

Student Choice Survey Analysis

Prepared for a U.S. University

2019



Within this example report, all data has been significantly modified. All findings and data should be used as an example of a quantitative primary research project, and no analytical insights should be extrapolated from the information contained in this sample report.

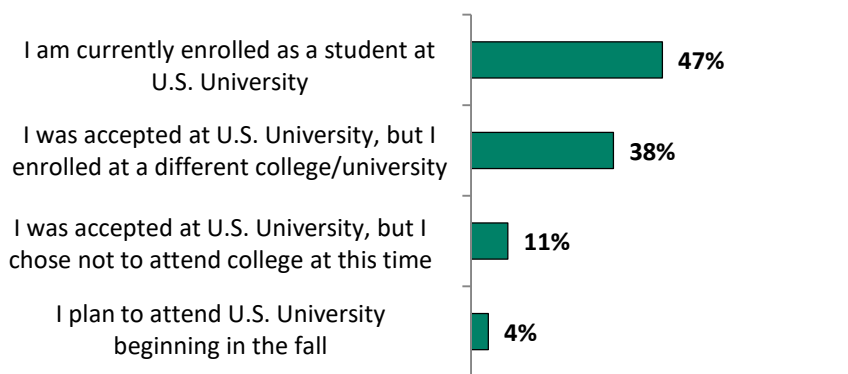
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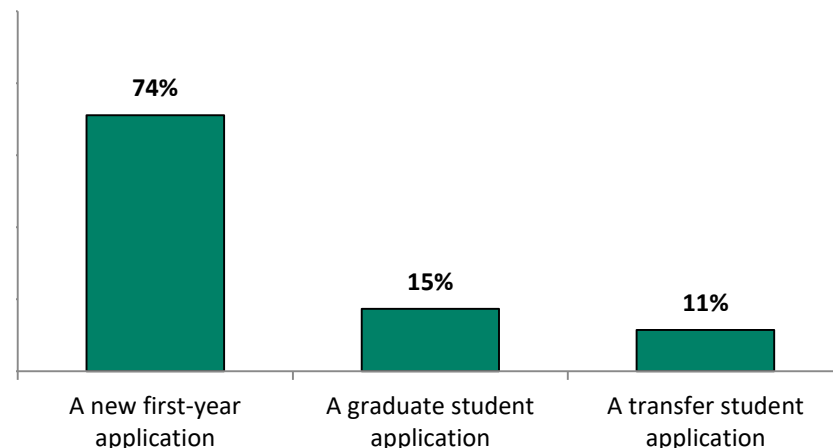
Introduction

- In the following report, Hanover Research presents the results of a Student Choice Survey of students accepted to U.S. University for the fall 2018 semester.
- The purpose of the survey is to gain a greater understanding of the factors that students weigh when considering whether or not to enroll at U.S. University. The survey also assesses respondents' overall opinions of U.S. University and why they did or did not enroll.
- Hanover surveyed students accepted to U.S. University, including matriculating and non-matriculating undergraduate and graduate students. Respondents are distributed as follows:

Which of the following best describes your relationship to U.S. University?
(n=445)



What type of application did you submit?
(n=445)



Methodology

- This analysis includes responses from 445 students who were admitted to U.S. University for the fall 2018 term. Of those, 280 chose to enroll (matriculating students), and 253 did not enroll (non-matriculating students).
- Sample sizes vary across questions because some questions only pertain to a subset of respondents.
- Conclusions drawn from a small sample size ($n < 20$) should be interpreted with caution.
- Statistically significant differences (95% confidence level) between groups are noted with an asterisk (*).
- This report includes key insights from the survey, along with visualizations of aggregate results and select charts by enrollment status or program level. Topline results are available in the accompanying data supplement, as well as segmentations by:
 - Enrollment status (matriculating vs. non-matriculating students)
 - Program level (undergraduate vs. graduate students)
 - Application type (first-year student vs. transfer student vs. graduate student)
 - Residency (in-state vs. out-of-state)

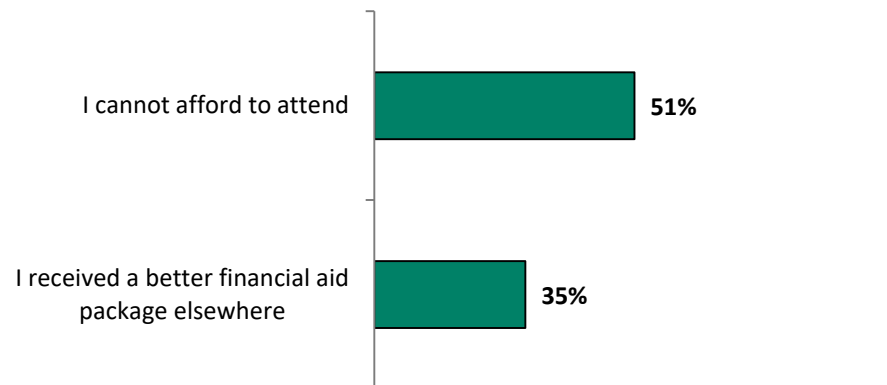
Recommendations

- U.S. University should continue to work with prospective students and their families to educate them about the **financial aid opportunities** available, as well as additional ways to **obtain financial assistance**. Financial aid and value for the cost are two of the three most important factors for prospective students, particularly at the undergraduate level. About half of non-matriculating students indicate that they did not attend U.S. University because they could not afford to do so.
- U.S. University should continue to capitalize on its reputation for offering a **good education**, but it should explore further ways to highlight the benefits of its **location** and **unique campus culture**. In addition to affordability, academic quality and campus atmosphere are particularly important to undergraduate students. About three-quarters of matriculating students agree that U.S. University's campus location in Location 1 is appealing, compared to just over half of non-matriculating students.
- U.S. University should emphasize the **quality of its academic programs** and the **professional opportunities** available to graduate students. Graduate students are less concerned about financial aid and campus atmosphere compared to undergraduate students. However, faculty-student interactions, professional connections, academic quality, and employment prospects after graduation are all particularly important to graduate students.

Key Findings

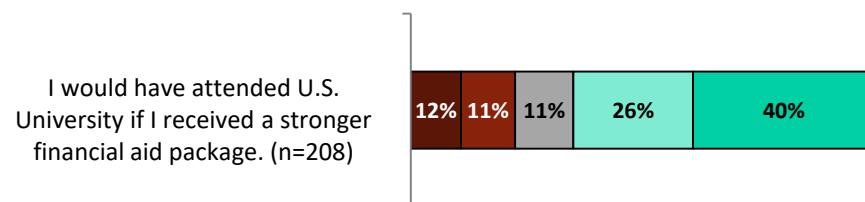
- Financial aid and cost of attendance are two of the most influential factors in prospective students' enrollment decisions. Half of respondents who went elsewhere could not afford to attend U.S. University, and about one-third received a better package elsewhere.
 - More than half (60%) of all respondents indicate that financial aid was an important factor when deciding where to apply for an academic program.
 - Two-thirds of non-matriculating students would have attended U.S. University if they were offered a better financial aid package.
- Undergraduate students generally place more importance on the financial aid package than their graduate student counterparts.
 - A majority of undergraduates indicate that a financial aid offer or lack of one was very influential in their choice of where to enroll (63%).
 - For graduate applicants, however, financial aid was less influential in their decision making process (24%).

Why did you decide not to enroll at U.S. University?
(n=213)



Please rate your level of agreement with the following statement:

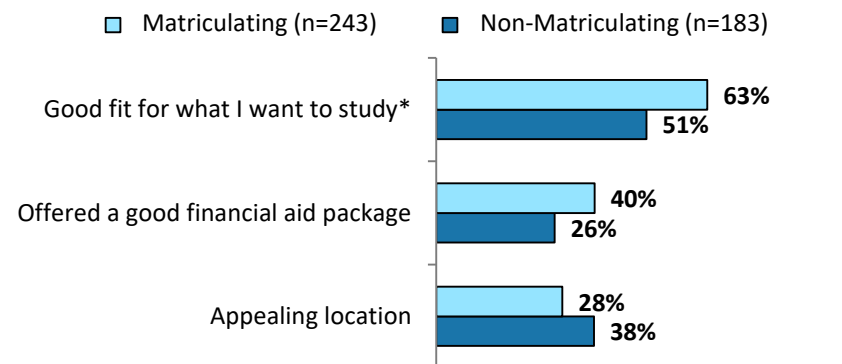
■ Strongly Disagree
 ■ Somewhat Disagree
 ■ Neither Agree nor Disagree
■ Somewhat Agree
 ■ Strongly Agree



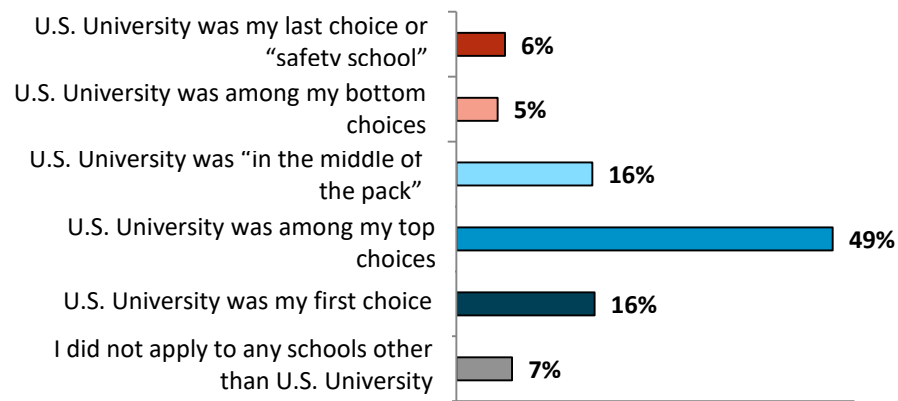
Key Findings

- **Students choose U.S. University because they believe it is a good fit for them and because of the financial aid packages offered.**
 - The most common reasons that students choose to attend U.S. University are because it is a good fit for what they want to study (63%), they were offered a good financial aid package (40%), and the location is appealing (28%).
 - Only 5 percent of non-matriculating students went elsewhere because U.S. University did not offer their program or major of interest.
- **Overall, respondents have a favorable opinion of U.S. University.**
 - About 86 percent of respondents rate U.S. University's overall quality as good or excellent.
 - Almost half of all respondents rate U.S. University as among their top college choices, with another 16 percent indicating that U.S. University was their number one choice.
 - Nearly all respondents (92%), both matriculating and non-matriculating students, believe that it is possible to get a good education at U.S. University.

Why did you decide to enroll at the school of your choice?



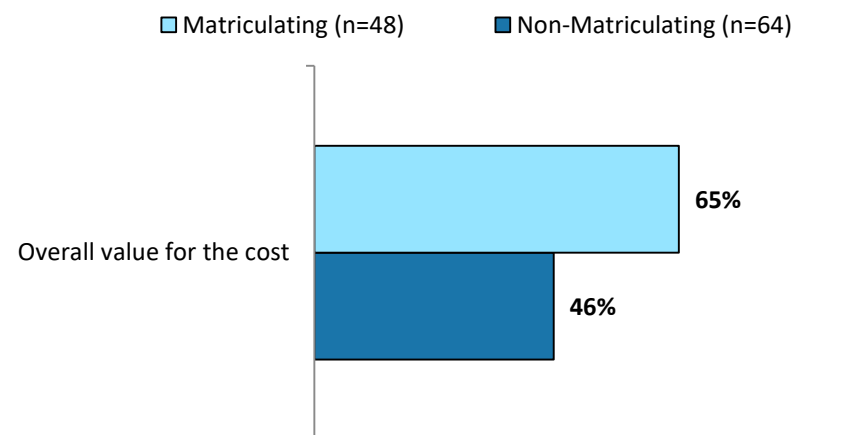
If you applied to somewhere other than U.S. University, how did U.S. University rank among all the schools to which you applied? (n=416)



Key Findings

- A U.S. University education provides value, though cost is a prohibitive factor for some students.
 - More than half of respondents (55%) believe that U.S. University offers a good or excellent overall value for the cost.
 - However, 47 percent of non-matriculating students believe that the cost of tuition is too high for the educational value that U.S. University offers.
 - Graduate applicants believe that an education from U.S. University is a good value for the cost (85%) more so than do undergraduate applicants (63%).
- Academic quality is one of the most important factors to both graduate and undergraduate students. Proximity to family/home and overall value for the cost also matter to both groups.
 - However, graduate students value employment prospects, institutional reputation, and flexible course schedule more than undergraduates.
 - In comparison, financial aid package and campus atmosphere are more important to undergraduate students.

