

Media Preference Survey - Conducted 2014

Marketing Division

	Frequency	Percent		
What is your gender?				
Female	848	66%		
Male	435	34%		
	1283	100%		
What is your age?				
17 or younger	33	3%		
18-24	350	27%		
25-34	305	24%		
35-49	303	23%		
50-64	252	20%		
65 or older	48	4%		
	1291	100%		
In which city do you reside?				
Camp Verde	25	2%		
Clarkdale	16	1%		
Chino Valley	119	9%		
Cottonwood	125	10%		
Dewey-Humboldt	42	3%		
Prescott	476	37%		
Mayer	19	1%		
Prescott Valley	317	25%		
Rimrock	12	1%		
Sedona	24	2%		
Other	118	9%		
	1293	100%		
Which of the following best describes your current connection to Yavapai College?				
College student other than Yavapai College	1	0%		
Community member	20	2%		
Current Yavapai College student	1013	79%		
Future Yavapai College student	12	1%		
other	29	2%		
Parent of Yavapai College student	3	0%		
Yavapai College alumni	16	1%		
Yavapai College faculty or staff member	193	15%		
Total	1287	100%		
Which Yavapai College campus would you attend most frequently as a student?				
Career & Technical Education Center (220 Ruger Rd., Prescott, AZ 86301)	55	5%		
Chino Valley Agribusiness & Science (2275 Old Home Manor Dr., Chino Valley)	19	2%		
Prescott Campus (1100 E. Sheldon Street, Prescott, AZ 86301)	715	71%		
Prescott Valley Campus (6955 Panther Path, Prescott Valley, AZ 86314)	47	5%		
Sedona Center for Arts & Technology (4215 Arts Village Drive, Sedona AZ, 86336)	1	0%		
Verde Valley Campus (601 Black Hills Dr, Clarkdale, AZ 86324)	171	17%		
Total	1008	100%		

* Percent of Cases based on 1,295 respondents. Totals exceed 100% due to multiple choice options.

Media Preference Survey - Conducted 2014
Marketing Division

	Frequency	Percent	
How do you prefer to receive Yavapai College news, registration, and course catalog information? Select all that apply.			
		% Responses	% Cases*
Direct mail - Postcards	242	9%	19%
E-mail	1073	42%	83%
Telephone	29	1%	2%
Text message	163	6%	13%
Print material (e.g., course catalog)	269	10%	21%
Yavapai College website	694	27%	54%
Social media	94	4%	7%
Other	8	0%	1%
	2572	100%	199%
Which of the following do you listen to most frequently? Select up to three options.			
		% Responses	% Cases*
Broadcast radio at home	197	7%	15%
Broadcast radio while driving	854	32%	66%
Broadcast radio at work	96	4%	7%
Satellite radio at home	87	3%	7%
Satellite radio while driving	166	6%	13%
Satellite radio at work	29	1%	2%
Streaming radio at home	337	13%	26%
Streaming radio while driving	114	4%	9%
Streaming radio at work	113	4%	9%
iPod or other mp3 device	585	22%	45%
Other	68	3%	5%
None of the above	45	2%	3%
	2691	100%	208%

* Percent of Cases based on 1,295 respondents. Totals exceed 100% due to multiple choice options.

Media Preference Survey - Conducted 2014

Marketing Division

	Frequency	Percent	
Which FM radio station(s) do you listen to regularly? Select all that apply.			
		% Responses	% Cases*
88.7 FM KNAU Arizona Public Radio	189	6%	15%
89.3 FM KNAQ	58	2%	4%
90.9 FM KGCB Arizona Shine	173	5%	13%
91.5 FM KJZZ	47	1%	4%
92.5 FM KFLX Rewind	89	3%	7%
92.9 FM KAFF Country	174	5%	13%
93.9 FM KMGH The Mountain	183	5%	14%
94.3 FM KDDL Cattle Country	106	3%	8%
95.9 FM KKLD The Cloud	270	8%	21%
96.7 FM KWMX The Wolf	253	8%	20%
99.1 FM KTMG Magic	328	10%	25%
100.9 FM KNOT Fun Oldies	78	2%	6%
102.1 FM KAHM Calm Radio	60	2%	5%
102.9 FM KQST	274	8%	21%
104.3 FM KAJM Mega	38	1%	3%
105.7 FM KVRD Country	262	8%	20%
106.7 FM KPPV The Mix	248	7%	19%
107.5 FM KOLT Country	221	7%	17%
Other	142	4%	11%
I do not listen to FM radio regularly	174	5%	13%
	3367	100%	260%
Which AM radio station(s) do you listen to regularly? Select all that apply.			
1130 AM KQNA	42	3%	
1450 AM KNOT Fun Oldies	28	2%	
1490 AM KYCA	49	4%	
Other	40	3%	
I do not listen to AM radio regularly	1136	88%	
	1295	100%	
Which streaming and satellite radio station(s) do you listen to regularly? Select all that apply.			
		% Responses	% Cases*
iTunes Radio	169	10%	13%
Pandora	748	44%	58%
Sirius XM	197	12%	15%
Spotify	145	9%	11%
Other	120	7%	9%
I do not listen to streaming or satellite radio regularly	316	19%	24%
	1695	100%	131%
Which do you prefer when reading news and magazine publications?			
Print edition	583	46%	breakout
Online edition	482	38%	
I do not read news or magazine publications regularly	204	16%	
	1269	100%	
Which of the following print edition publications do you read regularly? Select all that apply.			
		% Responses	% Cases*

* Percent of Cases based on 1,295 respondents. Totals exceed 100% due to multiple choice options.

