

Juniata Freshmen Survey

**Comparisons Over Time
2010, 2005, and 2000**

Prepared by the Office of Institutional Research
March 2010

A careful review of the freshman class at Juniata College over the past ten years, based on data from the CIRP Freshman Surveys in 2000, 2005, and 2010 show that the characteristics of Juniata freshmen are changing over time. While the specific changes cannot be verified without a more in-depth analysis of data, these surveys suggest significant changes with important implications for the college. The freshman reports being more creative and with intellectual and social self-confidence than in the past. We are also enrolling more students with educated parents, which suggests we should consider how to continue serving first-generation college students. Interestingly, we have increased our enrollment of students who had average, "B" grades in high school and decreased enrollment of "A" students, while mean SAT and ACT scores have slightly increased. There have also been changes in why students are choosing Juniata, with a greater emphasis on Juniata's reputation, its geographical location relative to the student's home, and if the student was admitted through an early decision program. We should consider how the importance of these factors affect recruitment and marketing. Financial reward also seems to be a larger factor in students' college decisions than in the past, possibly because students seem to be relying less on family support and more on their own funding.

To truly understand the implications of these observations, it would be interesting to compare how our senior classes compare on similar measures and whether they, too are changing over time. This would give us a clearer understanding not only of the types of students attending Juniata but also of the effects Juniata is having on these students, their strengths, beliefs, and goals, and personal attributes.

Personal**Age (As of 12/31 That Year)**

	2010	2005	2000
17	0.3%	0.5%	1.3%
18	68.0%	65.7%	69.0%
19	29.9%	33.0%	28.7%
20+	1.3%	0.8%	1.0%

Gender

	2010	2005	2000
Male	42.7%	45.2%	40.4%
Female	57.2%	54.8%	59.6%

While the balance of male and female students shifted closer to a 50:50 ratio in 2005, over the past ten years Juniata has maintained a rough 60 percent female to 40 percent male ratio.

Native English Speaker

	2010	2005	2000
Yes	96.9%	97.8%	99.0%
No	3.1%	2.2%	1.0%

Over the past ten years, the enrollment of students for whom English is not their native language has increased by two percent. If this population continues to grow, Juniata may need to consider what additional resources would be useful to such students.

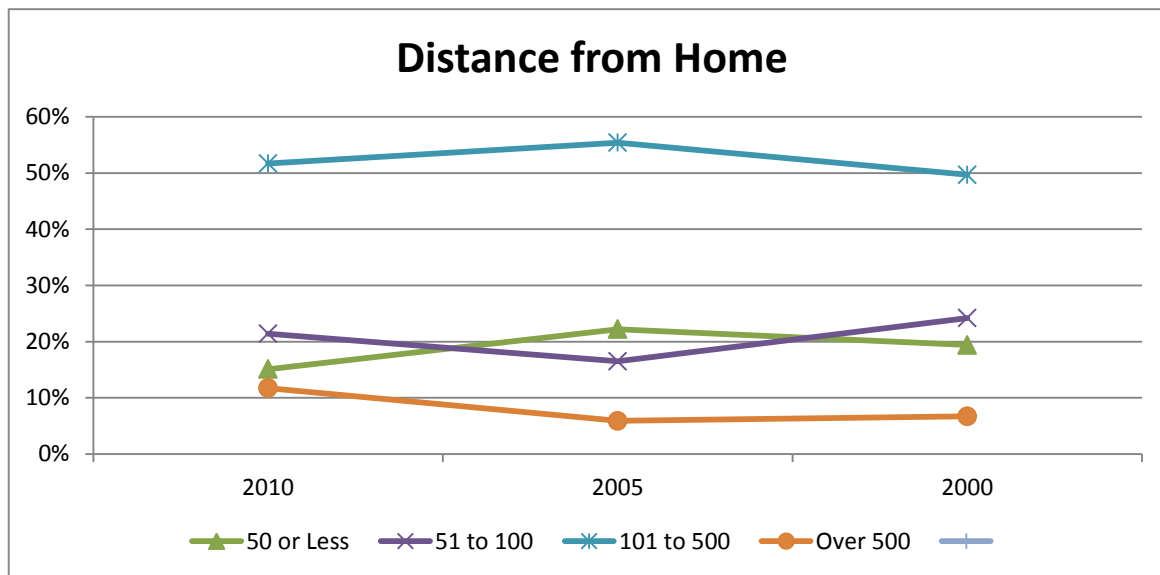
Enrollment

	2010	2005	2000
Full-Time	100.0%	100.0%	NA
Part-Time	0.0%	0.0%	NA

Distance From Home (In Miles)

	2010	2005	2000
50 or Less	15.1%	22.2%	19.4%
51 to 100	21.4%	16.5%	24.2%
101 to 500	51.7%	55.4%	49.7%
Over 500	11.7%	5.9%	6.7%

Over the past ten years, the percentage of local students has increased slightly, and the percentage of students more than 500 miles from home has jumped by five percent. The percentage of students a moderate distance from home has also increased by about five percent.



Citizenship Status

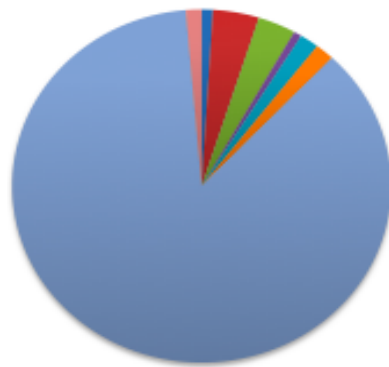
	2010	2005	2000
US Citizen	98.0%	98.1%	99.0%
Permanent Resident	0.0%	0.5%	0.7%
Neither	2.0%	1.3%	0.3%

Racial Background

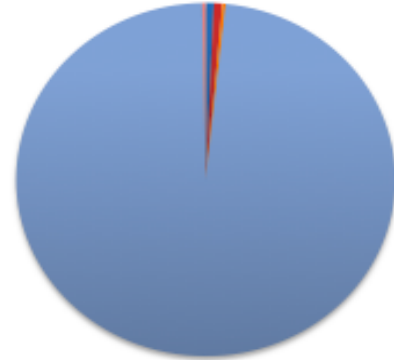
	2010	2005	2000
American Indian/Alaska Native	1.0%	0.5%	0.7%
Asian American/Asian	4.1%	2.7%	0.7%
African American/Black	3.4%	2.4%	0.0%
Mexican American/Chicano	0.7%	0.0%	0.0%
Puerto Rican	1.7%	0.5%	0.0%
Other Latino	1.7%	0.5%	0.3%
White/Caucasian	90.4%	94.7%	98.7%
Other	1.4%	1.3%	0.3%

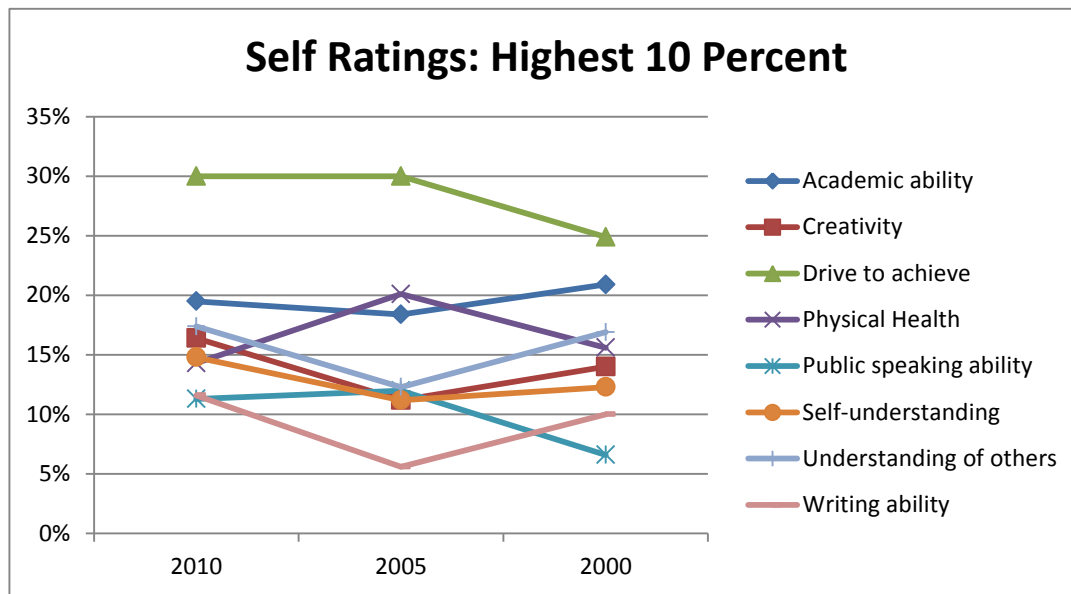
Diversity at Juniata has increased greatly over the past ten years, with a decrease in the percentage of white students and increases in the percentage of students identifying with all other ethnic groups.

2010 Racial Background



2000 Racial Background





Self Ratings: Highest 10 Percent

	2010	2005	2000
Academic ability	19.5%	18.4%	20.9%
Artistic ability	2.0%	4.5%	3.7%
Computer Skills	3.1%	4.8%	3.7%
Cooperativeness	21.2%	19.8%	23.9%
Creativity	16.4%	11.2%	14.0%
Drive to achieve	30.0%	30.0%	24.9%
Emotional health	12.7%	13.6%	15.3%
Leadership ability	17.4%	17.4%	18.6%
Mathematical ability	11.3%	12.9%	13.6%
Physical Health	14.3%	20.1%	15.6%
Popularity	5.2%	NA	4.0%
Public speaking ability	11.3%	12.0%	6.6%
Self-confidence (Intellectual)	17.4%	13.4%	13.0%
Self-confidence (Social)	11.9%	8.8%	9.6%
Self-understanding	14.8%	11.2%	12.3%
Spirituality	9.0%	9.1%	14.7%
Understanding of others	17.4%	12.3%	16.9%
Writing ability	11.6%	5.6%	10.0%

Juniata freshmen in 2010 rated themselves much higher on creativity, intellectual and social self confidence, self understanding and understanding of others than they did in 2000. There was a large decrease in the physical health in comparison to 2005.

