



Surveys of Confirmed and Declined Applicants

2015

Confirmed and Declined Surveys

- Administered from August/September, 2015
- Confirmed – students who had received and accepted a U of T offer
- Declined – students who had received and declined a U of T offer

Confirmed sample

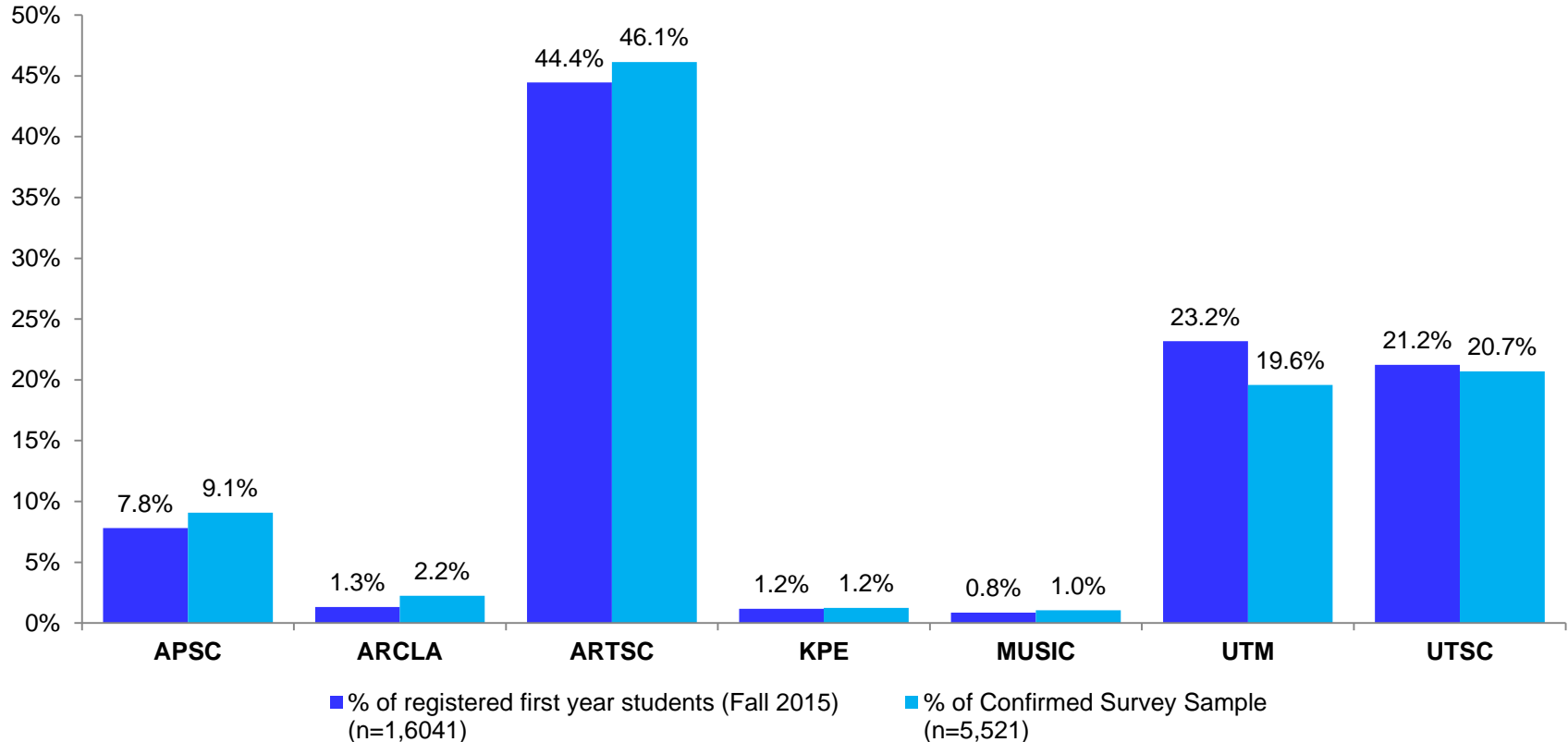
- Participated: 5,521
- Response rate 30%
- 66.9% (3,248 of 4,781) had U of T as first choice
- 20.7% (987 of 4,781) were international students

Declined sample

- Participated 3,393
- Response rate = 19%
- 20.6% (635 of 3,083) had U of T as first choice
- 73.5% (2,249 of 3,060) chose another Ontario university
- 14.4% (439 of 3,060) chose another Canadian university
- 11.3% (342 of 3,015) were international students

Confirmed sample vs. population of Registered (2014 fall session)

