

SUMMARY OF MAIN FINDINGS
 ADMINISTRATIVE ORGANIZATION OF THE MARKETING EFFORT
 THE COLLEGE MARKETING BUDGET
 USE OF TRADITIONAL MARKETING MEDIUMS IN COLLEGE MARKETING
 USE OF EMERGING INTERNET MARKETING MEDIUMS IN COLLEGE MARKETING
 TRENDS IN PUBLISHING THE COLLEGE VIEWBOOK
 TRENDS IN THE USE OF DIRECT MAIL IN COLLEGE MARKETING
 MARKETING THROUGH THE COLLEGE WEBSITE
 USE OF BLOGS IN COLLEGE MARKETING
 COLLEGE SPENDING ON WEB MARKETING
 SPENDING ON SEARCH ENGINE PLACEMENT
 SPENDING ON EMAIL BROADCASTS
 COLLEGE USE OF THE PAID ADVERTISING SERVICES OF GOOGLE, YAHOO &
 OTHER SEARCH ENGINES
 PERCENTAGE OF THE COLLEGE MARKETING BUDGET SPENT ON ONLINE
 ADVERTISING
 SPENDING ON PUBLIC RELATIONS & ADVERTISING AGENCIES AND OTHER
 MARKETING ORIENTED CONSULTANCIES
 USE OF SURVEYING
 USE OF BILLBOARDS
 TRENDS IN NEWSPAPER ADVERTISING

- 1 CHAPTER ONE: ADMINISTRATIVE ORGANIZATION OF THE COLLEGE MARKETING EFFORT
- 11 Does the College Have a Public Relations Department?
- 12 Does the College Have a Public Relations Department?, Broken Out by Public or Private Status of the College
- 13 Does the College Have a Public Relations Department?, Broken Out by Level of Full Time Equivalent Enrollment
- 14 Does the College Have a Public Relations Department?, Broken Out by Type of College
- 15 Does the College Have a Public Relations Department?, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
- 16 Does the College have a Marketing Department?
- 17 Does the College Have a Marketing Department?, Broken Out by Public or Private Status of the College
- 18 Does the College Have a Marketing Department?, Broken Out by Level of Full Time Equivalent Enrollment
- 19 Does the College Have a Marketing Department?, Broken Out by Type of College
- 110 Does the College Have a Marketing Department?, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
- 111 Does the College Have a Department of Enrollment Management or its Near Equivalent?
- 112 Does the College Have a Department of Enrollment Management or its Near Equivalent?, Broken Out by Public or Private Status of the College
- 113 Does the College Have a Department of Enrollment Management or its Near Equivalent?, Broken Out by Level of Full Time Equivalent Enrollment
- 114 Does the College Have a Department of Enrollment Management or its Near Equivalent?, Broken Out by Type of College
- 115 Does the College Have a Department of Enrollment Management or its Near Equivalent?, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
- 116 Percentage of Colleges that have a Separate Marketing Administrative Entity for Undergraduate Education
- 117 Percentage of Colleges that have a Separate Marketing Administrative Entity for Undergraduate Education, Broken Out by Public or Private Status of the College

118 Percentage of Colleges that have a Separate Marketing Administrative Entity for Undergraduate Education Broken Out by Level of Full Time Equivalent Enrollment

119 Percentage of Colleges that have a Separate Marketing Administrative Entity for Undergraduate Education?, Broken Out by Type of College

120 Percentage of Colleges that have a Separate Marketing Administrative Entity for Undergraduate Education, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

121 Percentage of Colleges that have a Separate Administrative Marketing Entity for the Graduate School of Arts & Sciences

122 Percentage of Colleges that have a Separate Administrative Marketing Entity for the Graduate School of Arts & Sciences, Broken Out by Public or Private Status of the College

123 Percentage of Colleges that have a Separate Administrative Marketing Entity for the Graduate School of Arts & Sciences, Broken Out by Level of Full Time Equivalent Enrollment

124 Percentage of Colleges that have a Separate Administrative Marketing Entity for the Graduate School of Arts & Sciences, Broken Out by Type of College

125 Percentage of Colleges that have a Separate Administrative Marketing Entity for the Graduate School of Arts & Sciences, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

126 Percentage of the Colleges in the Sample that Have Law Schools with Separate Administrative Marketing Entities

127 Percentage of the Colleges in the Sample that Have Law Schools with Separate Administrative Marketing Entities, Broken Out by Public or Private Status of the College

128 Percentage of the Colleges in the Sample that Have Law Schools with Separate Administrative Marketing Entities, Broken Out by Level of Full Time Equivalent Enrollment

129 Percentage of the Colleges in the Sample that Have Law Schools with Separate Administrative Marketing Entities, Broken Out by Type of College

130 Percentage of the Colleges in the Sample that Have Law Schools with Separate Administrative Marketing Entities, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

131 Percentage of the Colleges in the Sample that Have Medical Schools with Separate Administrative Marketing Entities

132 Percentage of the Colleges in the Sample that Have Medical Schools with Separate Administrative Marketing Entities, Broken Out by Public or Private Status of the College

133 Percentage of the Colleges in the Sample that Have Medical Schools with Separate Administrative Marketing Entities, Broken Out by Level of Full Time Equivalent Enrollment

134 Percentage of the Colleges in the Sample that Have Medical Schools with Separate Administrative Marketing Entities, Broken Out by Type of College

135 Percentage of the Colleges in the Sample that Have Medical Schools with Separate Administrative Marketing Entities, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

136 Percentage of the Colleges in the Sample that Have Adult Education Departments with Separate Administrative Marketing Entities

137 Percentage of the Colleges in the Sample that Have Adult Education Departments with Separate Administrative Marketing Entities, Broken Out by Public or Private Status of the College

138 Percentage of the Colleges in the Sample that Have Adult Education Departments with Separate Administrative Marketing Entities, Broken Out by Level of Full Time Equivalent Enrollment

139 Percentage of the Colleges in the Sample that Have Adult Education Departments with Separate Administrative Marketing Entities, Broken Out by Type of College

140 Percentage of the Colleges in the Sample that Have Adult Education Departments with
Separate Administrative Marketing Entities, Broken Out by Percentage of Applicants to
the College Who Live Within 75 Miles of the Campus

141 Percentage of the Colleges in the Sample that Have Distance Learning Programs with
Separate Administrative Marketing Entities

142 Percentage of the Colleges in the Sample that Have Distance Learning Programs with
Separate Administrative Marketing Entities, Broken Out by Public or Private Status of
the College

143 Percentage of the Colleges in the Sample that Have Distance Learning Programs with
Separate Administrative Marketing Entities, Broken Out by Level of Full Time
Equivalent Enrollment

144 Percentage of the Colleges in the Sample that Have Distance Learning Programs with
Separate Administrative Marketing Entities, Broken Out by Type of College

145 Percentage of the Colleges in the Sample that Have Distance Learning Programs with
Separate Administrative Marketing Entities, Broken Out by Percentage of Applicants to
the College Who Live Within 75 Miles of the Campus

146 Percentage of Colleges with other Separate Administrative Marketing Entities for
Departments or Schools not Previously Cited

147 Percentage of Colleges with other Separate Administrative Marketing Entities for
Departments or Schools not Previously Cited, Broken Out by Public or Private Status
of the College

148 Percentage of Colleges with other Separate Administrative Marketing Entities for
Departments or Schools not Previously Cited, Broken Out by Level of Full Time
Equivalent Enrollment

149 Percentage of Colleges with other Separate Administrative Marketing Entities for
Departments or Schools not Previously Cited, Broken Out by Type of College

150 Percentage of Colleges with other Separate Administrative Marketing Entities for
Departments or Schools not Previously Cited, Broken Out by Percentage of Applicants
to the College Who Live Within 75 Miles of the Campus

151 Percentage of Sample Participants that Primarily Handle the College's Undergraduate
Marketing Efforts

152 Percentage of Sample Participants that Primarily Handle the College's Undergraduate
Marketing Efforts, Broken Out by Public or Private Status of the College

153 Percentage of Sample Participants that Primarily Handle the College's Undergraduate
Marketing Efforts, Broken Out by Level of Full Time Equivalent Enrollment

154 Percentage of Sample Participants that Primarily Handle the College's Undergraduate
Marketing Efforts, Broken Out by Type of College

155 Percentage of Sample Participants that Primarily Handle the College's Undergraduate
Marketing Efforts, Broken Out by Percentage of Applicants to the College Who Live
Within 75 Miles of the Campus

156 Percentage of Sample Participants that Handle Marketing for Graduate Schools

157 Percentage of Sample Participants that Handle Marketing for Graduate Schools,
Broken Out by Public or Private Status of the College

158 Percentage of Sample Participants that Handle Marketing for Graduate Schools,
Broken Out by Level of Full Time Equivalent Enrollment

159 Percentage of Sample Participants that Handle Marketing for Graduate Schools,
Broken Out by Type of College

160 Percentage of Sample Participants that Handle Marketing for Graduate Schools,
Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of
the Campus

161 Percentage of Sample Participants that Handle Marketing for Adult or Continuing
Education Programs

162 Percentage of Sample Participants that Handle Marketing for Adult or Continuing
Education Programs, Broken Out by Public or Private Status of the College

