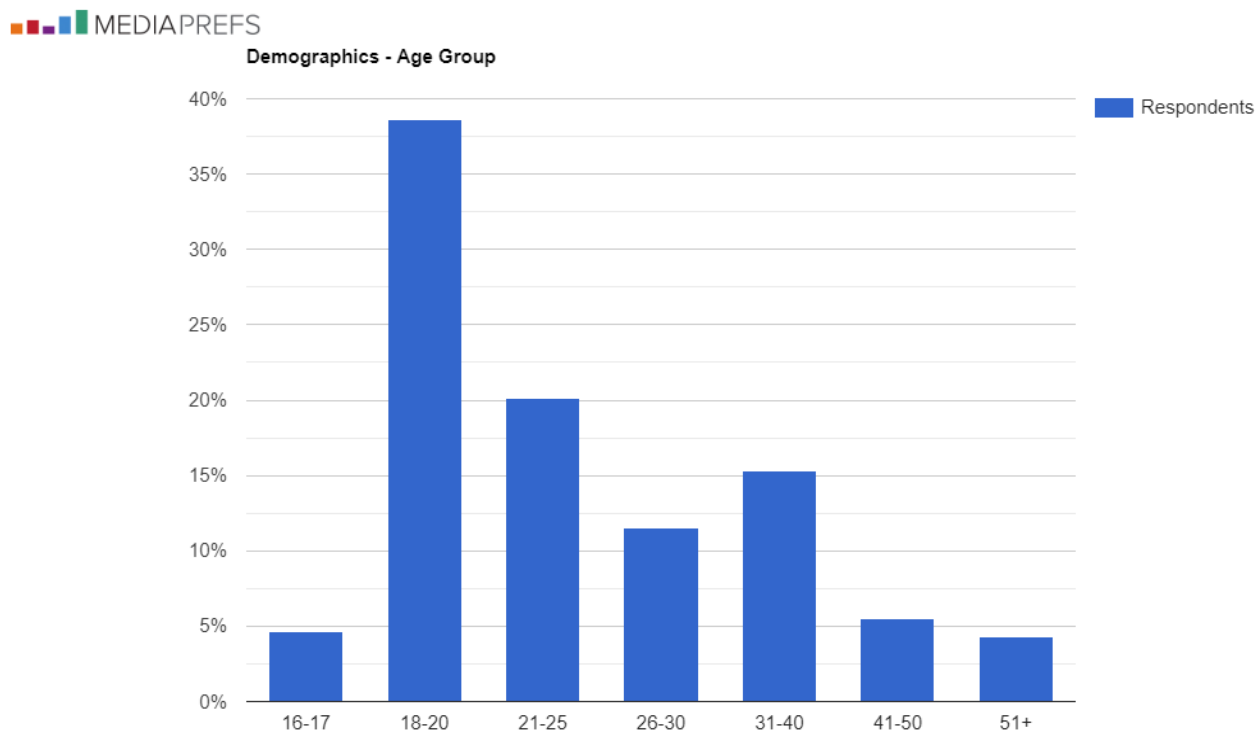




Note: These charts come from the Media Prefs website. I also want to note that I mention disaggregated data, but most of the charts do not reflect that; therefore, I discuss the disaggregated data that can be found in Media Prefs. If there are any questions regarding this information, my contact information is listed at the bottom of this document.

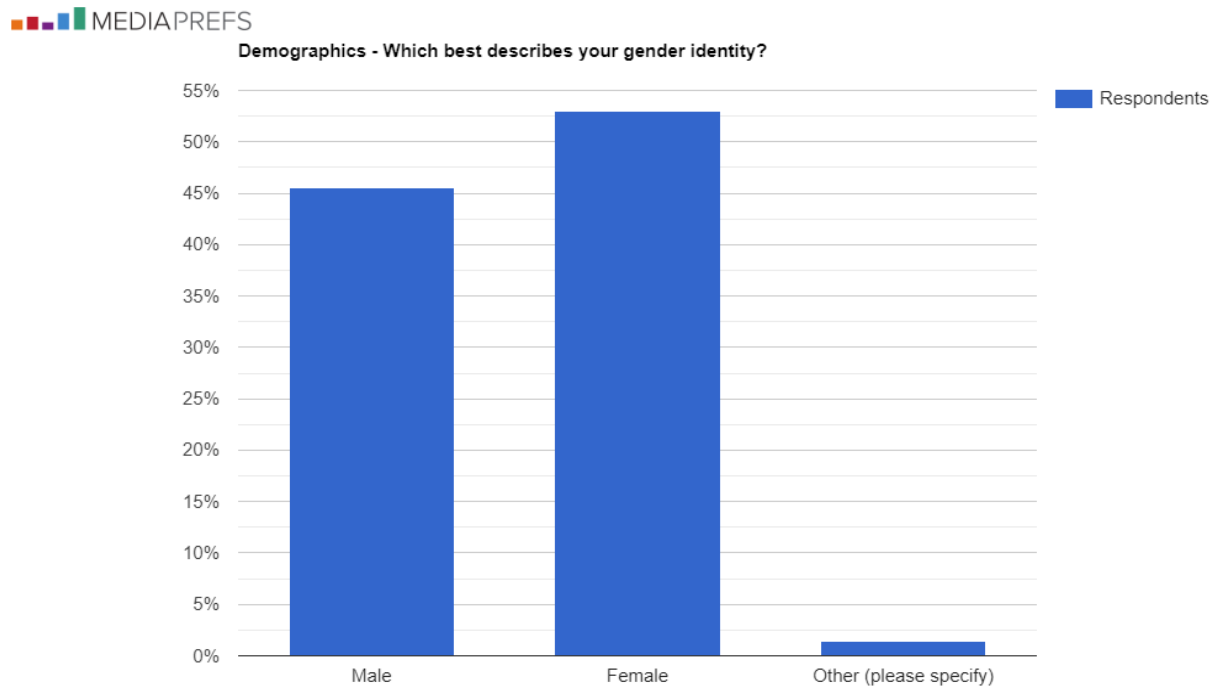
1. Age Group



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=13&chart=0

- The majority of respondents are in the younger age categories (**18-20** and **21-25**).
- When looking at the breakdown of Crafton’s population by age, we see this reflected within this chart.
- When disaggregated by gender, we see a close split between male and female respondents within each age category. The majority of respondents who stated “other” are found in the 18-20 and 21-25 age groups.
- When disaggregated by race/ethnicity, we see that the majority of Black/African American and Hispanic/Latino respondents fall into the 18-20 age category.

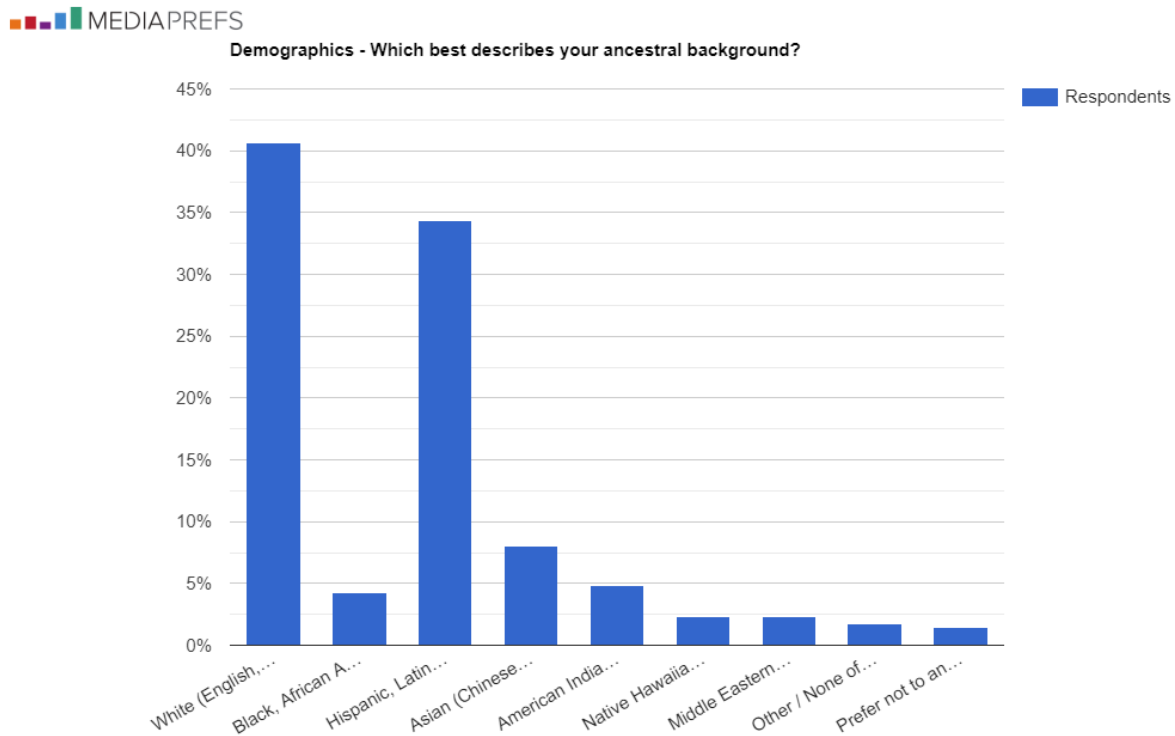
2. What best describes your gender identity?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=13&chart=1#

- **53%** of respondents stated **female** and **46%** stated **male** as their gender identity. This breakdown reflects that of Crafton’s population as a whole.
 - Only **1%** of respondents stated **“other”** as their gender identity.
- When looking at the breakdown of Crafton’s population by gender, we see this reflected within this chart.
- When disaggregated by age, we see that respondents in the 16-17 age category identify equally as male or female. The majority of respondents in the 26-30, 41-50, and 51+ age categories identified as female. The majority of respondents in the 21-25 age category identify as male.
- When disaggregated by race/ethnicity, we see that the majority of respondents who identified as Hispanic/Latino or Black/African American also identify as female.

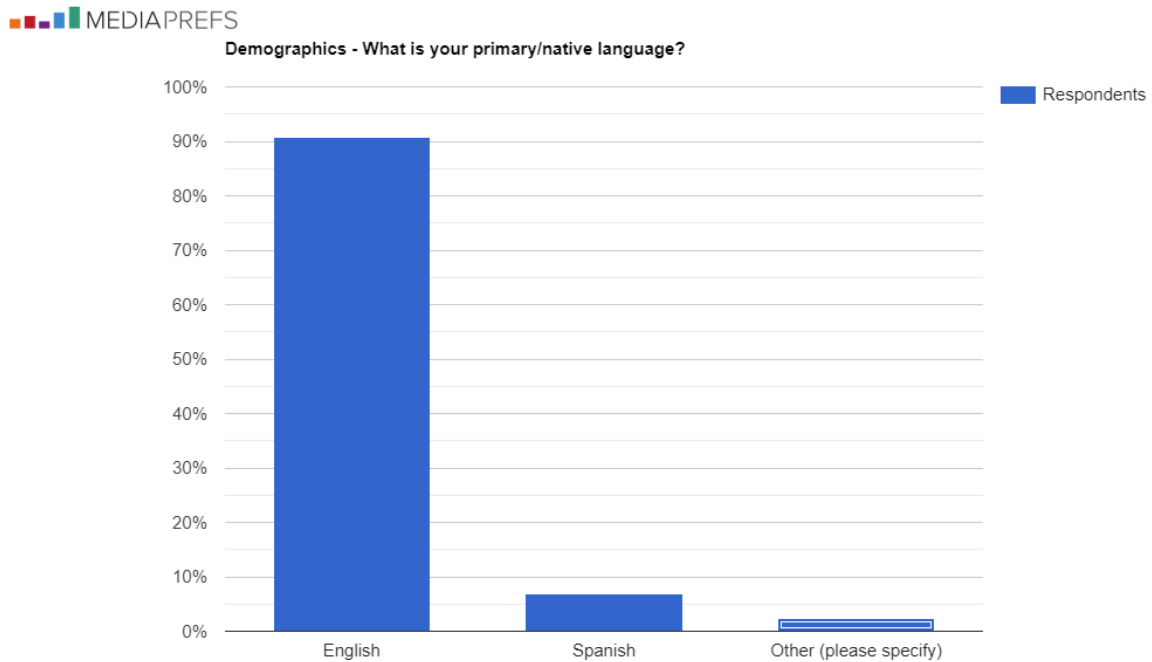
3. Which best describes your ancestral background?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=13&chart=2#

- The majority of respondents identified as White or Hispanic.
- When thinking about Crafton’s population, only 31% of respondents are White while 50% of respondents are Hispanic. This is slightly reflected within this chart with the majority of respondents identifying as White or Hispanic/Latino.
- When disaggregated by age, the majority of respondents who are within the 18-20 are Hispanic/Latino or Black/African American.
- When disaggregated by gender, the majority of respondents who identified as Hispanic/Latino or Black/African American also identify as female.

