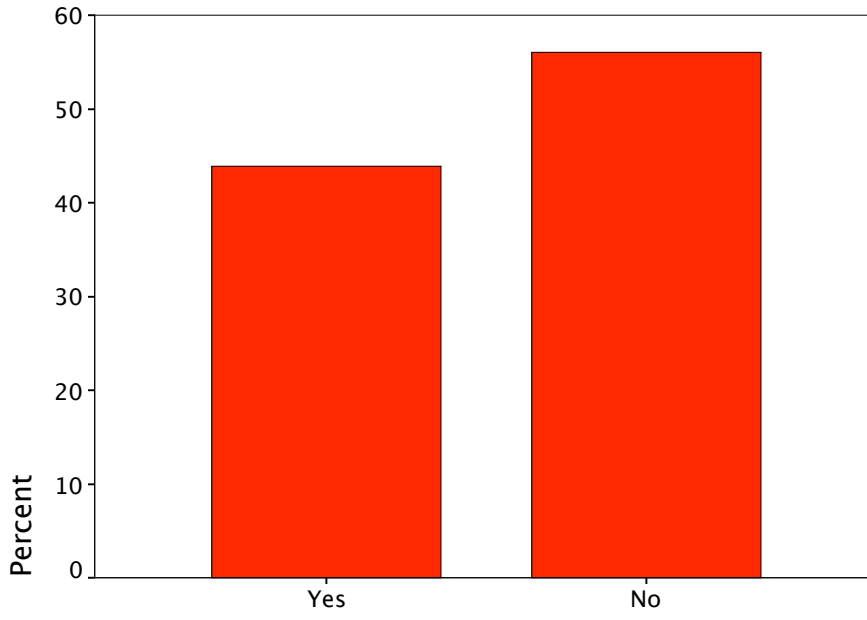
### USA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	70	23.1	23.1	23.1
No	233	76.9	76.9	100.0
Total	303	100.0	100.0	

