

# National Media Preferences Survey

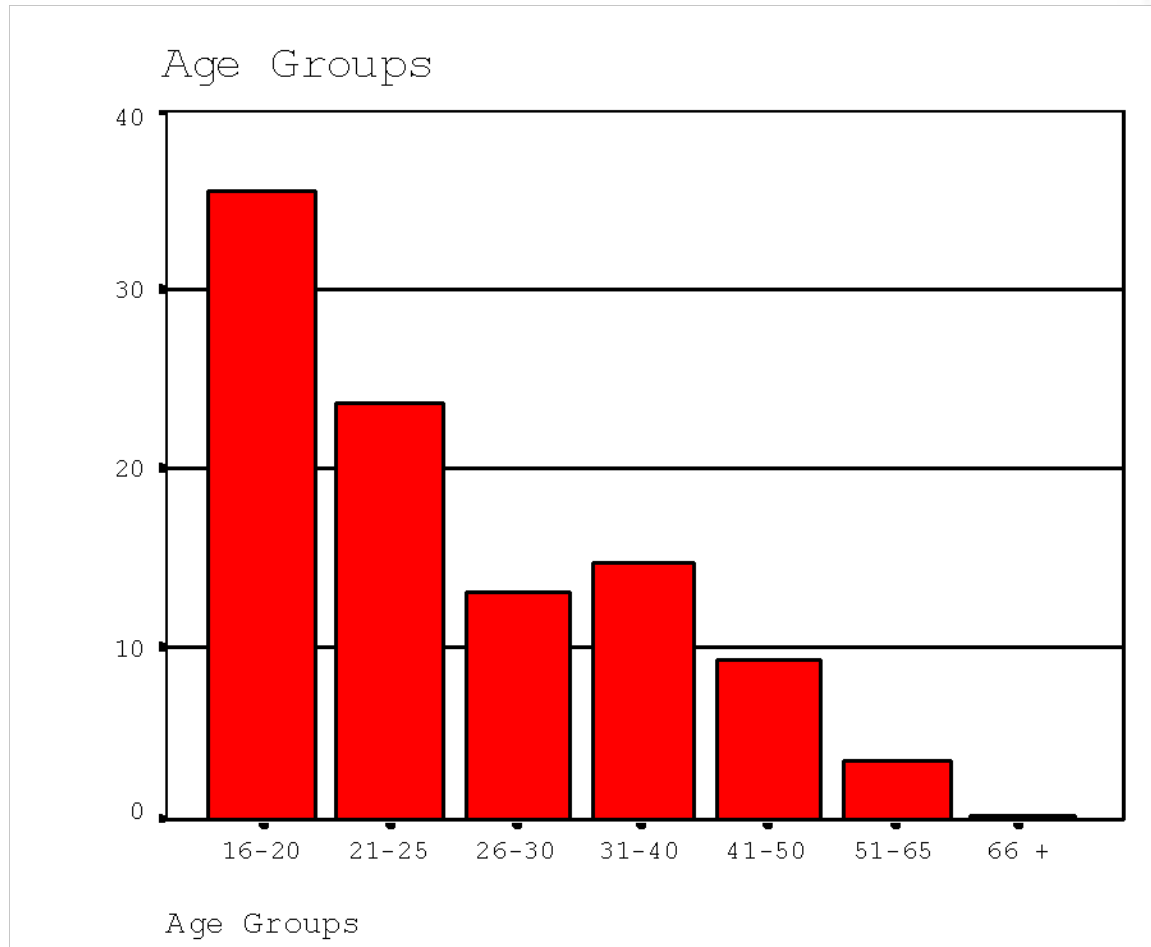


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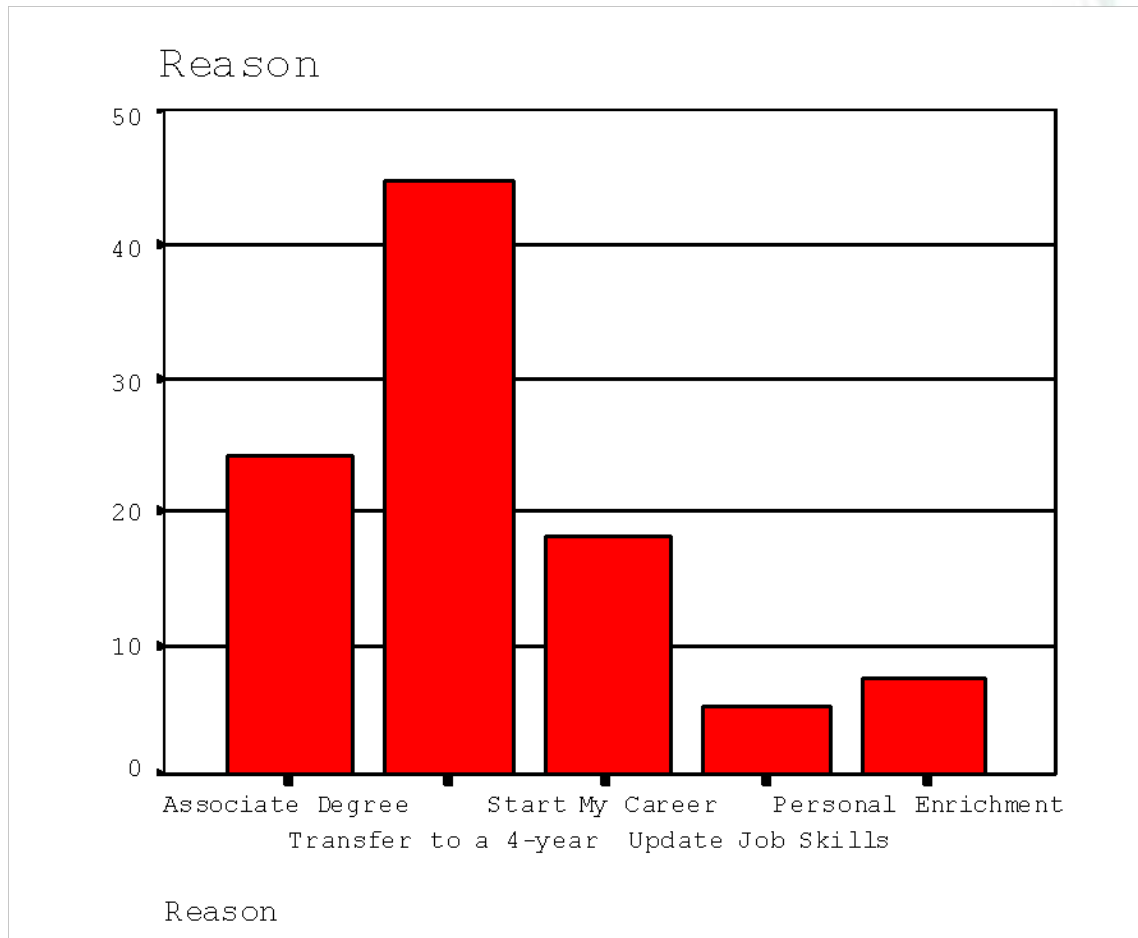
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**National Marketing Trends:  
What 44,000 Students Can Tell US**

# Age



# Reason



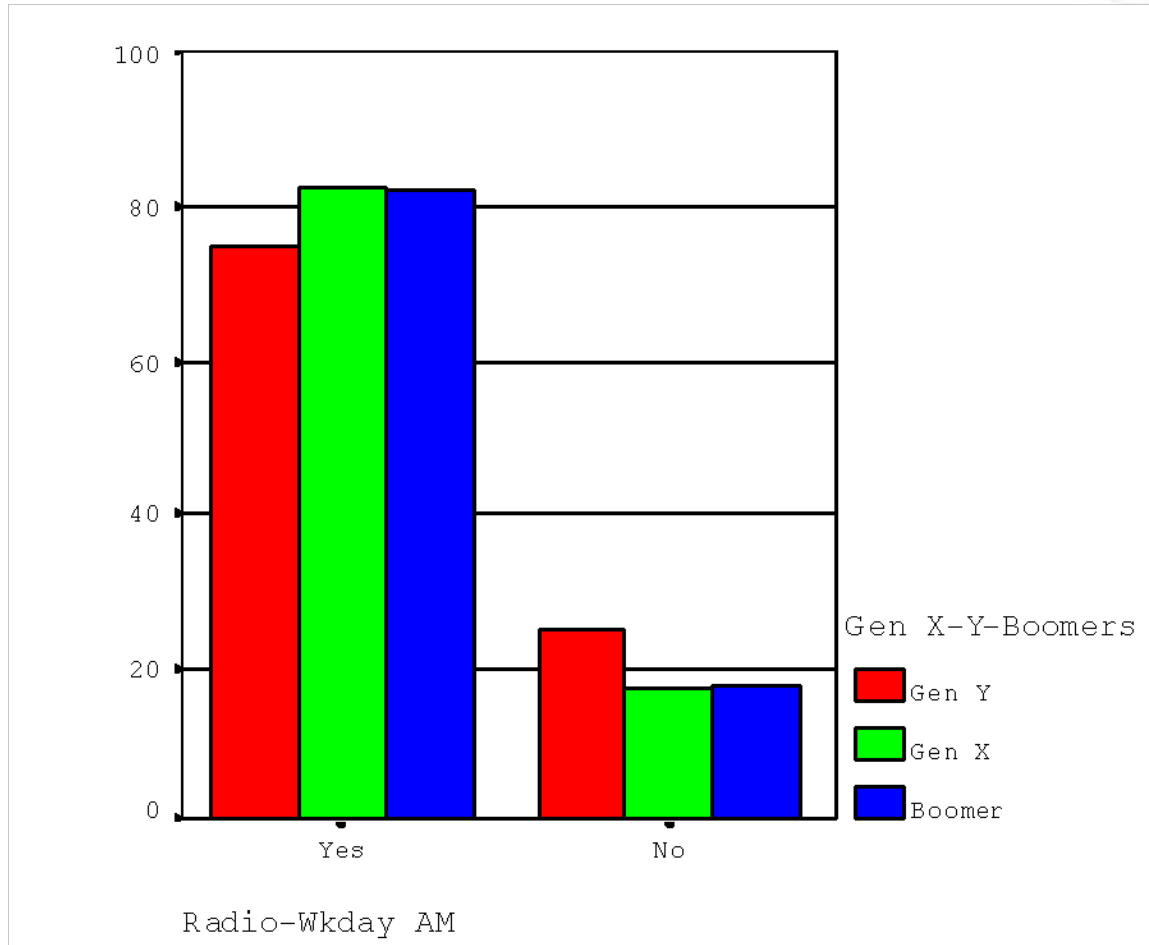


# The Big Media Picture

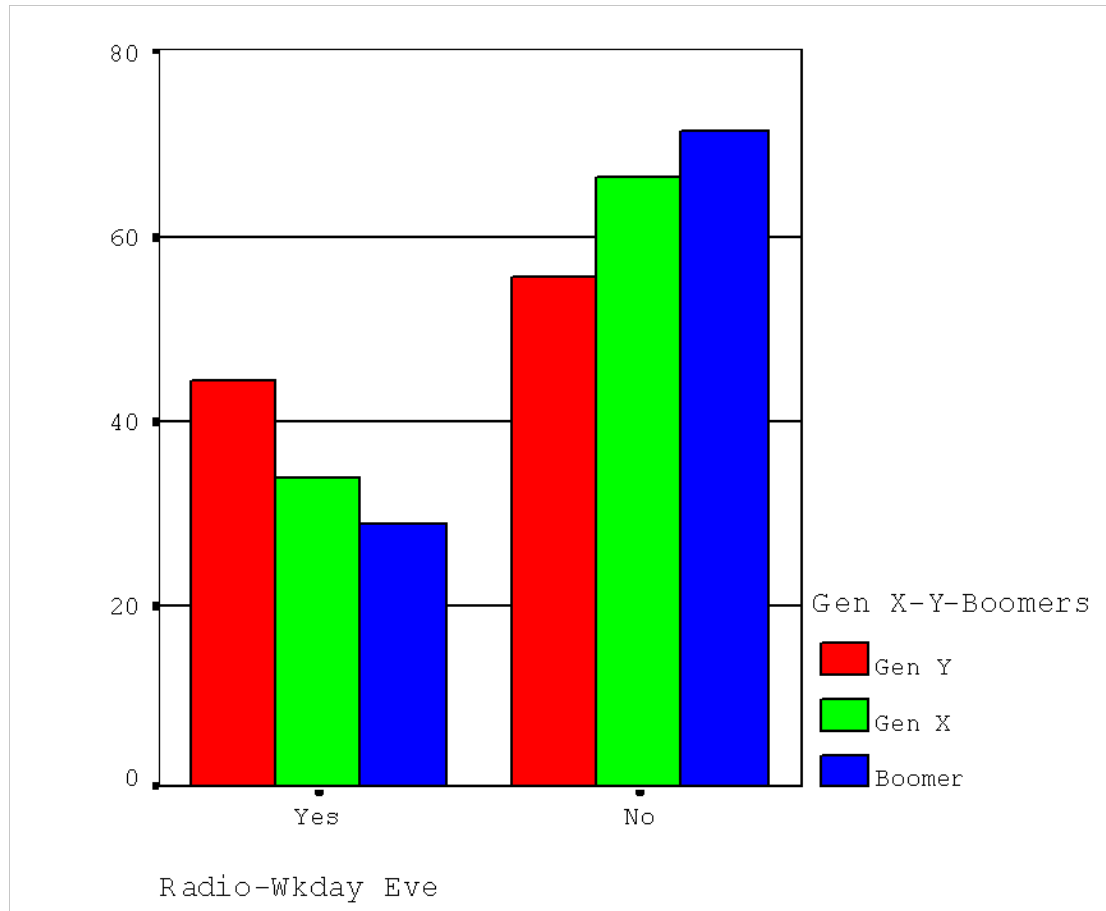
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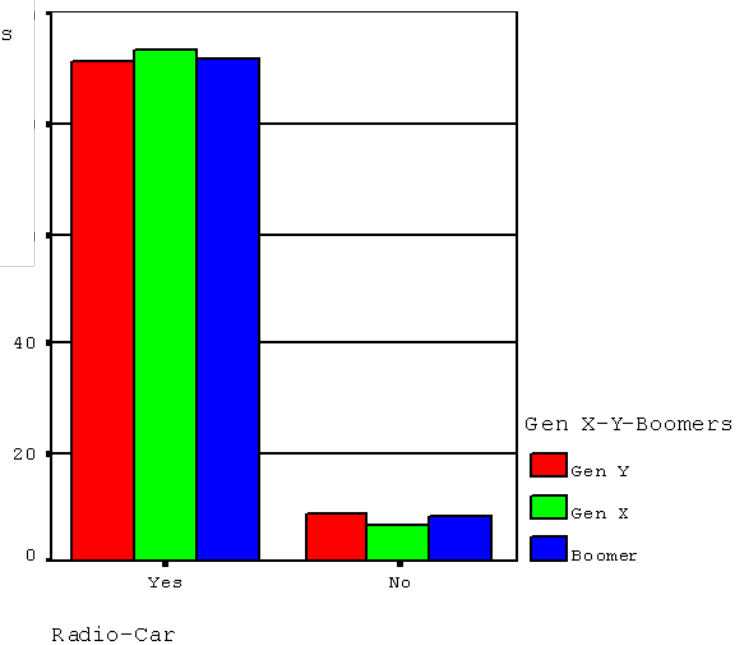
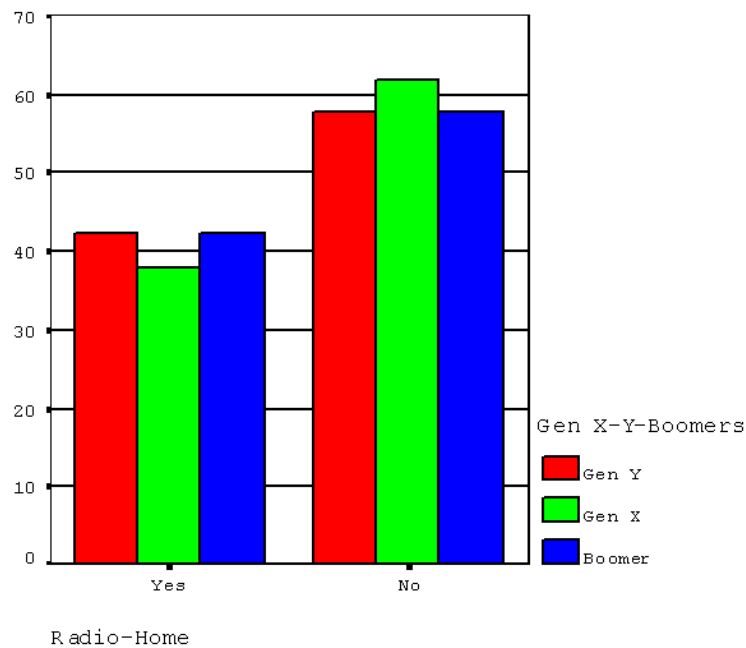
# Radio: Everyone Listens In The Morning



