

CIRP 2007 FRESHMAN SURVEY

SELECTED FINDINGS

Prepared by

OFFICE OF INSTITUTIONAL RESEARCH
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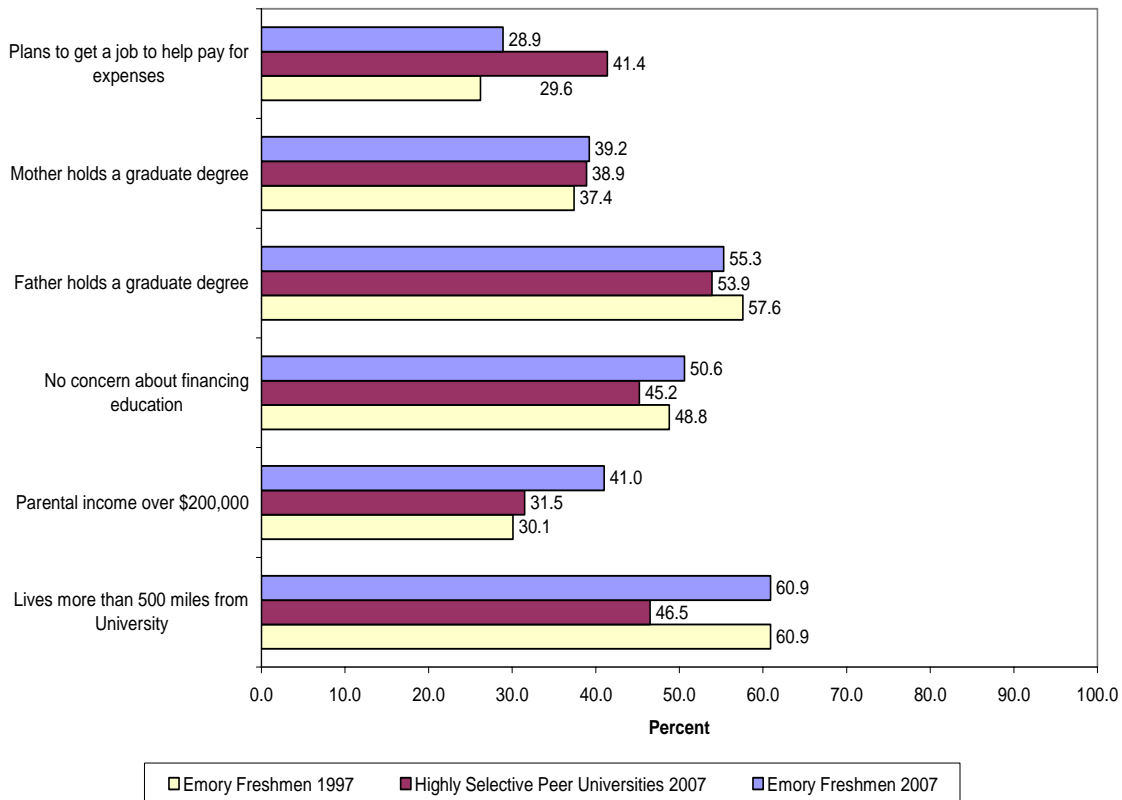
2007 Freshman Survey Selected Findings

Last fall, a total of 1,201 students or 97 percent of Emory first-time full-time freshmen responded to the national UCLA Higher Education Research Institute (HERI) Cooperative Institutional Research Program (CIRP) Survey. This report summarizes responses of Emory freshmen and compares them to responses of freshmen at other highly selective private universities and freshmen who entered Emory ten years ago. (See Appendix C for a complete list of highly selective private universities.) The report highlights several specific areas of comparison such as students' socioeconomic background, factors that influence college choice, reasons for selecting the university, career aspirations, and students' plans for further education.

Socioeconomic Profile

Compared to freshmen at other highly selective private universities, Emory freshmen are more likely to live 500+ miles away from their college (60.9 vs. 46.5 percent). Chart 1 also reveals that Emory freshmen are less likely to be concerned about financing their education or to expect to work to help cover educational expenses.

Chart 1. 2007 First-Year Students: Socioeconomic Profile



Forty-one percent of Emory freshmen estimated that their parents' total annual income was over \$200,000 compared to 31.5 percent of freshmen at other highly selective private universities.

College Choice

Compared to the freshmen who entered Emory ten years ago, slightly fewer freshmen in 2007 report that Emory was their first choice (56.8 vs. 59.2 percent: see Charts 2 and 3). At the same time, Emory freshmen today are more likely to apply to six or more institutions than the freshmen who started 10 years ago (53.3 vs. 41.9 percent).

