

**Yield Data Comparison  
Hope College  
2012-13 to 2017-18**

	% of admits						% of deposits						Yield						% Change		
	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	Admits	Deposit	Yield
Deposit	27.5%	25.0%	25.3%	22.7%	23.7%	24.4%	100.0%	100.0%	100.0%	100.0%	100.0%	27.5%	25.0%	25.3%	22.7%	23.7%	24.4%	3.0%	0.0%	3.0%	
State-MI	61.7%	57.5%	60.6%	58.5%	58.0%	60.2%	65.1%	63.8%	67.6%	65.0%	63.6%	67.6%	29.0%	27.7%	28.2%	25.2%	25.9%	27.4%	3.7%	6.4%	5.6%
State-IL	15.4%	17.4%	16.7%	18.2%	20.3%	17.6%	17.8%	16.8%	15.1%	16.2%	16.4%	15.0%	31.8%	24.0%	22.9%	20.2%	19.1%	20.8%	-13.1%	-8.5%	8.5%
State-MW	10.5%	9.0%	11.1%	11.7%	9.9%	10.1%	7.8%	8.2%	8.8%	10.0%	10.0%	7.7%	20.5%	22.9%	19.9%	19.4%	23.9%	18.5%	2.8%	-22.9%	-22.7%
State-East	3.8%	3.6%	3.9%	3.7%	4.1%	4.3%	2.6%	3.4%	3.3%	2.3%	3.4%	4.0%	18.6%	23.6%	21.4%	13.9%	19.7%	22.8%	3.8%	16.3%	15.5%
State-West	6.0%	5.8%	5.8%	5.9%	5.8%	5.1%	4.0%	5.2%	3.7%	4.0%	3.8%	3.5%	18.3%	22.3%	16.0%	15.5%	15.5%	16.7%	-11.6%	-8.0%	7.2%
State-None	2.6%	6.7%	2.0%	2.1%	1.9%	2.7%	2.7%	2.7%	1.6%	2.4%	2.8%	2.2%	29.3%	9.9%	20.3%	26.9%	34.4%	19.8%	39.4%	-22.1%	-42.5%
HY HS	11.3%	8.6%	10.6%	10.9%	7.3%	9.5%	20.3%	17.2%	19.2%	21.5%	15.2%	17.8%	49.5%	50.2%	46.1%	44.7%	49.0%	45.8%	29.2%	17.4%	-6.4%
HomeSch	1.2%	1.8%	1.8%	1.7%	1.3%	2.0%	1.6%	2.5%	1.7%	2.7%	2.0%	2.4%	38.2%	34.9%	24.6%	35.1%	36.4%	29.9%	49.3%	19.0%	-17.9%
Male	37.7%	40.1%	37.0%	37.7%	36.5%	36.1%	36.6%	41.4%	41.4%	39.4%	36.9%	35.6%	26.6%	25.8%	28.3%	23.7%	24.0%	24.1%	-1.1%	-3.5%	0.5%
Female	62.3%	59.9%	63.0%	62.3%	63.5%	63.9%	63.4%	58.6%	58.6%	60.6%	63.1%	64.4%	26.8%	23.2%	23.5%	22.1%	23.5%	24.5%	0.6%	2.1%	4.5%
Distance		429	416	501	377	380		357	290	384	265	266							0.8%	0.3%	
Income by Zip		\$58,526	\$58,506	\$57,207	\$58,235	\$58,759		\$57,126	\$58,357	\$55,819	\$56,231	\$58,100							0.9%	3.3%	
White	80.3%	75.0%	79.7%	77.0%	76.3%	77.6%	81.3%	78.8%	82.7%	79.5%	80.7%	80.7%	27.8%	26.3%	26.2%	23.4%	25.0%	25.4%	1.7%	0.1%	1.4%
Hispanic	7.4%	10.0%	8.4%	9.9%	10.7%	8.2%	8.3%	11.2%	7.8%	10.4%	7.8%	7.0%	30.9%	28.2%	23.4%	23.8%	17.3%	20.6%	-23.3%	-11.0%	19.5%