163 Percentage of Sample Participants that Handle Marketing for Adult or Continuing
Education Programs, Broken Out by Level of Full Time Equivalent Enrollment

164	Percentage of Sample Participants that Handle Marketing for Adult or Continuing Education Programs, Broken Out by Type of College
165	Percentage of Sample Participants that Handle Marketing for Adult or Continuing Education Programs, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
166	Percentage of Sample Participants that Handle Marketing for the College's Distance Learning Program
167	Percentage of Sample Participants that Handle Marketing for the College's Distance Learning Program, Broken Out by Public or Private Status of the College
168	Percentage of Sample Participants that Handle Marketing for the College's Distance Learning Program, Broken Out by Level of Full Time Equivalent Enrollment
169	Percentage of Sample Participants that Handle Marketing for the College's Distance Learning Program, Broken Out by Type of College
170	Percentage of Sample Participants that Handle Marketing for the College's Distance Learning Program, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
171	Percent of Sample Participants that Handle Marketing for the College Law School
172	Percentage of Sample Participants that Handle Marketing for the College Medical School
173	Percentage of Sample Participants that Handle Marketing for the College Medical School, Broken Out by Public or Private Status of the College
174	Percentage of Sample Participants that Handle Marketing for the College Medical School, Broken Out by Level of Full Time Equivalent Enrollment
175	Percentage of Sample Participants that Handle Marketing for the College Medical School, Broken Out by Type of College
176	Percentage of Sample Participants that Handle Marketing for the College Medical School, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
177	Percentage of Sample Participants that Handle the Marketing Effort for All Departments and Schools of the College
178	Percentage of Sample Participants that Handle the Marketing Effort for All Departments and Schools of the College, Broken Out by Public or Private Status of the College
179	Percentage of Sample Participants that Handle the Marketing Effort for All Departments and Schools of the College, Broken Out by Level of Full Time Equivalent Enrollment
180	Percentage of Sample Participants that Handle the Marketing Effort for All Departments and Schools of the College, Broken Out by Type of College
181	Percentage of Sample Participants that Handle the Marketing Effort for All Departments and Schools of the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
182	Percentage of Sample Participants that Handle Marketing for College Departments not Previously Specified
183	Percentage of Sample Participants that Handle Marketing for College Departments not Previously Specified, Broken Out by Public or Private Status of the College
184	Percentage of Sample Participants that Handle Marketing for College Departments not Previously Specified, Broken Out by Level of Full Time Equivalent Enrollment
185	Percentage of Sample Participants that Handle Marketing for College Departments not Previously Specified, Broken Out by Type of College
186	Percentage of Sample Participants that Handle Marketing for College Departments not Previously Specified, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
2	CHAPTER TWO: THE COLLEGE MARKETING BUDGET
21	Percentage of Colleges in the Sample that Have a Distinct Budget for Marketing
22	Percentage of Colleges in the Sample that Have a Distinct Marketing Budget, Broken Out by Public or Private Status of the College

23	Percentage of Colleges in the Sample that Have a Distinct Marketing Budget, Broken Out by Level of Full Time Equivalent Enrollment
24	Percentage of Colleges in the Sample that Have a Distinct Marketing Budget, Broken Out by Type of College
25	Percentage of Colleges in the Sample that Have a Distinct Marketing Budget , Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
26	Mean, Median, Minimum and Maximum College Marketing Budget (In \$)
27	Mean, Median, Minimum and Maximum College Marketing Budget (In \$), Broken Out by Public or Private Status of the College
28	Mean, Median, Minimum and Maximum College Marketing Budget (In \$), Broken Out by Level of Full Time Equivalent Enrollment
29	Mean, Median, Minimum and Maximum College Marketing Budget (In \$), Broken Out by Type of College
210	Mean, Median, Minimum and Maximum College Marketing Budget (In \$), Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
3	CHAPTER THREE: TRADITIONAL MARKETING MEDIUMS USED BY COLLEGES
31	Percentage of Colleges in the Sample that Use Direct Mail to Promote the College
32	Percentage of Colleges in the Sample that Use Direct Mail to Promote the College, Broken Out by Public or Private Status of the College
33	Percentage of Colleges in the Sample that Use Direct Mail to Promote the College, Broken Out by Level of Full Time Equivalent Enrollment
34	Percentage of Colleges in the Sample that Use Direct Mail to Promote the College, Broken Out by Type of College
35	Percentage of Colleges in the Sample that Use Direct Mail to Promote the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
36	Percentage of Colleges in the Sample that Use Telephone Solicitation to Market the College
37	Percentage of Colleges in the Sample that Use Telephone Solicitation to Market the College, Broken Out by Public or Private Status of the College
38	Percentage of Colleges in the Sample that Use Telephone Solicitation to Market the College, Broken Out by Level of Full Time Equivalent Enrollment
39	Percentage of Colleges in the Sample that Use Telephone Solicitation to Market the College, Broken Out by Type of College
310	Percentage of Colleges in the Sample that Use Telephone Solicitation to Market the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
311	Percentage of Colleges in the Sample that Use Newspaper Advertising to Market the College
312	Percentage of Colleges in the Sample that Use Newspaper Advertising to Market the College, Broken Out by Public or Private Status of the College
313	Percentage of Colleges in the Sample that Use Newspaper Advertising to Market the College, Broken Out by Level of Full Time Equivalent Enrollment
314	Percentage of Colleges in the Sample that Use Newspaper Advertising to Market the College, Broken Out by Type of College
315	Percentage of Colleges in the Sample that Use Newspaper Advertising to Market the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
316	Percentage of Colleges in the Sample that Use Magazine Advertising to Market the College
317	Percentage of Colleges in the Sample that Use Magazine Advertising to Market the College, Broken Out by Public or Private Status of the College
318	Percentage of Colleges in the Sample that Use Magazine Advertising to Market the College, Broken Out by Level of Full Time Equivalent Enrollment

319	Percentage of Colleges in the Sample that Use Magazine Advertising to Market the College, Broken Out by Type of College
320	Percentage of Colleges in the Sample that Use Magazine Advertising to Market the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
321	Percentage of Colleges in the Sample that Use Television Advertising to Market the College
322	Percentage of Colleges in the Sample that Use Television Advertising to Market the College, Broken Out by Public or Private Status of the College
323	Percentage of Colleges in the Sample that Use Television Advertising to Market the College, Broken Out by Level of Full Time Equivalent Enrollment
324	Percentage of Colleges in the Sample that Use Television Advertising to Market the College, Broken Out by Type of College
325	Percentage of Colleges in the Sample that Use Television Advertising to Market the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
326	Percentage of Colleges in the Sample that Use Billboard Advertising to Market the College
327	Percentage of Colleges in the Sample that Use Billboard Advertising to Market the College, Broken Out by Public or Private Status of the College
328	Percentage of Colleges in the Sample that Use Billboard Advertising to Market the College, Broken Out by Level of Full Time Equivalent Enrollment
329	Percentage of Colleges in the Sample that Use Billboard Advertising to Market the College, Broken Out by Type of College
330	Percentage of Colleges in the Sample that Use Billboard Advertising to Market the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
331	Percentage of Colleges in the Sample that Use Radio Advertising to Market the College
332	Percentage of Colleges in the Sample that Use Radio Advertising to Market the College, Broken Out by Public or Private Status of the College
333	Percentage of Colleges in the Sample that Use Radio Advertising to Market the College, Broken Out by Level of Full Time Equivalent Enrollment
334	Percentage of Colleges in the Sample that Use Radio Advertising to Market the College, Broken Out by Type of College
335	Percentage of Colleges in the Sample that Use Radio Advertising to Market the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
4	CHAPTER FOUR: USE OF EMERGING ELECTRONIC & INTERNET MARKETING MEDIUMS BY COLLEGES
41	Percentage of Colleges in the Sample that Use Opt-In Email to Market the College
42	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
43	Percentage of Colleges in the Sample that Use Opt-In Email to Market the College, Broken Out by Level of Full Time Equivalent Enrollment
44	Percentage of Colleges in the Sample that Use Opt-In Email to Market the College, Broken Out by Type of College
45	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
46	Percentage of Colleges in the Sample that Use Website Sponsorships, Banner Ads or other Web Ads to Market the College
47	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

48 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

49 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

410 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

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

412 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

413 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

414 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

415 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

416 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

417 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

418 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

419 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

420 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 Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

421 Percentage of Colleges in the Sample that Use Podcasts as a Way to Market the College

422 Percentage of Colleges in the Sample that Use Podcasts as a Way to Market the College, Broken Out by Public or Private Status of the College

423 Percentage of Colleges in the Sample that Use Podcasts as a Way to Market the College, Broken Out by Level of Full Time Equivalent Enrollment

424 Percentage of Colleges in the Sample that Use Podcasts as a Way to Market the College, Broken Out by Type of College

425 Percentage of Colleges in the Sample that Use Podcasts as a Way to Market the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

426 Percentage of Colleges in the Sample that Maintain a Blog for Purposes of Student Recruitment

427 Percentage of Colleges in the Sample that Maintain a Blog for Purposes of Student Recruitment, Broken Out by Public or Private Status of the College

428 Percentage of Colleges in the Sample that Maintain a Blog for Purposes of Student Recruitment, Broken Out by Level of Full Time Equivalent Enrollment

