



IUPUI  
**Overall  
Transfer  
Entering Student Survey Report**

2019



## Welcome to the 2019 IUPUI Entering Student Survey Report

The Entering Student Survey (ESS) is a yearly survey administered during New Student Orientation sessions. The ESS is designed to gather information about students' needs, time commitments, expectations, educational goals and more. The survey is voluntary and transfer students complete the Qualtrics-based instrument on their own to ensure that we understand the support and resources they need to make successful transitions to IUPUI. Of the 1,629 beginning transfer students in the 2019 cohort, 198 completed the Entering Student Survey. The response rate was 12%.

### Key Highlights Overall

- Overall transfer student respondents feel welcomed at IUPUI. About **88%** of students agree **'the IUPUI campus community has made me feel welcomed.'**
- About **95%** of respondents agree they are **'proud to tell others I am going to school here.'**
- Respondents indicated high levels of Psychological Grit with **91%** reporting high levels of being **hard working** and **78%** reported they **'finish whatever they begin.'**
- **Fifty percent** of respondents reported having 'some concerns' about **financing their college education** while **51%** are 'satisfied' or 'very satisfied' with **the amount of financial support they have received so far.**
- More than **one-third** of transfer student respondents (38%) indicated that they plan to **prepare for class (studying, reading, writing, doing homework, etc.) more than 20 hours per week.** **42%** of students plan to **work for pay on-campus** while **78%** plan to **work off-campus** for pay during their first year.
- When respondents were asked to compare themselves to other students, they rated their **'ability to work with others that are different from you'** as the highest while rating their **'emotional health'** as the lowest.
- Top 5 reasons respondents reported choosing IUPUI were 'Availability of specific academic programs', 'Graduates get good jobs', 'Cost', 'Opportunity for IU or Purdue Degree', 'Availability of financial aid/scholarship'.
- A little more than half (**52%**) of students felt there is a **'Very good chance'** they will be **satisfied with college life.'**
- Four of the top five factors students reported in choosing their major involve **their major being aligned with personal characteristics within themselves** such as their interests, skills and abilities, and personality.
- **Eighty-nin percent** (89%) of respondents reported either **'no chance'** or a **'small chance'** that they will transfer from IUPUI to another college.
- A majority of students (52%) plan for a **Graduate degree (Master's or Doctorate)** to be the highest degree they obtain, while **42%** of respondents **plan for a Bachelor's degree to be the highest degree they obtain.**
- In 2018 the number one reason respondents chose IUPUI was **'Cost'** while in 2019 the number one reason respondents chose IUPUI was the **'Availability of specific academic programs (majors).'**

## ENTERING STUDENT SURVEY RESPONDENTS DEMOGRAPHICS

Residency	Survey Responders		Overall Transfer Population	
	N	Percentage	N	Percentage
Indiana Resident	175	88.4	1,461	89.7
Non-Resident	23	11.6	168	10.3
<b>Gender</b>				
Female	128	64.6	909	55.8
Male	70	35.4	720	44.2
<b>Age</b>				
Under 20	56	28.3	377	23.1
20-24	102	51.5	856	52.5
25 and Over	40	20.2	396	24.3
<b>Ethnicity</b>				
White	122	62.6	1,059	65.7
Hispanic/Latino	18	9.2	136	8.4
Black/African American	30	15.4	221	13.7
American Indian/Alaska Native	0	0.0	2	0.1
Asian	12	6.2	71	4.4
Native Hawaiian/Pacific Island	0	0.0	0	0.0
International	8	4.1	54	3.4
Two or More Races	5	2.6	68	4.2
<b>School</b>				
University College	96	48.5	793	48.7
School of Science	14	7.1	96	5.9
School of Engineering and Technology	25	12.6	160	9.8
School of Health & Human Sciences	6	3.0	43	2.6
Kelley School of Business	0	0.0	2	0.1
School of Liberal Arts	18	9.1	185	11.4
Herron School of Art and Design	2	1.0	33	2.0
School of Informatics and Computing	7	3.5	68	4.2
School of Education	7	3.5	49	3.0
School of Public and Environmental Affairs	4	2.0	33	2.0
School of Medicine	3	1.5	32	2.0
Fairbanks School of Public Health	1	0.5	17	1.0
Lilly Family School of Philanthropy	0	0.0	0	0.0
School of Dentistry	1	0.5	18	1.1
School of Social Work	10	5.1	30	1.8
School of Nursing	0	0.0	54	3.3

