



Race-Conscious Admissions Programs
A National Survey
January 2003

Diversity in College Life

Question Wording: Do you think living and learning among people of different interests, abilities, gender and racial backgrounds better prepares college students to live and work in society, or do you think it does not?

		Total		
		Diversity in college		
		Better prepares students	Does not better prepare students	Unsure
		Row %	Row %	Row %
Total		85%	13%	2%
Region	East	88%	11%	1%
	Central	86%	11%	3%
	South	87%	12%	1%
	West	79%	17%	4%
Party Identification	Democrat	89%	10%	1%
	Republican	85%	12%	3%
	Independent	85%	12%	3%
Income	Less than \$50,000	82%	16%	2%
	\$50,000 and over	89%	9%	2%
Education	Not college graduate	84%	13%	3%
	College graduate	87%	12%	1%
Age	Under 45	88%	10%	2%
	45 or older	83%	14%	3%
Race	White	85%	12%	3%
	African-American	86%	14%	0%
	Latino	79%	21%	0%
Gender	Men	81%	16%	3%
	Women	89%	10%	1%

Factors for College Admissions' Decisions

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using each of the following as a factor when schools decide which students to admit to a college or university:

All Residents: Factors in College Admissions' Decisions

	Definitely favor	Favor	Oppose	Definitely oppose
	Percent	Percent	Percent	Percent
A student's high school grades	31%	57%	10%	2%
A student's scores on college entrance exams	24%	61%	13%	2%
A student's leadership or service in community	20%	60%	18%	2%
A student's leadership or service in school	15%	62%	21%	2%
A student's artistic, musical, or theatrical talent	13%	60%	24%	3%
A student's athletic ability	4%	40%	47%	9%
A student's gender	2%	15%	59%	24%
A student's race	3%	17%	55%	25%
If a student's grandparents or parents went to the school	1%	24%	60%	15%
If a student's parents are rich or famous	1%	7%	57%	35%
A student's recommendations from principals, teachers, or counselors	18%	67%	13%	2%
If a student is the first in their family to go to college	8%	40%	43%	9%

Marist Poll USA Residents: January 2003

Non-white Residents: Factors in College Admissions' Decisions

	Definitely favor	Favor	Oppose	Definitely oppose
	Percent	Percent	Percent	Percent
A student's high school grades	26%	57%	15%	2%
A student's scores on college entrance exams	20%	57%	22%	1%
A student's leadership or service in community	20%	57%	22%	1%
A student's leadership or service in school	13%	65%	20%	2%
A student's artistic, musical, or theatrical talent	15%	62%	20%	3%
A student's athletic ability	9%	48%	35%	8%
A student's gender	6%	27%	51%	16%
A student's race	8%	28%	50%	14%
If a student's grandparents or parents went to the school	2%	32%	53%	13%
If a student's parents are rich or famous	3%	13%	57%	27%
A student's recommendations from principals, teachers, or counselors	16%	63%	19%	2%
If a student is the first in their family to go to college	16%	53%	27%	4%

Marist Poll USA Non-white Residents: January 2003

A Student's High School Grades

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using a student's high school grades as a factor when schools decide which students to admit to a college or university?

		Total			
		A student's high school grades			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		31%	57%	10%	2%
Region	East	35%	55%	8%	2%
	Central	29%	59%	10%	2%
	South	30%	57%	11%	2%
	West	30%	58%	11%	1%
Party Identification	Democrat	35%	54%	9%	2%
	Republican	37%	58%	4%	1%
	Independent	25%	65%	8%	2%
Income	Less than \$50,000	28%	57%	13%	2%
	\$50,000 and over	35%	56%	8%	1%
Education	Not college graduate	28%	57%	13%	2%
	College graduate	38%	56%	5%	1%
Age	Under 45	28%	60%	10%	2%
	45 or older	34%	55%	10%	1%
Race	White	32%	57%	9%	2%
	African-American	25%	55%	19%	1%
	Latino	31%	61%	4%	4%
Gender	Men	31%	58%	9%	2%
	Women	32%	57%	10%	1%

Marist Poll USA Residents: January 2003

**A Student's Scores On
College Entrance Exams**

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using a student's scores on college entrance exams like the SAT as a factor when schools decide which students to admit to a college or university?

