

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 with an '*' indicate those areas where a statistical significance 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
Learn more about things that interest me	82.2%	*87.0%	86.1%
Gain a general education	71.1%	*54.7%	*52.5%
Be able to get a better job	65.4%	*77.2%	*77.5%
Be able to make more money	60.8%	*75.4%	*72.2%
Get training for a specific career	58.7%	*89.3%	*88.6%
Prepare for graduate/professional school	56.8%	*42.4%	*40.4%
Make me a more cultured person	48.7%	*29.0%	*20.6%
Improve my reading and study skills	40.7%	*27.2%	*21.7%
Parents wanted me to go	28.1%	28.0%	24.4%
Wanted to get away from home	20.2%	18.5%	17.8%
Mentor/role model encouraged me to go	11.2%	9.0%	11.4%
Could not find a job	4.1%	4.8%	2.5%
There was nothing better to do	3.7%	3.6%	5.7%

*Difference between ERAU campus and CIRP statistically significant at the .001 level

Percent Noting Reason as **Very Important** in Selecting College of Attendance (table #1 of 2)

Reason	CIRP	Daytona Beach	Prescott
This college has a very good academic reputation	65.3%	*85.5%	*81.9%
A visit to the campus	52.3%	*39.9%	*30.0%
I was offered financial assistance	51.5%	*28.7%	*32.5%
I wanted to go to a school about the size of this college	48.1%	*19.3%	*23.4%
This college has a good reputation for its social activities	26.4%	*12.7%	*9.7%
This college offers special educational programs	24.5%	*40.9%	*42.7%
I was admitted through an Early Action or Early Decision program	15.4%	*21.3%	17.4%
Rankings in national magazines	15.2%	*41.9%	*35.9%
Information from a website	13.8%	*30.3%	*21.1%
I wanted to live near home	11.0%	*2.3%	*3.6%
My relatives wanted me to come here	6.9%	4.3%	5.0%
I was attracted by the religious affiliation/orientation of the college	6.8%	*.6%	*.4%
Not offered aid by first choice	6.7%	*2.3%	*.7%

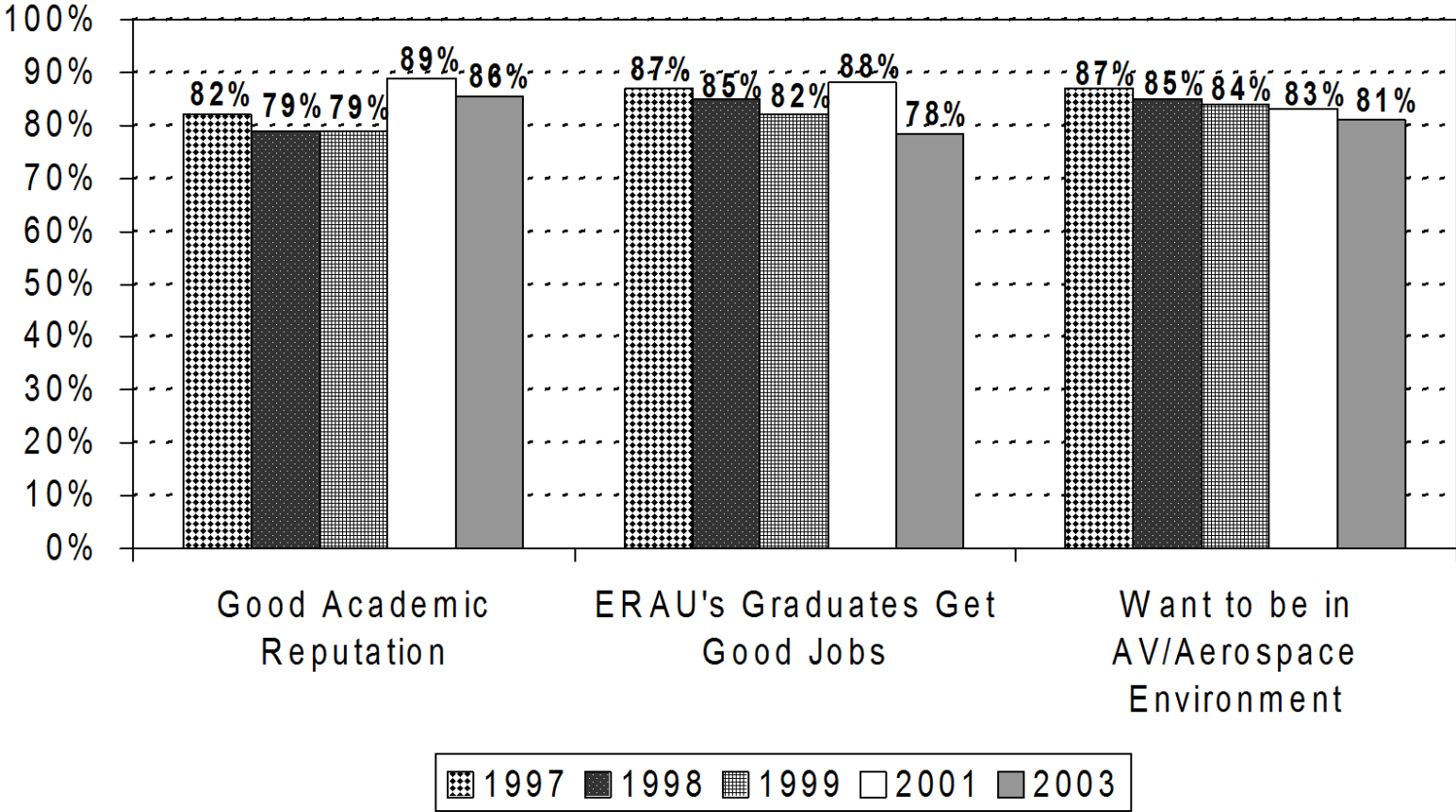
*Difference between ERAU campus and CIRP statistically significant at the .001 level

