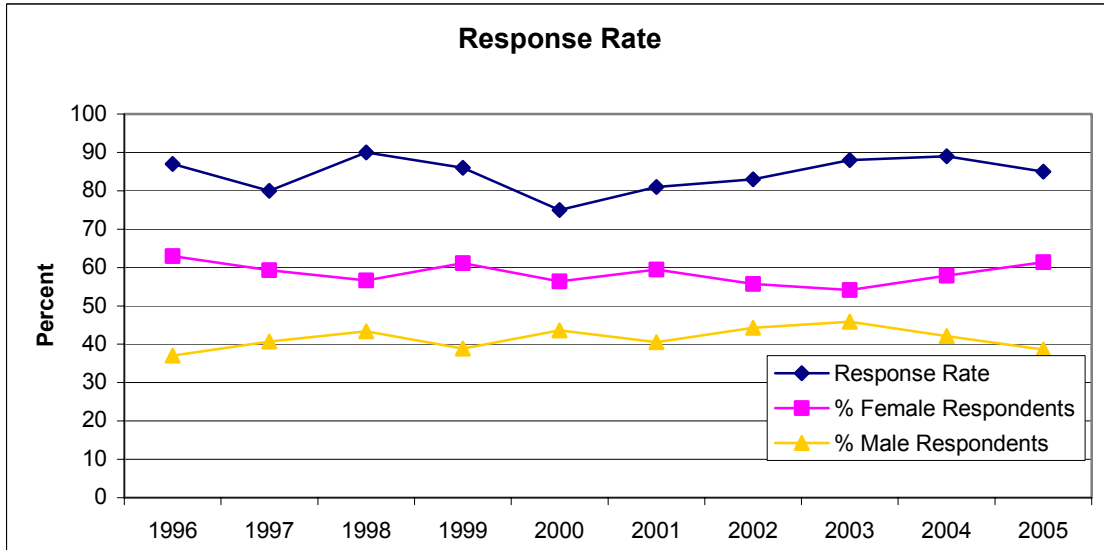


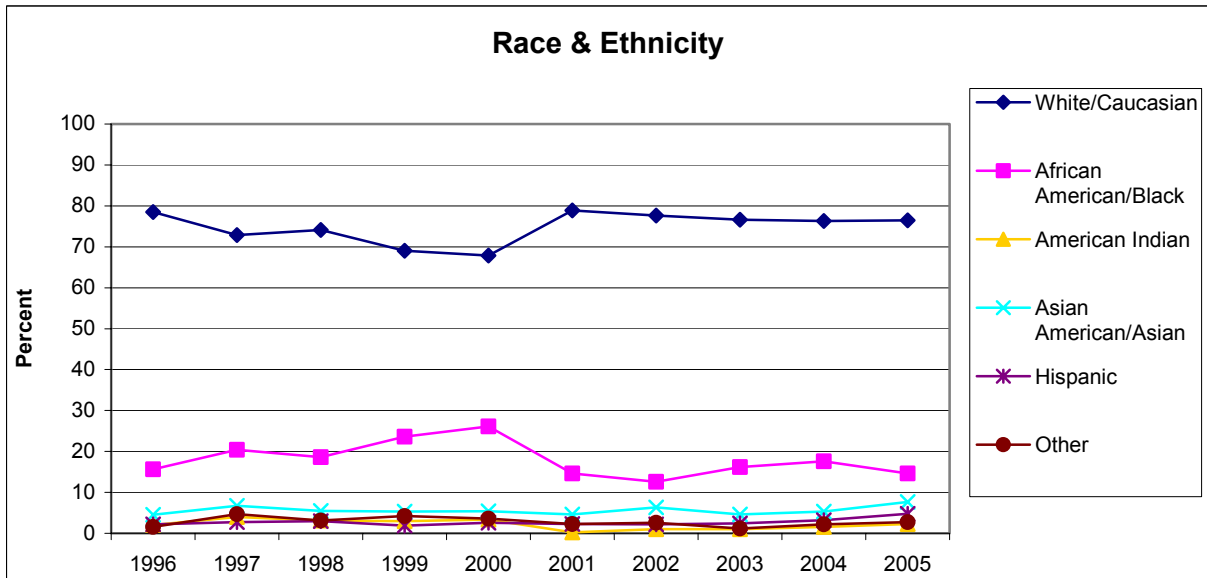
**CIRP Longitudinal Graphs and Charts 1996-2005**  
*Office of Institutional Effectiveness*

