



About the Survey

The Princeton Review conducted this survey — the company’s 5th annual summer survey of college administrators — online from July 19 to August 6, 2024. The 12-question multiple-choice survey was sent to administrators at 632 institutions. They included colleges The Princeton Review profiles in its book *The Best 390 Colleges: 2025 Edition* (August 27, 2024) and colleges featured in the company's website designation [Best Regional Colleges for 2025](#).

Administrators from 246 colleges completed the survey which had a had a response rate of 39%.

By school type:

71% (175) were from private colleges

29% (71) were from public colleges.

By region, the locales of their colleges (and percent from each region) was:

26% Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)

26% Northeast (CT, ME, MA, NH, NJ, NY, RI, VT)

15% Mid-Atlantic (DE, DC, MD, PA, VA, WV)

11% West (AK, CA, HI, ID, MT, NV, OR, UT, WA, WY)

15% South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN)

07% Southwest (AZ, CO, NM, OK, TX).

The survey asked administrators about their fall 2024 enrollment, admission test policies, and the importance of college level coursework (AP[®], IB[®], and dual enrollment) on applicant transcripts in admission decisions. Administrators were also asked their views on trending topics. Among them: the botched rollout of the 2024-25 FAFSA[®] (Free Application for Federal Student Aid) and their outlook about the release of the 2025-26 FAFSA; efforts to block or restrict college DEI (Diversity, Equity, and Inclusion) programs, and the use of AI in college applications and admissions.

The final question of the survey asked administrators to rank four issues in terms of which will be the top concerns among students on their campuses and which will be the top concerns among their fellow administrators in the coming school year.

A survey findings report follows.

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Reporter Resources

A release on the survey findings is posted [here](#) at PrincetonReview.com in the [Media Center](#). An infographic depicting selected findings of the release is posted [here](#). Releases on The Princeton Review's College Administrator Surveys for [2023](#), [2022](#), [2021](#) and [2020](#) are accessible in the Media Center. [Rob Franek](#), The Princeton Review Editor-in-Chief, and David Soto, Senior Director, Data Operations are available for interviews about the survey.

About The Princeton Review

[The Princeton Review](#) is a leading tutoring, test prep, and college admissions services company. Every year, it helps millions of college- and graduate school-bound students as well as working professionals achieve their education and career goals through its many education services and products. These include online and in-person courses delivered by a network of more than 4,000 teachers and tutors; online resources; more than 150 print and digital books published by Penguin Random House; and dozens of categories of school rankings. Founded in 1981, The Princeton Review is now in its 43rd year. The company's [Tutor.com](#) brand, now in its 24th year, is one of the largest online tutoring services in the U.S. It comprises a community of thousands of tutors who have delivered more than 27 million tutoring sessions. The Princeton Review is headquartered in New York, NY. The Princeton Review is not affiliated with Princeton University. For more information, visit [PrincetonReview.com](#) and the company's [Media Center](#). Follow the company on X (formerly Twitter) [@ThePrincetonRev](#) and Instagram [@theprincetonreview](#).

Survey Findings

The survey's 12 questions, answer choices, and percentages of respondents choosing each answer are shown below by respondents overall, school type, and school region. Answers chosen by the highest percentage of respondents are underlined.

1) Is your institution a public or a private one?

71% Private
29% Public

2) In which region of the U.S. is your institution located?

26% Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)
26% Northeast (CT, ME, MA, NH, NJ, NY, RI, VT)
15% Mid-Atlantic (DE, DC, MD, PA, VA, WV)
15% South (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN)
11% West (AK, CA, HI, ID, MT, NV, OR, UT, WA, WY)
07% Southwest (AZ, CO, NM, OK, TX)

3) Based on current figures, how does your fall 2024 undergraduate enrollment compare with that of fall 2023? (We understand that final enrollment data will not be available until after your census date.)

