National COVID Policy Research
SURVEY CONDUCTED MARCH 2021

COVID Policies: Prospective Student and Parent Preferences
National COVID Policy Research

Some of our findings may seem self-evident; that is how research results can feel at first glance. However, these instinctual hunches now have evidence to back them up, data to share. Additionally, there are some surprises in here, as well. We invite you to ask the following questions to yourself of your own pool and the industry at large, write down your answers before reviewing our results, and see how accurate your assumptions are against these data.

› What proportion of students aren’t comfortable getting a COVID vaccine and how does that compare by region?

› What proportion of students demand complete pre-2020 normalcy, suggesting they don’t want to enroll where masks, distancing, or vaccines are required?

› How do preferences to return to face-to-face learning compare between non-White and White subgroups?

› Which students are seeking single rooms in housing and what percent are willing to pay more?

› What proportion of students prefer some level of virtual or hybrid learning when practical?

Do you have your answers? Let’s confirm or correct your suspicions!
Survey Methodology
We reached 1.2M prospective first-year students, parents/guardians of prospective first-year students, transfer students who have applied to 4-year universities in the US.

### Methodology and Who We Reached

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospective first-year student</td>
<td>14,751</td>
<td>69%</td>
</tr>
<tr>
<td>Transfer student</td>
<td>833</td>
<td>4%</td>
</tr>
<tr>
<td>Parent or guardian of a prospective first-year student</td>
<td>5,864</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>21,448</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Generated descriptive statistics for responses to all survey questions.

Applied latent variable modeling to distill meaningful information beneath complex relationships among survey responses.

*Margin of error of ~1%*
Executive Summary
Executive Summary

Our research results are meant to inform and prepare institutions, not guide policy. For most institutions, the requirements surrounding virtual learning, mask wearing, housing, and vaccinations may already be set, but the reactions to those policies must be anticipated in order to properly communicate with students.

We all want a return to normalcy, but if you know what proportion of your prospective students would refuse to enroll with a COVID vaccine requirement, would you communicate such a policy differently? If you know students are hesitant to return to campus, but would gladly pay more for a single, would you add that information to your housing communication plan?

82% of students plan to live on campus in the fall.

Only 50% of students from incomes of less than $100,000 plan to live on campus if a single room is more expensive, compared to 62% of students from higher income.
Parents greatly overestimate their kids’ comfort with technology. Parents peg students as very comfortable at a rate of 48%, while prospective students score themselves 20% points lower in that category. A majority of the students are merely comfortable.

Just about everyone wants face-to-face learning, from the most COVID-cautious clusters, to the least. Even the lowest scoring persona (see our three personas in later slides), Continuing Carefully, has a high plurality at 49%, while the largest cluster embraces face-to-face at 64%. These clusters, especially Freedom First, disagree on how to enact face-to-face learning. On the other side, there are some significant subgroups who still expect or want some form of virtual or hybrid learning (e.g., non-White).

Transfers are not less satisfied than average with how their schools are handling COVID, so in general, policies are not the impetus behind transferring.
Takeaways Continued

〉 Vaccine comfort levels diverge with income, where families earning more than $100,000 annually are much more comfortable (17% points) with getting vaccinated and those reporting earnings below are considerably more uncomfortable (6% points).

〉 Non-White first year students seem to prefer some form of virtual learning, with hybrid being the most valued at 43%. International are similar. White families value face-to-face 19% points higher than non-White families.

〉 12-17% of non-White students haven’t decided on housing, compared to 7-8% of white students. Potential for additional outreach and assistance.
Wealthier families prefer face-to-face learning over virtual or hybrid learning environments than those earning less than $100,000 annually. Respondents showed a 13%-point gap by our two income categories.

Vaccine comfort level varies by geography, ordered most-to-least: Northeast, West, South, Midwest. Vaccine discomfort follows the same pattern, but in reverse: Midwest, South, West, Northeast.

When students were asked if they would pay more for a single room, they moved their preference toward off-campus housing or commuting. Single-room preference dropped by 26% points. For incomes less than $100,000, on-campus housing preference is 50%.
Personas of Survey Respondents
## Enrollment Decision Behaviors to Build Into Personas

Would you enroll in Fall 2021 under each of the following circumstances?

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Persona 1</th>
<th>Persona 2</th>
<th>Persona 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>If the college/university requires the COVID-19 vaccination</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>If the COVID-19 vaccine is available but not required</td>
<td>Yes</td>
<td>Yes</td>
<td>Split 50% / 50%</td>
</tr>
<tr>
<td>If the COVID-19 vaccine is not available to you and your peers before this fall</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>If the college/university requires wearing a mask on campus</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>If the college/university requires social distancing</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>N</td>
<td>1,430</td>
<td>12,246</td>
<td>4,720</td>
</tr>
</tbody>
</table>

Absent (people who didn’t answer these questions): 2,820

Comfortable with vaccine among all participants regardless of personas:
Parents: 73%
Prospective Students: 69%
Transfers: 56%
The “Freedom First” cluster is more parents and guardians than our population (50% vs 27%) and 61% white. They are distinct from other groups in that they do not want their child’s college to have any vaccine or mask requirement, or social distancing, suggesting more than others that they may not enroll with these restrictions. They show a preference to enroll when the vaccine is not required or not available.

Only 2.3% are international students, while the other groups have 10% international.

Visiting campus is very important for them (76%) and while all groups prefer face-to-face learning, this cluster expects it to a greater degree (93% vs 59%, and 6% vs 39% for hybrid/online) with on-campus housing (83%).

They are much less comfortable with the vaccine for themselves (60% uncomfortable vs 19% nationally) and their child (67% uncomfortable vs 22% nationally).

A higher proportion (23% vs 13-15%) of people from this group preferred not to provide their income level.

61% White, 7% Hispanic, 2% Asian, 1% Black
95% US citizens or permanent residents, and 2.3% international students
“Prefer not to answer” to the income question: Persona 1: 23%, Persona 2: 13%, Persona 3: 15%
Normalcy Seekers are the largest cluster group. They want to enroll whether or not the vaccine is required, but plan to enroll if the vaccine is not available for students. Their expectations still include levels of COVID protection: choosing to enroll when mask-wearing and social distancing are required.

86% US citizens or permanent residents, and 10% international students.

This group is more diverse than Freedom First, but less diverse than other Continuing Carefully at 53% White, 13% Hispanic, 12% Asian, 6% Black.

