

# **ADMITTED STUDENT QUESTIONNAIRE PLUS**

**City University of New York:  
John Jay College of Criminal Justice**

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**Competitor Analysis – 2017**

**FINAL REPORT**

**THE COLLEGE BOARD**

This report was prepared for the College Board  
by Applied Educational Research, Inc.

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## **II: COMPETITOR ANALYSES**

## **II-G: OVERVIEW OF COMPARISON GROUPS**

**EXHIBIT G-1: DEFINITION AND DESCRIPTION OF COMPARISON GROUPS**

These "competitor analyses" contain tables and graphs for each of five comparisons between our college and another college or group of colleges. The five comparisons, and their names as they will appear in the displays, are as follows:

<b>City University of New York: City College</b>	[CUNY City C
<b>City University of New York: Hunter College</b>	[CUNY Hunter C
<b>City University of New York: Brooklyn College</b>	[CUNY Brooklyn C
<b>St. John's University</b>	[St John's U New York
<b>SUNY University at Albany</b>	[SUNY Albany

Throughout this section of the final report the comparison being made will be referred to as "the competitor," whether it consists of a single college or a group of colleges. In the latter case, the unit of analysis is the individual comparison between our college and any other individual college.

When the competitor consists of more than one college a respondent may have rated up to two individual colleges in the group and thus be represented by more than one comparison in the total. In such a case the ratings of our college would be identical for each of the two comparisons. When our colleges is being compared to a single other college, the number of respondents and the number of comparisons will be the same.

The number of students rating each competitor and the total number of comparisons are as follows:

	<b>N of Respondents</b>	<b>N of Comparisons</b>
CUNY City C	318	318
CUNY Hunter C	519	519
CUNY Brooklyn C	176	176
St John's U New York	184	184
SUNY Albany	169	169

**EXHIBIT G-2: COMPARING OUR COLLEGE AND SELECTED OTHERS ON ACADEMIC AND SOCIAL FACTORS**

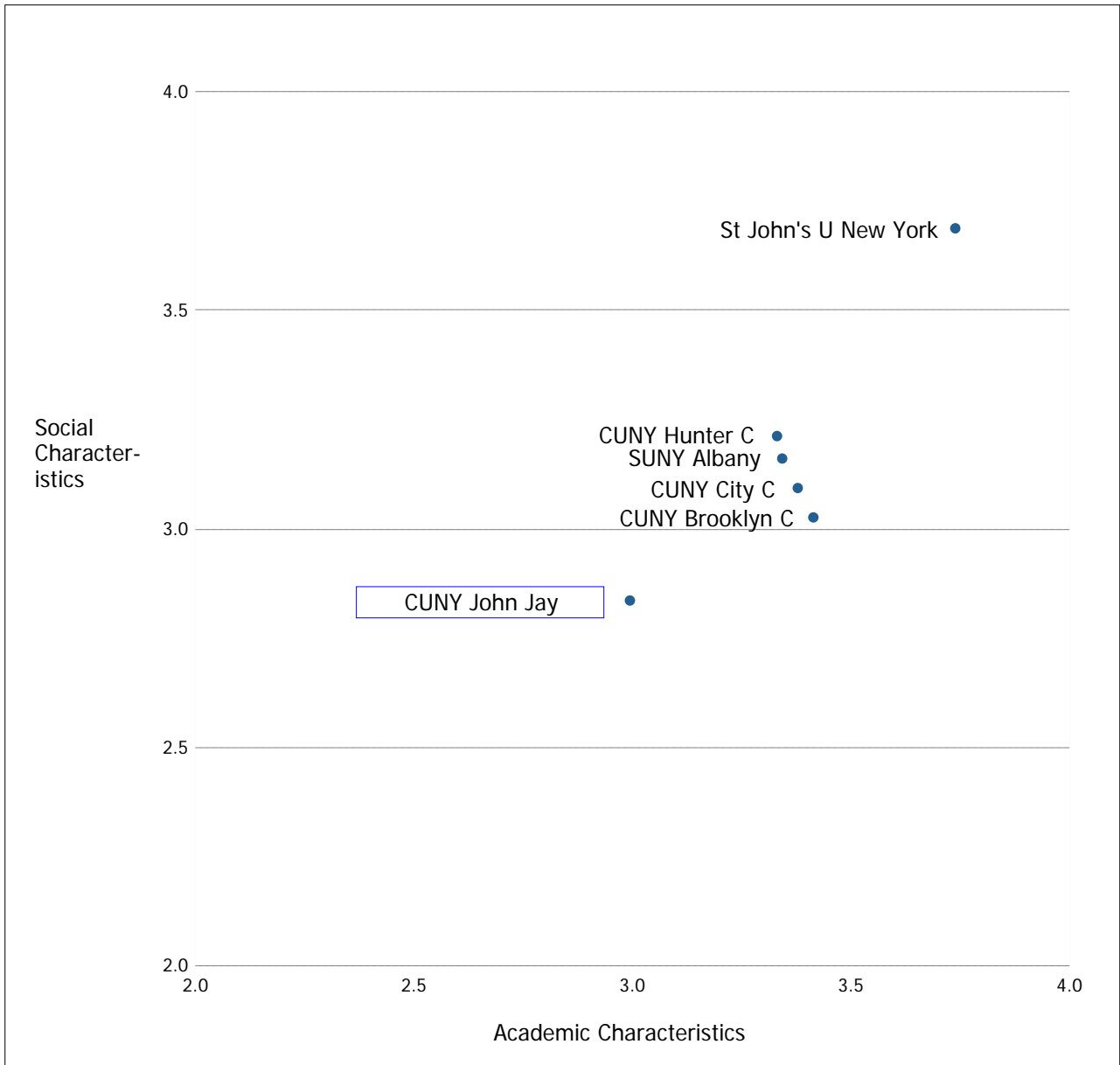
- For our college and the comparison set, what is the relationship between academic and social factors derived from the college characteristics?
- Is the relationship between the factors the same for our college as for the others being compared?

**ACADEMIC CHARACTERISTICS**

Availability of majors  
 Academic reputation  
 Academic facilities  
 Special programs

**SOCIAL CHARACTERISTICS**

Personal attention  
 Recreational facilities  
 Extracurricular activities  
 Social life





**EXHIBIT G-3: COMPARING OUR COLLEGE AND SELECTED OTHERS ON ACADEMIC AND SETTING FACTORS**

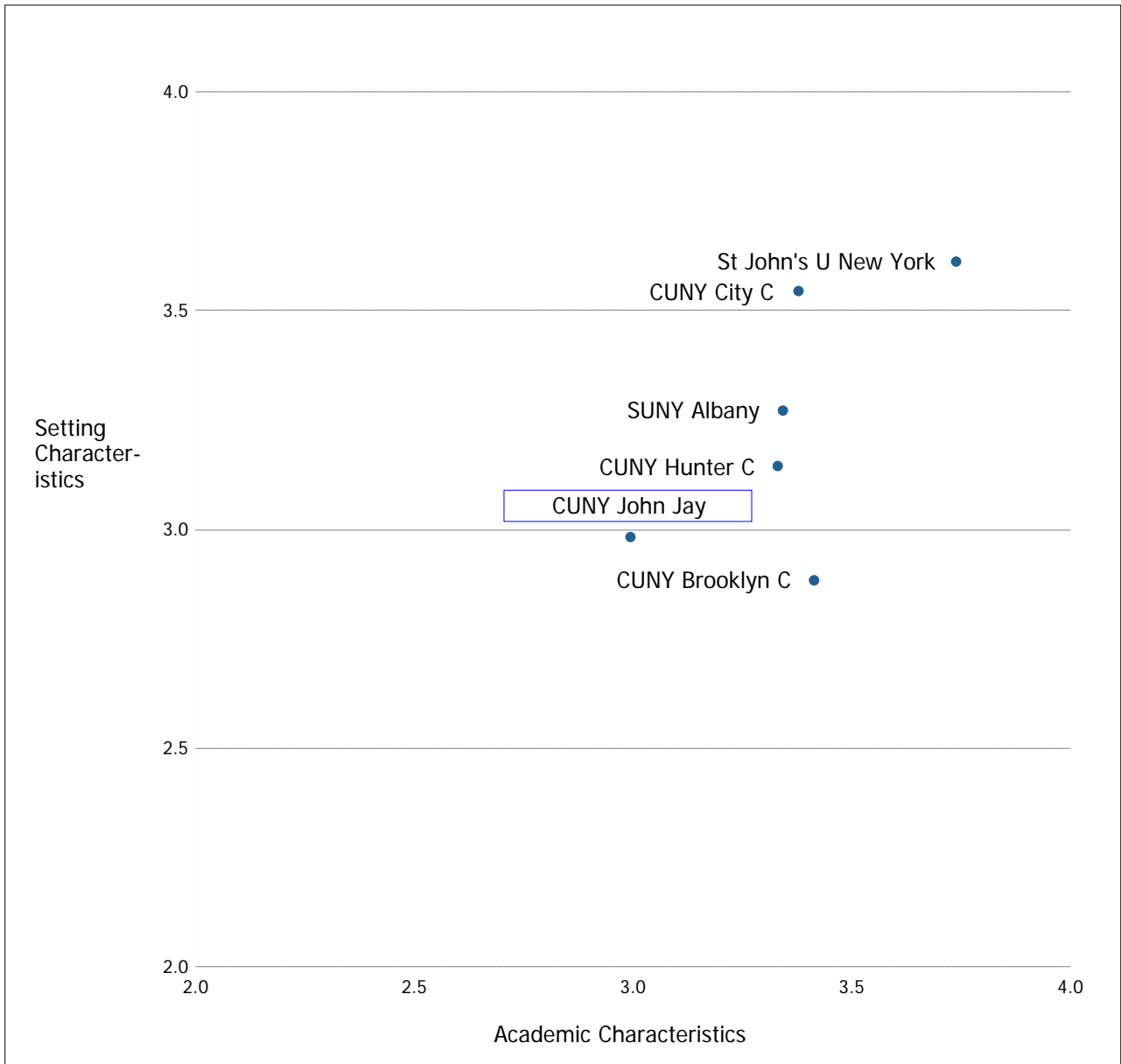
- For our college and the comparison set, what is the relationship between academic and setting factors derived from the college characteristics?
- Is the relationship between the factors the same for our college as for the others being compared?

**ACADEMIC CHARACTERISTICS**

Availability of majors  
 Academic reputation  
 Academic facilities  
 Special programs

**SETTING CHARACTERISTICS**

Off-campus opportunities  
 Surroundings  
 Campus attractiveness  
 On-campus housing



**EXHIBIT G-4: COMPARING OUR COLLEGE AND SELECTED OTHERS ON SOCIAL AND SETTING FACTORS**

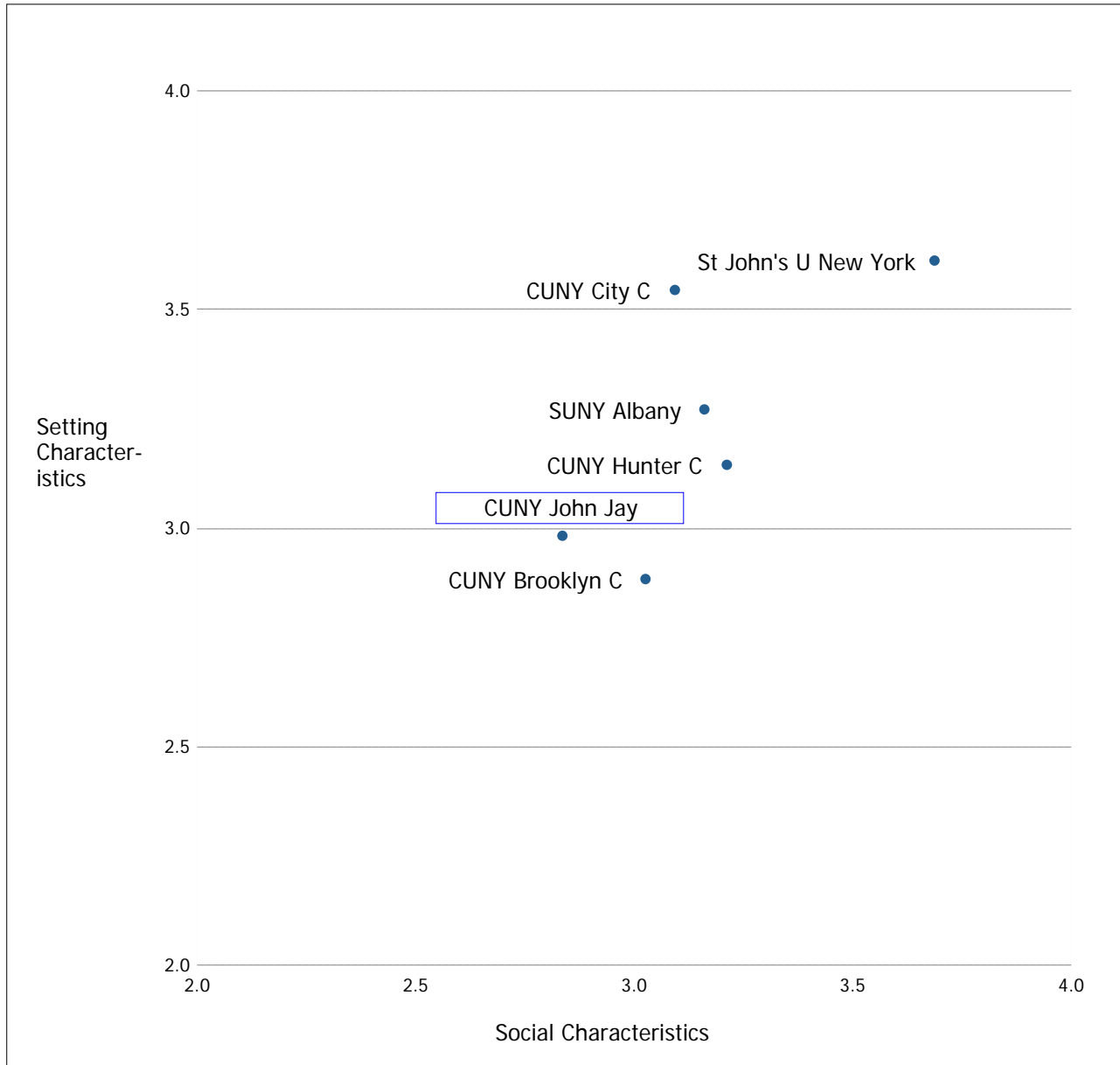
- For our college and the comparison set, what is the relationship between social and setting factors derived from the college characteristics?
- Is the relationship between the factors the same for our college as for the others being compared?

**SOCIAL CHARACTERISTICS**

Personal attention  
 Recreational facilities  
 Extracurricular activities  
 Social life

**SETTING CHARACTERISTICS**

Off-campus opportunities  
 Surroundings  
 Campus attractiveness  
 On-campus housing



## **II-H: City University of New York: City College**

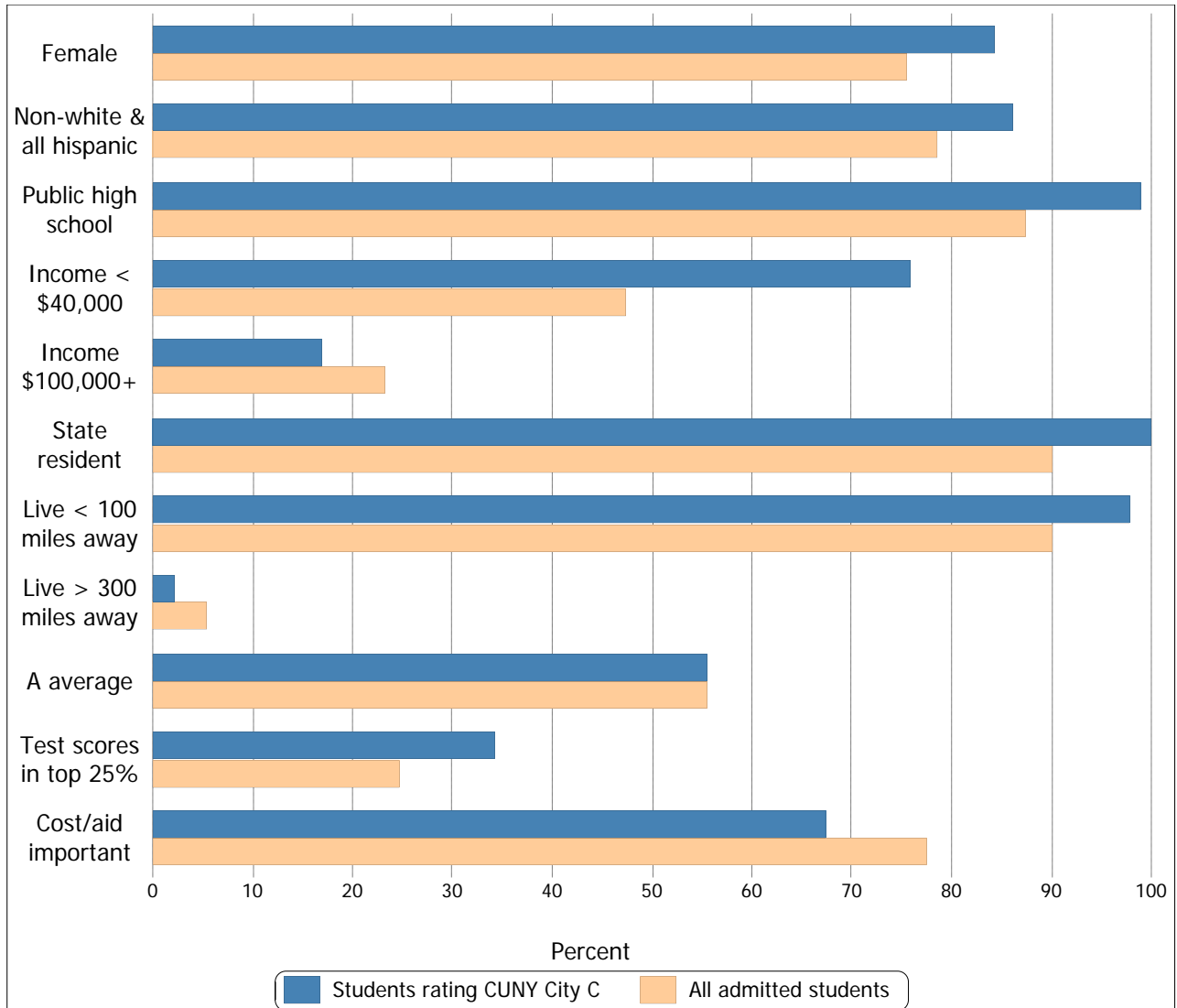
## EXHIBIT H-1: APPLICATION AND ADMISSION OVERLAP WITH THIS COMPETITOR

- How many of our admitted students applied to this competitor?
- How many were admitted?
- How many included this competitor among their top three choices
- How many enrolled at this competitor?

Number of students applying	1753	29%	(of respondents)
Number of students admitted	1410	23%	(of respondents)
Number of students including this competitor among their top three choices	713	12%	(of respondents)
Number of students enrolling at this competitor	419	9%	(of our Non-Enrolling)
Number of students rating this competitor	318		
Number of ratings for this competitor or group	318		

**EXHIBIT H-2: DEMOGRAPHIC PROFILE OF STUDENTS RATING THIS COMPETITOR**

- What is the demographic profile of the subset of students comparing our college to this competitor?



- For each of the characteristics shown, what is the yield among students rating this competitor (what percentage enroll at our college)?

CHARACTERISTIC	N	YIELD
Total	318	19%
Female	229	15%
Non-white and all hispanic	233	17%
Public high school	236	18%
Income < \$40,000	156	18%
Income \$100,000+	35	7%
State resident	271	17%
Live < 100 miles away	229	15%
Live > 300 miles away	5	[100%]
A average	149	13%
Test scores in top 25%	65	0%
Cost/aid important	169	24%

**EXHIBIT H-3: SUMMARY OF COMPARISON WITH THIS COMPETITOR**

This exhibit displays up to five college characteristics, five images, and four information sources showing the largest differences between our college and this competitor.

