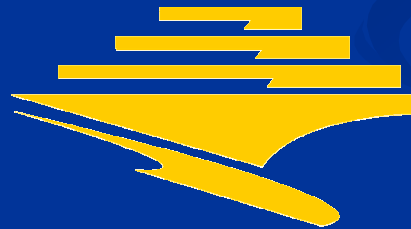


*A Decade of Change:  
The Demographics, Attitudes,  
Aspirations and Behaviors of  
UCSD Freshman Students  
1991-2002*



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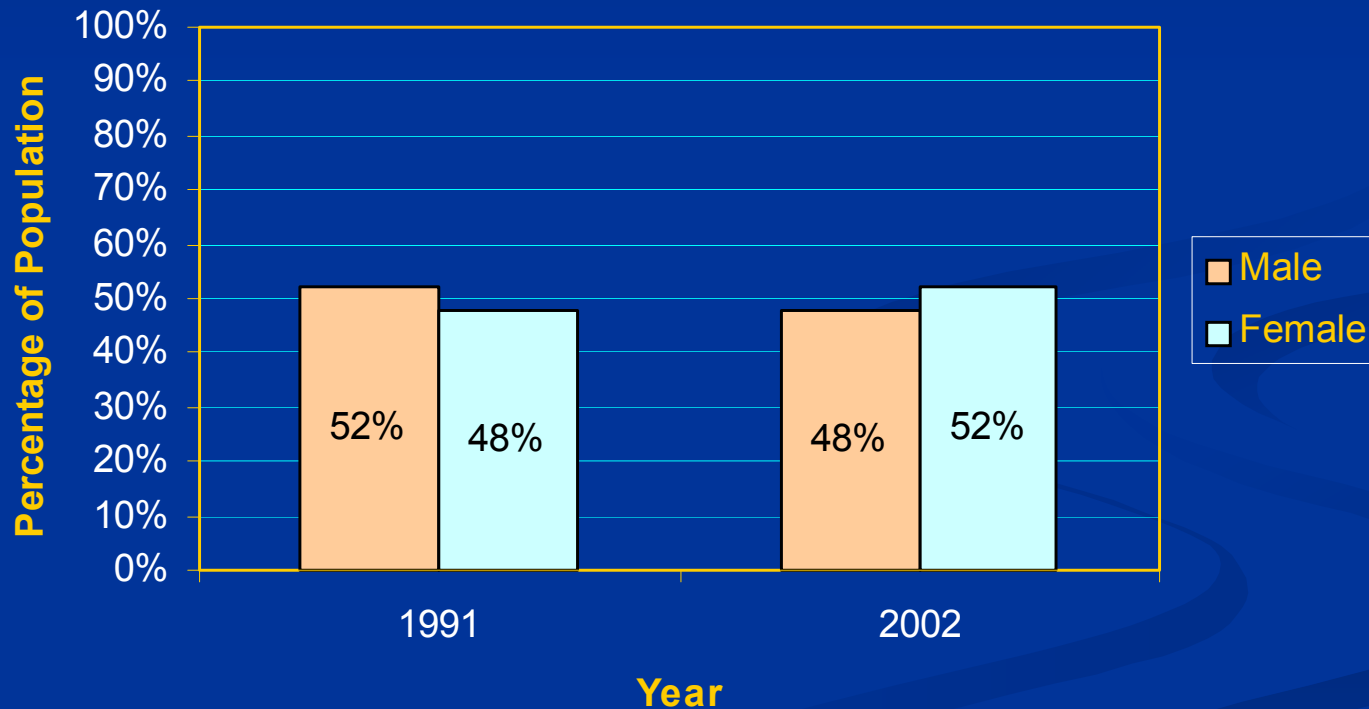
# UCSD

