

Reporting on the ongoing application cycle and the impact COVID-19 is having on student decision-making

**Fall 2021
Application
Cycle Report
Data Tables
Supplement**



Depth of Research

Data Tables for the COVID-19 Fall 2021 Application Cycle Report

The key takeaways and insights from our incoming fall 2021 students include strategies for the higher education industry. However, Carnegie Dartlet believes in transparency of findings and research, including robust breakouts of different groups. The reality is that without this context, many numbers are less useful for making decisions. This document is a supplement to our report with all questions broken out by key demographic variables, as well as institutional preferences.

Demographic Variables Glossary

- + All: overview reporting of all completed responses, regardless of breakout.
- + Female/Male: respondent-selected gender collapsed into a dichotomous outcome. Please note that respondents were allowed to select other options, but the volume was so low that the breakouts are of just female (inclusive of transgender female) and male (inclusive of transgender male).
- + Asian/Black/Latinx/White: respondent-selected race. Please note that other race categories were present for selection but were not selected frequently enough for comparative analysis. Also, race is a "select all that apply" category, meaning that not all respondents in two particular race breakouts are necessarily distinct. A person identifying as both "Asian" and "White," for example, would be included in both results averages.
- + Region: respondent-selected current living location based on regional selection map. States for each are Midwest (OH, IL, IN, IA, MI, MN, WI); Mountain West (AZ, CO, ID, MT, ND, NE, NM, NV, SD, UT, WY); Northeast (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT, WV); Heartland (AR, KS, LA, MO, OK, TX); South (AL, FL, GA, KY, MS, NC, SC, TN); and West Coast (AK, CA, HI, OR, WA).
- + Low SES/Mid SES/High SES: need-related breakout of approximate socioeconomic status for each respondent's household confirmed through three separate proxy variables.
- + No Applications/Some Applications/All Applications: whether students have yet to start, already started, or already finished their applications for the fall 2021 cycle.
- + Low GPA/Mid GPA/High GPA: students grouped by approximate success measures in grades, with those in the "high" group achieving mostly As, those in the "mid" group achieving some As but mostly Bs, and those in the "low" group achieving some Bs but mostly Cs or lower.

ABOUT OUR SAMPLE

Student Voices

Using the nationwide CollegeXpress platform and our national paneling partner, Carnegie Dartlet gathered information from current high school seniors looking to begin their college journey in the fall 2021 semester. More than 1,100 students responded to a varied question set that included application hurdles, testing frustrations, virtual tours, and overall college choice. Without a doubt, these students had strong opinions to share. Giving them a space to respond to the outbreak, the survey garnered thousands of open-entry, written responses as well as the quantitative data reported here.

The Power of 1,103 Voices

Robust sample sizes allow for more options statistically in understanding and slicing data. More importantly, perhaps, it level sets the realities of the information. A sample is rarely perfect, so being able to consider responses from various demographic groups is critical to understanding what can be most important to each one. Our demographics totals are reported here, and the breakout tables in this report allow for statistically relevant comparisons across groups.

GENDER	PERCENT	RACE (ALL THAT APPLY)	PERCENT
Female:	55%	American Indian/Alaska Native:	4%
Male:	40%	Asian:	11%
Transgender:	3%	Black or African American:	19%
Other:	2%	Hispanic or Latinx:	20%
		Middle Eastern/North African:	3%
		Pacific Islander:	2%
		White:	57%
		Other:	2%
SOCIOECONOMIC STATUS		LOCATION	
High SES:	27%	Midwest:	15%
Mid SES:	33%	Mountain West:	12%
Low SES:	40%	Northeast:	21%
		Heartland:	17%
APPLICATIONS STATUS		South:	17%
No Applications Complete:	39%	West Coast:	19%
Some Applications Complete:	44%		
All Applications Complete:	17%		
ACADEMIC ACHIEVEMENT			
High GPA (>3.8):	49%		
Mid GPA (3.0-3.8):	34%		
Low GPA: (<3.0):	17%		

RECOMMENDATIONS SPECIFIC TO SCHOOL TYPES

Diverse Strategies

Not every college or university will be impacted the same way during this application cycle. As such, respondents were asked about college and university type to enable data breakouts that can help most institutions understand how certain decisions and touchpoints may influence those students looking for the experience you offer. This starts with single layer breakouts based on school type, size, selectivity, and regional draw.

Common School Combinations

While single layer breakouts are important, schools may find certain results at odds based on competing designations such as size versus selectivity. Some of the most common combinations of factors are presented within college specialty breakouts to cover more rounded and specific school archetypes so that decision-makers can look at results inclusive of the interaction of multiple factors. Note that every combination (there are more than 100!) would not be possible statistically, so certain types are consolidated and the most common groupings are presented here and throughout the report.

INSTITUTION TYPE	PERCENT	SPECIALTY BREAKOUTS	PERCENT
Public:	62%	Regional, Mid-size Publics:	21%
Private (non-religious):	19%	Large Nationals:	17%
Private (religious):	12%	Selective Public Schools:	5%
Community College:	7%	Selective Private Schools:	6%
INSTITUTION SIZE		Non-selective Religious:	10%
Small (<5,000):	25%	National, Mid/Small, Non-religious:	15%
Mid-size (5,000-15,000):	50%	Regional, Small, Non-religious:	10%
Large: (>15,000):	25%	Community College, Local/Regional:	6%
SELECTIVITY		Other Types:	10%
Low Selectivity:	45%		
Average Selectivity:	45%		
High Selectivity:	10%		
REGIONAL DRAW			
Local/Hometown:	29%		
Regional:	35%		
National:	36%		

COLLEGE APPLICATIONS (DEMOGRAPHICS BREAKOUTS)

How many colleges or universities have you applied to so far? How many more do you still intend to apply to?

AUDIENCE	APPLIED AVG	STD DEV	TO APPLY AVG	STD DEV	TOTAL AVG	STD DEV
All	2.14	2.93	4.06	3.98	6.21	4.41
Women	2.06	2.82	4.27	4.12	6.32	4.30
Men	2.25	3.07	3.79	3.77	6.04	4.57
Asian	2.09	3.12	5.19	5.60	7.28	5.46
Black	2.24	3.35	3.75	3.62	5.99	4.78
Latinx	2.04	2.82	4.68	4.23	6.72	4.78
White	2.12	2.63	3.70	3.54	5.82	3.76
Midwest	2.75	3.22	3.34	3.44	6.09	4.26
Mountain West	2.10	2.53	3.41	2.98	5.51	3.70
Northeast	1.79	2.82	5.05	4.45	6.83	4.58
Heartland	2.42	3.16	3.18	3.27	5.60	4.42
South	2.25	2.77	3.68	3.38	5.92	3.67
West Coast	1.78	2.82	4.83	4.73	6.61	5.02
High SES	1.98	2.77	3.63	3.83	5.61	4.36
Mid SES	2.24	2.99	4.09	3.71	6.33	4.31
Low SES	2.15	2.98	4.32	4.25	6.47	4.50
No Applications	0	0	5.52	4.01	5.52	4.01
Some Applied	3.23	2.66	4.38	3.66	7.61	4.55
All Applied	4.21	3.76	0	0	4.21	3.76
High GPA	2.37	3.03	4.34	4.25	6.70	4.57
Mid GPA	1.90	2.71	4.01	3.68	5.91	4.06
Low GPA	1.98	3.02	3.46	3.73	5.44	4.51



Average scores in gold indicate a statically significantly higher score among that audience group.

COLLEGE APPLICATIONS (SCHOOL PREFERENCES BREAKOUTS)

How many colleges or universities have you applied to so far? How many more do you still intend to apply to?

AUDIENCE	APPLIED AVG	STD DEV	TO APPLY AVG	STD DEV	TOTAL AVG	STD DEV
All	2.14	2.93	4.06	3.98	6.21	4.41
Public	2.20	2.82	3.81	3.74	6.01	4.13
Private, NR	2.27	3.67	5.66	4.69	7.93	5.15
Private, R	2.39	2.60	3.44	3.81	5.83	4.31
Community C	0.85	1.51	3.19	3.29	4.04	3.42
Small	2.10	2.91	3.60	3.77	5.69	4.50
Mid-Size	2.10	2.99	4.34	4.05	6.43	4.55
Large	2.28	2.82	4.04	4.01	6.32	3.99
Low Selectivity	2.03	2.71	3.05	3.23	5.08	4.01
Mid Selectivity	2.18	2.85	4.67	4.06	6.85	4.22
High Selectivity	2.51	4.07	5.75	5.33	8.26	5.61
Local	1.70	2.45	3.10	3.06	4.80	3.63
Regional	2.10	2.50	3.99	3.79	6.09	3.90
National	2.51	3.52	4.86	4.56	7.37	5.02
Reg, Mid, Pub	1.92	2.38	3.33	3.06	5.25	3.50
Large National	2.51	2.96	4.02	3.94	6.53	3.85
Selective Pub	3.09	4.57	5.23	5.48	8.32	5.53
Selective Prv	2.31	3.89	6.63	5.39	8.94	5.77
Rel, Non-Select	2.43	2.66	3.44	3.81	5.87	4.37
Nat, Mid/Small	2.51	3.51	4.85	4.31	7.35	5.02
Reg, Small	1.82	2.40	3.72	3.68	5.54	4.63
CC, Loc/Reg	0.88	1.54	3.25	3.35	4.13	3.48
Other	1.84	2.64	4.21	3.82	6.06	3.85



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APPLICATION CHANGE (DEMOGRAPHIC BREAKOUTS)

How has the COVID-19 pandemic increased or decreased the number of schools to which you applied or plan to apply?

