Student Insights

SAMPLE REPORT

Student-View Report

Sample State University

2026 · Level Five

This sample shows the structure and analysis of a real Student-View Report. The institutions, students and results are fictional and for illustration only.

Inside a Student-View Report

Each level builds on the one before it. A Level Five report includes everything in this sample. Every page includes a **Why it matters** note explaining how clients use it.

Level One **$900**	**Market position** Awareness, perception and overall market position versus your benchmark competitors, with year-over-year change.	pp. 5–10
Level Two **$2,500**	**Consideration & application** Consideration and application levels, conversion rates and cross-application.	pp. 11–14
Level Three **$4,200**	**Core attributes & segmentation** Ratings and head-to-head comparisons on the four core attributes (social life, campus appearance, tuition and academic strength), plus results by segment.	pp. 15–21
Level Four **$6,700**	**All attributes & communications** Ratings on all 16 attributes, barriers and reasons for applying, advertising recall and financial aid.	pp. 22–31
Level Five **$8,400**	**Student voice & messaging** Students' own descriptions of your institution, ratings of recruitment interactions, and message testing.	pp. 32–39

Prices shown are for a single-state report.

Executive Summary

- Sample State's market position rose .22, the largest gain in the benchmark group, driven by higher awareness. It now ranks second, behind Northfield.
- Consideration held at 64%, while the application rate rose to 38%. Sample State converts 59% of the students who consider it into applicants, the best rate in the group.
- Northfield is the most common cross-application (58%), followed by Lakeshore State (34%).
- Cost is the top barrier to both consideration (34%) and application (31%), and tuition is the University's lowest-rated attribute. Even so, students rate Sample State's tuition more favorably than Northfield's.
- Campus tours are the most favorably rated interaction. Advertising recall rose in both mass media (74%) and direct/event media (68%).
- Market position and consideration gained most in the East region and among students with SAT scores of 1200+. Both declined among male students, STEM majors and in the North region.
- Guaranteed admission is the best-known and best-liked message tested. The four-year graduation pledge is well liked but little known, a strong candidate for more promotion.

WHY IT MATTERS A one-page briefing you can hand to your president or board.

Survey Methodology

Sample

- 2,150 responses from 104 high schools statewide
- Responses were generally reflective of student demographics

Method

- Online survey of high school seniors
- Conducted January–April 2026
- Incentives included random-drawing scholarships
- Promoted through mailings to school counselors and scholarship search sites

Margins of error

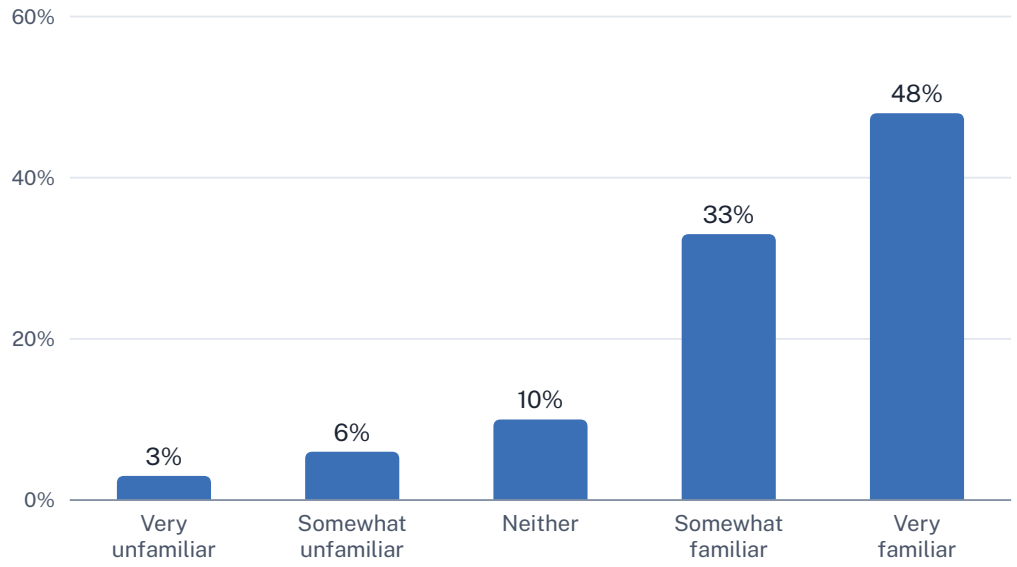
- About ±.09–.12 for overall awareness and perception, at a 90% confidence level
- Margins for segmented data vary by segment size

WHY IT MATTERS Know exactly where the numbers come from, so you can cite them with confidence.

Awareness Distribution

INCLUDED FROM LEVEL ONE

Awareness levels among students who have heard of Sample State University



Among students who have heard of Sample State, 81% are somewhat or very familiar with it.

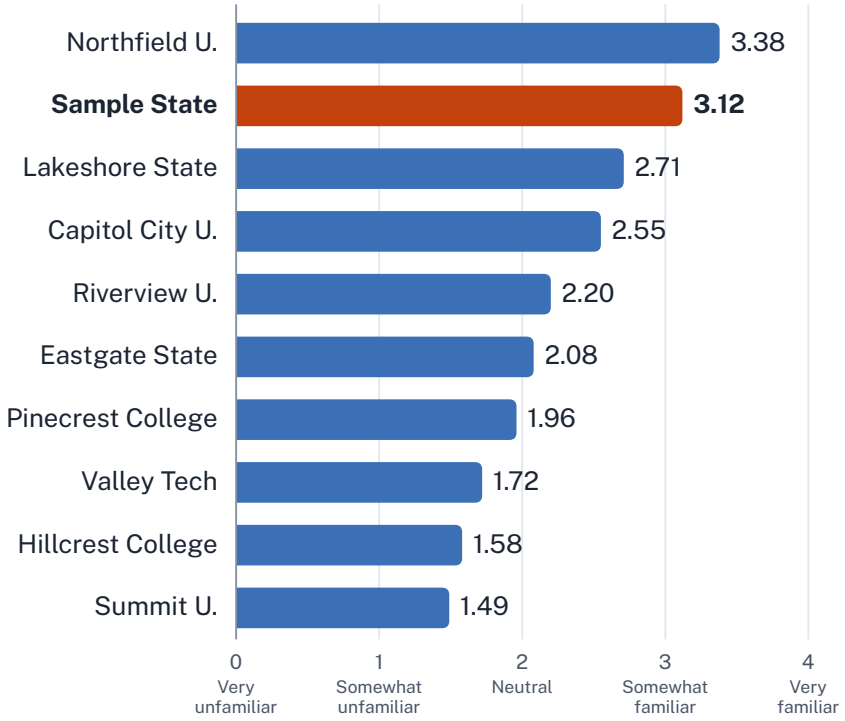
Only 9% are unfamiliar to some degree.

WHY IT MATTERS Shows how deep familiarity goes, not just whether students have heard your name.

Awareness Index

INCLUDED FROM LEVEL ONE

How familiar are you with each of the following colleges?



Sample State's awareness rose to 3.12, its highest level to date, narrowing the gap with Northfield.

Most other competitors held steady or slipped slightly.

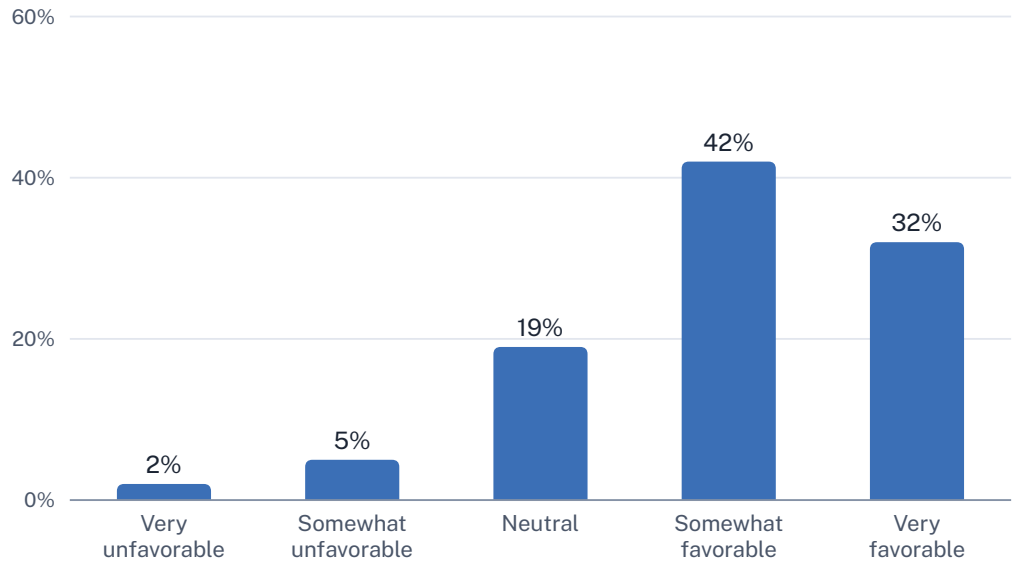
Awareness Index is the average familiarity rating among all respondents, on a 0–4 scale.

WHY IT MATTERS Benchmarks your visibility against competitors, the first test of whether your marketing is reaching students.

