

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>First-time Full-time Freshmen</b>	158	55	103	1,268	610	658	
<b>How old will you be on December 31 of this year?</b>							
16 or younger	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
17	1.3%	1.8%	1.0%	2.1%	2.6%	1.7%	
18	67.7%	58.2%	72.8%	69.2%	65.2%	72.9%	
19	28.5%	36.4%	24.3%	27.0%	30.2%	24.0%	
20	2.5%	3.6%	1.9%	1.4%	1.6%	1.2%	
21 to 24	0.0%	0.0%	0.0%	0.2%	0.3%	0.2%	
25 to 29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
30 to 39	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
40 to 54	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
55 or older	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total (n)	158	55	103	1,268	610	658	
<b>Is English your native language?</b>							
Yes	92.4%	89.1%	94.2%	85.7%	84.6%	86.8%	
No	7.6%	10.9%	5.8%	14.3%	15.4%	13.2%	
Total (n)	158	55	103	1,267	610	657	
<b>In what year did you graduate from high school?</b>							
2011	98.7%	98.2%	99.0%	98.5%	97.9%	99.1%	
2010	1.3%	1.8%	1.0%	1.3%	1.6%	0.9%	
2009	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	
2008 or earlier	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
Did not graduate but passed G.E.D. test	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Never completed high school	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total (n)	158	55	103	1,268	610	658	
<b>Are you enrolled (or enrolling) as a:</b>							
Full-time student	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Part-time student	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total (n)	158	55	103	1,268	610	658	
<b>How many miles is this college from your permanent home?</b>							
5 or less	1.9%	1.8%	1.9%	1.5%	2.0%	1.1%	
6 to 10	0.0%	0.0%	0.0%	2.3%	2.0%	2.6%	
11 to 50	10.1%	14.5%	7.8%	17.6%	15.9%	19.1%	
51 to 100	5.1%	7.3%	3.9%	5.4%	5.2%	5.6%	
101 to 500	15.2%	10.9%	17.5%	17.5%	16.2%	18.7%	
Over 500	67.7%	65.5%	68.9%	55.7%	58.7%	52.9%	
Total (n)	158	55	103	1,268	610	658	

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<b>What was your average grade in high school?</b>							
A or A+	66.5%	60.0%	69.9%	65.7%	64.1%	67.2%	
A-	27.8%	36.4%	23.3%	28.9%	30.3%	27.6%	
B+	5.7%	3.6%	6.8%	4.7%	4.9%	4.6%	
B	0.0%	0.0%	0.0%	0.6%	0.7%	0.6%	
B-	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
C+	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
C	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
D	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total (n)	158	55	103	1,264	608	656	
<b>SAT Critical Reading</b>							
Mean	713	717	711	704	702	706	
Median	720	720	720	710	710	710	
Total (n)	128	42	86	990	484	506	
<b>SAT Mathematics</b>							
Mean	697	716	688	721	736	706	
Median	700	730	690	740	760	710	
Total (n)	128	42	86	993	484	509	
<b>SAT Writing</b>							
Mean	716	716	716	709	707	712	
Median	720	725	715	720	720	720	
Total (n)	128	42	86	988	484	504	
<b>ACT Composite</b>							
Mean	30	30	30	31	32	31	
Median	32	32	32	33	33	33	
Total (n)	119	37	82	999	461	538	
<b>From what kind of high school did you graduate?</b>							
Public school (not charter or magnet)	58.9%	65.5%	55.3%	65.3%	64.5%	66.1%	
Public charter school	1.9%	0.0%	2.9%	1.1%	0.8%	1.4%	
Public magnet school	5.7%	7.3%	4.9%	5.1%	5.3%	4.9%	
Private religious/parochial school	10.1%	7.3%	11.7%	9.6%	11.5%	7.9%	
Private independent college-prep school	23.4%	20.0%	25.2%	18.9%	17.9%	19.8%	
Home school	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total (n)	158	55	103	1,266	608	658	
<b>Prior to this term, have you ever taken courses for credit at this institution?</b>							
Yes	3.8%	10.9%	0.0%	4.5%	6.3%	2.9%	
No	96.2%	89.1%	100.0%	95.5%	93.8%	97.1%	
Total (n)	158	55	103	1,266	608	658	

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	Total	Men	Women	Total	Men	Women	
<b>Since leaving high school, have you ever taken courses, whether for credit or not for credit, at any other institution (university, 4- or 2-year college, technical, vocational, or business school)?</b>							
Yes	14.6%	10.9%	16.5%	10.8%	10.0%	11.6%	
No	85.4%	89.1%	83.5%	89.2%	90.0%	88.4%	
Total (n)	158	55	103	1,268	610	658	
<b>Where do you plan to live during the fall term?</b>							
With my family or other relatives	0.0%	0.0%	0.0%	0.5%	0.3%	0.6%	
Other private home, apartment, or room	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
College residence hall	96.2%	90.9%	99.0%	95.8%	94.9%	96.7%	
Fraternity or sorority house	0.6%	1.8%	0.0%	0.1%	0.2%	0.0%	
Other campus student housing	3.2%	7.3%	1.0%	3.5%	4.4%	2.6%	
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total (n)	158	55	103	1,268	610	658	
<b>To how many colleges other than this one did you apply for admission this year?</b>							
None	15.2%	14.5%	15.5%	9.2%	9.0%	9.4%	
1	8.9%	16.4%	4.9%	6.2%	7.1%	5.3%	
2	7.6%	5.5%	8.7%	5.4%	5.1%	5.6%	
3	5.1%	7.3%	3.9%	6.5%	6.6%	6.4%	
4	7.0%	7.3%	6.8%	7.2%	7.2%	7.1%	
5	7.6%	7.3%	7.8%	8.8%	7.6%	9.9%	
6	7.6%	9.1%	6.8%	8.4%	8.4%	8.4%	
7-10	25.9%	18.2%	30.1%	30.9%	30.8%	31.0%	
11 or more	15.2%	14.5%	15.5%	17.5%	18.3%	16.9%	
Total (n)	158	55	103	1,266	608	658	
<b>Were you accepted by your first choice college?</b>							
Yes	72.8%	72.7%	72.8%	62.5%	58.3%	66.3%	
No	27.2%	27.3%	27.2%	37.5%	41.7%	33.7%	
Total (n)	158	55	103	1,263	607	656	
<b>Is this college your:</b>							
First choice	70.3%	67.3%	71.8%	59.6%	56.0%	62.9%	
Second choice	20.3%	20.0%	20.4%	18.6%	18.7%	18.5%	
Third choice	8.2%	10.9%	6.8%	12.5%	13.9%	11.1%	
Less than third choice	1.3%	1.8%	1.0%	9.4%	11.4%	7.5%	
Total (n)	158	55	103	1,260	605	655	
<b>Citizenship status:</b>							
U.S. citizen	93.7%	90.9%	95.1%	88.7%	86.6%	90.7%	
Permanent resident (green card)	1.3%	1.8%	1.0%	4.4%	5.6%	3.3%	
Neither	5.1%	7.3%	3.9%	6.9%	7.9%	5.9%	
Total (n)	158	55	103	1,268	610	658	

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	Total	Men	Women	Total	Men	Women	
<b>Military Status:</b>							
None	99.4%	98.2%	100.0%	99.7%	99.7%	99.7%	
ROTC, cadet, or midshipman at a service academy	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
In Active Duty, Reserves, or National Guard	0.6%	1.8%	0.0%	0.1%	0.2%	0.0%	
A discharged veteran NOT serving in Active Duty, Reserves, or National Guard	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Total (n)	158	55	103	1,267	609	658	
<b>Are your parents:</b>							
Both alive and living with each other	81.6%	80.0%	82.5%	83.3%	85.6%	81.3%	
Both alive, divorced or living apart	17.7%	20.0%	16.5%	14.2%	12.8%	15.5%	
One or both deceased	0.6%	0.0%	1.0%	2.4%	1.6%	3.2%	
Total (n)	158	55	103	1,267	610	657	
<b>Have you had any special tutoring or remedial work in:</b>							
English	3.8%	5.5%	2.9%	5.0%	6.6%	3.6%	
Reading	4.4%	5.5%	3.9%	4.5%	6.1%	3.0%	
Mathematics	18.4%	21.8%	16.5%	11.0%	10.0%	11.9%	
Social Studies	3.2%	5.5%	1.9%	2.4%	3.3%	1.7%	
Science	7.0%	7.3%	6.8%	5.7%	5.4%	5.9%	
Foreign Language	7.6%	9.1%	6.8%	5.1%	6.2%	4.1%	
Writing	4.4%	5.5%	3.9%	4.4%	5.9%	3.0%	
Total (n)	158	55	103	1,268	610	658	
<b>Do you feel you will need any special tutoring or remedial work in:</b>							
English	1.9%	1.8%	1.9%	2.4%	2.5%	2.4%	
Reading	2.5%	1.8%	2.9%	2.4%	2.5%	2.3%	
Mathematics	8.9%	5.5%	10.7%	6.0%	3.6%	8.2%	
Social Studies	1.3%	0.0%	1.9%	1.6%	1.1%	2.0%	
Science	5.1%	1.8%	6.8%	3.8%	1.8%	5.6%	
Foreign Language	5.1%	1.8%	6.8%	5.4%	5.7%	5.0%	
Writing	3.8%	3.6%	3.9%	4.3%	4.1%	4.4%	
Total (n)	158	55	103	1,268	610	658	
<b>Number of AP Courses taken during high school</b>							
Not offered at my high school	7.6%	14.5%	3.9%	8.1%	9.7%	6.7%	
None	2.5%	1.8%	2.9%	1.7%	1.6%	1.8%	
1 to 4	24.2%	20.0%	26.5%	19.1%	16.2%	21.8%	
5 to 9	56.7%	58.2%	55.9%	55.6%	55.2%	56.0%	
10 to 14	8.9%	5.5%	10.8%	14.7%	16.1%	13.4%	
15+	0.0%	0.0%	0.0%	0.7%	1.1%	0.3%	
Total (n)	157	55	102	1,267	610	657	

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	Total	Men	Women	Total	Men	Women	
<b>Number of AP Exams taken during high school</b>							
Not offered at my high school	5.7%	7.3%	4.9%	5.8%	6.9%	4.7%	
None	3.8%	3.6%	3.9%	2.6%	2.3%	2.9%	
1 to 4	24.7%	23.6%	25.2%	22.0%	19.7%	24.2%	
5 to 9	59.5%	63.6%	57.3%	55.9%	55.1%	56.6%	
10 to 14	6.3%	1.8%	8.7%	12.9%	14.6%	11.4%	
15+	0.0%	0.0%	0.0%	0.8%	1.5%	0.2%	
Total (n)	158	55	103	1,267	610	657	
<b>Highest academic degree planned</b>							
None	2.6%	1.9%	3.0%	2.8%	3.3%	2.3%	
Vocational certificate	0.6%	0.0%	1.0%	0.1%	0.0%	0.2%	
Associate (A.A. or equivalent)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bachelor's degree (B.A., B.S., etc.)	26.6%	29.6%	25.0%	9.4%	8.8%	10.0%	
Master's degree (M.A., M.S., etc.)	50.6%	46.3%	53.0%	38.2%	36.5%	39.8%	
Ph.D. or Ed.D.	7.8%	11.1%	6.0%	23.1%	25.8%	20.5%	
M.D., D.O., D.D.S., D.V.M.	1.9%	3.7%	1.0%	16.4%	15.0%	17.7%	
J.D. (Law)	6.5%	5.6%	7.0%	8.6%	8.3%	8.8%	
B.D. or M.DIV. (Divinity)	0.6%	0.0%	1.0%	0.1%	0.0%	0.2%	
Other	2.6%	1.9%	3.0%	1.4%	2.2%	0.6%	
Total (n)	154	54	100	1,249	600	649	
<b>Highest academic degree planned at this college</b>							
None	0.6%	1.9%	0.0%	0.6%	1.4%	0.0%	
Vocational certificate	0.6%	0.0%	1.0%	0.2%	0.0%	0.3%	
Associate (A.A. or equivalent)	1.3%	0.0%	2.0%	1.6%	1.7%	1.6%	
Bachelor's degree (B.A., B.S., etc.)	84.6%	87.0%	83.3%	70.8%	67.1%	74.3%	
Master's degree (M.A., M.S., etc.)	8.3%	7.4%	8.8%	15.7%	17.6%	14.0%	
Ph.D. or Ed.D.	1.9%	1.9%	2.0%	3.4%	4.2%	2.7%	
M.D., D.O., D.D.S., D.V.M.	0.0%	0.0%	0.0%	4.9%	5.2%	4.5%	
J.D. (Law)	0.6%	0.0%	1.0%	1.8%	1.7%	1.9%	
B.D. or M.DIV. (Divinity)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other	1.9%	1.9%	2.0%	1.0%	1.2%	0.8%	
Total (n)	156	54	102	1,233	592	641	
<b>How would you describe the racial composition of the high school you last attended?</b>							
Completely White	5.1%	1.8%	6.9%	5.3%	5.7%	4.9%	
Mostly White	56.1%	60.0%	53.9%	58.2%	59.1%	57.4%	
Roughly half non-White	27.4%	27.3%	27.5%	23.5%	22.0%	25.0%	
Mostly non-White	8.9%	7.3%	9.8%	9.8%	9.7%	9.9%	
Completely non-White	2.5%	3.6%	2.0%	3.2%	3.4%	2.9%	
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<b>How would you describe the racial composition of the neighborhood where you grew up?</b>							
Completely White	15.9%	18.2%	14.7%	13.8%	14.0%	13.5%	
Mostly White	61.8%	60.0%	62.7%	62.9%	63.3%	62.6%	
Roughly half non-White	14.0%	14.5%	13.7%	11.1%	10.5%	11.6%	
Mostly non-White	5.1%	3.6%	5.9%	7.6%	6.9%	8.2%	
Completely non-White	3.2%	3.6%	2.9%	4.7%	5.3%	4.1%	
Total (n)	157	55	102	1,265	608	657	
<b>How much of your first year's educational expenses (room, board, tuition, and fees) do you expect to cover from each of the sources listed below?</b>							
<b>Family resources (parents, relatives, spouse, etc.)</b>							
None	5.1%	5.5%	4.9%	7.4%	7.9%	7.0%	
Less than \$1,000	0.6%	0.0%	1.0%	2.7%	1.1%	4.1%	
\$1,000 - \$2,999	3.8%	7.3%	1.9%	5.0%	5.6%	4.6%	
\$3,000 - \$5,999	8.2%	12.7%	5.8%	5.9%	7.0%	4.9%	
\$6,000 - \$9,999	6.3%	9.1%	4.9%	5.8%	6.1%	5.6%	
\$10,000 +	75.9%	65.5%	81.6%	73.1%	72.3%	73.9%	
Total (n)	158	55	103	1,268	610	658	
<b>My own resources (savings from work, work-study, other income)</b>							
None	28.5%	27.3%	29.1%	32.1%	33.9%	30.4%	
Less than \$1,000	22.2%	25.5%	20.4%	20.7%	18.9%	22.5%	
\$1,000 - \$2,999	31.6%	25.5%	35.0%	28.7%	28.4%	29.0%	
\$3,000 - \$5,999	9.5%	10.9%	8.7%	11.7%	11.3%	12.0%	
\$6,000 - \$9,999	4.4%	5.5%	3.9%	3.5%	3.1%	3.8%	
\$10,000 +	3.8%	5.5%	2.9%	3.3%	4.4%	2.3%	
Total (n)	158	55	103	1,268	610	658	
<b>Aid which need not be repaid (grants, scholarships, military funding, etc.)</b>							
None	41.1%	32.7%	45.6%	39.2%	40.3%	38.1%	
Less than \$1,000	2.5%	3.6%	1.9%	3.9%	3.1%	4.7%	
\$1,000 - \$2,999	8.9%	7.3%	9.7%	8.6%	8.7%	8.5%	
\$3,000 - \$5,999	5.7%	5.5%	5.8%	4.1%	3.6%	4.6%	
\$6,000 - \$9,999	5.1%	5.5%	4.9%	3.7%	3.6%	3.8%	
\$10,000 +	36.7%	45.5%	32.0%	40.5%	40.7%	40.3%	
Total (n)	158	55	103	1,268	610	658	

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<b>How much of your first year's educational expenses (room, board, tuition, and fees) do you expect to cover from each of the sources listed below?</b>							
<b>Aid which must be repaid (loans, etc.)</b>							
None	55.7%	63.6%	51.5%	59.5%	62.3%	57.0%	
Less than \$1,000	0.6%	0.0%	1.0%	0.7%	0.5%	0.9%	
\$1,000 - \$2,999	5.7%	5.5%	5.8%	5.8%	5.6%	5.9%	
\$3,000 - \$5,999	13.9%	10.9%	15.5%	14.8%	13.8%	15.8%	
\$6,000 - \$9,999	10.8%	5.5%	13.6%	7.3%	7.7%	6.8%	
\$10,000 +	13.3%	14.5%	12.6%	11.9%	10.2%	13.5%	
Total (n)	158	55	103	1,268	610	658	
<b>Other than above</b>							
None	92.4%	94.5%	91.3%	93.4%	93.4%	93.3%	
Less than \$1,000	2.5%	1.8%	2.9%	2.0%	1.6%	2.3%	
\$1,000 - \$2,999	3.2%	1.8%	3.9%	2.3%	2.5%	2.1%	
\$3,000 - \$5,999	0.0%	0.0%	0.0%	0.5%	0.7%	0.3%	
\$6,000 - \$9,999	0.6%	1.8%	0.0%	0.6%	0.8%	0.5%	
\$10,000 +	1.3%	0.0%	1.9%	1.3%	1.0%	1.5%	
Total (n)	158	55	103	1,268	610	658	
<b>What is your best estimate of your parents' income?</b>							
Less than \$10,000	0.7%	0.0%	1.1%	1.8%	1.6%	1.9%	
\$10,000 to \$14,999	1.4%	3.8%	0.0%	1.2%	1.4%	1.0%	
\$15,000 to \$19,999	0.0%	0.0%	0.0%	1.2%	1.2%	1.1%	
\$20,000 to \$24,999	2.7%	1.9%	3.2%	1.3%	0.9%	1.6%	
\$25,000 to \$29,999	2.7%	3.8%	2.1%	2.0%	2.4%	1.6%	
\$30,000 to \$39,999	2.0%	3.8%	1.1%	2.4%	1.9%	2.9%	
\$40,000 to \$49,999	6.1%	3.8%	7.4%	3.3%	2.4%	4.0%	
\$50,000 to \$59,999	3.4%	1.9%	4.2%	4.3%	3.8%	4.8%	
\$60,000 to \$74,999	5.4%	5.8%	5.3%	6.6%	7.1%	6.1%	
\$75,000 to \$99,999	7.5%	11.5%	5.3%	10.7%	11.5%	9.9%	
\$100,000 to \$149,999	22.4%	21.2%	23.2%	18.5%	17.2%	19.7%	
\$150,000 to \$199,999	12.2%	9.6%	13.7%	11.5%	9.4%	13.5%	
\$200,000 to \$249,999	5.4%	5.8%	5.3%	9.1%	9.9%	8.3%	
\$250,000 or more	27.9%	26.9%	28.4%	26.3%	29.2%	23.6%	
Total (n)	147	52	95	1,199	575	624	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Do you have any concern about your ability to finance your college education?</b>							
None (I am confident that I will have sufficient funds)	31.0%	34.5%	29.1%	37.2%	40.4%	34.3%	
Some (but I probably will have enough funds)	57.0%	54.5%	58.3%	54.4%	52.7%	55.9%	
Major (not sure I will have enough funds to complete college)	12.0%	10.9%	12.6%	8.4%	6.8%	9.8%	
Total (n)	158	55	103	1,254	601	653	
Mean	1.81	1.76	1.83	1.71	1.66	1.75	
Standard deviation	0.63	0.64	0.63	0.61	0.60	0.62	
Significance	0.05	0.09	0.06	0.02	0.02	0.02	
Effect size	0.40	0.41	0.39	0.37	0.36	0.38	
<b>Your current religious preference</b>							
Baptist	1.9%	1.9%	1.9%	2.8%	3.1%	2.6%	
Buddhist	0.0%	0.0%	0.0%	1.5%	1.5%	1.5%	
Church of Christ	1.3%	3.8%	0.0%	1.9%	2.5%	1.2%	
Eastern Orthodox	0.6%	1.9%	0.0%	1.1%	1.7%	0.5%	
Episcopalian	3.2%	3.8%	2.9%	1.8%	1.9%	1.7%	
Hindu	0.6%	0.0%	1.0%	3.5%	3.1%	3.9%	
Jewish	17.9%	18.9%	17.5%	12.0%	13.1%	11.0%	
LDS (Mormon)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Lutheran	4.5%	1.9%	5.8%	3.7%	3.2%	4.2%	
Methodist	3.8%	3.8%	3.9%	2.4%	2.2%	2.6%	
Muslim	0.0%	0.0%	0.0%	1.8%	2.0%	1.5%	
Presbyterian	4.5%	1.9%	5.8%	4.7%	4.4%	4.9%	
Quaker	0.6%	0.0%	1.0%	0.2%	0.0%	0.3%	
Roman Catholic	21.2%	13.2%	25.2%	18.9%	17.1%	20.5%	
Seventh Day Adventist	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
United Church of Christ/Congregational	0.0%	0.0%	0.0%	0.6%	0.5%	0.6%	
Other Christian	3.8%	5.7%	2.9%	7.4%	5.8%	9.0%	
Other Religion	1.9%	3.8%	1.0%	2.9%	2.2%	3.5%	
None	34.0%	39.6%	31.1%	32.9%	35.7%	30.4%	
Total (n)	156	53	103	1,237	589	648	



