













Survey Report










Survey Name:	Marketing Survey - Updated FA2007
Survey Description:	Marketing Survey - Updated FA2007
Date:	03/23/09
Term:	SPRING 2009
Campus:	All
Instructor:	All
Course:	Department: All
	Number: All
	Section: All
Completion Status:	317/551
Score:	.33

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	8.20%	26/317	
(0) Pickens	10.72%	34/317	
(0) Tuscaloosa	3.47%	11/317	
(0) Jefferson	16.08%	51/317	
(0) Walker	21.76%	69/317	
(0) Lamar	5.04%	16/317	
(0) Marion	16.71%	53/317	
(0) Winston	6.94%	22/317	
(0) Cullman	.63%	2/317	
(0) Blount	1.57%	5/317	
(0) Other (Specify in the comment box below)	2.83%	9/317	

(0)	Out of State (Specify in the comment box below)	5.99%	19/317	
(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	1.26%	4/317	
(0)	18-19	18.29%	58/317	
(0)	20-21	12.61%	40/317	
(0)	22-24	11.98%	38/317	
(0)	25-29	17.66%	56/317	
(0)	30-34	8.83%	28/317	
(0)	35-39	12.93%	41/317	
(0)	40-49	13.88%	44/317	
(0)	50-64	2.52%	8/317	
(0)	64 and over	.00%	0/317	
(N/A)	No Participation		0	



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




(0)	Male	27.44%	87/317	
(0)	Female	72.55%	230/317	
(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	46.68%	148/317	
(0)	Married	33.75%	107/317	
(0)	Seperated	5.99%	19/317	
(0)	Divorced	12.61%	40/317	
(0)	Widowed	.94%	3/317	
(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	14.82%	47/317	
(0)	Hamilton	23.65%	75/317	

(0)	Jasper	14.19%	45/317	
(0)	Sumiton	31.54%	100/317	
	Pickens County			
(0)	Educational Center (Carrollton)	15.77%	50/317	
(N/ A)	No Participation		0	



6. Has anyone in your family attended Bevill State? Score: .48








(1)	Yes	48.25%	152/315	
(0)	No	51.74%	163/315	
(N/ A)	No Participation		2	

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









(0)	Bevill State Advertisement	29.61%	93/314	
(0)	High School Counselor	24.20%	76/314	
(0)	Phone call from Bevill Ambassador	.95%	3/314	
(0)	Direct Mail Schedule	18.78%	59/314	
(0)	College Recruiter	4.45%	14/314	
(0)	Bevill State Website	21.33%	67/314	
	Recruiting			
(0)	Viewbook/Course Brochure	14.96%	47/314	
(0)	Campus Tour	7.32%	23/314	
(0)	Other (Please specify in the comment section below)	35.03%	110/314	
(N/ A)	No Participation		3	

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




(0)	Bevill State Advertisement	21.03%	65/309	
(0)	High School Counselor	12.29%	38/309	

(0)	Phone call from Bevill Ambassador	.64%	2/309	
(0)	Direct Mail Schedule	12.29%	38/309	
(0)	College Recruiter	1.94%	6/309	
(0)	Bevill State Website	16.18%	50/309	
(0)	Recruiting Viewbook/Course Brochure	6.79%	21/309	
(0)	Campus Tour	5.17%	16/309	
(0)	Other (Please specify in the comment section below)	23.62%	73/309	
(N/A)	No Participation		8	

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

(0)	Cost	5.48%	17/310	
(0)	Flexibility of Class Schedule	9.03%	28/310	
(0)	Campus Tour	.32%	1/310	
(0)	Friend	6.77%	21/310	
(0)	Location of Campus	39.03%	121/310	
(0)	Scholarship	2.90%	9/310	
(0)	Program/Course Offerings	30.00%	93/310	
(0)	Other (Specify in the Comments box below)	6.45%	20/310	
(N/A)	No Participation		7	

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

(0)	WFFN - The Bear 95.3	5.90%	18/305	
(0)	The Fox 97.7	3.93%	12/305	
(0)	Gold 106 - Winfield	1.31%	4/305	


















