ADMITTED STUDENT SURVEY – 2014

Between May and June 2014, 2,109 enrolling and 2,429 non-enrolling students completed an annual survey of admitted Purdue students — a 20% response rate. Results from the survey inform strategies for Purdue recruiters.

For questions, comments and suggestions please contact: enrollmentmanagement@purdue.edu.

ATTRIBUTES OF PURDUE UNIVERSITY

"Well-known," "Intelligent/Intellectual," "High-quality" and "Career-minded" are among the terms students chose most often to describe Purdue University. Both enrolling and non-enrolling students used these terms to describe the University.

TOP SOURCES OF INFORMATION ABOUT PURDUE

For both enrolling and non-enrolling students, the web is the most-used source of information, including Purdue’s site, search engines and third-party sites. The importance of the campus visit is reflected in the contrast between enrolling and non-enrolling students in identifying visits as top sources of information.
TIMING OF ADMISSIONS DEPOSIT & DECIDING FACTORS

Nearly one-third of non-enrolling students waited until just before the May 1 National Candidate Reply Date to accept their offer of admission from the school where they planned to enroll. Most of these students were still weighing their options up until the date they accepted and 46 percent said they were extremely or very close to choosing Purdue.

Chart 3. “How close were you to choosing Purdue?” In all, 46 percent of non-enrolling students said they were extremely or very close to choosing Purdue University. An additional 26 percent said they were somewhat close.

Students were asked to rate Purdue on 27 different factors – topics ranging from academics to career preparation and from affordability to physical and social environment. Not surprisingly, non-enrolling students rated Purdue lower on all factors than did enrolling students. The factors with the widest gap between enrolling and non-enrolling students were:

- Value of education for the cost of attending
- Job opportunities for graduates
- Strength of program in the student’s area of interest
- Opportunities for internships / experiential learning
- Overall academic quality of the institution
- Location (quality of the area)

Chart 4. The perceptions rating scale was 1-7. For enrolling students the scale was:
1 = Awful;
4 = Average;
7 = Absolutely perfect.
For non-enrolling students:
1 = Far worse (than intended institution);
4 = About the same;
7 = Far better.
MOST IMPORTANT ENROLLMENT DRIVERS

“Purdue was my first choice, but at $40K/year it was not affordable.”
- Non-enrolling Student

“The most important reason was its strength in the academic programs for the career path I want to follow. Purdue is well known worldwide, and I believe it will prepare me for a medical career.”
- Enrolling Student

In open-ended questions, enrolling students most often cited academic factors among their reasons for choosing Purdue. Enrolling students also cited Purdue’s overall reputation and career preparation as important factors.

In contrast, affordability was the factor most often cited among the reasons non-enrolling students chose other institutions. In addition, non-enrolling students cited Purdue’s location and size as factors in their decision.

COMPARISON: PURDUE VS. PEER INSTITUTIONS

The top-five schools of choice for non-enrolling students were University of Illinois, University of Michigan, Georgia Institute of Technology, University of Wisconsin and Ohio State University.

When compared to these peer institutions, enrolling and non-enrolling students rated Purdue fairly comparably for academic strength, career preparation and affordability but somewhat lower for physical and social environment.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Academic Strength</th>
<th>Career Preparation</th>
<th>Physical Environment</th>
<th>Social Environment</th>
<th>Affordability</th>
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<td>5.4</td>
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</tbody>
</table>

*Chart 5. Perceptions of Purdue University vs. peer institutions (Eduventures 2014).*

Values represent the average ratings of enrolling and non-enrolling respondents on a scale of 1=Awful, 4=Average, 7=Absolutely Perfect.