**SENSE OF BELONGING\***

Please rate how much you agree with each statement									
	N	Mean	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neither Disagree nor Agree	Slightly Agree	Moderately Agree	Strongly Agree
<i>Percentages</i>									
The IUPUI campus community has made me feel welcomed	196	5.99	1.0	0.5	2.0	7.7	15.8	29.1	43.9
I feel a sense of belonging to IUPUI	198	5.61	1.0	1.0	1.5	16.7	21.2	29.8	28.8
I see myself as part of the IUPUI community	198	5.51	1.5	2.0	2.5	16.7	22.7	24.2	30.3
I feel that I fit right in on campus	198	5.41	1.5	1.5	6.6	20.2	13.6	27.8	28.8
I feel that I am a member of the IUPUI community	198	5.38	1.0	2.0	6.1	16.2	23.7	25.8	25.3
I feel connected with other IUPUI students	198	4.89	3.5	4.0	8.6	22.2	22.7	23.2	15.7

1=Strongly Disagree, 2=Moderately Disagree, 3=Slightly Disagree, 4=Neither Disagree nor Agree, 5=Slightly Agree, 6=Moderately Agree, 7=Strongly Agree  
 \*These 6 items make up the Sense of Belonging construct analyzed in the comparison section of the report  
 Rank ordered by means

**COMMITMENT TO IUPUI\***

Please rate how much you agree with each statement									
	N	Mean	Strongly Disagree	Moderately Disagree	Slightly Disagree	Neither Disagree nor Agree	Slightly Agree	Moderately Agree	Strongly Agree
<i>Percentages</i>									
I am proud to tell others I am going to school here	189	6.46	0.5	1.1	0.0	3.7	22.2	6.3	66.1
I am extremely glad that I chose IUPUI over other colleges	188	6.08	0.5	1.1	0.0	11.2	27.7	11.2	48.4
It is important for me to graduate from IUPUI (e.g., rather than from another college)	189	6.05	1.6	2.1	1.6	10.1	21.7	8.5	54.5
I feel a sense of IUPUI jaguar pride	188	5.57	1.1	3.2	3.7	14.9	26.1	17.6	33.5
IUPUI was my first choice of colleges that I was accepted to or considered applying to	190	5.25	6.3	6.8	10.5	9.5	16.8	7.9	42.1

1=Strongly Disagree, 2=Moderately Disagree, 3=Slightly Disagree, 4=Neither Disagree nor Agree, 5=Slightly Agree, 6=Moderately Agree, 7=Strongly Agree  
 \*These 5 items make up the Organizational Commitment construct analyzed in the comparison section of the report  
 Rank ordered by means

**SENSE OF GRIT AND PERSEVERANCE**

Please rate how true each statement is about you							
	N	Mean	1-Not at all like me	2	3	4	5-Very much like me
	Percentages						
I am a hard worker <sup>1</sup>	185	4.52	0.5	1.1	8.1	25.9	64.3
I finish whatever I begin <sup>1</sup>	185	4.12	1.1	7.6	13.5	34.1	43.8
I am diligent <sup>1</sup>	185	4.08	2.2	1.6	22.2	34.1	40.0
Setbacks don't discourage me <sup>1</sup>	185	3.58	5.9	13.5	23.8	30.3	26.5
New ideas and projects sometimes distract me from previous ones <sup>2</sup>	184	2.93	13.6	26.1	26.1	21.7	12.5
I often set a goal but later choose to pursue a different one <sup>2</sup>	185	2.69	17.3	27.0	32.4	15.7	7.6
I have difficulty maintaining my focus on projects that take more than a few months to complete <sup>2</sup>	184	2.52	27.2	29.3	18.5	14.7	10.3
I focus on a certain idea or project for a short time but lose interest later <sup>2</sup>	184	2.49	24.5	32.6	19.0	17.4	6.5

1=Not at all like me, 2=2, 3=3, 4=4, 5=Very much like me

<sup>1</sup> These 4 items make up the Perseverance of Effort construct analyzed in the comparison section of the report

<sup>1</sup> A lower mean on Consistency of Interest indicates higher GRIT consistency of effort.

<sup>2</sup> These 4 items make up the Consistency of Interest construct analyzed in the comparisons section of the report

Rank ordered by means

<sup>1</sup> Duckworth, A. L. & Quinn, P. D. (2009). Development and validation of the Short Grit Scale (Grit-S). Journal of Personality Assessment, 91(2), 166-174.



