



# **Media Survey Summary 2000 - 2008**

**Office of Institutional Effectiveness  
April 2009**



## Media Survey Summary 2000 - 2008

### *Summary of the Media section of the Student Services Survey*

The biannual Student Services Survey was first administered to a stratified random sample of Del Mar College students during the Spring 2000 semester. A Media Survey designed by the College Relations Office was included. A total of 2,431 surveys (330 surveys in 2000, 396 surveys in 2002, 483 surveys in 2004, 479 surveys in 2006, and 743 surveys in 2008) were analyzed. Survey questions changed from year to year, and the total number of responses varies from question to question. However, all efforts were made to combine all data available to analyze trends and provide the College with information needed to inform decisions regarding the allocation of media and marketing resources. Student demographic information collected from the Student Services Survey was analyzed to determine if there was any significant change in the student population that may have affected the media choices during this period. Please note that some questions have multiple-choice answers, and adding percent values for each answer will result in a total percent greater than 100.

#### **Where Students Seek Information about Programs, Courses and Registration**

There was a significant shift in the last few years in the sources students utilize for obtaining information on programs, courses, and registration. Only one out of five students identified the Del Mar College website in 2000 as their primary source of information, while two out of three students indicated the College website as their primary source in 2008. As the use of the Internet has steadily increased, the use of printed materials as the source of information on programs, courses, and registration has declined. While over half of the students were using the printed class schedule as their source of information in 2000, only one out of four students was using it starting in 2006. Use of the College Catalog as a source of information also declined from 61 percent in 2000 to 42 percent in 2008. However, there was little significant difference in the number of students seeking information from advisers (23%-28%) or counselors (17%-26%) during this time period.

College recruiters have been consistently the least sought-out source of information on programs, courses, and registration, with the highest number of students utilizing recruiters not exceeding three percent. Radio, TV, and newspaper were also not the most used sources of information, with only two to ten percent of students using them for this purpose since academic year 1999-2000.

More extensive offerings of courses for high school students on campus (Dual Credit and the Collegiate High School) increased the number of students seeking information about College programs, courses, and registration from high school counselors, from less than two percent in 2000 to over eight percent in 2008.

The most searched-for types of information on the College website during this time period were admissions/registration (57%-74%), catalog/class schedule (49%-64%), and financial aid/scholarships (42%-46%). The least searched-for types of information were career planning and placement (11%-15%), campus maps (10%-17%), and the employee directory (11%-16%).

### **Del Mar College Advertising**

Prior to each registration period for spring, summer and fall, approximately 80,000 inserts are placed in each issue of the Corpus Christi *Caller-Times*, and approximately 130,000 postcards are mailed to every residence in Nueces County, providing information on registration dates, websites and procedures. Although since 2005 Credit Class Schedules are no longer mailed, they are still printed and made available on campus, and class schedule information is continuously updated on the College's website.

In addition, promotional advertising is placed in the *Caller-Times*, other area newspapers, on the Web with Caller.com, and on local television and radio stations.

Between 42 and 52 percent of survey respondents said they have seen a Del Mar College ad, insert, or special section in the newspaper. Of the twelve newspapers listed on the survey, nine out of ten students indicated that they read the *Caller-Times*.

Most students (83%-89%) indicated that they had seen a College ad on television. The television stations mentioned most often as the source of the ad include KIII Channel 3/5 (58%-70%), KRIS Channel 6/7 (42%-53%), KDF/FOX Channel 47/13 (13%-22%), and KZTV Channel 10/12 (13%-25%).

Students are less likely to hear a College advertisement on the radio than they are to see an ad on television, although over half (51%-59%) of students indicated that they heard a College radio ad.

Due to a change from multiple-choice to a single-choice answer, it was not possible to combine results for the entire nine-year period. Analyzing the data for the years when the radio format was disaggregated to the radio station level, it is important to note the significant differences in the popularity of stations within the same format (i.e., *The Beach* being more popular than *The Octopus*) and even the same station changed widely in popularity from year to year (i.e., *La Mejor* went from 39% to 4% to 18%).

Due to such inconsistencies, it was difficult to predict which radio station will be the most listened to, so the radio preference question was revised in 2006 to include only the music format and not the individual station. Rock Alternative was the most popular radio format in 2006 and 2008 with over one-third (37%) of students listening to it. Country music was more popular in 2006 (32%) than in 2008 (23%), while the popularity of Contemporary Hits remained the same (23%). Students listen to AM radio stations the least, with fewer than two percent indicating a preference for it in 2008.

## **Can Del Mar College Deliver Students' Dreams?**

Del Mar College began a new marketing campaign using the slogan *What's Your Dream?* in the fall of 2000. Starting in Spring 2002, students were asked to identify the message or tagline for the College's marketing campaign, and even though fewer than half (44%-49%) of the students answered that question each year, of those who responded most were able to correctly answer *What's Your Dream?* It is important to note a significant improvement in the accuracy of the answer each year. Only 72 percent correctly named the slogan and 19 percent only mentioned the word "dream" in their answer in 2002, while answers in 2008 were 84 percent and seven percent, respectively. More students indicated that Del Mar can deliver their dreams in 2008 (94%) than in 2002 (79%), when this question was first included on the Media Survey.

## **Student Demographics**

During the last nine years, students' current educational goals to obtain an associate's degree and to transfer to a four-year institution remained consistent, between 40 and 45 percent. The majority of students are between the ages of 19 and 35. The ratio of male to female students also stayed consistent at around 40 percent males and 60 percent females during the last nine years. Over half of the students consistently have identified themselves as Hispanic, and the numbers of Black and Asian students remained stable, ranging from two to three percent during this time period. Although there was no change over the last nine years in the proportion of students who have no children (over 60 percent), there has been a significant increase in the number of single students—from 69 percent in 2000 to 79 percent in 2004 to 92 percent in 2008. It is also important to note the trend of an increasing number of students having both parents who attended college, from 18 percent in 2002 to 25 percent in 2008, and a corresponding decrease in the number of "first-generation" students from 54 percent in 2002 to 44 percent in 2008.

## **Summary**

The primary sources of information about Del Mar College programs, courses, and registration that students use are the Del Mar College website, the College Catalog, and the Class Schedule. There has been a shift toward more extensive use of the College website. TV and radio ads also reach the vast majority of students. Analysis of student demographics did not reveal any significant changes in student population during the last nine years that would affect marketing targeted to any particular age group, gender, or ethnic group, so there is no evidence indicating the need for significant changes in the College's marketing strategy. Overall, the *What's Your Dream?* campaign has reached prospective and continuing students, with nearly all students responding that Del Mar College can indeed help them realize their dreams.

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What is your current educational goal?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Associate Degree	120	39.9%	167	44.8%	198	43.8%	189	43.6%	305	45.0%
Technical Program	9	3.0%	7	1.9%	19	4.2%	17	3.9%	11	1.6%
Transfer to a 4-year institution	134	44.5%	139	37.3%	177	39.2%	179	41.3%	285	42.0%
Certification initial or renewal	12	4.0%	22	5.9%	28	6.2%	25	5.8%	33	4.9%
Self-improvement/pleasure	12	4.0%	12	3.2%	10	2.2%	4	0.9%	11	1.6%
Job-related training	6	2.0%	10	2.7%	6	1.3%	7	1.6%	8	1.2%
Other	8	2.7%	16	4.2%	14	3.1%	12	2.8%	25	3.7%
<b>TOTAL</b>	<b>301</b>	<b>100.0%</b>	<b>373</b>	<b>100.0%</b>	<b>452</b>	<b>100.0%</b>	<b>433</b>	<b>100.0%</b>	<b>678</b>	<b>100.0%</b>

Most of my classes are...	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Day	206	69.4%	283	76.4%	359	79.8%	270	63.5%	495	72.2%
Evening	91	30.6%	81	21.8%	65	14.4%	134	31.5%	110	16.0%
Weekend	--	--	--	--	1	0.2%	1	0.2%	1	0.1%
Distance Learning/ Tele-course/ Internet/ Interactive video	--	--	5	1.3%	17	3.8%	17	4.0%	71	10.3%
Non-Credit	--	--	2	0.5%	2	0.4%	1	0.2%	3	0.4%
Off Campus	--	--	--	--	6	1.3%	2	0.5%	6	0.9%
<b>TOTAL</b>	<b>297</b>	<b>100.0%</b>	<b>371</b>	<b>100.0%</b>	<b>450</b>	<b>100.0%</b>	<b>425</b>	<b>100.0%</b>	<b>686</b>	<b>100.0%</b>

