



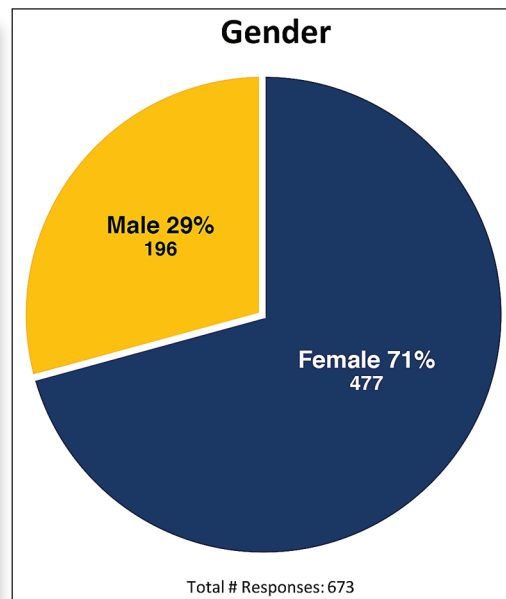
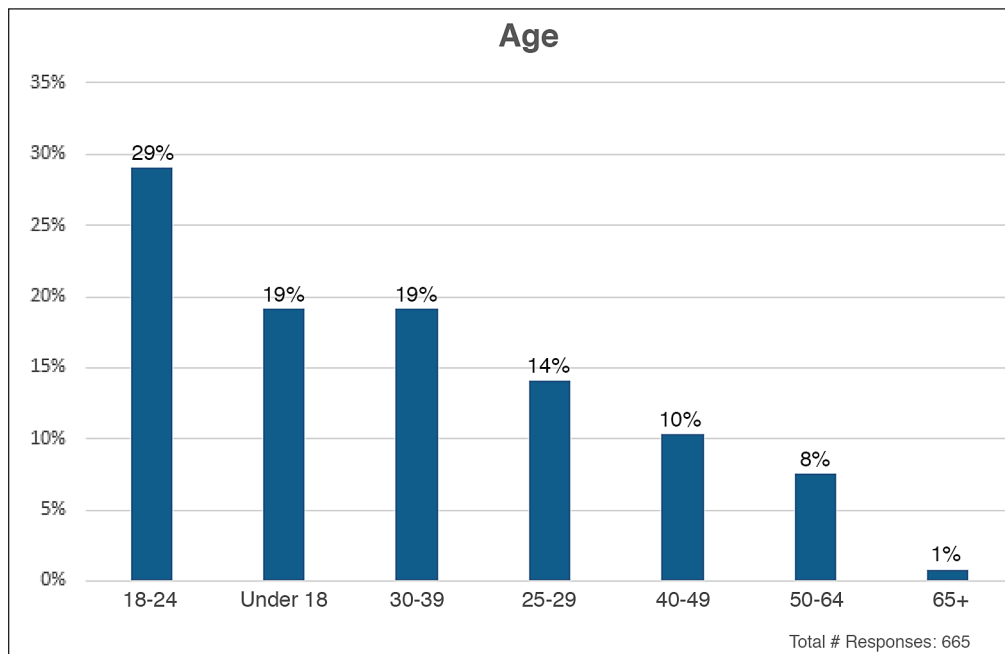
Northland Pioneer College
EXPANDING MINDS • TRANSFORMING LIVESSM

2017 Student Marketing Survey Results

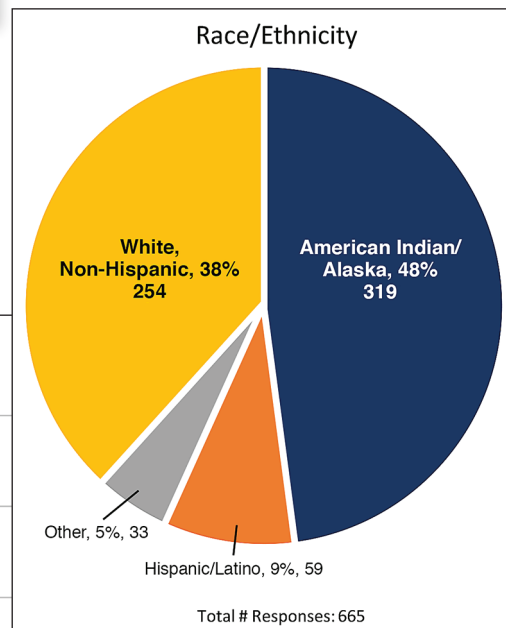
Conducted by the NPC Marketing Office
via online Qualtrics survey
10/9 – 10/31/17

