

INDEPENDENT SCHOOL ADMISSION SURVEY

NORTHWIND SCHOOL

2021

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INTRODUCTION

This report presents the results of a survey of students admitted for the fall semester and their parents. The following table displays the number of enrolling and non-enrolling students and parents surveyed, as well as the number and percent of each that responded.

	Enrolling	Non-Enrolling	All Admitted
Students surveyed	75	65	140
Students responding	46	13	59
Percent responding	61%	20%	42%

	Enrolling	Non-Enrolling	All Admitted
Parents surveyed	75	65	140
Parents responding	49	28	77
Percent responding	65%	43%	55%

WEIGHTING OF RESPONSES AND DEFINITIONS

All analyses in this report use weighted data. Case weights are calculated as the number surveyed in each category (enrolling, non-enrolling, parents and students) divided by the number responding, i.e., the inverse of the response rate. The weights used for these groups were:

Enrolling Students	1.6359
Non-Enrolling Students	4.9661
Enrolling Parents	1.5319
Non-Enrolling Parents	2.3326

The effect of the weighting is to express all results as estimates for the total groups surveyed. The tables in this report display the weighted numbers and percentages of students and parents responding. Numbers displayed in this report are weighted numbers, and percentages of students or parents are based on weighted results.

Percentages greater than 0 but less than 0.5% are shown as *%. Percentages in some tables do not add to 100% due to rounding.

Percentages and averages that are based on small numbers of cases are shown in brackets []. For this report, numbers in brackets are based on fewer than 10 weighted cases.

HIGHLIGHTS

Characteristics of Independent Schools

For both the students who were admitted to Northwind School, the most important characteristic in the decision on which school to attend was **Personal attention to students**, which 72% of students rated as “very important.” For their parents, the most important characteristic was **Academic reputation**, which was “very important” to 92% of parents.

The following characteristics were considered to be “very important” by at least 60% of all 2021 admitted students:

Personal attention to students	Extracurricular activities
Sense of community on campus	Selected characteristic 4
Quality of social life	

The following characteristics were considered to be “very important” by at least 70% of all 2021 admitted parents:

Academic reputation	Extracurricular activities
Quality of faculty	Selected characteristic 1
Personal attention to students	Variety of courses
Sense of community on campus	

Admissions yield was highest (75%) for students who considered **Community service opportunities** to be very important, although this represented only 16% of all students. For the characteristics that were important to a majority of students, yield was highest (66%) among those who considered **Academic reputation** to be very important. Yield was especially low (22%) among the 31% of students who considered **Size of school** to be very important.

Among parents, yield was highest (56%) among the 41% who considered **Cost, after subtracting financial aid** to be very important, and lowest (42%) among the 35% who considered **Attractiveness of campus** to be very important. There was no much variation among characteristics that were very important to a majority of parents, with yield consistently between 45% and 55%.

Based on the mean rating of importance on a four-point scale, **Academic reputation** was the most important factor for enrolling students relative to non-enrolling students, while **Size of school** was the most important factor for non-enrolling students relative to enrolling students. **Cost, after subtracting financial aid** was relatively important to enrolling parents, while **Attractiveness of campus** was relatively important to non-enrolling parents.

Most characteristics were more important to parents than they were to students, though students provided slightly higher ratings for **Quality of social life**. The characteristics that were most important to parents relative to students were **Class size**, **Academic reputation**, and **Community service opportunities**.

When comparing the views of day and boarding students, **Academic reputation** and **Selected characteristic 3** were significantly more important to day students, while **Selected characteristic 2** was most important to boarding students relative to day students. Parents of day students were more likely to see **Cost, after subtracting financial aid** and **Diversity among students** as very important, while parents of boarding students were more likely to see **Class size** and **Personal attention to students** as very important.

Northwind was rated “excellent” by at least two-thirds of students in the following categories:

Quality of academic facilities	Quality of athletic facilities
Selected characteristic 4	Personal attention to students
Selected characteristic 3	Variety of courses
Extracurricular activities	

Northwind was rated “excellent” by at least three-quarters of parents in the following categories:

Quality of faculty
Academic reputation
Personal attention to students

Selected characteristic 1
Class size

When considering the mean quality rating of each characteristic on a four-point scale, **Sense of community on campus** was the most highly rated characteristic by enrolling students compared to non-enrolling students, while enrolling parents rated **Diversity among students** relatively highly compared to non-enrolling parents.

Parents tended to give higher ratings than students for most characteristics, although students did rate **Selected characteristic 4** slightly higher than parents did. **Community service opportunities** received the highest ratings from parents relative to students.

The few day student respondents gave high ratings across all characteristics; boarding students gave **Quality of academic facilities** their highest ratings and **Cost, after subtracting financial aid** their lowest ratings. Parents of day students rated **Selected characteristic 2** significantly higher than parents of boarding students did, while parents of boarding students gave relatively high ratings for **Quality of athletic facilities**.

Images of Northwind

The following images of Northwind were chosen by more than two-thirds of admitted students:

Academic
Intellectual
Diverse

Friendly
Challenging
Athletic

The following images of Northwind were chosen by more than two-thirds of admitted parents:

Academic
Friendly
Challenging

Intellectual
Diverse

The image selected most frequently by enrolling students relative to non-enrolling students was **Exciting** (71% to 32%). Enrolling parents were more likely to select **Innovative** by the widest margin (52% to 25%), while non-enrolling parents were more likely to select **Diverse** by a margin of 67% to 44%.

Students selected the following images more frequently than parents by at least 15 percentage points:

Fun
Innovative

Exciting
Selected image 4

Parents were more likely to select **Socially conscious** by 33 percentage points.

Compared to their second-choice school, enrolling students marked the following images for Northwind more frequently by at least 25 percentage points:

Innovative
Warm
Personal

Friendly
Exciting

They marked **Back-up school** more frequently for their second-choice school by 15 percentage points.

Non-enrolling students chose **Intellectual** more frequently for Northwind by 20 percentage points over the school they planned to attend.

They selected the following images more frequently for the school they planned to attend by at least 25 percentage points:

Selected image 4
Personal

Friendly
Exciting

Day students were significantly most likely to select **Selected image 3** and **Personal**, while boarding students were more likely to select **Preppy**. Parents of day students selected **Diverse** more frequently by at least 18 percentage points while parents of boarders were more likely to select **Comfortable**, **Intellectual**, and **Selected image 2** by a margin of at least 18 percentage points.

Sources of information

12 of the 15 sources of information were used by at least three-quarters of students while 10 were used by at least three-quarters of parents. **Contact with parents**, **Contact about financial aid**, and **Campus visit before admission** were below 60% for both groups. 65% of teachers had **Contact with teachers**, compared with 94% of students, and 71% of parents used **Selected info source 3**, compared with 89% of students. For both groups, yield was lowest (41% for parents and 52% for students) among those who had a **Campus tour before admission**. Otherwise, yield did not vary considerably based on which sources were used. The other 14 sources saw a yield between 55% and 63% for students, and between 51% and 59% for parents..

Selected info source 2 was the source most consistently rated excellent by students (81%), while **Admission packet** was the source that was seen as excellent by the most parents (85%). Students were least likely to consider **Contact with parents** (40%) to be excellent, while parents were least impressed with the **School web site** (60%).

Based on the mean quality rating of each source on a four-point scale, **Contact with parents** was the source that enrolling students viewed most favorably compared to non-enrolling students. Other sources that were viewed relatively favorably by enrolling students were **Contact about financial aid**, **Selected info source 1**, and **Campus visit before admission**. Enrolling parents also viewed **Contact about financial aid** most favorably compared to non-enrolling parents, followed by **Contact with parents**.

Students gave Northwind higher ratings than parents for **School web site**, while parents viewed **Contact about financial aid**, **Contact with teachers**, and **Contact with parents** more favorably than students did.

While there were few day student responses, those that responded did tend to give lower ratings for **Contact with parents**, **Contact about financial aid**, and **Contact with teachers**. Boarding students also saw **Contact with parents** as the least impressive source of information, while they gave their highest ratings to **Selected info source 2**. Compared to parents of boarding students, parents of days students were most likely to have a favorable view of **Contact with students**, while parents of boarding students were relatively more impressed with the **Campus visit before admissions**.

Using the factors derived from the characteristic and image sets, contact with current students appeared to have a positive effect on how prospective students viewed the school. Prospective students who had contact with current students provided significantly higher ratings across all categories, except for **Exciting/Innovative**, which was roughly even with those who did not have contact with current students. Prospective students who had contact with teachers were significantly more likely to see Northwind as **Challenging/Intellectual**, although these students also gave Northwind lower ratings for **Supportive Environment** and **Student Life**. Contact with teachers, parents, and students did not appear to greatly affect the views of prospective parents. Those who had contact with teachers rated Northwind somewhat higher on **Academic Reputation** and **Academic Quality**. Those who had contact with students gave somewhat higher ratings for **Academic Quality** and were somewhat more likely to see the school as **Exciting/Innovative**.

Other Independent Schools

At least 15% of Northwind applicants applied to the following schools:

School A
School B
School C

Competitor B
School D
Competitor C

Two of these schools, **School C** and **Competitor A**, also had cross-admission rates above 10%

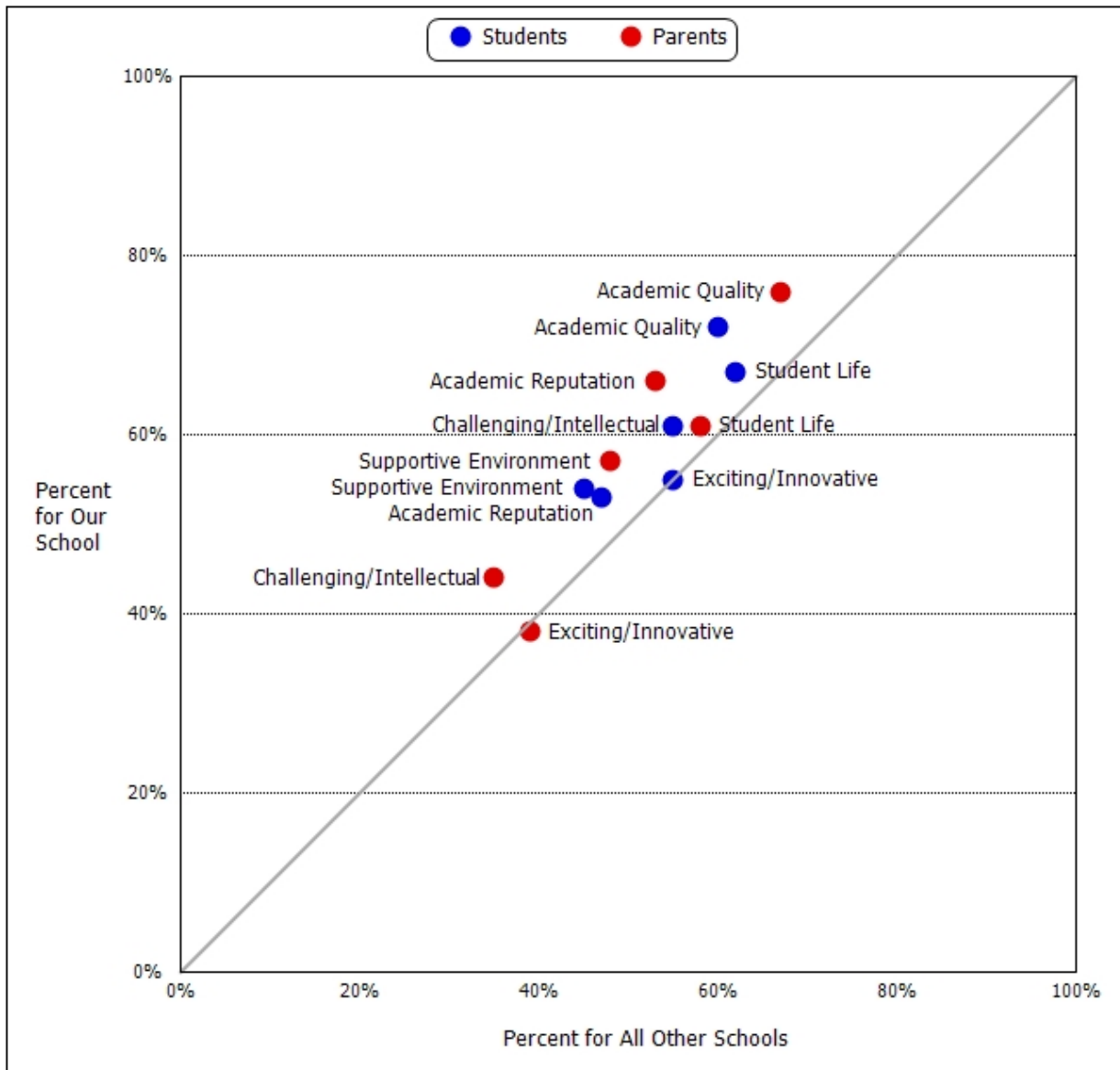
Of the students not attending Northwind, 16% chose **Competitor A**.

Our School vs. All Other School Ratings: Selected Factors

The following graph compares ratings of our school and ratings of all other schools (selected as School A), for parents and students, on factors derived from combinations of characteristics and images. For each factor, ratings equal to 4 (excellent) and images marked are summed, and then converted to a percent of the total of all responses to the relevant items.

Our school was rated higher than all other schools on items above the diagonal, and lower on items below the diagonal. See the Technical Note at the end of the Appendices for a complete explanation of how the scores were determined.

OUR SCHOOL VS. ALL OTHER SCHOOL RATINGS: SELECTED FACTORS



Summary of Differences: Competitor A

- **Student Comparisons**

Northwind was rated higher on:

Variety of courses

**Admission packet
School publications**

and was perceived as more:

**Innovative
Prestigious
Liberal
Intellectual**

Competitor A was rated higher on:

**Quality of social life
Selected characteristic 2
Quality of athletic facilities
Size of school**

Campus visit before admission

And was perceived as more:

**Personal
Fun
Friendly
Selected image 3**

- **Parent Comparisons**

Northwind was rated higher on:

**Diversity among students
Attractiveness of campus
Quality of athletic facilities
Personal attention to students
Variety of courses**

**Selected info source 2
Campus visit before admission**

and was perceived as more:

**Diverse
Warm**

Competitor A was rated higher on:

Selected characteristic 2

Contact with teachers

and was perceived as more:

Conservative

On average, parents indicated that Northwind was slightly more expensive than Competitor A. However, they were also more likely to see Competitor A as very expensive, with 76% rating its cost at 7 or 8 on an eight-point scale, compared to 64% for Northwind.

Considering the factors derived from ratings of characteristics and from images marked, parents and students both gave Northwind higher marks for **Academic Reputation**. However, while parents gave Northwind higher ratings for **Supportive Environment**, students gave Competitor A the advantage for both **Supportive Environment** and **Student Life**

Summary of Differences: Competitor B

- **Student Comparisons**

Northwind was rated higher on:

Selected characteristic 1
Cost, after subtracting financial aid

Selected info source 2

and was perceived as more:

Preppy
Conservative
Intense
Comfortable

Competitor B was rated higher on:

Quality of faculty
Extracurricular activities

Post-admission contact

was perceived as more:

Liberal
Socially conscious
Selected image 3

- **Parent Comparisons**

Northwind was rated higher on:

Variety of courses
Selected characteristic 1

Post-admission contact

and was perceived as more:

Intellectual
Conservative
Intense

Competitor B was rated higher on:

Quality of social life
Selected characteristic 5
Sense of community on campus

Contact about financial aid
Campus visit before admission
Contact with parents

was perceived as more:

Athletic
Fun

Neither school was seen as expensive to attend, and the costs for each school were seen as similar, on average.

Considering the factors derived from ratings of characteristics and from images marked, parents gave Northwind higher ratings for **Academic Quality** and saw the school as more **Challenging/Intellectual** and **Exciting/Innovative** than Competitor B. On the other hand, they were more impressed with Competitor B when it came to **Supportive Environment** and **Student Life**. Students tended to rate the school more evenly, though they gave Competitor B higher marks for **Academic Reputation**.

Summary of Differences: Competitor C

- **Student Comparisons**

Northwind was rated higher on:

Quality of social life
Sense of community on campus
Personal attention to students
Size of school
Selected characteristic 5

Accepted student programs
Campus visit before admission
Contact with parents

and was perceived as more:

Personal
Comfortable
Warm
Friendly

Competitor C was rated higher on:

Selected characteristic 2

was perceived as more:

Athletic

- **Parent Comparisons**

Northwind was rated higher on:

Size of school
Personal attention to students
Sense of community on campus
Quality of athletic facilities

Selected info source 3
Campus visit before admission

and was perceived as more:

Warm
Personal
Friendly

Competitor C was rated higher on:

Diversity among students

and was perceived as more:

Liberal

While neither school was seen as particularly expensive, parents saw Competitor C as somewhat more expensive than Northwind.

Considering the factors derived from ratings of characteristics and from images marked, students and parents both gave Northwind the advantage for **Supportive Environment** and **Student Life**. The schools were rated more evenly in other areas, though students did give Competitor C higher ratings for **Academic reputation** and saw it as more **Challenging/Intellectual**.

PART I: BACKGROUND INFORMATION

I-A. GRADE ENTERING

		Enrolling	Non-Enrolling	All Admitted	Yield
Total Population					
Students	N(%)	75(100%)	65(100%)	140(100%)	54%
Parents	N(%)	75(100%)	65(100%)	140(100%)	54%

		Enrolling	Non-Enrolling	All Admitted	Yield
Grade Entering - Student Responses					
	N(%)	75(100%)	53(82%)	128(91%)	59%
Grade 9		66%	68%	67%	58%
Grade 10		18%	21%	19%	54%
Grade 11		9%	11%	10%	55%
Grade 12		0%	0%	0%	--
Postgraduate		7%	0%	4%	[100%]
		100%	100%	100%	
Grade Entering - Parent Responses					
	N(%)	73(97%)	62(95%)	135(96%)	54%
Grade 9		62%	81%	71%	47%
Grade 10		20%	8%	15%	75%
Grade 11		11%	5%	8%	71%
Grade 12		0%	0%	0%	--
Postgraduate		6%	5%	6%	[58%]
		100%	100%	100%	

I-B. SEX AND RACE/ETHNICITY

		Enrolling	Non-Enrolling	All Admitted	Yield
Sex - Student Responses	N(%)	65(87%)	36(55%)	101(72%)	64%
Female		66%	57%	63%	68%
Male		34%	43%	37%	59%
		100%	100%	100%	
Sex - Parent Responses	N(%)	68(91%)	57(88%)	125(89%)	54%
Female		45%	44%	44%	55%
Male		55%	56%	56%	54%
		100%	100%	100%	

		Enrolling	Non-Enrolling	All Admitted	Yield
Race/Ethnicity - Student Responses	N(%)	63(84%)	36(55%)	99(71%)	64%
African American/Black		4%	9%	6%	[45%]
American Indian/Alaskan Native		0%	0%	0%	--
Asian American/Asian		20%	16%	19%	69%
Caucasian		56%	43%	51%	70%
Latino/a		3%	0%	2%	[100%]
Multi-racial		12%	5%	10%	80%
Other		3%	27%	12%	18%
		100%	100%	100%	
Race/Ethnicity - Parent Responses	N(%)	66(88%)	57(88%)	123(88%)	54%
African American/Black		4%	3%	3%	[60%]
American Indian/Alaskan Native		0%	0%	0%	--
Asian American/Asian		27%	3%	16%	91%
Caucasian		56%	65%	60%	50%
Latino/a		0%	12%	5%	[0%]
Multi-racial		5%	6%	5%	[47%]
Other		8%	12%	10%	46%
		100%	100%	100%	

