

	Number	Percent
Sunnyvale	450	15%
San Jose South	427	14%
Cupertino	392	13%
San Jose West	300	10%
Santa Clara	257	9%
San Jose East	225	7%
San Jose North	207	7%
Another	139	5%
Saratoga/Los Gatos	121	4%
Campbell	107	4%
Mt. View	106	4%
Milpitas	84	3%
San Mateo/SF	51	2%
Los Altos/Hills	46	2%
Gilroy/Morgan Hill	36	1%
Palo Alto	32	1%
Unknown	20	1%
Out of US	9	0%
Out of State	1	0%
Total	3,010	100%

	Number	Percent
Less than 20	625	21%
20 - 24	812	27%
25 - 35	749	25%
36 and Older	798	27%
NA	26	1%
Total	3,010	100%

	Number	Percent
Female	1,879	62%
Male	1,095	36%
NA	36	1%
Total	3,010	100%

	Number	Percent
US	2,251	75%
PR	476	16%
Visa	244	8%
NA	39	1%
Total	3,010	100%

	Number	Percent
Continuing	2,149	71%
New	460	15%
Returning	386	13%
NA	15	0%
Total	3,010	100%

	Number	Percent
Yes-Saw District Newsletter	764	25%
No	2,168	72%
NA	78	3%
Total	3,010	100%

	Number	Percent
Yes-Saw @De Anza on Cable	964	32%
No	1,215	40%
Do Not Have Cable	505	17%
Do Not Watch TV	271	9%
NA	55	2%
Total	3,010	100%

	Number	Percent
Yes-Tried to get in course but all sections full	864	29%
No	2,104	70%
NA	42	1%
Total	3,010	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
Do you recall seeing these advertisements in one or more of the following newspapers? (check all that apply)	Eye (entertainment section in SJM)	120	4%	2,890	96%	3,010	100%
	I don't read the paper	1,004	33%	2,006	67%	3,010	100%
	I remember seeing something, but don't know which newspaper	872	29%	2,138	71%	3,010	100%
	Metro	125	4%	2,885	96%	3,010	100%
	Nuevo Mundo	11	0%	2,999	100%	3,010	100%
	San Jose Mercury	396	13%	2,614	87%	3,010	100%
	Viet Mercury	43	1%	2,967	99%	3,010	100%
Which newspapers do you read or look at? (check all that apply)	Cupertino Courier	157	5%	2,853	95%	3,010	100%
	I don't read the paper	981	33%	2,029	67%	3,010	100%
	Los Altos Town Crier	50	2%	2,960	98%	3,010	100%
	Metro	378	13%	2,632	87%	3,010	100%
	Other	561	19%	2,449	81%	3,010	100%
	San Francisco Chronicle	329	11%	2,681	89%	3,010	100%
	San Jose Mercury	1,771	59%	1,239	41%	3,010	100%
Sunnyvale Sun	107	4%	2,903	96%	3,010	100%	
Since November, do you recall hearing something about De Anza College on any of these radio stations?	I don't listen to any of these stations	427	14%	2,583	86%	3,010	100%
	I don't listen to the radio	1,175	39%	1,835	61%	3,010	100%
	I remember hearing something, but don't know the radio station	518	17%	2,492	83%	3,010	100%
	KCNL The New Channel 104.9 FM	250	8%	2,760	92%	3,010	100%
	KEZR Mix 106.5 FM	193	6%	2,817	94%	3,010	100%
	WYLF "Wild" 94.9 FM	273	9%	2,737	91%	3,010	100%
Since November, do you recall hearing something about De Anza College at any of these theaters?	AMC Mercado 20, Santa Clara	592	20%	2,418	80%	3,010	100%
	Century 16 (Capitol), San Jose	70	2%	2,940	98%	3,010	100%
	Century 20 (Oakridge), San Jose	169	6%	2,841	94%	3,010	100%
	Century 21-24 (Winchester), San Jose	225	7%	2,785	93%	3,010	100%
	Century Cinema 16 (Shoreline), Mt View	216	7%	2,794	93%	3,010	100%
	CineArts at Santana Row, San Jose	60	2%	2,950	98%	3,010	100%
	I didn't go to the movies in November or	1,251	42%	1,759	58%	3,010	100%
I remember seeing something, but don't know which theater	388	13%	2,622	87%	3,010	100%	
Do you recall seeing anything about these topics on our Web site or in the newspaper? (check all that apply)	A Night of Magic	191	6%	2,819	94%	3,010	100%
	Automotive Technology	171	6%	2,839	94%	3,010	100%
	Budget Issues	567	19%	2,443	81%	3,010	100%
	Distance Learning	871	29%	2,139	71%	3,010	100%
	Grants awarded to De Anza	160	5%	2,850	95%	3,010	100%
	La Voz wins awards	174	6%	2,836	94%	3,010	100%
	New buildings	692	23%	2,318	77%	3,010	100%
	Pres Murphy's Inauguration	423	14%	2,587	86%	3,010	100%
	Register for Classes	1,806	60%	1,204	40%	3,010	100%

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Yes for those that read-listen to radio-or saw a movie

	Unduplicated Headcount	Percent of Total Resonses	Total Responses
Which newspapers do your read or look at? (check all that apply)	2,072	69%	3010
Do you recall seeing these advertisements in one or more of the following newspapers? (check all that apply)	1,365	45%	3010
Since November, do you recall hearing something about De Anza College at any of these theaters?	1,369	45%	3010
Since November, do you recall hearing something about De Anza College on any of these radio stations?	1,022	34%	3010
Do you recall seeing anything about these topics on our Web site or in the newspaper? (check all that apply)	2,210	73%	3010

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Do you recall seeing these advertisements in one or more of the following newspapers? (check all that apply)

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
Metro	Continuing	91	4%	2,058	96%	2,149	100%
	*New and Returning	34	4%	812	96%	846	100%
Nuevo Mundo	Continuing	9	0%	2,140	100%	2,149	100%
	*New and Returning	2	0%	844	100%	846	100%
I remember seeing something, but don't know which newspaper	Continuing	606	28%	1,543	72%	2,149	100%
	*New and Returning	260	31%	586	69%	846	100%
Eye (entertainment section in SJM)	Continuing	92	4%	2,057	96%	2,149	100%
	*New and Returning	28	3%	818	97%	846	100%
San Jose Mercury	Continuing	278	13%	1,871	87%	2,149	100%
	*New and Returning	116	14%	730	86%	846	100%
Viet Mercury	Continuing	38	2%	2,111	98%	2,149	100%
	*New and Returning	5	1%	841	99%	846	100%
I don't read the paper	Continuing	718	33%	1,431	67%	2,149	100%
	*New and Returning	283	33%	563	67%	846	100%

Which newspapers do you read or look at? (check all that apply)

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
Cupertino Courier	Continuing	128	6%	2,021	94%	2,149	100%
	*New and Returning	28	3%	818	97%	846	100%
Los Altos Town Crier	Continuing	40	2%	2,109	98%	2,149	100%
	*New and Returning	10	1%	836	99%	846	100%
Metro	Continuing	277	13%	1,872	87%	2,149	100%
	*New and Returning	101	12%	745	88%	846	100%
Other	Continuing	399	19%	1,750	81%	2,149	100%
	*New and Returning	161	19%	685	81%	846	100%
San Francisco Chronicle	Continuing	226	11%	1,923	89%	2,149	100%
	*New and Returning	102	12%	744	88%	846	100%
San Jose Mercury	Continuing	1,288	60%	861	40%	2,149	100%
	*New and Returning	476	56%	370	44%	846	100%
Sunnyvale Sun	Continuing	74	3%	2,075	97%	2,149	100%
	*New and Returning	32	4%	814	96%	846	100%
I don't read the paper	Continuing	699	33%	1,450	67%	2,149	100%
	*New and Returning	280	33%	566	67%	846	100%

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Since November, do you recall hearing something about De Anza College on any of these radio stations?

