

# ASInside Campaign

Description: This is the third of three surveys to assess ASI marketing strategies regarding programs and services

Date Created: 9/22/2008 4:42:47 PM

Date Range: 10/20/2008 12:00:00 AM - 11/7/2008 11:59:00 PM

Total Respondents: 154

Q1. ASInside Quarterly is ASI's magazine that comes out once each quarter. Are you familiar with the publication ASInside Quarterly?			
Count	Percent		
44	28.57%		Yes
110	71.43%		No
154 Respondents			

Q2. The Fall edition of ASInside Quarterly came out during the second week of school. Have you read the Fall edition of ASInside Quarterly?			
Count	Percent		
22	14.29%		Yes
132	85.71%		No
154 Respondents			

Q3. Are you interested in reading about ASI news, stories and events?			
Count	Percent		
118	76.62%		Yes
36	23.38%		No
154 Respondents			

Q4. Which of the following topics would you be interested in reading about? (Check all that apply)				
Count	Respondent %	Response %		
98	89.09%	18.60%		Upcoming events/opportunities for involvement
51	46.36%	9.68%		Updates from and information about ASI Student Government
90	81.82%	17.08%		Information about how your fees are being used in ASI
62	56.36%	11.76%		Random facts about ASI and/or the BSC
81	73.64%	15.37%		Information on how to utilize ASI's services
60	54.55%	11.39%		Recap of concerts/events held by ASI
28	25.45%	5.31%		The opportunity to learn more about various ASI members
52	47.27%	9.87%		Information about intramurals such as scores, winning teams, sign ups, etc.
5	4.55%	0.95%		Other (please specify)

  

Count	Percent		
1	20.00%		all club events and meetings. as well as everything that is held in the BSC should be posted in places other than the 2nd story of the BSC
1	20.00%		ASI's plan to service students
1	20.00%		Club and Organization calendar of events
1	20.00%		employment
1	20.00%		Intercollegiate Athletic Events

110 Respondents  
527 Responses

Q5. Where do you obtain your news? (Check all that apply)				
Count	Respondent %	Response %		
81	56.25%	23.82%		Newspapers (please specify)

  

Count	Percent
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1	1.23%	<input type="checkbox"/>	Austin American Statesman
1	1.23%	<input type="checkbox"/>	BSC
1	1.23%	<input type="checkbox"/>	Inland Valley Daily Bulletin
1	1.23%	<input type="checkbox"/>	I.a. times
1	1.23%	<input type="checkbox"/>	L.A. Times, San Gabriel Valley Tribune, The Poly Post
5	6.17%	<input type="checkbox"/>	la times
1	1.23%	<input type="checkbox"/>	La times
10	12.35%	<input type="checkbox"/>	LA Times
1	1.23%	<input type="checkbox"/>	LA Times Online
1	1.23%	<input type="checkbox"/>	la times usa today
1	1.23%	<input type="checkbox"/>	LA Times, OC Register
1	1.23%	<input type="checkbox"/>	la times, press enterprise
2	2.47%	<input type="checkbox"/>	LA Times, San Gabriel Valley Tribune
1	1.23%	<input type="checkbox"/>	la times, tribune, ny times, wall street
1	1.23%	<input type="checkbox"/>	LA Times, Wall Street Journal
1	1.23%	<input type="checkbox"/>	los angeles times
1	1.23%	<input type="checkbox"/>	Los Angeles Times
1	1.23%	<input type="checkbox"/>	NY Times, LA Times, Wall Street Journal
1	1.23%	<input type="checkbox"/>	NYTimes or LATimes
3	3.70%	<input type="checkbox"/>	poly post
2	2.47%	<input type="checkbox"/>	Poly post
8	9.88%	<input type="checkbox"/>	Poly Post
1	1.23%	<input type="checkbox"/>	Poly Post, LA Times, and whatever other newspapers that are free and available in the BSC
1	1.23%	<input type="checkbox"/>	Poly Post, USA Today
1	1.23%	<input type="checkbox"/>	polypost
1	1.23%	<input type="checkbox"/>	PolyPost
1	1.23%	<input type="checkbox"/>	san Gabriel Valley Tribune
1	1.23%	<input type="checkbox"/>	The New York Times
1	1.23%	<input type="checkbox"/>	The Poly Post
1	1.23%	<input type="checkbox"/>	Times, Daily Bulletin, Poly Post
1	1.23%	<input type="checkbox"/>	USA Today, LA Times, Wallstreet Journal
1	1.23%	<input type="checkbox"/>	Whittier Daily News