African American	2.9%	5.2%	3.5%	3.3%	4.3%	3.8%	2.4%	4.3%	2.7%	3.1%	3.8%	2.6%	22.4%	20.6%	19.5%	21.3%	20.7%	16.8%	-11.4%	-30.2%	-18.8%
Asian American	4.2%	6.2%	3.6%	4.3%	3.8%	5.3%	4.1%	2.4%	3.0%	3.5%	2.9%	4.1%	27.0%	9.7%	21.2%	18.3%	18.0%	18.9%	37.9%	40.7%	5.1%
Multi-Racial	2.5%	2.4%	2.8%	3.0%	2.4%	2.6%	1.7%	2.2%	2.4%	2.0%	2.7%	3.0%	18.9%	22.9%	21.7%	15.3%	25.9%	28.4%	6.5%	13.3%	9.6%
Not Specified	2.8%	1.2%	1.9%	1.9%	2.2%	2.1%	2.2%	1.0%	1.3%	0.9%	2.0%	1.9%	22.0%	22.0%	17.7%	11.5%	21.9%	22.2%	-3.3%	-4.8%	1.4%
Pref Legacy	13.9%	11.6%	12.8%	11.6%	11.9%	12.0%	27.0%	22.2%	25.2%	22.4%	25.4%	22.4%	53.3%	48.0%	49.9%	43.9%	50.5%	45.3%	1.2%	-11.9%	-10.4%
Other Legacy	2.4%	5.0%	4.7%	4.5%	3.4%	4.1%	2.2%	4.6%	5.4%	4.9%	4.2%	4.3%	25.7%	23.1%	28.6%	24.5%	29.2%	25.7%	21.5%	3.8%	-11.9%
Financial Aid Appl		67.2%	67.2%	67.5%	77.3%	77.2%		83.4%	83.4%	83.8%	84.2%	82.8%		31.0%	31.0%	28.2%	25.8%	26.1%	-0.2%	-1.7%	1.5%
FC - PreJr	18.8%	20.1%	23.7%	23.4%	22.8%	23.4%	26.6%	29.4%	35.0%	32.7%	33.1%	30.1%	38.9%	36.6%	37.2%	31.6%	34.4%	31.3%	2.8%	-9.2%	-9.0%
FC - Jr	38.9%	29.6%	33.3%	30.5%	30.6%	32.5%	43.2%	31.6%	30.9%	35.1%	32.9%	35.3%	30.5%	26.6%	23.5%	26.1%	25.4%	26.4%	6.3%	7.3%	4.0%
FC - Sum	13.1%	13.2%	15.3%	16.8%	15.7%	14.7%	8.8%	12.0%	13.4%	13.8%	13.9%	12.6%	18.4%	22.8%	22.1%	18.6%	21.0%	21.0%	-6.4%	-9.1%	0.0%
FC - Sr	29.1%	37.1%	27.6%	29.3%	31.0%	29.4%	21.3%	27.0%	20.7%	18.5%	20.1%	22.0%	20.1%	18.2%	19.0%	14.3%	15.4%	18.2%	-5.0%	9.6%	18.8%
Pell				7.0%	8.6%						20.6%	20.3%					69.7%	57.3%	23.6%	-1.3%	-17.8%
Interests None	9.5%	1.3%	1.1%	4.2%	8.4%	2.7%	7.7%	1.5%	1.0%	4.5%	7.0%	2.8%	22.2%	28.9%	22.9%	24.3%	19.6%	24.7%	-67.6%	-60.2%	26.4%
Int NS	49.2%	33.1%	33.5%	54.1%	43.7%	43.9%	49.8%	32.5%	33.7%	50.5%	41.7%	40.6%	27.8%	24.6%	25.5%	21.2%	22.6%	22.5%	0.3%	-2.8%	-0.2%
Int SS	31.1%	46.4%	44.9%	52.1%	47.6%	50.3%	31.4%	46.9%	45.3%	54.4%	49.7%	52.8%	27.7%	25.2%	25.5%	23.7%	24.7%	25.6%	5.7%	6.3%	3.6%
Int Hum	5.4%	6.3%	6.5%	15.8%	13.8%	16.5%	5.7%	6.6%	6.0%	15.4%	14.2%	19.0%	29.1%	26.1%	23.2%	22.1%	24.3%	28.1%	19.7%	34.3%	15.5%