Perception Distribution

INCLUDED FROM LEVEL ONE

Perception levels among students who have heard of Sample State University



Three in four students who know Sample State view it favorably.

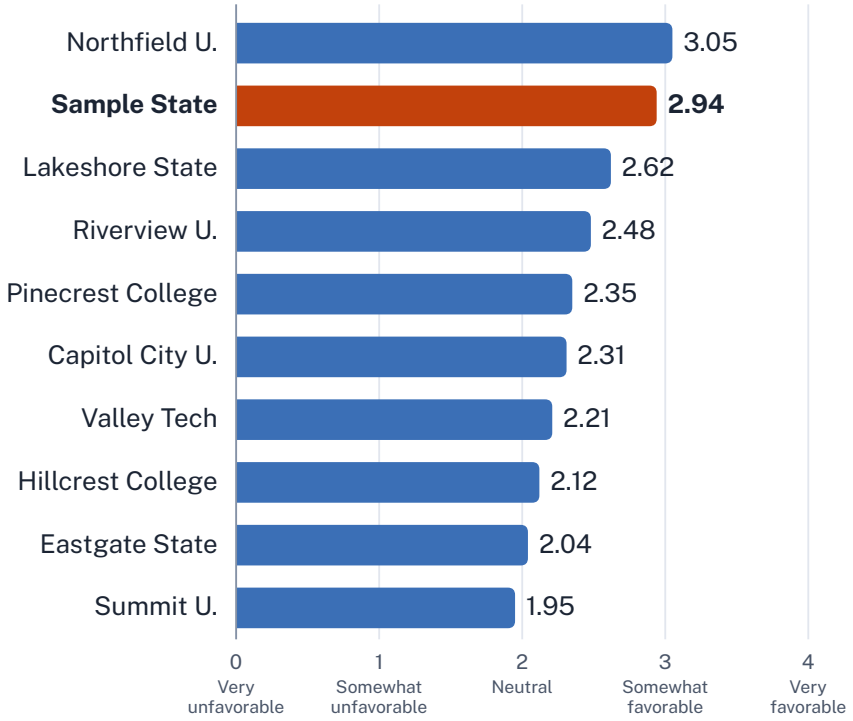
Just 7% hold an unfavorable view.

WHY IT MATTERS Reveals whether your reputation is broadly positive or polarized.

Perception Index

INCLUDED FROM LEVEL ONE

What is your overall opinion of each of the following colleges?



Favorability held steady at 2.94, second only to Northfield.

Riverview rates notably higher for perception than for awareness, a sign of a school students like once they know it.

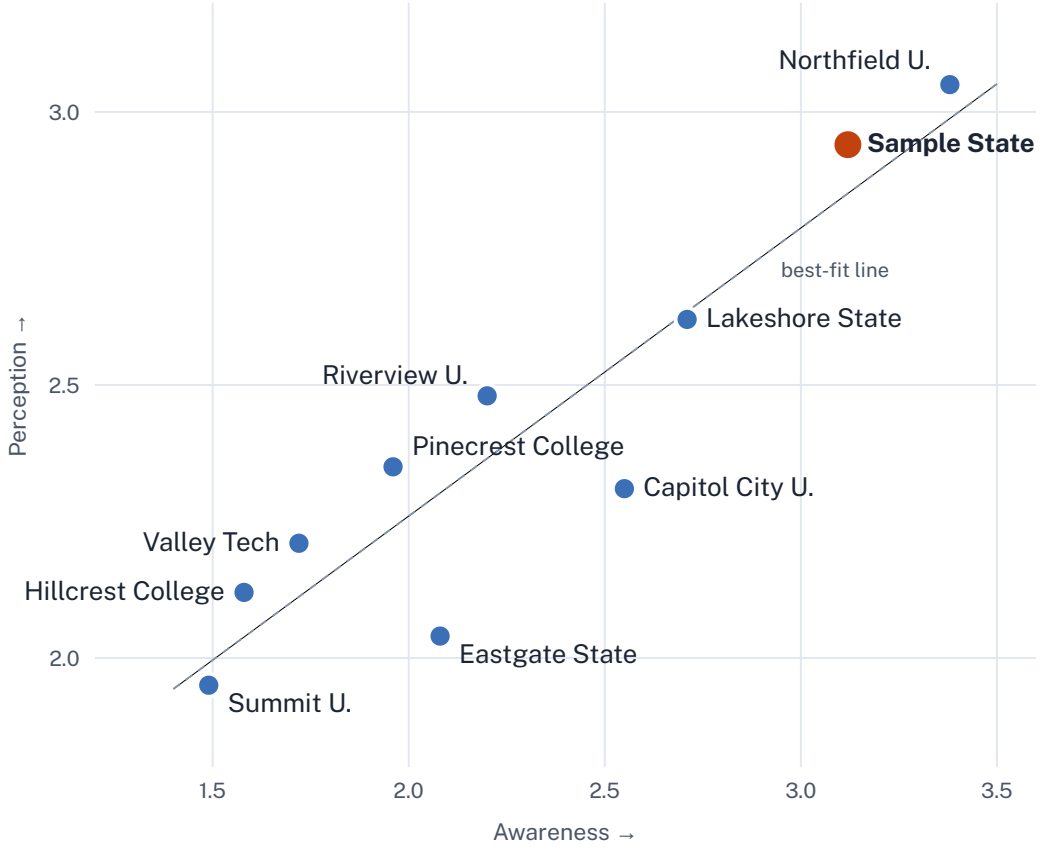
Perception Index is the average favorability rating among students who have heard of each school.

WHY IT MATTERS Measures your reputation against competitors among the students who know you.

College Position Matrix

Awareness and perception, 2026

INCLUDED FROM LEVEL ONE



Sample State sits just above the best-fit line, meaning students view it slightly more favorably than its awareness level alone would predict.

Schools above the line have a perception advantage; schools below it have room to improve their image.

WHY IT MATTERS Shows at a glance whether your challenge is visibility, image, or both.

Market Position Index

INCLUDED FROM LEVEL ONE

RANK	INSTITUTION	AWARENESS	PERCEPTION	MARKET POSITION	CHANGE VS. 2025
1	Northfield U.	3.38	3.05	10.31	+0.15
2	**Sample State**	**3.12**	**2.94**	**9.17**	**+0.22**
3	Lakeshore State	2.71	2.62	7.10	-0.08
4	Capitol City U.	2.55	2.31	5.89	-0.12
5	Riverview U.	2.20	2.48	5.46	+0.05
6	Pinecrest College	1.96	2.35	4.61	-0.21
7	Eastgate State	2.08	2.04	4.24	-0.30
8	Valley Tech	1.72	2.21	3.80	+0.10
9	Hillcrest College	1.58	2.12	3.35	-0.18
10	Summit U.	1.49	1.95	2.91	-0.25

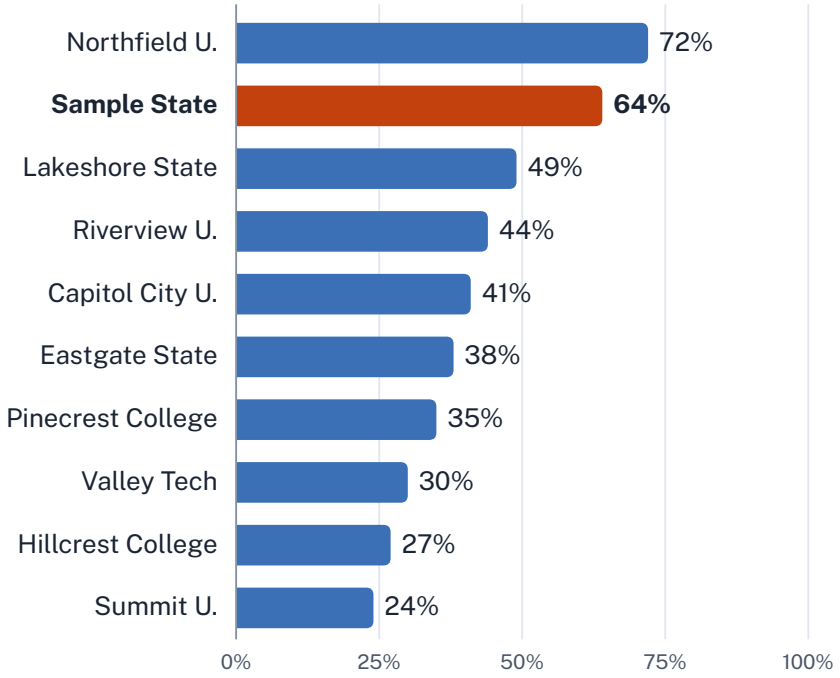
Market position = awareness × perception. Sample State's .22 gain was the largest in the benchmark group.

WHY IT MATTERS One score that combines visibility and reputation, tracked year over year to show whether your marketing is moving the needle.

Consideration Levels

INCLUDED FROM LEVEL TWO

Percentage of students who considered or applied to each college



Sixty-four percent of students considered Sample State, unchanged from 2025.

