

2008 Prospective Student Study Final Report

for

National Catholic College Admission Association

September 17, 2008

RESEARCH • PLANNING • MARKETING COMMUNICATIONS

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2008 PROSPECTIVE STUDENT STUDY: PARTICIPATING INSTITUTIONS

E-MAIL INVITATION TO PARTICIPATE

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INTRODUCTION & BACKGROUND

ASSIGNMENT

In March of 2008, the National Catholic College Admission Association (National CCAA) partnered with The Lawlor Group (TLG) to conduct a pro bono research study with prospective students (i.e., high school sophomores and juniors who are college-bound and who are interested in considering/attending a Catholic college). The research study was intended to provide the National CCAA membership with insight regarding prospective students' perceptions of Catholic higher education, how parents influence consideration and selection, the importance of the spiritual dimension to the college search and choice, and where students go for guidance in the search, among other things. The National CCAA intends to mirror some of the alumni survey questions conducted for the Values that Matter study for comparative purposes.

RESEARCH OBJECTIVES

The research objectives for the study with prospective students were to gather data on the following:

- Current stage of college planning among high school sophomores and juniors
- Information sources used and preferred in the college search process
- Parental involvement in the college search process
- Importance ratings of the variables used in the college search process
- Importance ratings of the transferable skills and qualities to be obtained from a college education
- Descriptors of Catholic colleges and universities vs. other types of institutions
- Likelihood of attending a Catholic institution
- Respondent demographics

METHODOLOGY

Sample Universe

Thirty-four Catholic institutions provided lists of sophomore and junior prospective students to The Lawlor Group for a total of over 130,000 prospective students (see the Exhibits section for a list of those institutions that provided names). The lists were merged and purged of duplicates. Ultimately, 20,004 prospective students with e-mail addresses were selected randomly to receive the e-mail invitation to participate.

Survey Instrument

The survey instrument was developed by The Lawlor Group in consultation with the executive director of the National CCAA, along with several members of the Board. TLG also developed an e-mail invitation to participate. (A copy of the e-mail invitation to participate and the survey instrument are found in the Exhibits section.)

Data Collection

The survey was conducted in June 2008 via the Internet. To help boost response rates, ten \$50 Visa gift cards were given away in a drawing. To be eligible for the drawing, students needed to submit completed surveys by June 25. There was an initial wave of e-mail invitations and two non-responder waves.

Data Collection Results

Following are the final results of the data collection effort:

- Number of students e-mailed: 20,004
- Number of e-mails successfully sent:¹ 17,350
- Questionnaires submitted: 1,073
- **Overall response rate:** 6.2%

Sample Sizes and Data Segmentation

The following table shows the sample sizes and percentages for the demographic segments that are used in reporting and breaking out the data in the report. Some of the sample breakouts are small and should be viewed as “directional” and not necessarily statistically representative of the universe for that segment. Segments that fall into this category are those with counts of less than 15 to 20.

		Count	Percentage
What is your gender?	Male	249	24%
	Female	798	76%
What is your religious affiliation?	Baptist	86	8%
	Catholic	420	39%
	Episcopal	11	1%
	Evangelical	20	2%
	Jewish	14	1%
	Lutheran	56	5%
	Muslim	5	0%
	Presbyterian	46	4%
	Other	184	17%
	No religious affiliation	156	15%
	Do not wish to disclose	68	6%
What type of high school do you attend?	Public	826	78%
	Private (non-religious)	39	4%
	Catholic	160	15%
	Parochial (though not Catholic)	15	1%
	Home school	8	1%
	Other	17	2%

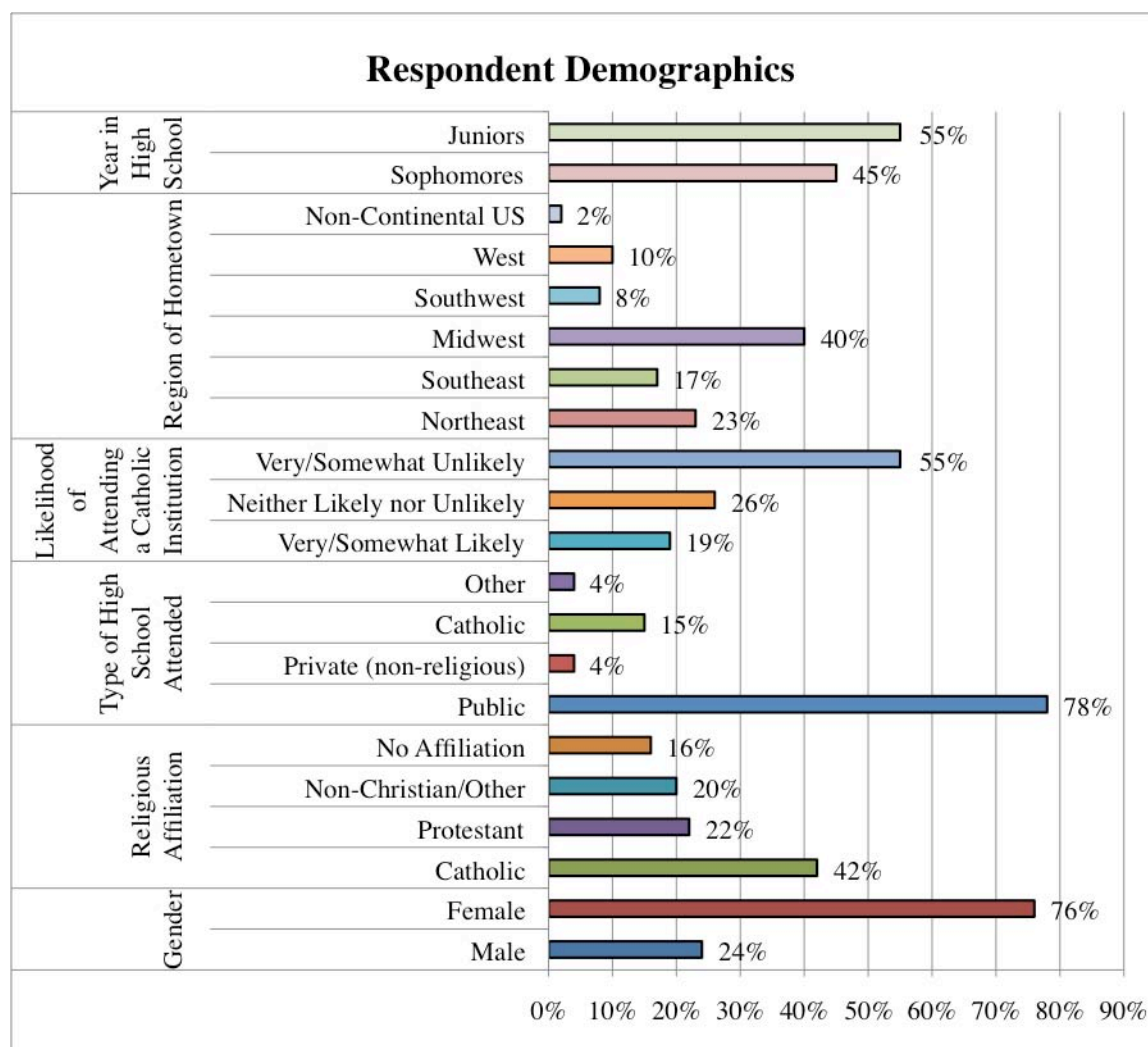
¹ Because of the size of the outgoing e-mail list, about 2,500 of the e-mails were blocked by ISP software when a minimum number of bad addresses for the same e-mail message was encountered. This is done by ISPs to minimize spam to their customers.

		Count	Percentage
At this time, how likely is it that you might attend a Catholic institution?	Very Likely	40	4%
	Somewhat Likely	161	15%
	Neither Likely nor Unlikely	280	26%
	Somewhat Unlikely	171	16%
	Very Unlikely	419	39%
In which region of the country is your hometown?	Northeast	249	23%
	Southeast	180	17%
	Midwest	425	40%
	Southwest	85	8%
	West	110	10%
	Alaska	1	0%
	Hawaii	7	1%
	U.S. Territories	9	1%
What year of high school did/will you complete in the spring of 2008?	Sophomore	465	43%
	Junior	561	52%
	Senior	40	4%
	Other	3	0%

Because of some of the smaller sample sizes, some categories were combined to make the data more meaningful and to provide better analysis. The following table shows the results of combining or dropping some categories for the purposes of data segmentation.

		Count	Percentage
Gender	Male	249	24%
	Female	798	76%
Religious Affiliation	Catholic	420	42%
	Protestant	219	22%
	Non-Christian/Other	203	20%
	No Affiliation	156	16%
Type of High School Attended	Public	826	78%
	Private (non-religious)	39	4%
	Catholic	160	15%
	Other	40	4%
Likelihood of Attending a Catholic Institution	Very/Somewhat Likely	201	19%
	Neither Likely nor Unlikely	280	26%
	Very/Somewhat Unlikely	590	55%

		Count	Percentage
Region of Hometown	Northeast	249	23%
	Southeast	180	17%
	Midwest	425	40%
	Southwest	85	8%
	West	110	10%
	Non-Continental U.S.	17	2%
Year in High School	Sophomores	465	45%
	Juniors	561	55%



COMPARISONS TO THE 2006 VALUES THAT MATTER ALUMNI STUDY

Various attributes in this study were pulled from the Values that Matter study previously conducted for the National Catholic College Admission Association in order to make comparisons. Where applicable, these comparisons are listed in their respective sections in this report.

EXECUTIVE SUMMARY OF FINDINGS

OVERVIEW OF THE STUDY

Close to half of the prospective students who responded (45%) were neutral or positive about the likelihood of their attending a Catholic institution. Conversely, 55 percent of the respondents indicated they were Somewhat/Very *Unlikely* to do so.

- Somewhat/Very Likely to Attend 19%
- Neither Likely nor Unlikely 26%
- Somewhat/Very Unlikely to Attend 55%

The majority religious affiliation of prospective students in the sample was Catholic (42%), yet fewer than half of those (46%) said that they are somewhat/very likely to attend a Catholic institution. The major reasons that Catholics would choose a Catholic institution were because they are Catholic and wanted to continue with a religious education. The reasons they would not choose a Catholic institution were because their religion is not as important to them, they wanted a change from their current school experience, or a Catholic institution is not readily available or appropriate to their needs.

The reasons non-Catholics say that they would be Very/Somewhat Likely to attend a Catholic institution was because they have their eye on a specific school due to other qualities such as the school's reputation. The institution being Catholic was not a determining factor in most cases for non-Catholics.

There were widely held and substantially differing perceptions of Catholic vs. Other Private vs. State Institutions. Catholic Colleges and Universities were seen as rigid, conservative, and strict. Respondents viewed these schools as lacking ethnic diversity and not really focused on building careers for students. Frankly, they were viewed as schools that are not fun. Other Private Colleges and Universities were viewed as providing a higher quality education. Respondents viewed these other privates as being expensive, but with good reputations and academically challenging. Their graduates were viewed as being successful. Respondents viewed the schools as not being spiritual or strict, but did see them as diverse. Respondents viewed State Colleges and Universities as being career-oriented with successful graduates, yet they were still fun and welcoming places—not boring or strict. Spiritual/religious qualities were not perceived to be associated with state institutions.

CHARACTERISTICS OF THE RESPONDENTS

Prospective students responding to the survey had the following characteristics:

- **Gender**
 - Male 24%
 - Female 76%

- **Ethnicity**

Caucasians/Whites accounted for 71 percent of the respondents, with Hispanic or Latinos comprising the next largest group with 10 percent.²

- Caucasian/White 71%
- Hispanic or Latino 10%
- African American 8%
- Asian American 7%
- Other 4%

- **Religious Affiliation**

Catholics comprised 42 percent of the respondents who provided their religious affiliation. Baptists comprised the next largest group of respondents, with nine percent.

- Baptist 9%
- Catholic 42%
- Episcopal 1%
- Evangelical 2%
- Jewish 1%
- Lutheran 6%
- Muslim 1%
- Presbyterian 5%
- Other 18%
- No religious affiliation 16%

- **Type of High School Attended**

Over three-fourths of the respondents attend a public school, with an additional 15 percent attending Catholic schools.

- **Year in High School (as of Spring 2008)**

Sophomores represented 43 percent of the respondents, while juniors represented 52 percent.

- **Likelihood of Attending a Catholic Institution**

About one in five said he/she is Somewhat/Very Likely to attend a Catholic institution. Fifty-five percent said they are Very/Somewhat *Unlikely* to attend.

- **Region of Hometown**

The greatest percentage of students resides in the Midwest (40%), followed by the Northeast (23%).

² Those that said they did not wish to respond were removed from percentage calculations.

COLLEGE SELECTION PROCESS

- **Best Sources of Information**

Brochures/mailings were the first choice for the best sources of information, followed closely by the Web sites of colleges and universities. Other sources were quite a bit further behind in terms of being seen as among the best sources of information.

- **Preferred Means of Communication**

Respondents would prefer that colleges and universities communicate with them via letters in the mail and e-mail. Personal interactions on campus were preferred next.

- **Parental Involvement in the College Search Process**

A little over half of the prospective students (53%) indicated they reviewed information about colleges themselves and then passed it on to their parents. Another 32 percent said they reviewed the information together with their parents.

- **Importance of Attributes in Considering Colleges/Universities**

The *most important attributes* in considering an institution were:

- Institution offers my major/program of interest
- A safe campus environment
- Institution has good academic facilities and equipment
- I can see myself at the institution
- Strong reputation in my academic major of interest
- Strong overall academic reputation
- Institution will prepare me for employment after graduation

The *least important attributes* were:

- Someone in my family attended the institution
- Institution is Catholic specifically
- Religious affiliation of the institution
- An institution with spiritual values that coincide with my own
- An institution that my parents want me to attend

- **Importance of Transferable Skills & Qualities to be Obtained from a College Education**

The *most important* transferable skills and qualities to be obtained were:

- Preparing for your first job
- Learning how to solve problems and make effective decisions
- Developing the ability to learn new skills
- Developing a more satisfying life overall
- Developing self-confidence and initiative
- Developing leadership abilities

The *least important* transferable skills and qualities to be obtained were:

- Enhancing my spiritual life or developing a spiritual life
- Learning to appreciate the fine arts, such as music, literature and theatre
- Learning to place problems in social and historical perspectives
- Being politically active or socially aware
- Learning how to relate to people from different backgrounds
- Learning how to live and work in a global society

DESCRIPTORS OF CATHOLIC, OTHER PRIVATE, AND STATE COLLEGES & UNIVERSITIES

Respondents were asked which words and phrases described Catholic colleges and universities, other private colleges and universities, and state colleges and universities. The following table outlines the responses.

Most Descriptive Words/Phrases		
Catholic Colleges and Universities	Other Private Colleges and Universities	State Colleges and Universities
Religious	Successful graduates	Fun
Spiritual	Expensive	Ethnically diverse
Strict	Academically challenging	Welcoming
Ethical, moral	Strong academic reputation	Career-oriented
Safe		Successful graduates
Least Descriptive Words/Phrases		
Catholic Colleges and Universities	Other Private Colleges and Universities	State Colleges and Universities
Politically liberal	Boring	Spiritual
Ethnically diverse	Spiritual	Religious
Fun	Religious	Strict
Career-oriented	Homogeneous	Boring
	Strict	

LIKELIHOOD OF ATTENDING A CATHOLIC INSTITUTION

About one in five respondents said he/she is Very/Somewhat Likely to attend a Catholic institution. The majority (55 percent) said they are Very/Somewhat *Unlikely* to attend a Catholic institution.

	Very Likely	Somewhat Likely	Neither Likely nor Unlikely	Somewhat Unlikely	Very Unlikely
Likelihood of attending a Catholic institution	4%	15%	26%	16%	39%

The main reasons for *not wanting to attend* were:

- I am not Catholic/other affiliation/not religious.
- I am not interested in a religious education/don't want a religious education.
- The schools I am interested in are not Catholic/more interested in a state/private institution.
- Religious affiliation is not part of my decision-making criteria.
- Too strict/not liberal/limited viewpoint.
- Expensive
- I wouldn't fit in/I would be uncomfortable.

The main reasons for *wanting to attend* were:

- I am Catholic.
- I have attended Catholic schools previously/want to continue my Catholic education.
- The schools I am interested in are Catholic.
- Explore my spirituality/deepen my faith
- High morals/values
- Build good relationships/strong community
- High quality education/strong reputations
- Be with other people of high character who share my values.

DETAILED FINDINGS

CHARACTERISTICS OF THE RESPONDENTS

Gender

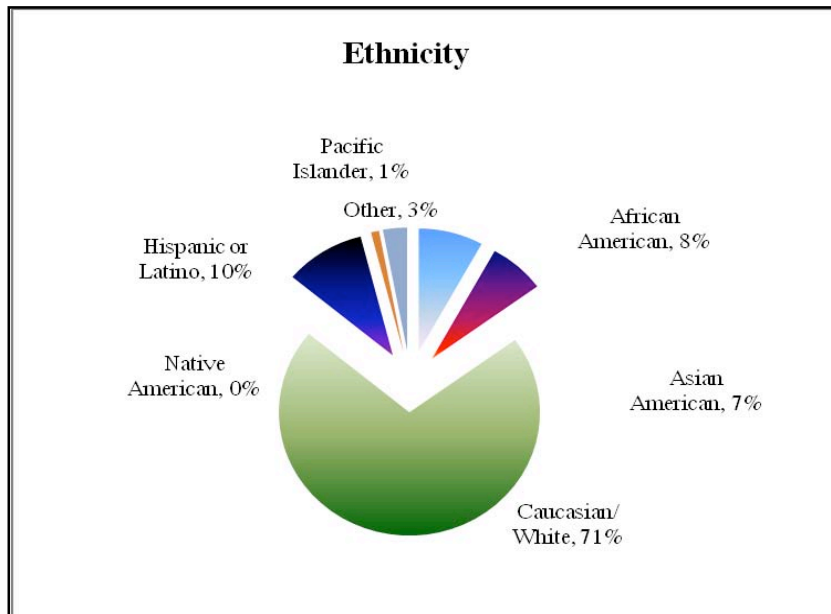
Females accounted for 76 percent of the respondents to the survey.

		Count	Percentage
What is your gender?	Male	249	24%
	Female	798	76%
	Total	1,047	100%

Ethnicity

Caucasians/Whites accounted for 71 percent of the respondents providing their ethnicity, with Hispanic or Latinos comprising the next largest group, with 10 percent.

		Count	Percentage
Which of the following best describes your ethnic background?	African American	79	8%
	Asian American	69	7%
	Caucasian/White	728	71%
	Hispanic or Latino	104	10%
	Native American	1	0%
	Pacific Islander	12	1%
	Other	31	3%
	Total	1,024	100%



Religious Affiliation

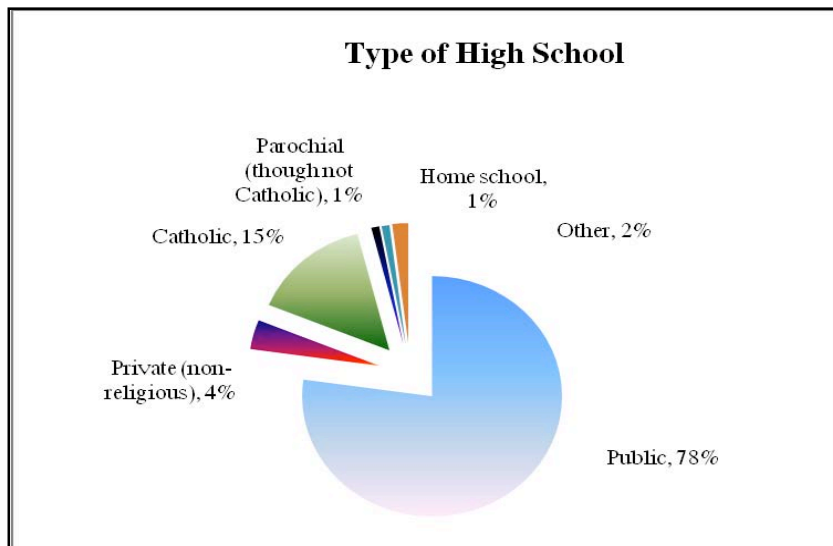
Catholics comprised 42 percent of the respondents who provided their religious affiliation, distantly followed by Baptists at nine percent. Sixteen percent said they had no religious affiliation and 18 percent said “Other.”

		Count	Percentage
What is your religious affiliation?	Baptist	86	9%
	Catholic	420	42%
	Episcopal	11	1%
	Evangelical	20	2%
	Jewish	14	1%
	Lutheran	56	6%
	Muslim	5	1%
	Presbyterian	46	5%
	Other	184	18%
	No religious affiliation	156	16%
	Total	998	100%

Type of High School Attended

Over three-fourths of the respondents attend a public school, with an additional 15 percent attending Catholic schools.

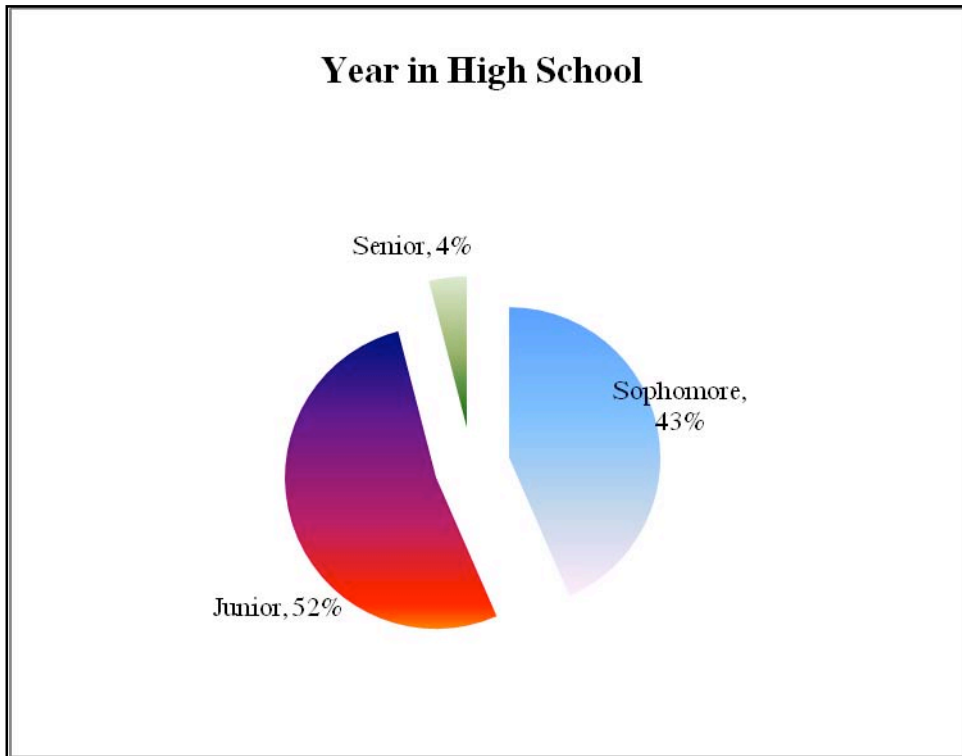
		Count	Percentage
What type of high school do you attend?	Public	826	78%
	Private (non-religious)	39	4%
	Catholic	160	15%
	Parochial (though not Catholic)	15	1%
	Home school	8	1%
	Other	17	2%
	Total	1,065	100%



Year in High School

Sophomores represented 43 percent of the respondents, while juniors represented 52 percent.

