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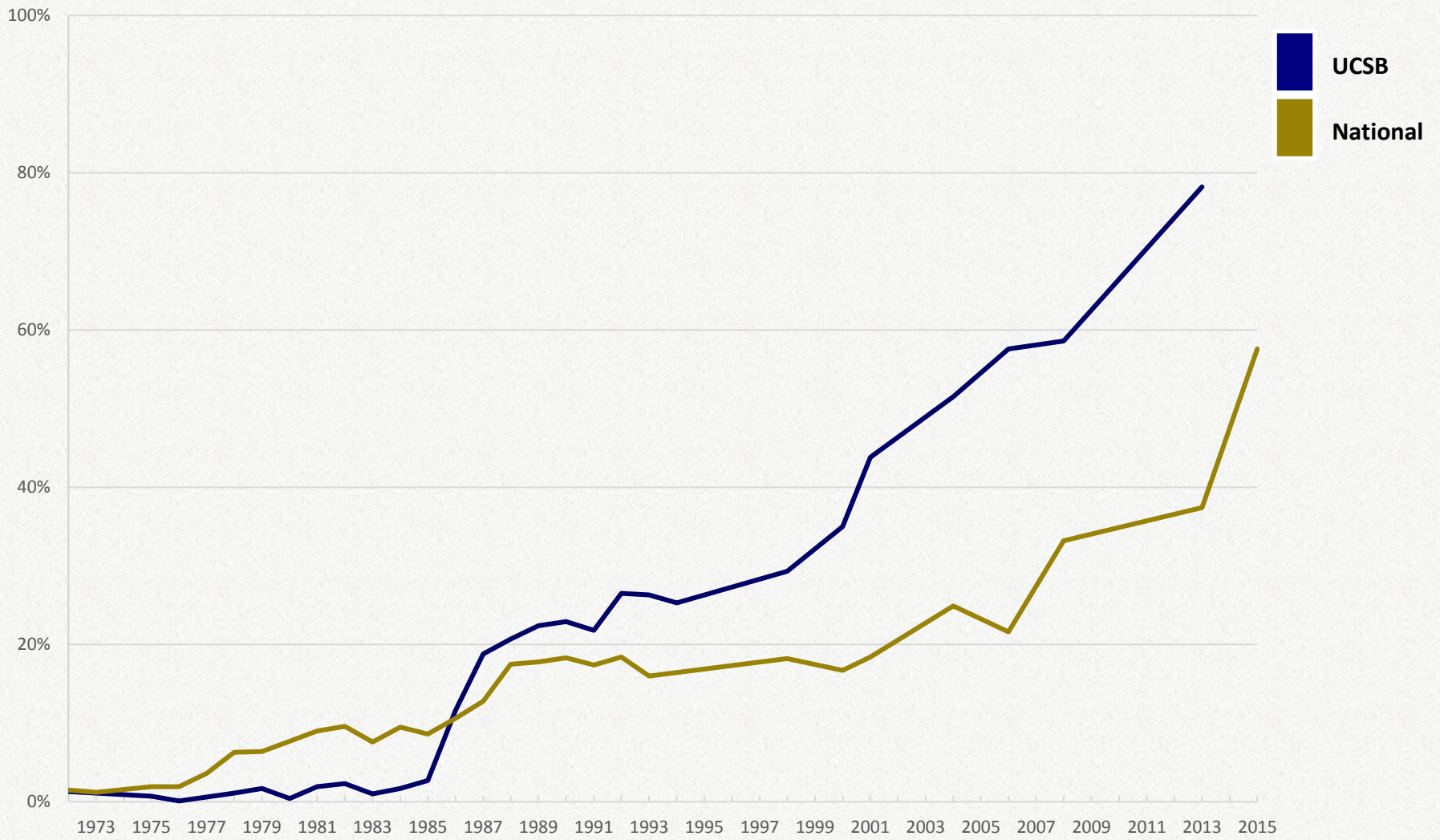


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