## Bar Chart

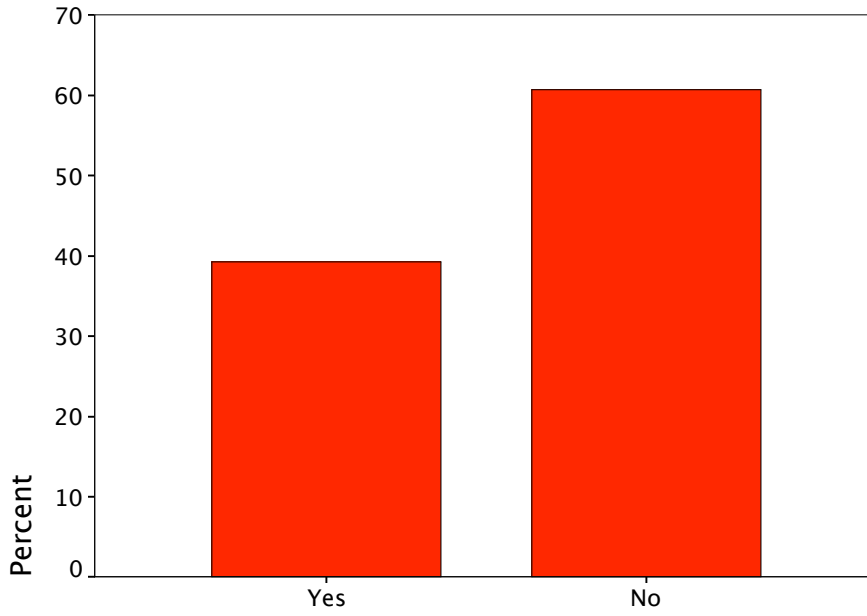


Radio-Wkday PM



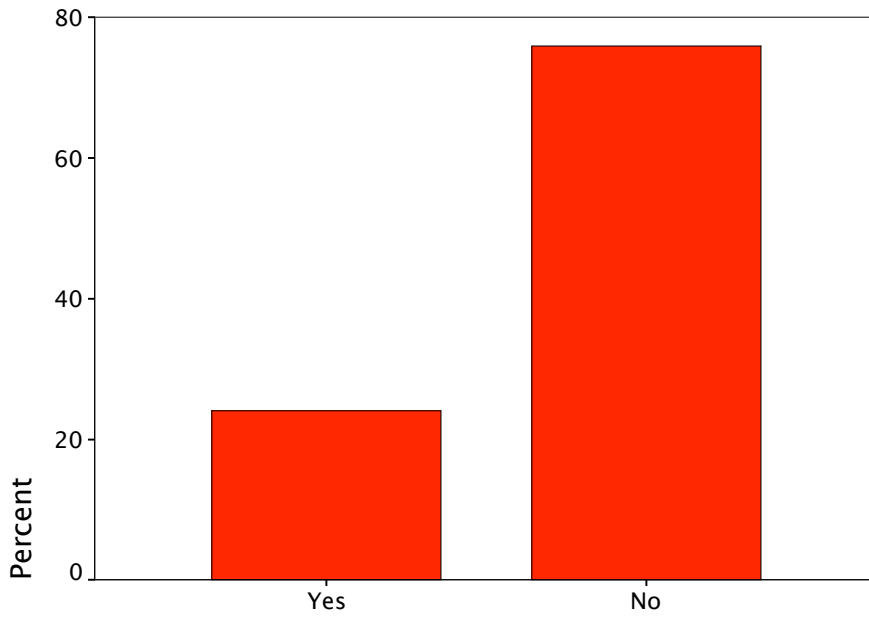
Radio-Wkday PM

Radio-Wkday Eve



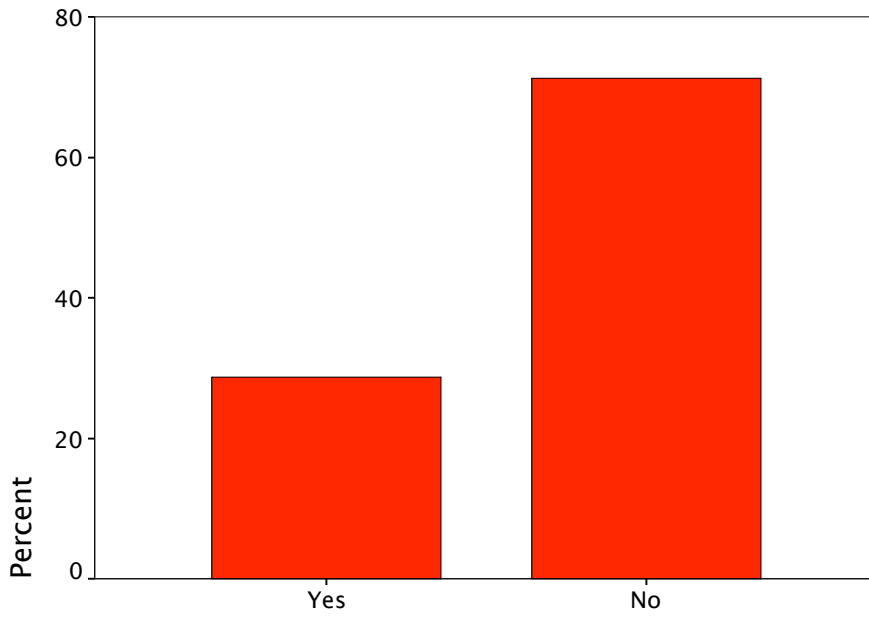
Radio-Wkday Eve

### Radio-Wkend AM



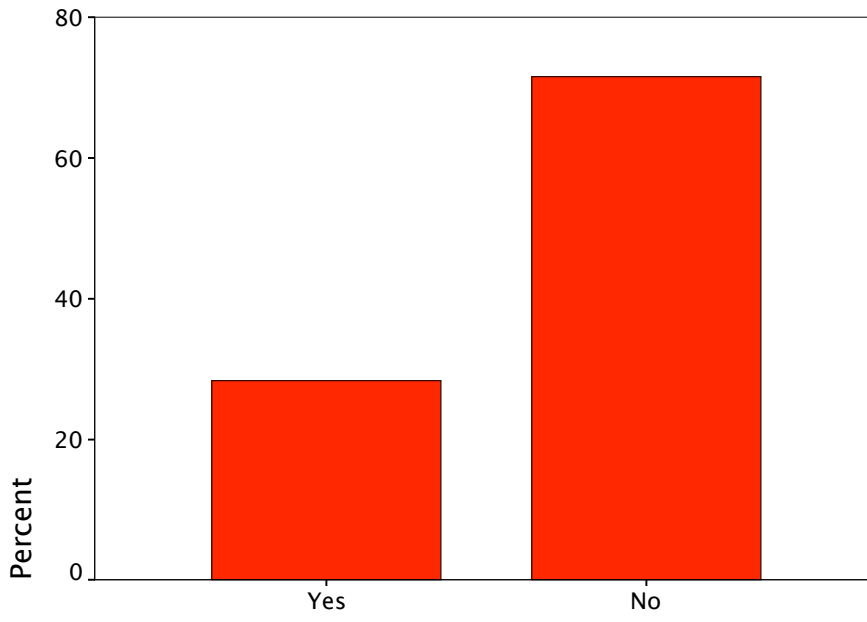
### Radio-Wkend AM

### Radio-Wkend PM



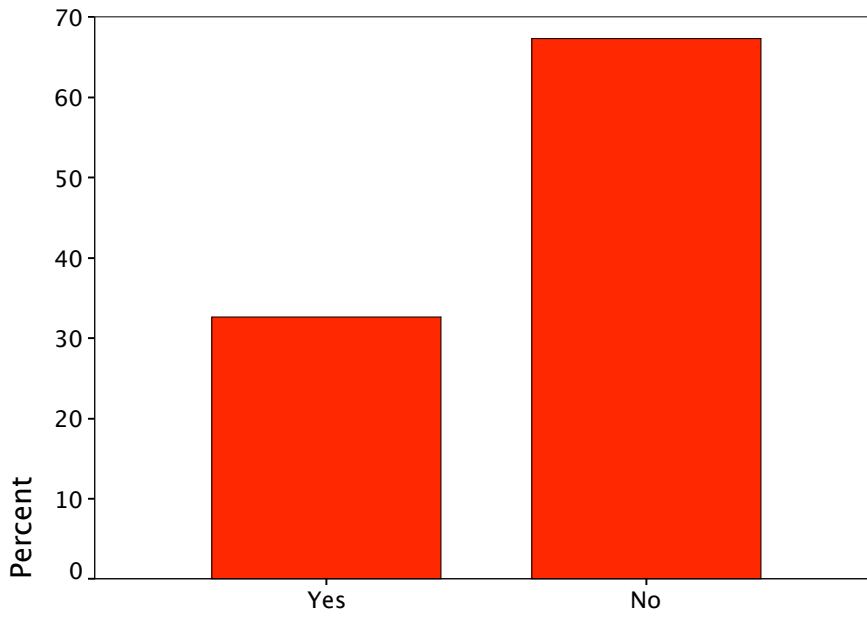
### Radio-Wkend PM

### Radio-Wkend Eve



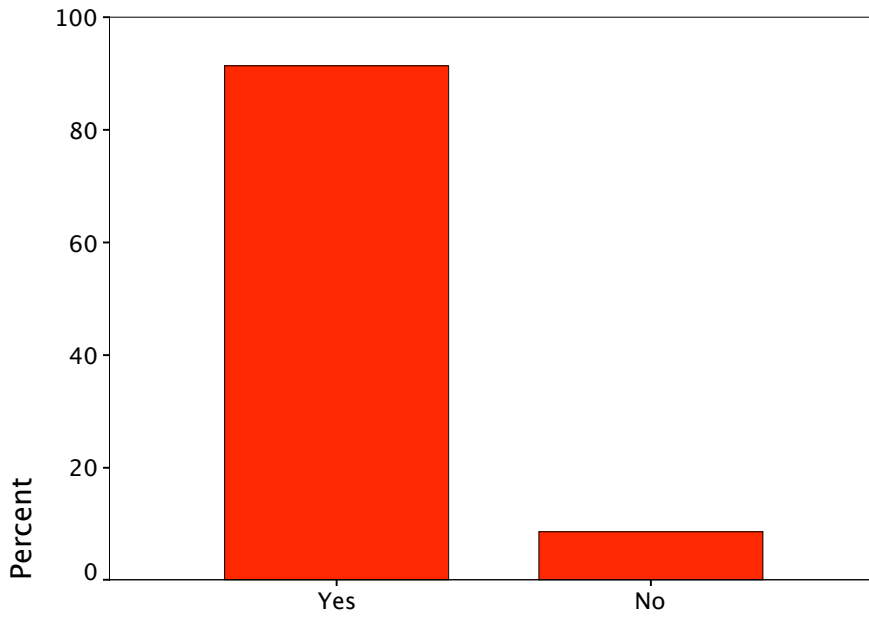
### Radio-Wkend Eve

### Radio-Home



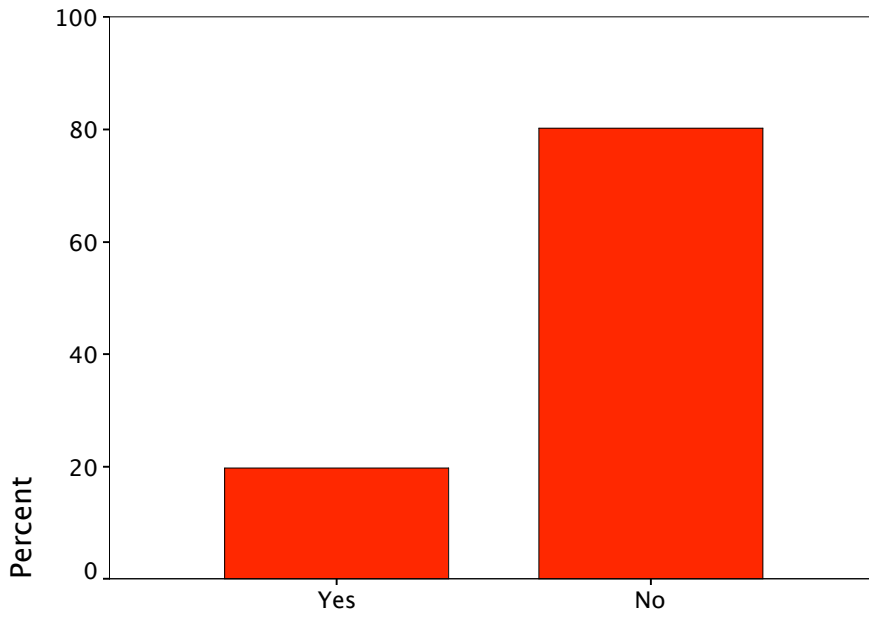
### Radio-Home

### Radio-Car



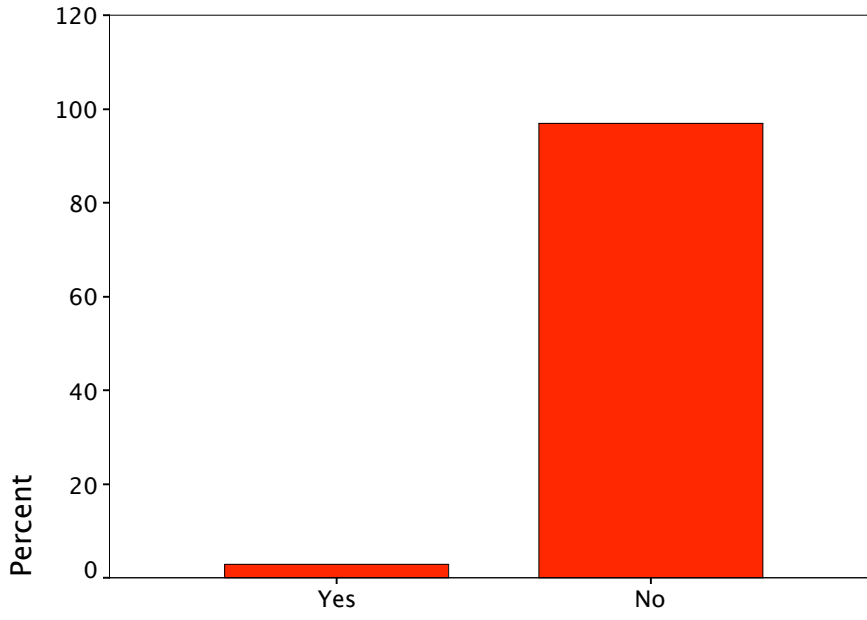
### Radio-Car

### Radio-Work



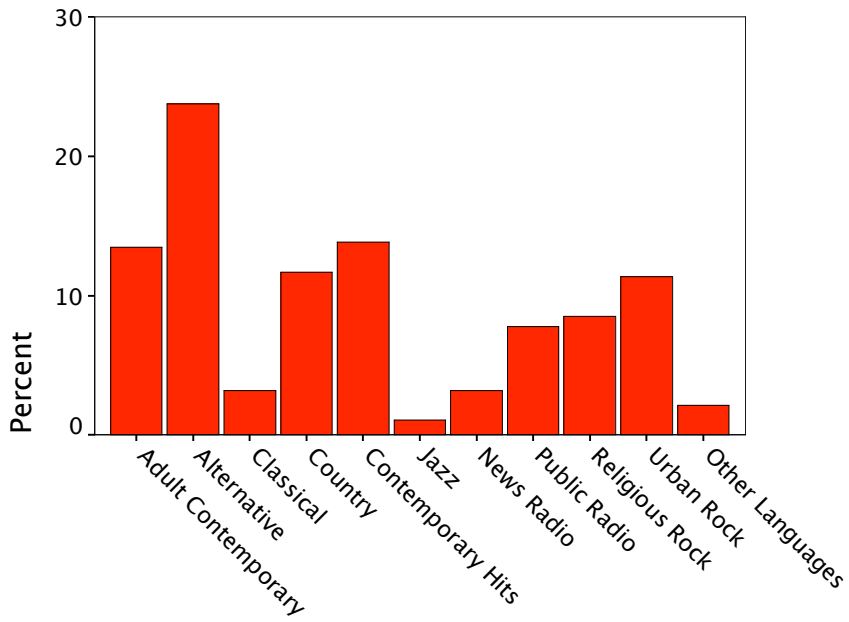
### Radio-Work

## Radio-School



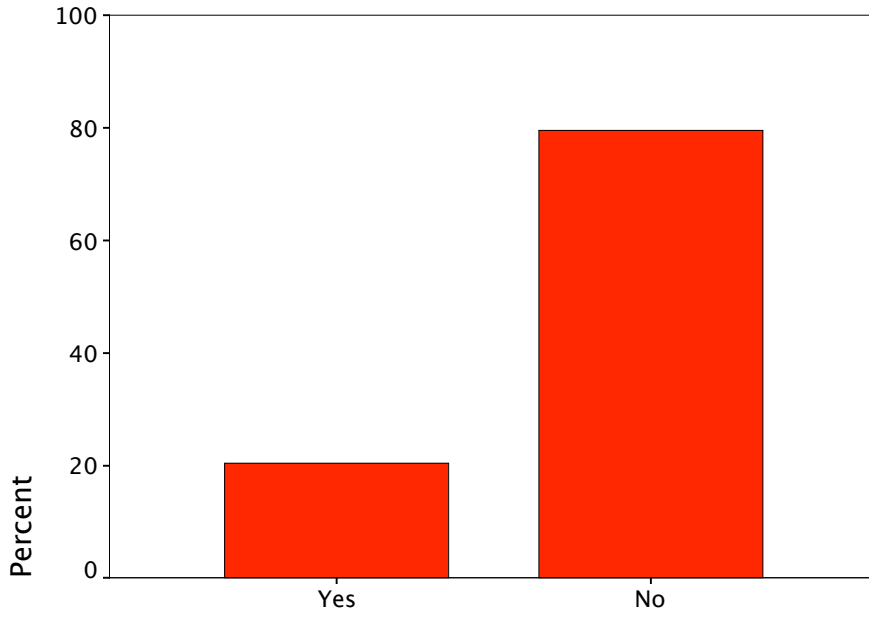
Radio-School

## Radio Format Pref



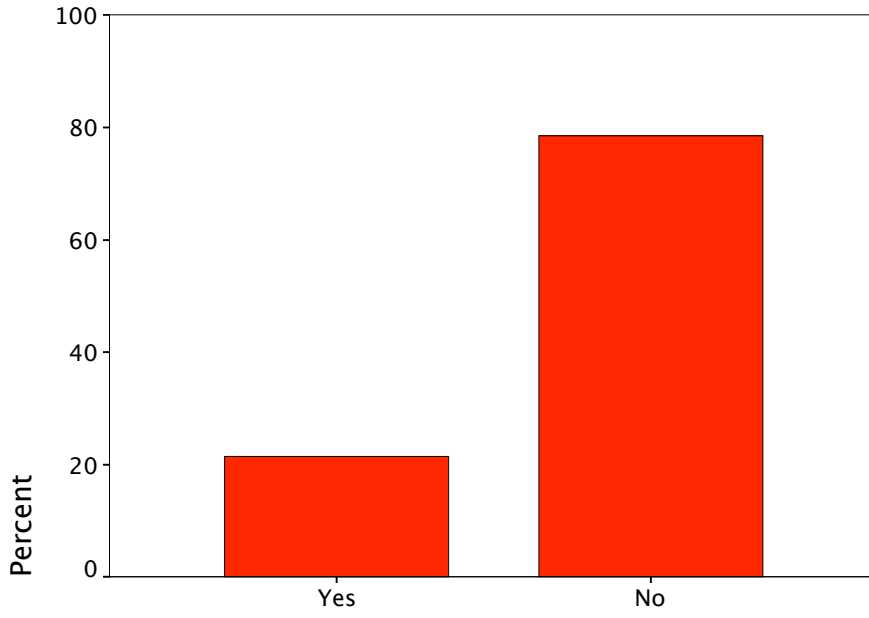
Radio Format Pref

TV-Wkday AM



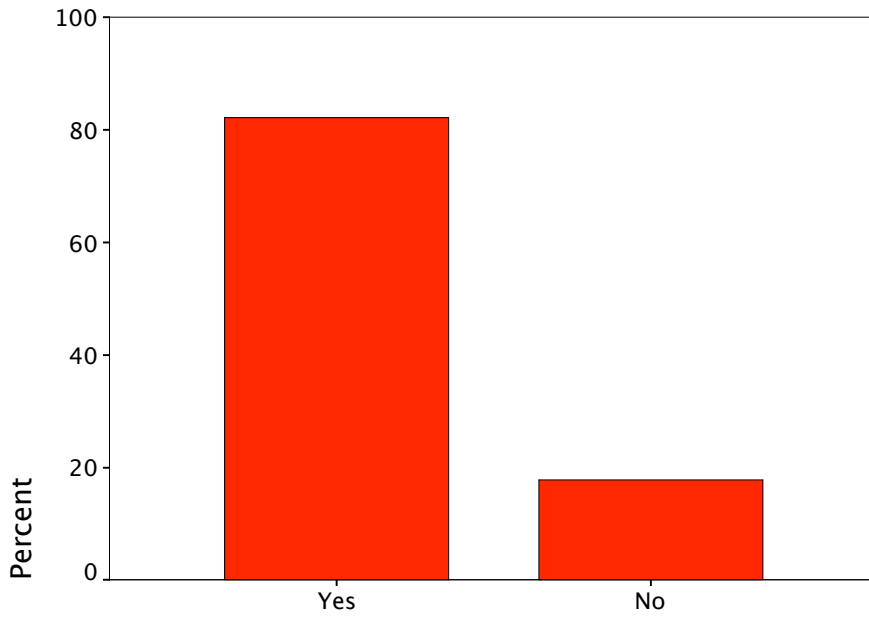
TV-Wkday AM

TV-Wkday PM



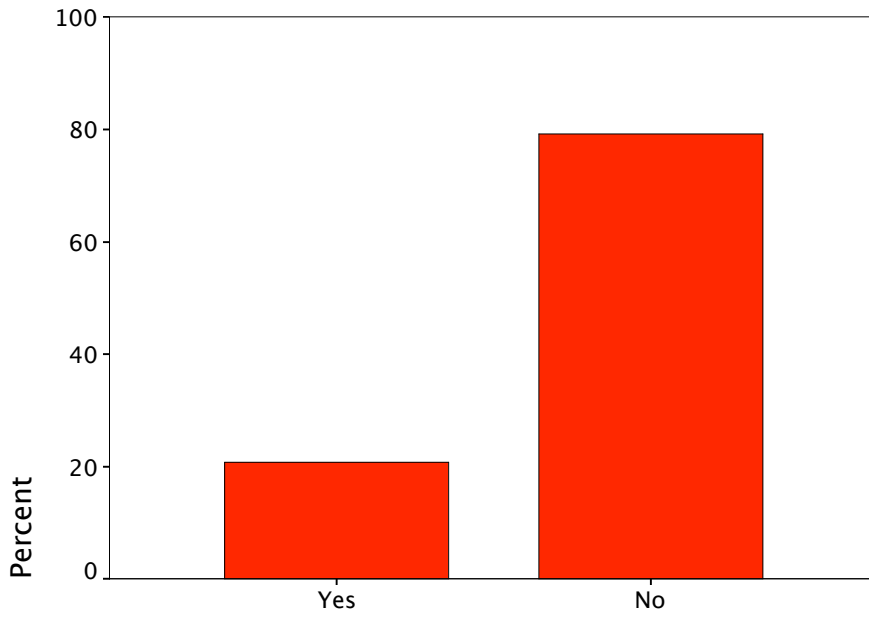
TV-Wkday PM

TV-Wkday Eve



TV-Wkday Eve

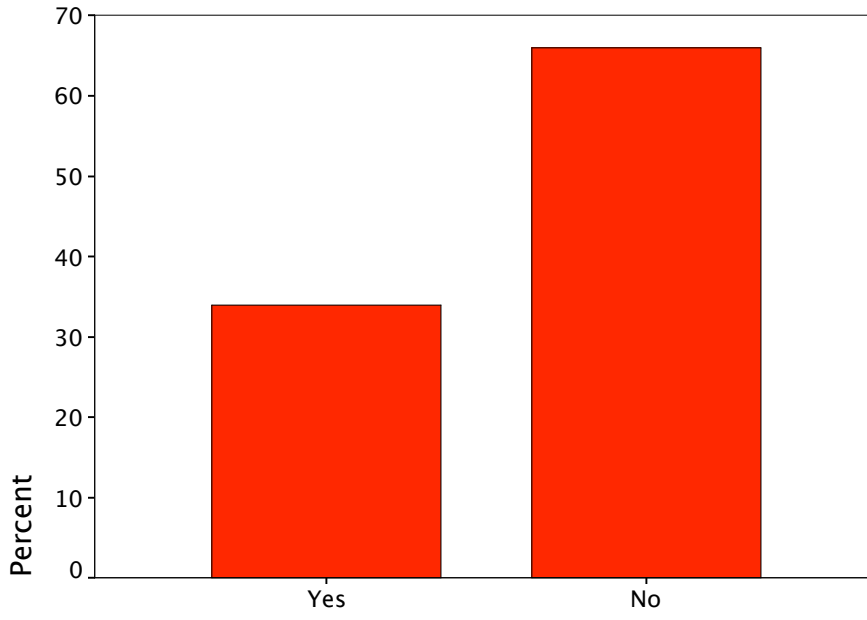
TV-Wkend AM



TV-Wkend AM

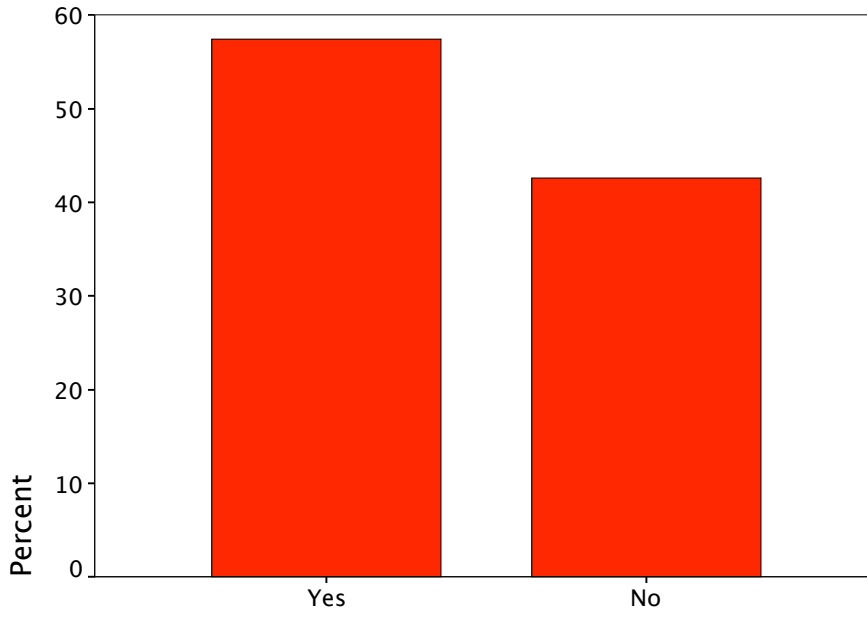


TV-Wkend PM



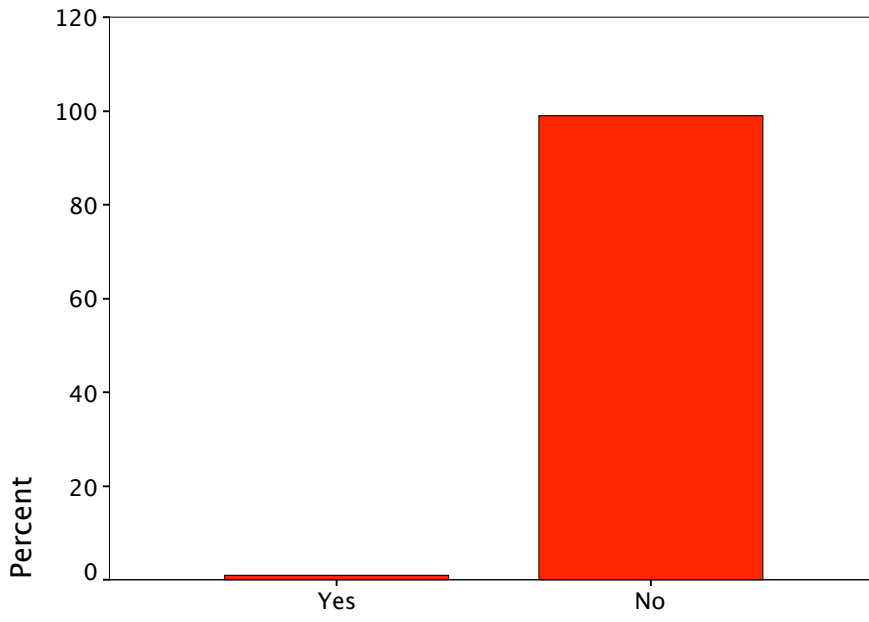
TV-Wkend PM

TV-Wkend Eve



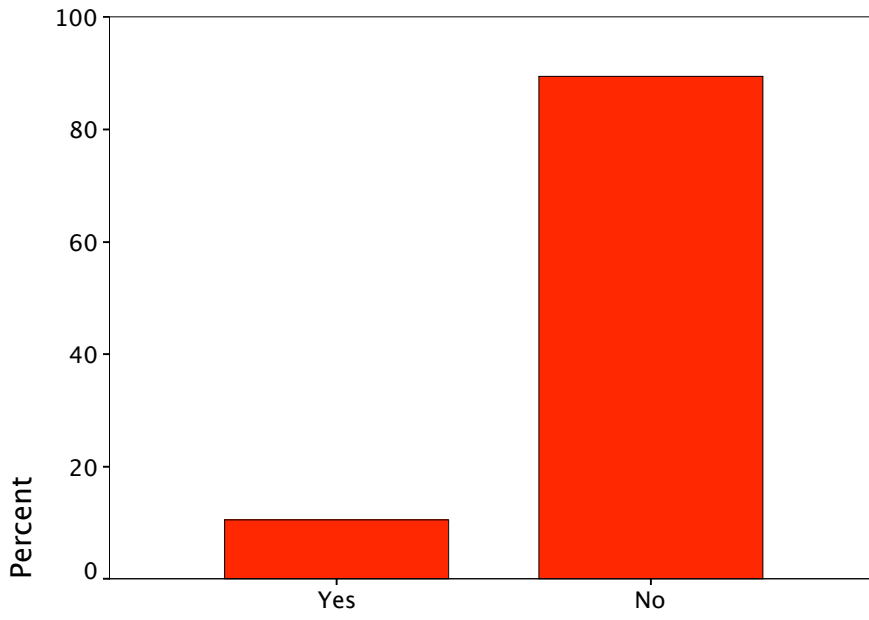
TV-Wkend Eve

## Bloomberg



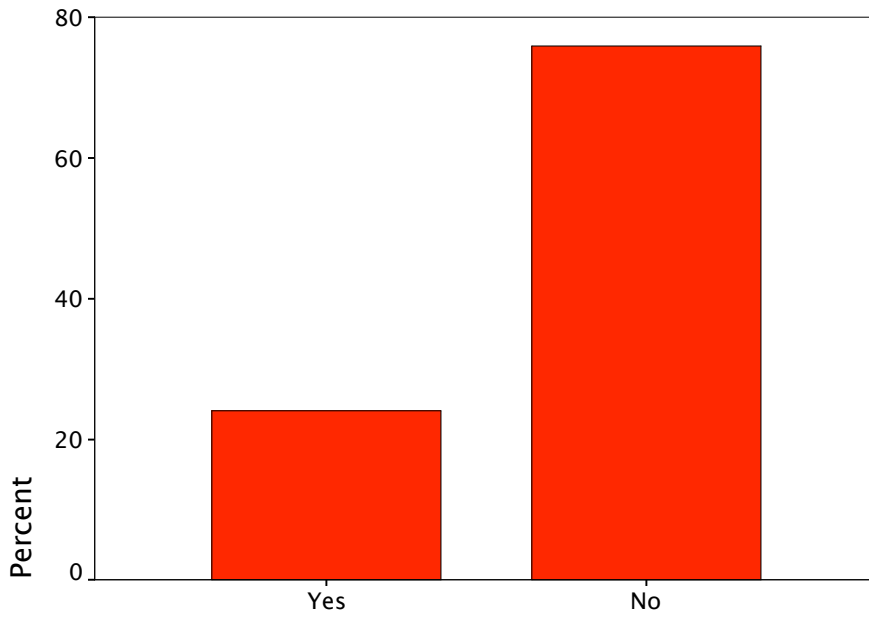
## Bloomberg

## CNBC



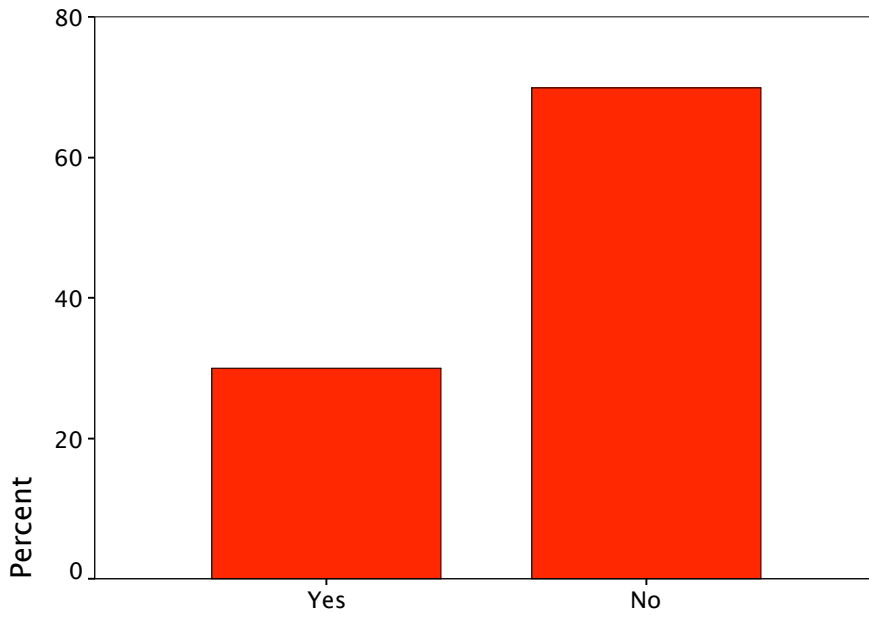
## CNBC

### CNN



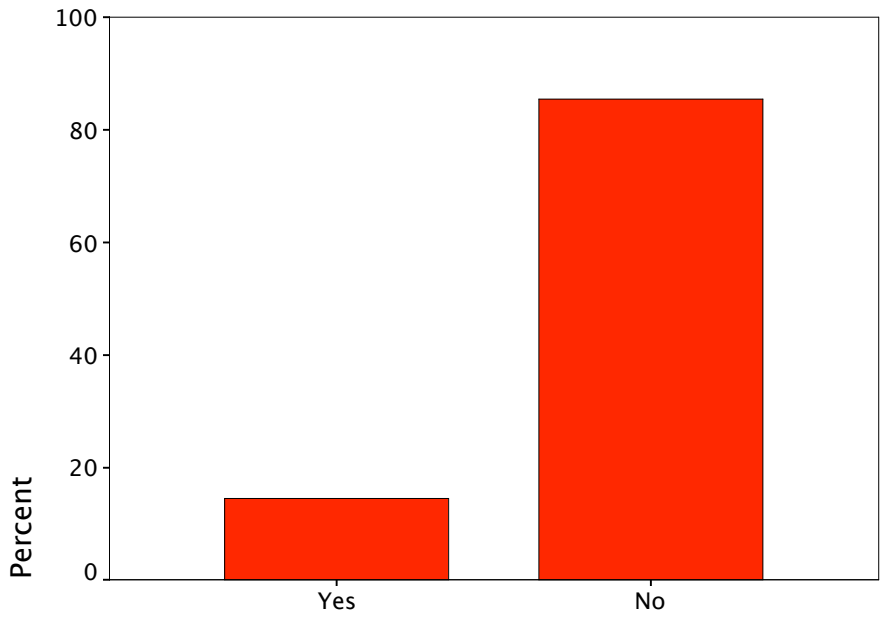
### CNN

### FoxNews



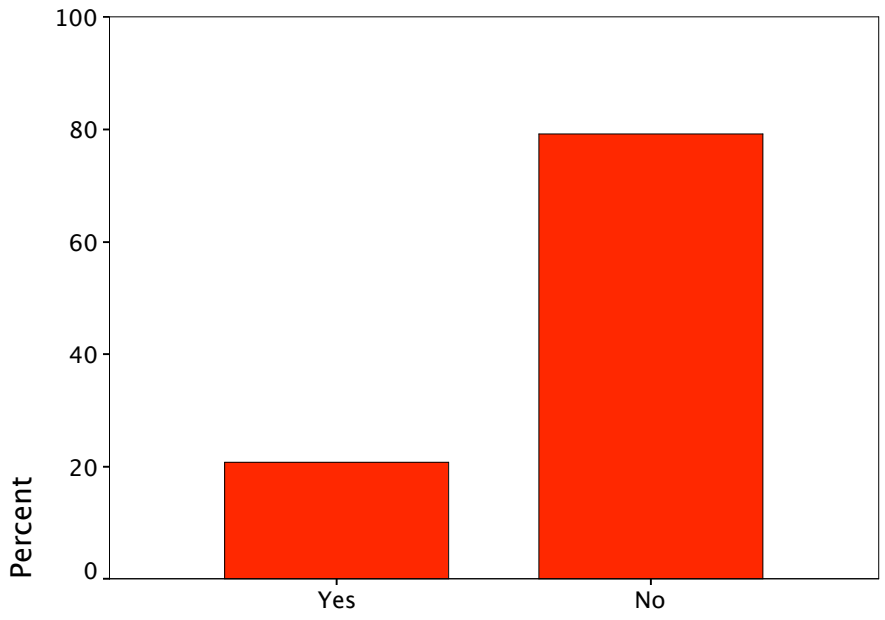
### FoxNews

### CNN Headline News



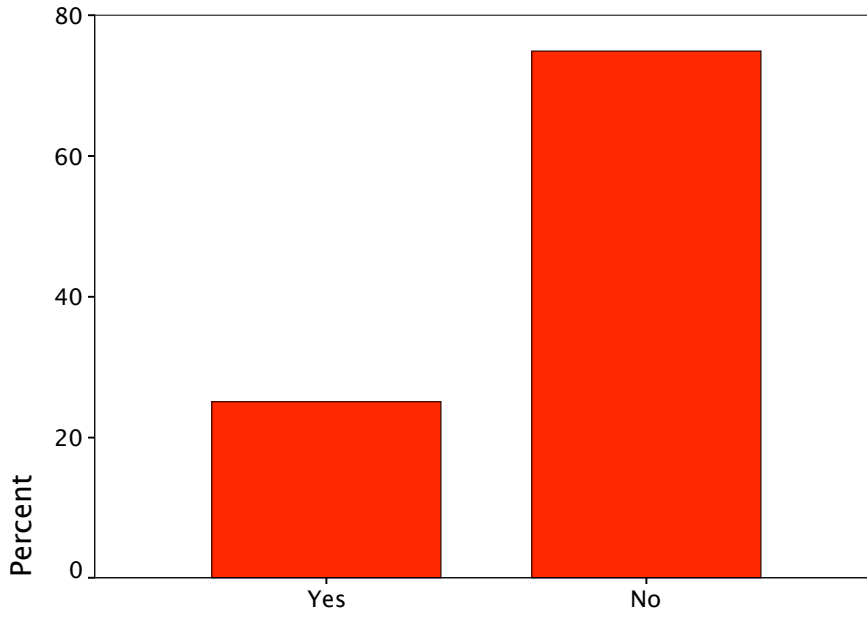
### CNN Headline News

### MSNBC



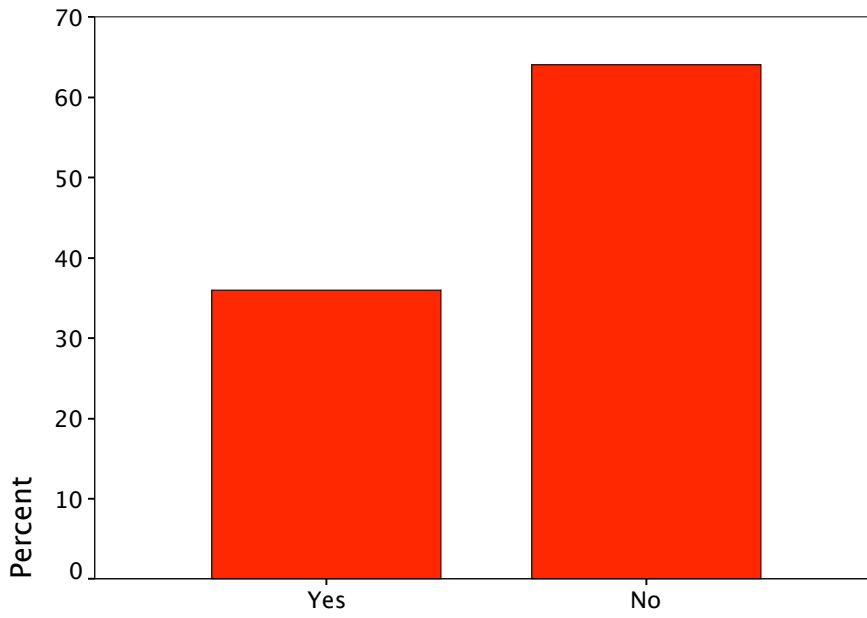
### MSNBC

### Early Local News



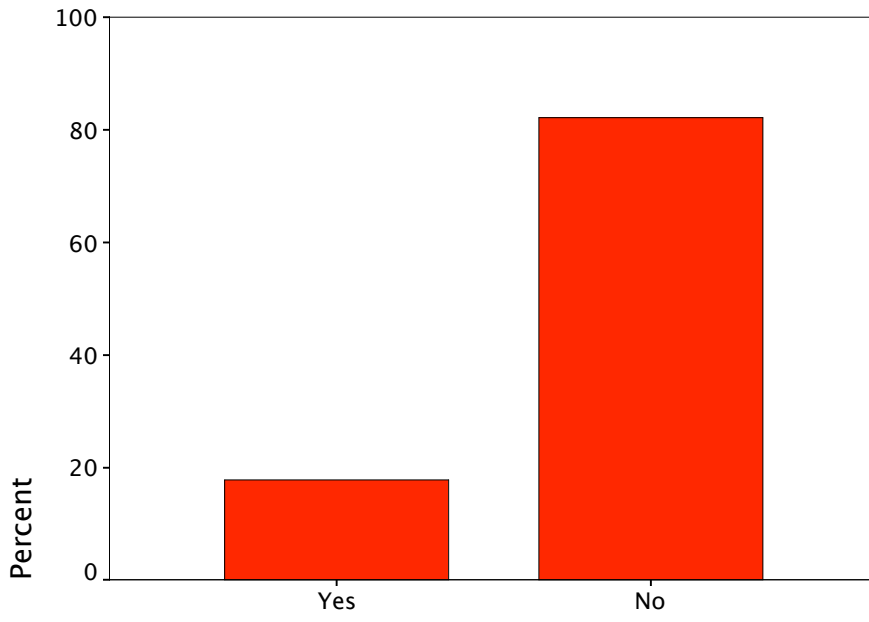
Early Local News

### Late Local News



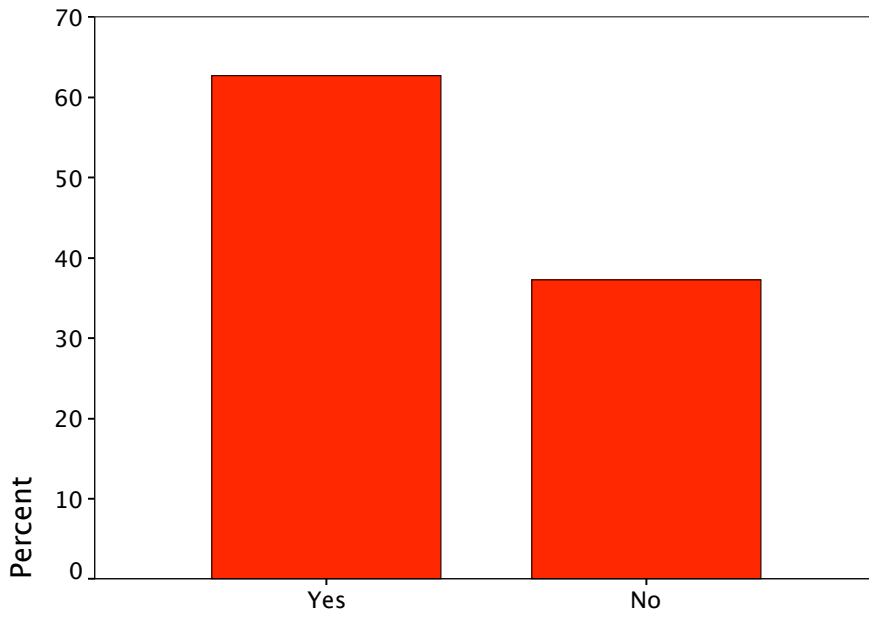
Late Local News

### Don't Watch News



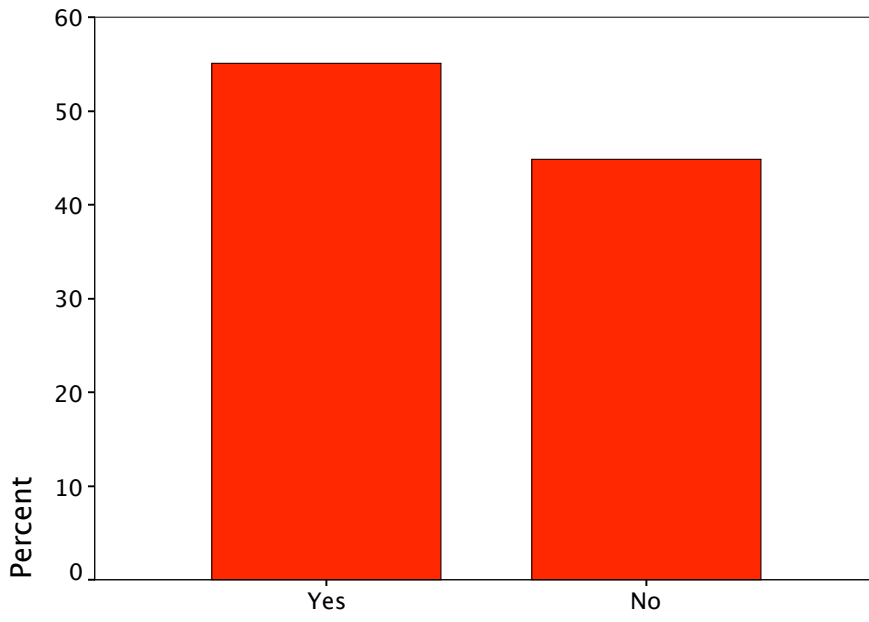
### Don't Watch News

### ABC



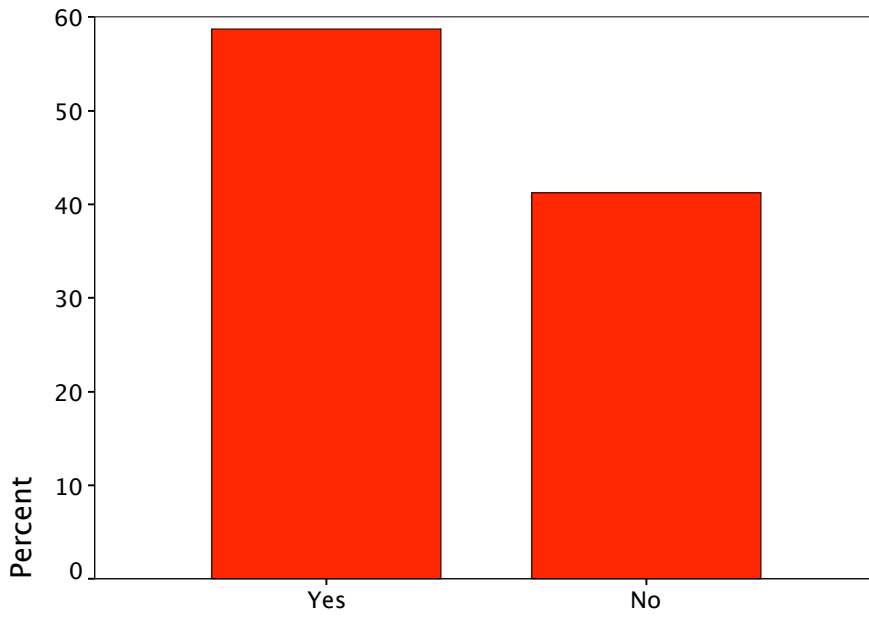
### ABC

### CBS



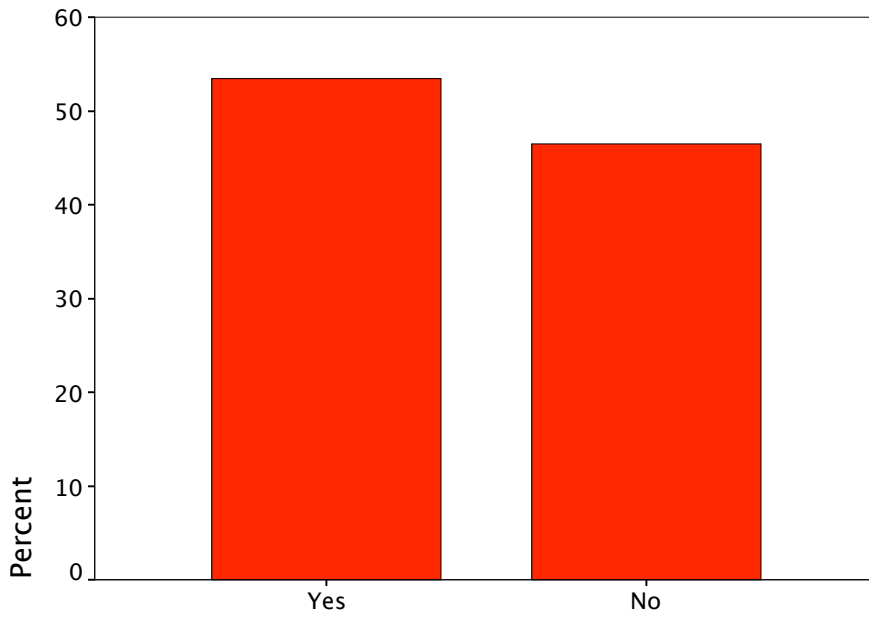
### CBS

### FOX



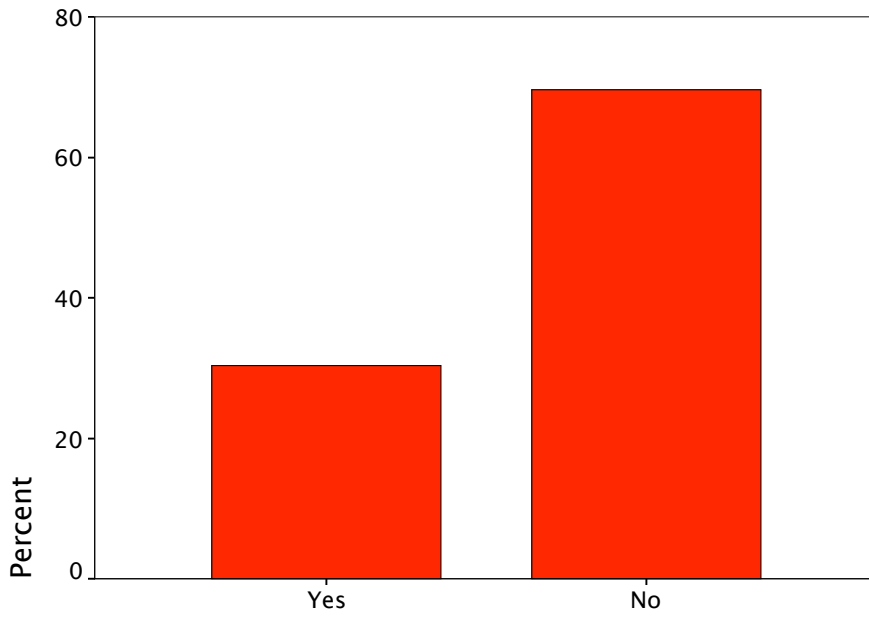
### FOX

### NBC



### NBC

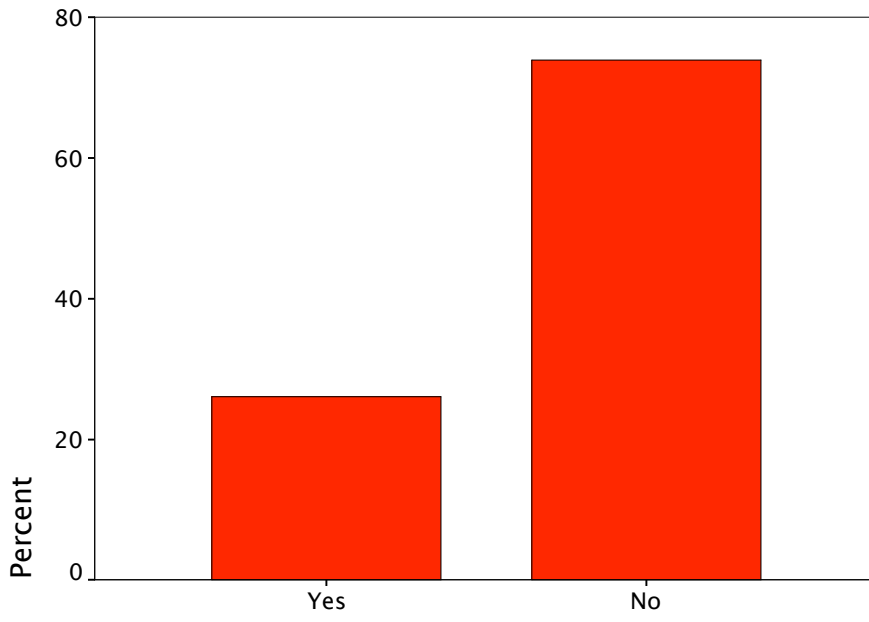
### PBS



### PBS

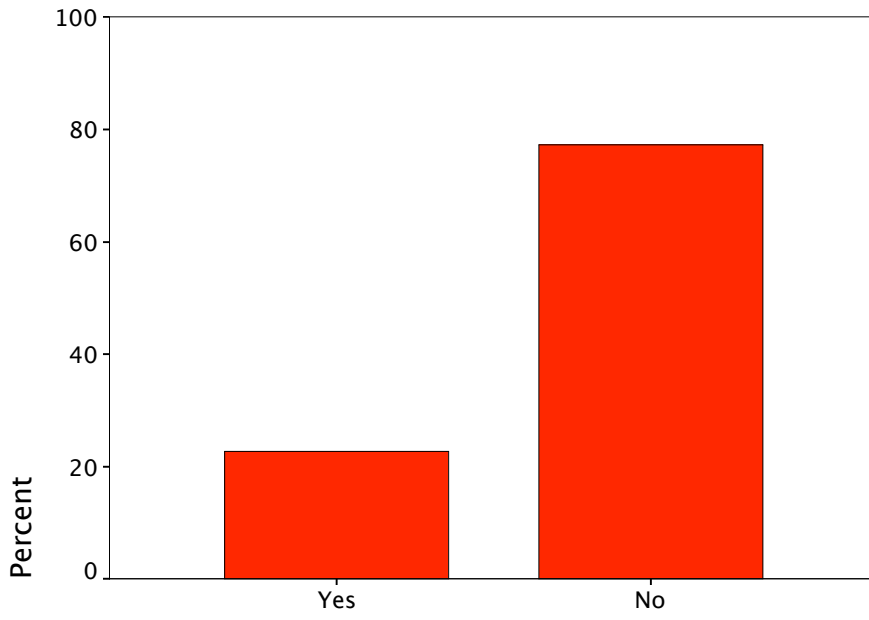


### CW



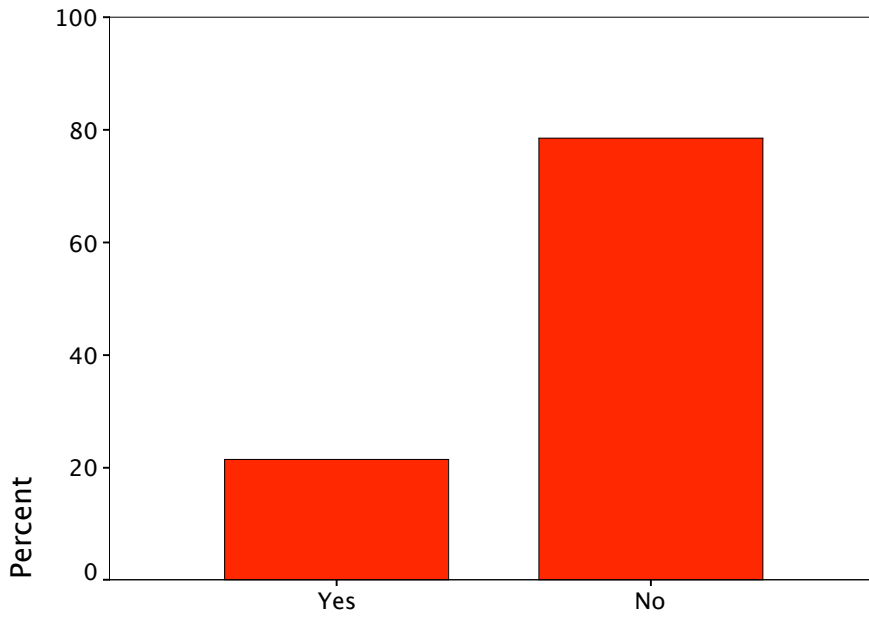
### CW

### A&E



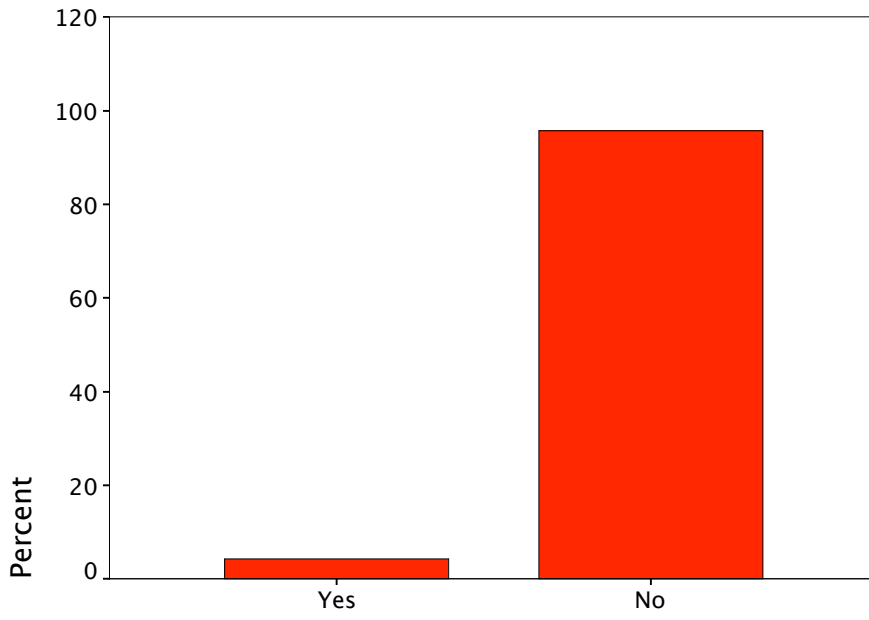
### A&E

## Animal Planet



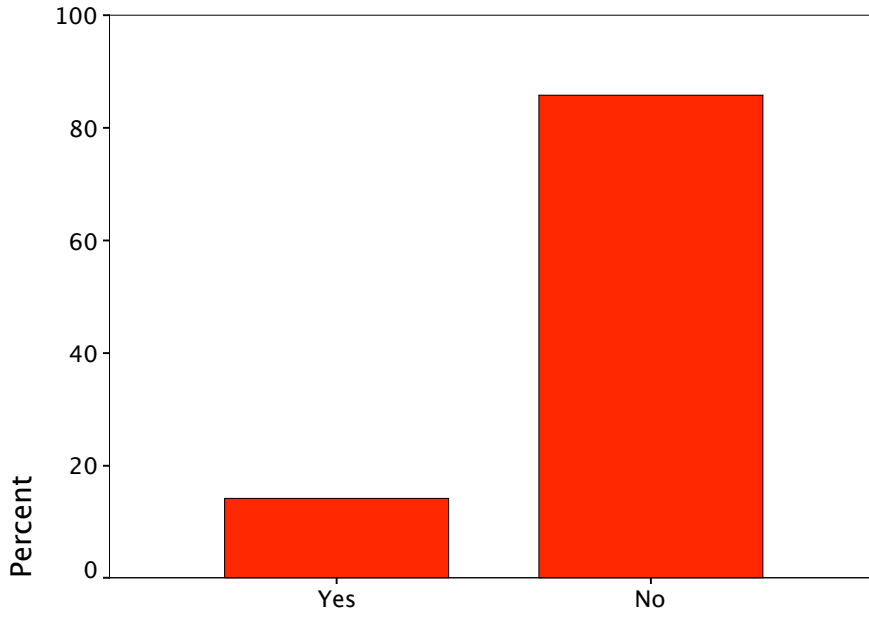
## Animal Planet

## B-E-T



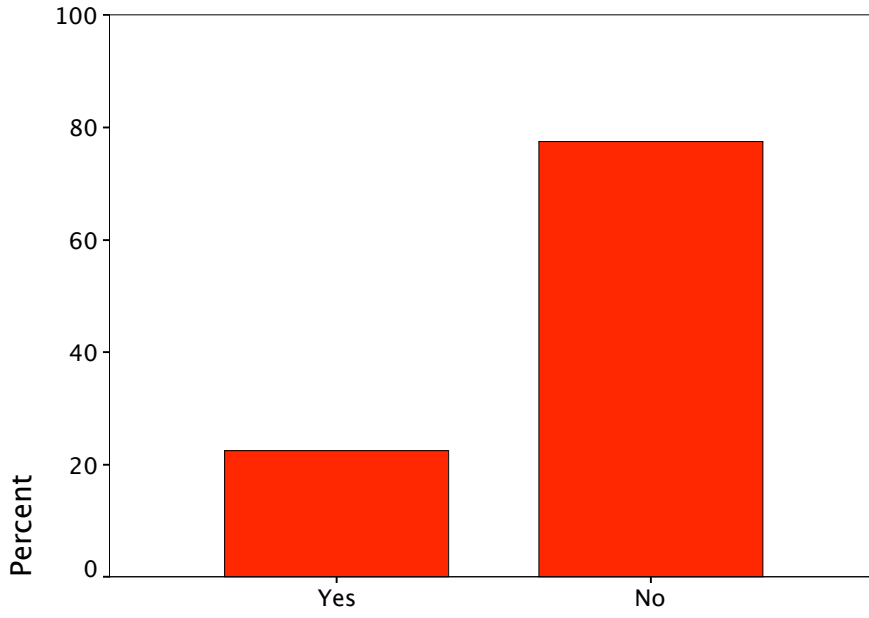
## B-E-T

### Bravo



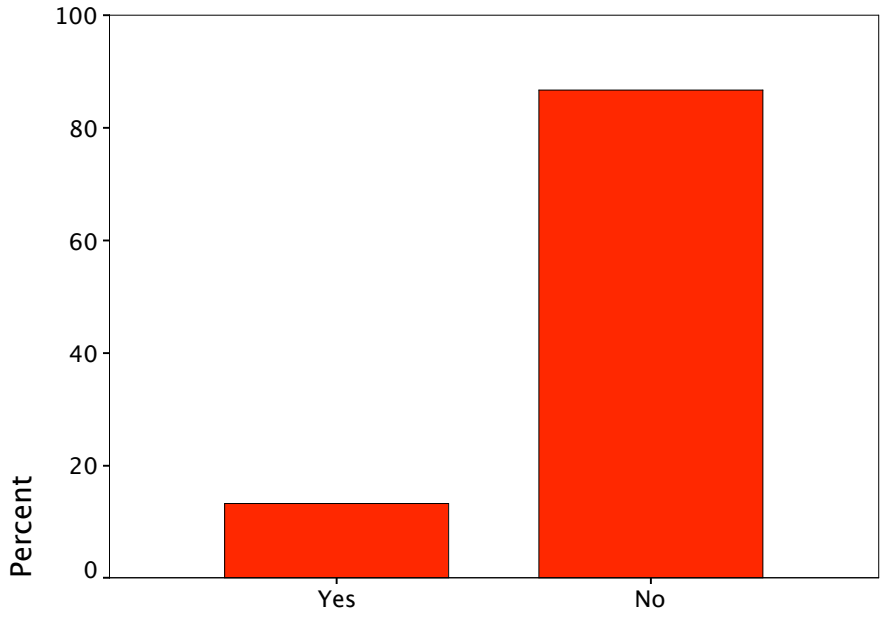
### Bravo

### Cartoon



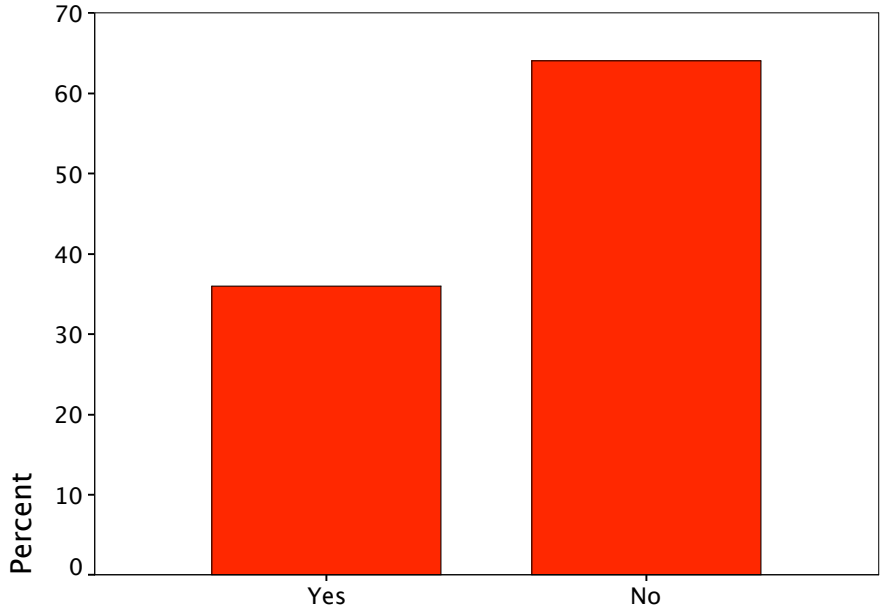