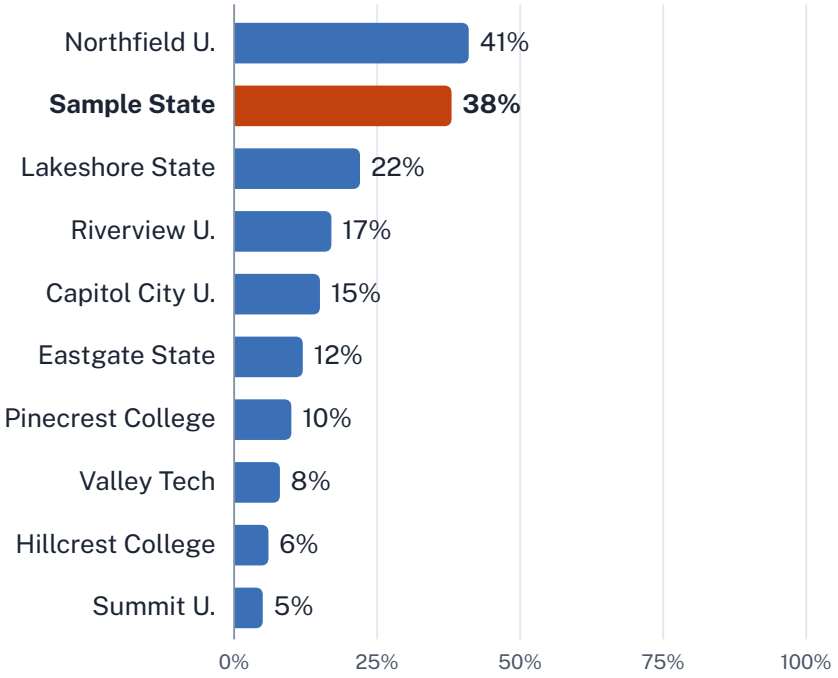
Gains in market position typically show up in consideration a year or two later.

WHY IT MATTERS Moves beyond attitudes to behavior: how many students actually put you on their list.

Application Levels

INCLUDED FROM LEVEL TWO

Percentage of students who applied or plan to apply to each college



Sample State's application rate rose 3% to 38%, closing to within three points of Northfield.

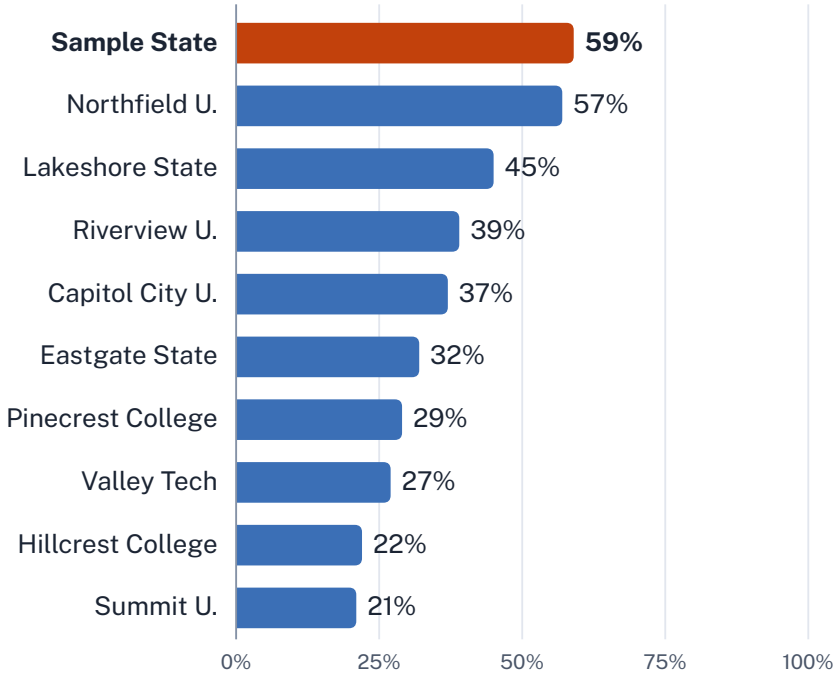
Most competitors held steady.

WHY IT MATTERS Tracks the outcome that matters most to enrollment, alongside your competitors.

Conversion Percentage

Consideration to application

INCLUDED FROM LEVEL TWO



Sample State converts 59% of students who consider it into applicants, the highest rate in the benchmark group.

Once students put Sample State on their list, the University closes well.

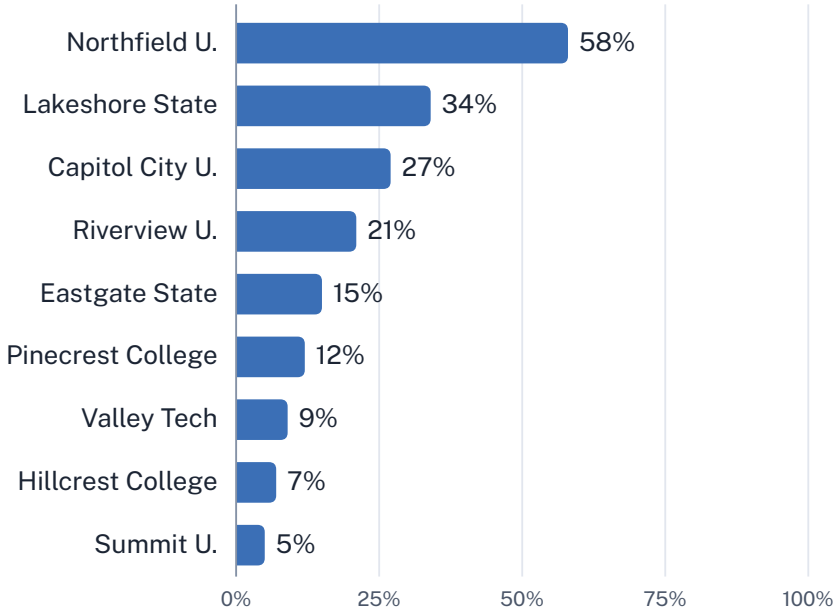
Applicants as a percentage of students who considered each school.

WHY IT MATTERS Shows whether you lose students between interest and application, and where to focus recruiting.

Cross-Application

INCLUDED FROM LEVEL TWO

Students who applied to Sample State and each of these institutions



More than half of Sample State's applicants also apply to Northfield.

Cross-application with Lakeshore State rose 4%, continuing a three-year upward trend.

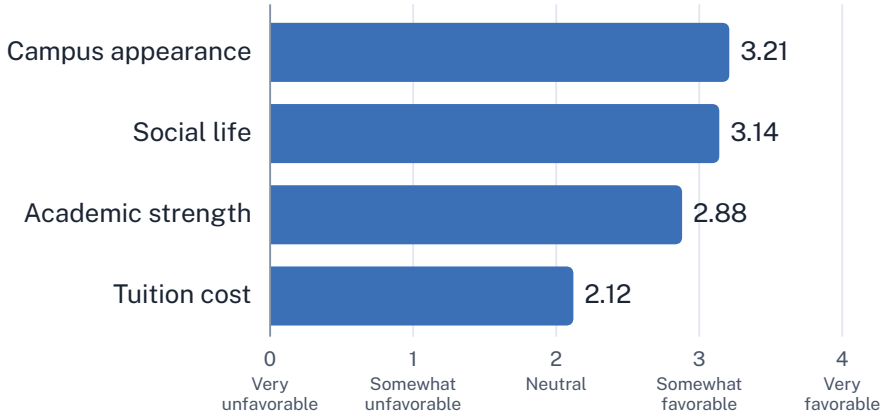
The share of Sample State applicants who also applied to each school.

WHY IT MATTERS Identifies your true competitors, the schools your applicants are also weighing.

Core Attribute Ratings

INCLUDED FROM LEVEL THREE

How would you rate Sample State University on each of the following?



Campus appearance and social life are Sample State's strongest core attributes.

Tuition cost rates lowest of the four, consistent with cost as the leading barrier to consideration.

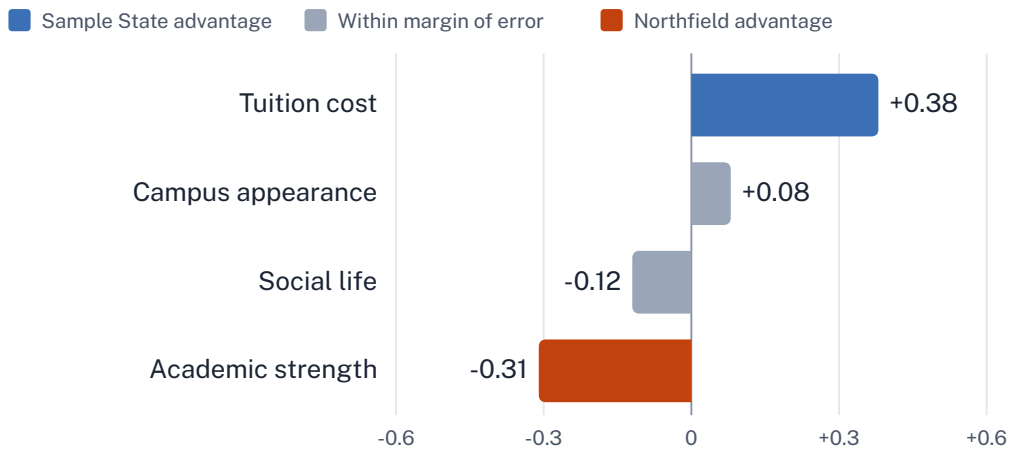
The four core attributes are social life, campus appearance, tuition cost and academic strength.

