

# Johnson College

## 2022 Assessment Day - Marketing

### 1 - How did you first hear about Johnson College?

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Admission Representative	(1)	2	1.79%		<p>7.54</p>
Campus Visit	(2)	9	8.04%		
College Fair	(3)	6	5.36%		
Employer	(4)	0	0.00%		
Family member	(5)	18	16.07%		
Friend	(6)	14	12.50%		
Former Student	(7)	8	7.14%		
High School Counselor/Teacher	(8)	21	18.75%		
Public Agency	(9)	1	0.89%		
Print Publication	(10)	0	0.00%		
Social Media	(11)	6	5.36%		
Website/Internet Search	(12)	18	16.07%		
Other	(13)	9	8.04%		
				0 25 50 75 100	Question
<b>Response Rate</b>	<b>Mean</b>	<b>STD</b>			
112/515 (21.75%)	7.54	3.48			

### 2 - How do you currently consume media? (select top 3)

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Streaming TV (i.e. Netflix, Hulu etc)	(1)	67	60.36%		
Streaming Audio (Spotify, Pandora, etc)	(2)	52	46.85%		
Streaming Video (You Tube, Twitch, etc)	(3)	68	61.26%		
Social Media (Facebook Twitter, Instagram, TikTok, etc)	(4)	74	66.67%		
Network TV (ABC, CBS, NBC, FOX)	(5)	15	13.51%		
Cable TV	(6)	8	7.21%		
Local Radio	(7)	14	12.61%		
				0 25 50 75 100	
<b>Response Rate</b>	111/515 (21.55%)				

### 3 - How easy do you feel it is to navigate our website?

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Extremely easy	(1)	30	27.03%		<p>1.84</p>
Fairly easy	(2)	75	67.57%		
Fairly hard	(3)	3	2.70%		
Extremely hard	(4)	0	0.00%		
I haven't seen the website	(5)	3	2.70%		
				0 25 50 75 100	Question
<b>Response Rate</b>	<b>Mean</b>	<b>STD</b>			
111/515 (21.55%)	1.84	0.72			

### 4 - How do you learn about events/happenings on campus?

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Website	(1)	5	4.50%		<p>3.08</p>
Social Media	(2)	8	7.21%		
Desire2Learn (D2L)	(3)	83	74.77%		
Instructors	(4)	6	5.41%		
Staff members	(5)	6	5.41%		
Other	(6)	3	2.70%		
				0 25 50 75 100	Question
<b>Response Rate</b>	<b>Mean</b>	<b>STD</b>			
111/515 (21.55%)	3.08	0.88			