

SAMPLE UNCONVERTED LEADS SURVEY—sample questions

The following are possible reasons for deciding not to enroll in college. Please indicate how important each of the following reasons were in contributing to your decision to not enroll at State University.

| | Not at all important | Somewhat unimportant | Neither unimportant nor important | Somewhat Important | Extremely Important |
|---|-----------------------|-----------------------|-----------------------------------|-----------------------|-----------------------|
| 1. Poor customer service from university staff | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Committed to another college | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Dissatisfied with information received from the university | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Questions 15—20

Overall, satisfaction with various University departments

| | Not at all satisfied | Dissatisfied | Neither satisfied/dissatisfied | Satisfied | Extremely satisfied |
|------------------------|-----------------------|-----------------------|--------------------------------|-----------------------|-----------------------|
| 15. Registrar’s Office | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 16. Advising | | | | | |