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2013 Non-Resident Study marketing slides_Noel Levitz

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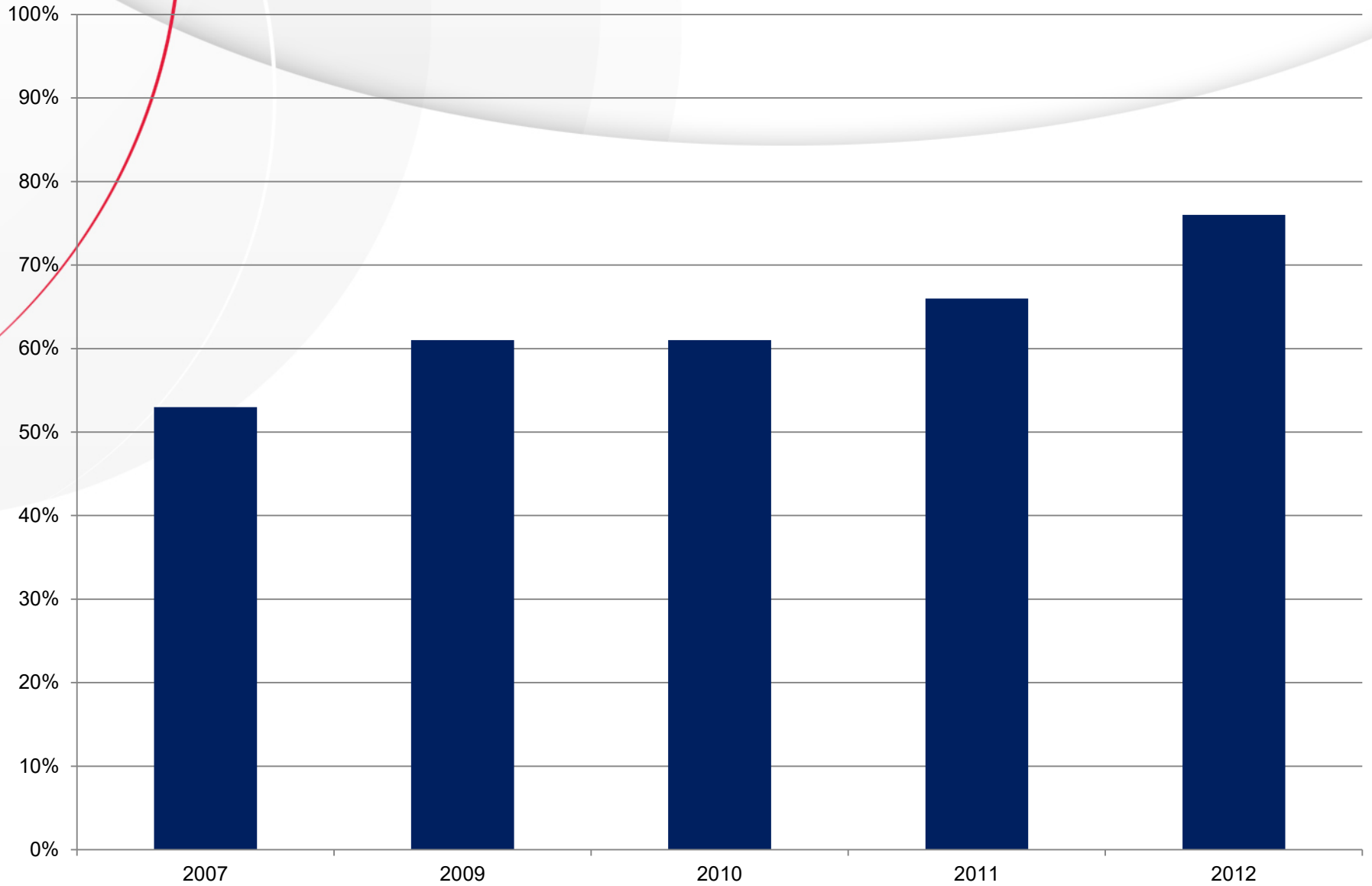