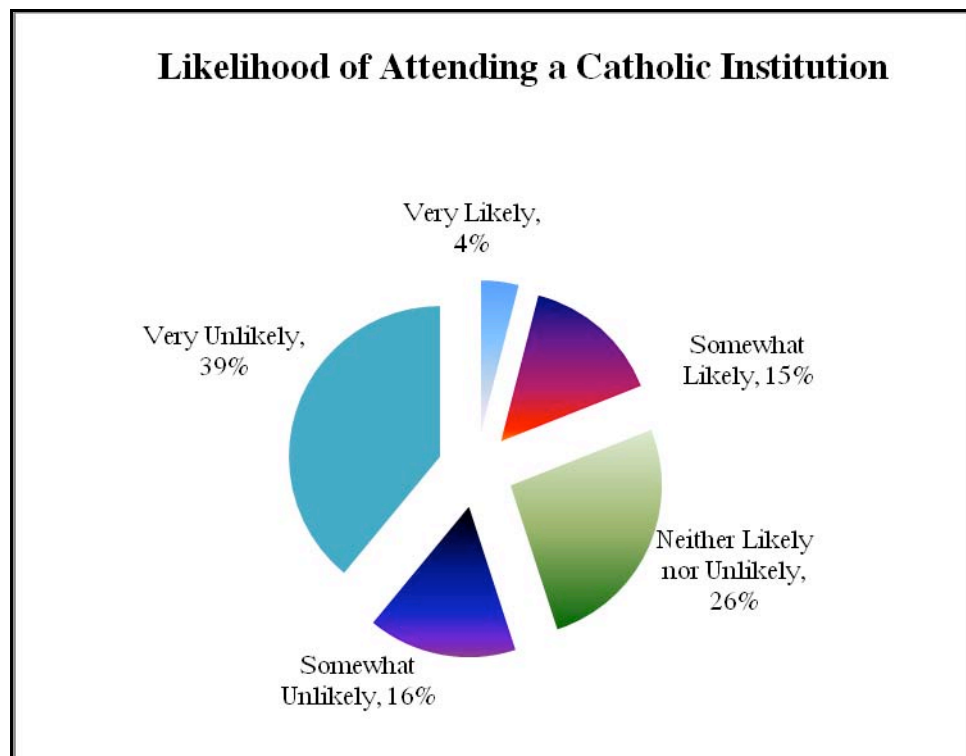
		Count	Percentage
What year of high school did/will you complete in the spring of 2008?	Sophomore	465	43%
	Junior	561	52%
	Senior	40	4%
	Other	3	0%
	Total	1,069	100%



Likelihood of Attending a Catholic Institution

About one in five said they are Somewhat/Very Likely to attend a Catholic institution. Fifty-five percent said they are Very/Somewhat Unlikely to attend.

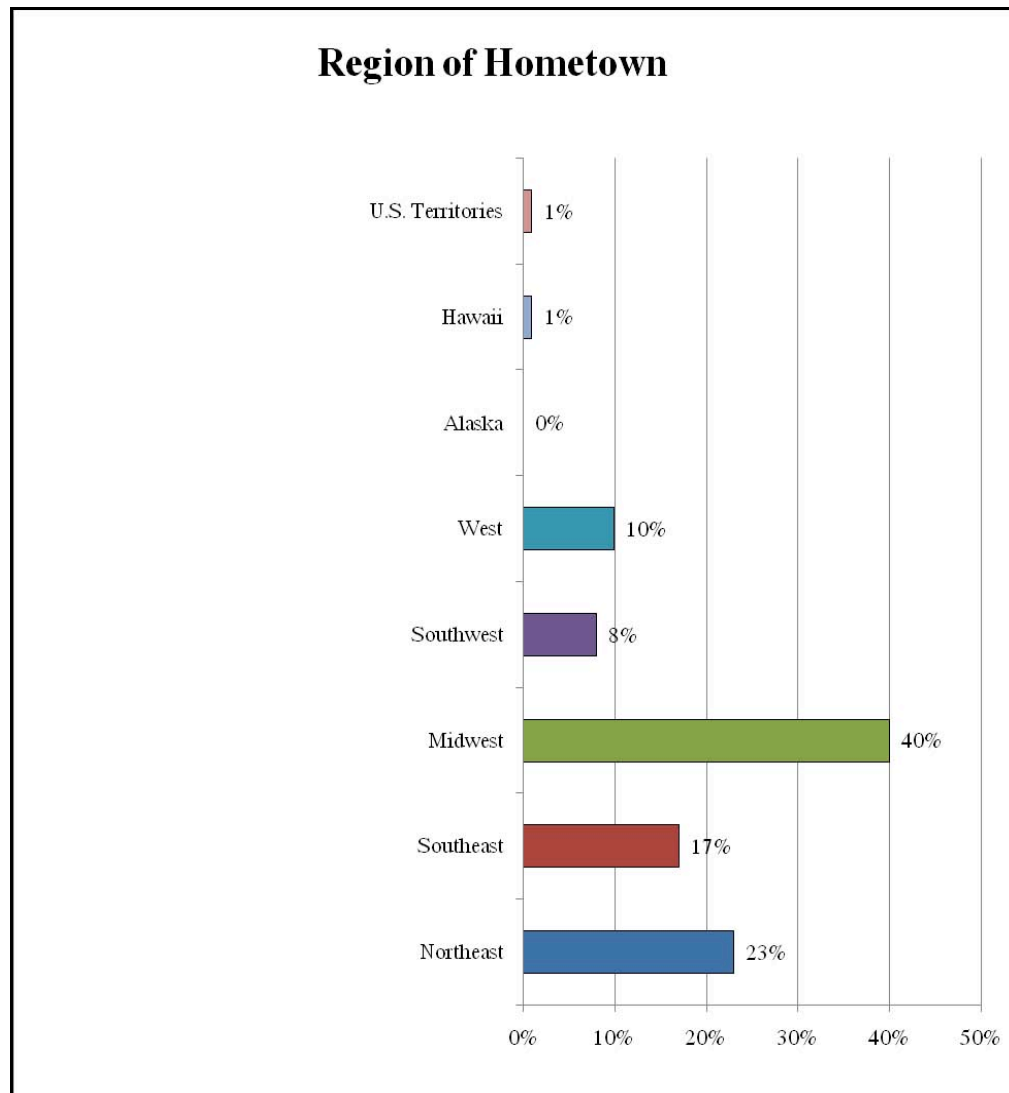
		Count	Percentage
At this time, how likely is it that you might attend a Catholic institution?	Very Likely	40	4%
	Somewhat Likely	161	15%
	Neither Likely nor Unlikely	280	26%
	Somewhat Unlikely	171	16%
	Very Unlikely	419	39%
	Total	1,071	100%



Region of Hometown

The greatest percentage of students were from the Midwest (40 percent), followed by the Northeast (23 percent).

		Count	Percentage
In which region of the country is your hometown?	Northeast	249	23%
	Southeast	180	17%
	Midwest	425	40%
	Southwest	85	8%
	West	110	10%
	Alaska	1	0%
	Hawaii	7	1%
	U.S. Territories	9	1%
	Total	1,066	100%



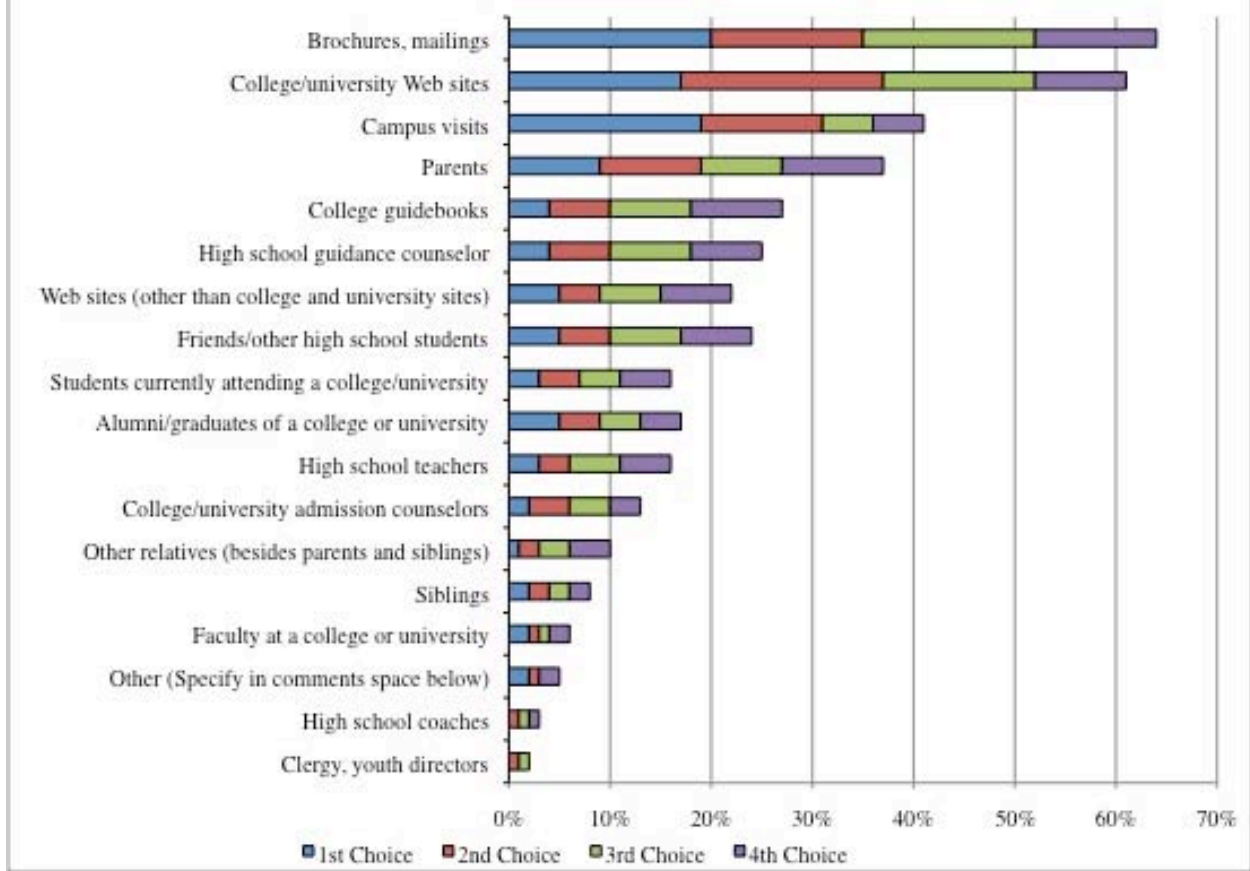
COLLEGE SELECTION PROCESS

Best Sources of Information

Respondents were asked to select their four top choices as to the best sources of information that have helped them learn about colleges and universities. Brochures/mailings are the first choice, followed closely by the Web sites of colleges and universities. Other sources are quite a bit further behind.

	1st Choice	2nd Choice	3rd Choice	4th Choice	Total
Alumni/graduates of a college or university	5%	4%	4%	4%	17%
Faculty at a college or university	2%	1%	1%	2%	6%
Campus visits	19%	12%	5%	5%	42%
College/university admission counselors	2%	4%	4%	3%	13%
Brochures, mailings	20%	15%	17%	12%	64%
College/university Web sites	17%	20%	15%	9%	60%
Friends/other high school students	5%	5%	7%	7%	23%
College guidebooks	4%	6%	8%	9%	26%
High school guidance counselor	4%	6%	8%	7%	25%
High school teachers	3%	3%	5%	5%	16%
High school coaches	0%	1%	1%	1%	3%
Parents	9%	10%	8%	10%	37%
Siblings	2%	2%	2%	2%	8%
Other relatives (besides parents and siblings)	1%	2%	3%	4%	10%
Students currently attending a college/university	3%	4%	4%	5%	17%
Web sites (other than college and university sites)	5%	4%	6%	7%	23%
Clergy, youth directors	0%	1%	1%	0%	2%
Other	2%	1%	0%	2%	5%

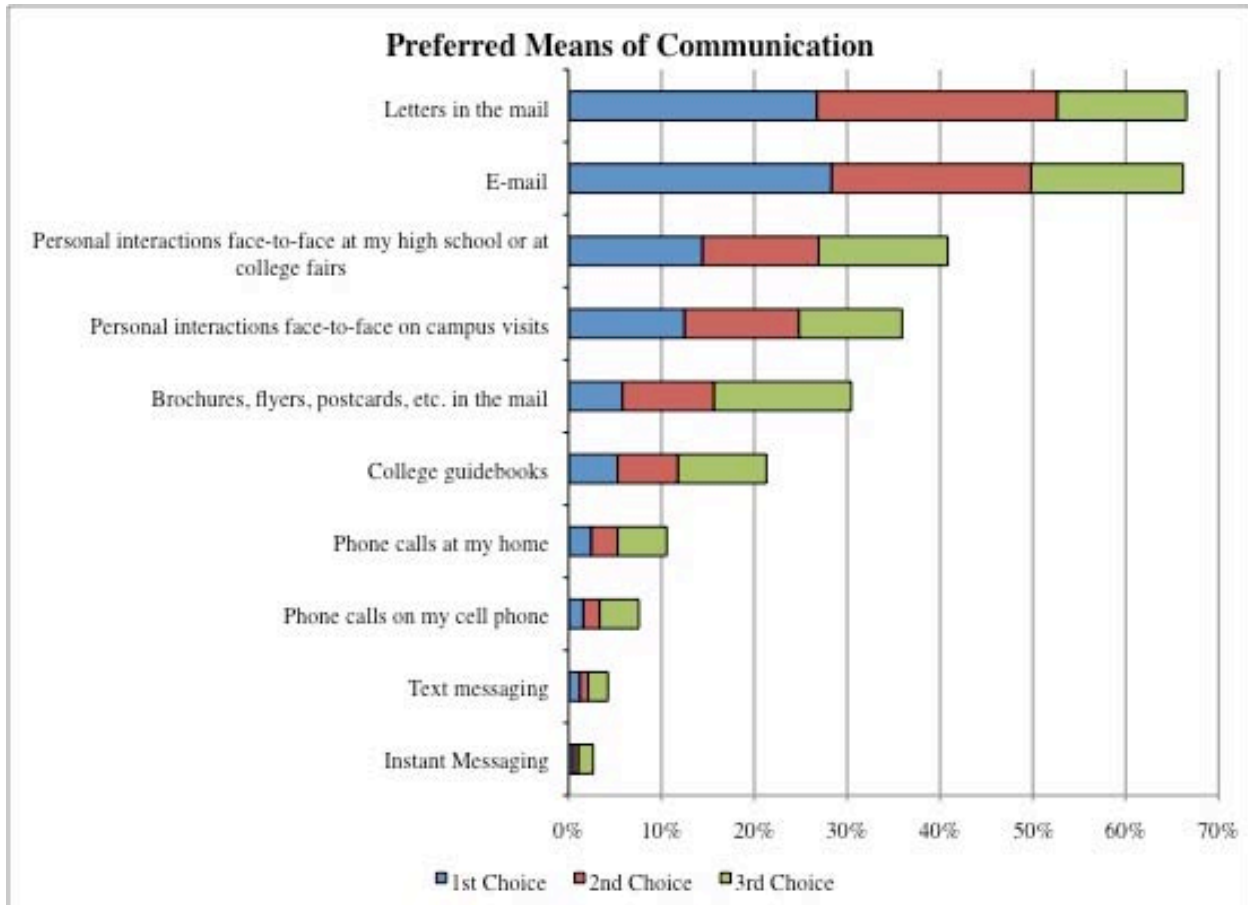
Best Sources of Information About Colleges and Universities



Preferred Means of Communication

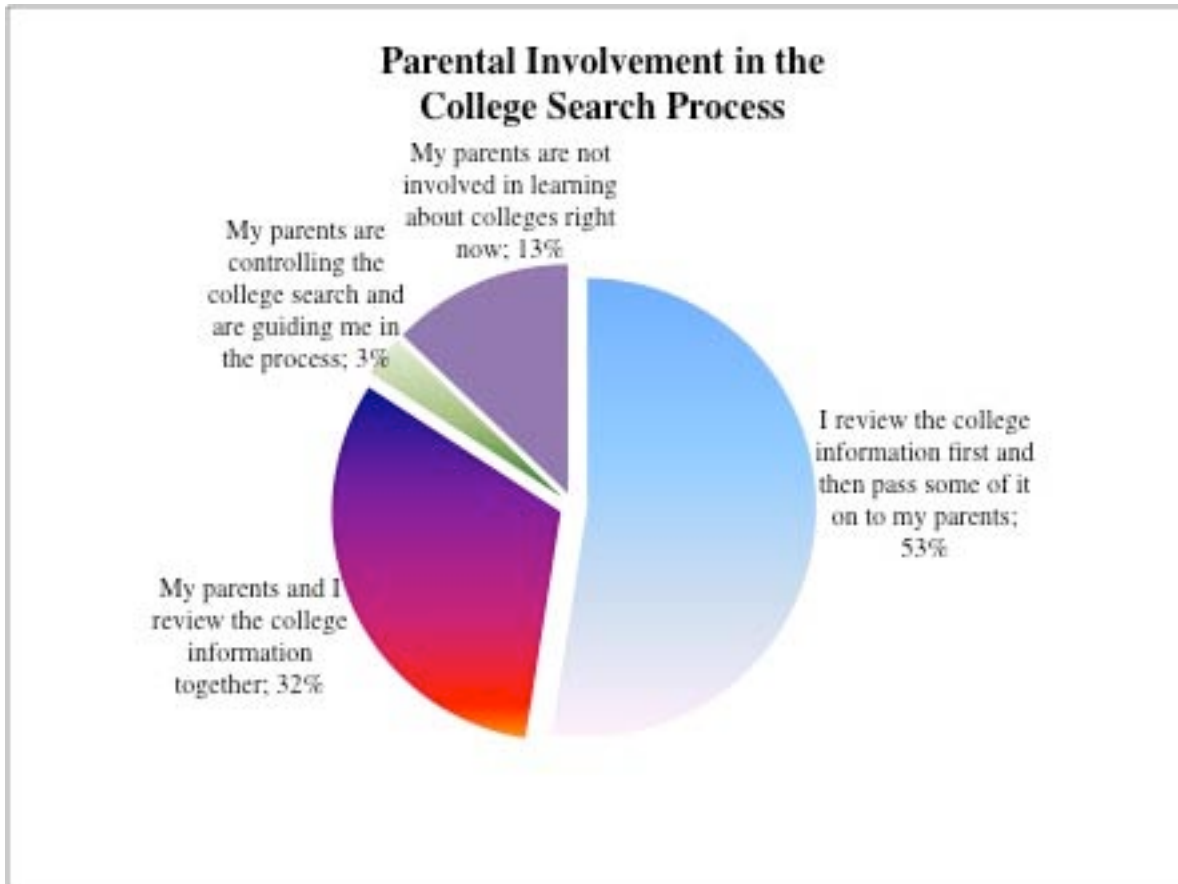
Respondents would prefer that colleges/universities communicate with them via letters in the mail and e-mail. Personal interactions on campus were preferred next.

	1st Choice	2nd Choice	3rd Choice	Total
E-mail	28%	21%	16%	66%
Letters in the mail	27%	26%	14%	67%
College guidebooks	5%	7%	10%	21%
Phone calls at my home	2%	3%	5%	11%
Phone calls on my cell phone	2%	2%	4%	8%
Brochures, flyers, postcards, etc. in the mail	6%	10%	15%	30%
Instant Messaging	1%	1%	2%	3%
Text messaging	1%	1%	2%	4%
Personal interactions face-to-face at my high school or at college fairs	14%	13%	14%	41%
Personal interactions face-to-face on campus visits	13%	12%	11%	36%



Parental Involvement in the College Search Process

A little over half of the prospective students (53 percent) indicated they reviewed information about colleges themselves and then passed it on to their parents. Another 32 percent said they reviewed the information together with their parents.



Importance of Attributes in Considering a College/University

Prospective students were asked to evaluate a number of attributes as to how important they are in considering an institution. They were asked to rate each attribute as to whether it is Very Important, Somewhat Important, Neither Important nor Unimportant, Somewhat Unimportant, or Not at All Important. To facilitate making comparisons between variables and prospective student demographics, the semantic scale was converted to a numeric scale where a 1 is Very Unimportant (lowest) and a 5 is Very Important (highest).

The *most important* attributes were³:

- Institution offers my major/program of interest
- A safe campus environment
- Institution has good academic facilities and equipment
- I can see myself at the institution
- Strong reputation in my academic major of interest
- Strong overall academic reputation
- Institution will prepare me for employment after graduation

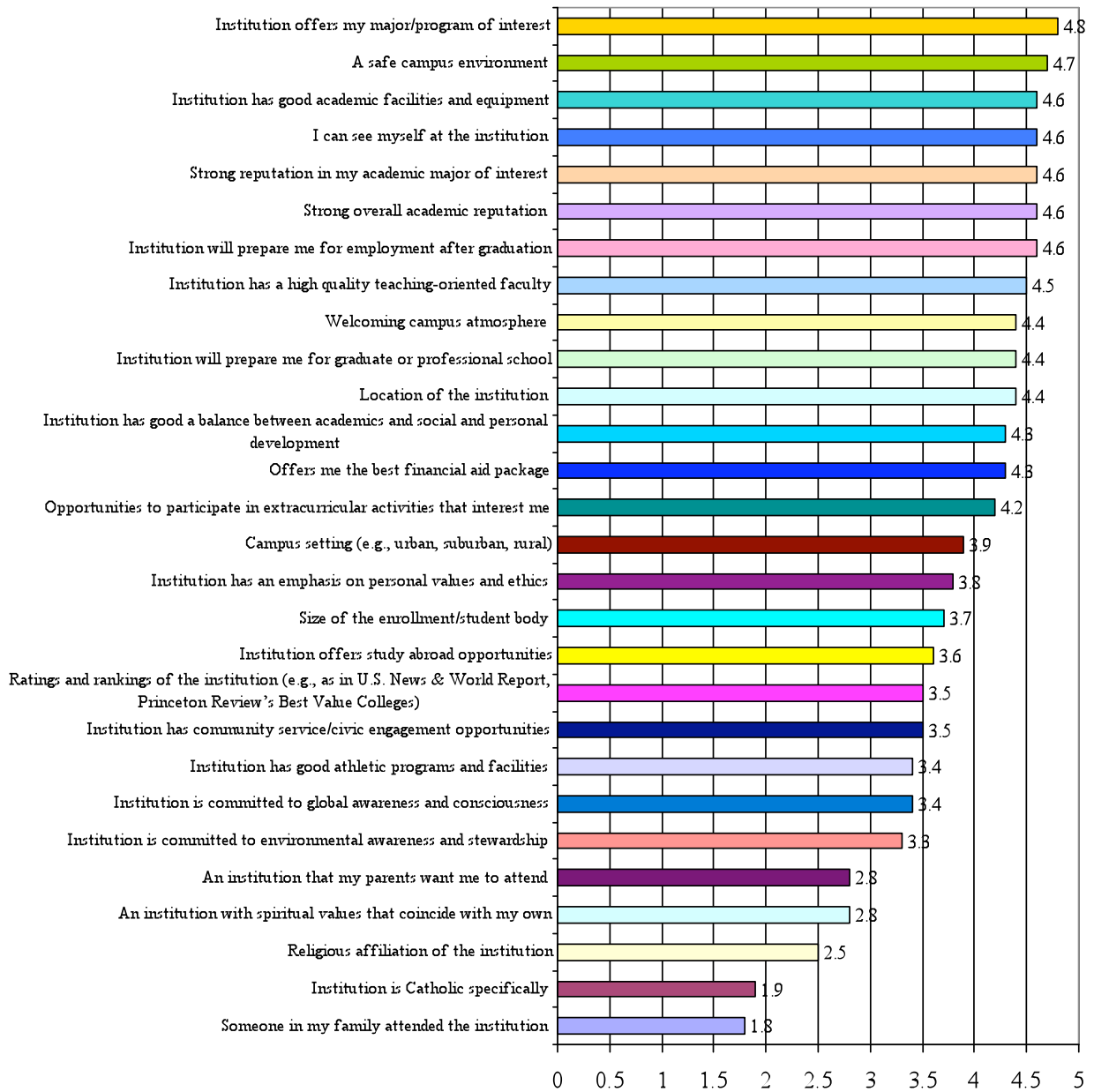
Only .2 point separated these top seven attributes.

