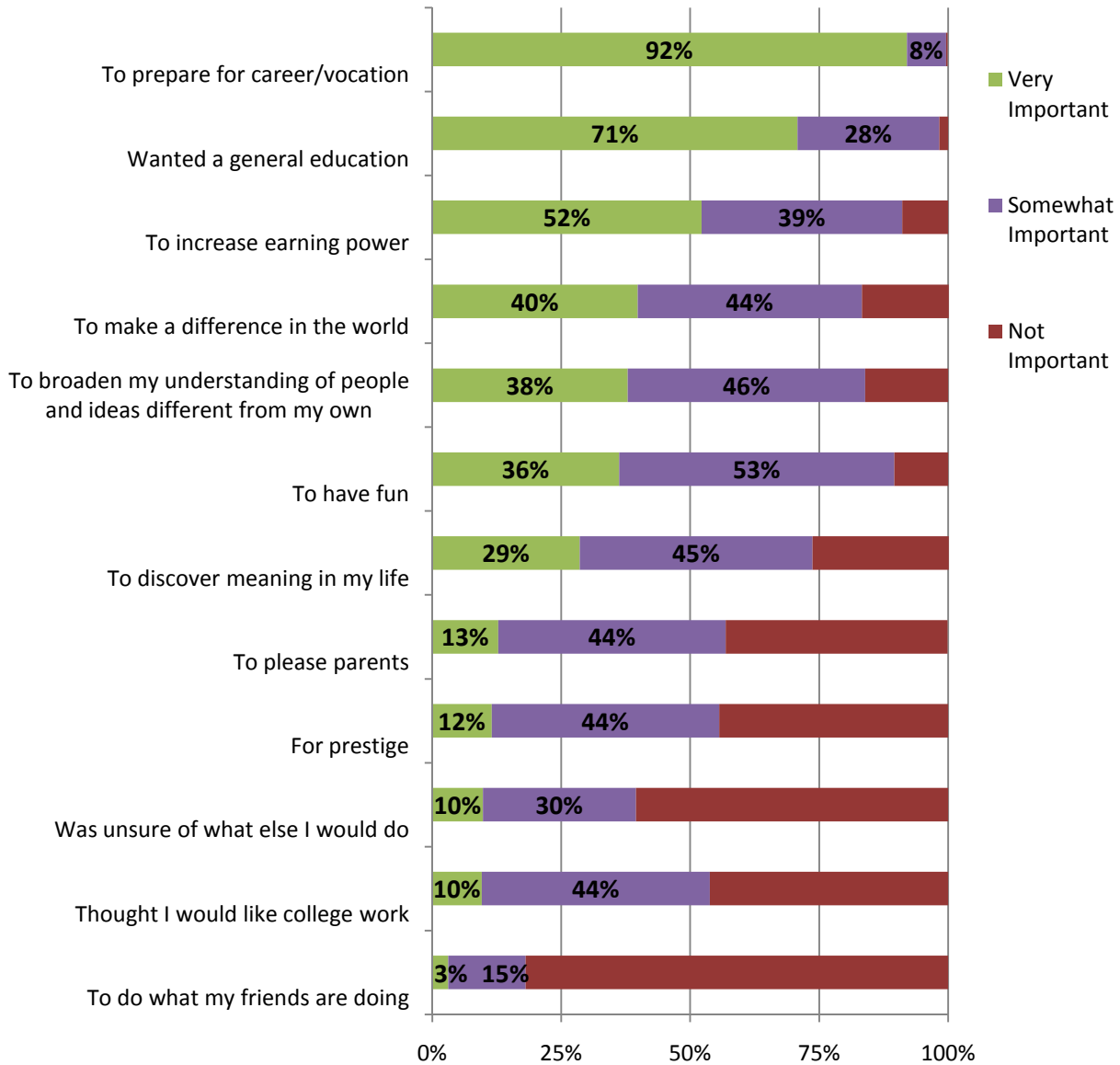


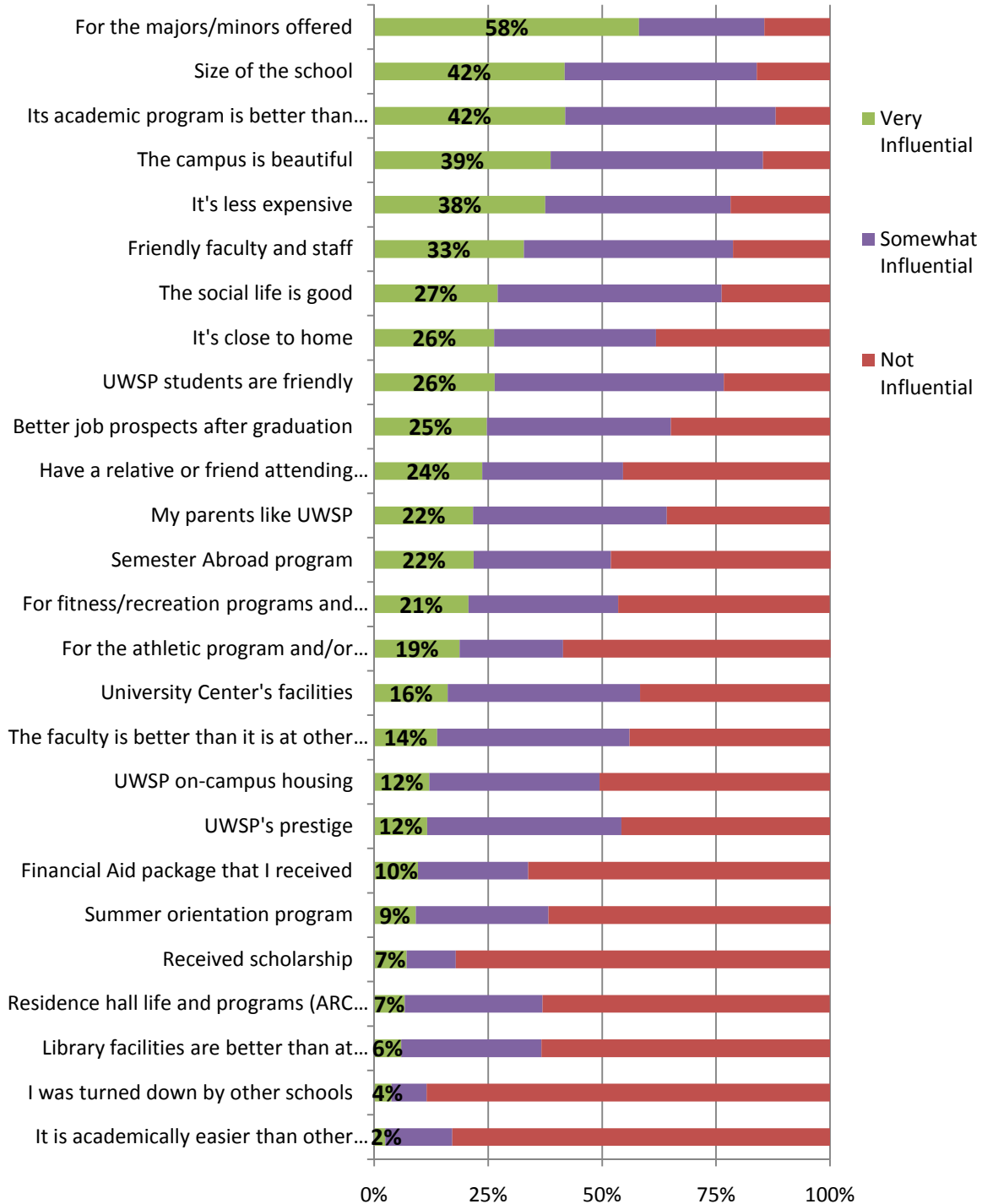
New Students' Reasons for Attending College



***92% of students said that preparing for a career was the biggest reason for attending college. This is the highest value recorded in records dating back to 1981.**