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
KCNL The New Channel 104.9 FM	Continuing	187	9%	1,962	91%	2,149	100%
	*New and Returning	63	7%	783	93%	846	100%
KEZR Mix 106.5 FM	Continuing	144	7%	2,005	93%	2,149	100%
	*New and Returning	49	6%	797	94%	846	100%
I don't listen to any of these stations	Continuing	298	14%	1,851	86%	2,149	100%
	*New and Returning	124	15%	722	85%	846	100%
I don't listen to the radio	Continuing	832	39%	1,317	61%	2,149	100%
	*New and Returning	340	40%	506	60%	846	100%
I remember hearing something, but don't know the radio station	Continuing	366	17%	1,783	83%	2,149	100%
	*New and Returning	149	18%	697	82%	846	100%
WYLF "Wild" 94.9 FM	Continuing	205	10%	1,944	90%	2,149	100%
	*New and Returning	68	8%	778	92%	846	100%

Since November, do you recall hearing something about De Anza College at any of these theaters?

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
AMC Mercado 20, Santa Clara	Continuing	429	20%	1,720	80%	2,149	100%
	*New and Returning	162	19%	684	81%	846	100%
Century 16 (Capitol), San Jose	Continuing	56	3%	2,093	97%	2,149	100%
	*New and Returning	14	2%	832	98%	846	100%
Century 20 (Oakridge), San Jose	Continuing	135	6%	2,014	94%	2,149	100%
	*New and Returning	33	4%	813	96%	846	100%
Century 21-24 (Winchester), San Jose	Continuing	172	8%	1,977	92%	2,149	100%
	*New and Returning	53	6%	793	94%	846	100%
Century Cinema 16 (Shoreline), Mt View	Continuing	151	7%	1,998	93%	2,149	100%
	*New and Returning	65	8%	781	92%	846	100%
CineArts at Santana Row, San Jose	Continuing	49	2%	2,100	98%	2,149	100%
	*New and Returning	11	1%	835	99%	846	100%
I didn't go to the movies in November or December	Continuing	867	40%	1,282	60%	2,149	100%
	*New and Returning	377	45%	469	55%	846	100%
I remember seeing something, but don't know which theater	Continuing	265	12%	1,884	88%	2,149	100%
	*New and Returning	122	14%	724	86%	846	100%

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Do you recall seeing anything about these topics on our Web site or in the newspaper? (check all that apply)

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
Automotive Technology	Continuing	121	6%	2,028	94%	2,149	100%
	*New and Returning	48	6%	798	94%	846	100%
Budget Issues	Continuing	456	21%	1,693	79%	2,149	100%
	*New and Returning	108	13%	738	87%	846	100%
Distance Learning	Continuing	604	28%	1,545	72%	2,149	100%
	*New and Returning	262	31%	584	69%	846	100%
Grants awarded to De Anza	Continuing	128	6%	2,021	94%	2,149	100%
	*New and Returning	32	4%	814	96%	846	100%
La Voz wins awards	Continuing	138	6%	2,011	94%	2,149	100%
	*New and Returning	35	4%	811	96%	846	100%
New buildings	Continuing	542	25%	1,607	75%	2,149	100%
	*New and Returning	147	17%	699	83%	846	100%
A Night of Magic	Continuing	143	7%	2,006	93%	2,149	100%
	*New and Returning	47	6%	799	94%	846	100%
Pres Murphy's Inauguration	Continuing	385	18%	1,764	82%	2,149	100%
	*New and Returning	38	4%	808	96%	846	100%
Register for Classes	Continuing	1,319	61%	830	39%	2,149	100%
	*New and Returning	482	57%	364	43%	846	100%

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Do you recall seeing these advertisements in one or more of the following newspapers? (check all that apply)

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
Metro	Another	3	2%	136	98%	139	100%
	Campbell	2	2%	105	98%	107	100%
	Cupertino	12	3%	380	97%	392	100%
	Gilroy/Morgan Hill	1	3%	35	97%	36	100%
	Los Altos/Hills	1	2%	45	98%	46	100%
	Milpitas	2	2%	82	98%	84	100%
	Mt. View	6	6%	100	94%	106	100%
	Out of State			1	100%	1	100%
	Out of US	2	22%	7	78%	9	100%
	Palo Alto	1	3%	31	97%	32	100%
	San Jose East	13	6%	212	94%	225	100%
	San Jose North	4	2%	203	98%	207	100%
	San Jose South	29	7%	398	93%	427	100%
	San Jose West	11	4%	289	96%	300	100%
	San Mateo/SF	1	2%	50	98%	51	100%
	Santa Clara	17	7%	240	93%	257	100%
	Saratoga/Los Gatos	4	3%	117	97%	121	100%
	Sunnyvale	16	4%	434	96%	450	100%
	Unknown			20	100%	20	100%
	Nuevo Mundo	Another			139	100%	139
Campbell				107	100%	107	100%
Cupertino				392	100%	392	100%
Gilroy/Morgan Hill				36	100%	36	100%
Los Altos/Hills				46	100%	46	100%
Milpitas		1	1%	83	99%	84	100%
Mt. View				106	100%	106	100%
Out of State				1	100%	1	100%
Out of US				9	100%	9	100%
Palo Alto				32	100%	32	100%
San Jose East		1	0%	224	100%	225	100%
San Jose North				207	100%	207	100%
San Jose South		3	1%	424	99%	427	100%
San Jose West		1	0%	299	100%	300	100%
San Mateo/SF				51	100%	51	100%
Santa Clara		1	0%	256	100%	257	100%
Saratoga/Los Gatos				121	100%	121	100%
Sunnyvale		3	1%	447	99%	450	100%
Unknown		1	5%	19	95%	20	100%
I remember seeing something, but don't know which newspaper		Another	33	24%	106	76%	139
	Campbell	28	26%	79	74%	107	100%
	Cupertino	117	30%	275	70%	392	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Gilroy/Morgan Hill	5	14%	31	86%	36	100%
	Los Altos/Hills	6	13%	40	87%	46	100%
	Milpitas	29	35%	55	65%	84	100%
	Mt. View	39	37%	67	63%	106	100%
	Out of State	1	100%			1	100%
	Out of US	2	22%	7	78%	9	100%
	Palo Alto	7	22%	25	78%	32	100%
	San Jose East	76	34%	149	66%	225	100%
	San Jose North	56	27%	151	73%	207	100%
	San Jose South	118	28%	309	72%	427	100%
	San Jose West	75	25%	225	75%	300	100%
	San Mateo/SF	17	33%	34	67%	51	100%
	Santa Clara	79	31%	178	69%	257	100%
	Saratoga/Los Gatos	38	31%	83	69%	121	100%
	Sunnyvale	144	32%	306	68%	450	100%
	Unknown	2	10%	18	90%	20	100%
	Eye (entertainment section in SJM)	Another	3	2%	136	98%	139
Campbell		4	4%	103	96%	107	100%
Cupertino		17	4%	375	96%	392	100%
Gilroy/Morgan Hill				36	100%	36	100%
Los Altos/Hills		1	2%	45	98%	46	100%
Milpitas		5	6%	79	94%	84	100%
Mt. View		6	6%	100	94%	106	100%
Out of State				1	100%	1	100%
Out of US				9	100%	9	100%
Palo Alto				32	100%	32	100%
San Jose East		12	5%	213	95%	225	100%
San Jose North		2	1%	205	99%	207	100%
San Jose South		22	5%	405	95%	427	100%
San Jose West		10	3%	290	97%	300	100%
San Mateo/SF		2	4%	49	96%	51	100%
Santa Clara		12	5%	245	95%	257	100%
Saratoga/Los Gatos		7	6%	114	94%	121	100%
Sunnyvale		17	4%	433	96%	450	100%
Unknown				20	100%	20	100%
San Jose Mercury		Another	10	7%	129	93%	139
	Campbell	17	16%	90	84%	107	100%
	Cupertino	51	13%	341	87%	392	100%
	Gilroy/Morgan Hill	3	8%	33	92%	36	100%
	Los Altos/Hills	5	11%	41	89%	46	100%
	Milpitas	14	17%	70	83%	84	100%
	Mt. View	9	8%	97	92%	106	100%
	Out of State			1	100%	1	100%
	Out of US	1	11%	8	89%	9	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Palo Alto			32	100%	32	100%
	San Jose East	31	14%	194	86%	225	100%
	San Jose North	23	11%	184	89%	207	100%
	San Jose South	64	15%	363	85%	427	100%
	San Jose West	41	14%	259	86%	300	100%
	San Mateo/SF	6	12%	45	88%	51	100%
	Santa Clara	44	17%	213	83%	257	100%
	Saratoga/Los Gatos	16	13%	105	87%	121	100%
	Sunnyvale	60	13%	390	87%	450	100%
	Unknown	1	5%	19	95%	20	100%
Viet Mercury	Another	1	1%	138	99%	139	100%
	Campbell			107	100%	107	100%
	Cupertino			392	100%	392	100%
	Gilroy/Morgan Hill			36	100%	36	100%
	Los Altos/Hills			46	100%	46	100%
	Milpitas	3	4%	81	96%	84	100%
	Mt. View	1	1%	105	99%	106	100%
	Out of State			1	100%	1	100%
	Out of US	1	11%	8	89%	9	100%
	Palo Alto			32	100%	32	100%
	San Jose East	6	3%	219	97%	225	100%
	San Jose North	7	3%	200	97%	207	100%
	San Jose South	13	3%	414	97%	427	100%
	San Jose West	4	1%	296	99%	300	100%
	San Mateo/SF			51	100%	51	100%
	Santa Clara	4	2%	253	98%	257	100%
	Saratoga/Los Gatos	1	1%	120	99%	121	100%
	Sunnyvale	2	0%	448	100%	450	100%
	Unknown			20	100%	20	100%
I don't read the paper	Another	68	49%	71	51%	139	100%
	Campbell	37	35%	70	65%	107	100%
	Cupertino	137	35%	255	65%	392	100%
	Gilroy/Morgan Hill	12	33%	24	67%	36	100%
	Los Altos/Hills	19	41%	27	59%	46	100%
	Milpitas	21	25%	63	75%	84	100%
	Mt. View	28	26%	78	74%	106	100%
	Out of State			1	100%	1	100%
	Out of US	4	44%	5	56%	9	100%
	Palo Alto	11	34%	21	66%	32	100%
	San Jose East	66	29%	159	71%	225	100%
	San Jose North	77	37%	130	63%	207	100%
	San Jose South	140	33%	287	67%	427	100%
	San Jose West	98	33%	202	67%	300	100%
	San Mateo/SF	14	27%	37	73%	51	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Santa Clara	87	34%	170	66%	257	100%
	Saratoga/Los Gatos	23	19%	98	81%	121	100%
	Sunnyvale	158	35%	292	65%	450	100%
	Unknown	4	20%	16	80%	20	100%