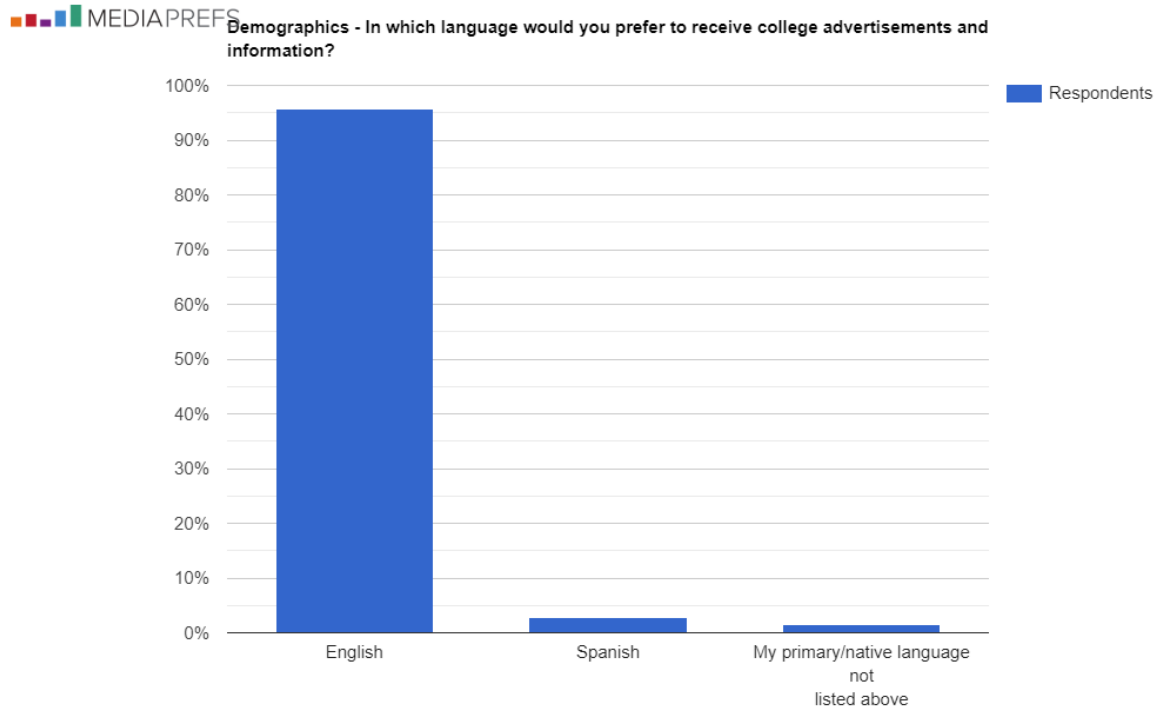
4. What is your primary/native language?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=13&chart=12#

- The majority of respondents use **English** as their primary/native language regardless of age, gender, and race/ethnicity.

5. In which language would you prefer to receive college advertisements and information?

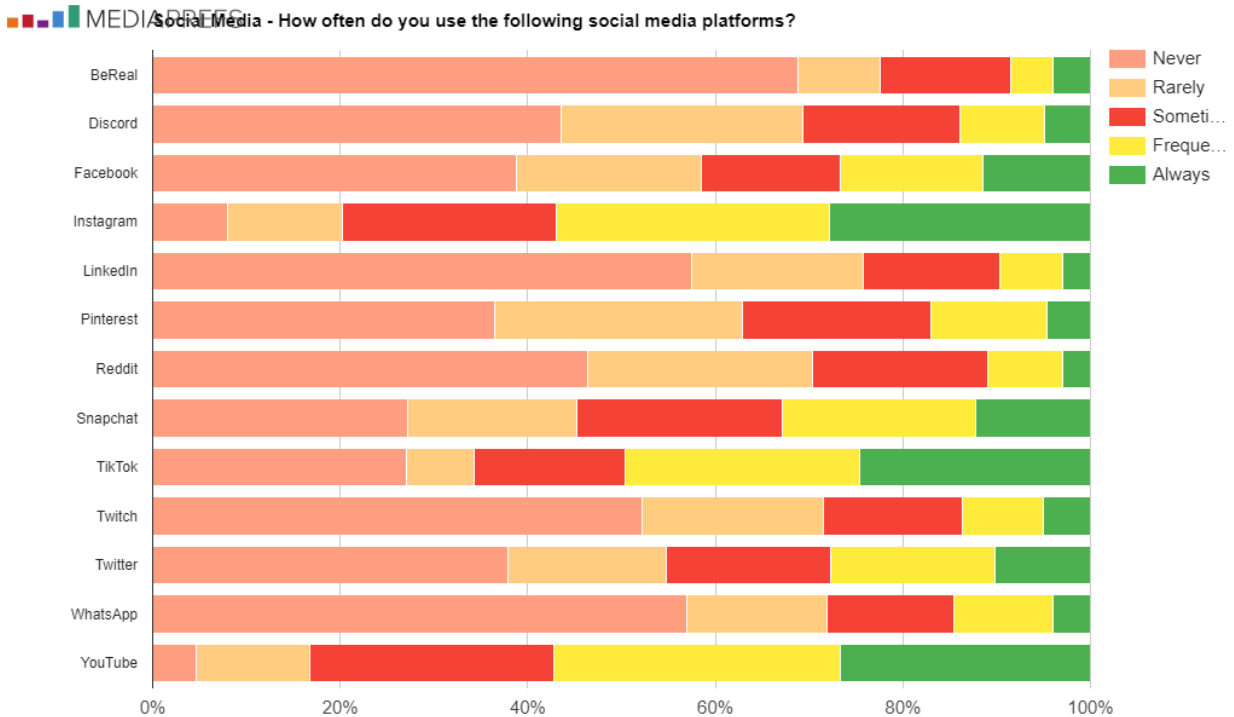


https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=13&chart=13#

- As shown in the last chart, the primary/native language is English; therefore, the majority of respondents prefer to receive their college advertisements and information in **English**.

6. Social Media

a. How often do you use the following social media platforms?

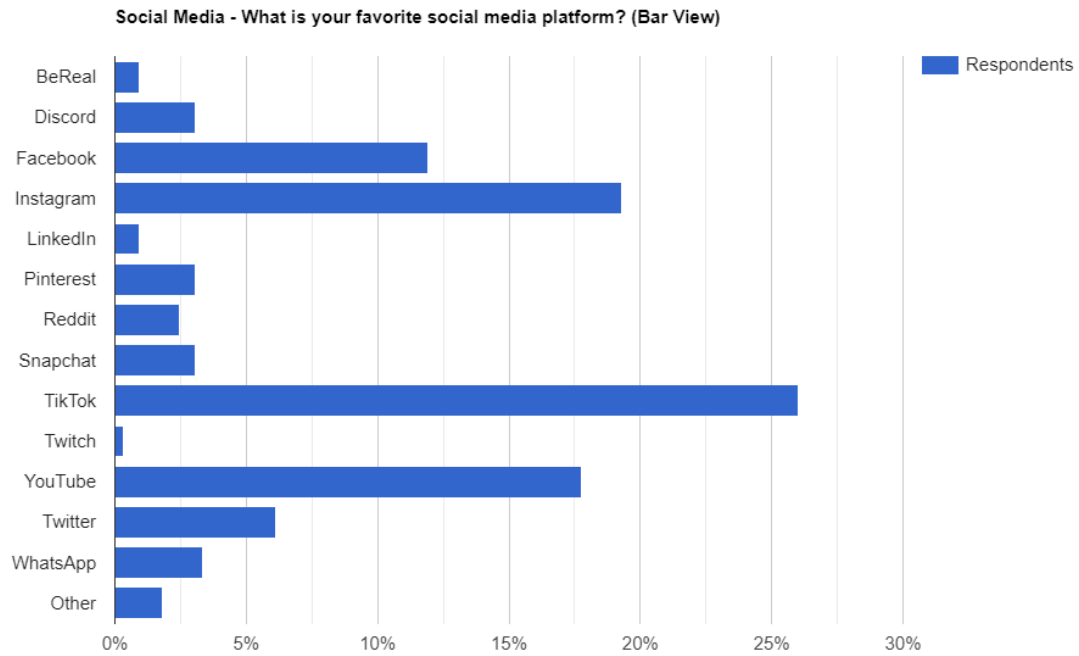


https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=8&chart=0

- The 3 **most** used social media platforms include **Instagram, TikTok, and YouTube**.
 - These three social media platforms are very popular and could be used as a place for advertising efforts.
- The 3 **least** used social media platforms include **BeReal, LinkedIn, and WhatsApp**.
 - LinkedIn is a great resource for respondents looking for prospective jobs, so a suggestion would be to look into this platform and have workshops for respondents to better understand what this platform is and how it works.

b. What Is your favorite social media platform?

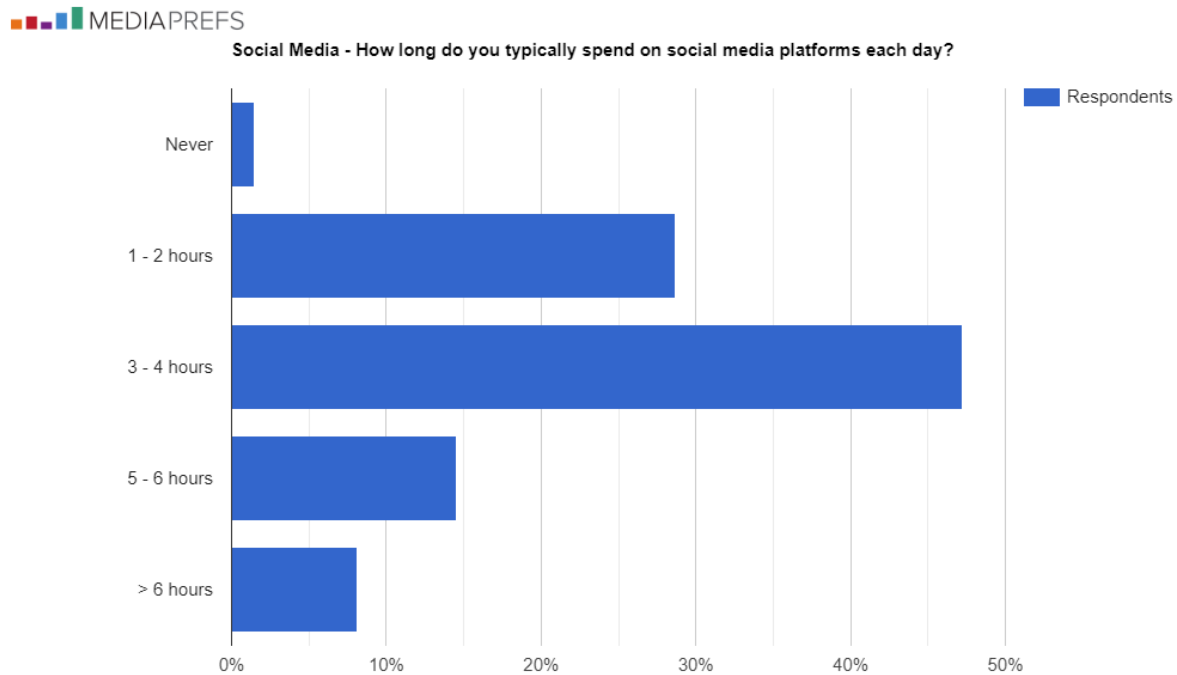
MEDIAPREFS



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=8&chart=1#

- As shown in the last chart, **Instagram**, **TikTok**, and **YouTube** are the top social media platforms that respondents like to use.

