

Table 1.10--Percentage of Freshmen Noting Each Factor as "Very Important" in Their Selection of Rhode Island College, Fall 2010-Fall 2014*

	2010	2011	2012	2013	2014
Cost of attendance	64.9%	70.2%	75.1%	74.0%	78.1%
Has a good academic reputation	51.8%	50.4%	57.1%	59.6%	53.3%
Offered financial assistance	40.6%	44.4%	45.9%	53.0%	51.8%
This college's graduates get good jobs	44.0%	44.1%	50.0%	49.9%	45.9%
Wanted to live near home	39.5%	37.9%	45.6%	43.7%	44.3%
Has a good social reputation	27.8%	32.5%	35.2%	41.1%	37.3%
Size of college	33.0%	31.4%	36.6%	36.1%	34.8%
A visit to campus	21.5%	21.8%	24.7%	29.3%	26.0%
Could not afford first choice	20.0%	22.9%	26.3%	29.2%	30.8%
Percent of students that graduate	-	-	29.3%	27.6%	29.0%
My parents wanted me to come	17.1%	19.4%	22.3%	27.6%	25.9%
Graduates gain admission top graduate/prof schools	21.5%	21.1%	27.0%	27.0%	24.1%
Number of respondents	1,006	834	878	952	953
<i>% of first-time, full-time freshmen responding</i>	92.0%	88.0%	85.0%	84.0%	89.0%

* Arranged in order of importance, based on 2014 results.

Source: CIRP Freshman Survey