
Law School Applicant Study

May 2006



Law School Admission Council

The Law School Admission Council (LSAC) is a nonprofit corporation whose members are more than 200 law schools in the United States and Canada. It was founded in 1947 to coordinate, facilitate, and enhance the law school admission process. The organization also provides programs and services related to legal education. All law schools approved by the American Bar Association (ABA) are LSAC members. Canadian law schools recognized by a provincial or territorial law society or government agency are also included in the voting membership of the Council.

© 2006 by Law School Admission Council, Inc.

All rights reserved. No part of this report may be reproduced or transmitted in any part or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission of the publisher. For information, write: Communications, Law School Admission Council, 662 Penn Street, Box 40, Newtown, PA 18940-0040.

LSAT and LSAC are registered marks of the Law School Admission Council, Inc.

This study is published and distributed by the Law School Admission Council (LSAC). The opinions and conclusions contained in these reports are those of the author and do not necessarily reflect the position or policy of the Law School Admission Council.

Table of Contents

Background and Objectives	1
Content of the Survey	1
Purpose of the Study	1
Study Methodology	1
Phase I	1
Phase II	2
Executive Summary	3
Phase I	3
Phase II	3
 Part I: Factors Influencing Application Choices	 5
Chapter 1	6
Factors Considered Important by Applicants	6
Differences in Factors Considered Important Since 1998	7
Chapter 2	9
Exposure, Influence, and Value of Information From Law Schools	9
Differences in Exposure to Information From Law Schools Since 1998	10
Differences in Influence of Information Provided by Law Schools Since 1998	12
Differences in Most Helpful Information Provided by Law Schools Since 1998	14
Chapter 3	18
Unsolicited Information	18
Chapter 4	21
Exposure, Influence, and Value of Information From Other Than Law Schools	21
Differences in Exposure to Information From Other Than Law Schools Since 1998	22
Differences in Influence of Other Sources of Information Since 1998	24
Differences in Helpful Factors Since 1998	26
Rankings by <i>US News and World Report</i>	29
Significant Positive Influences	29
Chapter 5	32
Discrimination	32
Chapter 6	36
Financial Aid	36
Chapter 7	37
Student Status and Background	37
 Part II: Factors Influencing Enrollment Choices	 39
Chapter 1	40
Factors Considered Important in Enrollment Choice	40
Changes Since Application Process—Factors Considered Important	42
Chapter 2	43
Exposure, Influence, and Value of Information From Law Schools in Enrollment Choice	43
Differences in Exposure to Information From Law Schools Since 1998	44
Differences in Influence of Information From Law Schools Since 1998	46
Changes Since Application Process—Information From Law Schools in Enrollment Choice	50
Chapter 3	53
Preferred Communication	53
What Applicants are Saying About the Types of Communication They Prefer	53
Chapter 4	54
Exposure, Influence, and Value of Information From Other Than Law Schools	54
Changes Since Application Process—Information From Other Sources in Enrollment Choice	58
Chapter 5	61
Law School Rankings— <i>US News and World Report</i>	61
Chapter 6	62
Discrimination	62
Chapter 7	63
Financial Aid	63

Appendix A.	65
Notes on Reading Tables	65
Tables A1-1–A19.	66
Phase I Questionnaire.	93
Appendix B	101
Tables B1-1–B10	101
Phase II Questionnaire	118

Background and Objectives

The Law School Admission Council (LSAC) is a nonprofit corporation whose members are more than 200 law schools in the United States and Canada. Founded in 1947 to coordinate, facilitate, and enhance the law school admission process, LSAC assists law schools in serving and evaluating applicants. LSAC also conducts research to help law schools in their recruiting activities.

Content of the Survey

Applicants to law school were surveyed about their activities prior to and in the process of applying to law school, and again when—if they were accepted—they decided where to enroll.

The work was conducted in two phases. Phase I is a survey among 10,000 law school applicants for entry in fall 2005. Phase II is a follow-up with a subset of 1,567 of the respondents to the initial survey who had been accepted by at least two law schools.

Purpose of the Study

This study is a replication of an earlier survey, although it also incorporates some new questions. The purpose of the initial survey, conducted in 1998, was to learn what matters to applicants in deciding where to apply to law school and where to enroll. This survey is intended to see how, if at all, applicants' concerns have changed. However, because the widespread use of technology has altered options for law school applicants since 1998, current issues and possibilities were incorporated into the new survey.

Study Methodology

Phase I

Sample

10,000 law school applicants who applied in 2005 were randomly chosen to participate in Phase I.

Data Collection

Applicants were sent an eight-page paper questionnaire and cover letter explaining the objectives of the study. Respondents were also given the option to complete the survey online using the Web address and PIN provided on the cover letter. A week later, a reminder postcard was sent. Four weeks later, a second paper questionnaire was sent to nonresponders followed by another reminder postcard. Four weeks later, an e-mail was sent to nonresponders with a link to complete the survey online. One week later, a reminder e-mail was sent. The field period ran from March 18, 2005 to June 8, 2005. The following table outlines Phase I responses gathered using each method—mail and Internet.

Completion Method	Number of Returned Questionnaires	Response Rate
Mail	3,264	32.6%
Internet	1,802	18.0%
Total	5,066	50.6%

Phase II

Sample

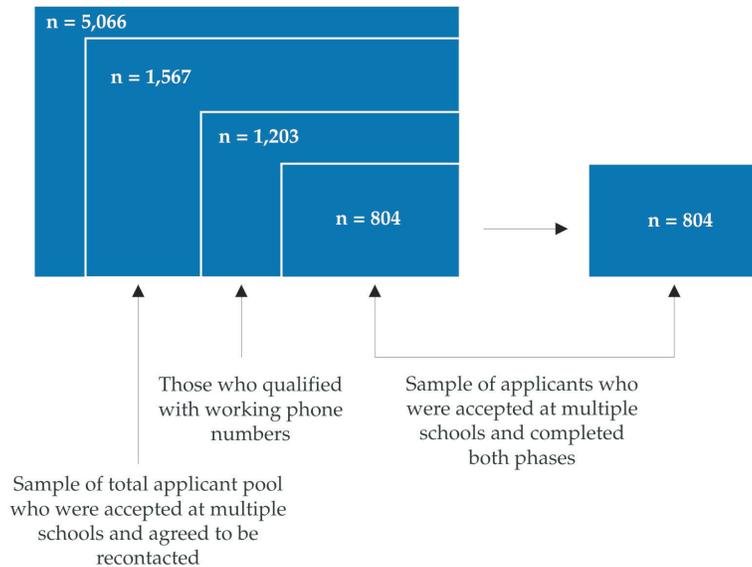
Following Phase I, 1,567 respondents who had committed to a law school and had given their permission to be recontacted were chosen to participate in Phase II. Respondents were screened to select only those who had been accepted by more than one school.

Data Collection

Admitted applicants were called to complete a 13-minute interview by telephone. The field period ran from August 4, 2005 to September 11, 2005. The effective base was lowered to 1,203 after 210 phone numbers were found to be unusable and 154 applicants were not accepted into more than one school.

Completion Method	Number of Completed Questionnaires	Response Rate
Phone	804	66.8%
Total	1,203	

The following diagram shows how Phase II respondents ($n = 804$) are a subset of Phase I respondents ($n = 5,066$). As appropriate, longitudinal comparisons between Phase I ($n = 804$) and Phase II ($n = 804$) are made.



Executive Summary

Phase I

There are several important factors law school applicants consider when deciding where to apply. Academic quality and output factors, such as job success of graduates, reputation, bar success of graduates, and rankings are important, as is location (both geographic location and campus surroundings). Programs such as clinics/internships, availability of academic programs, and support programs also play a part in decision making. Finally, financial factors such as cost, availability of scholarships and grants/loans, and application fee waivers are also important when deciding where to apply.

Nearly all law school applicants were exposed to law school websites, law school brochures, catalogs, viewbooks, and other law school brochures. Websites were also very influential, as more than half of the applicants who visited a law school website were influenced by their visit. Furthermore, websites were cited most often as being the most helpful source of information. It is clear that law school websites can factor heavily into application decisions.

The majority of law school applicants report receiving unsolicited material. These materials had an impact, as nearly one-half of the applicants applied to one or more law schools as a result of receiving these materials. Applicants were most impressed with the fee waivers included in unsolicited materials, although some felt the materials should be more personalized and contain less marketing-oriented information.

Applicants also consult published law school rankings, the LSAC website, friends, family, and attorneys for information regarding law schools. More than three in four applicants report consulting the *US News and World Report* law school rankings. These rankings were a significant factor in deciding where to apply, as three in four applied to a specific law school and over one-half decided not to apply to a specific law school based on the rankings.

The cost of attending law school also plays a role in deciding where to apply, with three-fourths of the applicants applying for financial aid. For one-third of the applicants, cost would be a determining factor for excluding certain law schools from consideration, while one-half stated that the amount of financial aid received would be a factor in their decision to attend.

Phase II

There are several important factors that admitted law school applicants consider when deciding where to enroll. As seen in Phase I, academic quality and output factors such as job success of graduates, school reputation, bar success of graduates, and school rankings are important, as is location (both geographic location and campus surroundings) and application fee waivers. Programs such as clinics/internships, availability of academic programs, and support programs also play a part in decision making. Financial factors such as cost and availability of scholarships and grants/loans are also important when deciding where to enroll. However, bar success of graduates, the ability to compete, and the presence of particular student groups are more important in the enrollment decision than in the application process. The availability of programs such as clinics/internships and academic programs are less important in the enrollment decision.

Nearly eight in ten admitted applicants were exposed to the LSAC website/links and published rankings of law schools. Nearly two in three received advice from parents/relatives, friends, or attorneys. The influence of advice in general increased during the enrollment process, as advice from others, most notably advice from spouse/partner, attorneys, and parents/relatives are most often reported as influential and most helpful. The use of alumni outreach programs may enhance law schools' chances of appealing to applicants.

The majority of admitted applicants received communications from law school faculty (either by letter or by e-mail). Also, two in three admitted applicants took a law school tour. Campus visits in the form of tours; meetings with admission staff, faculty, and students; and open houses have the most influence during the enrollment decision-making process and are more influential than they were in the application process. Furthermore, law school tours, open houses, and meetings with admission staff and students are among the most helpful sources of information. This presents an opportunity for law schools to use face-to-face personal experiences to appeal to applicants to choose their school.

The majority of admitted applicants prefer e-mail communication, citing ease of access, the ability to reply at their leisure, and speed as important features. The one in five admitted applicants who prefer letters state that letters are better for record keeping, letters have higher quality information, and letters contain information on a specific subject of interest. One in ten prefer phone calls, listing as positives the immediate response, the personal connection, the focus on their needs, and accessibility. Admitted applicants who prefer in-person meetings (one in fourteen) mention immediate responses to questions, human interaction/personal connection, and having the feeling of what it is like to be at the law school as important.

The cost of attending law school plays less of a role in deciding where to enroll than deciding where to apply. However, cost is still a factor. The amount of financial aid available has less of an impact on the enrollment decision; however, the amount of scholarships available has a larger impact on the enrollment decision.

Part I: Factors Influencing Application Choices

Part I of this report examines the factors that influence an applicant to apply to particular law schools.

- What factors are most important?
- What are applicants looking for in a law school?
- What influenced applicants the most, and the least?

These findings can assist law schools in improving pre-admission recruitment programs. For a copy of the paper questionnaire, please refer to Appendix A.

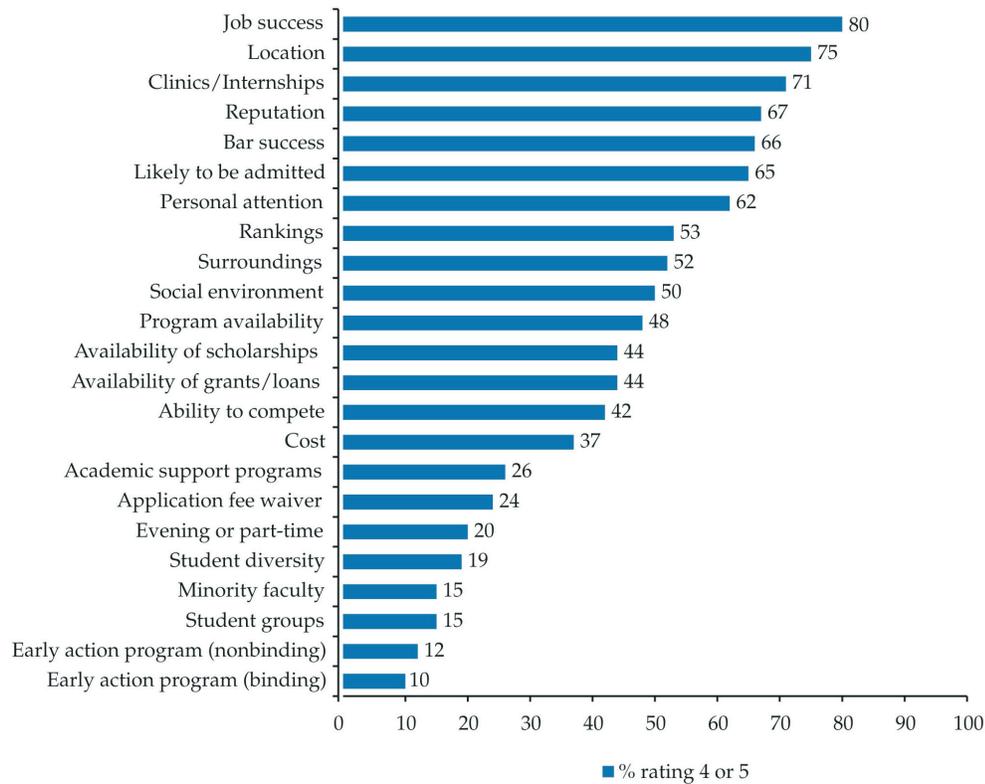
Subgroup analyses: Each chapter of this report contains a “Subgroup Differences” section which analyzes differences among:

- Race
- Age (22 and under, 23–26, 27 or older)
- Gender
- Highly qualified applicants (LSAT = 155+ and UGPA = 3.2+)
- Those attending public versus private school
- Those attending full-time versus part-time
- Those who cite financial aid a factor in applying/attending

Chapter 1

Factors Considered Important by Applicants

Applicants were asked to rate 23 factors on a 1 to 5 scale, where 1 is “Not at all important,” 3 is “Somewhat important,” and 5 is “Extremely important” in choosing law schools to which they would apply. The percentage of respondents rating 4 or 5 for each factor is shown below.

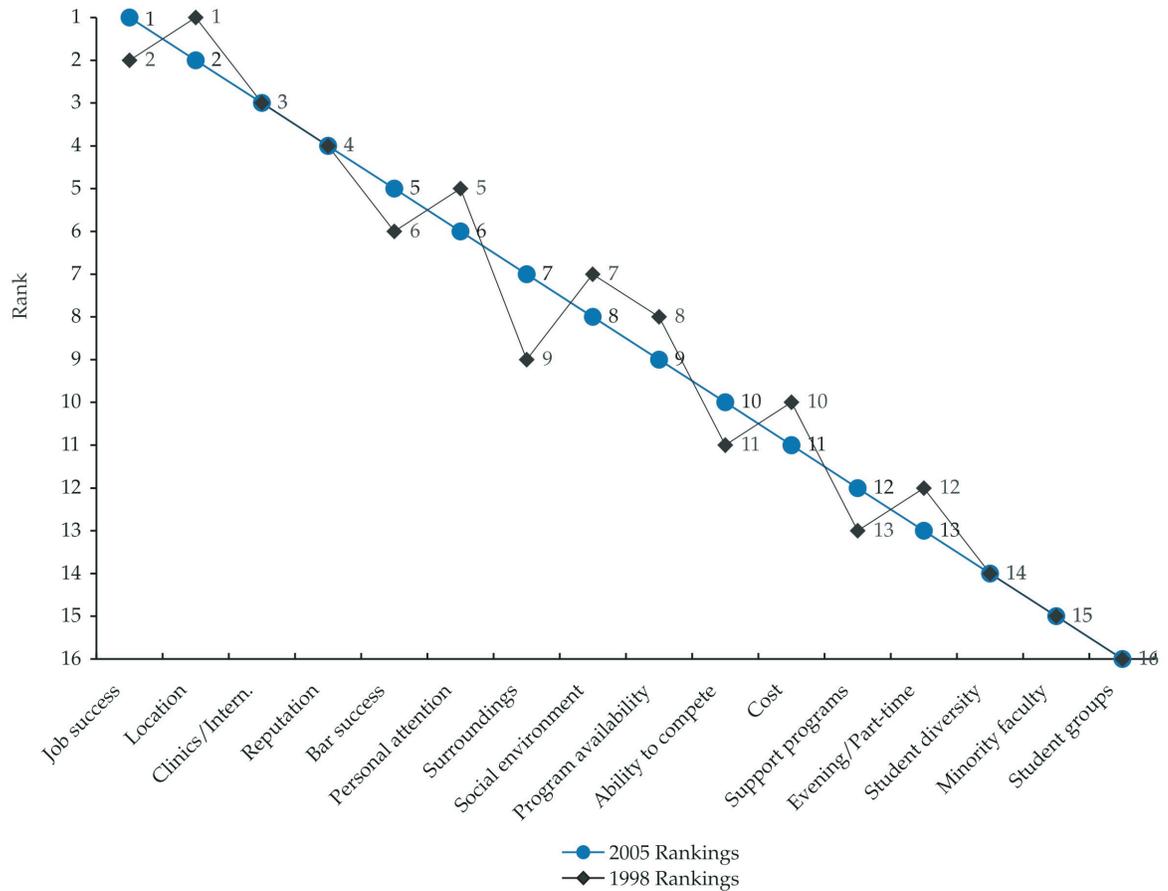


Factors most often reported to be important are:

- academic quality and output factors: job success of graduates (80%), reputation (67%), bar success of graduates (66%), and rankings (53%).
- location: the part of the country (75%) and surroundings (52%).
- programs such as clinics/internships (71%), availability of academic programs (48%), and support programs (26%).
- financial factors such as cost (37%), availability of scholarships (44%) and grants/loans (44%), and application fee waivers (24%).
- personal factors such as personal attention (62%) and likelihood of being admitted (65%).

Differences in Factors Considered Important Since 1998

Overall, the factors that were most important in 1998 are most important in 2005. However, surroundings were slightly more important in 2005 than in 1998.



Subgroup Differences

Racial/ethnic Groups

Statistically significant differences were found among racial/ethnic groups. African American applicants are more likely to cite several factors as important:

- Clinics and internships
- Bar success
- Personal attention
- Social environment
- Availability of grants and loans
- Ability to compete
- Availability of support programs
- Attending evening/part-time

-
- Student diversity
 - Minority faculty
 - Binding early-action program

African American and Hispanic applicants are more likely to report the availability of scholarships and need-based grants and loans as important factors.

Asian applicants are more likely to mention job success, school reputation, school rankings, and school surroundings as important.

African American, Hispanic, and Asian applicants are more likely than white applicants to consider several factors as important:

- Program availability
- Availability of support programs
- Application fee waivers
- Student diversity
- Minority faculty
- Binding early-action programs

White applicants are more likely than African American, Hispanic, and Asian applicants to cite location as an important factor.

Other Subgroups

- Younger applicants (22 and under) are more likely to report job success, reputation, rankings, availability of scholarships, and nonbinding early-action programs as important. Older applicants (27+) are more likely to report location, cost, the ability to attend evening/part-time, and the presence of minority faculty as important.
- Female applicants are more likely than male applicants to report nearly every factor as important.
- Applicants who cite financial aid as a factor in the application process are more likely to report most factors as important.
- Those planning to attend a public law school are more likely to consider cost as important.
- Those who receive scholarships are less likely to indicate that advice from parents or relatives, friends, employers/coworkers, and attorneys is important.
- Highly qualified candidates are more likely to cite job success, reputation, rankings and surroundings as important and less likely to cite nearly every other factor as important.
- Applicants planning to attend full-time are more likely to consider clinics/internships, reputation, personal attention, rankings, surroundings, and social environment important and less likely to consider location, likelihood of being admitted, cost, and availability of support programs as important.

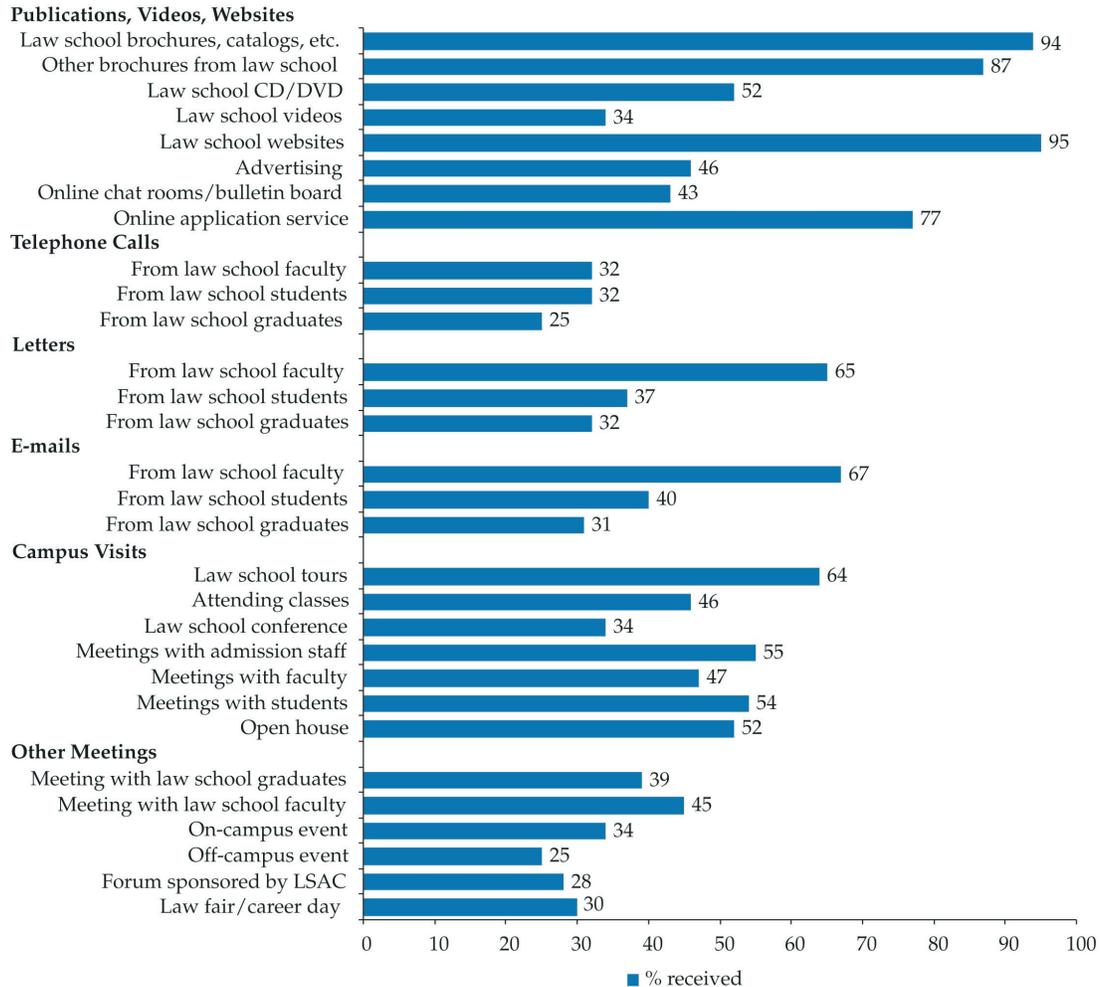
A detailed breakdown of these results can be found in Table A1 in Appendix A.

Chapter 2

Exposure, Influence, and Value of Information From Law Schools

Exposure to Information From Various Sources: What Do Applicants See?

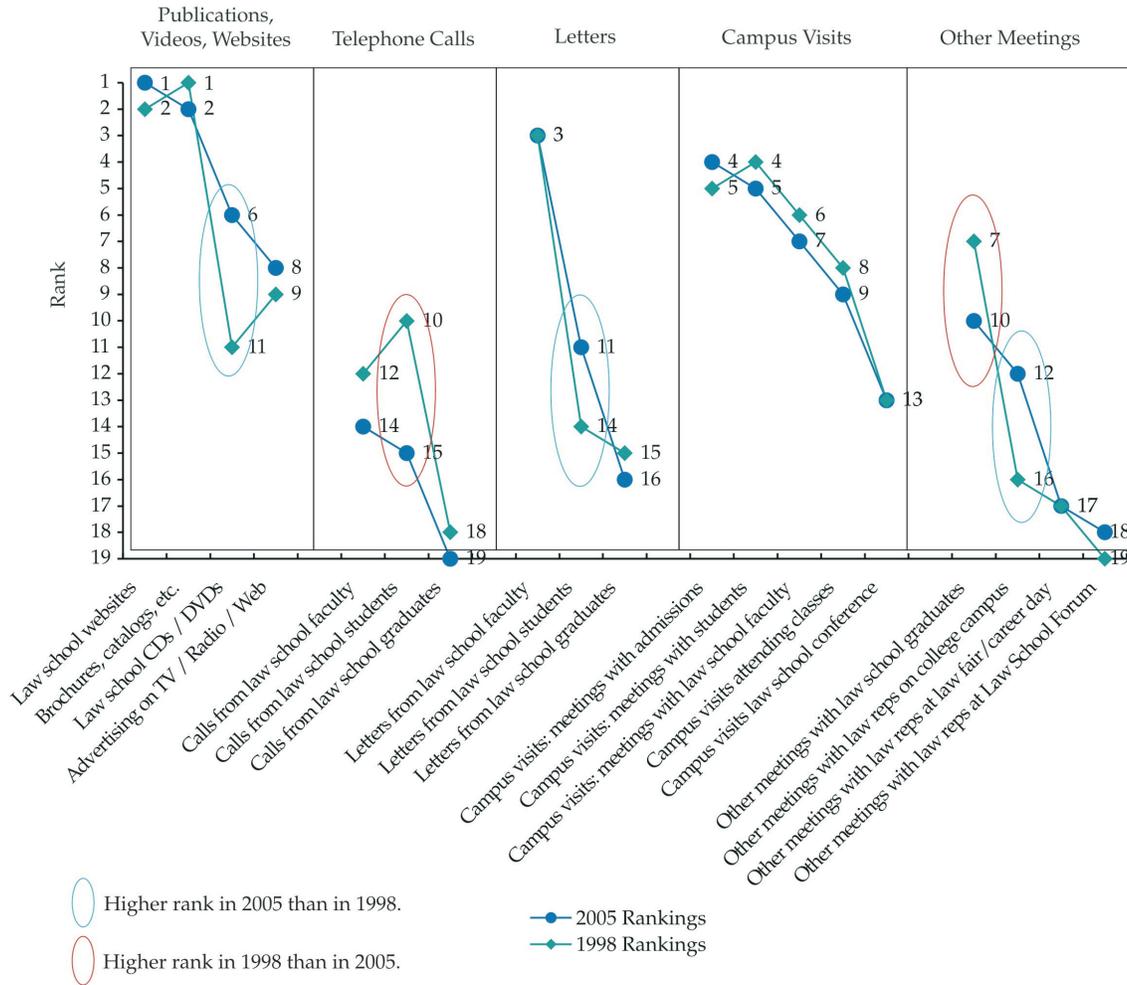
The chart below shows the percentage of applicants who indicated that they received information of various types from law schools.



Nearly all law school applicants were exposed to law school websites (95%), law school brochures, catalogs and viewbooks (94%), and other law school brochures (87%). Other top sources of information were online application services (77%), e-mails (67%) and letters (65%) from faculty, law school tours (64%), meetings with admission staff (55%), and students (54%).

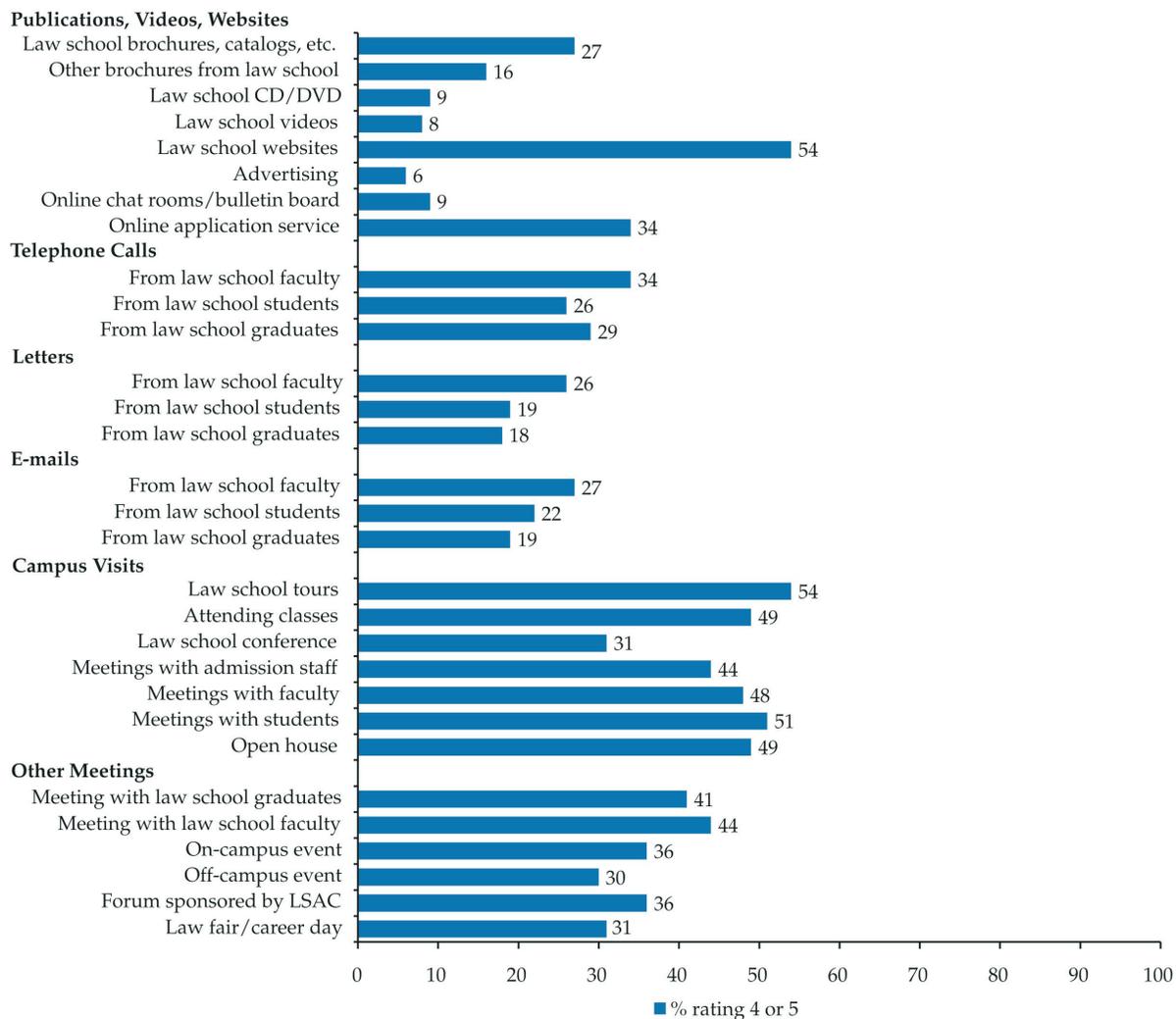
Differences in Exposure to Information From Law Schools Since 1998

Applicants were more likely to be exposed to law school CD/DVDs, letters from law school students, and meetings with law school representatives on college campuses in 2005 than they were in 1998. Conversely, applicants were less likely to be exposed to calls from law school students and meetings with law school graduates in 2005.



Influence of Information Provided by Law Schools

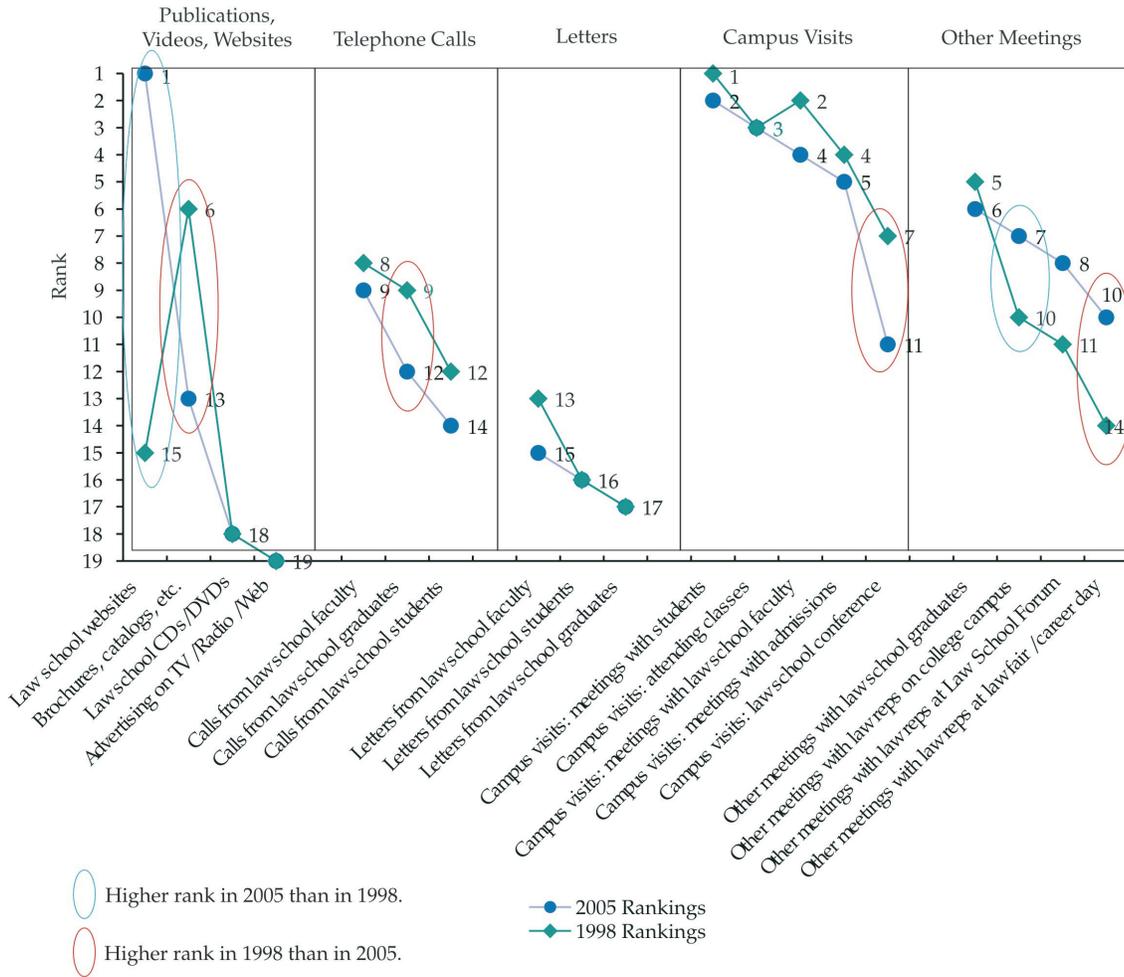
Applicants were asked to rate the influence of the information on a 1 to 5 scale, where 1 is "Little or no influence," 3 is "Moderate influence," and 5 is "Strong influence." The percentage of respondents who received the information and rated it 4 or 5 is shown below.



More than half of the applicants who visited a law school website were influenced by their visit (54%). Law school tours (54%) and meetings with students (51%) were also influential.

