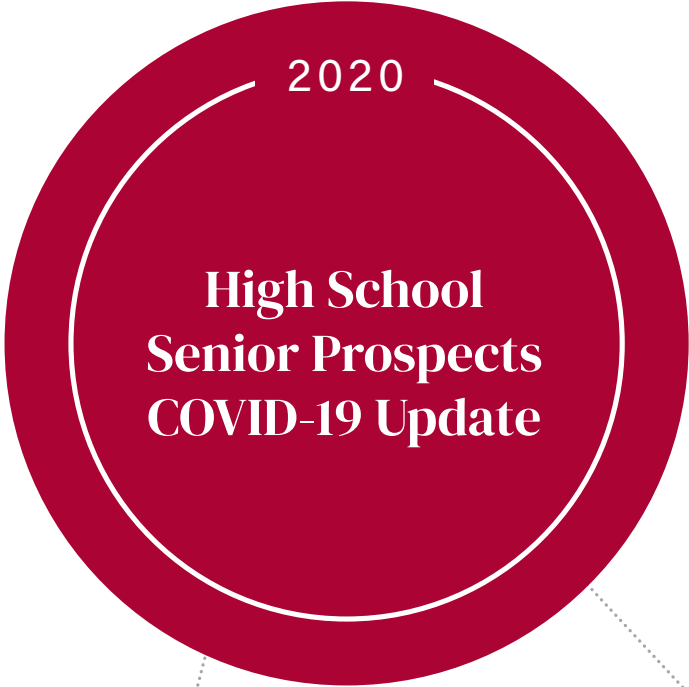


Change over time comparison for high school senior prospects regarding the impact of COVID-19



Depth of Research

Data Tables for COVID-19 May Report

The executive summary of our follow-up prospective college student survey includes the key insights, strategies, and takeaways from our two research projects with high school seniors. However, Carnegie Dartlet believes in transparency of findings and research, including robust breakouts of different groups. The reality is that without this context, many numbers are not useful for strategy. This document is a supplement to our report with all questions broken out by key demographic variables.

Breakout Variables Glossary

- + All: overview reporting of all completed responses, regardless of breakout
- + Female/Male: respondent-selected gender collapsed into a dichotomous outcome. Please note that respondents were allowed to select other options, but the volume was so low that the breakouts are of just female (inclusive of transgender female) and male (inclusive of transgender male).
- + Asian/Black/Latinx/White: respondent-selected race. Please note that other race categories were present for selection but were not selected frequently enough for comparative analysis. Also, race is a "select all that apply" category, meaning that not all respondents in two particular race breakouts are always distinct. A person could be both "Asian" and "White," for example, and would be included in both results averages.
- + Region: respondent-selected current living location based on regional selection map. States for each are Midwest (OH, IL, IN, IA, MI, MN, WI); Mountain West (AZ, CO, ID, MT, ND, NE, NM, NV, SD, UT, WY); Northeast (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT, WV); Heartland (AR, KS, LA, MO, OK, TX); South (AL, FL, GA, KY, MS, NC, SC, TN); and West Coast (AK, CA, HI, OR, WA).
- + Committed/Uncommitted: whether the prospective student has selected and accepted admission from a school by the time of the survey.
- + Intentions: respondents segmented by the type of institution they intend to attend. These include Intends Public, Intends R (religious) Private, Intends NR (non-religious) Private, and Intends 2-Year.
- + Low SES/Mid SES/High SES: need-related breakout of approximate socioeconomic status for each respondent's household. It's important to note this does not include the potential financial fallout of the COVID-19 outbreak, as measures are around existing household information that could change.

ABOUT OUR SAMPLE

Student Voices

Using the nationwide CollegeXpress platform, Carnegie Dartlet sent a survey invitation to its high school senior user base on Thursday, March 19 to evaluate their thoughts about COVID-19. Impressively, nearly 5,000 students responded. On Monday, May 4, we sent a follow-up survey to see the change in perceptions over time and asked important new questions about next steps. Timing of surveys is critical. The first survey occurred right at the apex of the initial crisis, while this follow-up was timed strategically after the May 1 decision deadline as it refocused student attention. Asking the right questions requires careful timing.

The Power of 2,847 Voices

The May 4 survey resulted in 2,847 survey completes in under 48 hours. Though smaller than the initial sample, it is still incredibly powerful and allows for specific demographic breakouts. More importantly than raw numbers, the demographic breakdowns were consistent from the first survey to the second. That means results can be compared directly without worries of changing demographic profiles. The chart below shows the specific demographics for both surveys.