**SELF-EFFICACY RATINGS**

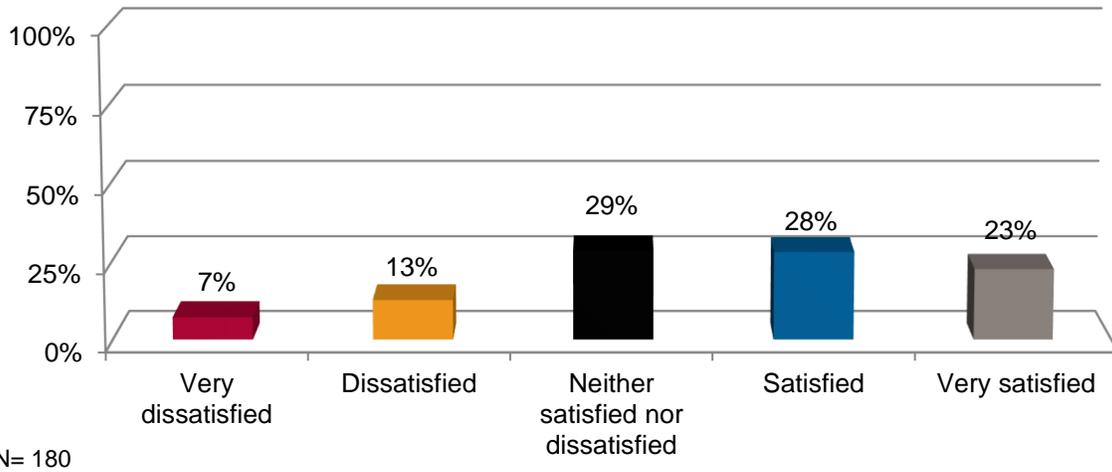
Rate yourself on each of the following traits as compared to the average person your age. We want the most accurate estimate of how you see yourself.

	N	Mean	Lowest 10%	Below Average	Average	Above Average	Highest 10%
	<i>Percentages</i>						
Ability to work with others that are different from you	178	3.99	0.0	2.8	24.2	43.8	29.2
Motivation for college work	175	3.85	0.6	2.9	30.9	42.3	23.4
Leadership ability	176	3.81	0.6	4.5	34.1	35.2	25.6
Academic ability	177	3.73	0.0	1.7	35.6	50.8	11.9
Self-confidence (related to intellectual or academic activities)	178	3.59	1.1	7.3	37.6	39.3	14.6
Ability to seek out appropriate academic help	177	3.59	0.6	9.6	36.7	36.7	16.4
Writing ability	177	3.57	0.0	5.1	46.3	35.0	13.6
Ability to manage finances	178	3.50	2.2	12.4	38.2	27.5	19.7
Physical health	178	3.44	1.1	14.6	41.0	25.8	17.4
Self-confidence (related to social activities)	177	3.32	3.4	23.2	27.7	29.9	15.8
Study skills	178	3.32	1.7	12.9	44.9	32.6	7.9
Mathematical ability	178	3.24	2.2	16.3	44.9	28.7	7.9
Emotional health	178	3.24	5.6	21.9	32.0	24.2	16.3

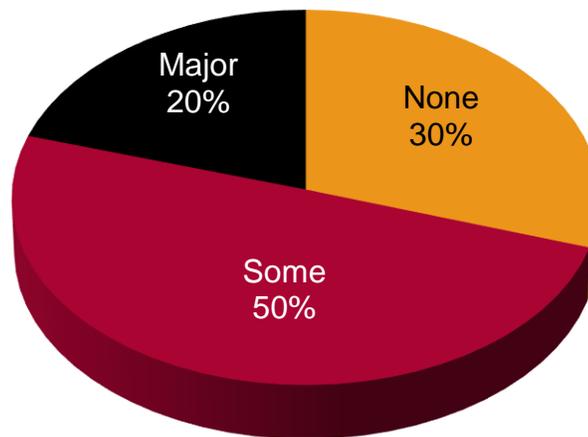
1=Lowest 10%, 2=Below Average, 3=Average, 4=Above Average, 5=Highest 10%  
Rank ordered by means

### FINANCING COLLEGE

**How satisfied are you with the amount of financial support (from grants, loans, family members, jobs, or all other sources) you've received so far?**



**Do you have any concerns about your ability to finance your college education?**



N=177

**HOURS PLANNED TO SPEND ON ACTIVITIES**

About how many hours do you plan to spend in a typical 7-day week during your first year at IUPUI doing each of the following?

	N	0	1-5	6-10	11-15	16-20	21-25	26-30	More than 30
<i>Percentages</i>									
Preparing for class (studying, reading, writing, doing homework or lab work, analyzing data, rehearsing, and other academic activities)	178	0.0	7.9	19.1	18.5	16.9	19.1	10.7	7.9
Working for pay on campus	177	58.2	7.3	10.2	9.0	8.5	3.4	1.1	2.3
Working for pay off campus	176	22.2	6.3	8.5	10.8	17.0	10.8	5.1	19.3
Participating in co-curricular activities (organizations, campus publications, student government, fraternity or sorority, intercollegiate or intramural sports, etc.)	178	25.8	33.7	18.5	10.1	5.6	2.8	1.1	2.2
Commuting to class (driving, walking, etc.)	178	7.3	38.8	23.0	11.2	5.6	2.8	0.6	10.7
Relaxing and socializing (watching TV, partying, etc.)	178	5.1	36.5	25.8	22.5	4.5	3.4	1.1	1.1
Providing care for dependents living with you (parents, children, spouse, etc.)	177	45.8	23.7	9.0	5.1	2.8	3.4	1.7	8.5
Taking care of household responsibilities	178	2.8	42.1	23.0	14.6	7.3	2.2	2.2	5.6
Engaging in volunteer activities	177	20.9	57.6	13.0	4.5	2.3	0.6	0.0	1.1
Interacting with on-line social networks (Facebook, Instagram, Twitter, etc.)	178	15.1	47.9	19.3	8.9	3.1	2.6	2.1	1.0