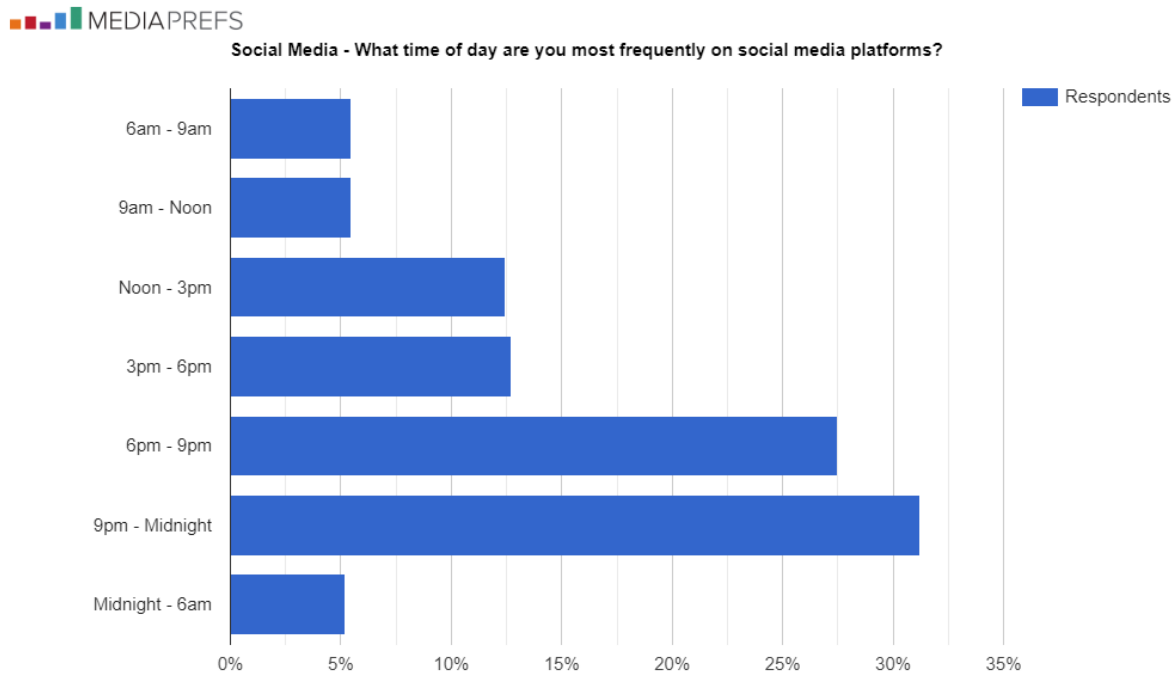
c. How long do you typically spend on social media platforms each day?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=8&chart=3#

- As seen in the bar chart, the majority of respondents use these social media platforms for **3-4 hours per day**.
- When disaggregated by age groups, the majority of the older age groups (41-50 and 51+) use the social media platforms for 1-2 hours each day.
- When disaggregated by gender, male and female respondents tend to use these social media platforms for 3-4 hours per day.
 - Respondents who identified as “other” are spread out but use these platforms for 3 or more hours per day.
- When disaggregated by race/ethnicity, both Black/African American and Hispanic/Latino respondents spend 3-4 hours per day on these social media platforms.

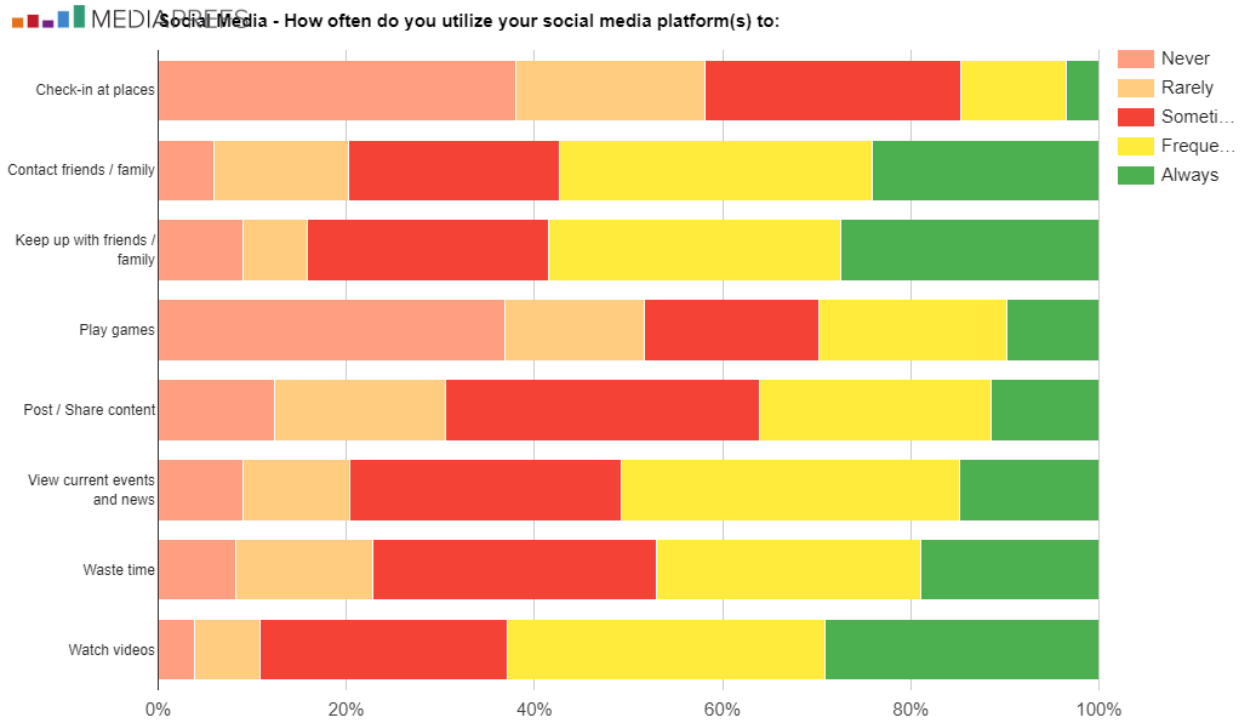
d. What time of day are you most frequently on social media platforms?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=8&chart=4#

- The majority of respondents use these social media platforms between **6 p.m. to midnight**.
- When disaggregated by gender, male respondents frequently use these platforms between 6 p.m. to midnight. Female respondents frequently use these platforms between 9 p.m. to midnight.
- When disaggregated by age, those in the 51+ age group tend to use these social media platforms between 6-9 a.m. while all other age groups tend to use them at night.
- When disaggregated by race/ethnicity, Black/African American and Hispanic/Latino respondents frequently use these platforms from 9 p.m. to midnight.

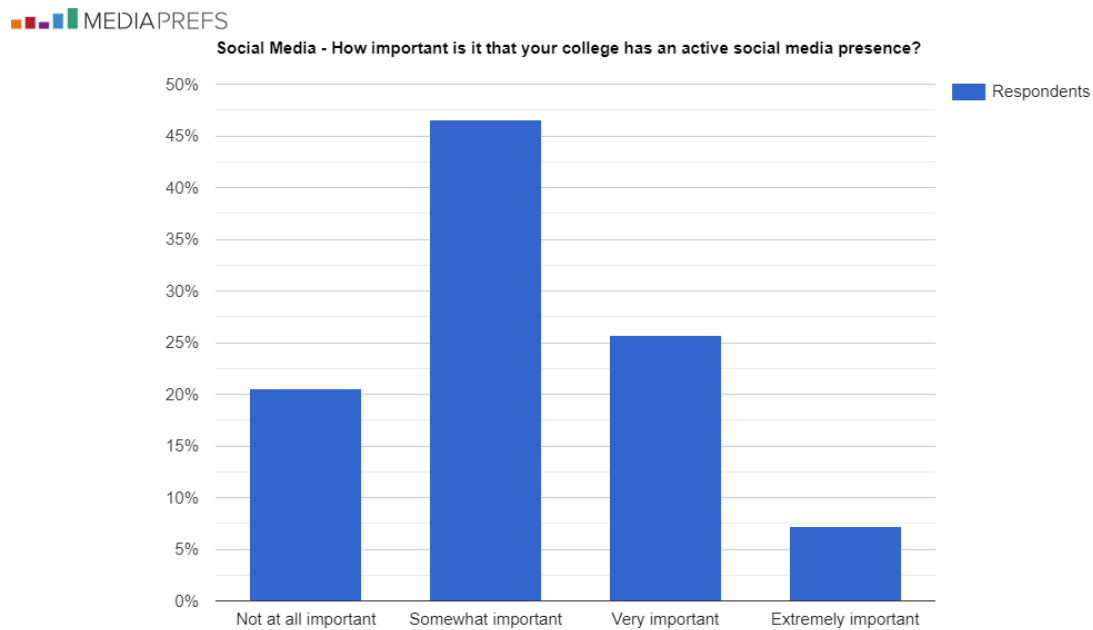
e. How often do you utilize social media platform(s) to:



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=8&chart=5

- Respondents **utilized** their social media platforms mainly to contact friends/family, to keep up with friends/family, and to watch videos.
- Respondents **didn't utilize** their social media platforms to check-in at places, play games, or to post/share content.

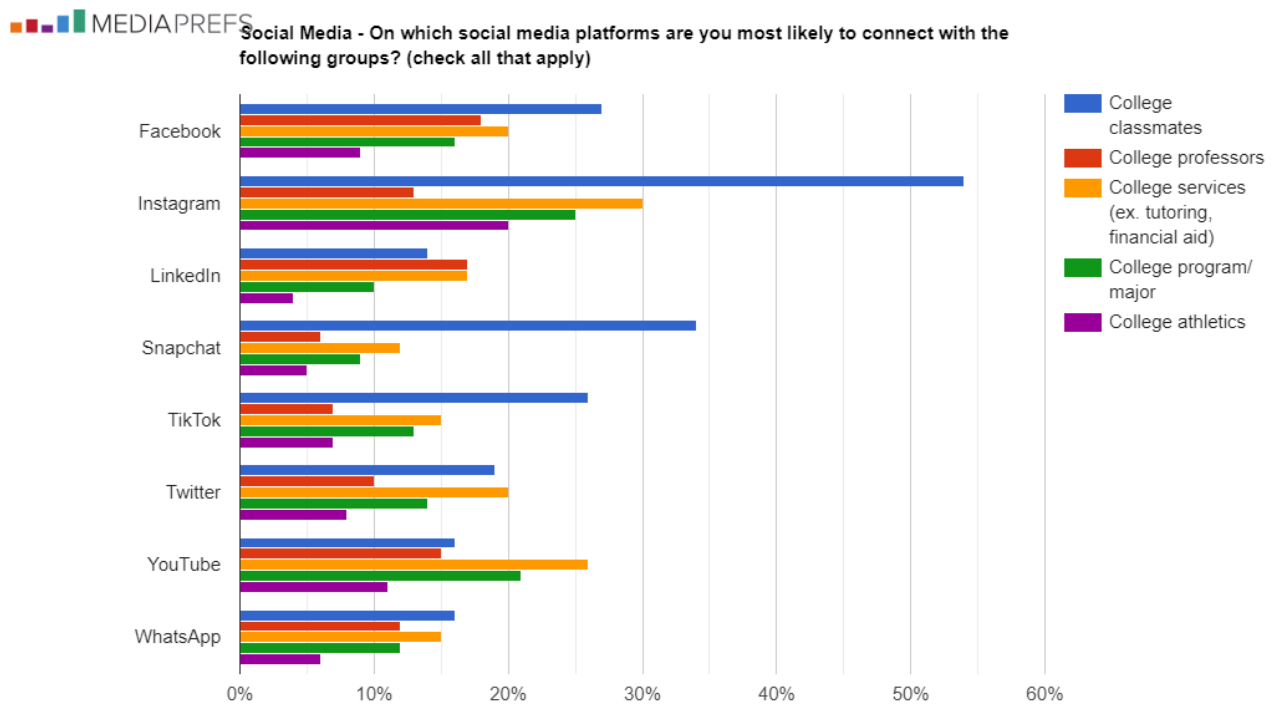
f. How important is it that your college has an active social media presence?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=8&chart=6#

- It is **somewhat important** to the respondents that their college has an active social media presence.
- When disaggregated by gender, the majority of male, female, and “other” respondents believe it is somewhat important for their college to have a social media preference.
- When disaggregated by age, all of the age groups fall into the somewhat important category.
- When disaggregated by race/ethnicity, Hispanic/Latino respondents fall within the somewhat important category while Black/African American respondents fall into the very important category.

g. On which social media platforms are you most likely to connect with the following groups?



