

**Fort Hays State University
Marketing Advertisement Survey 2000**

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Executive Summary

The University Center for Survey Research conducted a survey of prospective FHSU students for the University's Integrated Marketing Committee on March 14 and 15, 2000. The primary objectives of this survey were to determine:

- ! awareness of FHSU advertising among prospective students
- ! where respondents saw and/or heard FHSU ads
- ! appeal of FHSU ads to respondents
- ! perceived effectiveness of using various media for advertising FHSU
- ! characteristics of FHSU that most appeal to prospective students

Analysis of the 202 respondents shows that:

- ! The single largest percentage (28%) of respondents attended the Hays SRP, followed by the Colby SRP (17%). 15% attended the Wichita SRP, and 13% attended the Salina SRP. Nine percent attended the Great Bend SRP. Eight percent attended the Garden City SRP, and eight percent attended the Dodge City SRP. 56% of the respondents are female.
- ! The majority (81%) of respondents report having seen or heard an advertisement for FHSU.
- ! 35% recall seeing an ad on television. 45% recall hearing an ad on radio, and 38% recall seeing an ad in a newspaper. 67% recall seeing or hearing about FHSU from another source (the most common of these sources include posters at school, friends, and the Internet).
- ! Of those who recall seeing a TV ad (n=58), 74% do not recall the program they were watching when they saw the ad. One respondent recalled seeing the ad during the Rosie O'Donnell Show. Four recalled seeing it on Monday Night Football or during the NFL playoffs. Eleven did not specifically mention either of the above two programs, but did mention seeing an ad elsewhere (the most common of these other responses include "the news" and CBS).
- ! Slightly more than one-fourth (26%) of those who recall seeing a TV ad feel the ad was "very appealing," and 38% feel the ad was "somewhat appealing." Only 3% feel the ad was "somewhat unappealing," and one-third (33%) do not recall how appealing the ad was.
- ! Almost half (47%) indicate that the TV ad helped them to become aware of FHSU.
- ! Of those who recall hearing a radio ad about FHSU (n=74), 66% recall the radio station where they heard the ad. By far the majority (88%) mention 103.3 FM as the source of the radio ad. 107.9 FM, 99.5 FM, 101.9 FM, and 102.5 FM were also mentioned. A follow-up question asked

- respondents if they had heard an ad on any other station. 1400 AM, 107.9 FM, 101.9 FM, 102.5 FM, and 96.9 FM were mentioned.
- ! Almost one-fourth (23%) of those who recall hearing a radio ad feel the ad was “very appealing,” and 36% feel the ad was “somewhat appealing.” Only 1% feel the ad was “somewhat unappealing,” and 40% do not recall how appealing the radio ad was.
 - ! Almost half (52%) indicate that the radio ad helped them to become aware of FHSU.
 - ! Of those who recall seeing a newspaper ad about FHSU (n=62), 60% said they recalled the newspaper where they saw the ad. However, when asked to name the newspaper, only 37 were able to do so. By far the majority (81%) mention the *Hays Daily* as the source of ad. Also mentioned were the *University Leader*, the *Salina Journal*, the *Wichita Eagle*, the *Mulvane News*, and “local clippings.”
 - ! About one-fourth 24% of those who recall seeing a newspaper ad feel the ad was “very appealing,” and 36% feel the ad was “somewhat appealing.” Only 5% feel the ad was “somewhat unappealing,” and 36% do not recall how appealing the newspaper ad was.
 - ! 58% indicate that the newspaper ad helped them become aware of FHSU.
 - ! Respondents were also provided a list of FHSU characteristics and asked to indicate which is the most appealing. The single largest percentage (44%) feel “its small class sizes” is the most appealing characteristic of the university. One fourth feel “its personal attention from instructors” is its most appealing characteristic, while 15% choose “its computerized campus” as the most appealing characteristic. Four percent feel “its safe campus” is the most appealing aspect of FHSU. 12% mentioned some other aspect as the most appealing characteristic of the university (the most common of those include, a combination of the characteristics discussed above, FHSU’s close location to home, and the atmosphere of the college town).
 - ! Respondents were asked whether TV, radio, newspaper, or some other method is the most effective way to reach students. 48% indicated TV, and 24% indicated radio. Only 3% indicated newspaper, and 6% do not know. 20% mentioned some other aspect as the best method to reach students (the most common of those include, mailings, Internet, and the combination TV-radio-newspaper).

