2014 CIRP Freshman Survey
Get to know our first-year SOM students
School of Management results are shown on LEFT. UMass results are shown on RIGHT.

TOP REASONS FOR ATTENDING COLLEGE:
(\% rating each as a "major reason")
- 91\% to be able to get a better job
- 85\% to learn more about things that interest me
- 78\% to make more money
- 84\% for training for a specific career

TOP INFLUENCES ON STUDENTS' DECISIONS TO ATTEND UMASS:
(\% rating each as "very important")
- 68\% the cost of attending this college
- 63\% this college has a good reputation for its social activities
- 40\% I was offered financial assistance
- 67\% this college's graduates get good jobs

ACTIVITIES FREQUENTLY ENGAGED IN DURING SENIOR YEAR OF HIGH SCHOOL:
- 31\% studied with other students
- 21\% drank beer, wine, or liquor
- 56\% were bored in class
- 26\% asked a teacher for advice after class

REPORT UMASS AMHERST WAS THEIR 1st CHOICE
- 43\% 2nd choice
- 33\% 3rd choice
- 16\% less than 3rd choice

GENDER DIFFERENCES
- MALE 64\% 50\%
- FEMALE 36\% 50\%

OTHER INTERESTING FINDINGS:
- 96\% 195\% expect to graduate in four years
- 63\% 140\% identified 'none' as their current religious preference
- 78\% 172\% report there is a very good or some chance they will study abroad
- 5\% 18\% frequently felt depressed in the past year
- 32\% 150\% report there is a very good or some chance they will change their major

Survey administered at Summer New Student Orientation.
Response rate: 60%.
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/oapa/oapa/index.php