I-C. GEOGRAPHIC PROFILE

	Enrolling	Non-Enrolling	All Admitted	Yield
Top 6 Zip Codes - Student Responses				
N(%)	63(84%)	33(51%)	96(69%)	66%
05055	3%	12%	6%	[29%]
48009	0%	17%	6%	[0%]
10304	0%	17%	6%	[0%]
06820	0%	17%	6%	[0%]
10001	0%	17%	6%	[0%]
10037	0%	12%	4%	[0%]
Top 6 Zip Codes - Parent Responses				
N(%)	65(87%)	55(85%)	120(86%)	54%
10037	0%	9%	4%	[0%]
10002	0%	9%	4%	[0%]
02043	0%	6%	3%	[0%]
94062	0%	6%	3%	[0%]
01742	5%	0%	3%	[100%]
20189	0%	6%	3%	[0%]
Distance - Student Responses				
N(%)	55(73%)	40(62%)	95(68%)	58%
0 to 25 miles	6%	0%	3%	[100%]
26 to 50 miles	15%	0%	9%	[100%]
51 to 100 miles	16%	0%	9%	[100%]
101 to 300 miles	23%	49%	34%	39%
Over 300 miles	40%	51%	45%	52%
	100%	100%	100%	
Distance - Parent Responses				
N(%)	63(84%)	46(71%)	109(78%)	58%
0 to 25 miles	25%	4%	16%	90%
26 to 50 miles	6%	7%	6%	[51%]
51 to 100 miles	11%	21%	15%	40%
101 to 300 miles	20%	35%	27%	44%
Over 300 miles	38%	33%	36%	61%
	100%	100%	100%	

I-D. OTHER BACKGROUND INFORMATION

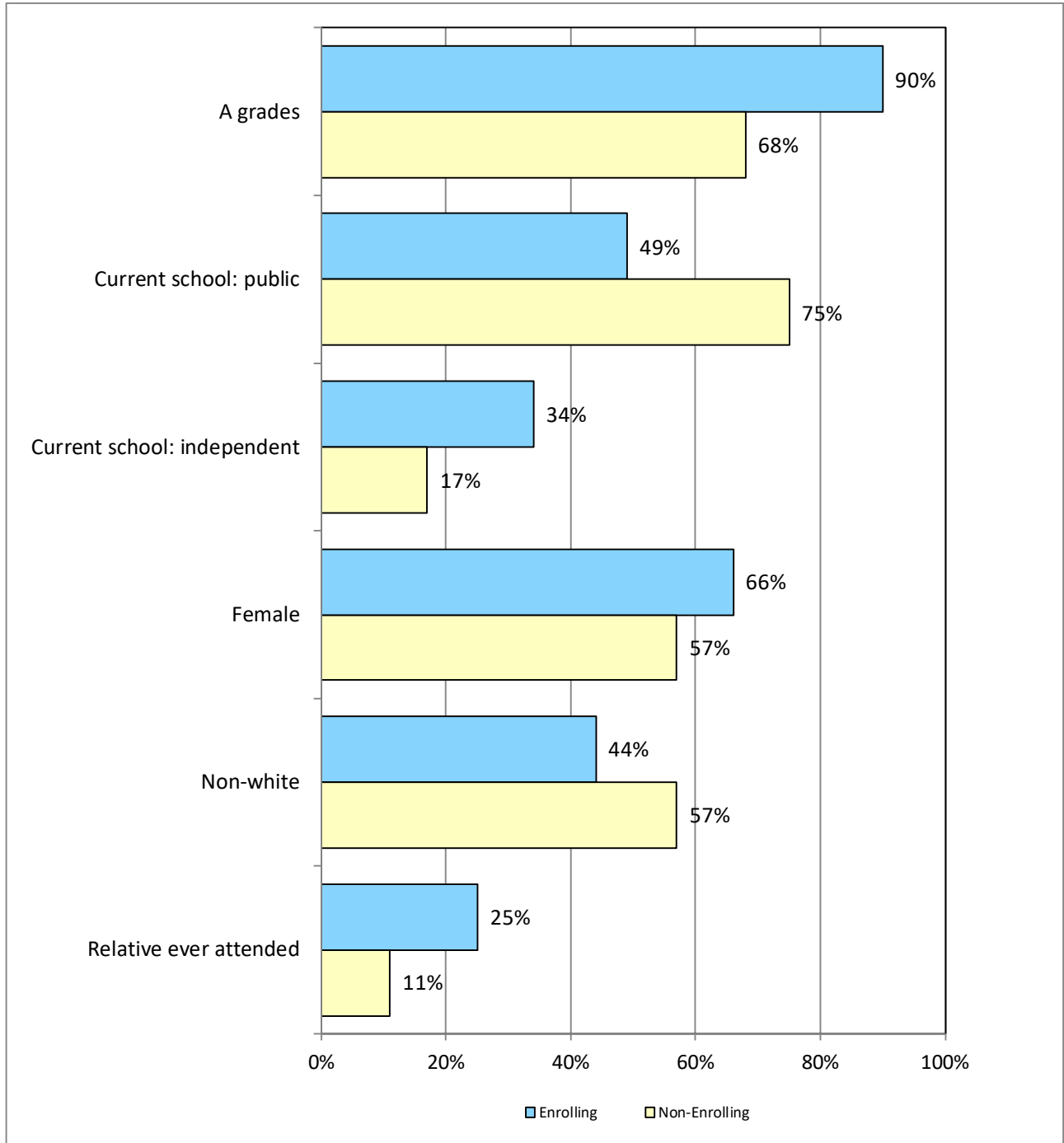
	Enrolling	Non-Enrolling	All Admitted	Yield
Average Grades - Students Only				
N(%)	65(87%)	36(55%)	101(72%)	64%
A (90-100)	90%	68%	82%	70%
B (80-89)	10%	32%	18%	36%
C (70-79)	0%	0%	0%	--
D or below (69 or below)	0%	0%	0%	--
	100%	100%	100%	

	Enrolling	Non-Enrolling	All Admitted	Yield
Previous School Type - Students Only				
N(%)	65(87%)	36(55%)	101(72%)	64%
Public	49%	75%	58%	54%
Independent, not religious	34%	17%	28%	78%
Private, Catholic	7%	0%	5%	[100%]
Other private, religious	6%	0%	4%	[100%]
Home-Schooled	2%	0%	1%	[100%]
Other	2%	9%	4%	[29%]
	100%	100%	100%	

	Enrolling	Non-Enrolling	All Admitted	Yield
Income - Parents Only				
N(%)	63(84%)	52(80%)	115(82%)	55%
Less than \$50,000	10%	0%	5%	[100%]
\$50,000 to \$59,999	0%	0%	0%	--
\$60,000 to \$79,999	0%	3%	1%	[0%]
\$80,000 to \$99,999	0%	9%	4%	[0%]
\$100,000 to \$149,999	6%	9%	7%	[43%]
\$150,000 to \$199,999	21%	6%	14%	80%
\$200,000 to \$249,999	10%	6%	8%	[64%]
\$250,000 to \$299,999	13%	9%	11%	62%
\$300,000 or higher	41%	56%	48%	47%
	100%	100%	100%	

I-E. PROFILE OF ALL ADMITTED STUDENTS

This graph displays the percentages of enrolling and non-enrolling students with the characteristics shown.



I-F. WHO MADE DECISION; PREVIOUS ATTENDANCE AT OUR SCHOOL

	Enrolling	Non-Enrolling	All Admitted	Yield
Decision Made By - Student Responses				
N(%)	65(87%)	36(55%)	101(72%)	64%
Student	61%	57%	60%	66%
One parent	0%	0%	0%	--
Both parents	0%	0%	0%	--
Student and parents together	28%	43%	33%	54%
Entire family	9%	0%	6%	[100%]
Other	2%	0%	1%	[100%]
	100%	100%	100%	
Decision Made By - Parent Responses				
N(%)	70(93%)	57(88%)	127(91%)	55%
Student	49%	50%	50%	54%
One parent	2%	0%	1%	[100%]
Both parents	0%	0%	0%	--
Student and parents together	43%	44%	43%	54%
Entire family	6%	0%	3%	[100%]
Other	0%	6%	3%	[0%]
	100%	100%	100%	
	Enrolling	Non-Enrolling	All Admitted	Yield
Relative Attended - Student Responses				
Attending our school now	8%	0%	5%	[100%]
Attended our school in past	25%	11%	20%	80%
Relative Attended - Parent Responses				
Attending our school now	4%	6%	5%	[48%]
Attended our school in past	19%	0%	11%	100%

I-G. FIRST LEARNED ABOUT OUR SCHOOL

	Enrolling	Non-Enrolling	All Admitted	Yield
How First Learned - Student Responses				
N(%)	65(87%)	42(65%)	107(76%)	61%
Parents	27%	12%	21%	77%
Other relative	3%	0%	2%	[100%]
Friend	13%	0%	8%	[100%]
Current student	5%	10%	7%	[43%]
Graduate of the school	4%	10%	7%	[42%]
Teacher	3%	0%	2%	[100%]
School counselor	7%	0%	4%	[100%]
Secondary school night	0%	0%	0%	--
Catalog/brochure	2%	0%	1%	[100%]
Educational consultant	7%	0%	4%	[100%]
Television advertising	0%	0%	0%	--
Print advertising	0%	0%	0%	--
School's web site	6%	41%	20%	20%
Other web site	5%	0%	3%	[100%]
Independent school guide	2%	0%	1%	[100%]
Always knew about it	15%	27%	20%	45%
	100%	100%	100%	
How First Learned - Parent Responses				
N(%)	70(93%)	57(88%)	127(91%)	55%
I/Spouse attended	9%	0%	5%	[100%]
Relative	0%	0%	0%	--
Friend	14%	25%	19%	41%
Current student	7%	0%	4%	[100%]
Graduate of the school	7%	3%	5%	[74%]
Teacher	2%	0%	1%	[100%]
School counselor	8%	11%	10%	46%
Secondary school night	0%	0%	0%	--
Catalog/brochure	0%	0%	0%	--
Educational consultant	4%	11%	8%	32%
Television advertising	0%	0%	0%	--
Print advertising	0%	0%	0%	--
School's web site	8%	3%	6%	[77%]
Other web site	6%	6%	6%	[54%]
Independent school guide	2%	0%	1%	[100%]
Always knew about it	33%	40%	36%	50%
	100%	100%	100%	

I-H. COST AND FINANCIAL AID STATUS: PARENTS

	Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Rating of Cost of Attending Our School N(%)	64(85%)	55(85%)	119(85%)	54%
8 - High	16%	34%	25%	35%
7	19%	18%	18%	55%
6	29%	12%	21%	73%
5	16%	9%	13%	68%
4	7%	9%	8%	[48%]
3	0%	12%	6%	[0%]
2	7%	0%	4%	[100%]
1 - Low	6%	6%	6%	[54%]
	100%	100%	100%	
Mean Rating	5.62	5.93	5.77	
Applied for Financial Aid at Our School? N(%)	70(93%)	60(92%)	130(93%)	54%
Yes	48%	44%	46%	56%
No	52%	56%	54%	52%
	100%	100%	100%	
Offered Need-Based Aid at Our School? N(%)	70(93%)	60(92%)	130(93%)	54%
Yes	47%	44%	46%	56%
No	53%	56%	54%	52%
	100%	100%	100%	
Was Cost or Aid a Significant Factor? N(%)	69(92%)	59(91%)	128(91%)	54%
Yes	41%	42%	41%	53%
No	59%	58%	59%	54%
	100%	100%	100%	

I-I. COST AND FINANCIAL AID STATUS BY INCOME

Cost and Aid at Our School Related to Family Income	Enrolling Parents	Non-Enrolling Parents	All Admitted Parents
Mean Rating of Net Cost (1 Low, 8 High)			
Income less than \$100,000	[3.55]	[4.03]	3.79
Income \$100,000 to \$149,999	[3.39]	[8.00]	[6.55]
Income \$150,000 to \$249,999	5.78	[4.96]	5.57
Income \$250,000 or higher	5.92	6.39	6.15
All Income Levels	5.52	6.03	5.75
Percent Applied for Financial Aid			
Income less than \$100,000	[100%]	[100%]	100%
Income \$100,000 to \$149,999	[18%]	[100%]	[65%]
Income \$150,000 to \$249,999	69%	[100%]	77%
Income \$250,000 or higher	40%	19%	29%
All Income Levels	53%	47%	51%
Percent Offered Need-Based Aid			
Income less than \$100,000	[100%]	[100%]	100%
Income \$100,000 to \$149,999	[60%]	[100%]	[83%]
Income \$150,000 to \$249,999	62%	[100%]	72%
Income \$250,000 or higher	37%	10%	23%
All Income Levels	52%	41%	47%
Percent for Whom Cost or Aid Was Significant Factor in Enrollment Choice			
Income less than \$100,000	[65%]	[100%]	83%
Income \$100,000 to \$149,999	[60%]	[100%]	[83%]
Income \$150,000 to \$249,999	49%	[74%]	55%
Income \$250,000 or higher	31%	10%	20%
All Income Levels	41%	39%	40%

PART II: SCHOOL CHARACTERISTICS

II-A. PERCENT RATING CHARACTERISTICS VERY IMPORTANT: STUDENTS

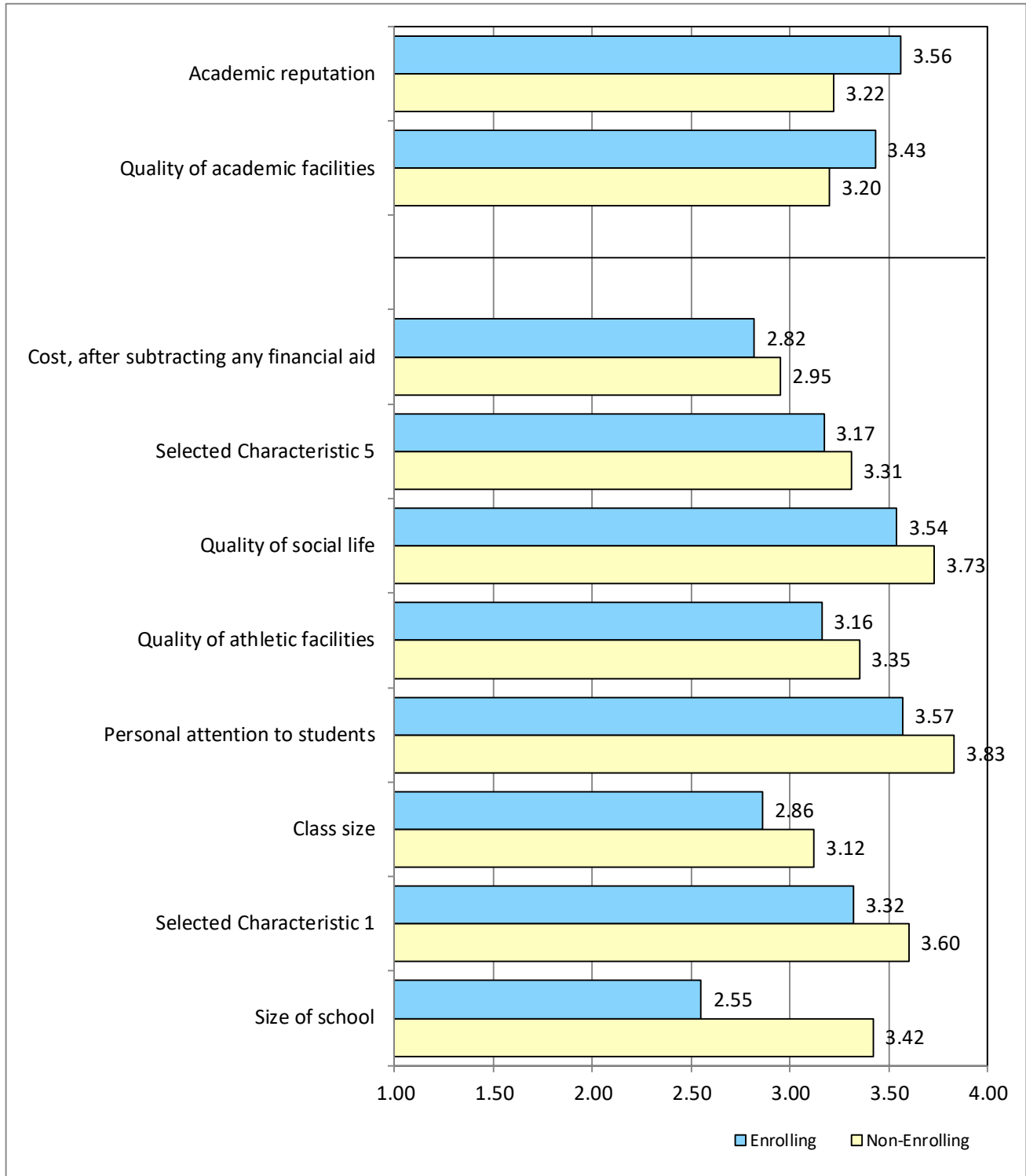
Percent Very Important Student Responses	Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Personal attention to students	66%	83%	73%	53%
Sense of community on campus	65%	73%	68%	56%
Quality of social life	60%	73%	65%	54%
Extracurricular activities	60%	71%	64%	54%
Selected Characteristic 4	59%	63%	61%	57%
Quality of faculty	56%	57%	56%	58%
Selected Characteristic 3	55%	52%	54%	60%
Academic reputation	59%	44%	53%	66%
Selected Characteristic 1	46%	60%	52%	52%
Selected Characteristic 5	48%	47%	47%	59%
Variety of courses	46%	49%	47%	57%
Diversity among students	41%	44%	42%	57%
Quality of academic facilities	45%	31%	39%	67%
Cost, after subtracting any financial aid	39%	37%	38%	60%
Quality of athletic facilities	33%	35%	34%	57%
Selected Characteristic 2	33%	32%	33%	59%
Size of school	12%	58%	31%	22%
Class size	25%	37%	30%	49%
Community service opportunities	20%	10%	16%	75%
Attractiveness of campus	11%	14%	12%	51%

II-B. PERCENT RATING CHARACTERISTICS VERY IMPORTANT: PARENTS

Percent Very Important Parent Responses	Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Academic reputation	91%	92%	92%	53%
Quality of faculty	89%	92%	91%	53%
Personal attention to students	86%	95%	90%	50%
Sense of community on campus	83%	79%	81%	54%
Extracurricular activities	72%	74%	73%	52%
Selected Characteristic 1	75%	69%	72%	55%
Variety of courses	61%	82%	71%	46%
Class size	55%	77%	65%	45%
Quality of social life	59%	60%	59%	53%
Quality of academic facilities	59%	56%	57%	55%
Selected Characteristic 4	54%	60%	57%	51%
Selected Characteristic 2	54%	57%	56%	52%
Selected Characteristic 3	55%	56%	55%	53%
Selected Characteristic 5	52%	57%	55%	51%
Diversity among students	51%	57%	54%	50%
Community service opportunities	41%	52%	46%	48%
Quality of athletic facilities	42%	43%	42%	53%
Cost, after subtracting any financial aid	43%	39%	41%	56%
Attractiveness of campus	28%	44%	35%	42%
Size of school	29%	30%	29%	53%

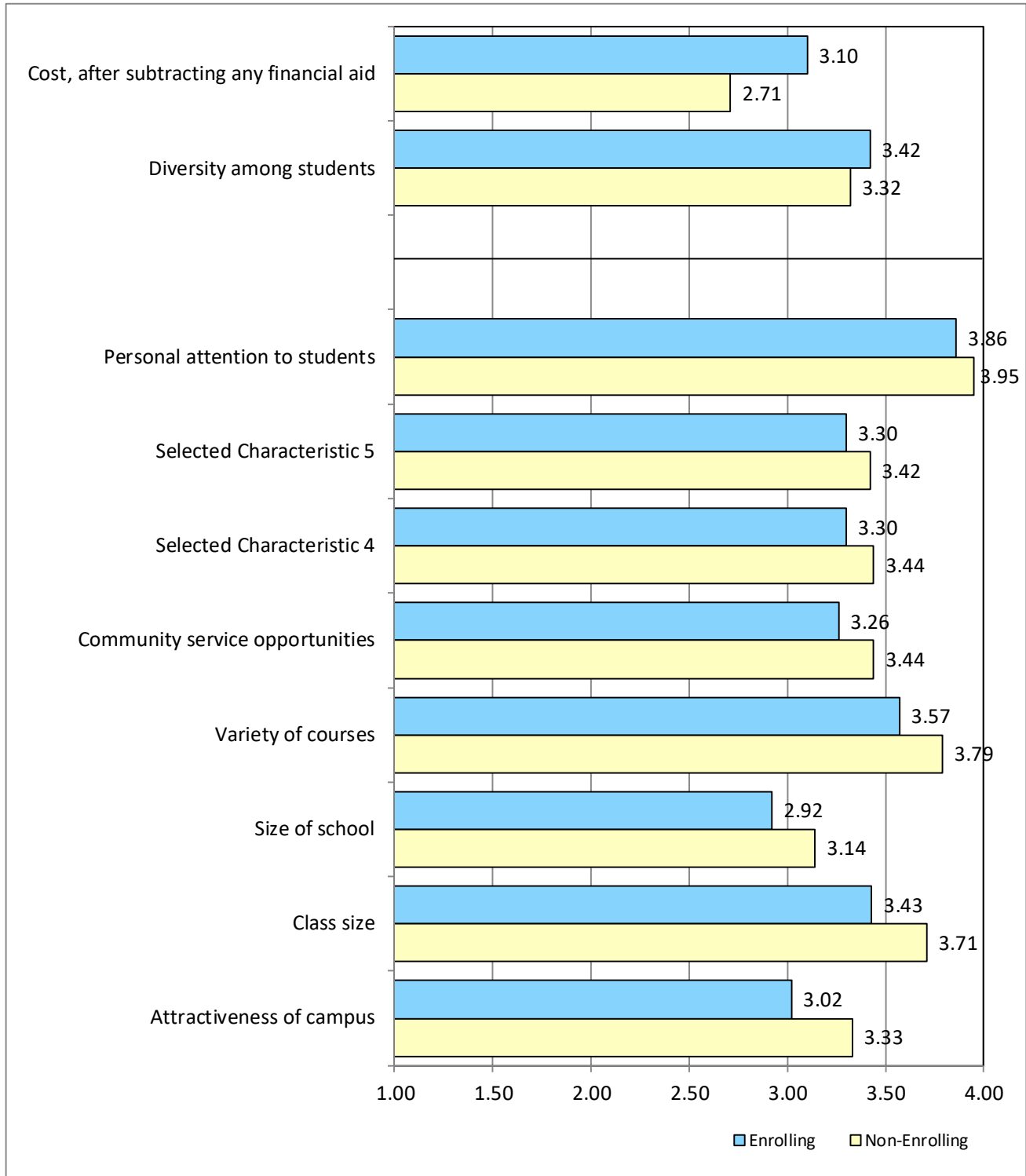
II-C. DIFFERENCES BETWEEN ENROLLING AND NON- ENROLLING STUDENTS: IMPORTANCE OF CHARACTERISTICS

This graph displays the ten independent school characteristics showing the largest differences in mean rating. Characteristics above the line were more important to enrolling students, while those below the line were more important to non-enrolling students.