Response Demographics

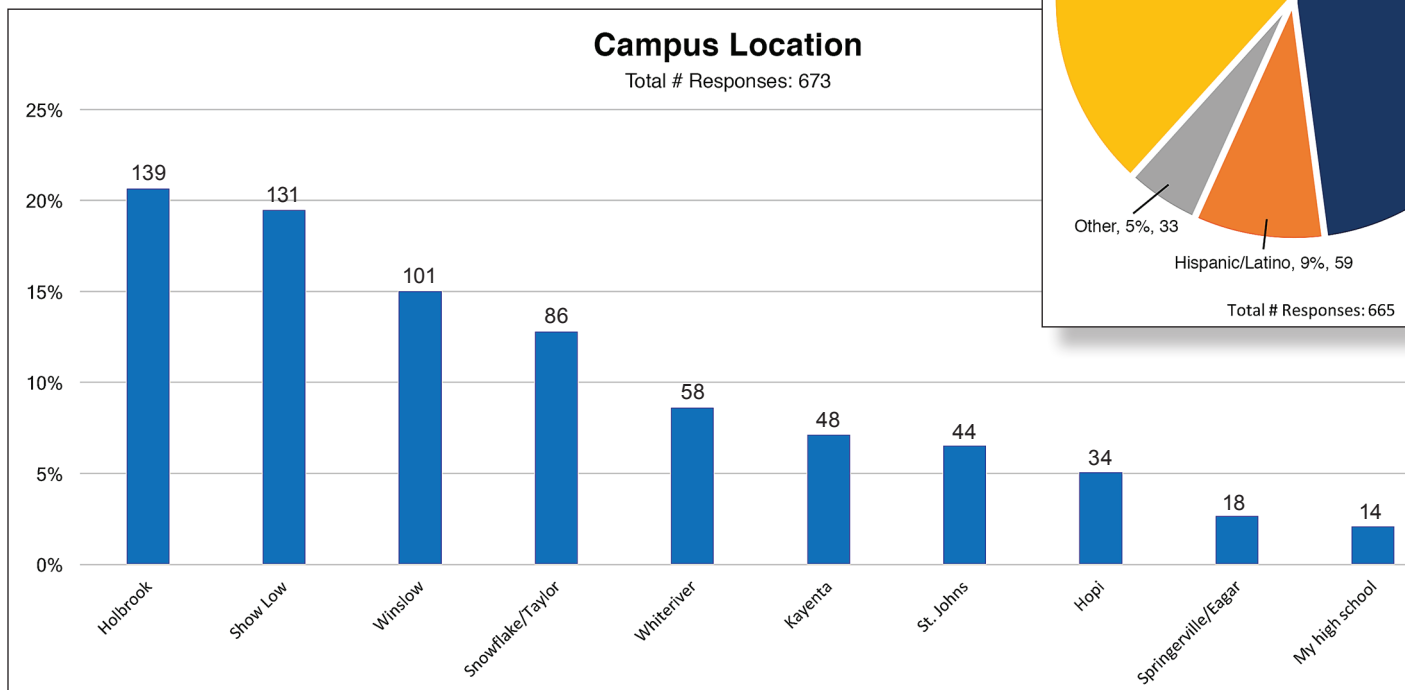
687 students (23% of current student enrollment) took this survey, but not all respondents completed all questions.
Fall 2017 unduplicated student headcount: 3,021.



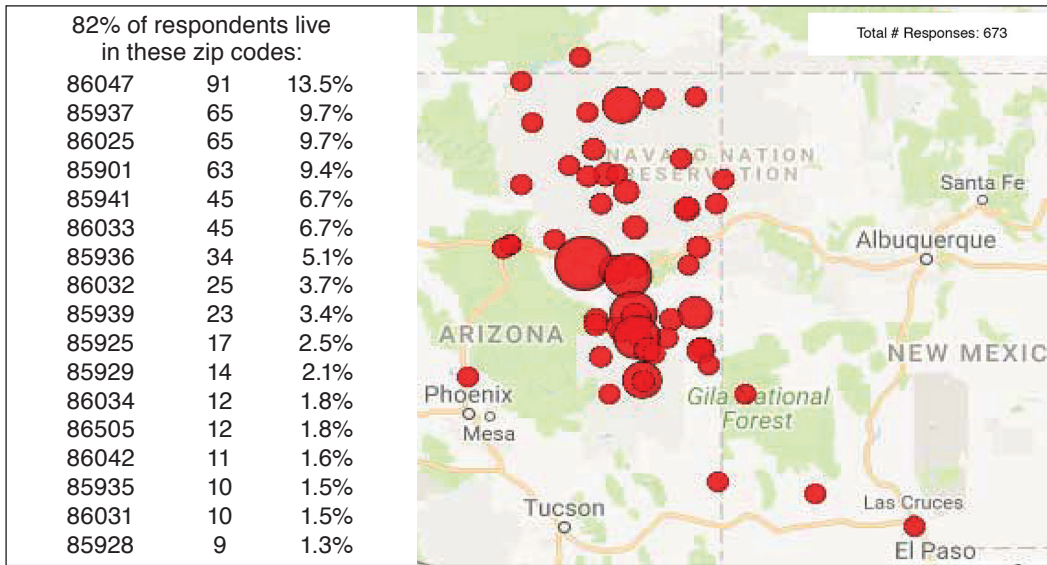
Current Actual 2016-17 NPC Student Demographics (not from survey): 6,121 students enrolled in credit classes | Age: Under 18, 38%; 18-24, 31%; 25-29, 10%; 30-39, 11%; 40-49, 5%; 50-64, 4%; 65+, 1%; Gender: 58% Female, 42% Male | Race/Ethnicity: White, non-Hispanic, 47%; American Indian/Alaska, 33%; Hispanic/Latino, 11%; Other 9%.



What NPC campus/center location do you take classes at MOST often?

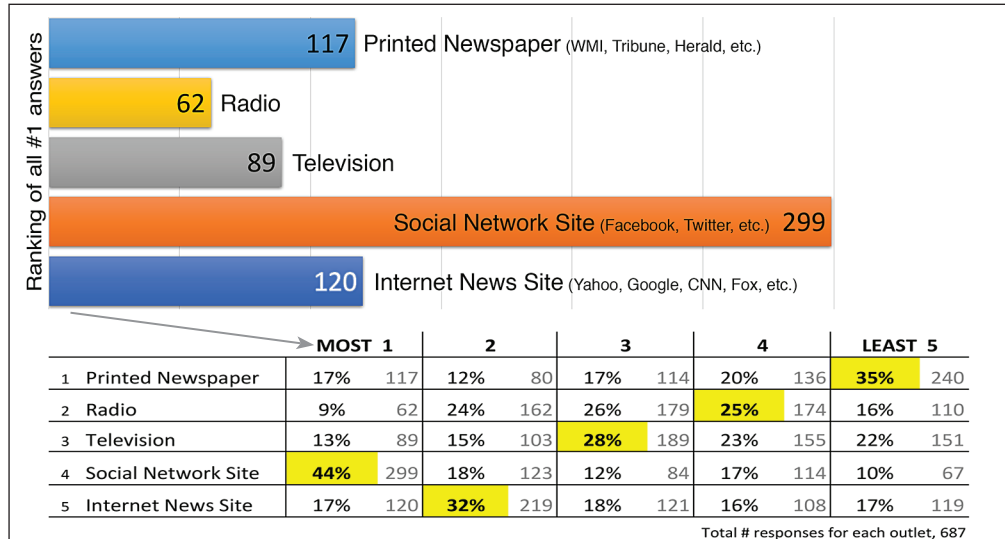


What is the ZIP code of the city/town you currently LIVE in?



