

The College Attendance Decision

- This second section summarizes information about the incoming freshman's decision to attend college. Data depicted includes general factors influencing students' decision to pursue a higher education, specific factors that lead ERAU freshmen to select Embry-Riddle, rank of college choice, and first impressions of ERAU admissions, housing and financial aid services. Longitudinal trends and national data are given for comparison whenever possible.
- In some instances, statistical tests were run to determine whether responses of ERAU freshmen were significantly different from the national CIRP benchmark responses (see Part 1 for testing methodology). Table cells that are shaded indicate those areas where a statistically significant difference between either ERAU campus and CIRP data existed.

Percent Noting Factor as **Very Important** in Deciding to Go to College

Factor	CIRP	Daytona Beach	Prescott
My parents wanted me to go	10.9%	8.4%	6.5%
My relatives wanted me to come here	3.3%	3.2%	4.2%
My teacher advised me	6.8%	5.8%	3.4%
This college has a very good academic reputation	72.3%	89.3%	87.2%
This college has a good reputation for its social activities	34.4%	22.0%	13.4%
I was offered financial assistance	54.0%	33.2%	33.8%
The cost of attending this college	26.2%	17.5%	16.0%
High school guidance counselor advised me	10.5%	6.1%	6.1%
Private college advisor advised me	5.5%	2.6%	1.4%
I wanted to live near home	13.3%	4.7%	2.4%
Not offered aid by first choice	7.4%	4.1%	1.7%
Could not afford first choice	6.9%	3.5%	1.2%

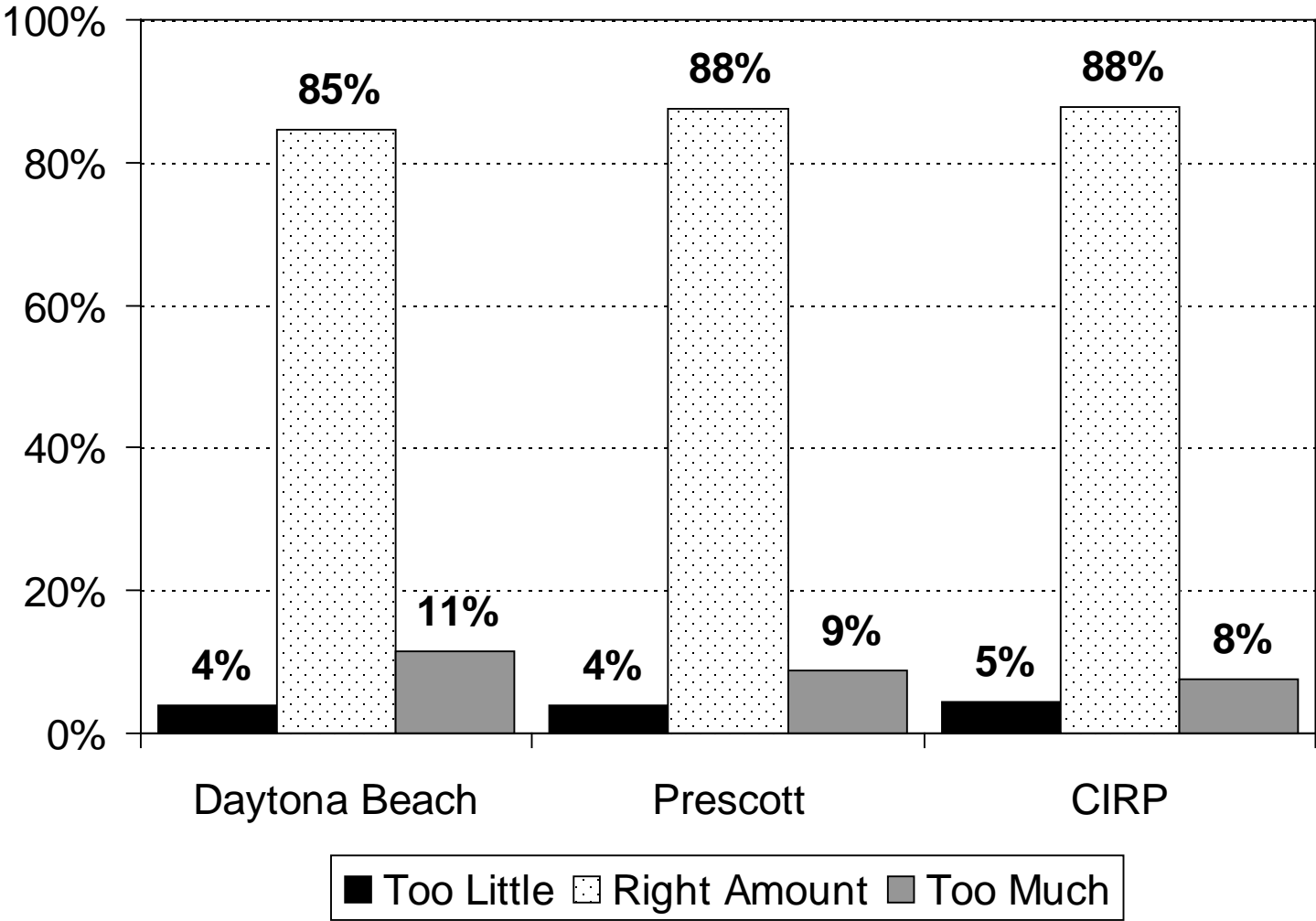
Shaded areas represent where the difference between ERAU campus and CIRP is statistically significant at the .001 level