Through 2020, they have more positive feelings toward online and hybrid learning (34%) but prefer face-to-face (64%). 84% would live on campus and 70% are comfortable with COVID vaccines.
It’s important to note that all clusters want to get back to face-to-face learning, but in the context of COVID, the Continuing Carefully cluster is the only one to prefer some form of virtual, whether entirely or hybrid (50%) over face-to-face (49%). They also want the strictest measures: they will enroll when the vaccine is required, there are mask requirements, and social distancing policies in place.

Continuing Carefully is very welcoming of vaccines, with top comfort rankings at 81-85% vs 68% average, and the most diverse, with non-White responses out-pacing White. They are 41% White, 20% Asian, 17% Hispanic, and 6% Black.

86% are US citizens or permanent residents, and 10% are international students.

While a clear majority prefer on-campus housing (77%), more of this group haven’t decided (14%) or are commuting from home (6%) than Freedom First or Normalcy Seekers.

This group is comprised of 63% students and 37% parents/guardians.

Parents: 37%, Students: 63% (Prospects: 60%, Transfers: 3%) → More parents compared to the entire sample (see Slide 4): Parents – 27%, Students: 73%
Survey Results:
Demographic Breakdowns
Mode of Learning in Current Schools/Colleges

How is your/your child's current school operating?

- **Fully online**: 28% (57% total)
- **Hybrid (partly online and partly face-to-face)**: 50% (51% total)
- **Fully face-to-face**: 16% (16% total)
- **Other (please specify)**: 5% (4% total)

- Parent or guardian of a prospective first-year student (N=5603)
- Prospective first-year student (N=13833)
- Transfer student (N=732)
Mode of Learning in Current Schools/Colleges

How is your/your child's current school operating?

<table>
<thead>
<tr>
<th>Transfer student</th>
<th>Northeast (N=79)</th>
<th>South (N=82)</th>
<th>Midwest (N=80)</th>
<th>West (N=239)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>42%</td>
<td>32%</td>
<td>26%</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>53%</td>
<td>62%</td>
<td>66%</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Prospective first-year student</th>
<th>Northeast (N=2221)</th>
<th>South (N=2280)</th>
<th>Midwest (N=1692)</th>
<th>West (N=2728)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16%</td>
<td>13%</td>
<td>14%</td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>71%</td>
<td>60%</td>
<td>52%</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>7%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parent or guardian of a prospective first-year student</th>
<th>Northeast (N=1266)</th>
<th>South (N=862)</th>
<th>Midwest (N=855)</th>
<th>West (N=1425)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
<td>56%</td>
</tr>
<tr>
<td></td>
<td>73%</td>
<td>50%</td>
<td>54%</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>25%</td>
<td>28%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>11%</td>
<td>5%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Remote Learning Technology Comfort Level

How comfortable are you/is your child with using remote learning technology?

Transfer student (N=697)
- Very uncomfortable: 7%
- Uncomfortable: 8%
- Neutral: 17%
- Comfortable: 37%
- Very comfortable: 32%

Prospective first-year student (N=13106)
- Very uncomfortable: 6%
- Uncomfortable: 9%
- Neutral: 16%
- Comfortable: 40%
- Very comfortable: 28%

Parent or guardian of a prospective first-year student (N=5512)
- Very uncomfortable: 8%
- Uncomfortable: 5%
- Neutral: 8%
- Comfortable: 31%
- Very comfortable: 48%

Parents greatly overestimate students’ comfort with technology. Parents peg students as very comfortable at a rate of 48%, while prospective students score themselves 20% points lower in that category. A majority of the students are merely comfortable.
Satisfaction with Current Schools/Colleges

How satisfied are you with the way your/your child's current school is handling COVID-19?

Transfer students are not less satisfied with how their schools are handling COVID, so in general, policies are not the impetus behind transferring.

“Wearing a mask should be a personal choice, especially considering the mixed results on mask effectiveness.”

“It feels more like babysitting than actually school.”

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

Parent or guardian of a prospective first-year student (N=5496)
Prospective first-year student (N=12997)
Transfer student (N=683)
Preferred Mode of Learning Under Normal Circumstances

Would you consider fully online or hybrid learning for your/your child's current school under normal circumstances not affected by COVID-19?

Transfer student (N=660)
- Extremely unlikely: 38%
- Somewhat unlikely: 19%
- Neutral: 13%
- Somewhat likely: 17%
- Extremely likely: 13%

Prospective first-year student (N=10413)
- Extremely unlikely: 54%
- Somewhat unlikely: 20%
- Neutral: 10%
- Somewhat likely: 11%
- Extremely likely: 5%

Parent or guardian of a prospective first-year student (N=4344)
- Extremely unlikely: 66%
- Somewhat unlikely: 15%
- Neutral: 6%
- Somewhat likely: 8%
- Extremely likely: 4%
Perception of Virtual Learning

How has your current experience with fully online or hybrid learning affected your views on online learning, compared to before you/your child began learning online or in a hybrid format?

<table>
<thead>
<tr>
<th>Category</th>
<th>Extremely negative</th>
<th>Somewhat negative</th>
<th>Neutral</th>
<th>Somewhat positive</th>
<th>Extremely positive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer student (N=670)</td>
<td>20%</td>
<td>30%</td>
<td>23%</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>Prospective first-year student (N=10684)</td>
<td>16%</td>
<td>39%</td>
<td>23%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Parent or guardian of a prospective first-year student (N=4369)</td>
<td>16%</td>
<td>34%</td>
<td>21%</td>
<td>22%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Preferred Mode of Learning for Colleges/Universities

Given current COVID-19 infection and vaccine levels, for the college/university that you plan/your child plans to attend in Fall 2021, what mode of learning do you MOST prefer?

- Fully online: 4% (Parent or guardian of a prospective first-year student), 16% (Prospective first-year student), 1% (Transfer student)
- Hybrid (partly online and partly face-to-face): 22% (Parent or guardian of a prospective first-year student), 34% (Prospective first-year student), 37% (Transfer student)
- Fully face-to-face: 72% (Parent or guardian of a prospective first-year student), 59% (Prospective first-year student), 45% (Transfer student)

Non-White students prefer some form of virtual learning (50%) to face-to-face (48%), while White students want face-to-face (67%).

Black parents showed a higher preference for virtual learning (60%) than Asian parents (45%), Hispanic parents (33%), and White (20%). All non-white transfer students showed a higher preference for virtual learning (65%) than White (45%).
What is your plan for housing for your/your child's college/university?