The *least important* attributes were:

- Someone in my family attended the institution
- Institution is Catholic specifically
- Religious affiliation of the institution
- An institution with spiritual values that coincide with my own
- An institution that my parents want me to attend

³ The most important attributes are listed in descending order of importance. The least important attributes are listed in ascending order of importance.

Importance of Attributes in Considering a College/University
(Mean score on 1-5 scale)



Comparison to Values that Matter Alumni Study

- Fifty-nine percent of alumni said they personally benefited from a safe campus environment in college. Ninety-five percent of prospective students said it was very important to them to have a safe campus environment.
- Eighty-three percent of alumni had frequent interaction with students with similar values, and 75 percent of alumni experienced an integration of values and ethics in classroom discussions. Eighty-nine percent of prospective students said it was important to them to attend an institution with a good balance between academics and social and personal development. Seventy-three percent of prospective students said it was important to them to attend an institution with an emphasis on personal values and ethics.
- Eighty-one percent of alumni said they personally benefited from their college offering a majority of classes taught by professors. Ninety-two percent of prospective students said it was important to them to attend an institution that has a high quality teaching-oriented faculty.

Demographic Segmentation of Importance Ratings

The following tables are the segmentation of the importance ratings by the demographic variables of the respondents. To aid in spotting differences, the highest two ratings and ties in each column are highlighted in cyan. The lowest two scores are highlighted in yellow. In some cases where findings are particularly noteworthy, we have provided summary statements to highlight the findings.

Gender and Religious Affiliation

Females were more likely to give higher importance scores overall. They were more interested in a safe campus environment, social/international emphasis, and a welcoming atmosphere. Those without a religious affiliation were more likely to give lower importance scores overall.

	Gender		Religious Affiliation			
	Male	Female	Catholic	Protestant	Non-Christian/Other	No Affiliation
Size of the enrollment/student body	3.5	3.8	3.7	3.8	3.7	3.7
Location of the institution	4.3	4.4	4.4	4.4	4.2	4.3
Religious affiliation of the institution	2.5	2.6	2.5	2.9	2.7	1.9
Institution is Catholic specifically	1.9	1.9	2.3	1.6	1.5	1.4
Institution will prepare me for employment after graduation	4.5	4.6	4.7	4.5	4.6	4.4
Institution will prepare me for graduate or professional school	4.4	4.4	4.5	4.3	4.4	4.3
Strong overall academic reputation	4.6	4.6	4.6	4.6	4.6	4.5
Strong reputation in my academic major of interest	4.6	4.7	4.7	4.7	4.6	4.6
Opportunities to participate in extracurricular activities that interest me	4.2	4.2	4.2	4.2	4.1	4.0
An institution with spiritual values that coincide with my own	2.8	2.8	2.9	3.2	2.9	2.0

	Gender		Religious Affiliation			
	Male	Female	Catholic	Protestant	Non-Christian/Other	No Affiliation
An institution that my parents want me to attend	2.7	2.8	2.8	2.8	2.9	2.6
Offers me the best financial aid package	4.2	4.3	4.3	4.3	4.4	4.2
I can see myself at the institution	4.4	4.7	4.7	4.6	4.6	4.4
Someone in my family attended the institution	1.9	1.8	1.8	2.0	1.8	1.6
Institution offers my major/program of interest	4.8	4.9	4.9	4.8	4.8	4.7
Welcoming campus atmosphere	4.3	4.5	4.5	4.4	4.4	4.3
Institution has community service/civic engagement opportunities	3.3	3.5	3.5	3.6	3.5	3.2
Institution has a high quality teaching-oriented faculty	4.4	4.5	4.5	4.5	4.5	4.3
Institution has an emphasis on personal values and ethics	3.8	3.8	3.9	4.0	3.8	3.4
Ratings and rankings of the institution (e.g., as in <i>U.S. News & World Report</i> , Princeton Review's <i>Best Value Colleges</i>)	3.6	3.4	3.5	3.4	3.5	3.3
Institution offers study abroad opportunities	3.3	3.7	3.5	3.7	3.6	3.6
Institution is committed to environmental awareness and stewardship	3.0	3.3	3.2	3.3	3.2	3.4
Institution is committed to global awareness and consciousness	3.2	3.5	3.3	3.5	3.4	3.5
Institution has good academic facilities and equipment	4.6	4.6	4.6	4.5	4.5	4.6
Institution has good athletic programs and facilities	3.6	3.3	3.5	3.4	3.1	3.2
Institution has good a balance between academics and social and personal development	4.3	4.3	4.4	4.3	4.3	4.2
A safe campus environment	4.5	4.7	4.7	4.7	4.7	4.4
Campus setting (e.g., urban, suburban, rural)	3.9	4.0	4.0	4.0	3.8	3.8

Type of High School and Likelihood of Attending a Catholic Institution

	Type of High School Attended				Likelihood of Attending a Catholic Institution		
	Public	Private (non-religious)	Catholic	Other	Very/Somewhat Likely	Neither Likely nor Unlikely	Very/Somewhat Unlikely
Size of the enrollment/student body	3.7	3.7	4.0	3.8	3.9	3.7	3.6
Location of the institution	4.4	4.1	4.4	4.2	4.4	4.3	4.3
Religious affiliation of the institution	2.5	2.5	2.8	2.7	3.0	2.4	2.5
Institution is Catholic specifically	1.8	1.8	2.3	1.8	2.7	1.9	1.5
Institution will prepare me for employment after graduation	4.6	4.5	4.8	4.4	4.7	4.6	4.6
Institution will prepare me for graduate or professional school	4.4	4.5	4.5	4.3	4.5	4.4	4.4
Strong overall academic reputation	4.6	4.7	4.6	4.5	4.6	4.6	4.6
Strong reputation in my academic major of interest	4.7	4.6	4.6	4.6	4.7	4.6	4.6
Opportunities to participate in extracurricular activities that interest me	4.1	4.2	4.3	4.1	4.2	4.2	4.1
An institution with spiritual values that coincide with my own	2.7	2.7	3.0	3.4	3.2	2.8	2.6
An institution that my parents want me to attend	2.7	2.7	3.0	2.7	2.8	2.8	2.7
Offers me the best financial aid package	4.3	4.2	4.2	4.5	4.4	4.3	4.3
I can see myself at the institution	4.6	4.4	4.7	4.5	4.7	4.6	4.6
Someone in my family attended the institution	1.8	1.6	2.0	2.0	2.0	1.7	1.8
Institution offers my major/program of interest	4.8	4.6	4.8	4.7	4.8	4.8	4.8
Welcoming campus atmosphere	4.4	4.4	4.5	4.3	4.6	4.4	4.4

	Type of High School Attended				Likelihood of Attending a Catholic Institution		
	Public	Private (non- religious)	Catholic	Other	Very/Somewhat Likely	Neither Likely nor Unlikely	Very/Somewhat Unlikely
Institution has community service/ civic engagement opportunities	3.5	3.6	3.6	3.3	3.7	3.5	3.4
Institution has a high quality teaching-oriented faculty	4.5	4.8	4.4	4.0	4.5	4.5	4.4
Institution has an emphasis on personal values and ethics	3.8	3.9	4.0	3.8	4.1	3.9	3.7
Ratings and rankings of the institution (e.g., as in <i>U.S. News & World Report</i> , Princeton Review's <i>Best Value Colleges</i>)	3.5	3.8	3.5	3.2	3.5	3.6	3.4
Institution offers study abroad opportunities	3.6	3.8	3.6	3.4	3.6	3.6	3.6
Institution is committed to environmental awareness and stewardship	3.3	3.4	3.2	3.1	3.4	3.1	3.3
Institution is committed to global awareness and consciousness	3.4	3.5	3.4	3.2	3.5	3.3	3.4
Institution has good academic facilities and equipment	4.5	4.7	4.5	4.6	4.6	4.5	4.6
Institution has good athletic programs and facilities	3.3	3.6	3.5	2.9	3.6	3.3	3.3
Institution has good a balance between academics and social and personal development	4.3	4.5	4.5	3.9	4.4	4.3	4.3
A safe campus environment	4.7	4.5	4.7	4.6	4.8	4.7	4.6
Campus setting (e.g., urban, suburban, rural)	3.9	4.0	4.0	4.0	4.1	3.9	3.9

Region of Hometown and Year in High School

There are not many differences between importance ratings segmented by Region of Hometown or Year in High School.

	Region of Hometown						Year in High School	
	Northeast	Southeast	Midwest	Southwest	West	Non-Continental U.S.	Sophomore	Junior
Size of the enrollment/ student body	3.9	3.7	3.7	3.7	3.6	3.9	3.7	3.7
Location of the institution	4.5	4.3	4.3	4.3	4.4	4.4	4.3	4.4
Religious affiliation of the institution	2.4	2.7	2.6	2.6	2.7	2.1	2.7	2.4
Institution is Catholic specifically	1.9	1.8	1.9	1.8	2.0	1.3	2.0	1.8
Institution will prepare me for employment after graduation	4.5	4.5	4.7	4.7	4.5	4.3	4.6	4.6
Institution will prepare me for graduate or professional school	4.3	4.4	4.4	4.6	4.4	4.7	4.4	4.4
Strong overall academic reputation	4.5	4.6	4.6	4.8	4.5	4.5	4.6	4.5
Strong reputation in my academic major of interest	4.7	4.7	4.6	4.8	4.5	4.7	4.6	4.6
Opportunities to participate in extracurricular activities that interest me	4.2	4.2	4.1	4.3	4.1	4.3	4.2	4.1
An institution with spiritual values that coincide with my own	2.7	2.9	2.8	2.8	2.7	2.6	3.0	2.7
An institution that my parents want me to attend	2.9	2.7	2.8	2.9	2.6	2.6	2.8	2.7
Offers me the best financial aid package	4.3	4.4	4.2	4.3	4.4	4.4	4.3	4.3
I can see myself at the institution	4.6	4.7	4.6	4.5	4.6	4.2	4.6	4.7

	Region of Hometown						Year in High School	
	Northeast	Southeast	Midwest	Southwest	West	Non-Continental U.S.	Sophomore	Junior
Someone in my family attended the institution	1.8	1.9	1.8	1.9	1.8	1.9	1.9	1.8
Institution offers my major/program of interest	4.8	4.9	4.8	4.9	4.8	4.6	4.8	4.8
Welcoming campus atmosphere	4.4	4.5	4.4	4.4	4.4	4.2	4.4	4.4
Institution has community service/civic engagement opportunities	3.4	3.7	3.5	3.5	3.6	3.4	3.5	3.5
Institution has a high quality teaching-oriented faculty	4.3	4.5	4.5	4.6	4.5	4.5	4.5	4.4
Institution has an emphasis on personal values and ethics	3.8	4.1	3.8	3.8	3.6	3.7	4.0	3.7
Ratings and rankings of the institution (e.g., as in <i>U.S. News & World Report</i> , Princeton Review's <i>Best Value Colleges</i>)	3.4	3.5	3.4	3.7	3.7	3.6	3.5	3.4
Institution offers study abroad opportunities	3.6	3.5	3.5	3.7	3.6	3.8	3.6	3.6
Institution is committed to environmental awareness and stewardship	3.2	3.4	3.2	3.0	3.4	3.9	3.3	3.2
Institution is committed to global awareness and consciousness	3.4	3.6	3.3	3.2	3.6	4.1	3.5	3.4
Institution has good academic facilities and equipment	4.5	4.7	4.5	4.6	4.6	4.7	4.6	4.5

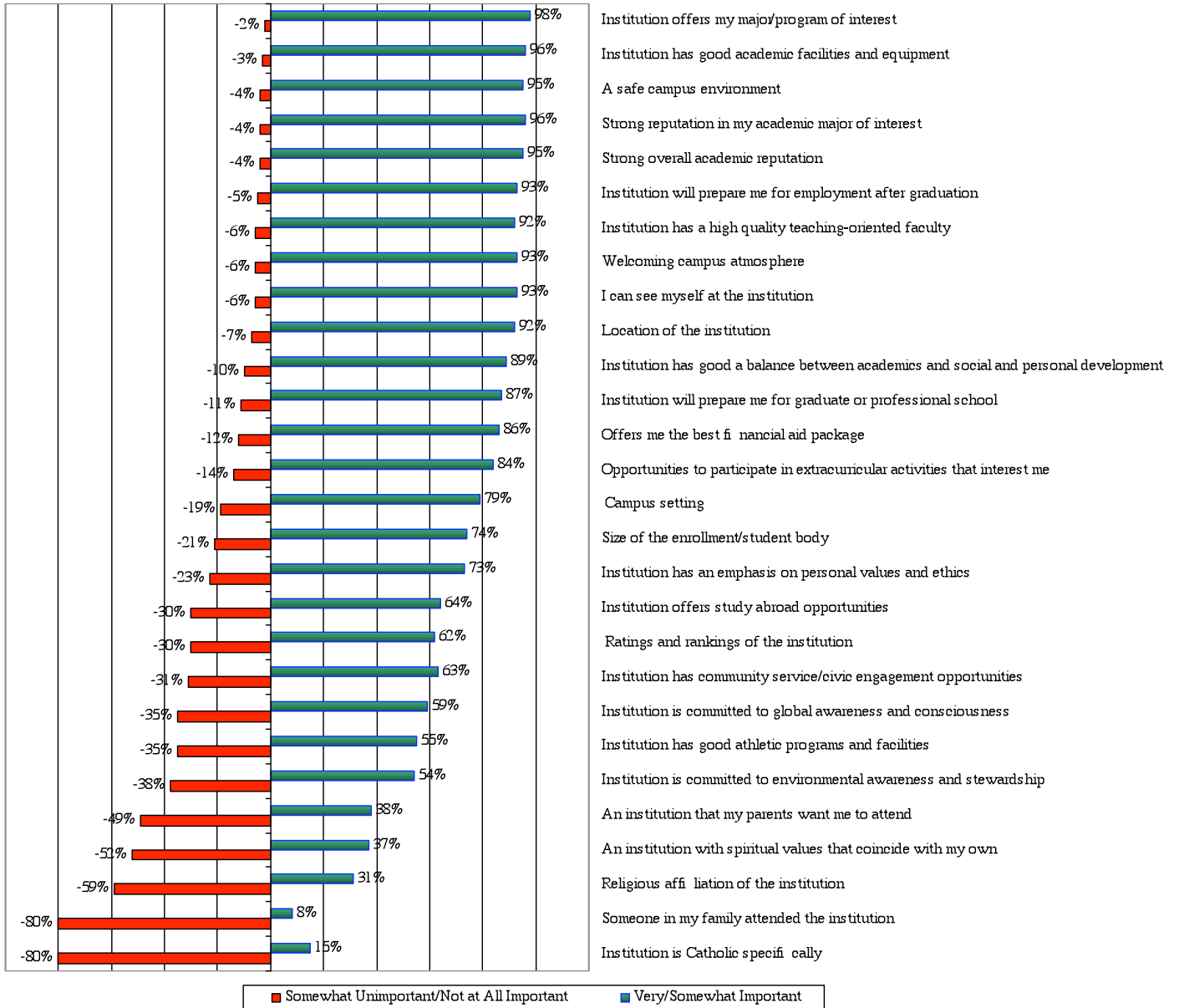
	Region of Hometown						Year in High School	
	Northeast	Southeast	Midwest	Southwest	West	Non-Continental U.S.	Sophomore	Junior
Institution has good athletic programs and facilities	3.3	3.4	3.4	3.4	3.3	3.1	3.4	3.3
Institution has good a balance between academics and social and personal development	4.3	4.3	4.3	4.5	4.4	3.9	4.3	4.3
A safe campus environment	4.6	4.8	4.6	4.7	4.6	4.5	4.7	4.6
Campus setting (e.g., urban, suburban, rural)	4.1	3.9	3.8	3.8	4.0	4.2	4.0	3.9

Importance of Attributes: Semantic Scale

The following table shows the attribute importance ratings using the semantic scale.

	Not at All Important	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important	Total
	Percentage					
Size of the enrollment/student body	2%	19%	4%	52%	22%	100%
Location of the institution	1%	6%	1%	41%	51%	100%
Religious affiliation of the institution	25%	34%	11%	23%	8%	100%
Institution is Catholic specifically	49%	31%	6%	12%	3%	100%
Institution will prepare me for employment after graduation	0%	5%	1%	21%	72%	100%
Institution will prepare me for graduate or professional school	1%	10%	2%	23%	64%	100%
Strong overall academic reputation	0%	4%	0%	29%	66%	100%
Strong reputation in my academic major of interest	0%	4%	0%	24%	72%	100%
Opportunities to participate in extracurricular activities that interest me	1%	13%	2%	38%	46%	100%
An institution with spiritual values that coincide with my own	18%	34%	11%	23%	14%	100%
An institution that my parents want me to attend	18%	31%	13%	31%	7%	100%
Offers me the best financial aid package	1%	11%	3%	29%	57%	100%
I can see myself at the institution	1%	5%	1%	20%	73%	100%
Someone in my family attended the institution	46%	34%	12%	5%	3%	100%
Institution offers my major/program of interest	0%	2%	0%	11%	87%	100%
Welcoming campus atmosphere	0%	6%	0%	37%	56%	100%
Institution has community service/civic engagement opportunities	3%	28%	6%	43%	20%	100%
Institution has a high quality teaching-oriented faculty	0%	6%	1%	32%	60%	100%
Institution has an emphasis on personal values and ethics	2%	21%	3%	38%	35%	100%
Ratings and rankings of the institution (e.g., as in <i>U.S. News & World Report</i> , <i>Princeton Review's Best Value Colleges</i>)	4%	26%	8%	43%	19%	100%
Institution offers study abroad opportunities	5%	25%	6%	33%	31%	100%
Institution is committed to environmental awareness and stewardship	4%	34%	8%	38%	16%	100%
Institution is committed to global awareness and consciousness	4%	31%	7%	40%	19%	100%
Institution has good academic facilities and equipment	0%	3%	1%	31%	65%	100%
Institution has good athletic programs and facilities	8%	27%	9%	31%	24%	100%
Institution has good a balance between academics and social and personal development	1%	9%	1%	37%	52%	100%
A safe campus environment	0%	4%	1%	19%	76%	100%
Campus setting (e.g., urban, suburban, rural)	2%	17%	2%	41%	38%	100%

Importance of Attributes in Considering a College/University
% Very/Somewhat Important vs. Somewhat Unimportant/Not at All Important



Importance of Transferable Skills & Qualities to be Obtained from a College Education

Respondents were asked to evaluate a number of transferable skills and qualities that they might seek from obtaining a college education. They were asked to rate each skill or quality as to whether it was Extremely Important, Very Important, Somewhat Important, Slightly Important, or Not at All Important. To facilitate making comparisons between variables and respondent demographics, the semantic scale was converted to a numeric scale where a 1 is Not at All Important (lowest) and a 5 is Extremely Important (highest).

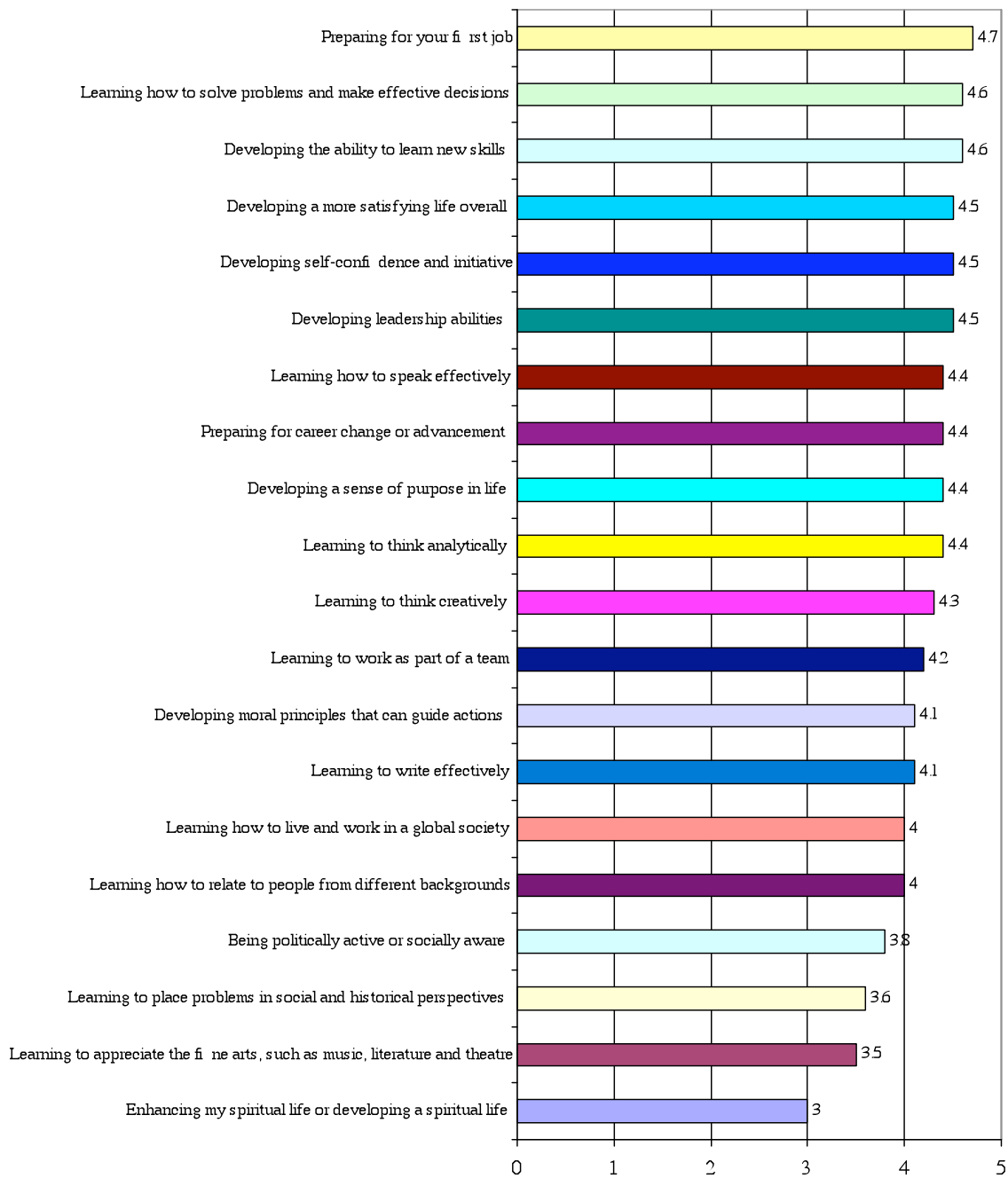
The *most important* transferable skills and qualities were:

- Preparing for your first job
- Learning how to solve problems and make effective decisions
- Developing the ability to learn new skills
- Developing a more satisfying life overall
- Developing self-confidence and initiative
- Developing leadership abilities

The *least important* transferable skills and qualities were:

- Enhancing my spiritual life or developing a spiritual life
- Learning to appreciate the fine arts, such as music, literature and theatre
- Learning to place problems in social and historical perspectives
- Being politically active or socially aware
- Learning how to relate to people from different backgrounds
- Learning how to live and work in a global society

Importance of Transferable Skills and Qualities to be Obtained from a College Education



Comparison to Values that Matter Alumni Study

- Eighty percent of alumni said their college was effective in helping them to develop writing skills. Eighty-eight percent of prospective students said it was important to them to learn how to write effectively.
- Seventy-four percent of alumni said their college experience frequently included extensive classroom discussion. Eighty-one percent of prospective students said it was important to them to learn to work as part of a team.
- Seventy percent of alumni said their college was effective in helping them to develop leadership skills. Eighty-nine percent of prospective students said it was important to them to develop leadership abilities.
- Sixty-eight percent of alumni said their college was effective in helping them to develop their ability to relate to people of different backgrounds. Seventy-three percent of prospective students said it is important to them to learn how to relate to people of different backgrounds.
- Eighty percent of alumni said their college was effective in helping them to develop moral principles. Seventy-five percent of prospective students said it was important to them to develop moral principles that can guide actions.
- Seventy-three percent of alumni said their college was effective in helping them to develop a sense of purpose in life. Eighty-five percent of prospective students said it was important to them to develop a sense of purpose in life.
- Sixty-seven percent of alumni said their college was effective in helping them to develop political and social awareness. Sixty-five percent of prospective students said it was important to them to learn to be politically active or socially aware.