429	Percentage of Colleges in the Sample that Maintain a Blog for Purposes of Student Recruitment, Broken Out by Type of College
430	Percentage of Colleges in the Sample that Maintain a Blog for Purposes of Student Recruitment, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
431	Percentage of Colleges in the Sample that Make Recruitment Visits to High School Guidance Counselors
432	Percentage of Colleges in the Sample that Make Recruitment Visits to High School Guidance Counselors, Broken Out by Public or Private Status of the College
433	Percentage of Colleges in the Sample that Make Recruitment Visits to High School Guidance Counselors, Broken Out by Level of Full Time Equivalent Enrollment
434	Percentage of Colleges in the Sample that Make Recruitment Visits to High School Guidance Counselors, Broken Out by Type of College
435	Percentage of Colleges in the Sample that Make Recruitment Visits to High School Guidance Counselors, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
5	CHAPTER FIVE: TRENDS IN PUBLISHING THE COLLEGE VIEWBOOK
51	Does The College Publish A Viewbook That Describes The College To Prospective Applicants?
52	Does The College Publish A Viewbook That Describes The College To Prospective Applicants?, Broken Out By Public Or Private Status Of The College
53	Does The College Publish A Viewbook That Describes The College To Prospective Applicants?, Broken Out By Level of Full Time Equivalent Enrollment
54	Does The College Publish A Viewbook That Describes The College To Prospective Applicants?, Broken Out By Type Of College
55	Does The College Publish A Viewbook That Describes The College To Prospective Applicants?, Broken Out By Percentage Of Applicants To The College Who Live Within 75 Miles Of The Campus
56	Mean, Median, Minimum and Maximum Number of Copies of the Viewbook Distributed in the Past Year
57	Mean, Median, Minimum and Maximum Number of Copies of the Viewbook Distributed in the Past Year, Broken Out by Public or Private Status of the College
58	Mean, Median, Minimum and Maximum Number of Copies of the Viewbook Distributed in the Past Year, Broken Out by Level of Full Time Equivalent Enrollment
59	Mean, Median, Minimum and Maximum Mean, Median, Minimum and Maximum Number of Copies of the Viewbook Distributed in the Past Year, Broken Out by Type of College
510	Mean, Median, Minimum and Maximum Mean, Median, Minimum and Maximum Number of Copies of the Viewbook Distributed in the Past Year, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
511	How the Colleges in the Sample Print the Viewbook
512	How the Colleges in the Sample Print the Viewbook, Broken Out by Public or Private Status of the College
513	How the Colleges in the Sample Print the Viewbook, Broken Out by Level of Full Time Equivalent Enrollment
514	How the Colleges in the Sample Print the Viewbook, Broken Out by Type of College
515	How the Colleges in the Sample Print the Viewbook, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
516	Mean, Median, Minimum and Maximum Approximate Printing Cost Per Viewbook Printed (in \$)
517	Mean, Median, Minimum And Maximum Approximate Printing Cost Per Viewbook Printed (In \$), Broken Out By Public Or Private Status Of The College
518	Mean, Median, Minimum And Maximum Approximate Printing Cost Per Viewbook Printed (In \$), Broken Out By Level Of Full Time Equivalent Enrollment
519	Mean, Median, Minimum And Maximum Approximate Printing Cost Per Viewbook Printed (In \$), Broken Out By Type Of College

520 Mean, Median, Minimum And Maximum Approximate Printing Cost Per Viewbook
Printed (In \$), Broken Out By Percentage Of Applicants To The College Who Live
Within 75 Miles Of The Campus

521 Does The College Also Have A PDF Or Other Downloadable Electronic Version Of
The Viewbook?

522 Does The College Also Have A PDF Or Other Downloadable Electronic Version Of
The Viewbook?, Broken Out by Public or Private Status of the College

523 Does The College Also Have A PDF Or Other Downloadable Electronic Version Of
The Viewbook?, Broken Out By Level Of Full Time Equivalent Enrollment

524 Does The College Also Have A PDF Or Other Downloadable Electronic Version Of
The Viewbook?, Broken Out By Type Of College

525 Does The College Also Have A PDF Or Other Downloadable Electronic Version Of
The Viewbook?, Broken Out By Percentage Of Applicants To The College Who Live
Within 75 Miles Of The Campus

526 Does The College Have A Version Of The Viewbook Posted On Its Website?

527 Does The College Have A Version Of The Viewbook Posted On Its Website?, Broken
Out By Public Or Private Status Of The College

528 Does The College Have A Version Of The Viewbook Posted On Its Website?, Broken
Out By Level Of Full Time Equivalent Enrollment

529 Does The College Have A Version Of The Viewbook Posted On Its Website?, Broken
Out By Type Of College

530 Does The College Have A Version Of The Viewbook Posted On Its Website?, Broken
Out By Percentage Of Applicants To The College Who Live Within 75 Miles Of The
Campus

531 Does the College Have a DVD Version of the Viewbook?

532 Does the College Have a DVD Version of the Viewbook?, Broken Out by Public or
Private Status of the College

533 Does the College Have a DVD Version of the Viewbook?, Broken Out by Level of Full
Time Equivalent Enrollment

534 Does the College Have a DVD Version of the Viewbook?, Broken Out by Type of
College

535 Does the College Have a DVD Version of the Viewbook?, Broken Out by Percentage
of Applicants to the College Who Live Within 75 Miles of the Campus

536 Does The College Have A Podcast Version Of The Viewbook?

537 Does the College have a Palm Pilot Version of the Viewbook?

538 Trend in the Number of Viewbooks Printed

539 Trend in the Number of Viewbooks Printed, Broken Out by Public or Private Status of
the College

540 Trend in the Number of Viewbooks Printed, Broken Out by Level of Full Time
Equivalent Enrollment

541 Trend in the Number of Viewbooks Printed, Broken Out by Type of College

542 Trend in the Number of Viewbooks Printed, Broken Out by Percentage of Applicants to
the College Who Live Within 75 Miles of the Campus

543 Mean, Median, Minimum and Maximum Number of PDF Viewbooks Downloaded in
the Past Year

544 Mean, Median, Minimum and Maximum Number of DVD Viewbooks Distributed in the
Past Year, No Breakout levels title

545 Mean, Median, Minimum and Maximum Number of DVD Viewbooks Distributed in the
Past Year, Broken Out by Public or Private Status of the College

6 CHAPTER SIX: TRENDS IN COLLEGE DIRECT MAIL MARKETING EFFORTS

61 Mean, Median, Minimum and Maximum Number of Households to Which Promotional
Materials Were Sent in the Past Year

62 Mean, Median, Minimum and Maximum Mean, Median, Minimum and Maximum
Number of Households to Which Promotional Materials Were Sent in the Past Year,
Broken Out by Public or Private Status of the College

63 Mean, Median, Minimum and Maximum Mean, Median, Minimum and Maximum
Number of Households to Which Promotional Materials Were Sent in the Past Year,
Broken Out by Level of Full Time Equivalent Enrollment

64 Mean, Median, Minimum and Maximum Number of Households to Which Promotional
Materials Were Sent in the Past Year, Broken Out by Type of College

65 Mean, Median, Minimum and Maximum Number of Households to Which Promotional
Materials Were Sent in the Past Year, Broken Out by Percentage of Applicants to the
College Who Live Within 75 Miles of the Campus

66 Trend Over the Past Year in the Volume of Postal Mailings for Marketing the College

67 Trend Over the Past Year in the Volume of Postal Mailings for Marketing the College,
Broken Out by Public or Private Status of the College

68 Trend Over the Past Year in the Volume of Postal Mailings for Marketing the College,
Broken Out by Level of Full Time Equivalent Enrollment

69 Trend Over the Past Year in the Volume of Postal Mailings for Marketing the College,
Broken Out by Type of College

610 Trend Over the Past Year in the Volume of Postal Mailings for Marketing the College,
Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of
the Campus

611 Opinion Of The Role Of Postal Direct Mail In The College's Marketing Efforts

612 Opinion Of The Role Of Postal Direct Mail In The College's Marketing Efforts, Broken
Out By Public Or Private Status Of The College

613 Opinion Of The Role Of Postal Direct Mail In The College's Marketing Efforts, Broken
Out by Level of Full Time Equivalent Enrollment

614 Opinion Of The Role Of Postal Direct Mail In The College's Marketing Efforts, Broken
Out by Type of College

615 Opinion Of The Role Of Postal Direct Mail In The College's Marketing Efforts, Broken
Out by Percentage of Applicants to the College Who Live Within 75 Miles of the
Campus

616 Mean, Median, Minimum and Maximum Spending on Mailing Lists for the College
Direct Mail Promotional Recruitment Effort (in \$)

617 Mean, Median, Minimum and Maximum Spending on Mailing Lists for the College
Direct Mail Promotional Recruitment Effort (in \$), Broken Out by Public or Private
Status of the College

618 Mean, Median, Minimum and Maximum Spending on Mailing Lists for the College
Direct Mail Promotional Recruitment Effort (in \$), Broken Out by Level of Full Time
Equivalent Enrollment

619 Mean, Median, Minimum and Maximum Spending on Mailing Lists for the College
Direct Mail Promotional Recruitment Effort (in \$), Broken Out by Type of College

620 Mean, Median, Minimum and Maximum Spending on Mailing Lists for the College
Direct Mail Promotional Recruitment Effort (in \$), Broken Out by Percentage of
Applicants to the College Who Live Within 75 Miles of the Campus