- On campus housing: 87%
- Off campus housing: 3%
- Commuting from home: 2%
- Other (please specify): 1%
- I haven't decided yet: 9%

More non-White participants reported uncertainty in housing (12-17%).

On-campus housing (prospective students): Black – 84%, Asian – 78%, Hispanic – 72%, White – 87%
On-campus housing (transfer students): Black – 54%, Asian – 30%, Hispanic – 36%, White – 35%
Importance of Campus Visit & Campus Visit

For the college/university that you plan/your child plans to attend in Fall 2021, how important is it for you to visit the campus for a face-to-face tour?

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>Parent or guardian of a prospective first-year student (N=5590)</th>
<th>Prospective first-year student (N=12890)</th>
<th>Transfer student (N=691)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all important</td>
<td>5%</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>10%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>23%</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>Very important</td>
<td>33%</td>
<td>26%</td>
<td>22%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>29%</td>
<td>22%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Have you been able to visit the campus for a face-to-face tour?

- Yes: 30%
- No: 70%

Outer Ring: Transfer student
Middle Ring: Prospective student
Inner Ring: Parent or Guardian of prospective student

Campus visit is important at a lower rate for Asian parents (43%, compared to 63% for Black, Hispanic, and White) and for Asian students (35%, compared to Black and Hispanic (45%), and to White (55%)).

Asian parents and students visited the campus at a lower rate (16%), compared to Black and Hispanic (21%), and to White (38%).
Enrollment Decision

Would you/would you want your child to enroll in Fall 2021 under each of the following circumstances?

- If the college/university requires wearing a mask on campus
  - Prospective first-year student (N=12446): 94.8%
  - Transfer student (N=669): 87.8%
  - Parent or guardian of a prospective first-year student (N=5513): 87.8%

- If the college/university requires social distancing
  - Prospective first-year student (N=12446): 91.5%
  - Transfer student (N=669): 88.0%
  - Parent or guardian of a prospective first-year student (N=5513): 81.3%

- If the COVID-19 vaccine is available but not required
  - Prospective first-year student (N=12446): 90.5%
  - Transfer student (N=669): 86.2%
  - Parent or guardian of a prospective first-year student (N=5513): 80.6%

- If the college/university requires the COVID-19 vaccination
  - Prospective first-year student (N=12446): 73.7%
  - Transfer student (N=669): 78.6%
  - Parent or guardian of a prospective first-year student (N=5513): 73.7%

- If the COVID-19 vaccine is not available to you/your child and your/your child's peers before this fall
  - Prospective first-year student (N=12446): 77.8%
  - Transfer student (N=669): 72.5%
  - Parent or guardian of a prospective first-year student (N=5513): 70.4%

See Appendix for many splits
Enrollment Decision (Parents)

Would you want your child to enroll in Fall 2021 under each of the following circumstances?

- If the college/university requires social distancing: Non-White (90.8%), White (78.6%)
- If the college/university requires wearing a mask on campus: Non-White (94.0%), White (86.1%)
- If the COVID-19 vaccine is not available to you/your child and your/your child's peers before this fall: Non-White (57.8%), White (74.0%)
- If the COVID-19 vaccine is available but not required: Non-White (74.0%), White (82.5%)
- If the college/university requires the COVID-19 vaccination: Non-White (82.1%), White (77.6%)

Our three distinct personas came from these responses:

From the non-White group, more Asian participants reported that they would enroll if the vaccine is required (90% compared to 80% other groups on average). Black and White transfer students were at the lowest rate of 70%. All minority groups would enroll at a lower rate (60%, compared to 76% White) if the vaccine is not available, but Black transfer students would enroll at a higher rate of 77%. In general, prospective students showed higher enrollment preference than parents across all questions.
Preferred Mode of Learning (Vaccine Required)

What mode of learning would you prefer if some classes are virtual, even if you/your child can be on campus?

- **Fully online**: 3% (parents), 6% (prospects), 2% (transfers)
- **Hybrid**: 35% (parents), 44% (prospects), 37% (transfers)
- **Fully face-to-face**: 46% (parents), 50% (prospects), 50% (transfers)
- **Other (please specify)**: 1% (parents), 1% (prospects), 1% (transfers)

For students, hybrid learning was a comparable option to face-to-face if some classes are virtual. Non-White students showed a strong preference for hybrid learning, while White students preferred face-to-face.

Preference for virtual learning (parents): Black/African American & Asian – 60%, Hispanic – 44%, White – 33%
Preference for virtual learning (prospects): Black/African American & Asian & Hispanic – 63%, White – 40%
Which housing option would you prefer if you need/your child needs to live in a single room?

- On campus housing: 82% (N=4301)
- Off campus housing: 26% (N=10391)
- Commuting from home: 19% (N=484)
- I haven’t decided yet: 12% (N=484)
- Other (please specify): 7% (N=484)

When students need to pay more for a single room, they moved their preference toward off-campus housing or commuting from home. Single-room preference dropped by 26% points.

For incomes less than $100,000, on-campus housing preference is 50%, compared to 62% for higher income.

Black and White parents and prospective students had a stronger preference for on-campus housing (86%) than Hispanic and Asian (78%). In general, transfer students showed a much lower preference for on-campus housing than parents and prospective students, except for Black transfer students. They still preferred on-campus housing at 71%, which all other transfer students’ preference for on-campus housing was lower than 50%.
**Vaccine Comfort Level**

**How comfortable are you with getting the COVID-19 vaccine?**

- **Transfer student (N=658)**
  - Very uncomfortable: 17%
  - Uncomfortable: 11%
  - Neutral: 17%
  - Comfortable: 18%
  - Very comfortable: 38%

- **Prospective first-year student (N=12118)**
  - Very uncomfortable: 11%
  - Uncomfortable: 7%
  - Neutral: 13%
  - Comfortable: 20%
  - Very comfortable: 49%

- **Parent or guardian of a prospective first-year student (N=5471)**
  - Very uncomfortable: 14%
  - Uncomfortable: 5%
  - Neutral: 8%
  - Comfortable: 14%
  - Very comfortable: 59%

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International students and parents reported “comfortable” more than “very comfortable”.

Higher income participants reported “very comfortable” more than other response categories (59% vs. 42% for lower income).

The Freedom First persona have a vaccine discomfort of up to 67% and represent 7% of responses.

