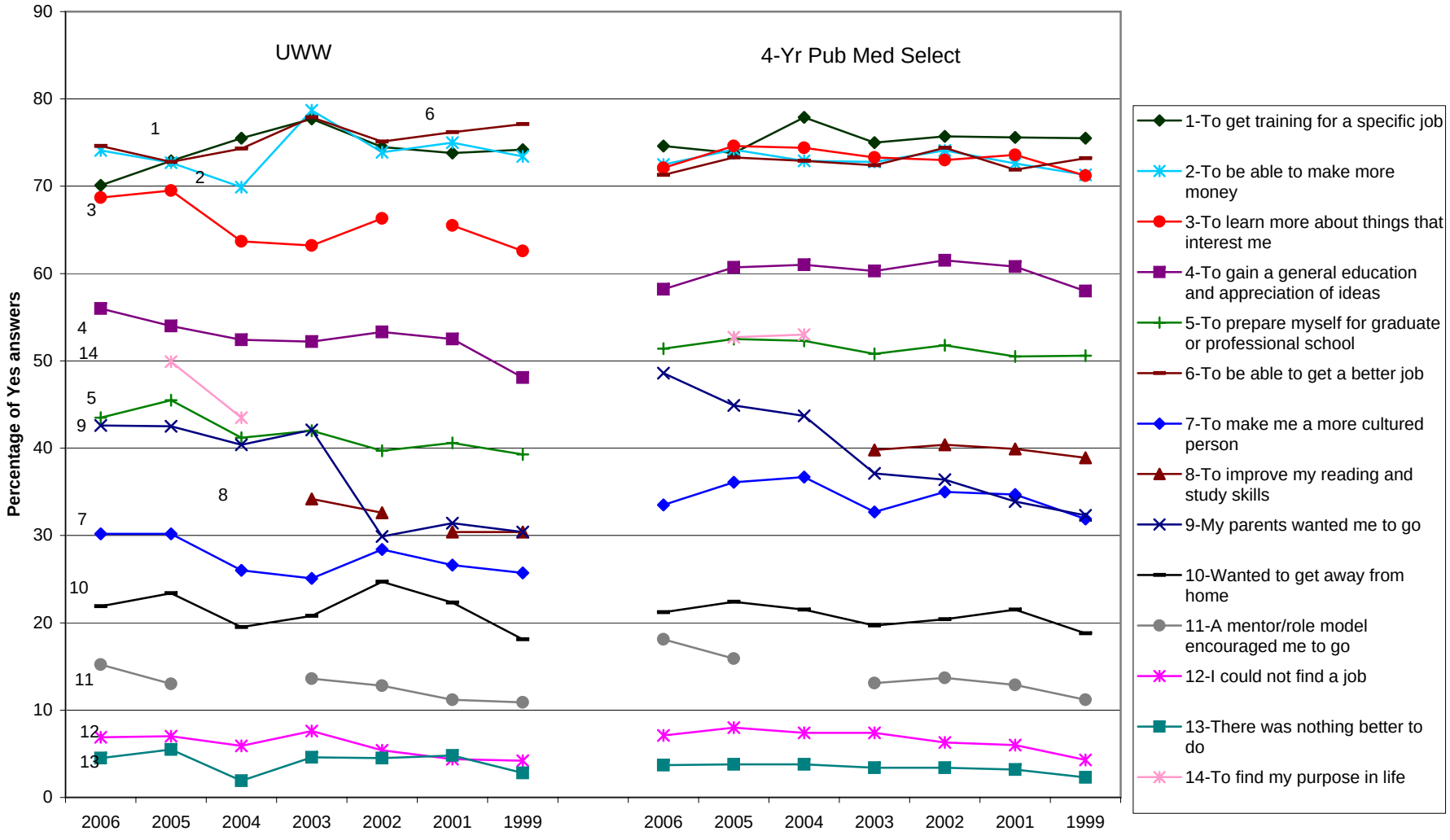Reasons noted as very important in deciding to go to college