

APPENDICES

DETAILED TABLES
STUDENTS

School Characteristics		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Academic reputation: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	3%	21%	11%	16%
	Important	38%	35%	37%	61%
	Very Important	59%	44%	53%	66%
		100%	100%	100%	
Academic reputation: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	0%	24%	10%	0%
	Very Good	24%	31%	27%	51%
	Excellent	76%	45%	63%	69%
		100%	100%	100%	
Quality of faculty: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	2%	0%	1%	[100%]
	Important	43%	43%	43%	59%
	Very Important	56%	57%	56%	58%
		100%	100%	100%	
Quality of faculty: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	0%	19%	8%	[0%]
	Very Good	15%	49%	30%	30%
	Excellent	85%	33%	62%	78%
		100%	100%	100%	

School Characteristics		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Variety of courses: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	4%	0%	2%	[100%]
	Important	50%	51%	50%	58%
	Very Important	46%	49%	47%	57%
		100%	100%	100%	
Variety of courses: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	0%	12%	5%	[0%]
	Very Good	23%	31%	26%	51%
	Excellent	77%	57%	68%	64%
		100%	100%	100%	
Personal attention to students: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	8%	0%	5%	[100%]
	Important	26%	17%	22%	68%
	Very Important	66%	83%	73%	53%
		100%	100%	100%	
Personal attention to students: Rating of Us	N(%)	62(83%)	47(72%)	109(78%)	57%
	Poor/Fair	0%	0%	0%	--
	Good	4%	39%	20%	13%
	Very Good	10%	13%	11%	51%
	Excellent	85%	48%	69%	70%
		100%	100%	100%	

School Characteristics		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Extracurricular activities: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	2%	0%	1%	[100%]
	Neither important nor unimportant	2%	11%	6%	[21%]
	Important	36%	18%	29%	74%
	Very Important	60%	71%	64%	54%
		100%	100%	100%	
Extracurricular activities: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	3%	19%	10%	20%
	Very Good	20%	21%	20%	56%
	Excellent	77%	61%	70%	63%
		100%	100%	100%	
Community service opportunities: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	2%	0%	1%	[100%]
	Neither important nor unimportant	27%	32%	29%	54%
	Important	51%	58%	54%	55%
	Very Important	20%	10%	16%	75%
		100%	100%	100%	
Community service opportunities: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	8%	45%	24%	20%
	Very Good	45%	27%	38%	69%
	Excellent	46%	28%	39%	69%
		100%	100%	100%	

School Characteristics		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Class size: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	8%	0%	5%	[100%]
	Neither important nor unimportant	23%	25%	24%	56%
	Important	44%	38%	41%	62%
	Very Important	25%	37%	30%	49%
		100%	100%	100%	
Class size: Rating of Us	N(%)	64(85%)	42(65%)	106(76%)	60%
	Poor/Fair	0%	0%	0%	--
	Good	2%	23%	10%	12%
	Very Good	36%	14%	27%	80%
	Excellent	62%	63%	62%	60%
		100%	100%	100%	
Attractiveness of campus: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	3%	0%	2%	[100%]
	Neither important nor unimportant	29%	27%	28%	60%
	Important	57%	58%	57%	58%
	Very Important	11%	14%	12%	51%
		100%	100%	100%	
Attractiveness of campus: Rating of Us	N(%)	62(83%)	47(72%)	109(78%)	57%
	Poor/Fair	0%	0%	0%	--
	Good	3%	16%	9%	22%
	Very Good	23%	41%	31%	42%
	Excellent	73%	43%	60%	69%
		100%	100%	100%	