GENDER	MARCH	MAY	RACE (ALL THAT APPLY)	MARCH	MAY
Female:	67%	68%	American Indian/Alaska Native:	2%	2%
Male:	30%	30%	Asian:	11%	12%
Transgender:	2%	1%	Black or African American:	10%	13%
Other:	1%	1%	Hispanic or Latinx:	18%	19%
			Middle Eastern/North African:	2%	2%
			Pacific Islander:	1%	1%
			White:	57%	59%
			Other:	1%	2%
			LOCATION		
			Midwest:	16%	17%
			Mountain West:	9%	8%
			Northeast:	25%	25%
			Heartland:	15%	14%
			South:	17%	18%
			West Coast:	18%	18%
SOCIOECONOMIC STATUS					
Below Average:	42%	40%			
Average:	38%	37%			
Above Average:	20%	23%			
SCHOOL TYPE PREFERENCE					
Public:	67%	65%			
Private (Rel):	10%	11%			
Private (Non-Rel):	13%	15%			
2-Year College:	10%	9%			

CONCERN DATA TABLE

How concerned are you about COVID-19 and its potential impact on your higher education?

AUDIENCE	NOT AT ALL	VERY LITTLE	SOME	A LOT	TOP OF MIND	MAY AVG	MARCH AVG
All	2%	7%	32%	41%	18%	3.65	3.46
Women	1%	6%	30%	43%	21%	3.76	3.55
Men	3%	11%	37%	38%	11%	3.41	3.14
Asian	2%	4%	36%	44%	14%	3.65	3.41
Black	2%	6%	27%	41%	24%	3.80	3.73
Latinx	2%	4%	28%	44%	22%	3.80	3.68
White	2%	9%	33%	40%	15%	3.58	3.32
Midwest	2%	9%	33%	42%	15%	3.58	3.34
Mountain West	1%	10%	37%	43%	10%	3.50	3.27
Northeast	2%	5%	30%	43%	21%	3.76	3.43
Heartland	2%	8%	36%	40%	13%	3.54	3.52
South	3%	9%	31%	37%	20%	3.62	3.44
West Coast	1%	5%	32%	43%	19%	3.74	3.52
Committed	2%	7%	33%	42%	17%	3.65	N/A
Uncommitted	4%	8%	26%	38%	25%	3.72	N/A
Intends Public	2%	7%	31%	43%	17%	3.66	3.44
Intends R Priv	3%	8%	38%	36%	15%	3.53	3.34
Intends NR Priv	1%	8%	30%	40%	22%	3.74	3.42
Intends 2-Year	3%	8%	34%	39%	17%	3.60	3.51
Low SES	1%	5%	26%	43%	25%	3.84	3.58
Mid SES	2%	6%	35%	44%	14%	3.62	3.42
High SES	3%	12%	35%	36%	15%	3.48	3.13



Average scores pairings in gold indicate statistically significant changes from March to May.

EDUCATION DELAY DATA TABLE

Would you consider delaying your higher education if COVID-19 was not properly resolved by fall?

AUDIENCE	WILL NOT DELAY	SLIGHT CHANGE	SOME CHANGE	HIGH CHANGE	PLANNED DELAY	MAY AVG	MARCH AVG
All	42%	26%	22%	9%	2%	2.03	2.10
Women	43%	26%	21%	9%	2%	2.00	2.09
Men	39%	26%	24%	9%	2%	2.09	2.13
Asian	42%	29%	23%	4%	2%	1.94	2.06
Black	44%	20%	26%	8%	2%	2.04	2.16
Latinx	42%	24%	22%	9%	3%	2.07	2.18
White	40%	28%	22%	9%	1%	2.04	2.07
Midwest	44%	24%	22%	8%	2%	1.99	2.06
Mountain West	37%	30%	21%	13%	1%	2.11	2.19
Northeast	40%	24%	24%	9%	2%	2.08	2.04
Heartland	47%	28%	20%	5%	1%	1.86	2.14
South	42%	27%	21%	9%	2%	2.02	2.07
West Coast	42%	25%	22%	9%	3%	2.07	2.13
Committed	43%	26%	22%	7%	1%	1.96	N/A
Uncommitted	30%	22%	23%	18%	8%	2.53	N/A
Intends Public	43%	25%	23%	8%	2%	1.99	2.06
Intends R Priv	46%	28%	17%	8%	1%	1.91	2.03
Intends NR Priv	37%	26%	25%	10%	2%	2.15	2.09
Intends 2-Year	41%	22%	16%	15%	5%	2.22	2.51
Low SES	41%	22%	25%	9%	3%	2.09	2.24
Mid SES	39%	28%	23%	9%	1%	2.06	2.08
High SES	46%	27%	18%	8%	2%	1.91	1.86



Average scores pairings in gold indicate statistically significant changes from March to May.