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Which newspapers do you read or look at? (check all that apply)

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
Cupertino Courier	Another	1	1%	138	99%	139	100%
	Campbell	1	1%	106	99%	107	100%
	Cupertino	117	30%	275	70%	392	100%
	Gilroy/Morgan Hill			36	100%	36	100%
	Los Altos/Hills			46	100%	46	100%
	Milpitas			84	100%	84	100%
	Mt. View	1	1%	105	99%	106	100%
	Out of State			1	100%	1	100%
	Out of US	2	22%	7	78%	9	100%
	Palo Alto			32	100%	32	100%
	San Jose East	2	1%	223	99%	225	100%
	San Jose North	1	0%	206	100%	207	100%
	San Jose South	2	0%	425	100%	427	100%
	San Jose West	10	3%	290	97%	300	100%
	San Mateo/SF			51	100%	51	100%
	Santa Clara	7	3%	250	97%	257	100%
	Saratoga/Los Gatos	4	3%	117	97%	121	100%
	Sunnyvale	9	2%	441	98%	450	100%
	Unknown			20	100%	20	100%
	Los Altos Town Crier	Another			139	100%	139
Campbell		1	1%	106	99%	107	100%
Cupertino		3	1%	389	99%	392	100%
Gilroy/Morgan Hill				36	100%	36	100%
Los Altos/Hills		20	43%	26	57%	46	100%
Milpitas				84	100%	84	100%
Mt. View		2	2%	104	98%	106	100%
Out of State				1	100%	1	100%
Out of US		1	11%	8	89%	9	100%
Palo Alto		1	3%	31	97%	32	100%
San Jose East				225	100%	225	100%
San Jose North		2	1%	205	99%	207	100%
San Jose South		1	0%	426	100%	427	100%
San Jose West		5	2%	295	98%	300	100%
San Mateo/SF				51	100%	51	100%
Santa Clara		3	1%	254	99%	257	100%
Saratoga/Los Gatos		1	1%	120	99%	121	100%
Sunnyvale		10	2%	440	98%	450	100%
Unknown				20	100%	20	100%
Metro		Another	10	7%	129	93%	139
	Campbell	19	18%	88	82%	107	100%
	Cupertino	29	7%	363	93%	392	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Gilroy/Morgan Hill	2	6%	34	94%	36	100%
	Los Altos/Hills	4	9%	42	91%	46	100%
	Milpitas	6	7%	78	93%	84	100%
	Mt. View	6	6%	100	94%	106	100%
	Out of State			1	100%	1	100%
	Out of US	1	11%	8	89%	9	100%
	Palo Alto	5	16%	27	84%	32	100%
	San Jose East	35	16%	190	84%	225	100%
	San Jose North	27	13%	180	87%	207	100%
	San Jose South	67	16%	360	84%	427	100%
	San Jose West	53	18%	247	82%	300	100%
	San Mateo/SF	2	4%	49	96%	51	100%
	Santa Clara	40	16%	217	84%	257	100%
	Saratoga/Los Gatos	22	18%	99	82%	121	100%
	Sunnyvale	47	10%	403	90%	450	100%
	Unknown	3	15%	17	85%	20	100%
	Other	Another	50	36%	89	64%	139
Campbell		19	18%	88	82%	107	100%
Cupertino		58	15%	334	85%	392	100%
Gilroy/Morgan Hill		8	22%	28	78%	36	100%
Los Altos/Hills		6	13%	40	87%	46	100%
Milpitas		25	30%	59	70%	84	100%
Mt. View		40	38%	66	62%	106	100%
Out of State		1	100%			1	100%
Out of US		2	22%	7	78%	9	100%
Palo Alto		14	44%	18	56%	32	100%
San Jose East		25	11%	200	89%	225	100%
San Jose North		31	15%	176	85%	207	100%
San Jose South		60	14%	367	86%	427	100%
San Jose West		54	18%	246	82%	300	100%
San Mateo/SF		16	31%	35	69%	51	100%
Santa Clara		49	19%	208	81%	257	100%
Saratoga/Los Gatos		30	25%	91	75%	121	100%
Sunnyvale	71	16%	379	84%	450	100%	
Unknown	2	10%	18	90%	20	100%	
San Francisco Chronicle	Another	26	19%	113	81%	139	100%
	Campbell	12	11%	95	89%	107	100%
	Cupertino	40	10%	352	90%	392	100%
	Gilroy/Morgan Hill			36	100%	36	100%
	Los Altos/Hills	6	13%	40	87%	46	100%
	Milpitas	9	11%	75	89%	84	100%
	Mt. View	17	16%	89	84%	106	100%
	Out of State			1	100%	1	100%
	Out of US	2	22%	7	78%	9	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Palo Alto	8	25%	24	75%	32	100%
	San Jose East	17	8%	208	92%	225	100%
	San Jose North	15	7%	192	93%	207	100%
	San Jose South	33	8%	394	92%	427	100%
	San Jose West	37	12%	263	88%	300	100%
	San Mateo/SF	25	49%	26	51%	51	100%
	Santa Clara	34	13%	223	87%	257	100%
	Saratoga/Los Gatos	9	7%	112	93%	121	100%
	Sunnyvale	39	9%	411	91%	450	100%
	Unknown			20	100%	20	100%
San Jose Mercury	Another	47	34%	92	66%	139	100%
	Campbell	63	59%	44	41%	107	100%
	Cupertino	230	59%	162	41%	392	100%
	Gilroy/Morgan Hill	26	72%	10	28%	36	100%
	Los Altos/Hills	23	50%	23	50%	46	100%
	Milpitas	59	70%	25	30%	84	100%
	Mt. View	50	47%	56	53%	106	100%
	Out of State			1	100%	1	100%
	Out of US	4	44%	5	56%	9	100%
	Palo Alto	14	44%	18	56%	32	100%
	San Jose East	151	67%	74	33%	225	100%
	San Jose North	112	54%	95	46%	207	100%
	San Jose South	265	62%	162	38%	427	100%
	San Jose West	188	63%	112	37%	300	100%
	San Mateo/SF	22	43%	29	57%	51	100%
	Santa Clara	152	59%	105	41%	257	100%
	Saratoga/Los Gatos	92	76%	29	24%	121	100%
Sunnyvale	263	58%	187	42%	450	100%	
Unknown	10	50%	10	50%	20	100%	
Sunnyvale Sun	Another			139	100%	139	100%
	Campbell			107	100%	107	100%
	Cupertino	1	0%	391	100%	392	100%
	Gilroy/Morgan Hill			36	100%	36	100%
	Los Altos/Hills			46	100%	46	100%
	Milpitas	1	1%	83	99%	84	100%
	Mt. View			106	100%	106	100%
	Out of State			1	100%	1	100%
	Out of US	2	22%	7	78%	9	100%
	Palo Alto			32	100%	32	100%
	San Jose East			225	100%	225	100%
	San Jose North	1	0%	206	100%	207	100%
	San Jose South	4	1%	423	99%	427	100%
	San Jose West	1	0%	299	100%	300	100%
	San Mateo/SF	1	2%	50	98%	51	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Santa Clara	4	2%	253	98%	257	100%
	Saratoga/Los Gatos			121	100%	121	100%
	Sunnyvale	92	20%	358	80%	450	100%
	Unknown			20	100%	20	100%
I don't read the paper	Another	64	46%	75	54%	139	100%
	Campbell	38	36%	69	64%	107	100%
	Cupertino	126	32%	266	68%	392	100%
	Gilroy/Morgan Hill	12	33%	24	67%	36	100%
	Los Altos/Hills	12	26%	34	74%	46	100%
	Milpitas	21	25%	63	75%	84	100%
	Mt. View	29	27%	77	73%	106	100%
	Out of State			1	100%	1	100%
	Out of US	4	44%	5	56%	9	100%
	Palo Alto	10	31%	22	69%	32	100%
	San Jose East	64	28%	161	72%	225	100%
	San Jose North	81	39%	126	61%	207	100%
	San Jose South	139	33%	288	67%	427	100%
	San Jose West	91	30%	209	70%	300	100%
	San Mateo/SF	14	27%	37	73%	51	100%
	Santa Clara	90	35%	167	65%	257	100%
	Saratoga/Los Gatos	22	18%	99	82%	121	100%
	Sunnyvale	159	35%	291	65%	450	100%
	Unknown	5	25%	15	75%	20	100%