7 CHAPTER SEVEN: MARKETING THROUGH THE COLLEGE WEBSITE

71 Does The College Website Include A Virtual Tour Of The Campus?

72 Does The College Website Include A Virtual Tour Of The Campus?, Broken Out By
Public Or Private Status Of The College

73 Does The College Website Include A Virtual Tour Of The Campus?, Broken Out By
Level Of Full Time Equivalent Enrollment

74 Does The College Website Include A Virtual Tour Of The Campus?, Broken Out By
Type Of College

75 Does The College Website Include A Virtual Tour Of The Campus?, Broken Out By
Percentage Of Applicants To The College Who Live Within 75 Miles Of The Campus

76 Percentage Of Colleges In The Sample That Allow Applications To Be Filed Through
The College Website

77 Percentage of Colleges in the Sample that Allow Applications to be Filed Through the
College Website, Broken Out by Public or Private Status of the College

78 Percentage of Colleges in the Sample that Allow Applications to be Filed Through the College Website, Broken Out by Level of Full Time Equivalent Enrollment

79 Percentage of Colleges in the Sample that Allow Applications to be Filed Through the College Website, Broken Out by Type of College

710 Percentage of Colleges in the Sample that Allow Applications to be Filed Through the College Website, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

711 Percentage of Colleges in the Sample that Answer Questions About the Application Via Email

712 Percentage of Colleges in the Sample that Answer Questions About the Application Via Email, Broken Out by Public or Private Status of the College

713 Percentage of Colleges in the Sample that Answer Questions About the Application Via Email, Broken Out by Level of Full Time Equivalent Enrollment

714 Percentage of Colleges in the Sample that Answer Questions About the Application Via Email, Broken Out by Type of College

715 Percentage of Colleges in the Sample that Answer Questions About the Application Via Email, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

716 Percentage of Colleges in the Sample that Offer Instant Messaging or Interactive Chat to Potential Enrollees Visiting the College Web Site

717 Percentage of Colleges in the Sample that Offer Instant Messaging or Interactive Chat to Potential Enrollees Visiting the College Website, Broken Out by Public or Private Status of the College

718 Percentage of Colleges in the Sample that Offer Instant Messaging or Interactive Chat to Potential Enrollees Visiting the College Website, Broken Out by Level of Full Time Equivalent Enrollment

719 Percentage of Colleges in the Sample that Offer Instant Messaging or Interactive Chat to Potential Enrollees Visiting the College Website, Broken Out by Type of College

720 Percentage of Colleges in the Sample that Offer Instant Messaging or Interactive Chat to Potential Enrollees Visiting the College Website, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

721 Percentage of Colleges in the Sample that Enable Applicants to Receive Admission Decisions through the College Website

722 Percentage of Colleges in the Sample that Enable Applicants to Receive Admission Decisions through the College Website, Broken Out by Public or Private Status of the College

723 Percentage of Colleges in the Sample that Enable Applicants to Receive Admission Decisions through the College Website, Broken Out by Level of Full Time Equivalent Enrollment

724 Percentage of Colleges in the Sample that Enable Applicants to Receive Admission Decisions through the College Website, Broken Out by Type of College

725 Percentage of Colleges in the Sample that Enable Applicants to Receive Admission Decisions through the Website, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

726 Mean, Median, Minimum And Maximum Percentage Of The Total Applications Received By The College That Come Through The College Website

727 Mean, Median, Minimum And Maximum Percentage Of The Total Applications Received By The College That Come Through The College Website, Broken Out By Public Or Private Status Of The College

728 Mean, Median, Minimum And Maximum Percentage Of The Total Applications Received By The College That Come Through The College Website, Broken Out By Level Of Full Time Equivalent Enrollment

729 Mean, Median, Minimum And Maximum Percentage Of The Total Applications Received By The College That Come Through The College Website, Broken Out By Type Of College

730 Mean, Median, Minimum And Maximum Percentage Of The Total Applications
Received By The College That Come Through The College Website, Broken Out By
Percentage Of Applicants To The College Who Live Within 75 Miles Of The Campus

731 Does The College Website Include 'Personalization' Features That Enable Visitors To
The Website To Register Their Concerns And Preferences So That The Website
'Recognizes' Them At Their Next Visit And Presents To Them Website Features
Geared To Their Interests?

732 Does The College Website Include 'Personalization' Features That Enable Visitors To
The Website To Register Their Concerns And Preferences So That The Website
'Recognizes' Them At Their Next Visit And Presents To Them Website Features
Geared To Their Interests?, Broken Out By Public Or Private Status Of The College

733 Does The College Website Include 'Personalization' Features That Enable Visitors To
The Website To Register Their Concerns And Preferences So That The Website
'Recognizes' Them At Their Next Visit And Presents To Them Website Features
Geared To Their Interests?, Broken Out By Level Of Full Time Equivalent Enrollment

734 Does The College Website Include 'Personalization' Features That Enable Visitors To
The Website To Register Their Concerns And Preferences So That The Website
'Recognizes' Them At Their Next Visit And Presents To Them Website Features
Geared To Their Interests?, Broken Out By Type Of College

735 Does The College Website Include 'Personalization' Features That Enable Visitors To
The Website To Register Their Concerns And Preferences So That The Website
'Recognizes' Them At Their Next Visit And Presents To Them Website Features
Geared To Their Interests?, Broken Out By Percentage Of Applicants To The College
Who Live Within 75 Miles Of The Campus

8 CHAPTER EIGHT: BLOGS & COLLEGE MARKETING

81 Has The College Ever Systematically Studied What Was Being Said About It On
Blogs?

82 Has The College Ever Systematically Studied What Was Being Said About It On
Blogs?, Broken Out By Public Or Private Status Of The College

83 Has The College Ever Systematically Studied What Was Being Said About It On
Blogs?, Broken Out by Level of Full Time Equivalent Enrollment

84 Has The College Ever Systematically Studied What Was Being Said About It On
Blogs?, Broken Out By Type Of College

85 Has The College Ever Systematically Studied What Was Being Said About It On
Blogs?, Broken Out By Percentage Of Applicants To The College Who Live Within 75
Miles Of The Campus

86 Within the Next Year Does the College Plan to Systematically Study What is Being
Said About it on Blogs?

87 Within the Next Year Does the College Plan to Systematically Study What is Being
Said About it on Blogs?, Broken Out by Public or Private Status of the College

88 Within the Next Year Does the College Plan to Systematically Study What is Being
Said About it on Blogs?, Broken Out by Level of Full Time Equivalent Enrollment

89 Within the Next Year Does the College Plan to Systematically Study What is Being
Said About it on Blogs?, Broken Out by Type of College

810 Within the Next Year Does the College Plan to Systematically Study What is Being
Said About it on Blogs?, Broken Out by Percentage of Applicants to the College Who
Live Within 75 Miles of the Campus

811 Does The College Publish Its Own Blog Aimed At Providing Information To Applicants
And Potential Applicants?

812 Does The College Publish Its Own Blog Aimed At Providing Information To Applicants
And Potential Applicants?, Broken Out by Public or Private Status of the College

813 Does The College Publish Its Own Blog Aimed At Providing Information To Applicants
And Potential Applicants?, Broken Out By Level Of Full Time Equivalent Enrollment

814 Does The College Publish Its Own Blog Aimed At Providing Information To Applicants
And Potential Applicants?, Broken Out By Type Of College

815 Does The College Publish Its Own Blog Aimed At Providing Information To Applicants
And Potential Applicants?, Broken Out By Percentage Of Applicants To The College
Who Live Within 75 Miles Of The Campus

816 To Your Knowledge Is Anyone On The College Enrollment, Marketing, Public
Relations Or Admissions Staff Assigned The Role Of Responding To Comments
About The College Or Otherwise Providing Information About The College To
Bloggers?

817 To Your Knowledge Is Anyone On The College Enrollment, Marketing, Public
Relations Or Admissions Staff Assigned The Role Of Responding To Comments
About The College Or Otherwise Providing Information About The College To
Bloggers?, Broken Out By Public Or Private Status Of The College

818 To Your Knowledge Is Anyone On The College Enrollment, Marketing, Public
Relations Or Admissions Staff Assigned The Role Of Responding To Comments
About The College Or Otherwise Providing Information About The College To
Bloggers?, Broken Out By Level Of Full Time Equivalent Enrollment

819 To Your Knowledge Is Anyone On The College Enrollment, Marketing, Public
Relations Or Admissions Staff Assigned The Role Of Responding To Comments
About The College Or Otherwise Providing Information About The College To
Bloggers?, Broken Out By Type Of College

820 To Your Knowledge Is Anyone On The College Enrollment, Marketing, Public
Relations Or Admissions Staff Assigned The Role Of Responding To Comments
About The College Or Otherwise Providing Information About The College To
Bloggers?, Broken Out By Percentage Of Applicants To The College Who Live Within
75 Miles Of The Campus

821 Mean, Median, Minimum and Maximum Staff Time in Hours Per Month Spent
Responding to Bloggers

822 Mean, Median, Minimum and Maximum Staff Time in Hours Per Month Spent
Responding to Bloggers, Broken Out by Public or Private Status of the College

