

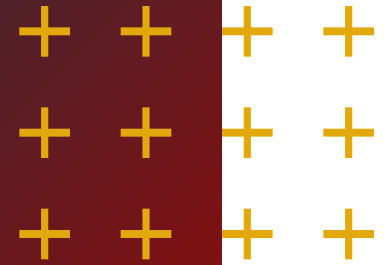
CARNEGIE

# Personality in Storytelling

Part of the Summer Research Series from Carnegie and CollegeXpress

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September 2025



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# About This Research

Each year following the May Deadline, Carnegie and CollegeXpress host a survey of graduating senior audiences on their perceptions of college, their journey to higher education, and opinions on key topics about the industry. In 2025, Carnegie expanded the audience of the survey to include future high school classes and parents of prospects, while preparing individual reports for each section of the research.

**The findings in this document come from more than 3,400 students and parents who answered questions about college storytelling, as well as other topics that were reported on in Carnegie's Summer Research Series.**

This report includes key findings of the research as well as an extensive appendix with key breakouts across audience types, demographics, and the type of school that the prospect (or in the case of parents, their child) intends to attend. Carnegie believes these breakouts to be key to segmenting your strategies and communication to offer an effective human connection to various audiences.

Let's get started.



# Why storytelling?

Carnegie strategists and researchers spend a lot of time thinking about stories. That's because the decision to pick one college over another, while seemingly couched in logic, is really driven by emotion. Humans have shared stories since the beginning of formal communication because they stick in our brains and they create functional meaning around us. As seen among our survey respondents, the difference between a good story and a wall of sameness is everything...

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## Stories Create Great Memories

“During my college search, one of the most memorable stories I heard came from a student panel. A neuroscience major shared how she had started a music therapy program for patients with Alzheimers at a local care facility. She spoke not just about her research or academics, but about how she felt heard by her professors and supported in blending her seemingly unrelated interests. This story influenced me to prioritize schools that offered flexibility, close mentorship, and strong community engagement, and ultimately never forgot her when I picked the same school she studied at.”

– *Graduating Senior Respondent*

“During a campus visit, one university shared the story of a first-generation student who struggled during their first semester but was paired with a dedicated mentor through the school's support program. With that guidance, the student not only stayed in school but later graduated with honors and landed a job at a top company. That story really resonated with our family and it showed us that the school doesn't just admit students; they invest in their success. It made a lasting impression and ultimately played a big role in our decision to prioritize schools with strong student support systems.”

– *Parent Respondent*

“

## Great Memories Lead to Action

“That story was critical to my understanding of the school's commitment to hands-on learning and real-world impact. The university emphasized how their programs directly address global challenges, like climate change and energy efficiency, and how students participate in projects with tangible results. This story resonated deeply and influenced my decision because it aligned with my desire to apply my knowledge to create positive change.

**I'll be going there in the fall.”**

– *Graduating Senior Respondent*

“I had a tour guide become emotional over what his college experience has done for him. Those personal stories really show the culture with the school and make it more appealing in the decision-making.

**It's the first place I'll apply.”**

– *Rising Student Respondent*

“I met a man who went to college for 20 years. He felt that in his old age of 60, taking classes and earning new degrees was going to become a new passion. He began taking classes for sciences, arts, and did a few trade programs. After studying for many years, the man had over 15 new degrees and certificates. After hearing of his story, I thought about the fact that, even though he was aging, he still felt young as a student. I became inspired by him for the fact that learning never stops and **so now my son isn't the only one going to college this fall.”**

– *Parent Respondent*

“

## But Not Everyone Heard Good Stories

“I really don't have a good story to tell. None of the colleges said much to me other than what programs they have and how much it costs.”

– *Graduating Senior Respondent*

“Most of the stories are the same. It's kind of boring. And they think it's some big thing, but okay you have a library like every other school. Cool.”

– *Rising Student Respondent*

“I wasn't told any stories. Just given the facts.”

– *Parent Respondent*

“A few students told me stories but they were so generic. Like 'I struggled and then I asked for help and now I'm here' kind of thing but there was nothing memorable. Every school had those same stories that sounded the same.”

– *Graduating Senior Respondent*

# Respondents wanted more stories about student transformation and alumni outcomes.

Among a list of 8 options, these two topics were picked most often by graduating seniors, rising students, and parents. The other topics beyond these were more audience-specific, with students interested more in student groups and facilities, while parents looked for faculty and institutional impact.

**Regardless of their selections, most respondents did want more stories in general as the option to not select any additional storytelling was selected by less than 1% of respondents in study.** Qualitative responses suggest that storytelling helps focus students' attention on what they value in an institution when they are making a decision. Most also spoke to some level of inspiration from these memorable moments, suggesting that the right stories are also a way to elevate the profile of higher education in general among prospective audiences.

# Because there's a dearth of good stories, many people have a blank slate for their schema of college.

What's a schema? Much like its relation to the word "schematic" might suggest, it's a blueprint, but in this case, instead of describing how a building fits together, it's a map of how concepts relate in a person's brain. For example, when someone says the word "camping," you may immediately think of tents, roasting marshmallows on a campfire, and the smell of pine trees and smoke. These concepts are related in your mind. It's a heuristic trick for organizing data.

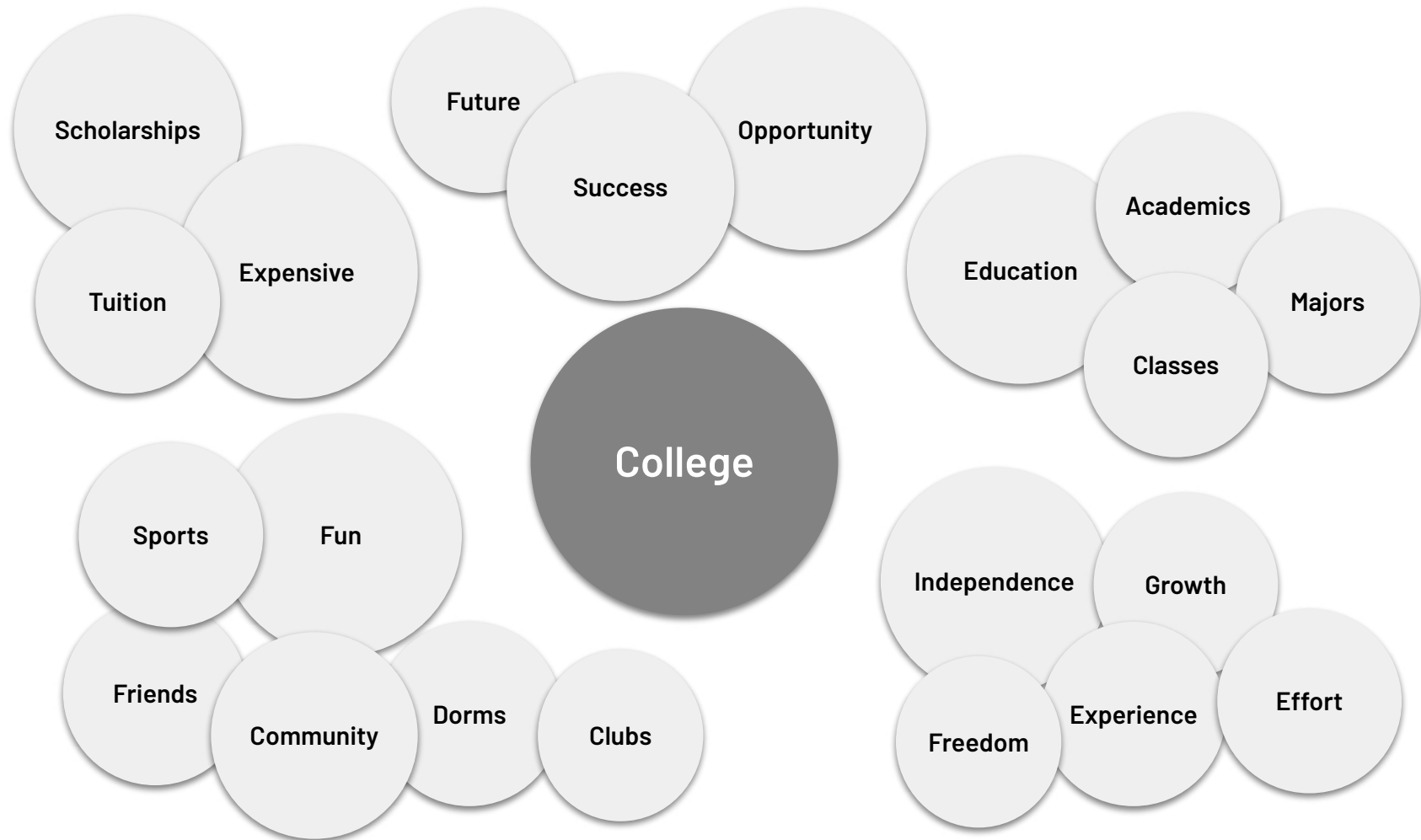
**If a student or parents' schema about your college or university isn't unique from their schema for colleges in general, you're not telling good enough stories.** It turns out, experiences and storytelling are the two ways to change an established schema or create a new one in someone's mind. This is one reason a campus tour is so powerful: it's an experience that could create or adjust a schema. But great stories can also make this happen. Consider how much media and the stories we see on television and in movies impact how we understand the world. If a person has never experienced your university for themselves, they have to rely on great stories to build their schema about what it will be like to go there.