## Then and Now:

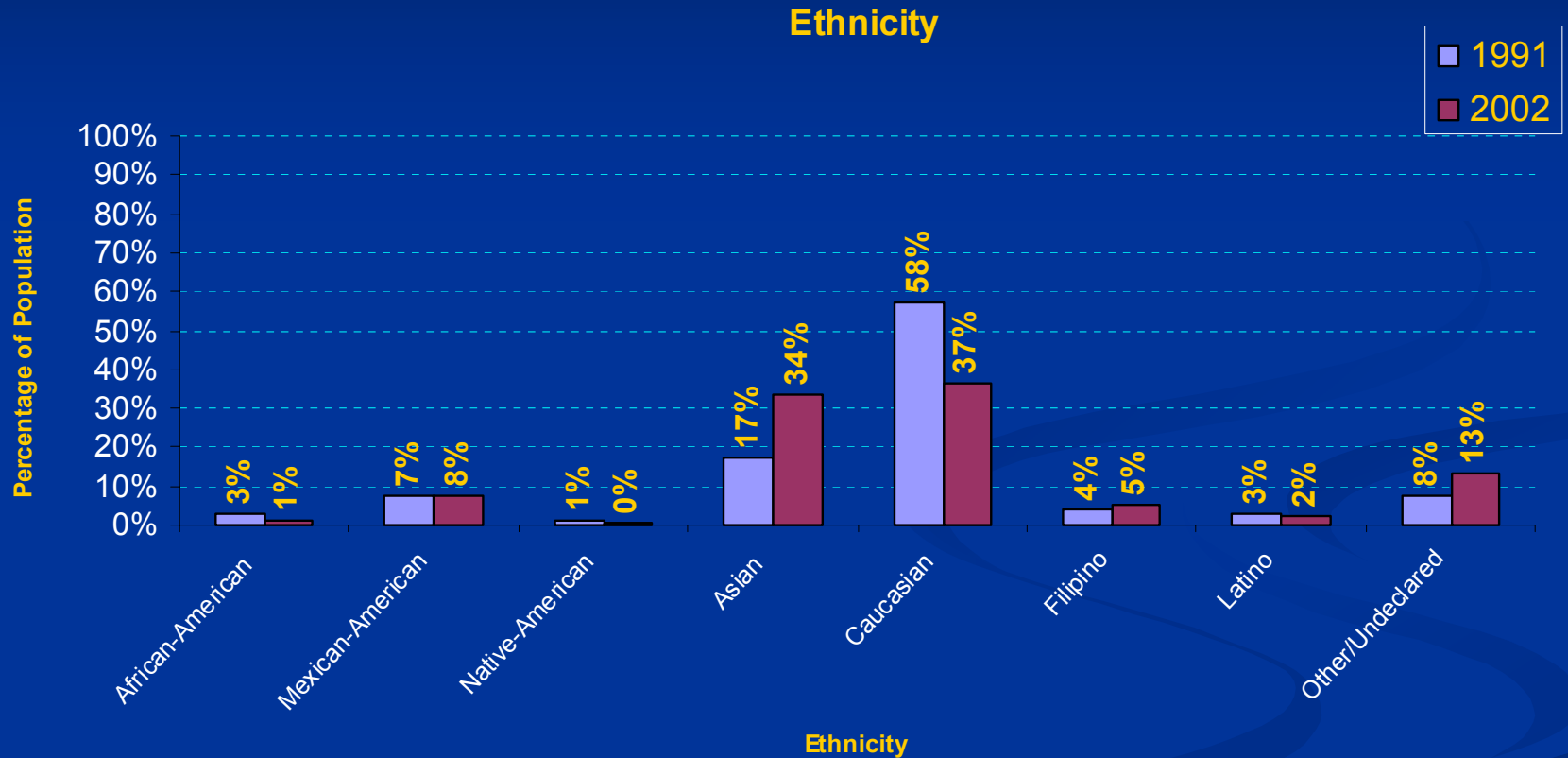
# Demographic Profile

# Total UCSD Undergraduate Population

## Gender



# Total UCSD Undergraduate Population

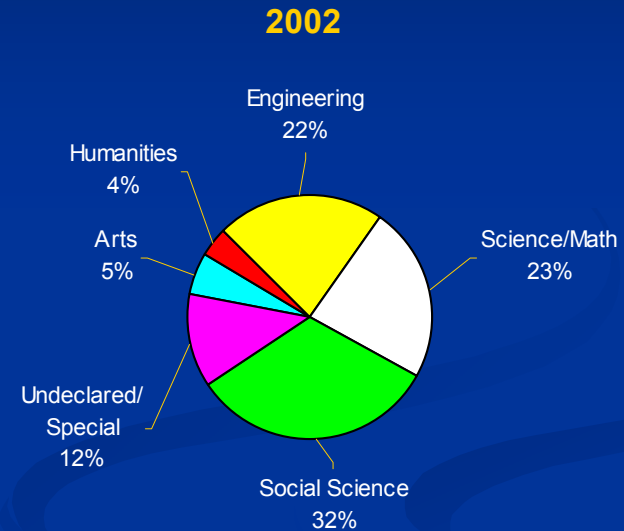
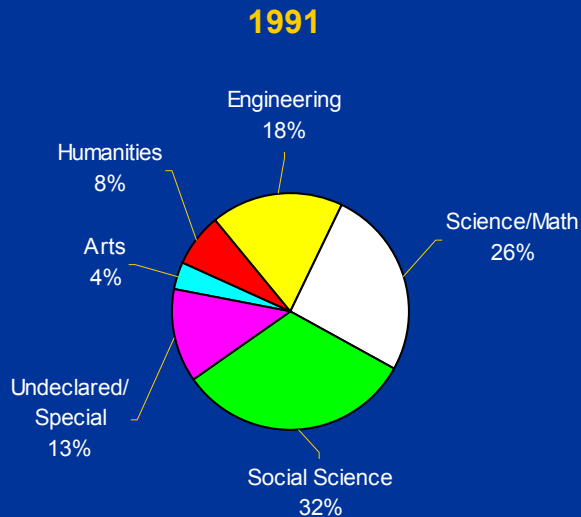