Comfortable with the vaccine (parents): Black – 64%, Hispanic – 74%, Asian – 74%, White – 76%
Comfortable with the vaccine (prospects): Black – 48%, Hispanic – 68%, Asian – 76%, White – 72%
Comfortable with the vaccine (transfers): Black – 46%, Hispanic – 62%, Asian – 64%, White – 57%

Uncomfortable with the vaccine (parents): Black – 23%, Hispanic – 19%, Asian – 14%, White – 17%
Uncomfortable with the vaccine (prospects): Black – 31%, Hispanic – 16%, Asian – 9%, White – 18%
Uncomfortable with the vaccine (transfers): Black – 29%, Hispanic – 25%, Asian – 10%, White – 31%
A test-optional environment shows varied behavior for students. “A” students are 13% points more likely to submit their scores, while “B” students are twice as likely to not submit test-scores. Note: our sample has very few self-reported “C”, “D”, and “F” students.
Perception Changes Toward Online Learning
Perception Change Toward Online Learning

OVERALL

Positive perception toward online learning was heavily affected by satisfaction with current schools.

Satisfaction level was heavily affected by remote learning technology comfort level.
Perception Change Key

Arrow indicates a directional relationship between two factors.

Thickness of the arrows indicates the degree of the relationship, where thicker indicates a higher degree.

Red arrow represents a negative relationship, and green as a positive relationship.

In the example here, Parents’ Education Level is related to Household Income in a positive manner (more education, more income) while Household Income is slightly related to Satisfaction in a negative manner (more income, less satisfaction). Parents’ Education Level is also indirectly related to Satisfaction through Household Income. The strength of the indirect relationship is quantified by multiplying the relationship between Parents’ Education Level and Household Income by the relationship between Household Income and Satisfaction.
Parents’ positive perception toward online learning was strongly related to their satisfaction with the current schools.

Parents’ satisfaction with the current schools was related to remote learning technology comfort level (positively) and household income (negatively) and indirectly related to parents’ education level.
Direct relationship with prospective students’ positive perception toward online learning was from their satisfaction with the current schools and academic performance level (self-reported GPA).

Prospective students’ satisfaction with the current schools was related to remote learning technology comfort level.

Prospective students’ GPA was related to parents’ education level and household income.
Transfer students’ positive perception toward online learning was strongly related to their satisfaction with the current colleges.

Transfer students’ satisfaction with the current colleges was related to remote learning technology comfort level (positively), household income (negatively), and GPA (negatively).
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We are privately held and based out of Concord, Massachusetts.
Appendix: Responses and Splits
Survey Participants

Which of the following best describes you?

- Prospective first-year student (N=14751)
- Transfer student (N=833)
- Parent or guardian of a prospective first-year student (N=5864)

Over 14,000 prospective students responded to our survey questions. We also collected answers from nearly 6,000 parents of prospective students and more than 800 transfer students.
Parents/Guardians’ Education Level

What is the highest level of education that you/your parent(s) or guardian(s) have completed?

- High school diploma or the equivalent (for example, GED)
  - Parent or guardian of a prospective first-year student (N=5456)
  - Prospective first-year student (N=11980)
  - Transfer student (N=654)
- Some college but no degree
- Associate degree
- Bachelor’s degree
- Advanced degree (Master’s, Ph.D.)
- Prefer not to answer
- Did not complete high school

[Bar chart showing the distribution of educational levels]
Household Annual Income

What is your household’s annual income before taxes?

- **Parent or guardian of a prospective first-year student (N=5433)**
  - Less than $50,000: 30%
  - $50,000 - $99,999: 17%
  - $100,000 - $149,999: 14%
  - $150,000 - $199,999: 12%
  - $200,000 - $249,999: 8%
  - $250,000 or more: 27%
  - I am not sure: 1%
  - Prefer not to answer: 12%

- **Prospective first-year student (N=11885)**
  - Less than $50,000: 30%
  - $50,000 - $99,999: 17%
  - $100,000 - $149,999: 14%
  - $150,000 - $199,999: 12%
  - $200,000 - $249,999: 8%
  - $250,000 or more: 27%
  - I am not sure: 1%
  - Prefer not to answer: 12%

- **Transfer student (N=649)**
  - Less than $50,000: 30%
  - $50,000 - $99,999: 17%
  - $100,000 - $149,999: 14%
  - $150,000 - $199,999: 12%
  - $200,000 - $249,999: 8%
  - $250,000 or more: 27%
  - I am not sure: 1%
  - Prefer not to answer: 12%
Citizenship

Which of these categories best describes you/your child?

- U.S. citizen
  - Parent or guardian of a prospective first-year student (N=5452): 85%
  - Prospective first-year student (N=11958): 80%
  - Transfer student (N=654): 79%

- U.S. permanent resident
  - Parent or guardian of a prospective first-year student (N=5452): 3%
  - Prospective first-year student (N=11958): 3%
  - Transfer student (N=654): 3%

- International student
  - Parent or guardian of a prospective first-year student (N=5452): 4%
  - Prospective first-year student (N=11958): 11%
  - Transfer student (N=654): 14%

- Prefer not to answer
  - Parent or guardian of a prospective first-year student (N=5452): 1%
  - Prospective first-year student (N=11958): 2%
  - Transfer student (N=654): 2%
## GPA

**What is your/your child's overall GPA?**

<table>
<thead>
<tr>
<th>Category</th>
<th>Test Score Submitted (N=182)</th>
<th>No Test Score Submitted (N=403)</th>
<th>Test Score Submitted (N=7382)</th>
<th>No Test Score Submitted (N=4247)</th>
<th>Test Score Submitted (N=3570)</th>
<th>No Test Score Submitted (N=1697)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent or guardian of a prospective first-year student</td>
<td>8% 24% 69%</td>
<td>8% 28% 64%</td>
<td>3% 9% 88%</td>
<td>7% 18% 75%</td>
<td>2% 8% 89%</td>
<td>2% 15% 83%</td>
</tr>
<tr>
<td>Transfer student</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B- / B / B+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A- / A / A+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **All Other**
- **B- / B / B+**
- **A- / A / A+**
Gender

What is your gender?

Transfer student (N=649)
- Woman: 57%
- Man: 35%
- Non-binary: 2%
- Prefer not to answer: 4%

Prospective first-year student (N=11833)
- Woman: 63%
- Man: 32%
- Non-binary: 2%
- Prefer not to answer: 3%

Parent or guardian of a prospective first-year student (N=5414)
- Woman: 70%
- Man: 25%
- Non-binary: 4%
- Prefer not to answer: 4%

If you would like to, please share more about your gender identity.
Types of Current Schools – Prospective Students and Parents

Which of the following describes your/your child's current school?