Media Preference Survey - Conducted 2014

Marketing Division

	Frequency	Percent	
The Arizona Republic	242	12%	19%
Big Bug News	20	1%	2%
Camp Verde Bugle	30	2%	2%
Chino Valley Review	73	4%	6%
The Employment Network Magazine	60	3%	5%
The Noise	53	3%	4%
Pop Rocket Press	55	3%	4%
Prescott Daily Courier	411	21%	32%
Prescott Valley Tribune	137	7%	11%
Prescott Woman Magazine	91	5%	7%
Sedona Red Rock News	44	2%	3%
The Verde Independent	121	6%	9%
Other	98	5%	8%
I do not read print edition publications regularly	511	26%	39%
	1946	100%	150%
Which of the following online edition publications do you read regularly? Select all that apply			
		% Responses	% Cases*
AZ Central (azcentral.com)	198	12%	15%
Big Bug News (bigbugnews.com)	15	1%	1%
Camp Verde Bugle (cvbugle.com)	20	1%	2%
Chino Valley Review (chinovalleysreview.com)	39	2%	3%
The Employment Network Magazine (theemploymentnetwork.net)	27	2%	2%
The Noise (thenoise.us)	11	1%	1%
Pop Rocket Press (poprocketpress.com)	10	1%	1%
Prescott Daily Courier (dcourier.com)	404	25%	31%
Prescott eNews (prescottenews.com)	54	3%	4%
Prescott Woman Magazine (prescottwomanmagazine.com)	22	1%	2%
Sedona Red Rock News (redrocknews.com)	44	3%	3%
The Verde Independent (verdenews.com)	96	6%	7%
Other	99	6%	8%
I do not read online edition publications regularly	608	37%	47%
	1647	100%	127%
Which of the following movie theaters do you visit regularly? Select all that apply.			
		% Responses	% Cases*
Harkins Theatres Prescott Valley 14	660	41%	51%
Picture Show Frontier Village	523	32%	40%
Other	122	8%	9%
I do not visit regularly	318	20%	25%
	1623	100%	125%

* Percent of Cases based on 1,295 respondents. Totals exceed 100% due to multiple choice options.

Media Preference Survey - Conducted 2014
Marketing Division

	Frequency	Percent		
Which television service do you subscribe to?				
Broadcast television	3	0%		
Cable television	14	1%		
Dish Network	165	13%		
other	26	2%		
Satellite television	1	0%		
Streaming media on computer or mobile device	341	27%		
Streaming media through television	308	24%		
Suddenlink	19	1%		
I do not subscribe to television service	391	31%		
Total	1268	100%		
Which streaming media service(s) do you use? Select all that apply.				
		% Responses	% Cases*	
Amazon Prime Instant Video	224	9%	17%	
Apple TV	48	2%	4%	
Comcast Xfinity	8	0%	1%	
Hulu Plus	223	9%	17%	
Roku	114	5%	9%	
Netflix	822	34%	63%	
YouTube	715	30%	55%	
Other	41	2%	3%	
I do not use streaming media services	201	8%	16%	
	2396	100%	185%	

* Percent of Cases based on 1,295 respondents. Totals exceed 100% due to multiple choice options.

Media Preference Survey - Conducted 2014

Marketing Division

	Frequency	Percent		
Which of the following television channel(s) do you watch? Select all that apply.				
(If you do not watch television, please skip this question)				
		% Responses	% Cases*	
ABC	446	6%	34%	
ABC Family	344	5%	27%	
AMC	257	4%	20%	
Animal Planet	277	4%	21%	
AZ Family	113	2%	9%	
AZTV	66	1%	5%	
Bravo	112	2%	9%	
CBS	387	6%	30%	
CNN News	171	2%	13%	
Comedy Central	357	5%	28%	
CW	130	2%	10%	
Discovery Channel	472	7%	36%	
ESPN	219	3%	17%	
Food Network	331	5%	26%	
Fox	436	6%	34%	
Fox News	243	3%	19%	
HGTV	230	3%	18%	
History Channel	452	6%	35%	
KAET (PBS)	158	2%	12%	
NBC	347	5%	27%	
TBS	331	5%	26%	
TNT	397	6%	31%	
USA	323	5%	25%	
Verde Valley TV - Channel 2	6	0%	0%	
The Weather Channel	185	3%	14%	
Other	169	2%	13%	
	6959	100%	537%	
Why do you use social media? Select all that apply.				
		% Responses	% Cases*	
Build professional network	281	9%	22%	
Find information about products, services, and events	515	16%	40%	
Interact with family and friends	1015	31%	78%	
Read news	510	16%	39%	
Share personal information	291	9%	22%	
View/upload images	541	17%	42%	
Other	82	3%	6%	
	3235	100%	250%	

* Percent of Cases based on 1,295 respondents. Totals exceed 100% due to multiple choice options.

Media Preference Survey - Conducted 2014
Marketing Division

	Frequency	Percent		
How do you access social media? Select all that apply.				
			% Responses	% Cases*
Computer	1104	48%	85%	
Smartphone	777	34%	60%	
Tablet computer	380	17%	29%	
Other	36	2%	3%	
	2297	100%	177%	
How often do you experience behavioral targeting?				
Extremely Positive	6	1%		
Positive	94	8%		
Neutral	546	47%		
Negative	302	26%		
Extremely Negative	212	18%		
	1160	100%		

* Percent of Cases based on 1,295 respondents. Totals exceed 100% due to multiple choice options.