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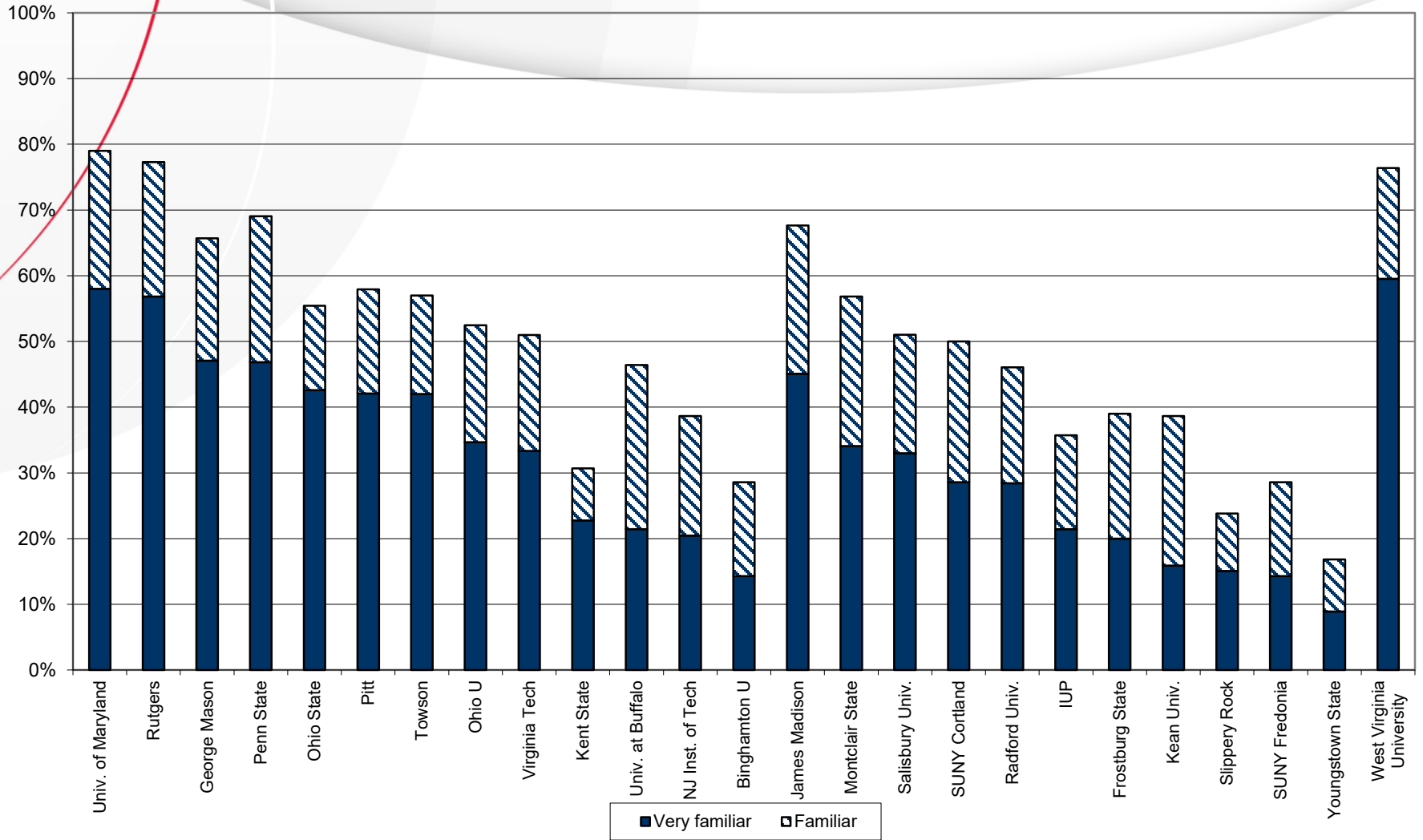
Non-resident study