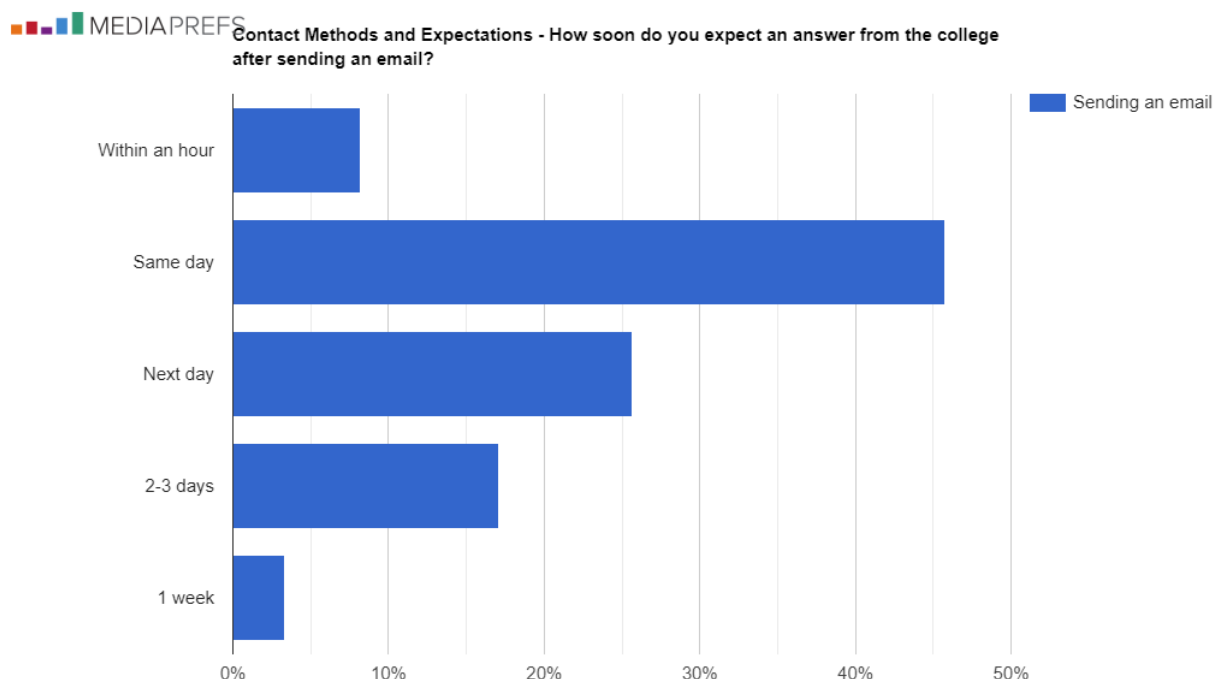
https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=8&chart=7

- Respondents are most likely to connect with college **classmates** through Instagram, Snapchat, Facebook, and TikTok.
- Respondents are most likely to connect with college **professors** through Facebook and LinkedIn.
- Respondents are most likely to connect with college **services** through Instagram and YouTube
- Respondents are most likely to connect with college **programs** through Instagram and YouTube.
- Finally, respondents are most likely to connect with college **athletics** through Instagram.

7. Expectations and Contact Methods

a. How soon do you expect an answer from the college after...

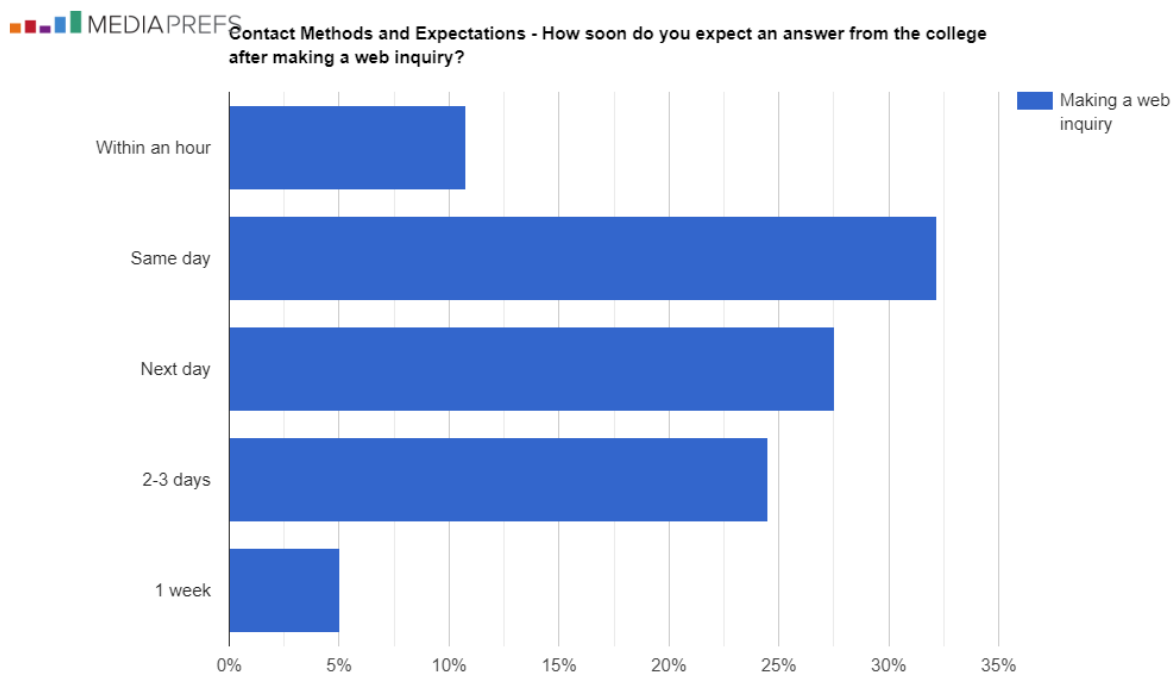
i. Sending an email



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=5&chart=2#

- Respondents expect an answer from the college **the same day** after sending an email.
- When disaggregated by age, all of the age groups except 41-50 and 51+, expect an answer the same day while the older age groups expect an answer the next day.
- When disaggregated by gender, male and female respondents expect an answer the same day.
 - Respondents who identified as “other” expect an answer either the same day or the next day.
- When disaggregated by race/ethnicity, Black/African American and Hispanic/Latino respondents expect an answer the same day.

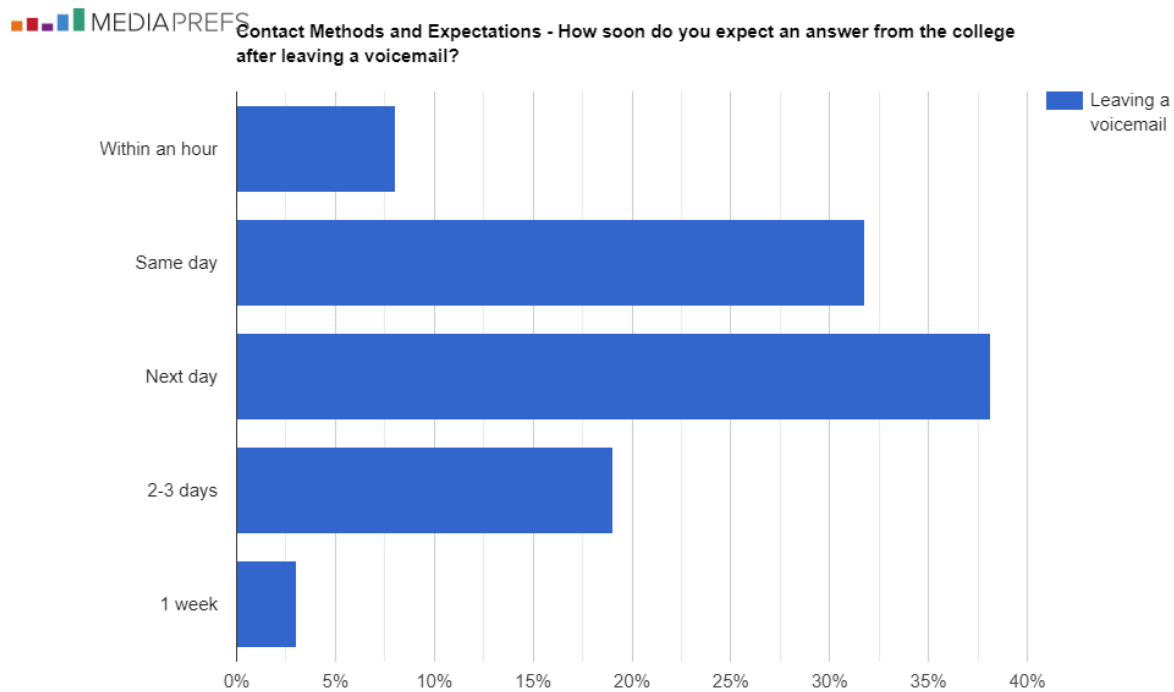
ii. Making a web inquiry



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=5&chart=3#

- Respondents expect an answer from the college **the same day, the next day, or within 2-3 days** after making a web inquiry.
- When disaggregated by gender, male respondents expect an answer the same day or the next day while female respondents expect an answer the same day, next day, or within 2-3 days.
- When disaggregated by age, respondents in the 31-40 and 41-50 age categories expect an answer the next day, respondents in the 51+ age category expect an answer within 2-3 days, and the rest of the age groups expect an answer the same day.
- When disaggregated by race/ethnicity, Black/African American respondents expect an answer the same day while Hispanic/Latino respondents expect an answer the same day, the next day, or within 2-3 days.

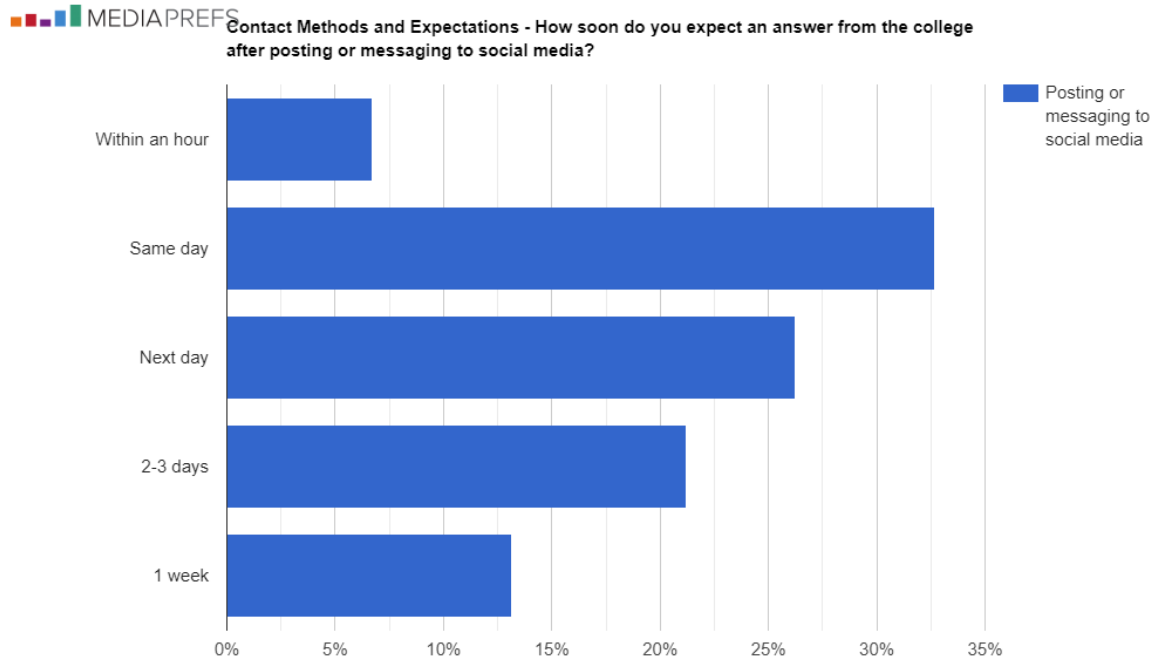
iii. Leaving a voicemail



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=5&chart=4#

- Respondents expect an answer from the college **the same day or the next day** after leaving a voicemail.
- When disaggregated by gender, male and female respondents expect an answer the same day or the next day.
 - Respondents who identified as “other” expect an answer either the same day, the next day, within 2-3 days, or within one week.
- When disaggregated by age, respondents in the 18-20 or 51+ age groups expect an answer the next day.
- When disaggregated by race/ethnicity, Hispanic/Latino respondents expect an answer the next day while Black/African American respondents expect an answer the next day or within 2-3 days.