# Total UCSD Undergraduate Population

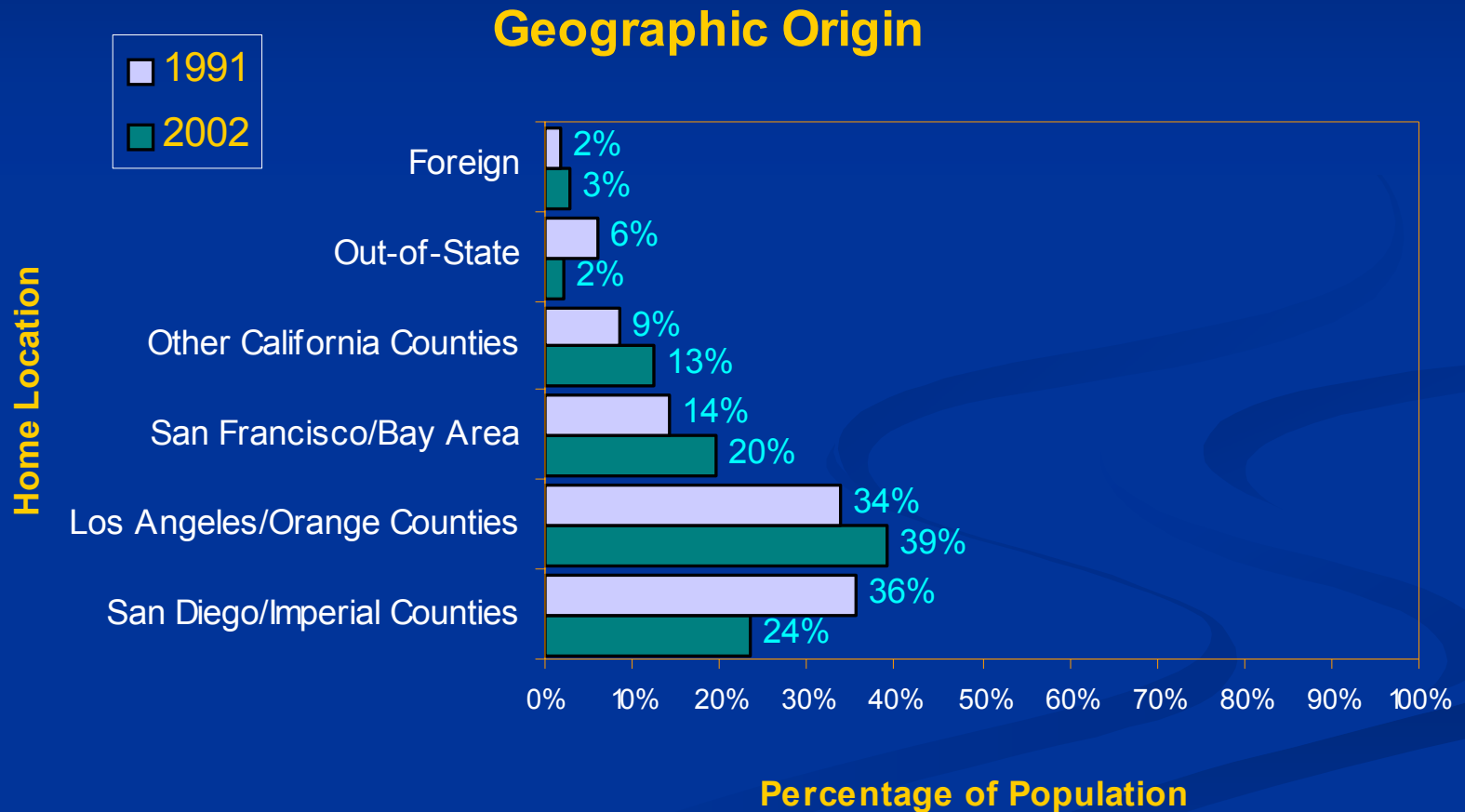
Age	1991	2002
Average Age	21	21

# Total UCSD Undergraduate Population

## Fields of Study



# Total UCSD Undergraduate Population



# Total UCSD New Registered Freshmen

Mean Recentered SAT	1991	2002
	1209	1239
Mean High School GPA	1991	2002
	3.91	3.94



# Changing Attitudes, Beliefs, Behaviors of New UCSD Freshmen

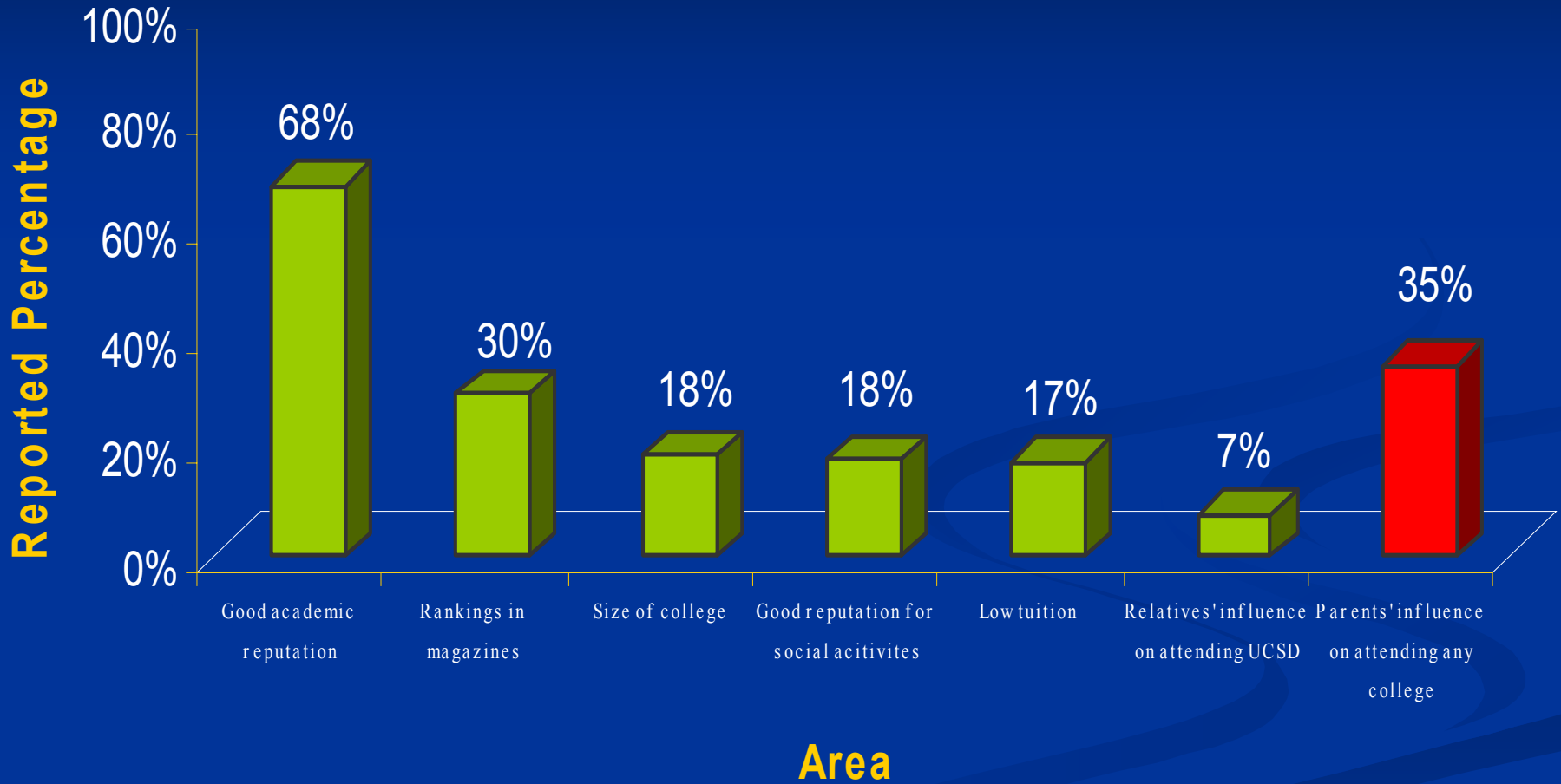
- Data Source: HERI/UCLA Freshman Survey
- Comparison of 1991 (N=2,037) and 2002 (N=3,789) Freshman Cohorts
  - Reasons for Choosing UCSD
  - Financial Concerns
  - Academic Performance and Engagement
  - Perceptions on Academic Ability and Intellectual Self-Confidence
  - Emotional Health
  - Shifts in Social and Political Views
  - Choice of Major