Self Ratings: Below Average

	2010	2005	2000
Academic ability	0.7%	0.3%	0.6%
Artistic ability	28.7%	35.3%	36.9%
Computer Skills	19.5%	13.4%	17.0%
Cooperativeness	0.0%	2.9%	1.0%
Creativity	11.6%	9.1%	8.0%
Drive to achieve	2.7%	3.5%	3.3%
Emotional health	11.6%	5.9%	7.6%
Leadership ability	11.3%	6.1%	6.6%
Mathematical ability	14.4%	13.7%	13.0%
Physical Health	10.2%	8.3%	7.0%
Popularity	17.2%	NA	12.3%
Public speaking ability	20.9%	23.8%	23.6%
Self-confidence (Intellectual)	6.1%	5.1%	6.3%
Self-confidence (Social)	16.7%	17.9%	16.7%
Self-understanding	3.8%	2.7%	6.3%
Spirituality	22.8%	17.4%	15.4%
Understanding of others	3.4%	34.5%	2.0%
Writing ability	13.0%	10.4%	11.3%

Although Juniata students in general seem fairly confident in themselves, over time a sizable percentage of Juniata freshmen have continued to rate themselves as below average in the areas of emotional health, leadership ability, mathematical ability, popularity, public speaking ability, spirituality, and writing ability.

Beliefs

Student Agrees Strongly or Somewhat

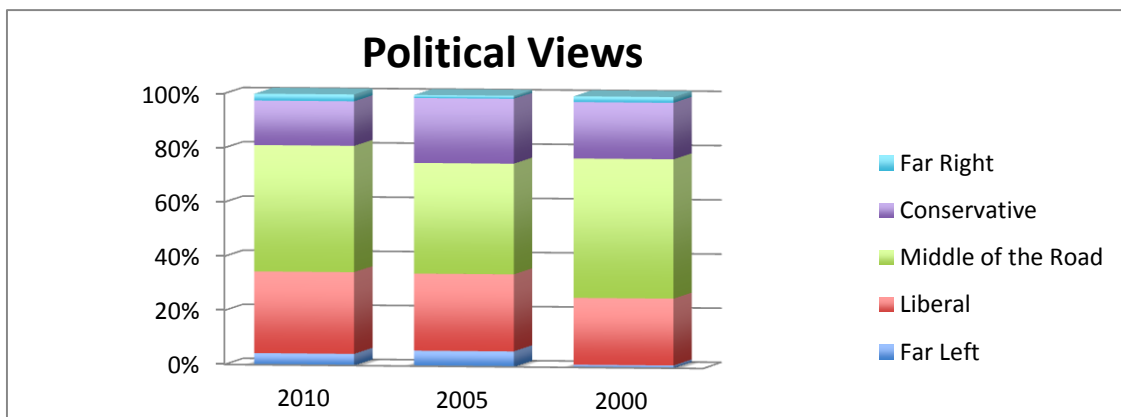
	2009	2005	2000
There is too much concern in the courts for the rights of criminals	52.1%	62.3%	73.2%
Abortion should be legal	58.1%	55.9%	45.5%
Marijuana should be legalized	46.9%	37.3%	29.3%
Racial discrimination is no longer a problem in America	20.5%	17.4%	18.5%
Realistically, an individual can do little to bring about changes in our society	22.6%	25.2%	22.6%
Same-sex couples should have the right to legal marital status	72.2%	60.9%	58.1%
Colleges should prohibit racist/sexist speech on campus	68.3%	67.8%	65.7%

* Data not available for 2010

As can be seen below, over time the percentage of Juniata students identifying as politically moderate has decreased while those identifying as liberal has increased and those identifying as conservative has remained steady. These shifts are reflected in the greater percentage of students in 2009 who believed that abortion and marijuana should be legalized, and that same-sex couples should have the right to legal marital status.

Political Views

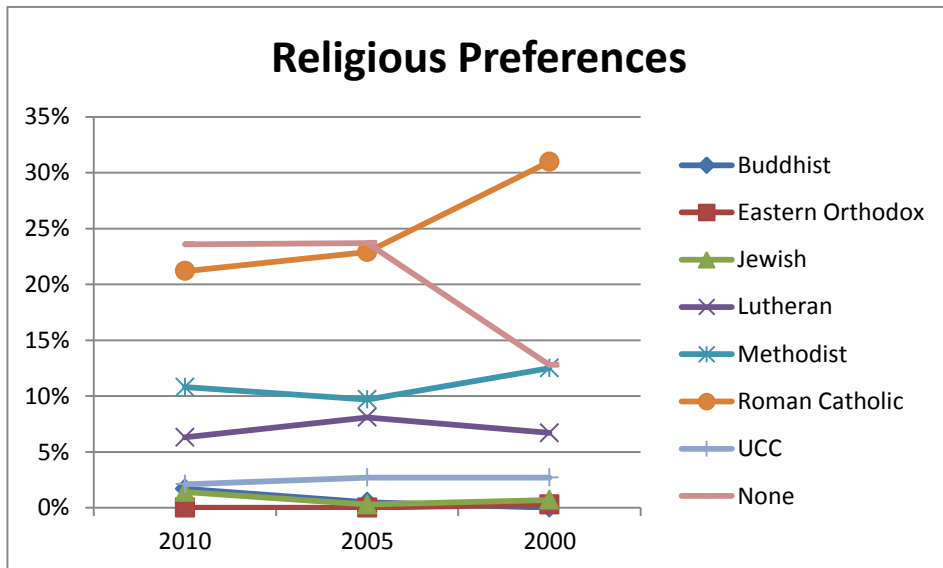
	2010	2005	2000
Far Left	4.3%	5.7%	1.0%
Liberal	30.2%	28.5%	24.7%
Middle of the Road	46.6%	40.8%	51.4%
Conservative	16.4%	23.9%	20.8%
Far Right	2.5%	1.1%	2.1%



Religious Preferences

	2010	2005	2000
Baptist	2.8%	3.8%	4.0%
Buddhist	1.7%	0.5%	0.0%
Church of Christ	3.5%	2.2%	NA
Eastern Orthodox	0.0%	0.0%	0.3%
Episcopalian	2.8%	1.1%	1.7%
Hindu	0.0%	0.0%	NA
Jewish	1.4%	0.3%	0.7%
Latter Day Saint (Mormon)	0.3%	0.0%	0.3%
Lutheran	6.3%	8.1%	6.7%
Methodist	10.8%	9.7%	12.5%
Muslim	0.3%	0.3%	0.0%
Presbyterian	4.2%	5.4%	7.1%
Quaker	1.4%	1.1%	0.0%
Roman Catholic	21.2%	22.9%	31.0%
Seventh Day Adventist	0.0%	0.0%	0.3%
United Church of Christ/Congregational (UCC)	2.1%	2.7%	2.7%
Other Christian	11.1%	13.7%	14.5%
Other Religion	6.6%	4.6%	5.4%
None	23.6%	23.7%	12.8%

Over the past ten years, the percentage of Juniata students identifying as Roman Catholic has decreased by ten percent, while the percentage of students identifying as no religion has increased by 14 percent. The percentage of freshmen identifying with other religions have seen smaller changes through the years.

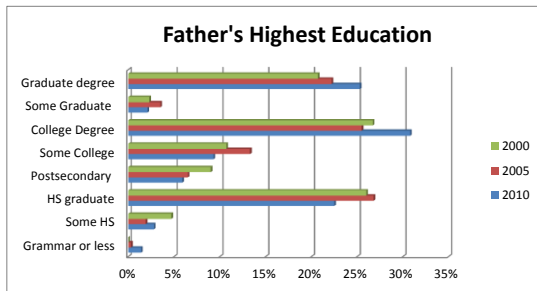


Family

Highest Level of Education Attained by Father

	2010	2005	2000
Grammar school or less	1.4%	0.3%	0.0%
Some high school	2.8%	1.9%	4.7%
High school graduate	22.5%	26.8%	26.0%
Postsecondary school other than college	5.9%	6.5%	9.0%
Some college	9.3%	13.3%	10.7%
College degree	30.8%	25.5%	26.7%
Some graduate school	2.1%	3.5%	2.3%
Graduate degree	25.3%	22.2%	20.7%

Between 2000 and 2010, the percentage of Juniata freshmen reporting that their father's highest level of education is a graduate degree has increased by five percent.

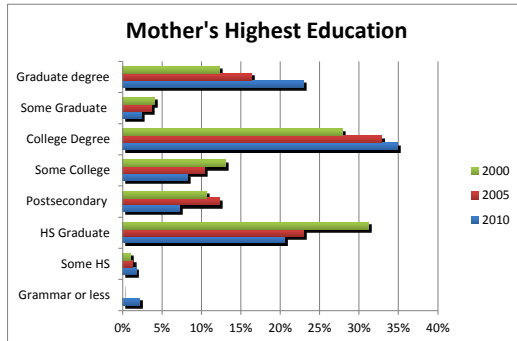


Father's Occupation (Aggregated)

	2010	2005	2000
Artist	2.9%	0.3%	0.3%
Business	23.9%	24.2%	20.4%
Business (Clerical)	1.8%	0.5%	0.7%
Clergy	0.4%	1.4%	1.0%
College Teacher	1.1%	0.8%	1.0%
Doctor (MD or DDS)	5.4%	4.9%	1.4%
Education (Secondary)	4.0%	3.6%	3.8%
Education (Elementary)	1.1%	1.1%	2.4%
Engineer	8.7%	7.7%	5.5%
Farmer or Forester	1.4%	1.6%	1.4%
Health Professional	1.8%	1.6%	2.4%
Homemaker (Full-Time)	0.0%	0.3%	0.3%
Lawyer	2.5%	2.2%	1.4%
Military (Career)	0.0%	1.6%	0.0%
Nurse	0.4%	0.8%	0.7%
Research Scientist	1.1%	0.5%	0.3%
Social/Welfare/Recreation			
Worker	1.1%	0.3%	0.7%
Skilled Worker	6.9%	10.4%	14.0%
Semi-Skilled Worker	0.4%	2.5%	6.8%
Unskilled Worker	4.0%	3.3%	3.4%
Unemployed	3.3%	2.5%	2.4%
Other	27.9%	27.7%	30.0%

Highest Level of Education Attained by Mother			
	2010	2005	2000
Grammar school or less	2.1%	0.0%	0.0%
Some high school	1.7%	1.3%	1.0%
High school graduate	20.5%	23.0%	31.2%
Postsecondary school other than college	7.2%	12.3%	10.6%
Some college	8.2%	10.4%	13.0%
College degree	34.9%	32.9%	27.9%
Some graduate school	2.4%	3.7%	4.0%
Graduate degree	22.9%	16.3%	12.3%

There has been a consistent increase in the percentage of Juniata freshmen reporting that their mothers have a college or graduate degree.



