

Table 16
Sources of Information Used in Choosing College
(N = 850)

Source	Combined (Used Some or a Lot)		Used a Lot		Used Some		Not Used at All	
	N	%	N	%	N	%	N	%
Booklets, brochures, etc. from college	712	83.8	275	32.4	437	51.4	135	15.9
Information from family and friends	667	78.5	301	35.4	366	43.1	165	19.4
Information from high school counselors or teachers	622	73.2	207	24.4	415	48.8	224	26.4
Visit to college campus	605	71.2	299	35.2	306	36.0	241	28.4
Information from college rep visiting my high school	487	57.3	148	17.4	339	39.9	363	42.7
College web sites	475	55.9	175	20.6	300	35.3	375	44.1
Published college guides	324	38.1	70	8.2	254	29.9	524	61.6

Sources of Information in College Choices

