Many characteristics of colleges are important to students in making college choices. Some of these characteristics are listed below. Please indicate below how important each college characteristic was to you in choosing the college that you will attend. Mark the responses that best represent your ratings.

<table>
<thead>
<tr>
<th>COLLEGE CHARACTERISTICS</th>
<th>IMPORTANCE TO YOU</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not Important</td>
</tr>
<tr>
<td>1. Academic reputation</td>
<td></td>
</tr>
<tr>
<td>2. Availability of majors of interest to you</td>
<td></td>
</tr>
<tr>
<td>3. Availability of special academic programs (independent study, honors programs, etc.)</td>
<td></td>
</tr>
<tr>
<td>4. Personal attention to students</td>
<td></td>
</tr>
<tr>
<td>5. Quality of academic facilities (library, laboratories, etc.)</td>
<td></td>
</tr>
<tr>
<td>6. Availability of recreational facilities on campus</td>
<td></td>
</tr>
<tr>
<td>7. Quality of on-campus housing</td>
<td></td>
</tr>
<tr>
<td>8. Surroundings (neighborhood, town or city)</td>
<td></td>
</tr>
<tr>
<td>9. Attractiveness of campus</td>
<td></td>
</tr>
<tr>
<td>10. Cost to your family—how much you and your family would have to pay after grants and scholarships (if any) are subtracted from total college costs</td>
<td></td>
</tr>
<tr>
<td>11. Quality of social life</td>
<td></td>
</tr>
<tr>
<td>12. Access to off-campus cultural and recreational opportunities</td>
<td></td>
</tr>
<tr>
<td>13. Opportunities to participate in extracurricular activities</td>
<td></td>
</tr>
<tr>
<td>14. Optional characteristic 1</td>
<td></td>
</tr>
<tr>
<td>15. Optional characteristic 2</td>
<td></td>
</tr>
<tr>
<td>16. Optional characteristic 3</td>
<td></td>
</tr>
</tbody>
</table>

Please provide the following information about the colleges to which you applied.

17. **Including our college**, to how many institutions did you apply? [ ]

18. **Including our college**, to how many of these institutions were you admitted? [ ]

19. a) Do you plan to enroll in college within the next 12 months? [ ] Yes [ ] No

   If "yes", where?

<table>
<thead>
<tr>
<th>College Name</th>
<th>State or Province</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>--</td>
</tr>
</tbody>
</table>

   **Note:** Select Foreign if the college is not in the U.S. or Canada. Leave this question blank if you are not sure where you are going.

   b) On the lines below please list your top three choices among all the colleges **to which you were admitted**. Include the college you will be attending if it was one of your top three choices.

<table>
<thead>
<tr>
<th>College Name</th>
<th>State or Province</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>--</td>
</tr>
<tr>
<td>Second</td>
<td>--</td>
</tr>
<tr>
<td>Third</td>
<td>--</td>
</tr>
</tbody>
</table>

   **Note:** Select Foreign if the college is not in the U.S. or Canada.

20. On the remaining lines please list any other colleges to which you applied. Do not enter our college or the college you plan to attend. Check the admitted box for each college from which you have received formal notification of admission.

<table>
<thead>
<tr>
<th>College Name</th>
<th>State or Province</th>
<th>Admitted?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
From your list of colleges in questions 19 and 20 above, in columns A and B below select the names of two other colleges to which you were admitted. Using the scale shown below, please rate Sample College and Colleges A and B on each of the college characteristics. If you did not apply to or were not admitted to any other college, please rate Sample College only. If you can’t rate a characteristic for one of the colleges or it does not apply, please select Can’t rate for that college.

**Note:** If the college you wish to rate does not appear in the drop-down list for College A or College B, please go back to page 1 and make sure you have entered the college in question 19 or 20.

<table>
<thead>
<tr>
<th>COLLEGE CHARACTERISTICS</th>
<th>Sample College</th>
<th>College A:</th>
<th>College B:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very Good</td>
<td>Excellent</td>
<td>Can’t rate</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>Excellent</td>
<td>Can’t rate</td>
</tr>
<tr>
<td></td>
<td>Poor</td>
<td>Fair</td>
<td>Can’t rate</td>
</tr>
</tbody>
</table>

21. Academic reputation

22. Availability of majors of interest to you

23. Availability of special academic programs (independent study, honors programs, etc.)

24. Personal attention to students

25. Quality of academic facilities (library, laboratories, etc.)

26. Availability of recreational facilities on campus

27. Quality of on-campus housing

28. Surroundings (neighborhood, town or city)

29. Attractiveness of campus

30. Cost to your family--how much you and your family would have to pay after grants and scholarships (if any) are subtracted from total college costs

31. Quality of social life

32. Access to off-campus cultural and recreational opportunities

33. Opportunities to participate in extracurricular activities

34. Optional characteristic 1

35. Optional characteristic 2

36. Optional characteristic 3

Please continue to rate the same colleges as A and B throughout the questionnaire.

From the lists below, please select all words or phrases that you would say are the most widely-held images of Sample College and colleges A and B.