Scott E. Bodfish
Vice president

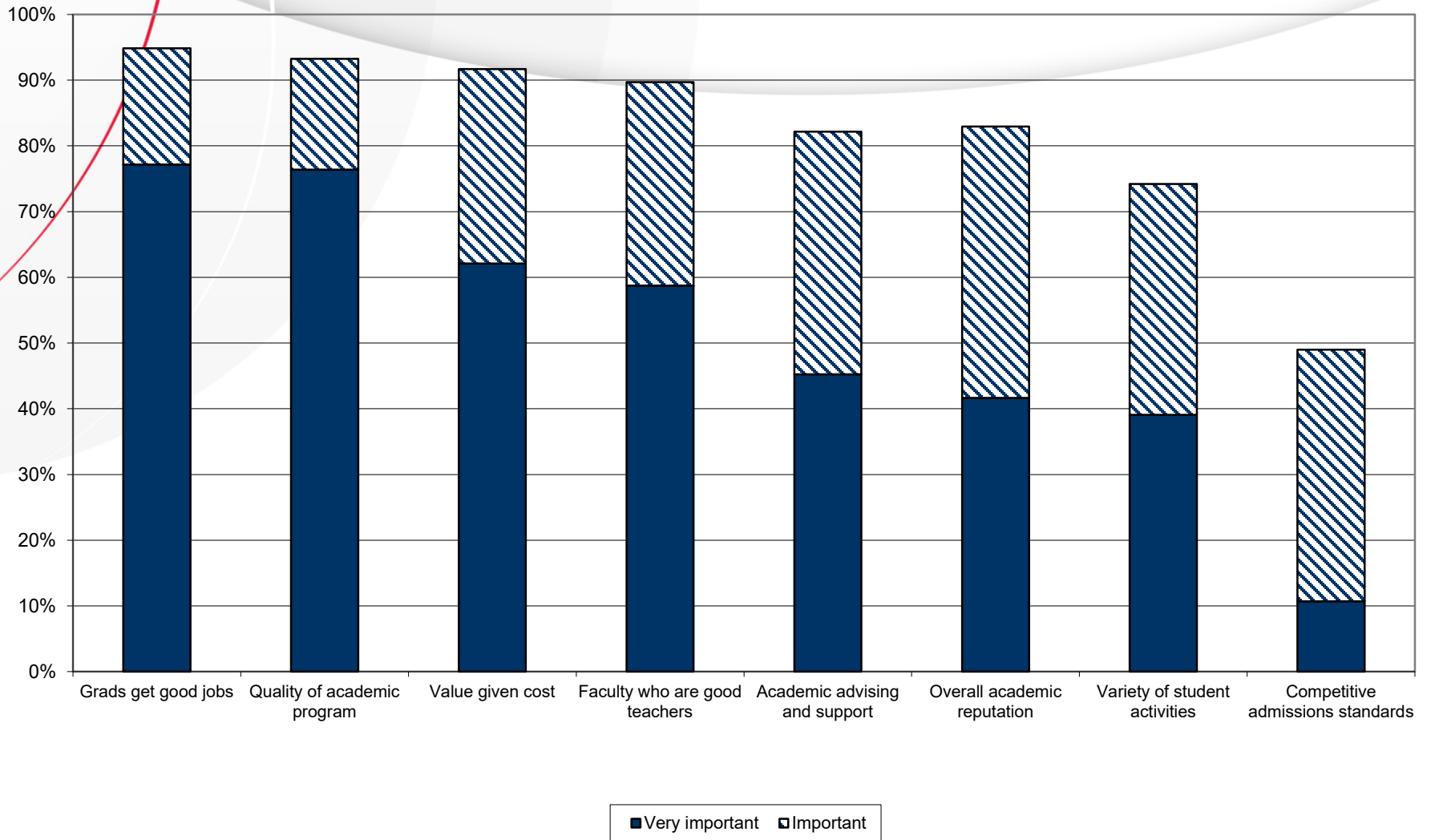
Percent of Non-resident Inquiries "very familiar" or "familiar" with WVU



Familiarity with Competitors (Non-Residents)



Importance of Value Attributes (Non-Residents)



What type of school are you most likely to attend this fall?