SCENARIOS AND POSSIBLE MELT

Please identify your likely course of action if your committed school makes these decisions.

Committed Students Only

SCENARIO	ATTENDS NORMALLY	ATTENDS, NEEDS SUPPORT	SEMESTER DEFERRAL	YEAR DEFERRAL	CANCEL, COMMIT ELSEWHERE	CANCEL AND WAIT	CANCEL COLLEGE PLANS ENTIRELY
Campus opens as usual, no COVID-19 adjustments	43%	45%	9%	2%	1%	1%	0%
Campus opens with social distancing	58%	37%	3%	1%	0%	0%	0%
Campus opens with some virtual courses and events	43%	49%	6%	2%	1%	0%	0%
Online courses until campus opens on specified date	32%	49%	14%	3%	1%	0%	0%
Online courses until campus opens on unspecified date	28%	44%	16%	8%	3%	1%	0%
Completely online format for fall quarter/semester	26%	41%	20%	7%	4%	1%	1%
School does not announce a decision until month of start	18%	43%	21%	7%	8%	2%	2%

SCENARIO	DEMOGRAPHIC GROUPS WITH SIGNIFICANTLY HIGHER OR LOWER DEFERRAL LIKELIHOOD SCORES BY SCENARIO
Campus opens as usual, no COVID-19 adjustments	Female, community college, or low SES prospects more likely to defer or cancel; White prospects less likely to defer or cancel
Campus opens with social distancing	Low SES prospects more likely to defer or cancel; White or Midwest prospects less likely to defer or cancel
Campus opens with some virtual courses and events	Low SES prospects more likely to defer or cancel
Online courses until campus opens on specified date	White prospects more likely to defer or cancel; community college prospects less likely to defer or cancel
Online courses until campus opens on unspecified date	White prospects more likely to defer or cancel; community college prospects less likely to defer or cancel
Completely online format for fall quarter/semester	White prospects more likely to defer or cancel; community college prospects less likely to defer or cancel
School does not announce a decision until month of start	African American or low SES prospects more likely to defer or cancel

SCENARIOS AND COMMITMENT LIKELIHOOD DATA TABLE

How much would the following scenarios influence your decision to commit to a school?

Uncommitted Students Only

SCENARIO	WILL NOT COMMIT	LESS LIKELY TO COMMIT	MAKES NO DIFFERENCE	MORE LIKELY TO COMMIT	SECURES COMMITMENT	AVG
Campus opens as usual, no COVID-19 adjustments	10%	34%	35%	16%	5%	2.72
Campus opens with social distancing	4%	14%	29%	45%	8%	3.39
Campus opens with some virtual courses and events	5%	23%	32%	37%	4%	3.12
Online courses until campus opens on specified date	9%	26%	30%	31%	5%	2.96
Online courses until campus opens on unspecified date	16%	32%	27%	21%	4%	2.64
Completely online format for fall quarter/semester	27%	28%	22%	18%	5%	2.46
School does not announce a decision until month of start	49%	28%	18%	5%	1%	1.81

SCENARIO	DEMOGRAPHIC GROUPS WITH SIGNIFICANTLY HIGHER OR LOWER COMMITMENT LIKELIHOOD SCORES BY SCENARIO
Campus opens as usual, no COVID-19 adjustments	High SES prospects more likely to commit
Campus opens with social distancing	Male prospects less likely to commit
Campus opens with some virtual courses and events	West Coast prospects less likely to commit
Online courses until campus opens on specified date	Latinx prospects less likely to commit
Online courses until campus opens on unspecified date	White prospects less likely to commit
Completely online format for fall quarter/semester	White and non-religious private school prospects less likely to commit
School does not announce a decision until month of start	Female prospects less likely to commit; high SES prospects more likely to commit

COST CHANGES AND ATTENDANCE LIKELIHOOD TABLE

How much would the following financial decisions influence your likelihood to attend as normal?

