



## **Entering Student Survey**

### **First Choice Report**

**Administered to First-Time Students Entering  
IU Southeast in 2013, 2014 and 2015**

**Ronald E. Severtis, Jr., Sara Jewell, and Rick O'Bryan,**

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## RESPONDENT DEMOGRAPHICS

In 2015 a little less than two thirds of the responding incoming students are female, and almost all are single with no children.

Table 1: Gender

	2015	2014	2013
Female	62%	67%	59%
Male	38%	33%	41%
Total	100%	100%	100%

Table 2: Marital Status

	2015	2014	2013
Single	98%	98%	96%
Married	2%	2%	3%
Divorced	<1%	<1%	1%
Widowed	--	--	<1%
Total	100%	100%	100%

Table 3: Number of Children

	2015	2014	2013
None	97%	97%	95%
One	2%	2%	3%
Two	1%	--	1%
Three	<1%	1%	<1%
Four or more	--	<1%	<1%
Total	100%	100%	100%

## FIRST CHOICE FOR COLLEGE

Almost two thirds of all responding incoming students indicate IU Southeast is their first choice for college. The University of Louisville remains the most considered choice other than IU Southeast, but less so than the last two years. Spalding University was the lowest on the short list at 4% (29 votes). Western Kentucky led in the 'Other' category with 19 votes, followed by the University of Kentucky with 18 and Hanover with 12.

Table 4: IU Southeast as First Choice

	2015	2014	2013
Yes	64%	75%	73%
No	36%	25%	27%
Total	100%	100%	100%

Table 5: Considered Attending

	2015	2014	2013
U of L	36%	37%	42%
IU Bloomington	26%	28%	28%
Other	25%	19%	22%
Ball State	13%	16%	9%
Bellarmino	12%	12%	10%
IUPUI	12%	11%	9%
Indiana State	12%	13%	11%
Ivy Tech	11%	13%	15%
U of So. Indiana	8%	12%	12%
Purdue (Lafayette)	8%	8%	7%
Jefferson Community	5%	5%	7%
Spalding	4%	3%	5%

Note that respondents could choose more than one answer

**SOURCES OF INFORMATION AND FACTORS INFLUENCING SCHOOL CHOICE**

Personal contact with family and friends attending IU Southeast continues to be the greatest source of information for incoming students, followed closely by contact with current students and teachers. Direct mailings and the IU Southeast website are also influential sources of information, more so than other personal contact, and significantly more so than other printed material or advertising.

Table 6: Sources of Information Obtained about IU Southeast

	2015	2014	2013
Friends or family attending IUS	47%	48%	53%
Current IU Southeast students	45%	13%	46%
Materials mailed to you	43%	42%	43%
Teachers	40%	35%	37%
IU Southeast website	38%	42%	44%
Counselors	31%	34%	34%
Contact with IU Southeast graduates	25%	11%	21%
Friends or family who do not attend IUS	19%	21%	20%
Coaches/Sports	8%	6%	10%
Billboards	5%	2%	3%
TV ads	4%	1%	3%
Other	3%	2%	3%
Print ads	3%	3%	3%
Radio ads	2%	<1%	3%

Note that respondents could choose more than one answer

Factors influencing attendance at IU Southeast mirror the sources of information depicted in Table 6 above with friends and family and current IU Southeast students leading the way.

Table 7: Factors Influencing Decision to Attend IU Southeast\*

	2015	2014	2013
Friends/family at IUS	35%	38%	45%
Current IU Southeast students	35%	34%	37%
Materials mailed to you	28%	29%	30%
Teachers	27%	25%	27%
IU Southeast website	27%	25%	36%
Counselors	22%	24%	24%
Contact W/IUS Graduates	18%	15%	17%
Friends/family not at IUS	14%	23%	15%
Coaches/Sports	6%	5%	8%
Print ads	2%	4%	1%
Other	1%	6%	2%
TV ads	1%	1%	2%
Billboards	1%	1%	1%
Radio ads	1%	--	1%

\*Percentages total the categories 'A Lot' and 'Some'

Note that respondents could choose more than one answer

**DECISION FACTORS**

Location, cost, and quality of education remain the big three factors influencing respondents' decision to attend IU Southeast. Size, programs and available financial aid were also important factors.

**Table 8: Factors Contributing to Decision to Attend IU Southeast\***

	2015	2014	2013
Location	89%	93%	92%
Cost	89%	92%	90%
Quality of Education	85%	85%	90%
Choice of academic programs	75%	76%	78%
Small class size	73%	78%	79%
Small college	69%	73%	73%
Availability of financial aid	68%	72%	73%
Applied learning opportunities	45%	44%	45%
Friends/family w/pursuing IUS degree	41%	45%	47%
Events/activities/campus life	40%	40%	40%
Parents decision	27%	28%	30%
Reciprocity	26%	22%	25%
Athletic programs	19%	18%	24%

\*Percentages total the categories 'A Lot' and 'Some'

Note that respondents could choose more than one answer