Southeastern Technical College
Marketing Survey

Thank you for taking the time to complete this brief survey. We would like your honest response to the questions posed as they will help us in making decisions about our marketing efforts.

1. Age ________
2. Gender ________
3. Town of residence _______________ Zip code _______________
4. High School Attended _____________________________
5. Name some barriers you encountered in enrolling for classes:
   ___________________________________________________________________________________
6. Do you go the STC website?_________
7. Did it help you to decide to attend STC?_________
8. Which radio station(s) do you usually listen to in the car? _______, _______, _______
9. Which station(s) do you listen to at home? _______, _______, _______
10. Have you ever heard a STC commercial on the radio?_______
   Describe it __________________________________________________________________________
11. Do you watch cable tv? _______. Have you seen STC ads?_______
   Which are your favorite channel(s)?__________, ___________, ___________
12. Name your local newspaper _____________________________
13. Do you read your local newspaper?________
14. Have you ever seen a STC ad in the local paper? _______
   Describe it __________________________________________________________________________
15. Who would you say influenced you the most in coming to STC? (ads, radio spot, billboard, parent, friend, counselor etc.) ________________________________
16. Have you seen an STC Billboard advertisement?_______
   Describe it __________________________________________________________________________
17. Would you recommend STC to a friend? ________
   Why or why not? _______________________________________________________________________
18. Do you recognize the phrase “Knowledge for the Real World?” _________
   Where did you hear the phrase? _______________________________________________________________________
19. How many times per week do you visit www.southeasterntech.edu ? ____
20. Do you have a Facebook account? _____
21. Did you know that STC has a Facebook page? _____
22. Do you have a Twitter account? _____
23. Would you be interested in receiving text messages about deadlines and events? _____