AUDIENCE	HIGH DECREASE	SLIGHT DEC	NO CHANGE	SLIGHT INC	HIGH INCREASE	AVERAGE
All	11%	21%	57%	8%	4%	2.74
Women	7%	20%	61%	9%	4%	2.82
Men	15%	23%	51%	7%	4%	2.63
Asian	13%	20%	54%	9%	4%	2.71
Black	15%	26%	50%	7%	3%	2.57
Latinx	11%	26%	49%	8%	6%	2.73
White	7%	18%	64%	8%	4%	2.83
Midwest	7%	21%	56%	12%	5%	2.87
Mountain West	12%	20%	59%	6%	3%	2.70
Northeast	10%	23%	55%	7%	4%	2.73
Heartland	13%	19%	57%	7%	3%	2.67
South	11%	21%	56%	8%	5%	2.76
West Coast	10%	21%	57%	8%	4%	2.73
High SES	15%	22%	50%	10%	4%	2.66
Mid SES	8%	18%	64%	6%	4%	2.80
Low SES	10%	23%	55%	8%	4%	2.75
No Applications	13%	21%	56%	6%	4%	2.68
Some Applied	9%	24%	51%	11%	5%	2.78
All Applied	9%	13%	72%	3%	3%	2.80
High GPA	8%	17%	62%	10%	3%	2.83
Mid GPA	10%	25%	55%	5%	5%	2.70
Low GPA	18%	25%	44%	8%	5%	2.57



Average scores in gold indicate a statically significantly higher score among that audience group.

About 5% of all respondents were "unsure" about the change. Reported are those who felt confident to respond.

APPLICATION CHANGE (SCHOOL PREFERENCES BREAKOUTS)

How has the COVID-19 pandemic increased or decreased the number of schools to which you applied or plan to apply?

AUDIENCE	HIGH DECREASE	SLIGHT DEC	NO CHANGE	SLIGHT INC	HIGH INCREASE	AVERAGE
All	11%	21%	57%	8%	4%	2.74
Public	11%	22%	55%	8%	4%	2.73
Private, NR	11%	21%	57%	9%	3%	2.71
Private, R	8%	18%	60%	9%	6%	2.86
Community C	11%	15%	65%	3%	6%	2.77
Small	13%	17%	60%	6%	4%	2.71
Mid-Size	10%	23%	56%	8%	4%	2.74
Large	10%	22%	54%	9%	5%	2.78
Low Selectivity	11%	23%	56%	6%	4%	2.70
Mid Selectivity	9%	21%	58%	8%	4%	2.77
High Selectivity	12%	16%	53%	14%	5%	2.83
Local	12%	21%	59%	6%	3%	2.69
Regional	9%	19%	60%	9%	4%	2.81
National	11%	23%	52%	9%	5%	2.73
Reg, Mid, Pub	10%	22%	57%	7%	4%	2.73
Large National	10%	24%	52%	9%	6%	2.78
Selective Pub	14%	16%	50%	9%	11%	2.89
Selective Prv	9%	15%	59%	17%	0%	2.83
Rel, Non-Select	7%	19%	62%	8%	4%	2.83
Nat, Mid/Small	11%	28%	49%	8%	4%	2.65
Reg, Small	14%	16%	61%	5%	4%	2.70
CC, Loc/Reg	12%	16%	64%	3%	6%	2.75
Other	10%	19%	61%	8%	2%	2.72



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About 5% of all respondents were "unsure" about the change. Reported are those who felt confident to respond.

REASONS FOR NON-APPLICATION

You mentioned previously that you have not yet applied to all the colleges to which you plan to apply. Which of the following reasons has stopped you from applying so far? What is the most important?

FACTOR	SELECTED	MOST IMPORTANT	AUDIENCES MORE LIKELY TO SELECT THIS FACTOR
Still Gathering College Info	40%	18%	Latinx, Mid SES, or Prefers Selective Public
Too Overwhelmed	30%	15%	Women or Asian/Latinx
Needs Help - Guidance Counselor	22%	7%	Latinx/Black
In No Rush	21%	10%	Men, Asian, High SES, or Prefers Mid Size
Needs Help - Parent	17%	5%	Northeast/West Coast
Waiting for Discounts	16%	3%	Low SES
Need to Improve GPA	15%	3%	Low SES or Low GPA
Waiting for School COVID Info	15%	3%	Latinx/Black
Waiting to Take SAT	14%	4%	No Significant Differences
Application Issues	13%	3%	No Significant Differences
Waiting for In-person Event	13%	4%	Prefers Small or Private Religious
Waiting to Take ACT	13%	4%	High SES or Low GPA
Unable to Afford App Fee	13%	4%	Heartland, Low SES, or Low GPA
Waiting to Learn COVID Impact	13%	2%	Low GPA
Waiting to See if In-person	12%	3%	Mid GPA
Parent Approval	10%	2%	Men, Asian, or High SES
Other (Please specify)*	9%	6%	Women or Prefers Private
Waiting for Extended Deadline	9%	1%	Black or Prefers Low Selectivity
Waiting for COVID Vaccine	7%	1%	Men
Personal/Family Health Issue	6%	1%	Men

*Write-in responses include: took test, waiting on scores; school application is not available/offline; waiting on a specialty scholarship; editing/working on essay questions; and waiting on a letter of recommendation.

APPLY DATE (DEMOGRAPHIC BREAKOUTS)

In what month do you believe you will have finished all your applications?

AUDIENCE	Nov 2020	Dec 2020	Jan 2021	Feb 2021	March 2021	Later
All	24%	32%	24%	10%	6%	5%
Women	27%	34%	24%	7%	5%	3%
Men	20%	29%	23%	14%	8%	7%
Asian	22%	28%	32%	12%	3%	3%
Black	20%	30%	27%	9%	10%	5%
Latinx	19%	34%	22%	13%	7%	6%
White	30%	34%	20%	7%	5%	4%
Midwest	34%	30%	18%	9%	5%	4%
Mountain West	16%	37%	24%	11%	7%	5%
Northeast	27%	34%	26%	9%	3%	1%
Heartland	16%	30%	27%	10%	11%	6%
South	22%	33%	24%	12%	5%	4%
West Coast	25%	29%	22%	9%	7%	7%
High SES	23%	24%	28%	15%	5%	6%
Mid SES	23%	37%	20%	8%	8%	6%
Low SES	25%	33%	24%	9%	6%	4%
No Applications	23%	28%	24%	11%	7%	7%
Some Applied	24%	35%	24%	9%	5%	3%
All Applied	N/A	N/A	N/A	N/A	N/A	N/A
High GPA	27%	38%	22%	7%	4%	3%
Mid GPA	26%	29%	22%	12%	7%	5%
Low GPA	10%	22%	32%	16%	12%	9%

APPLY DATE (SCHOOL PREFERENCES BREAKOUTS)

In what month do you believe you will have finished all your applications?

AUDIENCE	Nov 2020	Dec 2020	Jan 2021	Feb 2021	March 2021	Later
All	24%	32%	24%	10%	6%	5%
Public	26%	31%	22%	11%	7%	4%
Private, NR	23%	34%	26%	8%	3%	6%
Private, R	25%	34%	27%	7%	3%	4%
Community C	9%	28%	25%	15%	15%	10%
Small	23%	30%	20%	10%	9%	8%
Mid-Size	22%	32%	25%	12%	5%	4%
Large	29%	33%	23%	5%	7%	3%
Low Selectivity	20%	31%	24%	12%	8%	6%
Mid Selectivity	29%	33%	21%	8%	6%	3%
High Selectivity	17%	34%	33%	10%	1%	5%
Local	21%	29%	21%	13%	8%	8%
Regional	28%	35%	23%	8%	4%	2%
National	22%	32%	26%	9%	7%	5%
Reg, Mid, Pub	26%	32%	22%	14%	5%	2%
Large National	29%	33%	24%	5%	8%	2%
Selective Pub	22%	28%	31%	11%	3%	6%
Selective Prv	17%	36%	38%	4%	0%	4%
Rel, Non-Select	27%	33%	25%	5%	4%	5%
Nat, Mid/Small	23%	32%	21%	11%	9%	5%
Reg, Small	24%	38%	19%	8%	5%	7%
CC, Loc/Reg	9%	26%	26%	15%	14%	11%
Other	27%	29%	22%	12%	5%	6%

DEADLINE EXTENSION (DEMOGRAPHIC BREAKOUTS)

How favorably would you view a school that extends its application deadline as a result of the COVID-19 situation, regardless of whether you need that extension?

AUDIENCE	FAR LESS	SLIGHTLY LESS	NO CHANGE	SLIGHTLY MORE	FAR MORE	AVERAGE
All	3%	8%	45%	31%	15%	3.48
Women	2%	6%	44%	30%	18%	3.58
Men	4%	10%	45%	31%	10%	3.34
Asian	3%	7%	41%	32%	16%	3.52
Black	3%	7%	45%	29%	17%	3.51
Latinx	2%	8%	35%	34%	20%	3.62
White	2%	7%	49%	31%	12%	3.44
Midwest	2%	8%	40%	38%	13%	3.51
Mountain West	1%	7%	54%	31%	8%	3.38
Northeast	3%	6%	46%	30%	15%	3.50
Heartland	4%	8%	45%	27%	17%	3.45
South	1%	7%	44%	27%	21%	3.59
West Coast	3%	9%	44%	31%	13%	3.43
High SES	5%	15%	46%	24%	9%	3.17
Mid SES	1%	6%	46%	36%	11%	3.49
Low SES	2%	3%	43%	30%	22%	3.68
No Applications	3%	7%	38%	32%	21%	3.60
Some Applied	2%	7%	44%	33%	13%	3.47
All Applied	2%	9%	60%	22%	7%	3.23
High GPA	3%	6%	46%	31%	15%	3.50
Mid GPA	2%	7%	41%	32%	18%	3.57
Low GPA	3%	13%	48%	28%	9%	3.28



Average scores in gold indicate a statically significantly higher score among that audience group.