How would you rate U.S. University in the following areas?
% Good + % Excellent



Which of the following factors were the most important to you when deciding where to apply for an academic program? *Top 3*

Graduate Students:

- Academic quality (58%)
- Employment prospects after graduation (48%)
- Proximity to family/home (43%)

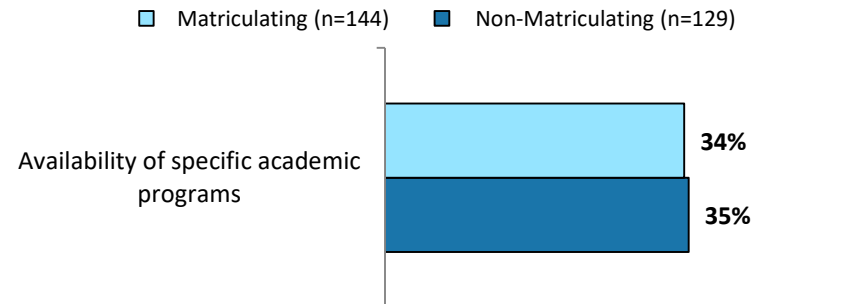
Undergraduate Students:

- Financial aid package (68%)
- Academic quality (45%)
- Campus atmosphere (41%)

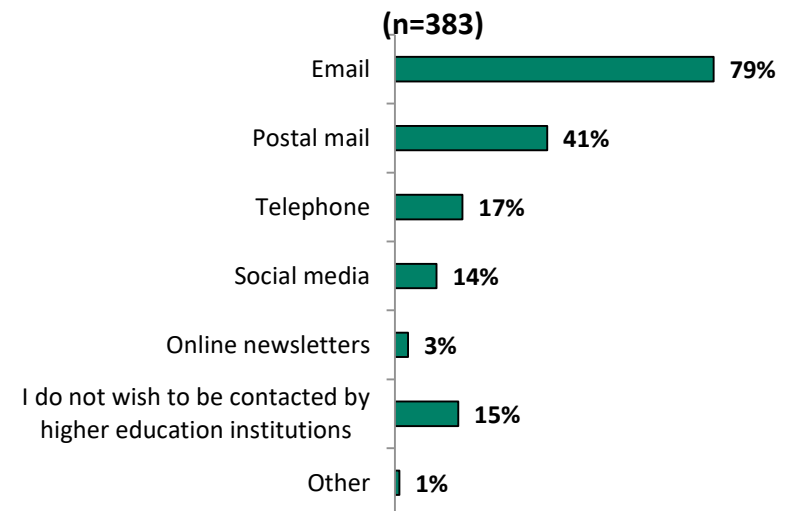
Key Findings

- Availability of academic programs of interest are important, but respondents weigh other factors more heavily.
 - There are no significant differences between matriculating and non-matriculating students' rating of the importance of program availability.
 - However, matriculating students also are more likely to agree (92%) that U.S. University offers a wide variety of interesting academic programs than are non-matriculating students (65%).
- Respondents prefer to communicate with higher education institutions via digital channels.
 - Most students prefer email communication, though a substantial minority (41%) also like to receive information via traditional postal mail.
 - The two most popular social media platforms through which respondents would prefer to receive information is Facebook (71%) and Instagram (52%), when respondents chose social media as a preferred channel.

Which of the following factors were the most important to you when deciding where to apply for an academic program?



In which of the following ways did you prefer to receive communication from higher education institutions?



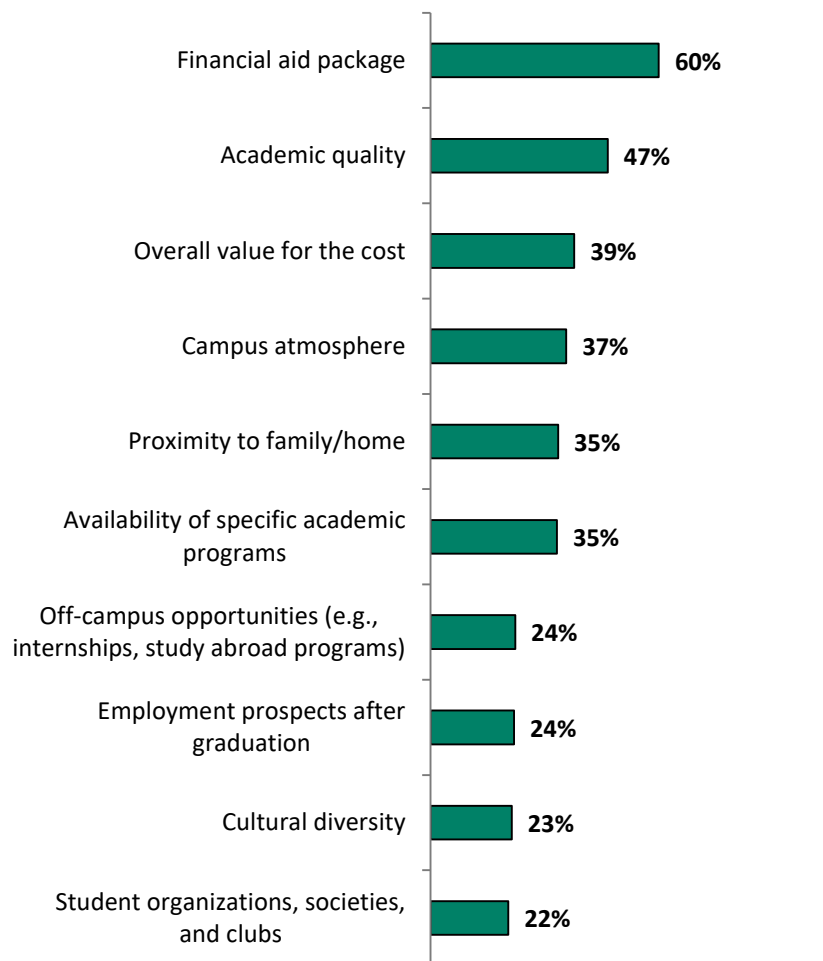
SECTION I: IMPORTANT FACTORS

Important Factors – Overall

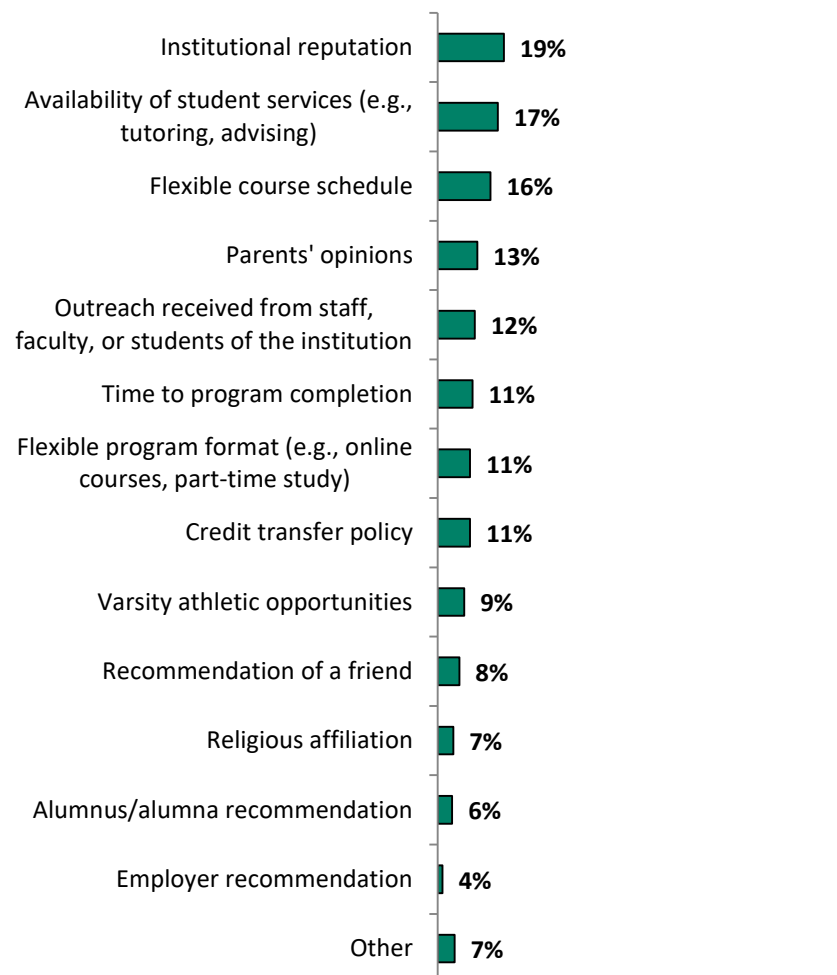
Which of the following factors were the most important to you when deciding where to apply for an academic program?

(n=433)

