

Marketing

**Student Survey
Spring 2003**

How did you hear about JJC-Choose up to 3

Response	Count	Percent
General Awareness	214	31.1%
Friend/Relative	184	26.7%
HS Counselor	85	12.3%
Other	36	5.2%
JJC Publications	31	4.5%
Cable TV	27	3.9%
Newspaper	21	3.0%
College Recruiter	21	3.0%
Web Search	19	2.8%
College Fair	17	2.5%
JJC Web Page	10	1.5%
Billboard	9	1.3%
Radio	8	1.2%
Theatre	7	1.0%
Total	689	100.0%

Network - Choose up to 3

Response	Count	Percent
Other	138	16.6%
DISCOVERY	134	16.1%
MTV	125	15.0%
ESPN	113	13.6%
TLC	84	10.1%
FOX	73	8.8%
USA Network	56	6.7%
BET	41	4.9%
VH-1	29	3.5%
NICKELODEON	27	3.2%
TNN	11	1.3%
Total	831	100.0%

Response	Count	Percent
Other	175	21.5%
96.3 FM	112	13.8%
101.1 FM	104	12.8%
103.5 FM	91	11.2%
94.7 FM	86	10.6%
101.9 FM	52	6.4%
98.3 FM	41	5.0%
93.5 FM	40	4.9%
100.7 FM	29	3.6%
780 AM	26	3.2%
92.7 FM	19	2.3%
105.5 FM	18	2.2%
1340 AM	13	1.6%
670 AM	8	1.0%
Total	814	100.0%

Response	Count
96.7	31
99.9	14
107.5	13
92.3	12
NA	11
890	10
99.5	7
97.9	6
107.5	5
93.1	5
98.7	5
104.3	4
92.3	4
105.1	3
100.7	3
104.7	3
93.9	3
95.5	4
97.1	3
1000	2
103.5	2
105.7	2
95.9	2
102.3	2
NPR	2
89.1	1
100.3	1
102.1	1
105.9	1
93.1	1
88.7	1
93.5	1
106.3	1
106.9	1
107.9	1
1080	1
91.5	1
91.9	1
92.5	1
92.9	1
97.7	1
XFM	1

Response	Count	Percent
Yes, own PC	353	77.4%
Work PC	23	5.0%
Other Location PC	36	7.9%
No	44	9.6%
Total	456	100.0%

Response	Count	Percent
Home	349	84.5%
Work	18	4.4%
JJC	30	7.3%
Other	16	3.9%
Total	413	100.0%

Response	Count	Percent
Day	249	55.0%
Evening	142	31.3%
Both	56	12.4%
Weekend	6	1.3%
Total	453	100.0%

Response	Count	Percent
Yes	420	92.9%
No	32	7.1%
Total	452	100.0%