Media Questions

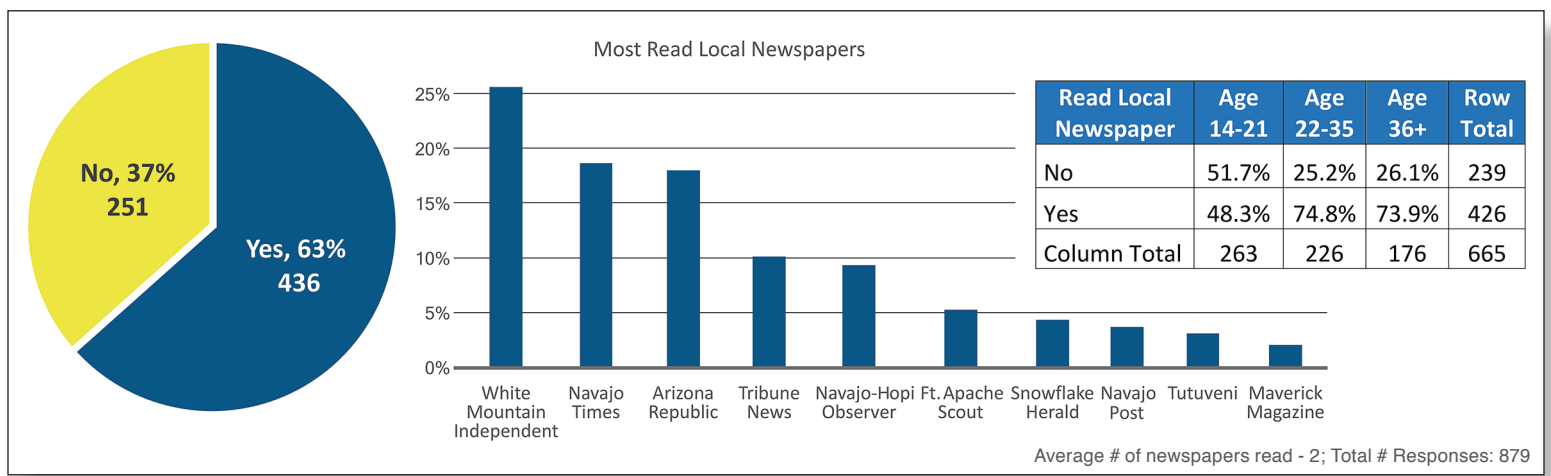
Q1: Rank the way you receive your news and information in order from most used (#1) to least used (#5).



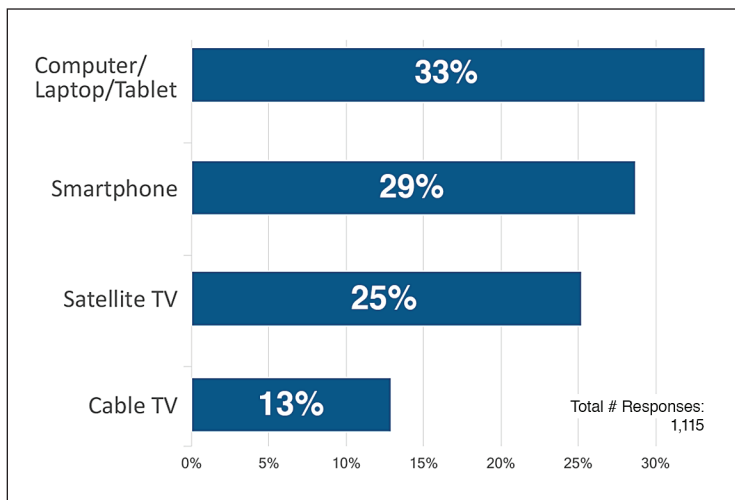
2012 Survey Results
(1, most used; 6 least used)

1. Television
2. Internet News Site
3. Radio
4. Social Network Site
5. Printed Newspaper
6. Online Newspaper

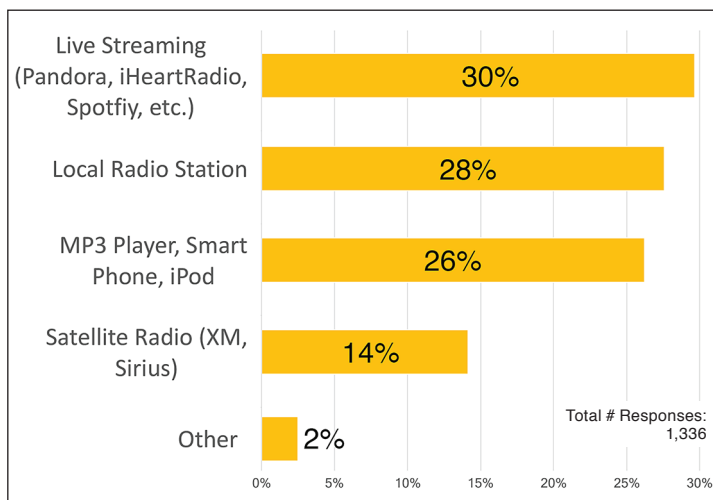
Q2: Do you read ANY local newspapers (print or online)?



Q3: How do you watch TV programs?



Q4: How do you listen to music?



	Age 14-21	Age 22-35	Age 36+
How do you watch your TV programs?			
Cable TV	14.8%	9.7%	15.5%
Satellite	17.7%	27.2%	36.4%
SmartPhone	33.6%	29.5%	17.2%
Computer/Laptop/Tablet	33.8%	33.6%	31.0%

	Age 14-21	Age 22-35	Age 36+
How do you listen to your music?			
Livestream	33.1%	30.1%	22.5%
Satellite Radio	11.0%	16.6%	16.8%
MP3/SmartPhone	31.0%	25.1%	18.1%
Local Radio Station	23.0%	26.2%	38.6%
Other	1.9%	2.1%	4.0%