Methods

On March 14 and 15, 2000 the University Center for Survey Research of the Docking Institute of Public Affairs conducted a telephone survey of high school students who attended FHSU Scholarship Recognition Programs at various sites in central and western Kansas within the first three months of 2000. The calling list included all students attending SRPs in Wichita, Great Bend, Salina, Colby, Garden City, Dodge City and Hays.

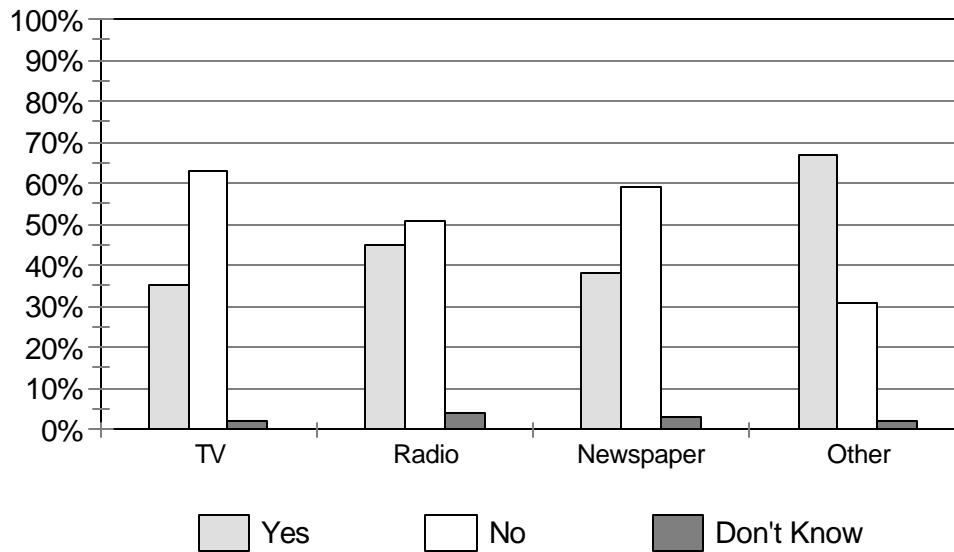
A total 206 students were successfully contacted after up to six call attempts. In 202 of these households, a student agreed to participate in the survey. This represents a response rate of 98%.

Representatives from the University Integrated Marketing Committee and the Docking Institute agreed on the survey items used. It was the responsibility of the Integrated Marketing Committee to identify information areas and objectives of the survey and the responsibility of the Docking Institute to develop survey items that were technically correct and without bias.

Results

Below are results of the survey. First, a graphic illustration compares the percentage of respondents indicating they have seen or heard an FHSU ad on TV, radio, newspaper, or some other source. Following that are frequencies tables for survey items in order of appearance on the survey instrument. Note that percentages reported in the Executive Summary above are generally taken from the column titled "Valid Percent." In a few instances, percentages in the Executive Summary are derived from information appearing in the column titled "Frequency."

Reported FHSU Advertisement Source



q1 If heard FHSU advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	164	81.2	81.2	81.2
	No	38	18.8	18.8	100.0
	Total	202	100.0	100.0	

q2a Saw on tv

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	58	28.7	35.4	35.4
	No	103	51.0	62.8	98.2
	Don't Know	3	1.5	1.8	100.0
	Total	164	81.2	100.0	
Missing	System	38	18.8		
Total		202	100.0		

q2b Heard on radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	36.6	45.1	45.1
	No	84	41.6	51.2	96.3
	Don't Know	6	3.0	3.7	100.0
	Total	164	81.2	100.0	
Missing	System	38	18.8		
Total		202	100.0		

q2c Read in newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	30.7	37.8	37.8
	No	97	48.0	59.1	97.0
	Don't Know	5	2.5	3.0	100.0
	Total	164	81.2	100.0	
Missing	System	38	18.8		
Total		202	100.0		

q2d Other source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	107	53.0	66.9	66.9
	No	50	24.8	31.3	98.1
	Don't Know	3	1.5	1.9	100.0
	Total	160	79.2	100.0	
Missing	System	42	20.8		
Total		202	100.0		