Top 10 Factors



Bottom 14 Factors

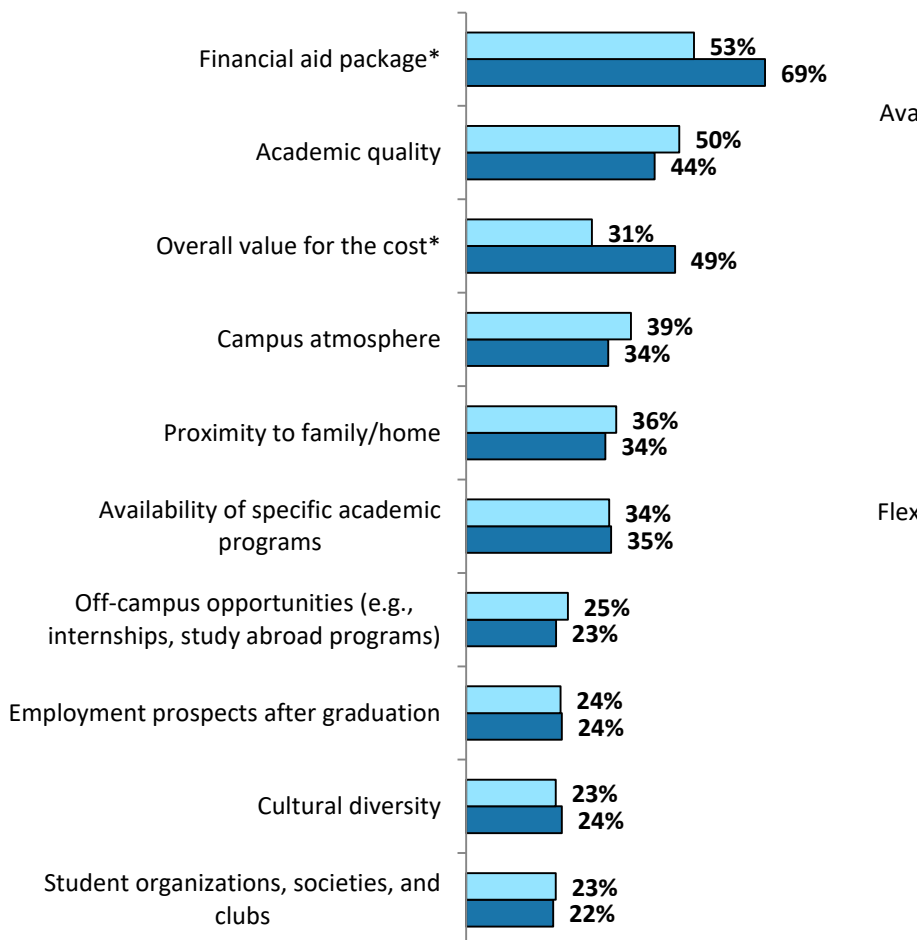


Important Factors – by Matriculation Status

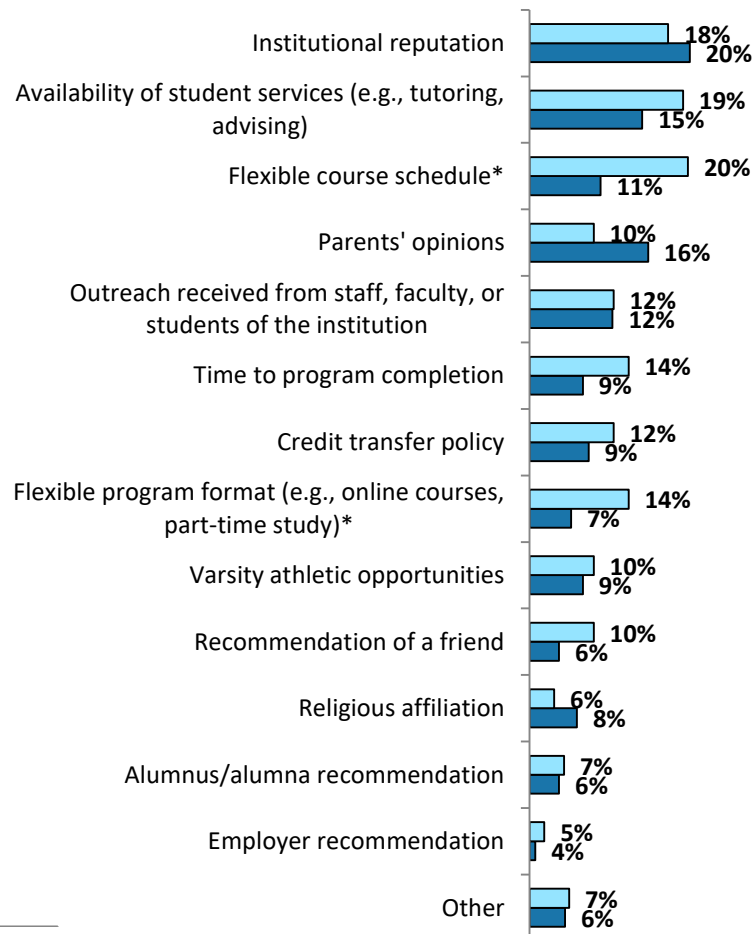
Which of the following factors were the most important to you when deciding where to apply for an academic program?

□ Matriculating (n=276) ■ Non-Matriculating (n=245)

Top 10 Factors



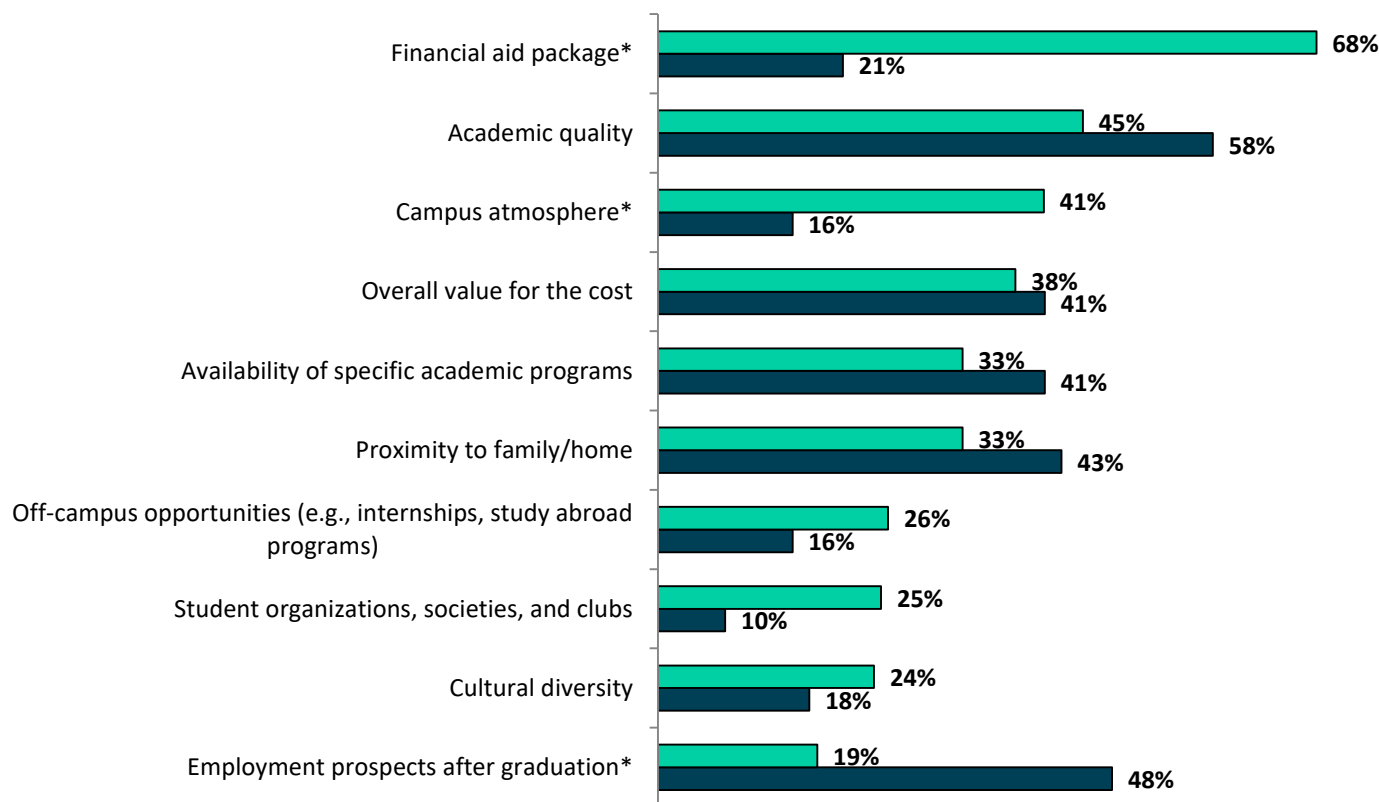
Bottom 14 Factors



Important Factors – by Program Level

Which of the following factors were the most important to you when deciding where to apply for an academic program? Top 10 Factors

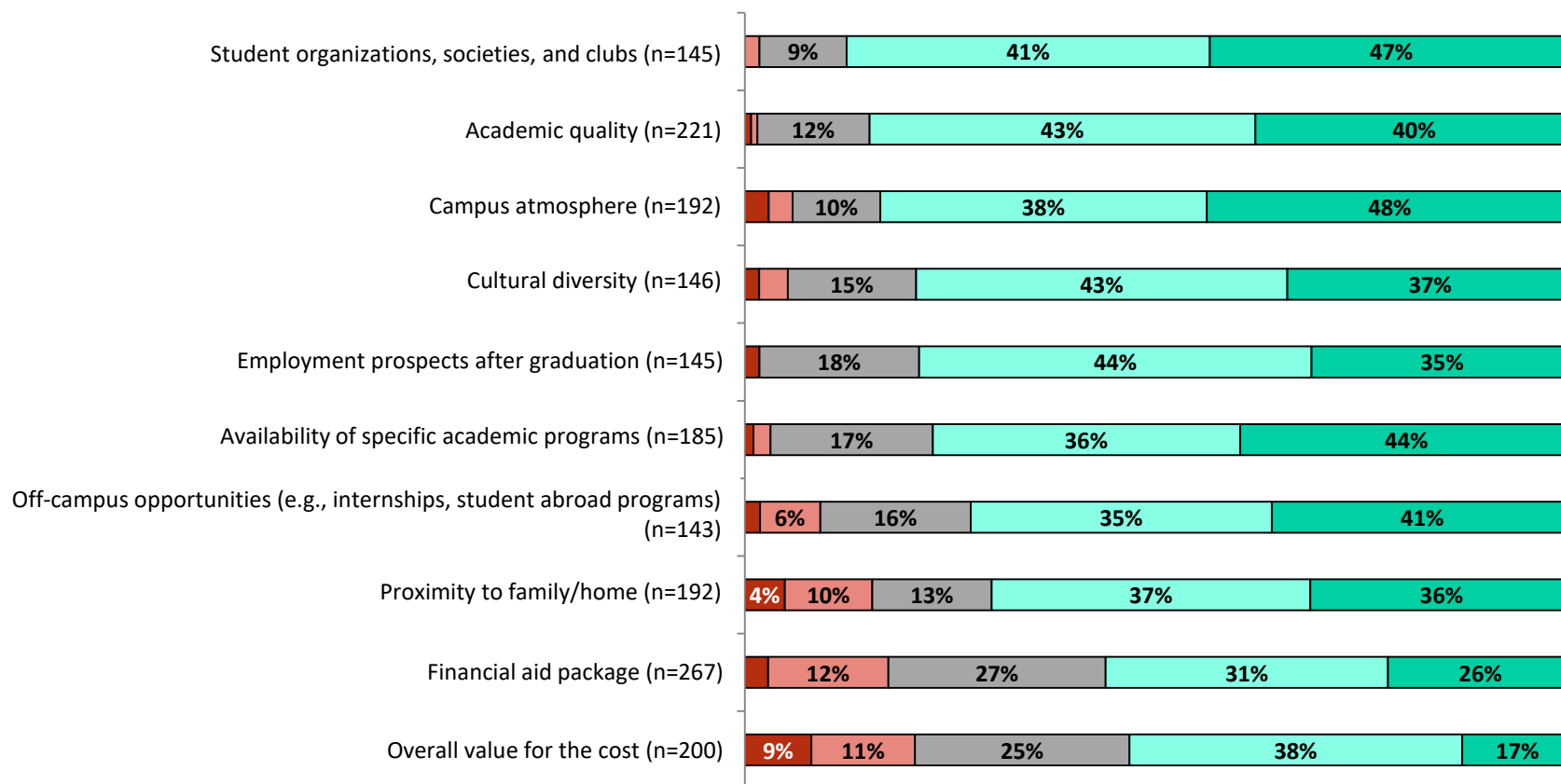
Undergraduate (n=373) Graduate (n=148)