2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Father's current religious preference</b>							
Baptist	2.5%	3.7%	1.9%	3.8%	3.9%	3.7%	
Buddhist	0.0%	0.0%	0.0%	1.9%	1.7%	2.0%	
Church of Christ	0.6%	1.9%	0.0%	1.9%	2.2%	1.7%	
Eastern Orthodox	1.9%	1.9%	1.9%	1.4%	2.0%	0.8%	
Episcopalian	5.1%	3.7%	5.8%	2.3%	2.0%	2.5%	
Hindu	0.0%	0.0%	0.0%	4.4%	4.9%	3.9%	
Jewish	20.4%	20.4%	20.4%	12.7%	14.6%	11.0%	
LDS (Mormon)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Lutheran	4.5%	3.7%	4.9%	4.8%	4.9%	4.7%	
Methodist	3.2%	3.7%	2.9%	3.6%	3.4%	3.7%	
Muslim	0.6%	0.0%	1.0%	1.9%	2.0%	1.9%	
Presbyterian	5.1%	3.7%	5.8%	5.6%	5.4%	5.7%	
Quaker	0.6%	0.0%	1.0%	0.2%	0.2%	0.3%	
Roman Catholic	25.5%	22.2%	27.2%	23.1%	23.2%	22.9%	
Seventh Day Adventist	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
United Church of Christ/Congregational	0.6%	0.0%	1.0%	0.4%	0.3%	0.5%	
Other Christian	7.6%	7.4%	7.8%	7.4%	5.8%	9.0%	
Other Religion	0.6%	1.9%	0.0%	1.6%	1.4%	1.9%	
None	21.0%	25.9%	18.4%	22.8%	21.7%	23.9%	
Total (n)	157	54	103	1,235	590	645	
<b>Mother's current religious preference</b>							
Baptist	3.8%	3.7%	3.9%	4.6%	4.2%	4.9%	
Buddhist	0.0%	0.0%	0.0%	2.3%	2.2%	2.3%	
Church of Christ	0.6%	1.9%	0.0%	2.6%	3.2%	2.0%	
Eastern Orthodox	1.3%	1.9%	1.0%	1.3%	1.7%	0.9%	
Episcopalian	4.5%	3.7%	4.9%	2.9%	2.7%	3.1%	
Hindu	0.6%	0.0%	1.0%	4.4%	4.7%	4.0%	
Jewish	17.8%	18.5%	17.5%	13.3%	14.9%	11.9%	
LDS (Mormon)	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Lutheran	7.0%	3.7%	8.7%	5.4%	5.6%	5.3%	
Methodist	2.5%	1.9%	2.9%	3.3%	2.7%	3.9%	
Muslim	0.0%	0.0%	0.0%	1.9%	2.0%	1.9%	
Presbyterian	7.6%	5.6%	8.7%	6.5%	6.4%	6.5%	
Quaker	0.6%	0.0%	1.0%	0.2%	0.2%	0.2%	
Roman Catholic	28.7%	27.8%	29.1%	23.7%	22.7%	24.6%	
Seventh Day Adventist	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
United Church of Christ/Congregational	0.6%	0.0%	1.0%	0.7%	0.5%	0.9%	
Other Christian	7.6%	11.1%	5.8%	8.6%	7.6%	9.4%	
Other Religion	0.6%	1.9%	0.0%	1.7%	1.5%	1.9%	
None	15.9%	18.5%	14.6%	16.5%	16.9%	16.1%	
Total (n)	157	54	103	1,238	591	647	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>For the activities below, indicate which ones you did during the past year.</b>							
<b>Attended a religious service</b>							
Frequently	30.4%	21.8%	35.0%	29.6%	28.6%	30.4%	
Occasionally	39.9%	43.6%	37.9%	40.6%	40.1%	41.1%	
Not at all	29.7%	34.5%	27.2%	29.8%	31.3%	28.5%	
Total (n)	158	55	103	1,258	601	657	
Mean	2.01	1.87	2.08	2.00	1.97	2.02	
Standard deviation	0.78	0.75	0.79	0.77	0.77	0.77	
Significance	0.06	0.10	0.08	0.02	0.03	0.03	
Effect size	0.61	0.56	0.62	0.59	0.60	0.59	
<b>Was bored in class</b>							
Frequently	37.3%	40.0%	35.9%	32.4%	33.3%	31.7%	
Occasionally	57.6%	56.4%	58.3%	60.3%	59.3%	61.2%	
Not at all	5.1%	3.6%	5.8%	7.3%	7.5%	7.2%	
Total (n)	158	55	103	1,261	604	657	
Mean	2.32	2.36	2.30	2.25	2.26	2.25	
Standard deviation	0.57	0.56	0.57	0.58	0.58	0.57	
Significance	0.05	0.08	0.06	0.02	0.02	0.02	
Effect size	0.32	0.31	0.33	0.33	0.34	0.33	
<b>Demonstrated for a cause (e.g., boycott, rally, protest)</b>							
Frequently	1.9%	1.8%	1.9%	3.1%	3.6%	2.6%	
Occasionally	35.4%	38.2%	34.0%	30.0%	27.5%	32.3%	
Not at all	62.7%	60.0%	64.1%	66.9%	68.8%	65.1%	
Total (n)	158	55	103	1,260	603	657	
Mean	1.39	1.42	1.38	1.36	1.35	1.37	
Standard deviation	0.53	0.53	0.53	0.54	0.55	0.54	
Significance	0.04	0.07	0.05	0.02	0.02	0.02	
Effect size	0.28	0.28	0.28	0.29	0.30	0.29	
<b>Tutored another student</b>							
Frequently	19.0%	21.8%	17.5%	30.0%	30.2%	29.8%	
Occasionally	51.3%	47.3%	53.4%	50.8%	50.7%	50.8%	
Not at all	29.7%	30.9%	29.1%	19.3%	19.1%	19.5%	
Total (n)	158	55	103	1,261	603	658	
Mean	1.89	1.91	1.88	2.11	2.11	2.10	
Standard deviation	0.69	0.73	0.68	0.69	0.69	0.69	
Significance	0.06	0.10	0.07	0.02	0.03	0.03	
Effect size	0.48	0.53	0.46	0.48	0.48	0.48	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>For the activities below, indicate which ones you did during the past year.</b>							
<b>Studied with other students</b>							
Frequently	51.3%	47.3%	53.4%	45.5%	41.4%	49.2%	
Occasionally	42.4%	47.3%	39.8%	48.7%	52.2%	45.4%	
Not at all	6.3%	5.5%	6.8%	5.9%	6.5%	5.3%	
Total (n)	158	55	103	1,262	604	658	
Mean	2.45	2.42	2.47	2.40	2.35	2.44	
Standard deviation	0.61	0.60	0.62	0.60	0.60	0.59	
Significance	0.05	0.08	0.06	0.02	0.02	0.02	
Effect size	0.38	0.36	0.39	0.36	0.36	0.35	
<b>Was a guest in a teacher's home</b>							
Frequently	5.1%	5.5%	4.9%	2.3%	2.8%	1.8%	
Occasionally	25.9%	34.5%	21.4%	22.6%	23.8%	21.5%	
Not at all	69.0%	60.0%	73.8%	75.1%	73.4%	76.7%	
Total (n)	158	55	103	1,258	602	656	
Mean	1.36	1.45	1.31	1.27	1.29	1.25	
Standard deviation	0.58	0.60	0.56	0.49	0.51	0.47	
Significance	0.05	0.08	0.06	0.01	0.02	0.02	
Effect size	0.33	0.36	0.31	0.24	0.26	0.23	
<b>Smoked cigarettes</b>							
Frequently	1.9%	3.6%	1.0%	1.1%	1.0%	1.2%	
Occasionally	6.3%	5.5%	6.8%	5.7%	6.6%	4.9%	
Not at all	91.8%	90.9%	92.2%	93.2%	92.4%	93.9%	
Total (n)	158	55	103	1,258	602	656	
Mean	1.10	1.13	1.09	1.08	1.09	1.07	
Standard deviation	0.36	0.43	0.32	0.31	0.31	0.30	
Significance	0.03	0.06	0.03	0.01	0.01	0.01	
Effect size	0.13	0.19	0.10	0.10	0.10	0.09	
<b>Drank beer</b>							
Frequently	6.3%	9.1%	4.9%	5.3%	7.8%	3.1%	
Occasionally	31.0%	32.7%	30.1%	28.7%	33.1%	24.6%	
Not at all	62.7%	58.2%	65.0%	66.0%	59.1%	72.3%	
Total (n)	158	55	103	1,256	602	654	
Mean	1.44	1.51	1.40	1.39	1.49	1.31	
Standard deviation	0.61	0.66	0.58	0.59	0.64	0.52	
Significance	0.05	0.09	0.06	0.02	0.03	0.02	
Effect size	0.37	0.44	0.34	0.35	0.41	0.27	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>For the activities below, indicate which ones you did during the past year.</b>							
<b>Drank wine or liquor</b>							
Frequently	7.0%	5.5%	7.8%	5.6%	6.5%	4.7%	
Occasionally	43.0%	45.5%	41.7%	33.6%	35.7%	31.7%	
Not at all	50.0%	49.1%	50.5%	60.8%	57.8%	63.6%	
Total (n)	158	55	103	1,256	602	654	
Mean	1.57	1.56	1.57	1.45	1.49	1.41	
Standard deviation	0.62	0.60	0.64	0.60	0.62	0.58	
Significance	0.05	0.08	0.06	0.02	0.03	0.02	
Effect size	0.39	0.36	0.40	0.36	0.38	0.34	
<b>Felt overwhelmed by all I had to do</b>							
Frequently	38.0%	34.5%	39.8%	29.9%	20.0%	38.9%	
Occasionally	58.2%	60.0%	57.3%	60.8%	64.2%	57.6%	
Not at all	3.8%	5.5%	2.9%	9.4%	15.7%	3.5%	
Total (n)	158	55	103	1,262	604	658	
Mean	2.34	2.29	2.37	2.21	2.04	2.35	
Standard deviation	0.55	0.57	0.54	0.59	0.60	0.55	
Significance	0.04	0.08	0.05	0.02	0.02	0.02	
Effect size	0.30	0.32	0.29	0.35	0.36	0.30	
<b>Felt depressed</b>							
Frequently	4.4%	5.5%	3.9%	7.5%	6.2%	8.7%	
Occasionally	48.1%	45.5%	49.5%	44.5%	39.4%	49.2%	
Not at all	47.5%	49.1%	46.6%	48.0%	54.4%	42.2%	
Total (n)	158	55	103	1,258	601	657	
Mean	1.57	1.56	1.57	1.59	1.52	1.67	
Standard deviation	0.58	0.60	0.57	0.63	0.61	0.63	
Significance	0.05	0.08	0.06	0.02	0.02	0.02	
Effect size	0.34	0.36	0.33	0.39	0.37	0.40	
<b>Performed volunteer work</b>							
Frequently	43.7%	23.6%	54.4%	46.5%	37.7%	54.6%	
Occasionally	49.4%	61.8%	42.7%	48.0%	54.1%	42.4%	
Not at all	7.0%	14.5%	2.9%	5.5%	8.1%	3.0%	
Total (n)	158	55	103	1,262	604	658	
Mean	2.37	2.09	2.51	2.41	2.30	2.52	
Standard deviation	0.61	0.62	0.56	0.59	0.61	0.56	
Significance	0.05	0.08	0.05	0.02	0.02	0.02	
Effect size	0.37	0.38	0.31	0.35	0.37	0.31	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>For the activities below, indicate which ones you did during the past year.</b>							
<b>Asked a teacher for advice after class</b>							
Frequently	37.3%	32.7%	39.8%	30.1%	27.7%	32.3%	
Occasionally	54.4%	56.4%	53.4%	57.4%	58.2%	56.6%	
Not at all	8.2%	10.9%	6.8%	12.5%	14.1%	11.1%	
Total (n)	158	55	103	1,260	603	657	
Mean	2.29	2.22	2.33	2.18	2.14	2.21	
Standard deviation	0.61	0.63	0.60	0.63	0.63	0.62	
Significance	0.05	0.08	0.06	0.02	0.03	0.02	
Effect size	0.37	0.40	0.36	0.40	0.40	0.39	
<b>Voted in a student election</b>							
Frequently	27.2%	30.9%	25.2%	22.9%	20.5%	25.2%	
Occasionally	48.1%	43.6%	50.5%	53.8%	55.2%	52.4%	
Not at all	24.7%	25.5%	24.3%	23.3%	24.3%	22.4%	
Total (n)	158	55	103	1,257	601	656	
Mean	2.03	2.05	2.01	2.00	1.96	2.03	
Standard deviation	0.72	0.76	0.71	0.68	0.67	0.69	
Significance	0.06	0.10	0.07	0.02	0.03	0.03	
Effect size	0.52	0.57	0.50	0.46	0.45	0.48	
<b>Socialized with someone of another racial/ethnic group</b>							
Frequently	77.8%	72.7%	80.6%	79.9%	77.8%	81.8%	
Occasionally	20.3%	23.6%	18.4%	18.2%	19.9%	16.7%	
Not at all	1.9%	3.6%	1.0%	1.9%	2.3%	1.5%	
Total (n)	158	55	103	1,261	603	658	
Mean	2.76	2.69	2.80	2.78	2.75	2.80	
Standard deviation	0.47	0.54	0.43	0.46	0.48	0.43	
Significance	0.04	0.07	0.04	0.01	0.02	0.02	
Effect size	0.22	0.29	0.18	0.21	0.23	0.19	
<b>Came late to class</b>							
Frequently	10.1%	7.3%	11.7%	8.7%	9.0%	8.5%	
Occasionally	52.5%	54.5%	51.5%	49.6%	52.4%	47.0%	
Not at all	37.3%	38.2%	36.9%	41.7%	38.6%	44.4%	
Total (n)	158	55	103	1,260	603	657	
Mean	1.73	1.69	1.75	1.67	1.70	1.64	
Standard deviation	0.63	0.60	0.65	0.63	0.62	0.63	
Significance	0.05	0.08	0.06	0.02	0.03	0.02	
Effect size	0.40	0.37	0.43	0.40	0.39	0.40	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>For the activities below, indicate which ones you did during the past year.</b>							
<b>Used the Internet for research or homework</b>							
Frequently	93.0%	90.9%	94.2%	89.9%	87.7%	91.9%	
Occasionally	6.3%	7.3%	5.8%	9.6%	11.4%	7.9%	
Not at all	0.6%	1.8%	0.0%	0.5%	0.8%	0.2%	
Total (n)	158	55	103	1,261	603	658	
Mean	2.92	2.89	2.94	2.89	2.87	2.92	
Standard deviation	0.29	0.37	0.24	0.32	0.36	0.28	
Significance	0.02	0.05	0.02	0.01	0.01	0.01	
Effect size	0.08	0.14	0.06	0.10	0.13	0.08	
<b>Performed community service as a part of a class</b>							
Frequently	16.5%	20.0%	14.6%	14.1%	13.3%	14.8%	
Occasionally	41.1%	27.3%	48.5%	38.7%	37.8%	39.5%	
Not at all	42.4%	52.7%	36.9%	47.3%	48.9%	45.7%	
Total (n)	158	55	103	1,259	603	656	
Mean	1.74	1.67	1.78	1.67	1.64	1.69	
Standard deviation	0.72	0.79	0.69	0.71	0.70	0.71	
Significance	0.06	0.11	0.07	0.02	0.03	0.03	
Effect size	0.52	0.63	0.47	0.50	0.50	0.51	
<b>Discussed religion</b>							
Frequently	43.7%	34.5%	48.5%	38.7%	38.7%	38.7%	
Occasionally	50.6%	56.4%	47.6%	52.6%	51.0%	54.0%	
Not at all	5.7%	9.1%	3.9%	8.7%	10.3%	7.3%	
Total (n)	158	55	103	1,259	602	657	
Mean	2.38	2.25	2.45	2.30	2.28	2.31	
Standard deviation	0.59	0.62	0.57	0.62	0.64	0.60	
Significance	0.05	0.08	0.06	0.02	0.03	0.02	
Effect size	0.35	0.38	0.33	0.38	0.41	0.36	
<b>Discussed politics</b>							
Frequently	46.8%	49.1%	45.6%	47.5%	51.5%	43.8%	
Occasionally	48.7%	45.5%	50.5%	46.6%	42.5%	50.3%	
Not at all	4.4%	5.5%	3.9%	6.0%	6.0%	5.9%	
Total (n)	158	55	103	1,260	602	658	
Mean	2.42	2.44	2.42	2.42	2.46	2.38	
Standard deviation	0.58	0.60	0.57	0.60	0.61	0.60	
Significance	0.05	0.08	0.06	0.02	0.02	0.02	
Effect size	0.33	0.36	0.32	0.36	0.37	0.35	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>For the activities below, indicate which ones you did during the past year.</b>							
<b>Worked on a local, state, or national political campaign</b>							
Frequently	1.9%	3.6%	1.0%	2.8%	2.3%	3.2%	
Occasionally	11.4%	18.2%	7.8%	9.9%	11.3%	8.7%	
Not at all	86.7%	78.2%	91.3%	87.3%	86.4%	88.1%	
Total (n)	158	55	103	1,259	602	657	
Mean	1.15	1.25	1.10	1.15	1.16	1.15	
Standard deviation	0.41	0.52	0.33	0.43	0.43	0.44	
Significance	0.03	0.07	0.03	0.01	0.02	0.02	
Effect size	0.17	0.27	0.11	0.19	0.18	0.19	
<b>Skipped school/class</b>							
Frequently	3.2%	1.8%	3.9%	1.3%	1.2%	1.5%	
Occasionally	25.9%	27.3%	25.2%	22.6%	24.2%	21.1%	
Not at all	70.9%	70.9%	70.9%	76.1%	74.6%	77.4%	
Total (n)	158	55	103	1,261	603	658	
Mean	1.32	1.31	1.33	1.25	1.27	1.24	
Standard deviation	0.53	0.50	0.55	0.46	0.47	0.46	
Significance	0.04	0.07	0.05	0.01	0.02	0.02	
Effect size	0.28	0.25	0.30	0.22	0.22	0.21	
<b>Publicly communicated my opinion about a cause (e.g., blog, email, petition)</b>							
Frequently	12.7%	16.4%	10.7%	12.6%	14.5%	10.8%	
Occasionally	44.9%	47.3%	43.7%	35.2%	34.6%	35.8%	
Not at all	42.4%	36.4%	45.6%	52.2%	51.0%	53.4%	
Total (n)	158	55	103	1,258	602	656	
Mean	1.70	1.80	1.65	1.60	1.63	1.57	
Standard deviation	0.68	0.70	0.67	0.70	0.72	0.68	
Significance	0.05	0.09	0.07	0.02	0.03	0.03	
Effect size	0.47	0.50	0.45	0.49	0.52	0.46	
<b>Helped raise money for a cause or campaign</b>							
Frequently	25.3%	18.2%	29.1%	18.9%	12.6%	24.7%	
Occasionally	42.4%	41.8%	42.7%	44.9%	43.1%	46.6%	
Not at all	32.3%	40.0%	28.2%	36.2%	44.3%	28.8%	
Total (n)	158	55	103	1,260	603	657	
Mean	1.93	1.78	2.01	1.83	1.68	1.96	
Standard deviation	0.76	0.74	0.76	0.72	0.69	0.73	
Significance	0.06	0.10	0.07	0.02	0.03	0.03	
Effect size	0.57	0.54	0.58	0.52	0.47	0.53	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>For the activities below, indicate which ones you did during the past year.</b>							
<b>Fell asleep in class</b>							
Frequently	3.2%	1.8%	3.9%	5.2%	7.6%	3.0%	
Occasionally	32.3%	34.5%	31.1%	34.7%	36.5%	33.0%	
Not at all	64.6%	63.6%	65.0%	60.0%	55.8%	63.9%	
Total (n)	158	55	103	1,259	602	657	
Mean	1.39	1.38	1.39	1.45	1.52	1.39	
Standard deviation	0.55	0.53	0.56	0.59	0.63	0.55	
Significance	0.04	0.07	0.06	0.02	0.03	0.02	
Effect size	0.30	0.28	0.32	0.35	0.40	0.30	
<b>Failed to complete homework on time</b>							
Frequently	2.5%	3.6%	1.9%	2.2%	3.5%	1.1%	
Occasionally	38.0%	36.4%	38.8%	39.4%	41.1%	37.7%	
Not at all	59.5%	60.0%	59.2%	58.4%	55.4%	61.2%	
Total (n)	158	55	103	1,260	603	657	
Mean	1.43	1.44	1.43	1.44	1.48	1.40	
Standard deviation	0.55	0.57	0.54	0.54	0.57	0.51	
Significance	0.04	0.08	0.05	0.02	0.02	0.02	
Effect size	0.30	0.32	0.29	0.29	0.32	0.26	



