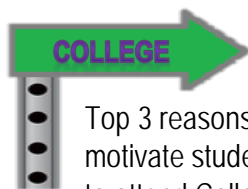


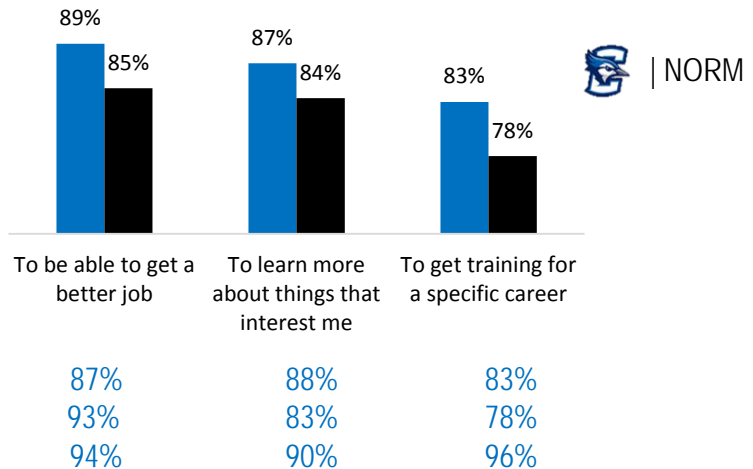
Creighton's students see college education as an important pathway to future success.

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

College Choice: Motivations to Attend College



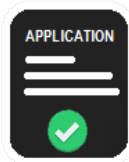
Top 3 reasons that motivate students to attend College




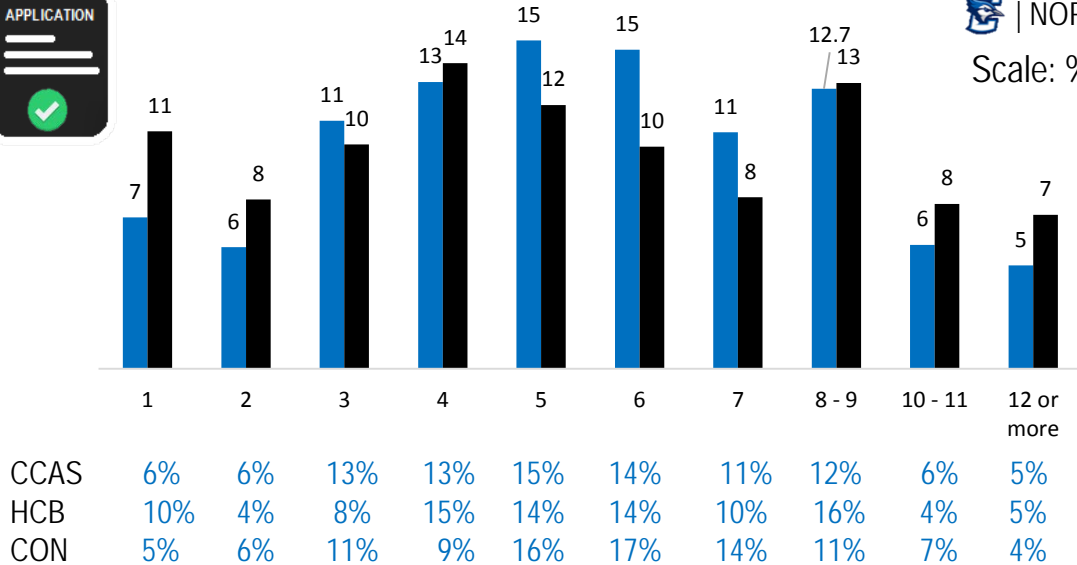
The numbers represents the percentage of Creighton freshmen considering the mentioned reasons "Very Important" in deciding to go to college. The other two options were "Somewhat Important" and "Not so Important". The top three reasons are highlighted with asterisk (*).

<u>Reasons</u>	<u>Creighton</u>	<u>NORM</u>	<u>CCAS</u>	<u>HCB</u>	<u>CON</u>
To be able to get a better job	89%*	85%*	87%*	93%*	94%*
To learn more about things that interest me	87%*	84%*	88%*	83%*	90%*
To get training for a specific career	83%*	78%*	83%	78%*	96%*
To gain a general education and appreciation of ideas	81%	75%	83%	77%	82%
To prepare myself for graduate or professional school	75%	61%	85%*	61%	53%
To be able to make more money	64%	73%	58%	76%	67%
To make me a more cultured person	57%	51%	57%	53%	66%
To please my family	32%	35%	31%	36%	30%

College Choice: Number of College Applications submitted




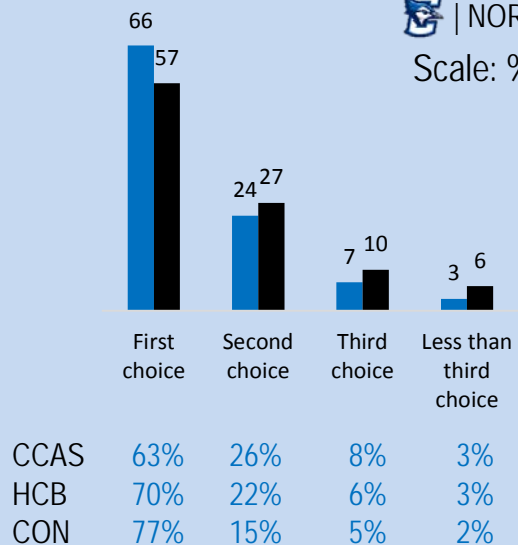
 | NORM
Scale: %



College Choice: Top-Choice of College

Nearly 90% of Creighton’s 2016 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 (82% indicating “very important”); graduates get good jobs (77%); offered financial assistance (62%); a visit to campus (58%); graduates gain admission to top graduate/professional schools (56%); Graduates make difference in the world (55%); and size of this college (55%).

 | NORM
Scale: %




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	82%*	65%*	83%*	82%*	83%*
2. This college's graduates get good jobs	77%*	55%*	75%*	80%*	80%*
3. I was offered financial assistance	62%*	47%*	64%*	53%	67%*
4. A visit to campus	58%	47%*	57%	56%*	65%
5. Gain admission to top graduate / professional schools	56%	33%	64%*	43%	44%
6. This college's graduates make a difference in the world	55%	40%	56%	51%	62%
7. Size of this college	55%	37%	56%	50%	59%
8. Good reputation for its social activities	53%	51%	52%	54%	55%
9. The cost of attending this college	40%	47%	43%	33%	39%
10. Rankings in national magazines	31%	18%	30%	35%	27%
11. Religious affiliation of the college	30%	9%	29%	31%	31%
12. My parents/relatives wanted me to come here	20%	17%	21%	20%	16%
13. Admitted through an Early Action or Early Decision program	14%	15%	13%	15%	22%
14. Could not afford first choice	12%	15%	13%	12%	6%
15. Not offered aid by first choice	12%	12%	13%	11%	5%
16. Live near home	12%	21%	13%	9%	9%
17. High school counselor advised me	11%	10%	10%	12%	9%
18. Private college counselor advised me	8%	5%	8%	8%	8%
19. My teacher advised me	8%	7%	8%	10%	3%