<b>COLLEGE CHARACTERISTICS (% Excellent)</b>					
<b>Our college rated higher</b>			<b>Competitor rated higher</b>		
	Us	Them		Us	Them
Recreational facilities	18%	3%	Quality of campus housing	12%	57%
Personal attention	16%	3%	Availability of majors	28%	69%
Quality of academic facilities	18%	13%	Attractiveness of campus	17%	57%
Cost of attendance	91%	87%	Quality of majors of interest	47%	69%
Quality of social life	37%	33%	Academic reputation	30%	51%

<b>COLLEGE IMAGES (% marking image)</b>					
<b>Marked more often for our college</b>			<b>Marked more often for competitor</b>		
	Us	Them		Us	Them
Average	37%	4%	Prestigious	4%	28%
Back-up school	46%	15%	Challenging	32%	53%
Career-oriented	73%	51%	Selective	3%	18%
Not well-known	23%	3%	Comfortable	17%	31%
			Liberal arts	14%	25%

<b>SOURCES OF INFORMATION (% using ours - % using competitor's)</b>					
<b>More contact with our college</b>			<b>More contact with competitor</b>		
	Us	Them		Us	Them
College web site	100%	83%	Contact with students	53%	78%
College publications	69%	66%	Contact with the Admissions Office	71%	93%
Post-admission communication	84%	83%	Financial aid communications	70%	84%
On-campus admissions interview	34%	33%	Visit to campus	70%	83%

<b>SOURCES OF INFORMATION (% Excellent of those using source)</b>					
<b>Our college rated higher</b>			<b>Competitor rated higher</b>		
	Us	Them		Us	Them
Contact with graduates	7%	0%	Contact with coaches	7%	43%
Contact with faculty	46%	40%	Campus tour	8%	42%
Post-admission communication	48%	42%	College publications	27%	47%
Contact with students	62%	57%			

Note: Each panel shows the percentage for our college followed by the percentage for the competitor.

**EXHIBIT H-4: IMPORTANCE AND RATING OF COLLEGE CHARACTERISTICS**

- How does the mean rating of our college on each of the characteristics compare to the mean rating of this competitor?

<p><b>A. Less important and our college rated higher</b></p> <p>Quality of social life Personal attention</p>	<p><b>B. <u>Very</u> important and our college rated higher</b></p> <p>Extra-curricular activities Cost of attendance</p>
<p><b>C. Less important and our college not higher</b></p> <p>Quality of campus housing Attractiveness of campus Access off-campus activities Recreational facilities</p>	<p><b>D. <u>Very</u> important and our college not higher</b></p> <p>Availability of majors Quality of majors of interest Academic reputation Preparation for career Special academic programs Environment of academic excellence Quality of academic facilities Surroundings</p>

In this display "Characteristics considered very important" were those rated "Very Important" by at least 50% of the respondents. Characteristics for which our college was "rated high" were those for which the mean rating of our college was higher than the mean rating for this competitor. Within each quadrant the characteristics are listed in decreasing order of the difference between the mean rating of our college and the mean rating of the competitor.

**EXHIBIT H-5: YIELD FOR COLLEGE CHARACTERISTICS RATED VERY IMPORTANT**

- Which characteristics were considered most important by students rating this competitor?
- What yields were realized for students who rated each of these characteristics very important?

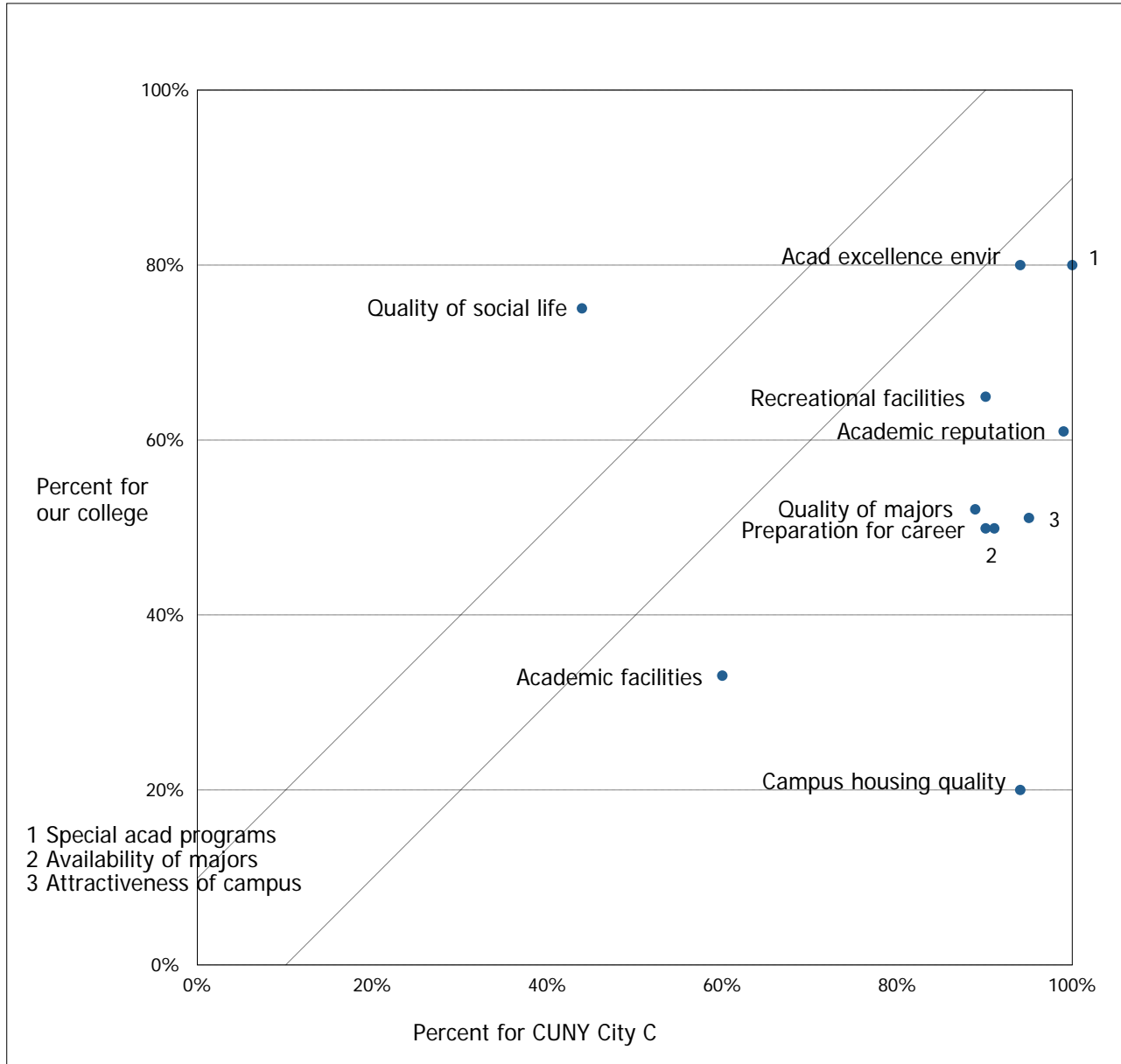
PERCENT RATING VERY IMPORTANT		ALL ADMITTED STUDENTS	ENROLLING STUDENTS	NON-ENROLLING STUDENTS	YIELD
<b>TOTAL POPULATION</b>	<b>N</b>	318	60	258	19%
<b>COLLEGE CHARACTERISTICS</b>					
Availability of majors		99%	96%	100%	18%
Quality of majors of interest		98%	92%	100%	18%
Cost of attendance		89%	96%	88%	20%
Academic reputation		77%	83%	75%	21%
Preparation for career		69%	96%	63%	26%
Quality of academic facilities		65%	75%	63%	22%
Extra-curricular activities		64%	71%	63%	21%
Special academic programs		62%	58%	63%	18%
Environment of academic excellence		53%	67%	50%	24%
Surroundings		50%	50%	50%	19%
Recreational facilities		49%	46%	50%	18%
Personal attention		49%	46%	50%	18%
Quality of social life		48%	42%	50%	16%
Attractiveness of campus		40%	50%	38%	24%
Access off-campus activities		38%	42%	38%	21%
Quality of campus housing		34%	17%	38%	9%

NOTE: When the competitor consists of more than one college the yields shown in this table are depressed, because each student could have rated up to two colleges but could only have enrolled at one.



## EXHIBIT H-6: COLLEGE CHARACTERISTICS

- For which characteristics is one college rated Very Good or Excellent more often than the other?



The characteristics in this figure are those for which at least 10% more students rated either college Very Good or Excellent.

Our college is rated more favorably than the competitor on the characteristics shown above the diagonal.

**EXHIBIT H-7: RATINGS OF CHARACTERISTICS FOR OUR COLLEGE AND THIS COMPETITOR**

- How does the distribution of ratings of our college differ from the ratings of the competitor?
- What is the mean rating of each college characteristic for our college and for this competitor?

The four characteristics listed below are the ones for which average ratings of our college and this competitor differ by the greatest amounts. The basis for each distribution is the number of ratings, and only includes the 318 students rating both our college and the competitor for each characteristic.

		<b>RATING OF OUR COLLEGE</b>	<b>RATING OF THIS COMPETITOR</b>
<b>QUALITY OF CAMPUS HOUSING</b>	<b>NR (%)</b>	127 (40%)	127 (40%)
RATING			
Excellent		12%	57%
Very Good		8%	37%
Good		29%	6%
Poor/Fair		51%	0%
MEAN RATING	--	1.8	3.5
<b>AVAILABILITY OF MAJORS</b>	<b>NR (%)</b>	204 (64%)	204 (64%)
RATING			
Excellent		28%	69%
Very Good		23%	26%
Good		49%	4%
Poor/Fair		0%	1%
MEAN RATING	--	2.8	3.6
<b>ATTRACTIVENESS OF CAMPUS</b>	<b>NR (%)</b>	134 (42%)	134 (42%)
RATING			
Excellent		17%	57%
Very Good		33%	33%
Good		50%	6%
Poor/Fair		0%	4%
MEAN RATING	--	2.7	3.4
<b>QUALITY OF MAJORS OF INTEREST</b>	<b>NR (%)</b>	206 (65%)	206 (65%)
RATING			
Excellent		47%	69%
Very Good		5%	20%
Good		32%	8%
Poor/Fair		16%	2%
MEAN RATING	--	2.8	3.6

NR = Number of ratings (may be greater than number of students when the competitor includes more than one college). Statistically significant differences are marked by +/- (p < .05) or ++/-- (p < .01).

Scale: 4=Excellent 3=Very Good 2=Good 1=Poor/Fair

**EXHIBIT H-8: MAGNITUDE AND DIRECTION OF RATINGS DIFFERENCES BETWEEN OUR COLLEGE AND THIS COMPETITOR**

- For each of the college characteristics, what percentage of the students rated our college superior, equal, or inferior to this competitor? What percentage rated us highly superior or inferior?

This exhibit displays the rating of our college minus the competitor's rating on each characteristic. The three shaded columns of percentages add to 100%. The two outside columns of percentages (better by more than one point on the four-point rating scale) are a subset of the adjacent columns (better). The characteristics are listed in decreasing order of the percentage of students rating them very important (see Exhibit H-5).

COLLEGE CHARACTERISTICS	N	OUR COLLEGE BETTER BY >1 POINT	OUR COLLEGE BETTER	RATED THE SAME	COMPETITOR BETTER	COMPETITOR BETTER BY >1 POINT
<b>More important characteristics</b>						
Availability of majors	204	2%	10%	24%	66%	32%
Quality of majors of interest	206	7%	13%	39%	48%	31%
Cost of attendance	169	1%	6%	94%	0%	0%
Academic reputation	174	0%	3%	37%	60%	1%
Preparation for career	129	8%	15%	35%	50%	25%
Quality of academic facilities	99	3%	15%	47%	37%	0%
Extra-curricular activities	132	2%	8%	91%	2%	0%
Special academic programs	164	0%	12%	47%	41%	0%
<b>Less important characteristics</b>						
Environment of academic excellence	161	5%	14%	46%	40%	0%
Surroundings	204	2%	9%	76%	16%	0%
Recreational facilities	99	8%	15%	53%	32%	0%
Personal attention	92	0%	14%	84%	3%	0%
Quality of social life	129	4%	35%	63%	2%	0%
Attractiveness of campus	134	4%	13%	15%	72%	24%
Access off-campus activities	164	2%	11%	67%	23%	0%
Quality of campus housing	127	2%	10%	10%	80%	76%

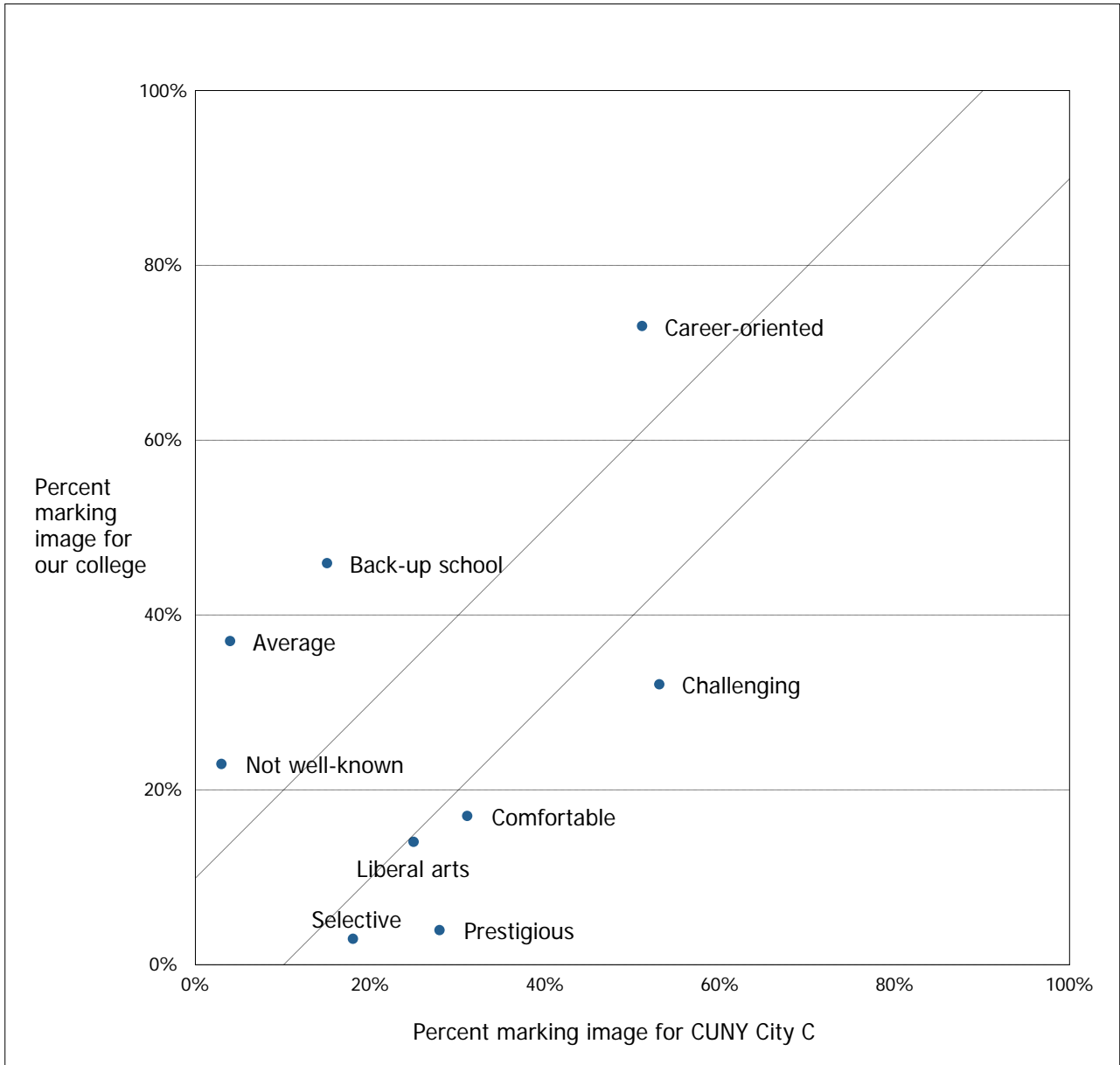
## EXHIBIT H-9: COLLEGE IMAGES

- Which images are more frequently associated with our college? With the competitor? Which are frequently associated with both?

COLLEGE IMAGES	% MARKING IMAGE FOR:		DIFFERENCE
	OUR COLLEGE	THIS COMPETITOR	
Average	37%	4%	33%
Back-up school	46%	15%	31%
Career-oriented	73%	51%	22%
Not well-known	23%	3%	20%
Athletics	14%	14%	0%
Supportive	37%	37%	0%
Research-oriented	15%	16%	-1%
Partying	0%	2%	-2%
Isolated	0%	3%	-3%
Excitingly different	20%	24%	-4%
Friendly	25%	30%	-5%
Fun	32%	38%	-6%
Intellectual	56%	64%	-8%
Highly respected	31%	40%	-9%
Liberal arts	14%	25%	-11%
Comfortable	17%	31%	-14%
Selective	3%	18%	-15%
Challenging	32%	53%	-21%
Prestigious	4%	28%	-24%

**EXHIBIT H-10: COLLEGE IMAGES FREQUENTLY ASSOCIATED WITH OUR COLLEGE AND THIS COMPETITOR**

- Which images are more closely associated with one college than with the other?



Only images with differences of at least 10% are shown in this graph.

Images above the diagonal are more closely associated with our college, while those below the diagonal are more closely associated with the competitor.

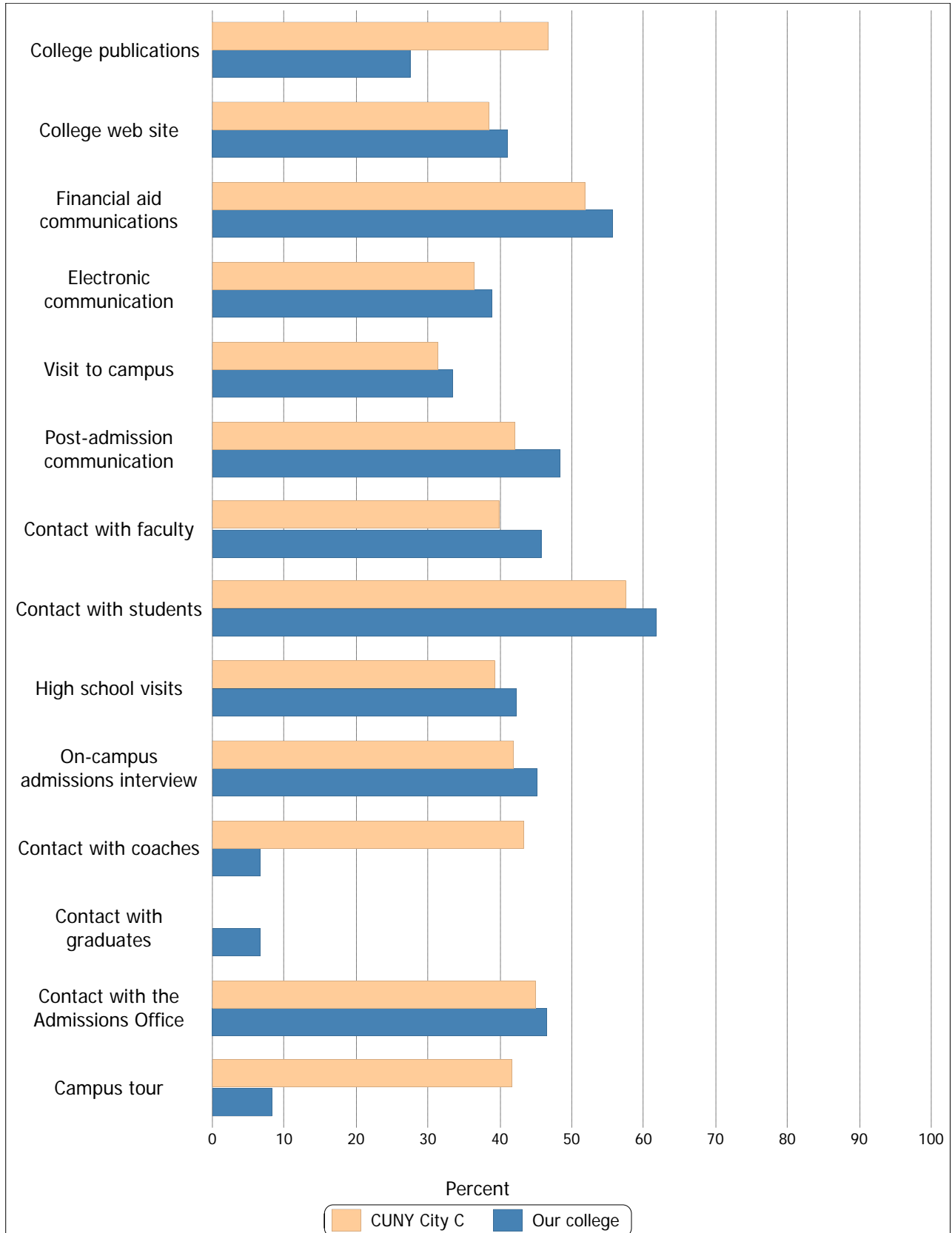
## EXHIBIT H-11: EXPOSURE TO SOURCES OF INFORMATION

- What percentage of the students was exposed to each of the sources of information for our college and for this competitor?