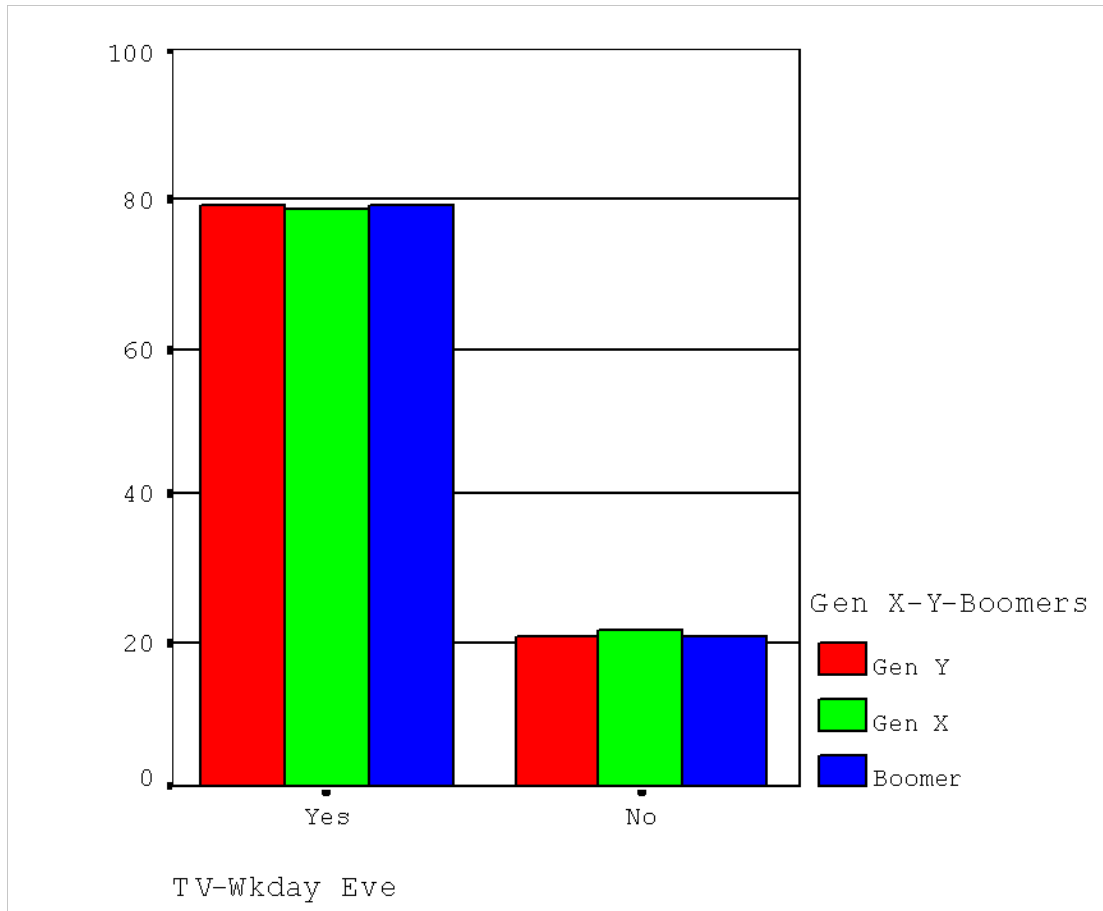
# Radio: Gen Y Listens At Night Too



# Listening At Home/Work And In The Car

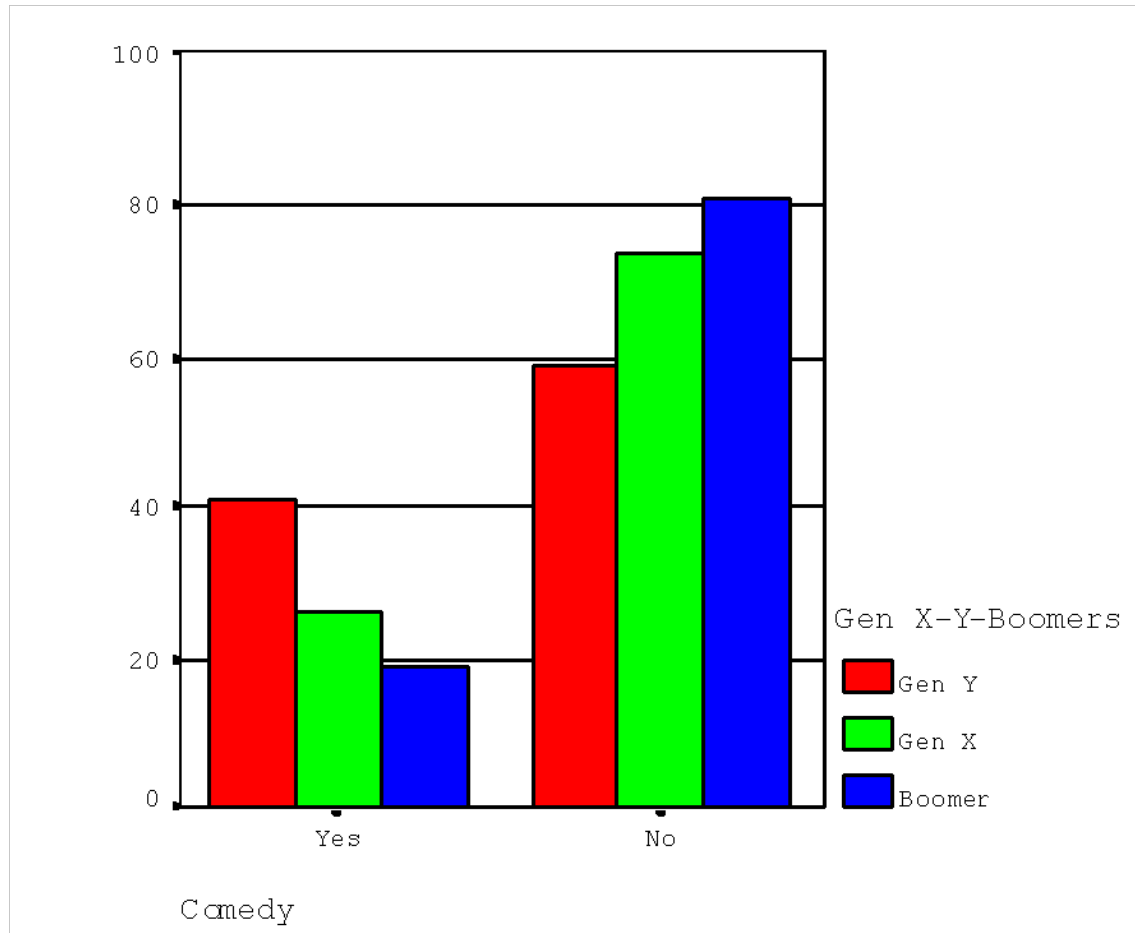


# Television: (Not Dead Yet)

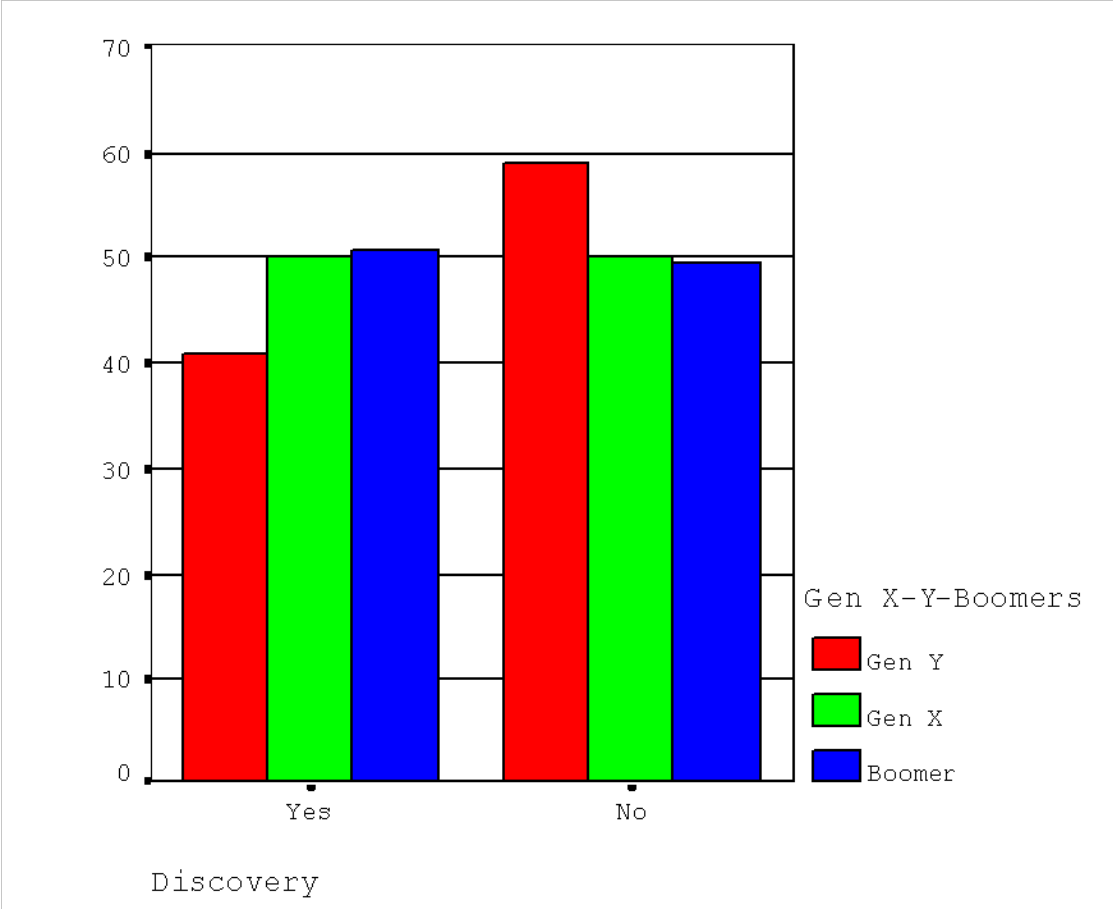




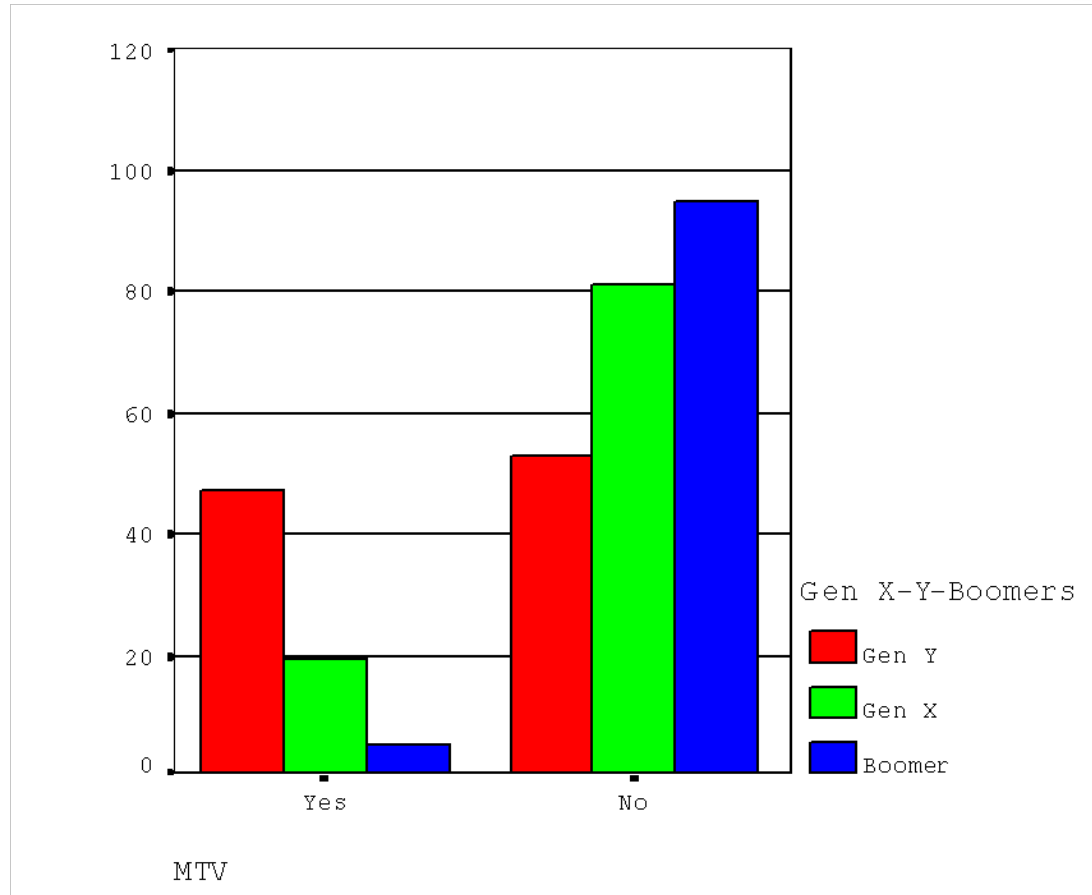
# Television: The Are Watching The Comedy Channel (And The Daily Report)