ALL RESPONDENTS

16% Significantly up (5% or more)
21% Somewhat up (2 to 4%)
Combined indicating up: 37%
38% About the same
14% Somewhat down (2 to 4%)
11% Significantly down (5% or more)
Combined indicating down: 25%

PRIVATE COLLEGES

18% Significantly up (5% or more)
23% Somewhat up (2 to 4%)
 Combined indicating up: 41%
32% About the same
14% Somewhat down (2 to 4%)
13% Significantly down (5% or more)
 Combined indicating down: 27%

PUBLIC COLLEGES

13% Significantly up (5% or more)
14% Somewhat up (2 to 4%)
 Combined indicating up: 27%
54% About the same
13% Somewhat down (2 to 4%)
06% Significantly down (5% or more)
 Combined indicating down: 19%

MID-ATLANTIC COLLEGES

19% Significantly up (5% or more)
22% Somewhat up (2 to 4%)
 Combined indicating up: 41%
40% About the same
16% Somewhat down (2 to 4%)
03% Significantly down (5% or more)
 Combined indicating down: 19%

MIDWEST COLLEGES

15% Significantly up (5% or more)
23% Somewhat up (2 to 4%)
 Combined indicating up: 38%
40% About the same
10% Somewhat down (2 to 4%)
12% Significantly down (5% or more)
 Combined indicating down: 22%

NORTHEAST COLLEGES

20% Significantly up (5% or more)
18% Somewhat up (2 to 4%)
 Combined indicating up: 38%
35% About the same
15% Somewhat down (2 to 4%)
12% Significantly down (5% or more)
 Combined indicating down: 27%

SOUTH COLLEGES

18% Significantly up (5% or more)

15% Somewhat up (2 to 4%)
Combined indicating up: 33%
46% About the same
09% Somewhat down (2 to 4 %)
12% Significantly down (5% or more)
Combined indicating down: 21%

SOUTHWEST COLLEGES

25% Significantly up (5% or more)
19% Somewhat up (2 to 4%)
Combined indicating up: 44%
31% About the same
19% Somewhat down (2 to 4%)
06% Significantly down (5% or more)
Combined indicating down: 25%

WEST COLLEGES

03% Significantly up (5% or more)
24% Somewhat up (2 to 4%)
Combined indicating up: 27%
31% About the same
21% Somewhat down (2 to 4%)
21% Significantly down (5% or more)
Combined indicating down: 42%

4) What was your institution's policy regarding admission test (SAT® /ACT® / IB®) scores for degree-seeking, first-time applicants for admission for fall 2024?

ALL RESPONDENTS

89% Test optional: did not require scores (but considered them)
07% Test blind or test free
04% Required scores

PRIVATE COLLEGES

92% Test optional: did not require scores (but considered them)
07% Test blind or test free
01% Required scores

PUBLIC COLLEGES

80% Test optional: did not require scores (but considered them)
07% Test blind or test free
13% Required scores

MID-ATLANTIC COLLEGES

95% Test optional: did not require scores (but considered them)
05% Test blind or test free
00% Required scores

MIDWEST COLLEGES

94% Test optional: did not require scores (but considered them)
05% Test blind or test free
01% Required scores

NORTHEAST COLLEGES

92% Test optional: did not require scores (but considered them)
08% Test blind or test free
00% Required scores

SOUTH COLLEGES

80% Test optional: did not require scores (but considered them)
03% Test blind or test free
17% Required scores

SOUTHWEST COLLEGES

88% Test optional: did not require scores (but considered them)
00% Test blind or test free
12% Required scores

WEST COLLEGES

72% Test optional: did not require scores (but considered them)
24% Test blind or test free
04% Required scores

5) What do you expect the policy to be for degree-seeking, first-time applicants for admission for fall 2025?

85% Test optional: will not require scores (but will consider them)
07% Test blind or test free
05% Will require scores
03% Have not decided fall 2025 policy

PRIVATE COLLEGES

90% Test optional: will not require scores (but will consider them)
07% Test blind or test free
01% Will require scores
02% Have not decided fall 2025 policy

PUBLIC COLLEGES

76% Test optional: will not require scores (but will consider them)
07% Test blind or test free
13% Will require scores
04% Have not decided fall 2025 policy

MID-ATLANTIC COLLEGES

95% Test optional: will not require scores (but will consider them)

05% Test blind or test free
00% Will require scores
00% Have not decided fall 2025 policy

MIDWEST COLLEGES

90% Test optional: will not require scores (but will consider them)
03% Test blind or test free
02% Will require scores
05% Have not decided fall 2025 policy