q2e What other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		96	47.5	47.5	47.5
	at school	27	13.4	13.4	60.9
	billboards	1	.5	.5	61.4
	flyers	3	1.5	1.5	62.9
	friends/billboards	1	.5	.5	63.4
	friends/family	24	11.9	11.9	75.2
	friends/internet	1	.5	.5	75.7
	internet	7	3.5	3.5	79.2
	mail and posters	1	.5	.5	79.7
	mail/brochures/pamphlets	24	11.9	11.9	91.6
	pamphlets and booklets	1	.5	.5	92.1
	posters	3	1.5	1.5	93.6
	posters at school	8	4.0	4.0	97.5
	proximity to school	1	.5	.5	98.0
	sporting event	1	.5	.5	98.5
	t-shirts	1	.5	.5	99.0
	university rep.	2	1.0	1.0	100.0
Total		202	100.0	100.0	

q3a Don't recall where TV ad was seen

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	43	21.3	100.0	100.0
Missing System	159	78.7		
Total	202	100.0		

q3b Rosie O'Donnell

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	1	.5	100.0	100.0
Missing System	201	99.5		
Total	202	100.0		

q3c Football

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	4	2.0	100.0	100.0
Missing System	198	98.0		
Total	202	100.0		

q3d What other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	11	5.4	100.0	100.0
Missing System	191	94.6		
Total	202	100.0		

Q3E

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	191	94.6	94.6	94.6
basketball game	1	.5	.5	95.0
CBS	2	1.0	1.0	96.0
during a wrestling program	1	.5	.5	96.5
local channels	1	.5	.5	97.0
NCAA championship	1	.5	.5	97.5
News	3	1.5	1.5	99.0
super bowl	1	.5	.5	99.5
theater	1	.5	.5	100.0
Total	202	100.0	100.0	

q4 Appeal of TV ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very appealing	15	7.4	25.9	25.9
	Somewhat appealing	22	10.9	37.9	63.8
	Somewhat unappealing	2	1.0	3.4	67.2
	Don't recall	19	9.4	32.8	100.0
	Total	58	28.7	100.0	
Missing	System	144	71.3		
Total		202	100.0		

q5 TV ad made aware of FHSU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	27	13.4	46.6	46.6
	No	31	15.3	53.4	100.0
	Total	58	28.7	100.0	
Missing	System	144	71.3		
Total		202	100.0		

q6a Recall radio station heard ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	48	23.8	65.8	65.8
	No	25	12.4	34.2	100.0
	Total	73	36.1	100.0	
Missing	System	129	63.9		
Total		202	100.0		

q6b What station

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		154	76.2	76.2	76.2
	101.9	1	.5	.5	76.7
	102.5	1	.5	.5	77.2
	103.3	42	20.8	20.8	98.0
	107.9	2	1.0	1.0	99.0
	99.5	2	1.0	1.0	100.0
	Total	202	100.0	100.0	

q6c Other stations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	5.4	23.4	23.4
	No	36	17.8	76.6	100.0
	Total	47	23.3	100.0	
Missing	System	155	76.7		
Total		202	100.0		

q6d What other stations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		192	95.0	95.0	95.0
	101.9	2	1.0	1.0	96.0
	102.5	1	.5	.5	96.5
	107.9	3	1.5	1.5	98.0
	1400	2	1.0	1.0	99.0
	96.9	1	.5	.5	99.5
	dk	1	.5	.5	100.0
	Total	202	100.0	100.0	

q6e Appeal of radio ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very appealing	17	8.4	23.3	23.3
	Somewhat appealing	26	12.9	35.6	58.9
	Somewhat unappealing	1	.5	1.4	60.3
	Don't recall	29	14.4	39.7	100.0
	Total	73	36.1	100.0	
Missing	System	129	63.9		
Total		202	100.0		

q6f Radio ad made aware of FHSU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	38	18.8	52.1	52.1
	No	35	17.3	47.9	100.0
	Total	73	36.1	100.0	
Missing	System	129	63.9		
Total		202	100.0		

q7a Recall newspaper read ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	18.3	59.7	59.7
	No	25	12.4	40.3	100.0
	Total	62	30.7	100.0	
Missing	System	140	69.3		
Total		202	100.0		

q7b What newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		165	81.7	81.7	81.7
	Hays Daily	30	14.9	14.9	96.5
	local clippings	1	.5	.5	97.0
	Mulvane News	1	.5	.5	97.5
	Salina Journal	2	1.0	1.0	98.5
	University Leader	2	1.0	1.0	99.5
	Wichita Eagle	1	.5	.5	100.0
	Total	202	100.0	100.0	