### Cartoon

### CMT



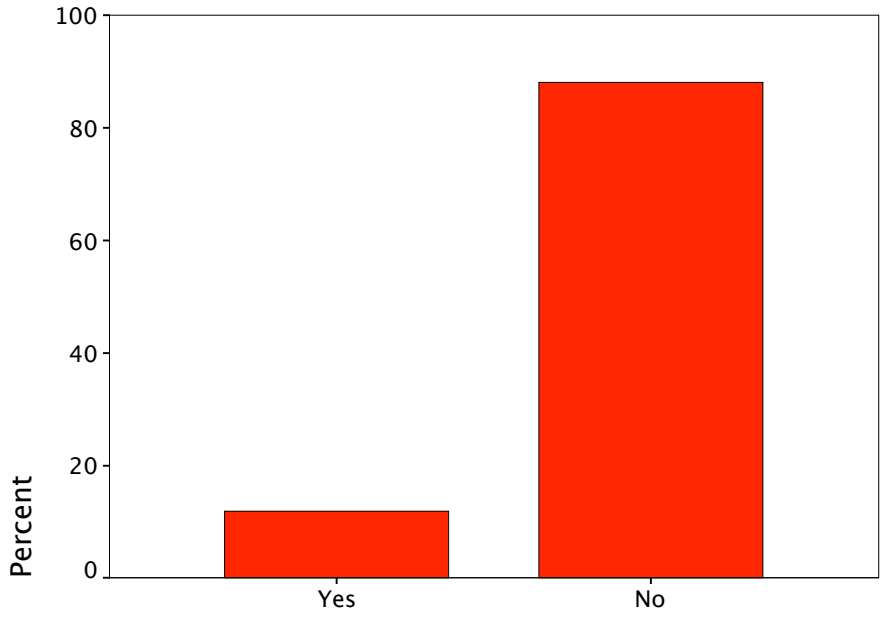
### CMT

### Comedy

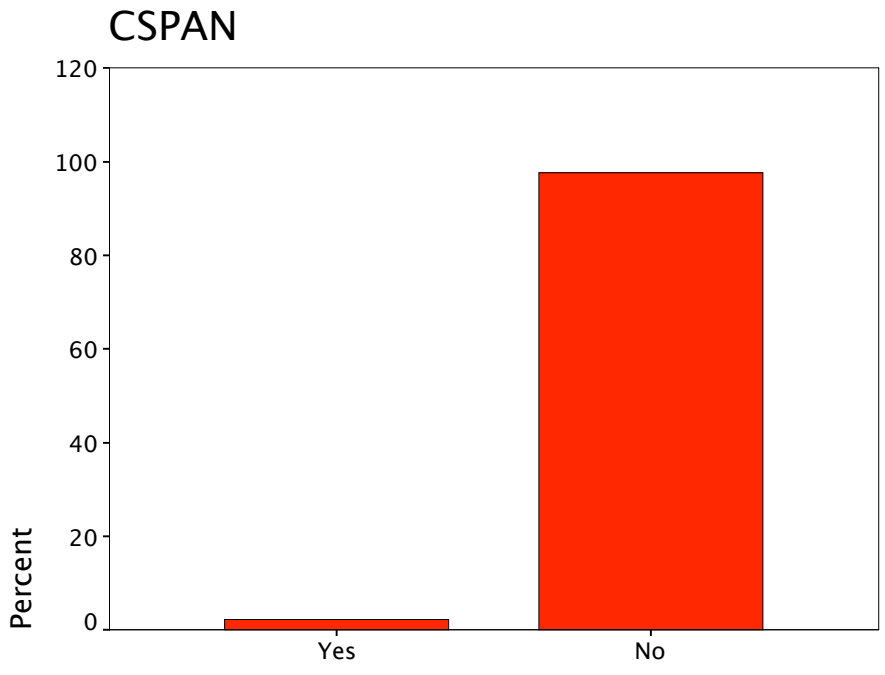


### Comedy

### Court TV

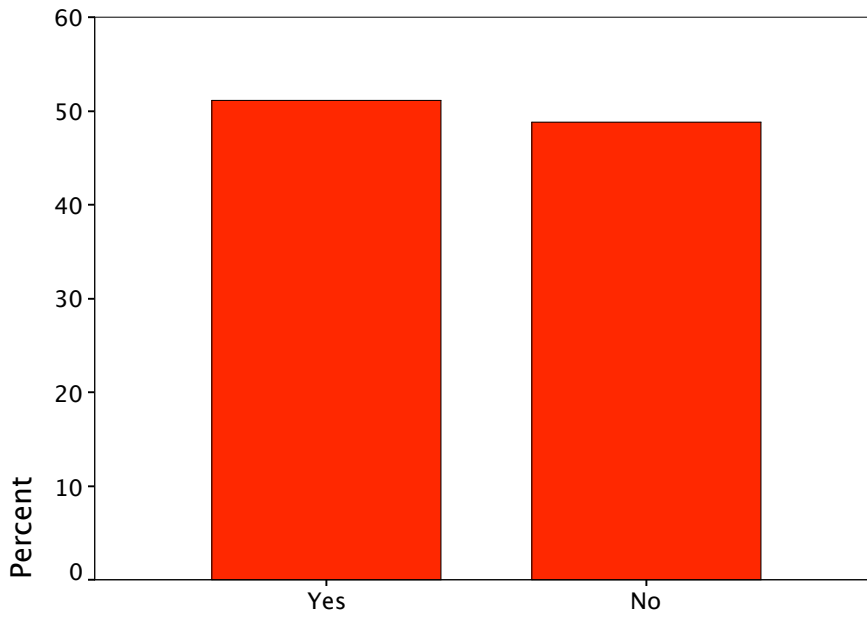


### CSPAN



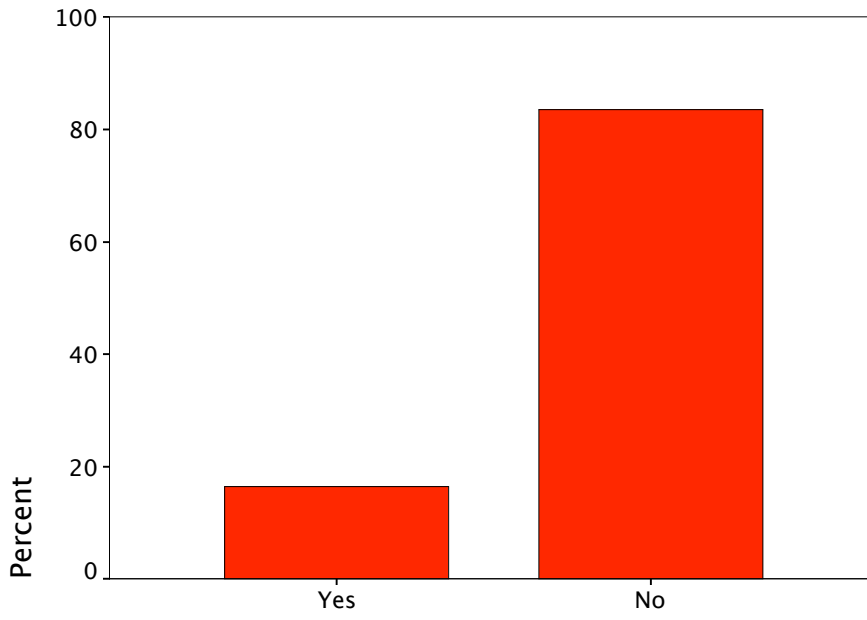
### CSPAN

## Discovery



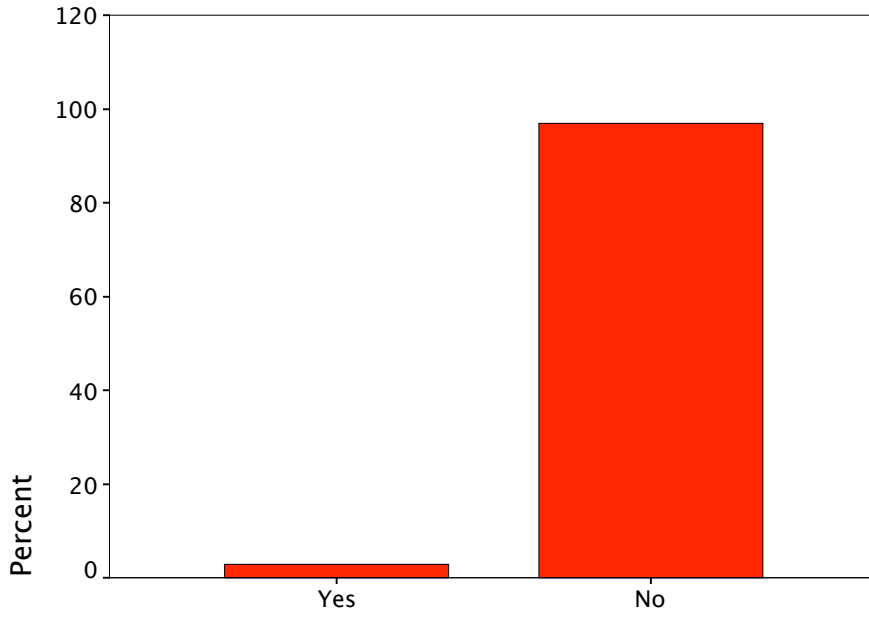
## Discovery

## Disney



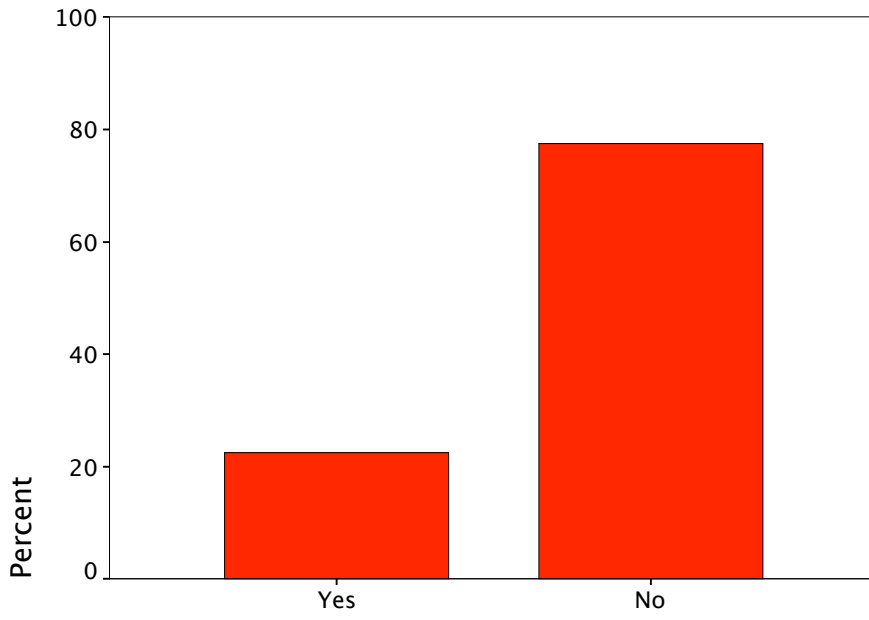
## Disney

### My Net TV



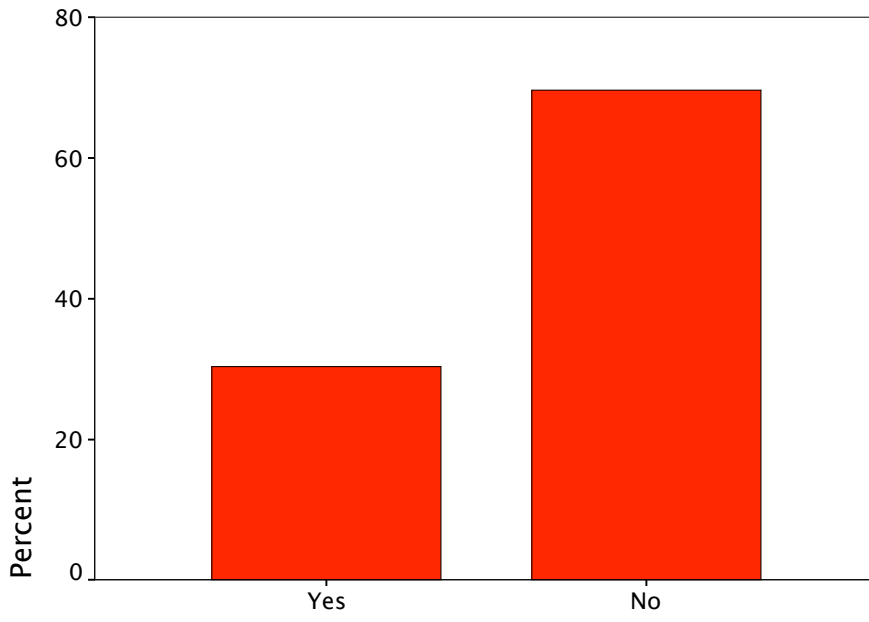
### My Net TV

### ESPN



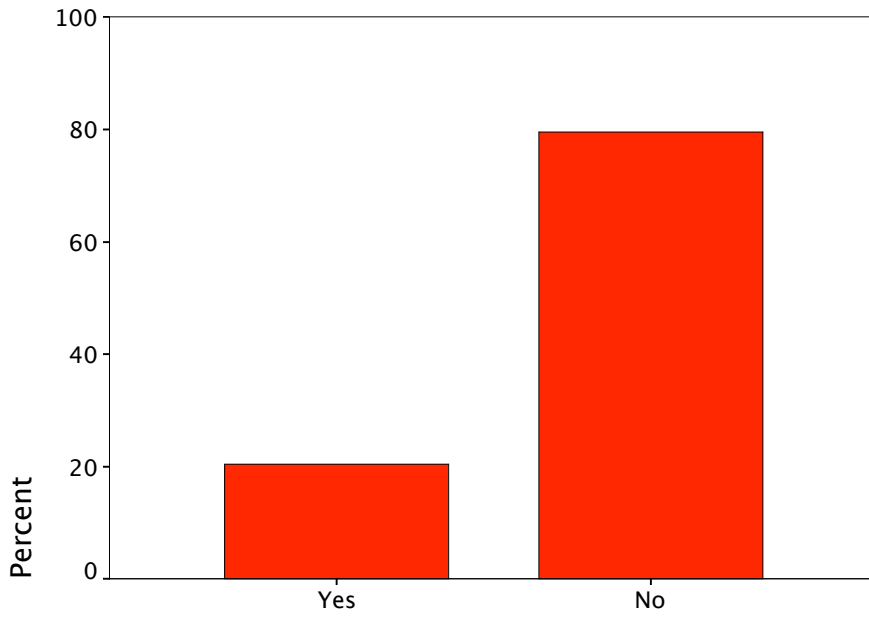
### ESPN

### Food Channel



### Food Channel

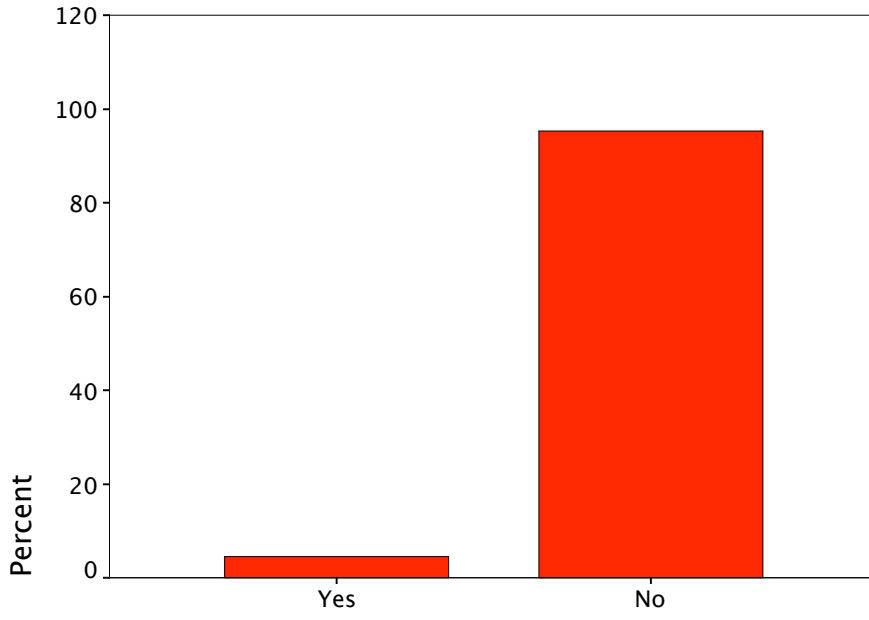
### FX



### FX

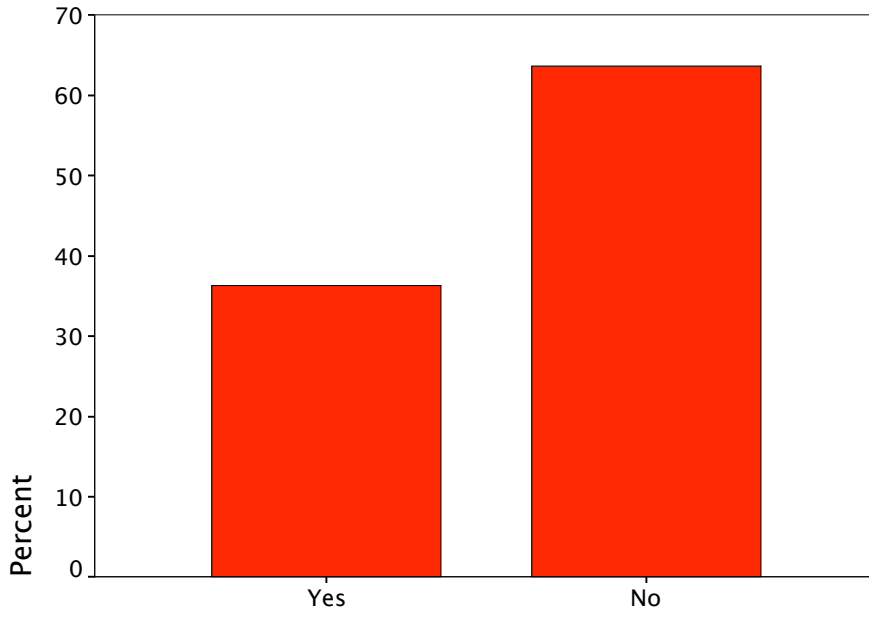


### G4



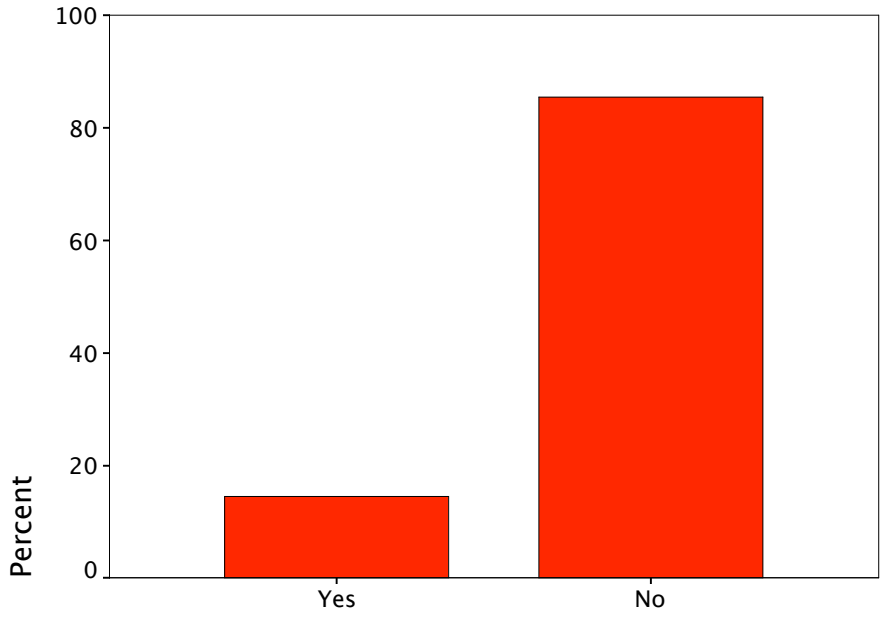
### G4

### History



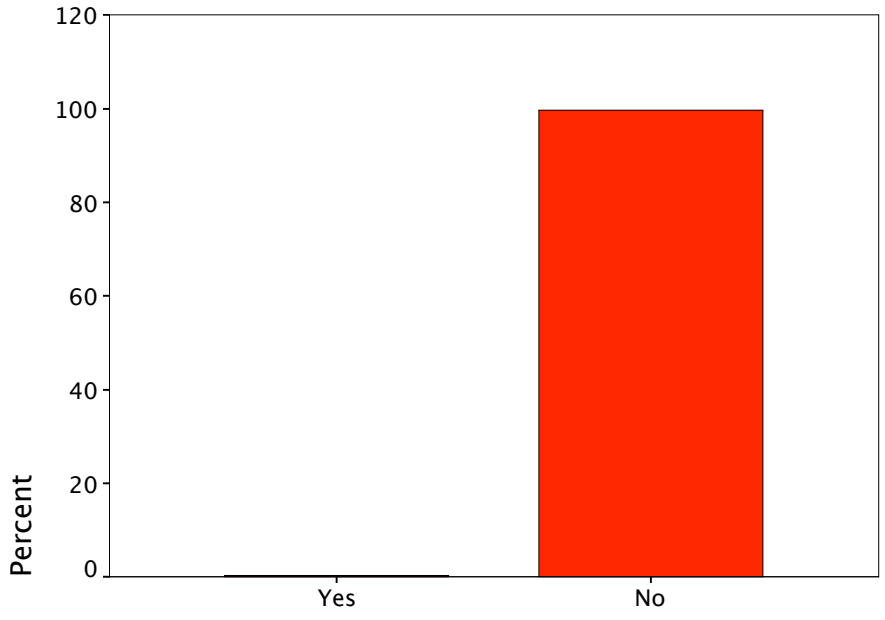
### History

### HGTV



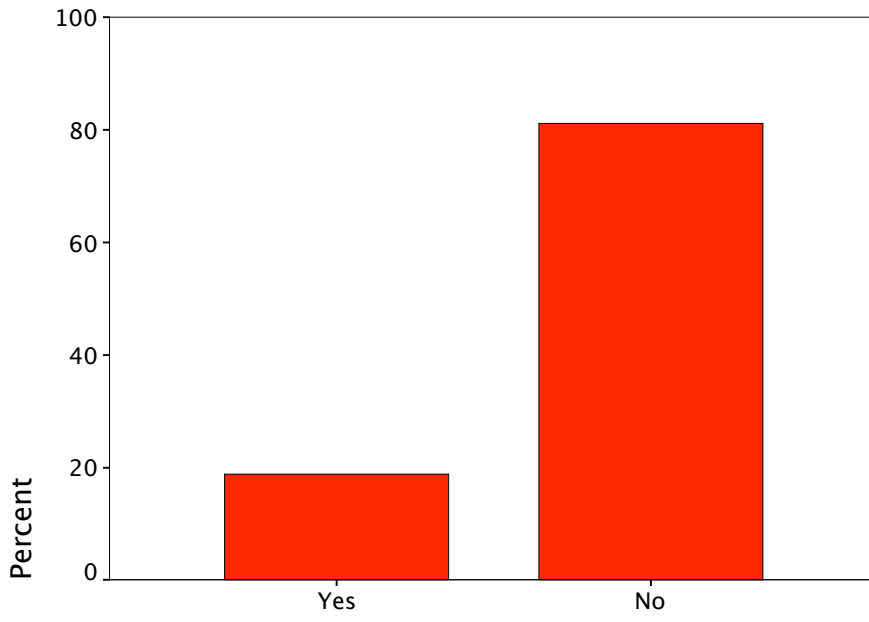
### HGTV

### HSN



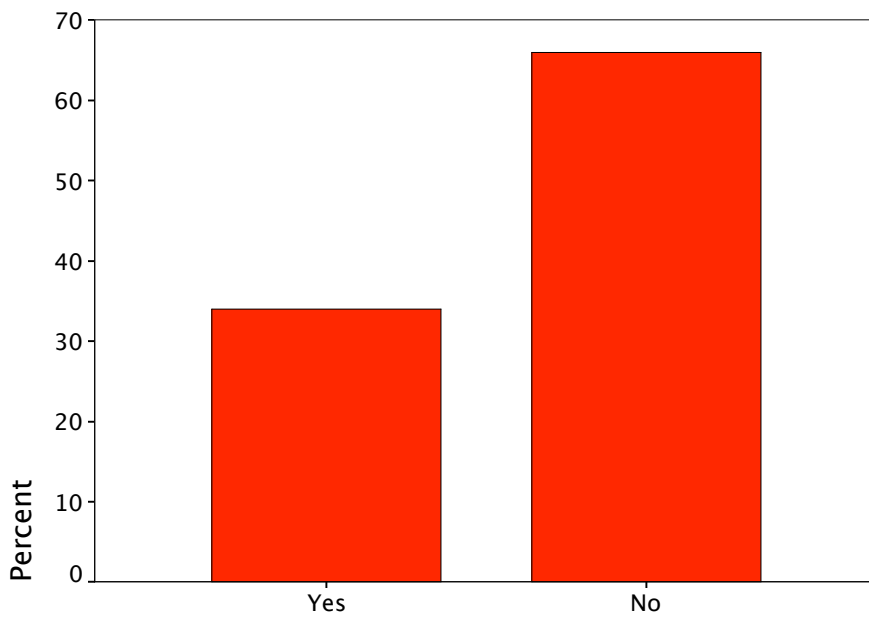
### HSN

## Lifetime



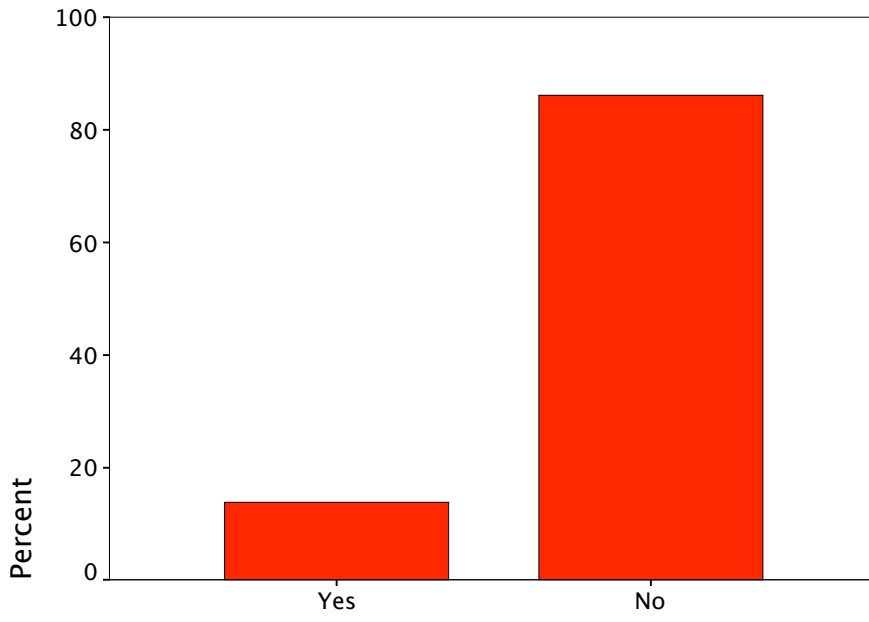
## Lifetime

## MTV



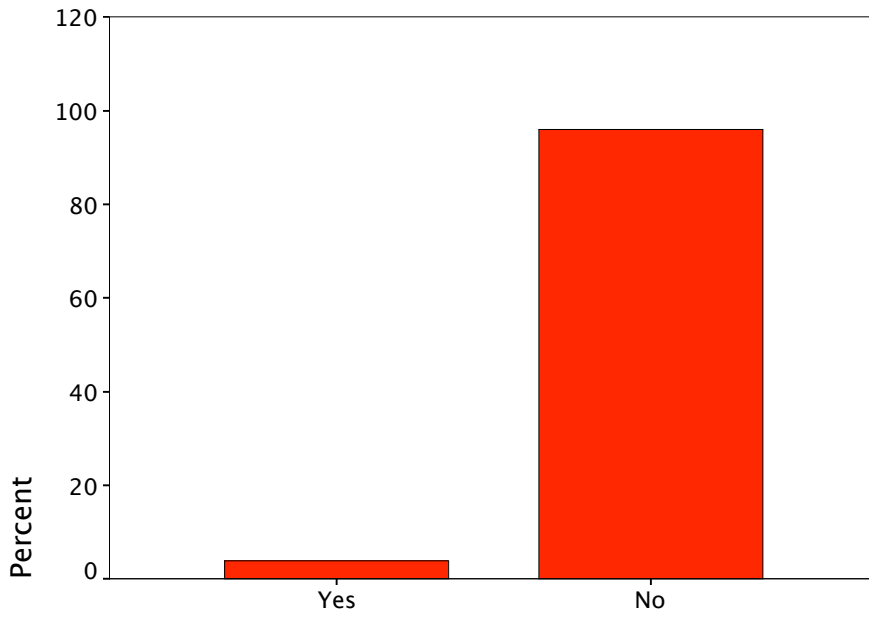
## MTV

## Nickelodeon



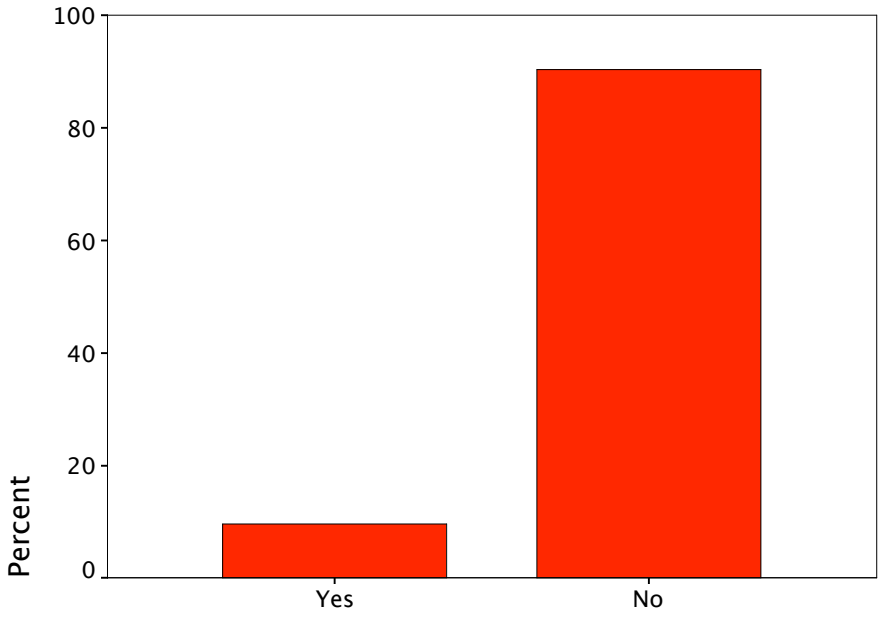
## Nickelodeon

## OLN



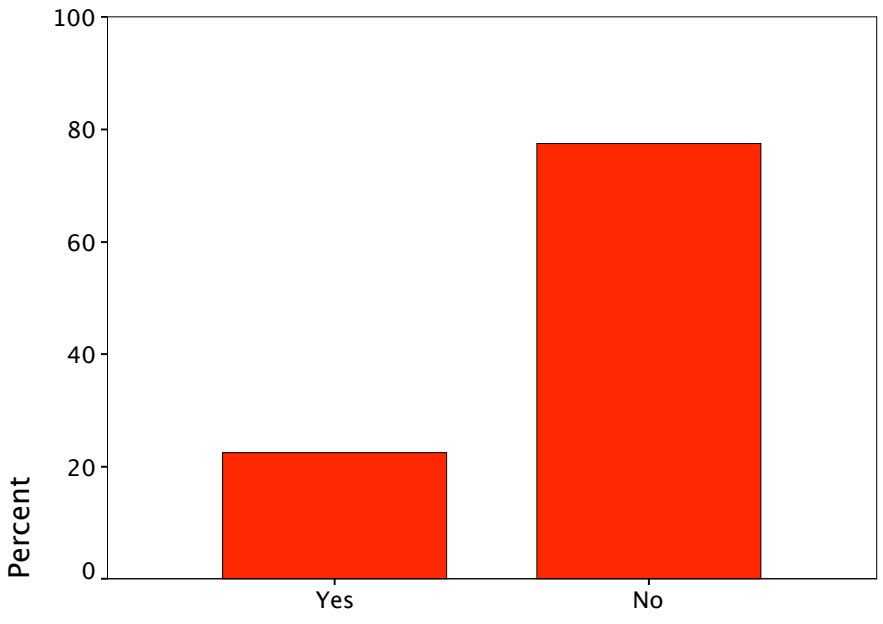
## OLN

## Oxygen



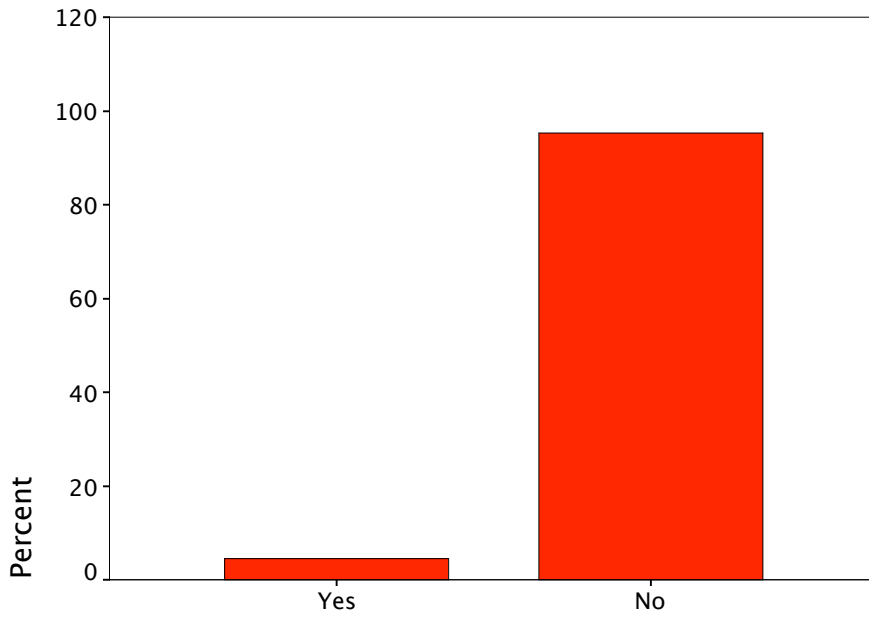
## Oxygen

## SciFi



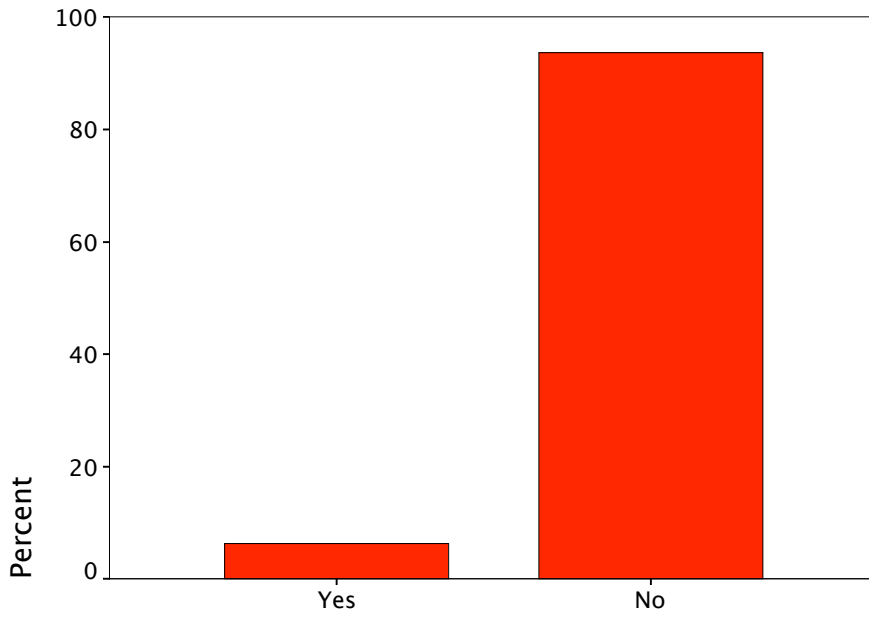
## SciFi

## Soap



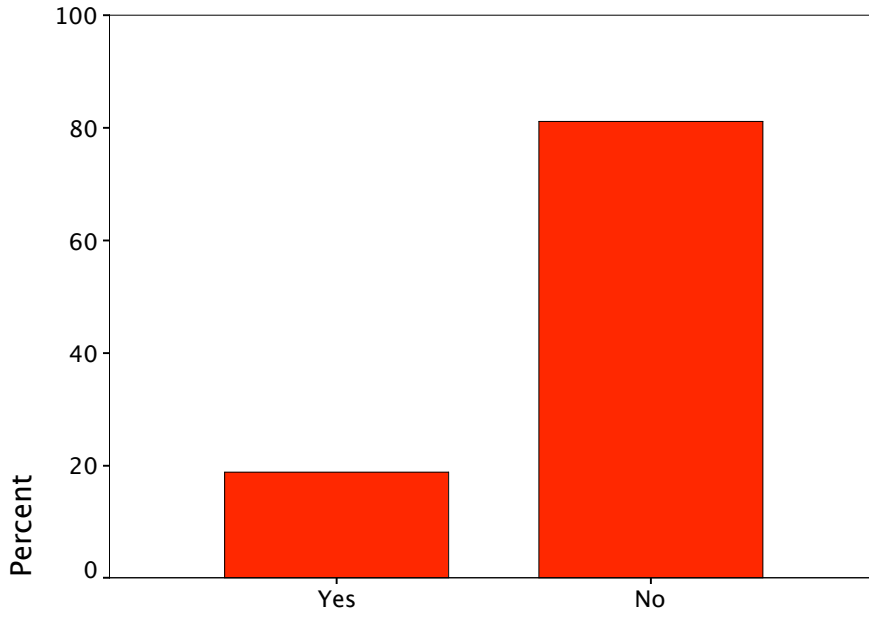
## Soap

## Speed



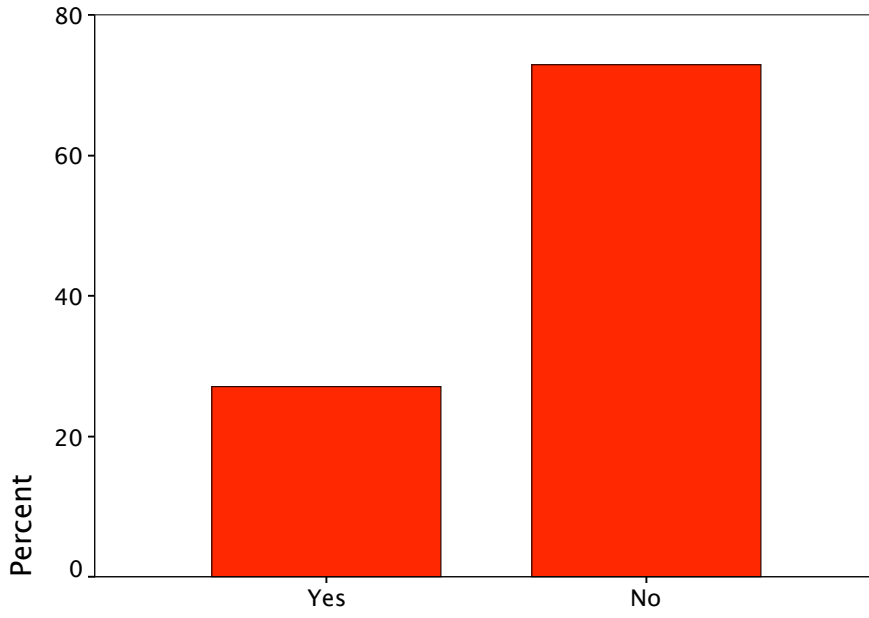
## Speed

### Spike



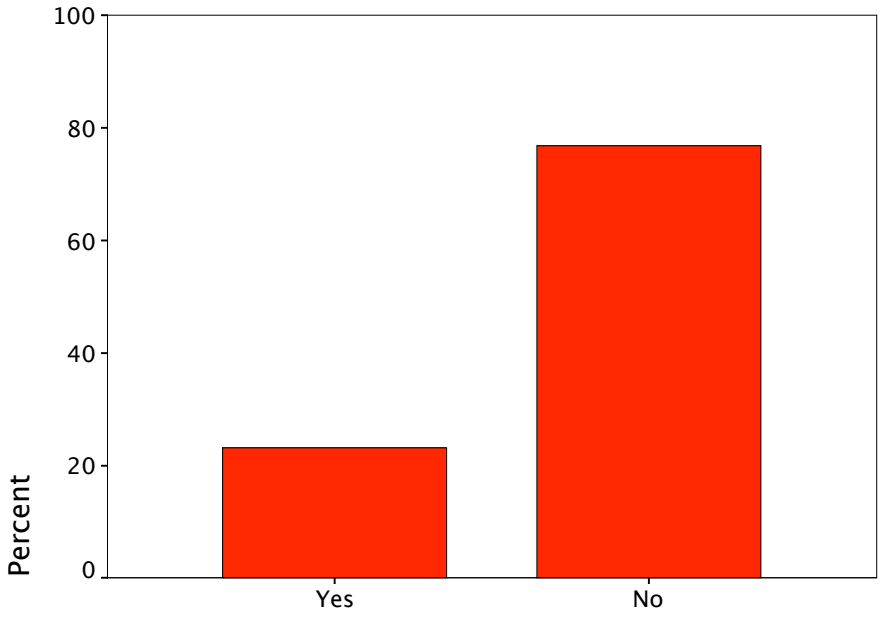
### Spike

### TBS



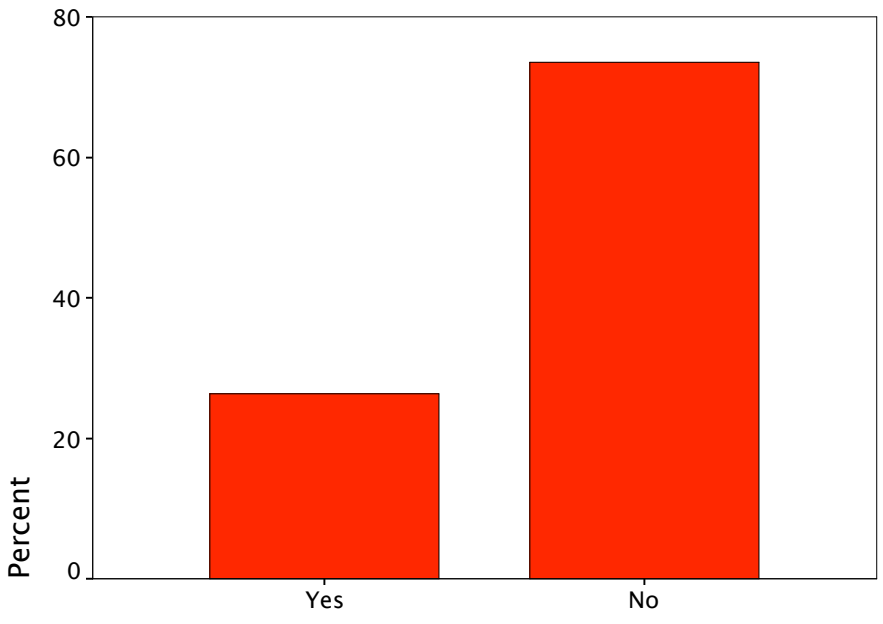
### TBS

### TLC



### TLC

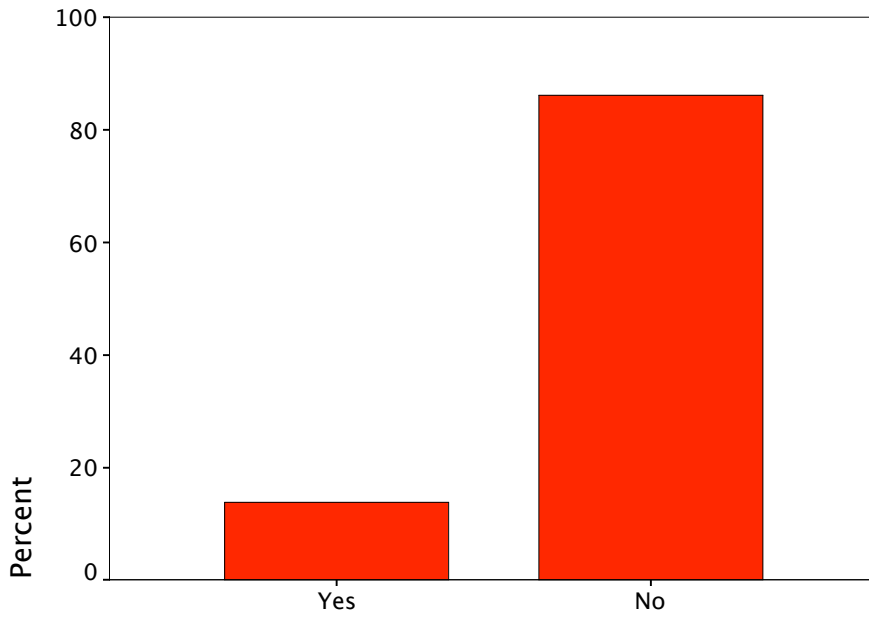
### TNT



### TNT

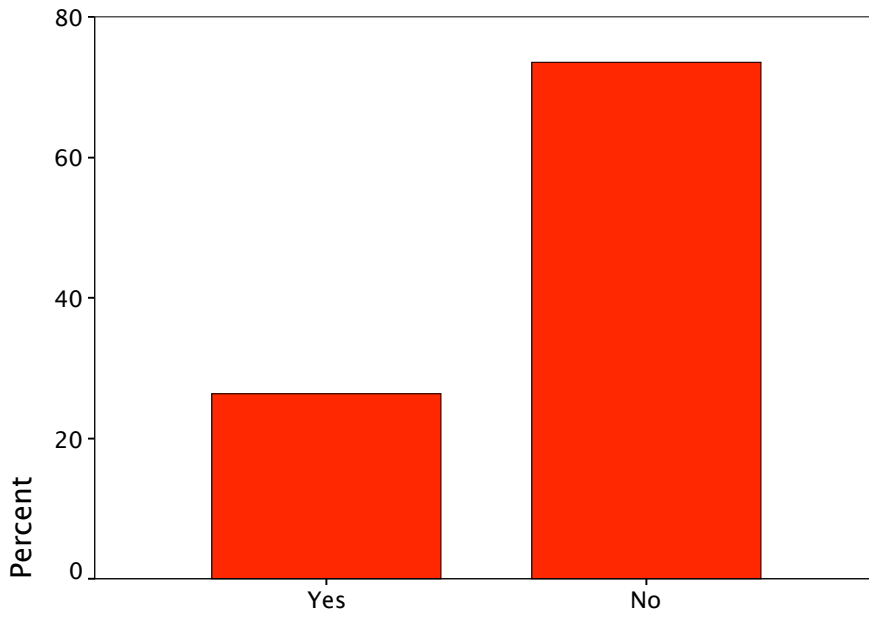


## Travel



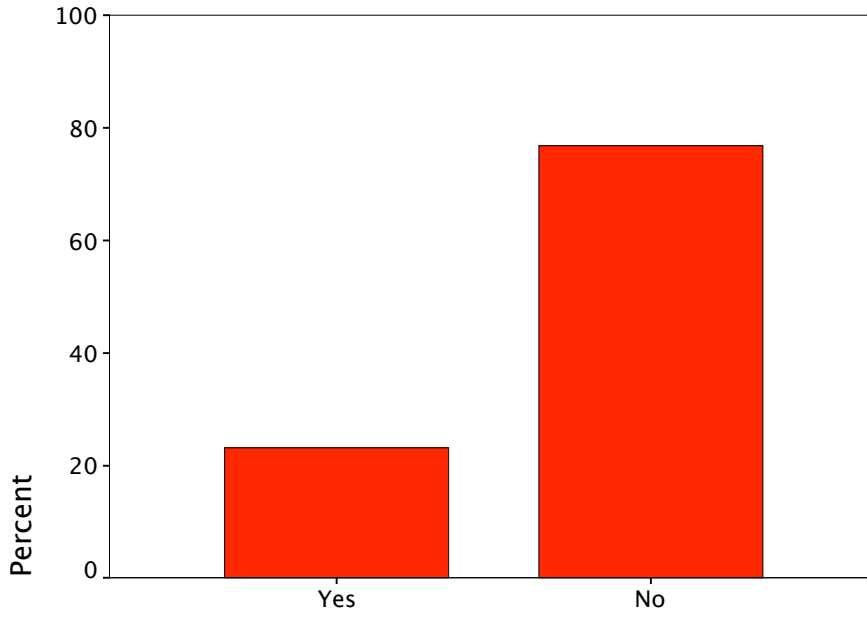
## Travel

## VH1



## VH1

## USA



USA

## Frequencies

### Statistics

		Read Paper Daily	Read Paper Wkly
N	Valid	298	293
	Missing	5	10
Mean		4.19	3.68
Median		5.00	4.00

## Frequency Table

### Read Paper Daily

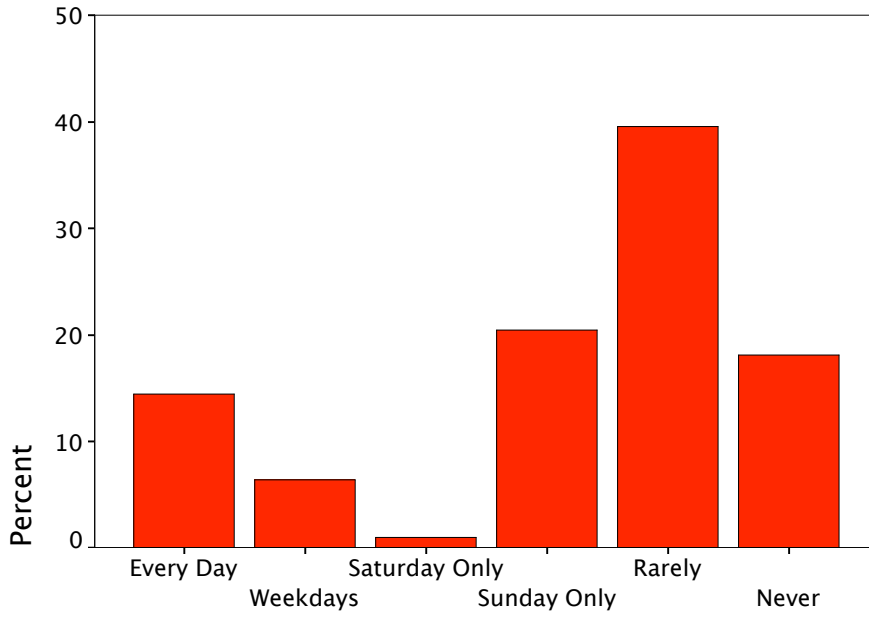
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every Day	43	14.2	14.4	14.4
	Weekdays	19	6.3	6.4	20.8
	Saturday Only	3	1.0	1.0	21.8
	Sunday Only	61	20.1	20.5	42.3
	Rarely	118	38.9	39.6	81.9
	Never	54	17.8	18.1	100.0
	Total	298	98.3	100.0	
Missing	99	5	1.7		
Total		303	100.0		

### Read Paper Wkly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every Week	48	15.8	16.4	16.4
	Every Couple Weeks	27	8.9	9.2	25.6
	Once a Month	16	5.3	5.5	31.1
	Rarely	81	26.7	27.6	58.7
	Never	121	39.9	41.3	100.0
	Total	293	96.7	100.0	
Missing	99	10	3.3		
Total		303	100.0		