**First-year Response Rates and Demographics**

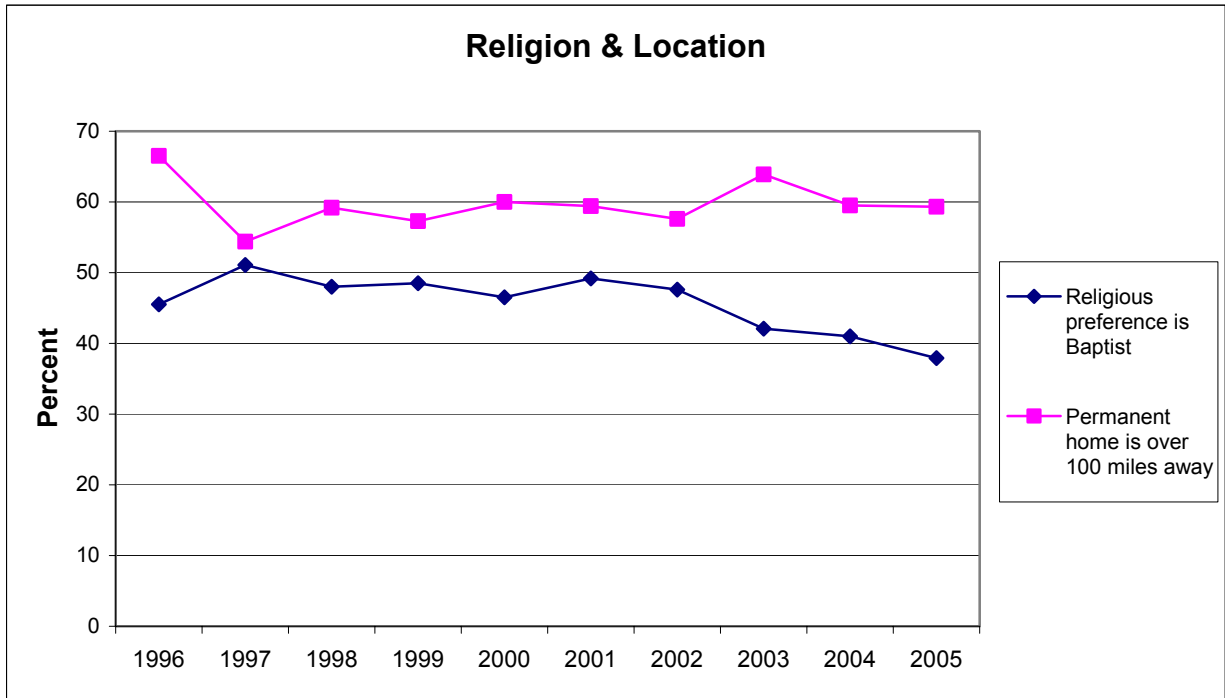
Over the past ten years, Cooperative Institutional Research Program (CIRP) response rates for the Macon traditional first-year students have varied from 90% in 1998 to 75% in 2000. The Fall 2005 rate is 85%.



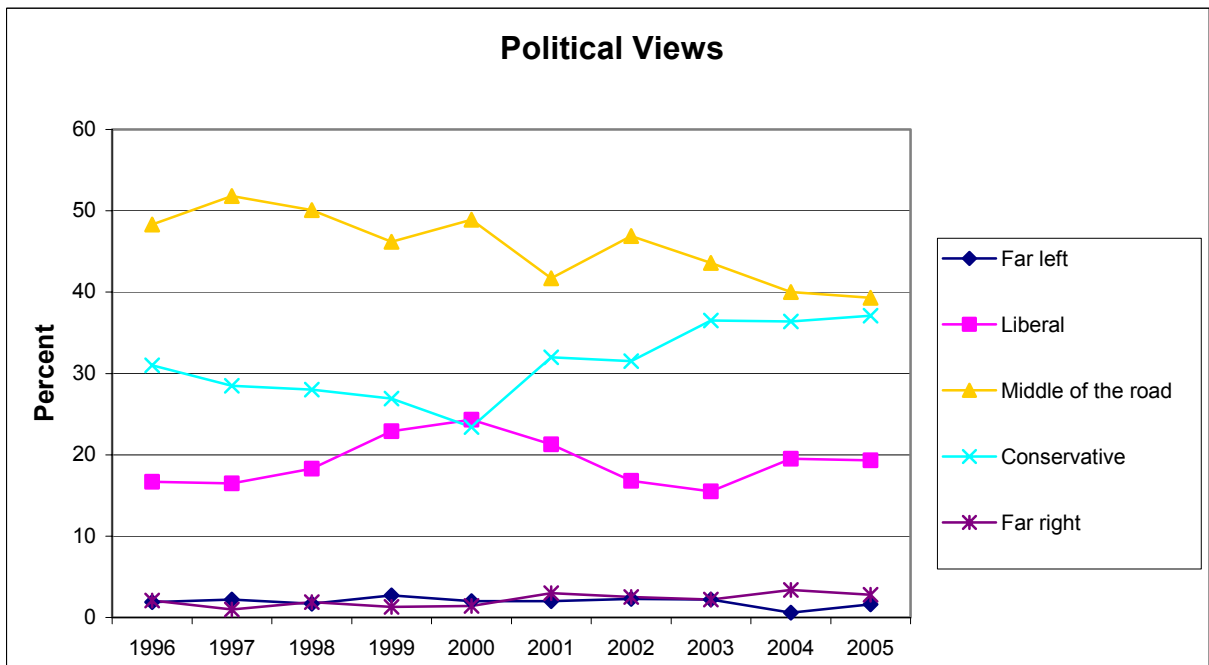
For Fall 2005, 76.5% of respondents reported their race as white or Caucasian, 14.6% as African American/Black. All other ethnic categories summed to 17.5%. The total sums to more than 100% as students are allowed to check more than one racial category.