Chart 2. 2007 First-Year Students: College Choice

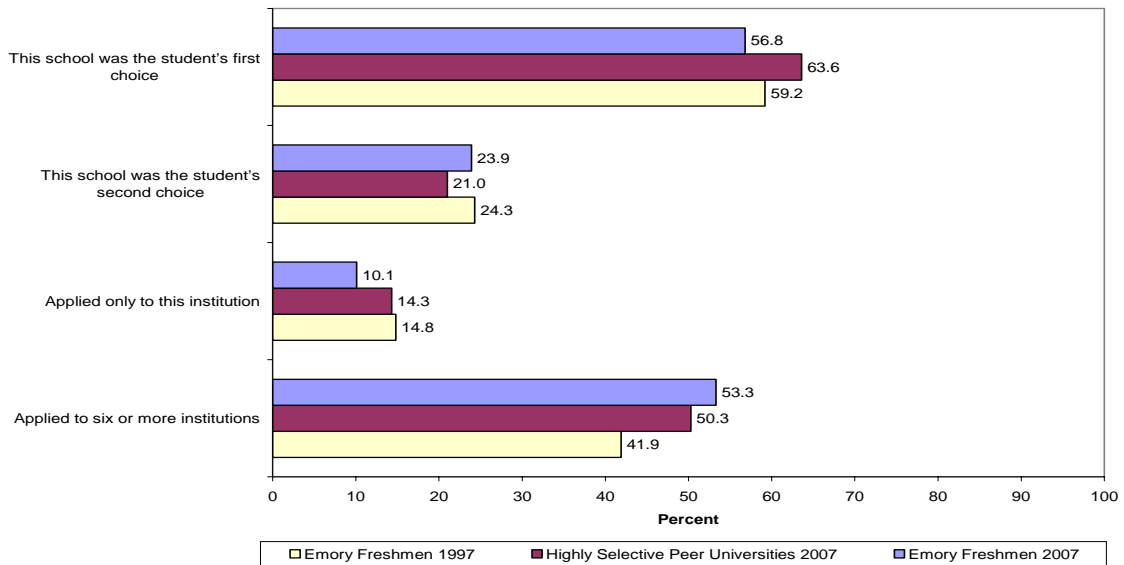
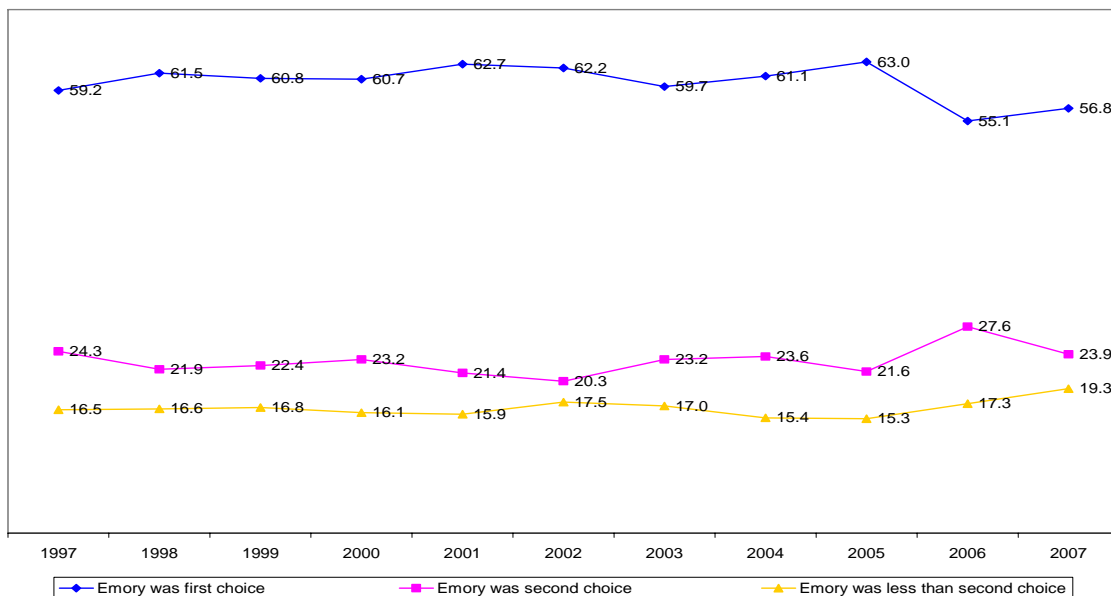


