	Importa	Importance: Welcome Session		
	Very important	Somewhat important	Not important	Subtotal
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	38.6	52.4	9.0	603
No	34.3	54.4	11.3	522
Grand Total	36.6	53.3	10.0	1,125

	Importance: Academic ABC"s			
	Very important	Somewhat important	Not important	Subtotal
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	55.5	40.0	4.5	600
No	50.8	43.8	5.4	520
Grand Total	53.3	41.8	4.9	1,120

	Importance: Welcome Session
	Average Rating
Was FAU your first choice?	
Yes	2.30
No	2.23
Grand Total	2.27

	Importance: Academic ABC"s
	Average Rating
Was FAU your first choice?	
Yes	2.51
No	2.45
Grand Total	2.48

		Importance: Get to Know your College		
	Very important			Subtotal
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	64.8	31.2	4.0	597
No	57.7	37.4	5.0	522
Grand Total	61.5	34.0	4.5	1,119

	Importance: It''s all Academic			
	Very important			Grand Total
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	50.8	43.7	5.6	593
No	47.7	46.5	5.7	505
Grand Total	49.4	45.0	5.6	1,098

	Importance: Get to Know your College
	Average Rating
Was FAU your first choice?	
Yes	2.61
No	2.53
Grand Total	2.57

	Importance: It''s all Academic
	Average Rating
Was FAU your first choice?	
Yes	2.45
No	2.42
Grand Total	2.44

	Importance: Student to Student			
	Very important	Somewhat important	Not important	Subtotal
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	46.5	42.9	10.6	604
No	46.9	40.1	13.0	516
Grand Total	46.7	41.6	11.7	1,120

	Importance	Importance: Money, Money, Money		
	Very important			Grand Total
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	57.1	35.7	7.2	594
No	54.1	34.0	11.9	512
Grand Total	55.7	34.9	9.4	1,106

	Importance: Student to Student
	Average Rating
Was FAU your first choice?	
Yes	2.36
No	2.34
Grand Total	2.35

	Importance: Money, Money, Money
	Average Rating
Was FAU your first choice?	
Yes	2.50
No	2.42
Grand Total	2.46

	Importance	Importance: Orientation Pep Rally		
	Very important	Somewhat important	Not important	Subtotal
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	26.5	39.4	34.1	601
No	21.9	42.3	35.8	508
Grand Total	24.3	40.8	34.9	1,109

	Importance	Importance: Responsible Freedom		
	Very important			Grand Total
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	46.9	46.1	7.0	599
No	41.8	46.4	11.8	509
Grand Total	44.6	46.2	9.2	1,108

	Importance: Orientation Pep Rally
	Average Rating
Was FAU your first choice?	
Yes	1.92
No	1.86
Grand Total	1.89

	Importance: Responsible Freedom
	Average Rating
Was FAU your first choice?	
Yes	2.40
No	2.30
Grand Total	2.35

	Importa	Importance: Welcome Home		
	Very important	Somewhat important	Not important	Subtotal
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	38.8	49.3	11.9	590
No	29.8	56.3	13.9	510
Grand Total	34.6	52.5	12.8	1,100

	Importance: On the Road				
	Very important	•			
	Percentage	Percentage	Percentage	N	
Was FAU your first choice?					
Yes	37.8	53.3	8.9	576	
No	29.5	56.0	14.5	505	
Grand Total	34.0	54.6	11.5	1,081	

	Importance: Welcome Home
	Average Rating
Was FAU your first choice?	
Yes	2.27
No	2.16
Grand Total	2.22

	Importance: On the Road
	Average Rating
Was FAU your first choice?	
Yes	2.29
No	2.15
Grand Total	2.22

		Importance: Get Connected to Owl Country		
	Very important	•		Subtotal
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	43.9	49.2	6.9	592
No	37.6	49.6	12.7	510
Grand Total	41.0	49.4	9.6	1,102

	Importance	Importance: Be Smart, Stay Healthy		
	Very important	3		Grand Total
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	49.7	43.4	6.8	599
No	47.9	42.4	9.6	509
Grand Total	48.9	43.0	8.1	1,108

	Importance: Get Connected to Owl Country Average Rating
Was FAU your first choice?	
Yes	2.37
No	2.25
Grand Total	2.31

	Importance: Be Smart, Stay Healthy
	Average Rating
Was FAU your first choice?	
Yes	2.43
No	2.38
Grand Total	2.41

	Importance: Handle with Care			
	Very important	Somewhat important	Not important	Subtotal
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	45.9	47.0	7.1	591
No	39.7	49.4	10.9	506
Grand Total	43.0	48.1	8.8	1,097

	Importance: Campus Tours			
	Very important	Somewhat important	Not important	Grand Total
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	65.9	29.3	4.8	598
No	58.4	35.0	6.6	514
Grand Total	62.4	31.9	5.7	1,112

	Importance: Handle with Care
	Average Rating
Was FAU your first choice?	
Yes	2.39
No	2.29
Grand Total	2.34

	Importance: Campus Tours
	Average Rating
Was FAU your first choice?	
Yes	2.61
No	2.52
Grand Total	2.57

	Importance: Campus Marketplace			
	Very important	Somewhat important	Not important	Subtotal
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	57.1	36.9	6.0	580
No	53.6	40.1	6.3	509
Grand Total	55.5	38.4	6.2	1,089

Importance: Campus Marketplace
Average Rating
2.51
2.47
2.49

	Importance: Academic Information/Q&A Session			
	Very important	Somewhat important	Not important	Grand Total
	Percentage	Percentage	Percentage	N
Was FAU your first choice?				
Yes	64.3	30.6	5.2	599
No	62.6	32.7	4.7	508
Grand Total	63.5	31.5	5.0	1,107

	Importance: Academic Information/Q&A Session
	Average Rating
Was FAU your first choice?	
Yes	2.59
No	2.58
Grand Total	2.59