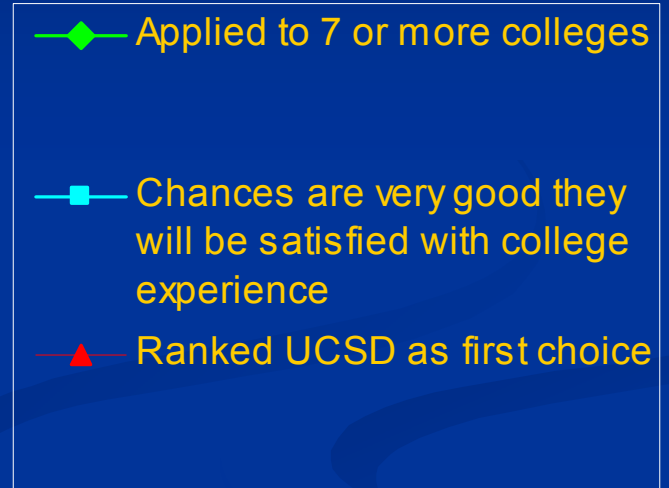
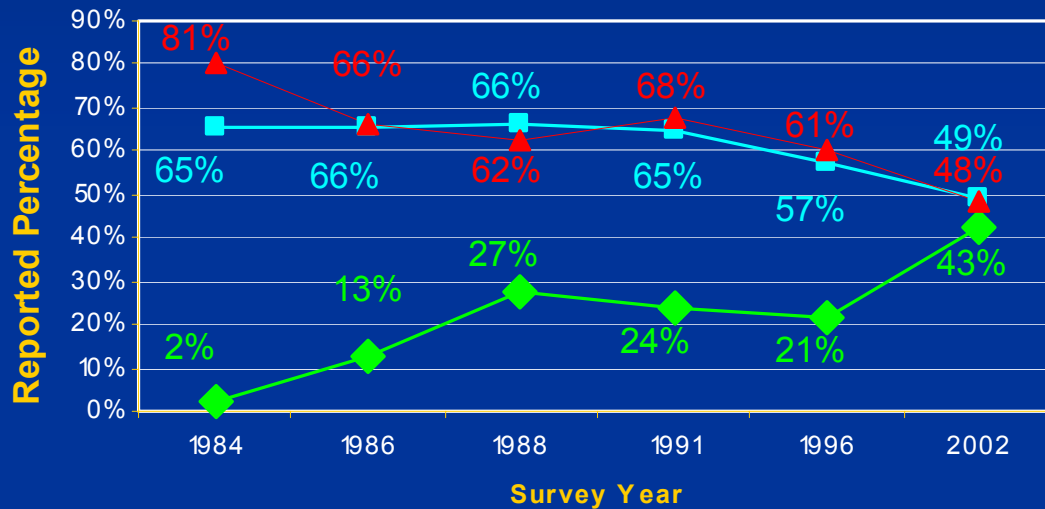
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# UCSD CHOSEN FOR REPUTATION OF 'ACADEMIC RIGOR' AND NATIONAL RANKINGS

# "Very Important" Factors Influencing Decision to Attend UCSD (2002 Cohort)



## Anticipated Levels of Satisfaction With UCSD 1984 - 2002

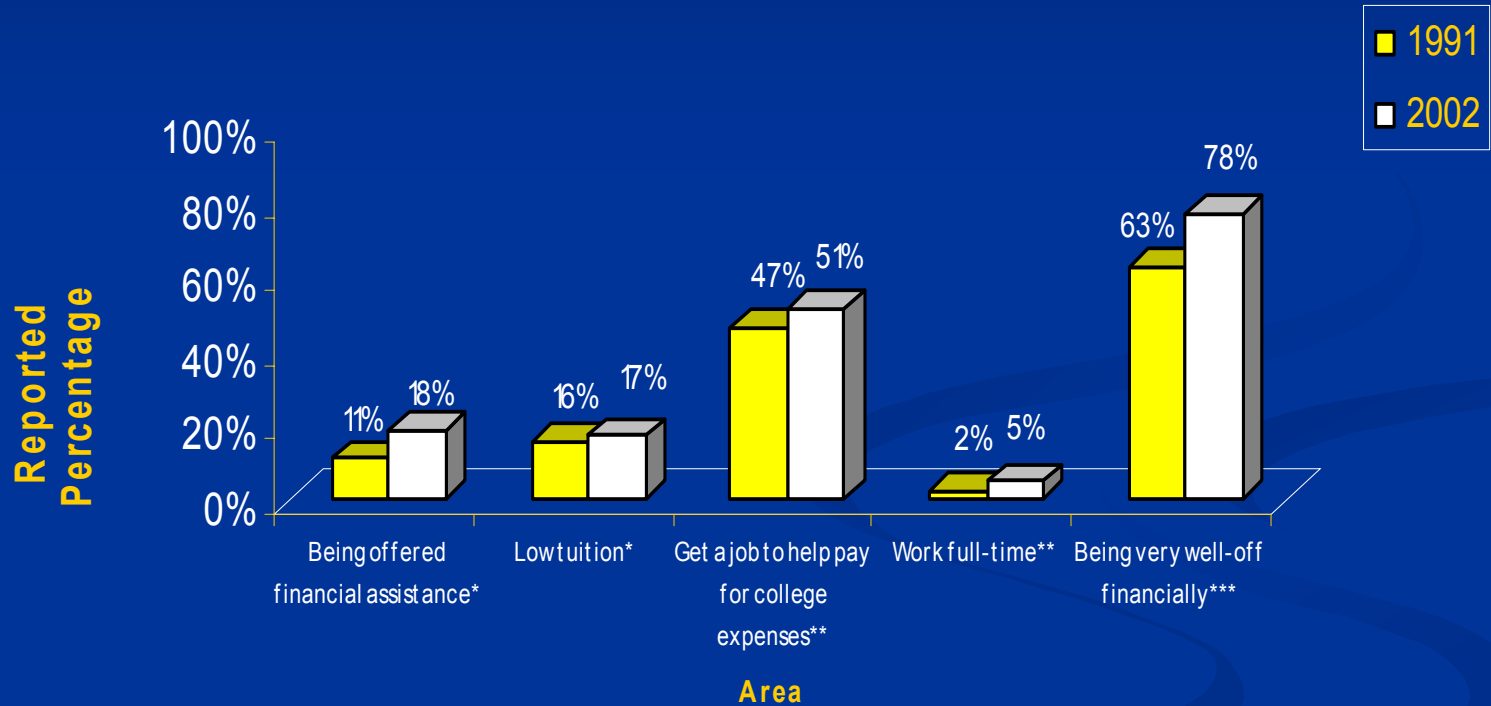




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# FINANCIAL CONCERNS

## Comparing Financial Concerns: 1991 versus 2002



(\*Very important influencing factor, \*\*Student estimates very good chance, \*\*\*Essential or very important objective)

