

# Student-View Report

ILLINOIS WESLEYAN UNIVERSITY

October, 2012

# Executive Summary

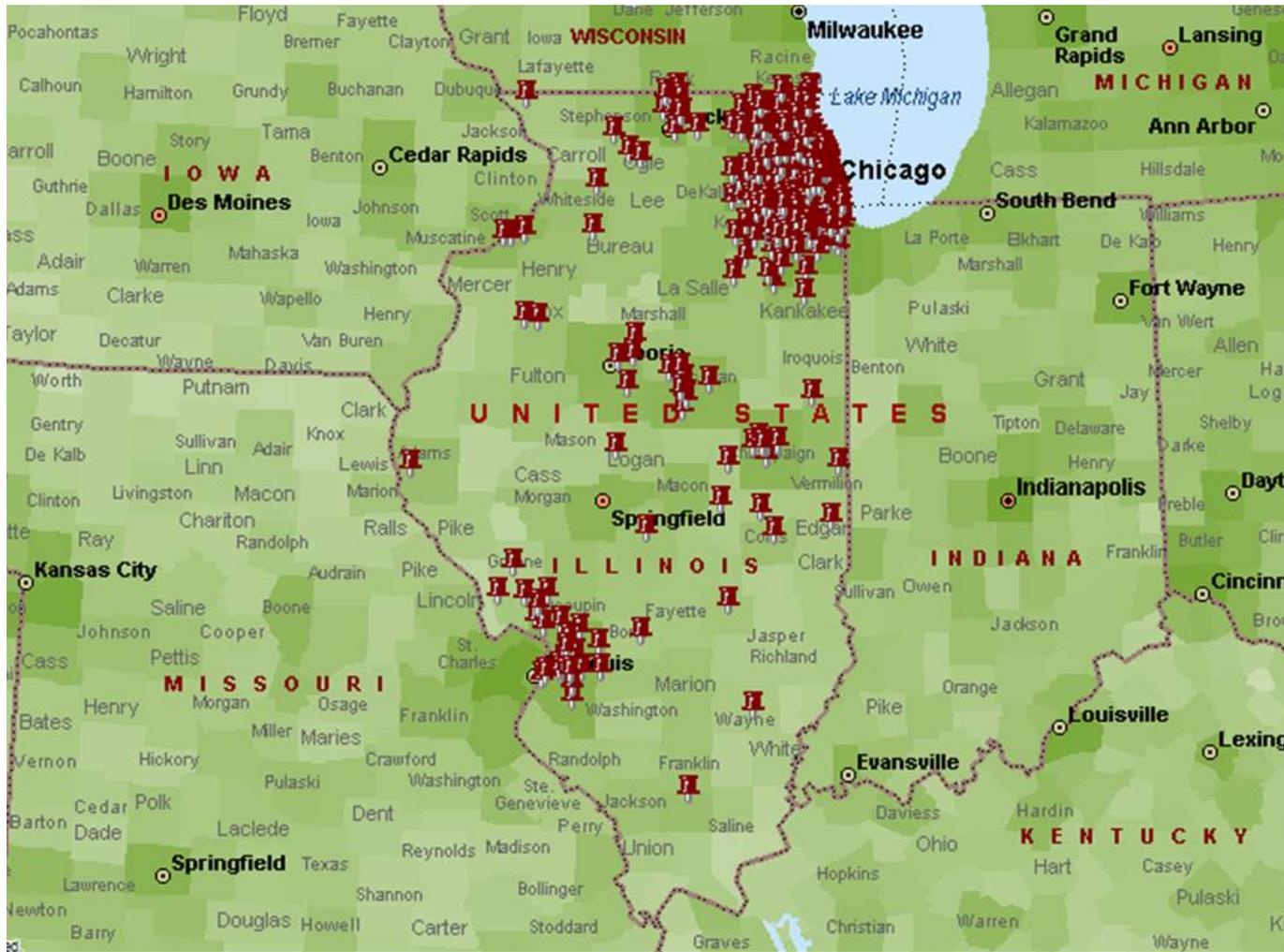
- Illinois Wesleyan's overall awareness and perception scores declined somewhat in the past year, causing the University to lose ground versus benchmark competitors.
- Among all demographic and geographic segments, Illinois Wesleyan's areas of greatest strength include students majoring in physical therapy, marketing, and biology, students from northern Illinois, excluding the Chicago metro area, and students with ACT scores of 27-32. While the University earned its highest market position scores in these segments, its ranking in each of these segments was similar to or only modestly better than its rank among all students.
- Illinois Wesleyan earned its highest attribute scores for academic strength, campus safety, and appearance. Its lowest scores are for size and tuition. Compared with benchmark competitors, Illinois Wesleyan tended to be equivalent or moderately advantaged in areas where it received high scores, and equivalent or somewhat disadvantaged where it received low scores.
- Thirty four percent of students considered attending Illinois Wesleyan, while 4% actually applied. Compared with several benchmark competitors, the University's consideration level is "normal", but the application level appears to be low.
- The primary barriers to considering attending Illinois Wesleyan include tuition cost, cited by 36% of students, and small size, cited by 26%. Among the other barriers, low academic standards and a perceived lack of majors were each cited by 16% of students.

# Survey Overview

# Survey Methodology

- Online survey of Illinois high school seniors
  - Conducted in January - April, 2012
  - Incentive was a random drawing scholarship
  - Promoted through mailing to high school guidance counselors and scholarship search sites
- Responses were generally reflective of the student demographics
  - 2,237 total responses from 245 high schools in Illinois
  - Distribution matches region demographics
  - Some sample biases include:
    - Females comprise about 67% of responses
    - Estimated mean combined ACT score of about 25, higher than the average national- and Illinois scores
  - Margins of error
    - Margins of error for overall awareness and perception are approximately +/-4- 5% at a 90% confidence level
    - Margins of error for segmented data varies by type of segmentation
    - A Margin of error bar  is shown on slides to provide a visual reference

# Survey Response Distribution ZIP Code

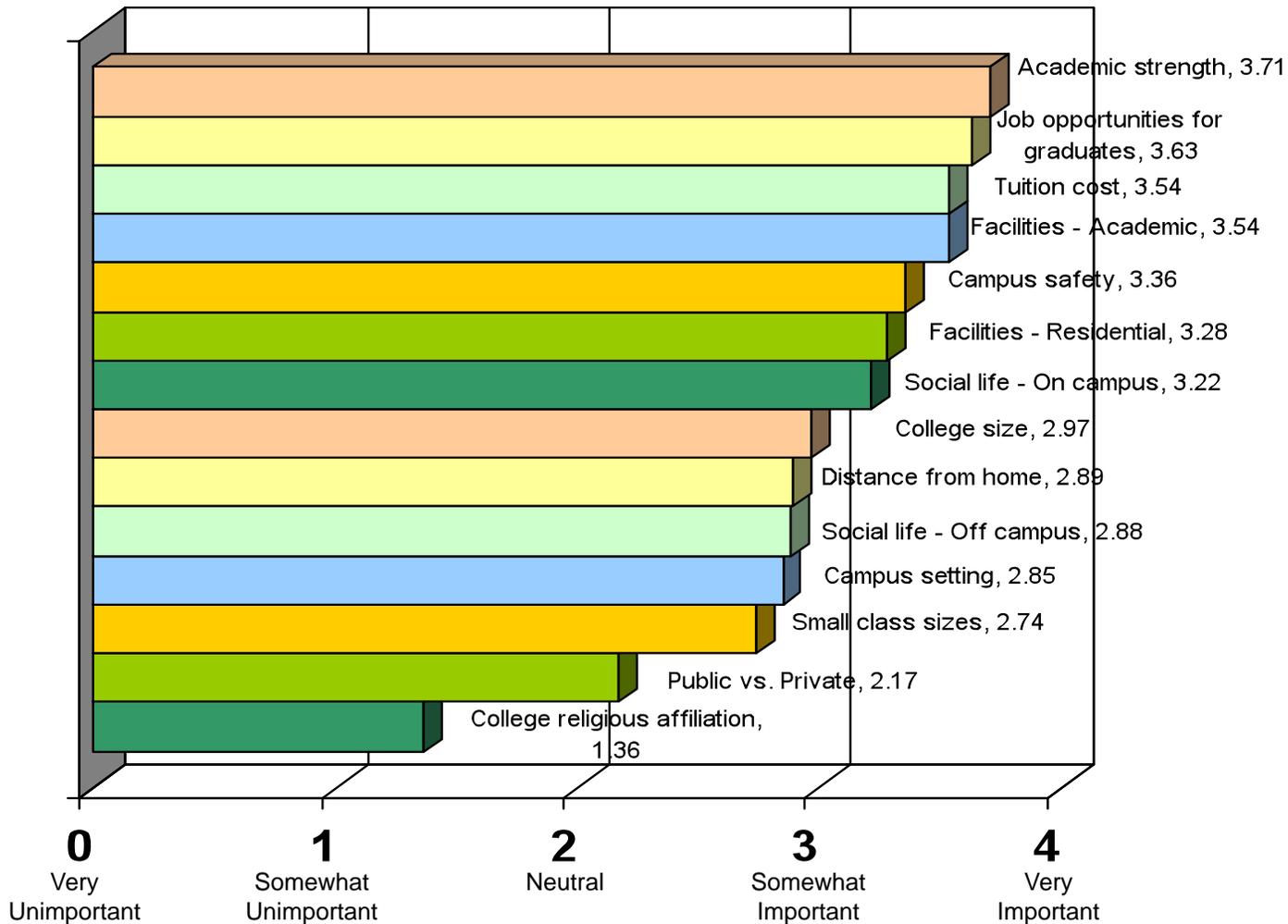


*(Each pin represents one ZIP code from which a response was received.. Many ZIP codes have multiple responses.)*

# Market Size Analysis

# College Selection Factors

How important are the following factors when choosing a college?



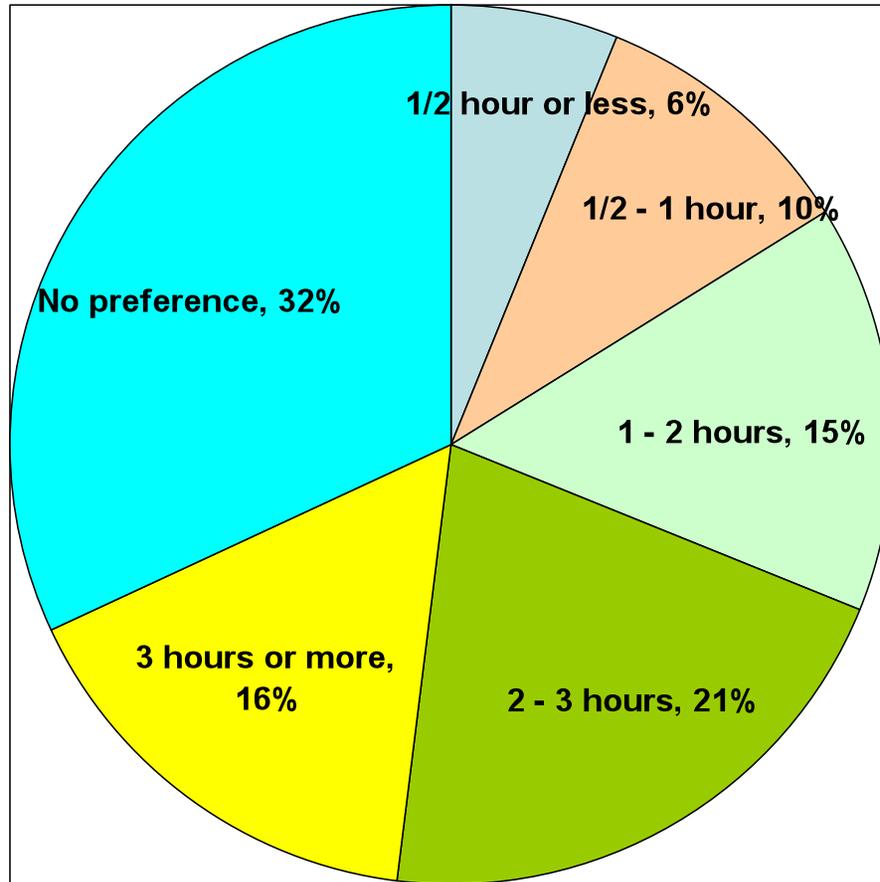
Students in Illinois, as well as across the U.S., rate five key attributes as most important when choosing a college or university.

Several lower ranked variables are more definitive and therefore also play an important role in choosing a university. Preferences for these variables are shown in the following pages.

# Market Size

## Distance Preference

*What distance from home do you prefer college to be?*



Illinois Wesleyan should be an acceptable choice for the 32% of students who have no preference regarding a college's distance from home.

Only 6-10% of students prefer to attend college within 60 minutes of home. This area around Illinois Wesleyan encompasses some or all of several small to mid-sized metro areas including Bloomington/Normal, Champaign/Urbana, and Peoria.

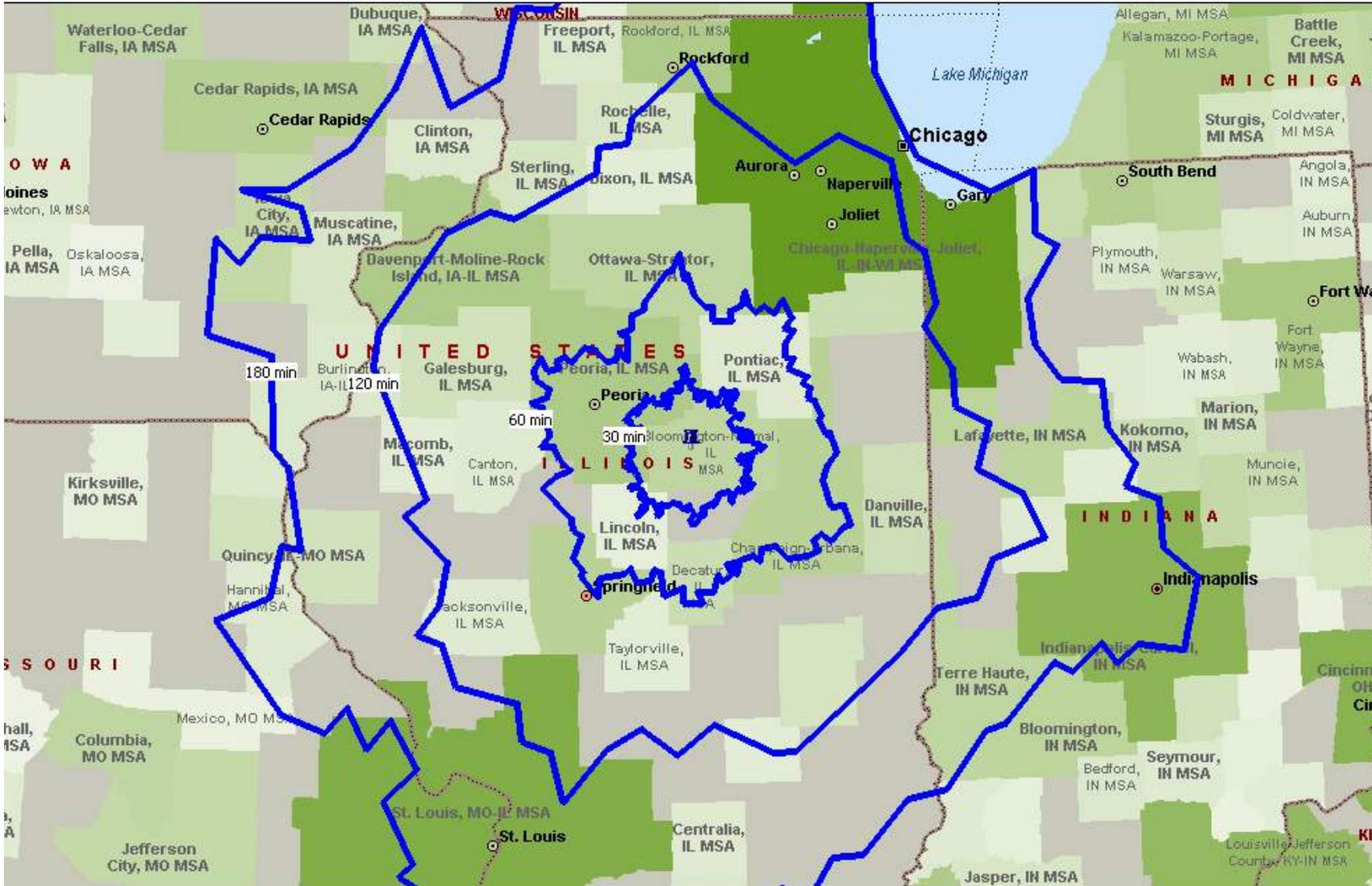
Another 15% of students prefer to study within 1-2 hours of home. This region around Illinois Wesleyan includes about half of the Chicago MSA, a small portion of the St. Louis MSA, and a number of smaller metro areas.

A 2-3 hour drive to college is preferred by 21% of students. This zone around Bloomington includes the rest of Chicago, most of St. Louis, some of Indianapolis, and numerous smaller metro areas in Illinois, Indiana, Iowa, Wisconsin and Missouri.

Distance preferences have been fairly stable in the past year.

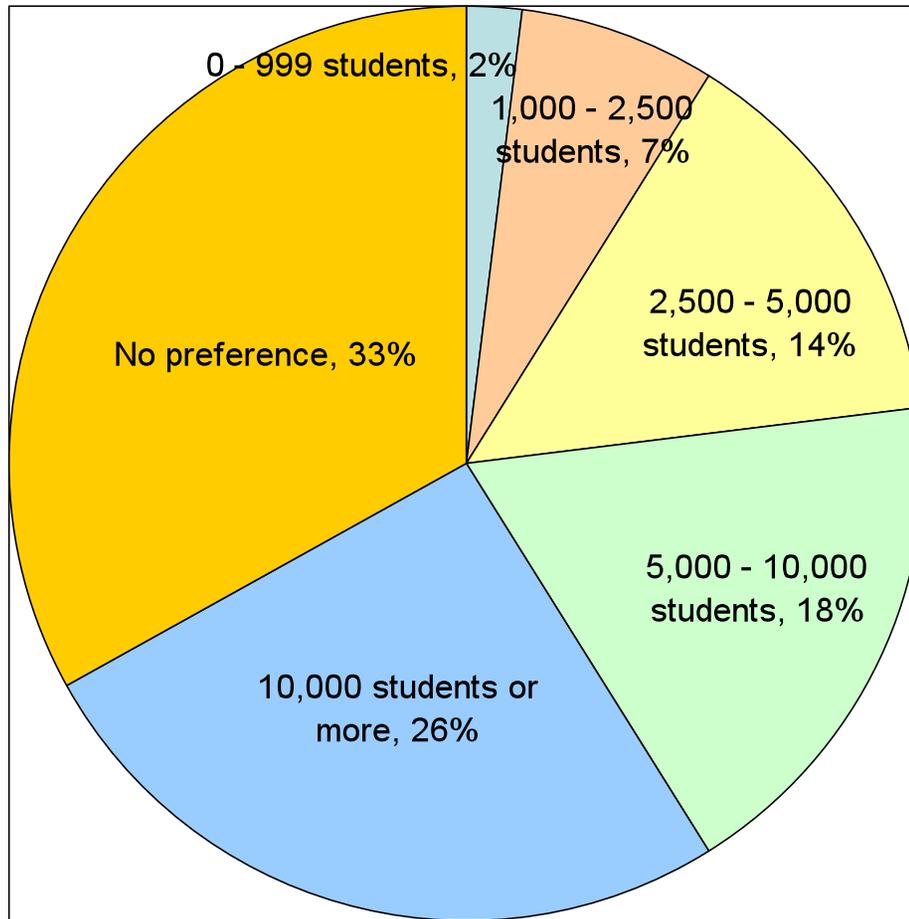
# Drive Zones

30-, 60-, 120- and 180 minutes around Illinois Wesleyan



# Market Size Size Preference

*What size school do you prefer to attend?*



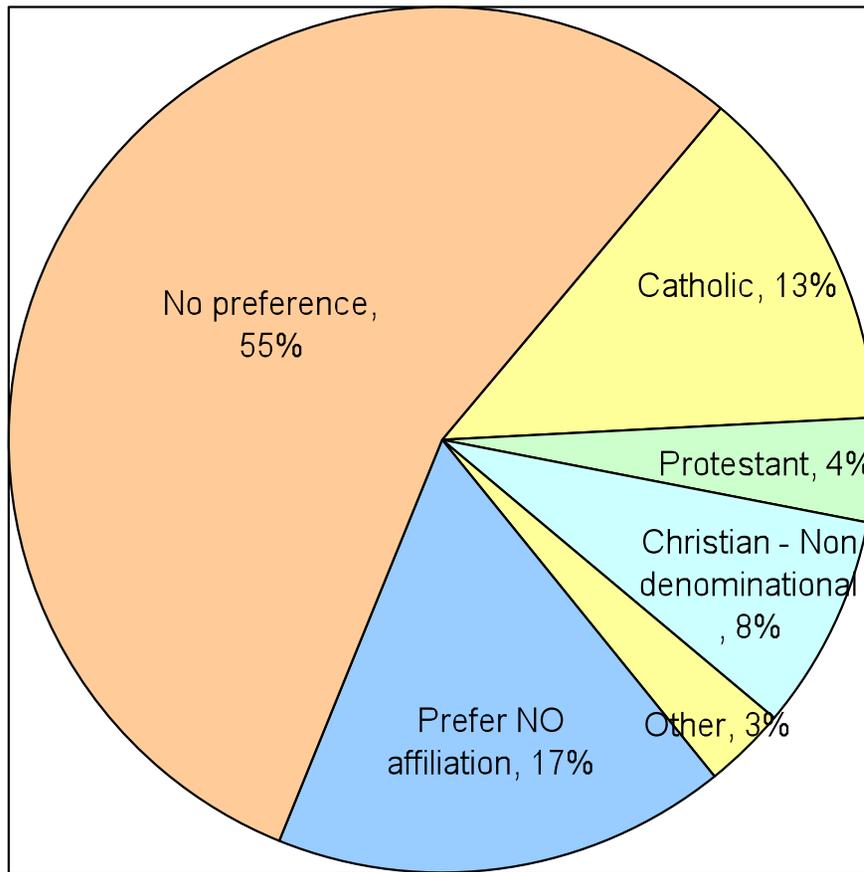
Thirty three percent of all students have no preference regarding college size and should find the University to be acceptable. Another 7% of students prefer a university such as Illinois Wesleyan with 1,000 to 2,500 students.

The number of student with no size preference increased modestly in the past year.

# Market Size

## Religious Preference

*What religious affiliation do you prefer?*

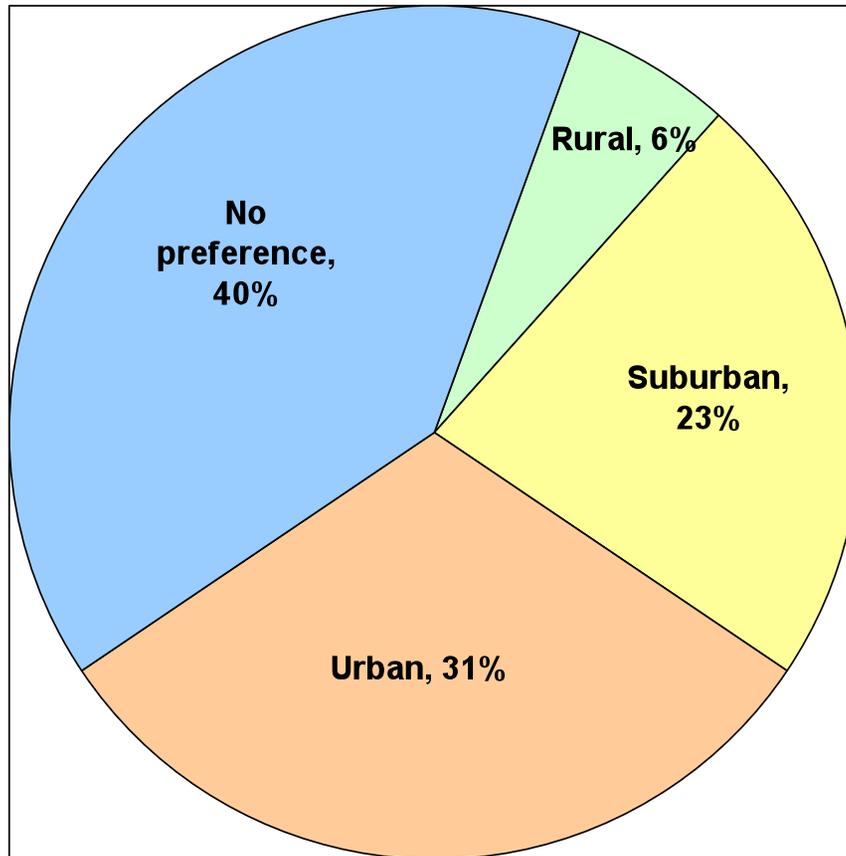


Fifty five percent of students have no preference regarding a college's religious affiliation and should find the University to be acceptable. Another 4% of students prefer to attend a Protestant institution.

# Market Size

## Setting Preference

*What college setting do you prefer?*



Forty percent of students have no preference for college setting. These students should find the University's setting to be acceptable.

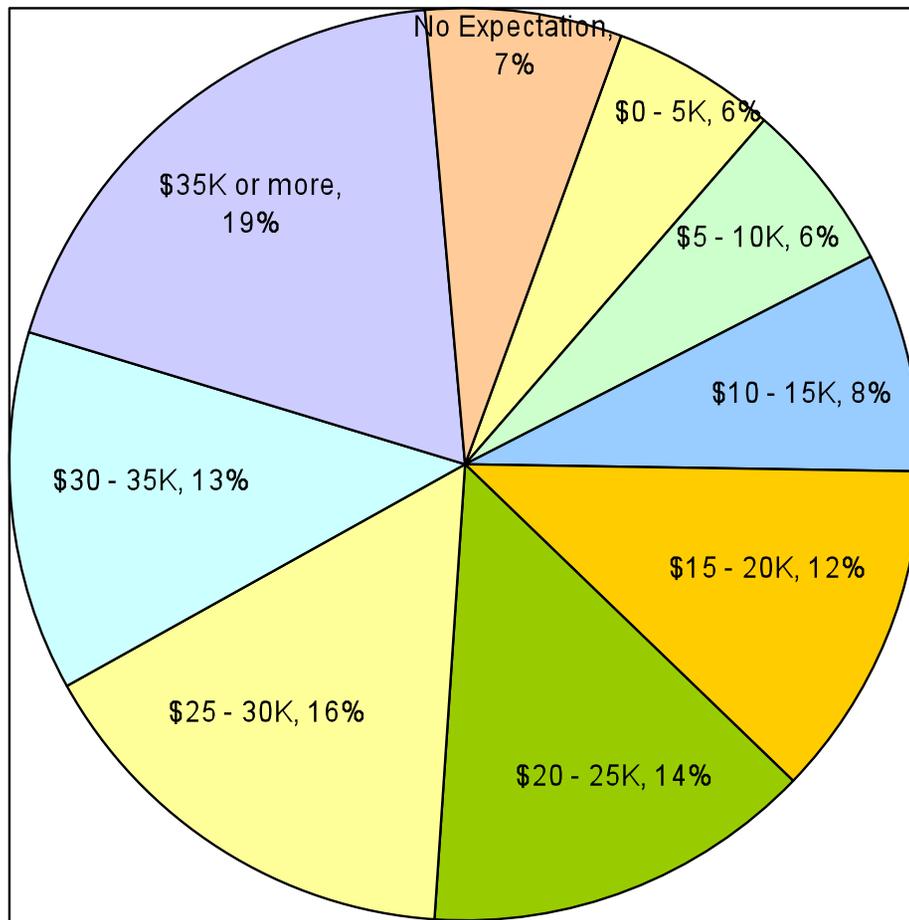
In addition, 23% of students would prefer a suburban setting such as Illinois Wesleyan's.

The number of students with no preference is up modestly in the past year and the number who prefer a suburban institution is down.

# Market Size

## Tuition Expectation

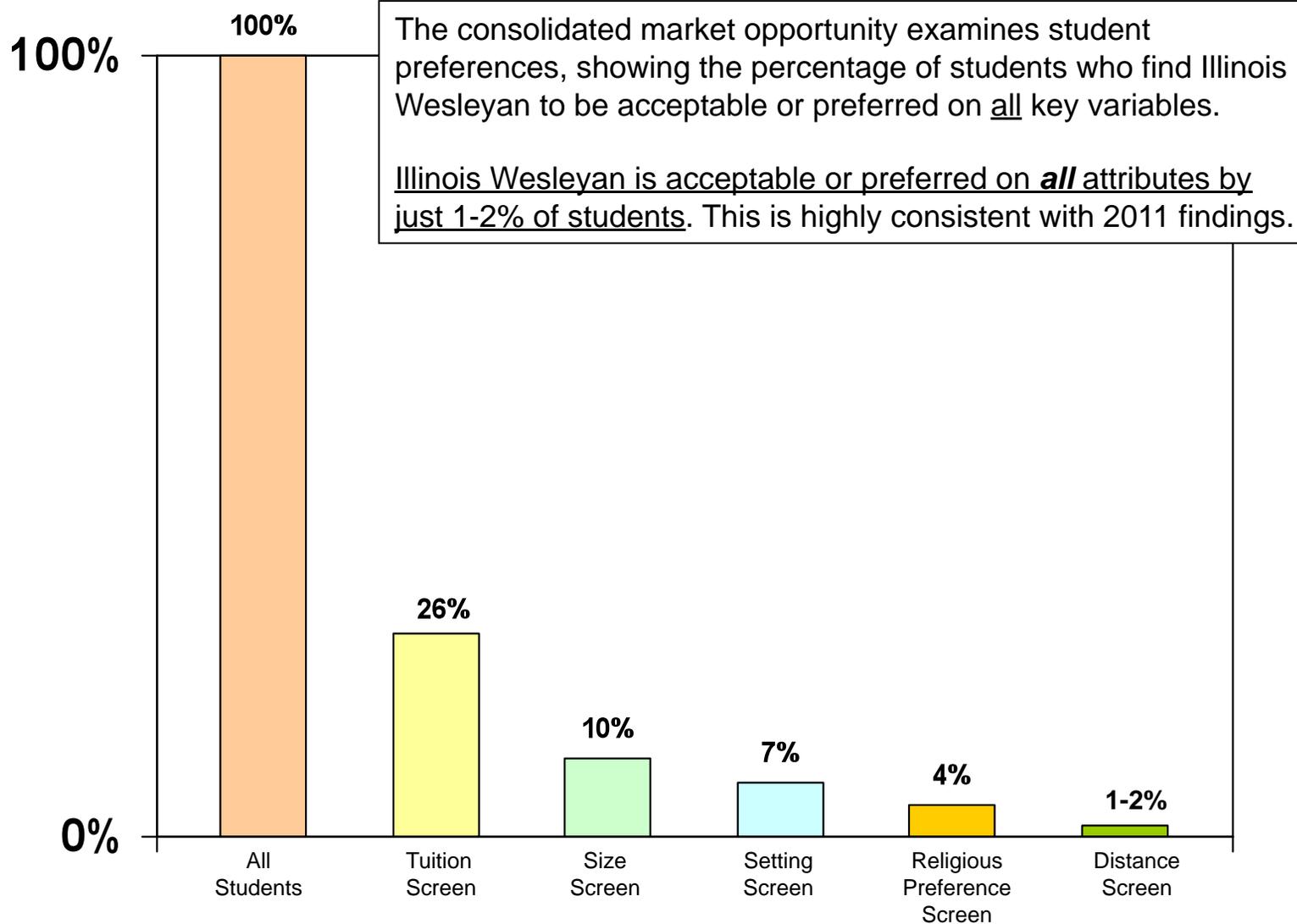
*What do you expect to pay for college tuition? Consider only the published tuition rate not including any form of financial aid that you may receive.*



Illinois Wesleyan's tuition should be acceptable to 7% of students who have no specific expectations of tuition cost and of 19% who expect to pay \$35,000 or more per year.

The number of students expecting to pay \$30K or more increased in the past year.

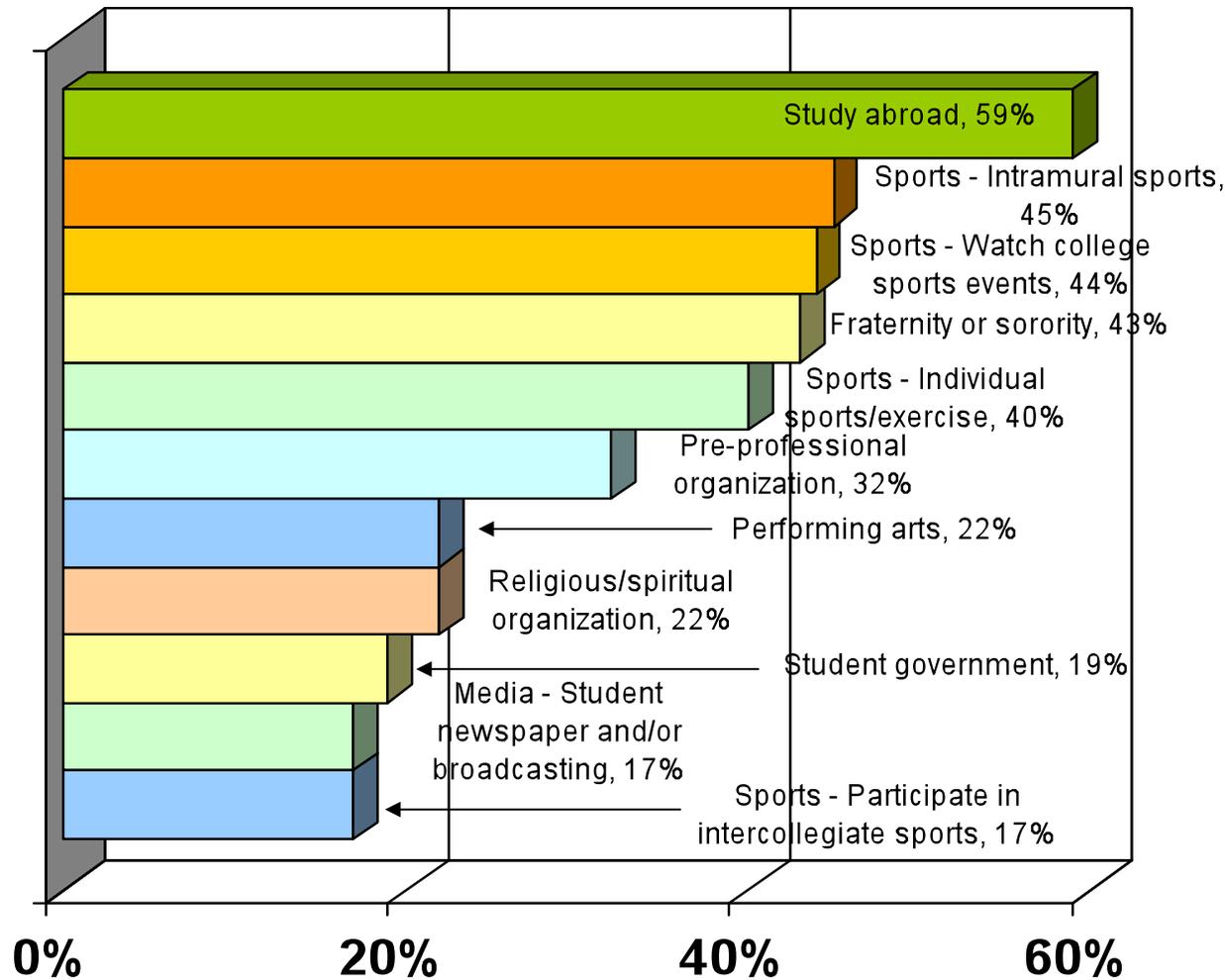
# Consolidated Market Opportunity



# Extra-Curricular Activities

# Extra-Curricular Activities

*Which activities, interests, and hobbies would you like to pursue in college?*



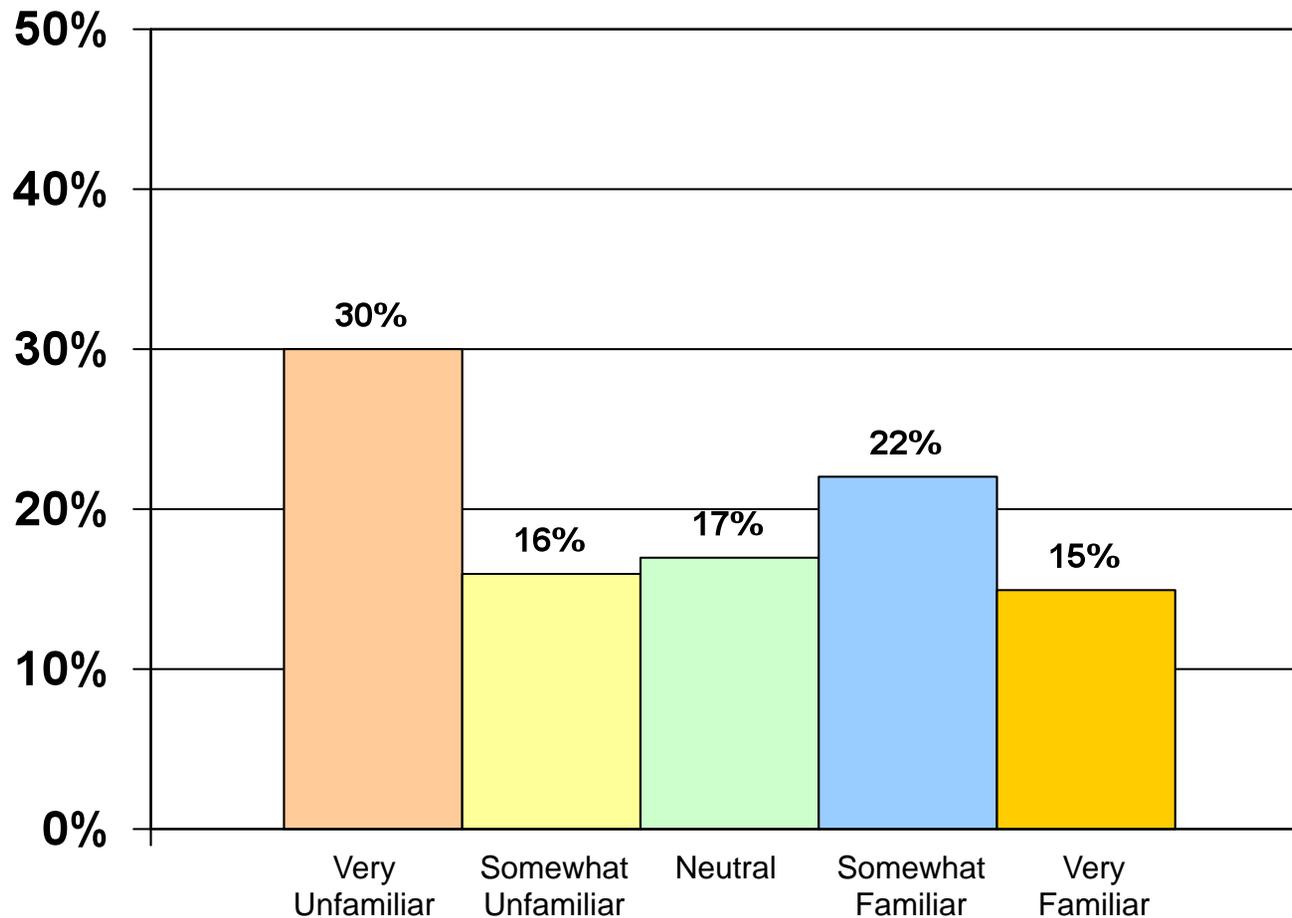
Study abroad is the extra-curricular activity of greatest interest to students.