On which campus do you take classes?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
East Campus	288	94.7%	331	85.3%	373	73.3%	369	74.6%	397	62.7%
West Campus	38	12.5%	179	46.1%	97	19.1%	97	19.6%	162	25.6%
Distance Learning	7	2.3%	128	33.0%	39	7.7%	29	5.9%	74	11.7%
<b>TOTAL</b>	<b>304</b>	<b>100.0%</b>	<b>--</b>	<b>--</b>	<b>509</b>	<b>100.0%</b>	<b>495</b>	<b>100.0%</b>	<b>633</b>	<b>100.0%</b>
Duplicated Responses:	--	--	638	--	--	--	--	--	--	--
Unduplicated Responses:	--	--	388	--	--	--	--	--	--	--

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If you are preparing to transfer to a four-year institution, which one would you most likely attend?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Texas A&M - Corpus Christi			165	54.5%	216	58.7%	218	60.6%	298	53.7%
Texas A&M - Kingsville			37	12.2%	34	9.2%	32	8.9%	50	9.0%
Texas A&M - College Station			12	4.0%	7	1.9%	5	1.4%	13	2.3%
University of Texas - Austin			11	3.6%	28	7.6%	22	6.1%	40	7.2%
Texas State University			6	2.0%	12	3.3%	10	2.8%	18	3.2%
University of Texas - San Antonio			25	8.3%	24	6.5%	26	7.2%	36	6.5%
Other			47	15.4%	47	12.8%	47	13.1%	100	18.0%
<b>TOTAL</b>			<b>303</b>	<b>100.0%</b>	<b>368</b>	<b>100.0%</b>	<b>360</b>	<b>100.0%</b>	<b>555</b>	<b>100.0%</b>

What is your age group?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Under 19			17	4.5%	34	7.4%	27	6.0%	44	6.6%
19 - 20			98	25.7%	126	27.3%	106	23.5%	194	29.1%
21 - 23			84	22.0%	108	23.4%	89	19.7%	150	22.5%
24 - 29			84	22.0%	78	16.9%	92	20.4%	141	21.1%
30 - 35			37	9.7%	42	9.1%	55	12.2%	76	11.4%
Over 35			62	16.1%	73	15.8%	83	18.4%	62	9.3%
<b>TOTAL</b>			<b>382</b>	<b>100.0%</b>	<b>461</b>	<b>100.0%</b>	<b>452</b>	<b>100.0%</b>	<b>667</b>	<b>100.0%</b>

Did either of your parents attend college?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
No-neither			200	53.6%	233	51.4%	208	47.0%	301	44.3%
Yes-father			45	12.1%	70	15.5%	53	12.0%	90	13.3%
Yes-mother			60	16.1%	52	11.5%	73	16.5%	116	17.1%
Yes-both			68	18.2%	98	21.6%	109	24.6%	172	25.3%
<b>TOTAL</b>			<b>373</b>	<b>100.0%</b>	<b>453</b>	<b>100.0%</b>	<b>443</b>	<b>100.0%</b>	<b>679</b>	<b>100.0%</b>

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Have you taken courses at other colleges/universities?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Yes	89	29.6%	126	33.5%	139	31.3%	153	35.2%	231	35.9%
No	212	70.4%	250	66.5%	305	68.7%	282	64.8%	413	64.1%
<b>TOTAL</b>	<b>301</b>	<b>100.0%</b>	<b>376</b>	<b>100.0%</b>	<b>444</b>	<b>100.0%</b>	<b>435</b>	<b>100.0%</b>	<b>644</b>	<b>100.0%</b>

Are you currently employed?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
No	69	23.0%	118	31.3%	147	32.4%	111	24.9%	215	31.3%
Full-time off-campus	128	42.7%	136	36.1%	139	30.6%	185	41.5%	219	31.8%
Full-time on-campus	2	0.7%	2	0.5%	4	0.9%	10	2.2%	8	1.2%
Part-time off-campus	88	29.3%	107	28.4%	141	31.1%	122	27.4%	211	30.7%
Part-time on-campus	12	4.0%	10	2.7%	21	4.6%	13	2.9%	20	2.9%
Both on and off Campus	1	0.3%	4	1.0%	2	0.4%	5	1.1%	15	2.2%
<b>TOTAL</b>	<b>300</b>	<b>100.0%</b>	<b>377</b>	<b>100.0%</b>	<b>454</b>	<b>100.0%</b>	<b>446</b>	<b>100.0%</b>	<b>688</b>	<b>100.0%</b>

What is your gender?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Male	127	41.6%	182	48.0%	105	32.3%	178	40.5%	235	37.8%
Female	178	58.4%	197	52.0%	325	75.6%	262	59.5%	386	62.2%
<b>TOTAL</b>	<b>305</b>	<b>100.0%</b>	<b>379</b>	<b>100.0%</b>	<b>430</b>	<b>100.0%</b>	<b>440</b>	<b>100.0%</b>	<b>621</b>	<b>100.0%</b>

What is your racial/ethnic identification?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
White-Non-Hispanic	122	40.9%	119	32.2%	157	34.8%	141	31.5%	251	36.9%
Black-Non-Hispanic	5	1.7%	11	3.0%	13	2.9%	14	3.1%	21	3.1%
Hispanic	151	50.7%	215	58.3%	248	55.0%	263	58.8%	361	53.1%
Asian / Pacific islander	9	3.0%	7	1.9%	16	3.5%	17	3.8%	19	2.8%
American Indian / Alaskan Native	1	0.3%	2	0.5%	1	0.2%	2	0.4%	5	0.7%
Other	10	3.4%	15	4.1%	16	3.5%	10	2.2%	23	3.4%
<b>TOTAL</b>	<b>298</b>	<b>100.0%</b>	<b>369</b>	<b>100.0%</b>	<b>451</b>	<b>100.0%</b>	<b>447</b>	<b>100.0%</b>	<b>680</b>	<b>100.0%</b>

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What is your marital status?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Single (includes: never married, divorced, separated, or widowed)	208	68.9%	265	72.2%	346	78.8%	311	72.3%	538	91.7%
Married	94	31.1%	102	27.8%	93	21.2%	119	27.7%	49	8.3%
<b>TOTAL</b>	<b>302</b>	<b>100.0%</b>	<b>367</b>	<b>100.0%</b>	<b>439</b>	<b>100.0%</b>	<b>430</b>	<b>100.0%</b>	<b>587</b>	<b>100.0%</b>

Do you have children under 18 years of age living with you?	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
No	196	64.3%	246	64.4%	306	61.4%	290	62.2%	427	62.0%
Yes-preschool aged	59	19.3%	69	18.1%	71	14.4%	77	16.9%	105	15.2%
Yes-elementary school aged	46	15.1%	61	16.0%	61	12.2%	70	15.4%	96	13.9%
Yes-middle or high school aged	38	12.5%	46	12.0%	60	12.0%	64	14.0%	61	8.9%
<b>TOTAL</b>	<b>305</b>	<b>100.0%</b>	<b>--</b>	<b>--</b>	<b>498</b>	<b>100.0%</b>	<b>--</b>	<b>--</b>	<b>689</b>	<b>100.0%</b>
<b>Duplicated Responses:</b>	--	--	<b>422</b>	--	--	--	<b>501</b>	--	--	--
<b>Unduplicated Responses:</b>	--	--	<b>382</b>	--	--	--	--	--	--	--

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	2000		2002		2004		2006		2008	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Have you received a Del Mar College postcard?							39.6%	60.4%	48.1%	51.9%
Have you received a Del Mar College schedule in the mail?	81.4%	18.6%	77.9%	22.1%	77.2%	22.8%				
Have you seen a Del Mar College ad, insert, or special section in the newspaper?	52.3%	47.7%	49.6%	50.4%	51.7%	48.3%	42.0%	58.0%	43.1%	56.9%
Have you seen a Del Mar College ad on television?	89.2%	10.8%	86.2%	13.8%	89.3%	10.7%	87.1%	12.9%	82.6%	17.4%
Have you heard a Del Mar College ad on radio?	56.7%	43.3%	58.9%	41.1%	55.7%	44.3%	51.1%	48.9%	51.3%	48.7%
Can Del Mar College help you achieve your dreams?			79.2%	20.8%	74.7%	25.3%	95.1%	4.9%	93.6%	6.4%

**What is the message or slogan for Del Mar College?**

	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Don't know/No response			203	51.3	263	54.5	245	55.1	418	56.3
Provided responses			193	48.7	220	45.5	200	44.9	325	43.7
<i>Of those responses:</i>										
<i>What's your dream?</i>			138	71.5	166	75.5	174	87.0	274	84.3
<i>Mentions the word "dream."</i>			37	19.2	39	17.7	38	19.0	24	7.4
<i>Other responses</i>			18	9.3	15	6.8	34	17.0	28	8.6
<b>Total</b>			<b>396</b>	<b>100.0</b>	<b>483</b>	<b>100.0</b>	<b>445</b>	<b>100.0</b>	<b>743</b>	<b>100.0</b>