# A General Schema for Colleges and Universities

Based on open-ended responses from respondents about what five things come to mind first.

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# So how do we tell good stories?

Most of the memorable stories shared by respondents included a few key factors: the story had a clear protagonist, that protagonist took an action that required some effort that related back to the school in some way, and the outcome resonated personally with its audience. At Carnegie, we believe all of these are best achieved by communication through a lens of personality.

Carnegie leverages a model of archetypal definition to understand the DNA of a college and clarify its story. In this model, nine core archetypes represent distinctive, universally recognized facets of human personality. Carnegie's research process is built upon this archetypal framework. Each of the archetypes is color-coded as a shorthand representing the broadest ideas of human personality.



# Written copy about colleges scored higher when put through the lens of an archetype.

Carnegie tested ten passages about a fictional university with students and parents. Nine of the ten passages were written using one of the archetypes from the previous page, while the final passage was written with just plain facts (known as Beige in our system).

**On a 7-point scale of how much each message resonated, every archetype-driven message beat out the fact-only message by a statistically significant margin.** The score of 4.64 across all audiences for the Beige message compared to a 5.18 average of all archetype messaging, but even the lowest archetyped-message score (Silver) was a 4.77, and the top archetyped-message score (Purple) was a 5.56. Scores varied across audience types, with students scoring messages with Green and Maroon archetypes higher, while parents scored messages with Purple and Pink archetypes higher.

**“We believe education should be an open invitation: Join us as we grow together, learn together, and build a better world.”**

– Top Passage Score (Purple Archetype)



# Respondent personality played an important role in how messages were scored.

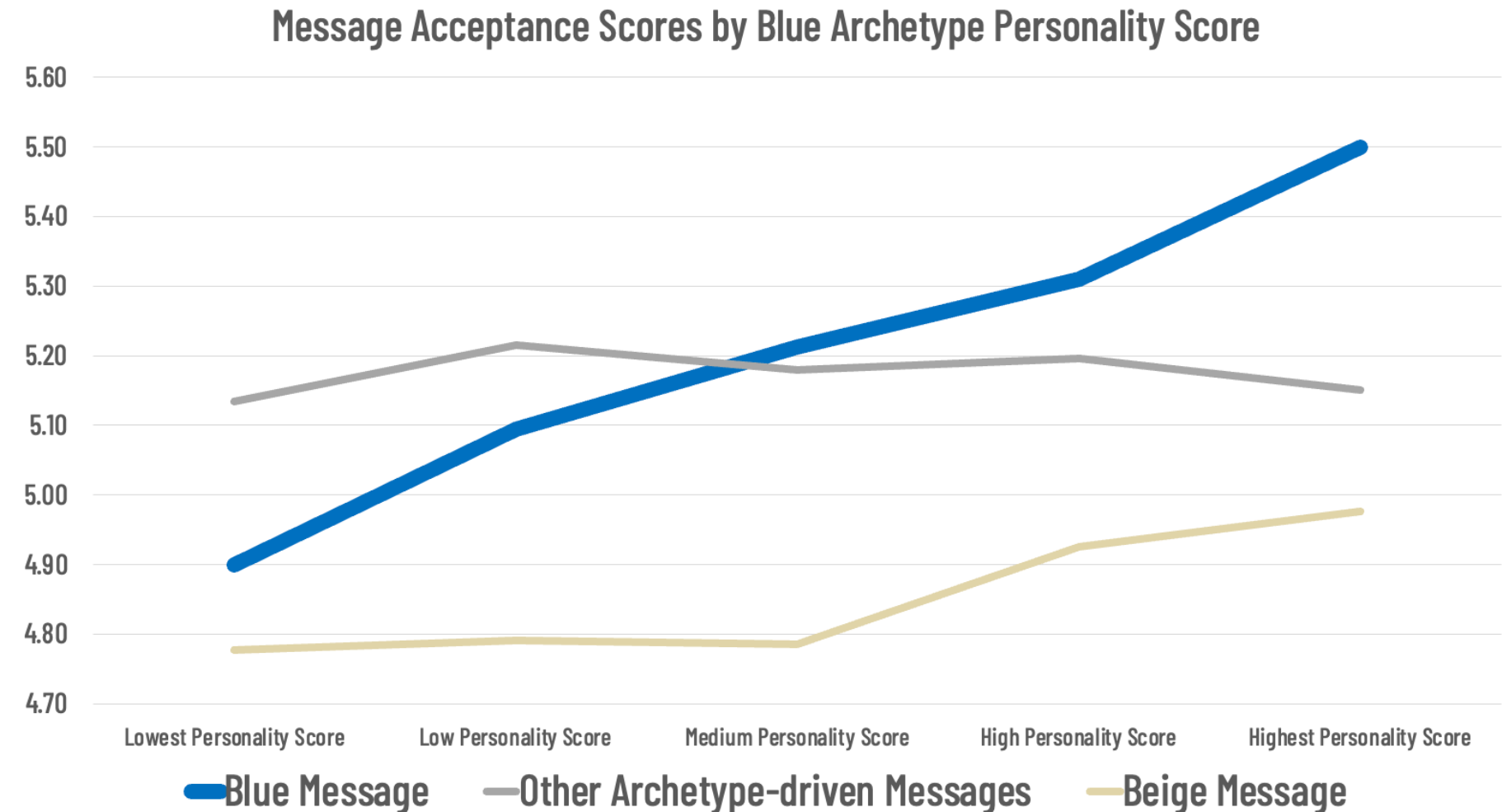
While audience and demographic breakouts made some difference in how messages were seen, the most impactful factor in predicting whether or not a respondent would like a message was whether it matched their own personality. Carnegie is able to apply archetypes not just to messages, but also to the humans that send and receive them. Respondents in this study were assigned archetype scores based on an established scale we use in our persona segmentation tool called Darts.

**As one example, Carnegie was able to predict 33% of the variance in scores on the Blue archetyped passage; nearly half of that was due to Blue personality scores, while the other half was all of the audience and demographic variables combined.** This was typical across the archetype set, with variance predictions ranging from 20% to 40% and the personality of the respondent being significant in every model. The lone outlier: the fact-driven Beige message. While we could predict about 22% of the variance, this was explained almost entirely by audience type and demographics.

# Importance of Individual Personality

As prevalence of the Blue archetype in personality increased, so did scores on the Blue messages, while scores on other messages remained relatively static.

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# Personality was also a predictor of other measures from our Summer Research Series.

Carnegie kicked off our research series looking at the impact of politics on college decision-making. Those students who had higher levels of the Orange Creator archetype were more likely to be looking for a school with political ideals like their own, while having some of the least positive views about President Trump. The Blue Achiever respondents scored Trump more favorably, but also supported Harvard in pushing back.

Then Carnegie looked at college choice. Greater Pink Sophisticate and Yellow Innovator scores in a graduating senior's personality led to applications to more schools. Higher personality scores of the Red Entertainer and Purple Supporter predicted the use of more media platforms, while Silver Rebels had the least trust in colleges' social media messages.

Finally, we explored AI and how it is shaping the college search. Use continues to climb, and high levels of the Green Explorer archetype predicted the fastest increase in use over time. Students with a lot of the Maroon Contender personality traits haven't caught up in use, but are the most confident in conquering AI in the future for personal and professional use.