8 5.56% 2.35%  Blogs (please specify)

Count	Percent	<input type="checkbox"/>	
1	12.50%	<input type="checkbox"/>	Engadget, Gizmodo
1	12.50%	<input type="checkbox"/>	gossip
1	12.50%	<input type="checkbox"/>	Oh No They Didn't

32 22.22% 9.41%  Magazines (please specify)

Count	Percent	<input type="checkbox"/>	
1	3.13%	<input type="checkbox"/>	Blackboog, Nylon
1	3.13%	<input type="checkbox"/>	ESPN
1	3.13%	<input type="checkbox"/>	Food Science and Technology
1	3.13%	<input type="checkbox"/>	Newsweek
1	3.13%	<input type="checkbox"/>	Newsweek, The Economist

1	3.13%	<input type="text"/>	only if it is interesting
1	3.13%	<input type="text"/>	people, time
1	3.13%	<input type="text"/>	Self
1	3.13%	<input type="text"/>	seventeen
1	3.13%	<input type="text"/>	smithsonian
1	3.13%	<input type="text"/>	time
3	9.38%	<input type="text"/>	Time
1	3.13%	<input type="text"/>	Time Magazine
1	3.13%	<input type="text"/>	Time, Newsweek
1	3.13%	<input type="text"/>	Wired

118      81.94%      34.71%   Online (please specify)

Count	Percent		
1	0.85%	<input type="text"/>	
1	0.85%	<input type="text"/>	abc7.com
1	0.85%	<input type="text"/>	aol
1	0.85%	<input type="text"/>	AOL
1	0.85%	<input type="text"/>	AOL, MSN
1	0.85%	<input type="text"/>	aol.com
1	0.85%	<input type="text"/>	Articles on my main page
1	0.85%	<input type="text"/>	BBC
1	0.85%	<input type="text"/>	Bronco Bytes, csupomona.edu, Facebook
1	0.85%	<input type="text"/>	cal poly's website
1	0.85%	<input type="text"/>	CNN, Drudge Report
1	0.85%	<input type="text"/>	CNN, MSN
1	0.85%	<input type="text"/>	CNN, Yahoo! News, MSN
1	0.85%	<input type="text"/>	csupomona.edu
1	0.85%	<input type="text"/>	Drudge Report, CNN
2	1.69%	<input type="text"/>	email
1	0.85%	<input type="text"/>	facebook, myspace
1	0.85%	<input type="text"/>	fark.com
2	1.69%	<input type="text"/>	google
1	0.85%	<input type="text"/>	Google
1	0.85%	<input type="text"/>	Google news
1	0.85%	<input type="text"/>	Google News, CNN, Military News
1	0.85%	<input type="text"/>	Google Reader
1	0.85%	<input type="text"/>	Headline News
1	0.85%	<input type="text"/>	La times.com
1	0.85%	<input type="text"/>	latimes.com, cnn.com
1	0.85%	<input type="text"/>	Library Database
1	0.85%	<input type="text"/>	Los Angeles Times, AP, and CNN
3	2.54%	<input type="text"/>	msn
3	2.54%	<input type="text"/>	MSN
1	0.85%	<input type="text"/>	MSN and Yahoo
1	0.85%	<input type="text"/>	MSN news

1	0.85%	<input type="text"/>	MSN, AOL
1	0.85%	<input type="text"/>	MSN, MSNBC, bloomberg
1	0.85%	<input type="text"/>	msn.com
1	0.85%	<input type="text"/>	MSN.com
1	0.85%	<input type="text"/>	msnbc
1	0.85%	<input type="text"/>	NY Times online
1	0.85%	<input type="text"/>	outlook
1	0.85%	<input type="text"/>	roadrunner.com
1	0.85%	<input type="text"/>	Server Homepage
1	0.85%	<input type="text"/>	thepolypost.com
1	0.85%	<input type="text"/>	usatoday.com, latimes.com, cnn.com
1	0.85%	<input type="text"/>	various like CNN.com, msnbc.com, etc
1	0.85%	<input type="text"/>	website
1	0.85%	<input type="text"/>	websites
1	0.85%	<input type="text"/>	when i'm checking my email
6	5.08%	<input type="text"/>	yahoo
2	1.69%	<input type="text"/>	Yahoo
1	0.85%	<input type="text"/>	Yahoo Home Page
1	0.85%	<input type="text"/>	yahoo homepage
1	0.85%	<input type="text"/>	Yahoo homepage
2	1.69%	<input type="text"/>	yahoo news
1	0.85%	<input type="text"/>	Yahoo News
1	0.85%	<input type="text"/>	Yahoo!
1	0.85%	<input type="text"/>	Yahoo! news
3	2.54%	<input type="text"/>	Yahoo! News
1	0.85%	<input type="text"/>	Yahoo, MSN
2	1.69%	<input type="text"/>	yahoo.com
1	0.85%	<input type="text"/>	Yahoo.com