		Total			
		A student's scores on college entrance exams			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		24%	61%	13%	2%
Region	East	22%	58%	18%	2%
	Central	24%	63%	11%	2%
	South	27%	59%	12%	2%
	West	21%	67%	11%	1%
Party Identification	Democrat	19%	64%	16%	1%
	Republican	30%	60%	9%	1%
	Independent	24%	62%	12%	2%
Income	Less than \$50,000	21%	61%	15%	3%
	\$50,000 and over	28%	62%	9%	1%
Education	Not college graduate	22%	61%	15%	2%
	College graduate	28%	62%	9%	1%
Age	Under 45	21%	63%	13%	3%
	45 or older	27%	60%	12%	1%
Race	White	25%	62%	11%	2%
	African-American	20%	52%	26%	2%
	Latino	18%	71%	11%	0%
Gender	Men	24%	64%	11%	1%
	Women	25%	59%	14%	2%

Marist Poll USA Residents: January 2003

A Student's Leadership Or Service In Community

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using a student's leadership or service in community, church, or school activities as a factor when schools decide which students to admit to a college or university?

		Total			
		A student's leadership or service in community			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		20%	60%	18%	2%
Region	East	23%	62%	15%	0%
	Central	16%	63%	18%	3%
	South	22%	57%	19%	2%
	West	19%	58%	21%	2%
Party Identification	Democrat	21%	59%	18%	2%
	Republican	23%	60%	15%	2%
	Independent	19%	63%	18%	0%
Income	Less than \$50,000	17%	61%	20%	2%
	\$50,000 and over	25%	60%	14%	1%
Education	Not college graduate	16%	60%	22%	2%
	College graduate	28%	61%	10%	1%
Age	Under 45	19%	60%	19%	2%
	45 or older	21%	60%	18%	1%
Race	White	20%	61%	17%	2%
	African-American	22%	55%	23%	0%
	Latino	16%	62%	19%	3%
Gender	Men	17%	64%	17%	2%
	Women	22%	56%	20%	2%

Marist Poll USA Residents: January 2003

A Student's Leadership Or Service In School

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using a student's leadership or service in school such as with the school newspaper, the yearbook, on events, or in clubs as a factor when schools decide which students to admit to a college or university?

		Total			
		A student's leadership or service in school			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		15%	62%	21%	2%
Region	East	18%	63%	18%	1%
	Central	11%	63%	23%	3%
	South	14%	61%	21%	4%
	West	17%	60%	21%	2%
Party Identification	Democrat	16%	62%	21%	1%
	Republican	17%	62%	19%	2%
	Independent	16%	58%	24%	2%
Income	Less than \$50,000	11%	64%	22%	3%
	\$50,000 and over	19%	61%	18%	2%
Education	Not college graduate	11%	61%	25%	3%
	College graduate	23%	63%	12%	2%
Age	Under 45	15%	60%	22%	3%
	45 or older	15%	63%	20%	2%
Race	White	16%	61%	21%	2%
	African-American	11%	65%	20%	4%
	Latino	16%	64%	20%	0%
Gender	Men	16%	61%	21%	2%
	Women	14%	62%	21%	3%

Marist Poll USA Residents: January 2003

**A Student's Artistic,
Musical, Or Theatrical
Talent**

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using a student's artistic, musical, or theatrical talent as a factor when schools decide which students to admit to a college or university?

		Total			
		A student's artistic, musical, or theatrical talent			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		13%	60%	24%	3%
Region	East	15%	61%	22%	2%
	Central	13%	55%	29%	3%
	South	12%	64%	20%	4%
	West	13%	58%	27%	2%
Party Identification	Democrat	15%	60%	22%	3%
	Republican	12%	58%	26%	4%
	Independent	12%	63%	22%	3%
Income	Less than \$50,000	14%	57%	27%	2%
	\$50,000 and over	12%	64%	21%	3%
Education	Not college graduate	11%	58%	28%	3%
	College graduate	17%	64%	16%	3%
Age	Under 45	14%	60%	23%	3%
	45 or older	12%	59%	26%	3%
Race	White	13%	59%	25%	3%
	African-American	14%	62%	20%	4%
	Latino	18%	64%	18%	0%
Gender	Men	15%	59%	23%	3%
	Women	11%	61%	25%	3%

Marist Poll USA Residents: January 2003

A Student's Athletic Ability

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using a student's athletic ability as a factor when schools decide which students to admit to a college or university?