Sports are also of great interest to students, including watching college sporting events, participating in intramurals, and exercising.

# Awareness and Favorability Overall Ratings

# Awareness Distribution

Awareness levels among students who have heard of Illinois Wesleyan



Among students who have heard of Illinois Wesleyan, 46% were somewhat or very unfamiliar with the University, while 37% were familiar to some degree.

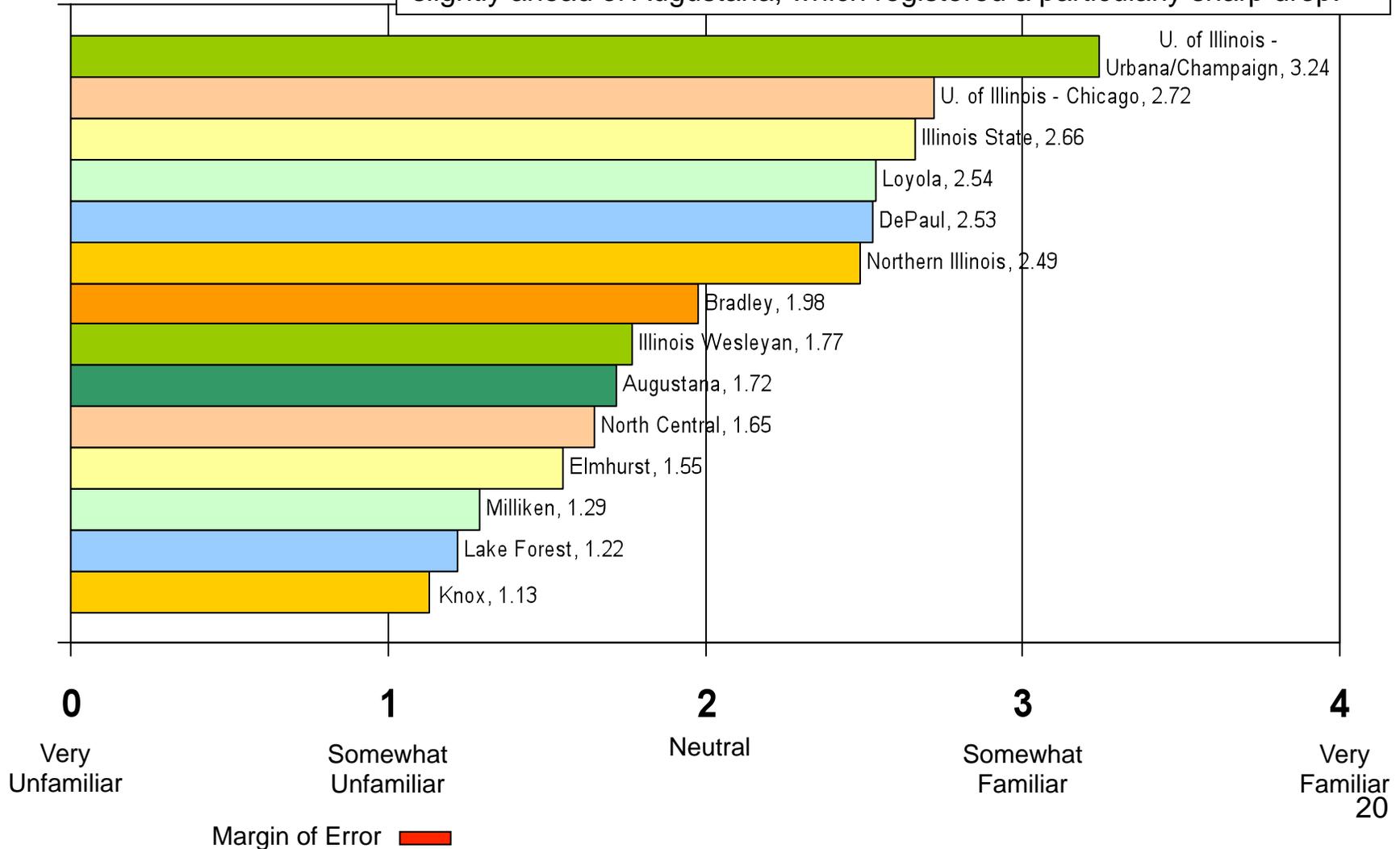
In addition to students who have heard of Illinois Wesleyan, some students have never heard of the University. The Invisibility Index™ for Illinois Wesleyan is 27%. This number is unchanged in the past year and is within the normal range for a smaller private college in a large state.

# Index Calculation

- Awareness Index is the average of all survey respondents' familiarity levels
- Numeric assignments for awareness
  - Very Unfamiliar = 0
  - Somewhat Unfamiliar = 1
  - Neutral = 2
  - Somewhat Familiar = 3
  - Very Familiar = 4
- Perception Index is the average of all survey respondents' perception ratings
- Numeric assignments for perception
  - Very Unfavorable = 0
  - Somewhat Unfavorable = 1
  - Neutral = 2
  - Somewhat Favorable = 3
  - Very Favorable = 4

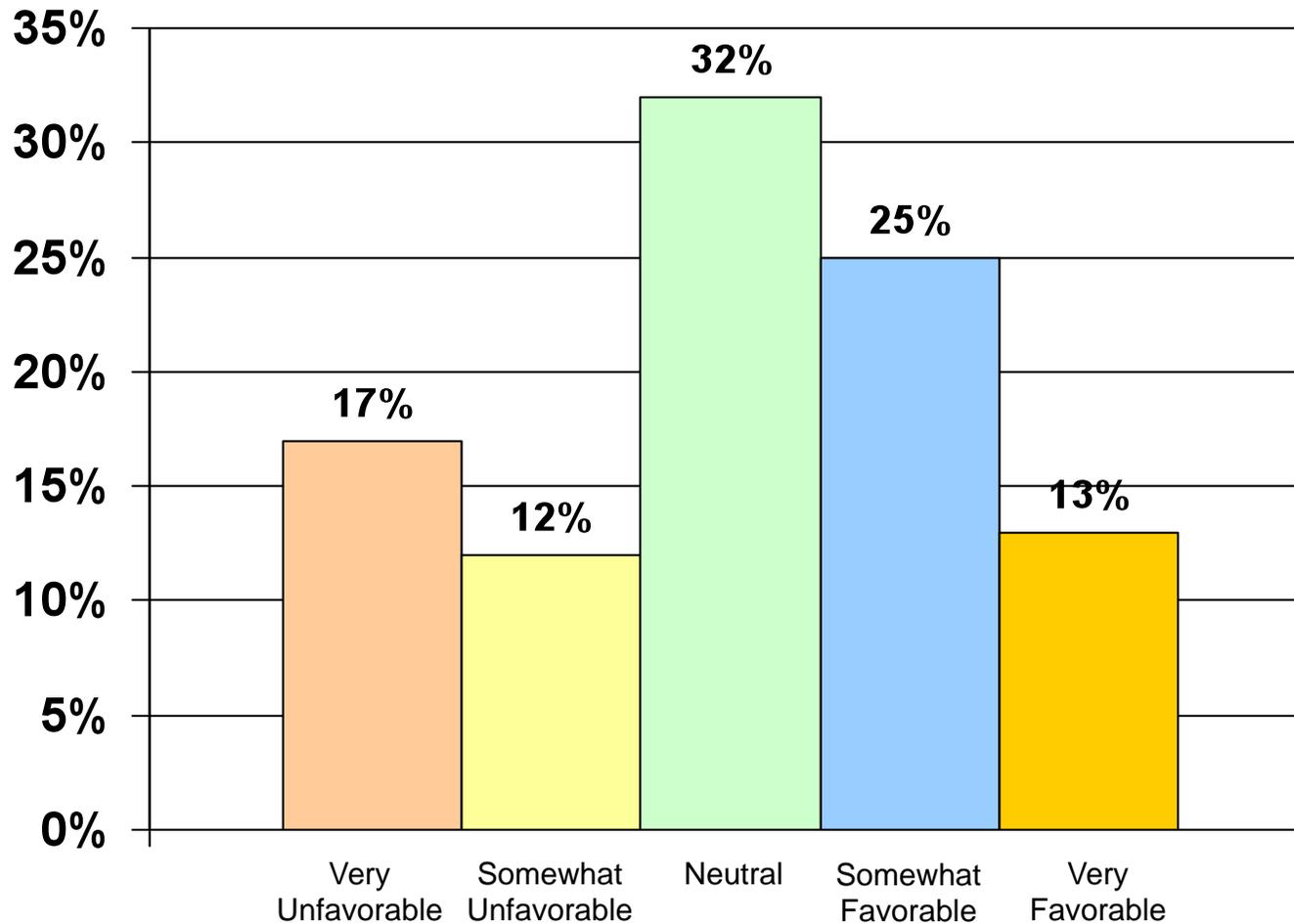
# Awareness Index

Illinois Wesleyan's overall awareness of 1.77 was lower than the University's score of 1.85 in 2012. Nevertheless, Illinois Wesleyan pulled slightly ahead of Augustana, which registered a particularly sharp drop.



# Perception Distribution

Perception levels among students who have heard of Illinois Wesleyan

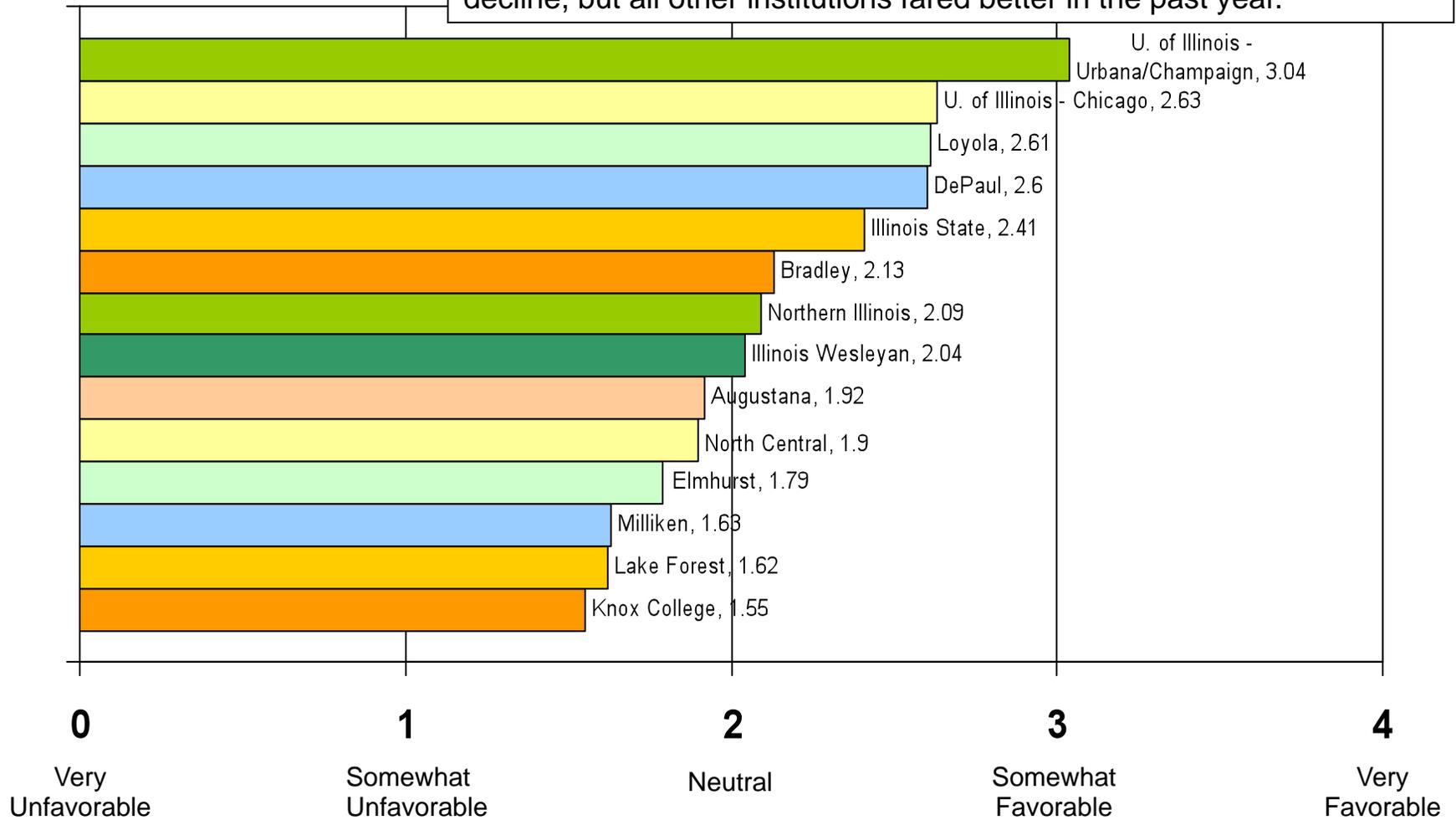


Thirty eight percent of students have a somewhat or very favorable view of Illinois Wesleyan. In contrast, 29% have an unfavorable view.

It is important to note that overall favorability includes more than just academic strength. Respondents were prompted to consider all aspects of each institution including tuition cost, academic strength, facilities, campus safety, etc.

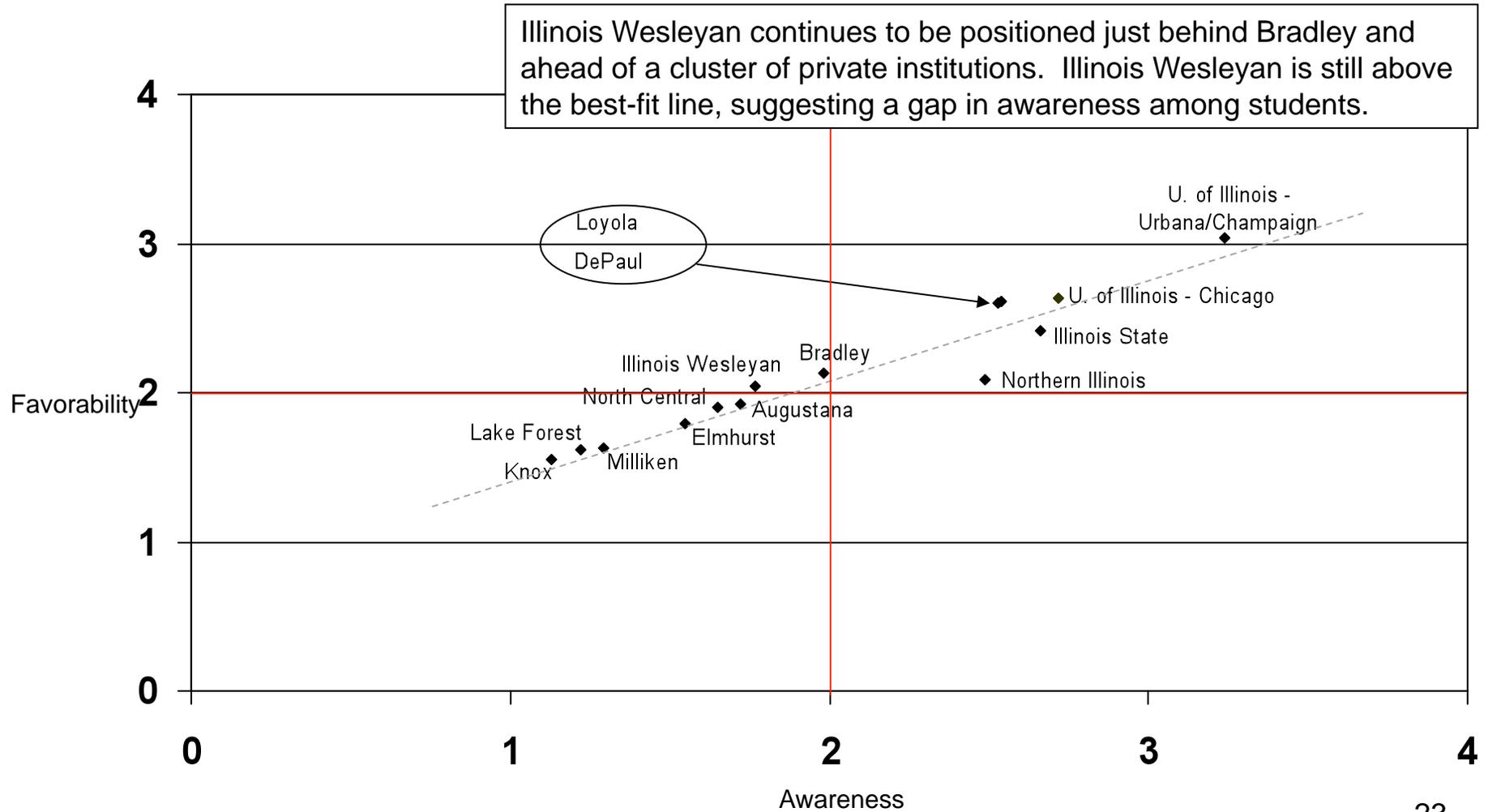
# Perception Index

Illinois Wesleyan has an overall favorability score of 2.04, which was solidly lower than its 2011 score of 2.21. Augustana registered a similar decline, but all other institutions fared better in the past year.



Margin of Error █

# College Position Matrix



# Market Position Ranking

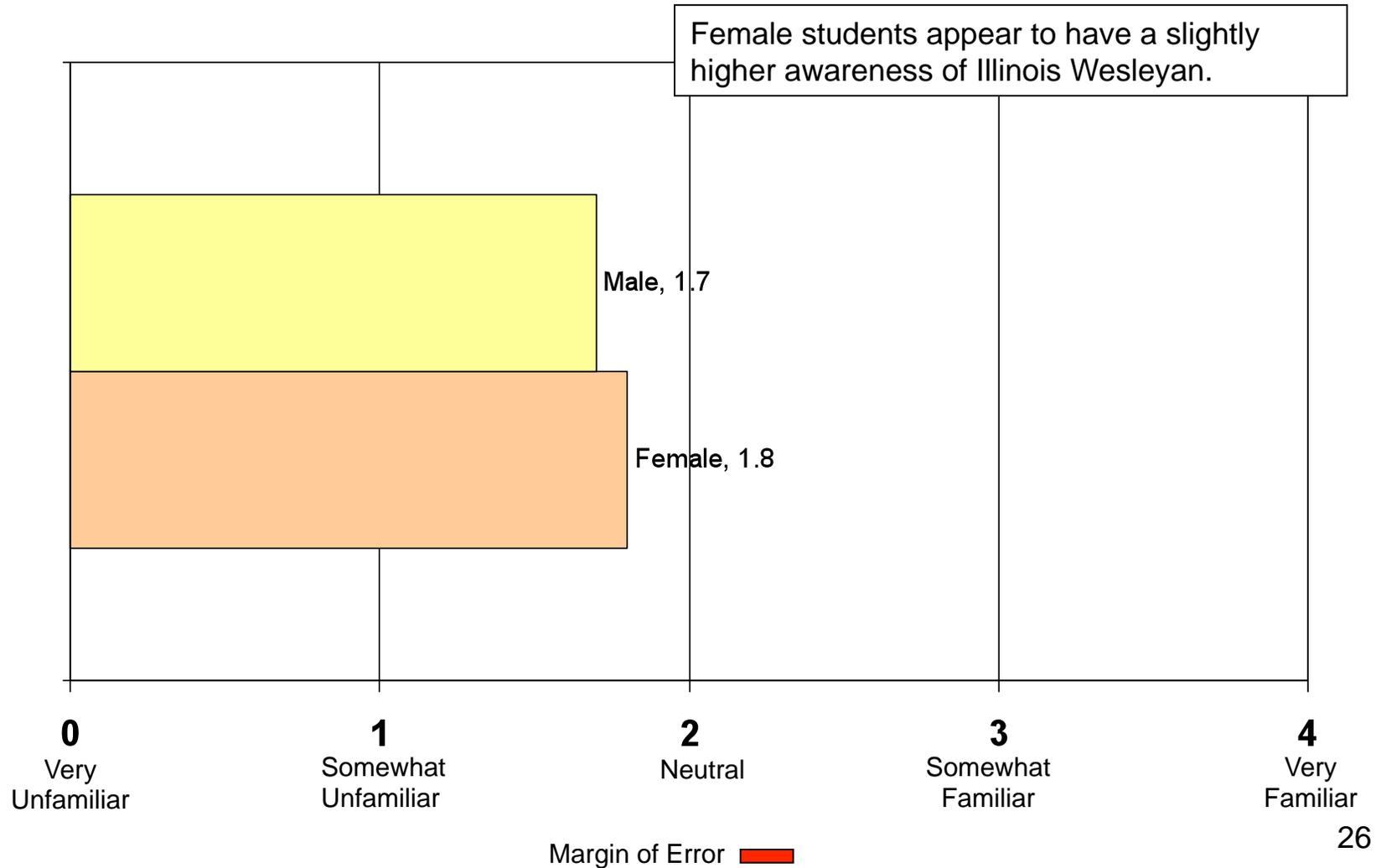
Illinois Wesleyan is ranked 8<sup>th</sup> among benchmark competitors and 12<sup>th</sup> overall in the state.

State Rank	Institution	Awareness Score	Favorability Score	Market Position Score
1	U. of Illinois - Urbana/Champaign	3.24	3.04	9.83
2	U. of Illinois - Chicago	2.72	2.63	7.17
3	Loyola	2.54	2.61	6.61
4	DePaul	2.53	2.60	6.60
5	Illinois State	2.66	2.41	6.39
6	Northern Illinois	2.49	2.09	5.22
8	Bradley	1.98	2.13	4.21
12	Illinois Wesleyan	1.77	2.04	3.61
15	Augustana	1.72	1.92	3.30
17	North Central	1.65	1.90	3.14
21	Elmhurst	1.55	1.79	2.77
27	Milliken	1.29	1.63	2.09
28	Lake Forest	1.22	1.62	1.98
30	Knox	1.13	1.55	1.76