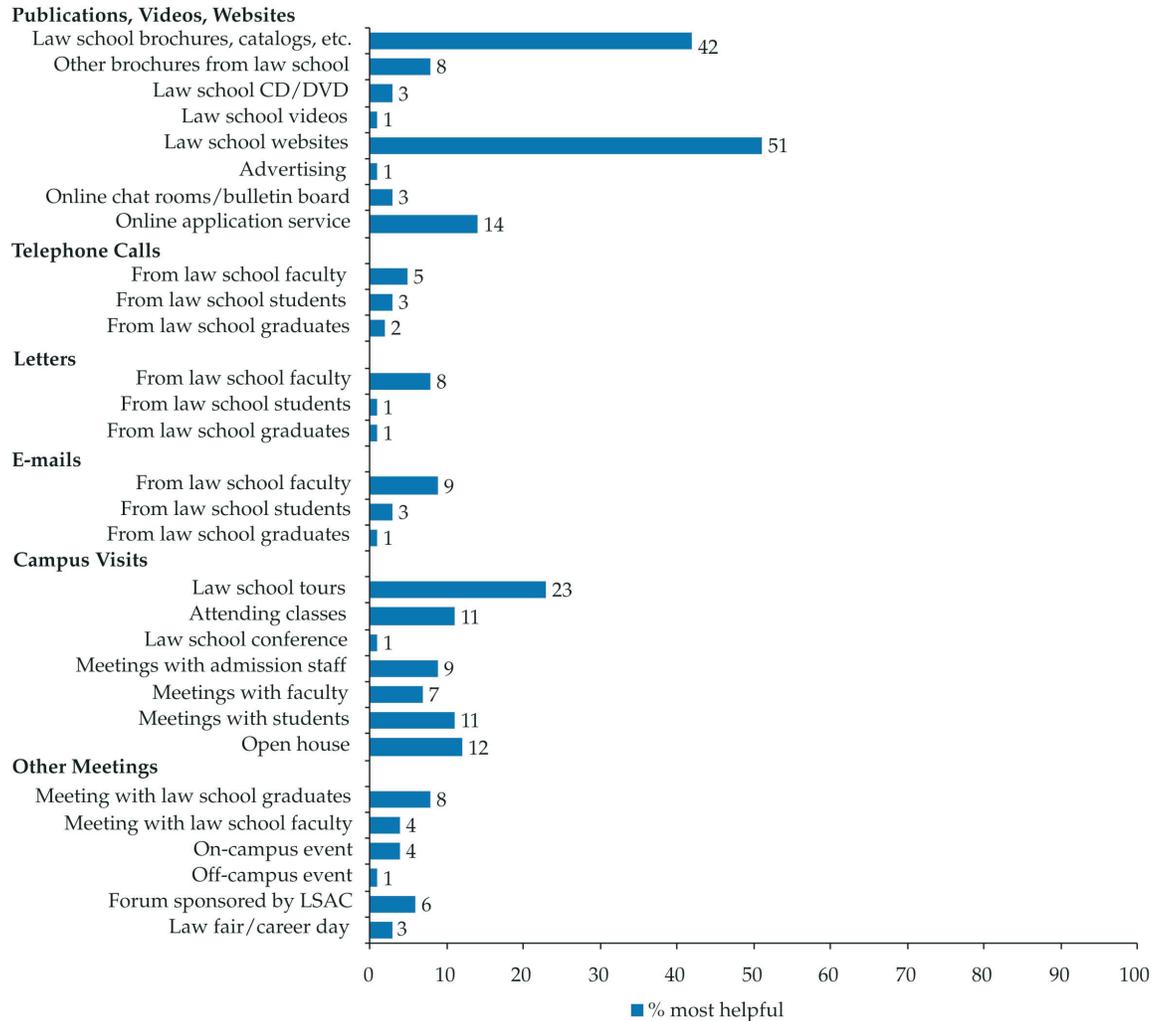
Differences in Influence of Information Provided by Law Schools Since 1998

Applicants were much more likely to have been influenced by law school websites in 2005 than they were in 1998. Applicants were also more likely to have been influenced by meetings with law school representatives on college campuses and law fairs/career days. Applicants were less likely to be influenced by brochures/catalogs, calls from law school graduates, and law school conferences in 2005.



Most Helpful Information Provided by Law Schools

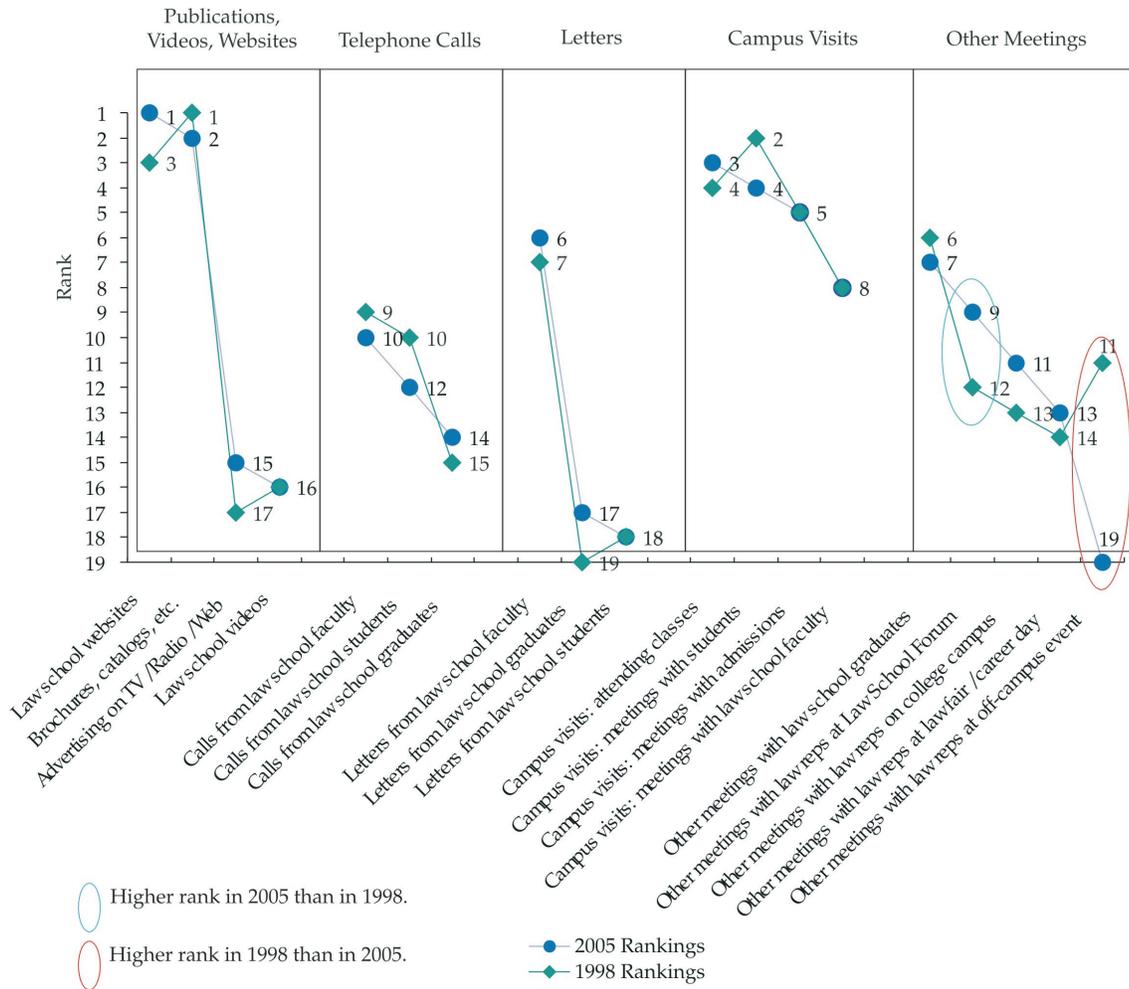
Applicants were asked to list up to three sources of information from the law schools that were *most helpful* to them. The results are shown in the chart below.



More than half of applicants cite law school websites as being most helpful (51%), followed by law school brochures (42%), and law school tours (23%).

Differences in Most Helpful Information Provided by Law Schools Since 1998

Meetings with law school representatives at a Law School Forum were more likely to be cited as most helpful in 2005, while meetings with law school representatives off campus were less likely to be cited as most helpful.



Subgroup Differences

Exposure to Information From Law Schools

Racial/ethnic Groups

Statistically significant differences were found among racial/ethnic groups.

African American applicants are more likely to report being exposed to meetings with law students, open houses, meetings with law school faculty, and law school conferences.

White applicants are least likely to be exposed to:

- Other brochures
- Online application services
- E-mails from law school faculty

-
- Law school videos
 - Law school CD/DVD
 - Open houses
 - E-mails from law school students
 - Letters from law school students
 - Meetings with law school reps on college campus
 - Law school conferences
 - Calls from law school students
 - Letters from law school graduates
 - E-mails from law school graduates
 - Meetings with law school reps at law fair
 - Meetings with law school reps at Law School Forum
 - Meetings with law school reps at off-campus event

Asian applicants are more likely to see advertising on TV/radio/Web and to use online chat rooms/bulletin boards.

Asian and white applicants are more likely to be exposed to law school websites.

Other Subgroups

- Older applicants (27+) were less likely to be exposed to nearly all types of information from law schools than younger applicants.
- Male applicants are more likely to be exposed to online application services
- Applicants who cite financial aid as a factor in the application process are more likely to have been exposed to letters from law school faculty and law school students, law school CD/DVDs, advertising on TV/radio/Web, and meetings with admission staff.
- Highly qualified applicants are more likely to have received e-mails from law school faculty, students, and graduates; letters from law school faculty, students, and graduates; calls from law school faculty; and law school CD/DVDs; and to have participated in online chat rooms. Highly qualified applicants are less likely to have attended open houses, law school conferences, and meetings with law school representatives.
- Applicants who plan to attend full-time are more likely to have received e-mails from law school faculty and students, calls from law school faculty and students, law school CD/DVDs, and meetings with students. Applicants who plan to attend part-time are more likely to have been exposed to advertising on TV/radio/Web and meetings with law school representatives at a Law School Forum.

A detailed breakdown of these results can be found in Table A2 in Appendix A.

Influence of Information From Law Schools

Racial/ethnic Groups

African American applicants are more likely to report virtually every form of information as influential than at least one other racial group.

African American and Hispanic applicants are more likely to report as influential:

- E-mails from law school faculty
- Letters from law school faculty
- Calls from law school students
- E-mails from law school students
- E-mails from law school graduates

Asian applicants are least likely to cite law school tours and meetings with students as important.

White applicants are least likely to report e-mails from law school graduates as important.

Other Subgroups

- Older applicants (27+) are less likely to be influenced by law school tours, open houses, or meetings with students.
- Female applicants are more likely than male applicants to be influenced by nearly every type of information provided by law schools.
- Applicants who cite financial aid as a factor in the application process are more likely to have been influenced by law school websites, meetings with law school faculty, meetings with law school representatives at a Law School Forum and at off-campus events, online application service, brochures/catalogs, and letters from law school students.
- Applicants who plan to attend public law schools are more likely to be influenced by meetings with law school representatives at a Law School Forum or college campus.
- Highly qualified applicants are more likely to have been influenced by law school tours and meetings with students and less likely to have been influenced by nearly every other type of information.

Applicants who plan to attend full-time are more likely to have been influenced by:

- Law school tours
- Meetings with students
- Open houses
- Attending classes
- Meetings with faculty
- Meetings with admission staff
- Off-campus meetings with law school representatives
- E-mails from law school faculty
- E-mails from law school students

A detailed breakdown of these results can be found in Table A3 in Appendix A.

Most Helpful Information From Law Schools

Racial/ethnic Groups

African American applicants are more likely to find meetings with law school reps at a Law School Forum most helpful while Hispanic applicants are more likely to find advertising on TV/radio/Web most helpful. White and Asian applicants are more likely to find law school websites to be most helpful.

Other Subgroups

- Older applicants (27+) are less likely to report law school tours as being the most helpful type of information.
- Applicants planning to attend full-time are more likely to cite law school tours and attending classes as most helpful.

A detailed breakdown of these results can be found in Table A4 in Appendix A.

Chapter 3

Unsolicited Information

Unsolicited Materials Received

Applicants were asked about unsolicited materials (letters, brochures, e-mails, etc.) that they received from one or more law schools. As in 1998, the majority (88% in both 1998 and 2005) did receive such materials. These materials had an impact on their application process in 2005, as 41% of the respondents (compared to 17% in 1998) applied to one or more law schools as a result of receiving these materials.

Received unsolicited materials	88%
Types of unsolicited materials received	Top Mentions
Brochures	81%
Letters	32%
E-mails	19%
Application forms	16%
Catalogs	15%
DVDs/CD-ROMs	14%
Fee waivers	12%
Viewbooks	11%
Postcards	6%

What About Unsolicited Communication Impressed Applicants

Applicants were also asked what impressed them about the unsolicited materials they received. Respondents were equally split between school attributes and financial considerations. The top individual mention by far was fee waivers/free applications (39%). Program and location information were second (12% for each).

School attributes	48%
Programs offered	12%
Location of school	12%
Prestige/status/reputable name	9%
National standing/ranking	6%
Information about clinics/programs/concentrations I'm interested in	5%
Chance of admission/different admission standards	4%
Showcase strengths of school	3%
Description of faculty/faculty credentials	3%
Cost/scholarships/financial	46%
Fee waivers/free applications	39%
Scholarship information	5%
Attractive scholarship offers	3%
Materials	17%
Personalized information/letters	5%
Brochures	4%
Comprehensive materials	3%
General information	14%
Awareness of schools I was not familiar with	6%
Profiles/information about students	3%
Miscellaneous	12%
Like being pursued	9%

What Applicants Are Saying About Unsolicited Communications

Brochures gave me a visual of a school I was unfamiliar with. The more content in the package made me believe the school was very interested for me to apply. I would give the school my time to review the materials they sent.

I was impressed by photos depicting the general campus/environment of the school. I was also impressed by the emphasis some of the schools placed on 1st year law student adjustment and overall scholastic and quality of student life. The school that made me feel I would feel most compatible, considering such factors, is the one I have decided to go to.

Personalized letters, the quality of the brochures—they provided the basic info about the schools right away so I could look for important factors when deciding whether or not to apply. Gave me options I had not previously thought of.

(One school), in particular, does a brilliant job of marketing their school. They first sent me a brochure that was interesting and impressive. It came with financial aid information that listed an impressive and unheard of number of academic- and need- and diversity-based scholarships. After I applied they sent books on school organizations, essays on different careers from alumni and living in [the city], and a DVD that included interviews with students, faculty, alumni and a tour of the school. Overall their package was incredibly polished and highly impressive.

The letter included by a faculty member was very engaging and persuasive. The brochure materials were compelling and informative. It seemed like a pleasant place to go to school. Lots of personality.

The quality of the writing and design layout and how the expression of the school's qualifications and ethics were presented. In addition, the information directing me to their websites and its clarity was important.

The simplistic layout and content of information given. I read the brochure or material if it was laid out clearly and easy to follow. Also, the material had to appeal to me in an order for me to even open it. I read the material that clearly stated its mission for law school and the student profile right away in the information.

Very detailed information with highlights on the school. Words from the school's faculty and current students were also helpful. If the campus was a distance from my home, virtual tours and pictures of the classrooms and campus were invaluable.

How Applicants Believe Communication Could Be Improved

One in nine applicants feel the communication should be more personal (11%). Sending materials in a timely fashion (6%) and including less marketing-oriented information (6%) would also improve the communication.

General information	32%
Communication should be more personal	11%
Less marketing information	6%
Information about clinics/programs/concentrations I'm interested in	5%
Want ability to check application status	4%
Questions not answered in timely manner	3%
Should have more student involvement	3%
School attributes	15%
Want more details about admissions	3%
Received info from schools from locations I'm not interested in	3%
Want info on what separates one school from another	2%
Want to know school ranking	2%
Materials	13%
Materials came too late	6%
Low quality	3%
Electronic communications	7%
Better/more up-to-date info on website	4%
Sent too many e-mails	2%
Miscellaneous	39%
Unsolicited communications make schools seem desperate	6%
Excessive amount received	5%
Need more helpful staff/admission office personnel	4%
Wanted more materials	3%

What Applicants Are Saying About Improving Unsolicited Communication

Some of the communications from the admissions officers that were weak in terms of grammar and sentence structure gave a bad impression of the school.

Some negative effects: hard to follow websites or cheap looking design/layout of brochures. Not sure how communication can be improved—one school never even sent me a brochure I requested.

Several schools sent multiple mailings—between 10–15 pieces. This seems desperate. A viewbook, letter, and fee waiver—all in the same envelope—would be sufficient.

Old outdated brochures had the most negative impact on my perceptions of the law schools. I also made several phone calls to several admissions offices. Unfriendly reps/staff made a negative effect as well.

I don't like form letters. A more personalized approach would have been more effective.

Format of the brochures could be more attractive. More pictures of the actual campus and students. More information about unique programs and student experiences.

Subgroup Differences

Receiving Unsolicited Information

Racial/ethnic Groups

Statistically significant differences were found among racial/ethnic groups.

African American applicants received unsolicited information from the fewest schools (on average three fewer than white or Asian applicants).

White applicants are least likely to apply to a school that sent them unsolicited information.

Asian applicants applied to the most schools that sent unsolicited information (nearly seven schools on average versus less than two for the other groups.).

A detailed breakdown of these results can be found in Table A5 in Appendix A.

Other Subgroups

- Older applicants (27+) are less likely to have received unsolicited materials.
- Highly qualified applicants are more likely to have received unsolicited materials.

Types of Unsolicited Materials

Racial/ethnic Groups

Among those who received unsolicited information, African American applicants are more likely to have received a catalog and African American and Asian applicants are more likely to have received an application form.

Asian applicants are least likely to have received a DVD/CD-ROM.

A detailed breakdown of these results can be found in Table A6 in Appendix A.

Other Subgroups

- Highly qualified applicants are more likely to have received CD/DVDs, e-mails, letters, viewbooks, and fee waivers.

What About Unsolicited Information Impressed Applicants

Racial/ethnic Groups

African American applicants are more likely to like being pursued and are more likely to find profiles about students impressive.

Hispanic applicants are more likely to find the national standings/rankings impressive.

White applicants are least likely to be impressed with information about the programs offered and information showcasing the strengths of the school.

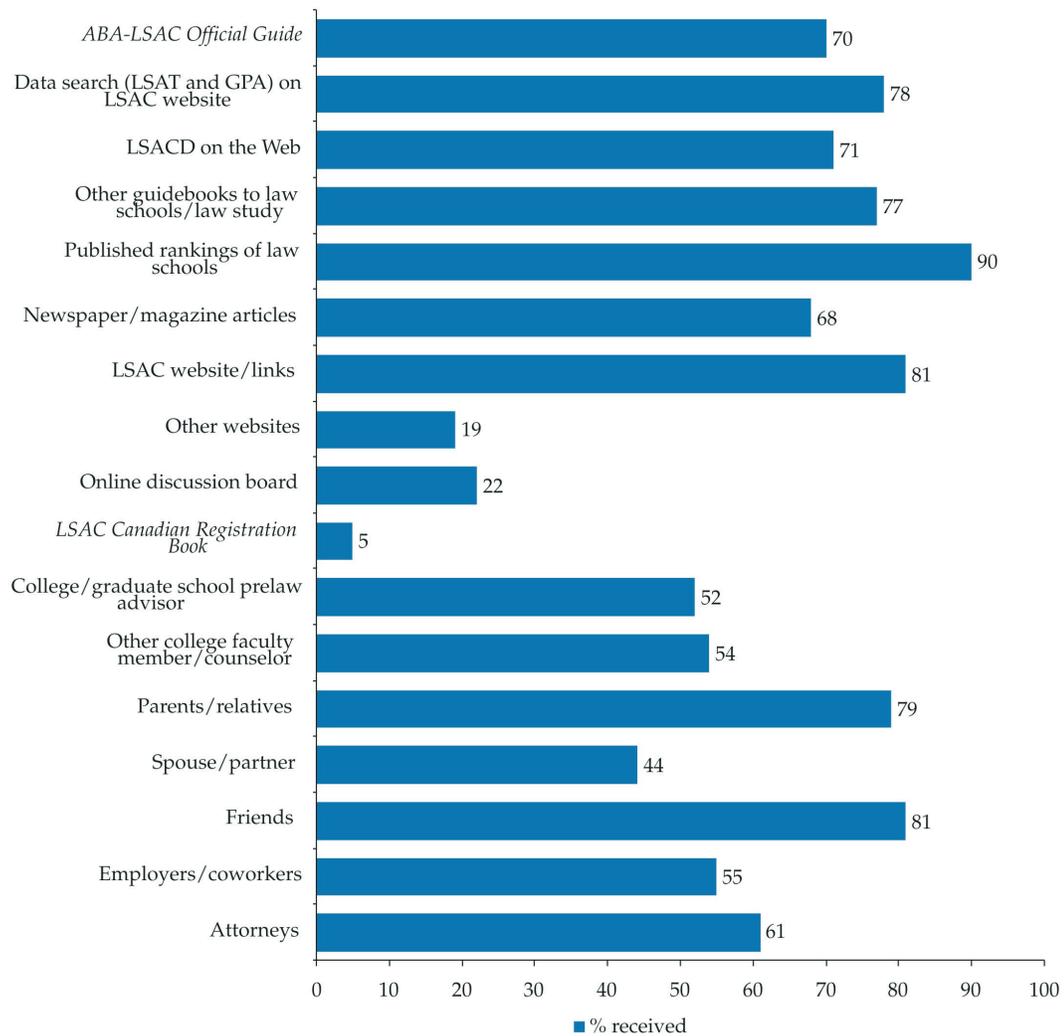
A detailed breakdown of these results can be found in Table A7 in Appendix A.

Chapter 4

Exposure, Influence, and Value of Information From Other Than Law Schools

Exposure to Information From Various Sources: What Do Applicants See?

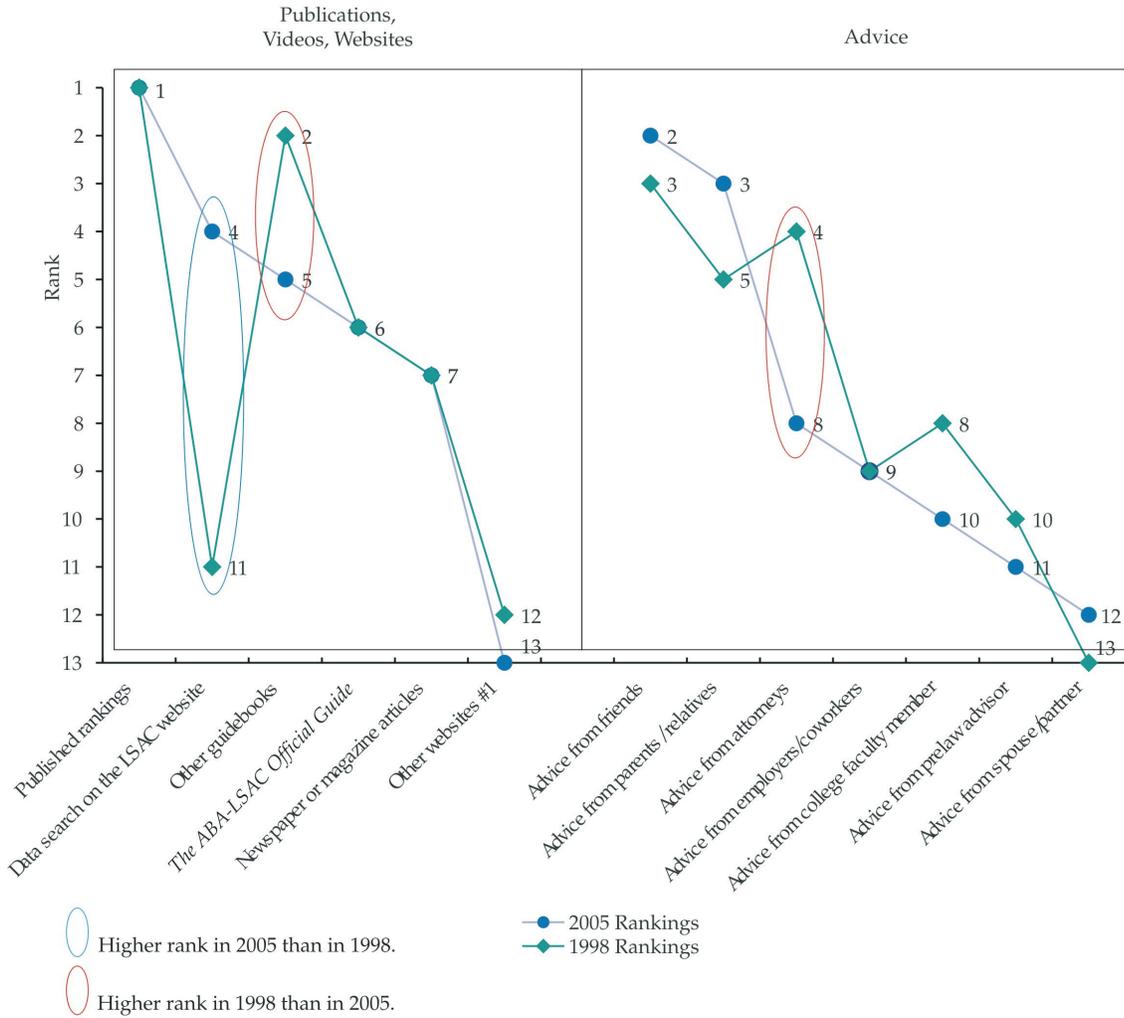
The chart below shows the percentage of applicants who indicated that they received information of various types from sources other than law schools.



Nearly all law school applicants were exposed to published law school rankings (90%). Other top sources of information were LSAC website (81%), friends (81%), parents/relatives (79%), data search on LSAC website (78%), LSACD on the Web (71%), ABA-LSAC Official Guide (70%), and other guidebooks (77%).

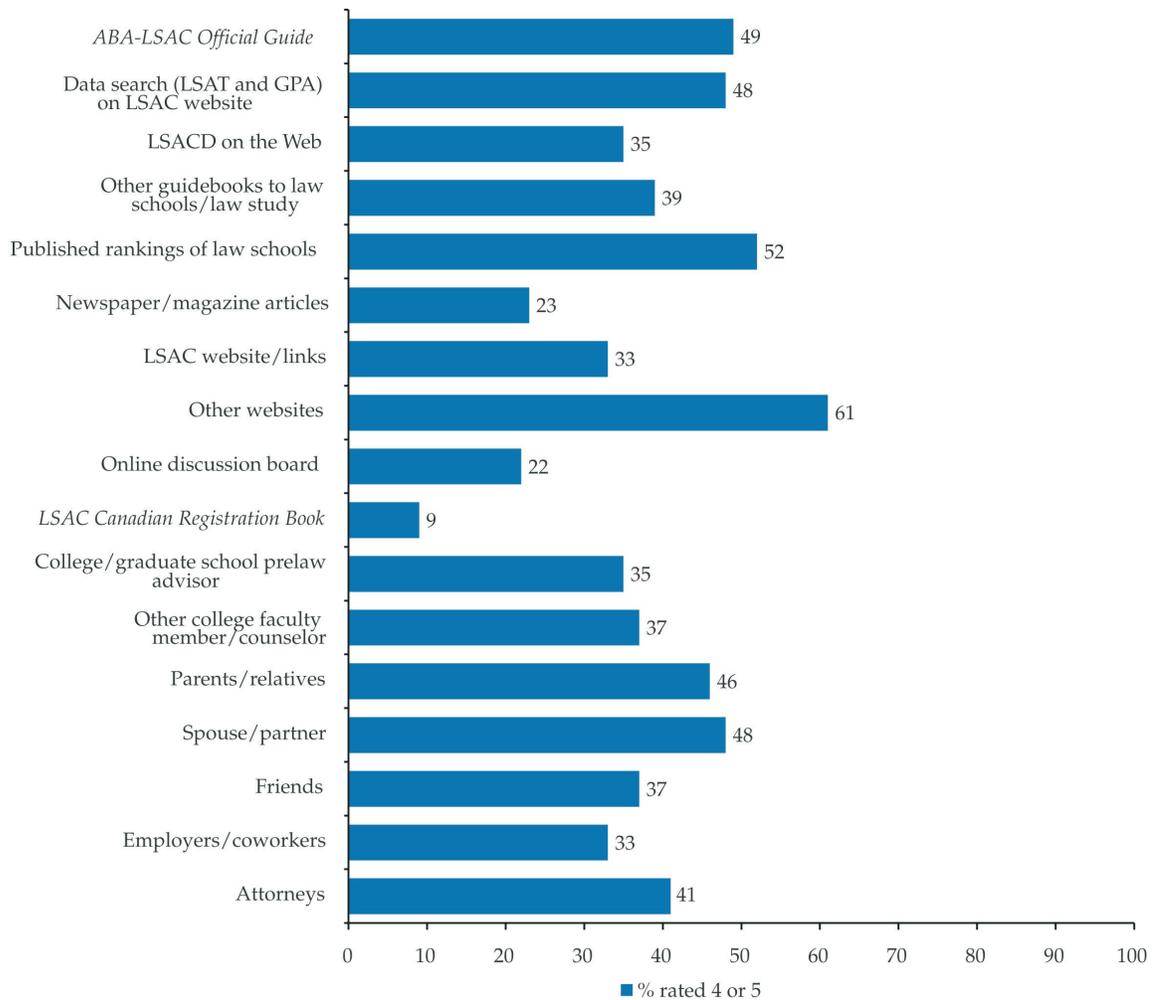
Differences in Exposure to Information From Other Than Law Schools Since 1998

Applicants were more likely to be exposed to the data search at the LSAC website in 2005 than they were in 1998. Conversely, applicants were less likely to be exposed to other guidebooks and advice from attorneys in 2005.



Influence of Other Sources of Information and Advice

Applicants were asked to rate the influence of sources of information other than what was provided by law schools. They were rated on a 1 to 5 scale, where 1 is “Little or no influence,” 3 is “Moderate influence,” and 5 is “Strong influence.” The percentage of respondents who saw the information and rated it 4 or 5 is shown below.

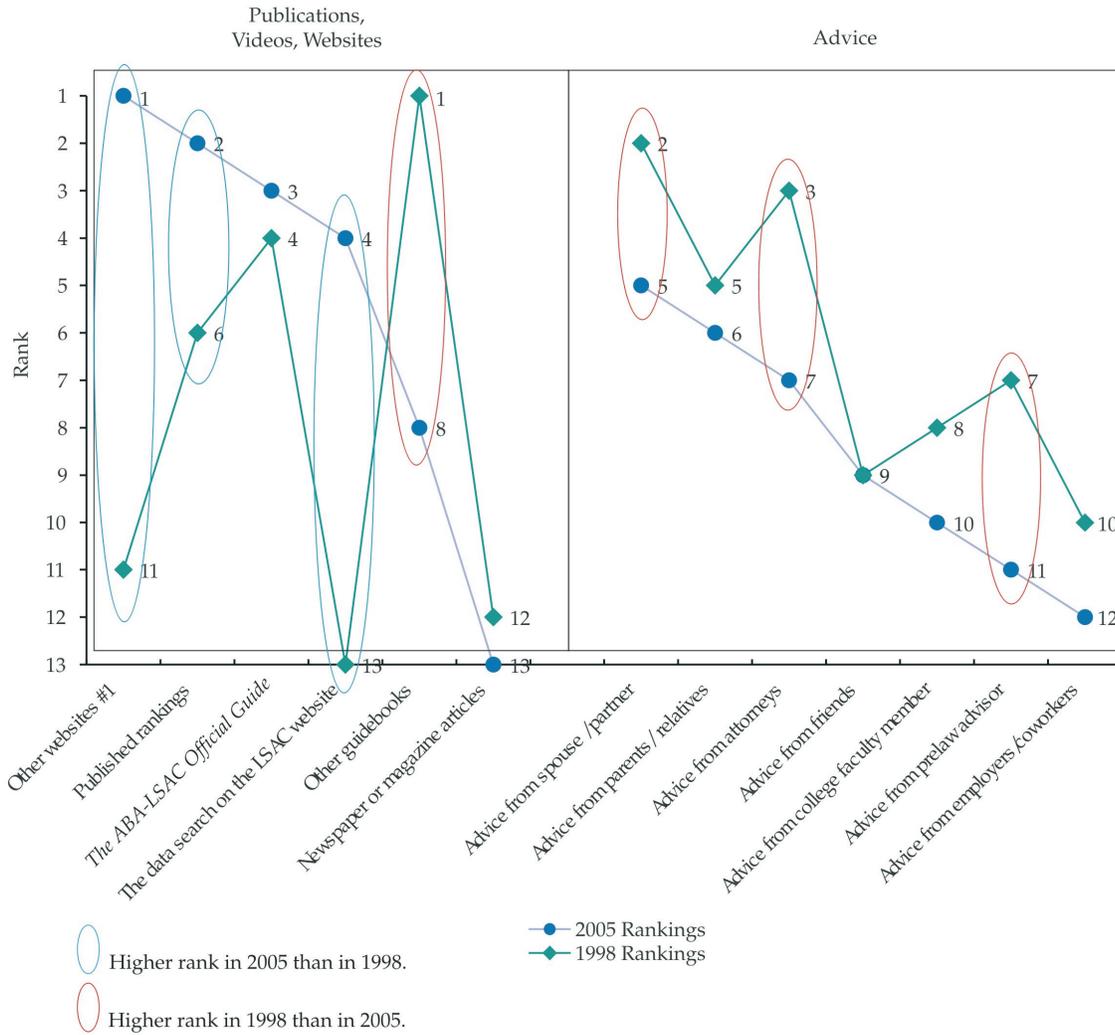


The Internet—LSAC website (33%), data search on LSAC website (48%), LSACD on the Web (35%), other websites (61%), online discussion boards (22%)—had a large influence on law school applicants.

Published rankings (52%), the *ABA-LSAC Official Guide* (49%), and personal connections (advisors, counselors, friends, family, attorneys) also play a role in the application process.

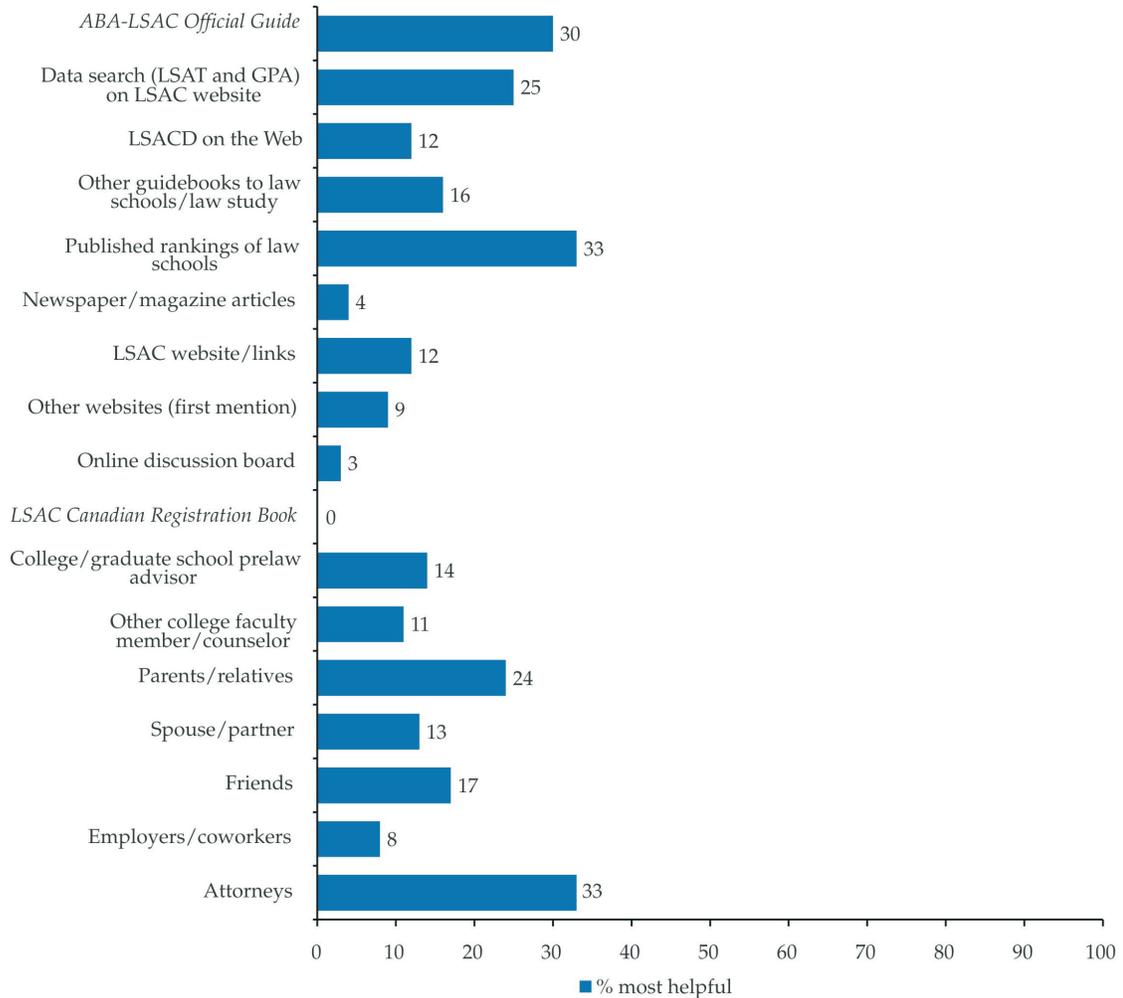
Differences in Influence of Other Sources of Information Since 1998

Applicants are much more likely to be influenced by other websites, the data search on the LSAC website, and published rankings in 2005 than they were in 1998. However, applicants were less likely to be influenced by other guidebooks and advice from spouse/partner, attorneys, and prelaw advisors in 2005.