Percent Noting Reason as **Very Important** in Selecting College of Attendance

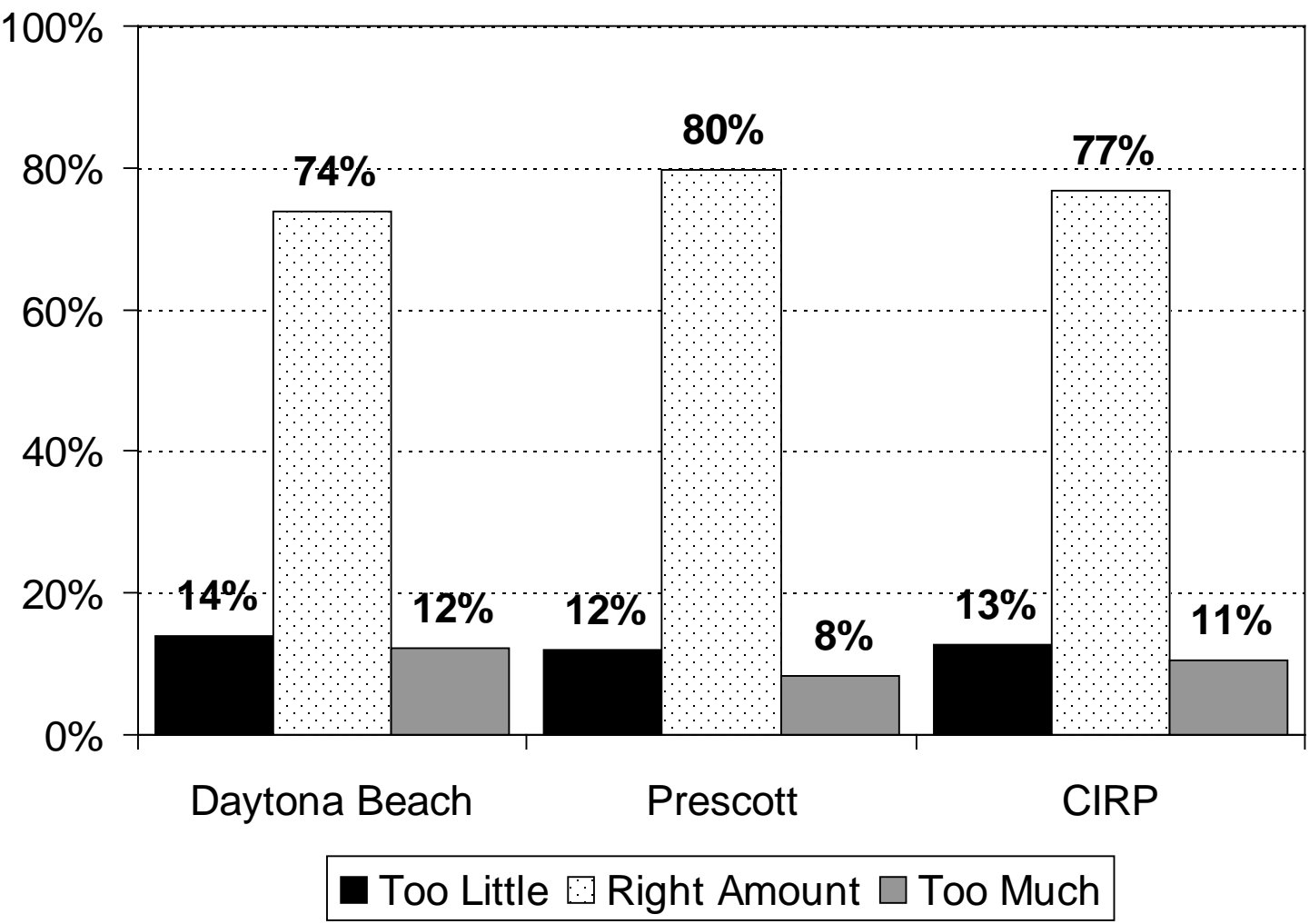
Reason	CIRP	Daytona Beach	Prescott
This college's graduated gain admission to top graduate/professional schools	39.2%	42.1%	40.3%
This college's graduates get good jobs	56.6%	87.1%	86.3%
I was attracted by the religious affiliation/orientation of the college	6.7%	2.0%	0.0%
I wanted to go to a school about the size of this college	53.8%	23.6%	34.1%
Rankings in national magazines	21.1%	51.9%	40.5%
Information from a website	20.2%	32.3%	29.1%
I was admitted through an Early Action or Early Decision Program	17.3%	9.6%	14.7%
The athletic department recruited me	13.3%	4.2%	1.8%
A visit to the campus	53.9%	34.6%	34.8%

Shaded areas represent where the difference between ERAU campus and CIRP is statistically significant at the .001 level

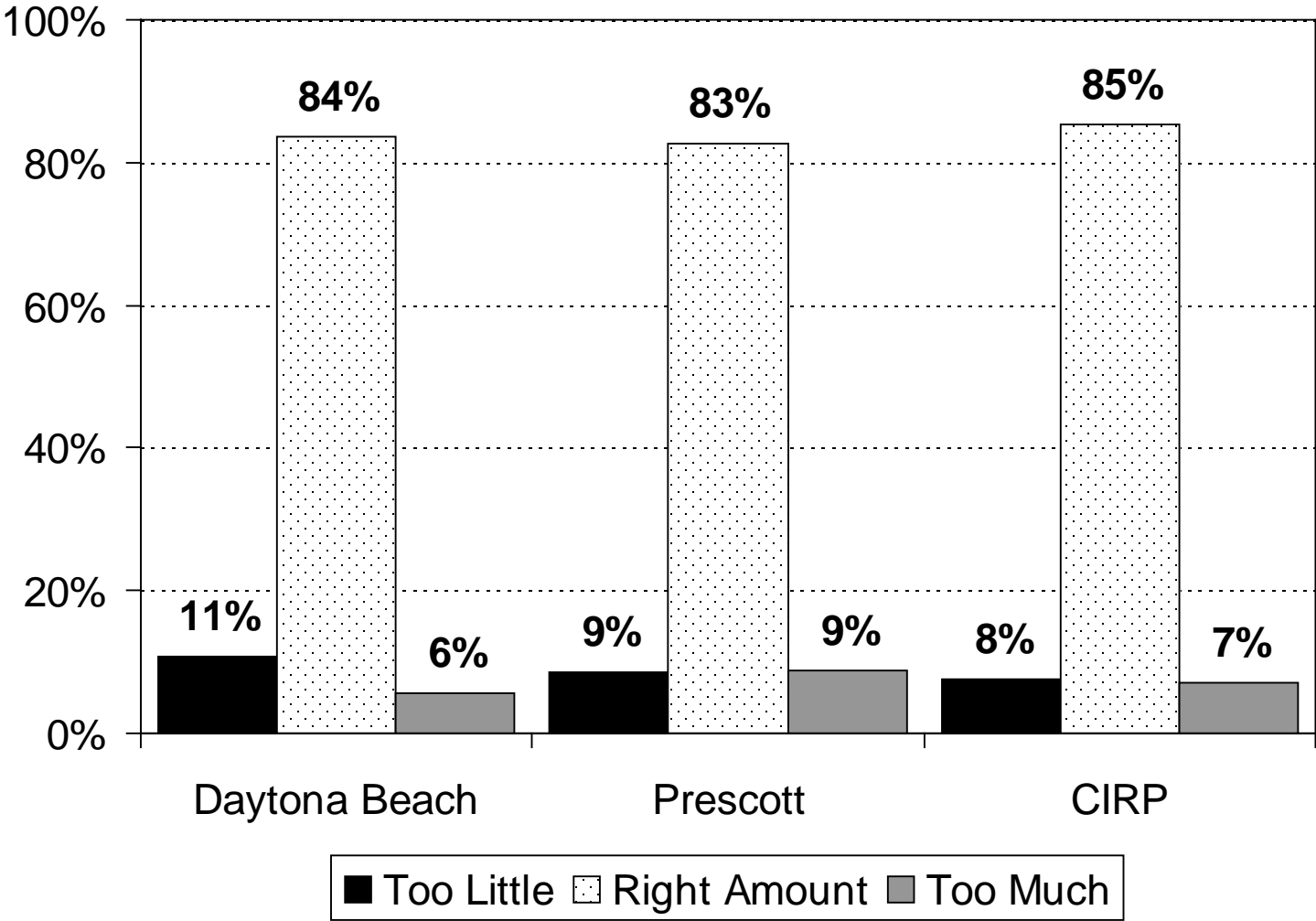
Parent (or Legal Guardian) Involvement in: Decision to Go to College