Distribution by division



Why they chose U of T

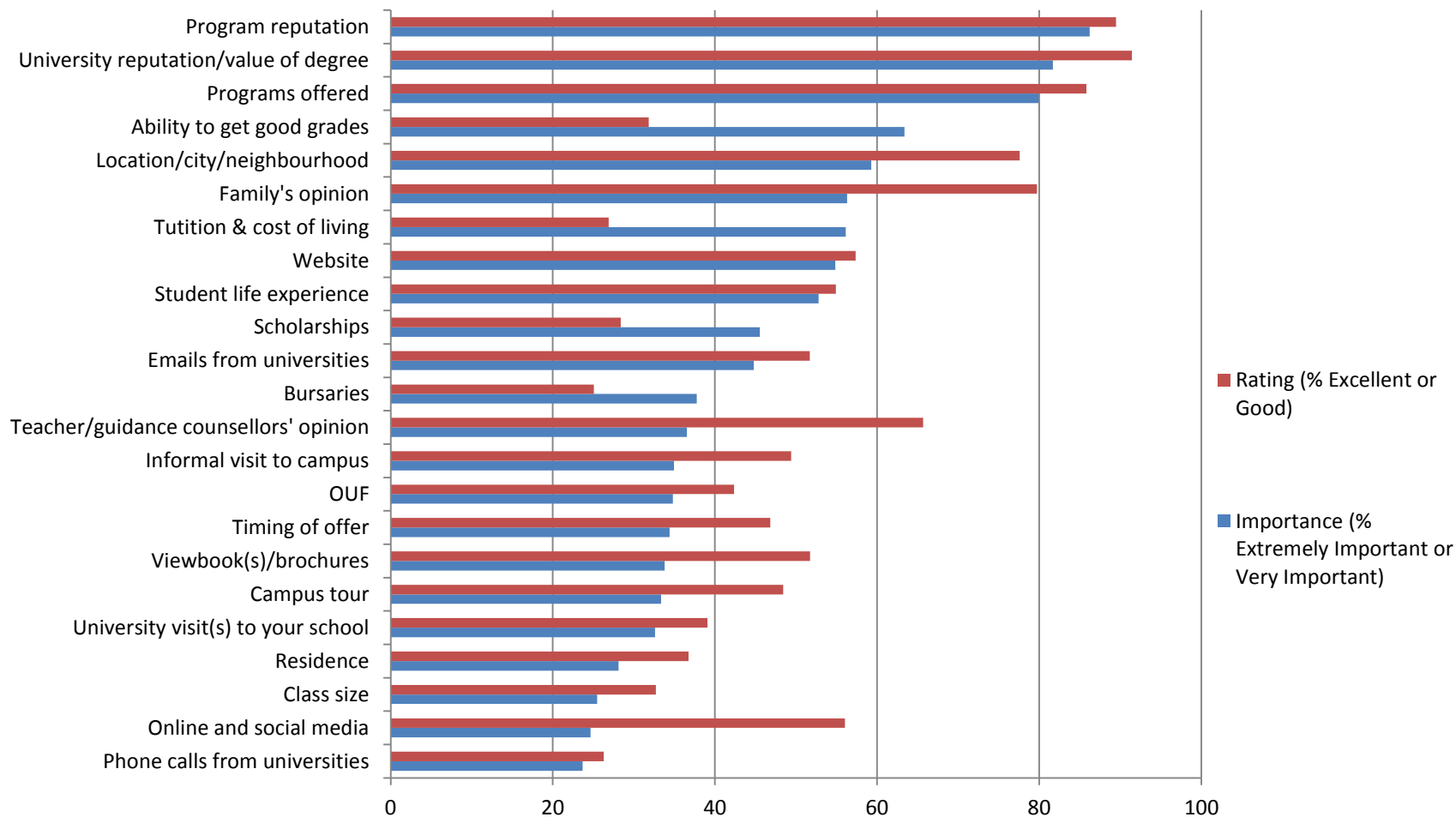


WordItOut

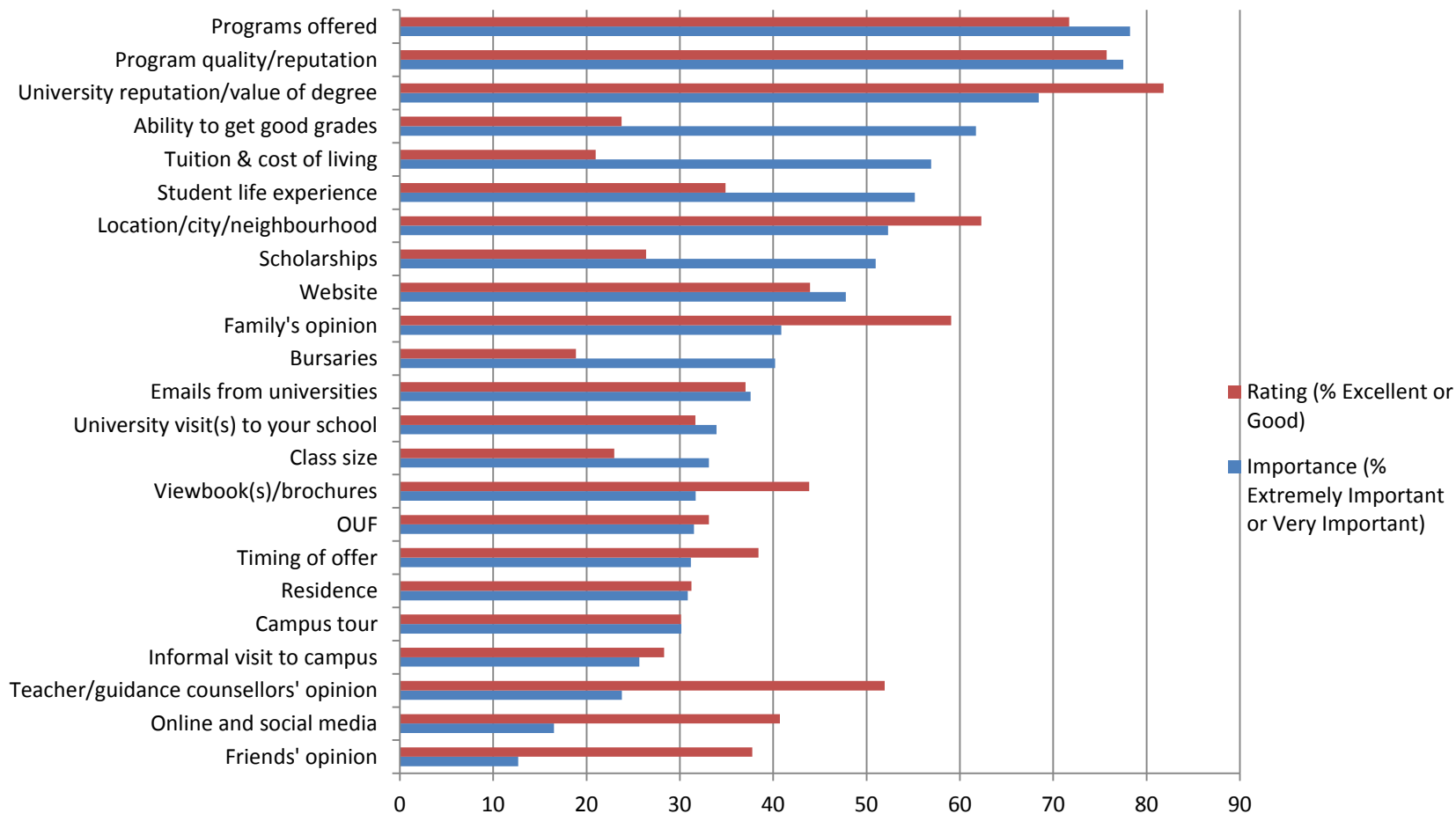
IMPORTANCE OF INFLUENCING FACTORS



Influencers: Importance and Rating: Confirmed Students



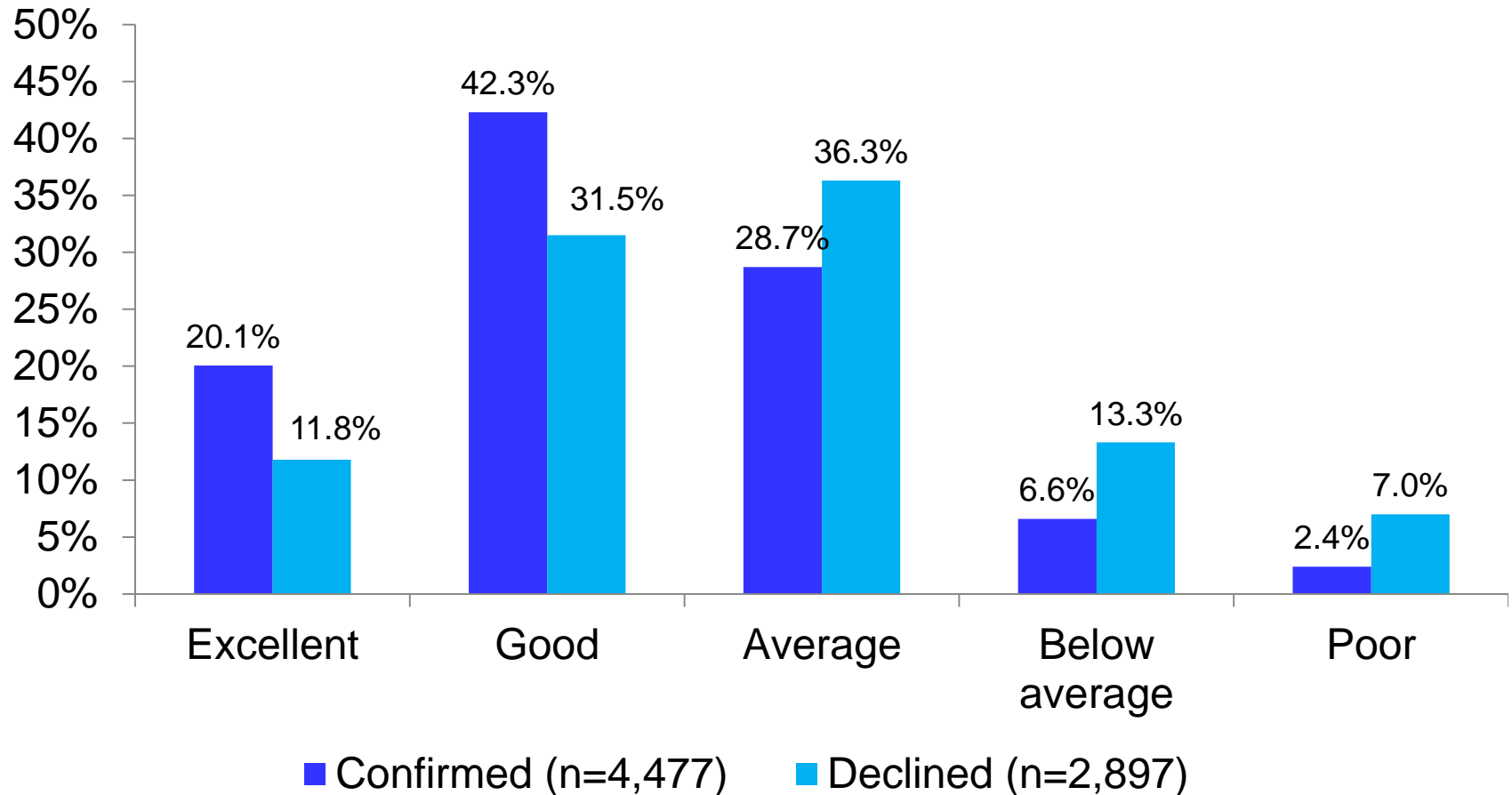
Influencers: Importance and Rating: Declined Students