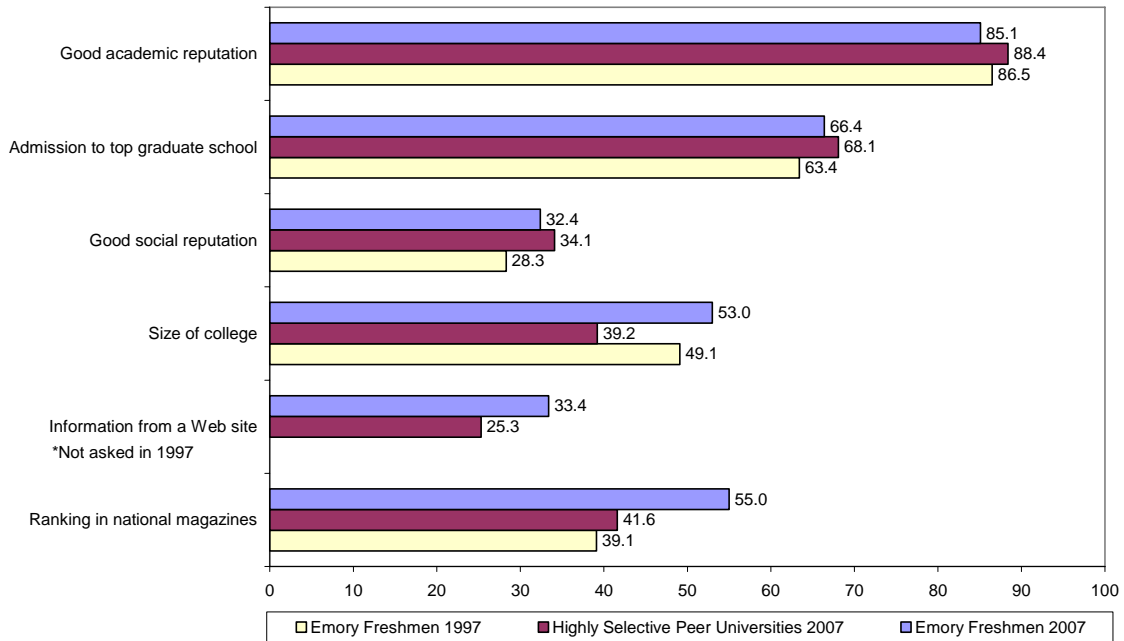
Chart 3. Emory as First, Second or Less Than Second Choice



Asian-American students, non-resident students, and students with SAT scores in the top quintile are less likely than other groups to report that Emory was their first choice. Gender, parental income, and distance from home have no significant impact on reporting Emory as first choice. See Tables A.1 through A.6 in Appendix A.

As Chart 4 suggests, 85 percent of freshmen in 2007 chose Emory because of its good academic reputation; this proportion has remained relatively stable over the last ten years. Sixty-six percent of Emory freshmen in 2007 indicated that knowing that graduates gain admission to top graduate or professional schools influenced their choice compared to 63 percent in 1997. More students now than in 1997 chose Emory because of its social reputation (32 percent vs. 28 percent). Compared to freshmen at other highly selective private universities, more Emory freshmen noted that school size influenced their decision in choosing a university (53 vs. 49 percent). See Chart 4.

Chart 4. 2007 First-Year Students: Reasons Noted as "Very Important" in Selecting this University



The Growing Importance of Rankings and Information Published on the Web

Aside from academic reputation, other reasons freshmen note as important when choosing to come to Emory include the university’s rankings in national magazines and information from a Web site. Charts 5 and 6 show that Emory freshmen were more likely to be influenced than freshmen at other highly selective private universities by rankings in national magazines (55 vs. 42 percent) and Web site information (33 vs. 25 percent).

