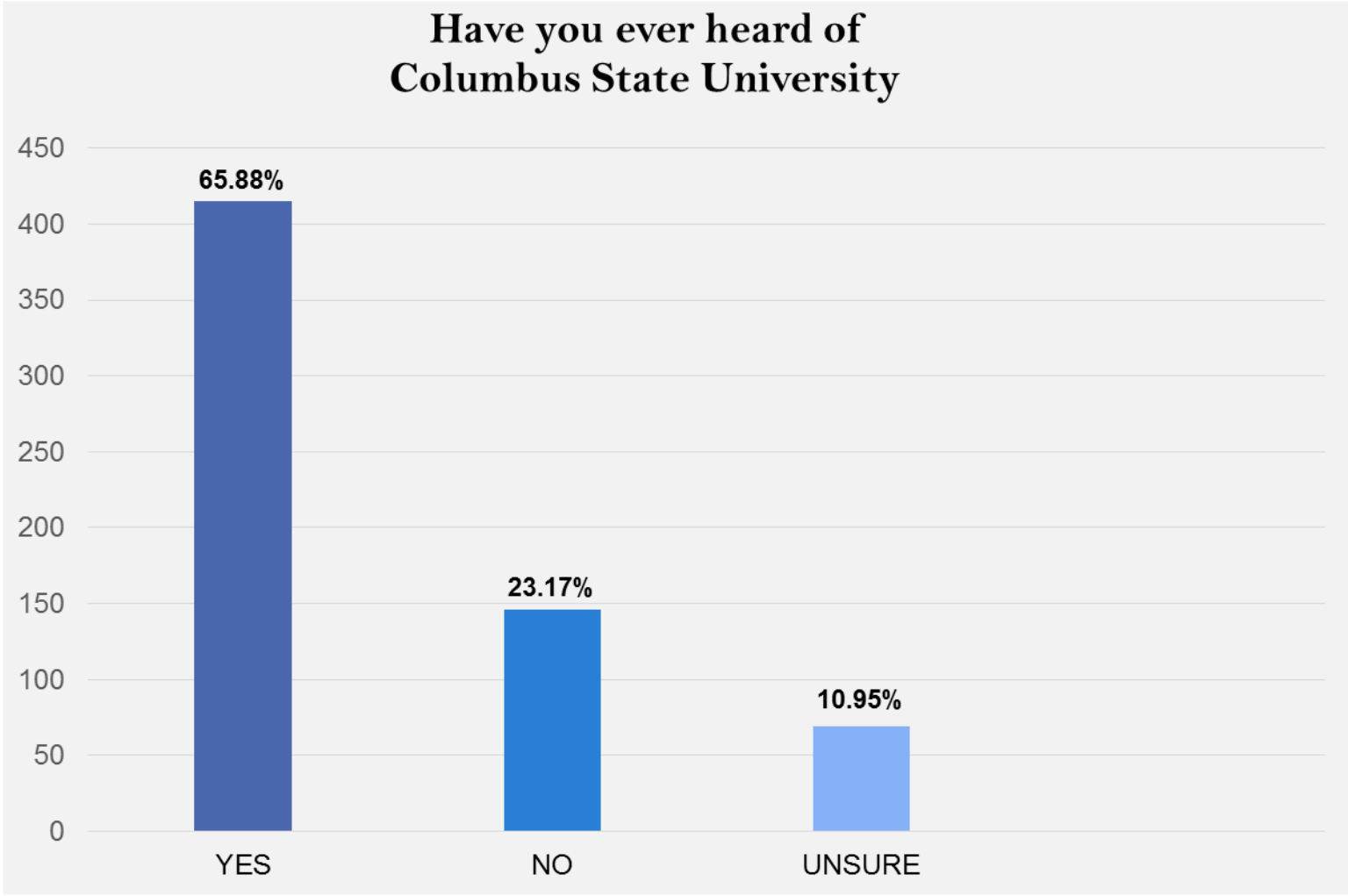
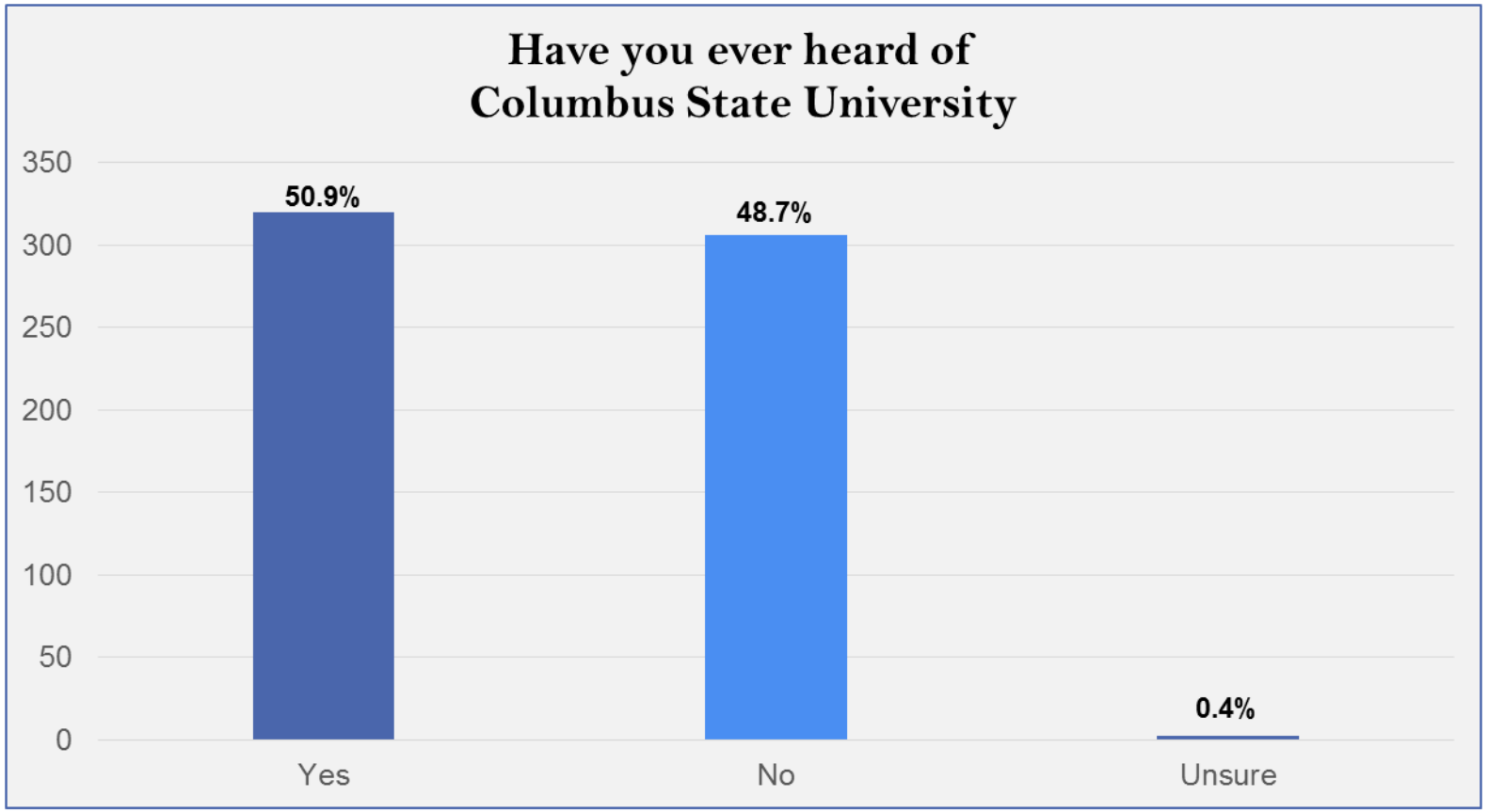
Atlanta Survey 2015

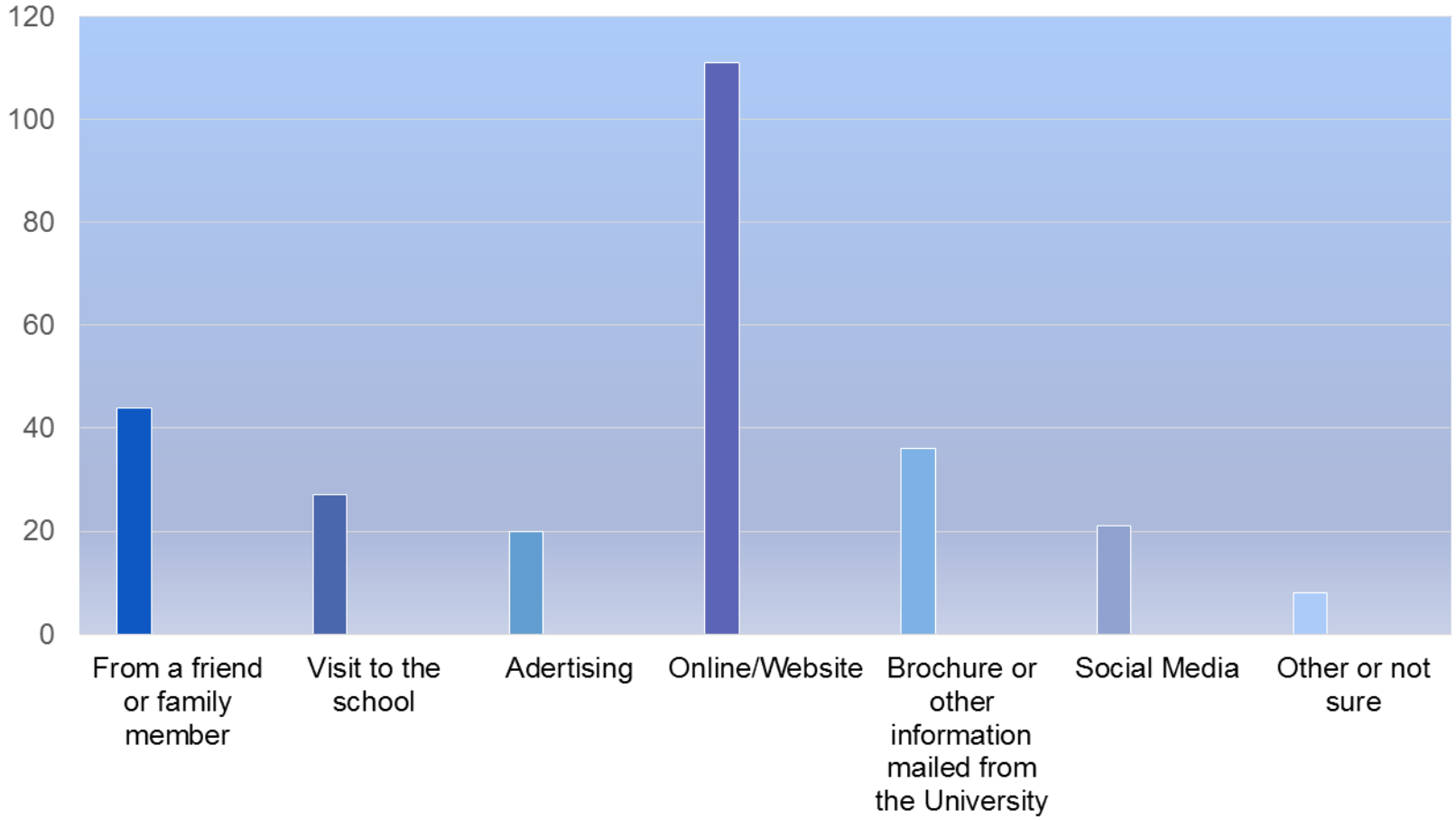
