

Marketing Survey

Please complete this survey and return it with your **Application for Admission**. Your answers will remain anonymous and your feedback will help us effectively market our programs and services to the communities that we serve.

Education

What program of study are you interested in? _____

Why did you choose CGTC to continue your education?

- Athletics program
- Class/program options
- Convenient class schedule
- Other: _____
- Cost/overall value
- Reputation
- Student organizations

What credential would you like to earn?

- Associate degree
- Diploma
- Technical certificate
- Undecided

About you

What is your race/ethnicity?

- Asian
- Black/African-American
- Other: _____
- Hispanic/Latino
- White

What is your gender?

- Female
- Male
- Other: _____

What county do you live in? _____

Marketing

How did you hear about CGTC?

- Billboard
- Employer
- Family/friend
- Other: _____
- High school
- Internet ad
- Radio

How would you rate the quality of CGTC's advertising and marketing? ☆☆☆☆

News

What local newspaper(s) do you read?

- The Baldwin Bulletin
- The Eatonton Messenger
- Fort Valley Leader Tribune
- Georgia Post
- Hawkinsville Dispatch & News
- Houston Home Journal
- The Jones County News
- The Telegraph (Macon)
- The Twiggs Times New Era
- The Union-Recorder
- Vienna News Observer
- Other: _____

Music

What type of music do you listen to?

- Alternative
- Christian
- Classical
- Other: _____
- Country
- Easy Listening
- Hip-Hop/Rap

How do you listen to music?

- Local radio
- Online (iHeartRadio, Pandora, Spotify, etc.)
- Satellite radio (SiriusXM, etc.)
- Other: _____
- Pop
- R&B/Soul
- Rock

Television

How do you watch television?

- Cable
- Premium streaming (HBO GO, MAX GO, etc.)
- Satellite (DirecTV, DISH Network, etc.)
- Streaming (Hulu, Netflix, Amazon Prime, etc.)
- Other: _____

What are your favorite television shows?

Social Media

What social media platform(s) do you use?

- Facebook
- Instagram
- LinkedIn
- Other: _____
- Pinterest
- Reddit
- Snapchat



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