INFORMATION SOURCES	EXPOSED TO THIS SOURCE AT:		DIFFERENCE
	OUR COLLEGE	THIS COMPETITOR	
College web site	100%	83%	17%
College publications	69%	66%	3%
Post-admission communication	84%	83%	1%
On-campus admissions interview	34%	33%	1%
Campus tour	54%	53%	1%
Contact with coaches	46%	46%	0%
Contact with faculty	55%	66%	-11%
Contact with graduates	34%	46%	-12%
High school visits	37%	49%	-12%
Electronic communication	85%	97%	-12%
Visit to campus	70%	83%	-13%
Financial aid communications	70%	84%	-14%
Contact with the Admissions Office	71%	93%	-22%
Contact with students	53%	78%	-25%

## EXHIBIT H-12: SOURCES OF INFORMATION RATED EXCELLENT

- What percentage of the students rated each of the sources of information Excellent for our college and for this competitor?



**EXHIBIT H-13: FINANCIAL AID AND COST**

- What was the respondents' financial aid status at our college and this competitor?

	AT OUR COLLEGE		AT THIS COMPETITOR
Applied for need-based aid	72%		82%
Offered need-based aid	75%		78%
Offered no-need award	17%		13%
Aid included grants/scholarships	54%		61%
Aid included loans	21%		19%
Aid included work	43%		35%
Mean rating of cost	2.3	++	2.1

- What was the financial aid status at our college and this competitor for respondents for whom aid or cost was/was not a significant factor?

	AT OUR COLLEGE		AT THIS COMPETITOR	
	AID/COST SIGNIF.	AID/COST NOT SIGNIF.	AID/COST SIGNIF.	AID/COST NOT SIGNIF.
Applied for need-based aid	79%	58%	95%	55%
Offered need-based aid	75%	74%	77%	83%
Offered no-need award	25%	0%	0%	39%
Aid included grants/scholarships	71%	6%	55%	83%
Aid included loans	27%	6%	23%	6%
Aid included work	58%	0%	24%	72%
Mean rating of cost	2.2	2.5	2.3 +	1.8

Scale for rating of cost: 1 = very low, 8 = very high.

Significant differences in means rating of cost are marked by +/- (p < .05) or ++/-- (p < .01).

Percentages for need-based award and financial aid package are based only on those applying for aid.



## **II-I: City University of New York: Hunter College**

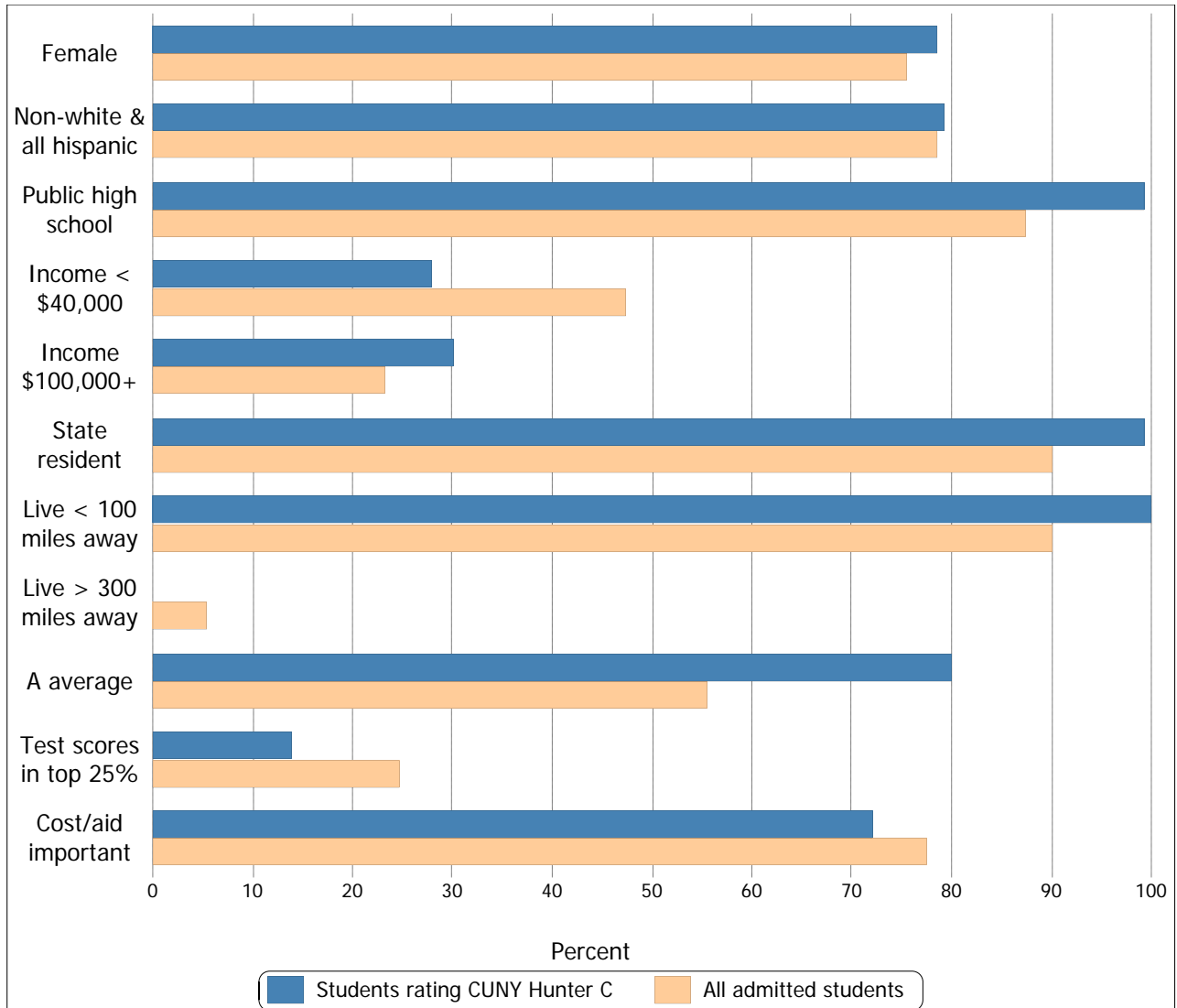
## EXHIBIT I-1: APPLICATION AND ADMISSION OVERLAP WITH THIS COMPETITOR

- How many of our admitted students applied to this competitor?
- How many were admitted?
- How many included this competitor among their top three choices
- How many enrolled at this competitor?

Number of students applying	2133	36%	(of respondents)
Number of students admitted	1837	31%	(of respondents)
Number of students including this competitor among their top three choices	1110	18%	(of respondents)
Number of students enrolling at this competitor	645	13%	(of our Non-Enrolling)
Number of students rating this competitor	519		
Number of ratings for this competitor or group	519		

**EXHIBIT I-2: DEMOGRAPHIC PROFILE OF STUDENTS RATING THIS COMPETITOR**

- What is the demographic profile of the subset of students comparing our college to this competitor?



- For each of the characteristics shown, what is the yield among students rating this competitor (what percentage enroll at our college)?

CHARACTERISTIC	N	YIELD
Total	519	13%
Female	291	11%
Non-white and all hispanic	293	12%
Public high school	370	13%
Income < \$40,000	92	30%
Income \$100,000+	99	3%
State resident	338	14%
Live < 100 miles away	365	12%
Live > 300 miles away	0	--
A average	298	13%
Test scores in top 25%	32	0%
Cost/aid important	224	13%

**EXHIBIT I-3: SUMMARY OF COMPARISON WITH THIS COMPETITOR**

This exhibit displays up to five college characteristics, five images, and four information sources showing the largest differences between our college and this competitor.

<b>COLLEGE CHARACTERISTICS (% Excellent)</b>				
<b>Our college rated higher</b>			<b>Competitor rated higher</b>	
	Us	Them	Us	Them
Attractiveness of campus	34%	31%	Preparation for career	26% - 62%
Quality of campus housing	38%	35%	Academic reputation	19% - 54%
			Environment of academic excellence	36% - 59%
			Quality of academic facilities	31% - 53%
			Access off-campus activities	25% - 47%

<b>COLLEGE IMAGES (% marking image)</b>				
<b>Marked more often for our college</b>			<b>Marked more often for competitor</b>	
	Us	Them	Us	Them
Average	19%	1%	Challenging	10% - 66%
Excitingly different	30%	13%	Highly respected	39% - 88%
Not well-known	13%	0%	Selective	9% - 58%
Athletics	20%	7%	Prestigious	10% - 43%
Back-up school	31%	21%	Intellectual	39% - 70%

<b>SOURCES OF INFORMATION (% using ours - % using competitor's)</b>				
<b>More contact with our college</b>			<b>More contact with competitor</b>	
	Us	Them	Us	Them
Electronic communication	100%	97%	High school visits	37% - 72%
Financial aid communications	99%	97%	Visit to campus	61% - 94%
			Campus tour	49% - 73%
			Contact with students	50% - 73%

<b>SOURCES OF INFORMATION (% Excellent of those using source)</b>				
<b>Our college rated higher</b>			<b>Competitor rated higher</b>	
	Us	Them	Us	Them
On-campus admissions interview	53%	41%	Contact with students	32% - 67%
High school visits	37%	28%	Contact with graduates	13% - 41%
Contact with the Admissions Office	51%	44%	Contact with coaches	7% - 29%
College publications	40%	36%	Campus tour	40% - 57%

Note: Each panel shows the percentage for our college followed by the percentage for the competitor.

**EXHIBIT I-4: IMPORTANCE AND RATING OF COLLEGE CHARACTERISTICS**

- How does the mean rating of our college on each of the characteristics compare to the mean rating of this competitor?

<p><b>A. Less important and our college rated higher</b></p>	<p><b>B. <u>Very</u> important and our college rated higher</b></p>
<p><b>C. Less important and our college not higher</b></p> <p>Recreational facilities          Access off-campus activities          Quality of campus housing          Quality of social life          Extra-curricular activities          Attractiveness of campus</p>	<p><b>D. <u>Very</u> important and our college not higher</b></p> <p>Academic reputation          Preparation for career          Environment of academic excellence          Surroundings          Quality of academic facilities          Special academic programs          Availability of majors          Personal attention          Quality of majors of interest          Cost of attendance</p>

In this display "Characteristics considered very important" were those rated "Very Important" by at least 50% of the respondents. Characteristics for which our college was "rated high" were those for which the mean rating of our college was higher than the mean rating for this competitor. Within each quadrant the characteristics are listed in decreasing order of the difference between the mean rating of our college and the mean rating of the competitor.

**EXHIBIT I-5: YIELD FOR COLLEGE CHARACTERISTICS RATED VERY IMPORTANT**

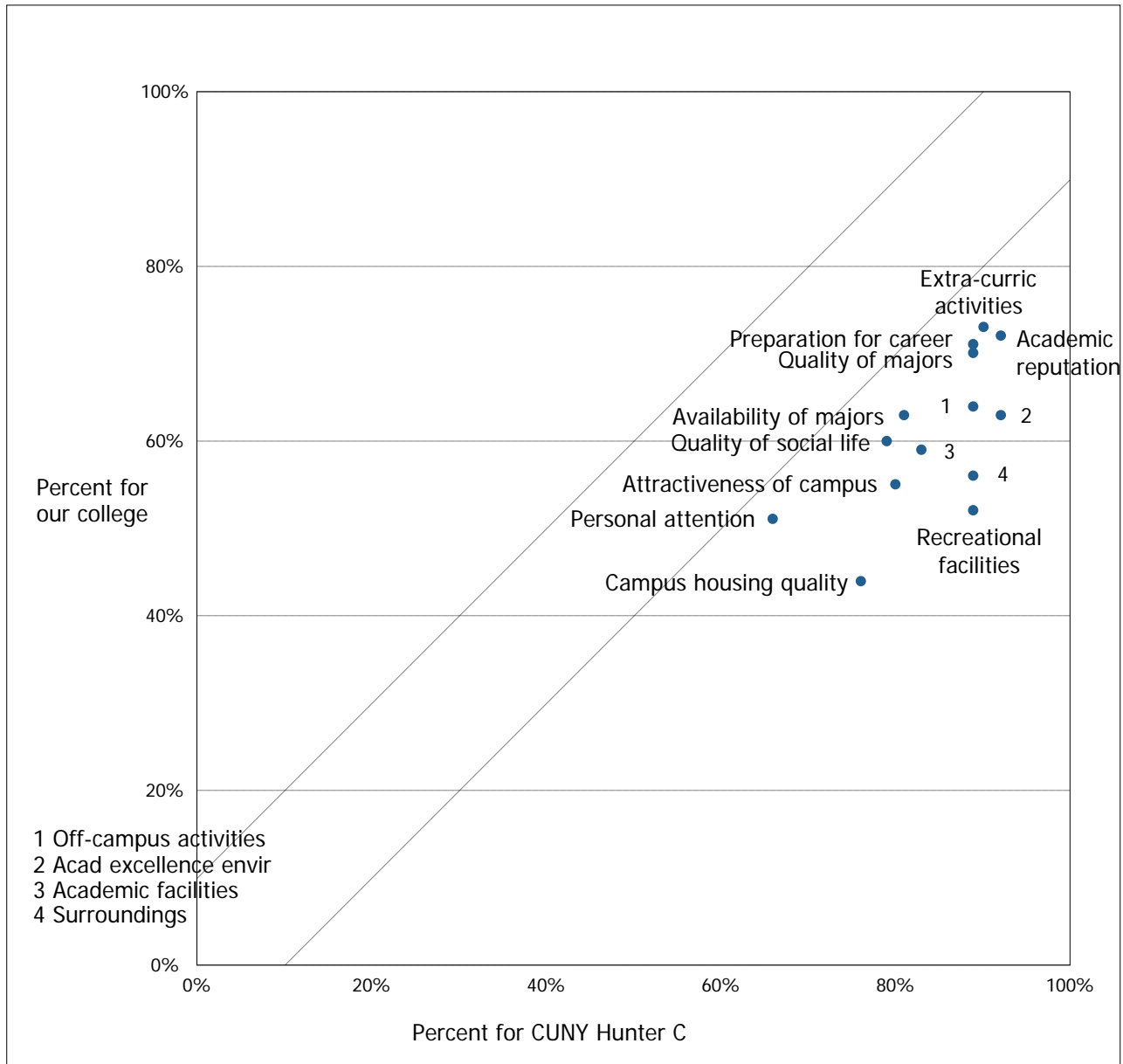
- Which characteristics were considered most important by students rating this competitor?
- What yields were realized for students who rated each of these characteristics very important?

PERCENT RATING VERY IMPORTANT		ALL ADMITTED STUDENTS	ENROLLING STUDENTS	NON-ENROLLING STUDENTS	YIELD
<b>TOTAL POPULATION</b>	<b>N</b>	519	67	452	13%
<b>COLLEGE CHARACTERISTICS</b>					
Preparation for career		99+%	96%	100%	13%
Availability of majors		99%	93%	100%	12%
Quality of majors of interest		93%	93%	93%	13%
Cost of attendance		85%	81%	86%	12%
Quality of academic facilities		79%	81%	79%	13%
Academic reputation		70%	74%	69%	15%
Environment of academic excellence		63%	70%	62%	16%
Special academic programs		62%	50%	64%	10%
Personal attention		58%	67%	57%	15%
Surroundings		50%	52%	50%	13%
Extra-curricular activities		49%	44%	50%	12%
Recreational facilities		42%	37%	43%	11%
Quality of campus housing		32%	7%	36%	3%
Quality of social life		30%	41%	29%	18%
Access off-campus activities		24%	41%	21%	22%
Attractiveness of campus		13%	52%	7%	52%

NOTE: When the competitor consists of more than one college the yields shown in this table are depressed, because each student could have rated up to two colleges but could only have enrolled at one.

## EXHIBIT I-6: COLLEGE CHARACTERISTICS

- For which characteristics is one college rated Very Good or Excellent more often than the other?



The characteristics in this figure are those for which at least 10% more students rated either college Very Good or Excellent.

Our college is rated more favorably than the competitor on the characteristics shown above the diagonal.

**EXHIBIT I-7: RATINGS OF CHARACTERISTICS FOR OUR COLLEGE AND THIS COMPETITOR**

- How does the distribution of ratings of our college differ from the ratings of the competitor?
- What is the mean rating of each college characteristic for our college and for this competitor?

The four characteristics listed below are the ones for which average ratings of our college and this competitor differ by the greatest amounts. The basis for each distribution is the number of ratings, and only includes the 519 students rating both our college and the competitor for each characteristic.

		<b>RATING OF OUR COLLEGE</b>	<b>RATING OF THIS COMPETITOR</b>
<b>ACADEMIC REPUTATION</b>	<b>NR (%)</b>	472 (91%)	472 (91%)
RATING			
Excellent		19%	54%
Very Good		52%	38%
Good		22%	8%
Poor/Fair		7%	0%
MEAN RATING	--	2.8	3.5
<b>PREPARATION FOR CAREER</b>	<b>NR (%)</b>	330 (64%)	330 (64%)
RATING			
Excellent		26%	62%
Very Good		44%	27%
Good		29%	11%
Poor/Fair		0%	0%
MEAN RATING	--	3.0	3.5
<b>RECREATIONAL FACILITIES</b>	<b>NR (%)</b>	333 (64%)	333 (64%)
RATING			
Excellent		25%	42%
Very Good		27%	47%
Good		48%	11%
Poor/Fair		0%	0%
MEAN RATING	--	2.8	3.3
<b>ENVIRONMENT OF ACADEMIC EXCELLENCE</b>	<b>NR (%)</b>	432 (83%)	432 (83%)
RATING			
Excellent		36%	59%
Very Good		26%	33%
Good		37%	8%
Poor/Fair		0%	0%
MEAN RATING	--	3.0	3.5

NR = Number of ratings (may be greater than number of students when the competitor includes more than one college). Statistically significant differences are marked by +/- (p < .05) or ++/-- (p < .01).

Scale: 4=Excellent 3=Very Good 2=Good 1=Poor/Fair



**EXHIBIT I-8: MAGNITUDE AND DIRECTION OF RATINGS DIFFERENCES BETWEEN OUR COLLEGE AND THIS COMPETITOR**

- For each of the college characteristics, what percentage of the students rated our college superior, equal, or inferior to this competitor? What percentage rated us highly superior or inferior?

This exhibit displays the rating of our college minus the competitor's rating on each characteristic. The three shaded columns of percentages add to 100%. The two outside columns of percentages (better by more than one point on the four-point rating scale) are a subset of the adjacent columns (better). The characteristics are listed in decreasing order of the percentage of students rating them very important (see Exhibit I-5).