Percent Noting Reason as **Very Important** in Selecting College of Attendance (table #2 of 2)

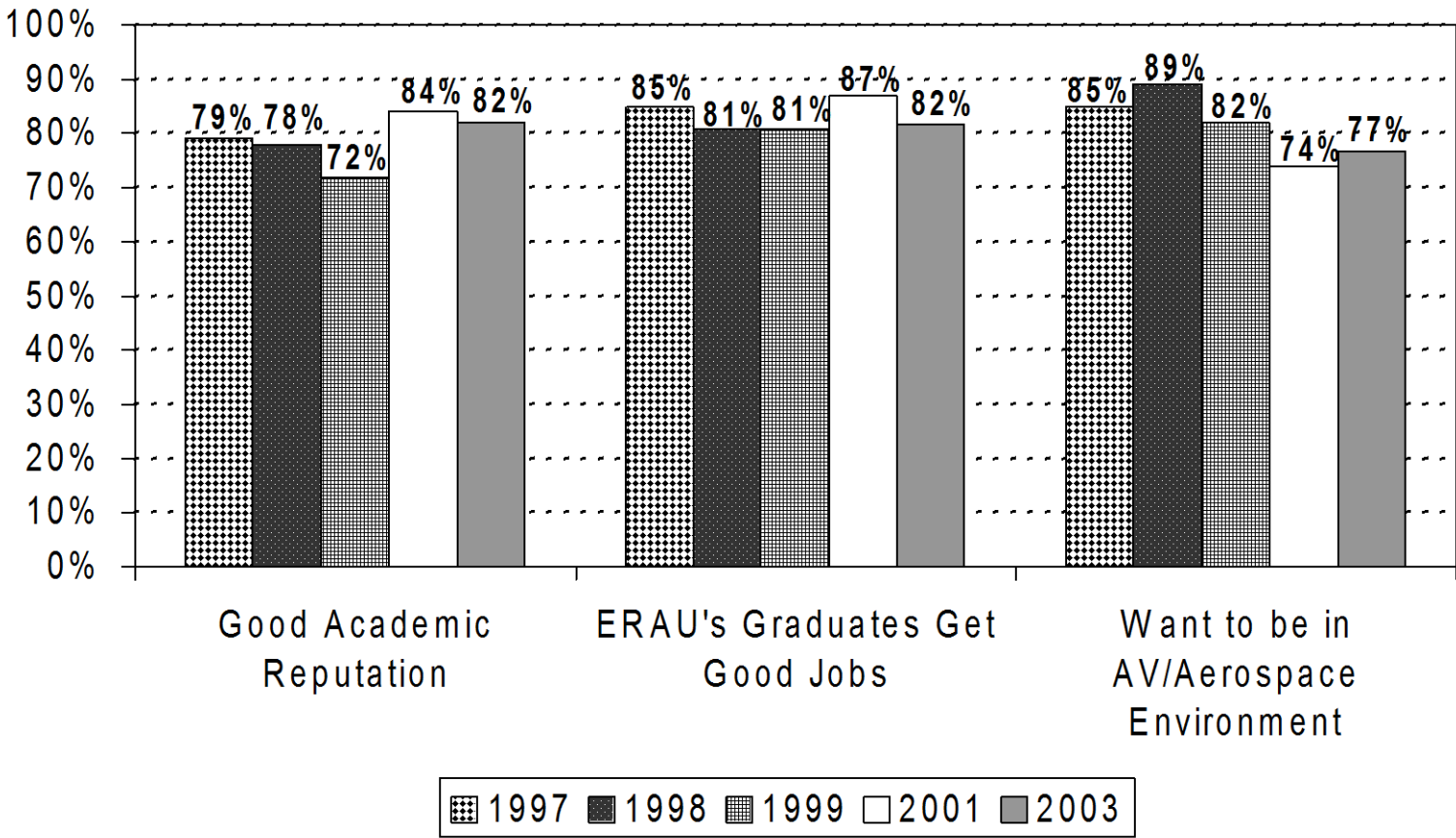
Reason	CIRP	Daytona Beach	Prescott
High school counselor advised me	6.5%	3.7%	2.5%
My teacher advised me	4.5%	3.3%	2.5%
Private college counselor advised me	3.5%	1.6%	2.5%
Wanted to be in an aviation/aerospace environment	N/A	80.9%	76.6%
This college's graduates get good jobs	N/A	78.4%	81.9%
Caring attitude of the University, its faculty and staff	N/A	25.7%	36.3%
Availability of AFROTC/AROTC	N/A	24.4%	28.1%
ERAU's presence at aviation shows/events (Airventure Oshkosh, Sun-N-Fun, AOPA, Women in Aviation, NBAA)	N/A	20.1%	16.1%
I was offered a ROTC scholarship	N/A	8.3%	14.6%
Reception/general information session	N/A	7.3%	9.6%
Phone calls (800 lines/calls from ERAU)	N/A	4.8%	8.1%
Athletic department recruited me	N/A	3.5%	4.4%
Services/Accommodations for my disability available	N/A	1.9%	2.9%