2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
Rate yourself on each of the following traits as compared with the average person your age.							
<b>Academic ability</b>							Academic Self- concept
Highest 10%	58.9%	60.0%	58.3%	69.3%	79.5%	59.9%	
Above average	40.5%	38.2%	41.7%	29.4%	20.0%	38.0%	
Average	0.6%	1.8%	0.0%	1.3%	0.3%	2.1%	
Below average	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	
Lowest 10%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total (n)	158	55	103	1,264	606	658	
Mean	4.58	4.58	4.58	4.68	4.79	4.58	
Standard deviation	0.51	0.53	0.50	0.50	0.43	0.54	
Significance	0.04	0.07	0.05	0.01	0.02	0.02	
Effect size	0.26	0.28	0.25	0.25	0.18	0.29	
<b>Artistic ability</b>							
Highest 10%	34.8%	36.4%	34.0%	14.0%	14.2%	13.7%	
Above average	33.5%	32.7%	34.0%	29.3%	25.8%	32.6%	
Average	20.3%	25.5%	17.5%	31.0%	27.6%	34.1%	
Below average	11.4%	5.5%	14.6%	21.8%	26.2%	17.8%	
Lowest 10%	0.0%	0.0%	0.0%	3.9%	6.1%	1.8%	
Total (n)	158	55	103	1,261	604	657	
Mean	3.92	4.00	3.87	3.28	3.16	3.39	
Standard deviation	1.00	0.92	1.04	1.07	1.15	0.99	
Significance	0.08	0.12	0.10	0.03	0.05	0.04	
Effect size	1.01	0.85	1.09	1.15	1.31	0.98	
<b>Competitiveness</b>							
Highest 10%	21.5%	23.6%	20.4%	28.8%	35.5%	22.6%	
Above average	41.8%	38.2%	43.7%	44.1%	46.2%	42.1%	
Average	29.1%	25.5%	31.1%	21.2%	13.4%	28.4%	
Below average	7.6%	12.7%	4.9%	5.5%	4.6%	6.4%	
Lowest 10%	0.0%	0.0%	0.0%	0.4%	0.3%	0.5%	
Total (n)	158	55	103	1,264	606	658	
Mean	3.77	3.73	3.80	3.95	4.12	3.80	
Standard deviation	0.87	0.97	0.82	0.87	0.83	0.88	
Significance	0.07	0.13	0.08	0.02	0.03	0.03	
Effect size	0.76	0.94	0.67	0.76	0.69	0.77	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
Rate yourself on each of the following traits as compared with the average person your age.							
<b>Computer skills</b>							
Highest 10%	7.6%	14.5%	3.9%	10.1%	16.9%	4.0%	
Above average	38.6%	41.8%	36.9%	37.4%	42.3%	32.8%	
Average	47.5%	38.2%	52.4%	45.2%	35.7%	54.0%	
Below average	6.3%	5.5%	6.8%	6.9%	5.0%	8.7%	
Lowest 10%	0.0%	0.0%	0.0%	0.4%	0.2%	0.6%	
Total (n)	158	55	103	1,263	605	658	
Mean	3.47	3.65	3.38	3.50	3.71	3.31	
Standard deviation	0.73	0.80	0.67	0.78	0.81	0.71	
Significance	0.06	0.11	0.07	0.02	0.03	0.03	
Effect size	0.53	0.64	0.45	0.61	0.65	0.50	
<b>Cooperativeness</b>							
Highest 10%	29.1%	23.6%	32.0%	28.9%	30.7%	27.2%	
Above average	45.6%	52.7%	41.7%	49.6%	49.4%	49.8%	
Average	22.8%	20.0%	24.3%	18.8%	16.9%	20.7%	
Below average	2.5%	3.6%	1.9%	2.5%	2.8%	2.3%	
Lowest 10%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	
Total (n)	158	55	103	1,263	605	658	
Mean	4.01	3.96	4.04	4.05	4.08	4.02	
Standard deviation	0.79	0.77	0.80	0.76	0.77	0.76	
Significance	0.06	0.10	0.08	0.02	0.03	0.03	
Effect size	0.62	0.59	0.65	0.58	0.60	0.57	
<b>Creativity</b>							
Highest 10%	42.4%	43.6%	41.7%	21.2%	22.4%	20.1%	
Above average	47.5%	43.6%	49.5%	47.2%	46.7%	47.6%	
Average	8.2%	10.9%	6.8%	26.9%	25.8%	27.9%	
Below average	1.9%	1.8%	1.9%	4.4%	4.6%	4.1%	
Lowest 10%	0.0%	0.0%	0.0%	0.4%	0.5%	0.3%	
Total (n)	158	55	103	1,261	604	657	
Mean	4.30	4.29	4.31	3.84	3.86	3.83	
Standard deviation	0.70	0.74	0.69	0.82	0.83	0.80	
Significance	0.06	0.10	0.07	0.02	0.03	0.03	
Effect size	0.49	0.54	0.47	0.67	0.69	0.64	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
Rate yourself on each of the following traits as compared with the average person your age.							
<b>Drive to achieve</b>							Academic Self-concept
Highest 10%	57.6%	52.7%	60.2%	58.0%	60.6%	55.6%	
Above average	34.2%	36.4%	33.0%	34.7%	31.0%	38.1%	
Average	7.6%	9.1%	6.8%	6.3%	6.9%	5.8%	
Below average	0.6%	1.8%	0.0%	0.8%	1.2%	0.5%	
Lowest 10%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
Total (n)	158	55	103	1,264	606	658	
Mean	4.49	4.40	4.53	4.50	4.50	4.49	
Standard deviation	0.67	0.74	0.62	0.67	0.71	0.63	
Significance	0.05	0.10	0.06	0.02	0.03	0.02	
Effect size	0.44	0.54	0.39	0.44	0.50	0.39	
<b>Emotional health</b>							Social Self-concept
Highest 10%	21.5%	18.2%	23.3%	26.4%	32.6%	20.7%	
Above average	38.6%	38.2%	38.8%	34.8%	33.6%	36.0%	
Average	31.0%	32.7%	30.1%	30.2%	26.7%	33.4%	
Below average	8.9%	10.9%	7.8%	7.9%	6.5%	9.3%	
Lowest 10%	0.0%	0.0%	0.0%	0.6%	0.7%	0.6%	
Total (n)	158	55	103	1,260	604	656	
Mean	3.73	3.64	3.78	3.78	3.91	3.67	
Standard deviation	0.90	0.91	0.90	0.95	0.95	0.93	
Significance	0.07	0.12	0.09	0.03	0.04	0.04	
Effect size	0.81	0.83	0.80	0.89	0.90	0.86	
<b>Leadership ability</b>							Social Self-concept
Highest 10%	38.0%	43.6%	35.0%	34.1%	38.1%	30.4%	
Above average	44.9%	38.2%	48.5%	44.3%	42.7%	45.8%	
Average	13.9%	12.7%	14.6%	18.5%	16.5%	20.4%	
Below average	3.2%	5.5%	1.9%	2.9%	2.5%	3.2%	
Lowest 10%	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
Total (n)	158	55	103	1,263	606	657	
Mean	4.18	4.20	4.17	4.09	4.16	4.03	
Standard deviation	0.79	0.87	0.74	0.80	0.80	0.81	
Significance	0.06	0.12	0.07	0.02	0.03	0.03	
Effect size	0.62	0.76	0.55	0.65	0.63	0.65	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
Rate yourself on each of the following traits as compared with the average person your age.							
<b>Mathematical ability</b>							Academic Self-concept
Highest 10%	13.9%	18.2%	11.7%	36.2%	50.2%	23.4%	
Above average	45.6%	45.5%	45.6%	41.2%	35.1%	46.8%	
Average	31.6%	30.9%	32.0%	18.4%	12.2%	24.0%	
Below average	8.9%	5.5%	10.7%	4.0%	2.1%	5.6%	
Lowest 10%	0.0%	0.0%	0.0%	0.2%	0.3%	0.2%	
Total (n)	158	55	103	1,264	606	658	
Mean	3.65	3.76	3.58	4.09	4.33	3.88	
Standard deviation	0.83	0.82	0.83	0.85	0.80	0.84	
Significance	0.07	0.11	0.08	0.02	0.03	0.03	
Effect size	0.69	0.67	0.70	0.72	0.63	0.70	
<b>Physical health</b>							Social Self-concept
Highest 10%	7.6%	7.3%	7.8%	22.2%	31.2%	14.0%	
Above average	43.7%	43.6%	43.7%	42.6%	40.5%	44.5%	
Average	41.1%	40.0%	41.7%	28.5%	22.1%	34.3%	
Below average	6.3%	7.3%	5.8%	6.2%	5.6%	6.7%	
Lowest 10%	1.3%	1.8%	1.0%	0.5%	0.5%	0.5%	
Total (n)	158	55	103	1,263	605	658	
Mean	3.50	3.47	3.51	3.80	3.96	3.65	
Standard deviation	0.78	0.81	0.77	0.87	0.90	0.82	
Significance	0.06	0.11	0.08	0.02	0.04	0.03	
Effect size	0.61	0.66	0.59	0.76	0.80	0.67	
<b>Popularity</b>							Social Self-concept
Highest 10%	8.2%	9.1%	7.8%	8.4%	11.6%	5.5%	
Above average	46.8%	40.0%	50.5%	37.7%	41.0%	34.8%	
Average	38.0%	45.5%	34.0%	45.8%	39.5%	51.5%	
Below average	6.3%	5.5%	6.8%	6.9%	6.3%	7.5%	
Lowest 10%	0.6%	0.0%	1.0%	1.2%	1.7%	0.8%	
Total (n)	158	55	103	1,261	605	656	
Mean	3.56	3.53	3.57	3.45	3.55	3.37	
Standard deviation	0.76	0.74	0.77	0.79	0.84	0.73	
Significance	0.06	0.10	0.08	0.02	0.03	0.03	
Effect size	0.58	0.55	0.60	0.63	0.71	0.54	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
Rate yourself on each of the following traits as compared with the average person your age.							
<b>Public speaking ability</b>							
Highest 10%	43.7%	47.3%	41.7%	23.4%	26.8%	20.2%	Social Self-concept
Above average	34.8%	29.1%	37.9%	38.5%	39.3%	37.7%	
Average	16.5%	16.4%	16.5%	28.0%	24.0%	31.8%	
Below average	4.4%	7.3%	2.9%	9.2%	9.1%	9.3%	
Lowest 10%	0.6%	0.0%	1.0%	1.0%	0.8%	1.1%	
Total (n)	158	55	103	1,263	605	658	
Mean	4.16	4.16	4.17	3.74	3.82	3.67	
Standard deviation	0.90	0.96	0.88	0.95	0.96	0.94	
Significance	0.07	0.13	0.09	0.03	0.04	0.04	
Effect size	0.81	0.92	0.77	0.90	0.92	0.88	
<b>Self-confidence (intellectual)</b>							
Highest 10%	36.7%	40.0%	35.0%	36.8%	47.1%	27.4%	Academic Self- concept
Above average	48.7%	45.5%	50.5%	46.5%	43.1%	49.6%	
Average	13.3%	12.7%	13.6%	14.1%	8.1%	19.6%	
Below average	1.3%	1.8%	1.0%	2.3%	1.5%	3.0%	
Lowest 10%	0.0%	0.0%	0.0%	0.2%	0.2%	0.3%	
Total (n)	158	55	103	1,262	605	657	
Mean	4.21	4.24	4.19	4.17	4.36	4.01	
Standard deviation	0.71	0.74	0.70	0.77	0.71	0.79	
Significance	0.06	0.10	0.07	0.02	0.03	0.03	
Effect size	0.51	0.55	0.49	0.59	0.50	0.62	
<b>Self-confidence (social)</b>							
Highest 10%	25.9%	23.6%	27.2%	18.4%	22.0%	15.0%	Social Self-concept
Above average	32.9%	32.7%	33.0%	37.3%	39.1%	35.7%	
Average	27.2%	30.9%	25.2%	32.3%	27.0%	37.1%	
Below average	13.3%	12.7%	13.6%	10.5%	10.6%	10.5%	
Lowest 10%	0.6%	0.0%	1.0%	1.5%	1.3%	1.7%	
Total (n)	158	55	103	1,262	604	658	
Mean	3.70	3.67	3.72	3.61	3.70	3.52	
Standard deviation	1.02	0.98	1.04	0.95	0.97	0.93	
Significance	0.08	0.13	0.10	0.03	0.04	0.04	
Effect size	1.04	0.96	1.09	0.91	0.94	0.86	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
Rate yourself on each of the following traits as compared with the average person your age.							
<b>Self-understanding</b>							
Highest 10%	31.6%	27.3%	34.0%	30.0%	33.3%	26.9%	
Above average	37.3%	38.2%	36.9%	42.0%	40.1%	43.7%	
Average	29.7%	30.9%	29.1%	24.2%	21.9%	26.3%	
Below average	1.3%	3.6%	0.0%	3.7%	4.5%	3.0%	
Lowest 10%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
Total (n)	158	55	103	1,261	604	657	
Mean	3.99	3.89	4.05	3.98	4.01	3.95	
Standard deviation	0.82	0.85	0.80	0.84	0.87	0.81	
Significance	0.07	0.12	0.08	0.02	0.04	0.03	
Effect size	0.67	0.73	0.63	0.71	0.76	0.65	
<b>Spirituality</b>							
Highest 10%	12.0%	5.5%	15.5%	11.7%	11.9%	11.5%	
Above average	27.2%	23.6%	29.1%	26.1%	25.5%	26.6%	
Average	37.3%	45.5%	33.0%	34.4%	31.7%	36.9%	
Below average	17.7%	16.4%	18.4%	18.0%	17.6%	18.5%	
Lowest 10%	5.7%	9.1%	3.9%	9.8%	13.3%	6.6%	
Total (n)	158	55	103	1,258	603	655	
Mean	3.22	3.00	3.34	3.12	3.05	3.18	
Standard deviation	1.06	1.00	1.07	1.13	1.20	1.07	
Significance	0.08	0.13	0.11	0.03	0.05	0.04	
Effect size	1.12	1.00	1.15	1.29	1.44	1.14	
<b>Understanding of others</b>							
Highest 10%	31.6%	21.8%	36.9%	28.1%	27.2%	29.0%	
Above average	46.2%	54.5%	41.7%	48.4%	49.0%	47.9%	
Average	20.3%	20.0%	20.4%	20.4%	19.4%	21.4%	
Below average	1.9%	3.6%	1.0%	2.6%	4.0%	1.4%	
Lowest 10%	0.0%	0.0%	0.0%	0.4%	0.5%	0.3%	
Total (n)	158	55	103	1,262	604	658	
Mean	4.08	3.95	4.15	4.01	3.98	4.04	
Standard deviation	0.77	0.76	0.77	0.79	0.82	0.77	
Significance	0.06	0.10	0.08	0.02	0.03	0.03	
Effect size	0.59	0.57	0.60	0.63	0.67	0.59	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Rate yourself on each of the following traits as compared with the average person your age.</b>							
<b>Writing ability</b>							
Highest 10%	36.1%	41.8%	33.0%	30.0%	29.5%	30.4%	
Above average	47.5%	38.2%	52.4%	45.7%	47.4%	44.2%	
Average	15.2%	16.4%	14.6%	20.7%	18.0%	23.1%	
Below average	0.6%	1.8%	0.0%	3.5%	4.8%	2.3%	
Lowest 10%	0.6%	1.8%	0.0%	0.2%	0.3%	0.0%	
Total (n)	158	55	103	1,262	604	658	
Mean	4.18	4.16	4.18	4.02	4.01	4.03	
Standard deviation	0.75	0.90	0.67	0.81	0.84	0.79	
Significance	0.06	0.12	0.07	0.02	0.03	0.03	
Effect size	0.57	0.81	0.45	0.66	0.70	0.63	
<b>Ability to see the world from someone else's perspective</b>							
Highest 10%	25.3%	27.3%	24.3%	32.4%	33.3%	31.6%	
Above average	58.2%	52.7%	61.2%	49.4%	47.9%	50.9%	
Average	15.8%	18.2%	14.6%	16.9%	17.3%	16.4%	
Below average	0.6%	1.8%	0.0%	1.3%	1.5%	1.1%	
Lowest 10%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total (n)	158	55	103	1,264	606	658	
Mean	4.08	4.05	4.10	4.13	4.13	4.13	
Standard deviation	0.66	0.73	0.62	0.73	0.74	0.71	
Significance	0.05	0.10	0.06	0.02	0.03	0.03	
Effect size	0.43	0.53	0.38	0.53	0.55	0.51	Pluralistic Orientation
<b>Tolerance of others with different beliefs</b>							
Highest 10%	44.3%	41.8%	45.6%	46.4%	48.0%	45.0%	
Above average	45.6%	43.6%	46.6%	42.4%	39.9%	44.7%	
Average	8.9%	12.7%	6.8%	10.2%	11.1%	9.4%	
Below average	1.3%	1.8%	1.0%	0.7%	0.5%	0.9%	
Lowest 10%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	
Total (n)	158	55	103	1,264	606	658	
Mean	4.33	4.25	4.37	4.34	4.34	4.34	
Standard deviation	0.69	0.75	0.66	0.71	0.73	0.68	
Significance	0.05	0.10	0.06	0.02	0.03	0.03	
Effect size	0.48	0.56	0.43	0.50	0.54	0.47	Pluralistic Orientation

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct	
	Total	Men	Women	Total	Men	Women		
<b>Rate yourself on each of the following traits as compared with the average person your age.</b>								
<b>Openness to having my own views challenged</b>								
Highest 10%	23.4%	25.5%	22.3%	29.1%	35.6%	23.1%	Pluralistic Orientation	
Above average	48.7%	47.3%	49.5%	41.4%	40.3%	42.4%		
Average	22.8%	20.0%	24.3%	25.8%	20.5%	30.7%		
Below average	4.4%	7.3%	2.9%	3.5%	3.5%	3.5%		
Lowest 10%	0.6%	0.0%	1.0%	0.2%	0.2%	0.3%		
Total (n)	158	55	103	1,264	606	658		
Mean	3.90	3.91	3.89	3.96	4.08	3.84	Pluralistic Orientation	
Standard deviation	0.83	0.87	0.82	0.84	0.84	0.83		
Significance	0.07	0.12	0.08	0.02	0.03	0.03		
Effect size	0.69	0.75	0.66	0.71	0.71	0.68		
<b>Ability to discuss and negotiate controversial issues</b>								
Highest 10%	37.3%	43.6%	34.0%	37.8%	47.0%	29.3%		Pluralistic Orientation
Above average	44.9%	41.8%	46.6%	41.8%	40.1%	43.3%		
Average	15.2%	10.9%	17.5%	18.0%	10.9%	24.5%		
Below average	2.5%	3.6%	1.9%	2.0%	1.7%	2.3%		
Lowest 10%	0.0%	0.0%	0.0%	0.5%	0.3%	0.6%		
Total (n)	158	55	103	1,264	606	658		
Mean	4.17	4.25	4.13	4.14	4.32	3.98	Pluralistic Orientation	
Standard deviation	0.78	0.80	0.76	0.81	0.76	0.83		
Significance	0.06	0.11	0.08	0.02	0.03	0.03		
Effect size	0.60	0.64	0.58	0.66	0.57	0.68		
<b>Ability to work cooperatively with diverse people</b>								
Highest 10%	42.4%	34.5%	46.6%	43.8%	49.2%	38.8%		Pluralistic Orientation
Above average	45.6%	45.5%	45.6%	45.5%	40.4%	50.2%		
Average	10.8%	18.2%	6.8%	10.3%	10.1%	10.5%		
Below average	1.3%	1.8%	1.0%	0.4%	0.3%	0.5%		
Lowest 10%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%		
Total (n)	158	55	103	1,264	606	658		
Mean	4.29	4.13	4.38	4.32	4.38	4.27	Pluralistic Orientation	
Standard deviation	0.71	0.77	0.66	0.68	0.68	0.67		
Significance	0.06	0.10	0.06	0.02	0.03	0.03		
Effect size	0.50	0.59	0.43	0.46	0.46	0.45		