Mother's Occupation (Aggregated)			
	2010	2005	2000
Artist	2.5%	1.1%	0.0%
Business	16.6%	14.7%	8.1%
Business (clerical)	3.2%	6.3%	7.7%
Clergy	1.1%	1.1%	0.3%
College Teacher	1.8%	0.3%	0.3%
Doctor (MD or DDS)	2.1%	0.8%	0.7%
Education (secondary)	4.6%	6.5%	5.7%
Education (elementary)	7.8%	8.7%	10.8%
Engineer	2.5%	0.5%	0.3%
Farmer or Forester	0.0%	0.5%	0.0%
Health Professional	3.2%	5.2%	1.8%
Homemaker (full-time)	9.5%	10.1%	11.1%
Lawyer	1.4%	0.0%	0.0%
Military (career)	0.0%	0.0%	0.0%
Nurse	5.3%	8.2%	10.4%
Research Scientist	0.0%	0.8%	0.0%
Social/Welfare/Recreation			
Worker	2.5%	1.9%	3.4%
Skilled Worker	0.7%	1.4%	3.0%
Semi-Skilled Worker	2.5%	4.6%	0.3%
Unskilled Worker	0.7%	1.6%	2.0%
Unemployed	5.7%	4.6%	3.0%
Other	26.5%	21.0%	30.5%

Mother's Current Religious Preference

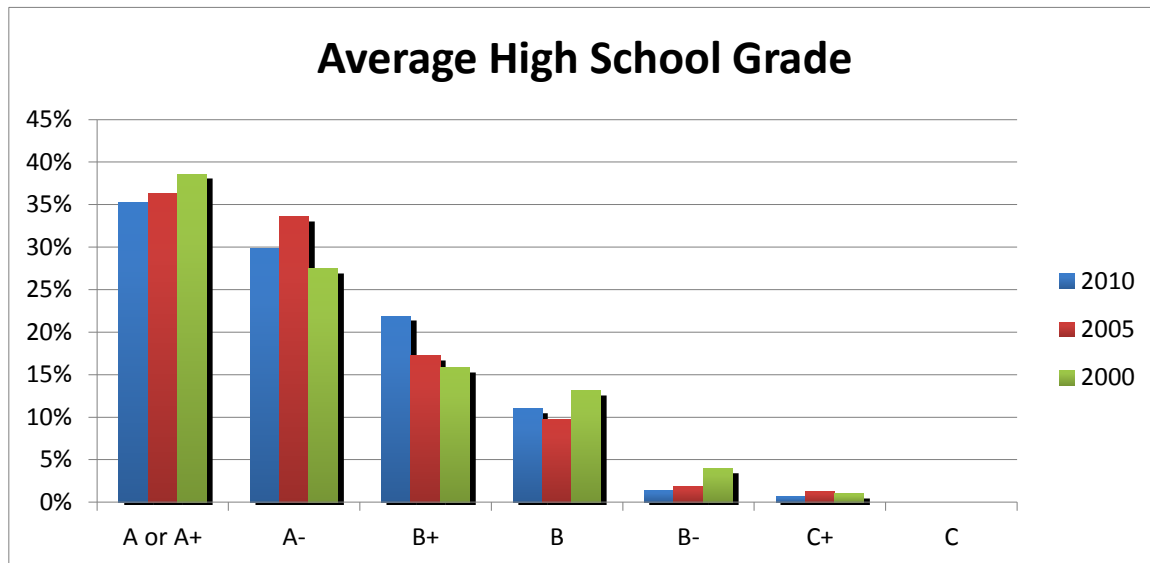
	2010	2005	2000
Baptist	2.1%	3.9%	5.0%
Buddhist	2.1%	0.0%	0.4%
Church of Christ	3.9%	2.8%	NA
Eastern Orthodox	0.4%	0.0%	1.1%
Episcopalian	3.5%	1.7%	2.2%
Hindu	0.0%	0.0%	NA
Jewish	1.4%	1.1%	1.4%
Latter Day Saint (Mormon)	1.1%	0.0%	0.7%
Lutheran	7.4%	7.6%	7.9%
Methodist	12.3%	12.9%	16.2%
Muslim	0.4%	0.3%	0.0%
Presbyterian	6.0%	7.0%	8.3%
Quaker	1.1%	0.6%	0.4%
Roman Catholic	27.7%	30.0%	32.0%
Seventh Day Adventist	0.4%	0.0%	0.4%
United Church of			
Christ/Congregational (UCC)	2.5%	2.5%	2.9%
Other Christian	13.7%	16.0%	12.2%
Other Religion	3.5%	3.1%	2.5%
None	10.9%	10.1%	6.5%

High School

Average High School Grade

	2010	2005	2000
A or A+	35.3%	36.3%	38.6%
A-	29.8%	33.6%	27.5%
B+	21.9%	17.2%	15.8%
B	11.0%	9.7%	13.1%
B-	1.4%	1.9%	4.0%
C+	0.7%	1.3%	1.0%
C	0.0%	0.0%	0.0%
D	0.0%	0.0%	0.0%

There has been a decrease in Juniata freshmen who were A or A+ students in highschool and an increase in students who averaged an A- and B+ grades over the past ten years.



Mean College Test Scores

	2010	2005	2000
SAT Verbal	584	585	574
SAT Math	585	595	588
SAT Composite	1183	1180	1161
ACT Composite	26	25	25

There has been a slight increase in the SAT Composite and ACT scores of Juniata freshmen over the past ten years

High School Type

	2010	2005
Public (Not Charter or Magnet)	81.2%	84.8%
Public Charter	1.4%	0.8%
Public Magnet	2.7%	1.6%
Private Religious/Parochial	6.8%	7.7%
Private Independent/College-Prep	6.8%	4.8%
Home School	1.0%	0.3%

Have Had Tutoring or Remedial Coursework *

	2009	2005	2000
English	5.4%	20.0%	1.3%
Reading	3.8%	16.7%	1.0%
Mathematics	13.2%	71.7%	10.9%
Social Sciences	2.8%	11.7%	0.7%
Science	3.8%	20.0%	2.6%
Foreign Language	4.7%	25.0%	3.0%
Writing	3.8%	16.7%	2.3%

In 2005 there was a jump in both Juniata freshmen who had received remedial coursework in various subjects and those who anticipated needing it

* Data not available for 2010

Will Need Tutoring or Remedial Coursework *

	2009	2005	2000
English	9.1%	18.5%	9.3%
Reading	5.0%	12.6%	4.0%
Mathematics	13.2%	53.8%	20.5%
Social Sciences	2.5%	4.2%	1.7%
Science	10.4%	37.8%	13.6%
Foreign Language	6.6%	24.4%	8.9%
Writing	11.0%	26.9%	12.3%

Reported Doing Frequently in the Past Year

	2010	2005	2000
Attended a religious service	39.6%	42.9%	NA
Was bored in class	35.3%	32.1%	36.5%
Participated in political/organized demonstrations	13.7%	10.4%	NA
Tutored another student	10.0%	12.8%	NA
Studied with other students	31.1%	26.7%	NA
Was a guest in a teacher's home	4.1%	3.2%	NA
Smoked cigarettes	1.7%	1.3%	7.0%
Drank beer	4.8%	4.8%	NA
Drank wine or liquor	5.1%	5.1%	NA
Felt overwhelmed by all I had to do	27.6%	22.4%	27.0%
Felt depressed	5.4%	9.1%	7.4%
Performed volunteer work	34.8%	32.0%	NA
Played a musical instrument	NA	26.4%	NA
Asked a teacher for advice after class	34.8%	28.5%	23.9%
Voted in a student election	17.8%	22.2%	20.7%
Socialized with someone of another racial/ethnic group	58.2%	57.0%	56.1%
Came late to class	3.1%	5.6%	NA
Used the internet: For research or homework	80.2%	84.8%	74.1%
Performed community service as part of a class	14.3%	14.4%	NA
Discussed religion	33.4%	36.6%	27.6%
Discussed politics	35.5%	NA	23.3%

Juniata freshmen now are more likely to discuss politics, participate in political or organized demonstrations, participated in volunteer work, have been a guest at a teacher's home, ask a teacher for advice after class or socialized with someone of another racial/ ethnic group than they were in the past. They are less likely to participate in being a tutor for another student, discuss religion, used the internet for research or homework. Until 2010, Juniata students were less likely than students from peer and aspirant institutions to report participating in community service as part of a class or drinking beer, wine, or liquor frequently or occasionally, but now they report engaging in this behavior

Hours Per Week in Last Year of High School

	2010	2005	2000
Studying or homework (> 6)	46.8%	44.9%	49.6%
Socializing with friends (> 6)	63.5%	66.8%	75.7%
Talking with teachers outside of class (> 1)	21.4%	50.5%	54.7%
Exercising/Sports (> 6)	47.8%	55.6%	60.5%
Partying (> 3)	20.9%	27.2%	31.7%
Working for pay (> 1)	49.6%	59.0%	70.1%
Volunteer work (> 1)	50.3%	52.4%	50.9%
Student clubs or organizations (> 3)	36.6%	38.3%	41.7%
Watching TV (> 6)	29.3%	28.5%	24.8%
Household/Childcare duties (> 3)	26.8%	25.0%	26.6%
Reading for pleasure (> 3)	37.9%	31.5%	24.8%
Playing video/computer games (> 3)	26.8%	26.9%	19.4%
Prayer or meditation (> 1)	NA	30.2%	32.8%

Juniata students spend more time reading for pleasure, playing video games than they did in the past, while they report spending less time socializing with friends, partying, working for pay and significantly less talking with teachers outside of class. Although not true historically, by 2010 Juniata students were more likely than students from peer institutions to report spending at least 6 hours per week studying or doing homework in high school.

