

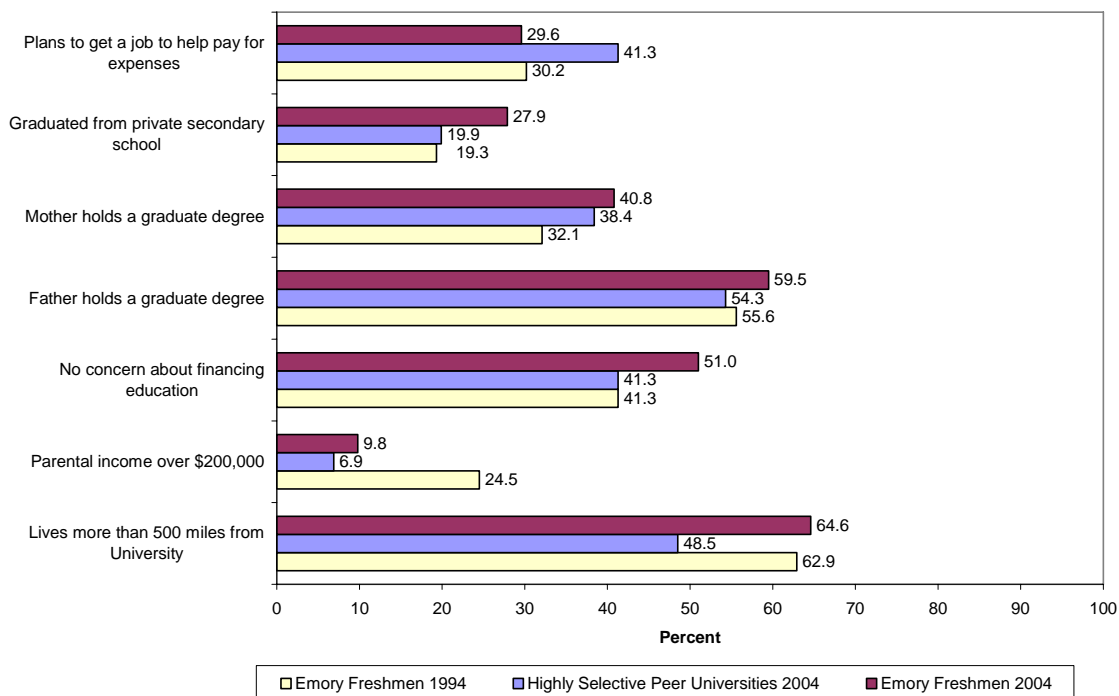
## CIRP 2004 Freshman Survey Selected Findings

More than 1,200 Emory first-time full-time freshmen (95 percent of all first-year students) responded to the national UCLA Higher Education Research Institute (HERI) fall 2004 Cooperative Institutional Research Program (CIRP) Freshman Survey. This report summarizes some of the responses from Emory freshmen and compares them to the responses from freshmen at similar highly selective private universities, and in some instances, to 1994 Emory freshmen. Among the institutions included in the peer group are Vanderbilt and Duke. (A complete list of institutions can be found in the appendix.) Our report specifically highlights several areas of comparison such as the socioeconomic background of students, factors that influence choosing a college, reasons for selecting the university, students' career aspirations, and their plans for further education.

### Socioeconomic Profile

More Emory freshmen live over 500 miles from their permanent home than freshmen at other highly selective private universities (64.6 vs. 48.5 percent). As Chart 1 reveals, compared to their peers at other highly selective private universities, more Emory freshmen report they have no concern about financing their education (51.0 vs. 41.3 percent). This might be the reason fewer Emory freshmen apparently plan to consider work or work-study to help pay for educational expenses compared to freshmen at other highly selective private universities (29.6 vs. 41.3 percent).