SCENARIO	FAR LESS LIKELY	LESS LIKELY	MAKES NO DIFFERENCE	MORE LIKELY	FAR MORE LIKELY	AVG
School offers no additional financial aid resources	33%	29%	34%	2%	2%	2.12
School increases student loan opportunities	4%	6%	48%	29%	13%	3.40
School offers a one-year grant to cover costs	2%	2%	17%	33%	47%	4.23
School allows new aid based on changed finances	2%	2%	27%	33%	37%	4.02
School increases the value of scholarships	1%	1%	14%	25%	59%	4.39
School waives students fees and admin costs	1%	1%	11%	24%	63%	4.47
School reduces costs of attendance significantly	1%	1%	11%	19%	68%	4.51

SCENARIO	DEMOGRAPHIC GROUPS WITH SIGNIFICANTLY HIGHER OR LOWER NORMAL ATTENDANCE LIKELIHOOD SCORES BY SCENARIO
School offers no additional financial aid resources	Male, White, or committed prospects more likely to attend as normal; community college prospects less likely to attend as normal
School increases student loan opportunities	Committed or low SES prospects more likely to attend as normal
School offers a one-year grant to cover costs	Female, Latinx, or low SES prospects more likely to attend as normal
School allows new aid based on changed finances	Female, Latinx, or low SES prospects more likely to attend as normal
School increases the value of scholarships	Female, Latinx, Heartland, or low SES prospects more likely to attend as normal
School waives students fees and admin costs	Female, Latinx, Heartland, or low SES prospects more likely to attend as normal
School reduces costs of attendance significantly	Female, public school, or low SES students more likely to attend as normal

PARTIAL ONLINE COST EXPECTATIONS TABLE

If the school you are/will be committed to shifts to **partially** online coursework for the fall, what shift in cost would be satisfactory to you?

AUDIENCE	NO CHANGE NEEDED	CAMPUS FEES WAIVED	COST REDUCED SLIGHTLY	COST REDUCED SIGNIFICANTLY	NO CHANGE WOULD SATISFY	AVG
All	5%	26%	34%	32%	3%	3.03
Women	4%	27%	34%	32%	3%	3.03
Men	6%	23%	34%	33%	4%	3.05
Asian	3%	25%	33%	37%	3%	3.12
Black	6%	30%	31%	30%	3%	2.93
Latinx	3%	26%	28%	39%	4%	3.14
White	5%	26%	37%	30%	3%	3.02
Midwest	4%	25%	35%	32%	5%	3.09
Mountain West	6%	26%	34%	31%	3%	2.99
Northeast	4%	25%	35%	35%	2%	3.06
Heartland	4%	26%	34%	33%	3%	3.06
South	5%	29%	31%	30%	4%	3.00
West Coast	6%	26%	36%	31%	2%	2.97
Committed	5%	26%	35%	31%	3%	3.02
Uncommitted	5%	20%	28%	43%	3%	3.19
Intends Public	4%	25%	35%	33%	3%	3.06
Intends R Priv	5%	26%	38%	29%	2%	2.97
Intends NR Priv	3%	29%	33%	33%	3%	3.04
Intends 2-Year	11%	26%	32%	29%	3%	2.88
Low SES	4%	22%	32%	40%	3%	3.16
Mid SES	4%	27%	34%	33%	2%	3.04
High SES	7%	30%	38%	22%	4%	2.87



Average scores colored in crimson indicate statistically significantly higher scores by a group in the demographic breakout.

FULLY ONLINE COST EXPECTATIONS TABLE

If the school you are/will be committed to shifts to **fully** online coursework for the fall, what shift in cost would be satisfactory to you?

AUDIENCE	NO CHANGE NEEDED	CAMPUS FEES WAIVED	COST REDUCED SLIGHTLY	COST REDUCED SIGNIFICANTLY	NO CHANGE WOULD SATISFY	AVG
All	3%	14%	17%	54%	12%	3.57
Women	3%	14%	17%	56%	10%	3.56
Men	4%	12%	18%	51%	14%	3.59
Asian	3%	12%	13%	64%	8%	3.62
Black	4%	18%	16%	54%	8%	3.46
Latinx	2%	13%	18%	58%	9%	3.59
White	3%	13%	18%	52%	14%	3.61
Midwest	3%	15%	18%	51%	13%	3.57
Mountain West	4%	12%	22%	46%	17%	3.61
Northeast	3%	14%	15%	59%	9%	3.57
Heartland	2%	10%	22%	57%	9%	3.60
South	3%	15%	16%	53%	13%	3.57
West Coast	4%	14%	15%	54%	13%	3.57
Committed	3%	14%	17%	55%	11%	3.57
Uncommitted	5%	11%	16%	54%	15%	3.63
Intends Public	3%	12%	17%	56%	11%	3.59
Intends R Priv	3%	16%	15%	52%	14%	3.59
Intends NR Priv	3%	14%	17%	53%	13%	3.59
Intends 2-Year	6%	19%	21%	46%	8%	3.31
Low SES	3%	12%	13%	61%	11%	3.64
Mid SES	2%	14%	18%	55%	11%	3.59
High SES	5%	14%	22%	46%	13%	3.49