2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>What is the highest level of formal education obtained by your father?</b>							
Junior high/Middle school or less	1.3%	1.8%	1.0%	1.3%	1.7%	1.1%	
Some high school	0.6%	1.8%	0.0%	1.2%	1.3%	1.1%	
High school graduate	5.1%	5.5%	4.9%	4.6%	4.5%	4.7%	
Postsecondary school other than college	1.9%	3.6%	1.0%	1.5%	1.2%	1.8%	
Some college	3.2%	3.6%	2.9%	4.8%	4.8%	4.9%	
College degree	25.9%	21.8%	28.2%	23.9%	20.3%	27.3%	
Some graduate school	4.4%	7.3%	2.9%	2.5%	2.6%	2.4%	
Graduate degree	57.6%	54.5%	59.2%	60.0%	63.6%	56.7%	
Total (n)	158	55	103	1,261	605	656	
<b>What is the highest level of formal education obtained by your mother?</b>							
Junior high/Middle school or less	0.6%	1.8%	0.0%	1.0%	1.2%	0.8%	
Some high school	0.6%	1.8%	0.0%	1.1%	1.8%	0.5%	
High school graduate	5.1%	7.3%	3.9%	5.5%	6.3%	4.7%	
Postsecondary school other than college	1.9%	3.6%	1.0%	2.1%	1.8%	2.3%	
Some college	4.5%	1.8%	5.9%	6.3%	6.1%	6.6%	
College degree	38.9%	32.7%	42.2%	36.0%	34.5%	37.4%	
Some graduate school	7.0%	12.7%	3.9%	4.8%	4.5%	5.2%	
Graduate degree	41.4%	38.2%	43.1%	43.2%	43.8%	42.6%	
Total (n)	157	55	102	1,260	605	655	
<b>First generation in college</b>							
Yes	5.1%	10.9%	1.9%	5.2%	5.6%	4.7%	
No	94.9%	89.1%	98.1%	94.8%	94.4%	95.3%	
Total (n)	158	55	103	1,261	605	656	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>How often in the past year did you?</b>							
<b>Ask questions in class</b>							Habits of Mind
Frequently	74.7%	56.4%	84.5%	68.9%	67.3%	70.4%	
Occasionally	24.7%	43.6%	14.6%	28.9%	30.2%	27.7%	
Not at all	0.6%	0.0%	1.0%	2.2%	2.5%	2.0%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.74	2.56	2.83	2.67	2.65	2.68	
Standard deviation	0.45	0.50	0.40	0.52	0.53	0.51	
Significance	0.04	0.07	0.04	0.01	0.02	0.02	
Effect size	0.21	0.25	0.16	0.27	0.28	0.26	
<b>Support your opinions with a logical argument</b>							Habits of Mind
Frequently	89.9%	87.3%	91.3%	86.1%	88.9%	83.4%	
Occasionally	10.1%	12.7%	8.7%	13.6%	11.1%	16.0%	
Not at all	0.0%	0.0%	0.0%	0.3%	0.0%	0.6%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.90	2.87	2.91	2.86	2.89	2.83	
Standard deviation	0.30	0.34	0.28	0.36	0.31	0.39	
Significance	0.02	0.05	0.03	0.01	0.01	0.02	
Effect size	0.09	0.11	0.08	0.13	0.10	0.15	
<b>Seek solutions to problems and explain them to others</b>							Habits of Mind
Frequently	82.3%	76.4%	85.4%	80.0%	80.4%	79.6%	
Occasionally	17.7%	23.6%	14.6%	19.7%	19.3%	20.1%	
Not at all	0.0%	0.0%	0.0%	0.3%	0.3%	0.3%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.82	2.76	2.85	2.80	2.80	2.79	
Standard deviation	0.38	0.43	0.35	0.41	0.41	0.41	
Significance	0.03	0.06	0.03	0.01	0.02	0.02	
Effect size	0.15	0.18	0.13	0.17	0.17	0.17	
<b>Revise your papers to improve your writing</b>							Habits of Mind
Frequently	66.5%	63.6%	68.0%	67.9%	62.0%	73.2%	
Occasionally	31.6%	32.7%	31.1%	29.6%	33.8%	25.7%	
Not at all	1.9%	3.6%	1.0%	2.5%	4.1%	1.1%	
Total (n)	158	55	103	1,263	606	657	
Mean	2.65	2.60	2.67	2.65	2.58	2.72	
Standard deviation	0.52	0.56	0.49	0.53	0.57	0.47	
Significance	0.04	0.08	0.05	0.01	0.02	0.02	
Effect size	0.27	0.32	0.24	0.28	0.33	0.22	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>How often in the past year did you?</b>							
<b>Evaluate the quality or reliability of information you received</b>							Habits of Mind
Frequently	64.6%	63.6%	65.0%	62.0%	64.7%	59.5%	
Occasionally	34.8%	36.4%	34.0%	36.3%	33.5%	39.0%	
Not at all	0.6%	0.0%	1.0%	1.7%	1.8%	1.5%	
Total (n)	158	55	103	1,263	606	657	
Mean	2.64	2.64	2.64	2.60	2.63	2.58	
Standard deviation	0.49	0.49	0.50	0.52	0.52	0.52	
Significance	0.04	0.07	0.05	0.01	0.02	0.02	
Effect size	0.24	0.24	0.25	0.27	0.27	0.27	
<b>Take a risk because you feel you have more to gain</b>							Habits of Mind
Frequently	51.9%	50.9%	52.4%	43.9%	48.8%	39.3%	
Occasionally	46.8%	47.3%	46.6%	54.0%	49.5%	58.1%	
Not at all	1.3%	1.8%	1.0%	2.1%	1.7%	2.6%	
Total (n)	158	55	103	1,262	606	656	
Mean	2.51	2.49	2.51	2.42	2.47	2.37	
Standard deviation	0.53	0.54	0.52	0.53	0.53	0.53	
Significance	0.04	0.07	0.05	0.02	0.02	0.02	
Effect size	0.28	0.29	0.27	0.29	0.28	0.28	
<b>Seek alternative solutions to a problem</b>							Habits of Mind
Frequently	65.8%	60.0%	68.9%	60.1%	63.2%	57.2%	
Occasionally	33.5%	38.2%	31.1%	39.5%	36.3%	42.5%	
Not at all	0.6%	1.8%	0.0%	0.4%	0.5%	0.3%	
Total (n)	158	55	103	1,263	606	657	
Mean	2.65	2.58	2.69	2.60	2.63	2.57	
Standard deviation	0.49	0.53	0.47	0.50	0.49	0.50	
Significance	0.04	0.07	0.05	0.01	0.02	0.02	
Effect size	0.24	0.28	0.22	0.25	0.24	0.25	
<b>Look up scientific research articles and resources</b>							Habits of Mind
Frequently	24.1%	21.8%	25.2%	37.8%	41.2%	34.8%	
Occasionally	63.3%	70.9%	59.2%	53.8%	52.6%	55.0%	
Not at all	12.7%	7.3%	15.5%	8.3%	6.3%	10.2%	
Total (n)	158	55	103	1,263	605	658	
Mean	2.11	2.15	2.10	2.30	2.35	2.25	
Standard deviation	0.60	0.52	0.63	0.61	0.59	0.62	
Significance	0.05	0.07	0.06	0.02	0.02	0.02	
Effect size	0.36	0.27	0.40	0.37	0.35	0.39	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>How often in the past year did you?</b>							
<b>Explore topics on your own, even though it was not required for a class</b>							Habits of Mind
Frequently	50.0%	49.1%	50.5%	50.6%	57.5%	44.1%	
Occasionally	47.5%	47.3%	47.6%	45.8%	38.5%	52.5%	
Not at all	2.5%	3.6%	1.9%	3.6%	4.0%	3.3%	
Total (n)	158	55	103	1,262	605	657	
Mean	2.47	2.45	2.49	2.47	2.54	2.41	
Standard deviation	0.55	0.57	0.54	0.57	0.57	0.56	
Significance	0.04	0.08	0.05	0.02	0.02	0.02	
Effect size	0.30	0.33	0.29	0.32	0.33	0.31	
<b>Accept mistakes as part of the learning process</b>							Habits of Mind
Frequently	67.7%	70.9%	66.0%	60.9%	63.8%	58.1%	
Occasionally	29.7%	27.3%	31.1%	37.4%	35.0%	39.6%	
Not at all	2.5%	1.8%	2.9%	1.7%	1.2%	2.3%	
Total (n)	158	55	103	1,262	605	657	
Mean	2.65	2.69	2.63	2.59	2.63	2.56	
Standard deviation	0.53	0.50	0.54	0.53	0.51	0.54	
Significance	0.04	0.07	0.05	0.01	0.02	0.02	
Effect size	0.28	0.25	0.29	0.28	0.26	0.29	
<b>Seek feedback on your academic work</b>							Habits of Mind
Frequently	74.7%	61.8%	81.6%	66.2%	63.1%	69.0%	
Occasionally	22.2%	30.9%	17.5%	31.1%	33.6%	28.9%	
Not at all	3.2%	7.3%	1.0%	2.7%	3.3%	2.1%	
Total (n)	158	55	103	1,263	605	658	
Mean	2.72	2.55	2.81	2.63	2.60	2.67	
Standard deviation	0.52	0.63	0.42	0.53	0.55	0.51	
Significance	0.04	0.09	0.04	0.02	0.02	0.02	
Effect size	0.27	0.40	0.18	0.29	0.31	0.26	
<b>Take notes during class</b>							
Frequently	79.1%	65.5%	86.4%	78.2%	66.3%	89.1%	
Occasionally	19.0%	30.9%	12.6%	18.0%	26.9%	9.9%	
Not at all	1.9%	3.6%	1.0%	3.8%	6.8%	1.1%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.77	2.62	2.85	2.74	2.60	2.88	
Standard deviation	0.46	0.56	0.38	0.52	0.61	0.36	
Significance	0.04	0.08	0.04	0.01	0.02	0.01	
Effect size	0.22	0.31	0.15	0.27	0.38	0.13	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>How often in the past year did you?</b>							
<b>Work with other students on group projects</b>							
Frequently	60.8%	50.9%	66.0%	63.5%	58.5%	68.1%	
Occasionally	38.6%	49.1%	33.0%	35.6%	40.0%	31.5%	
Not at all	0.6%	0.0%	1.0%	1.0%	1.5%	0.5%	
Total (n)	158	55	103	1,263	605	658	
Mean	2.60	2.51	2.65	2.63	2.57	2.68	
Standard deviation	0.50	0.50	0.50	0.50	0.52	0.48	
Significance	0.04	0.07	0.05	0.01	0.02	0.02	
Effect size	0.25	0.25	0.25	0.25	0.28	0.23	
<b>Integrate skills and knowledge from different sources and experiences</b>							
Frequently	89.2%	81.8%	93.2%	84.8%	83.5%	86.0%	
Occasionally	10.8%	18.2%	6.8%	14.9%	16.2%	13.7%	
Not at all	0.0%	0.0%	0.0%	0.3%	0.3%	0.3%	
Total (n)	158	55	103	1,263	605	658	
Mean	2.89	2.82	2.93	2.84	2.83	2.86	
Standard deviation	0.31	0.39	0.25	0.37	0.38	0.36	
Significance	0.02	0.05	0.02	0.01	0.02	0.01	
Effect size	0.10	0.15	0.06	0.14	0.15	0.13	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Your probable career occupation (aggregated)</b>							
Artist	57.6%	54.5%	59.2%	19.7%	12.8%	26.1%	
Business	8.9%	10.9%	7.8%	13.0%	17.1%	9.3%	
Business (clerical)	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
Clergy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
College teacher	1.3%	1.8%	1.0%	1.7%	2.0%	1.5%	
Doctor (MD or DDS)	0.6%	1.8%	0.0%	13.6%	12.6%	14.5%	
Education (secondary)	0.6%	0.0%	1.0%	1.0%	0.3%	1.7%	
Education (elementary)	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Engineer	0.0%	0.0%	0.0%	12.6%	17.7%	7.9%	
Farmer or forester	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	
Health professional	1.9%	1.8%	1.9%	1.5%	1.0%	2.0%	
Homemaker (full-time)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Lawyer	1.9%	0.0%	2.9%	6.6%	7.0%	6.3%	
Military (career)	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Nurse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Research scientist	1.3%	1.8%	1.0%	4.2%	3.5%	4.9%	
Social/welfare/recreation worker	0.0%	0.0%	0.0%	0.4%	0.3%	0.5%	
Skilled worker	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
Semi-skilled worker	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Unskilled worker	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Unemployed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other	14.6%	18.2%	12.6%	11.2%	10.8%	11.6%	
Undecided	11.4%	9.1%	12.6%	13.7%	14.4%	13.1%	
Total (n)	158	55	103	1,259	603	656	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Your father's occupation (aggregated)</b>							
Artist	5.8%	3.6%	6.9%	1.5%	1.2%	1.8%	
Business	31.4%	38.2%	27.7%	35.6%	37.9%	33.4%	
Business (clerical)	0.6%	0.0%	1.0%	1.0%	1.5%	0.5%	
Clergy	0.6%	0.0%	1.0%	0.6%	0.3%	0.8%	
College teacher	3.2%	0.0%	5.0%	3.2%	3.5%	2.9%	
Doctor (MD or DDS)	12.8%	10.9%	13.9%	9.9%	10.1%	9.7%	
Education (secondary)	2.6%	3.6%	2.0%	2.0%	2.0%	2.0%	
Education (elementary)	1.3%	3.6%	0.0%	0.5%	1.0%	0.0%	
Engineer	3.8%	1.8%	5.0%	8.0%	7.0%	8.9%	
Farmer or forester	0.0%	0.0%	0.0%	0.6%	0.7%	0.5%	
Health professional	0.6%	0.0%	1.0%	1.2%	1.5%	0.9%	
Homemaker (full-time)	0.6%	1.8%	0.0%	0.6%	0.7%	0.5%	
Lawyer	10.9%	16.4%	7.9%	6.7%	7.5%	6.0%	
Military (career)	0.0%	0.0%	0.0%	0.2%	0.3%	0.2%	
Nurse	0.6%	0.0%	1.0%	0.3%	0.3%	0.3%	
Research scientist	0.0%	0.0%	0.0%	2.3%	2.2%	2.5%	
Social/welfare/recreation worker	0.6%	0.0%	1.0%	0.2%	0.2%	0.2%	
Skilled worker	2.6%	1.8%	3.0%	2.0%	1.8%	2.2%	
Semi-skilled worker	1.3%	1.8%	1.0%	1.6%	1.7%	1.5%	
Unskilled worker	0.6%	0.0%	1.0%	1.4%	1.0%	1.7%	
Unemployed	3.8%	3.6%	4.0%	2.6%	2.3%	2.8%	
Other	16.0%	12.7%	17.8%	18.2%	15.3%	20.8%	
Total (n)	156	55	101	1,250	601	649	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Your mother's occupation (aggregated)</b>							
Artist	4.5%	1.8%	5.9%	2.9%	1.8%	3.8%	
Business	21.0%	16.4%	23.5%	18.6%	19.1%	18.2%	
Business (clerical)	1.9%	3.6%	1.0%	2.9%	3.7%	2.2%	
Clergy	0.6%	1.8%	0.0%	0.2%	0.5%	0.0%	
College teacher	1.3%	1.8%	1.0%	1.8%	2.2%	1.4%	
Doctor (MD or DDS)	3.8%	5.5%	2.9%	4.7%	5.2%	4.3%	
Education (secondary)	3.2%	0.0%	4.9%	2.7%	2.7%	2.8%	
Education (elementary)	6.4%	5.5%	6.9%	5.0%	5.2%	4.8%	
Engineer	0.6%	0.0%	1.0%	1.8%	0.8%	2.8%	
Farmer or forester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Health professional	1.9%	3.6%	1.0%	2.9%	4.2%	1.7%	
Homemaker (full-time)	19.7%	14.5%	22.5%	18.1%	17.3%	18.9%	
Lawyer	5.7%	9.1%	3.9%	4.7%	4.3%	5.1%	
Military (career)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Nurse	4.5%	9.1%	2.0%	3.9%	4.5%	3.4%	
Research scientist	0.0%	0.0%	0.0%	2.4%	2.5%	2.3%	
Social/welfare/recreation worker	0.6%	0.0%	1.0%	1.3%	1.7%	0.9%	
Skilled worker	1.3%	1.8%	1.0%	0.6%	1.0%	0.2%	
Semi-skilled worker	0.0%	0.0%	0.0%	1.0%	1.0%	0.9%	
Unskilled worker	0.0%	0.0%	0.0%	1.0%	0.8%	1.1%	
Unemployed	7.0%	5.5%	7.8%	5.2%	5.0%	5.4%	
Other	15.9%	20.0%	13.7%	18.4%	16.6%	20.0%	
Total (n)	157	55	102	1,251	601	650	



2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Race/Ethnicity - mark all that apply</b> (total may add to more than 100%)							
American Indian/Alaska Native	0.6%	1.8%	0.0%	1.1%	1.0%	1.2%	
Asian American/Asian	8.3%	14.5%	4.9%	27.3%	30.0%	24.9%	
Native Hawaiian/Pacific Islander	0.0%	0.0%	0.0%	0.7%	1.2%	0.3%	
African American/Black	7.0%	5.5%	7.8%	5.4%	2.8%	7.8%	
Mexican American/Chicano	4.5%	10.9%	1.0%	3.6%	3.6%	3.5%	
Puerto Rican	1.3%	0.0%	2.0%	0.8%	0.5%	1.1%	
Other Latino	3.8%	1.8%	4.9%	4.3%	5.0%	3.7%	
White/Caucasian	85.4%	80.0%	88.2%	67.1%	66.9%	67.3%	
Other	3.8%	1.8%	4.9%	3.4%	3.0%	3.8%	
Total (n)	157	55	102	1,258	604	654	
<b>Race/Ethnicity Group</b> (with multiple race category)							
American Indian	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Asian	7.6%	12.7%	4.9%	24.2%	26.8%	21.9%	
Black	4.5%	1.8%	5.9%	3.2%	1.7%	4.6%	
Hispanic	1.9%	5.5%	0.0%	3.3%	3.1%	3.4%	
White	73.2%	69.1%	75.5%	56.8%	55.8%	57.8%	
Other	0.6%	0.0%	1.0%	0.9%	0.8%	0.9%	
Two or more races/ethnicities	12.1%	10.9%	12.7%	11.6%	11.8%	11.5%	
Total (n)	157	55	102	1,258	604	654	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Mark one in each row:</b>							
<b>Abortion should be legal</b>							
Agree strongly	51.0%	52.7%	50.0%	45.0%	43.1%	46.6%	
Agree somewhat	29.3%	30.9%	28.4%	33.9%	36.5%	31.6%	
Disagree somewhat	8.3%	9.1%	7.8%	11.9%	11.4%	12.4%	
Disagree strongly	11.5%	7.3%	13.7%	9.2%	9.0%	9.4%	
Total (n)	157	55	102	1,250	598	652	
Mean	3.20	3.29	3.15	3.15	3.14	3.15	
Standard deviation	1.01	0.92	1.06	0.96	0.94	0.97	
Significance	0.08	0.12	0.10	0.03	0.04	0.04	
Effect size	1.02	0.84	1.12	0.92	0.89	0.94	
<b>Marijuana should be legalized</b>							
Agree strongly	19.1%	20.0%	18.6%	17.3%	20.4%	14.6%	
Agree somewhat	44.6%	47.3%	43.1%	35.9%	36.9%	35.0%	
Disagree somewhat	21.0%	20.0%	21.6%	30.9%	27.7%	33.7%	
Disagree strongly	15.3%	12.7%	16.7%	15.9%	15.0%	16.7%	
Total (n)	157	55	102	1,251	599	652	
Mean	2.68	2.75	2.64	2.55	2.63	2.47	
Standard deviation	0.96	0.93	0.97	0.96	0.97	0.94	
Significance	0.08	0.13	0.10	0.03	0.04	0.04	
Effect size	0.91	0.86	0.95	0.91	0.94	0.88	
<b>Racial discrimination is no longer a major problem in America</b>							
Agree strongly	0.6%	0.0%	1.0%	1.9%	2.7%	1.2%	
Agree somewhat	11.5%	12.7%	10.8%	17.0%	20.5%	13.8%	
Disagree somewhat	54.1%	58.2%	52.0%	51.5%	48.2%	54.6%	
Disagree strongly	33.8%	29.1%	36.3%	29.6%	28.7%	30.4%	
Total (n)	157	55	102	1,254	600	654	
Mean	1.79	1.84	1.76	1.91	1.97	1.86	
Standard deviation	0.66	0.63	0.68	0.73	0.77	0.69	
Significance	0.05	0.09	0.07	0.02	0.03	0.03	
Effect size	0.44	0.40	0.46	0.53	0.60	0.47	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Mark one in each row:</b>							
<b>Same-sex couples should have the right to legal marital status</b>							
Agree strongly	89.8%	81.8%	94.1%	67.5%	59.4%	74.9%	
Agree somewhat	4.5%	7.3%	2.9%	19.5%	25.3%	14.1%	
Disagree somewhat	4.5%	10.9%	1.0%	8.5%	10.1%	6.9%	
Disagree strongly	1.3%	0.0%	2.0%	4.6%	5.2%	4.1%	
Total (n)	157	55	102	1,254	601	653	
Mean	3.83	3.71	3.89	3.50	3.39	3.60	
Standard deviation	0.56	0.66	0.49	0.83	0.87	0.79	
Significance	0.04	0.09	0.05	0.02	0.04	0.03	
Effect size	0.31	0.43	0.24	0.70	0.75	0.63	
<b>Federal military spending should be increased</b>							
Agree strongly	0.0%	0.0%	0.0%	0.8%	1.0%	0.6%	
Agree somewhat	14.3%	16.4%	13.1%	13.2%	14.4%	12.1%	
Disagree somewhat	53.9%	47.3%	57.6%	53.2%	49.6%	56.6%	
Disagree strongly	31.8%	36.4%	29.3%	32.7%	35.0%	30.6%	
Total (n)	154	55	99	1,240	597	643	
Mean	1.82	1.80	1.84	1.82	1.81	1.83	
Standard deviation	0.66	0.70	0.63	0.68	0.71	0.65	
Significance	0.05	0.09	0.06	0.02	0.03	0.03	
Effect size	0.43	0.50	0.40	0.46	0.50	0.42	
<b>Undocumented immigrants should be denied access to public education</b>							
Agree strongly	5.8%	1.8%	7.9%	9.0%	12.3%	5.9%	
Agree somewhat	18.6%	23.6%	15.8%	21.1%	23.3%	19.0%	
Disagree somewhat	48.1%	52.7%	45.5%	42.7%	38.8%	46.3%	
Disagree strongly	27.6%	21.8%	30.7%	27.3%	25.6%	28.9%	
Total (n)	156	55	101	1,249	601	648	
Mean	2.03	2.05	2.01	2.12	2.22	2.02	
Standard deviation	0.83	0.73	0.89	0.91	0.97	0.84	
Significance	0.07	0.10	0.09	0.03	0.04	0.03	
Effect size	0.70	0.53	0.79	0.83	0.93	0.71	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Mark one in each row:</b>							
<b>Students from disadvantaged social backgrounds should be given preferential treatment in college admissions</b>							
Agree strongly	4.5%	5.5%	3.9%	3.6%	5.0%	2.3%	
Agree somewhat	29.9%	32.7%	28.4%	33.2%	35.6%	31.1%	
Disagree somewhat	39.5%	43.6%	37.3%	40.7%	36.2%	44.8%	
Disagree strongly	26.1%	18.2%	30.4%	22.5%	23.2%	21.8%	
Total (n)	157	55	102	1,249	599	650	
Mean	2.13	2.25	2.06	2.18	2.22	2.14	
Standard deviation	0.85	0.82	0.87	0.82	0.86	0.78	
Significance	0.07	0.11	0.09	0.02	0.04	0.03	
Effect size	0.73	0.67	0.75	0.67	0.74	0.60	
<b>A national health care plan is needed to cover everybody's medical costs</b>							
Agree strongly	33.3%	29.6%	35.4%	23.9%	24.4%	23.4%	
Agree somewhat	38.6%	44.4%	35.4%	44.6%	43.1%	46.0%	
Disagree somewhat	17.6%	22.2%	15.2%	20.4%	20.2%	20.5%	
Disagree strongly	10.5%	3.7%	14.1%	11.2%	12.4%	10.1%	
Total (n)	153	54	99	1,243	599	644	
Mean	2.95	3.00	2.92	2.81	2.79	2.83	
Standard deviation	0.97	0.82	1.04	0.92	0.95	0.90	
Significance	0.08	0.11	0.10	0.03	0.04	0.04	
Effect size	0.93	0.68	1.08	0.86	0.90	0.81	
<b>Addressing global warming should be a federal priority</b>							
Agree strongly	43.9%	45.5%	43.1%	40.3%	37.7%	42.8%	
Agree somewhat	36.3%	30.9%	39.2%	37.7%	36.7%	38.7%	
Disagree somewhat	16.6%	18.2%	15.7%	15.7%	17.2%	14.3%	
Disagree strongly	3.2%	5.5%	2.0%	6.3%	8.5%	4.3%	
Total (n)	157	55	102	1,252	600	652	
Mean	3.21	3.16	3.24	3.12	3.04	3.20	
Standard deviation	0.83	0.92	0.79	0.89	0.94	0.84	
Significance	0.07	0.12	0.08	0.03	0.04	0.03	
Effect size	0.69	0.84	0.62	0.80	0.89	0.70	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Mark one in each row:</b>							
<b>The chief benefit of a college education is that it increases one's earning power</b>							
Agree strongly	7.7%	5.6%	8.8%	13.0%	14.9%	11.3%	
Agree somewhat	39.7%	44.4%	37.3%	42.8%	43.6%	42.0%	
Disagree somewhat	33.3%	29.6%	35.3%	30.1%	26.7%	33.3%	
Disagree strongly	19.2%	20.4%	18.6%	14.1%	14.9%	13.3%	
Total (n)	156	54	102	1,251	599	652	
Mean	2.36	2.35	2.36	2.55	2.58	2.51	
Standard deviation	0.88	0.87	0.89	0.89	0.92	0.86	
Significance	0.07	0.12	0.09	0.03	0.04	0.03	
Effect size	0.77	0.76	0.79	0.79	0.84	0.74	
<b>How would you characterize your political views?</b>							
Far left	3.3%	1.9%	4.0%	3.2%	4.2%	2.3%	
Liberal	63.4%	70.4%	59.6%	48.7%	43.1%	53.9%	
Middle-of-the-road	26.1%	22.2%	28.3%	35.8%	37.9%	33.9%	
Conservative	7.2%	5.6%	8.1%	11.7%	14.0%	9.6%	
Far right	0.0%	0.0%	0.0%	0.6%	0.8%	0.3%	
Total (n)	153	54	99	1,250	601	649	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>In deciding to go to college, how important to you was each of the following reasons?</b>							
<b>To be able to get a better job</b>							
Very important	64.6%	61.8%	66.0%	78.2%	80.9%	75.8%	
Somewhat important	33.5%	34.5%	33.0%	19.9%	17.8%	21.9%	
Not important	1.9%	3.6%	1.0%	1.8%	1.3%	2.3%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.63	2.58	2.65	2.76	2.80	2.74	
Standard deviation	0.52	0.57	0.50	0.47	0.44	0.49	
Significance	0.04	0.08	0.05	0.01	0.02	0.02	
Effect size	0.27	0.32	0.25	0.22	0.19	0.24	
<b>To gain a general education and appreciation of ideas</b>							
Very important	89.2%	81.8%	93.2%	85.7%	82.2%	88.9%	
Somewhat important	10.1%	16.4%	6.8%	13.3%	16.5%	10.3%	
Not important	0.6%	1.8%	0.0%	1.0%	1.3%	0.8%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.89	2.80	2.93	2.85	2.81	2.88	
Standard deviation	0.34	0.45	0.25	0.39	0.43	0.35	
Significance	0.03	0.06	0.02	0.01	0.02	0.01	
Effect size	0.11	0.20	0.06	0.15	0.18	0.12	
<b>To make me a more cultured person</b>							
Very important	80.4%	69.1%	86.4%	71.9%	63.9%	79.3%	
Somewhat important	19.6%	30.9%	13.6%	24.4%	30.5%	18.7%	
Not important	0.0%	0.0%	0.0%	3.7%	5.6%	2.0%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.80	2.69	2.86	2.68	2.58	2.77	
Standard deviation	0.40	0.47	0.34	0.54	0.60	0.46	
Significance	0.03	0.06	0.03	0.02	0.02	0.02	
Effect size	0.16	0.22	0.12	0.29	0.36	0.22	
<b>To be able to make more money</b>							
Very important	38.6%	43.6%	35.9%	53.7%	59.9%	48.0%	
Somewhat important	49.4%	45.5%	51.5%	39.4%	33.5%	44.8%	
Not important	12.0%	10.9%	12.6%	6.9%	6.6%	7.1%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.27	2.33	2.23	2.47	2.53	2.41	
Standard deviation	0.66	0.67	0.66	0.62	0.62	0.62	
Significance	0.05	0.09	0.07	0.02	0.03	0.02	
Effect size	0.44	0.45	0.44	0.39	0.38	0.39	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>In deciding to go to college, how important to you was each of the following reasons?</b>							
<b>To learn more about things that interest me</b>							
Very important	93.7%	94.5%	93.2%	89.2%	88.4%	90.0%	
Somewhat important	6.3%	5.5%	6.8%	10.5%	11.4%	9.7%	
Not important	0.0%	0.0%	0.0%	0.2%	0.2%	0.3%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.94	2.95	2.93	2.89	2.88	2.90	
Standard deviation	0.24	0.23	0.25	0.32	0.33	0.31	
Significance	0.02	0.03	0.02	0.01	0.01	0.01	
Effect size	0.06	0.05	0.06	0.10	0.11	0.10	
<b>To get training for a specific career</b>							
Very important	75.3%	80.0%	72.8%	63.9%	62.9%	64.9%	
Somewhat important	20.9%	18.2%	22.3%	28.9%	28.7%	29.0%	
Not important	3.8%	1.8%	4.9%	7.2%	8.4%	6.1%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.72	2.78	2.68	2.57	2.54	2.59	
Standard deviation	0.53	0.46	0.56	0.62	0.65	0.60	
Significance	0.04	0.06	0.06	0.02	0.03	0.02	
Effect size	0.28	0.21	0.32	0.39	0.42	0.36	
<b>To prepare myself for graduate or professional school</b>							
Very important	39.2%	43.6%	36.9%	60.4%	60.4%	60.5%	
Somewhat important	40.5%	38.2%	41.7%	31.5%	32.7%	30.4%	
Not important	20.3%	18.2%	21.4%	8.1%	6.9%	9.1%	
Total (n)	158	55	103	1,264	606	658	
Mean	2.19	2.25	2.16	2.52	2.53	2.51	
Standard deviation	0.75	0.75	0.75	0.64	0.62	0.66	
Significance	0.06	0.10	0.07	0.02	0.03	0.03	
Effect size	0.56	0.56	0.56	0.41	0.39	0.43	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>During your last year in high school, how much time did you spend during a typical week doing the following activities?</b>							
<b>Studying/homework</b>							
None	0.6%	1.8%	0.0%	0.3%	0.5%	0.2%	
Less than one hour	1.9%	3.6%	1.0%	2.1%	3.2%	1.1%	
1 to 2 hours	6.3%	9.1%	4.9%	5.5%	7.6%	3.5%	
3 to 5 hours	13.9%	14.5%	13.6%	14.2%	18.2%	10.5%	
6 to 10 hours	23.4%	25.5%	22.3%	22.6%	23.1%	22.1%	
11 to 15 hours	24.7%	21.8%	26.2%	22.0%	22.1%	22.0%	
16 to 20 hours	15.8%	16.4%	15.5%	17.7%	12.9%	22.1%	
Over 20 hours	13.3%	7.3%	16.5%	15.6%	12.4%	18.6%	
Total (n)	158	55	103	1,259	603	656	
Mean	5.61	5.25	5.81	5.72	5.40	6.01	
Standard deviation	1.54	1.62	1.47	1.56	1.60	1.46	
Significance	0.12	0.22	0.14	0.04	0.07	0.06	
Effect size	2.38	2.64	2.16	2.42	2.55	2.13	
<b>Socializing with friends</b>							
None	0.0%	0.0%	0.0%	0.2%	0.3%	0.2%	
Less than one hour	0.6%	0.0%	1.0%	0.7%	0.5%	0.9%	
1 to 2 hours	6.3%	12.7%	2.9%	7.6%	8.5%	6.9%	
3 to 5 hours	16.5%	18.2%	15.5%	23.0%	21.7%	24.2%	
6 to 10 hours	44.3%	34.5%	49.5%	34.2%	33.3%	34.9%	
11 to 15 hours	17.7%	20.0%	16.5%	19.6%	19.7%	19.5%	
16 to 20 hours	5.7%	5.5%	5.8%	8.2%	8.6%	7.8%	
Over 20 hours	8.9%	9.1%	8.7%	6.4%	7.3%	5.6%	
Total (n)	158	55	103	1,259	603	656	
Mean	5.25	5.15	5.30	5.14	5.17	5.11	
Standard deviation	1.28	1.39	1.21	1.31	1.35	1.28	
Significance	0.10	0.19	0.12	0.04	0.06	0.05	
Effect size	1.63	1.94	1.47	1.72	1.83	1.63	