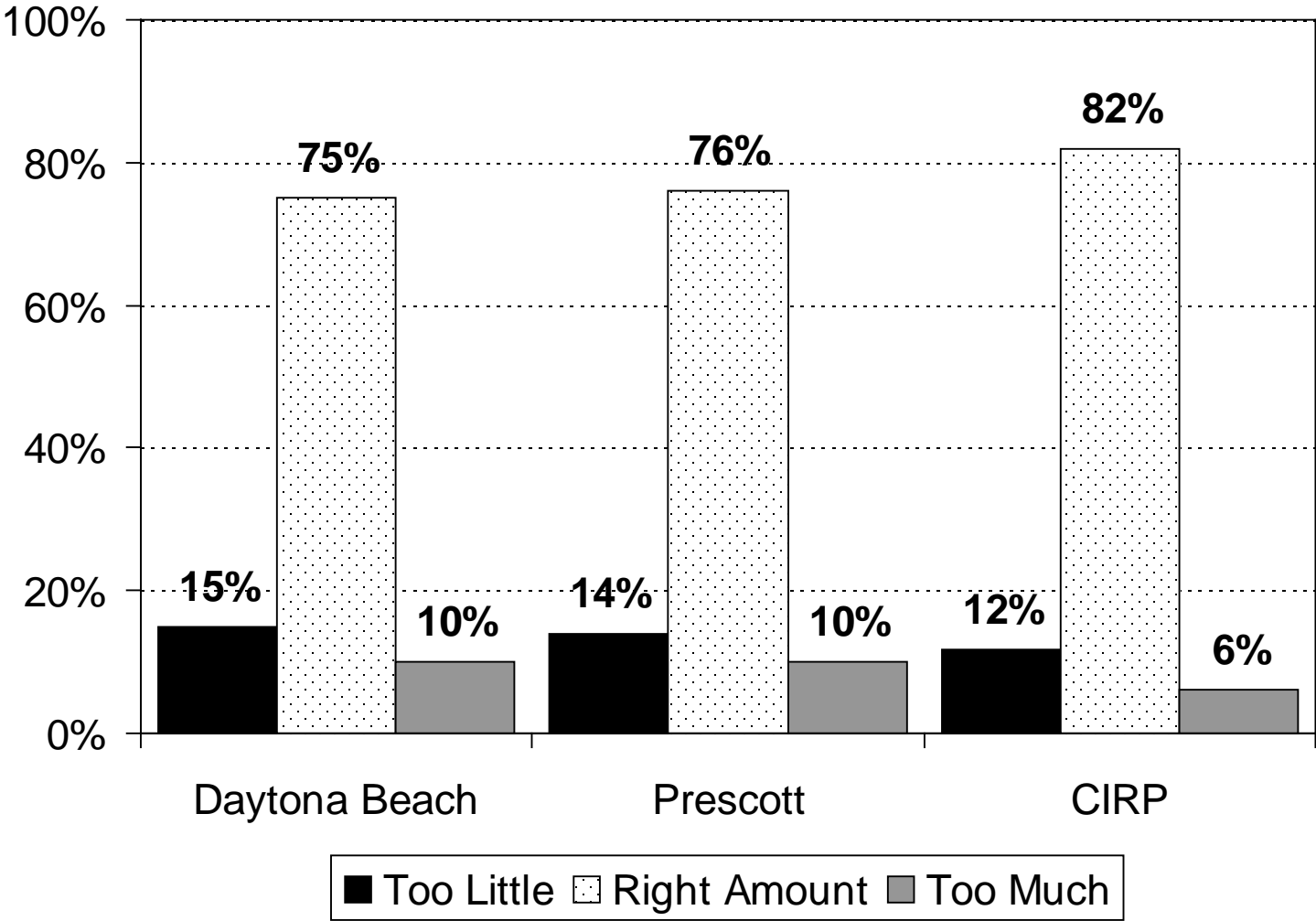
Parent (or Legal Guardian) Involvement in: Application (s) to College