College Choice

Number of Other Applications

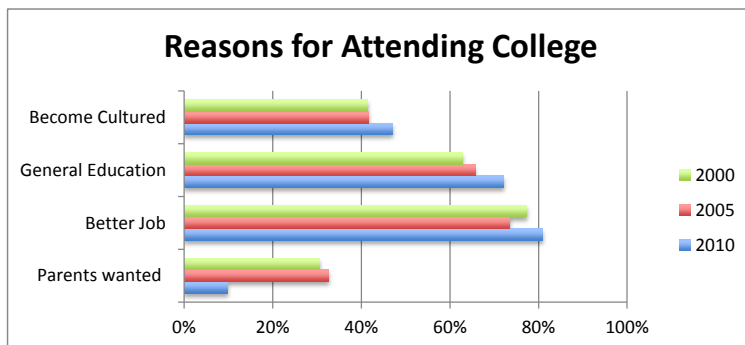
	2010	2005	2000
None	10.2%	16.0%	15.0%
One	8.9%	14.6%	13.6%
Two	10.2%	15.7%	16.9%
Three	18.4%	18.1%	23.9%
Four	15.7%	12.0%	15.6%
Five	11.9%	8.5%	6.3%
Six	7.5%	6.1%	3.0%
Seven to Ten	14.0%	6.9%	5.3%
Eleven or More	3.1%	2.1%	0.3%

Juniata Is Your...

	2010	2005	2000
First Choice	76.8%	81.2%	78.5%
Second Choice	17.7%	15.0%	17.9%
Third Choice	4.8%	2.9%	3.0%
Less Than Third Choice	0.7%	0.8%	0.7%

Noted as Very Important Reasons for Attending College in General

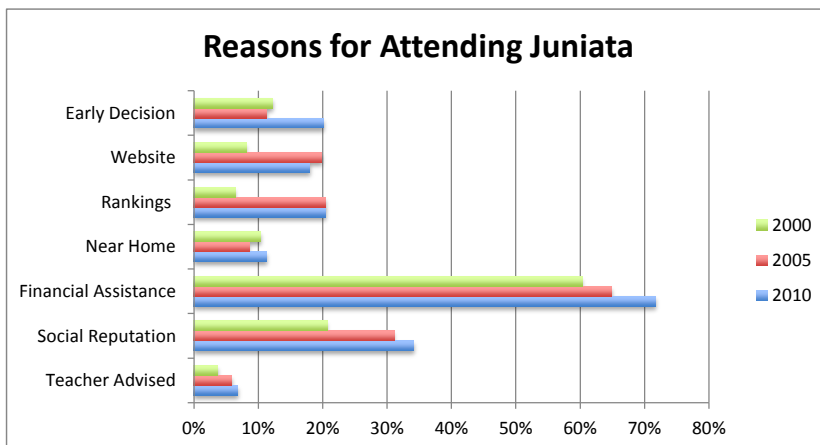
	2010	2005	2000
Parents wanted me to go	9.9%	32.6%	30.6%
Couldn't find a job	NA	3.8%	3.3%
To get away from home	NA	19.4%	16.3%
To be able to get a better job	80.9%	73.5%	77.4%
To gain a general education and appreciation of ideas	72.1%	65.7%	62.9%
There was nothing better to do	NA	2.7%	1.7%
To become a more cultured person	47.0%	41.7%	41.4%
To be able to make more money	59.6%	62.1%	60.6%
To learn more about things that interest me	83.7%	80.7%	77.2%
To prepare for graduate/professional school	66.0%	61.1%	60.9%
Role model/mentor encouraged me to go	NA	14.5%	9.6%
To get training for a specific career	70.9%	66.2%	67.2%



Noted as Very Important Reasons for Attending Juniata Specifically

	2010	2005	2000
My relatives wanted me to come here	3.4%	6.5%	5.0%
My teacher advised me	6.8%	5.9%	3.7%
This college has a very good academic reputation	76.8%	75.6%	74.8%
This college has a good reputation for its social activities	34.1%	31.1%	20.7%
I was offered financial assistance	71.7%	64.9%	60.3%
The cost of attending this college	35.2%	21.7%	NA
High school counselor advised me	11.9%	6.2%	2.3%
Private college counselor advised me	3.4%	4.0%	1.7%
I wanted to live near home	11.3%	8.6%	10.4%
Not offered aid by first choice	8.2%	6.5%	6.8%
This college's graduates gain admission to top graduate/professional schools	51.5%	52.2%	49.5%
This college's graduates get good jobs	63.6%	67.7%	66.6%
I was attracted by the religious affiliation/orientation of the college	3.1%	4.8%	3.0%
I wanted to go to a school about the size of this college	59.8%	60.8%	59.7%
Rankings in national magazines	20.5%	20.4%	6.4%
Information from a website	18.0%	19.9%	8.1%
I was admitted through an early action/early decision program	20.2%	11.3%	12.2%
A visit to campus	58.9%	58.4%	NA

In making their college decision, Juniata freshmen in 2010 put more value in advice from school guidance counselors, financial assistance and early decision admissions, information online, and Juniata's social and academic reputation, as well as its national rankings, than did students in the past. There was also an increase in students who chose Juniata so that they could



Future Plans

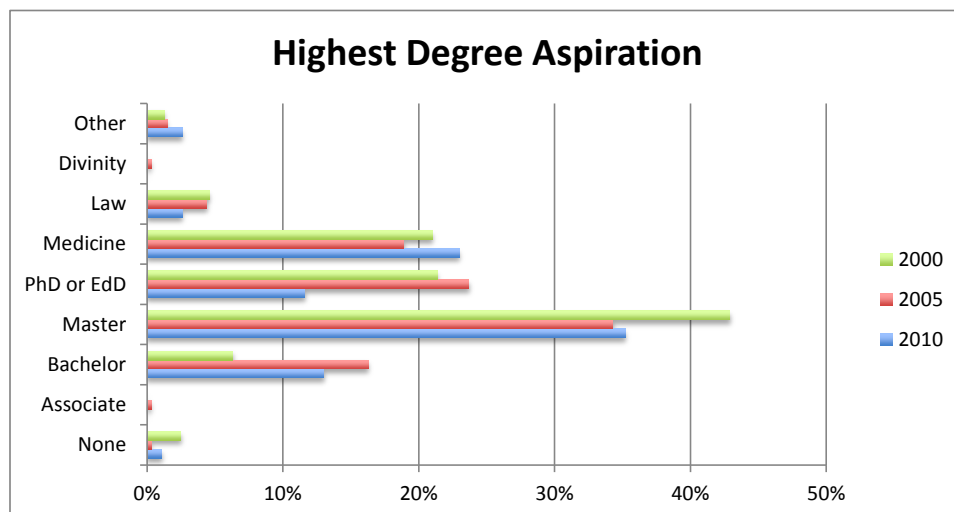
Living Arrangements for Fall Term

	2010	2005	2000
With Family or Other Relatives	3.1%	0.8%	3.0%
Other Private Home, Apartment, or Room	0.0%	0.5%	0.0%
College Residence Hall	96.2%	98.7%	97.0%
Other Campus Student Housing	0.7%	0.0%	0.0%

Highest Degree Aspiration

	2010	2005	2000
None	1.1%	0.3%	2.5%
Associate	0.0%	0.3%	0.0%
Bachelor	13.0%	16.3%	6.3%
Master	35.2%	34.3%	42.9%
Ph.D. or Ed.D.	11.6%	23.7%	21.4%
M.D., D.O., D.D.S., D.V.M.	23.0%	18.9%	21.0%
J.D. (Law)	2.6%	4.4%	4.6%
B.D. or M.DIV. (Divinity)	0.0%	0.3%	0.0%
Other	2.6%	1.5%	1.3%

Over the past ten years, the percentage of Juniata freshmen aspiring to a bachelor's degree, medical degree, Ph.D. or Ed.D as their highest degree have increased, while the percentage aspiring to a master's or law degree have decreased.



Highest Degree Planned At This Institution

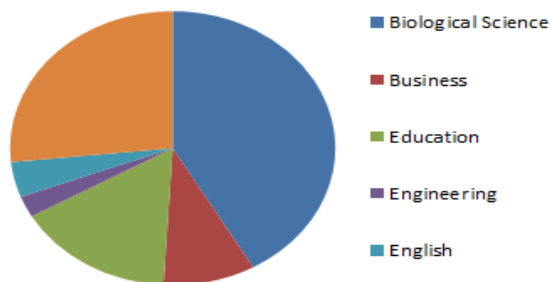
	2010	2005	2000
None	0.8%	0.7%	2.1%
Vocational Certificate	0.0%	0.0%	0.4%
Associate	40.0%	0.0%	0.0%
Bachelor	84.8%	89.2%	87.2%
Master	10.8%	7.6%	6.4%
Ph.D. or Ed.D.	1.6%	0.7%	1.7%
M.D., D.O., D.D.S., D.V.M.	0.4%	1.0%	0.9%
J.D. (Law)	0.0%	0.0%	0.9%
B.D. or M.DIV. (Divinity)	0.0%	0.3%	0.0%
Other	1.2%	0.3%	0.4%

Probable Field of Study (Aggregated)

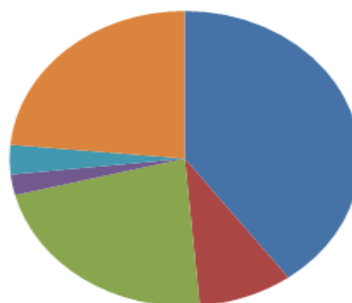
	2010	2005	2000
Biological Science	25.1%	28.6%	24.8%
Business	5.5%	8.4%	5.4%
Education	9.5%	9.8%	13.9%
Engineering	1.5%	0.8%	1.4%
English	2.5%	0.3%	2.0%
Health Professional	16.0%	13.9%	14.6%
History or Political Science	4.4%	5.7%	2.7%
Humanities	4.7%	2.5%	4.7%
Fine Arts	1.1%	1.1%	1.4%
Mathematics or Statistics	0.4%	1.6%	0.7%
Physical Science	8.7%	7.1%	7.1%
Social Science	7.3%	4.4%	7.5%
Other Technical	1.1%	3.8%	3.4%
Other Non-Technical	4.4%	5.2%	5.8%
Undecided	8.0%	6.8%	8.8%

Juniata has seen an increase in freshmen studying biology, health professions, physical science, and history or political science and a decrease in students interested in education.