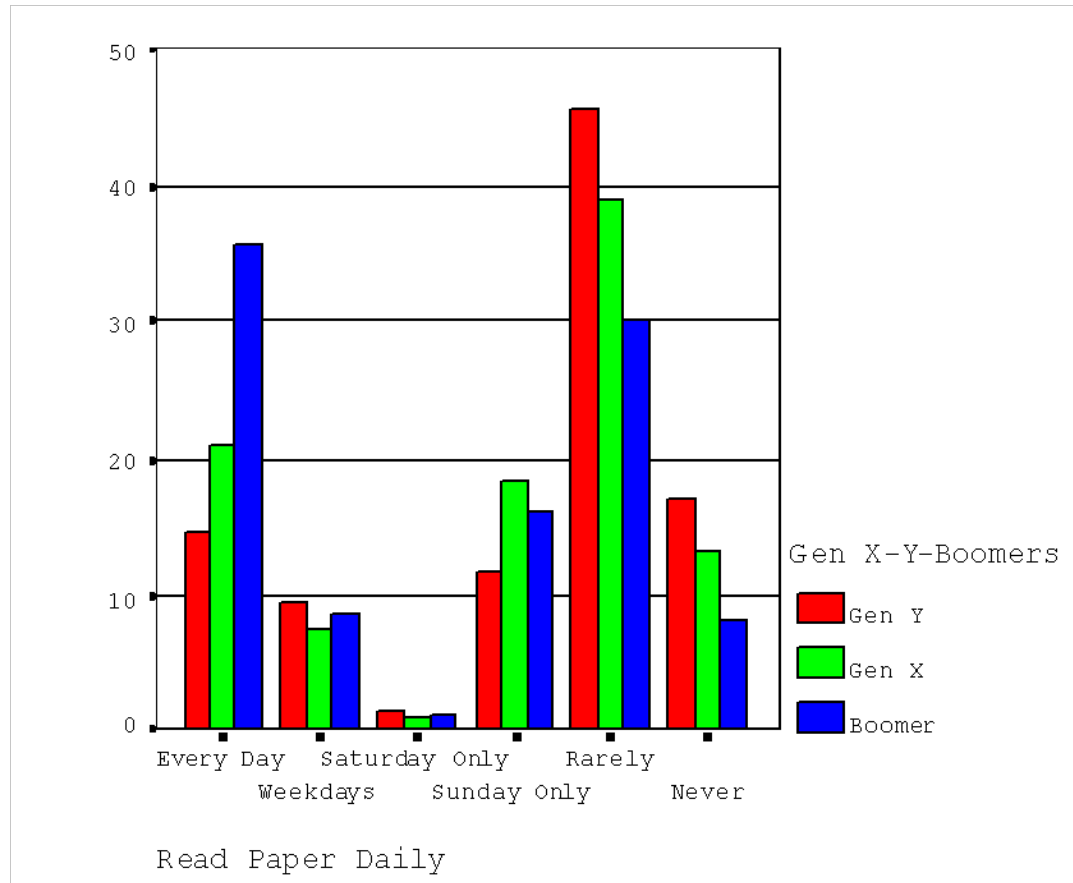
# Television: And The Discovery Channel...



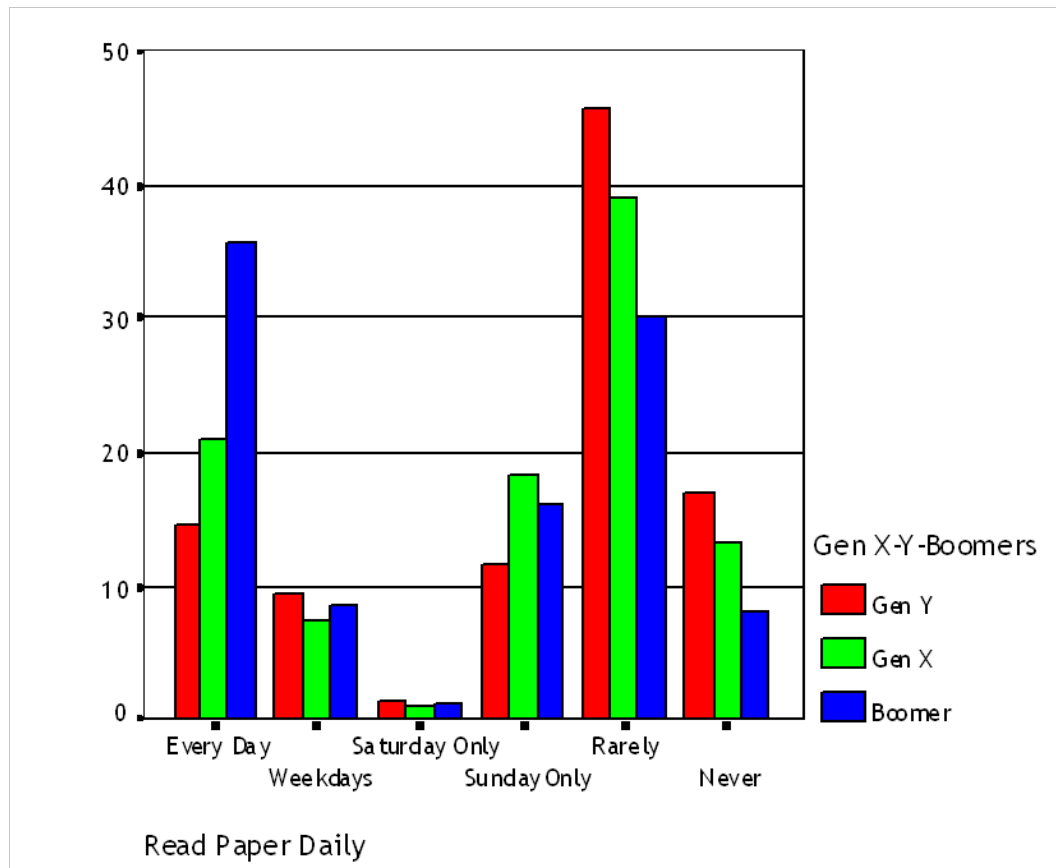
# Television: And They Still want Their MTV



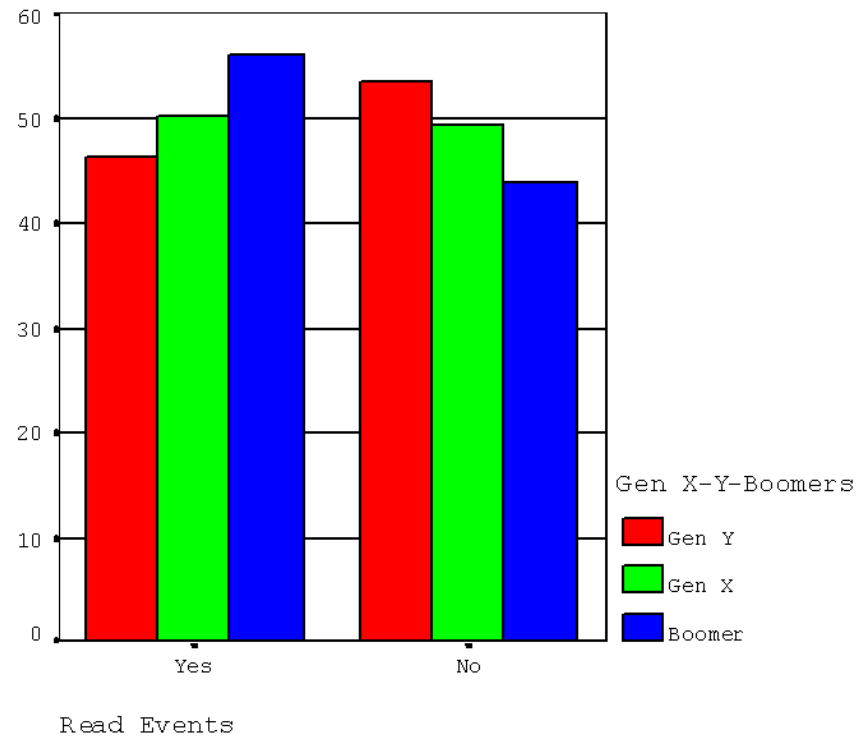
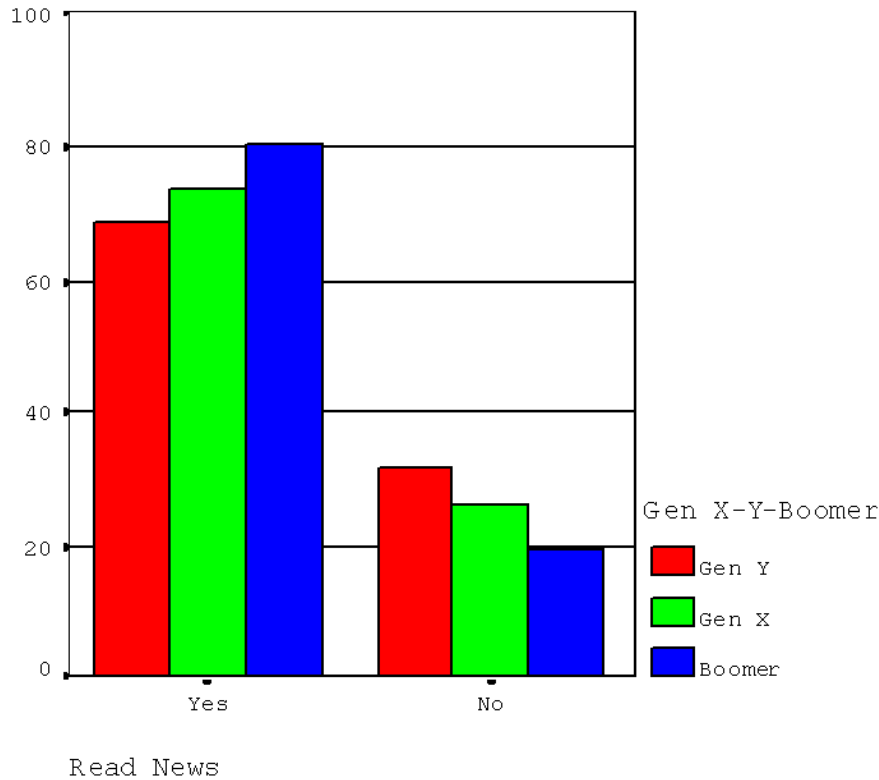
# Newspapers: In Danger With Younger Audiences



# Younger Audiences Are Not Newspaper Readers



# Newspaper: Mixed Motives



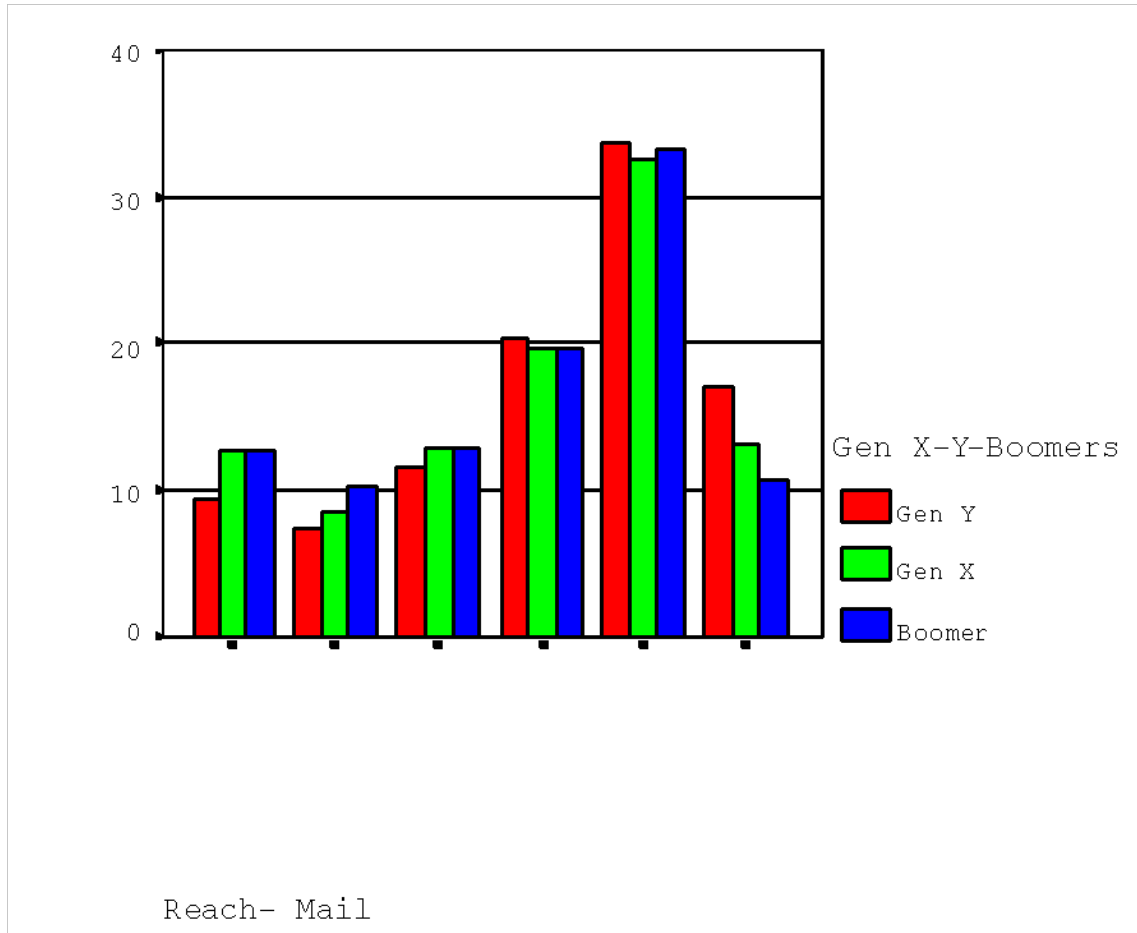
# How Do Students Want To Be Reached?