823 Mean, Median, Minimum and Maximum Staff Time in Hours Per Month Spent
Responding to Bloggers, Broken Out by Level of Full Time Equivalent Enrollment

824 Mean, Median, Minimum and Maximum Staff Time in Hours Per Month Spent
Responding to Bloggers, Broken Out by Type of College

825 Mean, Median, Minimum and Maximum Staff Time in Hours Per Month Spent
Responding to Bloggers, Broken Out by Percentage of Applicants to the College Who
Live Within 75 Miles of the Campus

9 CHAPTER NINE: SPENDING ON WEB MARKETING

91 Mean, Median, Minimum and Maximum Spending for Web Banner Ads in the Past
Year (in \$)

92 Mean, Median, Minimum and Maximum Spending for Web Banner Ads in the Past
Year (in \$), Broken Out by Public or Private Status of the College

93 Mean, Median, Minimum and Maximum Spending for Web Banner Ads in the Past
Year (in \$), Broken Out by Level of Full Time Equivalent Enrollment

94 Mean, Median, Minimum and Maximum Spending for Web Banner Ads in the Past
Year(in \$) , Broken Out by Type of College

95 Mean, Median, Minimum and Maximum Spending for Web Banner Ads in the Past
Year (in \$), Broken Out by Percentage of Applicants to the College Who Live Within 75
Miles of the Campus

96 Mean, Median, Minimum and Maximum Spending on Website Sponsorships in the
Past Year (in \$)

97 Mean, Median, Minimum and Maximum Spending on Website Sponsorships in the
Past Year (in \$), Broken Out by Public or Private Status of the College

98 Mean, Median, Minimum and Maximum Spending on Website Sponsorships in the
Past Year (in \$), Broken Out by Level of Full Time Equivalent Enrollment

99 Mean, Median, Minimum and Maximum Spending on Website Sponsorships in the
Past Year (in \$), Broken Out by Type of College

910 Mean, Median, Minimum and Maximum Spending on Website Sponsorships in the
Past Year (in \$), Broken Out by Percentage of Applicants to the College Who Live
Within 75 Miles of the Campus

911 Mean, Median, Minimum Mean, Median, Minimum and Maximum Spending on Search
Engine Placement Enhancement (in \$)

912 Mean, Median, Minimum and Maximum Spending on Search Engine Placement
Enhancement (in \$), Broken Out by Public or Private Status of the College

913 Mean, Median, Minimum and Maximum Spending on Search Engine Placement
Enhancement (in \$), Broken Out by Level of Full Time Equivalent Enrollment

914 Mean, Median, Minimum and Maximum Spending on Search Engine Placement
Enhancement (in \$), Broken Out by Type of College

915 Mean, Median, Minimum and Maximum Spending on Search Engine Placement
Enhancement (in \$), Broken Out by Percentage of Applicants to the College Who Live
Within 75 Miles of the Campus

916 Mean, Median, Minimum and Maximum Spending on Opt-In Email Broadcasts for
Marketing Purposes (in \$)

917 Mean, Median, Minimum and Maximum Spending on Opt-In Email Broadcasts for
Marketing Purposes (in \$), Broken Out by Public or Private Status of the College

918 Mean, Median, Minimum and Maximum Spending on Opt-In Email Broadcasts for
Marketing Purposes (in \$), Broken Out by Level of Full Time Equivalent Enrollment

919 Mean, Median, Minimum and Maximum Spending on Opt-In Email Broadcasts for
Marketing Purposes (in \$), Broken Out by Type of College

920 Mean, Median, Minimum and Maximum Spending on Opt-In Email Broadcasts for
Marketing Purposes (in \$), Broken Out by Percentage of Applicants to the College
Who Live Within 75 Miles of the Campus

921 Mean, Median, Minimum and Maximum Spending on Previously Unspecified Forms of
Online Marketing (in \$)

922 Mean, Median, Minimum and Maximum Spending on Previously Unspecified Forms of
Online Marketing (in \$), Broken Out by Public or Private Status of the College

923 Does the College Regularly Send Email Messages About New Programs to Alumni?

924 Does The College Regularly Send Emails About New Programs To Alumni?, Broken
Out by Public or Private Status of the College

925 Does The College Regularly Send Emails About New Programs To Alumni?, Broken
Out By Level Of Full Time Equivalent Enrollment

926 Does The College Regularly Send Emails About New Programs To Alumni?, Broken
Out By type of College

927 Does The College Regularly Send Emails About New Programs To Alumni?, Broken
Out By Percentage Of Applicants To The College Who Live Within 75 Miles Of The
Campus

928 Does The College Use Any Of The Paid Advertising Services Offered By Google?

929 Does The College Use Any Of The Paid Advertising Services Offered By Google?,
Broken Out By Public Or Private Status Of The College

930 Does The College Use Any Of The Paid Advertising Services Offered By Google?,
Broken Out By Level Of Full Time Equivalent Enrollment

931 Does The College Use Any Of The Paid Advertising Services Offered By Google?,
Broken Out by Type of College

932 Does The College Use Any Of The Paid Advertising Services Offered By Google,
Broken Out By Percentage Of Applicants To The College Who Live Within 75 Miles Of
The Campus

933 Does The College Use Any Of The Paid Advertising Services Offered By Yahoo?

934 Does the College Use Any of the Paid Advertising Services Offered by Yahoo?,
Broken Out by Public or Private Status of the College

935 Does the College Use Any of the Paid Advertising Services Offered by Yahoo?,
Broken Out by Level of Full Time Equivalent Enrollment

936 Does the College Use Any of the Paid Advertising Services Offered by Yahoo?,
Broken Out by Type of College

- 937 Does The College Use Any Of The Paid Advertising Services Offered By Yahoo?,
Broken Out By Percentage Of Applicants To The College Who Live Within 75 Miles Of
The Campus
- 938 Does The College Use Any Of The Paid Advertising Services Offered By America
Online?
- 939 Does The College Use Any Of The Paid Advertising Services Offered By MSN?
- 940 Does The College Use Any Of The Paid Advertising Services Offered By Any Search
Engine Not Previously Cited?
- 941 Does The College Use Any Of The Paid Advertising Services Offered By Any Search
Engine Not Previously Cited?, Broken Out By Public Or Private Status Of The College
- 942 Does the College Use Any of the Paid Advertising Services Offered by Any Search
Engine Not Previously Cited?, Broken Out by Level of Full Time Equivalent Enrollment
- 943 Does the College Use Any of the Paid Advertising Services Offered by Any Search
Engine Not Previously Cited?, Broken Out by Type of College
- 944 Does the College Use Any of the Paid Advertising Services Offered by Any Search
Engine Not Previously Cited?, Broken Out by Percentage of Applicants to the College
Who Live Within 75 Miles of the Campus
- 945 Mean, Median, Minimum And Maximum Percentage Of College Marketing Budget
Spent On All Forms Of Online Advertising Including Website Development, Email
Newsletters, Blogs, Search Engine Optimization, Site Sponsorship And Ads, Podcasts,
Electronic Press Release Services, And Other Online Marketing Vehicles (In \$)
- 946 Mean, Median, Minimum And Maximum Percentage Of College Marketing Budget
Spent On All Forms Of Online Advertising Including Website Development, Email
Newsletters, Blogs, Search Engine Optimization, Site Sponsorship And Ads, Podcasts,
Electronic Press Release Services, And Other Online Marketing Vehicles (In \$), Broken
Out By Public Or Private Status Of The College
- 947 Mean, Median, Minimum And Maximum Percentage Of College Marketing Budget
Spent On All Forms Of Online Advertising Including Website Development, Email
Newsletters, Blogs, Search Engine Optimization, Site Sponsorship And Ads, Podcasts,
Electronic Press Release Services, And Other Online Marketing Vehicles, Broken Out
By Level Of Full Time Equivalent Enrollment
- 948 Mean, Median, Minimum And Maximum Percentage Of College Marketing Budget
Spent On All Forms Of Online Advertising Including Website Development, Email
Newsletters, Blogs, Search Engine Optimization, Site Sponsorship And Ads, Podcasts,
Electronic Press Release Services, And Other Online Marketing Vehicles, Broken Out
By Type Of College
- 949 Mean, Median, Minimum And Maximum Percentage Of College Marketing Budget
Spent On All Forms Of Online Advertising Including Website Development, Email
Newsletters, Blogs, Search Engine Optimization, Site Sponsorship And Ads, Podcasts,
Electronic Press Release Services, And Other Online Marketing Vehicles , Broken Out
By Percentage Of Applicants To The College Who Live Within 75 Miles Of The
Campus
- 950 Trend in College Spending for Online Marketing Over the Past Two Years
- 951 Trend in College Spending for Online Marketing Over the Past Two Years, Broken Out
by Public or Private Status of the College
- 952 Trend in College Spending for Online Marketing Over the Past Two Years, Broken Out
by Level of Full Time Equivalent Enrollment
- 953 Trend in College Spending for Online Marketing Over the Past Two Years, Broken Out
by Type of College
- 954 Trend in College Spending for Online Marketing Over the Past Two Years, Broken Out
by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
- 10 CHAPTER TEN: USE OF PUBLIC RELATIONS AGENCIES, ADVERTISING
AGENCIES, MARKET RESEARCH FIRMS AND OTHER MARKETING ORIENTED
CONSULTANCIES
- 101 Has The College Used Any Public Relations Agency Within The Past Two Years For
Projects Related To Student Recruitment Or Retention?