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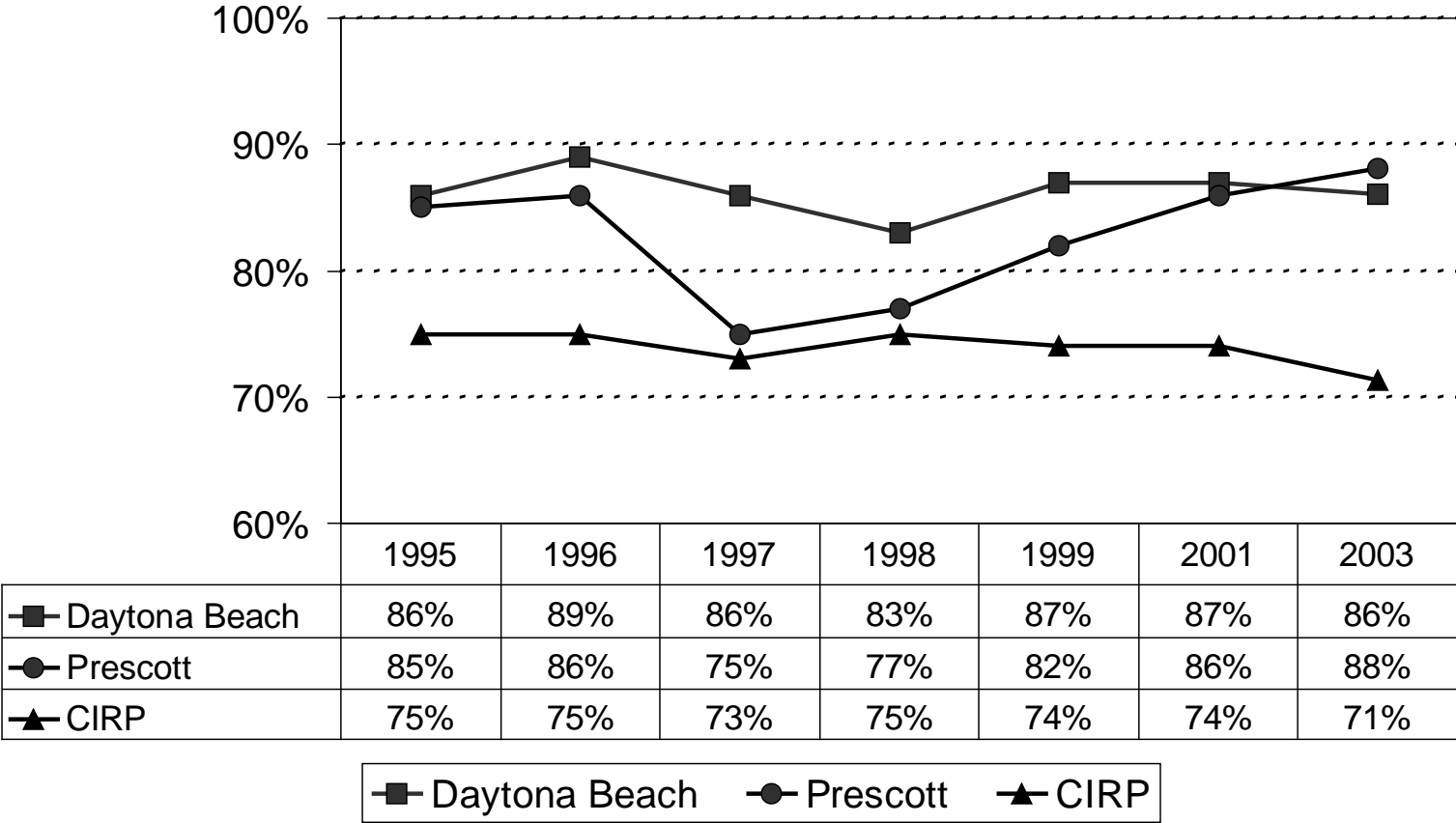
Top Reasons Noted as **Very Important** in Selecting ERAU - Daytona Beach