		Total			
		A student's athletic ability			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		4%	40%	47%	9%
Region	East	5%	45%	41%	9%
	Central	2%	38%	52%	8%
	South	5%	40%	43%	12%
	West	3%	36%	54%	7%
Party Identification	Democrat	5%	40%	45%	10%
	Republican	2%	40%	50%	8%
	Independent	5%	37%	50%	8%
Income	Less than \$50,000	5%	39%	47%	9%
	\$50,000 and over	3%	42%	45%	10%
Education	Not college graduate	4%	39%	47%	10%
	College graduate	4%	41%	48%	7%
Age	Under 45	4%	42%	45%	9%
	45 or older	3%	38%	49%	10%
Race	White	3%	38%	49%	10%
	African-American	9%	44%	36%	11%
	Latino	9%	59%	29%	3%
Gender	Men	4%	42%	45%	9%
	Women	4%	38%	49%	9%

Marist Poll USA Residents: January 2003

A Student's Gender

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using a student's gender as a factor when schools decide which students to admit to a college or university?

		Total			
		A student's gender			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		2%	15%	59%	24%
Region	East	1%	14%	61%	24%
	Central	3%	19%	55%	23%
	South	1%	14%	58%	27%
	West	2%	15%	60%	23%
Party Identification	Democrat	3%	18%	55%	24%
	Republican	1%	13%	58%	28%
	Independent	3%	14%	64%	19%
Income	Less than \$50,000	3%	19%	56%	22%
	\$50,000 and over	1%	10%	59%	30%
Education	Not college graduate	2%	16%	58%	24%
	College graduate	1%	14%	60%	25%
Age	Under 45	1%	13%	61%	25%
	45 or older	3%	17%	56%	24%
Race	White	2%	13%	60%	25%
	African-American	5%	25%	53%	17%
	Latino	7%	34%	48%	11%
Gender	Men	2%	16%	58%	24%
	Women	2%	14%	59%	25%

Marist Poll USA Residents: January 2003

A Student's Race

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using a student's race as a factor when schools decide which students to admit to a college or university?

		Total			
		A student's race			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		3%	17%	55%	25%
Region	East	3%	17%	54%	26%
	Central	2%	19%	59%	20%
	South	3%	17%	51%	29%
	West	4%	16%	55%	25%
Party Identification	Democrat	5%	21%	53%	21%
	Republican	2%	13%	56%	29%
	Independent	3%	15%	59%	23%
Income	Less than \$50,000	4%	18%	54%	24%
	\$50,000 and over	2%	16%	55%	27%
Education	Not college graduate	3%	17%	55%	25%
	College graduate	3%	19%	55%	23%
Age	Under 45	2%	16%	57%	25%
	45 or older	3%	19%	53%	25%
Race	White	2%	15%	56%	27%
	African-American	9%	31%	44%	16%
	Latino	6%	18%	64%	12%
Gender	Men	2%	18%	55%	25%
	Women	4%	17%	54%	25%

Marist Poll USA Residents: January 2003

A Student's Grandparents Or Parents Went To The School

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using the fact that a student's grandparents or parents went to the school as a factor when schools decide which students to admit to a college or university?

		Total			
		If a student's grandparents or parents went to the school			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		1%	24%	60%	15%
Region	East	0%	23%	63%	14%
	Central	3%	25%	62%	10%
	South	2%	25%	55%	18%
	West	1%	22%	61%	16%
Party Identification	Democrat	2%	26%	57%	15%
	Republican	0%	24%	62%	14%
	Independent	2%	21%	62%	15%
Income	Less than \$50,000	2%	25%	57%	16%
	\$50,000 and over	1%	23%	62%	14%
Education	Not college graduate	2%	24%	59%	15%
	College graduate	1%	24%	61%	14%
Age	Under 45	1%	22%	62%	15%
	45 or older	2%	25%	58%	15%
Race	White	1%	22%	61%	16%
	African-American	2%	31%	52%	15%
	Latino	3%	33%	57%	7%
Gender	Men	2%	26%	57%	15%
	Women	1%	22%	62%	15%

Marist Poll USA Residents: January 2003

A Student's Parents Are Rich Or Famous

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using the fact that a student's parents are rich or famous as a factor when schools decide which students to admit to a college or university?