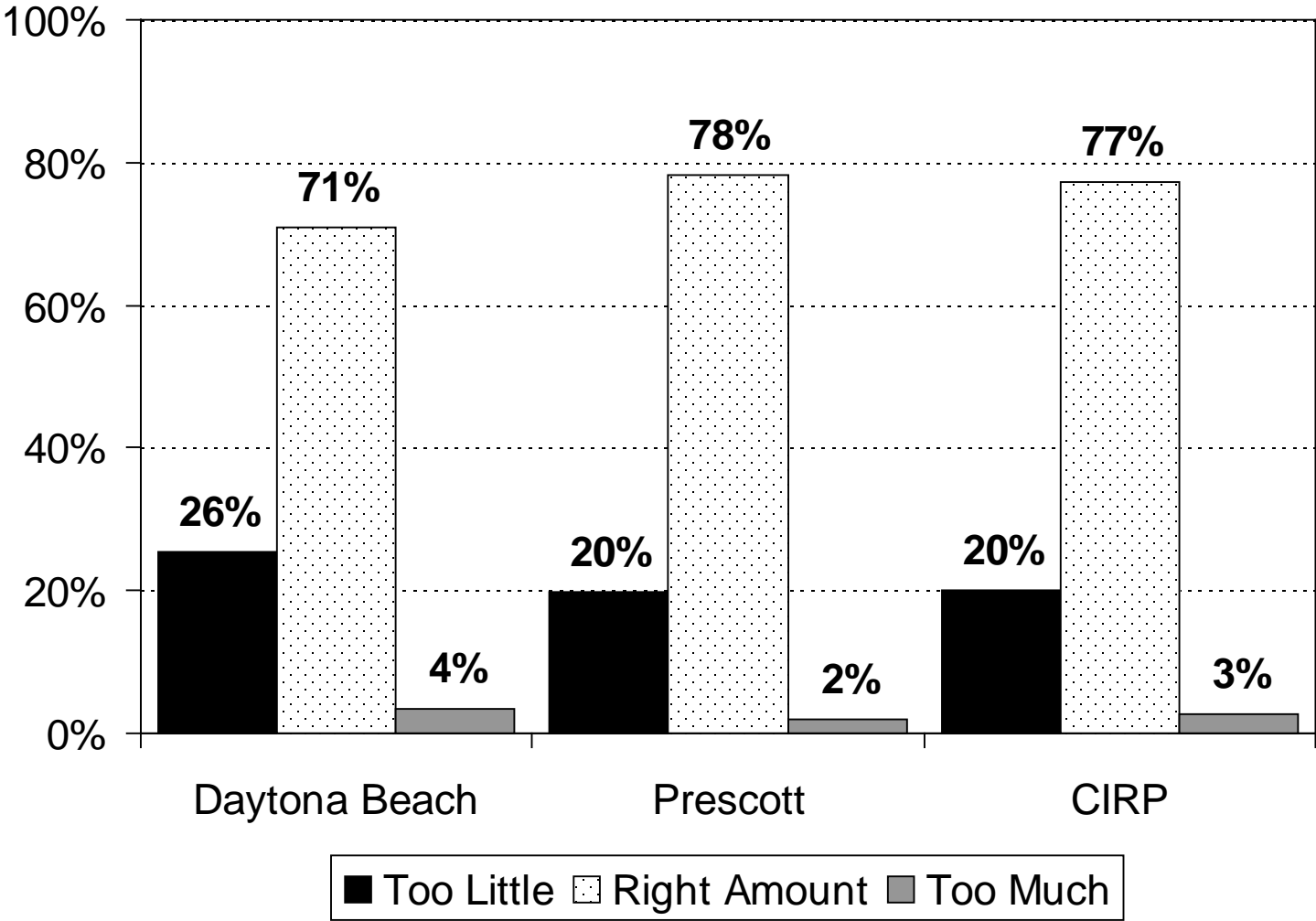
Parent (or Legal Guardian) Involvement in: Decision to Go to This College



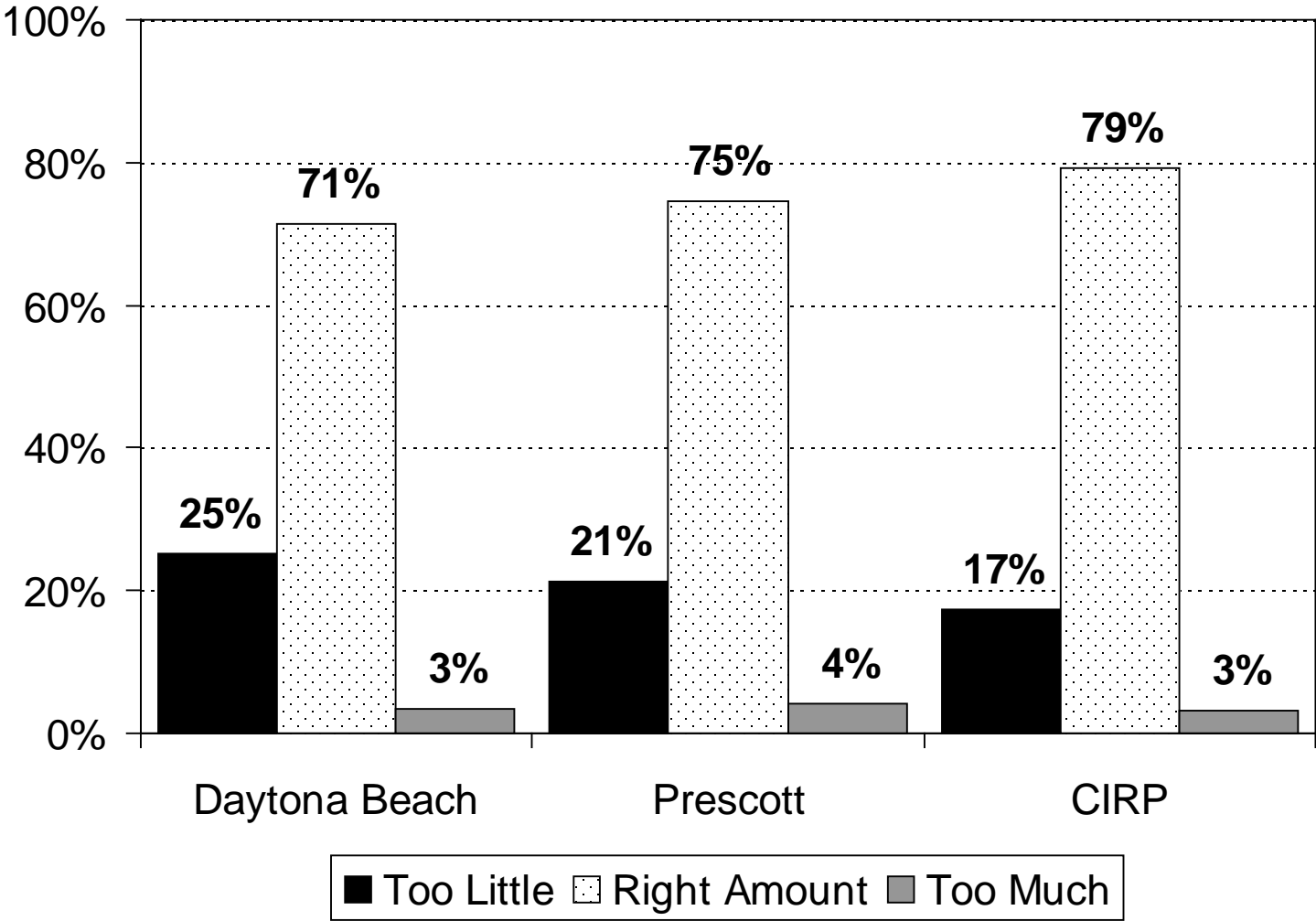
Parent (or Legal Guardian) Involvement in: Dealings with Officials at Your College