Importance of Transferable Skills & Qualities to be Obtained from a College Education by Demographic Segments

In some cases where findings are particularly noteworthy, we have provided summary statements to highlight the findings.

Gender and Religious Affiliation

Females were more likely to give higher ratings.

	Gender		Religious Affiliation			
	Male	Female	Catholic	Protestant	Non-Christian/Other	No Affiliation
Learning to write effectively	4.1	4.1	4.2	4.2	4.2	4.0
Learning to think analytically	4.5	4.4	4.4	4.4	4.3	4.4
Developing the ability to learn new skills	4.5	4.6	4.6	4.6	4.5	4.5
Learning to work as part of a team	4.2	4.2	4.3	4.2	4.2	4.1
Developing leadership abilities	4.4	4.5	4.5	4.5	4.4	4.3
Learning how to solve problems and make effective decisions	4.6	4.6	4.6	4.7	4.6	4.5
Learning to appreciate the fine arts, such as music, literature and theatre	3.3	3.6	3.5	3.5	3.7	3.5
Learning to place problems in social and historical perspectives	3.7	3.6	3.6	3.6	3.5	3.7
Learning how to relate to people from different backgrounds	3.9	4.1	4.0	4.1	4.0	4.0
Developing moral principles that can guide actions	3.9	4.1	4.1	4.3	4.1	3.7
Developing a sense of purpose in life	4.2	4.4	4.4	4.4	4.4	4.2
Preparing for your first job	4.5	4.7	4.7	4.7	4.6	4.5
Preparing for career change or advancement	4.3	4.4	4.4	4.3	4.3	4.3
Learning how to speak effectively	4.4	4.4	4.4	4.4	4.4	4.2
Being politically active or socially aware	3.7	3.9	3.8	3.9	3.8	3.9
Learning to think creatively	4.2	4.3	4.2	4.3	4.4	4.2
Developing self-confidence and initiative	4.4	4.6	4.6	4.5	4.6	4.4
Enhancing my spiritual life or developing a spiritual life	2.9	3.0	3.0	3.5	3.2	2.0
Learning how to live and work in a global society	3.9	4.1	4.1	4.1	4.0	3.9
Developing a more satisfying life overall	4.5	4.6	4.6	4.5	4.6	4.4

Type of High School Attended and Likelihood of Attending a Catholic Institution

Those more likely to attend a Catholic institution were more likely to score life purpose and spiritual goals higher.

	Type of High School Attended				Likelihood of Attending a Catholic Institution		
	Public	Private (non-religious)	Catholic	Other	Very/Somewhat Likely	Neither Likely nor Unlikely	Very/Somewhat Unlikely
Learning to write effectively	4.1	4.2	4.3	4.2	4.2	4.2	4.1
Learning to think analytically	4.4	4.5	4.5	4.3	4.5	4.4	4.4
Developing the ability to learn new skills	4.5	4.7	4.6	4.6	4.6	4.5	4.5
Learning to work as part of a team	4.2	4.2	4.3	4.2	4.2	4.2	4.2
Developing leadership abilities	4.5	4.4	4.5	4.2	4.5	4.5	4.4
Learning how to solve problems and make effective decisions	4.6	4.7	4.7	4.5	4.7	4.6	4.6
Learning to appreciate the fine arts, such as music, literature and theatre	3.5	3.6	3.5	3.8	3.5	3.7	3.5
Learning to place problems in social and historical perspectives	3.6	3.9	3.7	3.6	3.7	3.7	3.6
Learning how to relate to people from different backgrounds	4.0	4.2	4.1	4.0	4.2	4.1	4.0
Developing moral principles that can guide actions	4.1	4.2	4.2	4.0	4.3	4.2	4.0
Developing a sense of purpose in life	4.4	4.6	4.4	3.9	4.5	4.5	4.3
Preparing for your first job	4.7	4.7	4.7	4.6	4.7	4.7	4.6
Preparing for career change or advancement	4.4	4.5	4.3	4.1	4.4	4.4	4.3
Learning how to speak effectively	4.4	4.4	4.5	4.3	4.4	4.4	4.4
Being politically active or socially aware	3.8	3.8	3.9	3.9	4.0	3.8	3.8
Learning to think creatively	4.3	4.3	4.3	4.2	4.3	4.3	4.3
Developing self-confidence and initiative	4.5	4.6	4.6	4.4	4.5	4.6	4.5
Enhancing my spiritual life or developing a spiritual life	2.9	3.1	3.3	3.3	3.5	3.2	2.7
Learning how to live and work in a global society	4.0	4.2	4.2	4.0	4.1	4.1	4.0
Developing a more satisfying life overall	4.5	4.7	4.6	4.2	4.6	4.6	4.5

Region of Hometown and Year in High School

	Region of Hometown						Year in High School	
	Northeast	Southeast	Midwest	Southwest	West	Non-Continental U.S.	Sophomore	Junior
Learning to write effectively	4.1	4.2	4.1	4.1	4.2	4.3	4.2	4.1
Learning to think analytically	4.4	4.4	4.4	4.6	4.5	4.6	4.4	4.4
Developing the ability to learn new skills	4.5	4.6	4.6	4.6	4.6	4.7	4.6	4.5
Learning to work as part of a team	4.1	4.3	4.2	4.2	4.3	4.2	4.2	4.2
Developing leadership abilities	4.4	4.5	4.5	4.5	4.5	4.5	4.5	4.4
Learning how to solve problems and make effective decisions	4.5	4.7	4.6	4.7	4.7	4.8	4.6	4.6
Learning to appreciate the fine arts, such as music, literature and theatre	3.4	3.6	3.5	3.5	3.6	4.0	3.6	3.5
Learning to place problems in social and historical perspectives	3.6	3.6	3.6	3.7	3.9	3.8	3.6	3.6
Learning how to relate to people from different backgrounds	4.0	4.0	4.1	4.0	4.1	3.9	4.0	4.0
Developing moral principles that can guide actions	4.0	4.2	4.2	4.1	4.0	3.9	4.1	4.1
Developing a sense of purpose in life	4.3	4.4	4.4	4.3	4.4	4.3	4.4	4.4
Preparing for your first job	4.6	4.6	4.7	4.7	4.6	4.6	4.6	4.6
Preparing for career change or advancement	4.4	4.3	4.3	4.5	4.4	4.5	4.4	4.3
Learning how to speak effectively	4.4	4.4	4.4	4.3	4.5	4.7	4.4	4.4
Being politically active or socially aware	3.8	3.8	3.7	4.0	4.1	4.2	3.9	3.8

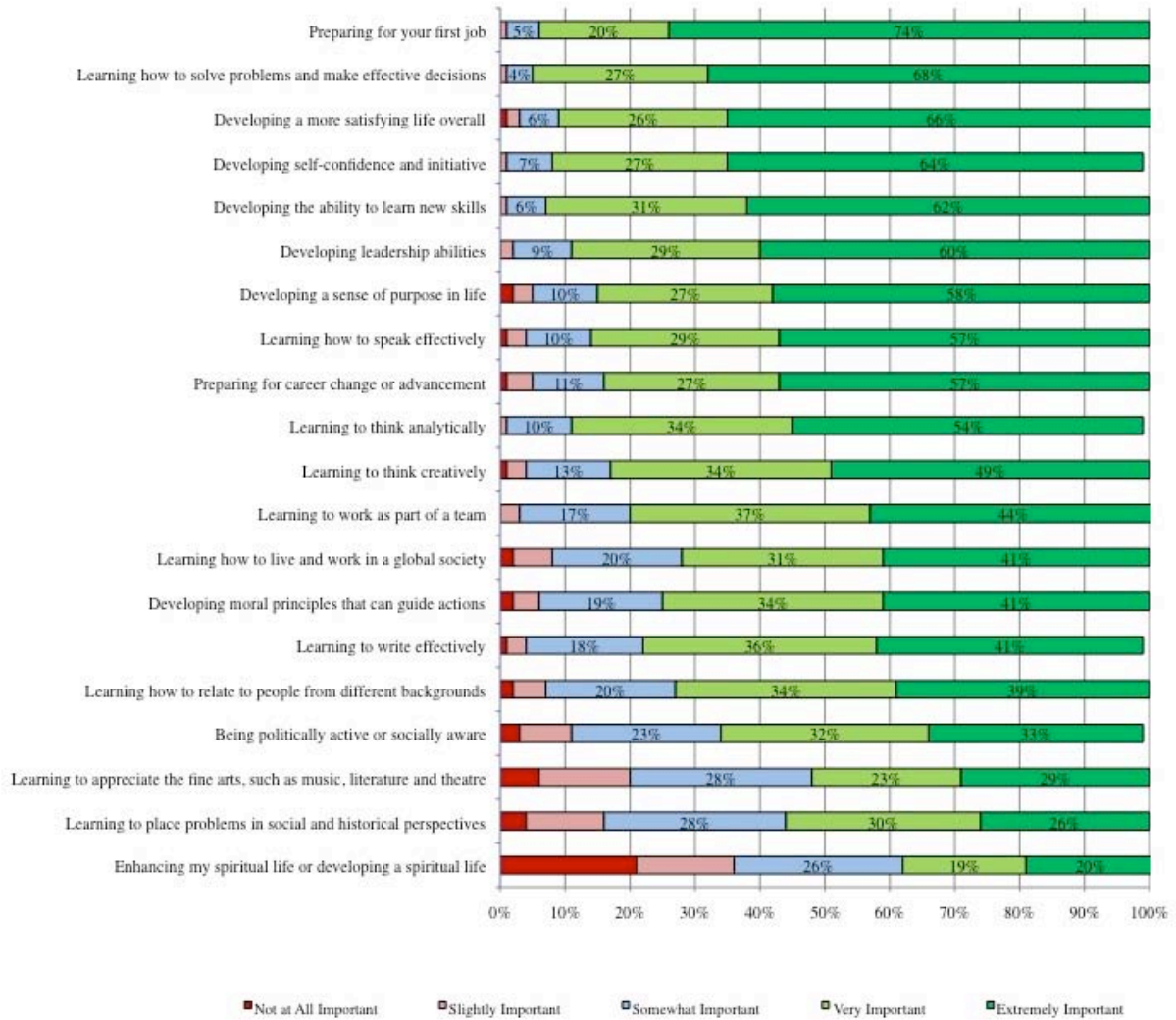
	Region of Hometown						Year in High School	
	Northeast	Southeast	Midwest	Southwest	West	Non-Continental U.S.	Sophomore	Junior
Learning to think creatively	4.3	4.3	4.2	4.2	4.4	4.4	4.3	4.3
Developing self-confidence and initiative	4.5	4.6	4.5	4.5	4.5	4.5	4.5	4.5
Enhancing my spiritual life or developing a spiritual life	2.8	3.2	3.0	2.9	2.9	2.9	3.1	3.0
Learning how to live and work in a global society	3.9	4.2	4.0	4.1	4.1	4.5	4.1	4.0
Developing a more satisfying life overall	4.5	4.6	4.5	4.6	4.5	4.3	4.5	4.5

Importance of Transferable Skills & Qualities to be Obtained from a College Education: Semantic Scale

The following table shows the importance ratings respondents gave for the transferable skills and qualities that could be obtained from a college education; these ratings used the semantic scale.

	Not at All Important	Slightly Important	Somewhat Important	Very Important	Extremely Important	Total
	Percentage					
Learning to write effectively	1%	3%	18%	36%	41%	100%
Learning to think analytically	0%	1%	10%	34%	54%	100%
Developing the ability to learn new skills	0%	1%	6%	31%	62%	100%
Learning to work as part of a team	0%	3%	17%	37%	44%	100%
Developing leadership abilities	0%	2%	9%	29%	60%	100%
Learning how to solve problems and make effective decisions	0%	1%	4%	27%	68%	100%
Learning to appreciate the fine arts, such as music, literature and theatre	6%	14%	28%	23%	29%	100%
Learning to place problems in social and historical perspectives	4%	12%	28%	30%	26%	100%
Learning how to relate to people from different backgrounds	2%	5%	20%	34%	39%	100%
Developing moral principles that can guide actions	2%	4%	19%	34%	41%	100%
Developing a sense of purpose in life	2%	3%	10%	27%	58%	100%
Preparing for your first job	0%	1%	5%	20%	74%	100%
Preparing for career change or advancement	1%	4%	11%	27%	57%	100%
Learning how to speak effectively	1%	3%	10%	29%	57%	100%
Being politically active or socially aware	3%	8%	23%	32%	33%	100%
Learning to think creatively	1%	3%	13%	34%	49%	100%
Developing self-confidence and initiative	0%	1%	7%	27%	64%	100%
Enhancing my spiritual life or developing a spiritual life	21%	15%	26%	19%	20%	100%
Learning how to live and work in a global society	2%	6%	20%	31%	41%	100%
Developing a more satisfying life overall	1%	2%	6%	26%	66%	100%

Importance of Transferable Skills and Qualities to be Obtained from a College Education



DESCRIPTORS OF CATHOLIC, OTHER PRIVATE, AND STATE COLLEGES & UNIVERSITIES

Prospective students were provided a list of words/phrases and asked if they described Catholic Colleges and Universities, Other Private Colleges and Universities, and State Colleges and Universities.

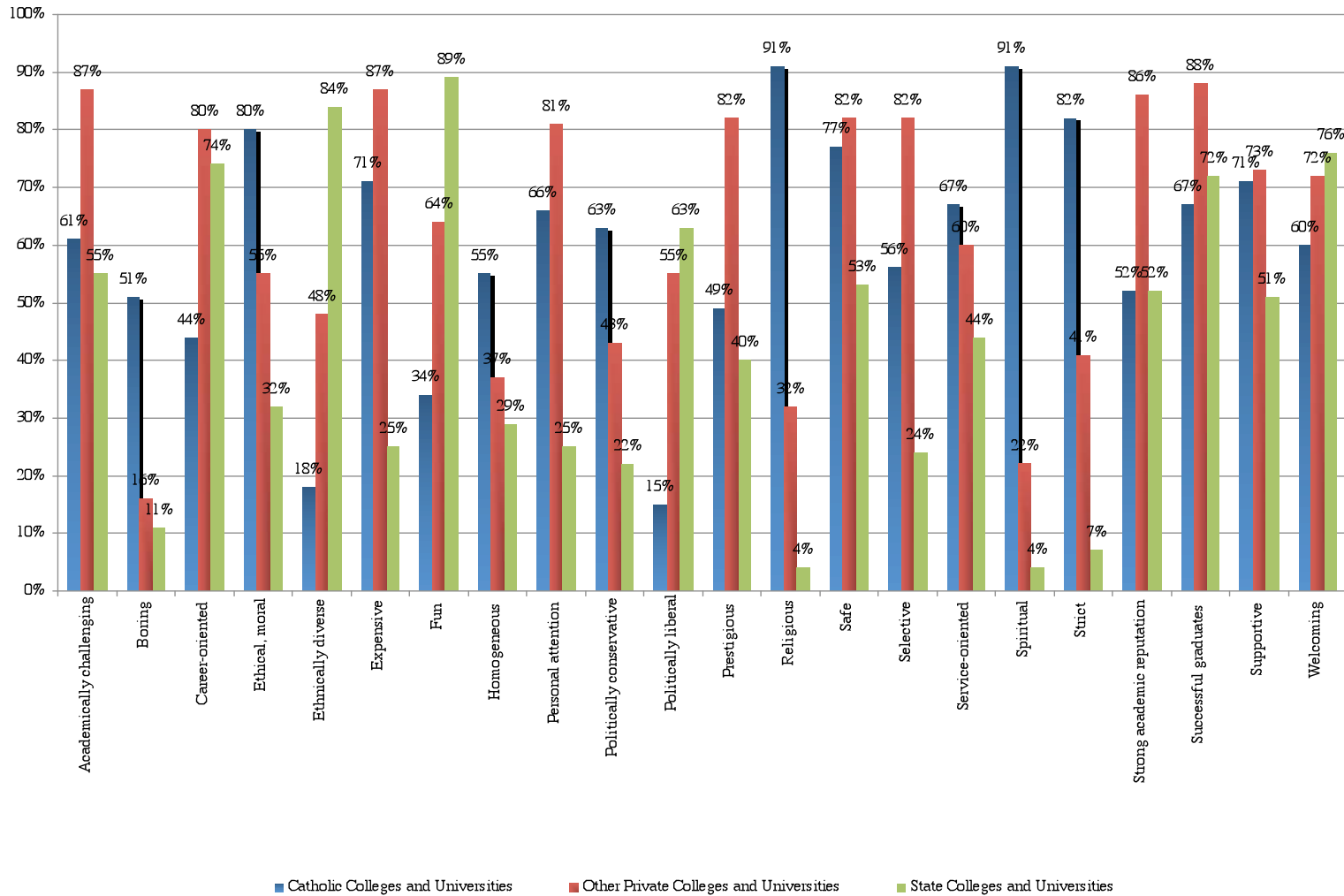
Prospective students had different viewpoints toward the three types of institutions. Catholic Colleges and Universities were seen as rigid, conservative, and strict. Respondents viewed these schools as lacking ethnic diversity and not really focused on building careers for students. Frankly, they were viewed as schools that are not fun. Other Private Colleges and Universities were viewed as providing a higher quality education. Respondents viewed these other privates as being expensive, but with good reputations and academically challenging. Their graduates were viewed as being successful. Respondents viewed the schools as not being spiritual or strict, but did see them as diverse. Respondents viewed State Colleges and Universities as being career-oriented with successful graduates, yet they were still fun and welcoming places—not boring or strict. Spiritual/religious qualities were not perceived to be associated with state institutions.

Most Descriptive Words/Phrases		
Catholic Colleges and Universities	Other Private Colleges and Universities	State Colleges and Universities
Religious	Successful graduates	Fun
Spiritual	Expensive	Ethnically diverse
Strict	Academically challenging	Welcoming
Ethical, moral	Strong academic reputation	Career-oriented
Safe		Successful graduates
Least Descriptive Words/Phrases		
Catholic Colleges and Universities	Other Private Colleges and Universities	State Colleges and Universities
Politically liberal	Boring	Spiritual
Ethnically diverse	Spiritual	Religious
Fun	Religious	Strict
Career-oriented	Homogeneous	Boring
	Strict	

**Descriptors of Catholic, Other Private, and State Colleges & Universities
(Percentage Responding)**

	Catholic Colleges and Universities	Other Private Colleges and Universities	State Colleges and Universities
Academically challenging	61%	87%	55%
Boring	51%	16%	11%
Career-oriented	44%	80%	74%
Ethical, moral	80%	55%	32%
Ethnically diverse	18%	48%	84%
Expensive	71%	87%	25%
Fun	34%	64%	89%
Homogeneous	55%	37%	29%
Personal attention	66%	81%	25%
Politically conservative	63%	43%	22%
Politically liberal	15%	55%	63%
Prestigious	49%	82%	40%
Religious	91%	32%	4%
Safe	77%	82%	53%
Selective	56%	82%	24%
Service-oriented	67%	60%	44%
Spiritual	91%	22%	4%
Strict	82%	41%	7%
Strong academic reputation	52%	86%	52%
Successful graduates	67%	88%	72%
Supportive	71%	73%	51%
Welcoming	60%	72%	76%

Descriptors of Institutions



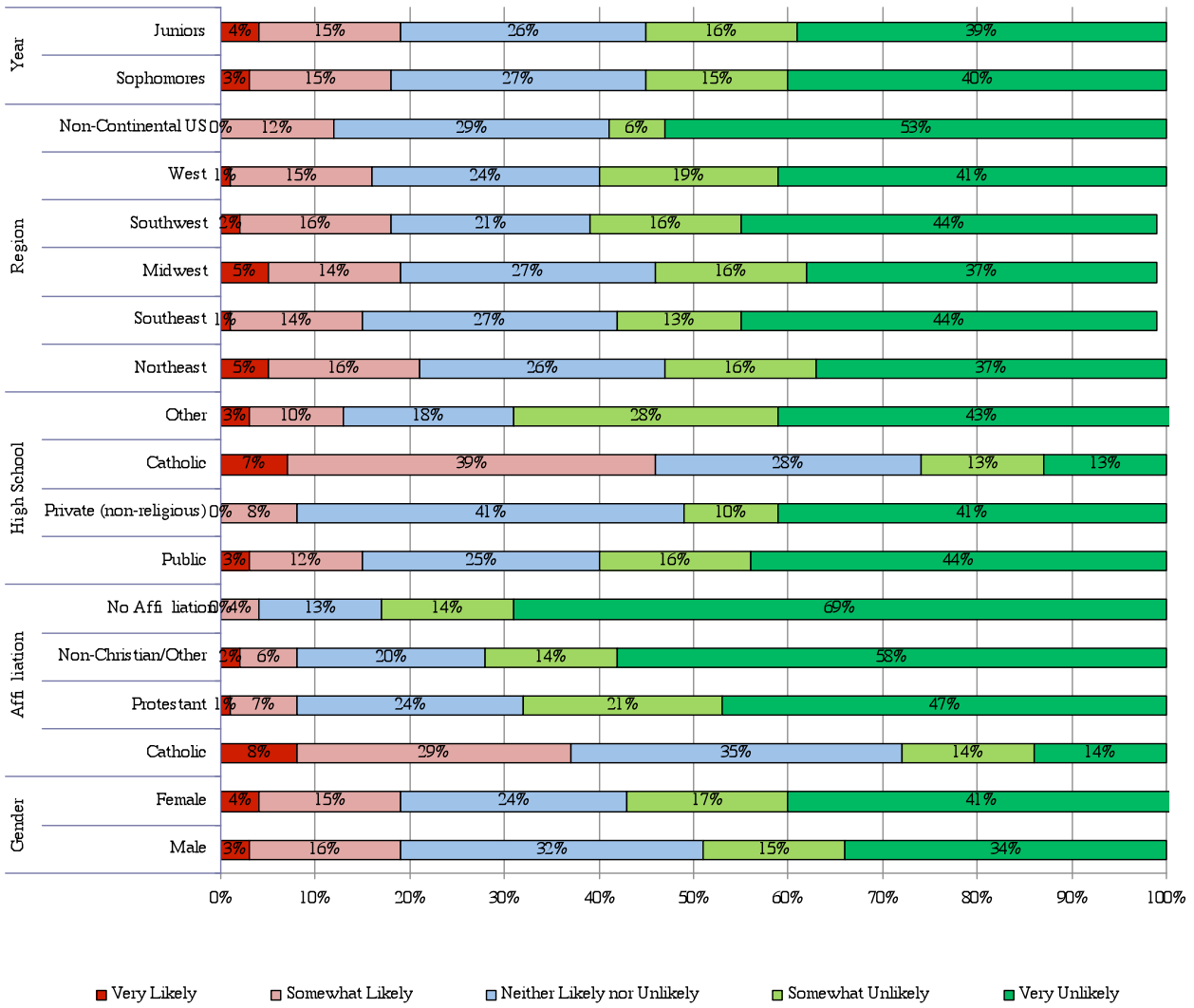
LIKELIHOOD OF ATTENDING A CATHOLIC INSTITUTION

When prospective students were asked how likely it is that they might attend a Catholic institution, about one in five said they are somewhat or very likely. As expected, those attending a Catholic high school and Catholics were most likely to say they are likely to attend a Catholic institution.