102	Has The College Used Any Public Relations Agency Within The Past Two Years For Projects Related To Student Recruitment Or Retention?, Broken Out By Public Or Private Status Of The College
103	Has The College Used Any Public Relations Agency Within The Past Two Years For Projects Related To Student Recruitment Or Retention?, Broken Out By Level Of Full Time Equivalent Enrollment
104	Has The College Used Any Public Relations Agency Within The Past Two Years For Projects Related To Student Recruitment Or Retention?, Broken Out By Type Of College
105	Has The College Used Any Public Relations Agency Within The Past Two Years For Projects Related To Student Recruitment Or Retention?, Broken Out By Percentage Of Applicants To The College Who Live Within 75 Miles Of The Campus
106	Percentage of Colleges that Have Used an Advertising Agency Within the Past Two Years
107	Percentage of Colleges that Have Used an Advertising Agency Within the Past Two Years, Broken Out by Public or Private Status of the College
108	Percentage of Colleges that Have Used an Advertising Agency Within the Past Two Years, Broken Out by Level of Full Time Equivalent Enrollment
109	Percentage of Colleges that Have Used an Advertising Agency Within the Past Two Years, Broken Out by Type of College
1010	Percentage of Colleges that Have Used an Advertising Agency Within the Past Two Years, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1011	Percentage of Colleges that Have Used a Market Research Firm Within the Past Two Years
1012	Percentage of Colleges that Have Used a Market Research Firm Within the Past Two Years, Broken Out by Public or Private Status of the College
1013	Percentage of Colleges that Have Used a Market Research Firm Within the Past Two Years, Broken Out by Level of Full Time Equivalent Enrollment
1014	Percentage of Colleges that Have Used a Market Research Firm Within the Past Two Years, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1015	Percentage of Colleges that Have Used a Marketing Consultancy Within the Past Two Years
1016	Percentage of Colleges that Have Used a Marketing Consultancy Within the Past Two Years, Broken Out by Public or Private Status of the College
1017	Percentage of Colleges that Have Used a Marketing Consultancy Within the Past Two Years, Broken Out by Level of Full Time Equivalent Enrollment
1018	Percentage of Colleges that Have Used a Marketing Consultancy Within the Past Two Years, Broken Out by Type of College
1019	Percentage of Colleges that Have Used a Marketing Consultancy Within the Past Two Years, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1020	Percentage of Colleges that Have Contracted for Marketing Assistance not Previously Specified Within the Past Two Years
1021	Percentage of Colleges that Have Contracted for Marketing Assistance not Previously Specified Within the Past Two Years, Broken Out by Public or Private Status of the College
1022	Percentage of Colleges that Have Contracted for Marketing Assistance not Previously Specified Within the Past Two Years, Broken Out by Level of Full Time Equivalent Enrollment
1023	Percentage of Colleges that Have Contracted for Marketing Assistance not Previously Specified Within the Past Two Years, Broken Out by Type of College
1024	Percentage of Colleges that Have Contracted for Marketing Assistance not Previously Specified Within the Past Two Years, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

11	CHAPTER ELEVEN: SPENDING ON PUBLIC RELATIONS AGENCIES, ADVERTISING AGENCIES, MARKET RESEARCH FIRMS AND OTHER MARKETING ORIENTED CONSULTANCIES
111	Mean, Median, Minimum and Maximum Annual Spending on Public Relations Agencies for Projects Related to Student Recruitment or Retention(in \$)
112	Mean, Median, Minimum and Maximum Annual Spending on Public Relations Agencies for Projects Related to Student Recruitment or Retention (in \$), Broken Out by Public or Private Status of the College
113	Mean, Median, Minimum and Maximum Annual Spending on Public Relations Agencies for Projects Related to Student Recruitment or Retention (in \$), Broken Out by Level of Full Time Equivalent Enrollment
114	Mean, Median, Minimum and Maximum Annual Spending on Public Relations Agencies for Projects Related to Student Recruitment or Retention (in \$), Broken Out by Type of College
115	Mean, Median, Minimum and Maximum Annual Spending on Advertising Agencies for Projects Related to Student Recruitment or Retention (in \$)
116	Mean, Median, Minimum and Maximum Annual Spending on Advertising Agencies for Projects Related to Student Recruitment or Retention (in \$), Broken Out by Public or Private Status of the College
117	Mean, Median, Minimum and Maximum Annual Spending on Advertising Agencies for Projects Related to Student Recruitment or Retention (in \$), Broken Out by Level of Full Time Equivalent Enrollment
118	Mean, Median, Minimum and Maximum Annual Spending on Advertising Agencies for Projects Related to Student Recruitment or Retention (in \$), Broken Out by Type of College
119	Mean, Median, Minimum and Maximum Annual Spending on Advertising Agencies for Projects Related to Student Recruitment or Retention (in \$), Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1110	Mean, Median, Minimum and Maximum Annual Spending on Market Research Firms (in \$)
1111	Mean, Median, Minimum and Maximum Annual Spending on Market Research Firms (in \$), Broken Out by Public or Private Status of the College
1112	Mean, Median, Minimum and Maximum Annual Spending on Market Research Firms(in \$), Broken Out by Level of Full Time Equivalent Enrollment
1113	Mean, Median, Minimum and Maximum Annual Spending on Market Research Firms (in \$), Broken Out by Type of College
1114	Mean, Median, Minimum and Maximum Annual Spending on Market Research Firms (in \$), Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1115	Mean, Median, Minimum and Maximum Annual Spending on Marketing Consultancies Not Previously Cited (in \$)
1116	Mean, Median, Minimum and Maximum Annual Spending on Marketing Consultancies Not Previously Cited (in \$), Broken Out by Public or Private Status of the College
1117	Mean, Median, Minimum and Maximum Spending on Marketing Consultancies Not Previously Cited (in \$), Broken Out by Level of Full Time Equivalent Enrollment
1118	Mean, Median, Minimum and Maximum Spending on Marketing Consultancies Not Previously Cited (in \$), Broken Out by Type of College
1119	Mean, Median, Minimum and Maximum Spending on Marketing Consultancies Not Previously Cited (in \$), Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1120	Percentage of Colleges in the Sample that Plan to Use a Public Relations Firm for the Purpose of Student Recruitment or Retention Within the Next Two Years
1121	Percentage of Colleges in the Sample that Plan to Use a Public Relations Firm for the Purpose of Student Recruitment or Retention Within the Next Two Years, Broken Out by Public or Private Status of the College

- 1122 Percentage of Colleges in the Sample that Plan to Use a Public Relations Firm for the Purpose of Student Recruitment or Retention Within the Next Two Years, Broken Out by Level of Full Time Equivalent Enrollment
- 1123 Percentage of Colleges in the Sample that Plan to Use a Public Relations Firm for the Purpose of Student Recruitment or Retention Within the Next Two Years, Broken Out by Type of College
- 1124 Percentage of Colleges in the Sample that Plan to Use a Public Relations Firm for the Purpose of Student Recruitment or Retention Within the Next Two Years, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
- 1125 Percentage of Colleges in the Sample that Plan to Use an Advertising Agency for the Purpose of Student Retention or Recruitment Within the Next Two Years
- 1126 Percentage of Colleges in the Sample that Plan to Use an Advertising Agency for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Public or Private Status of the College
- 1127 Percentage of Colleges in the Sample that Plan to Use an Advertising Agency for the Purpose of Student Retention or Recruitment Within the Next Two Years , Broken Out by Level of Full Time Equivalent Enrollment
- 1128 Percentage of Colleges in the Sample that Plan to Use an Advertising Agency for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Type of College
- 1129 Percentage of Colleges in the Sample that Plan to Use an Advertising Agency for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
- 1130 Percentage of Colleges in the Sample that Plan to Use a Market Research Firm for the Purpose of Student Retention or Recruitment Within the Next Two Years
- 1131 Percentage of Colleges in the Sample that Plan to Use a Market Research Firm for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Public or Private Status of the College
- 1132 Percentage of Colleges in the Sample that Plan to Use a Market Research Firm for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Level of Full Time Equivalent Enrollment
- 1133 Percentage of Colleges in the Sample that Plan to Use a Market Research Firm for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Type of College
- 1134 Percentage of Colleges in the Sample that Plan to Use a Market Research Firm for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
- 1135 Percentage of Colleges in the Sample that Plan to Use a Marketing Consultancy for the Purpose of Student Retention or Recruitment Within the Next Two Years
- 1136 Percentage of Colleges in the Sample that Plan to Use a Marketing Consultancy for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Public or Private Status of the College
- 1137 Percentage of Colleges in the Sample that Plan to Use a Marketing Consultancy for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Level of Full Time Equivalent Enrollment
- 1138 Percentage of Colleges in the Sample that Plan to Use a Marketing Consultancy for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Type of College
- 1139 Percentage of Colleges in the Sample that Plan to Use a Marketing Consultancy for the Purpose of Student Retention or Recruitment Within the Next Two Years, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus

1140	Mean, Median, Minimum And Maximum College Spending In The Past Year On Reports, Studies, Newsletters, Seminars, Conferences And Other Products Primarily Focused On Teaching or Informing About College Marketing Issues (in \$)
1141	Mean, Median, Minimum And Maximum College Spending In The Past Year On Reports, Studies, Newsletters, Seminars, Conferences And Other Products Primarily Focused On Teaching or Informing About College Marketing Issues (in \$), Broken Out By Public or Private Status of the College
1142	Mean, Median, Minimum And Maximum College Spending In The Past Year On Reports, Studies, Newsletters, Seminars, Conferences And Other Products Primarily Focused On Teaching or Informing About College Marketing Issues (in \$), Broken Out by Level of Full Time Equivalent Enrollment
1143	Mean, Median, Minimum And Maximum College Spending In The Past Year On Reports, Studies, Newsletters, Seminars, Conferences And Other Products Primarily Focused On Teaching or Informing About College Marketing Issues (in \$), Broken Out by Type of College
1144	Mean, Median, Minimum And Maximum College Spending In The Past Year On Reports, Studies, Newsletters, Seminars, Conferences And Other Products Primarily Focused On Teaching or Informing About College Marketing Issues (in \$), Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
12	CHAPTER TWELVE: TRENDS IN COLLEGE NEWSPAPER & MAGAZINE ADVERTISING FOR RECRUITMENT
121	Percentage of Colleges that Have Advertised in High School Newspapers in the Past Year
122	Percentage of Colleges that Have Advertised in High School Newspapers in the Past Year, Broken Out by Public or Private Status of the College
123	Percentage of Colleges that Have Advertised in High School Newspapers in the Past Year, Broken Out by Level of Full Time Equivalent Enrollment
124	Percentage of Colleges that Have Advertised in High School Newspapers in the Past Year, Broken Out by Type of College
125	Percentage of Colleges that Have Advertised in High School Newspapers in the Past Year, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
126	Percentage of Colleges that have Advertised in the Past Year in Other Colleges' Student Newspapers
127	Percentage of Colleges that have Advertised in the Past Year in Other Colleges' Student Newspapers, Broken Out by Public or Private Status of the College
128	Percentage of Colleges that have Advertised in the Past Year in Other Colleges' Student Newspapers, Broken Out by Level of Full Time Equivalent Enrollment
129	Percentage of Colleges that have Advertised in the Past Year in Other Colleges' Student Newspapers, Broken Out by Type of College
1210	Percentage of Colleges that have Advertised in the Past Year in Other Colleges' Student Newspapers, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1211	Percentage of Colleges that have Advertised in the Past Year in Weekly Newspapers
1212	Percentage of Colleges that have Advertised in the Past Year in Weekly Newspapers, Broken Out by Public or Private Status of the College
1213	Percentage of Colleges that have Advertised in the Past Year in Weekly Newspapers, Broken Out by Level of Full Time Equivalent Enrollment
1214	Percentage of Colleges that have Advertised in the Past Year in Weekly Newspapers, Broken Out by Type of College
1215	Percentage of Colleges that have Advertised in the Past Year in Weekly Newspapers, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1216	Percentage of Colleges that have Advertised in the Past Year in Alternative Newspapers

1217	Percentage of Colleges that have Advertised in the Past Year in Alternative Newspapers, Broken Out by Public or Private Status of the College
1218	Percentage of Colleges that have Advertised in the Past Year in Alternative Newspapers, Broken Out by Level of Full Time Equivalent Enrollment
1219	Percentage of Colleges that have Advertised in the Past Year in Alternative Newspapers, Broken Out by Type of College
1220	Percentage of Colleges that have Advertised in the Past Year in Alternative Newspapers, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1221	Percentage of Colleges that have Advertised in the Past Year in Daily Newspapers
1222	Percentage of Colleges that have Advertised in the Past Year in Daily Newspapers, Broken Out by Public or Private Status of the College
1223	Percentage of Colleges that have Advertised in the Past Year in Daily Newspapers, Broken Out by Level of Full Time Equivalent Enrollment
1224	Percentage of Colleges that have Advertised in the Past Year in Daily Newspapers, Broken Out by Type of College
1225	Percentage of Colleges that have Advertised in the Past Year in Daily Newspapers, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1226	Advertising in Print Vs Online Versions of Newspapers
1227	Advertising in Print Vs Online Versions of Newspapers, Broken Out by Public or Private Status of the College
1228	Advertising in Print Vs Online Versions of Newspapers, Broken Out by Level of Full Time Equivalent Enrollment
1229	Advertising in Print Vs Online Versions of Newspapers Broken Out by Type of College
1230	Advertising in Print Vs Online Versions of Newspapers, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1231	Trend in the Volume of Newspaper Advertising
1232	Trend in the Volume of Newspaper Advertising, Broken Out by Public or Private Status of the College
1233	Trend in the Volume of Newspaper Advertising, Broken Out by Level of Full Time Equivalent Enrollment
1234	Trend in the Volume of Newspaper Advertising, Broken Out by Type of College
1235	Trend in the Volume of Newspaper Advertising, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
13	CHAPTER THIRTEEN: THE COLLEGE MAGAZINE AS A MARKETING VEHICLE
131	Does The College Publish Its Own Magazine?
132	Does The College Publish Its Own Magazine?, Broken Out by Public or Private Status of the College
133	Does The College Publish Its Own Magazine?, Broken Out by Level of Full Time Equivalent Enrollment
134	Does The College Publish Its Own Magazine?, Broken Out by Type of College
135	Does The College Publish Its Own Magazine?, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
136	Outsourcing Vs In-House Production of the College Magazine
137	Outsourcing Vs In-House Production of the College Magazine, Broken Out by Public or Private Status of the College
138	Outsourcing Vs In-House Production of the College Magazine, Broken Out by Level of Full Time Equivalent Enrollment
139	Outsourcing Vs In-House Production of the College Magazine, Broken Out by Type of College
1310	Outsourcing Vs In-House Production of the College Magazine, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1311	Mean, Median, Minimum and Maximum Annual Budget for the College's Marketing-Oriented Magazine (in \$)

1312	Mean, Median, Minimum and Maximum Annual Budget for the College's Marketing-Oriented Magazine (in \$), Broken Out by Public or Private Status of the College
1313	Mean, Median, Minimum and Maximum Annual Budget for the College's Marketing-Oriented Magazine (in \$), Broken Out by Level of Full Time Equivalent Enrollment
14	CHAPTER FOURTEEN: SPONSORED CAMPUS VISITS AND OUTREACH TO GUIDANCE COUNSELORS
141	Does The College Pay Student Expenses For Select Groups Of Particularly Desirable Students To Visit The Campus?
142	Does The College Pay Student Expenses For Select Groups Of Particularly Desirable Students To Visit The Campus?, Broken Out By Public Or Private Status Of The College
143	Does The College Pay Student Expenses For Select Groups Of Particularly Desirable Students To Visit The Campus?, Broken Out by Level of Full Time Equivalent Enrollment
144	Does The College Pay Student Expenses For Select Groups Of Particularly Desirable Students To Visit The Campus?, Broken Out by Type of College
145	Does The College Pay Student Expenses For Select Groups Of Particularly Desirable Students To Visit The Campus?, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
146	Mean, Median, Minimum and Maximum College Spending on Sponsored Campus Visits (in \$)
147	Mean, Median, Minimum and Maximum College Spending on Sponsored Campus Visits (in \$), Broken Out by Public or Private Status of the College
148	Mean, Median, Minimum and Maximum College Spending on Sponsored Campus Visits (in \$), Broken Out by Level of Full Time Equivalent Enrollment
149	Mean, Median, Minimum and Maximum College Spending on Sponsored Campus Visits (in \$), Broken Out by Type of College
1410	Mean, Median, Minimum and Maximum College Spending on Sponsored Campus Visits (in \$), Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1411	Mean, Median, Minimum and Maximum Number of Visits to High School Guidance Counselors Made by the College Marketing Staff in the Past Year
1412	Mean, Median, Minimum and Maximum Number of Visits to High School Guidance Counselors Made by the College Marketing Staff in the Past Year, Broken Out by Public or Private Status of the College
1413	Mean, Median, Minimum and Maximum Number of Visits to High School Guidance Counselors Made by the College Marketing Staff in the Past Year, Broken Out by Level of Full Time Equivalent Enrollment
1414	Mean, Median, Minimum and Maximum Number of Visits to High School Guidance Counselors Made by the College Marketing Staff in the Past Year, Broken Out by Type of College
1415	Mean, Median, Minimum and Maximum Number of Visits to High School Guidance Counselors Made by the College Marketing Staff in the Past Year, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1416	Does The College Use An Opt-In Email Broadcast To Announce New College Programs, Tours And Other Admissions-Related Information To High School Guidance Counselors or Others Who Impact The Admissions Process?
1417	Does The College Use An Opt-In Email Broadcast To Announce New College Programs, Tours And Other Admissions-Related Information To High School Guidance Counselors or Others Who Impact The Admissions Process?, Broken Out By Public or Private Status of the College
1418	Does The College Use An Opt-In Email Broadcast To Announce New College Programs, Tours And Other Admissions-Related Information To High School Guidance Counselors or Others Who Impact The Admissions Process?, Broken Out By Level of Full Time Equivalent Enrollment