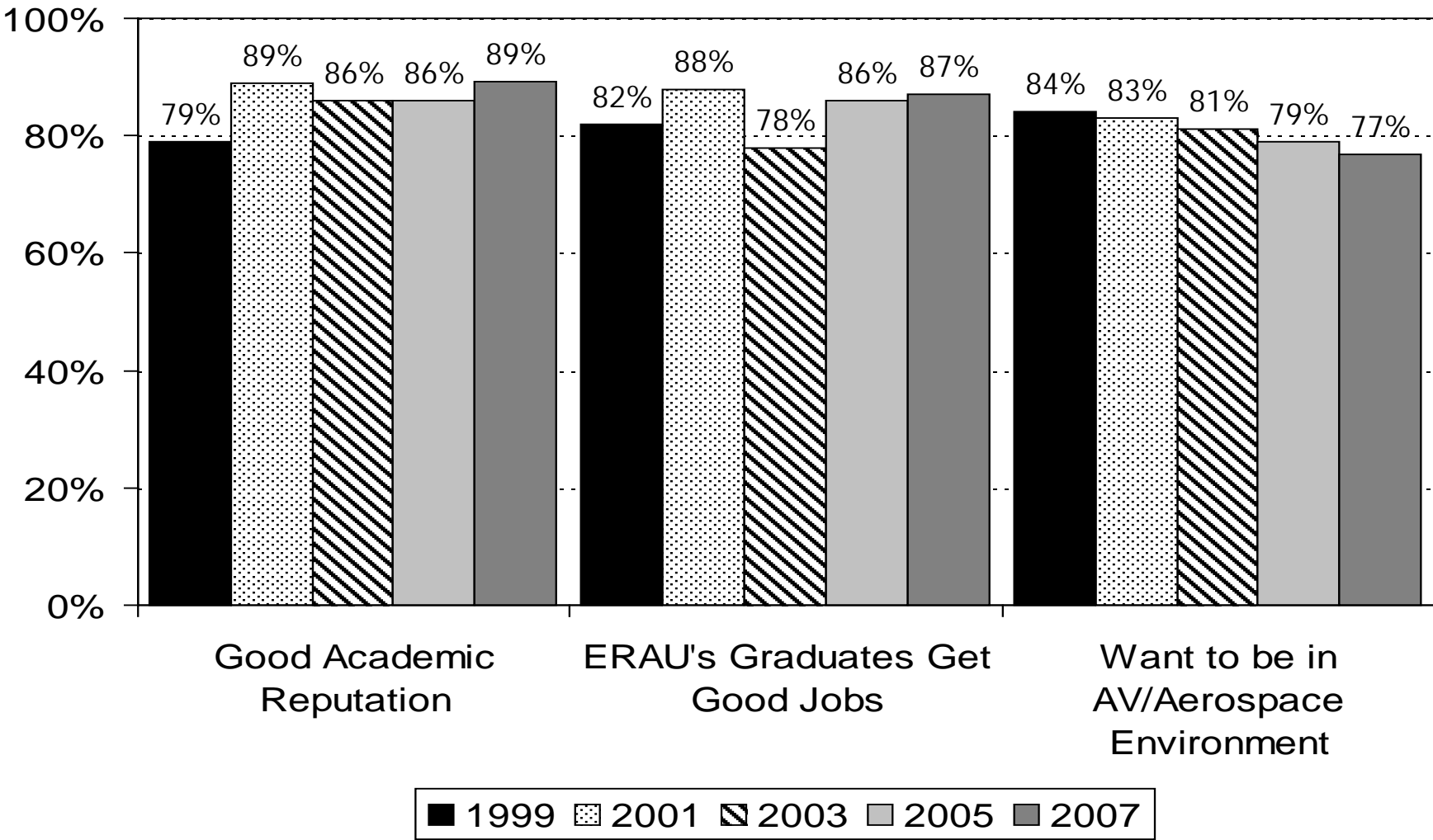
Parent (or Legal Guardian) Involvement in: Choosing College Courses



