**Background**
In October 2003, the Division of Student Affairs at Texas A&M University designed a survey to benchmark the communication preferences of Texas A&M students. A follow-up was conducted in the fall of 2009 to document any changes that might have occurred as well as ask about new technologies that have emerged since the original study.

Of the 3,000 students who received the survey, 463 completed it for a response rate of 15%.

**Results**

**How often do you use the following sources to learn about campus events?**

Top Six Responses in 2009:
1. Friends
2. Email Messages
3. Word of Mouth
4. Email messages on personal listservs
5. Email messages on university listservs
6. Facebook

**Do you read The Battalion?**
- 86% said yes in 2009
  - 92% read the print version
  - 6% read the online version
  - 3% read both versions
- 83% said yes in 2003

**Do you have a telephone that can accept mobile applications?**
- 32% said yes

**Do you ever check your campus email account?**
- 99% said yes

**On average, how often do you check your personal email account(s)?**
- 83% check it daily
- 11% check it weekly
- 4% check it monthly
- 1% check it once a semester
- 2% check it less than once a semester

**Can you receive graphics in your personal email account (e.g., HTML emails)?**
- 89% could receive graphics

**Which of the following methods do you use to communicate with your friends about upcoming campus events?**
- In 2009, 85% of students preferred to communicate with their friends face-to-face about events. In 2003, 89% of students said the same thing

**Do you have a personal profile posted on Facebook?**
- 92% had a profile on Facebook
  - 95% of freshmen had a profile
  - 94% of sophomores had a profile
  - 95% of juniors had a profile
  - 94% of seniors had a profile
  - 77% of graduate students had a profile

**Do you use Twitter?**
- 10% said yes

**Since January 2009, what ONE form of communication have you used the most with the following groups?**
- Friends – 51% used face-to-face communication
- Classmates – 63% used face-to-face communication
- Family – 65% used the telephone
- Instructors and Faculty – 51% used face-to-face communication
- Academic Advisors – 50% used email
- Student Organization Advisors – 49% used email
- Other University Staff – 55% used email

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For a complete report, please visit the Student Life Studies web page.