II-D. DIFFERENCES BETWEEN ENROLLING AND NON- ENROLLING PARENTS: IMPORTANCE OF CHARACTERISTICS

This graph displays the ten independent school characteristics showing the largest differences in mean rating. Characteristics above the line were more important to enrolling parents, while those below the line were more important to non-enrolling parents.



II-E. IMPORTANCE OF CHARACTERISTICS: STUDENTS AND PARENTS

Importance of Characteristics	Mean Students' Rating	Mean Parents' Rating	Difference (Students-Parents)
Quality of social life	3.62	3.50	0.12
Quality of athletic facilities	3.24	3.22	0.02
Selected Characteristic 3	3.40	3.44	-0.04
Cost, after subtracting any financial aid	2.87	2.91	-0.04
Size of school	2.91	3.02	-0.11
Extracurricular activities	3.57	3.68	-0.11
Selected Characteristic 4	3.25	3.37	-0.12
Sense of community on campus	3.65	3.78	-0.13 *
Selected Characteristic 5	3.23	3.36	-0.13
Diversity among students	3.18	3.38	-0.20 *
Variety of courses	3.45	3.67	-0.22 **
Personal attention to students	3.68	3.90	-0.22 **
Quality of academic facilities	3.34	3.57	-0.23 **
Selected Characteristic 1	3.44	3.68	-0.24 **
Quality of faculty	3.55	3.91	-0.36 **
Attractiveness of campus	2.80	3.17	-0.37 **
Selected Characteristic 2	3.04	3.49	-0.45 **
Community service opportunities	2.84	3.34	-0.50 **
Academic reputation	3.42	3.92	-0.50 **
Class size	2.96	3.56	-0.60 **

Scale: 1=Unimportant 2=Neither important nor unimportant 3=Important 4=Very important

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

II-F. PERCENT RATING CHARACTERISTICS VERY IMPORTANT: DAY AND BOARDING STUDENTS

Percent of Students Marking Very Important	Applied as Day Student	Applied as Boarder	Difference (Day-Boarder)
Academic reputation	[100%]	52%	48% *
Selected Characteristic 3	[100%]	54%	46% *
Cost, after subtracting any financial aid	[69%]	35%	34%
Diversity among students	[69%]	39%	30%
Community service opportunities	[35%]	15%	20%
Selected Characteristic 5	[65%]	48%	17%
Selected Characteristic 1	[69%]	53%	16%
Class size	[35%]	27%	8%
Size of school	[35%]	28%	7%
Selected Characteristic 4	[69%]	62%	7%
Extracurricular activities	[69%]	63%	6%
Quality of social life	[69%]	64%	5%
Quality of athletic facilities	[35%]	32%	3%
Sense of community on campus	[69%]	67%	2%
Quality of academic facilities	[35%]	41%	-6%
Personal attention to students	[69%]	75%	-6%
Variety of courses	[35%]	46%	-11%
Attractiveness of campus	[0%]	13%	-13%
Quality of faculty	[35%]	56%	-21%
Selected Characteristic 2	[0%]	35%	-35%

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

II-G. PERCENT RATING CHARACTERISTICS VERY IMPORTANT: PARENTS OF DAY AND BOARDING STUDENTS

Percent of Parents Marking Very Important	Applied as Day Student	Applied as Boarder	Difference (Day-Boarder)
Cost, after subtracting any financial aid	55%	36%	19%
Diversity among students	66%	48%	18%
Quality of academic facilities	68%	53%	15%
Selected Characteristic 5	59%	48%	11%
Selected Characteristic 2	59%	50%	9%
Selected Characteristic 4	62%	53%	9%
Selected Characteristic 1	75%	68%	7%
Size of school	30%	24%	6%
Attractiveness of campus	33%	31%	2%
Quality of social life	58%	57%	1%
Community service opportunities	45%	46%	-1%
Academic reputation	92%	94%	-2%
Quality of faculty	92%	94%	-2%
Quality of athletic facilities	32%	37%	-5%
Variety of courses	62%	69%	-7%
Extracurricular activities	64%	72%	-8%
Selected Characteristic 3	43%	56%	-13%
Sense of community on campus	68%	82%	-14%
Personal attention to students	70%	92%	-22% **
Class size	44%	67%	-23%

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

**II-H. PERCENT RATING CHARACTERISTICS EXCELLENT AT OUR SCHOOL:
STUDENTS**

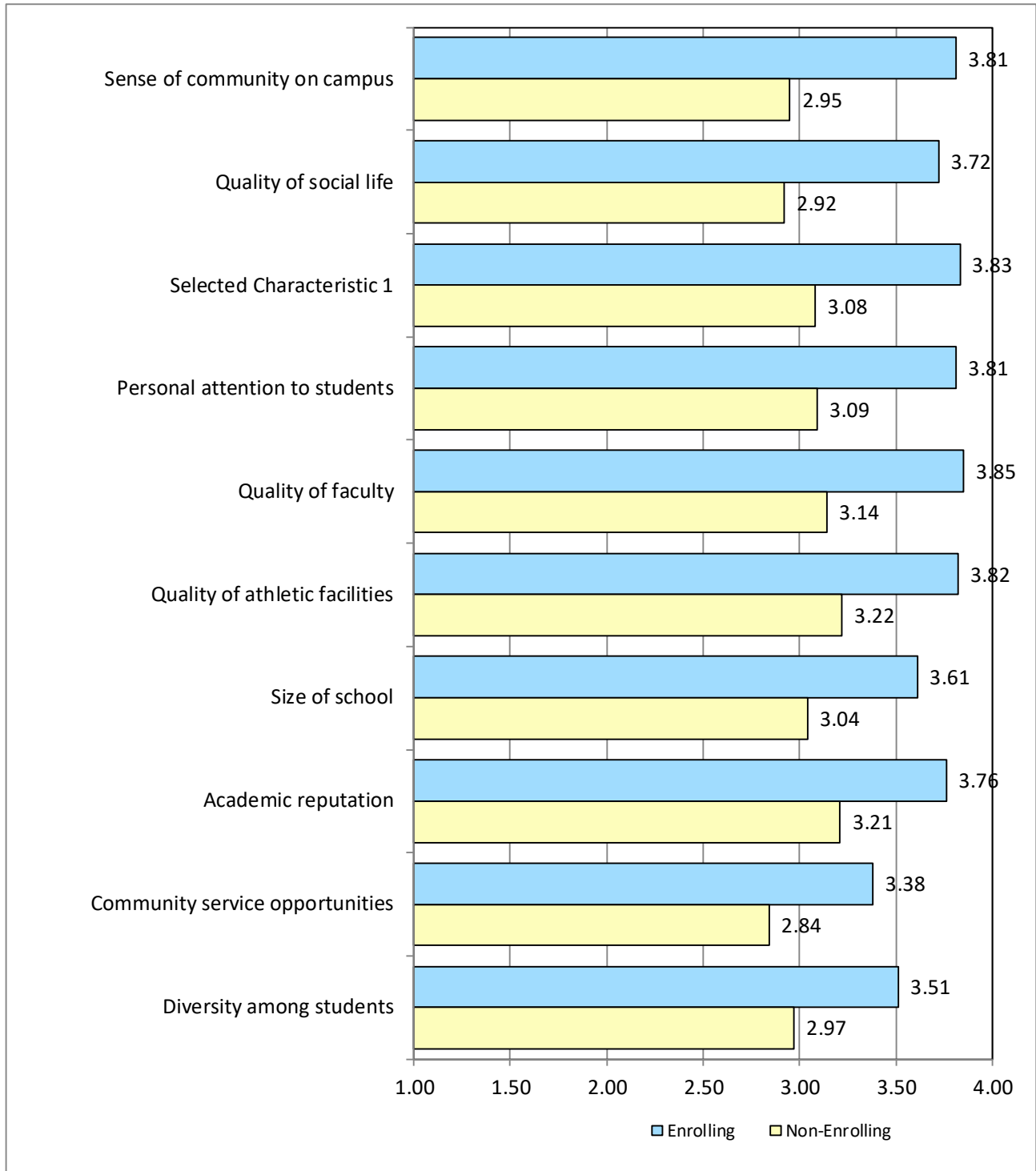
Rating of Our School - Percent Excellent Student Responses	Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Quality of academic facilities	85%	64%	76%	64%
Selected Characteristic 4	76%	69%	73%	60%
Selected Characteristic 3	83%	57%	72%	66%
Extracurricular activities	77%	61%	70%	63%
Quality of athletic facilities	82%	52%	69%	68%
Personal attention to students	85%	48%	69%	70%
Variety of courses	77%	57%	68%	64%
Sense of community on campus	87%	36%	65%	76%
Selected Characteristic 1	83%	40%	65%	74%
Academic reputation	76%	45%	63%	69%
Class size	62%	63%	62%	60%
Quality of faculty	85%	33%	62%	78%
Selected Characteristic 5	71%	49%	62%	66%
Attractiveness of campus	73%	43%	60%	69%
Quality of social life	74%	40%	59%	71%
Size of school	67%	36%	54%	71%
Selected Characteristic 2	58%	37%	49%	68%
Diversity among students	62%	25%	46%	77%
Community service opportunities	46%	28%	39%	69%
Cost, after subtracting any financial aid	38%	37%	37%	57%

**II-I. PERCENT RATING CHARACTERISTICS EXCELLENT AT OUR SCHOOL:
PARENTS**

Rating of Our School - Percent Excellent Parent Responses	Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Quality of faculty	92%	75%	84%	57%
Academic reputation	85%	81%	83%	54%
Personal attention to students	79%	75%	77%	54%
Selected Characteristic 1	80%	71%	76%	55%
Class size	80%	69%	75%	56%
Extracurricular activities	81%	66%	74%	57%
Quality of academic facilities	76%	69%	73%	55%
Selected Characteristic 3	78%	65%	72%	57%
Variety of courses	77%	62%	70%	57%
Quality of athletic facilities	77%	61%	70%	59%
Selected Characteristic 5	72%	62%	67%	57%
Sense of community on campus	82%	49%	66%	64%
Attractiveness of campus	68%	59%	64%	56%
Selected Characteristic 4	79%	45%	63%	66%
Selected Characteristic 2	67%	51%	59%	59%
Size of school	66%	48%	57%	60%
Diversity among students	64%	45%	55%	60%
Quality of social life	66%	42%	54%	63%
Community service opportunities	67%	39%	54%	65%
Cost, after subtracting any financial aid	54%	34%	45%	64%

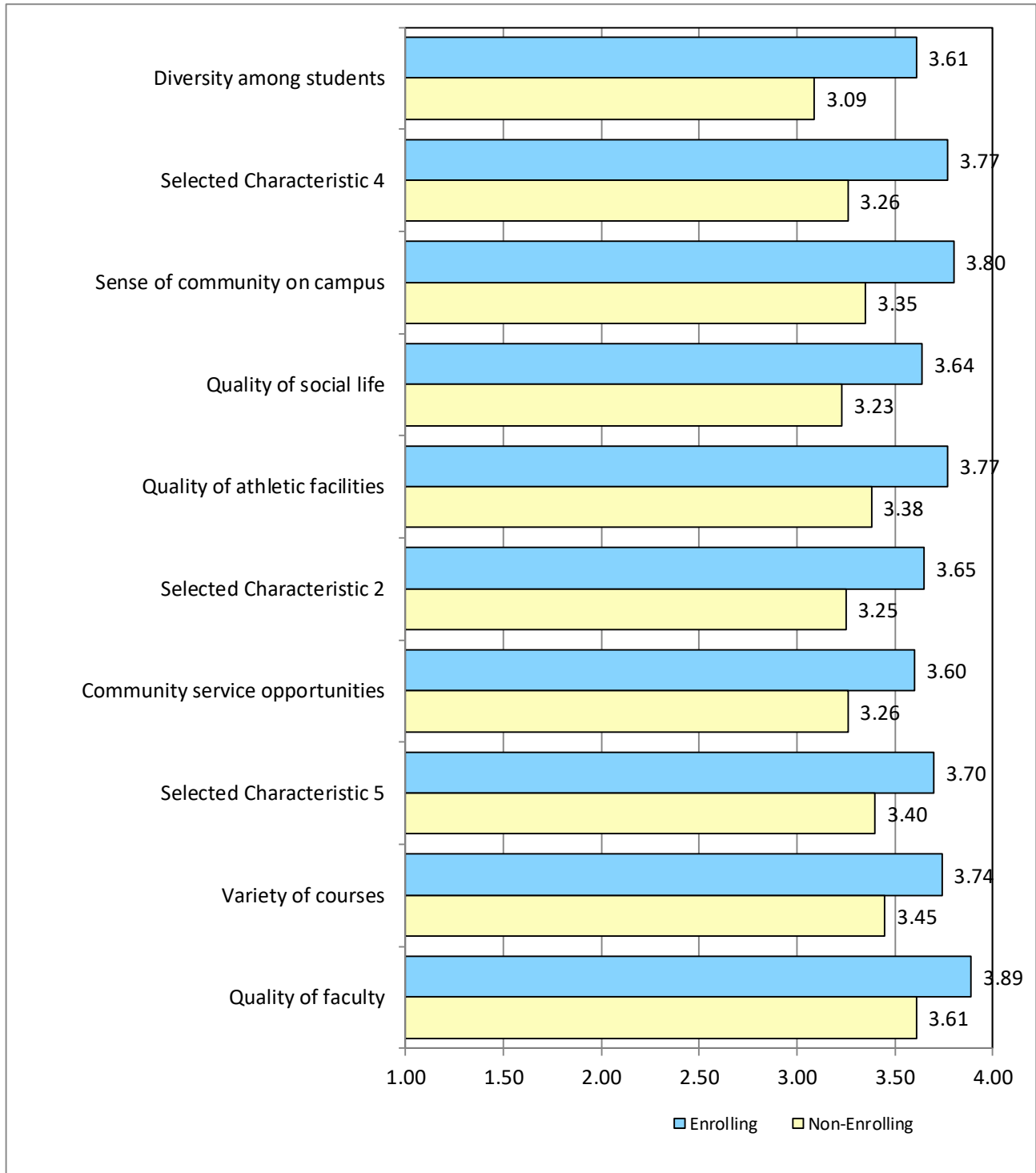
II-J. DIFFERENCES BETWEEN ENROLLING AND NON-ENROLLING STUDENTS: RATING OF OUR SCHOOL

This graph displays the 10 characteristics of our school showing the largest differences in quality rating by enrolling and non-enrolling students.



II-K. DIFFERENCES BETWEEN ENROLLING AND NON-ENROLLING PARENTS: RATING OF OUR SCHOOL

This graph displays the 10 characteristics of our school showing the largest differences in quality rating by enrolling and non-enrolling parents.



II-L. RATING OF OUR SCHOOL: STUDENTS AND PARENTS

Rating of Characteristics -- Our School	Mean Students' Rating	Mean Parents' Rating	Difference (Students-Parents)
Selected Characteristic 4	3.65	3.52	0.13
Selected Characteristic 3	3.65	3.59	0.06
Variety of courses	3.63	3.60	0.03
Quality of academic facilities	3.69	3.69	0.00
Selected Characteristic 5	3.55	3.56	-0.01
Quality of athletic facilities	3.56	3.59	-0.03
Extracurricular activities	3.60	3.66	-0.06
Quality of social life	3.37	3.44	-0.07
Diversity among students	3.28	3.35	-0.07
Selected Characteristic 2	3.38	3.46	-0.08
Attractiveness of campus	3.51	3.61	-0.10
Size of school	3.36	3.49	-0.13
Sense of community on campus	3.44	3.59	-0.15
Selected Characteristic 1	3.51	3.71	-0.20 *
Cost, after subtracting any financial aid	2.97	3.18	-0.21
Personal attention to students	3.50	3.71	-0.21 *
Quality of faculty	3.54	3.76	-0.22 **
Class size	3.52	3.75	-0.23 **
Academic reputation	3.53	3.78	-0.25 **
Community service opportunities	3.15	3.44	-0.29 **

Scale: 1=Poor/Fair 2=Good 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

II-M. COMPARATIVE IMPORTANCE AND RATING OF SCHOOL CHARACTERISTICS: OUR SCHOOL VS. ALL OTHER SCHOOLS RATED BY STUDENTS

Quadrants A and C of this display contain characteristics of independent schools that were marked “Very Important” by less than 50% of all admitted students; those in quadrants B and D were rated “Very Important” by 50% or more. For each characteristic in quadrants A and B, our school was given a mean rating higher than the mean of all other independent schools rated. Our school received a mean rating lower than the mean for other schools on each of the characteristics in quadrants C and D. Quadrant B shows our school's strengths, while quadrant D shows characteristics that may warrant further study.

Within each quadrant, characteristics are listed in decreasing order of the difference between our school and all other schools.

<p>A. Less Important and Our School Rated Higher</p> <p>Variety of courses Attractiveness of campus Diversity among students Quality of academic facilities Class size Selected Characteristic 5 Size of school Cost, after subtracting any financial aid</p>	<p>B. More Important and Our School Rated Higher</p> <p>Selected Characteristic 1 Academic reputation Extracurricular activities Sense of community on campus Selected Characteristic 3 Personal attention to students Selected Characteristic 4</p>
<p>C. Less Important and Our School Rated Lower or Equal</p> <p>Community service opportunities Selected Characteristic 2 Quality of athletic facilities</p>	<p>D. More Important and Our School Rated Lower or Equal</p> <p>Quality of faculty Quality of social life</p>

II-N. COMPARATIVE IMPORTANCE AND RATING OF SCHOOL CHARACTERISTICS: OUR SCHOOL VS. ALL OTHER SCHOOLS RATED BY PARENTS

Quadrants A and C of this display contain characteristics of independent schools that were marked “Very Important” by less than 50% of all admitted parents; those in quadrants B and D were rated “Very Important” by 50% or more. For each characteristic in quadrants A and B, our school was given a mean rating higher than the mean of all other independent schools rated. Our school received a mean rating lower than the mean for other schools on each of the characteristics in quadrants C and D. Quadrant B shows our school's strengths, while quadrant D shows characteristics that may warrant further study.