***Students also were motivated to attend college by both intrinsic factors, such as making a difference in the world and having fun, and extrinsic factors such as increasing earning power.**

Factors Influencing New Students Choice of UWSP



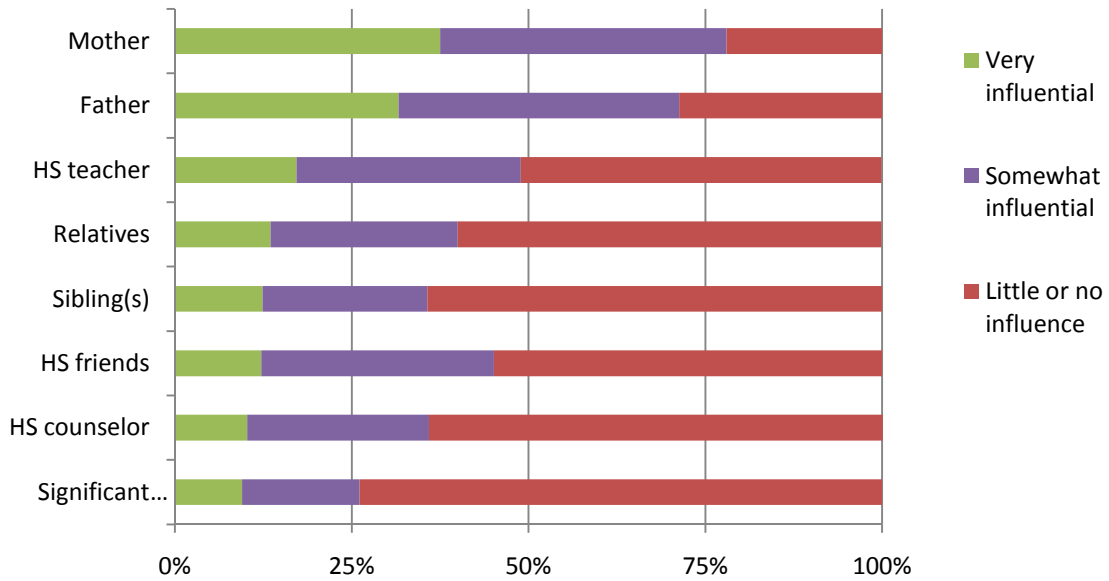
*** Students choose UWSP because of the majors and minors offered, strong academic programs offered, the size of the school, and a beautiful campus located in close proximity to their homes.**

*** The most influential factor in new students choice of UWSP is the majors and minors that we offer.**

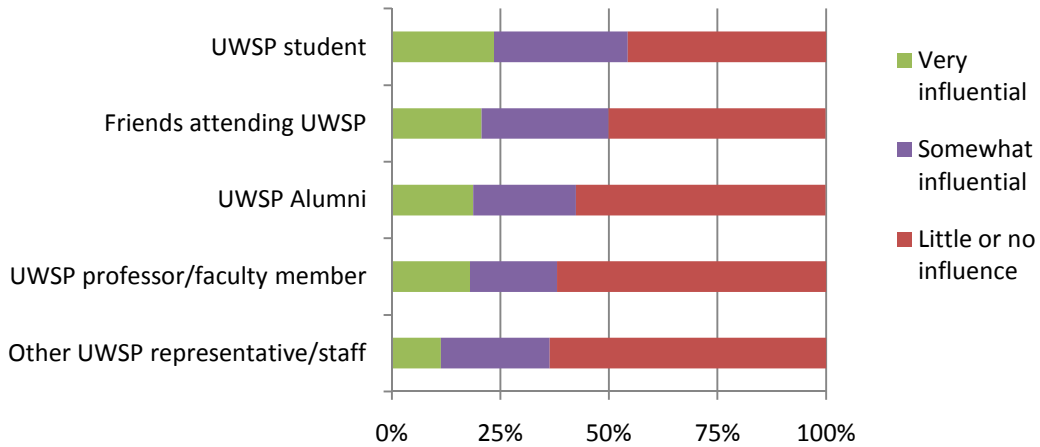
***UWSP's proximity to home ranked 8th in 2009, the first time it has ranked below #3 since reporting began in 1981.**