ONGOING COMMUNICATION

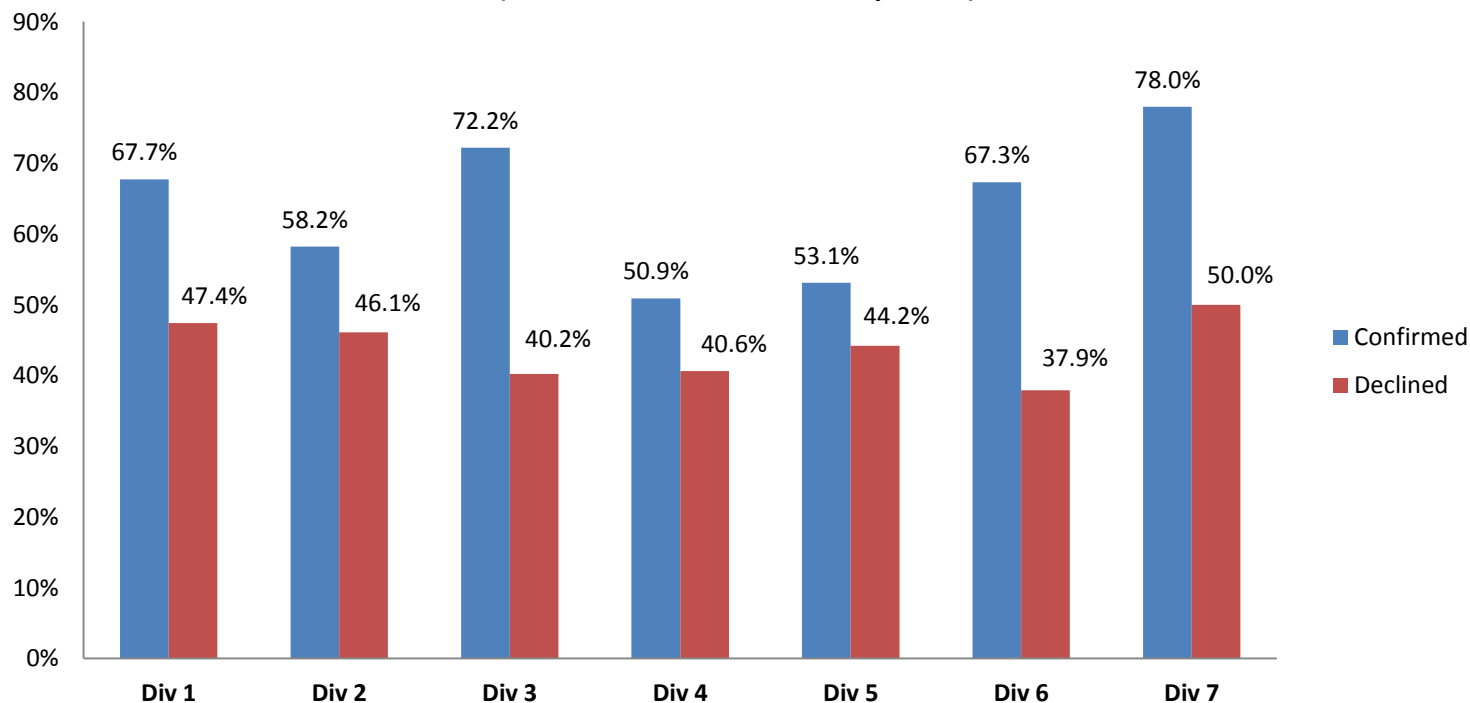


Overall rating of ongoing communication between application and decision



Overall rating of communication by division between application and decision

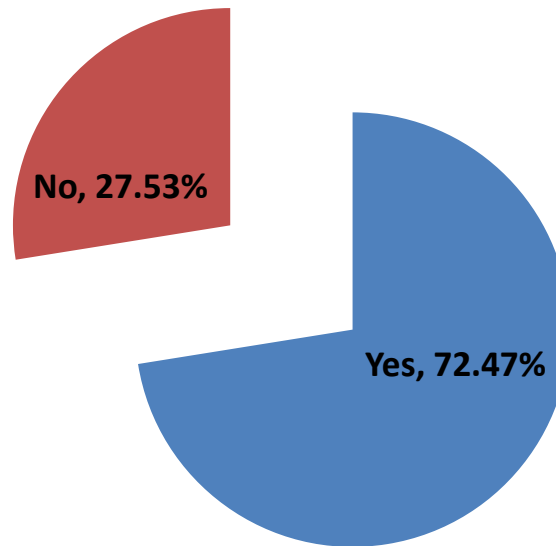
Overall rating of ongoing communications by division
(% of Excellent and Good responses)



Scholarships from other schools

Confirmed students

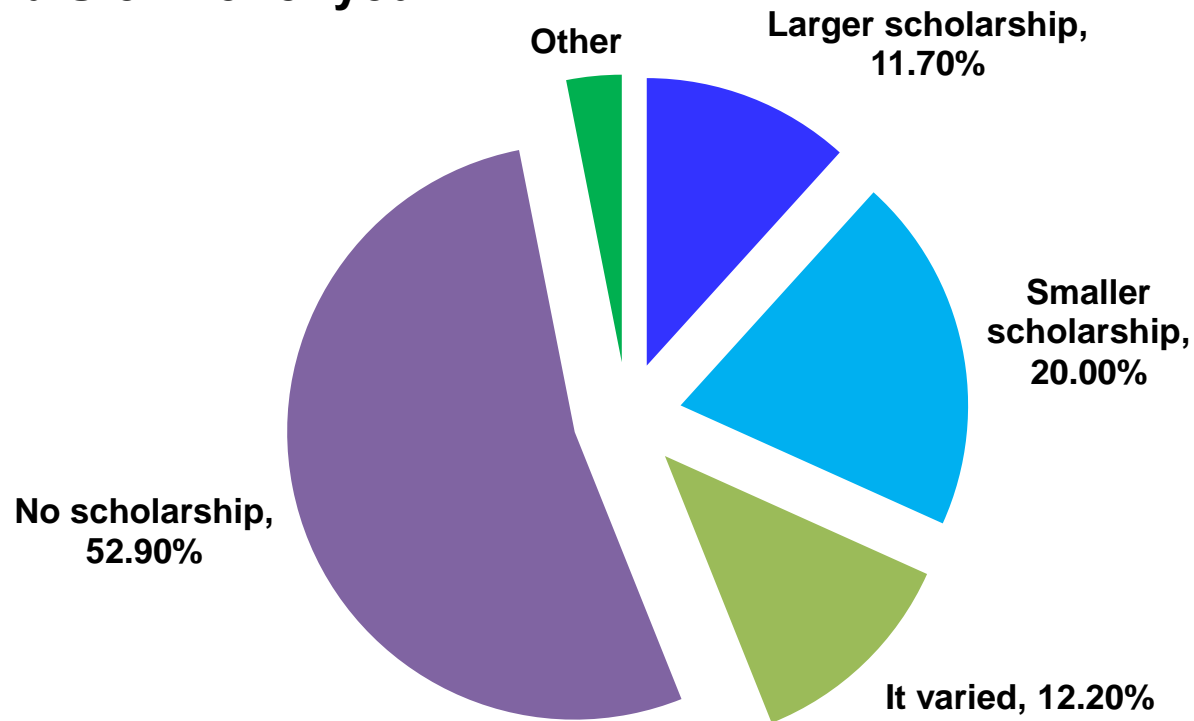
Did other universities offer you a scholarship?



U of T scholarship compared to others

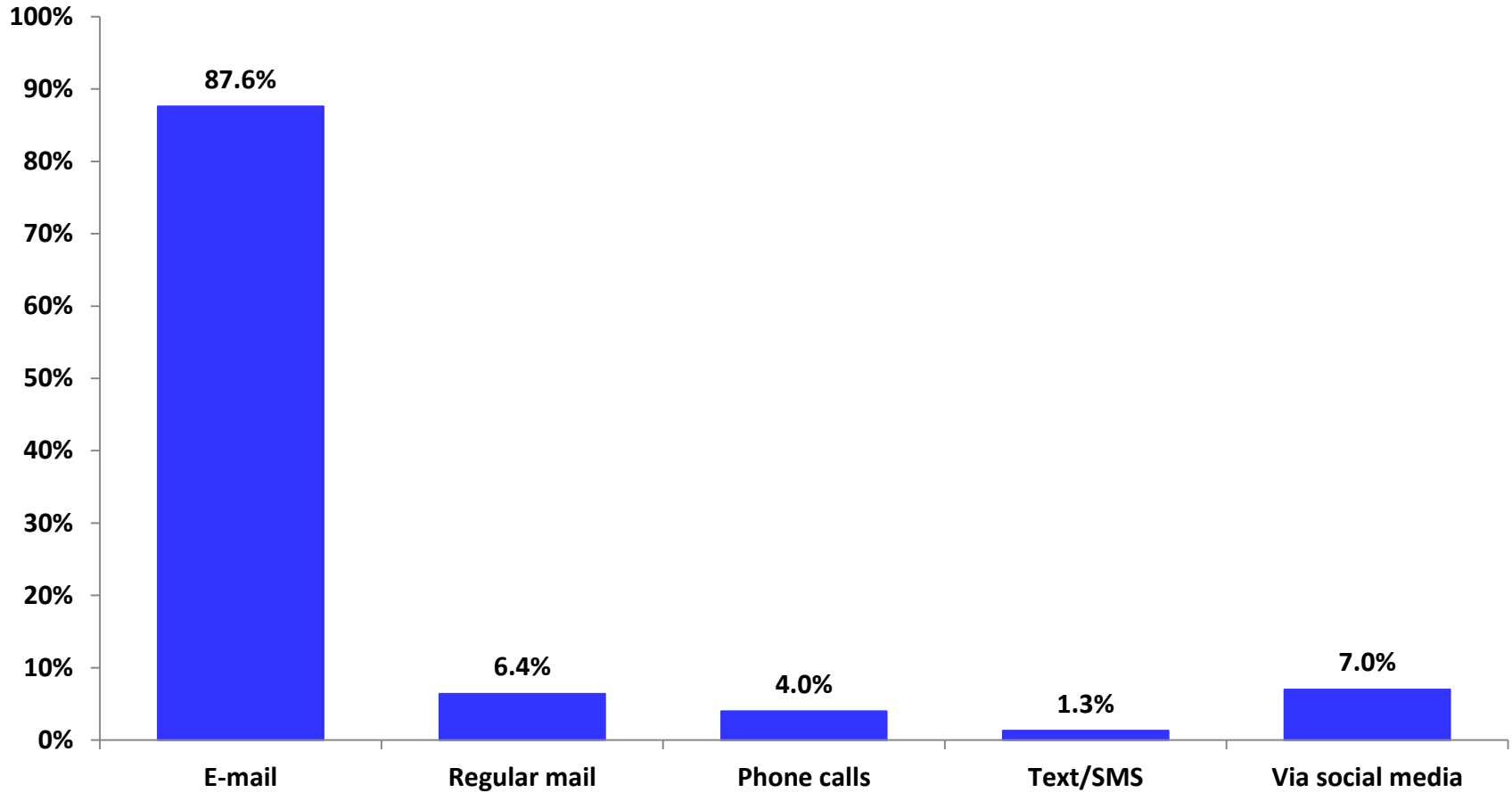
Confirmed students

Did U of T offer you....?