Chart 5. Influence of Rankings in National Magazines

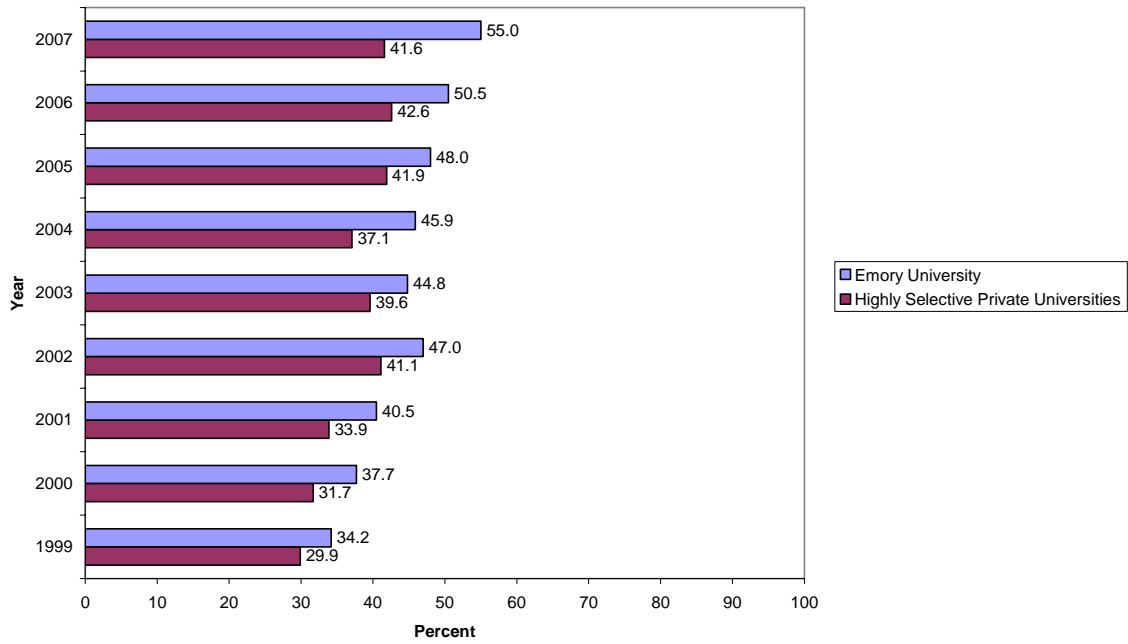
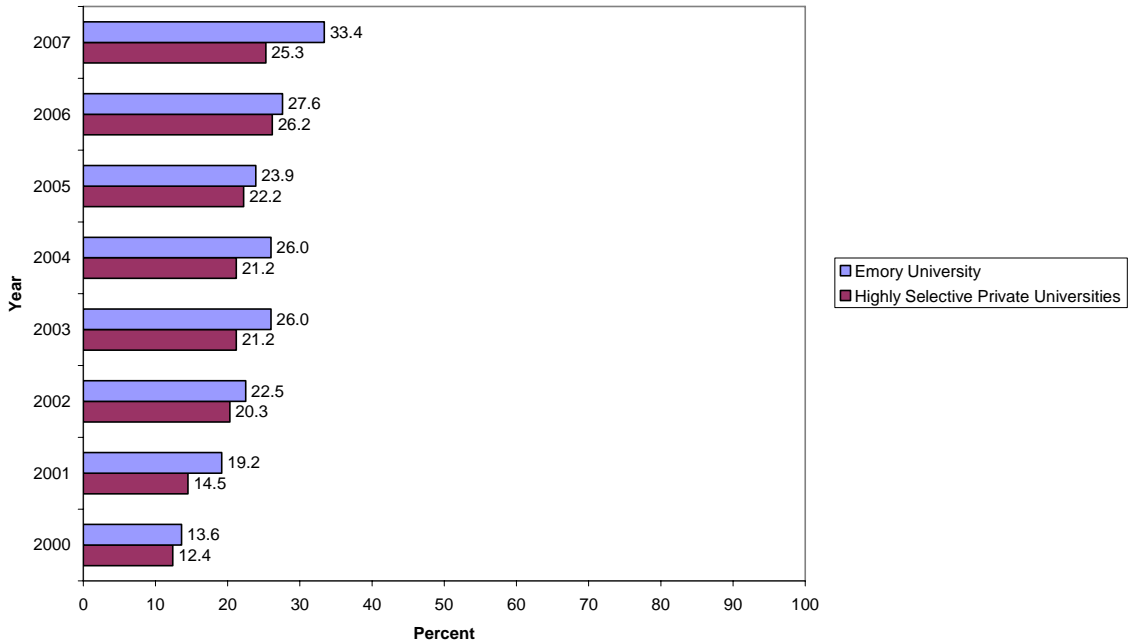