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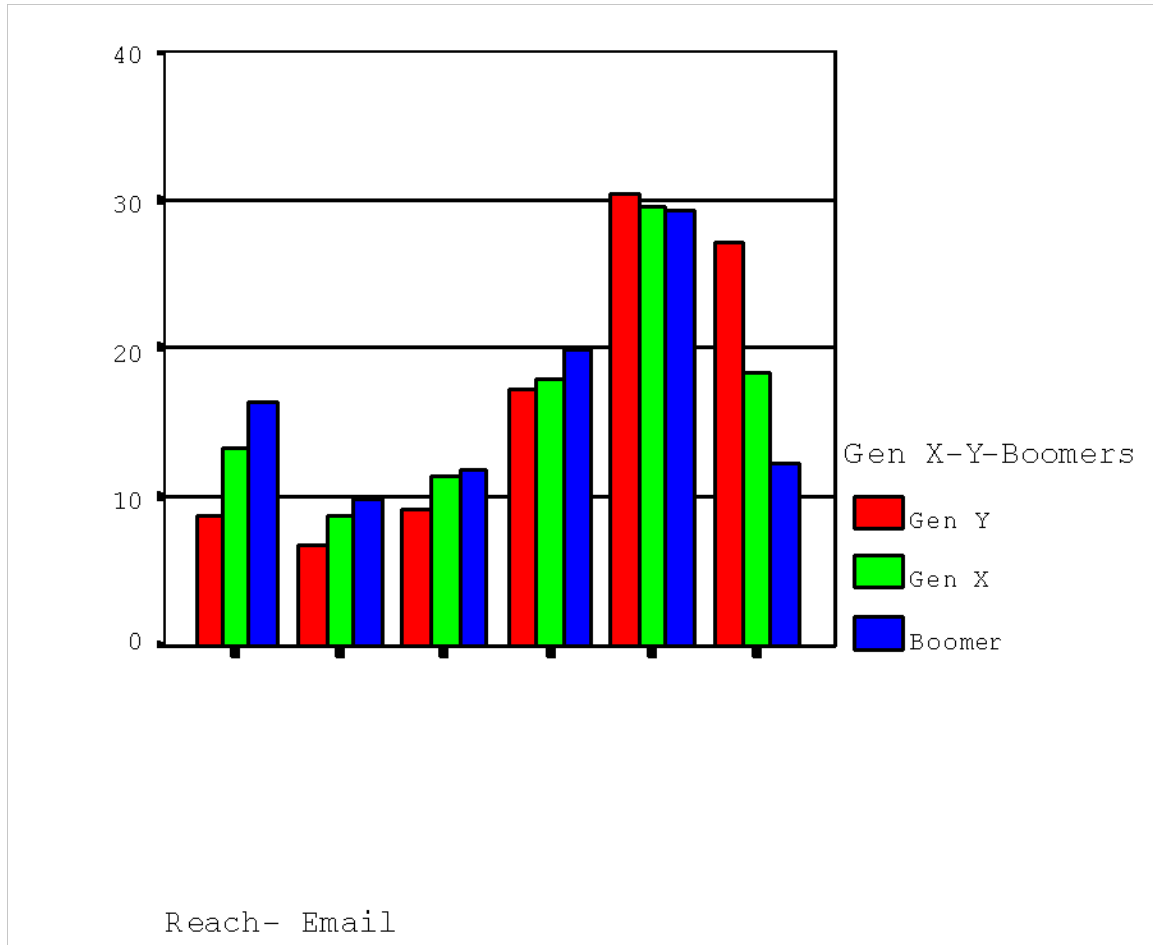
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# Snail Mail: (Not Dead Yet...As Long As it's Personalized)

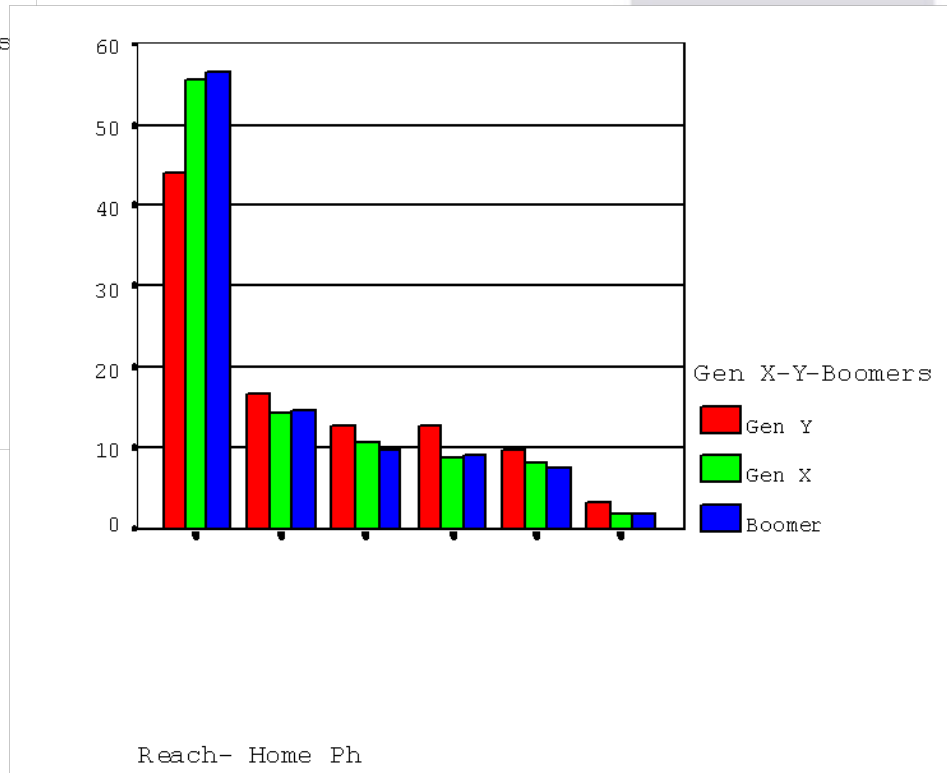
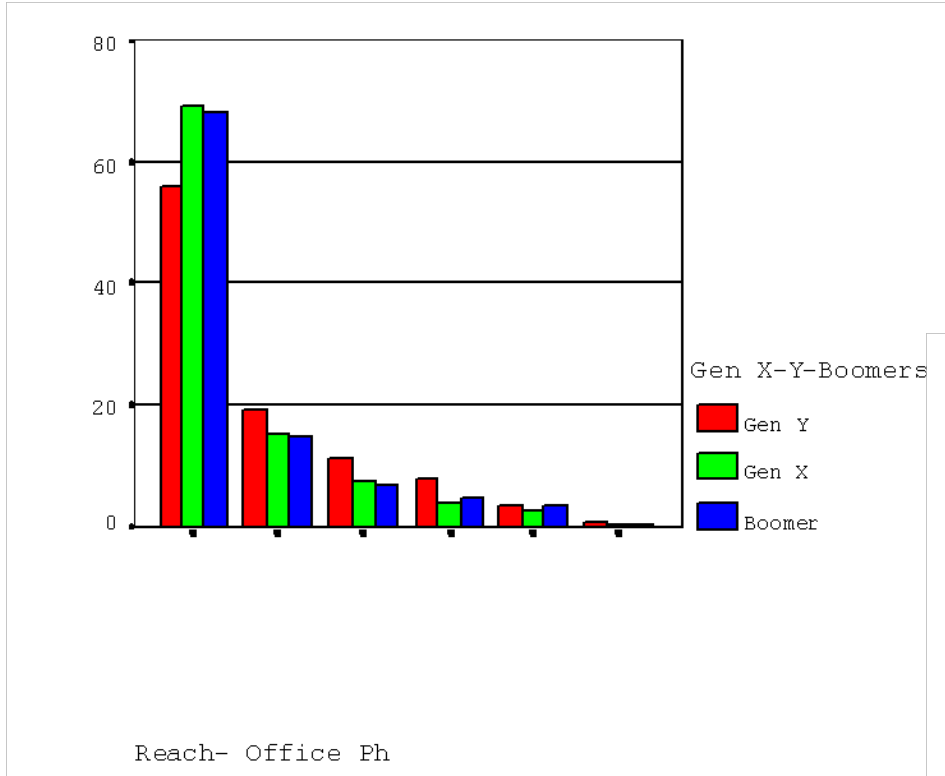




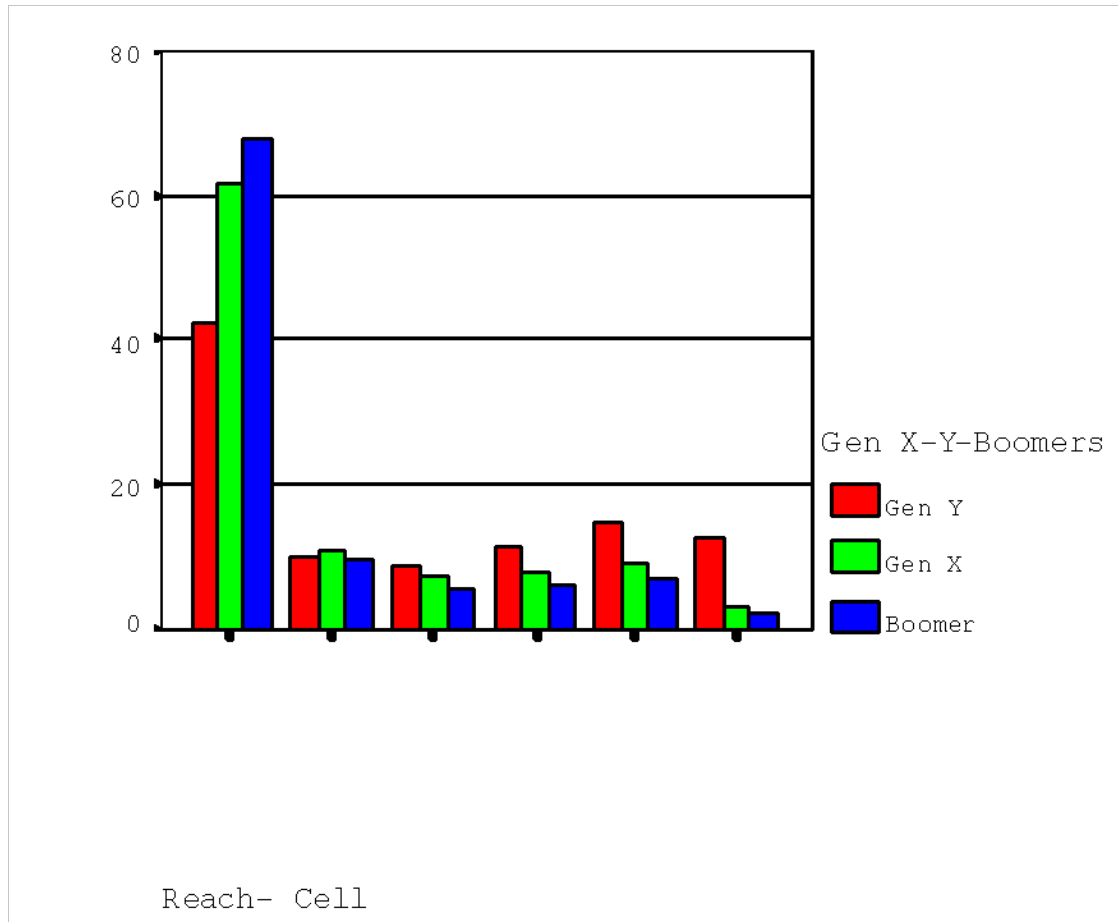
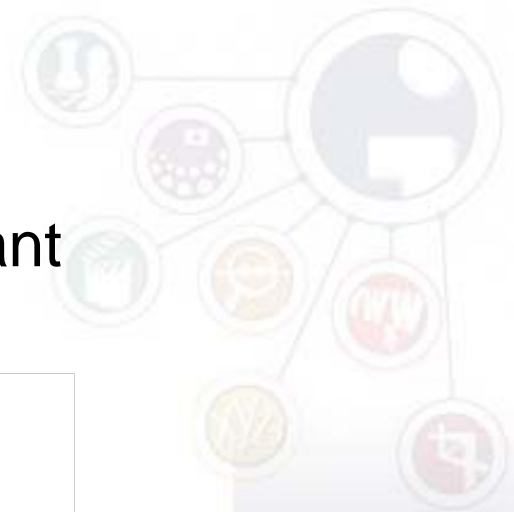
# Email: Some Age Bias... But Generally Accepted



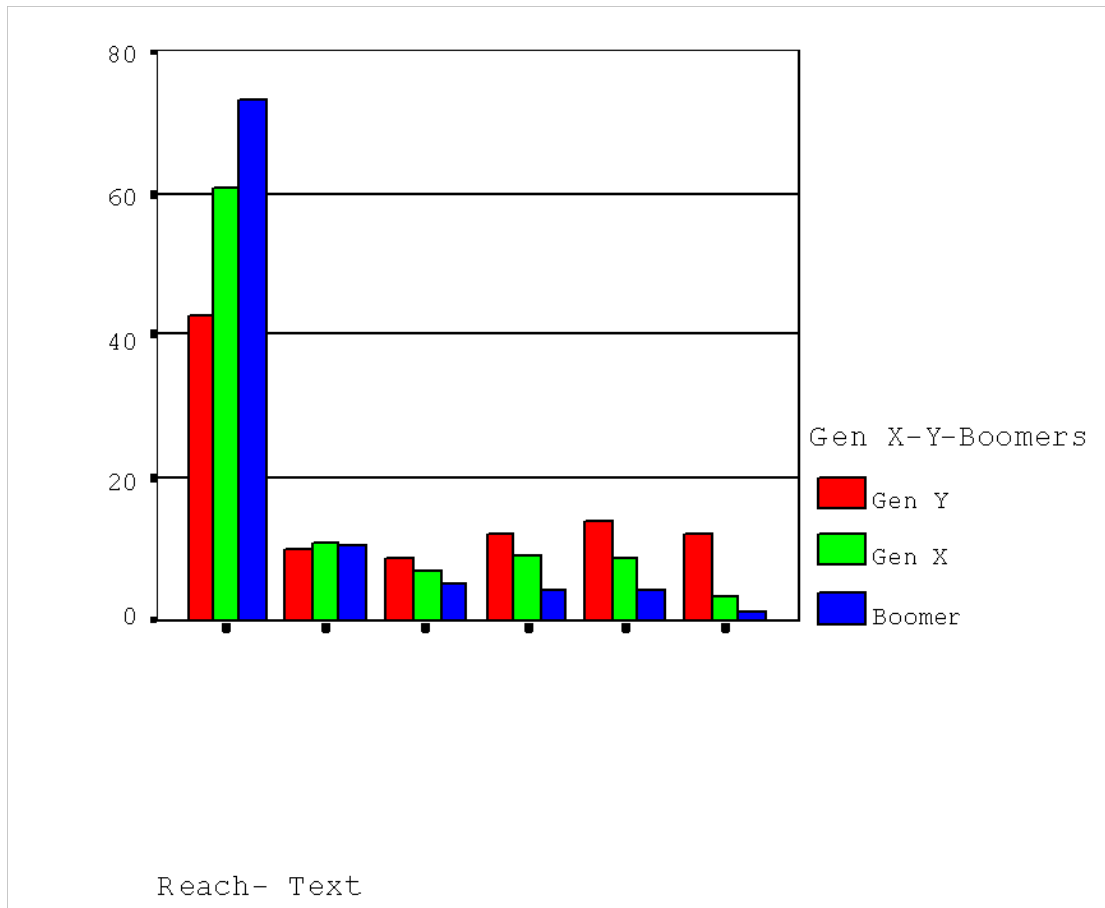
# Land Line Phone: Never Call Me At The Office... Maybe At Home.