Important Factor Ratings – Overall

How would you rate U.S. University in the following areas? *Top 10 Factors*

Very Poor Poor Fair Good Excellent



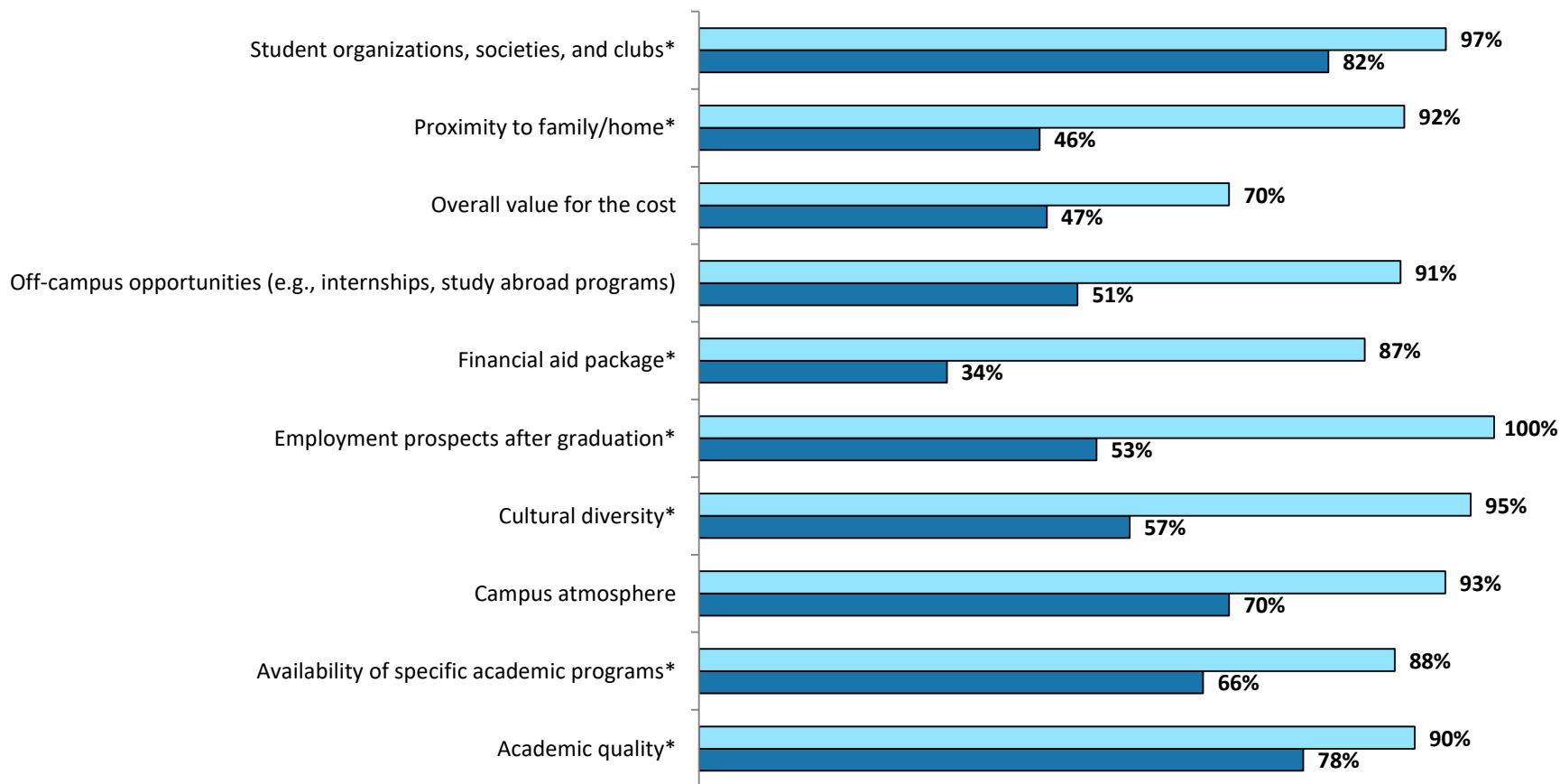
Note: Top 10 factors (options that received at least 55 or more responses) are shown here. See the data supplement for all options.

Important Factor Ratings – by Matriculation Status

How would you rate U.S. University in the following areas? *Top 10 Factors*

% Good + % Excellent

■ Matriculating (n=121-174) ■ Non-Matriculating (n=109-181)



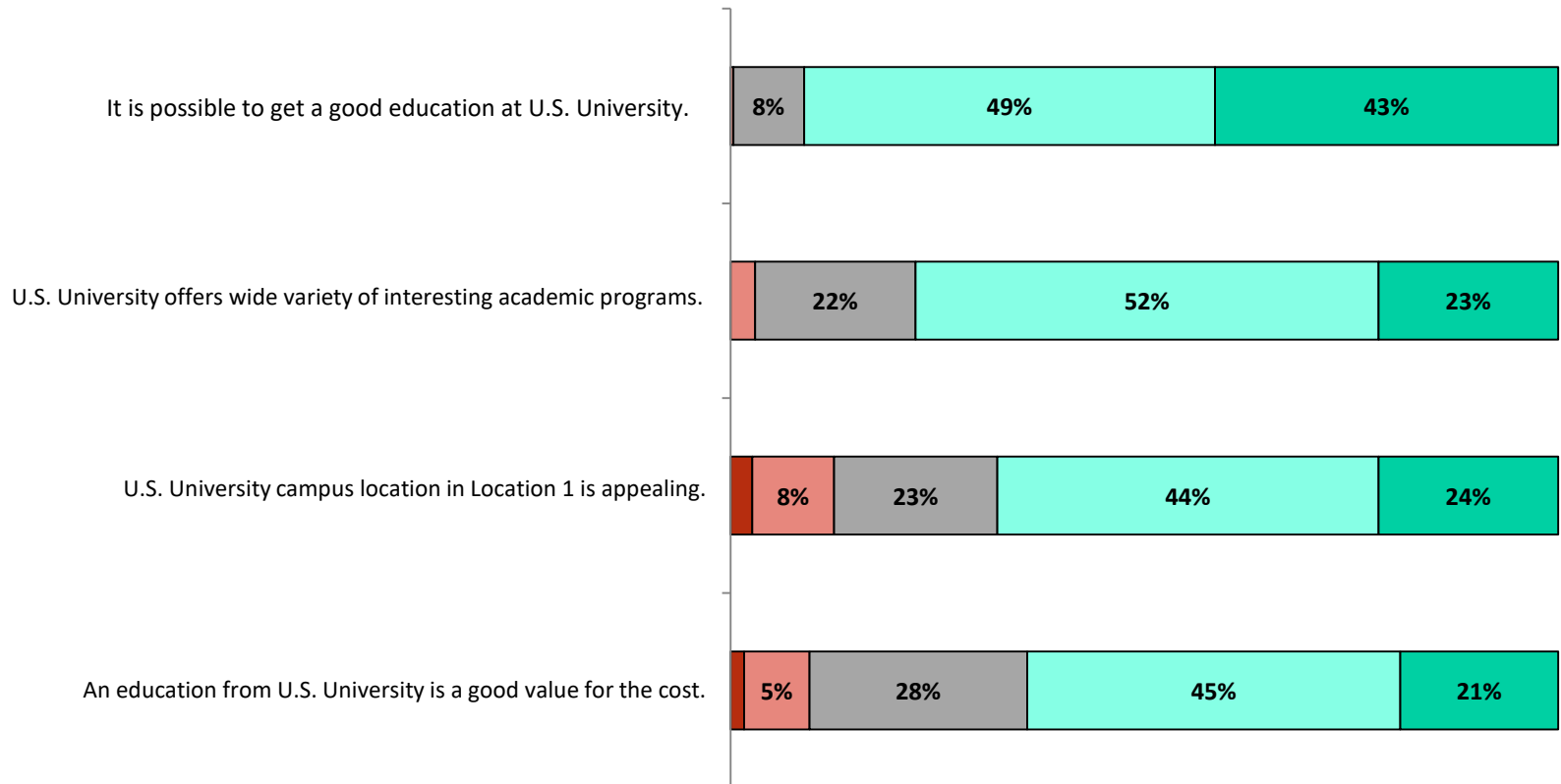
Note: Top 10 factors (options that received the most responses) are shown here. See the data supplement for all options.

SECTION II: PERCEPTIONS OF U.S. UNIVERSITY

Perceptions of U.S. University

To what extent do you agree or disagree with the following statements?
(n=392)

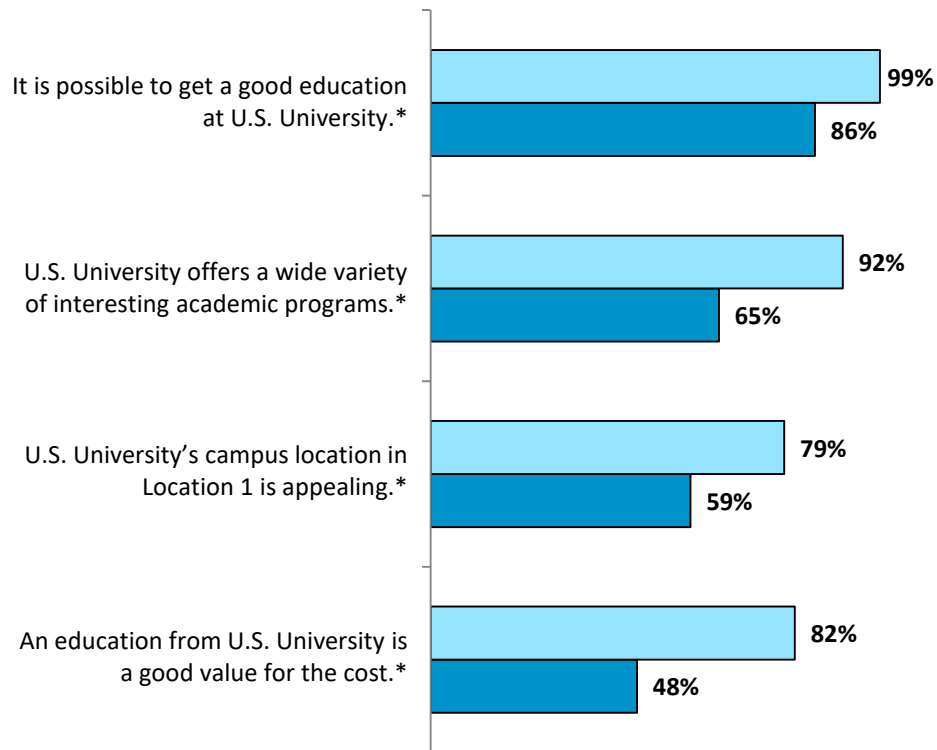
Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree



Perceptions of U.S. University, by Enrollment Status and Program Level

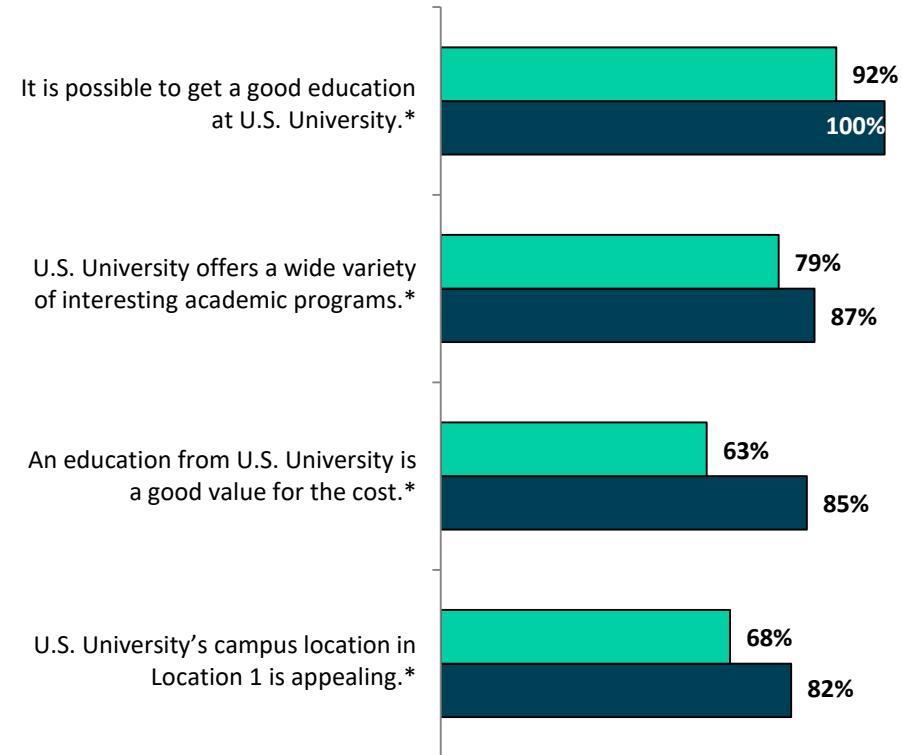
To what extent do you agree or disagree with the following statements?
% Agree + % Strongly Agree

■ Matriculating (n=262) ■ Non-Matriculating (n=218)



To what extent do you agree or disagree with the following statements?
% Agree + % Strongly Agree