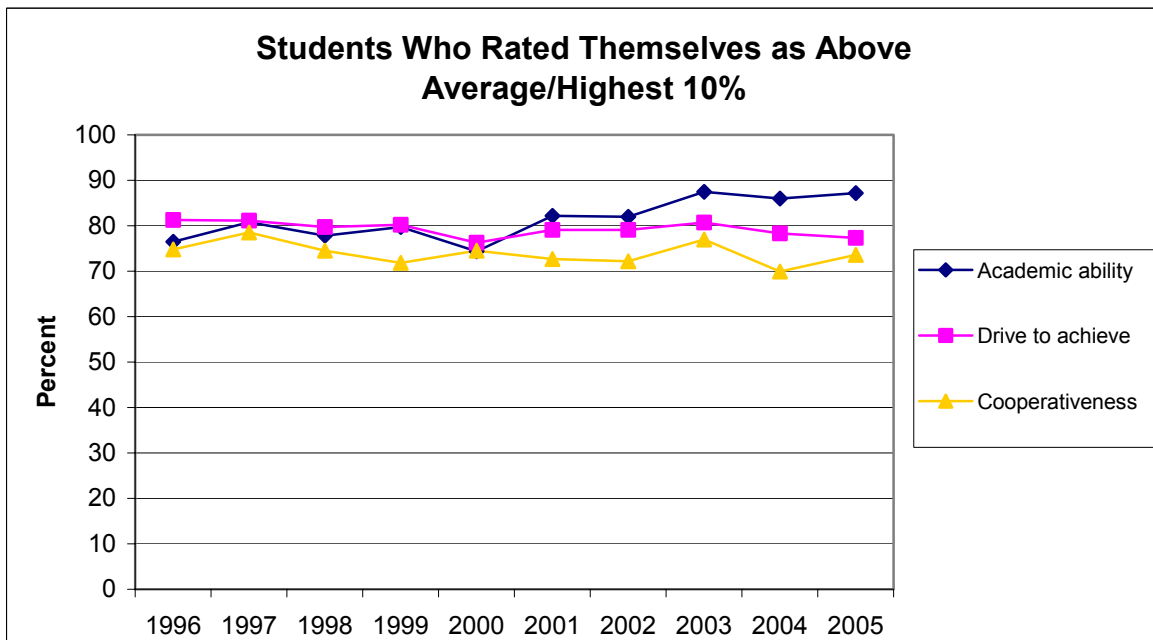
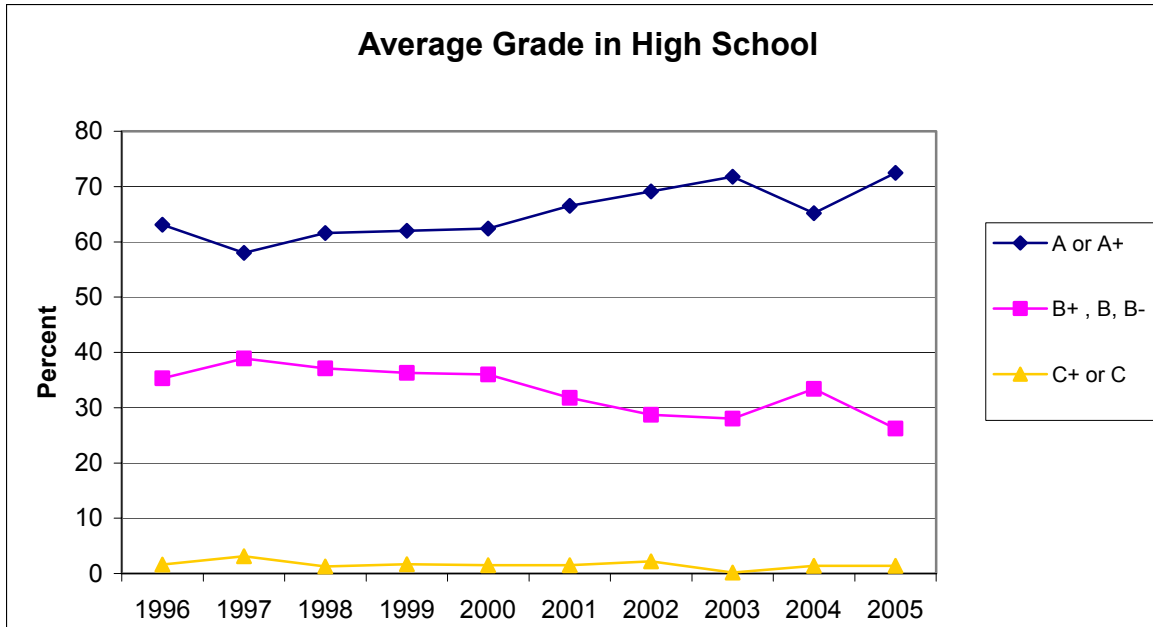
In Fall 2005, the percentage of students reporting their religious preference as Baptist fell to a ten year low of 37.9%.