School Characteristics		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Quality of academic facilities: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	2%	11%	6%	[21%]
	Important	53%	58%	55%	56%
	Very Important	45%	31%	39%	67%
		100%	100%	100%	
Quality of academic facilities: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	3%	12%	7%	[28%]
	Very Good	12%	24%	17%	40%
	Excellent	85%	64%	76%	64%
		100%	100%	100%	
Quality of athletic facilities: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	4%	0%	2%	[100%]
	Neither important nor unimportant	10%	0%	6%	[100%]
	Important	54%	65%	58%	54%
	Very Important	33%	35%	34%	57%
		100%	100%	100%	
Quality of athletic facilities: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	0%	31%	13%	0%
	Very Good	18%	17%	18%	58%
	Excellent	82%	52%	69%	68%
		100%	100%	100%	

School Characteristics		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Diversity among students: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	4%	0%	2%	[100%]
	Neither important nor unimportant	13%	29%	20%	39%
	Important	43%	27%	36%	69%
	Very Important	41%	44%	42%	57%
		100%	100%	100%	
Diversity among students: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	11%	27%	18%	36%
	Very Good	26%	48%	36%	43%
	Excellent	62%	25%	46%	77%
		100%	100%	100%	
Cost, after subtracting any financial aid: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	13%	0%	8%	100%
	Neither important nor unimportant	31%	42%	36%	51%
	Important	17%	21%	19%	52%
	Very Important	39%	37%	38%	60%
		100%	100%	100%	
Cost, after subtracting any financial aid: Rating of Us	N(%)	61(81%)	47(72%)	108(77%)	56%
	Poor/Fair	4%	9%	6%	[35%]
	Good	24%	36%	29%	46%
	Very Good	35%	19%	28%	70%
	Excellent	38%	37%	37%	57%
		100%	100%	100%	

School Characteristics		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Size of school: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	10%	0%	6%	[100%]
	Neither important nor unimportant	37%	17%	28%	76%
	Important	42%	25%	35%	70%
	Very Important	12%	58%	31%	22%
		100%	100%	100%	
Size of school: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	9%	4%	[0%]
	Good	6%	15%	10%	35%
	Very Good	27%	40%	33%	48%
	Excellent	67%	36%	54%	71%
		100%	100%	100%	
Sense of community on campus: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	5%	0%	3%	[100%]
	Important	31%	27%	29%	61%
	Very Important	65%	73%	68%	56%
		100%	100%	100%	
Sense of community on campus: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	6%	41%	21%	16%
	Very Good	7%	23%	14%	30%
	Excellent	87%	36%	65%	76%
		100%	100%	100%	

School Characteristics		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Quality of social life: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	5%	0%	3%	[100%]
	Important	35%	27%	32%	65%
	Very Important	60%	73%	65%	54%
		100%	100%	100%	
Quality of social life: Rating of Us	N(%)	62(83%)	47(72%)	109(78%)	57%
	Poor/Fair	0%	0%	0%	--
	Good	2%	48%	22%	6%
	Very Good	24%	12%	19%	72%
	Excellent	74%	40%	59%	71%
		100%	100%	100%	
Selected Characteristic 1: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	2%	0%	1%	[100%]
	Neither important nor unimportant	10%	0%	6%	[100%]
	Important	42%	40%	41%	60%
	Very Important	46%	60%	52%	52%
		100%	100%	100%	
Selected Characteristic 1: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	0%	33%	14%	0%
	Very Good	17%	27%	21%	45%
	Excellent	83%	40%	65%	74%
		100%	100%	100%	

School Characteristics		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Selected Characteristic 2: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	2%	0%	1%	[100%]
	Neither important nor unimportant	25%	29%	27%	55%
	Important	40%	39%	40%	60%
	Very Important	33%	32%	33%	59%
		100%	100%	100%	
Selected Characteristic 2: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	9%	12%	11%	51%
	Very Good	33%	51%	41%	46%
	Excellent	58%	37%	49%	68%
		100%	100%	100%	
Selected Characteristic 3: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	4%	0%	2%	[100%]
	Neither important nor unimportant	3%	18%	10%	21%
	Important	38%	29%	35%	65%
	Very Important	55%	52%	54%	60%
		100%	100%	100%	
Selected Characteristic 3: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	3%	12%	7%	[28%]
	Very Good	14%	31%	21%	38%
	Excellent	83%	57%	72%	66%
		100%	100%	100%	

