



CIRP FRESHMAN SURVEY

Office of Institutional Research and Assessment
Guilford College
February 2011

Summary of Selected Results

The Cooperative Institutional Research Program (CIRP) Freshman Survey, a national assessment coordinated by the Higher Education Research Institute (HERI) at the University of California - Los Angeles, is designed to provide comprehensive information on incoming first-year students. The survey was begun in 1966, and Guilford has participated since 1971. In addition to demographic and socioeconomic data, the survey examines what activities students participated in before coming to college, the reasons that students choose a college, student values and beliefs about important issues of the day, and their expectations for the future. The responses of 346 of Guilford's 367 first-time, full-time students entering in fall 2010 (representing a 94% response rate) are shown in comparison with responses from the previous four years' entering classes at Guilford, 2006 to 2010.

So as not to overwhelm the reader, this report shows only key items from the survey. The data found in the far right-hand column, "5-Year Difference," shows the percentage difference between 2010 and 2006 responses. Differences of 5% or greater are printed in **bold type**, and **highlighted items** are those that have direct implications on Guilford's strategic priorities.

Compared with the 2006 class, the data show that our current first-year students

- are more diverse
- come from less affluent and less educated families
- have higher grades from high school but also less writing ability
- choose Guilford as a second or third choice
- are less likely to major in the arts, humanities and social sciences
- are more interested in health professions
- appreciate Guilford's good academic reputation
- are much less interested in politics
- are more middle-of-the-road politically
- are slightly more conservative in their attitudes toward national issues

A more detailed summary of CIRP data, broken out by female and male responses and compared with responses from peer institutions, may be found under "Surveys and Reports" on the website of the Office of Institutional Research and Assessment, www.guilford.edu/ir.

CIRP Freshman Survey: 5-Year Trend for Guilford College

Survey Item	Criteria	2006	2007	2008	2009	2010	5-Year Difference
1. Age	17-18 yrs old	68%	68%	70%	65%	67%	-1%
	19 yrs +	32%	32%	26%	36%	33%	1%
2. Ethnicity	Other than white	24%	24%	28%	34%	39%	15%
3. Average high school grade	B+ to A+	56%	60%	52%	56%	61%	5%
4. Parental income	\$0 to \$50,000	26%	26%	26%	39%	39%	13%
	\$50,000 to \$75,000	23%	26%	21%	18%	20%	-3%
	\$75,000 +	51%	47%	53%	44%	41%	-10%
5. Rated self ABOVE AVERAGE or HIGHEST 10% in comparison with peers	Academic ability	64%	65%	59%	63%	62%	-2%
	Creativity	61%	66%	65%	56%	53%	-8%
	Drive to achieve	59%	63%	63%	68%	70%	11%
	Emotional health	51%	43%	43%	49%	49%	-2%
	Leadership ability	56%	61%	59%	54%	59%	3%
	Mathematical ability	32%	33%	29%	26%	39%	7%
	Public speaking	35%	35%	39%	38%	30%	-6%
	Self-confidence (intellectual)	52%	55%	58%	59%	53%	1%
	Spirituality	35%	34%	33%	40%	35%	0%
	Understanding of others	69%	70%	67%	70%	68%	-1%
	Writing ability	52%	50%	50%	43%	40%	-12%
6. Religion	Protestant	54%	49%	44%	50%	53%	-1%
	Catholic	11%	12%	6%	8%	9%	-2%
	Jewish	7%	9%	5%	3%	3%	-4%
	Other (non-Christian)	7%	8%	13%	8%	10%	3%
	None	22%	22%	32%	31%	26%	4%
7. College choice	First	67%	54%	60%	52%	45%	-22%
	Second	23%	33%	26%	31%	36%	13%
	Third	6%	5%	8%	12%	13%	7%
8. Spent 6 or more hours a week during senior year	Studying or doing homework	34%	39%	42%	34%	37%	3%
	Partying	20%	21%	20%	20%	18%	-2%
	Working for pay	38%	47%	42%	38%	33%	-5%
	Volunteer work	12%	13%	17%	12%	11%	-1%
	Student clubs	10%	12%	9%	12%	9%	-1%
	Watching TV	19%	21%	22%	25%	27%	8%
9. Spent 16 or more hrs a week during senior year	Studying	6%	7%	9%	4%	8%	3%
	Exercising	17%	20%	18%	22%	19%	3%
	Partying	7%	4%	5%	4%	4%	-3%
	Working for pay	14%	22%	21%	14%	15%	1%
10. Highest degree planned (anywhere)	Bachelor's	17%	18%	26%	24%	17%	0%
	Master's	46%	45%	43%	40%	43%	-4%
	Doctorate	23%	20%	19%	19%	24%	1%
	MD, DDS, or JD	8%	12%	6%	9%	10%	2%
11. Probable career path	Accountant	1%	1%	2%	1%	2%	1%
	Actor/musician/artist	7%	5%	4%	5%	5%	-2%
	Attorney	5%	3%	1%	4%	3%	-2%
	Business Executive	5%	4%	5%	5%	5%	0%
	Clinical Psychologist	4%	2%	3%	2%	1%	-3%
	Foreign Service Worker	4%	5%	3%	2%	1%	-3%
	Physician	4%	4%	5%	5%	6%	2%
	Teaching in schools (K-12)	8%	5%	8%	8%	7%	-1%
	Therapist (physical, occupational, speech)	4%	5%	6%	5%	6%	2%
	Undecided	26%	30%	25%	24%	26%	-1%