**Chart 1. 2004 First-Year Students: Socioeconomic Profile**

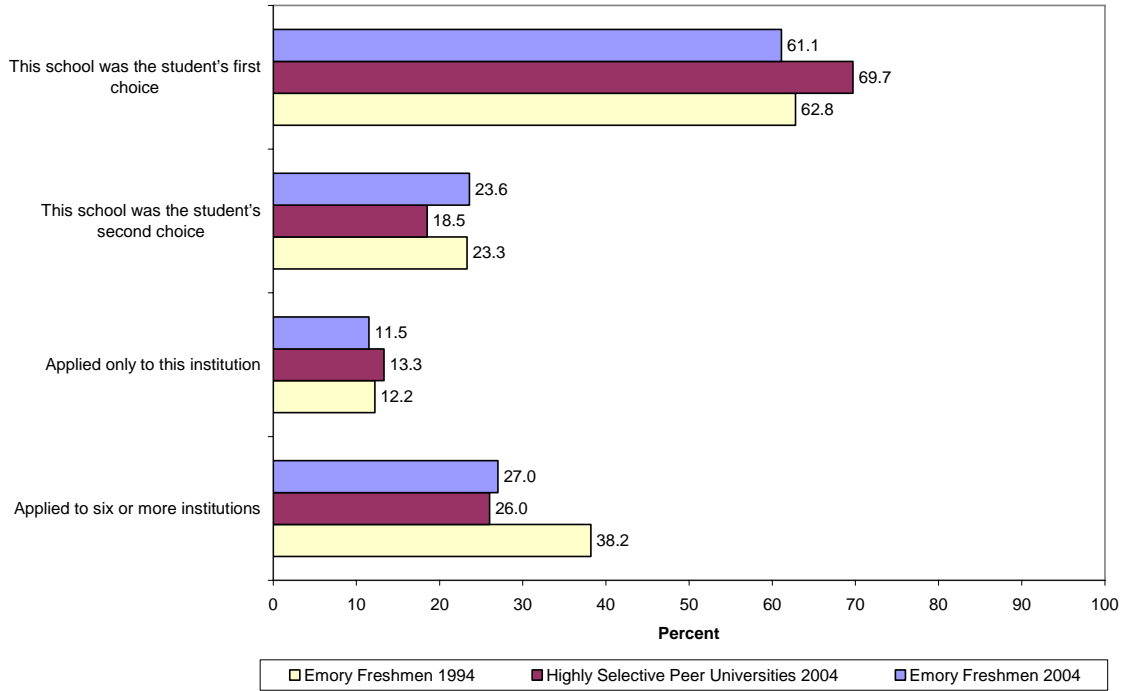


Further, 38 percent of Emory freshmen reported an estimated parental income of over \$200,000 compared to 26.4 percent of freshmen at other highly selective private universities. Interestingly, 36.5 percent of Emory freshmen reported they were offered a merit scholarship by other colleges or universities to which they applied; 55.3 percent of them indicated that an offer of financial aid outside Emory would have made the cost lower than the cost of attending Emory. Also relevant to their family incomes, more Emory freshmen are graduates of private independent secondary schools than freshmen at other highly selective universities (27.9 vs. 19.9). In addition, the parents of Emory freshmen are more likely to hold graduate degrees than parents of freshmen at other highly selective private universities (fathers: 59.5 vs. 54.3 percent; mothers: 40.8 vs. 38.4 percent).