85      59.03%      25.00%  Television (please specify)

Count	Percent		
1	1.18%	<input type="text"/>	ABC
1	1.18%	<input type="text"/>	abc 7
1	1.18%	<input type="text"/>	ABC 7
1	1.18%	<input type="text"/>	abc 7, fox 11, ktla 5
1	1.18%	<input type="text"/>	abc news
1	1.18%	<input type="text"/>	ABC News, KCAL9 News
1	1.18%	<input type="text"/>	ABC, Fox
1	1.18%	<input type="text"/>	ABC, NBC or KTLA
1	1.18%	<input type="text"/>	abc7, nbc4, fox11, ktla5
1	1.18%	<input type="text"/>	All News
1	1.18%	<input type="text"/>	any news station
1	1.18%	<input type="text"/>	Channel 2, 5, 7 7 11
1	1.18%	<input type="text"/>	Channel 4
1	1.18%	<input type="text"/>	channel 5

1	1.18%	<input type="text"/>	Channel 5
1	1.18%	<input type="text"/>	channels 2,4,7, 9
2	2.35%	<input type="text"/>	cnn
3	3.53%	<input type="text"/>	CNN
1	1.18%	<input type="text"/>	CNN, Fox News
1	1.18%	<input type="text"/>	colbert report
1	1.18%	<input type="text"/>	Colbert Report
1	1.18%	<input type="text"/>	Daily Show
1	1.18%	<input type="text"/>	Every channel
1	1.18%	<input type="text"/>	Fox 11
1	1.18%	<input type="text"/>	Fox News
1	1.18%	<input type="text"/>	Fox News, CNN, Fox, CBS
1	1.18%	<input type="text"/>	fox, ktla
1	1.18%	<input type="text"/>	in the morning
1	1.18%	<input type="text"/>	ktla
1	1.18%	<input type="text"/>	KTLA morning news, Good Day LA
1	1.18%	<input type="text"/>	ktla, cbs, nbc, & abc news
1	1.18%	<input type="text"/>	KTLA, FOX
1	1.18%	<input type="text"/>	Major networks and CNN
1	1.18%	<input type="text"/>	MSNBC
1	1.18%	<input type="text"/>	msnbc, cnn, abc, nbc, etc
1	1.18%	<input type="text"/>	NBC, ABC, KTLA
3	3.53%	<input type="text"/>	news
3	3.53%	<input type="text"/>	News
1	1.18%	<input type="text"/>	news channel
1	1.18%	<input type="text"/>	news programs
1	1.18%	<input type="text"/>	Today, Today in LA
1	1.18%	<input type="text"/>	Various news channels.
1	1.18%	<input type="text"/>	whatever's on

16 11.11% 4.71%  Other (please specify)

Count	Percent	<input type="text"/>	
1	6.25%	<input type="text"/>	cal poly email, bronco bytes, etc.
1	6.25%	<input type="text"/>	e-mail
1	6.25%	<input type="text"/>	Girlfriend
1	6.25%	<input type="text"/>	Internet
1	6.25%	<input type="text"/>	NPR
1	6.25%	<input type="text"/>	Online sources
1	6.25%	<input type="text"/>	other people
2	12.50%	<input type="text"/>	radio
1	6.25%	<input type="text"/>	Radio 90.7 (KPFK)
1	6.25%	<input type="text"/>	Radio- NPR
1	6.25%	<input type="text"/>	radio, knx1070
1	6.25%	<input type="text"/>	Word of Mouth

## Q6. What is your gender?

Count	Percent		
47	32.64%		Male
96	66.67%		Female
0	0.00%		Transgender
1	0.69%		Prefer not to indicate
144 Respondents			