De Anza College Media Survey, Winter 2005

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Since November, do you recall hearing something about De Anza College on any of these radio stations?

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
KCNL The New Channel 104.9 FM	Another	13	9%	126	91%	139	100%
	Campbell	11	10%	96	90%	107	100%
	Cupertino	24	6%	368	94%	392	100%
	Gilroy/Morgan Hill	1	3%	35	97%	36	100%
	Los Altos/Hills	2	4%	44	96%	46	100%
	Milpitas	13	15%	71	85%	84	100%
	Mt. View	4	4%	102	96%	106	100%
	Out of State			1	100%	1	100%
	Out of US			9	100%	9	100%
	Palo Alto	1	3%	31	97%	32	100%
	San Jose East	26	12%	199	88%	225	100%
	San Jose North	14	7%	193	93%	207	100%
	San Jose South	35	8%	392	92%	427	100%
	San Jose West	31	10%	269	90%	300	100%
	San Mateo/SF	1	2%	50	98%	51	100%
	Santa Clara	17	7%	240	93%	257	100%
	Saratoga/Los Gatos	11	9%	110	91%	121	100%
	Sunnyvale	45	10%	405	90%	450	100%
	Unknown	1	5%	19	95%	20	100%
	KEZR Mix 106.5 FM	Another	6	4%	133	96%	139
Campbell		7	7%	100	93%	107	100%
Cupertino		20	5%	372	95%	392	100%
Gilroy/Morgan Hill		1	3%	35	97%	36	100%
Los Altos/Hills		1	2%	45	98%	46	100%
Milpitas		6	7%	78	93%	84	100%
Mt. View		4	4%	102	96%	106	100%
Out of State				1	100%	1	100%
Out of US				9	100%	9	100%
Palo Alto				32	100%	32	100%
San Jose East		10	4%	215	96%	225	100%
San Jose North		15	7%	192	93%	207	100%
San Jose South		34	8%	393	92%	427	100%
San Jose West		27	9%	273	91%	300	100%
San Mateo/SF		3	6%	48	94%	51	100%
Santa Clara		24	9%	233	91%	257	100%
Saratoga/Los Gatos		6	5%	115	95%	121	100%
Sunnyvale		27	6%	423	94%	450	100%
Unknown		2	10%	18	90%	20	100%
I don't listen to any of these stations		Another	11	8%	128	92%	139
	Campbell	12	11%	95	89%	107	100%
	Cupertino	82	21%	310	79%	392	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Gilroy/Morgan Hill	3	8%	33	92%	36	100%
	Los Altos/Hills	6	13%	40	87%	46	100%
	Milpitas	9	11%	75	89%	84	100%
	Mt. View	20	19%	86	81%	106	100%
	Out of State			1	100%	1	100%
	Out of US	5	56%	4	44%	9	100%
	Palo Alto	3	9%	29	91%	32	100%
	San Jose East	25	11%	200	89%	225	100%
	San Jose North	37	18%	170	82%	207	100%
	San Jose South	46	11%	381	89%	427	100%
	San Jose West	41	14%	259	86%	300	100%
	San Mateo/SF	4	8%	47	92%	51	100%
	Santa Clara	39	15%	218	85%	257	100%
	Saratoga/Los Gatos	16	13%	105	87%	121	100%
	Sunnyvale	67	15%	383	85%	450	100%
	Unknown	1	5%	19	95%	20	100%
I don't listen to the radio	Another	52	37%	87	63%	139	100%
	Campbell	42	39%	65	61%	107	100%
	Cupertino	185	47%	207	53%	392	100%
	Gilroy/Morgan Hill	12	33%	24	67%	36	100%
	Los Altos/Hills	22	48%	24	52%	46	100%
	Milpitas	29	35%	55	65%	84	100%
	Mt. View	44	42%	62	58%	106	100%
	Out of State	1	100%			1	100%
	Out of US	2	22%	7	78%	9	100%
	Palo Alto	16	50%	16	50%	32	100%
	San Jose East	51	23%	174	77%	225	100%
	San Jose North	81	39%	126	61%	207	100%
	San Jose South	142	33%	285	67%	427	100%
	San Jose West	133	44%	167	56%	300	100%
	San Mateo/SF	27	53%	24	47%	51	100%
	Santa Clara	101	39%	156	61%	257	100%
	Saratoga/Los Gatos	46	38%	75	62%	121	100%
	Sunnyvale	183	41%	267	59%	450	100%
	Unknown	6	30%	14	70%	20	100%
I remember hearing something, but don't know the radio station	Another	25	18%	114	82%	139	100%
	Campbell	20	19%	87	81%	107	100%
	Cupertino	45	11%	347	89%	392	100%
	Gilroy/Morgan Hill	9	25%	27	75%	36	100%
	Los Altos/Hills	4	9%	42	91%	46	100%
	Milpitas	13	15%	71	85%	84	100%
	Mt. View	17	16%	89	84%	106	100%
	Out of State			1	100%	1	100%
	Out of US	2	22%	7	78%	9	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Palo Alto	7	22%	25	78%	32	100%
	San Jose East	66	29%	159	71%	225	100%
	San Jose North	40	19%	167	81%	207	100%
	San Jose South	84	20%	343	80%	427	100%
	San Jose West	39	13%	261	87%	300	100%
	San Mateo/SF	7	14%	44	86%	51	100%
	Santa Clara	45	18%	212	82%	257	100%
	Saratoga/Los Gatos	16	13%	105	87%	121	100%
	Sunnyvale	78	17%	372	83%	450	100%
	Unknown	1	5%	19	95%	20	100%
WYLF "Wild" 94.9 FM	Another	25	18%	114	82%	139	100%
	Campbell	6	6%	101	94%	107	100%
	Cupertino	15	4%	377	96%	392	100%
	Gilroy/Morgan Hill	1	3%	35	97%	36	100%
	Los Altos/Hills	2	4%	44	96%	46	100%
	Milpitas	16	19%	68	81%	84	100%
	Mt. View	8	8%	98	92%	106	100%
	Out of State			1	100%	1	100%
	Out of US	1	11%	8	89%	9	100%
	Palo Alto			32	100%	32	100%
	San Jose East	33	15%	192	85%	225	100%
	San Jose North	17	8%	190	92%	207	100%
	San Jose South	46	11%	381	89%	427	100%
	San Jose West	26	9%	274	91%	300	100%
	San Mateo/SF	5	10%	46	90%	51	100%
	Santa Clara	22	9%	235	91%	257	100%
	Saratoga/Los Gatos	8	7%	113	93%	121	100%
	Sunnyvale	41	9%	409	91%	450	100%
Unknown	1	5%	19	95%	20	100%	