Int Arts	4.8%	12.9%	14.1%	10.1%	9.6%	10.4%	5.5%	12.5%	14.0%	12.1%	11.6%	10.6%	31.0%	24.2%	25.2%	27.2%	28.7%	24.9%	8.1%	-9.0%	-13.3%
Int Pre	21.4%	5.8%	6.0%	26.3%	29.9%	28.6%	20.4%	6.3%	5.8%	24.2%	29.8%	28.0%	26.3%	26.9%	24.7%	20.9%	23.6%	23.9%	-4.6%	-6.0%	1.5%
Merit Award	64.1%	74.7%	81.7%	80.1%			79.2%	75.0%	78.0%	78.3%			34.0%	25.1%	24.1%	22.2%					
Rel Cath	24.0%	25.3%	21.8%	22.7%	23.0%	20.9%	18.2%	22.6%	18.1%	20.2%	19.5%	17.0%	20.8%	22.3%	21.1%	20.2%	20.1%	19.8%	-9.1%	-12.8%	-1.2%
Rel RCA	6.2%	5.3%	6.5%	4.6%	4.0%	4.1%	9.5%	8.3%	11.1%	7.8%	7.1%	8.9%	42.1%	39.6%	42.9%	38.4%	42.1%	52.9%	3.2%	25.8%	25.5%
Rel Other Chr	50.7%	52.5%	52.4%	48.1%	50.1%	49.7%	55.6%	56.1%	55.7%	50.6%	55.2%	54.2%	30.2%	26.7%	26.9%	23.9%	26.1%	26.5%	-0.8%	-2.0%	1.8%
Rel Other	4.6%	10.1%	8.2%	7.8%	6.1%	1.1%	3.3%	5.3%	5.6%	7.0%	3.9%	0.5%	20.1%	13.2%	17.3%	20.3%	15.2%	10.5%	-81.7%	-87.7%	-30.7%
ACT 30+	25.5%	24.1%	25.2%	23.6%	21.9%	19.3%	20.7%	19.0%	20.1%	19.7%	20.2%	19.0%	24.2%	22.1%	21.7%	19.0%	21.9%	24.0%	-11.9%	-6.0%	9.9%
ACT 27-29	29.0%	26.1%	27.3%	25.4%	25.8%	21.9%	23.8%	24.0%	25.3%	24.3%	25.4%	22.5%	24.5%	25.7%	25.2%	21.7%	23.3%	25.0%	-15.1%	-11.4%	7.5%
ACT 24-26	27.2%	25.7%	26.5%	26.8%	28.9%	29.3%	27.6%	25.1%	25.8%	25.1%	29.3%	27.6%	30.3%	27.4%	26.5%	21.3%	24.0%	22.9%	1.2%	-6.0%	-4.4%
ACT 23 and lower	18.3%	24.1%	21.0%	24.3%	23.4%	29.2%	20.9%	25.6%	24.0%	30.6%	25.0%	30.2%	34.1%	29.8%	31.1%	28.7%	25.3%	25.2%	24.9%	20.7%	-0.5%
GPA 4.0+	42.3%	38.8%	42.1%	41.9%	43.1%	44.1%	35.9%	32.5%	37.4%	31.7%	41.2%	44.0%	23.8%	21.5%	22.7%	17.4%	22.6%	24.3%	2.3%	6.9%	7.6%
GPA 3.8-3.99	20.7%	20.5%	19.8%	19.2%	19.6%	18.1%	19.3%	19.1%	19.2%	19.7%	19.7%	17.1%	26.1%	24.0%	24.8%	23.5%	23.8%	23.0%	-7.5%	-13.4%	-3.5%
GPA 3.6-3.79	15.2%	14.4%	15.5%	14.5%	14.2%	14.4%	15.0%	15.2%	15.6%	16.2%	13.3%	15.5%	27.6%	27.1%	25.6%	25.6%	22.1%	26.3%	1.1%	16.9%	19.1%
GPA 3.59 and lower	21.8%	26.3%	22.6%	24.4%	22.2%	21.8%	27.8%	32.6%	26.7%	30.9%	24.4%	21.9%	35.6%	31.9%	30.1%	29.1%	26.0%	24.5%	-1.8%	-10.2%	-5.8%