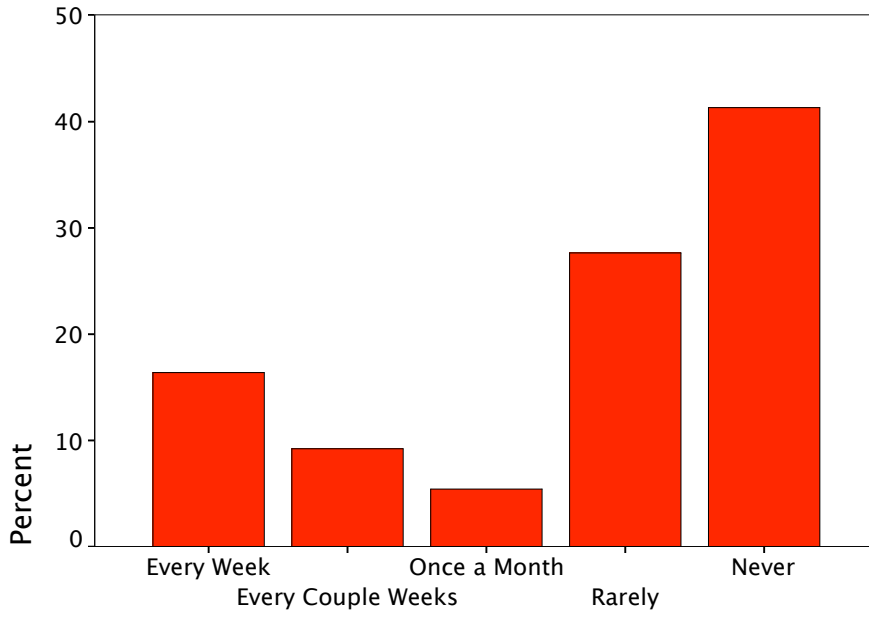
### Bar Chart

### Read Paper Daily



Read Paper Daily

### Read Paper Wkly



Read Paper Wkly

## Frequencies

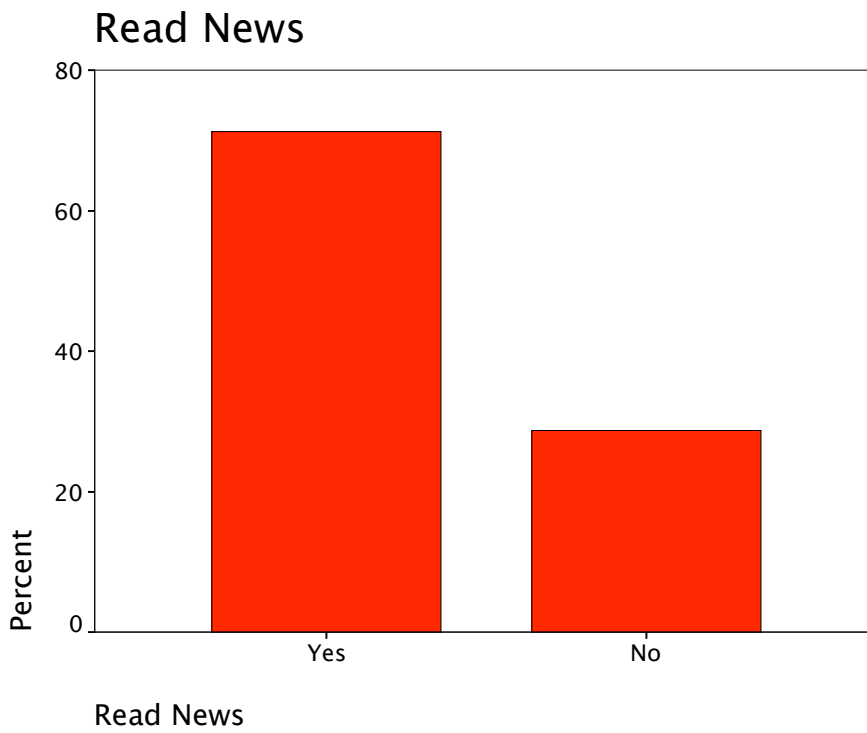
### Statistics

		Read News	Read Comics	Read Ads	Read Theater	Read Events
N	Valid	303	303	303	303	303
	Missing	0	0	0	0	0

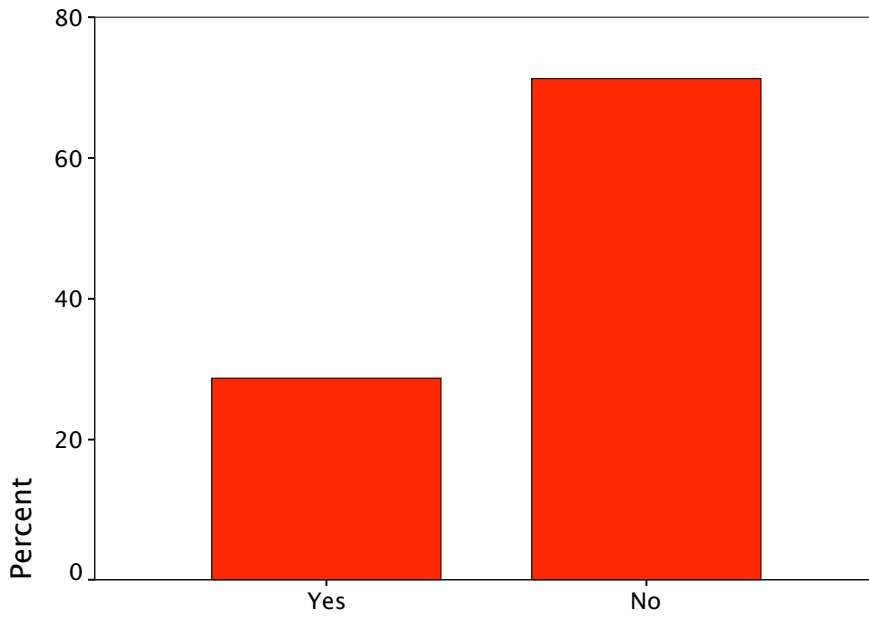
### Statistics

		Read Classifieds	Read Sports
N	Valid	303	303
	Missing	0	0

## Bar Chart

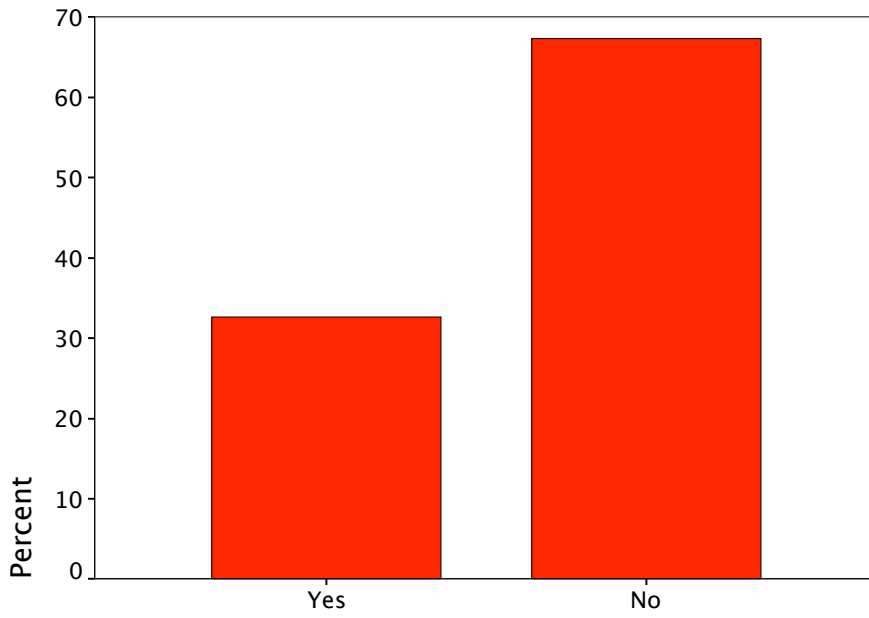


### Read Comics



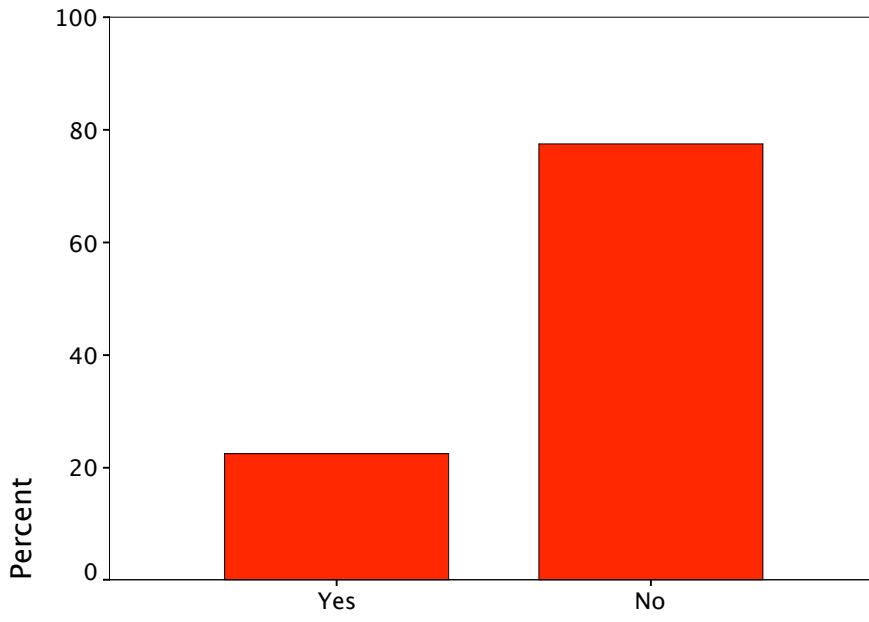
Read Comics

### Read Ads



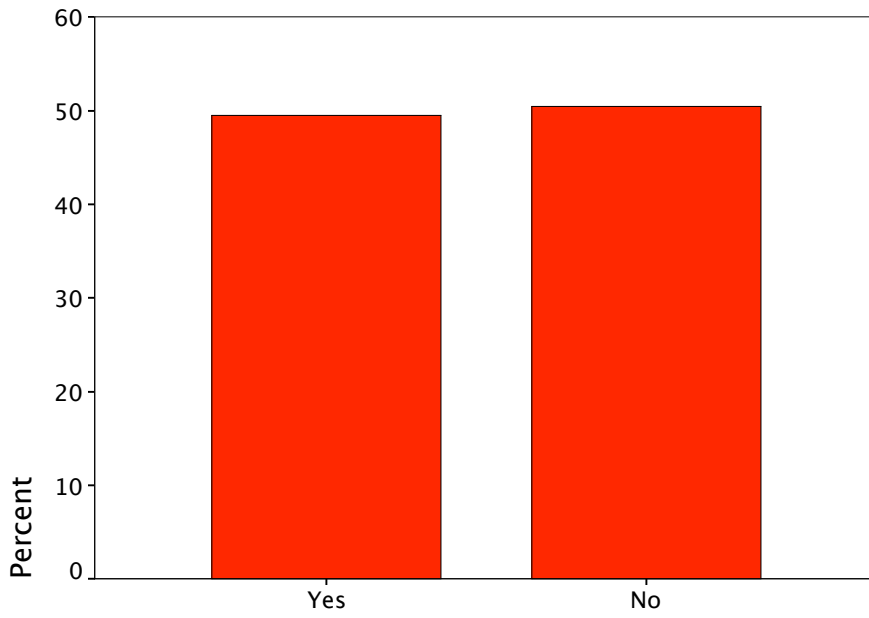
Read Ads

## Read Theater



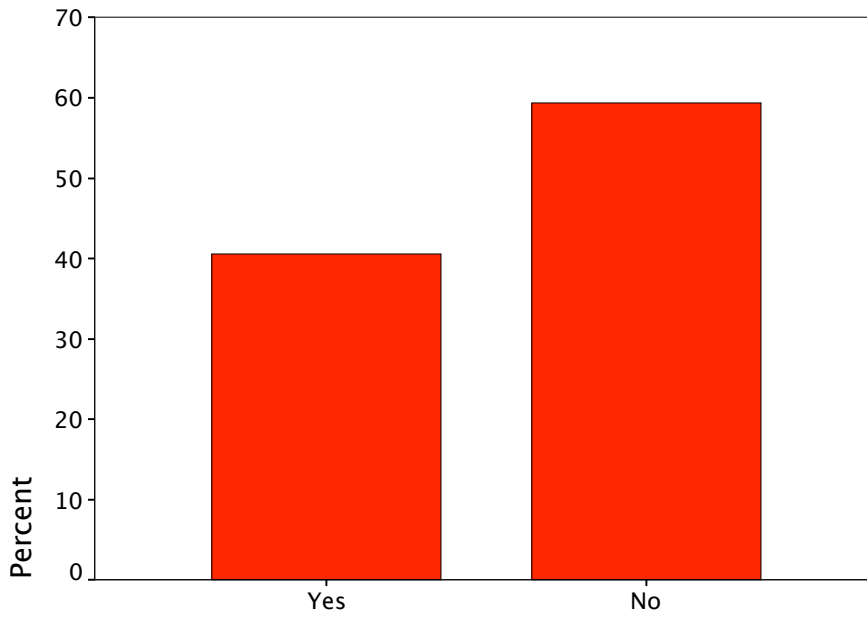
Read Theater

## Read Events



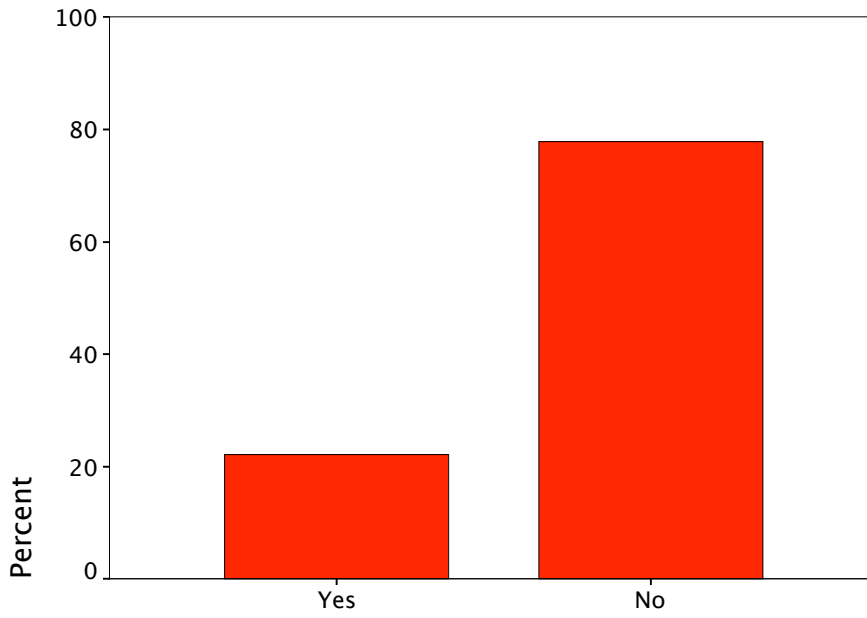
Read Events

## Read Classifieds



Read Classifieds

## Read Sports



Read Sports

## Frequencies



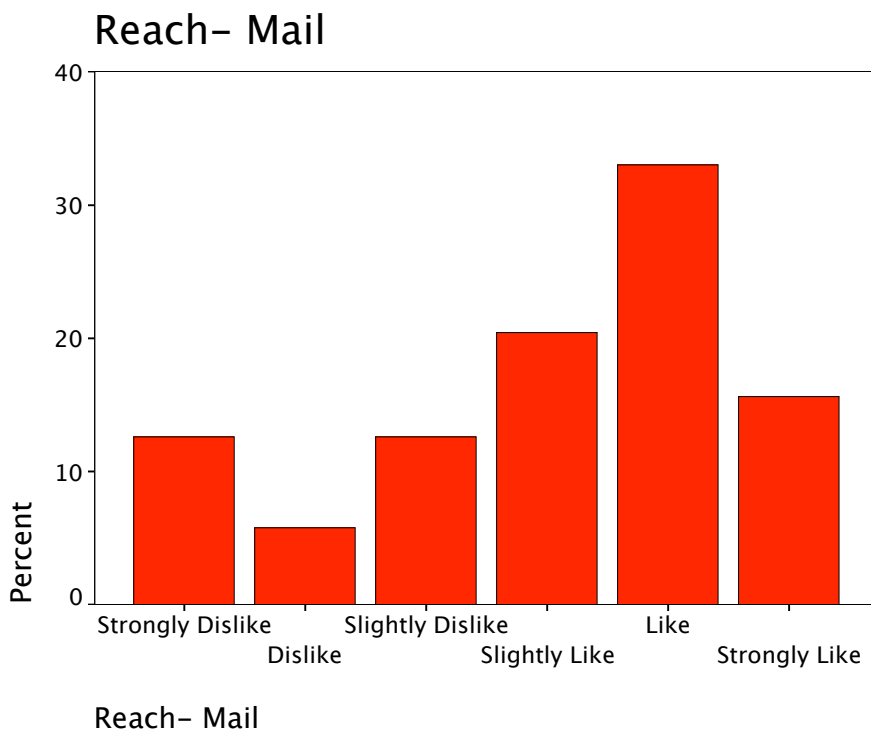
### Statistics

		Reach- Mail	Reach- Email	Reach- Office Ph	Reach- Home Ph	Reach- Cell
N	Valid	294	294	292	294	294
	Missing	9	9	11	9	9
Mean		4.02	4.24	1.65	2.12	2.31
Median		4.00	5.00	1.00	1.00	1.00

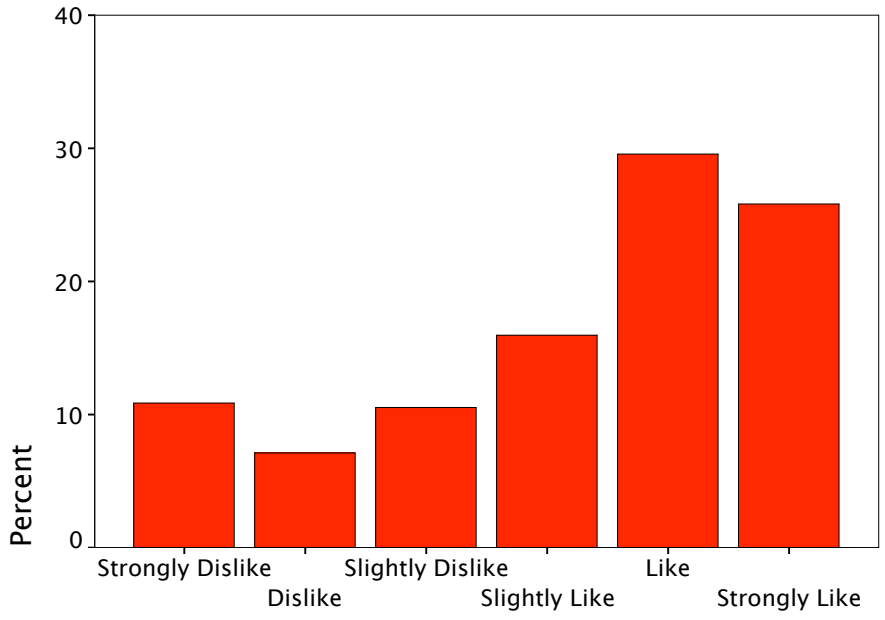
### Statistics

		Reach- Text	Reach-IM
N	Valid	294	294
	Missing	9	9
Mean		2.42	2.67
Median		1.00	2.00

### Bar Chart

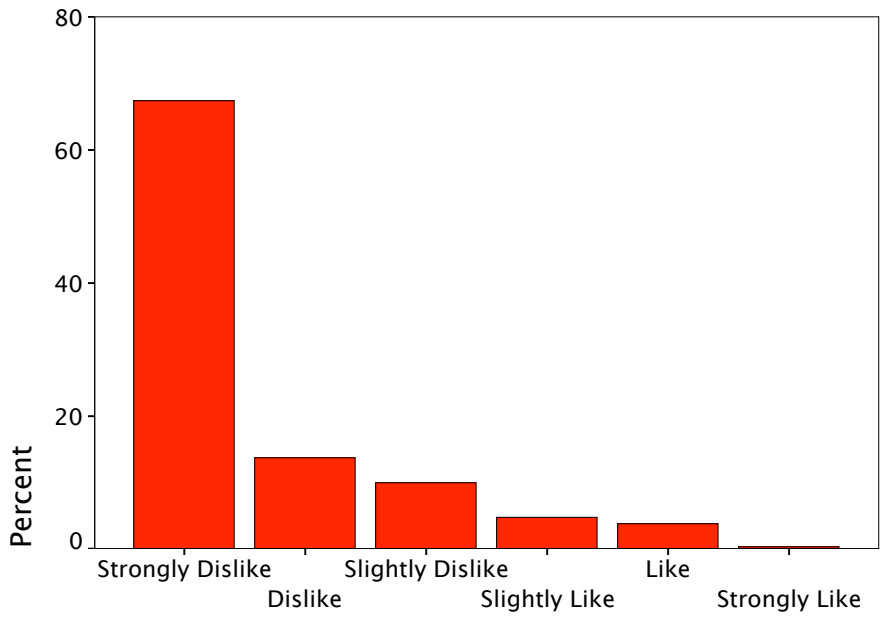


### Reach- Email



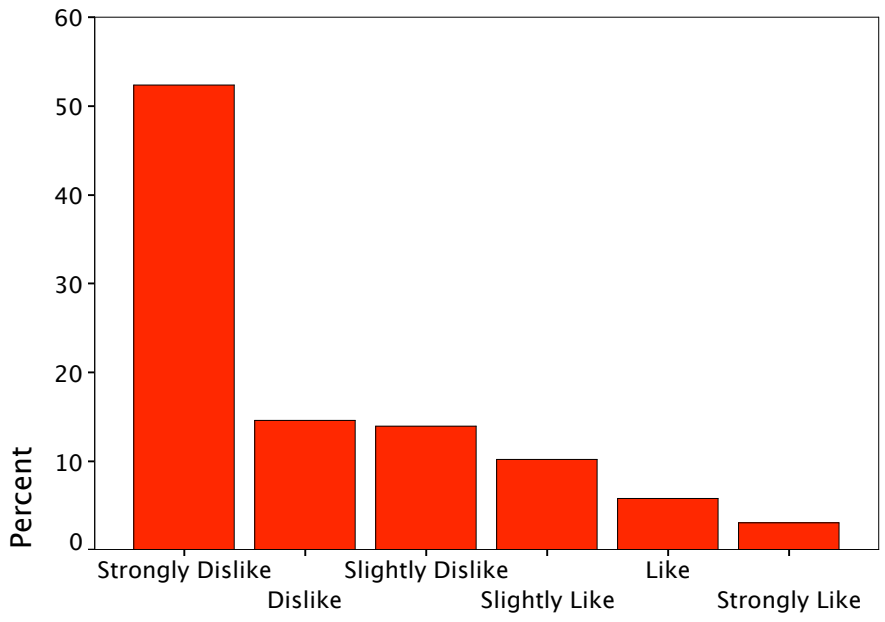
### Reach- Email

### Reach- Office Ph



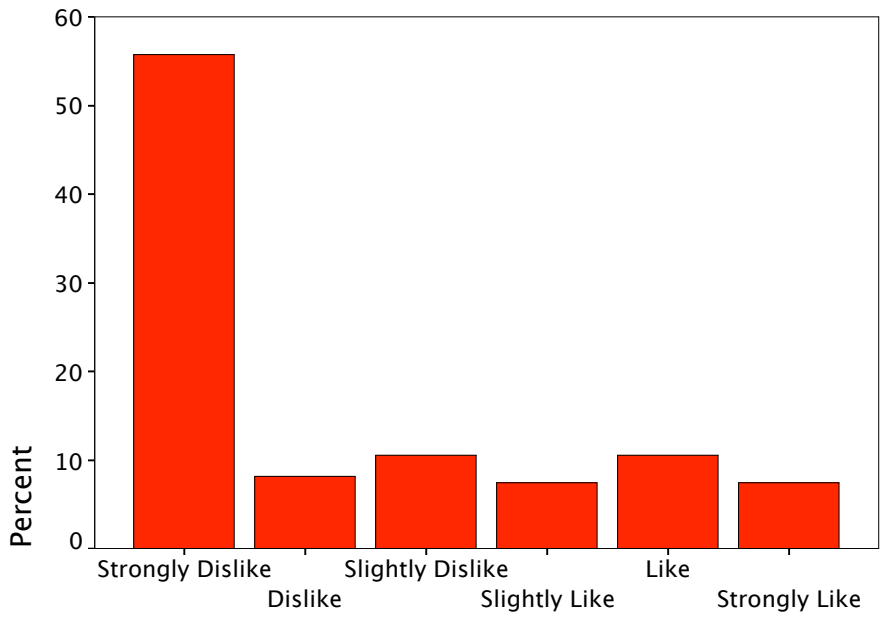
### Reach- Office Ph

### Reach- Home Ph



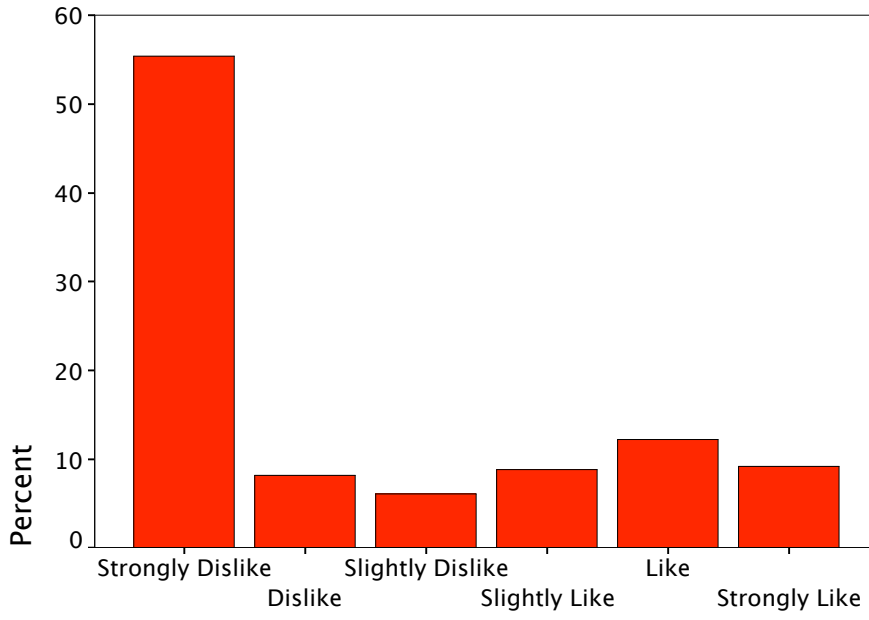
### Reach- Home Ph

### Reach- Cell



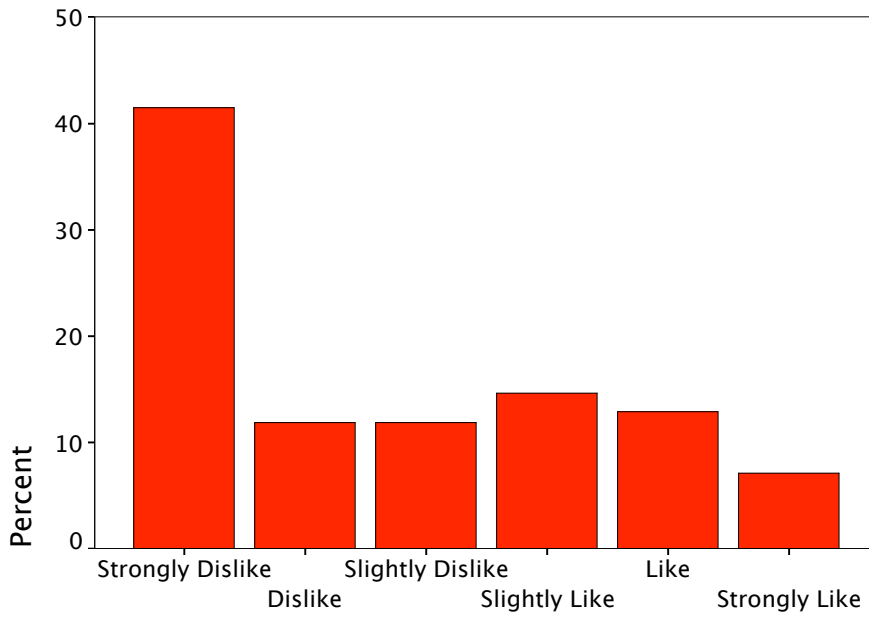
### Reach- Cell

### Reach- Text



### Reach- Text

### Reach-IM



### Reach-IM

## Frequencies

### Statistics

		Ski	Bike	Coffee Houses	Mall	Bowling
N	Valid	297	294	296	296	295
	Missing	6	9	7	7	8
Mean		1.52	2.40	3.22	3.93	2.73
Median		1.00	2.00	4.00	4.00	3.00

### Statistics

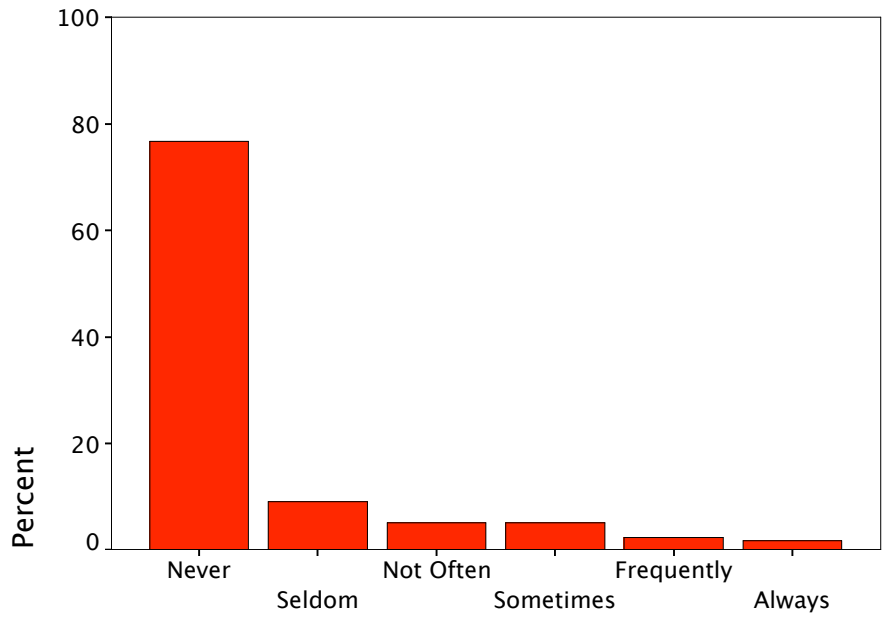
		Antiquing	Public Transit	Car Races	Movies	Concerts
N	Valid	296	295	294	296	295
	Missing	7	8	9	7	8
Mean		1.86	1.48	1.55	4.05	3.20
Median		1.00	1.00	1.00	4.00	3.00

### Statistics

		Music or Game Shops	Auction	Festivals	High School Sports	Our College Sports
N	Valid	296	295	297	295	295
	Missing	7	8	6	8	8
Mean		3.28	1.62	3.07	2.12	2.04
Median		3.00	1.00	3.00	1.00	1.00