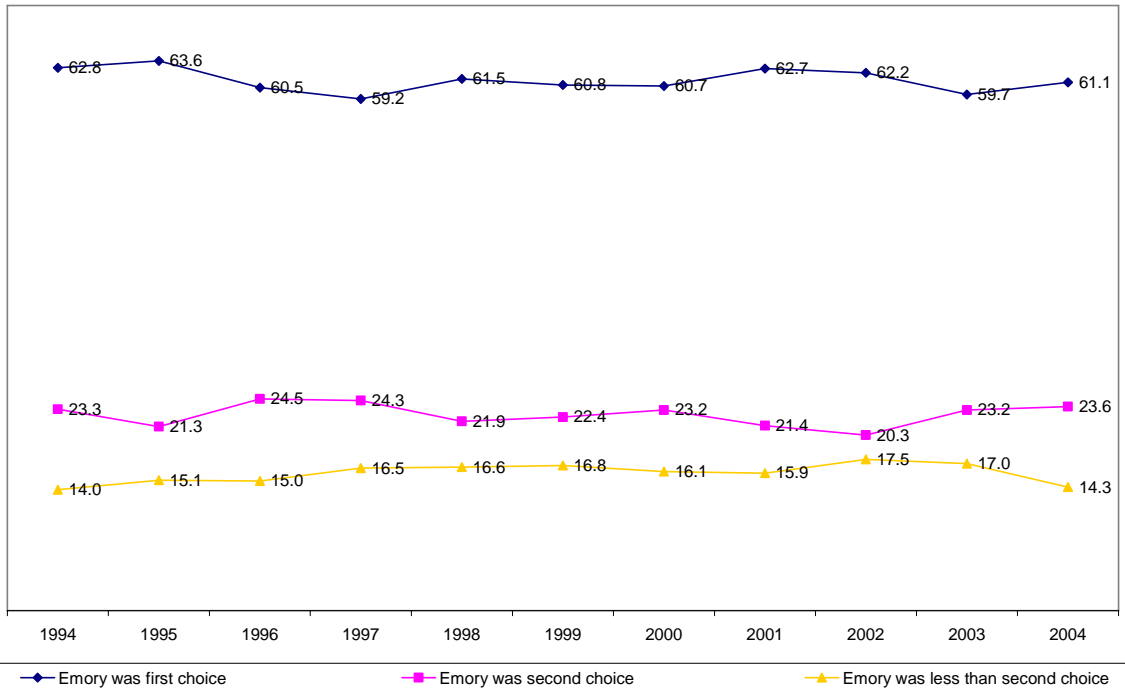
### **College Choice**

The percentage of freshmen in 2004 who responded that Emory was their first choice decreased only slightly from 1994 (61.1 vs. 62.8 percent: see Chart 2). Chart 3 shows trend data for those who responded that Emory was their first, second, or third choice. Furthermore, in 2004, 83.7 percent of freshmen chose Emory because of its good academic reputation and this proportion has remained relatively stable over the last ten years. There are relatively more students now than in 1994 who consider that Emory has a good social reputation (31.1 percent vs. 25.2 percent). Compared to freshmen at other highly selective universities, more Emory freshmen chose their school because of its size (52.6 vs. 36.9 percent). See Chart 4.

**Chart 2. 2004 First-year Students: College Choice**

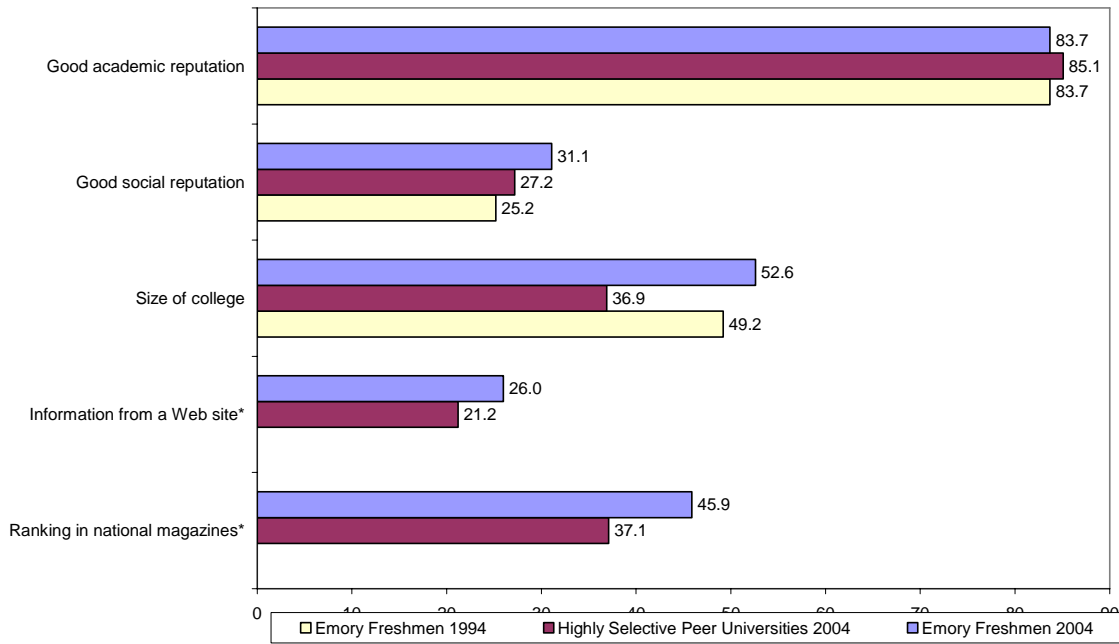


**Chart 3. Emory as First, Second or Third Choice**



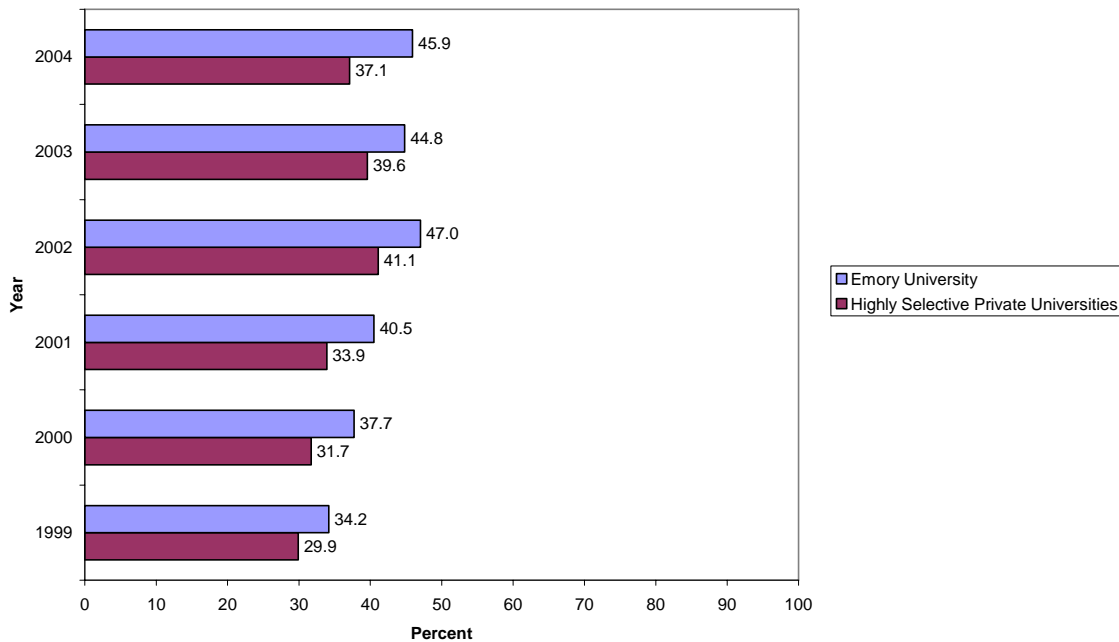
Other reasons given for choosing Emory include the university's rankings in national magazines and information from a Web site.