Chart 6. Influence of Information from a Web site



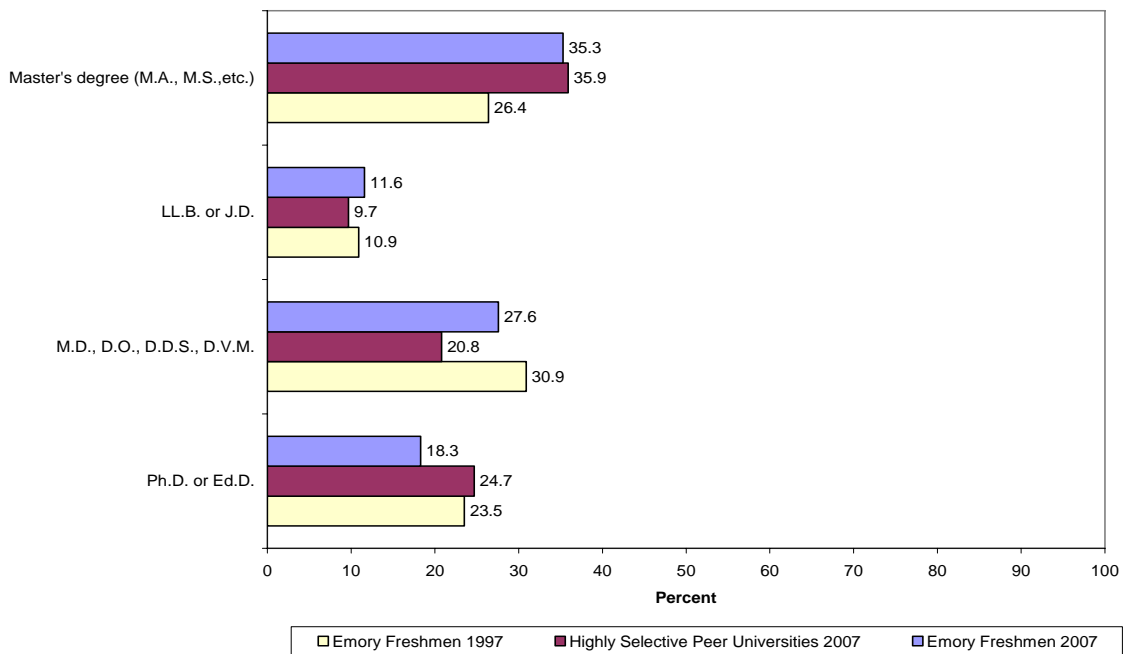
Asian-American students are more likely to report that college rankings were “very important” in selecting Emory than students from other racial/ethnic groups. At the same time, students with SAT scores in the top quintile were less likely to rely on college rankings in deciding to come to Emory. See Tables B.1 and B.2 in Appendix B.

Major and Career Aspirations: A Growing Interest in Business

Compared to freshmen at other highly selective private universities, Emory freshmen are more likely to aspire to a professional degree than to an academic doctoral degree, that is, a Ph.D. or an Ed.D. For instance, 31.9 percent of Emory freshmen intend to earn an M.D., a D.O., D.D.S., or D.M.V. compared to 20.8 percent of freshmen at other highly selective private universities, and 11.6 percent intend to earn a J.D. compared to 9.7 percent. Only 18.3 percent of Emory freshmen intend to earn a Ph.D. or an Ed.D., compared to 24.7 percent at other highly selective private universities (see Chart 7).

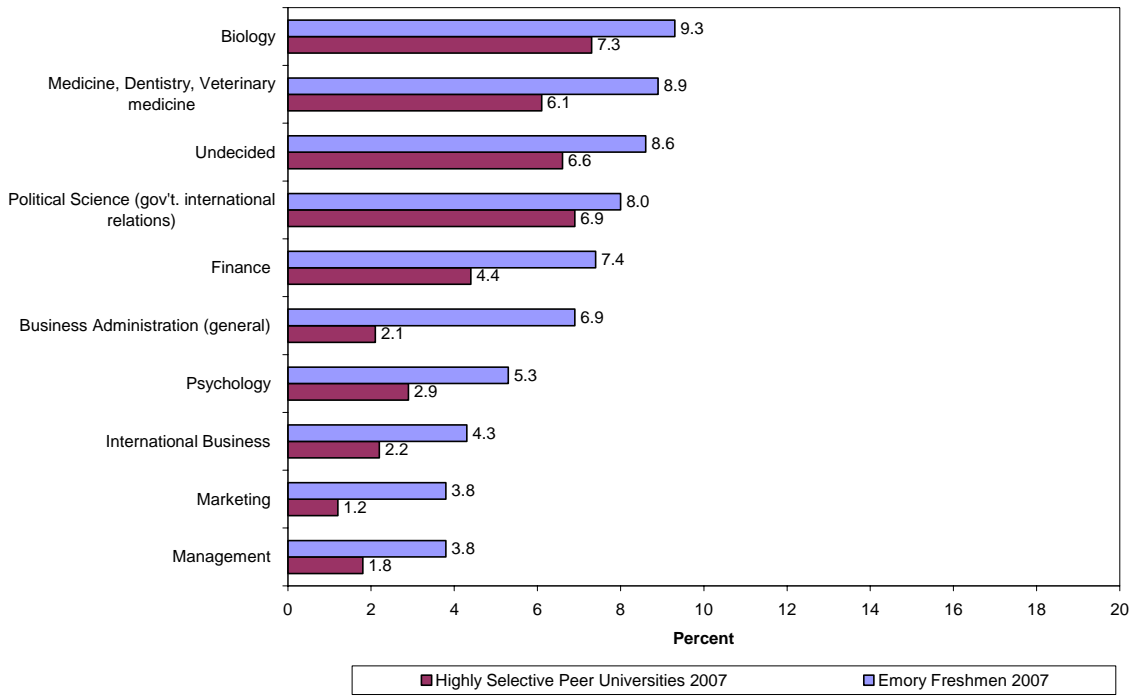
In comparison to Emory freshmen who entered ten years ago, 2007 freshmen are less likely to aspire to a Ph.D., M.D., a D.O., D.D.S. or D.M.V, and more likely to aspire to a Master’s degree (26.4 vs. 35.3 percent).

