2015 ADMITTED STUDENT QUESTIONNAIRE

Each year we survey admitted Purdue students, both those who enrolled at Purdue and those who did not, to better understand their reasons for choosing Purdue or another institution. Of specific interest are those students who were admitted for Fall 2015 and did not enroll but said they were “very” or “extremely” close to choosing Purdue. In this newsletter, we focus on this group with analysis campus can use immediately as we plan for the 2016 enrolling class.

PERCEPTIONS OF PURDUE

Using a seven-point scale, the survey asked nonenrolling students to compare Purdue to their institution of choice based on several different factors:
- Academic Quality
- Career Preparation
- Quality of Social Environment
- Physical Location and Surrounding Environment
- Affordability
- Return on Investment (ROI)

For some of these factors, there were very narrow differences between their perception of Purdue and that of their chosen institution. In fact, for the very/extremely close-to-enrolling set there is only a 0.32 point difference for return on investment, a 0.18 point difference for academic quality and a 0.07 point difference in the quality of career preparation.

The factor that all nonenrolling students rated the lowest, both for Purdue and their intended college, is affordability. However, it is interesting to note that international students rate Purdue’s affordability 1.12 points higher than do domestic nonresident students, suggesting that domestic nonresidents have higher expectations for scholarships, grants and other types of “free” financial aid.
When asked to identify the single most important reason for selecting their desired institution, financial factors and “best fit” both were more than two-times more important than any other factor for the very/extremely close students.

Purdue’s overall reputation, strength of career preparation and academics fared well and were not the deciding factors for most.

To help define what students mean by “best fit,” we looked at those who chose best fit as their No. 1 reason for choosing another institution. These students responded to the Purdue vs. institution-of-choice perception questions – academic quality, career prep, social and physical factors, etc.

For these students, the biggest gaps between their perceptions of Purdue and their institution of choice were physical location (difference of 1.74) and social factors (difference of 1.12).

In the question about physical location respondents were asked to consider the institution’s location, facilities, attractiveness of campus, sense of community and distance from home. In the social factors question, they were asked to consider campus life, social and cultural opportunities and campus diversity.

STUDENTS WHO CHOSE ‘BEST FIT’ AS NO. 1 DECIDING FACTOR

Perception Questions
In rating their perceptions of Purdue and other institutions, students were asked to consider certain attributes related to each factor. These included:

**Academics:**
- Faculty and teaching
- Academic rigor and curriculum
- Personal attention from faculty
- Academic advising
- Preparation for graduate school

**Affordability:**
- Cost of attendance
- Scholarships
- Loans
- Work Study

**Career Preparation:**
- Alumni Success
- Student internships and co-ops
- Graduate job opportunities

**Social Environment:**
- Campus life
- Social and cultural opportunities
- Campus diversity

**Physical Location and Surrounding Environment:**
- Location
- Facilities
- Attractiveness of campus
- Sense of community
- Distance from home
The survey also asked nonenrolling students if more money would have made a difference, and if so, how much additional scholarship or grant money would have been necessary for them to choose Purdue. For very/extremely close students, when segmented by residency, the question identified scholarship values that could tip the scales in Purdue’s favor. For example, nearly 30 percent of Indiana residents in this category said they would need between $4,000-$6,000, and nearly 20 percent of Indiana residents said $2,000-$4,000 would influence their decision.

No. 1 reasons for those who said no:
• This institution felt like the best fit for me.
• My desired academic program is better at this institution.
• My expected career and personal outcomes are better at this institution.

How much would it take?
INFLUENCE OF SCHOLARSHIPS AND GRANTS IN ADMISSION DECISION

“Don’t know/unsure” was excluded from the analysis.

For more information about this survey or to request that the data be segmented based on college/school or other admitted student attributes, you may submit a request via the Enrollment Management data request form or send an email to enrollmentmanagement@purdue.edu.