2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>During your last year in high school, how much time did you spend during a typical week doing the following activities?</b>							
<b>Talking with teachers outside of class</b>							
None	1.9%	5.5%	0.0%	6.1%	7.6%	4.7%	
Less than one hour	32.3%	25.5%	35.9%	40.1%	39.3%	40.9%	
1 to 2 hours	45.6%	52.7%	41.7%	37.3%	38.3%	36.4%	
3 to 5 hours	15.2%	10.9%	17.5%	13.2%	11.6%	14.6%	
6 to 10 hours	3.8%	5.5%	2.9%	2.5%	2.3%	2.7%	
11 to 15 hours	0.6%	0.0%	1.0%	0.6%	0.7%	0.5%	
16 to 20 hours	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	
Over 20 hours	0.6%	0.0%	1.0%	0.1%	0.0%	0.2%	
Total (n)	158	55	103	1,259	603	656	
Mean	2.92	2.85	2.95	2.68	2.64	2.72	
Standard deviation	0.96	0.89	0.99	0.93	0.93	0.92	
Significance	0.08	0.12	0.10	0.03	0.04	0.04	
Effect size	0.92	0.79	0.99	0.86	0.87	0.86	
<b>Exercise or sports</b>							
None	7.0%	7.3%	6.8%	3.7%	3.0%	4.4%	
Less than one hour	12.7%	12.7%	12.6%	8.0%	7.3%	8.7%	
1 to 2 hours	18.4%	23.6%	15.5%	14.0%	12.3%	15.5%	
3 to 5 hours	26.6%	23.6%	28.2%	23.1%	21.1%	25.0%	
6 to 10 hours	22.2%	21.8%	22.3%	22.1%	22.9%	21.3%	
11 to 15 hours	9.5%	7.3%	10.7%	14.9%	16.7%	13.3%	
16 to 20 hours	1.9%	0.0%	2.9%	7.3%	8.0%	6.7%	
Over 20 hours	1.9%	3.6%	1.0%	6.8%	8.8%	5.0%	
Total (n)	158	55	103	1,259	603	656	
Mean	3.90	3.80	3.95	4.60	4.80	4.42	
Standard deviation	1.55	1.58	1.54	1.73	1.75	1.70	
Significance	0.12	0.21	0.15	0.05	0.07	0.07	
Effect size	2.40	2.50	2.36	3.01	3.08	2.88	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>During your last year in high school, how much time did you spend during a typical week doing the following activities?</b>							
<b>Partying</b>							
None	36.3%	36.4%	36.3%	41.9%	36.5%	46.9%	
Less than one hour	19.1%	25.5%	15.7%	16.9%	18.7%	15.3%	
1 to 2 hours	14.0%	7.3%	17.6%	16.3%	17.1%	15.6%	
3 to 5 hours	24.2%	21.8%	25.5%	17.6%	18.1%	17.1%	
6 to 10 hours	5.7%	7.3%	4.9%	5.3%	7.1%	3.7%	
11 to 15 hours	0.0%	0.0%	0.0%	1.0%	1.2%	0.9%	
16 to 20 hours	0.6%	1.8%	0.0%	0.6%	0.8%	0.3%	
Over 20 hours	0.0%	0.0%	0.0%	0.3%	0.5%	0.2%	
Total (n)	157	55	102	1,257	603	654	
Mean	2.46	2.45	2.47	2.34	2.50	2.20	
Standard deviation	1.39	1.50	1.34	1.44	1.49	1.37	
Significance	0.11	0.20	0.13	0.04	0.06	0.05	
Effect size	1.94	2.25	1.80	2.07	2.23	1.88	
<b>Working (for pay)</b>							
None	54.4%	56.4%	53.4%	60.2%	62.8%	57.8%	
Less than one hour	4.4%	1.8%	5.8%	3.7%	3.3%	4.0%	
1 to 2 hours	10.8%	10.9%	10.7%	7.7%	7.8%	7.6%	
3 to 5 hours	10.8%	7.3%	12.6%	9.9%	8.6%	11.1%	
6 to 10 hours	11.4%	10.9%	11.7%	9.0%	7.8%	10.1%	
11 to 15 hours	3.8%	7.3%	1.9%	4.6%	4.0%	5.2%	
16 to 20 hours	2.5%	1.8%	2.9%	2.6%	2.2%	3.0%	
Over 20 hours	1.9%	3.6%	1.0%	2.3%	3.5%	1.2%	
Total (n)	158	55	103	1,258	602	656	
Mean	2.51	2.62	2.46	2.40	2.33	2.46	
Standard deviation	1.95	2.14	1.85	1.99	2.02	1.96	
Significance	0.15	0.29	0.18	0.06	0.08	0.08	
Effect size	3.79	4.57	3.41	3.95	4.08	3.83	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>During your last year in high school, how much time did you spend during a typical week doing the following activities?</b>							
<b>Volunteer work</b>							
None	25.3%	40.0%	17.5%	20.3%	24.2%	16.6%	
Less than one hour	20.9%	16.4%	23.3%	17.4%	18.1%	16.8%	
1 to 2 hours	29.1%	27.3%	30.1%	33.6%	32.5%	34.7%	
3 to 5 hours	15.8%	7.3%	20.4%	20.0%	17.7%	22.0%	
6 to 10 hours	5.7%	7.3%	4.9%	5.7%	5.0%	6.4%	
11 to 15 hours	2.5%	0.0%	3.9%	1.8%	1.2%	2.4%	
16 to 20 hours	0.6%	1.8%	0.0%	0.6%	0.3%	0.8%	
Over 20 hours	0.0%	0.0%	0.0%	0.6%	1.0%	0.3%	
Total (n)	158	55	103	1,258	603	655	
Mean	2.66	2.33	2.83	2.84	2.71	2.97	
Standard deviation	1.35	1.41	1.29	1.34	1.36	1.32	
Significance	0.11	0.19	0.13	0.04	0.06	0.05	
Effect size	1.83	2.00	1.67	1.80	1.85	1.73	
<b>Student clubs/groups</b>							
None	1.9%	1.8%	2.0%	7.2%	9.0%	5.6%	
Less than one hour	5.7%	9.1%	3.9%	6.4%	7.3%	5.6%	
1 to 2 hours	18.5%	14.5%	20.6%	25.4%	27.4%	23.7%	
3 to 5 hours	25.5%	20.0%	28.4%	30.4%	28.2%	32.5%	
6 to 10 hours	14.6%	18.2%	12.7%	16.1%	15.1%	16.9%	
11 to 15 hours	12.1%	12.7%	11.8%	6.0%	5.1%	6.9%	
16 to 20 hours	8.3%	3.6%	10.8%	4.1%	3.2%	5.0%	
Over 20 hours	13.4%	20.0%	9.8%	4.2%	4.8%	3.7%	
Total (n)	157	55	102	1,258	603	655	
Mean	4.82	4.96	4.74	3.97	3.85	4.09	
Standard deviation	1.86	2.01	1.78	1.62	1.66	1.57	
Significance	0.15	0.27	0.18	0.05	0.07	0.06	
Effect size	3.46	4.04	3.17	2.61	2.76	2.45	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>During your last year in high school, how much time did you spend during a typical week doing the following activities?</b>							
<b>Watching TV</b>							
None	8.9%	10.9%	7.8%	10.8%	12.9%	8.8%	
Less than one hour	17.1%	16.4%	17.5%	14.3%	13.6%	14.9%	
1 to 2 hours	20.9%	25.5%	18.4%	21.4%	20.4%	22.4%	
3 to 5 hours	29.1%	23.6%	32.0%	28.4%	27.2%	29.6%	
6 to 10 hours	17.1%	16.4%	17.5%	18.0%	18.6%	17.4%	
11 to 15 hours	4.4%	5.5%	3.9%	4.4%	4.3%	4.4%	
16 to 20 hours	1.9%	1.8%	1.9%	1.7%	1.8%	1.5%	
Over 20 hours	0.6%	0.0%	1.0%	1.0%	1.2%	0.9%	
Total (n)	158	55	103	1,259	603	656	
Mean	3.53	3.42	3.58	3.53	3.51	3.56	
Standard deviation	1.45	1.46	1.45	1.49	1.54	1.43	
Significance	0.12	0.20	0.14	0.04	0.06	0.06	
Effect size	2.10	2.14	2.09	2.21	2.38	2.06	
<b>Household/childcare duties</b>							
None	19.7%	23.6%	17.6%	18.1%	20.3%	16.0%	
Less than one hour	23.6%	21.8%	24.5%	25.4%	27.0%	24.0%	
1 to 2 hours	32.5%	32.7%	32.4%	33.0%	33.1%	32.8%	
3 to 5 hours	19.1%	20.0%	18.6%	17.9%	15.6%	20.0%	
6 to 10 hours	3.8%	1.8%	4.9%	3.7%	2.8%	4.6%	
11 to 15 hours	0.6%	0.0%	1.0%	1.2%	0.8%	1.5%	
16 to 20 hours	0.6%	0.0%	1.0%	0.5%	0.2%	0.8%	
Over 20 hours	0.0%	0.0%	0.0%	0.2%	0.2%	0.3%	
Total (n)	157	55	102	1,256	601	655	
Mean	2.68	2.55	2.75	2.71	2.58	2.82	
Standard deviation	1.20	1.12	1.24	1.21	1.15	1.25	
Significance	0.10	0.15	0.12	0.03	0.05	0.05	
Effect size	1.44	1.25	1.53	1.46	1.32	1.57	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>During your last year in high school, how much time did you spend during a typical week doing the following activities?</b>							
<b>Reading for pleasure</b>							
None	17.8%	23.6%	14.7%	16.6%	19.1%	14.4%	
Less than one hour	29.3%	25.5%	31.4%	25.9%	25.7%	26.0%	
1 to 2 hours	28.7%	30.9%	27.5%	28.8%	27.6%	29.9%	
3 to 5 hours	15.3%	14.5%	15.7%	18.3%	17.3%	19.2%	
6 to 10 hours	5.7%	5.5%	5.9%	7.6%	7.3%	7.8%	
11 to 15 hours	1.9%	0.0%	2.9%	1.6%	2.0%	1.2%	
16 to 20 hours	0.6%	0.0%	1.0%	0.7%	0.5%	0.9%	
Over 20 hours	0.6%	0.0%	1.0%	0.6%	0.5%	0.6%	
Total (n)	157	55	102	1,257	602	655	
Mean	2.73	2.53	2.84	2.85	2.78	2.91	
Standard deviation	1.33	1.17	1.40	1.34	1.35	1.32	
Significance	0.11	0.16	0.14	0.04	0.06	0.05	
Effect size	1.76	1.36	1.96	1.78	1.83	1.74	
<b>Playing video/computer games</b>							
None	56.1%	30.9%	69.6%	47.0%	21.3%	70.5%	
Less than one hour	17.8%	18.2%	17.6%	17.6%	18.5%	16.8%	
1 to 2 hours	14.6%	25.5%	8.8%	14.2%	21.5%	7.5%	
3 to 5 hours	8.3%	16.4%	3.9%	11.7%	20.2%	4.0%	
6 to 10 hours	2.5%	7.3%	0.0%	6.1%	11.8%	0.9%	
11 to 15 hours	0.6%	1.8%	0.0%	1.5%	2.8%	0.3%	
16 to 20 hours	0.0%	0.0%	0.0%	1.0%	2.0%	0.0%	
Over 20 hours	0.0%	0.0%	0.0%	0.9%	1.8%	0.0%	
Total (n)	157	55	102	1,255	600	655	
Mean	1.85	2.56	1.47	2.25	3.08	1.49	
Standard deviation	1.16	1.37	0.82	1.54	1.66	0.90	
Significance	0.09	0.18	0.08	0.04	0.07	0.04	
Effect size	1.36	1.88	0.67	2.37	2.74	0.81	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>During your last year in high school, how much time did you spend during a typical week doing the following activities?</b>							
<b>Online social networks (Myspace, Facebook, etc.)</b>							
None	0.6%	0.0%	1.0%	4.3%	5.1%	3.5%	
Less than one hour	5.1%	7.3%	3.9%	9.8%	10.0%	9.6%	
1 to 2 hours	19.0%	21.8%	17.5%	23.0%	23.4%	22.6%	
3 to 5 hours	37.3%	32.7%	39.8%	32.5%	32.6%	32.5%	
6 to 10 hours	22.2%	16.4%	25.2%	18.7%	15.6%	21.5%	
11 to 15 hours	9.5%	12.7%	7.8%	5.6%	6.3%	5.0%	
16 to 20 hours	3.8%	5.5%	2.9%	3.3%	3.2%	3.4%	
Over 20 hours	2.5%	3.6%	1.9%	2.9%	3.8%	2.0%	
Total (n)	158	55	103	1,258	602	656	
Mean	4.32	4.36	4.29	3.96	3.94	3.97	
Standard deviation	1.31	1.47	1.22	1.47	1.55	1.40	
Significance	0.10	0.20	0.12	0.04	0.06	0.05	
Effect size	1.71	2.16	1.48	2.17	2.40	1.96	
<b>How important was each reason in your decision to come here?</b>							
<b>My parents wanted me to come here</b>							
Very important	10.1%	5.5%	12.6%	12.1%	10.4%	13.7%	
Somewhat important	43.7%	32.7%	49.5%	41.8%	38.7%	44.7%	
Not important	46.2%	61.8%	37.9%	46.0%	50.8%	41.6%	
Total (n)	158	55	103	1,262	604	658	
Mean	1.64	1.44	1.75	1.66	1.60	1.72	
Standard deviation	0.66	0.60	0.67	0.68	0.67	0.69	
Significance	0.05	0.08	0.07	0.02	0.03	0.03	
Effect size	0.44	0.36	0.45	0.47	0.45	0.48	
<b>My relatives wanted me to come here</b>							
Very important	4.5%	1.8%	5.9%	3.5%	3.3%	3.7%	
Somewhat important	21.7%	16.4%	24.5%	18.9%	18.9%	18.9%	
Not important	73.9%	81.8%	69.6%	77.6%	77.7%	77.4%	
Total (n)	157	55	102	1,258	602	656	
Mean	1.31	1.20	1.36	1.26	1.26	1.26	
Standard deviation	0.55	0.45	0.59	0.51	0.51	0.52	
Significance	0.04	0.06	0.06	0.01	0.02	0.02	
Effect size	0.30	0.20	0.35	0.26	0.26	0.27	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct	
	Total	Men	Women	Total	Men	Women		
<b>How important was each reason in your decision to come here?</b>								
<b>My teacher advised me</b>								
Very important	8.3%	5.5%	9.8%	5.0%	4.0%	6.0%		
Somewhat important	29.3%	21.8%	33.3%	27.9%	27.2%	28.5%		
Not important	62.4%	72.7%	56.9%	67.1%	68.8%	65.5%		
Total (n)	157	55	102	1,255	600	655		
Mean	1.46	1.33	1.53	1.38	1.35	1.40		
Standard deviation	0.65	0.58	0.67	0.58	0.56	0.60		
Significance	0.05	0.08	0.07	0.02	0.02	0.02		
Effect size	0.42	0.34	0.45	0.34	0.31	0.36		
<b>This college has a very good academic reputation</b>								
Very important	89.9%	89.1%	90.3%	90.7%	91.9%	89.5%	College Reputation Orientation	
Somewhat important	10.1%	10.9%	9.7%	9.0%	7.8%	10.2%		
Not important	0.0%	0.0%	0.0%	0.3%	0.3%	0.3%		
Total (n)	158	55	103	1,263	605	658		
Mean	2.90	2.89	2.90	2.90	2.92	2.89		
Standard deviation	0.30	0.31	0.30	0.31	0.29	0.32		
Significance	0.02	0.04	0.03	0.01	0.01	0.01		
Effect size	0.09	0.10	0.09	0.09	0.08	0.10		
<b>This college has a good reputation for its social activities</b>								
Very important	45.6%	45.5%	45.6%	36.8%	38.0%	35.7%		
Somewhat important	42.4%	43.6%	41.7%	47.6%	47.4%	47.8%		
Not important	12.0%	10.9%	12.6%	15.6%	14.6%	16.5%		
Total (n)	158	55	103	1,258	603	655		
Mean	2.34	2.35	2.33	2.21	2.23	2.19		
Standard deviation	0.68	0.67	0.69	0.69	0.69	0.70		
Significance	0.05	0.09	0.07	0.02	0.03	0.03		
Effect size	0.47	0.45	0.48	0.48	0.47	0.49		
<b>I was offered financial assistance</b>								
Very important	28.7%	30.9%	27.5%	35.1%	32.9%	37.1%		
Somewhat important	17.2%	16.4%	17.6%	15.0%	16.3%	13.9%		
Not important	54.1%	52.7%	54.9%	49.8%	50.7%	49.0%		
Total (n)	157	55	102	1,256	601	655		
Mean	1.75	1.78	1.73	1.85	1.82	1.88		
Standard deviation	0.88	0.90	0.87	0.91	0.90	0.92		
Significance	0.07	0.12	0.09	0.03	0.04	0.04		
Effect size	0.77	0.80	0.76	0.83	0.81	0.85		

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>How important was each reason in your decision to come here?</b>							
<b>The cost of attending this college</b>							
Very important	17.9%	20.0%	16.8%	22.6%	20.9%	24.2%	
Somewhat important	24.4%	20.0%	26.7%	24.0%	24.3%	23.9%	
Not important	57.7%	60.0%	56.4%	53.3%	54.8%	52.0%	
Total (n)	156	55	101	1,256	602	654	
Mean	1.60	1.60	1.60	1.69	1.66	1.72	
Standard deviation	0.78	0.81	0.76	0.82	0.80	0.83	
Significance	0.06	0.11	0.08	0.02	0.03	0.03	
Effect size	0.60	0.65	0.58	0.67	0.64	0.69	
<b>High school counselor advised me</b>							
Very important	9.6%	3.6%	12.7%	6.8%	7.3%	6.3%	
Somewhat important	32.5%	29.1%	34.3%	31.8%	30.6%	33.0%	
Not important	58.0%	67.3%	52.9%	61.4%	62.1%	60.8%	
Total (n)	157	55	102	1,254	599	655	
Mean	1.52	1.36	1.60	1.45	1.45	1.45	
Standard deviation	0.67	0.56	0.71	0.62	0.63	0.61	
Significance	0.05	0.08	0.07	0.02	0.03	0.02	
Effect size	0.44	0.31	0.50	0.38	0.40	0.37	
<b>Private college counselor advised me</b>							
Very important	5.1%	3.6%	5.9%	3.8%	3.3%	4.1%	
Somewhat important	12.2%	14.5%	10.9%	14.1%	12.9%	15.3%	
Not important	82.7%	81.8%	83.2%	82.1%	83.8%	80.5%	
Total (n)	156	55	101	1,251	599	652	
Mean	1.22	1.22	1.23	1.22	1.20	1.24	
Standard deviation	0.53	0.50	0.55	0.50	0.47	0.51	
Significance	0.04	0.07	0.05	0.01	0.02	0.02	
Effect size	0.28	0.25	0.30	0.25	0.22	0.26	
<b>I wanted to live near home</b>							
Very important	1.9%	1.8%	2.0%	6.6%	5.3%	7.8%	
Somewhat important	12.1%	12.7%	11.8%	15.6%	14.5%	16.6%	
Not important	86.0%	85.5%	86.3%	77.8%	80.2%	75.6%	
Total (n)	157	55	102	1,257	601	656	
Mean	1.16	1.16	1.16	1.29	1.25	1.32	
Standard deviation	0.42	0.42	0.42	0.58	0.54	0.61	
Significance	0.03	0.06	0.04	0.02	0.02	0.02	
Effect size	0.17	0.18	0.17	0.34	0.30	0.37	



