

Survey Description: Marketing Survey - Updated FA2007

Date: 10/20/08

Term: FALL 2008

Campus: All

Instructor: All

Completion Status: 865/1244

1. What is your county of residence? (This is a required question. All students must complete this question before submitting the survey.) Score: .00

(0)	Fayette	13.75%	119/865	
(0)	Pickens	5.20%	45/865	
(0)	Tuscaloosa	1.96%	17/865	
(0)	Jefferson	12.36%	107/865	
(0)	Walker	33.17%	287/865	
(0)	Lamar	7.63%	66/865	
(0)	Marion	15.14%	131/865	
(0)	Winston	3.00%	26/865	
(0)	Cullman	.57%	5/865	
(0)	Blount	.57%	5/865	
(0)	Other (Specify in the comment box below)	3.23%	28/865	
(0)	Out of State (Specify in the comment box below)	3.35%	29/865	
(N/A)	No Participation		0	

2. What is your age? (This is a required question. All students must complete this question before submitting the survey.) Score: .00

(0)	Under 18	.80%	7/865	
(0)	18-19	63.93%	553/865	
(0)	20-21	7.16%	62/865	
(0)	22-24	6.01%	52/865	
(0)	25-29	5.89%	51/865	
(0)	30-34	7.28%	63/865	
(0)	35-39	3.69%	32/865	
(0)	40-49	4.62%	40/865	
(0)	50-64	.57%	5/865	

(0) 64 and over .00% 0/865
(N/A) No Participation 0

4. What is your marital status?(This is a required question. All students must complete this question before submitting the survey.) Score: .00

(0) Single 78.49% 679/865
(0) Married 14.79% 128/865
(0) Seperated 1.73% 15/865
(0) Divorced 4.73% 41/865
(0) Widowed .23% 2/865
(N/A) No Participation 0

5. What is your campus location? (This is a required question. All students must complete this question before submitting the survey.) Score: .00


(0) Fayette 26.93% 233/865
(0) Hamilton 18.49% 160/865
(0) Jasper 24.97% 216/865
(0) Sumiton 24.62% 213/865
Pickens County
(0) Educational Center (Carrollton) 4.97% 43/865
(N/A) No Participation 0

6. Has anyone in your family attended Bevill State? Score: .51

(1) Yes 51.57% 441/855
(0) No 48.42% 414/855
(N/A) No Participation 10


7. How did you hear about Bevill State? (Please choose ALL that apply) Score: .00


(0) Bevill State Advertisement 37.32% 318/852
(0) High School Counselor 52.58% 448/852
(0) Phone call from Bevill Ambassador .93% 8/852
(0) Direct Mail Schedule 17.95% 153/852
(0) College Recruiter 18.54% 158/852
(0) Bevill State Website 20.42% 174/852
Recruiting
(0) Viewbook/Course Brochure 13.84% 118/852
(0) Campus Tour 17.25% 147/852


(0) Other (Please specify in the comment section below) 20.77% 177/852 


(N/A) No Participation 13

8. Of the marketing materials you chose above, which one influenced you the most? (Choose only one) Score: .00

(0) Bevill State Advertisement 14.21% 120/844 


(0) High School Counselor 31.39% 265/844 

(0) Phone call from Bevill Ambassador .82% 7/844 


(0) Direct Mail Schedule 6.04% 51/844 

(0) College Recruiter 9.24% 78/844 

(0) Bevill State Website 9.00% 76/844 


(0) Recruiting Viewbook/Course Brochure 6.99% 59/844 


(0) Campus Tour 8.05% 68/844 


(0) Other (Please specify in the comment section below) 14.21% 120/844 

(N/A) No Participation 21


9. Of the following, what influenced your final decision to attend Bevill State? (Choose one) Score: .00

(0) Cost 13.07% 111/849 


(0) Flexibility of Class Schedule 7.30% 62/849 


(0) Campus Tour .70% 6/849 

(0) Friend 5.30% 45/849 

(0) Location of Campus 30.97% 263/849 















(0) Scholarship 24.02% 204/849 

(0) Program/Course Offerings 15.31% 130/849 

(0) Other (Specify in the Comments box below) 3.29% 28/849 










(N/A) No Participation 16

10. What radio stations do you listen to most frequently? (Choose ALL that apply) Score: .00


(0)	WFFN - The Bear 95.3	6.36%	53/833	
(0)	The Fox 97.7	2.64%	22/833	
(0)	Gold 106 - Winfield	2.16%	18/833	
(0)	Q103.7	35.29%	294/833	
(0)	WTTX 98.1	22.68%	189/833	
(0)	WZBQ 94.1	24.48%	204/833	
(0)	102.5 Country	27.97%	233/833	
(0)	WZZK 104.7	21.24%	177/833	
(0)	99.5 Classic Rock	16.68%	139/833	
(0)	98.7 Kiss FM	4.20%	35/833	
(0)	95.7 JAMZ	30.97%	258/833	
(0)	WTUG 92.9	2.52%	21/833	
(0)	Mississippi Radio (Please specify station in the comment box below)	4.56%	38/833	
(0)	Other (Please Specify in the comments box below)	18.96%	158/833	