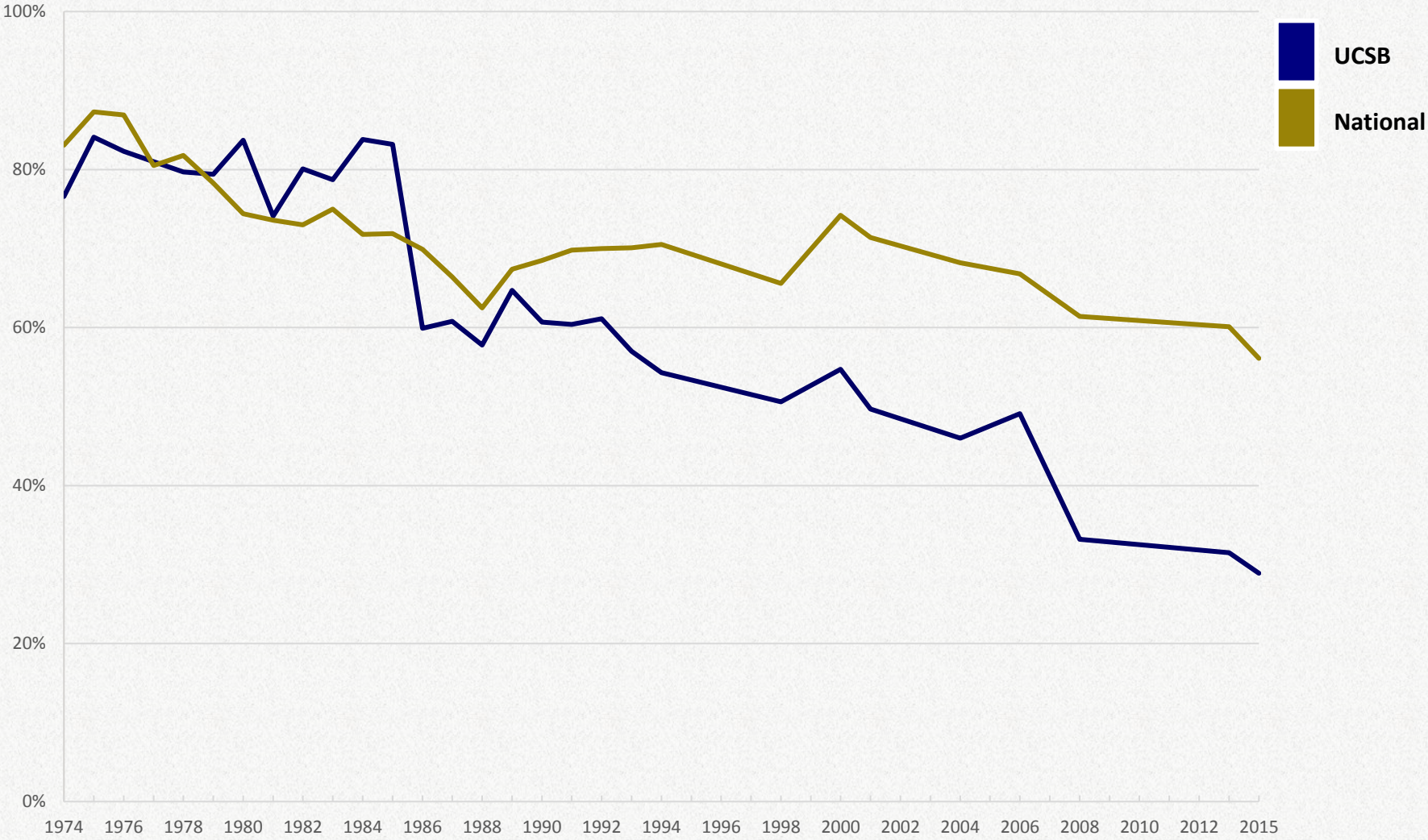


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