# Segmentation Analysis

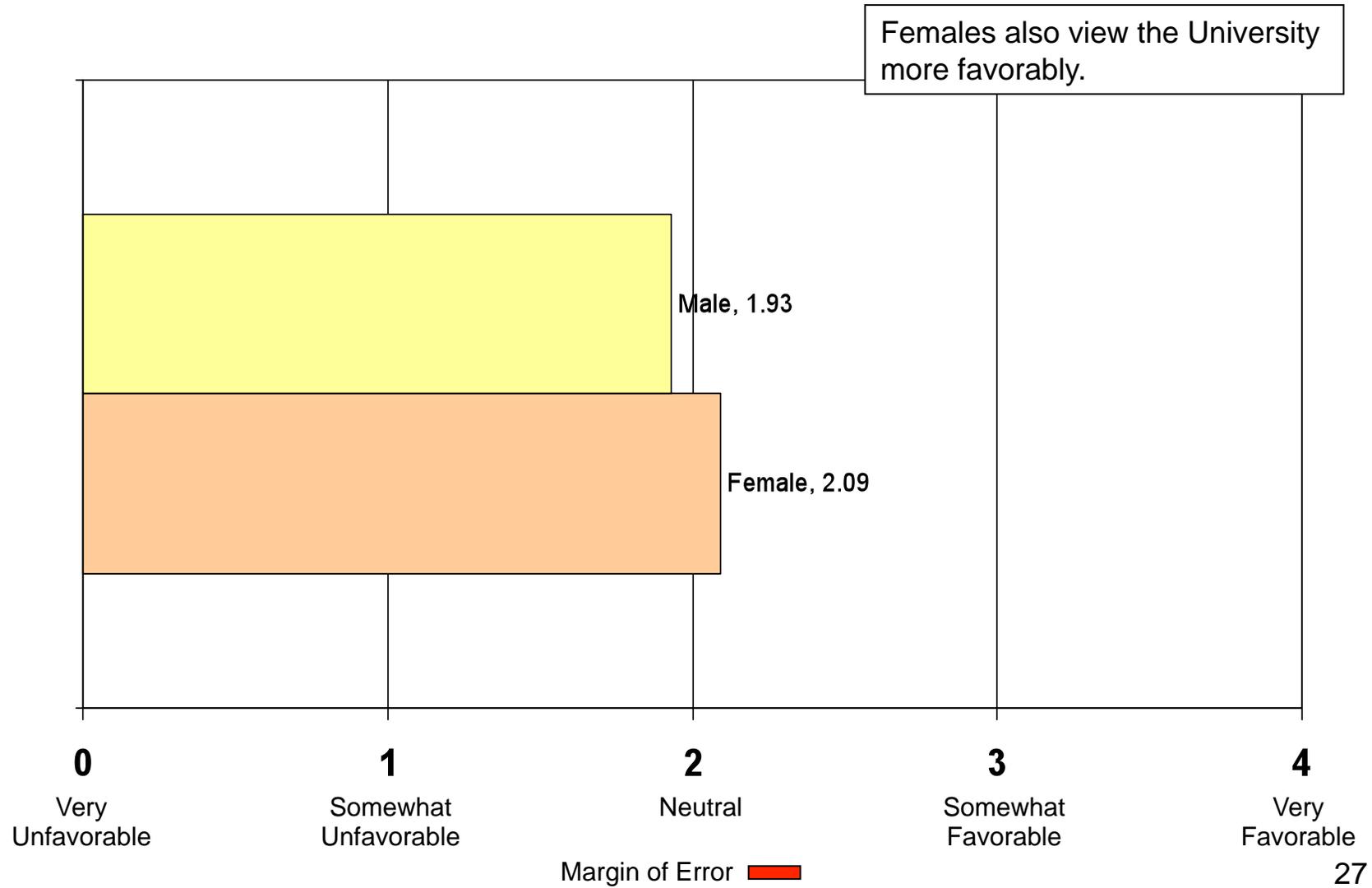
# Awareness Index

## Segmentation: Gender



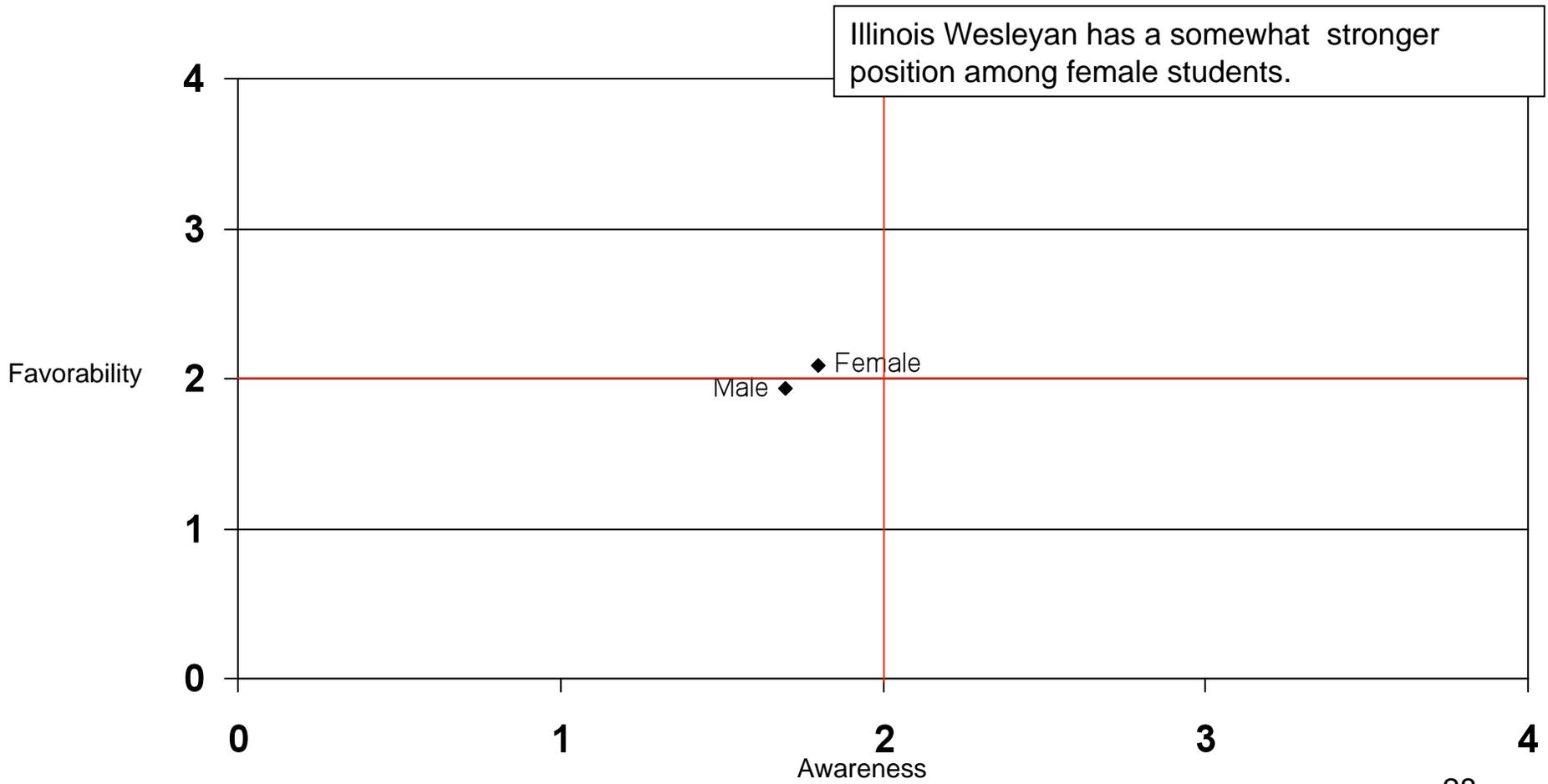
# Perception Index

## Segmentation: Gender



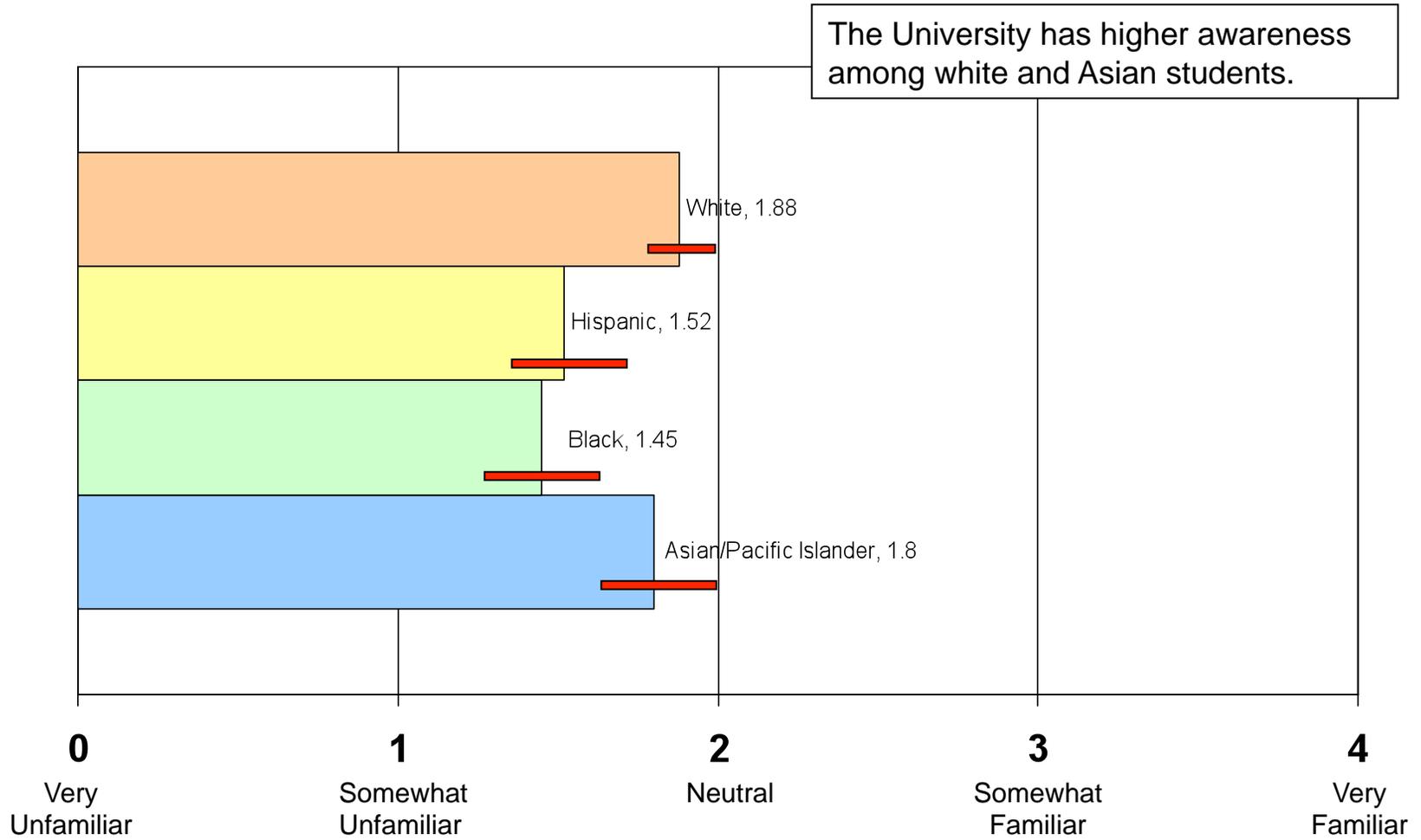
# Market Position Matrix

## Segmentation: Gender



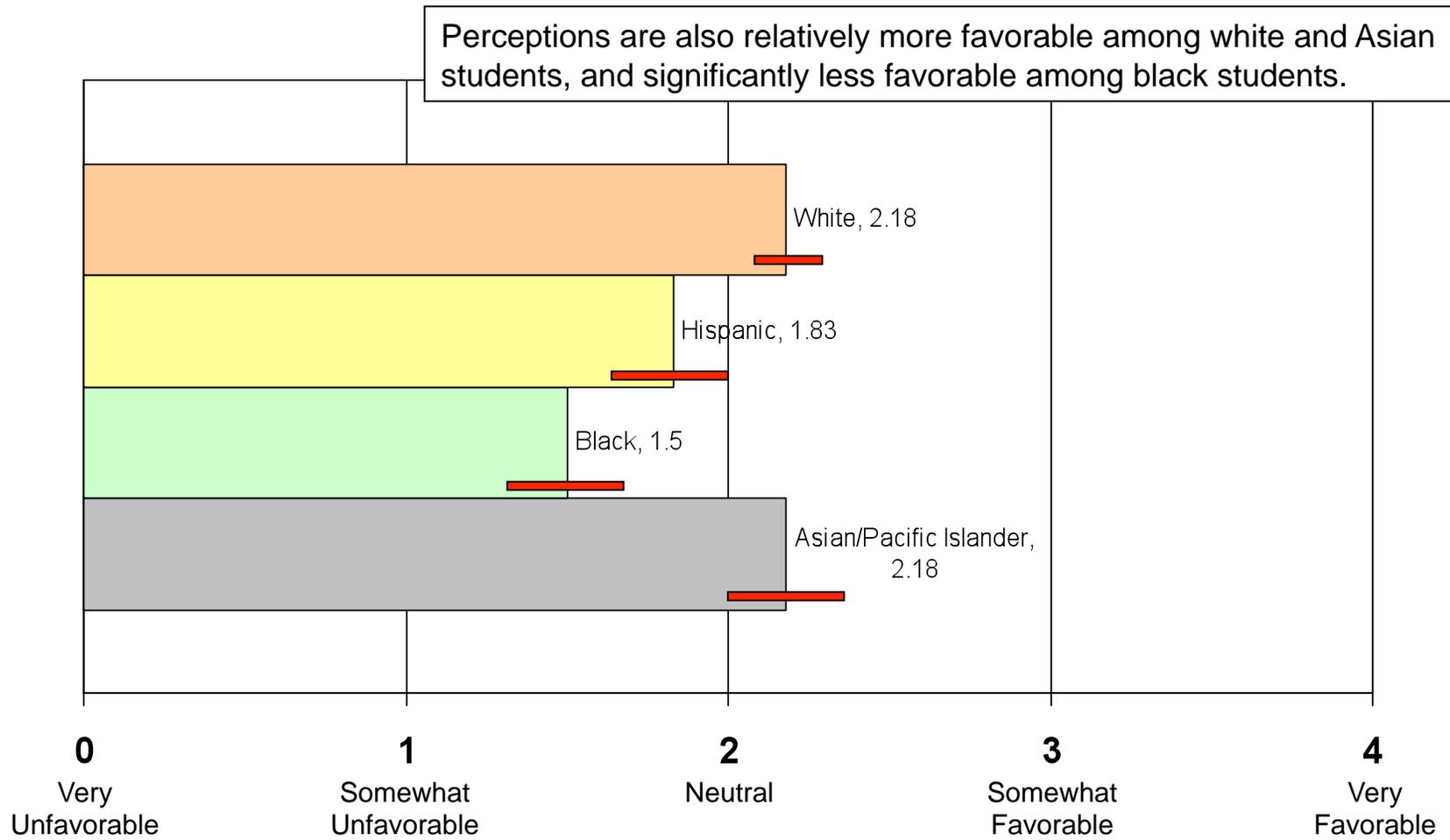
# Awareness Index

## Segmentation: Race



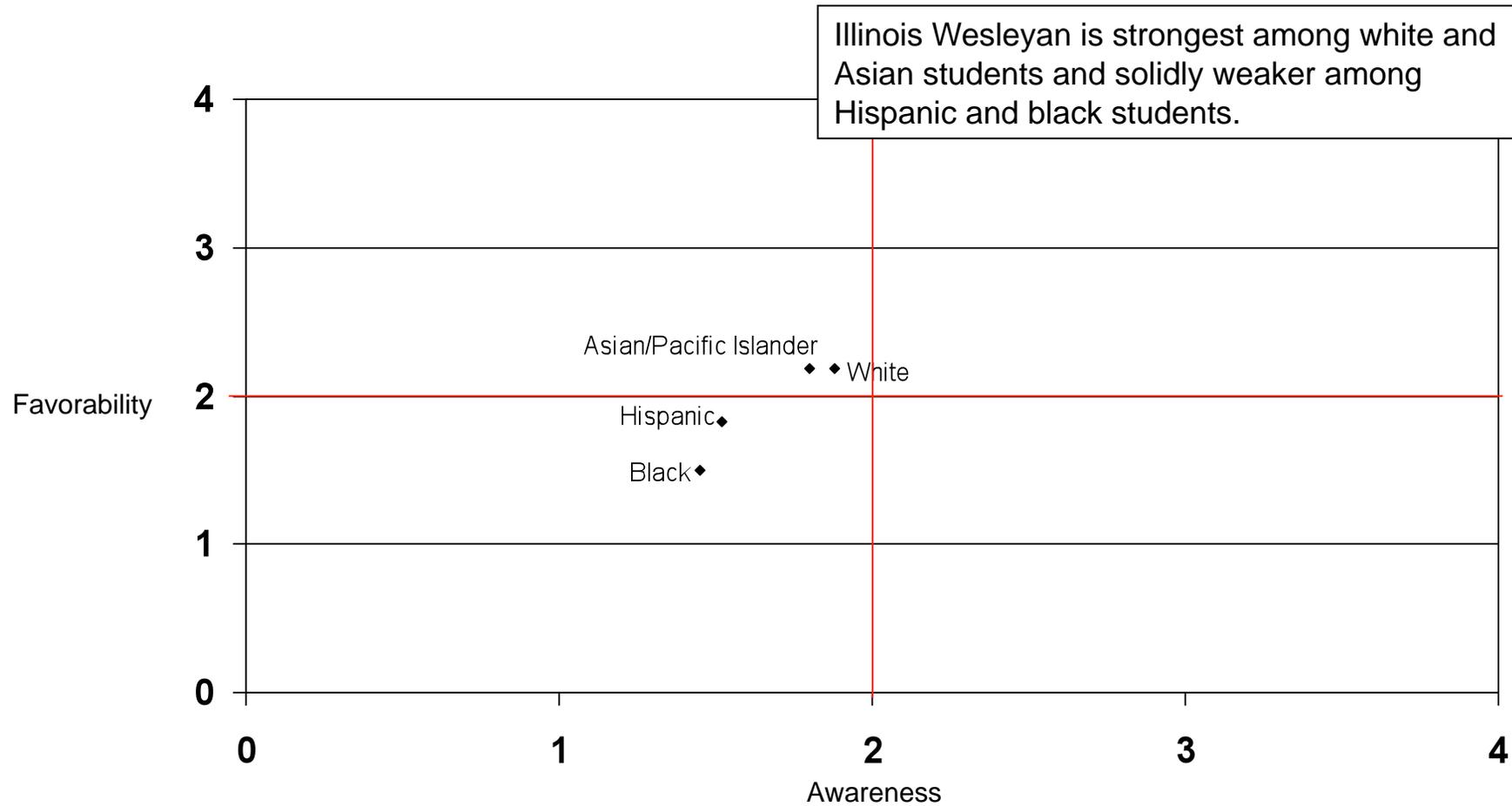
# Perception Index

## Segmentation: Race



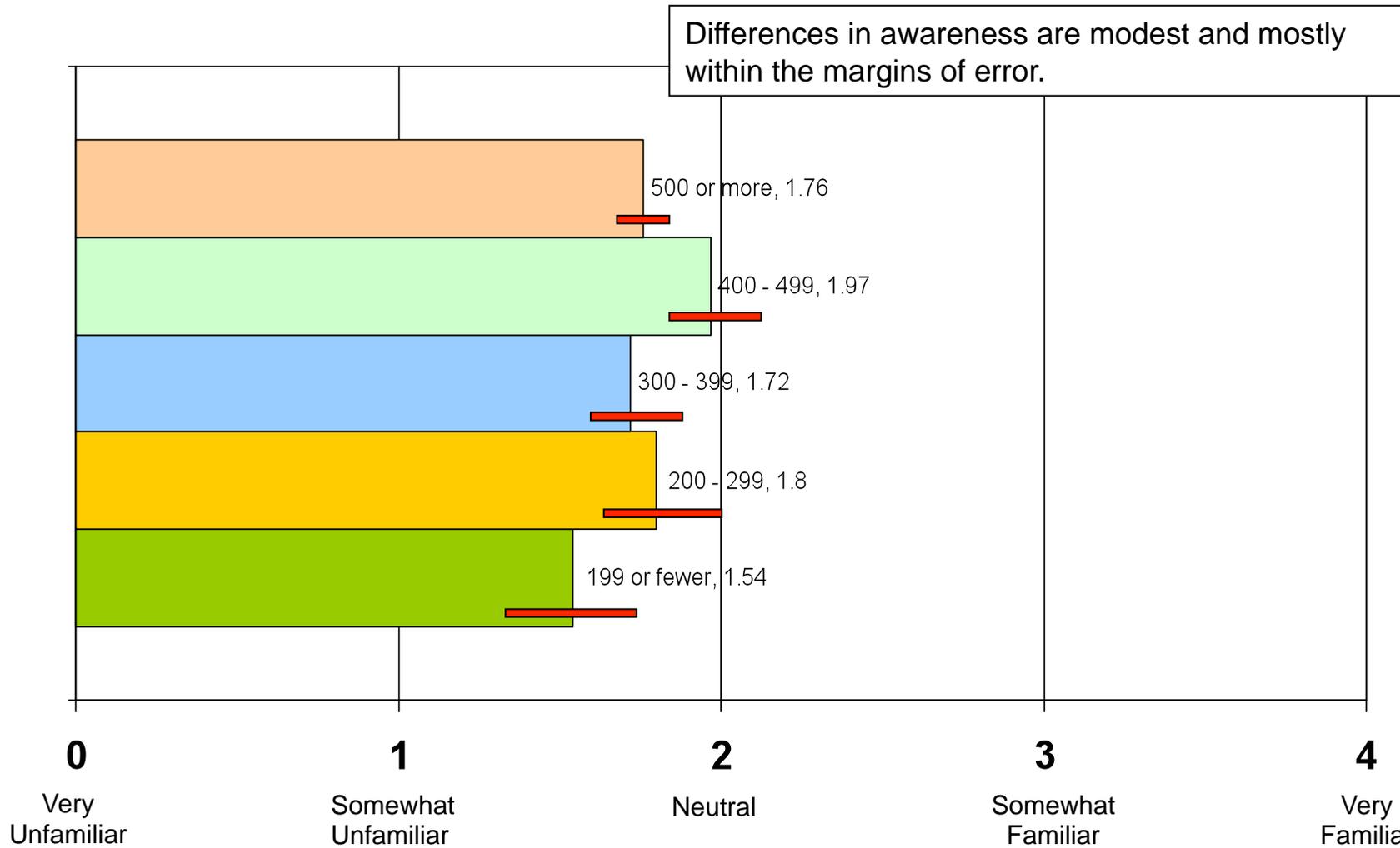
# Market Position Matrix

## Segmentation: Race



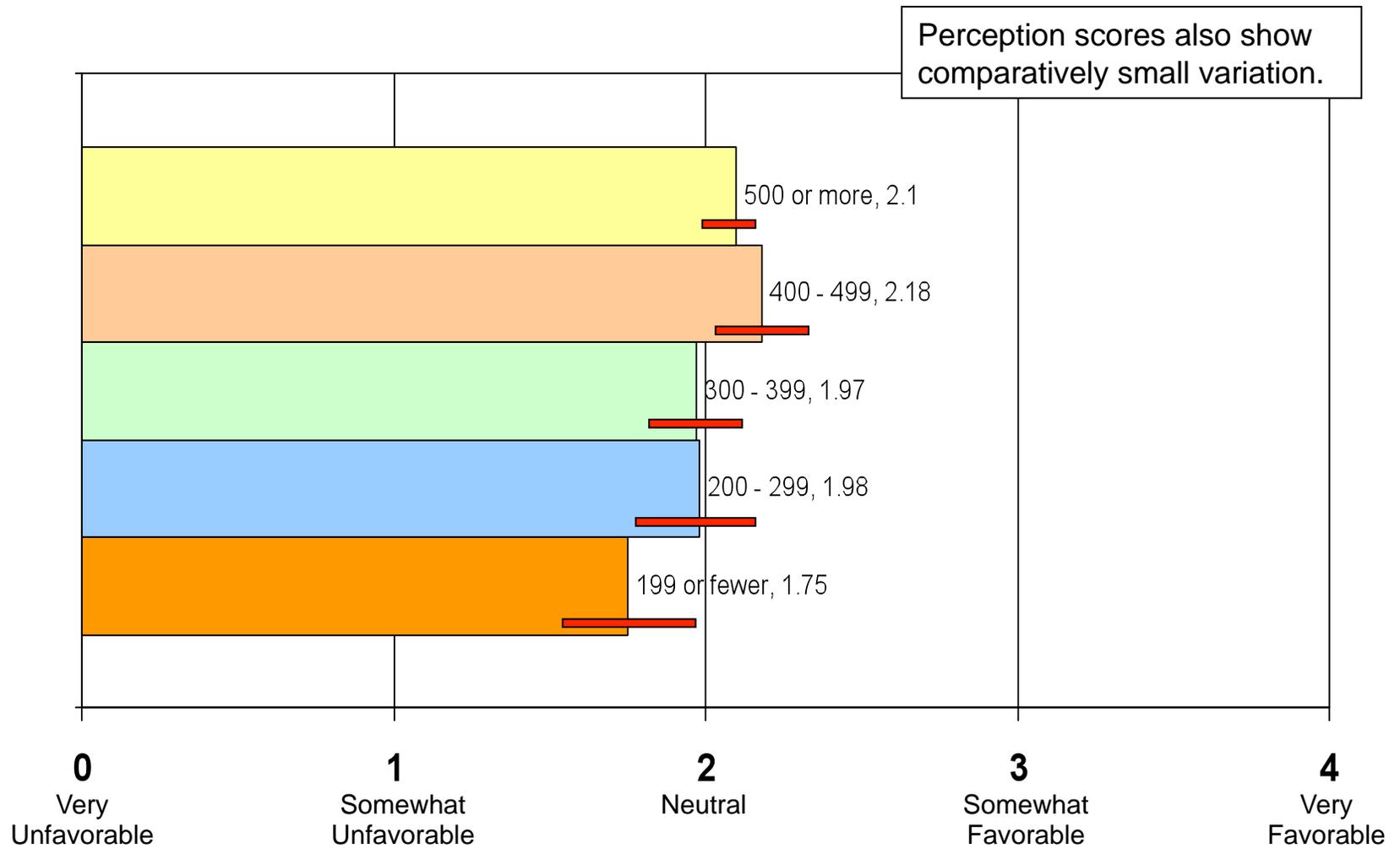
# Awareness Index

## Segmentation: HS Size (Senior Class Size)



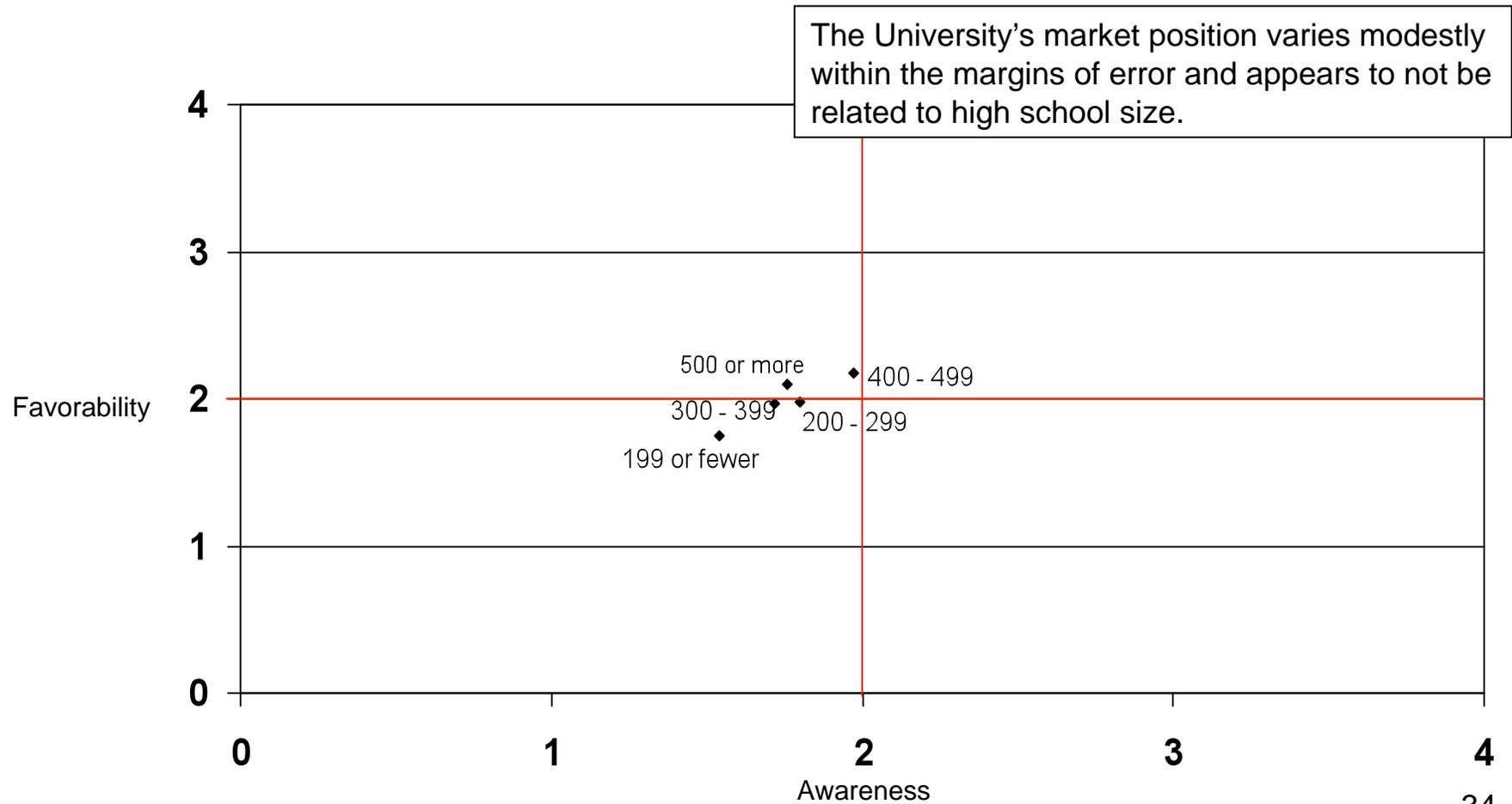
# Perception Index

## Segmentation: HS Size (Senior Class Size)



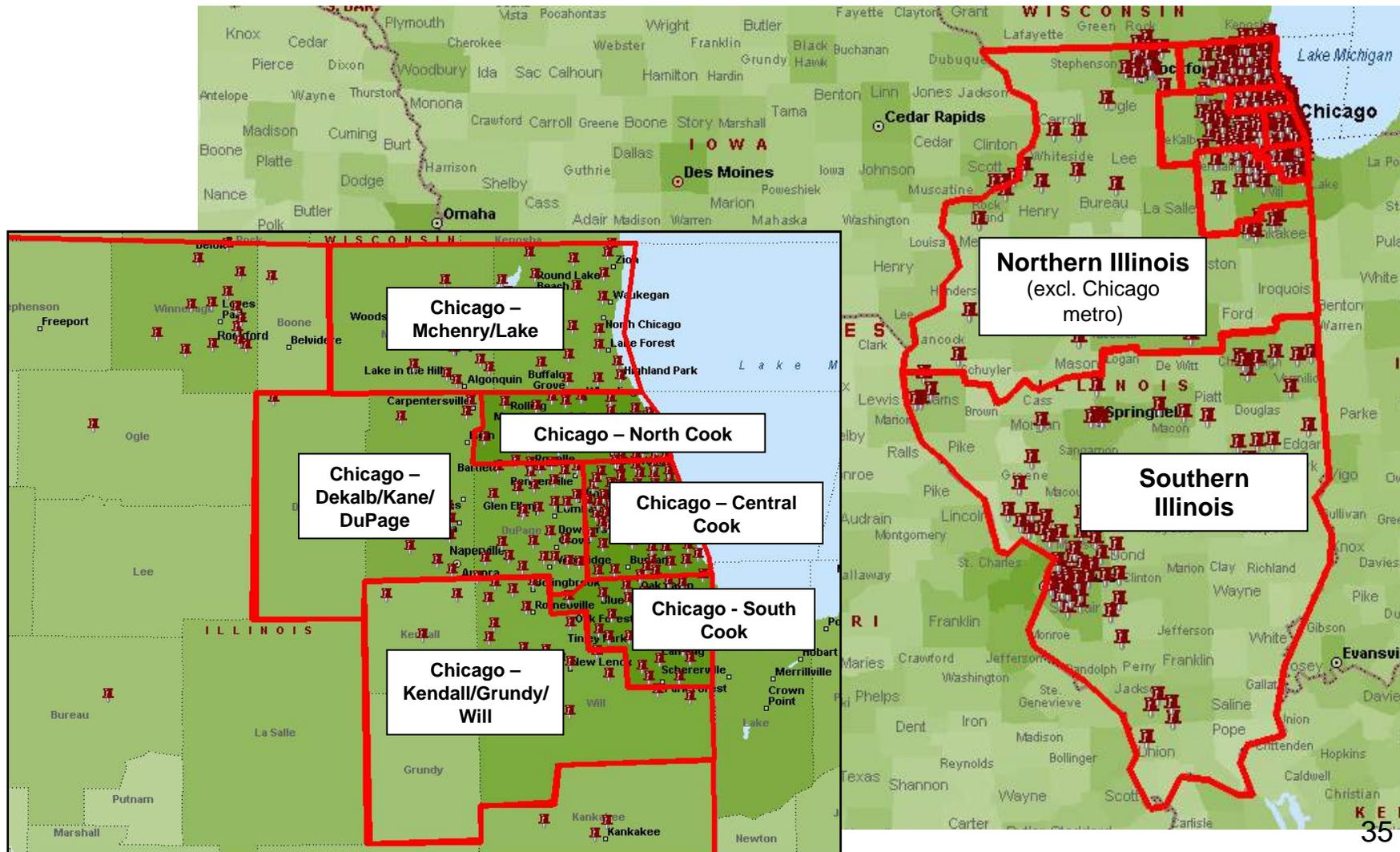
# Market Position Matrix

## Segmentation: HS Size (Senior Class Size)



# Regional Segmentation

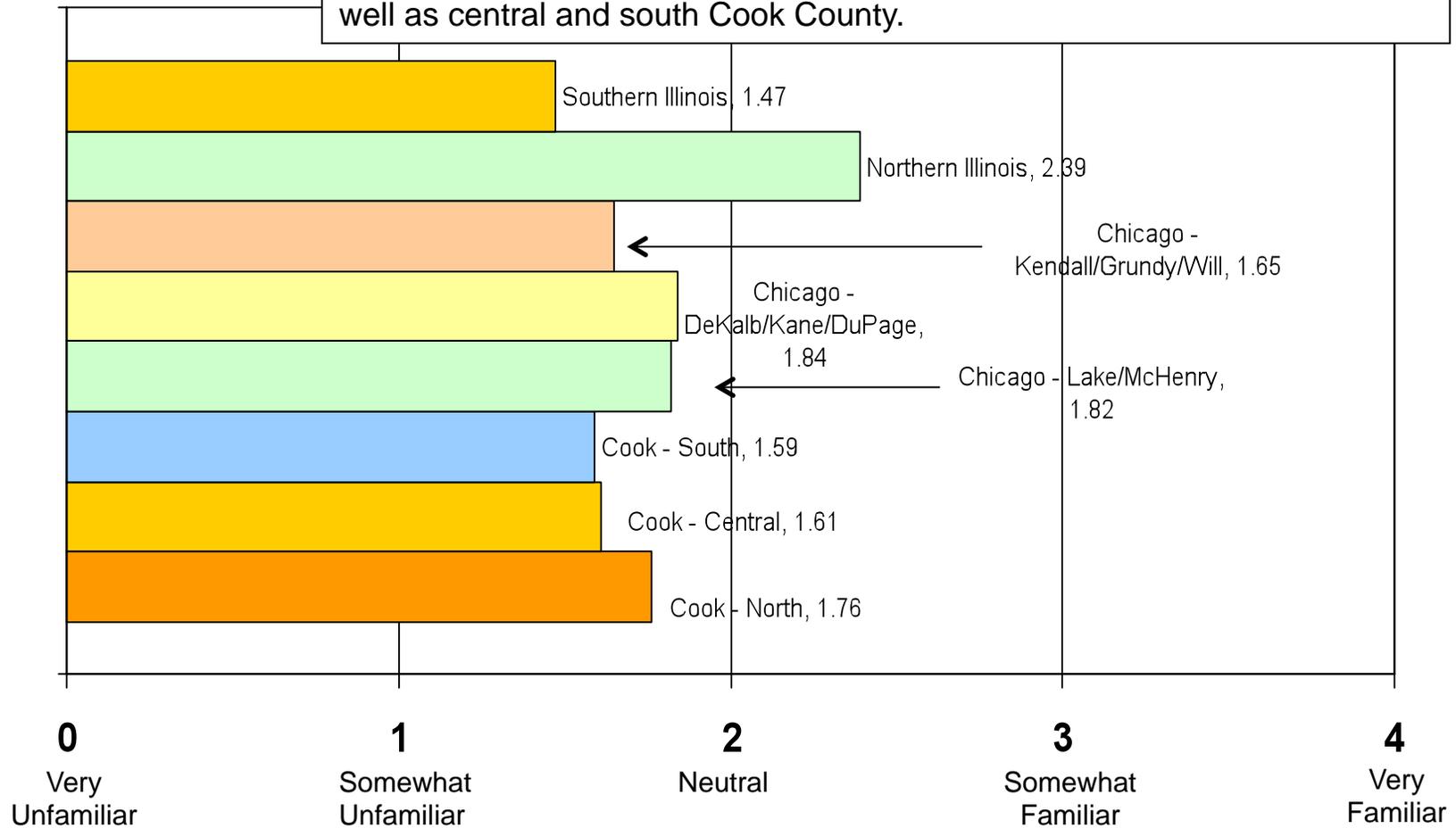
Student Insights has created these regions to analyze awareness and perception in the geographic segmentation shown in the following slides.



# Awareness Index

## Segmentation: Geography

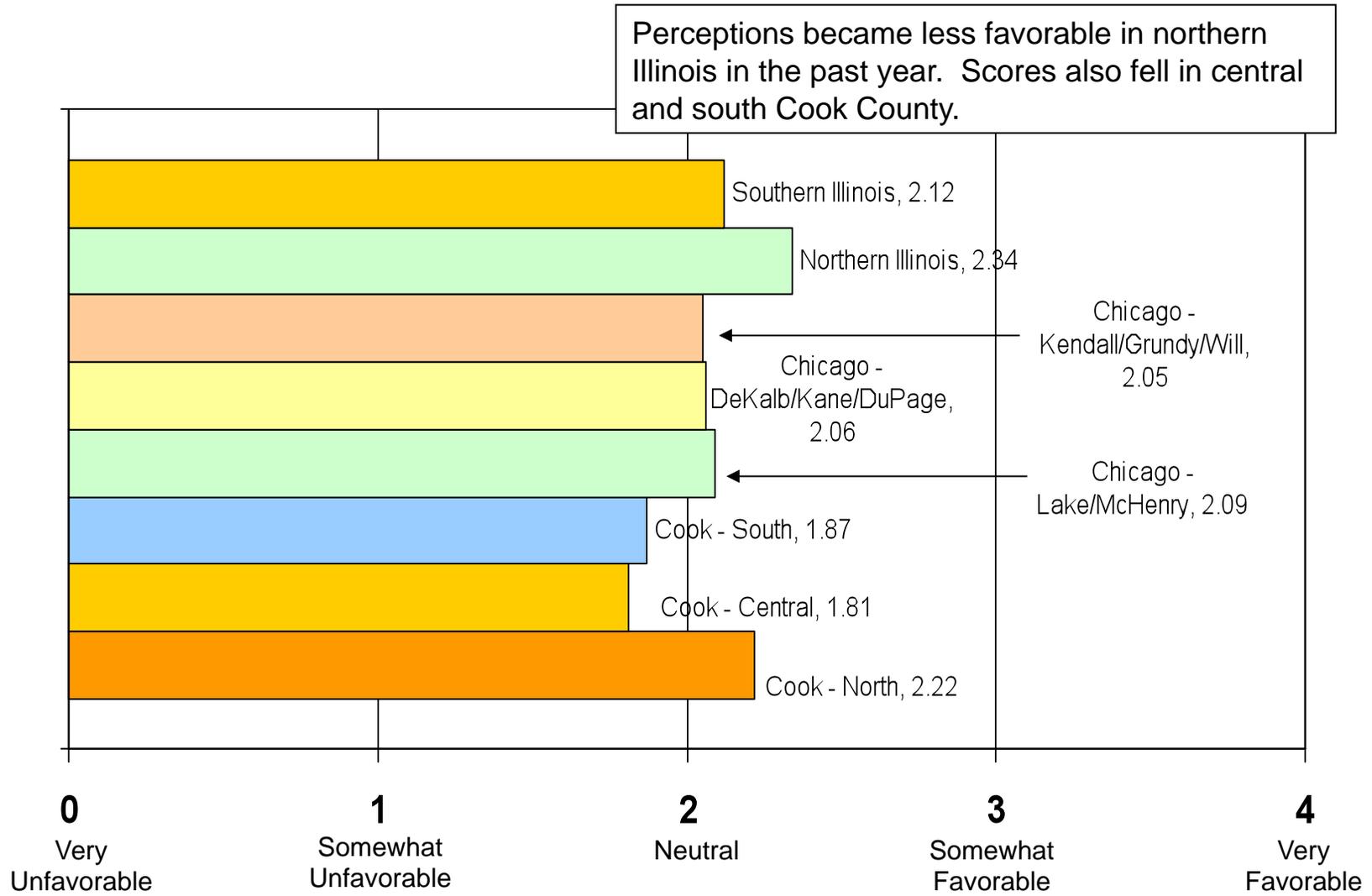
Awareness of Illinois Wesleyan continues to be higher in northern Illinois, excluding Chicago. Awareness in northern Illinois jumped notably in the past year. In the past year, awareness has declined in southern Illinois as well as central and south Cook County.



Margin of error

# Perception Index

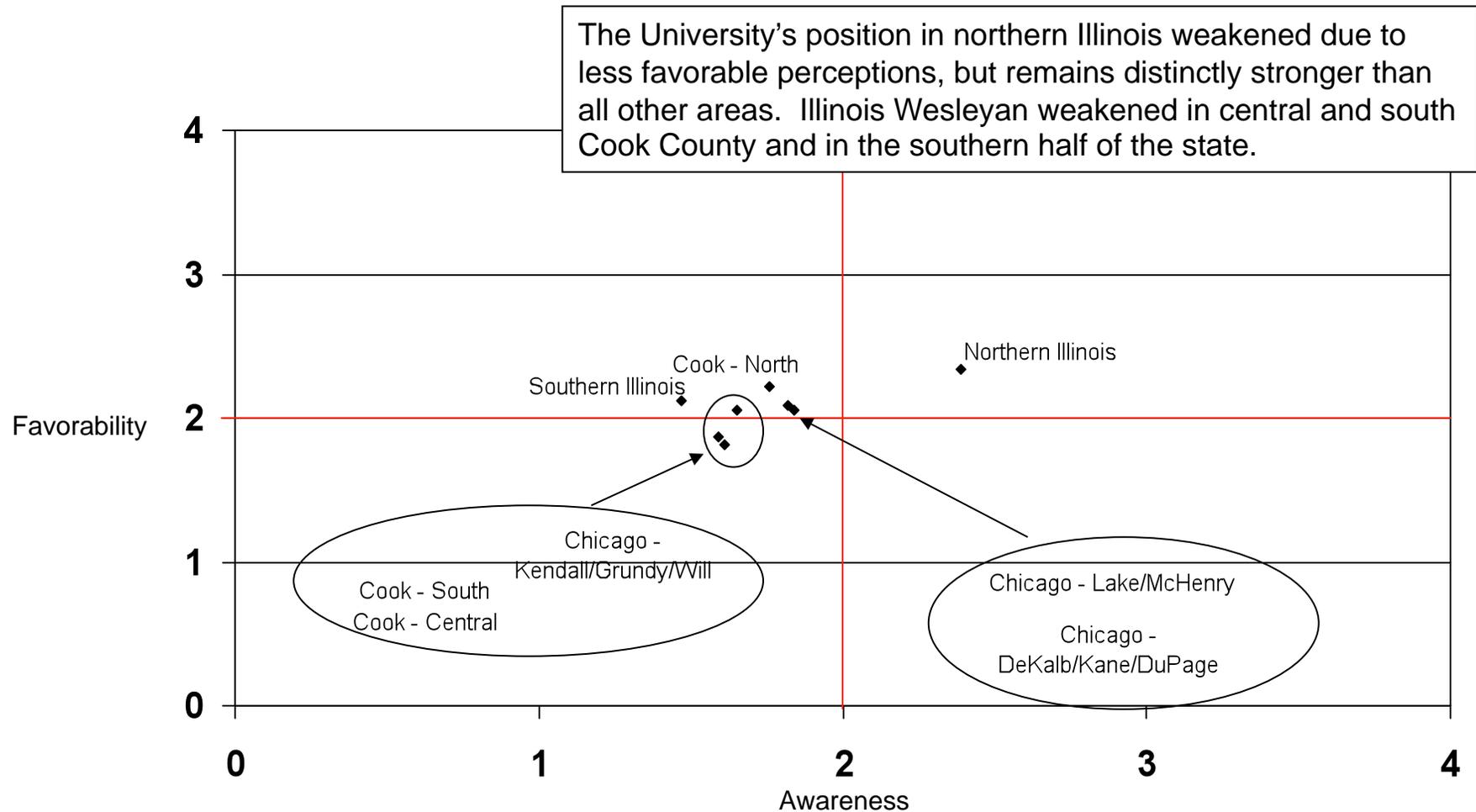
## Segmentation: Geography



Margin of error

# Market Position Matrix

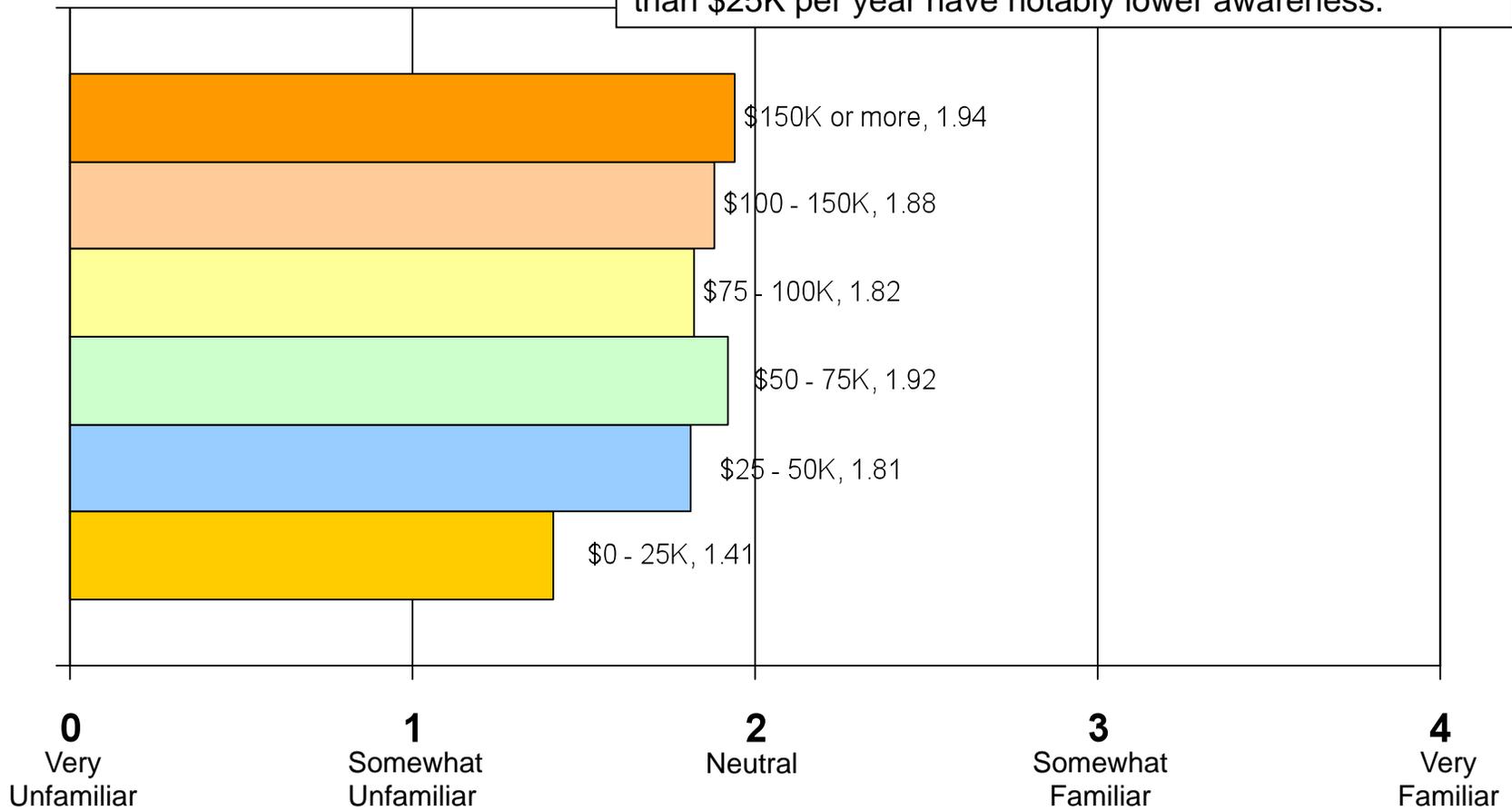
## Segmentation: Geography



# Awareness Index

## Segmentation: Income

Awareness is quite similar among students at most family income levels. Only students from families earning less than \$25K per year have notably lower awareness.