NORTHEAST COLLEGES

89% Test optional: will not require scores (but will consider them)
07% Test blind or test free
02% Will require scores
02% Have not decided fall 2025 policy

SOUTH COLLEGES

72% Test optional: will not require scores (but will consider them)
03% Test blind or test free
19% Will require scores
06% Have not decided fall 2025 policy

SOUTHWEST COLLEGES

88% Test optional: will not require scores (but will consider them)
00% Test blind or test free
12% Will require scores
00% Have not decided fall 2025 policy

WEST COLLEGES

69% Test optional: will not require scores (but will consider them)
28% Test blind or test free
00% Will require scores
03% Have not decided fall 2025 policy

6) Please rate the relative importance of college level coursework (e.g., AP®, IB (International Baccalaureate), dual enrollment courses) in your first-time, first-year admission decisions.

ALL RESPONDENTS

23% Very important
37% Important
Combined Very important or Important 60%
26% Considered in decisions
14% Unimportant / Not considered in decisions

PRIVATE COLLEGES

23% Very important

39% Important

Combined Very important or Important 62%

28% Somewhat important

10% Unimportant / not considered

PUBLIC COLLEGES

21% Very important

33% Important

Combined Very important or Important 54%

22% Somewhat important

24% Unimportant / not considered

MID-ATLANTIC COLLEGES

31% Very important

31% Important

Combined Very important or Important 62%

29% Somewhat important

09% Unimportant / not considered

MIDWEST COLLEGES

14% Very important

37% Important

Combined Very important or Important 51%

32% Somewhat important

17% Unimportant / not considered

NORTHEAST COLLEGES

30% Very important

40% Important

Combined Very important or Important 70%

25% Somewhat important

05% Unimportant / not considered

SOUTH COLLEGES

15% Very important

47% Important

Combined Very important or Important 62%

18% Somewhat important

20% Unimportant / not considered

SOUTHWEST COLLEGES

25% Very important

38% Important

Combined Very important or Important 63%

25% Somewhat important

12% Unimportant / not considered

WEST COLLEGES

21% Very important

29% Important

Combined Very important or Important 50%

25% Somewhat important

25% Unimportant / not considered

7) Please gauge on a scale of 1 to 5 (1 being very low, 5 being very high) the level to which the botched rollout of the 2024-25 FAFSA® has impacted your institution's applications and enrollments.

ALL RESPONDENTS

05% (1-Very low)

17% (2-Low)

Combined very low or low: 22%

32% (3-Moderate)

23% (4-High)

23% (5-Very High)

Combined high or very high: 46%

PRIVATE COLLEGES

05% (1-Very low)

17% (2-Low)

Combined very low or low: 22%

30% (3-Moderate)

23% (4-High)

25% (5-Very High)

Combined high or very high: 48%

PUBLIC COLLEGES

03% (1-Very low)

20% (2-Low)

Combined very low or low: 23%

38% (3-Moderate)

22% (4-High)

17% (5-Very High)

Combined high or very high: 39%

MID-ATLANTIC COLLEGES

03% (1-Very low)

23% (2-Low)

Combined very low or low: 26%

34% (3-Moderate)

23% (4-High)

17% (5-Very High)

Combined high or very high: 40%

MIDWEST COLLEGES

04% (1-Very low)

13% (2-Low)

Combined very low or low: 17%

28% (3-Moderate)

25% (4-High)

30% (5-Very High)

Combined high or very high: 55%

NORTHEAST COLLEGES

07% (1-Very low)

23% (2-Low)

Combined very low or low: 30%

35% (3-Moderate)

16% (4-High)

19% (5-Very High)

Combined high or very high: 35%

SOUTH COLLEGES

03% (1-Very low)

21% (2-Low)

Combined very low or low: 24%

34% (3-Moderate)

18% (4-High)

24% (5-Very High)

Combined high or very high: 42%

SOUTHWEST COLLEGES

13% (1-Very low)

13% (2-Low)

Combined very low or low: 26%

34% (3-Moderate)

27% (4-High)

13% (5-Very High)

Combined high or very high: 40%

WEST COLLEGES

00% (1-Very low)

07% (2-Low)

Combined very low or low: 07%

29% (3-Moderate)

36% (4-High)

28% (5-Very High)

Combined high or very high: 64%

8) Please gauge on a scale of 1 to 5 (1 being very low, 5 being very high) your confidence in a timely and smooth release of the FAFSA for 2025-26.

