

**Table 1.6: Does your department handle marketing for graduate education?**

	Yes	No
Entire sample	23.81%	76.19%

**Table 1.7: Does your department handle marketing for graduate education?  
Broken out by public or private status of the college.**

Public or Private Status	Yes	No
Public	35.00%	65.00%
Private	13.64%	86.36%

**Table 1.8: Does your department handle marketing for graduate education?  
Broken out by type of college.**

Type of College	Yes	No
Community or junior college	0.00%	100.00%
4-year college	35.71%	64.29%
MA- or PhD-granting college/Research university	33.33%	66.67%

**Table 1.9: Does your department handle marketing for graduate education?  
Broken out by full-time equivalent student enrollment.**

Enrollment	Yes	No
Less than 2,000	33.33%	66.67%
2,000 to 5,000	20.00%	80.00%
5,000+ to 10,000	16.67%	83.33%
More than 10,000	12.50%	87.50%

**Table 1.10: Does your department handle marketing for graduate education?  
Broken out by the percentage of students that lived within 75 miles of campus  
before attending college.**

Percentage Within 75 Miles	Yes	No
Less than 20%	28.57%	71.43%
20+ to 50%	36.36%	63.64%
50+ to 75%	33.33%	66.67%
More than 75%	0.00%	100.00%

**Table 1.11: Does your department handle marketing for adult or continuing education?**

	Yes	No
Entire sample	35.71%	64.29%

**Table 1.12: Does your department handle marketing for adult or continuing education? Broken out by public or private status of the college.**

Public or Private Status	Yes	No
Public	40.00%	60.00%
Private	31.82%	68.18%

**Table 1.13: Does your department handle marketing for adult or continuing education? Broken out by type of college.**

Type of College	Yes	No
Community or junior college	53.85%	46.15%
4-year college	28.57%	71.43%
MA- or PhD-granting college/Research university	26.67%	73.33%

**Table 1.14: Does your department handle marketing for adult or continuing education? Broken out by full-time equivalent student enrollment.**

Enrollment	Yes	No
Less than 2,000	50.00%	50.00%
2,000 to 5,000	30.00%	70.00%
5,000+ to 10,000	33.33%	66.67%
More than 10,000	12.50%	87.50%

**Table 1.15: Does your department handle marketing for adult or continuing education? Broken out by the percentage of students that lived within 75 miles of campus before attending college.**

Percentage Within 75 Miles	Yes	No
Less than 20%	14.29%	85.71%
20+ to 50%	27.27%	72.73%
50+ to 75%	50.00%	50.00%
More than 75%	45.45%	54.55%

**Table 2.21: In the past year, has the college used keyword purchases on Yahoo! as a promotional vehicle?**

	Yes	No
Entire sample	7.14%	92.86%

**Table 2.22: In the past year, has the college used keyword purchases on Yahoo! as a promotional vehicle? Broken out by public or private status of the college.**

Public or Private Status	Yes	No
Public	10.00%	90.00%
Private	4.55%	95.45%

**Table 2.23: In the past year, has the college used keyword purchases on Yahoo! as a promotional vehicle? Broken out by type of college.**

Type of College	Yes	No
Community or junior college	15.38%	84.62%
4-year college	0.00%	100.00%
MA- or PhD-granting college/Research university	6.67%	93.33%

**Table 2.24: In the past year, has the college used keyword purchases on Yahoo! as a promotional vehicle? Broken out by full-time equivalent student enrollment.**

Enrollment	Yes	No
Less than 2,000	11.11%	88.89%
2,000 to 5,000	10.00%	90.00%
5,000+ to 10,000	0.00%	100.00%
More than 10,000	0.00%	100.00%

**Table 2.25: In the past year, has the college used keyword purchases on Yahoo! as a promotional vehicle? Broken out by the percentage of students that lived within 75 miles of campus before attending college.**

Percentage Within 75 Miles	Yes	No
Less than 20%	0.00%	100.00%
20+ to 50%	0.00%	100.00%
50+ to 75%	8.33%	91.67%
More than 75%	18.18%	81.82%

**Table 2.26: In the past year, has the college used video posts on YouTube as a promotional vehicle?**

	Yes	No
Entire sample	78.57%	21.43%

**Table 2.27: In the past year, has the college used video posts on YouTube as a promotional vehicle? Broken out by public or private status of the college.**

Public or Private Status	Yes	No
Public	80.00%	20.00%
Private	77.27%	22.73%

**Table 2.28: In the past year, has the college used video posts on YouTube as a promotional vehicle? Broken out by type of college.**

Type of College	Yes	No
Community or junior college	61.54%	38.46%
4-year college	85.71%	14.29%
MA- or PhD-granting college/Research university	86.67%	13.33%

**Table 2.29: In the past year, has the college used video posts on YouTube as a promotional vehicle? Broken out by full-time equivalent student enrollment.**

Enrollment	Yes	No
Less than 2,000	72.22%	27.78%
2,000 to 5,000	70.00%	30.00%
5,000+ to 10,000	100.00%	0.00%
More than 10,000	87.50%	12.50%

**Table 2.30: In the past year, has the college used video posts on YouTube as a promotional vehicle? Broken out by the percentage of students that lived within 75 miles of campus before attending college.**

Percentage Within 75 Miles	Yes	No
Less than 20%	100.00%	0.00%
20+ to 50%	81.82%	18.18%
50+ to 75%	75.00%	25.00%
More than 75%	63.64%	36.36%

