Volume 6
Issue 8
January 2010

News from Institutional Research

This issue of "News from Institutional Research" continues the series of reports on the results of the 2009 Freshman Survey completed by 901 undergraduate freshmen in August of 2009, 85% of the entering class. This page focuses on the factors Creighton freshmen and those at other high-select private universities[1] weighed in their decision to attend college in general, as well as a particular institution. The following page discusses students perceptions of their ability to finance their Creighton education as well as an eight year history of their funding sources.

College Choice

A significantly higher percentage of Creighton freshman (p<.001) reported attending their first choice school than the freshmen at other high-select private universities.

	CU All	Priv. All	CU Men	Priv. Men	CU Women	Priv. Women
This college is my first choice	70.7%	57.3%	69.4%	56.7%	71.4%	57.8%

Getting a better job and abiding by parental aspirations as a reason for attending college in general is significantly stronger for Creighton freshmen than for the freshmen at other high-select private universities. Creighton's academic reputation, preparation for employment or graduate/professional school, financial aid and size continue to set us apart from the competition. Asterisks indicate whether Creighton or the other high-select private institutions had a significantly higher mean and the significance level.

In deciding to attend college, how important to you was each of the following reasons? (1=Not important, 2=somewhat important, 3=very important)

To be able to get a better job	2.87***	2.78	2.84**	2.76	2.89***	2.80
To learn more about things that interest me	2.87	2.86	2.85	2.82	2.89	2.89
To gain general educ. & appreciation of ideas	2.79	2.75	2.74	2.70	2.82	2.80
To be able to make more money	2.65*	2.60	2.64	2.64	2.67***	2.57
To make me a more cultured person	2.60	2.56	2.51	2.45	2.65	2.66
My parents wanted me to go	2.34***	2.16	2.25**	2.11	2.39***	2.20

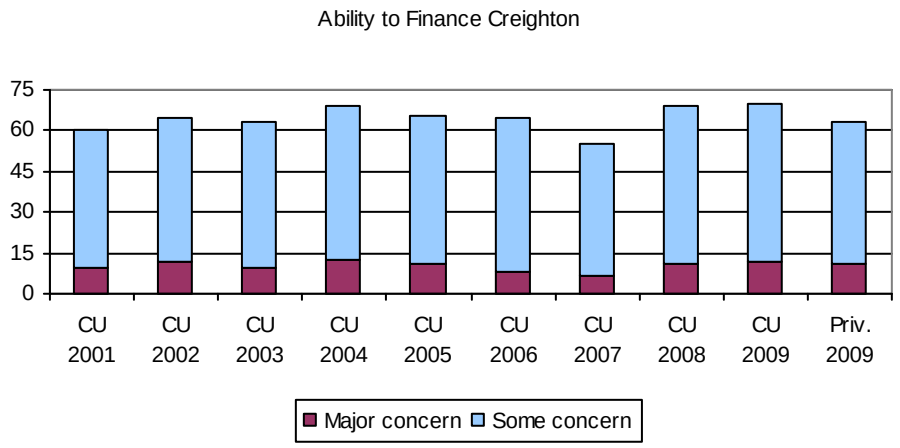
In deciding to attend this college, how important to you was each of the following reasons? (1=Not important, 2=somewhat important, 3=very important)