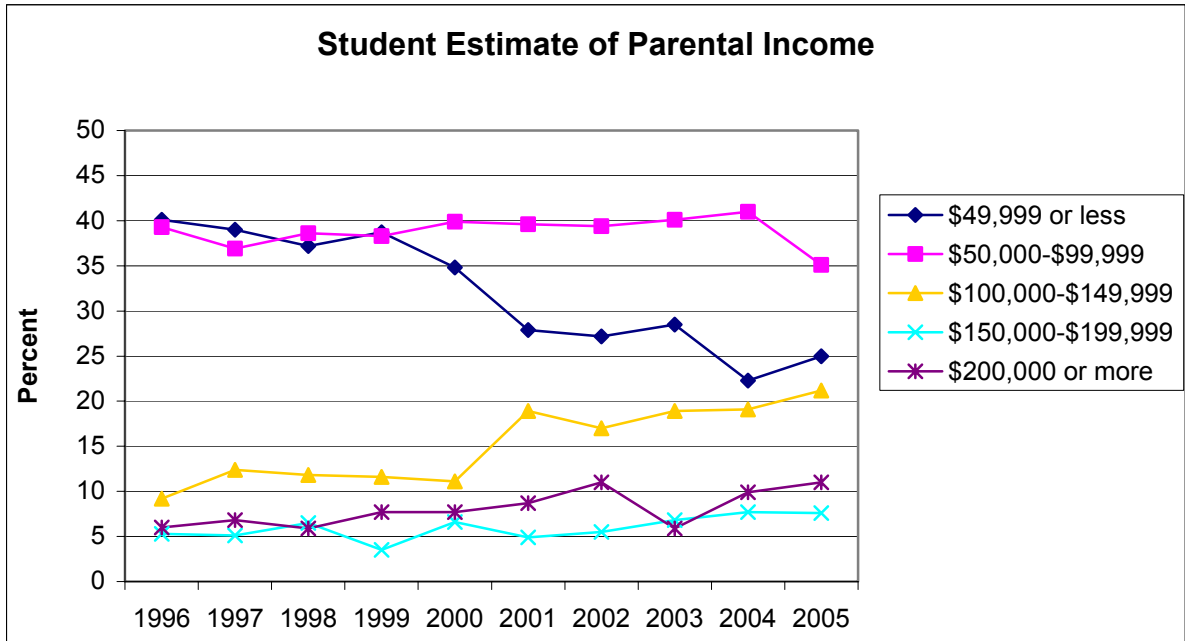
Since 2001 there has been a steady increase in the percentage of students who consider themselves “conservative”.