Most Helpful Other Information and Advice

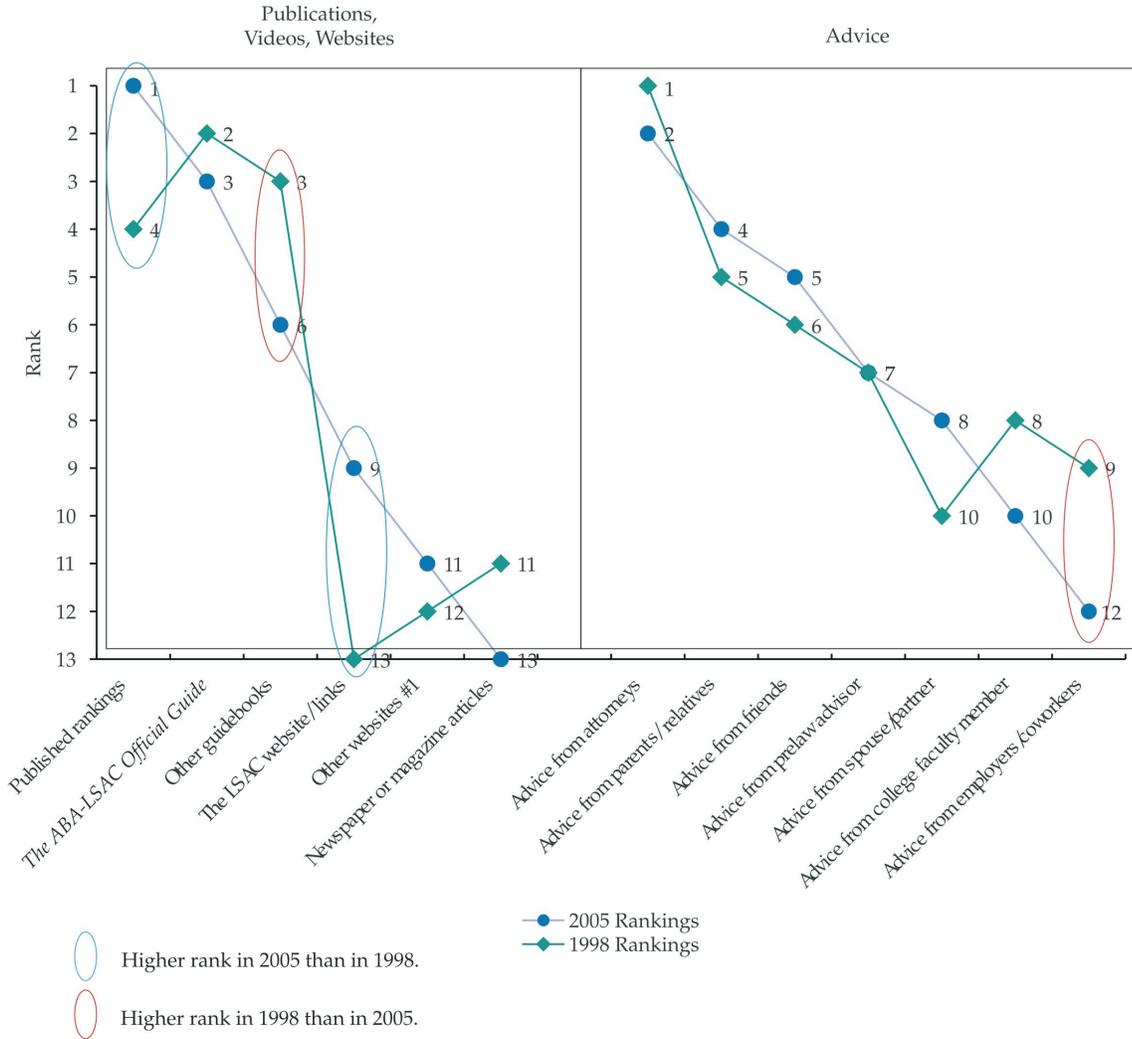
Applicants were asked to list up to three other sources of information that were *most helpful* to them. The results are shown in the chart below.



Published rankings of law schools (33%) and attorneys (33%) were cited most often as being the most helpful sources of information. The *ABA-LSAC Official Guide* (30%), the data search on the LSAC website (25%), and parents/relatives (24%) were also frequently cited.

Differences in Helpful Factors Since 1998

Applicants were more likely to cite published rankings and the LSAC website as most helpful in 2005 and less likely to cite other guidebooks and advice from employers/coworkers.



Subgroup Differences

Exposure to Information From Other Sources

Racial/ethnic Groups

Statistically significant differences were found among racial/ethnic groups.

Asian applicants are more likely to be exposed to:

- Published rankings
- LSAC website/links
- Data search on the LSAC website
- LSACD on the Web

-
- Advice from a prelaw advisor
 - Online discussion boards

African American applicants are least likely to receive advice from their spouse/partner, parents/relative, or a newspaper or magazine article. African American applicants are also more likely than white or Asian applicants to receive advice from a college faculty member.

Other Subgroups

- Older applicants (27+) are more likely to have received advice from a spouse/partner and less likely to have been exposed to rankings, guidebooks, newspaper/magazine articles, or advice from a parent/relative, college faculty member, or prelaw advisor.
- Female applicants are more likely to have been exposed to newspaper/magazine articles and online discussion boards, while male applicants are more likely to have received advice from an employer/coworker.
- Highly qualified applicants are more likely to have been exposed to published rankings, newspaper/magazine articles, and advice from friends or parents/relatives.
- Applicants who plan to attend full-time are more likely to have been exposed to rankings, guidebooks, newspaper/magazine articles, and advice from parents/relatives.

A detailed breakdown of these results can be found in Table A9 in Appendix A.

Influence of Information From Other Sources

Racial/ethnic Groups

African American applicants are more likely to report advice from a college faculty member, the *ABA-LSAC Official Guide*, and the LSAC website/links as influential and are least likely to report published rankings as influential.

Hispanic applicants are more likely to cite advice from an employer/coworker as influential.

Asian applicants are more likely to rate published rankings as influential.

Other Subgroups

- Older applicants (27+) are more likely to have been influenced by advice from a spouse/partner or friends and less likely to have been influenced by rankings, *ABA-LSAC Official Guide*, data search on LSAC website, LSACD on the Web, and advice from parents/relatives.
- Female applicants are more likely to have been influenced by LSAC website/links and advice from parents/relatives, prelaw advisor, or employer/coworkers.
- Applicants who cite financial aid as a factor in the application process are more likely to be influenced by the *ABA-LSAC Official Guide*.
- Applicants planning to attend a public law school are more likely to have been influenced by advice from a spouse/partner.
- Highly qualified applicants are more likely to be influenced by rankings and newspaper/magazine articles and less likely to be influenced by the LSAC website.
- Applicants who plan to attend law school full-time are more likely to be influenced by online discussion boards and less likely to be influenced by advice from friends.
- Among applicants who say cost is a factor, advice from a spouse/partner (53% vs. 46%) is more influential while published rankings are less influential (46% vs. 56%).

A detailed breakdown of these results can be found in Table A10 in Appendix A.

*Most Helpful Information From Other Sources***Racial/ethnic Groups**

Asian applicants are more likely to report published rankings and advice from friends, as “most helpful” and least likely to find advice from an attorney most helpful.

Other Subgroups

- Older applicants (27+) are more likely to cite advice from attorneys, friends, and spouse/partner as being most helpful and are less likely to cite rankings and advice from parents/relatives or college faculty members.
- Male applicants are more likely to cite published rankings as being most helpful.
- Highly qualified students are more likely to cite published rankings as being most helpful and less likely to cite the *ABA-LSAC Official Guide*, LSAC website/links, and advice from attorneys.
- Applicants who plan to attend law school full-time are more likely to cite published rankings as being most helpful.
- Applicants who say cost is a factor are less likely to report published rankings as most helpful (27% vs. 36%).

A detailed breakdown of these results can be found in Table A11 in Appendix A.

Rankings by *US News and World Report*

Applicants were asked if they consulted published law school rankings, including *US News and World Report*. Applicants were more likely to consult *US News and World Report* published law school rankings in 2005, as 78% (vs. 67% in 1998) of the respondents indicated that they had consulted the rankings. This is significantly higher than the percentage of applicants who reported consulting other published law school rankings (44%). Over half of the applicants who did consult the *US News and World Report* rankings were influenced as to which law schools to apply:

- 58% (vs. 29% in 1998) decided to exclude one or more law schools from consideration;
- 76% (vs. 41% in 1998) applied to one or more specific law schools.
- Asian applicants are most likely to consult *US News and World Report* rankings while African American applicants are least likely to consult *US News and World Report* rankings. Asian applicants are more likely to report that *US News and World Report* rankings factored into their decision. Asian and Hispanic applicants are most likely to report that other rankings factored into their decision. *A detailed breakdown of these results can be found in Table A12 in Appendix A.*
- Applicants who say cost is a factor are less likely to consult *US News and World Report* rankings (74% vs. 81%).
- Older applicants (27+) are less likely to have consulted *US News and World Report* or other rankings. These rankings are also less likely to be a major factor in the application decision among older applicants.
- Male applicants are more likely to have consulted *US News and World Report* and other rankings. These rankings are also more likely to be a major factor in the application decision among male applicants.
- Applicants who plan to attend law school full-time are more likely to have consulted *US News and World Report* rankings.
- Highly qualified applicants are more likely to have consulted *US News and World Report* and other rankings. These rankings are also more likely to be a major factor in the application decision among highly qualified applicants.

Significant Positive Influences

Applicants were asked about significant positive influences on their interest in studying law. Personal experience had the most significant positive influence on the applicants, with 55% stating that it sparked an interest in studying law.

Influenced by personal experience	55%
Influenced by public figure	21%
Influenced by TV or movies	16%
Influenced by world events	14%
Influenced by books	13%

Those respondents who indicated that they were positively influenced by public figures were asked to provide an example of the public figures, TV/movies, books, experiences, or world events that were influential in their decision to study law. Below are summaries of the top influences (10 or more mentions) in each category:

Public Figures	Number of Mentions
Bill Clinton	91
Hillary Rodham Clinton	64
Johnny Cochran	54
Thurgood Marshall	45
Sandra Day O'Connor	32
John Edwards	19
Clarence Darrow	17
Robert F. Kennedy	17
Abraham Lincoln	15
Eliot Spitzer	15
Rudy Giuliani	11
Ruth Bader Ginsberg	10

TV/Movies	Number of Mentions
Law & Order (any)	293
The Practice	59
A Few Good Men	51
Matlock	33
Legally Blonde	32
West Wing	30
Perry Mason	23
A Time to Kill	23
Boston Legal	21
The Rainmaker	19
Court TV	18
To Kill a Mockingbird	18
Ally McBeal	17
Erin Brockovich	17
The Firm	16
A Civil Action	15
Jerry Maguire	15
Judging Amy	10

Books	Number of Mentions
John Grisham novels (unspecified)	170
<i>The Firm</i>	17
<i>A Time to Kill</i>	14
<i>The Rainmaker</i>	9
<i>The Client</i>	7
<i>The Pelican Brief</i>	2
<i>King of Torts</i>	2
<i>Street Lawyer</i>	2
<i>To Kill a Mockingbird</i>	85
<i>One L</i>	45
<i>A Civil Action</i>	30

National or International Events	Number of Mentions
9/11	79
High-profile cases (Peterson, Schiavo, etc.)	70
2004 election/election of George Bush	64
Human rights violations	64
War in Iraq	22
Environmental issues/concerns	18
Genocide in Rwanda	16
Immigration issues/policy	15
Gay rights movement/amendment to ban gay marriage	11
Patriot Act	10

Personal Experiences	Number of Mentions
Have law office experience/work in an attorney's office	339
Friend/family member is a lawyer or went to law school	328
Classes/courses I took influenced me	244
Friend/family member encouraged	195
Enjoy law/my own interest/good fit for me	187
Interest in public affairs/social work/want to help people	164
Internship	133
I/family member/friend has been involved in a law suit(s)	105
Mock trial	75
Work as a paralegal	57
Run-ins with the law/false arrest by police	52
Divorce in family/parent's divorce/my divorce	44
Studied abroad	44
Wanted/needed a career change	40
Worked for a Senator/in the House of Representatives/Congress	32
Work with/teach disadvantaged youth	31
Worked in law enforcement	25
Work in a court/with court system	23
Jury duty	18
Military service	13
Death of a friend/family member	12
Debate/forensics team	11

Chapter 5

Discrimination

Expectations of Discrimination

Respondents were asked whether they anticipated encountering discrimination based on gender, race/ethnicity, or sexual orientation in the application process, while attending law school, or in finding employment in the legal profession. Race/ethnicity is perceived as being the most likely reason for discrimination during the law school application process, while applicants are expecting gender to play the most significant role in discrimination while looking for employment.

	Gender	Race/Ethnicity	Sexual Orientation
In application process	13%	27%	2%
While attending law school	15%	12%	2%
In finding employment	27%	18%	3%

- African American and Asian applicants are more likely to expect racial discrimination during the application process.
- African American applicants are most likely to anticipate discrimination based on gender, race, and sexual orientation while attending law school. White applicants are least likely to anticipate any discrimination.
- African American applicants are most likely to anticipate discrimination based on gender and race during the job search after law school. White applicants are least likely to anticipate any discrimination.
- Male applicants are more likely to anticipate discrimination based on race during the application process.
- Female applicants are more likely to anticipate discrimination based on gender while attending law school and during the process of looking for a job.
- Highly qualified applicants are less likely to anticipate discrimination based on race while attending law school and during the process of looking for a job.

A detailed breakdown of these results can be found in Table A13 in Appendix A.

Concerns Regarding Discrimination

Applicants who believed they would encounter some type of discrimination were asked to describe their concerns. The top mentions (10 or more mentions) are listed below:

Concerns Regarding Gender Discrimination	Number of Mentions
Females are always discriminated against/expect discrimination because I'm a woman/it's always harder for women	528
Field is dominated by males/white males/more men than women attend law school	215
Employers think women will leave/have to interrupt their career for children/won't be dedicated	147
It's a man's world/the "old boy's club"	76
Women are still paid less than men	60
Females are preferred/accepted over men	42
Women aren't perceived as tough/strong	41
Glass ceiling still in place	37
Women are viewed as unintelligent/less intelligent than men	28
Concerns Regarding Race/Ethnicity Discrimination	Number of Mentions
Discrimination because of race/ethnicity	466
Being a white male you receive reverse discrimination/are put at a disadvantage	282
Being in the majority hurts my chances	196
"Ethnically diverse" schools hinder acceptance of nonminorities/priority is given to nonwhites	161
Reverse discrimination	153
Less qualified minorities are accepted/students with lower GPAs and LSATs are let in because of race	57
Less qualified minorities are accepted/students with lower GPAs and LSATs are accepted over white men	55
Best candidate should be picked/admission should be based on merit and accomplishments	41
Only so many spaces available for minorities	36
Discrimination because of foreign/international status	31
Lack of racial/ethnic minorities in field/law school	31
LSATs/standardized tests are skewed/biased against/not accurate measure for racial/ethnic minority students	17
Miscellaneous Concerns Regarding Discrimination	Number of Mentions
Discrimination is going to happen no matter what	117
Discrimination against homosexuals/lesbians	70
Fellow students thinking/saying I only got accepted because I'm a minority	47
Affirmative action	46
Have experienced age bias	38
Minorities hired less frequently/less likely to be hired	20
Lack of minorities in field/law school	19
Discrimination because of religion	15

What Applicants Are Saying About Discrimination

I'm concerned that my Indian background would have an effect on my application evaluation. And concerned I will be overlooked for positions because I am a woman.

As a Caucasian I already face discrimination because schools and other places I will apply favor minorities. As a woman I will always face discrimination because I will have to take family or maternity leave in a job.

I expect people will believe that I was admitted only because I am a black woman. In the admissions process, I wonder whether only a few slots are reserved for students of color.

As a gay man, I am prepared to face discrimination in applying for jobs. After coming out on my applications, I was not surprised to find that at many schools at which I statistically had an equal chance of acceptance, some did not accept me.

As a lesbian woman, I have to be realistic and acknowledge the fact that some people can't get beyond stereotypes and see individuals for who they are.

As an Asian-American student attending a university in the southeast, I have some reservations as to the level of neutrality southeast firms will have, not necessarily in hiring me, but in advancement opportunities.

I had heard that the number of women applying to and attending law school had increased to well above 50% of all law students. I was concerned that being a woman may have decreased my chances of admission by increasing the competition for spots in an entering class in order to keep a relatively even ratio of men to women.

Just being a white male when a lot of schools place an emphasis on minority groups. So reverse discrimination. Being a gay male, there are large areas that can't tolerate homosexuals.

My concerns center around that there are so few black males practicing that hiring partners may not be comfortable with black males and thus, more reluctant to hire them.

Providing Racial Information

Of all law school applicants who completed this survey, 89% provided their racial/ethnic background when completing the law school application forms. The following were top reasons applicants decided not to provide their racial/ethnic background on applications:

Shouldn't matter/race or ethnicity should not be a deciding factor	23%
Irrelevant/unimportant	22%
I'm white/don't want to be discriminated against because I'm Caucasian/ thought it would be a hindrance/hurt my application	18%
Merit should be only consideration/want to be considered on my test scores, résumé, etc.	12%
Due to reverse discrimination	10%

White applicants were least likely to have provided race information on their application.

A detailed breakdown of these results can be found in Table A13 in Appendix A.

What Applicants Are Saying About Providing Racial Information

Asians don't benefit from overt or discreet affirmative action. There's no point in me telling anyone my racial/ethnic background if I'm not black, Hispanic, Arabic, or Native American.

Because I am Caucasian I didn't think that it would give me an advantage to put down my ethnicity so it made more sense not to put it down. I have an international background and think that while I may be white, my international lifestyle speaks for the diversity that I could bring to any school.

Because I have an African name, but I am actually "white," by skipping ethnicity questions, people assume I am black. It works to my advantage.

Because of the proven racial bias against white (Caucasian) males that puts them at a disadvantage when compared to minorities of the same academic performance level.

Collecting racial information tends to fuel racial tension and legitimize problematic social constructs of race.

I am not even sure why they ask this question on the application. If you think your ethnic status is a strong reason for admission into law school then you should bring that up in your personal statement. Therefore, I did not want to answer that question.

I believe that when institutions claim that they are deeply committed to ensuring racial diversity, as many do, it is tacitly acknowledged that white applicants will be at a disadvantage during the application process (all other factors being equal).

Chapter 6

Financial Aid

Respondents were asked a series of questions regarding the cost of attending law school as well as various sources of financial aid. Obviously, the cost of attending law school is on the majority of the applicants' minds, with 79% applying for financial aid. For one-third of respondents, cost would be a determining factor for excluding certain law schools from consideration, while six in ten applicants stated that the amount of financial aid received would be a factor in their decision to attend a law school.

Applied for financial aid	79%
Excluded law school(s) from consideration due to cost	33%
Amount of financial aid to be a factor in enrollment decision	59%
Amount of merit-based scholarship to be a factor in enrollment decision	53%
Amount of need-based scholarship to be a factor in enrollment decision	49%
Loan forgiveness program a factor in attending	20%
Debt burden a factor in applying	44%

- African American and Hispanic applicants are more likely to have applied for financial aid and the amount of aid is more likely to factor into their enrollment decision.
- Asian applicants are least likely to exclude a law school due to cost.
- White applicants are least likely to have received a need-based scholarship.

A detailed breakdown of these results can be found in Table A14 in Appendix A.

- Applicants who plan to attend a public law school are more likely to exclude a school due to cost, and financial aid is more likely to be a factor in the attendance decision.
- The amount of a merit-based scholarship is more likely to be a factor among highly qualified applicants, applicants who plan to attend full-time, and applicants under age 27.
- Applicants who say cost is a factor are more likely to report that the amount of financial aid they receive is likely to factor into their decision (78% vs. 50%).
- Applicants who say cost is a factor are more likely to report that the amount of merit-based (66% vs. 46%) and need-based (66% vs. 40%) scholarships they receive is likely to factor into their decision.

When asked about the expected total cost (including tuition, books, and housing) of their first year of law school, respondents indicated the following:

Less than \$25,000	25%
\$25,000–45,000	46%
\$45,001–65,000	22%
More than \$65,000	2%
Mean	\$37,600

Respondents were then asked what percentage of the total cost of their first year of law school they expect to be met by financial aid from all possible sources (including grants and loans).

Less than 20% of total cost	12%
20%–39% of total cost	6%
40%–59% of total cost	10%
60%–79% of total cost	13%
80%–99% of total cost	22%
100% of total cost	26%

Chapter 7

Student Status and Background

Student Status

Applicants were asked to indicate what their anticipated student status would be if they were to attend law school in 2005. The large majority of applicants (81%) stated they would attend law school full-time, while 10% would attend part-time. A small percentage (7%) of respondents were not sure at the time they were completing the survey. The majority (77%) would attend law school during the day, 10% would take classes in the evening, and 8% were unsure.

Interest in Law—Timing

Respondents were asked when they first considered attending law school and when they decided to definitely apply. While almost half of the respondents first considered law school during or prior to high school, nearly one-third did not decide to apply to law school until after college graduation.

	First Considered	Decided to Apply
In high school or earlier	45%	8%
1st/2nd year of college	16%	13%
3rd year of college	12%	17%
4th year of college	7%	17%
After college graduation	13%	31%
During a break in education	5%	13%

- Asian applicants are least likely to have first considered law school in high school but more likely to have *first considered* law school in the 4th year of college or after college graduation.
- Asian applicants are more likely to have *decided to apply* to law school after graduating from college. African American and Hispanic applicants are more likely to have decided to apply to law school during high school.

A detailed breakdown of these results can be found in Table A15 & A16 in Appendix A.

Parents' and Grandparents' Education

Respondents were asked to provide information regarding the level of education completed by their parent(s)/guardian(s). In addition, they were asked some questions about their grandparents' education. They were also asked to indicate who else in their family attended law school.

More than 50% of the applicants' parents received a bachelor's or graduate degree. Conversely, a large proportion of the applicants did not have any grandparents who completed four years of college.

	Less than High School	HS Diploma or equivalent	Business or Trade School	Some College	Associate Degree	Bachelor's Degree	Graduate or Prof. Degree
Parent 1	5%	16%	3%	8%	5%	25%	37%
Parent 2	4%	15%	4%	12%	7%	29%	27%

- White and Asian applicants' parents are more likely to have a bachelor's or advanced degree. African American and Hispanic applicants' parents are more likely to have a high school diploma or less.

A detailed breakdown of these results can be found in Table A17 in Appendix A.

 Graduate degrees earned by parents

	MBA	MS	MA	MFA	PhD	MD
Parent 1	16%	19%	22%	1%	22%	16%
Parent 2	12%	23%	36%	1%	15%	9%

 Number of grandparents completed high school

0	9%
1	5%
2	11%
3	10%
4	41%

 Number of grandparents completed four years of college

0	42%
1	14%
2	14%
3	5%
4	5%

- White applicants are more likely to have had at least one grandparent complete high school.
- White applicants are more likely to have had at least one grandparent complete four years of college.

A detailed breakdown of these results can be found in Table A18 in Appendix A.

 Relatives who have attended law school

Parent	12%
Brother or sister	6%
Other relatives	21%
Spouse/partner	2%

White applicants are more likely to have a parent or other relatives who attended law school.

A detailed breakdown of these results can be found in Table A19 in Appendix A.

Part II: Factors Influencing Enrollment Choices

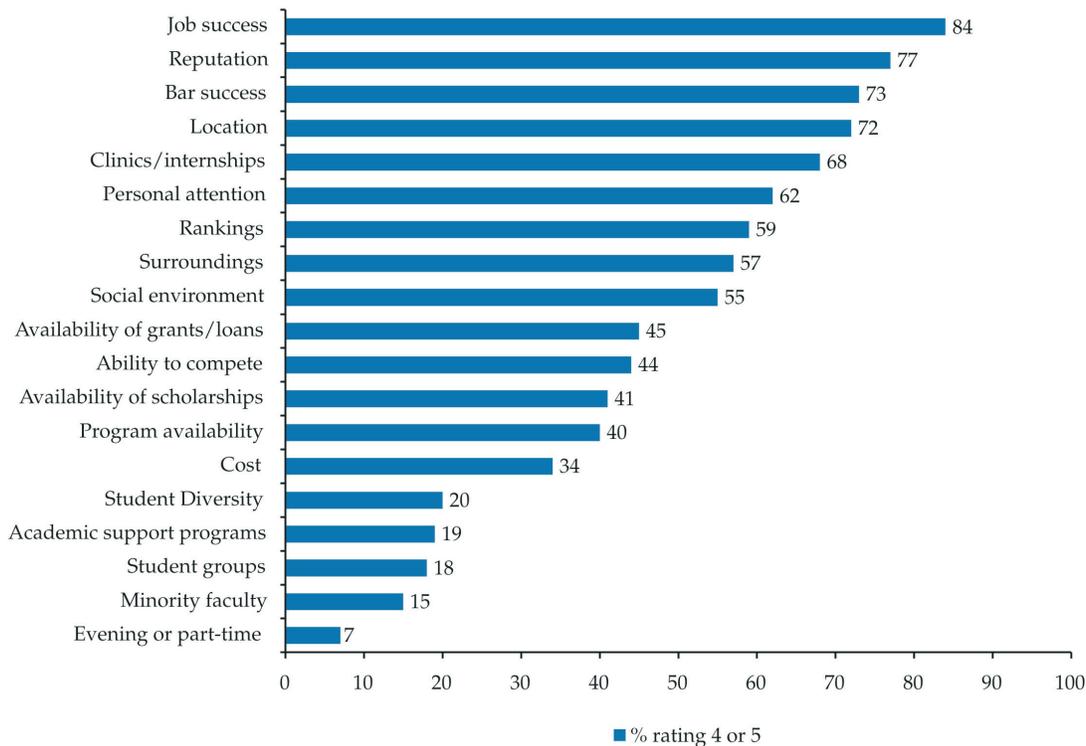
Part I of this report explores the factors that influence an applicant to apply to particular law schools. In Part II, telephone interviews were conducted with a subset of those surveyed in Part I. Applicants who were accepted into two or more law schools were asked about key factors in the enrollment decision. These findings can assist law schools in improving post-admission recruitment programs. For a copy of the telephone questionnaire, please refer to Appendix B.

Note: Comparisons between Phase I and Phase II are shown for those applicants who completed both the Phase I and Phase II interviews (n = 804). For results from the full Phase I sample (n = 5,066), please refer to Part 1.

Chapter 1

Factors Considered Important in Enrollment Choice

Admitted applicants were asked to rate 19 factors on a 1 to 5 scale where 1 is “Not at all important,” 3 is “Somewhat important,” and 5 is “Extremely important” in choosing law schools to attend. The percentage of respondents rating each factor as 4 or 5 is shown below.



Factors most often reported to be important in the enrollment decision are:

- Academic quality and output factors: job success of graduates (84%), reputation (77%), bar success of graduates (73%), and rankings (59%).
- Location: the part of the country (72%) and surroundings (57%).
- Availability of programs such as clinics/internships (68%), academic programs (40%), and support programs (19%).
- Financial factors such as cost (34%), availability of scholarships (41%) and grants/loans (45%).
- Personal factors such as personal attention (62%) and social environment (55%).
- Admitted applicants who say cost is a factor in their choice of law school are less likely than others to rate overall reputation of the school as an important factor.

Subgroup Differences

Racial/ethnic Groups

Statistically significant differences were found between racial/ethnic groups.

African American admitted applicants are more likely to cite several factors as important:

- Success in job market

-
- Bar success
 - Social environment
 - Availability of academic specialty
 - Student interest groups
 - Minorities on faculty

African American and Hispanic admitted applicants are more likely to report receiving personal attention, availability of need-based grants and loans, and the availability of academic support programs as important factors.

African American, Hispanic, and Asian admitted applicants are more likely than white admitted applicants to consider student diversity an important factor in the enrollment decision-making process.

White and Asian admitted applicants are more likely to cite location as an important factor.

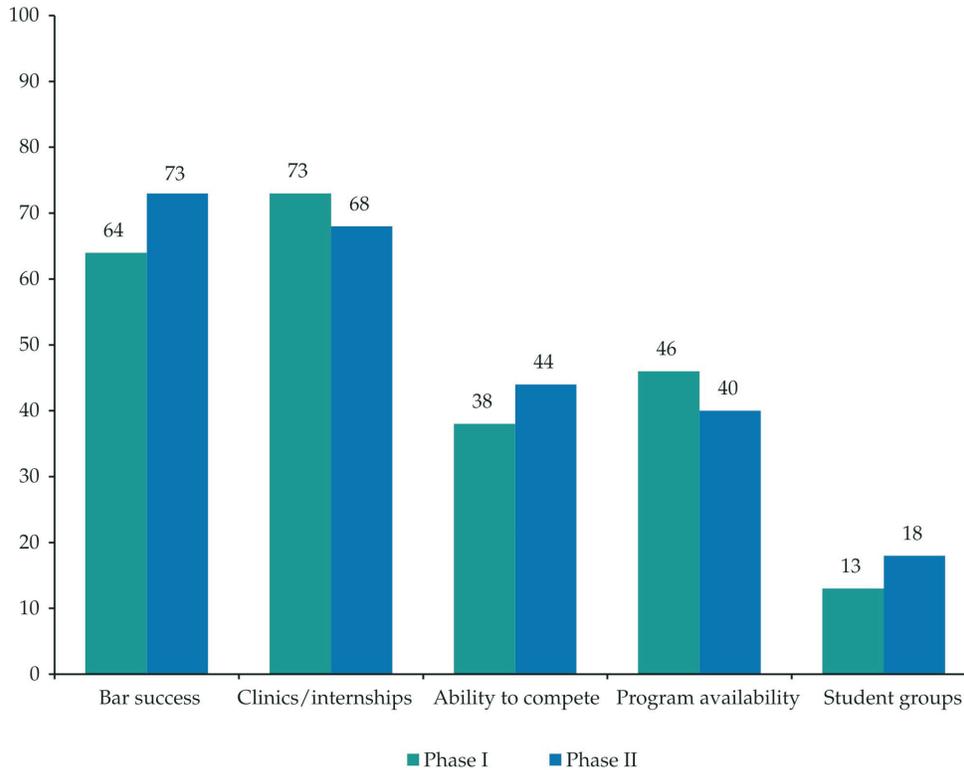
Other Subgroups

- Female admitted applicants are more likely to cite several factors as important:
 - Bar success
 - Clinics/internships
 - Personal attention
 - Ability to compete
 - Availability of academic specialty
 - Student diversity
 - Availability of academic support programs
 - Minorities on faculty
- Younger admitted applicants (22-26) are more likely to cite rankings and social environment as important, while older students (27+) are more likely to cite student diversity and the ability to attend evening/part-time as important.
- Admitted applicants who cite financial aid as a factor in attending law school are more likely to consider the availability of need-based grants/loans, the availability of merit-based scholarships, and cost as important.
- Admitted applicants who are planning to attend a private law school report personal attention, surroundings, social environment, and the availability of academic support programs as important, while those planning to attend a public law school are more likely to report cost as important.
- Highly qualified admitted applicants are more likely to cite success in job market, rankings, and surroundings as important, while admitted applicants who were not highly qualified are more likely to cite bar success, availability of need-based grants/loans, ability to compete, cost, availability of academic support programs, and the ability to attend evening/part-time as important.

A detailed breakdown of these results can be found in Table B1 in Appendix B.

Changes Since Application Process—Factors Considered Important

Five factors significantly changed in importance between the application process and the enrollment process. The percentage of respondents rating these factors as 4 or 5 is shown below only for admitted applicants who completed both the Phase I and Phase II surveys.



Bar success of graduates, the ability to compete with most students, and the presence of particular student interest groups/organizations are more important in the enrollment process than in the application process.

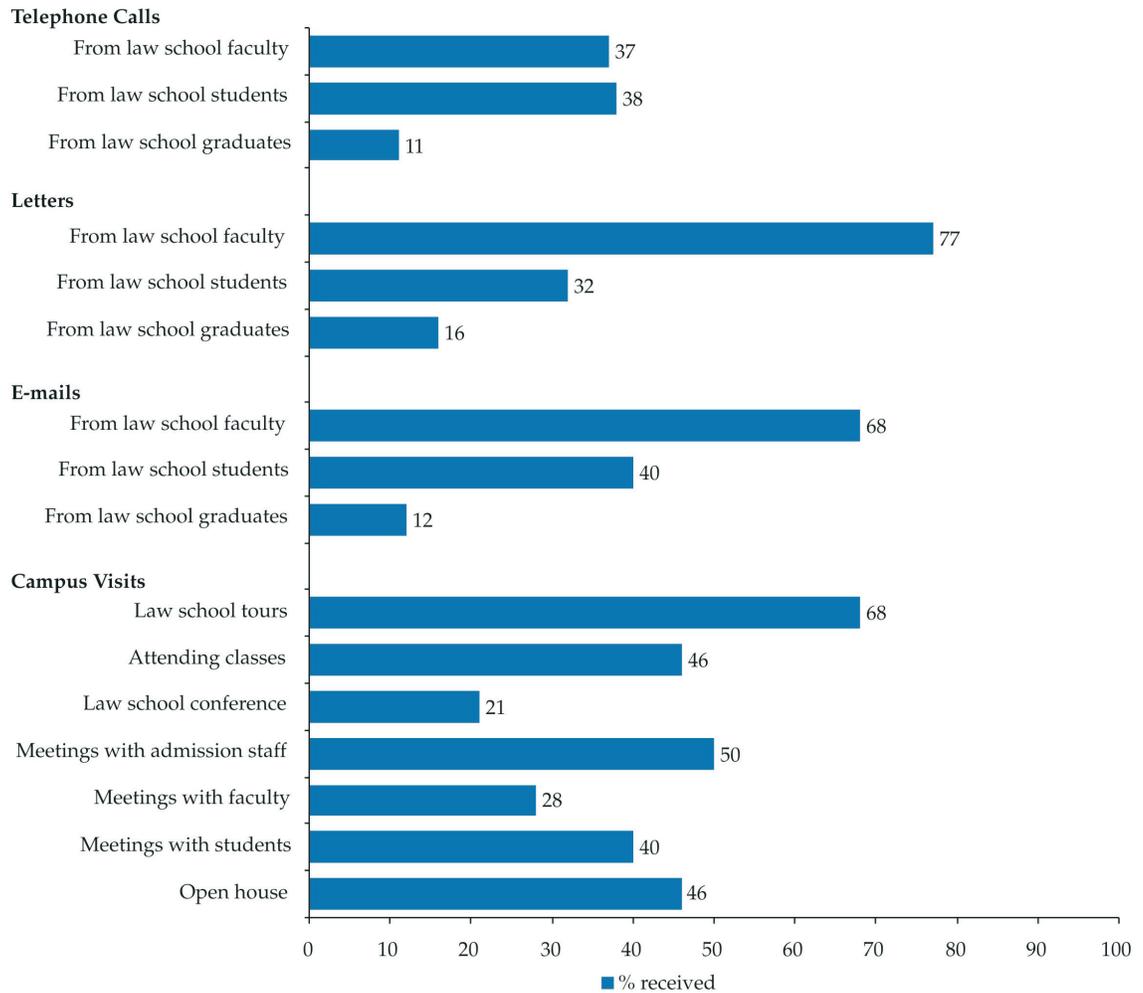
Availability of programs such as clinics/internships and academic programs are more important in deciding where to apply than in deciding where to enroll.

Chapter 2

Exposure, Influence, and Value of Information From Law Schools in Enrollment Choice

Exposure to Information From Various Sources: What Do Applicants See?