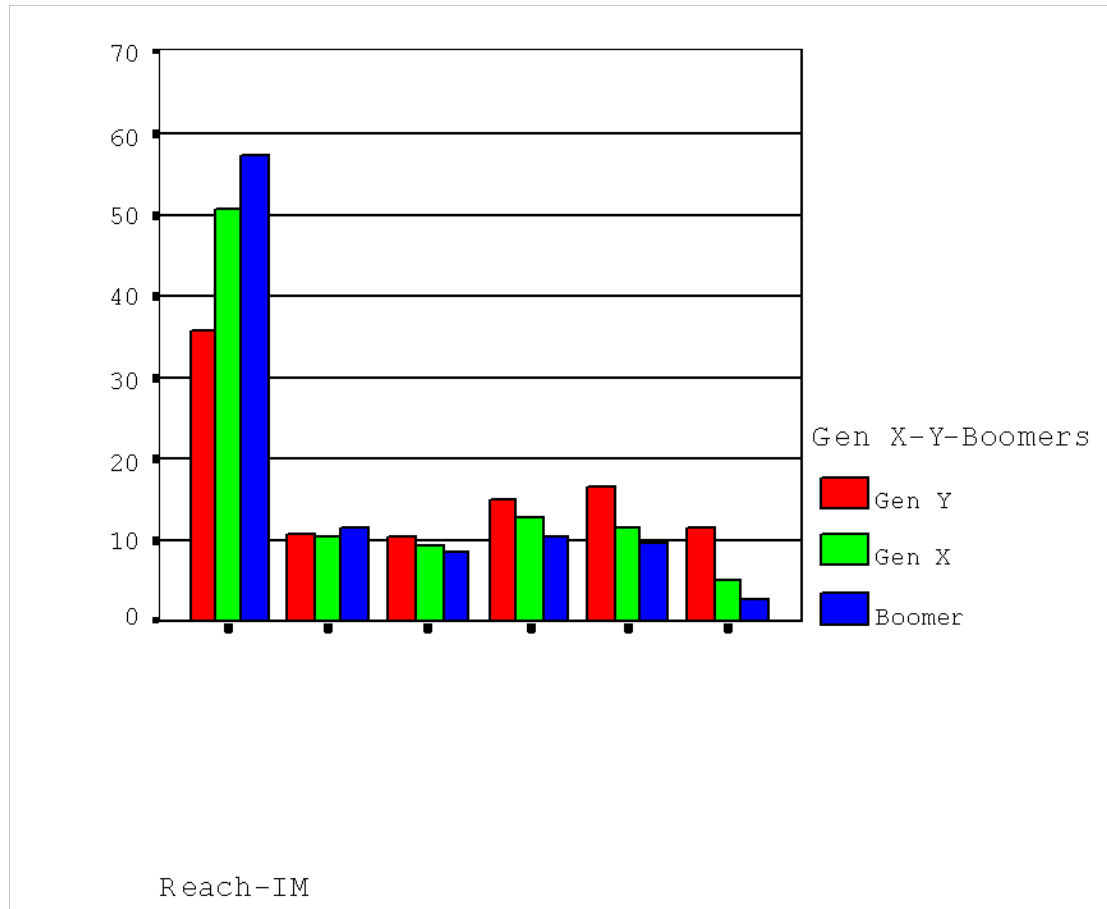
# Cell Phone: Gen Y... Call Me If It's Important



# Text Messaging: Gen Y... Text Me If It's Important Or Timely



# Instant Messaging: Not Quite At Tipping Point For Younger Audiences



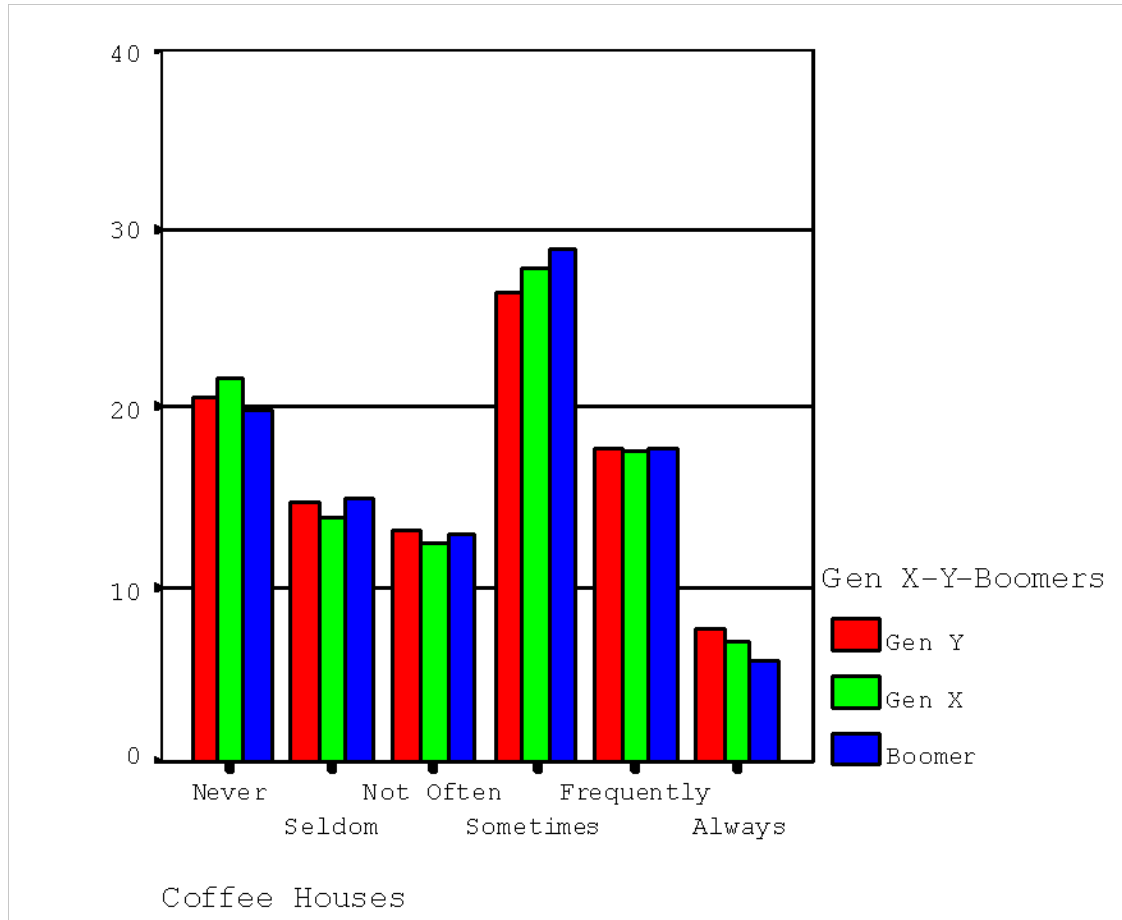


# Where Do They Gather?

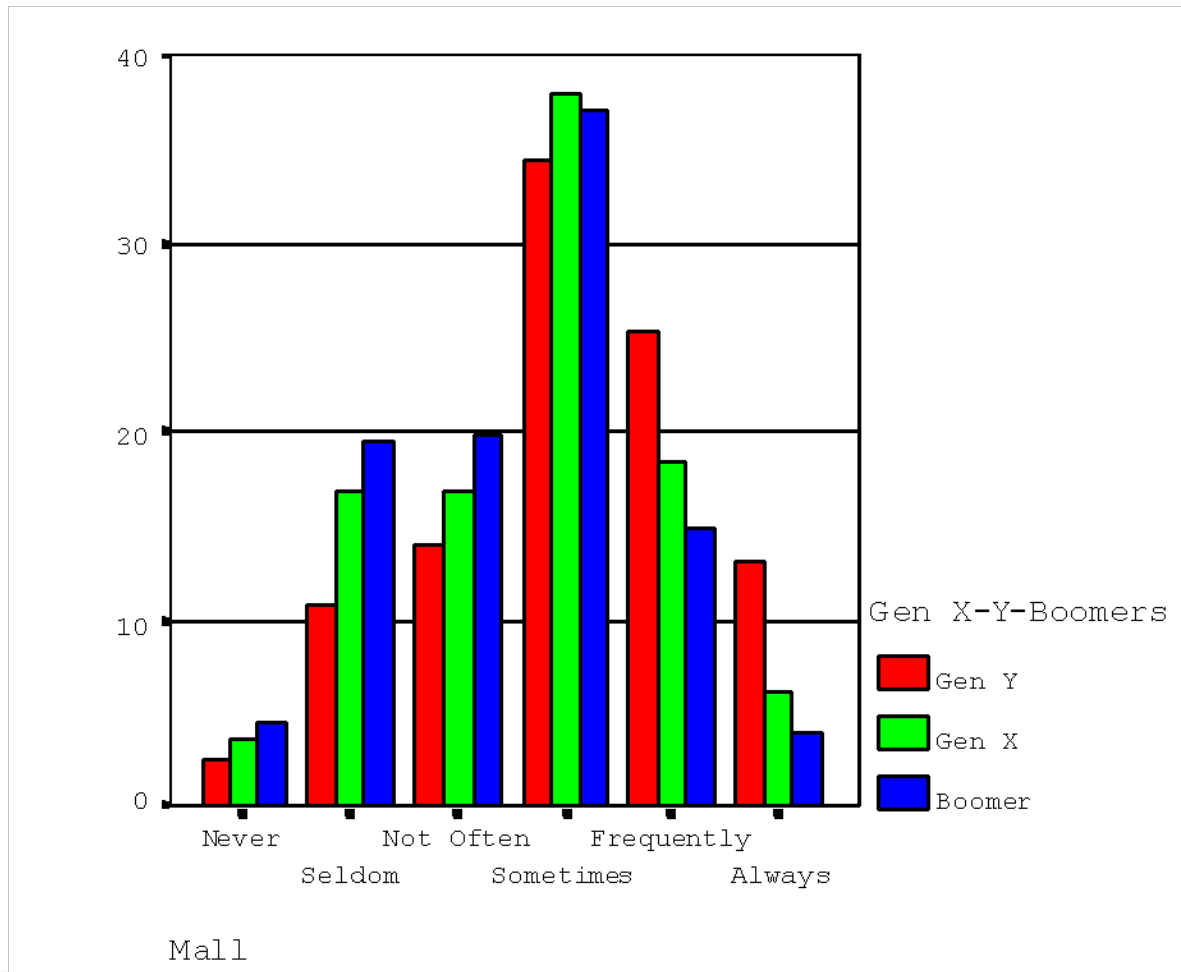
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# Coffee Houses: The New Malt Shop