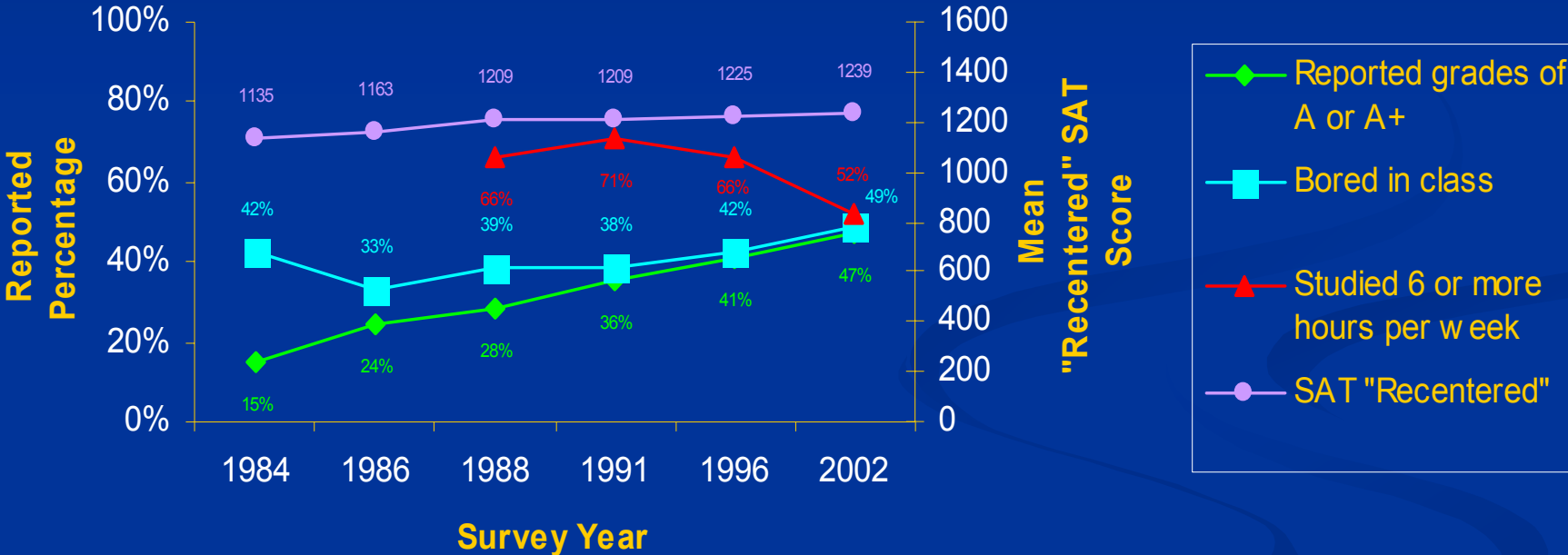


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# ACADEMIC PERFORMANCE AND ENGAGEMENT

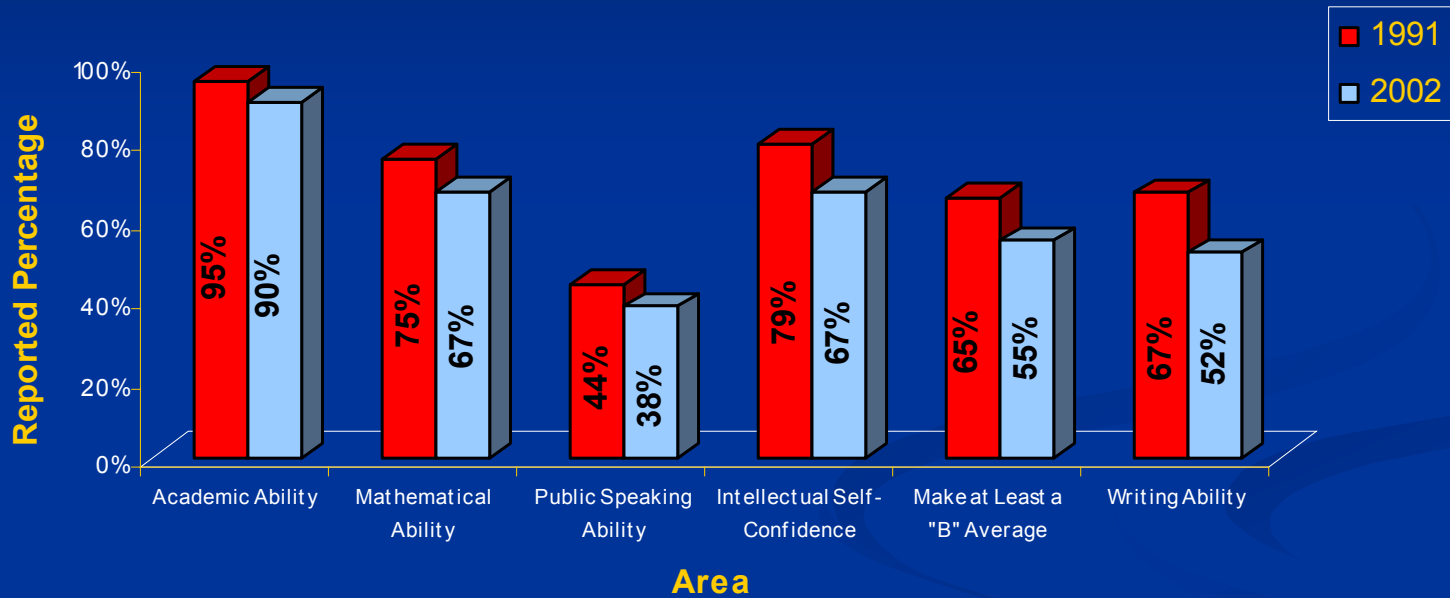
- Grades and test scores are higher, but confidence is lower
- Use of Technology