**Del Mar College Media Survey  
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**Where do you seek information about DMC programs, courses and registration?**

	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Class Schedule	169	56.0	177	45.9	148	33.8	112	25.7	186	27.2
Radio	16	5.3	21	5.4	5	1.1	21	4.8	15	2.2
TV	31	10.3	26	6.7	21	4.8	41	9.4	37	5.4
Newspaper	18	6.0	21	5.4	14	3.2	24	5.5	39	5.7
Advisor	78	25.8	87	22.5	113	25.8	120	27.6	185	27.0
DMC Counselor	60	19.5	87	22.5	115	26.3	73	16.8	114	16.6
High School Counselor	5	1.7	15	3.9	31	7.1	27	6.2	56	8.2
DMC Recruiter	1	0.3	7	1.8	6	1.4	4	0.9	19	2.8
Catalog	183	60.6	199	51.6	219	50.0	205	47.1	287	41.9
DMC Website	60	19.9	143	37.0	178	40.6	254	58.4	425	62.0
Other	20	6.6	40	10.4	24	5.5	42	9.7	76	11.1
<b>Total</b>	<b>302</b>	<b>100.0</b>	<b>386</b>	<b>100.0</b>	<b>438</b>	<b>100.0</b>	<b>435</b>	<b>100.0</b>	<b>685</b>	<b>100.0</b>

**Which types of information have you visited the website to find?**

	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Admissions/Registrar					295	73.6	222	57.5	370	57.0
Campus Maps					58	14.5	39	10.1	107	16.5
Campus News/Events					62	15.5	63	16.3	149	23.0
Career Planning/Job Placement					60	15.0	43	11.1	74	11.4
Catalog/Class Schedule					198	49.4	245	63.5	399	61.5
Degrees/Programs					159	39.7	138	35.8	236	36.4
Employee Directory					62	15.5	41	10.6	89	13.7
Financial Aid/Scholarships					185	46.1	163	42.2	283	43.6
On-line Courses					105	26.2	109	28.2	223	34.4
Testing/Assessment					48	12.0	55	14.2	96	14.8
Other					39	9.7	46	11.9	97	14.9
<b>Total</b>					<b>401</b>	<b>100.0</b>	<b>386</b>	<b>100.0</b>	<b>649</b>	<b>100.0</b>

**Del Mar College Media Survey  
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**What paper did you see the Del Mar College ad in?**

	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Corpus Christi Caller Times							172	96.1	293	94.2
Aransas Pass Progress/ Ingleside Index							5	2.8	4	1.3
San Patricio County News							2	1.1	7	2.3
Taft Tribune							4	2.2	4	1.3
Mathis News							2	1.1	4	1.3
Portland News							1	0.6	6	1.9
Odem-Edroy Times							0	0.0	4	1.3
Nueces County Record Star							5	2.8	8	2.6
Rockport Pilot							1	0.6	1	0.3
Adsack							10	5.6	13	4.2
Coastal Bend Herald							1	0.6	5	1.6
South Texas Informer							0	0.0	4	1.3
<b>Total</b>							<b>179</b>	<b>100.0</b>	<b>311</b>	<b>100.0</b>

**On which TV station(s) did you see the Del Mar College ad?**

	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
KIII (3/5)	166	70.3	203	67.0	221	64.6	214	65.2	271	58.0
KRIS (6/7)	118	50.0	147	48.5	144	42.1	147	44.8	247	52.9
KZTV (10/12)	60	25.4	83	27.4	66	19.3	43	13.1	61	13.1
KORO (28/2)	19	8.1	24	7.9	43	12.6	26	7.9	9	1.9
KTOV/KXPX (7/14)			8	2.6	8	2.3	4	1.2	22	4.7
KDF/FOX (47/13)	51	21.6	50	16.5	54	15.8	45	13.7	102	21.8
KAJA (68/23)	12	5.1	8	2.6	7	2.0	8	2.4	13	2.8
UPN/Cox Media					7	2.0	19	5.8	16	3.4
KTMV (8)	9	3.8	11	3.6	10	2.9				
Cabletime	16	6.8								
AT&T Cable Service	43	18.2								
Heartland Wireless			11	3.6						
Time Warner			97	32.0	100	29.7				
<b>Total</b>	<b>236</b>	<b>100.0</b>	<b>303</b>	<b>100.0</b>	<b>342</b>	<b>100.0</b>	<b>328</b>	<b>100.0</b>	<b>467</b>	<b>100.0</b>

**Del Mar College Media Survey  
2000 - 2008**

**To what radio format do you listen to most often?**

	2000		2002		2004		2006		2008	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Contemporary Hits/Top 40							77	22.9	139	23.3
95.5 KZFM (Z-95)	103	41.4	133	41.3	174	49.2				
102.3 KKPN (The Planet)	69	27.7	111	34.5	139	39.3				
102.9 KNDA (Da Bomb)	11	4.4	84	26.1	136	38.4				
Country							108	32.1	137	23.0
99.1 K-99	91	36.5	78	24.2	138	39.0				
97.5 KFTX (Real Country)	30	12.0	26	8.1	78	22.0				
103.7 KOUL	62	24.9	63	19.6	113	31.9				
94.7 KBSO	50	20.1	7	2.2	62	17.5				
Rock Alternative							126	37.5	218	36.6
96.5 KLTG (The Beach)	79	31.7	107	33.2	151	42.7				
101.3 KNCN (C101)	89	35.7	123	38.2	164	46.3				
104.5 KPUS (The Octopus)	93	37.3	54	16.8	86	24.3				
Light Rock							42	12.5	64	10.7
92.7 KKBA	51	20.5	49	15.2	85	24.0				
Oldies							48	14.3	48	8.1
93.9 KMXR (The Oldies Station)	56	22.5	43	13.4	84	23.7				
107.3 KCCG	39	15.7	28	8.7	121	34.2				
Classical							21	6.3	26	4.4
90.3 KEDT (Public Radio)	26	10.4	14	4.3	70	19.7				
Talk Radio/News							39	11.6	36	6.0
AM Stations							17	5.1	10	1.7
1150 KCCT	6	2.4								
1230 KSIX	10	4.0	7	2.2	53	15.0				
1360 KRYS	18	7.2								
Tejano							50	14.9	40	6.7
98.3 KLHB (Club 98)	40	16.1	40	12.4	77	21.8				
99.9 KSAB	37	14.9	46	14.3	90	25.4				
105.1 KMIQ (Majic 105)	9	3.6	7	2.2	62	17.5				
105.5 KMJR (La Mejor)	96	38.6	12	3.7	62	17.5				
Other	33	13.3	27	8.4	85	18.4	79	23.5	155	26.0
<b>Total</b>	<b>249</b>	<b>100.0</b>	<b>322</b>	<b>100.0</b>	<b>354</b>	<b>100.0</b>	<b>336</b>	<b>100.0</b>	<b>596</b>	<b>100.0</b>

## **Del Mar College Media Survey Spring Semester 2002**

### **What is the message or tagline for Del Mar College's marketing campaign?**

Of the 396 surveys analyzed:

203 (51%) People left the question blank or responded "did not know"

138 (35%) People responded "What's your Dream" (1 of which responded with the Spanish version of the phrase)

37 (9%) People included the word "dream" in their response. Of those 37 people

7 - "Something about Dreams"

6 - "Where dreams come true" or "Make your Dreams come true"

3 - "Where Dreams are Made"

2 - "Where Dreams become Reality"

2 - "What are your Dreams"

1 of each of the following:

"Do you have a Dream?"

"Achieve your dream"

"Excess your dream",

"Capture your dreams"

"Where dreams can happen"

"Can you Dream?"