WHY IT MATTERS Tracks the four attributes that most shape students' choices, year over year.

Core Attributes: Sample State vs. Northfield U.

INCLUDED FROM LEVEL THREE

Difference in core attribute ratings, head to head



Sample State holds a clear advantage on tuition cost.

Northfield leads on academic strength. Differences in campus appearance and social life are within the margin of error.

A full report compares the core attributes with each benchmark competitor.

WHY IT MATTERS Shows where you win and lose against each competitor on the attributes that matter most.

Segmentation

INCLUDED FROM LEVEL THREE

Sample State's market position by segment

CATEGORY	SEGMENT	AWARENESS	PERCEPTION	MARKET POSITION	CHANGE VS. 2025
Gender	Male	3.05	2.88	8.78	-0.58
	Female	3.18	3.00	9.54	+0.30
Family income	$100K+	3.30	2.97	9.80	+0.62
	$50K–$100K	3.14	2.96	9.29	+0.09
	Under $50K	2.98	2.90	8.64	+0.12
SAT score	1200+	3.26	2.99	9.75	+0.85
	1000–1199	3.10	2.95	9.15	+0.04
	Under 1000	2.96	2.86	8.47	-0.10
Region	East	3.21	3.02	9.69	+1.10
	Central	3.35	3.11	10.42	-0.12
	North	2.71	2.63	7.13	-0.91

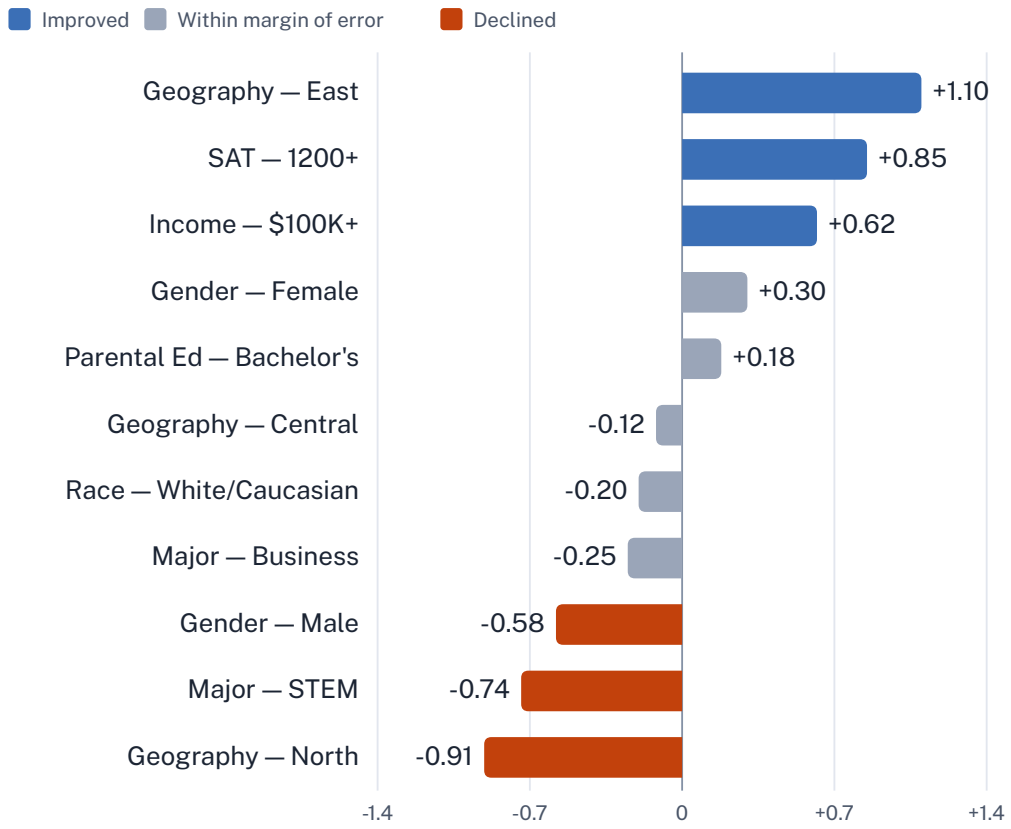
A full report also segments by race, parental education, intended major and high school size.

WHY IT MATTERS Shows where your image is strongest and weakest across the students you recruit.

Market Position Change by Segment

INCLUDED FROM LEVEL THREE

Year-over-year change in Sample State's market position, 2025 to 2026



Sample State's overall gain came mainly from the East region and high-scoring students.

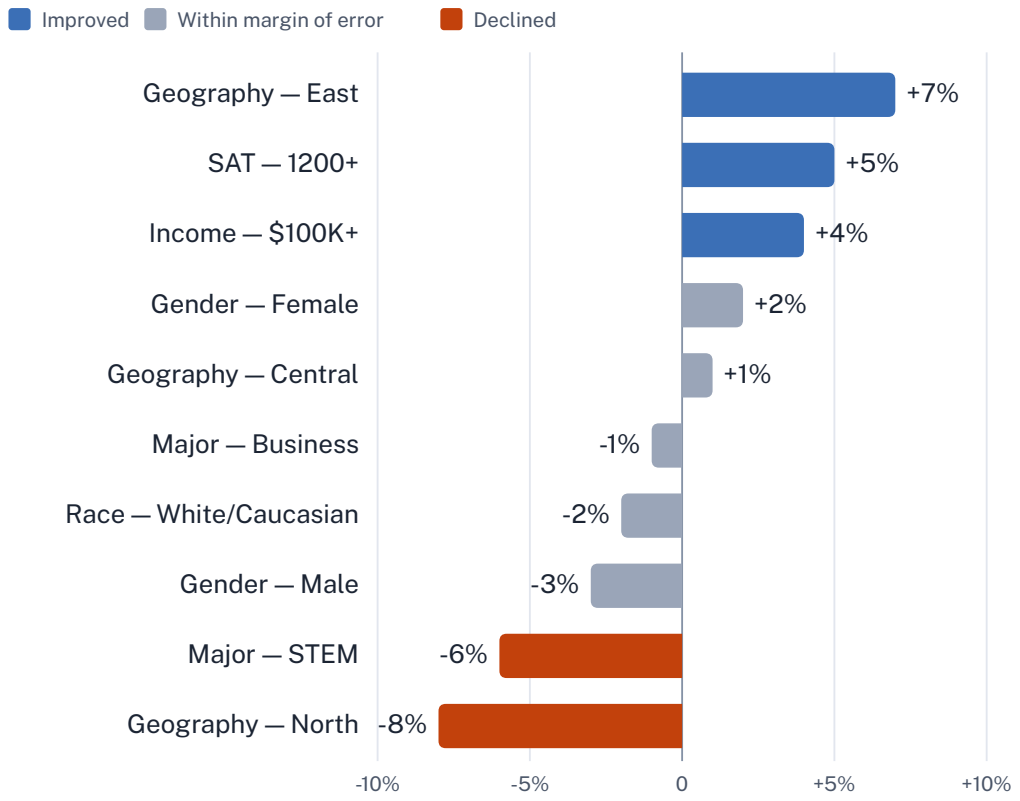
Declines among male students, STEM majors and the North region point to where recruitment messaging needs attention.

WHY IT MATTERS Separates real movement from noise, segment by segment.

Consideration Change by Segment

INCLUDED FROM LEVEL THREE

Year-over-year change in Sample State's consideration rate, 2025 to 2026



Consideration followed the same pattern as market position, rising in the East and among high-scoring students.

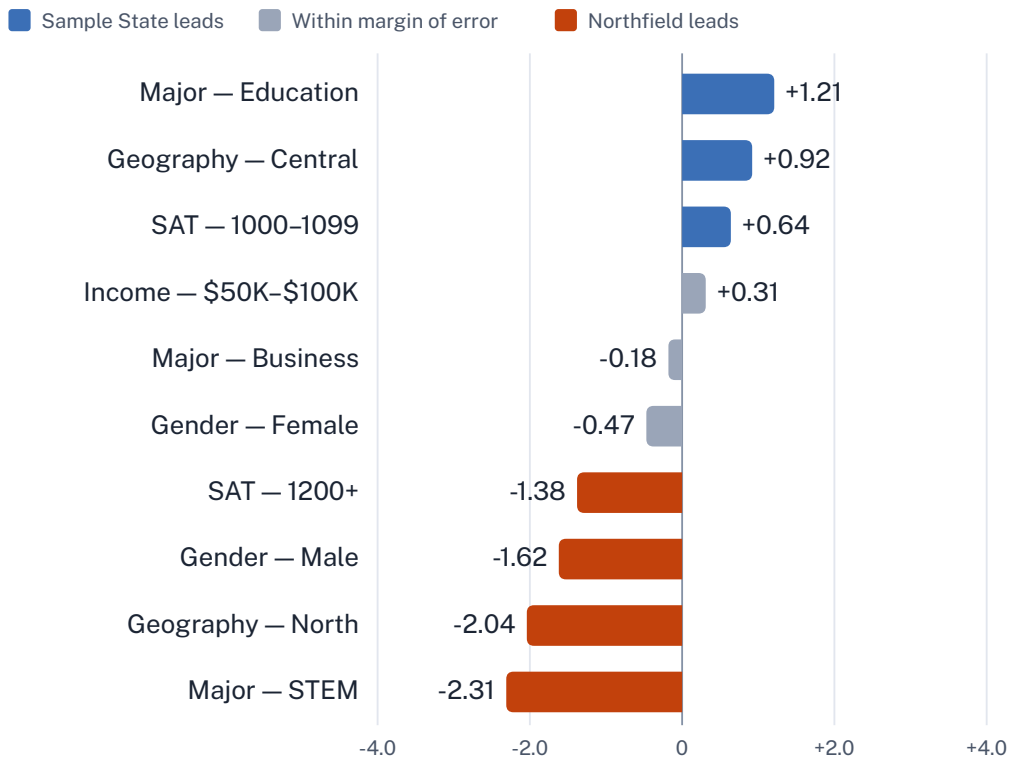
The 8-point drop in the North region is the largest change in any segment.