2010 Fields of Study



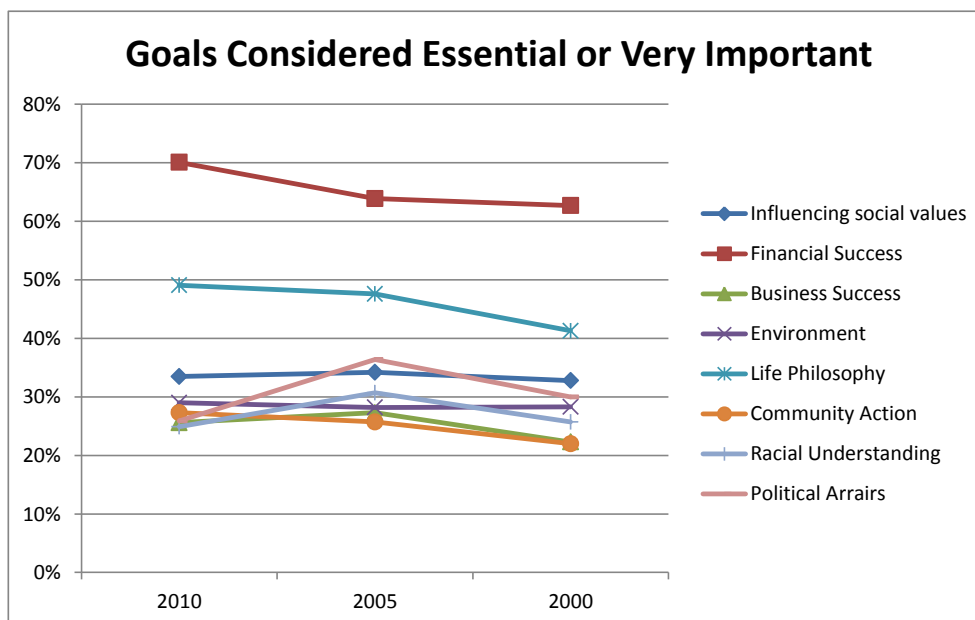
2000 Fields of Study



Goals and Values Considered Essential or Very Important

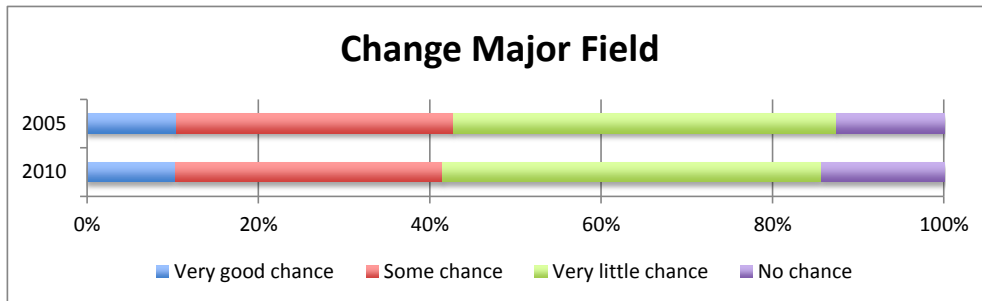
	2010	2005	2000
Becoming accomplished in one of the performing arts	12.9%	9.9%	12.3%
Becoming an authority in my field	50.5%	53.6%	55.9%
Obtaining recognition from my colleagues for contributions to my special field	45.4%	48.4%	50.0%
Influencing the political structure	13.7%	18.2%	15.1%
Influencing social values	33.5%	34.2%	32.8%
Raising a family	68.6%	72.5%	74.5%
Being very well off financially	70.1%	63.9%	62.7%
Helping others who are in difficulty	65.4%	65.9%	68.6%
Making a theoretical contribution to science	27.3%	24.1%	27.7%
Writing original works (poems, novels, short stories, etc.)	11.3%	11.5%	13.4%
Creating artistic works (painting, sculpture, decorating, etc.)	8.6%	12.6%	10.0%
Being successful in a business of my own	25.6%	27.3%	22.3%
Becoming involved in programs to clean up the environment	29.0%	28.2%	28.3%
Developing a meaningful philosophy of life	49.1%	47.6%	41.3%
Participating in a community action program	27.3%	25.7%	22.0%
Helping to promote racial understanding	24.9%	30.7%	25.7%
Keeping up to date with political affairs	25.9%	36.4%	30.0%
Becoming a community leader	22.2%	28.9%	29.0%
Improving my understanding of other countries and cultures	45.1%	55.8%	NA
Having administrative responsibility for the work of others	NA	31.6%	27.7%
Integrating spirituality into my life	NA	40.9%	44.1%

More freshmen are placing value in being very well off financially, developing a meaningful philosophy of life, and participating in community action programs in 2010 than in 2000. Over the past ten years, there has been a decrease in emphasis on raising a family and becoming a community leader.



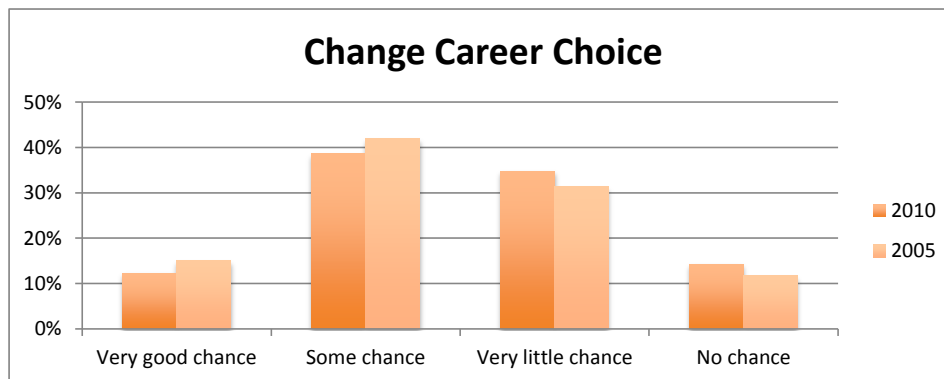
Change Major Field

	2010	2005
Very good chance	10.3%	10.4%
Some chance	31.2%	32.4%
Very little chance	44.2%	44.7%
No chance	14.4%	12.6%



Change Career Choice

	2010	2005
Very good chance	12.3%	15.0%
Some chance	38.6%	42.0%
Very little chance	34.8%	31.3%
No chance	14.3%	11.8%



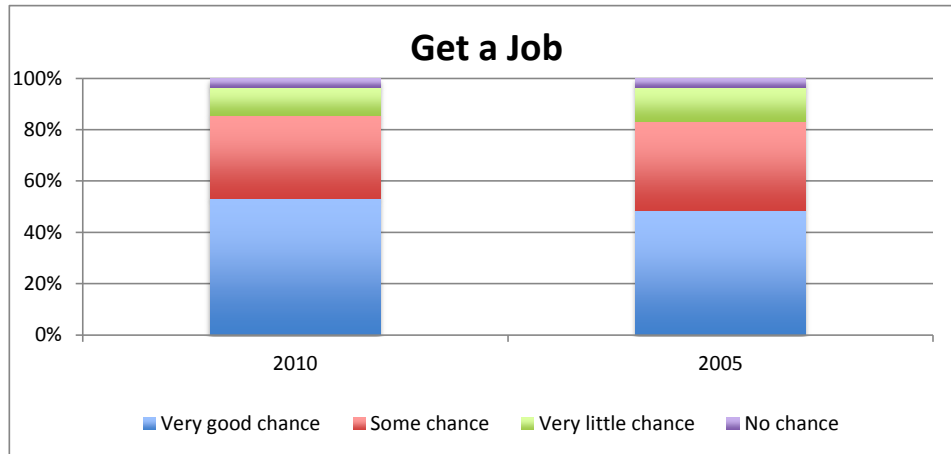
Participate in Student Government

	2010	2005
Very good chance	3.1%	5.1%
Some chance	19.8%	22.8%
Very little chance	44.7%	42.6%
No chance	32.4%	29.5%

Get a Job to Help Pay for College Expenses

	2010	2005
Very good chance	53.3%	48.4%
Some chance	32.3%	34.8%
Very little chance	11.0%	13.4%
No chance	3.4%	3.5%

Possibly due to the current economic situation, students are more likely to consider getting a job to help pay for college expenses.



Work Full-Time While Attending College

	2010	2005
Very good chance	1.7%	0.8%
Some chance	17.6%	9.9%
Very little chance	44.8%	40.6%
No chance	35.9%	48.7%

There has also been a rise in students who feel they may need to work full-time while attending Juniata

Join a Social Fraternity or Sorority

	2010	2005
Very good chance	0.3%	0.3%
Some chance	3.4%	2.9%
Very little chance	15.7%	17.7%
No chance	80.5%	79.1%

Fortunately, between 2005 and 2010, Juniata freshmen seemed to become more aware of the fact that they will not be joining a fraternity or sorority at Juniata.

