

Not the Hardest School to Get Into. Just the Most Chosen.

79.0%

Brigham Young University's yield rate — the share of admitted students who actually enroll. Higher than Princeton, Yale, Penn, and Columbia, despite an acceptance rate around 68%.

YIELD RATE BY SCHOOL



National average yield rate: 25.7%. Even the least-selective schools (over 80% admit rate) average only 23.1% — selectivity alone doesn't explain BYU beating four Ivies here.

Source: IPEDS / College Scorecard, U.S. Dept. of Education.