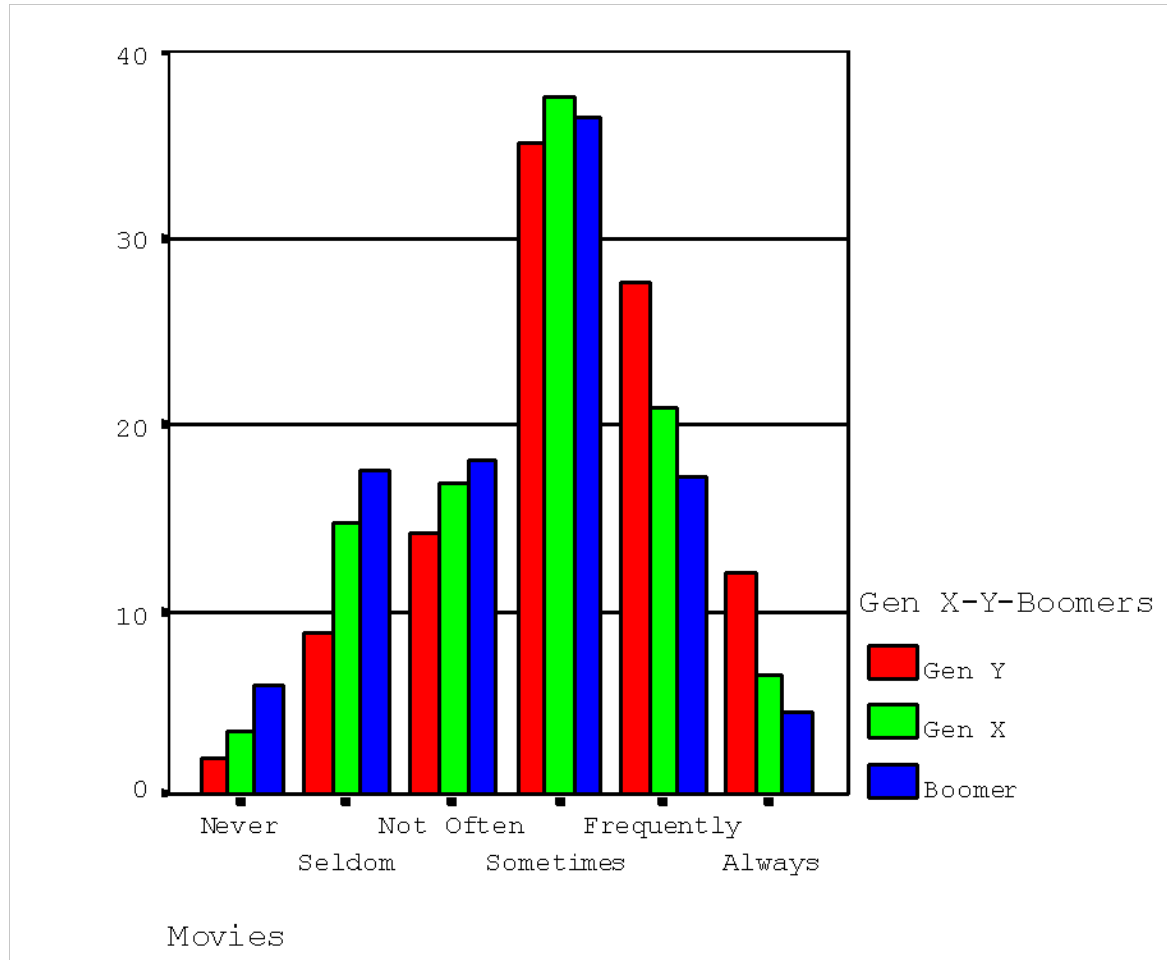


# The Mall: Still The Favored Site For Youth

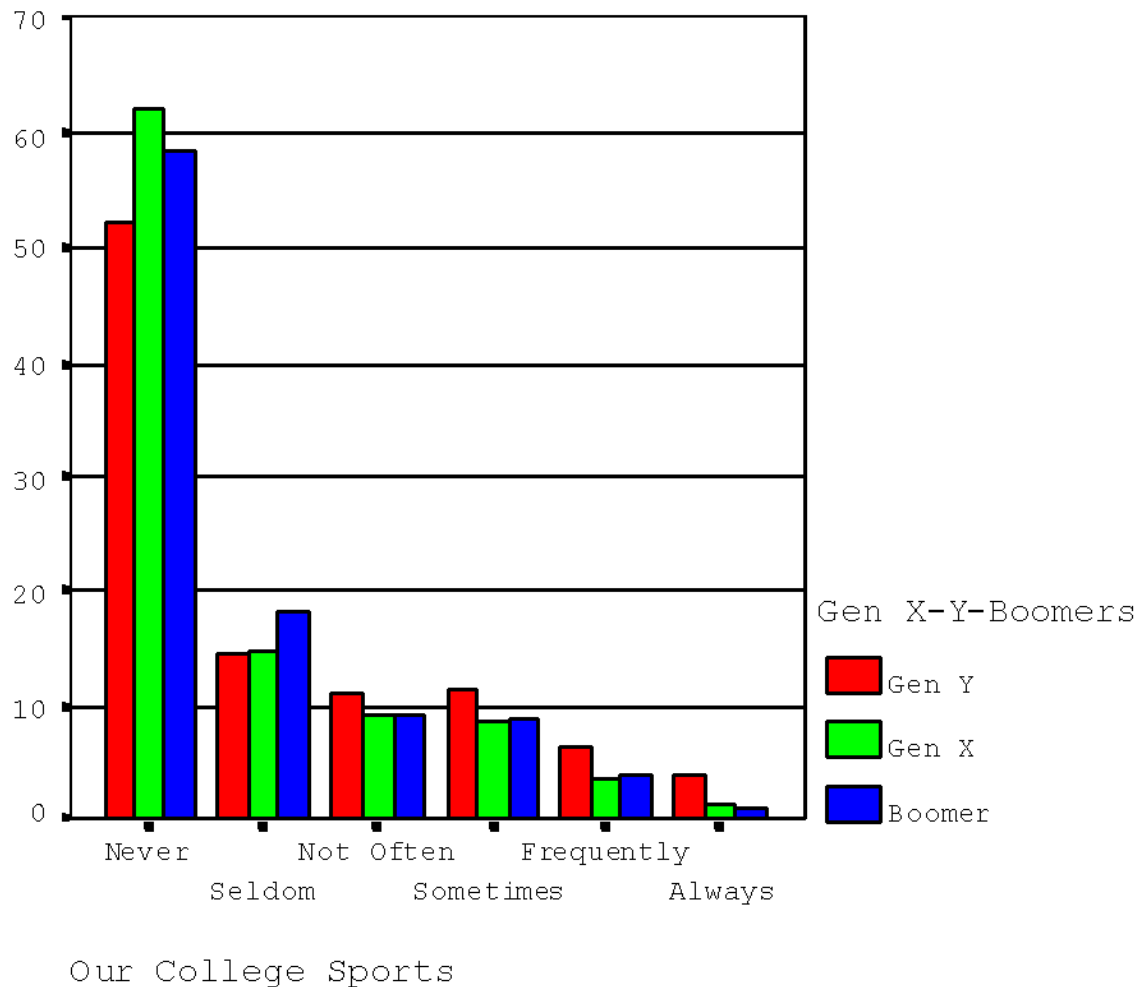




# Movies: Still A Date Favorite



# Community College Sports: Struggling to Find Their Audience



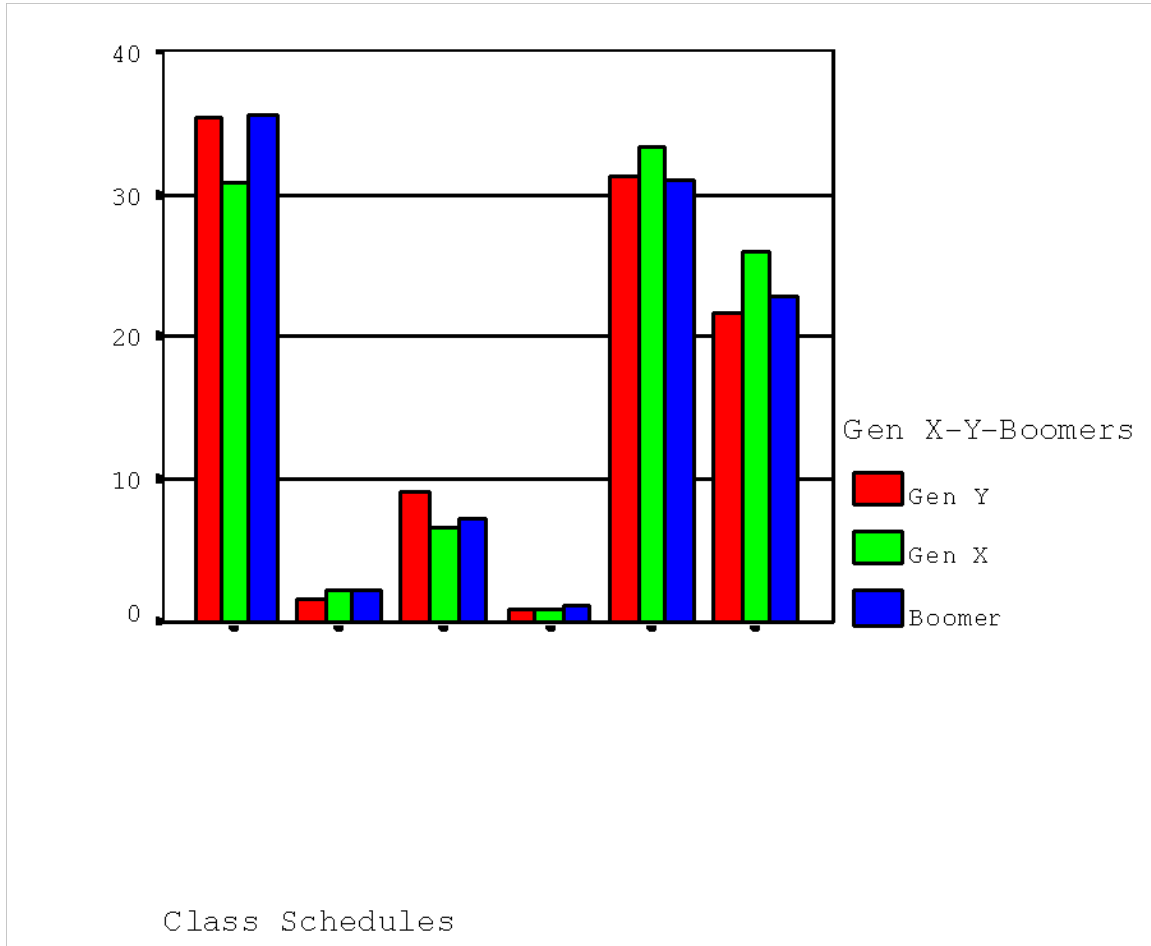


# Outreach Options

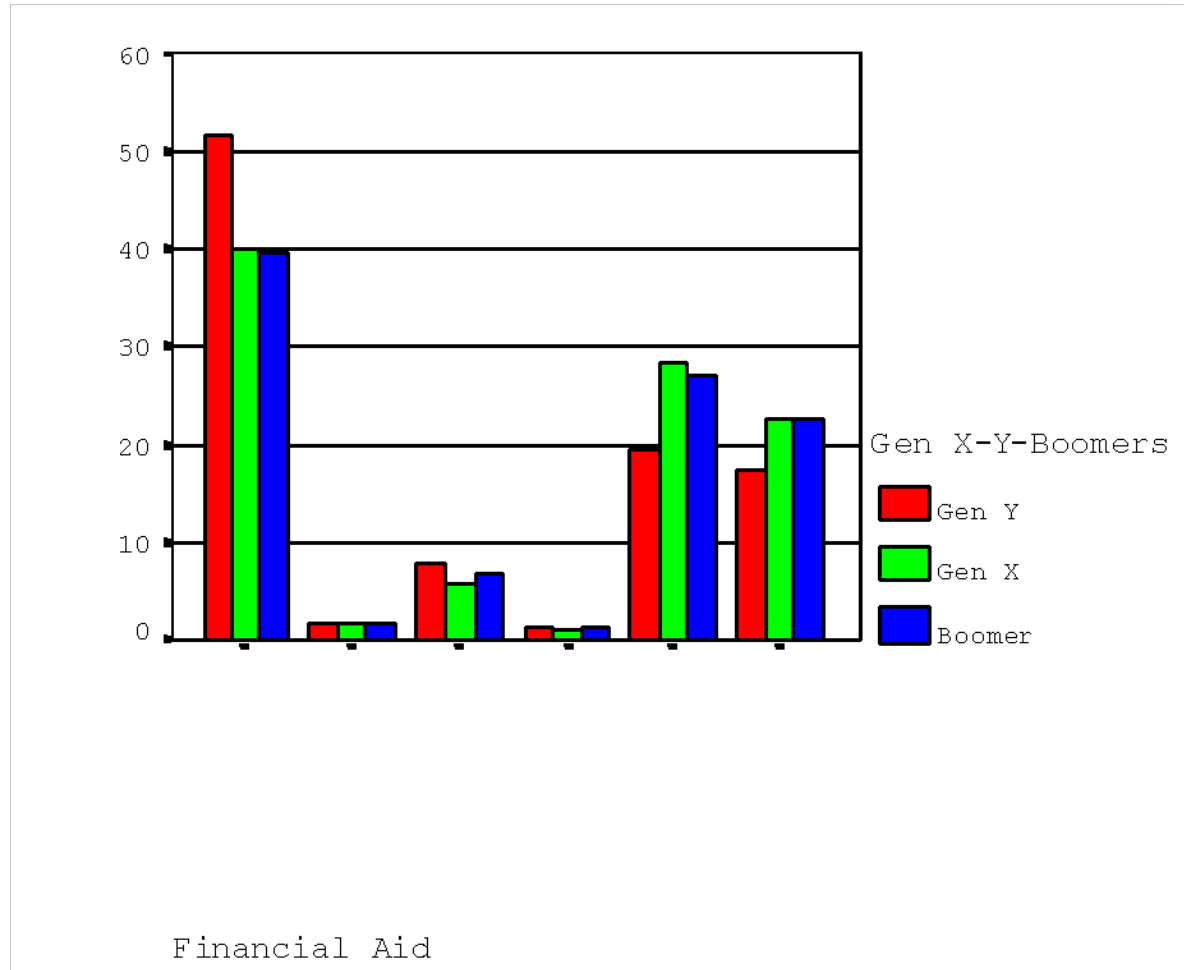
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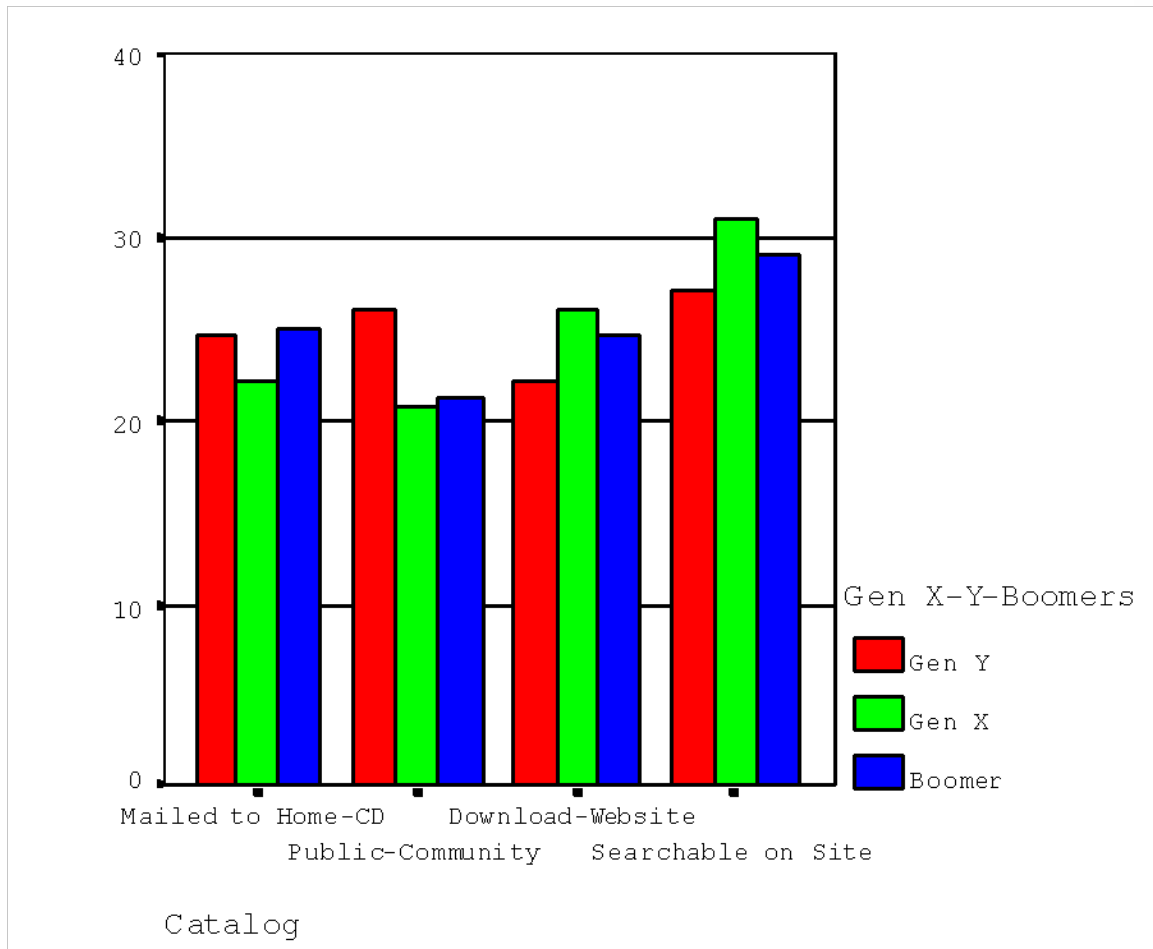
# Class Schedules: It's Official... We Prefer Digital



