



## **Entering Student Survey Report**

**Administered to First-Time Students Entering  
IU Southeast in 2015, 2016 and 2017**

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There were 622 respondents in 2017, 771 respondents in 2016, and 740 respondents in 2015.

**RESPONDENT DEMOGRAPHICS**

In 2017 a little less than two thirds of the responding incoming students are female, and almost all respondents are single with no children.

Table 1: Gender

	2017	2016	2015
Female	59%	64%	62%
Male	41%	36%	38%
Total	100%	100%	100%

Table 2: Marital Status

	2017	2016	2015
Single	98%	99%	98%
Married	1%	<1%	2%
Widowed	<1%	<1%	--
Divorced	--	<1%	<1%
Total	100%	100%	100%

Table 3: Number of Children

	2017	2016	2015
None	98%	97%	97%
One	1%	2%	2%
Two	<1%	<1%	1%
Three	<1%	<1%	<1%
Four or more	<1%	<1%	--
No Response	<1%	--	--
Total	100%	100%	100%

**FIRST CHOICE FOR COLLEGE**

Remaining consistent with 2016, more than half of all responding incoming students selected IU Southeast as their first choice for college. The University of Louisville remains the most considered option, followed by IU Bloomington. The University of Kentucky led in the ‘Other’ category with 2%.

Table 4: IU Southeast as first choice

	2017	2016	2015
Yes	58%	58%	64%
No	41%	42%	36%
Total	100%	100%	100%

Table 5: Considered Attending

	2017	2016	2015
University of Louisville	37%	40%	36%
IU Bloomington	26%	27%	26%
Other**	24%	23%	25%
Ivy Tech Community College	15%	14%	11%
IUPUI	14%	15%	12%
Ball State University	14%	15%	13%
Indiana State University	14%	13%	12%
Bellarmino University	11%	12%	12%
Western Kentucky University	11%	10%	--
University of Southern Indiana	10%	11%	8%
Purdue University (West Lafayette)	7%	8%	8%
Jefferson Community College	5%	6%	5%
Hanover College	5%	6%	--
Spalding University	4%	4%	4%

**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. The IU Southeast website and direct mailings also scored fairly high.

Table 6: Sources of Information Obtained about IU Southeast

	2017	2016	2015
Friends or Family who Attend IU Southeast	46%	49%	47%
Current IU Southeast Students	42%	44%	45%
Teachers	40%	42%	40%
IU Southeast Website	38%	41%	38%
Materials Mailed to You	34%	40%	43%
Counselors	34%	37%	31%
Contact with IU Southeast Graduates	23%	25%	25%
Friends or Family who do not Attend IU Southeast	21%	23%	19%
Coaches/Sports	10%	9%	8%
Billboards	8%	10%	5%
Other	3%	4%	3%
Print Ads	3%	3%	3%
TV Ads	3%	3%	4%
Radio Ads	1%	3%	2%

\*Note that respondents could choose more than one answer

Factors influencing attendance at IU Southeast closely 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\*

	2017	2016	2015
Friends or Family who Attend IU Southeast	34%	39%	35%
Current IU Southeast Students	33%	34%	35%
IU Southeast Website	29%	31%	27%
Teachers	28%	30%	27%
Counselors	26%	26%	22%
Materials Mailed to You	22%	27%	28%
Contact with IU Southeast Graduates	18%	19%	18%
Friends or Family who do not Attend IU Southeast	16%	16%	14%
Coaches/Sports	8%	7%	6%
Billboards	3%	3%	1%
Other	2%	2%	1%
Print Ads	1%	1%	2%
TV Ads	1%	2%	1%
Radio Ads	1%	1%	1%

\*Please note that the respondents could choose more than one answer.

\*\*The percentages total the "A Lot" and "Some" categories.

## DECISION FACTORS

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

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

	2017	2016	2015
Cost	92%	90%	89%
Location	90%	91%	89%
Quality of Education	88%	88%	85%
Choice of Academic Programs	79%	81%	75%
Small Class Size	76%	79%	73%
Size of the Institution	72%	76%	69%
Availability of Financial Aid	71%	71%	68%
Applied Learning Opportunities	50%	54%	45%
Events, Activities, and Campus Life	45%	45%	40%
Friends of Family with or Pursuing an IU Southeast Degree	41%	41%	41%
Parent's Decision	33%	32%	27%
Reciprocity (Resident Tuition for Kentucky Students)	30%	28%	26%
Athletic Programs in which You would Like to Participate	24%	20%	19%

\*Please note that the respondents could choose more than one answer.

\*\*The percentages total the "A Lot" and "Some" categories.