SURVEYING DAILY NEWS READERS ON
LIFESTYLE BEHAVIOR AND EFFECT OF ADVERTISING

HONORS THESIS

by
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MUNCIE, INDIANA

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Objectives

To provide information useful for the promotion of advertising.

To better define the market reached by the student publications.

In particular:

- Size and demographics of the audience
- Use of competing media
- Shopping and purchasing behavior for selected products and services
Specifications for Survey

Universe: Students from Ball State University

Sample Size: 368 completed interviews

Method: Telephone interviews. Names of respondents selected from university telephone directory.

Questionnaire: About 10 minutes in length, including measurements of newspaper reading, other media, shopping and purchasing, and demographics.

Timing: Surveying done during spring quarter. Took 18 weeks for writing out questionnaire, surveying and tabulating gathered information.

Report: Results tabulated will be used to provide useful information for the promotion of advertising sales for the Daily News.
Survey Findings

1. Sex: Male-42.3%
   Female-57.7%

2. Age: Males- 18 - 40%
   Females- 18 - 21%
   19 - 18%
   20 - 17.5%
   21 - 16.5%
   22 - 15%
   23-4 - 17.5%
   25-34 - 15.5%
   25-34 - 4.5%

3. Place of residence: On campus-55%
   Off campus-42%
   Commute-3%

Classification: Freshman-15%
   Sophomore-21%
   Junior-21%
   Senior-33%
   Graduate-5%
   Special/Unclassified-.5%
   No answer-4%

5. Do you work? Yes-40%
   No-50%
   No answer-5%

6. Hours work per week: Average: 20 hours/week
   Most hours a week: 40 hours/week
   Least hours a week: 6 hours/week

7. Read the Daily News in the past 7 days: Yes-100%
   No-0%
8. Read the Daily News yesterday: Yes-90%
   No-2%

9. Read a daily city newspaper in the past 7 days: Yes-23%
   No-72%

10. Read the daily city newspaper yesterday: Yes-2%
   No-98%

11. Watched television in the past 7 days: Yes-100%
    No-0

12. Watched television yesterday: Yes-47.3%
    No-52.2%

13. Average amount of television watched yesterday: 1 to less
    than 2 hours.
    Most-4 hours or more
    Least-less than 1 hour

14. Listened to the radio in the past 7 days: Yes-100%
    No-0

15. Listened to the radio yesterday: Yes-100%
    No-0

16. Average amount of radio listening yesterday:
    3 to less than 4 hours
    Most-4 hours or more
    Least-1 to less than 2 hours

17. Major source of advertising:
    Newspapers-21%
    Television-5.3%
    Magazines-7%
    Word of mouth-20%
    Other-7%
    Radio-62.1%
    Circulars-
    Yellow pages-
    No answer-3.3

18. Major source of advertising when shopping:
    College paper-87.5%
    All local papers-9%
    Television-0
    Radio-3.5
10. Use of vehicle at school: Yes-78.2% 
No-21.8%

20. Purchased vehicle either partly or entirely with own funds: 
Yes-34.5% 
No-10.4% 
No answer-55%

21. Have checking account: Yes-93% 
No-7%

22. Have savings account: Yes-77% 
No-3%

23. Is checking/saving accounts in same bank: Yes-22% 
No-71%

24. What banks in Muncie used: 
Merchants National Bank-94% 
American National Bank-30% 
Central Bank-30%

25. Own or have use of following credit cards: 
VISA/MASTERCARD: Yes-97.7% 
No-2.3% 
No answer-0%

MASTERCARD: 
Yes-27.5% 
No-71.5% 
No answer-1%

CASH CENTER: 
Yes-76% 
No-24% 
No answer-0%

AMEX CRACK CARD: 
Yes-0% 
No-24% 
No answer-0%

26. Home located more than 15 miles from campus: 
Yes-64.6% 
No-35.4%

27. How many times gone home per month? Average-2.1 
least-4 
least-4

28. How many times gone on vacation in past year? Average-2 
least-3
29. How many trips been made: 
    Car-24%
    Plane-3% 

30. Go through travel agency for any vacations: 
    Yes-15%
    No-85% 

31. Which travel agencies in Lincoln was used:
    Sutherland-45%
    Green's-43%
    L.S. Ayres-12%
    Used agencies in other cities-91% 

32. How much spent on groceries in the last week: in the last month:
    on campus: $17.50
    off campus: $12.25; $47.90 

33. Which grocery stores shopped most often in Lincoln:
    Marsh-39%
    Davey's-12%
    Other-3% 

34. How much spent approximately on clothes per year:
    Males: Approximately $172.50
    Females: Approximately $644.00
    Most stated: $2,000.00
    Least stated: $75.00
    Most stated: $62.11
    Least stated: $125.00 