Average scores colored in crimson indicate statistically significantly higher scores by a group in the demographic breakout.

ONLINE COURSE ACCEPTANCE DATA TABLE

Would you consider taking the majority of your college classes online?

AUDIENCE	WILL NOT	SLIGHT CHANCE	SOME CHANCE	HIGH CHANCE	PREFERRED METHOD	MAY AVG	MARCH AVG
All	28%	33%	28%	7%	4%	2.26	2.50
Women	27%	33%	29%	7%	4%	2.27	2.50
Men	29%	34%	25%	8%	4%	2.24	2.52
Asian	23%	27%	38%	9%	2%	2.39	2.55
Black	23%	31%	31%	10%	6%	2.46	2.68
Latinx	23%	37%	27%	9%	4%	2.34	2.71
White	32%	34%	25%	6%	3%	2.15	2.40
Midwest	28%	34%	30%	5%	4%	2.24	2.38
Mountain West	30%	33%	27%	8%	3%	2.21	2.58
Northeast	27%	34%	28%	8%	3%	2.26	2.36
Heartland	25%	33%	31%	7%	4%	2.32	2.68
South	34%	33%	24%	5%	5%	2.14	2.54
West Coast	27%	33%	29%	8%	4%	2.30	2.54
Committed	29%	34%	27%	7%	4%	2.23	N/A
Uncommitted	22%	31%	30%	12%	5%	2.47	N/A
Intends Public	27%	34%	28%	8%	4%	2.28	2.51
Intends R Priv	36%	32%	24%	5%	3%	2.07	2.44
Intends NR Priv	32%	34%	26%	6%	2%	2.12	2.21
Intends 2-Year	15%	29%	32%	14%	10%	2.76	3.00
Low SES	26%	34%	27%	9%	4%	2.30	2.55
Mid SES	26%	33%	30%	7%	3%	2.27	2.53
High SES	33%	32%	25%	6%	5%	2.18	2.35



Average scores pairings in gold indicate statistically significant changes from March to May.

CAMPUS LIVING INTEREST DATA TABLE

Would you consider residential living on a college campus?

AUDIENCE	WILL NOT	SLIGHT CHANCE	SOME CHANCE	HIGH CHANCE	ONLY WILL	MAY AVG	MARCH AVG
All	11%	7%	12%	23%	48%	3.91	3.37
Women	11%	7%	11%	22%	50%	3.93	3.38
Men	9%	8%	13%	26%	44%	3.89	3.32
Asian	15%	12%	13%	24%	36%	3.55	3.21
Black	5%	4%	14%	25%	53%	4.16	3.09
Latinx	18%	10%	15%	22%	35%	3.44	2.71
White	9%	6%	10%	22%	53%	4.05	3.60
Midwest	10%	8%	13%	22%	48%	3.91	3.44
Mountain West	12%	11%	15%	21%	42%	3.70	3.21
Northeast	10%	5%	12%	22%	51%	4.01	3.56
Heartland	12%	6%	14%	20%	48%	3.85	3.12
South	9%	6%	8%	23%	54%	4.08	3.38
West Coast	13%	9%	11%	26%	42%	3.75	3.31
Committed	11%	7%	10%	23%	51%	3.96	N/A
Uncommitted	11%	10%	26%	25%	29%	3.50	N/A
Intends Public	11%	7%	12%	23%	47%	3.89	3.34
Intends R Priv	5%	4%	9%	18%	64%	4.33	3.75
Intends NR Priv	5%	4%	10%	27%	54%	4.21	3.92
Intends 2-Year	37%	19%	19%	19%	7%	2.41	2.26
Low SES	15%	9%	15%	21%	41%	3.64	3.10
Mid SES	9%	7%	12%	25%	47%	3.93	3.44
High SES	8%	4%	8%	22%	58%	4.20	3.78



Average scores pairings in gold indicate statistically significant changes from March to May.