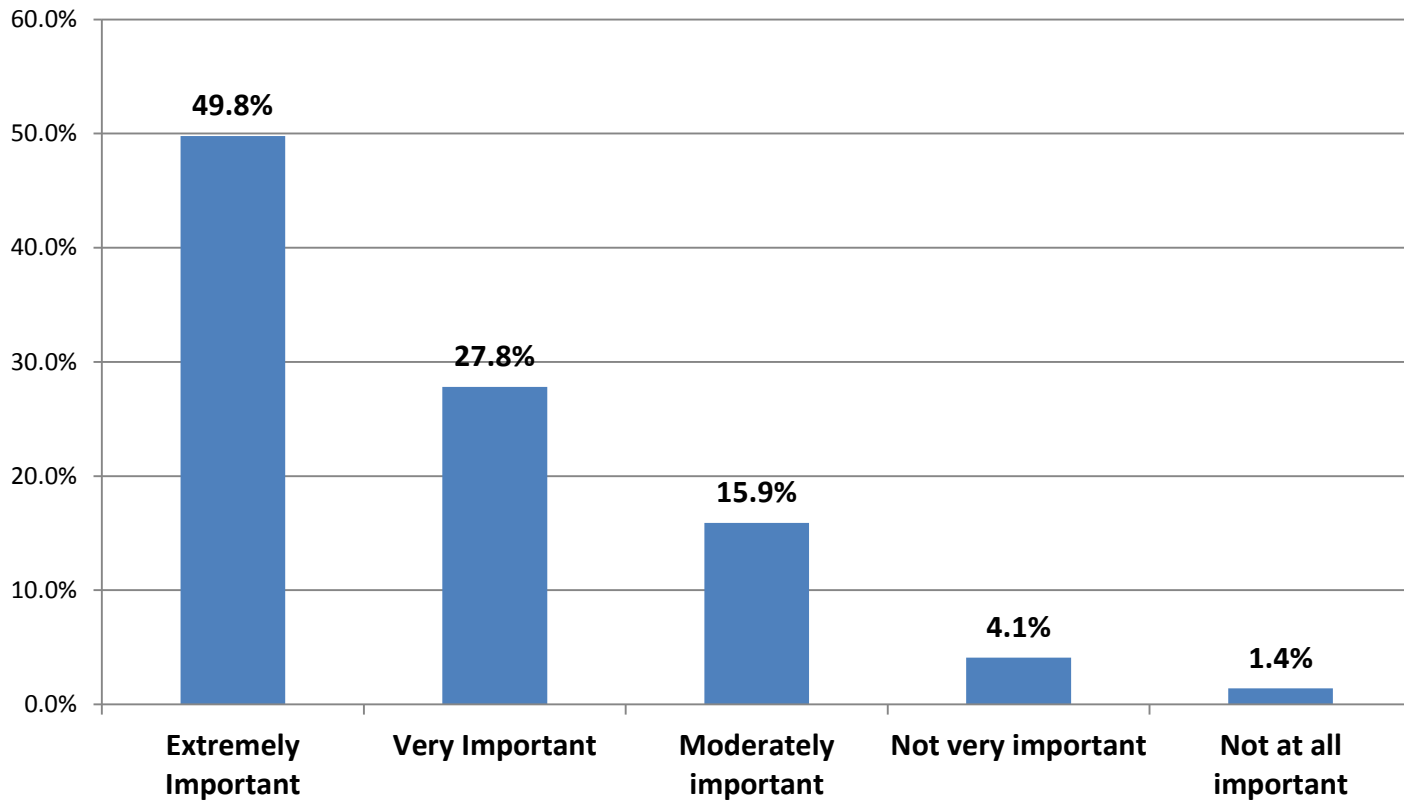
Includes only applicants offered scholarships by other universities