	Very Likely	Somewhat Likely	Neither Likely nor Unlikely	Somewhat Unlikely	Very Unlikely
Likelihood of attending a Catholic institution	4%	15%	26%	16%	39%

		At this time, how likely is it that you might attend a Catholic institution?				
		Very Likely	Somewhat Likely	Neither Likely nor Unlikely	Somewhat Unlikely	Very Unlikely
Gender	Male	3%	16%	32%	15%	34%
	Female	4%	15%	24%	17%	41%
Religious Affiliation	Catholic	8%	29%	35%	14%	14%
	Protestant	1%	7%	24%	21%	47%
	Non-Christian/Other	2%	6%	20%	14%	58%
	No Affiliation	0%	4%	13%	14%	69%
Type of High School Attended	Public	3%	12%	25%	16%	44%
	Private (non-religious)	0%	8%	41%	10%	41%
	Catholic	7%	39%	28%	13%	13%
	Other	3%	10%	18%	28%	43%
Region of Hometown	Northeast	5%	16%	26%	16%	37%
	Southeast	1%	14%	27%	13%	44%
	Midwest	5%	14%	27%	16%	37%
	Southwest	2%	16%	21%	16%	44%
	West	1%	15%	24%	19%	41%
	Non-Continental U.S.	0%	12%	29%	6%	53%
Year in School	Sophomores	3%	15%	27%	15%	40%
	Juniors	4%	15%	26%	16%	39%

Likelihood of Attending a Catholic Institution



CONCLUSIONS & RECOMMENDATIONS

INTRODUCTION

In this section, TLG presents its conclusions and recommendations from the research study. TLG arrived at these conclusions as a result of our analysis of the findings in addition to our years of experience in working with private colleges and universities across the country. We fully recognize these are general conclusions and recommendations and that member institutions of the National CCAA may already be implementing many of these. Because our analysis is shaped by several key planning considerations, we include those here as well for background and to provide additional context for our recommendations.

The strategies and tactics presented here are those we believe National CCAA members should consider in order to achieve greater marketing success. The recommended tactics are not intended to be an exhaustive list of solutions, but they do represent an extensive list of ideas. Our objective is to provide National CCAA members with realistic, actionable ideas that we believe will help them achieve their marketing and enrollment objectives. It is also our hope that these ideas will serve as a catalyst for members to internally develop and implement other ideas on their own.

KEY PLANNING CONSIDERATIONS

The Lawlor Group has worked with over 170 private college clients throughout the United States and has conducted quantitative research with thousands of students and parents—and other key gatekeepers and influencers (such as alumni). In addition, we are constantly reviewing relevant secondary research. These collective experiences provide us with a breadth of perspective and, we believe, a depth of knowledge that informs our conclusions and recommendations. Even though promotional tactics may have changed over time, the same basic marketing tenets have remained constant:

- Satisfied students and alumni tell others about their experience. *Word-of-mouth marketing* from satisfied students, parents and alumni is the best way to generate awareness, interest and inquiries.
- *Familiarity breeds favorability.* Those students, families, alumni and friends of a college or university who have had some contact with the institution (familiarity) and who also have had a good brand experience (favorability) are most likely to suggest and recommend that institution and help it get “share of attention” among prospective students.
- *Personal attention* and customer service never go out of style. High school students are simply old adolescents and they want to know they are wanted. Older students are nervous about new transitions and want to be reassured in a responsive manner.

- Students have always wanted to *fit in* and actively seek out groups that they will feel comfortable fitting in with on a college or university campus. This is particularly true with members of the millennial generation (the cohort born, roughly, between 1982 and 1994) who are seeking groups to belong to and to join. While sources differ on which birth year constitutes the start of Generation Z (estimates range from the early 1990s to 2001), its members will be the primary undergraduate target market within the next five years. It remains to be seen what defining attributes will characterize this generation.
- *Curb appeal* never goes out of style and influences consideration and selection. Aesthetics, atmospherics and sensory cues shape perceptions. Institutions that manage these cues in turn manage perceptions, particularly during a campus visit.
- If you get a student to make a *campus visit*, you increase the likelihood of that student matriculating.
- Today's students are *stealth consumers/buyers*. They want to control the process of buying, so a college or university's Web site is extremely important as a communication medium.
- *Parents* are key gatekeepers to the buying decision for today's traditional-age college students. Baby boomer parents and Gen X parents want to be involved in the buying decision, and most students want their parents to be involved in the college selection process. Moreover, students are staying closer to home to attend college.
- Most high school graduates do not go on to college. And, of those who do go on to college, most attend a public-funded college or university. Other private colleges are not the competition. We need to grow the *category of private higher education, and, in this case, private Catholic education. In many parts of the U.S., Catholics attend private primary and secondary schools in greater numbers and so are often more predisposed to private higher education.*
- Establishing *value/worth* will influence the *willingness* to consider and select a private college or university. The nation's current economic woes, coupled with federal efforts toward requiring greater accountability from institutions in assessing their educational outcomes, mean that colleges and universities will have to constantly reinforce their value proposition. For some families, there is a willingness but not the ability to pay for a private college education. For others, there is not a feeling that the added cost is worth it. In today's market, we need to tout graduation rates, showcase extra-academic experiences (internships, research, creative projects), and highlight outcomes (employment and successful careers).
- All of these considerations are further enhanced by focusing on *relationship marketing*. It is each institution's responsibility to put in place the systems and efforts that cultivate trusting buyer relationships that are shaped by customized

service and an attitude of constantly and consistently helping the buyer, whether student and/or family, thereby meeting their needs to make an informed decision.

RECOMMENDED STRATEGIES & TACTICS

The Lawlor Group believes there are a number of overall strategic initiatives that Catholic colleges and universities should pursue in order to fulfill the overall mission of promoting Catholic higher education and serving students in the transition to college. Again, given the broad range of member institutions and the resources they have available, we recognize that many National CCAA member institutions may already be implementing or planning to implement these strategic initiatives. These initiatives focus on the promotional aspects of the marketing mix. It is important that each institution does a self-assessment or audit to determine if its product is indeed consistent with its messaging.

Based on the findings of this research study, TLG recommends the following strategic initiatives and tactics:

CONTINUE TO ENHANCE AWARENESS FOR THE BENEFITS OF A CATHOLIC EDUCATION IN ORDER TO INCREASE CONSIDERATION OF THE CATEGORY

- **Prospective students in the study were not, in general, predisposed to attending a Catholic institution.** In fact, a high percentage indicated they were highly unlikely to do so. We need to implement strategies to increase awareness for the benefits of a Catholic education in order to increase the likelihood that students and parents will consider Catholic institutions.
- **Capitalize on opportunities for affinity marketing in order to maximize outreach efforts.** As a clearly defined affinity group with common characteristics and shared values, Catholic colleges and universities should work collectively to increase the awareness of the advantages of a Catholic college education. Awareness-building tactics such developing a Catholic colleges image poster, creating billboards, hosting Catholic college events, and mailings that drive people to the Web site should all be considered. Ideally, the National CCAA site should be *the* online destination for information about Catholic colleges and universities. National CCAA may want to conduct an audit of its Web site to ensure it is meeting usability best practices.
- **Individual institutions need to ensure that they are highlighting those characteristics that provide evidence for academic quality and successful outcomes** on their individual Web sites, in their online and offline marketing communications, and in their presentations.

INCREASE THE VALUE PROPOSITION FOR THE CATEGORY “PRIVATE, CATHOLIC EDUCATION”

- **We need to highlight characteristics that provide evidence for academic quality and successful graduates.** Students don’t associate academic quality and successful outcomes with Catholic colleges and universities. We need to reinforce these critical elements on the Web site, in printed materials, in personal interactions, and in face-to-face presentations.
- **The *most important* transferable skills and qualities that need to be communicated include:**
 - The preparation a student will receive for their first job
 - Learning how to solve problems and make effective decisions
 - Developing the ability to learn new skills
 - Developing a more satisfying life overall
 - Developing self-confidence and initiative
 - Developing leadership abilities

DEVELOP SEGMENTED COMMUNICATION TRACKS

- **With parents involved in the college selection process in some manner with more than 85 percent of the prospective students, it is critical that they are actively engaged and invited into the process.** A communication plan with parents, whether it is from the National CCAA or individual colleges and universities, needs to be included in the overall communication flow.
- **Develop a prospective parent communication track.** This could be done by the National CCAA and/or individual institutions (though many are likely doing this already).
- **Develop separate communication tracks for those who are and are not considering a Catholic institution, as well as separate tracks for men and women.** The research findings showed that females were more interested in a safe campus environment, social/international emphasis, and a welcoming atmosphere. These attributes could be highlighted in targeted communications by either individual institutions or the National CCAA, or both. For non-Catholics, an institution’s being Catholic is not a determining factor in their consideration of that institution. Thus, while communications should certainly note an institution’s Catholic affiliation and the strength of that presence on campus, it does not need to overly emphasize it since it is not a driver for consideration, and we assume, selection.

ENSURE THAT MARKETING COMMUNICATIONS ARE TIMELY, SHOWCASE PERCEIVED STRENGTHS AND COUNTER MISPERCEPTIONS

- **Brochures/mailings and the institutions' Web sites are critical communication vehicles.** Brochures/mailings were the first choice for the best sources of information, followed closely by the Web sites of colleges and universities. It is important that these communication vehicles are kept current and have consistent and compelling messages.
- **When possible, personalize communications, particularly when communicating via mail and e-mail.** Respondents would prefer that colleges and universities communicate with them via letters in the mail and e-mail. Personal interactions on campus were preferred next. In all instances, personalizing this communication strongly encouraged.
- **An institution's communication messages need to focus on the following:**
 - Strong overall academic reputation
 - Breadth and depth of majors and programs
 - Safe campus environment
 - Institution has good academic facilities and equipment
 - Ability for a prospective student to see himself/herself at the institution
 - Strong reputation in selected academic majors and programs
 - Institutions ability to prepare students for employment after graduation
- **Communication messages also need to appeal to those prospective students who are *positively predisposed* to attending a Catholic institution by focusing on:**
 - The institution's Catholic identity
 - The ability to explore spirituality/deepen one's faith while at college
 - High morals/values
 - The opportunity to build good relationships/strong community
 - High quality education/strong reputations
 - Be with other people of high character who share similar values.
- **Communication messages need to overcome the perceptions that Catholic institutions are overly rigid, strict, conservative, lack ethnic diversity, do not focus on outcomes, and in general are not fun.** There is a need to overcome these potentially negative perceptions or hindrances while still remaining true to an institution's mission. Content on the Web site and in other forms of communication must overcome these perceptions.

EXHIBITS

EXHIBIT

2008 Prospective Student Study: Participating Institutions

Alvernia College	Newman University
Barry University	Ohio Dominican University
Canisius College	Providence College
Clarke College	Regis University
College of St. Catherine	Rockhurst University
Creighton University	St. Joseph University
Dominican University IL	Saint Francis University
Fontbonne University	Saint Leo University
Fordham University	Saint Louis University
Iona College	Saint Mary's College IN
La Roche College	Saint Mary's College of California
Le Moyne College	Saint Mary's University of Minnesota
Lewis University	Saint Michael's College
Loyola University Chicago	Spring Hill College
Loyola University New Orleans	University of Great Falls
Mount Marty College	University of St. Thomas TX
Mount Mary College	University of San Diego

EXHIBIT

E-mail Invitation to Participate

Dear <Name>,

In the coming year or so, you may be going through the process of selecting a college or university. The Lawlor Group, a national higher education marketing research and consulting firm, is conducting a research study with college-bound high school students, and we would like to include your opinions in our study about the college search process.

Please click on the following link to take the survey:
[Unique URL]

Because we know you're busy, the survey will take about 10-20 minutes to complete. All of the responses we receive will be compiled and included in our final report, though your identity will remain confidential. We will not contact you to sell you anything or put you on any mailing lists. We're only interested in what you think.

In appreciation of your assistance, when we receive your completed survey, we will enter your name in a **drawing (ten \$50 Visa gift cards will be awarded)**. From the surveys we receive by the end of the day on **June 25**, we will randomly select **ten students** to receive these tokens of our appreciation.

Thank you in advance for your participation!

Sincerely,
Jessica Quinn
Senior Research Project Director
The Lawlor Group
research@thelawlorgroup.com

We received your contact information from a national student testing or research organization. If you would like to be removed from the mailing list for this survey, please click here:

[RemoveLink]

EXHIBIT

2008 College Search Survey

Thank you for coming to this survey site to answer some questions and share your opinions about your college search. We think that you'll find it interesting and easy to complete.

In responding to the questions, please think about your actual knowledge and expectations of college. Try to answer all of the questions to the best of your ability. If you can't answer a specific question, please select "Don't Know/DK" or "Not Applicable/NA" if it is offered as a response, or leave the question blank. There are no right or wrong answers. We're just looking for your honest opinions and ideas.

The survey takes only about 15-20 minutes to complete. You will not be identified in any way (this is a confidential survey), and your ratings and comments will be tabulated with all of the responses we receive.

1) Which of the following phrases best describes your college planning so far?

- I know which college I'm going to attend.
- I have narrowed my choice down to a few colleges.
- I am just starting to think seriously about choosing a college.
- I am not seriously thinking about college choices yet.
- I probably will not attend college in the next few years.

Please answer the following questions as if you were choosing a college in the near future.

2) Thus far, what have been the four best sources of information that have helped you learn about colleges and universities? List in order of importance to you.

	1st Choice	2nd Choice	3rd Choice	4th Choice
Alumni/graduates of a college or university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faculty at a college or university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Campus visits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College/university admission counselors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brochures, mailings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College/university Web sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends/other high school students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College guidebooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High school guidance counselor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High school teachers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High school coaches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Siblings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other relatives (besides parents and siblings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Students currently attending a college/university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web sites (other than college and university sites)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clergy, youth directors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Specify in comments space below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

EXHIBIT

Learning how to relate to people from different backgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing moral principles that can guide actions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing a sense of purpose in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preparing for your first job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preparing for career change or advancement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning how to speak effectively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being politically active or socially aware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning to think creatively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing self-confidence and initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhancing my spiritual life or developing a spiritual life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learning how to live and work in a global society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing a more satisfying life overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7) From the list below, check whether or not the words or phrases describe Catholic colleges and universities, other private colleges and universities, or state colleges and universities.

	Catholic colleges and universities	Other private colleges and universities	State colleges and universities
Safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Career-oriented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ethnically diverse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prestigious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Politically liberal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Politically conservative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Successful graduates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal attention	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Academically challenging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supportive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spiritual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welcoming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service-oriented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strong academic reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homogeneous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ethical, moral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strict	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

EXHIBIT

8) At this time, how likely is it that you might attend a Catholic institution?

- Very Likely
- Somewhat Likely
- Neither Likely nor Unlikely
- Somewhat Unlikely
- Very Unlikely

9) Why did you say that it is [response from above] that you might attend a Catholic institution?

The remaining questions are for demographic purposes only.

10) What year of high school did/will you complete in the spring of 2008?

- Sophomore
 - Junior
 - Senior
 - Other (please specify)
- If you selected other, please specify

11) What is your religious affiliation?

- Baptist
- Catholic
- Episcopal
- Evangelical
- Jewish
- Lutheran
- Muslim
- Presbyterian
- Other
- No religious affiliation
- Do not wish to disclose

12) What type of high school do you attend?

- Public
- Private (non-religious)
- Catholic
- Parochial (though not Catholic)
- Home school
- Other

13) In which region of the country is your hometown?

- Northeast (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware and Maryland)
- Southeast (West Virginia, Virginia, Kentucky, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Tennessee)
- Midwest (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, Nebraska, North Dakota, South Dakota and Wisconsin)
- Southwest (Arizona, New Mexico, Oklahoma, Texas)
- West (Washington, Oregon, Idaho, California, Nevada, Utah, Montana, Wyoming, Colorado)
- Alaska
- Hawaii
- U.S. Territories

EXHIBIT

14) What is your gender?

- Male
- Female
- Prefer not to answer

15) Which of the following best describes your ethnic background?

- African American
- Asian American
- Caucasian/White
- Hispanic or Latino
- Native American
- Pacific Islander
- Other
- Prefer not to answer

If you want to be eligible for the drawing (ten \$50 Visa gift cards will be awarded), please provide your name, e-mail address, and mailing address where we can reach you. This is a confidential survey, and only The Lawlor Group will have access to this information for the purposes of the drawing.

16)

Name: _____
E-Mail Address: _____
Address: _____
City, State, ZIP: _____

That completes the questionnaire. Thank you very much for taking the time to answer our questions.

EXHIBIT

2008 Prospective Student Study: Verbatims

Following are the verbatims from selected questions in 2008 Prospective Student Study conducted in June of 2008. The verbatims, which are anonymous, are presented by question and are only the opinions of individuals and so should be taken at face value. Please bear in mind that the opinions expressed herein represent individual opinions on certain topics, and do not necessarily correlate with the statistical findings of the research itself. While an individual may have strong opinions on a certain topic, his/her response to specific questions may be different.

Note: Individual responses are separated by bullets.

Respondents were asked why they gave the answer they did to the question about their likelihood of attending a Catholic institution. The following are their verbatim responses.

Those Saying They are Very Likely to Attend a Catholic Institution

- I am Catholic (2 mentions)
- 3 of the 5 schools that I want to go to are Catholic. I am Catholic, and the Catholic community where I am from is very small and close knit. Therefore, I know people from all 3 schools, and have not heard many complaints. Catholic schools not only offer a well respected, well rounded education, they also offer a community. I am not saying that I cannot find similar opportunities elsewhere; I simply believe that some of the best places for me are Catholic.
- Because I am a strong believer in the Catholic religion.
- Because I am Catholic and I am used to a home environment that is Catholic and attending a Catholic institution would hopefully still immerse me in Catholicism.
- Because I was born and raised Catholic and I was also confirmed in the Catholic faith not that long ago and by attending a Catholic school my faith would grow as well as my mind.
- Because my number one college choice is Notre Dame, and that is where I dream of going. Also, I've been in Catholic schools my whole life so if price allows, I'd like to continue.
- I'm Catholic and I want to attend a Catholic college.
- I'm Catholic and my church offers scholarships. In order for me to go to college, I need all the help I can get.
- I've attended Catholic school since pre-k.
- I am a Catholic.
- I am Catholic and the university is great.
- I am Catholic, but I never attended a Catholic school. My parents would like to see me get a Catholic education.
- I am of the Catholic faith, and I trust in the Catholic institutions.
- I am planning to attend Marian College in Indianapolis, Indiana, which is a Catholic institution.
- I am very involved in my faith, and am looking forward in taking classes to discover it even more.
- I am very religious. Religion is a huge part of my life and I would love to be able to have that in common with most of the other students.

EXHIBIT

- I have a strong interest in schools like Boston College, Providence College, and College of the Holy Cross, which are all Catholic institutions.
- I have already been accepted and signed to attend one.
- I have always attended a Catholic school. I feel Catholic schools have given me a strong moral foundation that I wish to carry with me throughout the rest of my life. Also, my faith is very important. A Catholic institution will allow me to continue to grow in my faith.
- I have attending Catholic schools my whole life and I enjoy the values and morals intertwined in the curriculums.
- I have been in the Catholic and Jesuit education system for the past 7 years and I find it a comfortable place to let my guard down and relax enough to want to learn new things.
- I have been raised a Roman Catholic for my entire life and I would like to continue to grow spiritually.
- I highly believe I will attend a private Catholic college because people are treated with much more respect and there is a loving family-like atmosphere.
- I highly believe in my religious beliefs and they are very important in my everyday life. So by going to a Catholic institution would help me to improve my relationship with God and help me more so with morals and relationships with others.
- I like Catholic colleges like Notre Dame.
- I might go to Wheeling Jesuit University in Wheeling, West Virginia. It is a Catholic institution.
- I really want to go to Marquette University.
- I want to attend a school that helps me grow in faith and has stewardship opportunities. I am also interested in pursuing a degree in theology.
- If I go to a school with a religious affiliation it will be Catholic, because I'm Catholic. The schools I have looked at also offer the majors I am interested in.
- It is likely because I am Catholic and would love to have the Catholic education that comes along with the schools.
- Many of the schools in the areas (New England) and size range (pretty small) I'm looking for happen to be Catholic schools.
- The 3 schools I'm very narrowed down to are Catholic. I am Catholic and I like what the schools have to offer as far as academics and religious programs go.
- The one I choose is a Catholic institution.
- The University of Notre Dame is the school I most want to attend.
- There is a Catholic institution close to my home that offers the major I am interested in. It is the same Catholic institution my mom attended.
- They are good universities and I have gone to Catholic schools for a while. They are also selective and very prestigious. I have an older brother attending one.
- Want to continue and enhance my religious beliefs and work with people like me.

EXHIBIT

Somewhat Likely to Attend a Catholic Institution

- I am Catholic. (4)
- 3 of 12 interested schools happen to be Catholic.
- A little less than half of the colleges I am looking at are Catholic.
- A lot of Catholic institutions are around my area, and the schools have the programs that I need/want.
- All my schools have been a Catholic school.
- Although I am not Catholic, I wouldn't mind attending a Catholic institution.
- As a Catholic, I would really like to attend a college that shares my religious views and would support me in my spiritual life. Also, my sister got a high-quality education from a Catholic college and really enjoyed the school and the people she met there.
- Because I'm Catholic so I might.
- Because I am a Catholic, and also my dream is to study in Georgetown University, which is a Catholic institution.
- Because I am Catholic and have considered some Catholic institutions.
- Because I am Catholic and have visited a Catholic college that I do like.
- Because I am Catholic and I would like to attend a Catholic school.
- BECAUSE I AM Catholic AND MY FAITH IS IMPORTANT.
- Because I am considering a handful of universities, a couple of which are Catholic but some are not.
- Because I attend a Catholic high school and would be interested in a Catholic college but it is not mandatory.
- Because I believe highly in the Catholic faith so I am considering a college that follows the same beliefs that I do.
- Because I have attended Catholic school for the last 11 years.
- Because I may decide to attend a Catholic college, not because of affiliation but because I like the school.
- Because I was raised half Catholic and half Lutheran, but I currently attend a Baptist church and a Catholic church.
- Because my dream college is a Catholic institution, I just can't guarantee that I will be accepted.
- Because my first choice is a Catholic university, but not because it is a Catholic school.
- Because my first choice of school is Notre Dame.
- Because of the distant that the Catholic school that I want to go to. Also the price range of the Catholic school.
- Because one of the top schools on my list is a Catholic university and as such although I am not Catholic, I am a Christian. There is a chance I could go to school there.
- Because there are Catholic institutions that offer good programs in the majors I am currently thinking about.
- Because they can get somewhat expensive and hard to get into.
- Both of my sisters have attended Catholic universities. It is a fact that the student to teacher ratio is smaller and thus more hands-on opportunities. I also think that it would be to my benefit to have background in various religions. NOT JUST CATHOLICISM.
- Catholic institutions are the ones who have best education and most likely to graduate.
- Go to a Catholic school right now. Possibly Georgetown for college?
- Going to a Catholic Institution would depend upon scholarship packages available.