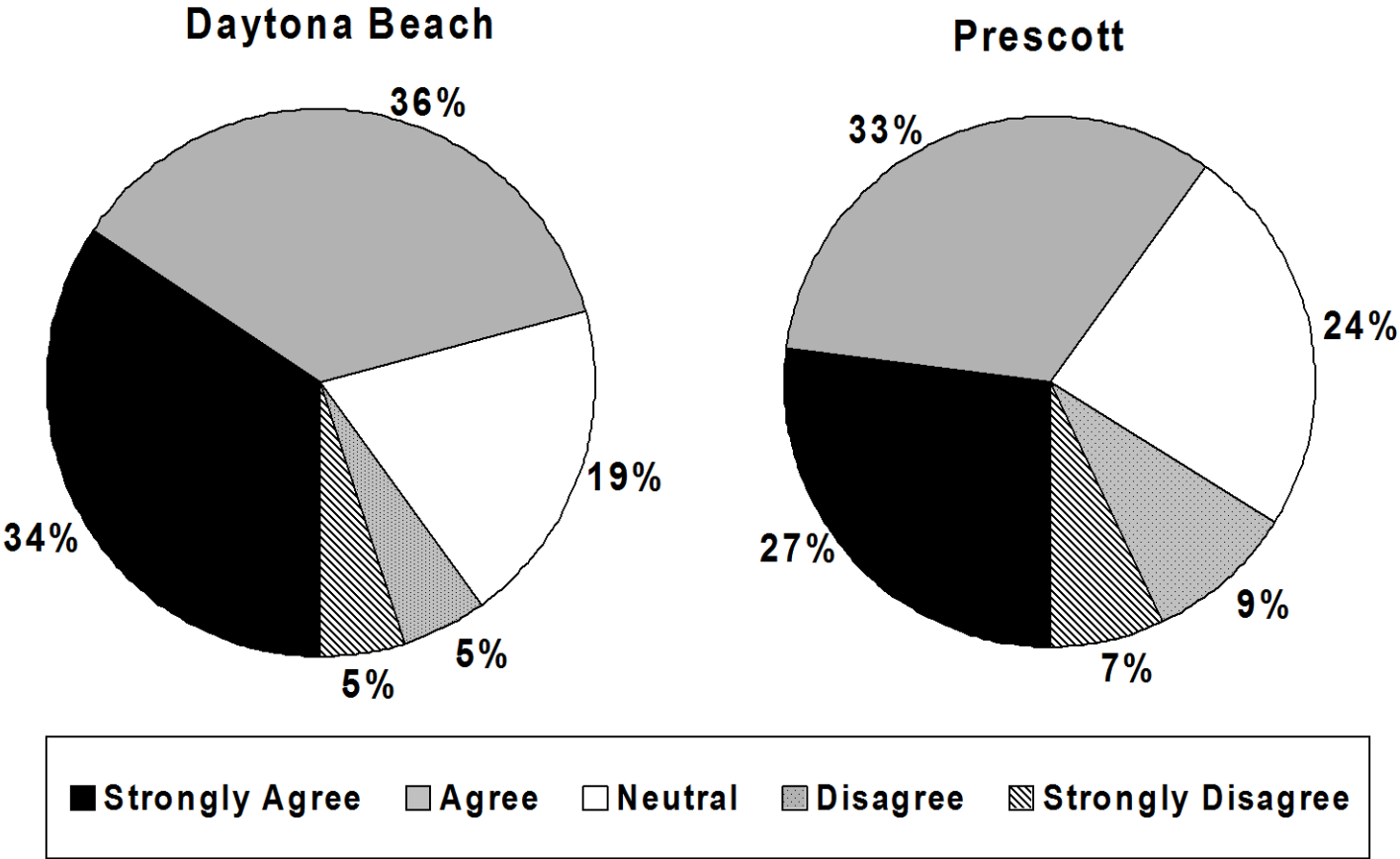
Top Reasons Noted as **Very Important** in Selecting ERAU - Prescott



