4. CHAPTER FOUR: USE OF EMERGING ELECTRONIC & INTERNET MARKETING MEDIUMS BY COLLEGES

4.1. Percentage of Colleges in the Sample that Use Opt-In Email to Market the College

	Yes	No
All Colleges in the Sample	41.18%	58.82%

4.2. Percentage of Colleges in the Sample that Use Opt-In Email to Market the College, Broken Out by Public or Private Status of the College

Private or Public Status of College	Yes	No
Private	54.55%	45.45%
Public	31.03%	68.97%

4.3. Percentage of Colleges in the Sample that Use Opt-In Email to Market the College, Broken Out by Level of Full Time Equivalent Enrollment

Full Time Equivalent Enrollment	Yes	No
Less than 2,000	47.37%	52.63%
2,000 to 5,000	30.00%	70.00%
5,000 + to 10,000	28.57%	71.43%
More than 10,000	50.00%	50.00%

4.4. Percentage of Colleges in the Sample that Use Opt-In Email to Market the College, Broken Out by Type of College

Type of College	Yes	No
Community College	40.00%	60.00%
Four-Year Degree Granting	33.33%	66.67%
Masters or PHD Granting	42.86%	57.14%
Carnegie Class 1 or 2 Research University	50.00%	50.00%

4.5. Percentage of Colleges in the Sample that Use Opt-In Email to Market the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

Percentage of Applicants to the College Who Live Within 75 Miles of the Campus	Yes	No
Less than 20%	58.33%	41.67%
20%+ to 50%	62.50%	37.50%
50%+ to 75%	27.27%	72.73%
Greater than 75%	8.33%	91.67%

4.6. Percentage of Colleges in the Sample that Use Website Sponsorships, Banner Ads or other Web Ads to Market the College

	Yes	No
All Colleges in the Sample	47.06%	52.94%

4.7. Percentage of Colleges in the Sample that Use Website Sponsorships, Banner Ads or other Web Ads to Market the College, Broken Out by Public or Private Status of the College

Private or Public Status of College	Yes	No
Private	59.09%	40.91%
Public	37.93%	62.07%

4.8. Percentage of Colleges in the Sample that Use Website Sponsorships, Banner Ads or other Web Ads to Market the College, Broken Out by Level of Full Time Equivalent Enrollment

Full Time Equivalent Enrollment	Yes	No
Less than 2,000	57.89%	42.11%
2,000 to 5,000	50.00%	50.00%
5,000 + to 10,000	14.29%	85.71%
More than 10,000	42.86%	57.14%

4.9. Percentage of Colleges in the Sample that Use Website Sponsorships, Banner Ads or other Web Ads to Market the College, Broken Out by Type of College

Type of College	Yes	No
Community College	40.00%	60.00%
Four-Year Degree Granting	50.00%	50.00%
Masters or PHD Granting	42.86%	57.14%
Carnegie Class 1 or 2 Research University	50.00%	50.00%

4.10.   Percentage of Colleges in the Sample that Use Website Sponsorships, Banner Ads or other Web Ads to Market the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

Percentage of Applicants to the College Who Live Within 75 Miles of the Campus	Yes	No
Less than 20%	58.33%	41.67%
20%+ to 50%	56.25%	43.75%
50%+ to 75%	36.36%	63.64%
Greater than 75%	33.33%	66.67%

4.11.   Percentage of Colleges in the Sample that Make Payments to Search Engines for Higher Search Result Placement as a Way to Market the College

	Yes	No
All Colleges in the Sample	17.65%	82.35%

4.12.   Percentage of Colleges in the Sample that Make Payments to Search Engines for Higher Search Result Placement as a Way to Market the College, Broken Out by Public or Private Status of the College

Private or Public Status of College	Yes	No
Private	27.27%	72.73%
Public	10.34%	89.66%

4.13.   Percentage of Colleges in the Sample that Make Payments to Search Engines for Higher Search Result Placement as a Way to Market the College, Broken Out by Level of Full Time Equivalent Enrollment

Full Time Equivalent Enrollment	Yes	No
Less than 2,000	26.32%	73.68%
2,000 to 5,000	10.00%	90.00%
5,000 + to 10,000	14.29%	85.71%
More than 10,000	14.29%	85.71%

4.14.   Percentage of Colleges in the Sample that Make Payments to Search Engines for Higher Search Result Placement as a Way to Market the College, Broken Out by Type of College

Type of College	Yes	No
Community College	20.00%	80.00%
Four-Year Degree Granting	11.11%	88.89%
Masters or PHD Granting	21.43%	78.57%
Carnegie Class 1 or 2 Research University	21.43%	78.57%

4.15.   Percentage of Colleges in the Sample that Make Payments to Search Engines for Higher Search Result Placement as a Way to Market the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

Percentage of Applicants to the College Who Live Within 75 Miles of the Campus	Yes	No
Less than 20%	25.00%	75.00%
20%+ to 50%	25.00%	75.00%
50%+ to 75%	9.09%	90.91%
Greater than 75%	8.33%	91.67%

4.16.   Percentage of Colleges in the Sample that Use Website Search Engine Optimization Strategies Other than Direct Payments to Search Engine Providers as a Way to Market the College

	Yes	No
All Colleges in the Sample	33.33%	66.67%

4.17.   Percentage of Colleges in the Sample that Use Website Search Engine Optimization Strategies Other than Direct Payments to Search Engine Providers as a Way to Market the College, Broken Out by Public or Private Status of the College

Private or Public Status of College	Yes	No
Private	40.91%	59.09%
Public	27.59%	72.41%

4.18.   Percentage of Colleges in the Sample that Use Website Search Engine Optimization Strategies Other than Direct Payments to Search Engine Providers as a Way to Market the College, Broken Out by Level of Full Time Equivalent Enrollment

Full Time Equivalent Enrollment	Yes	No
Less than 2,000	36.84%	63.16%
2,000 to 5,000	40.00%	60.00%
5,000 + to 10,000	57.14%	42.86%
More than 10,000	7.14%	92.86%

4.19.   Percentage of Colleges in the Sample that Use Website Search Engine Optimization Strategies Other than Direct Payments to Search Engine Providers as a Way to Market the College, Broken Out by Type of College

Type of College	Yes	No
Community College	80.00%	20.00%
Four-Year Degree Granting	44.44%	55.56%
Masters or PHD Granting	14.29%	85.71%
Carnegie Class 1 or 2 Research University	21.43%	78.57%