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Since November, do you recall hearing something about De Anza College at any of these theaters?

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
AMC Mercado 20, Santa Clara	Another	20	14%	119	86%	139	100%
	Campbell	9	8%	98	92%	107	100%
	Cupertino	61	16%	331	84%	392	100%
	Gilroy/Morgan Hill	3	8%	33	92%	36	100%
	Los Altos/Hills	4	9%	42	91%	46	100%
	Milpitas	12	14%	72	86%	84	100%
	Mt. View	25	24%	81	76%	106	100%
	Out of State			1	100%	1	100%
	Out of US	1	11%	8	89%	9	100%
	Palo Alto	8	25%	24	75%	32	100%
	San Jose East	48	21%	177	79%	225	100%
	San Jose North	43	21%	164	79%	207	100%
	San Jose South	70	16%	357	84%	427	100%
	San Jose West	48	16%	252	84%	300	100%
	San Mateo/SF	4	8%	47	92%	51	100%
	Santa Clara	78	30%	179	70%	257	100%
	Saratoga/Los Gatos	14	12%	107	88%	121	100%
	Sunnyvale	141	31%	309	69%	450	100%
	Unknown	3	15%	17	85%	20	100%
	Century 16 (Capitol), San Jose	Another	1	1%	138	99%	139
Campbell		1	1%	106	99%	107	100%
Cupertino		5	1%	387	99%	392	100%
Gilroy/Morgan Hill				36	100%	36	100%
Los Altos/Hills				46	100%	46	100%
Milpitas		2	2%	82	98%	84	100%
Mt. View		3	3%	103	97%	106	100%
Out of State				1	100%	1	100%
Out of US				9	100%	9	100%
Palo Alto		1	3%	31	97%	32	100%
San Jose East		7	3%	218	97%	225	100%
San Jose North		1	0%	206	100%	207	100%
San Jose South		37	9%	390	91%	427	100%
San Jose West		4	1%	296	99%	300	100%
San Mateo/SF				51	100%	51	100%
Santa Clara		2	1%	255	99%	257	100%
Saratoga/Los Gatos		2	2%	119	98%	121	100%
Sunnyvale		3	1%	447	99%	450	100%
Unknown		1	5%	19	95%	20	100%
Century 20 (Oakridge), San Jose		Another	2	1%	137	99%	139
	Campbell	5	5%	102	95%	107	100%
	Cupertino	6	2%	386	98%	392	100%

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	Yes		No		Total		
	Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row	
	Gilroy/Morgan Hill	6	17%	30	83%	36	100%
	Los Altos/Hills	1	2%	45	98%	46	100%
	Milpitas	1	1%	83	99%	84	100%
	Mt. View			106	100%	106	100%
	Out of State			1	100%	1	100%
	Out of US			9	100%	9	100%
	Palo Alto			32	100%	32	100%
	San Jose East	17	8%	208	92%	225	100%
	San Jose North	9	4%	198	96%	207	100%
	San Jose South	83	19%	344	81%	427	100%
	San Jose West	15	5%	285	95%	300	100%
	San Mateo/SF	2	4%	49	96%	51	100%
	Santa Clara	6	2%	251	98%	257	100%
	Saratoga/Los Gatos	7	6%	114	94%	121	100%
	Sunnyvale	8	2%	442	98%	450	100%
	Unknown	1	5%	19	95%	20	100%
Century 21-24 (Winchester), San Jose	Another	1	1%	138	99%	139	100%
	Campbell	22	21%	85	79%	107	100%
	Cupertino	39	10%	353	90%	392	100%
	Gilroy/Morgan Hill	2	6%	34	94%	36	100%
	Los Altos/Hills	1	2%	45	98%	46	100%
	Milpitas	5	6%	79	94%	84	100%
	Mt. View			106	100%	106	100%
	Out of State			1	100%	1	100%
	Out of US	1	11%	8	89%	9	100%
	Palo Alto			32	100%	32	100%
	San Jose East	11	5%	214	95%	225	100%
	San Jose North	11	5%	196	95%	207	100%
	San Jose South	25	6%	402	94%	427	100%
	San Jose West	50	17%	250	83%	300	100%
	San Mateo/SF			51	100%	51	100%
	Santa Clara	18	7%	239	93%	257	100%
	Saratoga/Los Gatos	20	17%	101	83%	121	100%
	Sunnyvale	18	4%	432	96%	450	100%
Unknown	1	5%	19	95%	20	100%	
Century Cinema 16 (Shoreline), Mt View	Another	6	4%	133	96%	139	100%
	Campbell	2	2%	105	98%	107	100%
	Cupertino	40	10%	352	90%	392	100%
	Gilroy/Morgan Hill			36	100%	36	100%
	Los Altos/Hills	7	15%	39	85%	46	100%
	Milpitas			84	100%	84	100%
	Mt. View	35	33%	71	67%	106	100%
	Out of State			1	100%	1	100%
	Out of US	1	11%	8	89%	9	100%

De Anza College Media Survey, Winter 2005

Survey conducted by Marketing / results summarized by De Anza Research, Jan 20, 2005