2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>How important was each reason in your decision to come here?</b>							
<b>Not offered aid by first choice</b>							
Very important	1.3%	3.6%	0.0%	2.6%	2.7%	2.5%	
Somewhat important	1.9%	3.6%	1.0%	5.9%	4.8%	6.9%	
Not important	96.8%	92.7%	99.0%	91.5%	92.5%	90.6%	
Total (n)	156	55	101	1,252	600	652	
Mean	1.04	1.11	1.01	1.11	1.10	1.12	
Standard deviation	0.26	0.42	0.10	0.39	0.38	0.39	
Significance	0.02	0.06	0.01	0.01	0.02	0.02	
Effect size	0.07	0.17	0.01	0.15	0.14	0.15	
<b>Could not afford first choice</b>							
Very important	1.9%	5.5%	0.0%	2.4%	2.5%	2.3%	
Somewhat important	1.3%	1.8%	1.0%	5.2%	4.0%	6.3%	
Not important	96.8%	92.7%	99.0%	92.4%	93.5%	91.4%	
Total (n)	156	55	101	1,252	600	652	
Mean	1.05	1.13	1.01	1.10	1.09	1.11	
Standard deviation	0.30	0.47	0.10	0.37	0.36	0.38	
Significance	0.02	0.06	0.01	0.01	0.01	0.01	
Effect size	0.09	0.22	0.01	0.14	0.13	0.14	
<b>This college's graduates gain admission to top graduate/professional schools</b>							
Very important	28.7%	25.5%	30.4%	49.4%	52.4%	46.7%	College Reputation Orientation
Somewhat important	32.5%	32.7%	32.4%	33.7%	30.3%	36.8%	
Not important	38.9%	41.8%	37.3%	16.8%	17.2%	16.4%	
Total (n)	157	55	102	1,260	603	657	
Mean	1.90	1.84	1.93	2.33	2.35	2.30	
Standard deviation	0.82	0.81	0.82	0.75	0.76	0.74	
Significance	0.07	0.11	0.08	0.02	0.03	0.03	
Effect size	0.67	0.66	0.68	0.56	0.57	0.54	
<b>This college's graduates get good jobs</b>							
Very important	56.3%	43.6%	63.1%	63.0%	64.0%	62.2%	College Reputation Orientation
Somewhat important	32.9%	40.0%	29.1%	29.5%	28.0%	30.9%	
Not important	10.8%	16.4%	7.8%	7.5%	8.0%	7.0%	
Total (n)	158	55	103	1,261	603	658	
Mean	2.46	2.27	2.55	2.56	2.56	2.55	
Standard deviation	0.68	0.73	0.64	0.63	0.64	0.62	
Significance	0.05	0.10	0.06	0.02	0.03	0.02	
Effect size	0.47	0.54	0.41	0.40	0.41	0.39	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>How important was each reason in your decision to come here?</b>							
<b>I was attracted by the religious affiliation/orientation of the college</b>							
Very important	1.9%	0.0%	3.0%	1.3%	1.2%	1.4%	
Somewhat important	5.8%	7.3%	5.0%	7.2%	7.3%	7.0%	
Not important	92.3%	92.7%	92.1%	91.6%	91.5%	91.6%	
Total (n)	156	55	101	1,255	601	654	
Mean	1.10	1.07	1.11	1.10	1.10	1.10	
Standard deviation	0.36	0.26	0.40	0.34	0.33	0.34	
Significance	0.03	0.04	0.04	0.01	0.01	0.01	
Effect size	0.13	0.07	0.16	0.11	0.11	0.12	
<b>I wanted to go to a school about the size of this college</b>							
Very important	34.2%	27.3%	37.9%	34.7%	31.3%	37.8%	
Somewhat important	49.4%	54.5%	46.6%	47.8%	47.9%	47.7%	
Not important	16.5%	18.2%	15.5%	17.5%	20.8%	14.4%	
Total (n)	158	55	103	1,259	601	658	
Mean	2.18	2.09	2.22	2.17	2.10	2.23	
Standard deviation	0.69	0.67	0.70	0.70	0.71	0.68	
Significance	0.05	0.09	0.07	0.02	0.03	0.03	
Effect size	0.48	0.45	0.49	0.49	0.51	0.47	
<b>Rankings in national magazines</b>							
Very important	39.2%	38.2%	39.8%	43.8%	45.4%	42.2%	
Somewhat important	45.6%	45.5%	45.6%	45.9%	44.4%	47.3%	
Not important	15.2%	16.4%	14.6%	10.3%	10.1%	10.5%	
Total (n)	158	55	103	1,261	603	658	
Mean	2.24	2.22	2.25	2.33	2.35	2.32	
Standard deviation	0.70	0.71	0.70	0.66	0.66	0.65	
Significance	0.06	0.10	0.07	0.02	0.03	0.03	
Effect size	0.49	0.51	0.48	0.43	0.43	0.43	
<b>Information from a website</b>							
Very important	33.5%	25.5%	37.9%	30.0%	28.5%	31.4%	
Somewhat important	52.5%	58.2%	49.5%	49.9%	48.4%	51.3%	
Not important	13.9%	16.4%	12.6%	20.1%	23.1%	17.4%	
Total (n)	158	55	103	1,258	601	657	
Mean	2.20	2.09	2.25	2.10	2.05	2.14	
Standard deviation	0.66	0.65	0.67	0.70	0.72	0.68	
Significance	0.05	0.09	0.07	0.02	0.03	0.03	
Effect size	0.44	0.42	0.45	0.49	0.51	0.47	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>How important was each reason in your decision to come here?</b>							
<b>I was admitted through an Early Action or Early Decision program</b>							
Very important	42.0%	38.2%	44.1%	30.0%	28.5%	31.3%	
Somewhat important	5.1%	5.5%	4.9%	4.6%	4.5%	4.7%	
Not important	52.9%	56.4%	51.0%	65.4%	66.9%	64.0%	
Total (n)	157	55	102	1,255	599	656	
Mean	1.89	1.82	1.93	1.65	1.62	1.67	
Standard deviation	0.97	0.96	0.98	0.91	0.90	0.92	
Significance	0.08	0.13	0.10	0.03	0.04	0.04	
Effect size	0.94	0.93	0.96	0.83	0.81	0.85	
<b>The athletic department recruited me</b>							
Very important	1.3%	1.8%	1.0%	3.4%	3.3%	3.5%	
Somewhat important	1.3%	1.8%	1.0%	1.9%	2.8%	1.1%	
Not important	97.4%	96.4%	98.0%	94.6%	93.8%	95.4%	
Total (n)	155	55	100	1,249	598	651	
Mean	1.04	1.05	1.03	1.09	1.10	1.08	
Standard deviation	0.25	0.30	0.22	0.39	0.39	0.38	
Significance	0.02	0.04	0.02	0.01	0.02	0.01	
Effect size	0.06	0.09	0.05	0.15	0.15	0.15	
<b>A visit to the campus</b>							
Very important	65.8%	58.2%	69.9%	51.5%	47.0%	55.6%	
Somewhat important	21.5%	21.8%	21.4%	31.8%	34.9%	29.0%	
Not important	12.7%	20.0%	8.7%	16.7%	18.1%	15.3%	
Total (n)	158	55	103	1,260	602	658	
Mean	2.53	2.38	2.61	2.35	2.29	2.40	
Standard deviation	0.71	0.80	0.65	0.75	0.75	0.74	
Significance	0.06	0.11	0.06	0.02	0.03	0.03	
Effect size	0.51	0.65	0.42	0.56	0.57	0.55	
<b>Ability to take online courses</b>							
Very important	0.0%	0.0%	0.0%	0.3%	0.2%	0.5%	
Somewhat important	1.9%	3.6%	1.0%	3.6%	4.7%	2.6%	
Not important	98.1%	96.4%	99.0%	96.1%	95.2%	96.9%	
Total (n)	155	55	100	1,250	600	650	
Mean	1.02	1.04	1.01	1.04	1.05	1.04	
Standard deviation	0.14	0.19	0.10	0.22	0.23	0.21	
Significance	0.01	0.03	0.01	0.01	0.01	0.01	
Effect size	0.02	0.04	0.01	0.05	0.05	0.04	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>The current economic situation significantly affected my college choice:</b>							
Agree strongly	8.2%	10.9%	6.8%	10.5%	9.2%	11.6%	
Agree somewhat	21.5%	16.4%	24.3%	26.9%	24.9%	28.7%	
Disagree somewhat	34.2%	34.5%	34.0%	25.5%	26.4%	24.7%	
Disagree strongly	36.1%	38.2%	35.0%	37.1%	39.4%	35.0%	
Total (n)	158	55	103	1,261	606	655	
Mean	2.02	2.00	2.03	2.11	2.04	2.17	
Standard deviation	0.95	1.00	0.93	1.02	1.01	1.04	
Significance	0.08	0.13	0.09	0.03	0.04	0.04	
Effect size	0.91	1.00	0.87	1.05	1.01	1.07	
<b>Your probable field of study/major (aggregated)</b>							
Agriculture	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Biological Science	0.0%	0.0%	0.0%	10.0%	8.4%	11.4%	
Business	2.5%	1.8%	2.9%	6.4%	6.8%	6.1%	
Education	0.6%	0.0%	1.0%	1.5%	0.8%	2.1%	
Engineering	0.0%	0.0%	0.0%	17.2%	24.4%	10.5%	
English	1.3%	1.8%	1.0%	1.9%	0.8%	2.9%	
Health Professional	3.2%	1.8%	3.9%	5.5%	5.1%	5.8%	
History or Political Science	0.0%	0.0%	0.0%	5.9%	6.8%	5.0%	
Humanities	65.2%	63.6%	66.0%	9.8%	6.6%	12.8%	
Fine Arts	3.8%	3.6%	3.9%	4.8%	4.3%	5.3%	
Mathematics or Statistics	0.0%	0.0%	0.0%	2.5%	3.5%	1.5%	
Physical Science	0.6%	0.0%	1.0%	4.0%	4.6%	3.5%	
Social Science	1.9%	3.6%	1.0%	12.8%	13.0%	12.6%	
Other Technical	0.0%	0.0%	0.0%	1.1%	2.0%	0.3%	
Other Non-technical	19.6%	20.0%	19.4%	12.8%	8.9%	16.4%	
Undecided	1.3%	3.6%	0.0%	3.9%	4.1%	3.7%	
Total (n)	158	55	103	1,264	607	657	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Please indicate the importance to you personally of each of the following:</b>							
<b>Becoming accomplished in one of the performing arts (acting, dancing, etc.)</b>							
Essential	53.8%	49.1%	56.3%	14.6%	11.6%	17.2%	
Very important	15.8%	21.8%	12.6%	12.3%	9.7%	14.6%	
Somewhat important	10.8%	10.9%	10.7%	19.8%	20.5%	19.2%	
Not important	19.6%	18.2%	20.4%	53.4%	58.2%	48.9%	
Total (n)	158	55	103	1,257	601	656	
Mean	3.04	3.02	3.05	1.88	1.75	2.00	
Standard deviation	1.20	1.16	1.22	1.11	1.04	1.15	
Significance	0.10	0.16	0.12	0.03	0.04	0.04	
Effect size	1.44	1.35	1.50	1.23	1.08	1.33	
<b>Becoming an authority in my field</b>							
Essential	29.1%	29.1%	29.1%	24.3%	24.6%	23.9%	
Very important	43.7%	47.3%	41.7%	42.8%	45.3%	40.5%	
Somewhat important	24.7%	21.8%	26.2%	27.7%	25.0%	30.2%	
Not important	2.5%	1.8%	2.9%	5.3%	5.2%	5.3%	
Total (n)	158	55	103	1,257	601	656	
Mean	2.99	3.04	2.97	2.86	2.89	2.83	
Standard deviation	0.80	0.77	0.82	0.84	0.83	0.85	
Significance	0.06	0.10	0.08	0.02	0.03	0.03	
Effect size	0.64	0.59	0.68	0.71	0.69	0.73	
<b>Obtaining recognition from my colleagues for contributions to my special field</b>							
Essential	27.8%	25.5%	29.1%	20.4%	21.0%	19.9%	
Very important	42.4%	50.9%	37.9%	40.8%	42.7%	39.1%	
Somewhat important	23.4%	21.8%	24.3%	31.7%	30.2%	33.0%	
Not important	6.3%	1.8%	8.7%	7.1%	6.2%	8.0%	
Total (n)	158	55	103	1,254	600	654	
Mean	2.92	3.00	2.87	2.75	2.79	2.71	
Standard deviation	0.87	0.75	0.94	0.86	0.84	0.87	
Significance	0.07	0.10	0.09	0.02	0.03	0.03	
Effect size	0.76	0.56	0.88	0.74	0.71	0.76	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
Please indicate the importance to you personally of each of the following:							
<b>Influencing the political structure</b>							
Essential	3.8%	5.5%	2.9%	6.1%	8.0%	4.3%	
Very important	14.0%	12.7%	14.7%	13.3%	14.8%	12.0%	
Somewhat important	38.2%	47.3%	33.3%	36.6%	38.4%	35.0%	
Not important	43.9%	34.5%	49.0%	44.0%	38.8%	48.8%	
Total (n)	157	55	102	1,253	601	652	
Mean	1.78	1.89	1.72	1.81	1.92	1.72	
Standard deviation	0.83	0.83	0.83	0.88	0.92	0.84	
Significance	0.07	0.11	0.08	0.02	0.04	0.03	
Effect size	0.69	0.69	0.68	0.78	0.85	0.70	
<b>Influencing social values</b>							
Essential	14.6%	12.7%	15.5%	12.7%	12.5%	13.0%	Social Agency
Very important	39.9%	36.4%	41.7%	30.3%	27.8%	32.7%	
Somewhat important	31.6%	34.5%	30.1%	37.8%	37.8%	37.9%	
Not important	13.9%	16.4%	12.6%	19.1%	22.0%	16.5%	
Total (n)	158	55	103	1,256	601	655	
Mean	2.55	2.45	2.60	2.37	2.31	2.42	
Standard deviation	0.91	0.92	0.90	0.93	0.95	0.91	
Significance	0.07	0.12	0.09	0.03	0.04	0.04	
Effect size	0.82	0.85	0.81	0.87	0.90	0.83	
<b>Raising a family</b>							
Essential	32.3%	29.1%	34.0%	44.1%	48.0%	40.5%	
Very important	33.5%	41.8%	29.1%	28.8%	28.5%	29.0%	
Somewhat important	23.4%	16.4%	27.2%	19.0%	15.7%	22.0%	
Not important	10.8%	12.7%	9.7%	8.2%	7.8%	8.5%	
Total (n)	158	55	103	1,255	600	655	
Mean	2.87	2.87	2.87	3.09	3.17	3.01	
Standard deviation	0.99	0.98	1.00	0.98	0.96	0.98	
Significance	0.08	0.13	0.10	0.03	0.04	0.04	
Effect size	0.98	0.96	0.99	0.95	0.92	0.97	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Please indicate the importance to you personally of each of the following:</b>							
<b>Being very well off financially</b>							
Essential	20.9%	23.6%	19.4%	29.4%	35.4%	23.8%	
Very important	28.5%	29.1%	28.2%	38.2%	38.1%	38.3%	
Somewhat important	39.9%	38.2%	40.8%	28.1%	22.6%	33.1%	
Not important	10.8%	9.1%	11.7%	4.3%	3.8%	4.7%	
Total (n)	158	55	103	1,256	601	655	
Mean	2.59	2.67	2.55	2.93	3.05	2.81	
Standard deviation	0.94	0.94	0.94	0.86	0.86	0.85	
Significance	0.07	0.13	0.09	0.02	0.03	0.03	
Effect size	0.88	0.89	0.88	0.74	0.73	0.72	
<b>Helping others who are in difficulty</b>							
Essential	22.8%	16.4%	26.2%	33.1%	29.2%	36.8%	Social Agency
Very important	46.8%	45.5%	47.6%	39.7%	38.2%	41.1%	
Somewhat important	27.2%	34.5%	23.3%	24.1%	28.2%	20.5%	
Not important	3.2%	3.6%	2.9%	3.0%	4.5%	1.7%	
Total (n)	158	55	103	1,255	600	655	
Mean	2.89	2.75	2.97	3.03	2.92	3.13	
Standard deviation	0.79	0.78	0.79	0.83	0.86	0.79	
Significance	0.06	0.10	0.08	0.02	0.04	0.03	
Effect size	0.62	0.60	0.62	0.69	0.75	0.62	
<b>Making a theoretical contribution to science</b>							
Essential	1.9%	1.8%	2.0%	9.3%	11.1%	7.5%	
Very important	5.7%	7.3%	4.9%	16.1%	19.3%	13.2%	
Somewhat important	11.5%	14.5%	9.8%	27.9%	29.8%	26.1%	
Not important	80.9%	76.4%	83.3%	46.8%	39.8%	53.2%	
Total (n)	157	55	102	1,253	601	652	
Mean	1.29	1.35	1.25	1.88	2.02	1.75	
Standard deviation	0.66	0.70	0.64	0.99	1.02	0.95	
Significance	0.05	0.09	0.06	0.03	0.04	0.04	
Effect size	0.44	0.49	0.41	0.99	1.04	0.90	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Please indicate the importance to you personally of each of the following:</b>							
<b>Writing original works (poems, novels, etc.)</b>							
Essential	18.5%	21.8%	16.7%	10.9%	9.3%	12.4%	
Very important	20.4%	27.3%	16.7%	12.6%	11.2%	13.9%	
Somewhat important	31.8%	30.9%	32.4%	25.7%	27.7%	23.9%	
Not important	29.3%	20.0%	34.3%	50.8%	51.8%	49.8%	
Total (n)	157	55	102	1,254	600	654	
Mean	2.28	2.51	2.16	1.84	1.78	1.89	
Standard deviation	1.08	1.05	1.08	1.02	0.98	1.06	
Significance	0.09	0.14	0.11	0.03	0.04	0.04	
Effect size	1.16	1.11	1.16	1.05	0.96	1.12	
<b>Creating artistic works (painting, sculpture, etc.)</b>							
Essential	14.6%	16.4%	13.6%	6.4%	6.3%	6.4%	
Very important	20.9%	25.5%	18.4%	8.9%	7.5%	10.2%	
Somewhat important	19.0%	18.2%	19.4%	20.1%	16.8%	23.1%	
Not important	45.6%	40.0%	48.5%	64.6%	69.3%	60.3%	
Total (n)	158	55	103	1,255	600	655	
Mean	2.04	2.18	1.97	1.57	1.51	1.63	
Standard deviation	1.12	1.14	1.11	0.90	0.88	0.91	
Significance	0.09	0.15	0.11	0.03	0.04	0.04	
Effect size	1.25	1.30	1.22	0.81	0.78	0.82	
<b>Becoming successful in a business of my own</b>							
Essential	13.4%	12.7%	13.7%	11.5%	14.7%	8.6%	
Very important	21.7%	30.9%	16.7%	20.8%	26.5%	15.6%	
Somewhat important	30.6%	21.8%	35.3%	33.1%	30.4%	35.5%	
Not important	34.4%	34.5%	34.3%	34.6%	28.4%	40.3%	
Total (n)	157	55	102	1,252	599	653	
Mean	2.14	2.22	2.10	2.09	2.28	1.92	
Standard deviation	1.04	1.07	1.03	1.00	1.03	0.95	
Significance	0.08	0.14	0.10	0.03	0.04	0.04	
Effect size	1.08	1.14	1.06	1.01	1.06	0.90	



2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Please indicate the importance to you personally of each of the following:</b>							
<b>Becoming involved in programs to clean up the environment</b>							
Essential	4.4%	1.8%	5.8%	6.7%	5.8%	7.5%	
Very important	18.4%	12.7%	21.4%	19.3%	16.5%	21.9%	
Somewhat important	44.3%	49.1%	41.7%	46.1%	45.7%	46.5%	
Not important	32.9%	36.4%	31.1%	27.9%	32.0%	24.2%	
Total (n)	158	55	103	1,254	600	654	
Mean	1.94	1.80	2.02	2.05	1.96	2.13	
Standard deviation	0.83	0.73	0.87	0.86	0.85	0.86	
Significance	0.07	0.10	0.09	0.02	0.03	0.03	
Effect size	0.69	0.53	0.76	0.74	0.72	0.74	
<b>Developing a meaningful philosophy of life</b>							
Essential	31.2%	21.8%	36.3%	30.9%	32.4%	29.5%	
Very important	29.9%	34.5%	27.5%	28.6%	28.6%	28.6%	
Somewhat important	25.5%	32.7%	21.6%	27.2%	25.5%	28.7%	
Not important	13.4%	10.9%	14.7%	13.3%	13.5%	13.2%	
Total (n)	157	55	102	1,252	601	651	
Mean	2.79	2.67	2.85	2.77	2.80	2.74	
Standard deviation	1.03	0.94	1.08	1.03	1.04	1.02	
Significance	0.08	0.13	0.11	0.03	0.04	0.04	
Effect size	1.06	0.89	1.16	1.06	1.08	1.05	
<b>Participating in a community action program</b>							
Essential	8.2%	0.0%	12.6%	9.7%	5.5%	13.5%	
Very important	25.3%	21.8%	27.2%	25.5%	21.7%	29.1%	
Somewhat important	39.2%	36.4%	40.8%	41.6%	42.7%	40.6%	
Not important	27.2%	41.8%	19.4%	23.2%	30.2%	16.8%	
Total (n)	158	55	103	1,253	600	653	Social Agency
Mean	2.15	1.80	2.33	2.22	2.03	2.39	
Standard deviation	0.92	0.78	0.93	0.91	0.86	0.92	
Significance	0.07	0.11	0.09	0.03	0.04	0.04	
Effect size	0.84	0.61	0.87	0.83	0.74	0.85	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Please indicate the importance to you personally of each of the following:</b>							
<b>Helping to promote racial understanding</b>							
Essential	12.0%	5.5%	15.5%	12.2%	9.7%	14.5%	Social Agency
Very important	27.2%	21.8%	30.1%	25.5%	22.3%	28.3%	
Somewhat important	45.6%	50.9%	42.7%	43.3%	44.7%	42.1%	
Not important	15.2%	21.8%	11.7%	19.0%	23.3%	15.0%	
Total (n)	158	55	103	1,253	600	653	
Mean	2.36	2.11	2.50	2.31	2.18	2.42	
Standard deviation	0.88	0.81	0.90	0.92	0.90	0.91	
Significance	0.07	0.11	0.09	0.03	0.04	0.04	
Effect size	0.78	0.65	0.80	0.84	0.81	0.84	
<b>Keeping up to date with political affairs</b>							
Essential	14.6%	12.7%	15.7%	17.0%	19.3%	14.9%	Social Agency
Very important	36.9%	45.5%	32.4%	35.6%	35.4%	35.7%	
Somewhat important	39.5%	34.5%	42.2%	35.1%	33.8%	36.3%	
Not important	8.9%	7.3%	9.8%	12.3%	11.5%	13.0%	
Total (n)	157	55	102	1,253	601	652	
Mean	2.57	2.64	2.54	2.57	2.63	2.52	
Standard deviation	0.85	0.80	0.88	0.91	0.92	0.90	
Significance	0.07	0.11	0.09	0.03	0.04	0.04	
Effect size	0.72	0.64	0.77	0.83	0.85	0.81	
<b>Becoming a community leader</b>							
Essential	13.9%	10.9%	15.5%	13.3%	13.8%	12.9%	Social Agency
Very important	31.6%	29.1%	33.0%	27.2%	24.0%	30.2%	
Somewhat important	38.0%	34.5%	39.8%	38.2%	38.5%	38.0%	
Not important	16.5%	25.5%	11.7%	21.2%	23.7%	19.0%	
Total (n)	158	55	103	1,253	600	653	
Mean	2.43	2.25	2.52	2.33	2.28	2.37	
Standard deviation	0.93	0.97	0.89	0.95	0.98	0.93	
Significance	0.07	0.13	0.09	0.03	0.04	0.04	
Effect size	0.86	0.93	0.80	0.91	0.95	0.87	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
Please indicate the importance to you personally of each of the following:							
<b>Improving my understanding of other countries and cultures</b>							
Essential	27.2%	21.8%	30.1%	30.3%	25.9%	34.3%	
Very important	48.7%	45.5%	50.5%	38.9%	35.6%	42.0%	
Somewhat important	21.5%	29.1%	17.5%	24.7%	30.4%	19.4%	
Not important	2.5%	3.6%	1.9%	6.2%	8.2%	4.3%	
Total (n)	158	55	103	1,252	599	653	
Mean	3.01	2.85	3.09	2.93	2.79	3.06	
Standard deviation	0.77	0.80	0.74	0.89	0.92	0.84	
Significance	0.06	0.11	0.07	0.03	0.04	0.03	
Effect size	0.59	0.65	0.55	0.79	0.85	0.71	
<b>Adopting "green" practices to protect the environment</b>							
Essential	16.5%	9.1%	20.4%	16.4%	12.5%	20.1%	
Very important	38.6%	32.7%	41.7%	33.4%	29.7%	36.8%	
Somewhat important	31.0%	43.6%	24.3%	37.6%	41.8%	33.7%	
Not important	13.9%	14.5%	13.6%	12.6%	16.0%	9.5%	
Total (n)	158	55	103	1,253	600	653	
Mean	2.58	2.36	2.69	2.54	2.39	2.67	
Standard deviation	0.93	0.85	0.95	0.91	0.90	0.90	
Significance	0.07	0.11	0.09	0.03	0.04	0.04	
Effect size	0.86	0.72	0.90	0.83	0.81	0.81	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>What is your best guess as to the chances that you will:</b>							
<b>Change major field</b>							
Very good chance	8.2%	5.5%	9.7%	18.9%	17.5%	20.2%	
Some chance	28.5%	27.3%	29.1%	43.5%	45.0%	42.1%	
Very little chance	53.2%	52.7%	53.4%	31.9%	32.4%	31.5%	
No chance	10.1%	14.5%	7.8%	5.7%	5.1%	6.2%	
Total (n)	158	55	103	1,263	605	658	
Mean	2.35	2.24	2.41	2.76	2.75	2.76	
Standard deviation	0.77	0.77	0.77	0.82	0.80	0.84	
Significance	0.06	0.10	0.08	0.02	0.03	0.03	
Effect size	0.60	0.59	0.60	0.68	0.64	0.71	
<b>Change career choice</b>							
Very good chance	12.7%	9.1%	14.6%	22.8%	21.2%	24.3%	
Some chance	47.5%	50.9%	45.6%	47.1%	48.7%	45.7%	
Very little chance	29.7%	27.3%	31.1%	23.5%	22.8%	24.0%	
No chance	10.1%	12.7%	8.7%	6.6%	7.3%	5.9%	
Total (n)	158	55	103	1,262	604	658	
Mean	2.63	2.56	2.66	2.86	2.84	2.88	
Standard deviation	0.83	0.83	0.83	0.84	0.84	0.84	
Significance	0.07	0.11	0.08	0.02	0.03	0.03	
Effect size	0.69	0.69	0.70	0.71	0.71	0.71	
<b>Participate in student government</b>							
Very good chance	10.8%	12.7%	9.7%	9.0%	8.8%	9.3%	
Some chance	33.5%	36.4%	32.0%	34.2%	35.0%	33.5%	
Very little chance	36.1%	27.3%	40.8%	42.3%	41.8%	42.8%	
No chance	19.6%	23.6%	17.5%	14.4%	14.4%	14.5%	
Total (n)	158	55	103	1,260	603	657	
Mean	2.35	2.38	2.34	2.38	2.38	2.38	
Standard deviation	0.92	0.99	0.88	0.84	0.84	0.84	
Significance	0.07	0.13	0.09	0.02	0.03	0.03	
Effect size	0.84	0.98	0.78	0.71	0.70	0.71	Likelihood of College Involvement