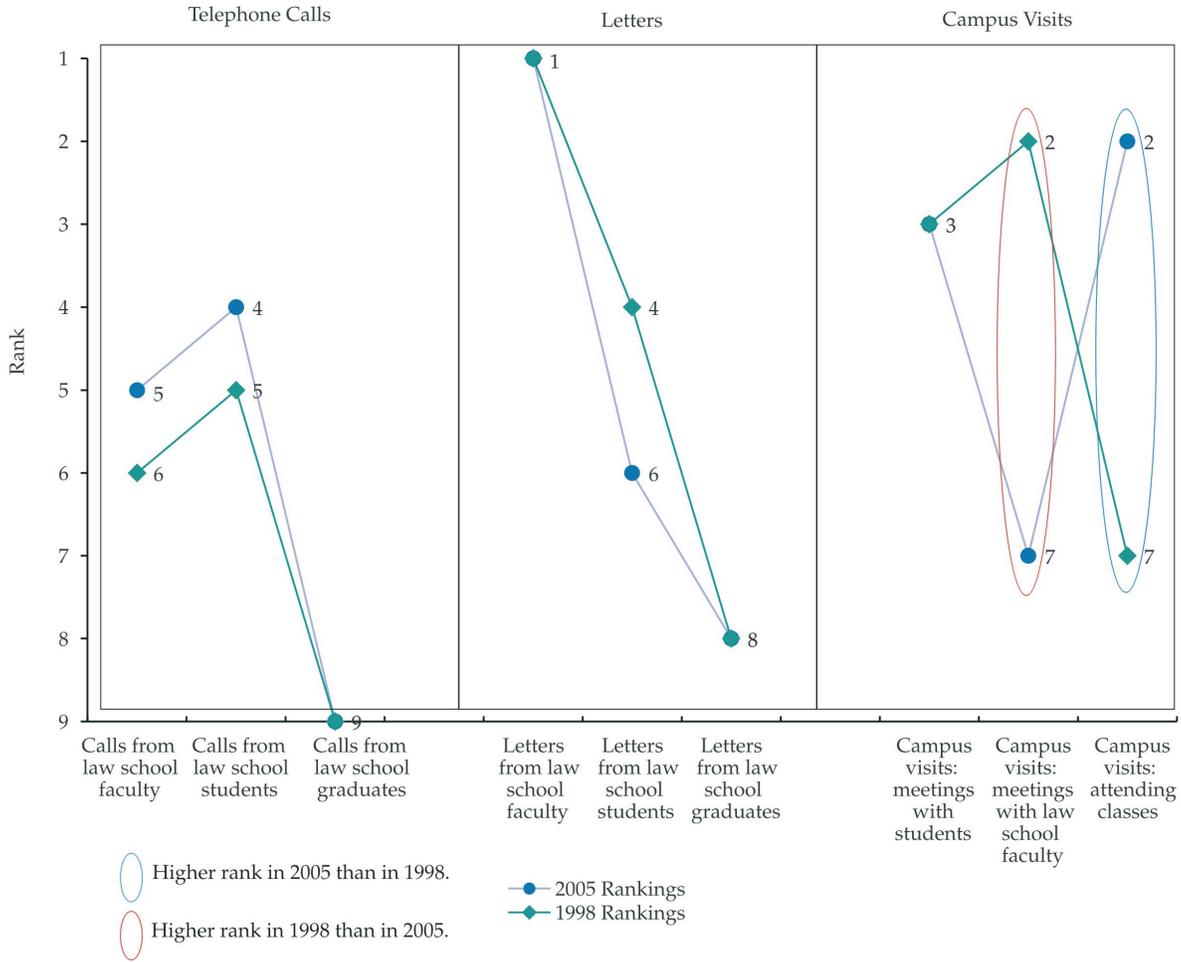
The chart below shows the percentage of admitted applicants who indicated that they received information of various types from law schools.



Communications from law school faculty are the most prevalent during the enrollment process, as 77% received a letter and 68% received an e-mail from a law school faculty member. Greater than two in three (68%) also took a tour of the law school.

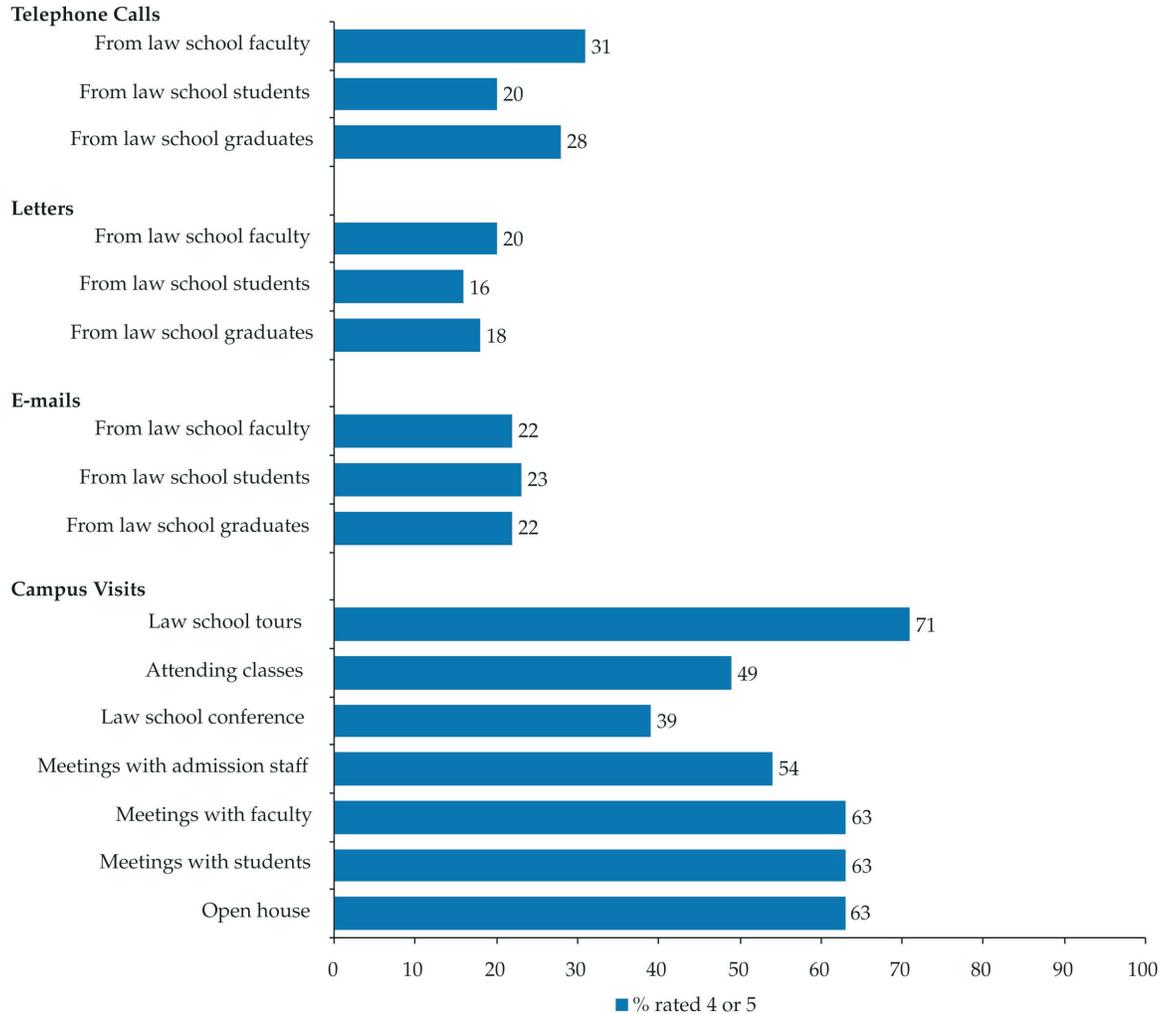
Differences in Exposure to Information From Law Schools Since 1998

Admitted applicants were more likely to be exposed to attending classes in 2005 than they were in 1998. Conversely, admitted applicants are less likely to meet with law school faculty in 2005.



Influence of Information Provided by Law Schools

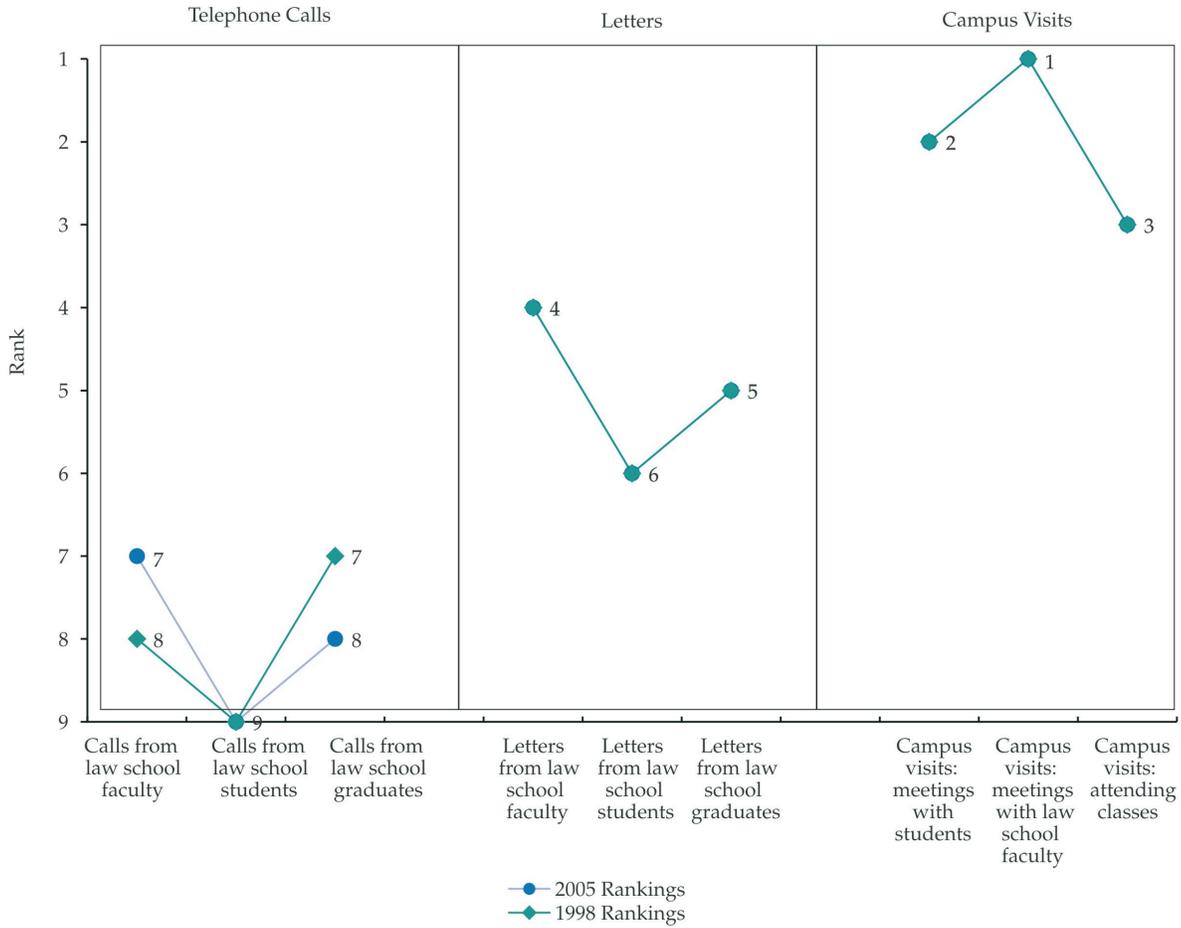
Applicants were asked to rate the influence of the information on a 1 to 5 scale where 1 is "Little or no influence," 3 is "Moderate influence," and 5 is "Strong influence." The percentage of respondents rating the various types of information a 4 or 5 is shown below.



Campus visits such as law school tours (71%); meetings with faculty (63%), students (63%), and admission staff (54%); open houses (63%); attending classes (49%); and law school conferences (39%) are most influential during the enrollment process.

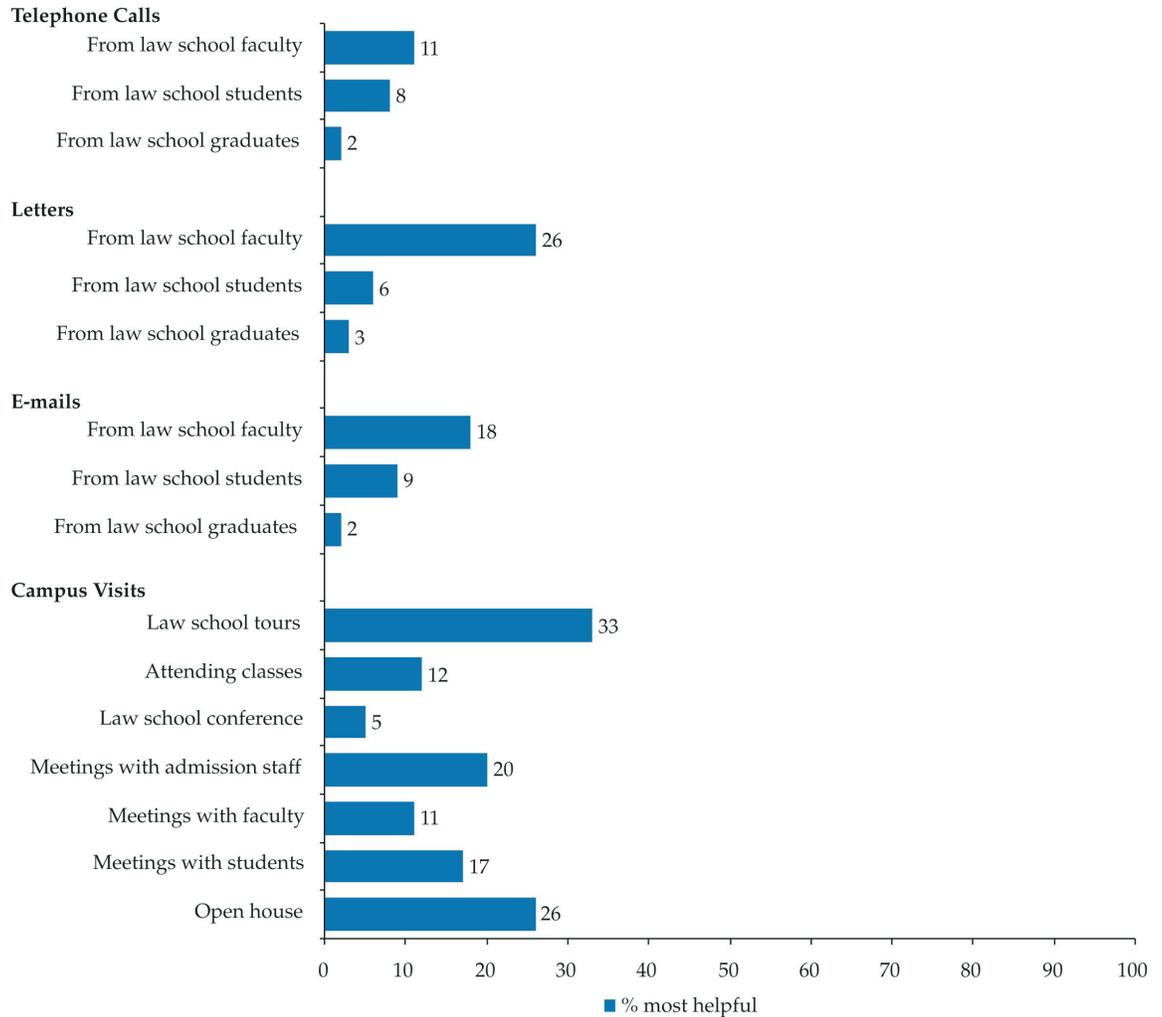
Differences in Influence of Information From Law Schools Since 1998

The influence of information from law schools on admitted applicants in 2005 was nearly identical to 1998 findings.



Most Helpful Information Provided by Law Schools

Applicants were asked to list up to three sources of information from the law schools that were most helpful to them. The results are shown in the chart below.



Law school tours (33%) are most often cited as being “most helpful” among admitted applicants, followed by open houses (26%) and letters from law school faculty (26%).

Subgroup Differences

Exposure to Information From Law Schools

Racial/ethnic Groups

Statistically significant differences were found among racial/ethnic groups.

African American admitted applicants are more likely to report being exposed to:

- Calls from students
- Calls from faculty
- E-mails from students
- Letters from students
- Campus visits: meetings with admission
- Campus visits: attending classes
- Campus visits: meeting with students
- Campus visits: conferences

African American and Hispanic admitted applicants are more likely to report being exposed to:

- Calls from graduates
- E-mails from faculty
- Campus visits: meetings with faculty

Asian admitted applicants are least likely to receive e-mails from law school graduates.

Other Subgroups

Younger admitted applicants (22 or younger) are more likely to have received phone calls from law school students and faculty. Older admitted applicants are less likely to have received letters from law school students and graduates.

Admitted applicants who cite financial aid as a factor in attending law school are more likely to report being exposed to:

- Calls from faculty
- E-mails from graduates
- E-mails from students
- Letters from students
- Letters from faculty
- Letters from graduates
- Campus visits: attending classes
- Campus visits: law school tours

Admitted applicants that plan to attend a private school are more likely to report meeting with the admission staff.

Highly qualified admitted applicants are more likely to have received calls from students and graduates and are more likely to have attended classes.

A detailed breakdown of these results can be found in Table B2 in Appendix B.

Influence of Information From Law Schools

Racial/ethnic Groups

African American admitted applicants are more likely to report e-mails from faculty as influential.

Other Subgroups

Female admitted applicants are more likely to report attending classes as being influential.

Admitted applicants who cite financial aid as a factor in attending law school are more likely to be influenced by e-mails from faculty and letters from students and graduates.

Admitted applicants who are planning to attend a private school are more likely to find open houses influential.

Highly qualified admitted applicants are more likely to be influenced by e-mails from graduates and less likely to be influenced by meetings with faculty, conferences, and calls from faculty and graduates.

Campus visits are more influential for applicants receiving scholarships:

	Received Scholarship	Did Not Receive Scholarship
Law school tours	55%	39%
Attending classes	26%	18%
Meetings with admission staff	29%	23%
Meetings with faculty members	20%	14%
Law school open house	34%	23%

A detailed breakdown of these results can be found in Table B3 in Appendix B.

Most Helpful Information From Law Schools

Racial/ethnic Groups

African American admitted applicants are more likely to find e-mails from students most helpful, while Hispanic admitted applicants are more likely to find calls from students and letters from graduates most helpful.

Other Subgroups

Younger admitted applicants (22 and under) are more likely to find law school tours most helpful.

Female admitted applicants are more likely to cite open houses and e-mails from students as most helpful, while male admitted applicants are more likely to cite meetings with admission staff as most helpful.

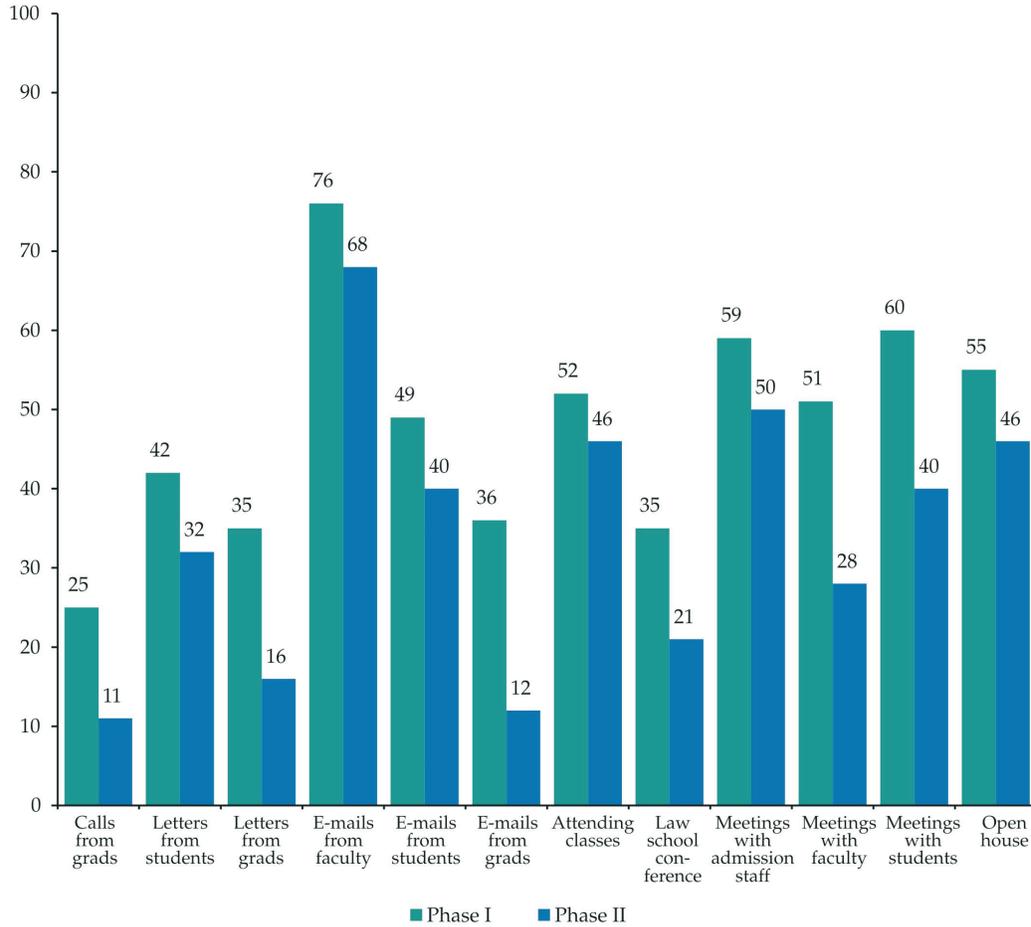
Highly qualified admitted applicants are more likely to report meetings with students and attending classes as being most helpful and less likely to report e-mails from faculty as most helpful.

A detailed breakdown of these results can be found in Table B4 in Appendix B.

Changes Since Application Process—Information From Law Schools in Enrollment Choice

Exposure to Information From Law Schools

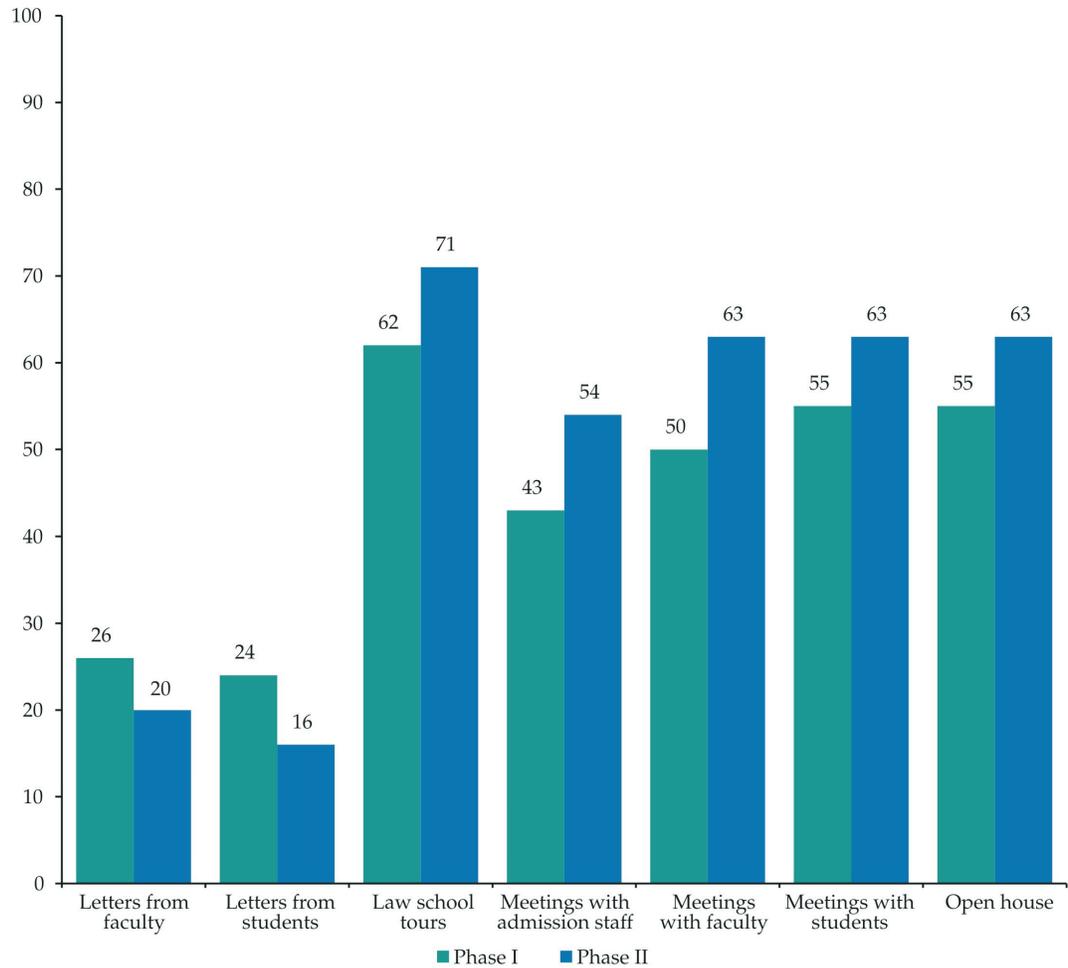
Exposure to 12 sources of information significantly changed between the application process and the enrollment process.



Overall, admitted applicants were exposed to less information during the enrollment process than they were exposed to during the application process.

Influence of Information From Law Schools

The influence of seven sources of information significantly changed between the application process and the enrollment process.

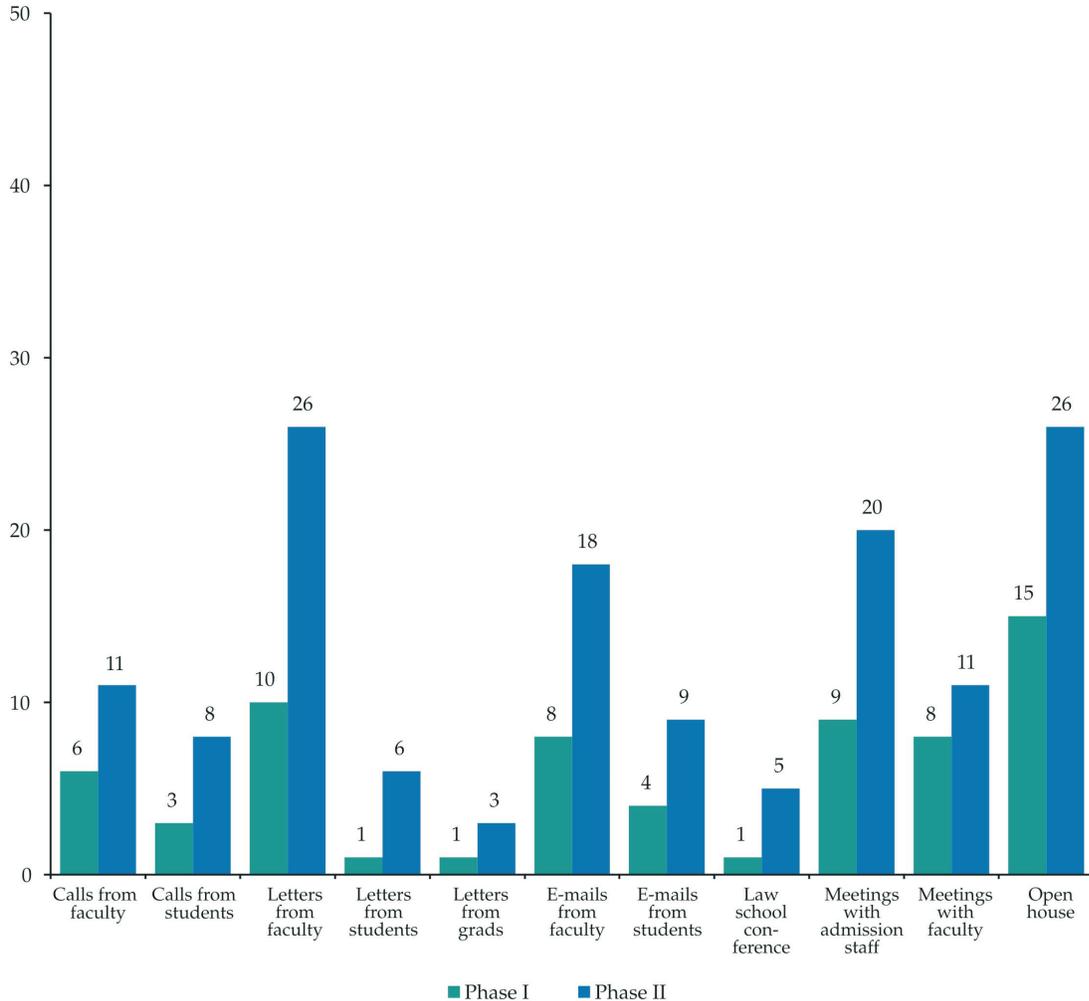


In general, face-to-face personal experiences present a great opportunity for law schools to appeal to applicants, especially when they are in the process of making a final choice of which law school to attend. Visits to the law school for a tour, an open house, and meetings with admission staff, faculty, or students have more influence on the enrollment decision than on the application decision.

Letters from students and faculty are more influential during the application process.

Most Helpful Information From Law Schools

There was a significant change in 11 sources of information cited as “most helpful” between the application process and enrollment process.



Personalized contact and face-to-face meetings are “most helpful” in the final enrollment decision. Letters and e-mails from law school faculty, meeting with admission staff, and open houses are also more likely to be reported as “most helpful” during the enrollment process.

Please note: Fewer options were available to choose as “most helpful” in the Phase II survey; this may account for some increases.

Chapter 3

Preferred Communication

Admitted applicants were asked what type of communication they prefer and what features are particularly important.

Preferred Communication Methods	Top Mentions
E-mail	59%
Letters	21%
Phone calls	12%
Meetings (in person)	7%

Important Features of Communication

Admitted applicants who prefer e-mail cite easy access, the ability to reply at their leisure, and speed as the most important features. Those who prefer letters cite better for record keeping, quality of information, and information on a specific subject of interest as most important. Admitted applicants who prefer in-person meetings mention immediate responses to questions, human interaction/personal connection, and having the feeling of what it is like to be at the school as important features. Those who prefer phone calls also cite the immediate response and the personal connection as well as being focused on their needs and accessibility.

	Total	E-mail	Letters	Calls	Meeting
Convenience/ease of use	43%	55%	27%	35%	30%
Accessibility/easy access	10%	16%	5%	9%	-
Can reply when ready/can think before reply	9%	14%	4%	1%	-
Fast/quick/not time consuming	8%	13%	1%	3%	-
Can ask questions/get immediate response to questions	7%	4%	1%	22%	25%
Will have record/better for record keeping	7%	8%	17%	4%	-
Easy to reply	2%	3%	-	-	-
Convenience (nonspecific)	6%	9%	1%	3%	2%
Other convenience mentions	3%	5%	2%	2%	3%
Information	12%	8%	22%	5%	12%
Quality of information	6%	4%	11%	3%	7%
Information on specific subject of interest	6%	4%	11%	2%	5%
Miscellaneous					
Human interaction/personal connection	7%	3%	7%	25%	30%
Attention/focused on my needs	6%	4%	8%	19%	3%
Reality/feeling what it's like to be there	4%	1%	1%	-	15%

- = no case

What Applicants Are Saying About the Types of Communication They Prefer

E-mail. They gave you time to think before you have to talk to anybody and you can write things down. It's better than picking up the phone and talking off the top of your head.

Face-to-face was most helpful because it gives you a better sense of the people themselves. It's a lot easier to get a complete picture of the school. It gives you a better sense of reality rather than a brochure which is meant to promote the law school.

I like observing law school classes to get a sense of the actual life there, the actual people. The willingness on the part of the professors to accept visitors and how they treated visitors. To gauge the level of the student body.

Receiving stuff in the mail: facts sheets, median LSAT and GPA, salaries, information about the courses that they offer and special certificates that they offer. Told about the diversity and the ratio of where students are from in the country.

Letters from students because it gave me a perspective of what I'm getting myself into. You can also learn a lot from them like the quality of education the school has and basically the society that I'll be in.

I prefer phone calls because it allows instant feedback. I can ask instant questions. For letters, it may take awhile to receive it and you cannot actually ask any questions.

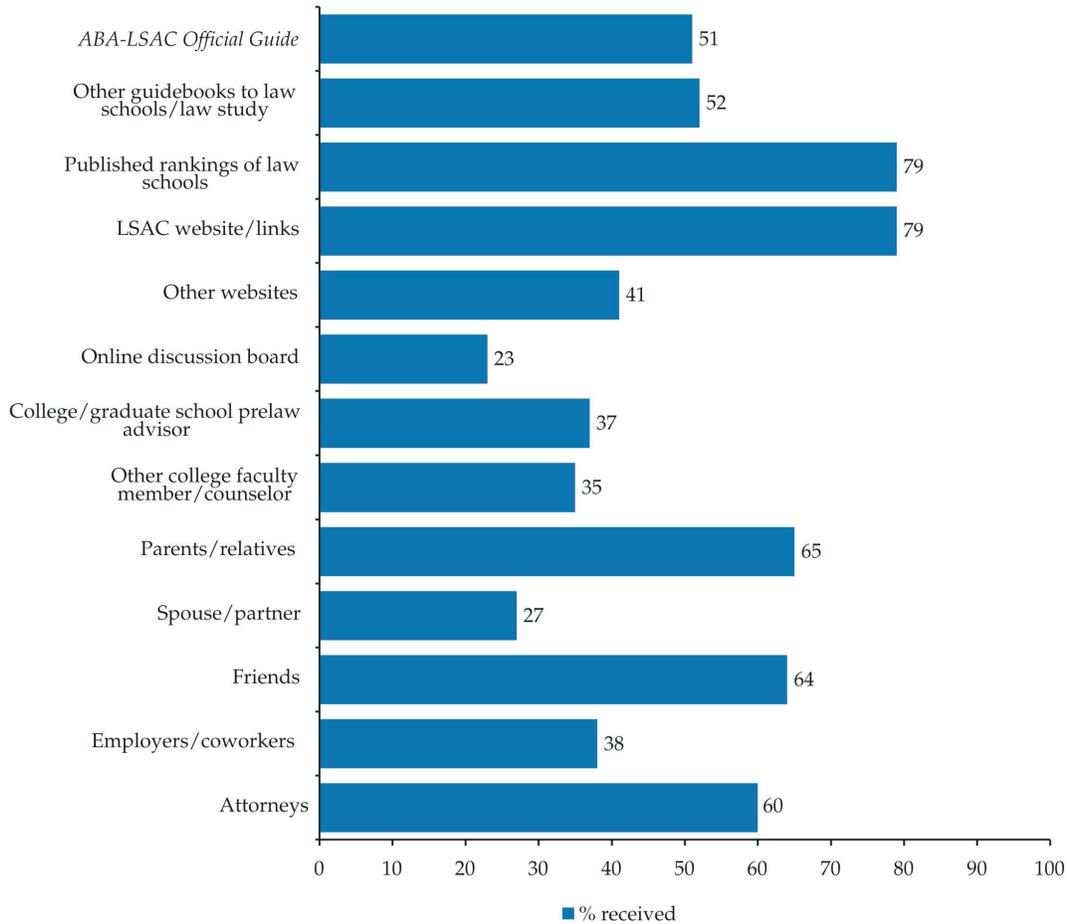
The tours. Just getting a feel for the law school in person. Getting to see students in the environment, seeing how comfortable I felt on this campus.

Chapter 4

Exposure, Influence, and Value of Information From Other Than Law Schools

Exposure to Information From Various Sources: What Do Applicants See?

The chart below shows the percentage of admitted applicants who indicated that they received information of various types from someplace other than law schools.

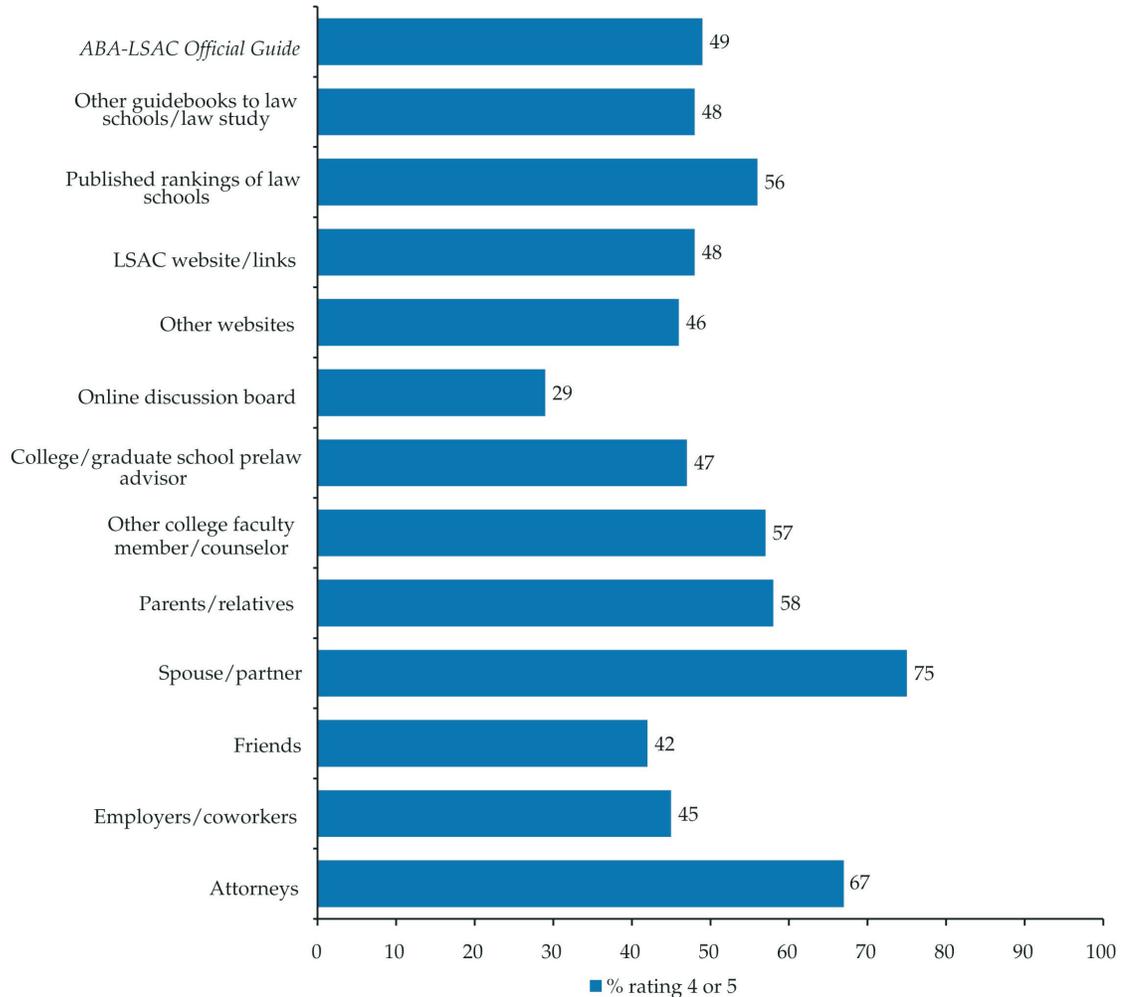


More than three in four admitted applicants received information from the LSAC website or published law school rankings.