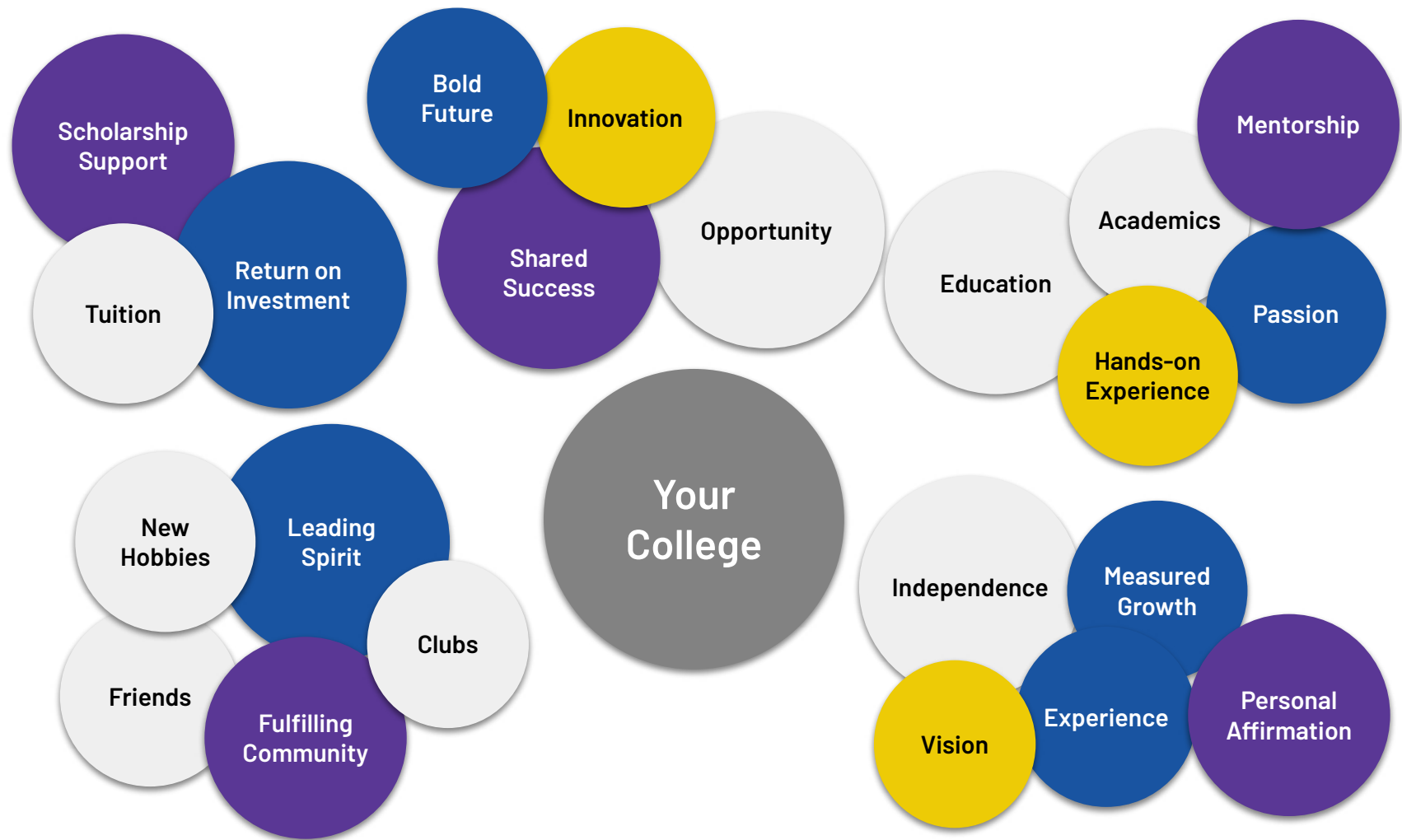
**Audience psychographics are a critical part of decision-making, and knowing more about who you are as an institution, and who your audiences are individually, will go a long way.**



# Imagining a Schema After Personality Infusion

What a deliberate, storytelling-driven effort can achieve in restructuring a student's schema for your college.

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# **Strategic** **Recommendations**

# Strategic Recommendations

How people in higher education can use this information moving forward.

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## **Emotion, Not Logic, Drives College Choice**

The choice of where to attend college is, at its core, an emotional one. While empirical information plays a role, it is the story through which those facts are expressed that creates the impressions that drive decisions. Many respondents highlighted specific, memorable stories that influenced their decisions. Conversely, respondents also cited the opposite—that a lack of genuine stories was off-putting.

## ***Focus on Creating Connections, Not Just Disseminating Information***

Develop marketing and recruitment around narratives that evoke feelings and create authentic connections with your institution. Work with students, alumni, and ambassadors to surface stories that follow a clear narrative arc of challenge, transformation, and outcome. Use formats that make stories tangible and relatable, such as day-in-the-life student videos, social media takeovers, or alumni “then and now” features. These stories should be woven consistently into tours, digital content, and campaigns so prospective students and parents can see themselves in the journey.

## **Audiences Crave Stories of Student Transformation and Alumni Outcomes**

Across all audience types (graduating seniors, rising students, and parents), the most desired stories were those of student transformations and alumni outcomes. Many cited these types of stories as inspiring and that they can help elevate the profile not just of the individual institution but higher ed as a whole.

## ***Set Up Clear, Sustainable Pathways to Gather These Stories***

There are hundreds of these stories on your campus; the key is making sure they are gathered, documented, and told. Stay connected with alumni through newsletters, LinkedIn groups, and events, and encourage them to share their stories of success. Consult with campus community stakeholders like clubs, department leaders, and sports teams to find great stories. Once collected, share them through the channels students and parents use most. Short-form video on Instagram Reels, YouTube Shorts, or TikTok can make stories feel tangible and relatable, while websites, email, and campus tours remain critical spaces for showcasing them.

## **Archetype-Driven Messaging Gets Results**

Messages crafted through the lens of a specific “archetype” (representing a distinct personality facet) consistently resonated with audiences above plain, fact-driven messaging. Infusing personality into communications is a powerful way to reach beyond the facts and reach audiences on a personal level.

## ***Establish a Clear Personality Framework for Messaging***

Adopt a personality framework for developing institutional messaging. This framework should be founded in your institution’s core (or desired) personality and be applied consistently across all communications. Train your content and marketing teams on how to infuse your institution’s personality into a variety of communication styles so your message feels authentic and unified across platforms.

# Strategic Recommendations

How people in higher education can use this information moving forward.

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## **Personalized Messaging is a Must, Not a Nice-to-Have**

The strongest predictor of resonance in our testing was when messaging aligned with a respondent's personality profile. Personalized storytelling tailored to an individual's psychographics is incredibly powerful and a strong predictor of engagement.

## ***Invest in Personalization Based on Psychographics, Not Demographics***

Take personalized messaging a step further with psychographic profiling. Utilize existing data from your CRM and build it out with additional surveys and research to better understand student and parent motivations and values. Use these insights to develop and deploy targeted campaigns that ensure every audience member sees the message most relevant to them.



# **Data** **Appendix**

# Research Methodology and Sample

Background on how the data for the Summer Research Series was collected.

APPROACH	AUDIENCE TYPE	HOUSEHOLD INCOME
Method: Online Survey	Graduating Seniors: 43%	Low Income: 23%
Distribution: Email List Send	Rising Students: 31%	Lower-middle-income: 29%
Source: CollegeXpress User Database	Parents: 26%	Upper-middle-income: 39%
Deployment Dates: 05/07/25–05/23/25		High Income 9%
Incentives: Gift Card Drawing	RESPONDENT GENDER	RESPONDENT POLITICAL AFFILIATION
Audience Inclusion:	Woman: 72%	Strongly Liberal: 16%
Graduating Seniors OR	Man: 23%	Slightly Liberal: 18%
All Other High School Classes OR	Other: 5%	Moderate: 23%
Parents of High School Student	RESPONDENT RACE	Slightly Conservative: 13%
WITH College-bound Intent	Asian: 11%	Strongly Conservative: 10%
	Black or African American: 20%	Non-political: 20%
	Hispanic or Latinx: 13%	RESPONDENT RELIGION
	Other Race: 11%	Christian: 48%
	White/Caucasian: 45%	Catholic: 17%
	GPA OUTCOMES (PARENTS REMOVED)	Other Religion: 13%
	High Achievers (4.0+): 47%	Non-religious: 22%
	Above Average (3.5–4.0): 38%	
	All Other Grades: 15%	
SURVEY STATISTICAL DETAILS		
Active Emails in List Send: ~200,000		
Total Surveys Started: 3,962		
Outside Inclusion Parameters: 126		
Incomplete/Speeding: 412		
<b>Final Sample:</b> 3,424		
Response Rate: 1.7%		
Completion Rate: 86%		
Confidence Level: 99%		
Max Confidence Interval: 2.19		

# Sample Details (Continued)

Additional information about the respondents to the Summer Research Series survey.