ORIENTATION ANXIETY DATA TABLE

How nervous would you be to attend a large-scale college orientation as soon as this summer?

AUDIENCE	NOT AT ALL NERVOUS	SLIGHTLY NERVOUS	SOMEWHAT NERVOUS	HIGHLY NERVOUS	WOULD NOT ATTEND	MAY AVG	MARCH AVG
All	15%	30%	34%	15%	6%	2.66	2.70
Women	14%	29%	35%	17%	6%	2.70	2.74
Men	18%	32%	32%	12%	6%	2.56	2.58
Asian	6%	30%	34%	22%	8%	2.96	2.82
Black	13%	22%	38%	19%	7%	2.84	2.84
Latinx	10%	23%	41%	20%	6%	2.90	2.93
White	19%	33%	31%	12%	5%	2.50	2.59
Midwest	17%	33%	33%	12%	5%	2.56	2.57
Mountain West	17%	36%	33%	11%	4%	2.49	2.63
Northeast	14%	31%	34%	16%	5%	2.69	2.62
Heartland	16%	25%	37%	16%	6%	2.71	2.86
South	17%	29%	32%	15%	8%	2.68	2.67
West Coast	13%	28%	34%	18%	6%	2.75	2.79
Committed	16%	30%	34%	15%	6%	2.64	N/A
Uncommitted	11%	29%	32%	21%	7%	2.85	N/A
Intends Public	15%	29%	35%	14%	6%	2.68	2.68
Intends R Priv	19%	35%	32%	13%	2%	2.45	2.58
Intends NR Priv	15%	33%	33%	15%	5%	2.63	2.60
Intends 2-Year	13%	19%	30%	28%	10%	3.04	3.12
Low SES	13%	27%	34%	18%	8%	2.80	2.84
Mid SES	12%	30%	35%	17%	5%	2.71	2.68
High SES	21%	32%	32%	10%	5%	2.45	2.43



Average scores pairings in gold indicate statistically significant changes from March to May.

COMMUNICATION FREQUENCY TABLE

How often would you like to hear from the schools to which you've applied?

AUDIENCE	ONLY WHEN ASKED	MONTHLY	EVERY OTHER WEEK	WEEKLY	MULTIPLE PER WEEK	DAILY	MAY AVG	MARCH AVG
All	6%	6%	14%	40%	28%	7%	3.97	3.87
Women	6%	6%	15%	40%	28%	6%	3.97	3.84
Men	7%	6%	12%	41%	27%	8%	4.00	3.84
Asian	4%	5%	17%	40%	29%	6%	4.03	3.98
Black	6%	5%	13%	34%	32%	11%	4.15	3.99
Latinx	7%	5%	13%	36%	31%	9%	4.07	4.05
White	6%	6%	14%	43%	26%	5%	3.91	3.76
Midwest	6%	6%	15%	43%	25%	6%	3.92	3.72
Mountain West	3%	8%	20%	44%	24%	2%	3.83	3.75
Northeast	7%	5%	14%	41%	28%	6%	3.94	3.82
Heartland	6%	5%	15%	39%	27%	8%	3.99	3.88
South	6%	6%	12%	39%	29%	8%	4.04	3.89
West Coast	6%	4%	15%	38%	31%	7%	4.05	3.88
Committed	6%	6%	14%	40%	28%	6%	3.97	N/A
Uncommitted	6%	5%	13%	42%	26%	9%	4.04	N/A
Intends Public	6%	6%	14%	40%	29%	7%	4.01	3.85
Intends R Priv	6%	5%	15%	49%	21%	4%	3.86	3.69
Intends NR Priv	6%	5%	14%	38%	31%	6%	3.98	3.94
Intends 2-Year	8%	10%	19%	31%	22%	10%	3.79	3.48
Low SES	6%	6%	12%	39%	30%	8%	4.04	3.95
Mid SES	5%	6%	16%	40%	27%	5%	3.94	3.76
High SES	7%	5%	15%	41%	26%	6%	3.92	3.79



Average scores pairings in gold indicate statistically significant changes from March to May.

CHANGED COMMITMENT DATE DATA TABLE

Of the colleges you were/are considering, how many moved back their commitment date?