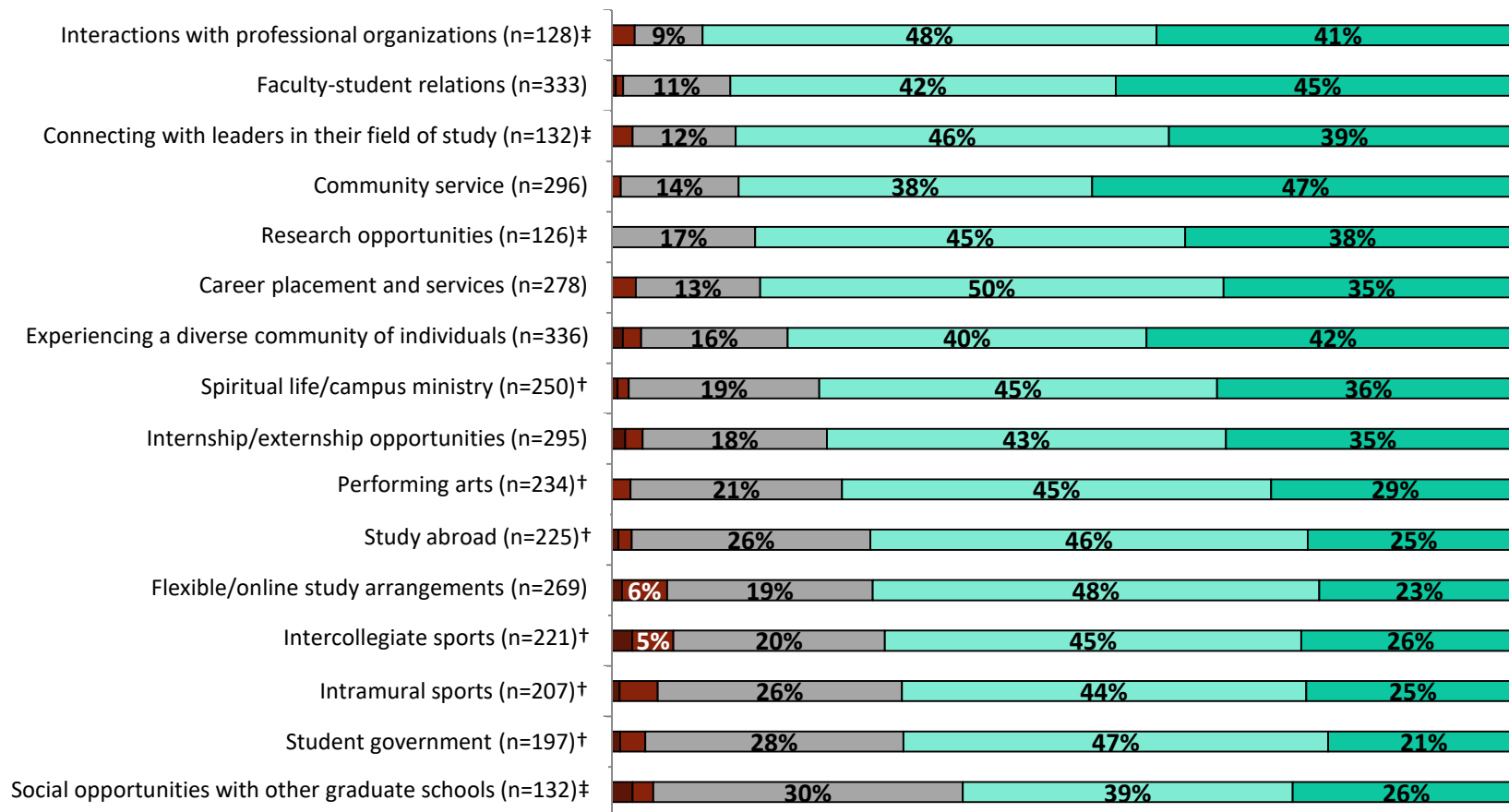
■ Undergraduate (n=335) ■ Graduate (n=145)



Perceptions of U.S. University – Overall

How would you rate U.S. University on the following opportunities?

Very Poor Poor Fair Good Excellent

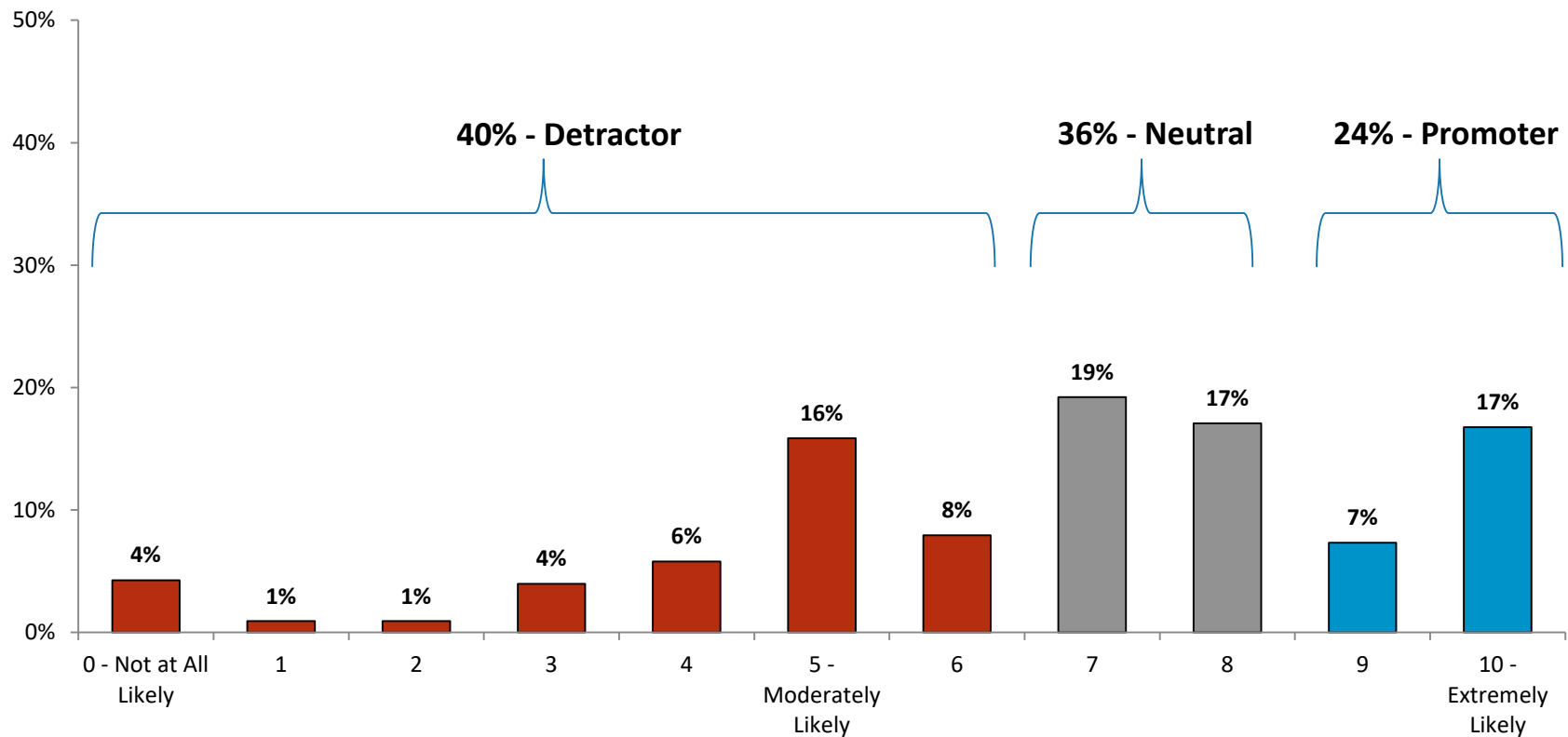


† Option only shown to undergraduate applicants

‡ Option only shown to graduate applicants

Perceptions of U.S. University

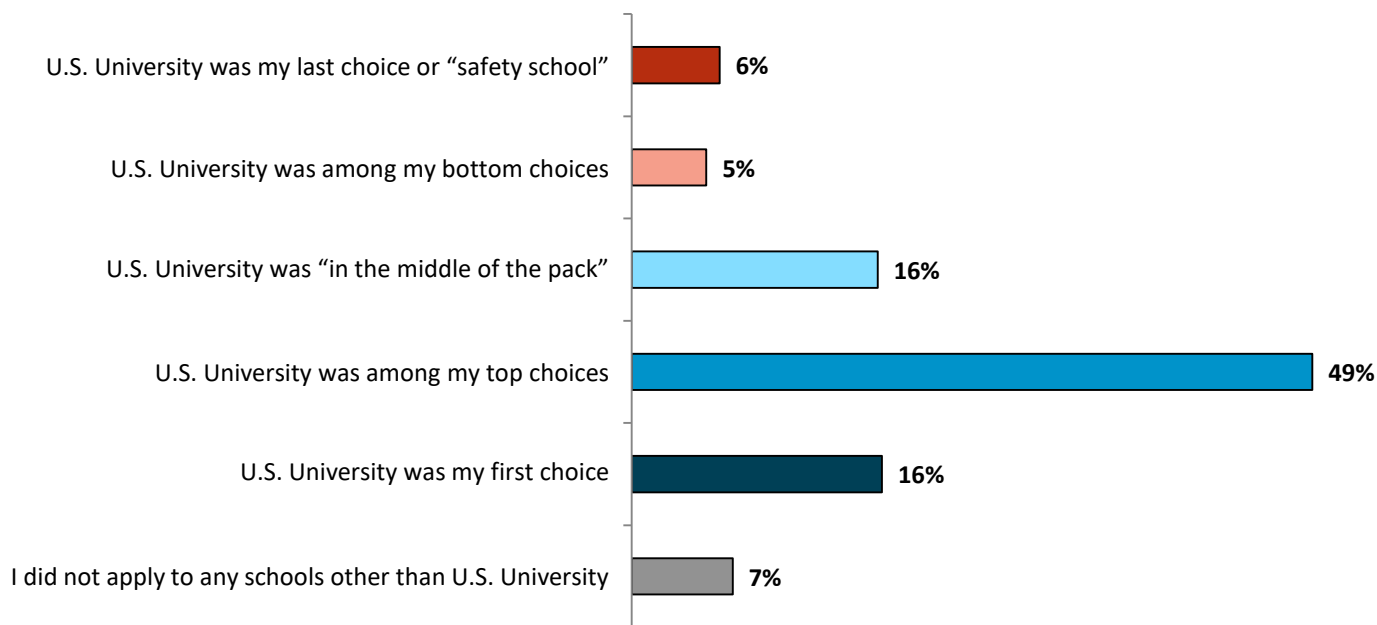
On a scale from 0-10, how likely are you to recommend U.S. University to a friend, family member, or colleague? (n=416)