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Palo Alto	8	25%	24	75%	32	100%
	San Jose East	1	0%	224	100%	225	100%
	San Jose North	1	0%	206	100%	207	100%
	San Jose South	5	1%	422	99%	427	100%
	San Jose West	10	3%	290	97%	300	100%
	San Mateo/SF	4	8%	47	92%	51	100%
	Santa Clara	9	4%	248	96%	257	100%
	Saratoga/Los Gatos	5	4%	116	96%	121	100%
	Sunnyvale	81	18%	369	82%	450	100%
	Unknown	1	5%	19	95%	20	100%
	CineArts at Santana Row, San Jose	Another	1	1%	138	99%	139
Campbell		5	5%	102	95%	107	100%
Cupertino		9	2%	383	98%	392	100%
Gilroy/Morgan Hill				36	100%	36	100%
Los Altos/Hills		1	2%	45	98%	46	100%
Milpitas				84	100%	84	100%
Mt. View		1	1%	105	99%	106	100%
Out of State				1	100%	1	100%
Out of US				9	100%	9	100%
Palo Alto				32	100%	32	100%
San Jose East		5	2%	220	98%	225	100%
San Jose North		2	1%	205	99%	207	100%
San Jose South		8	2%	419	98%	427	100%
San Jose West		9	3%	291	97%	300	100%
San Mateo/SF				51	100%	51	100%
Santa Clara		7	3%	250	97%	257	100%
Saratoga/Los Gatos		8	7%	113	93%	121	100%
Sunnyvale		3	1%	447	99%	450	100%
Unknown		1	5%	19	95%	20	100%
I didn't go to the movies in November or December		Another	72	52%	67	48%	139
	Campbell	50	47%	57	53%	107	100%
	Cupertino	171	44%	221	56%	392	100%
	Gilroy/Morgan Hill	13	36%	23	64%	36	100%
	Los Altos/Hills	24	52%	22	48%	46	100%
	Milpitas	38	45%	46	55%	84	100%
	Mt. View	38	36%	68	64%	106	100%
	Out of State			1	100%	1	100%
	Out of US	6	67%	3	33%	9	100%
	Palo Alto	12	38%	20	63%	32	100%
	San Jose East	78	35%	147	65%	225	100%
	San Jose North	83	40%	124	60%	207	100%
	San Jose South	169	40%	258	60%	427	100%
	San Jose West	124	41%	176	59%	300	100%
	San Mateo/SF	32	63%	19	37%	51	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Santa Clara	106	41%	151	59%	257	100%
	Saratoga/Los Gatos	40	33%	81	67%	121	100%
	Sunnyvale	188	42%	262	58%	450	100%
	Unknown	7	35%	13	65%	20	100%
I remember seeing something, but don't know which theater	Another	21	15%	118	85%	139	100%
	Campbell	15	14%	92	86%	107	100%
	Cupertino	54	14%	338	86%	392	100%
	Gilroy/Morgan Hill	4	11%	32	89%	36	100%
	Los Altos/Hills	3	7%	43	93%	46	100%
	Milpitas	15	18%	69	82%	84	100%
	Mt. View	5	5%	101	95%	106	100%
	Out of State	1	100%			1	100%
	Out of US	2	22%	7	78%	9	100%
	Palo Alto	3	9%	29	91%	32	100%
	San Jose East	36	16%	189	84%	225	100%
	San Jose North	37	18%	170	82%	207	100%
	San Jose South	49	11%	378	89%	427	100%
	San Jose West	44	15%	256	85%	300	100%
	San Mateo/SF	4	8%	47	92%	51	100%
	Santa Clara	33	13%	224	87%	257	100%
	Saratoga/Los Gatos	21	17%	100	83%	121	100%
	Sunnyvale	40	9%	410	91%	450	100%
	Unknown	1	5%	19	95%	20	100%

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Do you recall seeing anything about these topics on our Web site or in the newspaper? (check all that apply)

		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
Automotive Technology	Another	11	8%	128	92%	139	100%
	Campbell	6	6%	101	94%	107	100%
	Cupertino	29	7%	363	93%	392	100%
	Gilroy/Morgan Hill	2	6%	34	94%	36	100%
	Los Altos/Hills	2	4%	44	96%	46	100%
	Milpitas	3	4%	81	96%	84	100%
	Mt. View	2	2%	104	98%	106	100%
	Out of State			1	100%	1	100%
	Out of US	4	44%	5	56%	9	100%
	Palo Alto	2	6%	30	94%	32	100%
	San Jose East	10	4%	215	96%	225	100%
	San Jose North	15	7%	192	93%	207	100%
	San Jose South	30	7%	397	93%	427	100%
	San Jose West	10	3%	290	97%	300	100%
	San Mateo/SF	1	2%	50	98%	51	100%
	Santa Clara	17	7%	240	93%	257	100%
	Saratoga/Los Gatos	5	4%	116	96%	121	100%
	Sunnyvale	22	5%	428	95%	450	100%
	Unknown			20	100%	20	100%
	Budget Issues	Another	16	12%	123	88%	139
Campbell		16	15%	91	85%	107	100%
Cupertino		96	24%	296	76%	392	100%
Gilroy/Morgan Hill		6	17%	30	83%	36	100%
Los Altos/Hills		10	22%	36	78%	46	100%
Milpitas		14	17%	70	83%	84	100%
Mt. View		17	16%	89	84%	106	100%
Out of State				1	100%	1	100%
Out of US		3	33%	6	67%	9	100%
Palo Alto		6	19%	26	81%	32	100%
San Jose East		57	25%	168	75%	225	100%
San Jose North		27	13%	180	87%	207	100%
San Jose South		82	19%	345	81%	427	100%
San Jose West		56	19%	244	81%	300	100%
San Mateo/SF		9	18%	42	82%	51	100%
Santa Clara		50	19%	207	81%	257	100%
Saratoga/Los Gatos		22	18%	99	82%	121	100%
Sunnyvale		80	18%	370	82%	450	100%
Unknown				20	100%	20	100%
Distance Learning		Another	32	23%	107	77%	139
	Campbell	31	29%	76	71%	107	100%
	Cupertino	113	29%	279	71%	392	100%

De Anza College Media Survey, Winter 2005

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	Yes		No		Total		
	Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row	
	Gilroy/Morgan Hill	9	25%	27	75%	36	100%
	Los Altos/Hills	11	24%	35	76%	46	100%
	Milpitas	25	30%	59	70%	84	100%
	Mt. View	26	25%	80	75%	106	100%
	Out of State	1	100%			1	100%
	Out of US	5	56%	4	44%	9	100%
	Palo Alto	11	34%	21	66%	32	100%
	San Jose East	59	26%	166	74%	225	100%
	San Jose North	60	29%	147	71%	207	100%
	San Jose South	140	33%	287	67%	427	100%
	San Jose West	88	29%	212	71%	300	100%
	San Mateo/SF	10	20%	41	80%	51	100%
	Santa Clara	79	31%	178	69%	257	100%
	Saratoga/Los Gatos	31	26%	90	74%	121	100%
	Sunnyvale	136	30%	314	70%	450	100%
	Unknown	4	20%	16	80%	20	100%
	Grants awarded to De Anza	Another	5	4%	134	96%	139
Campbell		4	4%	103	96%	107	100%
Cupertino		20	5%	372	95%	392	100%
Gilroy/Morgan Hill				36	100%	36	100%
Los Altos/Hills		2	4%	44	96%	46	100%
Milpitas		2	2%	82	98%	84	100%
Mt. View		8	8%	98	92%	106	100%
Out of State				1	100%	1	100%
Out of US		1	11%	8	89%	9	100%
Palo Alto		1	3%	31	97%	32	100%
San Jose East		12	5%	213	95%	225	100%
San Jose North		8	4%	199	96%	207	100%
San Jose South		30	7%	397	93%	427	100%
San Jose West		17	6%	283	94%	300	100%
San Mateo/SF				51	100%	51	100%
Santa Clara		17	7%	240	93%	257	100%
Saratoga/Los Gatos		7	6%	114	94%	121	100%
Sunnyvale		26	6%	424	94%	450	100%
Unknown				20	100%	20	100%
La Voz wins awards	Another	3	2%	136	98%	139	100%
	Campbell	5	5%	102	95%	107	100%
	Cupertino	34	9%	358	91%	392	100%
	Gilroy/Morgan Hill			36	100%	36	100%
	Los Altos/Hills	4	9%	42	91%	46	100%
	Milpitas	6	7%	78	93%	84	100%
	Mt. View	7	7%	99	93%	106	100%
	Out of State			1	100%	1	100%
	Out of US	2	22%	7	78%	9	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Palo Alto	3	9%	29	91%	32	100%
	San Jose East	12	5%	213	95%	225	100%
	San Jose North	15	7%	192	93%	207	100%
	San Jose South	23	5%	404	95%	427	100%
	San Jose West	15	5%	285	95%	300	100%
	San Mateo/SF			51	100%	51	100%
	Santa Clara	15	6%	242	94%	257	100%
	Saratoga/Los Gatos	6	5%	115	95%	121	100%
	Sunnyvale	24	5%	426	95%	450	100%
	Unknown			20	100%	20	100%
New buildings	Another	20	14%	119	86%	139	100%
	Campbell	19	18%	88	82%	107	100%
	Cupertino	111	28%	281	72%	392	100%
	Gilroy/Morgan Hill	5	14%	31	86%	36	100%
	Los Altos/Hills	11	24%	35	76%	46	100%
	Milpitas	19	23%	65	77%	84	100%
	Mt. View	26	25%	80	75%	106	100%
	Out of State			1	100%	1	100%
	Out of US	4	44%	5	56%	9	100%
	Palo Alto	6	19%	26	81%	32	100%
	San Jose East	54	24%	171	76%	225	100%
	San Jose North	37	18%	170	82%	207	100%
	San Jose South	102	24%	325	76%	427	100%
	San Jose West	73	24%	227	76%	300	100%
	San Mateo/SF	12	24%	39	76%	51	100%
	Santa Clara	64	25%	193	75%	257	100%
	Saratoga/Los Gatos	25	21%	96	79%	121	100%
	Sunnyvale	103	23%	347	77%	450	100%
	Unknown	1	5%	19	95%	20	100%
A Night of Magic	Another	10	7%	129	93%	139	100%
	Campbell	6	6%	101	94%	107	100%
	Cupertino	35	9%	357	91%	392	100%
	Gilroy/Morgan Hill	1	3%	35	97%	36	100%
	Los Altos/Hills			46	100%	46	100%
	Milpitas	9	11%	75	89%	84	100%
	Mt. View	6	6%	100	94%	106	100%
	Out of State			1	100%	1	100%
	Out of US			9	100%	9	100%
	Palo Alto	2	6%	30	94%	32	100%
	San Jose East	8	4%	217	96%	225	100%
	San Jose North	10	5%	197	95%	207	100%
	San Jose South	23	5%	404	95%	427	100%
	San Jose West	14	5%	286	95%	300	100%
	San Mateo/SF	1	2%	50	98%	51	100%