WHY IT MATTERS Confirms whether image changes are turning into changes in behavior.

Sample State vs. Northfield by Segment

INCLUDED FROM LEVEL THREE

Market position gap by segment, 2026



Sample State leads Northfield among education majors, in the Central region and among students with 1000–1099 SAT scores.

Northfield's advantage is largest among STEM majors and in the North region.

WHY IT MATTERS Shows where you can win head to head with your top competitor.

Segment Competitiveness

INCLUDED FROM LEVEL THREE

Where Sample State is most and least competitive

CATEGORY	SEGMENT	MARKET POSITION	RANK	CONSIDERATION	RANK	COMBINED RANK
Geography	Central	10.42	1	78%	1	2
Major	Education	9.62	2	70%	1	3
SAT	1000–1099	9.20	2	66%	2	4
Income	$50K–$100K	9.29	2	64%	2	4
Major	Business	9.04	2	61%	3	5
Parental Ed.	Some college	8.83	3	62%	2	5
Geography	North	7.13	4	48%	4	8
Major	STEM	6.41	5	41%	5	10

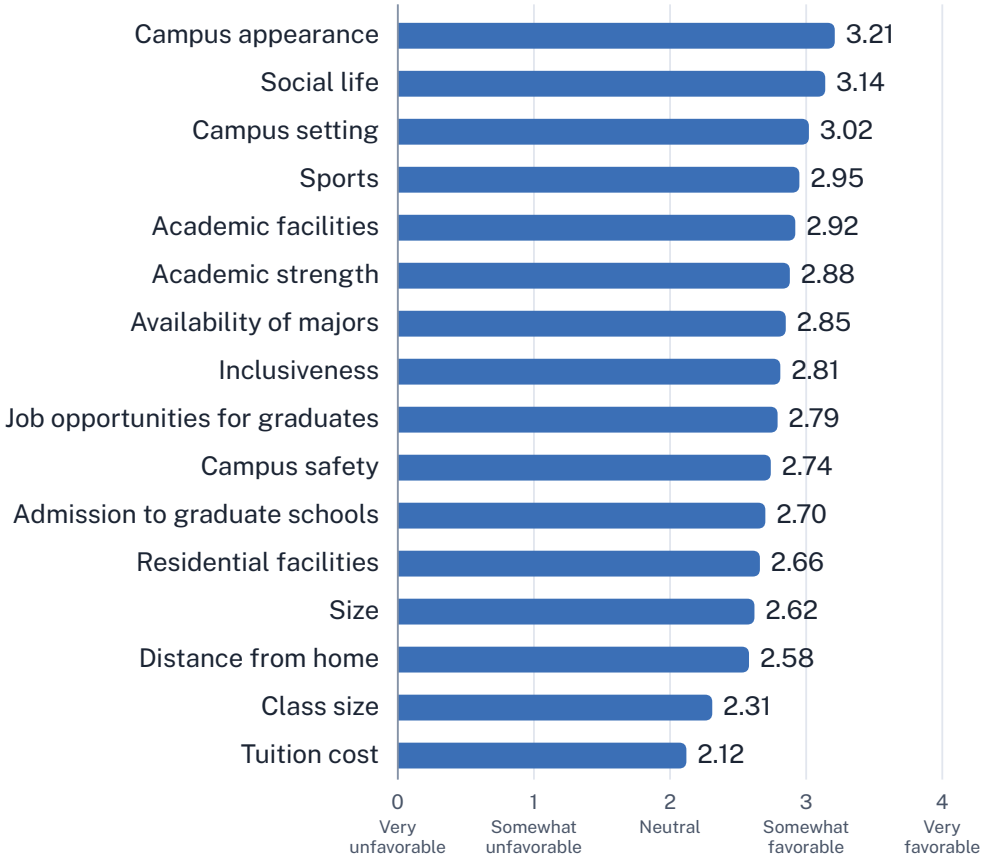
Combined rank adds Sample State's market position rank and consideration rank among the 10 benchmark institutions. The best possible score is 2 (first in both).

WHY IT MATTERS Ranks your best and worst segments, so you can target limited resources where you are most likely to win.

Attribute Ratings: All Attributes

INCLUDED FROM LEVEL FOUR

How would you rate Sample State University on each of the following?



Campus appearance, social life and setting are Sample State's highest-rated attributes.

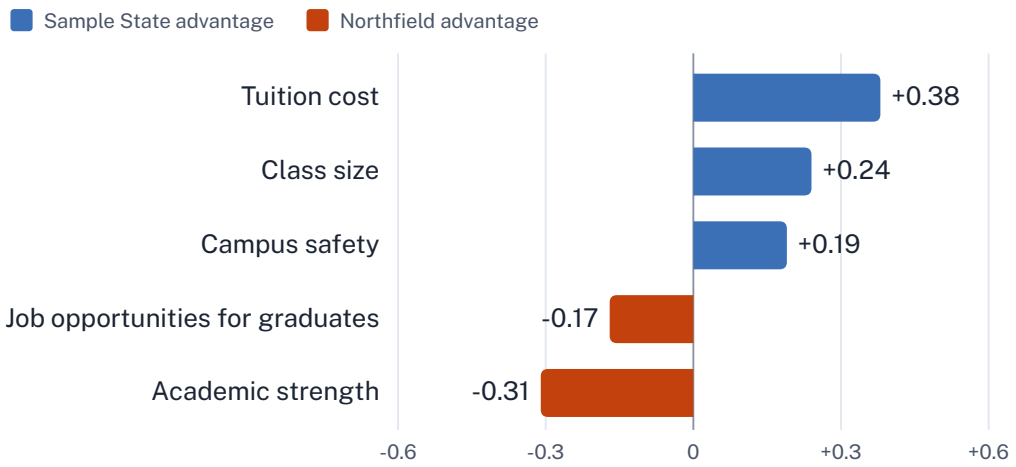
Tuition cost and class size rate lowest, consistent with cost as the leading barrier to consideration.

WHY IT MATTERS Pinpoints the strengths to promote and the weaknesses to address, across all 16 attributes.

All Attributes: Sample State vs. Northfield U.

INCLUDED FROM LEVEL FOUR

Difference in ratings across all attributes, head to head



Beyond tuition, Sample State also holds clear advantages in class size and campus safety.

Northfield leads on academic strength and job opportunities, two areas to address in messaging.

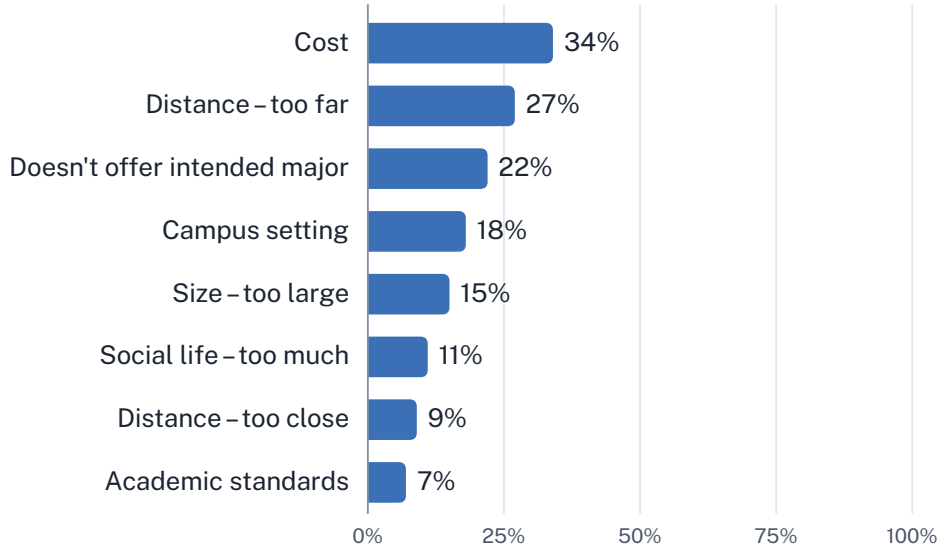
Only statistically significant differences are shown. Comparisons across all 16 attributes are available with competitors that are also Student Insights clients, like Northfield in this sample. Comparisons with other institutions cover the four core attributes.

WHY IT MATTERS Shows exactly where you win and lose against each competitor, so messaging can target the differences.

Consideration Barriers

INCLUDED FROM LEVEL FOUR

If you did not consider Sample State University, why not? (Select all that apply)



Cost is the leading reason students don't consider Sample State, though it fell 3% from 2025.