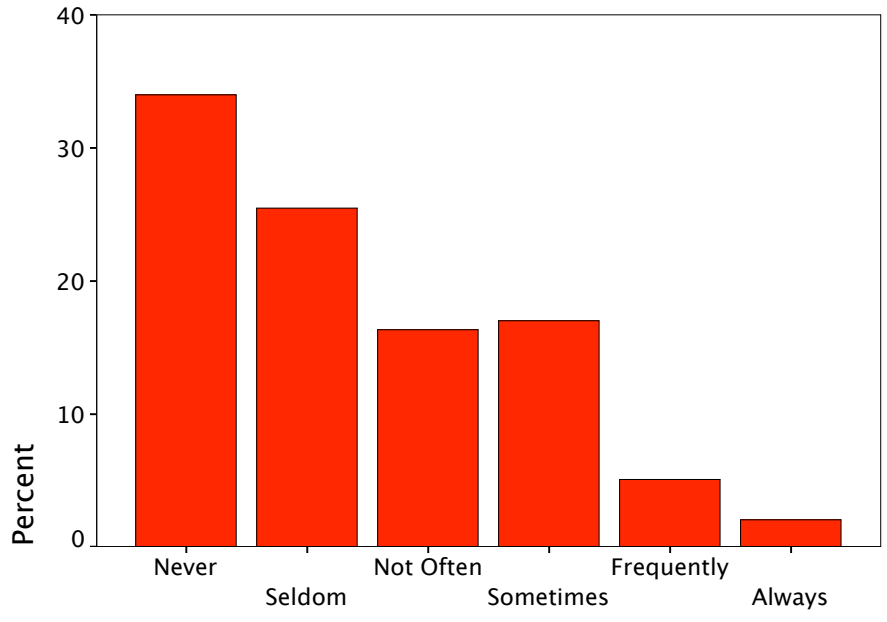
## Bar Chart

### Ski



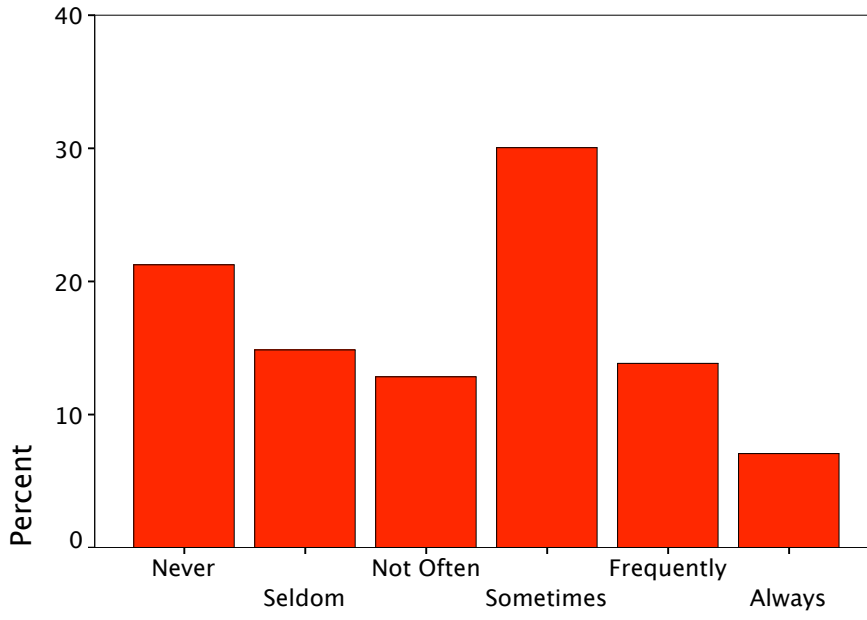
### Ski

### Bike



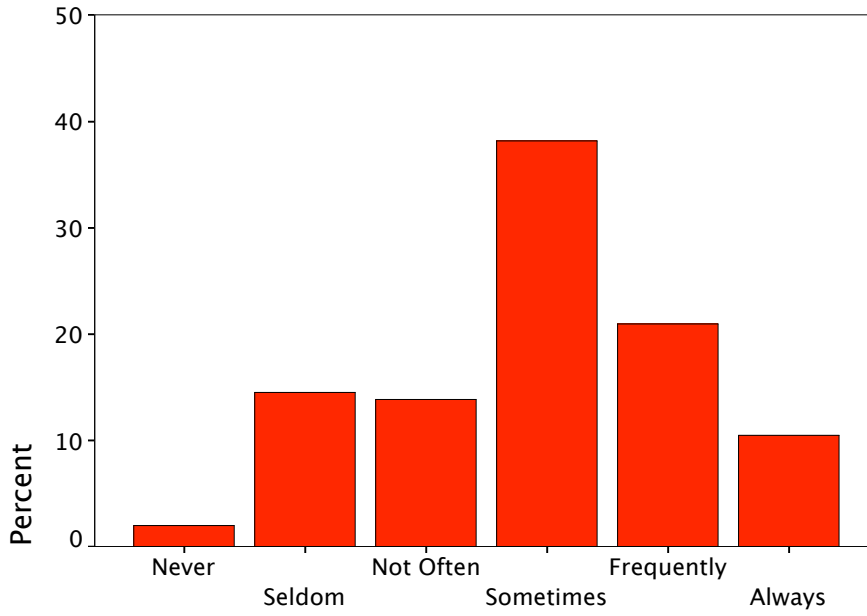
### Bike

## Coffee Houses



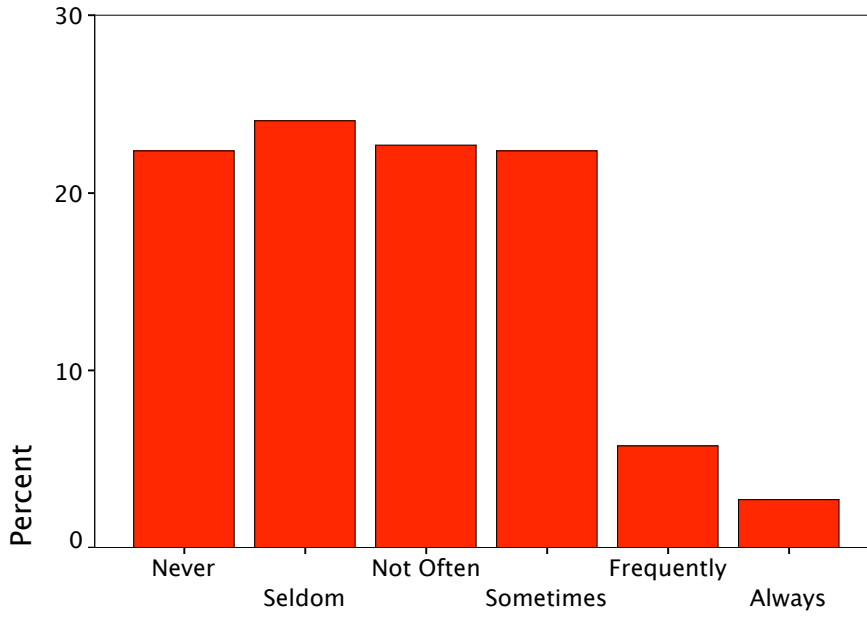
## Coffee Houses

## Mall



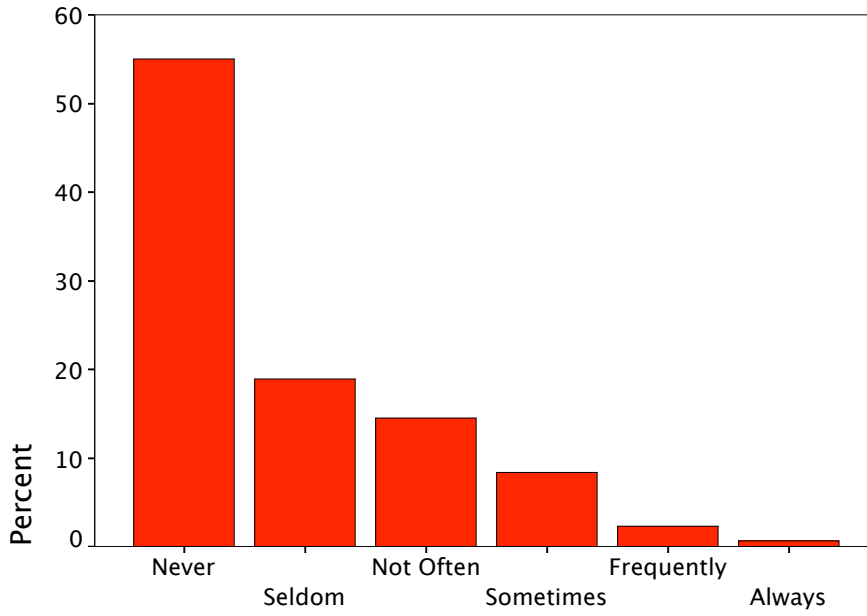
## Mall

## Bowling



## Bowling

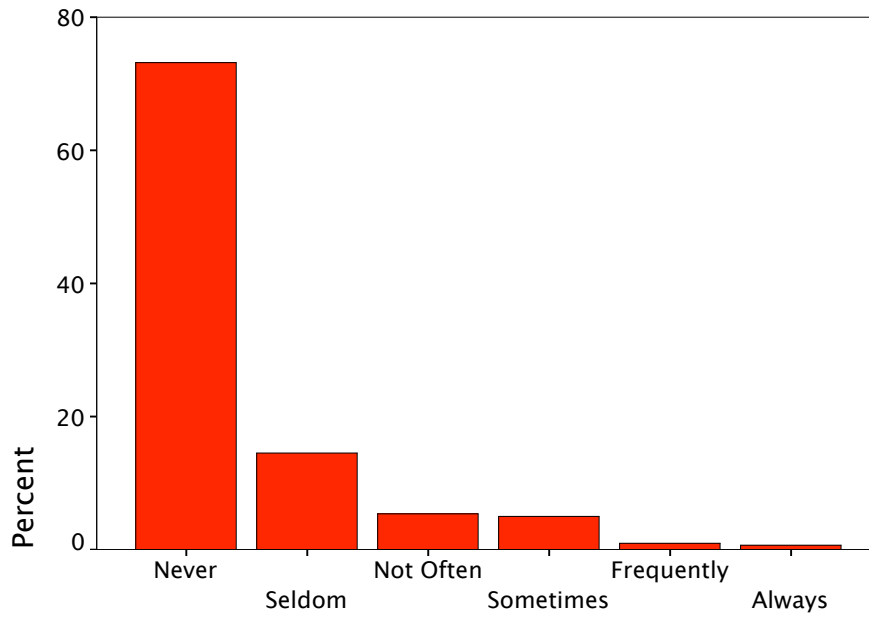
## Antiquing



## Antiquing

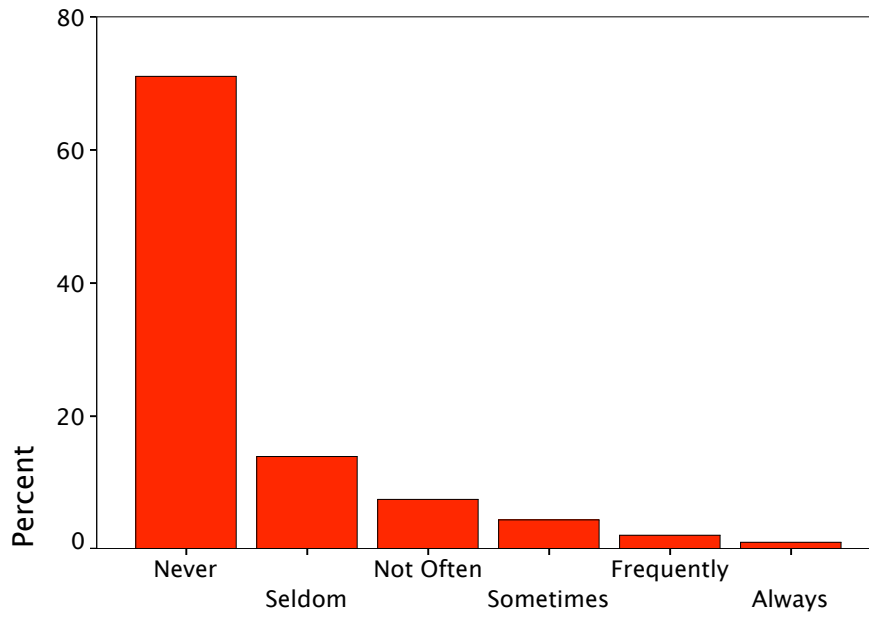


## Public Transit



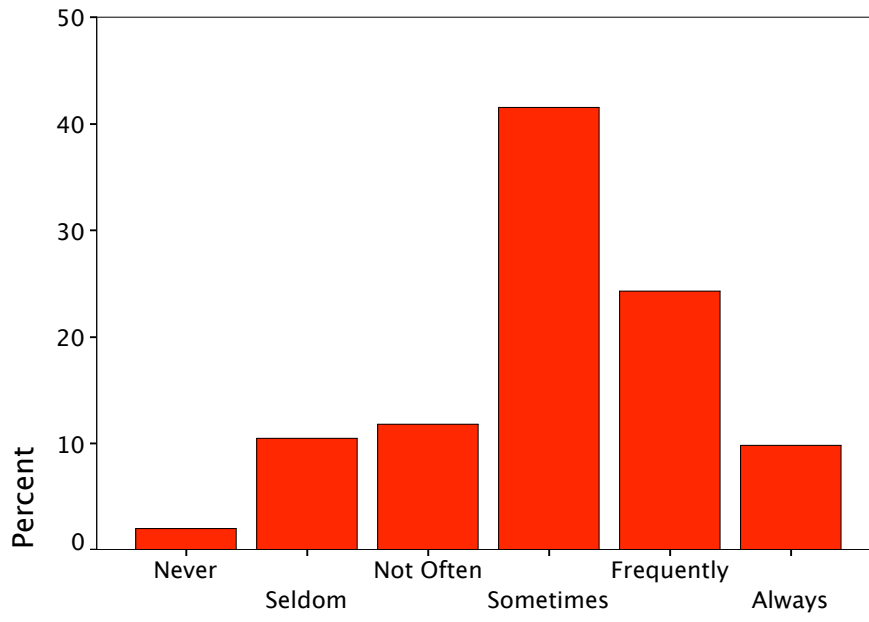
## Public Transit

## Car Races



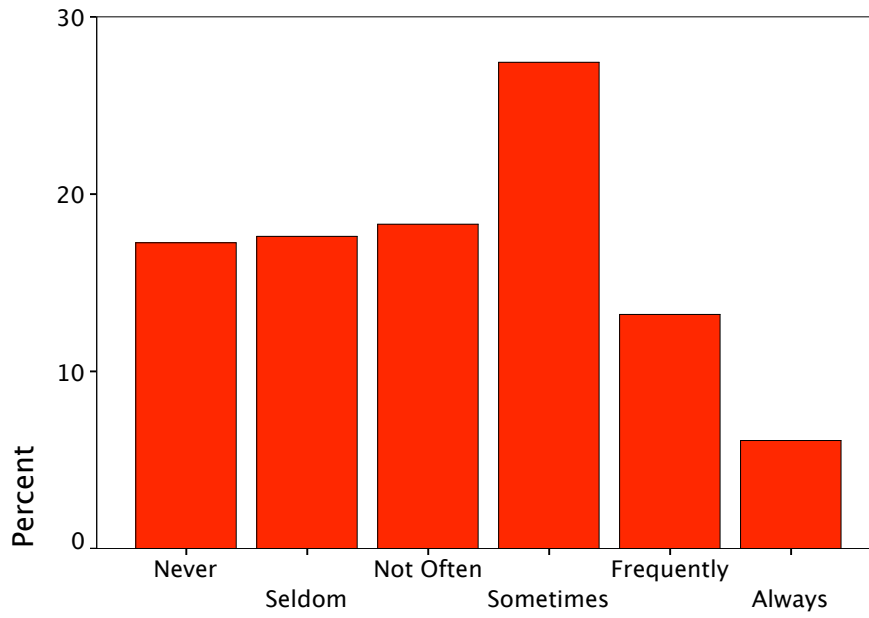
## Car Races

## Movies



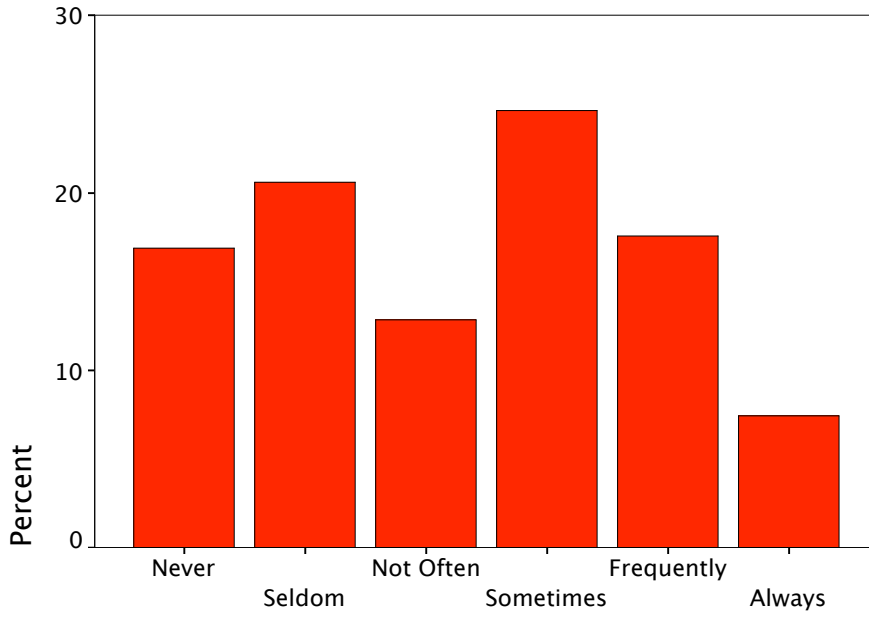
## Movies

## Concerts



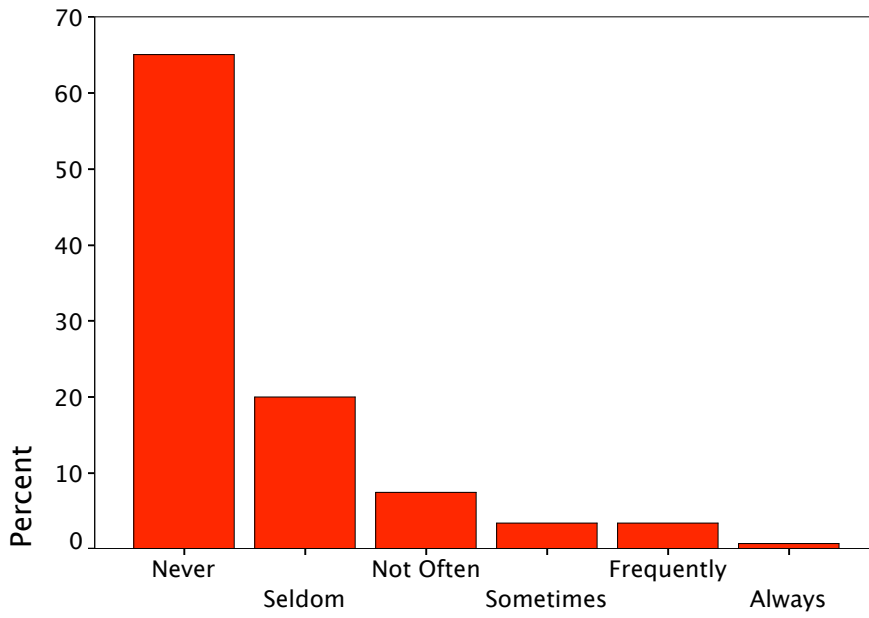
## Concerts

### Music or Game Shops



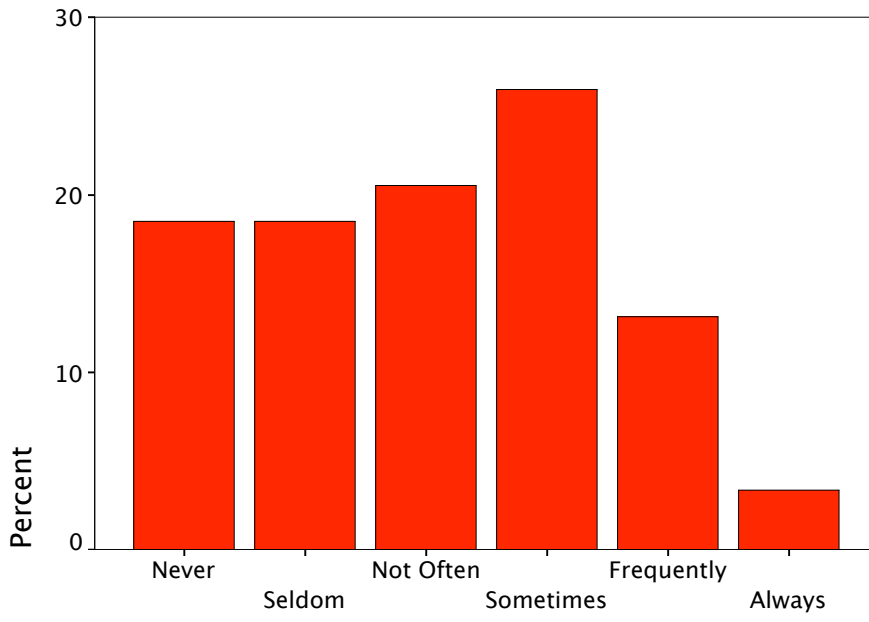
### Music or Game Shops

### Auction



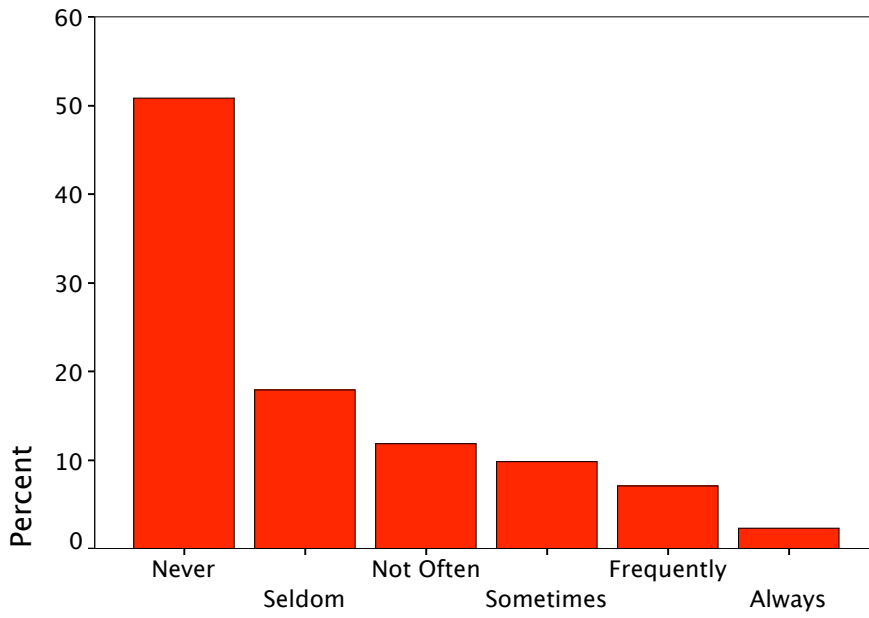
### Auction

## Festivals



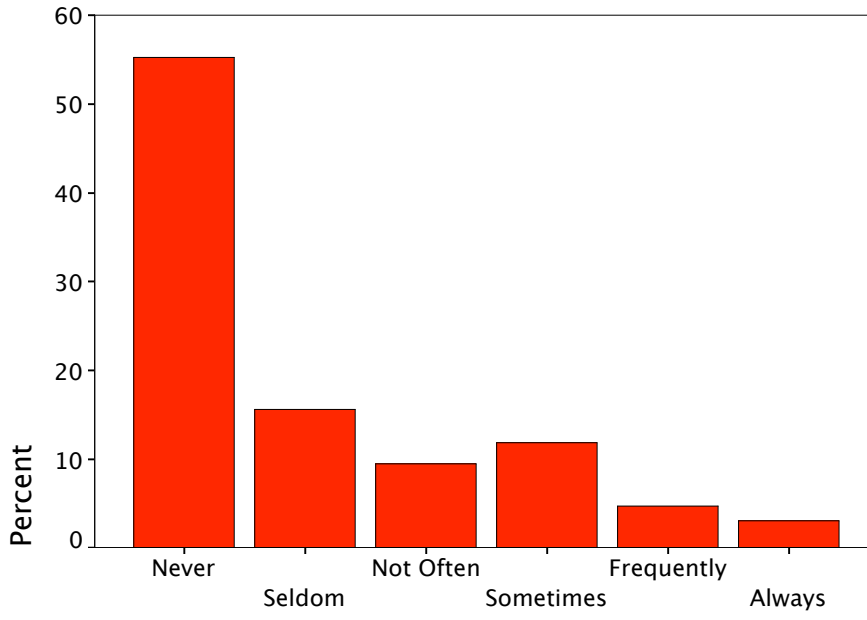
## Festivals

## High School Sports



## High School Sports

## Our College Sports



Our College Sports

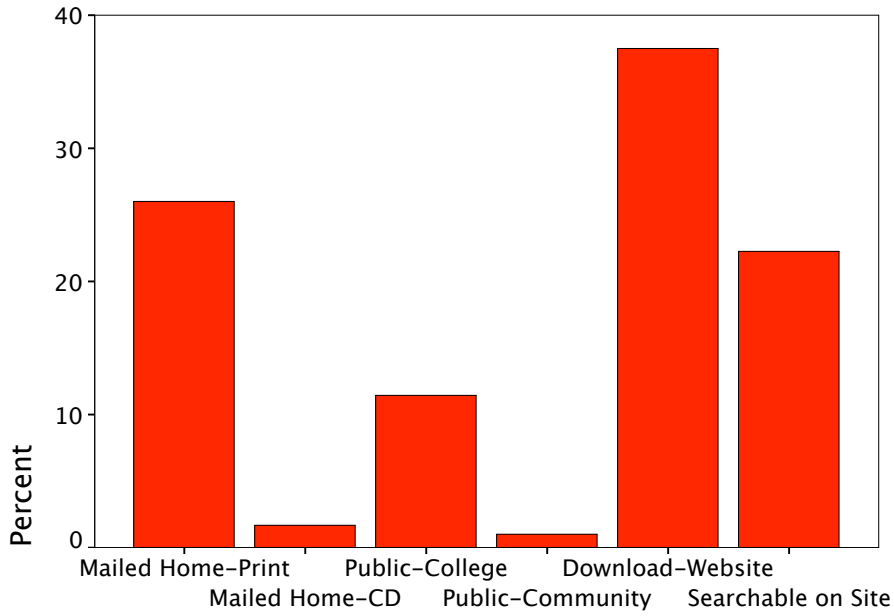
## Frequencies

### Statistics

		Class Schedules	Financial Aid	Catalog
N	Valid	296	297	296
	Missing	7	6	7
Mean		3.89	3.30	2.56
Median		5.00	3.00	3.00

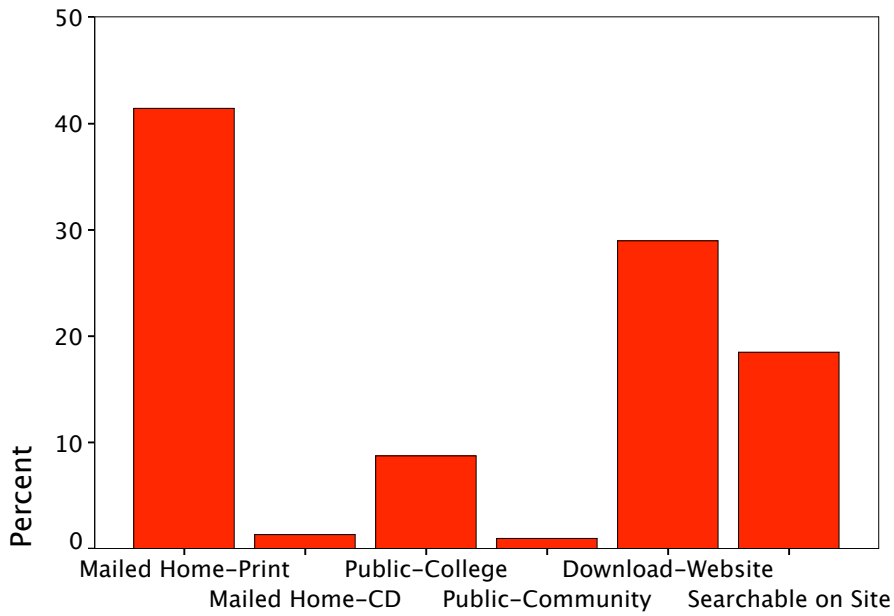
## Bar Chart

## Class Schedules



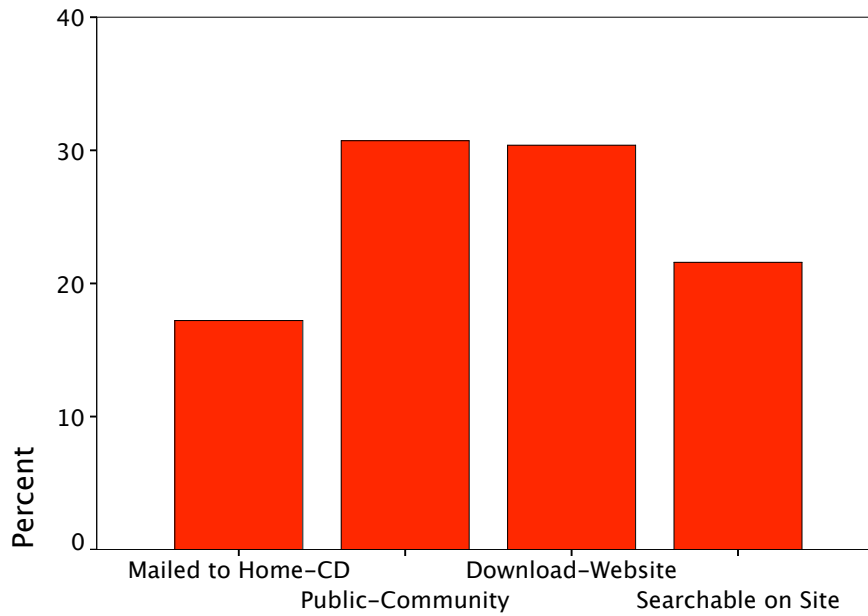
## Class Schedules

## Financial Aid



## Financial Aid

## Catalog



Catalog

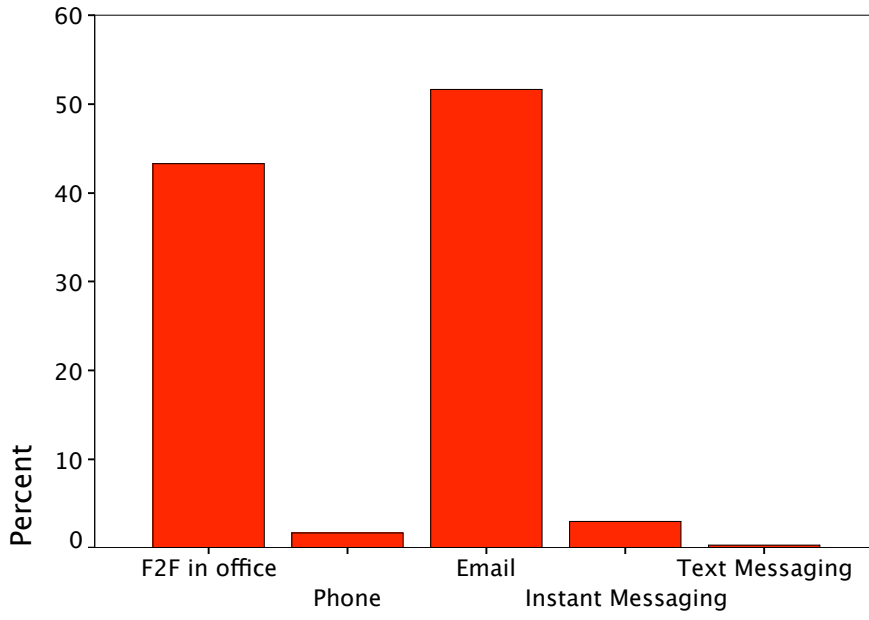
## Frequencies

### Statistics

		Comm. w/Professors	Comm. w/Advisors	College comm. w/you?	You comm. w/students?	Alum comm. w/you?
N	Valid	298	298	297	296	298
	Missing	5	5	6	7	5
Mean		2.15	1.62	1.75	2.43	2.58
Median		3.00	1.00	1.00	1.00	3.00

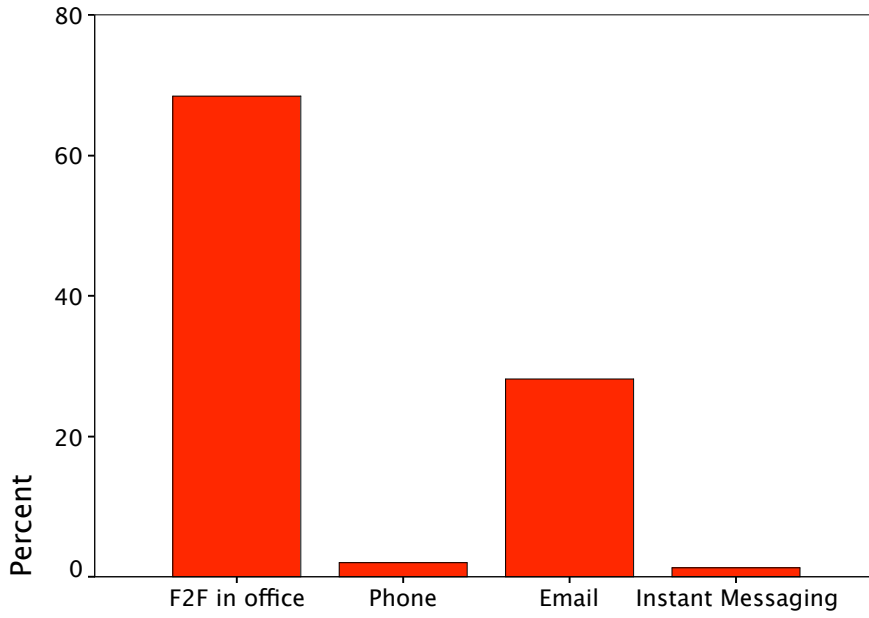
## Bar Chart

### Comm. w/Professors



### Comm. w/Professors

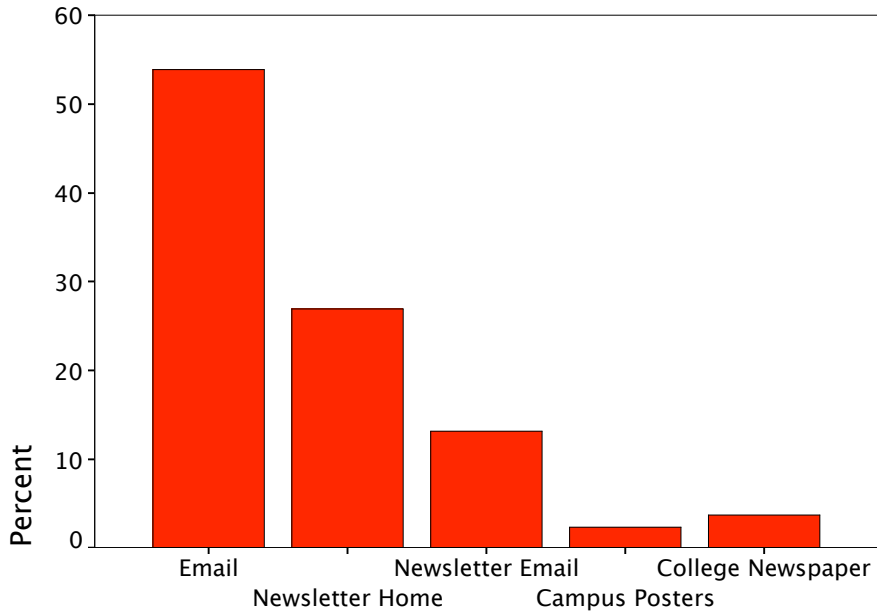
### Comm. w/Advisors



### Comm. w/Advisors

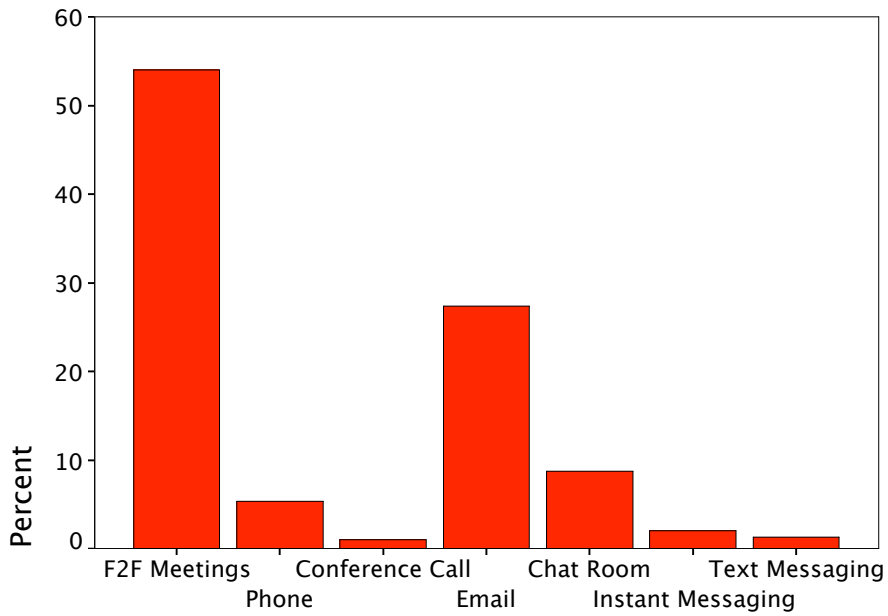


### College comm. w/you?



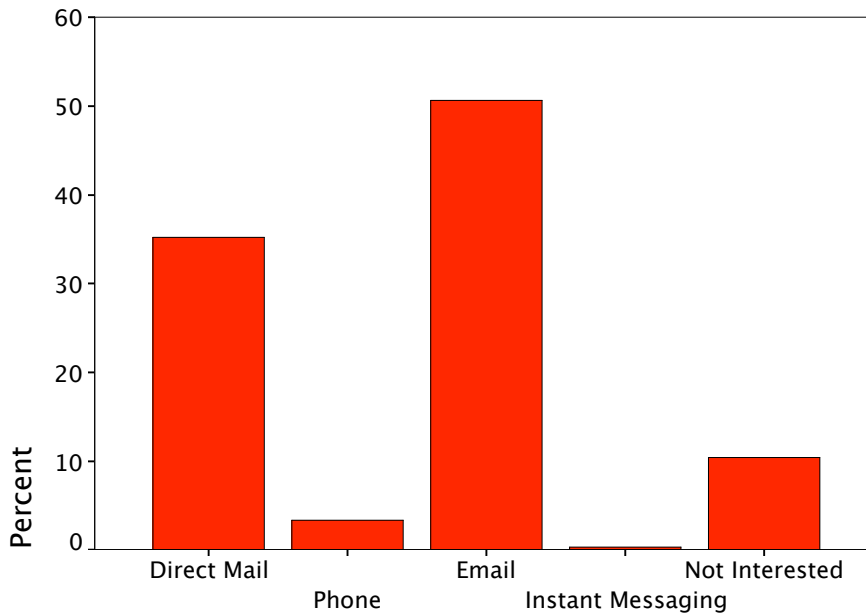
### College comm. w/you?

### You comm. w/students?



### You comm. w/students?

## Alum comm. w/you?



Alum comm. w/you?

## Frequencies

### Statistics

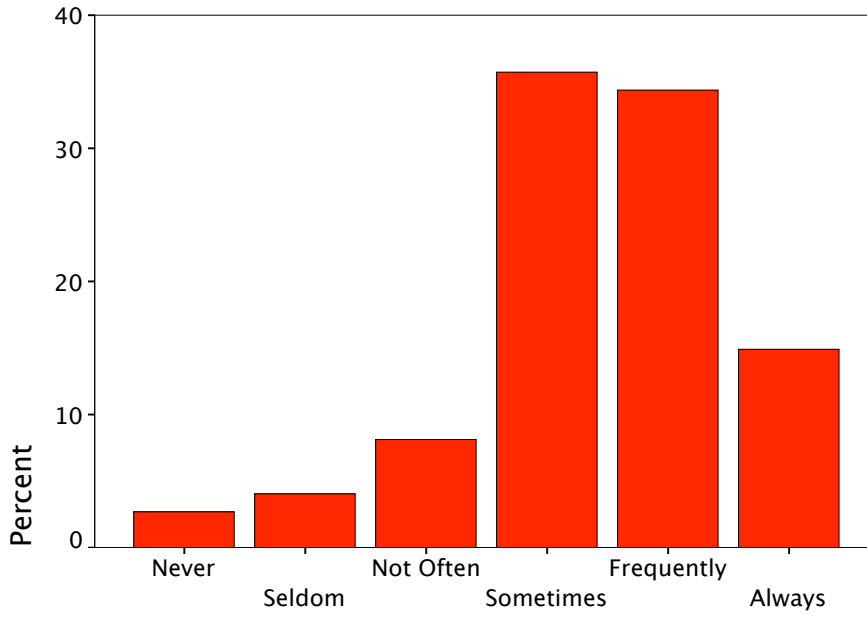
		Transfer:Student Believe	Transfer:Student True	Transfer:Faculty Believe	Transfer:Faculty True
N	Valid	221	215	224	217
	Missing	82	88	79	86
Mean		4.40	4.45	3.96	4.13
Median		4.00	5.00	4.00	4.00

### Statistics

		Transfer:Narrator Believe	Transfer:Narrator True
N	Valid	228	220
	Missing	75	83
Mean		3.95	4.10
Median		4.00	4.00

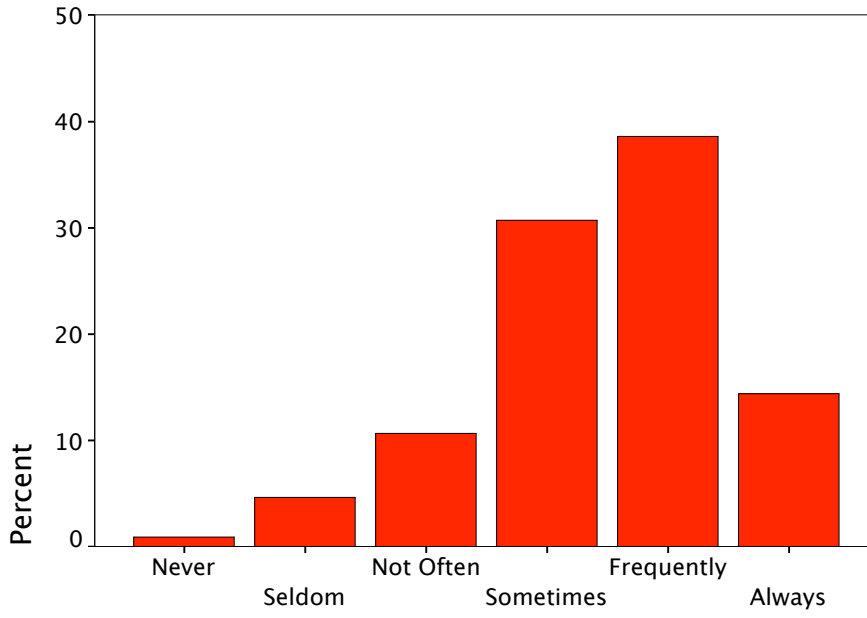
## Bar Chart

Transfer:Student Believe



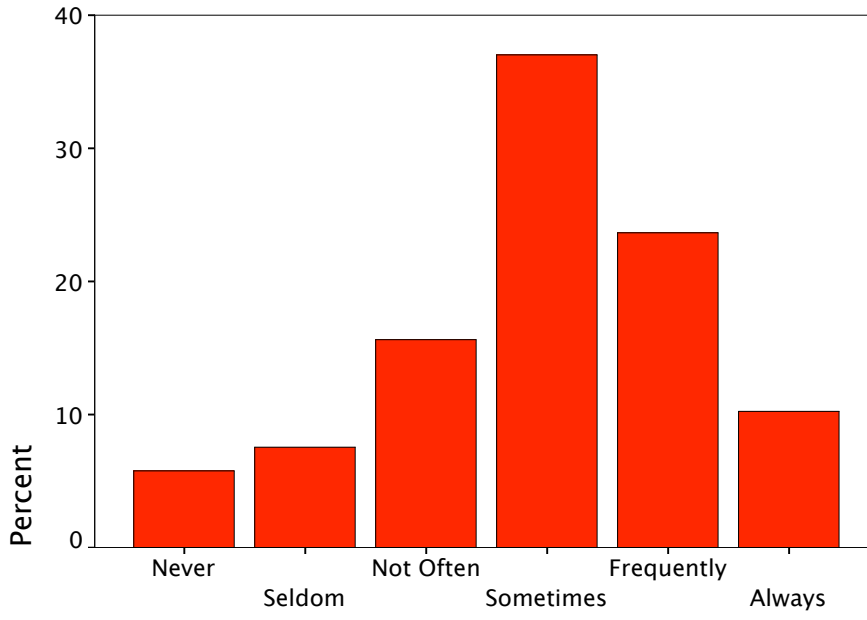
Transfer:Student Believe

Transfer:Student True



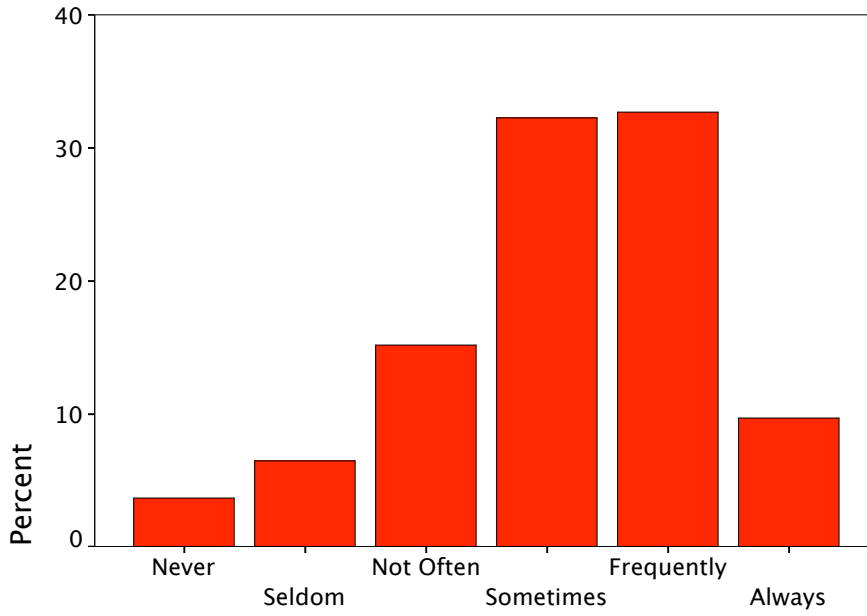
Transfer:Student True

Transfer:Faculty Believe



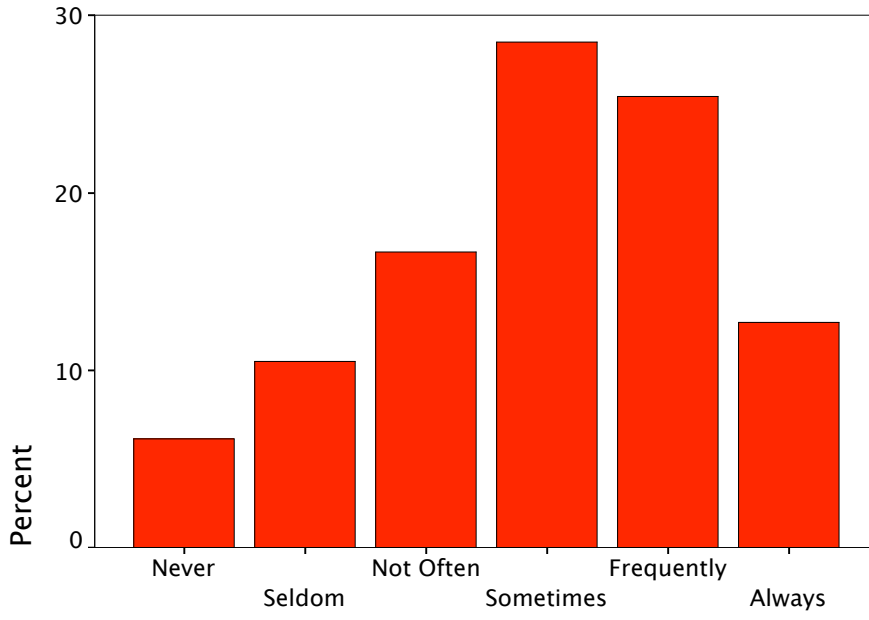
Transfer:Faculty Believe

Transfer:Faculty True



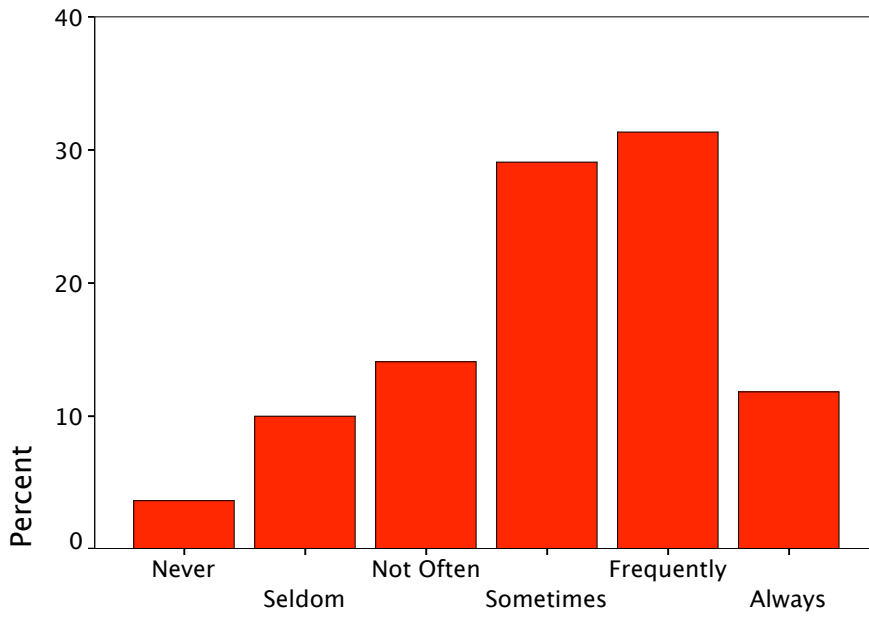
Transfer:Faculty True

### Transfer:Narrator Believe



Transfer:Narrator Believe

### Transfer:Narrator True



Transfer:Narrator True

## Frequencies

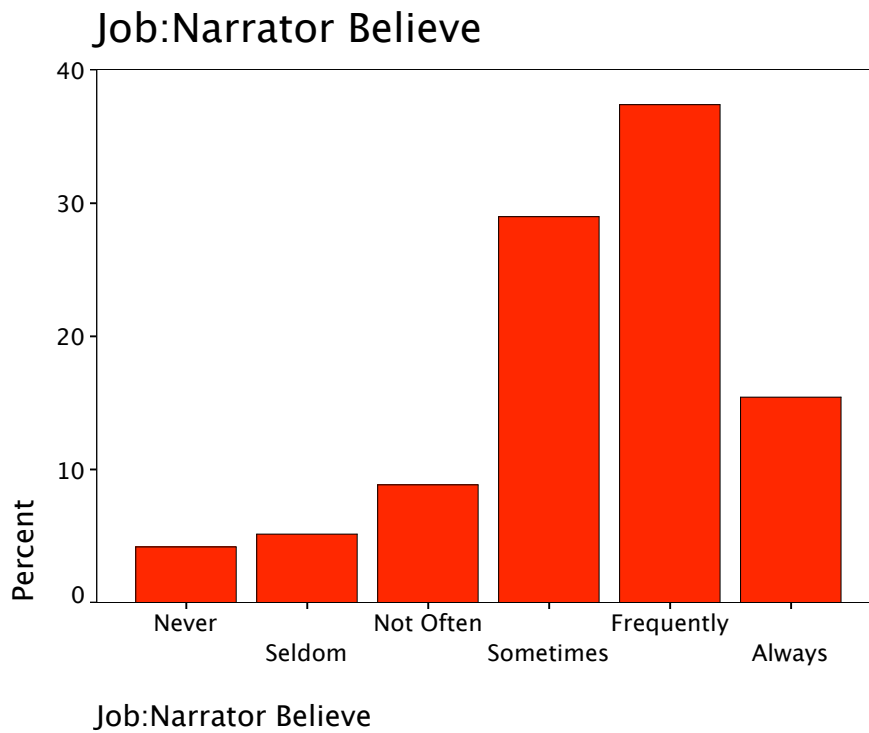
### Statistics

		Job:Narrator Believe	Job:Narrator True	Job:Student Believe	Job:Student True
N	Valid	214	205	215	207
	Missing	89	98	88	96
Mean		4.36	4.31	3.88	3.98
Median		5.00	4.00	4.00	4.00