AUDIENCE	NONE MOVED DATE BACK	MORE DID NOT THAN DID	ABOUT HALF AND HALF	MORE DID THAN DID NOT	ALL MOVED DATE BACK	AVG
All	24%	22%	21%	21%	12%	2.75
Women	24%	22%	21%	21%	12%	2.75
Men	25%	21%	19%	20%	14%	2.77
Asian	23%	36%	16%	18%	7%	2.50
Black	23%	21%	23%	22%	13%	2.81
Latinx	22%	19%	25%	24%	11%	2.84
White	25%	21%	19%	21%	14%	2.78
Midwest	18%	20%	20%	25%	17%	3.02
Mountain West	24%	12%	21%	29%	13%	2.96
Northeast	22%	25%	22%	21%	11%	2.76
Heartland	25%	17%	24%	22%	13%	2.82
South	30%	25%	18%	16%	10%	2.51
West Coast	26%	25%	20%	17%	12%	2.63
Committed	26%	22%	21%	20%	11%	2.69
Uncommitted	12%	16%	21%	29%	22%	3.33
Intends Public	24%	23%	20%	21%	12%	2.74
Intends R Priv	20%	17%	25%	23%	15%	2.95
Intends NR Priv	26%	23%	21%	20%	9%	2.64
Intends 2-Year	30%	12%	17%	22%	18%	2.85
Low SES	22%	22%	22%	21%	14%	2.83
Mid SES	23%	22%	22%	22%	12%	2.78
High SES	29%	21%	19%	20%	12%	2.63



Average scores colored in crimson indicate statistically significantly higher scores by a group in the demographic breakout.

CHANGED COMMITMENT DATE OPINIONS DATA TABLE

How favorably do you view the schools that moved their commitment date?

AUDIENCE	HIGHLY UNFAVORABLY	SLIGHTLY UNFAVORABLY	NEUTRAL	SLIGHTLY FAVORABLY	HIGHLY FAVORABLY	AVG
All	5%	3%	42%	17%	33%	3.68
Women	6%	3%	42%	17%	33%	3.68
Men	4%	5%	43%	15%	33%	3.68
Asian	3%	5%	43%	19%	30%	3.66
Black	7%	2%	34%	15%	43%	3.85
Latinx	7%	3%	39%	15%	37%	3.72
White	5%	4%	45%	17%	29%	3.62
Midwest	3%	3%	41%	19%	33%	3.76
Mountain West	5%	2%	51%	20%	24%	3.57
Northeast	5%	3%	39%	16%	37%	3.78
Heartland	7%	3%	47%	16%	28%	3.55
South	6%	5%	44%	13%	32%	3.59
West Coast	5%	5%	39%	17%	35%	3.73
Committed	5%	4%	45%	17%	29%	3.62
Uncommitted	5%	2%	19%	14%	60%	4.23
Intends Public	6%	4%	43%	17%	31%	3.65
Intends R Priv	3%	3%	47%	14%	33%	3.71
Intends NR Priv	5%	4%	39%	17%	36%	3.76
Intends 2-Year	8%	1%	40%	18%	34%	3.69
Low SES	5%	3%	38%	18%	36%	3.75
Mid SES	5%	3%	42%	17%	32%	3.67
High SES	5%	4%	47%	15%	30%	3.62



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IMPACT ON PREFERRED COLLEGE LOCATION

How did the COVID-19 outbreak impact your opinion on the ideal college distance from home?

AUDIENCE	FAR MORE INTERESTED IN CLOSE	SLIGHTLY MORE INTERESTED IN CLOSE	COVID-19 MADE NO DIFFERENCE	SLIGHTLY MORE INTERESTED IN FAR AWAY	FAR MORE INTERESTED IN FAR AWAY	AVG
All	16%	16%	63%	3%	2%	2.60
Women	16%	16%	62%	3%	3%	2.60
Men	15%	17%	64%	3%	2%	2.60
Asian	24%	19%	52%	4%	2%	2.42
Black	17%	20%	56%	3%	4%	2.56
Latinx	21%	18%	55%	3%	2%	2.48
White	13%	14%	69%	2%	2%	2.68
Midwest	14%	18%	64%	2%	2%	2.60
Mountain West	11%	14%	72%	2%	2%	2.70
Northeast	16%	15%	63%	3%	2%	2.61
Heartland	17%	17%	60%	2%	4%	2.58
South	14%	14%	66%	4%	2%	2.66
West Coast	19%	18%	57%	4%	2%	2.52
Committed	15%	15%	65%	3%	2%	2.62
Uncommitted	21%	26%	46%	5%	2%	2.41
Intends Public	16%	17%	62%	3%	2%	2.59
Intends R Priv	9%	15%	69%	5%	3%	2.77
Intends NR Priv	14%	16%	66%	3%	2%	2.62
Intends 2-Year	34%	16%	43%	3%	4%	2.27
Low SES	23%	17%	55%	3%	2%	2.44
Mid SES	14%	18%	63%	3%	3%	2.64
High SES	10%	13%	72%	3%	2%	2.75



Average scores colored in crimson indicate statistically significantly higher scores by a group in the demographic breakout.

