

A Grizz Facts look at why freshmen choose OU

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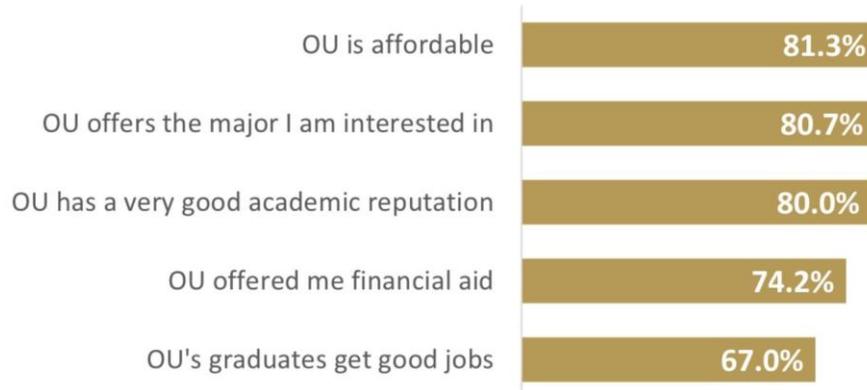


From the
Office of Institutional Research and Assessment

Grizz Facts: A look at why freshmen choose OU

In 2019, 60% of students who responded to a survey while attending freshmen orientation* indicated that OU was their first choice college. As shown below, the most important reasons for doing so were both financial and academic.

Percentage Reporting Reason was 'Very Important'



*Response rate was 69% for new student survey administered in spring and summer 2019

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