## Student Decision Making in Choosing a Post-secondary School

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

1 “Proprietary School Students – Ph.D. Dissertation”, Marci Cox-Frielander, UCLA.

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

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