# Financial Aid Information: Print It So I Can Give It To My Parents

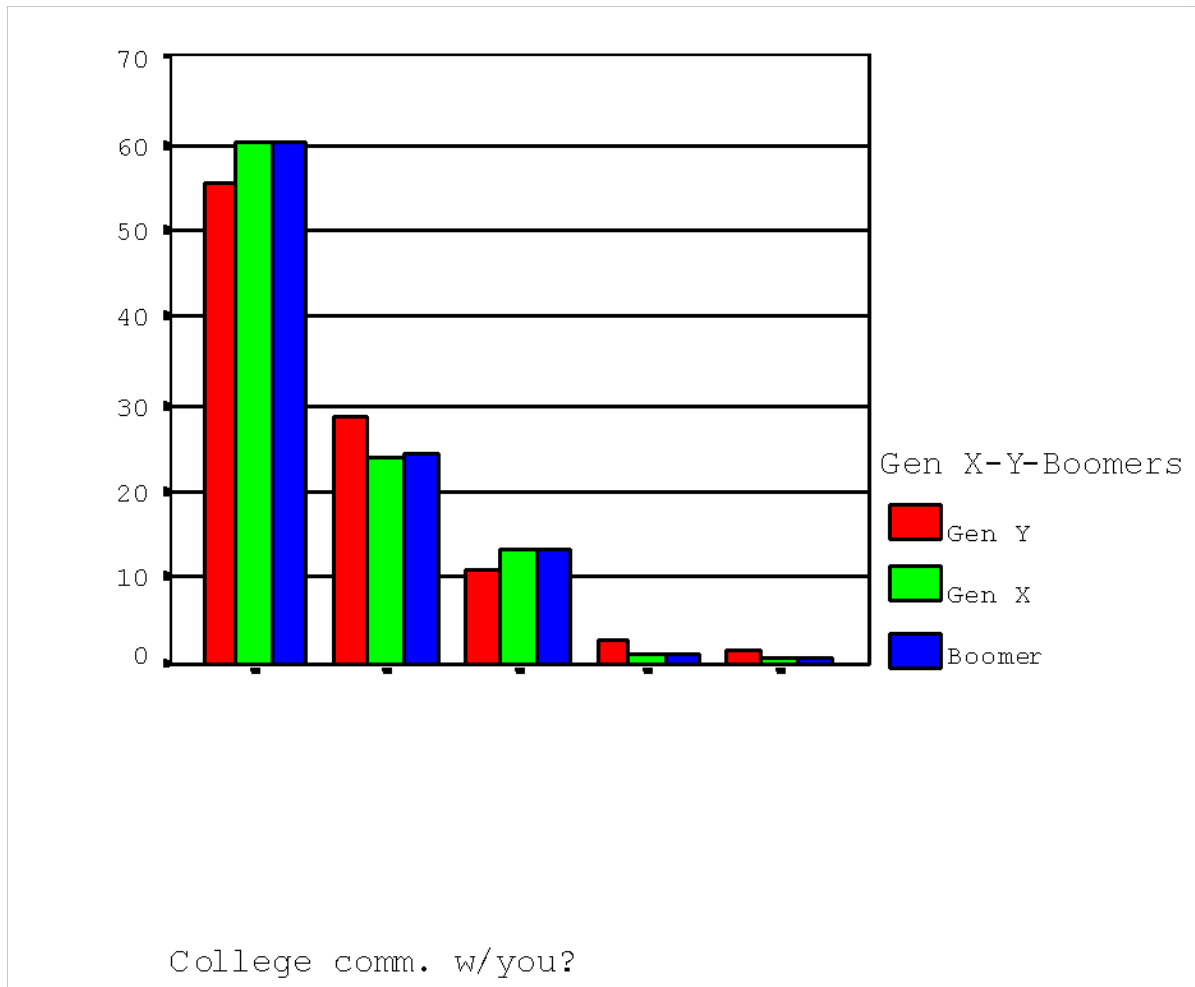


# Catalogs: It's Official - Stop Printing Them



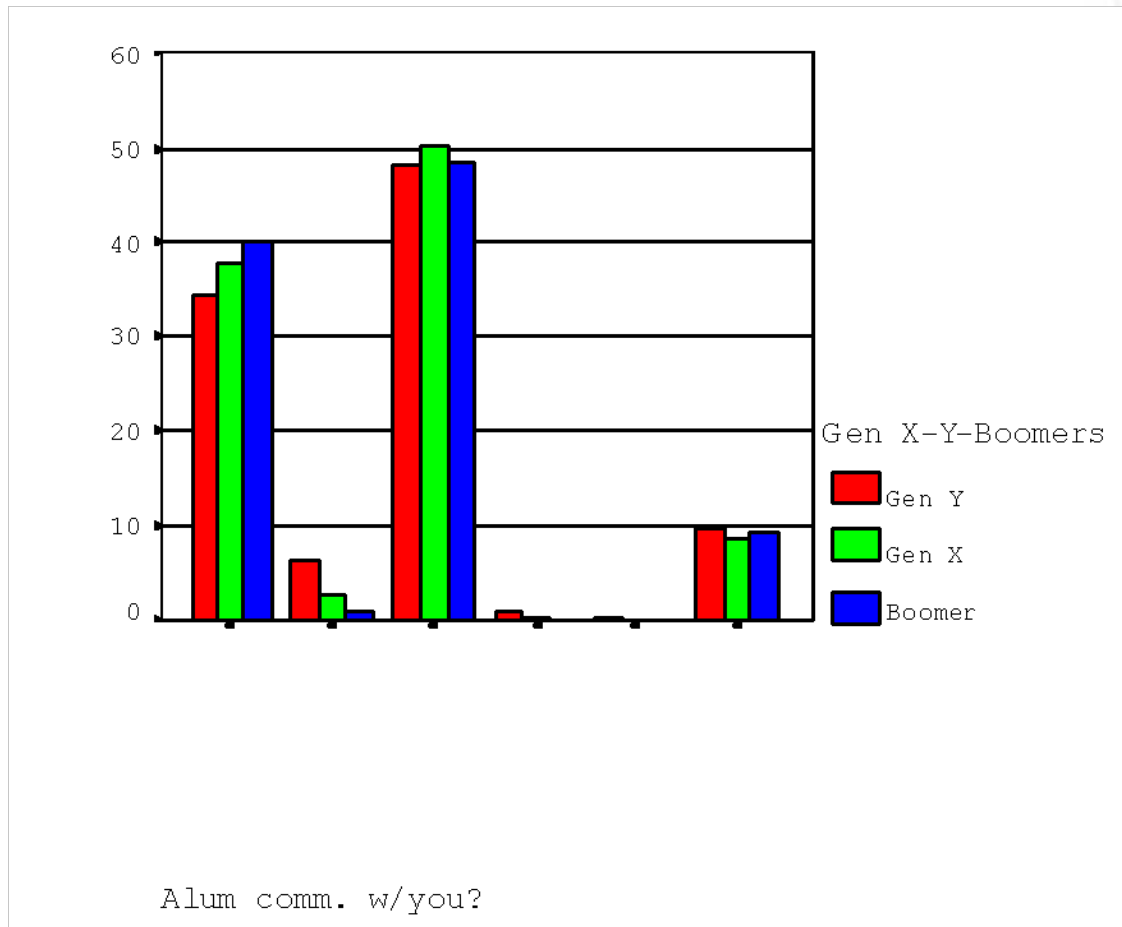
# How Do Students Want You To Inform Them?

## Email Is A Winner For Every Age --- Print Is On The Way Out



# How Should The Alumni Organization Communicate?

## Let Them Keep Their College Email Addresses





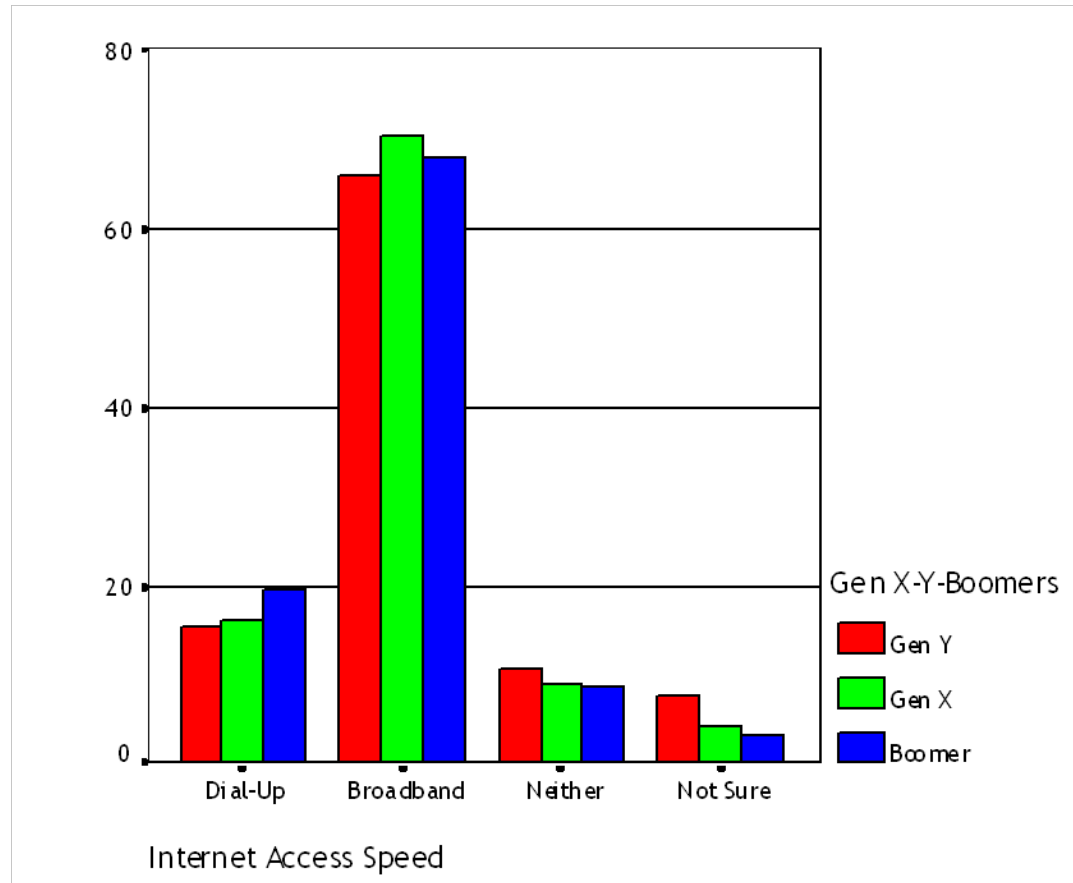


# The Web

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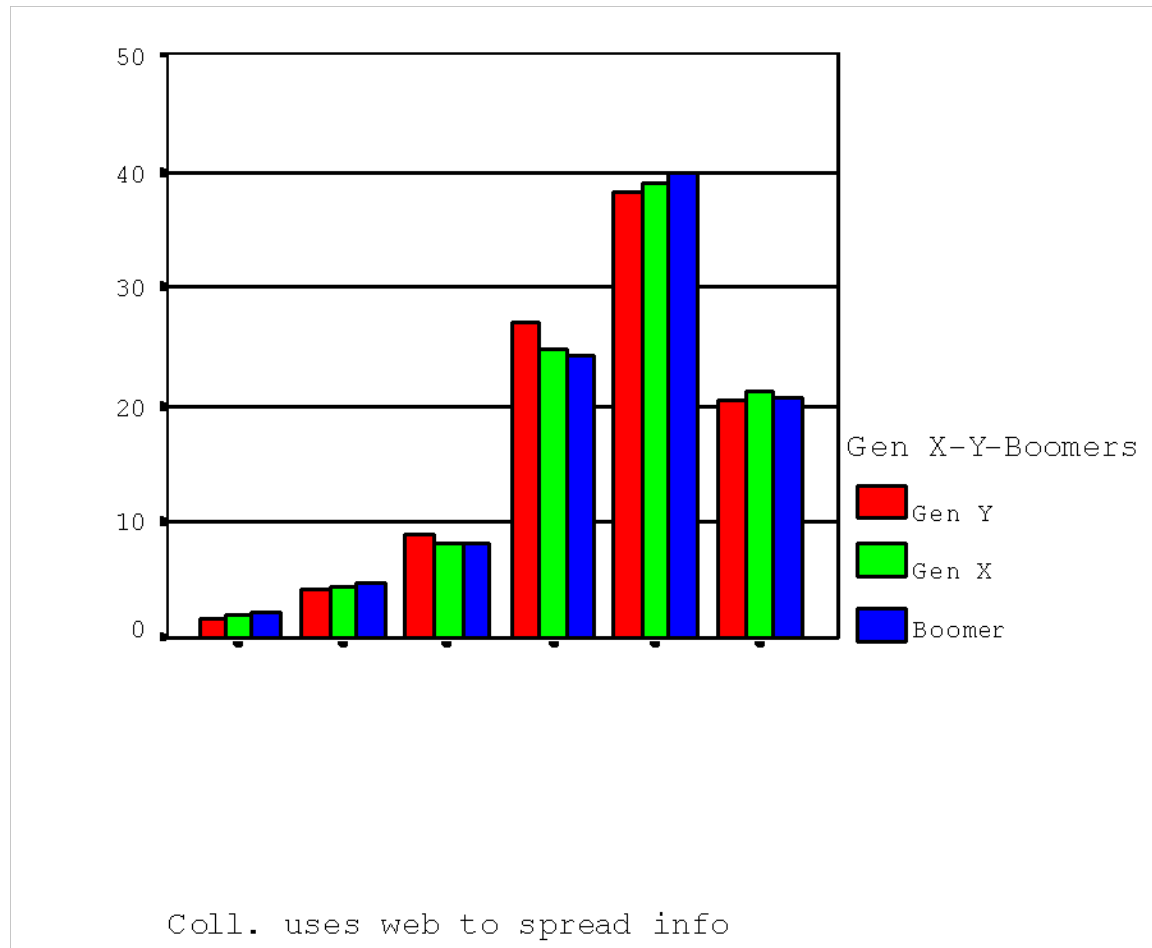
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## Most Students Have Broadband At Home (Speed Is Not An Issue)