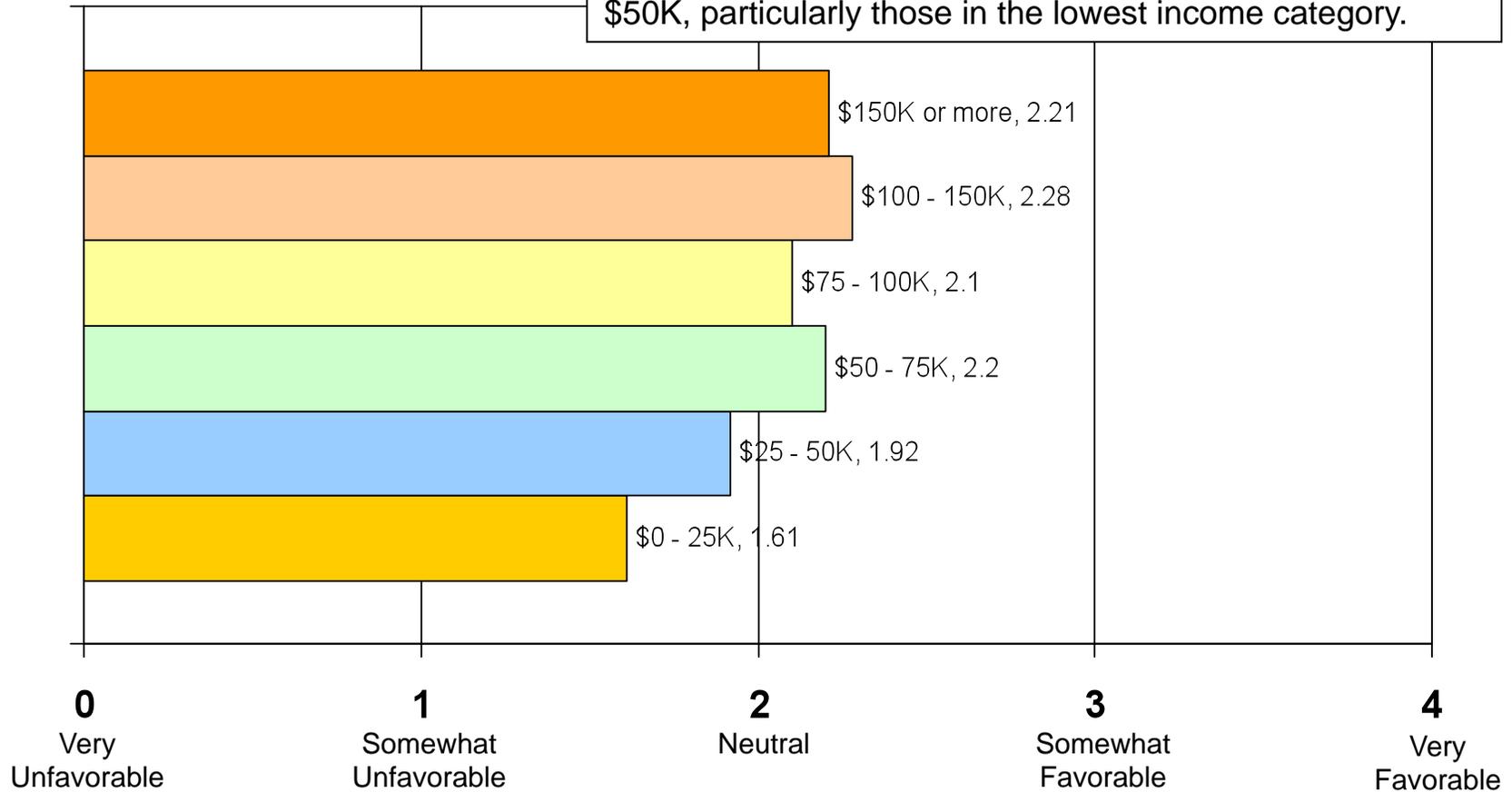


Margin of error

# Perception Index

## Segmentation: Income

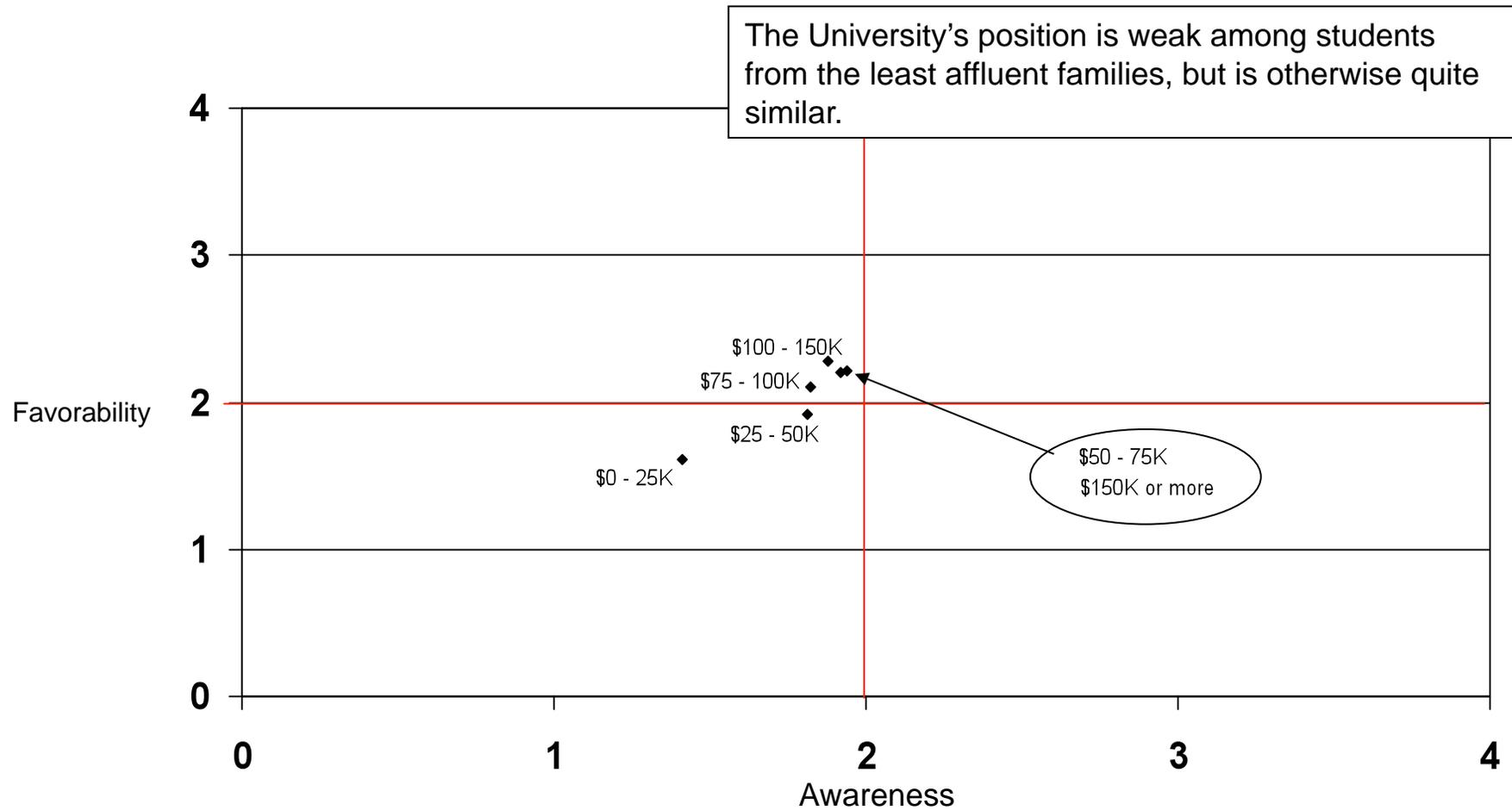
Perceptions of the University are similar among students from families earning \$50K or more. Favorability scores are lower among students from families earning less than \$50K, particularly those in the lowest income category.



Margin of error

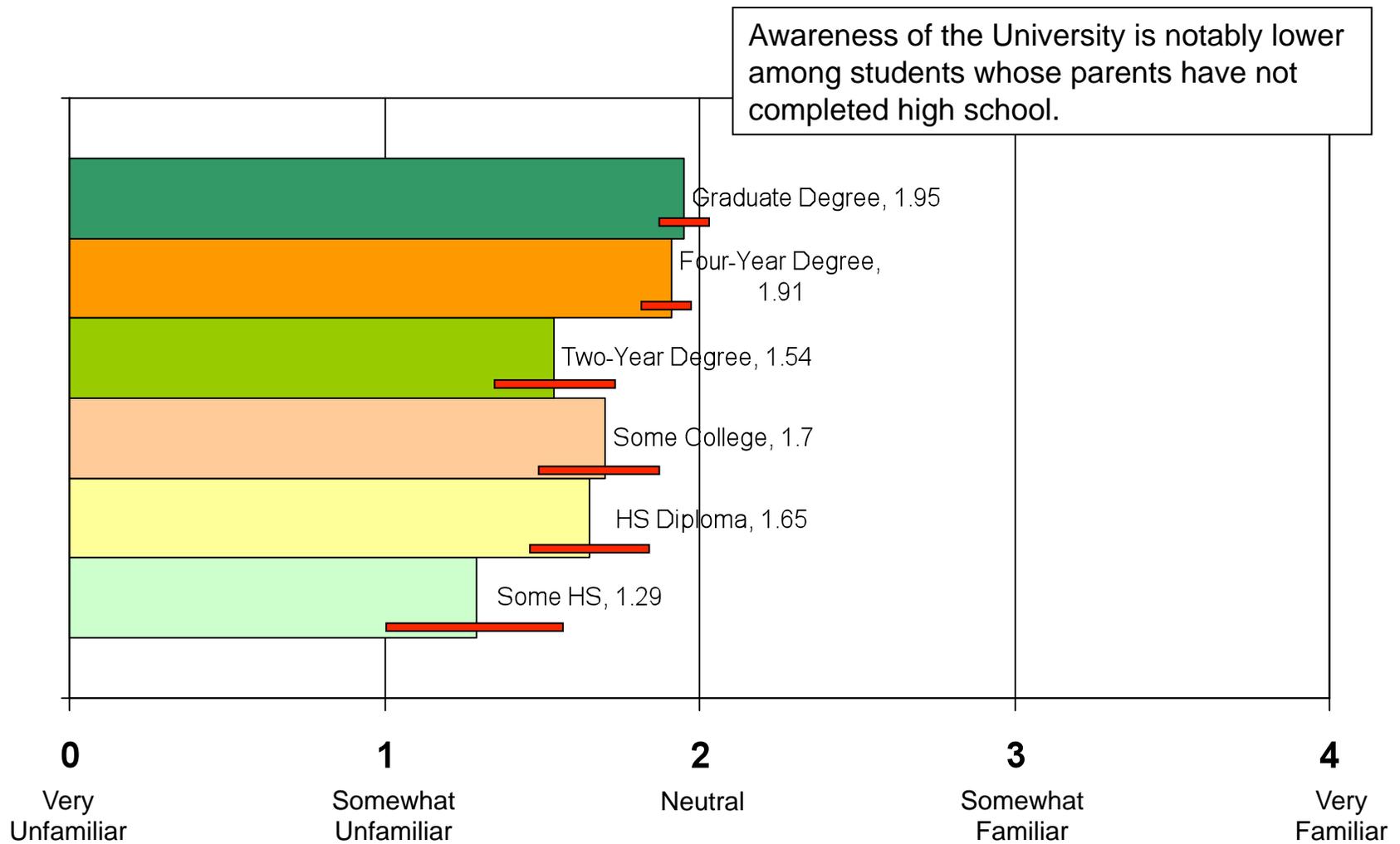
# College Position Matrix

## Segmentation: Income



# Awareness Index

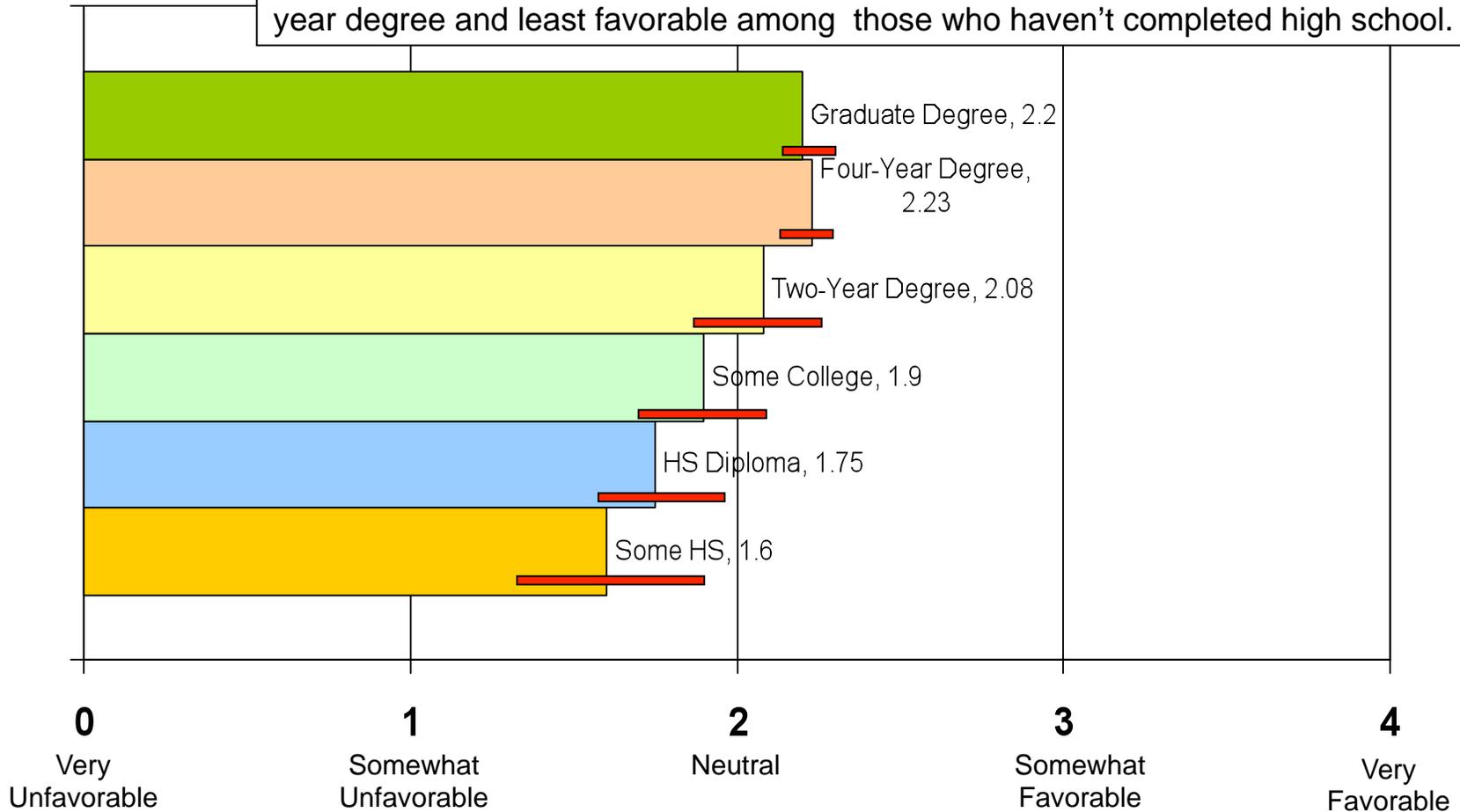
## Segmentation: Parental Education



# Perception Index

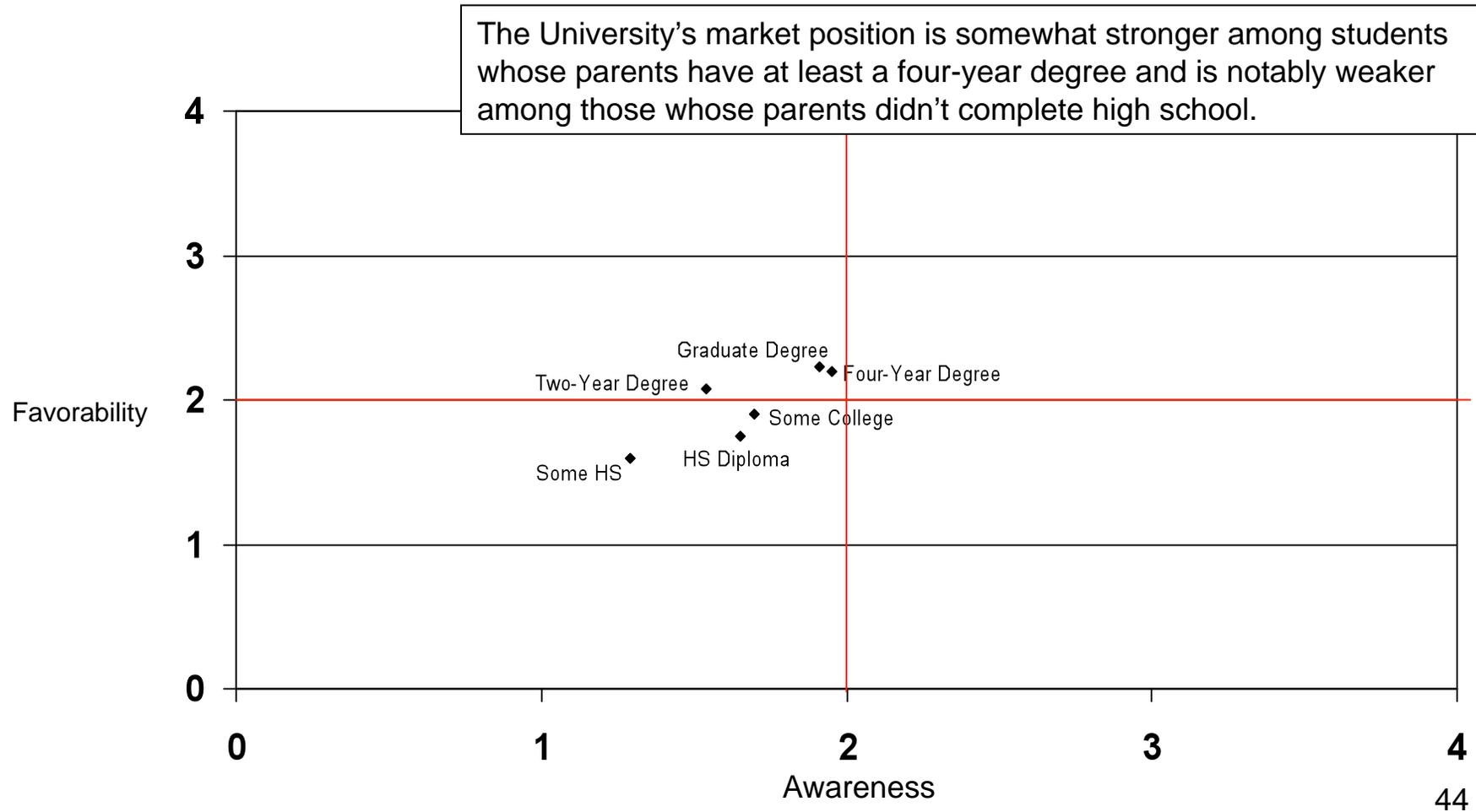
## Segmentation: Parental Education

Perception is moderately correlated with parental education. Perceptions of Illinois Wesleyan are most favorable among students whose parents have at least a four-year degree and least favorable among those who haven't completed high school.