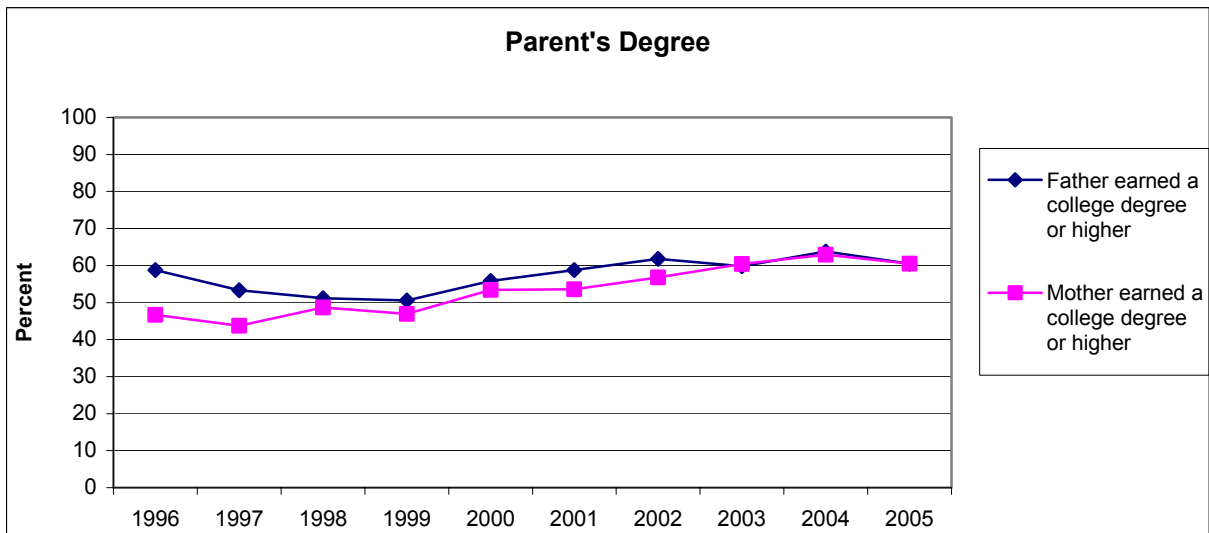
Over the past ten years the percentage of students reporting an average high school grade of “A or A+” has increased by over nine percentage points. A similar increase is evident in the percentage of students who rated themselves as above average academically.



The most notable changes in students' estimates of parental income are in the "\$49,000 or less" and the "\$100,00-\$149,999" categories.

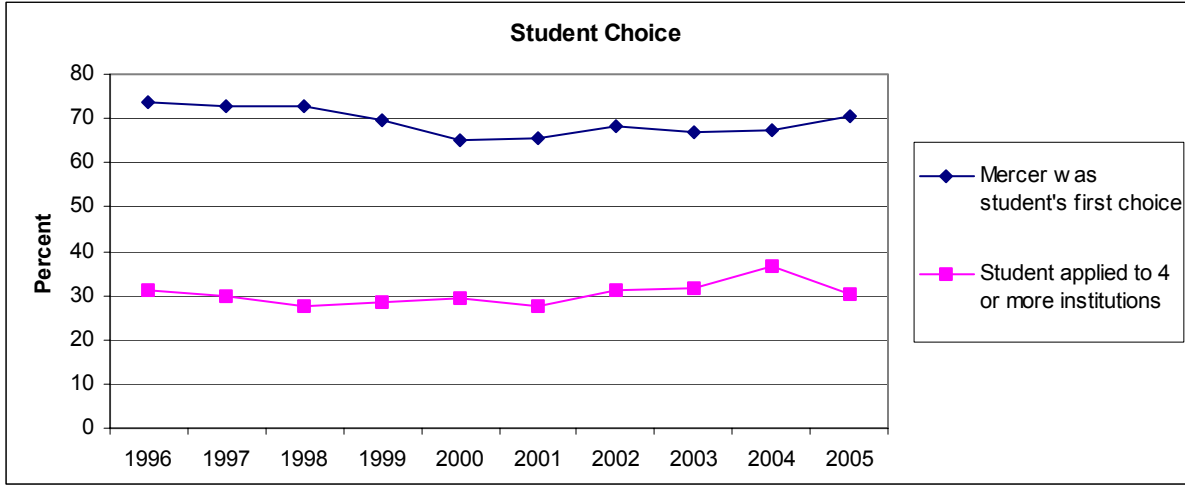


Over the past ten years, there has been a steady increase in the percentage of parents who have earned at least a college degree.