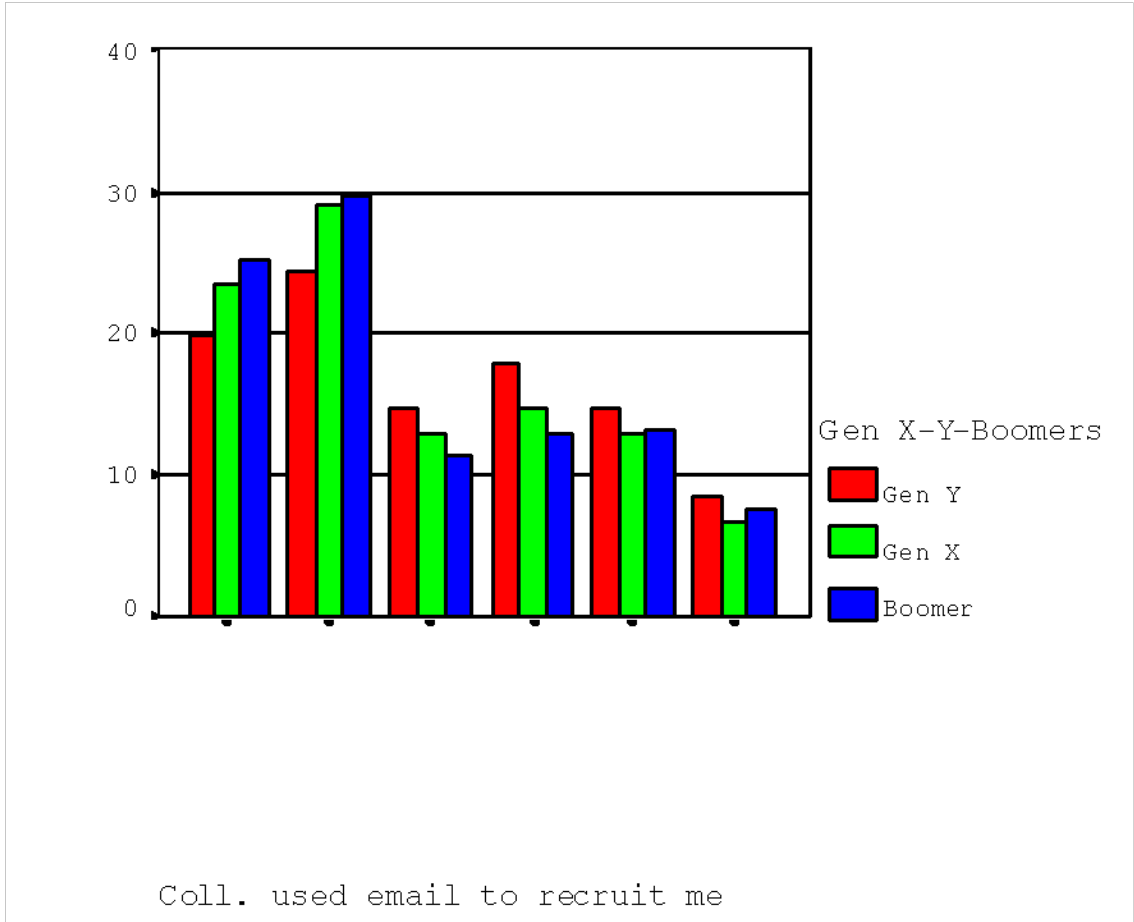
# Colleges Use Their Web To Communicate

## Most Are Web Focused Once You Are Inside



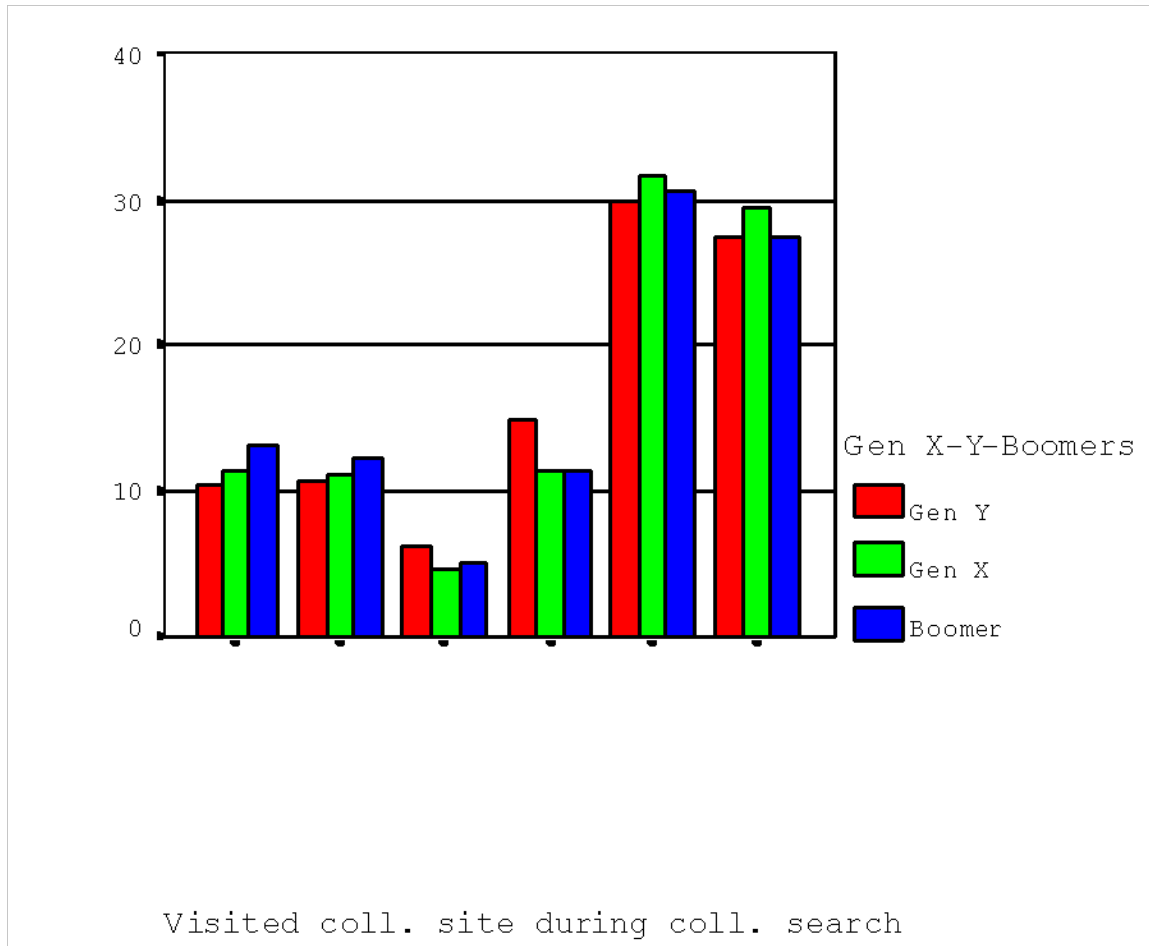
# Using Email To Recruit Students

## Colleges Are Less Effective In Push-Type Email Recruitment



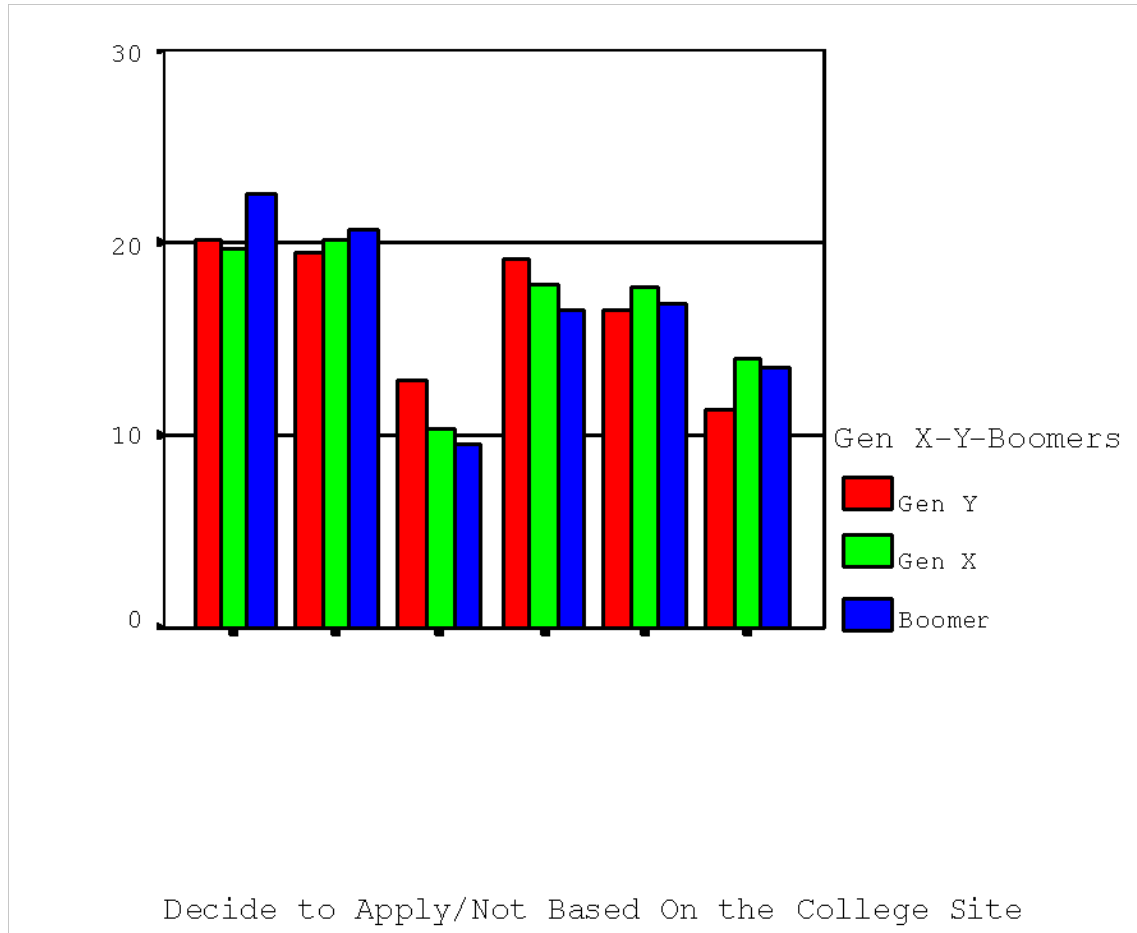
# Visiting College Websites

## Your Website Is A Destination For Searching Students



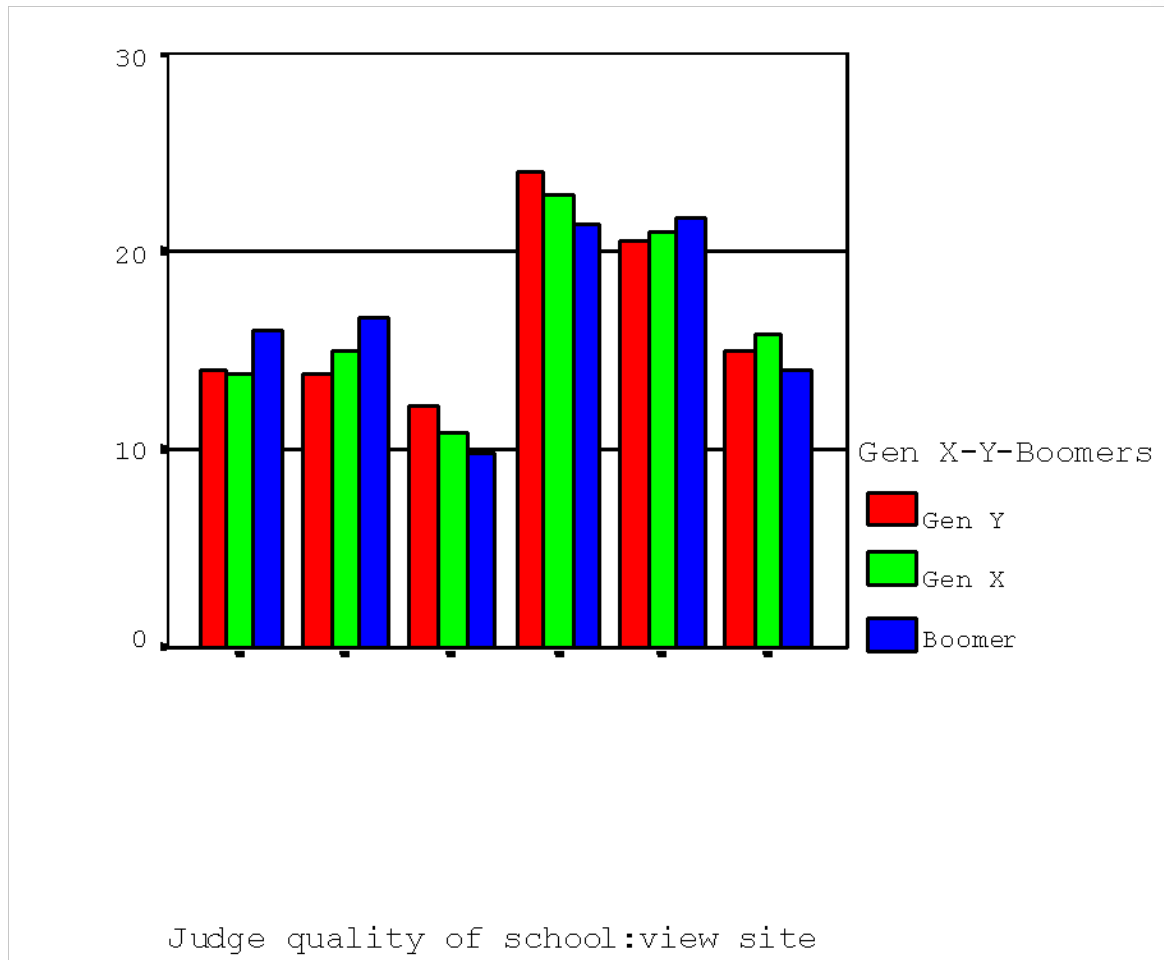
# How Should the Alumni Organization Communicate?

## Nearly Half Will/Won't Apply Based On Your Website

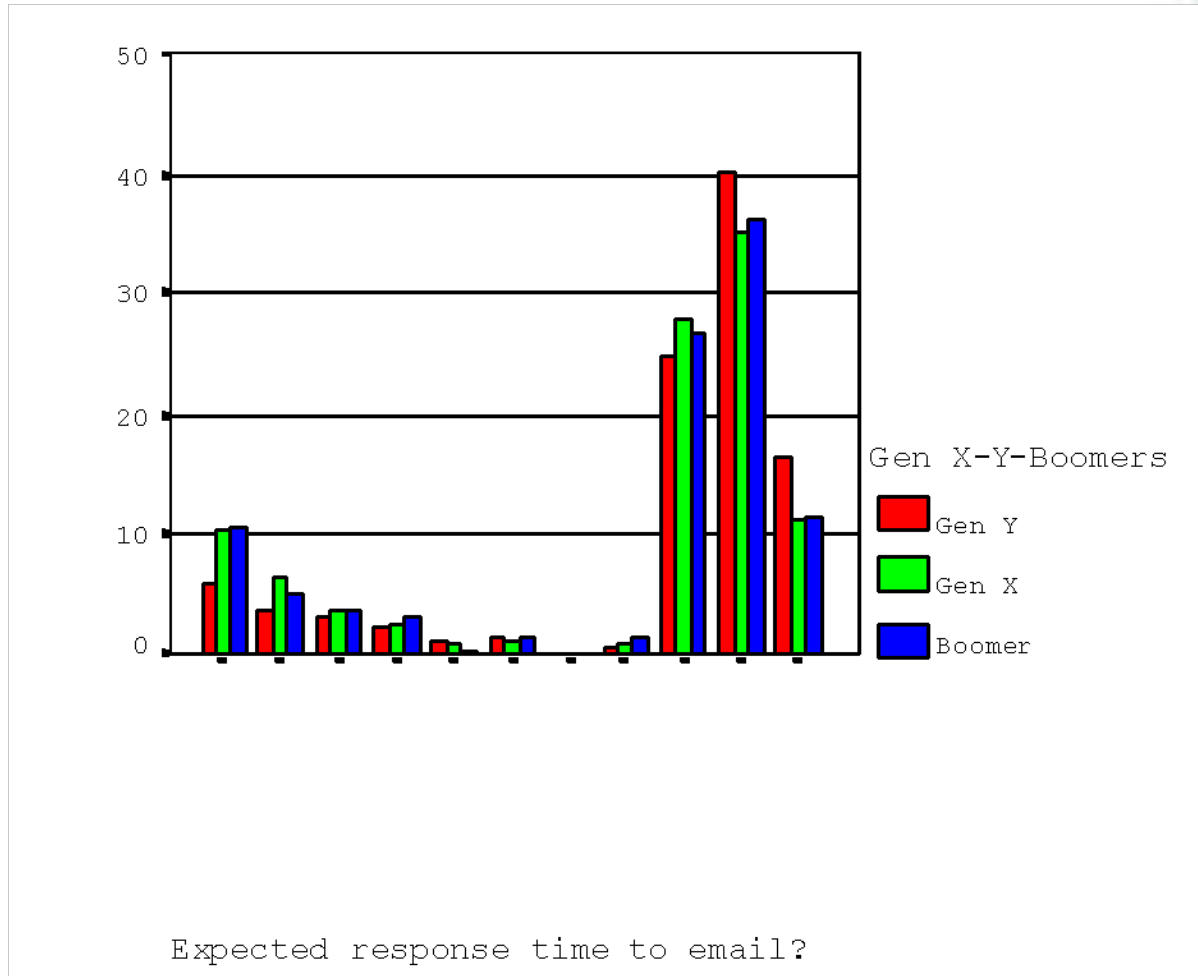


# Judge Quality of School Based On Quality Of Site?

## Nearly 60% Say Yes



# Email Response Rates? Things Have Slowed Down





# Takeaway Findings

- It's time to focus on digital
- Schedules are at the tipping point 50/50  
print versus web
- Television and radio are volatile

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