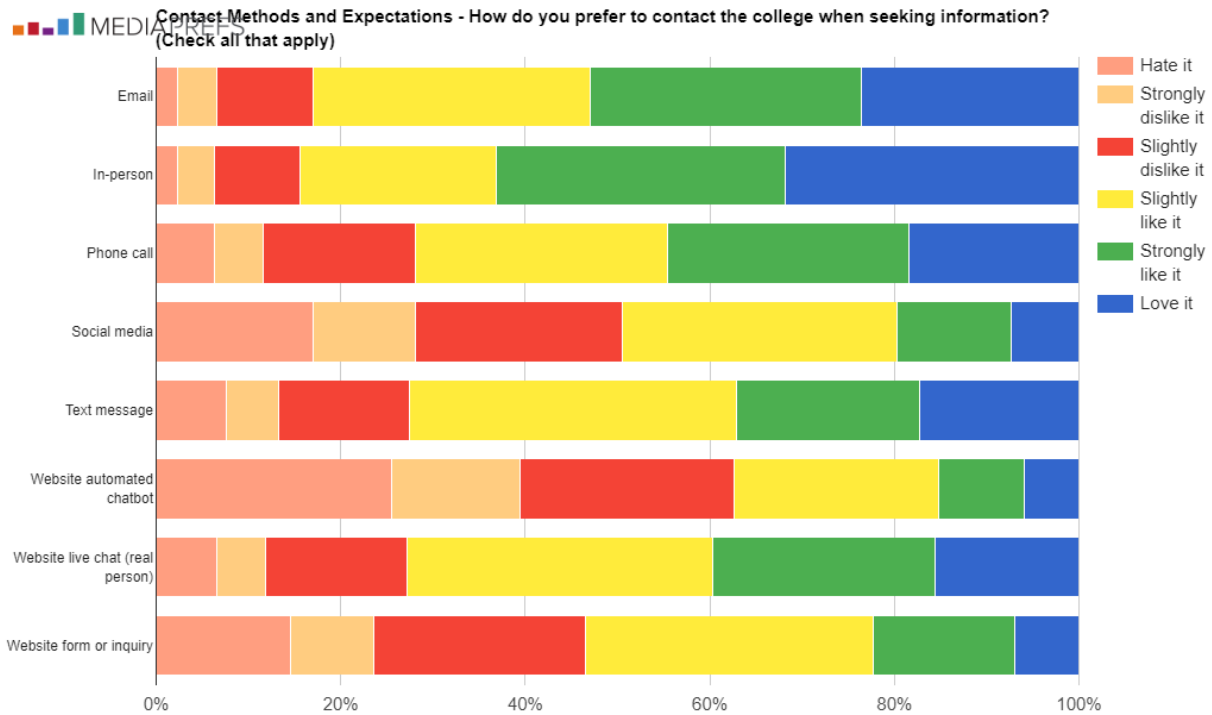
iv. Posting or messaging to social media



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=5&chart=5#

- Respondents expect an answer from the college **the same day, the next day, or within 2-3 days** after posting or messaging to social media.
- When disaggregated by gender, male and female respondents expect an answer the same day or the next day while respondents who identified as “other” expect an answer within 2-3 days.
- When disaggregated by age, respondents in the 16-17 age category expect an answer the same day or the next day, respondents in the 18-20, 21-25, and 26-30 age categories expect an answer the same day, respondents in the 31-40 and 41-50 age categories expect and answer the next day, and respondents in the 51+ age categories expect an answer within 2-3 days.
- When disaggregated by race/ethnicity, both Black/African American and Hispanic/Latino respondents expect an answer the same day.

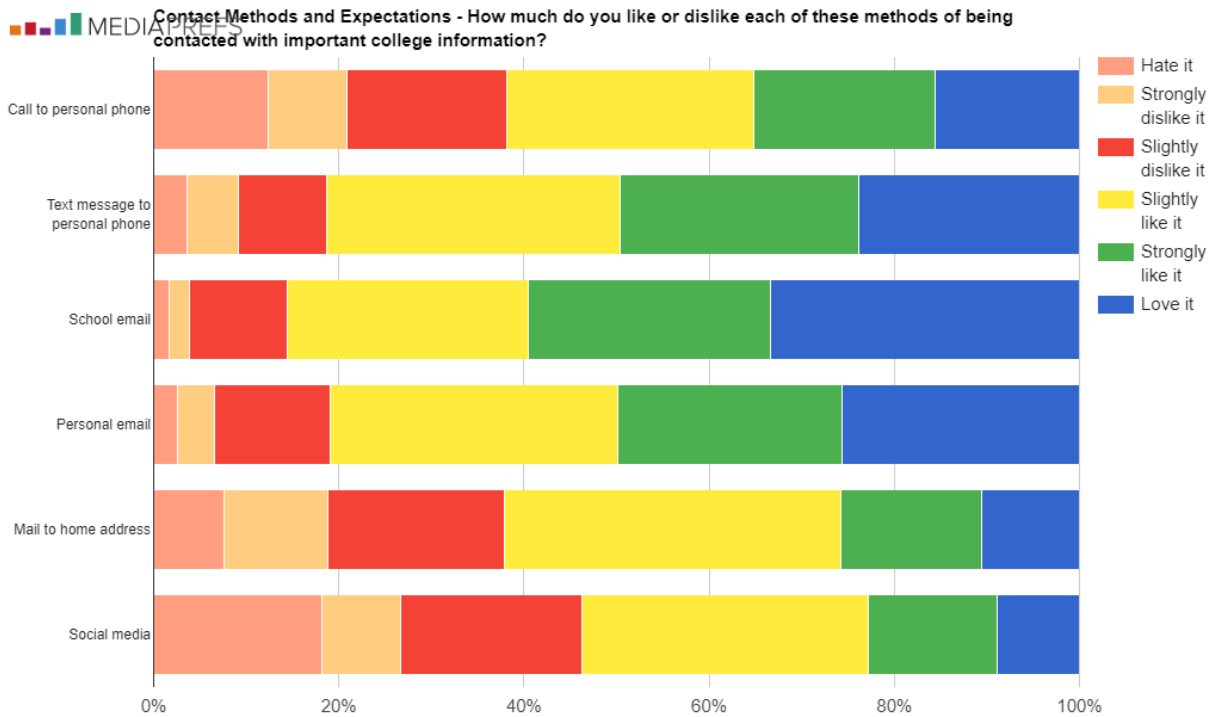
b. How do you prefer to contact the college when seeking information?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=5&chart=1

- Respondents **slightly liked, strongly liked, or loved** contacting the college through email, in-person, phone call, text message, websites live chat, social media, and through a website form or inquiry.
- Finally, respondents **slightly disliked, strongly disliked, and hated** to contact the college through the websites automated chatbot.

c. How much do you like or dislike each of these methods of being contacted with important college information?

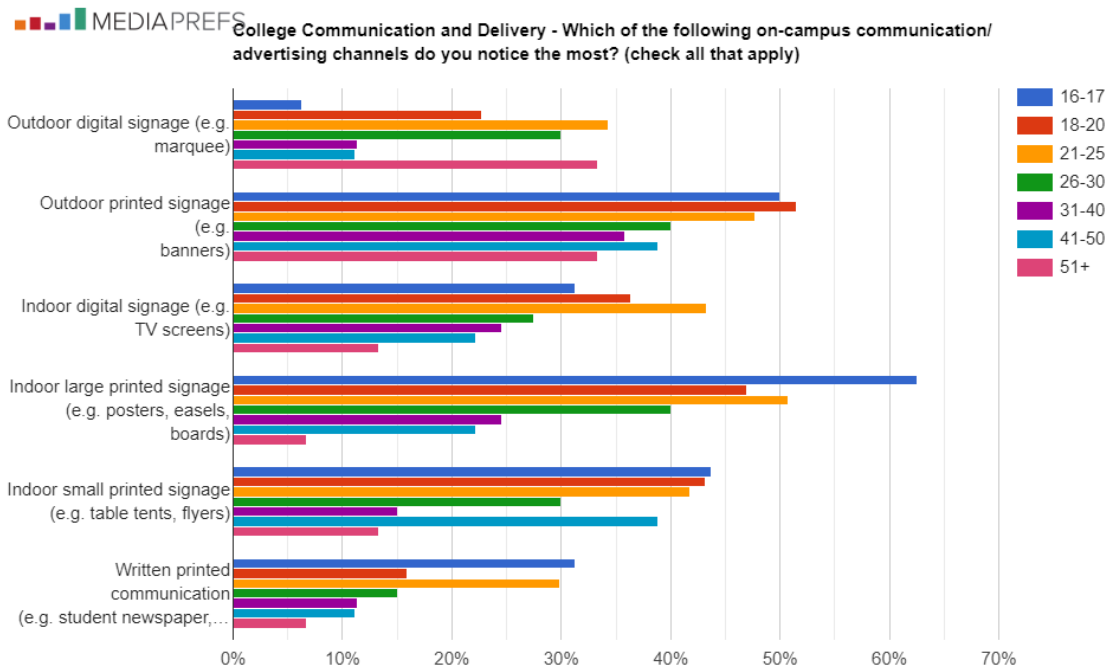


https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=5&chart=0

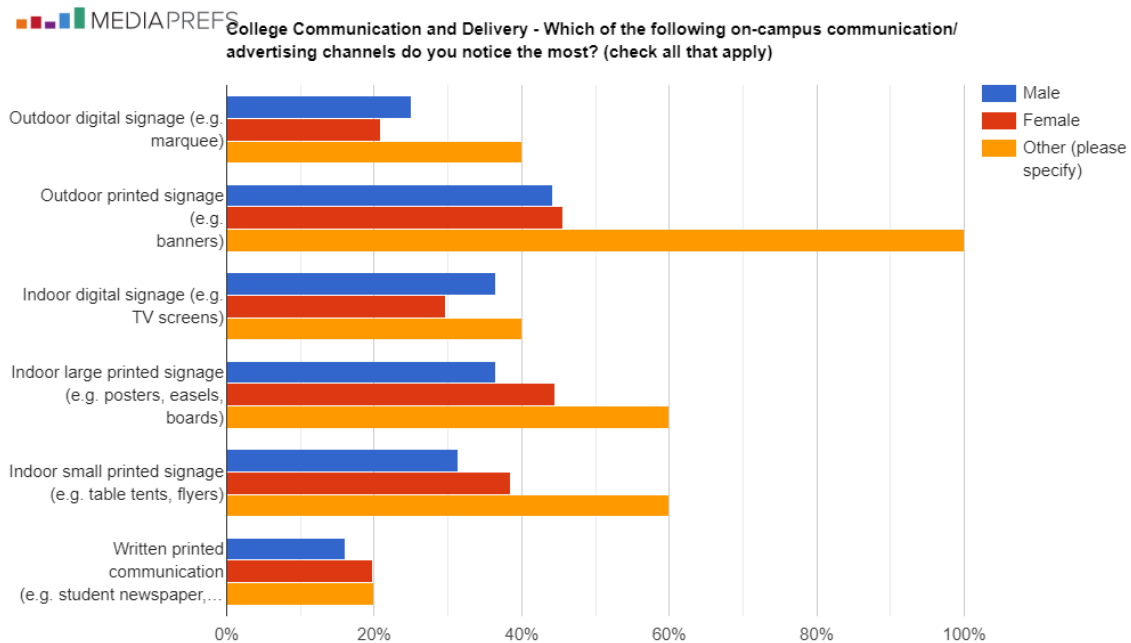
- Respondents **strongly liked and loved** being contacted with important college information through text messages, school email, and through their personal email.
- Respondents **slightly liked or slightly disliked** being contacted with important college information through a call to their personal phone, mail to their home address, and through social media.