DEADLINE EXTENSION (SCHOOL PREFERENCES BREAKOUTS)

How favorably would you view a school that extends its application deadline as a result of the COVID-19 situation, regardless of whether you need that extension?

AUDIENCE	FAR LESS	SLIGHTLY LESS	NO CHANGE	SLIGHTLY MORE	FAR MORE	AVERAGE
All	3%	8%	45%	31%	15%	3.48
Public	2%	8%	46%	29%	15%	3.47
Private, NR	4%	6%	42%	36%	13%	3.48
Private, R	2%	8%	49%	29%	12%	3.41
Community C	1%	8%	36%	31%	24%	3.70
Small	3%	8%	44%	34%	11%	3.41
Mid-Size	2%	6%	40%	34%	18%	3.60
Large	3%	10%	53%	22%	14%	3.34
Low Selectivity	2%	9%	45%	31%	14%	3.46
Mid Selectivity	2%	7%	45%	29%	16%	3.50
High Selectivity	6%	6%	41%	32%	17%	3.48
Local	2%	5%	48%	31%	15%	3.51
Regional	3%	7%	40%	35%	15%	3.53
National	3%	10%	46%	26%	15%	3.41
Reg, Mid, Pub	1%	7%	42%	31%	19%	3.60
Large National	3%	12%	49%	21%	15%	3.33
Selective Pub	7%	7%	36%	31%	20%	3.51
Selective Prv	4%	4%	43%	36%	13%	3.51
Rel, Non-Select	3%	6%	49%	28%	14%	3.46
Nat, Mid/Small	2%	8%	44%	31%	16%	3.51
Reg, Small	4%	5%	43%	41%	8%	3.44
CC, Loc/Reg	1%	8%	35%	30%	26%	3.70
Other	2%	8%	50%	35%	6%	3.36



Average scores in gold indicate a statically significantly higher score among that audience group.

COLLEGE CHOICE FACTORS

What are the most important factors that help you determine if a college or university is ideal for you? Have these factors increased or decreased in importance during the pandemic?

FACTOR	SELECTED	IMPORTANCE CHANGE	AUDIENCES MORE LIKELY TO SELECT THIS FACTOR
Scholarships and aid	53%	Large Increase	Women, Midwest, or Low SES
Academic programs offered	41%	Slight Increase	Women, White, or Mid/High GPA
Net cost	29%	Large Increase	Men, Asian/White, High GPA, or Prefers Mid-Size
Surrounding city	27%	Moderate Decrease	Men or High SES
Job/graduate placement	24%	Moderate Increase	High/Mid GPA
Campus safety	21%	Large Increase	Women
Close to home	20%	Moderate Increase	Women, Black, Mid GPA, or Prefers Local
Athletics	16%	Slight Increase	Men, Black/White, or Prefers Large
Campus attractiveness	14%	Slight Decrease	Women, West Coast, or High SES
Student/faculty diversity	13%	Slight Increase	Women or Black/Latinx
Academic rigor	12%	No Change	Women, High GPA, or Prefers Selective
Student quality	12%	Moderate Increase	Men
Surrounding community	9%	No Change	Latinx/White or High/Mid SES
Faculty quality	9%	Slight Increase	No Significant Differences
School spirit	8%	No Change	Women or High SES
Extracurriculars	8%	No Change	Low GPA
Prestige	7%	Slight Decrease	Men, High SES, or Prefers Selective Private
Campus amenities	7%	Slight Increase	No Significant Differences
Research opportunities	7%	No Change	Prefers Mid-Size
Technology access	7%	Moderate Increase	Men or Black/Latinx
Ability to double major	6%	No Change	No Significant Differences
Vibrant faith communities	5%	Moderate Increase	Women or Prefers Non-selective Religious
Far from home	5%	No Change	Prefers Large National
Selectivity	4%	No Change	Men or Prefers Private or Selective
Events/performances	4%	Slight Decrease	Low GPA
Personal references	4%	Moderate Decrease	Men or Low GPA
Community service	3%	No Change	No Significant Differences
Alumni network	3%	No Change	No Significant Differences

ONLINE ACCEPTANCE (DEMOGRAPHIC BREAKOUTS)

Would you consider taking the majority of your college courses online?

AUDIENCE	WILL NOT	SLIGHTLY	SOMEWHAT	HIGHLY	PREFERRED	OCT AVERAGE	MAY AVG
All	20%	31%	33%	10%	6%	2.51	2.27
Women	21%	32%	33%	9%	6%	2.48	2.25
Men	20%	29%	34%	13%	4%	2.53	2.29
Asian	11%	29%	43%	11%	7%	2.75	2.31
Black	12%	27%	38%	13%	10%	2.83	2.36
Latinx	17%	29%	36%	12%	6%	2.61	2.40
White	26%	33%	29%	8%	4%	2.29	2.18
Midwest	23%	36%	31%	8%	3%	2.33	2.25
Mountain West	20%	29%	39%	10%	2%	2.46	2.21
Northeast	24%	34%	31%	8%	4%	2.34	2.18
Heartland	17%	30%	36%	12%	6%	2.61	2.35
South	24%	26%	29%	15%	6%	2.53	2.26
West Coast	15%	29%	37%	11%	9%	2.70	2.30
High SES	19%	28%	39%	9%	4%	2.51	2.25
Mid SES	19%	31%	34%	10%	5%	2.50	2.21
Low SES	21%	32%	29%	11%	7%	2.50	2.33
No Applications	18%	33%	33%	12%	5%	2.54	N/A
Some Applied	19%	30%	36%	10%	6%	2.54	N/A
All Applied	29%	30%	28%	10%	4%	2.32	N/A
High GPA	22%	33%	31%	10%	5%	2.43	2.14
Mid GPA	21%	30%	33%	11%	5%	2.50	2.26
Low GPA	13%	27%	40%	13%	7%	2.75	2.40



Average scores in gold indicate a statically significantly higher score among that audience group.

ONLINE ACCEPTANCE (SCHOOL PREFERENCES BREAKOUTS)

Would you consider taking the majority of your college courses online?

AUDIENCE	WILL NOT	SLIGHTLY	SOMEWHAT	HIGHLY	PREFERRED	OCT AVERAGE	MAY AVG
All	20%	31%	33%	10%	6%	2.51	2.27
Public	19%	31%	34%	10%	6%	2.53	2.31
Private, NR	21%	30%	35%	13%	2%	2.46	2.21
Private, R	32%	35%	22%	8%	4%	2.18	2.02
Community C	8%	27%	39%	17%	10%	2.95	2.66
Small	23%	27%	30%	13%	8%	2.55	N/A
Mid-Size	17%	31%	36%	11%	5%	2.55	N/A
Large	23%	34%	31%	7%	6%	2.38	N/A
Low Selectivity	17%	29%	37%	11%	6%	2.61	N/A
Mid Selectivity	22%	34%	30%	10%	5%	2.41	N/A
High Selectivity	28%	27%	29%	12%	5%	2.38	N/A
Local	17%	25%	36%	12%	9%	2.72	N/A
Regional	18%	37%	33%	9%	3%	2.40	N/A
National	24%	29%	31%	10%	5%	2.42	N/A
Reg, Mid, Pub	14%	32%	39%	9%	6%	2.61	N/A
Large National	25%	34%	30%	6%	5%	2.33	N/A
Selective Pub	28%	32%	26%	9%	6%	2.34	N/A
Selective Prv	32%	22%	30%	15%	2%	2.33	N/A
Rel, Non-Select	28%	39%	21%	8%	5%	2.23	N/A
Nat, Mid/Small	21%	28%	32%	17%	3%	2.54	N/A
Reg, Small	18%	25%	36%	11%	10%	2.68	N/A
CC, Loc/Reg	8%	27%	40%	15%	11%	2.94	N/A
Other	19%	31%	37%	10%	3%	2.47	N/A



Average scores in gold indicate a statically significantly higher score among that audience group.

CAMPUS LIVING (DEMOGRAPHIC BREAKOUTS)

Would you consider living on campus in a dorm or residence hall?

AUDIENCE	WILL NOT	SLIGHTLY	SOMEWHAT	HIGHLY	PREFERRED	OCT AVERAGE	MAY AVG
All	7%	11%	25%	25%	32%	3.63	4.04
Women	7%	9%	21%	27%	36%	3.76	4.07
Men	8%	14%	30%	23%	25%	3.45	3.97
Asian	18%	15%	24%	26%	17%	3.09	3.64
Black	6%	12%	29%	24%	28%	3.58	4.20
Latinx	7%	11%	31%	28%	23%	3.51	3.78
White	6%	9%	21%	25%	40%	3.85	4.14
Midwest	6%	8%	23%	28%	35%	3.79	4.10
Mountain West	8%	18%	17%	25%	32%	3.55	3.98
Northeast	7%	10%	24%	24%	36%	3.73	4.14
Heartland	7%	9%	29%	27%	29%	3.60	3.93
South	8%	14%	22%	21%	35%	3.61	4.06
West Coast	7%	12%	29%	27%	25%	3.51	3.98
High SES	7%	16%	32%	25%	20%	3.34	4.07
Mid SES	7%	10%	25%	28%	31%	3.66	4.01
Low SES	8%	9%	20%	23%	41%	3.81	4.05
No Applications	10%	13%	28%	24%	26%	3.44	N/A
Some Applied	6%	10%	25%	26%	32%	3.69	N/A
All Applied	5%	10%	16%	25%	43%	3.92	N/A
High GPA	7%	10%	19%	28%	36%	3.75	4.18
Mid GPA	8%	11%	28%	22%	31%	3.59	4.01
Low GPA	7%	14%	35%	24%	21%	3.40	3.87



Average scores in gold indicate a statically significantly higher score among that audience group.

