ACCEPT SURVEY

Students Admitted Fall 2017
Demographics
This survey was sent to 7,195 students admitted to fall 2017 who accepted their offer of admission. No incentive was offered to participants. We received 995 responses for a 14% response rate.
Race/Ethnicity

- **Unknown**: 1%
- **White**: 44% All, 56% Resident
- **Multi**: 4% All, 5% Resident
- **International**: 0% All, 15% Resident
- **Hispanic/Latino**: 12% All, 16% Resident
- **Asian**: 14% All, 17% Resident
- **African American**: 6% All, 8% Resident

Legend: All, Resident
Other Demographics

- **EOP**: 9% (All) - 13% (Resident)
- **Fee Waiver**: 12% (All) - 17% (Resident)
- **First Generation**: 20% (All) - 25% (Resident)
- **Underrepresented**: 19% (All) - 26% (Resident)
College Applied To

<table>
<thead>
<tr>
<th>College</th>
<th>ACES</th>
<th>AHS</th>
<th>BUS</th>
<th>DGS</th>
<th>EDU</th>
<th>ENG</th>
<th>LAS</th>
<th>MEDIA</th>
<th>FAA</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>6%</td>
<td>3%</td>
<td>12%</td>
<td>9%</td>
<td>2%</td>
<td>32%</td>
<td>30%</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Resident</td>
<td>7%</td>
<td>4%</td>
<td>13%</td>
<td>9%</td>
<td>2%</td>
<td>25%</td>
<td>32%</td>
<td>1%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Resident Survey Results

All Responses = 995
Resident Responses = 687
1. Was the University of Illinois your top choice?

- Yes: 65% (All: 60%, Resident: 65%)
- No: 40% (All: 40%, Resident: 35%)
2. How many other colleges did you apply to?

- None: 3% All, 3% Resident
- 1 to 3: 49% All, 53% Resident
- 4 to 6: 25% All, 27% Resident
- 7 or more: 24% All, 18% Resident
3. – 11. How much did each of the following influence your decision to accept your offer of admission to Illinois?

% that were Very Much or Extremely influenced

- Overall reputation of the university: 52% (All), 59% (Resident)
- Reputation of my program of study: 70% (All), 69% (Resident)
- Recommendation from a family member: 45% (All), 47% (Resident)
- Recommendation from a high school: 44% (All), 46% (Resident)
- Success of graduates: 64% (All), 62% (Resident)
- Opportunities on campus/campus life: 62% (All), 59% (Resident)
- Financial reasons: 46% (All), 49% (Resident)
- Friend or family member attending Illinois: 46% (All), 32% (Resident)
- Location: 36% (All), 36% (Resident)

All ■ Resident
12. How do you plan to pay for college? Check all that apply.
13. How do you rate Illinois as a whole?

- Excellent: 55% (All), 57% (Resident)
- Good: 41% (All), 39% (Resident)
- Average: 3% (All), 3% (Resident)
- Fair: 1% (All), 1% (Resident)
- Poor: 0% (All), 0% (Resident)
14. How do you think the level of education at Illinois compares to other institutions?

- Better: 89% (All), 89% (Resident)
- Average: 11% (All), 11% (Resident)
- Worse: 0% (All), 0% (Resident)
15. In the last year, my opinion of Illinois has ...
16. Have you visited campus?

- Yes: 79%
- No: 21%

- All
- Resident
17. Describe your visit(s). Check all that apply.

- Attended an OUA program: 71%
- Attended open house/Visit through program of study: 42%
- Visited on my own, not part of a campus program: 45%
- Visited family/friend attending Illinois: 34%
- I have not visited campus: 20%
- Other: 6% (All), 7% (Resident)
18. My visit experience was ...

Excellent: 49% (All), 48% (Resident)
Good: 44% (All), 45% (Resident)
Average: 6% (All), 6% (Resident)
Poor: 1% (All), 1% (Resident)
Bad: 0% (All), 0% (Resident)

All vs Resident
19. - 27. How satisfied were you with the following:

% that were Very Much or Extremely satisfied

<table>
<thead>
<tr>
<th>Category</th>
<th>All</th>
<th>Resident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication with admissions staff</td>
<td>64%</td>
<td>64%</td>
</tr>
<tr>
<td>Email communication</td>
<td>56%</td>
<td>59%</td>
</tr>
<tr>
<td>Mailed communication</td>
<td>71%</td>
<td>69%</td>
</tr>
<tr>
<td>Social media communication</td>
<td>50%</td>
<td>54%</td>
</tr>
<tr>
<td>Admissions website</td>
<td>70%</td>
<td>66%</td>
</tr>
<tr>
<td>myillini</td>
<td>87%86%</td>
<td>89%90%</td>
</tr>
<tr>
<td>Access to information about your program of study</td>
<td>72%90%</td>
<td>72%90%</td>
</tr>
</tbody>
</table>
28. How did the information that you received in the mail from Illinois compare to other colleges?

<table>
<thead>
<tr>
<th></th>
<th>Worse</th>
<th>Average</th>
<th>Better</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>5%</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>Resident</td>
<td>4%</td>
<td>56%</td>
<td>40%</td>
</tr>
</tbody>
</table>
29. Of the information you received from Illinois, what was most helpful?

Top responses from open-ended question.

Resident n = 292
All n = 393

- myIllini/Admitted Checklist: 22% (Resident) vs 24% (All)
- Housing: 18% (Resident) vs 17% (All)
- Major/Program Information: 15% (Resident) vs 16% (All)
- Email: 13% (Resident) vs 13% (All)
- Other: 10% (Resident) vs 11% (All)
- Counselors/Students/Staff from Major: 9% (Resident) vs 9% (All)
- Financial Aid: 8% (Resident) vs 6% (All)

(Chart showing bar graph with categories and percentages for Resident and All groups)
30. How could we improve our communication efforts?

Top responses from open-ended question.

Resident n = 236
All n = 317

- Everything was good: 21% (Resident 19%, All 21%)
- Quicker Response/Better Customer Service: 13% (Resident 11%, All 13%)
- More Email: 8% (Resident 9%, All 9%)
- More and Clearer Instructions/Reminders: 9% (Resident 9%, All 9%)
- More Major-Specific Information: 9% (Resident 9%, All 9%)