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>What is your best guess as to the chances that you will:</b>							
<b>Get a job to help pay for college expenses</b>							
Very good chance	59.5%	58.2%	60.2%	50.7%	44.9%	56.1%	
Some chance	25.3%	23.6%	26.2%	30.0%	33.1%	27.1%	
Very little chance	10.1%	12.7%	8.7%	13.7%	16.7%	11.0%	
No chance	5.1%	5.5%	4.9%	5.6%	5.3%	5.8%	
Total (n)	158	55	103	1,260	604	656	
Mean	3.39	3.35	3.42	3.26	3.18	3.34	
Standard deviation	0.87	0.91	0.85	0.89	0.89	0.89	
Significance	0.07	0.12	0.08	0.03	0.04	0.03	
Effect size	0.75	0.82	0.72	0.80	0.80	0.79	
<b>Work full-time while attending college</b>							
Very good chance	3.2%	5.5%	1.9%	2.5%	2.7%	2.3%	
Some chance	19.0%	18.2%	19.4%	16.0%	15.8%	16.3%	
Very little chance	44.3%	45.5%	43.7%	46.1%	47.6%	44.8%	
No chance	33.5%	30.9%	35.0%	35.3%	34.0%	36.6%	
Total (n)	158	55	103	1,259	603	656	
Mean	1.92	1.98	1.88	1.86	1.87	1.84	
Standard deviation	0.81	0.85	0.78	0.77	0.77	0.77	
Significance	0.06	0.11	0.08	0.02	0.03	0.03	
Effect size	0.65	0.72	0.61	0.59	0.59	0.60	
<b>Join a social fraternity or sorority</b>							
Very good chance	19.6%	3.6%	28.2%	18.4%	16.9%	19.8%	
Some chance	33.5%	36.4%	32.0%	36.3%	35.9%	36.6%	
Very little chance	34.2%	40.0%	31.1%	30.6%	32.6%	28.7%	
No chance	12.7%	20.0%	8.7%	14.7%	14.6%	14.9%	
Total (n)	158	55	103	1,262	604	658	
Mean	2.60	2.24	2.80	2.58	2.55	2.61	
Standard deviation	0.94	0.82	0.95	0.95	0.94	0.97	
Significance	0.08	0.11	0.09	0.03	0.04	0.04	
Effect size	0.89	0.67	0.91	0.91	0.88	0.93	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>What is your best guess as to the chances that you will:</b>							
<b>Play club, intramural, or recreational sports?</b>							
Very good chance	22.2%	29.1%	18.4%	43.7%	52.8%	35.3%	
Some chance	33.5%	34.5%	33.0%	32.7%	31.3%	33.9%	
Very little chance	29.7%	30.9%	29.1%	15.5%	11.6%	19.0%	
No chance	14.6%	5.5%	19.4%	8.2%	4.3%	11.7%	
Total (n)	158	55	103	1,261	604	657	
Mean	2.63	2.87	2.50	3.12	3.33	2.93	
Standard deviation	0.99	0.90	1.01	0.95	0.84	1.00	
Significance	0.08	0.12	0.10	0.03	0.03	0.04	
Effect size	0.97	0.82	1.02	0.90	0.71	1.01	
<b>Play intercollegiate athletics (eg., NCAA or NAIA-sponsored)</b>							
Very good chance	1.3%	1.8%	1.0%	5.3%	5.0%	5.6%	
Some chance	5.1%	7.3%	3.9%	6.5%	8.3%	4.9%	
Very little chance	20.3%	23.6%	18.4%	24.7%	29.8%	20.0%	
No chance	73.4%	67.3%	76.7%	63.5%	57.0%	69.5%	
Total (n)	158	55	103	1,260	604	656	
Mean	1.34	1.44	1.29	1.54	1.61	1.47	
Standard deviation	0.64	0.71	0.59	0.84	0.84	0.83	
Significance	0.05	0.10	0.06	0.02	0.03	0.03	
Effect size	0.40	0.51	0.35	0.70	0.70	0.69	
<b>Make at least a "B" average</b>							
Very good chance	86.7%	83.6%	88.3%	87.8%	88.8%	86.9%	
Some chance	12.7%	14.5%	11.7%	11.6%	10.6%	12.6%	
Very little chance	0.6%	1.8%	0.0%	0.4%	0.3%	0.5%	
No chance	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
Total (n)	158	55	103	1,263	605	658	
Mean	3.86	3.82	3.88	3.87	3.88	3.86	
Standard deviation	0.37	0.43	0.32	0.36	0.37	0.36	
Significance	0.03	0.06	0.03	0.01	0.01	0.01	
Effect size	0.13	0.19	0.10	0.13	0.13	0.13	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>What is your best guess as to the chances that you will:</b>							
<b>Need extra time to complete your degree requirements</b>							
Very good chance	0.0%	0.0%	0.0%	2.0%	1.5%	2.4%	
Some chance	19.0%	16.4%	20.4%	21.0%	19.9%	22.0%	
Very little chance	60.1%	70.9%	54.4%	61.1%	62.9%	59.4%	
No chance	20.9%	12.7%	25.2%	16.0%	15.7%	16.2%	
Total (n)	158	55	103	1,259	604	655	
Mean	1.98	2.04	1.95	2.09	2.07	2.11	
Standard deviation	0.63	0.54	0.68	0.66	0.64	0.68	
Significance	0.05	0.07	0.07	0.02	0.03	0.03	
Effect size	0.40	0.29	0.46	0.44	0.41	0.47	
<b>Participate in student protests or demonstrations</b>							
Very good chance	8.9%	7.3%	9.7%	8.9%	6.3%	11.3%	
Some chance	53.8%	50.9%	55.3%	44.3%	41.7%	46.7%	
Very little chance	29.7%	34.5%	27.2%	37.8%	41.0%	34.8%	
No chance	7.6%	7.3%	7.8%	9.0%	11.0%	7.2%	
Total (n)	158	55	103	1,257	602	655	
Mean	2.64	2.58	2.67	2.53	2.43	2.62	
Standard deviation	0.75	0.74	0.76	0.78	0.77	0.78	
Significance	0.06	0.10	0.07	0.02	0.03	0.03	
Effect size	0.56	0.54	0.58	0.61	0.59	0.61	
<b>Transfer to another college before graduating</b>							
Very good chance	0.0%	0.0%	0.0%	1.0%	1.5%	0.6%	
Some chance	6.3%	3.6%	7.8%	8.4%	8.1%	8.7%	
Very little chance	64.6%	63.6%	65.0%	60.4%	61.0%	59.7%	
No chance	29.1%	32.7%	27.2%	30.2%	29.4%	30.9%	
Total (n)	158	55	103	1,256	603	653	
Mean	1.77	1.71	1.81	1.80	1.82	1.79	
Standard deviation	0.55	0.53	0.56	0.62	0.63	0.61	
Significance	0.04	0.07	0.06	0.02	0.03	0.02	
Effect size	0.30	0.28	0.31	0.39	0.40	0.38	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>What is your best guess as to the chances that you will:</b>							
<b>Be satisfied with your college</b>							
Very good chance	91.1%	89.1%	92.2%	88.4%	86.9%	89.6%	
Some chance	8.9%	10.9%	7.8%	11.1%	12.1%	10.2%	
Very little chance	0.0%	0.0%	0.0%	0.5%	0.8%	0.2%	
No chance	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	
Total (n)	158	55	103	1,262	605	657	
Mean	3.91	3.89	3.92	3.88	3.86	3.89	
Standard deviation	0.29	0.31	0.27	0.35	0.39	0.31	
Significance	0.02	0.04	0.03	0.01	0.02	0.01	
Effect size	0.08	0.10	0.07	0.12	0.15	0.10	
<b>Participate in volunteer or community service work</b>							
Very good chance	53.2%	27.3%	67.0%	57.4%	43.0%	70.7%	Likelihood of College Involvement
Some chance	38.0%	52.7%	30.1%	34.7%	44.0%	26.1%	
Very little chance	8.2%	18.2%	2.9%	6.7%	11.1%	2.6%	
No chance	0.6%	1.8%	0.0%	1.2%	1.8%	0.6%	
Total (n)	158	55	103	1,259	604	655	
Mean	3.44	3.05	3.64	3.48	3.28	3.67	
Standard deviation	0.67	0.73	0.54	0.67	0.73	0.56	
Significance	0.05	0.10	0.05	0.02	0.03	0.02	
Effect size	0.45	0.53	0.29	0.46	0.53	0.31	
<b>Seek personal counseling</b>							
Very good chance	8.9%	10.9%	7.8%	9.2%	8.8%	9.6%	
Some chance	36.7%	32.7%	38.8%	31.7%	30.2%	33.0%	
Very little chance	48.7%	47.3%	49.5%	48.4%	47.4%	49.2%	
No chance	5.7%	9.1%	3.9%	10.7%	13.6%	8.1%	
Total (n)	158	55	103	1,257	603	654	
Mean	2.49	2.45	2.50	2.39	2.34	2.44	
Standard deviation	0.74	0.81	0.70	0.80	0.82	0.78	
Significance	0.06	0.11	0.07	0.02	0.03	0.03	
Effect size	0.54	0.66	0.49	0.64	0.67	0.60	



2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>What is your best guess as to the chances that you will:</b>							
<b>Communicate regularly with your professors</b>							
Very good chance	65.2%	58.2%	68.9%	62.4%	59.8%	64.7%	
Some chance	32.9%	40.0%	29.1%	35.8%	37.6%	34.2%	
Very little chance	1.9%	1.8%	1.9%	1.6%	2.3%	0.9%	
No chance	0.0%	0.0%	0.0%	0.2%	0.3%	0.2%	
Total (n)	158	55	103	1,259	604	655	
Mean	3.63	3.56	3.67	3.60	3.57	3.64	
Standard deviation	0.52	0.54	0.51	0.53	0.56	0.51	
Significance	0.04	0.07	0.05	0.02	0.02	0.02	
Effect size	0.27	0.29	0.26	0.29	0.31	0.26	
<b>Socialize with someone of another racial/ethnic group</b>							
Very good chance	94.9%	89.1%	98.1%	95.1%	92.2%	97.7%	
Some chance	5.1%	10.9%	1.9%	4.6%	7.3%	2.1%	
Very little chance	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
No chance	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
Total (n)	158	55	103	1,261	604	657	
Mean	3.95	3.89	3.98	3.95	3.91	3.98	
Standard deviation	0.22	0.31	0.14	0.25	0.32	0.16	
Significance	0.02	0.04	0.01	0.01	0.01	0.01	
Effect size	0.05	0.10	0.02	0.06	0.10	0.03	
<b>Participate in student clubs/groups</b>							
Very good chance	93.7%	89.1%	96.1%	84.9%	78.8%	90.6%	
Some chance	5.7%	9.1%	3.9%	12.7%	17.9%	7.9%	
Very little chance	0.6%	1.8%	0.0%	2.0%	2.8%	1.2%	
No chance	0.0%	0.0%	0.0%	0.4%	0.5%	0.3%	
Total (n)	158	55	103	1,262	604	658	
Mean	3.93	3.87	3.96	3.82	3.75	3.89	
Standard deviation	0.28	0.39	0.19	0.46	0.52	0.38	
Significance	0.02	0.05	0.02	0.01	0.02	0.01	
Effect size	0.08	0.15	0.04	0.21	0.27	0.14	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>What is your best guess as to the chances that you will:</b>							
<b>Participate in a study abroad program</b>							Likelihood of College Involvement
Very good chance	64.6%	38.2%	78.6%	56.0%	42.9%	68.1%	
Some chance	30.4%	50.9%	19.4%	31.1%	38.1%	24.6%	
Very little chance	4.4%	9.1%	1.9%	10.6%	16.1%	5.6%	
No chance	0.6%	1.8%	0.0%	2.3%	3.0%	1.7%	
Total (n)	158	55	103	1,262	604	658	
Mean	3.59	3.25	3.77	3.41	3.21	3.59	
Standard deviation	0.61	0.70	0.47	0.77	0.82	0.67	
Significance	0.05	0.09	0.05	0.02	0.03	0.03	
Effect size	0.37	0.49	0.22	0.59	0.67	0.46	
<b>Have a roommate of a different race/ethnicity</b>							
Very good chance	49.4%	36.4%	56.3%	50.9%	43.4%	57.8%	
Some chance	49.4%	61.8%	42.7%	44.6%	51.2%	38.5%	
Very little chance	0.6%	0.0%	1.0%	2.8%	3.0%	2.6%	
No chance	0.6%	1.8%	0.0%	1.7%	2.3%	1.1%	
Total (n)	158	55	103	1,255	601	654	
Mean	3.47	3.33	3.55	3.45	3.36	3.53	
Standard deviation	0.55	0.58	0.52	0.64	0.66	0.60	
Significance	0.04	0.08	0.05	0.02	0.03	0.02	
Effect size	0.30	0.34	0.27	0.40	0.43	0.37	
<b>Discuss course content with students outside of class</b>							
Very good chance	84.8%	76.4%	89.3%	85.5%	80.3%	90.4%	
Some chance	13.9%	23.6%	8.7%	13.7%	19.2%	8.5%	
Very little chance	1.3%	0.0%	1.9%	0.6%	0.3%	0.9%	
No chance	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
Total (n)	158	55	103	1,259	604	655	
Mean	3.84	3.76	3.87	3.85	3.80	3.89	
Standard deviation	0.40	0.43	0.39	0.39	0.42	0.35	
Significance	0.03	0.06	0.04	0.01	0.02	0.01	
Effect size	0.16	0.18	0.15	0.15	0.18	0.12	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>What is your best guess as to the chances that you will:</b>							
<b>Work on a professor's research project</b>							
Very good chance	29.1%	16.4%	35.9%	42.3%	40.8%	43.8%	
Some chance	57.0%	67.3%	51.5%	50.5%	52.7%	48.5%	
Very little chance	13.3%	16.4%	11.7%	6.8%	6.1%	7.3%	
No chance	0.6%	0.0%	1.0%	0.4%	0.3%	0.5%	
Total (n)	158	55	103	1,259	603	656	
Mean	3.15	3.00	3.22	3.35	3.34	3.36	
Standard deviation	0.66	0.58	0.69	0.62	0.61	0.64	
Significance	0.05	0.08	0.07	0.02	0.02	0.02	
Effect size	0.43	0.33	0.47	0.39	0.37	0.40	
<b>Take courses from more than one college simultaneously</b>							
Very good chance	13.3%	14.5%	12.6%	8.3%	8.1%	8.4%	
Some chance	11.4%	7.3%	13.6%	17.2%	16.7%	17.6%	
Very little chance	56.3%	58.2%	55.3%	50.9%	50.2%	51.5%	
No chance	19.0%	20.0%	18.4%	23.6%	24.9%	22.5%	
Total (n)	158	55	103	1,257	603	654	
Mean	2.19	2.16	2.20	2.10	2.08	2.12	
Standard deviation	0.90	0.92	0.89	0.85	0.86	0.85	
Significance	0.07	0.12	0.09	0.02	0.03	0.03	
Effect size	0.80	0.84	0.79	0.73	0.74	0.72	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Your probable career occupation (disaggregated)</b>							
Accountant or actuary	0.0%	0.0%	0.0%	1.1%	0.8%	1.4%	
Actor or entertainer	44.3%	38.2%	47.6%	6.0%	3.6%	8.2%	
Architect or urban planner	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	
Artist	3.8%	7.3%	1.9%	0.6%	0.7%	0.5%	
Business (clerical)	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
Business executive (management, administrator)	7.6%	9.1%	6.8%	9.9%	13.1%	7.0%	
Business owner or proprietor	0.6%	1.8%	0.0%	1.8%	3.0%	0.8%	
Business salesperson or buyer	0.6%	0.0%	1.0%	0.2%	0.2%	0.2%	
Clergy (minister, priest)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Clergy (other religious)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Clinical psychologist	0.6%	0.0%	1.0%	1.7%	0.7%	2.6%	
College administrator/staff	0.6%	0.0%	1.0%	0.1%	0.0%	0.2%	
College teacher	1.3%	1.8%	1.0%	1.7%	2.0%	1.5%	
Computer programmer or analyst	0.0%	0.0%	0.0%	1.3%	2.5%	0.2%	
Conservationist or forester	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	
Dentist (including orthodontist)	0.6%	1.8%	0.0%	0.5%	0.3%	0.6%	
Dietitian or nutritionist	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Engineer	0.0%	0.0%	0.0%	12.6%	17.7%	7.9%	
Farmer or rancher	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Foreign service worker (including diplomat)	0.6%	0.0%	1.0%	1.7%	1.3%	2.1%	
Homemaker (full-time)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Interior decorator (including designer)	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Lab technician or hygienist	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Law enforcement officer	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%	
Lawyer (attorney) or judge	1.9%	0.0%	2.9%	6.6%	7.0%	6.3%	
Military service (career)	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Musician (performer, composer)	1.3%	1.8%	1.0%	2.4%	2.3%	2.4%	
Nurse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Optometrist	0.0%	0.0%	0.0%	0.4%	0.7%	0.2%	
Pharmacist	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Physician	0.0%	0.0%	0.0%	13.1%	12.3%	13.9%	
Policymaker/Government	0.6%	1.8%	0.0%	1.5%	2.5%	0.6%	
School counselor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
School principal or superintendent	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Scientific researcher	1.3%	1.8%	1.0%	4.2%	3.5%	4.9%	
Social, welfare, or recreation worker	0.0%	0.0%	0.0%	0.4%	0.3%	0.5%	
Therapist (physical, occupational, speech)	1.3%	0.0%	1.9%	0.5%	0.0%	0.9%	
Teacher or administrator (elementary)	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Teacher or administrator (secondary)	0.6%	0.0%	1.0%	1.0%	0.3%	1.5%	
Veterinarian	0.6%	1.8%	0.0%	0.6%	0.3%	0.8%	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Your probable career occupation (disaggregated)</b>							
Writer or journalist	8.2%	7.3%	8.7%	10.6%	6.1%	14.8%	
Skilled trades	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
Laborer (unskilled)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Semi-skilled worker	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Unemployed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other	12.0%	16.4%	9.7%	4.5%	3.8%	5.2%	
Undecided	11.4%	9.1%	12.6%	13.7%	14.4%	13.1%	
Total (n)	158	55	103	1,259	603	656	
<b>Your father's occupation (disaggregated)</b>							
Accountant or actuary	3.8%	3.6%	4.0%	4.2%	4.8%	3.5%	
Actor or entertainer	1.3%	0.0%	2.0%	0.2%	0.0%	0.3%	
Architect or urban planner	1.9%	1.8%	2.0%	0.7%	0.8%	0.6%	
Artist	1.3%	1.8%	1.0%	0.6%	0.8%	0.5%	
Business (clerical)	0.6%	0.0%	1.0%	1.0%	1.5%	0.5%	
Business executive (management, administrator)	16.0%	21.8%	12.9%	17.8%	19.8%	16.0%	
Business owner or proprietor	5.8%	3.6%	6.9%	9.4%	10.1%	8.8%	
Business salesperson or buyer	5.8%	9.1%	4.0%	4.2%	3.2%	5.1%	
Clergy (minister, priest)	0.6%	0.0%	1.0%	0.6%	0.3%	0.8%	
Clergy (other religious)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Clinical psychologist	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
College administrator/staff	0.0%	0.0%	0.0%	0.6%	0.5%	0.8%	
College teacher	3.2%	0.0%	5.0%	3.2%	3.5%	2.9%	
Computer programmer or analyst	2.6%	3.6%	2.0%	3.8%	3.2%	4.3%	
Conservationist or forester	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	
Dentist (including orthodontist)	1.9%	1.8%	2.0%	0.9%	0.7%	1.1%	
Dietitian or nutritionist	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Engineer	3.8%	1.8%	5.0%	8.0%	7.0%	8.9%	
Farmer or rancher	0.0%	0.0%	0.0%	0.4%	0.7%	0.2%	
Foreign service worker (including diplomat)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Homemaker (full-time)	0.6%	1.8%	0.0%	0.6%	0.7%	0.5%	
Interior decorator (including designer)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Lab technician or hygienist	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
Law enforcement officer	0.6%	0.0%	1.0%	0.6%	0.3%	0.9%	
Lawyer (attorney) or judge	10.9%	16.4%	7.9%	6.7%	7.5%	6.0%	
Military service (career)	0.0%	0.0%	0.0%	0.2%	0.3%	0.2%	
Musician (performer, composer)	1.9%	1.8%	2.0%	0.4%	0.2%	0.6%	
Nurse	0.6%	0.0%	1.0%	0.3%	0.3%	0.3%	
Optometrist	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
Pharmacist	0.6%	0.0%	1.0%	0.2%	0.0%	0.5%	
Physician	10.9%	9.1%	11.9%	9.0%	9.5%	8.6%	
Policymaker/Government	0.0%	0.0%	0.0%	0.8%	0.8%	0.8%	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Your father's occupation (disaggregated)</b>							
School counselor	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
School principal or superintendent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Scientific researcher	0.0%	0.0%	0.0%	2.3%	2.2%	2.5%	
Social, welfare, or recreation worker	0.6%	0.0%	1.0%	0.2%	0.2%	0.2%	
Therapist (physical, occupational, speech)	0.0%	0.0%	0.0%	0.6%	0.8%	0.3%	
Teacher or administrator (elementary)	1.3%	3.6%	0.0%	0.5%	1.0%	0.0%	
Teacher or administrator (secondary)	2.6%	3.6%	2.0%	1.8%	1.8%	1.8%	
Veterinarian	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	
Writer or journalist	1.3%	0.0%	2.0%	0.3%	0.2%	0.5%	
Skilled trades	2.6%	1.8%	3.0%	2.0%	1.8%	2.2%	
Laborer (unskilled)	0.6%	0.0%	1.0%	1.4%	1.0%	1.7%	
Semi-skilled worker	1.3%	1.8%	1.0%	1.6%	1.7%	1.5%	
Unemployed	3.8%	3.6%	4.0%	2.6%	2.3%	2.8%	
Other	10.9%	7.3%	12.9%	11.5%	9.7%	13.3%	
Total (n)	156	55	101	1,250	601	649	
<b>Your mother's occupation (disaggregated)</b>							
Accountant or actuary	1.9%	1.8%	2.0%	4.2%	5.0%	3.4%	
Actor or entertainer	0.6%	0.0%	1.0%	0.2%	0.2%	0.2%	
Architect or urban planner	0.6%	1.8%	0.0%	0.6%	0.8%	0.3%	
Artist	0.6%	0.0%	1.0%	0.9%	0.7%	1.1%	
Business (clerical)	1.9%	3.6%	1.0%	2.9%	3.7%	2.2%	
Business executive (management, administrator)	10.2%	9.1%	10.8%	8.1%	8.0%	8.2%	
Business owner or proprietor	5.7%	1.8%	7.8%	4.5%	4.0%	4.9%	
Business salesperson or buyer	3.2%	3.6%	2.9%	1.9%	2.2%	1.7%	
Clergy (minister, priest)	0.6%	1.8%	0.0%	0.1%	0.2%	0.0%	
Clergy (other religious)	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
Clinical psychologist	0.6%	1.8%	0.0%	0.6%	0.5%	0.6%	
College administrator/staff	0.6%	0.0%	1.0%	0.6%	0.3%	0.8%	
College teacher	1.3%	1.8%	1.0%	1.8%	2.2%	1.4%	
Computer programmer or analyst	1.9%	3.6%	1.0%	1.8%	1.3%	2.2%	
Conservationist or forester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Dentist (including orthodontist)	0.0%	0.0%	0.0%	0.2%	0.3%	0.2%	
Dietitian or nutritionist	0.0%	0.0%	0.0%	0.5%	0.7%	0.3%	
Engineer	0.6%	0.0%	1.0%	1.8%	0.8%	2.8%	
Farmer or rancher	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Foreign service worker (including diplomat)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Homemaker (full-time)	19.7%	14.5%	22.5%	18.1%	17.3%	18.9%	
Interior decorator (including designer)	0.0%	0.0%	0.0%	0.3%	0.2%	0.5%	
Lab technician or hygienist	0.0%	0.0%	0.0%	0.6%	0.8%	0.3%	
Law enforcement officer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Your mother's occupation (disaggregated)</b>							
Lawyer (attorney) or judge	5.7%	9.1%	3.9%	4.7%	4.3%	5.1%	
Military service (career)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Musician (performer, composer)	1.3%	1.8%	1.0%	0.5%	0.3%	0.6%	
Nurse	4.5%	9.1%	2.0%	3.9%	4.5%	3.4%	
Optometrist	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	
Pharmacist	0.0%	0.0%	0.0%	0.9%	1.0%	0.8%	
Physician	3.8%	5.5%	2.9%	4.5%	4.8%	4.2%	
Policymaker/Government	0.0%	0.0%	0.0%	0.3%	0.2%	0.5%	
School counselor	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	
School principal or superintendent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Scientific researcher	0.0%	0.0%	0.0%	2.4%	2.5%	2.3%	
Social, welfare, or recreation worker	0.6%	0.0%	1.0%	1.3%	1.7%	0.9%	
Therapist (physical, occupational, speech)	1.9%	3.6%	1.0%	0.9%	1.5%	0.3%	
Teacher or administrator (elementary)	6.4%	5.5%	6.9%	5.0%	5.2%	4.8%	
Teacher or administrator (secondary)	3.2%	0.0%	4.9%	2.6%	2.5%	2.8%	
Veterinarian	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Writer or journalist	1.9%	0.0%	2.9%	1.0%	0.5%	1.5%	
Skilled trades	1.3%	1.8%	1.0%	0.6%	1.0%	0.2%	
Laborer (unskilled)	0.0%	0.0%	0.0%	1.0%	0.8%	1.1%	
Semi-skilled worker	0.0%	0.0%	0.0%	1.0%	1.0%	0.9%	
Unemployed	7.0%	5.5%	7.8%	5.2%	5.0%	5.4%	
Other	12.1%	12.7%	11.8%	14.6%	13.5%	15.7%	
Total (n)	157	55	102	1,251	601	650	
<b>Your probable field of study (disaggregated)</b>							
Art, fine and applied	3.8%	3.6%	3.9%	2.2%	2.0%	2.4%	
English (language and literature)	1.3%	1.8%	1.0%	1.9%	0.8%	2.9%	
History	0.0%	0.0%	0.0%	1.6%	2.1%	1.1%	
Journalism	0.6%	0.0%	1.0%	9.3%	5.8%	12.6%	
Language and Literature (except English)	0.6%	0.0%	1.0%	0.5%	0.5%	0.5%	
Music	0.0%	0.0%	0.0%	2.5%	2.3%	2.7%	
Philosophy	0.0%	0.0%	0.0%	0.3%	0.2%	0.5%	
Speech	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Theatre or Drama	50.6%	43.6%	54.4%	6.4%	4.1%	8.5%	
Theology or Religion	0.6%	0.0%	1.0%	0.1%	0.0%	0.2%	
Other Arts and Humanities	13.3%	20.0%	9.7%	2.5%	1.8%	3.2%	
Biology (general)	0.0%	0.0%	0.0%	6.1%	4.6%	7.5%	
Biochemistry or Biophysics	0.0%	0.0%	0.0%	1.8%	1.8%	1.8%	
Botany	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Environmental Science	0.0%	0.0%	0.0%	0.6%	0.3%	0.8%	
Marine (Life) Science	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Microbiology or Bacteriology	0.0%	0.0%	0.0%	0.4%	0.3%	0.5%	