CAMPUS LIVING (SCHOOL PREFERENCES BREAKOUTS)

Would you consider living on campus in a dorm or residence hall?

AUDIENCE	WILL NOT	SLIGHTLY	SOMEWHAT	HIGHLY	PREFERRED	OCT AVERAGE	MAY AVG
All	7%	11%	25%	25%	32%	3.63	4.04
Public	7%	12%	25%	25%	31%	3.62	4.01
Private, NR	7%	7%	26%	30%	30%	3.69	4.22
Private, R	6%	8%	16%	25%	45%	3.96	4.22
Community C	13%	24%	33%	13%	19%	3.02	3.22
Small	9%	14%	25%	23%	30%	3.52	N/A
Mid-Size	7%	11%	27%	26%	29%	3.59	N/A
Large	6%	9%	21%	25%	40%	3.85	N/A
Low Selectivity	11%	14%	24%	20%	31%	3.45	N/A
Mid Selectivity	4%	9%	25%	31%	32%	3.78	N/A
High Selectivity	5%	7%	23%	26%	39%	3.87	N/A
Local	15%	19%	30%	17%	19%	3.06	N/A
Regional	5%	8%	25%	26%	36%	3.79	N/A
National	3%	8%	20%	30%	39%	3.94	N/A
Reg, Mid, Pub	10%	13%	29%	24%	25%	3.41	N/A
Large National	4%	8%	17%	29%	43%	3.99	N/A
Selective Pub	2%	9%	23%	26%	40%	3.93	N/A
Selective Prv	4%	4%	26%	30%	37%	3.92	N/A
Rel, Non-Select	8%	8%	16%	25%	43%	3.88	N/A
Nat, Mid/Small	2%	10%	24%	30%	34%	3.86	N/A
Reg, Small	15%	14%	27%	24%	20%	3.20	N/A
CC, Loc/Reg	13%	22%	32%	13%	20%	3.04	N/A
Other	8%	12%	31%	21%	29%	3.50	N/A



Average scores in gold indicate a statically significantly higher score among that audience group.

SCENARIOS AND COMMITMENT LIKELIHOOD

Assuming the COVID-19 pandemic is not completely resolved by next fall, please indicate what your most likely course of action will be if your top choice school makes the following course decisions.

SCENARIO	ATTEND AS NORMAL	ATTEND WITH ADDITIONAL HELP	DEFER TO LATER WITH SAME SCHOOL	CANCEL EDUCATION ENTIRELY	ATTEND SIMILAR ALTERNATIVE	ATTEND A BUDGET OPTION
Campus opens as usual, no COVID-19 adjustments.	45%	23%	10%	3%	15%	5%
Campus opens with social distancing and masks.	68%	17%	6%	3%	4%	3%
A hybrid format is offered with no change in cost.	45%	26%	9%	3%	9%	8%
A hybrid format is offered with a discount.	70%	14%	6%	4%	4%	3%
An online-only format is used with no change in cost.	32%	18%	14%	5%	20%	11%
An online-only format is used with a discount.	53%	17%	10%	3%	12%	5%

SCENARIO	DEMOGRAPHIC GROUPS MORE LIKELY TO ATTEND AS NORMAL COMPARED TO OTHER GROUPS WHEN FACING EACH SCENARIO
Campus opens as usual, no COVID-19 adjustments.	White or Already Applied
Campus opens with social distancing and masks.	Women, White, Low/Mid SES, or High GPA
A hybrid format is offered with no change in cost.	From South or Prefers Low Selectivity
A hybrid format is offered with a discount.	Women, Low/Mid SES, or High GPA
An online-only format is used with no change in cost.	Women or Prefers Low Selectivity
An online-only format is used with a discount.	Already Applied or Prefers Local or Low Selectivity

TOURING (DEMOGRAPHICS BREAKOUTS)

Have you taken part in a self-guided tour of a college campus in person? How effective was it?

Have you taken part in a virtual campus tour led by college staff? How effective was it?

AUDIENCE	SELF-GUIDED PERCENT	EFFECTIVENESS*	VIRTUAL TOUR PERCENT	EFFECTIVENESS*
All	49%	2.91	51%	2.91
Women	49%	2.99	53%	2.92
Men	50%	2.82	49%	2.89
Asian	41%	2.93	50%	2.91
Black	45%	2.95	53%	3.00
Latinx	47%	2.99	50%	3.08
White	52%	2.91	51%	2.82
Midwest	51%	2.82	58%	2.81
Mountain West	46%	2.80	42%	2.80
Northeast	54%	2.96	60%	2.95
Heartland	50%	2.89	49%	2.92
South	49%	3.00	46%	3.01
West Coast	44%	2.93	47%	2.91
High SES	52%	2.78	57%	2.72
Mid SES	51%	2.93	51%	2.92
Low SES	46%	3.00	48%	3.05
No Applications	43%	2.88	45%	2.84
Some Applied	53%	2.89	57%	2.92
All Applied	54%	3.04	52%	3.00
High GPA	52%	2.91	56%	2.91
Mid GPA	47%	2.96	46%	3.00
Low GPA	46%	2.83	49%	2.75



Average scores in gold indicate a statistically significantly higher score among that audience group.

*Effectiveness rated on a 5-point scale from not at all effective (1) to completely effective (5).

TOURING (SCHOOL PREFERENCES BREAKOUTS)

Have you taken part in a self-guided tour of a college campus in person? How effective was it?

Have you taken part in a virtual campus tour led by college staff? How effective was it?

AUDIENCE	SELF-GUIDED PERCENT	EFFECTIVENESS*	VIRTUAL TOUR PERCENT	EFFECTIVENESS*
All	49%	2.91	51%	2.91
Public	47%	2.93	49%	2.88
Private, NR	53%	2.88	62%	2.93
Private, R	60%	3.00	59%	3.02
Community C	38%	2.70	31%	2.92
Small	48%	2.73	50%	2.91
Mid-Size	50%	3.00	53%	2.94
Large	48%	2.92	50%	2.86
Low Selectivity	47%	2.92	46%	2.92
Mid Selectivity	51%	2.87	56%	2.94
High Selectivity	51%	3.06	56%	2.76
Local	44%	2.81	39%	2.94
Regional	54%	2.98	54%	2.93
National	49%	2.92	59%	2.88
Reg, Mid, Pub	47%	2.97	46%	2.91
Large National	49%	2.94	52%	2.95
Selective Pub	51%	3.21	53%	2.80
Selective Prv	54%	2.93	63%	2.73
Rel, Non-Select	61%	3.03	58%	3.03
Nat, Mid/Small	48%	2.89	63%	2.84
Reg, Small	46%	2.59	42%	2.98
CC, Loc/Reg	39%	2.70	33%	2.92
Other	49%	2.94	52%	2.96



Average scores in gold indicate a statistically significantly higher score among that audience group.

*Effectiveness rated on a 5-point scale from not at all effective (1) to completely effective (5).

FUTURE VIRTUAL TOURS (DEMOGRAPHIC BREAKOUTS)

Which of these statements is most true regarding your feelings about attending virtual college admissions events in the future?

AUDIENCE	NOT NEEDED	PREFER LIVE	IF INCENTIVISED	WILL ATTEND	SIGNED UP
All	26%	28%	18%	23%	6%
Women	24%	25%	17%	27%	8%
Men	29%	31%	19%	18%	3%
Asian	32%	19%	19%	22%	9%
Black	27%	24%	20%	23%	7%
Latinx	28%	21%	21%	26%	5%
White	23%	35%	14%	22%	6%
Midwest	18%	39%	19%	20%	5%
Mountain West	24%	27%	16%	30%	3%
Northeast	23%	28%	18%	22%	9%
Heartland	28%	30%	16%	23%	3%
South	31%	27%	16%	23%	3%
West Coast	30%	19%	21%	22%	8%
High SES	30%	35%	17%	14%	4%
Mid SES	23%	28%	18%	27%	5%
Low SES	26%	22%	18%	26%	8%
No Applications	27%	27%	17%	22%	7%
Some Applied	24%	27%	20%	24%	5%
All Applied	30%	30%	14%	22%	4%
High GPA	25%	28%	14%	26%	8%
Mid GPA	27%	25%	21%	23%	5%
Low GPA	28%	33%	21%	15%	3%

FUTURE VIRTUAL TOURS (SCHOOL PREFERENCES BREAKOUTS)

Which of these statements is most true regarding your feelings about attending virtual college admissions events in the future?