CAMPUS SIZE INTEREST DATA TABLE

What size of college campus would you prefer?

AUDIENCE	<1,000	1,000-5,000	5,000-15,000	15,000-25,000	>25,000	MAY AVG	MARCH AVG
All	2%	23%	46%	22%	7%	3.09	2.88
Women	2%	23%	46%	23%	6%	3.07	2.85
Men	2%	23%	44%	23%	8%	3.13	2.92
Asian	1%	16%	50%	25%	7%	3.22	2.96
Black	2%	14%	56%	24%	4%	3.14	2.83
Latinx	1%	21%	51%	24%	3%	3.08	2.82
White	2%	28%	42%	20%	8%	3.03	2.88
Midwest	2%	26%	41%	23%	8%	3.10	2.90
Mountain West	2%	20%	53%	21%	4%	3.05	2.89
Northeast	3%	29%	47%	18%	4%	2.92	2.74
Heartland	2%	17%	46%	25%	10%	3.25	2.95
South	1%	20%	43%	27%	9%	3.21	2.92
West Coast	2%	21%	48%	23%	6%	3.10	2.89
Committed	2%	22%	45%	23%	7%	3.11	N/A
Uncommitted	2%	29%	50%	17%	2%	2.88	N/A
Intends Public	1%	11%	46%	32%	10%	3.39	3.08
Intends R Priv	5%	44%	43%	7%	1%	2.55	2.40
Intends NR Priv	2%	42%	46%	9%	1%	2.63	2.53
Intends 2-Year	6%	36%	46%	9%	3%	2.66	2.33
Low SES	2%	25%	48%	20%	4%	3.00	2.72
Mid SES	2%	22%	49%	22%	6%	3.08	2.93
High SES	3%	23%	39%	26%	10%	3.19	3.08



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NEXT STEP CONFIDENCE DATA TABLE

How confident are you in knowing the next steps for staying on track despite the outbreak?

AUDIENCE	NOT AT ALL	SLIGHTLY	SOMEWHAT	HIGHLY	TOTALLY	MAY AVG	MARCH AVG
All	9%	20%	41%	23%	7%	3.00	2.89
Women	9%	21%	41%	22%	7%	2.96	2.82
Men	7%	17%	41%	27%	7%	3.10	3.07
Asian	8%	26%	44%	19%	4%	2.86	2.79
Black	5%	18%	43%	24%	10%	3.16	2.98
Latinx	11%	26%	40%	19%	5%	2.80	2.78
White	10%	18%	40%	25%	7%	3.02	2.94
Midwest	8%	19%	38%	27%	7%	3.05	2.95
Mountain West	9%	22%	38%	25%	7%	3.00	2.87
Northeast	9%	24%	42%	20%	5%	2.89	2.94
Heartland	7%	15%	39%	27%	11%	3.21	2.86
South	8%	17%	42%	25%	8%	3.09	2.97
West Coast	12%	21%	42%	22%	4%	2.86	2.72
Committed	8%	20%	41%	24%	8%	3.04	N/A
Uncommitted	16%	23%	43%	16%	3%	2.68	N/A
Intends Public	9%	20%	42%	24%	6%	2.98	2.88
Intends R Priv	5%	16%	40%	28%	11%	3.23	3.08
Intends NR Priv	10%	24%	38%	21%	7%	2.92	2.84
Intends 2-Year	15%	15%	40%	21%	10%	2.97	2.85
Low SES	14%	24%	41%	16%	5%	2.75	2.65
Mid SES	7%	20%	42%	25%	6%	3.04	2.97
High SES	6%	15%	40%	30%	10%	3.24	3.27



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2020

High School Senior Prospects COVID-19 Update

210 Littleton Road, Suite 100
Westford, MA 01886

978-692-5092

research@carnegiedartlet.com

CarnegieDartlet.com

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