School Characteristics		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Selected Characteristic 4: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	12%	15%	13%	52%
	Neither important nor unimportant	16%	0%	9%	100%
	Important	14%	21%	17%	47%
	Very Important	59%	63%	61%	57%
		100%	100%	100%	
Selected Characteristic 4: Rating of Us	N(%)	64(85%)	47(72%)	111(79%)	58%
	Poor/Fair	0%	0%	0%	--
	Good	5%	12%	8%	[38%]
	Very Good	18%	19%	18%	57%
	Excellent	76%	69%	73%	60%
		100%	100%	100%	
Selected Characteristic 5: Importance	N(%)	75(100%)	53(82%)	128(91%)	59%
	Unimportant	12%	8%	10%	69%
	Neither important nor unimportant	7%	0%	4%	[100%]
	Important	33%	46%	38%	50%
	Very Important	48%	47%	47%	59%
		100%	100%	100%	
Selected Characteristic 5: Rating of Us	N(%)	62(83%)	47(72%)	109(78%)	57%
	Poor/Fair	0%	0%	0%	--
	Good	2%	12%	7%	[21%]
	Very Good	26%	39%	32%	46%
	Excellent	71%	49%	62%	66%
		100%	100%	100%	

Images Marked		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
	N(%)	68(91%)	42(65%)	110(79%)	62%
Personal		62%	35%	52%	74%
Friendly		80%	68%	76%	66%
Conservative		8%	8%	8%	[63%]
Intellectual		80%	73%	77%	64%
Fun		72%	55%	65%	68%
Athletic		75%	55%	68%	69%
Comfortable		58%	49%	54%	66%
Diverse		79%	74%	77%	63%
Average		3%	0%	2%	[100%]
Innovative		71%	38%	58%	75%
Back-up school		3%	8%	5%	[41%]
Liberal		29%	14%	24%	77%
Exciting		71%	32%	56%	78%
Prestigious		70%	38%	58%	75%
Intense		61%	31%	49%	76%
Challenging		79%	65%	74%	66%
Academic		92%	73%	84%	67%
Preppy		31%	12%	24%	81%
Warm		58%	41%	52%	70%
Socially conscious		42%	14%	31%	83%
Selected Image 1		51%	27%	42%	75%
Selected Image 2		38%	33%	36%	65%
Selected Image 3		62%	27%	49%	79%
Selected Image 4		58%	32%	48%	75%
Selected Image 5		70%	51%	63%	69%

Sources of Information		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
School publications	N(%)	55(73%)	29(45%)	84(60%)	65%
Poor/Fair		0%	0%	0%	--
Good		2%	0%	2%	[100%]
Very Good		22%	20%	21%	68%
Excellent		76%	80%	78%	64%
		100%	100%	100%	
School web site	N(%)	63(84%)	42(65%)	105(75%)	60%
Poor/Fair		0%	0%	0%	--
Good		0%	14%	5%	[0%]
Very Good		28%	21%	25%	67%
Excellent		72%	65%	69%	62%
		100%	100%	100%	
E-mail with the school	N(%)	62(83%)	42(65%)	104(74%)	60%
Poor/Fair		0%	0%	0%	--
Good		0%	23%	9%	0%
Very Good		28%	21%	25%	66%
Excellent		72%	55%	65%	66%
		100%	100%	100%	
Contact about financial aid	N(%)	33(44%)	20(31%)	53(38%)	62%
Poor/Fair		0%	0%	0%	--
Good		22%	29%	25%	56%
Very Good		11%	71%	33%	21%
Excellent		67%	0%	42%	100%
		100%	100%	100%	