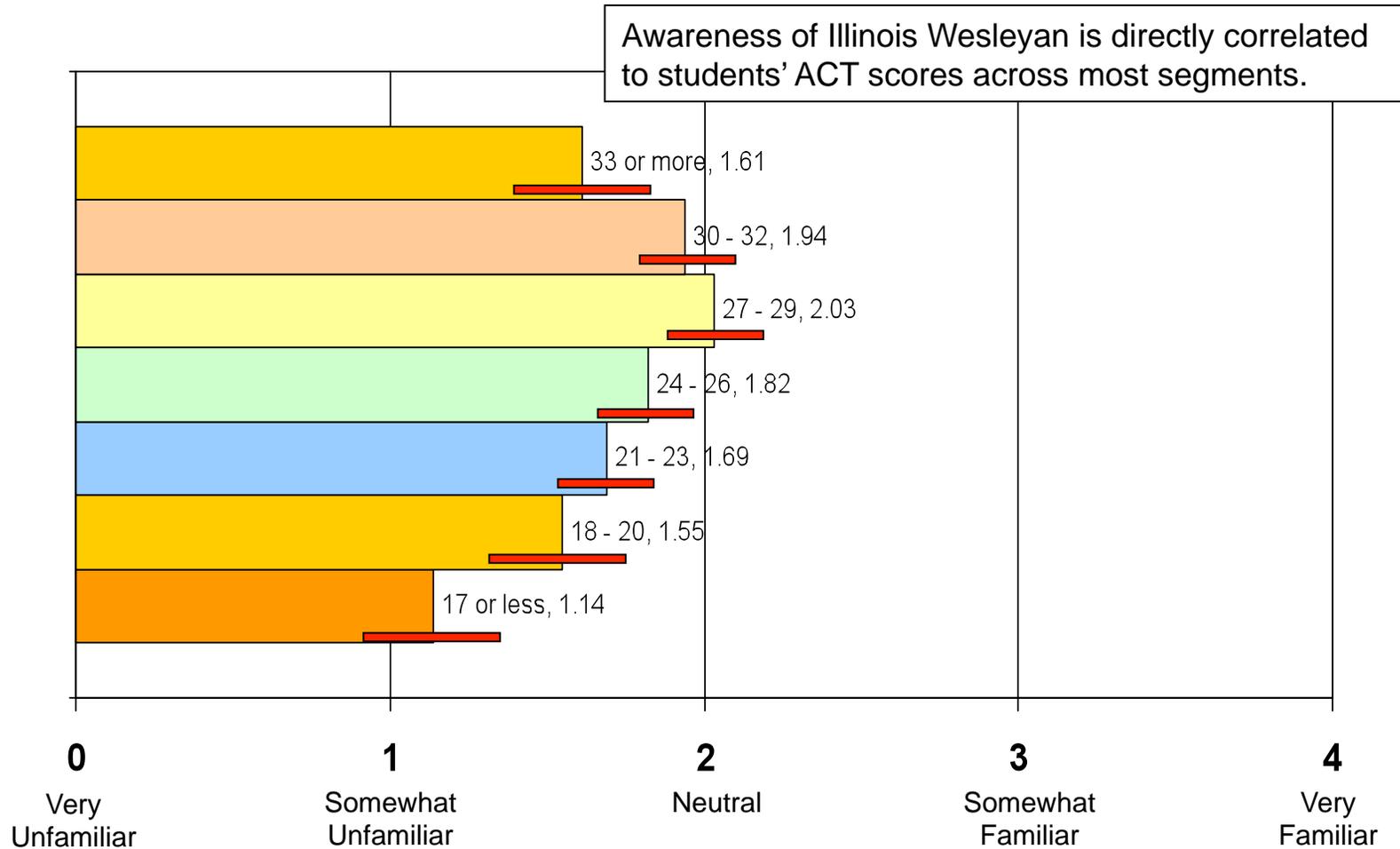
# College Position Matrix

## Segmentation: Parental Education



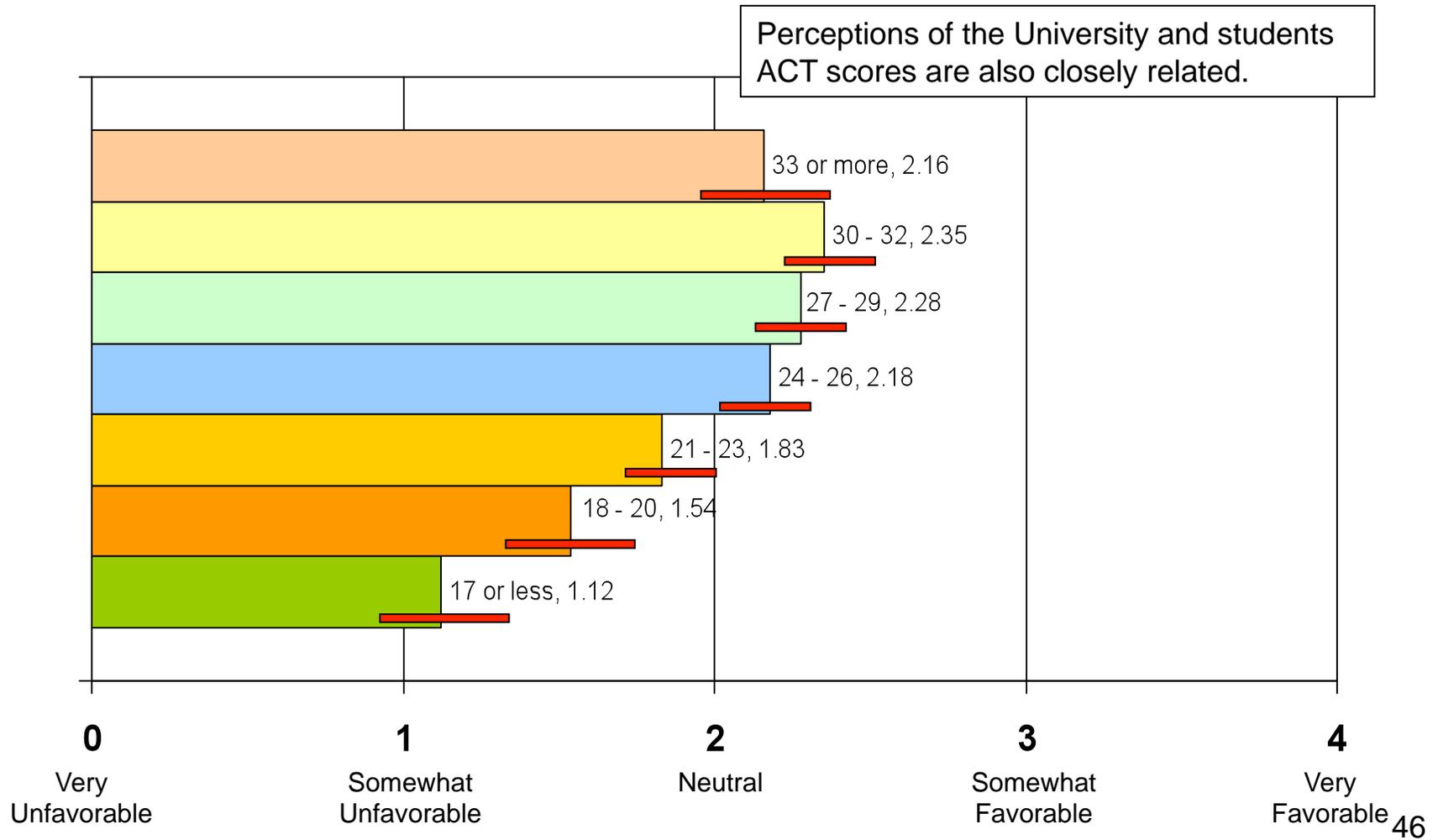
# Awareness Index

## Segmentation: ACT Score



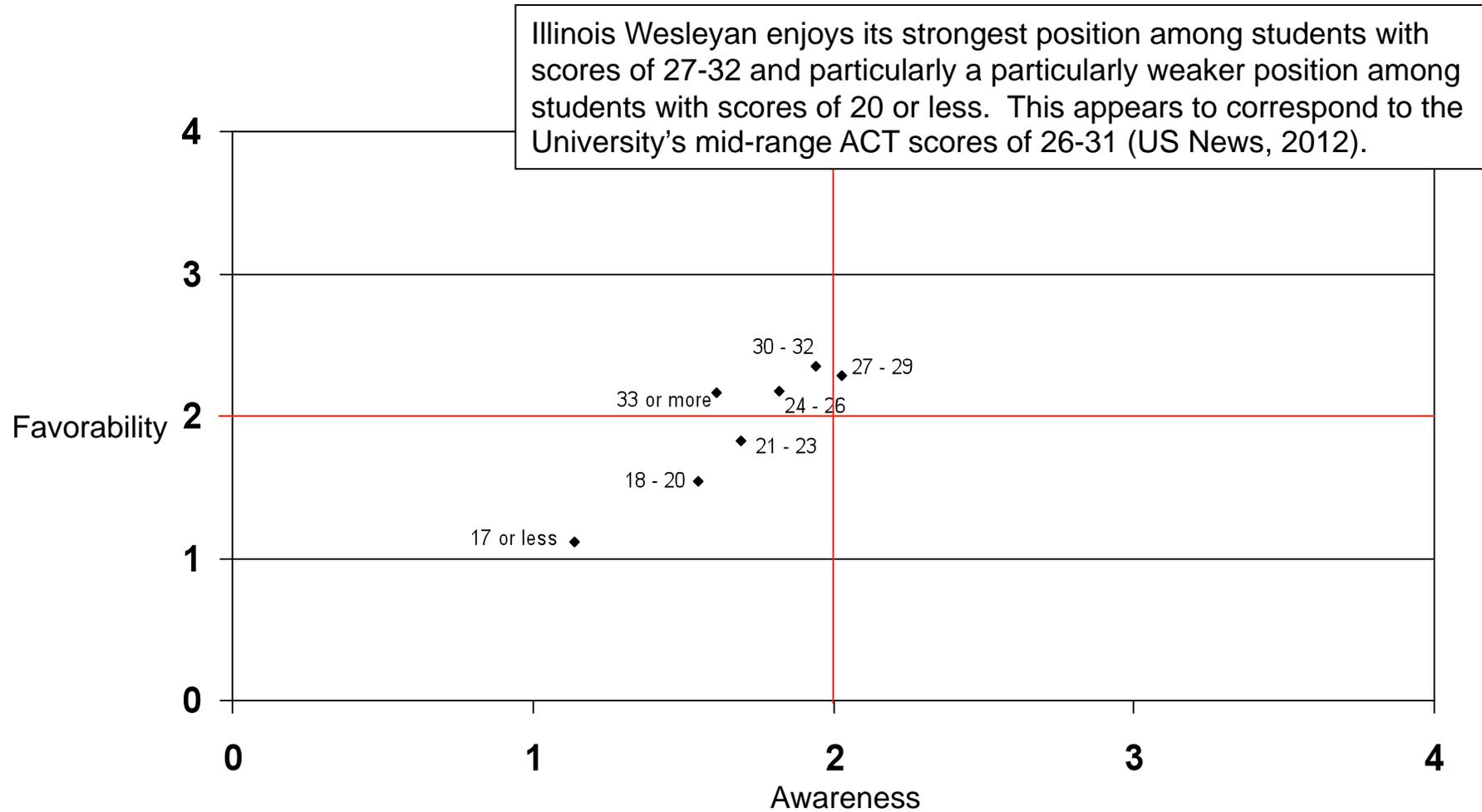
# Perception Index

## Segmentation: ACT Score



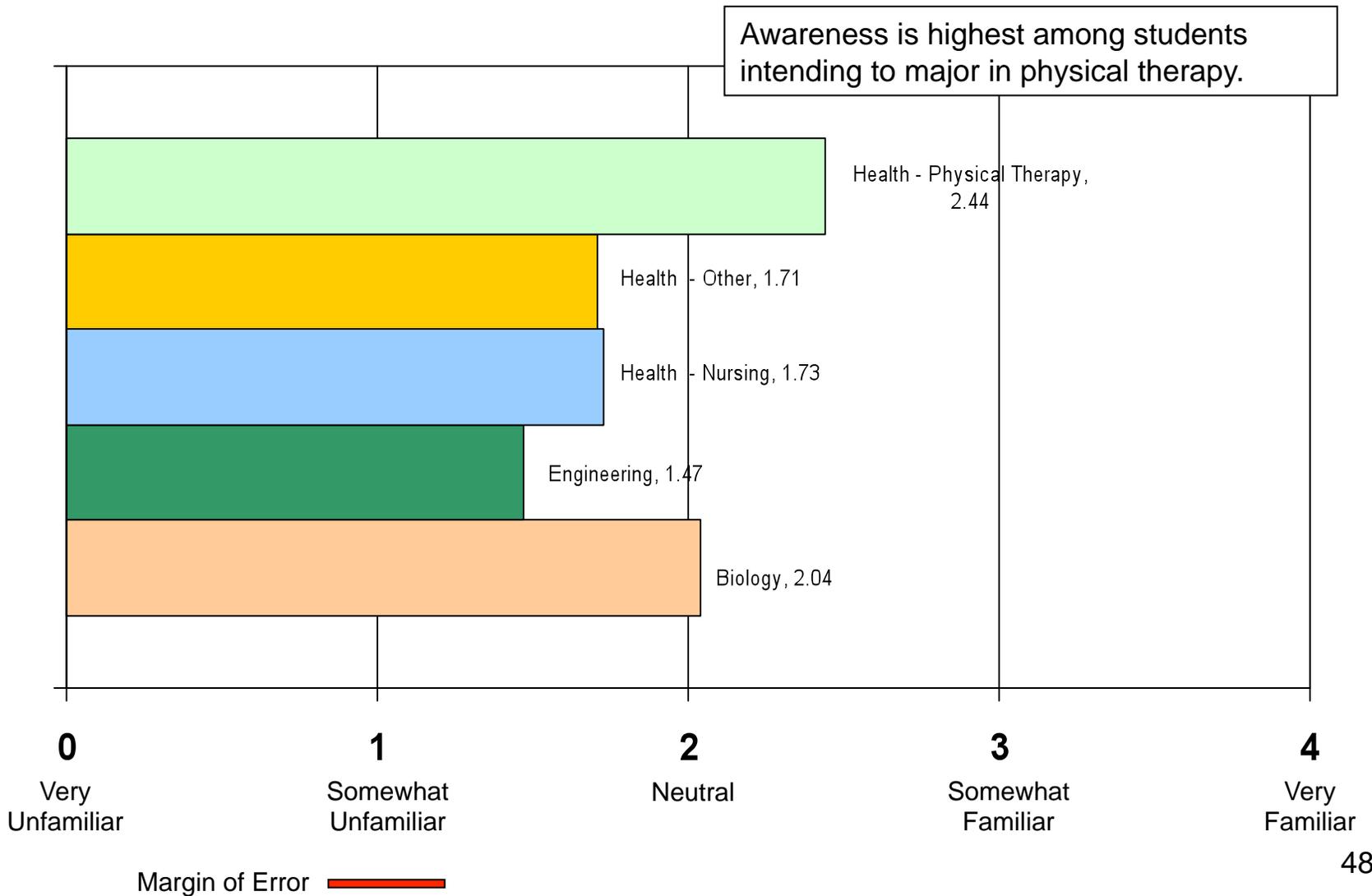
# College Position Matrix

## Segmentation: ACT Score



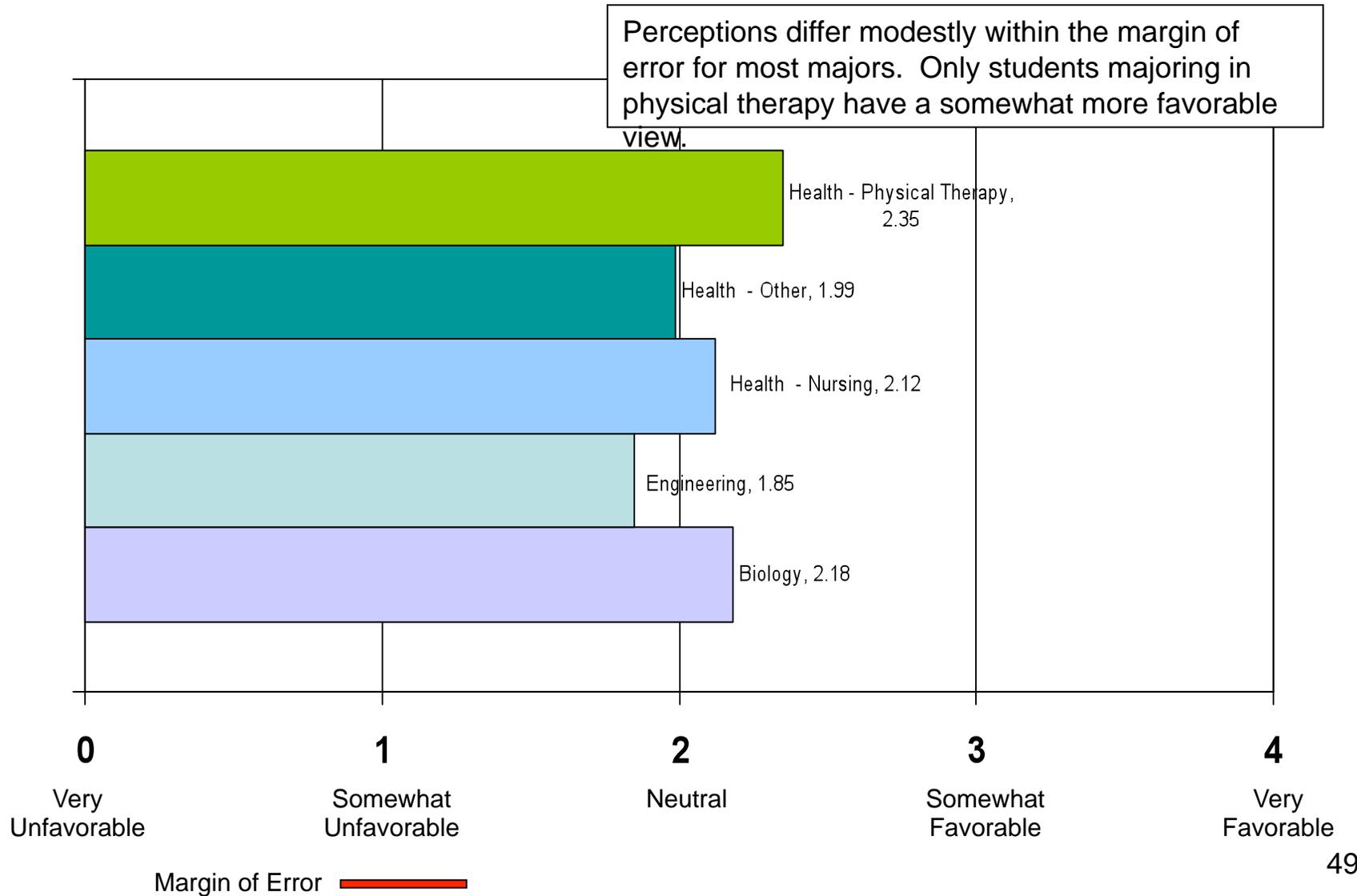
# Awareness Index

## Segmentation: Intended Major (Science)



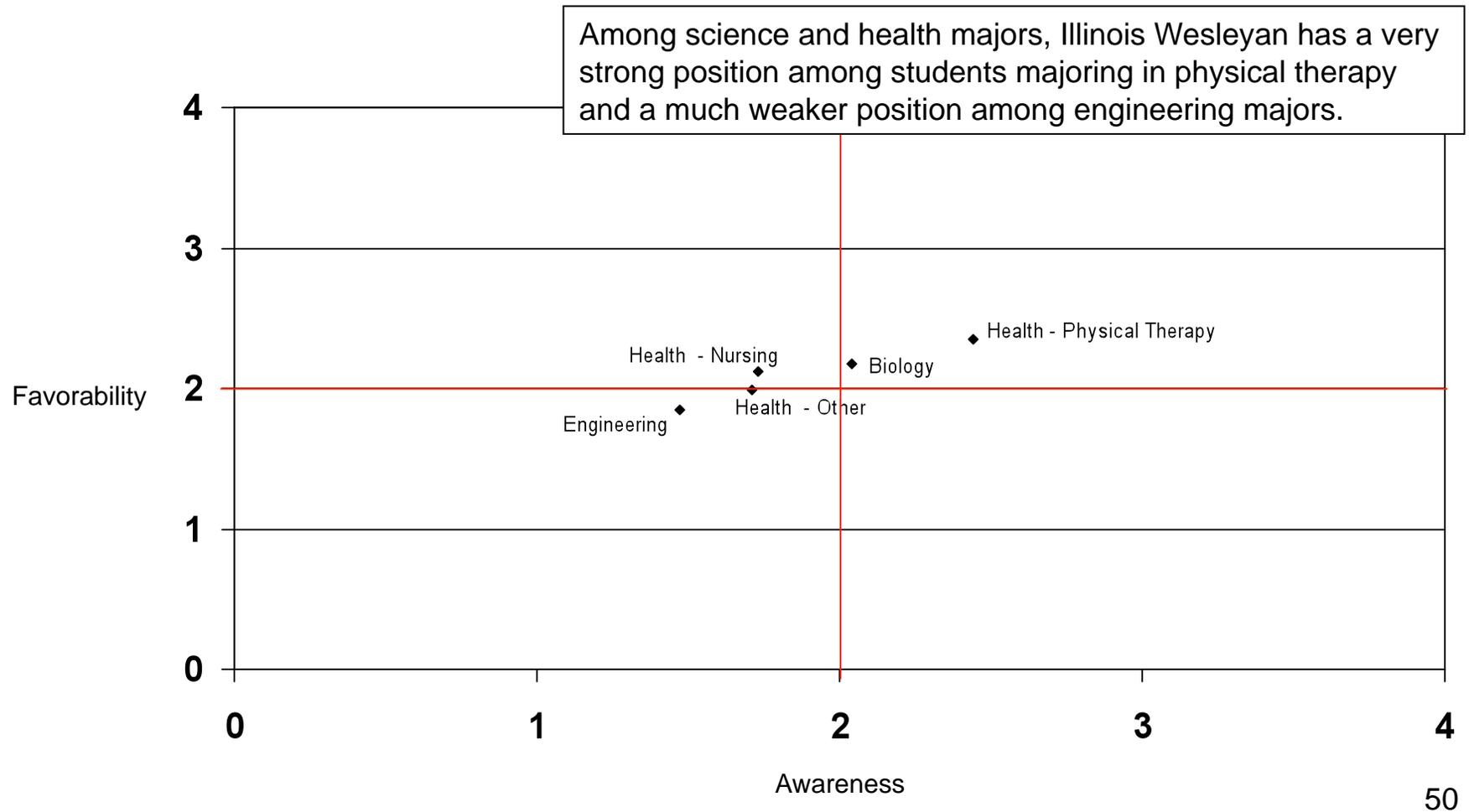
# Perception Index

## Segmentation: Intended Major (Science)



# College Position Matrix

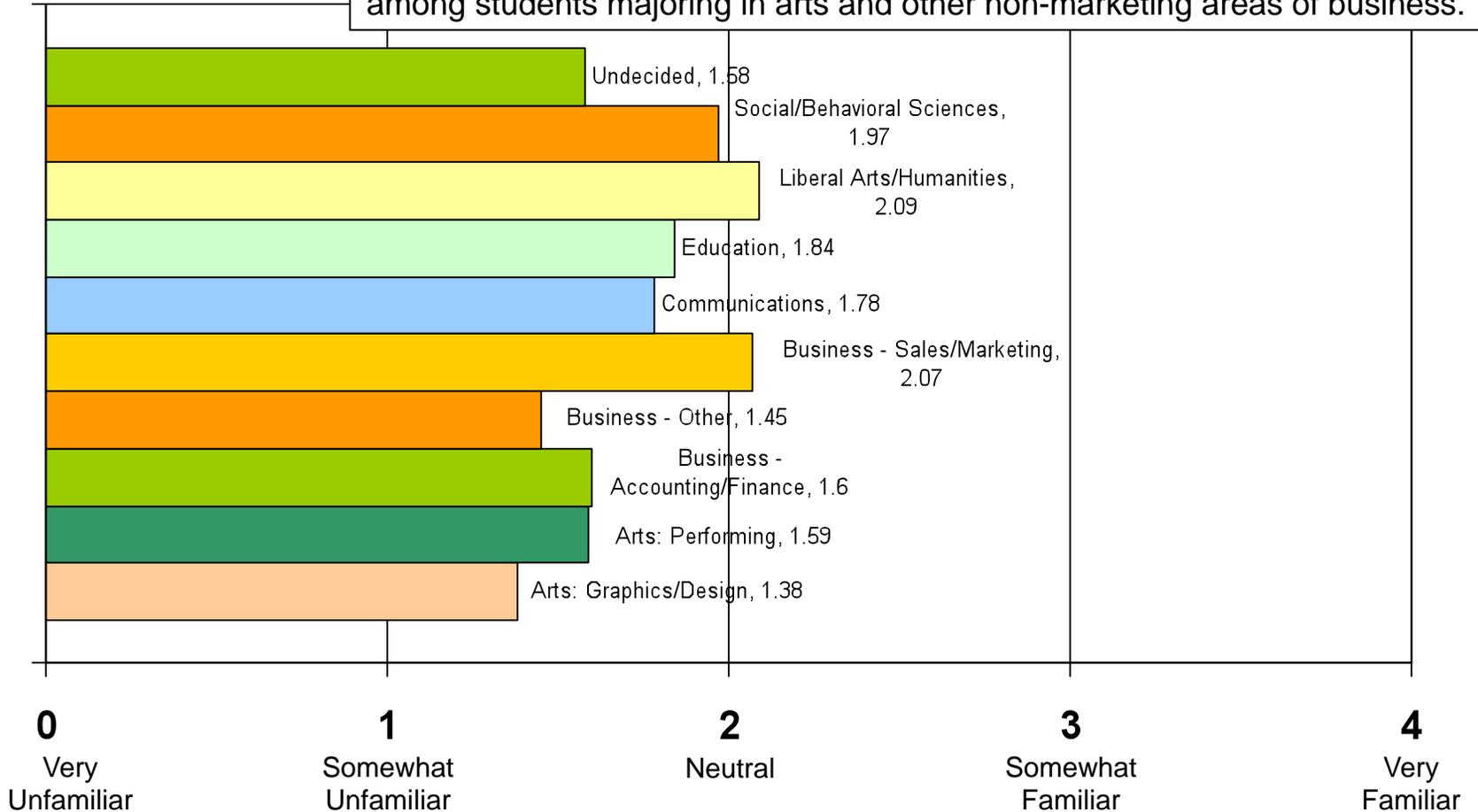
## Segmentation: Intended Major (Science)



# Awareness Index

## Segmentation: Intended Major (Non-science)

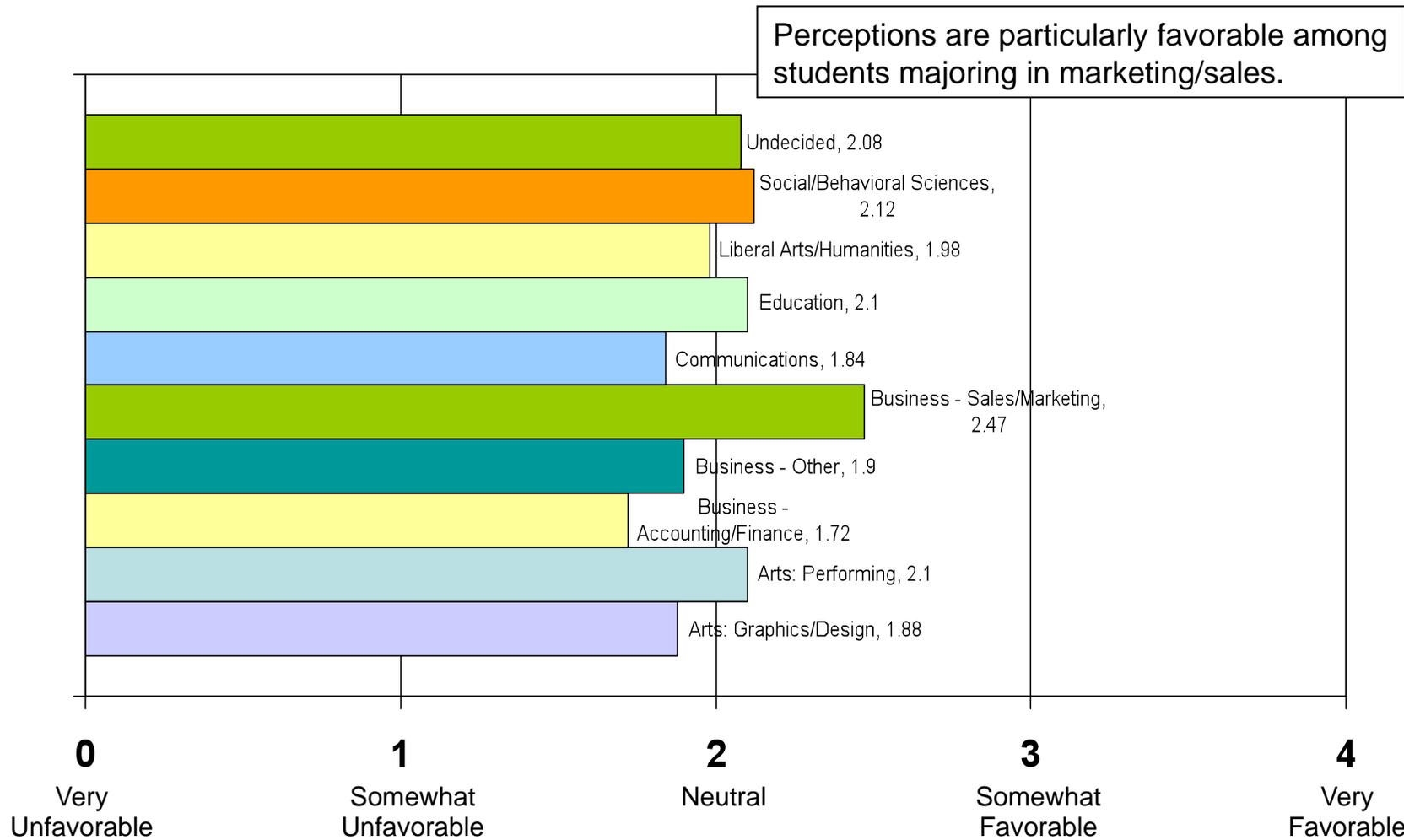
Awareness of Illinois Wesleyan is higher among students majoring in marketing, liberal arts, and social/behavioral science. Awareness is lower among students majoring in arts and other non-marketing areas of business.



Margin of Error

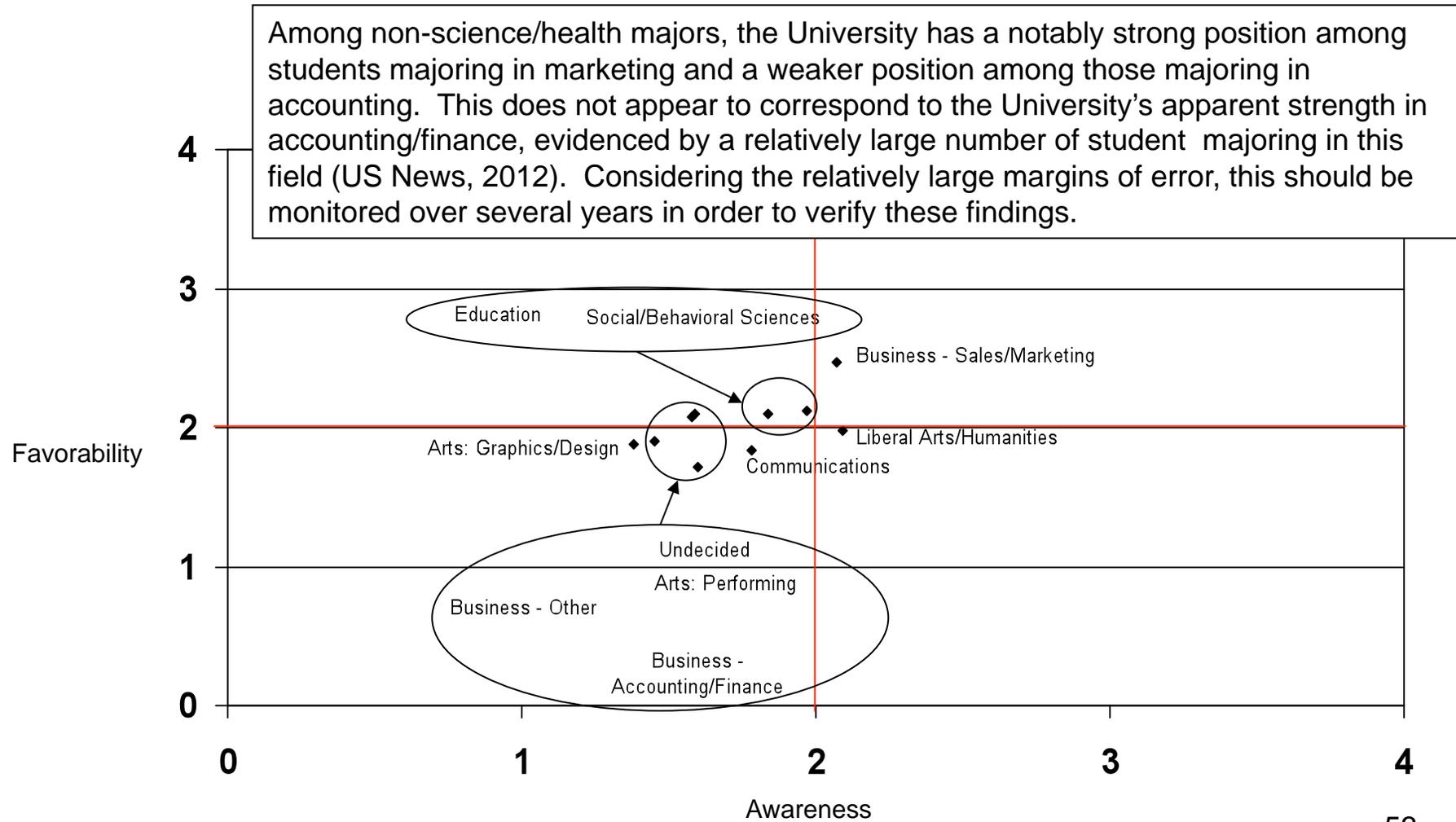
# Perception Index

## Segmentation: Intended Major (Non-Science)



# College Position Matrix

## Segmentation: Intended Major (Non-science)



# Top Segment Analysis

# Top Segment Analysis

This analysis shows the segments in which Illinois Wesleyan earned its highest market position scores as well as the University's rank in each segment. The University is strong among students intending to major in physical therapy, marketing, and biology, ranking 6th or 7<sup>th</sup> among 14 benchmark competitors. In northern Illinois (excluding Chicago), the University was ranked 5<sup>th</sup> overall. The University also had relatively high market position scores among students with ACT scores of 27-32.

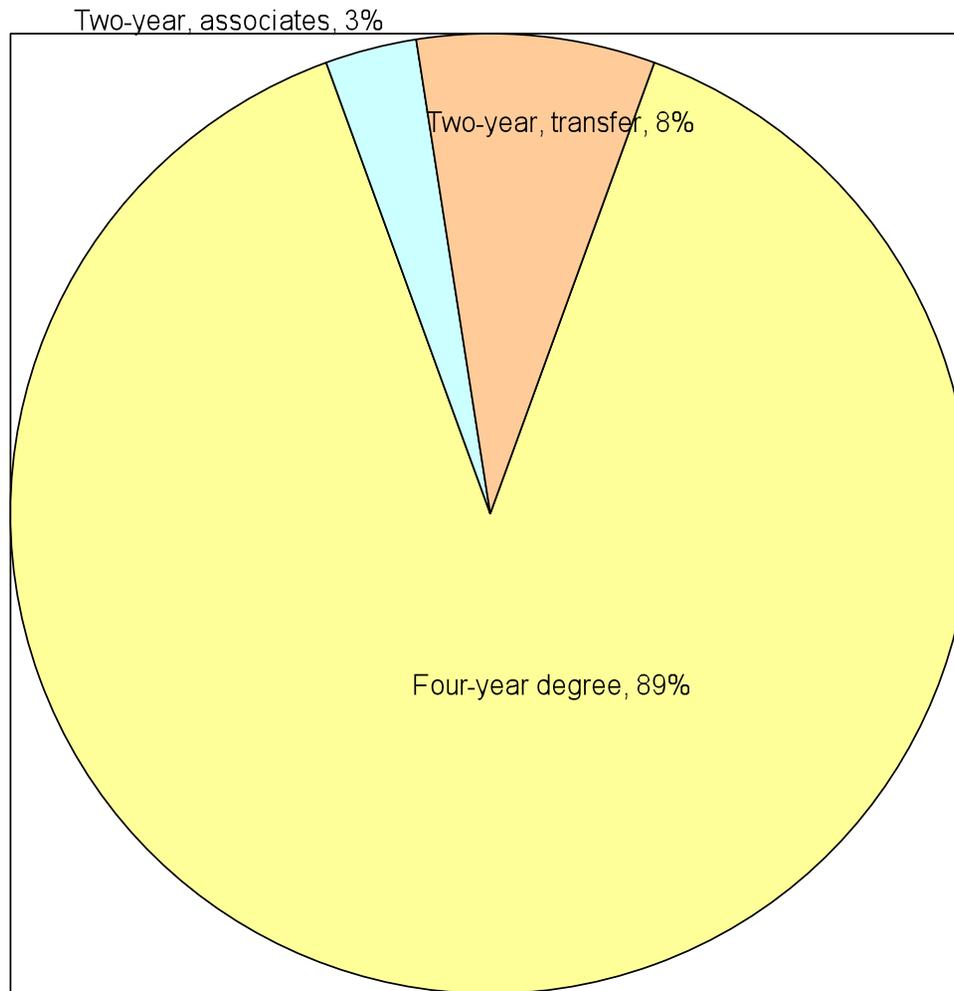
Category	Segment	Market Position Score	Rank
Major	Health - Physical Therapy	5.74	7
Geography	Northern Illinois	5.58	5
Major	Business - Sales/Marketing	5.11	6
ACT	27 - 29	4.63	8
ACT	30 - 32	4.57	7
Major	Biology and Life Sciences	4.43	7

# Market Position Transfer Students

# Market Size

## Educational Intent

*Which best describes your immediate college objective?*



The vast majority of students plan to enroll directly in a four-year institution such as Illinois Wesleyan.

Eleven percent of students plan to enroll in a two-year institution to earn an associate's degree or eventually transfer to a four-year institution.

# College Position Matrix

## Two-Year Transfer Students

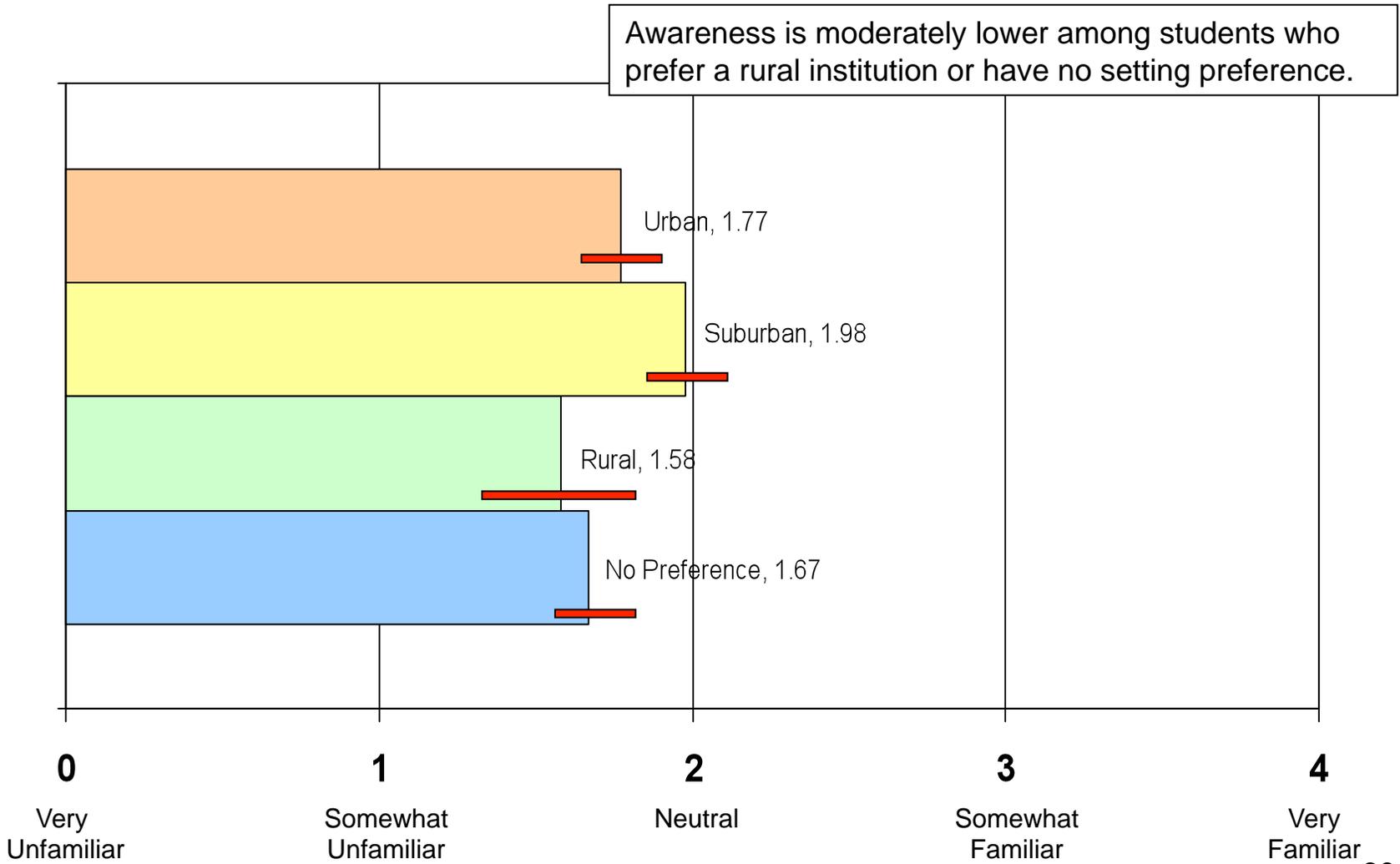
Among students who plan to first attend a two-year college and then transfer to a four-year institution, Illinois Wesleyan ranks 24<sup>th</sup> among all institutions in the state. Northern Illinois enjoys a particularly stronger rank among transfer students, while Bradley is much weaker.

Rank Overall	Rank Transfer Students	Institution	Awareness Score	Perception Score	Market Position Score
2	1	U. of Illinois - Chicago	2.56	2.78	7.12
1	2	U. of Illinois - Urbana/Champaign	2.67	2.66	7.11
6	3	Northern Illinois	2.67	2.54	6.78
5	4	Illinois State	2.53	2.43	6.15
4	6	DePaul	2.27	2.45	5.56
3	7	Loyola	2.41	2.26	5.43
17	22	North Central	1.49	1.72	2.57
8	23	Bradley	1.57	1.57	2.46
12	24	Illinois Wesleyan	1.49	1.63	2.43
15	30	Augustana	1.32	1.33	1.76
28	36	Lake Forest	1.07	1.19	1.27
30	38	Knox	1.01	1.23	1.25
27	39	Milliken	1.00	1.25	1.25