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		Yes		No		Total	
		Number of Responses	Percent of Row	Number of Responses	Percent of Row	Number of Responses	Percent of Row
	Santa Clara	24	9%	233	91%	257	100%
	Saratoga/Los Gatos	8	7%	113	93%	121	100%
	Sunnyvale	33	7%	417	93%	450	100%
	Unknown	1	5%	19	95%	20	100%
Pres Murphy's Inauguration	Another	14	10%	125	90%	139	100%
	Campbell	14	13%	93	87%	107	100%
	Cupertino	78	20%	314	80%	392	100%
	Gilroy/Morgan Hill	3	8%	33	92%	36	100%
	Los Altos/Hills	9	20%	37	80%	46	100%
	Milpitas	12	14%	72	86%	84	100%
	Mt. View	16	15%	90	85%	106	100%
	Out of State			1	100%	1	100%
	Out of US	2	22%	7	78%	9	100%
	Palo Alto	8	25%	24	75%	32	100%
	San Jose East	26	12%	199	88%	225	100%
	San Jose North	22	11%	185	89%	207	100%
	San Jose South	58	14%	369	86%	427	100%
	San Jose West	37	12%	263	88%	300	100%
	San Mateo/SF	3	6%	48	94%	51	100%
	Santa Clara	44	17%	213	83%	257	100%
	Saratoga/Los Gatos	17	14%	104	86%	121	100%
	Sunnyvale	57	13%	393	87%	450	100%
	Unknown	3	15%	17	85%	20	100%
	Register for Classes	Another	82	59%	57	41%	139
Campbell		60	56%	47	44%	107	100%
Cupertino		241	61%	151	39%	392	100%
Gilroy/Morgan Hill		26	72%	10	28%	36	100%
Los Altos/Hills		27	59%	19	41%	46	100%
Milpitas		50	60%	34	40%	84	100%
Mt. View		64	60%	42	40%	106	100%
Out of State				1	100%	1	100%
Out of US		8	89%	1	11%	9	100%
Palo Alto		22	69%	10	31%	32	100%
San Jose East		127	56%	98	44%	225	100%
San Jose North		124	60%	83	40%	207	100%
San Jose South		252	59%	175	41%	427	100%
San Jose West		181	60%	119	40%	300	100%
San Mateo/SF		29	57%	22	43%	51	100%
Santa Clara		168	65%	89	35%	257	100%
Saratoga/Los Gatos		62	51%	59	49%	121	100%
Sunnyvale		277	62%	173	38%	450	100%
Unknown		6	30%	14	70%	20	100%

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Do you recall seeing these advertisements in one or more of the following newspapers? (check all that apply)

Yes

	Metro		Nuevo Mundo		I remember seeing something, but don't know which newspaper		Eye (entertainment section in SJM)		San Jose Mercury		Viet Mercury		I don't read the paper		Total	
	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per
Another	3	3%			33	28%	3	3%	10	8%	1	1%	68	58%	118	100%
Campbell	2	2%			28	32%	4	5%	17	19%			37	42%	88	100%
Cupertino	12	4%			117	35%	17	5%	51	15%			137	41%	334	100%
Gilroy/Morgan Hill	1	5%			5	24%			3	14%			12	57%	21	100%
Los Altos/Hills	1	3%			6	19%	1	3%	5	16%			19	59%	32	100%
Milpitas	2	3%	1	1%	29	39%	5	7%	14	19%	3	4%	21	28%	75	100%
Mt. View	6	7%			39	44%	6	7%	9	10%	1	1%	28	31%	89	100%
Out of State					1	100%									1	100%
Out of US	2	20%			2	20%			1	10%	1	10%	4	40%	10	100%
Palo Alto	1	5%			7	37%							11	58%	19	100%
San Jose East	13	6%	1	0%	76	37%	12	6%	31	15%	6	3%	66	32%	205	100%
San Jose North	4	2%			56	33%	2	1%	23	14%	7	4%	77	46%	169	100%
San Jose South	29	7%	3	1%	118	30%	22	6%	64	16%	13	3%	140	36%	389	100%
San Jose West	11	5%	1	0%	75	31%	10	4%	41	17%	4	2%	98	41%	240	100%
San Mateo/SF	1	3%			17	43%	2	5%	6	15%			14	35%	40	100%
Santa Clara	17	7%	1	0%	79	32%	12	5%	44	18%	4	2%	87	36%	244	100%
Saratoga/Los Gatos	4	4%			38	43%	7	8%	16	18%	1	1%	23	26%	89	100%
Sunnyvale	16	4%	3	1%	144	36%	17	4%	60	15%	2	1%	158	40%	400	100%
Unknown			1	13%	2	25%			1	13%			4	50%	8	100%

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Which newspapers do you read or look at? (check all that apply)

Yes

	Cupertino Courier		Los Altos Town Crier		Metro		Other		San Francisco Chronicle		San Jose Mercury		Sunnyvale Sun		I don't read the paper		Total	
	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per
Another	1	1%			10	5%	50	25%	26	13%	47	24%			64	32%	198	100%
Campbell	1	1%	1	1%	19	12%	19	12%	12	8%	63	41%			38	25%	153	100%
Cupertino	117	19%	3	0%	29	5%	58	10%	40	7%	230	38%	1	0%	126	21%	604	100%
Gilroy/Morgan Hill					2	4%	8	17%			26	54%			12	25%	48	100%
Los Altos/Hills			20	28%	4	6%	6	8%	6	8%	23	32%			12	17%	71	100%
Milpitas					6	5%	25	21%	9	7%	59	49%	1	1%	21	17%	121	100%
Mt. View	1	1%	2	1%	6	4%	40	28%	17	12%	50	34%			29	20%	145	100%
Out of State							1	100%									1	100%
Out of US	2	11%	1	6%	1	6%	2	11%	2	11%	4	22%	2	11%	4	22%	18	100%
Palo Alto			1	2%	5	10%	14	27%	8	15%	14	27%			10	19%	52	100%
San Jose East	2	1%			35	12%	25	9%	17	6%	151	51%			64	22%	294	100%
San Jose North	1	0%	2	1%	27	10%	31	11%	15	6%	112	41%	1	0%	81	30%	270	100%
San Jose South	2	0%	1	0%	67	12%	60	11%	33	6%	265	46%	4	1%	139	24%	571	100%
San Jose West	10	2%	5	1%	53	12%	54	12%	37	8%	188	43%	1	0%	91	21%	439	100%
San Mateo/SF					2	3%	16	20%	25	31%	22	28%	1	1%	14	18%	80	100%
Santa Clara	7	2%	3	1%	40	11%	49	13%	34	9%	152	40%	4	1%	90	24%	379	100%
Saratoga/Los Gatos	4	2%	1	1%	22	12%	30	17%	9	5%	92	51%			22	12%	180	100%
Sunnyvale	9	1%	10	1%	47	7%	71	10%	39	6%	263	38%	92	13%	159	23%	690	100%
Unknown					3	15%	2	10%			10	50%			5	25%	20	100%

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Since November, do you recall hearing something about De Anza College on any of these radio stations?