## Yield by Category Hope College Admits for Fall 2018

### Entire Cohort - 2018

Number of Admits	3,411
Number of Deposits	831
Yield Rate	24.36%

### Home State of Admits

	Michigan	Illinois	New York/Jersey	Other Midwest	Other East	Other West	NA
Number of Admits	2,053	602		346	145	174	91
Percent of Cohort Admits	60.19%	17.65%		10.14%	4.25%	5.10%	2.67%
Number of Deposits	562	125		64	33	29	18
Percent of Cohort Deposits	67.63%	15.04%		7.70%	3.97%	3.49%	2.17%
Yield Rate	27.37%	20.76%		18.50%	22.76%	16.67%	19.78%
	+++	-		--		-	

### Type of High School

	High Yield	Home School
Number of Admits	323	67
Percent of Cohort Admits	9.47%	1.96%
Number of Deposits	148	20
Percent of Cohort Deposits	17.81%	2.41%
Yield Rate	45.82%	29.85%
	+++	

### Gender

	Male	Female
Number of Admits	1,230	2,181
Percent of Cohort Admits	36.06%	63.94%
Number of Deposits	296	535
Percent of Cohort Deposits	35.62%	64.38%
Yield Rate	24.07%	24.53%

### Race/Ethnicity

	White	Hispanic	African American	Asian American	Multi-Racial	Not Specified
Number of Admits	2,646	281	131	180	88	72
Percent of Cohort Admits	77.57%	8.24%	3.84%	5.28%	2.58%	2.11%
Number of Deposits	671	58	22	34	25	16
Percent of Cohort Deposits	80.75%	6.98%	2.65%	4.09%	3.01%	1.93%
Yield Rate	25.36%	20.64%	16.79%	18.89%	28.41%	22.22%
	+	--	-			-

### Legacy

	Preferred	Other
Number of Admits	411	140
Percent of Cohort Admits	12.05%	4.10%
Number of Deposits	186	36
Percent of Cohort Deposits	22.38%	4.33%
Yield Rate	45.26%	25.71%
	+++	

### Financial Aid

	FAFSA Filed	Packaged
Number of Admits	2,632	1,683
Percent of Cohort Admits	77.16%	49.34%
Number of Deposits	688	713
Percent of Cohort Deposits	82.79%	85.80%
Yield Rate	26.14%	42.36%
	+++	+++

## Yield by Category Hope College Admits for Fall 2018

	<b>First Contact with Admissions</b>					
	<b>Pre-Jr</b>	<b>Jr Year</b>	<b>Pre-Sr Summer</b>	<b>Sr Year</b>		<b>First Generation</b>
Number of Admits	798	1,109	501	1,003		600
Percent of Cohort Admits	23.39%	32.51%	14.69%	29.40%		17.59%
Number of Deposits	250	293	105	183		123
Percent of Cohort Deposits	30.08%	35.26%	12.64%	22.02%		14.80%
Yield Rate	31.33%	26.42%	20.96%	18.25%		20.50%
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	<b>Academic Interests</b>					
	<b>None</b>	<b>Natural Science</b>	<b>Social Science</b>	<b>Humanities</b>	<b>Arts</b>	<b>Pre-Profesional</b>
Number of Admits	93	1,496	1,717	563	354	974
Percent of Cohort Admits	2.73%	43.86%	50.34%	16.51%	10.38%	28.55%
Number of Deposits	23	337	439	158	88	233
Percent of Cohort Deposits	2.77%	40.55%	52.83%	19.01%	10.59%	28.04%
Yield Rate	24.73%	22.53%	25.57%	28.06%	24.86%	23.92%
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	<b>Religious Preference</b>					<b>Aspiring Intercoll</b>
	<b>Catholic</b>	<b>RCA</b>	<b>Other Christian</b>	<b>Other</b>	<b>None</b>	<b>Athlete</b>
Number of Admits	712	140	1,695	38	826	1,546
Percent of Cohort Admits	20.87%	4.10%	49.69%	1.11%	0.242157725	45.32%
Number of Deposits	141	74	450	4	162	350
Percent of Cohort Deposits	16.97%	8.90%	54.15%	0.48%	0.194945848	42.12%
Yield Rate	19.80%	52.86%	26.55%	10.53%	0.196125908	22.64%
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	<b>ACT Composite or equivalent SAT</b>				
	<b>30 and more</b>	<b>27-29</b>	<b>24-26</b>	<b>23 and less</b>	<b>Pell</b>
Number of Admits	657	748	998	996	295
Percent of Cohort Admits	19.26%	21.93%	29.26%	29.20%	8.65%
Number of Deposits	158	187	229	251	169
Percent of Cohort Deposits	19.01%	22.50%	27.56%	30.20%	20.34%
Yield Rate	24.05%	25.00%	22.95%	25.20%	57.29%
					+++