## Grades and Academic Behavior 1984 - 2002

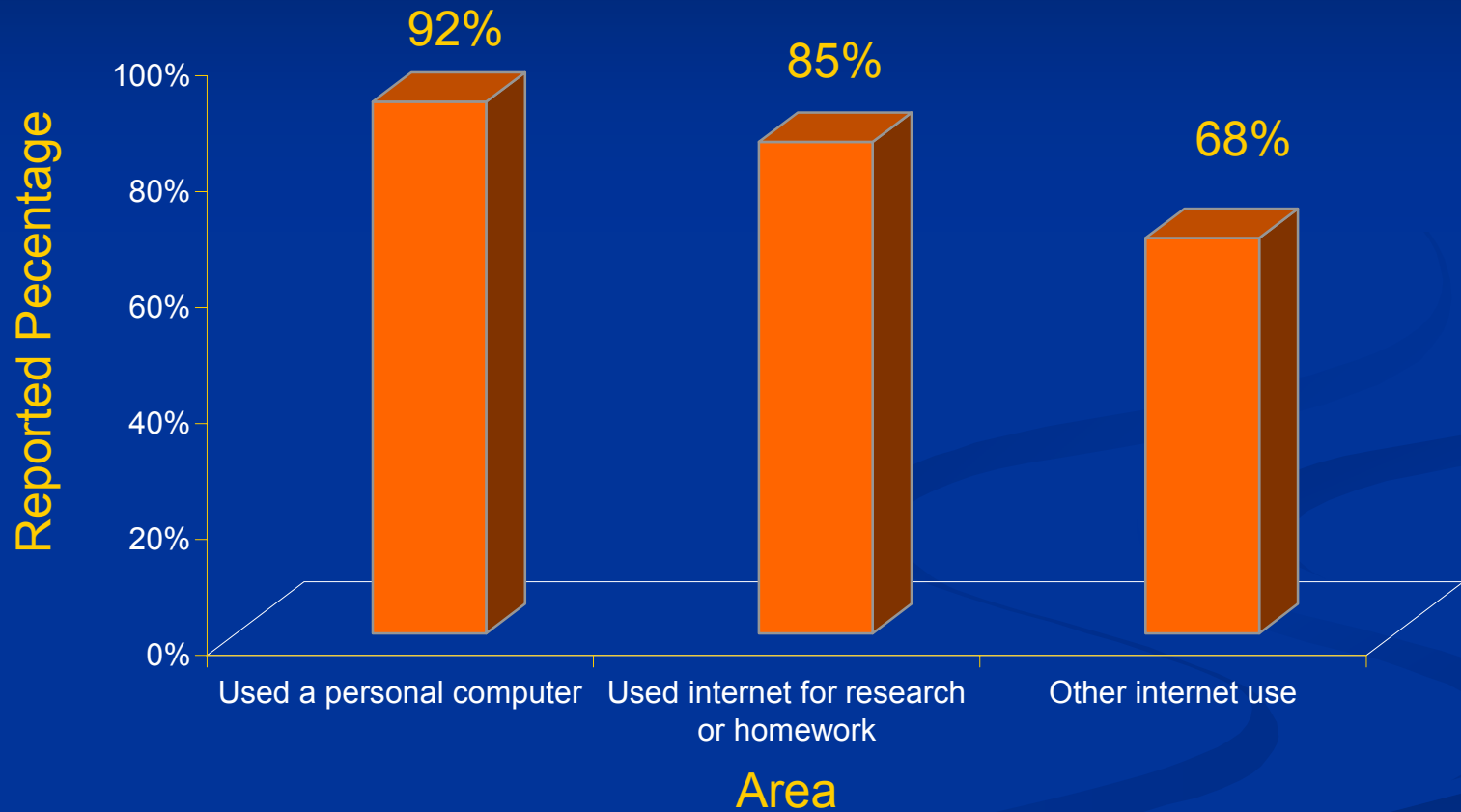




### Self-Reported "Above Average" or "Highest 10%"



## Computer Use in the Last Year

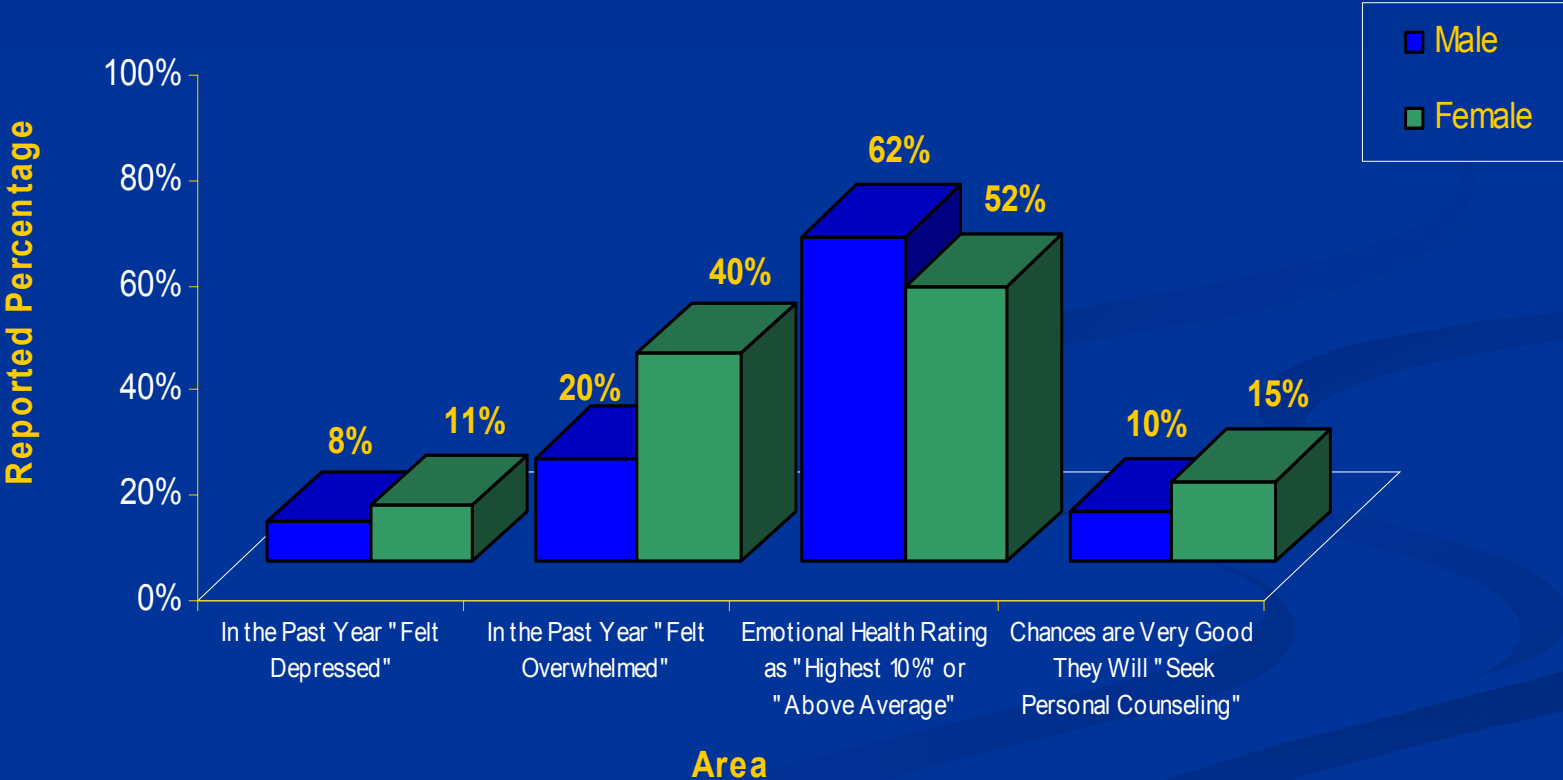




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# INDICATORS OF EMOTIONAL HEALTH AND WELLNESS

# Gender Differences In Emotional Health Ratings





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# SHIFT IN POLITICAL VIEWS

# Political Views

How would you characterize your political views?

	All Freshmen		Freshman Men		Freshman Women	
	1991	2002	1991	2002	1991	2002
Far left	2%	3%	2%	4%	1%	2%
Liberal	33%	36%	30%	32%	36%	38%
Middle of the road	46%	46%	43%	45%	48%	47%
Conservative	19%	15%	24%	18%	15%	13%
Far right	1%	1%	1%	1%	0%	0%

