

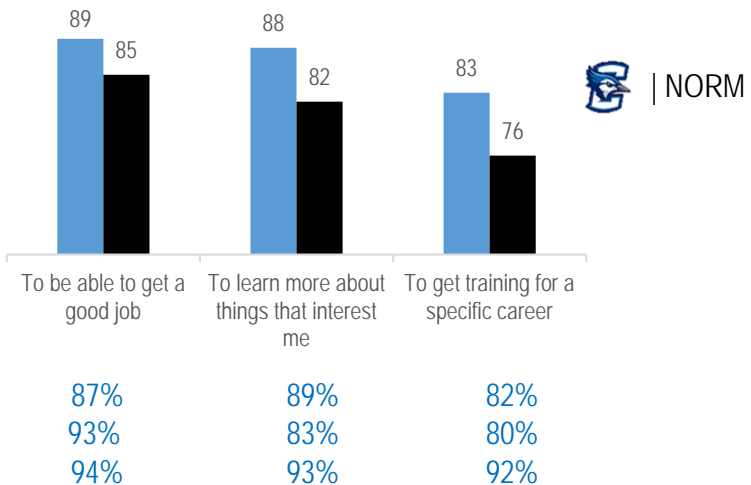
Creighton's students see college education as an important pathway to future success.

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

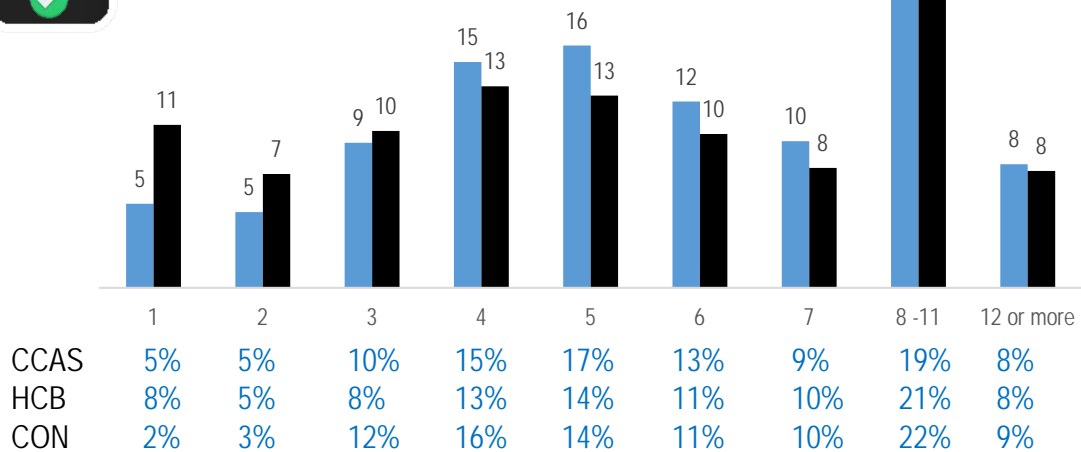
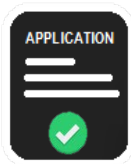


	CCAS	HCB	CON
To be able to get a good job	87%	93%	94%
To learn more about things that interest me	89%	83%	93%
To get training for a specific career	82%	80%	92%

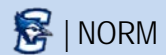
The numbers represents the percentage of Creighton freshmen considering the mentioned reasons "Very Important" in deciding to go to college. The other two options were "Somewhat Important" and "Not so Important". The top three reasons are highlighted with asterisk (\*).

Reasons	Creighton	NORM	CCAS	HCB	CON
To be able to get a good job	89%*	85%*	87%*	93%*	94%*
To learn more about things that interest me	88%*	82%*	89%*	83%*	93%*
To get training for a specific career	83%*	76%*	82%*	80%*	92%*
To gain a general education and appreciation of ideas	79%	72%	81%	75%	79%
To prepare myself for graduate or professional school	74%	59%	81%	62%	63%
To be able to make more money	69%	70%	65%	79%	66%
To make me a more cultured person	60%	49%	62%	57%	59%

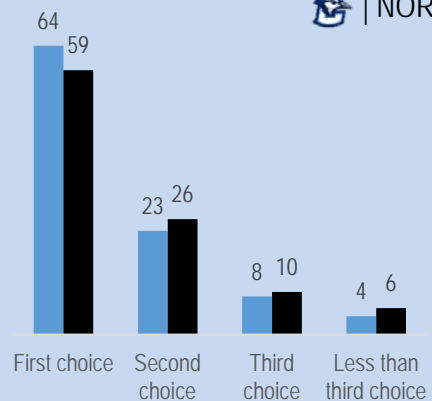
### College Choice: Number of College Applications submitted



### College Choice: Top-Choice of College



Nearly 90% 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 (56%); percentage of students that graduate from this college (51%); and a visit to campus (49%).




CCAS	64%	22%	9%	5%
HCB	63%	26%	8%	3%
CON	67%	23%	8%	3%

## 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%*	70%*	86%*	86%*	86%*
2. This college's graduates get good jobs	78%*	60%*	77%*	77%*	84%*
3. Gain admission to top graduate/ professional schools	60%*	38%	66%*	47%	52%
4. Size of this college	56%	38%	54%	54%*	71%*
5. Graduation rates	51%	31%	50%	51%	54%
6. A visit to campus	49%	43%	48%	47%	56%
7. The cost of attending this college	43%	45%*	44%	42%	44%
8. Good reputation for its social activities	42%	45%*	42%	43%	36%
9. Rankings in national magazines	36%	20%	35%	39%	37%
10. Religious affiliation of the college	26%	8.1%	25%	25%	33%
11. My parents wanted me to come here	23%	18%	23%	24%	16%
12. Admitted through an Early Action Decision program	16%	16%	15%	14%	25%
13. Not offered aid by first choice	11%	10%	11%	11%	13%
14. High school counselor advised me	11%	10%	13%	7%	11%
15. Could not afford first choice	11%	13%	12%	9%	8%
16. Live near home	10%	18%	11%	10%	2%
17. Private college counselor advised me	7%	5%	8%	7%	4%
18. My teacher advised me	6%	7%	7%	6%	2%
19. The athletic department recruited me	5%	10%	4%	9%	3%