35. Clothing stores shopped most often in Lincoln: (stated several)
    L.S. Ayres-25%
    J.C. Penney-24%
    Paul Harris-71%
    Brooks-47%
    Dillard's-37%

36. Amount spent on liquor in the past thirty days:
    Average-$624.40
    Most-$50.00
    Least-$3.60
37. Which liquor stores most often gone to: (stated several)
   Chic's-60%
   Bob's-57%
   Green Jug-46%
   Uncle Liquors-27%

38. How much spent on personal needs per month:
   Average-$10.00
   Most stated-$30.00
   Least stated-$5.00

39. Most often place personal needs are bought: (stated several)
   King's-97%
   Target-25%
   Marsh-5%

40. How much spent on record albums, tapes or cassettes in the past thirty days:
    Average-$2.00
    Most stated-$30.00
    Least stated-0

41. Most often places in anemic where record albums, tapes or cassettes are bought: (stated several)
    Stonehenge-70%
    Target-10%
    Musicland-11%

42. How many times eaten out in the last week:
    Average-3
    Most stated-6
    Least stated-1

Not many times eaten out in the last month:
    Average-11
    Most stated-17
    Least stated-4
42. Where in Muncie does one eat out most: (stated several)
   McDonald's-57%
   Greeks-41%
   Arby's-30%
   Long John Silvers-6%
   Pan-12%

44. How many times been in a drinking establishment in the last week:
   Average-2
   Most stated-4
   Least stated-0

44. How many times been in a drinking establishment in the last month:
   Average-7
   Most stated-2
   Least stated-2

45. Drinking establishments in Muncie gone to most often: (stated several)
   Kings-25%
   Butterfields-25%
   Tap's-71%
   Honors-13%
   Island-8%

46. How many movies attend a year:
   Average-12
   Most stated-4
   Least stated-4

47. Which movie theatres in Muncie gone to most often:
   Northwest Plaza-84%
   Muncie Hall-9%
   Delaware Cinema-7%

48. Radio Stations most often listened to: WYAR-87%
   (Several stated)
   WJHS-87%
   WFLQ-62%
   WIBC-23%

49. Type of ads liked to be seen in Muncie: Coupons; Muncie Hall ads;
grocery store ads; athletic stores ads; Concerts in Indy;
Highlights

1) 100% of the students have read the Daily News in the past seven days.

2) 98% of the students read the Daily News yesterday.

3) 94% of the students who took trips, traveled by car in the past year.

4) Almost 76% of the students carry some type of credit card, the most popular being gas companies.

5) Although 100% of the students listen to the radio, more than 87% of them listen to Indianapolis stations.

6) 87.5% of the students seek out the college paper as the best source of advertising information in relation to shopping.

7) 78.2% of the students have access to an automobile at school.

8) Though 93% of the students have checking accounts and 97% have savings accounts, only 29% of them bank in Muncie.

9) Off-campus students spent on the average $47 for groceries in the last month; on-campus students spent about $12.25 on groceries in the last month.
Conclusion

In seeing the results of the survey, one can come to a quick major conclusion--the college student can certainly be characterized as a consumer.

College students are significant consumers of a broad range of goods and services from groceries to automobiles. The student can be thought of as a mini-household. Virtually all college students buy their own personal needs, such as toothpaste, shampoo, deodorant, etc. Practically all students have a checking or a savings account, but a majority of them do not bank in Muncie. A great deal of the students have use of gasoline credit cards, and at least 27% are able to use a Mastercard.

On the average, a college student from Ball State goes out to eat about three times a week and goes to a drinking establishment two times a week. Students on the average spend $24 a month on liquor, not including the amount spent on alcohol in a drinking establishment. Students are also prodigious travelers on trips home and on pleasure trips. Trips to home average about twice a month and vacation trips account for twice a year, but 94% of these trips are made by car.

Students spend about 32 a month on albums and attend movies about 13 times a year. It can be seen that Ball State students have enough disposable income for entertainment, personal needs, and services after payment of tuition, room and board.
Ball State students not only represent a large share of remarkable potential, but they have unique media habits as well. The majority spend about one to two hours watching television and between three to four hours listening to the radio. College students see the radio as a major source of advertising, but only 2.5% of them use the radio for advertising when they go shopping. Instead, the major source of advertising when shopping is the Daily News, which had a readership of about 93% compared to local papers which were read by about 2% of the students. But, it should be noted that 20% percent of the students had read the local papers in the past week (100% students read the Daily News in the past week).

In conclusion, it can be shown that Muncie merchants can find a great deal of potential in the college student market and it can be reached most successfully by using the college newspaper. Banks can provide a service to students, but they need the students to know what services they provide. Presently only 29% of the students who have checking and/or savings accounts bank in Muncie.