More than six in ten admitted applicants also received information from parents/relatives, friends, and attorneys.

Influence of Other Sources of Information and Advice on Enrollment Choice

Admitted applicants were asked to rate the influence of sources of information other than what was provided by law schools. They were rated on a 1 to 5 scale where 1 is "Little or no influence," 3 is "Moderate influence," and 5 is "Strong influence." The percentage of respondents who saw each type of information and rated it a 4 or 5 is shown below.

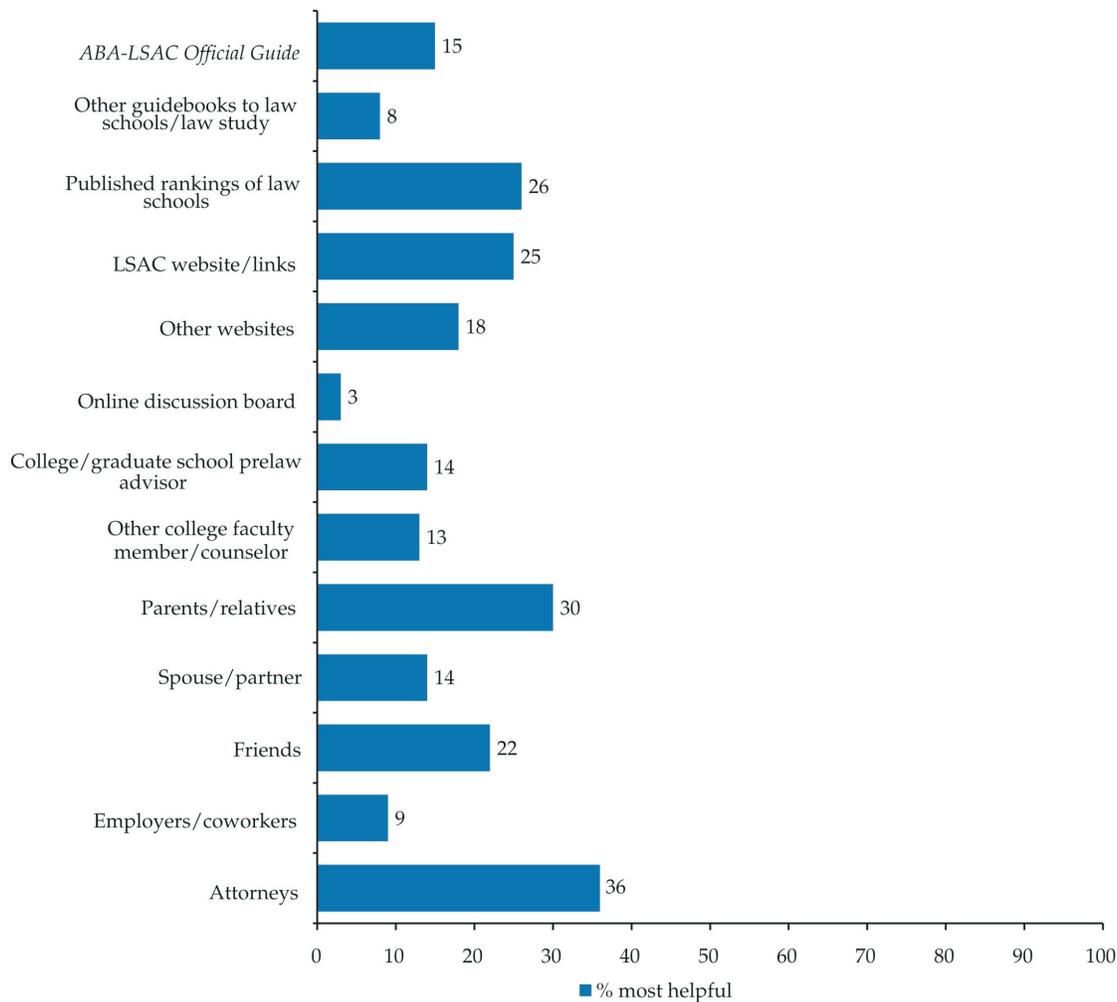


Social networks are important to the final selection, as advice from others, such as spouse/partner, attorneys, parents/relatives, college faculty member/advisor is the most influential source of information during the enrollment process. This suggests that alumni outreach programs may play a key role in improving law schools' chances of being a student's final choice.

Published rankings are also influential for a majority of admitted applicants.

Most Helpful Other Information and Advice

Admitted applicants were asked to list up to three sources of information other than what was provided by law schools from the law schools that were most helpful to them. The results are shown in the chart below.



Advice from attorneys was found to be most helpful, followed by advice from parents/relatives. Published rankings of law schools and the LSAC website were also found to be helpful.

Subgroup Differences

Exposure to Information From Other Sources

Racial/ethnic Groups

Statistically significant differences were found between racial/ethnic groups.

African American admitted applicants are more likely to report receiving advice from a college faculty member or online discussion board. Hispanic admitted applicants are more likely to receive advice from an attorney, while white admitted applicants are more likely to receive advice from their spouse/partner.

Other Subgroups

- Younger admitted applicants (22 and under) are more likely to have been exposed to advice from a prelaw advisor or college faculty member and less likely to have been exposed to advice from friends, attorneys, and employers/coworkers.

- Female admitted applicants are more likely to receive advice from employers/coworkers while male admitted applicants are more likely to visit an online discussion board.
- Highly qualified admitted applicants are more likely to have been exposed to rankings, advice from a prelaw advisor, or an online discussion board.

A detailed breakdown of these results can be found in Table B5 in Appendix B.

Influence of Information From Other Sources

Racial/ethnic Groups

There are no statistically significant differences among racial/ethnic groups, most likely due to small base sizes.

Other Subgroups

- Among those who indicate that cost is a factor in applying to law school, published rankings (38% vs. 48%) and other guidebooks (28% vs. 20%) are less influential.
- Those who receive scholarships are less likely to indicate that advice from parents or relatives, friends, employers/coworkers, and attorneys is influential.
- Older admitted applicants (27+) are more likely to have been influenced by advice from friends and less likely to have been influenced by rankings.
- Male admitted applicants are more likely to have been influenced by parents/relatives.
- Admitted applicants who cite financial aid as a factor in attending law school are less likely to be influenced by rankings.
- Highly qualified admitted applicants are more likely to have been influenced by rankings and less likely to have been influenced by advice from a spouse/partner or a prelaw advisor.

A detailed breakdown of these results can be found in Table B6 in Appendix B.

Most Helpful Information From Other Sources

Racial/ethnic Groups

African American and Asian admitted applicants are more likely to find published rankings of law schools most helpful.

Other Subgroups

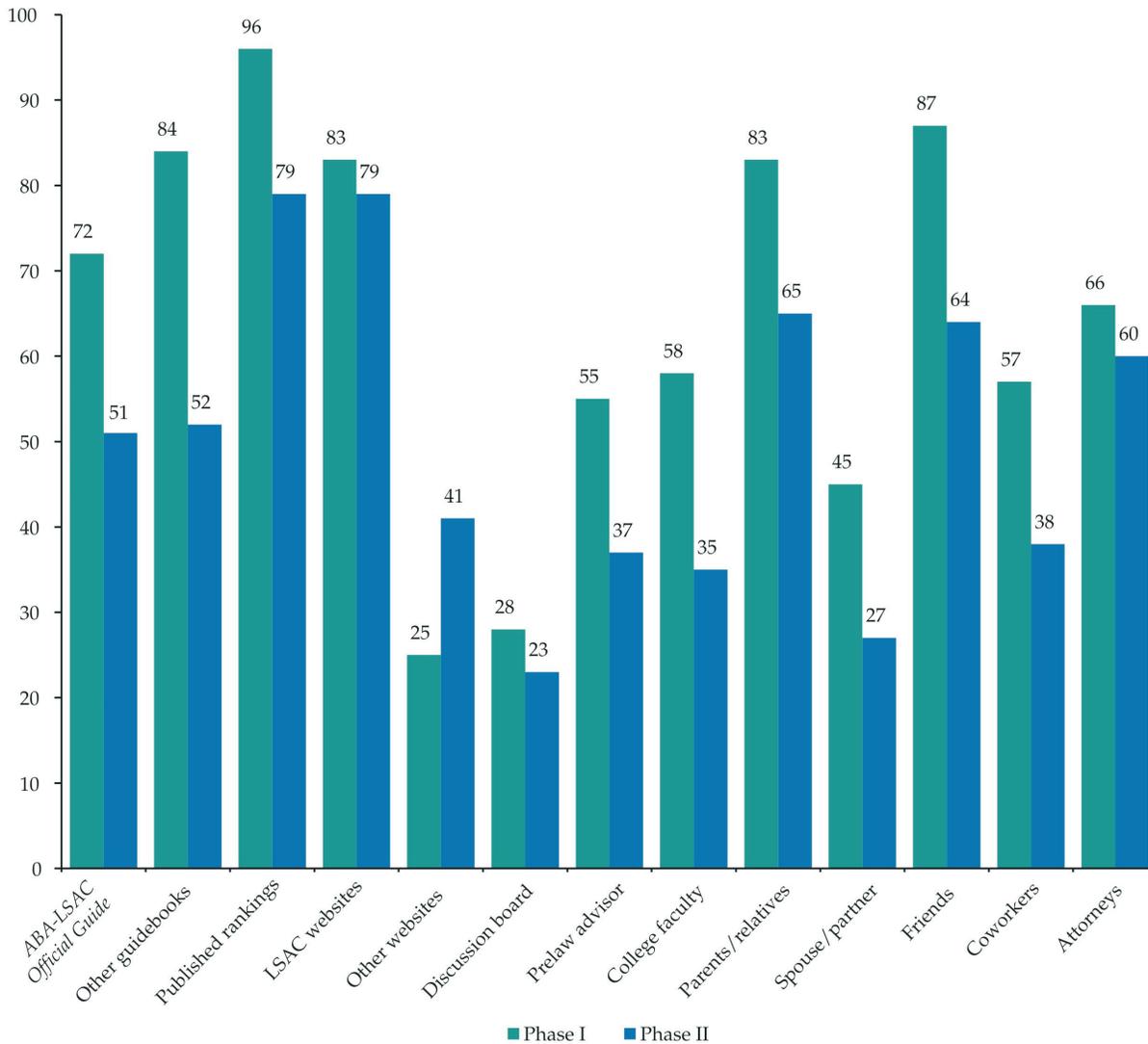
- Younger admitted applicants (22 and under) are more likely to cite rankings, advice from a prelaw advisor, and advice from a college faculty member as most helpful and less likely to cite advice from friends, advice from a spouse/partner, or the *ABA-LSAC Official Guide*.
- Male admitted applicants are more likely to report other guidebooks as most helpful.
- Admitted applicants who plan to attend a public law school are more likely to report advice from a spouse/partner as most helpful.
- Highly qualified admitted applicants are more likely to cite rankings as most helpful.

A detailed breakdown of these results can be found in Table B7 in Appendix B.

Changes Since Application Process—Information From Other Sources in Enrollment Choice

Exposure to Information From Other Sources

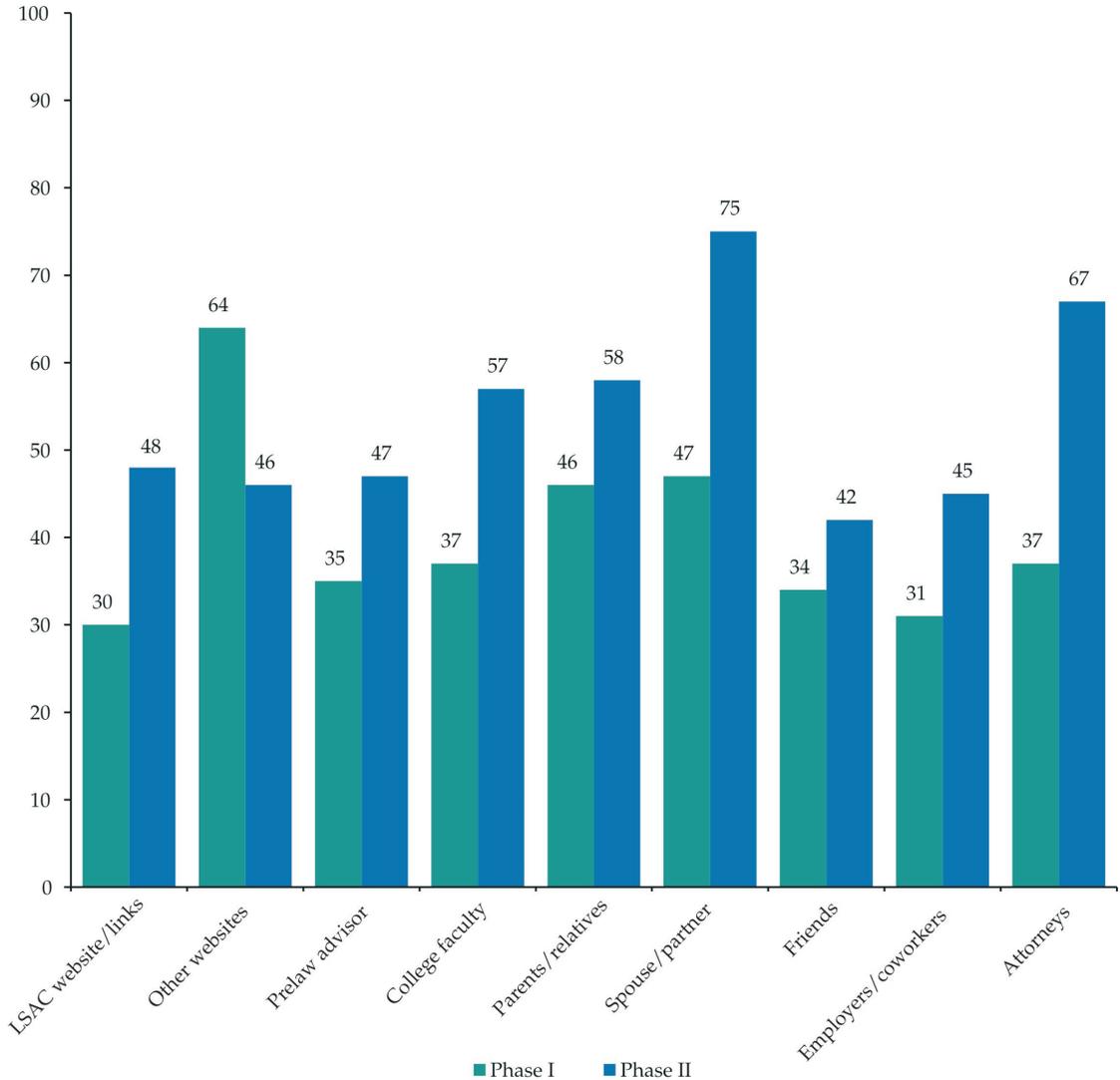
The exposure of 13 sources of information significantly changed between the application process and the enrollment process.



Generally, admitted applicants were exposed to fewer types of information during the enrollment process with one exception—exposure to other websites increased. At the point of enrollment, applicants have gathered much of their information, and they move into a narrowing-down process.

Influence of Other Sources of Information and Advice on Enrollment Choice

The influence of nine sources of information significantly changed between the application process and the enrollment process.

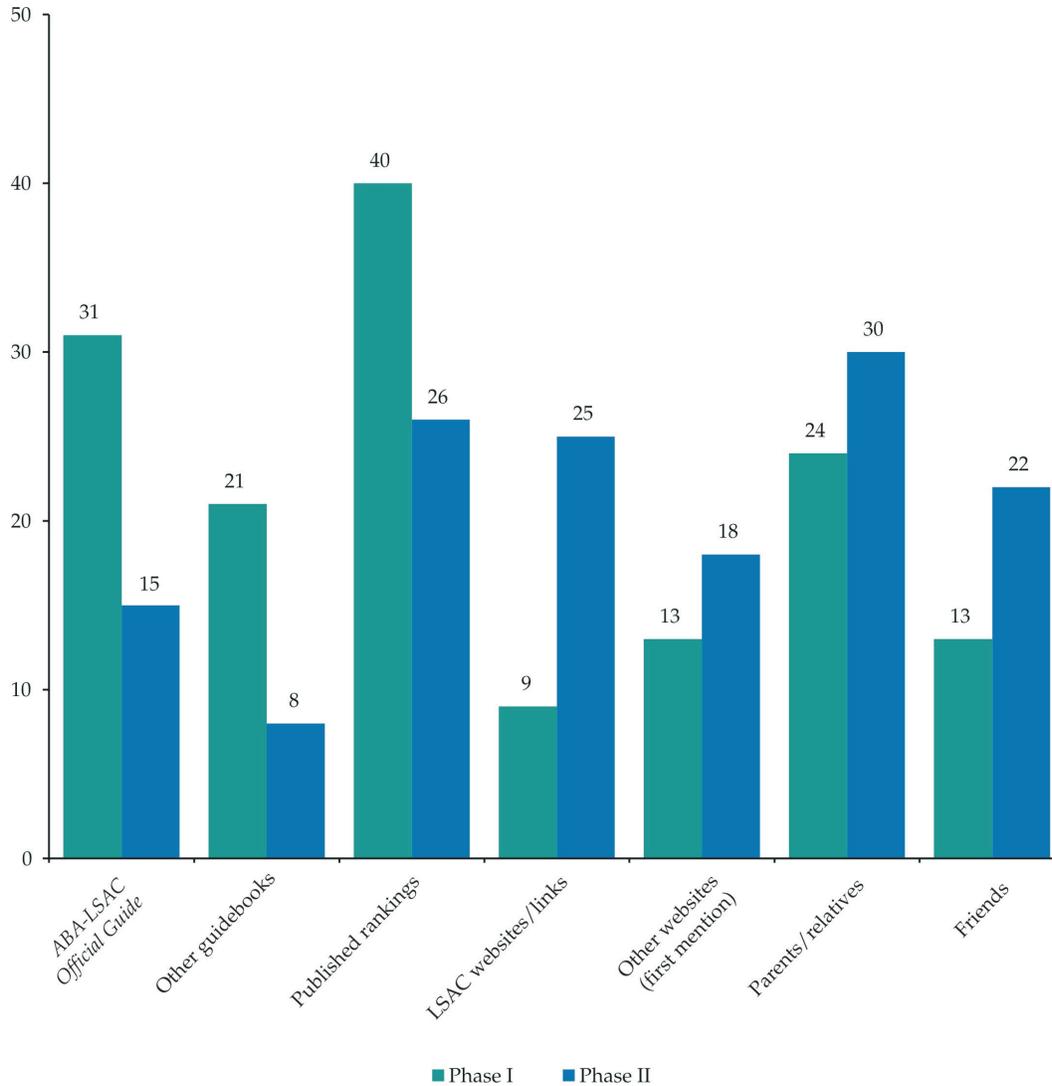


While exposure to other websites increased during the enrollment process, the influence of other websites decreased. However, the LSAC website is more influential in the enrollment decision.

The influence of advice in general increased during the enrollment process, most notably advice from a spouse/partner and from an attorney. Here again, the use of alumni outreach programs may enhance law schools' chances of appealing to applicants.

Most Helpful Information From Other Sources

Seven sources of information significantly changed in being cited as “most helpful” between the application process and the enrollment process.



While outside sources such as guidebooks and published rankings are less likely to be “most helpful” during the application process, sources closer to home such as advice from parents/relatives and friends are more likely to be “most helpful” during the enrollment process.

Websites, both LSAC’s and others, are also more likely to be cited as “most helpful” during the enrollment process.

Please note: Fewer options were available to choose as “most helpful” in the Phase II survey; this may account for some increases.

Chapter 5

Law School Rankings—*US News and World Report*

Admitted applicants were asked if they consulted published law school rankings, including *US News and World Report*. Greater than eight in ten (84%) admitted applicants indicated that they had consulted the *US News and World Report* published law school rankings. This is a significantly higher percentage of applicants than the percentage who reported consulting other published law school rankings (29%). Over one-half (51%) of the admitted applicants who did consult the *US News and World Report* rankings report they were important in their decision-making.

- African Americans are more likely to consult *US News and World Report* law school rankings.
- Admitted applicants are less likely to consult the *US News and World Report* published law school rankings during the enrollment process (84%) than they were during the application process (90%). This holds true for other published law school rankings as well: over one-half (55%) consulted other rankings during the application process, while less than one in three (29%) consulted other rankings during the enrollment process.
- Those who received some form of scholarship are more likely than others to have consulted *US News and World Report* rankings (87% vs. 81%).
- Those who plan to attend full-time are more likely than part-time applicants to have consulted *US News and World Report* (85% vs. 75%).
- Male admitted applicants are more likely to have consulted other published rankings.
- *US News and World Report* was less important to older admitted applicants (27+).

A detailed breakdown of these results can be found in Table B8 in Appendix B.

Chapter 6

Discrimination

Admitted applicants were asked whether they anticipated encountering discrimination based on gender, race/ethnicity, or sexual orientation while attending their chosen law school.

<u>Anticipate discrimination based on</u>	<u>Gender</u>	<u>Race/Ethnicity</u>	<u>Sexual Orientation</u>
	7%	7%	2%

Less than one in ten expect to encounter discrimination at their chosen law school. This is considerably lower than the expected levels of discrimination reported during the application process (17% expected gender discrimination; 13% expected race discrimination).

- African Americans, Hispanics, and Asians are more likely to anticipate discrimination based on race. African Americans are also more likely to anticipate discrimination based on gender and sexual orientation.
- Female admitted applicants are more likely to anticipate discrimination based on gender than male admitted applicants.

A detailed breakdown of these results can be found in Table B9 in Appendix B.

Chapter 7

Financial Aid

The cost of attending law school was on the majority of the admitted applicants' minds, with 88% applying for financial aid. For one-third of respondents, cost was a determining factor for choosing a law school, while nearly one-half of the respondents stated that the amount of financial aid received influenced their choice of law school.

Applied for financial aid	88%
Excluded law school(s) from consideration due to cost	34%
Amount of financial aid to be a factor in enrollment decision	45%
Received merit-based scholarship	47%
Amount of merit-based scholarship to be a factor in enrollment decision*	69%
Received need-based scholarship	25%
Amount of need-based scholarship to be a factor in enrollment decision*	57%
Loan forgiveness program a factor in attending	16%
Debt burden a factor in attending	45%

*among those who received a merit/need-based scholarship

- The amount of financial aid received has less impact on the enrollment decision (45%) than the application decision (61%), as does the presence of a loan forgiveness program (16% vs. 21% in Phase I). However, the amount of the scholarships received has more of an impact on the enrollment decision (merit: 69%; need: 57%) than the application decision (merit: 58%; need: 49%).
- African Americans are more likely to report the amount of financial aid received as a factor in the enrollment decision. African Americans are also more likely to report the presence of a loan forgiveness program and debt burden incurred as a factor.
- Not surprisingly, those who received a scholarship are almost twice as likely as other applicants to have excluded a school because of the cost of attendance (41% vs. 22%).
- The amount of financial aid received is more likely to be a significant factor for those attending public law schools.
- Younger admitted applicants (22 or under) are more likely to have received a merit-based scholarship.
- Presence of a loan forgiveness program is more likely to be significant factor in the decision to enroll among females and those attending private law schools.

A detailed breakdown of these results can be found in Table B10 in Appendix B.

Appendix A

Notes on Reading Tables

- Response categories are the left-hand column on the table. Subgroups are across the top.
- Each column of data reads down. The percentages are based on the number that appears in the “unweighted base” row.
- All surveys using a sample drawn from a population are subject to tolerances, or margins of error, based on sampling variability alone. The probable limits of such tolerances vary with the size of the sample and the magnitude of the percentage of any survey finding.
 - The table below shows approximate sampling tolerances for the sample as a whole and for various subsamples. These tolerances are based on a confidence level of 95%. This means that the chances are 95 in 100 that the obtained result would not differ by more than plus or minus the indicated number of percentage points if interviews had been conducted with all persons in the universe represented by the sample.

Approximate Sampling Tolerances Applicable to Percentage
at or Near These Levels

Size of Sample	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
2,000	1	2	2	2	2
1,750	2	2	2	2	3
1,500	2	2	3	3	3
1,250	2	2	3	3	3
1,000	2	3	3	3	3
750	2	3	3	4	4
500	3	4	4	5	5
250	4	5	6	6	6

- A, B, C, D, etc.: The letter next to the score indicates the percentage is significantly higher than the score in the corresponding column at 95% confidence level.

The following shows the percentage-point difference required between two groups for a statistically significant difference. To use this table:

- Note in the data table the number of cases in each of the two groups you want to compare.
- Refer to the left-hand column in the tolerance table to find the nearest approximation of both sample sizes.
- Look in the data table for the percentage of responses you wish to compare.
- Find the column in the tolerance table that most closely approximates the two percentages of interest (that is, falls between the two percentages; if there is a question, select the column that is closest to 50%).

Size of Sample Compared	Approximate Sampling Tolerances Applicable to Percentage At or Near These Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 and 1,000	3	4	4	5	5
1,000 and 750	3	4	5	5	5
1,000 and 500	3	5	5	6	6
1,000 and 250	4	6	7	7	7
1,000 and 100	6	9	10	10	11
1,000 and 50	9	12	13	14	15
750 and 750	3	4	5	5	5
750 and 500	4	5	5	6	6
750 and 250	5	6	7	7	7
750 and 100	7	9	10	11	11
750 and 50	9	12	14	14	15
500 and 500	4	5	6	6	6
500 and 250	5	6	7	8	8
500 and 100	7	9	10	11	11
500 and 50	9	12	14	15	15
250 and 250	6	7	8	9	9
250 and 100	7	10	11	12	12
250 and 50	9	13	14	15	16
100 and 100	9	11	13	14	14
100 and 50	11	14	16	17	17

TABLE A1-1
Important factors in application choice

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Job success	80%	79%	82%	77%	85%AC
Location	75%	76%D	74%	71%	70%
Clinics/internships	71%	68%	85%ACD	68%	75%A
Reputation	67%	66%	65%	64%	77%ABC
Bar success	66%	64%	80%ACD	69%	64%
Likelihood of being admitted	65%	65%	69%	68%	64%
Personal attention	62%	60%	75%ACD	65%D	57%
Rankings	53%	52%	50%	52%	66%ABC
Surroundings	52%	51%	54%	48%	61%AB
Social environment	50%	48%	65%ACD	48%	57%AC
Program availability	48%	46%	61%AD	53%A	53%A
Availability of scholarships	44%	43%	59%AD	52%AD	43%
Availability of grants/loans	44%	40%	68%ACD	57%AD	45%
Ability to compete	42%	42%	50%ACD	38%	38%
Cost	37%	36%	46%AD	41%	36%
Availability of support programs	26%	22%	50%ACD	31%A	30%A
Application fee waiver	24%	20%	40%AD	33%A	30%A
Evening or part-time	20%	18%	34%ACD	22%	21%
Student diversity	19%	11%	55%ACD	29%A	39%AC
Minority faculty	15%	8%	58%ACD	21%A	26%A
Student groups	15%	13%	26%AC	11%	21%AC
Early action program (nonbinding)	12%	10%	17%A	14%	16%A
Early action program (binding)	10%	8%	19%ACD	13%A	11%A

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A1-2
Important factors in application choice

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	5,066	853	2,772	1,434	2,308	2,748
Job success	80%	86%CD	82%D	72%	78%	81%E
Location	75%	73%	73%	79%BC	71%	77%E
Clinics/Internships	71%	75%D	72%D	66%	64%	76%E
Reputation	67%	76%CD	70%D	57%	68%	66%
Bar success	66%	68%	66%	64%	60%	71%E
Likelihood of being admitted	65%	62%	66%B	65%	63%	67%E
Personal attention	62%	62%	63%D	59%	57%	66%E
Rankings	53%	64%CD	56%D	42%	53%	53%
Surroundings	52%	55%D	57%D	40%	49%	54%E
Social environment	50%	56%D	53%D	42%	45%	55%E
Program availability	48%	45%	50%BD	47%	42%	54%E
Availability of scholarships	44%	49%CD	44%	42%	41%	47%E
Availability of grants/loans	44%	42%	45%	43%	41%	47%E
Ability to compete	42%	45%D	42%D	39%	34%	48%E
Cost	37%	35%	35%	43%BC	38%	37%
Availability of support programs	26%	21%	27%B	28%B	21%	31%E
Application fee waiver	24%	27%D	26%D	20%	23%	25%
Evening or part-time	20%	6%	15%B	37%BC	19%	21%E
Student diversity	19%	15%	19%B	22%B	14%	24%E
Minority faculty	15%	11%	15%B	19%BC	10%	20%E
Student groups	15%	15%	16%D	13%	11%	18%E
Early action program (nonbinding)	12%	15%CD	12%D	10%	11%	13%
Early action program (binding)	10%	8%	10%	11%	9%	11%E

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A1-3
Important factors in application choice

	Parents' Education Level					Financial Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Aid a Factor (L)	Aid Not a Factor (M)
Unweighted Base	613	117	679	1,254	2,359	2,986	2,049
Job success	75%	75%	79%	80%G	82%G	81%M	78%
Location	76%	76%	75%	75%	74%	74%	74%
Clinics/internships	71%	71%	73%K	72%	69%	73%M	67%
Reputation	57%	59%	60%	68%GHI	72%IJGH	66%	69%L
Bar success	69%K	72%K	72%JK	67%K	63%	68%M	63%
Likelihood of being admitted	70%K	75%K	70%K	67%K	61%	67%M	62%
Personal attention	64%	70%JK	65%JK	60%	60%	64%M	59%
Rankings	45%	40%	48%	51%GH	58%IJGH	51%	56%L
Surroundings	44%	41%	49%	52%GH	56%IJGH	53%	50%
Social environment	52%	53%	49%	53%K	49%	54%M	46%
Program availability	50%	48%	52%JK	48%	47%	50%M	46%
Availability of scholarships	54%JK	52%K	50%K	47%K	39%	58%M	25%
Availability of grants/loans	57%JK	60%JK	54%JK	46%K	37%	59%M	23%
Ability to compete	45%K	57%GJKI	46%JK	41%	39%	44%M	39%
Cost	45%JK	45%K	44%JK	38%K	32%	47%M	23%
Availability of support programs	33%JK	32%K	34%JK	26%K	22%	29%M	23%
Application fee waiver	32%JK	26%	29%JK	24%K	21%	30%M	15%
Evening or part-time	33%IJK	26%K	25%JK	20%K	15%	20%	20%
Student diversity	28%IJK	22%	17%	17%	19%	21%M	17%
Minority faculty	24%IJK	23%IKJ	15%	14%	13%	17%M	12%
Student groups	17%K	14%	16%	15%	14%	15%	14%
Early action program (nonbinding)	15%K	13%	13%	12%K	10%	12%	11%
Early action program (binding)	15%IJK	12%	11%K	10%K	7%	11%M	8%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A1-4
Important factors in application choice

	Public or Private		Highly Qualified		Full-Time or Part-Time	
	Private (N)	Public (O)	Highly Qualified (P)	Not Highly Qualified (Q)	Full-Time (R)	Part-Time (S)
Unweighted Base	2,011	1,125	2,131	2,866	2,964	209
Job success	83%	80%	84%Q	77%	82%	77%
Location	75%	73%	74%	75%	74%	81%R
Clinics/internships	70%	71%	70%	71%	71%S	64%
Reputation	72%	75%	84%Q	55%	74%S	61%
Bar success	64%	63%	58%	72%P	64%	66%
Likelihood of being admitted	61%	59%	54%	73%P	60%	70%R
Personal attention	62%O	57%	57%	65%P	61%S	52%
Rankings	57%	59%	67%Q	43%	58%S	50%
Surroundings	55%O	52%	58%Q	48%	54%S	45%
Social environment	51%	51%	51%	50%	52%S	37%
Program availability	48%O	44%	47%	49%	46%	47%
Availability of scholarships	45%	42%	46%	43%	44%	44%
Availability of grants/loans	41%	40%	39%	49%P	41%	44%
Ability to compete	41%O	36%	38%	45%P	40%	36%
Cost	25%	50%N	31%	42%P	34%	43%R
Availability of support programs	23%O	17%	15%	34%P	21%	30%R
Application fee waiver	23%	23%	22%	26%P	23%	21%
Evening or part-time	14%O	9%	7%	29%P	9%	58%R
Student diversity	17%	17%	15%	22%P	17%	15%
Minority faculty	12%	13%	10%	19%P	12%	16%
Student groups	14%	12%	12%	17%P	13%	11%
Early action program (nonbinding)	11%	10%	12%	11%	11%	7%
Early action program (binding)	6%	5%	5%	13%P	6%	10%R

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A2-1
 Exposure to information from law schools

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Law school websites	95%	95%B	92%	95%	97%B
Brochures, catalogs, etc.	94%	93%	95%	95%	94%
Other brochures	87%	86%	87%	91%A	91%AB
Online application services	77%	76%	81%A	75%	84%AC
E-mails from law school faculty	67%	66%	72%A	71%	72%A
Letters from law school faculty	65%	64%	66%	68%	68%
Campus visits: law school tours	64%	65%	69%D	64%	61%
Campus visits: meetings with admissions	55%	54%	64%AC	55%	53%
Campus visits: meetings with students	54%	53%	63%ACD	54%	54%
Law school CDs/DVDs	52%	50%	57%A	57%A	62%A
Campus visits: open house	52%	49%	64%ACD	55%	56%A
Campus visits: meetings with law school faculty	47%	45%	58%AD	50%	47%
Advertising on TV/Radio/Web	46%	45%	48%	48%	55%AB
Campus visits: attending classes	46%	45%	53%A	46%	48%
Other meetings with law school faculty	44%	43%	54%AD	47%	46%
Online chat rooms/bulletin boards	43%	42%	46%	45%	53%AB
E-mails from law school students	40%	38%	47%A	43%	48%A
Other meetings with law school graduates	39%	37%	50%AD	45%A	41%
Letters from law school students	36%	33%	45%A	41%A	44%A
Law school videos	34%	32%	40%A	39%A	45%A
Other meetings with law reps on college campus	34%	31%	43%A	43%A	40%A
Campus visits: law school conference	34%	30%	50%ACD	40%A	41%A
Calls from law school faculty	32%	31%	43%AD	36%	34%
Calls from law school students	32%	30%	40%A	39%A	37%A
Letters from law school graduates	31%	30%	38%A	35%	38%A
E-mails from law school graduates	31%	30%	36%A	35%	37%A
Other meetings with law reps at law fair/career day	30%	27%	43%A	41%A	41%A
Other meetings with law reps at Law School Forum	28%	24%	47%AC	38%A	43%A
Calls from law school graduates	25%	24%	34%A	29%	29%A
Other meetings with law reps off-campus event	25%	21%	39%A	34%A	35%A

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A2-2
 Exposure to information from law schools

