



QUESTIONNAIRE FOR ATHI RIVER /NAIROBI CAMPUS - (DAY)

The Corporate Affairs Department is carrying out a survey that will enable us establish an effective way of reaching out to our target publics. We also want to find out how best we can serve you and make your stay at Daystar University worthwhile. Kindly take a few minutes to fill this questionnaire to enable us achieve this goal. Please tick where necessary. All responses will be treated with confidence.

Age (Optional) _____ Gender Male Female

1. What Programme have you been admitted to pursue in Daystar?

Undergraduate Program Diploma Certificate

2. What major are you pursuing in your programme? _____

3. Which high school did you attend? _____

4. In learning about Daystar, which of the following were *major* information sources? (*Tick all that apply*)

- Through the Daystar Facebook and Twitter
- Through the Daystar website
- Through a newspaper advert (which newspaper?) _____
- Through the radio (which station?) _____
- Through a TV advert (which station?) _____
- Word of Mouth
- Highway Billboards
- Visit by Daystar staff to your school
- Visit by Daystar staff to your Church
- University brochure
- Daystar Alumni
- Features / news articles on Daystar University in the print media
- Alumni
- Parents
- Other (please specify) _____

5. Was Daystar University your first choice? If, No, which was your first choice?

Yes No, My first choice was _____

b) **Why was this University your first choice?** _____

c) **What other Universities did you look at before choosing Daystar?**



9. Which of the following was most important to you when making a decision to join Daystar University? (tick all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Cost comparison | <input type="checkbox"/> Size of student body |
| <input type="checkbox"/> Availability of a particular program of study | <input type="checkbox"/> Class size |
| <input type="checkbox"/> Academic Reputation | <input type="checkbox"/> Admission requirements |
| <input type="checkbox"/> Advertisements | <input type="checkbox"/> Advice from someone who attended or worked at Daystar |
| <input type="checkbox"/> Courses schedule | <input type="checkbox"/> Friends / Colleagues attending or planning to attend Daystar |
| <input type="checkbox"/> Availability of scholarships | |
| <input type="checkbox"/> Academic Facilities | |
| <input type="checkbox"/> Christian Character | |
| <input type="checkbox"/> Campus Location | |
- Other (please specify) _____

10. Which newspaper do you read most?

- | | |
|---|--|
| <input type="checkbox"/> Daily Nation | <input type="checkbox"/> The Star |
| <input type="checkbox"/> The Standard | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> The East African | _____ |
| <input type="checkbox"/> Kenya Times | |

11. Who influenced your choice to join Daystar University?

- | | |
|---|--|
| <input type="checkbox"/> Myself | <input type="checkbox"/> Daystar Student |
| <input type="checkbox"/> My Pastor | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> My Parents | _____ |
| <input type="checkbox"/> Daystar Alumni | |

11. Which radio station do you listen to most?

12. What have been your frustrations during this orientation period?

What areas can you commend the University for, as experienced during your orientation period?

13. If you have any other comment that you may wish to give, please use the space provided below.



Thank you for your time!