Influences of Students' Choice of UWSP

Most Influential Personal Contacts



Most Influential UWSP Contacts

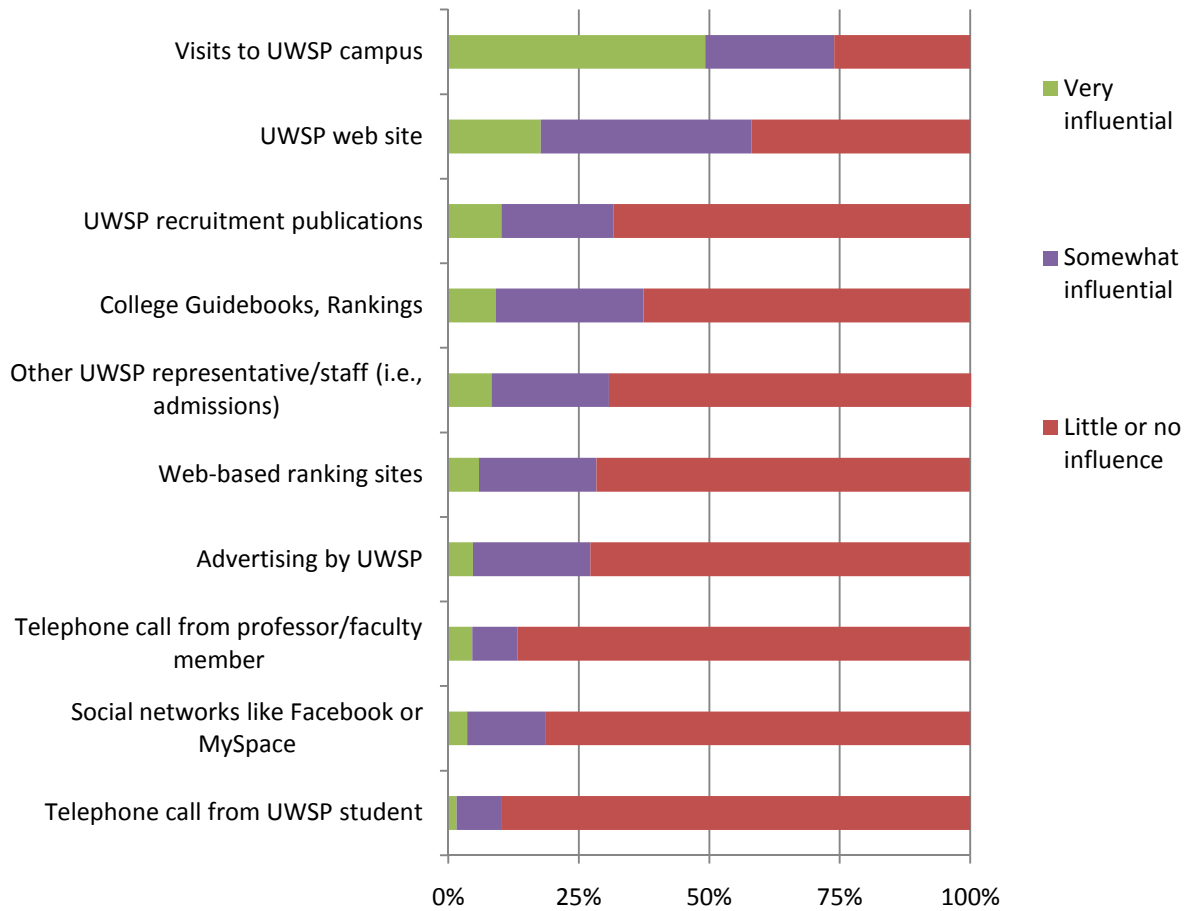


*** Parents remain the most influential people in new students' choice of UWSP.**

*** Of their contacts at UWSP, members of their peer group -- friends attending UWSP or other UWSP students -- are the most influential in their decision to attend UWSP.**