COLLEGE CHARACTERISTICS	N	OUR COLLEGE BETTER BY >1 POINT	OUR COLLEGE BETTER	RATED THE SAME	COMPETITOR BETTER	COMPETITOR BETTER BY >1 POINT
<b>More important characteristics</b>						
Preparation for career	330	0%	14%	38%	49%	20%
Availability of majors	440	3%	28%	35%	37%	15%
Quality of majors of interest	437	3%	22%	48%	30%	15%
Cost of attendance	435	1%	9%	84%	7%	7%
Quality of academic facilities	397	0%	4%	55%	41%	8%
Academic reputation	472	0%	2%	49%	49%	14%
Environment of academic excellence	432	0%	1%	53%	45%	7%
Special academic programs	397	1%	11%	63%	26%	8%
<b>Less important characteristics</b>						
Personal attention	392	0%	13%	63%	25%	8%
Surroundings	373	0%	5%	60%	35%	17%
Extra-curricular activities	370	0%	11%	62%	27%	9%
Recreational facilities	333	0%	4%	48%	48%	10%
Quality of campus housing	291	0%	15%	51%	33%	22%
Quality of social life	335	0%	1%	79%	20%	10%
Access off-campus activities	373	1%	5%	61%	35%	17%
Attractiveness of campus	370	1%	21%	52%	26%	9%

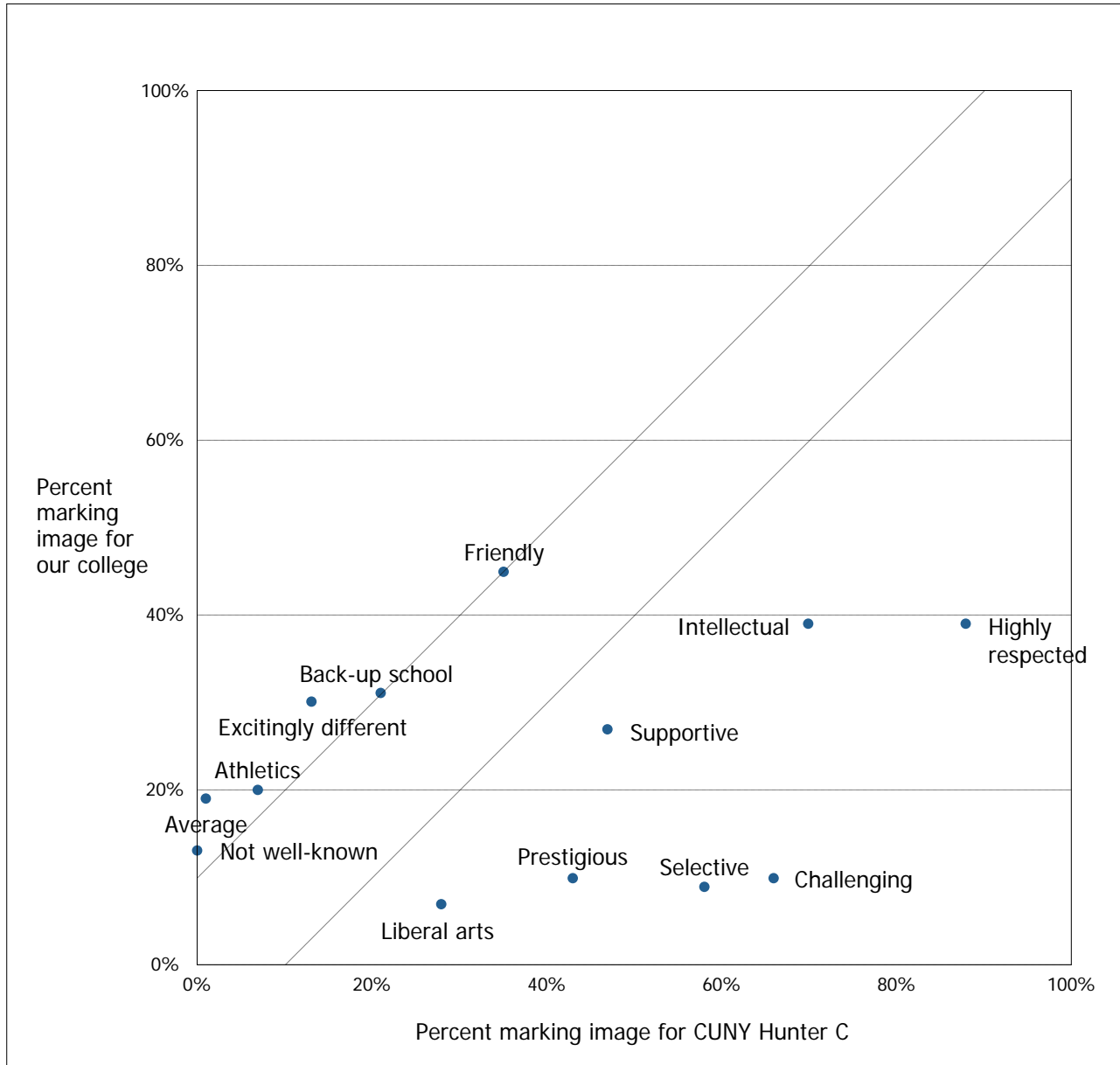
**EXHIBIT I-9: COLLEGE IMAGES**

- Which images are more frequently associated with our college? With the competitor? Which are frequently associated with both?

COLLEGE IMAGES	% MARKING IMAGE FOR:		DIFFERENCE
	OUR COLLEGE	THIS COMPETITOR	
Average	19%	1%	18%
Excitingly different	30%	13%	17%
Not well-known	13%	0%	13%
Athletics	20%	7%	13%
Back-up school	31%	21%	10%
Friendly	45%	35%	10%
Comfortable	45%	36%	9%
Career-oriented	72%	71%	1%
Research-oriented	21%	20%	1%
Isolated	0%	0%	0%
Fun	31%	35%	-4%
Partying	13%	19%	-6%
Supportive	27%	47%	-20%
Liberal arts	7%	28%	-21%
Intellectual	39%	70%	-31%
Prestigious	10%	43%	-33%
Selective	9%	58%	-49%
Highly respected	39%	88%	-49%
Challenging	10%	66%	-56%

**EXHIBIT I-10: COLLEGE IMAGES FREQUENTLY ASSOCIATED WITH OUR COLLEGE AND THIS COMPETITOR**

- Which images are more closely associated with one college than with the other?



Only images with differences of at least 10% are shown in this graph.

Images above the diagonal are more closely associated with our college, while those below the diagonal are more closely associated with the competitor.

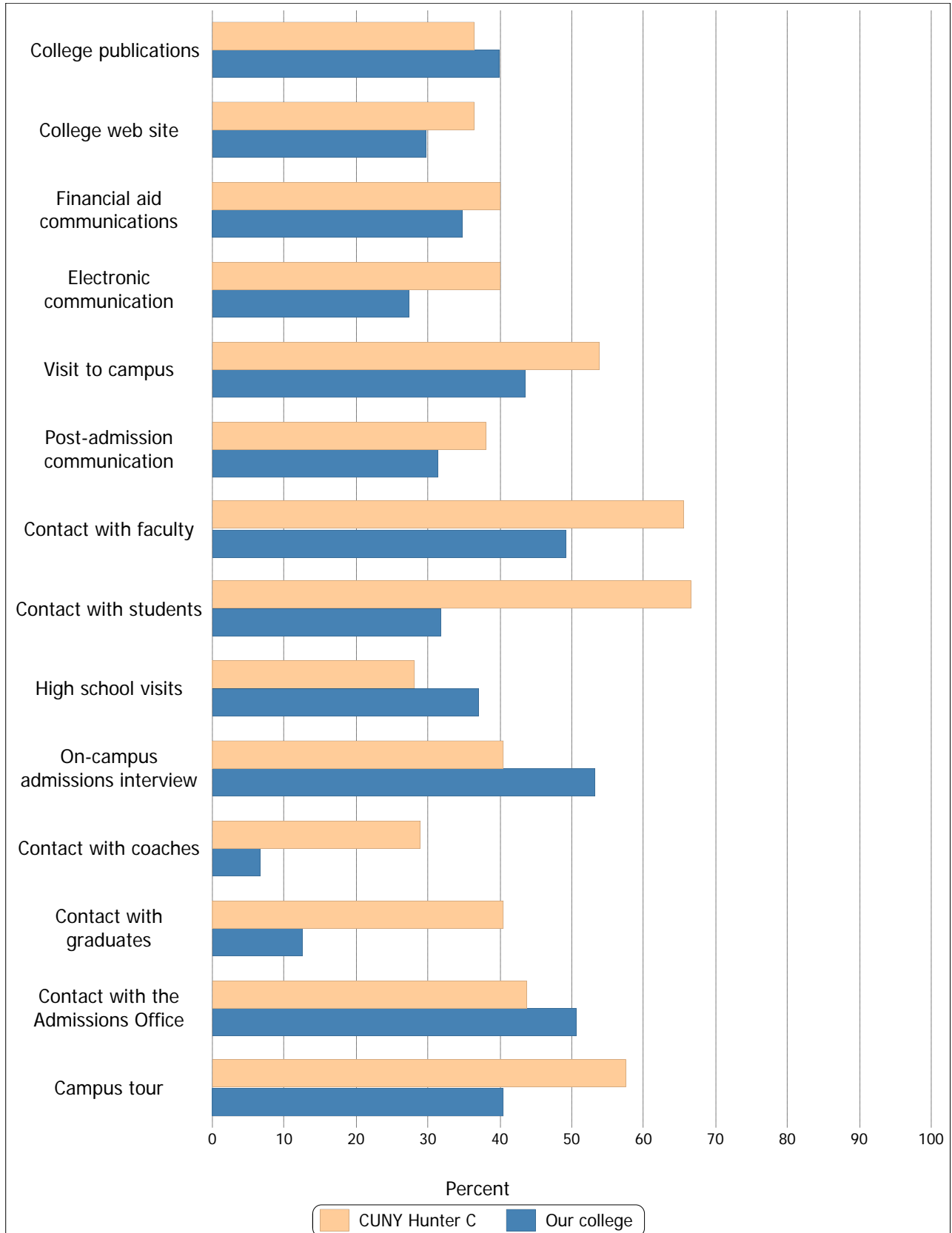
## EXHIBIT I-11: EXPOSURE TO SOURCES OF INFORMATION

- What percentage of the students was exposed to each of the sources of information for our college and for this competitor?

INFORMATION SOURCES	EXPOSED TO THIS SOURCE AT:		DIFFERENCE
	OUR COLLEGE	THIS COMPETITOR	
Electronic communication	100%	97%	3%
Financial aid communications	99%	97%	2%
On-campus admissions interview	26%	33%	-7%
Contact with coaches	34%	43%	-9%
College web site	90%	99%	-9%
College publications	87%	97%	-10%
Contact with faculty	60%	74%	-14%
Post-admission communication	80%	96%	-16%
Contact with graduates	27%	43%	-16%
Contact with the Admissions Office	71%	94%	-23%
Contact with students	50%	73%	-23%
Campus tour	49%	73%	-24%
Visit to campus	61%	94%	-33%
High school visits	37%	72%	-35%

**EXHIBIT I-12: SOURCES OF INFORMATION RATED EXCELLENT**

- What percentage of the students rated each of the sources of information Excellent for our college and for this competitor?



**EXHIBIT I-13: FINANCIAL AID AND COST**

- What was the respondents' financial aid status at our college and this competitor?

	<b>AT OUR COLLEGE</b>	<b>AT THIS COMPETITOR</b>
Applied for need-based aid	89%	87%
Offered need-based aid	45%	42%
Offered no-need award	2%	0%
Aid included grants/scholarships	35%	34%
Aid included loans	27%	28%
Aid included work	29%	14%
Mean rating of cost	3.4	3.4

- What was the financial aid status at our college and this competitor for respondents for whom aid or cost was/was not a significant factor?

	<b>AT OUR COLLEGE</b>		<b>AT THIS COMPETITOR</b>	
	<b>AID/COST SIGNIF.</b>	<b>AID/COST NOT SIGNIF.</b>	<b>AID/COST SIGNIF.</b>	<b>AID/COST NOT SIGNIF.</b>
Applied for need-based aid	84%	97%	82%	94%
Offered need-based aid	47%	18%	41%	19%
Offered no-need award	2%	0%	0%	0%
Aid included grants/scholarships	45%	12%	43%	13%
Aid included loans	36%	9%	36%	9%
Aid included work	40%	3%	18%	3%
Mean rating of cost	2.3 --	6.1	2.5 --	5.6

Scale for rating of cost: 1 = very low, 8 = very high.

Significant differences in means rating of cost are marked by +/- (p < .05) or ++/-- (p < .01).

Percentages for need-based award and financial aid package are based only on those applying for aid.

## **II-J: City University of New York: Brooklyn College**

## EXHIBIT J-1: APPLICATION AND ADMISSION OVERLAP WITH THIS COMPETITOR

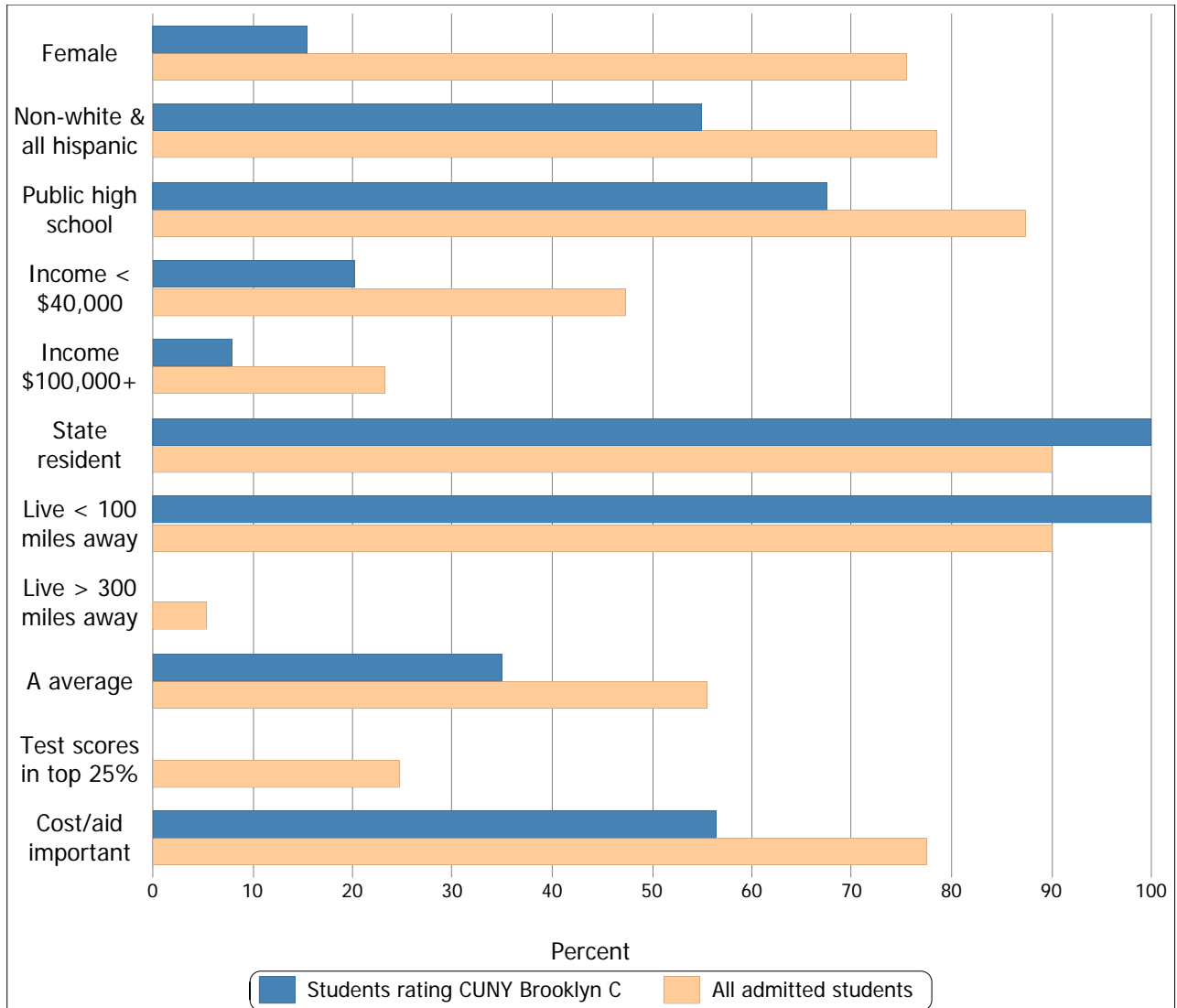
- How many of our admitted students applied to this competitor?
- How many were admitted?
- How many included this competitor among their top three choices
- How many enrolled at this competitor?

Number of students applying	1185	20%	(of respondents)
Number of students admitted	1073	18%	(of respondents)
Number of students including this competitor among their top three choices	410	7%	(of respondents)
Number of students enrolling at this competitor	97	2%	(of our Non-Enrolling)
Number of students rating this competitor	176		
Number of ratings for this competitor or group	176		



**EXHIBIT J-2: DEMOGRAPHIC PROFILE OF STUDENTS RATING THIS COMPETITOR**

- What is the demographic profile of the subset of students comparing our college to this competitor?



- For each of the characteristics shown, what is the yield among students rating this competitor (what percentage enroll at our college)?

CHARACTERISTIC	N	YIELD
Total	176	27%
Female	15	[100%]
Non-white and all hispanic	55	41%
Public high school	67	52%
Income < \$40,000	12	[100%]
Income \$100,000+	5	[100%]
State resident	99	35%
Live < 100 miles away	99	35%
Live > 300 miles away	0	--
A average	35	7%
Test scores in top 25%	0	--
Cost/aid important	55	41%

**EXHIBIT J-3: SUMMARY OF COMPARISON WITH THIS COMPETITOR**

This exhibit displays up to five college characteristics, five images, and four information sources showing the largest differences between our college and this competitor.

<b>COLLEGE CHARACTERISTICS (% Excellent)</b>					
<b>Our college rated higher</b>			<b>Competitor rated higher</b>		
	Us	Them		Us	Them
Quality of campus housing	59%	5%	Quality of academic facilities	35%	80%
Quality of majors of interest	59%	11%	Recreational facilities	27%	52%
Quality of social life	45%	3%	Environment of academic excellence	61%	84%
Surroundings	74%	38%	Academic reputation	23%	25%
Attractiveness of campus	58%	29%	Special academic programs	64%	65%

<b>COLLEGE IMAGES (% marking image)</b>					
<b>Marked more often for our college</b>			<b>Marked more often for competitor</b>		
	Us	Them		Us	Them
Career-oriented	91%	41%	Liberal arts	21%	43%
Supportive	53%	23%	Fun	24%	44%
Excitingly different	24%	1%	Isolated	0%	19%
Intellectual	64%	47%	Highly respected	43%	61%
Partying	19%	3%	Comfortable	50%	67%

<b>SOURCES OF INFORMATION (% using ours - % using competitor's)</b>					
<b>More contact with our college</b>			<b>More contact with competitor</b>		
	Us	Them		Us	Them
Electronic communication	97%	58%	Contact with faculty	58%	94%
Financial aid communications	94%	89%	Visit to campus	58%	92%
College web site	61%	56%	Contact with the Admissions Office	64%	94%
On-campus admissions interview	56%	53%	Contact with students	64%	89%

<b>SOURCES OF INFORMATION (% Excellent of those using source)</b>					
<b>Our college rated higher</b>			<b>Competitor rated higher</b>		
	Us	Them		Us	Them
On-campus admissions interview	72%	0%	Campus tour	11%	78%
High school visits	72%	0%	Contact with students	5%	68%
Contact with the Admissions Office	71%	0%	College publications	65%	70%
College web site	75%	5%			

Note: Each panel shows the percentage for our college followed by the percentage for the competitor.

**EXHIBIT J-4: IMPORTANCE AND RATING OF COLLEGE CHARACTERISTICS**

- How does the mean rating of our college on each of the characteristics compare to the mean rating of this competitor?

<p><b>A. Less important and our college rated higher</b></p> <p>Quality of campus housing          Extra-curricular activities          Quality of social life          Access off-campus activities          Special academic programs</p>	<p><b>B. <u>Very</u> important and our college rated higher</b></p> <p>Attractiveness of campus          Surroundings          Quality of majors of interest          Personal attention          Preparation for career          Cost of attendance          Academic reputation</p>
<p><b>C. Less important and our college not higher</b></p> <p>Recreational facilities</p>	<p><b>D. <u>Very</u> important and our college not higher</b></p> <p>Quality of academic facilities          Environment of academic excellence          Availability of majors</p>

In this display "Characteristics considered very important" were those rated "Very Important" by at least 50% of the respondents. Characteristics for which our college was "rated high" were those for which the mean rating of our college was higher than the mean rating for this competitor. Within each quadrant the characteristics are listed in decreasing order of the difference between the mean rating of our college and the mean rating of the competitor.