# Advanced Segmentation

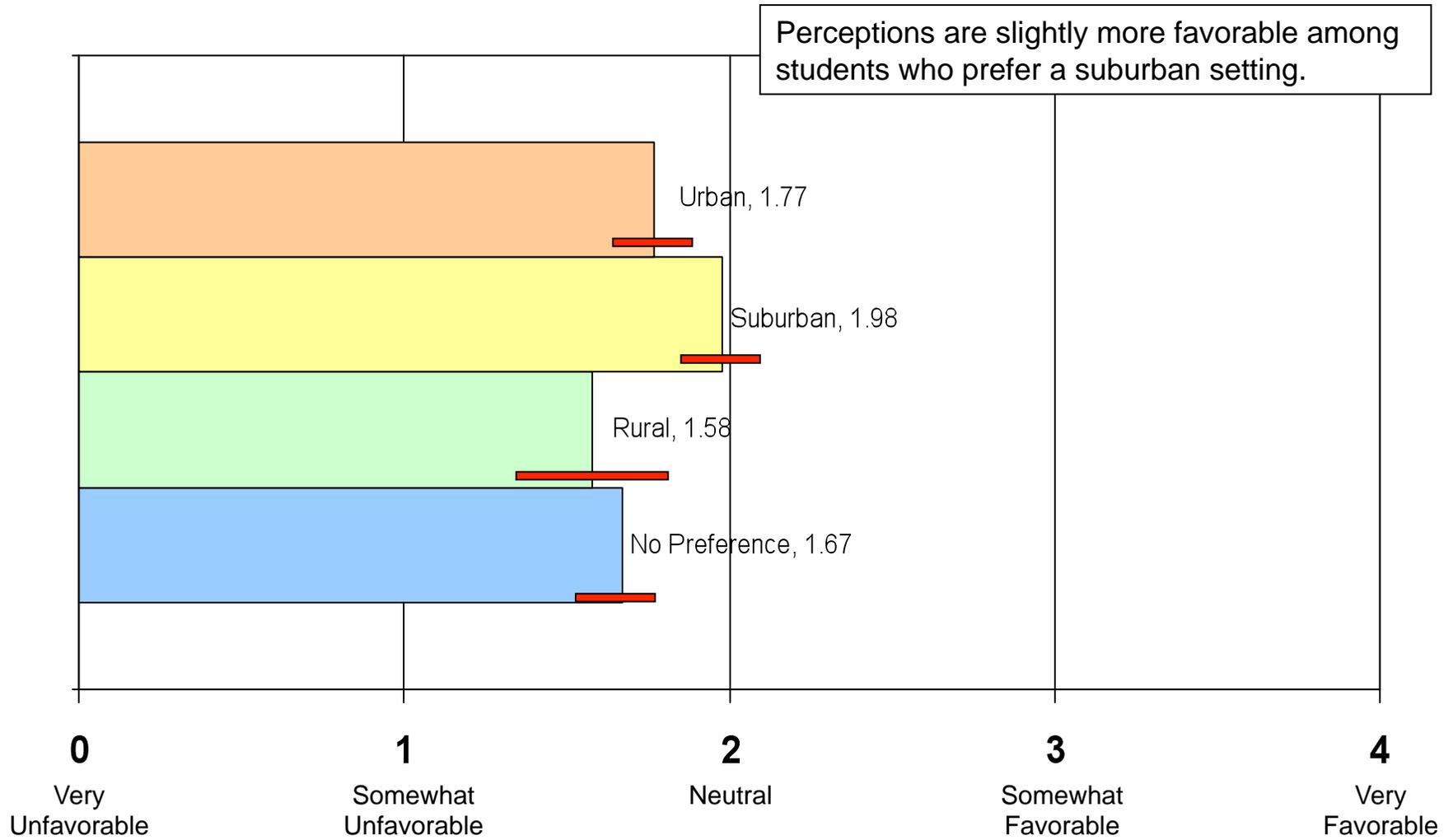
# Awareness Index

## Segmentation: Setting Preference



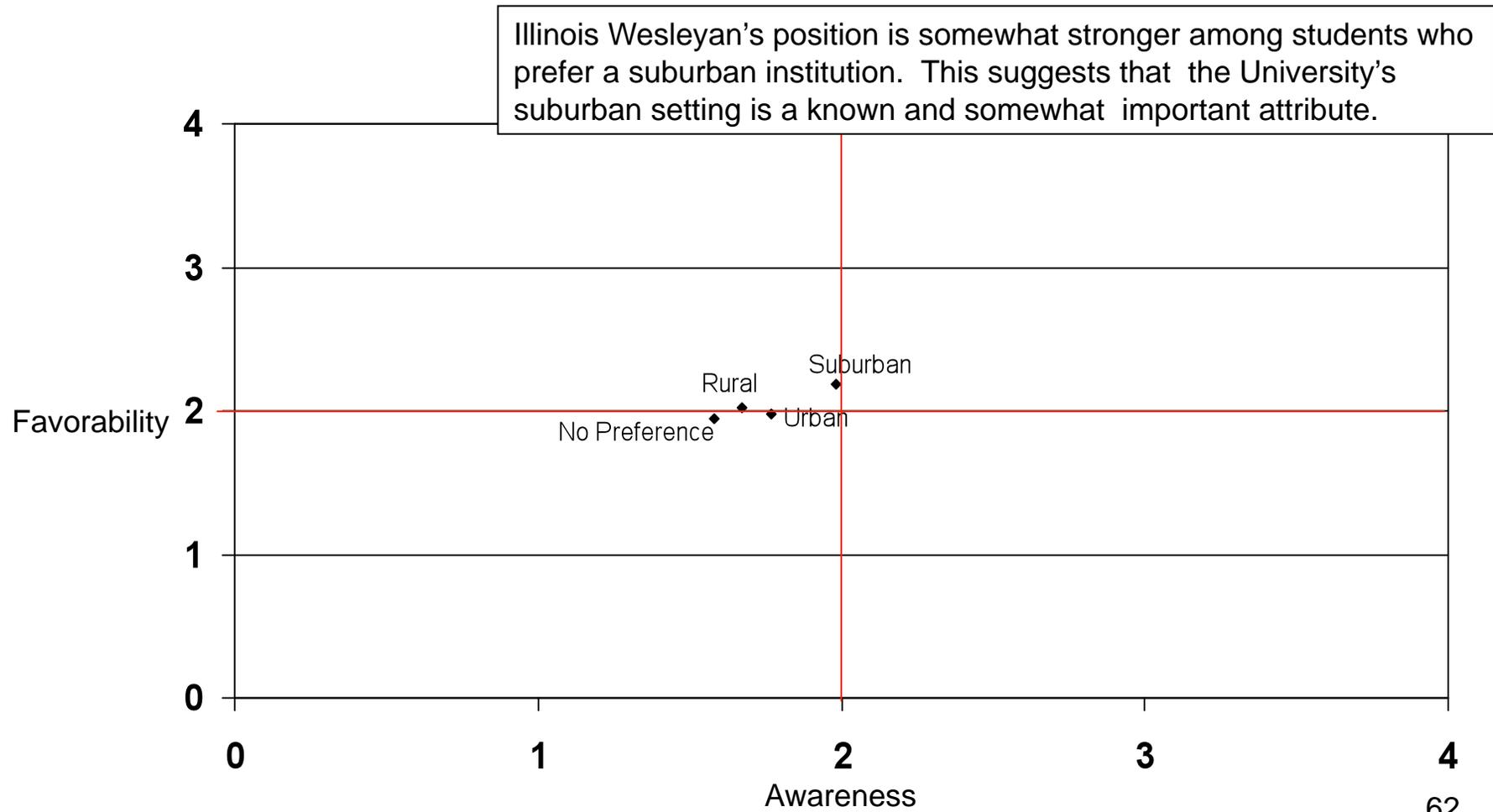
# Perception Index

## Segmentation: Setting Preference



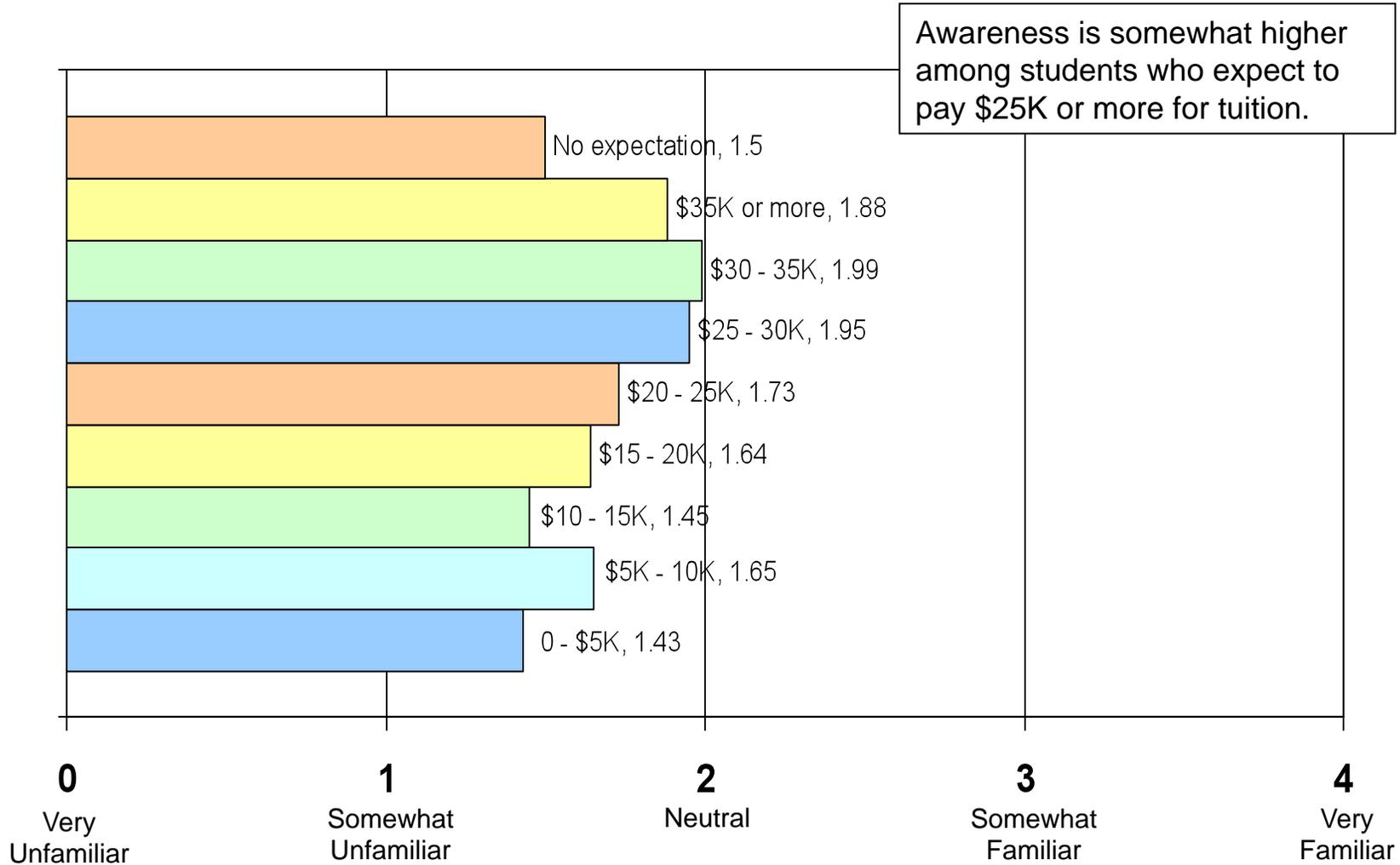
# Market Position Matrix

## Segmentation: Setting Preference



# Awareness Index

## Segmentation: Tuition Expectation

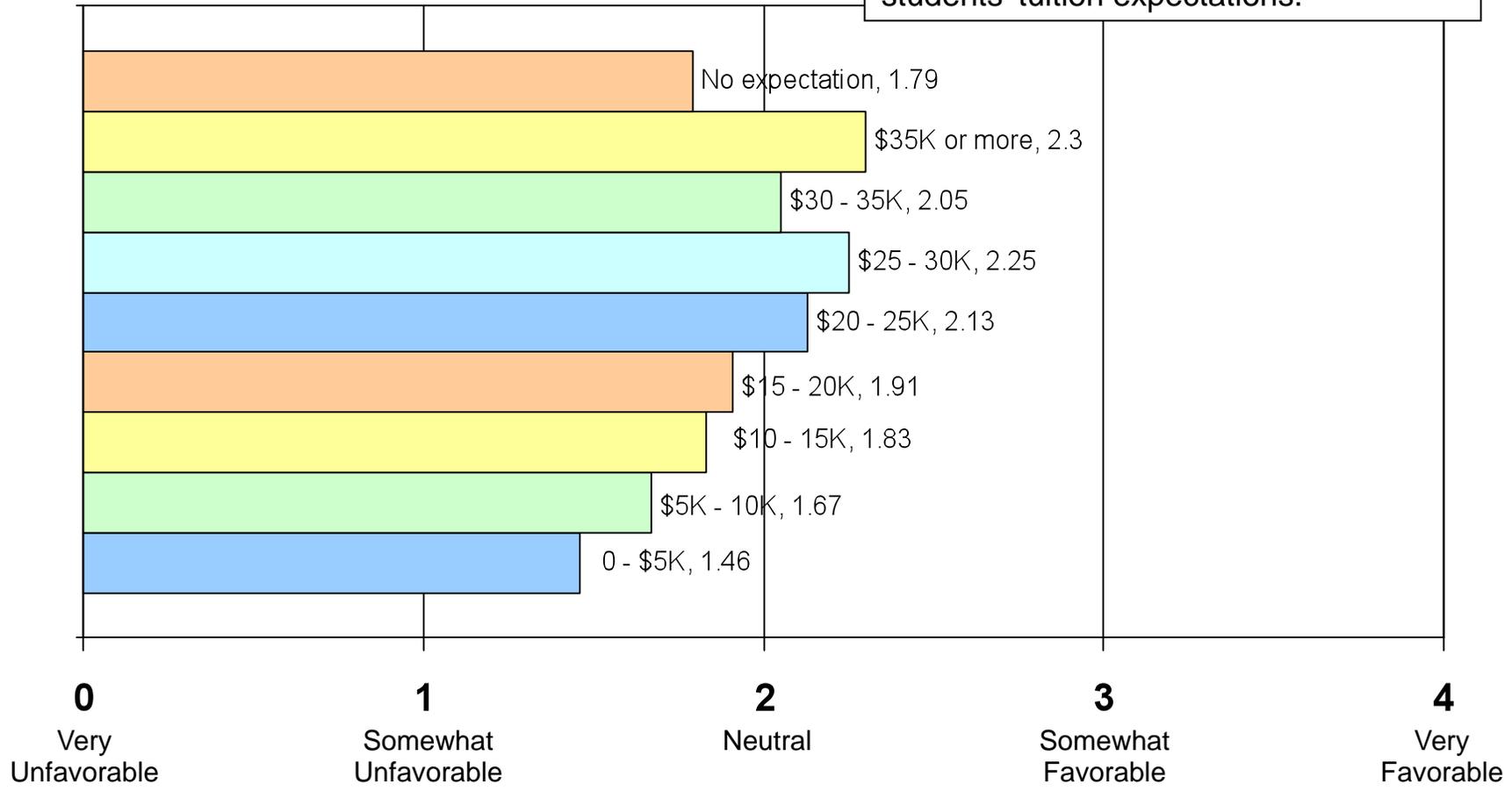


Margin of error █

# Perception Index

## Segmentation: Tuition Expectation

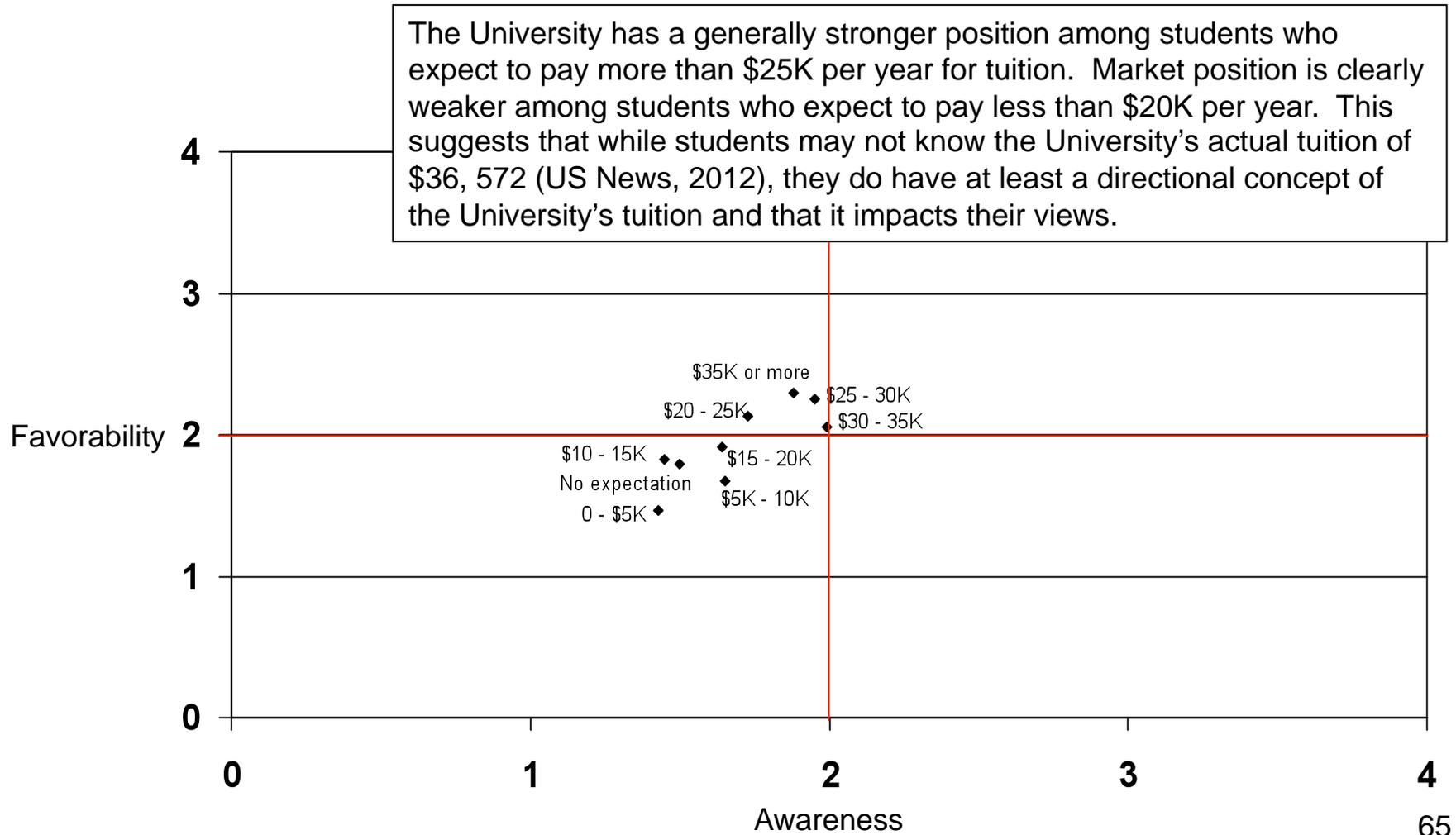
Perceptions are generally correlated to students' tuition expectations.



Margin of error █

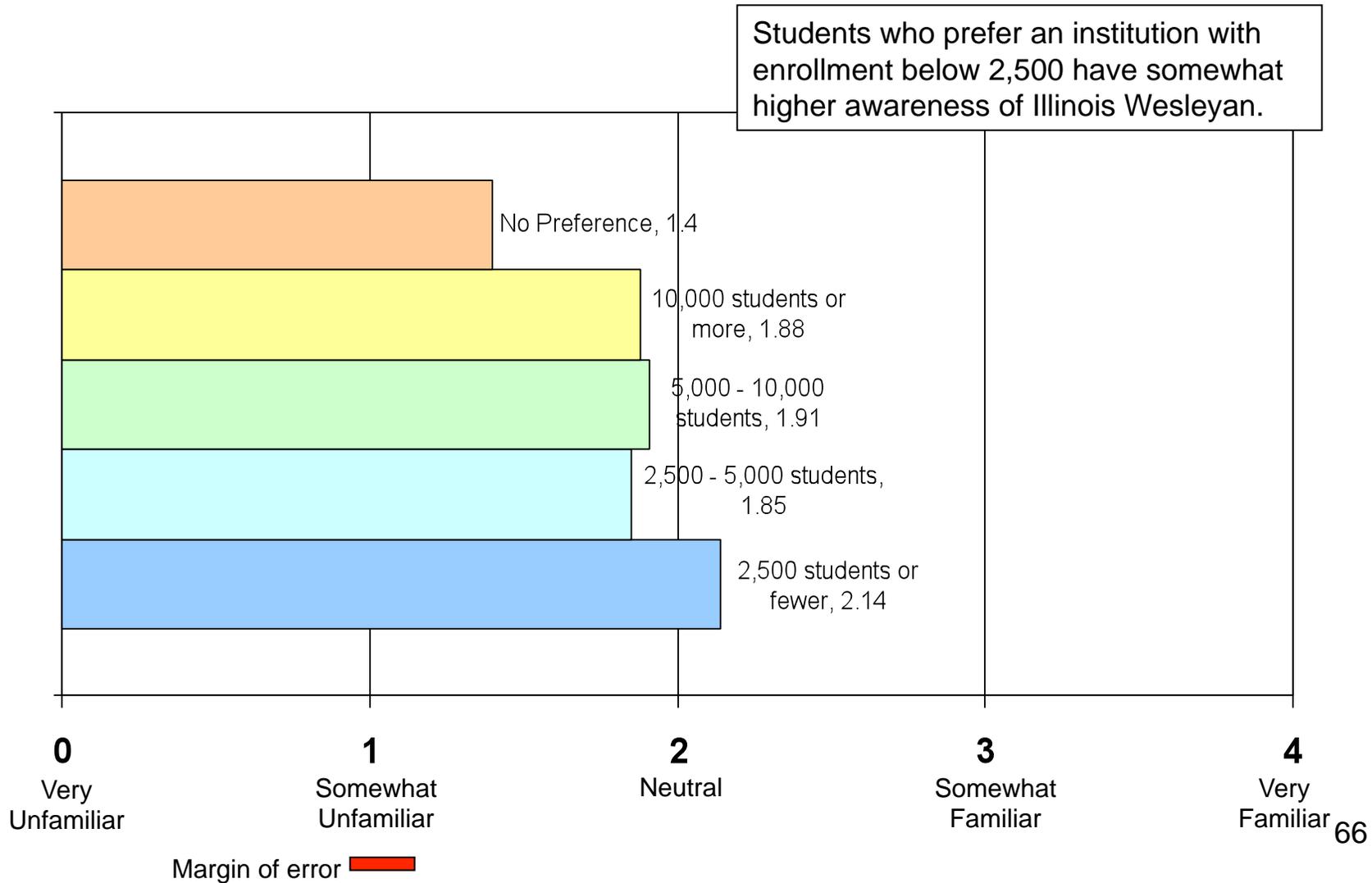
# Market Position Matrix

## Segmentation: Tuition Expectation



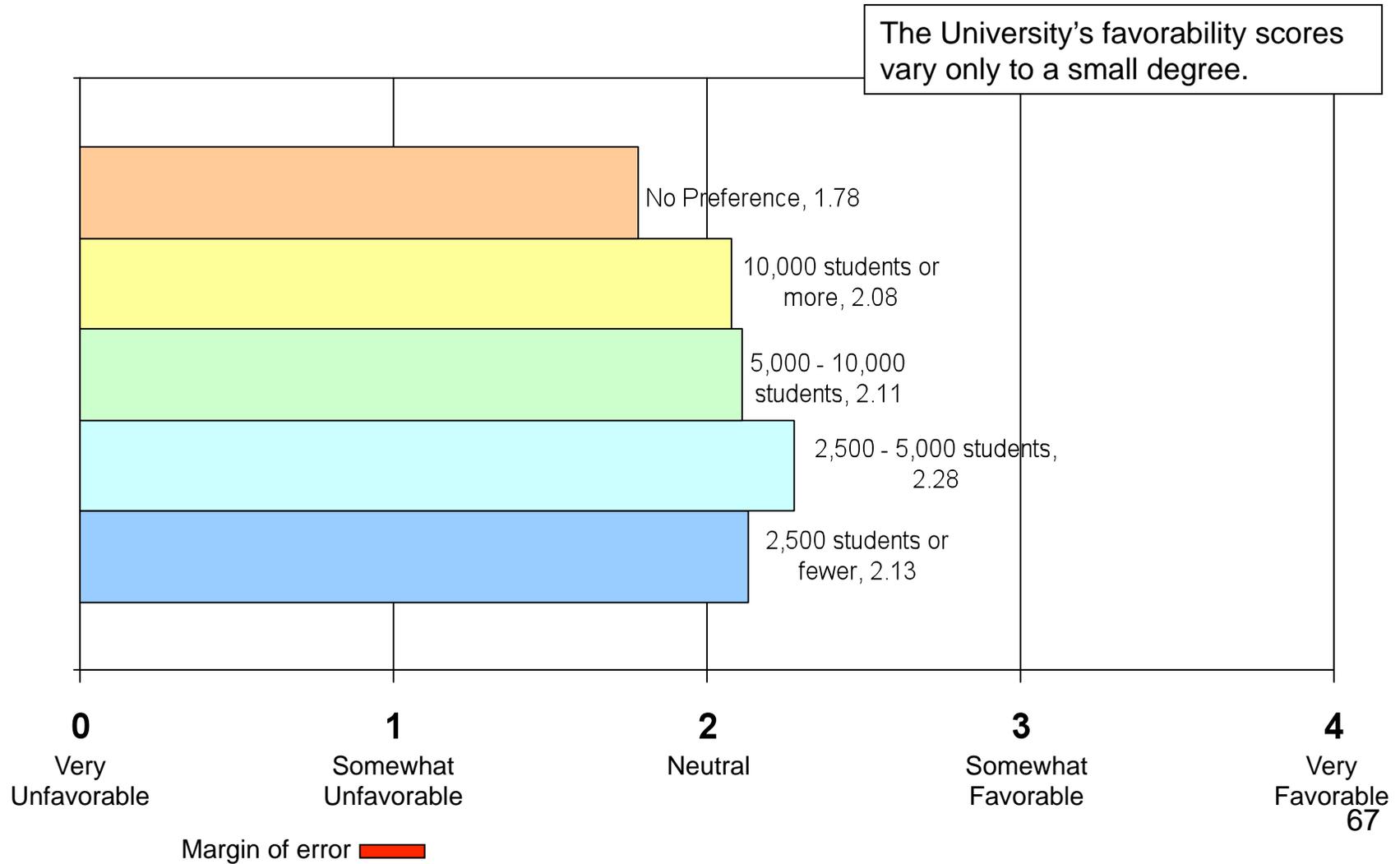
# Awareness Index

## Segmentation: Size Preference



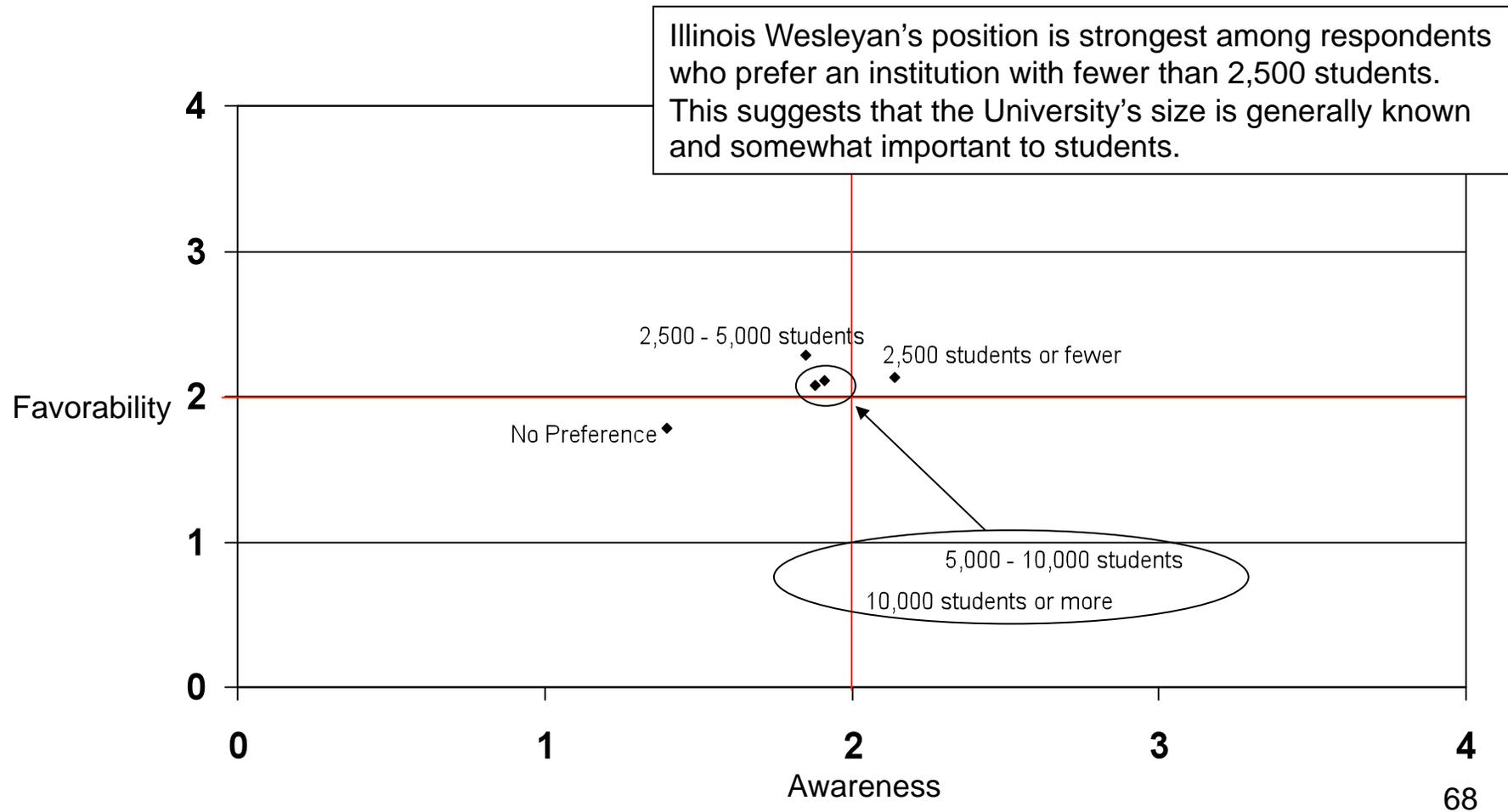
# Perception Index

## Segmentation: Size Preference



# Market Position Matrix

## Segmentation: Size Preference



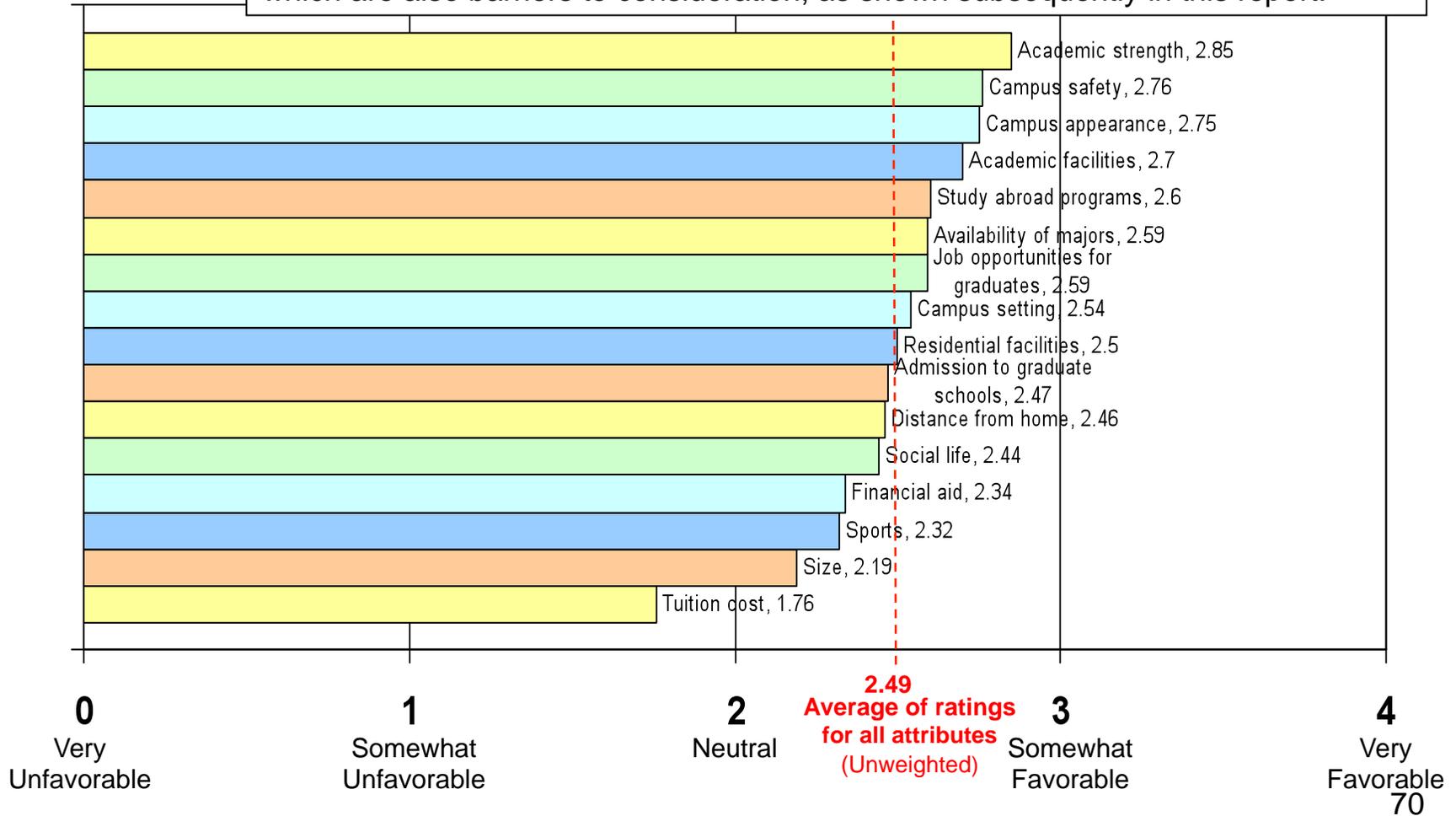
# Attribute Analysis

## Ratings and Competitive Comparison

# Attribute Rating

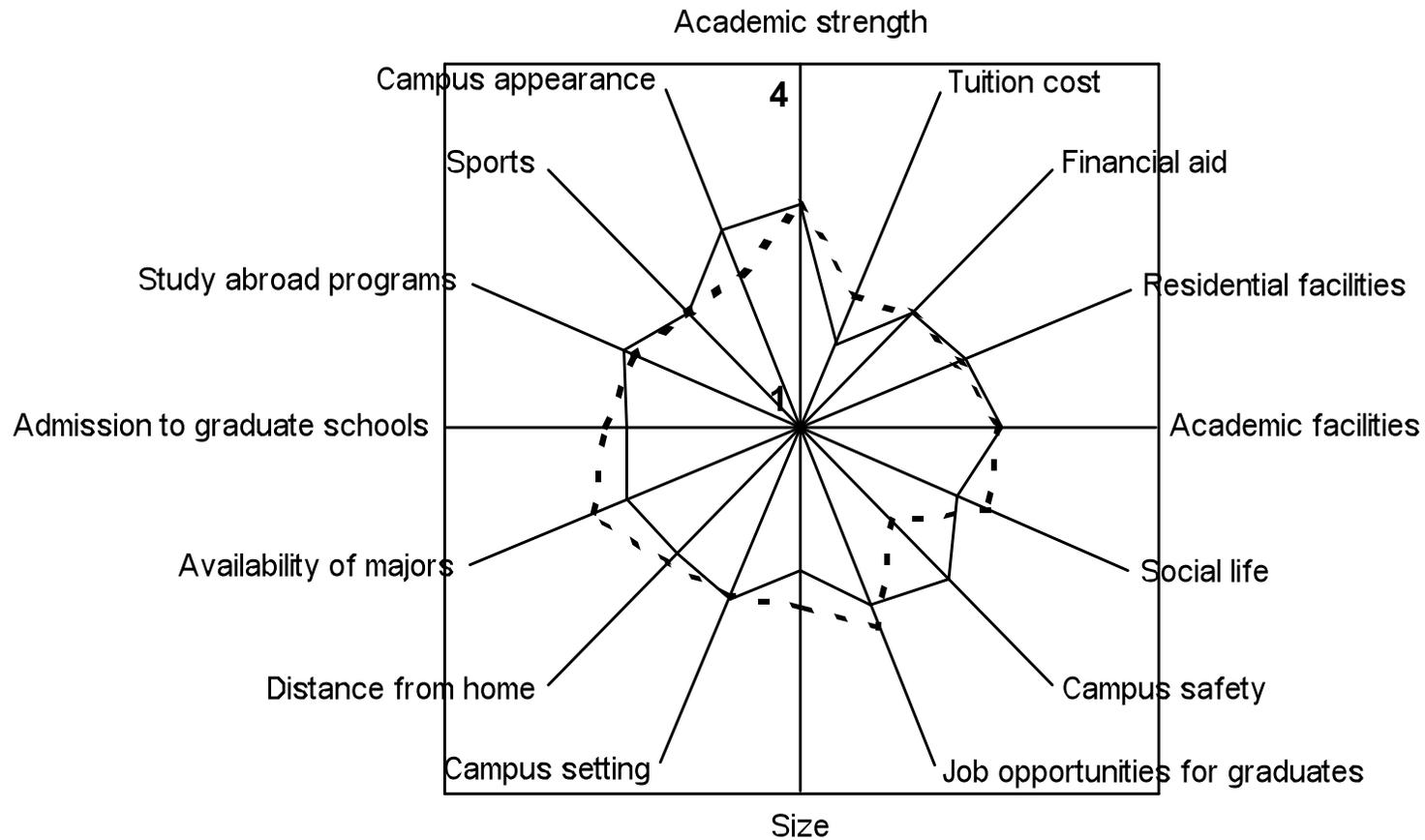
## Specific Illinois Wesleyan Attributes

Illinois Wesleyan received its highest scores for academic strength, campus safety, and appearance. The two lowest-rated attributes are size and tuition cost, both of which are also barriers to consideration, as shown subsequently in this report.



# Competitive Comparison

Illinois Wesleyan lead University of Illinois – Chicago in both campus safety and appearance, but lags in size, availability of majors, tuition, social life, and job opportunities. In other areas, the two schools are equivalent.

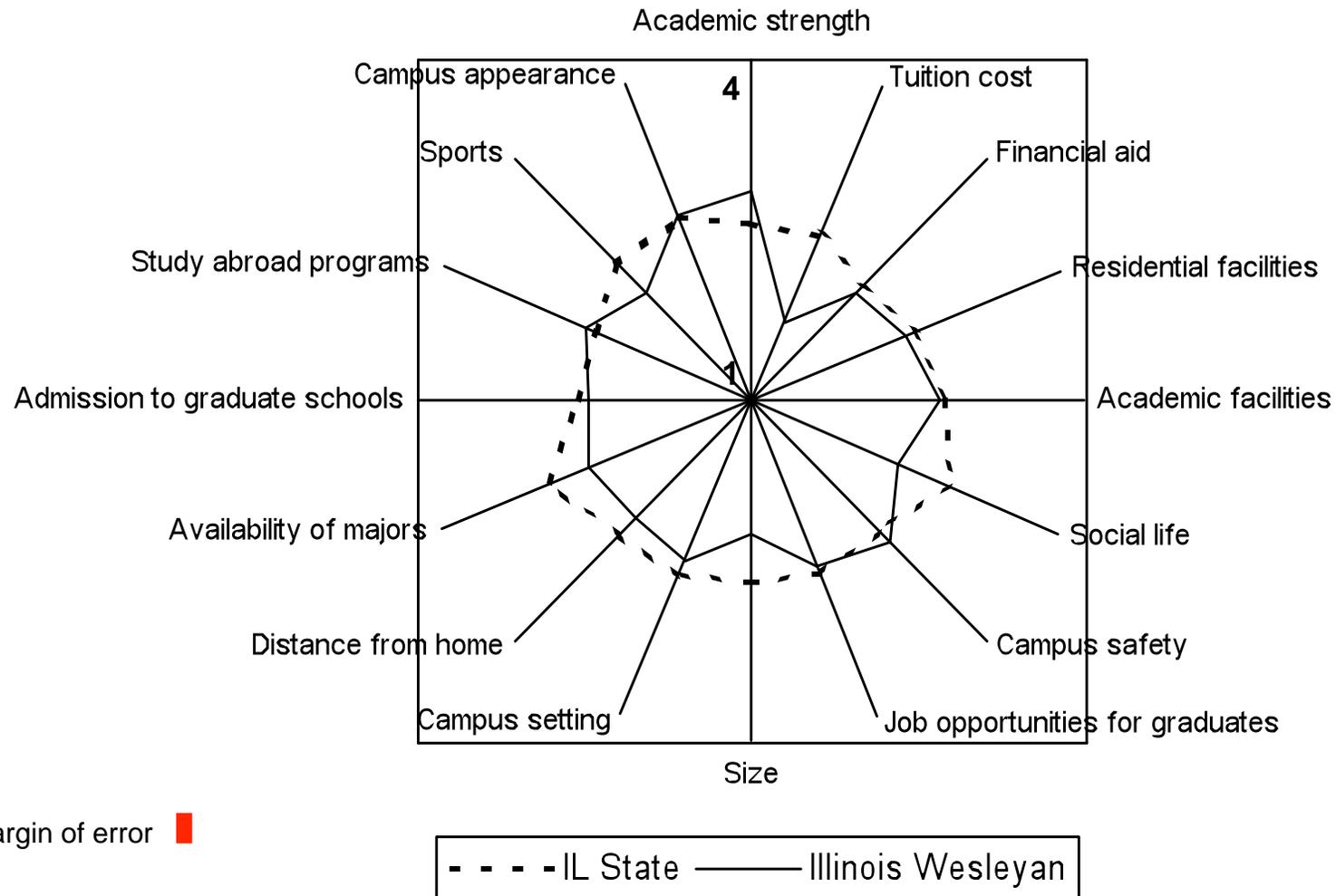


Margin of error ■



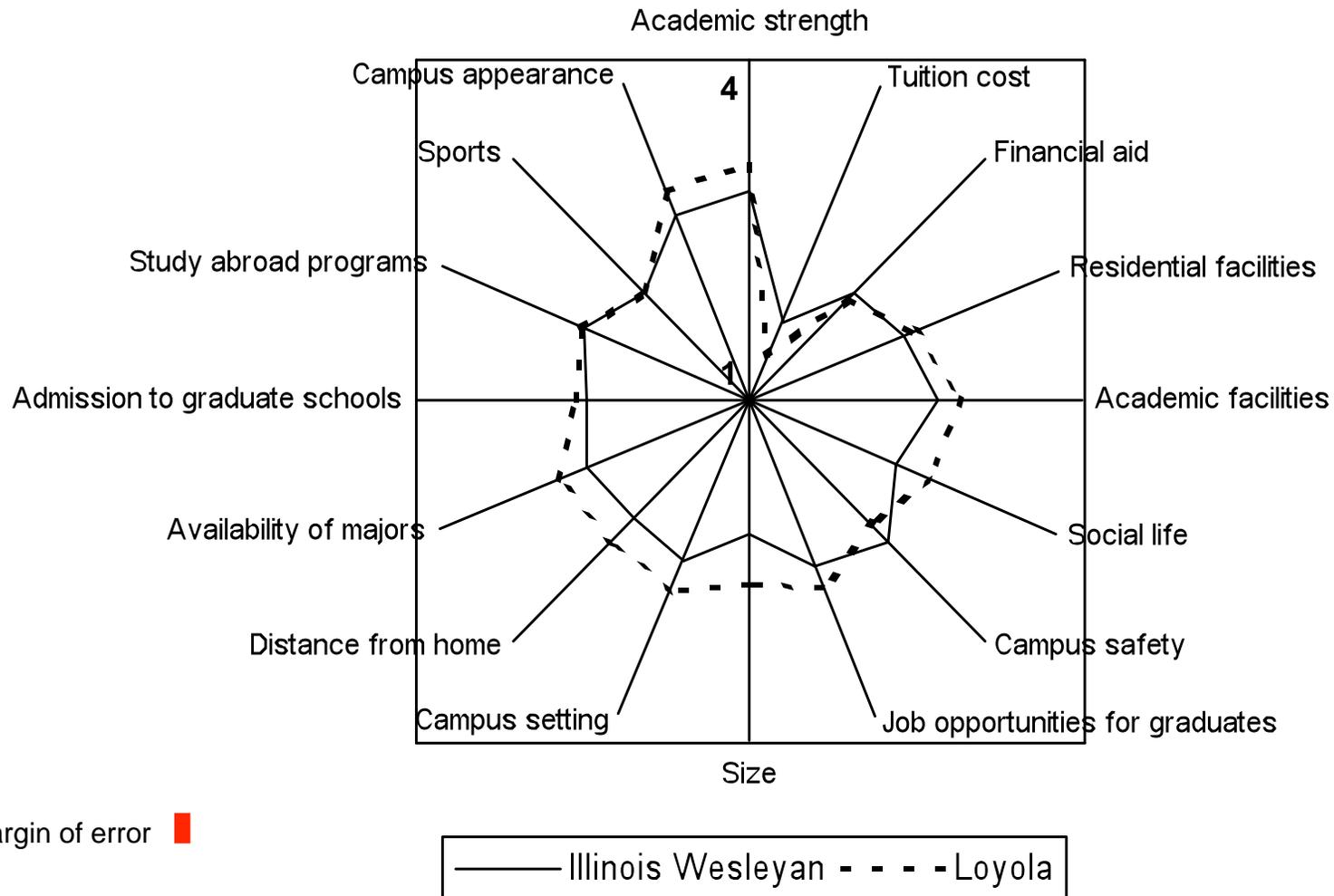
# Competitive Comparison

Illinois Wesleyan lags Illinois State in most areas, but does have an advantage in academic strength and equivalency on several attributes.