8. College Communication

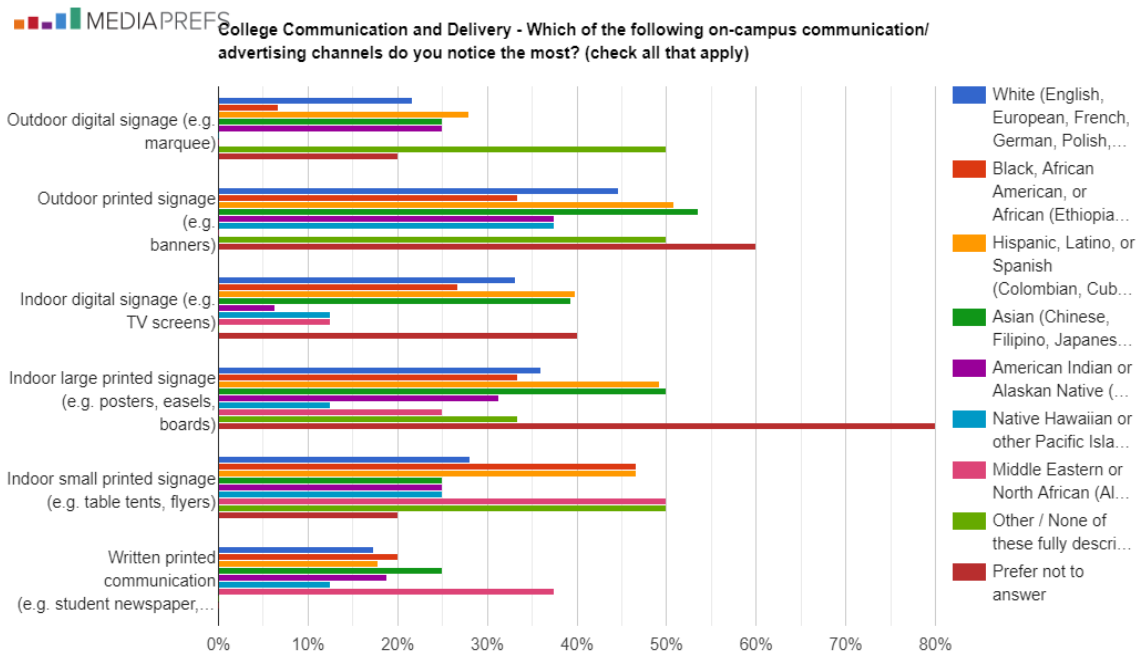
a. Which of the following on-campus communication/advertising channels do you notice the most?



- Respondents in the 16-17 age group mostly notice on-campus communication/advertising channels through **indoor large, printed signage**.
- Respondents in the 18-20 age group mostly notice on-campus communication/advertising channels through **outdoor, indoor large, and indoor small, printed signage**.
- Respondents in the 21-25 age group mostly notice on-campus communication/advertising channels through **all of the facets of advertising/communication**.
- Respondents in the 26-30 age group mostly notice on-campus communication/advertising channels through **outdoor and indoor large, printed signage**.
- Respondents in the 31-40 age group mostly notice on-campus communication/advertising channels through **outdoor, printed signage**.
- Respondents in the 41-50 age group mostly notice on-campus communication/advertising channels through **outdoor or small indoor, printed signage**.
- Respondents in the 51+ age group mostly notice on-campus communication/advertising channels through **outdoor, digital, or printed signage**.



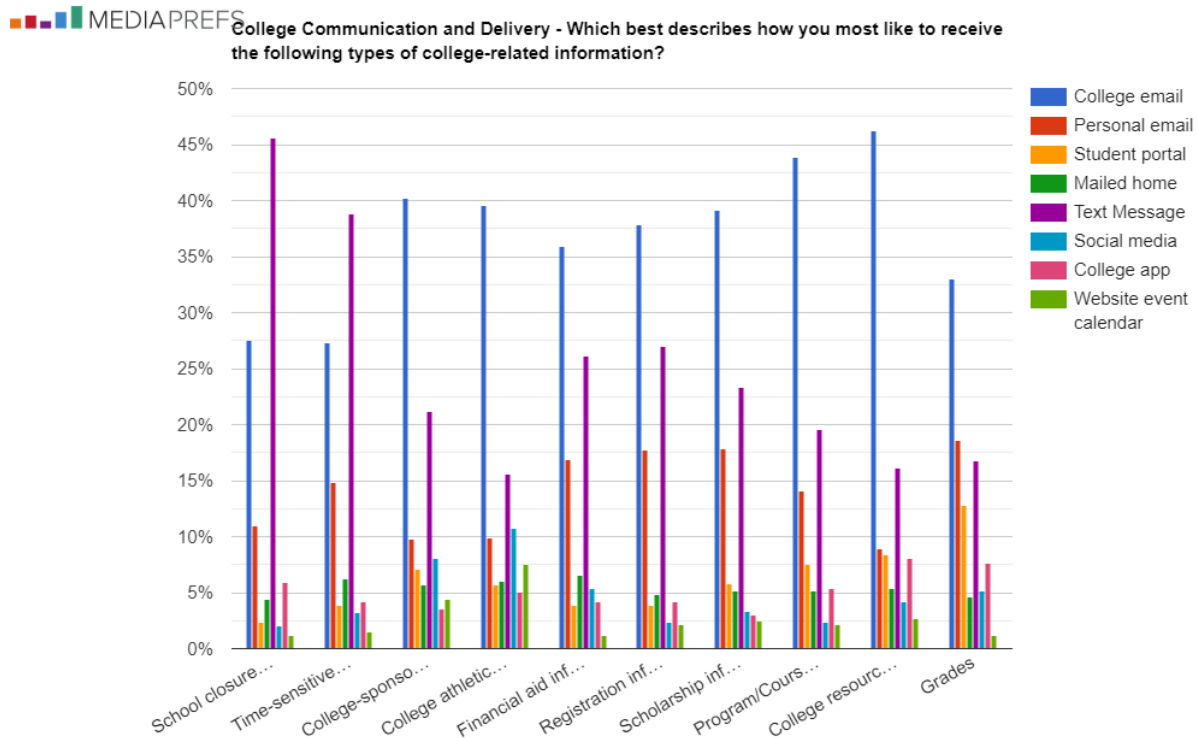
- Respondents who identified as male or “other” mostly notice on-campus communication/advertising channels through **outdoor, printed signage**.
- Respondents who identified as female mostly notice on-campus communication/advertising channels through **outdoor and indoor, large, printed signage**.
- Note: This chart makes it look like there are more students who identify as “other” than male or female, this is inaccurate. The way the charts are set up make it look odd, so just refer to the bullet points I have provided.



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=6&chart=9#

- Respondents who identified as Black/African American mostly notice on-campus communication/advertising channels through **indoor, small, printed signage**.
- Respondents who identified as Hispanic/Latino mostly notice on-campus communication/advertising channels through **outdoor or indoor, large, and small, printed signage**.

b. Through which channel would you most prefer to receive the following types of college-related information?

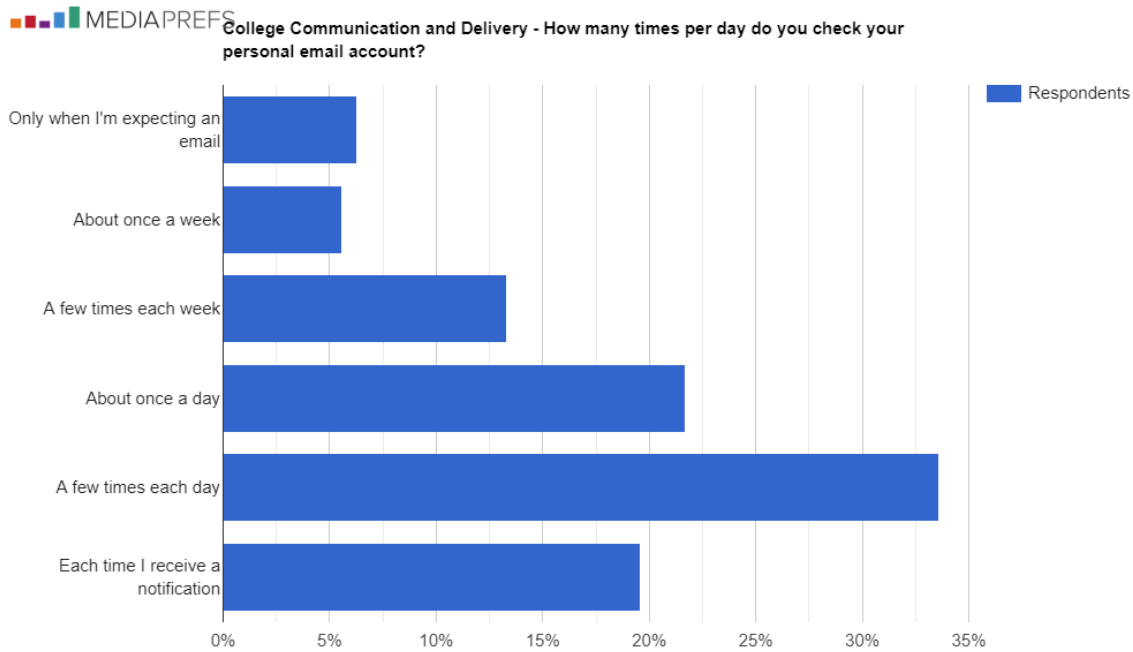


https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=6&chart=3

- Respondents would most like to receive information about college-sponsored fun events and activities, college athletic events, financial aid information, registration information, scholarship information, program/course information, college resources and services available, and grades through their **college email**.
- Respondents would most like to receive information about school closures/cancellations and time sensitive deadlines through a **text message**.

9. Email

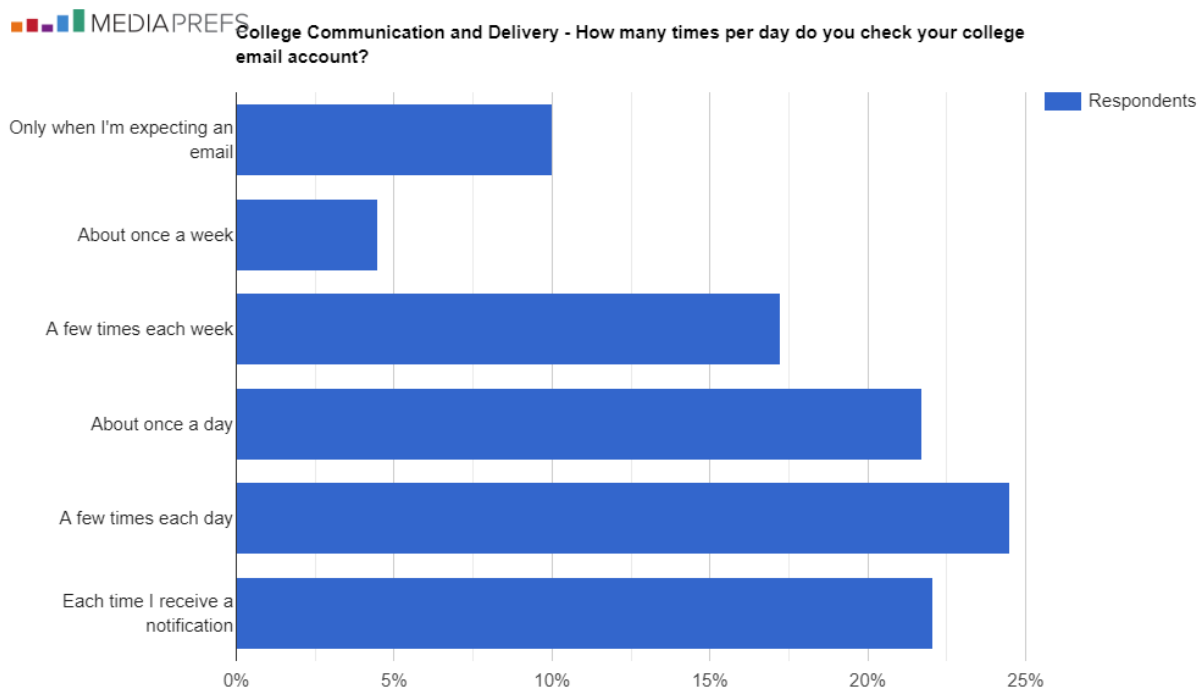
a. How frequently do you check your personal email account(s)?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=6&chart=0#

- Respondents check their personal email about **once a day or a few times each day**.
- When disaggregated by age, the majority of respondents from each age group except 51+, check their personal email a few times each day. Those in the 51+ age group check their personal email either once or a few times a day.
- When disaggregated by gender, respondents who identified as male or “other” check their personal email either once or a few times a day while respondents who identified as female check their personal email a few times a day.
- When disaggregated by race/ethnicity, respondents who identified as Hispanic/Latino check their personal email a few times a day while respondents who identified as Black/African American check their personal email each time they receive a notification.