**EXHIBIT J-5: YIELD FOR COLLEGE CHARACTERISTICS RATED VERY IMPORTANT**

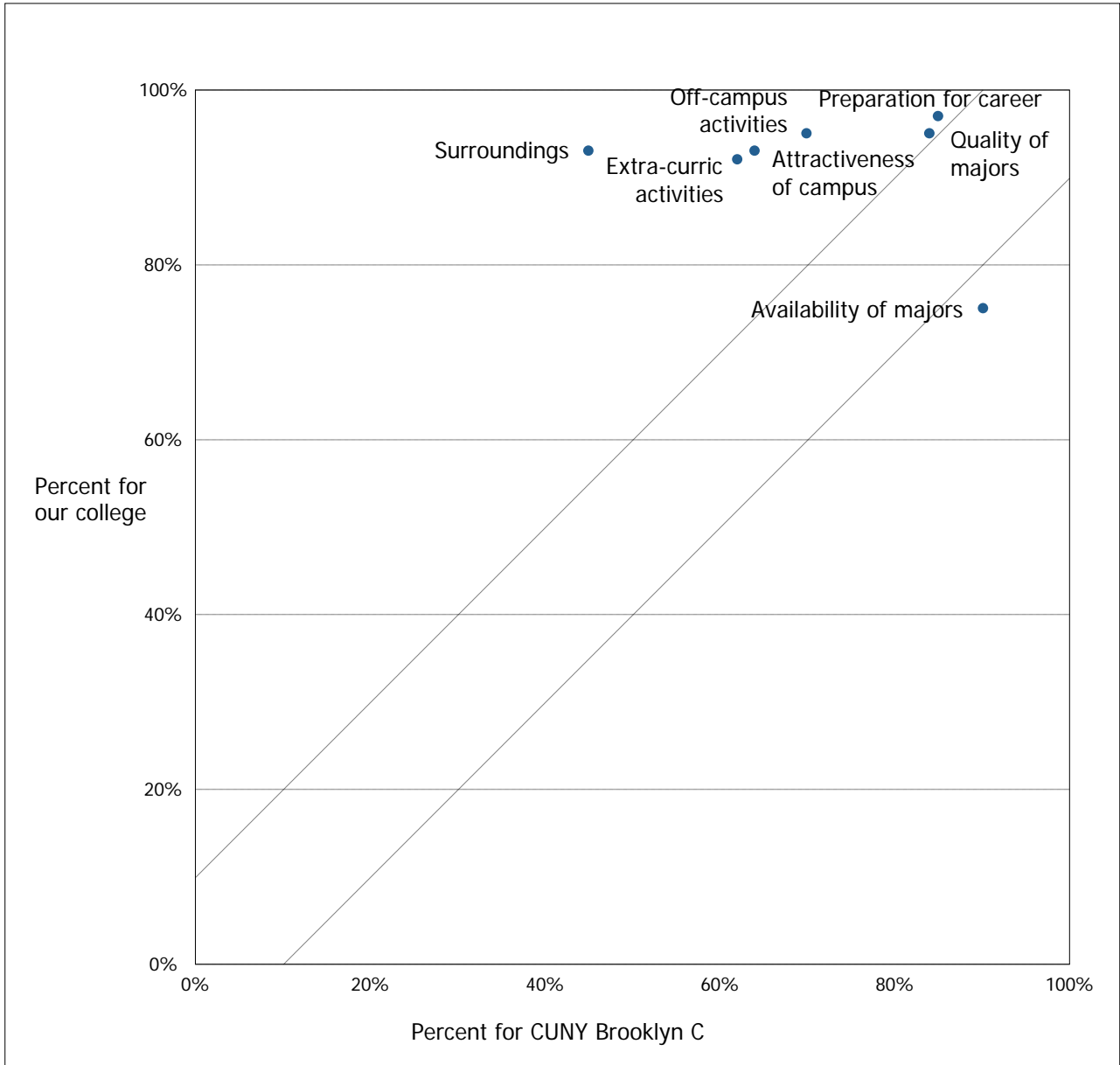
- Which characteristics were considered most important by students rating this competitor?
- What yields were realized for students who rated each of these characteristics very important?

PERCENT RATING VERY IMPORTANT		ALL ADMITTED STUDENTS	ENROLLING STUDENTS	NON- ENROLLING STUDENTS	YIELD
<b>TOTAL POPULATION</b>	<b>N</b>	176	47	129	27%
<b>COLLEGE CHARACTERISTICS</b>					
Preparation for career		100%	100%	100%	27%
Availability of majors		100%	100%	100%	27%
Quality of majors of interest		100%	100%	100%	27%
Cost of attendance		94%	79%	100%	23%
Quality of academic facilities		94%	79%	100%	23%
Surroundings		86%	47%	100%	15%
Academic reputation		73%	68%	75%	25%
Environment of academic excellence		58%	79%	50%	37%
Personal attention		52%	58%	50%	30%
Attractiveness of campus		51%	53%	50%	28%
Recreational facilities		49%	47%	50%	26%
Special academic programs		37%	68%	25%	50%
Extra-curricular activities		35%	63%	25%	48%
Access off-campus activities		30%	42%	25%	38%
Quality of social life		30%	42%	25%	38%
Quality of campus housing		27%	32%	25%	32%

NOTE: When the competitor consists of more than one college the yields shown in this table are depressed, because each student could have rated up to two colleges but could only have enrolled at one.

**EXHIBIT J-6: COLLEGE CHARACTERISTICS**

- For which characteristics is one college rated Very Good or Excellent more often than the other?



The characteristics in this figure are those for which at least 10% more students rated either college Very Good or Excellent.

Our college is rated more favorably than the competitor on the characteristics shown above the diagonal.

**EXHIBIT J-7: RATINGS OF CHARACTERISTICS FOR OUR COLLEGE AND THIS COMPETITOR**

- How does the distribution of ratings of our college differ from the ratings of the competitor?
- What is the mean rating of each college characteristic for our college and for this competitor?

The four characteristics listed below are the ones for which average ratings of our college and this competitor differ by the greatest amounts. The basis for each distribution is the number of ratings, and only includes the 176 students rating both our college and the competitor for each characteristic.

		<b>RATING OF OUR COLLEGE</b>	<b>RATING OF THIS COMPETITOR</b>
<b>ATTRACTIVENESS OF CAMPUS</b>	<b>NR (%)</b>	137 (77%)	137 (77%)
RATING			
Excellent		58%	29%
Very Good		35%	35%
Good		7%	11%
Poor/Fair		0%	25%
MEAN RATING	++	3.5	2.7
<b>SURROUNDINGS</b>	<b>NR (%)</b>	104 (59%)	104 (59%)
RATING			
Excellent		74%	38%
Very Good		19%	7%
Good		5%	52%
Poor/Fair		2%	2%
MEAN RATING	++	3.6	2.8
<b>QUALITY OF CAMPUS HOUSING</b>	<b>NR (%)</b>	55 (31%)	55 (31%)
RATING			
Excellent		59%	5%
Very Good		18%	68%
Good		23%	23%
Poor/Fair		0%	5%
MEAN RATING	++	3.4	2.7
<b>QUALITY OF MAJORS OF INTEREST</b>	<b>NR (%)</b>	139 (79%)	139 (79%)
RATING			
Excellent		59%	11%
Very Good		36%	73%
Good		5%	16%
Poor/Fair		0%	0%
MEAN RATING	++	3.5	2.9

NR = Number of ratings (may be greater than number of students when the competitor includes more than one college). Statistically significant differences are marked by +/- (p < .05) or ++/-- (p < .01).

Scale: 4=Excellent 3=Very Good 2=Good 1=Poor/Fair

**EXHIBIT J-8: MAGNITUDE AND DIRECTION OF RATINGS DIFFERENCES BETWEEN OUR COLLEGE AND THIS COMPETITOR**

- For each of the college characteristics, what percentage of the students rated our college superior, equal, or inferior to this competitor? What percentage rated us highly superior or inferior?

This exhibit displays the rating of our college minus the competitor's rating on each characteristic. The three shaded columns of percentages add to 100%. The two outside columns of percentages (better by more than one point on the four-point rating scale) are a subset of the adjacent columns (better). The characteristics are listed in decreasing order of the percentage of students rating them very important (see Exhibit J-5).

COLLEGE CHARACTERISTICS	N	OUR COLLEGE BETTER BY >1 POINT	OUR COLLEGE BETTER	RATED THE SAME	COMPETITOR BETTER	COMPETITOR BETTER BY >1 POINT
<b>More important characteristics</b>						
Preparation for career	84	3%	15%	85%	0%	0%
Availability of majors	171	1%	9%	70%	22%	0%
Quality of majors of interest	139	2%	62%	34%	4%	2%
Cost of attendance	161	20%	26%	54%	20%	20%
Quality of academic facilities	134	2%	11%	39%	50%	0%
Surroundings	104	40%	50%	43%	7%	0%
Academic reputation	171	0%	7%	88%	4%	0%
Environment of academic excellence	122	2%	6%	67%	26%	0%
<b>Less important characteristics</b>						
Personal attention	124	2%	58%	14%	28%	0%
Attractiveness of campus	137	27%	58%	16%	25%	0%
Recreational facilities	129	0%	6%	67%	27%	0%
Special academic programs	164	0%	6%	92%	2%	0%
Extra-curricular activities	124	26%	34%	64%	2%	0%
Access off-campus activities	152	23%	28%	70%	2%	0%
Quality of social life	94	0%	50%	50%	0%	0%
Quality of campus housing	55	0%	73%	23%	5%	5%

## EXHIBIT J-9: COLLEGE IMAGES

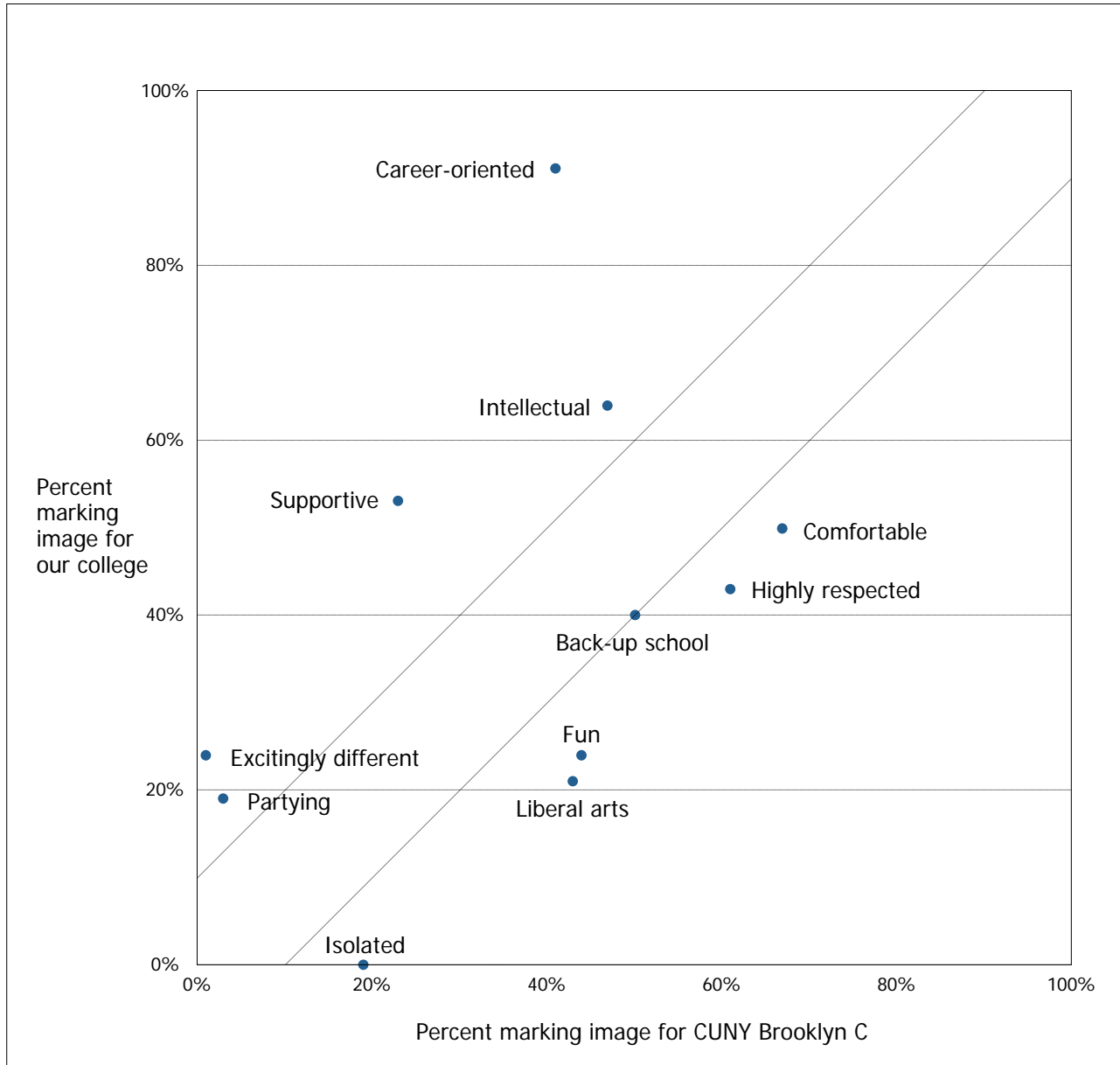
- Which images are more frequently associated with our college? With the competitor?  
Which are frequently associated with both?

COLLEGE IMAGES	% MARKING IMAGE FOR:		DIFFERENCE
	OUR COLLEGE	THIS COMPETITOR	
Career-oriented	91%	41%	50%
Supportive	53%	23%	30%
Excitingly different	24%	1%	23%
Intellectual	64%	47%	17%
Partying	19%	3%	16%
Challenging	24%	20%	4%
Prestigious	3%	1%	2%
Friendly	70%	69%	1%
Research-oriented	20%	19%	1%
Not well-known	0%	0%	0%
Athletics	20%	21%	-1%
Selective	23%	26%	-3%
Average	3%	11%	-8%
Back-up school	40%	50%	-10%
Comfortable	50%	67%	-17%
Highly respected	43%	61%	-18%
Isolated	0%	19%	-19%
Fun	24%	44%	-20%
Liberal arts	21%	43%	-22%



# EXHIBIT J-10: COLLEGE IMAGES FREQUENTLY ASSOCIATED WITH OUR COLLEGE AND THIS COMPETITOR

- Which images are more closely associated with one college than with the other?



Only images with differences of at least 10% are shown in this graph.

Images above the diagonal are more closely associated with our college, while those below the diagonal are more closely associated with the competitor.

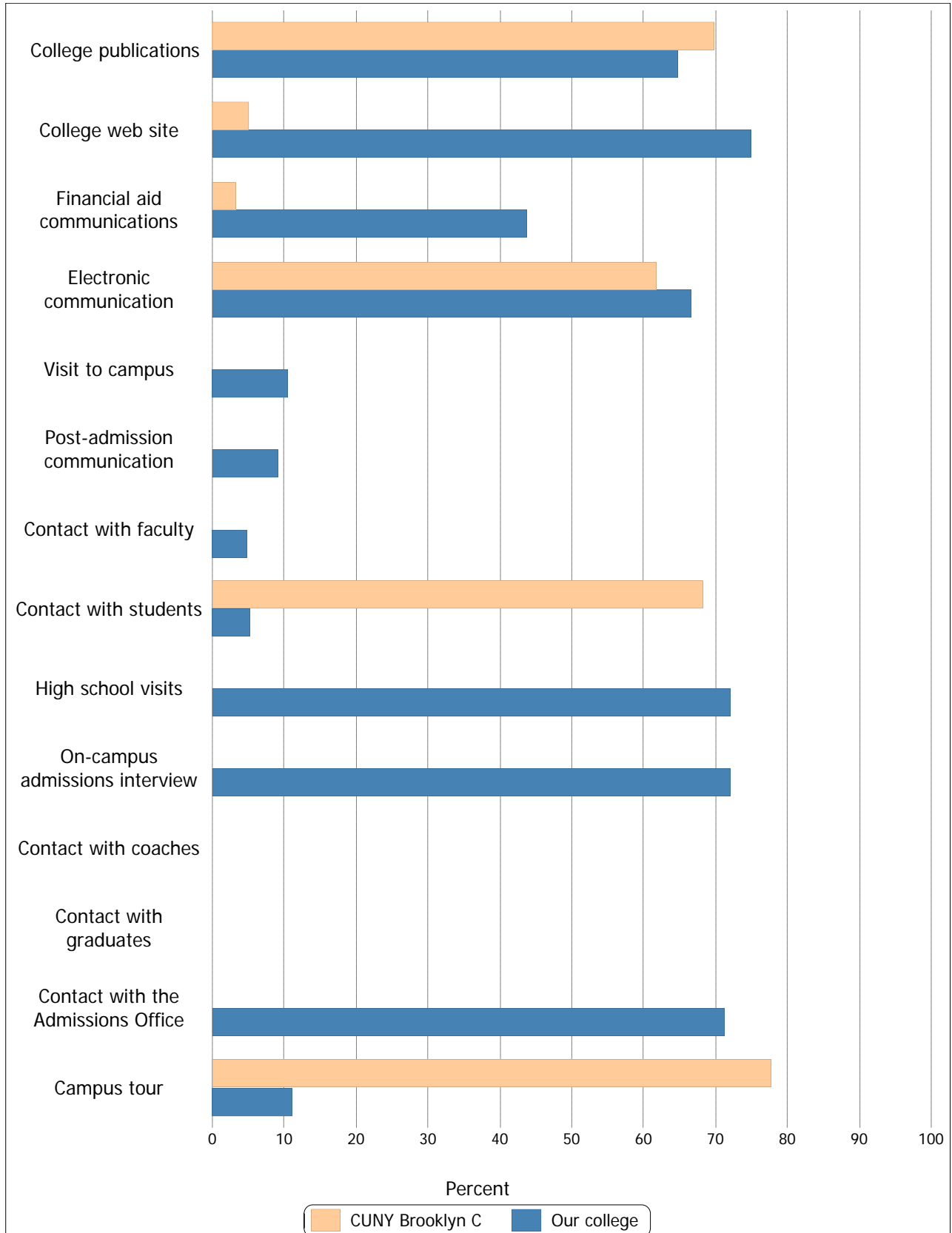
## EXHIBIT J-11: EXPOSURE TO SOURCES OF INFORMATION

- What percentage of the students was exposed to each of the sources of information for our college and for this competitor?

INFORMATION SOURCES	EXPOSED TO THIS SOURCE AT:		DIFFERENCE
	OUR COLLEGE	THIS COMPETITOR	
Electronic communication	97%	58%	39%
Financial aid communications	94%	89%	5%
College web site	61%	56%	5%
On-campus admissions interview	56%	53%	3%
Contact with graduates	50%	47%	3%
Post-admission communication	64%	61%	3%
High school visits	53%	50%	3%
College publications	58%	56%	2%
Campus tour	56%	56%	0%
Contact with coaches	44%	44%	0%
Contact with students	64%	89%	-25%
Contact with the Admissions Office	64%	94%	-30%
Visit to campus	58%	92%	-34%
Contact with faculty	58%	94%	-36%

## EXHIBIT J-12: SOURCES OF INFORMATION RATED EXCELLENT

- What percentage of the students rated each of the sources of information Excellent for our college and for this competitor?



**EXHIBIT J-13: FINANCIAL AID AND COST**

- What was the respondents' financial aid status at our college and this competitor?

	<b>AT OUR COLLEGE</b>	<b>AT THIS COMPETITOR</b>
Applied for need-based aid	61%	58%
Offered need-based aid	36%	26%
Offered no-need award	5%	5%
Aid included grants/scholarships	24%	26%
Aid included loans	12%	13%
Aid included work	8%	4%
Mean rating of cost	4.3	4.3

- What was the financial aid status at our college and this competitor for respondents for whom aid or cost was/was not a significant factor?

	<b>AT OUR COLLEGE</b>		<b>AT THIS COMPETITOR</b>	
	<b>AID/COST SIGNIF.</b>	<b>AID/COST NOT SIGNIF.</b>	<b>AID/COST SIGNIF.</b>	<b>AID/COST NOT SIGNIF.</b>
Applied for need-based aid	32%	94%	29%	94%
Offered need-based aid	[71%]	13%	[67%]	6%
Offered no-need award	5%	6%	5%	6%
Aid included grants/scholarships	[43%]	6%	[67%]	6%
Aid included loans	[29%]	0%	[33%]	0%
Aid included work	[14%]	0%	[17%]	0%
Mean rating of cost	2.1 --	7.1	2.1 --	7.0

Scale for rating of cost: 1 = very low, 8 = very high.

Significant differences in means rating of cost are marked by +/- (p < .05) or ++/-- (p < .01).

Percentages for need-based award and financial aid package are based only on those applying for aid.