AUDIENCE	NOT NEEDED	PREFER LIVE	IF INCENTIVISED	WILL ATTEND	SIGNED UP
All	26%	28%	18%	23%	6%
Public	28%	26%	19%	22%	5%
Private, NR	21%	27%	15%	29%	8%
Private, R	21%	36%	15%	22%	7%
Community C	29%	29%	19%	18%	5%
Small	27%	32%	16%	21%	4%
Mid-Size	26%	26%	19%	23%	7%
Large	26%	26%	19%	24%	5%
Low Selectivity	28%	29%	19%	20%	5%
Mid Selectivity	25%	28%	17%	24%	7%
High Selectivity	24%	20%	17%	32%	7%
Local	31%	26%	18%	20%	5%
Regional	23%	28%	20%	23%	6%
National	25%	28%	16%	26%	6%
Reg, Mid, Pub	29%	25%	21%	20%	6%
Large National	24%	26%	21%	24%	4%
Selective Pub	21%	17%	26%	28%	9%
Selective Prv	24%	24%	11%	33%	7%
Rel, Non-Select	22%	36%	13%	21%	9%
Nat, Mid/Small	22%	32%	15%	26%	5%
Reg, Small	34%	26%	16%	22%	2%
CC, Loc/Reg	29%	28%	20%	17%	5%
Other	26%	29%	16%	21%	8%

VISIT IMPORTANCE (DEMOGRAPHIC BREAKOUTS)

How important is it to you to have an in-person experience like a campus tour with a college or university before choosing it as your higher education destination?

AUDIENCE	NOT AT ALL	SLIGHTLY	SOMEWHAT	HIGHLY	CRITICAL	OCT AVERAGE	MAY AVG
All	11%	19%	27%	31%	12%	3.15	3.62
Women	9%	19%	25%	33%	14%	3.24	3.64
Men	13%	19%	29%	28%	11%	3.04	3.57
Asian	16%	23%	34%	20%	8%	2.81	3.25
Black	17%	19%	36%	23%	6%	2.83	3.68
Latinx	10%	26%	30%	26%	9%	2.98	3.48
White	7%	14%	21%	41%	18%	3.48	3.72
Midwest	8%	18%	23%	38%	13%	3.32	3.69
Mountain West	12%	20%	25%	26%	18%	3.19	3.54
Northeast	7%	17%	25%	34%	17%	3.37	3.70
Heartland	12%	17%	28%	32%	11%	3.13	3.65
South	15%	16%	27%	32%	11%	3.08	3.65
West Coast	13%	24%	32%	23%	7%	2.87	3.41
High SES	15%	24%	29%	22%	10%	2.88	3.54
Mid SES	10%	20%	25%	38%	8%	3.14	3.66
Low SES	9%	14%	28%	32%	17%	3.35	3.62
No Applications	12%	17%	29%	29%	13%	3.12	N/A
Some Applied	10%	23%	26%	31%	10%	3.06	N/A
All Applied	9%	11%	24%	37%	19%	3.46	N/A
High GPA	9%	18%	25%	36%	12%	3.24	3.64
Mid GPA	10%	18%	29%	29%	15%	3.22	3.62
Low GPA	17%	25%	30%	21%	7%	2.77	3.60



Average scores in gold indicate a statically significantly higher score among that audience group.

VISIT IMPORTANCE (SCHOOL PREFERENCES BREAKOUTS)

How important is it to you to have an in-person experience like a campus tour with a college or university before choosing it as your higher education destination?

AUDIENCE	NOT AT ALL	SLIGHTLY	SOMEWHAT	HIGHLY	CRITICAL	OCT AVERAGE	MAY AVG
All	11%	19%	27%	31%	12%	3.15	3.62
Public	12%	19%	30%	28%	11%	3.09	3.61
Private, NR	9%	20%	25%	37%	9%	3.17	3.61
Private, R	8%	14%	16%	35%	28%	3.61	3.84
Community C	13%	21%	29%	34%	4%	2.95	3.33
Small	14%	14%	22%	35%	15%	3.22	N/A
Mid-Size	11%	19%	29%	30%	11%	3.11	N/A
Large	9%	22%	27%	29%	13%	3.15	N/A
Low Selectivity	14%	20%	27%	29%	11%	3.03	N/A
Mid Selectivity	8%	18%	28%	33%	13%	3.25	N/A
High Selectivity	10%	19%	25%	31%	15%	3.22	N/A
Local	13%	19%	31%	29%	8%	2.99	N/A
Regional	9%	18%	25%	34%	14%	3.27	N/A
National	11%	19%	26%	30%	14%	3.18	N/A
Reg, Mid, Pub	12%	18%	32%	28%	11%	3.09	N/A
Large National	7%	22%	27%	32%	12%	3.20	N/A
Selective Pub	9%	13%	34%	32%	13%	3.28	N/A
Selective Prv	9%	26%	15%	32%	19%	3.24	N/A
Rel, Non-Select	9%	11%	14%	38%	27%	3.62	N/A
Nat, Mid/Small	11%	19%	29%	29%	12%	3.11	N/A
Reg, Small	15%	17%	26%	37%	5%	2.99	N/A
CC, Loc/Reg	13%	21%	30%	32%	4%	2.92	N/A
Other	12%	21%	29%	25%	12%	3.04	N/A



Average scores in gold indicate a statically significantly higher score among that audience group.

DECISION ASSISTANCE (DEMOGRAPHICS BREAKOUTS)

How involved have guidance counselors and parents been in helping you make college or university decisions? Compared to older siblings, friends, or others, do you think you are receiving more or less assistance from these resources?

AUDIENCE	COUNSELORS*	PERCEPTION*	PARENTS*	PERCEPTION*
All	2.58	2.67	3.14	3.17
Women	2.49	2.65	3.13	3.16
Men	2.68	2.70	3.15	3.17
Asian	2.58	2.57	2.97	3.22
Black	2.93	2.88	3.13	3.23
Latinx	2.78	2.79	2.89	3.14
White	2.35	2.54	3.29	3.15
Midwest	2.59	2.68	3.17	3.13
Mountain West	2.39	2.65	3.10	3.20
Northeast	2.59	2.76	3.22	3.23
Heartland	2.54	2.69	3.14	3.18
South	2.61	2.63	3.22	3.18
West Coast	2.63	2.58	2.97	3.07
High SES	2.73	2.78	3.12	3.09
Mid SES	2.53	2.63	3.23	3.25
Low SES	2.53	2.63	3.08	3.14
No Applications	2.58	2.55	3.07	3.14
Some Applied	2.61	2.76	3.17	3.20
All Applied	2.47	2.67	3.23	3.12
High GPA	2.42	2.54	3.21	3.17
Mid GPA	2.69	2.76	3.13	3.19
Low GPA	2.80	2.83	2.95	3.07

Average scores in gold indicate a statically significantly higher score among that audience group.



*Assistance and perception rated on a 5-point scale with 1 being no assistance and far lower perception of help and 5 being complete control of decisions and far higher perception of help.

About 1% of students did not have parents or guidance counselors and 10% were unsure of their perception.

DECISION ASSISTANCE (SCHOOL PREFERENCES BREAKOUTS)

How involved have guidance counselors and parents been in helping you make college or university decisions? Compared to older siblings, friends, or others, do you think you are receiving more or less assistance from these resources?

AUDIENCE	COUNSELORS*	PERCEPTION*	PARENTS*	PERCEPTION*
All	2.58	2.67	3.14	3.17
Public	2.55	2.63	3.09	3.18
Private, NR	2.59	2.71	3.19	3.08
Private, R	2.68	2.75	3.47	3.22
Community C	2.63	2.66	2.87	3.13
Small	2.54	2.64	3.24	3.15
Mid-Size	2.62	2.70	3.11	3.19
Large	2.52	2.62	3.09	3.13
Low Selectivity	2.70	2.77	3.15	3.19
Mid Selectivity	2.48	2.58	3.12	3.10
High Selectivity	2.46	2.63	3.23	3.30
Local	2.63	2.63	3.07	3.22
Regional	2.57	2.70	3.18	3.16
National	2.53	2.66	3.16	3.13
Reg, Mid, Pub	2.66	2.79	3.14	3.18
Large National	2.42	2.54	3.12	3.14
Selective Pub	2.58	2.47	3.24	3.41
Selective Prv	2.38	2.67	3.24	3.13
Rel, Non-Select	2.65	2.74	3.49	3.26
Nat, Mid/Small	2.55	2.72	3.13	3.11
Reg, Small	2.45	2.50	3.12	3.12
CC, Loc/Reg	2.59	2.68	2.86	3.13
Other	2.78	2.69	2.97	3.15



Average scores in gold indicate a statically significantly higher score among that audience group.

*Assistance and perception rated on a 5-point scale with 1 being no assistance and far lower perception of help and 5 being complete control of decisions and far higher perception of help.

About 1% of students did not have parents or guidance counselors and 10% were unsure of their perception.

TESTING SO FAR (DEMOGRAPHIC BREAKOUTS)

Have you taken the SAT? Do you intend to take it in the future (first time or additional)? Have you taken the ACT? Do you intend to take it in the future (first time or additional)?

AUDIENCE	TAKEN SAT	YES	MAYBE	NO	TAKEN ACT	YES	MAYBE	NO
All	51%	26%	26%	48%	42%	25%	22%	54%
Women	49%	24%	22%	54%	39%	24%	19%	58%
Men	54%	29%	31%	40%	45%	26%	26%	48%
Asian	63%	23%	20%	57%	35%	14%	20%	67%
Black	53%	35%	35%	30%	38%	29%	31%	41%
Latinx	57%	32%	31%	38%	31%	20%	27%	53%
White	44%	21%	20%	59%	47%	26%	18%	56%
Midwest	52%	16%	22%	62%	55%	23%	16%	61%
Mountain West	35%	23%	29%	48%	53%	28%	30%	42%
Northeast	59%	26%	26%	48%	23%	13%	15%	71%
Heartland	53%	26%	28%	46%	49%	33%	26%	42%
South	53%	36%	22%	42%	61%	40%	23%	37%
West Coast	45%	27%	28%	46%	25%	18%	26%	57%
High SES	60%	29%	30%	41%	45%	25%	25%	51%
Mid SES	50%	22%	27%	50%	43%	22%	23%	55%
Low SES	46%	27%	22%	51%	38%	26%	20%	54%
No Applications	48%	31%	28%	42%	32%	24%	21%	55%
Some Applied	55%	25%	26%	49%	46%	27%	24%	49%
All Applied	49%	18%	21%	61%	52%	20%	18%	61%
High GPA	54%	20%	19%	61%	46%	22%	16%	62%
Mid GPA	47%	30%	32%	39%	36%	26%	27%	47%
Low GPA	51%	36%	33%	31%	39%	28%	31%	41%

 Percentages in gold indicate a statically significantly higher score among that audience group.