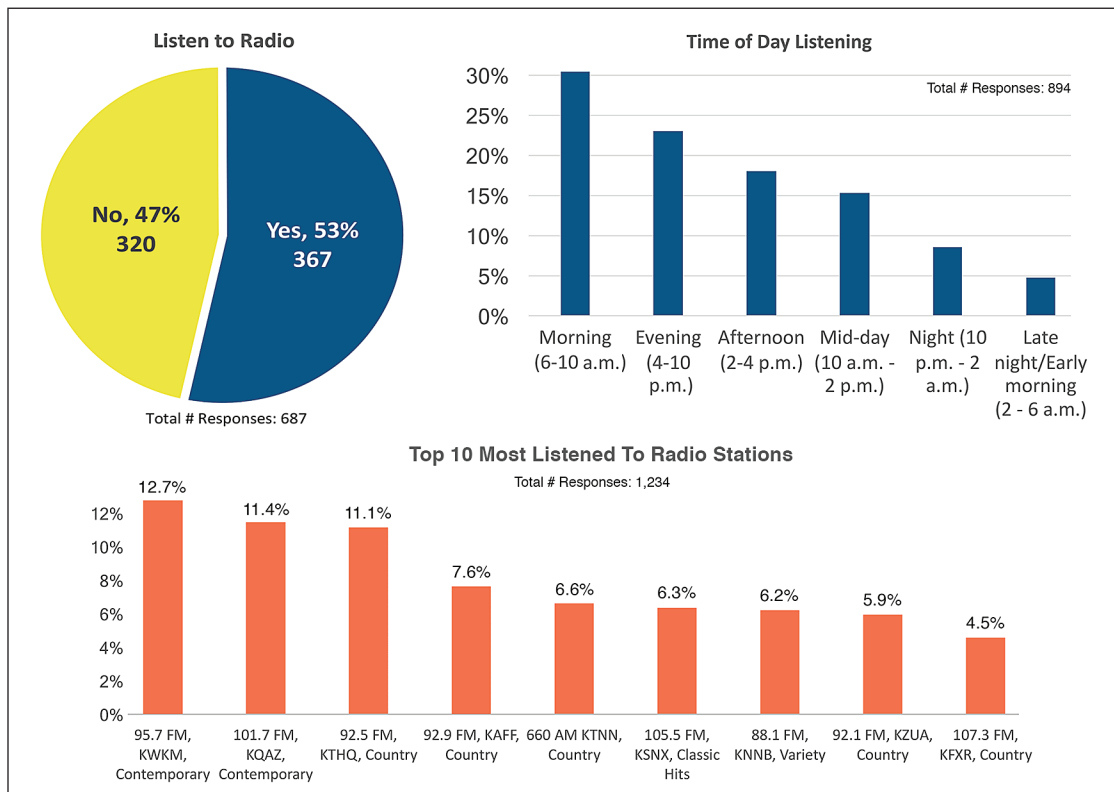
2012 Survey Results

Q: How do you watch TV programs?

62% satellite
47% cable

Answers are from two different questions.

Q5: What radio stations do you listen to?



367 students indicated they listen to the radio along with other music outlets and 84 of those listen to the radio *only*. The average age of the 367 students is 30 years old. The average age of radio *only* listeners is 39 years old.

2012 Survey Results

Q: Do you listen to the radio?

87% yes
13% no

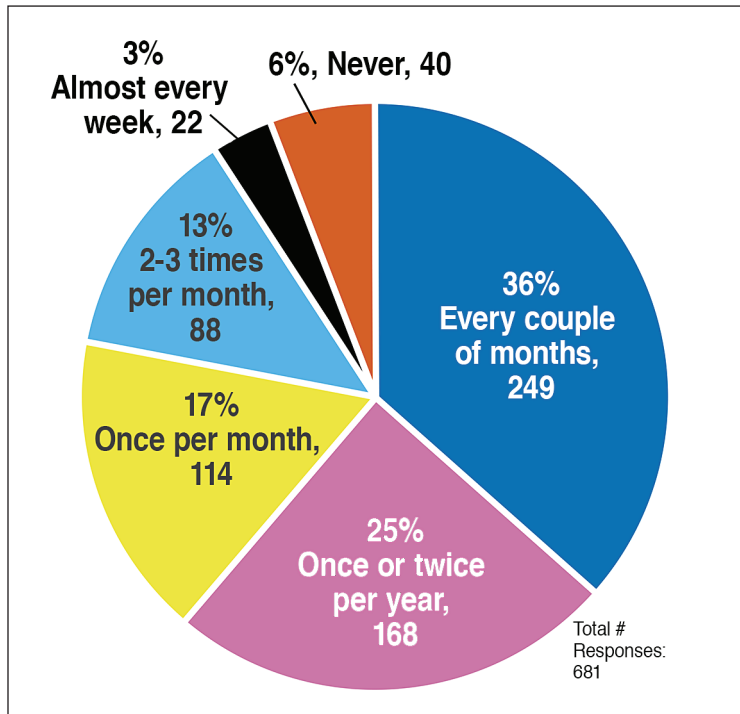
Q: How often do you listen?

65% daily
24% 2-3 times per week
7% once per week
4% monthly

A: Top 6 Radio Stations in 2012:

- 92.5 KTHQ
- 102.9 KQST
- 95.7 KWKM
- 93.9 KMGM
- 660 KTNN
- 92.9 KAFF

Q6: How often do you go to the movie theatre?



2012 Survey Results

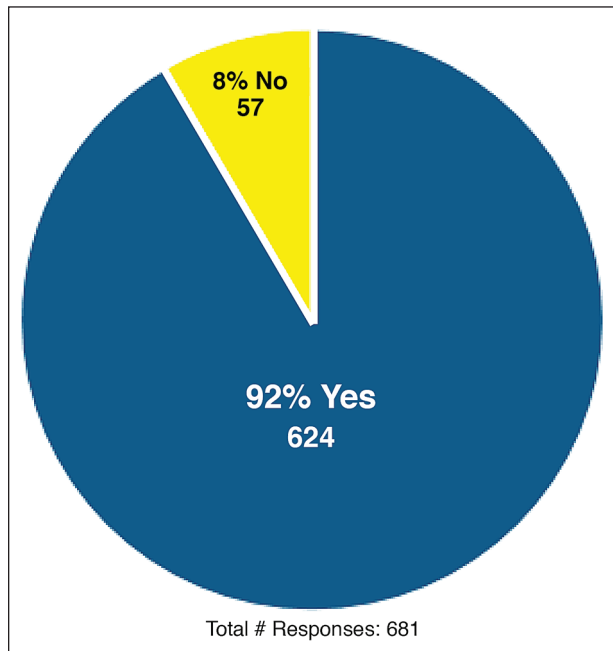
Q: How often do you go to the movie theatre?