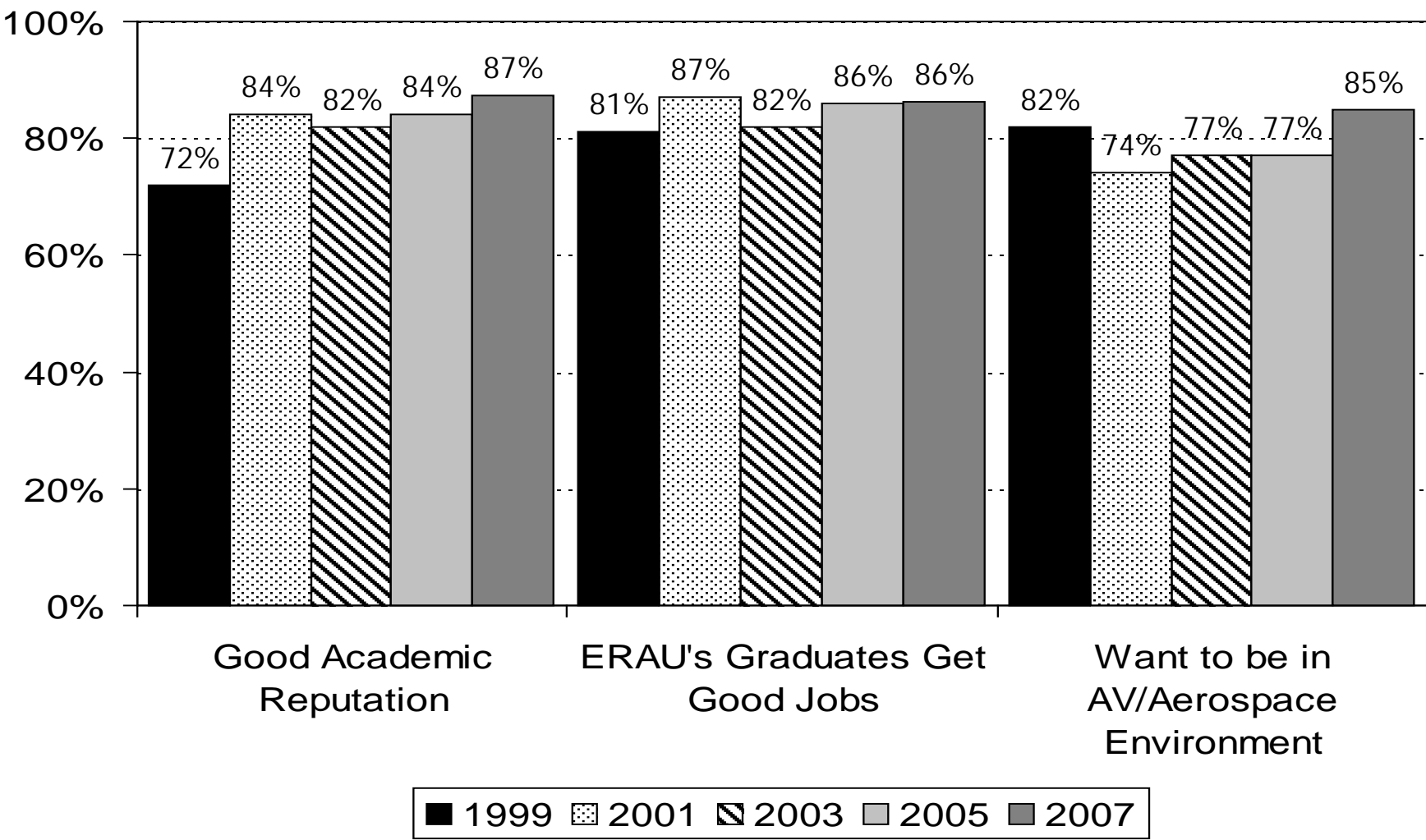
Parent (or Legal Guardian) Involvement in: Choosing College Activities



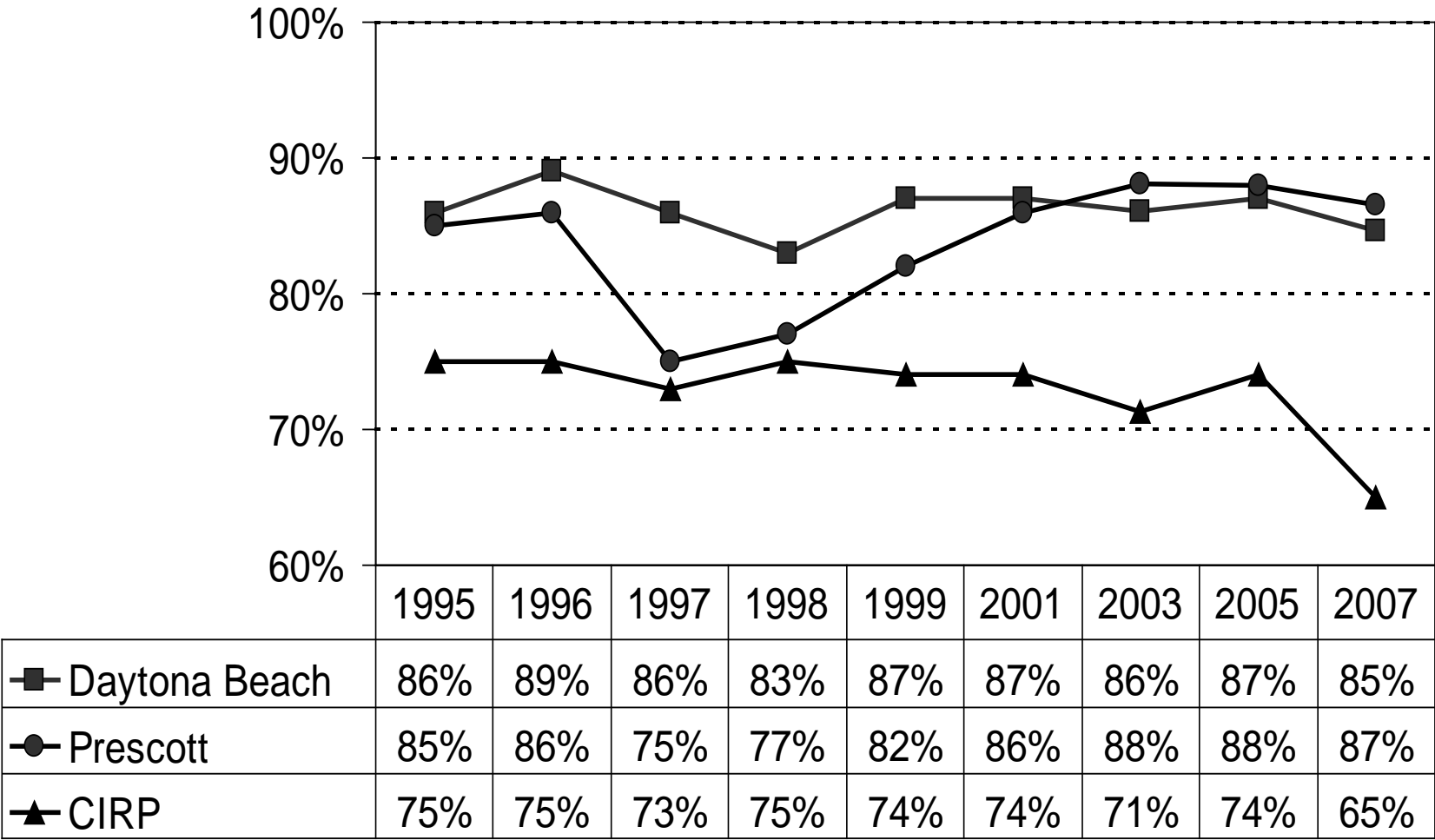
Top Reasons Noted as **Very Important** in Selecting ERAU - Daytona Beach