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	5,066	853	2,772	1,434	2,308	2,748
Law school websites	95%	96%D	95%	94%	95%	95%
Brochures, catalogs, etc.	94%	96%CD	94%D	91%	92%	95%E
Other brochures	87%	91%CD	88%D	82%	86%	87%
Online application services	77%	80%D	78%D	74%	74%	80%E
E-mails from law school faculty	67%	73%CD	68%D	62%	67%	67%
Letters from law school faculty	65%	71%CD	66%D	58%	64%	65%
Campus visits: law school tours	64%	68%CD	64%	63%	64%	65%
Campus visits: meetings with admissions	55%	56%	54%	56%	55%	55%
Campus visits: meetings with students	54%	58%CD	54%D	51%	53%	55%
Law school CDs/DVDs	52%	62%CD	53%D	45%	53%	52%
Campus visits: open house	52%	53%	50%	54%C	50%	53%
Campus visits: meetings with law school faculty	47%	50%C	46%	46%	47%	46%
Advertising on TV/Radio/Web	46%	50%D	47%D	43%	46%	46%
Campus visits: attending classes	46%	50%CD	46%	44%	46%	46%
Other meetings with law school faculty	44%	47%D	45%	42%	44%	45%
Online chat rooms/bulletin boards	43%	49%C	43%	41%	44%	43%
E-mails from law school students	40%	50%CD	40%D	32%	40%	39%
Other meetings with law school graduates	39%	37%	40%	39%	41%F	38%
Letters from law school students	36%	43%CD	37%D	29%	36%	36%
Law school videos	34%	38%CD	34%	31%	35%	33%
Other meetings with law reps on college campus	34%	48%CD	35%D	24%	33%	34%
Campus visits: law school conference	34%	35%	33%	35%	34%	33%
Calls from law school faculty	32%	35%D	32%	30%	33%	32%
Calls from law school students	32%	37%CD	33%D	27%	33%	31%
Letters from law school graduates	31%	38%CD	32%D	26%	32%	31%
E-mails from law school graduates	31%	37%CD	32%D	26%	32%	30%
Other meetings with law reps at law fair/career day	30%	39%CD	31%D	23%	30%	30%
Other meetings with law reps at Law School Forum	28%	28%	28%	28%	27%	30%
Calls from law school graduates	25%	28%D	25%	23%	25%	25%
Other meetings with law reps off-campus event	25%	29%CD	25%D	22%	25%	25%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A2-3
 Exposure to information from law schools

	Parents' Education Level					Financial Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Aid a Factor (L)	Aid Not a Factor (M)
Unweighted Base	613	117	679	1,254	2,359	2,986	2,049
Law school websites	96%	97%	94%	96%	95%	95%	94%
Brochures, catalogs, etc.	95%	97%	94%	94%	93%	95%M	92%
Other brochures	87%	91%	87%	87%	86%	88%M	85%
Online application services	77%	78%	78%	78%	76%	79%M	75%
E-mails from law school faculty	67%	60%	66%	69%	67%	69%M	64%
Letters from law school faculty	65%	62%	63%	66%	64%	68%M	60%
Campus visits: law school tours	66%	58%	65%	65%	64%	65%	63%
Campus visits: meetings with admissions	56%	54%	56%	55%	54%	56%M	53%
Campus visits: meetings with students	54%	46%	54%	54%	54%	55%	53%
Law school CDs/DVDs	51%	56%	50%	54%	52%	55%M	49%
Campus visits: open house	57%JK	48%	54%K	51%	50%	52%	50%
Campus visits: meetings with law school faculty	49%	45%	47%	47%	46%	48%M	45%
Advertising on TV/Radio/Web	51%K	45%	47%	47%	44%	49%M	42%
Campus visits: attending classes	46%	37%	44%	46%	47%H	47%	45%
Other meetings with law school faculty	45%	42%	48%K	46%	43%	45%	44%
Online chat rooms/bulletin boards	45%I	37%	38%	41%	46%IJ	44%	42%
E-mails from law school students	36%	32%	35%	40%I	41%GI	41%M	37%
Other meetings with law school graduates	40%	32%	39%	40%	39%	40%	39%
Letters from law school students	33%	28%	33%	36%	37%I	38%M	32%
Law school videos	36%I	29%	31%	33%	35%	35%	33%
Other meetings with law reps on college campus	35%	31%	38%K	36%K	32%	35%M	32%
Campus visits: law school conference	39%HJK	26%	37%HK	33%	32%	35%	32%
Calls from law school faculty	33%	32%	34%	30%	32%	34%M	30%
Calls from law school students	31%	32%	30%	31%	33%	33%	31%
Letters from law school graduates	29%	26%	30%	32%	32%	34%M	29%
E-mails from law school graduates	30%	30%	29%	31%	32%	33%M	29%
Other meetings with law reps at law fair/career day	32%	25%	32%	31%	29%	31%	29%
Other meetings with law reps at Law School Forum	32%K	26%	29%	29%	27%	29%	27%
Calls from law school graduates	25%	22%	25%	24%	25%	26%	24%
Other meetings with law reps off-campus event	29%K	22%	26%	25%	24%	26%M	23%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A2-4
 Exposure to information from law schools

	Public or Private		Highly Qualified		Full-Time or Part-Time	
	Private (N)	Public (O)	Highly Qualified (P)	Not Highly Qualified (Q)	Full-Time (R)	Part-Time (S)
Unweighted Base	2,011	1,125	2,131	2,866	2,964	209
Law school websites	96%	95%	96%Q	94%	96%S	93%
Brochures, catalogs, etc.	95%	94%	95%Q	93%	95%S	91%
Other brochures	89%	87%	88%Q	86%	88%	86%
Online application services	79%	76%	77%	77%	78%	77%
E-mails from law school faculty	71%	72%	71%Q	64%	72%S	62%
Letters from law school faculty	69%	69%	69%Q	61%	70%	64%
Campus visits: law school tours	68%	66%	65%	64%	68%	68%
Campus visits: meetings with admissions	56%	56%	53%	56%P	56%	56%
Campus visits: meetings with students	58%	57%	55%	53%	58%S	51%
Law school CDs/DVDs	56%	54%	59%Q	47%	56%S	45%
Campus visits: open house	54%	51%	48%	54%P	53%	58%
Campus visits: meetings with law school faculty	49%	46%	45%	47%	48%	46%
Advertising on TV/Radio/Web	45%	43%	43%	48%P	44%	51%R
Campus visits: attending classes	50%	48%	48%Q	44%	50%	43%
Other meetings with law school faculty	45%	46%	43%	46%P	46%	44%
Online chat rooms/bulletin boards	47%O	42%	48%Q	39%	45%	44%
E-mails from law school students	43%	47%N	49%Q	33%	45%S	36%
Other meetings with law school graduates	39%	37%	36%	41%P	38%	41%
Letters from law school students	38%	38%	41%Q	31%	39%	32%
Law school videos	34%	32%	35%	33%	33%	34%
Other meetings with law reps on college campus	33%	32%	30%	36%P	33%	31%
Campus visits: law school conference	33%	31%	29%	36%P	33%	35%
Calls from law school faculty	34%	34%	34%Q	30%	34%S	27%
Calls from law school students	36%	34%	37%Q	28%	36%S	23%
Letters from law school graduates	34%	32%	35%Q	29%	33%	30%
E-mails from law school graduates	33%	33%	36%Q	27%	34%	31%
Other meetings with law reps at law fair/career day	30%O	26%	26%	33%P	29%	29%
Other meetings with law reps at Law School Forum	28%O	23%	24%	32%P	26%	35%R
Calls from law school graduates	26%	24%	25%	25%	26%	23%
Other meetings with law reps off-campus event	25%O	22%	22%	27%P	24%	26%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A3-1
Influence of information provided by law schools

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Law school websites	54%	54%CD	61%ACD	46%	46%
Campus visits: law school tours	54%	55%D	58%D	54%D	42%
Campus visits: meetings with students	51%	51%D	59%AD	52%	42%
Campus visits: open house	49%	48%	60%AD	52%	44%
Campus visits: attending classes	49%	49%	56%D	45%	45%
Campus visits: meetings with faculty	48%	48%	55%ACD	43%	44%
Campus visits: meetings with admissions	44%	41%	63%ACD	45%	39%
Other meetings with law school faculty	44%	42%	58%ACD	39%	40%
Other meetings with law school graduates	41%	40%	49%AC	33%	41%
Other meetings with law reps on college campus	36%	33%	51%AD	40%	32%
Other meetings with law reps at Law School Forum	36%	31%	58%ACD	30%	34%
Online application services	34%	32%	44%AD	36%	33%
Calls from law school faculty	34%	33%	44%AD	37%	29%
Campus visits: law school conference	31%	28%	43%AD	33%	26%
Other meetings with law reps at law fair/career day	31%	29%	43%ACD	25%	30%
Other meetings with law reps off-campus event	30%	25%	47%ACD	26%	26%
Calls from law school graduates	29%	26%	37%A	34%	28%
Brochures, catalogs, etc.	27%	26%	41%ACD	26%	26%
E-mails from law school faculty	27%	25%	40%AD	36%AD	24%
Letters from law school faculty	26%	24%	37%AD	36%AD	22%
Calls from law school students	26%	24%	35%AD	36%AD	21%
E-mails from law school students	22%	19%	32%AD	36%AD	21%
Letters from law school students	19%	18%	26%AD	26%A	17%
E-mails from law school graduates	19%	15%	29%A	35%AD	23%A
Letters from law school graduates	18%	16%	25%A	26%A	20%
Other brochures	16%	15%	31%ACD	16%	16%
Law school CDs/DVDs	9%	8%	19%ACD	9%	7%
Online chat rooms/bulletin boards	9%	8%	13%AD	6%	7%
Law school videos	8%	7%	20%ACD	6%	6%
Advertising on TV/Radio/Web	6%	5%	13%ACD	5%	6%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A3-2
Influence of information provided by law schools

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	5,066	853	2,772	1,434	2,308	2,748
Law school websites	54%	53%	56%D	50%	50%	57%E
Campus visits: law school tours	54%	56%D	56%D	48%	51%	56%E
Campus visits: meetings with students	51%	53%D	55%D	43%	46%	56%E
Campus visits: open house	49%	51%D	51%D	44%	44%	53%E
Campus visits: attending classes	49%	50%	50%	46%	45%	52%E
Campus visits: meetings with faculty	48%	48%	51%D	43%	43%	52%E
Campus visits: meetings with admissions	44%	44%	46%D	40%	40%	47%E
Other meetings with law school faculty	44%	46%	45%	41%	40%	47%E
Other meetings with law school graduates	41%	41%	41%	40%	37%	43%E
Other meetings with law reps on college campus	36%	37%	36%	35%	31%	40%E
Other meetings with law reps at Law School Forum	36%	39%	37%	33%	28%	43%E
Online application services	34%	33%	35%	32%	28%	39%E
Calls from law school faculty	34%	31%	34%	36%	33%	35%
Campus visits: law school conference	31%	29%	30%	31%	26%	34%E
Other meetings with law reps at law fair/career day	31%	34%	31%	30%	25%	36%E
Other meetings with law reps off-campus event	30%	31%	30%	28%	24%	35%E
Calls from law school graduates	29%	24%	31%B	26%	26%	31%E
Brochures, catalogs, etc.	27%	30%D	28%D	24%	23%	31%E
E-mails from law school faculty	27%	26%	27%	28%	24%	29%E
Letters from law school faculty	26%	24%	26%	27%	23%	28%E
Calls from law school students	26%	21%	29%BD	23%	24%	28%
E-mails from law school students	22%	23%	22%	20%	18%	25%E
Letters from law school students	19%	18%	20%	18%	16%	21%E
E-mails from law school graduates	19%	15%	19%	21%	17%	21%
Letters from law school graduates	18%	15%	20%B	17%	17%	20%
Other brochures	16%	18%D	17%	14%	13%	19%E
Law school CDs/DVDs	9%	10%	8%	10%	9%	9%
Online chat rooms/bulletin boards	9%	8%	9%	8%	9%	8%
Law school videos	8%	9%	8%	8%	8%	9%
Advertising on TV/Radio/Web	6%	5%	6%	6%	5%	7%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A3-3
Influence of information provided by law schools

	Parents' Education Level					Financial Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Aid a Factor (L)	Aid Not a Factor (M)
Unweighted Base	613	117	679	1,254	2,359	2,986	2,049
Law school websites	54%	50%	58%K	56%K	51%	57%M	49%
Campus visits: law school tours	50%	60%	61%GK	56%G	52%	55%	52%
Campus visits: meetings with students	48%	57%	53%	52%	51%	53%	49%
Campus visits: open house	45%	59%	48%	52%G	48%	50%	48%
Campus visits: attending classes	44%	56%	52%G	49%	48%	49%	48%
Campus visits: meetings with faculty	48%	55%	54%K	51%K	45%	49%	47%
Campus visits: meetings with admissions	45%	54%K	48%K	48%K	40%	45%M	42%
Other meetings with law school faculty	45%	53%	48%K	48%K	39%	46%M	40%
Other meetings with law school graduates	37%	51%	46%GK	41%	39%	42%	39%
Other meetings with law reps on college campus	40%K	61%GIJK	39%K	40%K	30%	37%	34%
Other meetings with law reps at Law School Forum	40%K	39%	40%K	40%K	31%	39%M	32%
Online application services	39%K	42%K	38%K	34%	31%	36%M	30%
Calls from law school faculty	33%	43%	37%	37%	32%	35%	32%
Campus visits: law school conference	34%K	39%	36%K	32%	27%	32%M	28%
Other meetings with law reps at law fair/career day	38%K	45%	35%K	34%K	25%	33%M	28%
Other meetings with law reps off-campus event	34%K	46%	32%K	34%K	24%	33%M	25%
Calls from law school graduates	35%K	27%	32%K	34%K	23%	30%	27%
Brochures, catalogs, etc.	29%K	26%	34%JK	28%K	25%	30%M	24%
E-mails from law school faculty	25%	30%	32%GK	27%	25%	28%	26%
Letters from law school faculty	26%	26%	31%JK	25%	24%	28%M	23%
Calls from law school students	30%K	32%	29%K	31%K	22%	27%	24%
E-mails from law school students	22%	18%	24%	25%K	20%	23%	20%
Letters from law school students	26%K	12%	25%K	20%K	15%	21%M	15%
E-mails from law school graduates	21%	11%	21%	22%K	16%	19%	18%
Letters from law school graduates	27%JK	13%	23%K	18%	15%	20%M	15%
Other brochures	18%	13%	22%HJK	16%	15%	18%M	14%
Law school CDs/DVDs	10%	8%	13%K	9%	7%	9%	8%
Online chat rooms/bulletin boards	6%	7%	11%G	8%	9%	9%	8%
Law school videos	10%	15%	13%K	9%	6%	9%	8%
Advertising on TV/Radio/Web	6%	2%	6%	6%	6%	7%M	5%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A3-4
Influence of information provided by law schools

	Public or Private		Highly Qualified		Full-Time or Part-Time	
	Private (N)	Public (O)	Highly Qualified (P)	Not Highly Qualified (Q)	Full-Time (R)	Part-Time (S)
Unweighted Base	2,011	1,125	2,131	2,866	2,964	209
Law school websites	54%	54%	52%	55%P	54%	52%
Campus visits: law school tours	57%	57%	57%Q	51%	58%S	47%
Campus visits: meetings with students	55%	51%	55%Q	49%	55%S	43%
Campus visits: open house	54%	51%	51%	48%	54%S	44%
Campus visits: attending classes	49%	51%	50%	48%	51%S	37%
Campus visits: meetings with faculty	50%	47%	50%	47%	50%S	37%
Campus visits: meetings with admissions	43%	45%	41%	46%P	45%S	35%
Other meetings with law school faculty	45%	41%	41%	45%P	44%	42%
Other meetings with law school graduates	41%	40%	36%	44%P	41%	33%
Other meetings with law reps on college campus	33%	41%N	33%	38%	36%	28%
Other meetings with law reps at Law School Forum	31%	42%N	31%	39%P	34%	35%
Online application services	32%	32%	29%	37%P	32%	38%
Calls from law school faculty	33%	37%	33%	35%	34%	32%
Campus visits: law school conference	29%	30%	26%	33%P	29%	34%
Other meetings with law reps at law fair/career day	28%	32%	27%	33%P	29%	25%
Other meetings with law reps off-campus event	27%	30%	31%	29%	29%S	13%
Calls from law school graduates	27%	26%	20%	35%P	27%	23%
Brochures, catalogs, etc.	27%	26%	26%	28%P	26%	26%
E-mails from law school faculty	26%	29%	24%	29%P	27%S	17%
Letters from law school faculty	25%	28%	23%	28%P	26%	28%
Calls from law school students	25%	25%	21%	32%P	25%	22%
E-mails from law school students	21%	24%	19%	25%P	23%S	12%
Letters from law school students	17%	20%	15%	23%P	19%	15%
E-mails from law school graduates	16%	18%	13%	24%P	17%	11%
Letters from law school graduates	16%	16%	13%	23%P	17%	10%
Other brochures	15%	15%	13%	19%P	15%	13%
Law school CDs/DVDs	7%	8%	6%	11%P	8%	6%
Online chat rooms/bulletin boards	10%	10%	9%	8%	10%	4%
Law school videos	7%	5%	5%	11%P	7%	3%
Advertising on TV/Radio/Web	5%	4%	4%	7%P	4%	7%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A4
Most helpful information provided by law schools

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Law school websites	51%	53%BC	39%	45%	49%B
Brochures, catalogs, etc.	42%	42%	45%	47%	42%
Campus visits: law school tours	23%	25%D	21%	21%	19%
Online application services	14%	14%	15%	17%	13%
Campus visits: open house	12%	12%D	14%D	12%	8%
Campus visits: attending classes	11%	11%	9%	10%	12%
Campus visits: meetings with students	11%	11%	10%	13%	8%
E-mails from law school faculty	9%	9%	14%A	10%	9%
Campus visits: meetings with admissions	9%	9%	10%	8%	8%
Other brochures	8%	7%	6%	10%	9%
Letters from law school faculty	8%	9%	7%	9%	8%
Other meetings with law school graduates	8%	8%	5%	5%	9%B
Campus visits: meetings with faculty	7%	7%	4%	7%	6%
Other meetings with law reps at Law School Forum	6%	4%	14%ACD	5%	10%A
Calls from law school faculty	5%	5%D	7%D	7%D	2%
Other meetings with law school faculty	4%	3%	4%	3%	2%
Other meetings with law reps on college campus	4%	3%	4%	5%	7%A
Law school CDs/DVDs	3%	2%	4%	3%	3%
Online chat rooms/bulletin boards	3%	3%C	3%C	-	2%C
Calls from law school students	3%	3%	2%	5%	3%
E-mails from law school students	3%	3%	3%	3%	3%
Other meetings with law reps at law fair/career day	3%	3%	4%	4%	4%
Calls from law school graduates	2%	1%	2%	3%A	2%
Law school videos	1%	1%	1%	-	1%
Advertising on TV/Radio/Web	1%	1%	1%	3%AD	1%
Letters from law school students	1%	1%	2%A	1%	2%A
Letters from law school graduates	1%	1%	*	1%	1%
E-mails from law school graduates	1%	1%	1%	2%	1%
Campus visits: law school conference	1%	1%	2%A	2%	1%
Other meetings with law reps off-campus event	1%	1%	1%	-	1%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

* = less than 1%

- = no case

TABLE A4-2
Most helpful information provided by law schools

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	5,066	853	2,772	1,434	2,308	2,748
Law school websites	51%	50%	52%	50%	50%	52%
Brochures, catalogs, etc.	42%	45%D	42%	39%	40%	44%E
Campus visits: law school tours	23%	28%CD	24%D	19%	23%	23%
Online application services	14%	13%	14%	15%	13%	15%E
Campus visits: open house	12%	12%	11%	14%C	10%	14%E
Campus visits: attending classes	11%	13%D	11%	10%	11%	11%
Campus visits: meetings with students	11%	13%D	11%D	8%	10%	11%
E-mails from law school faculty	9%	9%	9%	11%	9%	9%
Campus visits: meetings with admissions	9%	8%	9%	10%	9%	9%
Other brochures	8%	8%	8%	8%	8%	7%
Letters from law school faculty	8%	8%	9%	8%	9%F	7%
Other meetings with law school graduates	8%	6%	7%	9%	9%F	7%
Campus visits: meetings with faculty	7%	8%D	6%	6%	7%	6%
Other meetings with law reps at Law School Forum	6%	7%	6%	5%	5%	7%E
Calls from law school faculty	5%	4%	5%	4%	6%F	4%
Other meetings with law school faculty	4%	3%	3%	5%C	4%	3%
Other meetings with law reps on college campus	4%	6%CD	4%D	2%	4%	4%
Law school CDs/DVDs	3%	2%	2%	3%	3%F	2%
Online chat rooms/bulletin boards	3%	3%	3%	3%	4%F	2%
Calls from law school students	3%	3%	3%	2%	3%	3%
E-mails from law school students	3%	4%CD	3%D	2%	3%	3%
Other meetings with law reps at law fair/career day	3%	6%CD	3%D	2%	3%	4%
Calls from law school graduates	2%	2%	2%	1%	2%	1%
Law school videos	1%	1%	1%	1%	1%	*
Advertising on TV/Radio/Web	1%	1%	1%	1%	1%	1%
Letters from law school students	1%	2%D	1%	1%	1%	1%
Letters from law school graduates	1%	*	1%BD	*	1%	1%
E-mails from law school graduates	1%	1%	1%	1%	1%	1%
Campus visits: law school conference	1%	2%	1%	1%	1%	1%
Other meetings with law reps off-campus event	1%	1%	1%	1%	1%	1%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.
* = less than 1%

TABLE A4-3
Most helpful information provided by law schools

	Parents' Education Level					Financial Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Aid a Factor (L)	Aid Not a Factor (M)
Unweighted Base	613	117	679	1,254	2,359	2,986	2049
Law school websites	50%	56%	51%	53%	50%	52%	50%
Brochures, catalogs, etc.	46%K	49%	46%K	42%	40%	43%	41%
Campus visits: law school tours	22%	18%	24%	25%	23%	24%	23%
Online application services	16%	18%	15%	13%	14%	14%	14%
Campus visits: open house	14%J	15%	11%	11%	12%	12%	12%
Campus visits: attending classes	10%	13%	9%	11%	11%	11%	11%
Campus visits: meetings with students	8%	5%	11%G	10%	12%GH	10%	11%
E-mails from law school faculty	9%	7%	10%	9%	9%	9%	10%
Campus visits: meetings with admissions	8%	6%	9%	9%	9%	9%	9%
Other brochures	11%JK	12%JK	9%JK	7%	6%	8%	7%
Letters from law school faculty	8%	11%	9%	8%	8%	9%	8%
Other meetings with law school graduates	6%	9%	7%	9%G	8%	7%	8%
Campus visits: meetings with faculty	5%	4%	7%	6%	7%G	7%	6%
Other meetings with law reps at Law School Forum	6%	8%	6%	6%	6%	6%	6%
Calls from law school faculty	5%	9%IK	4%	5%	5%	5%	5%
Other meetings with law school faculty	6%K	3%	4%	4%	3%	4%	3%
Other meetings with law reps on college campus	4%	4%	4%	4%	4%	4%	4%
Law school CDs/DVDs	3%	1%	2%	2%	3%I	3%	2%
Online chat rooms/bulletin boards	2%	1%	3%	3%	4%GJ	3%	3%
Calls from law school students	3%	3%	3%	3%	3%	3%M	2%
E-mails from law school students	1%	2%	2%	3%G	3%G	3%	3%
Other meetings with law reps at law fair/career day	2%	3%	4%	4%	3%	4%	3%
Calls from law school graduates	1%	2%	1%	2%	2%	2%	2%
Law school videos	1%	-	1%	1%	*	1%	*
Advertising on TV/Radio/Web	1%	2%	1%	2%	1%	1%	1%
Letters from law school students	1%	-	1%	1%	1%	1%	1%
Letters from law school graduates	1%	-	1%	*	1%	1%	1%
E-mails from law school graduates	1%	1%	1%	*	1%	1%	1%
Campus visits: law school conference	2%	1%	1%	1%	1%	1%	1%
Other meetings with law reps off-campus event	1%	2%	1%	1%	1%	1%	1%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

* = less than 1%

- = no case

TABLE A4-4
Most helpful information provided by law schools

	Public or Private		Qualified		Full-Time or Part-Time	
	Private (N)	Public (O)	Highly Qualified (P)	Not Highly Qualified (Q)	Full-Time (R)	Part-Time (S)
Unweighted Base	2,011	1,125	2,131	2,866	2,964	209
Law school websites	52%	53%	53%	50%	52%	48%
Brochures, catalogs, etc.	41%	40%	41%	43%	41%	36%
Campus visits: law school tours	26%	26%	26%Q	21%	27%S	16%
Online application services	13%	12%	12%	16%P	13%	19%R
Campus visits: open house	14%	14%	13%	11%	14%	15%
Campus visits: attending classes	12%	11%	13%Q	9%	12%S	6%
Campus visits: meetings with students	13%	12%	13%Q	9%	13%	11%
E-mails from law school faculty	8%	11%N	9%	9%	9%	8%
Campus visits: meetings with admissions	9%	8%	8%	10%P	9%	13%R
Other brochures	7%	6%	6%	9%P	6%	8%
Letters from law school faculty	7%	10%N	9%	8%	9%S	4%
Other meetings with law school graduates	8%	7%	7%	8%	8%	9%
Campus visits: meetings with faculty	8%	7%	7%Q	6%	8%	7%
Other meetings with law reps at Law School Forum	5%	6%	5%	7%P	5%	5%
Calls from law school faculty	5%	6%	6%Q	4%	5%	7%
Other meetings with law school faculty	3%	3%	3%	4%P	3%	5%
Other meetings with law reps on college campus	4%	4%	4%	4%	4%	3%
Law school CDs/DVDs	2%	3%	2%	3%	2%	2%
Online chat rooms/bulletin boards	4%	3%	4%Q	2%	3%	3%
Calls from law school students	3%	3%	3%	3%	3%	3%
E-mails from law school students	3%	4%	4%Q	2%	3%	2%
Other meetings with law reps at law fair/career day	3%	4%	4%	3%	3%	3%
Calls from law school graduates	2%	1%	1%	2%	2%	2%
Law school videos	1%	*	*	1%	*	2%R
Advertising on TV/Radio/Web	1%	1%	1%	2%P	1%	4%R
Letters from law school students	1%	1%	1%	1%	1%	*
Letters from law school graduates	1%	1%	1%	1%	1%	*
E-mails from law school graduates	1%	1%	1%	1%	1%	*
Campus visits: law school conference	1%	2%N	1%	1%	1%	-
Other meetings with law reps off-campus event	1%	1%	1%	1%	1%	-

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

* = less than 1%

- = no case

TABLE A5
Received unsolicited materials

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Received unsolicited materials	88%	89%	86%	87%	88%
Avg. number of schools that sent materials	12	12.6 B	9.2	12.7 B	10.7 B
Apply to school that sent unsolicited materials*	41%	37%BCD	53%	50%	48%B
Avg. number of schools persuaded to apply*	2.1	1.7	1.5	1.7	6.8ABC

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

*Among those who received unsolicited material

TABLE A6
Types of unsolicited materials

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base (those who received materials)	4,481	3,129	353	193	384
Types of unsolicited materials received*					
Brochures	81%	81%B	77%	83%	82%
Letters	32%	33%	29%	28%	33%
E-mails	19%	20%	19%	15%	18%
Application forms	16%	14%	20%A	19%	20%A
Catalogs	15%	15%	21%AD	16%	15%
DVDs/CD-ROMs	14%	15%D	14%D	15%D	9%
Fee waivers	12%	12%	13%	14%	10%
Viewbooks	11%	11%	12%	8%	10%
Postcards	6%	6%	5%	5%	5%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.
*top mentions

TABLE A7
What about unsolicited communications impressed applicants*

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base (those who received materials and applied to at least one school who sent unsolicited materials)	1,831	1,168	1,87	97	186
School Attributes	48%	45%	53%A	51%	45%
Programs offered	12%	10%	17%A	14%	16%A
Location of school	12%	13%B	7%	8%	11%
Prestige/status/reputable name	9%	9%	7%	12%D	5%
National standing/ranking	6%	5%	3%	12%AB	6%
Information about clinics/programs/concentrations of interest	5%	5%	6%	4%	3%
Chance of admission/different admission standards	4%	4%	4%	2%	5%
Showcase strengths of school	3%	2%	7%A	5%A	4%A
Description of faculty/faculty credentials	3%	3%	2%	2%	2%
Cost/Scholarships/Financial	46%	48%B	37%	46%	45%
Fee waivers/free applications	39%	40%B	32%	42%	39%
Scholarship information	5%	6%	3%	4%	5%
Attractive scholarship offers	3%	3%	4%	2%	3%
Materials	17%	17%	18%	16%	20%
Personalized information/letters	5%	5%	5%	5%	6%
Brochures	4%	3%	4%	4%	6%
Comprehensive Materials	3%	2%	3%	2%	1%
General Information	14%	13%	16%	19%	15%
Awareness of schools I was not familiar with	6%	6%	4%	7%	5%
Profiles/information about students	3%	2%	6%AC	1%	4%
Miscellaneous	12%	11%	18%A	12%	13%
Like being pursued	9%	8%	13%A	9%	10%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.
*top mentions

TABLE A8
Improving communications

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
General Information	32%	33%	32%	34%	31%
Communication should be more personal*	11%	10%	12%	12%	12%
Less marketing type information	6%	6% B	3%	5%	5%
Info geared to clinics/programs/concentrations I'm interested in	5%	5%	3%	4%	3%
Want ability to check application status	4%	4%	5%	4%	3%
Questions not answered in timely manner	3%	4%	3%	2%	3%
Should have more student involvement	3%	3%	3%	3%	3%
School Attributes	15%	15%D	15%	13%	11%
Want more details about admissions	3%	3%	4%	2%	3%
Received info from schools from locations I'm not interested in	3%	3%D	2%	3%D	1%
Want info on what separates one school from another	2%	2%	2%	-	2%
Want to know school ranking	2%	2%	3%	1%	1%
Materials	13%	14%BD	10%	11%	10%
Materials came too late	6%	7%D	5%	5%	4%
Low quality	3%	3%	2%	3%	3%
Electronic Communications	7%	7%B	4%	4%	8%BC
Better/more up to date info on website	4%	4%	3%	2%	5%
Sent too many e-mails	2%	2%B	-	1%	3%B
Miscellaneous	39%	38%	45%AC	34%	41%
Unsolicited communications make schools seem desperate	6%	6%BC	4%	2%	6%C
Excessive amount received	5%	6%BD	4%	3%	4%
Need more helpful staff/admission office personnel	4%	3%	7%A	5%	4%
Wanted more materials	3%	3%	4%	5%	2%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

*top mentions

- = no case

TABLE A9-1
Exposure to information from other sources

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Published rankings	90%	90%B	85%	90%	93%AB
The LSAC website/links	81%	81%	78%	82%	86%AB
Advice from friends	81%	81%B	76%	81%	84%B
Advice from parents/relatives	79%	80%B	72%	78%	78%B
The data search on the LSAC website	78%	78%	75%	75%	84%AB
Other guidebooks	77%	76%	76%	79%	81%A
The LSACD on the Web	71%	71%	68%	69%	76%ABC
The ABA-LSAC Official Guide	70%	69%	68%	69%	74%A
Newspaper or magazine articles	68%	67%B	62%	73%AB	77%AB
Advice from attorneys	61%	62%	58%	66%	61%
Advice from employers/coworkers	55%	55%	53%	59%	55%
Advice from college faculty member	54%	53%	58%A	59%	53%
Advice from prelaw advisor	52%	51%	50%	57%	57%AB
Advice from spouse/partner	44%	44%BD	36%	57%ABD	38%
Online discussion boards	22%	21%	22%	20%	32%ABC
Other websites #1	19%	19%	22%	20%	19%
LSAC Canadian Registration Book	5%	4%	5%	7%	8%A

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A9-2
Exposure to information from other sources

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	5,066	853	2,772	1,434	2,308	2,748
Published rankings	90%	94%D	92%D	85%	91%	90%
The LSAC website/links	81%	81%	82%	80%	81%	81%
Advice from friends	81%	82%	82%D	79%	81%	81%
Advice from parents/relatives	79%	91%CD	83%D	62%	76%	80%E
The data search on the LSAC website	78%	79%	79%D	76%	79%	78%
Other guidebooks	77%	78%D	79%D	72%	78%F	76%
The LSACD on the Web	71%	69%	72%	71%	71%	71%
The ABA-LSAC Official Guide	70%	69%	71%D	68%	70%	69%
Newspaper or magazine articles	68%	72%D	69%D	61%	71%F	65%
Advice from attorneys	61%	60%	63%D	58%	58%	63%E
Advice from employers/coworkers	55%	49%	57%BD	53%	50%	58%E
Advice from college faculty member	54%	70%CD	58%D	37%	54%	54%
Advice from prelaw advisor	52%	69%CD	56%D	34%	51%	53%
Advice from spouse/partner	44%	36%	40%B	56%BC	44%	43%
Online discussion boards	22%	24%	22%	22%	26%F	19%
Other websites #1	19%	20%	19%	19%	20%	19%
LSAC Canadian Registration Book	5%	4%	5%	6%	6%	5%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A9-3
Exposure to information from other sources

	Parents' Education Level					Financial Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Financial Aid a Factor (L)	Financial Aid Not a Factor (M)
Unweighted Base	613	117	679	1,254	2,359	2,986	2,049
Published rankings	86%	84%	88%	90%GH	92%GHIJ	91%M	89%
The LSAC website/links	80%	82%	81%	82%	81%	83%M	79%
Advice from friends	78%	83%	78%	81%	82%GI	82%M	80%
Advice from parents/relatives	61%	65%	74%GH	80%GHI	84%GHIJ	79%	78%
The data search on the LSAC website	78%	80%	81%K	80%	77%	80%M	77%
Other guidebooks	74%	68%	75%	77%H	79%GHI	77%	77%
The LSACD on the Web	69%	65%	72%	69%	73%GJ	71%	71%
The ABA-LSAC Official Guide	70%	78%K	72%K	69%	68%	71%M	68%
Newspaper or magazine articles	62%	60%	64%	67%G	70%GHI	67%	68%
Advice from attorneys	57%	62%	63%G	61%	62%	62%	60%
Advice from employers/coworkers	52%	54%	58%G	54%	55%	55%	54%
Advice from college faculty member	51%	53%	57%G	54%	54%	55%	52%
Advice from prelaw advisor	49%	51%	56%GK	53%	51%	52%	52%
Advice from spouse/partner	48%JK	48%	48%JK	42%	41%	45%M	42%
Online discussion boards	18%	22%	24%G	22%G	23%G	23%	22%
Other websites #1	17%	22%	20%	20%	19%	20%	19%
LSAC Canadian Registration Book	5%	3%	5%	5%	5%	5%	5%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A9-4
Exposure to information from other sources

	Public or Private		Qualified		Full-Time or Part-Time	
	Private (N)	Public (O)	Highly Qualified (P)	Not Highly Qualified (Q)	Full-Time (R)	Part-Time (S)
Unweighted Base	2,011	1,125	2,131	2,866	2,964	209
Published rankings	93%	94%	95%Q	87%	94%S	83%
The LSAC website/links	81%	81%	80%	82%	81%	78%
Advice from friends	82%	84%	84%Q	78%	83%	82%
Advice from parents/relatives	82%	82%	85%Q	74%	83%S	69%
The data search on the LSAC website	79%	76%	77%	79%P	78%	80%
Other guidebooks	78%	78%	78%	76%	79%S	71%
The LSACD on the Web	72%	69%	71%	71%	71%	73%
The ABA-LSAC Official Guide	71%	68%	67%	72%P	70%	65%
Newspaper or magazine articles	70%	67%	71%Q	65%	69%S	62%
Advice from attorneys	62%	62%	62%	61%	62%	60%
Advice from employers/coworkers	55%	53%	54%	55%	54%	55%
Advice from college faculty member	55%	54%	57%Q	52%	55%	49%
Advice from prelaw advisor	53%	51%	54%Q	51%	53%	49%
Advice from spouse/partner	42%	45%	43%	44%	43%	45%
Online discussion boards	24%	23%	25%Q	20%	24%	21%
Other websites #1	20%	21%	20%	18%	20%	16%
LSAC Canadian Registration Book	4%	4%	4%	6%P	4%	3%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A10-1
Influence of information from other sources

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Other websites #1	61%	62%	68%D	61%	53%
Published rankings	52%	51%	47%	56%B	63%AB
The ABA-LSAC Official Guide	49%	48%	55%A	53%	52%
The data search on LSAC website	48%	48%	47%	53%	49%
Advice from spouse/partner	48%	50%D	45%	45%	38%
Advice from parents/relatives	46%	47%	45%	49%	42%
Advice from attorneys	41%	40%	43%	46%	43%
Other guidebooks	39%	39%	42%	39%	42%
Advice from friends	37%	36%	41%	39%	40%
Advice from college faculty member	37%	38%D	47%ACD	36%	29%
The LSACD on the Web	35%	34%	38%	32%	40%A
Advice from prelaw advisor	35%	35%	40%	38%	31%
The LSAC website/links	33%	31%	43%ACD	32%	34%
Advice from employers/coworkers	33%	32%	34%	42%A	37%
Newspaper or magazine article	23%	21%	20%	27%	28%AB
Online discussion boards	22%	21%	29%	22%	24%
LSAC Canadian Registration Book	9%	5%	18%	19%	9%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A10-2
Influence of information from other sources

