2014 CIRP Freshman Survey
Get to know our first-year SBS students
College of SBS results are shown on LEFT UMass results are shown on RIGHT

TOP REASONS FOR ATTENDING COLLEGE:
(\% rating each as a “major reason”)
- 86\% 85\% to be able to get a better job
- 81\% 78\% to learn more about things that interest me
- 80\% 76\% to be able to make more money
- 64\% 75\% to get training for a specific career

TOP INFLUENCES ON STUDENTS’ DECISIONS TO ATTEND UMASS:

\% rating each as “very important”

- 70\% 69\% the cost of attending this college
- 63\% 58\% this college has a good reputation for its social activities
- 46\% 45\% I was offered financial assistance
- 38\% 45\% this college’s graduates get good jobs

ACTIVITIES FREQUENTLY ENGAGED IN DURING SENIOR YEAR OF HIGH SCHOOL:

- 30\% 34\% studied with other students
- 21\% 16\% drank beer, wine, or liquor
- 50\% 49\% were bored in class
- 36\% 30\% asked a teacher for advice after class

33\% 40\% REPORT UMASS AMHERST WAS THEIR 1st CHOICE
35\% 32\% 2nd choice
12\% 16\% 3rd choice
20\% 12\% less than 3rd choice

31\% 25\% GREW UP IN A COMPLETELY WHITE NEIGHBORHOOD
46\% 38\% mostly white
12\% 18\% roughly half non-white
8\% 8\% mostly non-white
3\% 2\% completely non-white

6\% 9\% of students report English is not their native language

GENDER DIFFERENCES

MALE 49\% 50\%
FEMALE 51\% 50\%

OTHER INTERESTING FINDINGS:

frequently “felt overwhelmed” in the past year
18\% 12\% 60\% Isen
self reported as a major strength:
ability to work cooperatively with diverse others
59\% 15\% 64\% 15\%
problem-solving skills
28\% 32\% 16\% 17\%
ability to manage time effectively
9\% 11\% 12\% 11\%

98\% 95\% expect to graduate in four years
42\% 40\% identified ‘none’ as their current religious preference
18\% 14\% describe themselves as pre-law
58\% 50\% report there is a very good or some chance they will change their major

Survey administered at Summer New Student Orientation
response rate: 80%
note: percentages may not add up to 100\% - rounded to the closest whole percent
Office of Academic Planning & Assessment
for more information visit: http://www.umass.edu/oaap/oapa/index.php