2013 Graduate Applicant Survey
| Level of Study | 2013 | | 2012 |
|----------------|------|-----------------|
| Doctoral       | 20%  | 22%             |
| Masters (thesis) | 36% | 43%             |
| Masters (project) | 42% | 33%             |
| Graduate Diploma | 2%  | 2%              |
| Citizen or PR  | 92%  | 80%             |
| Female         | 62%  | 54%             |
| Previous degree from Queen’s | 20% | 27%             |
Research environment

- Work with particular prof
- Excellent res environment
- Impressive res facilities
- Excellent course selection

- 2012
- 2013

Legend:
- neutral
- agree
- strongly agree
Queen’s environment

Provide stimulating academic env’t

Offer good academic support

Welcoming to diverse backgrnds

neutral
agree
strongly agree
Program reputation

Unique educ. contribution
Important contacts for future
Recognized as leader
Overall excellent reputation

Neutral
Agree
Strongly agree
Kingston life

Offer cultural, entertainment activities

Opportunities for partner/spouse

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accept</td>
<td>acc</td>
<td>acc</td>
</tr>
<tr>
<td>Decline</td>
<td>decl</td>
<td>decl</td>
</tr>
</tbody>
</table>

Neutral
Agree
Strongly agree

2012
2013
Factors influencing decision

- Campus visit
- Recommended by others
- Close to home
- Fit with interests
- Research record
- Influence by Queen's peers
- Financial incentives

2012
2013 accepted
2013 declined
Participation in recruitment-related functions

- Acad conference
- Meet with grad students
- Met with prof
- One-on-one intro mtg
- Dept open house

2013 accepted  |  2013 declined

[Bar chart showing participation in recruitment-related functions for 2012 and 2013.]
How did you learn about the Department or Program you were interested in at Queen's University?

Top 3 in 2013

1. Website
2. Network: colleagues/friends/family
3. Professor (at Queen’s or other)

• At what point did you become serious about considering graduate studies at Queen's University?
  • 58% said “After I had done my research but before applying”
  • 43% said “After meeting with a professor”
Top 3 preferred methods of getting information about graduate programs

<table>
<thead>
<tr>
<th>Method</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website (program/dept)</td>
<td>30%</td>
<td>52%</td>
</tr>
<tr>
<td>Email</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>Face-to-Face</td>
<td></td>
<td>31%</td>
</tr>
</tbody>
</table>
Most important way to get info
Information was clear
Uniqueness of program
Overall, excellent website

neutral
agree
strongly agree
## Program/Departmental Website Content

<table>
<thead>
<tr>
<th>Key elements on the Program Website (top 6)</th>
<th>Accepted</th>
<th>Declined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admission requirements to apply</td>
<td>96%</td>
<td>94%</td>
</tr>
<tr>
<td>How to apply</td>
<td>96%</td>
<td>95%</td>
</tr>
<tr>
<td>Deadline for applications</td>
<td>95%</td>
<td>94%</td>
</tr>
<tr>
<td>Description of graduate programs</td>
<td>96%</td>
<td>90%</td>
</tr>
<tr>
<td>Funding options for students</td>
<td>93%</td>
<td>89%</td>
</tr>
<tr>
<td>Details on course offerings</td>
<td>93%</td>
<td>88%</td>
</tr>
</tbody>
</table>
Interactions with Program

Apart from my formal application, I dealt exclusively with the graduate program (or department) to which I applied.

<table>
<thead>
<tr>
<th></th>
<th>2013 Accepted</th>
<th>2013 Declined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Had regular telephone or e-mail communications (Y)</td>
<td>60%</td>
<td>34%</td>
</tr>
<tr>
<td>Satisfied or very satisfied with supervisor/research group communications (Y)</td>
<td>96%</td>
<td>86%</td>
</tr>
<tr>
<td>Satisfied or very satisfied with supervisor/research group meeting (Y)</td>
<td>66%</td>
<td>43%</td>
</tr>
</tbody>
</table>
Follow-up post application

- Satisfied with info
- Re: status
- Timely F/U
- Felt program wanted me
- Regular communication

Legend:

- neutral
- agree
- strongly agree
Queen’s offer

- More than one offer
- Queen's 1st choice
- Queen's offer 1st
- Queen's offer later than others

2012 2013 accepted 2013 declined
The financial offer

Timing of offer allowed for consideration
Clear how I would be supported
Favourability relative to other offers?

- neutral
- agree
- strongly agree
# The financial offer

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013 accept</th>
<th>2013 decline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial offer was clear</td>
<td>75%</td>
<td>73%</td>
<td>93%</td>
</tr>
<tr>
<td>Components of offer met</td>
<td>70%</td>
<td>66%</td>
<td>68%</td>
</tr>
<tr>
<td>met expectations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall, Queen’s provided an</td>
<td>68%</td>
<td>57%</td>
<td>48%</td>
</tr>
<tr>
<td>excellent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>financial pkg</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Take home messages

Key sources of information:
- Program website, networks, professors

Key factors in decision-making:
- FIT, financial package and recommendation from others

Most influential people in decision-making:
- Professor in area of interest, peers & colleagues

Key factors in communication:
- Want to feel wanted and regular communication

Primary reasons for declining offer:
- Financial package, recommendation by peers