ALL RESPONDENTS

24% (1-Very low)

46% (2-Low)

Combined very low or low: 70%

24% (3-Moderate)

05% (4-High)

01% (5-Very High)

Combined high or very high: 06%

PRIVATE COLLEGES

25% (1-Very low)

46% (2-Low)

Combined very low or low: 71%

24% (3-Moderate)

04% (4-High)

01% (5-Very High)

Combined high or very high: 5%

PUBLIC COLLEGES

21% (1-Very low)

44% (2-Low)

Combined very low or low: 65%

24% (3-Moderate)

10% (4-High)

01% (5-Very High)

Combined high, or very high: 11%

MID-ATLANTIC COLLEGES

14% (1-Very low)

60% (2-Low)

Combined very low or low: 74%

26% (3-Moderate)

00% (4-High)

00% (5-Very High)

Combined high, or very high: 0%

MIDWEST COLLEGES

27% (1-Very low)

38% (2-Low)

Combined very low or low: 65%

29% (3-Moderate)

04% (4-High)

02% (5-Very High)

Combined high, or very high: 06%

NORTHEAST COLLEGES

20% (1-Very low)

49% (2-Low)

Combined very low or low: 69%

26% (3-Moderate)

05% (4-High)

00% (5-Very High)

Combined high, or very high: 05%

SOUTH COLLEGES

28% (1-Very low)

41% (2-Low)

Combined very low or low: 69%

25% (3-Moderate)

03% (4-High)

03% (5-Very High)

Combined high, or very high: 06%

SOUTHWEST COLLEGES

27% (1-Very low)

47% (2-Low)

Combined very low or low: 74%

13% (3-Moderate)

13% (4-High)

00% (5-Very High)

Combined high, or very high: 13%

WEST COLLEGES

35% (1-Very low)

38% (2-Low)

Combined very low or low: 73%

15% (3-Moderate)

12% (4-High)

00% (5-Very High)

Combined high, or very high: 12%

9) Some state legislatures have introduced (or passed) legislation to block or restrict colleges' DEI (Diversity, Equity, and Inclusion) initiatives, policies, and programs. Some private colleges' boards and administrators are taking steps to protect and promote DEI efforts. What is your opinion with respect to this subject?

ALL RESPONDENTS

94% DEI efforts should be protected and supported

06% DEI efforts should be blocked or restricted

PRIVATE COLLEGES

95% DEI efforts should be protected and supported

05% DEI efforts should be blocked or restricted

PUBLIC COLLEGES

89% DEI efforts should be protected and supported

11% DEI efforts should be blocked or restricted

MIDWEST COLLEGES

93% DEI efforts should be protected and supported

07% DEI efforts should be blocked or restricted

NORTHEAST COLLEGES

98% DEI efforts should be protected and supported

02% DEI efforts should be blocked or restricted

MID-ATLANTIC COLLEGES

96% DEI efforts should be protected and supported

04% DEI efforts should be blocked or restricted

SOUTH COLLEGES

80% DEI efforts should be protected and supported

20% DEI efforts should be blocked or restricted

SOUTHWEST COLLEGES

91% DEI efforts should be protected and supported

09% DEI efforts should be blocked or restricted

WEST COLLEGES

96% DEI efforts should be protected and supported

04% DEI efforts should be blocked or restricted

10) Which of the following characterizes your general view with respect to the current and potential use of AI (Artificial Intelligence)-based resources by administrators as well as by students in the college application and admission process?