**II-K: St. John's University**

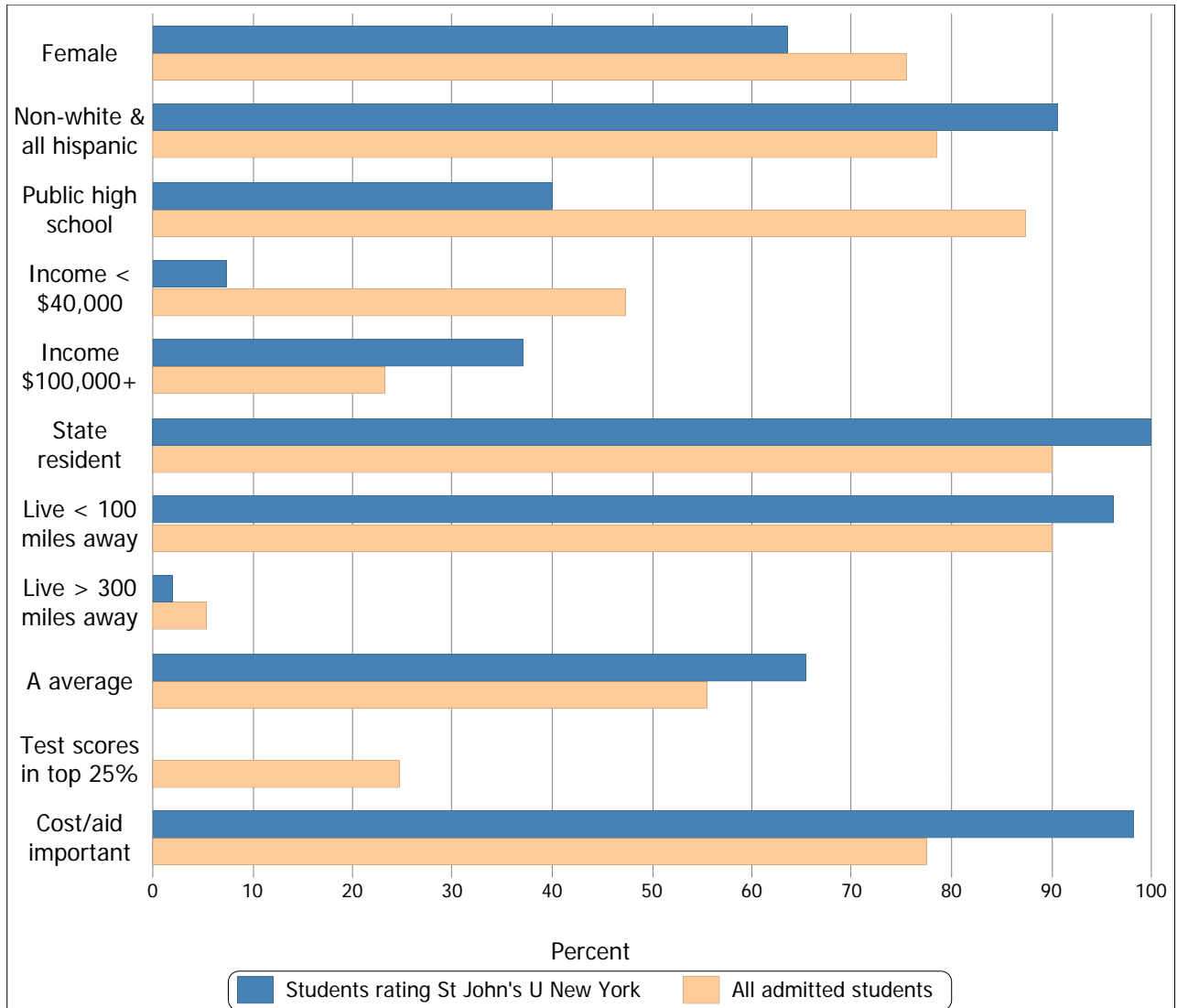
## EXHIBIT K-1: APPLICATION AND ADMISSION OVERLAP WITH THIS COMPETITOR

- How many of our admitted students applied to this competitor?
- How many were admitted?
- How many included this competitor among their top three choices
- How many enrolled at this competitor?

Number of students applying	872	15%	(of respondents)
Number of students admitted	820	14%	(of respondents)
Number of students including this competitor among their top three choices	405	7%	(of respondents)
Number of students enrolling at this competitor	194	4%	(of our Non-Enrolling)
Number of students rating this competitor	184		
Number of ratings for this competitor or group	184		

**EXHIBIT K-2: DEMOGRAPHIC PROFILE OF STUDENTS RATING THIS COMPETITOR**

- What is the demographic profile of the subset of students comparing our college to this competitor?



- For each of the characteristics shown, what is the yield among students rating this competitor (what percentage enroll at our college)?

CHARACTERISTIC	N	YIELD
Total	184	30%
Female	87	26%
Non-white and all hispanic	122	21%
Public high school	55	41%
Income < \$40,000	10	[100%]
Income \$100,000+	50	35%
State resident	137	29%
Live < 100 miles away	129	25%
Live > 300 miles away	2	[100%]
A average	89	28%
Test scores in top 25%	0	--
Cost/aid important	139	30%

**EXHIBIT K-3: SUMMARY OF COMPARISON WITH THIS COMPETITOR**

This exhibit displays up to five college characteristics, five images, and four information sources showing the largest differences between our college and this competitor.

<b>COLLEGE CHARACTERISTICS (% Excellent)</b>					
<b>Our college rated higher</b>			<b>Competitor rated higher</b>		
	Us	Them		Us	Them
Cost of attendance	93%	36%	Quality of academic facilities	16%	87%
Preparation for career	59%	51%	Academic reputation	33%	90%
Access off-campus activities	86%	78%	Quality of social life	18%	54%
Environment of academic excellence	92%	85%	Personal attention	14%	47%
Surroundings	91%	84%	Special academic programs	60%	86%

<b>COLLEGE IMAGES (% marking image)</b>					
<b>Marked more often for our college</b>			<b>Marked more often for competitor</b>		
	Us	Them		Us	Them
Not well-known	40%	1%	Athletics	1%	68%
Back-up school	55%	26%	Liberal arts	21%	78%
Excitingly different	66%	55%	Fun	12%	64%
Average	25%	23%	Friendly	37%	83%
			Partying	1%	42%

<b>SOURCES OF INFORMATION (% using ours - % using competitor's)</b>					
<b>More contact with our college</b>			<b>More contact with competitor</b>		
	Us	Them		Us	Them
Financial aid communications	100%	91%	Campus tour	47%	92%
Post-admission communication	100%	94%	Visit to campus	51%	91%
College publications	100%	98%	On-campus admissions interview	11%	38%
			Contact with coaches	9%	34%

<b>SOURCES OF INFORMATION (% Excellent of those using source)</b>					
<b>Our college rated higher</b>			<b>Competitor rated higher</b>		
	Us	Them		Us	Them
Contact with coaches	[75%	25%]	Financial aid communications	8%	58%
Contact with faculty	[75%	25%]	Electronic communication	49%	51%
College web site	51%	14%			
Post-admission communication	88%	58%			

Note: Each panel shows the percentage for our college followed by the percentage for the competitor.



**EXHIBIT K-4: IMPORTANCE AND RATING OF COLLEGE CHARACTERISTICS**

- How does the mean rating of our college on each of the characteristics compare to the mean rating of this competitor?

<p><b>A. Less important and our college rated higher</b></p>	<p><b>B. <u>Very</u> important and our college rated higher</b></p> <p>Cost of attendance          Access off-campus activities          Preparation for career          Environment of academic excellence          Surroundings          Quality of majors of interest</p>
<p><b>C. Less important and our college not higher</b></p> <p>Quality of social life          Quality of campus housing</p>	<p><b>D. <u>Very</u> important and our college not higher</b></p> <p>Quality of academic facilities          Availability of majors          Academic reputation          Personal attention          Special academic programs          Attractiveness of campus          Extra-curricular activities          Recreational facilities</p>

In this display "Characteristics considered very important" were those rated "Very Important" by at least 50% of the respondents. Characteristics for which our college was "rated high" were those for which the mean rating of our college was higher than the mean rating for this competitor. Within each quadrant the characteristics are listed in decreasing order of the difference between the mean rating of our college and the mean rating of the competitor.

**EXHIBIT K-5: YIELD FOR COLLEGE CHARACTERISTICS RATED VERY IMPORTANT**

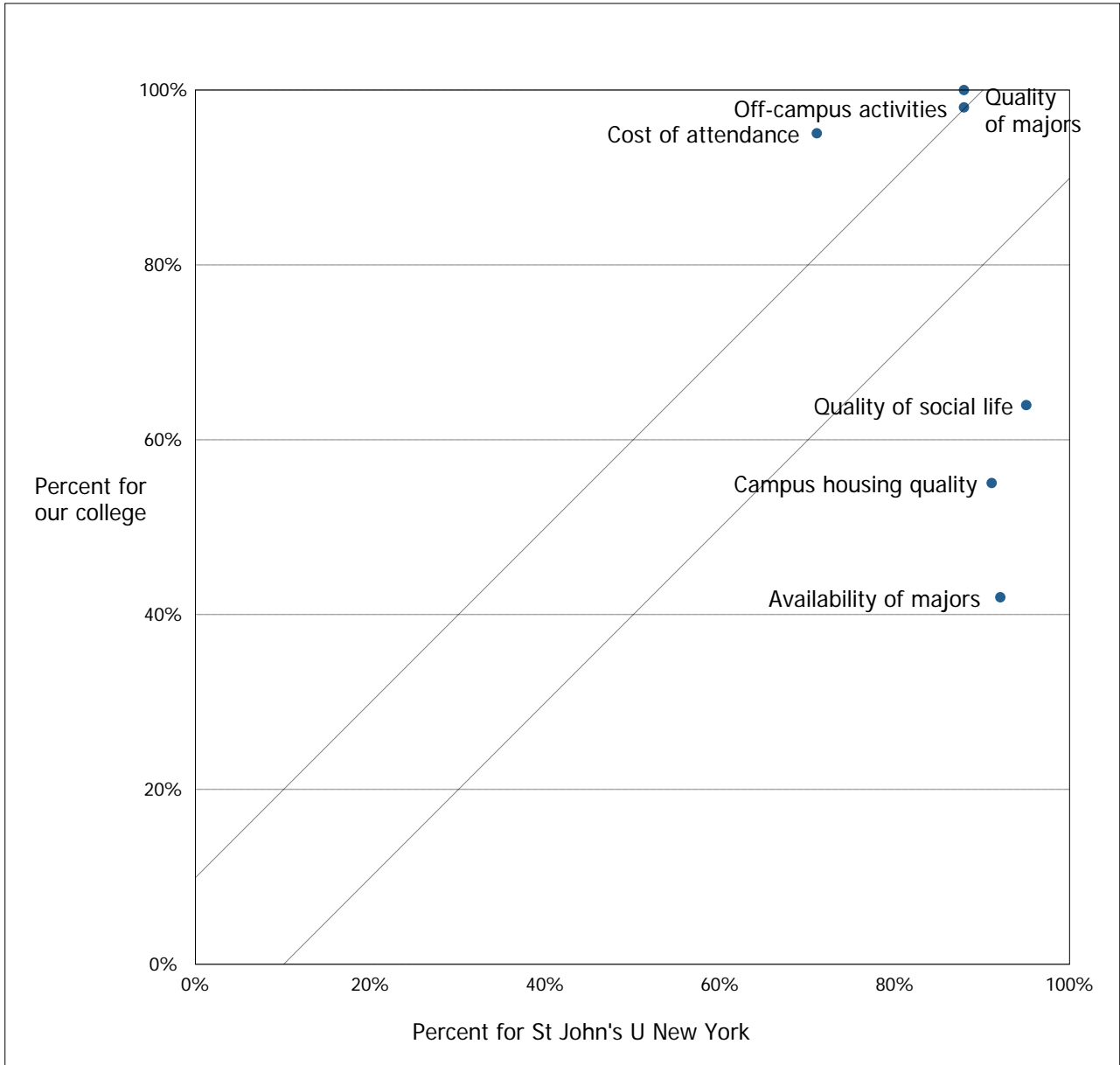
- Which characteristics were considered most important by students rating this competitor?
- What yields were realized for students who rated each of these characteristics very important?

PERCENT RATING VERY IMPORTANT		ALL ADMITTED STUDENTS	ENROLLING STUDENTS	NON-ENROLLING STUDENTS	YIELD
<b>TOTAL POPULATION</b>	<b>N</b>	184	55	129	30%
<b>COLLEGE CHARACTERISTICS</b>					
Preparation for career		100%	100%	100%	30%
Availability of majors		97%	91%	100%	28%
Quality of majors of interest		97%	91%	100%	28%
Cost of attendance		95%	86%	100%	33%
Personal attention		93%	76%	100%	24%
Quality of academic facilities		92%	73%	100%	24%
Special academic programs		86%	55%	100%	19%
Academic reputation		74%	73%	75%	29%
Environment of academic excellence		74%	73%	75%	29%
Extra-curricular activities		68%	50%	75%	22%
Surroundings		54%	64%	50%	35%
Access off-campus activities		51%	55%	50%	32%
Recreational facilities		50%	50%	50%	30%
Attractiveness of campus		50%	50%	50%	30%
Quality of social life		34%	55%	25%	48%
Quality of campus housing		10%	32%	0%	[100%]

NOTE: When the competitor consists of more than one college the yields shown in this table are depressed, because each student could have rated up to two colleges but could only have enrolled at one.

**EXHIBIT K-6: COLLEGE CHARACTERISTICS**

- For which characteristics is one college rated Very Good or Excellent more often than the other?



The characteristics in this figure are those for which at least 10% more students rated either college Very Good or Excellent.

Our college is rated more favorably than the competitor on the characteristics shown above the diagonal.

**EXHIBIT K-7: RATINGS OF CHARACTERISTICS FOR OUR COLLEGE AND THIS COMPETITOR**

- How does the distribution of ratings of our college differ from the ratings of the competitor?
- What is the mean rating of each college characteristic for our college and for this competitor?

The four characteristics listed below are the ones for which average ratings of our college and this competitor differ by the greatest amounts. The basis for each distribution is the number of ratings, and only includes the 184 students rating both our college and the competitor for each characteristic.

		<b>RATING OF OUR COLLEGE</b>	<b>RATING OF THIS COMPETITOR</b>
<b>COST OF ATTENDANCE</b>	<b>NR (%)</b>	104 (57%)	104 (57%)
RATING			
Excellent		93%	36%
Very Good		2%	36%
Good		2%	14%
Poor/Fair		2%	14%
MEAN RATING	++	3.9	2.9
<b>QUALITY OF ACADEMIC FACILITIES</b>	<b>NR (%)</b>	94 (51%)	94 (51%)
RATING			
Excellent		16%	87%
Very Good		81%	13%
Good		3%	0%
Poor/Fair		0%	0%
MEAN RATING	--	3.1	3.9
<b>AVAILABILITY OF MAJORS</b>	<b>NR (%)</b>	176 (96%)	176 (96%)
RATING			
Excellent		41%	63%
Very Good		1%	28%
Good		56%	7%
Poor/Fair		1%	1%
MEAN RATING	--	2.8	3.5
<b>QUALITY OF SOCIAL LIFE</b>	<b>NR (%)</b>	97 (53%)	97 (53%)
RATING			
Excellent		18%	54%
Very Good		46%	41%
Good		36%	5%
Poor/Fair		0%	0%
MEAN RATING	--	2.8	3.5

NR = Number of ratings (may be greater than number of students when the competitor includes more than one college). Statistically significant differences are marked by +/- (p < .05) or ++/-- (p < .01).

Scale: 4=Excellent 3=Very Good 2=Good 1=Poor/Fair

**EXHIBIT K-8: MAGNITUDE AND DIRECTION OF RATINGS DIFFERENCES BETWEEN OUR COLLEGE AND THIS COMPETITOR**

- For each of the college characteristics, what percentage of the students rated our college superior, equal, or inferior to this competitor? What percentage rated us highly superior or inferior?

This exhibit displays the rating of our college minus the competitor's rating on each characteristic. The three shaded columns of percentages add to 100%. The two outside columns of percentages (better by more than one point on the four-point rating scale) are a subset of the adjacent columns (better). The characteristics are listed in decreasing order of the percentage of students rating them very important (see Exhibit K-5).

COLLEGE CHARACTERISTICS	N	OUR COLLEGE BETTER BY >1 POINT	OUR COLLEGE BETTER	RATED THE SAME	COMPETITOR BETTER	COMPETITOR BETTER BY >1 POINT
<b>More important characteristics</b>						
Preparation for career	97	5%	10%	90%	0%	0%
Availability of majors	176	7%	17%	24%	59%	38%
Quality of majors of interest	107	12%	26%	44%	30%	0%
Cost of attendance	104	24%	60%	40%	0%	0%
Personal attention	89	3%	11%	47%	42%	0%
Quality of academic facilities	94	0%	3%	24%	74%	3%
Special academic programs	92	0%	11%	54%	35%	0%
Academic reputation	179	0%	6%	33%	61%	1%
<b>Less important characteristics</b>						
Environment of academic excellence	97	0%	10%	90%	0%	0%
Extra-curricular activities	97	3%	3%	90%	8%	0%
Surroundings	171	6%	10%	84%	6%	1%
Access off-campus activities	104	5%	14%	83%	2%	0%
Recreational facilities	60	0%	4%	92%	4%	0%
Attractiveness of campus	107	0%	7%	84%	9%	2%
Quality of social life	97	0%	5%	56%	38%	33%
Quality of campus housing	27	9%	18%	36%	45%	36%

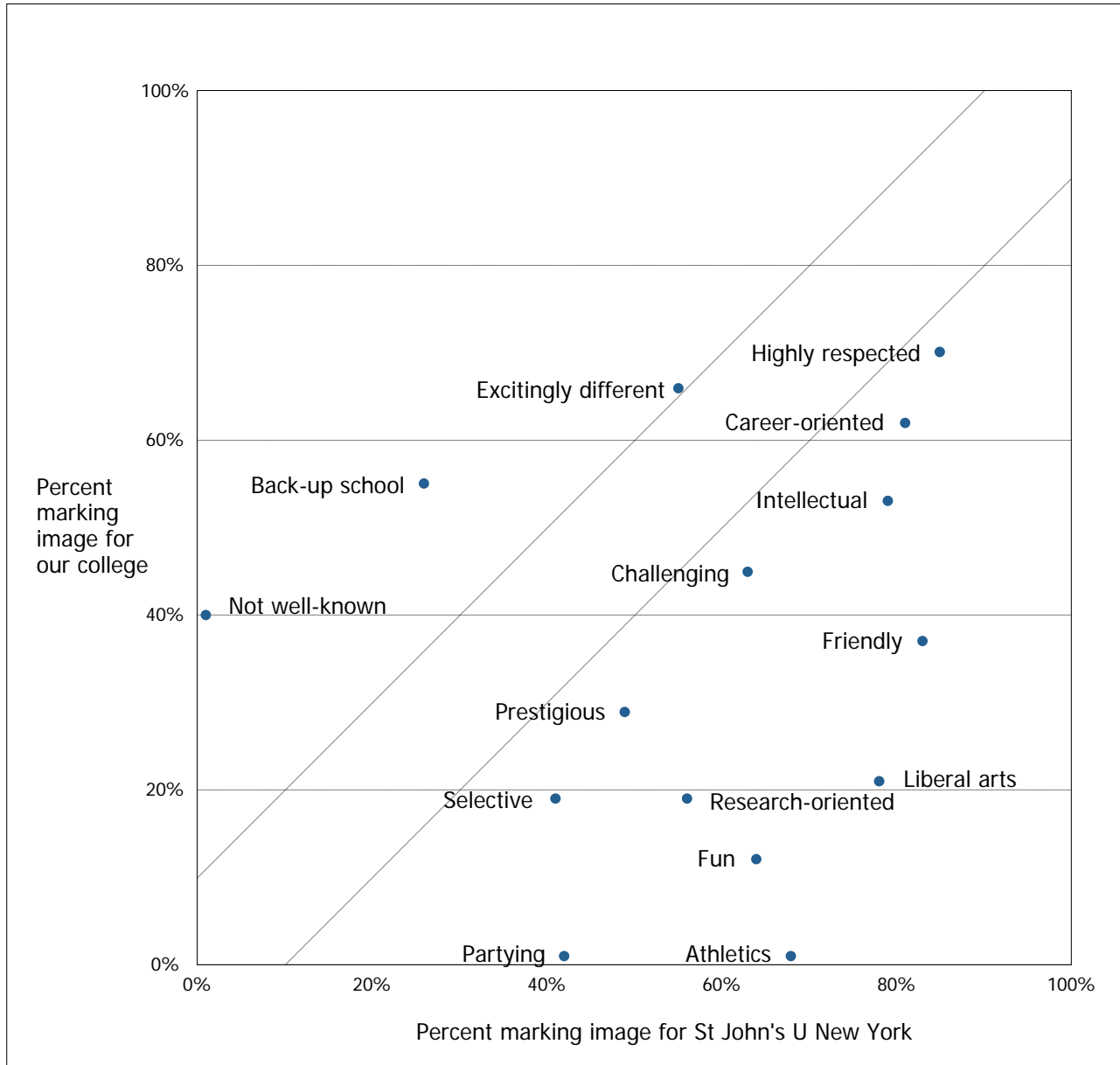
## EXHIBIT K-9: COLLEGE IMAGES

- Which images are more frequently associated with our college? With the competitor? Which are frequently associated with both?