2011 CIRP Freshman Survey  
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 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Your probable field of stud (disaggregated)</b>							
Zoology	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Biological Science	0.0%	0.0%	0.0%	1.1%	1.3%	0.9%	
Accounting	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Business Admin. (general)	0.6%	0.0%	1.0%	1.0%	0.5%	1.5%	
Finance	0.0%	0.0%	0.0%	2.1%	3.1%	1.1%	
International Business	0.0%	0.0%	0.0%	1.5%	1.2%	1.8%	
Marketing	1.9%	1.8%	1.9%	0.6%	0.5%	0.8%	
Management	0.0%	0.0%	0.0%	0.8%	1.2%	0.5%	
Secretarial Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Business	0.0%	0.0%	0.0%	0.3%	0.3%	0.3%	
Business Education	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Elementary Education	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	
Music or Art Education	0.0%	0.0%	0.0%	0.3%	0.5%	0.2%	
Physical Education or Recreation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Secondary Education	0.6%	0.0%	1.0%	0.9%	0.2%	1.5%	
Special Education	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Education	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	
Aeronautical or Astronautical Engineering	0.0%	0.0%	0.0%	0.4%	0.5%	0.3%	
Civil Engineering	0.0%	0.0%	0.0%	1.0%	1.3%	0.8%	
Chemical Engineering	0.0%	0.0%	0.0%	3.3%	5.1%	1.7%	
Computer Engineering	0.0%	0.0%	0.0%	1.1%	2.1%	0.2%	
Electrical or Electronic Engineering	0.0%	0.0%	0.0%	0.9%	1.6%	0.3%	
Industrial Engineering	0.0%	0.0%	0.0%	2.1%	3.1%	1.2%	
Mechanical Engineering	0.0%	0.0%	0.0%	2.5%	3.6%	1.4%	
Other Engineering	0.0%	0.0%	0.0%	5.8%	6.9%	4.7%	
Astronomy	0.0%	0.0%	0.0%	0.2%	0.3%	0.2%	
Atmospheric Science (incl. Meteorology)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Chemistry	0.0%	0.0%	0.0%	2.4%	2.1%	2.6%	
Earth Science	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	
Marine Science (incl. Oceanography)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Mathematics	0.0%	0.0%	0.0%	2.5%	3.5%	1.5%	
Physics	0.6%	0.0%	1.0%	0.9%	1.3%	0.6%	
Other Physical Science	0.0%	0.0%	0.0%	0.3%	0.5%	0.2%	
Architecture or Urban Planning	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Family & Consumer Sciences	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Health Technology (medical, dental, laboratory)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Library or Archival Science	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Medicine, Dentistry, Veterinary Medicine	1.3%	1.8%	1.0%	5.0%	4.8%	5.2%	
Nursing	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Pharmacy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Therapy (occupational, physical, speech)	1.9%	0.0%	2.9%	0.5%	0.3%	0.6%	



2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Your probable field of study (disaggregated)</b>							
Other Professional	0.0%	0.0%	0.0%	0.3%	0.5%	0.2%	
Anthropology	0.0%	0.0%	0.0%	0.7%	0.2%	1.2%	
Economics	0.0%	0.0%	0.0%	7.1%	11.0%	3.5%	
Ethnic Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Geography	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Political Science (government, international relations)	0.0%	0.0%	0.0%	4.3%	4.6%	4.0%	
Psychology	1.9%	3.6%	1.0%	3.7%	1.5%	5.8%	
Public Policy	0.0%	0.0%	0.0%	0.4%	0.2%	0.6%	
Social Work	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Sociology	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	
Women's Studies	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Social Sciences	0.0%	0.0%	0.0%	0.6%	0.2%	0.9%	
Building Trades	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Data Processing or Computer Programming	0.0%	0.0%	0.0%	0.5%	0.8%	0.2%	
Drafting or Design	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Electronics	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Mechanics	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Technical	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Agriculture	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Communications	17.7%	16.4%	18.4%	2.5%	1.6%	3.3%	
Computer Science	0.0%	0.0%	0.0%	0.6%	1.2%	0.2%	
Forestry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Kinesiology	0.0%	0.0%	0.0%	0.2%	0.2%	0.2%	
Law Enforcement	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	
Military Science	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Other Field	1.3%	3.6%	0.0%	0.4%	0.8%	0.0%	
Undecided	1.3%	3.6%	0.0%	3.9%	4.1%	3.7%	
<b>Total (n)</b>	<b>158</b>	<b>55</b>	<b>103</b>	<b>1,264</b>	<b>607</b>	<b>657</b>	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>How important was Northwestern's proximity to Chicago in your decision to come to Northwestern?</b>							
Unimportant	1.9%	1.8%	1.9%	3.4%	3.1%	3.7%	
Not very important	4.4%	7.3%	2.9%	7.8%	7.9%	7.8%	
Somewhat important	30.4%	34.5%	28.2%	36.5%	38.1%	35.0%	
Very important	44.9%	43.6%	45.6%	39.4%	39.4%	39.3%	
Extremely important	18.4%	12.7%	21.4%	12.9%	11.4%	14.3%	
Total (n)	158	55	103	1,263	606	657	
<b>How often do you anticipate you will go into Chicago while you're a student at Northwestern?</b>							
Never	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Occasionally (once a month)	14.6%	12.7%	15.5%	25.3%	24.5%	25.9%	
Often (a few times a month)	57.0%	58.2%	56.3%	52.8%	53.0%	52.6%	
Very often (weekly)	27.8%	29.1%	27.2%	20.7%	21.3%	20.1%	
Frequently (daily or almost daily)	0.6%	0.0%	1.0%	1.3%	1.2%	1.4%	
Total (n)	158	55	103	1,263	607	656	
<b>Which activity do you most look forward to doing in Chicago while at Northwestern?</b>							
Volunteering	1.9%	0.0%	2.9%	5.8%	4.0%	7.5%	
Working during the year or summer	7.6%	5.5%	8.7%	8.3%	9.3%	7.5%	
Attending musical /theater /sporting events	64.6%	63.6%	65.0%	37.1%	38.0%	36.3%	
Visiting museums /cultural events	7.0%	7.3%	6.8%	13.1%	8.4%	17.4%	
Participating in leisure activities (shopping, socializing, etc.)	19.0%	23.6%	16.5%	35.7%	40.3%	31.4%	
Total (n)	158	55	103	1,261	605	656	
<b>Please select and mark the one description below that you feel best represents your career plans at this time:</b>							
I have not made a career choice at this time and do not feel particularly concerned or worried about it.	14.6%	12.7%	15.5%	22.9%	26.2%	19.8%	
I have not made a career decision at this time and I am concerned about it. I would like to make a decision soon and need some assistance to do so.	7.6%	9.1%	6.8%	15.5%	12.7%	18.1%	
I have chosen a career and although I have not investigated it or other career alternatives thoroughly, I think I would like it.	31.0%	38.2%	27.2%	34.2%	36.3%	32.3%	
I have investigated a number of careers and have selected one. I know quite a lot about this career including the kinds of training or education required and the outlook for jobs in the future.	46.8%	40.0%	50.5%	27.3%	24.8%	29.7%	
Total (n)	158	55	103	1,262	606	656	

2011 CIRP Freshman Survey  
**Institutional Profile Report**  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>What kind of work experience would you most like to pursue while you are at NU?</b>							
Co-op (Engineering students only)	0.0%	0.0%	0.0%	9.4%	14.6%	4.6%	
Internship	74.5%	76.4%	73.5%	50.7%	48.3%	52.8%	
Volunteer work (Service Learning /Civic Engagement)	3.2%	1.8%	3.9%	6.2%	4.1%	8.1%	
Research	1.3%	1.8%	1.0%	18.8%	19.9%	17.9%	
Summer employment or part-time job during the school year	21.0%	20.0%	21.6%	14.9%	13.1%	16.6%	
Total (n)	157	55	102	1,259	604	655	
<b>If you choose a work experience off campus, where would you most like to work?</b>							
Chicago area	68.4%	65.5%	69.9%	59.2%	60.3%	58.2%	
Near home	10.8%	12.7%	9.7%	21.0%	22.7%	19.5%	
Other U.S. location	12.7%	20.0%	8.7%	8.8%	9.9%	7.8%	
Foreign location	8.2%	1.8%	11.7%	11.0%	7.1%	14.5%	
Total (n)	158	55	103	1,260	604	656	
<b>Relative to students in your high school class, how well prepared are you to understand scientific issues of the day (e.g., stem cell research, sustainable energy sources, global warming, etc)?</b>							
Completely unprepared	1.9%	0.0%	2.9%	1.0%	1.0%	0.9%	
Not very prepared	7.6%	3.6%	9.7%	7.6%	5.0%	10.1%	
Somewhat prepared	39.9%	40.0%	39.8%	26.4%	20.3%	32.0%	
Prepared	41.1%	45.5%	38.8%	43.2%	47.2%	39.5%	
Extremely prepared	9.5%	10.9%	8.7%	21.9%	26.6%	17.5%	
Total (n)	158	55	103	1,262	606	656	
<b>Relative to students in your high school class, how well prepared are you to understand issues of the day that require some mathematical ability (e.g., the economic crisis, population surveys, health care statistics, etc.)?</b>							
Completely unprepared	1.3%	0.0%	1.9%	0.9%	0.7%	1.1%	
Not very prepared	8.9%	7.3%	9.7%	6.9%	3.0%	10.5%	
Somewhat prepared	39.2%	38.2%	39.8%	28.1%	21.2%	34.5%	
Prepared	38.6%	41.8%	36.9%	38.9%	38.3%	39.3%	
Extremely prepared	12.0%	12.7%	11.7%	25.3%	36.9%	14.6%	
Total (n)	158	55	103	1,261	605	656	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>Relative to students in your high school class, how accomplished are you as a writer of expository prose, that is, writing for analytical purposes, not creative purposes?</b>							
Not at all accomplished	1.3%	1.8%	1.0%	0.6%	1.0%	0.3%	
Not very accomplished	2.5%	1.8%	2.9%	5.7%	6.9%	4.6%	
Somewhat accomplished	19.6%	21.8%	18.4%	26.6%	27.8%	25.6%	
Accomplished	46.2%	45.5%	46.6%	39.3%	37.9%	40.5%	
Extremely accomplished	30.4%	29.1%	31.1%	27.8%	26.4%	29.0%	
Total (n)	158	55	103	1,261	605	656	
<b>How fluent are you in a foreign language?</b>							
Have no foreign language facility	4.4%	3.6%	4.9%	2.9%	3.0%	2.7%	
Not very fluent	29.1%	34.5%	26.2%	25.9%	28.6%	23.5%	
Somewhat fluent	44.3%	45.5%	43.7%	42.7%	39.5%	45.7%	
Fluent	8.9%	7.3%	9.7%	12.1%	12.9%	11.4%	
Bi-lingual	13.3%	9.1%	15.5%	16.3%	16.0%	16.6%	
Total (n)	158	55	103	1,261	605	656	
<b>How fluent are you in Spanish?</b>							
Have no facility	30.4%	21.8%	35.0%	32.7%	33.2%	32.3%	
Not very fluent	31.6%	38.2%	28.2%	24.3%	26.8%	22.1%	
Somewhat fluent	30.4%	32.7%	29.1%	33.7%	30.6%	36.5%	
Fluent	4.4%	3.6%	4.9%	5.7%	5.8%	5.6%	
Bi-lingual	3.2%	3.6%	2.9%	3.6%	3.6%	3.5%	
Total (n)	158	55	103	1,262	605	657	
<b>How important do you think fluency in a foreign language will be to your post-graduation ambitions?</b>							
Unimportant	5.1%	7.3%	3.9%	5.6%	9.3%	2.3%	
Not very important	25.9%	32.7%	22.3%	17.5%	20.5%	14.6%	
Somewhat important	40.5%	47.3%	36.9%	35.3%	36.3%	34.5%	
Very important	17.1%	7.3%	22.3%	24.8%	19.2%	30.0%	
Extremely important	11.4%	5.5%	14.6%	16.7%	14.7%	18.6%	
Total (n)	158	55	103	1,260	604	656	
<b>How important do you think fluency in Spanish will be will be to your post-graduation ambitions?</b>							
Unimportant	18.4%	20.0%	17.5%	19.5%	25.2%	14.2%	
Not very important	32.3%	36.4%	30.1%	26.3%	27.9%	24.9%	
Somewhat important	34.2%	36.4%	33.0%	30.8%	30.2%	31.5%	
Very important	10.1%	3.6%	13.6%	15.7%	11.1%	20.0%	
Extremely important	5.1%	3.6%	5.8%	7.6%	5.6%	9.5%	
Total (n)	158	55	103	1,258	603	655	

2011 CIRP Freshman Survey  
 Institutional Profile Report  
 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>How often do you expect to engage with alumni of Northwestern during your undergraduate years?</b>							
Very often	5.1%	3.6%	5.8%	6.0%	6.3%	5.8%	
Often	29.1%	20.0%	34.0%	22.5%	24.0%	21.2%	
Undecided	41.8%	45.5%	39.8%	47.2%	43.0%	51.1%	
Occasionally	23.4%	29.1%	20.4%	22.5%	24.5%	20.7%	
Never	0.6%	1.8%	0.0%	1.7%	2.2%	1.2%	
Total (n)	158	55	103	1,260	604	656	
<b>How likely are you to seek out a mentoring relationship with a Northwestern alum?</b>							
Very likely	12.1%	5.6%	15.5%	7.4%	6.5%	8.2%	
Likely	34.4%	25.9%	38.8%	26.1%	25.2%	27.0%	
Undecided	43.3%	50.0%	39.8%	51.2%	49.9%	52.3%	
Unlikely	8.3%	13.0%	5.8%	11.5%	13.3%	9.9%	
Very unlikely	1.9%	5.6%	0.0%	3.8%	5.1%	2.6%	
Total (n)	157	54	103	1,259	603	656	
<b>What do you see yourself doing immediately following graduation?</b>							
Full-time work	55.7%	60.0%	53.4%	30.1%	32.1%	28.2%	
Graduate studies	31.6%	32.7%	31.1%	60.8%	60.3%	61.4%	
Military duty	0.0%	0.0%	0.0%	0.6%	0.7%	0.5%	
Humanitarian work	5.7%	3.6%	6.8%	4.0%	2.2%	5.6%	
Other	7.0%	3.6%	8.7%	4.5%	4.8%	4.3%	
Total (n)	158	55	103	1,259	604	655	
<b>CIRP Construct: Habits of Mind</b>							
High Construct Score Group	58.9%	52.7%	62.1%	53.8%	57.3%	50.6%	
Average Construct Score Group	34.2%	36.4%	33.0%	36.9%	34.3%	39.4%	
Low Construct Score Group	7.0%	10.9%	4.9%	9.3%	8.4%	10.0%	
Mean Score	56.04	54.86	56.67	55.35	55.89	54.86	
<b>CIRP Construct: Academic Self-Concept</b>							
High Construct Score Group	59.5%	60.0%	59.2%	70.0%	80.7%	60.2%	
Average Construct Score Group	39.2%	36.4%	40.8%	28.6%	18.6%	37.7%	
Low Construct Score Group	1.3%	3.6%	0.0%	1.4%	0.7%	2.1%	
Mean Score	56.82	56.98	56.73	58.57	60.39	56.89	
<b>CIRP Construct: Social Self-Concept</b>							
High Construct Score Group	48.1%	43.6%	50.5%	40.8%	47.2%	35.0%	
Average Construct Score Group	39.2%	43.6%	36.9%	41.2%	37.3%	44.8%	
Low Construct Score Group	12.7%	12.7%	12.6%	18.0%	15.5%	20.2%	
Mean Score	54.42	54.34	54.47	52.54	53.61	51.56	

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 First-time Full-time Freshmen

Northwestern University	School of Communication			All			Construct
	Total	Men	Women	Total	Men	Women	
<b>CIRP Construct: Pluralistic Orientation</b>							
High Construct Score Group	42.4%	41.8%	42.7%	44.5%	51.3%	38.3%	
Average Construct Score Group	43.0%	40.0%	44.7%	41.5%	36.0%	46.7%	
Low Construct Score Group	14.6%	18.2%	12.6%	13.9%	12.7%	15.0%	
Mean Score	53.32	52.75	53.62	53.77	54.80	52.81	
<b>CIRP Construct: Social Agency</b>							
High Construct Score Group	33.5%	23.6%	38.8%	31.3%	27.3%	35.1%	
Average Construct Score Group	41.8%	41.8%	41.7%	41.9%	40.4%	43.3%	
Low Construct Score Group	24.7%	34.5%	19.4%	26.7%	32.3%	21.6%	
Mean Score	50.82	48.22	52.21	50.57	49.25	51.77	
<b>CIRP Construct: College Reputation Orientation</b>							
High Construct Score Group	27.8%	23.6%	30.1%	45.1%	47.4%	42.9%	
Average Construct Score Group	43.0%	36.4%	46.6%	37.8%	35.0%	40.4%	
Low Construct Score Group	29.1%	40.0%	23.3%	17.1%	17.5%	16.7%	
Mean Score	48.77	47.24	49.59	51.09	51.27	50.93	
<b>CIRP Construct: Likelihood of College Involvement</b>							
High Construct Score Group	66.5%	38.2%	81.6%	63.0%	49.7%	75.2%	
Average Construct Score Group	31.0%	56.4%	17.5%	32.3%	43.5%	22.0%	
Low Construct Score Group	2.5%	5.5%	1.0%	4.7%	6.8%	2.7%	
Mean Score	56.60	54.00	57.98	55.80	54.09	57.37	

Note: CIRP Constructs are scored on a normal curve, a "Low" score represents students who are one-half standard deviation or more below the mean, a "High" score represents students who are one-half standard deviation or more above the mean, and an "Average" score represents students whose scores are within one-half standard deviation of the mean.