"Del Mar College – make it your dream"

"Building Dreams"

"Dreams Begin"

"Have a Dream"

"Dream It, Do It"

"Dreamin'"

"Discover Dreams"

"It's your Dream"

"Del Mar Delivers Dreams"

"Deliver your Dreams"

"Dreams start Here"

## **Del Mar College Media Survey Spring Semester 2002**

**What is the message or tagline for Del Mar College's marketing campaign?**

18 (5%) people responded with the following:

- 2 – “For rapid track classes”
- 2 - “Forgot”
- 1 - “Never Heard It”
- 1 – “Some of the best people walk through these college”
- 1 – “Learning at its best”
- 1 – “Future is bright”
- 1 - “Have more parking places”
- 1 – “For a better future”
- 1 – “What’s in your future”
- 1 – “Del Mar can help you reach your goals”
- 1 – “Bet your ‘learn’ on”
- 1 – “There is a marketing campaign?”
- 1 – “the goal keepers”
- 1 – “What’s your GPA?”
- 1 – “The wave of the future”
- 1 – “Cross town expressway”

## **Del Mar College Media Survey Spring Semester 2004**

### **What is the message or tagline for Del Mar College's marketing campaign?**

Of the 483 surveys analyzed :

263 (54%) people left the question blank or indicated that they did not know

166 (34%) people responded "What's your Dream" (3 of which responded with the Spanish version of the phrase)

39 (8%) people included the word "dream" in their response. Of those 39 people

- 4-"What is your dream?"
- 2-"Del Mar College-What's your dream?"
- 2-"What are your dreams?"
- 2-"Making [your] dreams come true"
- 2-"Dreams" or "Dream"

One each of the following:

- "Dreaming is believing."
- "Dare to dream."
- "Something about dreams-I don't know."
- "Make your dreams come true."
- "To believe in your dreams is to accomplish them."
- "Have a dream?"
- "Discover your dream."
- "I dream of"
- "Achieve your dreams."
- "What's your dreams."
- "Make your dream a reality."
- "What's your dream bitch!"
- "Make your dreams happen (I think)."
- "Where dreaming becomes reality."
- "If you dream it, Del Mar can provide it?"
- "Where dreams come true."
- "Some shit about dreams"
- "Making your dreams come true"
- "What's your dream-Blah!"
- "No one college can deliver dreams."
- "Only I can deliver my dreams."
- "Dream to achieve it."
- "You can make your dreams a reality."
- "Del Mar College make your dreams"
- "The bridge between dreaming and achieving"

**Del Mar College Media Survey  
Spring Semester 2004**

**What is the message or tagline for Del Mar College's marketing campaign?**

15 (3%) people responded with the following:

2- "N/A"

"Eat me."

"Uhhh..."

"Reaching goals"

"Del Mar can take you far."

"Ride the snake."

"Fear heh! Excitement heh! A Jedi craves not these things."

"Be all you can be."

"Beats the hell out of me. (An army of one?)"

"Quit trying to cut cost where needed and get rid of some of the people sitting around getting big bucks for doing nothing."

"What's your cream"

"Photography"

"This survey is to (sic) long."

"Reaching goals!"

## **Del Mar College Media Survey Spring Semester 2006**

### **What is the message or slogan for Del Mar College?**

Of the 445 surveys analyzed:

245 (55%) People left the question blank or responded "did not know"

174 (39%) People responded "What's your Dream"

38 (9%) People included the word "dream" in their response. Of those 38 people

6- "Achieve your dream"

5- "Del Mar College...What's Your Dream?"

One of each of the following:

"I have a Dream"

"Making Your Dreams Come True"

"Follow your dreams?"

"Where Dreams Come True; What's Your Dream?"

"If you can dream you can achieve."

"Del Mar College can help you make your dreams."

"Making Dreams a Reality"

"Realizing your dream through Del Mar College"

"Del Mar College We make dreams come true!"

"Something about achieving your dreams"

"What do you dream?"

"Where you can achieve your dream"

"Make your dream a reality"

"Making dreams Happen"

"I Dream of Building Bridges"

"Achieve your dreams @ del mar"

"They will help you fulfill your Dream"

"Helping you Achieve you (sic) Dreams"

"Helping dreams come true"

"Dreams come true!"

"something about dreams"

"Dreams Do Come True"

"What is you dreams? (sic)"

"Help you reach your dreams"

"Where dreams come true"

"Bridge between achieving your dreams"

"Bridge between dreaming and achieving"

## **Del Mar College Media Survey Spring Semester 2006**

**What is the message or tagline for Del Mar College's marketing campaign?**

34 (8%) people responded with the following:

"You Must"

"If you live over the Bridge, in Portland, you will pay high tuition."

"If you live in Portland, you will pay 3X as much."

"Talk more about transferring"

"Be all you can be."

"Not affordable for out of district students – triple!!"

"You can achieve"

"Del Mar where the lines are short and the people are friendly."

"Hit first, ask questions later!"

"Thank you"

"I HATE PIE!"

"Doing It the Right Way at Del Mar College"

"It'll grow back! (Cosmetology Department)"

"Hold it Down"

"Learn more to achieve more"

"You can do it"

"forgot"

"I have no idea"

"Once a Viking always a Viking."

"Propaganda"

"Go to school or be poor"

"You can do it! Hero!"

"What's in your wallet?"

"I'm OK"

"oi oi oi"

"It's never to (sic) late to Graduate"

"Raise tuition 105%, raise level of school teaching and facilities to match"

"Cars like us, people loves (sic) us"

"Del Mar achievement CENTER"

"DMC"

"Get a life...at Del Mar College"

"Excellence in Sprite of the Financial Aid Department!"

"I don't have time to watch TV"

"Be constant."

## **Del Mar College Media Survey Spring Semester 2008**

### **What is the message or slogan for Del Mar College?**

Of the 743 surveys analyzed:

418 (56%) People left the question blank or responded “did not know”

274 (37%) People responded “What’s your Dream”

24 (3%) People included the word “dream” in their response. Of those 24 people

- 8- “Achieve your dream”
- 3- “Del Mar can help make my dreams come true”
- 2- “Follow your dreams”
- 2- “Where your dreams come true”

One of each of the following:

- “A means to my dream”
- “Dare to dream”
- “Do you have a dream?”
- “Dreams come in all shapes and sizes”
- “Make your dreams a reality”
- “Something about dreams”
- “The bridge between dreaming and achieving is Del Mar college”
- “Where dreams are made”
- “Where dreams can happen”

## **Del Mar College Media Survey Spring Semester 2008**

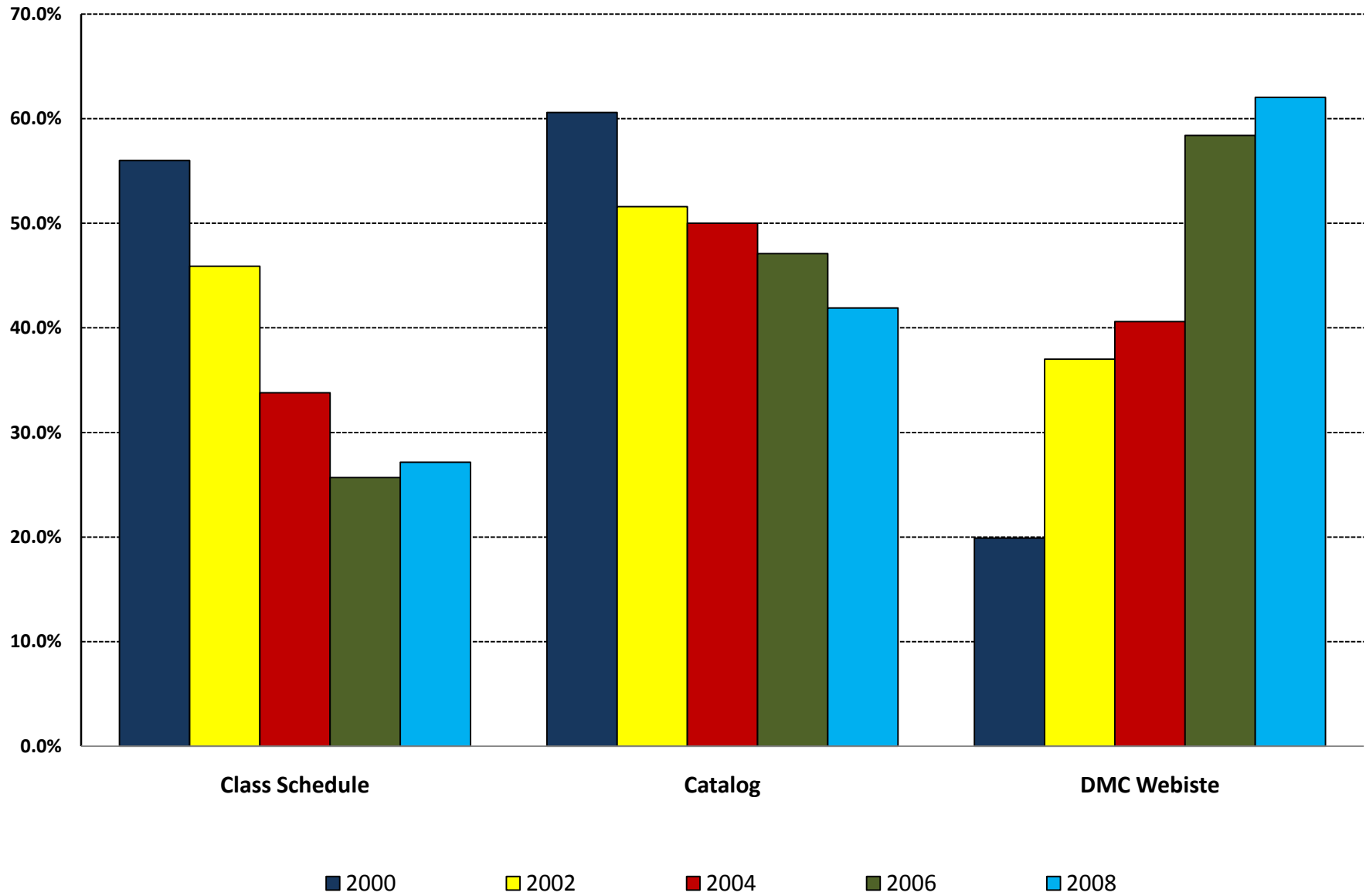
**What is the message or tagline for Del Mar College's marketing campaign?**

