We are interested in where you will be attending college, and in your thoughts on CU-Boulder. Please help us by completing this survey. Your responses will be kept confidential. When you have completed the survey, click Submit & Close at the bottom.

1. Including CU-Boulder, to how many colleges were you admitted?

2. Please list the first three words that come to mind when you think of CU-Boulder. Don't think about this for very long--just list your first thoughts.

   FIRST WORD
   SECOND WORD
   THIRD WORD

3. Where will you attend college? Select STATE and NAME of college from the list below. If not on the list, please type it in the box provided below. If you will not be attending college this fall, select that option from the list and then skip to Question 5.

   Please list the college where you will attend and the state--if not on the list above.

4. Please rate both CU-Boulder and the college you will be attending on the following characteristics.
5. Why did you decide NOT to attend CU-Boulder? Select all that apply.

☐ I want a school with a better academic reputation
☐ It's too large
☐ It's too far from home
☐ It's too close to home
☐ There won't be very many people I know there
☐ There will be too many people I already know there
☐ Its tuition is too high
☐ I couldn't get sufficient financial aid
☐ I didn't get academic or merit scholarships from CU-Boulder
☐ I'm concerned about safety on campus
☐ Other

6. If you indicated other above, please describe your reasons for not attending.

7. For each of the following issues, indicate whether you’ve heard of them before and the extent to which they affected your decision NOT to attend CU-Boulder.

<table>
<thead>
<tr>
<th>Haven't heard of this before</th>
<th>Heard; did not affect my decision</th>
<th>Heard; affected my decision somewhat</th>
<th>Heard; affected my decision a lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football publicity</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Party school reputation</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Controversial professors</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
8. What is the ONE area CU-Boulder could improve that would do the most to have increased your chances of enrolling here?

- Academic reputation
- Class size
- Honors and other special programs
- Student services (career, counseling, recreation, etc.)
- Academic advising
- Personal attention
- Recruiting, admission process
- Cost (tuition, financial aid, living costs)
- Merit scholarships
- Other (please describe below)
- None

9. If you selected other above, please describe the improvements you have in mind.

10. This survey was completed by:

- the student
- a parent or both parents
- the student and his/her parent(s)

Thank you for your assistance. We wish you much success in your academic pursuits.