630 Participants


Have you ever heard of
Columbus State University
450
400
350
300
250
200
150
100
50
0
65.88%
23.17%
10.95%
YES
NO
UNSURE

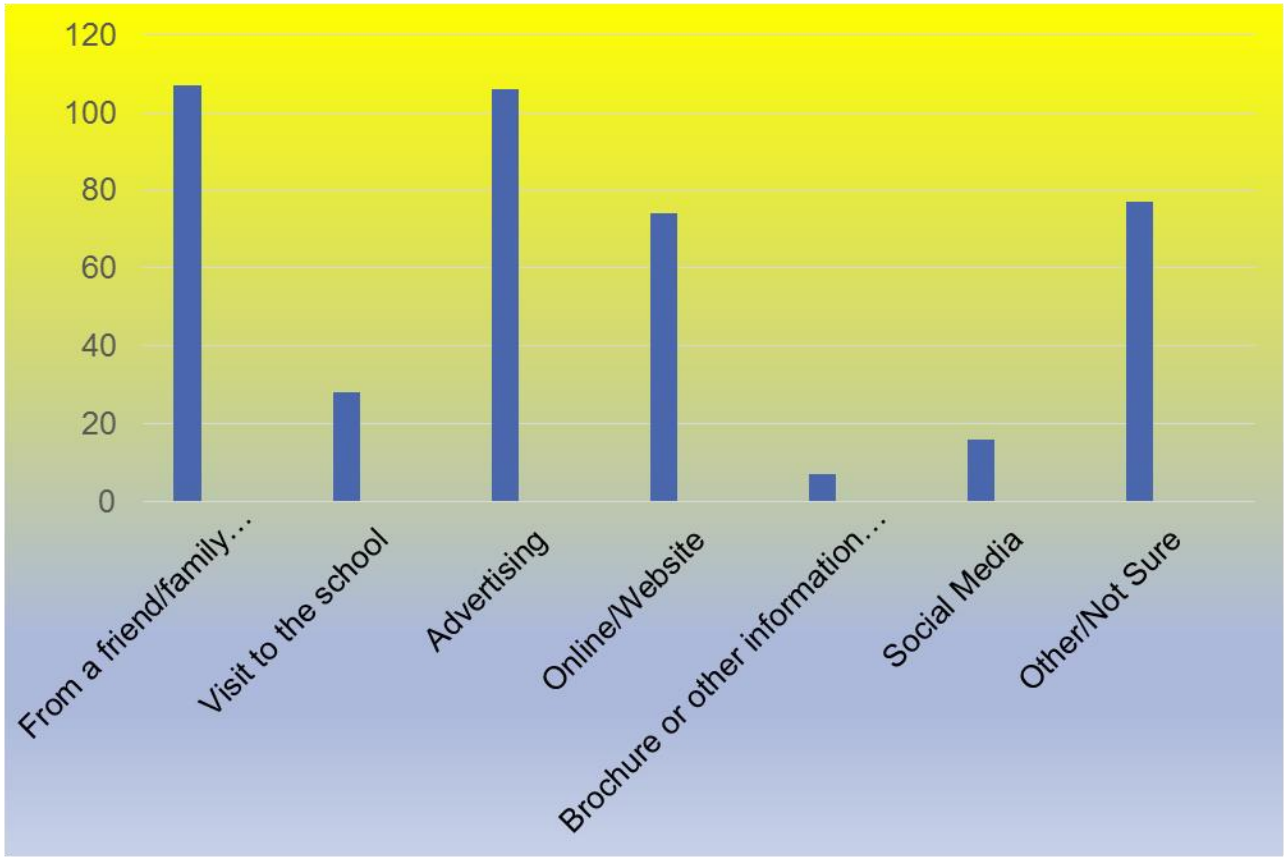
Compared to survey taken in 2011



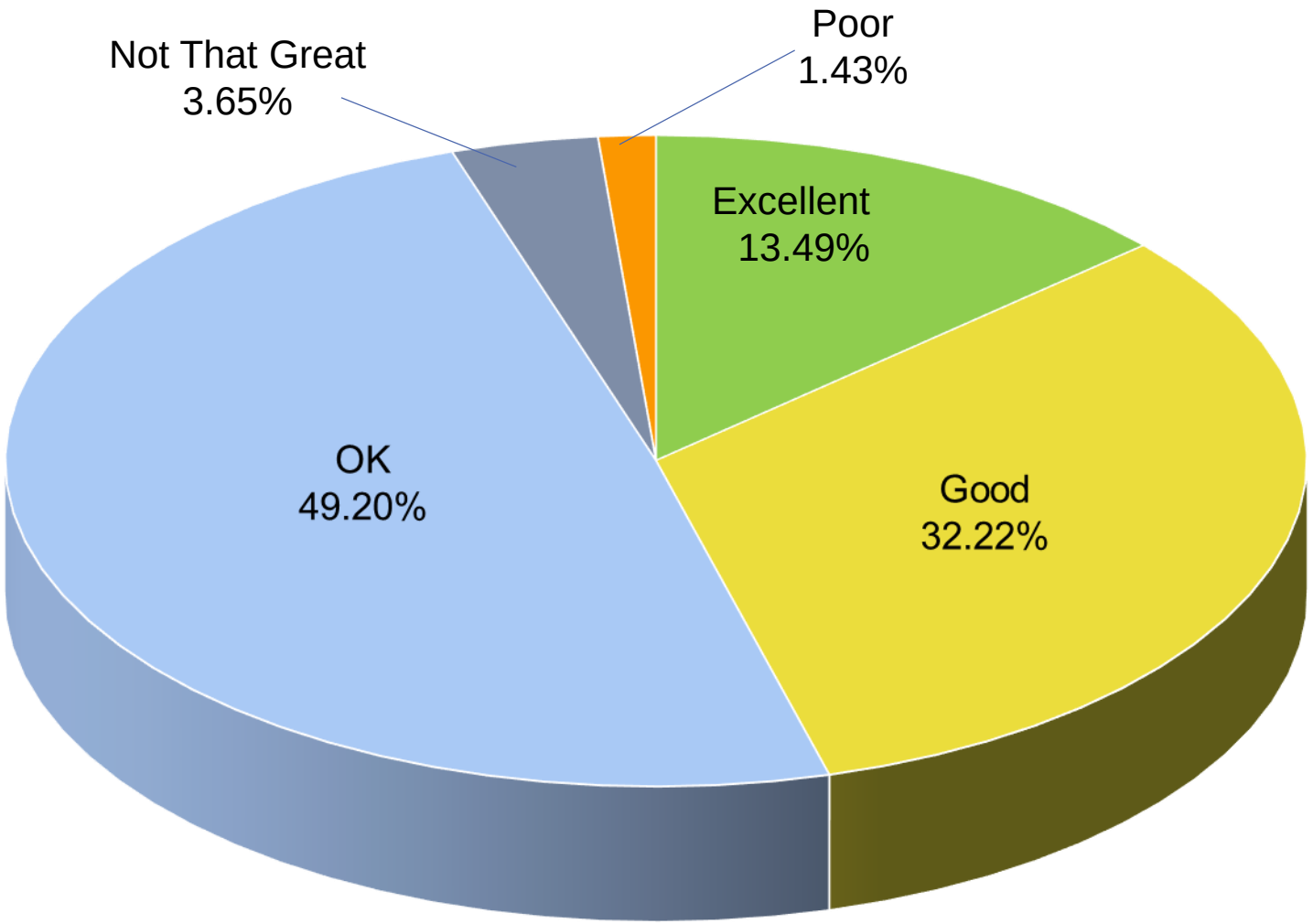