SECTION III: COMPETITION

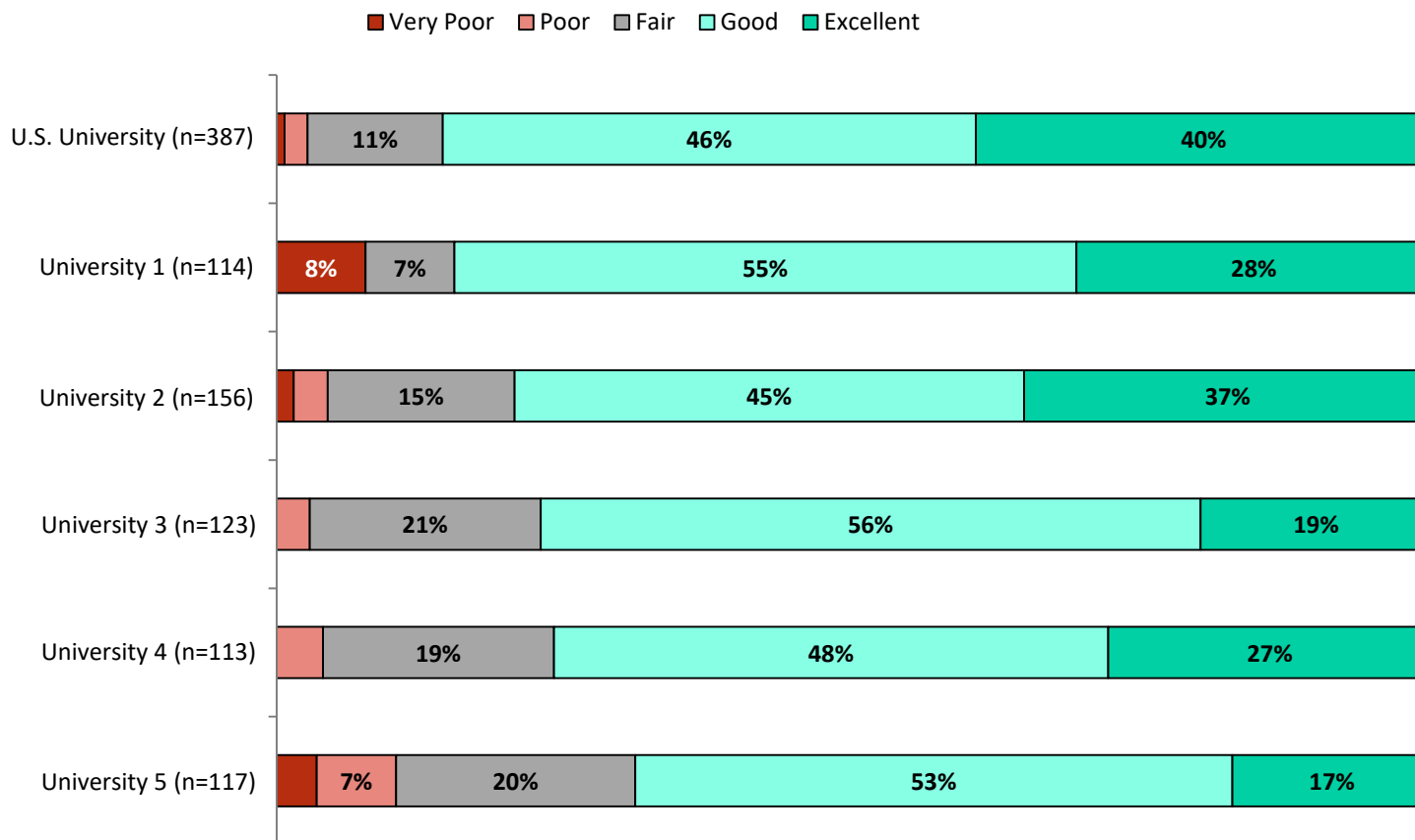
Competition

If you applied to somewhere other than U.S. University, how did U.S. University rank among all the schools to which you applied? (n=416)



Competition Ratings – Overall

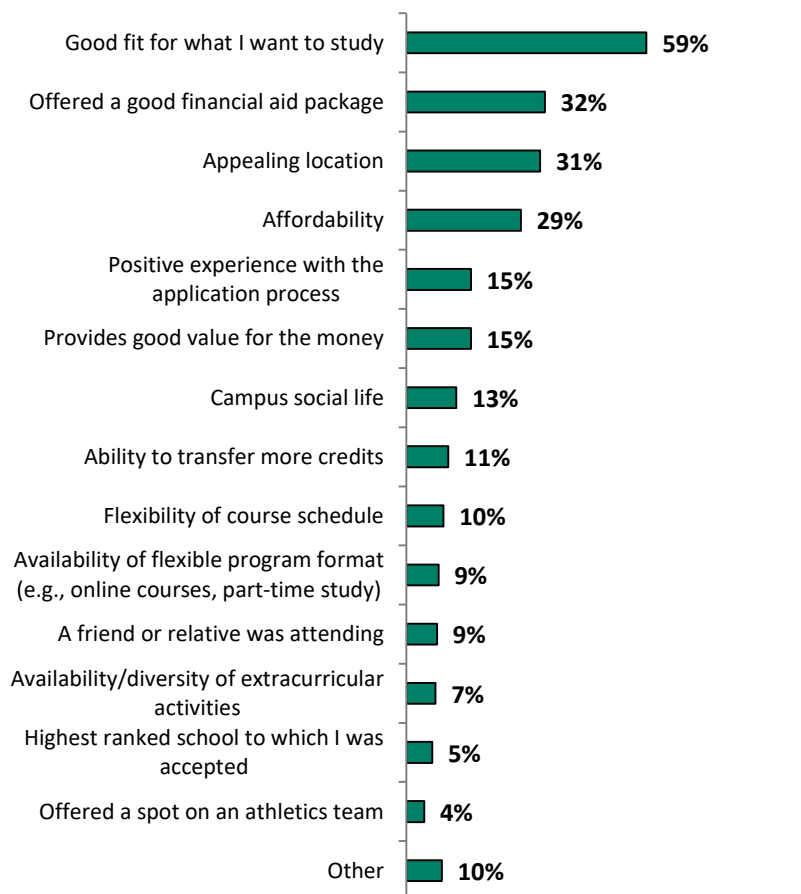
How would you rate the overall quality of the following university/universities?



SECTION IV: ENROLLMENT DECISIONS

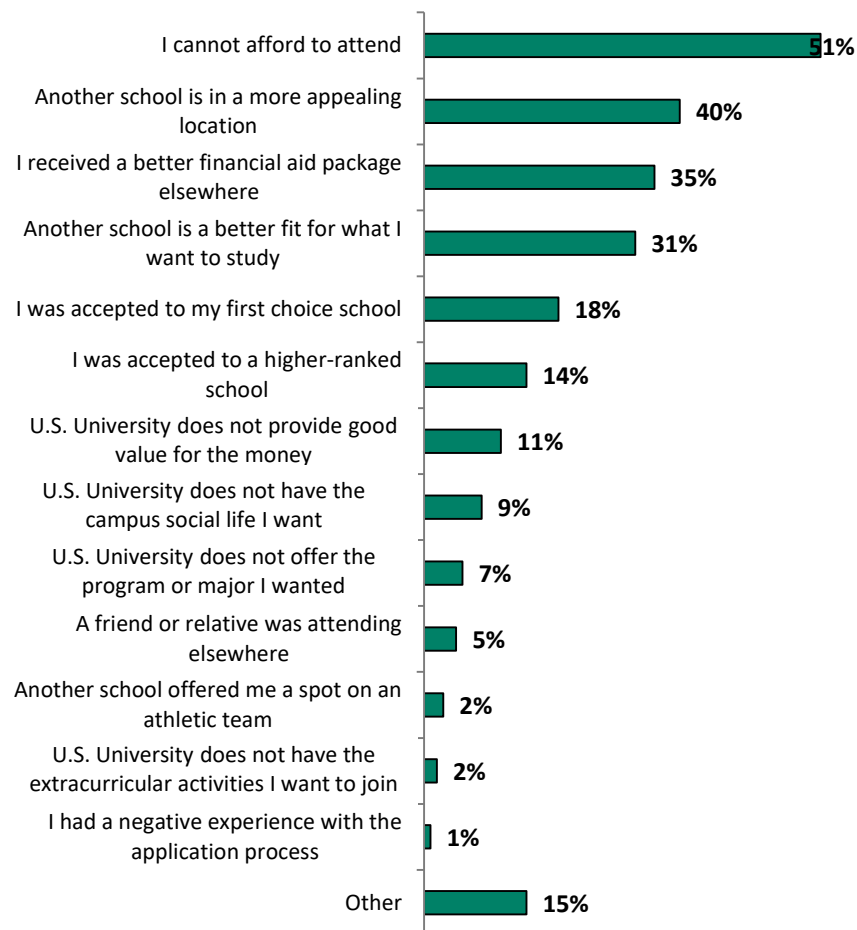
Enrollment Decisions – Overall

Why did you decide to enroll at the school of your choice? (n=338)



Note: Shown to respondents who indicated that they either enrolled at U.S. University or a competing school.

Why did you decide not to enroll at U.S. University? (n=213)



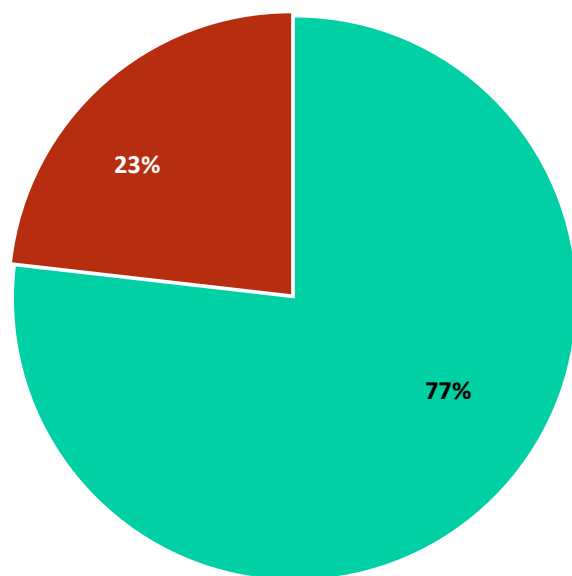
Note: Shown to respondents who indicated that they did not enroll at U.S. University.

SECTION V: FINANCIAL FACTORS

Financial Factors

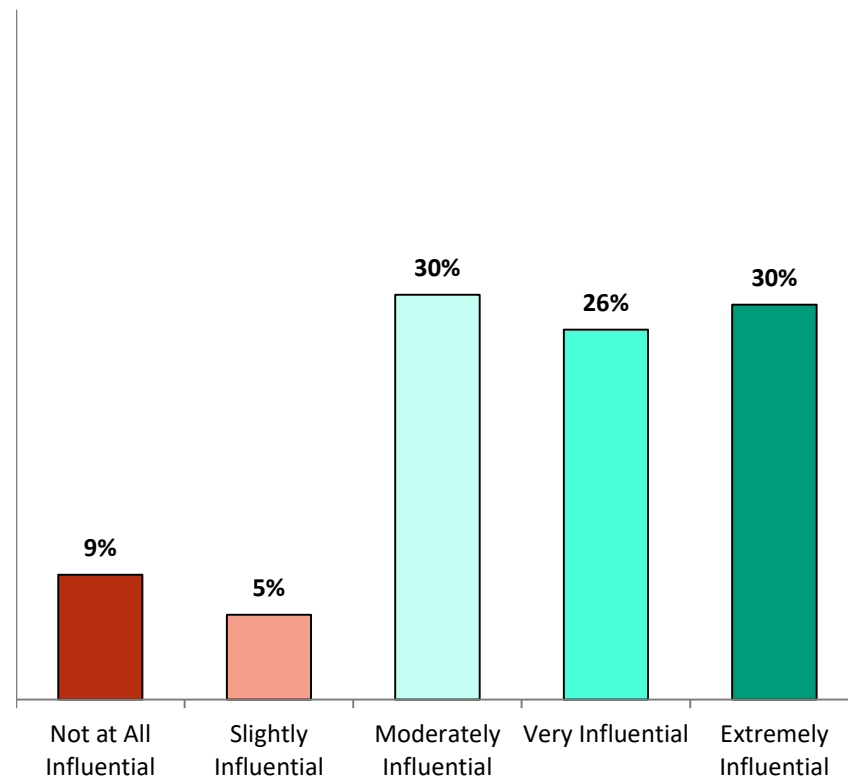
Did you receive a financial aid package from any of the colleges or universities that you applied to other than U.S. University?
(n=364)

Yes No



Note. Shown to respondents who indicated that they applied to a competing school.

How influential were your financial aid offers/lack of financial aid offers in your enrollment decision?
(n=364)

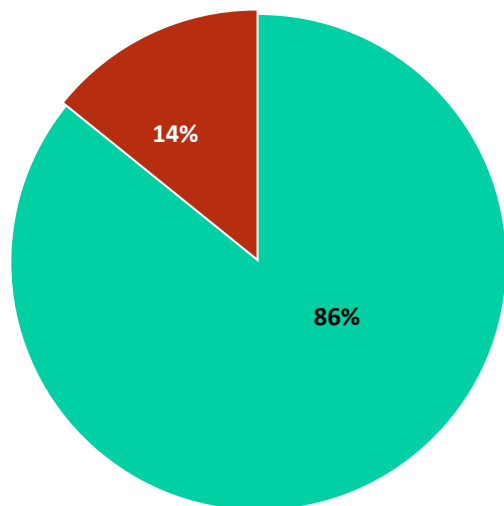


Note. Shown to respondents who indicated that they did receive a financial aid package from a competing school.