1419	Does The College Use An Opt-In Email Broadcast To Announce New College Programs, Tours And Other Admissions-Related Information To High School Guidance Counselors or Others Who Impact The Admissions Process?, Broken Out By Type Of College
1420	Does The College Use An Opt-In Email Broadcast To Announce New College Programs, Tours And Other Admissions-Related Information To High School Guidance Counselors or Others Who Impact The Admissions Process?, Broken Out By Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
15	CHAPTER FIFTEEN: TRENDS IN COLLEGE RADIO AND TELEVISION ADVERTISING FOR RECRUITMENT
151	Percentage of Colleges in the Sample that have Ever Advertised on the Radio
152	Percentage of Colleges in the Sample that have Ever Advertised on the Radio, Broken Out by Public or Private Status of the College
153	Percentage of Colleges in the Sample that have Ever Advertised on the Radio, Broken Out by Level of Full Time Equivalent Enrollment
154	Percentage of Colleges in the Sample that have Ever Advertised on the Radio, Broken Out by Type of College
155	Percentage of Colleges in the Sample that have Ever Advertised on the Radio, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
156	Percentage of Colleges in the Sample that Currently Advertise on the Radio
157	Percentage of Colleges in the Sample that Currently Advertise on the Radio, Broken Out by Public or Private Status of the College
158	Percentage of Colleges in the Sample that Currently Advertise on the Radio, Broken Out by Level of Full Time Equivalent Enrollment
159	Percentage of Colleges in the Sample that Currently Advertise on the Radio, Broken Out by Type of College
1510	Percentage of Colleges in the Sample that Currently Advertise on the Radio, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1511	Percentage of Colleges that Plan to Advertise on the Radio Within the Next Two Years
1512	Percentage of Colleges that Plan to Advertise on the Radio Within the Next Two Years, Broken Out by Public or Private Status of the College
1513	Percentage of Colleges that Plan to Advertise on the Radio Within the Next Two Years, Broken Out by Level of Full Time Equivalent Enrollment
1514	Percentage of Colleges that Plan to Advertise on the Radio Within the Next Two Years, Broken Out by Type of College
1515	Percentage of Colleges that Plan to Advertise on the Radio Within the Next Two Years, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1516	Mean, Median, Minimum and Maximum Number of Radio Stations On Which the College has Run Its Ads
1517	Mean, Median, Minimum and Maximum Number of Radio Stations On Which the College has Run Its Ads, Broken Out by Public or Private Status of the College
1518	Mean, Median, Minimum and Maximum Number of Radio Stations On Which the College has Run Its Ads, Broken Out by Level of Full Time Equivalent Enrollment
1519	Mean, Median, Minimum and Maximum Number of Radio Stations On Which the College has Run Its Ads, Broken Out by Type of College
1520	Mean, Median, Minimum and Maximum Number of Radio Stations On Which the College has Run Its Ads, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1521	Attractiveness of Radio Music Programming as an Advertising Channel for the College
1522	Attractiveness of Radio Music Programming as an Advertising Channel for the College, Broken Out by Public or Private Status of the College
1523	Attractiveness of Radio Music Programming as an Advertising Channel for the College, Broken Out by Level of Full Time Equivalent Enrollment

1524	Attractiveness of Radio Music Programming as an Advertising Channel for the College, Broken Out by Type of College
1525	Attractiveness of Radio Music Programming as an Advertising Channel for the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1526	Attractiveness of Radio Sports Programming as an Advertising Channel for the College
1527	Attractiveness of Radio Sports Programming as an Advertising Channel for the College, Broken Out by Public or Private Status of the College
1528	Attractiveness of Radio Sports Programming as an Advertising Channel for the College, Broken Out by Level of Full Time Equivalent Enrollment
1529	Attractiveness of Radio Sports Programming as an Advertising Channel for the College, Broken Out by Type of College
1530	Attractiveness of Radio Sports Programming as an Advertising Channel for the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1531	Attractiveness of Radio Talk Show Programming as an Advertising Channel for the College
1532	Attractiveness of Radio Talk Show Programming as an Advertising Channel for the College, Broken Out by Public or Private Status of the College
1533	Attractiveness of Radio Talk Show Programming as an Advertising Channel for the College, Broken Out by Level of Full Time Equivalent Enrollment
1534	Attractiveness of Radio Talk Show Programming as an Advertising Channel for the College, Broken Out by Type of College
1535	Attractiveness of Radio Talk Show Programming as an Advertising Channel for the College, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1536	Percentage Of Colleges That Have Advertised On Satellite Radio Within The Past Two Years?
1537	Percentage Of Colleges That Have Advertised On Cable Television Within The Past Two Years
1538	Percentage Of Colleges That Have Advertised On Cable Television Within The Past Two Years, Broken Out By Public Or Private Status Of The College
1539	Percentage Of Colleges That Have Advertised On Cable Television Within The Past Two Years, Broken Out By Level Of Full Time Equivalent Enrollment
1540	Percentage Of Colleges That Have Advertised On Cable Television Within The Past Two Years, Broken Out By Type of College
1541	Percentage Of Colleges That Have Advertised On Cable Television Within The Past Two Years, Broken Out By Percentage Of Applicants To The College Who Live Within 75 Miles Of The Campus
1542	Percentage of Colleges that have Advertised in the Past Year on National Network Television
1543	Percentage of Colleges that have Advertised in the Past Year on National Network Television, Broken Out by Public or Private Status of the College
1544	Percentage of Colleges that have Advertised in the Past Year on National Network Television, Broken Out by Level of Full Time Equivalent Enrollment
1545	Percentage of Colleges that have Advertised in the Past Year on National Network Television, Broken Out by Type of College
1546	Percentage of Colleges that have Advertised in the Past Year on National Network Television, Broken Out by Percentage of Applicants to the College Who Live Within 75 Miles of the Campus
1547	Percentage Of Colleges That Have Advertised On Local Network Television Within The Past Two Years
1548	Percentage of Colleges that have Advertised in the Past Year on Local Network Television, Broken Out by Public or Private Status of the College
1549	Percentage of Colleges that have Advertised in the Past Year on Local Network Television, Broken Out by Level of Full Time Equivalent Enrollment

1550 Percentage of Colleges that have Advertised in the Past Year on Local Network
Television, Broken Out by Type of College

1551 Percentage of Colleges that have Advertised in the Past Year on Local Network
Television, Broken Out by Percentage of Applicants to the College Who Live Within 75
Miles of the Campus

1552 Percentage of Colleges in the Sample that Formally Survey Any of the Following
Groups On A Regular Basis

1553 Percentage of Colleges in the Sample that Formally Survey Any of the Following
Groups on a Regular Basis , Broken Out by Public or Private Status of the College

1554 Percentage of Colleges in the Sample that Formally Survey Any of the Following
Groups on a Regular Basis , Broken Out by Level of Full Time Equivalent Enrollment

1555 Percentage of Colleges in the Sample that Formally Survey Any of the Following
Groups on a Regular Basis, Broken Out by Type of College

1556 Percentage of Colleges in the Sample that Formally Survey Any of the Following
Groups on a Regular Basis, Broken Out by Percentage of Applicants to the College
Who Live Within 75 Miles of the Campus

16 CHAPTER SIXTEEN: USE OF BILLBOARDS IN COLLEGE MARKETING

161 Has The College Ever Advertised On Billboards For The Purpose Of Attracting
Students?

162 Has The College Ever Advertised On Billboards For The Purpose Of Attracting
Students?, Broken Out By Public Or Private Status Of The College

163 Has The College Ever Advertised On Billboards For The Purpose Of Attracting
Students?, Broken Out By Level of Full Time Equivalent Enrollment

164 Has The College Ever Advertised On Billboards For The Purpose Of Attracting
Students?, Broken Out By Type of College

165 Has The College Ever Advertised On Billboards For The Purpose Of Attracting
Students?, Broken Out By Percentage of Applicants to the College Who Live Within 75
Miles of the Campus

166 Does The College Currently Advertise On Billboards For The Purpose Of Attracting
Students

167 Does The College Currently Advertise On Billboards For The Purpose Of Attracting
Students?, Broken Out by Public or Private Status of the College

168 Does The College Currently Advertise On Billboards For The Purpose Of Attracting
Students?, Broken Out By Level of Full Time Equivalent Enrollment

169 Does The College Currently Advertise On Billboards For The Purpose Of Attracting
Students?, Broken Out By Type of College

1610 Does The College Currently Advertise On Billboards For The Purpose Of Attracting
Students?, Broken Out By Percentage of Applicants to the College Who Live Within 75
Miles of the Campus

1611 Mean, Median, Minimum And Maximum Spending In The Past Year On Advertising On
Billboards For The Purpose Of Attracting Students (in \$)

1612 Mean, Median, Minimum and Maximum spending in the past year on advertising on
billboards for the purpose of attracting students (in \$), Broken Out by Public or Private
Status of the College

1613 Mean, Median, Minimum And Maximum Spending In The Past Year On Advertising On
Billboards For The Purpose Of Attracting Students (in \$), Broken Out by Level of Full
Time Equivalent Enrollment

1614 Mean, Median, Minimum And Maximum Spending In The Past Year On Advertising On
Billboards For The Purpose Of Attracting Students (in \$), Broken Out by Type of
College

1615 Mean, Median, Minimum And Maximum Spending In The Past Year On Advertising On
Billboards For The Purpose Of Attracting Students (in \$), Broken Out by Percentage of
Applicants to the College Who Live Within 75 Miles of the Campus