## RESPONDENT LOCATION

East North Central (WI, IL, IN, MI, OH):	17%
West North Central (ND, SD, NE, KS, MN, IA, MO):	7%
Middle Atlantic (NY, NJ, PA):	11%
Mountain (MT, ID, NV, UT, AZ, WY, CO, NM):	9%
New England (CT, RI, MA, ME, NH, VT):	5%
Pacific (WA, OR, CA, AK, HI):	13%
South Atlantic (FL, GA, SC, NC, VA, WV, MD, DE, DC):	19%
East South Central (KY, TN, MS, AL):	5%
West South Central (TX, OK, AR, LA):	13%
International (Any Countries Outside US):	4%

## TYPE OF LOCATION

Fully Rural (Outside Towns or Cities):	9%
Small Town:	18%
Small City Suburban:	27%
Large City Suburban:	28%
Urban:	18%

## INSTITUTIONAL INTENT

2-Year College or Trade School:	8%
Small (<5K) Public 4-Year:	8%
Small (<5K) Private 4-Year:	8%
Small (<5K) Religious 4-Year:	7%
Midsized (5-15K) Public 4-Year:	26%
Midsized (5-15K) Private 4-Year:	9%
Midsized (5-15K) Religious 4-Year:	6%
Large (15-25K) Public 4-Year:	14%
Large (15-25K) Private/Religious 4-Year:	6%
Mega (>25K) Public 4-Year:	10%

# Requests for Storytelling (Graduating Seniors)

What kinds of stories do you wish to see more of from colleges and universities? (Select Up To 2).

Audience	Student Transformations	Alumni Outcomes	Unique Groups	Surprising Facilities	Faculty Impact	Institutional Impact	Location Information	Athletics
All Graduating Seniors	45%	34%	28%	22%	20%	19%	16%	10%
Woman	47%	34%	30%	22%	20%	18%	16%	8%
Man	39%	36%	21%	23%	20%	21%	15%	17%
Other Gender	39%	29%	34%	26%	23%	15%	14%	2%
Asian	47%	42%	22%	25%	20%	24%	11%	4%
Black/African American	56%	28%	33%	16%	19%	17%	15%	11%
Hispanic/Latinx	42%	33%	30%	22%	20%	21%	16%	11%
Other Race	48%	32%	26%	22%	18%	18%	12%	8%
White/Caucasian	39%	36%	27%	25%	21%	17%	19%	10%
High Achievers GPA	43%	38%	28%	26%	20%	20%	15%	7%
Above Average GPA	43%	31%	29%	21%	23%	18%	16%	10%
All Other GPA	52%	30%	27%	16%	15%	16%	17%	15%
Low Income	52%	26%	30%	18%	21%	18%	14%	11%
Lower-middle-income	48%	36%	27%	22%	16%	19%	15%	9%
Upper-middle-income	38%	37%	28%	24%	23%	18%	17%	9%
High Income	39%	40%	24%	28%	17%	19%	22%	7%
Strongly Liberal	42%	31%	37%	25%	17%	21%	18%	5%
Slightly Liberal	45%	37%	27%	23%	22%	20%	16%	6%
Moderate	47%	35%	26%	23%	18%	18%	16%	9%
Slightly Conservative	43%	39%	21%	22%	25%	17%	16%	12%
Strongly Conservative	38%	28%	27%	20%	25%	20%	16%	17%
Non-political	47%	34%	28%	20%	19%	18%	15%	14%
Christian	46%	32%	29%	21%	21%	18%	17%	11%
Catholic	43%	39%	27%	21%	19%	15%	20%	13%
Other Religious	54%	34%	23%	19%	18%	22%	8%	11%
Non-religious	37%	37%	31%	27%	19%	23%	16%	5%



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All Graduating Seniors	45%	34%	28%	22%	20%	19%	16%	10%
East North Central	40%	38%	29%	20%	23%	21%	17%	8%
West North Central	37%	37%	24%	23%	26%	19%	18%	12%
Middle Atlantic	51%	40%	25%	19%	15%	21%	15%	8%
Mountain	36%	29%	30%	27%	14%	19%	17%	14%
New England	44%	33%	31%	28%	21%	13%	22%	8%
Pacific	48%	37%	22%	22%	22%	15%	20%	7%
South Atlantic	48%	31%	30%	22%	17%	20%	13%	12%
East South Central	44%	25%	25%	25%	18%	26%	16%	15%
West South Central	43%	32%	34%	25%	26%	17%	11%	8%
International	62%	36%	26%	10%	15%	10%	18%	3%
Fully Rural	36%	29%	29%	22%	31%	19%	16%	12%
Small Town	50%	34%	30%	18%	19%	20%	14%	9%
Small City Suburban	41%	36%	27%	25%	15%	21%	19%	10%
Large City Suburban	45%	36%	26%	22%	23%	16%	16%	10%
Urban	48%	32%	29%	22%	18%	18%	14%	8%
2-Year College	51%	27%	25%	24%	20%	12%	16%	13%
Small Public	50%	21%	27%	24%	22%	17%	19%	12%
Small Private	43%	38%	25%	18%	24%	16%	19%	12%
Small Religious	41%	34%	32%	16%	27%	19%	15%	10%
Midsized Public	45%	29%	33%	26%	17%	19%	15%	11%
Midsized Private	40%	47%	20%	28%	29%	20%	6%	4%
Midsized Religious	38%	38%	25%	15%	28%	18%	15%	16%
Large Public	43%	30%	33%	24%	15%	20%	18%	10%
Large Private/Religious	50%	46%	23%	17%	10%	27%	18%	6%
Mega Public	44%	42%	26%	22%	20%	20%	16%	5%

# Requests for Storytelling (Rising Students)

What kinds of stories do you wish to see more of from colleges and universities? (Select Up To 2).

Audience	Student Transformations	Alumni Outcomes	Unique Groups	Surprising Facilities	Institutional Impact	Faculty Impact	Athletics	Location Information
Rising Students	45%	29%	28%	24%	20%	17%	17%	15%
Woman	46%	29%	31%	22%	19%	18%	16%	16%
Man	45%	32%	16%	23%	23%	17%	25%	13%
Other Gender	26%	23%	40%	49%	17%	15%	8%	15%
Asian	50%	32%	27%	28%	21%	18%	5%	12%
Black/African American	55%	29%	24%	22%	15%	16%	21%	15%
Hispanic/Latinx	49%	32%	30%	20%	24%	15%	14%	14%
Other Race	39%	27%	30%	22%	27%	22%	11%	14%
White/Caucasian	40%	28%	29%	25%	18%	18%	21%	17%
High Achievers GPA	43%	31%	30%	25%	20%	19%	14%	16%
Above Average GPA	50%	30%	28%	23%	18%	15%	19%	15%
All Other GPA	44%	21%	22%	22%	26%	16%	29%	13%
Low Income	50%	25%	27%	18%	24%	14%	19%	17%
Lower-middle-income	49%	27%	25%	24%	19%	19%	17%	14%
Upper-middle-income	41%	31%	30%	27%	17%	18%	17%	15%
High Income	36%	35%	30%	24%	23%	19%	18%	13%
Strongly Liberal	44%	31%	34%	19%	24%	19%	10%	17%
Slightly Liberal	39%	32%	35%	24%	19%	21%	14%	14%
Moderate	47%	28%	22%	25%	21%	18%	19%	15%
Slightly Conservative	49%	33%	21%	24%	20%	17%	17%	14%
Strongly Conservative	33%	29%	23%	20%	17%	18%	35%	19%
Non-political	51%	26%	29%	25%	20%	14%	17%	14%
Christian	46%	28%	26%	23%	18%	19%	21%	15%
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Other Religious	46%	30%	29%	21%	22%	19%	14%	16%
Non-religious	43%	29%	34%	28%	21%	15%	10%	16%

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West North Central	42%	25%	31%	36%	11%	14%	22%	17%
Middle Atlantic	48%	33%	26%	23%	16%	22%	8%	14%
Mountain	36%	31%	25%	28%	22%	20%	20%	15%
New England	34%	17%	38%	24%	17%	17%	24%	17%
Pacific	47%	30%	33%	22%	21%	14%	14%	18%
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Small Private	44%	33%	26%	32%	5%	25%	12%	21%
Small Religious	45%	20%	31%	18%	22%	25%	20%	13%
Midsized Public	45%	27%	26%	25%	22%	16%	18%	16%
Midsized Private	46%	30%	32%	21%	23%	19%	12%	14%
Midsized Religious	45%	33%	29%	29%	14%	10%	22%	16%
Large Public	40%	31%	29%	24%	18%	12%	25%	17%
Large Private/Religious	38%	32%	32%	24%	23%	21%	13%	13%
Mega Public	45%	30%	13%	19%	25%	26%	23%	17%

# Requests for Storytelling (Parents)

What kinds of stories do you wish to see more of from colleges and universities? (Select Up To 2).