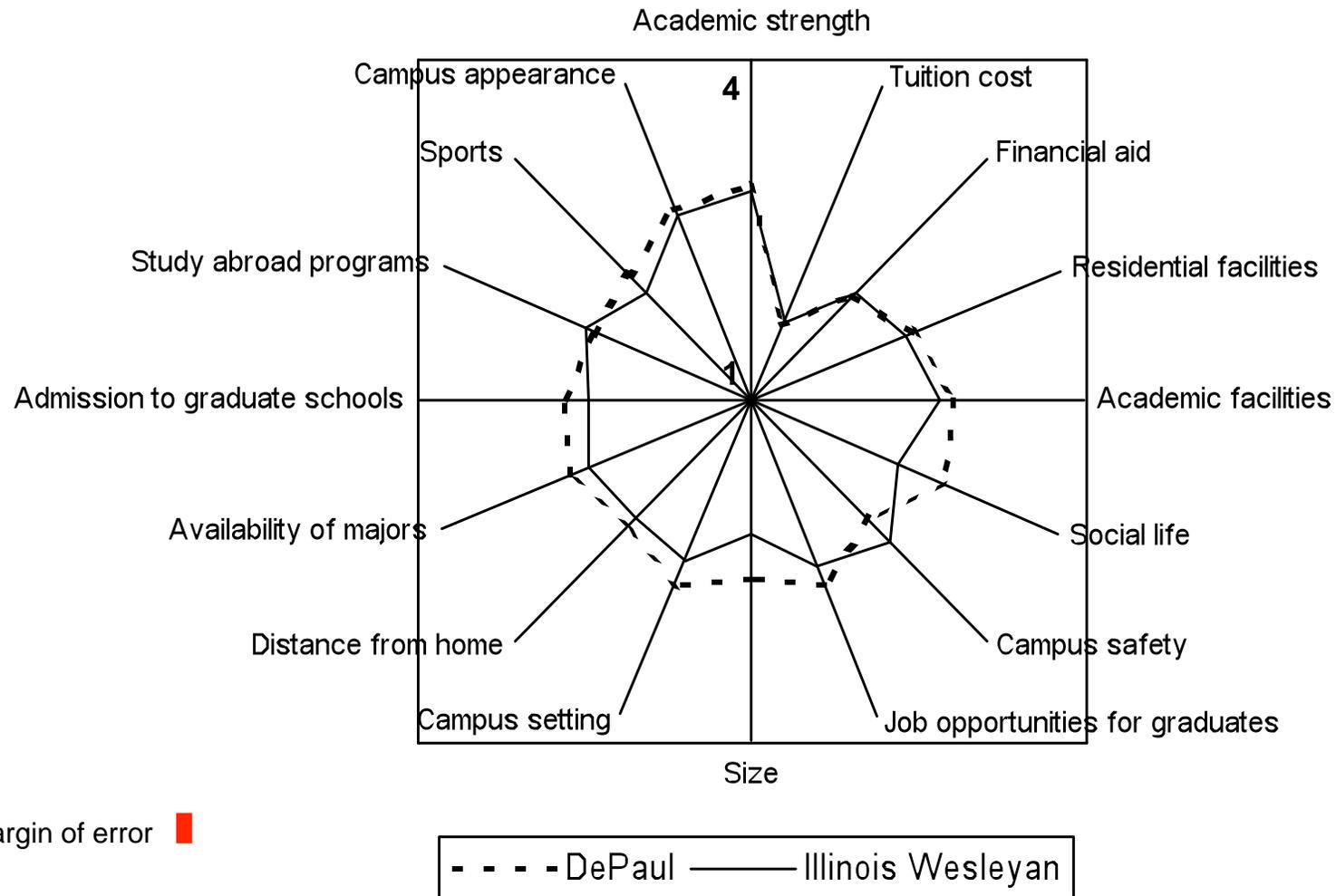
# Competitive Comparison

Loyola leads Illinois Wesleyan almost across the board, but does lag slightly in campus safety and tuition.



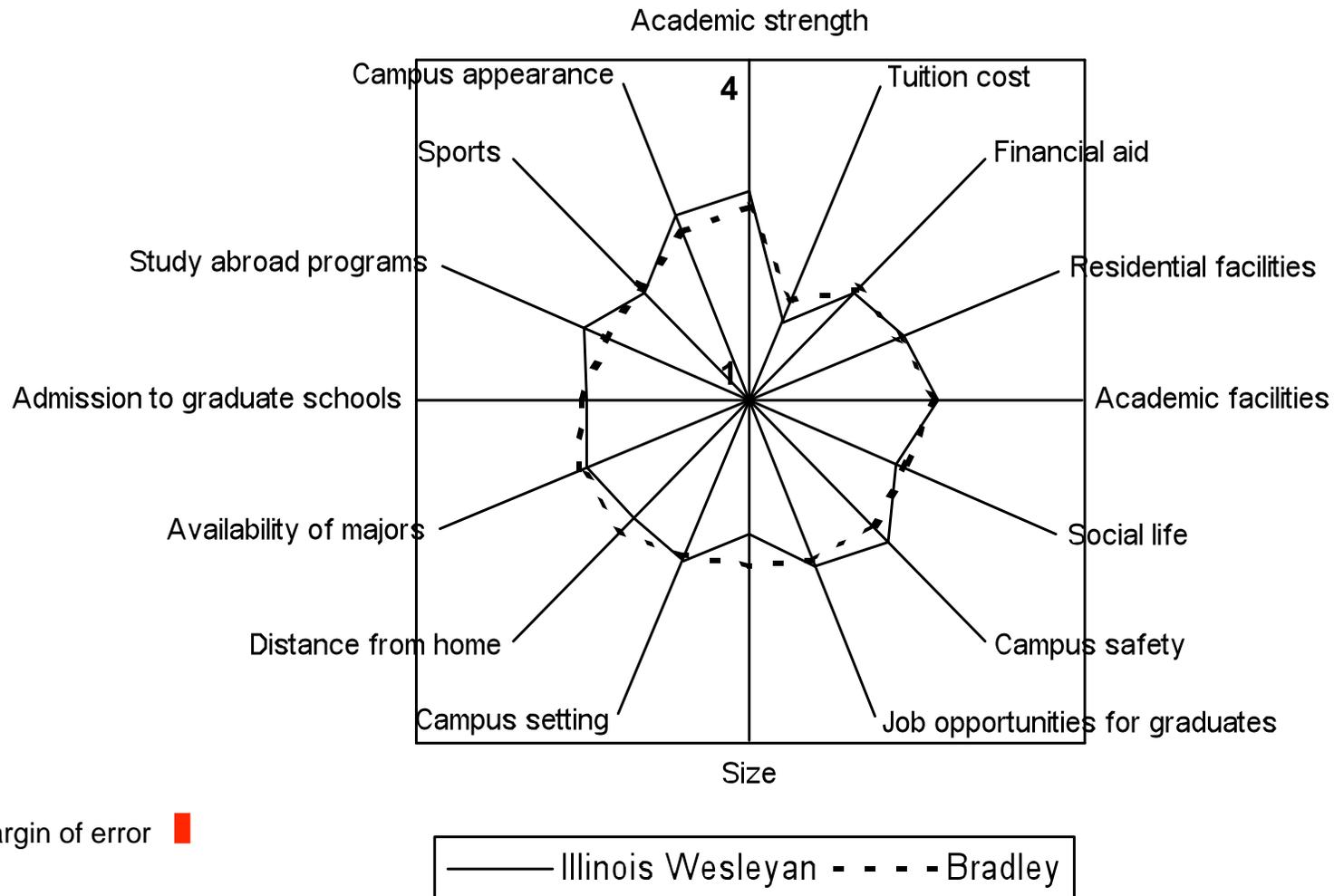
# Competitive Comparison

DePaul enjoys equivalency or a slight edge in most areas, but lags Illinois Wesleyan in campus safety.



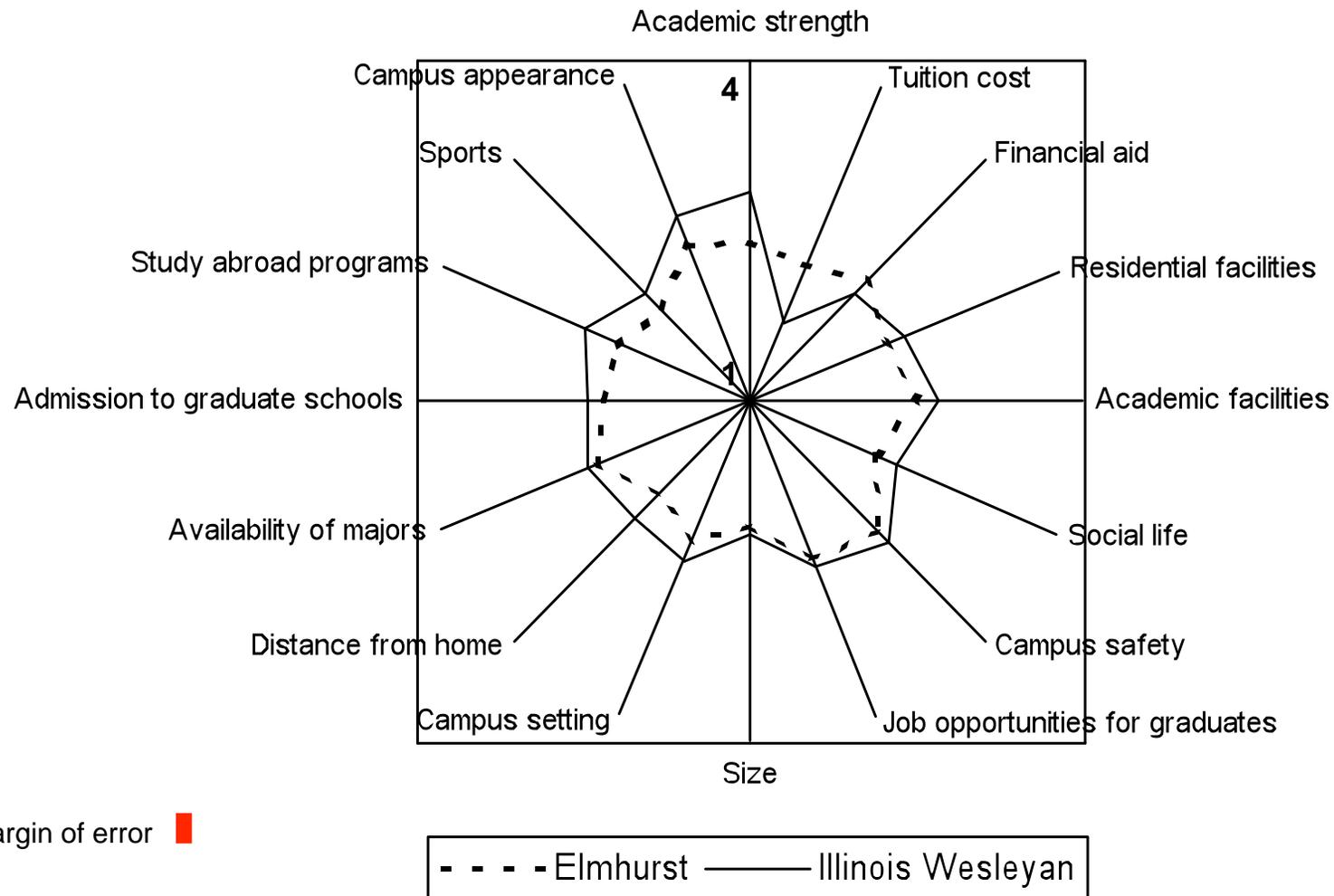
# Competitive Comparison

Illinois Wesleyan and Bradley have very similar attribute profiles. This is quite notable, since Bradley enjoys an edge in overall favorability. The reason for this is not clear, but continued monitoring of this competitive comparison in the future is recommended.



# Competitive Comparison

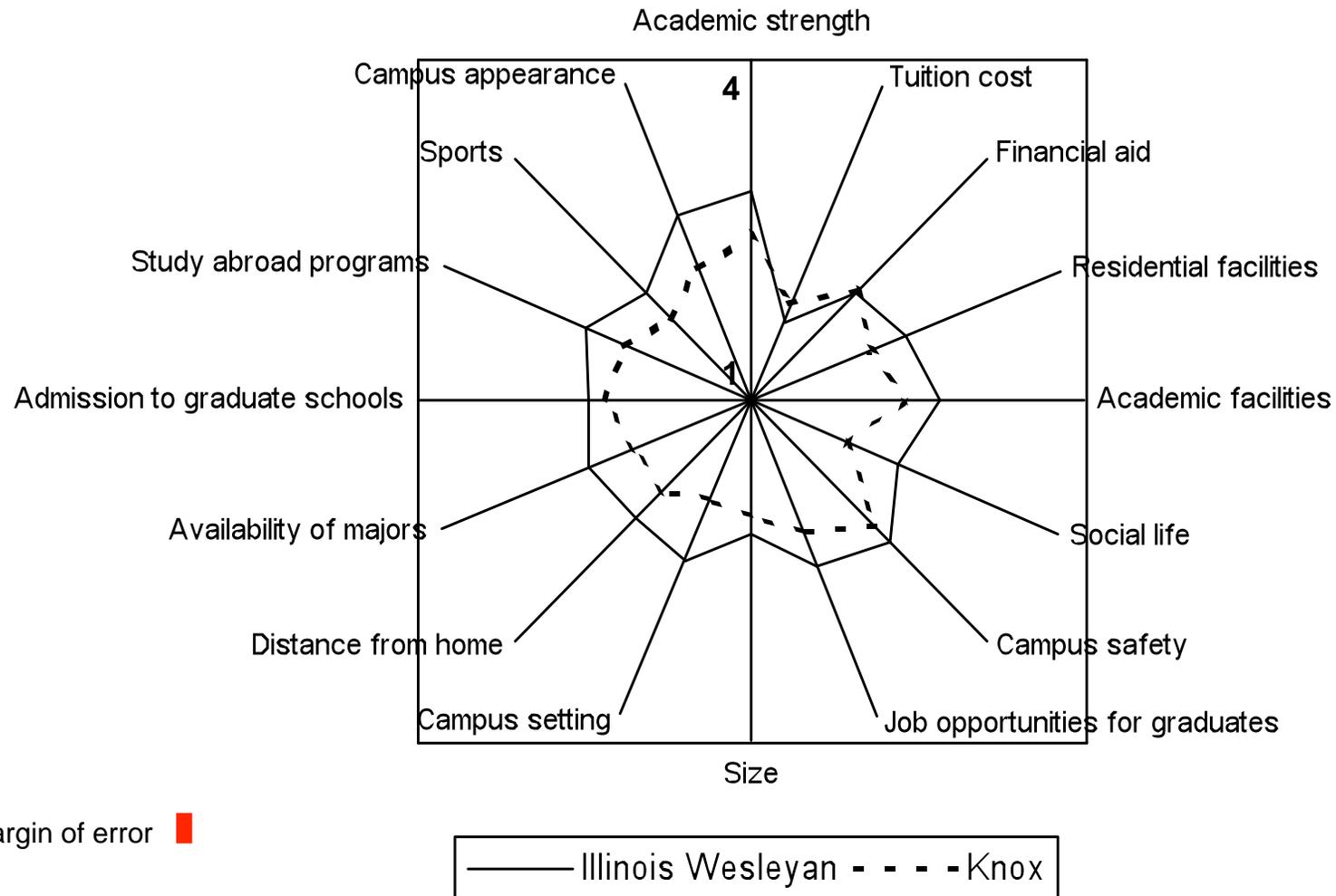
Illinois Wesleyan leads Elmhurst in all areas except for tuition and financial aid.



Margin of error ■

# Competitive Comparison

Illinois Wesleyan enjoys a substantial advantage over Knox almost across the board. The only areas of equivalency are tuition and financial aid.



# Descriptions

# Descriptions

County	Gender	ACT	Consideration Level	Description
Cook	Male	21 - 23	Applied	A great school with a strong history that I would love to become a part of.
McHenry	Female	30 - 32	Applied	A prestigious university that cares about their students.
Cook	Female	27 - 29	Applied	A small, diverse campus, in a quiet setting that has high caliber of academic achievement and acceptance.
DuPage	Female	30 - 32	Applied	A very good school.
McLean	Male	33 - 35	Applied	Close to home, my 4th option
McLean	Female	21 - 23	Applied	Elite
Cook	Female	27 - 29	Applied	I love the fact that IWU is a private school which is small, yet it is set in a big college town.
Cook	Female	27 - 29	Applied	I would describe IWU as having it all except I wish it were a bit larger.
Cook	Female	24 - 26	Applied	Illinois has an incredible nursing program and is very academically competitive but helps push students to their greatest abilities.
Kendall	Female	30 - 32	Applied	Illinois Wesleyan is a four year university with a beautiful campus, great music program, and a prestigious reputation. I love the liberal arts stance
McLean	Female	30 - 32	Applied	Illinois Wesleyan is a great school that really prepares its students to go on to graduate school. It is very overpriced though.
McHenry	Female	27 - 29	Applied	Illinois Wesleyan is a school that focuses on the success of their students. They make it very well known that students will get individual attention.
Cook	Female	27 - 29	Applied	Illinois Wesleyan is my perfect college.

# Descriptions

County	Gender	ACT	Consideration Level	Description
Woodford	Male	30 - 32	Applied	Illinois Wesleyan is my top choice of college right now because they offer a tremendous academic line-up, in addition to a competitive sports programs
Cook	Male	24 - 26	Applied	Illinois Wesleyan University is a good school to play basketball at.
Cook	Female	27 - 29	Applied	Illinois Wesleyan University is one of the top schools on my list! It is a wonderful school and I would be very grateful to go there.
Will	Female	30 - 32	Applied	It is a small, private school which gives it's students a lot of individualized attention.
Lake	Female	27 - 29	Applied	It is a very small liberal arts school.
McHenry	Female	27 - 29	Applied	It is a well know school that has succeeded in preparing its students for life after college.
DuPage	Male	27 - 29	Considered	It is located in countryside where I do not want to live.
Will	Male	30 - 32	Applied	Perfect distance away, very clean, academically impressive
Will	Female	30 - 32	Applied	Small, good financial aid opportunities
Cook	Female	30 - 32	Applied	Small
Cook	Female	24 - 26	Applied	The prettiest college I've ever seen
Lake	Male	30 - 32	Applied	Very expensive, very small without cultural diversity.
DuPage	Male	30 - 32	Applied	Very small, private school that has a very strong academic prestige.
Whiteside	Female	30 - 32	Applied	Welcoming
Cook	Female	21 - 23	Considered	A Christian school that has a great size of classes, but it is a more rural area.

# Descriptions

County	Gender	ACT	Consideration Level	Description
McHenry	Female	30 - 32	Considered	A committed and successful university. It feels very homey.
Lake	Female	24 - 26	Considered	A diverse liberal arts and science related university with a set of welcoming students and faculty
DuPage	Female	27 - 29	Considered	A great school for music.
Will	Male	21 - 23	Considered	A great university to attend
Will	Female	24 - 26	Considered	A lot of people with high academic strengths go there
DuPage	Female	27 - 29	Considered	A nice school with a nice music program
McHenry	Female	33 - 35	Considered	A private school of great education but small for those who want a big school
Woodford	Female	24 - 26	Considered	A school that I seriously considered for a long period of time, but turned away from because I thought my ACT score was not high enough.
Whiteside	Male	21 - 23	Considered	A university in a good location.
DuPage	Female	33 - 35	Considered	A university strong in medical research and high in medical school admissions
Will	Female	18 - 20	Considered	A very calm school
St. Clair	Male	21 - 23	Considered	A very clean and academically oriented school
Will	Female	27 - 29	Considered	A very good school but not a lot of majors because of its small size.
Cook	Female	24 - 26	Considered	A very well talked about university that I would have loved to have learned more about earlier on in my college search.
Cook	Female	21 - 23	Considered	Alright
Cook	Male	27 - 29	Considered	An intelligent school that is pretty hard to get into

# Descriptions

County	Gender	ACT	Consideration Level	Description
Tazewell	Female	30 - 32	Considered	Average
DuPage	Female	27 - 29	Considered	Beautiful campus with a great music program
Will	Male	30 - 32	Considered	Excellent academic school.
Lake	Female	30 - 32	Considered	Excellent place for social interactions with its location in regards to its close proximity to University of Illinois.
Cook	Male	24 - 26	Considered	Expensive
Lake	Female	27 - 29	Considered	From all I've heard of Illinois Wesleyan, it seems like a wonderful learning environment and a good institution to earn a degree from.
Madison	Female	30 - 32	Considered	From what I have heard, Illinois Wesleyan is a very "homey" school that provides a safe learning setting for students
DuPage	Male	21 - 23	Considered	Fun
DuPage	Female	24 - 26	Considered	Good environment to learn and succeed
Cook	Female	15 - 17	Considered	Good majors
Kendall	Female	30 - 32	Considered	Good school but lack of a variety of majors to choose from
Will	Female	15 - 17	Considered	Good school to learn
Lake	Female	27 - 29	Considered	Geat campus, visually appealing
Kane	Male	27 - 29	Considered	Great location, academics, athletics and reputation. Size too small.
DuPage	Male	27 - 29	Considered	Great school and strong athletic programs.
Lake	Female	21 - 23	Considered	Great school if you are looking for something a little smaller and more private.
McLean	Female	24 - 26	Considered	Great small school. Has some of the best academic programs and good sports teams.

# Descriptions

County	Gender	ACT	Consideration Level	Description
Lake	Male	27 - 29	Considered	High class education.
Will	Female	27 - 29	Considered	Highly selective school
Lake	Female	27 - 29	Considered	I do not know much about it, but its supposedly a great school
McHenry	Female	27 - 29	Considered	I don't know enough about it to describe it
Cook	Male	30 - 32	Considered	I have heard that is is a great science school
DuPage	Female	24 - 26	Considered	I think Illinois is a great school that provides many opportunities for students. The campus is also very nice.
Cook	Female	27 - 29	Considered	Illinois Wesleyan has a great reputation
McHenry	Female	24 - 26	Considered	Illinois Wesleyan has a reputation for being reputable and respected. It is a university known for its academics.
Cook	Male	27 - 29	Considered	Illinois Wesleyan is a great school for students to involve themselves in extracurricular activities while developing a strong academic background.
Lake	Male	30 - 32	Considered	Illinois Wesleyan is a prestigious liberal arts school with Divison 3 sports and more suburban campus feel.
Will	Female	24 - 26	Considered	Illinois Wesleyan is a very good/smart school to be at. The campus is really nice and it is close to ISU which is favorable.
Montgom	Female	24 - 26	Considered	Illinois Wesleyan University could work on their education program a little more and their scenery on campus.
Lake	Female	21 - 23	Considered	Illinois Wesleyn is a school that is known for how strong there academics are.
Cook	Female	27 - 29	Considered	In the middle of nowhere!

# Descriptions

County	Gender	ACT	Consideration Level	Description
Will	Male	33 - 35	Considered	It is a rather small university that appeals to small town kids.
Tazewell	Female	24 - 26	Considered	It is a small private university that provides a good education for students.
Will	Female	27 - 29	Considered	It is a small school that could use some nicer cafeterias and dorms, but it is a high academic school with nice people.
Will	Female	21 - 23	Considered	It is a smaller school.
Cook	Female	24 - 26	Considered	It is a very high standard school and is great for a high academic achiever.
Will	Female	27 - 29	Considered	It is a very nice smaller school
Will	Female	24 - 26	Considered	It is a very nice university.
Cook	Male	15 or less	Considered	It's a good school and lots of fun
Winnebago	Male	21 - 23	Considered	It's a pretty nice school
Winnebago	Female	27 - 29	Considered	Nice
Cook	Female	27 - 29	Considered	Nice
DuPage	Female	24 - 26	Considered	Nice small private college in Illinois. It has a good academic reputation as well as a good athletic reputation.
Cook	Male	30 - 32	Considered	Not the right place for me. Academically weak
Lake	Female	24 - 26	Considered	Pretty
Tazewell	Female	24 - 26	Considered	Professional and positive learning environment as well as an excellent option to attend for college
Will	Female	27 - 29	Considered	Quite and calm with a tight-knit community.
Clinton	Male	30 - 32	Considered	Rural Illinois school with very strong academics.

# Descriptions

County	Gender	ACT	Consideration Level	Description
McHenry	Female	21 - 23	Considered	Simple school, nothing that caught my eye, average
Winnebago	Female	24 - 26	Considered	Small
Cook	Female	27 - 29	Considered	Small, quiet, rural, close knit
DuPage	Female	30 - 32	Considered	Somewhat small and in the middle of nowhere
Will	Female	24 - 26	Considered	The campus is beautiful. Visiting was an exciting experience.
Cook	Female	21 - 23	Considered	They are engaged in learning.
Will	Male	24 - 26	Considered	Unknown university in my opinion
McLean	Female	15 - 17	Considered	Very expensive
McLean	Female	18 - 20	Considered	Very nice private university in my hometown
Lake	Female	21 - 23	Considered	Very, very small; found in a city; located in a big area
Cook	Female	24 - 26	Did not consider	A beautiful campus with a great learning experience
Lake	Female	30 - 32	Did not consider	A Christ-centered college
Cook	Male	24 - 26	Did not consider	A college with great academic standards and programs however, the campus life is only average.
Cook	Female	21 - 23	Did not consider	A decent school with good amenities
Douglas	Female	33 - 35	Did not consider	A good liberal arts college.
DuPage	Male	33 - 35	Did not consider	A good liberal arts school that many of my (intelligent) friends attended.
Lake	Male	21 - 23	Did not consider	A good private school with the advantages of being close to a large state university.
DuPage	Female	24 - 26	Did not consider	A good school in Illinois
Cook	Female	21 - 23	Did not consider	A good theatre school

# Descriptions

County	Gender	ACT	Consideration Level	Description
Cook	Male	15 - 17	Did not consider	Didn't feel comfortable
Will	Male	24 - 26	Did not consider	Division three institution that offers great academics and athletics with a small-town feel.
Cook	Female	30 - 32	Did not consider	Dont know that much on it, but very strong academically
Will	Female	24 - 26	Did not consider	Expensive
Cook	Female	24 - 26	Did not consider	Expensive
Kane	Female	24 - 26	Did not consider	Expensive
Cook	Male	24 - 26	Did not consider	Friendly, but uncompetitive.
Cook	Female	18 - 20	Did not consider	Good school, but hard to get in to.
Will	Female	21 - 23	Did not consider	Good size school, and fun social activites.
Cook	Female	18 - 20	Did not consider	Great campus with good academic facilities.
Lake	Male	30 - 32	Did not consider	Great Division 3 basketball program
McLean	Female	24 - 26	Did not consider	Great private school, located in a growing town Bloomington/Normal, close to public university Illinois State
Will	Female	21 - 23	Did not consider	Great school for specific majors
DuPage	Female	21 - 23	Did not consider	Great school located on a beautiful campus.
Cook	Male	21 - 23	Did not consider	Great school to attend
Will	Female	15 - 17	Did not consider	Has a nice campus
DuPage	Female	30 - 32	Did not consider	Has a lot of squirrels
Madison	Female	30 - 32	Did not consider	I don't know much about it. My aunt works there
Will	Female	24 - 26	Did not consider	I don't really know much about Illinois Wesleyan. The campus looks beautiful, but it is also pretty costly.

# Descriptions

County	Gender	ACT	Consideration Level	Description
Cook	Male	24 - 26	Did not consider	I feel like it could potentially be a nice place to go to school, and like that it's by Illinois State University.
Cook	Female	24 - 26	Did not consider	I have never visited but I have heard from friends it is a great school with wonderful opportunities.
DuPage	Male	30 - 32	Did not consider	I liked my experience at Theater Fest there several years ago
McHenry	Male	33 - 35	Did not consider	I really don't know much more than the name. I've met a few people who have gone there but again I don't know much about it.
Madison	Male	24 - 26	Did not consider	I really don't know too much about it, but believe it is out in rural area away from civilization!
Cook	Female	24 - 26	Did not consider	I would like to go there, but at this point the distance is way too far away.
Kendall	Female	18 - 20	Did not consider	I would describe Illinois Wesleyan University as a smaller size school where students get a great education.
McHenry	Female	24 - 26	Did not consider	Illinois Wesleyan is a great academic institution, but it is very expensive.
Cook	Female	30 - 32	Did not consider	Illinois Wesleyan is often seen as the school of students whose parents wouldn't let them go to ISU because they were "smarter than that."
Champaign	Female	27 - 29	Did not consider	Illinois Wesleyan University is a public university in Bloomington, IL, that is relatively small
Cook	Male	21 - 23	Did not consider	Illinois Wesleyan University is a small school known for their arts and music programs

# Descriptions

County	Gender	ACT	Consideration Level	Description
McHenry	Female	27 - 29	Did not consider	Illinois Wesleyan University is a small, private school for students interested in pursuing strong academics.
Lake	Male	24 - 26	Did not consider	Illinois Wesleyan University is a very nice school, but it is also quite expensive and too small for my liking.
Other	Female	15 - 17	Did not consider	In my opinion if you want to get away from home, and live in a really nice campus then Illinois Wesleyan is the perfect school.
Cook	Female	27 - 29	Did not consider	It aims to attract Hispanics.
Cook	Female	30 - 32	Did not consider	It is a good school that offers many opportunities for students.
Lake	Female	36 or more	Did not consider	It is a good, though very small, liberal arts college.
Will	Male	21 - 23	Did not consider	It is a prestigious school with a good music program.
DuPage	Female	24 - 26	Did not consider	It is a very good school. You have to be very intelligent to get into Illinois Wesleyan.
Will	Male	21 - 23	Did not consider	It is a very good university for the value.
St. Clair	Female	18 - 20	Did not consider	It is a very upbeat college, good in sports, and also known for the academics their students achieve.
Cook	Female	21 - 23	Did not consider	It is an over-promoted university.
McLean	Female	33 - 35	Did not consider	It is friendly, but expensive.
DuPage	Male	24 - 26	Did not consider	It is nice environment to study in and has an great staff
McLean	Female	30 - 32	Did not consider	It's a good school with a beautiful campus, but I live in Bloomington.
McHenry	Female	27 - 29	Did not consider	It's a strong school with good academics.
Cook	Female	30 - 32	Did not consider	It's in Bloomington
Lake	Female	27 - 29	Did not consider	It's not as well known as many of the other colleges in Illinois
Cook	Male	I haven't t	Did not consider	It's ok

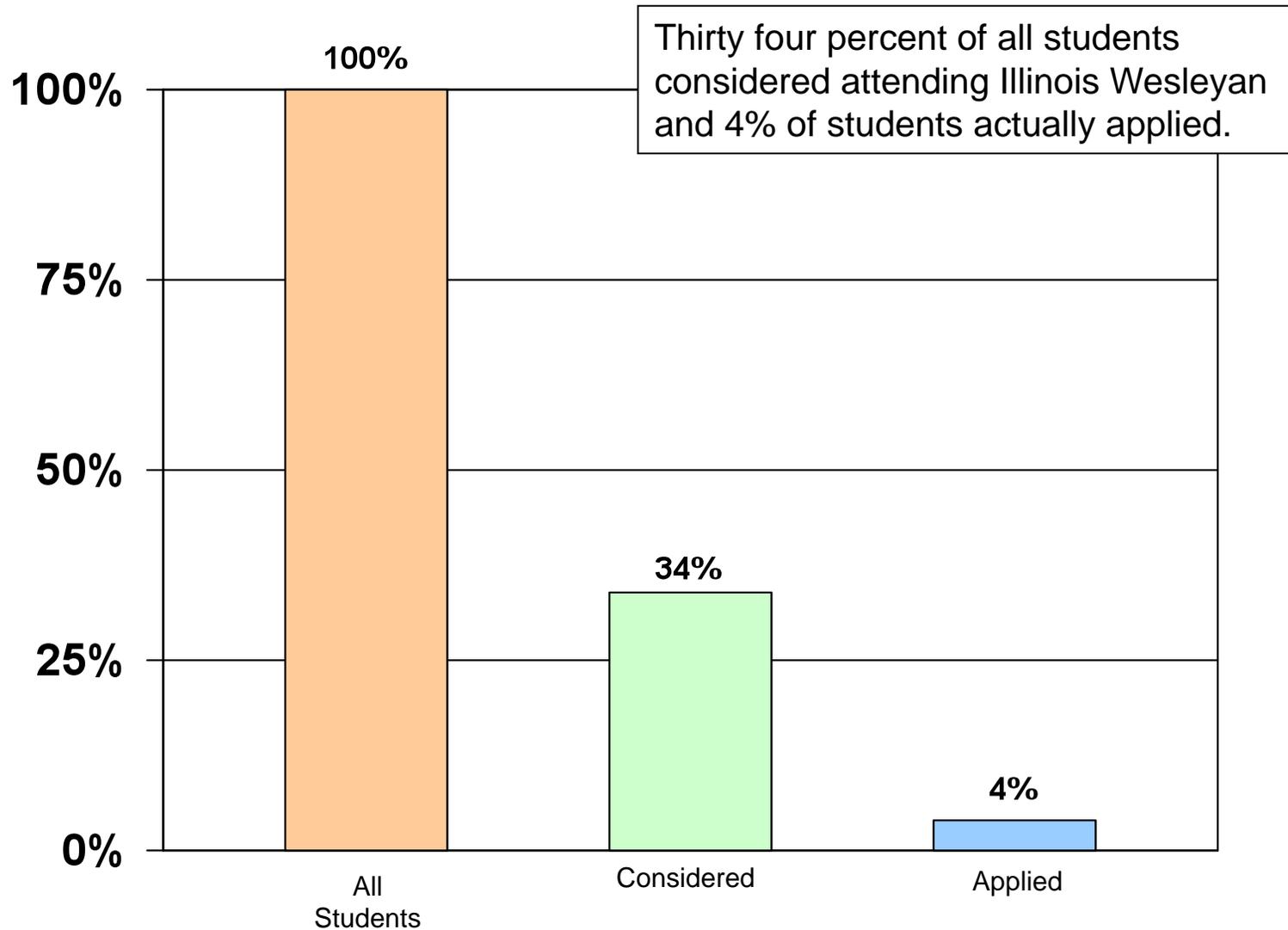
# Descriptions

County	Gender	ACT	Consideration Level	Description
DuPage	Female	27 - 29	Did not consider	I've only heard of the university, so I don't know much about it.
Cook	Female	33 - 35	Did not consider	My literature teachers school.
Lake	Female	30 - 32	Did not consider	Nice
Champaign	Female	24 - 26	Did not consider	Nice
DuPage	Male	33 - 35	Did not consider	Nice campus in a nice location
Lake	Female	21 - 23	Did not consider	Not for me
Will	Male	33 - 35	Did not consider	Not my ideal school.
Will	Male	33 - 35	Did not consider	Not the best in the USA
DuPage	Female	27 - 29	Did not consider	Only heard of it
Cook	Female	15 or less	Did not consider	Outgoing
Madison	Male	27 - 29	Did not consider	Predominately white!
Cook	Female	21 - 23	Did not consider	Private schhol
Tazewell	Female	21 - 23	Did not consider	Quaint, good study abroad programs, great facilities
DuPage	Female	21 - 23	Did not consider	Respected academically, but expensive
McHenry	Male	30 - 32	Did not consider	Small & expensive
Christian	Female	18 - 20	Did not consider	Small campu,s big opportunities
DuPage	Female	30 - 32	Did not consider	Small liberal arts college with a strong fine arts dept.
Cook	Female	30 - 32	Did not consider	Small school in suburban Illinois. Low competitive level.
DuPage	Female	30 - 32	Did not consider	Small tight-knit community
McLean	Male	30 - 32	Did not consider	Small, liberal arts undergraduate school. Better campus setting then neighboring Bradley or Lincoln College.
Will	Male	21 - 23	Did not consider	Too expensive
Cook	Female	27 - 29	Did not consider	Too expensive for me