	<b>High School GPA</b>			
	<b>4.00</b>	<b>3.80-3.99</b>	<b>3.60-3.79</b>	<b>less than 3.60</b>
Number of Admits	1,504	618	490	744
Percent of Cohort Admits	44.09%	18.12%	14.37%	21.81%
Number of Deposits	366	142	129	182
Percent of Cohort Deposits	44.04%	17.09%	15.52%	21.90%
Yield Rate	24.34%	22.98%	26.33%	24.46%

## Yield by Category Hope College Admits for Fall 2018

	Admissions Radar				
	Chicago Scholars	Top 50	Top Athletic Recruit	Faculty/Staff Child	Top Admissions Prospect
Number of Admits	5	455	17	18	154
Percent of Cohort Admits	0.15%	13.34%	0.50%	0.53%	4.51%
Number of Deposits	1	185	2	12	41
Percent of Cohort Deposits	0.12%	22.26%	0.24%	1.44%	4.93%
Yield Rate	20.00%	40.66%	11.76%	66.67%	26.62%
		+++		+++	

### Distance in Miles of Admits Home from Hope College

	96 and less	Between 97-139	140 and more
Number of Admits	1,241	1,103	990
Percent of Cohort Admits	36.38%	32.34%	29.02%
Number of Deposits	403	224	189
Percent of Cohort Deposits	48.50%	26.96%	22.74%
Yield Rate	32.47%	20.31%	19.09%
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### Family Income by Zip Code

	\$48K and less	Between \$48K and \$64K	\$64K and more
Number of Admits	1,156	1,039	1,139
Percent of Cohort Admits	33.89%	30.46%	33.39%
Number of Deposits	273	283	260
Percent of Cohort Deposits	32.85%	34.06%	31.29%
Yield Rate	23.62%	27.24%	22.83%
		+	

#### Definitions:

High Yield High School is a high school that has a 40% yield rate or better with at least 10 admitted students

Preferred Legacy is an admit whose parent or sibling was a Hope student

#### Statistical Significance:

- , +                      0.05 Significance  
 - - , ++                0.01 Significance  
 - - - , +++             0.001 Significance

## Hope College Yield by Lead Source for Fall 2017 Cohort

Lead Source	Deposits	Admits	Yield	
ACT Score Report	47	149	31.54%	+
ActiveMatch Plus	3	56	5.36%	--
Application as First Contact	15	132	11.36%	--
Campus Visit Request	86	309	27.83%	
Cappex	14	72	19.44%	
Chegg	38	129	29.46%	
College Night/Program	24	112	21.43%	
Common Application Started	117	735	15.92%	---
CTCL Fair	1	17	5.88%	
E-mail Inquiry	6	29	20.69%	
Event Registration	65	204	31.86%	++
FAFSA Received	1	13	7.69%	
General Inquiry	4	10	40.00%	
Group Visit to Campus	4	12	33.33%	
High School Visit	37	201	18.41%	
National College Fair	7	51	13.73%	
NRCCUA M-D	7	25	28.00%	
PRIZM SAT	3	27	11.11%	
Office Visit	7	28	25.00%	
Referral - Advancement	68	119	57.14%	+++
Referral - Athletic	33	129	25.58%	
SAT Score Report	19	88	21.59%	
Sibling Applied	88	303	29.04%	+
Web Inquiry	74	288	25.69%	
Why Hope Inquiry	2	11	18.18%	
<b>Grand Total</b>	<b>791</b>	<b>3344</b>	<b>23.65%</b>	