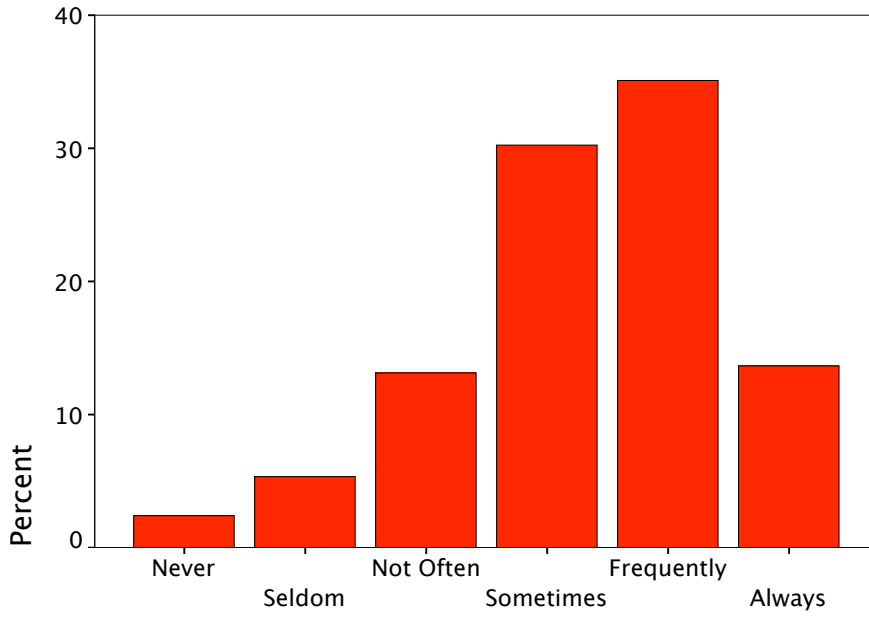
### Statistics

		Job:Faculty Believe	Job:Faculty True
N	Valid	212	204
	Missing	91	99
Mean		3.91	4.00
Median		4.00	4.00

### Bar Chart

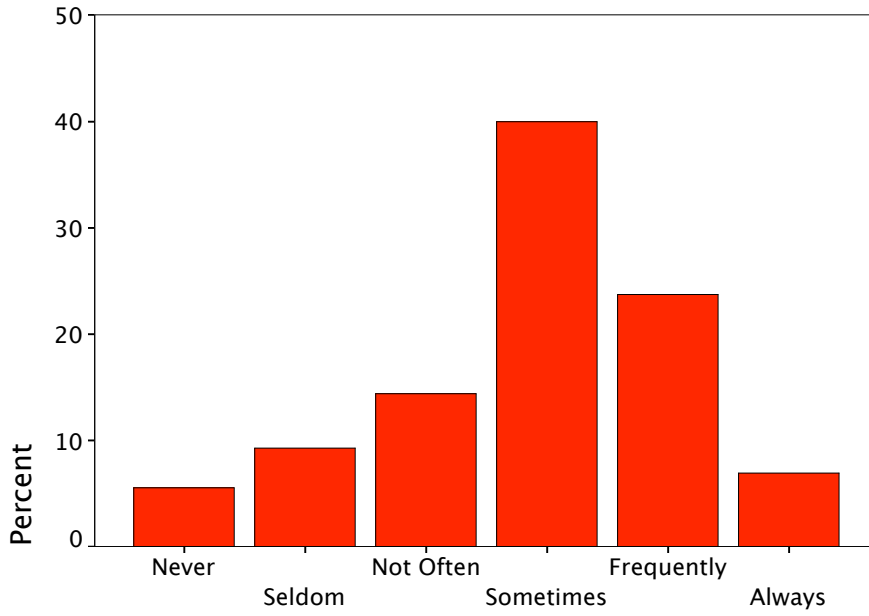


Job:Narrator True



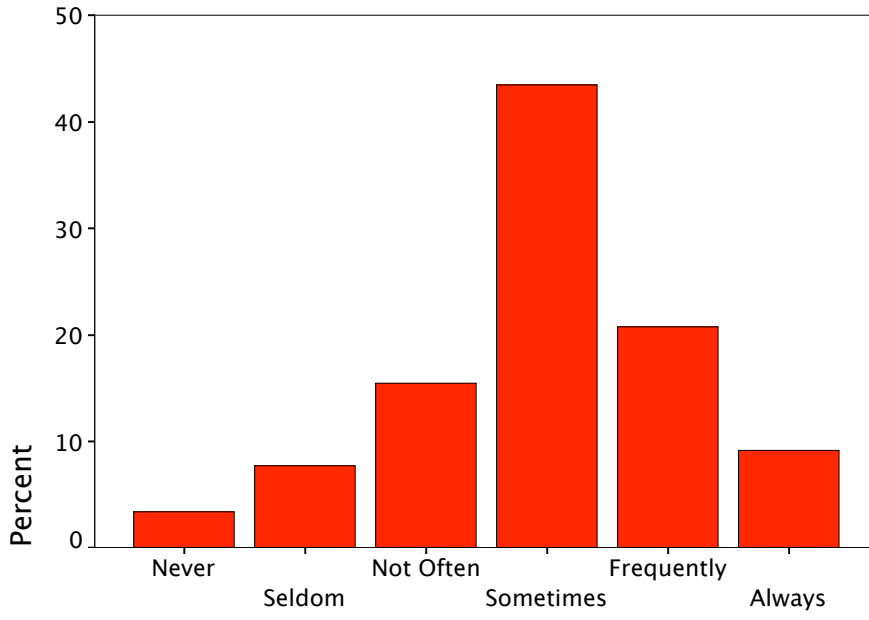
Job:Narrator True

Job:Student Believe



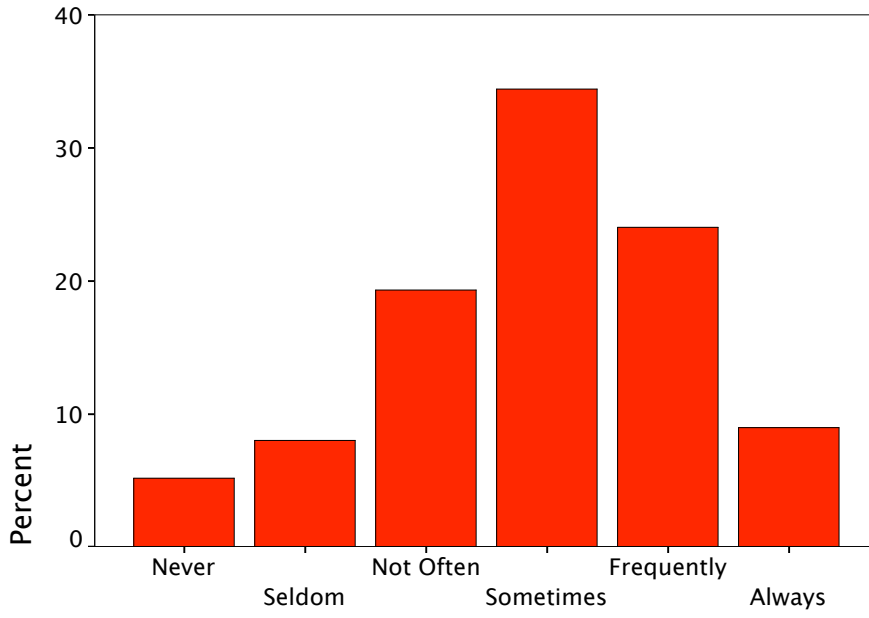
Job:Student Believe

Job:Student True



Job:Student True

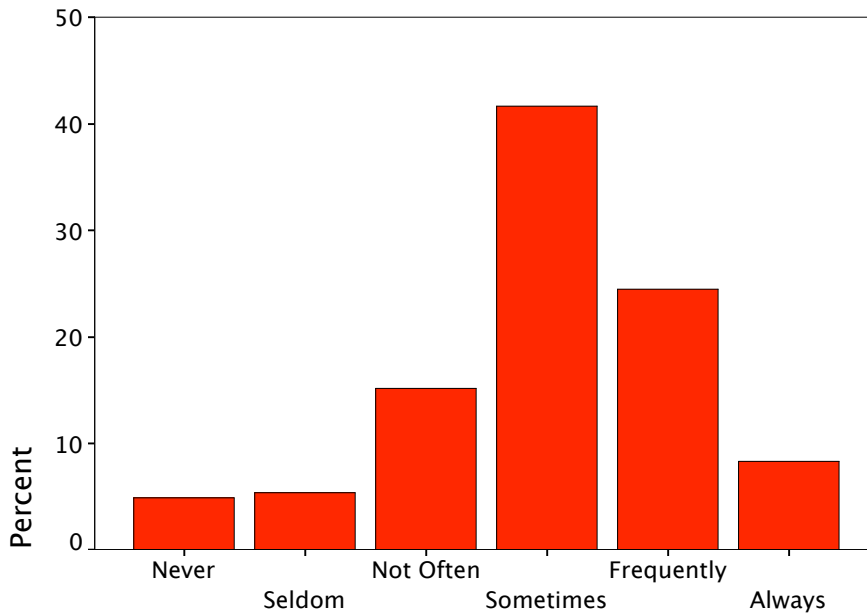
Job:Faculty Believe



Job:Faculty Believe



## Job:Faculty True



Job:Faculty True

## Frequencies

### Statistics

		Coll. uses web comm. w/students	Coll. uses web to spread info	Coll. used email to recruit me	Visited coll. site during coll. search	Decided to Apply/Not from site info
N	Valid	297	297	295	296	296
	Missing	6	6	8	7	7
Mean		4.55	4.45	2.45	4.27	3.33
Median		5.00	5.00	2.00	5.00	4.00
Mode		5	5	1	5	4

**Statistics**

		Judge quality of school:view site	Internet Home	Internet Work	Internet School	Internet Access Speed
N	Valid	298	276	150	261	297
	Missing	5	27	153	42	6
Mean		3.71	1.00	1.00	1.00	2.11
Median		4.00	1.00	1.00	1.00	2.00
Mode		4	1	1	1	2

**Statistics**

		Own iPod/MP3	Wkly # of People IM on Computer	# of People w/your IM Address	Wkly - # of People TM on Phone	# of People w/your TM address
N	Valid	298	298	298	297	298
	Missing	5	5	5	6	5
Mean		1.69	1.81	3.12	2.08	3.19
Median		2.00	2.00	2.00	2.00	2.00
Mode		2	1	1	2	1

**Statistics**

		Expected response time to email?	Lots of Color	Lots of Things to Look At	Lots of White Space	Different Type Styles and Sizes
N	Valid	297	298	296	297	297
	Missing	6	5	7	6	6
Mean		8.43	4.45	4.41	2.84	3.98
Median		10.00	4.00	4.00	3.00	4.00
Mode		10	4	4	4	4

**Statistics**

		Lots of Txt in Paragraphs	Short txt Blocks w/Bullet Points	Min. Amnt of Txt	All Navigation Left	All Navigation Top
N	Valid	296	296	295	297	294
	Missing	7	7	8	6	9
Mean		3.22	4.47	4.04	4.16	4.11
Median		3.00	5.00	4.00	4.00	4.00
Mode		4	5	4	4	4

**Statistics**

		Navigation through pg	Nav shrtcts deep into site	Site "sticks" to LH side window	Website "floats" in mid of window	Photos/ graphics of students
N	Valid	296	293	296	290	298
	Missing	7	10	7	13	5
Mean		3.86	3.80	2.93	3.31	4.36
Median		4.00	4.00	3.00	3.00	4.00
Mode		4	4	3	4	4

**Statistics**

		Photos/ graphics of the campus	Photos/ graphics of the faculty	Photos/ graphics that change	Pgs w/out photos/ graphics	Pgs w/lots of white space
N	Valid	295	295	295	295	294
	Missing	8	8	8	8	9
Mean		4.84	4.46	4.62	2.71	2.54
Median		5.00	4.00	5.00	3.00	2.00
Mode		5	4	5	2	1

**Statistics**

		Flash Animation	A lot to Click on/Do	A lot to Read	Games	Podcasts or Vodcasts
N	Valid	296	297	296	296	295
	Missing	7	6	7	7	8
Mean		4.12	4.33	3.86	3.69	3.83
Median		4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4

**Statistics**

		Good Internal Search Engine	Content updated once/mnth	A unique site for current students	Ability to buy textbooks online	Pages may be customized
N	Valid	298	297	297	295	293
	Missing	5	6	6	8	10
Mean		5.25	4.67	5.02	5.15	4.86
Median		5.00	5.00	5.00	5.00	5.00
Mode		6	5	5	6	5

**Statistics**

		Coll. IM address for all students	Photos of students like me	Chat w/Coll. Staff	Able to IM w/Coll. Staff	Student Blog about the coll.
N	Valid	294	296	297	295	297
	Missing	9	7	6	8	6
Mean		4.51	3.60	4.66	4.58	4.27
Median		5.00	4.00	5.00	5.00	4.00
Mode		4	4	5	5	4

### Statistics

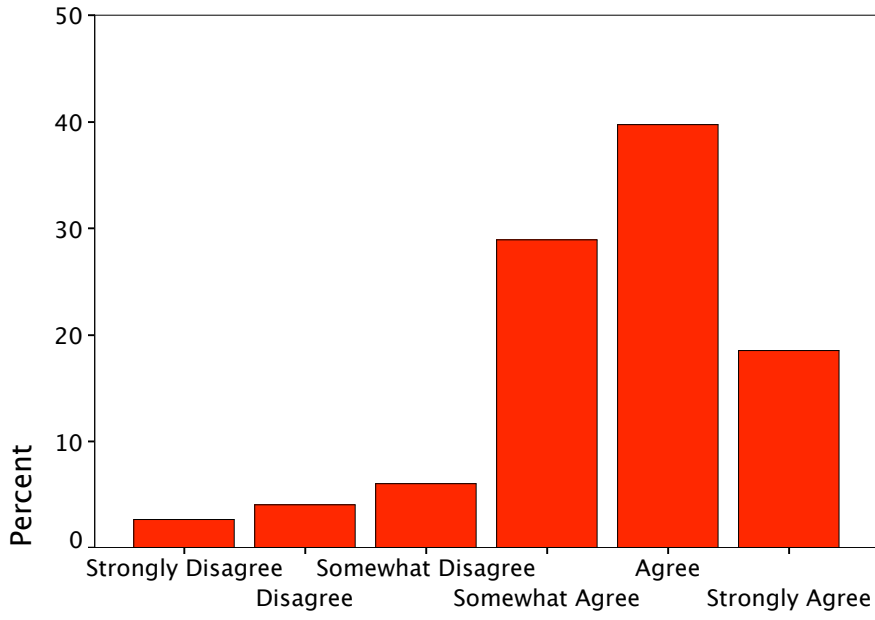
		Coll. News Blog	Able to IM w/current students	Videos about each program	Virtual Campus Tour	Register Online
N	Valid	293	294	294	297	295
	Missing	10	9	9	6	8
Mean		4.55	4.41	4.77	5.00	5.51
Median		5.00	4.00	5.00	5.00	6.00
Mode		4	4	5	5	6

### Statistics

		Download Mtrls from Library	Online advising/ counseling	Free Email from Coll.	Web content updated daily
N	Valid	295	295	296	291
	Missing	8	8	7	12
Mean		5.52	5.15	5.33	5.30
Median		6.00	5.00	6.00	6.00
Mode		6	6	6	6