**Chart 4. 2004 First-Year Students: Reasons Noted as "Very Important" in Selecting this University**



\* Not asked in 1994

**Chart 5. Chose Emory because of Rankings in National Magazines**



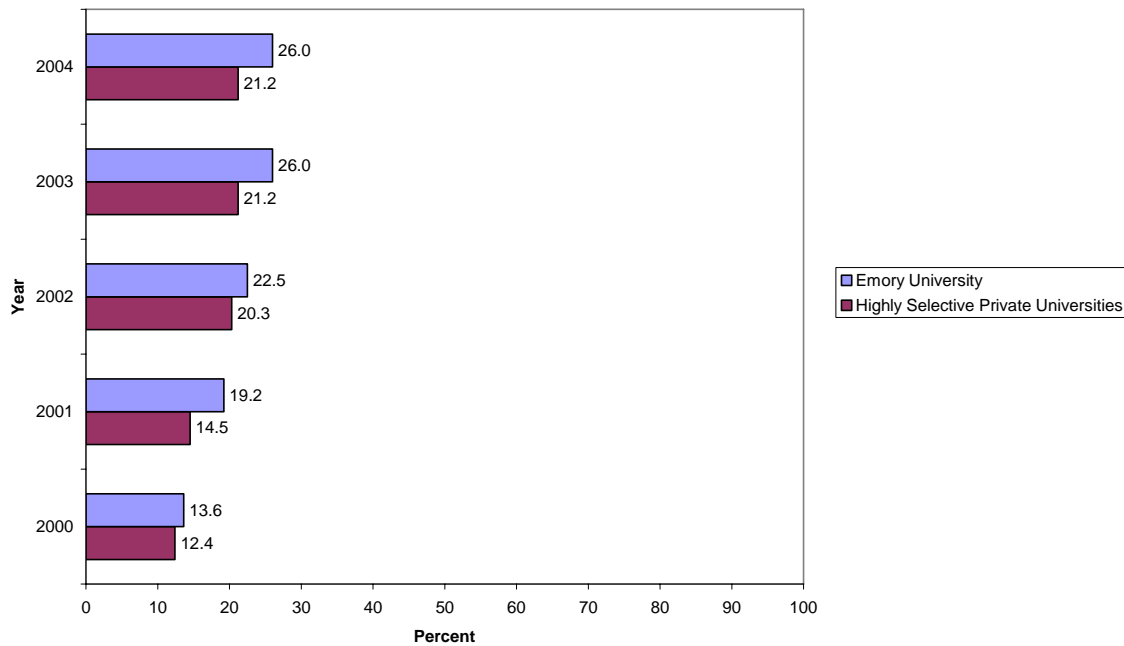
In fact, Emory freshmen were more likely to be influenced than the cohort of freshmen at other highly selective private universities by rankings in national magazines (45.9 vs. 37.1 percent) and Web site information (26.0 vs. 21.2 percent). See Charts 5 and 6.

The significance of the Web and the influence of national rankings, as well as other sources of information that affect students' decisions in selecting an institution, are discussed in the next section.

### **The Significance of the Web, National Rankings, and Other Sources of Information**

The percentage of freshmen at Emory and other highly selective private universities who chose their school because of information from a Web site has increased since 2000, the year HERI first asked this question. From 2003 to 2004 the percentage of Emory freshmen and those at other highly selective private universities whose choice was influenced by information from a Web site has not changed (26.0 and 21.2). However, Emory freshmen who chose their university because of rankings in national magazines has increased slightly from 2003 to 2004 (44.8 vs. 45.9 percent) although it has decreased for those from other highly selective private universities (39.6 vs. 37.1 percent). [Refer to charts 5 and 6.]