TESTING SO FAR (SCHOOL PREFERENCES BREAKOUTS)

Have you taken the SAT? Do you intend to take it in the future (first time or additional)? Have you taken the ACT? Do you intend to take it in the future (first time or additional)?

AUDIENCE	TAKEN SAT	YES	MAYBE	NO	TAKEN ACT	YES	MAYBE	NO
All	51%	26%	26%	48%	42%	25%	22%	54%
Public	51%	26%	27%	48%	43%	27%	23%	50%
Private, NR	56%	27%	21%	52%	39%	23%	17%	60%
Private, R	50%	22%	25%	53%	45%	20%	22%	59%
Community C	38%	34%	33%	34%	29%	20%	25%	54%
Small	49%	27%	26%	48%	42%	25%	22%	53%
Mid-Size	51%	26%	27%	47%	43%	24%	22%	54%
Large	54%	25%	24%	51%	39%	25%	20%	55%
Low Selectivity	45%	27%	28%	45%	45%	28%	25%	47%
Mid Selectivity	55%	25%	25%	51%	37%	21%	21%	58%
High Selectivity	65%	27%	19%	54%	47%	23%	12%	66%
Local	40%	26%	27%	48%	38%	24%	25%	51%
Regional	54%	23%	26%	51%	43%	23%	20%	57%
National	57%	29%	25%	46%	43%	26%	21%	52%
Reg, Mid, Pub	48%	28%	27%	46%	45%	27%	23%	51%
Large National	57%	25%	25%	50%	39%	24%	18%	58%
Selective Pub	66%	32%	23%	45%	33%	26%	17%	57%
Selective Prv	63%	22%	11%	67%	58%	21%	6%	74%
Rel, Non-Select	47%	18%	26%	56%	42%	18%	22%	61%
Nat, Mid/Small	55%	27%	25%	48%	47%	28%	27%	45%
Reg, Small	48%	27%	26%	48%	43%	26%	22%	53%
CC, Loc/Reg	41%	34%	32%	34%	27%	19%	24%	57%
Other	45%	25%	29%	46%	35%	28%	27%	46%

 Percentages in gold indicate a statically significantly higher score among that audience group.

CONFIDENCE IN TESTING (DEMOGRAPHIC BREAKOUTS)

How confident are you in the validity of standardized testing due to changes of format during the pandemic?

AUDIENCE	NOT CONFIDENT	SLIGHTLY	SOMEWHAT	HIGHLY	COMPLETELY	AVERAGE
All	17%	23%	39%	16%	6%	2.71
Women	18%	23%	39%	16%	4%	2.66
Men	14%	24%	39%	15%	8%	2.78
Asian	12%	31%	41%	12%	4%	2.64
Black	13%	24%	46%	12%	5%	2.74
Latinx	21%	26%	35%	16%	3%	2.54
White	16%	21%	38%	17%	7%	2.79
Midwest	17%	24%	38%	13%	8%	2.74
Mountain West	10%	22%	40%	23%	5%	2.91
Northeast	22%	24%	36%	14%	4%	2.53
Heartland	7%	25%	38%	23%	6%	2.96
South	18%	20%	39%	18%	6%	2.73
West Coast	19%	23%	44%	8%	6%	2.58
High SES	19%	23%	35%	17%	7%	2.72
Mid SES	14%	23%	40%	20%	4%	2.76
Low SES	17%	24%	42%	12%	6%	2.65
No Applications	16%	27%	40%	12%	6%	2.66
Some Applied	15%	22%	40%	18%	5%	2.75
All Applied	22%	17%	35%	19%	7%	2.73
High GPA	17%	24%	35%	18%	6%	2.73
Mid GPA	15%	22%	44%	14%	5%	2.71
Low GPA	19%	22%	41%	13%	6%	2.66



Average scores in gold indicate a statically significantly higher score among that audience group.

CONFIDENCE IN TESTING (SCHOOL PREFERENCES BREAKOUTS)

How confident are you in the validity of standardized testing due to changes of format during the pandemic?

AUDIENCE	NOT CONFIDENT	SLIGHTLY	SOMEWHAT	HIGHLY	COMPLETELY	AVERAGE
All	17%	23%	39%	16%	6%	2.71
Public	16%	22%	41%	16%	6%	2.73
Private, NR	21%	28%	33%	12%	6%	2.54
Private, R	18%	17%	38%	22%	6%	2.82
Community C	9%	28%	43%	16%	5%	2.82
Small	15%	25%	43%	11%	6%	2.68
Mid-Size	17%	24%	39%	17%	4%	2.68
Large	18%	20%	35%	19%	8%	2.79
Low Selectivity	17%	21%	41%	16%	5%	2.72
Mid Selectivity	14%	27%	39%	16%	5%	2.70
High Selectivity	23%	20%	32%	13%	13%	2.71
Local	17%	25%	40%	14%	5%	2.66
Regional	16%	24%	41%	15%	4%	2.67
National	16%	22%	37%	17%	8%	2.78
Reg, Mid, Pub	14%	25%	44%	14%	3%	2.66
Large National	14%	21%	37%	19%	9%	2.88
Selective Pub	26%	21%	34%	9%	11%	2.57
Selective Prv	26%	20%	24%	15%	15%	2.72
Rel, Non-Select	20%	17%	38%	22%	4%	2.73
Nat, Mid/Small	17%	24%	39%	16%	4%	2.65
Reg, Small	9%	24%	52%	10%	5%	2.77
CC, Loc/Reg	8%	28%	43%	16%	5%	2.83
Other	24%	25%	29%	17%	6%	2.55



Average scores in gold indicate a statically significantly higher score among that audience group.

TEST OPTIONAL (DEMOGRAPHIC BREAKOUTS)

Some schools are considering to change to or have already changed to being test optional. Are you more or less likely to apply to a school that is test optional?

AUDIENCE	FAR LESS	SLIGHTLY LESS	NO CHANGE	SLIGHTLY MORE	FAR MORE	AVERAGE
All	5%	7%	45%	16%	27%	3.54
Women	3%	4%	44%	18%	32%	3.71
Men	8%	12%	46%	13%	21%	3.29
Asian	4%	9%	52%	12%	23%	3.40
Black	7%	11%	36%	19%	28%	3.50
Latinx	2%	8%	36%	19%	36%	3.78
White	4%	5%	51%	15%	25%	3.51
Midwest	7%	10%	48%	11%	25%	3.37
Mountain West	3%	8%	54%	17%	18%	3.38
Northeast	4%	3%	40%	19%	34%	3.77
Heartland	5%	10%	51%	15%	19%	3.33
South	4%	8%	40%	19%	29%	3.59
West Coast	5%	8%	41%	14%	32%	3.59
High SES	9%	15%	45%	12%	19%	3.18
Mid SES	5%	5%	48%	18%	24%	3.50
Low SES	2%	4%	42%	17%	36%	3.81
No Applications	6%	6%	42%	19%	27%	3.55
Some Applied	4%	10%	44%	16%	27%	3.52
All Applied	5%	4%	50%	11%	30%	3.55
High GPA	4%	5%	50%	15%	26%	3.53
Mid GPA	4%	7%	41%	17%	32%	3.67
Low GPA	9%	14%	37%	16%	24%	3.33



Average scores in gold indicate a statically significantly higher score among that audience group.

TEST OPTIONAL (SCHOOL PREFERENCES BREAKOUTS)

Some schools are considering to change to or have already changed to being test optional. Are you more or less likely to apply to a school that is test optional?

AUDIENCE	FAR LESS	SLIGHTLY LESS	NO CHANGE	SLIGHTLY MORE	FAR MORE	AVERAGE
All	5%	7%	45%	16%	27%	3.54
Public	6%	8%	43%	17%	26%	3.51
Private, NR	3%	9%	49%	12%	26%	3.47
Private, R	3%	3%	44%	16%	34%	3.75
Community C	5%	4%	45%	18%	29%	3.61
Small	10%	7%	47%	13%	24%	3.34
Mid-Size	3%	7%	41%	19%	30%	3.66
Large	3%	8%	49%	14%	27%	3.52
Low Selectivity	6%	8%	42%	16%	29%	3.52
Mid Selectivity	3%	6%	46%	18%	28%	3.61
High Selectivity	7%	6%	56%	11%	20%	3.30
Local	5%	8%	47%	11%	30%	3.52
Regional	4%	6%	43%	20%	28%	3.63
National	6%	9%	44%	16%	25%	3.46
Reg, Mid, Pub	5%	9%	38%	18%	31%	3.62
Large National	3%	8%	49%	14%	26%	3.53
Selective Pub	11%	6%	49%	17%	17%	3.23
Selective Prv	6%	7%	63%	6%	19%	3.24
Rel, Non-Select	3%	4%	41%	19%	34%	3.76
Nat, Mid/Small	5%	9%	43%	18%	25%	3.48
Reg, Small	9%	5%	45%	16%	25%	3.41
CC, Loc/Reg	5%	4%	46%	17%	28%	3.58
Other	3%	10%	45%	12%	30%	3.56



Average scores in gold indicate a statically significantly higher score among that audience group.

