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**Abstract**

Using national-level data and a two-step procedure combining least squares regression and logit analysis, this paper examines the impact of majors on college persistence among freshmen. Holding other variables constant, women with business majors and undecided majors are less likely to persist than other women. Women with health majors are most likely to persist. Men with education majors and undecided majors are less likely to persist than other men. Men with business majors are slightly more likely to persist than other men. Differences in persistence rates are explained by differences in the relative magnitudes of goal-commitment, subject-interest, social-forces, and self-image effects. Some policy recommendations are provided. (HRK / Abstract übernommen) Leppel, Karen, E-mail: karen.leppel@widener.edu