

Student Decision Making in Choosing a Post-secondary School

<u>Proprietary School Students 1</u>		<u>Traditional 4 year College Students 2</u>	<u>2004 Results</u>
96.0%	Graduates get good/better jobs	84.9%	49.1%
78.0%	Good academic reputation	65.6%	56.7%
13.0%	Low Tuition/Cost of Attending	48.4%	20.6%
33.3%	Offered Financial Assistance	48.0%	33.6%
16.0%	Wanted to live near home	22.5%	16.8%
9.0%	Relative's wishes/advice	16.3%	8.8%
8.0%	High school counselors' advice	10.4%	6.4%
5.0%	High school teachers' advice	7.2%	4.3%

1 "Proprietary School Students – Ph.D. Dissertation", Marci Cox-Frieland, UCLA.

2 The American Freshman, National Norms, Fall 2017, Higher Education Research Institute, University of California, LA, 2019