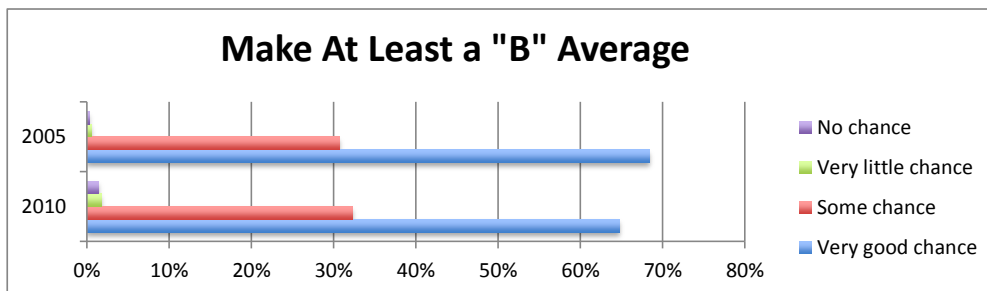
Play Intercollegiate Athletics

	2010	2005
Very good chance	30.6%	28.5%
Some chance	32.0%	18.5%
Very little chance	22.3%	22.8%
No chance	15.1%	30.1%

Make At Least a "B" Average

	2010	2005
Very good chance	64.7%	68.4%
Some chance	32.3%	30.7%
Very little chance	1.7%	0.5%
No chance	1.4%	0.3%

Juniata freshmen in 2010 seemed slightly less confident in their ability to maintain at least a "B" average than freshmen in 2005.



Participate in Student Protests or Demonstrations

	2010	2005
Very good chance	9.2%	7.8%
Some chance	22.9%	25.1%
Very little chance	39.2%	44.4%
No chance	28.7%	22.7%

Transfer To Another College Before Graduating

	2010	2005
Very good chance	2.4%	2.1%
Some chance	11.6%	13.4%
Very little chance	45.5%	52.8%
No chance	40.4%	31.6%

Juniata freshmen remain confident that they will stay at Juniata through graduation, and most freshmen still predict that they will be satisfied with their college choice.

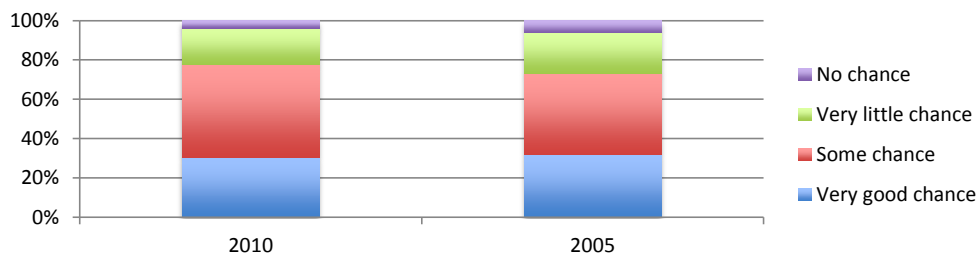
Be Satisfied With Your College

	2010	2005
Very good chance	66.2%	67.2%
Some chance	32.1%	30.6%
Very little chance	1.7%	1.9%
No chance	0.0%	0.3%

Participate in Volunteer or Community Service Work

	2010	2005
Very good chance	30.4%	31.9%
Some chance	47.4%	41.3%
Very little chance	18.4%	20.6%
No chance	3.8%	6.2%

Juniata students remain interested in participating in volunteer or community service work. Juniata should ensure that students have ample opportunities to serve the local and wider community through extracurricular activities and coursework.

Volunteer Work

Communicate Regularly With Your Professors

	2010	2005
Very good chance	48.1%	53.2%
Some chance	45.4%	43.3%
Very little chance	5.5%	2.9%
No chance	1.0%	0.5%

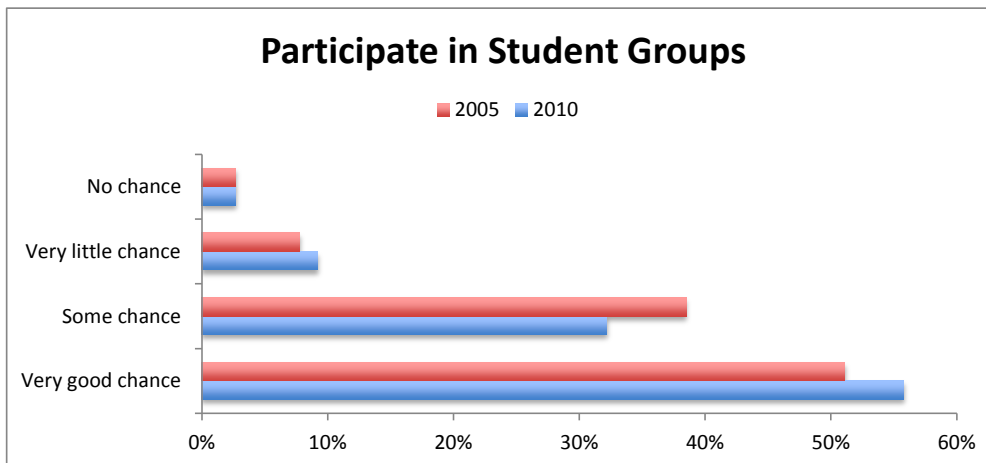
Socialize With Someone of Another Racial/Ethnic Group

	2010	2005
Very good chance	60.1%	64.4%
Some chance	32.8%	32.1%
Very little chance	6.5%	2.1%
No chance	0.7%	1.3%

Juniata students are slightly less likely to see themselves socializing with someone of another racial or ethnic group than they were in

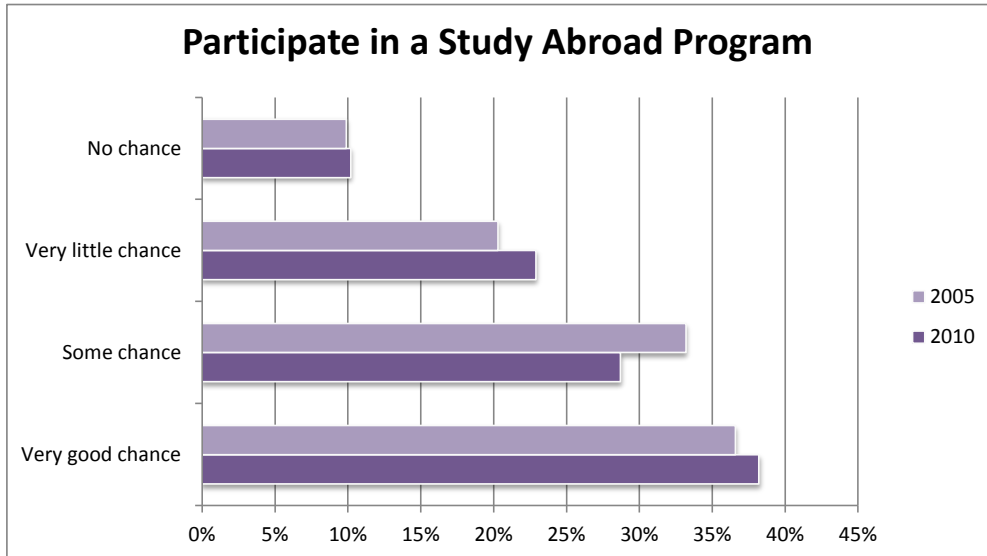
Participate in Student Clubs/Groups

	2010	2005
Very good chance	55.8%	51.1%
Some chance	32.2%	38.5%
Very little chance	9.2%	7.8%
No chance	2.7%	2.7%



Participate in a Study Abroad Program

	2010	2005
Very good chance	38.2%	36.6%
Some chance	28.7%	33.2%
Very little chance	22.9%	20.3%
No chance	10.2%	9.9%



Student's Probable Career (Aggregated)

	2010	2005	2000
Artist	5.6%	2.8%	0.7%
Business	3.5%	7.5%	4.1%
Business (clerical)	0.4%	0.0%	0.0%
Clergy	0.0%	0.6%	0.0%
College Teacher	0.4%	1.7%	0.0%
Doctor (MD or DDS)	17.6%	13.8%	12.2%
Education (secondary)	5.3%	5.5%	9.8%
Education (elementary)	4.2%	5.8%	6.6%
Engineer	2.1%	1.1%	2.1%
Farmer or Forester	2.8%	2.2%	2.8%
Health Professional	9.5%	8.6%	11.4%
Lawyer	2.5%	3.6%	3.1%
Nurse	1.1%	0.0%	0.0%
Research Scientist	9.5%	8.3%	9.4%
Social/Welfare/Recreation Worker	1.8%	0.3%	0.3%
Semi-Skilled Worker	0.0%	0.3%	0.0%
Unskilled Worker	0.0%	1.1%	0.0%
Unemployed	1.1%	0.6%	0.0%
Other	16.9%	20.7%	24.8%
Undecided	15.8%	15.7%	12.2%

Financial

Resources used to fund education

	2010	2005	2000
Family Resources	89.8%	92.5%	93.2%
My Own Resources	77.9%	70.7%	NA
Grants and Scholarships	90.2%	92.2%	NA
Loans	67.6%	70.7%	NA
Other	7.9%	5.6%	5.1%

There has been a slight increase in the percentage of Juniata student who are confident in their ability to finance their education. At the same time, students report relying slightly less on family resources and slightly more on their own funds.

Concern regarding ability to finance education

	2010	2005	2000
None (I am confident that I will have sufficient funds)	26.4%	28.6%	25.9%
Some (But I probably will have enough funds)	65.4%	60.0%	64.2%
Major (Not sure I will have enough funds to complete college)	8.2%	11.4%	9.9%

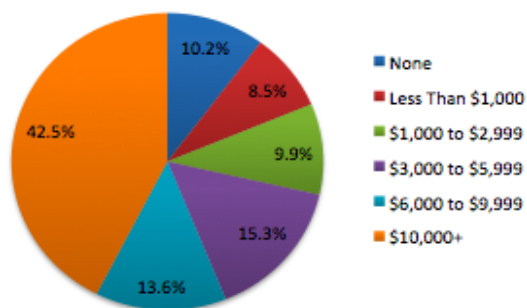
How Much of Your First Year's Educational Expenses Do You Expect To Cover From Each of the Following Categories?

Family resources (parents, relatives, spouse, etc.)