Preferred method of communication confirmed students



Importance of print Admission Package

Importance of hard copy admissions package



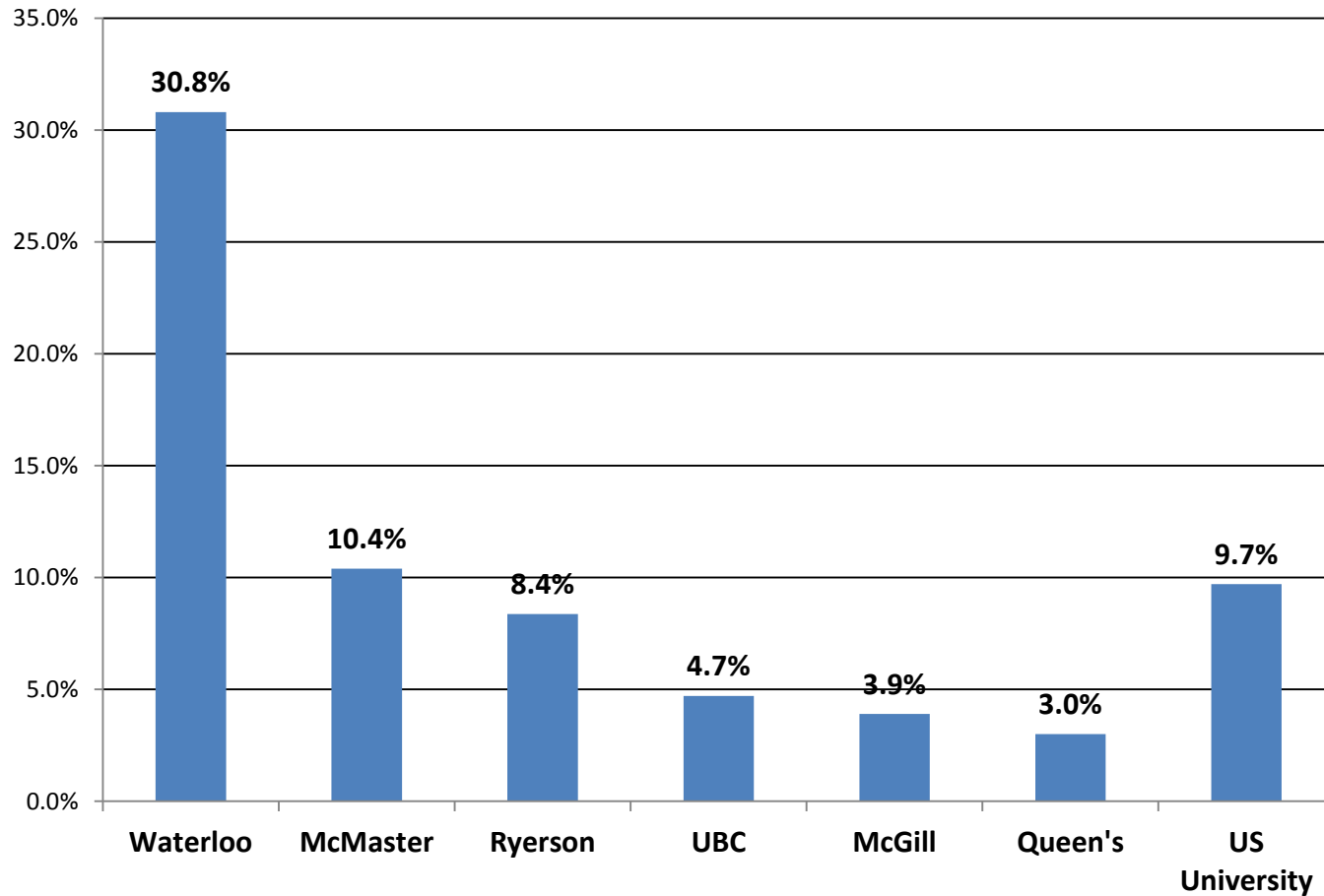
OUR COMPETITORS



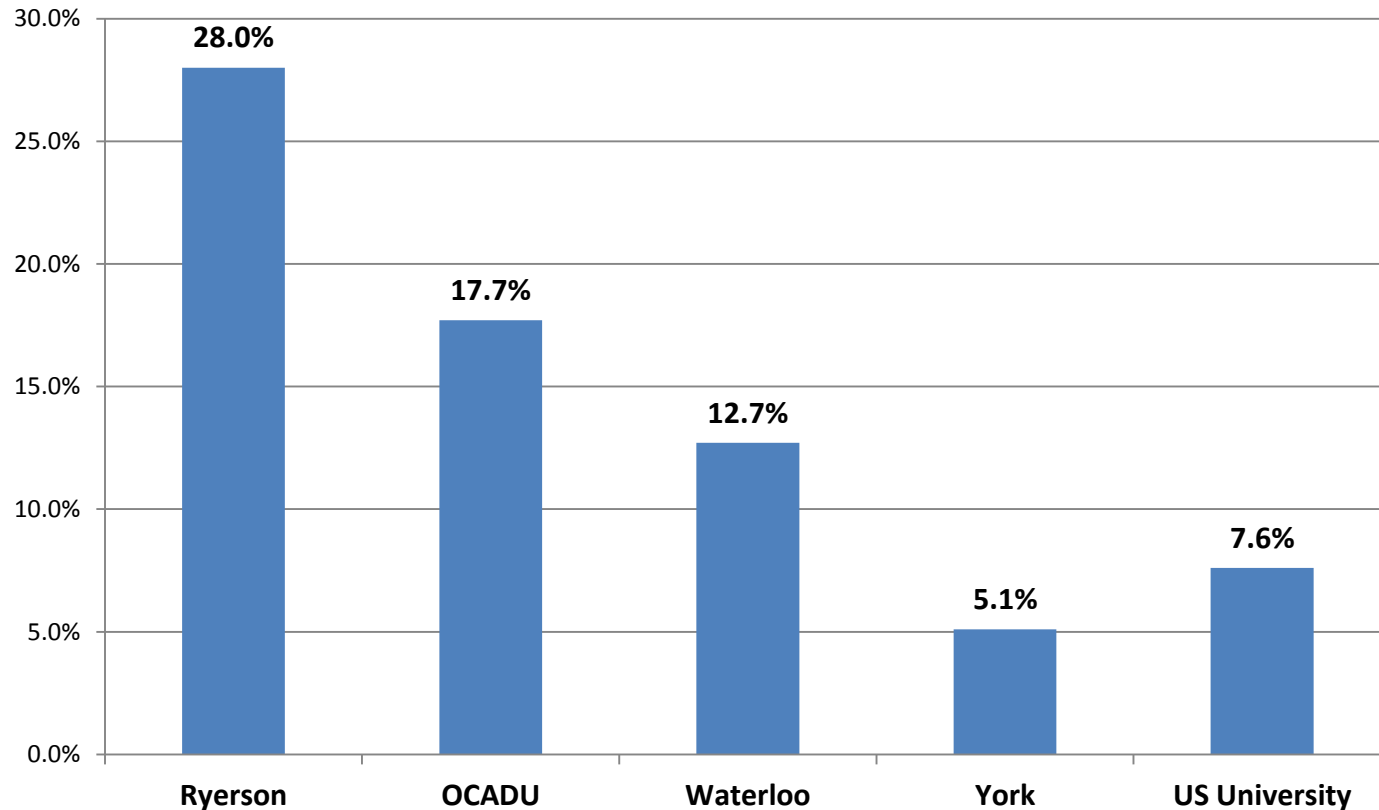
First choice of declined students

- 17.7% (796) chose a St. George program first
- 3% (120) chose a UTSC program first
- 2.7% (134) chose a UTM program first
- So, most declined respondents' (76.6%) first choice was *not* U of T

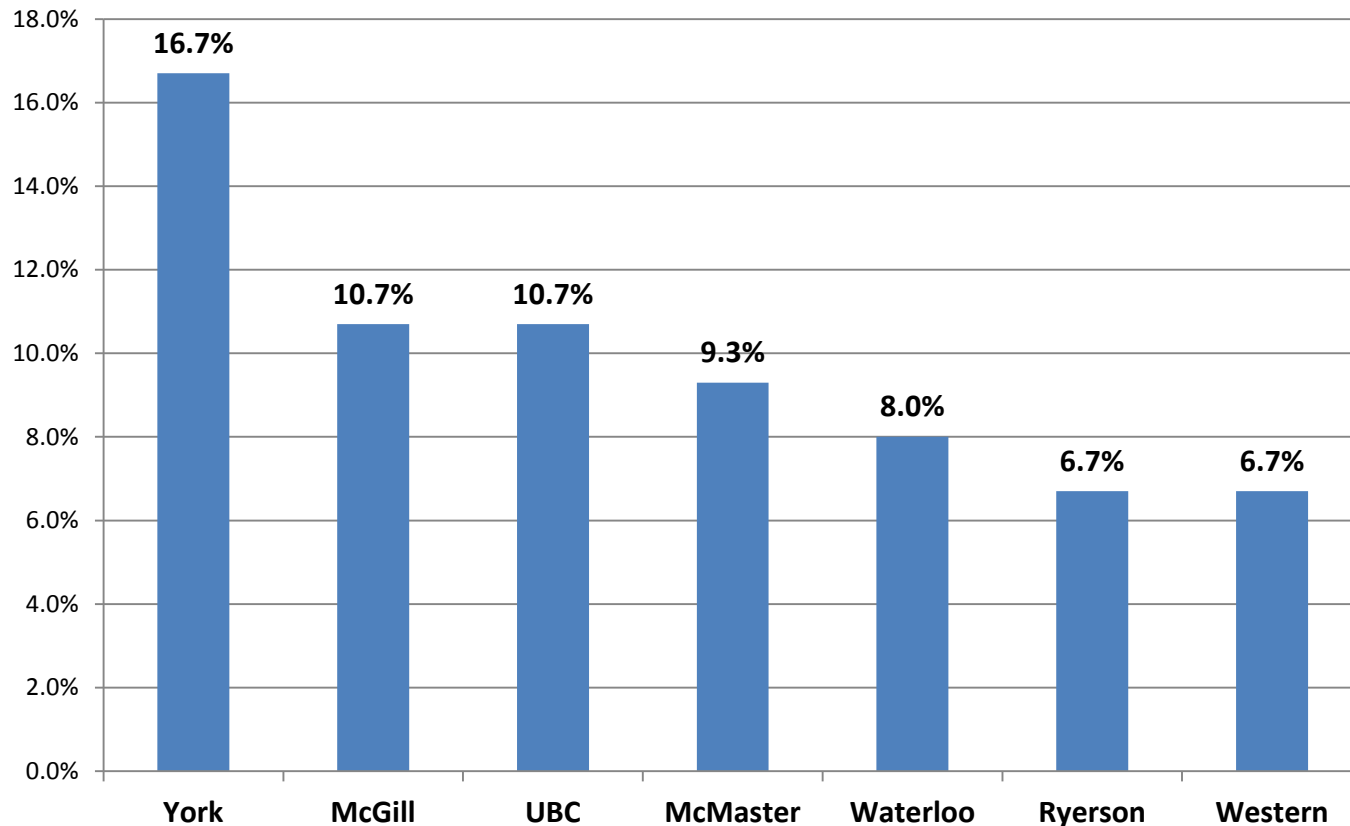
Top destinations: APSC declined applicants (n=598)



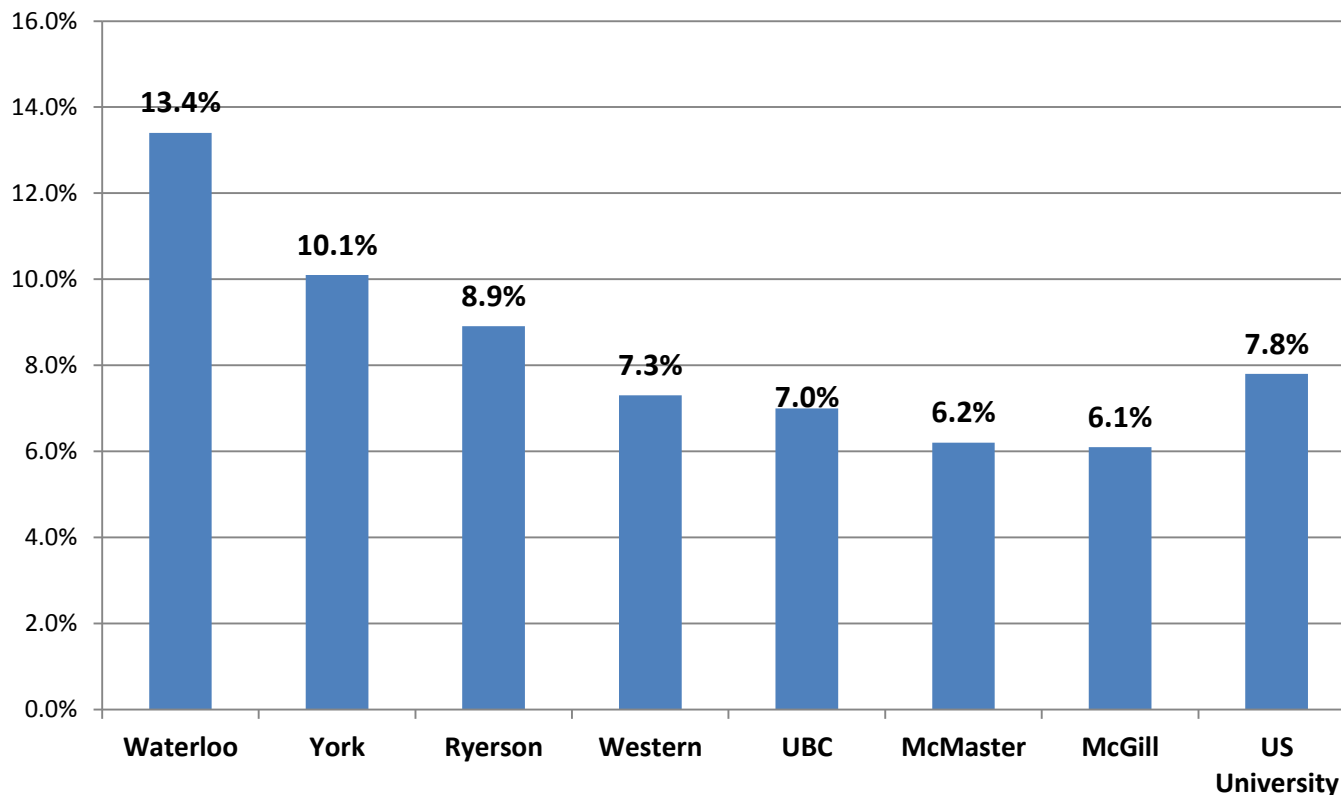
Top destinations: DFALD declined applicants (n=77)



