

REASONS FOR ATTENDING COLLEGE AND SELECTING PURDUE UNIVERSITY

Percent indicating as very important

	Purdue		National	
	2001	2002	2001	2002
Reasons for attending college				
To be able to get a better job	83.3	81.2	71.6	72.7
To gain a general education	60.9	61.1	64.8	65.0
To be able to make more money	78.1	79.7	71.4	73.1
To learn more about things that interest me	76.8	75.8	78.6	77.5
To prepare myself for graduate school	50.1	51.5	58.4	60.0
To get training for a specific career	78.3	77.3	71.3	71.5
Influences to attend this university				
It has a very good academic reputation	79.5	76.8	60.2	56.4
It has a good reputation for its social activities	23.0	24.7	31.2	32.8
I was offered financial assistance	13.1	15.6	23.4	26.0
It has low tuition	13.3	11.8	25.1	25.2
I wanted to live near home	9.8	9.8	14.6	14.1
I wanted to go to a school about the size of this college	21.8	25.5	25.0	25.3
Rankings in national magazines	22.5	27.8	14.1	16.4

COLLEGE SELECTION INFORMATION

	Purdue		National	
	2001	2002	2001	2002
The number of colleges other than Purdue students applied for admission				
None	31.7	29.4	22.9	24.2
One	15.4	17.0	13.5	13.6
Two	17.2	17.5	16.0	15.7
Three	14.7	14.6	16.5	15.9
Four	8.7	9.0	11.3	11.4
Five	5.1	5.0	7.6	7.4
Six	2.9	3.3	4.9	4.8
Seven or more	4.3	4.2	7.3	7.1
This university is their				
First choice	79.8	79.0	71.7	70.7
Second choice	15.8	16.3	19.8	19.8
Third choice	3.1	3.1	5.3	5.8
Less than third choice	1.3	1.6	3.1	3.7

THE HIGHEST ACADEMIC DEGREE THAT FRESHMEN INTEND TO OBTAIN

Academic Degree	Purdue		National	
	At Purdue	At Any Univ	At Current Univ	At Any Univ
Associate (A.A. or equivalent)	0.5	0.5	1.0	0.4
Bachelor's degree (B.A., B.S., etc.)	61.3	25.3	63.3	22.9
Master's degree (M.A., M.S., etc.)	26.3	42.9	23.2	40.0
Ph.D. or Ed.D.	6.5	19.4	5.1	18.3
M.D., D.O., D.D.S., D.V.M.	3.0	7.0	3.6	11.3
LL.B. or J.D. (Law)	0.1	2.9	1.1	5.0
B.D. or M.Div. (Divinity)	0.0	0.0	0.1	0.2
Other	2.3	2.1	2.7	1.8

FALL HOUSING INTENT

	Purdue		National	
	2001	2002	2001	2002
College dormitory	89.0	90.1	80.4	81.6
Other campus student housing	4.1	3.4	2.3	3.2
Other private home, apt. or room	2.9	3.0	3.9	4.8
With family or other relatives	3.4	2.7	12.1	8.9
Fraternity or sorority house	0.5	0.6	1.0	1.3
Other	0.1	0.2	0.2	0.2

SOURCE OF FIRST YEAR EDUCATIONAL EXPENSES

	Purdue			National		
	Family	Personal	Grants/Scholarships	Family	Personal	Grants/Scholarships
None	14.2	38.0	46.9	18.8	40.7	41.5
Less than \$1,000	7.8	27.3	9.6	10.8	27.1	9.9
\$1,000 - \$2,999	10.2	22.2	17.4	14.1	22.4	18.5
\$3,000 - \$5,999	12.2	8.1	10.8	14.5	6.8	14.4
\$6,000 - \$9,999	13.7	2.1	7.8	13.6	1.8	8.2
\$10,000 +	41.8	2.2	7.6	28.2	1.2	7.6
	100.0	100.0	100.0	100.0	100.0	100.0

FINANCIAL CONCERNS

	Purdue		National	
	2001	2002	2001	2002
Confident that will have sufficient funds	39.7	39.5	35.7	35.6
Will probably have enough funds	51.1	50.2	52.7	52.8
Unsure if will have enough funds to complete college	9.3	10.4	11.6	11.7

RACIAL ISSUES

	Purdue				National			
	Male		Female		Male		Female	
	2001	2002	2001	2002	2001	2002	2001	2002
Agree that colleges should prohibit racist/sexist speech on campus	49.5	48.7	64.8	62.9	52.8	51.5	63.4	62.5
Agree that racial discrimination is no longer a major problem in the United States	24.2	27.9	14.7	18.6	24.1	27.4	16.3	19.0
Believe it is essential or very important to promote racial understanding	20.6	21.5	24.2	25.4	26.1	26.1	32.6	31.9

POLITICAL VIEWS

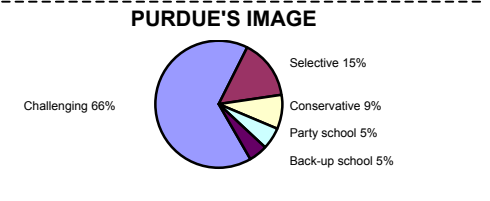
	Purdue		National	
	2001	2002	2001	2002
Far left	1.8	1.9	2.7	2.3
Liberal	20.9	20.4	27.6	25.4
Middle-of-the-road	49.5	50.3	48.9	50.3
Conservative	25.5	25.6	19.3	20.7
Far right	2.4	1.8	1.6	1.2

2002 PURDUE UNIVERSITY FRESHMEN RESPONSES TO PURDUE QUESTIONS

How does the college selection information you received from Purdue compare to other universities?	2001	2002	When did you make your final decision to attend Purdue?	2001	2002	Are you interested in studying abroad while at Purdue? *		
	It was the best	15.5		16.3	Prior to October of my senior year		31.9	33.5
	It was better than most	40.1		39.3	October/November of my senior year		17.8	17.0
	It was about the same	39.9		39.9	December/Jan/Feb of my senior year		24.5	23.4
	It was not as good as some	3.8		3.6	March/April of my senior year		19.0	19.0
I was disappointed	0.6	0.9	After April of my senior year	6.8	7.1	Male 43.9		
						Female 56.5		

* First time question in 2002 survey.

Likelihood of staying in Indiana	2001	2002	Reasons to remain in Indiana	2001	2002
	Very good chance	19.3		16.9	Able to get employment in career field
Some chance	36.3	36.5	To live close to family	24.7	23.4
Very little chance	30.4	31.0	Good place to raise a family	12.9	12.6
No chance	13.3	14.3	Cost of living	10.0	11.2
			Recreational/cultural opportunities	3.1	4.0



All responses are in percent form and may not equal 100% due to rounding. Purdue had 4,343 (70%) freshmen respond, approximately 63% were in-state residents. There were 86 total public institutions with 132,729 respondents that participated in the 2002 survey. Source: Cooperative Institutional Research Program (CIRP) Freshman Survey, developed by the Higher Education Research Institute at the University of California-Los Angeles and administrated by Enrollment Services at Purdue University.