ALL RESPONDENTS

15% I am excited about the ways AI is being and can be used

04% I am concerned about the ways AI is being and can be used

78% Both of the above

03% Neither of the above

PRIVATE COLLEGES

13% I am excited about the ways AI is being and can be used

04% I am concerned about the ways AI is being and can be used

80% Both of the above

03% Neither of the above

PUBLIC COLLEGES

22% I am excited about the ways AI is being and can be used
02% I am concerned about the ways AI is being and can be used
73% Both of the above
03% Neither of the above

MIDWEST COLLEGES

16% I am excited about the ways AI is being and can be used
09% I am concerned about the ways AI is being and can be used
75% Both of the above
00% Neither of the above

NORTHEAST COLLEGES

14% I am excited about the ways AI is being and can be used
03% I am concerned about the ways AI is being and can be used
81% Both of the above
02% Neither of the above

MID-ATLANTIC COLLEGES

03% I am excited about the ways AI is being and can be used
16% I am concerned about the ways AI is being and can be used
71% Both of the above
10% Neither of the above

SOUTH COLLEGES

19% I am excited about the ways AI is being and can be used
00% I am concerned about the ways AI is being and can be used
81% Both of the above
00% Neither of the above

SOUTHWEST COLLEGES

43% I am excited about the ways AI is being and can be used
00% I am concerned about the ways AI is being and can be used
57% Both of the above
00% Neither of the above

WEST COLLEGES

04% I am excited about the ways AI is being and can be used
04% I am concerned about the ways AI is being and can be used
81% Both of the above
11% Neither of the above

11) Please rank the following in terms of issues you expect will matter most among your institution's students this school year. Number them from 1 to 4 with 1 being the most important and 4 the least (comparatively).

- Academics / quality and quantity of course offerings
- Affordability / cost of attendance and level of financial aid for students
- Social justice / commitments to promoting diversity and addressing discrimination
- Student activism / campus protests related to political, environmental, or economic change

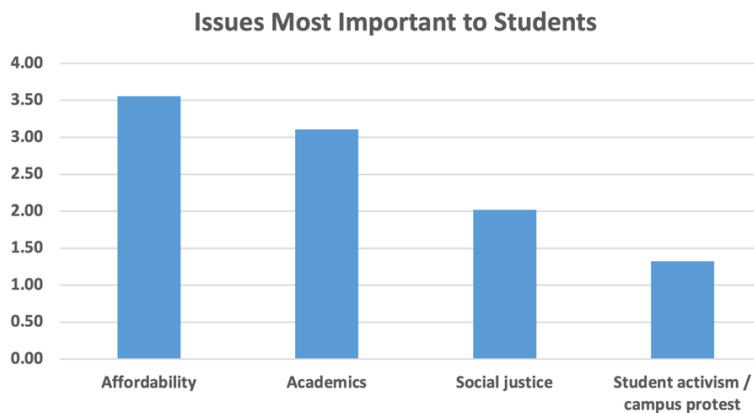
ALL RESPONDENTS

#1 Affordability / cost of attendance and level of financial aid for students

#2 Academics / quality and quantity of course offerings

#3 Social justice / commitments to promoting diversity and addressing discrimination

#4 Student activism / campus protests related to political, environmental, or economic change



12) Please rank the same list in terms of issues you expect will matter most among your institution's administrators this school year. Number them from 1 to 4 with 1 being the most important, and 4 the least (comparatively).

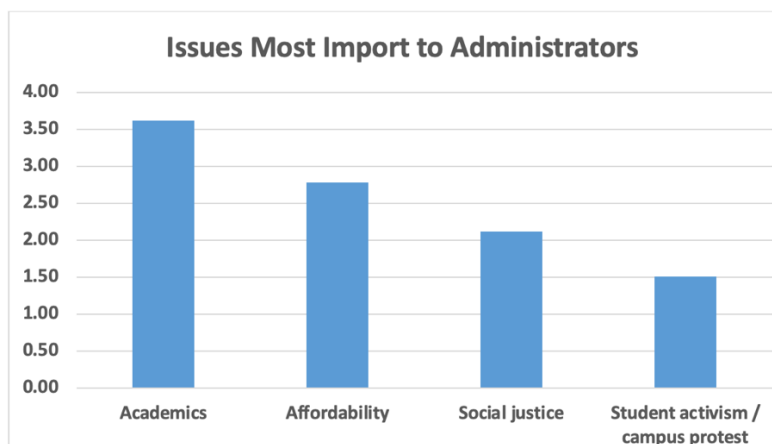
ALL RESPONDENTS

#1 Academics / quality and quantity of course offerings

#2 Affordability / cost of attendance and level of financial aid for students

#3 Social justice / commitments to promoting diversity and addressing discrimination

#4 Student activism / campus protests related to political, environmental, or economic change



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