

News from Institutional Research

This issue begins our look at the 2012 freshmen, 84% of whom completed the Freshman Survey. The national weighted norms for High-Select Catholic Colleges and Private Universities are also provided for your information and comparison.

<u>College of Enrollment</u>	<u>Total Surveyed</u>	<u>Men</u>	<u>Women</u>
Arts and Sciences	567	226 (40%)	341 (60%)
Business	169	103 (61%)	66 (39%)
Nursing	96	7 (7%)	89 (93%)

Demographic Information/Family Background—The majority of Creighton freshmen are Caucasian, U.S. citizens who come from two-parent homes. Almost 60% are Roman Catholic and 74% of their parents have at least a Bachelor's degree. Twenty-one percent estimate their parental income at \$200,000 or higher.

	<u>All CU</u>	<u>High Select Catholic Col.</u>	<u>Private Universities</u>	<u>Arts & Sciences</u>	<u>Business</u>	<u>Nursing</u>
Caucasian	81%	84%	64%	79%	84%	90%
Roman Catholic	58%	64%	28%	57%	59%	65%
Mother: Bachelor's Degree or higher	75%	71%	69%	73%	80%	76%
Father: Bachelor's Degree or higher	77%	70%	68%	75%	83%	75%
Both parents alive & living together	80%	80%	76%	81%	80%	79%
English is my native language	94%	95%	87%	94%	93%	98%
Citizenship—U.S. Citizen	97%	98%	92%	97%	95%	100%
Estimated Parental Income \$200,000+	21%	23%	25%	20%	26%	19%

Academic Background— Creighton freshmen reported studying more hours and earning better grades than freshmen at the high-select Catholic colleges and private universities.

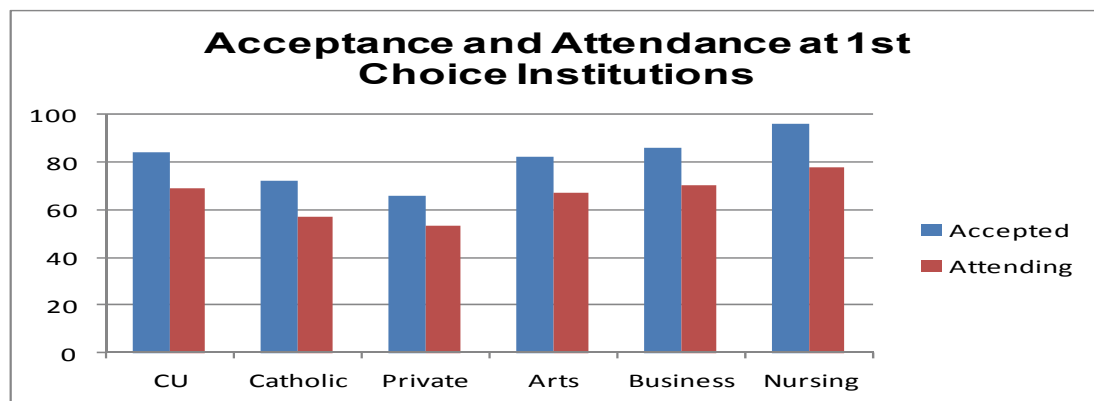
	<u>All CU</u>	<u>High Select Catholic Col.</u>	<u>Private Universities</u>	<u>Arts & Sciences</u>	<u>Business</u>	<u>Nursing</u>
High School: Public	50%	57%	68%	53%	41%	45%
High School: Private/Parochial	34%	31%	17%	32%	39%	40%
High School: Private Independent	16%	12%	15%	15%	19%	15%
Average grade in high school: A+ or A	41%	28%	35%	44%	32%	39%
Average grade in high school: A-	31%	33%	33%	30%	35%	27%
	72%	61%	68%	74%	67%	66%
Studied 11+ hours per week senior year	47%	30%	33%	51%	35%	44%
Completed Algebra II in High School	100%	99%	98%	100%	99%	99%
Completed pre-Calc/Trig in High School	92%	78%	91%	94%	88%	83%
Completed Probability & Statistics in HS	27%	29%	32%	26%	33%	19%
Completed Calculus in High School	34%	38%	47%	38%	26%	28%
Will need special tutoring/remedial work in:						
English	13%	NA	NA	12%	14%	13%
Mathematics	33%	NA	NA	33%	33%	34%
Reading	10%	NA	NA	10%	12%	8%
Science	31%	NA	NA	32%	25%	36%
Writing	23%	NA	NA	23%	18%	30%
Students rate themselves "Above Average/Highest 10%":						
Academic Ability	82%	73%	82%	85%	79%	71%
Drive to Achieve	90%	80%	83%	91%	90%	86%
Mathematical Ability	57%	45%	55%	60%	53%	44%
Self-Confidence (Intellectual)	66%	67%	66%	66%	70%	52%
Writing Ability	53%	48%	54%	54%	59%	41%

College Acceptance and Attendance at First-Choice Institutions:

As discussed last year, there is a “gap” between acceptance and attendance at 1st choice institutions. In 2007, almost 87% of the incoming Creighton freshmen reported they had been accepted by their first-choice school and almost 74% indicated their first-choice institution was Creighton, a difference of thirteen percentage points (i.e. 13% were not attending their first choice institution). In 2012, 84% of the Creighton incoming freshmen indicated they had been accepted by their first choice institution but only 69% indicated their first-choice institution was Creighton, a difference of fifteen percentage points.