Chart 7. 2007 First-Year Students: Further Education Plans



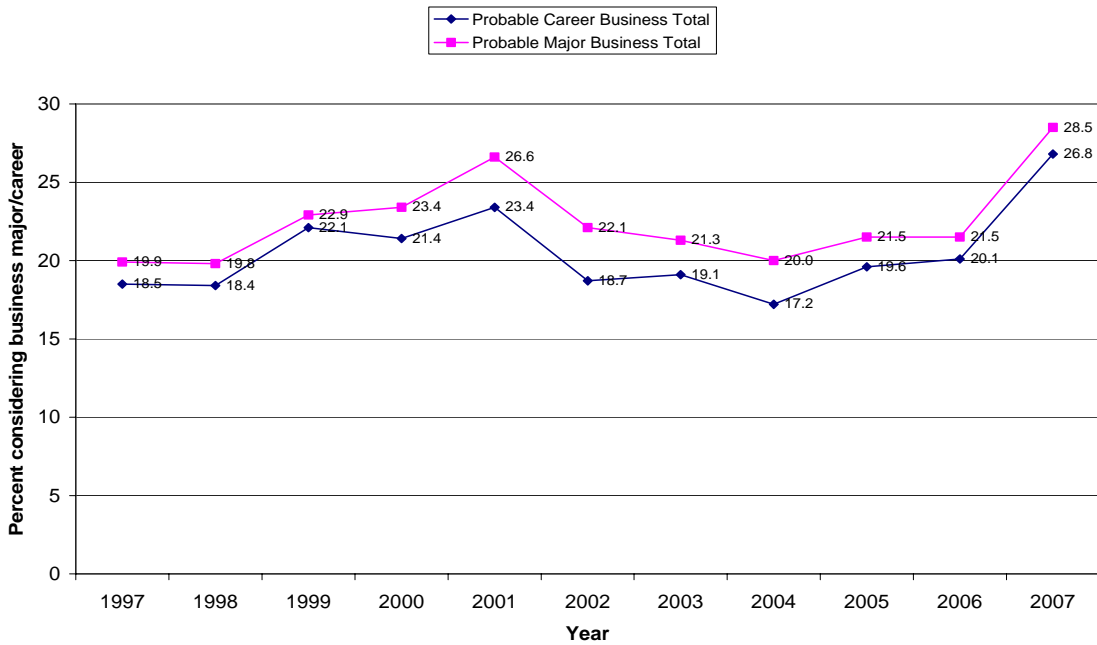
When selecting an area of specialization, Emory freshmen’s probable major is somewhat tied to their intended advanced degree or career aspirations. Although 8.6 percent are “undecided,” 9.3 percent plan to major in biology, followed by medicine or dentistry (8.9 percent), and political science (8.0 percent). It is worth noting that five of the top 10 most probable majors reported by Emory freshmen are business related majors (see Chart 8).

Chart 8. 2007 First-Year Students: Top Ten Probable Majors



Over the last decade, the percentage of freshmen who reported business-related disciplines as probable majors has increased from 19.9 percent to 28.5 percent (see Chart 9).

Chart 9. Probable Majors/Careers Totals (1997-2007)



In contemplating possible careers, Emory freshmen's responses are reflective of their further education plans. For instance, compared to 1997, slightly fewer Emory freshmen plan to become physicians (21.0 vs. 26.6), and more students plan to become business executives (18.7 vs. 12.9).