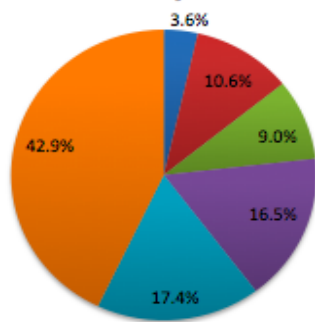
	2010	2005
None	10.2%	3.6%
Less Than \$1,000	8.5%	10.6%
\$1,000 to \$2,999	9.9%	9.0%
\$3,000 to \$5,999	15.3%	16.5%
\$6,000 to \$9,999	13.6%	17.4%
\$10,000+	42.5%	42.9%

*Data not available for 2000

2010 Family Resources



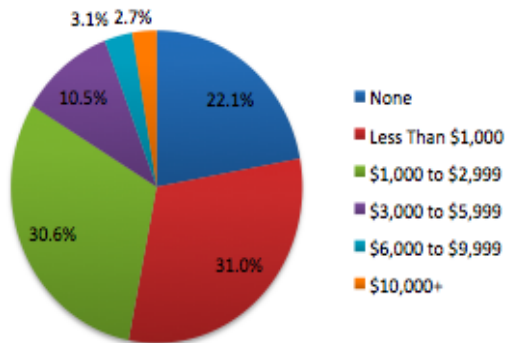
2005 Family Resources



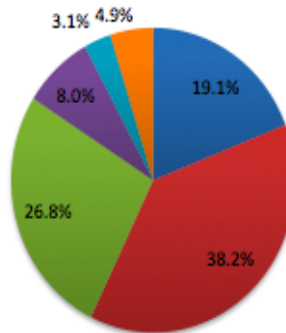
My own resources (savings from work, work-study, other income)

	2010	2005
None	22.1%	19.1%
Less Than \$1,000	31.0%	38.2%
\$1,000 to \$2,999	30.6%	26.8%
\$3,000 to \$5,999	10.5%	8.0%
\$6,000 to \$9,999	3.1%	3.1%
\$10,000+	2.7%	4.9%

2010 Own Resources



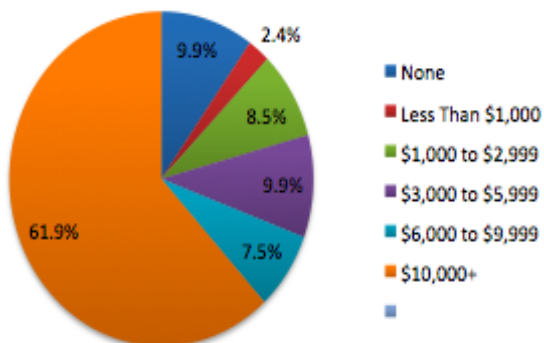
2005 Own Resources



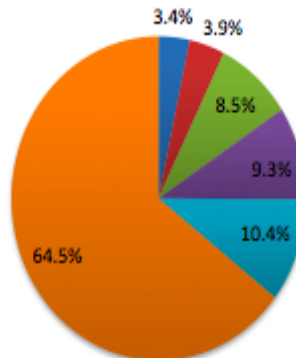
Aid which need not be repaid (grants, scholarships, military funding, etc.)

	2010	2005
None	9.9%	3.4%
Less Than \$1,000	2.4%	3.9%
\$1,000 to \$2,999	8.5%	8.5%
\$3,000 to \$5,999	9.9%	9.3%
\$6,000 to \$9,999	7.5%	10.4%
\$10,000+	61.9%	64.5%

2010 Not Repaid



2005 Not Repaid

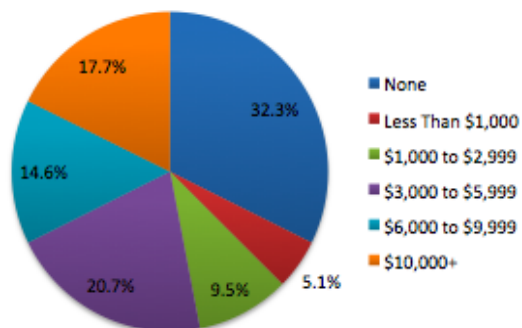


Fewer Juniata students are receiving grants and scholarships than in 2005, while more students are taking out loans.

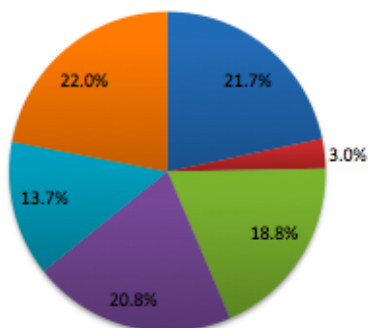
Aid which must be repaid (loans, etc.)

	2010	2005
None	32.3%	21.7%
Less Than \$1,000	5.1%	3.0%
\$1,000 to \$2,999	9.5%	18.8%
\$3,000 to \$5,999	20.7%	20.8%
\$6,000 to \$9,999	14.6%	13.7%
\$10,000+	17.7%	22.0%

2009 Repaid



2005 Repaid



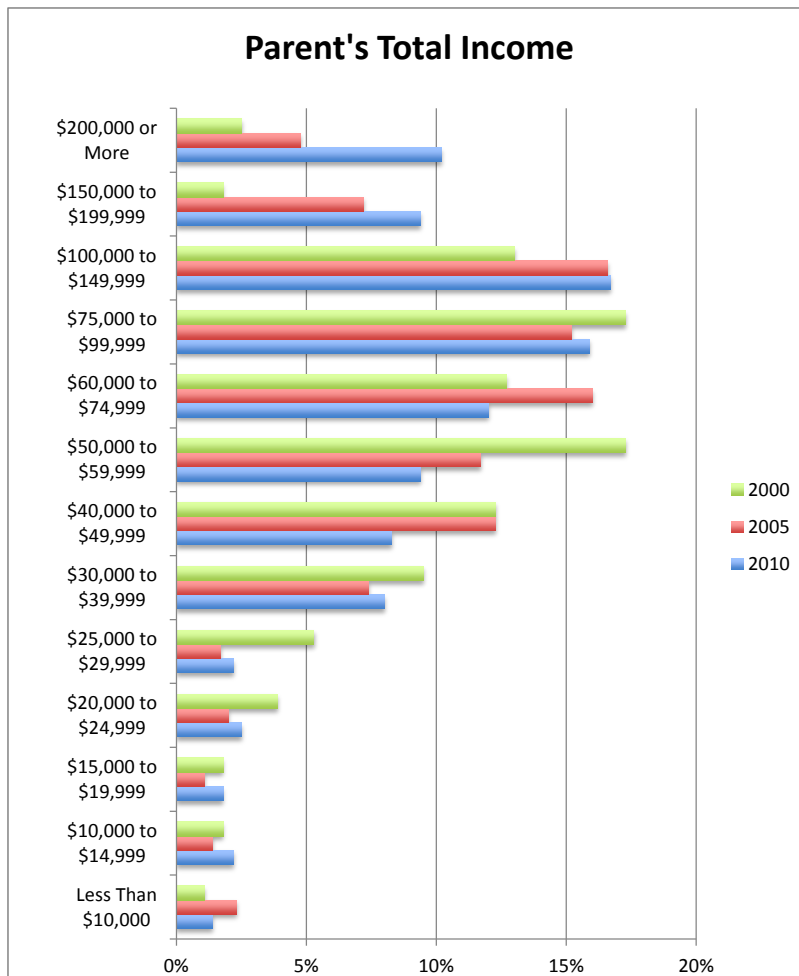
Other sources than above

	2010	2005
None	93.9%	85.7%
Less Than \$1,000	1.4%	5.4%
\$1,000 to \$2,999	1.7%	3.4%
\$3,000 to \$5,999	0.7%	0.7%
\$6,000 to \$9,999	1.0%	0.7%
\$10,000+	1.4%	4.1%

Best estimate of parent's total income before taxes

	2010	2005	2000
Less Than \$10,000	1.4%	2.3%	1.1%
\$10,000 to \$14,999	2.2%	1.4%	1.8%
\$15,000 to \$19,999	1.8%	1.1%	1.8%
\$20,000 to \$24,999	2.5%	2.0%	3.9%
\$25,000 to \$29,999	2.2%	1.7%	5.3%
\$30,000 to \$39,999	8.0%	7.4%	9.5%
\$40,000 to \$49,999	8.3%	12.3%	12.3%
\$50,000 to \$59,999	9.4%	11.7%	17.3%
\$60,000 to \$74,999	12.0%	16.0%	12.7%
\$75,000 to \$99,999	15.9%	15.2%	17.3%
\$100,000 to \$149,999	16.7%	16.6%	13.0%
\$150,000 to \$199,999	9.4%	7.2%	1.8%
\$200,000 or More	10.2%	4.8%	2.5%

There have been increases in the percentage of students from families in the highest and lowest income brackets at the same time as there has been a slight decrease in the percentage of freshmen estimating a moderate family income.