**Table 6.10: For the purpose of attracting students, how much did the college spend on keyword advertising on Google in the past year?**

	Mean	Median	Minimum	Maximum
Entire sample	\$2,233.33	\$0.00	\$0.00	\$50,000.00

**Table 6.11: For the purpose of attracting students, how much did the college spend on keyword advertising on Google in the past year? Broken out by public or private status of the college.**

Public or Private Status	Mean	Median	Minimum	Maximum
Public	\$820.00	\$0.00	\$0.00	\$10,500.00
Private	\$3,518.18	\$0.00	\$0.00	\$50,000.00

**Table 6.12: For the purpose of attracting students, how much did the college spend on keyword advertising on Google in the past year? Broken out by type of college.**

Type of College	Mean	Median	Minimum	Maximum
Community or junior college	\$2,146.15	\$0.00	\$0.00	\$10,500.00
4-year college	\$3,592.86	\$0.00	\$0.00	\$50,000.00
MA- or PhD-granting college/Research university	\$1,040.00	\$0.00	\$0.00	\$10,000.00

**Table 6.13: For the purpose of attracting students, how much did the college spend on keyword advertising on Google in the past year? Broken out by full-time equivalent student enrollment.**

Enrollment	Mean	Median	Minimum	Maximum
Less than 2,000	\$3,655.56	\$0.00	\$0.00	\$50,000.00
2,000 to 5,000	\$2,700.00	\$300.00	\$0.00	\$10,000.00
5,000+ to 10,000	\$166.67	\$0.00	\$0.00	\$1,000.00
More than 10,000	\$0.00	\$0.00	\$0.00	\$0.00

**Table 6.14: For the purpose of attracting students, how much did the college spend on keyword advertising on Google in the past year? Broken out by the percentage of students that lived within 75 miles of campus before attending college.**

<b>Percentage Within 75 Miles</b>	<b>Mean</b>	<b>Median</b>	<b>Minimum</b>	<b>Maximum</b>
<b>Less than 20%</b>	\$42.86	\$0.00	\$0.00	\$300.00
<b>20+ to 50%</b>	\$0.00	\$0.00	\$0.00	\$0.00
<b>50+ to 75%</b>	\$5,916.67	\$0.00	\$0.00	\$50,000.00
<b>More than 75%</b>	\$1,990.91	\$0.00	\$0.00	\$10,500.00

**Table 7.6: Within the past two years, has the college used an advertising agency for any projects related to student recruitment or retention?**

	Yes	No
Entire sample	18.92%	81.08%

**Table 7.7: Within the past two years, has the college used an advertising agency for any projects related to student recruitment or retention? Broken out by public or private status of the college.**

Public or Private Status	Yes	No
Public	17.65%	82.35%
Private	20.00%	80.00%

**Table 7.8: Within the past two years, has the college used an advertising agency for any projects related to student recruitment or retention? Broken out by type of college.**

Type of College	Yes	No
Community or junior college	23.08%	76.92%
4-year college	8.33%	91.67%
MA- or PhD-granting college/Research university	25.00%	75.00%

**Table 7.9: Within the past two years, has the college used an advertising agency for any projects related to student recruitment or retention? Broken out by full-time equivalent student enrollment.**

Enrollment	Yes	No
Less than 2,000	20.00%	80.00%
2,000 to 5,000	40.00%	60.00%
5,000+ to 10,000	0.00%	100.00%
More than 10,000	0.00%	100.00%

**Table 7.10: Within the past two years, has the college used an advertising agency for any projects related to student recruitment or retention? Broken out by the percentage of students that lived within 75 miles of campus before attending college.**

Percentage Within 75 Miles	Yes	No
Less than 20%	0.00%	100.00%
20+ to 50%	25.00%	75.00%
50+ to 75%	18.18%	81.82%
More than 75%	27.27%	72.73%

**Table 7.11: Within the past two years, has the college used a market research firm for any projects related to student recruitment or retention?**

	Yes	No
Entire sample	18.92%	81.08%

**Table 7.12: Within the past two years, has the college used a market research firm for any projects related to student recruitment or retention? Broken out by public or private status of the college.**

Public or Private Status	Yes	No
Public	29.41%	70.59%
Private	10.00%	90.00%

**Table 7.13: Within the past two years, has the college used a market research firm for any projects related to student recruitment or retention? Broken out by type of college.**

Type of College	Yes	No
Community or junior college	0.00%	100.00%
4-year college	25.00%	75.00%
MA- or PhD-granting college/Research university	33.33%	66.67%

**Table 7.14: Within the past two years, has the college used a market research firm for any projects related to student recruitment or retention? Broken out by full-time equivalent student enrollment.**

Enrollment	Yes	No
Less than 2,000	20.00%	80.00%
2,000 to 5,000	30.00%	70.00%
5,000+ to 10,000	0.00%	100.00%
More than 10,000	16.67%	83.33%

**Table 7.15: Within the past two years, has the college used a market research firm for any projects related to student recruitment or retention? Broken out by the percentage of students that lived within 75 miles of campus before attending college.**

Percentage Within 75 Miles	Yes	No
Less than 20%	16.67%	83.33%
20+ to 50%	12.50%	87.50%
50+ to 75%	36.36%	63.64%
More than 75%	0.00%	100.00%