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	5,066	853	2,772	1,434	2,308	2,748
Other websites #1	61%	65%D	64%D	54%	61%	61%
Published rankings	52%	63%CD	55%D	41%	54%F	51%
The ABA-LSAC Official Guide	49%	54%CD	49%	46%	49%	49%
The data search on LSAC website	48%	53%CD	48%D	44%	48%	48%
Advice from spouse/partner	48%	42%	47%	53%BC	48%	49%
Advice from parents/relatives	46%	50%D	49%D	35%	43%	49%E
Advice from attorneys	41%	38%	43%BD	38%	39%	43%E
Other guidebooks	39%	42%D	40%D	35%	38%	40%
Advice from friends	37%	29%	39%B	39%B	36%	38%
Advice from college faculty member	37%	38%	37%	37%	35%	39%E
The LSACD on the Web	35%	39%D	36%D	32%	34%	37%
Advice from prelaw advisor	35%	34%	37%D	32%	31%	38%E
The LSAC website/links	33%	32%	33%	32%	29%	35%E
Advice from employers/coworkers	33%	29%	35%B	32%	29%	37%E
Newspaper or magazine article	23%	24%D	24%D	19%	22%	23%
Online discussion boards	22%	21%	24%	20%	24%	20%
LSAC Canadian Registration Book	9%	8%	8%	11%	6%	11%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A10-3
Influence of information from other sources

	Parents' Education Level					Financial Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Aid a Factor (L)	Aid Not a Factor (M)
Unweighted Base	613	117	679	1,254	2,359	2,986	2,049
Other websites #1	65%	69%	62%	62%	60%	62%	59%
Published rankings	42%	47%	48%	53%GI	56%GJI	51%	55%L
The ABA-LSAC Official Guide	47%	46%	49%	52%K	48%	51%M	46%
The data search on LSAC website	48%	44%	49%	51%K	46%	49%	47%
Advice from spouse/partner	53%	52%	46%	49%	47%	49%	47%
Advice from parents/relatives	36%	42%	37%	44%GI	52%GJI	45%	48%L
Advice from attorneys	37%	42%	36%	40%	44%GI	40%	42%
Other guidebooks	34%	34%	40%G	39%	41%G	38%	41%
Advice from friends	37%	37%	35%	35%	39%	37%	37%
Advice from college faculty member	38%	47%	40%K	39%K	35%	38%	36%
The LSACD on the Web	37%	46%K	36%	37%	34%	36%	35%
Advice from prelaw advisor	35%	35%	36%	36%	34%	36%	34%
The LSAC website/links	37%K	34%	40%JK	33%K	29%	34%	31%
Advice from employers/coworkers	32%	37%	30%	33%	35%	33%	33%
Newspaper or magazine article	20%	20%	22%	23%	23%	22%	24%
Online discussion boards	22%	23%	20%	22%	23%	22%	22%
LSAC Canadian Registration Book	17%	-	14%	7%	7%	11%	5%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

- = no case

TABLE A10-4
Influence of information from other sources

	Public or Private		Qualified		Full-Time or Part-Time	
	Private (N)	Public (O)	Highly Qualified (P)	Not Highly Qualified (Q)	Full-Time (R)	Part-Time (S)
Unweighted Base	2,011	1,125	2,131	2,866	2,964	209
Other websites #1	64%	62%	61%	62%	63%	64%
Published rankings	57%	58%	65%Q	42%	57%	51%
The ABA-LSAC Official Guide	50%	52%	47%	50%	50%	54%
The data search on LSAC website	49%	50%	47%	49%	49%	49%
Advice from spouse/partner	45%	57%N	49%	48%	49%	49%
Advice from parents/relatives	45%	48%	46%	46%	46%	42%
Advice from attorneys	41%	39%	40%	42%	40%	44%
Other guidebooks	41%	41%	42%Q	37%	41%	36%
Advice from friends	35%	36%	35%	38%	35%	44%R
Advice from college faculty member	35%	38%	36%	39%	36%	38%
The LSACD on the Web	36%	33%	34%	37%	35%	36%
Advice from prelaw advisor	34%	34%	34%	36%	34%	36%
The LSAC website/links	30%	30%	26%	37%P	30%	33%
Advice from employers/coworkers	33%O	29%	32%	34%	32%	34%
Newspaper or magazine article	23%	22%	26%Q	19%	22%	23%
Online discussion boards	26%	22%	25%	20%	25%S	11%
LSAC Canadian Registration Book	4%	5%	3%	11%P	4%	-

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

- = no case

TABLE A11-1
Most helpful information from other sources

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Published rankings	33%	32%	27%	35%	44%ABC
Advice from attorneys	33%	34%D	32%D	38%D	24%
The ABA-LSAC Official Guide	30%	29%	33%A	28%	36%AC
The data search on the LSAC website	25%	25%	25%	23%	28%
Advice from parents/relatives	24%	25%D	22%	21%	19%
Advice from friends	17%	16%	15%	18%	24%AB
Other guidebooks	16%	16%	16%	19%	16%
Advice from prelaw advisor	14%	14%	15%	17%D	11%
Advice from spouse/partner	13%	14%BD	10%	12%	8%
The LSACD on the Web	12%	12%	13%	12%	14%
The LSAC website/links	12%	12%	16%A	11%	14%
Advice from college faculty member	11%	11%D	11%	8%	8%
Website #1	9%	9%D	8%	11%D	6%
Advice from employers/coworkers	8%	8%	7%	10%	8%
Newspaper or magazine articles	4%	4%	3%	6%	5%
Online discussion boards	3%	3%	1%	*	4%BC
LSAC Canadian Registration Book	*	*	-	-	-

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

* = less than 1%

- = no case

TABLE A11-2
Most helpful information from other sources

	Total (A)	Age	Gender	27+ (D)	Male (E)	Female (F)
		22 and Under (B)	23-26 (C)			
Unweighted Base	5,066	853	2,772	1,434	2,308	2,748
Published rankings	33%	41%CD	35%D	25%	36%F	30%
Advice from attorneys	33%	28%	33%B	35%B	31%	34%
The ABA-LSAC Official Guide	30%	31%	31%	28%	30%	30%
The data search on the LSAC website	25%	26%	25%	26%	26%	25%
Advice from parents/relatives	24%	30%D	27%D	14%	23%	24%
Advice from friends	17%	12%	16%B	20%BC	18%F	15%
Other guidebooks	16%	15%	18%BD	14%	16%	16%
Advice from prelaw advisor	14%	19%CD	16%D	7%	12%	15%E
Advice from spouse/partner	13%	8%	9%	21%BC	13%	12%
The LSACD on the Web	12%	13%	12%	13%	11%	13%E
The LSAC website/links	12%	10%	11%	14%BC	10%	13%E
Advice from college faculty member	11%	16%CD	11%D	7%	10%	11%
Website #1	9%	9%	9%	8%	9%	8%
Advice from employers/coworkers	8%	5%	8%B	8%B	6%	9%E
Newspaper or magazine articles	4%	4%	4%	5%C	4%	4%
Online discussion boards	3%	3%	2%	2%	3%F	2%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A11-3
Most helpful information from other sources

	Parents' Education Level					Financial Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Financial Aid a Factor (L)	Financial Aid Not a Factor (M)
Unweighted Base	613	117	679	1,254	2,359	2,986	2,049
Published rankings	25%	24%	29%	33%GH	36%GHIJ	32%	35%L
Advice from attorneys	31%	39%	33%	32%	33%	32%	33%
The ABA-LSAC Official Guide	31%K	32%	32%K	33%K	27%	32%M	27%
The data search on the LSAC website	27%K	25%	27%K	27%K	23%	26%	25%
Advice from parents/relatives	12%	14%	17%G	22%GHI	30%GHIJ	22%	27%L
Advice from friends	16%	21%	14%	17%	17%	17%	17%
Other guidebooks	14%	9%	17%H	17%H	17%H	16%	17%
Advice from prelaw advisor	14%	13%	16%	14%	13%	14%	14%
Advice from spouse/partner	17%JK	17%K	15%JK	12%	11%	13%	12%
The LSACD on the Web	14%	14%	14%	12%	12%	13%	12%
The LSAC website/links	15%JK	12%	16%JK	10%	11%	13%M	11%
Advice from college faculty member	13%IK	10%	10%	11%	10%	12%M	9%
Website #1	8%	16%GIKJ	9%	9%	8%	9%	8%
Advice from employers/coworkers	8%	10%	8%	7%	8%	8%	8%
Newspaper or magazine articles	5%	6%	4%	3%	4%	4%	4%
Online discussion boards	1%	3%	3%	2%	3%GJ	3%	3%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A11-4
Most helpful information from other sources

	Public or Private		Qualified		Full-Time or Part-Time	
	Private (N)	Public (O)	Highly Qualified (P)	Not Highly Qualified (Q)	Full-Time (R)	Part-Time (S)
Unweighted Base	2,011	1,125	2,131	2,866	2,964	209
Published rankings	38%	38%	45%Q	24%	38%S	30%
Advice from attorneys	32%	31%	29%	35%P	31%	31%
The ABA-LSAC Official Guide	30%	29%	26%	33%P	30%	29%
The data search on the LSAC website	26%	24%	23%	27%P	25%	29%
Advice from parents/relatives	25%	27%	26%Q	22%	26%	21%
Advice from friends	16%	17%	17%	16%	16%	21%
Other guidebooks	17%	17%	17%	16%	18%	14%
Advice from prelaw advisor	14%	13%	14%	14%	14%	15%
Advice from spouse/partner	11%	15%N	13%	12%	13%	13%
The LSACD on the Web	11%	11%	10%	14%P	12%	9%
The LSAC website/links	10%	11%	8%	15%P	10%	13%
Advice from college faculty member	11%	11%	13%Q	9%	11%	8%
Website #1	9%	10%	10%	8%	10%	7%
Advice from employers/coworkers	9%	7%	8%	8%	8%	11%
Newspaper or magazine articles	4%	3%	5%Q	3%	4%	3%
Online discussion boards	3%O	2%	4%Q	2%	3%	2%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A12
Law school rankings

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Consulted <i>US News and World Report</i> rankings	78%	78%B	69%	79%B	86% ABC
Consulted other rankings	44%	45%B	37%	44%	42%
<i>US News and World Report</i> rankings a factor in decision	58%	56%	55%	61%	65%AB
Other rankings a factor in decision	76%	74%	75%	83%AB	83%AB

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A13
Expectations of discrimination

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Provided Race on Application	89%	87%	98%A	100%AC	98%A
Application Process					
On the basis of:					
Gender	13%	14%	14%	10%	11%
Race/ethnicity	27%	24%	38%AC	24%	33%AC
Sexual orientation	2%	2%	3%	4%A	2%
While Attending Law School					
On the basis of:					
Gender	15%	13%	29%ABD	21%A	17%A
Race/ethnicity	12%	4%	56%ABD	32%A	25%A
Sexual orientation	2%	2%	4%AD	3%	2%
During Job Search After Law School					
On the basis of:					
Gender	27%	24	40%ACD	32%A	34%A
Race/ethnicity	18%	8%	65%ACD	35%A	46%AC
Sexual orientation	3%	2%	6%A	5%	3%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A14
Cost and financial aid

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Applied for financial aid	79%	78%	84% AD	85% AD	77%
Excluded law school(s) due to cost	33%	33%D	39%AD	35%D	26%
Amount of aid factor in enrollment decision	59%	58%	68%AD	67%AD	58%
Amount of merit-based scholarship a factor	53%	52%	54%	55%	54%
Amount of need-based scholarship a factor	49%	46%	60%AD	58%A	53%A
Loan forgiveness program a factor in attending	20%	18%	27%A	21%	23% A
Debt burden a factor in attending	44%	44%	48%	46%	44%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A15
First considered law school

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
In high school or earlier	45%	46%D	54%AD	50%D	31%
1st/2nd year of college	16%	16%B	12%	14%	15%
3rd year of college	12%	12%	9%	11%	14%
4th year of college	7%	7%	6%	6%	11%AB
After college graduation	13%	13%	10%	12%	23%ABC
During a break in education	5%	4%	6%	6%	5%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A16
Decided to apply to law school

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
In high school or earlier	8%	7%	10%A	12%A	8%
1st/2nd year of college	13%	13%	12%	14%	11%
3rd year of college	17%	18%B	12%	16%	16%
4th year of college	17%	16%	19%	18%	19%
After college graduation	31%	32%	28%	27%	35%BC
During a break in education	13%	12%	16%D	12%	11%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A17:
Parents' education

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Parent 1					
Less than high school	5%	3%	10%AD	17%ABD	6%A
HS diploma or equivalent	16%	15%D	23%AD	21%AD	12%
Business or trade school	3%	3%	4%	3%	3%
Some college	8%	8%D	10%D	9%	5%
Associate degree	5%	5%	8%A	7%	5%
Bachelor's degree	25%	26%BC	17%	17%	28%BC
Graduate or prof. degree	37%	39%BC	27%	24%	39%BC
Parent 2					
Less than high school	4%	2%	10%D	16%ABD	5%A
HS diploma or equivalent	15%	14%	20%A	21%A	16%
Business or trade school	4%	3%	7%ACD	3%	2%
Some college	12%	12%D	13%D	16%D	8%
Associate degree	7%	7%	5%	8%	9%B
Bachelor's degree	29%	31%BC	19%	18%	32%BC
Graduate or prof. degree	27%	29%BC	17%	14%	27%BC

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A18
Grandparents' education

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Number of grandparents completed high school					
0	9%	5%	24%AD	26%AD	13%A
1	5%	3%	9%A	7%A	6%A
2	11%	9%	12%	15%A	13%A
3	10%	10%B	6%	10%	8%
4	41%	49%BCD	16%	15%	21%B
Number of grandparents completed 4 years of college					
0	42%	39%D	62%AD	60%AD	32%
1	14%	16%BCD	9%	9%	10%
2	14%	15%BCD	7%	10%	11%B
3	5%	6%BC	1%	1%	4%BC
4	5%	5%BC	2%	1%	4%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE A19
Relatives who have attended law school

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	5,066	3,519	412	221	437
Parent	12%	13%BCD	8%	7%	5%
Brother or sister	6%	6%	6%	8%	6%
Other relatives	21%	22%CD	19%	14%	18%
Spouse/partner	2%	2%	2%	3%	2%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

Phase I Questionnaire



SURVEY OF LAW SCHOOL APPLICANTS

The information that you provide will be related to other information in the Law School Admission Council database. All information will be kept in strictest confidence. Only the professional researchers conducting the study will have access to individually identifiable data.

APPLICATION TO LAW SCHOOL

1. Some of the factors that might have influenced your law school application choices are listed below. How important to you was each of the following factors in choosing the law school(s) to which you have applied? *(CIRCLE THE NUMBER ON EACH LINE THAT BEST REPRESENTS YOUR RATING.)*

	Not at all Important		Somewhat Important		Extremely Important
a. Overall reputation or prestige of the law school.....	1	2	3	4	5
b. Availability of a particular academic program or specialty.....	1	2	3	4	5
c. Socio-economic and racial/ethnic diversity of the student body.....	1	2	3	4	5
d. Location: part of the country, distance from home.....	1	2	3	4	5
e. Your ability to compete on a relatively equal footing with most students...	1	2	3	4	5
f. Presence of particular student interest groups and organizations.....	1	2	3	4	5
g. Low cost of attendance.....	1	2	3	4	5
h. Social environment in which you would feel comfortable.....	1	2	3	4	5
i. Availability of academic support programs (such as a summer program or a tutorial program during the year).....	1	2	3	4	5
j. Success of graduates in passing the bar.....	1	2	3	4	5
k. Personal attention to students.....	1	2	3	4	5
l. Your ability to attend in the evening or part-time.....	1	2	3	4	5
m. Presence of minorities on the faculty.....	1	2	3	4	5
n. Surroundings: neighborhood, city, or town, availability of off-campus recreational and cultural activities.....	1	2	3	4	5
o. Success of graduates in the job market.....	1	2	3	4	5
p. Opportunities to participate in clinics, internships, or similar programs combining practical experience with law study.....	1	2	3	4	5
q. Likelihood of being admitted.....	1	2	3	4	5
r. Standings in published law school rankings.....	1	2	3	4	5
s. Availability of need-based grants and loans.....	1	2	3	4	5
t. Availability of merit-based scholarships.....	1	2	3	4	5
u. Availability of a binding early decision program.....	1	2	3	4	5
v. Availability of a non-binding early action program.....	1	2	3	4	5
w. An offer of an application fee waiver.....	1	2	3	4	5

INFORMATION PROVIDED BY LAW SCHOOLS

2. Please indicate the extent to which various kinds of information provided by law schools influenced your decisions about the law schools to which you would apply. *(IF YOU DID NOT RECEIVE INFORMATION OF A GIVEN TYPE, CIRCLE 0.)*

	Did Not Receive That Type of Information	Little or No Influence		Moderate Influence		Strong Influence
Publications, Videos, Web Sites						
a. Law school brochures, catalogs, viewbooks, etc.	0	1	2	3	4	5
b. Other brochures from law school.....	0	1	2	3	4	5
c. Law school CDs/DVDs.....	0	1	2	3	4	5
d. Law school videos	0	1	2	3	4	5
e. Law school web site content.....	0	1	2	3	4	5
f. Advertising in publications, on radio/TV, on the web.....	0	1	2	3	4	5
g. Online chat rooms or bulletin boards.....	0	1	2	3	4	5
h. Online application services	0	1	2	3	4	5
Telephone calls						
i. From law school faculty/staff.....	0	1	2	3	4	5
j. From law school students.....	0	1	2	3	4	5
k. From law school graduates.....	0	1	2	3	4	5
Letters						
l. From law school faculty/staff.....	0	1	2	3	4	5
m. From law school students.....	0	1	2	3	4	5
n. From law school graduates.....	0	1	2	3	4	5
E-mails						
o. From law school faculty/staff.....	0	1	2	3	4	5
p. From law school students.....	0	1	2	3	4	5
q. From law school graduates.....	0	1	2	3	4	5
Campus visits						
r. Law school tours.....	0	1	2	3	4	5
s. Attending classes.....	0	1	2	3	4	5
t. Law school conference.....	0	1	2	3	4	5
u. Meetings with admission staff.....	0	1	2	3	4	5
v. Meetings with faculty members.....	0	1	2	3	4	5
w. Meetings with students.....	0	1	2	3	4	5
x. Law school open house for applicants.....	0	1	2	3	4	5
Other meetings with law representatives						
y. Meeting with graduates of a law school.....	0	1	2	3	4	5
z. Meeting with law school faculty or staff.....	0	1	2	3	4	5
aa. On your college or university campus.....	0	1	2	3	4	5
bb. At an off-campus law school sponsored event.....	0	1	2	3	4	5
cc. At a Law School Forum sponsored by LSAC.....	0	1	2	3	4	5
dd. At a law fair or career day.....	0	1	2	3	4	5

3. Which kinds of information listed above were most helpful to you? *(PLEASE WRITE IN UP TO THREE LETTERS FROM THE LIST OF INFORMATION TYPES ABOVE.)*

4. Did you receive letters, brochures, catalogs or e-mails that you had not requested from one or more law schools?

Yes (*CONTINUE TO Q5*) No (*SKIP TO Q9*)

5. How many schools sent you materials you had not requested?

6. What types of materials did you receive from these law schools?

7. Of these schools that sent you materials you had not requested, how many schools persuaded you to apply?

IF 1 OR MORE ON Q7, ANSWER Q8, OTHERWISE, SKIP TO Q9.

8. Please describe what it was about the unsolicited materials (information you had not requested) that impressed you:

9. Thinking more generally about communications from law schools, how do you think the communications you received could be improved? Did any communications from law schools have a negative effect on your perceptions of the law school or of law study? (*PLEASE COMMENT.*)

OTHER SOURCES OF INFORMATION AND ADVICE

10. Please indicate the extent to which information or advice from the sources listed below influenced your decisions about law schools to which you would apply. *(IF YOU DID NOT RECEIVE INFORMATION OR ADVICE FROM A GIVEN SOURCE, CIRCLE 0.)*

	<u>Did Not Receive</u>	<u>Little or No Influence</u>	<u>Moderate Influence</u>	<u>Strong Influence</u>
a. The ABA-LSAC Official Guide to US Law Schools	0	1	2	3
b. The Data Search (LSAT and GPA) on the LSAC website	0	1	2	3
c. The LSACD on the Web	0	1	2	3
d. Other guidebooks to law schools and law study	0	1	2	3
e. Published rankings of law schools	0	1	2	3
f. Newspaper or magazine articles	0	1	2	3
g. The LSAC web site and links	0	1	2	3
Other web sites (enter up to three web sites):				
h. Web site #1: _____	0	1	2	3
i. Web site #2: _____	0	1	2	3
j. Web site #3: _____	0	1	2	3
k. On-line discussion boards	0	1	2	3
l. LSAC Canadian Registration Book	0	1	2	3
Advice from:				
m. College or graduate school pre-law advisor	0	1	2	3
n. Other college faculty member or counselor	0	1	2	3
o. Parents or close relatives	0	1	2	3
p. Spouse/Partner	0	1	2	3
q. Friends	0	1	2	3
r. Employers or co-workers	0	1	2	3
s. Attorneys	0	1	2	3

11. Which sources of information/advice were most helpful to you? *(PLEASE LIST UP TO THREE LETTERS FROM THE LIST ABOVE.)*

12. Did you consult published law school rankings?

- a. US News and World Report..... Yes No
- b. Others..... Yes No

IF "YES" TO US NEWS AND WORLD REPORT OR OTHERS – WERE THESE RANKINGS A MAJOR FACTOR IN YOUR DECISIONS:

- 12c. To exclude one or more specific law schools from consideration?..... Yes No
- 12d. To apply to one or more specific law schools?..... Yes No

13. (a) When did you first consider attending law school? (b)When did you decide definitely that you would apply? *(PLEASE CHECK ONLY ONE RESPONSE PER COLUMN.)*

	<u>(a) First Considered</u>	<u>(b) Decided to Apply</u>
a. During high school or earlier	<input type="checkbox"/>	<input type="checkbox"/>
b. In the first or second year of college/university	<input type="checkbox"/>	<input type="checkbox"/>
c. In the third year of college/university	<input type="checkbox"/>	<input type="checkbox"/>
d. In the fourth year of college/university	<input type="checkbox"/>	<input type="checkbox"/>
e. After graduation from college/university	<input type="checkbox"/>	<input type="checkbox"/>
f. During a break in your education	<input type="checkbox"/>	<input type="checkbox"/>

14. Which of the following have had a significant positive influence on your interest in studying law? *(PLEASE CIRCLE THE NUMBER FOR ALL THAT APPLY AND WRITE IN ANY EXAMPLES OF INFLUENCERS.)*

- 1 The career of a particular public figure – Who? _____
- 2 Television or movies – For example: _____
- 3 Fiction or non-fiction books – For example: _____
- 4 Particular personal experiences that you have had – Describe: _____
- 5 A national or international event – For example: _____

15. Do you anticipate encountering discrimination on the basis of any of the following statuses during your application to or attendance at law school or the process of looking for a job following graduation? *(CHECK RELEVANT BOXES UNDER EACH CATEGORY HEADING, ON EACH LINE.)*

	(a)		(b)		(c)	
	<u>Gender</u>		<u>Race/Ethnicity</u>		<u>Sexual Orientation</u>	
a. In the application process.....	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
b. While attending law school.....	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No
c. In your job search following graduation.....	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Yes	<input type="checkbox"/> No

15d. If “Yes” to one or more of the above statuses, please describe your concerns:

16. Did you provide information on your racial/ethnic background in completing forms for law school admission?

- Yes *(SKIP TO Q17)* No *(CONTINUE TO Q16a)*

16a. If “No,” please describe briefly your reason for deciding not to provide this information?

COST AND FINANCIAL AID

- 17. Did you apply for financial aid at law schools to which you applied? Yes, at all schools Yes, at some schools No
- 18. In deciding where to apply, did you exclude one or more law schools from consideration because of the cost of attendance?..... Yes No
- 19. If you are admitted to law school, will the amount of financial aid you receive be a significant factor in your decision to attend?..... Yes No
- 20. If you are admitted to law school, will the amount of merit-based scholarships be a significant factor in your decision to attend?..... Yes No
- 21. If you are admitted to law school, will the amount of need-based scholarships be a significant factor in your decision to attend?..... Yes No

22. Approximately what do you expect the total cost of attending the first year of law school will be? **(PLEASE INCLUDE COSTS FOR TUITION, BOOKS AND HOUSING. YOUR BEST ESTIMATE WILL BE FINE.)** \$ _____

23. Approximately what percentage of this total cost do you expect to be met by financial aid from all sources (including grants and loans): _____%

24. Was the presence of a loan forgiveness program at any law school a significant factor in your decision to apply to that school? Yes No

25. Was debt burden and its influence on job choice a factor in choosing where to apply? Yes No

26. If you attend law school in 2005, will you attend: **(PLEASE CIRCLE ONE NUMBER IN EACH ROW.)**

- a. Full or part-time? 1 Full-time 2 Part-time 3 Don't Know
- b. Day or evening? 1 Day 2 Evening 3 Don't Know

27. What is the highest level of education completed by your parents or guardians? **(PLEASE CIRCLE ONE NUMBER IN EACH COLUMN.)**

	Less Than High School	HS Diploma or Equivalent	Business or Trade School	Some College	2 Yr. College (Associate Degree)	4 Yr. College (Bachelor Degree)	Graduate or Prof Degree	Don't Know
a. Parent 1	1	2	3	4	5	6	7	0
b. Parent 2	1	2	3	4	5	6	7	0

IF ONE OR MORE PARENTS/GUARDIANS COMPLETED A GRADUATE DEGREE, PLEASE ANSWER Q.27a; OTHERWISE GO TO Q. 28

27a. What degrees did your parent/guardian earn and in what field? **(REFER TO THE BACK OF THE COVER LETTER FOR THE LIST OF FIELDS AND CORRESPONDING CODES.)**

	<u>Check all degrees that apply below:</u>						<u>Field</u>
a. Parent 1	<input type="checkbox"/> MBA	<input type="checkbox"/> MS	<input type="checkbox"/> MA	<input type="checkbox"/> MFA	<input type="checkbox"/> Ph.D.	<input type="checkbox"/> MD	_____
b. Parent 2	<input type="checkbox"/> MBA	<input type="checkbox"/> MS	<input type="checkbox"/> MA	<input type="checkbox"/> MFA	<input type="checkbox"/> Ph.D.	<input type="checkbox"/> MD	_____

28. How many of your four grandparents completed high school? 0 1 2 3 4 Don't Know

29. How many of your four grandparents completed four years of college? 0 1 2 3 4 Don't Know

30. Which of the following have attended law school? **(PLEASE CIRCLE ALL NUMBERS THAT APPLY.)**

- 1 Parent
- 2 Brother or sister
- 3 Other close relative
- 4 Spouse/partner
- 5 None of these

Appendix B

TABLE B1-1
Important factors in enrollment choice

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	804	588	57	47	50
Success in job market	84%	81%	96%AC	83%	90%
Overall reputation	77%	76%	79%	77%	80%
Bar success	73%	71%	84%AD	70%	66%
Location	72%	76%BC	53%	57%	72%B
Clinics and internships	68%	67%	74%	74%	66%
Personal attention	62%	62%	72%D	74%D	50%
Standings in rankings	59%	57%	61%	55%	68%
Surroundings	57%	58%	53%	53%	58%
Social environment	55%	54%	74%AD	60%	50%
Availability of need-based grants/loans	45%	42%	67%A	64%A	50%
Ability to compete	44%	44%	42%	49%	42%
Availability of merit-based scholarships	41%	40%	51%	49%	48%
Availability of academic specialty	40%	38%	53%A	51%	50%
Cost	34%	35%	28%	34%	44%
Student diversity	20%	14%	53%AC	28%A	34%A
Availability of academic support programs	19%	16%	33%A	30%A	24%
Student interest groups	18%	16%	30%A	17%	22%
Minorities on faculty	15%	12%	53%ACD	19%	14%
Ability to attend evening/part-time	7%	7%	5%	6%	12%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B1-2
 Important factors in enrollment choice

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	804	192	437	175	386	418
Success in job market	84%	86%	85%D	78%	82%	85%
Overall reputation	77%	83%D	76%	71%	78%	76%
Bar success	73%	74%	73%	71%	67%	78%E
Location	72%	70%	70%	78%C	70%	73%
Clinics and internships	68%	69%	67%	70%	62%	73%E
Personal attention	62%	60%	62%	65%	55%	68%E
Standings in rankings	59%	70%CD	57%	49%	60%	57%
Surroundings	57%	55%	59%	54%	59%	55%
Social environment	55%	58%D	57%D	47%	54%	56%
Availability of need-based grants/loans	45%	44%	45%	47%	42%	48%
Ability to compete	44%	41%	44%	45%	38%	49%E
Availability of merit-based scholarships	41%	45%	38%	43%	39%	43%
Availability of academic specialty	40%	43%	39%	39%	35%	45%E
Cost	34%	35%	32%	39%	34%	34%
Student diversity	20%	16%	18%	26%BC	14%	25%E
Availability of academic support programs	19%	18%	20%	17%	14%	23%E
Student interest groups	18%	17%	18%	17%	15%	20%
Minorities on faculty	15%	14%	15%	18%	12%	19%E
Ability to attend evening/part-time	7%	5%	6%	14%BC	7%	8%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B1-3
Important factors in enrollment choice

	Parents' Education Level					Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Financial Aid a Factor (L)	Financial Aid Not a Factor (M)
Unweighted Base	79	14	99	200	411	361	440
Success in job market	80%	86%	90%J	81%	84%	82%	85%
Overall reputation	65%	71%	78%	73%	81%GJ	75%	78%
Bar success	73%	79%	89%GJK	71%	69%	72%	73%
Location	67%	71%	69%	77%	71%	69%	74%
Clinics and internships	71%	86%	73%	70%	65%	69%	67%
Personal attention	63%	64%	68%	61%	61%	63%	62%
Standings in rankings	56%	71%	63%	54%	60%	56%	61%
Surroundings	49%	50%	44%	63%GI	59%I	54%	59%
Social environment	49%	71%	51%	56%	56%	58%	53%
Availability of need-based grants/loans	58%JK	79%	61%JK	41%	40%	61%M	32%
Ability to compete	46%	36%	47%	40%	45%	42%	45%
Availability of merit-based scholarships	49%K	36%	52%K	49%K	34%	62%M	24%
Availability of academic specialty	42%	29%	38%	39%	41%	43%	38%
Cost	46%K	64%	35%	38%K	29%	49%M	22%
Student diversity	22%	21%	16%	20%	20%	21%	18%
Availability of academic support programs	15%	14%	22%	22%	18%	19%	19%
Student interest groups	13%	21%	22%	20%	17%	18%	17%
Minorities on faculty	23%J	21%	20%	12%	14%	17%	14%
Ability to attend evening/part-time	8%	14%	6%	11%K	6%	5%	9%L

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B1-4
Important factors in enrollment choice

	Full-Time or Part-Time		Public or Private		Qualified	
	Full-Time (N)	Part-Time (O)	Private (P)	Public (Q)	Highly Qualified (R)	Not Highly Qualified (S)
Unweighted Base	733	29	480	270	470	331
Success in job market	84%	59%	84%	81%	85% <i>S</i>	82%
Overall reputation	78%	59%	78%	78%	84%	68%
Bar success	73%	55%	71%	75%	68%	79% <i>R</i>
Location	71%	72%	71%	72%	73%	69%
Clinics and internships	68%	69%	70%	63%	67%	69%
Personal attention	62%	45%	64% <i>Q</i>	56%	60%	65%
Standings in rankings	59%	45%	58%	63%	68% <i>S</i>	46%
Surroundings	57%	52%	63% <i>Q</i>	47%	61% <i>S</i>	52%
Social environment	56%	38%	59% <i>Q</i>	50%	58%	52%
Availability of need-based grants/loans	45%	34%	44%	46%	42%	50% <i>R</i>
Ability to compete	44%	41%	46%	40%	39%	51% <i>R</i>
Availability of merit-based scholarships	41%	38%	41%	41%	40%	42%
Availability of academic specialty	39%	45%	40%	38%	39%	42%
Cost	34%	52%	20%	59% <i>P</i>	31%	38% <i>R</i>
Student diversity	20%	7%	20%	19%	19%	20%
Availability of academic support programs	18%	21%	21% <i>Q</i>	13%	14%	25% <i>R</i>
Student interest groups	17%	28%	20%	14%	17%	18%
Minorities on faculty	15%	14%	16%	13%	13%	18%
Ability to attend evening/part-time	5%	59%	8%	5%	5%	11% <i>R</i>

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B2-1
Exposure to information from law schools

	Total	White	African American	Hispanic	Asian
		(A)	(B)	(C)	(D)
Unweighted Base	804	588	57	47	50
Letters from law school faculty	77%	77%	77%	74%	70%
E-mails from law school faculty	68%	67%	81% <i>AD</i>	74% <i>D</i>	54%
Campus visits: law school tours	68%	68%	75%	62%	68%
Campus visits: meetings with admissions	50%	48%	60% <i>D</i>	55%	36%
Campus visits: attending classes	46%	45%	68% <i>ACD</i>	38%	44%
Campus visits: open house	46%	46%	56%	40%	46%
E-mails from law school students	40%	37%	72% <i>ACD</i>	47%	34%
Campus visits: meetings with law school students	40%	39%	60% <i>AD</i>	43%	36%
Calls from law school students	38%	35%	68% <i>ACD</i>	43%	44%
Calls from law school faculty	37%	34%	56% <i>AD</i>	40%	30%
Letters from law school students	32%	30%	46% <i>AD</i>	38%	26%
Campus visits: meetings with law school faculty	28%	26%	46% <i>AD</i>	38% <i>D</i>	14%
Campus visits: conferences	21%	18%	35% <i>A</i>	21%	28%
Letters from law school graduates	16%	16%	14%	23%	12%
E-mails from law school graduates	12%	11% <i>D</i>	18% <i>D</i>	21% <i>AD</i>	2%
Calls from law school graduates	11%	10%	19% <i>AD</i>	19% <i>AD</i>	4%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B2-2
Exposure to information from law schools

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	804	192	437	175	386	418
Letters from law school faculty	77%	80%	76%	75%	76%	78%
E-mails from law school faculty	68%	67%	69%	68%	69%	67%
Campus visits: law school tours	68%	73%	65%	70%	68%	69%
Campus visits: meetings with admissions	50%	54%	49%	47%	52%	47%
Campus visits: attending classes	46%	49%	44%	46%	46%	46%
Campus visits: open house	46%	47%	44%	47%	43%	48%
E-mails from law school students	40%	47% ^C	38%	38%	38%	43%
Campus visits: meetings with law school students	40%	41%	41%	38%	42%	39%
Calls from law school students	38%	47% ^{CD}	38%	30%	39%	38%
Calls from law school faculty	37%	44% ^{CD}	35%	33%	38%	36%
Letters from law school students	32%	36% ^D	33% ^D	23%	32%	31%
Campus visits: meetings with law school faculty	28%	34% ^C	22%	34% ^C	31%	25%
Campus visits: conferences	21%	23%	20%	19%	20%	22%
Letters from law school graduates	16%	18% ^D	17% ^D	10%	17%	15%
E-mails from law school graduates	12%	13%	12%	11%	11%	13%
Calls from law school graduates	11%	13%	12%	7%	11%	11%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B2-3
Exposure to information from law schools

	Parents' Education Level					Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Financial Aid a Factor (L)	Financial Aid Not a Factor (M)
Unweighted Base	79	14	99	200	411	361	440
Letters from law school faculty	80%	57%	90% ^{JK}	76%	74%	80% ^M	74%
E-mails from law school faculty	67%	64%	70%	72%	66%	71%	66%
Campus visits: law school tours	65%	71%	73%	69%	67%	75% ^M	63%
Campus visits: meetings with admissions	52%	36%	52%	46%	51%	52%	48%
Campus visits: attending classes	42%	57%	46%	46%	46%	50% ^M	42%
Campus visits: open house	52%	36%	47%	49%	43%	47%	45%
E-mails from law school students	48%	43%	41%	41%	38%	45% ^M	36%
Campus visits: meetings with law school students	32%	43%	46% ^G	38%	42%	42%	39%
Calls from law school students	41%	43%	37%	32%	41% ^J	41%	36%
Calls from law school faculty	42%	43%	41%	33%	36%	42% ^M	33%
Letters from law school students	33%	21%	35%	28%	33%	39% ^M	26%
Campus visits: meetings with law school faculty	34%	29%	29%	24%	28%	30%	26%
Campus visits: conferences	24%	29%	24%	22%	19%	22%	20%
Letters from law school graduates	14%	14%	14%	18%	16%	20% ^M	13%
E-mails from law school graduates	18% ^I	21%	7%	11%	13%	16% ^M	9%
Calls from law school graduates	14%	-	10%	10%	12%	13%	10%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