q7c Appeal of newspaper ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very appealing	15	7.4	24.2	24.2
	Somewhat appealing	22	10.9	35.5	59.7
	Somewhat unappealing	3	1.5	4.8	64.5
	Don't recall	22	10.9	35.5	100.0
	Total	62	30.7	100.0	
Missing	System	140	69.3		
Total		202	100.0		

q7d Newspaper made aware of FHSU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	17.8	58.1	58.1
	No	26	12.9	41.9	100.0
	Total	62	30.7	100.0	
Missing	System	140	69.3		
Total		202	100.0		

q7c Most appealing feature of FHSU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Its computerized campus	30	14.9	14.9	14.9
	Its safe campus	8	4.0	4.0	18.9
	Its small class sizes	88	43.6	43.8	62.7
	Its personal attention from instructors	51	25.2	25.4	88.1
	Other	24	11.9	11.9	100.0
	Total	201	99.5	100.0	
Missing	System	1	.5		
Total		202	100.0		

q7f What other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		178	88.1	88.1	88.1
	Art program	2	1.0	1.0	89.1
	Atmosphere of town/college	3	1.5	1.5	90.6
	coaches	1	.5	.5	91.1
	Combination of characteristics	7	3.5	3.5	94.6
	friendly	1	.5	.5	95.0
	good things about museum	1	.5	.5	95.5
	interest in palentology	1	.5	.5	96.0
	Library	1	.5	.5	96.5
	Location close to home	6	3.0	3.0	99.5
	technology/not the dorms	1	.5	.5	100.0
	Total	202	100.0	100.0	

q8a Most effective media to reach students

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TV	97	48.0	48.3	48.3
Radio	48	23.8	23.9	72.1
Newspaper	5	2.5	2.5	74.6
Other	40	19.8	19.9	94.5
Don't Know	11	5.4	5.5	100.0
Total	201	99.5	100.0	
Missing System	1	.5		
Total	202	100.0		

q8b What other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	162	80.2	80.2	80.2
Banquets and college days	1	.5	.5	80.7
Combination of all media contact students	6	3.0	3.0	83.7
friend or acquaintance	1	.5	.5	84.2
high school visits	5	2.5	2.5	86.6
Internet information	1	.5	.5	87.1
magazines	9	4.5	4.5	91.6
mailings	1	.5	.5	92.1
school	10	5.0	5.0	97.0
telephone	3	1.5	1.5	98.5
Through schools and Conselors	2	1.0	1.0	99.5
Total	1	.5	.5	100.0
Total	202	100.0	100.0	

q9 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	88	43.6	43.6	43.6
Female	114	56.4	56.4	100.0
Total	202	100.0	100.0	

q15 SRP number

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Wichita	30	14.9	14.9	14.9
Great Bend	18	8.9	8.9	23.8
Salina	27	13.4	13.4	37.1
Colby	35	17.3	17.3	54.5
Garden City	17	8.4	8.4	62.9
Dodge City	17	8.4	8.4	71.3
Hays	58	28.7	28.7	100.0
Total	202	100.0	100.0	

Appendix

Survey of SRP Students

Hello, my name is -----, I'm calling from Fort Hays State University, may I speak with FIRST NAME OF RECIPIENT.

[WHEN CONNECTED WITH RECIPIENT]

Hello, my name is-----. I want to thank you for attending a recent Student Recognition Program sponsored by Fort Hays State University. We look forward to having you on campus in the future. I was wondering if you might take a minute to answer a few questions about Fort Hays State University.

Have you ever seen or heard any advertisements for Fort Hays State University? [Q1]

1. Yes
2. No

[SKIP IF Q1 = 2]

Was the advertisement

[1 YES 2 NO 8 DON'T KNOW]

on TV [Q2A]

on the Radio [Q2B]

in the Newspaper [Q2C]

from some other source [Q2D]

[SKIP IF Q1 = 2.OR.Q2D.NOT=1]

What other? _____ [Q2E]

[SKIP IF Q1= 2.OR.Q2A. NOT=1]

Do you recall which TV programs you were watching when you saw the advertisement for Fort Hays State?