Audience	Student Transformations	Alumni Outcomes	Faculty Impact	Unique Groups	Institutional Impact	Surprising Facilities	Location Information	Athletics
Parents	53%	32%	23%	21%	20%	20%	16%	9%
Woman	53%	32%	24%	22%	19%	19%	16%	9%
Man	56%	37%	18%	17%	20%	24%	17%	10%
Other Gender	54%	16%	27%	16%	32%	11%	19%	11%
Asian	74%	30%	35%	19%	20%	7%	9%	4%
Black/African American	61%	31%	22%	22%	23%	10%	14%	11%
Hispanic/Latinx	62%	29%	22%	18%	25%	15%	12%	6%
Other Race	58%	22%	27%	25%	22%	17%	15%	8%
White/Caucasian	43%	37%	22%	20%	16%	28%	19%	9%
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	57%	25%	26%	23%	22%	15%	14%	10%
Lower-middle-income	54%	28%	21%	19%	20%	19%	19%	12%
Upper-middle-income	53%	35%	25%	22%	19%	21%	16%	6%
High Income	48%	45%	19%	18%	15%	27%	12%	10%
Strongly Liberal	51%	28%	30%	22%	19%	25%	16%	4%
Slightly Liberal	55%	40%	22%	25%	13%	18%	17%	6%
Moderate	52%	33%	19%	18%	25%	19%	15%	10%
Slightly Conservative	53%	33%	27%	20%	17%	19%	14%	8%
Strongly Conservative	49%	35%	20%	17%	17%	26%	20%	10%
Non-political	58%	28%	22%	19%	20%	15%	15%	15%
Christian	52%	35%	22%	20%	19%	18%	20%	10%
Catholic	52%	36%	24%	14%	22%	25%	13%	10%
Other Religious	50%	31%	30%	25%	19%	20%	13%	8%
Non-religious	53%	32%	26%	26%	16%	24%	12%	9%

# Requests for Storytelling (Parents)

What kinds of stories do you wish to see more of from colleges and universities? (Select Up To 2).

Audience	Student Transformations	Alumni Outcomes	Faculty Impact	Unique Groups	Institutional Impact	Surprising Facilities	Location Information	Athletics
Parents	53%	32%	23%	21%	20%	20%	16%	9%
East North Central	51%	35%	22%	20%	14%	18%	22%	12%
West North Central	54%	34%	23%	21%	16%	21%	18%	9%
Middle Atlantic	53%	33%	29%	20%	18%	17%	19%	7%
Mountain	52%	20%	23%	17%	23%	34%	16%	11%
New England	50%	43%	26%	24%	22%	20%	7%	2%
Pacific	57%	35%	16%	21%	20%	21%	19%	4%
South Atlantic	55%	33%	24%	23%	20%	18%	13%	8%
East South Central	45%	17%	31%	24%	24%	26%	10%	12%
West South Central	54%	33%	23%	17%	22%	16%	13%	13%
International	53%	26%	16%	32%	21%	21%	21%	5%
Fully Rural	52%	31%	21%	14%	14%	25%	21%	12%
Small Town	52%	32%	26%	19%	20%	20%	18%	10%
Small City Suburban	52%	34%	24%	22%	17%	19%	17%	9%
Large City Suburban	54%	38%	21%	21%	21%	21%	11%	7%
Urban	56%	25%	24%	24%	23%	16%	17%	9%
2-Year College	51%	24%	19%	20%	17%	24%	29%	11%
Small Public	59%	25%	29%	14%	25%	11%	11%	11%
Small Private	54%	28%	25%	24%	18%	22%	18%	4%
Small Religious	50%	44%	10%	22%	26%	14%	16%	14%
Midsized Public	55%	31%	24%	22%	18%	22%	16%	8%
Midsized Private	57%	44%	27%	24%	16%	16%	10%	0%
Midsized Religious	44%	29%	24%	24%	15%	25%	15%	16%
Large Public	50%	37%	19%	21%	22%	19%	17%	10%
Large Private/Religious	47%	26%	37%	11%	32%	26%	5%	5%
Mega Public	48%	48%	26%	17%	9%	22%	22%	9%

# Archetyped Passage Testing (Graduating Seniors)

How much does this passage about a college or university resonate with you?

Audience	Purple	Green	Maroon	Yellow	Orange	Pink	Blue	Red	Silver	Beige
All Graduating Seniors	5.46	5.36	5.26	5.15	5.09	5.07	4.93	4.92	4.71	4.50
Woman	5.54	5.35	5.32	5.20	5.15	5.15	5.01	4.99	4.70	4.52
Man	5.31	5.38	5.17	5.06	4.95	4.98	4.79	4.79	4.75	4.43
Other Gender	5.18	5.29	4.94	4.89	4.93	4.62	4.59	4.60	4.71	4.52
Asian	5.48	5.31	5.01	5.05	4.92	4.77	4.74	5.01	4.40	4.17
Black/African American	5.58	5.45	5.31	5.36	5.25	5.31	5.26	5.15	4.99	4.60
Hispanic/Latinx	5.54	5.41	5.38	5.18	5.16	5.12	5.04	5.02	4.95	4.73
Other Race	5.36	5.42	5.32	5.20	5.11	5.10	4.86	4.96	4.89	4.51
White/Caucasian	5.41	5.29	5.26	5.06	5.04	5.04	4.82	4.74	4.57	4.47
High Achievers GPA	5.49	5.34	5.31	5.15	4.96	5.04	4.90	4.92	4.49	4.42
Above Average GPA	5.43	5.35	5.17	5.13	5.16	5.09	4.86	4.86	4.84	4.51
All Other GPA	5.50	5.42	5.36	5.20	5.33	5.16	5.22	5.07	5.03	4.70
Low Income	5.68	5.44	5.41	5.32	5.23	5.29	5.17	5.20	4.97	4.66
Lower-middle-income	5.50	5.41	5.43	5.24	5.21	5.21	5.08	5.00	4.86	4.72
Upper-middle-income	5.37	5.32	5.07	4.99	4.97	4.87	4.77	4.76	4.50	4.29
High Income	5.09	5.05	5.08	4.95	4.77	4.80	4.34	4.43	4.36	4.12
Strongly Liberal	5.66	5.48	5.16	5.24	5.30	5.14	5.00	5.00	4.53	4.41
Slightly Liberal	5.41	5.33	5.22	5.24	5.13	5.04	4.90	4.82	4.64	4.56
Moderate	5.61	5.45	5.28	5.21	5.12	5.11	5.06	4.94	4.82	4.47
Slightly Conservative	5.18	5.18	5.31	4.92	4.94	5.10	4.80	4.87	4.58	4.28
Strongly Conservative	5.28	5.09	5.50	4.71	4.88	4.98	4.81	4.80	4.88	4.85
Non-political	5.50	5.43	5.29	5.30	5.07	5.10	5.00	5.06	4.91	4.54
Christian	5.51	5.33	5.34	5.14	5.07	5.15	5.01	4.91	4.74	4.56
Catholic	5.58	5.36	5.32	5.11	5.16	5.21	4.93	4.92	4.59	4.60
Other Religious	5.57	5.42	5.37	5.25	5.16	5.11	5.05	5.25	4.89	4.54
Non-religious	5.38	5.45	5.08	5.18	5.12	4.92	4.88	4.79	4.68	4.32

# Archetyped Passage Testing (Graduating Seniors)

How much does this passage about a college or university resonate with you?