Within each quadrant, characteristics are listed in decreasing order of the difference between our school and all other schools.

<p>A. Less Important and Our School Rated Higher</p> <p>Quality of athletic facilities Cost, after subtracting any financial aid Attractiveness of campus Size of school Community service opportunities</p>	<p>B. More Important and Our School Rated Higher</p> <p>Selected Characteristic 1 Personal attention to students Class size Selected Characteristic 4 Academic reputation Quality of faculty Extracurricular activities Variety of courses Diversity among students Sense of community on campus Selected Characteristic 5 Selected Characteristic 3 Quality of social life Quality of academic facilities Selected Characteristic 2</p>
<p>C. Less Important and Our School Rated Lower or Equal</p>	<p>D. More Important and Our School Rated Lower or Equal</p> <p>Quality of social life Quality of academic facilities Selected Characteristic 2</p>

II-O. RATING OF OUR SCHOOL: DAY AND BOARDING STUDENTS

Characteristics of Our School Mean Ratings by Students	Applied as Day Student	Applied as Boarder	Difference (Day-Boarder)
Cost, after subtracting any financial aid	4.00	2.89	1.11 *
Diversity among students	4.00	3.23	0.77
Selected Characteristic 2	4.00	3.38	0.62
Size of school	4.00	3.40	0.60
Quality of social life	4.00	3.41	0.59
Sense of community on campus	4.00	3.48	0.52
Academic reputation	4.00	3.49	0.51
Selected Characteristic 5	4.00	3.52	0.48
Attractiveness of campus	4.00	3.52	0.48
Personal attention to students	4.00	3.54	0.46
Quality of faculty	4.00	3.55	0.45
Selected Characteristic 1	4.00	3.55	0.45
Class size	4.00	3.57	0.43
Extracurricular activities	4.00	3.57	0.43
Selected Characteristic 3	4.00	3.62	0.38
Selected Characteristic 4	4.00	3.63	0.37
Quality of academic facilities	4.00	3.67	0.33
Community service opportunities	3.50	3.18	0.32
Quality of athletic facilities	3.50	3.59	-0.09
Variety of courses	3.50	3.62	-0.12

Scale: 1=Poor/Fair 2=Good 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

II-P. RATING OF OUR SCHOOL: PARENTS OF DAY AND BOARDING STUDENTS

Characteristics of Our School Mean Ratings by Parents	Applied as Day Student	Applied as Boarder	Difference (Day-Boarder)
Selected Characteristic 2	3.82	3.42	0.40 *
Diversity among students	3.51	3.28	0.23
Community service opportunities	3.55	3.38	0.17
Cost, after subtracting any financial aid	3.29	3.14	0.15
Selected Characteristic 5	3.66	3.53	0.13
Variety of courses	3.74	3.61	0.13
Attractiveness of campus	3.67	3.59	0.08
Size of school	3.55	3.49	0.06
Academic reputation	3.83	3.78	0.05
Sense of community on campus	3.59	3.56	0.03
Selected Characteristic 1	3.73	3.70	0.03
Quality of faculty	3.73	3.75	-0.02
Quality of academic facilities	3.64	3.67	-0.03
Selected Characteristic 3	3.55	3.62	-0.07
Selected Characteristic 4	3.46	3.54	-0.08
Extracurricular activities	3.55	3.66	-0.11
Personal attention to students	3.57	3.69	-0.12
Class size	3.59	3.76	-0.17
Quality of social life	3.26	3.48	-0.22
Quality of athletic facilities	3.34	3.63	-0.29

Scale: 1=Poor/Fair 2=Good 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

PART III: IMAGES

III-A. PERCENT MARKING IMAGES FOR OUR SCHOOL: STUDENTS

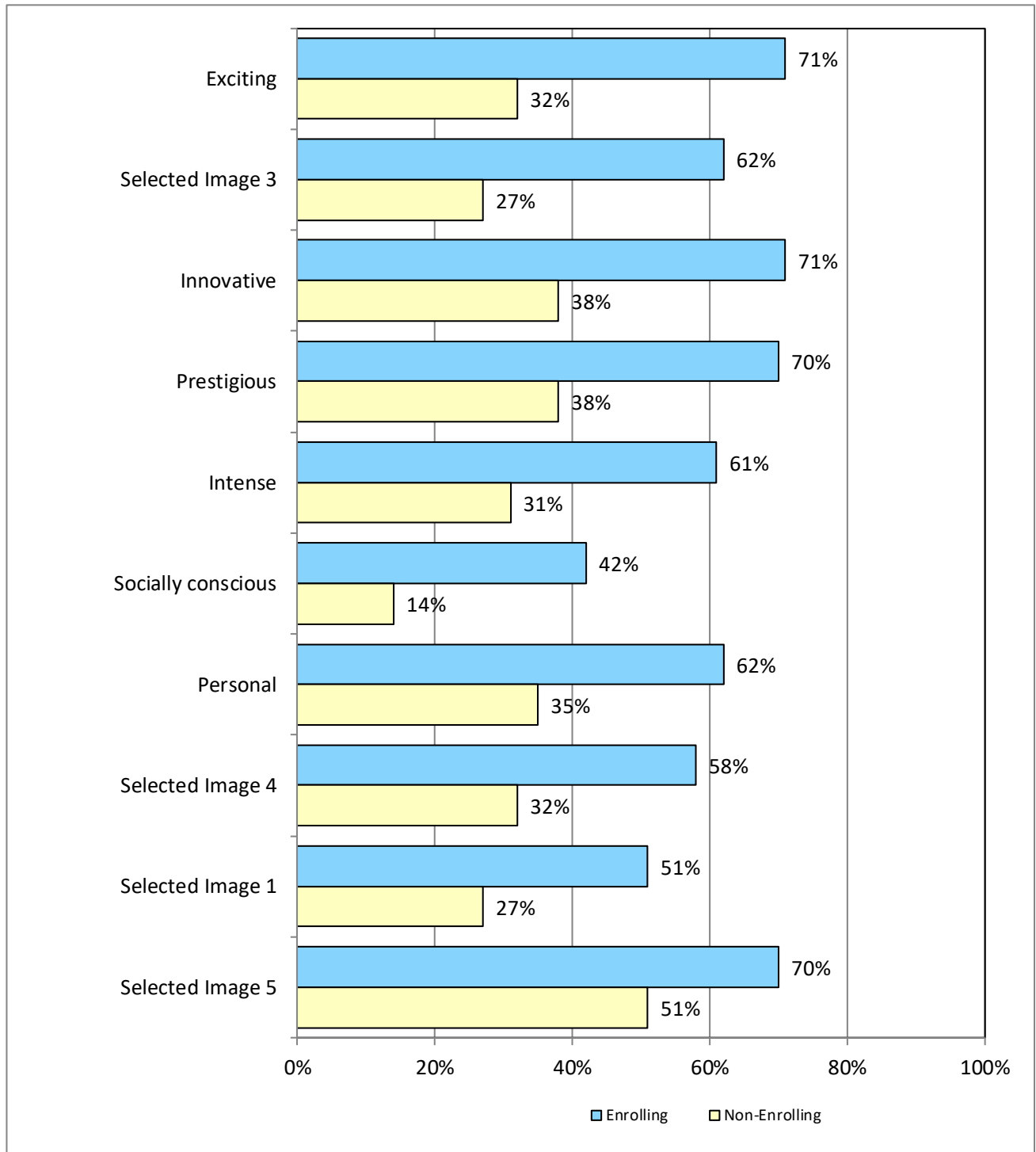
Images Marked - Student Responses	Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
N(%)	68(91%)	42(65%)	110(79%)	62%
Academic	92%	73%	84%	67%
Intellectual	80%	73%	77%	64%
Diverse	79%	74%	77%	63%
Friendly	80%	68%	76%	66%
Challenging	79%	65%	74%	66%
Athletic	75%	55%	68%	69%
Fun	72%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

III-B. PERCENT MARKING IMAGES FOR OUR SCHOOL: PARENTS

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

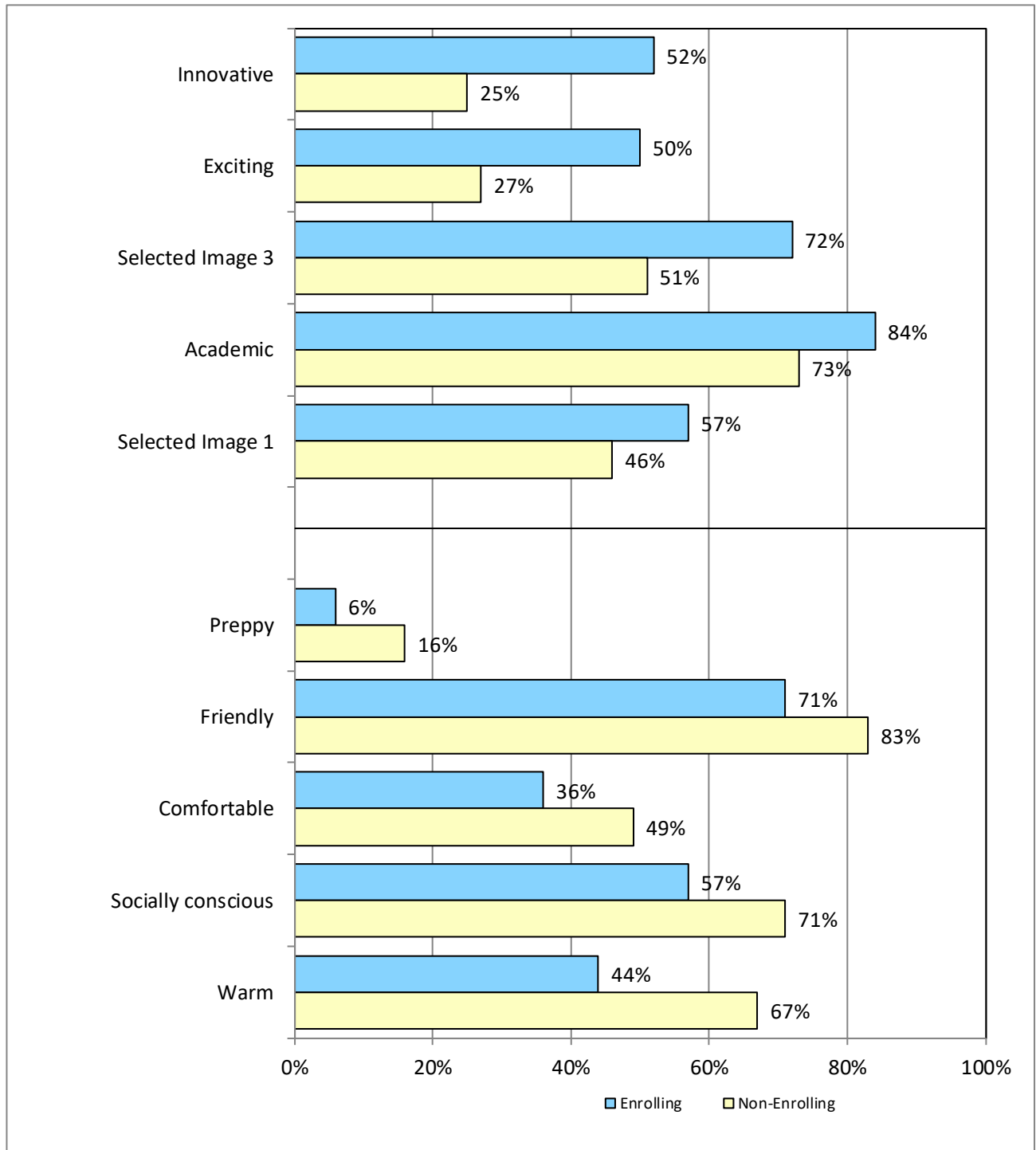
III-C. DIFFERENCES BETWEEN ENROLLING AND NON-ENROLLING STUDENTS: IMAGES MARKED

This graph displays the ten images showing the largest differences between the percentages marked by enrolling and non-enrolling students. All ten images were marked more frequently by enrolling students than by non-enrolling students.



III-D. DIFFERENCES BETWEEN ENROLLING AND NON-ENROLLING PARENTS: IMAGES MARKED

This graph displays the ten images showing the largest differences between the percentages marked by enrolling and non-enrolling parents. Images above the line were marked more frequently by enrolling parents, while those below the line were marked more frequently by non-enrolling parents.



III-E. IMAGES MARKED: STUDENTS AND PARENTS

Percent Marking Image	Students	Parents	Difference (Students-Parents)
N(%)	110(79%)	130(93%)	
Fun	65%	47%	18% **
Innovative	58%	40%	18% **
Exciting	56%	40%	16% *
Selected Image 4	48%	33%	15% *
Preppy	24%	11%	13% **
Comfortable	54%	42%	12%
Intense	49%	37%	12%
Diverse	77%	68%	9%
Intellectual	77%	72%	5%
Liberal	24%	19%	5%
Academic	84%	79%	5%
Selected Image 5	63%	60%	3%
Athletic	68%	66%	2%
Challenging	74%	73%	1%
Back-up school	5%	4%	1%
Average	2%	2%	0%
Conservative	8%	9%	-1%
Friendly	76%	77%	-1%
Warm	52%	55%	-3%
Personal	52%	56%	-4%
Prestigious	58%	63%	-5%
Selected Image 2	36%	44%	-8%
Selected Image 1	42%	52%	-10%
Selected Image 3	49%	62%	-13% *
Socially conscious	31%	64%	-33% **

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

III-F. OUR SCHOOL VS. OTHER SCHOOLS: IMAGES MARKED BY ENROLLING STUDENTS

In general, the other schools rated by our enrolling students were their top choices other than our school.

Enrolling Students Marking Images For Our School and Another School	Marked for Our School	Marked for Other School	Difference (Us-Other)
N(%)	60(80%)	60(80%)	
Innovative	67%	33%	34% **
Warm	57%	26%	31% **
Personal	58%	29%	29% **
Friendly	78%	51%	27% **
Exciting	70%	44%	26% **
Diverse	76%	52%	24% **
Selected Image 5	69%	48%	21% *
Selected Image 1	49%	30%	19% *
Academic	94%	75%	19% **
Selected Image 4	55%	39%	16%
Challenging	80%	64%	16%
Fun	71%	55%	16%
Intense	62%	47%	15%
Comfortable	55%	40%	15%
Prestigious	69%	60%	9%
Selected Image 3	61%	52%	9%
Intellectual	77%	72%	5%
Liberal	31%	28%	3%
Socially conscious	41%	38%	3%
Athletic	72%	72%	0%
Conservative	9%	10%	-1%
Preppy	33%	34%	-1%
Selected Image 2	38%	40%	-2%
Average	4%	13%	-9%
Back-up school	4%	19%	-15% **

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

**III-G. OUR SCHOOL VS. OTHER SCHOOLS: IMAGES MARKED BY
NON-ENROLLING STUDENTS**

In general, the other schools rated by non-enrolling students were the schools they chose to attend.

Non-Enrolling Students Marking Images For Our School and Another School	Marked for Our School	Marked for Other School	Difference (Us-Other)
N(%)	42(65%)	42(65%)	
Intellectual	73%	53%	20%
Selected Image 2	33%	17%	16%
Academic	73%	59%	14%
Selected Image 5	51%	37%	14%
Prestigious	38%	26%	12%
Intense	31%	21%	10%
Back-up school	8%	0%	8%
Conservative	8%	0%	8%
Liberal	14%	12%	2%
Average	0%	0%	0%
Selected Image 3	27%	32%	-5%
Preppy	12%	17%	-5%
Warm	41%	46%	-5%
Challenging	65%	73%	-8%
Fun	55%	65%	-10%
Socially conscious	14%	26%	-12%
Diverse	74%	86%	-12%
Innovative	38%	53%	-15%
Athletic	55%	73%	-18%
Selected Image 1	27%	45%	-18%
Comfortable	49%	69%	-20%
Exciting	32%	59%	-27% *
Friendly	68%	100%	-32% **
Personal	35%	73%	-38% **
Selected Image 4	32%	73%	-41% **

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

III-H. IMAGES MARKED: DAY AND BOARDING STUDENTS

Percent of Students Marking Image	Applied as Day Student	Applied as Boarder	Difference (Day-Boarder)
N(%)	5([100%])	101(77%)	
Selected Image 3	[100%]	49%	51% *
Personal	[100%]	52%	48% *
Selected Image 2	[69%]	32%	37%
Athletic	[100%]	65%	35%
Socially conscious	[65%]	31%	34%
Challenging	[100%]	71%	29%
Diverse	[100%]	75%	25%
Friendly	[100%]	78%	22%
Academic	[100%]	83%	17%
Warm	[69%]	53%	16%
Exciting	[69%]	58%	11%
Prestigious	[65%]	55%	10%
Comfortable	[65%]	56%	9%
Innovative	[65%]	56%	9%
Selected Image 5	[69%]	61%	8%
Fun	[69%]	68%	1%
Average	[0%]	2%	-2%
Back-up school	[0%]	5%	-5%
Conservative	[0%]	8%	-8%
Selected Image 1	[35%]	44%	-9%
Intellectual	[65%]	77%	-12%
Intense	[31%]	48%	-17%
Selected Image 4	[31%]	51%	-20%
Liberal	[0%]	22%	-22%
Preppy	[0%]	26%	-26%

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

III-I. IMAGES MARKED: PARENTS OF DAY AND BOARDING STUDENTS

Percent of Parents Marking Image	Applied as Day Student	Applied as Boarder	Difference (Day-Boarder)
N(%)	19(100%)	97(93%)	
Diverse	83%	65%	18%
Warm	60%	52%	8%
Socially conscious	71%	63%	8%
Average	8%	2%	6%
Prestigious	67%	62%	5%
Friendly	78%	77%	1%
Athletic	70%	69%	1%
Innovative	43%	43%	0%
Selected Image 4	34%	35%	-1%
Challenging	68%	72%	-4%
Liberal	15%	19%	-4%
Back-up school	0%	5%	-5%
Exciting	34%	41%	-7%
Preppy	4%	12%	-8%
Selected Image 3	53%	64%	-11%
Fun	39%	50%	-11%
Intense	25%	37%	-12%
Selected Image 1	44%	56%	-12%
Conservative	0%	13%	-13%
Academic	68%	83%	-15%
Selected Image 5	48%	63%	-15%
Personal	42%	58%	-16%
Selected Image 2	28%	46%	-18%
Intellectual	54%	73%	-19%
Comfortable	26%	46%	-20%

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

PART IV: SOURCES OF INFORMATION

**IV-A. EXPOSURE TO SOURCES OF INFORMATION:
STUDENTS AND PARENTS**

Percent Rating Source Student Responses	Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
School publications	84%	69%	78%	66%
School web site	100%	100%	100%	60%
E-mail with the school	98%	100%	99%	60%
Contact about financial aid	50%	47%	49%	63%
Campus visit before admission	38%	55%	45%	52%
Admission interview	98%	100%	99%	60%
Admission packet	93%	100%	96%	59%
Contact with the school after admission	100%	95%	98%	62%
Accepted student programs	92%	74%	85%	65%
Contact with teachers from the school	89%	100%	94%	58%
Contact with parents of the school	52%	70%	59%	55%
Contact with students from the school	87%	79%	84%	63%
Selected Info Source 1	82%	79%	80%	61%
Selected Info Source 2	87%	92%	89%	59%
Selected Info Source 3	82%	100%	89%	55%

Percent Rating Source Parent Responses	Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
School publications	88%	73%	81%	58%
School web site	100%	97%	99%	54%
E-mail with the school	100%	97%	99%	54%
Contact about financial aid	56%	43%	50%	59%
Campus visit before admission	33%	53%	42%	41%
Admission interview	96%	97%	96%	53%
Admission packet	90%	94%	92%	53%
Contact with the school after admission	92%	92%	92%	54%
Accepted student programs	78%	73%	76%	55%
Contact with teachers from the school	63%	69%	65%	51%
Contact with parents of the school	56%	58%	57%	52%
Contact with students from the school	76%	77%	76%	53%
Selected Info Source 1	80%	84%	82%	52%
Selected Info Source 2	79%	86%	82%	51%
Selected Info Source 3	75%	65%	71%	56%