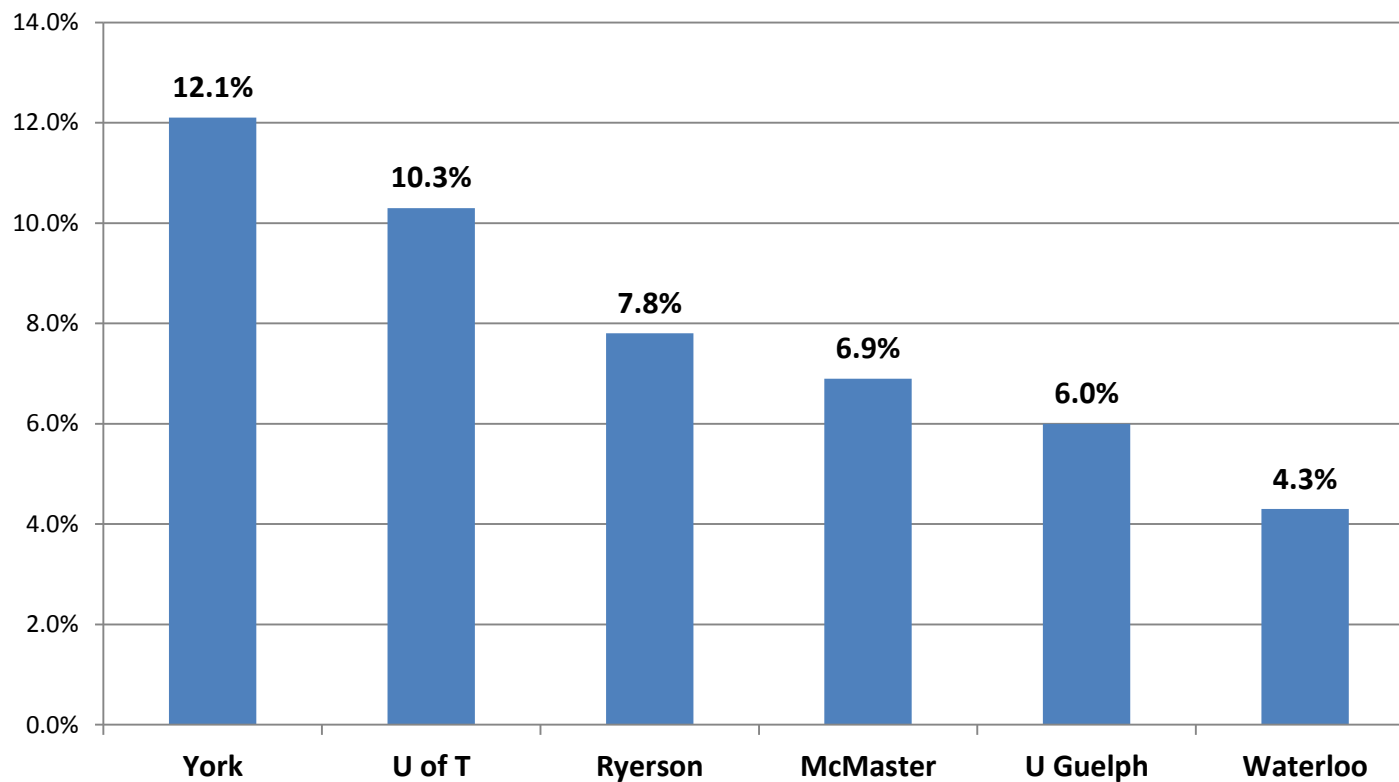
Top destinations: KPE declined applicants (n=75)



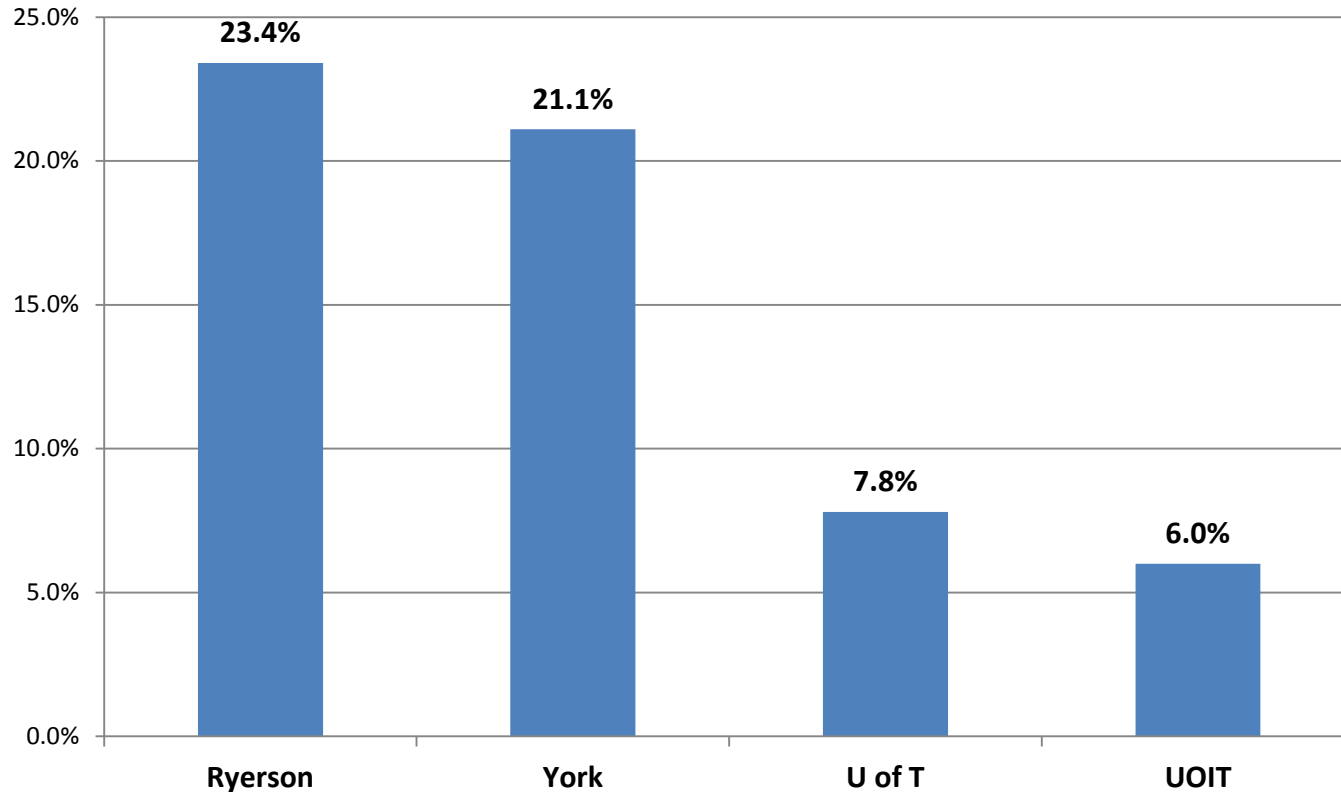
Top destinations: FAS declined applicants (n=2053)



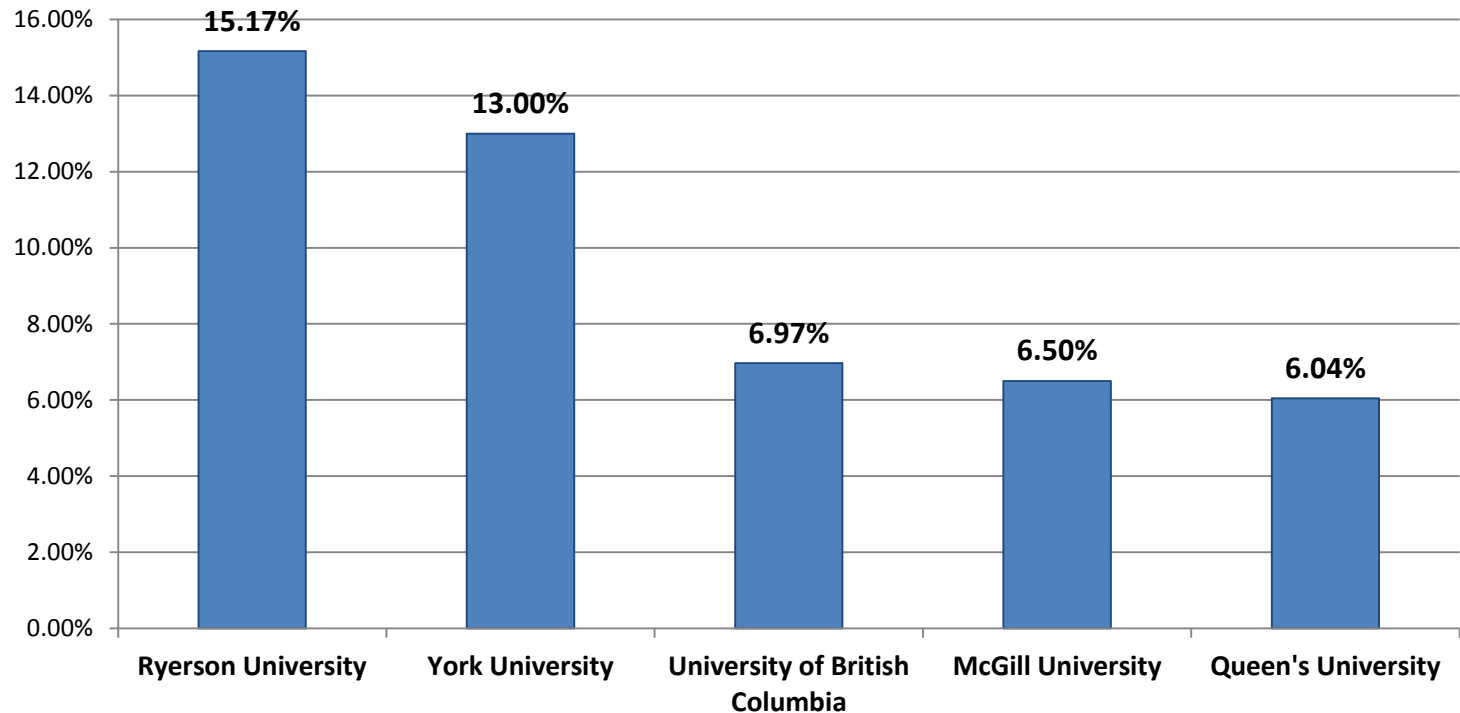
Destination of UTM declined first-choice applicants (n=116)