37. **Sample College**

- Isolated
- Career-oriented
- Selective
- Average
- Optional image 3

- Prestigious
- Not well-known
- Athletics
- Challenging
- Optional image 4

- Fun
- Comfortable
- Friendly
- Optional image 1

- Intellectual
- Back-up school
- Party ing
- Optional image 2
- Other

38. **College A:**

- Isolated
- Career-oriented
- Selective
- Average
- Optional image 3

- Prestigious
- Not well-known
- Athletics
- Challenging
- Optional image 4

- Fun
- Comfortable
- Friendly
- Optional image 1

- Intellectual
- Back-up school
- Party ing
- Optional image 2
- Other

39. **College B:**

- Isolated
- Career-oriented
- Selective
- Average
- Optional image 3

- Prestigious
- Not well-known
- Athletics
- Challenging
- Optional image 4

- Fun
- Comfortable
- Friendly
- Optional image 1

- Intellectual
- Back-up school
- Party ing
- Optional image 2
- Other
This section asks you to compare Sample College with colleges A and B on the quality of information provided to you. For each source listed, rate the quality of information provided to you by Sample College and by colleges A and B. If a given type of information was not available from one of the colleges or not used by you, click not used for that college.

<table>
<thead>
<tr>
<th>SOURCES OF INFORMATION</th>
<th>Sample College</th>
<th>A: College A</th>
<th>B: College B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not used</td>
<td>Poor</td>
<td>Fair</td>
</tr>
<tr>
<td>40. College publications (catalogs, brochures, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41. College web site</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42. Communications about financial aid (not the aid decision)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>43. Electronic communication with the college</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>44. Campus visit</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45. Contact with the college after you were admitted</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46. Contact with faculty from the college</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47. Contact with students who attend the college</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48. Optional source 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49. Optional source 2</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>50. Optional source 3</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>51. Optional source 4</td>
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<tr>
<td>52. Optional source 5</td>
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<td></td>
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<tr>
<td>53. Optional source 6</td>
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</tr>
</tbody>
</table>

Please provide the following information about college costs and financial aid, if applicable, at Sample College and colleges A and B.

54. Was either financial aid or the cost of attending a significant factor in your decision to enroll in the college you plan to attend?
   - Yes
   - No

55. Did you apply for need-based financial aid?
   - Yes
   - No

56. Were you offered need-based financial aid?
   - Yes
   - No

57. Were you offered a non-need-based scholarship by the college in recognition of your athletic, musical, artistic, or academic talent?
   - Yes
   - No

58. Did your financial package include:
   - Grants or scholarships?
   - One or more student loans?
   - A work package or campus job?

59. After subtracting grant and scholarship awards, if any, please rate the cost to you and your family of attending each college, using a scale of 1 (Very low) to 8 (Very high):

   - Sample College:  
   - A: College A:  
   - B: College B:  

60. Please answer the following questions specifically about the college you are planning to attend:
   - Click here if you did not apply for financial aid at the college you will attend. OR
   - Click here if you applied for but did not receive any financial aid from the college you will attend.

   If you DID receive financial aid from the college you will attend, please list the amounts of financial aid awarded by that college for the first year:

   - Work $ ____________
   - Need-based scholarship/grant $ ____________
   - Student loan $ ____________
   - Merit-based scholarship $ ____________
   - TOTAL $ ____________
61. How are your parents/guardians financing their contribution toward your college education? (check all that apply)

☐ From current income
☐ From other parent loans (including home equity credit line, credit cards, etc.)
☐ From past savings (including tuition prepayment plans, Uniform Gifts to Minors, etc.)
☐ Help from relatives, friends, etc.
☐ From parent educational loans (e.g., Federal PLUS, etc.)
☐ Employer's tuition benefit

62. Which of the following categories best represents your average grades in high school?

☒ A (90-100) ☐ B (80-89) ☐ C (70-79) ☐ D or below (69 or below)

63. What were your highest scores on the following college admissions tests?

SAT Evidence-Based Reading & Writing --- (200-800 scale)
SAT Math --- (200-800 scale)
ACT Composite -- (1-36 scale)

64. Are you Hispanic / Latino (including Spain)?

☒ Yes, Hispanic or Latino
☒ No

Regardless of your answer to the prior question, please select one or more of the following that best describe you:

☐ American Indian or Alaska Native (including all Original Peoples of the Americas)
☐ Asian (including Indian subcontinent and Philippines)
☐ Black or African American (including Africa and Caribbean)
☐ Native Hawaiian or Other Pacific Islander (Original Peoples)
☐ White (including Middle Eastern)

65. Are you a resident of [our state]?

☒ Yes
☒ No

66. How far is Sample College from your home?

☐ Less than 50 miles ☐ 51 to 100 miles ☐ 101 to 300 miles ☐ 301 to 500 miles ☐ More than 500 miles

67. Which of the following best describes the type of high school you attended?

☐ Public
☐ Independent, Not Religiously Affiliated
☐ Independent, Catholic
☐ Other Independent, Religiously Affiliated

68. What was the approximate income of your parents or guardians before taxes last year?

☐ Less than $30,000 ☐ $40,000 to $59,999 ☐ $80,000 to $99,999 ☐ $150,000 to $199,999
☐ $30,000 to $39,999 ☐ $60,000 to $79,999 ☐ $100,000 to $149,999 ☐ $200,000 or higher

69. What is the zip code of your home address? (U.S. zip codes only)

☐

70. What is your sex?

☒ Female ☐ Male
Please use the space below for any comments you would like to share with us about our college's admission program. Note that the textbox is limited to 1000 characters.
Your answers have been submitted to Sample College

Thank you very much for filling out the questionnaire

(Please note that submitted surveys cannot be accessed anymore)