**Section II. College Comparisons**

IF YOU PLAN TO ATTEND college next year, print the Name and City of the college you plan to attend and fill in the oval marked “Will Attend.” IF YOU DO NOT PLAN TO ATTEND college, list a school you seriously considered. COLLEGE: ____________________________

Please rate your OTHER COLLEGE and UC DAVIS on each characteristic below. 

Scale: 1=Poor/Fair  2=Good  3=Very Good  4=Excellent  0=Can’t Rate

<table>
<thead>
<tr>
<th>COLLEGE CHARACTERISTIC</th>
<th>OTHER COLLEGE</th>
<th>UC DAVIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Prestigious, well-known reputation</td>
<td>1 2 3 4</td>
<td></td>
</tr>
<tr>
<td>2. Availability of majors that interest you</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>3. Faculty are accessible to students</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>4. Quality and availability of on-campus housing</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>5. Quality of academic facilities (library, labs, computing)</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>6. Provides students individual guidance &amp; attention</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>7. Cost of attendance</td>
<td>1 2 3 4</td>
<td></td>
</tr>
<tr>
<td>8. Diverse student body</td>
<td>1 2 3 4</td>
<td></td>
</tr>
<tr>
<td>9. Off-campus cultural &amp; recreational opportunities</td>
<td>1 2 3 4</td>
<td></td>
</tr>
<tr>
<td>10. On-campus cultural and recreational opportunities</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>11. Faculty are leaders in their fields</td>
<td>1 2 3 4</td>
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<tr>
<td>12. Part of the state/country in which the college is located</td>
<td>1 2 3 4</td>
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<tr>
<td>13. Surroundings (neighborhood, town, city)</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>14. Prominent intercollegiate athletic programs</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>15. Availability of internships &amp; practical career experiences</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>16. Quality of your intended major</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>17. Attractiveness of the campus</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>18. Graduates get into good graduate &amp; professional schools</td>
<td>1 2 3 4</td>
<td></td>
</tr>
<tr>
<td>19. Graduates get jobs in their chosen fields</td>
<td>1 2 3 4</td>
<td></td>
</tr>
<tr>
<td>20. Comfortable, friendly campus community</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>21. Size of the student body</td>
<td>1 2 3 4</td>
<td></td>
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<tr>
<td>22. Campus is safe for all students</td>
<td>1 2 3 4</td>
<td></td>
</tr>
</tbody>
</table>

23. Please write a word or phrase that best expresses your image of UC DAVIS:

24. Fill in the boxes next to ALL of the words that you would say are the most widely held images of UCD

- [ ] Conservative  [ ] Comfortable  [ ] Partying  [ ] Supportive
- [ ] Prestigious  [ ] Back-up school  [ ] Rural  [ ] Friendly
- [ ] Fun  [ ] Selective  [ ] Challenging  [ ] Large
- [ ] Intellectual  [ ] Athletics  [ ] Impersonal  [ ] Diverse
- [ ] Not well-known  [ ] Academic Pressure  [ ] Career-oriented  [ ] Boring

25. Now do the same for the OTHER COLLEGE listed above.

- [ ] Conservative  [ ] Comfortable  [ ] Partying  [ ] Supportive
- [ ] Prestigious  [ ] Back-up school  [ ] Rural  [ ] Friendly
- [ ] Fun  [ ] Selective  [ ] Challenging  [ ] Large
- [ ] Intellectual  [ ] Athletics  [ ] Impersonal  [ ] Diverse
- [ ] Not well-known  [ ] Academic Pressure  [ ] Career-oriented  [ ] Boring

**IMAGES OF UC DAVIS AND COMPETITORS**

Questions 24 & 25 (Section II) ask respondents to identify the most widely held images of UC Davis and the other school they rated.

Survey Results: Questions 24 & 25

**Images of UC Davis & its Competitors**

by All Admits:
- Images of Academic Environment
- Images of Social Environment

by Admits Enrolled at Each Institution:
- Images of Academic Environment
- Images of Social Environment

by College/Division:
- Agricultural & Environmental Studies
- Biological Sciences
- Engineering
- Humanities, Arts & Cultural Studies
- Mathematical & Physical Sciences
- Social Sciences
The entire admit pool perceives UC Davis as less intellectual, challenging, prestigious, academically-pressured and selective than all its major competitors except UC Santa Barbara; and even Santa Barbara is perceived as more challenging and selective.
The entire admit pool perceives UC Davis as less *impersonal* and more *comfortable, friendly* and *supportive* than UC Berkeley and UCLA. However, it is seen as more *impersonal* and less *comfortable, friendly* and *supportive* than other primary competitors: UC Santa Barbara, Cal Poly San Luis Obispo, UC Irvine and UC San Diego.
NOTE: Respondents tend to have more positive images of the school they are attending than a school they chose not to attend; also, more admits attend another college than attend UC Davis. For these reasons, some interpreters of the data feel that our competitive position is more accurately portrayed by reporting only the perceptions of students who are actually attending each school.