Very good academic reputation	2.89***	2.76	2.86***	2.73	2.91***	2.78
Graduates get good jobs	2.78***	2.59	2.74***	2.55	2.81***	2.63
Offered financial assistance	2.65***	2.32	2.60***	2.27	2.67***	2.36
Graduates go to top grad/professional schools	2.58***	2.34	2.56***	2.30	2.59***	2.37
Wanted to go to school about this size	2.52***	2.38	2.47***	2.30	2.55***	2.44
Visit to the campus	2.36	2.37	2.30	2.30	2.40	2.43
Good reputation for social activities	2.29	2.27	2.31	2.28	2.27	2.27
Cost of attending this college	2.14***	1.89	2.05***	1.84	2.19***	1.94
Rankings in national magazines	2.10	2.06	2.10	2.07	2.10	2.05
Attracted by religious affiliation of college	1.98***	1.71	1.94***	1.67	2.00***	1.75
Parents wanted me to come here	1.92***	1.79	1.84*	1.76	1.96***	1.82
Information from a website	1.89	1.95*	1.83	1.88	1.92	2.00*
High school counselor advised me	1.60***	1.51	1.62*	1.53	1.59***	1.49
Wanted to live near home	1.50	1.47	1.43	1.46	1.54	1.48
Teacher advised me	1.48	1.44	1.54	1.47	1.45	1.42
Relatives wanted me to come here	1.43**	1.37	1.45	1.40	1.42**	1.35
Admitted through Early Action/Early Decision	1.38	1.62***	1.36	1.61***	1.39	1.63***
Private college counselor advised me	1.37***	1.26	1.42***	1.28	1.34***	1.24
Not offered aid by first choice school	1.33	1.31	1.34	1.30	1.33	1.31
Could not afford first choice	1.32*	1.27	1.30	1.26	1.34*	1.28
Athletic department recruited me	1.16	1.18	1.23	1.22	1.12	1.14
Ability to take online courses	1.14	1.13	1.19	1.16	1.11	1.11

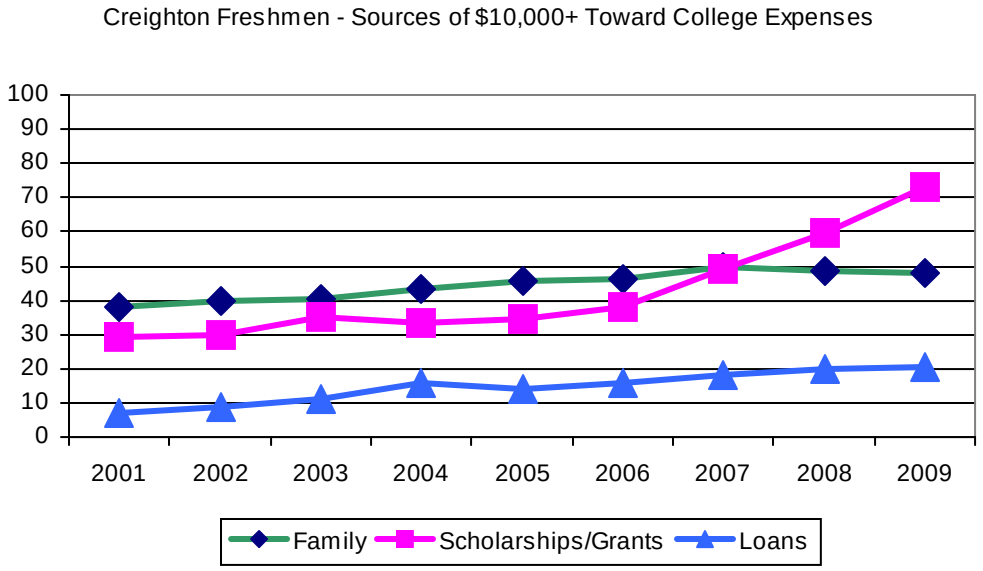
[1] American, Baylor, Fordham, Santa Clara, Tulane, University of Rochester and Villanova
* p<.05, ** p<.01, *** p<.000

Ability to Finance Creighton and Funding Sources

Each year, incoming students are asked the degree of concern about financing their college education. As the graph illustrates, since 2001, the percentage of incoming Creighton freshmen who reported "major" or "some" concern has risen ten percentage points from 60.6% to 70.1%. Although the percentage with "some" concern did not change appreciably from 2008, those with "major" concern increased 0.6 percentage points to 11.5%. Creighton freshmen reported more concern than freshmen at other high-select private universities where a total of 63.6% indicated "major" or "some" concern.



Incoming students are also asked how much of their first year educational expenses they expect to receive from various funding sources. As seen below, almost 48% of Creighton freshmen expected to receive $10,000 or more from their families, 72% expected to receive $10,000 or more from grants and scholarships and almost 20% expected to take out loans totaling $10,000 or more. Another 16% of Creighton freshmen expected to have loans between $6,000 and $10,000. Fifty-nine percent of the incoming freshmen at the other high-select universities expected to receive $10,000 or more from their families, 52% expected to receive $10,000 or more from grants and scholarships and almost 17% expected to take out loans totaling $10,000 or more. An additional 10% of this group expected to have loans between $6,000 and $10,000.



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