COLLEGE IMAGES	% MARKING IMAGE FOR:		DIFFERENCE
	OUR COLLEGE	THIS COMPETITOR	
Not well-known	40%	1%	39%
Back-up school	55%	26%	29%
Excitingly different	66%	55%	11%
Average	25%	23%	2%
Isolated	0%	0%	0%
Comfortable	73%	78%	-5%
Supportive	74%	79%	-5%
Highly respected	70%	85%	-15%
Challenging	45%	63%	-18%
Career-oriented	62%	81%	-19%
Prestigious	29%	49%	-20%
Selective	19%	41%	-22%
Intellectual	53%	79%	-26%
Research-oriented	19%	56%	-37%
Partying	1%	42%	-41%
Friendly	37%	83%	-46%
Fun	12%	64%	-52%
Liberal arts	21%	78%	-57%
Athletics	1%	68%	-67%

**EXHIBIT K-10: COLLEGE IMAGES FREQUENTLY ASSOCIATED WITH OUR COLLEGE AND THIS COMPETITOR**

- Which images are more closely associated with one college than with the other?



Only images with differences of at least 10% are shown in this graph.

Images above the diagonal are more closely associated with our college, while those below the diagonal are more closely associated with the competitor.

## EXHIBIT K-11: EXPOSURE TO SOURCES OF INFORMATION

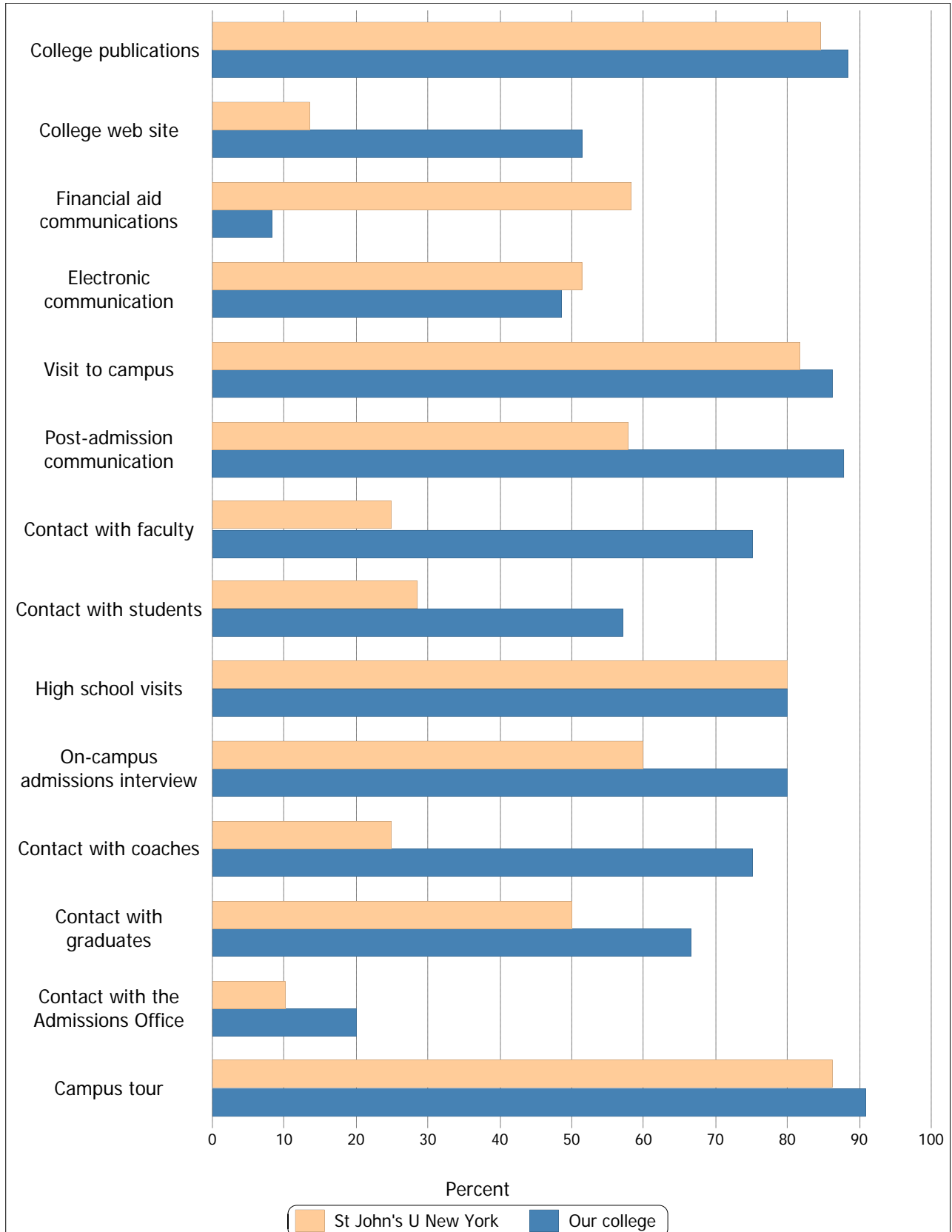
- What percentage of the students was exposed to each of the sources of information for our college and for this competitor?

INFORMATION SOURCES	EXPOSED TO THIS SOURCE AT:		DIFFERENCE
	OUR COLLEGE	THIS COMPETITOR	
Financial aid communications	100%	91%	9%
Post-admission communication	100%	94%	6%
College publications	100%	98%	2%
Contact with the Admissions Office	47%	62%	-15%
Contact with students	23%	40%	-17%
College web site	76%	94%	-18%
Electronic communication	76%	94%	-18%
Contact with faculty	21%	40%	-19%
High school visits	43%	64%	-21%
Contact with graduates	38%	62%	-24%
Contact with coaches	9%	34%	-25%
On-campus admissions interview	11%	38%	-27%
Visit to campus	51%	91%	-40%
Campus tour	47%	92%	-45%



## EXHIBIT K-12: SOURCES OF INFORMATION RATED EXCELLENT

- What percentage of the students rated each of the sources of information Excellent for our college and for this competitor?



**EXHIBIT K-13: FINANCIAL AID AND COST**

- What was the respondents' financial aid status at our college and this competitor?

	AT OUR COLLEGE		AT THIS COMPETITOR
Applied for need-based aid	93%		88%
Offered need-based aid	54%		71%
Offered no-need award	3%		81%
Aid included grants/scholarships	20%		100%
Aid included loans	5%		90%
Aid included work	2%		57%
Mean rating of cost	1.7	--	3.5

- What was the financial aid status at our college and this competitor for respondents for whom aid or cost was/was not a significant factor?

	AT OUR COLLEGE		AT THIS COMPETITOR	
	AID/COST SIGNIF.	AID/COST NOT SIGNIF.	AID/COST SIGNIF.	AID/COST NOT SIGNIF.
Applied for need-based aid	95%	[ 0%]	89%	[ 0%]
Offered need-based aid	53%	--	70%	--
Offered no-need award	2%	[ 0%]	82%	[100%]
Aid included grants/scholarships	18%	--	100%	--
Aid included loans	5%	--	90%	--
Aid included work	3%	--	58%	--
Mean rating of cost	1.6	[2.0]	3.4 --	[8.0]

Scale for rating of cost: 1 = very low, 8 = very high.

Significant differences in means rating of cost are marked by +/- (p < .05) or ++/-- (p < .01).

Percentages for need-based award and financial aid package are based only on those applying for aid.

## **II-L: SUNY University at Albany**

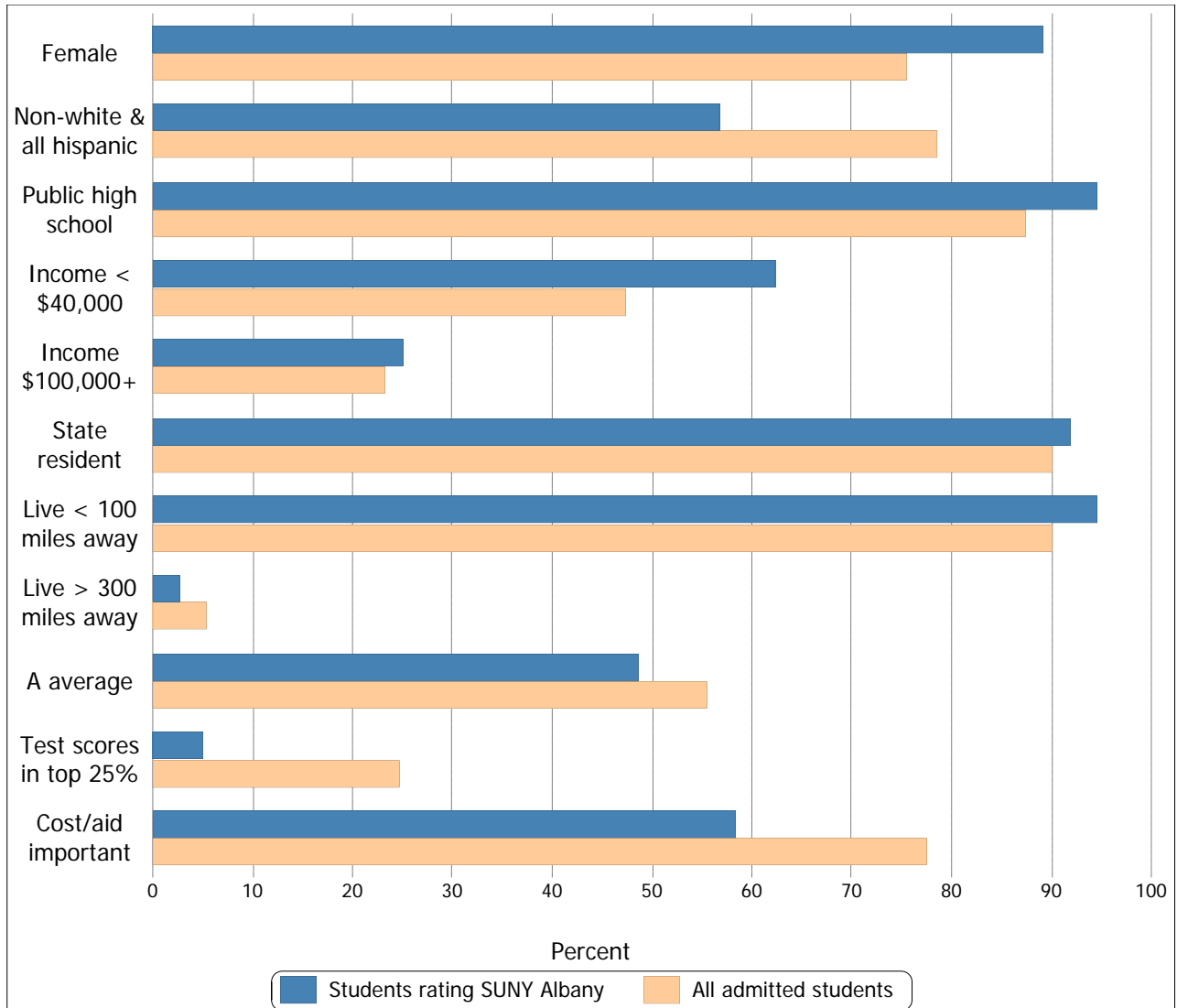
## EXHIBIT L-1: APPLICATION AND ADMISSION OVERLAP WITH THIS COMPETITOR

- How many of our admitted students applied to this competitor?
- How many were admitted?
- How many included this competitor among their top three choices
- How many enrolled at this competitor?

Number of students applying	718	12%	(of respondents)
Number of students admitted	673	11%	(of respondents)
Number of students including this competitor among their top three choices	320	5%	(of respondents)
Number of students enrolling at this competitor	97	2%	(of our Non-Enrolling)
Number of students rating this competitor	169		
Number of ratings for this competitor or group	169		

**EXHIBIT L-2: DEMOGRAPHIC PROFILE OF STUDENTS RATING THIS COMPETITOR**

- What is the demographic profile of the subset of students comparing our college to this competitor?



- For each of the characteristics shown, what is the yield among students rating this competitor (what percentage enroll at our college)?

CHARACTERISTIC	N	YIELD
Total	169	24%
Female	82	21%
Non-white and all hispanic	52	38%
Public high school	87	26%
Income < \$40,000	37	13%
Income \$100,000+	15	[100%]
State resident	84	24%
Live < 100 miles away	87	26%
Live > 300 miles away	2	[100%]
A average	45	28%
Test scores in top 25%	2	[100%]
Cost/aid important	52	38%

**EXHIBIT L-3: SUMMARY OF COMPARISON WITH THIS COMPETITOR**

This exhibit displays up to five college characteristics, five images, and four information sources showing the largest differences between our college and this competitor.

<b>COLLEGE CHARACTERISTICS (% Excellent)</b>				
<b>Our college rated higher</b>			<b>Competitor rated higher</b>	
	Us	Them	Us	Them
Cost of attendance	75%	28%	Attractiveness of campus	12% - 50%
Access off-campus activities	58%	48%	Quality of campus housing	8% - 40%
Special academic programs	41%	35%	Extra-curricular activities	23% - 51%
Preparation for career	44%	38%	Quality of majors of interest	21% - 49%
Surroundings	54%	51%	Availability of majors	41% - 68%

<b>COLLEGE IMAGES (% marking image)</b>				
<b>Marked more often for our college</b>			<b>Marked more often for competitor</b>	
	Us	Them	Us	Them
Back-up school	59%	9%	Partying	0% - 90%
Career-oriented	96%	49%	Fun	54% - 94%
Selective	40%	6%	Friendly	34% - 71%
Excitingly different	29%	3%	Supportive	35% - 71%
Comfortable	50%	29%	Athletics	4% - 31%

<b>SOURCES OF INFORMATION (% using ours - % using competitor's)</b>				
<b>More contact with our college</b>			<b>More contact with competitor</b>	
	Us	Them	Us	Them
Contact with graduates	43%	5%	Electronic communication	65% - 97%
On-campus admissions interview	46%	8%	Contact with students	19% - 49%
High school visits	49%	14%	Contact with the Admissions Office	30% - 60%
Visit to campus	100%	89%	Campus tour	60% - 84%

<b>SOURCES OF INFORMATION (% Excellent of those using source)</b>				
<b>Our college rated higher</b>			<b>Competitor rated higher</b>	
	Us	Them	Us	Them
Contact with coaches	[100%	- 50%]	College web site	49% - 80%
Contact with students	[60%	- 20%]	Contact with the Admissions Office	[22% - 33%]
Post-admission communication	82%	47%	Financial aid communications	9% - 18%
On-campus admissions interview	[100%	- 67%]	Visit to campus	85% - 88%

Note: Each panel shows the percentage for our college followed by the percentage for the competitor.

**EXHIBIT L-4: IMPORTANCE AND RATING OF COLLEGE CHARACTERISTICS**

- How does the mean rating of our college on each of the characteristics compare to the mean rating of this competitor?

<p><b>A. Less important and our college rated higher</b></p>	<p><b>B. <u>Very</u> important and our college rated higher</b></p> <p>Cost of attendance          Access off-campus activities          Special academic programs          Quality of academic facilities</p>
<p><b>C. Less important and our college not higher</b></p> <p>Quality of social life          Attractiveness of campus          Personal attention</p>	<p><b>D. <u>Very</u> important and our college not higher</b></p> <p>Availability of majors          Recreational facilities          Quality of campus housing          Environment of academic excellence          Quality of majors of interest          Extra-curricular activities          Preparation for career          Surroundings          Academic reputation</p>

In this display "Characteristics considered very important" were those rated "Very Important" by at least 50% of the respondents. Characteristics for which our college was "rated high" were those for which the mean rating of our college was higher than the mean rating for this competitor. Within each quadrant the characteristics are listed in decreasing order of the difference between the mean rating of our college and the mean rating of the competitor.

**EXHIBIT L-5: YIELD FOR COLLEGE CHARACTERISTICS RATED VERY IMPORTANT**

- Which characteristics were considered most important by students rating this competitor?
- What yields were realized for students who rated each of these characteristics very important?

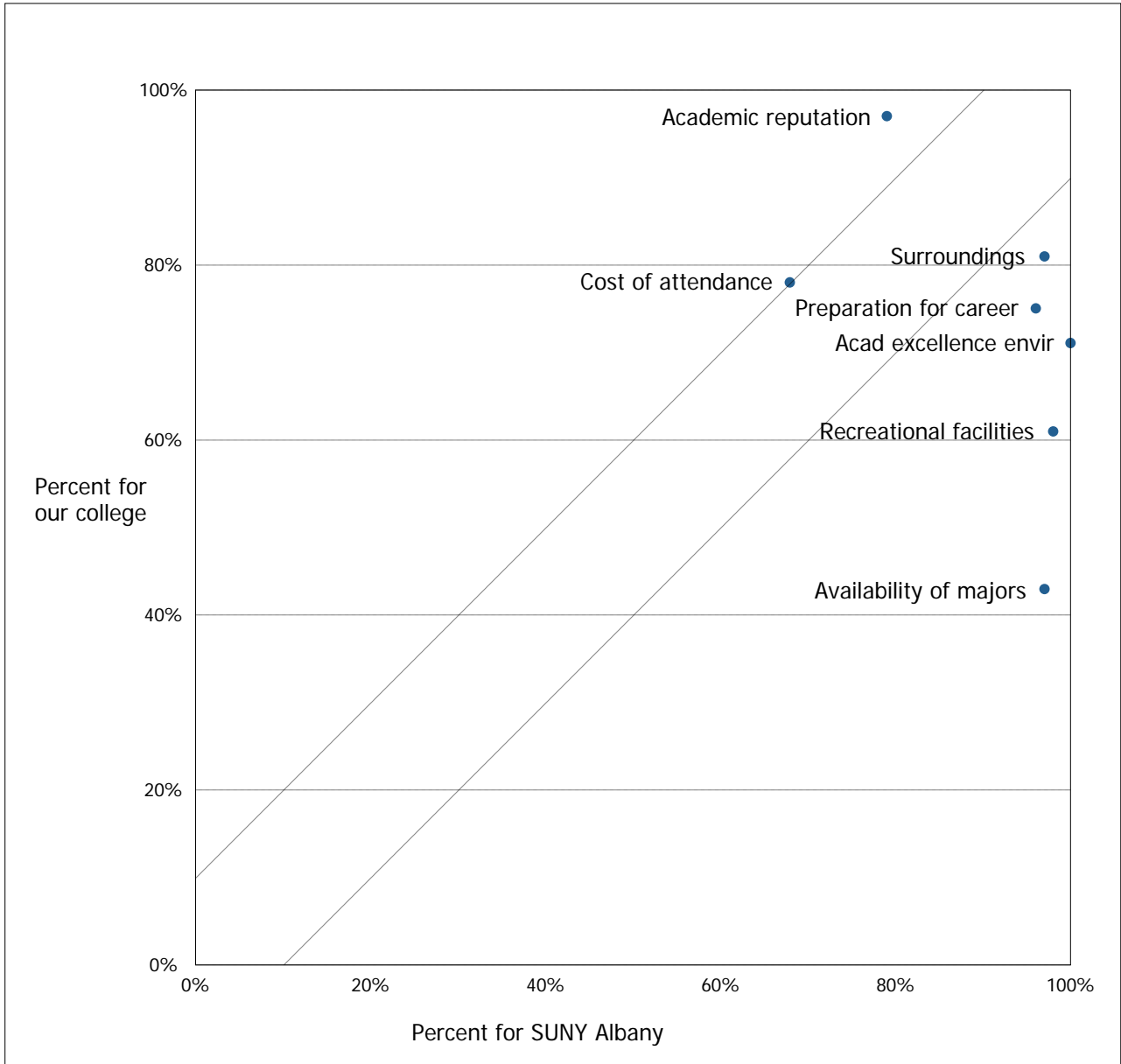
PERCENT RATING VERY IMPORTANT		ALL ADMITTED STUDENTS	ENROLLING STUDENTS	NON- ENROLLING STUDENTS	YIELD
<b>TOTAL POPULATION</b>	<b>N</b>	169	40	129	24%
<b>COLLEGE CHARACTERISTICS</b>					
Preparation for career		100%	100%	100%	24%
Availability of majors		98%	94%	100%	28%
Special academic programs		93%	69%	100%	18%
Quality of campus housing		82%	25%	100%	7%
Quality of majors of interest		79%	94%	75%	28%
Cost of attendance		79%	93%	75%	27%
Academic reputation		76%	81%	75%	25%
Quality of academic facilities		75%	75%	75%	24%
Environment of academic excellence		75%	75%	75%	24%
Extra-curricular activities		72%	63%	75%	21%
Surroundings		71%	56%	75%	19%
Access off-campus activities		55%	73%	50%	30%
Recreational facilities		51%	56%	50%	26%
Personal attention		35%	69%	25%	46%
Quality of social life		32%	56%	25%	41%
Attractiveness of campus		26%	31%	25%	28%

NOTE: When the competitor consists of more than one college the yields shown in this table are depressed, because each student could have rated up to two colleges but could only have enrolled at one.