# Political Views

## Student Agrees Strongly or Somewhat

	All Freshmen		Freshman Men		Freshman Women	
	1991	2002	1991	2002	1991	2002
Abortion should be legal[ized]	77%	70%	77%	70%	78%	70%
Racial discrimination is no longer a major problem in America	10%	19%	12%	22%	9%	16%
It is important to have laws prohibiting homosexual relationships	21%	20%	28%	25%	15%	15%
Marijuana should be legalized	23%	41%	25%	47%	21%	36%
The death penalty should be abolished	26%	34%	23%	30%	29%	38%
The federal government should do more to control the sale of handguns	87%	80%	81%	74%	92%	85%
Same sex couples should have the right to legal marital status	--	69%	--	63%	--	74%
Affirmative action in college admissions should be abolished	--	64%	--	68%	--	60%



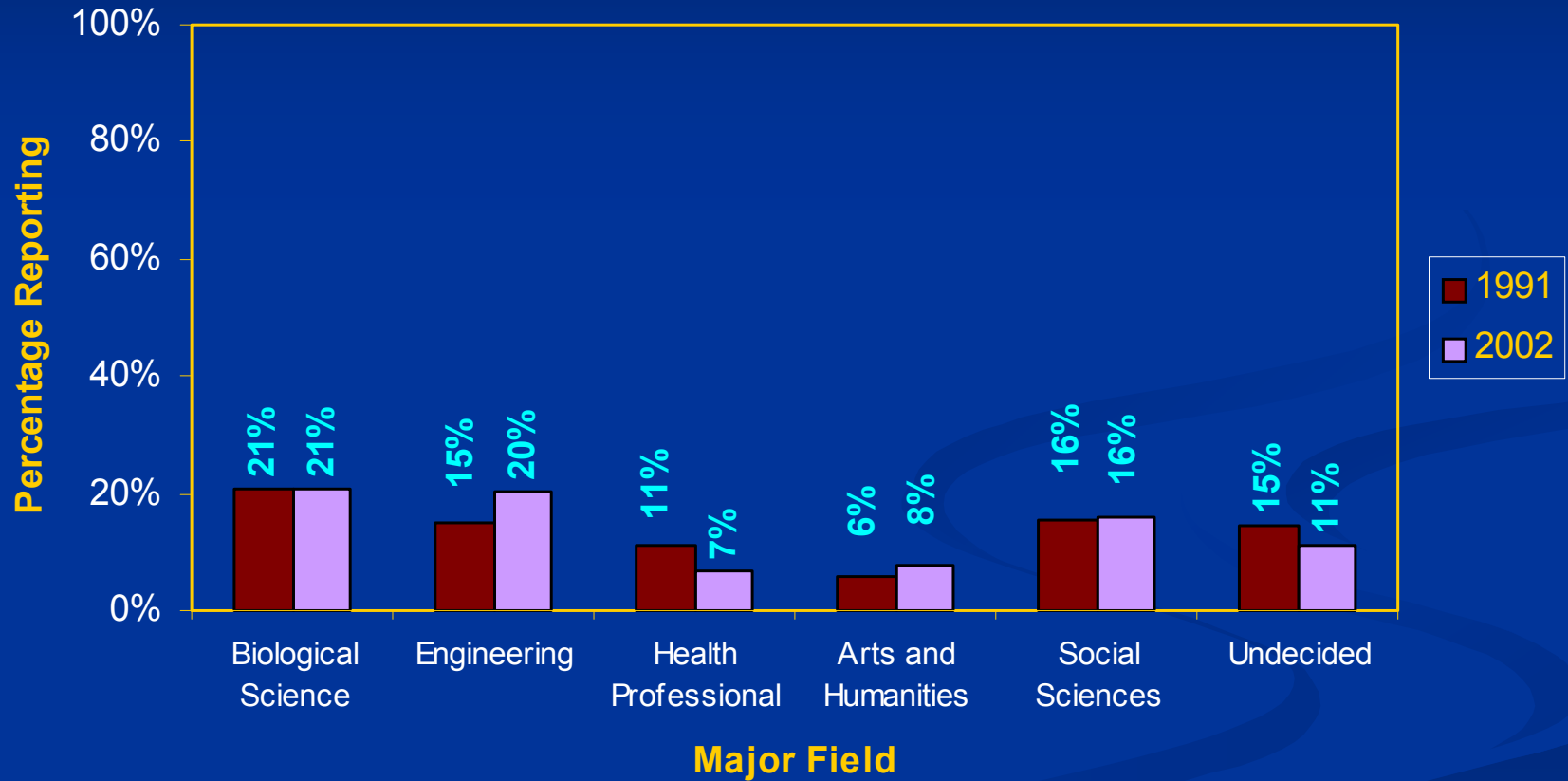
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# CHOICE OF MAJOR