CIRP Freshman Survey: 5-Year Trend for Guilford College

Survey Item	Criteria	2006	2007	2008	2009	2010	5-Year Difference
12. Probable major	Arts and humanities	21%	17%	20%	13%	13%	-8%
	Biological sciences	7%	9%	8%	10%	11%	4%
	Business	12%	13%	14%	14%	14%	2%
	Education	6%	5%	8%	7%	6%	0%
	Health Professions (Pharm, Premed, Nurse)	7%	9%	9%	9%	13%	6%
	Physical sciences	3%	3%	4%	3%	5%	2%
	Social sciences	22%	21%	21%	19%	16%	-6%
	Undecided	13%	14%	10%	8%	12%	-2%
13. Father's education	High school only	14%	10%	11%	15%	16%	2%
	Bachelor's	24%	31%	25%	25%	26%	2%
	Graduate degree	39%	35%	36%	33%	29%	-10%
14. Mother's education	High school only	11%	7%	12%	15%	14%	3%
	Bachelor's	31%	39%	32%	27%	32%	1%
	Graduate degree	35%	32%	34%	36%	28%	-8%
15. Reasons noted as VERY IMPORTANT in selecting this college	Good academic reputation	42%	49%	55%	50%	53%	11%
	Size of college	59%	52%	60%	52%	54%	-5%
	A visit to the campus	50%	56%	58%	54%	51%	1%
	Offered financial aid	50%	61%	57%	67%	59%	9%
	Grads go to top grad schools	15%	21%	24%	23%	24%	9%
	Recruited by the Athletic Program	22%	22%	24%	32%	32%	10%
	Good reputation for its social activities	30%	38%	39%	30%	33%	3%
	Admitted through Early Action program	18%	13%	17%	17%	14%	-4%
16. Cost of College	Student has major concern about financing college education	9%	6%	7%	11%	12%	3%
17. Personal Objectives rated VERY IMPORTANT or ESSENTIAL	Raise a family	63%	67%	68%	64%	65%	2%
	Be financially well-off	51%	51%	59%	65%	68%	17%
	Become authority in field	43%	46%	49%	53%	52%	9%
	Help others in difficulty	73%	76%	68%	74%	72%	-1%
	Receive recognition from colleagues	39%	41%	45%	47%	46%	7%
	Keep up-to-date w/politics	49%	49%	50%	47%	30%	-19%
	Influence social values	50%	52%	50%	47%	46%	-4%
	Develop philosophy of life	57%	62%	60%	57%	53%	-4%
	Promote racial understanding	52%	53%	51%	48%	45%	-7%
	Success in own business	31%	35%	33%	39%	40%	9%
	Help environmental clean-up	34%	34%	39%	34%	34%	0%
	Participate in community action	38%	35%	38%	36%	44%	6%
	Influence political structure	34%	32%	27%	27%	19%	-15%
	Make theoretical contribution to science	16%	14%	16%	20%	20%	4%
	Achievement/performing arts	20%	19%	20%	17%	16%	-4%
	Write original works	26%	22%	25%	18%	18%	-8%
Create an artistic work	27%	22%	22%	19%	17%	-10%	
Improving my understanding of other countries/cultures	63%	64%	65%	63%	59%	-4%	
18. Political views	Far left	11%	12%	12%	8%	7%	-4%
	Liberal	48%	50%	45%	44%	43%	-5%
	Middle of the road	27%	26%	31%	36%	38%	11%
	Conservative	14%	11%	11%	12%	12%	-2%
	Far right	1%	1%	1%	1%	1%	0%

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<u>Survey Item</u>	<u>Criteria</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>5-Year Difference</u>
19. Good chance that student will	Make at least a "B" average	51%	55%	55%	59%	60%	9%
	Get job to help pay expenses	36%	38%	40%	41%	43%	7%
	Play varsity athletics	32%	28%	33%	35%	37%	6%
	Change major	21%	18%	19%	17%	20%	0%
	Participate in student protests	23%	22%	18%	13%	12%	-11%
	Transfer to another college	5%	7%	4%	9%	7%	3%
20. AGREE STRONGLY or SOMEWHAT to the following personal views	Government is not doing enough to control environmental pollution	86%	90%	88%	n/a	83%	-3%
	Abortion should be legal	77%	76%	81%	74%	n/a	-3%
	Too much concern in courts for rights of criminals	34%	40%	41%	42%	n/a	8%
	Same-sex couples shd have the right to legal marital status	79%	78%	79%	73%	n/a	-7%
	Dissent is critical component of the political process	66%	69%	63%	65%	n/a	0%
	Taxes of wealthy should be higher	72%	70%	72%	n/a	75%	4%
	A national health care plan is needed	89%	87%	81%	n/a	75%	-14%
	Marijuana should be legalized	55%	58%	62%	62%	n/a	7%
	Government should do more to control sale of handguns	80%	83%	n/a	n/a	76%	-3%
	Racial discrimination is no longer a major problem in America	12%	14%	12%	15%	n/a	3%
	Global warming should be a federal priority	n/a	n/a	86%	n/a	74%	