Sources of Information		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Campus visit before admission	N(%)	25(33%)	23(35%)	48(34%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	6%	42%	24%	13%
	Very Good	13%	8%	11%	[63%]
	Excellent	81%	49%	66%	64%
		100%	100%	100%	
Admission interview	N(%)	62(83%)	42(65%)	104(74%)	60%
	Poor/Fair	0%	0%	0%	--
	Good	0%	14%	5%	[0%]
	Very Good	27%	49%	36%	45%
	Excellent	73%	37%	59%	75%
		100%	100%	100%	
Admission packet	N(%)	61(81%)	42(65%)	103(74%)	59%
	Poor/Fair	0%	0%	0%	--
	Good	4%	27%	13%	16%
	Very Good	15%	0%	9%	[100%]
	Excellent	82%	73%	78%	62%
		100%	100%	100%	
Contact with the school after admission	N(%)	64(85%)	40(62%)	104(74%)	62%
	Poor/Fair	2%	14%	7%	[21%]
	Good	2%	8%	4%	[29%]
	Very Good	19%	14%	18%	69%
	Excellent	76%	63%	71%	66%
		100%	100%	100%	

Sources of Information	Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Accepted student programs				
N(%)	58(77%)	31(48%)	89(64%)	65%
Poor/Fair	0%	0%	0%	--
Good	5%	32%	14%	24%
Very Good	22%	18%	21%	69%
Excellent	73%	50%	65%	73%
	100%	100%	100%	
Contact with teachers from the school				
N(%)	58(77%)	42(65%)	100(71%)	58%
Poor/Fair	0%	0%	0%	--
Good	17%	31%	23%	43%
Very Good	30%	27%	29%	61%
Excellent	53%	42%	48%	64%
	100%	100%	100%	
Contact with parents of the school				
N(%)	33(44%)	27(42%)	60(43%)	55%
Poor/Fair	0%	0%	0%	--
Good	20%	72%	43%	25%
Very Good	30%	0%	16%	100%
Excellent	50%	28%	40%	69%
	100%	100%	100%	
Contact with students from the school				
N(%)	57(76%)	33(51%)	90(64%)	63%
Poor/Fair	3%	0%	2%	[100%]
Good	4%	17%	9%	[28%]
Very Good	33%	12%	26%	82%
Excellent	60%	70%	64%	59%
	100%	100%	100%	

Sources of Information		Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Selected Info Source 1	N(%)	51(68%)	33(51%)	84(60%)	61%
Poor/Fair		0%	17%	7%	[0%]
Good		0%	0%	0%	--
Very Good		20%	36%	26%	47%
Excellent		80%	47%	67%	73%
		100%	100%	100%	
Selected Info Source 2	N(%)	55(73%)	39(60%)	94(67%)	59%
Poor/Fair		0%	0%	0%	--
Good		0%	15%	6%	[0%]
Very Good		14%	11%	12%	65%
Excellent		86%	75%	81%	62%
		100%	100%	100%	
Selected Info Source 3	N(%)	51(68%)	42(65%)	93(66%)	55%
Poor/Fair		0%	0%	0%	--
Good		7%	21%	13%	28%
Very Good		22%	14%	18%	66%
Excellent		71%	65%	69%	57%
		100%	100%	100%	

DETAILED TABLES

PARENTS

School Characteristics		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Academic reputation: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	0%	0%	0%	--
	Important	9%	8%	8%	56%
	Very Important	91%	92%	92%	53%
		100%	100%	100%	
Academic reputation: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	2%	8%	5%	[24%]
	Very Good	12%	11%	12%	55%
	Excellent	85%	81%	83%	54%
		100%	100%	100%	
Quality of faculty: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	0%	0%	0%	--
	Important	11%	8%	9%	61%
	Very Important	89%	92%	91%	53%
		100%	100%	100%	
Quality of faculty: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	2%	14%	8%	16%
	Very Good	6%	11%	9%	37%
	Excellent	92%	75%	84%	57%
		100%	100%	100%	