**Chart 6. Chose Emory because of Information from a Web site**



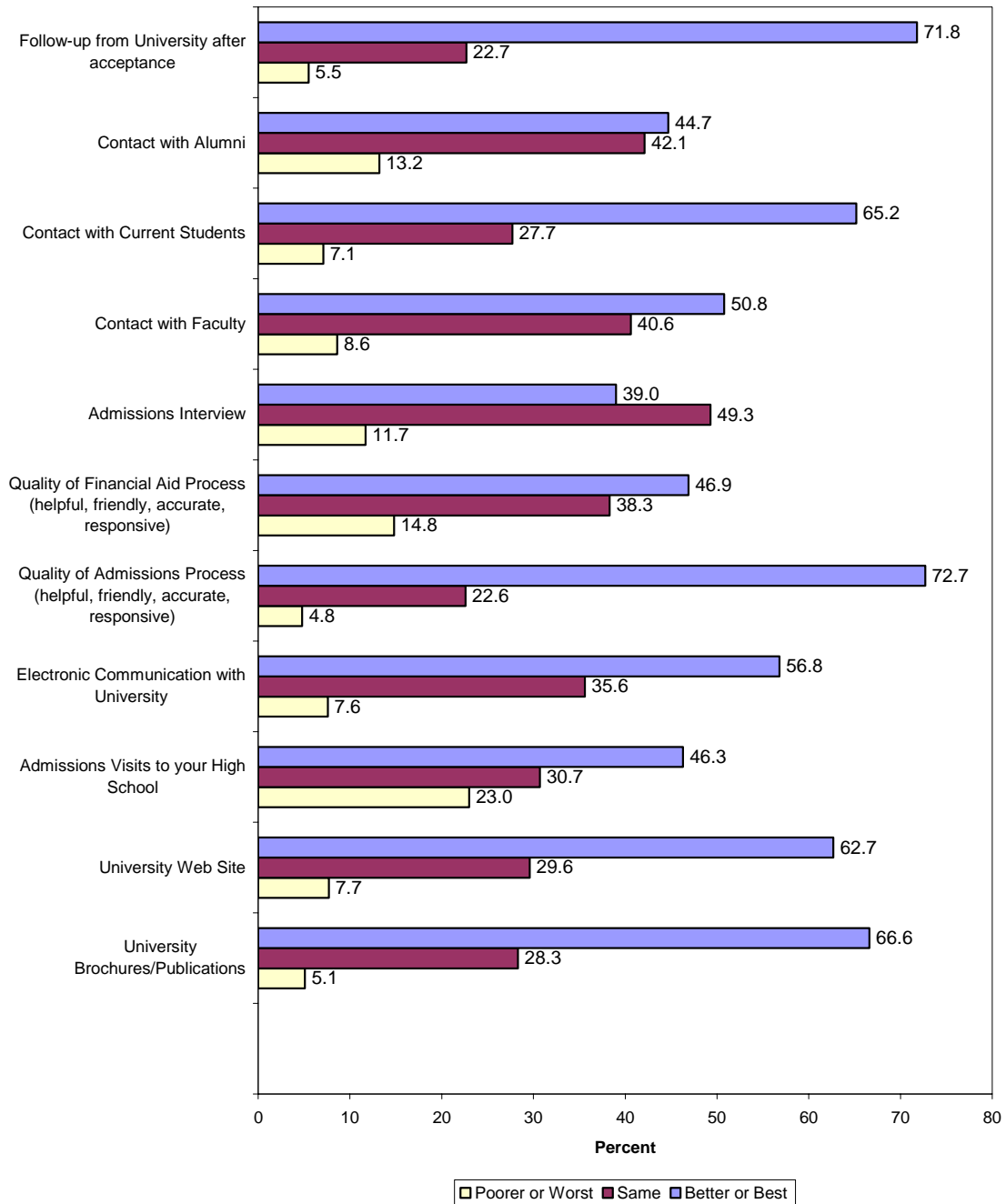
As indicated, information from the Web is still a significant influence on students' decisions about choosing a university. Indeed, Emory freshmen reported that the quality of information from Emory's Web site is better than compared to the Web sites of other institutions to which they applied. Other sources of information also have an impact on students' decisions to apply to and attend Emory. Therefore, we inquired about information from Emory that is available to prospective students to see how they compare Emory to other colleges or universities. For example, students were asked to rate the quality of university brochures and publications, the admissions process, contact with enrolled students, follow-up from the university after acceptance, and electronic communication with the university. What we found can be seen in students' responses in Chart 7.

Most students indicated that Emory's information was better, compared to other institutions, for the following items (see Chart 7):

- Quality of admissions process (72.7 percent)
- Follow-up from the university after acceptance (71.8 percent)
- University brochures and publications (66.6 percent)
- Contact with current students (65.2 percent)
- University Web site (62.7 percent)

Two items that many students rated as the same in comparing Emory to other institutions to which they applied were the admissions interview (49.3 percent), contact with alumni (42.1 percent), and contact with faculty (40.6). See Chart 7.