Local Questions

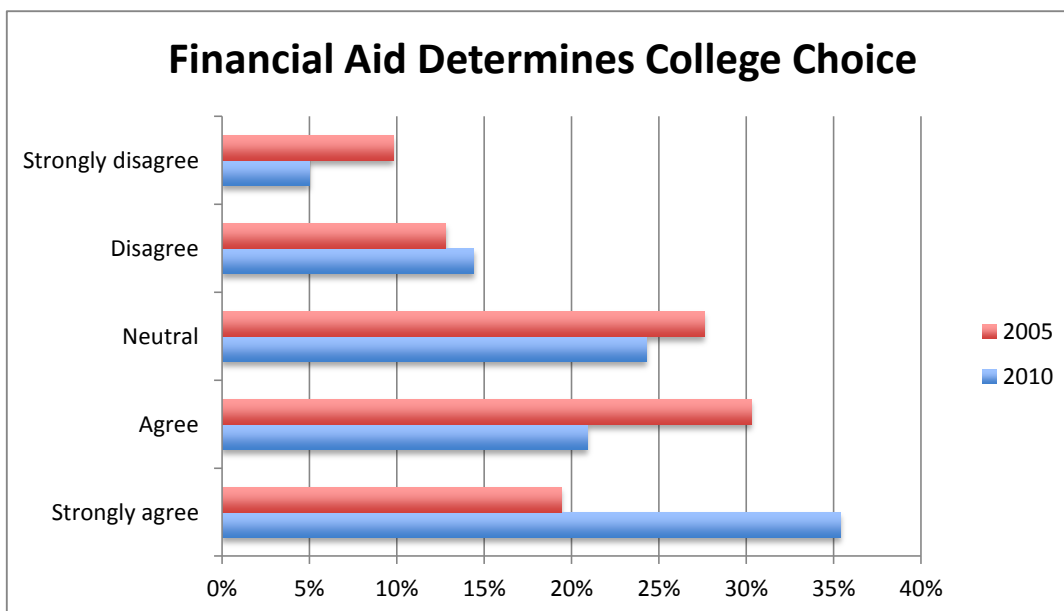
Please Indicate Your Degree of Agreement With Each of the Following Statements:*

My financial aid award determined where I would attend college

	2010	2005
Strongly agree	35.4%	19.4%
Agree	20.9%	30.3%
Neutral	24.3%	27.6%
Disagree	14.4%	12.8%
Strongly disagree	5.0%	9.8%

* Data not available for 2000

Financial aid is a bigger factor in college choice for Juniata students than it was even just a few years ago.



I am comfortable in situations in which religious, political, or cultural values or beliefs are different from mine

	2010	2005
Strongly agree	29.3%	38.8%
Agree	26.2%	40.4%
Neutral	26.2%	17.8%
Disagree	12.4%	2.7%
Strongly disagree	5.9%	0.3%

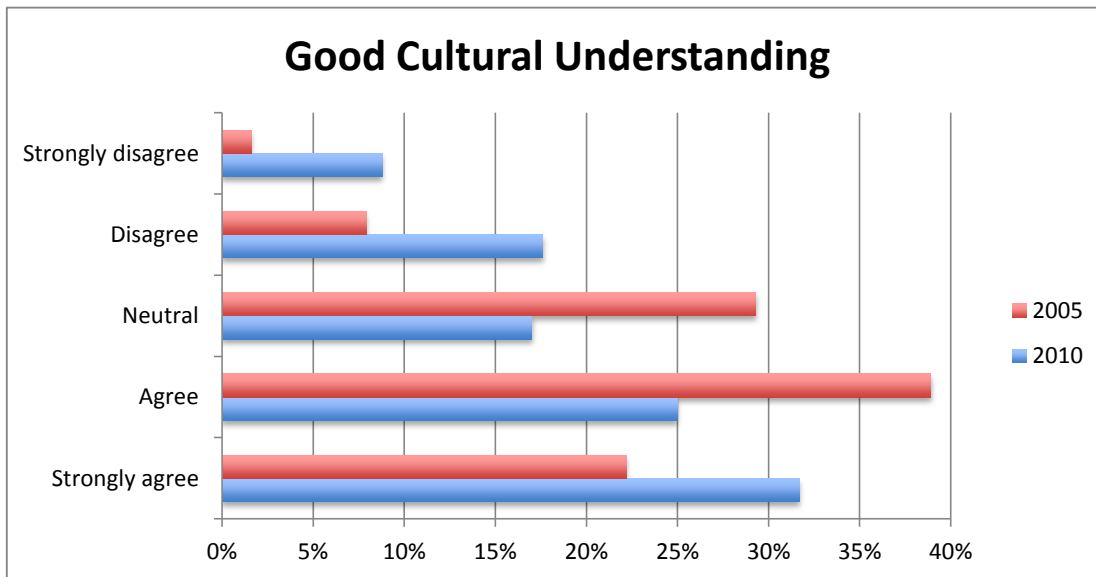
* Data not available for 2000

In the past five years, Juniata freshmen have become more knowledgeable about and comfortable with diversity, according to the freshmen survey.

I believe that I have a good understanding of at least one culture other than my own

	2010	2005
Strongly agree	31.7%	22.2%
Agree	25.0%	38.9%
Neutral	17.0%	29.3%
Disagree	17.6%	7.9%
Strongly disagree	8.8%	1.6%

*Data not available for 2000



How Would You Categorize the Following Influences On Your Decision to Attend Juniata?

Outdoor recreational activities available in the central PA area

	2010	2005
Great Influence	28.0%	21.3%
Some Influence	30.7%	35.0%
No Influence	26.8%	42.3%

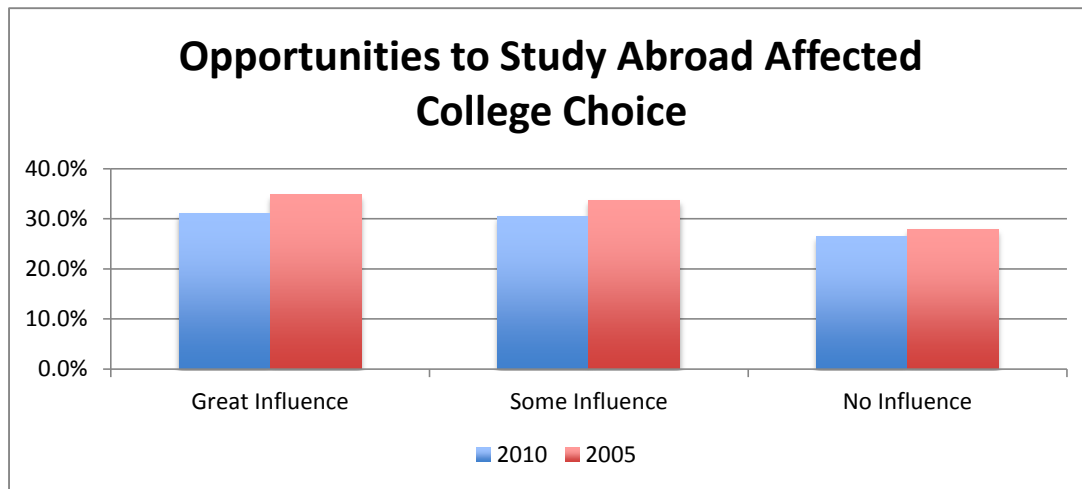
The opportunity to write my own Program of Emphasis

	2010	2005
Great Influence	23.0%	42.3%
Some Influence	31.5%	41.8%
No Influence	30.1%	15.3%

Opportunities to study abroad

	2010	2005
Great Influence	31.0%	34.8%
Some Influence	30.5%	33.7%
No Influence	26.5%	27.9%

Juniata students have become less interested in studying abroad in the past five years.

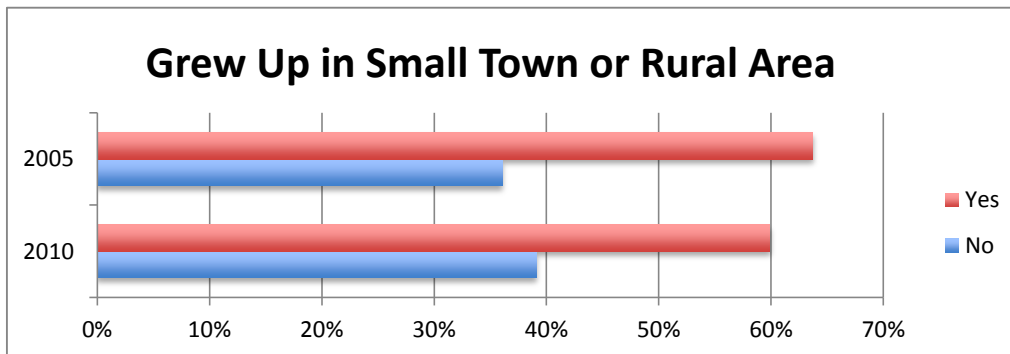


Please Indicate If the Followin Statements Are True for You:

The area in which I grew up could be classified as either small-town or rural

	2010	2005
No	39.1%	36.1%
Yes	59.9%	63.7%

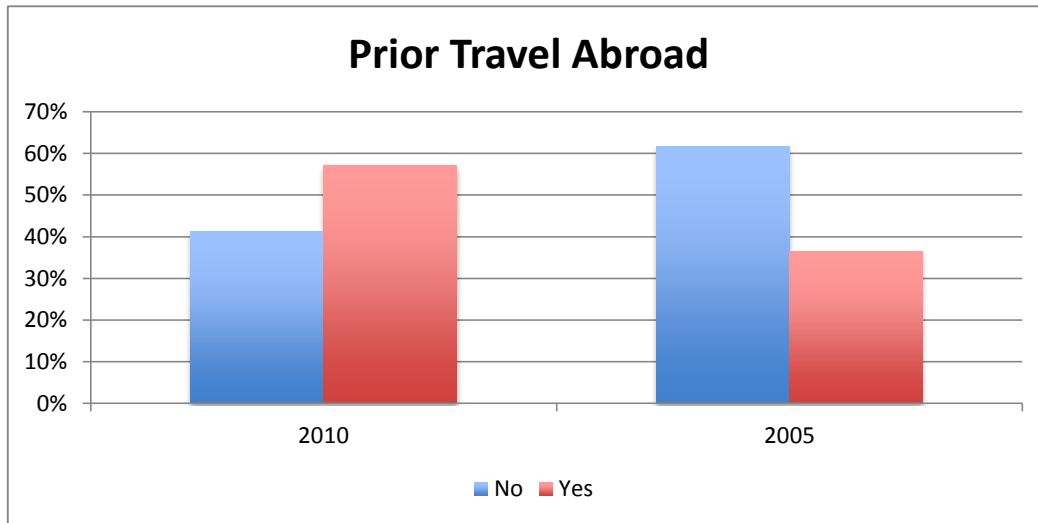
Fewer freshmen report coming from rural areas than in 2005.



Prior to my arrival at Juniata, I traveled abroad

	2010	2005
No	41.3%	61.6%
Yes	57.2%	36.4%

There has been a large jump in the percentage of Juniata freshmen reporting prior travel abroad.



*Data not available for 2000