Influences of Students Choice of UWSP

Most Influential Materials and Information Sources



*** Visits to the UWSP campus have a positive impact on students' choice of UWSP with 74% of students saying that a campus visit(s) influenced them to attend college here.**

*** The website and campus publications also have an influence on students' decision to attend UWSP.**

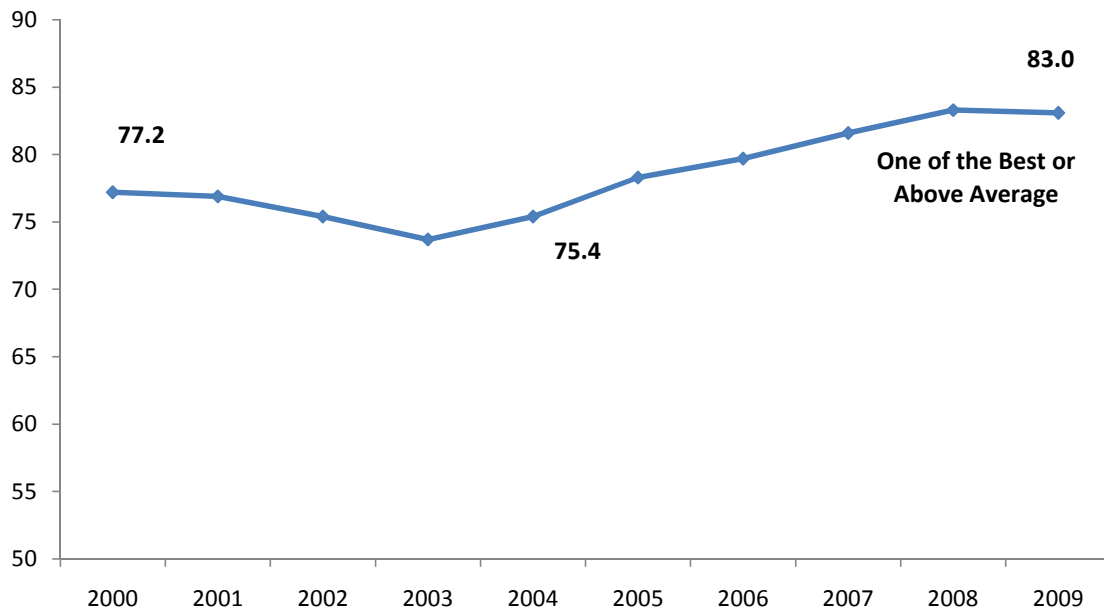
Comparison of UWSP with Other Schools in Wisconsin

	1981	1990	1992	1993	1994	1995	1996	1997	1998	1999
One of the best	26.0	30.7	32.0	34.4	33.9	34.0	37.5	29.9	30.0	27.4
Better than average	51.8	50.4	49.5	46.9	47.3	50.3	44.8	49.1	51.5	49.1
About like other schools	21.7	18.6	18.2	18.3	18.7	15.5	17.6	20.8	18.5	23.3
Not as good as others	0.6	0.4	0.3	0.3	0.2	0.2	0.0	0.2	0.0	0.2

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
One of the best	27.9	23.9	22.8	25.3	25.7	23.3	25.9	24.8	31.6	31.0
Better than average	49.3	53.0	52.6	48.4	49.7	55.0	53.8	56.8	51.7	52.1
About like other schools	22.7	22.8	24.4	26.1	24.0	21.4	20.1	18.2	15.7	16.0
Not as good as others	0.2	0.3	0.2	0.2	0.5	0.4	0.2	0.5	1.1	0.8

Note: Prior to 2008, surveys were administered to a sample of freshman before summer orientation. In 2009, surveys were administered during summer orientation to 97% of incoming freshman.

New Freshman Perception of UWSP compared to Other Wisconsin Schools



*** Perceptions of UWSP as one of the best colleges in Wisconsin or above average compared to other institutions maintained its positive upward trend.**