**ANTICIPATED SUCCESS, INVOLVEMENT,  
AND ENGAGEMENT IN HIGH IMPACT PRACTICES**

What is your best guess as to the chances you will:						
	N	Mean	No Chance	Very Little Chance	Some Chance	Very Good Chance
	<i>Percentages</i>					
Make good choices for personal health (healthy eating, lifestyle, etc.)	169	3.43	0.6	8.3	38.5	52.7
Be satisfied with college life	175	3.42	2.3	5.7	40.0	52.0
Experience stress balancing work and school related responsibilities	174	3.31	2.3	10.3	41.4	46.0
Participate in an internship, co-op, field experience, practicum, student teaching, or clinical placement	169	3.21	8.9	8.9	34.9	47.3
Experience stress balancing family and school related responsibilities	175	3.13	5.7	13.1	43.4	37.7
Get tutoring or peer mentoring help in specific courses	169	3.10	3.0	16.0	49.1	32.0
Enroll in courses during the summer	169	2.92	9.5	18.9	41.4	30.2
Work on a research project with a professor	168	2.85	5.4	24.4	50.0	20.2
Participate in events or activities on campus	175	2.84	8.6	25.1	40.0	26.3
Participate in student clubs/groups	175	2.78	12.0	22.3	41.1	24.6
Exercise on campus	168	2.77	17.3	17.9	35.1	29.8
Participate in service learning or community service	169	2.73	7.7	29.6	45.0	17.8
Participate in study abroad or international travel related to school	169	2.30	30.2	24.9	30.2	14.8
Change career choice	175	1.98	38.9	30.9	23.4	6.9
Experience feelings of homesickness	174	1.79	56.9	16.1	18.4	8.6
Change major field	175	1.71	46.9	37.7	12.6	2.9

1=No Chance, 2=Very Little Chance, 3=Some Chance, 4=Very Good Chance  
Rank ordered by means

# 2019 Entering Student Survey

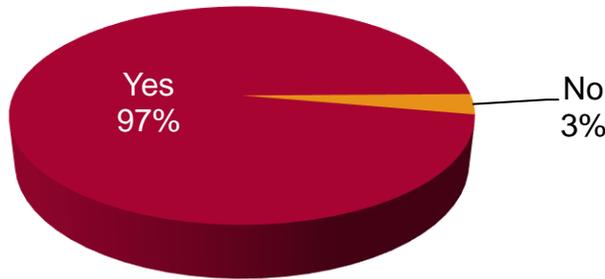
## DECISIONS TO ATTEND IUPUI

**In making a decision to choose IUPUI or transfer to IUPUI from another institution, please rate how important the following factors were:**

	N	Mean	Not Important	Somewhat Important	Moderately Important	Very Important	Extremely Important
<i>Percentages</i>							
Availability of specific academic programs (majors)	164	4.17	1.2	6.7	11.6	34.8	45.7
Graduates get good jobs	168	3.96	6.5	6.0	15.5	29.2	42.9
Cost	166	3.96	3.6	7.8	16.3	33.7	38.6
Opportunity for an IU or Purdue Degree	165	3.93	5.5	7.9	17.6	26.7	42.4
Availability of financial aid/scholarship	164	3.92	8.5	6.7	12.2	29.3	43.3
Career and job opportunities available in Indianapolis after I complete my degree	165	3.85	8.5	7.9	16.4	24.8	42.4
Job, career, and internship opportunities available in Indianapolis while attending school	165	3.81	9.1	6.1	18.8	27.3	38.8
IUPUI's reputation	163	3.75	4.9	8.6	23.9	31.9	30.7
Resources available for underserved students (LGBTQ, students with disabilities, students of color, veterans, older students, transfer students, etc.)	167	3.15	18.6	16.2	20.4	21.6	23.4
Ability to live at home while attending college	168	3.15	32.1	7.7	7.7	17.9	34.5
Social Climate/Activities at the College	165	3.13	15.2	17.0	24.8	26.1	17.0
Wanted to live near home	168	3.08	23.2	10.7	23.2	20.2	22.6
Social opportunities associated with IUPUI located in the city of Indianapolis	168	2.98	19.0	17.9	21.4	29.8	11.9
A visit to campus	165	2.82	24.2	12.7	28.5	25.5	9.1
Size of IUPUI	167	2.76	21.6	14.4	37.7	19.2	7.2
Change in financial situation	165	2.72	33.9	7.3	25.5	20.0	13.3
Advisor or guidance counselor recommendation	165	2.40	44.8	10.9	17.6	12.7	13.9
Change in family situation	165	2.36	43.0	12.1	21.8	12.1	10.9
Academic difficulty at previous institution or high school	164	2.25	46.3	12.8	18.3	14.6	7.9
Type of housing available on campus	165	2.02	58.2	10.3	11.5	11.5	8.5
My parents/relatives wanted me to attend	164	1.97	55.5	12.8	17.7	7.3	6.7