(N/A) No Participation 32

11. Which television stations do you watch most frequently (Choose ALL that apply) Score: .00


(0)	ABC 33/40	54.73%	462/844	
(0)	NBC 13	21.56%	182/844	
(0)	Fox 6	47.39%	400/844	
(0)	WTTO 17/21	12.67%	107/844	
(0)	WCBI CH4	7.10%	60/844	
(0)	CBS 42	17.18%	145/844	
(0)	WACN TV 55	.82%	7/844	
(0)	WTVA Tupelo CH9	3.31%	28/844	
(0)	Cable (Please specify the specific channels)	16.23%	137/844	

in the comment
box below)


(0) Other (Please
specify in the
comment box
below) 13.27% 112/844 


(N/A) No Participation 21


12. Which newspaper(s) do you read most frequently? (Choose ALL that apply) Score: .00


(0) The Birmingham
News 37.83% 314/830 


(0) The Times
Record 9.27% 77/830 


(0) The Commercial
Dispatch 2.28% 19/830 

(0) The Daily
Mountain Eagle 33.37% 277/830 


(0) The Tuscaloosa
News 19.51% 162/830 


(0) The Journal
Record 14.69% 122/830 


(0) The Lamar
Democrat 5.66% 47/830 


(0) The Lamar
Leader 3.73% 31/830 


(0) The Northport
Gazette .84% 7/830 


(0) The Northwest
Alabamian 3.73% 31/830 


(0) The Pickens
County Herald 3.13% 26/830 


(0) Pickens County
Shopper's Guide 2.53% 21/830 

(0) The West
Alabama Gazette 2.28% 19/830 

(0) Columbus Packet 3.97% 33/830 

(0) North Jefferson
News 1.56% 13/830 












(0) Northeast
Mississippi Daily .72% 6/830 

(0) Other (Please
specify the
newspaper in the
comment box below) 6.38% 53/830 

comment box
below)








(N/A) No Participation 35

13. With what form of Bevill State advertising have you come in contact? (Choose ALL that apply) Score: .00

(0)	Billboard	25.65%	216/842	
(0)	Individual Course Brochure	27.43%	231/842	
(0)	Direct Mail Schedule	30.16%	254/842	
(0)	AL.COM (Alabama Live)	4.51%	38/842	
(0)	Newspaper Advertisement	16.62%	140/842	
(0)	Radio Advertisement	13.42%	113/842	
(0)	Television Advertisement	18.40%	155/842	
(0)	Bevill State Website	62.11%	523/842	
(0)	Recruiting Viewbook/Brochure	24.46%	206/842	
(0)	None	5.22%	44/842	
(0)	Other (Please specify in the comment box below)	1.54%	13/842	

(N/A) No Participation 23

14. Which single advertisement that you checked above influenced you the most (Choose one) Score: .00

(0)	Billboard	7.00%	58/828	
(0)	Individual Course Brochure	10.26%	85/828	
(0)	Direct Mail Schedule	13.88%	115/828	
(0)	AL.COM (Alabama Live)	2.29%	19/828	
(0)	Newspaper Advertisement	3.98%	33/828	
(0)	Radio Advertisement	1.81%	15/828	
(0)	Television Advertisement	5.19%	43/828	

(0)	Bevill State Website	39.61%	328/828	
(0)	Recruiting Viewbook/Brochure	11.35%	94/828	
(0)	Other (specify in the comment box below)	4.58%	38/828	
(N/A)	No Participation		37	

15. Marketing and recruiting materials are informative and attractive. Score: 2.30

(3)	Strongly Agree	32.98%	281/852	
(2)	Agree	65.14%	555/852	
(1)	Disagree	1.40%	12/852	
(0)	Strongly Disagree	.46%	4/852	
(N/A)	No Participation		13	

16. Bevill State's marketing and advertising materials (viewbook, brochures, etc.) promote a positive collegiate image of the College. Score: 2.44

(3)	Strongly Agree	45.45%	385/847	
(2)	Agree	53.95%	457/847	
(1)	Disagree	.35%	3/847	
(0)	Strongly Disagree	.23%	2/847	
(N/A)	No Participation		18	