## EXHIBIT L-6: COLLEGE CHARACTERISTICS

- For which characteristics is one college rated Very Good or Excellent more often than the other?



The characteristics in this figure are those for which at least 10% more students rated either college Very Good or Excellent.

Our college is rated more favorably than the competitor on the characteristics shown above the diagonal.

**EXHIBIT L-7: RATINGS OF CHARACTERISTICS FOR OUR COLLEGE AND THIS COMPETITOR**

- How does the distribution of ratings of our college differ from the ratings of the competitor?
- What is the mean rating of each college characteristic for our college and for this competitor?

The four characteristics listed below are the ones for which average ratings of our college and this competitor differ by the greatest amounts. The basis for each distribution is the number of ratings, and only includes the 169 students rating both our college and the competitor for each characteristic.

		<b>RATING OF OUR COLLEGE</b>	<b>RATING OF THIS COMPETITOR</b>
<b>AVAILABILITY OF MAJORS</b>	<b>NR (%)</b>	169 (100%)	169 (100%)
RATING			
Excellent		41%	68%
Very Good		1%	29%
Good		57%	3%
Poor/Fair		0%	0%
MEAN RATING	--	2.8	3.6
<b>RECREATIONAL FACILITIES</b>	<b>NR (%)</b>	166 (99%)	166 (99%)
RATING			
Excellent		9%	30%
Very Good		52%	69%
Good		19%	2%
Poor/Fair		19%	0%
MEAN RATING	--	2.5	3.3
<b>COST OF ATTENDANCE</b>	<b>NR (%)</b>	169 (100%)	169 (100%)
RATING			
Excellent		75%	28%
Very Good		3%	40%
Good		21%	29%
Poor/Fair		1%	3%
MEAN RATING	++	3.5	2.9
<b>QUALITY OF SOCIAL LIFE</b>	<b>NR (%)</b>	161 (96%)	161 (96%)
RATING			
Excellent		29%	52%
Very Good		48%	28%
Good		2%	20%
Poor/Fair		22%	0%
MEAN RATING	--	2.8	3.3

NR = Number of ratings (may be greater than number of students when the competitor includes more than one college). Statistically significant differences are marked by +/- (p < .05) or ++/-- (p < .01).

Scale: 4=Excellent 3=Very Good 2=Good 1=Poor/Fair

**EXHIBIT L-8: MAGNITUDE AND DIRECTION OF RATINGS DIFFERENCES BETWEEN OUR COLLEGE AND THIS COMPETITOR**

- For each of the college characteristics, what percentage of the students rated our college superior, equal, or inferior to this competitor? What percentage rated us highly superior or inferior?

This exhibit displays the rating of our college minus the competitor's rating on each characteristic. The three shaded columns of percentages add to 100%. The two outside columns of percentages (better by more than one point on the four-point rating scale) are a subset of the adjacent columns (better). The characteristics are listed in decreasing order of the percentage of students rating them very important (see Exhibit L-5).

COLLEGE CHARACTERISTICS	N	OUR COLLEGE BETTER BY >1 POINT	OUR COLLEGE BETTER	RATED THE SAME	COMPETITOR BETTER	COMPETITOR BETTER BY >1 POINT
<b>More important characteristics</b>						
Preparation for career	129	2%	35%	14%	52%	0%
Availability of majors	169	3%	12%	31%	57%	38%
Special academic programs	134	4%	33%	39%	28%	0%
Quality of campus housing	129	0%	29%	14%	58%	4%
Quality of majors of interest	169	1%	29%	32%	38%	19%
Cost of attendance	169	29%	50%	28%	22%	0%
Academic reputation	166	0%	24%	49%	27%	2%
Quality of academic facilities	132	0%	34%	36%	30%	2%
<b>Less important characteristics</b>						
Environment of academic excellence	129	0%	2%	67%	31%	0%
Extra-curricular activities	97	3%	8%	56%	36%	0%
Surroundings	169	3%	24%	37%	40%	0%
Access off-campus activities	166	6%	31%	48%	21%	0%
Recreational facilities	166	0%	3%	36%	61%	19%
Personal attention	99	3%	10%	80%	10%	5%
Quality of social life	161	0%	41%	12%	46%	22%
Attractiveness of campus	164	0%	26%	12%	62%	2%

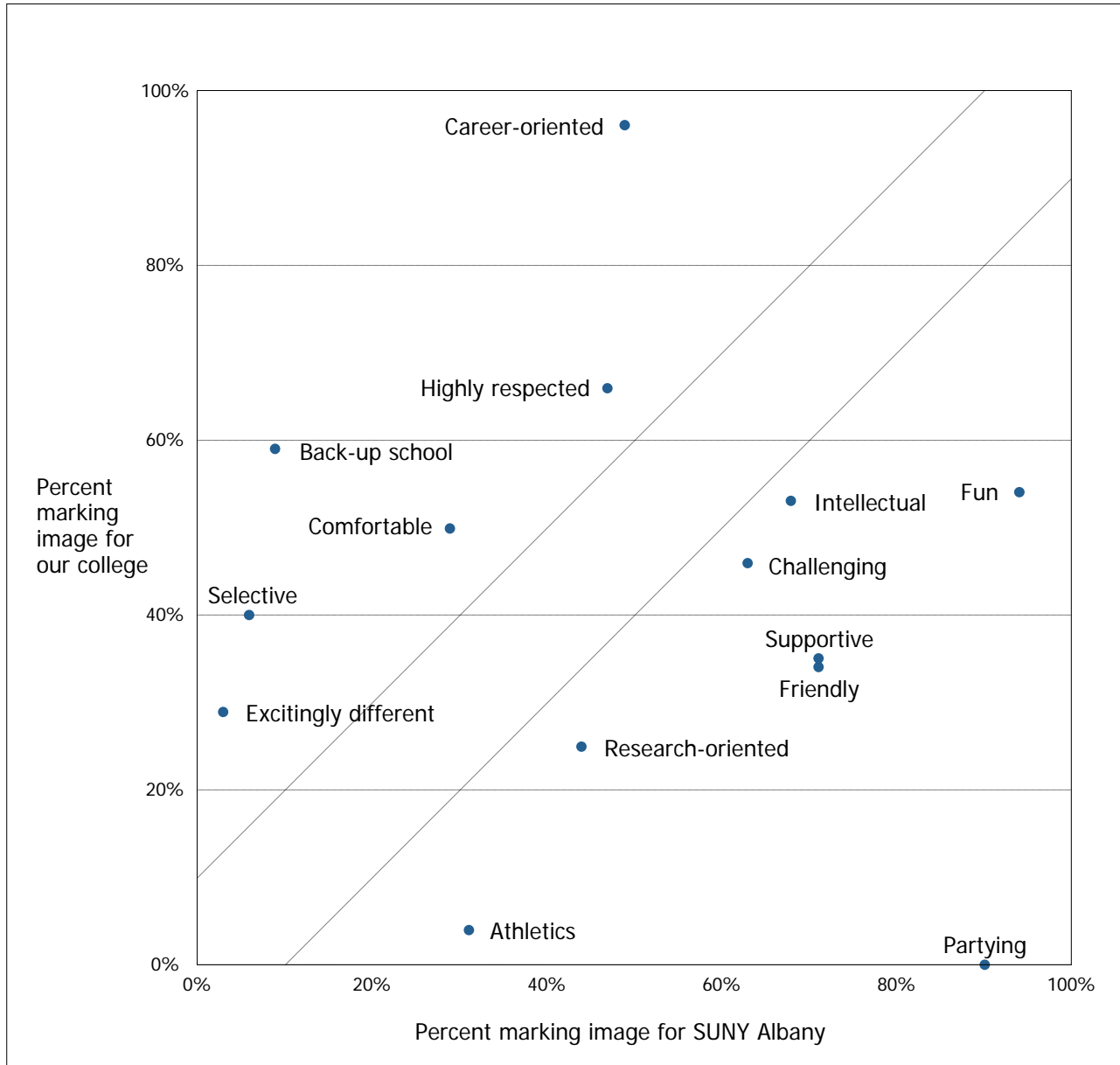
## EXHIBIT L-9: COLLEGE IMAGES

- Which images are more frequently associated with our college? With the competitor? Which are frequently associated with both?

COLLEGE IMAGES	% MARKING IMAGE FOR:		DIFFERENCE
	OUR COLLEGE	THIS COMPETITOR	
Back-up school	59%	9%	50%
Career-oriented	96%	49%	47%
Selective	40%	6%	34%
Excitingly different	29%	3%	26%
Comfortable	50%	29%	21%
Highly respected	66%	47%	19%
Liberal arts	24%	22%	2%
Not well-known	1%	1%	0%
Prestigious	25%	25%	0%
Average	3%	6%	-3%
Isolated	0%	4%	-4%
Intellectual	53%	68%	-15%
Challenging	46%	63%	-17%
Research-oriented	25%	44%	-19%
Athletics	4%	31%	-27%
Supportive	35%	71%	-36%
Friendly	34%	71%	-37%
Fun	54%	94%	-40%
Partying	0%	90%	-90%

**EXHIBIT L-10: COLLEGE IMAGES FREQUENTLY ASSOCIATED WITH OUR COLLEGE AND THIS COMPETITOR**

- Which images are more closely associated with one college than with the other?



Only images with differences of at least 10% are shown in this graph.

Images above the diagonal are more closely associated with our college, while those below the diagonal are more closely associated with the competitor.

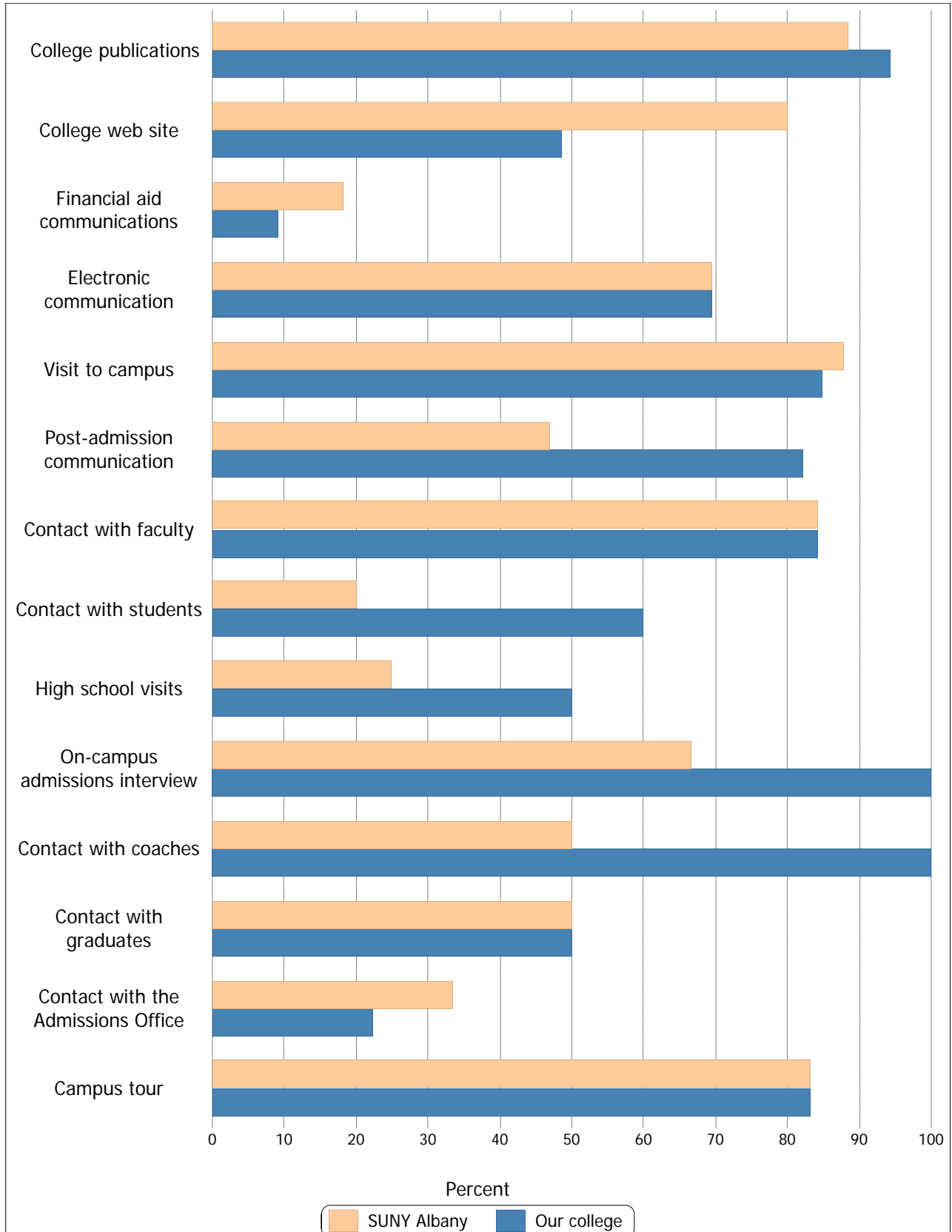
## EXHIBIT L-11: EXPOSURE TO SOURCES OF INFORMATION

- What percentage of the students was exposed to each of the sources of information for our college and for this competitor?

INFORMATION SOURCES	EXPOSED TO THIS SOURCE AT:		DIFFERENCE
	OUR COLLEGE	THIS COMPETITOR	
Contact with graduates	43%	5%	38%
On-campus admissions interview	46%	8%	38%
High school visits	49%	14%	35%
Visit to campus	100%	89%	11%
Contact with faculty	62%	51%	11%
Post-admission communication	100%	92%	8%
Financial aid communications	65%	60%	5%
College web site	100%	95%	5%
Contact with coaches	8%	5%	3%
College publications	95%	95%	0%
Campus tour	60%	84%	-24%
Contact with the Admissions Office	30%	60%	-30%
Contact with students	19%	49%	-30%
Electronic communication	65%	97%	-32%

## EXHIBIT L-12: SOURCES OF INFORMATION RATED EXCELLENT

- What percentage of the students rated each of the sources of information Excellent for our college and for this competitor?



**EXHIBIT L-13: FINANCIAL AID AND COST**

- What was the respondents' financial aid status at our college and this competitor?

	AT OUR COLLEGE		AT THIS COMPETITOR	
Applied for need-based aid	61%		60%	
Offered need-based aid	74%		82%	
Offered no-need award	3%		8%	
Aid included grants/scholarships	68%		81%	
Aid included loans	9%		71%	
Aid included work	63%		10%	
Mean rating of cost	3.5	--	5.3	

- What was the financial aid status at our college and this competitor for respondents for whom aid or cost was/was not a significant factor?

	AT OUR COLLEGE		AT THIS COMPETITOR	
	AID/COST SIGNIF.	AID/COST NOT SIGNIF.	AID/COST SIGNIF.	AID/COST NOT SIGNIF.
Applied for need-based aid	95%	7%	95%	7%
Offered need-based aid	80%	[ 0%]	89%	[ 0%]
Offered no-need award	5%	0%	15%	0%
Aid included grants/scholarships	74%	[ 0%]	89%	[ 0%]
Aid included loans	5%	[ 0%]	78%	[ 0%]
Aid included work	74%	[ 0%]	11%	[ 0%]
Mean rating of cost	3.7	[2.5]	4.8 --	[6.5]

Scale for rating of cost: 1 = very low, 8 = very high.

Significant differences in means rating of cost are marked by +/- (p < .05) or ++/-- (p < .01).

Percentages for need-based award and financial aid package are based only on those applying for aid.



## TECHNICAL NOTES

## TECHNICAL NOTES

In this report a "competitor" may consist of more than one college, and each respondent may have rated up to two other colleges. In some tables the percentages are based on the total number of ratings for an item, rather than on the total number of students rating the item. For each head-to-head comparison with a competitor in this report, the numbers shown are derived only from the set of students rating one or more of the colleges that comprise the competitor.

### Weighting, Rounding, and Missing Data

For all analyses, responses of enrolling and non-enrolling students have been weighted. See the introduction to the Highlights Report for a discussion of the weights used. Numbers of cases shown in all tables are rounded values of the weighted totals. Percentages are based on weighted numbers of cases before rounding.

Yield refers to the percentage of students rating the competitor who were enrolling students. Because of the weighting procedures used, reported yields are estimates of yields realized for the total population of admitted students. They are not based simply on the ratio of enrolling respondents to all admitted respondents.

### Potential for Response Bias or Inaccuracies in Self-Reported Data

The weighting procedure employed for the analyses reported here assumes that non-respondents would have given answers similar to those of respondents. If this assumption is not accurate, the results reported may be inaccurate to some degree due to "response bias."

All information summarized in this report is based on responses provided by students on the Admitted Student Questionnaire Plus. This is true not only of students' answers concerning factors influencing college choices, but also of student background data, such as sex, ethnic background, test scores, etc. For some respondents, self-reported data may differ from information available from other sources (such as an institution's own admissions records).

For either or both of these reasons, distributions reported here for admitted, enrolling, and non-enrolling students on such variables as gender, ethnic background, high school GPA, or admissions test scores may differ to some degree from summaries of such data available from other sources. The presence of response bias or of inaccuracies in self-reported information can be assessed by comparing tables in Part A of the Highlights Report with comparable tables based on other sources of data for admitted students.

### Conducting Comparable Analyses Using Computer-Readable Files of Raw Data

Colleges receiving computer-readable files of students responses to the questionnaire should note that it is necessary to weight responses, using case weights provided in the data records, if they wish to produce results that are comparable to the ones in this report.

In order to replicate or to conduct further analyses of the competitor data shown in this report, colleges must identify students rating the competitor as either College A or College B. If the competitor consists of two or more colleges, each respondent may be represented by up to two sets of competitor ratings; the ratings of our college would be identical in each of the comparisons. Computer programs to create subfiles of comparison data are included with the datafile. See the ASQ+ user manual, Making the Most of Your Admitted Student Questionnaire Plus, for details.

### Statistical significance

Statistically significant differences between ratings of our college and the competitor have been noted on the displays as appropriate, based on the results of chi-square tests or tests of the differences between means. Differences favoring our college have been marked + ( $p < .05$ ) or ++ ( $p < .01$ ). Those favoring the competitor have been marked - ( $p < .05$ ) or -- ( $p < .01$ ). Please note that as the number of students involved in a test of significance increases, so does the likelihood that a small numeric difference will be statistically significant. Small differences may be statistically significant but not important.

### Selection of Variables for Display in this Report

In certain tables, the displayed results are for selected subsets of larger groups of variables. The following procedures were used in forming these subsets:

*Exhibits G-2, G-3, G-4:* The academic, social, and setting factors displayed in these graphs were derived from the 13 fixed characteristics (excluding Cost of Attendance) in the base questionnaire. College-specific characteristics were not included.

*Exhibits H-2, I-2, etc.:* In the second panel of this display yield refers to the percentage of students with the characteristic shown who were enrolling at our college.

*Exhibits H-3, I-3, etc.:* The first panel of this display shows the five characteristics with the largest ratings differences favoring our college, and the five characteristics with the largest ratings differences favoring the competitor. Fewer than five characteristics will be shown if fewer than five favor our college (or the competitor). The second panel shows the five images marked more often for our college than for the competitor, and the five marked more often for the competitor.

The third panel shows the four sources of information used more often to learn about our college than to learn about the competitor, and the four used more often to learn about the competitor. The fourth panel shows the four sources rated higher for our college or the competitor.

*Exhibits H-6, I-6, etc.:* The characteristics shown are the ones rated Very Good or Excellent at least 10% more often for either college.

*Exhibits H-7, I-7, etc.:* The four characteristics in this table are those for which the mean ratings of our college and the competitor differ by the largest amounts. Statistically significant differences are indicated by +/- (p < .05) or ++/-- (p < .01). In computing averages responses were coded: Excellent = 4, Very Good = 3, Good = 2, Poor/Fair = 1.

*Exhibits H-10, I-10, etc.:* The images shown are the ones marked at least 10% more often for either college.

## **SAMPLE QUESTIONNAIRE**