Here are some of the challenges and opportunities of working with students entering college.

**ECONOMICS INFLUENCE WHICH SCHOOLS THEY ATTEND**

- **57% (63%)** Believe that the current economic situation affected where they enrolled.
- **41% (42%)** Chose where to attend based upon cost.
- **83% (72%)** Are attending their first-choice college.
- **89% (88%)** Get a good job.
- **77% (75%)** Make more money.

**THEIR REASONS FOR GOING TO COLLEGE**

More than ever, students are going to college to be able to:

- **89% (88%)** Get a good job.
- **77% (75%)** Make more money.
- **57% (63%)** Believe that the current economic situation affected where they enrolled.
- **17% (26%)** Could not afford to go to their first-choice college.

**ATTENDING FIRST-CHOICE COLLEGE**

- **38% (22%)** Applied only at this college.
- **83% (72%)** Are attending their first-choice college.
- **17% (26%)** Could not afford to go to their first-choice college.

**ACADEMIC HABITS TIED TO SUCCESS IN COLLEGE ARE ON THE RISE**

More students, as high-school seniors:

- **53% (57%)** Frequently asked questions in class.
- **52% (53%)** Accepted their own mistakes as part of the learning process.
- **47% (49%)** Revised their papers to improve their writing.
- **51% (48%)** Worked with other students on group projects.

**MANY HOLD MORE "LIBERAL" POLITICAL AND SOCIAL VIEWS**

- **68% (78%)** Believe that same-sex couples should have the right to marry.
- **59% (64%)** Believe the wealthy should pay more taxes.
- **50% (58%)** Believe a national healthcare plan.

Note: Comparative National Data is reported in the parenthesis. These are Public Universities-Medium Selectivity.