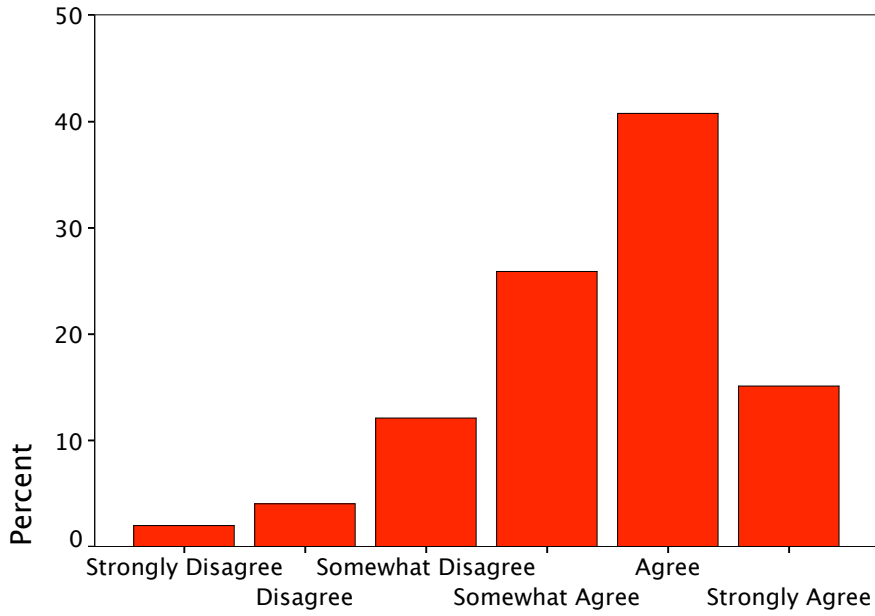
## Bar Chart

### Coll. uses web comm. w/students



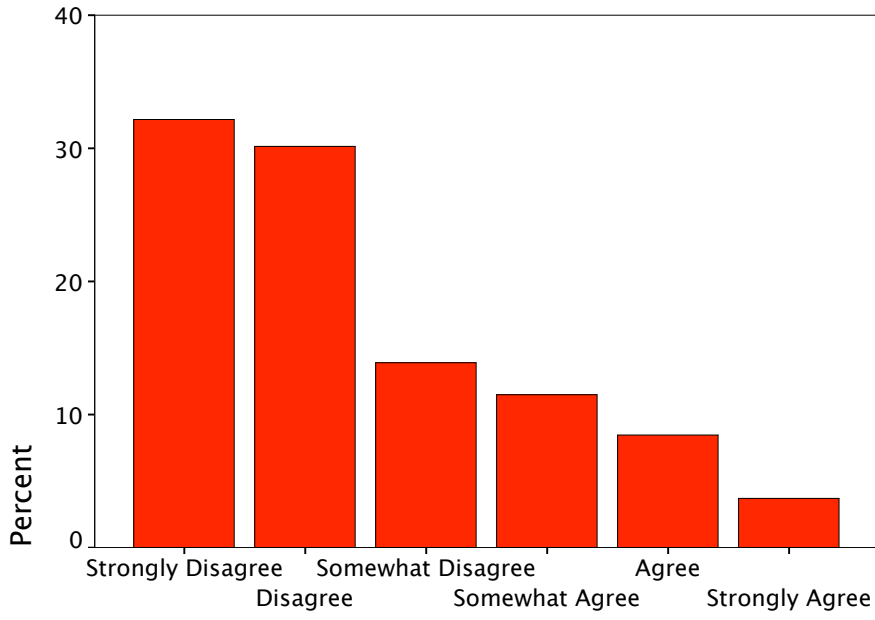
Coll. uses web comm. w/students

### Coll. uses web to spread info



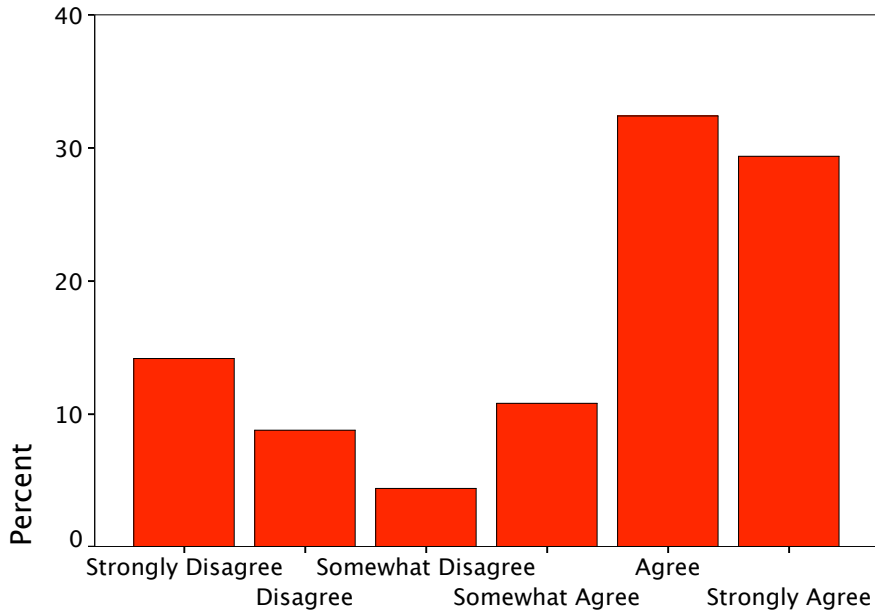
Coll. uses web to spread info

### Coll. used email to recruit me



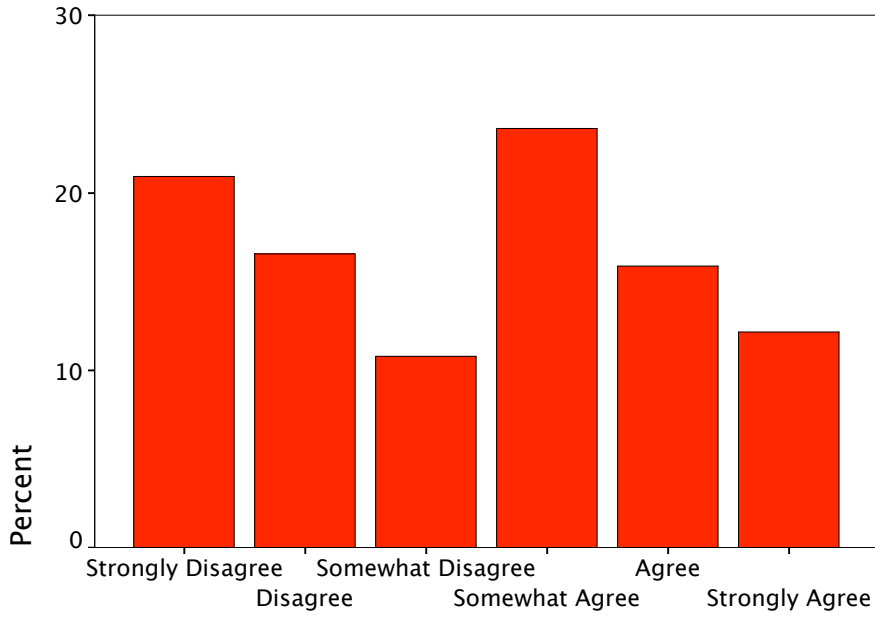
Coll. used email to recruit me

### Visited coll. site during coll. search



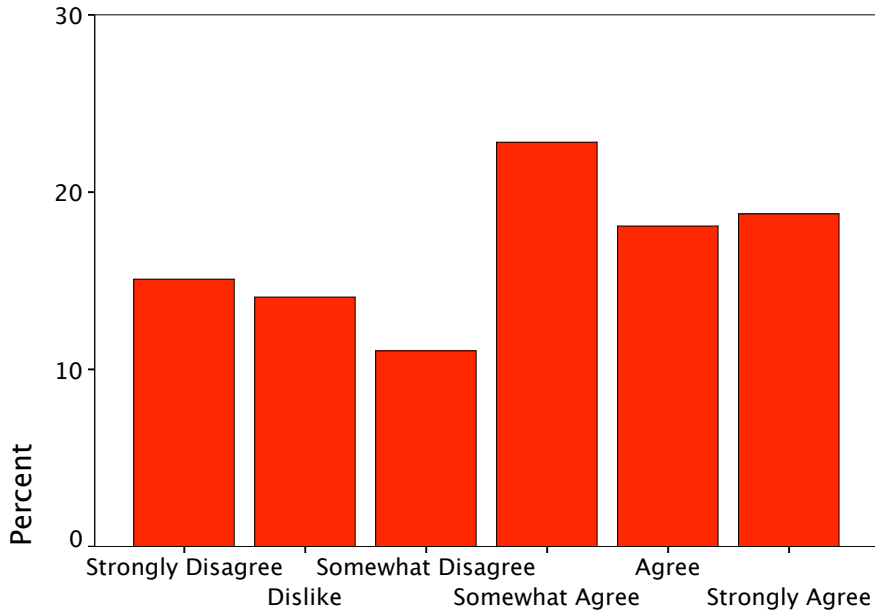
Visited coll. site during coll. search

### Decided to Apply/Not from site info



### Decided to Apply/Not from site info

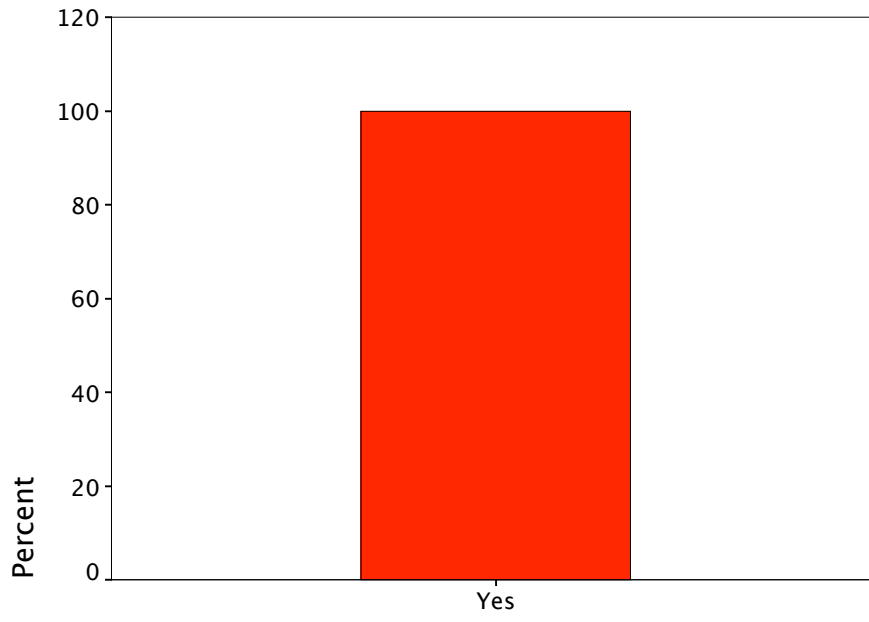
### Judge quality of school:view site



### Judge quality of school:view site

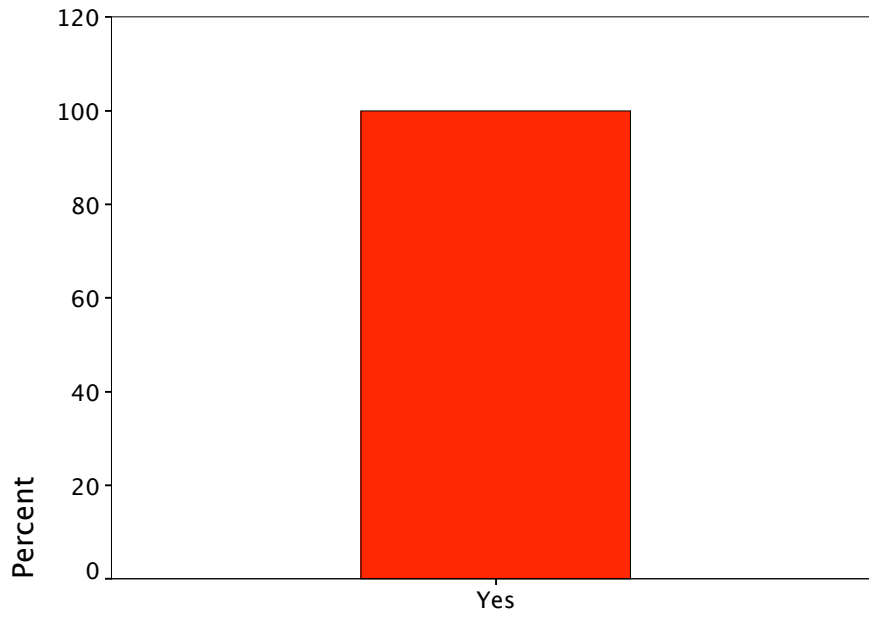


## Internet Home



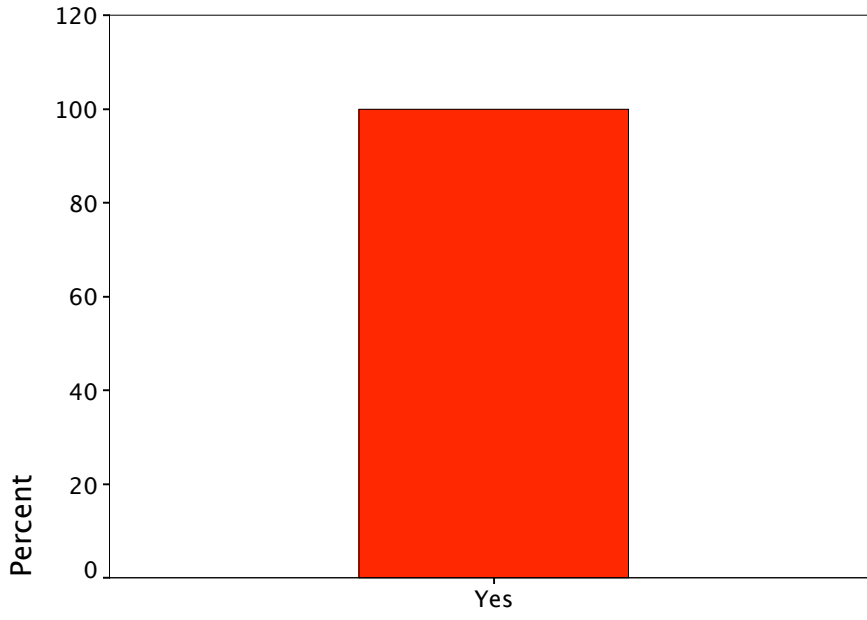
## Internet Home

## Internet Work



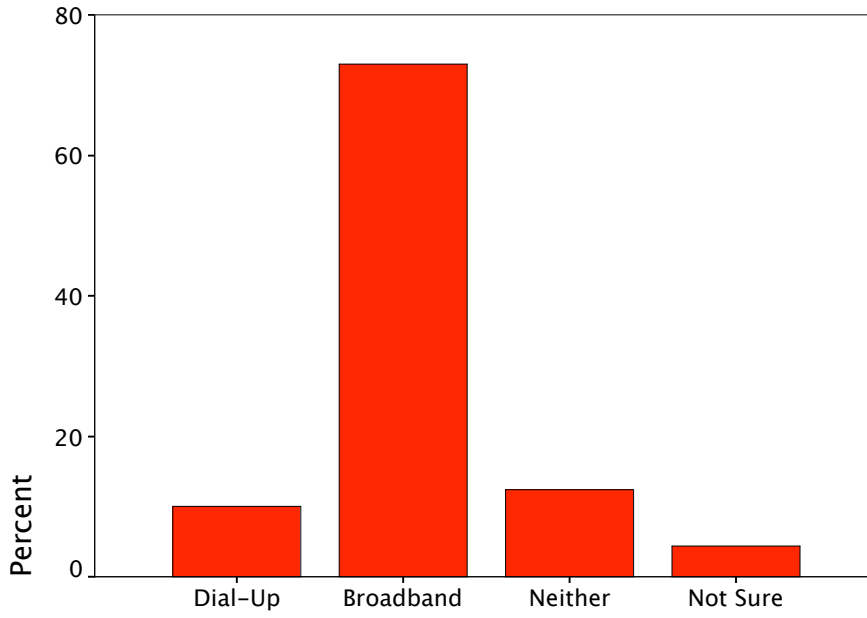
## Internet Work

## Internet School



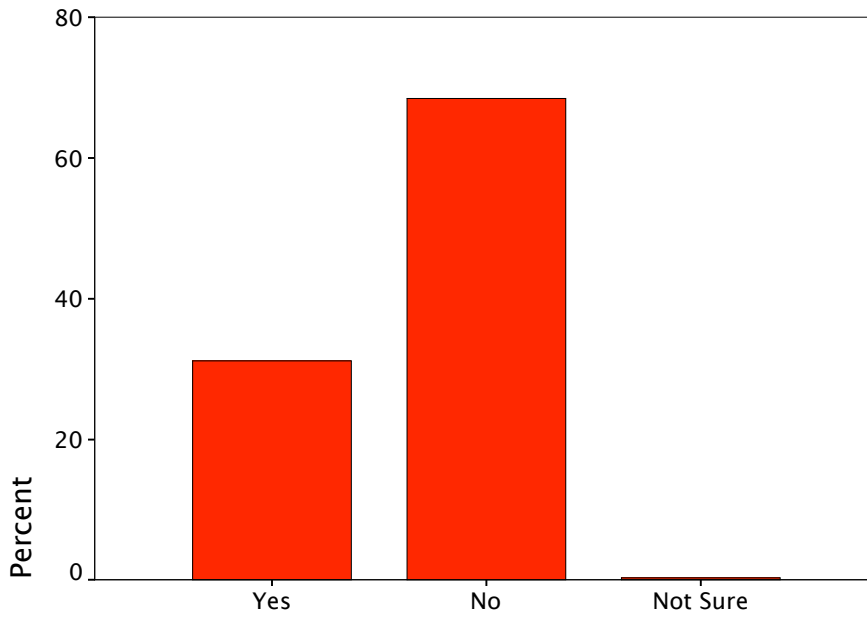
## Internet School

## Internet Access Speed



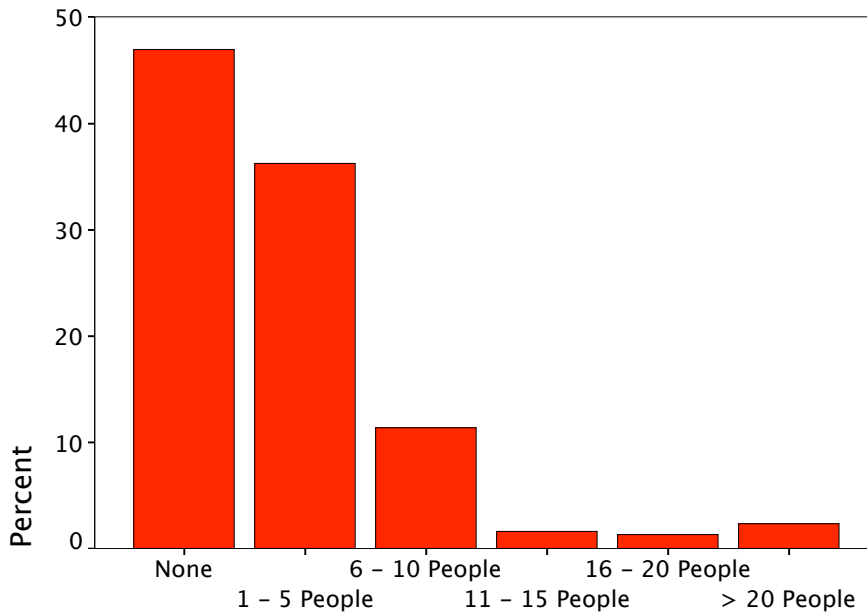
## Internet Access Speed

### Own iPod/MP3



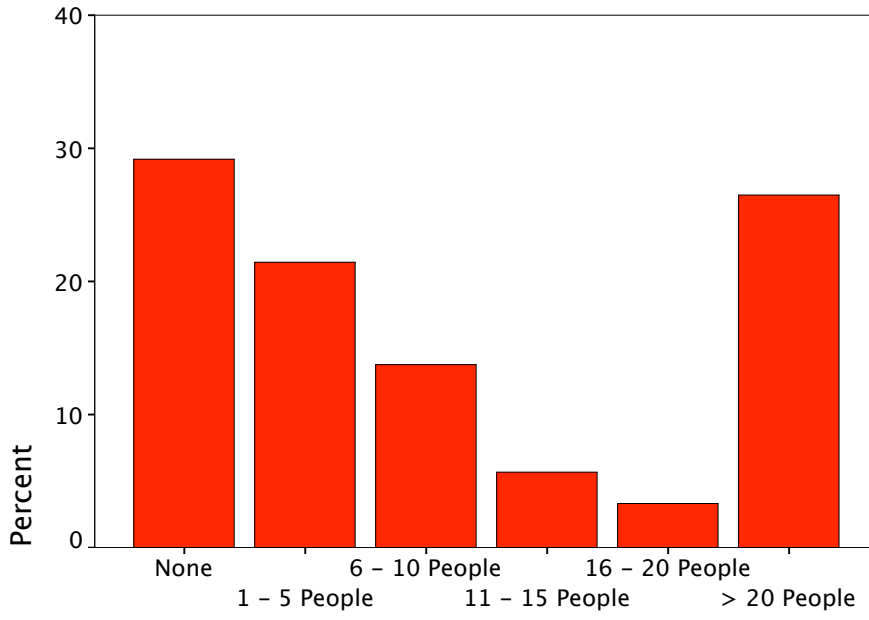
Own iPod/MP3

### Wkly # of People IM on Computer



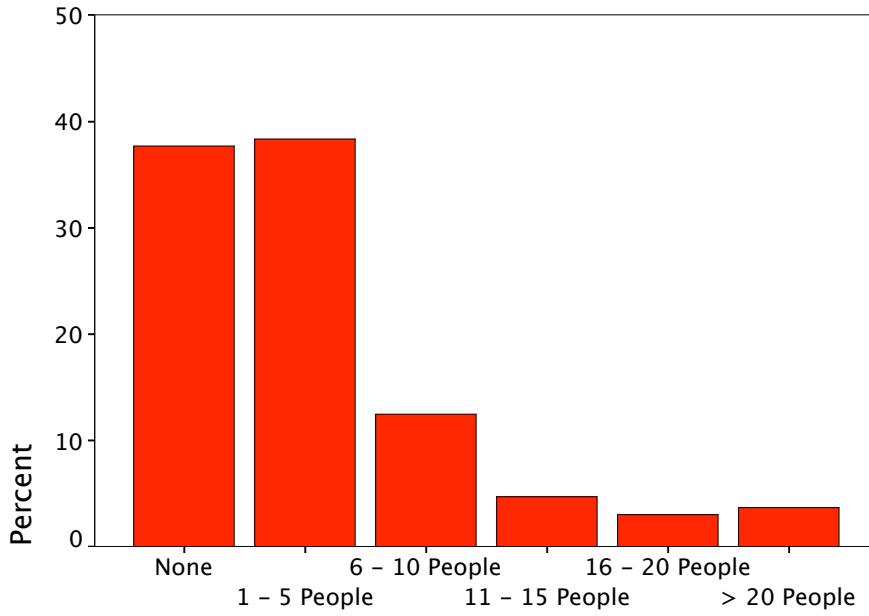
Wkly # of People IM on Computer

### # of People w/your IM Address



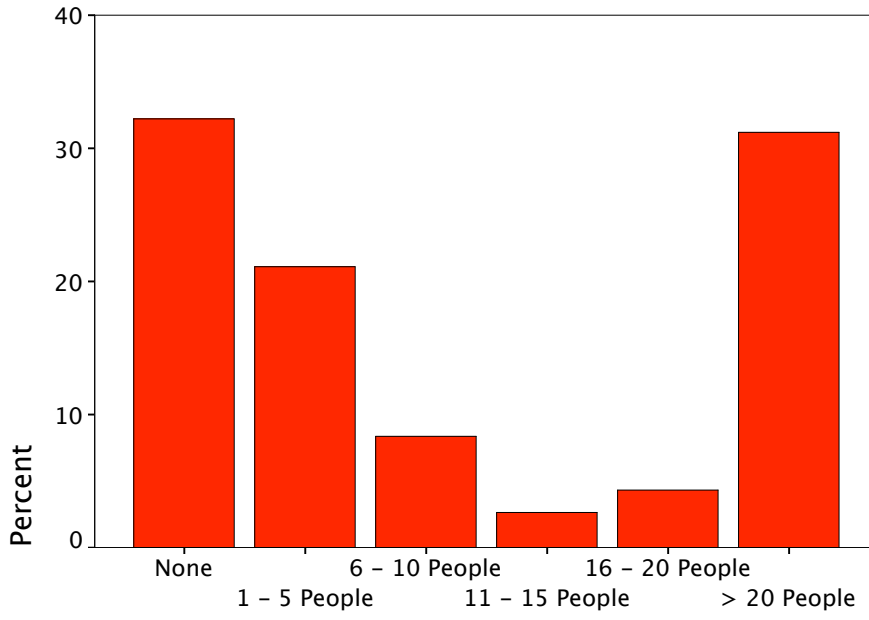
### # of People w/your IM Address

### Wkly - # of People TM on Phone



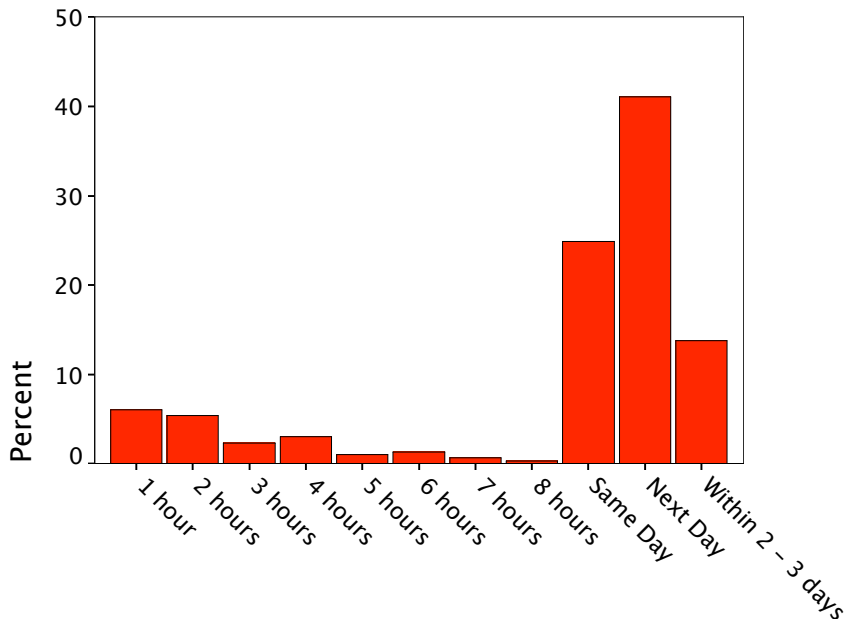
### Wkly - # of People TM on Phone

### # of People w/your TM address



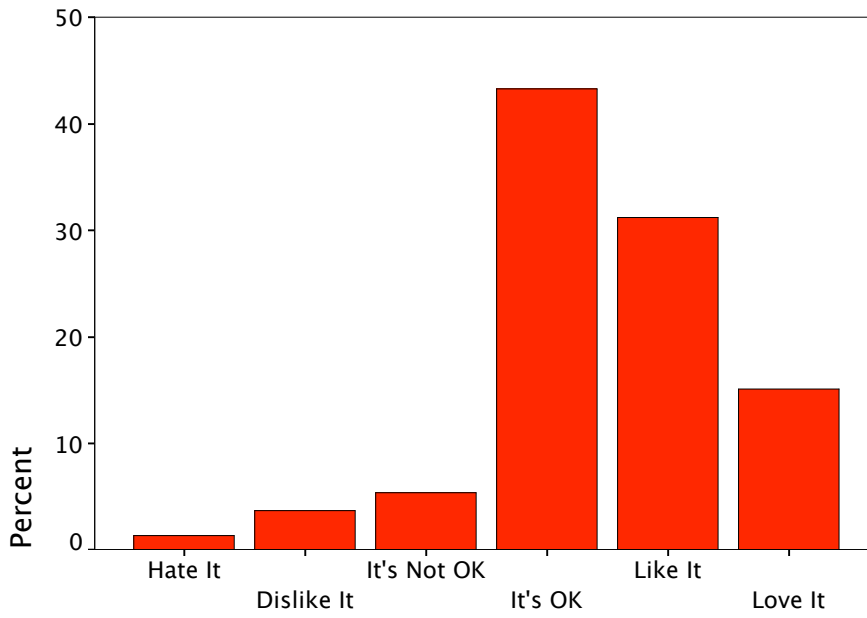
### # of People w/your TM address

### Expected response time to email?



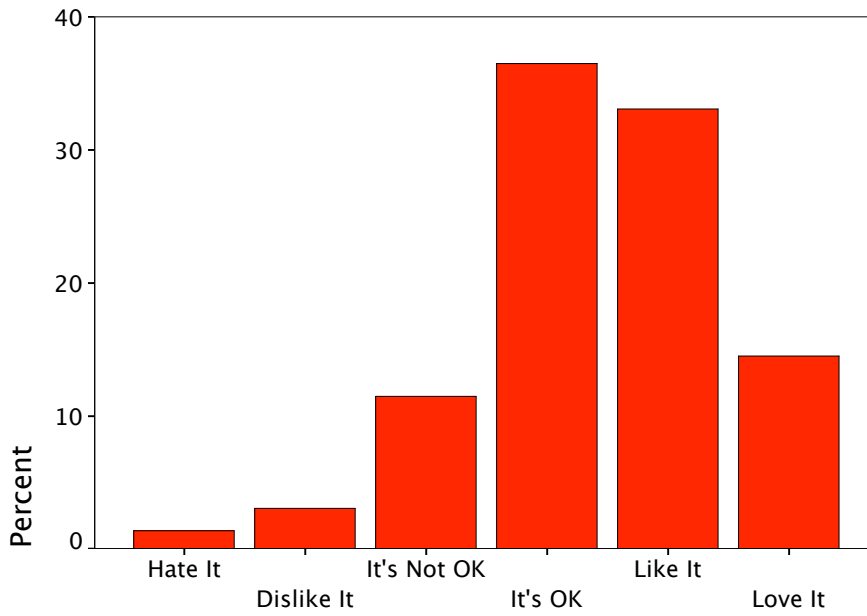
### Expected response time to email?