Audience	Purple	Green	Maroon	Yellow	Orange	Pink	Blue	Red	Silver	Beige
All Graduating Seniors	5.46	5.36	5.26	5.15	5.09	5.07	4.93	4.92	4.71	4.50
East North Central	5.29	5.23	5.08	5.08	5.05	5.18	4.87	4.79	4.61	4.47
West North Central	5.29	5.18	5.12	4.91	5.08	4.89	4.65	4.65	4.54	4.46
Middle Atlantic	5.52	5.34	5.24	5.15	4.91	5.06	4.82	5.03	4.56	4.38
Mountain	5.48	5.27	5.53	5.03	5.04	4.95	4.81	4.92	5.09	4.51
New England	5.45	5.20	4.94	5.05	5.10	4.77	4.92	4.77	4.52	4.28
Pacific	5.49	5.46	5.38	5.30	5.09	5.05	4.94	4.91	4.69	4.54
South Atlantic	5.60	5.50	5.18	5.12	5.16	5.04	4.99	5.14	4.79	4.63
East South Central	5.44	5.11	5.64	5.28	4.77	5.36	5.08	4.72	4.34	4.36
West South Central	5.52	5.44	5.41	5.36	5.30	5.32	5.18	4.95	4.96	4.47
International	5.26	5.58	5.37	5.05	5.26	4.87	5.11	4.76	4.82	4.95
Fully Rural	5.38	5.43	5.48	5.00	5.07	5.05	4.90	4.80	4.88	4.52
Small Town	5.58	5.25	5.47	5.33	5.20	5.32	5.10	5.05	4.86	4.53
Small City Suburban	5.37	5.22	5.13	5.06	4.90	4.92	4.84	4.79	4.61	4.33
Large City Suburban	5.59	5.45	5.19	5.19	5.10	5.12	4.88	4.99	4.66	4.63
Urban	5.32	5.48	5.25	5.10	5.25	4.98	4.97	4.90	4.73	4.51
2-Year College	5.54	5.54	5.37	5.34	5.16	5.28	5.08	5.01	4.86	4.89
Small Public	5.62	5.42	5.36	5.20	5.26	5.04	5.04	4.88	5.11	4.86
Small Private	5.22	5.25	5.02	4.96	5.01	4.76	4.65	4.91	4.39	4.41
Small Religious	5.49	4.83	5.06	4.77	4.92	4.85	4.67	4.57	4.31	4.66
Midsized Public	5.58	5.44	5.32	5.34	5.16	5.24	5.13	5.09	4.91	4.61
Midsized Private	5.48	5.56	5.22	5.16	5.27	5.10	4.87	4.89	4.87	4.25
Midsized Religious	5.34	5.16	5.21	5.08	5.00	4.97	4.82	4.90	4.33	4.51
Large Public	5.46	5.46	5.39	5.13	5.25	5.04	5.05	4.97	5.02	4.58
Large Private/Religious	5.48	5.17	5.21	4.94	4.85	4.99	4.74	4.83	4.35	3.76
Mega Public	5.34	5.36	5.24	5.16	4.94	5.12	4.87	4.84	4.50	4.24

# Archetyped Passage Testing (Rising Students)

How much does this passage about a college or university resonate with you?

Audience	Purple	Maroon	Green	Yellow	Pink	Blue	Orange	Red	Silver	Beige
Rising Students	5.57	5.43	5.33	5.30	5.24	5.19	5.11	5.03	4.79	4.77
Woman	5.61	5.47	5.29	5.26	5.23	5.21	5.13	5.05	4.79	4.75
Man	5.51	5.40	5.49	5.35	5.28	5.20	5.02	5.00	4.84	4.87
Other Gender	5.38	5.02	5.27	5.62	5.17	4.94	5.31	4.79	4.56	4.54
Asian	5.66	5.57	5.36	5.31	5.28	5.12	5.06	4.93	4.73	4.90
Black/African American	5.79	5.42	5.35	5.51	5.38	5.36	5.14	5.35	4.98	4.80
Hispanic/Latinx	5.83	5.57	5.41	5.35	5.34	5.38	5.35	5.32	5.06	4.89
Other Race	5.34	5.27	5.38	5.24	4.99	5.29	5.09	4.81	4.43	4.70
White/Caucasian	5.43	5.39	5.28	5.19	5.19	5.05	5.05	4.87	4.72	4.70
High Achievers GPA	5.42	5.44	5.30	5.13	5.08	5.14	4.98	4.86	4.62	4.63
Above Average GPA	5.69	5.50	5.39	5.50	5.42	5.30	5.25	5.19	4.97	4.91
All Other GPA	5.81	5.29	5.34	5.37	5.29	5.13	5.23	5.30	4.97	4.93
Low Income	5.68	5.59	5.39	5.47	5.48	5.21	5.19	5.08	4.93	4.86
Lower-middle-income	5.67	5.49	5.26	5.39	5.35	5.29	5.21	5.13	4.95	4.79
Upper-middle-income	5.43	5.28	5.31	5.13	5.01	5.13	5.06	4.91	4.60	4.69
High Income	5.64	5.47	5.53	5.28	5.22	5.13	4.84	5.10	4.74	4.76
Strongly Liberal	5.80	5.35	5.43	5.53	5.35	5.23	5.37	5.07	4.79	4.86
Slightly Liberal	5.55	5.24	5.21	5.20	4.98	5.12	4.85	4.89	4.53	4.36
Moderate	5.52	5.39	5.39	5.27	5.20	5.21	5.00	5.25	4.85	4.88
Slightly Conservative	5.32	5.36	5.10	5.02	5.15	5.07	5.05	4.62	4.72	4.90
Strongly Conservative	5.18	5.65	5.46	5.14	5.29	5.43	4.95	4.98	5.12	4.82
Non-political	5.80	5.55	5.37	5.45	5.41	5.18	5.31	5.16	4.84	4.82
Christian	5.54	5.46	5.32	5.30	5.19	5.26	5.14	5.04	4.80	4.79
Catholic	5.59	5.68	5.58	5.19	5.47	5.45	5.15	5.17	4.84	4.76
Other Religious	5.73	5.49	5.58	5.37	5.40	5.25	5.18	5.19	4.88	5.02
Non-religious	5.56	5.16	5.10	5.33	5.09	4.95	4.93	4.88	4.70	4.59



# Archetyped Passage Testing (Rising Students)

How much does this passage about a college or university resonate with you?

Audience	Purple	Maroon	Green	Yellow	Pink	Blue	Orange	Red	Silver	Beige
Rising Students	5.57	5.43	5.33	5.30	5.24	5.19	5.11	5.03	4.79	4.77
East North Central	5.44	5.22	5.19	5.03	4.99	5.03	4.92	4.83	4.76	4.54
West North Central	5.51	5.13	5.19	5.08	5.34	4.98	5.02	4.84	4.34	4.52
Middle Atlantic	5.50	5.17	5.35	5.33	5.16	5.00	4.97	5.08	4.97	4.82
Mountain	5.44	5.55	5.08	5.23	5.12	5.09	5.00	4.91	4.45	4.45
New England	5.62	5.59	5.52	5.21	5.31	5.36	4.76	5.37	4.76	5.00
Pacific	5.57	5.49	5.24	5.14	5.13	5.26	5.08	4.92	4.60	4.73
South Atlantic	5.68	5.44	5.48	5.40	5.48	5.45	5.29	5.29	5.05	4.98
East South Central	5.68	5.79	5.48	5.51	5.48	5.41	5.39	5.11	5.03	5.09
West South Central	5.75	5.55	5.49	5.52	5.27	5.06	5.24	5.08	4.87	4.86
International	5.38	5.50	5.54	5.88	5.19	5.60	5.42	4.77	5.00	4.92
Fully Rural	5.19	5.44	5.18	5.12	5.21	5.25	4.90	4.97	4.89	4.65
Small Town	5.62	5.51	5.27	5.29	5.20	5.17	5.02	5.15	4.75	4.98
Small City Suburban	5.47	5.41	5.35	5.35	5.21	5.07	4.99	5.01	4.71	4.57
Large City Suburban	5.71	5.45	5.33	5.18	5.26	5.18	5.22	4.94	4.80	4.86
Urban	5.64	5.32	5.46	5.54	5.28	5.38	5.31	5.14	4.84	4.75
2-Year College	5.73	5.04	5.34	5.36	5.17	4.67	5.08	4.70	5.23	4.89
Small Public	5.34	5.20	5.01	4.97	5.01	4.97	4.78	4.84	4.73	4.66
Small Private	5.56	5.23	5.30	5.18	5.23	5.12	5.00	5.04	4.70	4.65
Small Religious	5.54	5.22	4.91	4.60	5.17	4.78	4.87	4.87	4.63	5.11
Midsized Public	5.62	5.51	5.30	5.39	5.21	5.12	5.14	4.98	4.82	4.95
Midsized Private	5.57	5.50	5.51	5.48	5.35	5.37	5.29	5.19	4.78	4.74
Midsized Religious	5.51	5.52	5.61	5.10	5.11	5.22	5.24	4.77	4.55	4.56
Large Public	5.60	5.44	5.40	5.46	5.33	5.34	5.15	5.19	4.81	4.63
Large Private/Religious	5.48	5.62	5.46	5.28	5.41	5.64	5.16	5.42	4.74	4.67
Mega Public	5.70	5.42	5.29	5.40	5.15	5.19	5.00	4.85	4.91	4.40