Chart 10. Career Plans

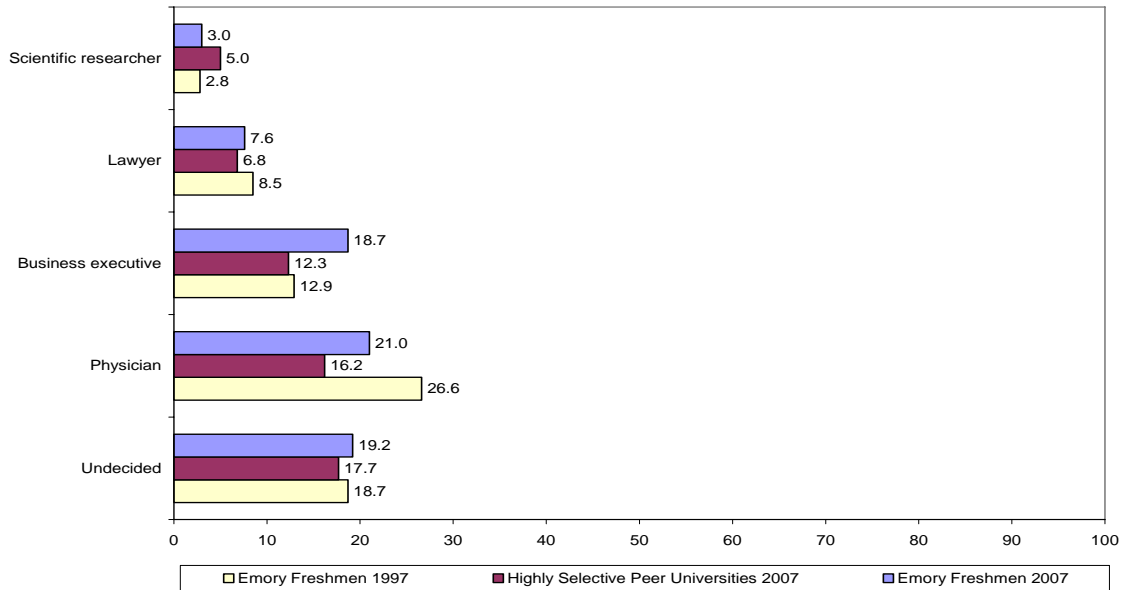
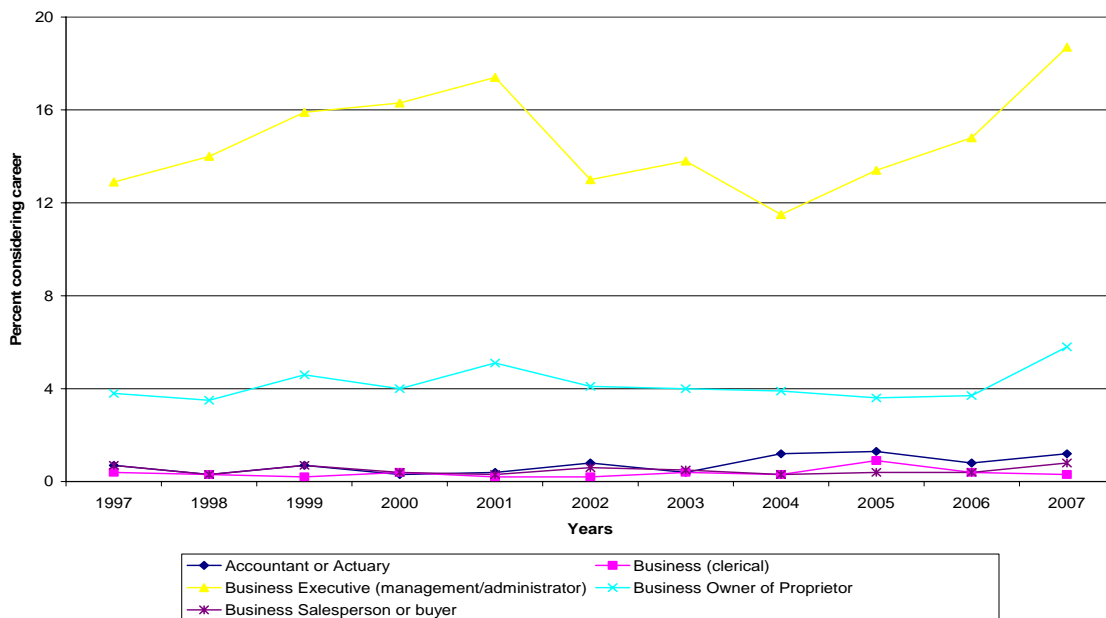


Chart 11 further illustrates the growing proportion of students that are interested in business related careers.