School Characteristics		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Variety of courses: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	4%	3%	3%	[63%]
	Important	35%	15%	26%	72%
	Very Important	61%	82%	71%	46%
		100%	100%	100%	
Variety of courses: Rating of Us	N(%)	63(84%)	59(91%)	122(87%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	2%	17%	9%	14%
	Very Good	21%	21%	21%	51%
	Excellent	77%	62%	70%	57%
		100%	100%	100%	
Personal attention to students: Importance	N(%)	71(95%)	64(98%)	135(96%)	53%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	0%	0%	0%	--
	Important	14%	5%	10%	76%
	Very Important	86%	95%	90%	50%
		100%	100%	100%	
Personal attention to students: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	0%	3%	1%	[0%]
	Good	5%	3%	4%	[65%]
	Very Good	16%	20%	18%	47%
	Excellent	79%	75%	77%	54%
		100%	100%	100%	

School Characteristics		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Extracurricular activities: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
Unimportant		0%	0%	0%	--
Neither important nor unimportant		5%	5%	5%	[54%]
Important		23%	21%	22%	56%
Very Important		72%	74%	73%	52%
		100%	100%	100%	
Extracurricular activities: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
Poor/Fair		0%	0%	0%	--
Good		2%	14%	8%	16%
Very Good		17%	20%	18%	48%
Excellent		81%	66%	74%	57%
		100%	100%	100%	
Community service opportunities: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
Unimportant		0%	3%	1%	[0%]
Neither important nor unimportant		15%	3%	9%	87%
Important		43%	43%	43%	54%
Very Important		41%	52%	46%	48%
		100%	100%	100%	
Community service opportunities: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
Poor/Fair		0%	0%	0%	--
Good		7%	14%	10%	37%
Very Good		25%	47%	36%	37%
Excellent		67%	39%	54%	65%
		100%	100%	100%	

School Characteristics		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Class size: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	3%	1%	[0%]
	Neither important nor unimportant	12%	0%	6%	[100%]
	Important	33%	21%	27%	65%
	Very Important	55%	77%	65%	45%
		100%	100%	100%	
Class size: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	0%	0%	0%	--
	Very Good	20%	31%	25%	42%
	Excellent	80%	69%	75%	56%
		100%	100%	100%	
Attractiveness of campus: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	26%	10%	19%	74%
	Important	46%	46%	46%	54%
	Very Important	28%	44%	35%	42%
		100%	100%	100%	
Attractiveness of campus: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	2%	3%	3%	[48%]
	Very Good	30%	38%	34%	47%
	Excellent	68%	59%	64%	56%
		100%	100%	100%	

School Characteristics		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Quality of academic facilities: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	1%	0%	1%	[100%]
	Important	40%	44%	42%	51%
	Very Important	59%	56%	57%	55%
		100%	100%	100%	
Quality of academic facilities: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	2%	6%	4%	[32%]
	Very Good	22%	25%	23%	49%
	Excellent	76%	69%	73%	55%
		100%	100%	100%	
Quality of athletic facilities: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	3%	1%	[0%]
	Neither important nor unimportant	21%	13%	17%	65%
	Important	37%	42%	39%	51%
	Very Important	42%	43%	42%	53%
		100%	100%	100%	
Quality of athletic facilities: Rating of Us	N(%)	63(84%)	55(85%)	118(84%)	53%
	Poor/Fair	0%	6%	3%	[0%]
	Good	0%	12%	6%	[0%]
	Very Good	23%	21%	22%	55%
	Excellent	77%	61%	70%	59%
		100%	100%	100%	