# Archetyped Passage Testing (Parents)

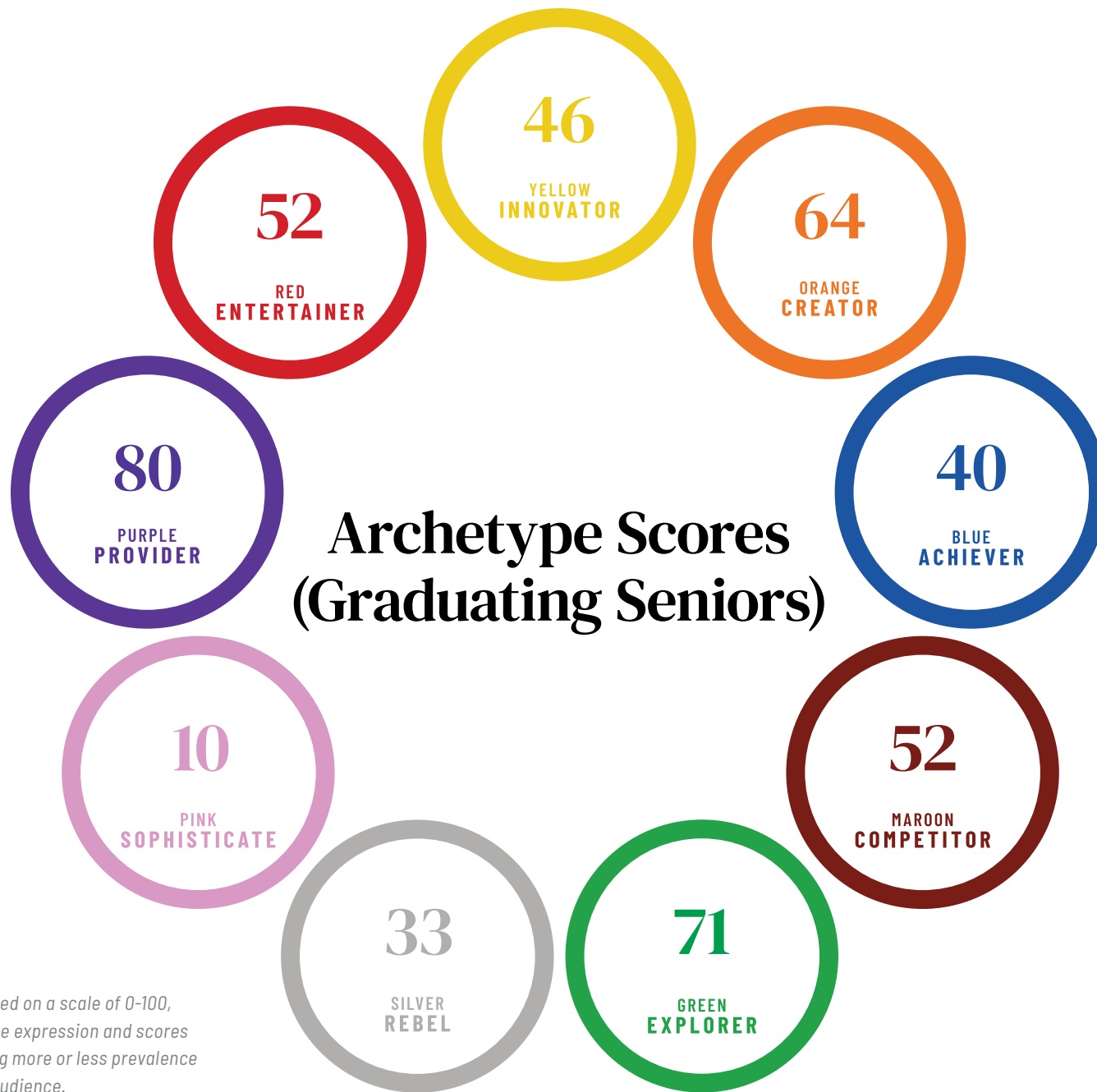
How much does this passage about a college or university resonate with you?

Audience	Purple	Green	Pink	Maroon	Blue	Orange	Yellow	Red	Silver	Beige
Parents	5.72	5.51	5.27	5.24	5.20	5.15	5.14	5.03	4.84	4.73
Woman	5.79	5.57	5.34	5.22	5.22	5.20	5.19	5.09	4.87	4.76
Man	5.43	5.25	5.01	5.33	5.07	4.95	4.94	4.72	4.75	4.55
Other Gender	5.64	5.39	5.05	5.22	5.19	5.00	4.89	5.05	4.76	4.89
Asian	5.65	5.50	5.39	5.35	5.56	5.09	5.37	4.81	5.00	4.70
Black/African American	6.08	5.79	5.76	5.48	5.61	5.45	5.64	5.57	5.12	5.09
Hispanic/Latinx	5.60	5.44	5.42	5.45	5.38	5.38	5.14	5.14	5.06	4.61
Other Race	5.67	5.34	5.06	5.10	5.01	4.84	5.00	5.00	4.69	4.63
White/Caucasian	5.61	5.45	5.05	5.10	4.96	5.04	4.91	4.80	4.68	4.62
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	5.86	5.65	5.64	5.67	5.60	5.45	5.54	5.29	5.26	4.86
Lower-middle-income	5.88	5.72	5.51	5.42	5.37	5.37	5.26	5.34	5.06	5.01
Upper-middle-income	5.62	5.38	5.05	5.03	5.01	4.99	5.00	4.84	4.60	4.56
High Income	5.36	5.15	4.81	4.75	4.70	4.55	4.54	4.37	4.43	4.28
Strongly Liberal	5.87	5.70	5.34	5.04	5.20	5.41	5.26	5.13	4.93	5.14
Slightly Liberal	5.53	5.37	5.13	4.96	5.02	4.92	5.10	4.84	4.47	4.48
Moderate	5.81	5.50	5.17	5.12	5.15	5.15	5.24	5.02	4.89	4.56
Slightly Conservative	5.52	5.43	5.06	5.46	5.23	5.04	4.79	4.91	4.84	3.96
Strongly Conservative	5.54	5.55	5.47	5.42	5.35	5.26	4.86	5.08	4.89	4.84
Non-political	6.02	5.71	5.66	5.79	5.47	5.32	5.57	5.45	5.18	5.42
Christian	5.68	5.50	5.26	5.32	5.17	5.13	5.05	5.02	4.83	4.82
Catholic	5.66	5.61	5.26	5.36	5.27	5.22	5.11	5.04	4.91	4.51
Other Religious	5.93	5.72	5.64	5.35	5.58	5.40	5.50	5.63	5.11	4.74
Non-religious	5.81	5.50	5.08	5.07	5.11	5.13	5.35	4.89	4.76	4.73

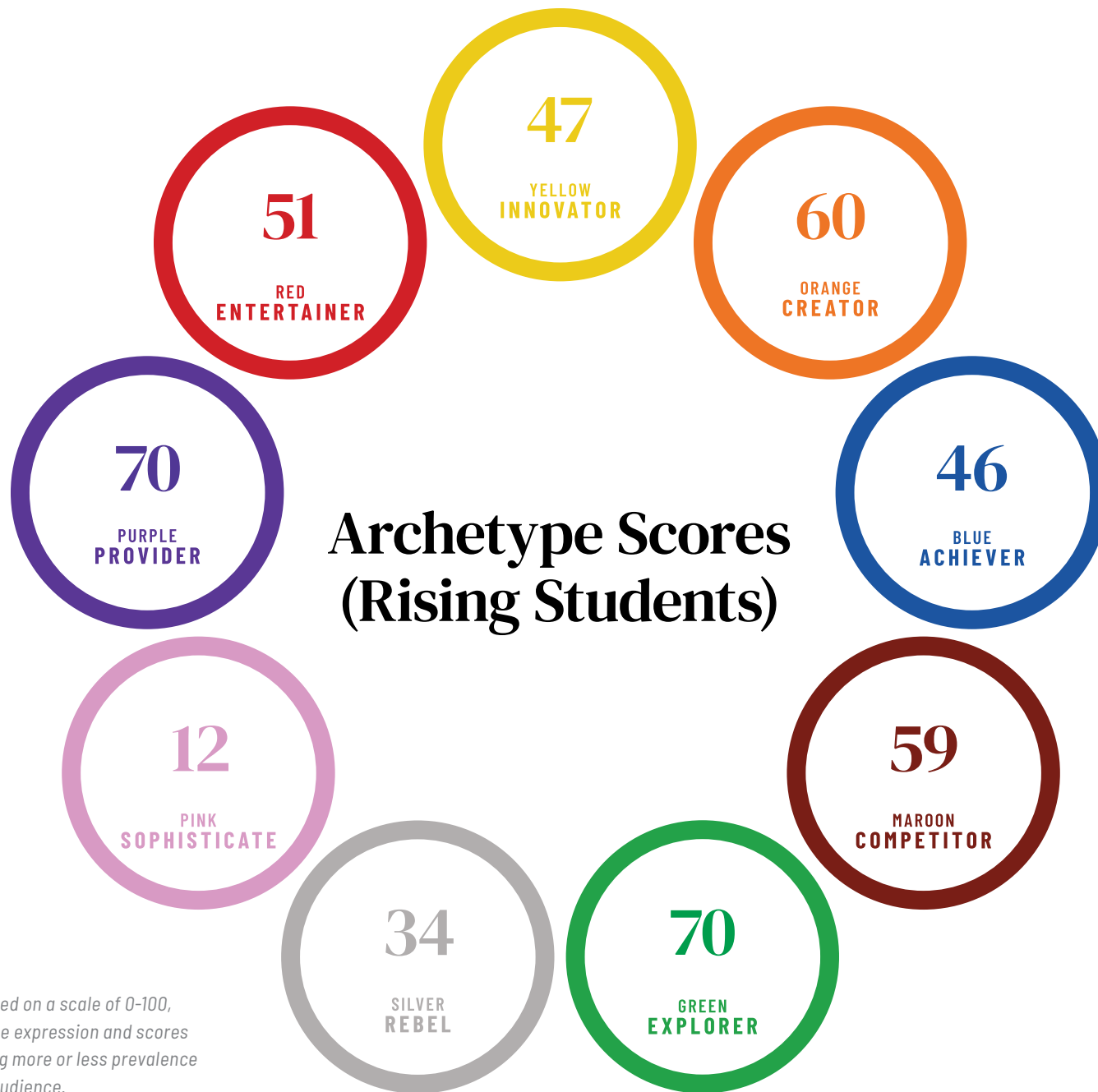
# Archetyped Passage Testing (Parents)

How much does this passage about a college or university resonate with you?

