

Ohlone Office of College Relations Media Use Survey

Summer 2005

GENDER

Female	105
Male	95

AGE

17 & Under	42
18-21	108
22 & Up	50

EDUCATION GOAL

Other	86
AA Degree	41
Unsure	39
AS Degree	22
One or Two Year Certificate	17

NEWSPAPERS

<i>San Jose Mercury</i>	93
<i>Argus</i>	92
<i>SF Chronicle</i>	56
<i>Monitor</i>	31
Other	29
None	24
<i>Tri-City Voice</i>	14
<i>Wave Magazine</i>	13
<i>Metro Magazine</i>	11
<i>Bay Area Express</i>	6

MOVIE THEATRES

Century 20 Great Mall	91
Century 25 Milpitas	72
Century 25 Union City	70
Cinedome Fremont	51
AMC Mercado	51
Cinedome Newark	43
None	5

MALL PATRONAGE

Newpark Mall	123
Valley Fair	48
Southland	39
Great Mall	19
Southridge	19
Other	14

HOW MANY TIMES A WEEK DO YOU GO TO THE MALL?

1-2	99
3-5	70
6-10	19
11+	12

RADIO STATIONS REGULARLY LISTEN TO

Wild 94.9	110
KOHL 89.3	68
Other	48
KSJO	30
KBAY	22
KEZR	18
KFOG 104.5	16
KDFC 102.1	13
KRTY	13