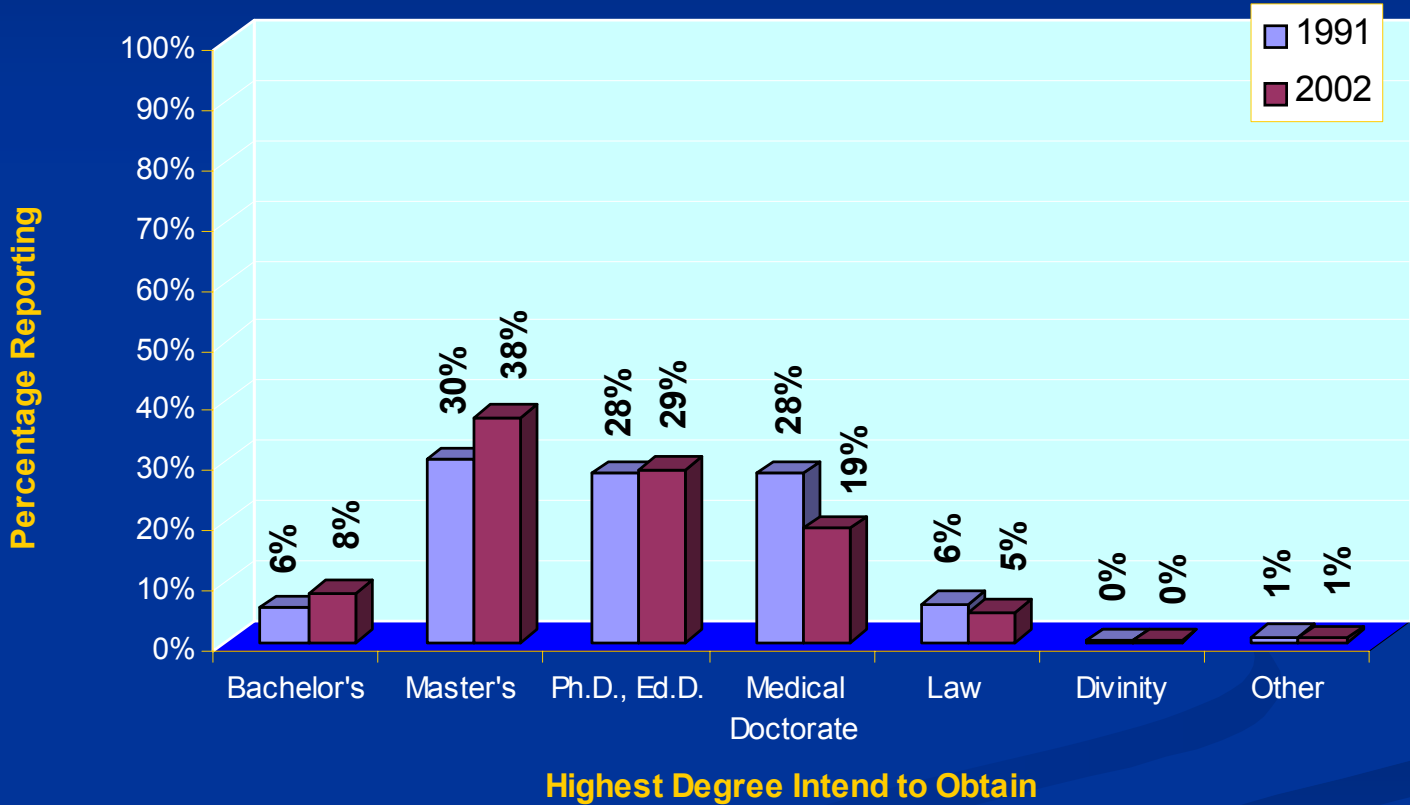
- Engineering and Biology Continue to be the Most Popular Majors Among Incoming UCSD Freshmen



## Student's Probable Major Field



# Educational Objectives



# Student Identification

## UCUES 2002 Results:

Student Strongly Identifies with...	UCSD		All other UC Schools		All UC Students	
	N	%	N	%	N	%
Students who are serious about getting good grades	1,040	16%	11,036	18%	12,076	18%
Party-goers, fun-loving students	708	11%	6,441	11%	7,149	11%
Students who are serious about social/political issues	387	6%	4,701	8%	5,088	8%
Intellectuals	690	11%	7,557	12%	8,247	12%
Religious students	281	4%	2,588	4%	2,869	4%
Jocks	314	5%	2,037	3%	2,351	4%
Other students of my ethnic background	449	7%	5,260	9%	5,709	8%
Other students in my major or field of interest	829	13%	9,435	15%	10,264	15%
Fraternity/Sorority types	149	2%	1,380	2%	1,529	2%
Students from affluent backgrounds/'rich' kids	123	2%	1,143	2%	1,266	2%
Artsy students	249	4%	2,779	5%	3,028	5%
Liberal students	476	8%	5,211	9%	5,687	8%
Conservative students	255	4%	2,514	4%	2,769	4%
Other	203	3%	2,232	4%	2,435	4%

# Summary and Discussion

- UCSD Freshmen are Highly Motivated, Academically Prepared and Socially Aware
- High Educational and Career Objectives
- Anxious about Performing Well Academically, Despite Strong High School Grades and Test Scores
- UCSD Chosen for Strong Academic and National Reputation
- More Freshmen are Worried about Financing their Education
- Growing Use of Technology and Computers