

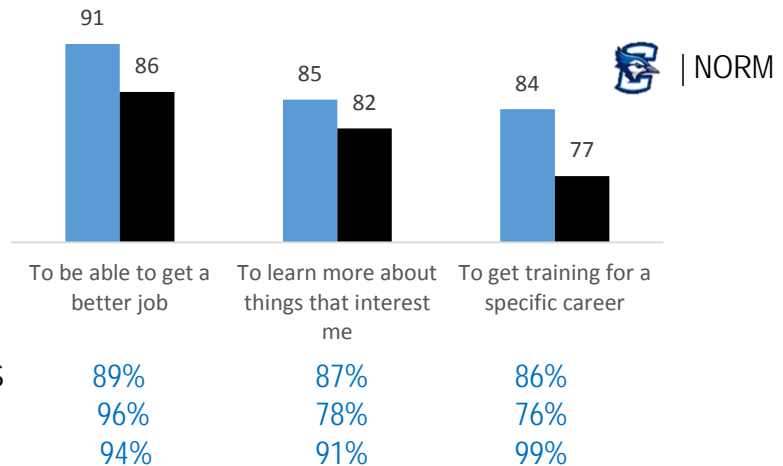
Creighton's students see college education as an important pathway to future success.

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

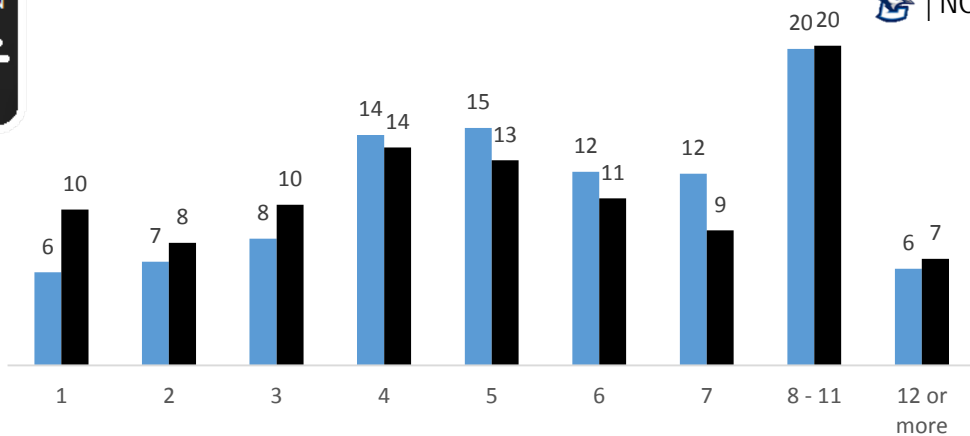
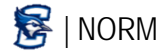
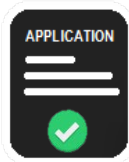


	CCAS	HCB	CON
To be able to get a better job	89%	96%	94%
To learn more about things that interest me	87%	78%	91%
To get training for a specific career	86%	76%	99%

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 (\*).

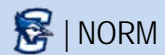
Reasons	Creighton	NORM	CCAS	HCB	CON
To be able to get a good job	91%*	86%*	89%*	96%*	94%*
To learn more about things that interest me	85%*	82%*	87%*	78%*	91%*
To get training for a specific career	84%*	77%*	86%*	76%	99%*
To gain a general education and appreciation of ideas	79%	71%	81%	70%	88%
To prepare myself for graduate or professional school	74%	60%	86%*	53%	55%
To be able to make more money	72%	73%	70%	79%*	73%
To make me a more cultured person	58%	47%	61%	49%	64%

### College Choice: Number of College Applications submitted

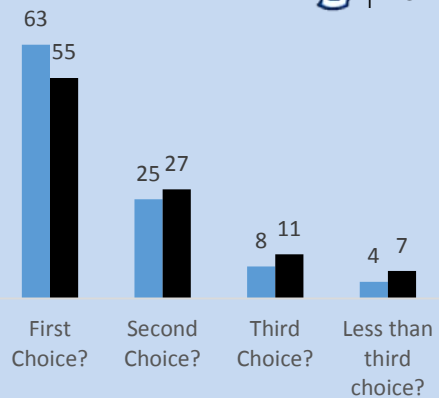


	1	2	3	4	5	6	7	8 - 11	12 or more
CCAS	7%	7%	8%	14%	16%	12%	12%	18%	6%
HCB	6%	6%	8%	15%	15%	11%	13%	22%	5%
CON	2%	4%	5%	15%	10%	19%	11%	25%	8%

### 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%).




	First Choice?	Second Choice?	Third Choice?	Less than third choice?
CCAS	64%	24%	8%	5%
HCB	60%	28%	9%	3%
CON	71%	21%	3%	4%

## 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	86%*	65%*	85%*	85%*	87%*
2. This college's graduates get good jobs	78%*	53%*	76%*	82%*	78%*
3. I was offered financial assistance	68%*	47%*	70%*	61%*	67%*
4. Gain admission to top graduate/ professional schools	61%	33%	69%	44%	51%
5. Graduation rates	54%	31%	53%	55%	61%
6. Size of this college	52%	37%	52%	49%	58%
7. A visit to campus	50%	42%	48%	52%	59%
8. The cost of attending this college	44%	45%	46%	39%	42%
9. Good reputation for its social activities	42%	43%	41%	43%	41%
10. Rankings in national magazines	35%	18%	33%	40%	34%
11. Information from a website	25%	19%	25%	24%	27%
12. Religious affiliation of the college	25%	7%	24%	24%	31%
13. My parents wanted me to come here	22%	17%	23%	18%	22%
14. Admitted through an Early Action Decision program	14%	16%	11%	16%	25%
15. High school counselor advised me	12%	10%	13%	9%	10%
16. Could not afford first choice	12%	14%	12%	10%	13%
17. Live near home	11%	21%	12%	9%	13%
18. Not offered aid by first choice	10%	11%	10%	10%	7%
19. My relatives wanted me to come here	10%	8%	10%	7%	11%
20. Private college counselor advised me	9%	5%	9%	8%	8%
21. My teacher advised me	7%	7%	8%	5%	6%
22. The athletic department recruited me	7%	9%	6%	13%	0%
23. Ability to take online courses	4%	4%	4%	4%	3%