## Lots of Color



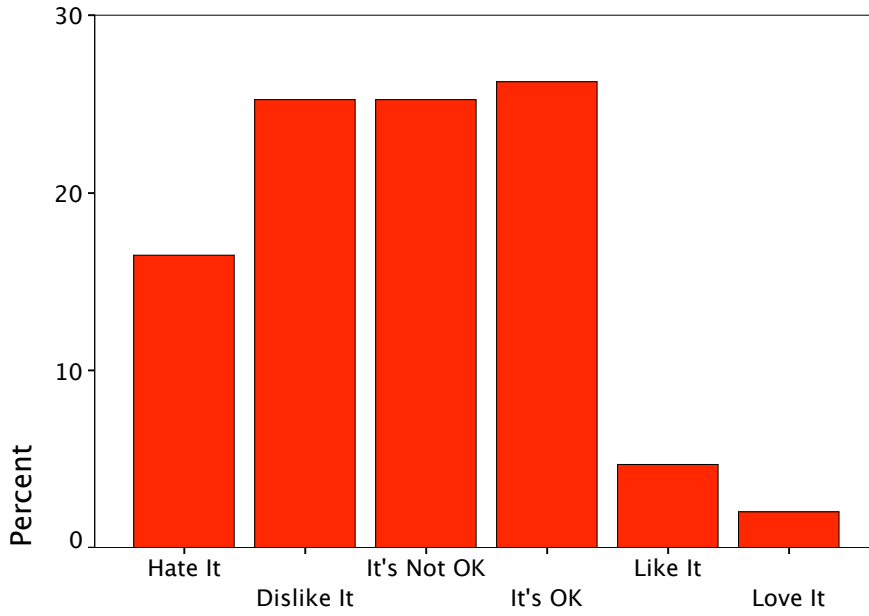
## Lots of Color

## Lots of Things to Look At



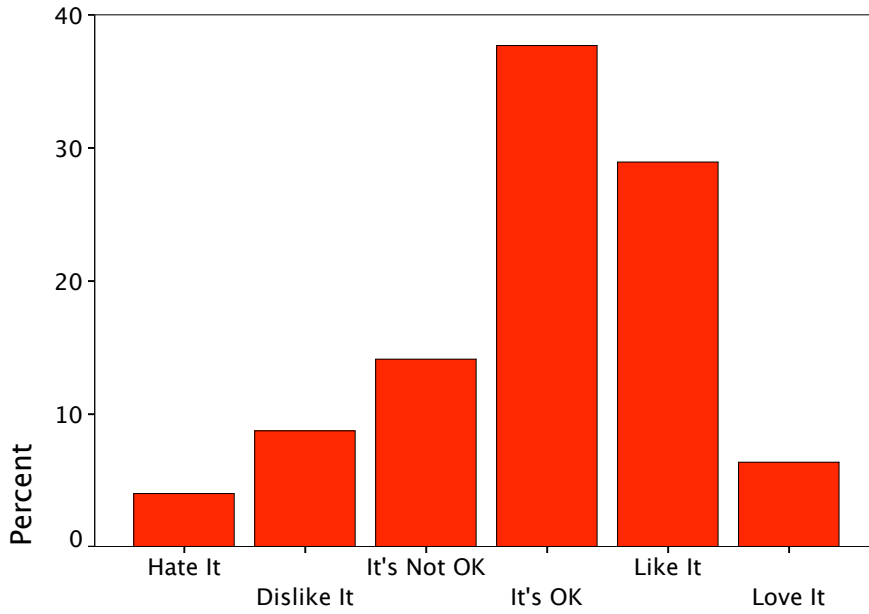
## Lots of Things to Look At

### Lots of White Space



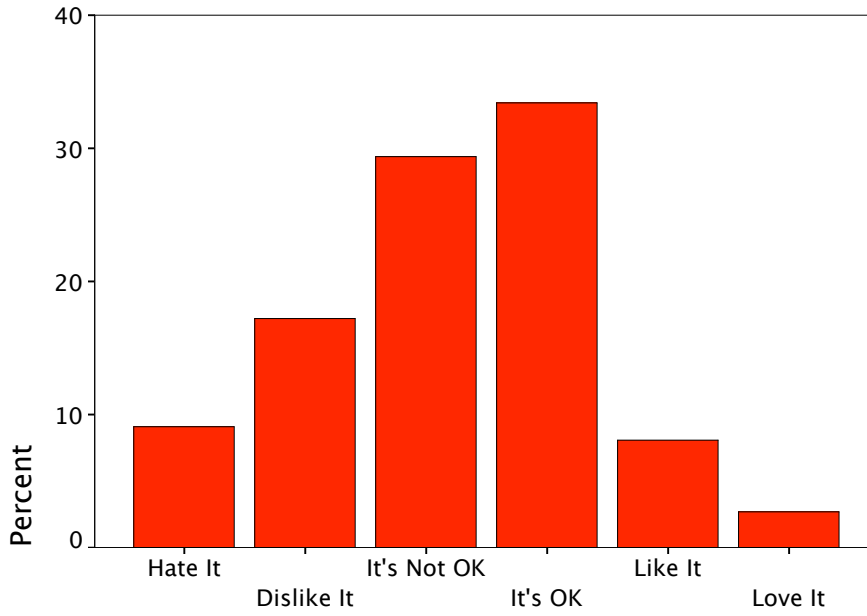
Lots of White Space

### Different Type Styles and Sizes



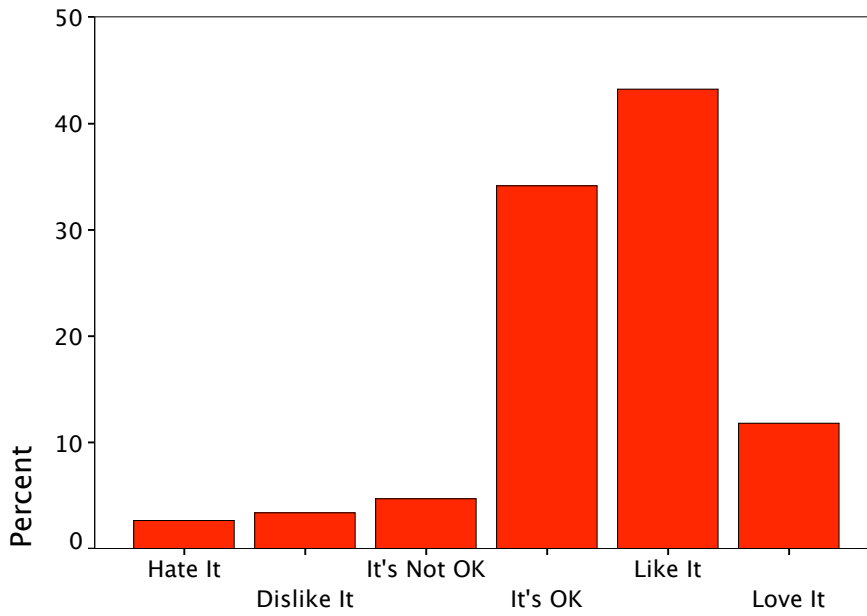
Different Type Styles and Sizes

### Lots of Txt in Paragraphs



Lots of Txt in Paragraphs

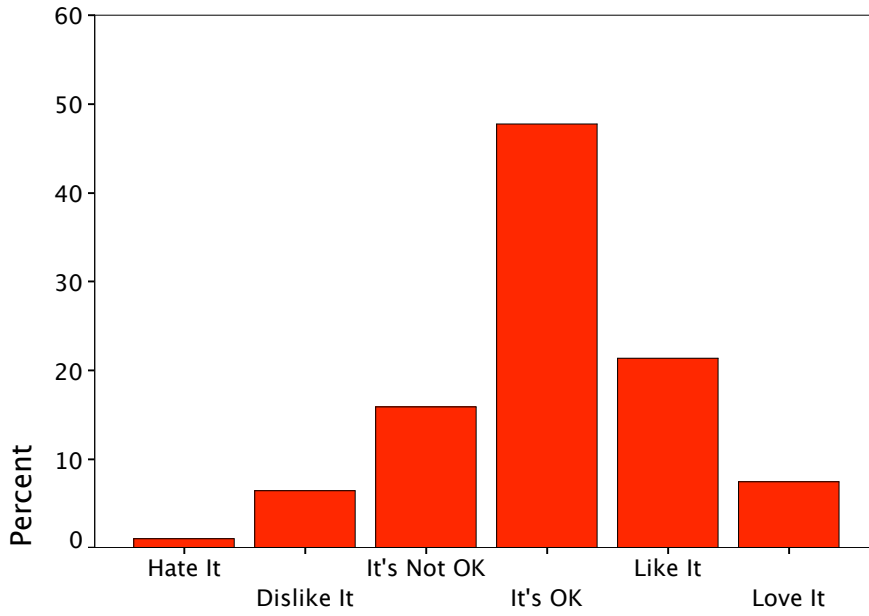
### Short txt Blocks w/Bullet Points



Short txt Blocks w/Bullet Points

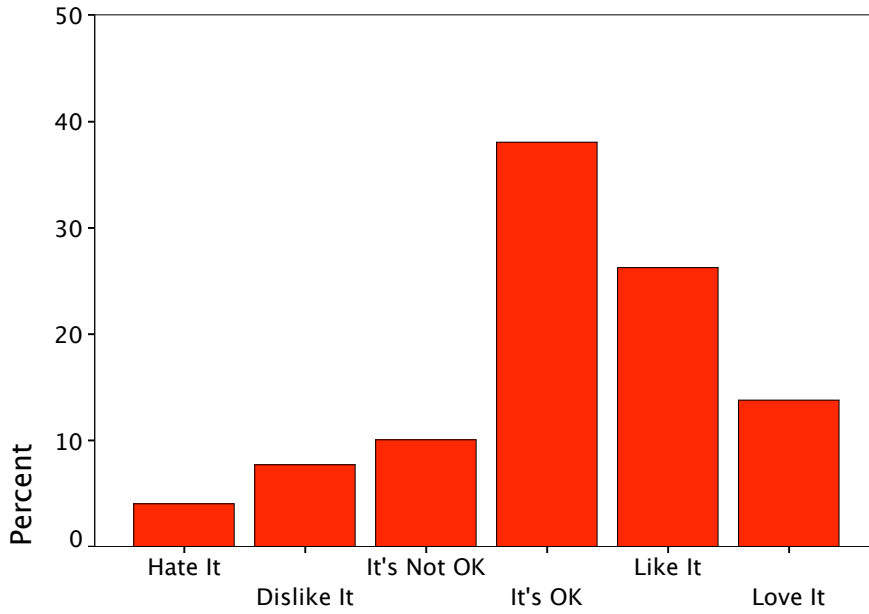


### Min. Amnt of Txt



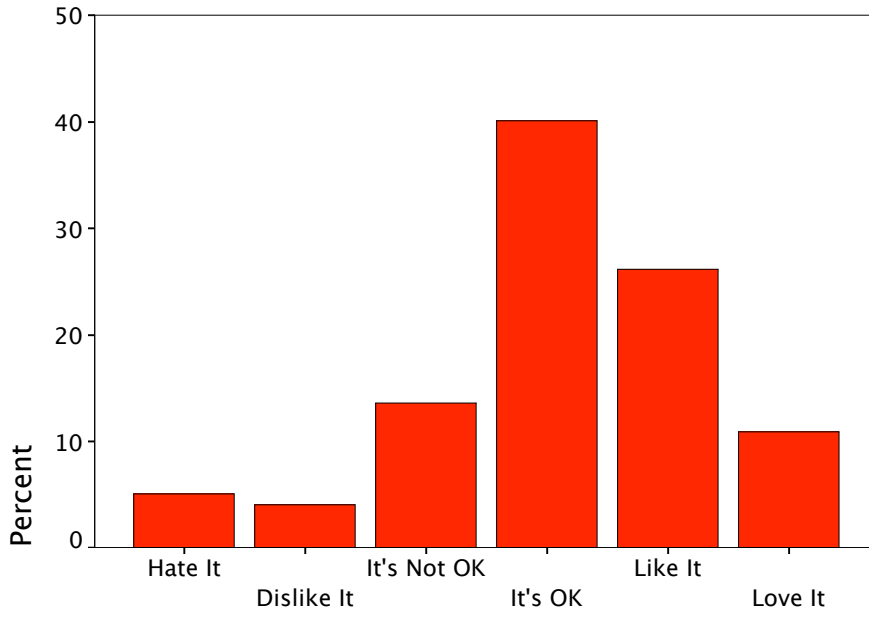
### Min. Amnt of Txt

### All Navigation Left



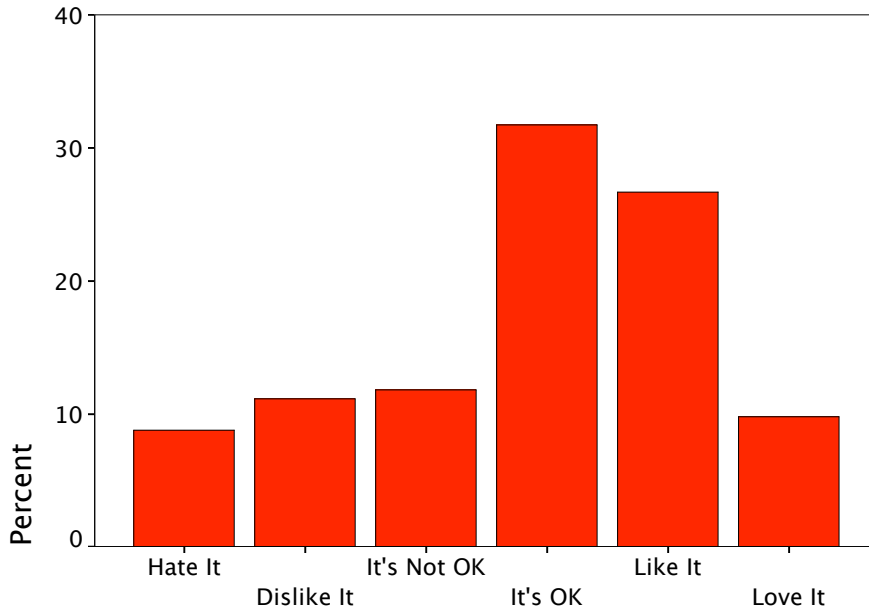
### All Navigation Left

### All Navigation Top



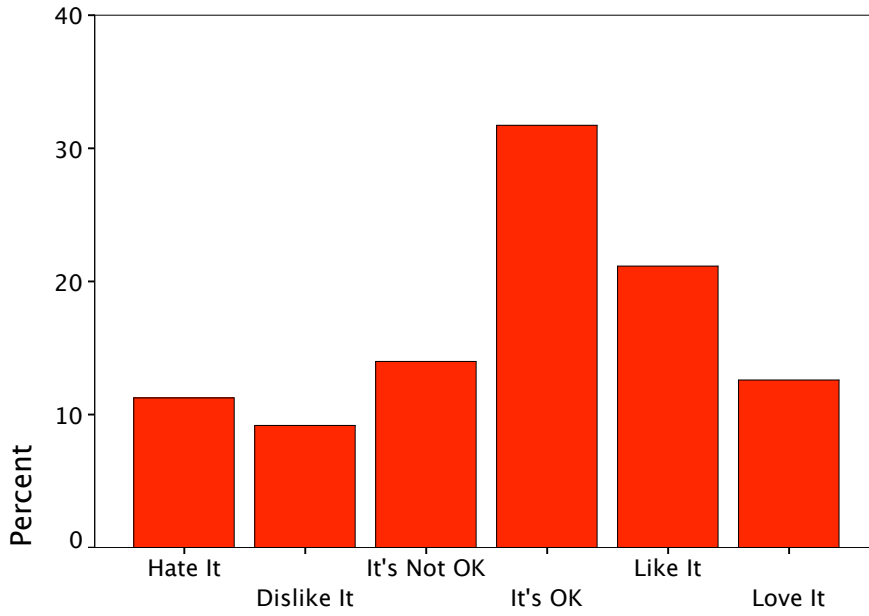
All Navigation Top

### Navigation through pg



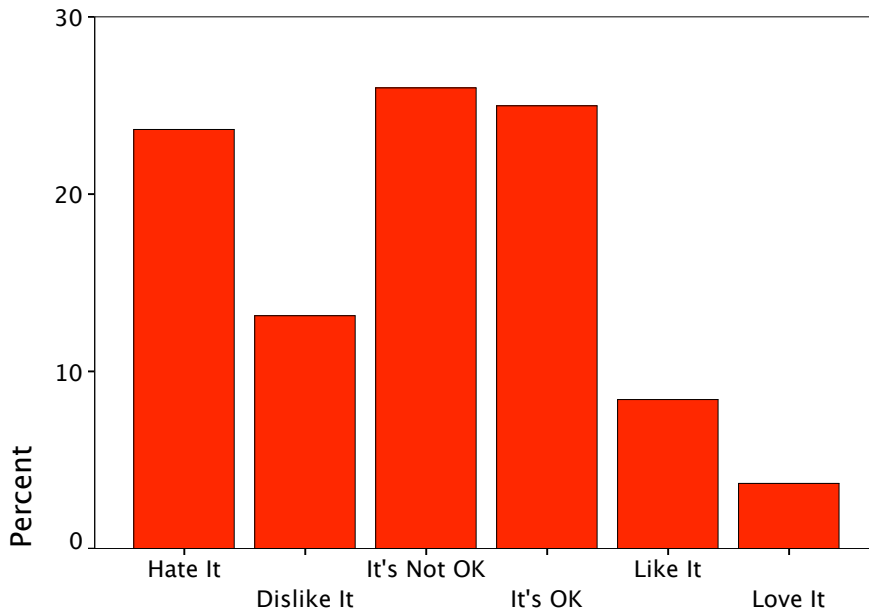
Navigation through pg

### Nav shrtcts deep into site



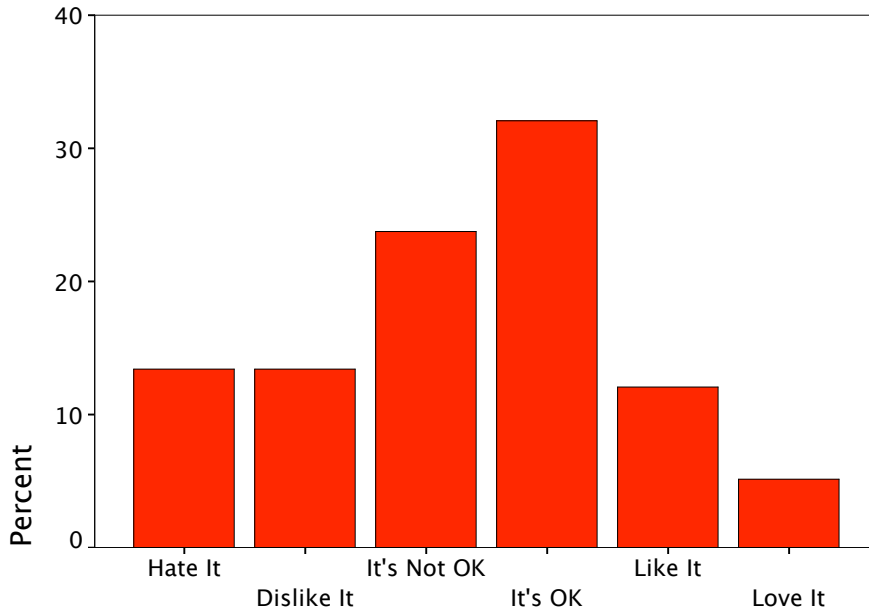
### Nav shrtcts deep into site

### Site "sticks" to LH side window



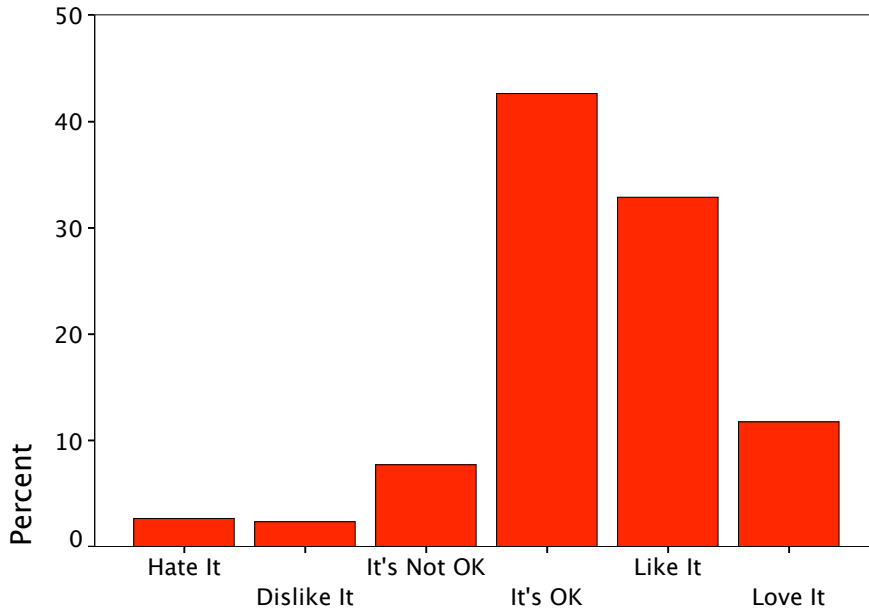
### Site "sticks" to LH side window

### Website "floats" in mid of window



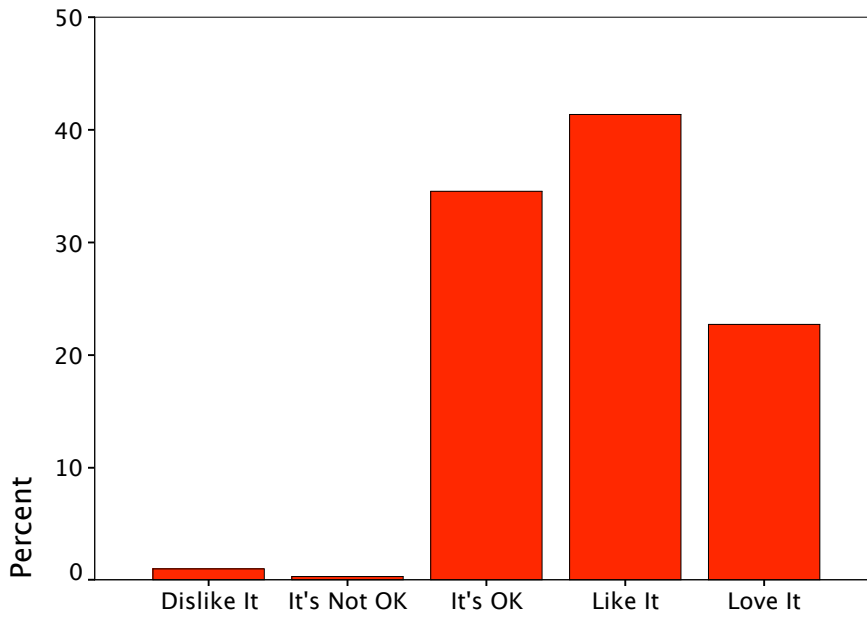
### Website "floats" in mid of window

### Photos/graphics of students



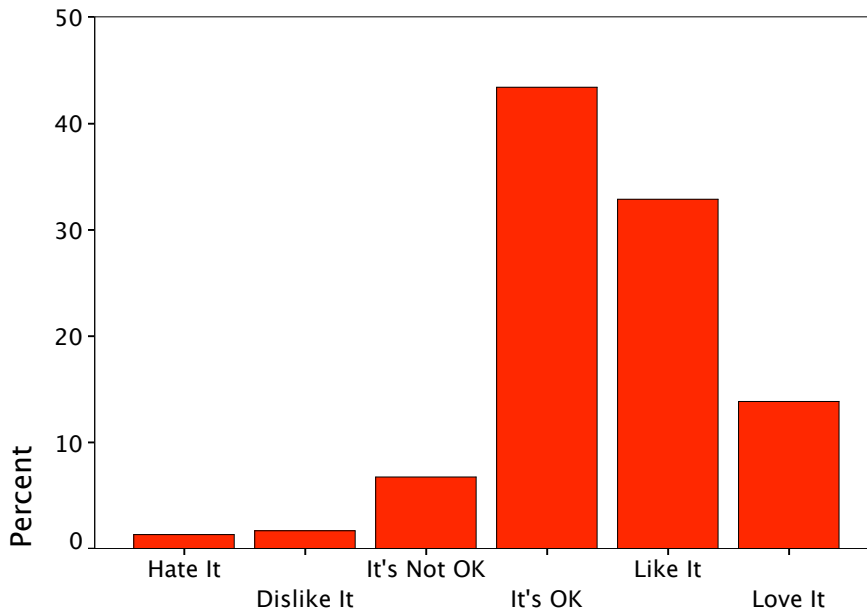
### Photos/graphics of students

### Photos/graphics of the campus



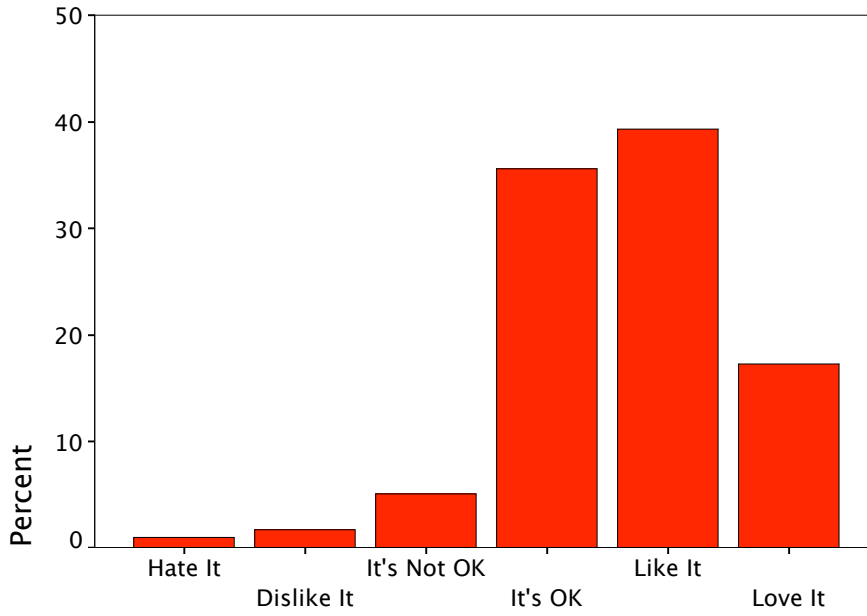
Photos/graphics of the campus

### Photos/graphics of the faculty



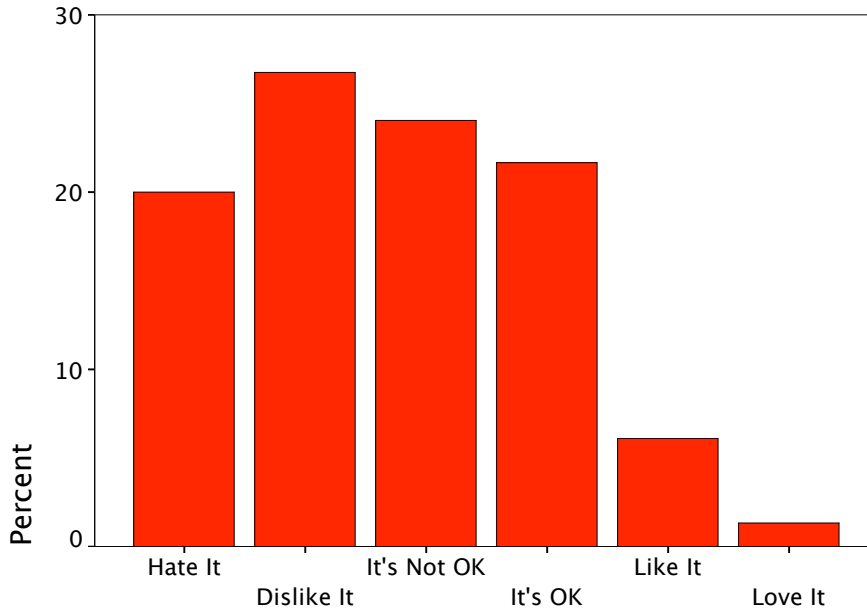
Photos/graphics of the faculty

### Photos/graphics that change



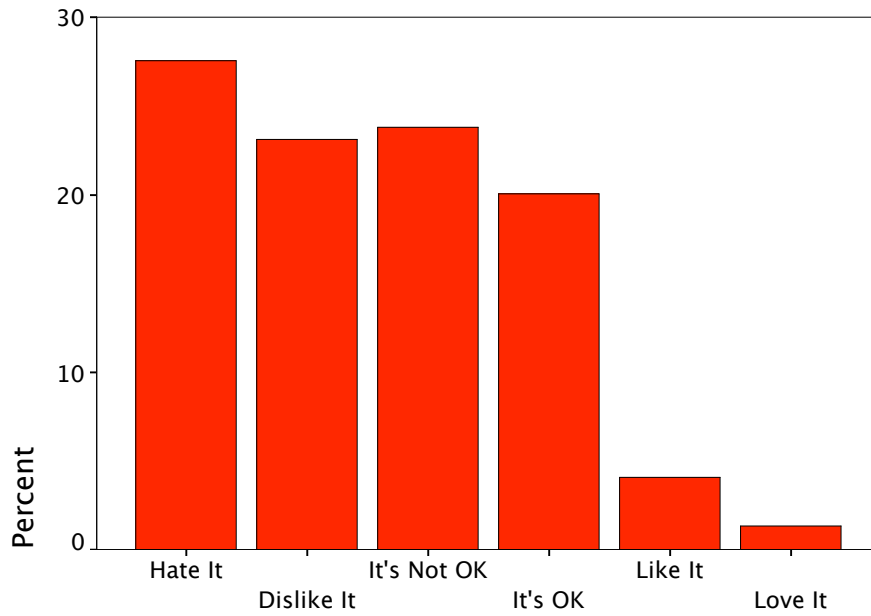
### Photos/graphics that change

### Pgs w/out photos/graphics



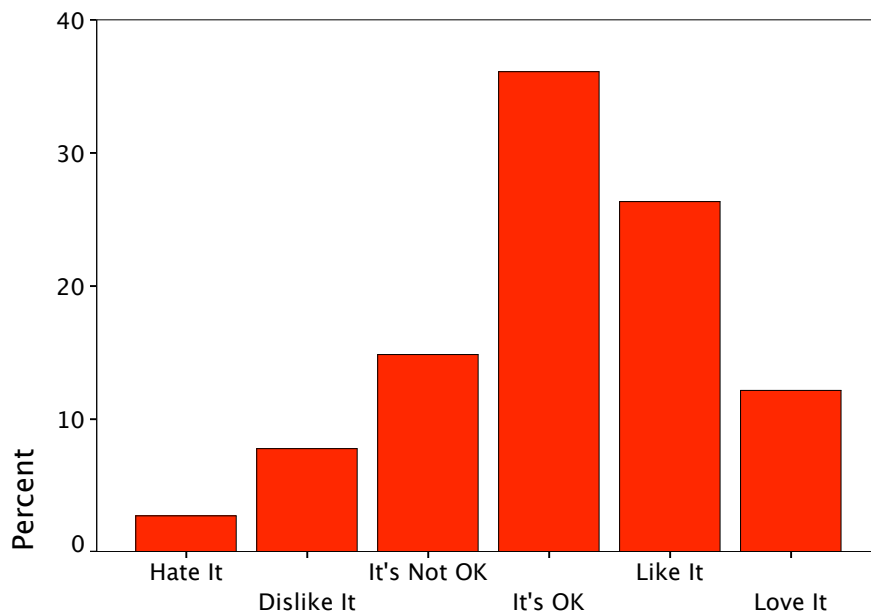
### Pgs w/out photos/graphics

### Pgs w/lots of white space



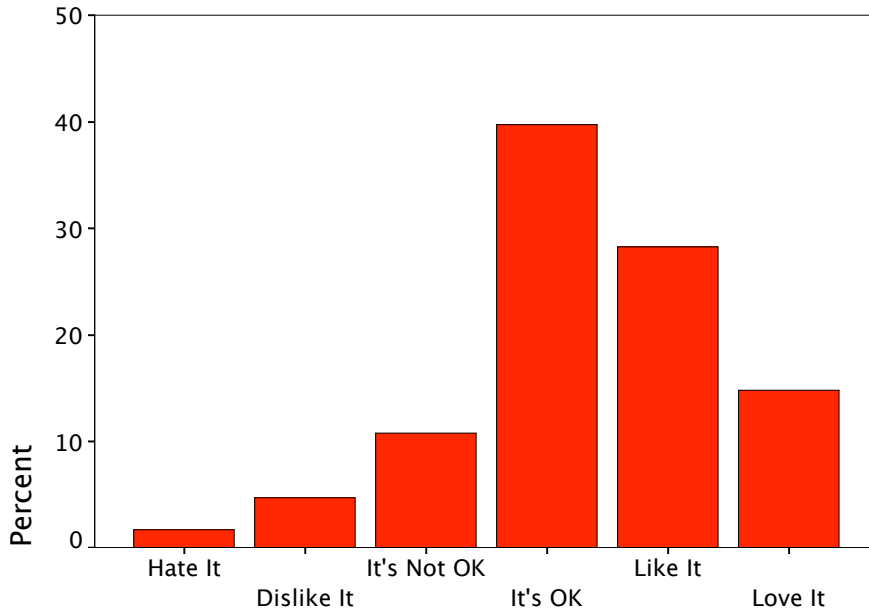
### Pgs w/lots of white space

### Flash Animation



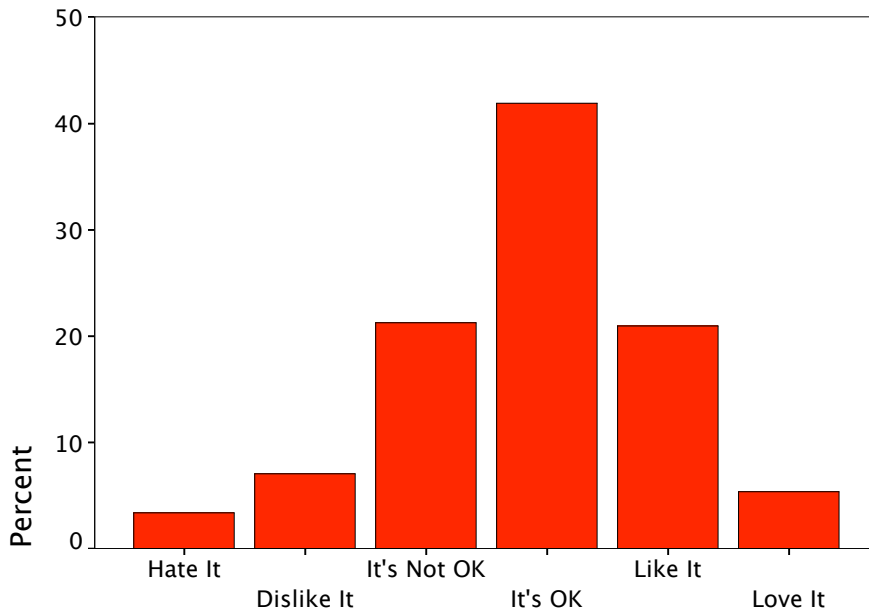
### Flash Animation

### A lot to Click on/Do



### A lot to Click on/Do

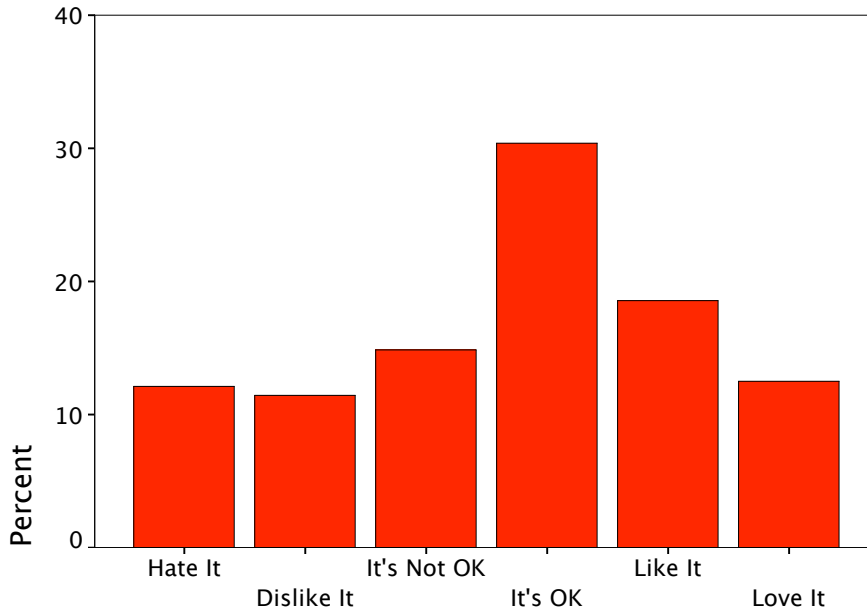
### A lot to Read



### A lot to Read

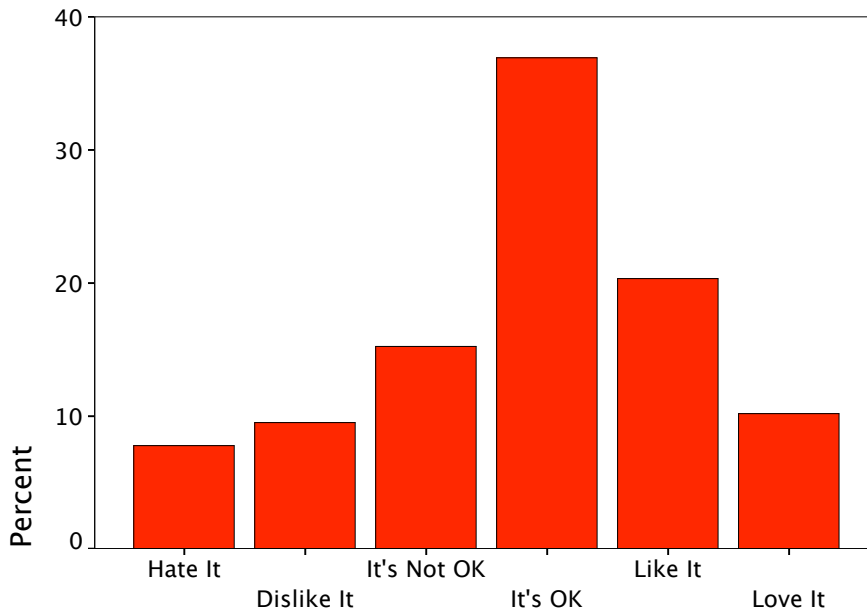


## Games



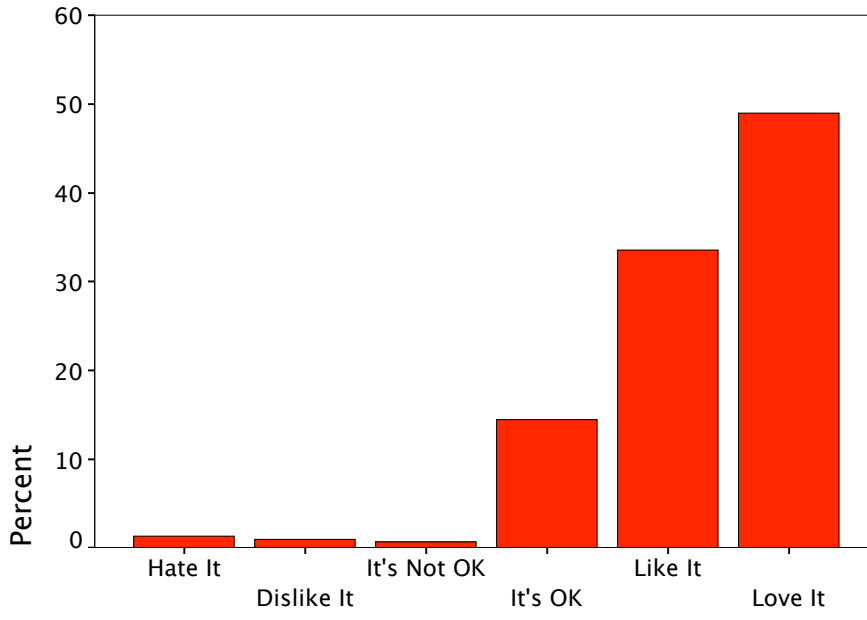
## Games

## Podcasts or Vodcasts



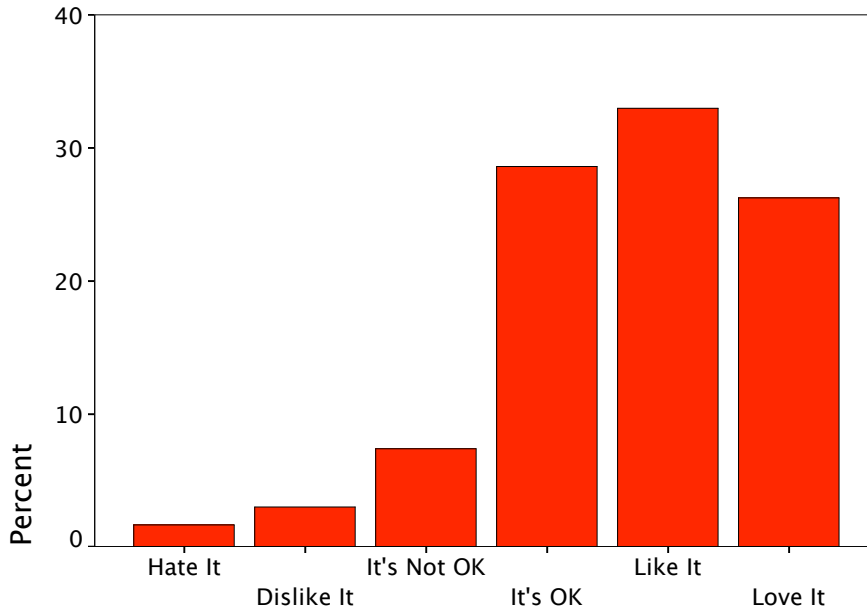
## Podcasts or Vodcasts

## Good Internal Search Engine



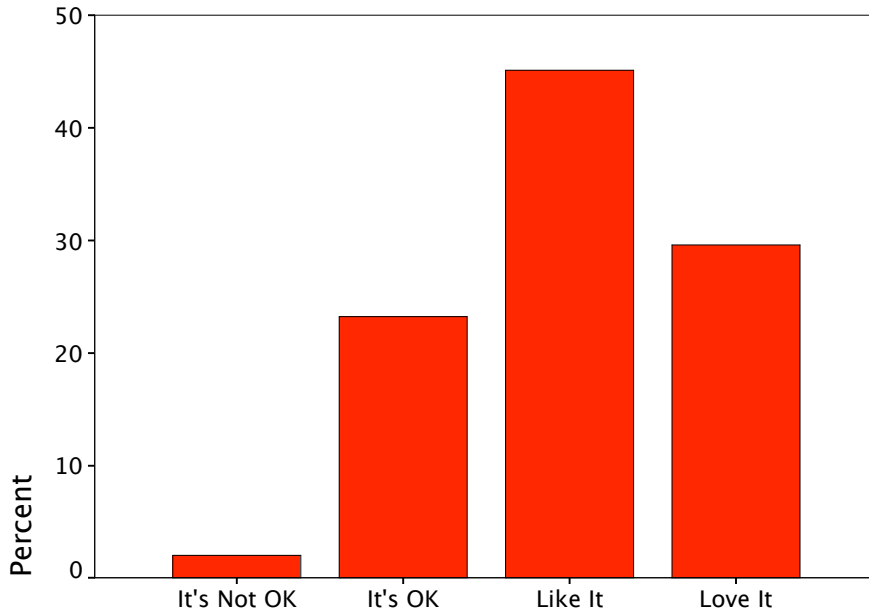
## Good Internal Search Engine

## Content updated once/mnth



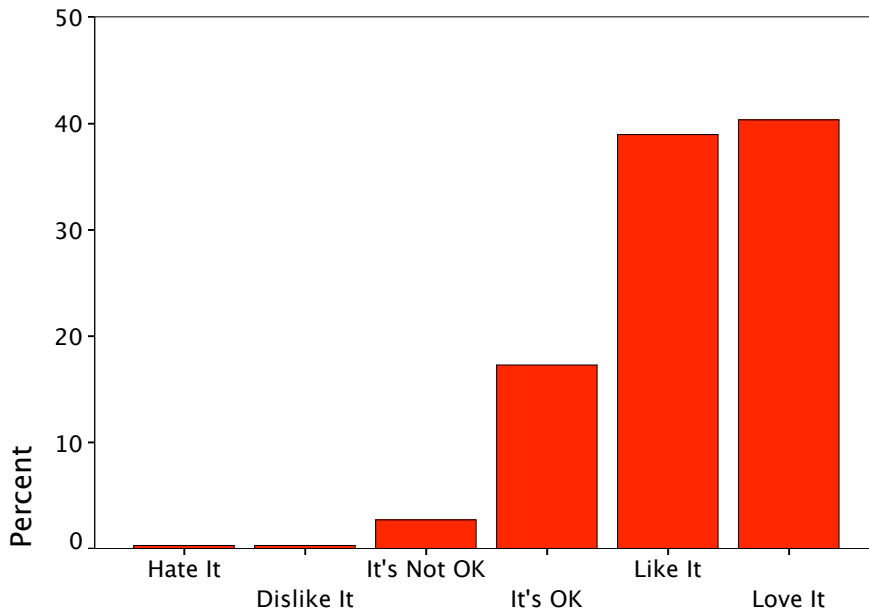
## Content updated once/mnth

### A unique site for current students



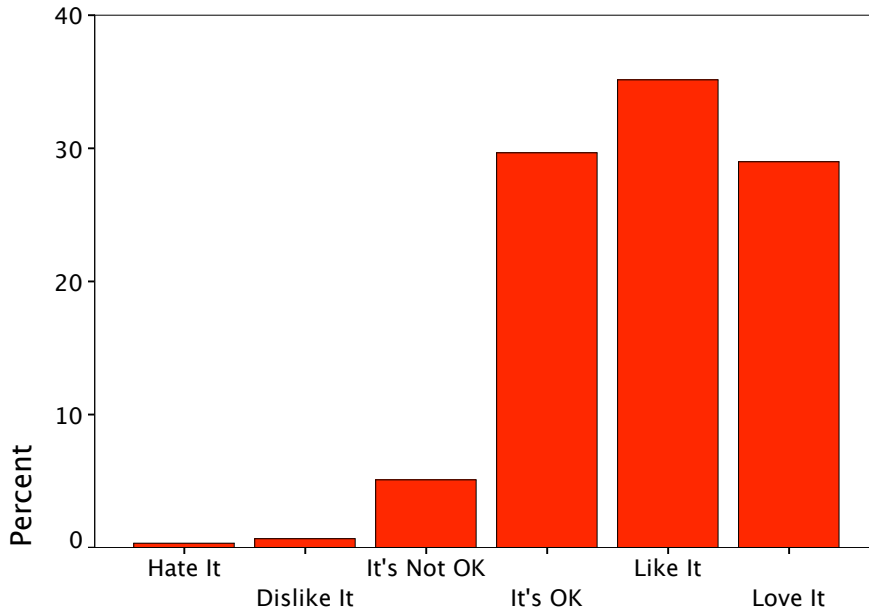
A unique site for current students

### Ability to buy textbooks online



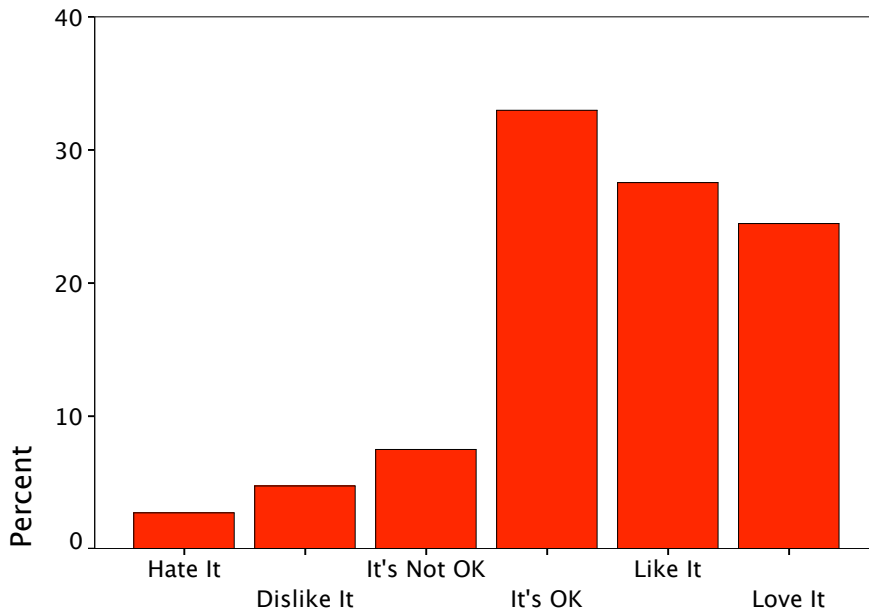
Ability to buy textbooks online

### Pages may be customized



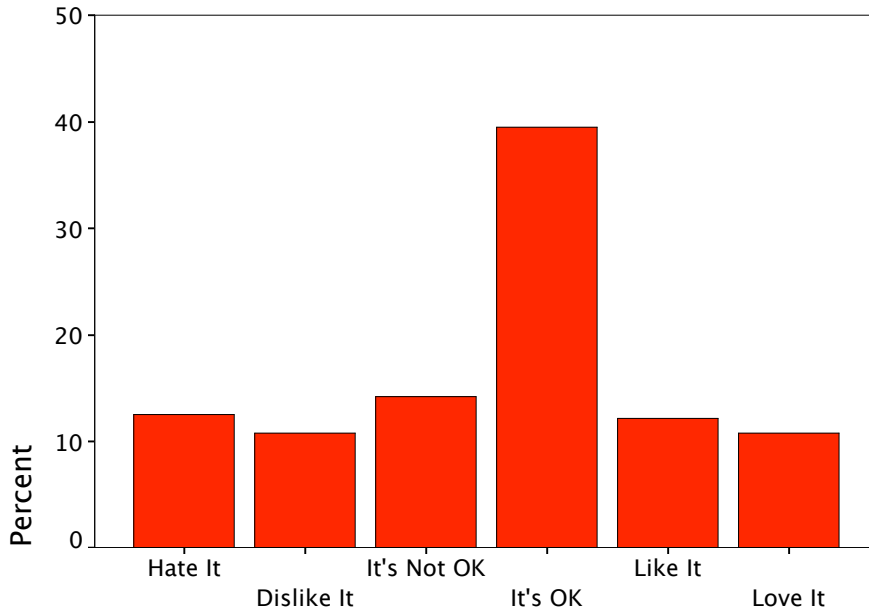
### Pages may be customized

### Coll. IM address for all students



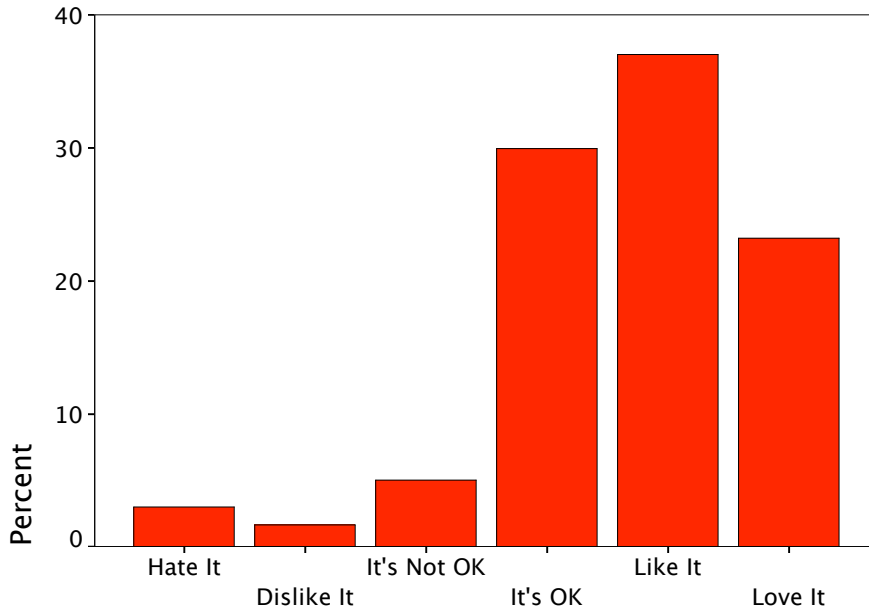
### Coll. IM address for all students

### Photos of students like me



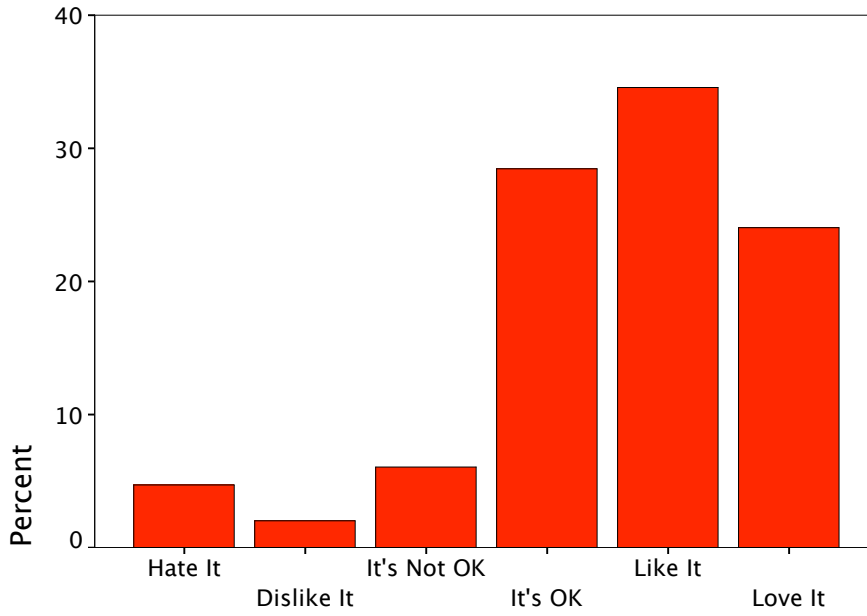
### Photos of students like me

### Chat w/Coll. Staff



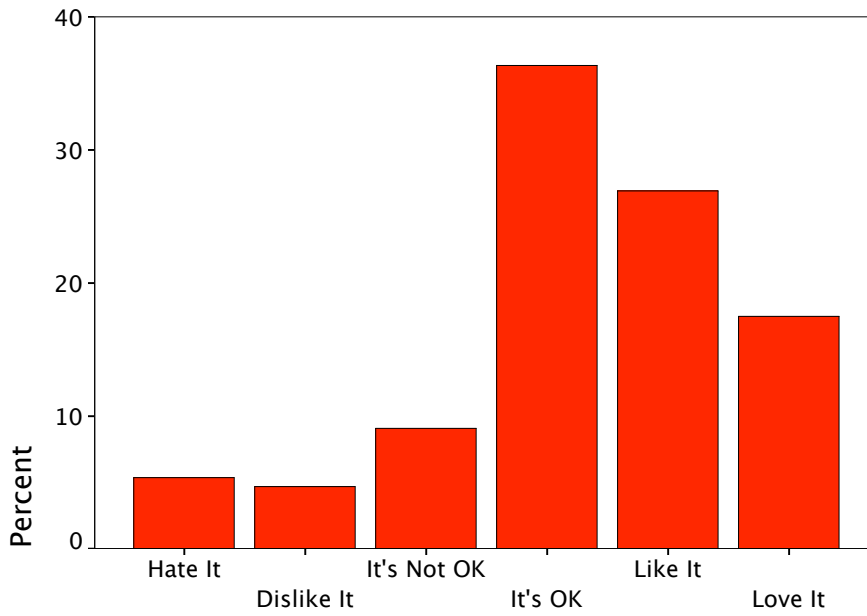
### Chat w/Coll. Staff

### Able to IM w/Coll. Staff



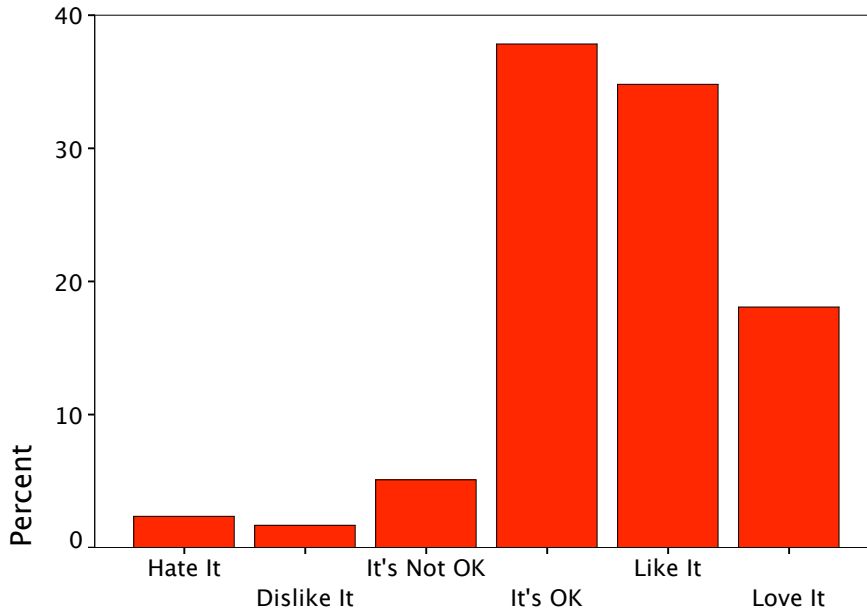
### Able to IM w/Coll. Staff

### Student Blog about the coll.



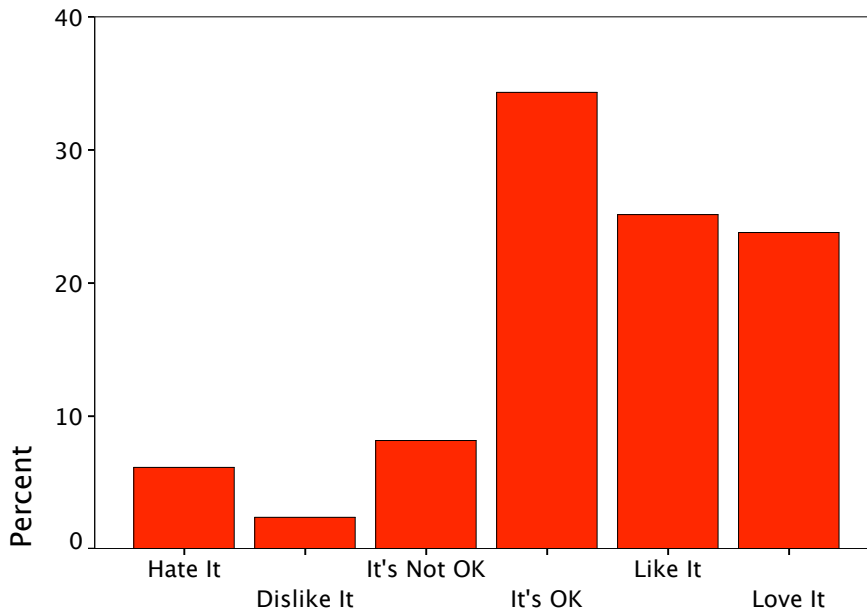
### Student Blog about the coll.

### Coll. News Blog



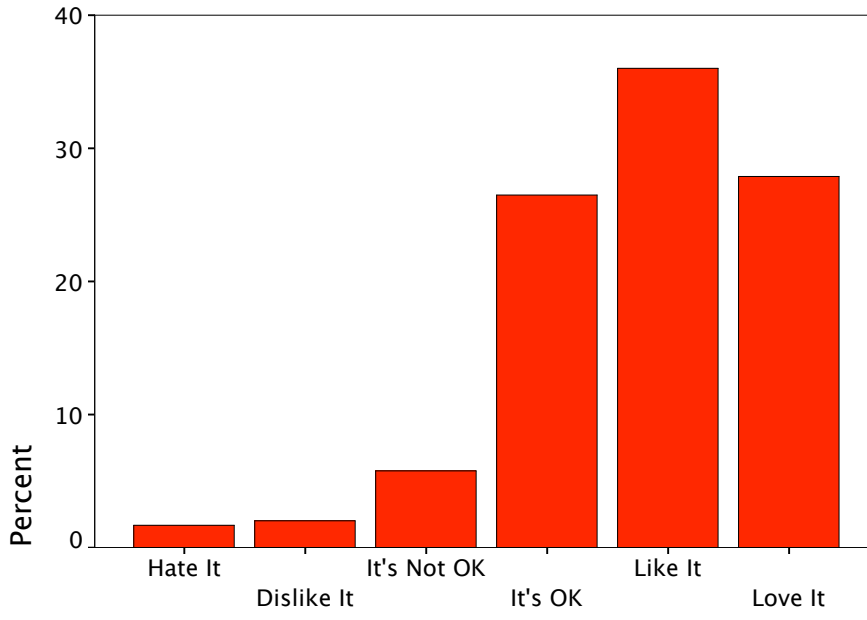
### Coll. News Blog

### Able to IM w/current students



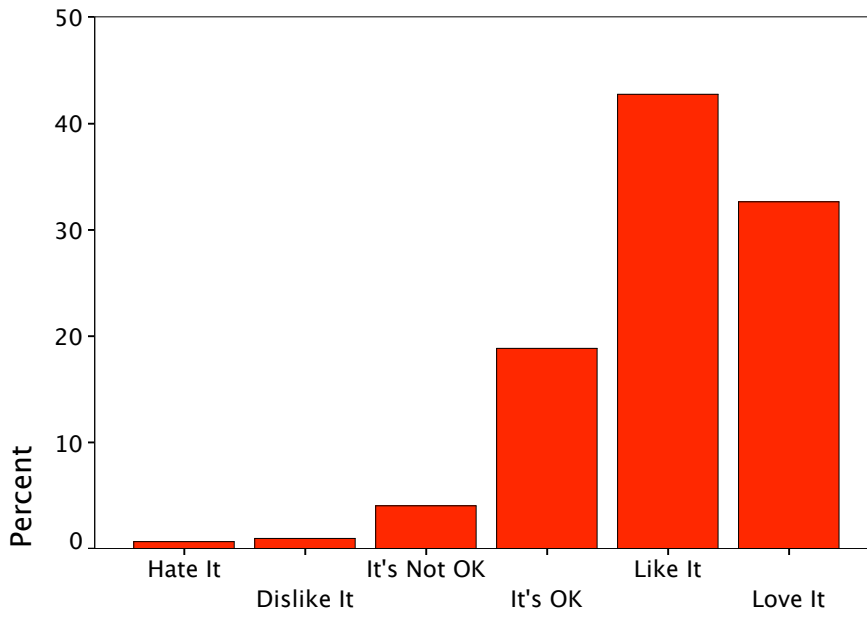
### Able to IM w/current students

### Videos about each program



### Videos about each program

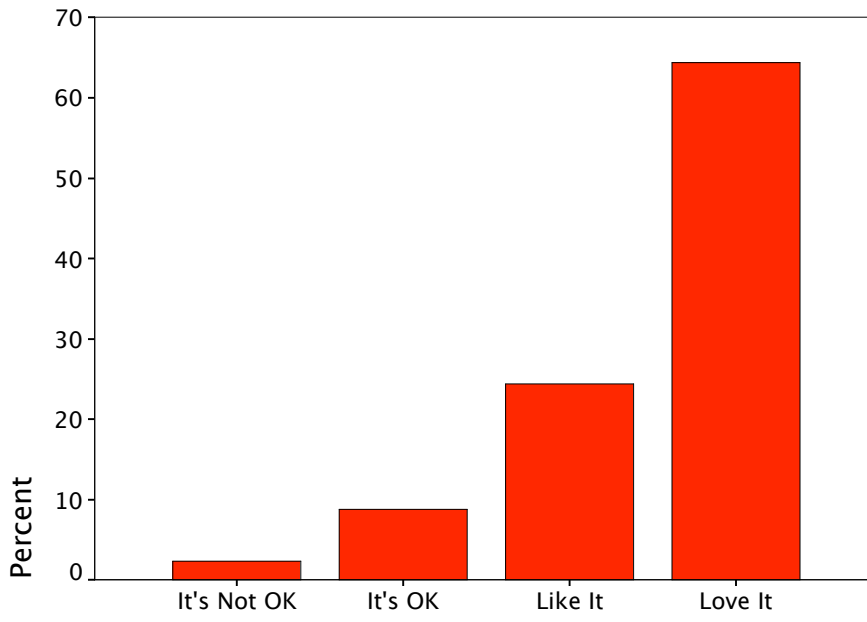
### Virtual Campus Tour



### Virtual Campus Tour

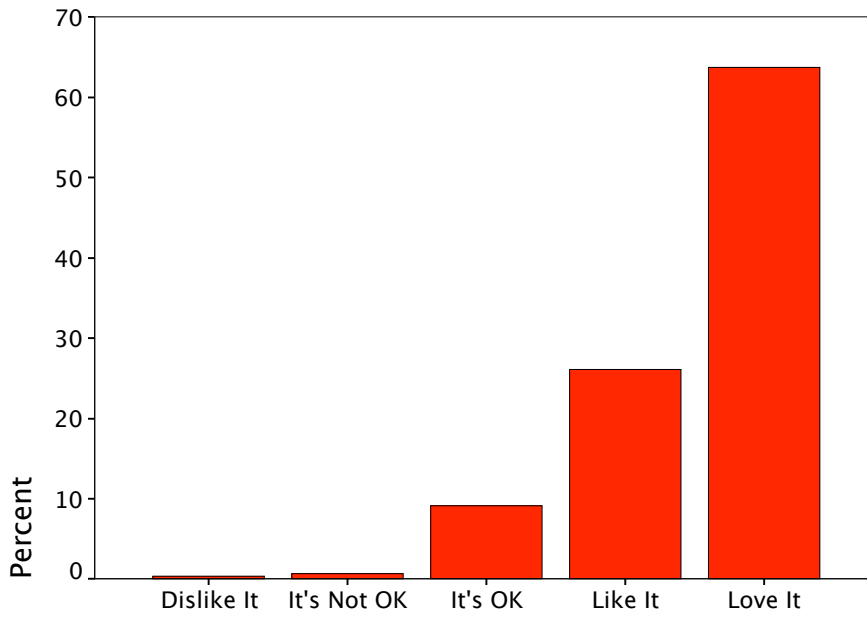


## Register Online



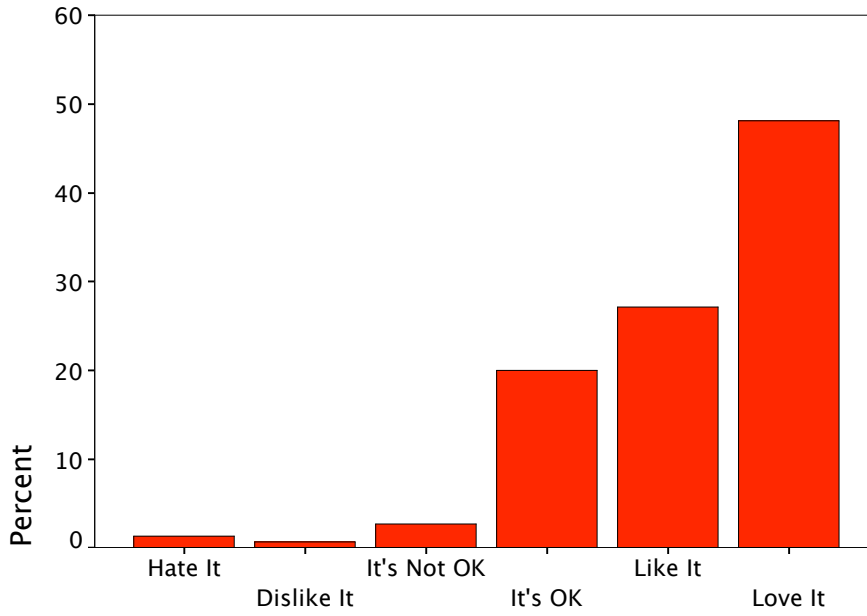
## Register Online

## Download Mtrls from Library



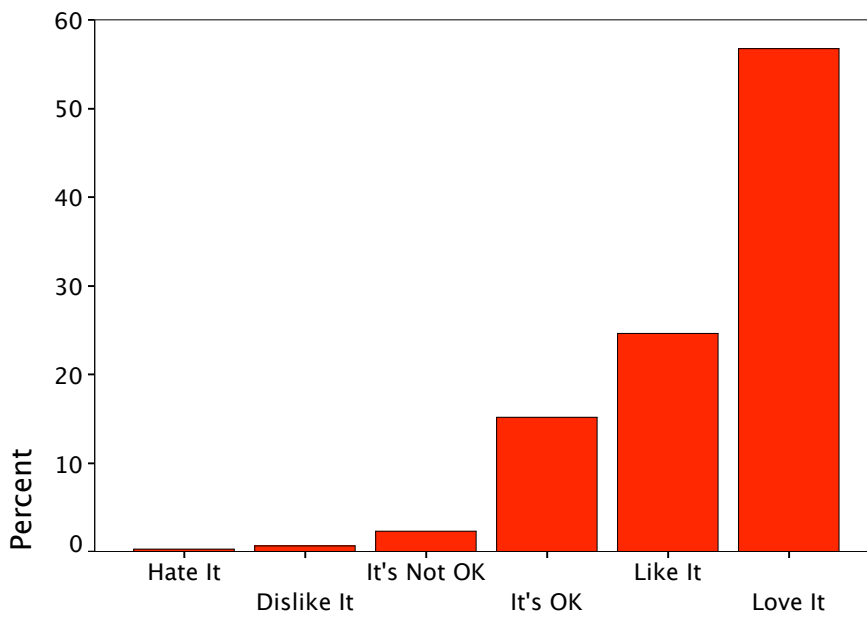
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### Online advising/counseling



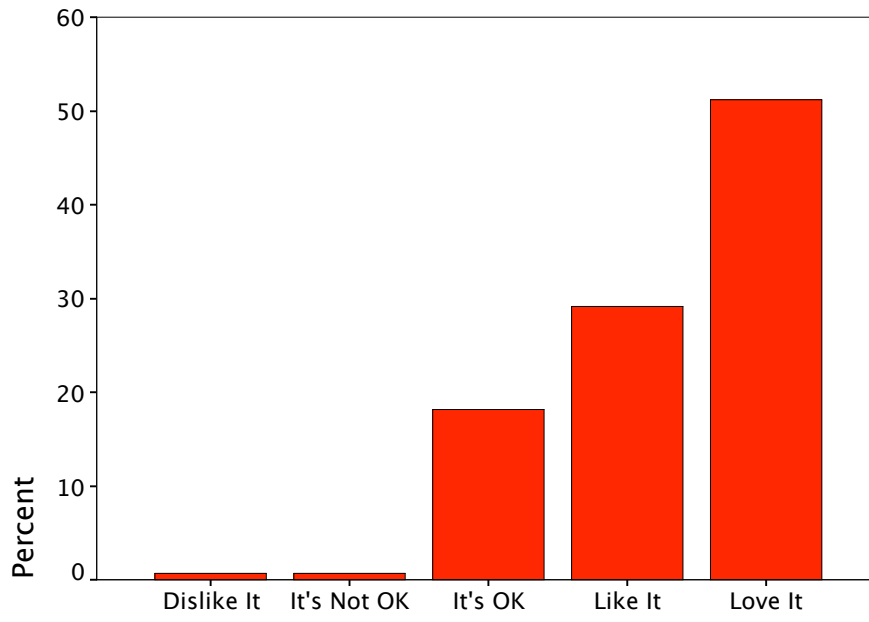
### Online advising/counseling

### Free Email from Coll.



### Free Email from Coll.

## Web content updated daily



Web content updated daily

## Frequencies

### Statistics

		Internet Home	Internet Work	Internet School
N	Valid	276	150	261
	Missing	27	153	42