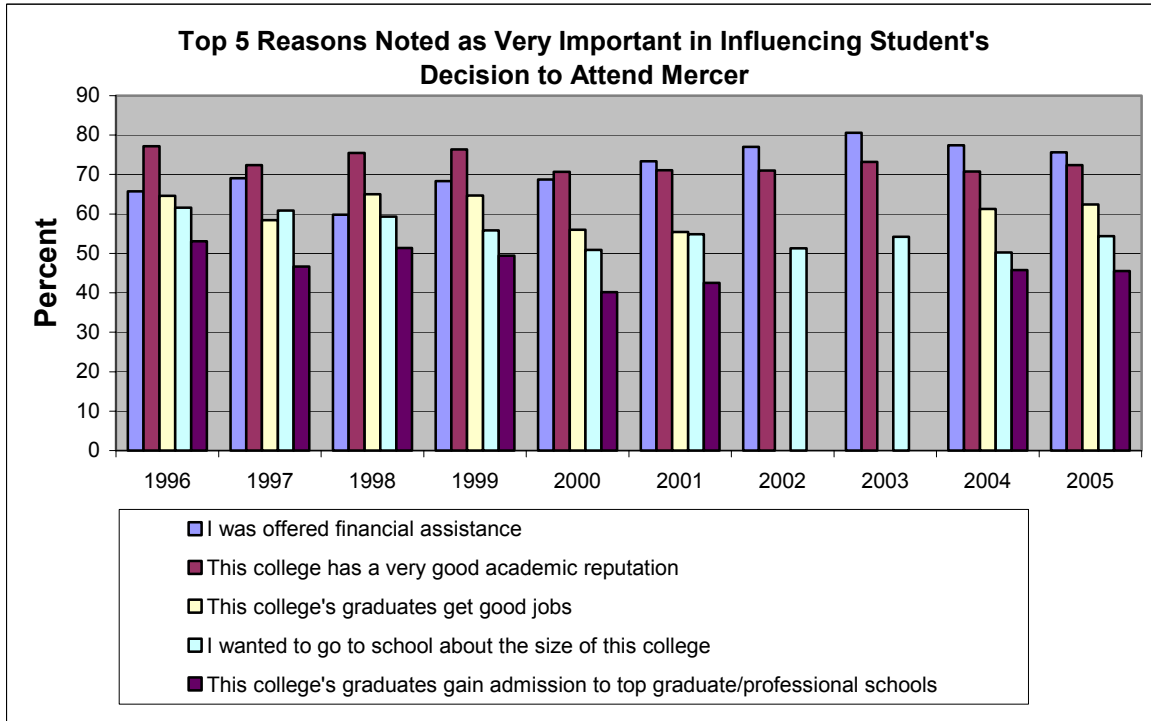


## Student Choice

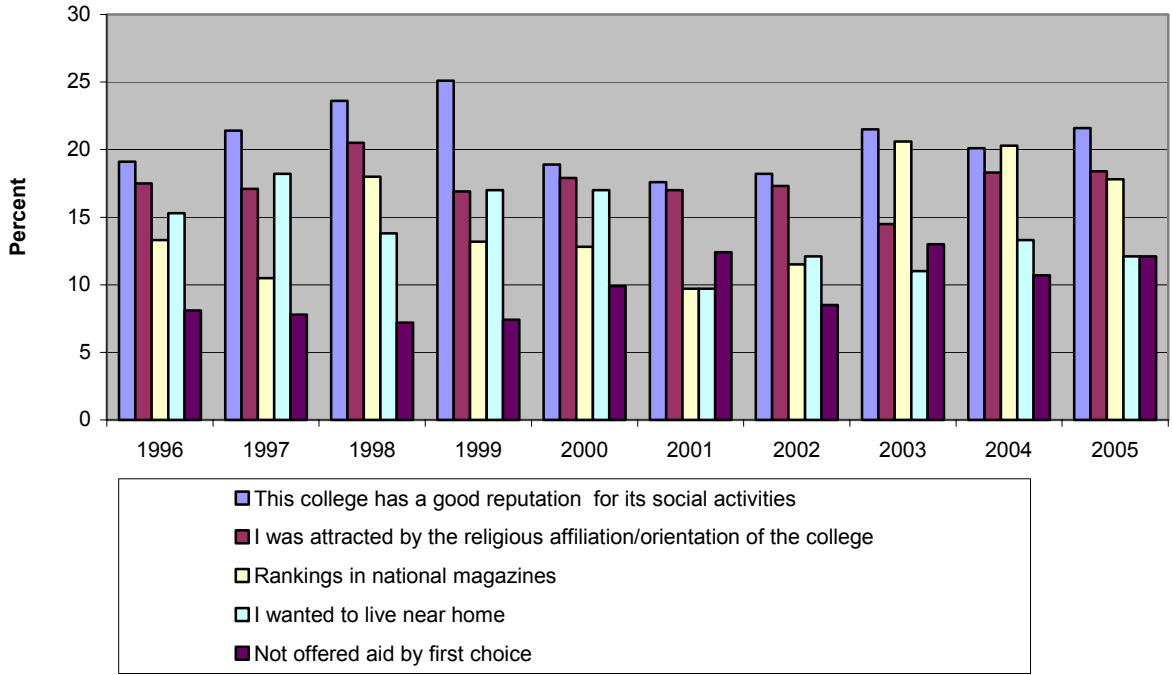
The percentage of students stating that Mercer was their first choice hit a low of 64.9% in 2000. Since then the trend has shown a slight increase to 70.3% for Fall 2005.



