

**CIRP Freshman Survey**  
**Table 4F: Views about Money**

	Miami University - Historical Trends				Current Results: 2013	
	2009	2010	2011	2012	Miami University	Public Universities - High Selectivity
<b>In deciding to go to college, how important to you was the following reason? To be able to make more money</b>						
Very important	65.9%	NA	68.2%	70.7%	67.5%	69.5%
Somewhat important	27.8%	NA	28.0%	24.7%	27.5%	26.0%
Not important	6.3%	NA	3.8%	4.6%	4.9%	4.4%
<i>Mean</i>	2.60	NA	2.64	2.66	2.63	2.65
<i>Standard deviation</i>	0.61	NA	0.55	0.56	0.58	0.56
<b>In deciding to go to college, how important to you was the following reason? To be able to get a better job</b>						
Very important	78.0%	NA	84.4%	87.2%	87.0%	87.0%
Somewhat important	18.1%	NA	14.0%	11.3%	11.3%	11.3%
Not important	3.9%	NA	1.6%	1.5%	1.6%	1.8%
<i>Mean</i>	2.74	NA	2.83	2.86	2.85	2.85
<i>Standard deviation</i>	0.52	NA	0.42	0.39	0.40	0.40
<b>What is the importance to you personally of the following? Being very well off financially</b>						
Essential	38.3%	NA	42.7%	45.3%	42.4%	43.3%
Very important	38.6%	NA	37.9%	38.0%	37.9%	37.6%
Somewhat important	19.8%	NA	17.0%	14.7%	17.4%	16.8%
Not important	3.4%	NA	2.4%	2.1%	2.3%	2.2%
<i>Mean</i>	3.12	NA	3.21	3.26	3.20	3.22
<i>Standard deviation</i>	0.84	NA	0.81	0.78	0.81	0.80