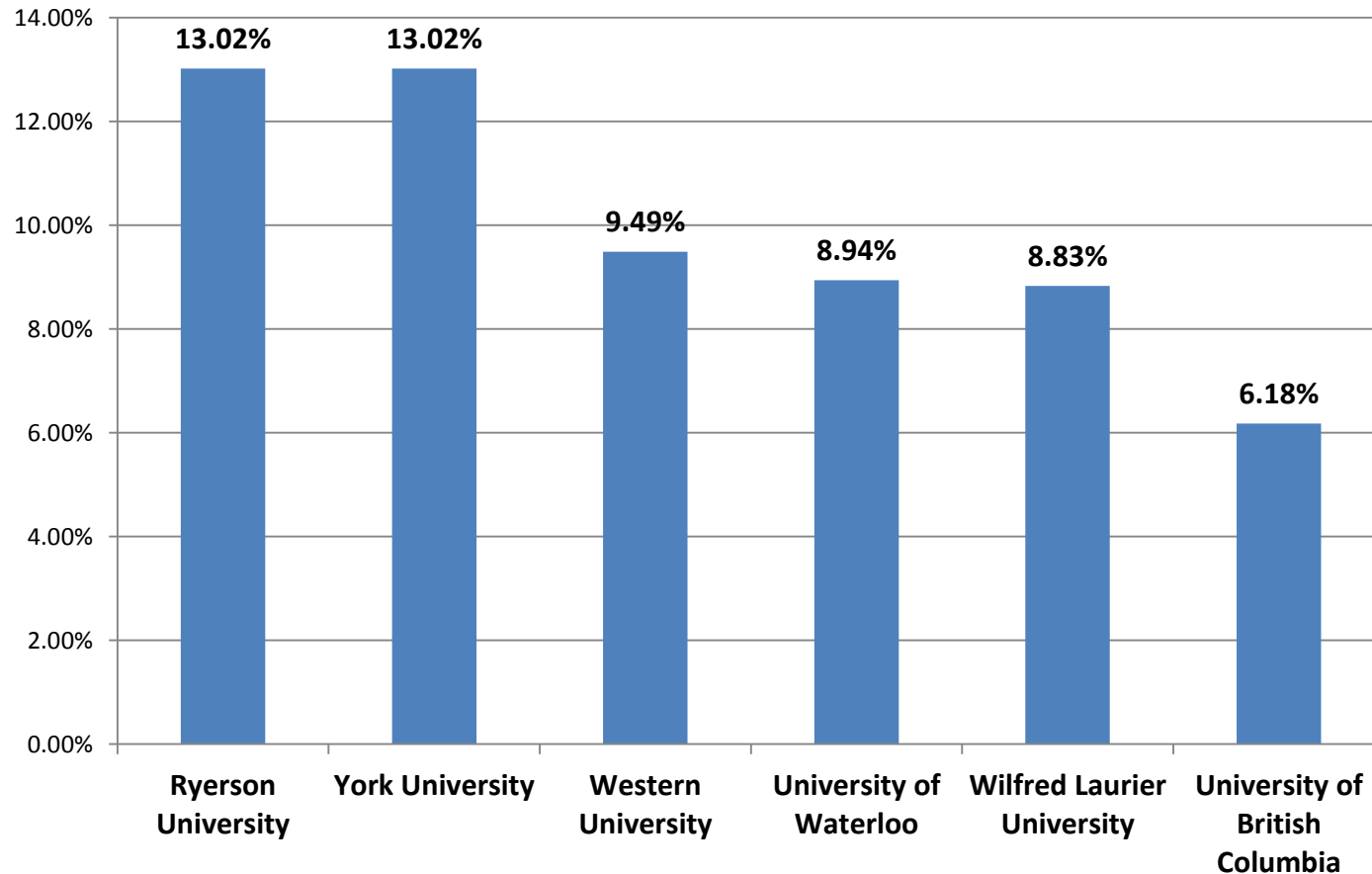
Destination of UTSC declined first-choice applicants (n=128)



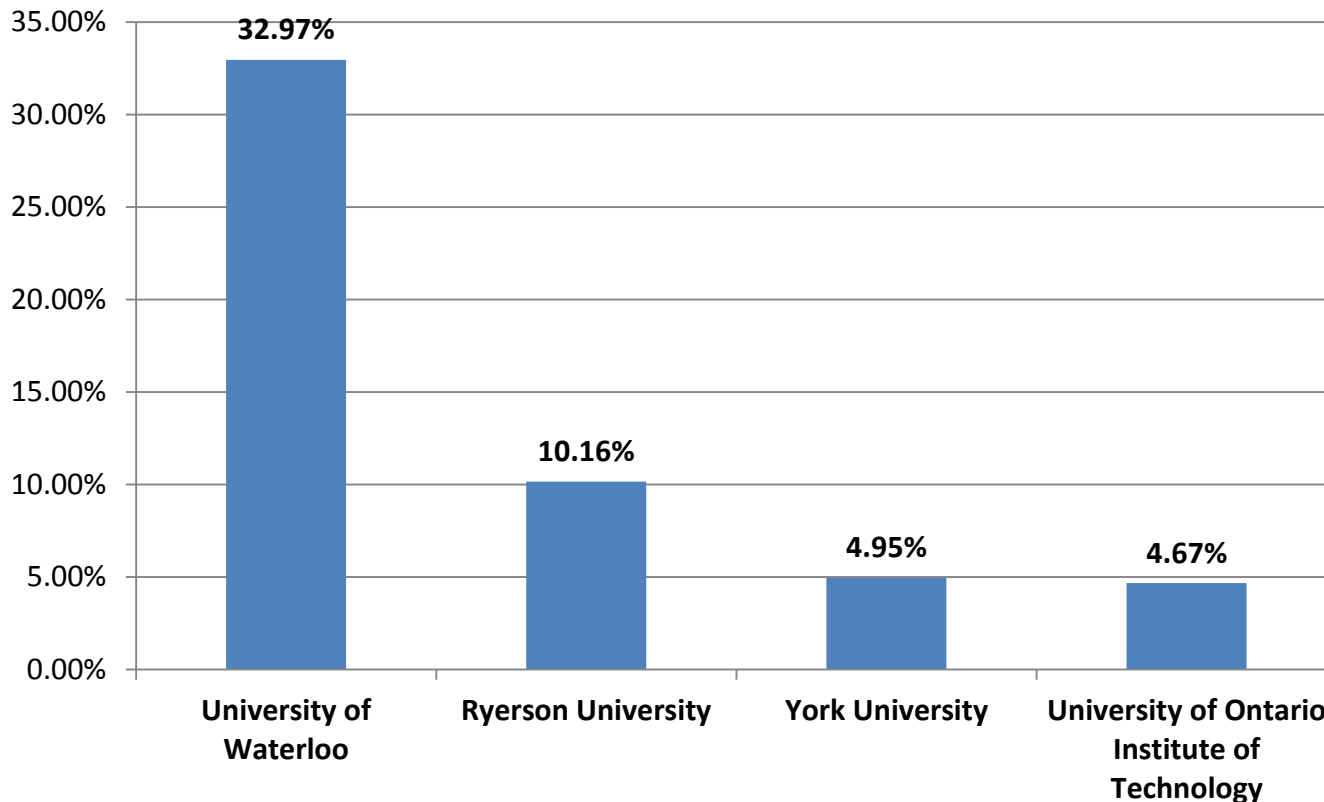
Destination of Humanities/Arts applicants who declined their offer (n=646)