School Characteristics		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Diversity among students: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	3%	1%	[0%]
	Neither important nor unimportant	8%	20%	13%	32%
	Important	41%	21%	32%	69%
	Very Important	51%	57%	54%	50%
		100%	100%	100%	
Diversity among students: Rating of Us	N(%)	61(81%)	59(91%)	120(86%)	51%
	Poor/Fair	0%	6%	3%	[0%]
	Good	4%	25%	14%	14%
	Very Good	32%	24%	28%	58%
	Excellent	64%	45%	55%	60%
		100%	100%	100%	
Cost, after subtracting any financial aid: Importance	N(%)	71(95%)	64(98%)	135(96%)	53%
	Unimportant	11%	22%	16%	36%
	Neither important nor unimportant	11%	23%	17%	35%
	Important	34%	15%	25%	72%
	Very Important	43%	39%	41%	56%
		100%	100%	100%	
Cost, after subtracting any financial aid: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	5%	0%	2%	[100%]
	Good	18%	27%	22%	42%
	Very Good	23%	39%	31%	40%
	Excellent	54%	34%	45%	64%
		100%	100%	100%	

School Characteristics		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Size of school: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	3%	3%	3%	[56%]
	Neither important nor unimportant	32%	10%	22%	78%
	Important	36%	57%	46%	42%
	Very Important	29%	30%	29%	53%
		100%	100%	100%	
Size of school: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	6%	11%	8%	36%
	Very Good	28%	41%	34%	43%
	Excellent	66%	48%	57%	60%
		100%	100%	100%	
Sense of community on campus: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	5%	0%	3%	[100%]
	Important	12%	21%	16%	40%
	Very Important	83%	79%	81%	54%
		100%	100%	100%	
Sense of community on campus: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	2%	14%	8%	14%
	Very Good	16%	36%	26%	33%
	Excellent	82%	49%	66%	64%
		100%	100%	100%	

School Characteristics		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Quality of social life: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	11%	8%	9%	61%
	Important	30%	33%	31%	51%
	Very Important	59%	60%	59%	53%
		100%	100%	100%	
Quality of social life: Rating of Us	N(%)	63(84%)	59(91%)	122(87%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	2%	20%	11%	11%
	Very Good	32%	38%	35%	47%
	Excellent	66%	42%	54%	63%
		100%	100%	100%	
Selected Characteristic 1: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	0%	0%	0%	--
	Neither important nor unimportant	2%	5%	4%	[32%]
	Important	23%	26%	24%	51%
	Very Important	75%	69%	72%	55%
		100%	100%	100%	
Selected Characteristic 1: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	0%	11%	5%	[0%]
	Very Good	20%	18%	19%	54%
	Excellent	80%	71%	76%	55%
		100%	100%	100%	

School Characteristics		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Selected Characteristic 2: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
Unimportant		0%	0%	0%	--
Neither important nor unimportant		5%	9%	7%	[38%]
Important		41%	34%	37%	58%
Very Important		54%	57%	56%	52%
		100%	100%	100%	
Selected Characteristic 2: Rating of Us	N(%)	63(84%)	59(91%)	122(87%)	52%
Poor/Fair		0%	8%	4%	[0%]
Good		2%	8%	5%	[23%]
Very Good		31%	33%	32%	50%
Excellent		67%	51%	59%	59%
		100%	100%	100%	
Selected Characteristic 3: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
Unimportant		0%	3%	1%	[0%]
Neither important nor unimportant		10%	8%	9%	59%
Important		36%	34%	35%	55%
Very Important		55%	56%	55%	53%
		100%	100%	100%	
Selected Characteristic 3: Rating of Us	N(%)	63(84%)	57(88%)	120(86%)	53%
Poor/Fair		0%	0%	0%	--
Good		7%	20%	13%	29%
Very Good		15%	15%	15%	53%
Excellent		78%	65%	72%	57%
		100%	100%	100%	