If no, how do you/would you gather information about a university in Georgia?



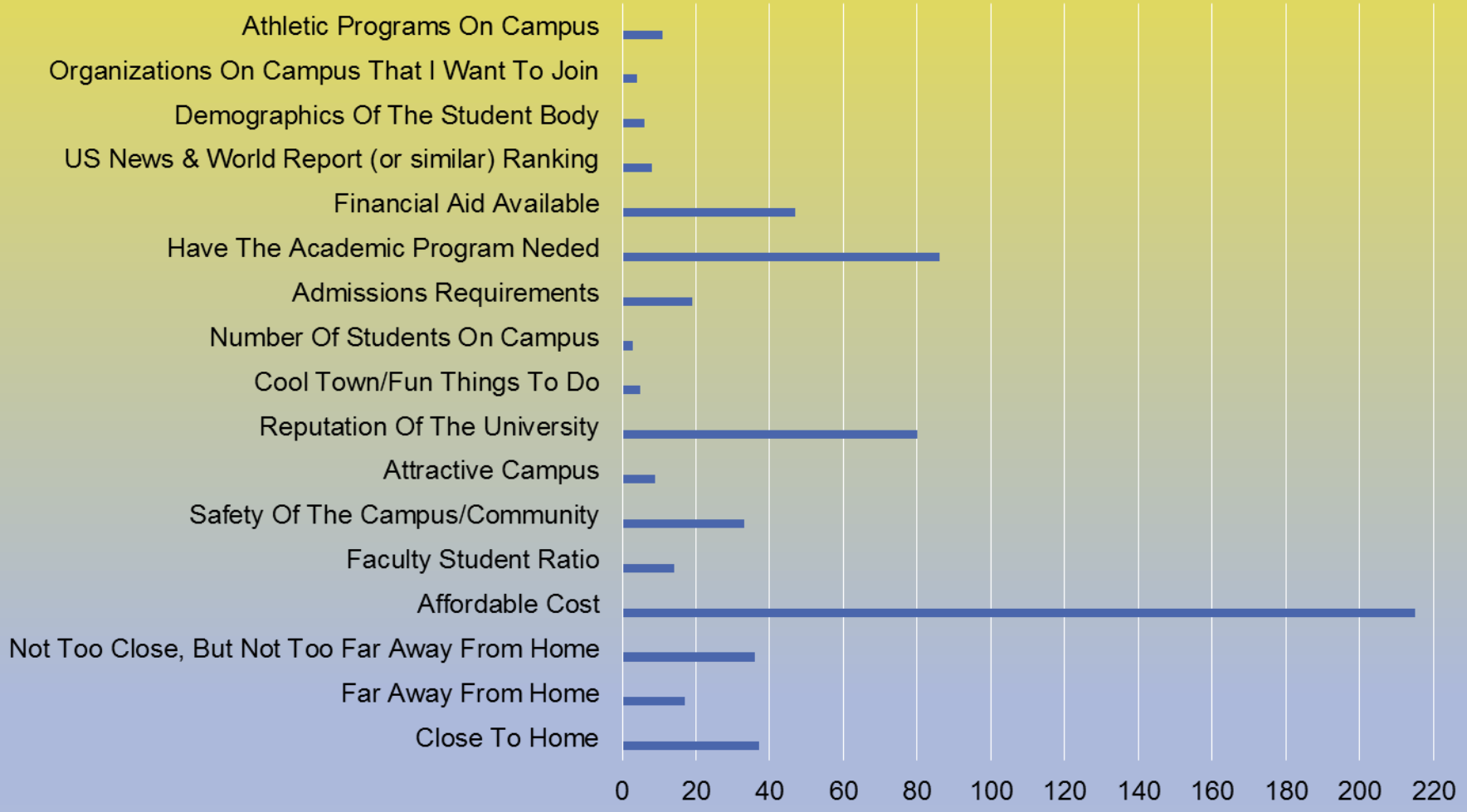
If yes, how did you hear