**IV-B. SOURCES OF INFORMATION RATED EXCELLENT:
STUDENTS AND PARENTS**

Source Rated Excellent Student Responses	Enrolling Students	Non-Enrolling Students	All Admitted Students	Yield
Selected Info Source 2	86%	75%	81%	62%
Admission packet	82%	73%	78%	62%
School publications	76%	80%	78%	64%
Contact with the school after admission	76%	63%	71%	66%
School web site	72%	65%	69%	62%
Selected Info Source 3	71%	65%	69%	57%
Selected Info Source 1	80%	47%	67%	73%
Campus visit before admission	81%	49%	66%	64%
E-mail with the school	72%	55%	65%	66%
Accepted student programs	73%	50%	65%	73%
Contact with students from the school	60%	70%	64%	59%
Admission interview	73%	37%	59%	75%
Contact with teachers from the school	53%	42%	48%	64%
Contact about financial aid	67%	0%	42%	100%
Contact with parents of the school	50%	28%	40%	69%

Source Rated Excellent Parent Responses	Enrolling Parents	Non-Enrolling Parents	All Admitted Parents	Yield
Admission packet	86%	83%	85%	54%
Selected Info Source 2	92%	76%	84%	56%
Campus visit before admission	93%	74%	82%	47%
Accepted student programs	84%	77%	81%	57%
Selected Info Source 1	84%	74%	79%	56%
School publications	86%	66%	78%	64%
Contact with the school after admission	87%	67%	78%	60%
Admission interview	84%	66%	76%	59%
E-mail with the school	78%	66%	73%	58%
Contact about financial aid	84%	56%	72%	69%
Contact with teachers from the school	83%	60%	72%	59%
Selected Info Source 3	73%	50%	63%	65%
Contact with students from the school	67%	57%	62%	57%
Contact with parents of the school	71%	52%	62%	60%
School web site	71%	47%	60%	64%

IV-C. MEAN RATING OF SOURCES OF INFORMATION, STUDENTS AND PARENTS: ENROLLING VS. NON-ENROLLING

Rating of Source by Students	Mean Enrolling Students' Rating	Mean Non-Enrolling Students' Rating	Difference (Enrolling-Non-Enrolling)
Contact about financial aid	3.45	2.71	0.74 **
Contact with parents of the school	3.30	2.56	0.74 **
Campus visit before admission	3.75	3.07	0.68 **
Selected Info Source 1	3.80	3.12	0.68 **
Admission interview	3.73	3.23	0.50 **
Accepted student programs	3.67	3.18	0.49 **
Contact with the school after admission	3.70	3.27	0.43 *
E-mail with the school	3.72	3.32	0.40 **
Admission packet	3.78	3.45	0.33 *
Selected Info Source 2	3.86	3.60	0.26 *
Contact with teachers from the school	3.36	3.11	0.25
School web site	3.72	3.51	0.21
Selected Info Source 3	3.65	3.44	0.21
Contact with students from the school	3.51	3.53	-0.02
School publications	3.74	3.80	-0.06

Rating of Source by Parents	Mean Enrolling Parents' Rating	Mean Non-Enrolling Parents' Rating	Difference (Enrolling-Non-Enrolling)
Contact about financial aid	3.78	3.24	0.54 **
Contact with parents of the school	3.60	3.09	0.51 *
Contact with the school after admission	3.87	3.52	0.35 **
Contact with teachers from the school	3.80	3.48	0.32 *
School web site	3.60	3.33	0.27 *
Selected Info Source 3	3.59	3.37	0.22
Campus visit before admission	3.80	3.59	0.21
Selected Info Source 1	3.82	3.61	0.21
Contact with students from the school	3.55	3.36	0.19
Admission interview	3.79	3.61	0.18
E-mail with the school	3.76	3.58	0.18
School publications	3.84	3.66	0.18
Selected Info Source 2	3.89	3.73	0.16
Admission packet	3.86	3.71	0.15
Accepted student programs	3.75	3.77	-0.02

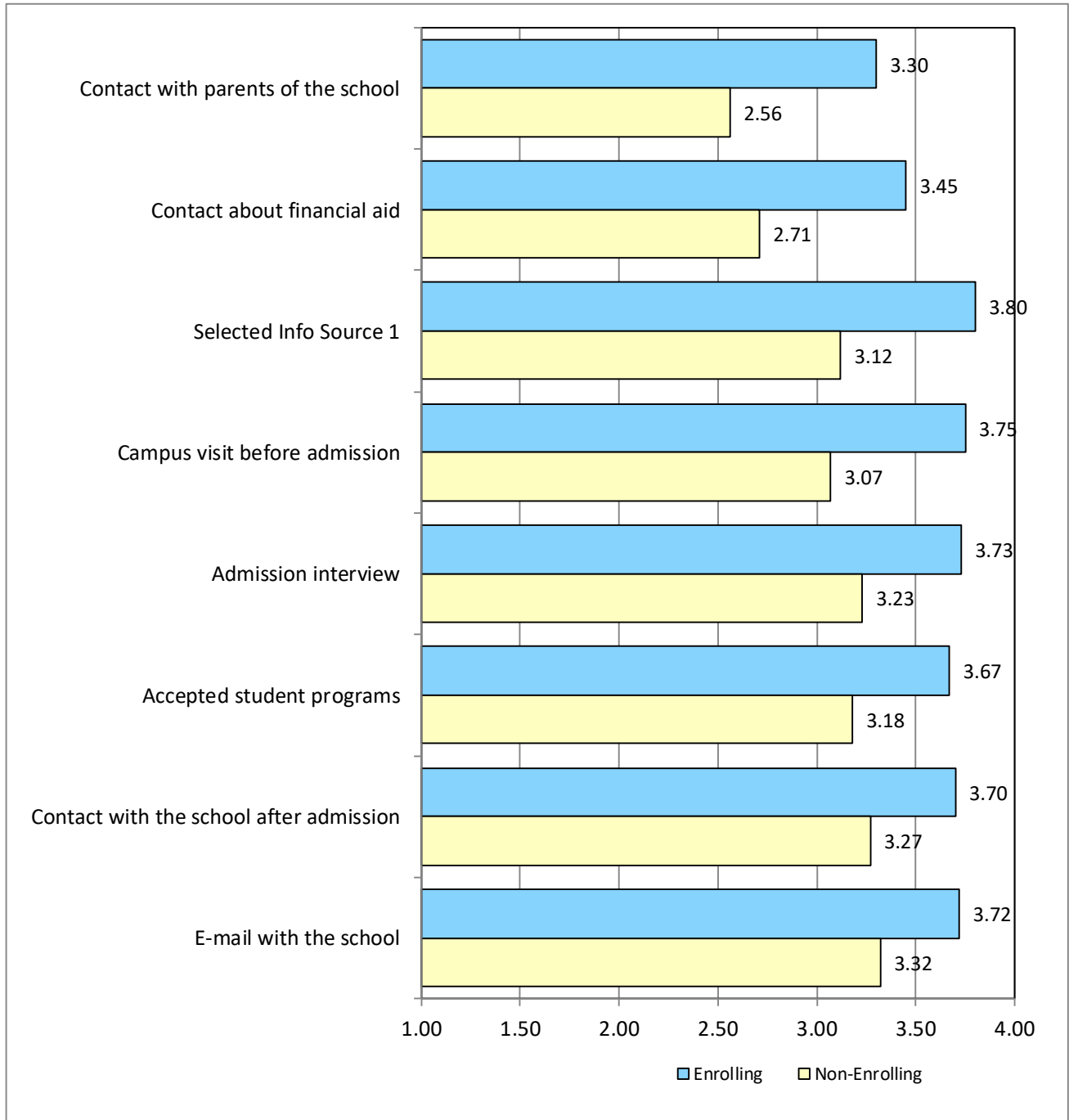
Scale: 1=Poor/Fair 2=Good 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

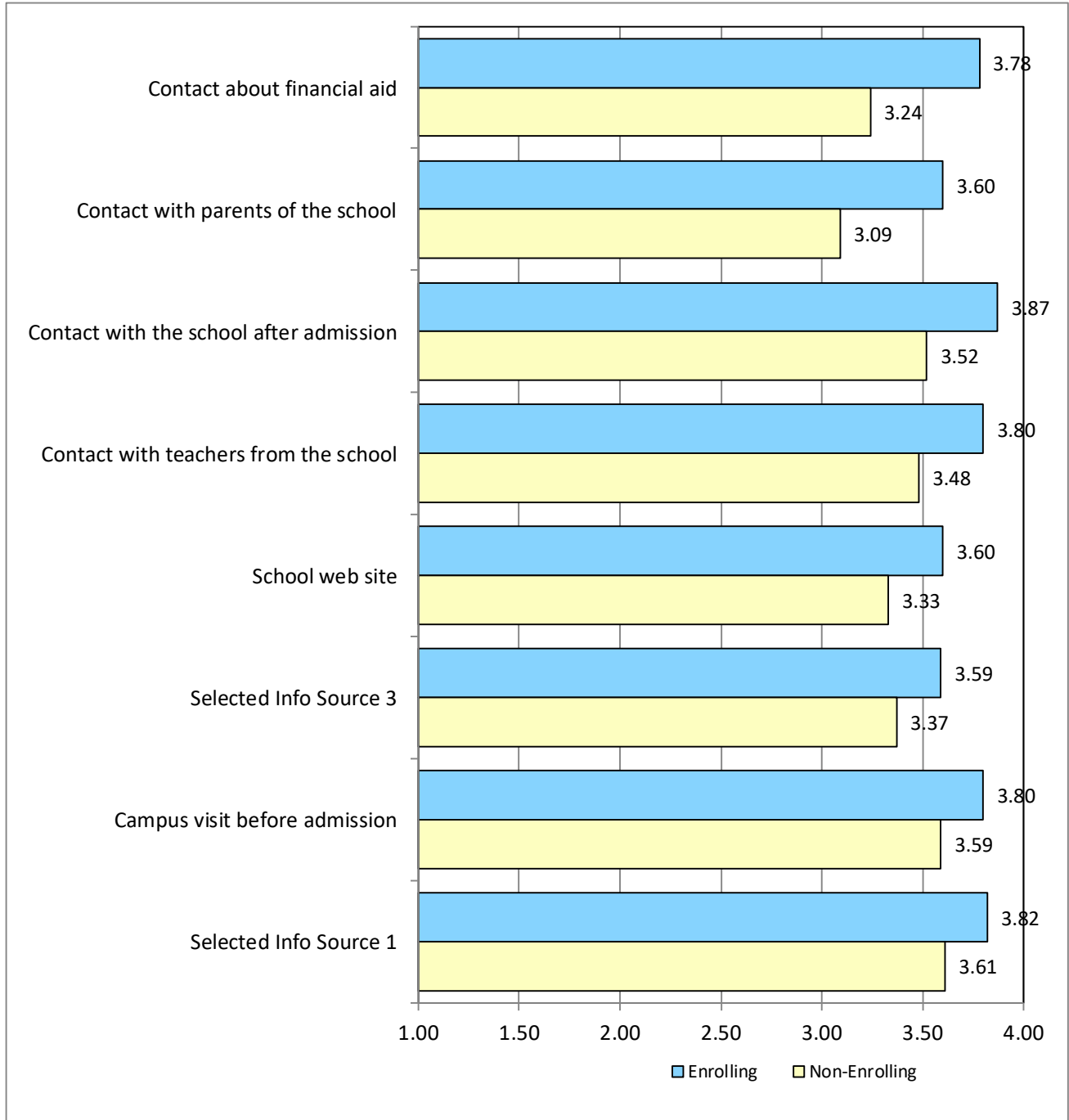
IV-D. DIFFERENCES BETWEEN ENROLLING AND NON-ENROLLING STUDENTS: SOURCES OF INFORMATION

This graph displays the eight sources of information about our school showing the largest differences in mean quality rating between enrolling and non-enrolling students.



IV-E. DIFFERENCES BETWEEN ENROLLING AND NON-ENROLLING PARENTS: SOURCES OF INFORMATION

This graph displays the eight sources of information about our school showing the largest differences in mean quality rating between enrolling and non-enrolling parents.



IV-F. RATING OF SOURCES OF INFORMATION: STUDENTS AND PARENTS

Rating of Source	Mean Students' Rating	Mean Parents' Rating	Difference (Students-Parents)
School web site	3.64	3.48	0.16
Contact with students from the school	3.52	3.46	0.06
Selected Info Source 3	3.55	3.49	0.06
School publications	3.76	3.76	0.00
Selected Info Source 2	3.75	3.81	-0.06
E-mail with the school	3.56	3.68	-0.12
Admission packet	3.65	3.79	-0.14
Selected Info Source 1	3.54	3.72	-0.18
Admission interview	3.53	3.71	-0.18 *
Contact with the school after admission	3.53	3.71	-0.18
Accepted student programs	3.50	3.76	-0.26 **
Campus visit before admission	3.42	3.68	-0.26
Contact with parents of the school	2.97	3.35	-0.38 *
Contact with teachers from the school	3.25	3.64	-0.39 **
Contact about financial aid	3.17	3.56	-0.39 *

Scale: 1=Poor/Fair 2=Good 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

**IV-G. EXPOSURE TO SOURCES OF INFORMATION, STUDENTS AND PARENTS:
DAY VS. BOARDING**

Percent Rating Source Student Responses	Day Students	Boarding Students	Both Day and Boarding Students
School publications	[100%]	76%	78%
School web site	[100%]	100%	100%
E-mail with the school	[100%]	98%	99%
Contact about financial aid	[65%]	46%	47%
Campus visit before admission	[0%]	45%	43%
Admission interview	[100%]	99%	99%
Admission packet	[100%]	96%	96%
Contact with the school after admission	[100%]	98%	98%
Accepted student programs	[100%]	84%	84%
Contact with teachers from the school	[100%]	93%	93%
Contact with parents of the school	[65%]	57%	58%
Contact with students from the school	[100%]	82%	83%
Selected Info Source 1	[69%]	80%	80%
Selected Info Source 2	[100%]	88%	89%
Selected Info Source 3	[65%]	90%	88%

Percent Rating Source Parent Responses	Day Parents	Boarding Parents	Both Day and Boarding Parents
School publications	80%	84%	83%
School web site	100%	100%	100%
E-mail with the school	100%	100%	100%
Contact about financial aid	64%	50%	52%
Campus visit before admission	32%	41%	40%
Admission interview	100%	97%	97%
Admission packet	100%	93%	94%
Contact with the school after admission	100%	95%	95%
Accepted student programs	92%	77%	80%
Contact with teachers from the school	92%	64%	69%
Contact with parents of the school	75%	56%	59%
Contact with students from the school	79%	78%	78%
Selected Info Source 1	75%	84%	82%
Selected Info Source 2	79%	85%	84%
Selected Info Source 3	83%	72%	73%

IV-H. MEAN RATING OF SOURCES OF INFORMATION, STUDENTS AND PARENTS: DAY VS. BOARDING

Mean Rating of Source by Students	Applied as Day Student	Applied as Boarder	Difference (Day-Boarder)
Selected Info Source 1	4.00	3.49	0.51
Contact with students from the school	4.00	3.52	0.48
Accepted student programs	4.00	3.55	0.45
School publications	4.00	3.73	0.27
Contact with the school after admission	3.69	3.50	0.19
Admission interview	3.69	3.51	0.18
School web site	3.69	3.62	0.07
E-mail with the school	3.69	3.62	0.07
Admission packet	3.69	3.63	0.06
Contact with parents of the school	3.05	3.04	0.01
Selected Info Source 3	3.53	3.53	0.00
Selected Info Source 2	3.69	3.79	-0.10
Contact about financial aid	3.05	3.19	-0.14
Contact with teachers from the school	3.04	3.32	-0.28
Campus visit before admission	--	3.55	--

Mean Rating of Source by Parents	Applied as Day Student	Applied as Boarder	Difference (Day-Boarder)
Contact with students from the school	3.79	3.36	0.43
E-mail with the school	4.00	3.62	0.38 **
Contact about financial aid	3.87	3.50	0.37
School web site	3.75	3.40	0.35 *
Contact with parents of the school	3.62	3.28	0.34
Admission packet	4.00	3.77	0.23
School publications	3.90	3.75	0.15
Contact with the school after admission	3.83	3.71	0.12
Selected Info Source 1	3.69	3.71	-0.02
Selected Info Source 2	3.80	3.86	-0.06
Accepted student programs	3.64	3.77	-0.13
Admission interview	3.65	3.80	-0.15
Contact with teachers from the school	3.50	3.66	-0.16
Selected Info Source 3	3.30	3.54	-0.24
Campus visit before admission	3.48	3.83	-0.35

Scale: 1=Poor/Fair 2=Good 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

IV-I. STUDENTS' FACTOR RATINGS BY EXPOSURE TO TEACHERS, PARENTS OF OUR SCHOOL, AND STUDENTS ATTENDING OUR SCHOOL

See the technical note at the end of the Appendix for a description of the factors.

Scale Means for Students	Had Contact with Teachers	No Contact with Teachers	Difference Contact-No Contact
Academic Reputation	55	58	-3
Academic Quality	75	69	6
Supportive Environment	53	84	-31
Student Life	67	88	-21
Challenging/Intellectual	63	39	24
Exciting/Innovative	57	50	7
Scale Means for Students	Had Contact with Parents	No Contact with Parents	Difference Contact-No Contact
Academic Reputation	57	59	-2
Academic Quality	80	73	7
Supportive Environment	53	61	-8
Student Life	69	73	-4
Challenging/Intellectual	68	55	13
Exciting/Innovative	54	68	-14
Scale Means for Students	Had Contact with Students	No Contact with Students	Difference Contact-No Contact
Academic Reputation	57	45	12
Academic Quality	77	66	11
Supportive Environment	58	42	16
Student Life	72	49	23
Challenging/Intellectual	64	48	16
Exciting/Innovative	57	54	3

IV-J. PARENTS' FACTOR RATINGS BY EXPOSURE TO TEACHERS, PARENTS OF OUR SCHOOL, AND STUDENTS ATTENDING OUR SCHOOL

See the technical note at the end of the Appendix for a description of the factors.

Scale Means for Parents	Had Contact with Teachers	No Contact with Teachers	Difference Contact-No Contact
Academic Reputation	70	59	11
Academic Quality	82	67	15
Supportive Environment	60	51	9
Student Life	64	57	7
Challenging/Intellectual	52	57	-5
Exciting/Innovative	35	47	-12
Scale Means for Parents	Had Contact with Parents	No Contact with Parents	Difference Contact-No Contact
Academic Reputation	68	63	5
Academic Quality	77	76	1
Supportive Environment	61	52	9
Student Life	58	65	-7
Challenging/Intellectual	56	49	7
Exciting/Innovative	40	39	1
Scale Means for Parents	Had Contact with Students	No Contact with Students	Difference Contact-No Contact
Academic Reputation	66	66	0
Academic Quality	81	63	18
Supportive Environment	58	53	5
Student Life	63	58	5
Challenging/Intellectual	54	52	2
Exciting/Innovative	43	29	14

PART V: SCHOOL OVERLAP INFORMATION

This section provides information about the other schools to which your admitted students applied, the schools to which they were admitted, and the schools which non-enrolling students chose to attend. The results shown here are the best estimates available based on combined responses from the student and parent samples. The only exceptions are the last tables on top choices, which show results for students and parents separately.