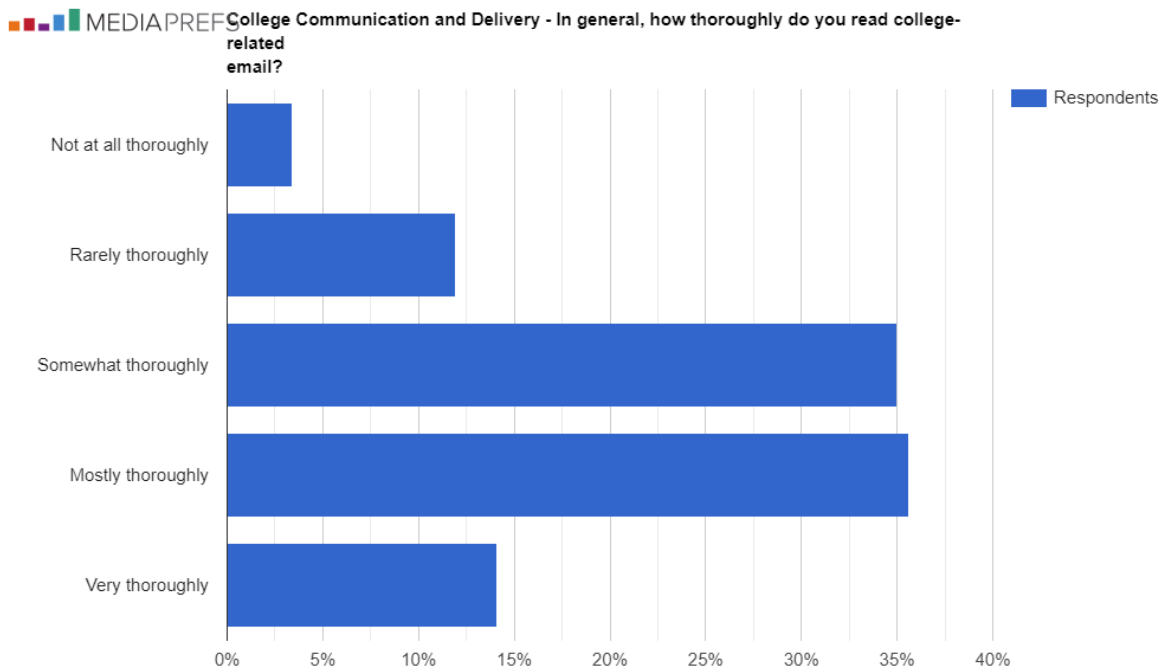
b. How frequently do you check your college email account?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=6&chart=1#

- Respondents check their college emails more frequently than their personal emails. **Once a day, multiple times a day, or each time they receive a notification.**
- When disaggregated by age, respondents in the 16-17, 26-30, 41-50, and 51+ age groups check their college email a few times each day. Respondents in the 18-20 age group equally check their college email between a few times a week and each time they receive a notification. Respondents in the 21-25 age group check their college email each time they receive a notification and respondents in the 31-40 age group check their college email a few times a day or each time they receive a notification.
- When disaggregated by gender, respondents who identified as male check their college emails slightly less than female respondents, between a few times each week to a few times each day while female respondents check their college email between once a day to each time they receive a notification.
 - Respondents who identified as “other” check their college email about once a day.
- When disaggregated by race/ethnicity, respondents who identified as Black/African American check their college email either a few times a week or each time they receive a notification. Respondents who identified as Hispanic/Latino check their college email a few times a day or each time they receive a notification.

c. In general, how thoroughly do you read college-related emails?

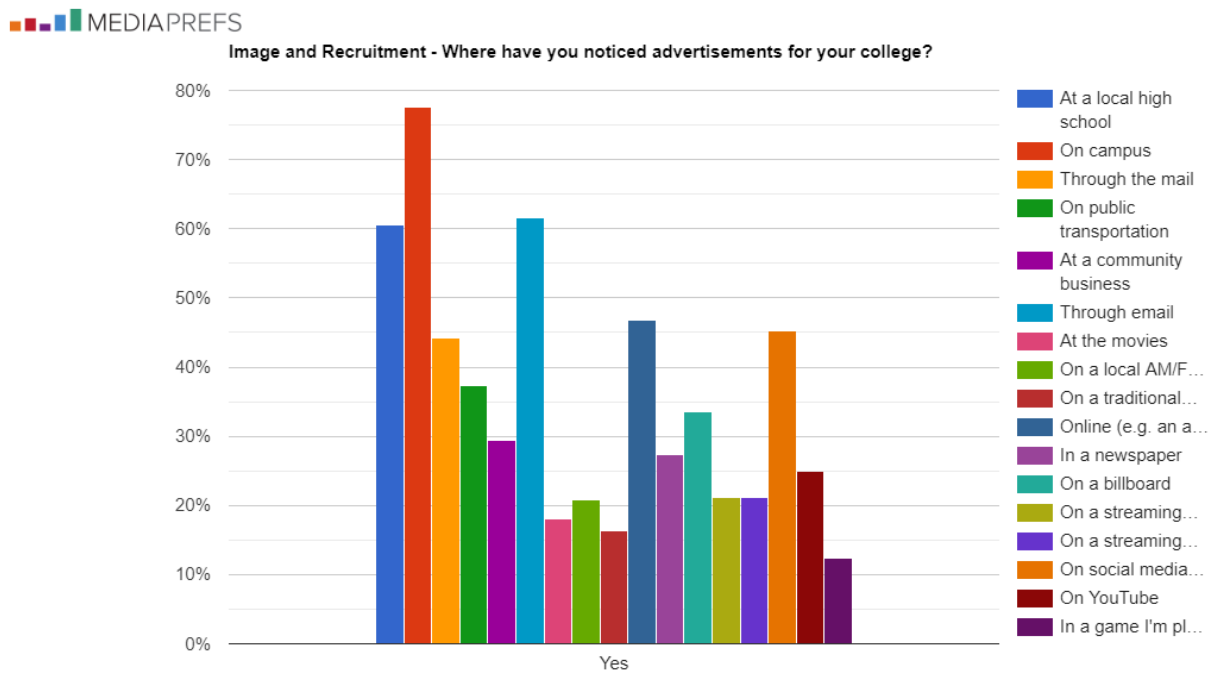


https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=6&chart=2#

- Respondents read college-related emails **somewhat or mostly thoroughly**.
- When disaggregated by age, respondents in the 16-17, 18-20, and 31-40 age groups read college-related emails somewhat thoroughly. Respondents in the 21-25 and 41-50 age groups read college-related emails mostly thoroughly. Respondents in the 51+ age group read college-related emails very thoroughly.
- When disaggregated by gender, male and female respondents read college-related emails somewhat and mostly thoroughly.
 - Respondents who identified as “other” read college-related emails either not at all thoroughly or rarely thoroughly.
- When disaggregated by race/ethnicity, Hispanic/Latino respondents read their college-related emails either somewhat or mostly thoroughly. Black/African American students read their college-related emails either mostly or very thoroughly.

10. Image and Recruitment

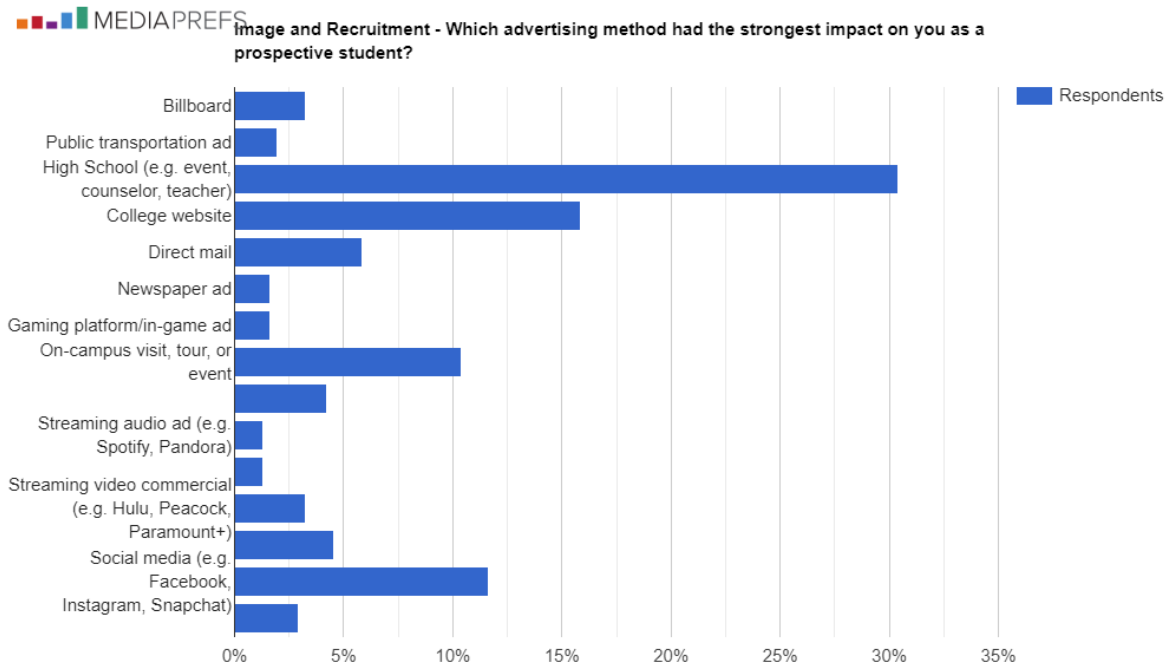
a. Where have you noticed advertisements for your college?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=11&chart=0#

- Respondents have mostly noticed advertisements for their college at their **local high school**, on the **college campus**, through their **email**, **online**, and on **social media**.

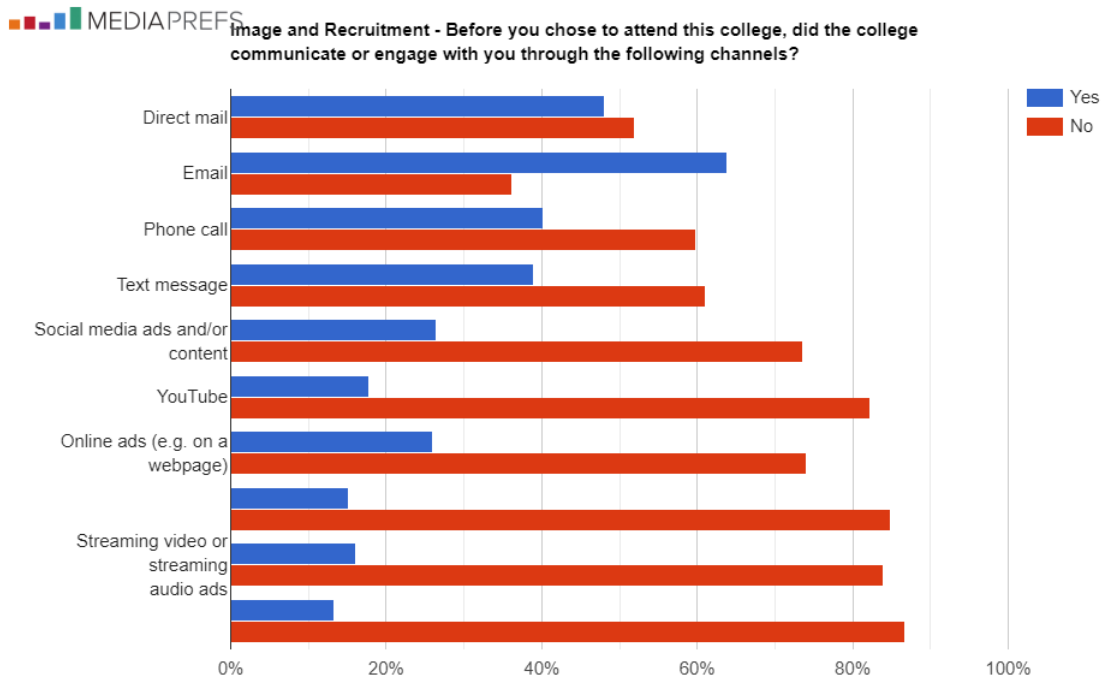
b. Which advertising method had the strongest impact on you as a prospective student?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=11&chart=1#

- The majority of respondents stated that the **advertising at their high school** (e.g., event, counselor, teacher) had the strongest impact on them as a prospective student.

c. Before you chose to attend this college, did the college communicate or engage with you through the following channels?

