

REASONS FOR ATTENDING COLLEGE AND SELECTING PURDUE UNIVERSITY							COLLEGE SELECTION INFORMATION						
Percent indicating as very important	Purdue			National			Other than Purdue, the number of colleges to which you applied	Purdue			National		
	2001	2002	2003	2001	2002	2003		2001	2002	2003	2001	2002	2003
Reasons for attending college													
To be able to get a better job	83.3	81.2	83.7	71.6	72.7	71.6	None	31.7	29.4	29.3	22.9	24.2	20.7
To gain a general education	60.9	61.1	60.8	64.8	65.0	64.9	One	15.4	17.0	17.0	13.5	13.6	12.8
To be able to make more money	78.1	79.7	80.0	71.4	73.1	71.6	Two	17.2	17.5	17.4	16.0	15.7	15.2
To learn more about things that interest me	76.8	75.8	76.0	78.6	77.5	77.1	Three	14.7	14.6	14.5	16.5	15.9	15.9
To prepare myself for graduate school	50.1	51.5	50.8	58.4	60.0	60.2	Four	8.7	9.0	9.3	11.3	11.4	12.2
To get training for a specific career	78.3	77.3	76.2	71.3	71.5	70.0	Five	5.1	5.0	5.3	7.6	7.4	8.3
							Six	2.9	3.3	3.1	4.9	4.8	5.9
							Seven or more	4.3	4.2	4.1	7.3	7.1	8.8
								100.0	100.0	100.0	100.0	100.0	100.0
Influences to attend this university							This university is their						
It has a very good academic reputation	79.5	76.8	76.8	60.2	56.4	56.7	First choice	79.8	79.0	81.0	71.7	70.7	68.7
It has a good reputation for its social activities	23.0	24.7	25.1	31.2	32.8	30.5	Second choice	15.8	16.3	14.6	19.8	19.8	20.7
I was offered financial assistance	13.1	15.6	16.8	23.4	26.0	25.2	Third choice	3.1	3.1	2.8	5.3	5.8	6.2
It has low tuition	13.3	11.8	11.3	25.1	25.2	23.5	Less than third choice	1.3	1.6	1.6	3.1	3.7	4.4
I wanted to live near home	9.8	9.8	8.6	14.6	14.1	14.5		100.0	100.0	100.0	100.0	100.0	100.0
I wanted to go to a school about the size of this college	21.8	25.5	26.0	25.0	25.3	23.8							
Rankings in national magazines	22.5	27.8	27.3	14.1	16.4	15.4							

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)	0.9	0.5	0.9	0.3
Bachelor's degree (B.A., B.S., etc.)	60.9	28.2	64.5	22.4
Master's degree (M.A., M.S., etc.)	24.9	39.7	22.0	39.3
Ph.D. or Ed.D.	6.9	18.4	5.1	19.3
M.D., D.O., D.D.S., D.V.M.	2.8	8.1	3.6	11.6
LL.B. or J.D. (Law)	0.3	2.9	1.1	4.8
B.D. or M.Div. (Divinity)	0.4	0.1	0.2	0.2
Other	2.9	2.1	2.6	2.1
	100.0	100.0	100.0	100.0

FINANCIAL CONCERNS						
	Purdue			National		
	2001	2002	2003	2001	2002	2003
Confident that will have sufficient funds	39.7	39.5	39.8	35.7	35.6	34.4
Will probably have enough funds	51.1	50.2	49.8	52.7	52.8	53.1
Unsure if will have enough funds to complete college	9.3	10.4	10.5	11.6	11.7	12.5
	100.0	100.0	100.0	100.0	100.0	100.0

SOURCE OF FIRST YEAR EDUCATIONAL EXPENSES								
	Purdue				National			
	Family	Personal	Grants/Scholarships	Loans	Family	Personal	Grants/Scholarships	Loans
None	15.8	38.8	45.8	58.2	18.5	40.4	41.2	56.1
Less than \$1,000	8.4	26.6	11.3	2.7	10.7	27.1	9.5	3.8
\$1,000 - \$2,999	10.1	23.0	16.2	12.2	13.5	22.2	17.9	14.7
\$3,000 - \$5,999	12.3	7.1	11.0	8.7	14.6	7.0	14.1	11.5
\$6,000 - \$9,999	12.6	2.5	7.5	6.8	12.7	2.0	8.7	7.0
\$10,000 +	40.8	2.0	8.3	11.5	30.0	1.3	8.6	7.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