- 36% Every couple of months
- 25% Once or twice per year
- 17% Once per month
- 13% 2-3 times per month
- 6% Never
- 3% Almost every week

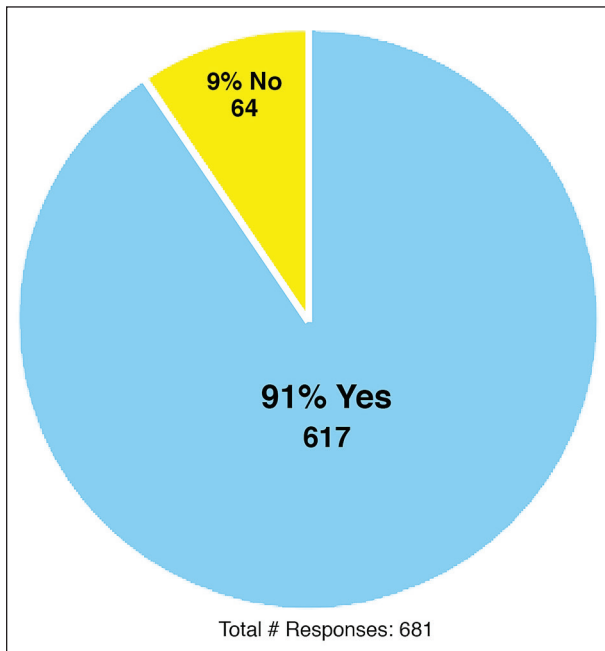
*No change from 2012 to 2017.

Computing & Internet

Q7: Do you own a smart phone (can browse the internet)?



Q8: Does your phone plan have UNLIMITED texting?



Note: The NPC website www.npc.edu had 29,881 mobile device connections in 2012. From Nov. 24, 2016 – Nov. 24, 2017, there were 102,101 mobile device connections.
– Google Analytics

2012 Survey Results

Q: Do you own a smart phone?

- 51% yes
- 49% no

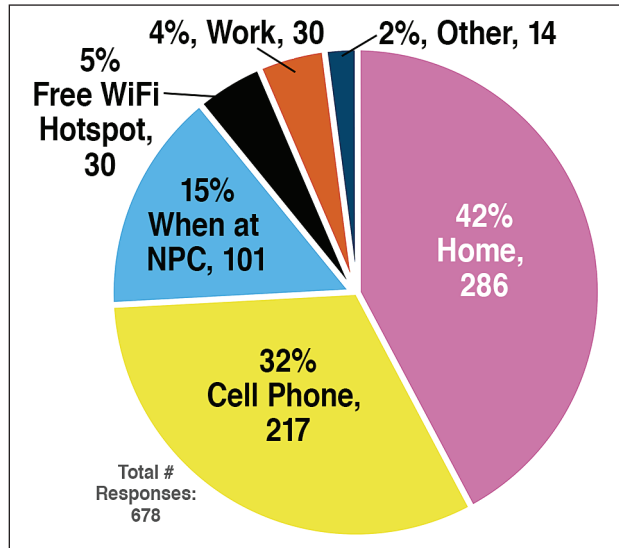
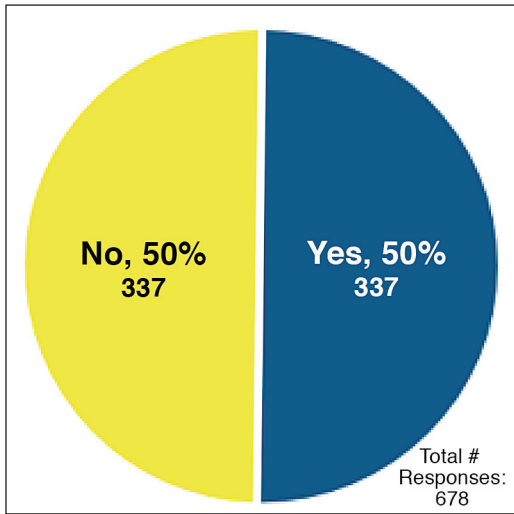
2012 Survey Results

Q: Do you send and use text messages?

- 88% yes
- 12% no

Q9: Do you have access to the internet at your HOME?

Q10: WHERE do you access the internet MOST often?



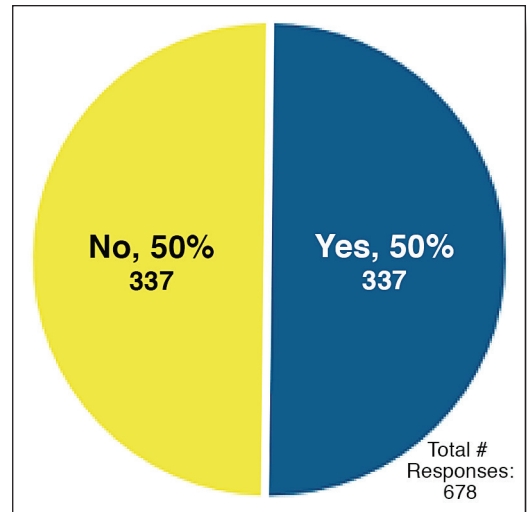
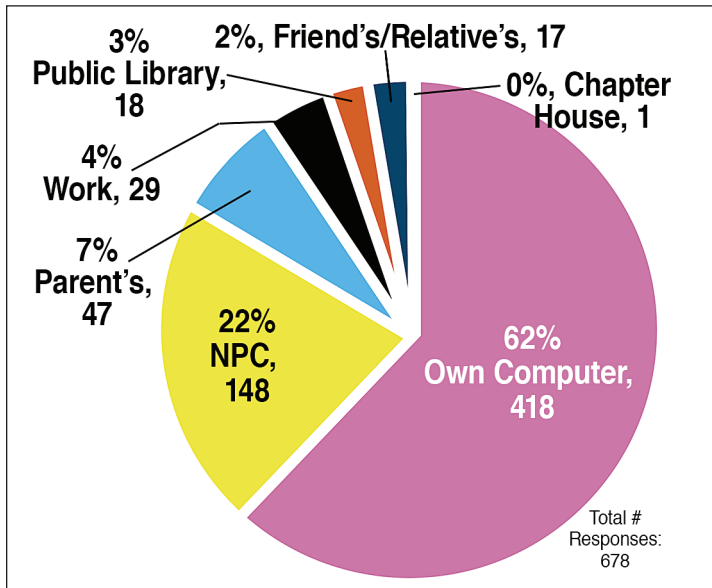
2012 Survey Results

Q: WHERE do you access the internet MOST often?