- Public: 64% (Parent or guardian of a prospective first-year student (N=5833))
- Independent/Private: 30% (Prospective first-year student (N=14585))
- Charter: 2% (Parent or guardian of a prospective first-year student) 3% (Prospective first-year student)
- Not currently enrolled: 1% (Parent or guardian of a prospective first-year student) 2% (Prospective first-year student)
- Home School: 1% (Parent or guardian of a prospective first-year student) 1% (Prospective first-year student)
- Other (please specify): 1% (Parent or guardian of a prospective first-year student) 1% (Prospective first-year student)
First Year of College/University – Transfer Students

What year did you first enter your current college/university?

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>15%</td>
</tr>
<tr>
<td>2019</td>
<td>35%</td>
</tr>
<tr>
<td>2020</td>
<td>30%</td>
</tr>
<tr>
<td>2017 and before</td>
<td>13%</td>
</tr>
<tr>
<td>Not currently enrolled</td>
<td>7%</td>
</tr>
</tbody>
</table>

Which of the following describes your current college/university?

- Public 2-year college: 53%
- Public 4-year college/university: 25%
- Private 4-year college/university: 17%
- Other (please specify): 4%
- Private 2-year college: 1%
Types of Current College/University – Transfer students

Which of the following describes your current college/university?

- Public 2-year college
- Public 4-year college/university
- Private 4-year college/university
- Other (please specify)
- Private 2-year college

- 53%
- 25%
- 17%
- 4%
- 1%
### Mode of Learning in Current Schools/Colleges

**How is your/your child's current school operating?**

<table>
<thead>
<tr>
<th></th>
<th>Fully online</th>
<th>Hybrid (partly online and partly face-to-face)</th>
<th>Fully face-to-face</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Parent or guardian of a prospective first-year student</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test Score Submitted (N=3464)</td>
<td>22%</td>
<td>54%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>No Test Score Submitted (N=1625)</td>
<td>41%</td>
<td>45%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Transfer student</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test Score Submitted (N=170)</td>
<td>48%</td>
<td>46%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>No Test Score Submitted (N=371)</td>
<td>61%</td>
<td>33%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Prospective first-year student</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test Score Submitted (N=7088)</td>
<td>21%</td>
<td>54%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>No Test Score Submitted (N=4046)</td>
<td>42%</td>
<td>43%</td>
<td>12%</td>
<td>3%</td>
</tr>
</tbody>
</table>

- No Test Score Submitted (N=1625)
Mode of Learning in Current Schools/Colleges

How is your school currently operating?
(Prospective Students)

<table>
<thead>
<tr>
<th></th>
<th>Less than $100,000 (N=3578)</th>
<th>$100,000 or more (N=4484)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fully online</td>
<td>37%</td>
<td>26%</td>
</tr>
<tr>
<td>Hybrid (partly online and partly face-to-face)</td>
<td>45%</td>
<td>53%</td>
</tr>
</tbody>
</table>
Mode of Learning in Current Schools/Colleges

How is your current school operating? (Prospective Students)

- Fully online: 24% (White), 38% (Non-White)
- Hybrid (partly online and partly face-to-face): 54% (White), 45% (Non-White)
- Fully face-to-face: 19% (White), 12% (Non-White)
- Other (please specify): 3% (White), 4% (Non-White)
Preferred Mode of Learning Under Normal Circumstances

Would you consider fully online or hybrid learning for your child's current school under normal circumstances not affected by COVID-19? (Parents)

A majority of parents would not consider hybrid or remote style learning for their child without the presence of a pandemic.
Preferred Mode of Learning Under Normal Circumstances

Would you consider fully online or hybrid learning for your current school under normal circumstances not affected by COVID-19? (Prospective Students)

- Extremely likely: 4% (47% more than neutral), 7% (62% less than extremely unlikely)
- Somewhat likely: 10% (13% more than neutral), 12% (21% less than extremely unlikely)
- Neutral: 5% (12% more than neutral), 12% (21% less than extremely unlikely)
- Somewhat unlikely: 19% (21% more than neutral), 21% (47% less than extremely unlikely)
- Extremely unlikely: 47% (62% more than neutral), 62% (47% less than extremely likely)

Like parents, most students would not consider hybrid or remote style learning without the presence of a pandemic.
Perception of Hybrid/Online Learning

How has your current experience with fully online or hybrid learning affected your views on online learning, compared to before your child began learning online or in a hybrid format? (Parents)

[Diagram showing survey results]

- Extremely negative: 18% (White), 10% (Non-White)
- Somewhat negative: 36% (White), 29% (Non-White)
- Neutral: 20% (White), 26% (Non-White)
- Somewhat positive: 21% (White), 26% (Non-White)
- Extremely positive: 6% (White), 9% (Non-White)
## Perception of Hybrid/Online Learning

How has your current experience with fully online or hybrid learning affected your views on online learning, compared to before you/your child began learning online or in a hybrid format?

<table>
<thead>
<tr>
<th></th>
<th>Northeast (N=75)</th>
<th>South (N=77)</th>
<th>Midwest (N=74)</th>
<th>West (N=235)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parent or guardian of a</td>
<td>19%</td>
<td>23%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Prospective first-year</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>student</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Parent or guardian of a</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>transfer student</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Northeast (N=1931)</th>
<th>South (N=1664)</th>
<th>Midwest (N=1107)</th>
<th>West (N=2451)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospective first-year</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>student</td>
<td>40%</td>
<td>40%</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>Parent or guardian of a</td>
<td>22%</td>
<td>20%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>prospective first-year</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>18%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Northeast (N=1081)</th>
<th>South (N=548)</th>
<th>Midwest (N=567)</th>
<th>West (N=1273)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent or guardian of a</td>
<td>15%</td>
<td>14%</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>prospective first-year</td>
<td>37%</td>
<td>32%</td>
<td>32%</td>
<td>35%</td>
</tr>
</tbody>
</table>

- **Extremely negative**
- **Somewhat negative**
- **Neutral**
- **Somewhat positive**
- **Extremely positive**
Importance of Campus Visit

For the college/university that you plan to attend in Fall 2021, how important is it for you to visit the campus for a face-to-face tour? (Prospective Students)

<table>
<thead>
<tr>
<th>Importance</th>
<th>White (N=7502)</th>
<th>Non-White (N=5388)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all important</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>Very important</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>Extremely important</td>
<td>25%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Campus Visit

Have you been able to visit the campus for a face-to-face tour? (Prospective Students)

- **No**: 81% (Non-White N=5388, White N=7502)
  - Non-White: 63%
  - White: 37%
- **Yes**: 19%

**Note**: The data provided is for prospective students with race breakdowns for both Non-White and White populations. The sample sizes are indicated as N=5388 for Non-White and N=7502 for White.
Preferred Mode of Learning for Colleges/Universities

Given current COVID-19 infection and vaccine levels, for the college/university that you plan/your child plans to attend in Fall 2021, what mode of learning do you MOST prefer?