28 (4%) people responded with the following:

- "A great affordable education that pays off for your future."
- "Attract the older students"
- "Be more concerned w/your facilities than your marketing strategy"
- "Come to our school we just want your money"
- "For everyone to accomplish what they desire"
- "Get your degree and get out. Have a nice day"
- "I still want to change the world, but now I won't need the crown."
- "Its a college of better oppurtunities"
- "Its harder than what you think"
- "Making College Affordable and fun"
- "Making money and doing it well"
- "No clue no care"
- "Not sure"
- "Schools for fools?"
- "Take that half step to a large college"
- "Thanks for everything!"
- "That anything is possible"
- "The bridge between dreaming and achieving is Del Mar college"
- "UCLA (University of Corpus left at Ayers)"
- "Watch your butt"
- "We dont have enough parking and we never will w/out multi level parking"
- "Where you better have some money, unless you are a minority..."
- "Who!"
- "You can do it too even if you are an x convict"
- "You can do it."
- "You Rock"
- "Your mom"
- "Your never to old to get your college degree"

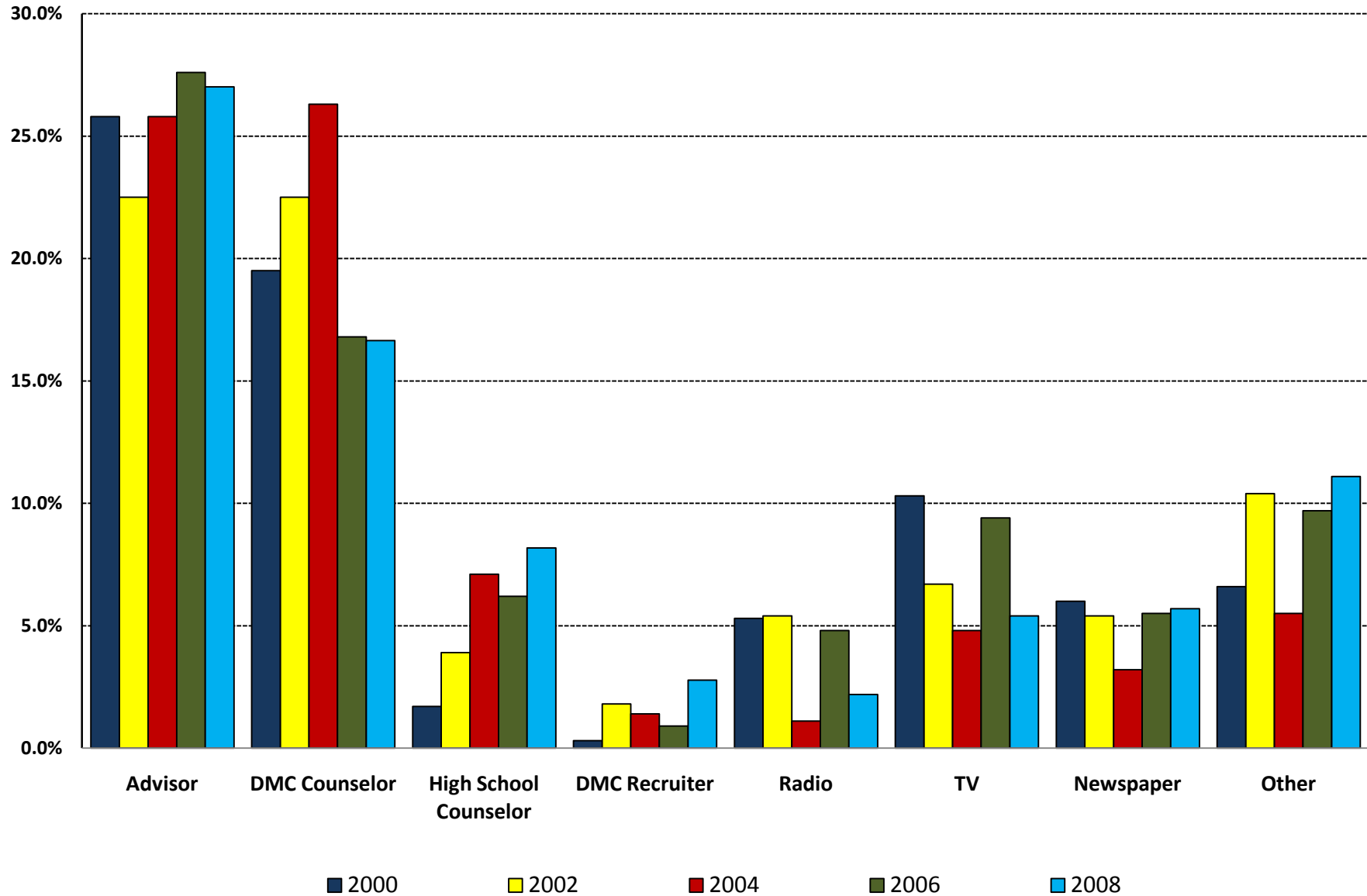
Del Mar College Media Survey  
2000-2008

Where do you seek information about DMC programs, courses and registration?



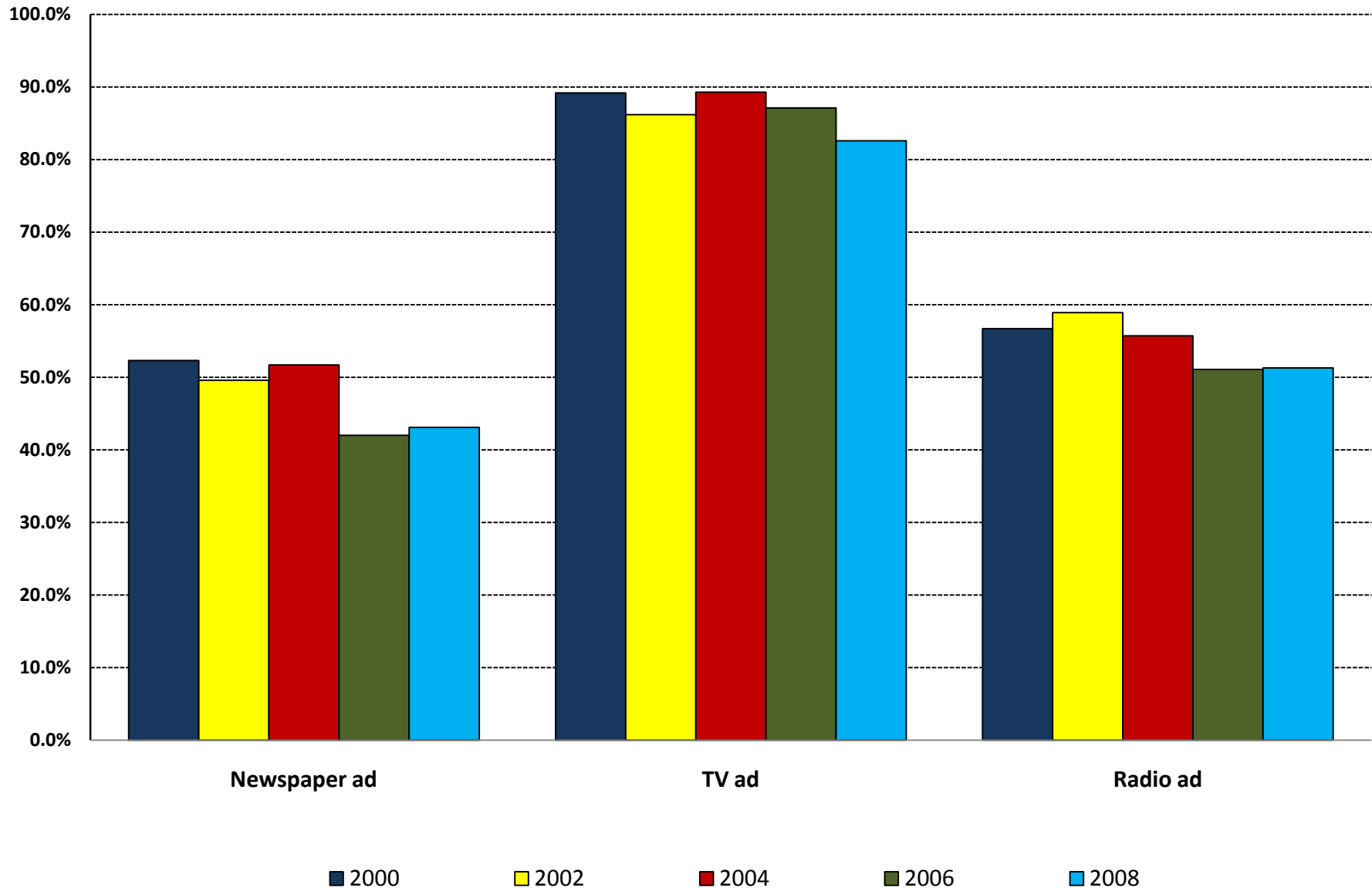
Del Mar College Media Survey  
2000-2008

Where do you seek information about DMC programs, courses and registration?

