

Table 5
SAINT MARY'S COLLEGE
 CIRP (Entering Student) Survey Summary

Reasons Noted as Very Important in Student's Decision to Attend This College
(Numbers in Percents)

	<u>2007</u>	<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>
My relatives wanted me to come here	20.0	19.3	18.0	16.5	17.1	14.3
My teacher advised me	3.8	7.3	6.7	2.8	5.0	4.4
<i>This college has a very good academic reputation</i>	80.1	74.8	74.9	70.3	72.8	77.7
This college has a good reputation for its social activities	35.1	31.9	40.1	30.2	30.5	26.5
<i>I was offered financial assistance</i>	50.3	47.4	50.2	48.6	51.3	49.3
The cost of attending this college	24.9	21.8	19.9	22.6	--	--
High school counselor advised me	5.0	7.5	8.5	6.6	6.2	5.9
Private college counselor advised me	4.1	6.5	4.8	6.3	6.9	3.3
I wanted to live near home	15.4	11.9	13.2	9.4	11.9	9.6
Not offered aid by first choice	6.1	3.9	4.1	8.7	8.5	4.1
This college's graduates gain admission to top graduate/professional schools	49.8	45.9	48.5	37.4	--	--
<i>This college's graduates get good jobs</i>	72.8	62.4	67.9	55.5	n.r.	n.r.
I was attracted by the religious affiliation/orientation of the college	34.8	33.4	37.6	39.6	28.0	34.9
<i>I wanted to go to a school about the size of this college</i>	51.9	52.8	57.4	52.1	48.8	59.9
Rankings in national magazines	21.8	35.5	31.2	29.5	25.7	32.8
Information from a website	11.1	19.3	13.9	15.1	18.2	18.5
I was admitted through an Early Action or Early Decision program	18.6	15.7	21.2	23.3	21.9	23.0
<i>A visit to the campus</i>	53.1	49.2	60.0	50.2	55.1	--
This college offers special educational programs	--	--	--	--	24.0	20.0
This college has low tuition	--	--	--	--	5.7	5.6
The athletic department recruited me	5.7	4.7	--	--	--	4.6
Reputation for campus safety	--	--	--	--	--	19.3

Notes: Dashed lines indicate item was not included in the survey for the designated year. "n.r." indicates not reported due to suspected order effects.
 The top five reasons (most often cited as "very important") for attending the college are indicated in bold.