# Consideration Levels

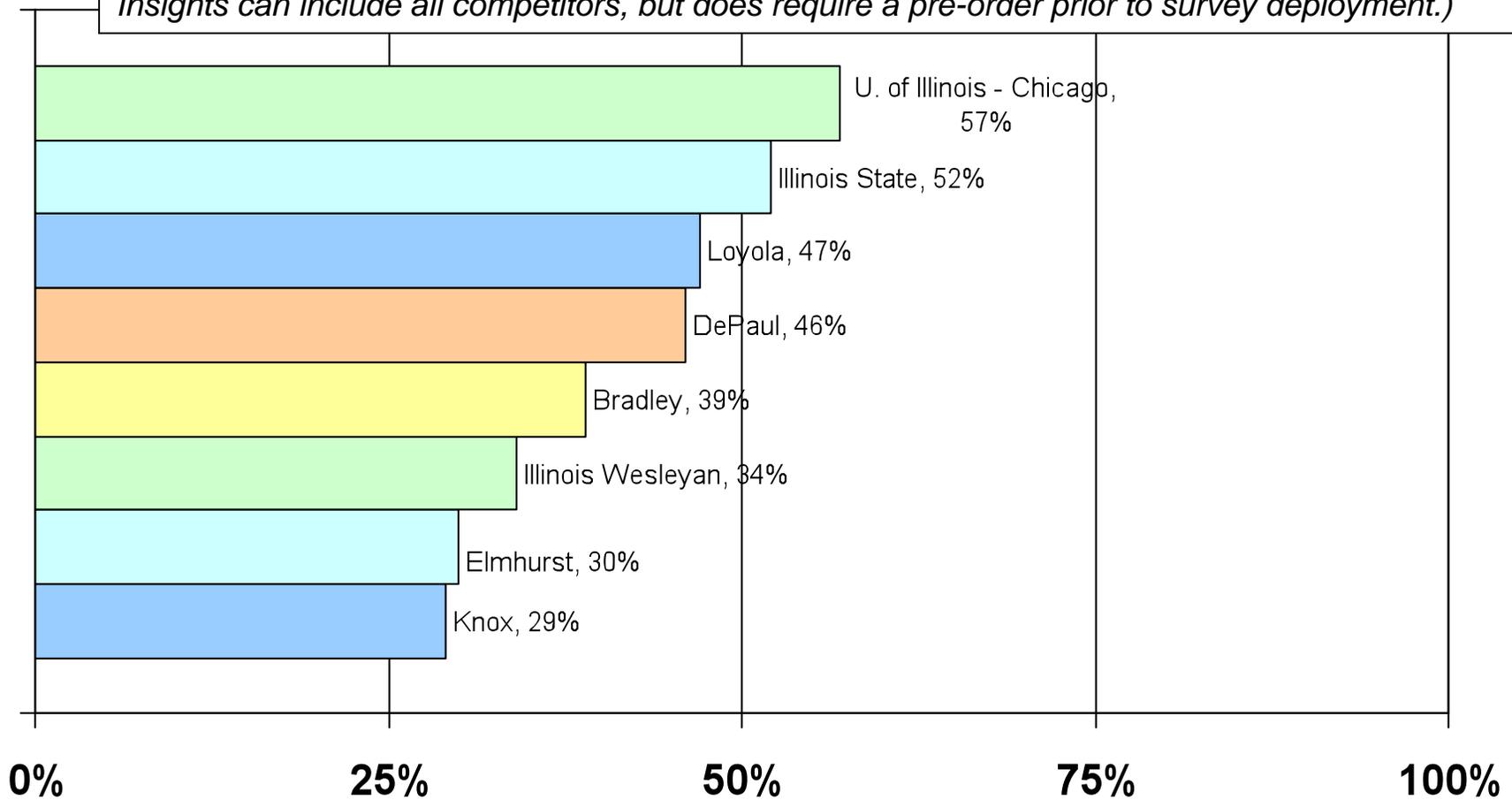
# Consideration Distribution

*Which best describes your level of consideration and application to the following colleges?(Simply skip any college which you did not seriously consider attending.)*



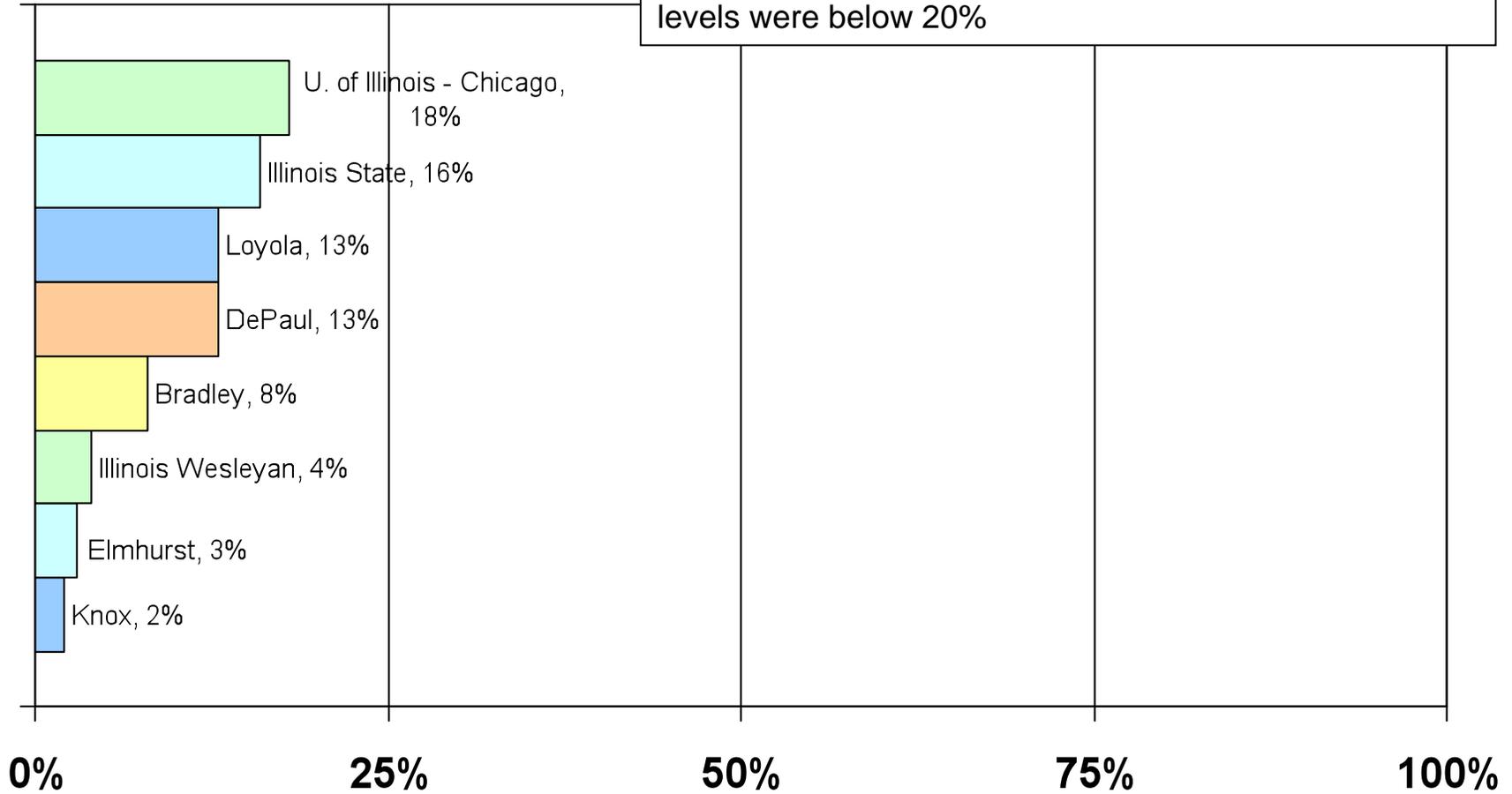
# Consideration Levels

Consideration levels mirror market position for the most part. Illinois Wesleyan's overall consideration of 34% is sixth among institutions which were included in the Level Three data set. *(Note: Not all of Illinois Wesleyan's competitors are included in the Level Three data set. Student Insights can include all competitors, but does require a pre-order prior to survey deployment.)*

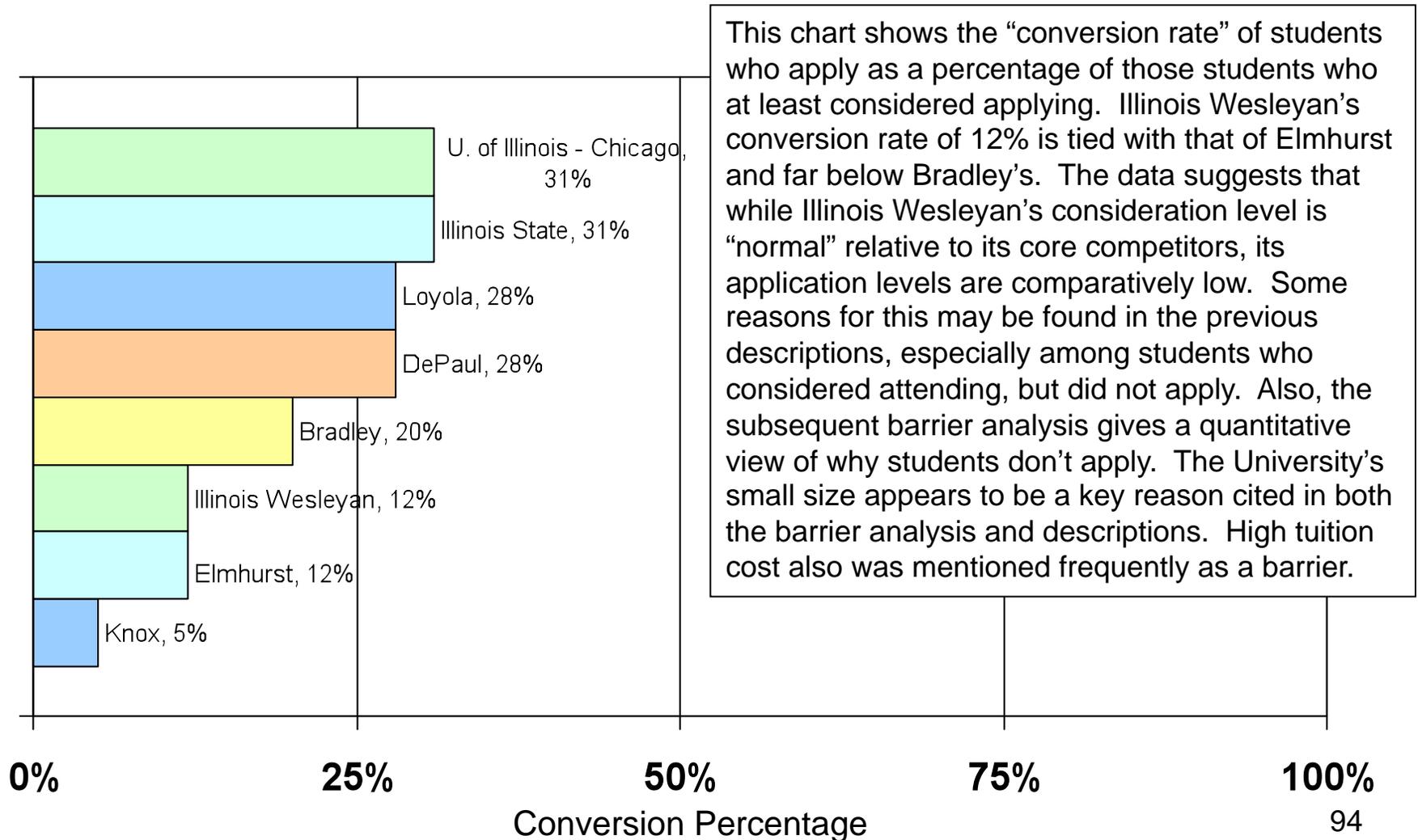


# Application Levels

Illinois Wesleyan's application level of 4% was slightly ahead of Elmhurst's, but solidly behind Bradley's. In fact, even among the market leaders, overall application levels were below 20%



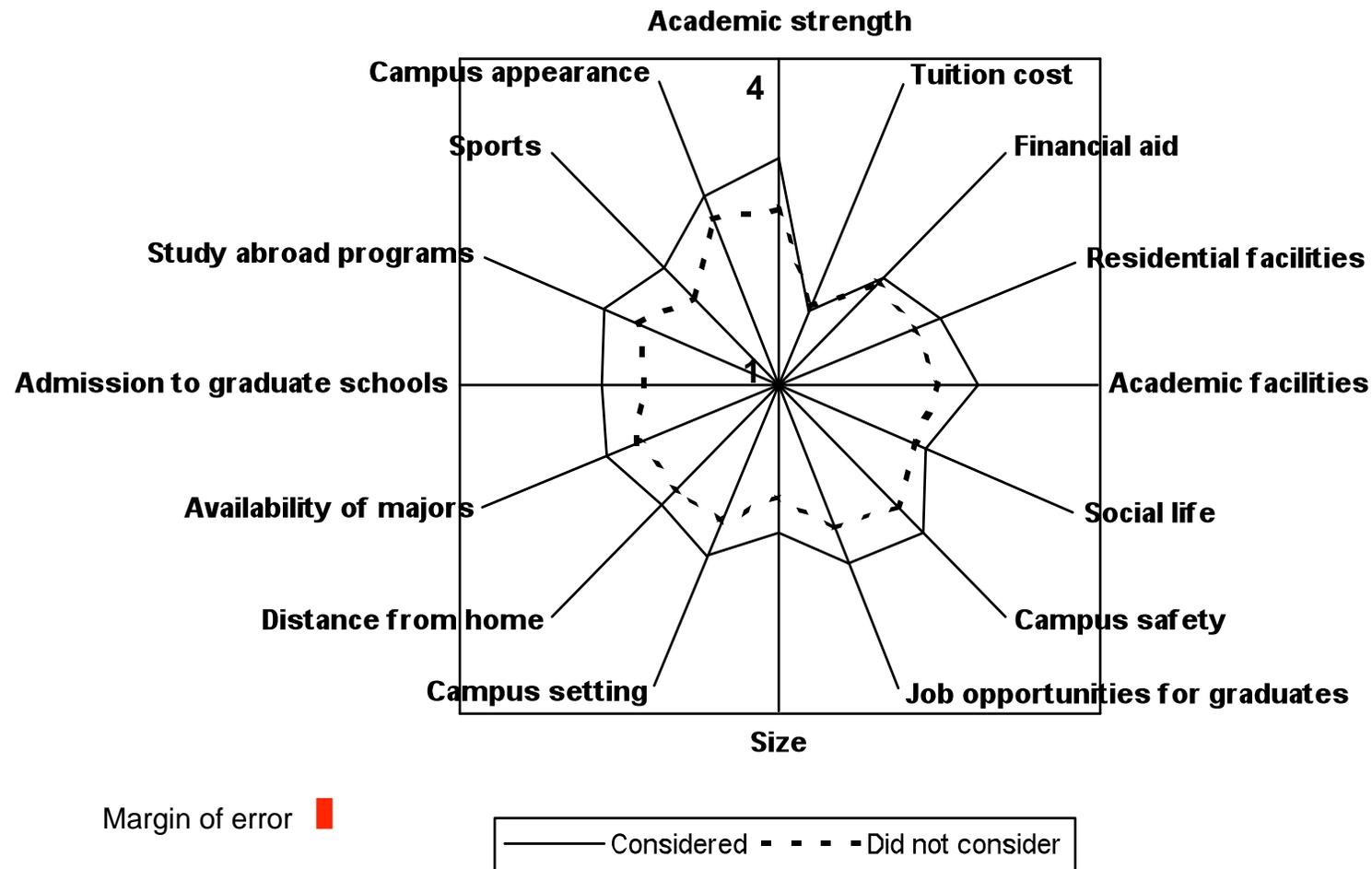
# Conversion Percentage Application to Consideration



# Non-Applicant Analysis

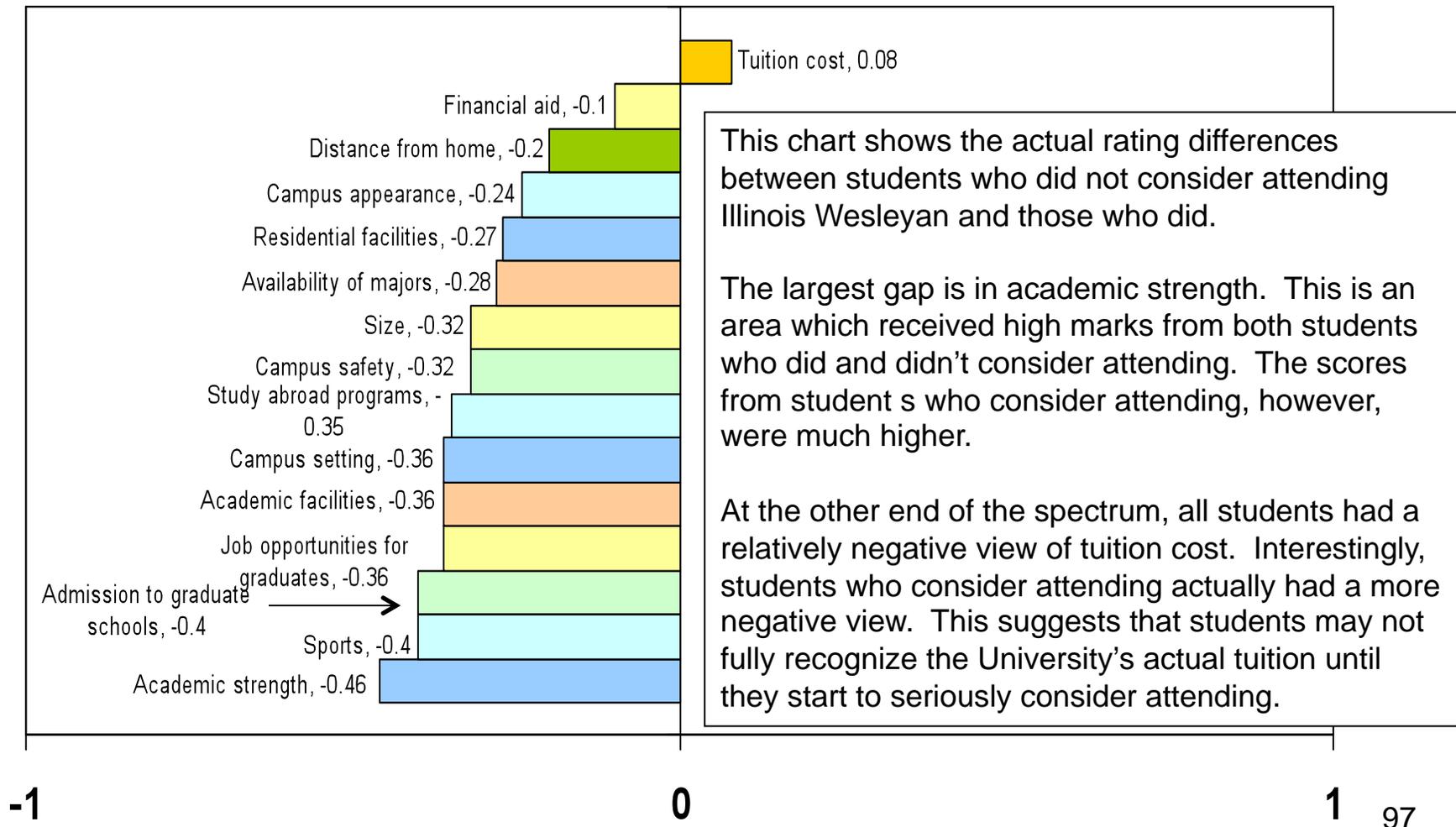
# Non-Applicant Analysis

This analysis examines the differences in perception of Illinois Wesleyan between students who considered attending and those who did not. As expected, students who considered attending gave higher scores nearly across the board.



# Non-Consideration Analysis

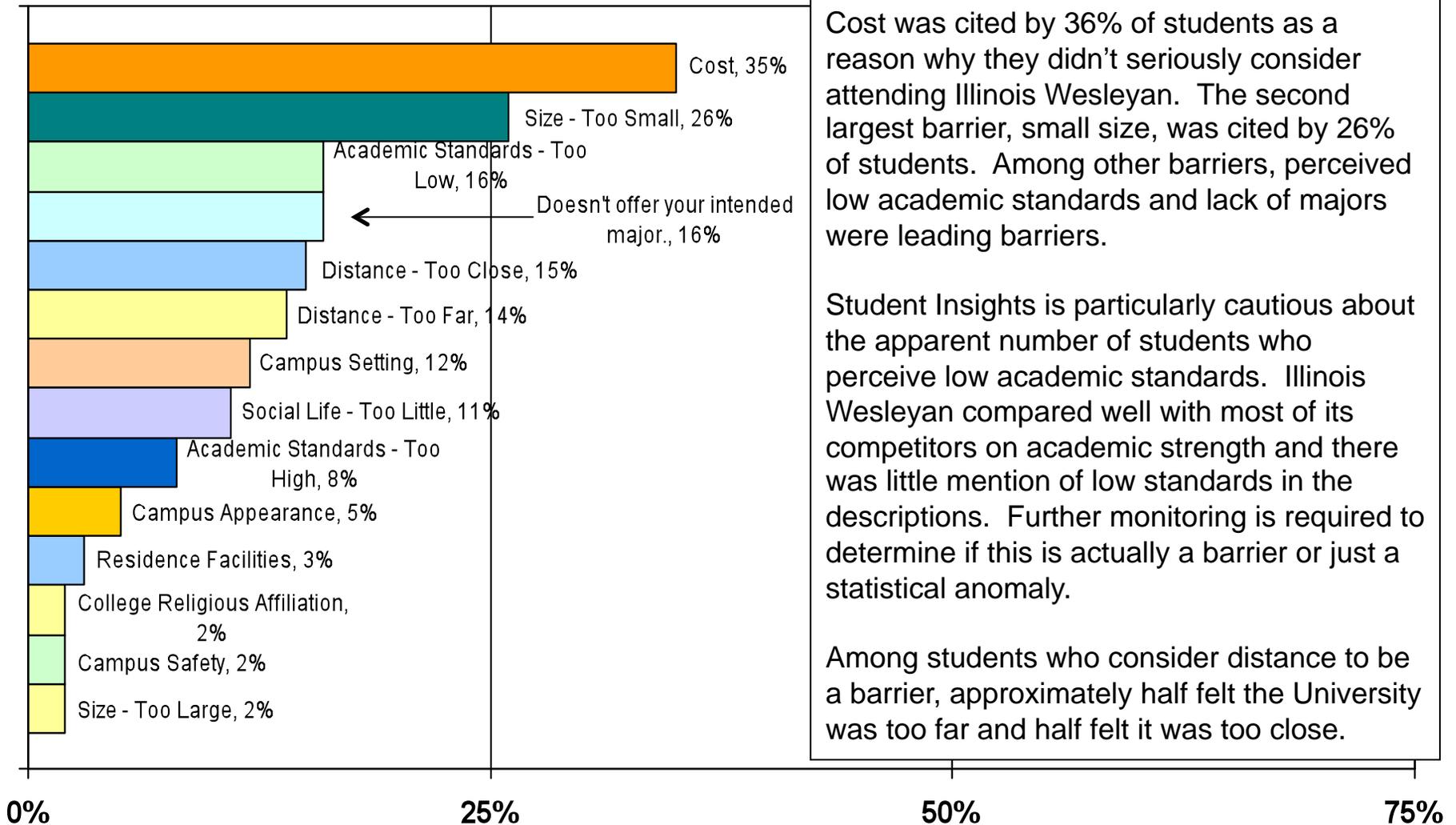
Did Not Consider vs. Considered



# Barrier Analysis

# Barrier Analysis

*If you did not seriously consider Illinois Wesleyan University, why not? Check all that apply.*



Cost was cited by 36% of students as a reason why they didn't seriously consider attending Illinois Wesleyan. The second largest barrier, small size, was cited by 26% of students. Among other barriers, perceived low academic standards and lack of majors were leading barriers.

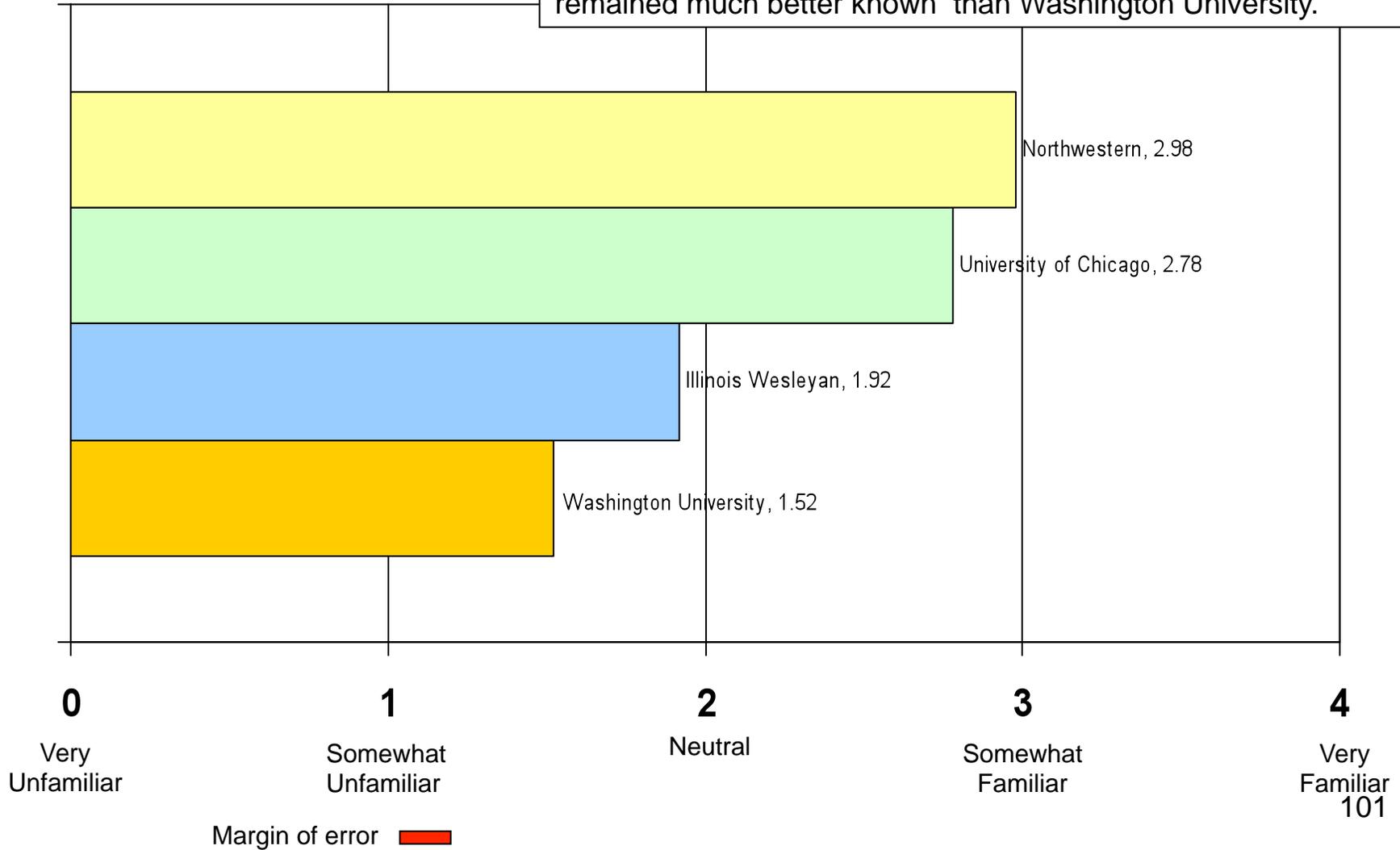
Student Insights is particularly cautious about the apparent number of students who perceive low academic standards. Illinois Wesleyan compared well with most of its competitors on academic strength and there was little mention of low standards in the descriptions. Further monitoring is required to determine if this is actually a barrier or just a statistical anomaly.

Among students who consider distance to be a barrier, approximately half felt the University was too far and half felt it was too close.

# Supplemental Analysis Elite Students

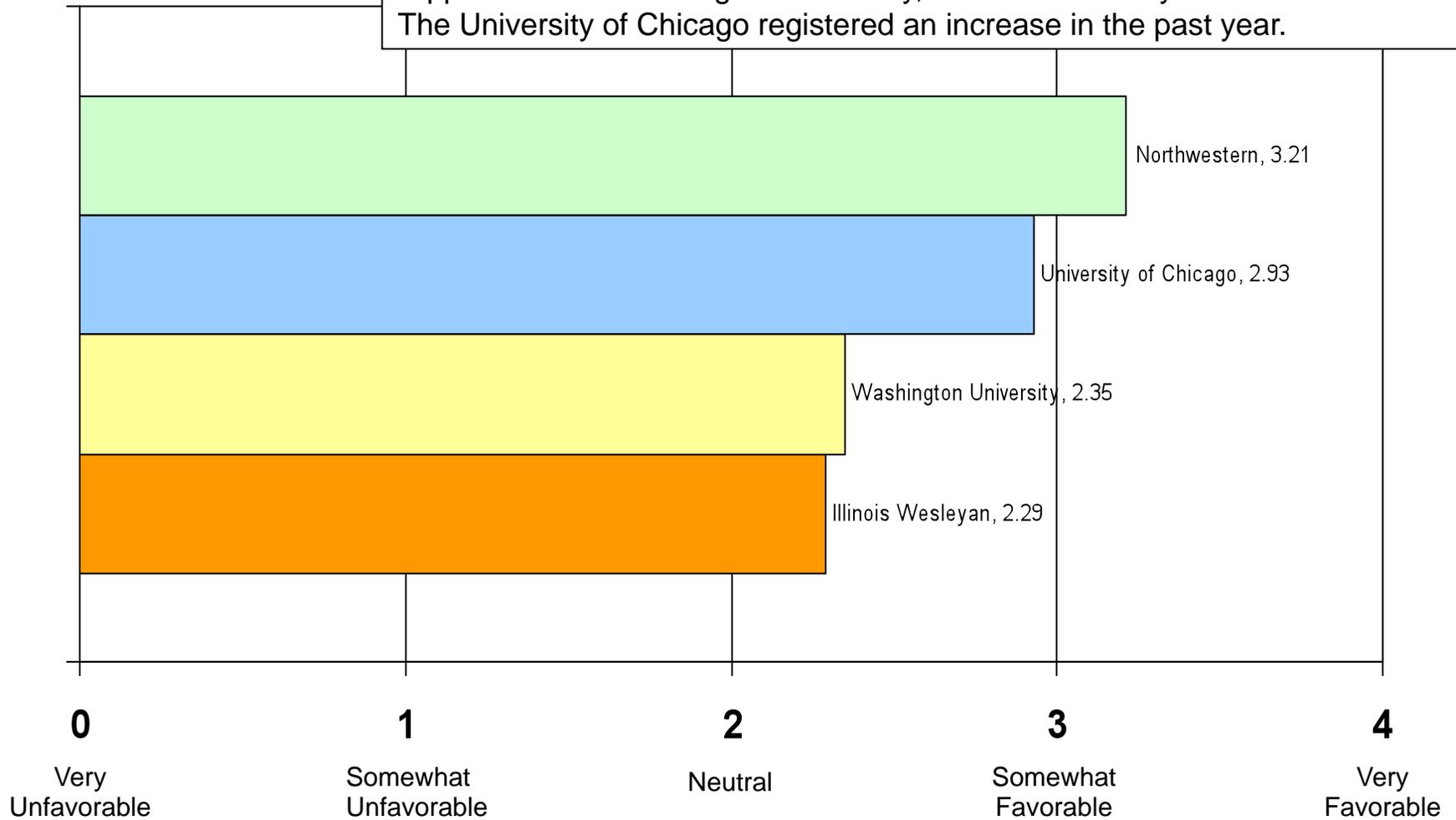
# Awareness Index

Awareness levels fell somewhat for Illinois Wesleyan among students with ACT scores of 27 or higher, but the University remained much better known than Washington University.



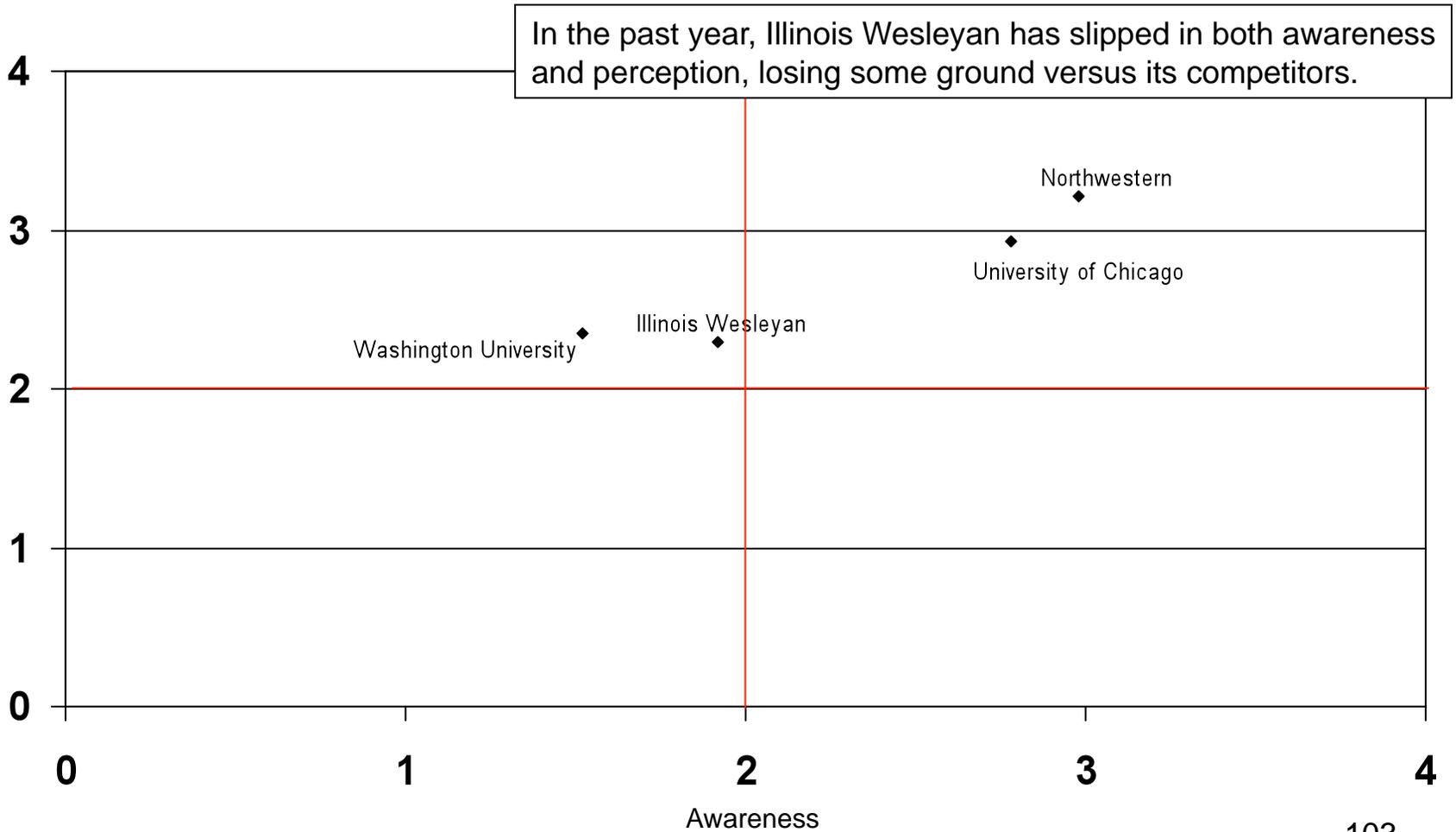
# Perception Index

Favorability scores for Illinois Wesleyan fell substantially and the University slipped behind Washington University, which declined by a smaller amount. The University of Chicago registered an increase in the past year.



Margin of error █

# College Position Matrix



Thank you!