**Chart 7. Rate Quality of Information Received from Emory University as Compared to other Colleges or Universities You Applied To**



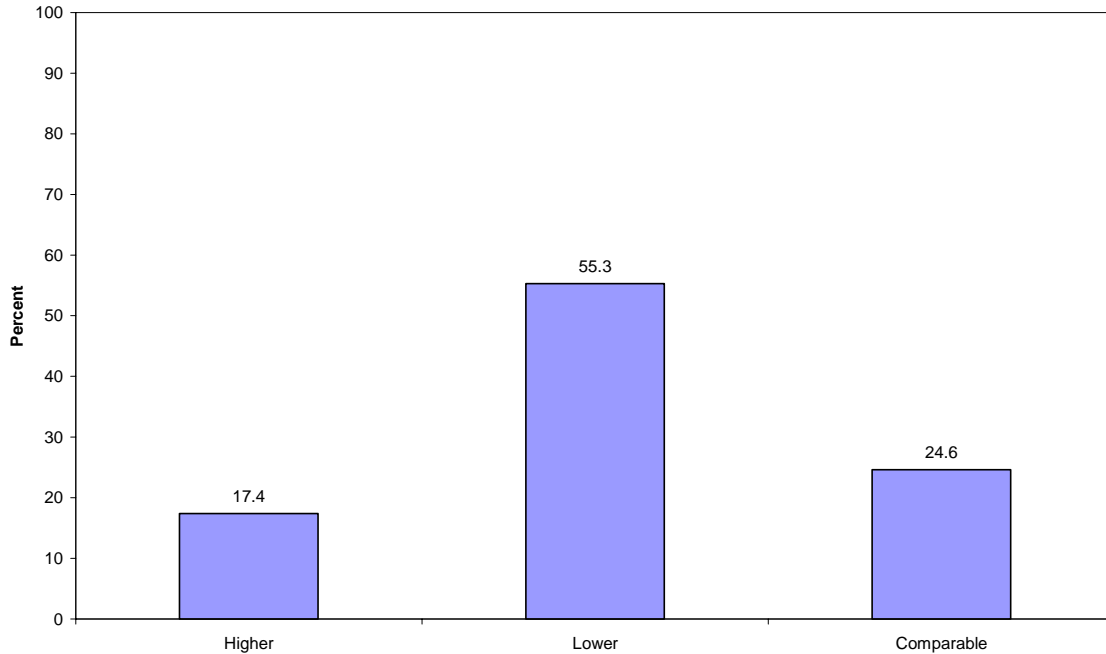
We also wanted to know how students initially become interested in the university; the most useful source of information for deciding to apply to and accept Emory's offer of admission; and the value of campus visits.

These are some of the findings:

- Students indicated that their first interest in the university comes from college guide books or national rankings, and also from peers, enrolled students or graduates of Emory more than from a high school teacher, or printed material from Emory.
- Students reported that talks and visits with an admissions counselor at Emory and also printed materials from Emory are the most useful university sources of information in their decision to apply to the university.
- Students' decisions to accept Emory's offer also are influenced by talks and visits with an admissions counselor.
- As an applicant, students said their most valuable contact during a campus visit was with an Emory student.
- As an applicant, students reported that two experiences they most wanted, but did not have, were staying overnight in a residence hall and attending a class.
- When applying to Emory, most students indicated they wanted to know more about residential life and academic programs than about academic support programs or financial aid.

As indicated at the beginning of this report, some students were offered a merit scholarship (excluding HOPE and other similar state-funded scholarships) by other colleges or universities to which they applied. Those who received such an offer were asked if it would have made the cost of their education higher, lower, or comparable to the cost of attending Emory University. Most students said that the cost would have been lower (see Chart 8).

**Chart 8. Offer of merit scholarship from other school(s) would have made cost of education higher, lower, or comparable to Emory's cost**