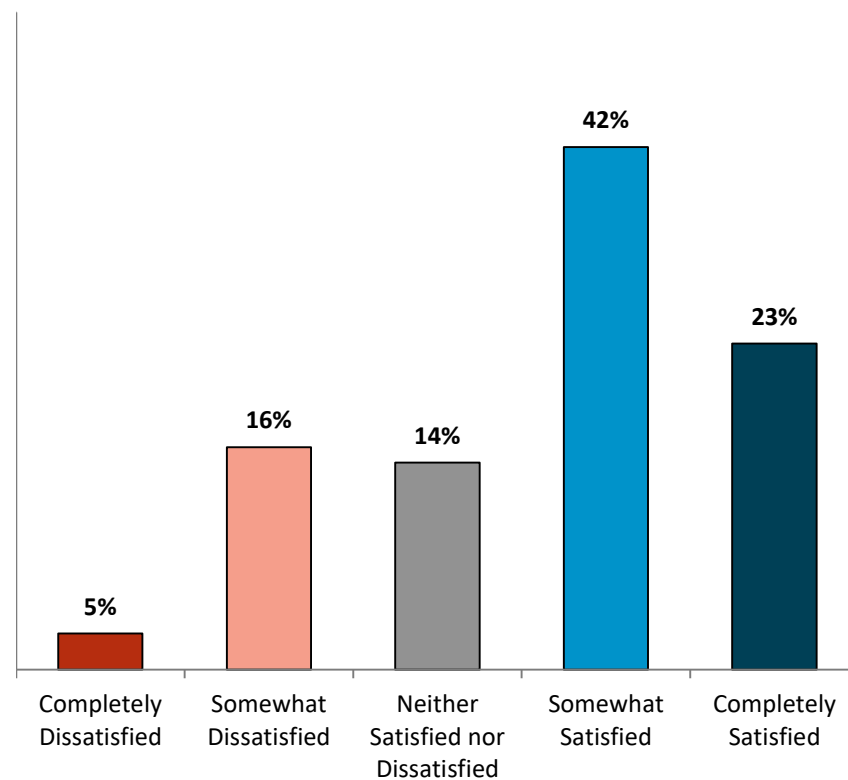
Financial Factors

Did you receive a financial aid offer from U.S. University?
(n=384)

■ Yes ■ No



How would you rate your level of satisfaction with the financial aid offer you received from U.S. University?
(n=342)

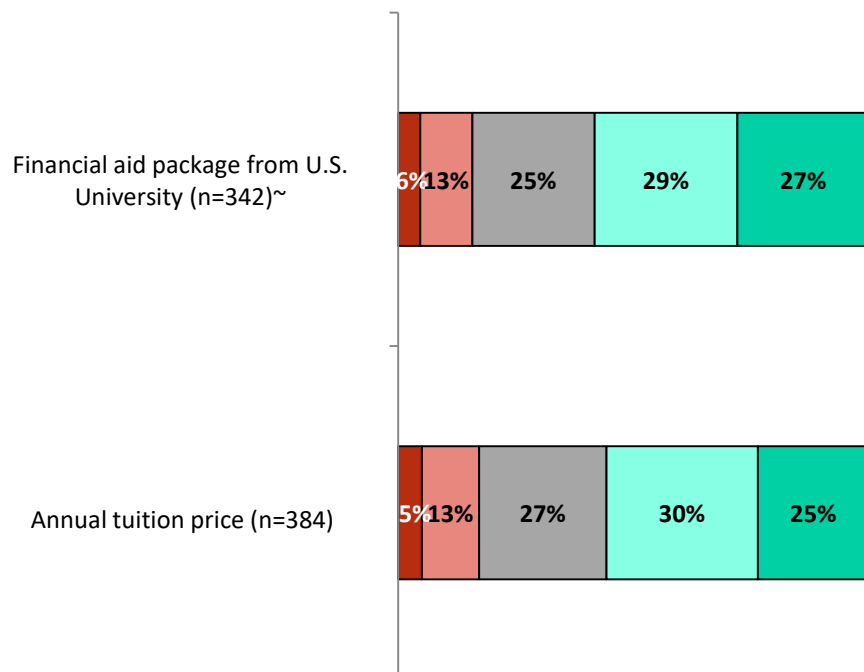


Note. Shown to respondents that were offered financial aid from U.S. University.

Financial Factors

How influential were the following factors in your enrollment decision?

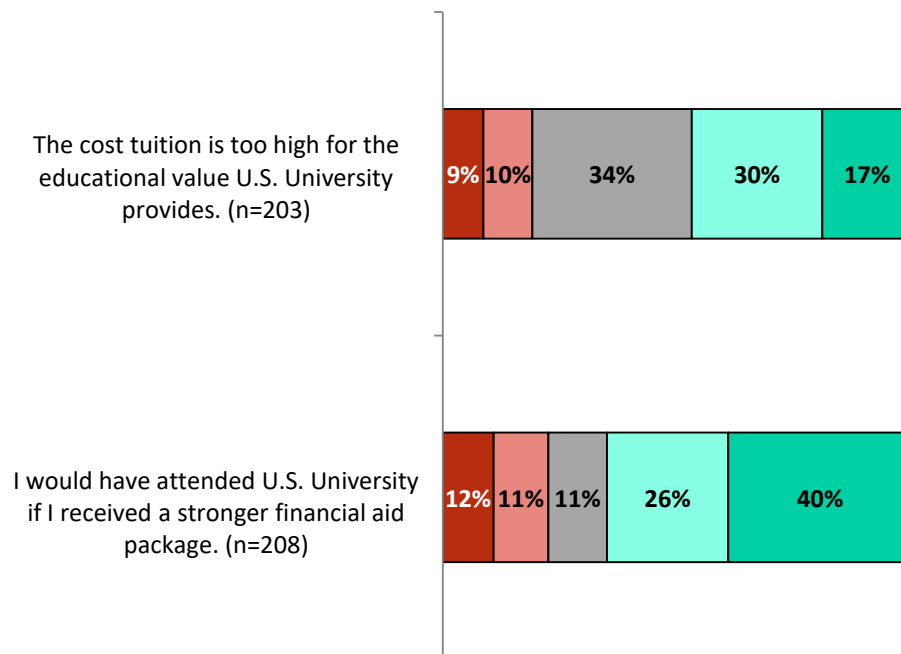
■ Not at All Influential ■ Slightly Influential ■ Moderately Influential
 ■ Very Influential ■ Extremely Influential



~ Option shown to those who received financial aid offer from U.S. University.

Please rate your level of agreement with the following statements.

■ Strongly Disagree ■ Somewhat Disagree
 ■ Neither Agree nor Disagree ■ Somewhat Agree
 ■ Strongly Agree

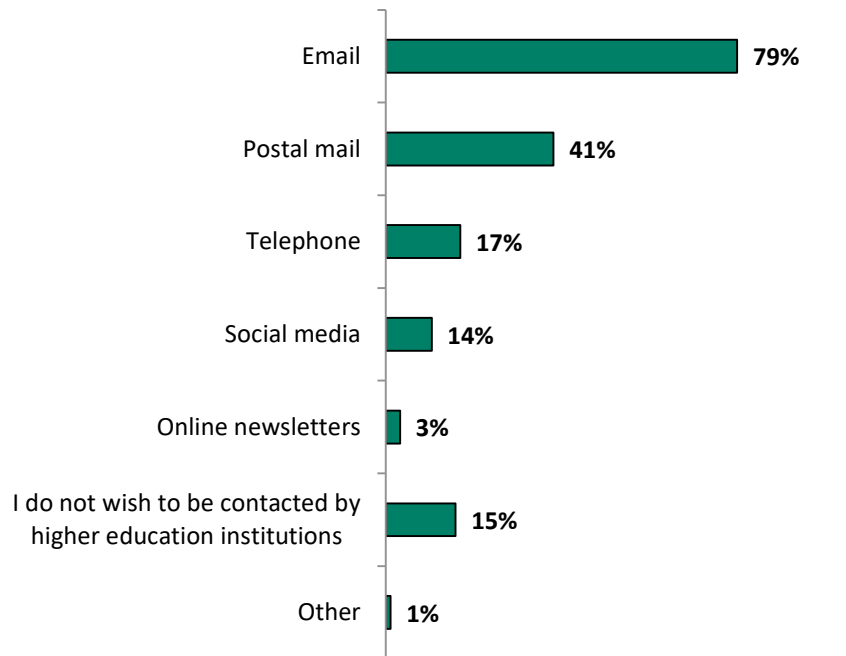


Note. Question shown only to those who did not enroll at U.S. University.

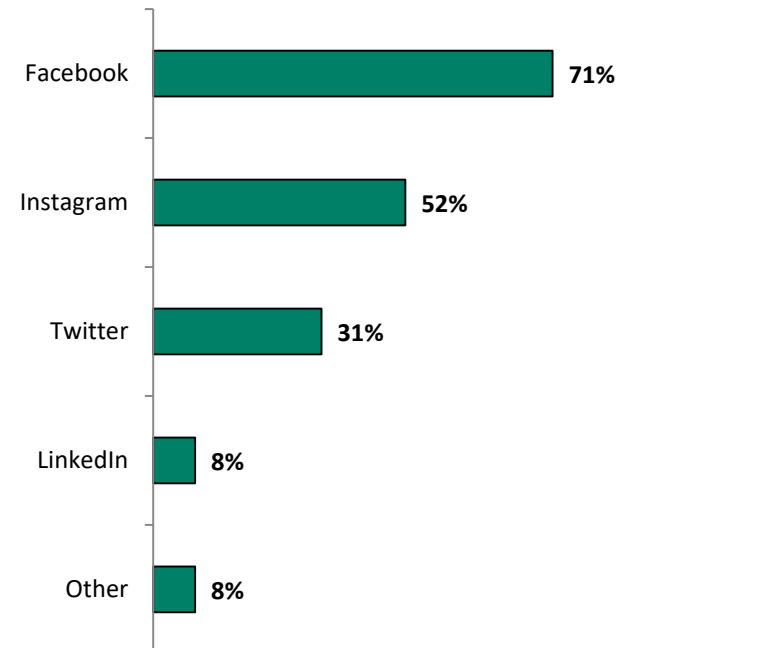
SECTION VI: COMMUNICATION

Communication

**In which of the following ways did you prefer to receive communication from higher education institutions?
(n=383)**



**Please select the social media platforms through which you prefer to receive communication from higher education institutions.
(n=117)**

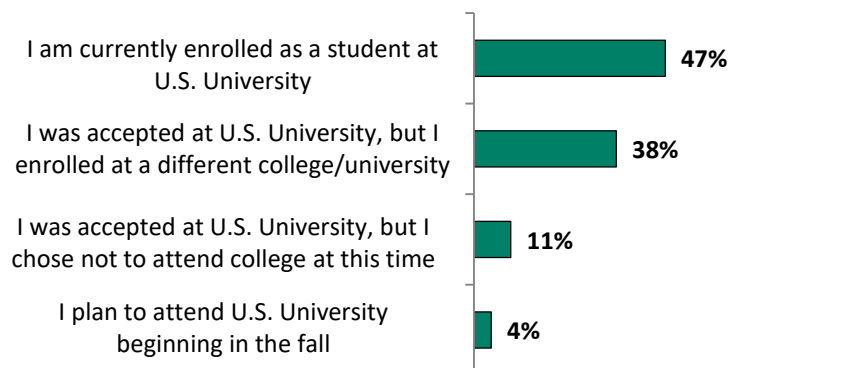


Note: Question shown only to those who selected "social media" as a preferred channel of communication.