EXHIBIT

- Gone to Catholic Schools my whole life.
- Good overall education. Good campus life. Good alumni.
- Had siblings attend.
- I'm a Catholic and it would be nice to attend a school with people who share my same beliefs, but it's not a priority of mine to attend a Catholic institute.
- I'm Catholic so I would enjoy an atmosphere where my religion is appreciated, but I'd care more about the academic record of the school.
- I'm Catholic, so there's a chance, but attending a university with largely the same religion as me is not my first priority.
- I'm not really sure where I am going to go yet, so there is the possibility of me going to a Catholic institution, even though I myself am not Catholic.
- I've always been in a Catholic school.
- I've been brought up with a Catholic background.
- I am a Catholic and I want to keep my faith with me throughout my college experience, although an education which prepares me for and allows me to enter into a successful career path is more important.
- I am a Catholic but I am unsure if a Catholic university will affect a potential 'normal college experience.'
- I am a Catholic, and some of the colleges I am currently considering are Catholic institutions. However, I am also considering several non-Catholic institutions.
- I am a Catholic; I don't want my college to be too ethnically diverse, and I want a bigger chance that some classmates will share my morals and viewpoints.
- I am a Christian but not a Catholic. If the college had a good reputation and it looked right for me, it would not matter if it was Catholic or not. However, I am not looking for a Catholic school.
- I am a practicing Catholic and if I get the opportunity and the acceptance to a Catholic institution that will offer scholarships, I might attend that college or university.
- I am an ELCA Christian Lutheran but am interested in a college with the academic program of my interest rather than one that is specifically Lutheran or Catholic. I have looked at both Catholic and non-Catholic institutions and will base my decision on the school atmosphere and what it has to offer rather than its religious affiliation.
- I am Catholic and am looking at some colleges that are Catholic but not all the colleges I am looking at are Catholic.
- I am Catholic and applied to Catholic universities but I have already committed to another college.
- I am Catholic and currently attend a Catholic high school.
- I am Catholic and have gone to Catholic school my entire life, and I'm debating whether or not I want to continue.
- I am Catholic and I am very involved in the teen program at my church.
- I am Catholic and I have not decided on a school so it is a high possibility.
- I am Catholic! I appreciate the moral views imposed by Catholicism. Most of all the college that has communicated the most with me is Catholic.
- I am Catholic, and some of my relatives have gone to a Catholic college and enjoyed it.
- I am Catholic, so it is likely that I will pick a Catholic college over a non Catholic one; however, I'm not basing my decision solely on whether the college is Catholic or not.

EXHIBIT

- I am Catholic, so it would be nice to be around other Catholics throughout college. Also, the University of Notre Dame is my number one choice for college right now because of its academic reputation, size, and location.
- I am Christian, and as long as the college appeals to me in most other respects, I am fine with attending a Catholic college. If I had to choose between two colleges, wherein one was Catholic and one was not religiously affiliated, and they appealed to me about equally, I would probably choose the Catholic college or university.
- I am currently attending a Catholic high school and I like the environment at a Catholic school. I am Catholic.
- I am from a practicing Catholic family, and I like the structured environment Catholic universities provide, but I am looking at other colleges too.
- I am interested in attending a Catholic institution but it might be cost prohibitive.
- I am interested in going to Loyola because they have my major.
- I am interested, as well as my parents, but finances are always an issue.
- I am looking at attending St. Leo University, Belmont Abbey University, or Southern Catholic College.
- I am not Catholic but I am Christian so my family would be alright with it.
- I am not concerned about an institution being Catholic. If the institution is prestigious in the field that I am looking to go into then I will apply there, whether it's a Catholic institution or not.
- I am not of a specific religion so I have decided that in college I plan on checking into different religions that may interest me and Catholicism is one of the religions I can see myself following in adulthood.
- I am still in the process of narrowing down my college list and have selected several Catholic colleges.
- I am still undecided of whether I want to go to a Catholic university or not.
- I am very strong in my faith and would like to be around others that share my values and morals.
- I attend and attended Catholic high school and middle school.
- I believe it would provide a good education, however I am not Catholic so I am only somewhat likely to attend.
- I do not know what college I am going to yet!!!
- I feel that a Catholic institution has the ability to surround a student with a strong backbone and is very efficient way to learn. Many are very strict and place learning as a top priority.
- I go to a Catholic high school so it would not be completely out of the question to go to a Catholic university.
- I go to a Catholic High School, and the education is top rank.
- I have a college in mind that is a Catholic institution.
- I have a strong religious background and I would like to continue my faith.
- I have attended a Catholic grade school and now attend a Catholic high school. A Catholic college or university would just be the next step in my Catholic-based education.
- I have attended Catholic schooling since kindergarten. I have grown up on it. I like how it teaches ethics and values that are needed in everyday life.
- I have attended Catholic schools all my life.
- I have been in Catholic schools all my life.

EXHIBIT

- I have found interest in some Catholic institutions, such as Boston College.
- I have Georgetown University rather high up on my list, and as it is a Jesuit university and I am Catholic myself, I think things could turn out very well.
- I have just begun the college search and have not eliminated any possibilities.
- I have not visited any Catholic Universities but would consider going to one if it had the majors I am interested in.
- I have some Catholic colleges that I like and might attend.
- I have visited a Catholic University and was very interested in what it had to offer. Also, I liked that it was smaller than most other public universities.
- I haven't made my decision yet.
- I like the atmosphere of Catholic schools, and I am looking at many schools that are Catholic.
- I like the smaller, more cloistered environments of private, Catholic institutions. However, if a college has this feel and is not a Catholic institution, like Bard, for example, then I have no problem with attending a non-Catholic institution.
- I might go to a Catholic college but I might not.
- I might go to Bellarmine which is Catholic affiliated.
- I practice the Catholic faith and there are some good Catholic schools in the areas I am looking at.
- I said it is somewhat likely that I might attend a Catholic institution because a few of the schools I am currently considering are Jesuit schools.
- I said somewhat likely because I want to go to the best school I can, and that may not be a Catholic institution.
- I said Somewhat Likely to attend a Catholic institution because I am Catholic and I've also received letters and brochures from several Catholic colleges/universities that have intrigued my interest and I am thinking about possibly attending one of them.
- I said that it is somewhat likely that I might attend a Catholic institution because I am more interested in finding a school that will set me up for a successful career in my field than focusing on a specific religious-affiliated school.
- I think it is important to further my education of my faith.
- I value my Catholic faith and values and know how amazing a Catholic education is. Catholic institutions are committed to service, ethics, global awareness, and tradition, all things I care about.
- I was born and raised Catholic, but just because I am Catholic, don't mean that I need to attend a Catholic institution. I am open to more options.
- I was raised Catholic and am very strong in my Catholic beliefs so I hope to attend a Catholic university.
- I went to a Catholic high school and enjoyed the sense of values that I was met with throughout my four years there; though I'm not Catholic, I feel that Catholic schools impart a certain holistic view of developing well-rounded, good people rather than creating super-students that is somewhat lacking in other institutions. At the moment, I am most interested in the University of Notre Dame.
- I will apply to other colleges besides Catholic universities, and depending on the location and the amount of scholarship or financial aid I will go to the college that fits all needs and requirements including financial.

EXHIBIT

- I will attend a Catholic institution if I feel it has a lot to offer. If I was making a choice between two similar colleges and one was Catholic and one not, I would choose the Catholic institution.
- I would have to review the major selection, cost, reputation, % of acceptance to medical school, location and compare it to other interested colleges.
- I would like to continue playing basketball in college, and there is a slight possibility that I could be looked at by a small Catholic college. My sister also attended there and played basketball.
- I would not exclude any college just because it is not a Catholic institution. However, a college that is Catholic is more apt to draw my attention.
- I, myself am a Catholic, and I attend a Catholic high school. To me, my faith is important to me. Granted, I want to experience the challenge of the real world and my faith, but Catholic college, if offering what I'd like to study, is definitely an option.
- I'm not Catholic but that wouldn't make me not go to a Catholic school.
- If the Catholic university would offer the courses I am interested in and financial assistance.
- It's somewhat likely, because there aren't any colleges that are as close to where I currently live that I'd like, personally.
- It depends on if the school offers the academic tools I need to succeed after college. Plus, I'm Methodist, but Catholicism is close enough to my belief that it isn't an issue.
- It depends on what I want to major in and how expensive the college/university is I know most Catholic universities are very expensive.
- It is somewhat likely that I will attend a Catholic institution because I am Catholic and I would be able to go to a prestigious school while still staying strong in my faith.
- It is somewhat likely that I will attend a Catholic institution because that is my preference for school. However if I can't afford it I will attend another school that has more affordable schooling or offers me a better scholarship.
- It just depends on if I move out of state for college or not and if my parents are okay with me going to a public university or certain Catholic universities.
- It would lead to a more spiritual experience.
- It's not completely out of the picture but I'd rather go to a state school.
- Just open to it.
- Le Moyne college is my first choice because of its reputation in the education field, which I intend to go into. It really has nothing to do with religion.
- Might be attending Marquette University.
- Most of my family attended Catholic institutions. I am a Catholic.
- My background is Catholic but that will not determine where I attend college. The college will be the one that suites my needs best.
- My family is Catholic and my parents attended Catholic institutions.
- My family is Catholic. They want me to pursue spiritual growth through my college years and what better way is there than to grow with a community of peers whom are dealing with the same social pressures.
- My number one school choice is a Catholic school.
- My older brother attends a Catholic institution.
- My parents would really like it if I went to a Catholic school. I'm not sure if that's what I really want.

EXHIBIT

- Not all the schools I am considering are Catholic.
- Not quite sure if that path is the right one for me, but I am open to it.
- One of my college options is Roman Catholic.
- One of the top schools I'm considering is a Catholic University.
- Primarily for the reason that the school I wish to attend is Catholic.
- Right now I'm looking for a college that will fit my needs and if it may be a Catholic institution.
- Since I am Catholic, it would be another source of scholarships.
- Some of the colleges I am looking at are Catholic institutions.
- That's my life background. I very comfortable in that atmosphere.
- The chances of me getting into a Catholic school are higher than other types due to the fact I attend a Holy Cross school at the time being.
- There are a few colleges that I am applying to that are Catholic, but not all and it is not necessarily a deciding factor for me.
- There are many good schools in my state.
- There are some Catholic institutions that I am interested in but I am also interested in nonreligious institutions.
- There are some colleges/university that are really may not be a Catholic institution.
- There is a Catholic institution in my area.
- They have high academic standards and I am Catholic.
- They have strong reputations and I have not ruled out anything in my college search.
- They tend to be smaller, and I think that a smaller school might possibly be better for me in learning atmosphere.
- Well, I am Catholic firstly and secondly most of the Catholic colleges have good reputations.
- While I would enjoy mixing with people of my own religion, I would also enjoy meeting people that have a rather different religion from the one that I have.

Those Saying Neither Likely nor Unlikely to Attend a Catholic Institution

- I'm not Catholic. (2 mentions)
- Although I am Catholic, I am not looking to choose a college based on whether or not it is a Catholic institution. I will still go to church and follow the Catholic faith no matter where I go. Eliminating colleges that might be a good fit just because of their religious affiliation is somewhat ridiculous.
- Although I am Catholic, it is not one of my search criteria in looking for a college. I would not discredit a college because it is a Catholic university however.
- As I am not Catholic, I might not be welcome at a Catholic institution, yet that assumption may be wrong.
- As of yet I am still looking through lots of college mail. Some of it is from Catholic schools, but a majority of it is not. I have not investigated all the schools to understand their differences so it is just as likely that I may end up liking a Catholic school as I may end up liking a non-religious school.
- At the time I am not looking at going to a Catholic college, but my decision could change if something else really impresses me.

EXHIBIT

- At this point in my college search I am unsure if a Catholic institution is in my future. The fact that an institution is or is not Catholic will not play a major role in my decision to pursue enrollment. My decision on my academic future will be based on the opportunities and what is offered by an institution overall.
- At this point there are some Catholic intuitions in my list and the others are others that are not. I have not decided on any.
- At this time religious association of a college does not interest me as much as the academic opportunities.
- At this time, whether or not the college is Catholic or not has very little bearing on my decision to apply there. Rather my interest in academics is the determining factor. If they do not have the major and opportunities I desire I wouldn't go there.
- Because I'm looking for something that is going to help, I don't care if it is Catholic or not.
- Because I'm undecided.
- Because I am Catholic and I plan to attend a university or college that suites my personal needs and wants whether that university or college is a Catholic institution or not.
- Because I am Catholic but religious preference is not going to influence my decision.
- Because I am Catholic, and I wouldn't say no to one, but I'm not very interested in going to on either.
- Because I am keeping all of my options open to find the best choice for me.
- Because I am not a religious person.
- Because I am not Catholic.
- Because I am open to most colleges right now and aren't leaning one way or the other.
- Because I am still deciding on my college and if a Catholic one appeals to me I'd go there, if not then I wouldn't.
- Because I can careless whether I attend Catholic college or not.
- Because I could be attending a Catholic or non-Catholic college.
- Because I do not have a preference for college type yet.
- Because I don't care if it is a Catholic institution or not.
- Because I don't know what is like to attend a Catholic institution.
- Because I don't know whether I will go to one or not.
- Because I don't know which type of college appeals to my needs at the moment.
- Because I don't really care.
- Because I don't have an idea.
- Because I don't like separating different religions from each other I just want to blend in with everyone and the religious orientation doesn't affect how I choose a college.
- Because I don't think that religion should be a factor in college and going to church is more important than interrupting academics with religion.
- Because I go to a Catholic high school and I am looking at mostly public and non-Catholic privates though I am looking at one Catholic university.
- Because I have made up my mind about which college I want to attend, and I am not particularly picky about the religions in my college.
- Because I have not decided where I am going to go and I am okay with going to a Catholic institution but I don't have to.
- Because I have not made up my mind on where I am going to go to college.
- Because I have not ruled it out, but I have not found any that really interest me either.

EXHIBIT

- Because I have the colleges that I would like to attend narrowed down and a Catholic school is not in the top.
- Because I kind of just don't know yet.
- Because I might attend one, I might not.
- Because I personally believe that the religious orientation of a certain college does not affect what and how I learn the materials I need.
- Because it's not a deciding factor.
- Because it's not the religious background I am interested in. I want to get the best education.
- Because it depends on more than just if its Catholic, it depends on if I like the courses, what sports it provides, the level of career it can provide me with, etc.
- Because it is possible that I might attend a Catholic institution, but I am keeping my options open for where I want to go.
- Because it really doesn't matter to me if the school is Catholic or not.
- Because of the universities/colleges that I have an interest in is not a Catholic institution.
- Because religion is not the center of my college experiences.
- Because that is not a real important factor in my choosing a college. Whether or not I end up at a Catholic institution, I will still practice my faith.
- Because two of my 5 top college choices are Catholic colleges but neither of them are my dream schools.
- Catholic colleges are too expensive for me to attend. If major financial help was available to me, I might attend.
- Catholic institutions are not real important to me, but if I received a good financial package I would think about going.
- Catholic institutions are not very appealing to me at the moment, but it's still a possibility among many.
- Depends on money and if they have the major I want.
- Do not care too much about religious affiliation.
- Doesn't make much of a difference to me.
- Doesn't matter to me.
- Financial situations. I will probably have to stay in state and get scholarships. Possible attend a big university for my degrees but for undergraduate I will stay in state.
- Have a Catholic school on my list but not sure yet.
- Haven't really thought about it.
- I'm Catholic, so a Catholic college is not out of the question, but a Catholic institution is not at the top of my list of colleges.
- I'm looking at both types. Keeping my options open.
- I'm looking at Jesuit institutions, however, that is not a deciding factor when choosing my future school.
- I'm not Catholic, I'm Baptist. But if they offer me the scholarship money...
- I'm not Catholic, I have a good friend who is and I highly respect her, but I myself am very spiritual Christian and am content to stay that way, but am not opposed to Catholicism or many of the morals, but I'm just not Catholic myself. I think I would feel awkward at a Catholic college and want to get to know more diverse groups of people in my college experience.

EXHIBIT

- I'm not exactly sure what type of college I want to attend. I'm not Catholic so it wouldn't matter too much.
- I'm not exactly sure where I want to go yet. It all depends on the atmosphere and whether God leads me to go there or not.
- I'm not specifically searching for Catholic institution but I am not ruling them out.
- I'm not sure at this time which type of institution I am considering to attend.
- I'm not sure of what college I would like to attend. If it is a Catholic college that offers what I want, then I'll probably attend that college.
- I'm not sure whether a Catholic or a State university will be best for me.
- I'm not thinking of attending a Catholic Institution at this point, but I'm open to trying something new.
- I'm not totally sure of what I'm looking for in a college or university yet.
- I'm still looking into colleges.
- I'm Still not sure what college I will attend.
- I am a Christian but not Catholic, so I have no strong desire to attend a specifically Catholic institution, but I wouldn't completely rule it out by any means; not at this stage, at least.
- I am a practicing Catholic, but I know for a fact that my religion won't decide if I attend the university or not. It all depends on the academic qualities the school has.
- I am a returning college student with two children and a full time job. There aren't many Catholic institutions that offer evening/weekend/online courses.
- I am almost positive that I am going to the University of Texas at Austin.
- I am as of right now interested in a Catholic institution, however once I begin to really look at colleges I might find one that I like.
- I am Baptist/Christian, but my religion will not determine what college I attend in the future.
- I am Catholic but I want to go to a college that will benefit my career weather it is Catholic or not religious universities.
- I am Catholic but I'm not sure if I want to go to a Catholic University at this point.
- I am Catholic but it is not a major factor in my college choice.
- I am Catholic but religious affiliation is not extremely important to me in choosing a college at this point.
- I am Catholic so I wouldn't keep those out of the picture, but I have heard they are expensive.
- I am Catholic, but my religious affiliation has no bearing on what university I attend: if I happen to go to a Catholic college, that's fine, but I'm not specifically looking for that.
- I am Christian but not Catholic, so it doesn't matter to me whether I go to a Catholic institution or not.
- I am currently only looking at one Catholic institution.
- I am going to attend a school that will give me what I want at a good price: a place where I can grow spiritually, mentally, athletically, etc. And is welcoming, diverse, and challenging and the people are down to earth.
- I am interested in different universities; some are public, some are Catholic. I'm Catholic, and my religion is important to me, but I feel I cannot reject a school because it is not Catholic. I am still in the process of trying to ascertain what school is perfect for me, and there are many other aspects to consider.

EXHIBIT

- I am just starting my college search and I do not yet know what colleges I might like, or whether they are Catholic or not.
- I am leaving my college choices wide-open.
- I am leaving my options open to Catholic and non-Catholic universities alike, plus it is too early to say.
- I am looking for a college that offers a balance among spiritual/value based education/academics/athletics/arts/social.
- I am neither looking for a Catholic institution in particular, not looking for a religious institution in particular to attend. It is just as likely that I might attend one, at this point, than I might not.
- I am not a Catholic personally, but many of my friends are, and they are attending places such as Notre Dame, and I might apply there.
- I am not actively pursuing Catholic institutions, but would not be repulsed by the idea of attending one either.
- I am not affiliated with the Catholic Religion. I may or may not attend a Catholic institution.
- I am not basing my decision off that aspect only.
- I am not Catholic.
- I am not Catholic but I am religious. I hold nothing against Catholic schools, and therefore have not ruled it out. But I am not dying to get in to one either.
- I am not Catholic but I have looked at several institutions and have found appeal in them.
- I am not Catholic, but I am looking into private Christian schools.
- I am not Catholic, but I won't decide to not go somewhere just because it is Catholic and I am not.
- I am not Catholic, but that wouldn't prevent me from attending a Catholic institution.
- I am not Catholic, so I do not really plan to go to a Catholic school. However, I would not purposely turn down a school just because of the fact that it is a Catholic institution.
- I am not Catholic. The Catholic denomination slightly scares me with the amount of rules. I stick to the good old' bible.
- I am not Catholic. Though if a Catholic college fits into what I specifically want in a college and I get accepted I may attend that school.
- I am not far enough along on my college search process to know whether I would go to a Catholic institution or not. I guess it would be nice to go to a Catholic school, but maybe I will like a non-Catholic institution the most.
- I am not interested in attending a religious college.
- I am not looking for a Catholic school to attend. If I have strong feelings about a Catholic institution then I will attend.
- I am not looking specifically at any Catholic institutions, but I would not hesitate to go to one.
- I am not picking a college based on religious affiliation.
- I am not sure whether I am interested in attending a Catholic institution it depends on the scholarships I receive.
- I am only applying to 1 Catholic institution.
- I am still uncertain if attending a Catholic institution is the right choice for me. I like to keep my options open.
- I am still undecided as to what college I would like to attend.

EXHIBIT

- I am undecided as to where I really want to attend.
- I am unsure if I will attend a Catholic Institution.
- I attend a Catholic high school. I don't know if I want to go to a Catholic college yet.
- I attend a protestant church now and although I may consider a Christian university I have not narrowed it down to a specific denomination.
- I can attend but I don't have to - it depends on where I get accepted.
- I chose that because I am not certain on whether or not I want to go to a Catholic institution. I am open to going to one or not going to one.
- I could go either way it depends if I feel comfortable at the school.
- I did not attend a Catholic high school and I do not want to go to a Catholic institution.
- I do not care whether I get into a Catholic college or not. I've gone to Catholic school all my life so I would like a change. But if I had to go to Catholic school I wouldn't mind because I'm used to it.
- I do not have enough information on Catholic institutions. For example, Do they allow non-Catholics and is there a separation of state and religion?
- I do not know if I will.
- I do not know if I would like to attend a Catholic school yet.
- I do not know many Catholic colleges.
- I do not want to choose the university I attend based solely on religion. If I am attracted to the college and it feels like it fits well, then I will look deeper into it regardless of whether or not it is Catholic.
- I don't care as much about the religion because I feel that I could adapt to the surroundings, but it wouldn't be my first choice to attend.
- I don't care if it's a Catholic Institution. Religion shouldn't play a part in someone's college choice. All schools have the pluses and minuses, so why should religion be a deciding factor.
- I don't care of the college's religious affiliation. I am however looking at Boston College, but not because of its Catholic background.
- I don't care whether or not a University is Catholic or not. It doesn't matter to me at all.
- I don't have any particular interest in a Catholic institution, but I wouldn't refrain from going to a Catholic institution if I found one that I liked.
- I don't know of any Catholic institutions that I would like to apply to but one could come up soon.
- I don't know what college I desire to attend.
- I don't know what college I want to go to yet. It does not really matter to me if it a Catholic Institution or not.
- I don't know which college I will be going to for sure. But I know I might be going to temple. The only things I care about are that the college has a study abroad plan, some sports, and that they will make me smarter than I already am.
- I don't mind nor do I care.
- I don't really care if the school is Catholic; if the school that I like happens to be Catholic I have nothing against it, but I am not looking specifically at Catholic schools.
- I don't really care it doesn't affect me either way since I am Catholic.
- I don't really have any interest in attending a Catholic college, but I wouldn't be opposed to it, either.
- I don't take that this matter in consideration.