[RECORD A '1' FOR ALL CHOICES THE RESPONDENT MENTIONS--**DO NOT PROMPT THE RESPONDENT** TOWARD ANY CHOICES]

No, Don't recall [Q3A]

Yes, Rosie O'Donnell Show [Q3B] [SKIP IF Q3A=1]

Yes, Monday Night Football or NFL Playoffs [Q3C] [SKIP IF Q3A=1]

Yes, Other _____ [Q3D] [SKIP IF Q3A=1]

[SKIP IF Q1= 2.OR.Q2A. NOT=1.OR.Q3D.NOT=1.OR. Q3A=1]]

What other source? _____ [Q3E]

[SKIP IF Q1= 2.OR.Q2A. NOT=1]

Would you say the TV ad you saw for Fort Hays State was very appealing, somewhat appealing, somewhat unappealing or very unappealing or you don't recall? [Q4]

- 1 VERY APPEALING
- 2 SOMEWHAT APPEALING
- 3 SOMEWHAT UNAPPEALING
- 4 VERY UNAPPEALING
- 9 DON'T RECALL

[SKIP IF Q1= 2.OR.Q2A. NOT=1]

Did these TV ads help you to become aware of Fort Hays State? [Q5]

- 1 YES
- 2 NO
- 9 DON'T KNOW

[SKIP IF Q1=2.OR.Q2B.NOT=1]

Do you recall which radio station you were listening to when you heard the advertisement for Fort Hays State? [Q6A]

- 1 YES
- 2 NO

[SKIP IF Q1=2.OR.Q2B.NOT=1.OR.SKIP IF Q6A<1]

[What was the station? _____ [Q6B]

[SKIP IF Q1=2.OR.Q2B.NOT=1.OR.Q6A<1]

Did you hear an advertisement for Fort Hays State on any other radio stations? [Q6C]

- 1 YES
- 2 NO

[SKIP IF Q1=2.OR.Q2B.NOT=1.OR.SKIP IF Q6A<1.OR.Q6C<1]

[What was the station? _____ _[Q6D]

[SKIP IF Q1= 2.OR.Q2B.NOT=1]

Would you say the radio ad you heard for Fort Hays was very appealing, somewhat appealing, somewhat unappealing or very unappealing or you don't recall? [Q6E]

- 1 VERY APPEALING

- 2 SOMEWHAT APPEALING
- 3 SOMEWHAT UNAPPEALING
- 4 VERY UNAPPEALING
- 9 DON'T RECALL

[SKIP IF Q1= 2.OR.Q2B.NOT=1]

Did these radio ads help you to become aware of Fort Hays State? [Q6F]

- 1 YES
- 2 NO

[SKIP IF Q1= 2.OR.Q2C.NOT=1]

Do you recall which Newspaper you were reading when you saw the advertisement for Fort Hays State? [Q7A]

- 1 YES
- 2 NO

[SKIP IF Q1=2.OR.Q2C.NOT=1.OR.SKIP IF Q7A<1]

[What was the paper? _____][Q7B]

[SKIP IF Q1= 2.OR.Q2C.NOT=1]

Would you say the newspaper ad you read for Fort Hays was very appealing, somewhat appealing, somewhat unappealing or very unappealing or you don't recall? [Q7C]

- 1 VERY APPEALING
- 2 SOMEWHAT APPEALING
- 3 SOMEWHAT UNAPPEALING
- 4 VERY UNAPPEALING
- 9 DON'T RECALL

[SKIP IF Q1= 2.OR.Q2C.NOT=1]

Did these newspaper ads help you to become aware of Fort Hays State? [Q7D]

- 1 YES
- 2 NO

Which of the following is most appealing to you about Fort Hays State University? [Q7E]

- 1 Its computerized campus
- 2 Its safe campus
- 3 Its small class sizes
- 4 Its personal attention from instructors
- 5 Other

[SKIP IF Q7E.NOT=5]

What is it? _____ [Q7F]

Is TV, radio, newspaper, or some other method the most effective way to reach students like yourself? [Q8A]

- 1 TV
- 2 RADIO
- 3 NEWSPAPER
- 4 OTHER
- 9 DON'T KNOW

What? _____ [Q8B]

Thank you very much for your time, and we look forward to seeing you at Fort Hays State. [HANG UP]

Was the respondent [Q9]

- 1 MALE
- 2 FEMALE

Respondent's prefix [Q10]

suffix [Q11]

Survey station number [Q12]

Day survey completed. [Q13]

Interviewer # [Q14]

SRP # [Q15]