V-A. INDEPENDENT SCHOOLS: APPLICATION AND ADMISSION

		Enrolling	Non-Enrolling	All Admitted	Yield
Number of Schools Applied To	N(%)	74(99%)	63(97%)	137(98%)	54%
One		17%	0%	9%	100%
Two		11%	12%	11%	51%
Three		17%	4%	11%	84%
Four		14%	16%	15%	50%
Five		15%	10%	12%	63%
Six		4%	25%	14%	15%
More than six		23%	33%	28%	45%
		100%	100%	100%	
		Enrolling	Non-Enrolling	All Admitted	Yield
Number of Schools Admitted To	N(%)	73(97%)	63(97%)	136(97%)	54%
One		40%	0%	22%	100%
Two		23%	20%	22%	56%
Three		15%	17%	16%	50%
Four		7%	34%	19%	19%
Five		8%	9%	8%	50%
Six		3%	11%	7%	[27%]
More than six		4%	9%	6%	[32%]
		100%	100%	100%	
		Enrolling	Non-Enrolling	All Admitted	Yield
Attendance	N(%)	75(100%)	65(100%)	140(100%)	54%
Attending an Independent School		100%	94%	97%	55%
Not Attending an Independent School		0%	6%	3%	[0%]
		100%	100%	100%	

V-B. INDEPENDENT SCHOOLS APPLIED TO AND ADMITTED TO

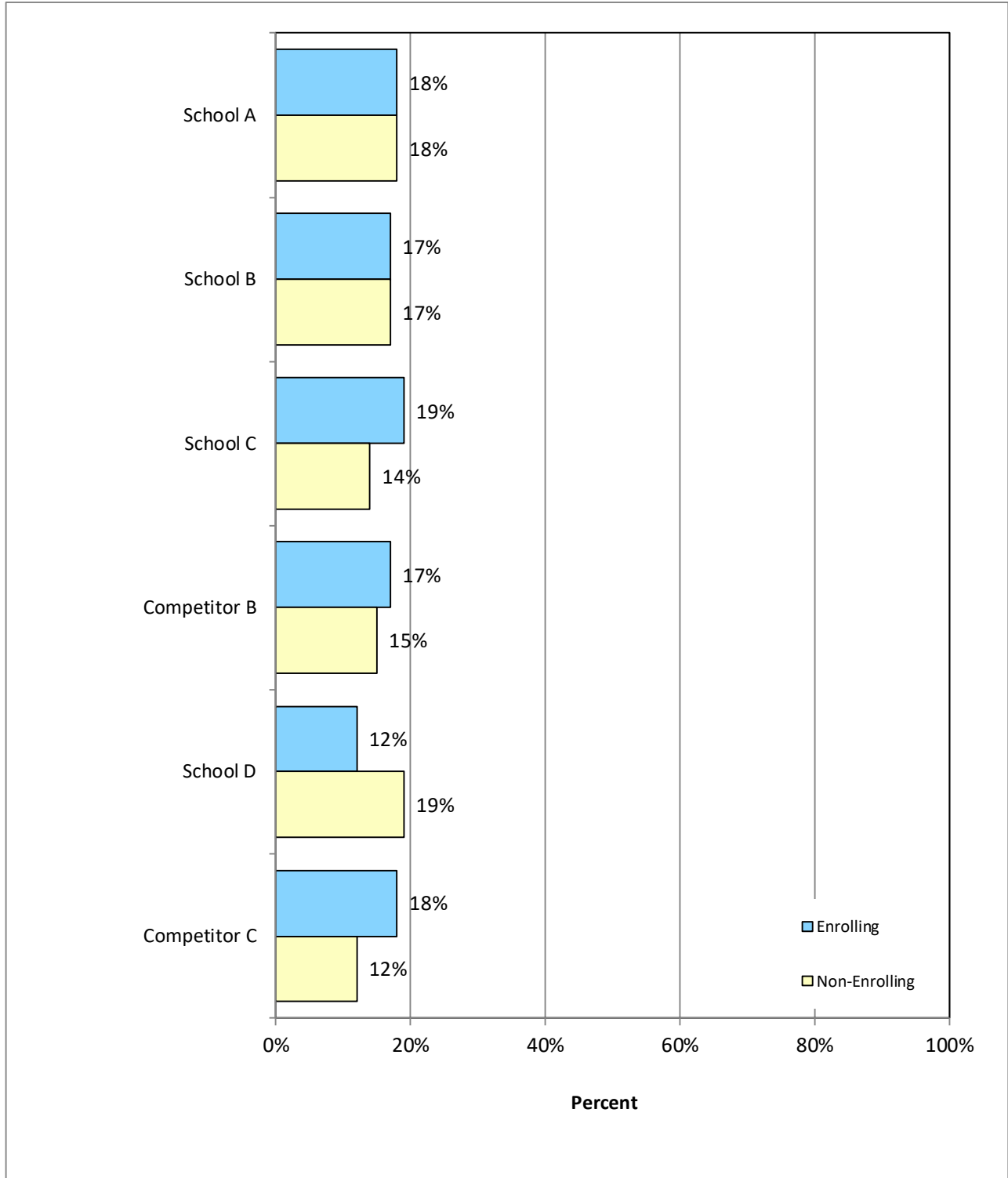
This table shows the top eight independent schools (other than our school) to which our admitted students applied.

Schools Applied To	Enrolling	Non-Enrolling	All Admitted
N(%)	75(100%)	65(100%)	140(100%)
School A	18%	18%	18%
School B	17%	17%	17%
School C	19%	14%	17%
Competitor B	17%	15%	16%
School D	12%	19%	16%
Competitor A	18%	12%	15%
School E	12%	14%	13%
Competitor C	3%	19%	11%

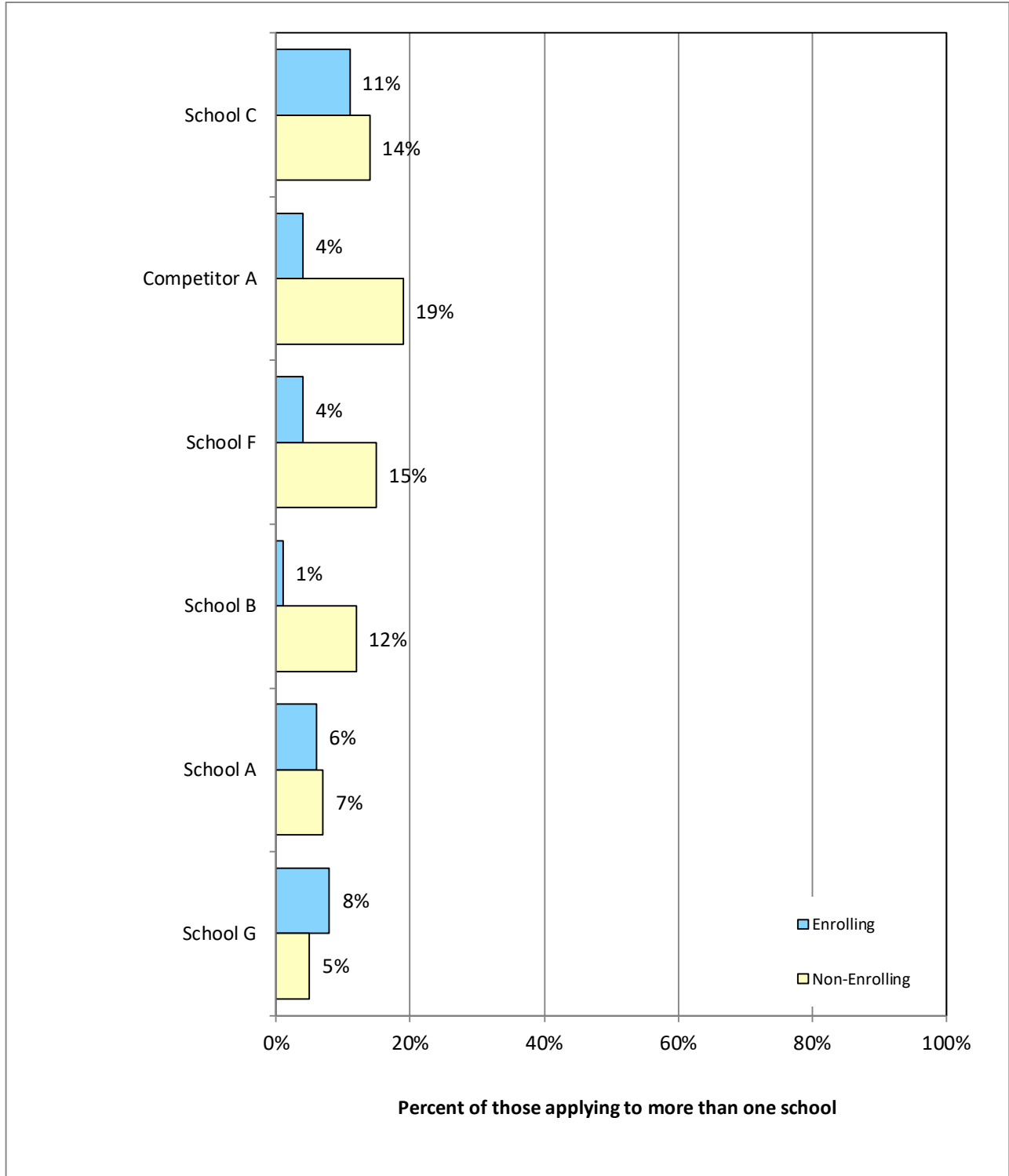
The table below shows the top eight independent schools (other than our school) to which our admitted students were also admitted. The percentages shown are based on those who included at least one independent school other than our school in the list of schools to which applications were filed.

Schools Admitted To	Enrolling	Non-Enrolling	All Admitted
N(%)	59(79%)	65(100%)	124(89%)
School C	11%	14%	13%
Competitor A	4%	19%	12%
School F	4%	15%	9%
School B	1%	12%	7%
School A	6%	7%	6%
School G	8%	5%	6%
School E	7%	5%	6%
Competitor C	5%	7%	6%

**V-C. TOP SIX INDEPENDENT SCHOOLS APPLIED TO:
ENROLLING AND NON-ENROLLING**



**V-D. TOP SIX INDEPENDENT SCHOOLS ADMITTED TO:
ENROLLING AND NON-ENROLLING**



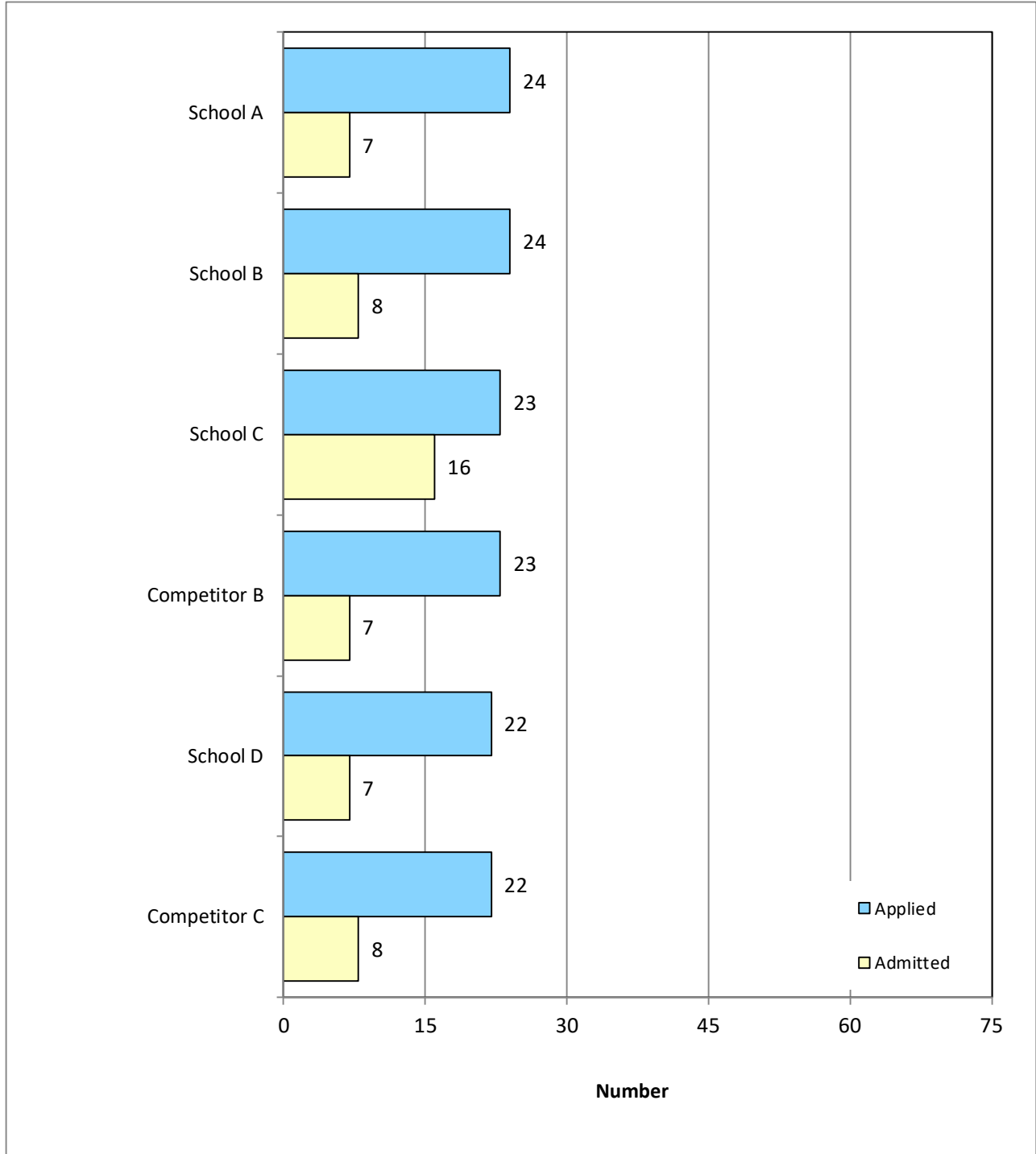
V-E. APPLICANTS VS. ADMITS

This table displays the top eight independent schools applied to. For each school the table includes the number applying to the school and the percentage admitted.

Schools Applied To	Enrolling		Non-Enrolling	
	N Applied	% Admitted	N Applied	% Admitted
School A	13	26%	11	39%
School B	13	6%	11	68%
School C	14	47%	9	[100%]
Competitor B	13	5%	10	65%
School D	9	[22%]	13	37%
Competitor C	14	21%	8	[60%]
School E	9	[43%]	9	[37%]
Competitor A	2	[100%]	12	100%

V-F. APPLICATIONS AND ADMISSIONS: TOP SIX INDEPENDENT SCHOOLS ENROLLING AND NON-ENROLLING

This chart shows the numbers applying and admitted to each of the top six schools to which applications were filed.



V-G. SCHOOLS ATTENDED BY NON-ENROLLING STUDENTS

This table lists the independent schools attended most frequently by non-enrolling students.

Schools Attended by Non-Enrolling Students	Number	Percent
Competitor A	10	16%
School C	6	9%
Competitor B	5	8%
School H	4	6%
School B	4	6%
Competitor C	3	5%
School D	3	5%
School I	3	5%

V-H. WIN PERCENTAGE VERSUS SELECTED SCHOOLS

For the eight schools with the largest cross-admission with our school, this table shows the percentage of cross-admits that chose to attend our school, the school in question, or some other school. The “win percentage” refers to that portion of the students attending either our school or the given school (the number attending our school divided by the sum of the numbers in the two shaded columns) that chose to attend our school.

Schools Admitted To	Number Admitted	Attending Elsewhere	Attending Our School	Attending Given School	Win %
School C	16	21%	42%	37%	54%
Competitor A	15	15%	15%	70%	18%
School F	12	63%	18%	19%	[49%]
School B	8	[42%]	[10%]	[49%]	[16%]
School A	8	[56%]	[44%]	[0%]	[100%]
School G	8	[42%]	[58%]	[0%]	[100%]
School E	7	[46%]	[54%]	[0%]	[100%]
Competitor C	7	[15%]	[38%]	[46%]	[45%]

V-I. APPLICATIONS, ADMISSIONS, AND SCHOOLS ATTENDED BY BOARDING STUDENTS

These tables are based only on those who applied to our school as boarders.

Other Schools Applied to by Our Boarder Applicants	Nmber Applying to Our School as Boarder	Applied to Listed School as Boarder	Admitted to Listed School as Boarder
School A	22	97%	22%
School C	21	93%	64%
Competitor B	21	84%	30%
School B	20	79%	22%
School D	18	96%	26%
Competitor C	16	75%	8%
School E	15	95%	34%
School G	13	100%	59%

Other Schools Applied to by Our Boarder Applicants	Number Cross-Admitted as Boarder	Enrolling at Our School	Enrolling at Listed School
School A	5	[56%]	[0%]
School C	13	50%	43%
Competitor B	6	[0%]	[82%]
School B	4	[19%]	[54%]
School D	5	[27%]	[48%]
Competitor C	1	[100%]	[0%]
School E	5	[55%]	[0%]
School G	8	[58%]	[0%]

**V-J. TOP CHOICE INDEPENDENT SCHOOLS:
ENROLLING PARENTS AND STUDENTS**

This table displays choice information for our school and the top four other independent schools applied to. For each school, percentages of applicants who listed the school as first, second, and third choices are shown separately for enrolling parents and students. Note that percentages add to 100% across the rows of the table.

	% First Choice	% Second Choice	% Third Choice	% Lower Choice
Enrolling Students				
Northwind School	86%	11%	0%	3%
School A	0%	24%	26%	49%
School B	0%	26%	23%	50%
School C	0%	8%	57%	35%
Competitor B	17%	65%	17%	0%
Parents of Enrolling Students				
Northwind School	92%	6%	2%	0%
School A	0%	16%	28%	56%
School B	0%	12%	33%	55%
School C	0%	11%	32%	57%
Competitor B	[0%]	[29%]	[30%]	[41%]

**V-K. TOP CHOICE INDEPENDENT SCHOOLS:
NON-ENROLLING PARENTS AND STUDENTS**

This table displays choice information for our school and the top four other independent schools applied to. For each school, percentages of applicants who listed the school as first, second, and third choices are shown separately for non-enrolling parents and students. Note that percentages add to 100% across the rows of the table.

	% First Choice	% Second Choice	% Third Choice	% Lower Choice
Non-Enrolling Students				
Northwind School	42%	15%	12%	31%
School A	[0%]	[44%]	[0%]	[56%]
School B	[0%]	[25%]	[75%]	[0%]
School C	[0%]	[56%]	[44%]	[0%]
Competitor B	[100%]	[0%]	[0%]	[0%]
Parents of Non-Enrolling Students				
Northwind School	17%	38%	23%	22%
School A	13%	0%	13%	75%
School B	47%	13%	13%	27%
School C	0%	66%	17%	17%
Competitor B	58%	42%	0%	0%

PART VI: COMPARISONS WITH COMPETITOR A

**VI-A. STUDENT RATINGS OF CHARACTERISTICS:
OUR SCHOOL VS. COMPETITOR A**

Ratings of Characteristics Student Responses	Rating of Our School	Rating of Other School	Difference
Variety of courses	3.71	3.22	0.49 **
Diversity among students	3.00	2.90	0.10
Community service opportunities	2.79	2.82	-0.03
Class size	3.52	3.65	-0.13
Attractiveness of campus	3.29	3.50	-0.21
Selected Characteristic 5	3.43	3.73	-0.30
Selected Characteristic 4	3.46	3.76	-0.30
Academic reputation	3.19	3.50	-0.31
Quality of academic facilities	3.41	3.73	-0.32
Selected Characteristic 3	3.64	4.00	-0.36 **
Sense of community on campus	3.10	3.68	-0.58 *
Extracurricular activities	3.14	3.73	-0.59 *
Selected Characteristic 1	3.01	3.61	-0.60 **
Personal attention to students	3.31	3.93	-0.62 **
Quality of faculty	3.20	3.89	-0.69 **
Cost, after subtracting any financial aid	2.27	3.01	-0.74 *
Size of school	2.95	3.71	-0.76 *
Quality of athletic facilities	2.88	3.68	-0.80 **
Selected Characteristic 2	2.80	3.64	-0.84 **
Quality of social life	2.76	3.79	-1.03 **

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of students who rated these characteristics ranged from 19 to 19.