EXHIBIT

- I don't know whether I will attend a Catholic institution or not.
- I feel that it's neither likely or unlikely that I would go to a Catholic school because although I don't have any schools in mind now doesn't mean that when I come across a Catholic school right away I'll shut it down. I'm open to really any kind of school, it's all about the feeling a get when going on campus visits.
- I have been in Catholic schooling for a long time, and have not liked it. I will not attend one.
- I have been very religious throughout my life but in all honesty if I need religion I can find a bible college or a church really I want my collage choice to be more about my education than religion.
- I have found some Catholic schools that I have liked but I am not sure if I would be able to afford to attend one of them. I may have to go to a non-Catholic college.
- I have just started visiting colleges and have not made a decision either way whether it will be Catholic or not.
- I have many options for college, and I am unsure of where I would like to attend.
- I have narrowed down my colleges of interest and one of them is a Catholic institution but yet I'm not sure of whether or not, it'll be the one I'll attend.
- I have no idea as to where I am going to apply for college yet. However, of the colleges I am looking into, some are Catholic institutions while others are not.
- I have no personal preference when it comes to religion, however if a religious institution offers the best program, I would choose it for that reason.
- I have no preference to whether I go to a private college or a state college.
- I have not looked into any Catholic colleges and I do not know if any offer what I am looking for.
- I have not looked into any Catholic institutions.
- I have not yet decided where I would like to attend college, and I am not ruling out Catholic institutions as a possibility.
- I haven't chosen a college yet, but I will not rule out any Catholic institution.
- I haven't considered going to a Catholic university but I also wouldn't oppose the idea of attending one either.
- I haven't decided whether or not I'd be able to fit in the religious part of the school since I am not religious at all.
- I just haven't decided and also I don't really know much about them.
- I know that I want to attend a college or university, but I have no idea what I want to do or where I want to go.
- I look at the academic merits of a learning institution far more than the social and spiritual aspects.
- I might attend a Catholic institution or I may not. Not sure yet, but wouldn't mind.
- I might attend one, or I might not, it depends on which schools I want to go to, and their reputations. The religious affiliations have nothing to do with their standard of education.
- I might go to Notre Dame but I would need a lot of financial aid.
- I need to find a college that isn't too expensive because I am planning to pay for college on my own.
- I plan on going to IUPUI or another school that offers a FIS program. If it is Catholic or not won't be why I choose to go there!

EXHIBIT

- I probably won't go to one, but it is not completely out of the fray.
- I put neither likely nor unlikely because I'm not sure where I'm going to go for college.
- I really don't know where I want to go. If a place is appealing, I can get over the fact that it is Catholic.
- I really have no preference. Really, some great institutions are Catholic schools. As long as I learn, I will be fine.
- I really think I can do that.
- I said neither likely nor unlikely because I don't know all my top college choices yet.
- I said that because even though I am Catholic it is necessary for me to attend a Catholic institution.
- I said that because the main importance of picking a school for me to attend does not matter whether it is a Catholic school or not.
- I said that because the religious affiliation of a school will not, in the end, make my decision of whether or not to attend school there.
- I said that it is neither likely nor unlikely that I might attend a Catholic institution because I know they are more expensive. Also I don't hear a lot about any good ones so I'm not so familiar with them. But I would like to go to one if I had the opportunity.
- I said that it was neither of the choices because I was baptized Catholic but at this time I do not attend a Catholic church and the religious orientation does not have a large impact on my choice for college.
- I still am unsure about where I want to go. While I would like a religious school, because I am Christian and have high ethics, morals, and values, I have not ruled anything out as of yet.
- I will attend a college based on its academic record, not religious.
- I will be attending a college/university based on whether it has my selected major, and how much it will cost for me to get an education there.
- I will go to school that gives me the best scholarships.
- I will make my choice on college based on their academics and programs not their religious affiliation.
- I will not base my choice of college because of a certain religion because I am not paying lots of money to go to church, but to learn life skills.
- I would attend a Catholic institution if it met my academic and major requirements.
- I would like to attend a Catholic college, but I would not mind attending a public university.
- I would like to attend a Christian school but I'm not ruling out other colleges if they offer my major and athletic options.
- I would like to attend a Nazarene College in Ohio.
- I would not be opposed to going to a prestigious, welcoming, accepting and exciting Catholic school, anymore than I would be opposed to any other non-secular prestigious, welcoming, accepting and exciting institution.
- I would really like to attend UC Irvine!
- I would use religion as main criteria for choosing a university.
- I'm not exactly sure where I want to go yet, but the religious standpoint has no effect on my decision of the college I want to go to.
- I've made no definite decisions yet.

EXHIBIT

- If a Catholic institution can persuade me that going to their school will provide the greatest education available I would undoubtedly send an admission. I classify any Catholic institution as equal with any other college institution available.
- If a college I see looks right for me, it won't matter if it is Catholic.
- If I like the college, the religious affiliation will not be a main factor in my decision to attend.
- If I like the school, then it does not matter if it is Catholic or not. I am a Catholic, but that doesn't necessarily mean that I will or will not be attending a religious school.
- If the school doesn't have my major then I'm not going there.
- If they have a program that interests me. I may attend a Catholic institution.
- In looking for a college, I do not use religion as a factor. Many good colleges are religion based and I don't care as long as I get a good education and am allowed to have my own beliefs.
- It all depends on what the college offers and whether or not my religion will be badly looked upon or ridiculed.
- It depends how much it would cost.
- It does not affect my choice in a college.
- It does not matter to me if a college is a Catholic institution or not. If I like the college, I will attend it whether it is Catholic or not.
- It does not matter to me if a school is Catholic or not, though I am a Catholic.
- It does not matter to me if the college is a Catholic institution or not.
- It does not matter to me whether or not an institution is Catholic.
- It doesn't matter to me if it is a good school will be interested.
- It doesn't matter to me what the religious part of the college is. I am going to choose a school that is for me know matter if it is religious or not.
- It doesn't really have an effect on my decision.
- It is neither likely nor unlikely because the religious affiliation of a school doesn't matter to me.
- It is not a major factor. Plus, I am not Catholic. My decision is not based on this fact.
- It is not a preference at this time.
- It just depends on where I decide going. If I decide I like a Catholic school that's great, if not, that's great too.
- It really doesn't matter to me whether or not the college I attend has any religious affiliations. Currently, I am not a member of any church, and I am pretty open- minded, so it doesn't matter either way to me.
- It really doesn't matter whether or not I attend a Catholic institution.
- It will not be a deciding factor in my college decision process.
- It will not play a strong role in my choice for a college or university.
- It's not that important that if attend a Catholic college.
- Most Catholic colleges do not offer the major I am hoping to pursue.
- Need to investigate more - top rated Catholic institutions seem expensive, and possibly out of my range.
- Not sure and not Catholic.
- Not sure where exactly I want to go, religion does not matter.
- Personal interests
- Possible choices...

EXHIBIT

- Religion doesn't affect my decision.
- Religion is not a factor in my decision.
- Religion is not a strong determining factor in my college search.
- Religion is not a strong factor in my choice of college.
- Religious affiliation does not matter.
- Religious affiliation is not a prominent difference in my college decision.
- That doesn't affect my college choice...
- The choice hasn't really come up yet, considering I am just finishing my sophomore year. But if a Catholic institution had the right majors and came at a reasonable price then I would highly consider it.
- The fact that a school is Catholic will not dissuade or persuade me to attend the school.
- The outcome will depend largely on what college I choose to attend. Financial and future prospects will be the largest factors in my decision.
- The reason that I said that it is neither likely nor unlikely is because religion in a school is not the most important to me; the academics are the most important to me. I do not really care how religious a college is.
- The religion is not important to me.
- The religion of a school is not going to be a factor in whether or not I choose to go to a school.
- The religion of the school is not the most important aspect to me. I am strong in my faith and my college of choice will not affect that.
- The religious affiliation does not matter as much to me as the institution having my major of interest.
- The religious affiliation of a college is not important to me and I'm not Catholic.
- The thing I am most worried about is mainly making it to an institution no matter what kind it is.
- The university being Catholic or not will most likely not affect my decision on a college.
- There are not any that are very close to home, and it is not that important to me to go to a Catholic institution.
- There just are not any Catholic institutions that are on my list of schools that I would like to attend.
- This kind of institution I know could be expensive, and I've been in Catholic environments all my life. I might need a change, but still while having my faith in God.
- Though I am Catholic I am not picking a college based on my religion.
- To me, it doesn't really matter whether the institution is Catholic. If I feel it can meet my needs, great. If not, I move on.
- Unsure
- Well, I am not Catholic so I am unsure if I would be able to fully relate to the majority of the student body.
- What type of institution I attend isn't as important as my education.
- When it says Catholic, I am referring to Christian rather than the sect. A few of the colleges I am looking at are Christian oriented, but I am not picking them because of their spiritual values.
- Whether a college is Catholic or not does not have an impact on my choice in colleges. It will be based on what is right for my education.
- Whether it's Catholic or not has no bearing on whether I will or will not attend.

EXHIBIT

- Whether or not it is a Catholic institution does not affect my decision and I am not far enough along in my search to know if a Catholic institution is at the top of my list.
- While I am raised a Roman Catholic. It is not imperative that I attend a Catholic Institution. My mother attended Seton Hall and would like it for me but it is not a deciding factor.
- Won't be the deciding factor.
- You never know what lies in your future. My mind might change on what colleges I want to go to.

Those Saying Somewhat Unlikely to Attend a Catholic Institution

- I am not Catholic. (13 mentions)
- Although I am Catholic, I don't plan on going to any kind of religious school.
- Although I am Catholic, I'm choosing my college based on its programs in my careers of interest. At this time, I have not found a Catholic institution that also offers a ballet program and a medical program.
- Around here there aren't very many choices, so I'll probably attend a state college.
- At the time, it's not really what I'm looking for and I'm going to need financial help to get enrolled in any type of private or Catholic college.
- Because by the end of High School I will have went a to Catholic School for 14 years, and I am ready for something different.
- Because I'm not a very religious person.
- Because I'm not Catholic.
- Because I'm not religious.
- Because I am looking forward to attend a university with a variety of cultures and religions.
- Because I am not Catholic and I am not familiar with their way of life or traditions.
- Because I am not Catholic.
- Because I am not interested in enrolling in a religion based school.
- Because I have mainly focused my concentration to the University of Wisconsin, but Marquette University is a slight possibility if that would not work out.
- Because I'm not Catholic.
- Because My Family Is Not All That Much Religious, and I Would Feel Better At A Public/Private School.
- Because my family isn't religiously focused. We don't go to church on Sundays or things like that, so it would be a waste of money to pay for a private Catholic college when that is not my focus.
- Because my major of international business is most offered at private or state schools.
- Because St Mary's sounds like a good college but I am yet unsure of where I want to attend.
- Because that is not what I am currently looking for in a college.
- Because there really is no Catholic institution that contains my major and is located in a warmer climate.
- Catholic institutions tend to have a higher tuition than other other universities.
- Catholic schools tend to have weaker programs when compared to most private or state universities.

EXHIBIT

- Even though my parents are Catholic, I would like to attend a college that is diversified in religion so that I can open up my eyes and learn about different things.
- Have attended Catholic school my whole life and want a change.
- I'll probably go to a state college and I don't like Catholicism.
- I'm Baptist, and I would attend if it was the best route to go, and If I was offered a better deal.
- I'm Catholic but I don't really care much for religion. I find interesting things about most religions and enjoy them all, not one in specific. I don't like to limit myself to only one type of beliefs.
- I'm focusing on going to a bigger college that does not include religion.
- I'm interested in a school not really associated with religion.
- I'm Jewish.
- I'm looking mainly at state schools and private schools in the northeast, and my top list does not at this time include a Catholic institution. The major factor for this decision is I want to go to college somewhere that has a strong Nordic ski team, and this is something few Catholic institutions have.
- I'm neither religious nor Catholic. Also, the Catholic institutions that I have looked at meet my standards or requirements.
- I'm not a Catholic. It is possible, if the school is good, that I may attend. Religious affiliations do not have too much meaning for me; I want to go to a really good school.
- I'm not Catholic and no Catholic schools have contacted me and I don't even know of any Catholic schools.
- I'm not Catholic so I'm not looking for a Catholic Institution.
- I'm not Catholic, and I have found that most of the Catholic schools I've looked at are largely conservative, which I am not either.
- I'm not Catholic, I'm Lutheran.
- I'm not interested in attending a college based on religious beliefs because I do not believe in religion. I'd rather not encounter fanatics.
- I'm not interested in being taught science by way of the bible and one person's view of religion.
- I'm not very religious and thus don't need to attend a very faith-oriented university.
- I'm not very religious.
- I'm progressive, and the Church is very traditional.
- I am a Baptist and attend a Baptist Church.
- I am a nondenominational person so I really don't want to attend a college that is religious. I prefer to be a more liberal person.
- I am a strong Baptist that will not convert beliefs to those of a Catholic.
- I am looking for a strong Christian university that adheres strictly to the Bible and that most likely would not describe a Catholic university but more an evangelical/protestant Christian university.
- I am looking into going to a state college or university.
- I am more interested in private or state colleges.
- I am not a Catholic so it will be a strange environment for me.
- I am not a religious person.
- I am not Catholic and am not interested in attending a Catholic affiliated school.
- I am not Catholic and it is not within my plans for colleges.

EXHIBIT

- I am not Catholic and the schools that I have looked at and am considering are private but not Catholic.
- I am not Catholic, and I do not agree with their practices.
- I am not Catholic. I am a Protestant/Baptist Christian.
- I am not Catholic; and I enjoy a diversity of religions, which would not be found at a Catholic school.
- I am not of that religion, so unless the school has a more relaxed view I wouldn't necessarily desire to go there.
- I am not planning on choosing a University based on their religious affiliation. I also do not plan on attending a Catholic institution at the present time.
- I am not very familiar with any Catholic institution. Actually, I did not even know they exist. Yet, I am only a sophomore in high school, and have not yet begun searching for "the right college" for myself. Therefore it is clear that I would not have learned of any Catholic institutions. :]
- I am not very interested in attending a college with religious affiliates.
- I am not very religious.
- I am Protestant and I don't necessarily agree with the Catholic rituals.
- I am protestant and my beliefs do not line up with what Catholics believe. Also, Catholic colleges don't seem to be diverse.
- I am very much against organized religion. I think Christianity, for example causes exponentially more harm than good.
- I believe the Catholic foundation isn't exactly for what I am looking.
- I do not know of that many Catholic institutions.
- I do not practice Catholicism.
- I don't believe a college needs to be focused on a certain religion unless it's going to be a part of their future career.
- I don't know of many, it is nothing against Catholic schools.
- I don't like any Catholic colleges.
- I don't see myself looking for a Catholic institution, but if I happen to fall upon a school that is Catholic, and it has everything I'm looking for, then that's alright.
- I don't want religion to influence my education. I prefer to keep them separate.
- I don't really care about the religious affiliation of the school I more concentrated on the academics and location.
- I don't like religion to blend with an education. I don't mind if it does, but I rather it did not.
- I enjoy the atmosphere of Big Ten colleges and others like those more than I have liked Catholic colleges.
- I expect to go to a law school, and I doubt the one I expect to go to is a Catholic institution.
- I feel that a Catholic institution is overpriced, and I did attend Catholic school from Pre-K to the 8th grade, and when I was forced to leave Holy Cross School because of a teacher who lied (although she was ask to leave) the school did not so much as to apologize to me nor my family, and the kept the remaining money for that year. I don't feel there that the true meaning of love, understanding and compassion really was ever in the school. They were over priced and now I attend a public high school, that has more understanding and

EXHIBIT

compassionate staff. I should also mention, since Hurricane Katrina, it seems the archdiocese could care less about our community.

- I grew up in an all-Catholic home. I am also Catholic myself and I do not agree with some of their ways. Therefore, I do not believe that I would feel very comfortable there.
- I have a college in mind already and it is not a Catholic institution. However, if I am offered a full-tuition scholarship to a Catholic institution and it offers the major I would like and is known for that type of major, then I would consider it. The chances of this happening are probably very improbable; therefore, I will probably not attend a Catholic Institution.
- I have already decided on the college I want to attend, and it is not a Catholic institution.
- I have been to a Catholic school all my life from daycare till now, but I am not Catholic. If I attend one, it will not make a difference to me, but it is not a major choice of mine if the decision was based on Catholic, private, public, etc.
- I have gone to Catholic school my whole life and I have nothing against it, it is just more expensive.
- I have narrowed my optimum choices for college down to a few that I am going to apply to. None of them are Catholic institutions.
- I have not learned of any Catholic institutions which house the kind of music department I'm looking for.
- I have not looked into many Catholic colleges.
- I love going to Church and proclaiming my faith, but doing to a Catholic institution probably won't happen for me
- I most likely will attend BYU. Otherwise, Catholic universities aren't at the top of my list.
- I plan on going to the University of Missouri-Columbia at this time.
- I pretty much know where I want to go, and a Catholic school just isn't on my list.
- I said it is somewhat unlikely that I might attend a Catholic institution because it is true.
- I said somewhat unlikely because I have attended Catholic schools for my entire life and I strongly disagree with the Catholic Church and do not wish to affiliate myself with the church through college.
- I say that because as of right now I'm more interested in going to a college like NYU. Catholic schools I think would try to force on their religious views on their students.
- I selected that answer because I look to go to a more prestigious and well known college/ university.
- I think that I would not only want to be with people who were Catholic because I want diversity and an education separate from religion.
- I think that my studies might be looked at though a Catholic point of view.
- I want to attend a state college.
- I want to attend University of Michigan.
- I want to learn about other religions and cultures in the world and a Catholic institution might not provide that for me.
- I will most likely be paying for college on my own and will not be able to attend one. And, though I am Catholic, I don't feel I would get as full of a college experience at a Catholic institution.
- I will probably go to a state school because the cost is more reasonable.
- I would not like to.

EXHIBIT

- I would not prefer to attend a Catholic institution because I would like to attend a college with many different religions and ethnicities.
- I would prefer not to but if it is the only college that has what I want to do then I will go there.
- I would rather go to Harvard.
- I'm not into a religious institution.
- I'm not very big on religion. There is nothing wrong with going to a Catholic institution, but I would prefer going to an institution with more religious diversity.
- I'm not very religious and would not like to be influenced.
- If I really like certain college and feel it is right for me, its Catholicism would not discourage me from attending.
- In my persona, I'm somewhat a more liberal person in beliefs. I think that while someone in the future would want to hire me, I wouldn't want them to be biased towards my background in some way.
- It is not a primary factor in my college search.
- It is somewhat unlikely do to the fact that, my god-father is a graduate of Morehouse University and a member of the Alpha fraternity. I plan to follow in his footsteps since he is an outstanding individual and also pledge Alpha.
- It is somewhat unlikely I might attend a Catholic institution because religious rigor is not what I look for in a college.
- It is unlikely that I might attend a Catholic institution because I am of a different religious affiliation.
- Most of the colleges I'm looking at don't have a religious affiliation and I've already gone to Catholic school my whole life so I'm looking to change it up for college. I am looking at some Catholic colleges though.
- Most of them do not offer my intended major.
- My brother went to Catholic institution and he was not impressed.
- My parents were both raised as Catholics but my father has ventured of to be a Christian instead of a Catholic. I however, am and will always be Catholic but to me it does not matter if I attend a Catholic institution or not.
- My religion is important, but I am not overly concerned with being in a top rate Catholic institution when there are more promising options that are not Catholic.
- My top college choices are not Catholic.
- No selective enough enrollment at most Catholic universities.
- No specific reason, just not my first choice.
- None of my choices so far are Catholic institutions.
- Not a very religious person.
- Not Catholic, but non denomination Christian.
- Not planning on it.
- Not quite sure what college to attend, but leaning more towards big public universities.
- Not religious.
- Not something I'm looking for I'm more into sports.
- Only goal since 2nd grade has been to attend the U.S. Air Force Academy.
- Religion is something that I handle personally, and most likely would like to keep a part of my personal life.

EXHIBIT

- Religious affiliation not a priority in selecting college...I can go to church from any college.
- Religious bound settings are not really my area.
- That's just not me.
- The college I plan on attending is public.
- The colleges I am currently interested in are not Catholic institutions.
- The colleges that I want to attend are not Catholic institutions for no reason.
- The schools I have looked into all have not been Catholic institution.
- There are a few Catholic institutions that I am interested in but probably won't attend
- There are more Baptist institutions in the area.
- There are not any Catholic institutions that are close by which I am interested in. Besides that, I am not Catholic and do not wish to become Catholic. If the school has other great qualities, I might still consider going there, though.
- There aren't any Catholic universities or colleges that I have been seriously considering.
- They are way too expensive and don't often offer courses that are academically challenging.
- They seem too strict and I attended a public grade school, and then was forced to attend a Catholic grade school and the Catholic life is not for me. I prefer the free reign of beliefs and morals. And in order to perform the way that you want to, a Catholic school cannot provide that for you. In my opinion, a public college would be the main choice for my university experience.
- They tend to be more expensive. I want a larger university. I attended Catholic schools for 12 years and I may want a different perspective.
- Too expensive, probably cannot afford.

Those Saying Very Unlikely to Attend a Catholic Institution

- I am not Catholic. (55 mentions)
- I am not religious. (8 mentions)
- Because I'm a Muslim.
- A Catholic college is not in my top choices.
- A Catholic institution is simply not a religious based school I wish to attend.
- All my life I have been educated by Catholic schools. I have first-hand experience of what it is like to be basically raised in a strict Catholic environment as far as school is concerned. I want to experience being around different types of people with different backgrounds and religious beliefs. How can I know if I want to be Catholic if I never have the chance to stand up for my beliefs when around different religions? It's all about experience and I'll never know if I don't go outside my Catholic environment. Besides, some beliefs of the church I don't agree with anyways.
- Although I am a baptized Catholic, I do not agree with much of the customs that the Catholic religion practices and therefore would not attend such a university.
- Although I am a Catholic, I want to attend a college/university that is religiously neutral.
- Although I am a Christian, I am not Catholic. I would not be able to participate in parts of religious services unless I converted to Catholicism.
- Although I have no issue with Catholicism I do not feel that a Catholic college would provide a diverse learning environment or support open thinking.

EXHIBIT

- Although my family's religion is Catholic I am not a very religious person and I tend to follow Christianity more than any other religion but really have no set religion.
- As far as religion goes, it is not a part of my college-making decision. I am looking for a prestigious university that has opportunities in athletics, foreign-related options, and a challenging schedule as well as social scene that offers variety and excitement. I do not believe a Catholic college can or will offer all of this to me.
- B/c I am not Catholic myself; I am Baptist.
- Because Catholicism is f*%ing retarded. Also I am a strict dinosaurist.
- Because even though I am Catholic religion is not really important to me and I just don't want to go to a Catholic school.
- Because even though I am of the Catholic faith, I do not see myself learning in that environment.
- Because I'm atheist.
- Because I'm not a Catholic and I don't agree with some of their beliefs.
- Because I'm not Catholic and don't believe in religious-affiliated institutions. I don't mind that people attend them; it's just not my thing to have religion stuffed down my throat in every class, or to even be affiliated with the Catholic church.
- Because I'm not Catholic, and I'd feel out of place.
- Because I'm not Catholic, so I don't really see the point.
- Because I'm not Catholic. Duh.
- Because I'm not Catholic...
- Because I'm not interested in a Catholic institution at this time?
- Because I am a Christian (Southern Baptist) and I want to go to a college that is closer to my religious beliefs.
- Because I am a Christian and my beliefs and moral standards are very different from that of Catholic religion therefore in order for me to use my college experience to the maximum potential a Christian or private college would be a wiser choice.
- Because I am a protestant.
- Because I am atheist.
- Because I am going to a public University.
- Because I am neither Catholic or Christian.
- Because I am not a Catholic.
- Because I am not a Catholic and I don't believe in the Catholic religion.
- Because I am not a religious person. I believe in being your own individual person.
- Because I am not Catholic and am not a very religious person.
- Because I am not Catholic and I would think you would have to be Catholic to attend.
- Because I am not Catholic I am Baptist, even though we're all Christians unfortunately there are diff beliefs in each denomination, I don't want to have to worry about strict rules controlling the way I praise Jesus!!!
- Because I am not interested in being involved with a Catholic church.
- Because I am not interested in going to a Catholic institution.
- Because I am not of the Catholic religion and don't know if I will enjoy being in an atmosphere that might not be welcoming to non-Catholics. Not all are, but I don't want to take the chance.
- Because I am not religious at all.
- Because I am of Lutheran Faith.