Clothing stores also will find it beneficial to advertise in the Daily News. On the average, men spend more than women in purchasing of clothing, with men spending $672 a year and women spending $644 year. Students prefer to see clothing store ads in the college paper.

The Ball State market represents an unprecedented opportunity for marketers if they understand the special interests of this segment and adopt to this in their promotional efforts.
QUESTIONNAIRE

1. SEX  ____Male  ____Female

2. AGE  ____18  ____19  ____20  ____21  ____22  ____23-4  ____25-34  ____35-44  ____45-9  ____50-4  ____55-64  ____65 or older  ____No answer

3. Where do you live?  ____Live on campus  ____Commute from home  ____Rent apartment  ____No answer

4. Are you classified as a:  ____Freshman  ____Graduate student  ____Sophomore  ____Unclassified/Special  ____Junior  ____No answer

5. Do you work?  ____Yes  ____No  ____No answer (if no or no answer, skip to # 7)

6. How many hours do you work per week?  ____

7. Have you read or looked at the Daily News in the past 7 days?  ____Yes  ____No  ____No answer

8. Did you read or look at the Daily News yesterday?  ____Yes  ____No  ____No answer

9. Have you read or looked at a daily city newspaper in the past 7 days?  ____Yes  ____No  ____No answer

10. Did you look or read a daily city newspaper yesterday?  ____Yes  ____No  ____No answer

11. Have you watched television in the past 7 days?  ____Yes  ____No  ____No answer

12. Did you watch television yesterday?  ____Yes  ____No  ____No answer

13. About how many hours did you watch TV yesterday?  ____less than ½ hour  ____½ to less than 1 hour  ____1 to less than 2 hours  ____2 to less than 3 hours  ____3 to less than 4 hours  ____4 hours or more  ____No answer

14. Have you listened to the radio in the past 7 days?  ____Yes  ____No  ____No answer
15. Did you listen to the radio yesterday?  __Yes  __No  __No answer

16. About how many hours did you listen to the radio yesterday?
   ______ less than  1/2 hour  ______ 3 to less than 4 hours
   ______  1/2 to less than 1 hour  ______ 4 hours or more
   ______  1 to less than 2 hours  ______ No answer
   ______  2 to less than 3 hours  

17. What is your major source of advertising information?
   ______ Newspapers  ______ Television  ______ Radio  ______ Magazines  ______ Circulars
   ______ Word of mouth  ______ Yellow pages  ______ Other (__________)  __No answer

18. What is your major source of advertising when you go shopping?
   ______ College paper  ______ All local papers  ______ Television  ______ Radio
   ______ None  __No answer

19. Do you have a car, truck or van for your own use at school?
   __Yes  __No  __No answer

20. Did you purchase this vehicle either partly or entirely with your own funds?
   __Yes  __No  __No answer

21. Do you have a checking account?  __Yes  __No  __No answer

22. Do you have a savings account?  __Yes  __No  __No answer

23. Is your checking and/or savings account at a bank in Muncie?
   __Yes  __No  __No answer  (if no or no answer skip to #25)

24. If in Muncie, which bank is it?  ____________________________

25. Do you own or have use of any of the following credit cards?
   VISA/BANKAMERICARD  __Yes  __No  __No answer
   MASTERCARD  __Yes  __No  __No answer
   Any Gasoline companies  __Yes  __No  __No answer
   Any other credit cards  __Yes  __No  __No answer

26. Is your home located more than 150 miles from the campus?
   __Yes  __No  __No answer

27. How many times do you go home per month?  ______

28. How many times have you gone on vacation this past year?  ______

29. How have you made these trips?  ____________________________

30. Did you go through a travel agency for any of your vacations?
   __Yes  __No  __No answer
31. Which travel agencies in Muncie did you go through? 
32. How much have you spent on groceries in the last
last month? 
33. Which grocery stores do you shop at most often in Muncie? 
34. How much do you spend approximately on clothes per year? 
35. In Muncie, which clothing stores do you shop at most often? 
36. How much have you spent on liquor in the past thirty days? 
37. Which liquor stores do you go to most often? 
38. How much do you spend on personal need items per month? 
39. Where do you buy most of your personal need items? 
40. How much have you spend on record albums, tapes, or cassettes in the past thirty days? 
41. Where in Muncie do you shop for record albums, tapes or cassettes? 
42. How many times have you eaten out in the last week? 
last month? 
43. Where in Muncie do you most often go out to eat? 
44. How many times have you been to a drinking establishment in the last week? 
last month? 
45. Which drinking establishments do you go to most often? 
46. About how many movies, if any, do you attend per year? 
47. Which movie theaters in Muncie do you go to most often? 
48. What radio station do you listen to while at school? 
49. What type of advertisements would you like to see in the Daily News? 

THANK YOU VERY MUCH FOR YOUR COOPERATION.