### **Education Plans and Career Aspirations**

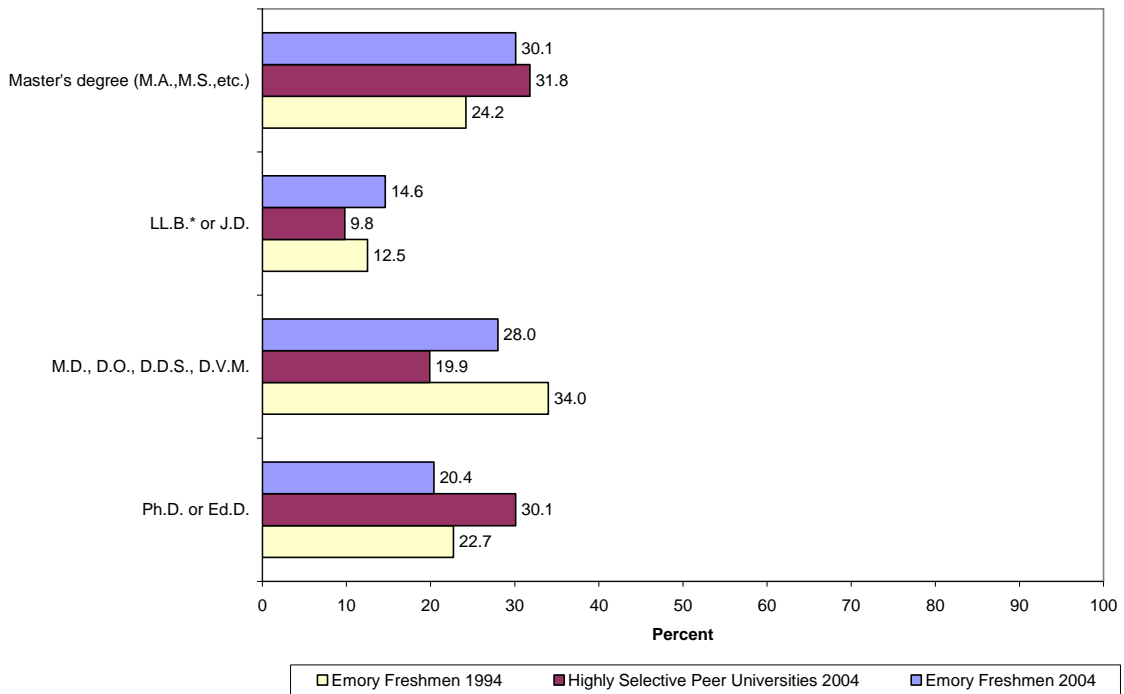
The last section of our report highlights students' responses about their probable undergraduate majors, intentions to earn advanced degrees, and career aspirations. Compared to freshmen at other highly selective private universities, Emory freshmen are more likely to aspire to a professional degree than to a Ph.D. or an Ed.D. For instance, 28 percent of Emory freshmen intend to earn an M.D., a D.O., D.D.S., or D.M.V. compared to 19.9 percent of freshmen at other highly selective private universities, and 14.6 percent intend to earn a J.D. compared to 9.8 percent. Only 20.4 percent of Emory freshmen intend to earn a Ph.D. or an Ed.D., compared to 30.1 percent at other highly selective private universities.

In comparison to Emory freshmen ten years ago, the current cohort is less likely to aspire to a Ph.D. or an Ed.D. (20.4 vs. 22.7 percent) or to an M.D., a D.O., D.D.S. or D.M.V. (28 vs. 34 percent). However, the 2004 cohort is more likely to earn a J.D. than Emory freshmen in 1994 (14.6 vs. 12.5 percent). Further, the current cohort is more likely to aspire to a Master's degree than freshmen ten years ago (30.1 vs. 24.2 percent).

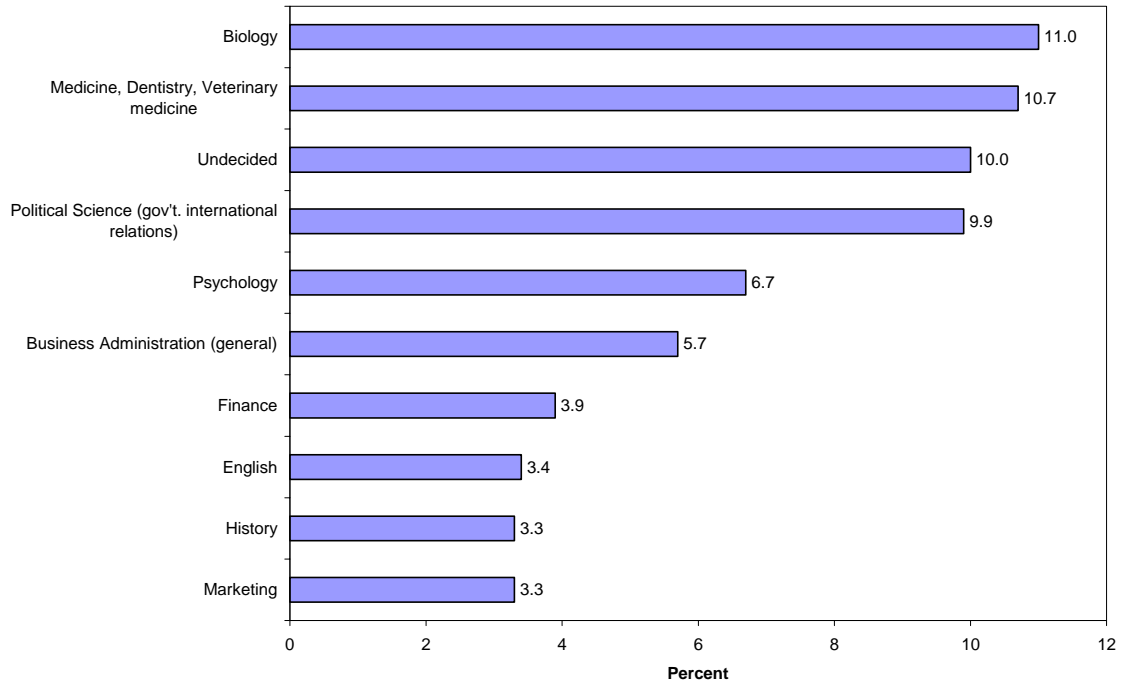
In choosing an area of specialization, Emory freshmen's probable major is somewhat tied to their intended advanced degree or career aspirations. Although 10 percent are "undecided," 11 percent plan to major in biology, followed by medicine or dentistry (10.7), and political science (9.9 percent). See Charts 9 and 10.