- 61% Home
- 15% NPC
- 11% Cell phone
- 7% Work
- 6% Other

Q11: How do you have access to a desktop computer/laptop for NPC school work? Select the option you use MOST often.

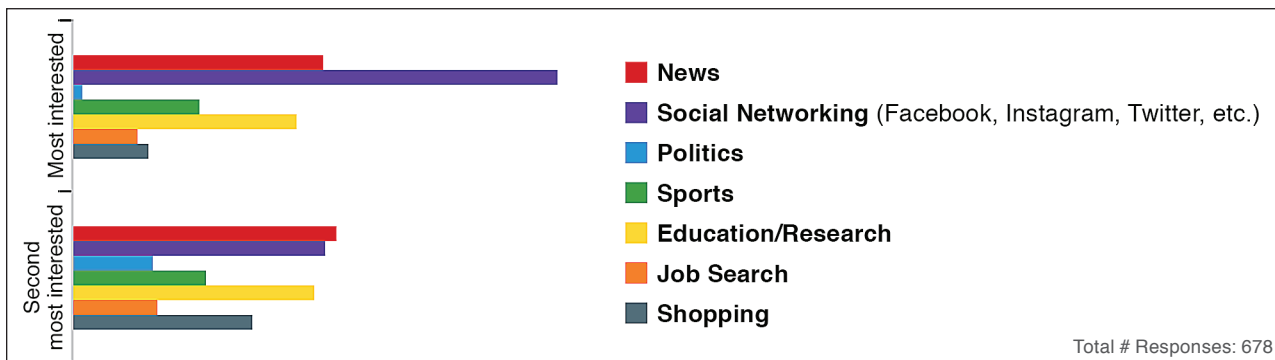
Q12: Do you own a TABLET (iPad, Amazon Fire, Surface Pro, etc.)?



2012 Survey Results

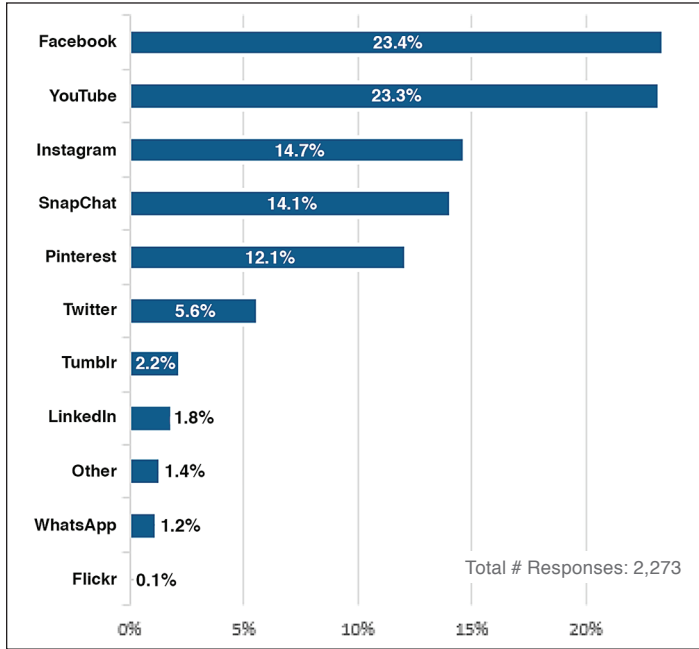
Q: Do you own or have access to a TABLET?
78% no, 22 yes

Q13: Which content are you MOST interested in on the internet? Rank in order, #1 most interested, #7 least interested.

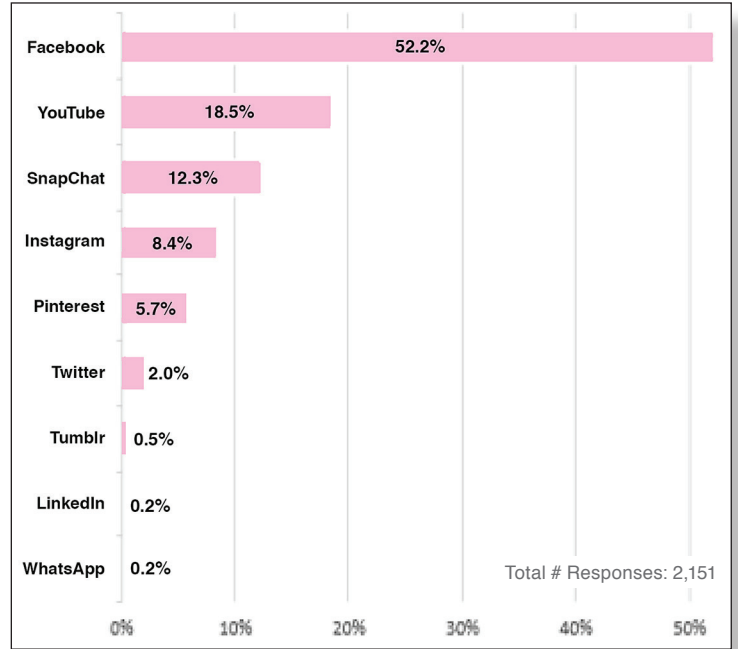


Social Media

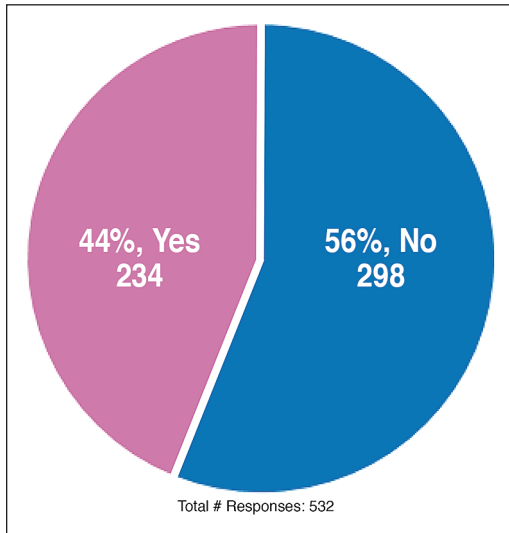
Q14: What social media sites/apps do you use? Select all that apply.