## Q7. Which best describes you?

Count	Percent														
11	7.64%		Freshman												
35	24.31%		Sophomore												
36	25.00%		Junior												
38	26.39%		Senior												
12	8.33%		Fifth year Senior												
8	5.56%		Graduate Student												
2	1.39%		Faculty/Staff												
2	1.39%		Other (please specify)												
<table border="1"> <thead> <tr> <th>Count</th> <th>Percent</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>50.00%</td> <td></td> <td>Alumnus</td> </tr> <tr> <td>1</td> <td>50.00%</td> <td></td> <td>Lots of years - Senior</td> </tr> </tbody> </table>				Count	Percent			1	50.00%		Alumnus	1	50.00%		Lots of years - Senior
Count	Percent														
1	50.00%		Alumnus												
1	50.00%		Lots of years - Senior												
144 Respondents															

## Q8. Where do you live?

Count	Percent		
39	27.08%		On-campus housing (Residence Halls, Suites, Village)
53	36.81%		Off-campus housing (within 10 miles of campus)
52	36.11%		Off-campus housing (greater than 10 miles from campus)
144 Respondents			

## Q9. Are you involved with any clubs and/or organizations on campus?

Count	Percent		
87	60.42%		Yes
57	39.58%		No
144 Respondents			

## Q10. Please specify the on-campus clubs/organizations you are involved with:

Count	Percent																						
80	100.00%																						
<table border="1"> <thead> <tr> <th>Count</th> <th>Percent</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1</td> <td>1.25%</td> <td></td> <td>Ag Council</td> </tr> <tr> <td>1</td> <td>1.25%</td> <td></td> <td>AG Council, Orientation Services</td> </tr> <tr> <td>1</td> <td>1.25%</td> <td></td> <td>AIAS</td> </tr> <tr> <td>1</td> <td>1.25%</td> <td></td> <td>Alpha Lambda Delta Honor Society, Chi Epsilon Honor Society, American Society of Civil Engineers, Barkada</td> </tr> </tbody> </table>				Count	Percent			1	1.25%		Ag Council	1	1.25%		AG Council, Orientation Services	1	1.25%		AIAS	1	1.25%		Alpha Lambda Delta Honor Society, Chi Epsilon Honor Society, American Society of Civil Engineers, Barkada
Count	Percent																						
1	1.25%		Ag Council																				
1	1.25%		AG Council, Orientation Services																				
1	1.25%		AIAS																				
1	1.25%		Alpha Lambda Delta Honor Society, Chi Epsilon Honor Society, American Society of Civil Engineers, Barkada																				

1	1.25%	<input type="checkbox"/>	Alpha Phi Gamma. Barkada.
2	2.50%	<input type="checkbox"/>	Alternative Vehicle Club
1	1.25%	<input type="checkbox"/>	Apparel Merchandising and Management Association
1	1.25%	<input type="checkbox"/>	Armenian Students' Association; American Planning Student Association
1	1.25%	<input type="checkbox"/>	Army ROTC University Housing Services ESEO (Educational Opportunity Program Club) Disability Resource Center
1	1.25%	<input type="checkbox"/>	Art Student Alliance
1	1.25%	<input type="checkbox"/>	asce
1	1.25%	<input type="checkbox"/>	ASCE
1	1.25%	<input type="checkbox"/>	ASCE, CGEA, CRSP, VSA
1	1.25%	<input type="checkbox"/>	ASEP CPHA Rose Float
1	1.25%	<input type="checkbox"/>	ASI
1	1.25%	<input type="checkbox"/>	Beta Alpha Psi and Cal Poly Society of Accountants
1	1.25%	<input type="checkbox"/>	Bronco Athletic Association and IC Scholars
1	1.25%	<input type="checkbox"/>	Cal Poly Hospitality Association
1	1.25%	<input type="checkbox"/>	Cal Poly Society of Accountants
1	1.25%	<input type="checkbox"/>	Campus Crusade for Christ, Indian Student Association.
1	1.25%	<input type="checkbox"/>	CEMA
1	1.25%	<input type="checkbox"/>	Center for Violence Prevention, Hillel
1	1.25%	<input type="checkbox"/>	Cheerleading, ASCE, SWE
1	1.25%	<input type="checkbox"/>	chi omega, hillel, stop violence office, poly pathfinders,
1	1.25%	<input type="checkbox"/>	CLASS Council
1	1.25%	<input type="checkbox"/>	CLASS Council, AKD Sociology Honor Society, ASL - Chi Phi Psi ReEntry Honor Society, Student Alumni Association, Golden Key International Honour Society, ASI Inter-Council, President's Council Scholars
1	1.25%	<input type="checkbox"/>	CLASS Council, Anthropological Society, Geographic Society, Philosophy Club, Phi Sigma Tau, ASI Student Government
1	1.25%	<input type="checkbox"/>	concert choir
1	1.25%	<input type="checkbox"/>	CPSA, Badminton Club
1	1.25%	<input type="checkbox"/>	CRSP Book Club, EOP
1	1.25%	<input type="checkbox"/>	Epic
1	1.25%	<input type="checkbox"/>	Finance Society
1	1.25%	<input type="checkbox"/>	Food Science Society and Zeta Tau Alpha
1	1.25%	<input type="checkbox"/>	Gems Collective Rose Float
1	1.25%	<input type="checkbox"/>	Graduate Planning Student Association
1	1.25%	<input type="checkbox"/>	greek.
1	1.25%	<input type="checkbox"/>	Hermanas Unidas, Latino Business Student Association
1	1.25%	<input type="checkbox"/>	Hospitaity Club @ Collins College
1	1.25%	<input type="checkbox"/>	I am involved in Structural Engineers Associate (SEA) and Society Hispanics In Science and Engineering
1	1.25%	<input type="checkbox"/>	I am on the executive board for the Kellogg Honors College Club. We are directly affiliated with the Kellogg Honors College.
1	1.25%	<input type="checkbox"/>	IEEE
1	1.25%	<input type="checkbox"/>	I'm vice president of external affairs for our Inter-Hall Council!
1	1.25%	<input type="checkbox"/>	Indian student association
1	1.25%	<input type="checkbox"/>	ISA
1	1.25%	<input type="checkbox"/>	KME

