Synopsis:
• Surveys were conducted May 14 to June 18 across all audiences.
• A link was available to the surveys from ou.edu, go2ou.edu, alumni.ou.edu, and various group emails.
• Five iPod Shuffles were given away as incentive.

Most visitors categorized themselves as “Parents”, though, it is unclear whether those are parents of current students or prospective students. And, roughly 75% of the visitors had visited ou.edu previously. Understandably, the information visitors were looking for is quite varied since this is one of the least-defined demographics. Though, information about OU, sports, and information about a specific major were the top categories.

Also interesting is that most visitors prefer to navigate to find information rather than search. This is the highest percentage of people who prefer to navigate across all surveys.
Who best describes you?
Is this your first visit to OU’s Web site?

183 total responses

- No
- Yes
On your last visit to OU’s Web, what kind of information were you looking for?
Do you typically search or manually navigate a Web site?
Do you have any college pages bookmarked? (including OU)

Popular bookmark responses:
- OU
- Baylor
- Texas Tech
- Texas
- OSU
- Missouri

No
Yes

111 total responses
Which areas do you spend the most time?
Check each OU Web resource you use.

“Other” responses:
- bursar
- housing
What types of photos appeal most to you?
If added to the OU Web site, which features would you like most?

“Other” responses:
- better search
On your last visit to OU’s Web, what kind of information were you looking for?
(first time visitors)

Do you typically search or manually navigate a Web site?

34 total responses
(first time visitors)

Do you have any college pages bookmarked?

Popular bookmark responses:
- Texas
- Georgia
- OSU
What types of photos appeal most to you?

(first time visitors)
If added to the OU Web site, which features would you like most?

(first time visitors)

34 total responses