CONCERN ABOUT COVID-19 (DEMOGRAPHIC BREAKOUTS)

How concerned are you about COVID-19 and its potential impact on your higher education?

AUDIENCE	NOT AT ALL	LITTLE	SOME	A LOT	TOP OF MIND	OCT AVERAGE	MAY AVG
All	8%	15%	37%	34%	6%	3.17	3.30
Women	6%	12%	36%	38%	9%	3.31	3.40
Men	10%	19%	39%	29%	4%	2.97	3.14
Asian	6%	17%	35%	35%	7%	3.19	3.56
Black	7%	17%	34%	34%	9%	3.22	3.45
Latinx	8%	17%	28%	40%	7%	3.21	3.51
White	7%	13%	42%	34%	5%	3.16	3.18
Midwest	6%	12%	45%	31%	6%	3.18	3.19
Mountain West	6%	14%	38%	41%	2%	3.19	3.18
Northeast	4%	12%	36%	40%	8%	3.36	3.43
Heartland	9%	22%	37%	26%	6%	2.98	3.33
South	12%	14%	36%	30%	8%	3.09	3.25
West Coast	8%	16%	33%	37%	6%	3.17	3.48
High SES	11%	20%	35%	29%	5%	2.96	3.14
Mid SES	4%	16%	42%	34%	4%	3.17	3.29
Low SES	8%	12%	33%	38%	10%	3.30	3.45
No Applications	7%	14%	34%	38%	7%	3.25	N/A
Some Applied	7%	16%	39%	32%	6%	3.15	N/A
All Applied	10%	17%	38%	29%	6%	3.04	N/A
High GPA	6%	13%	38%	35%	8%	3.26	3.30
Mid GPA	8%	15%	36%	37%	5%	3.18	3.32
Low GPA	11%	24%	36%	25%	5%	2.90	3.36



Average scores in gold indicate a statically significantly higher score among that audience group.

CONCERN ABOUT COVID-19 (SCHOOL PREFERENCES BREAKOUTS)

How concerned are you about COVID-19 and its potential impact on your higher education?

AUDIENCE	NOT AT ALL	LITTLE	SOME	A LOT	TOP OF MIND	OCT AVERAGE	MAY AVG
All	8%	15%	37%	34%	6%	3.17	3.33
Public	8%	16%	35%	34%	7%	3.15	3.35
Private, NR	6%	11%	38%	39%	6%	3.27	3.36
Private, R	5%	19%	40%	30%	6%	3.15	3.11
Community C	9%	16%	40%	30%	5%	3.06	3.17
Small	10%	17%	35%	32%	5%	3.05	N/A
Mid-Size	6%	14%	36%	36%	8%	3.25	N/A
Large	7%	15%	39%	33%	6%	3.15	N/A
Low Selectivity	9%	19%	38%	28%	5%	3.01	N/A
Mid Selectivity	5%	13%	37%	38%	8%	3.30	N/A
High Selectivity	10%	8%	30%	46%	6%	3.30	N/A
Local	11%	19%	31%	33%	6%	3.05	N/A
Regional	7%	11%	42%	33%	7%	3.23	N/A
National	6%	16%	37%	35%	6%	3.20	N/A
Reg, Mid, Pub	8%	15%	34%	36%	7%	3.19	N/A
Large National	7%	14%	41%	32%	6%	3.15	N/A
Selective Pub	4%	9%	32%	51%	4%	3.43	N/A
Selective Prv	13%	8%	28%	43%	8%	3.24	N/A
Rel, Non-Select	2%	19%	42%	32%	6%	3.21	N/A
Nat, Mid/Small	5%	16%	36%	36%	7%	3.23	N/A
Reg, Small	11%	15%	38%	29%	7%	3.04	N/A
CC, Loc/Reg	9%	17%	38%	30%	5%	3.06	N/A
Other	10%	18%	37%	29%	7%	3.06	N/A



Average scores in gold indicate a statically significantly higher score among that audience group.

LIKELIHOOD TO POSTPONE (DEMOGRAPHIC BREAKOUTS)

How likely are you to postpone your higher education if the COVID-19 outbreak is not resolved by next fall?

AUDIENCE	WILL NOT	UNLIKELY	TOSSUP	LIKELY	WILL POSTPONE	AVERAGE
All	42%	27%	20%	8%	3%	2.03
Women	48%	26%	18%	6%	2%	1.88
Men	34%	29%	23%	10%	5%	2.23
Asian	50%	24%	15%	9%	3%	1.91
Black	41%	20%	27%	9%	3%	2.14
Latinx	39%	27%	20%	10%	5%	2.16
White	44%	30%	19%	6%	1%	1.92
Midwest	41%	24%	22%	12%	1%	2.07
Mountain West	31%	33%	23%	9%	3%	2.20
Northeast	42%	30%	19%	6%	3%	1.96
Heartland	49%	23%	18%	7%	2%	1.91
South	47%	29%	16%	4%	4%	1.90
West Coast	37%	26%	23%	10%	4%	2.18
High SES	31%	25%	26%	14%	5%	2.37
Mid SES	43%	31%	19%	6%	2%	1.93
Low SES	49%	26%	17%	6%	3%	1.87
No Applications	40%	29%	20%	9%	3%	2.06
Some Applied	40%	26%	23%	8%	3%	2.08
All Applied	51%	27%	13%	7%	2%	1.82
High GPA	47%	27%	17%	7%	2%	1.91
Mid GPA	41%	29%	21%	6%	3%	2.00
Low GPA	30%	25%	27%	13%	6%	2.41



Average scores in gold indicate a statically significantly higher score among that audience group.

LIKELIHOOD TO POSTPONE (SCHOOL PREFERENCES BREAKOUTS)

How likely are you to postpone your higher education if the COVID-19 outbreak is not resolved by next fall?

AUDIENCE	WILL NOT	UNLIKELY	TOSSUP	LIKELY	WILL POSTPONE	AVERAGE
All	42%	27%	20%	8%	3%	2.03
Public	41%	27%	21%	8%	3%	2.04
Private, NR	41%	30%	18%	7%	4%	2.04
Private, R	53%	23%	15%	8%	2%	1.81
Community C	34%	31%	24%	8%	4%	2.17
Small	42%	28%	18%	8%	4%	2.03
Mid-Size	40%	28%	22%	8%	2%	2.04
Large	45%	26%	18%	9%	3%	2.00
Low Selectivity	41%	25%	22%	9%	4%	2.10
Mid Selectivity	42%	30%	19%	7%	2%	1.95
High Selectivity	50%	20%	19%	9%	3%	1.95
Local	39%	26%	24%	6%	4%	2.10
Regional	42%	32%	18%	7%	2%	1.94
National	44%	24%	19%	10%	3%	2.04
Reg, Mid, Pub	37%	30%	25%	7%	2%	2.07
Large National	44%	26%	18%	9%	3%	2.00
Selective Pub	51%	19%	17%	11%	2%	1.93
Selective Prv	50%	22%	19%	7%	2%	1.89
Rel, Non-Select	53%	24%	14%	7%	2%	1.79
Nat, Mid/Small	40%	26%	20%	11%	4%	2.12
Reg, Small	39%	35%	16%	6%	4%	2.00
CC, Loc/Reg	36%	30%	22%	8%	4%	2.14
Other	41%	24%	23%	7%	5%	2.10



Average scores in gold indicate a statically significantly higher score among that audience group.

FINANCIAL CONCERN (DEMOGRAPHIC BREAKOUTS)

How much more or less concerned are you about paying for your college education as a result of the COVID-19 pandemic?

AUDIENCE	FAR LESS	LESS	SAME	MORE	FAR MORE	OCT AVERAGE	MAY AVG
All	4%	8%	42%	30%	16%	3.48	3.67
Women	2%	5%	44%	32%	18%	3.60	3.71
Men	6%	12%	40%	28%	14%	3.31	3.57
Asian	4%	5%	39%	29%	22%	3.59	3.77
Black	6%	13%	39%	26%	18%	3.37	3.68
Latinx	2%	10%	37%	29%	22%	3.58	3.85
White	3%	5%	46%	34%	12%	3.48	3.58
Midwest	2%	7%	47%	29%	15%	3.47	3.59
Mountain West	4%	5%	44%	35%	12%	3.45	3.54
Northeast	4%	6%	35%	35%	20%	3.60	3.73
Heartland	5%	9%	42%	27%	17%	3.43	3.71
South	3%	9%	44%	29%	16%	3.46	3.64
West Coast	3%	10%	46%	26%	15%	3.41	3.75
High SES	7%	16%	51%	20%	6%	3.02	3.17
Mid SES	3%	7%	43%	36%	11%	3.46	3.59
Low SES	1%	3%	36%	32%	28%	3.81	3.99
No Applications	5%	7%	42%	30%	17%	3.47	N/A
Some Applied	3%	9%	43%	30%	16%	3.48	N/A
All Applied	3%	7%	44%	30%	17%	3.50	N/A
High GPA	3%	6%	43%	34%	15%	3.53	3.64
Mid GPA	2%	7%	43%	28%	20%	3.58	3.66
Low GPA	9%	15%	42%	23%	12%	3.13	3.70



Average scores in gold indicate a statically significantly higher score among that audience group.

FINANCIAL CONCERN (SCHOOL PREFERENCES BREAKOUTS)

How much more or less concerned are you about paying for your college education as a result of the COVID-19 pandemic?