EXHIBIT

- Because I dislike the idea of attending an institution for its religious values, much less ones that I do not share. In general, I would not attend any school that tried to "share" its religious beliefs with me.
- Because I do not follow the Catholic Faith and because of that, I am not looking for a college or university that is predominantly Catholic. Instead, I would like the university or college to focus on my major and graduate programs.
- Because I do not let my religion interfere with my education I believe they should be separate. If they coincide many conflicts can occur.
- Because I don't believe you should learn based off a religion, you should learn with all sorts of people not just one type. The atmosphere should be diverse.
- Because I don't want to go to a Catholic institution.
- Because I don't think I will fit in.
- Because I feel that going to a strictly Catholic university would limit my academic aptitude to a biased theological view.
- Because I have already chosen a college.
- Because I have already decided to attend the University of Southern California. However, I did seriously consider going to Georgetown University.
- Because I have been attending Catholic school all of my life and I am Baptist. I do not want to attend a Catholic school anymore.
- Because I have no interest in attending a Catholic school, as it is not my religion.
- Because I know which college I am going to be attending.
- Because I might not think the same way some Catholics do, and also because they cost more.
- Because I myself am not Catholic, and because I don't want to learn religion. I have been told that Catholic Universities have mandatory religion classes and I do not wish to partake in them.
- Because I was never brought up strongly with a Catholic or Christian background.
- Because I would like to attend a state university.
- Because I'm not a religious person and they don't offer my major interests.
- Because I'm not Catholic and because I don't want to go to school to have that religion shoved in my face every day.
- Because I'm not Catholic, I'm Christian Pentecostal. Going to a Catholic institution wouldn't suit me because it's very different from what I'm use to.
- Because I'm not Catholic.
- Because I'm not Catholic. I'm Lutheran.
- Because I'm not going to college for a spiritual journey sort of experience. I'm going to college to advance my education and make a better life for myself. And it might be out of the budget.
- Because it's not what the school's I am looking aren't Catholic. I'm Catholic it's just it's a public college.
- Because it is too much money. I also cannot stand rules.
- Because religion has no effect on my place of further education. I have never been very religious, so this has no effect on me.
- Because religion isn't important to me.
- Because right now I have narrowed my colleges to two and neither of them is Catholic.

EXHIBIT

- Catholic core beliefs are very different from mine. Catholicism is about good works to get to heaven. I believe that it is because of Jesus Christ's (my Savior's) death on the cross alone that saved me from my sins and enables me to have eternal life. No amount or lack of good works will ever change that. That difference is huge.
- Catholic institutions that I have looked at do not interest me.
- Catholic schools don't have my major, plus I'm not Catholic.
- Catholicism is quite different from my beliefs.
- Do not have my program of study which is film making.
- Due to the fact that I am not very religious, I find many religious people trying to force me into a religious life style, that's not who I am.
- Even though I am from a Catholic background, I am not Catholic myself. I am not opposed to attending a Catholic school, it's just that the institutions around me are very expensive and I don't believe I would receive a scholarship great enough to pay for it.
- First of all, I am not a Catholic and I'm looking for more populated, variety of ethnic groups of students to hang out with. I also like less strict rules around school.
- For the main part I am not Catholic I am a Baptist and we believe in two different things and I just don't want to.
- Haven't looked at any because I am Lutheran.
- Having gone to Catholic school from the time that I was in pre-school has only succeeded in alienating me from the religion. I need time away from it; I will possibly return, but for now, I don't want much of anything to do with religion.
- I'd prefer to avoid religion all together. Especially if I am forced or guilt-ed for not being in one or wanting to be in one.
- I'm a religious Jew there are major religious problems with it.
- I'm already planning on attending a non-Catholic institution (St. Olaf).
- I'm an agnostic/atheist and I find the polarization of religious institutions to be constricting, all-encompassing, and unreceptive of alternative opinions. Quite frankly, I find the indoctrination of religion, particularly in education-related areas, to be stifling and wrong.
- I'm an atheist.
- I'm atheist.
- I'm Lutheran.
- I'm not a religious person.
- I'm not a very religious person and I don't think religion should be involved in my college experience.
- I'm not a very religious person. I don't believe that academics and religion are both required in universities. Religious courses should be offered only if the person wants to dedicate themselves to it.
- I'm not Catholic I'm Christian. And I don't want to be influenced in my place of study by religion.
- I'm not Catholic and do not agree with their beliefs.
- I'm not Catholic and find the religion extremely strict and narrow-minded.
- I'm not Catholic and I'm not very religious.
- I'm not Catholic and I don't care to go to one.
- I'm not Catholic and I plan on going to a big school that has really good engineering options.

EXHIBIT

- I'm not Catholic and I would feel awkward.
- I'm not Catholic and I would rather go somewhere that I have a common background with the students as well as the school itself.
- I'm not Catholic and it just doesn't seem like the kind of college that I would apply to. I would like to have more freedom and be able to have a great social life along with a great academic career.
- I'm not Catholic in fact I'm agnostic I've nothing against it. It's just not my focus.
- I'm not Catholic or very religious at all.
- I'm not Catholic, and I don't wish to attend a college that will try to influence my spirituality.
- I'm not Catholic, and I haven't looked at or considered any Catholic institutions.
- I'm not Catholic, and I might feel out of my element.
- I'm not Catholic, and the schools I am interested in aren't Catholic.
- I'm not Catholic, I'm Episcopalian. Even though I hear all the time that Catholic schools are great institutes of learning, I feel that going to a Catholic university would go against what my family believes in spiritually. What I am saying is that, just for those reasons, I probably am not going to a Catholic university, but I could change my mind.
- I'm not Catholic, nor do I have any interest in converting to Catholicism. I feel I can get the same education at any other school where I feel more comfortable.
- I'm not Catholic. It's not applicable to me!
- I'm not Catholic. So I don't intend on participating in a Catholic school.
- I'm not Catholic...
- I'm not religious.
- I'm not very religious, and I'd prefer to go to a school where my lack of Catholic affiliations won't be an issue. I'd like to focus on school, not my conversion into Catholicism.
- I'm Pentecostal.
- I've already chosen and it was between Loyola and University of Miami.
- I already have my college choices narrowed down. A Catholic college is not one of them.
- I already have narrowed my college search and a Catholic school is not in it.
- I already know what college I will most probably attend, and it is not a Catholic institution.
- I am a Baptist.
- I am a Christian and have different beliefs than those of the Catholic religion.
- I am a free thinker.
- I am a Jehovah's Witness and it would be out of my religion.
- I am a Lutheran and we have had bad experiences with the Catholic religion.
- I am an atheist and do not want to go to a college that emphasizes religion. Additionally I wish to major in evolutionary biology or paleontology and do not think that Catholic universities are strong in either area.
- I am an atheist. It would be ironic and painful if I were to attend such a college.
- I am Baptist and there are many colleges and universities to choose from.
- I am Catholic and in today's society they don't meet the needs of young adults
- I am Jewish and to be in a Catholic institution would hinder the advancement of my beliefs.

EXHIBIT

- I am Jewish, and attending an institution based on principles and rituals of a religion to which I do not belong does not interest me in the slightest.
- I am Jewish.
- I am Jewish. I like a more Jewish affiliation in my campus.
- I am looking at IT programs and the local school is limited in the technology I want to pursue.
- I am Lutheran.
- I am more focused on a few colleges right now, and none of them are Catholic. It is very likely that I will attend a school like Princeton, Yale, or Cornell, if I am accepted.
- I am non-religious and I feel that it is important so separate you individual thoughts from those of others.
- I am nonreligious; I don't want to deal with a religion during college.
- I am nor Catholic.
- I am not a Catholic and have no wish to become one.
- I am not a Catholic and I don't want to go to a private college. A state college is where I want to go.
- I am not a Catholic, but a Baptist. I am very much against Catholicism.
- I am not a Catholic, or religious in any way, and I would feel out of place.
- I am not a Catholic. I have much respect for Catholic's but I would rather stick to my own religion.
- I am not a Catholic. It may interfere with my religion.
- I am not a Catholic; I am a Lutheran. While the two religions have similar beliefs, there are many practices of the Catholic Church that I do not agree with and do not wish to study.
- I am not a part of the Catholic faith.
- I am not a religious person and do not wish to affiliate myself with the Catholic church, especially because I do not agree with the ideology.
- I am not a very religious person (especially in Catholicism) and I don't think that education and religion should be combined in the same environment.
- I am not a very religious person and my religion isn't Catholic.
- I am not a very spiritual person.
- I am not Catholic and although it would not bother me to attend a college in which religion is important, I would feel left out and that my education would be solely based on Catholicism.
- I am not Catholic and am interested in UC's.
- I am not Catholic and don't believe what they believe.
- I am not Catholic and have no intention of becoming Catholic.
- I am not Catholic and I am a different colored skin than white people. It would be very awkward.
- I am not Catholic and I do not agree with those views.
- I am not Catholic and I do not believe in religious universities.
- I am not Catholic and I don't want to be too involved with one religion in school.
- I am not Catholic and I have not looked in to any Catholic institutions that have interested me.
- I am not Catholic and it's too expensive.
- I am not Catholic and never will be.

EXHIBIT

- I am not Catholic and none of the schools I am thinking about attending are Catholic.
- I am not Catholic and prefer schools that are non-denominational or Baptist.
- I am not Catholic and see many problems with Catholic doctrine. I also do not support strict organization of any religion.
- I am not Catholic and would feel more comfortable in a Protestant or non-denominational atmosphere. Also, I already have a list of colleges I am likely to apply to, and none of them are Catholic.
- I am not Catholic nor do I attend a Catholic high school so I am not eligible for a lot of scholarships available to Catholics attending a Catholic Institution.
- I am not Catholic or any type of Christianity.
- I am not CATHOLIC! I will not go to a college that is going to try to push me into being a Catholic or any kind of religious person. I do not believe in religions. They only cause trouble.
- I am not Catholic, and I am looking for a school that does not have a religious denomination.
- I am not Catholic, and I have no interest in attending a college of any one select religion.
- I am not Catholic, and so there are schools with my religious affiliation which would be a better fit for me.
- I am not Catholic, and think that the separation between church and state is the most important doctrine that this nation was founded on. I also think that colleges and other workplaces should have no business knowing my religion, seeing as that is a private matter.
- I am not Catholic, but actually am a different religion.
- I am not Catholic, I am Protestant.
- I am not Catholic, nor do I intend to become Catholic. A Catholic institution, then, would not be a place that I would like to attend for any length of time. I would prefer, also, a greater variety of beliefs in my peers, which would help avoid the development of narrow-mindedness in myself.
- I am not Catholic, nor do I wish to convert.
- I am not Catholic. I am Baptist.
- I am not Catholic. I am Protestant.
- I am not Catholic. Nor do I intend to become Catholic.
- I am not Catholic. Therefore wouldn't attend a Catholic institution.
- I am not Christian.
- I am not interested in attending a religiously affiliated school.
- I am not interested in attending any institution affiliated with any religion.
- I am not interested in pursuing my collegiate studies in a religious environment.
- I am not interested in religion.
- I am not into Catholicism.
- I am not of Catholic faith.
- I am not of the Catholic faith.
- I am not of the Catholic religion and I do not plan to attend one.
- I am not of the Catholic religion.
- I am not of the religion Catholic. So I would feel uncomfortable attending a Catholic college or university.
- I am not really interested in attending any religious college.

EXHIBIT

- I am not religion oriented.
- I am not religious and I am not interested in attending a school with a religious affiliation.
- I am not religious and intend to attend a secular university.
- I am not religious and want to attend a diverse college.
- I am not religious at all and have no desire to attend a Catholic institution.
- I am not religious, and I do not believe in the same principles as Catholics do.
- I am not religiously affiliated with the Catholic area of Christianity.
- I am not ruling out a Catholic university but do not see myself at a Catholic university since it is not my specific denomination.
- I am not very religious.
- I am Protestant (specifically Lutheran), not Catholic.
- I am United Methodist not Catholic.
- I am very against Catholic views because I disagree with religious beliefs and because I am gay and feel uncomfortable in those settings.
- I attend a Catholic high school and am not interested in furthering my Catholic education because I am not Catholic and did not like being forced to take religion.
- I believe that education should not be about your religious life. Although, religion can be incorporated into your daily life, I think that college is a place where I want to grow as a person on more levels than just spiritually.
- I believe that private Catholic colleges are more expensive than the state schools but there is nothing better about them. I am Catholic and I plan on attending a state school.
- I cannot stand how most Catholics treat those who are not like them. They choose to not accept others. This makes them hypocritical.
- I dislike Catholicism.
- I do not agree with Catholic teachings.
- I do not agree with the Catholic views, I am a Christian. I don't know of any Catholic schools that I could go to and I already know where I want to go.
- I do not believe in God.
- I do not believe in organized religion.
- I do not believe in religion.
- I do not have a fixed religion.
- I do not have the same beliefs as Catholics, as I am a Christian in a church of Christ. Also, I think that they do not provide the same opportunities as non-religious colleges, and that being shut-off in a world of only Christians, with just religion being taught, is not what God wants.
- I do not know of any Catholic institutions that have my major.
- I do not share the Catholic faith. I feel that they are too strict and do not treat people by the verse, "Love the sinner, but hate the sin." I have seen too many experiences where Catholic churches have turned away homosexuals or atheists who only wanted to learn more about the Word of God. Christianity is not about saving the people who are already "perfect."
- I do not want to attend an institution with a religious affiliation.
- I do not want to have to take the religious coursework required at a Catholic school.
- I do not wish to attend religious prerequisite classes, or have any type of religion pressed upon me.
- I don't believe in religion.

EXHIBIT

- I don't believe in the Catholic religion. And if I go to a Catholic college I'll probably be forced into religious classes, which I don't.
- I don't believe it is a path that I wish to take; religion has never really influenced me. "The past is only memories, to think on, and the future will never come, there is only now, and what you do with that time." - Christopher Paolini
- I don't believe that religion should be mixed with education. I am of a very politically liberal upbringing. Although I was raised occasionally attending a Christian church and to believe in a higher power, which I do, I want to be surrounded in a strictly educational atmosphere. I am also strongly opposed to religion being "forced" upon a person- if I wanted to learn about religion I would seek it out on my own. I do not need someone else to tell me to go to church. **DO NOT COMBINE THE CHURCH AND THE STATE!!!!**
- I don't follow the Catholic religion, nor any particular religion for that matter.
- I don't go to church.
- I don't have the money, and as of (06/10/2008) there is no Catholic school that teaches my profession.
- I don't know.
- I don't know any Catholic schools.
- I don't like the Catholic way of life.
- I don't really believe in religion even though I'm Catholic. Plus I just don't want to be part of a religious school.
- I don't really want to attend a school that has a specific religious affiliation.
- I don't see a Catholic University as having as much diversity as a non-religious university.
- I don't see myself basing colleges over what religion they promote.
- I don't want to attend an institution that will be full of people who are just Catholic. I want to meet a diverse group of people when I go to college.
- I don't want to be separated from other people because of my religious beliefs.
- I don't agree with their religion, or any religion that tries to force its view on other people without their consent.
- I don't attend church.
- I don't know what school take a low act score.
- I don't think that I will attend a dominantly Catholic institution because I am not extremely religious and so I don't think that I would enjoy that environment.
- I hate the Catholic Religion. I will have no part in it. I refuse.
- I have a bad relationship with the Catholic church.
- I have attended Catholic schools my entire life and I do not like how strict and controlling they are.
- I have chosen my college and been accepted. It is not Catholic.
- I have gone to Catholic schools all of my life and it would be very expensive.
- I have no desire to attend a school where a slight form of polytheism is promoted and practiced regularly.
- I have no wish to go to a Catholic school.
- I have serious concerns with the honesty, truthfulness, and overall goodness of the entire religion.
- I like to learn about different religions but I am currently agnostic and I have never had an interest in becoming religious active.

EXHIBIT

- I made my decision to where I will attend. I want no university to be religiously affiliated. I want to experience the views of those who are unique.
- I personally am not Catholic, I'm Christian. I am not against the Catholic religion, but I would prefer not to go to a Catholic based college.
- I prefer not to attend any school with a religious affiliation, Catholic or any other.
- I said not very likely because I am looking to go into philosophy and I think that that a Catholic school would tend to hold a more biased curriculum.
- I said that because for one I am not Catholic, and for two I have never heard of a Catholic institution.
- I said that because I am not attending one. I will be going to a technical college like UTI or MMI.
- I said that it is unlikely for me to attend a Catholic institution because my career doesn't really require me to attend a Catholic university.
- I said that it is very unlikely that I might attend a Catholic institution because I am not Catholic and I dislike the style of the school. (Its main focus).
- I said that it is very unlikely that I might attend a Catholic Institution because I am open as to my religion as haven't exactly figured it out yet.
- I think that it is very unlikely for me to attend a Catholic institution because I'm focusing on attending a private university and my parents won't let me attend that type of institution because of my religion.
- I want to attend a non-religious institution.
- I want to attend a university that is extremely diverse in all aspects, including individuals' perspectives.
- I want to be surrounded by a diverse community, where there are people from all around the world and it doesn't matter what their religion is.
- I want to go to a big state university.
- I want to go to a school without a strong religious affiliation.
- I want to go to a state university.
- I want to party my college experience away and would feel guilty doing so with the priests and nuns around.
- I was raised by parents to be a spiritual Christian. Catholics still participate in rituals and ceremonies. To me, it comes down to having a relationship with Christ, and I think that might be hindered by attending a Catholic institution.
- I was raised Catholic, but I am a decided Agnostic. I've gone to Catholic schools all my life, and though the education is by far superior to that of a public school, I'd rather not be associated with yet another Catholic school.
- I will not attend a Catholic institution because I am not Catholic and do not wish to have someone's religion forced on to me.
- I wish to major in the sciences and find that the priorities of a Catholic university stand in the way of true scientific research. Another issue I have with a Catholic university is the Catholic stance on political issues, such as, yet not limited to, abortion. A Catholic school, I do not believe, can give a typical college social life. I feel that what I learn at a Catholic school would have a bias toward a Catholic agenda and is not conducive to a learning environment. I am looking for a fun, yet academically stimulating college experience and I do not feel that I can obtain this at a Catholic university.
- I would rather attend a university that is not religiously-affiliated.

EXHIBIT

- I wouldn't attend a Catholic college because I want to attend Auburn or Xavier in Louisiana.
- I wouldn't be allowed to take communion with ya'll.
- I'm not Catholic and I am not very religious.
- I'm not Catholic and I don't feel I belong in a Catholic institution.
- I'm not Catholic or very interested in any religious schools.
- I'm not Catholic. Catholicism is against my religion.
- I'm not Catholic. I would not want to put myself in a situation where I would have to do things that might go against things I believe in.
- I'm not planning to go to ministry; I like a wider variety of people.
- I'm not really sure, I doubt I would enter one. (I have no religious problem with it I am one.) If I had to I would, but I want to see the world and experience life in whatever way I can.
- I'm not religious and Catholics are fakes because so much religious history is questionable.
- Interested in large urban schools with D1 Golf.
- It's extremely expensive, and my parents have taught me good morals.
- It's very unlikely that I attend a Catholic institution, because my high school was one and I'm ready for a change.
- It doesn't agree with my particular taste in my religious beliefs which are important to me
- It is because I am not a Catholic.
- It is just not what I am interested in at the present time. I would like to meet all kinds of people of different race and ethnicity.
- It is unlikely because I am not interested in my Catholic religion.
- It is very unlikely because I am attending a state school next year. It is not that I did not want to attend a Catholic institution; it simply did not work out that way.
- It is very unlikely because I am not interested in attending a Catholic institution.
- It is very unlikely that I might attend a Catholic institution because I'm a Seventh Day Adventist and I would rather go to a school of my religion.
- Just not interested and all the ones I have looked at don't have the right programs for me
- More than half of my school career was spent in Catholic schools so I would like a change.
- My family is not a Catholic based family, we have not grown up Catholic and it's not something that I would like to start at this time.
- My family is not Catholic, and I am a Christian.
- My family is not Catholic.
- My parents aren't keen on me attending one. They would rather something more liberal like a Presbyterian-affiliated school.
- My parents will never allow me to go to a Catholic institution. Especially my mom.
- My personal beliefs do not coincide with some ideas that the Catholic church holds to be true.
- My religion
- My religion is not Catholic based; therefore I do not want to attend a Catholic institution.
- Never heard of a good Catholic college.
- No interest at all. Grew up United Methodist.
- No religious affiliation.

EXHIBIT

- None appear to offer my major and I strongly dislike the fact that most of their curriculum has a religious undertone. I am atheist and having religion forced down my throat is not my cup of tea.
- None have the major I am interested in.
- None of the colleges I am looking at are Catholic schools. Also, most Catholic schools are very small, and I want to go to a big school.
- None of the universities I am looking at are Catholic institutions.
- Not a believer of the Catholic faith.
- Not affiliated with the religion, and want to experience a wide range of beliefs.
- Not interested
- Not interested in a Catholic education and area of interest/major has better options at non-Catholic universities.
- Not interested in furthering my knowledge of Catholic teachings. I've attended Catholic school for years and no longer feel as if it's my fit. [I've grown tired of these classes.]
- Not my religion.
- Not very religious.
- Protestant.
- Religion does not play a part in my education. I want to go to college to learn about the world, arts, etc. Not to have bible studies with friends.
- Religious affiliation is not important in my education. I believe in the separation of church and state/education.
- Religious reason
- Seeking specific area of study/only offered at certain universities.
- So far in my college search I don't seem to be looking forward to attending a Catholic institution and I don't see myself in one in the future.
- Strictly Catholic institutions seem to have a very homogeneous population according to my observations on campus visits. I am looking for diversity of backgrounds of interests in my college.
- The college I plan on attending is not Catholic.
- The colleges I'm interested in are not Catholic.
- The cost is too high, and I am not Catholic.
- The idea doesn't appeal to me; I'm not a religious person at all.
- The ones I have heard of are just for female.
- The reason why I said very unlikely that I would attend a Catholic college is because I would like to expand my horizons and like to get a well good background of what my career is and also, because my career is a lot of hands on activities with others.
- The schools that I am currently looking at are not Catholic institutions.
- There are none in my area, and they are expensive schools.
- There are not many Catholic schools in the state of Alabama and none of them have a pharmacy program.
- They are very expensive.
- They do not have Men's Gymnastics.
- They just don't appeal to me and my vision for myself.
- Though I am a devout Catholic, I don't want to go to a school that won't shut up about God. That may seem blasphemous, but trust me, it's not meant to be.
- Too expensive for me to afford.

EXHIBIT

- Too Strict from what I have heard from people who have attended them.
- Very expensive.
- Well, it's very simple. I'm not Catholic.
- What I say that is very unlikely that I might attend a Catholic institution is because some Catholics schools can be very strict because of their religion.