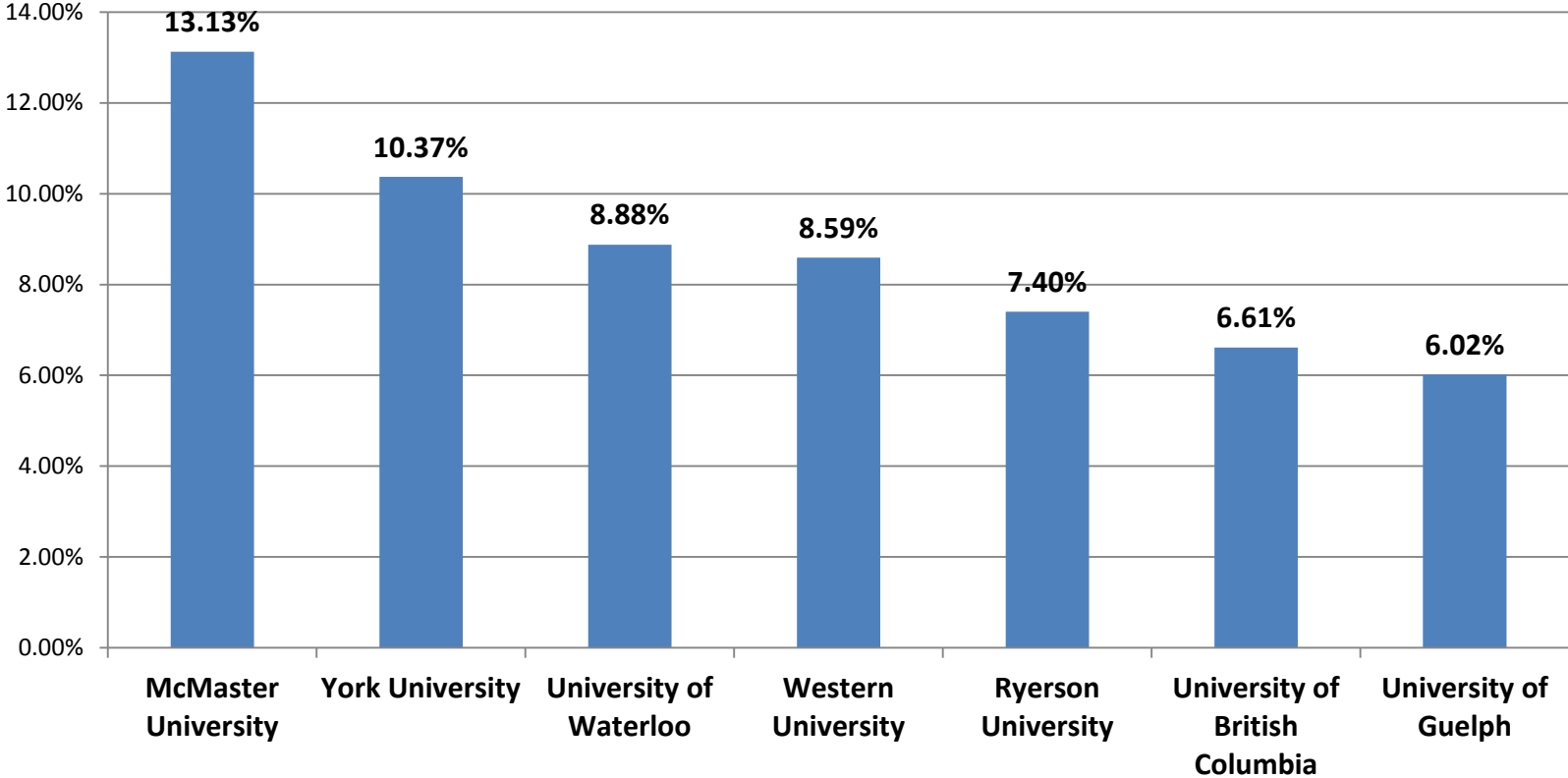
Destination of Business/Commerce applicants who declined their offer (n=906)



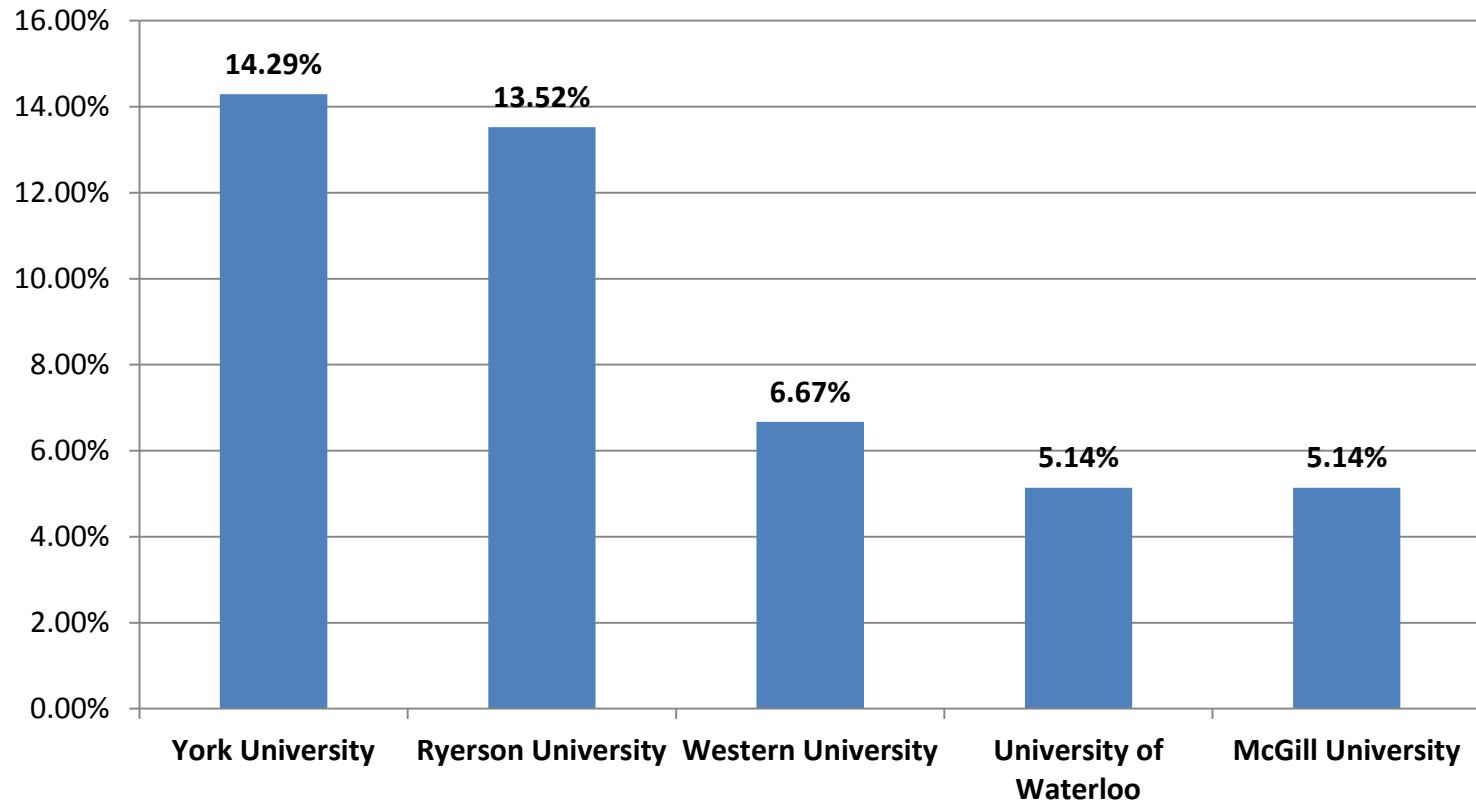
Destination of Computer Science applicants who declined their offer (n=364)



Destination of Life Science/Biology applicants who declined their offer (n=1013)



Destination of Social Science applicants who declined their offer (n=525)



REPRESENTATIVE COMMENTS ON THE REASONS APPLICANTS DID NOT CHOOSE U OF T



Communication

- “U of T sent excessive amount of newsletters that had nothing to do with admittance. The unnecessary amount of information is annoying because all us students want to know is if we've been admitted.”
- “The frequency of emails was just about right, they were not overwhelming or too scarce.”
- “Not enough communication or updates on my application status, or info about the university.”

Communication

- “After I applied to the university I didn’t hear too much about the process of my application. I was basically praying to get in, since UofT was my preferred option. A little bit more of communication would have been comforting.”
- “Received the most amount of contact with U of T out of all of the universities I applied to. It contributed to solidifying my decision to join this university and allowed for more comfort when dealing with the university from home.”

Offer timing

- “It was good to know the status of my application, but my application was submitted in December and I didn't receive a response until March. By then, the other universities I had applied to had already given me an offer of acceptance and I had been offered a large scholarship that I had to accept/decline.

Money

- “A scholarship. Money was, in the end, the deciding factor. UBC and U of T are both great universities and pretty much on par, although U of T has a slightly better reputation. However, UBC offered me a huge scholarship and was cheaper to begin with. That is why I chose UBC over U of T.”
- “The primary reason why I had to decline my offer was because as an international student, the school fees for the University of Toronto were too high.”

Spirit

- “Your academics are great and your campus is beautiful. On the other hand it looks like there's a lack of school spirit. No one is wearing UofT clothing or even seems that happy to be there when you are on campus... Everyone at Western seems happy and super friendly. I want my university career to be fun and have a great time with my academics. UofT seemed to be missing the fun.”

Perceptions of Student Life

- “U of T is notorious for being anti-social and a huge part of university is making friends. If the school had a better reputation when it comes to balancing work and social life, I would have been more inclined to accept my offer.”

Perceived Difficulty

- “Among my peers, U of T is known to have a reputation of having a high drop out rate in many of their programs. I know that this scared off many of my fellow classmates and friends from choosing U of T over other universities.”
- “Biggest scare in considering UT/UTM was the “bell curve” and how tough it was made for first year students and lack of adequate guidance from professors. Feedback from current students was definitely negative.”

Difficulty

- "The St. George campus is known for being absurdly difficult in terms of getting grades."
- "The main reason I didn't go to U of T is because of the DOZENS of life science students from UTM and the St. George campus that warned me about the ridiculously hard marking, and told me that they would have picked another offer if they could go back in time. However, I'm planning to attend U of T for med school, where it counts."

Complexity/website

- “All your websites are a mess, everybody's got their own separate website, there's no way to know what's going on unless you take a white board, draw yourself a calendar, and write down everything on there by going through 20 different department-specific pages.”

and...

- “There was a quote on twitter that said, ‘UOttawa is like the nice guy who wishes you happy birthday at midnight and U of T is the bad boy who won't text you back.’ In a way, this works for your school by being desirable, but eventually, we all give up on the bad boys.”

The End

- I absolutely loved the University of Toronto, and it was my second choice (and only Canadian choice) among a list of all U.S. schools.
- U of T is amazing and renowned and it's easy to understand why. The campuses are beautiful and the programs are wonderful and competitive. It's a great university.
- “Ya’ll rock.”