about Columbus State University?



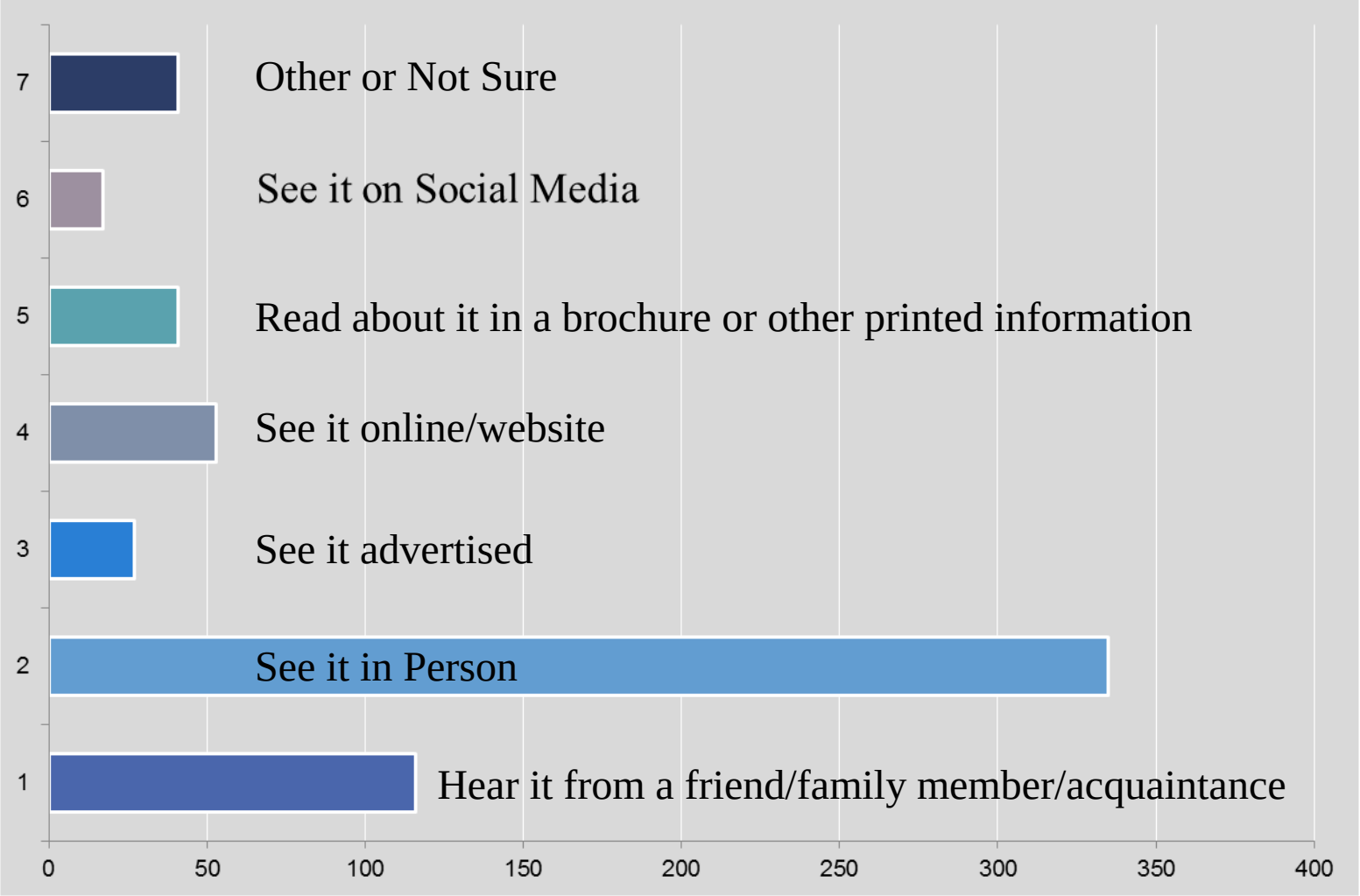
What is your overall impression of Columbus State University?