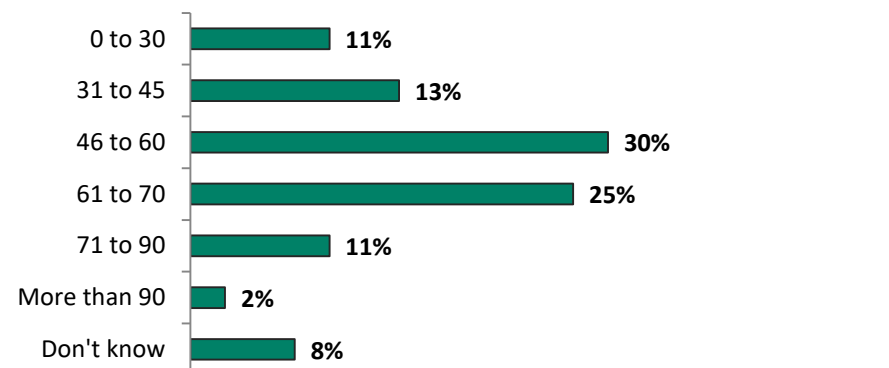
SECTION VII: DEMOGRAPHICS

Demographics

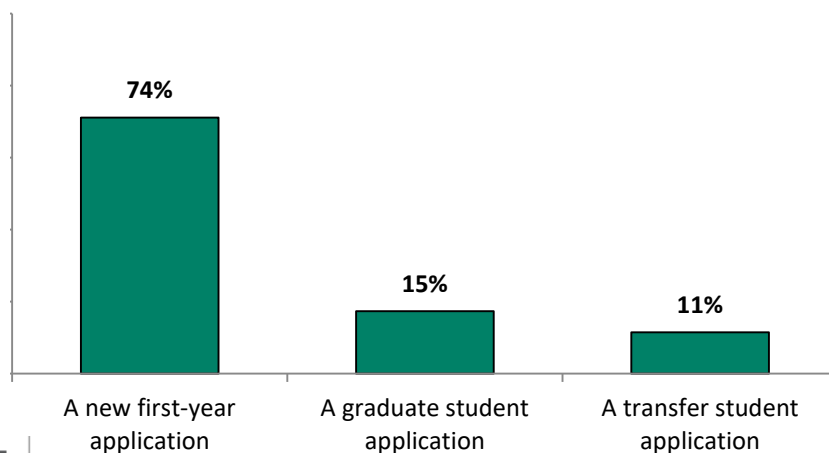
Which of the following best describes your relationship to U.S. University?
(n=445)



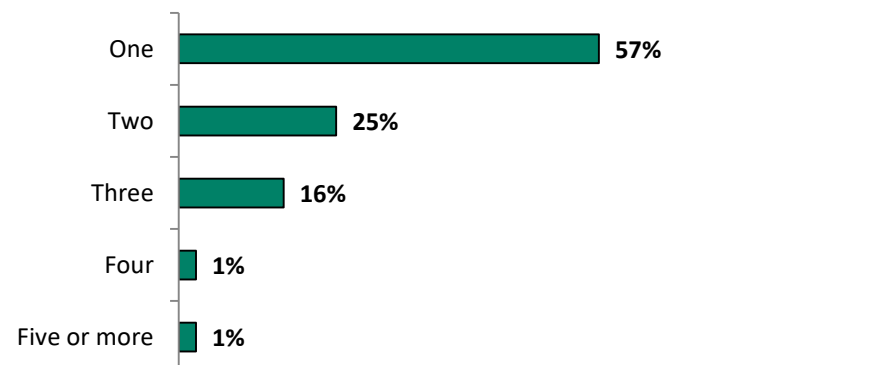
How many credits do you plan to/did you transfer to U.S. University?
(n=129)



What type of application did you submit?
(n=445)

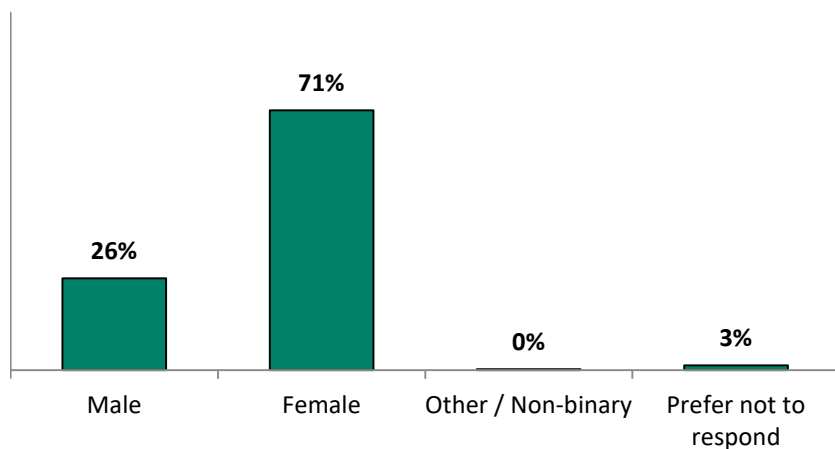


From how many institutions have you earned college credit prior to applying to U.S. University?
(n=129)

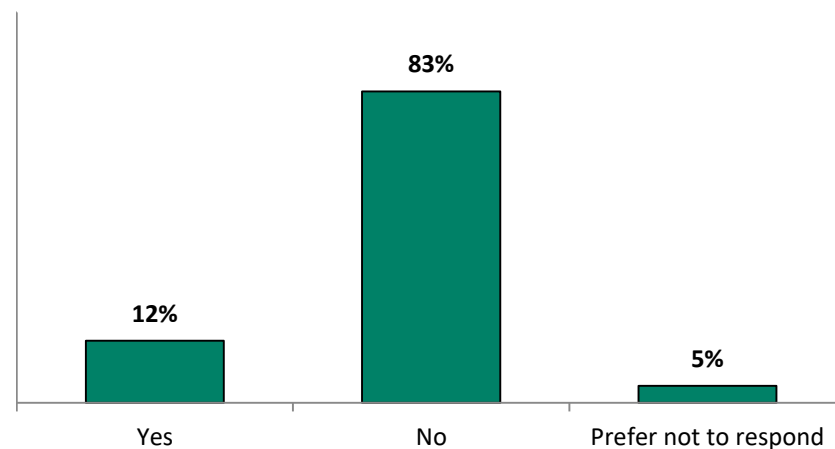


Demographics

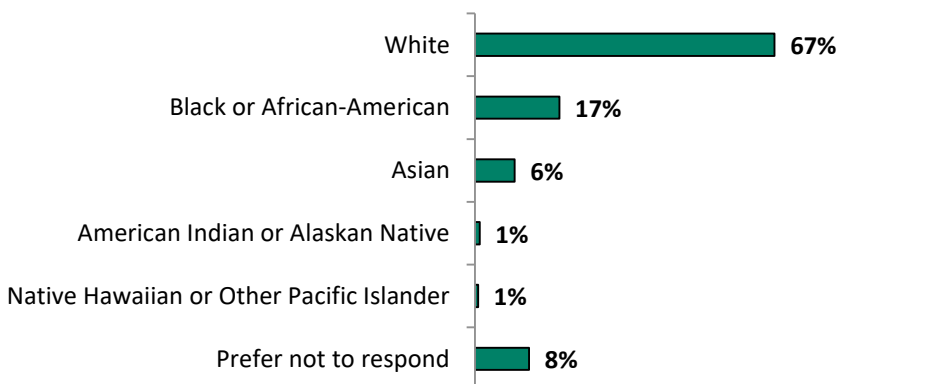
Which of the following best describes your gender?
(n=384)



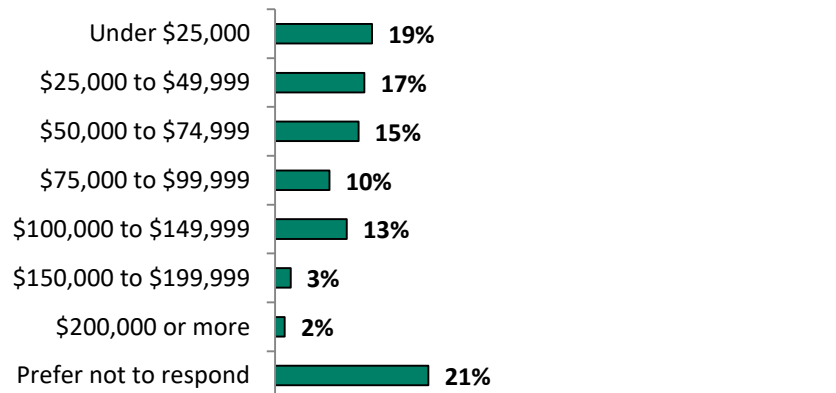
Are you Hispanic or Latino?
(n=384)



Which of the following best describes your race/ethnicity? Select all that apply. (n=384)

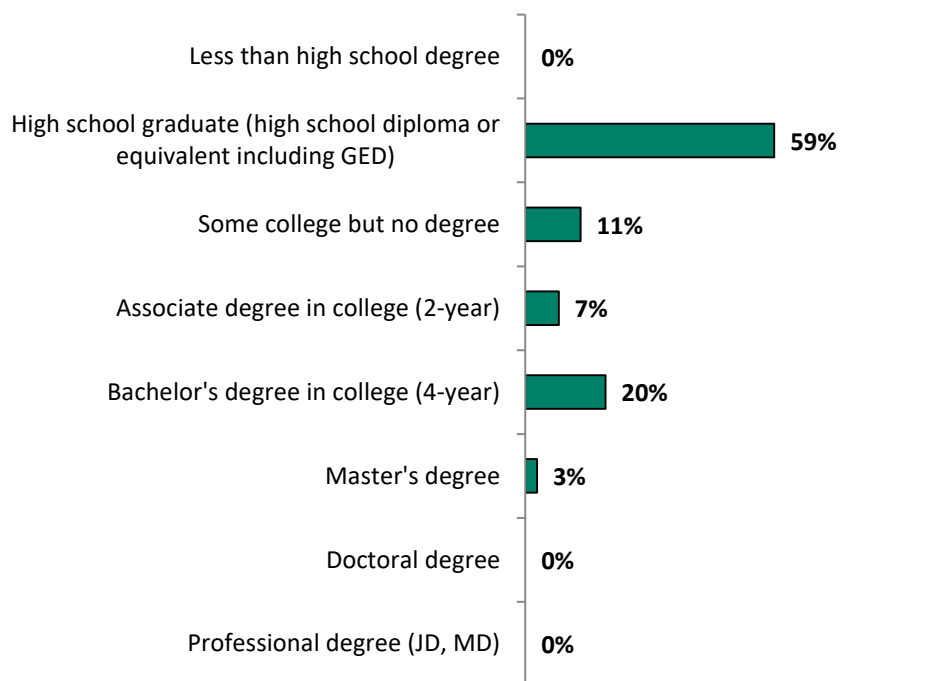


What is your household's annual income?
(n=384)

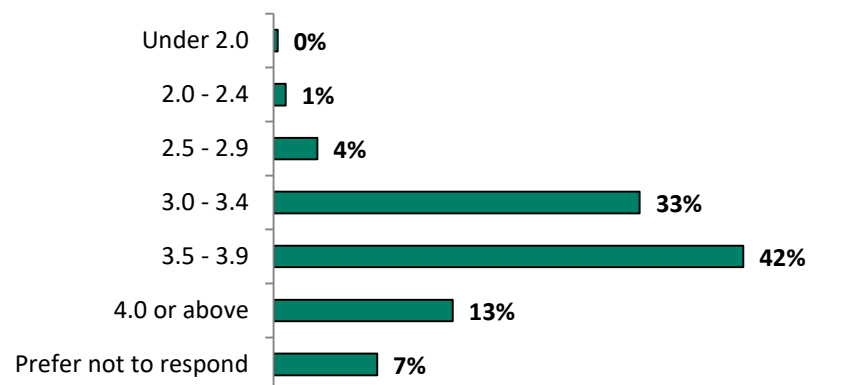


Demographics

What is the highest level of school you have completed or the highest degree you have received? (n=383)



What was your high school GPA? (n=383)



Did your parent(s) graduate from college? (n=383)