In contemplating possible careers, Emory freshmen’s responses are reflective of their further education plans. For instance, compared to 1994, fewer Emory freshmen plan to become physicians, while the percentage of freshmen who are undecided about their career plans has increased slightly. See “Career Plans” in Chart 11, the final diagram in this report.

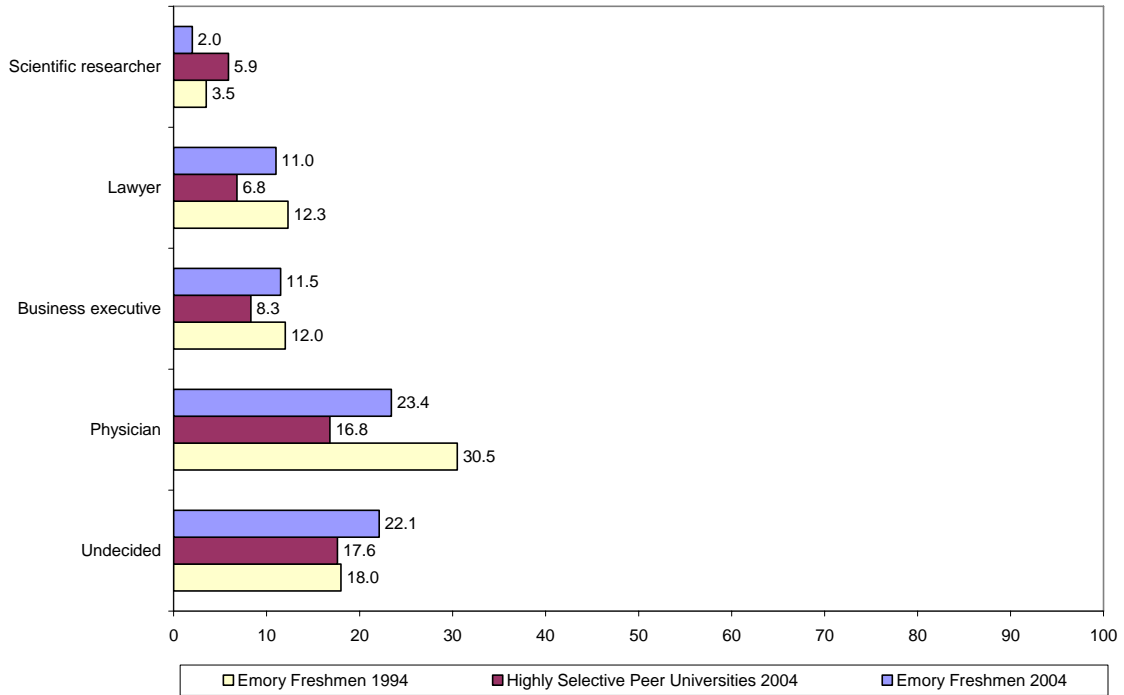
**Chart 9. 2004 First-year Students: Further Education Plans**



**Chart 10. 2004 First-year Students: Ten Most Probable Majors**



**Chart 11. Career Plans**



**Appendix**  
**Institutions that Comprise Highly Selective Private Universities**  
**in the CIRP Survey**

- Brown University
- California Institute of Technology
- Carnegie-Mellon University
- Case Western Reserve
- Cornell University
- Duke University
- Emory University
- Johns Hopkins University
- Massachusetts Institute of Technology
- Northwestern University
- Rice University
- University of Chicago
- University of Notre Dame
- University of Rochester
- Vanderbilt University