1= Not Important, 2=Somewhat Important, 3=Moderately Important, 4=Very Important, 5=Extremely Important  
Rank ordered by means

Have you chosen a major?



N=167

**STUDENTS WHO HAVE CHOSEN A MAJOR**  
Reasons for Choosing Major

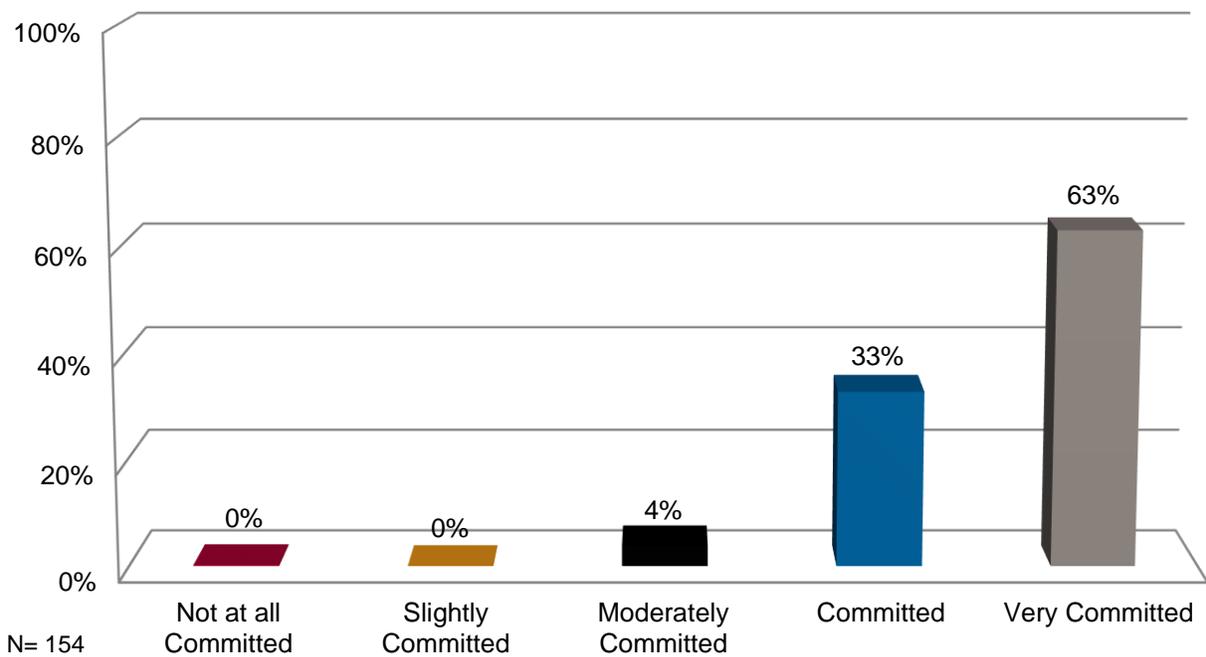
In making a decision to choose your current major, please rate how important the following factors were*:							
	N	Mean	Not Important	Somewhat Important	Moderately Important	Very Important	Extremely Important
<i>Percentages of Students who HAVE chosen a major</i>							
Major is aligned with my interests	159	4.47	0.6	1.9	5.7	33.3	58.5
Major is aligned with my skills and abilities	159	4.34	0.6	2.5	9.4	37.1	50.3
Major is aligned with my personality	159	4.28	1.3	3.1	7.5	42.1	45.9
Availability of jobs in the field	159	4.27	5.7	2.5	6.9	28.9	56.0
Major is aligned with the lifestyle I would like to have	159	4.21	1.3	5.0	10.7	37.1	45.9
Graduates get good jobs	160	4.14	5.6	5.0	7.5	33.8	48.1
Good grades in previous courses	159	3.89	4.4	5.0	20.8	37.1	32.7
Major makes people like me feel welcome	159	3.78	7.5	11.9	13.8	28.3	38.4
High school classes or college classes that spark my interest or awareness	159	3.75	9.4	7.5	14.5	35.2	33.3
Starting salaries are high	159	3.60	10.1	7.5	25.2	26.4	30.8
Media (TV, social media, newspapers, commercials, movies) that spark my interest or awareness	159	2.89	21.4	17.6	26.4	19.5	15.1
IUPUI specific communications that sparked my interest or awareness	159	2.75	26.4	20.8	15.1	26.4	11.3
Advisor or guidance counselor recommendation	159	2.72	34.6	11.3	20.1	15.7	18.2
My parents/relatives recommendation	159	2.53	33.3	20.1	17.6	17.6	11.3
My friends recommendation	159	2.38	37.1	20.8	18.9	13.8	9.4