**VI-B. PARENT RATINGS OF CHARACTERISTICS:
OUR SCHOOL VS. COMPETITOR A**

Ratings of Characteristics Parent Responses	Rating of Our School	Rating of Other School	Difference
Diversity among students	3.50	3.15	0.35
Attractiveness of campus	3.76	3.44	0.32
Quality of athletic facilities	3.84	3.56	0.28
Personal attention to students	3.83	3.62	0.21
Variety of courses	3.80	3.63	0.17
Selected Characteristic 3	3.83	3.66	0.17
Class size	3.69	3.56	0.13
Cost, after subtracting any financial aid	3.07	2.94	0.13
Selected Characteristic 1	3.66	3.54	0.12
Academic reputation	3.62	3.52	0.10
Size of school	3.69	3.62	0.07
Sense of community on campus	3.72	3.69	0.03
Selected Characteristic 4	3.69	3.66	0.03
Quality of social life	3.69	3.69	0.00
Selected Characteristic 5	3.63	3.63	0.00
Extracurricular activities	3.52	3.52	0.00
Quality of faculty	3.62	3.63	-0.01
Community service opportunities	3.55	3.56	-0.01
Quality of academic facilities	3.72	3.77	-0.05
Selected Characteristic 2	3.42	3.63	-0.21

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of parents who rated these characteristics ranged from 20 to 23.

**VI-C. COMPARATIVE IMPORTANCE AND RATINGS - STUDENTS:
OUR SCHOOL VS. COMPETITOR A**

Quadrants A and C of this display contain characteristics of independent schools that were marked “Very Important” by less than 50% of students rating this competitor; those in quadrants B and D were rated “Very Important” by 50% or more. For each characteristic in quadrants A and B, our school was given a mean rating higher than the mean of the other school. Our school received a mean rating lower than that for the other school on each of the characteristics in quadrants C and D. Quadrant B shows our school's strengths, while quadrant D shows characteristics that may warrant further study.

Within each quadrant characteristics are listed in decreasing order of the difference between our school and the competitor.

<p>A. Less Important and Our School Rated Higher</p> <p>Diversity among students</p>	<p>B. More Important and Our School Rated Higher</p> <p>Variety of courses</p>
<p>C. Less Important and Our School Rated Lower or Equal</p> <p>Selected Characteristic 2 Selected Characteristic 3 Academic reputation Selected Characteristic 5 Selected Characteristic 4 Attractiveness of campus Community service opportunities</p>	<p>D. More Important and Our School Rated Lower or Equal</p> <p>Quality of social life Quality of athletic facilities Size of school Cost, after subtracting any financial aid Quality of faculty Personal attention to students Selected Characteristic 1 Extracurricular activities Sense of community on campus Quality of academic facilities Class size</p>

**VI-D. COMPARATIVE IMPORTANCE AND RATINGS - PARENTS:
OUR SCHOOL VS. COMPETITOR A**

Quadrants A and C of this display contain characteristics of independent schools that were marked “Very Important” by less than 50% of parents rating this competitor; those in quadrants B and D were rated “Very Important” by 50% or more. For each characteristic in quadrants A and B, our school was given a mean rating higher than the mean of the other school. Our school received a mean rating lower than that for the other school on each of the characteristics in quadrants C and D. Quadrant B shows our school's strengths, while quadrant D shows characteristics that may warrant further study.

Within each quadrant characteristics are listed in decreasing order of the difference between our school and the competitor.

<p>A. Less Important and Our School Rated Higher</p> <p>Diversity among students Attractiveness of campus Quality of athletic facilities Size of school Selected Characteristic 4</p>	<p>B. More Important and Our School Rated Higher</p> <p>Personal attention to students Selected Characteristic 3 Variety of courses Cost, after subtracting any financial aid Class size Selected Characteristic 1 Academic reputation Sense of community on campus</p>
<p>C. Less Important and Our School Rated Lower or Equal</p> <p>Community service opportunities Extracurricular activities</p>	<p>D. More Important and Our School Rated Lower or Equal</p> <p>Selected Characteristic 2 Quality of academic facilities Quality of faculty Quality of social life Selected Characteristic 5</p>

**VI-E. IMAGES MARKED BY STUDENTS:
OUR SCHOOL VS. COMPETITOR A**

Images Marked Student Responses	Marked for Our School	Marked for Other School	Difference (Us-Other)
Innovative	75%	16%	59% **
Prestigious	68%	16%	52% **
Liberal	45%	0%	45% **
Intellectual	84%	41%	43% *
Selected Image 2	59%	30%	29%
Intense	39%	16%	23%
Warm	32%	16%	16%
Academic	100%	91%	9%
Selected Image 5	61%	55%	6%
Conservative	0%	0%	0%
Back-up school	0%	0%	0%
Socially conscious	16%	16%	0%
Average	0%	0%	0%
Diverse	84%	91%	-7%
Selected Image 1	16%	30%	-14%
Challenging	68%	91%	-23%
Athletic	70%	100%	-30% *
Exciting	25%	59%	-34%
Selected Image 4	32%	68%	-36%
Comfortable	16%	55%	-39% *
Preppy	0%	39%	-39% *
Selected Image 3	32%	75%	-43% *
Friendly	32%	75%	-43% *
Fun	25%	84%	-59% **
Personal	16%	84%	-68% **

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

This table is based on a total number of 14 students.

**VI-F. IMAGES MARKED BY PARENTS:
OUR SCHOOL VS. COMPETITOR A**

Images Marked Parent Responses	Marked for Our School	Marked for Other School	Difference (Us-Other)
Diverse	69%	28%	41% **
Warm	66%	35%	31% *
Socially conscious	72%	44%	28%
Prestigious	41%	14%	27% *
Selected Image 5	65%	47%	18%
Selected Image 2	21%	6%	15%
Liberal	13%	0%	13%
Selected Image 3	69%	56%	13%
Selected Image 1	45%	35%	10%
Intellectual	48%	38%	10%
Challenging	76%	73%	3%
Innovative	20%	17%	3%
Personal	59%	56%	3%
Athletic	93%	93%	0%
Back-up school	0%	0%	0%
Fun	59%	59%	0%
Average	0%	0%	0%
Comfortable	59%	61%	-2%
Selected Image 4	44%	47%	-3%
Intense	6%	14%	-8%
Preppy	28%	37%	-9%
Exciting	34%	45%	-11%
Friendly	79%	90%	-11%
Academic	62%	79%	-17%
Conservative	0%	41%	-41% **

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

This table is based on a total number of 23 parents.

**VI-G. STUDENT RATINGS OF INFORMATION SOURCES:
OUR SCHOOL VS. COMPETITOR A**

Ratings of Information Sources Student Responses	Rating of Our School	Rating of Other School	Difference
Admission packet	4.00	2.70	1.30 *
School publications	3.64	2.71	0.93 **
Contact about financial aid	2.79	2.39	0.40
School web site	3.75	3.45	0.30
Contact with teachers from the school	3.25	3.09	0.16
Selected Info Source 1	3.55	3.39	0.16
Contact with parents of the school	2.47	2.43	0.04
E-mail with the school	3.41	3.39	0.02
Selected Info Source 2	3.70	3.70	0.00
Contact with students from the school	3.39	3.53	-0.14
Selected Info Source 3	3.81	4.00	-0.19
Contact with the school after admission	3.73	4.00	-0.27
Admission interview	3.55	3.91	-0.36 *
Accepted student programs	3.00	3.43	-0.43
Campus visit before admission	2.00	3.00	-1.00

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of students who rated these information sources ranged from 4 to 14.

**VI-H. PARENT RATINGS OF INFORMATION SOURCES:
OUR SCHOOL VS. COMPETITOR A**

Ratings of Information Sources Parent Responses	Rating of Our School	Rating of Other School	Difference
Selected Info Source 2	3.77	2.88	0.89 **
Campus visit before admission	4.00	3.53	0.47 *
Selected Info Source 3	3.80	3.47	0.33
Contact about financial aid	3.57	3.26	0.31
Contact with parents of the school	3.33	3.13	0.20
School publications	3.70	3.52	0.18
E-mail with the school	3.59	3.42	0.17
Admission interview	3.85	3.75	0.10
Selected Info Source 1	3.59	3.52	0.07
Contact with students from the school	3.25	3.25	0.00
Accepted student programs	3.79	3.79	0.00
Contact with the school after admission	3.81	3.81	0.00
School web site	3.20	3.31	-0.11
Admission packet	3.48	3.65	-0.17
Contact with teachers from the school	3.50	4.00	-0.50 **

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of parents who rated these information sources ranged from 12 to 23.

**VI-I. PARENT RATINGS OF COST AND FINANCIAL AID:
OUR SCHOOL VS. COMPETITOR A**

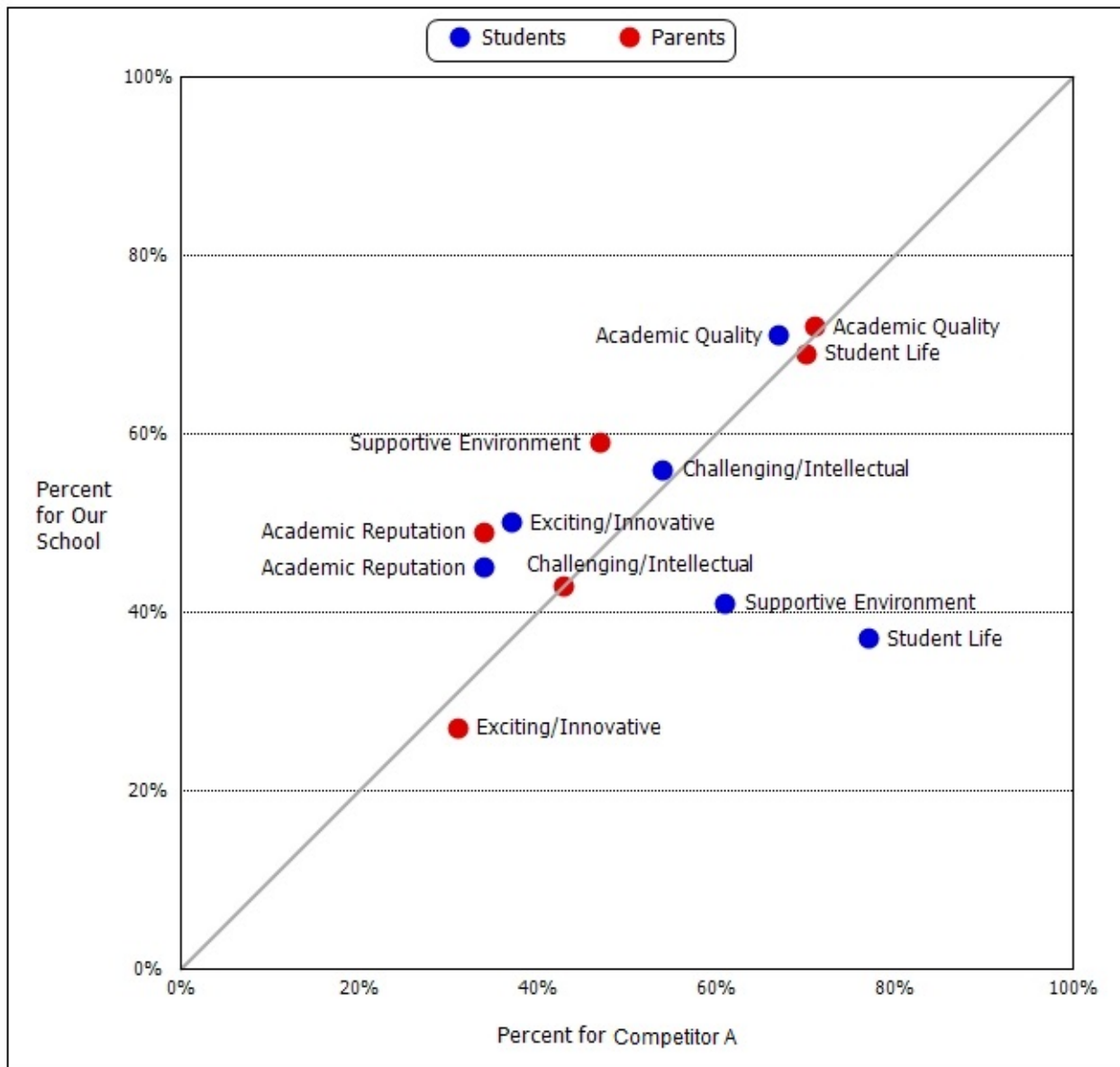
Rating of Net Cost of Attendance	Our School	Other School
N	23	23
8 - High	34%	41%
7	28%	35%
6	17%	3%
5	21%	0%
4	0%	0%
3	0%	0%
2	0%	0%
1 - Low	0%	21%
	100%	100%
Mean Rating	6.75	6.10

Applied for Financial Aid	All Rating This School	Attending Our School	Attending Other School
N	22	5	9
Both Schools	82%	4	6
Our School Only	0%	0	0
Other School Only	0%	0	0
Neither	18%	1	3
	100%		

Offered Need-Based Financial Aid	All Rating This School	Attending Our School	Attending Other School
N	22	5	9
Both Schools	55%	4	3
Our School Only	14%	0	0
Other School Only	0%	0	0
Neither	32%	1	6
	100%		

**VI-J. HOW WE COMPARE ON MAJOR FACTORS:
OUR SCHOOL VS. COMPETITOR A**

This graph compares ratings of our school and ratings of this competitor, for students and parents, on factors derived from combinations of characteristics and images. Our school was rated higher than the other school on items above the diagonal, and lower on items below the diagonal. See the Technical Notes at the end of this report for a complete explanation of these factors.



PART VII: COMPARISONS WITH COMPETITOR B

**VII-A. STUDENT RATINGS OF CHARACTERISTICS:
OUR SCHOOL VS. COMPETITOR B**

Ratings of Characteristics Student Responses	Rating of Our School	Rating of Other School	Difference
Selected Characteristic 1	3.73	3.13	0.60 *
Cost, after subtracting any financial aid	3.40	3.01	0.39
Class size	4.00	3.81	0.19
Sense of community on campus	3.70	3.64	0.06
Quality of academic facilities	4.00	4.00	0.00
Selected Characteristic 5	3.47	3.55	-0.08
Academic reputation	3.82	3.91	-0.09
Selected Characteristic 3	3.82	3.91	-0.09
Selected Characteristic 2	3.82	3.91	-0.09
Diversity among students	3.54	3.64	-0.10
Size of school	3.43	3.54	-0.11
Personal attention to students	3.47	3.60	-0.13
Community service opportunities	3.73	3.91	-0.18
Selected Characteristic 4	3.82	4.00	-0.18
Quality of social life	3.54	3.73	-0.19
Quality of athletic facilities	3.63	3.83	-0.20
Variety of courses	3.69	3.91	-0.22
Attractiveness of campus	3.51	3.73	-0.22
Extracurricular activities	3.63	3.91	-0.28
Quality of faculty	3.52	3.83	-0.31

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of students who rated these characteristics ranged from 16 to 17.

**VII-B. PARENT RATINGS OF CHARACTERISTICS:
OUR SCHOOL VS. COMPETITOR B**

Ratings of Characteristics Parent Responses	Rating of Our School	Rating of Other School	Difference
Variety of courses	4.00	3.38	0.62
Selected Characteristic 1	3.69	3.14	0.55
Class size	4.00	3.86	0.14
Size of school	2.86	2.72	0.14
Cost, after subtracting any financial aid	3.04	2.92	0.12
Academic reputation	4.00	4.00	0.00
Quality of academic facilities	4.00	4.00	0.00
Quality of faculty	3.85	3.85	0.00
Selected Characteristic 3	3.85	3.85	0.00
Attractiveness of campus	3.57	3.62	-0.05
Quality of athletic facilities	3.43	3.57	-0.14
Diversity among students	3.54	3.69	-0.15
Selected Characteristic 4	3.54	3.69	-0.15
Extracurricular activities	3.69	3.85	-0.16
Personal attention to students	3.23	3.40	-0.17
Community service opportunities	3.54	3.85	-0.31
Selected Characteristic 2	3.57	3.88	-0.31
Sense of community on campus	2.98	3.44	-0.46
Selected Characteristic 5	2.92	3.41	-0.49
Quality of social life	2.83	3.44	-0.61

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of parents who rated these characteristics ranged from 11 to 11.

**VII-C. COMPARATIVE IMPORTANCE AND RATINGS - STUDENTS:
OUR SCHOOL VS. COMPETITOR B**

Quadrants A and C of this display contain characteristics of independent schools that were marked “Very Important” by less than 50% of students rating this competitor; those in quadrants B and D were rated “Very Important” by 50% or more. For each characteristic in quadrants A and B, our school was given a mean rating higher than the mean of the other school. Our school received a mean rating lower than that for the other school on each of the characteristics in quadrants C and D. Quadrant B shows our school's strengths, while quadrant D shows characteristics that may warrant further study.

Within each quadrant characteristics are listed in decreasing order of the difference between our school and the competitor.

<p>A. Less Important and Our School Rated Higher</p> <p>Cost, after subtracting any financial aid Class size</p>	<p>B. More Important and Our School Rated Higher</p> <p>Selected Characteristic 1 Sense of community on campus</p>
<p>C. Less Important and Our School Rated Lower or Equal</p> <p>Attractiveness of campus Quality of athletic facilities Community service opportunities Size of school Selected Characteristic 2 Quality of academic facilities</p>	<p>D. More Important and Our School Rated Lower or Equal</p> <p>Quality of faculty Extracurricular activities Variety of courses Quality of social life Selected Characteristic 4 Personal attention to students Diversity among students Selected Characteristic 3 Academic reputation Selected Characteristic 5</p>

**VII-D. COMPARATIVE IMPORTANCE AND RATINGS - PARENTS:
OUR SCHOOL VS. COMPETITOR B**

Quadrants A and C of this display contain characteristics of independent schools that were marked “Very Important” by less than 50% of parents rating this competitor; those in quadrants B and D were rated “Very Important” by 50% or more. For each characteristic in quadrants A and B, our school was given a mean rating higher than the mean of the other school. Our school received a mean rating lower than that for the other school on each of the characteristics in quadrants C and D. Quadrant B shows our school's strengths, while quadrant D shows characteristics that may warrant further study.

Within each quadrant characteristics are listed in decreasing order of the difference between our school and the competitor.

<p>A. Less Important and Our School Rated Higher</p> <p>Size of school</p>	<p>B. More Important and Our School Rated Higher</p> <p>Variety of courses Selected Characteristic 1 Class size Cost, after subtracting any financial aid</p>
<p>C. Less Important and Our School Rated Lower or Equal</p> <p>Quality of social life Quality of athletic facilities Attractiveness of campus</p>	<p>D. More Important and Our School Rated Lower or Equal</p> <p>Selected Characteristic 5 Sense of community on campus Selected Characteristic 2 Community service opportunities Personal attention to students Extracurricular activities Diversity among students Selected Characteristic 4 Quality of academic facilities Selected Characteristic 3 Quality of faculty Academic reputation</p>

**VII-E. IMAGES MARKED BY STUDENTS:
OUR SCHOOL VS. COMPETITOR B**

Images Marked Student Responses	Marked for Our School	Marked for Other School	Difference (Us-Other)
Preppy	74%	28%	46% **
Conservative	27%	0%	27% *
Intense	89%	63%	26%
Comfortable	54%	29%	25%
Back-up school	18%	0%	18%
Intellectual	100%	83%	17%
Academic	100%	91%	9%
Innovative	82%	74%	8%
Challenging	82%	74%	8%
Personal	54%	47%	7%
Average	0%	0%	0%
Fun	44%	47%	-3%
Warm	27%	30%	-3%
Selected Image 5	44%	53%	-9%
Prestigious	82%	91%	-9%
Exciting	64%	74%	-10%
Athletic	73%	83%	-10%
Friendly	44%	56%	-12%
Selected Image 1	27%	45%	-18%
Diverse	61%	83%	-22%
Selected Image 2	18%	45%	-27%
Selected Image 4	55%	83%	-28%
Selected Image 3	53%	83%	-30%
Socially conscious	27%	57%	-30%
Liberal	30%	65%	-35% *

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

This table is based on a total number of 17 students.

