



Media Preferences:

What radio stations do you listen to? (check all that apply)

- KVEC 920 AM (News & Talk)
- KLVB 88.5 FM (Christian)
- KCBX 90.1 FM (Public Radio)
- KCPR 91.3 FM (Cal Poly Campus Station)
- KZOZ 93.3 FM (Classic Rock)
- KOTR 94.9 FM (Christian)
- KXTZ 95.3 FM (Classic Hits)
- KJUG 98.1 FM (Modern Country)
- KSTT 101.3 FM (Modern Rock)
- KRUZ 103.3 FM (Modern Hits)
- KGUR 105.3 FM (Cuesta College Radio)
- KPIG 94.9 FM (Country)
- KWWV 106.1 FM (Modern Pop and R&B)
- KXTY 99.7 FM (News, Talk, Sports)
- KKAL 92.5 FM (Classic Hits)
- Other _____

What musical styles do you enjoy? (check all that apply)

- Rock
- Pop
- Rap
- R&B
- Alternative
- Jazz
- Oldies
- Blues
- Ska
- Reggae
- Country
- Other _____



News Media:

What newspapers do you read? (check all that apply)

- Coast News**
- Hope Dance**
- Information Press**
- Mustang Daily**
- New Times**
- New Times Best of SLO**
- Nipomo's Adobe Press**
- Morro Bay's Sun Bulletin**
- Paso Robles Press**
- Soaring Eagle Press**
- The Tribune**
- Times Press Recorder**
- Other** _____

What local magazines do you read? (check all that apply)

- CCM (Central Coast Magazine)**
- Pacific Coast Business Bulletin**
- Other** _____

What television do you watch? (check all that apply)

- Local TV:**
 - ABC**
 - CBS (KCOY)**
 - FOX**
 - NBC (KSBY 6)**
 - SLOCAM**
 - SLO-SPAN**
- Cable**
- Direct TV/ Satellite**
- Other** _____



Sports Profile:

What sports do you participate in on a regular basis? (check all that apply)

- Soccer
- Baseball
- Softball
- Basketball
- Football
- Rugby
- Running
- Swimming
- Biking
- Hiking
- Tennis
- Golf
- Surfing
- Skiing
- Boating
- Other _____

Interests/Hobbies:

Please list other interests/hobbies that you enjoy