Chart 11. Probable Career in Business: Trends (1997-2007)



Appendix A. Emory as First Choice

Table A.1. Emory as first choice, by gender

Your gender		First Choice		Total
		Other School	Emory	
Male	N	257	309	566
	%	45.4%	54.6%	100.0%
Female	N	256	365	621
	%	41.2%	58.8%	100.0%
Total	N	513	674	1,187
	%	43.2%	56.8%	100.0%

Chi square =2.11, p > .05

Table A.2. Emory as first choice, by race/ethnicity

		First Choice		Total
		Other school	Emory	
White	N	254	416	670
	%	37.9%	62.1%	100.0%
Black Am	N	32	59	91
	%	35.2%	64.8%	100.0%
Asian Am	N	176	133	309
	%	57.0%	43.0%	100.0%
Latino	N	15	28	43
	%	34.9%	65.1%	100.0%
Total	N	477	636	1113
	%	42.9%	57.1%	100.0%

Chi-square= 35.10, p < .001

Table A.3. Emory as first choice, by citizenship

Citizenship status		First Choice		Total
		Other School	Emory	
Neither	N	71	48	119
	%	59.7%	40.3%	100.0%
Permanent resident (green card)	N	36	29	65
	%	55.4%	44.6%	100.0%
U.S. citizen	N	408	599	1,007
	%	40.5%	59.5%	100.0%
Total	N	515	676	1,191
	%	43.2%	56.8%	100.0%

Chi-square= 20.03, p < .001

Table A.4. Emory as first choice, by parental income

Parental income		First Choice		Total
		Other School	Emory	
less than \$60,000	N	84	99	183
	%	45.9%	54.1%	100.0%
\$60,000-\$99,999	N	60	91	151
	%	39.7%	60.3%	100.0%
\$100,000-\$149,999	N	97	106	203
	%	47.8%	52.2%	100.0%
\$150,000-\$199,999	N	47	58	105
	%	44.8%	55.2%	100.0%
\$200,000-\$249,999	N	46	64	110
	%	41.8%	58.2%	100.0%
\$250,000 or more	N	146	187	333
	%	43.8%	56.2%	100.0%
Total	N	480	605	1,085
	%	44.2%	55.8%	100.0%

Chi-square= 2.77, p > .05

Table A.5. Emory as first choice, by distance

How many miles is this college from your permanent home?		First Choice		Total
		Other School	Emory	
5 or less	N	9	17	26
	%	34.6%	65.4%	100.0%
6 to 10	N	9	20	29
	%	31.0%	69.0%	100.0%
11 to 50	N	53	83	136
	%	39.0%	61.0%	100.0%
51 to 100	N	11	17	28
	%	39.3%	60.7%	100.0%
101 to 500	N	95	147	242
	%	39.3%	60.7%	100.0%
Over 500	N	337	387	724
	%	46.5%	53.5%	100.0%
Total	N	514	671	1,185
	%	43.4%	56.6%	100.0%

Chi-square = 8.51, p > .05

Table A.6. Emory as first choice, by SAT score

Total SAT score in quintiles		First Choice		Total
		Other School	Emory	
1208 - 1920	N	57	103	160
	%	14.1	21.6	18.2
1930 - 2020	N	88	106	194
	%	21.7	22.3	22.0
2030 - 2090	N	84	110	194
	%	20.7	23.1	22.0
2100 - 2170	N	88	84	172
	%	21.7	17.6	19.5
2180 - 2450	N	88	73	161
	%	21.7	15.3	18.3
Total	N	405	476	881
	%	100	100	100

Chi-square=14.24, p < 0.01

Appendix B. The importance of college rankings

Table B.1. Importance of college rankings in choosing Emory, by race/ethnicity

		Race				Total
		White	Black Am	Asian Am	Latino	
Not important	N	51	7	11	2	71
	%	7.70%	7.70%	3.60%	4.80%	6.40%
Somewhat important	N	284	31	97	14	426
	%	42.80%	34.10%	31.50%	33.30%	38.60%
Very important	N	328	53	200	26	607
	%	49.50%	58.20%	64.90%	61.90%	55.00%
Total	N	663	91	308	42	1104
	%	100.00%	100.00%	100.00%	100.00%	100.00%

Chi Square = 23.6, $p < .001$

Table B.2. Importance of college rankings in choosing Emory, by SAT

		Total SAT score in quintiles					Total
		1208 - 1920	1930 - 2020	2030 - 2090	2100 - 2170	2180 - 2450	
Not important	N	6	13	12	7	10	48
	%	3.8%	6.9%	6.3%	4.1%	6.1%	5.5%
Somewhat important	N	58	66	71	60	87	342
	%	37.2%	35.1%	37.6%	34.9%	53.4%	39.4%
Very important	N	92	109	106	105	66	478
	%	59.0%	58.0%	56.1%	61.0%	40.5%	55.1%
Total	N	156	188	189	172	163	868
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi Square = 20.82, $p < .01$

Appendix C. Institutions Included in the “Highly Selective Private Universities” Group

- 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