1= Not Important, 2=Somewhat Important, 3=Moderately Important, 4=Very Important, 5=Extremely Important

\* Of those who indicated they have chosen a major

Rank ordered by means

### How committed are you to your current major?



**STUDENTS WHO HAVE NOT CHOSEN A MAJOR**  
**IMPORTANCE OF FACTORS FOR CHOOSING A MAJOR**

In making a decision to choose your current major, please rate how important the following factors will be*:							
	N	Mean	Not Important	Somewhat Important	Moderately Important	Very Important	Extremely Important
<i>Percentages of Students who have NOT chosen a major</i>							
Major is aligned with interests	5	4.00	0.0	0.0	20.0	60.0	20.0
Major is aligned with my skills and abilities	5	4.00	0.0	0.0	20.0	60.0	20.0
Major is aligned with the lifestyle I would like to have	5	4.00	0.0	0.0	20.0	60.0	20.0
Major is aligned with my personality	5	4.00	0.0	0.0	20.0	60.0	20.0
Good grades in a course	5	4.60	0.0	0.0	0.0	40.0	60.0
IUPUI class that sparks my interest or awareness	5	4.40	0.0	0.0	0.0	60.0	40.0
Availability of jobs in the field	5	4.20	0.0	0.0	0.0	80.0	20.0
Knowledge that graduates get good jobs	5	4.20	0.0	0.0	0.0	80.0	20.0
Starting salaries are high	5	4.20	0.0	0.0	0.0	80.0	20.0
Major makes people like me feel welcome	5	4.20	0.0	0.0	0.0	80.0	20.0
IUPUI Academic Advisors' recommendations	5	3.20	20.0	0.0	20.0	60.0	0.0
IUPUI specific communications that sparked my interest or awareness	5	3.80	0.0	0.0	20.0	80.0	0.0
Media (TV, social media, newspapers, commercials, movies) that spark my interest or awareness	5	3.80	0.0	0.0	20.0	80.0	0.0
The approval or recommendation of my family members	5	2.20	60.0	0.0	0.0	40.0	0.0
The approval or recommendation of my friends	5	2.20	60.0	0.0	0.0	40.0	0.0

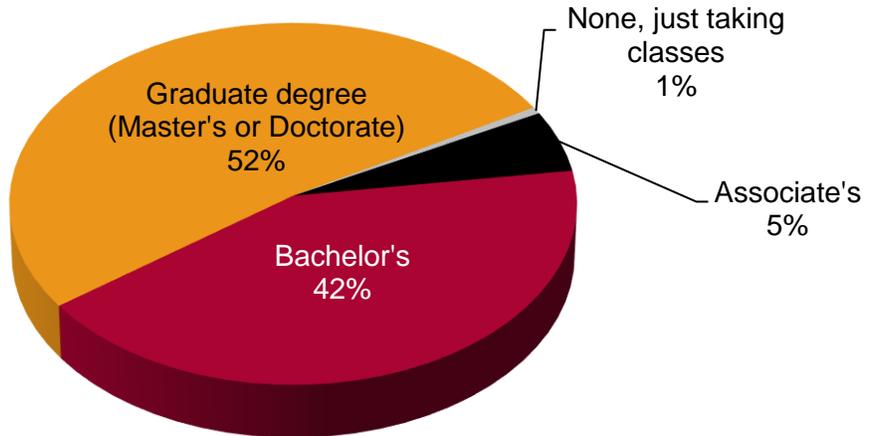
1= Not Important, 2=Somewhat Important, 3=Moderately Important, 4=Very Important, 5=Extremely Important