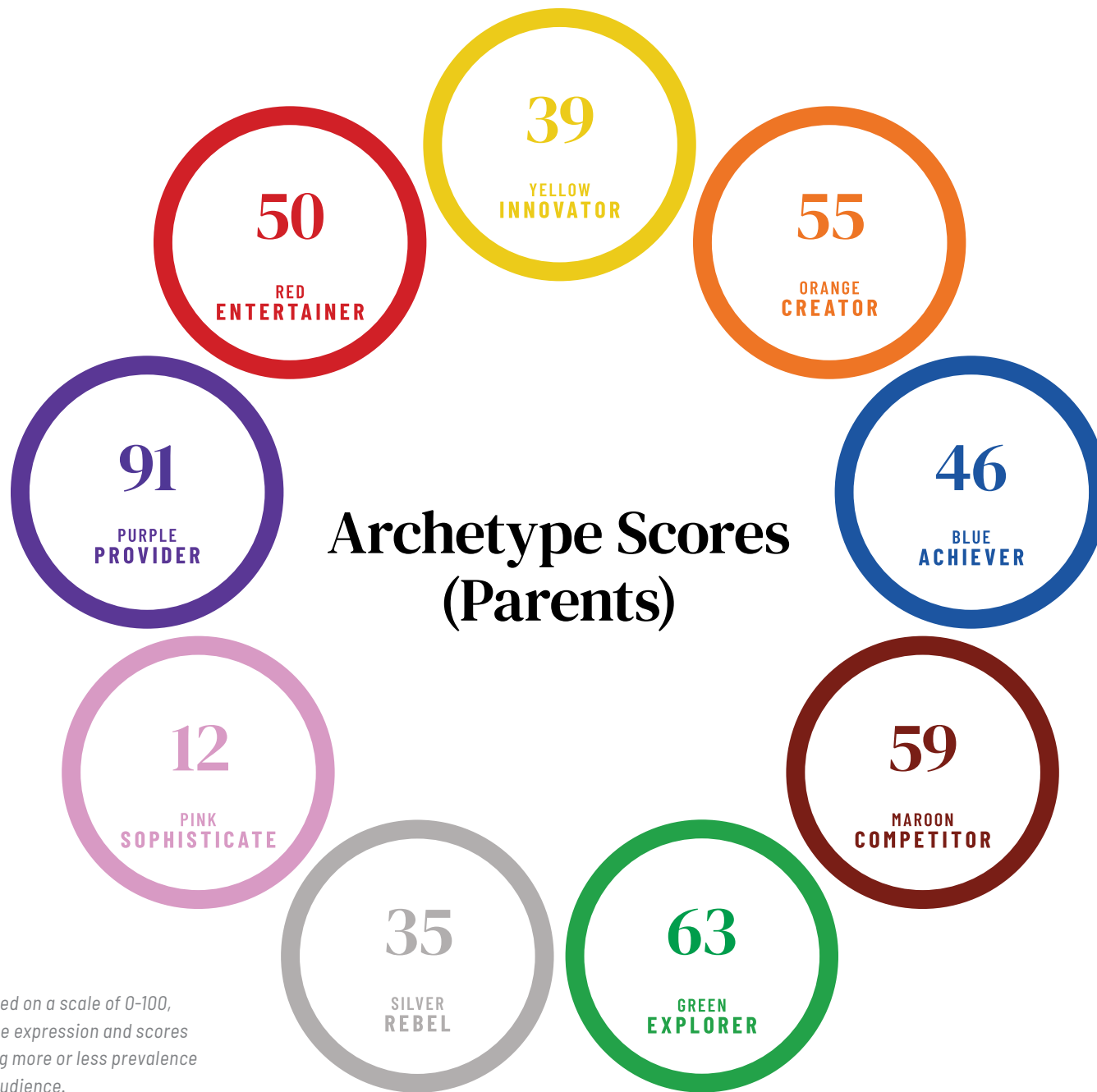
Audience	Purple	Green	Pink	Maroon	Blue	Orange	Yellow	Red	Silver	Beige
Parents	5.72	5.51	5.27	5.24	5.20	5.15	5.14	5.03	4.84	4.73
East North Central	5.54	5.48	4.95	4.98	4.94	4.89	4.85	4.80	4.56	4.81
West North Central	5.71	5.30	4.84	5.18	5.11	5.23	5.13	5.00	4.70	4.55
Middle Atlantic	5.76	5.62	5.39	5.18	5.14	5.12	5.26	5.04	5.04	4.74
Mountain	5.86	5.44	5.27	5.19	5.13	4.86	5.13	5.12	4.77	4.84
New England	5.71	5.30	5.26	5.17	4.91	5.28	5.35	5.13	4.98	4.74
Pacific	5.47	5.42	5.18	5.08	5.15	4.89	4.86	4.74	4.62	4.67
South Atlantic	5.86	5.71	5.48	5.48	5.45	5.49	5.32	5.23	5.05	4.76
East South Central	5.90	5.57	5.31	5.10	5.24	5.00	4.98	4.90	4.43	4.81
West South Central	5.81	5.52	5.50	5.43	5.36	5.35	5.22	5.20	5.09	4.71
International	5.21	4.79	4.79	5.11	4.79	4.21	5.11	4.68	4.21	4.26
Fully Rural	5.68	5.45	5.40	5.43	5.44	5.15	5.21	4.90	4.79	4.63
Small Town	5.86	5.60	5.21	5.24	5.18	5.15	5.08	5.06	4.85	4.78
Small City Suburban	5.71	5.43	5.10	5.18	5.12	5.06	5.07	4.87	4.70	4.83
Large City Suburban	5.63	5.52	5.40	5.23	5.13	5.19	5.22	5.09	5.02	4.68
Urban	5.75	5.59	5.40	5.25	5.28	5.23	5.16	5.27	4.88	4.64
2-Year College	5.89	5.59	5.49	5.31	5.29	5.30	5.29	5.51	5.24	4.56
Small Public	6.09	5.58	5.27	5.42	5.51	5.25	5.30	5.22	4.74	4.91
Small Private	5.78	5.33	4.96	5.01	4.87	5.13	4.77	4.66	4.43	4.48
Small Religious	5.46	5.47	5.06	5.16	5.02	5.06	5.12	4.94	5.08	4.48
Midsize Public	5.69	5.55	5.36	5.26	5.18	5.28	5.18	5.04	4.97	4.91
Midsize Private	5.59	5.46	5.17	5.13	5.23	5.24	5.39	4.96	4.84	4.66
Midsize Religious	5.65	5.65	5.42	5.11	4.98	4.93	4.74	5.00	4.53	4.60
Large Public	5.55	5.46	5.17	5.16	5.13	4.77	5.05	4.90	4.61	4.67
Large Private/Religious	5.78	5.58	5.63	5.89	5.74	5.11	5.42	5.68	5.68	5.37
Mega Public	5.83	5.17	5.09	5.22	5.30	5.04	4.91	4.57	4.43	3.87



Archetypes are normalized on a scale of 0-100, with 50 being the average expression and scores higher and lower showing more or less prevalence of the archetype in the audience.



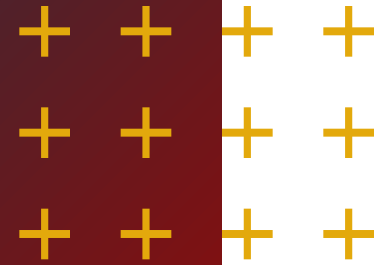
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