

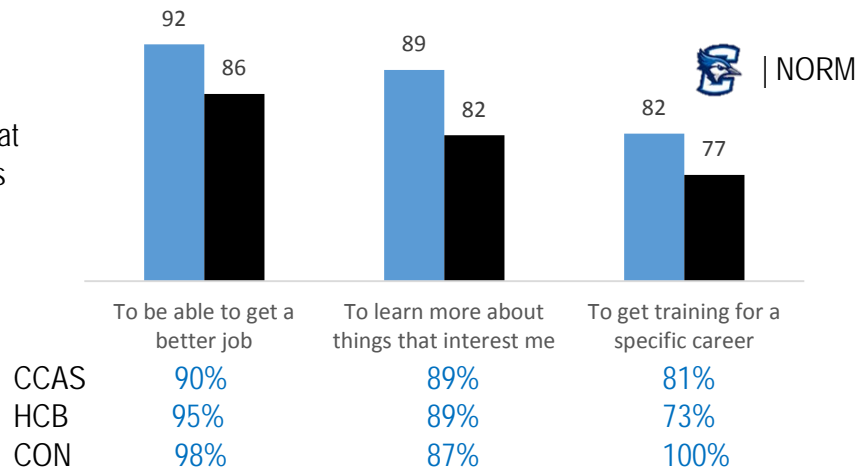
Creighton's students see college education as an important pathway to future success.

For complete information on response rates and college codes, please see the [full report](#)

## College Choice: Motivations to Attend College



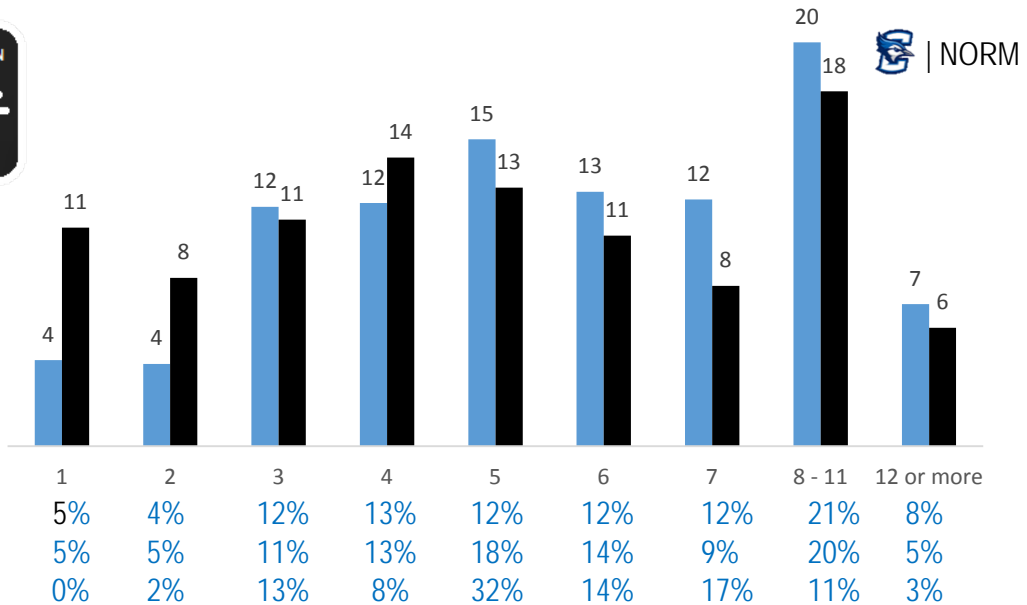
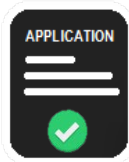
Top 3 reasons that motivate students to attend College



The numbers represents the percentage of Creighton freshmen considering the mentioned reasons "Very Important" in deciding to go to college. The other two options were "Somewhat Important" and "Not so Important". The top three reasons are highlighted with asterisk (\*).

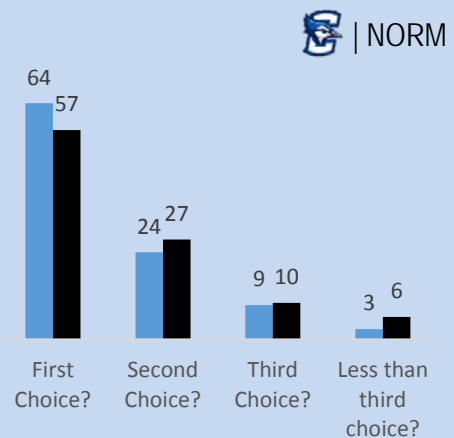
<u>Reasons</u>	<u>Creighton</u>	<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
To be able to get a good job	92%*	86%*	90%*	95%*	98%*
To learn more about things that interest me	89%*	82%*	89%*	89%*	87%*
To get training for a specific career	82%*	77%*	81%	73%	100%*
To gain a general education and appreciation of ideas	80%	70%	79%	86%*	74%
To prepare myself for graduate or professional school	76%	61%	84%*	66%	48%
To be able to make more money	65%	73%	64%	74%	66%
To make me a more cultured person	55%	46%	55%	57%	48%

### College Choice: Number of College Applications submitted



### College Choice: Top-Choice of College

Nearly 88% of Creighton’s 2015 freshmen reported Creighton University as either their first or second college choice. The most-cited reasons that influenced their decision to attend Creighton were: very good academic reputation (86% indicating “very important”); graduates get good jobs (78%); graduates gain admission to top graduate/professional schools (60%); size of this college (52%); percentage of students that graduate from this college (54%); and a visit to campus (50%).



CCAS	61%	24%	11%	4%
HCB	67%	25%	6%	2%
CON	76%	19%	5%	0%


## College Choice: Why Creighton?



Creighton freshman's reason for attending Creighton, in rank order by % of respondents rating them as "Very Important".

The other two options were "Somewhat Important" and "Not so Important".

The top three reasons are highlighted with asterisk (\*).

<u>Reasons</u>		<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
1. Good academic reputation	87%*	64%*	86%*	89%*	88%*
2. This college's graduates get good jobs	79%*	53%*	78%*	82%*	81%*
3. I was offered financial assistance	68%*	49%*	69%*	66%*	59%*
4. Gain admission to top graduate/ professional schools	61%	33%	66%	47%	53%
5. Size of this college	58%	38%	57%	62%	59%*
6. A visit to campus	52%	43%	52%	55%	49%
7. Graduation rates	51%	30%	50%	52%	54%
8. The cost of attending this college	42%	46%	43%	39%	42%
9. Good reputation for its social activities	41%	44%	37%	49%	46%
10. Rankings in national magazines	35%	18%	34%	43%	31%
11. Religious affiliation of the college	28%	8%	29%	28%	27%
12. Information from a website	22%	18%	21%	26%	25%
13. My parents wanted me to come here	20%	18%	18%	25%	22%
16. Could not afford first choice	11%	15%	12%	8%	10%
18. Not offered aid by first choice	11%	11%	12%	10%	10%
15. High school counselor advised me	10%	10%	9%	11%	10%
17. Live near home	9%	20%	9%	8%	10%
14. Admitted through an Early Action Decision program	9%	14%	9%	6%	14%
19. My relatives wanted me to come here	9%	8%	7%	11%	14%
20. Private college counselor advised me	7%	5%	7%	12%	5%
21. My teacher advised me	5%	7%	4%	6%	8%
22. The athletic department recruited me	5%	9%	4%	6%	7%
23. Ability to take online courses	2%	4%	1%	5%	3%