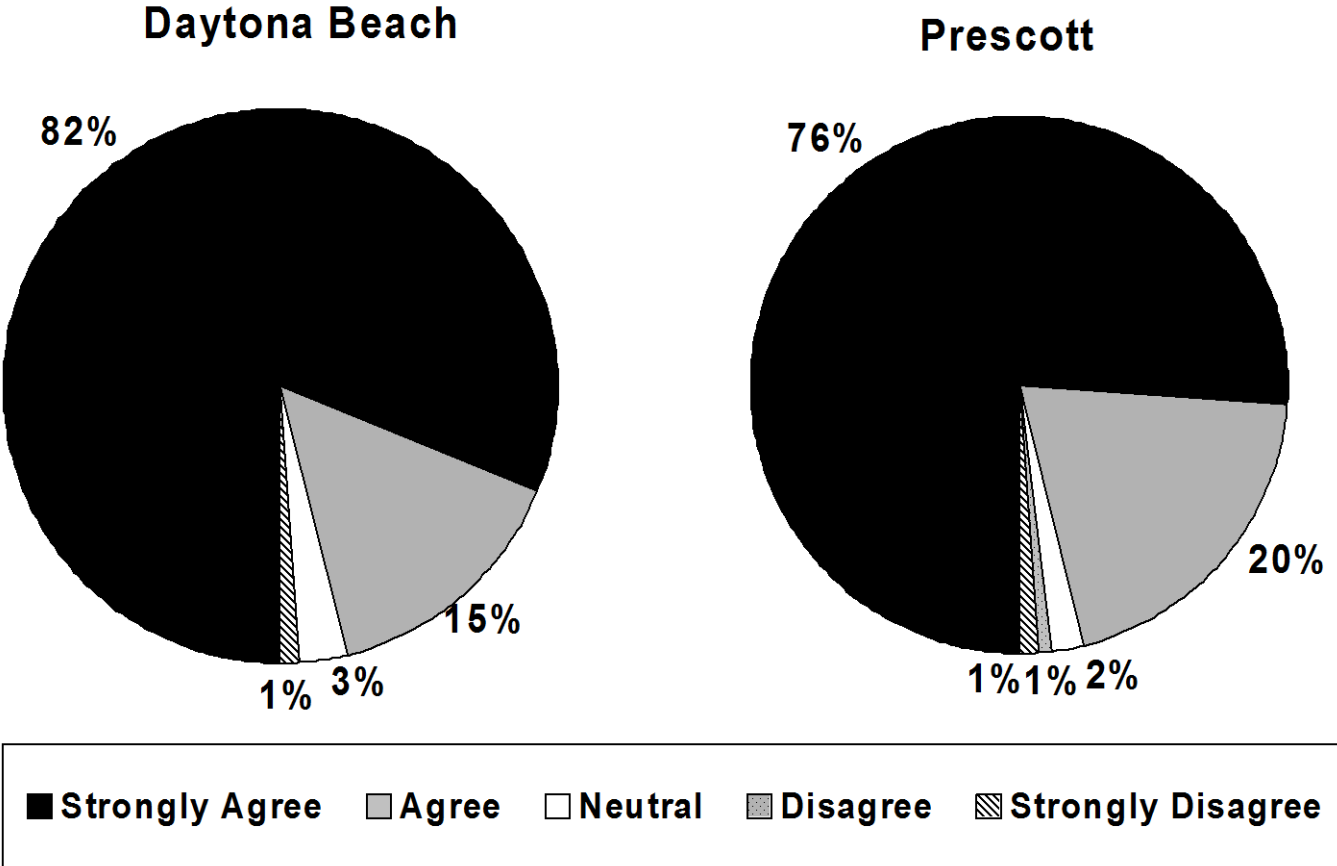
Percent Attending First Choice College



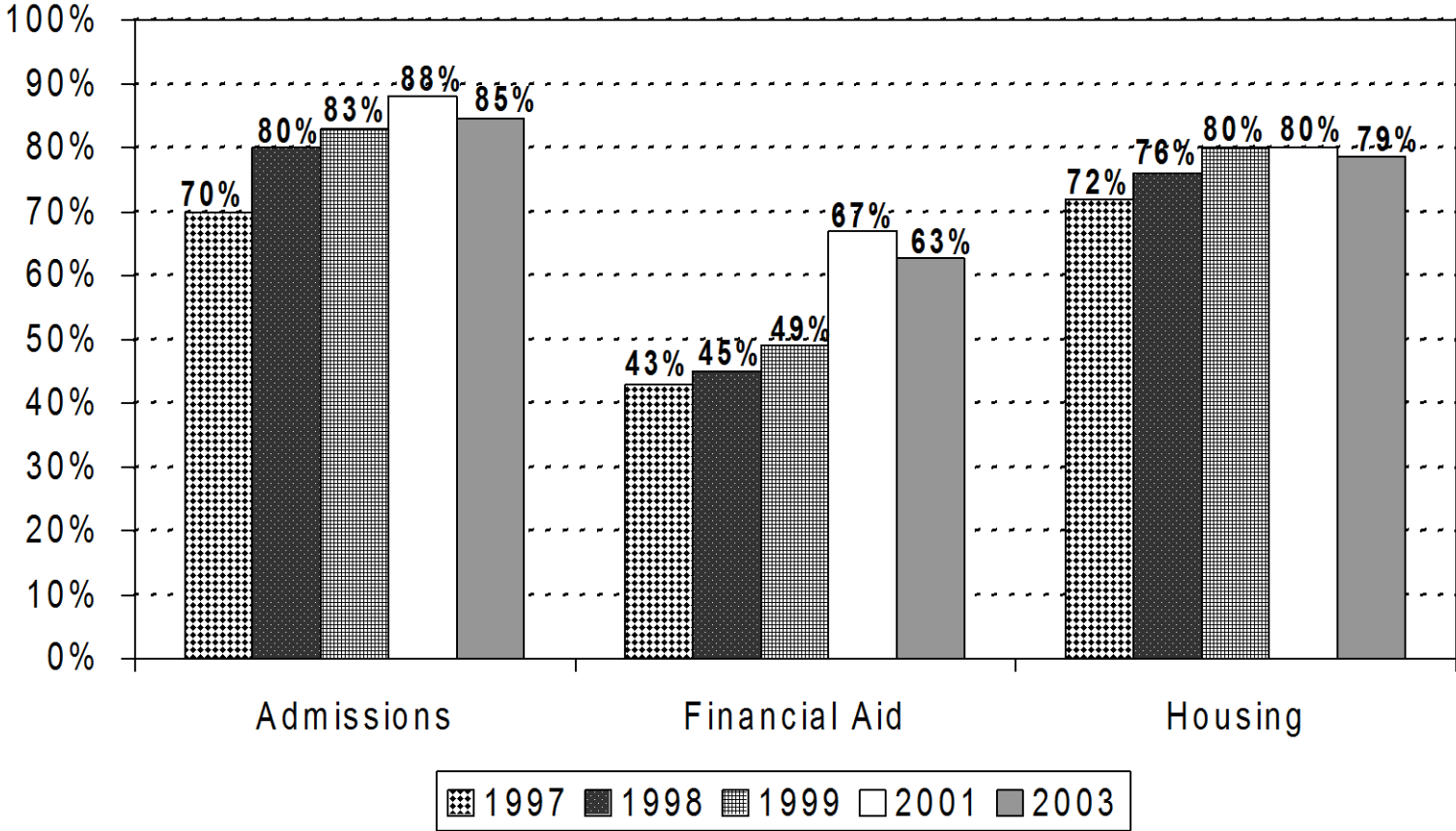
Percent Who Chose this ERAU Campus Because of the Location



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