- **Fully online**: 4% (Parent or guardian of a prospective first-year student), 5% (Prospective first-year student), 16% (Transfer student)
- **Hybrid (partly online and partly face-to-face)**: 22% (Parent or guardian of a prospective first-year student), 34% (Prospective first-year student), 37% (Transfer student)
- **Fully face-to-face**: 72% (Parent or guardian of a prospective first-year student), 45% (Prospective first-year student), 59% (Transfer student)
- **Other (please specify)**: 3% (Parent or guardian of a prospective first-year student), 1% (Prospective first-year student), 2% (Transfer student)
Given current COVID-19 infection and vaccine levels, for the college/university that your child plans to attend in Fall 2021, what mode of learning do you MOST prefer? (Parents)

- Fully face-to-face: 73% of U.S. citizen or permanent resident and 57% of international students
- Hybrid (partly online and partly face-to-face): 36% of U.S. citizen or permanent resident and 21% of international students
- Fully online: 4% of U.S. citizen or permanent resident and 6% of international students
Preferred Mode of Learning for Colleges/Universities

Given current COVID-19 infection and vaccine levels, for the college/university that you plan to attend in Fall 2021, what mode of learning do you MOST prefer? (Prospective Students)

- **Fully face-to-face**: 55%
- **Hybrid (partly online and partly face-to-face)**: 38%
- **Fully online**: 6%

U.S. citizen or permanent resident (N=10484) vs. International (N=1330)
Enrollment Decision (Parents)

Would you want your child to enroll in Fall 2021 under each of the following circumstances?

- If the college/university requires social distancing: 80.5% (U.S. citizen or permanent resident) vs. 95.9% (International)
- If the college/university requires wearing a mask on campus: 87.4% (U.S. citizen or permanent resident) vs. 97.1% (International)
- If the COVID-19 vaccine is not available to you/your child and your/your child's peers before this fall: 71.0% (U.S. citizen or permanent resident) vs. 59.1% (International)
- If the COVID-19 vaccine is available but not required: 81.0% (U.S. citizen or permanent resident) vs. 73.1% (International)
- If the college/university requires the COVID-19 vaccination: 78.1% (U.S. citizen or permanent resident) vs. 87.2% (International)
Enrollment Decision (Prospective Students)

Would you enroll in Fall 2021 under each of the following circumstances?

- If the college/university requires social distancing
- If the college/university requires wearing a mask on campus
- If the COVID-19 vaccine is not available to you/your child and your/your child's peers before this fall
- If the COVID-19 vaccine is available but not required
- If the college/university requires the COVID-19 vaccination

U.S. citizen or permanent resident (N=10484)  International (N=1330)
Enrollment Decision (Transfer Students)

Would you enroll in Fall 2021 under each of the following circumstances?

- If the college/university requires social distancing
- If the college/university requires wearing a mask on campus
- If the COVID-19 vaccine is not available to you/your child and your/your child’s peers before this fall
- If the COVID-19 vaccine is available but not required
- If the college/university requires the COVID-19 vaccination

U.S. citizen or permanent resident (N=545)  International (N=93)
Enrollment Decision (Parents)

Would you want your child to enroll in Fall 2021 under each of the following circumstances?

- If the college/university requires social distancing
  - $100,000 or more (N=3313): 80.5%
  - Less than $100,000 (N=897): 84.7%

- If the college/university requires wearing a mask on campus
  - $100,000 or more (N=3313): 87.7%
  - Less than $100,000 (N=897): 88.7%

- If the COVID-19 vaccine is not available to you/your child and your/your child's peers before this fall
  - $100,000 or more (N=3313): 71.5%
  - Less than $100,000 (N=897): 65.2%

- If the COVID-19 vaccine is available but not required
  - $100,000 or more (N=3313): 81.4%
  - Less than $100,000 (N=897): 78.3%

- If the college/university requires the COVID-19 vaccination
  - $100,000 or more (N=3313): 80.4%
  - Less than $100,000 (N=897): 72.6%
<table>
<thead>
<tr>
<th>Scenario</th>
<th>$100,000 or more (N=4607)</th>
<th>Less than $100,000 (N=3805)</th>
</tr>
</thead>
<tbody>
<tr>
<td>If the college/university requires social distancing</td>
<td>90.2%</td>
<td>94.2%</td>
</tr>
<tr>
<td>If the college/university requires wearing a mask on campus</td>
<td>94.2%</td>
<td>96.5%</td>
</tr>
<tr>
<td>If the COVID-19 vaccine is not available to you/your child and your/your child’s peers before this fall</td>
<td>79.7%</td>
<td>75.0%</td>
</tr>
<tr>
<td>If the COVID-19 vaccine is available but not required</td>
<td>92.1%</td>
<td>89.1%</td>
</tr>
<tr>
<td>If the college/university requires the COVID-19 vaccination</td>
<td>88.6%</td>
<td>82.2%</td>
</tr>
</tbody>
</table>
Enrollment Decision (Transfer Students)

Would you enroll in Fall 2021 under each of the following circumstances?

- If the college/university requires social distancing: 90.7% $100,000 or more (N=172), 86.0% Less than $100,000 (N=302)
- If the college/university requires wearing a mask on campus: 91.7% $100,000 or more (N=172), 86.0% Less than $100,000 (N=302)
- If the COVID-19 vaccine is not available to you/your child and your/your child's peers before this fall: 68.9% $100,000 or more (N=172), 81.4% Less than $100,000 (N=302)
- If the COVID-19 vaccine is available but not required: 85.1% $100,000 or more (N=172), 88.4% Less than $100,000 (N=302)
- If the college/university requires the COVID-19 vaccination: 73.5% $100,000 or more (N=172), 72.1% Less than $100,000 (N=302)
Preferred Mode of Learning (Vaccine Required - Parents)

What mode of learning would you prefer if some classes are virtual, even if your child can be on campus?