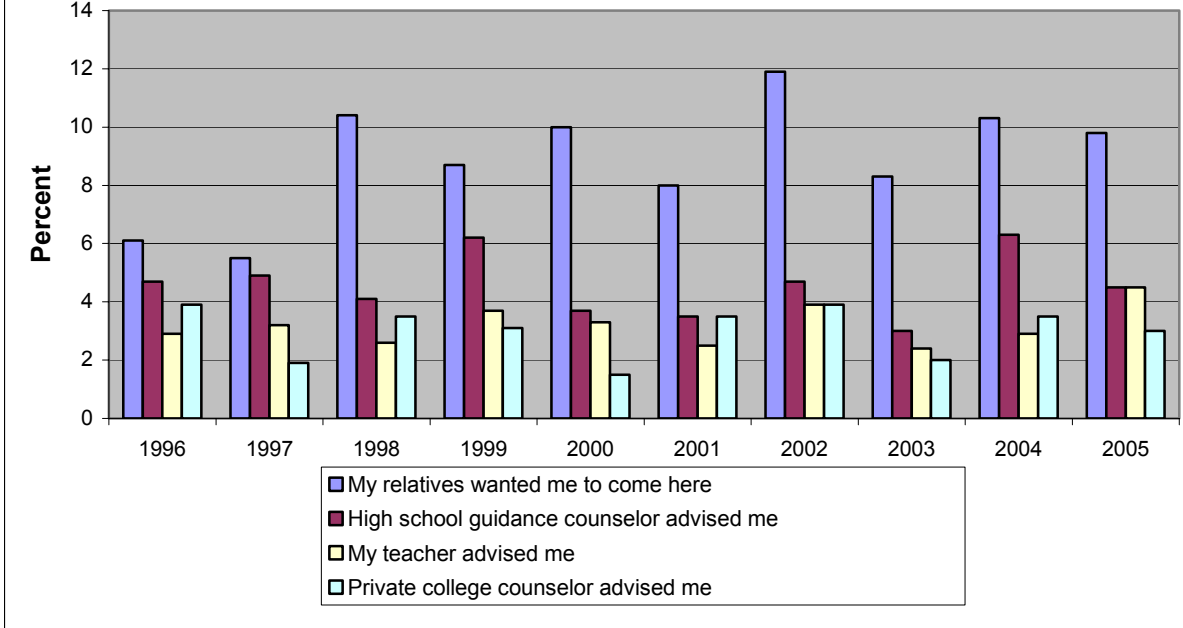
The next three charts look at the reasons students select as very important to attend Mercer. Since Fall 2001 financial assistance has replaced academic reputation as the top ranked reason for attending Mercer. While the percentage of students rating rankings in national magazines as very important is never more than 21%, the last three years appear to demonstrate an upward trend. All of the bottom four reasons have to do with advice from relatives and counselors. *(Please be sure to note that the charts are on different scales.)*