1	1.25%	<input type="checkbox"/>	Math and Stat Club, CSS, Japanes Club
1	1.25%	<input type="checkbox"/>	Math and Stats Club; Honor's Club
1	1.25%	<input type="checkbox"/>	Men Against Violence Cancer Awareness
1	1.25%	<input type="checkbox"/>	missa
1	1.25%	<input type="checkbox"/>	MySA, ISC, Tri-Beta
1	1.25%	<input type="checkbox"/>	NACE AICHE
1	1.25%	<input type="checkbox"/>	orientation
1	1.25%	<input type="checkbox"/>	Phi U & FSS
1	1.25%	<input type="checkbox"/>	Pi Tau Sigma, Barkada, PASK, PGrad, Storytelling Mentoring
1	1.25%	<input type="checkbox"/>	Pi Tau Sigma, Pilipino American Student Association (Barkada).
1	1.25%	<input type="checkbox"/>	PIHRA, Bronco Pep Band
1	1.25%	<input type="checkbox"/>	Pre-Medical Student Association (LPMSA), Biological Sciences Club, Indian Student Association
1	1.25%	<input type="checkbox"/>	Pre-Vet club
1	1.25%	<input type="checkbox"/>	Pre-Vet Club
1	1.25%	<input type="checkbox"/>	Pre-Vet Club, Animal Health Science & Technology
1	1.25%	<input type="checkbox"/>	Psi Chi
1	1.25%	<input type="checkbox"/>	Psi-CHI, and GEMS club
1	1.25%	<input type="checkbox"/>	Renaissance Scholar Program
1	1.25%	<input type="checkbox"/>	rfp
1	1.25%	<input type="checkbox"/>	ridge runners ski and snowboard club
1	1.25%	<input type="checkbox"/>	Rose Float Club, Cancer Awareness Club, Cal Poly Hospitality Association
1	1.25%	<input type="checkbox"/>	Rose Float Club, Cancer Awareness Club, Student Event Planner Association
1	1.25%	<input type="checkbox"/>	SAE
1	1.25%	<input type="checkbox"/>	SEE
1	1.25%	<input type="checkbox"/>	SIFE
1	1.25%	<input type="checkbox"/>	Sigma Kappa Sorority
1	1.25%	<input type="checkbox"/>	Sigma Nu, Pi Tau Sigma, Engineers Without Borders, History Club
1	1.25%	<input type="checkbox"/>	Sigma Tau Delta
1	1.25%	<input type="checkbox"/>	Sigma Tau Delta- The English Honor Society; Harvest International; The Storytelling Initiative, through AmeriCorps
1	1.25%	<input type="checkbox"/>	SWE AIAA
1	1.25%	<input type="checkbox"/>	tutoring
1	1.25%	<input type="checkbox"/>	Vietnamese Student Assiocation, Zeta Phi Rho lil sis
1	1.25%	<input type="checkbox"/>	Zeta Tau Alpha
1	1.25%	<input type="checkbox"/>	zoologists of cal poly

80 Respondents