		Total			
		If a student's parents are rich or famous			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		1%	7%	57%	35%
Region	East	0%	5%	58%	37%
	Central	2%	8%	56%	34%
	South	1%	10%	54%	35%
	West	2%	3%	60%	35%
Party Identification	Democrat	2%	10%	55%	33%
	Republican	1%	3%	58%	38%
	Independent	1%	4%	58%	37%
Income	Less than \$50,000	2%	8%	58%	32%
	\$50,000 and over	1%	6%	55%	38%
Education	Not college graduate	2%	8%	57%	33%
	College graduate	0%	4%	57%	39%
Age	Under 45	1%	6%	54%	39%
	45 or older	2%	7%	59%	32%
Race	White	1%	5%	57%	37%
	African-American	4%	14%	56%	26%
	Latino	0%	10%	60%	30%
Gender	Men	1%	7%	55%	37%
	Women	1%	7%	59%	33%

Marist Poll USA Residents: January 2003

**A Student's
Recommendations From
Principals, Teachers**

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using a student's recommendations from principals, teachers, or counselors as a factor when schools decide which students to admit to a college or university?

		Total			
		A student's recommendations from principals, teachers, or counselors			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		18%	67%	13%	2%
Region	East	20%	69%	9%	2%
	Central	17%	67%	13%	3%
	South	18%	66%	15%	1%
	West	18%	66%	14%	2%
Party Identification	Democrat	18%	69%	12%	1%
	Republican	25%	65%	8%	2%
	Independent	14%	74%	11%	1%
Income	Less than \$50,000	16%	67%	15%	2%
	\$50,000 and over	22%	67%	10%	1%
Education	Not college graduate	15%	67%	16%	2%
	College graduate	25%	69%	5%	1%
Age	Under 45	20%	65%	13%	2%
	45 or older	16%	70%	13%	1%
Race	White	19%	67%	12%	2%
	African-American	14%	66%	17%	3%
	Latino	19%	57%	24%	0%
Gender	Men	17%	69%	12%	2%
	Women	19%	66%	14%	1%

Marist Poll USA Residents: January 2003

**A Student Is The First In
Their Family To Go To
College**

Question Wording: Do you definitely favor, favor, oppose, or definitely oppose using the fact that a student is the first in their family to go to college as a factor when schools decide which students to admit to a college or university?

		Total			
		If a student is the first in their family to go to college			
		Definitely favor	Favor	Oppose	Definitely oppose
		Row %	Row %	Row %	Row %
Total		8%	40%	43%	9%
Region	East	7%	40%	43%	10%
	Central	9%	44%	39%	8%
	South	7%	39%	45%	9%
	West	9%	37%	43%	11%
Party Identification	Democrat	10%	48%	35%	7%
	Republican	5%	32%	50%	13%
	Independent	8%	40%	43%	9%
Income	Less than \$50,000	9%	44%	38%	9%
	\$50,000 and over	8%	36%	46%	10%
Education	Not college graduate	8%	43%	40%	9%
	College graduate	7%	35%	47%	11%
Age	Under 45	8%	40%	44%	8%
	45 or older	8%	40%	41%	11%
Race	White	6%	38%	46%	10%
	African-American	18%	57%	20%	5%
	Latino	9%	43%	43%	5%
Gender	Men	6%	39%	44%	11%
	Women	9%	42%	41%	8%

Marist Poll USA Residents: January 2003

Economic Disadvantages

Question Wording: Should colleges and universities use a great deal of effort, some effort, not very much effort, or no effort at all to make up for students' economic disadvantages when deciding who to admit to their schools?

		Total			
		Should colleges make effort to make up for economic disadvantages			
		A great deal of effort	Some effort	Not very much effort	No effort at all
		Row %	Row %	Row %	Row %
Total		25%	53%	10%	12%
Region	East	25%	54%	12%	9%
	Central	27%	54%	8%	11%
	South	25%	48%	11%	16%
	West	22%	55%	11%	12%
Party Identification	Democrat	30%	52%	7%	11%
	Republican	19%	52%	16%	13%
	Independent	23%	57%	9%	11%
Income	Less than \$50,000	31%	47%	9%	13%
	\$50,000 and over	20%	58%	12%	10%
Education	Not college graduate	26%	51%	10%	13%
	College graduate	22%	57%	10%	11%
Age	Under 45	26%	52%	11%	11%
	45 or older	24%	52%	10%	14%
Race	White	23%	56%	10%	11%
	African-American	43%	33%	5%	19%
	Latino	25%	42%	17%	16%
Gender	Men	26%	50%	10%	14%
	Women	24%	55%	11%	10%

Marist Poll USA Residents: January 2003

Nature of the Sample

This survey was conducted on January 27th through January 31st, 2003. 1,003 adults 18 years of age or older within the continental United States were interviewed by telephone. Telephone numbers were selected based on telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region of the country was represented in proportion to its population. The results of the entire survey are statistically significant at $\pm 3\%$. The error margin increases for cross-tabulations.