![Bar chart showing preferred mode of learning by income level]

- **Less than $100,000 (N=651)**
  - Hybrid: 44%
  - Fully face-to-face: 49%

- **$100,000 or more (N=2662)**
  - Hybrid: 33%
  - Fully face-to-face: 63%
Preferred Mode of Learning (Vaccine Required – Prospective Students)

What mode of learning would you prefer if some classes are virtual, even if you can be on campus?

- **Hybrid**
  - Less than $100,000 (N=3127): 51%
  - $100,000 or more (N=4080): 40%

- **Fully face-to-face**
  - Less than $100,000 (N=3127): 41%
  - $100,000 or more (N=4080): 56%
Have you submitted your ACT/SAT scores to one or more colleges/universities you applied to for Fall 2021 enrollment?

- Yes: 53%
- No: 45%
- Prefer not to answer: 2%

- Yes: 72%
- No: 27%
- Prefer not to answer: 1%

Less than $100,000 (N=3805)

$100,000 or more (N=4607)
ACT/SAT Score Submission (Prospective Students)

Have you submitted your ACT/SAT scores to one or more colleges/universities you applied to for Fall 2021 enrollment?

- Yes: 69% (White: 70%, Non-White: 61%)
- No: 31% (White: 30%, Non-White: 39%)
### Satisfaction with Current Schools/Colleges

**How satisfied are you with the way your/your child's current school is handling COVID-19?**

<table>
<thead>
<tr>
<th>Region</th>
<th>Prospective first-year student</th>
<th>Transfer student</th>
<th>Parent or guardian of a prospective first-year student</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very dissatisfied</td>
<td>Dissatisfied</td>
<td>Neutral</td>
</tr>
<tr>
<td>Northeast (N=79)</td>
<td>11%</td>
<td>9%</td>
<td>20%</td>
</tr>
<tr>
<td>South (N=82)</td>
<td>10%</td>
<td>13%</td>
<td>32%</td>
</tr>
<tr>
<td>Midwest (N=80)</td>
<td>11%</td>
<td>13%</td>
<td>33%</td>
</tr>
<tr>
<td>West (N=239)</td>
<td>10%</td>
<td>10%</td>
<td>26%</td>
</tr>
<tr>
<td>Northeast (N=2221)</td>
<td>6%</td>
<td>15%</td>
<td>28%</td>
</tr>
<tr>
<td>South (N=2280)</td>
<td>8%</td>
<td>18%</td>
<td>28%</td>
</tr>
<tr>
<td>Midwest (N=1692)</td>
<td>6%</td>
<td>18%</td>
<td>27%</td>
</tr>
<tr>
<td>West (N=2728)</td>
<td>9%</td>
<td>18%</td>
<td>30%</td>
</tr>
<tr>
<td>Northeast (N=1266)</td>
<td>6%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>South (N=862)</td>
<td>6%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Midwest (N=855)</td>
<td>6%</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>West (N=1425)</td>
<td>12%</td>
<td>13%</td>
<td>17%</td>
</tr>
</tbody>
</table>
Preferred Mode of Learning for Colleges/Universities

Given current COVID-19 infection and vaccine levels, for the college/university that you plan to attend in Fall 2021, what mode of learning do you MOST prefer?

<table>
<thead>
<tr>
<th>Mode of Learning</th>
<th>Less than $100,000 (N=3805)</th>
<th>$100,000 or more (N=4607)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fully online</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Hybrid</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Fully face-to-face</td>
<td>52%</td>
<td>65%</td>
</tr>
</tbody>
</table>
Preferred Mode of Learning for Colleges/Universities

Given current COVID-19 infection and vaccine levels, for the college/university that your child plans to attend in Fall 2021, what mode of learning do you MOST prefer? (Parents)

- Fully online: 3% (White), 8% (Non-White)
- Hybrid (partly online and partly face-to-face): 18% (White), 33% (Non-White)
- Fully face-to-face: 76% (White), 57% (Non-White)
Preferred Mode of Learning for College/Universities

Given current COVID-19 infection and vaccine levels, for the college/university that you plan to attend in Fall 2021, what mode of learning do you MOST prefer? (Prospective Students)

- Fully online: 4% (White), 7% (Non-White)
- Hybrid (partly online and partly face-to-face): 28% (White), 43% (Non-White)
- Fully face-to-face: 67% (White), 48% (Non-White)
What is your plan for housing for your child's college/university? (Parents)

- On campus housing: 89% (White: N=4339, Non-White: N=1222)
- Off campus housing: 79% (White: N=4339, Non-White: N=1222)
- Commuting from home: 2% (White: N=4339, Non-White: N=1222)
- I haven't decided yet: 7% (White: N=4339, Non-White: N=1222)
Housing Option

What is your plan for housing for your college/university? (Prospective Students)

- **On campus housing**: 85% (White: 77%, Non-White: 85%)
- **Off campus housing**: 3% (White: 4%, Non-White: 3%)
- **Commuting from home**: 4% (White: 7%, Non-White: 4%)
- **Other (please specify)**: 0% (White: 0%, Non-White: 0%)
- **I haven't decided yet**: 8% (White: 12%, Non-White: 8%)

White (N=7322)  |  Non-White (N=5388)
Housing Option (Vaccine Required)

Which housing option would you prefer if you pay more for that single room?

- On campus housing: 72%
- Off campus housing: 4%
- Commuting from home: 3%
- I haven't decided yet: 20%
- Other (please specify): 1%

Parent or guardian of a prospective first-year student (N=4296)
Prospective first-year student (N=10288)
Transfer student (N=482)
Housing Option (Vaccine Required - Parents)

Would you prefer on-campus housing if you pay more for that single room?

- Less than $100,000 (N=651)
- $100,000 or more (N=2662)

60% for less than $100,000
76% for $100,000 or more
Housing Option (Vaccine Required – Prospective Students)

Would you prefer on campus housing if you pay more for that single room?

- 50% for less than $100,000 (N=3127)
- 62% for $100,000 or more (N=4080)
Enrollment Decision (Prospective Students)

Would you enroll in Fall 2021 under each of the following circumstances?

- If the college/university requires social distancing: 95.5% Non-White, 88.4% White
- If the college/university requires wearing a mask on campus: 97.6% Non-White, 92.7% White
- If the COVID-19 vaccine is not available to you/your child and your/your child’s peers before this fall: 70.4% Non-White, 83.4% White
- If the COVID-19 vaccine is available but not required: 87.2% Non-White, 93.0% White
- If the college/university requires the COVID-19 vaccination: 87.0% Non-White, 83.6% White

Non-White (N=5388) White (N=7058)
Enrollment Decision (Transfer Students)

Would you enroll in Fall 2021 under each of the following circumstances?