This drop in the percentage of entering students indicating Creighton is their first choice mirrors the national decline in students attending their first choice institutions. As the acceptance rate at first choice institutions declines, the gap between students being accepted at and attending their first choice institution widens.

	<u>All CU</u>	<u>High Select Catholic Col.</u>	<u>Private Universities</u>	<u>Arts & Sciences</u>	<u>Business</u>	<u>Nursing</u>
Accepted by first choice institution	84%	72%	66%	82%	86%	96%
This college/Creighton first choice	69%	57%	53%	67%	70%	78%
	-15	-15	-13	-15	-16	-18



Very Important Reasons for Choosing this College:

While “very good academic reputation was the overwhelming reason students who listed Creighton as their first choice decided to attend, being “offered financial assistance” was the overwhelming reason students who did not have Creighton as their top choice chose to attend. As seen last year, significantly higher percentages of freshmen for whom Creighton was not first choice reported that “cost of attending” Creighton, “couldn’t afford 1st choice” and “not offered aid by 1st choice” were very important reasons for choosing Creighton.

Creighton 1st Choice

- Very good academic reputation (93%)
- Graduates get good jobs (82%)
- Offered financial assistance (67%)
- Graduates go to top schools (63%)
- Size of institution (60%)
- A visit to campus (58%)
- Reputation for social activities (44%)
- Rankings in national magazines (38%)
- Cost of attending this college (37%)
- Religious affiliation (30%)
- CU is Catholic (29%)

Creighton NOT 1st choice

- Offered financial assistance (81%)
- Very good academic reputation (75%)
- Graduates get good jobs (69%)
- Graduates go to top schools (62%)
- Cost of attending this college (59%)
- Size of institution (50%)
- A visit to campus (37%)
- Reputation for social activities (32%)
- Couldn’t afford 1st choice (31%)
- Rankings in national magazines (27%)
- Not offered aid by 1st choice (26%)

The influence of financial aid on the college decision-making process for those who did not list Creighton as their 1st choice was manifest in all schools/colleges. For example, 82% of Arts & Sciences freshmen, 77% of Business freshmen and 86% of Nursing freshmen who indicated Creighton was NOT their 1st choice institution cited being offered financial aid as a very important reason for choosing Creighton. These figures compare to 69% of Arts & Sciences freshmen, 56% of Business freshmen and 71% of Nursing freshmen who cited being offered financial aid as a very important reason and indicated Creighton was their 1st choice institution.

	<u>Accepted at 1st choice</u>	<u>Attending 1st choice</u>	<u>Difference</u>
First-generation Creighton freshmen	84.9%	66.0%	-18.9 percentage points
Non first-generation CU freshmen	84.1%	69.5%	-14.6 percentage points
Estimated parental income less than \$60,000	80.9%	60.7%	-20.1 percentage points
Estimated parental income greater than \$60K	84.8%	71.5%	-13.3 percentage points
English not native language freshmen	70.6%	51.0%	-19.6 percentage points
English is native language freshmen	84.9%	70.3%	-14.6 percentage points
Non-Caucasian Creighton freshmen	79.9%	44.2%	-35.7 percentage points
Caucasian freshmen	84.9%	68.8%	-16.1 percentage points
Roman Catholic Creighton freshmen	85.3%	71.1%	-14.2 percentage points
Men	79.6%	68.8%	-10.8 percentage points
Women	87.0%	69.3%	-17.7 percentage points
Major concern about financing college	84.9%	67.7%	-17.2 percentage points
Some concern about financing college	83.2%	66.0%	-17.2 percentage points
No concern about financing college	85.6%	76.3%	- 9.3 percentage points
Live within 50 miles of Creighton	91.5%	75.8%	-15.7 percentage points
Live 51-500 miles from Creighton	88.2%	74.0%	-14.2 percentage points
Live over 500 miles from Creighton	75.9%	60.6%	-15.3 percentage points
<u>The current economic situation significantly affected my college choice:</u>			
Agree strongly	77.7%	51.5%	-24.2 percentage points
Agree somewhat	85.1%	73.0%	-12.1 percentage points
Disagree somewhat	85.4%	74.1%	-11.3 percentage points
Disagree strongly	90.9%	83.8%	- 6.1 percentage points
<u>High School Type</u>			
Public High School	87.0%	72.1%	-14.9 percentage points
Private Religious/Parochial High School	84.3%	67.1%	-17.2 percentage points
Private Independent High School	78.9%	63.3%	-15.6 percentage points
Pre-Med—Yes	78.3%	68.2%	-10.1 percentage points
Pre-Med—No	87.6%	70.0%	-17.6 percentage points
African American	75.0%	50.0%	-25.0 percentage points
Asian American	66.1%	47.6%	-18.5 percentage points
Caucasian	88.3%	74.3%	-14.0 percentage points
Hispanic	79.4%	58.8%	-20.6 percentage points
Native American	76.9%	61.5%	-15.4 percentage points
Native Hawaiian/Pacific Islander	82.4%	76.5%	- 5.9 percentage points

News from Institutional Research is intended for the Creighton community. Comments or questions should be directed to Stephanie Wernig, Ph.D., 280-1164, wernig@creighton.edu.