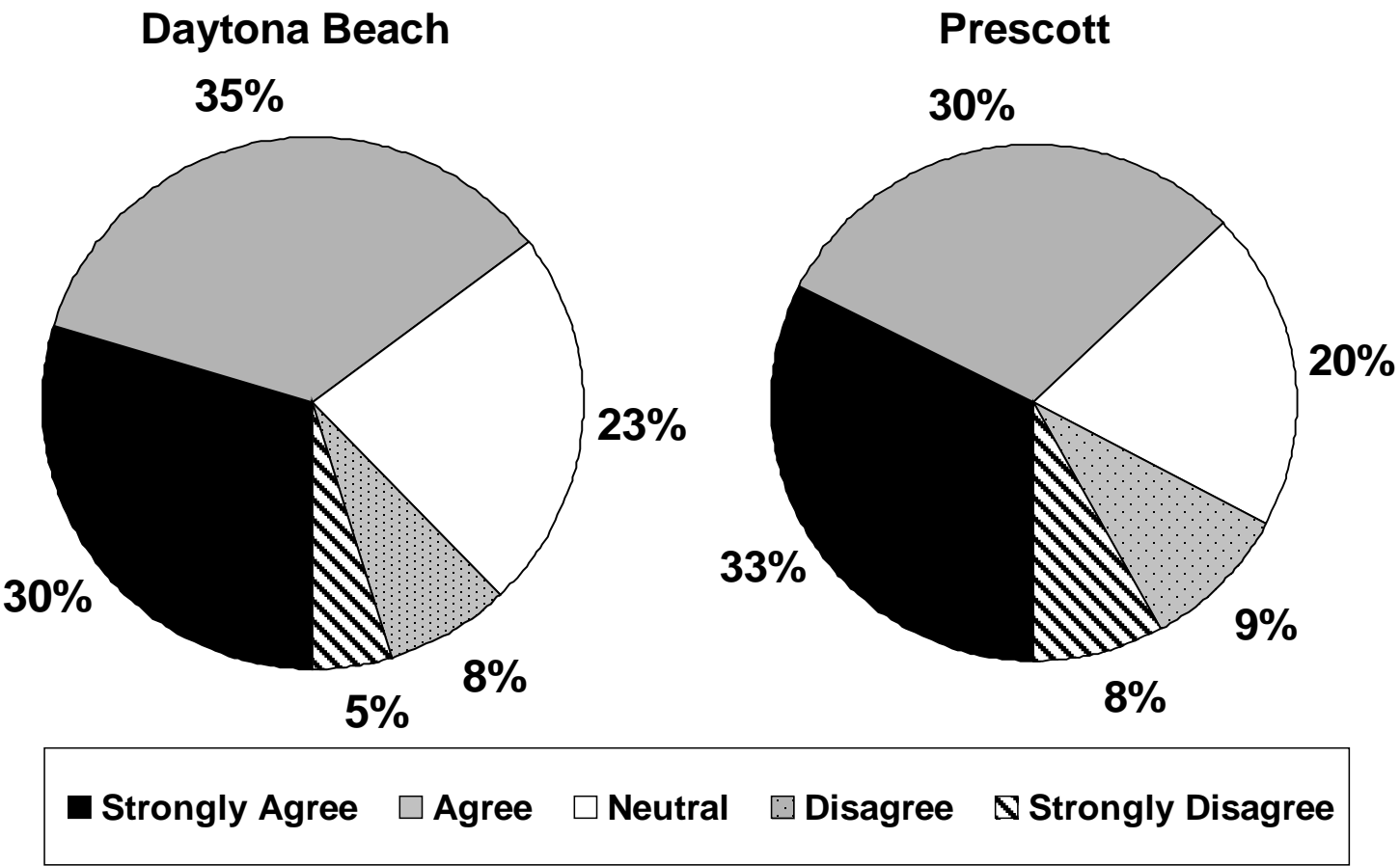
Top Reasons Noted as **Very Important** in Selecting ERAU - Prescott