(0)	Q103.7	31.14%	95/305	
(0)	WTXT 98.1	18.36%	56/305	
(0)	WZBQ 94.1	22.29%	68/305	
(0)	102.5 Country	20.32%	62/305	
(0)	WZZK 104.7	21.63%	66/305	
(0)	99.5 Classic Rock	16.06%	49/305	
(0)	98.7 Kiss FM	7.21%	22/305	
(0)	95.7 JAMZ	20.00%	61/305	
(0)	WTUG 92.9	8.19%	25/305	
(0)	Mississippi Radio (Please specify station in the comment box below)	8.52%	26/305	
(0)	Other (Please Specify in the comments box below)	20.65%	63/305	
(N/ A)	No Participation		12	

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

(0)	ABC 33/40	54.60%	166/304	
(0)	NBC 13	22.36%	68/304	
(0)	Fox 6	49.01%	149/304	
(0)	WTTO 17/21	13.15%	40/304	
(0)	WCBI CH4	5.92%	18/304	
(0)	CBS 42	20.72%	63/304	
(0)	WACN TV 55	.98%	3/304	
(0)	WTVA Tupelo CH9	5.59%	17/304	
(0)	Cable (Please specify the specific channels in the comment box below)	14.80%	45/304	
(0)	Other (Please specify in the comment box below)	10.19%	31/304	

(N/A) No Participation 13

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

(0)	The Birmingham News	36.33%	109/300	
(0)	The Times Record	7.66%	23/300	
(0)	The Commercial Dispatch	3.66%	11/300	
(0)	The Daily Mountain Eagle	25.66%	77/300	
(0)	The Tuscaloosa News	21.00%	63/300	
(0)	The Journal Record	13.66%	41/300	
(0)	The Lamar Democrat	3.66%	11/300	
(0)	The Lamar Leader	1.66%	5/300	
(0)	The Northport Gazette	.33%	1/300	
(0)	The Northwest Alabamian	5.00%	15/300	
(0)	The Pickens County Herald	6.66%	20/300	
(0)	Pickens County Shopper's Guide	6.00%	18/300	
(0)	The West Alabama Gazette	1.66%	5/300	
(0)	Columbus Packet	4.66%	14/300	
(0)	North Jefferson News	.33%	1/300	
(0)	Northeast Mississippi Daily	3.33%	10/300	
(0)	Other (Please specify the newspaper in the comment box below)	7.00%	21/300	

(N/A) No Participation 17

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

(0)	Billboard	21.10%	65/308	
(0)	Individual Course Brochure	30.19%	93/308	
(0)	Direct Mail Schedule	33.11%	102/308	
(0)	AL.COM (Alabama Live)	3.24%	10/308	
(0)	Newspaper Advertisement	17.20%	53/308	
(0)	Radio Advertisement	10.38%	32/308	
(0)	Television Advertisement	12.66%	39/308	
(0)	Bevill State Website	60.06%	185/308	
(0)	Recruiting Viewbook/ Brochure	14.93%	46/308	
(0)	None	7.79%	24/308	
(0)	Other (Please specify in the comment box below)	2.92%	9/308	
(N/A)	No Participation		9	

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

(0)	Billboard	5.26%	16/304	
(0)	Individual Course Brochure	12.17%	37/304	
(0)	Direct Mail Schedule	18.75%	57/304	
(0)	AL.COM (Alabama Live)	.32%	1/304	
(0)	Newspaper Advertisement	3.94%	12/304	
(0)	Radio Advertisement	1.31%	4/304	
(0)	Television Advertisement	5.26%	16/304	

(0)	Bevill State Website	40.78%	124/304	
(0)	Recruiting Viewbook/ Brochure	4.60%	14/304	
(0)	Other (specify in the comment box below)	7.56%	23/304	
(N/A)	No Participation		13	

15. Marketing and recruiting materials are informative and attractive. Score: 2.36

(3)	Strongly Agree	39.22%	122/311	
(2)	Agree	58.19%	181/311	
(1)	Disagree	2.25%	7/311	
(0)	Strongly Disagree	.32%	1/311	
(N/A)	No Participation		6	

16. Bevill State's marketing and advertising materials (viewbook, brochures, etc.) promote a positive collegiate image of the College. Score: 2.49

(3)	Strongly Agree	50.00%	156/312	
(2)	Agree	49.35%	154/312	
(1)	Disagree	.32%	1/312	
(0)	Strongly Disagree	.32%	1/312	
(N/A)	No Participation		5	