

Research

Notes: Survey Results of 50 Male Southern Utah University students
Date: December 6, 2004
Conducted by: Steven Kiisel and Brian Gwin
Prepared by: Steven Kiisel and Brian Gwin

Question: How many hours a day do you listen to the radio?
Results: 0-3=92% 4-5=6% 6-7=0% 8+=6%

Question: Where do you most often listen to the radio?
Results: Car=78% Home=8% Office=8% Other=6%

Question: When do you most often listen to the radio?
Results: 6am-10am=22% 11am-1pm=12% 2pm-4pm=42% 5pm-10pm=22% 10+=2%

Question: The music that I most prefer to listen to is?
Results: Rock/Alternative=58% Rap/Hip Hop=16% Pop/Top 40=12% Country=12% Talk=2%

Question: Second most preferred?
Results: Rock/Alternative=22% Rap/Hip Hop=16% Pop/Top 40=30% Country=24% Talk=8%

Question: Third most preferred?
Results: Rock/Alternative=14% Rap/Hip Hop=22% Pop/Top 40=30% Country=18% Talk=16%

Question: Fourth most preferred?
Results: Rock/Alternative=2% Rap/Hip Hop=18% Pop/Top 40=18% Country=22% Talk=40%

Question: Least preferred?
Results: Rock/Alternative=2% Rap/Hip Hop=30% Pop/Top 40=10% Country=22% Talk=36%

Question: Most preferred radio station
Results: 94.9/96.7=30% Power 91=44% 103.7=16% 98.1=6% KSUB talk radio=4%

Question: Second most preferred
Results: 94.9/96.7=42% Power 91=16% 103.7=12% 98.1=26% KSUB talk radio=4%

Question: Third most preferred?
Results: 94.9/96.7=18% Power 91=20% 103.7=14% 98.1=32% KSUB talk radio=16%

Question: Fourth most preferred?
Results: 94.9/96.7=8% Power 91=20% 103.7=32% 98.1=16% KSUB talk radio=30%

Question: Least preferred?
Results: 94.9/96.7=2% Power 91=2% 103.7=30% 98.1=16% KSUB talk radio=50%

Question: Did you know that Southern Utah University has a radio station?
Results: Yes=88% No=12%

Question: Have you ever listened to Power 91?
Results: Yes=90% No=10%

Question: Of your total daily listening, what percentage do you listen to Power 91?
Results: Don't listen=34% 1%-25%=28% 25%-50%=14% 50%-75%=12% 75%-100%=12%

Question: When do you most often listen to Power 91?
Results: 6am-1pm=24% 1pm-5pm=22% 5pm-10pm=14% After 10pm=4% I don't listen=36%

Question: If you don't listen to power 91, what is your reason?
Results: do listen=32% Never tried/Didn't know existed=10% don't like the DJs=30% don't like the music=28%

Research

Notes: Survey Results of 66 Female Southern Utah University students
Date: December 6, 2004
Conducted by: Steven Kiisel and Brian Gwin
Prepared by: Steven Kiisel and Brian Gwin

Question: How many hours a day do you listen to the radio?
Results: 0-3=69% 4-5=21% 6-7=8% 8+=2%

Question: Where do you most often listen to the radio?
Results: Car=73% Home=16% Office=9% Other=2%

Question: When do you most often listen to the radio?
Results: 6am-10am=32% 11am-1pm=15% 2pm-4pm=27% 5pm-10pm=24% 10+=2%

Question: The music that I most prefer to listen to is?
Results: Rock/Alternative=44% Rap/Hip Hop=8% Pop/Top 40=17% Country=29% Talk=2%

Question: Second most preferred?
Results: Rock/Alternative=23% Rap/Hip Hop=14% Pop/Top 40=35% Country=23% Talk=5%

Question: Third most preferred?
Results: Rock/Alternative=11% Rap/Hip Hop=32% Pop/Top 40=35% Country=12% Talk=10%

Question: Fourth most preferred?
Results: Rock/Alternative=19% Rap/Hip Hop=30% Pop/Top 40=8% Country=19% Talk=24%

Question: Least preferred?
Results: Rock/Alternative=2% Rap/Hip Hop=29% Pop/Top 40=0% Country=12% Talk=57%

Question: Most preferred radio station
Results: 94.9/96.7=35% Power 91=29% 103.7=23% 98.1=10% KSUB talk radio=3%

Question: Second most preferred
Results: 94.9/96.7=35% Power 91=26% 103.7=21% 98.1=15% KSUB talk radio=3%

Question: Third most preferred?
Results: 94.9/96.7=26% Power 91=26% 103.7=18% 98.1=26% KSUB talk radio=4%

Question: Fourth most preferred?
Results: 94.9/96.7=3% Power 91=17% 103.7=18% 98.1=44% KSUB talk radio=18%

Question: Least preferred?
Results: 94.9/96.7=3% Power 91=2% 103.7=16% 98.1=8% KSUB talk radio=71%

Question: Did you know that Southern Utah University has a radio station?
Results: Yes=89% No=11%

Question: Have you ever listened to Power 91?
Results: Yes=84% No=16%

Question: Of your total daily listening, what percentage do you listen to Power 91?
Results: Don't listen=29% 1%-25%=16% 25%-50%=9% 50%-75%=10% 75%-100%=8%

Question: When do you most often listen to Power 91?
Results: 6am-1pm=23% 1pm-5pm=29% 5pm-10pm=14% After 10pm=5% I don't listen=29%

Question: If you don't listen to power 91, what is your reason?
Results: do listen=60% Never tried/Didn't know it existed=9% don't like the DJs=9% don't like the music=22%