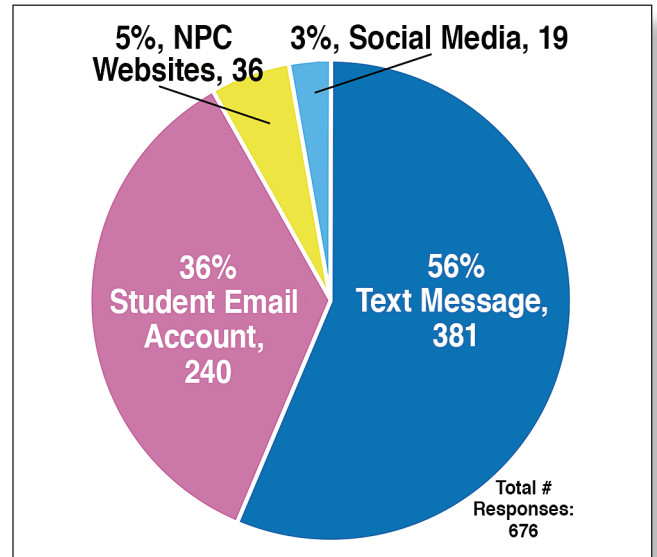
Q15: Rank social media sites/apps in the order YOU most use them.



Q16: Have you ever visited any of NPC's Facebook pages?



Q17: What is your preferred way to get important, non-emergency information about NPC? (college events, important deadlines, financial aid dates, bookstore notices, etc.)



Visit NPC's Facebook pages	Age			Gender	
	Age 14-21	Age 22-35	Age 36+	Female	Male
No	49.8%	38.5%	43.2%	42.3%	49.0%
Yes	28.5%	42.9%	33.5%	39.4%	23.0%
No Age/Gender Given	21.7%	18.6%	23.3%	18.2%	28.1%

2012 Survey Results

Q: Have you ever visited NPC's Twitter or Facebook pages?

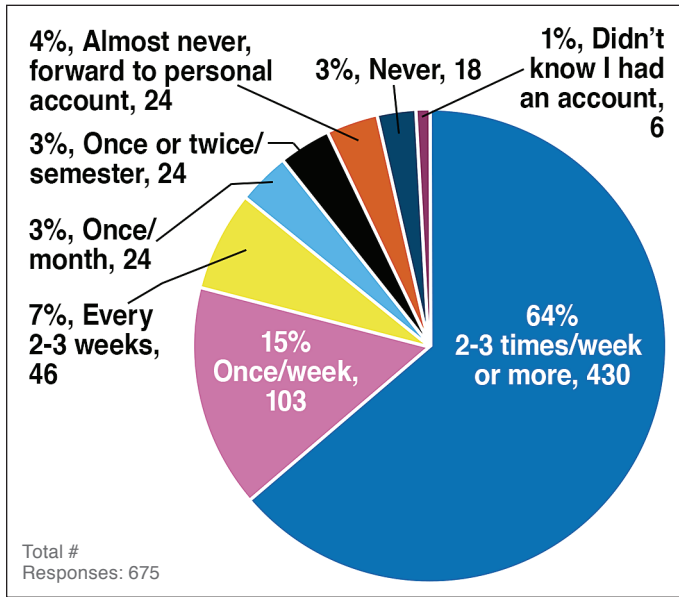
8%, Facebook
2%, Twitter

2012 Survey Results

Q: What is your preferred way to get important, non-emergency information about NPC? (in order from most to least)

1. NPC website
2. NPC email
3. Text Message
4. Postal Mail
5. Social Media

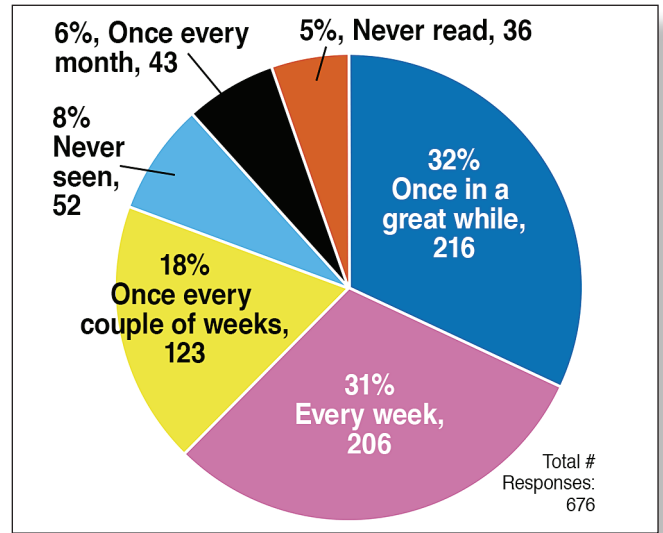
Q18: How often do you login/check your NPC student email account?



2012 Survey Results

Q: Were you aware that you have an official NPC student email account? 82% yes, 18% no
 Q: Have you ever logged into/used your NPC student email account? 56% yes, 44% no

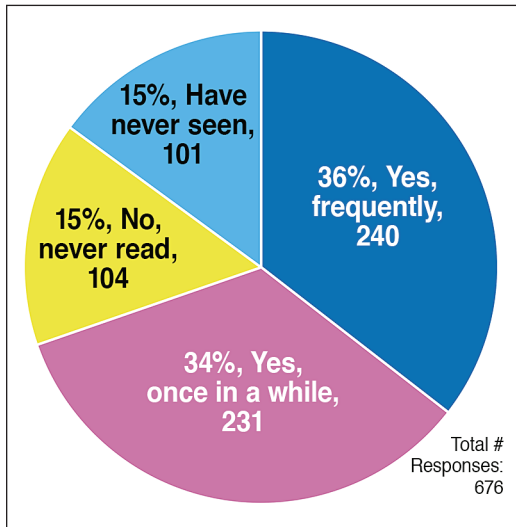
Q19: Do you ever read the printed posters/announcements on the NPC campus/center bulletin boards?