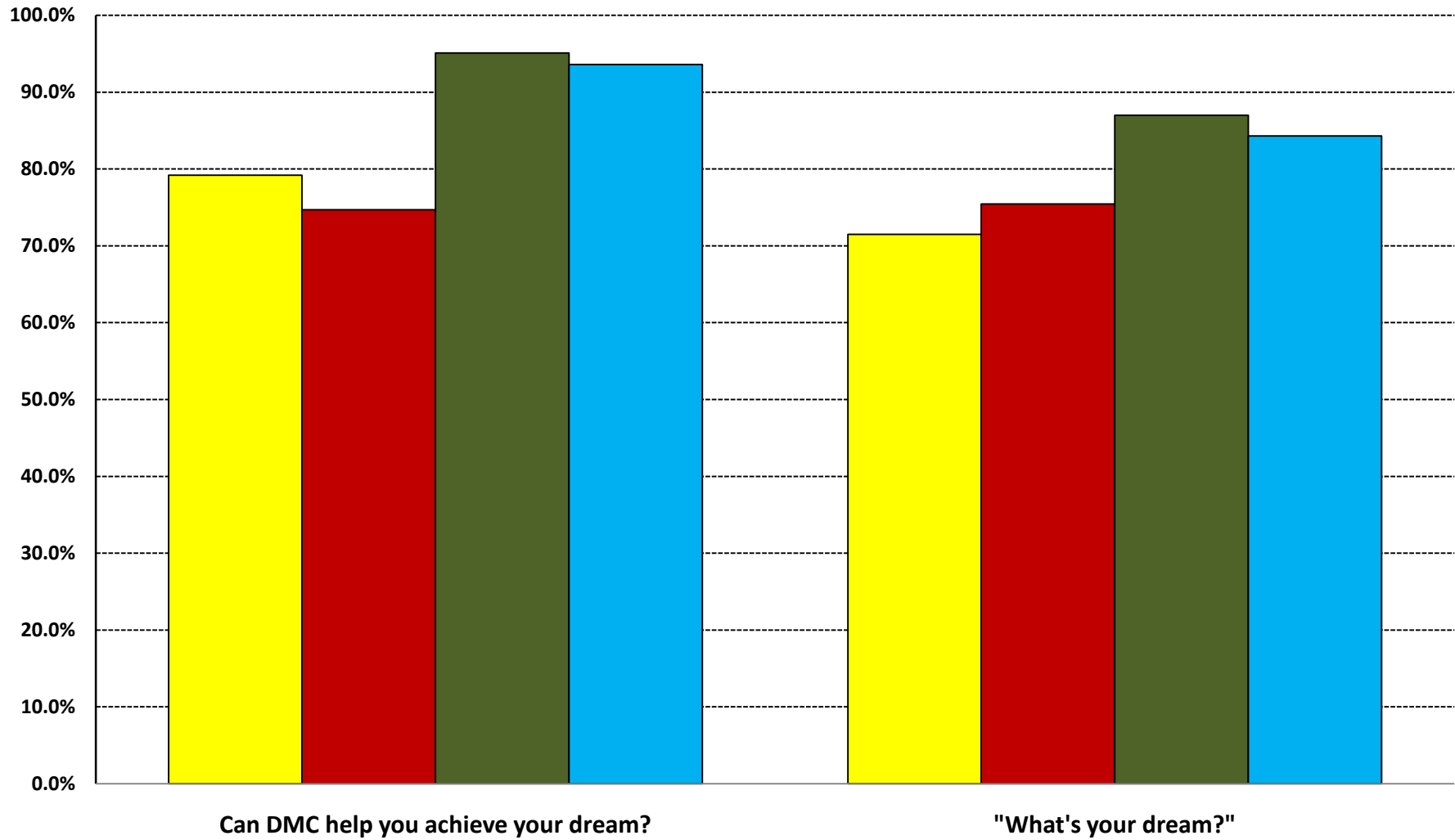


Del Mar College Media Survey  
2000-2008

Have you seen Del Mar College ad?



Del Mar College Media Survey  
2000-2008



2002

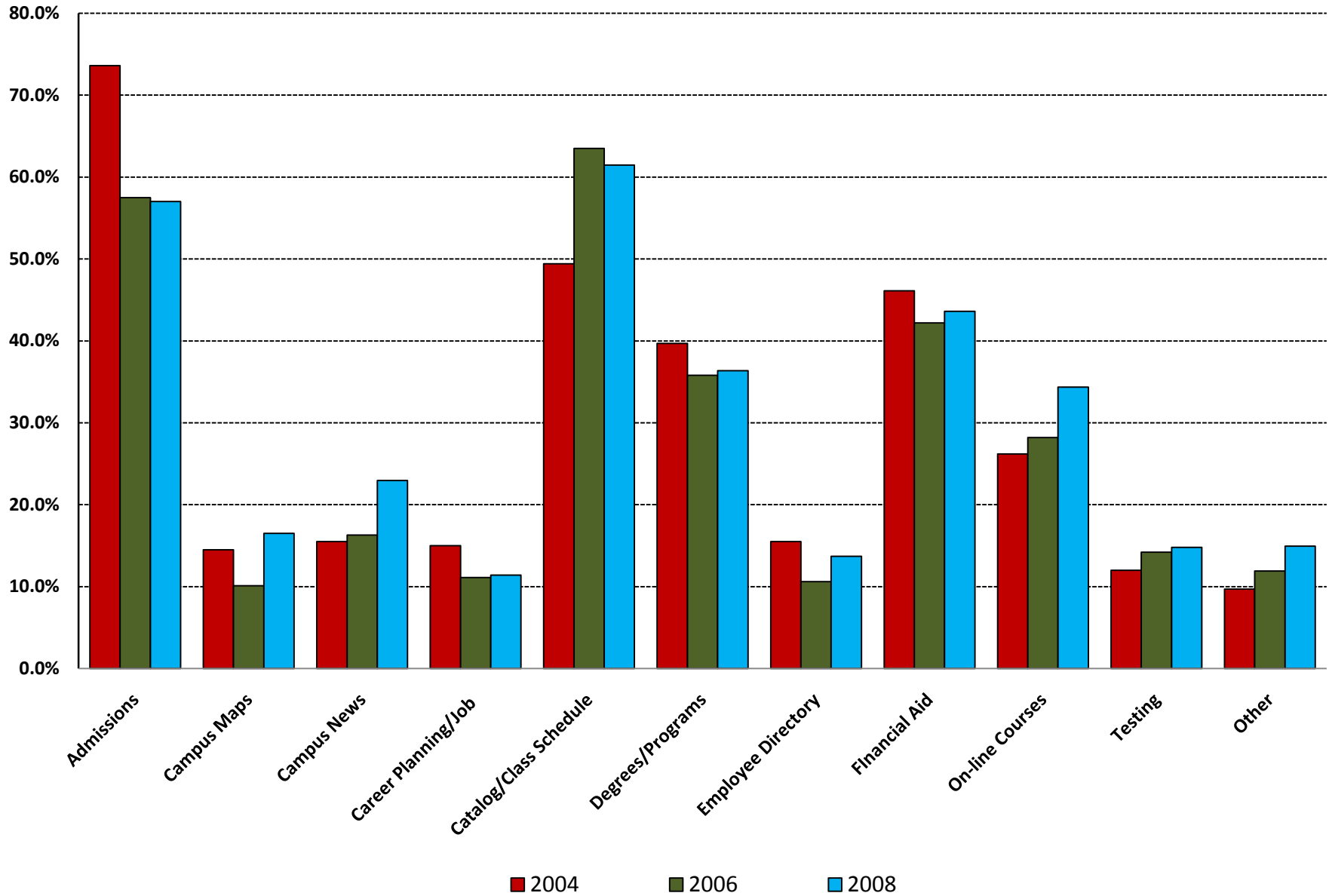
2004

2006

2008

Del Mar College Media Survey  
2000-2008

Which types of information have you visited the website to find?