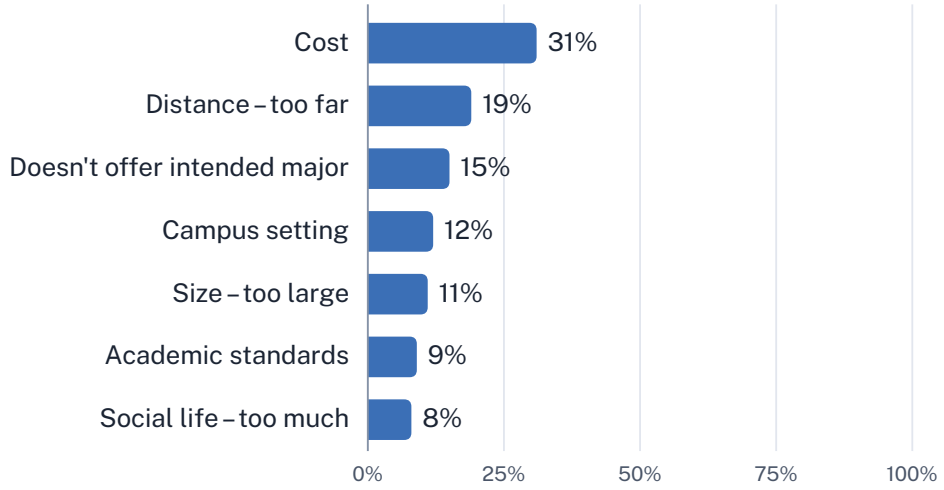
About one in five cite a missing major, most often engineering.

WHY IT MATTERS Explains why students rule you out, so you can address the obstacles you control.

Application Barriers

INCLUDED FROM LEVEL FOUR

If you considered but did not apply to Sample State University, why not? (Select all that apply)



Among students who considered Sample State but did not apply, cost again leads at 31%.

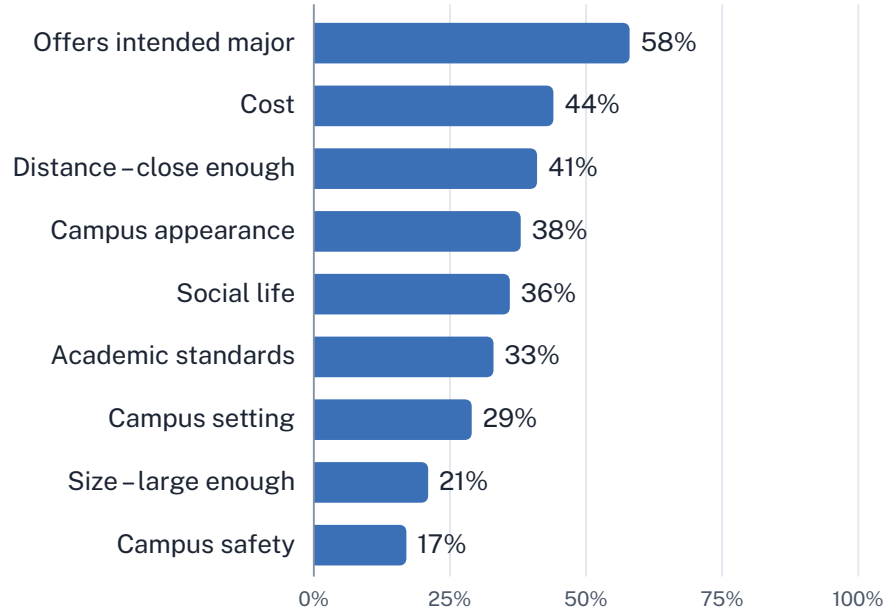
Distance is a smaller factor at the application stage than at the consideration stage.

WHY IT MATTERS Shows what stops interested students from taking the final step.

Reasons for Application

INCLUDED FROM LEVEL FOUR

Why did you or will you apply to Sample State University? (Select up to three)



Majors, cost and location are the top reasons students apply.

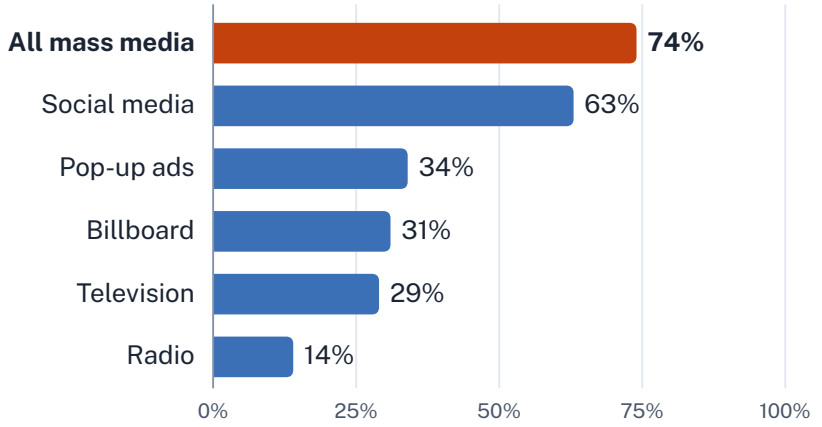
Cost appears as both a top barrier and a top reason, a sign that value messaging can persuade students in both directions.

WHY IT MATTERS Confirms what is drawing applicants, so you can lead with it.

Advertising Recall – Mass Media

INCLUDED FROM LEVEL FOUR

In which media have you definitely seen or heard an advertisement for Sample State University?



Three in four students recall seeing Sample State advertising in at least one mass medium.

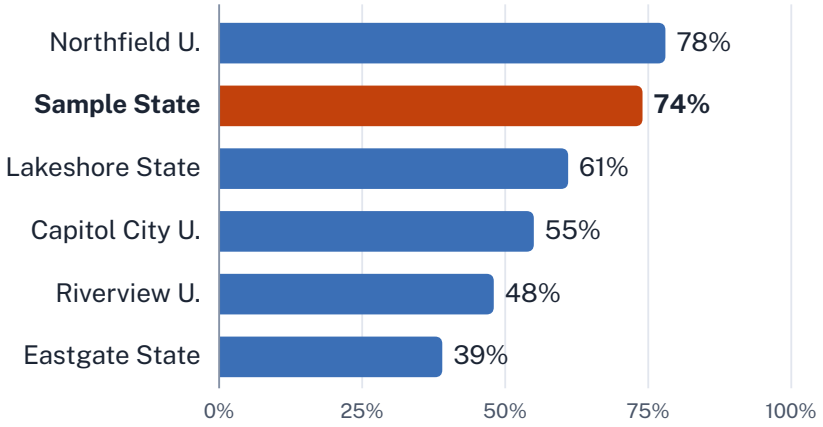
Social media drives most of that recall, at 63%.

WHY IT MATTERS Shows which advertising channels students actually remember.

Overall Advertising Recall – Mass Media

INCLUDED FROM LEVEL FOUR

Students who recall an advertisement in any mass medium



Sample State's mass media recall rose 5% to 74%, close behind Northfield.

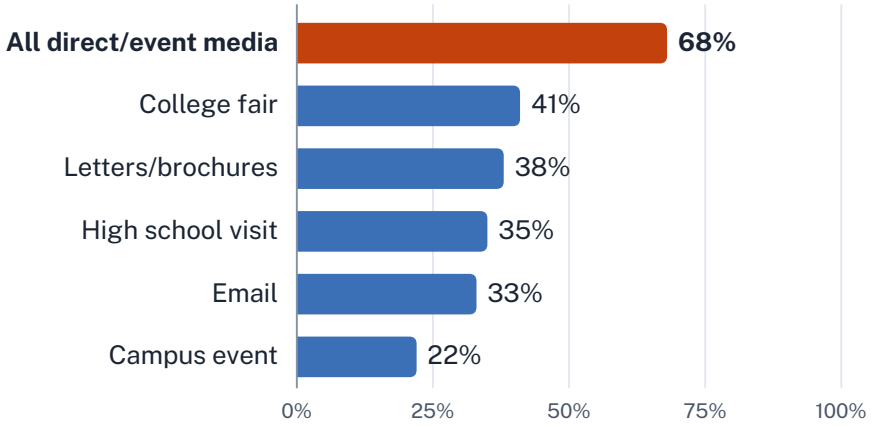
Recall gains usually precede gains in awareness.

WHY IT MATTERS Benchmarks your advertising reach against competitors.

Advertising Recall – Direct/Event Media

INCLUDED FROM LEVEL FOUR

In which of the following have you definitely seen or heard from Sample State University?



Two in three students recall direct or event contact from Sample State.