2012 Survey Results

Q: Do you ever read the printed posters/announcements on the NPC campus/center bulletin boards?
 84% yes, 16% no; Of the 84% who said yes:
 67% Every week; 25% Once every couple of weeks
 6% Less than once per month; 2% Once per semester

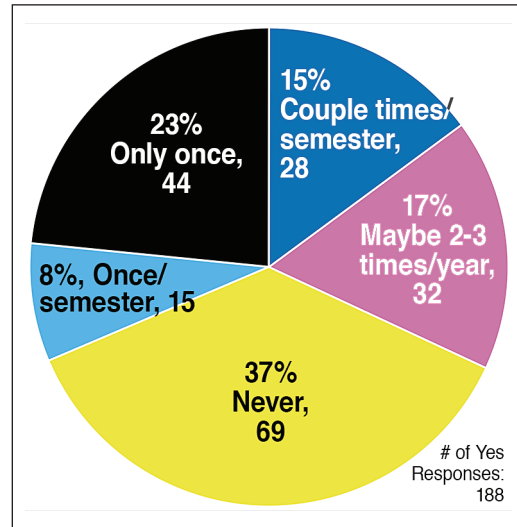
Q20: Do you ever read the Eagle Briefs newsletter posted in the NPC restrooms?



2012 Survey Results

Q: Do you ever read the Eagle Briefs newsletter posted in the NPC restrooms?
 53% yes, 47% no

Q21: Are you aware of AskNPC? 28% Yes, 72% No
 Of those who answered yes, frequency of use:

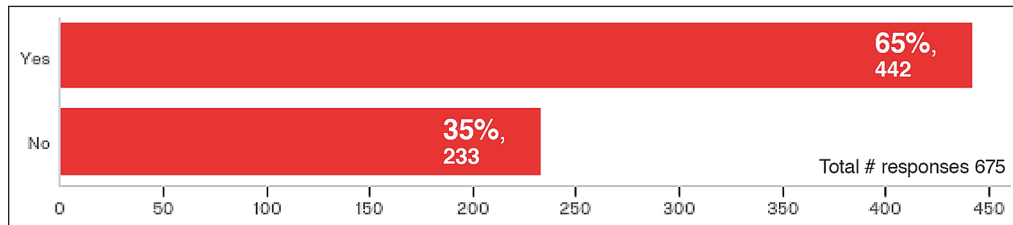


Q22: Do you know what a NPC Merit account or badge is? 21% Yes, 79% No

Know what Account/Badge is	Age 14-21	Age 22-35	Age 36+	Row Total
No	83.3%	74.8%	77.3%	524
Yes	16.7%	25.2%	22.7%	141
Column Total	263	226	176	665

Of those who answered "yes," 58 said they had looked at or added information to their Merit page. (<http://npc.meritpages.com>)

Q23: Do you use the ONLINE class schedule search to find your classes?

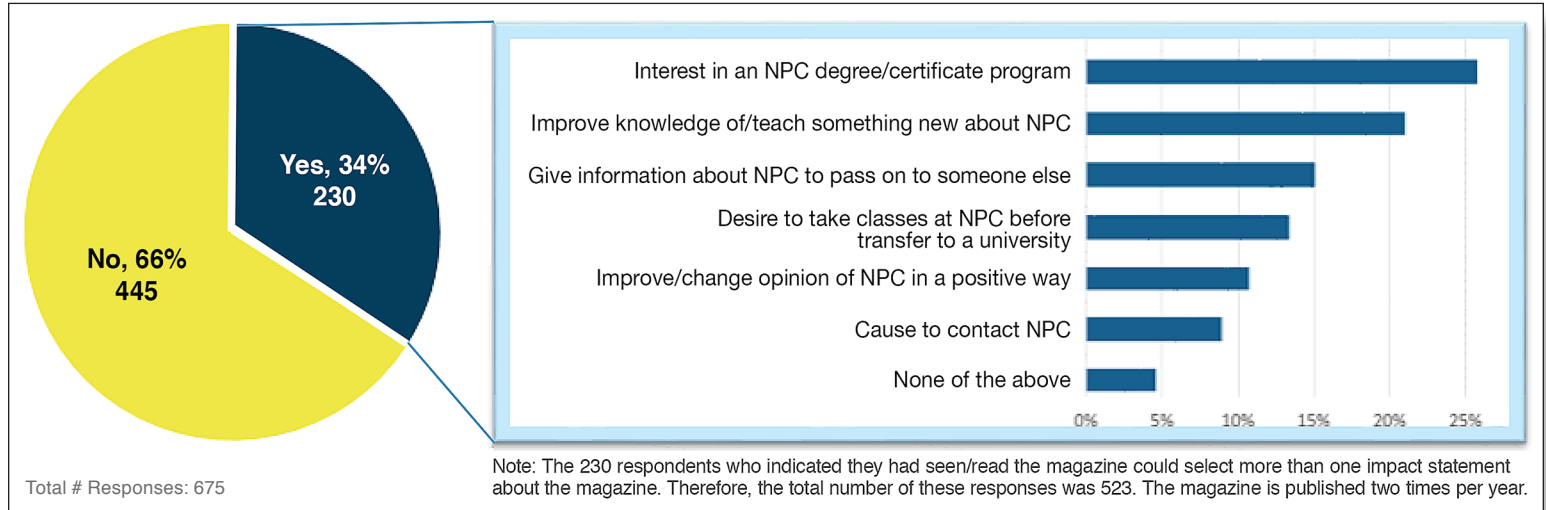


2012 Survey Results

Q: Have you ever used the NPC online class schedule search?

56% yes, 44% no;
21% said they didn't know about it

Q24: Have you ever seen or read NPC's Career Focus magazine?



Q25: Have you ever purchased any of the NPC logo t-shirts or sweatshirts at the campus/center front offices?