**VII-F. IMAGES MARKED BY PARENTS:
OUR SCHOOL VS. COMPETITOR B**

Images Marked Parent Responses	Marked for Our School	Marked for Other School	Difference (Us-Other)
Intellectual	100%	59%	41% *
Conservative	31%	0%	31% *
Intense	74%	43%	31%
Innovative	40%	15%	25%
Challenging	86%	74%	12%
Academic	86%	74%	12%
Selected Image 3	41%	31%	10%
Comfortable	0%	0%	0%
Exciting	15%	15%	0%
Selected Image 2	15%	15%	0%
Average	0%	0%	0%
Prestigious	100%	100%	0%
Diverse	85%	86%	-1%
Friendly	57%	59%	-2%
Selected Image 4	28%	31%	-3%
Back-up school	0%	12%	-12%
Selected Image 5	46%	59%	-13%
Preppy	15%	28%	-13%
Liberal	15%	29%	-14%
Personal	31%	46%	-15%
Selected Image 1	31%	46%	-15%
Warm	31%	46%	-15%
Socially conscious	46%	62%	-16%
Fun	14%	46%	-32%
Athletic	0%	60%	-60% **

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

This table is based on a total number of 11 parents.

**VII-G. STUDENT RATINGS OF INFORMATION SOURCES:
OUR SCHOOL VS. COMPETITOR B**

Ratings of Information Sources Student Responses	Rating of Our School	Rating of Other School	Difference
Selected Info Source 2	4.00	3.14	0.86
Contact with students from the school	3.77	3.07	0.70
Contact with parents of the school	4.00	3.31	0.69
Contact about financial aid	3.00	2.50	0.50
Admission packet	4.00	3.54	0.46
E-mail with the school	3.57	3.24	0.33
School publications	3.73	3.45	0.28
Admission interview	3.61	3.40	0.21
Contact with teachers from the school	3.18	3.03	0.15
Selected Info Source 1	3.64	3.53	0.11
School web site	3.61	3.61	0.00
Campus visit before admission	3.38	3.62	-0.24
Selected Info Source 3	3.44	3.79	-0.35
Contact with the school after admission	2.00	4.00	-2.00
Accepted student programs	--	--	--

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of students who rated these information sources ranged from 0 to 17.

**VII-H. PARENT RATINGS OF INFORMATION SOURCES:
OUR SCHOOL VS. COMPETITOR B**

Ratings of Information Sources Parent Responses	Rating of Our School	Rating of Other School	Difference
Contact with the school after admission	3.50	3.00	0.50
Contact with teachers from the school	2.67	2.33	0.34
School publications	3.82	3.64	0.18
School web site	3.64	3.50	0.14
Selected Info Source 1	3.79	3.66	0.13
Selected Info Source 2	4.00	4.00	0.00
Accepted student programs	3.67	3.67	0.00
Admission interview	3.47	3.57	-0.10
Selected Info Source 3	3.13	3.26	-0.13
E-mail with the school	3.47	3.64	-0.17
Admission packet	3.50	3.75	-0.25
Contact with students from the school	2.96	3.21	-0.25
Contact with parents of the school	1.33	2.00	-0.67
Campus visit before admission	2.00	4.00	-2.00
Contact about financial aid	1.00	4.00	-3.00

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of parents who rated these information sources ranged from 2 to 9.

**VII-I. PARENT RATINGS OF COST AND FINANCIAL AID:
OUR SCHOOL VS. COMPETITOR B**

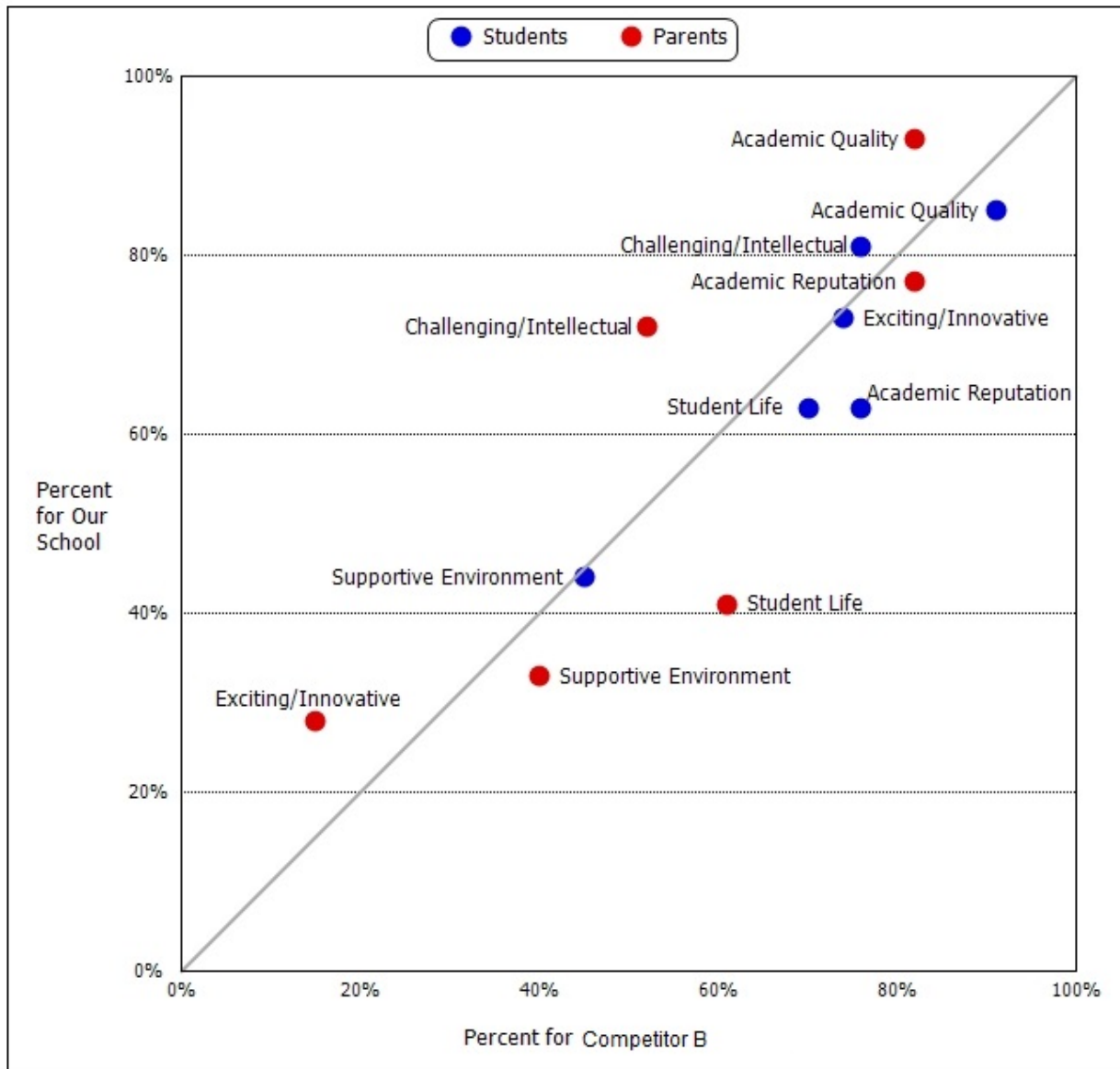
Rating of Net Cost of Attendance	Our School	Other School
N	9	9
8 - High	[0%]	[14%]
7	[14%]	[0%]
6	[32%]	[50%]
5	[0%]	[0%]
4	[18%]	[0%]
3	[18%]	[0%]
2	[0%]	[0%]
1 - Low	[18%]	[36%]
	100%	100%
Mean Rating	[4.36]	[4.51]

Applied for Financial Aid	All Rating This School	Attending Our School	Attending Other School
N	10	3	5
Both Schools	30%	0	3
Our School Only	0%	0	0
Other School Only	0%	0	0
Neither	70%	3	2
	100%		

Offered Need-Based Financial Aid	All Rating This School	Attending Our School	Attending Other School
N	10	3	5
Both Schools	30%	0	3
Our School Only	0%	0	0
Other School Only	0%	0	0
Neither	70%	3	2
	100%		

VII-J. HOW WE COMPARE ON MAJOR FACTORS: OUR SCHOOL VS. COMPETITOR B

This graph compares ratings of our school and ratings of this competitor, for students and parents, on factors derived from combinations of characteristics and images. Our school was rated higher than the other school on items above the diagonal, and lower on items below the diagonal. See the Technical Notes at the end of this report for a complete explanation of these factors.



PART VIII: COMPARISONS WITH COMPETITOR C

**VIII-A. STUDENT RATINGS OF CHARACTERISTICS:
OUR SCHOOL VS. COMPETITOR C**

Ratings of Characteristics Student Responses	Rating of Our School	Rating of Other School	Difference
Quality of social life	3.88	2.47	1.41 **
Sense of community on campus	3.88	2.59	1.29 **
Personal attention to students	3.88	3.00	0.88 **
Size of school	3.79	3.10	0.69
Selected Characteristic 5	4.00	3.35	0.65 *
Selected Characteristic 1	3.88	3.48	0.40 *
Cost, after subtracting any financial aid	2.99	2.86	0.13
Selected Characteristic 4	3.79	3.72	0.07
Class size	3.67	3.64	0.03
Quality of academic facilities	4.00	4.00	0.00
Attractiveness of campus	3.63	3.69	-0.06
Quality of athletic facilities	3.79	3.88	-0.09
Diversity among students	3.35	3.52	-0.17
Extracurricular activities	3.59	3.76	-0.17
Selected Characteristic 3	3.79	4.00	-0.21
Quality of faculty	3.79	4.00	-0.21
Academic reputation	3.79	4.00	-0.21
Variety of courses	3.64	4.00	-0.36 *
Community service opportunities	3.43	3.88	-0.45
Selected Characteristic 2	3.35	3.88	-0.53

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of students who rated these characteristics ranged from 9 to 11.

**VIII-B. PARENT RATINGS OF CHARACTERISTICS:
OUR SCHOOL VS. COMPETITOR C**

Ratings of Characteristics Parent Responses	Rating of Our School	Rating of Other School	Difference
Size of school	4.00	2.98	1.02 **
Personal attention to students	4.00	3.18	0.82 **
Sense of community on campus	4.00	3.33	0.67 **
Class size	3.84	3.22	0.62
Selected Characteristic 5	3.84	3.23	0.61 *
Selected Characteristic 1	4.00	3.40	0.60 *
Cost, after subtracting any financial aid	3.84	3.27	0.57 *
Quality of social life	3.88	3.48	0.40
Selected Characteristic 4	3.73	3.45	0.28
Attractiveness of campus	3.73	3.53	0.20
Extracurricular activities	3.89	3.74	0.15
Quality of faculty	4.00	3.90	0.10
Community service opportunities	3.73	3.64	0.09
Selected Characteristic 2	3.51	3.42	0.09
Academic reputation	4.00	4.00	0.00
Selected Characteristic 3	4.00	4.00	0.00
Quality of academic facilities	4.00	4.00	0.00
Quality of athletic facilities	3.76	3.82	-0.06
Variety of courses	3.79	3.90	-0.11
Diversity among students	3.76	4.00	-0.24 *

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of parents who rated these characteristics ranged from 11 to 15.

**VIII-C. COMPARATIVE IMPORTANCE AND RATINGS - STUDENTS:
OUR SCHOOL VS. COMPETITOR C**

Quadrants A and C of this display contain characteristics of independent schools that were marked “Very Important” by less than 50% of students rating this competitor; those in quadrants B and D were rated “Very Important” by 50% or more. For each characteristic in quadrants A and B, our school was given a mean rating higher than the mean of the other school. Our school received a mean rating lower than that for the other school on each of the characteristics in quadrants C and D. Quadrant B shows our school's strengths, while quadrant D shows characteristics that may warrant further study.

Within each quadrant characteristics are listed in decreasing order of the difference between our school and the competitor.

<p>A. Less Important and Our School Rated Higher</p> <p>Personal attention to students Selected Characteristic 5 Selected Characteristic 1 Selected Characteristic 4 Class size</p>	<p>B. More Important and Our School Rated Higher</p> <p>Quality of social life Sense of community on campus Size of school Cost, after subtracting any financial aid</p>
<p>C. Less Important and Our School Rated Lower or Equal</p> <p>Selected Characteristic 2 Community service opportunities Variety of courses Quality of faculty Selected Characteristic 3 Diversity among students Quality of athletic facilities Attractiveness of campus</p>	<p>D. More Important and Our School Rated Lower or Equal</p> <p>Academic reputation Extracurricular activities Quality of academic facilities</p>

**VIII-D. COMPARATIVE IMPORTANCE AND RATINGS - PARENTS:
OUR SCHOOL VS. COMPETITOR C**

Quadrants A and C of this display contain characteristics of independent schools that were marked “Very Important” by less than 50% of parents rating this competitor; those in quadrants B and D were rated “Very Important” by 50% or more. For each characteristic in quadrants A and B, our school was given a mean rating higher than the mean of the other school. Our school received a mean rating lower than that for the other school on each of the characteristics in quadrants C and D. Quadrant B shows our school's strengths, while quadrant D shows characteristics that may warrant further study.

Within each quadrant characteristics are listed in decreasing order of the difference between our school and the competitor.

<p>A. Less Important and Our School Rated Higher</p> <p>Size of school Cost, after subtracting any financial aid Attractiveness of campus</p>	<p>B. More Important and Our School Rated Higher</p> <p>Personal attention to students Sense of community on campus Class size Selected Characteristic 5 Selected Characteristic 1 Quality of social life Selected Characteristic 4 Extracurricular activities Quality of faculty Selected Characteristic 2 Community service opportunities</p>
<p>C. Less Important and Our School Rated Lower or Equal</p> <p>Quality of athletic facilities Selected Characteristic 3</p>	<p>D. More Important and Our School Rated Lower or Equal</p> <p>Diversity among students Variety of courses Quality of academic facilities Academic reputation</p>

**VIII-E. IMAGES MARKED BY STUDENTS:
OUR SCHOOL VS. COMPETITOR C**

Images Marked Student Responses	Marked for Our School	Marked for Other School	Difference (Us-Other)
Personal	76%	0%	76% **
Comfortable	72%	12%	60% **
Warm	64%	12%	52% *
Friendly	76%	28%	48% *
Selected Image 3	67%	28%	39%
Fun	64%	28%	36%
Selected Image 5	76%	43%	33%
Diverse	55%	31%	24%
Average	21%	0%	21%
Selected Image 2	55%	43%	12%
Innovative	28%	16%	12%
Liberal	36%	24%	12%
Selected Image 4	36%	28%	8%
Selected Image 1	48%	40%	8%
Back-up school	21%	16%	5%
Socially conscious	28%	28%	0%
Exciting	43%	48%	-5%
Conservative	0%	12%	-12%
Academic	88%	100%	-12%
Preppy	28%	48%	-20%
Intellectual	52%	72%	-20%
Challenging	67%	88%	-21%
Intense	52%	76%	-24%
Prestigious	64%	88%	-24%
Athletic	43%	76%	-33%

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

This table is based on a total number of 11 students.

**VIII-F. IMAGES MARKED BY PARENTS:
OUR SCHOOL VS. COMPETITOR C**

Images Marked Parent Responses	Marked for Our School	Marked for Other School	Difference (Us-Other)
Warm	67%	10%	57% **
Personal	56%	0%	56% **
Friendly	73%	26%	47% **
Selected Image 3	78%	47%	31%
Comfortable	40%	10%	30%
Fun	56%	26%	30%
Intellectual	100%	74%	26% *
Selected Image 2	67%	47%	20%
Selected Image 1	56%	37%	19%
Conservative	19%	0%	19%
Socially conscious	29%	10%	19%
Athletic	73%	56%	17%
Selected Image 5	62%	47%	15%
Exciting	73%	63%	10%
Academic	100%	90%	10%
Innovative	59%	53%	6%
Prestigious	84%	84%	0%
Challenging	100%	100%	0%
Back-up school	0%	10%	-10%
Preppy	0%	10%	-10%
Average	0%	10%	-10%
Intense	47%	67%	-20%
Selected Image 4	16%	37%	-21%
Diverse	62%	84%	-22%
Liberal	0%	36%	-36% **

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

This table is based on a total number of 15 parents.

**VIII-G. STUDENT RATINGS OF INFORMATION SOURCES:
OUR SCHOOL VS. COMPETITOR C**

Ratings of Information Sources Student Responses	Rating of Our School	Rating of Other School	Difference
Accepted student programs	4.00	2.87	1.13
Campus visit before admission	4.00	3.00	1.00 **
Contact with parents of the school	4.00	3.28	0.72
E-mail with the school	4.00	3.39	0.61 *
Selected Info Source 2	4.00	3.41	0.59
Contact with students from the school	4.00	3.59	0.41 *
Admission packet	3.70	3.30	0.40
Contact about financial aid	4.00	3.64	0.36
Contact with teachers from the school	4.00	3.72	0.28
School web site	4.00	3.76	0.24
Selected Info Source 1	4.00	3.81	0.19
Selected Info Source 3	4.00	3.85	0.15
School publications	3.82	3.77	0.05
Admission interview	3.55	3.55	0.00
Contact with the school after admission	3.70	3.70	0.00

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of students who rated these information sources ranged from 1 to 11.

**VIII-H. PARENT RATINGS OF INFORMATION SOURCES:
OUR SCHOOL VS. COMPETITOR C**

Ratings of Information Sources Parent Responses	Rating of Our School	Rating of Other School	Difference
Selected Info Source 3	4.00	1.50	2.50 **
Campus visit before admission	4.00	2.00	2.00
Contact with the school after admission	4.00	2.68	1.32 **
Contact with teachers from the school	3.81	2.50	1.31 **
E-mail with the school	4.00	2.75	1.25 **
Selected Info Source 2	4.00	3.14	0.86 **
Contact about financial aid	4.00	3.27	0.73 **
Contact with students from the school	3.80	3.10	0.70 *
Contact with parents of the school	3.65	2.96	0.69
Selected Info Source 1	3.87	3.20	0.67
Accepted student programs	4.00	3.43	0.57
Admission interview	4.00	3.52	0.48 *
School publications	4.00	3.71	0.29 *
School web site	3.84	3.62	0.22
Admission packet	3.77	3.73	0.04

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of parents who rated these information sources ranged from 4 to 15.

**VIII-I. PARENT RATINGS OF COST AND FINANCIAL AID:
OUR SCHOOL VS. COMPETITOR C**

Rating of Net Cost of Attendance	Our School	Other School
N	14	14
8 - High	0%	30%
7	30%	29%
6	18%	18%
5	29%	0%
4	0%	0%
3	0%	0%
2	11%	11%
1 - Low	12%	12%
	100%	100%
Mean Rating	4.98	5.86

Applied for Financial Aid	All Rating This School	Attending Our School	Attending Other School
N	16	13	3
Both Schools	63%	10	0
Our School Only	0%	0	0
Other School Only	0%	0	0
Neither	38%	3	3
	100%		

Offered Need-Based Financial Aid	All Rating This School	Attending Our School	Attending Other School
N	12	9	3
Both Schools	8%	1	0
Our School Only	42%	5	0
Other School Only	0%	0	0
Neither	50%	3	3
	100%		

VIII-J. HOW WE COMPARE ON MAJOR FACTORS: OUR SCHOOL VS. COMPETITOR C

This graph compares ratings of our school and ratings of this competitor, for students and parents, on factors derived from combinations of characteristics and images. Our school was rated higher than the other school on items above the diagonal, and lower on items below the diagonal. See the Technical Notes at the end of this report for a complete explanation of these factors.

PART IX: CUSTOM QUESTIONS AND ADDITIONAL COMMENTS

Student responses	Enrolling Students	Non-enrolling Students	All Admitted Students
How would you compare your admissions experience at Northwind with those of the other schools to which you applied? N(%)	65(87%)	36(55%)	101(72%)
The best	54%	21%	42%
Above average	40%	58%	47%
Average	4%	10%	6%
Below average	2%	2%	2%
The worst	0%	9%	3%
	100%	100%	100%

Parent Responses	Enrolling Parents	Non-enrolling Parents	All Admitted Parents
How would you compare your admissions experience at Northwind with those of the other schools to which you applied? N(%)	65(87%)	55(85%)	120(86%)
The best	63%	16%	40%
Above average	24%	52%	38%
Average	12%	16%	14%
Below average	1%	7%	4%
The worst	0%	9%	4%
	100%	100%	100%

All responses to open-ended questions (including any open-ended custom questions) will appear here, sorted by student/parent, enrollment status, and grade:

Student/ Parent	Enrollment status	Grade	What was the most important factor in your school decision?
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Student/ Parent	Enrollment status	Grade	If there is anything else you would like us to know, please use the space below for comments about our admission program.
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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.