**Middle 5 Reasons Noted as Very Important in Influencing Student's Decision to Attend Mercer**



**Bottom 4 Reasons Noted as Very Important in Influencing Students' Decision to Attend Mercer**



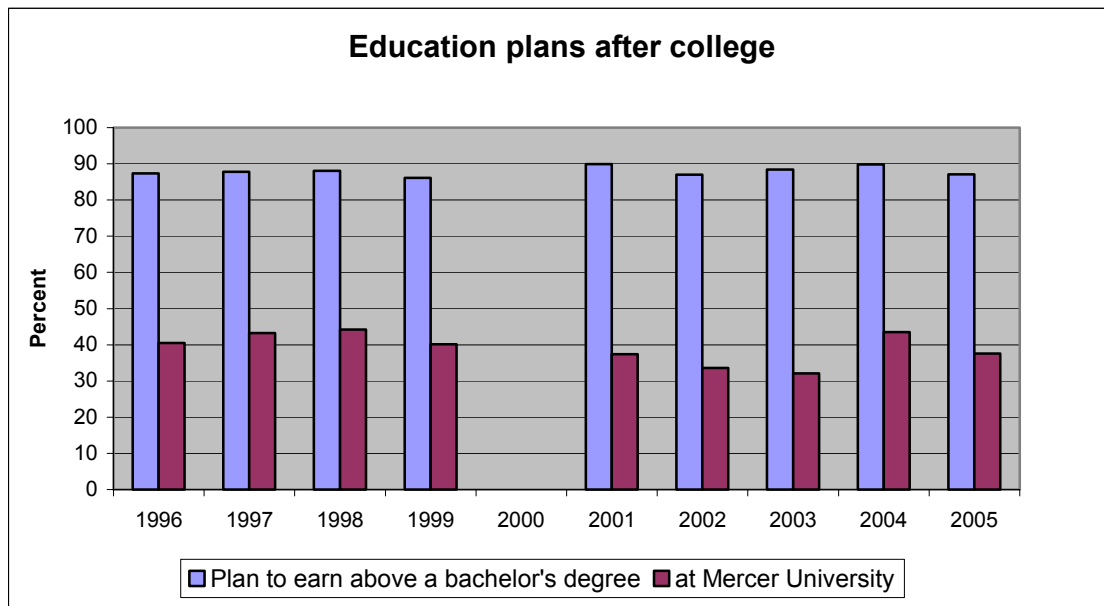
## Students Education and Career Goals

The last three years show a downward trend in freshmen interested in both engineering and business majors. Pharmacy shows the greatest increase from 8.1% in 2003 to 15.6% in 2005.

### Probable Major

	Engineering	Pharmacy	Business	Biological Science	Medical, Dental, Veterinary	Undecided	History or Political Science	Psychology	Music	Nursing
1996	15.3	6.5	11.7	11.1	11.3	7.1	6.7	3.8	0.6	0.8
1997	18.9	6.9	10.7	8.4	9.5	6.4	6.9	6.0	1.0	0.2
1998	11.9	4.8	14.8	8.8	13.8	6.7	6.5	6.5	1.5	0.8
1999	11.4	3.5	16.2	13.1	10.2	7.3	5.0	4.6	1.7	0.2
2000	22.3	5.7	14.3	7.5	8.4	5.7	5.7	5.9	2.3	0.2
2001	20.5	6.1	13.8	7.7	10.6	4.9	5.9	4.7	2.8	0.6
2002	21.9	7.7	13.5	8.1	6.8	6.0	6.0	5.0	1.4	0.0
2003	20.8	8.1	14.7	6.9	8.5	5.1	7.3	4.2	3.4	0.0
2004	18.3	13.3	13.8	8.2	8.2	4.5	5.7	5.7	2.3	0.8
2005	17.4	15.6	12.0	9.8	8.4	6.2	5.0	3.4	3.0	0.2

The percentage of freshmen who plan to continue beyond a bachelor's degree has remained stable over the past ten years varying only from a low of 87% to a high of 89.9%. Over a third intend to continue their post baccalaureate education at Mercer. *(Items were not included in Fall 2000 CIRP survey.)*



## Probable Career

Pharmacist, physician, engineer consistently top the list of probable careers. There is a notable decline in the percentage of students who intend to be lawyers or judges.

	Business executive	Business owner or proprietor	Engineer	Lawyer or judge	Musician	Nurse	Pharmacist	Physician	Teacher or administrator	Writer or journalist
1996	5.3	1.9	11.6	11.6	1.1	0.6	6.8	22.8	3.6	2.1
1997	4.1	1.9	15.8	9.8	0.5	0.0	7.2	17.5	5.5	1.0
1998	4.8	2.2	11.2	9.2	2.0	1.4	6.0	18.0	4.4	1.0
1999	6.8	2.5	10.9	9.7	1.4	0.4	5.1	19.3	5.0	1.6
2000	6.5	2.3	18.0	11.1	2.1	0.5	5.8	14.3	2.6	1.2
2001	5.7	2.8	16.0	6.7	2.2	0.4	6.7	17.6	5.6	1.8
2002	5.0	2.9	15.6	7.5	1.5	0.4	8.5	15.1	5.8	2.1
2003	6.4	2.9	14.9	9.5	2.9	0.0	8.5	16.5	4.4	1.4
2004	5.7	3.7	13.7	9.8	2.3	1.2	13.7	15.0	2.8	2.0
2005	5.2	1.6	12.5	6.4	2.4	0.6	15.9	13.9	5.2	2.4

## Student Expectations of Mercer Experience

After a steady upward trend from 1999 through 2003, the past two years show a decline in the percentage of students who expect to make a “B” average or better. The highest percentage of students who responded that chances are very good that they will be satisfied with their Mercer experience was 61.2% in 2004. This percentage is up significantly from the 2001 response of 47.1%, but 2005 showed another decline to 54.4%. The response to “participate in volunteer or community service work”, which varies from 31.2% to 37.5%, is fairly consistent.