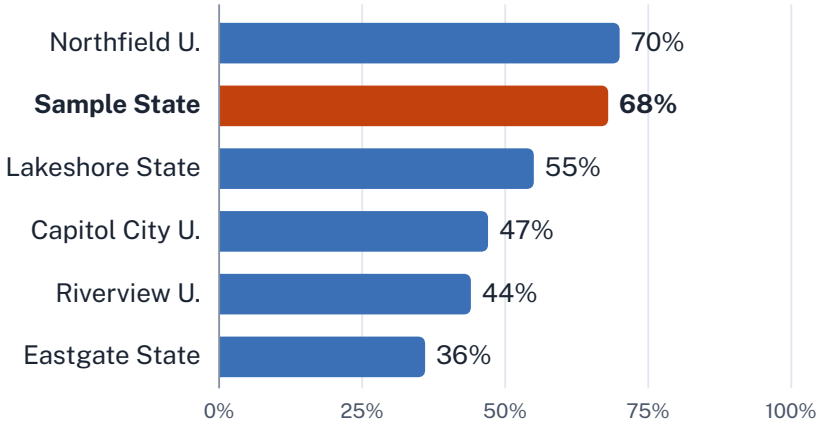
College fairs and mail lead, followed closely by high school visits.

WHY IT MATTERS Measures the reach of your recruitment outreach, channel by channel.

Overall Advertising Recall – Direct/Event Media

INCLUDED FROM LEVEL FOUR

Students who recall any direct or event contact



Sample State's direct/event recall of 68% trails only Northfield.

Lakeshore State posted the largest gain in the group.

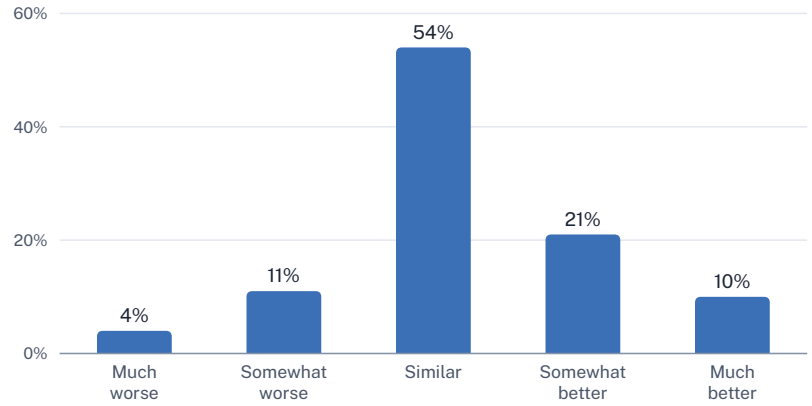
WHY IT MATTERS Benchmarks your recruitment outreach against competitors.

Financial Aid Comparison

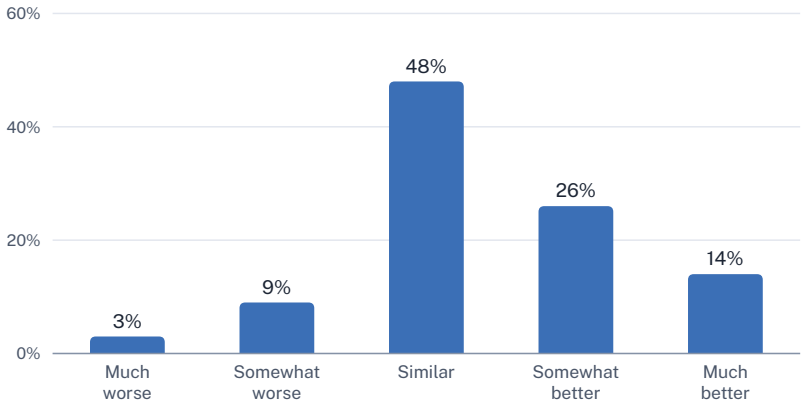
INCLUDED FROM LEVEL FOUR

How would you rate Sample State's financial aid compared with other public universities?

Need-based grants and scholarships



Merit-based grants and scholarships



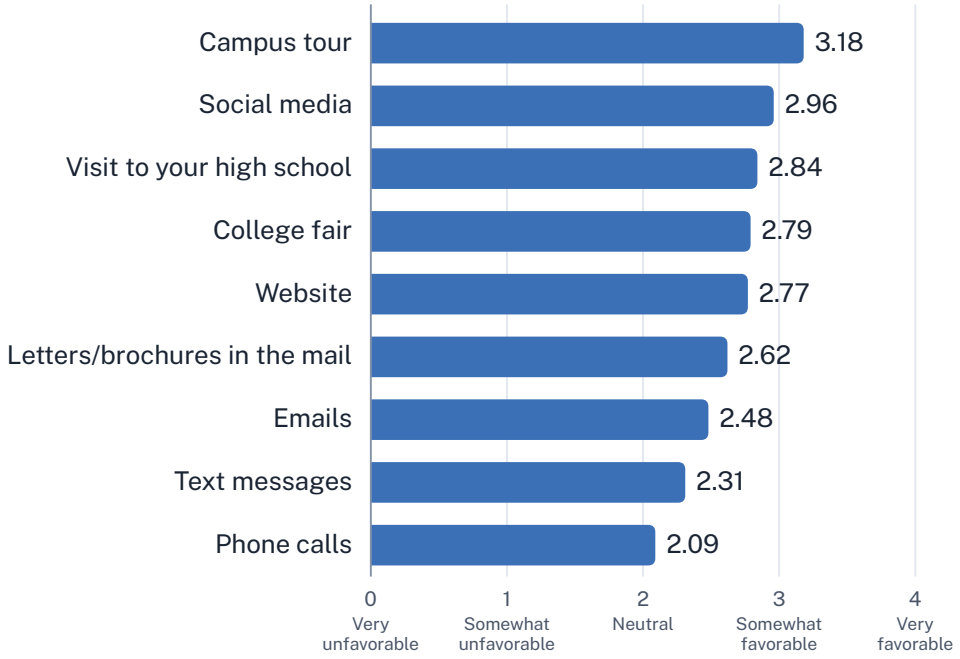
Among students who received a financial aid offer, 31% rated Sample State's need-based awards better than other public universities' and 15% rated them worse. Merit awards compare even more favorably, 40% better and 12% worse.

WHY IT MATTERS Shows how competitive your aid offers look to the students receiving them.

Types of Interaction

INCLUDED FROM LEVEL FIVE

How would you rate the interactions you have had with Sample State University?



Campus tours and social media are Sample State's most favorably rated interactions.

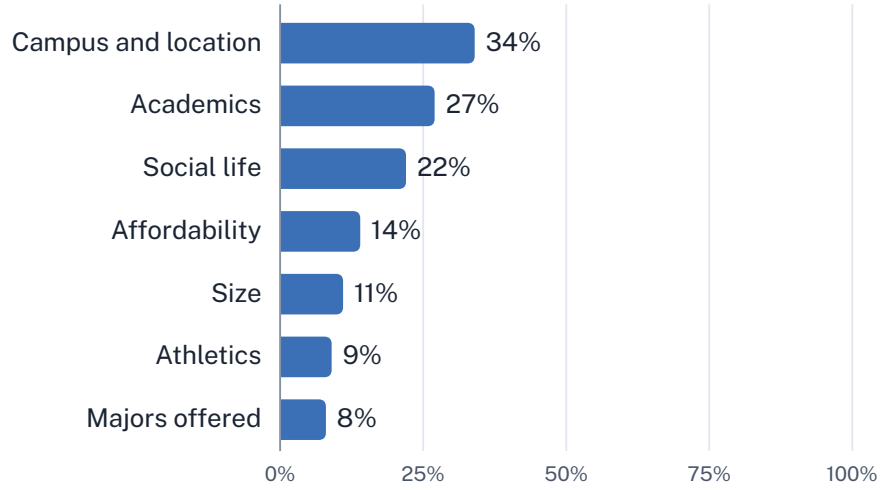
Phone calls and text messages rate lowest, a pattern seen at most institutions.

WHY IT MATTERS Rates each recruitment touchpoint, so you can invest in the ones students value.

Description Summary

INCLUDED FROM LEVEL FIVE

Themes in students' own descriptions of Sample State University



Campus and location dominate students' descriptions, followed by academics and social life.

Affordability mentions are almost entirely positive, an underused message.

Female students mention academics nearly twice as often as male students.

WHY IT MATTERS Turns hundreds of open-ended comments into the themes that define your image.

Student Descriptions

INCLUDED FROM LEVEL FIVE

How would you describe Sample State University? (25 words or less)

REGION	SAT	GENDER	CONSIDERATION	DESCRIPTION
Central	1100–1199	Female	Applied	A big, friendly campus with a lot going on and a nursing program I really like.
East	Haven't taken	Male	Considered	Good school, close to home, but I heard tuition keeps going up.
North	1200–1299	Female	Applied	Strong academics and beautiful buildings. It feels like a real college town.
Central	1000–1099	Male	Applied	Fun school with great sports. Everyone I know is going there.
North	1300+	Male	Did not consider	Fine school but it doesn't have the engineering program I want.
East	Haven't taken	Female	Applied	Affordable, welcoming, and the campus tour sold me.
Central	1200–1299	Female	Applied	Great nursing and education programs, and you can get involved right away.
North	1000–1099	Male	Considered	Kind of far from me. Seems like a party school but people say the classes are good.
East	1100–1199	Female	Applied	A safe, pretty campus where professors actually know your name.
Central	Haven't taken	Male	Did not consider	Too big for me. I want a smaller school where I won't get lost.

Two sample pages shown. A typical report includes 10+ pages of verbatim descriptions, each tagged by region, test score, gender and consideration.

WHY IT MATTERS Hear your image in students' own words, sorted by the segments you recruit.