Yes

	KCNL The New Channel 104.9 FM		KEZR Mix 106.5 FM		I don't listen to any of these stations		I don't listen to the radio		I remember hearing something, but don't know the radio station		WYLF "Wild" 94.9 FM		Total	
	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per
Another	13	10%	6	5%	11	8%	52	39%	25	19%	25	19%	132	100%
Campbell	11	11%	7	7%	12	12%	42	43%	20	20%	6	6%	98	100%
Cupertino	24	6%	20	5%	82	22%	185	50%	45	12%	15	4%	371	100%
Gilroy/Morgan Hill	1	4%	1	4%	3	11%	12	44%	9	33%	1	4%	27	100%
Los Altos/Hills	2	5%	1	3%	6	16%	22	59%	4	11%	2	5%	37	100%
Milpitas	13	15%	6	7%	9	10%	29	34%	13	15%	16	19%	86	100%
Mt. View	4	4%	4	4%	20	21%	44	45%	17	18%	8	8%	97	100%
Out of State							1	100%					1	100%
Out of US					5	50%	2	20%	2	20%	1	10%	10	100%
Palo Alto	1	4%			3	11%	16	59%	7	26%			27	100%
San Jose East	26	12%	10	5%	25	12%	51	24%	66	31%	33	16%	211	100%
San Jose North	14	7%	15	7%	37	18%	81	40%	40	20%	17	8%	204	100%
San Jose South	35	9%	34	9%	46	12%	142	37%	84	22%	46	12%	387	100%
San Jose West	31	10%	27	9%	41	14%	133	45%	39	13%	26	9%	297	100%
San Mateo/SF	1	2%	3	6%	4	9%	27	57%	7	15%	5	11%	47	100%
Santa Clara	17	7%	24	10%	39	16%	101	41%	45	18%	22	9%	248	100%
Saratoga/Los Gatos	11	11%	6	6%	16	16%	46	45%	16	16%	8	8%	103	100%
Sunnyvale	45	10%	27	6%	67	15%	183	41%	78	18%	41	9%	441	100%
Unknown	1	8%	2	17%	1	8%	6	50%	1	8%	1	8%	12	100%

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Since November, do you recall hearing something about De Anza College at any of these theaters?

Yes

	AMC Mercado 20, Santa Clara		Century 16 (Capitol), San Jose		Century 20 (Oakridge), San Jose		Century 21-24 (Winchester), San Jose		Century Cinema 16 (Shoreline), Mt View		CineArts at Santana Row, San Jose		I didn't go to the movies in November or December		I remember seeing something, but don't know which theater		Total	
	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per
Another	20	16%	1	1%	2	2%	1	1%	6	5%	1	1%	72	58%	21	17%	124	100%
Campbell	9	8%	1	1%	5	5%	22	20%	2	2%	5	5%	50	46%	15	14%	109	100%
Cupertino	61	16%	5	1%	6	2%	39	10%	40	10%	9	2%	171	44%	54	14%	385	100%
Gilroy/Morgan Hill	3	11%			6	21%	2	7%					13	46%	4	14%	28	100%
Los Altos/Hills	4	10%			1	2%	1	2%	7	17%	1	2%	24	59%	3	7%	41	100%
Milpitas	12	16%	2	3%	1	1%	5	7%					38	52%	15	21%	73	100%
Mt. View	25	23%	3	3%					35	33%	1	1%	38	36%	5	5%	107	100%
Out of State															1	100%	1	100%
Out of US	1	9%					1	9%	1	9%			6	55%	2	18%	11	100%
Palo Alto	8	25%	1	3%					8	25%			12	38%	3	9%	32	100%
San Jose East	48	24%	7	3%	17	8%	11	5%	1	0%	5	2%	78	38%	36	18%	203	100%
San Jose North	43	23%	1	1%	9	5%	11	6%	1	1%	2	1%	83	44%	37	20%	187	100%
San Jose South	70	16%	37	8%	83	19%	25	6%	5	1%	8	2%	169	38%	49	11%	446	100%
San Jose West	48	16%	4	1%	15	5%	50	16%	10	3%	9	3%	124	41%	44	14%	304	100%
San Mateo/SF	4	9%			2	4%			4	9%			32	70%	4	9%	46	100%
Santa Clara	78	30%	2	1%	6	2%	18	7%	9	3%	7	3%	106	41%	33	13%	259	100%
Saratoga/Los Gatos	14	12%	2	2%	7	6%	20	17%	5	4%	8	7%	40	34%	21	18%	117	100%
Sunnyvale	141	29%	3	1%	8	2%	18	4%	81	17%	3	1%	188	39%	40	8%	482	100%
Unknown	3	19%	1	6%	1	6%	1	6%	1	6%	1	6%	7	44%	1	6%	16	100%

De Anza College Media Survey, Winter 2005

Survey conducted by Marketing / results summarized by De Anza Research, Jan 20, 2005

Do you recall seeing anything about these topics on our Web site or in the newspaper? (check all that apply)

Yes

	Automotive Technology		Budget Issues		Distance Learning		Grants awarded to De Anza		La Voz wins awards		New buildings		A Night of Magic		Pres Murphy's Inauguration		Register for Classes		Total	
	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per	Num	Per
Another	11	6%	16	8%	32	17%	5	3%	3	2%	20	10%	10	5%	14	7%	82	42%	193	100%
Campbell	6	4%	16	10%	31	19%	4	2%	5	3%	19	12%	6	4%	14	9%	60	37%	161	100%
Cupertino	29	4%	96	13%	113	15%	20	3%	34	4%	111	15%	35	5%	78	10%	241	32%	757	100%
Gilroy/Morgan Hill	2	4%	6	12%	9	17%					5	10%	1	2%	3	6%	26	50%	52	100%
Los Altos/Hills	2	3%	10	13%	11	14%	2	3%	4	5%	11	14%			9	12%	27	36%	76	100%
Milpitas	3	2%	14	10%	25	18%	2	1%	6	4%	19	14%	9	6%	12	9%	50	36%	140	100%
Mt. View	2	1%	17	10%	26	15%	8	5%	7	4%	26	15%	6	3%	16	9%	64	37%	172	100%
Out of State					1	100%													1	100%
Out of US	4	14%	3	10%	5	17%	1	3%	2	7%	4	14%			2	7%	8	28%	29	100%
Palo Alto	2	3%	6	10%	11	18%	1	2%	3	5%	6	10%	2	3%	8	13%	22	36%	61	100%
San Jose East	10	3%	57	16%	59	16%	12	3%	12	3%	54	15%	8	2%	26	7%	127	35%	365	100%
San Jose North	15	5%	27	8%	60	19%	8	3%	15	5%	37	12%	10	3%	22	7%	124	39%	318	100%
San Jose South	30	4%	82	11%	140	19%	30	4%	23	3%	102	14%	23	3%	58	8%	252	34%	740	100%
San Jose West	10	2%	56	11%	88	18%	17	3%	15	3%	73	15%	14	3%	37	8%	181	37%	491	100%
San Mateo/SF	1	2%	9	14%	10	15%					12	18%	1	2%	3	5%	29	45%	65	100%
Santa Clara	17	4%	50	10%	79	17%	17	4%	15	3%	64	13%	24	5%	44	9%	168	35%	478	100%
Saratoga/Los Gatos	5	3%	22	12%	31	17%	7	4%	6	3%	25	14%	8	4%	17	9%	62	34%	183	100%
Sunnyvale	22	3%	80	11%	136	18%	26	3%	24	3%	103	14%	33	4%	57	8%	277	37%	758	100%
Unknown					4	27%					1	7%	1	7%	3	20%	6	40%	15	100%