\* Of those who indicated they have not chosen a major yet

Rank ordered by means

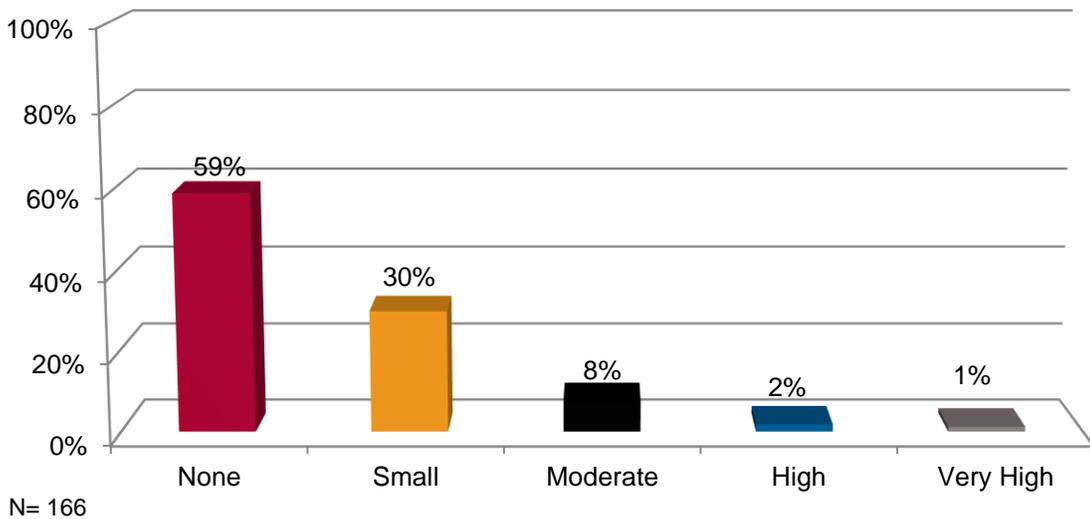
### ACADEMIC FUTURE

**What Is the Highest College Degree You Expect to Obtain?**



N=159

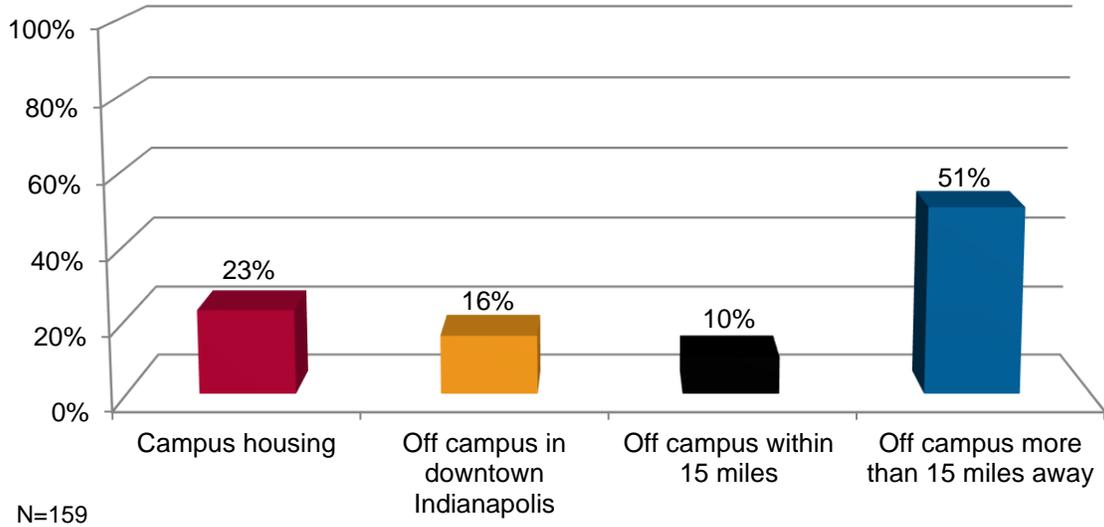
**What is the likelihood that you will transfer from IUPUI to another college?**