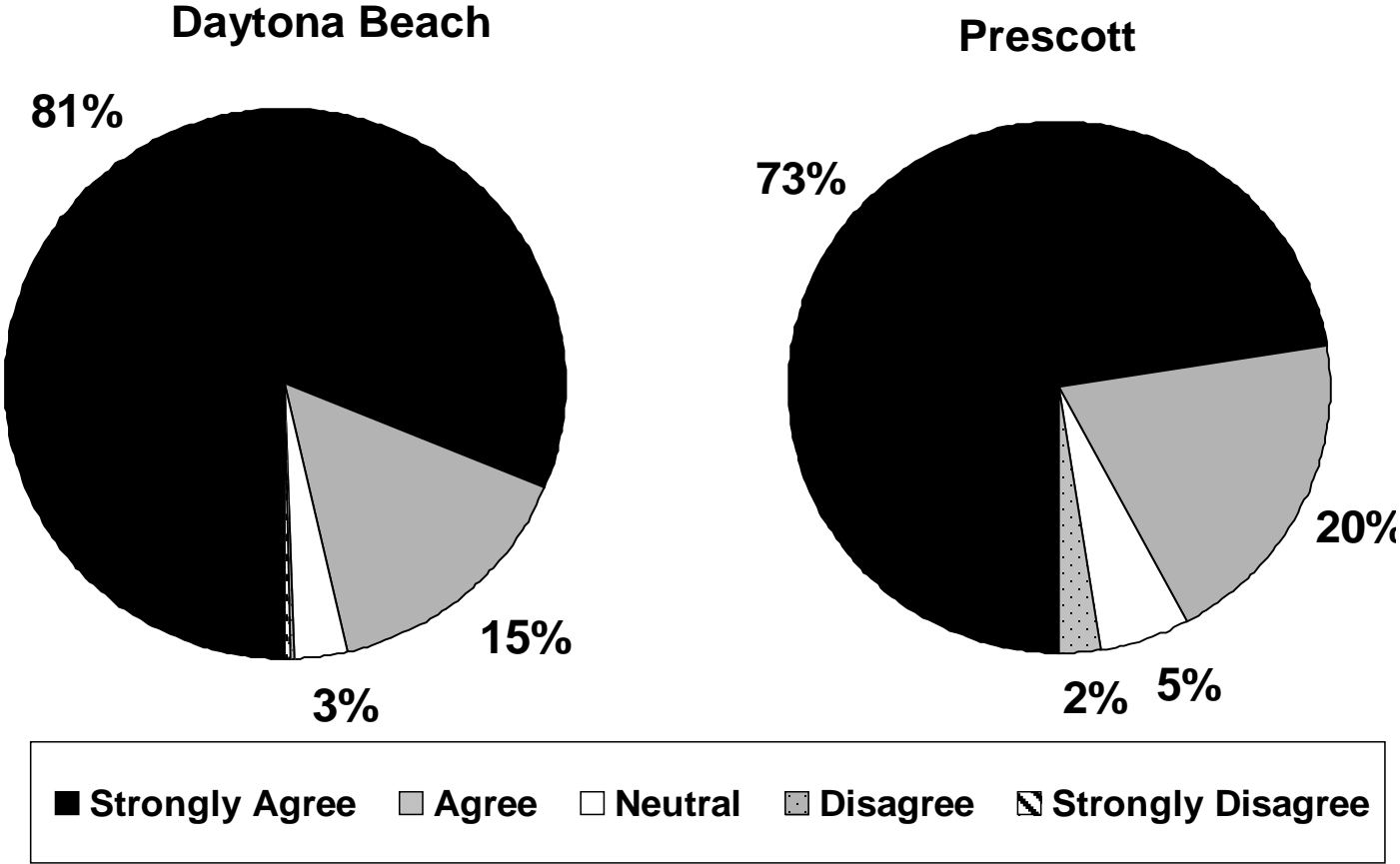
Percent Attending First Choice College



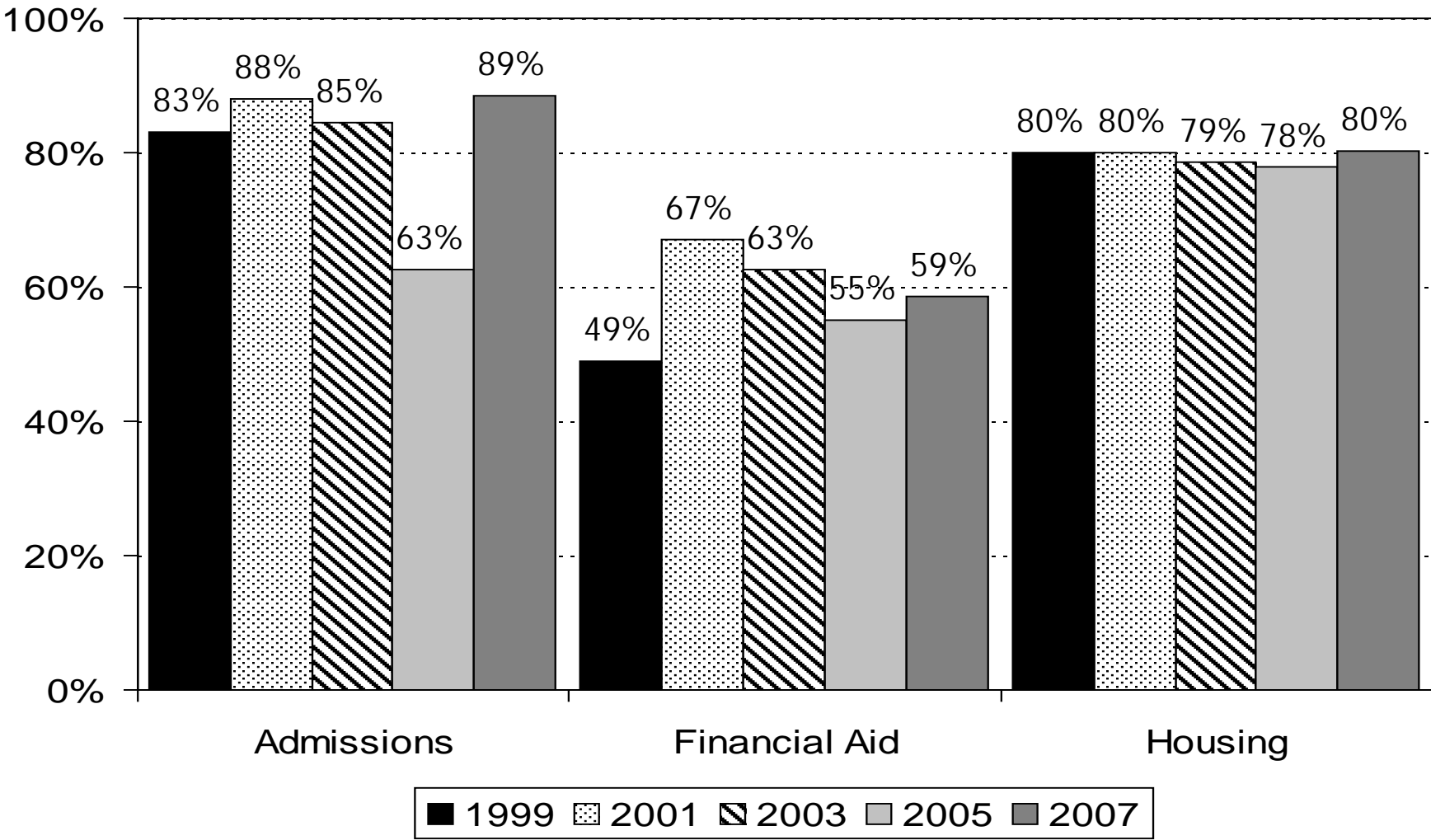
Percent Who Chose this ERAU Campus Because of the Location



Percent Who Chose this ERAU Campus Because of the Degree Programs Offered Here



Percent Responding **Excellent** or **Good** Interactions with ERAU's Services – Daytona Beach



Percent Responding **Excellent** or **Good** Interactions with ERAU's Services – Prescott