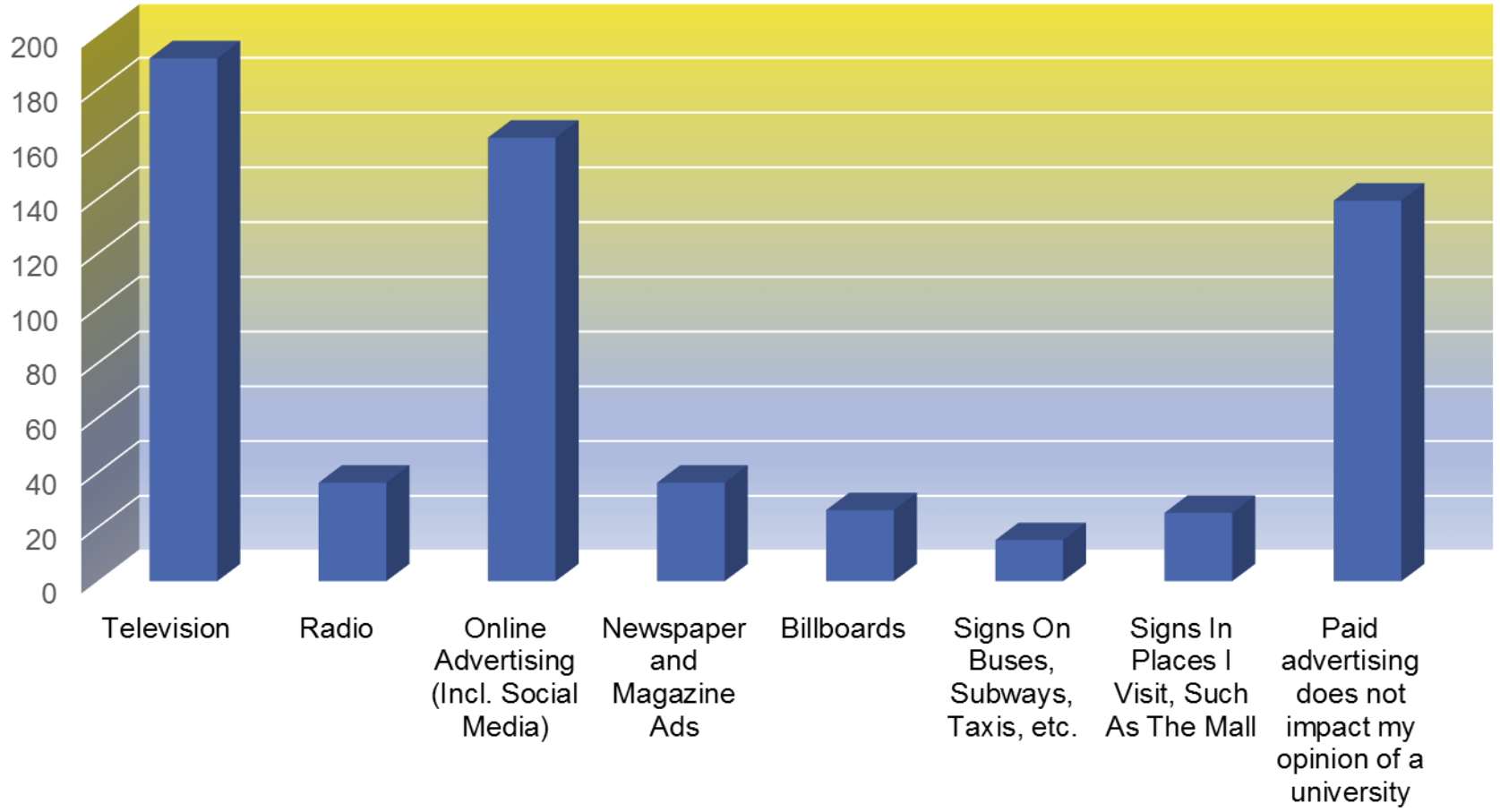
What are the three most important considerations on the list below that you take into account when choosing a university for you or a family member?