As reported only by students actually attending each of the schools, UC Davis is seen as less intellectual, challenging, prestigious and selective than not only UC Berkeley and UCLA, but also UC San Diego and Cal Poly San Luis Obispo.
NOTE: Respondents tend to have more positive images of the school they are attending than a school they chose not to attend; also, more admits attend another college than attend UC Davis. For these reasons, some interpreters of the data feel that our competitive position is more accurately portrayed by reporting only the perceptions of students who are actually attending each school.

As reported only by students actually attending each of the schools, UC Davis is clearly regarded as less **impersonal** and more **friendly, comfortable** and **supportive** than UC Berkeley and UCLA. Comparison with other competitors is more mixed, however. Davis is perceived as more **friendly** and **comfortable** than UC San Diego and UC Irvine, but as less **friendly** and **comfortable** than UC Santa Barbara and Cal Poly San Luis Obispo, and less **supportive** than any of these competitors.
Images of UC Davis & Competitors
--College of Agricultural & Environmental Sciences--
Survey of Fall 1998 New from High School Students

UC Davis is seen as less intellectual, challenging and prestigious than UC Berkeley and UCLA, but more comfortable and friendly, having less academic pressure, and being less impersonal.

Cal Poly San Luis Obispo and UC San Diego are perceived to be more intellectual, challenging, prestigious and selective, but also more friendly, comfortable, fun, supportive, and less impersonal.

In comparison to UC Santa Barbara, Davis does not lead in the social-environment characteristics: Davis is perceived as less comfortable, friendly and supportive, having more academic pressure, being more impersonal, and less fun. But neither is Davis perceived as the clear leader in terms of academics: although more prestigious and intellectual, Davis is viewed as less challenging.
Whereas UC Davis is seen as less intellectual, challenging and prestigious than UC Berkeley, UCLA and UC San Diego, it is seen as more comfortable, friendly, having less academic pressure, and being less impersonal.

In comparison to UC Santa Barbara, UC Davis is viewed as less comfortable, friendly and supportive, having more academic pressure, being more impersonal, and not as much fun. Nor is Davis perceived as the clear leader in terms of academics: although viewed as more prestigious and intellectual, UC Santa Barbara is viewed as equally challenging.
College of Engineering

UC Davis is seen as less *intellectual*, *challenging* and *prestigious* than UC Berkeley and UCLA, but more *comfortable*, *friendly*, and *supportive*, having less *academic pressure*, and being less *impersonal*.

UC San Diego is seen as stronger academically, but also more *comfortable*, *friendly* and *supportive* than UC Davis.

Compared to Cal Poly San Luis Obispo, UC Davis is viewed as less *comfortable*, *friendly* and *supportive*, having more *academic pressure*, and being more *impersonal*. Nor is it perceived as stronger academically.
Images of UC Davis & Competitors
--Division of Humanities, Arts & Cultural Studies--
Survey of Fall 1998 New from High School Students

UC Davis is seen as less intellectual, challenging and prestigious than UC Berkeley and UCLA, but more comfortable, friendly, supportive, having less academic pressure, and being less impersonal. UC San Diego is seen as stronger academically, but also more friendly and supportive than Davis.

Compared to UC Santa Barbara, UC Davis is is viewed as less comfortable, friendly and supportive, having more academic pressure, and being more impersonal. Nor is it perceived as stronger academically.
UC Davis is seen as less intellectual, challenging and prestigious than UC Berkeley and UCLA, but more comfortable, friendly, having less academic pressure, and being less impersonal. UC San Diego is seen as stronger academically, but also as more friendly and supportive.

Compared to UC Santa Barbara, UC Davis is seen as less comfortable, friendly and supportive, having more academic pressure, and being more impersonal. Nor is Davis perceived as stronger academically. Although perceived as more prestigious, Davis rates approximately the same on intellectual and challenging.
UC Davis is seen as less intellectual, challenging and prestigious than UC Berkeley, UCLA and UC San Diego, but more comfortable, friendly, having less academic pressure, and being less impersonal.

In comparison to UC Santa Barbara, UC Davis is viewed as less comfortable, friendly and supportive, having more academic pressure, being more impersonal, and not as much fun. Nor is Davis perceived as stronger academically: although viewed as more prestigious and intellectual, Davis is not viewed as more challenging.