# Del Mar College Media Survey

## Spring Semester 2002

**Where do you seek information about Del Mar College programs, courses and registration?** (Mark all that apply)

- |                                      |   |
|--------------------------------------|---|
| <input type="radio"/> Class Schedule | <input type="radio"/> Del Mar counselor         |
| <input type="radio"/> Radio          | <input type="radio"/> High School counselor     |
| <input type="radio"/> Television     | <input type="radio"/> Del Mar College recruiter |
| <input type="radio"/> Newspaper      | <input type="radio"/> Catalog                   |
| <input type="radio"/> Advisor        | <input type="radio"/> Del Mar College Web site  |
|                                      | <input type="radio"/> Other _____               |

**Have you ever received a Del Mar College class schedule in the mail?**

- Yes  
 No

**Have you ever seen Del Mar College billboard?**

- Yes  
 No

Where? \_\_\_\_\_

**Have you ever seen a Del Mar College ad in the newspaper?**

- Yes  
 No

**Have you ever seen a Del Mar College ad on a bus bench?**

- Yes  
 No

Where? \_\_\_\_\_

**Have you ever seen a Del Mar College ad on television?**

- Yes     No

**Was the ad in English or Spanish?**

- English  
 Spanish

**On which TV station(s) did you see it?**

- KIII Channel 3/5    (Mark all that apply)  
 KRIS Channel 6/7  
 KZTV Channel 10/12  
 KTMV Channel 8 (Tejano Music Videos)  
 KORO Channel 28/2 (Spanish)  
 KDF/FOX Channel 47/13  
 KAJA Channel 68/23  
 Cabletime  
 Time Warner Communications

**What cable channels do you watch?**

(Example; A&E, Animal Planet, MTV, Etc.)

\_\_\_\_\_  
 \_\_\_\_\_

**Have you ever heard a Del Mar College ad on the radio?**

- Yes  
 No

**Which radio station(s) do you listen to most often?** (Mark all that apply)

- |                             |                                |                                    |                        |
|-----------------------------|--------------------------------|------------------------------------|------------------------|
| <b>FM</b>                   | <i>Contemporary Hits</i>       | <i>Country</i>                     |                        |
| <input type="radio"/> 95.5  | ..... KZFM (Z-95)              | <input type="radio"/> 99.1         | ..... K-99             |
| <input type="radio"/> 102.3 | ..... KKPN (The Planet)        | <input type="radio"/> 97.5         | ..... KFTX (The Beat)  |
|                             | <i>Light Rock</i>              | <input type="radio"/> 103.9        | ..... KOUL             |
| <input type="radio"/> 92.7  | ..... KKBA (Bay FM)            | <i>Tejano</i>                      |                        |
| <input type="radio"/> 93.9  | ..... KMXR                     | <input type="radio"/> 98.3         | ..... KLHB (Club 98)   |
|                             | <i>Rock/Alternative</i>        | <input type="radio"/> 99.9         | ..... KSAB             |
| <input type="radio"/> 94.7  | ..... KBSO                     | <input type="radio"/> 102.9        | ..... KNDA (Da Bomb)   |
| <input type="radio"/> 96.5  | ..... KLTG (The Beach)         | <input type="radio"/> 105.1        | ..... KMIQ (Majic 105) |
| <input type="radio"/> 101.3 | ..... KNCN (C101)              | <i>Oldies</i>                      |                        |
| <input type="radio"/> 104.5 | ..... KPUS (The Octopus)       | <input type="radio"/> 107.3        | ..... KCCG             |
| <input type="radio"/> 105.5 | ..... KNXT (Radio Next)        | <i>Classical</i>                   |                        |
| <b>AM</b>                   |                                | <input type="radio"/> 90.3         | ..... KEDT             |
| <input type="radio"/> 1150  | ..... KCCT (Spanish)           | <input type="radio"/> <b>OTHER</b> | _____                  |
| <input type="radio"/> 1360  | ..... KRY5 (Radio Disney)      |                                    |                        |
| <input type="radio"/> 1230  | ..... KSIX (CBS Radio Network) |                                    |                        |

# Del Mar College Media Survey

## Spring Semester 2004

**Where do you seek information about Del Mar College programs, courses, and registration?** *(Mark all that apply)*

- |                                      |                           |
|--------------------------------------|---------------------------|
| <input type="radio"/> Class Schedule | Del Mar College counselor |
| <input type="radio"/> Radio          | High School counselor     |
| <input type="radio"/> Television     | Del Mar College recruiter |
| <input type="radio"/> Newspaper      | Catalog                   |
| <input type="radio"/>                | Del Mar College website   |
|                                      | Other _____               |

**Have you ever received a Del Mar College class schedule in the mail?**

- Yes  
 No

**Can Del Mar College deliver your dreams?**

- Yes  
 No

**Have you ever seen a Del Mar College ad in the newspaper?**

- Yes  
 No

**What is the message or tagline for Del Mar College's marketing campaign?**

\_\_\_\_\_

**Have you ever seen a Del Mar College ad on television?**

- Yes     No

**Was the ad in English or Spanish?**

- English  
 Spanish

**On which TV station(s) did you see it?**

- KIII Channel 3/5    *(Mark all that apply)*  
 KRIS Channel 6/7  
 KZTV Channel 10/12  
 KTMV Channel 8 (Tejano Music Videos)  
 KORO Channel 28/2 (Spanish)  
 KTOV/KXPX Channel 7/14  
 KDF/FOX Channel 47/13  
 KAJA Channel 68/23  
 Cox Media  
 Time Warner Communications

**What cable channels do you watch?**

*(Example; A&E, Animal Planet, MTV, etc.)*

\_\_\_\_\_

**Have you ever heard a Del Mar College ad on the radio?**

- Yes  
 No

**Which radio station(s) do you listen to most often?** *(Mark all that apply)*

- |                                     |                          |   |
|-------------------------------------|--------------------------|---|
| <b>FM</b>                           | <b>Contemporary Hits</b> | <b>Country/Blues Mix</b>                          |
| <input type="radio"/> 95.5.....     | KZFM (Z-95)              | <input type="radio"/> 94.7 .....KBSO              |
| <input type="radio"/> 102.3.....    | KKPN (The Planet)        | <b>Tejano</b>                                     |
| <input type="radio"/> 102.9.....    | KNDA (Da Bomb)           | <input type="radio"/> 98.3 .....KLHB (Club 98)    |
|                                     | <b>Light Rock</b>        | <input type="radio"/> 99.9 .....KSAB              |
| <input type="radio"/> 92.7.....     | KKBA                     | <input type="radio"/> 105.1 .....KMIQ (Majic 105) |
|                                     | <b>Rock/Alternative</b>  | <input type="radio"/> 105.5 .....KMJR (La Mejor)  |
| <input type="radio"/> 96.5.....     | KLTG (The Beach)         | <b>Oldies</b>                                     |
| <input type="radio"/> 101.3.....    | KNCN (C101)              | <input type="radio"/> 93.9 ..... KMXR             |
| <input type="radio"/> 104.5.....    | KPUS (The Octopus)       |   |
| <input type="radio"/> 107.3 . . . . | KCCG                     | <b>Classical</b>                                  |
|                                     | <b>Country</b>           | <input type="radio"/> 90.3 .....KEDT              |
| <input type="radio"/> 99.1.....     | K-99                     | <b>AM</b>   |
| <input type="radio"/> 97.5.....     | KFTX (Real Country)      | <input type="radio"/> 1230 .....KSIX              |
| <input type="radio"/> 103.7.....    | KOUL                     | (CBS Radio Network)                               |
|                                     |                          | <input type="radio"/> <b>OTHER</b> _____          |

**Where do you get information about Del Mar College programs, courses and registration? (Mark all that apply)**

- |                                      |   |  |
|--------------------------------------|---|--|
| <input type="radio"/> Class Schedule | <input type="radio"/> Advisor                   | <input type="radio"/> Catalog                  |
| <input type="radio"/> Radio          | <input type="radio"/> Del Mar College counselor | <input type="radio"/> Del Mar College Web site |
| <input type="radio"/> Television     | <input type="radio"/> High School counselor     | <input type="radio"/> Other _____              |
| <input type="radio"/> Newspaper      | <input type="radio"/> Del Mar College recruiter |  |

**How often do you visit the Del Mar College website?**

- Daily  
 Weekly  
 Monthly  
 Once or twice a semester  
 Never Visit the DMC Website

**If you use the Del Mar College website, which types of information do you look for there? (Mark all that apply)**

- |   |  |
|---|--|
| <input type="radio"/> Admissions/Registrar          | <input type="radio"/> Employee Directory         |
| <input type="radio"/> Campus Maps                   | <input type="radio"/> Financial Aid/Scholarships |
| <input type="radio"/> Campus News/Events            | <input type="radio"/> Online Courses             |
| <input type="radio"/> Career Planning/Job Placement | <input type="radio"/> Testing/Assessment         |
| <input type="radio"/> Catalog/Class Schedule        | <input type="radio"/> Other _____                |
| <input type="radio"/> Degrees/Programs              |  |