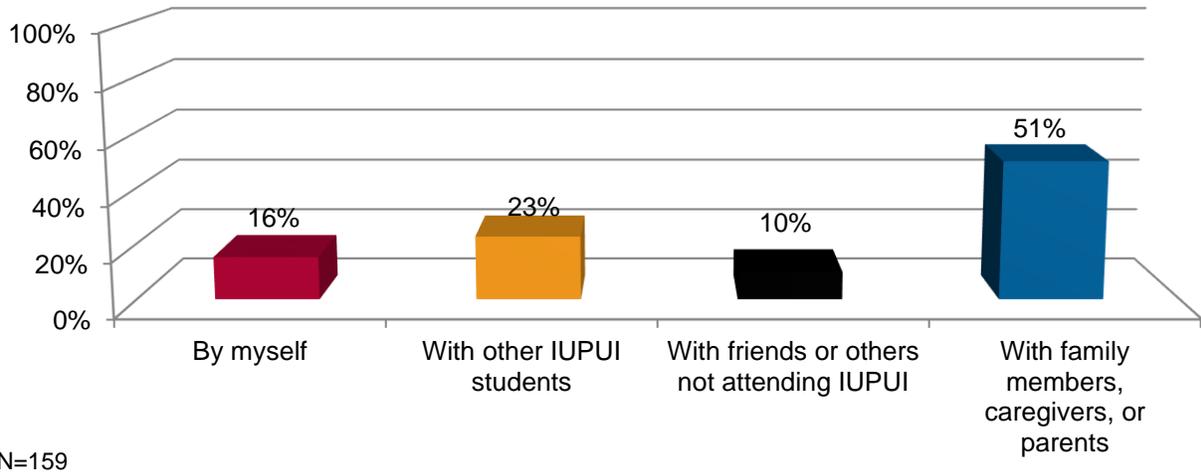
N= 166

### EXPECTED LIVING SITUATION

**Where do you plan to live for your first year?**



**Which best describes your expected living situation during your first year?**



## KEY HIGHLIGHTS IN COMPARISONS BETWEEN 2018 AND 2019

A means comparison analysis was conducted between the 2018 and 2019 cohorts of beginning students who took the Entering Student Survey. For four areas of questions a construct was formed to better analyze differences between the 2018 and 2019 cohorts. Two of the four constructs were significant at the .05 level.

<b>Construct</b>	<b>2018 Mean</b>	<b>2019 Mean</b>
Consistency of Interest	2.67	2.65
Organizational Commitment	5.66	5.89
Sense of Belonging	5.64	5.43
Perseverance of Effort	4.04	4.08

Bolded items are significant based on independent samples t-test results ( $p < .05$ )

The following tables include only the items from each section which are significant based on independent samples t-test results. All items are significant at the  $p < .05$  level while others are significant at the  $p < .01$  or  $p < .001$  level as indicated.

<b>Independent Sample T-test of Significance between 2018 and 2019 Cohorts</b>	<b>2018 Mean</b>	<b>2019 Mean</b>
<b>Comparisons of Traits to Other Students<sup>1</sup></b>		
Motivation for college work	3.55	3.85
<b>Financial Aid</b>		
Do you have any concerns about your ability to finance your college education? <sup>2****</sup>	0.79	1.90

<sup>1</sup> 1=Lowest 10%, 2=Below Average, 3=Average, 4=Above Average, 5=Highest 10%

<sup>2</sup> 1=None, 2=Some, 3=Major

\*\*= $p < .01$  \*\*\*= $p < .001$

<b>Independent Sample T-test of Significance between 2018 and 2019 Cohorts</b>	<b>2018 % Over 15 hours</b>	<b>2019 % Over 15 hours</b>
<b>Hours Spent on Activities</b>		
Relaxing and socializing (watching TV, partying, etc.)	27.1	10.1

\*\*= $p < .01$  \*\*\*= $p < .001$

<b>Independent Sample T-test of Significance between 2018 and 2019 Cohorts</b>	<b>2018 Mean</b>	<b>2019 Mean</b>
<b>Decisions to Attend IUPUI<sup>2</sup></b>		
Cost	3.56	3.96
Resources available for underserved students (LGBTQ, students with disabilities, students of color, veterans, older students, transfer students, etc.)	2.69	3.15

<sup>1</sup> 1=No Chance, 2=Very Little Chance, 3=Some Chance, 4=Very Good Chance

<sup>2</sup> 1= Not Important, 2=Somewhat Important, 3=Moderately Important, 4=Very Important, 5=Extremely Important

\*\*= $p < .01$  \*\*\*= $p < .001$

# 2019 Entering Student Survey

## Top 10 Factors in Choosing IUPUI

2018	N	Mean	2019	N	Mean
Graduates get good jobs	54	4.11	Availability of specific academic programs (majors)	164	4.17
Availability of specific academic programs (majors)	52	4.00	Graduates get good jobs	168	3.96
Availability of financial aid/scholarship	50	3.96	Cost	166	3.96
Opportunity for an IU or Purdue Degree	52	3.90	Opportunity for an IU or Purdue Degree	165	3.93
Career and job opportunities available in Indianapolis after I complete my degree	52	3.87	Availability of financial aid/scholarship	164	3.92
Job, career, and internship opportunities available in Indianapolis while attending school	51	3.71	Career and job opportunities available in Indianapolis after I complete my degree	165	3.85
IUPUI's reputation	52	3.58	Job, career, and internship opportunities available in Indianapolis while attending school	165	3.81
Cost	55	3.56	IUPUI's reputation	163	3.75
Social Climate/Activities at the College	51	3.47	Resources available for underserved students (LGBTQ, students with disabilities, students of color, veterans, older students, transfer students, etc.)	167	3.15
Ability to live at home while attending college	54	3.46	Ability to live at home while attending college	168	3.15

1=Not Important, 2=Somewhat Important, 3=Moderately Important, 4=Very Important, 5=Extremely Important

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