School Characteristics		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Selected Characteristic 4: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	11%	3%	7%	83%
	Neither important nor unimportant	2%	10%	6%	[17%]
	Important	32%	27%	30%	58%
	Very Important	54%	60%	57%	51%
		100%	100%	100%	
Selected Characteristic 4: Rating of Us	N(%)	64(85%)	59(91%)	123(88%)	52%
	Poor/Fair	0%	0%	0%	--
	Good	2%	20%	11%	12%
	Very Good	18%	35%	26%	36%
	Excellent	79%	45%	63%	66%
		100%	100%	100%	
Selected Characteristic 5: Importance	N(%)	73(97%)	64(98%)	137(98%)	53%
	Unimportant	10%	8%	9%	61%
	Neither important nor unimportant	1%	0%	1%	[100%]
	Important	36%	35%	36%	54%
	Very Important	52%	57%	55%	51%
		100%	100%	100%	
Selected Characteristic 5: Rating of Us	N(%)	61(81%)	54(83%)	115(82%)	53%
	Poor/Fair	0%	3%	1%	[0%]
	Good	2%	15%	8%	14%
	Very Good	25%	20%	23%	59%
	Excellent	72%	62%	67%	57%
		100%	100%	100%	

Images Marked		Enrolling Parents	Non- Enrolling Parents	All Admitted Parents	Yield
	N(%)	70(93%)	60(92%)	130(93%)	54%
Personal		52%	62%	56%	49%
Friendly		71%	83%	77%	50%
Conservative		8%	11%	9%	45%
Intellectual		73%	70%	72%	54%
Fun		45%	49%	47%	51%
Athletic		71%	61%	66%	57%
Comfortable		36%	49%	42%	46%
Diverse		72%	63%	68%	57%
Average		4%	0%	2%	[100%]
Innovative		52%	25%	40%	71%
Back-up school		0%	8%	4%	[0%]
Liberal		21%	17%	19%	60%
Exciting		50%	27%	40%	68%
Prestigious		64%	62%	63%	54%
Intense		41%	32%	37%	60%
Challenging		78%	67%	73%	57%
Academic		84%	73%	79%	57%
Preppy		6%	16%	11%	28%
Warm		44%	67%	55%	43%
Socially conscious		57%	71%	64%	48%
Selected Image 1		57%	46%	52%	58%
Selected Image 2		45%	43%	44%	55%
Selected Image 3		72%	51%	62%	62%
Selected Image 4		36%	30%	33%	58%
Selected Image 5		60%	60%	60%	54%

Sources of Information		Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
School publications	N(%)	61(81%)	44(68%)	105(75%)	58%
Poor/Fair		0%	0%	0%	--
Good		3%	0%	1%	[100%]
Very Good		11%	34%	21%	32%
Excellent		86%	66%	78%	64%
		100%	100%	100%	
School web site	N(%)	70(93%)	59(91%)	129(92%)	54%
Poor/Fair		0%	0%	0%	--
Good		11%	14%	12%	49%
Very Good		18%	39%	28%	35%
Excellent		71%	47%	60%	64%
		100%	100%	100%	
E-mail with the school	N(%)	70(93%)	59(91%)	129(92%)	54%
Poor/Fair		0%	3%	1%	[0%]
Good		2%	3%	3%	[48%]
Very Good		20%	28%	23%	46%
Excellent		78%	66%	73%	58%
		100%	100%	100%	
Contact about financial aid	N(%)	38(51%)	26(40%)	64(46%)	59%
Poor/Fair		2%	6%	4%	[32%]
Good		2%	19%	9%	[14%]
Very Good		12%	19%	15%	49%
Excellent		84%	56%	72%	69%
		100%	100%	100%	

Sources of Information	Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Campus visit before admission				
N(%)	22(29%)	32(49%)	54(39%)	41%
Poor/Fair	7%	0%	3%	[100%]
Good	0%	16%	9%	[0%]
Very Good	0%	10%	6%	[0%]
Excellent	93%	74%	82%	47%
	100%	100%	100%	
Admission interview				
N(%)	67(89%)	59(91%)	126(90%)	53%
Poor/Fair	2%	0%	1%	[100%]
Good	0%	6%	3%	[0%]
Very Good	14%	28%	21%	36%
Excellent	84%	66%	76%	59%
	100%	100%	100%	
Admission packet				
N(%)	63(84%)	57(88%)	120(86%)	53%
Poor/Fair	0%	0%	0%	--
Good	0%	12%	5%	[0%]
Very Good	14%	6%	10%	73%
Excellent	86%	83%	85%	54%
	100%	100%	100%	
Contact with the school after admission				
N(%)	65(87%)	55(85%)	120(86%)	54%
Poor/Fair	0%	6%	3%	[0%]
Good	0%	3%	1%	[0%]
Very Good	13%	24%	18%	39%
Excellent	87%	67%	78%	60%
	100%	100%	100%	