**Any comments about the Del Mar website:** \_\_\_\_\_

Yes  No  **Have you received a Del Mar College postcard?**

Yes  No  **Have you seen a Del Mar College ad, insert, or special section in the newspaper?**

**If yes, which newspaper? (Mark all that apply)**

- |   |                                      |                                   |   |  |
|---|--------------------------------------|-----------------------------------|---|--|
| <input type="radio"/> San Patricio County News  | <input type="radio"/> Taft Tribune   | <input type="radio"/> Mathis News | <input type="radio"/> Portland News       | <input type="radio"/> Odem-Edroy Times     |
| <input type="radio"/> Nueces County Record Star | <input type="radio"/> Rockport Pilot | <input type="radio"/> AdSack      | <input type="radio"/> Coastal Bend Herald | <input type="radio"/> South Texas Informer |

**Have you ever seen a Del Mar College ad on television?**

- Yes  No

**Was the ad in English or Spanish?**

- English  
 Spanish

**On which TV station(s) did you see it?**

- KIII  
 KRIS  
 KZTV  
 KORO  
 KTOV/KXPX  
 KDF/FOX  
 KAJA  
 UPN

**Which cable company do you subscribe to?**

- Time Warner Cable  
 Grande Communications  
 Direct TV  
 None  
 Other \_\_\_\_\_

**Have you ever heard a Del Mar College ad on the radio?**

- Yes  No

**What type of radio format do you listen to most often? (Mark all that apply)**

- |  |                                       |
|--|---------------------------------------|
| <input type="radio"/> Contemporary Hits/Top 40 | <input type="radio"/> Classical       |
| <input type="radio"/> Country                  | <input type="radio"/> Talk Radio/News |
| <input type="radio"/> Rock Alternative         | <input type="radio"/> AM Stations     |
| <input type="radio"/> Light Rock               | <input type="radio"/> Tejano          |
| <input type="radio"/> Oldies                   | <input type="radio"/> Other _____     |

**What are your favorite local radio stations?** \_\_\_\_\_

**Do you subscribe to a satellite radio service?** Yes  No

**If so, which one?** \_\_\_\_\_

**Can Del Mar College help you achieve your dreams?**

Yes  No

**What is the message or slogan for Del Mar College?**

\_\_\_\_\_

## DEL MAR COLLEGE MEDIA SURVEY

**Where do you get information about Del Mar College programs, courses and registration?** *(Mark all that apply)*

- |                                      |   |   |
|--------------------------------------|---|---|
| <input type="radio"/> Class Schedule | <input type="radio"/> Adviser                   | <input type="radio"/> Catalog                 |
| <input type="radio"/> Radio          | <input type="radio"/> Del Mar College counselor | <input type="radio"/> Del Mar College website |
| <input type="radio"/> Television     | <input type="radio"/> High School counselor     | <input type="radio"/> Other _____             |
| <input type="radio"/> Newspaper      | <input type="radio"/> Del Mar College recruiter |   |

**How often do you visit the Del Mar College website?**

- Daily
- Weekly
- Monthly
- Once or twice a semester
- Never Visit the DMC website

**If you use the Del Mar College website, which types of information do you look for there?** *(Mark all that apply)*

- |   |  |
|---|--|
| <input type="radio"/> Admissions/Registrar          | <input type="radio"/> Employee Directory         |
| <input type="radio"/> Campus Maps                   | <input type="radio"/> Financial Aid/Scholarships |
| <input type="radio"/> Campus News/Events            | <input type="radio"/> Online Courses             |
| <input type="radio"/> Career Planning/Job Placement | <input type="radio"/> Testing/Assessment         |
| <input type="radio"/> Catalog/Class Schedule        | <input type="radio"/> Other _____                |
| <input type="radio"/> Degrees/Programs              |  |

**Any comments about the Del Mar website:** \_\_\_\_\_

**Have you received a Del Mar College postcard?**       Yes       No

**Have you seen a Del Mar College ad, insert, or special section in the newspaper?**       Yes       No

- If yes, which newspaper?** *(Mark all that apply)*
- |  |  |                                   |   |
|--|--|-----------------------------------|---|
| <input type="radio"/> Caller Times             | <input type="radio"/> Odem-Edroy Times     | <input type="radio"/> AdSack      | <input type="radio"/> Nueces County Record Star             |
| <input type="radio"/> San Patricio County News | <input type="radio"/> Coastal Bend Herald  | <input type="radio"/> Mathis News | <input type="radio"/> Aransas Pass Progress/Ingleside Index |
| <input type="radio"/> Rockport Pilot           | <input type="radio"/> South Texas Informer |                                   |   |
| <input type="radio"/> Portland News            | <input type="radio"/> Taft Tribune         |                                   |   |

**Have you ever seen a Del Mar College ad on television?**       Yes       No

**Was the ad in English or Spanish?**

- English       Spanish

**Have you ever heard a Del Mar College ad on the radio?**

- Yes  
 No

**On which TV station(s) did you see it?**

- |                            |                                 |
|----------------------------|---------------------------------|
| <input type="radio"/> KIII | <input type="radio"/> KTOV/KXPX |
| <input type="radio"/> KRIS | <input type="radio"/> KDF/FOX   |
| <input type="radio"/> KZTV | <input type="radio"/> KAJA      |
| <input type="radio"/> KORO | <input type="radio"/> UPN       |

**What type of radio format do you listen to most often?**

- |  |                                       |
|--|---------------------------------------|
| <input type="radio"/> Contemporary Hits/Top 40 | <input type="radio"/> Classical       |
| <input type="radio"/> Country                  | <input type="radio"/> Talk Radio/News |
| <input type="radio"/> Rock Alternative         | <input type="radio"/> AM Stations     |
| <input type="radio"/> Light Rock               | <input type="radio"/> Tejano          |
| <input type="radio"/> Oldies                   | <input type="radio"/> Other _____     |

**What are your favorite local radio stations?** \_\_\_\_\_

**Which cable company do you subscribe to?**

- |   |                                   |
|---|-----------------------------------|
| <input type="radio"/> Time Warner Cable     | <input type="radio"/> Direct TV   |
| <input type="radio"/> Grande Communications | <input type="radio"/> None        |
|   | <input type="radio"/> Other _____ |

**Do you subscribe to a satellite radio service?**

- Yes       No

**If so, which one?** \_\_\_\_\_

**Can Del Mar College help you achieve your dreams?**

- Yes       No

**What is the message or slogan for Del Mar College?**

\_\_\_\_\_

### STUDENT DEMOGRAPHICS

This section asks you to tell us something about yourself. The information is voluntary, but is *very important* for analytical purposes, and

we ask that you fill out the section completely. Please mark only one response per question, unless otherwise stated.

**1. What is your educational goal?**

- Associate Degree
- Technical Program
- Transfer to a 4-year institution
- Certification (initial or renewal)
- Self-improvement/pleasure
- Job-related training
- Other \_\_\_\_\_

**2. MOST of my classes are ...**

- Day
- Evening
- Weekend
- Distance Learning (telecourse, Internet, interactive video)
- Non-Credit
- Off Campus

**3. On which campus do you take classes?**

- East Campus
- West Campus
- Distance Learning  
(Not on campus)

**4. What is your age group?**

- Under 19
- 19 - 20
- 21 - 23
- 24 - 29
- 30 - 35
- Over 35

**5. If you are preparing to transfer to a 4-year Institution, which one would you most likely attend?**

- Texas A&M University-Corpus Christi
- Texas A&M University-Kingsville
- Texas A&M University-College Station
- University of Texas at Austin
- Texas State University-San Marcos
- University of Texas at San Antonio
- Other \_\_\_\_\_

**6. What is your major? \_\_\_\_\_**

**7. Did either of your parents attend college?**

- No, neither
- Yes, father
- Yes, mother
- Yes, both

**8. Have you taken courses at other colleges/Universities?**

- Yes
- No

**9. Are you currently employed?**

- No
- Full-time off-campus
- Full-time on-campus
- Part-time off-campus
- Part-time on-campus
- Both on and off Campus

**10. What is your gender?  Male  Female**

**11. What is your race/ethnic origin?**

- White, Non-Hispanic
- Black, Non-Hispanic
- Hispanic
- Asian / Pacific islander
- American Indian / Alaskan Native
- Other

**12. What is your marital status?**

- Single (Includes never married, divorced, separated or widowed)
- Married

**13. Do you have children under 18 years of age living with you?**

- No
- Yes, preschool aged
- Yes, elementary school aged
- Yes, middle or high school aged