AUDIENCE	FAR LESS	LESS	SAME	MORE	FAR MORE	OCT AVERAGE	MAY AVG
All	4%	8%	42%	30%	16%	3.48	3.67
Public	4%	8%	42%	29%	16%	3.46	3.65
Private, NR	2%	7%	38%	35%	17%	3.58	3.75
Private, R	2%	5%	44%	32%	17%	3.58	3.64
Community C	6%	9%	53%	19%	14%	3.26	3.69
Small	4%	9%	44%	31%	13%	3.39	N/A
Mid-Size	3%	8%	41%	30%	17%	3.50	N/A
Large	3%	7%	42%	30%	18%	3.52	N/A
Low Selectivity	5%	11%	43%	27%	15%	3.36	N/A
Mid Selectivity	2%	6%	41%	33%	18%	3.57	N/A
High Selectivity	2%	3%	47%	32%	16%	3.58	N/A
Local	5%	9%	45%	27%	14%	3.37	N/A
Regional	2%	6%	42%	35%	15%	3.53	N/A
National	3%	9%	41%	28%	19%	3.51	N/A
Reg, Mid, Pub	5%	10%	40%	31%	14%	3.40	N/A
Large National	4%	6%	42%	30%	18%	3.53	N/A
Selective Pub	2%	2%	40%	36%	19%	3.68	N/A
Selective Prv	0%	4%	54%	28%	15%	3.54	N/A
Rel, Non-Select	2%	5%	41%	36%	17%	3.61	N/A
Nat, Mid/Small	4%	12%	36%	27%	21%	3.51	N/A
Reg, Small	4%	6%	43%	36%	12%	3.45	N/A
CC, Loc/Reg	5%	9%	53%	18%	15%	3.28	N/A
Other	2%	10%	46%	27%	15%	3.43	N/A



Average scores in gold indicate a statically significantly higher score among that audience group.

FINANCIAL HARDSHIP FACTORS

In which of the following ways has your financial security been impacted given the COVID-19 outbreak?

FACTOR	OCT	MAY	AUDIENCES MORE LIKELY AFFECTED
None of these	42%	41%	Black or High SES
Parent(s) lost job temporarily	16%	20%	Latinx, Northeast, or Low SES
Cannot find work to support	15%	15%	Women, Latinx, or Low SES
Other Hardships	12%	11%	Asian, Low SES, or Prefers Religious
Parent(s) lost job permanently	9%	6%	Prefers Community College
Supporter of education had financial setback	9%	9%	Low SES or Prefers Private
Employer closed temporarily by mandate	8%	15%	Women or White
My employer closed temporarily voluntarily	7%	5%	Mountain West
My 529 plan is worth less	7%	8%	Men, High GPA, High SES, or Prefers Private
Employer closed permanently	5%	2%	No Significant Differences

AID PETITIONING (DEMOGRAPHIC BREAKOUTS)

How likely are you to petition for a financial hardship appeal to reduce your cost of attendance if your financial situation changes due to COVID-19 after you submit your FAFSA?

AUDIENCE	WILL NOT	UNLIKELY	TOSSUP	LIKELY	WILL PETITION	AVERAGE
All	14%	19%	26%	22%	19%	3.14
Women	14%	19%	24%	24%	20%	3.16
Men	14%	18%	29%	21%	18%	3.11
Asian	14%	20%	32%	22%	14%	3.02
Black	14%	18%	20%	23%	25%	3.28
Latinx	7%	15%	25%	26%	27%	3.49
White	16%	20%	28%	21%	15%	3.00
Midwest	15%	18%	28%	19%	20%	3.12
Mountain West	12%	29%	29%	23%	7%	2.86
Northeast	17%	11%	27%	23%	22%	3.21
Heartland	9%	24%	24%	22%	21%	3.20
South	15%	17%	21%	26%	21%	3.22
West Coast	14%	19%	29%	22%	17%	3.09
High SES	22%	24%	26%	16%	11%	2.70
Mid SES	13%	22%	31%	24%	11%	2.99
Low SES	9%	12%	23%	26%	30%	3.56
No Applications	14%	17%	26%	23%	21%	3.20
Some Applied	13%	19%	28%	22%	18%	3.12
All Applied	16%	20%	24%	22%	19%	3.07
High GPA	15%	22%	24%	20%	19%	3.05
Mid GPA	14%	12%	27%	27%	20%	3.26
Low GPA	9%	21%	31%	21%	18%	3.18

 Average scores in gold indicate a statically significantly higher score among that audience group.

AID PETITIONING (SCHOOL PREFERENCES BREAKOUTS)

How likely are you to petition for a financial hardship appeal to reduce your cost of attendance if your financial situation changes due to COVID-19 after you submit your FAFSA?

AUDIENCE	WILL NOT	UNLIKELY	TOSSUP	LIKELY	WILL PETITION	AVERAGE
All	14%	19%	26%	22%	19%	3.14
Public	13%	19%	26%	25%	18%	3.17
Private, NR	17%	18%	25%	19%	21%	3.09
Private, R	17%	20%	26%	17%	21%	3.03
Community C	11%	16%	34%	20%	19%	3.19
Small	15%	20%	26%	19%	21%	3.11
Mid-Size	13%	17%	26%	24%	19%	3.20
Large	13%	21%	28%	22%	16%	3.07
Low Selectivity	14%	19%	26%	24%	17%	3.11
Mid Selectivity	12%	20%	27%	22%	19%	3.16
High Selectivity	23%	11%	22%	15%	30%	3.19
Local	11%	19%	28%	23%	18%	3.17
Regional	13%	18%	28%	24%	18%	3.15
National	17%	19%	23%	20%	21%	3.11
Reg, Mid, Pub	10%	20%	28%	25%	17%	3.18
Large National	13%	20%	27%	25%	15%	3.09
Selective Pub	17%	13%	17%	17%	36%	3.43
Selective Prv	30%	11%	24%	13%	22%	2.87
Rel, Non-Select	16%	19%	25%	18%	22%	3.11
Nat, Mid/Small	16%	18%	24%	21%	21%	3.14
Reg, Small	10%	22%	26%	23%	18%	3.18
CC, Loc/Reg	11%	17%	34%	18%	20%	3.19
Other	14%	19%	25%	26%	16%	3.12



Average scores in gold indicate a statically significantly higher score among that audience group.

FINANCIAL AID CONFIDENCE (DEMOGRAPHIC BREAKOUTS)

How confident are you in navigating financial aid options at the schools you are considering?

AUDIENCE	NOT AT ALL	SLIGHTLY	SOMEWHAT	HIGHLY	COMPLETELY	AVERAGE
All	11%	24%	44%	15%	5%	2.79
Women	11%	26%	46%	13%	4%	2.75
Men	12%	22%	41%	18%	7%	2.84
Asian	11%	29%	42%	13%	5%	2.71
Black	12%	16%	46%	17%	10%	2.96
Latinx	10%	27%	44%	16%	3%	2.74
White	11%	26%	45%	13%	4%	2.72
Midwest	7%	20%	51%	14%	8%	2.98
Mountain West	11%	27%	43%	19%	0%	2.70
Northeast	12%	24%	48%	12%	4%	2.74
Heartland	11%	25%	44%	17%	4%	2.79
South	18%	19%	41%	14%	7%	2.74
West Coast	10%	31%	38%	16%	6%	2.77
High SES	11%	19%	44%	19%	8%	2.92
Mid SES	8%	24%	48%	15%	5%	2.84
Low SES	14%	28%	41%	12%	5%	2.65
No Applications	16%	26%	46%	9%	4%	2.59
Some Applied	9%	24%	41%	19%	7%	2.90
All Applied	8%	19%	50%	18%	6%	2.94
High GPA	9%	29%	45%	14%	4%	2.75
Mid GPA	15%	21%	43%	15%	6%	2.78
Low GPA	11%	19%	46%	17%	7%	2.88



Average scores in gold indicate a statically significantly higher score among that audience group.

About 3% of all respondents do not intend to use financial aid. Reported values are for the remainder who will.

FINANCIAL AID CONFIDENCE (SCHOOL PREFERENCES BREAKOUTS)

How confident are you in navigating financial aid options at the schools you are considering?

AUDIENCE	NOT AT ALL	SLIGHTLY	SOMEWHAT	HIGHLY	COMPLETELY	AVERAGE
All	11%	24%	44%	15%	5%	2.79
Public	14%	24%	42%	15%	6%	2.75
Private, NR	7%	24%	49%	16%	5%	2.87
Private, R	6%	22%	50%	18%	6%	2.96
Community C	13%	30%	46%	10%	1%	2.57
Small	13%	20%	43%	18%	7%	2.85
Mid-Size	11%	27%	44%	14%	4%	2.73
Large	11%	23%	46%	14%	6%	2.84
Low Selectivity	12%	22%	44%	16%	7%	2.84
Mid Selectivity	11%	25%	45%	15%	4%	2.76
High Selectivity	9%	28%	45%	13%	5%	2.76
Local	13%	23%	50%	10%	4%	2.70
Regional	12%	25%	40%	18%	5%	2.79
National	10%	25%	43%	16%	6%	2.84
Reg, Mid, Pub	12%	27%	43%	13%	6%	2.73
Large National	10%	22%	45%	16%	7%	2.88
Selective Pub	13%	27%	47%	11%	2%	2.62
Selective Prv	4%	28%	45%	15%	9%	2.96
Rel, Non-Select	6%	23%	50%	18%	3%	2.90
Nat, Mid/Small	11%	26%	40%	17%	6%	2.82
Reg, Small	21%	17%	41%	16%	6%	2.70
CC, Loc/Reg	12%	30%	46%	11%	1%	2.59
Other	11%	23%	46%	15%	6%	2.81




Average scores in gold indicate a statically significantly higher score among that audience group.

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**Fall 2021
Application
Cycle Report
Data Tables
Supplement**



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