Sources of Information	Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Accepted student programs				
N(%)	55(73%)	44(68%)	99(71%)	56%
Poor/Fair	0%	0%	0%	--
Good	8%	0%	4%	[100%]
Very Good	8%	23%	15%	32%
Excellent	84%	77%	81%	57%
	100%	100%	100%	
Contact with teachers from the school				
N(%)	44(59%)	41(63%)	85(61%)	52%
Poor/Fair	0%	0%	0%	--
Good	3%	12%	7%	[21%]
Very Good	14%	28%	21%	34%
Excellent	83%	60%	72%	59%
	100%	100%	100%	
Contact with parents of the school				
N(%)	38(51%)	35(54%)	73(52%)	52%
Poor/Fair	0%	14%	7%	[0%]
Good	12%	14%	13%	[47%]
Very Good	17%	19%	18%	49%
Excellent	71%	52%	62%	60%
	100%	100%	100%	
Contact with students from the school				
N(%)	53(71%)	46(71%)	99(71%)	54%
Poor/Fair	3%	4%	3%	[49%]
Good	6%	14%	10%	31%
Very Good	25%	25%	25%	53%
Excellent	67%	57%	62%	57%
	100%	100%	100%	

Sources of Information		Enrolling Parents	Non- Enrolling Parents	All Admitted Parents	Yield
Selected Info Source 1	N(%)	56(75%)	51(78%)	107(76%)	52%
Poor/Fair		0%	3%	2%	[0%]
Good		3%	6%	5%	[32%]
Very Good		13%	16%	15%	46%
Excellent		84%	74%	79%	56%
		100%	100%	100%	
Selected Info Source 2	N(%)	55(73%)	52(80%)	107(76%)	51%
Poor/Fair		0%	0%	0%	--
Good		3%	3%	3%	[48%]
Very Good		5%	21%	13%	21%
Excellent		92%	76%	84%	56%
		100%	100%	100%	
Selected Info Source 3	N(%)	51(68%)	40(62%)	91(65%)	56%
Poor/Fair		0%	4%	2%	[0%]
Good		14%	4%	10%	[82%]
Very Good		12%	42%	25%	27%
Excellent		73%	50%	63%	65%
		100%	100%	100%	

TECHNICAL NOTE

Creating Factors Based on Characteristics and Images

For each factor, ratings equal to 4 (excellent) and images marked are summed, and then converted to a percent of all responses to the relevant items. This yields a "score" which can range from 0 to 100. For charts displaying factor scores for our school and competing school(s), ratings are included only when a respondent gave a rating on a given item to both our school and a competing school. Images are included only when the respondent marked at least one image for our school and at least one for a competing school.

Scale	Characteristics	Images
Academic Reputation	Academic reputation	Prestigious Selected Image 1
Academic Quality	Quality of faculty Variety of courses Quality of academic facilities	Academic
Supportive Environment	Personal attention to students Selected Characteristic 5	Personal Comfortable Warm Selected Image 2 Selected Image 5
Student Life	Sense of community on campus Quality of social life Selected Characteristic 4	Friendly Fun
Challenging/Intellectual		Intellectual Intense Challenging Selected Image 4
Exciting/Innovative		Innovative Exciting

Separate scores are computed for students and parents, which can be plotted with the value for the other school(s) plotted along the X (horizontal) axis, and the values for our school along the Y (vertical) axis. Comparisons can be made with all other schools rated or with individual schools.