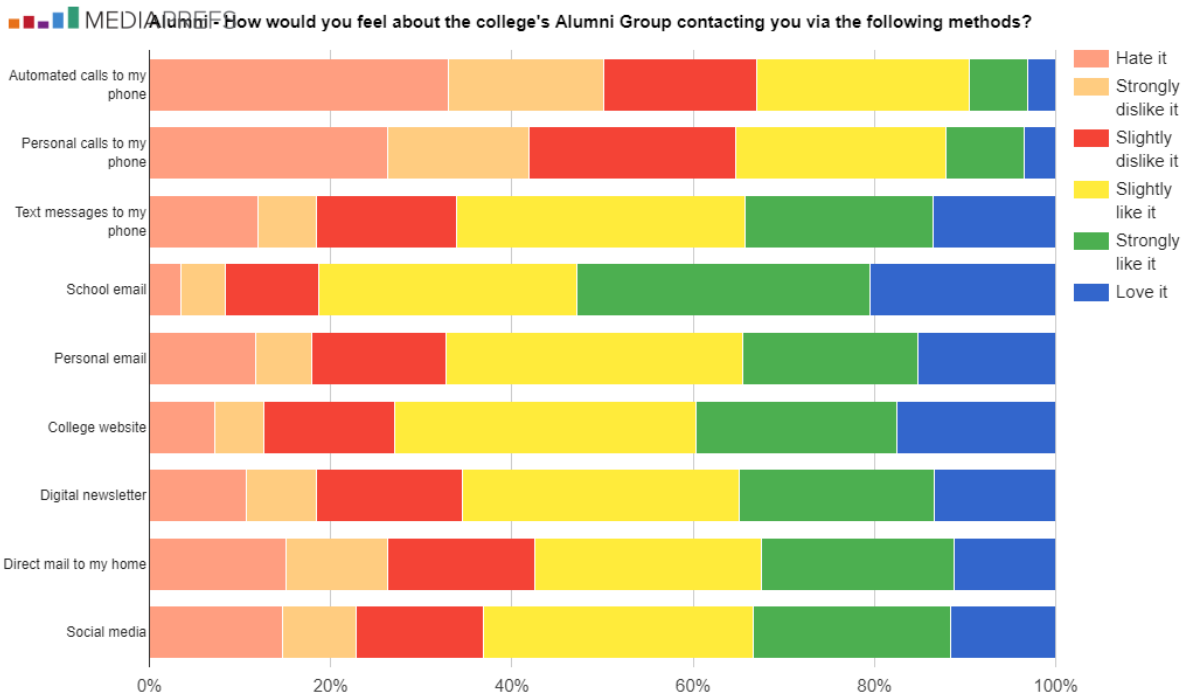


https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=11&chart=4#

- The college **did** communicate or engage with their respondents through **direct mail** and **email**.
- The college **did not** communicate or engage with their respondents through phone call, text message, social media ads and/or content, YouTube, online ads, local TV or local AM/FM radio ads, streaming video or streaming audio ads, or gaming platform/in-game ads.

11. College Alumni

a. How would you feel about the college’s alumni group/association contacting you via the following methods?

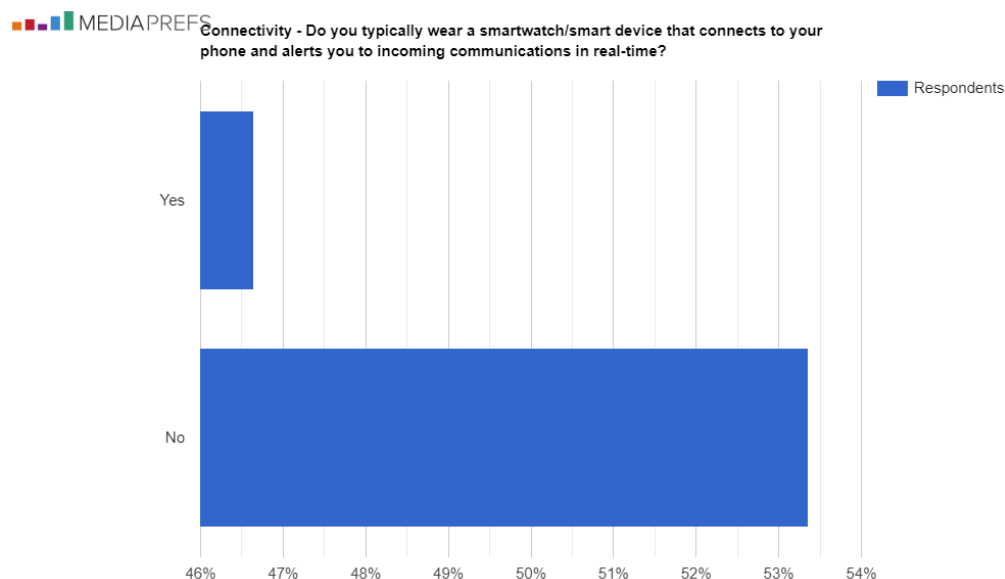


https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=7&chart=0

- Respondents **slightly liked, strongly liked, or loved** the college’s Alumni Group contacting them through text messages to their phone, school email, personal email, college website, digital newsletter, direct mail to their home, or through social media.
- Respondents **slightly disliked, strongly disliked, or hated** the college’s Alumni Group contacting them through automated calls to their phones or through personal calls to their phone.

12. Connectivity and Preferences

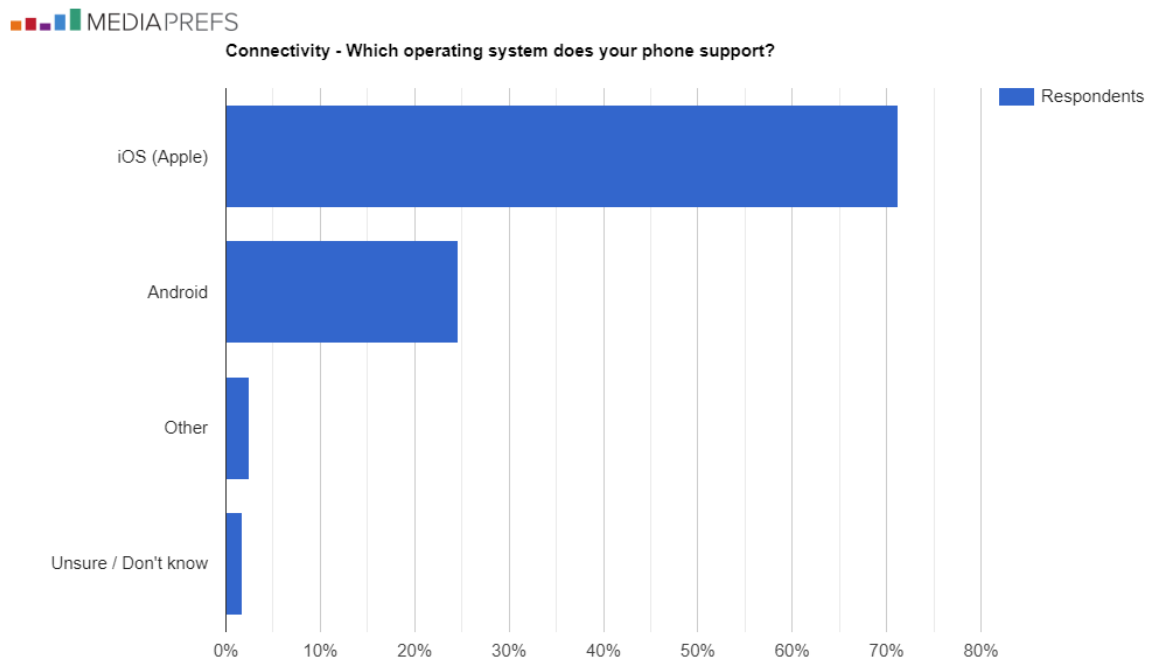
a. Do you typically wear a smartwatch/smart device that connects to your phone and alerts you to incoming communication in real-time?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=4&chart=1#

- The majority of respondents **do not** typically wear a smartwatches/smart device that connects to their phone.
- When disaggregated by age, respondents in the 16-17 and 18-20 age groups do not typically wear a smartwatch/smart device. Respondents in the 21-25, 26-30, 31-40, and 41-50 age groups do typically wear a smartwatch/smart device. Respondents in the 51+ age group are evenly split between yes and no.
- When disaggregated by gender, male respondents are split evenly between yes and no in terms of wearing a smartwatch/smart device while female respondents lean more towards no in terms of wearing a smartwatch/smart device.
 - Respondents who identified as “other” do not typically wear a smartwatch/smart device.
- When disaggregated by race/ethnicity, respondents who identified as either Hispanic/Latino or Black/African American **do not** typically wear a smartwatch/smart device.

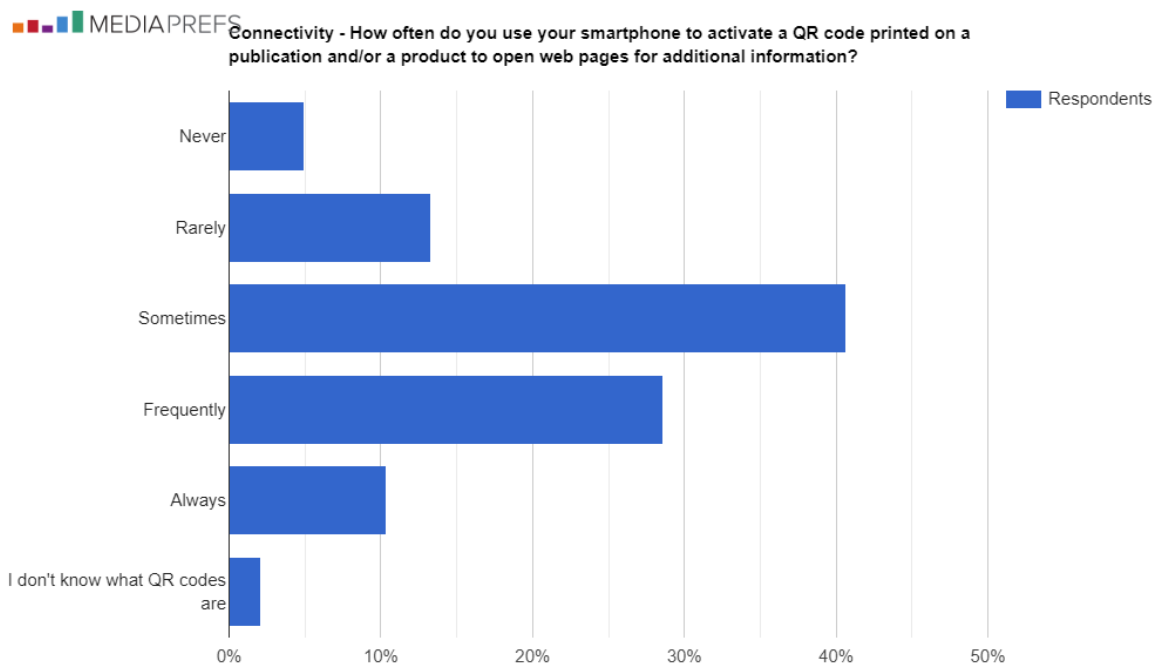
b. Which operating system does your phone support?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=4&chart=2#

- Most respondents have **iOS (Apple)** as their operating system.
- When disaggregated by age, respondents in all of the age groups except 26-30 and 41-50 age group have an iOS (Apple) operating system. Respondents in the 26-30 age group are evenly split between iOS (Apple) and Android as their operating system. Respondents in the 41-50 age group are split between iOS (Apple) and Android but lean more towards Android as their operating system.
- When disaggregated by gender, the majority of respondents have iOS (Apple) as their operating system regardless of gender.
- When disaggregated by race/ethnicity, the majority of respondents have iOS (Apple) as their operating system regardless of race/ethnicity.

c. How often do you use your smartphone to scan a QR code?



https://charts.interactcom.com/viewChartBook.php?cb=group&group_id=1026&yearIndex=10&sec=4&chart=0#

- Respondents **sometimes or frequently** used their smartphone to activate a QR code printed and/or a product to open webpages for additional information.
- When disaggregated by age, respondents in every age group expect 21-25 and 26-30 sometimes used their smartphone to activate a QR code. In the other two groups, respondents either sometimes or frequently used their smartphone to activate a QR code.
- When disaggregated by gender, male and female respondents sometimes used their smartphone to activate a QR code.
 - Respondents who identified as “other” rarely used their smartphone to activate a QR code.
- When disaggregated by race/ethnicity, respondents who identified as Hispanic/Latino sometimes used their smartphone to activate a QR code while respondents who identified as Black/African American frequently used their smartphone to activate a QR code.

If you have any questions, please contact Jessica Beverson through email at jbeverson@craftonhills.edu or through phone at (909)389-3268.