Student Descriptions

INCLUDED FROM LEVEL FIVE

How would you describe Sample State University? (25 words or less)

REGION	SAT	GENDER	CONSIDERATION	DESCRIPTION
North	1100–1199	Female	Considered	Good reputation, but I don't know much about it besides football.
East	1300+	Male	Applied	Solid backup school with good scholarships for high test scores.
Central	1000–1099	Female	Applied	My older sister goes there and loves it. Lots of clubs and school spirit.
North	Haven't taken	Male	Did not consider	Never really heard much about it.
East	1200–1299	Female	Applied	Beautiful campus, good business school, and a fair price compared to others.
Central	1100–1199	Male	Considered	Big sports school with a lot of options, but the dorms are old.
North	1200–1299	Female	Applied	Strong research opportunities and an honors college that feels small.
East	Haven't taken	Male	Applied	Close to home and the guaranteed admission made it an easy choice.
Central	1300+	Female	Did not consider	Good school but I want to go out of state.
North	1000–1099	Female	Considered	Friendly people and a nice campus. I'm worried about the cost.

Two sample pages shown. A typical report includes 10+ pages of verbatim descriptions, each tagged by region, test score, gender and consideration.

WHY IT MATTERS Hear your image in students' own words, sorted by the segments you recruit.

News and Messaging

INCLUDED FROM LEVEL FIVE

Messages tested in the 2026 survey

LABEL	MESSAGE TESTED
Guaranteed admission	Students who meet published GPA requirements are guaranteed admission.
Division I athletics	Sample State competes in NCAA Division I with 18 varsity teams.
New health sciences center	A $120 million health sciences center opens to students in fall 2026.
Top-50 public ranking	Ranked among the top 50 public universities nationally.
Four-year graduation pledge	Students who stay on track are guaranteed to graduate in four years, or the extra courses are free.
Study abroad in 30 countries	Study abroad programs in more than 30 countries.
Undergraduate research grants	Every undergraduate can apply for a funded research grant starting freshman year.

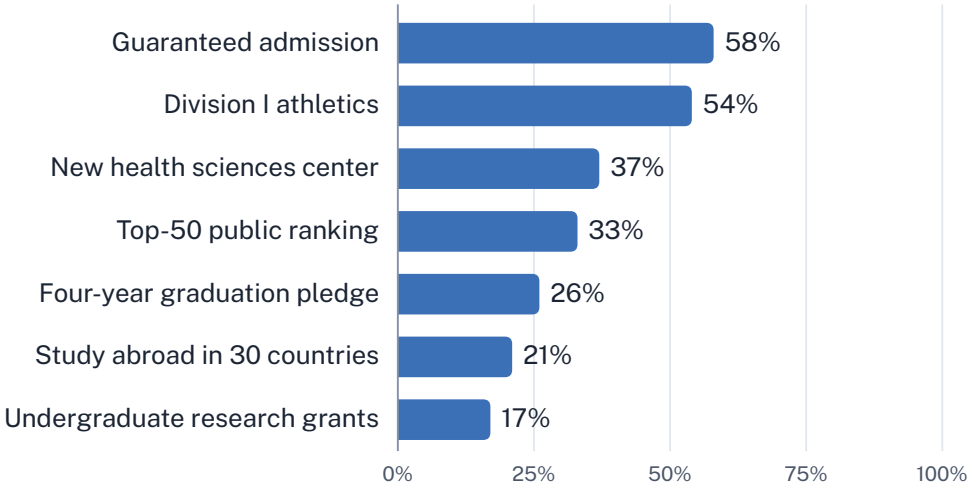
Messages are drawn from each client's own website, press releases and publications, and can be updated every year.

WHY IT MATTERS Tests your own messages with students before you invest in promoting them.

Messaging: Awareness

INCLUDED FROM LEVEL FIVE

Percentage of students aware of each Sample State message



Guaranteed admission is the best-known message, followed closely by Division I athletics.

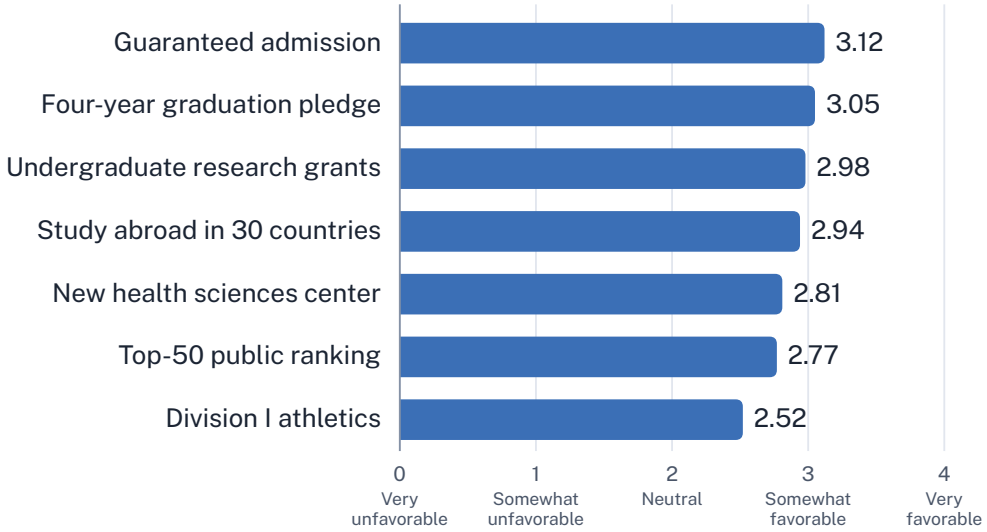
Research grants and study abroad are known by fewer than one in four students.

WHY IT MATTERS Shows which messages are getting through.

Messaging: Favorability

INCLUDED FROM LEVEL FIVE

How favorably do students view each message?



Guaranteed admission and the four-year graduation pledge are the best-liked messages.

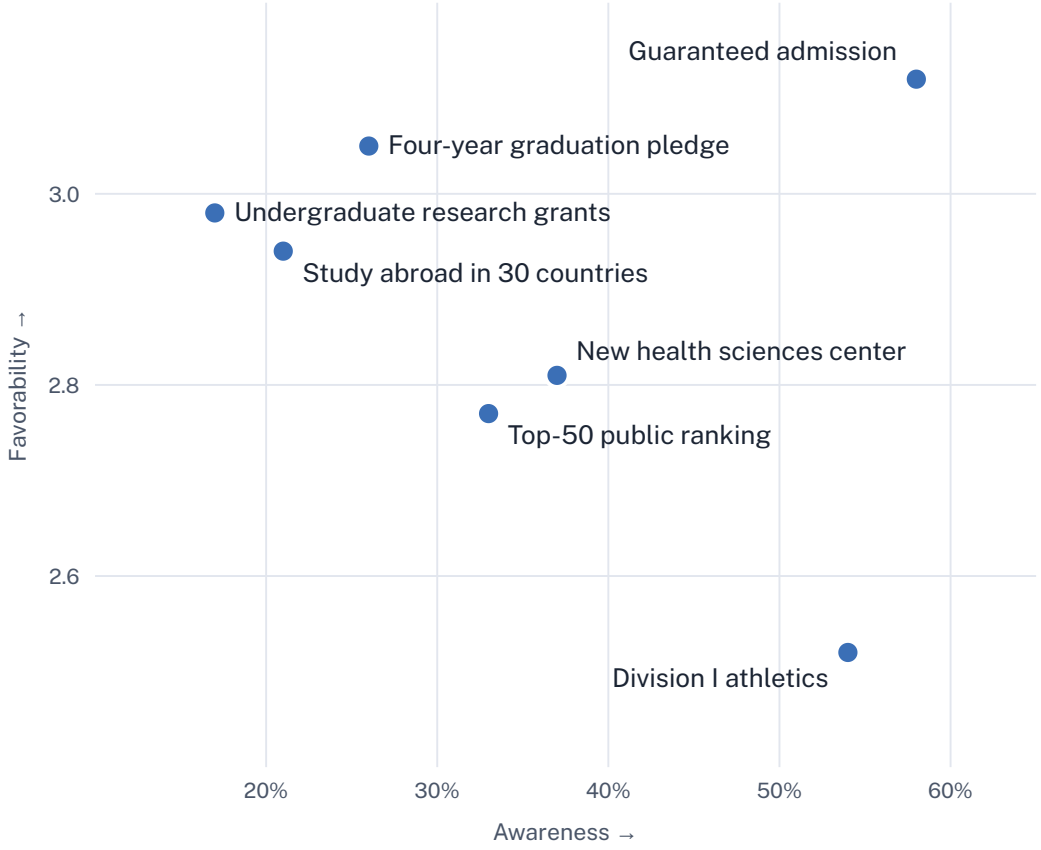
Athletics is well known but rates lowest for favorability.

WHY IT MATTERS Shows which messages actually improve how students see you.

Messaging Matrix

Awareness and favorability of each message

INCLUDED FROM LEVEL FIVE



Guaranteed admission is both well known and well liked, the University's strongest message.

The four-year graduation pledge and research grants are well liked but little known. Promoting them more widely is the clearest opportunity.

WHY IT MATTERS Identifies the messages to amplify, keep, or rethink.

See what students in your state are saying about you.

Student-View Reports start at $900. Request a sample from your own state, or talk with us about which level fits your budget.

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