

Prospective Students Search Concept Test

- Email survey to 50,000+ prospective students,
- 1,500 respondents,
- Which of the following would make you most interested in learning more about the university being described?
 - This university believes you should expect more from your college experience and is committed to giving it to you.
 - This is a university where you will discover and pursue your passions in life.
 - This university is among the nation's top-ranked highly selective colleges.
 - This university is as passionate about your success as you are.
 - This university will help you build a strong college résumé.

Results:

Choice	Overall	Male	Female	IL	Non-IL	Juniors	Sophs
None of the above are appealing.	2%	2%	2%	1%	2%	2%	2%
This university believes you should expect more from your college experience and is committed to giving it to you.	14%	14%	14%	15%	13%	13%	18%
This is a university where you will discover and pursue your passions in life.	40%	30%	45%	38%	42%	41%	39%
This university is among the nation's top-ranked highly selective colleges.	19%	21%	18%	17%	20%	19%	21%
This university is as passionate about your success as you are.	19%	21%	17%	21%	17%	19%	17%
This university will help you build a strong college résumé.	6%	11%	4%	8%	6%	7%	3%