- = no case

TABLE B2-4
Exposure to information from law schools

	Full-Time or Part-Time		Public or Private		Qualified	
	Full-Time (N)	Part-Time (O)	Private (P)	Public (Q)	Highly Qualified (R)	Not Highly Qualified (S)
Unweighted Base	733	29	480	270	470	331
Letters from law school faculty	78%	66%	77%	77%	77%	77%
E-mails from law school faculty	69%	59%	66%	71%	68%	68%
Campus visits: law school tours	69%	59%	69%	67%	69%	67%
Campus visits: meetings with admissions	49%	59%	53%Q	44%	47%	53%
Campus visits: attending classes	47%	31%	48%	44%	50%S	41%
Campus visits: open house	45%	48%	45%	46%	46%	45%
E-mails from law school students	41%	17%	41%	41%	43%	37%
Campus visits: meetings with law school students	41%	21%	42%	37%	43%	36%
Calls from law school students	39%	21%	41%	35%	44%S	30%
Calls from law school faculty	36%	38%	39%	34%	40%	33%
Letters from law school students	32%	17%	30%	35%	33%	29%
Campus visits: meetings with law school faculty	28%	17%	28%	26%	28%	28%
Campus visits: conferences	21%	24%	20%	21%	22%	20%
Letters from law school graduates	16%	10%	17%	16%	17%	15%
E-mails from law school graduates	12%	7%	12%	12%	14%	10%
Calls from law school graduates	11%	10%	12%	10%	13%S	8%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B3-1
Influence of information provided by law schools

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base			Bases Vary		
Campus visits: law school tours	71%	72%	79%	66%	62%
Campus visits: meetings with law school faculty	63%	61%	69%	39%	71%
Campus visits: meetings with law school students	63%	63%	68%	60%	50%
Campus visits: open house	63%	66%	66%	53%	43%
Campus visits: meetings with admissions	54%	52%	65%	46%	56%
Campus visits: attending classes	49%	50%	56%	33%	41%
Campus visits: conferences	39%	40%	40%	10%	36%
Calls from law school faculty	31%	31%	34%	26%	13%
Calls from law school graduates	28%	29%	9%	44%	50%
E-mails from law school students	23%	25%	24%	14%	24%
E-mails from law school faculty	22%	21%	35%AC	14%	19%
E-mails from law school graduates	22%	23%	10%	40%	-
Calls from law school students	20%	18%	23%	35%	18%
Letters from law school faculty	20%	20%	25%	17%	17%
Letters from law school graduates	18%	16%	13%	36%	-
Letters from law school students	16%	15%	19%	22%	23%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

- = no case

TABLE B3-2
Influence of information provided by law schools

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base			Bases Vary		Bases Vary	
Campus visits: law school tours	71%	76%	71%	66%	70%	72%
Campus visits: meetings with law school faculty	63%	70%	63%	57%	63%	64%
Campus visits: meetings with law school students	63%	68%	62%	60%	60%	65%
Campus visits: open house	63%	73%	61%	59%	58%	68%
Campus visits: meetings with admissions	54%	55%	56%	47%	49%	59%
Campus visits: attending classes	49%	57%	46%	44%	43%	54%E
Campus visits: conferences	39%	42%	35%	44%	33%	43%
Calls from law school faculty	31%	27%	31%	33%	28%	33%
Calls from law school graduates	28%	32%	31%	8%	19%	36%
E-mails from law school students	23%	22%	23%	25%	20%	26%
E-mails from law school faculty	22%	17%	22%	28%B	19%	25%
E-mails from law school graduates	22%	32%	15%	26%	19%	24%
Calls from law school students	20%	21%	18%	23%	17%	23%
Letters from law school faculty	20%	17%	20%	23%	20%	19%
Letters from law school graduates	18%	20%	16%	24%	16%	20%
Letters from law school students	16%	19%	14%	17%	14%	17%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B3-3
Influence of information provided by law schools

	Parents' Education Level					Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Financial Aid a Factor (L)	Financial Aid Not a Factor (M)
Unweighted Base	79	14	99	200	411	361	440
Campus visits: law school tours	67%	90%	79%	74%	68%	73%	69%
Campus visits: meetings with law school faculty	67%	75%	66%	63%	62%	64%	63%
Campus visits: meetings with law school students	68%	67%	59%	68%	61%	65%	61%
Campus visits: open house	49%	100%	62%	70%G	63%	69%	59%
Campus visits: meetings with admissions	49%	40%	67%	52%	53%	58%	50%
Campus visits: attending classes	42%	50%	57%	42%	51%	47%	51%
Campus visits: conferences	32%	25%	58%	42%	34%	40%	37%
Calls from law school faculty	39%	83%	24%	29%	29%	31%	30%
Calls from law school graduates	45%	-	10%	45%	21%	36%	19%
E-mails from law school students	26%	17%	27%	21%	24%	26%	21%
E-mails from law school faculty	23%	44%	17%	20%	23%	26%M	18%
E-mails from law school graduates	36%	33%	43%	19%	15%	26%	15%
Calls from law school students	28%	33%	14%	25%	17%	24%	16%
Letters from law school faculty	21%	50%	18%	23%	18%	23%	17%
Letters from law school graduates	36%	-	36%	14%	14%	26%M	7%
Letters from law school students	19%	33%	14%	16%	15%	20%M	11%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

- = no case

TABLE B3-4
Influence of information provided by law schools

	Full-Time or Part-Time		Public or Private		Qualified	
	Full-Time (N)	Part-Time (O)	Private (P)	Public (Q)	Highly Qualified (R)	Not Highly Qualified (S)
Unweighted Base	Bases Vary	Bases Vary	Bases Vary			
Campus visits: law school tours	71%	59%	73%	67%	72%	70%
Campus visits: meetings with law school faculty	64%	80%	65%	65%	56%	73%R
Campus visits: meetings with law school students	62%	83%	64%	59%	62%	65%
Campus visits: open house	66%	14%	68%Q	57%	64%	63%
Campus visits: meetings with admissions	55%	47%	55%	53%	51%	58%
Campus visits: attending classes	48%	67%	51%	42%	49%	49%
Campus visits: conferences	37%	57%	36%	40%	31%	50%R
Calls from law school faculty	31%	36%	28%	37%	28%	35%R
Calls from law school graduates	27%	67%	23%	39%	25%	36%R
E-mails from law school students	22%	60%	22%	23%	25%	20%
E-mails from law school faculty	21%	6%	21%	21%	20%	24%
E-mails from law school graduates	21%	-	21%	19%	23%S	16%
Calls from law school students	21%	17%	18%	25%	18%	23%
Letters from law school faculty	19%	21%	20%	20%	18%	22%
Letters from law school graduates	18%	33%	21%	12%	21%	13%
Letters from law school students	15%	60%	15%	16%	17%	13%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.
- = no case

TABLE B4-1
Most helpful information provided by law schools

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	804	588	57	47	50
Campus visits: law school tours	33%	33%	33%	26%	40%
Letters from law school faculty	26%	26%	19%	34%	32%
Campus visits: open house	26%	27%	30%	21%	32%
Campus visits: meetings with admissions	20%	20%	21%	17%	10%
E-mails from law school faculty	18%	20%	18%	13%	12%
Campus visits: meetings with students	17%	18%	21%	13%	8%
Campus visits: attending classes	12%	12%	9%	11%	10%
Calls from law school faculty	11%	11%	11%	11%	8%
Campus visits: meetings with law school faculty	11%	10%	18%	15%	8%
E-mails from law school students	9%	8%	21%AC	4%	8%
Calls from law school students	8%	7%	12%	17%A	8%
Letters from law school students	6%	5%	7%	11%	4%
Campus visits: conferences	5%	5%	11%	4%	6%
Letters from law school graduates	3%	2%	2%	11%A	2%
Calls from law school graduates	2%	2%	4%	2%	2%
E-mails from law school graduates	2%	2%	-	6%	-

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.
- = no case

TABLE B4-2
Most helpful information provided by law schools

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	804	192	437	175	386	418
Campus visits: law school tours	33%	43% ^{CD}	30%	31%	31%	35%
Letters from law school faculty	26%	21%	27%	28%	27%	25%
Campus visits: open house	26%	24%	27%	27%	21%	31% ^E
Campus visits: meetings with admissions	20%	20%	20%	18%	23% ^F	17%
E-mails from law school faculty	18%	16%	18%	22%	18%	18%
Campus visits: meetings with students	17%	18%	17%	16%	18%	16%
Campus visits: attending classes	12%	13%	11%	11%	11%	12%
Calls from law school faculty	11%	11%	12%	8%	12%	10%
Campus visits: meetings with law school faculty	11%	13%	10%	13%	12%	11%
E-mails from law school students	9%	8%	8%	10%	6%	11% ^E
Calls from law school students	8%	8%	9%	7%	8%	8%
Letters from law school students	6%	6%	7%	3%	5%	7%
Campus visits: conferences	5%	7%	5%	5%	5%	6%
Letters from law school graduates	3%	4%	2%	2%	3%	2%
Calls from law school graduates	2%	3%	3%	1%	3%	2%
E-mails from law school graduates	2%	2%	3% ^D	-	2%	2%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.
- = no case

TABLE B4-3
Most helpful information provided by law schools

	Parents' Education Level					Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Financial Aid a Factor (L)	Financial Aid Not a Factor (M)
Unweighted Base	79	14	99	200	411	361	440
Campus visits: law school tours	28%	21%	38%	39%	31%	34%	33%
Letters from law school faculty	33%	29%	32%	26%	23%	26%	27%
Campus visits: open house	25%	29%	21%	29%	27%	28%	25%
Campus visits: meetings with admissions	20%	7%	16%	19%	21%	21%	19%
E-mails from law school faculty	13%	21%	24%	17%	18%	19%	18%
Campus visits: meetings with students	10%	29%	18%	16%	18%	18%	17%
Campus visits: attending classes	11%	7%	9%	12%	13%	13%	11%
Calls from law school faculty	13%	21%	12%	9%	11%	11%	11%
Campus visits: meetings with law school faculty	18%	21%	8%	11%	10%	12%	11%
E-mails from law school students	9%	7%	5%	9%	10%	10%	8%
Calls from law school students	10%	7%	7%	8%	8%	9%	8%
Letters from law school students	6%	-	8%	6%	5%	7%	5%
Campus visits: conferences	9%	7%	6%	7%	4%	5%	6%
Letters from law school graduates	4%	-	5%	3%	2%	4% ^M	1%
Calls from law school graduates	3%	-	2%	2%	3%	3%	2%
E-mails from law school graduates	1%	7%	2%	3%	2%	3% ^M	1%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.
- = no case

TABLE B4-4
Most helpful information provided by law schools

	Full-Time or Part-Time		Public or Private		Qualified	
	Full-Time (N)	Part-Time (O)	Private (P)	Public (Q)	Highly Qualified (R)	Not Highly Qualified (S)
Unweighted Base	733	29	480	270	470	331
Campus visits: law school tours	34%	14%	35%	31%	35%	31%
Letters from law school faculty	26%	24%	24%	27%	24%	29%
Campus visits: open house	26%	24%	26%	26%	24%	29%
Campus visits: meetings with admissions	20%	21%	20%	20%	18%	23%
E-mails from law school faculty	18%	17%	17%	20%	16%	22%R
Campus visits: meetings with students	17%	7%	19%	14%	21%S	12%
Campus visits: attending classes	12%	7%	12%	11%	14%S	9%
Calls from law school faculty	11%	17%	12%	10%	12%	10%
Campus visits: meetings with law school faculty	11%	3%	9%	13%	11%	11%
E-mails from law school students	9%	3%	10%	7%	9%	8%
Calls from law school students	8%	14%	9%	7%	9%	8%
Letters from law school students	6%	3%	5%	6%	6%	5%
Campus visits: conferences	5%	7%	4%	7%	5%	5%
Letters from law school graduates	3%	7%	3%	2%	3%	3%
Calls from law school graduates	2%	3%	3%	2%	3%	2%
E-mails from law school graduates	2%	-	2%	2%	3%	2%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.
- = no case

TABLE B5-1
Exposure to information from other sources

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	804	588	57	47	50
Published rankings	79%	79%	81%	72%	76%
The LSAC website/links	79%	79%	86%	72%	72%
Advice from parents/relatives	65%	65%	68%	68%	58%
Advice from friends	64%	63%	63%	70%	62%
Advice from attorneys	60%	61%	53%	68%D	48%
Other guidebooks	52%	52%	60%	40%	46%
The ABA-LSAC Official Guide	51%	49%	58%	45%	58%
Other websites	41%	42%	42%	45%	32%
Advice from employers/coworkers	38%	37%	42%	47%	36%
Advice from prelaw advisor	37%	37%	42%	40%	32%
Advice from college faculty member	35%	34%	51%AD	32%	30%
Advice from spouse/partner	27%	29%D	21%	26%	14%
Online discussion board	23%	21%	37%AD	32%	16%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B5-2
Exposure to information from other sources

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	804	192	437	175	386	418
Published rankings	79%	83%D	80%D	72%	80%	78%
The LSAC website/links	79%	78%	79%	81%	77%	82%
Advice from parents/relatives	65%	73%D	67%D	54%	62%	68%
Advice from friends	64%	55%	65%B	71%B	65%	63%
Advice from attorneys	60%	50%	63%B	62%B	61%	59%
Other guidebooks	52%	48%	54%	50%	54%	50%
The ABA-LSAC Official Guide	51%	49%	53%	47%	51%	51%
Other websites	41%	38%	44%	38%	41%	42%
Advice from employers/coworkers	38%	24%	43%B	38%B	33%	41%E
Advice from prelaw advisor	37%	52%CD	34%	29%	34%	40%
Advice from college faculty member	35%	52%CD	31%	29%	35%	35%
Advice from spouse/partner	27%	23%	24%	42%BC	27%	28%
Online discussion board	23%	24%	24%	22%	28%F	19%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B5-3
Exposure to information from other sources

	Parents' Education Level					Financial Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Financial Aid a Factor (L)	Financial Aid Not a Factor (M)
Unweighted Base	79	14	99	200	411	361	440
Published rankings	77%	71%	72%	77%	82%I	82%	76%
The LSAC website/links	75%	86%	84%	81%	78%	83%M	77%
Advice from parents/relatives	52%	29%	51%	68%GI	72%GI	63%	67%
Advice from friends	61%	64%	66%	63%	64%	61%	66%
Advice from attorneys	53%	57%	63%	61%	60%	60%	60%
Other guidebooks	46%	64%	47%	54%	53%	52%	52%
The ABA-LSAC Official Guide	42%	57%	65%GJK	49%	50%	52%	50%
Other websites	41%	50%	39%	44%	40%	44%	39%
Advice from employers/coworkers	35%	36%	38%	36%	39%	36%	39%
Advice from prelaw advisor	34%	29%	39%	35%	38%	40%	35%
Advice from college faculty member	34%	29%	39%	35%	38%	37%	35%
Advice from spouse/partner	32%	43%	30%	28%	25%	25%	30%
Online discussion board	27%	29%	18%	26%	23%	25%	22%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B5-4
Exposure to information from other sources

	Full-Time or Part-Time		Public or Private		Qualified	
	Full-Time (N)	Part-Time (O)	Private (P)	Public (Q)	Highly Qualified (R)	Not Highly Qualified (S)
Unweighted Base	733	29	480	270	470	331
Published rankings	79%	76%	79%	80%	85% ^S	71%
The LSAC website/links	80%	72%	78%	81%	77%	82%
Advice from parents/relatives	65%	55%	66%	63%	66%	64%
Advice from friends	63%	72%	63%	63%	64%	63%
Advice from attorneys	59%	66%	61%	57%	57%	64%
Other guidebooks	52%	59%	51%	54%	54%	49%
The ABA-LSAC Official Guide	51%	41%	51%	49%	50%	52%
Other websites	40%	52%	43%	37%	42%	40%
Advice from employers/coworkers	37%	41%	38%	36%	38%	37%
Advice from prelaw advisor	37%	17%	37%	36%	39% ^S	33%
Advice from college faculty member	36%	24%	35%	37%	39%	30%
Advice from spouse/partner	27%	17%	25%	31%	27%	28%
Online discussion board	24%	31%	26%	21%	26% ^S	19%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B6-1
Influence of information from other sources

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base			Bases Vary		
Advice from spouse/partner	75%	73%	50%	92%	100%
Advice from attorneys	67%	65%	70%	69%	75%
Advice from parents/relatives	58%	59%	49%	53%	52%
Advice from college faculty member	57%	58%	41%	53%	60%
Published rankings	56%	54%	63%	59%	66%
The ABA-LSAC Official Guide	49%	49%	36%	43%	66%
Other guidebooks	48%	47%	35%	63%	65%
The LSAC website/links	48%	48%	47%	53%	42%
Advice from prelaw advisor	47%	44%	38%	53%	56%
Other websites	46%	46%	25%	52%	63%
Advice from employers/coworkers	45%	46%	38%	45%	50%
Advice from friends	42%	41%	44%	33%	35%
Online discussion board	29%	29%	19%	33%	13%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B6-2
Influence of information from other sources

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base		Bases Vary	Bases Vary			
Advice from spouse/partner	75%	59%	82%B	75%	80%	71%
Advice from attorneys	67%	60%	69%	66%	67%	67%
Advice from parents/relatives	58%	57%	62%D	48%	63%F	53%
Advice from college faculty member	57%	52%	60%	61%	58%	57%
Published rankings	56%	61%D	58%D	47%	56%	56%
The ABA-LSAC Official Guide	49%	50%	51%	41%	50%	47%
Other guidebooks	48%	49%	52%D	38%	52%	44%
The LSAC website/links	48%	45%	51%	45%	46%	50%
Advice from prelaw advisor	47%	44%	48%	48%	41%	51%
Other websites	46%	47%	48%	36%	41%	49%
Advice from employers/coworkers	45%	41%	46%	46%	40%	49%
Advice from friends	42%	34%	40%	52%BC	42%	41%
Online discussion board	29%	24%	31%	32%	28%	30%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B6-3
Influence of information from other sources

	Parents' Education Level					Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Financial Aid a Factor (L)	Financial Aid Not a Factor (M)
Unweighted Base			Bases Vary			Bases Vary	
Advice from spouse/partner	92%	50%	67%	66%	81%J	78%	73%
Advice from attorneys	74%	88%	69%	60%	68%	66%	68%
Advice from parents/relatives	56%	-	56%	53%	62%	55%	60%
Advice from college faculty member	50%	67%	51%	55%	62%	55%	59%
Published rankings	44%	50%	56%	59%	57%	51%	61%L
The ABA-LSAC Official Guide	48%	50%	52%	53%	46%	48%	50%
Other guidebooks	25%	11%	57%G	47%G	52%G	50%	47%
The LSAC website/links	42%	67%	61%GK	53%K	42%	47%	50%
Advice from prelaw advisor	74%	75%	41%	51%	41%	42%	51%
Other websites	28%	43%	54%G	53%G	43%	46%	45%
Advice from employers/coworkers	43%	40%	45%	49%	44%	41%	48%
Advice from friends	38%	22%	54%K	45%	38%	43%	40%
Online discussion board	19%	50%	39%	27%	30%	34%	25%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

- = no case

TABLE B6-4
Influence of information from other sources

	Full-Time or Part-Time		Public or Private		Qualified	
	Full-Time (N)	Part-Time (O)	Private (P)	Public (Q)	Highly Qualified (R)	Not Highly Qualified (S)
Unweighted Base	Bases Vary		Bases Vary		Bases Vary	
Advice from spouse/partner	76%	60%	71%	78%	72%	80%R
Advice from attorneys	66%	84%	66%	66%	65%	69%
Advice from parents/relatives	58%	50%	56%	59%	57%	59%
Advice from college faculty member	57%	71%	56%	56%	59%	54%
Published rankings	56%	59%	57%	57%	62%S	47%
The ABA-LSAC Official Guide	49%	33%	48%	51%	48%	49%
Other guidebooks	48%	59%	48%	52%	51%	44%
The LSAC website/links	47%	71%	49%	49%	48%	48%
Advice from prelaw advisor	47%	80%	47%	47%	42%	55%R
Other websites	45%	40%	47%	43%	47%	43%
Advice from employers/coworkers	45%	67%	47%	44%	44%	47%
Advice from friends	42%	43%	38%	46%	41%	43%
Online discussion board	28%	44%	33%	21%	31%	27%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B7-1
Most helpful information from other sources

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	804	588	57	47	50
Advice from attorneys	36%	37%	32%	34%	24%
Advice from parents/relatives	30%	32%	19%	30%	32%
Published rankings	26%	25%	37%A	23%	38%A
The LSAC website/links	25%	25%	19%	23%	26%
Advice from friends	22%	21%	23%	21%	24%
Other websites	18%	17%	21%	21%	20%
The ABA-LSAC Official Guide	15%	14%	21%	11%	24%
Advice from prelaw advisor	14%	13%	16%	21%	14%
Advice from spouse/partner	14%	15%	12%	6%	6%
Advice from college faculty member	13%	12%	19%	6%	12%
Advice from employers/coworkers	9%	9%	9%	13%	10%
Other guidebooks	8%	9%	11%	4%	4%
Online discussion board	3%	3%	5%	6%	2%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B7-2
Most helpful information from other sources

	Total (A)	Age			Gender	
		22 and Under (B)	23–26 (C)	27+ (D)	Male (E)	Female (F)
Unweighted Base	804	192	437	175	386	418
Advice from attorneys	36%	29%	38%B	38%	37%	35%
Advice from parents/relatives	30%	36%D	32%D	19%	30%	30%
Published rankings	26%	37%CD	25%	19%	27%	26%
The LSAC website/links	25%	23%	25%	24%	24%	25%
Advice from friends	22%	15%	22%B	30%BC	24%	19%
Other websites	18%	15%	20%	14%	16%	19%
The ABA-LSAC Official Guide	15%	10%	16%B	19%B	15%	16%
Advice from prelaw advisor	14%	20%CD	12%	10%	12%	15%
Advice from spouse/partner	14%	7%	11%	29%BC	16%	12%
Advice from college faculty member	13%	21%CD	10%	9%	12%	13%
Advice from employers/coworkers	9%	6%	11%	8%	7%	11%
Other guidebooks	8%	9%	8%	7%	11%F	5%
Online discussion board	3%	5%	3%	2%	4%	3%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B7-3
Most helpful information from other sources

	Parents' Education Level					Aid a Factor	
	High School or Less (G)	Business or Trade School (H)	Less than 4 yrs of College (I)	Bachelor's Degree (J)	Graduate Degree (K)	Financial Aid a Factor (L)	Financial Aid Not a Factor (M)
Unweighted Base	79	14	99	200	411	361	440
Advice from attorneys	38%	36%	36%	33%	37%	36%	36%
Advice from parents/relatives	19%	-	18%	30%I	36%GI	29%	31%
Published rankings	28%	14%	25%	26%	27%	26%	27%
The LSAC website/links	28%	29%	28%	28%	21%	27%	23%
Advice from friends	23%	29%	23%I	21%	21%	19%	24%
Other websites	15%	29%	11%	23%	17%	18%	17%
The ABA-LSAC Official Guide	14%	36%	16%	15%	15%	17%	14%
Advice from prelaw advisor	16%	14%	14%	16%	12%	13%	14%
Advice from spouse/partner	25%JK	14%	16%	12%	12%	14%	14%
Advice from college faculty member	16%	7%	12%	15%	11%	15%	11%
Advice from employers/coworkers	6%	7%	8%	9%	10%	8%	10%
Other guidebooks	4%	14%	10%	8%	8%	9%	7%
Online discussion board	5%	14%	3%	2%	3%	4%	2%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

- = no case

TABLE B7-4
Most helpful information from other sources

	Full-Time or Part-Time		Public or Private		Qualified	
	Full-Time (N)	Part-Time (O)	Private (P)	Public (Q)	Highly Qualified (R)	Not Highly Qualified (S)
Unweighted Base	733	29	480	270	470	331
Advice from attorneys	36%	41%	38%	32%	33%	40%
Advice from parents/relatives	31%	24%	30%	31%	31%	29%
Published rankings	27%	24%	28%	26%	33% ^S	18%
The LSAC website/links	25%	24%	23%	27%	22%	28%
Advice from friends	21%	21%	19%	23%	21%	23%
Other websites	18%	14%	19%	15%	17%	18%
The ABA-LSAC Official Guide	15%	14%	15%	17%	14%	16%
Advice from prelaw advisor	13%	7%	14%	11%	14%	12%
Advice from spouse/partner	14%	3%	12%	17% ^P	13%	15%
Advice from college faculty member	13%	7%	12%	12%	14%	11%
Advice from employers/coworkers	9%	14%	9%	9%	9%	10%
Other guidebooks	8%	17%	9%	7%	8%	7%
Online discussion board	3%	3%	4% ^Q	1%	3%	4%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

TABLE B8
Law school rankings

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	804	588	57	47	50
Consulted <i>US News and World Report</i> rankings	84%	83%	95% ^A	87%	88%
<i>US News and World Report</i> rankings important*	51%	49%	50%	56%	55%
Consulted other rankings	29%	30%	28%	21%	24%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

*top two box rating among those who consulted rankings

TABLE B9
Expectations of discrimination

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	804	588	57	47	50
On the basis of:					
Gender	7%	6%	14% ^A	9%	6%
Race/Ethnicity	7%	3%	37% ^{ACD}	9% ^A	14% ^A
Sexual Orientation	2%	1%	5% ^A	2%	-

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

- = no case

TABLE B10
Cost and financial aid

	Total	White (A)	African American (B)	Hispanic (C)	Asian (D)
Unweighted Base	804	588	57	47	50
Applied for financial aid	88%	87%	93%	87%	92%
Excluded law school(s) due to cost	34%	33%	44%	34%	36%
Amount of aid factor in enrollment decision	45%	43%	58%AD	57%	38%
Received merit-based scholarship	47%	46%	51%	55%D	34%
Received need-based scholarship	25%	23%	32%	30%	26%
Loan forgiveness program a factor in attending	16%	14%	28%A	19%	14%
Debt burden a factor in attending	45%	43%	58%A	45%	42%

Note. A, B, C, D, etc.: Significantly higher than corresponding score at 95% confidence level.

Phase II Questionnaire**Survey of Law School Applicants – Phone Questionnaire Phase II****Draft 1
Screener**

ASK TO SPEAK WITH THE PERSON NAMED IN SAMPLE. IF PERSON NAMED IS NO LONGER AT THAT NUMBER, ASK FOR NEW CONTACT INFO. IF INFO CANNOT BE OBTAINED, CALL THE FRIENDS/FAMILY NUMBERS PROVIDED TO FIND PERSON NAMED IN SAMPLE.

[READ IF SPEAKING TO FRIEND/FAMILY]

Hello, my name is _____ from GfK NOP, a market research company. A couple of months ago [NAME IN SAMPLE] completed a survey for the Law School Admissions Council and agreed to complete a follow-up survey. However, we are unable to get in touch with him/her. [NAME IN SAMPLE] gave us your name and number as someone who may know how to contact him/her.

ENTER NEW CONTACT INFO IF PROVIDED

[READ WHEN SPEAKING TO PERSON NAMED IN SAMPLE]

Hello, my name is _____ from GfK NOP, a market research company. A couple of months ago you completed a survey for the Law School Admissions Council. This is a follow-up survey to further understand applicants' needs and concerns in deciding which law school to attend. Your participation will enable the *LSAC* to better meet the needs of future applicants.

S1. Have you committed to attending one of the law schools you applied to?

- | | | |
|---|-----|-------------------|
| 1 | YES | CONTINUE |
| 2 | NO | THANK & TERMINATE |

S2. Is this the only school to which you applied?

- | | | |
|---|-----|-------------------|
| 1 | YES | THANK & TERMINATE |
| 2 | NO | CONTINUE |

S3. Is this the only school that admitted you?

- | | | |
|---|-----|-------------------|
| 1 | YES | THANK & TERMINATE |
| 2 | NO | CONTINUE |

GO TO MAIN QUESTIONNAIRE

Survey of Law School Applicants – Phase II
Questionnaire

- Q1. I am going to read a series of factors that might have influenced your law school selection. Please indicate how important each of the following items were in choosing the law school to which you have committed. Please use a 1-to-5 scale where “5” is “extremely important,” “3” is “somewhat important” and “1” is “not at all important.” Of course, you may choose any number from 1 to 5. [READ LIST, ROTATE ITEMS]

	Not at all important	2	Somewhat important	4	Extremely Important
a. Overall reputation or prestige of law school	1	2	3	4	5
b. Availability of a particular academic program or specialty	1	2	3	4	5
c. Socio-economic and racial/ethnic diversity of the student body	1	2	3	4	5
d. Location: part of the country, distance from home	1	2	3	4	5
e. Your ability to compete on a relatively equal footing with most students	1	2	3	4	5
f. Presence of particular student interest groups and organizations	1	2	3	4	5
g. Low cost of attendance	1	2	3	4	5
h. Social environment in which you would feel comfortable	1	2	3	4	5
i. Availability of academic support programs such as a summer program or a tutorial program during the year	1	2	3	4	5
j. Success of graduates in passing the bar	1	2	3	4	5
k. Personal attention to students	1	2	3	4	5
l. Your ability to attend in the evening or part-time	1	2	3	4	5
m. Presence of minorities on the faculty	1	2	3	4	5
n. Surroundings: neighborhood, city, or town; availability of off-campus recreational and cultural activities	1	2	3	4	5
o. Success of graduates in the job market	1	2	3	4	5
p. Opportunities to participate in clinics, internships or similar programs combining practical experience with law study	1	2	3	4	5
q. Standings in published law school ratings	1	2	3	4	5
r. Availability of need-based grants and loans	1	2	3	4	5
s. Availability of merit-based scholarships	1	2	3	4	5

- Q2 Now, I am going to read a list of various kinds of information provided by law schools. Please indicate if you received information from the given source. And if you received it, then indicate the extent to which the type of information or advice influenced your decision about the law school to which you would commit. Let's start with . . . (READ LIST)
[ROTATE ITEMS – ASK Q2B IMMEDIATELY AFTER Q2A FOR EACH ITEM]

Q2a. Did you [Q2a-i: receive; Q2j-p: attend]...

Q2b. How much of an influence on your decision to commit did [INSERT INFO TYPE] have? Please use a 5-point scale where "5" means it had a "strong influence", "3" means it had a "moderate influence" and "1" means it had "little or no influence." Of course you may use any number from 1 to 5.

	Q2a		Q2b [ASK ITEM IF 'RECEIVED' IN Q2A]						
	Received	Did not Receive	Little or No Influence	1	2	Moderate Influence	3	4	5
a. Phone calls from law school faculty or staff	1	2	1	2	3	4	5		
b. Phone calls from law school students	1	2	1	2	3	4	5		
c. Phone calls from law school graduates	1	2	1	2	3	4	5		
d. Letters from law school faculty or staff	1	2	1	2	3	4	5		
e. Letters from law school students	1	2	1	2	3	4	5		
f. Letters from law school graduates	1	2	1	2	3	4	5		
g. Emails from law school faculty or staff	1	2	1	2	3	4	5		
h. Emails from law school students	1	2	1	2	3	4	5		
i. Emails from law school graduates	1	2	1	2	3	4	5		
j. Law school tours	1	2	1	2	3	4	5		
k. Law school classes to observe	1	2	1	2	3	4	5		
l. Law school conference	1	2	1	2	3	4	5		
m. Meetings with admissions staff	1	2	1	2	3	4	5		
n. Meetings with faculty members	1	2	1	2	3	4	5		
o. Meetings with students	1	2	1	2	3	4	5		
p. Law school open house for applicants	1	2	1	2	3	4	5		

- Q3. Which kinds of information that you received were most helpful to you? Please list up to three. (READ LIST IF NECESSARY)

[IF RATED ABOVE, LIST HERE; LIMIT TO THREE SELECTIONS]

Q4. Which type of communication do you prefer? PROBE: What features of the communication were of particular importance?

[RECORD VERBATIM]

Q5. Now, I am going to read a list of other sources of information and advice. Please indicate if you received information from the given source. And if you received it, then indicate the extent to which the type of information or advice influenced your decision about the law school to which you committed. Let's start with . . . READ LIST – ROTATE ITEMS, EXCEPT Q5AB MUST ALWAYS FOLLOWING Q5AA AND WEB SITES 1-3 MUST FOLLOW 'OTHER WEB SITES' HEADING)

[ASK Q5B IMMEDIATELY AFTER Q5A FOR EACH ITEM]

Q5a. Did you receive information from...

Q5b. How much of an influence on your decision to commit did [INSERT INFO TYPE] have? Please use a 5-point scale where "5" means it had a "strong influence", "3" means it had a "moderate influence" and "1" means it had "little or no influence." Of course you may use any number from 1 to 5.

	Q5a		Q5b [ASK ITEM IF 'RECEIVED' IN Q5a]				
	Received	Did not Receive	Little or No Influence	Moderate Influence	Strong Influence		
a. The <u>ABA-LSAC Official Guide to US Law Schools</u>	1	2	1	2	3	4	5
b. Other guidebooks to law schools and law studies	1	2	1	2	3	4	5
c. Published rankings of law schools	1	2	1	2	3	4	5
d. The LSAC web site and links	1	2	1	2	3	4	5
Other web sites (IF YES ASK e-g):	1	2					
e. Web site 1: _____ [specify]	1	2	1	2	3	4	5
f. Web site 2: _____ [specify]	1	2	1	2	3	4	5
g. Web site 3: _____ [specify]	1	2	1	2	3	4	5
h. On-line discussion boards	1	2	1	2	3	4	5
i. Advice from a college or graduate school pre-law advisor	1	2	1	2	3	4	5
j. Advice from other college faculty member or counselor	1	2	1	2	3	4	5
k. Advice from parents or	1	2	1	2	3	4	5

close relatives								
l. Advice from spouse/partner	1	2	1	2	3	4	5	
m. Advice from friends	1	2	1	2	3	4	5	
n. Advice from employers or co-workers	1	2	1	2	3	4	5	
o. Advice from attorneys	1	2	1	2	3	4	5	

Q6. Which sources of information or advice that was just discusses were most helpful to you? Please list up to three.

[IF RATED ABOVE, LIST HERE; LIMIT TO THREE SELECTIONS]

Q7. Did you consult the US News and World Report for published law school rankings?

1. Yes [CONTINUE]
2. No [SKIP TO Q8]

Q7a. How important were the US News and World Report rankings in your decision to attend this school? Please use a 5-point scale where “5” means it was “extremely important”, “3” means it was “somewhat important” and “1” means it was “not at all important.” Of course you may use any number from 1 to 5.

Not at all important		Somewhat important		Extremely Important
1	2	3	4	5

Q8. Did you consult other published law school rankings?

1. Yes
2. No

Q9. Do you anticipate encountering discrimination on the basis of any of the following statuses at the law school you have chosen?

a. Gender	(1) Yes	(2) No
b. Race/Ethnicity	(1) Yes	(2) No
c. Sexual Orientation	(1) Yes	(2) No

Q10. Did you apply for financial aid at the law school(s) you chose?

1. Yes
2. No

Q11. Did you exclude one or more law schools from consideration because of the cost of attendance?

1. Yes
2. No

Q12. Did the amount of financial aid you receive influence your choice?

1. Yes
2. No

Q13. Did you receive a merit-based scholarship?

1. Yes
2. No
3. I RECEIVED A SCHOLARSHIP BUT AM NOT SURE IF IT IS MERIT BASED
[DO NOT READ]

[ASK IF Q13=1, ELSE SKIP TO Q15]

Q14. Did the amount of the merit-based scholarship influence your choice of law schools?

1. Yes
2. No

Q15. Did you receive a need-based scholarship?

1. Yes
2. No
3. I RECEIVED A SCHOLARSHIP BUT AM NOT SURE IF IT IS MERIT BASED
[DO NOT READ]

[ASK IF Q15=1, ELSE SKIP TO Q17]

Q16. Did the amount of the need-based scholarship influence your choice of law schools?

1. Yes
2. No

Q17. Was the presence of a loan forgiveness program at any law school a significant factor in your decision to commit to that school?

1. Yes
2. No

Q18. Was debt burden and its influences on job choice a factor in choosing where to commit?

1. Yes
2. No

Q19. Will you be attending law school:

1. Full-time
2. Part-time
3. Don't know

Q20. Will you be attending law school:

1. During the day
2. In the evening

Those are all the questions we have. Thank you for participating in the survey.