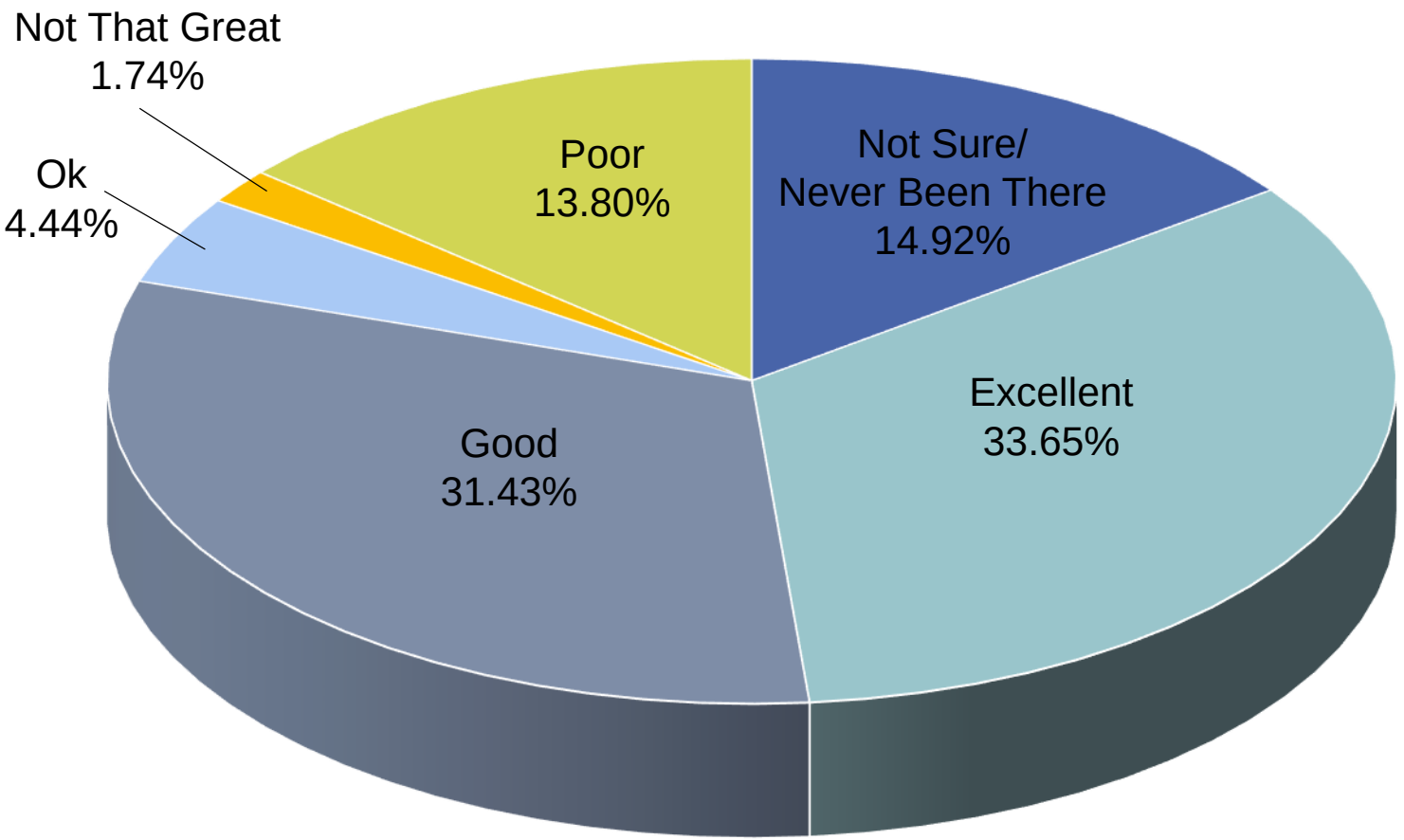
When learning about something new, I am most impressed when I



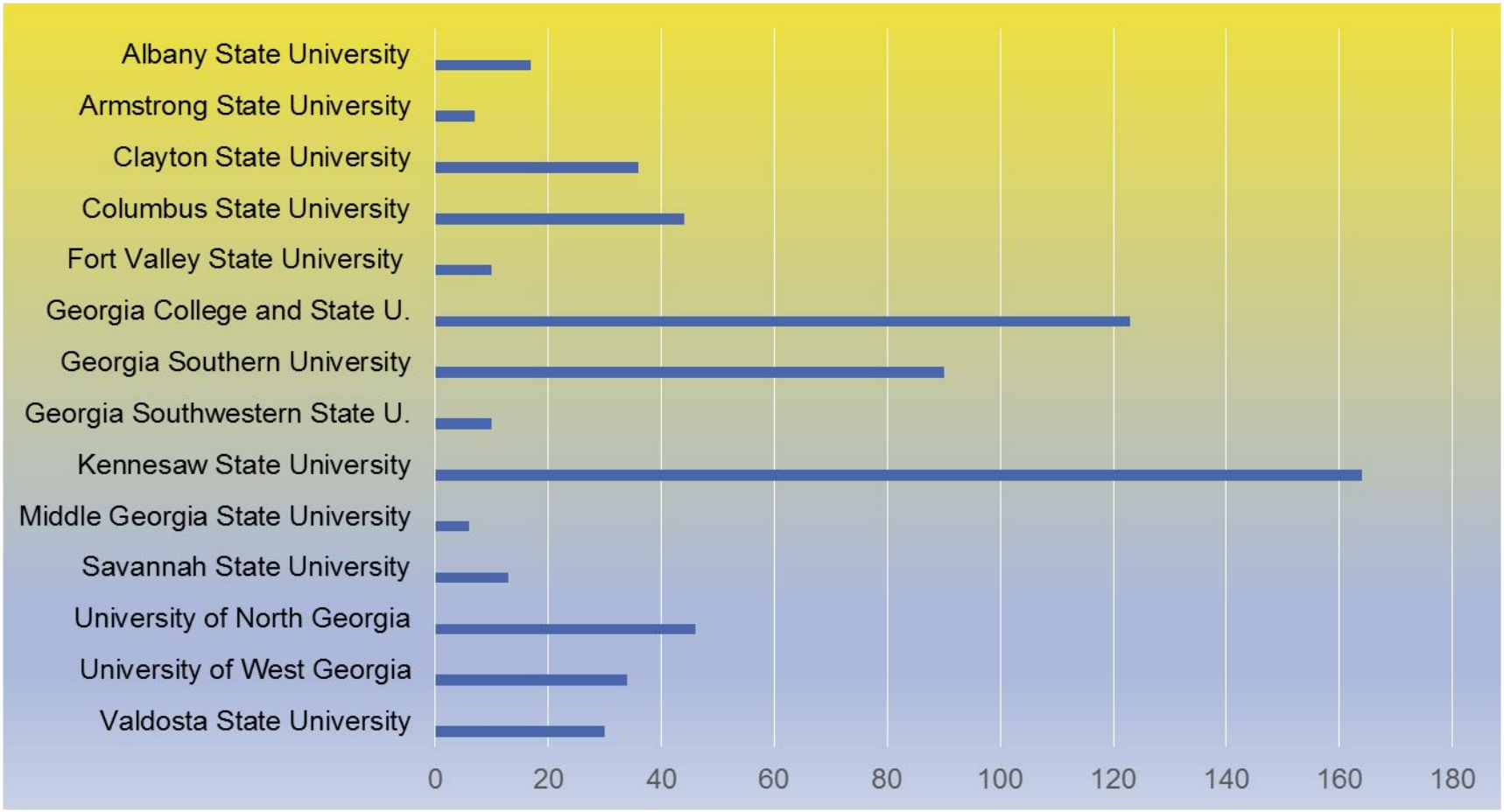
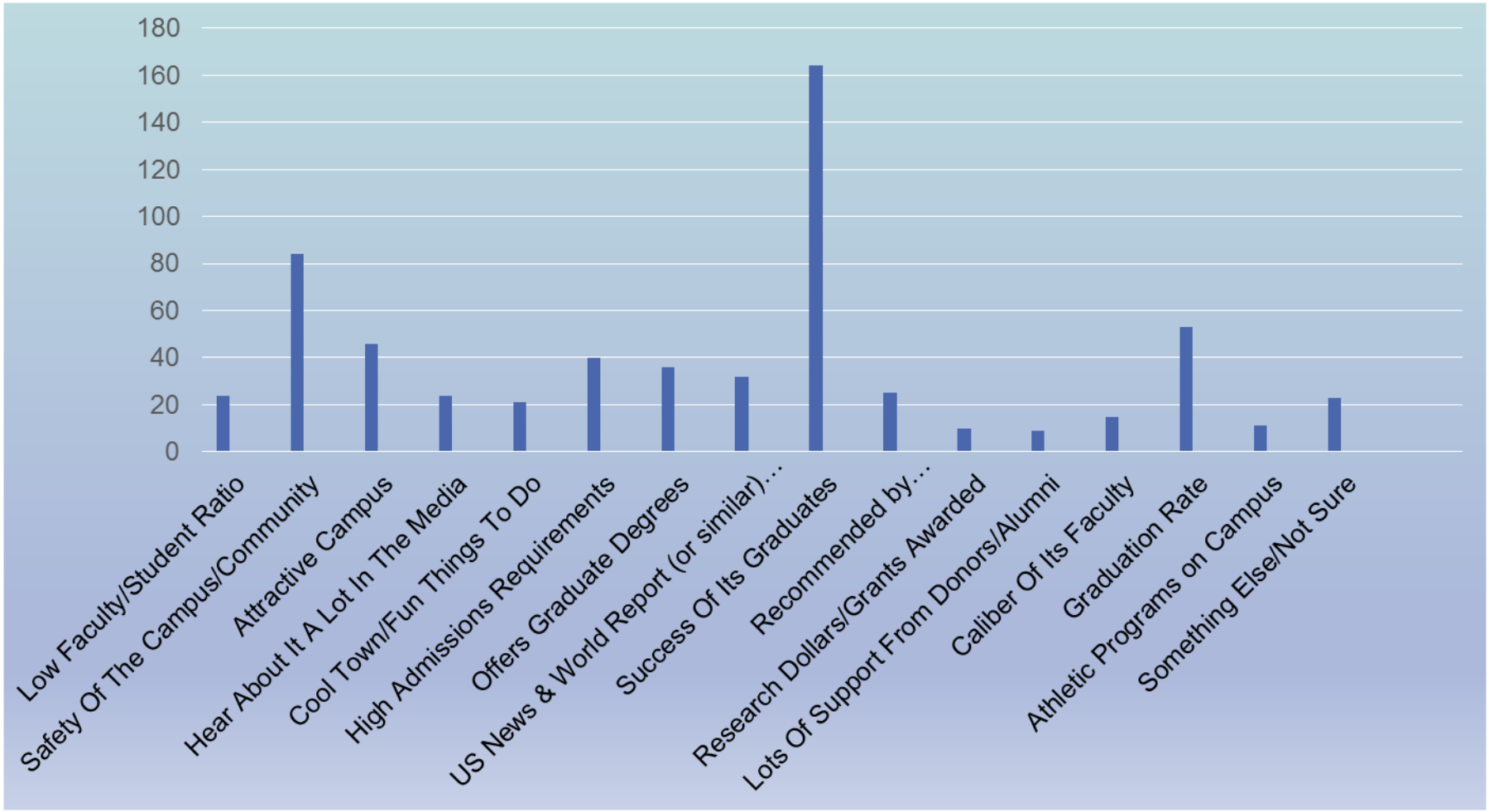
If Columbus State University wants to impact my opinion of it through paid advertising, it should do so with (pick no more than two):



What is your impression of Columbus, Ga. as a city to visit?



Of the institutions listed below, which ones would you select as having a strong overall reputation? (pick up to three)



What factors do you think most impact a university's reputation? (pick up to three)