- If the college/university requires social distancing
  - Non-White (N=290): 88.4%
  - White (N=379): 95.5%

- If the college/university requires wearing a mask on campus
  - Non-White (N=290): 92.7%
  - White (N=379): 97.6%

- If the COVID-19 vaccine is not available to you/your child and your/your child's peers before this fall
  - Non-White (N=290): 70.4%
  - White (N=379): 83.4%

- If the COVID-19 vaccine is available but not required
  - Non-White (N=290): 87.2%
  - White (N=379): 93.0%

- If the college/university requires the COVID-19 vaccination
  - Non-White (N=290): 83.6%
  - White (N=379): 87.0%
Preferred Mode of Learning (Vaccine Required – Prospective Students)

What mode of learning would you prefer if some classes are virtual, even if you can be on campus?

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Hybrid</th>
<th>Fully face-to-face</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $100,000 (N=3127)</td>
<td>51%</td>
<td>41%</td>
</tr>
<tr>
<td>$100,000 or more (N=4080)</td>
<td>40%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Vaccine Comfort Level for Children

How comfortable are you with your child getting the COVID-19 vaccine?

Parent or guardian of a prospective first-year student (N=5469)

- Very uncomfortable: 16%
- Uncomfortable: 7%
- Neutral: 9%
- Comfortable: 17%
- Very comfortable: 52%
Vaccine Comfort Level (Parents)

How comfortable are you with getting the COVID-19 vaccine?

- Very comfortable
  - U.S. citizen or permanent resident (N=5169): 60%
  - International (N=242): 40%

- Comfortable
  - U.S. citizen or permanent resident (N=5169): 32%
  - International (N=242): 13%
Vaccine Comfort Level (Prospective Students)

How comfortable are you with getting the COVID-19 vaccine?

- Very comfortable: 38%
- Comfortable: 20%

U.S. citizen or permanent resident (N=10484)
International (N=1330)
Vaccine Comfort Level (Prospective Students)

How comfortable are you with getting the COVID-19 vaccine?

- Very comfortable: 59% (42% for $100,000 or more, 21% for less than $100,000)
- Comfortable: 18% (16% for $100,000 or more, 21% for less than $100,000)
- Neutral: 9% (9% for $100,000 or more, 16% for less than $100,000)
- Uncomfortable: 5% (9% for $100,000 or more, 9% for less than $100,000)
- Very uncomfortable: 9% (11% for $100,000 or more, 9% for less than $100,000)

Survey respondents were categorized into two income groups: $100,000 or more (N=4607) and less than $100,000 (N=3805).
## Vaccine Comfort Level for Children (Parents)

How comfortable are you with your child getting the COVID-19 vaccine?

<table>
<thead>
<tr>
<th>Comfort Level</th>
<th>$100,000 or more (N=3311)</th>
<th>Less than $100,000 (N=897)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very comfortable</td>
<td>57%</td>
<td>40%</td>
</tr>
<tr>
<td>Comfortable</td>
<td>16%</td>
<td>19%</td>
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<tr>
<td>Neutral</td>
<td>7%</td>
<td>12%</td>
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<tr>
<td>Uncomfortable</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Very uncomfortable</td>
<td>14%</td>
<td>20%</td>
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</tbody>
</table>
### Vaccine Comfort Level

How comfortable are you with getting the COVID-19 vaccine?

<table>
<thead>
<tr>
<th>Transfer student</th>
<th>Northeast (N=1481)</th>
<th>Midwest (N=1295)</th>
<th>South (N=876)</th>
<th>West (N=250)</th>
<th>Midwest (N=897)</th>
<th>South (N=876)</th>
<th>Northeast (N=86)</th>
<th>Midwest (N=87)</th>
<th>South (N=89)</th>
<th>West (N=2801)</th>
<th>Northeast (N=2284)</th>
<th>Middle (N=1754)</th>
<th>South (N=2397)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent or guardian of a prospective first-year student</td>
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<td>Northeast (N=1295)</td>
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<td>South (N=897)</td>
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<td>Midwest (N=876)</td>
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<td>West (N=1481)</td>
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<tr>
<td>Northern (N=2284)</td>
<td>11%</td>
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<tr>
<td>Southern (N=2397)</td>
<td>11%</td>
<td>9%</td>
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<tr>
<td>Midwest (N=1754)</td>
<td>12%</td>
<td>8%</td>
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<tr>
<td>Western (N=2801)</td>
<td>9%</td>
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<td>20%</td>
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<tr>
<td>Very uncomfortable</td>
<td>Uncomfortable</td>
<td>Neutral</td>
<td>Comfortable</td>
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<td>Comfortable</td>
<td>Very comfortable</td>
<td>Very uncomfortable</td>
<td>Uncomfortable</td>
<td>Neutral</td>
<td>Comfortable</td>
</tr>
</tbody>
</table>

- 12% Very uncomfortable
- 13% Uncomfortable
- 17% Neutral
- 15% Comfortable
- 43% Very comfortable
- 18% Very uncomfortable
- 15% Uncomfortable
- 18% Neutral
- 12% Comfortable
- 37% Very comfortable
- 26% Very uncomfortable
- 11% Uncomfortable
- 15% Neutral
- 16% Comfortable
- 31% Very comfortable
- 16% Very uncomfortable
- 10% Uncomfortable
- 14% Neutral
- 20% Comfortable
- 40% Very comfortable
- 10% Very uncomfortable
- 6% Uncomfortable
- 13% Neutral
- 20% Comfortable
- 51% Very comfortable
- 11% Very uncomfortable
- 9% Uncomfortable
- 12% Neutral
- 18% Comfortable
- 49% Very comfortable
- 12% Very uncomfortable
- 8% Uncomfortable
- 10% Neutral
- 21% Comfortable
- 48% Very comfortable
- 9% Very uncomfortable
- 7% Uncomfortable
- 12% Neutral
- 20% Comfortable
- 51% Very comfortable
- 11% Very uncomfortable
- 4% Uncomfortable
- 7% Neutral
- 14% Comfortable
- 64% Very comfortable
- 14% Very uncomfortable
- 6% Uncomfortable
- 9% Neutral
- 15% Comfortable
- 56% Very comfortable
- 16% Very uncomfortable
- 7% Uncomfortable
- 8% Neutral
- 13% Comfortable
- 55% Very comfortable
- 14% Very uncomfortable
- 5% Uncomfortable
- 8% Neutral
- 13% Comfortable
- 59% Very comfortable