WORK PLANS WHILE IN COLLEGE						
	Purdue			National		
	2001	2002	2003	2001	2002	2003
Will get a job to help pay college expenses	37.7	37.7	38.4	45.1	44.9	45.4
Will work full-time while attending college	1.5	2.4	1.9	4.9	4.6	4.5

RACIAL ISSUES												
	Purdue						National					
	Male			Female			Male			Female		
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2001	2002	2003
Agree that colleges should prohibit racist/sexist speech on campus	49.5	48.7	46.1	64.8	62.9	59.0	52.8	51.5	51.5	63.4	62.5	61.5
Agree that racial discrimination is no longer a major problem in the United States	24.2	27.9	26.7	14.7	18.6	18.4	24.1	27.4	27.7	16.3	19.0	18.4
Believe it is essential or very important to promote racial understanding	20.6	21.5	21.2	24.2	25.4	26.2	26.1	26.1	26.4	32.6	31.9	32.2

POLITICAL VIEWS						
	Purdue			National		
	2001	2002	2003	2001	2002	2003
Far left	1.8	1.9	1.7	2.7	2.3	2.6
Liberal	20.9	20.4	19.4	27.6	25.4	25.1
Middle-of-the-road	49.5	50.3	47.8	48.9	50.3	49.7
Conservative	25.5	25.6	28.8	19.3	20.7	21.1
Far right	2.4	1.8	2.3	1.6	1.2	1.4
	100.0	100.0	100.0	100.0	100.0	100.0

2003 PURDUE UNIVERSITY FRESHMEN RESPONSES TO PURDUE QUESTIONS												
How does the college selection information you received from Purdue compare to other universities?	2001	2002	2003	When did you make your final decision to attend Purdue?	2001	2002	2003	Interested in studying abroad while at Purdue *				
	2001	2002	2003		2001	2002	2003		2002	2003		
It was the best	15.5	16.3	19.5	Prior to October of my senior year	31.9	33.5	31.7					
It was better than most	40.1	39.3	39.8	October/November of my senior year	17.8	17.0	17.1					
It was about the same	39.9	39.9	36.5	December/Jan/Feb of my senior year	24.5	23.4	23.7	Male	43.9	43.0		
It was not as good as some	3.8	3.6	3.5	March/April of my senior year	19.0	19.0	19.5	Female	56.5	61.0		
I was disappointed	0.6	0.9	0.7	After April of my senior year	6.8	7.1	8.1					
	100.0	100.0	100.0		100.0	100.0	100.0					
Likelihood of staying in Indiana	2001	2002	2003	Reasons to remain in Indiana	2001	2002	2003	PURDUE'S IMAGE	2001	2002	2003	
Very good chance	19.3	16.9	18.4	Able to get employment in career field	49.4	48.9	47.5	Challenging	67.2	65.9	71.7	
Some chance	36.3	36.5	38.2	To live close to family	24.7	23.4	24.7	Selective	15.0	15.3	13.2	
Very little chance	30.4	31.0	29.1	Good place to raise a family	12.9	12.6	13.1	Conservative	7.5	8.6	5.8	
No chance	13.3	14.3	13.1	Cost of living	10.0	11.2	11.1	Party school	6.2	5.5	4.6	
Unknown	0.7	1.3	1.1	Recreational/cultural opportunities	3.1	4.0	3.6	Back-up school	4.1	4.7	4.8	
	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	

All responses are in percent form and may not equal 100% due to rounding. For the 2003 survey, Purdue had 4,319 (65%) freshmen respond, of which approximately 66% were in-state residents. The National norm is comprised of 27 public doctorate-granting universities with 66,163 respondents. Source: Cooperative Institutional Research Program (CIRP) Freshman Survey, developed by the Higher Education Research Institute at the University of California-Los Angeles, administrated by Enrollment Management at Purdue University.