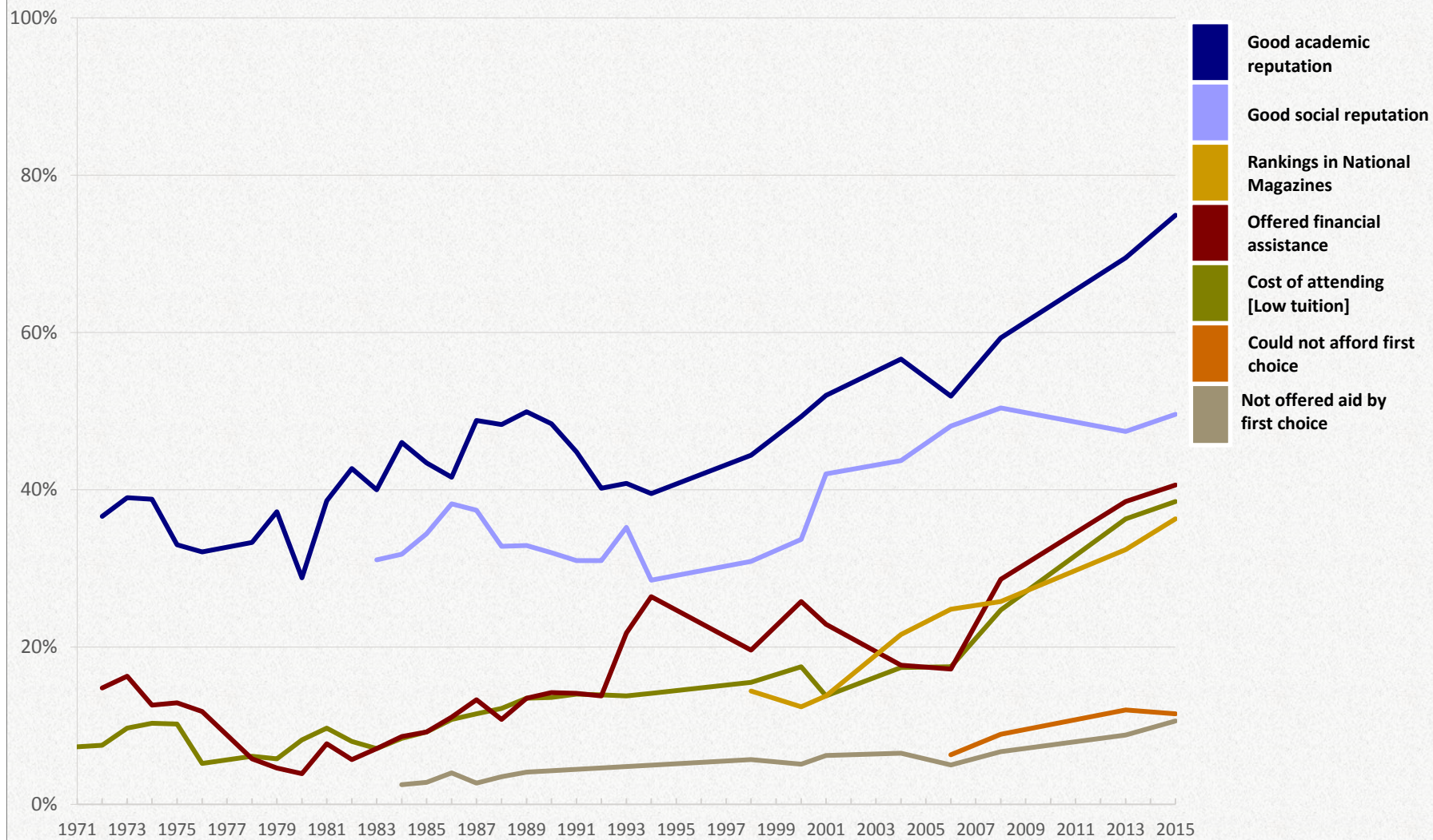
**Figure 1a. % Applying to six or more other colleges**  
*UCSB and National freshmen*



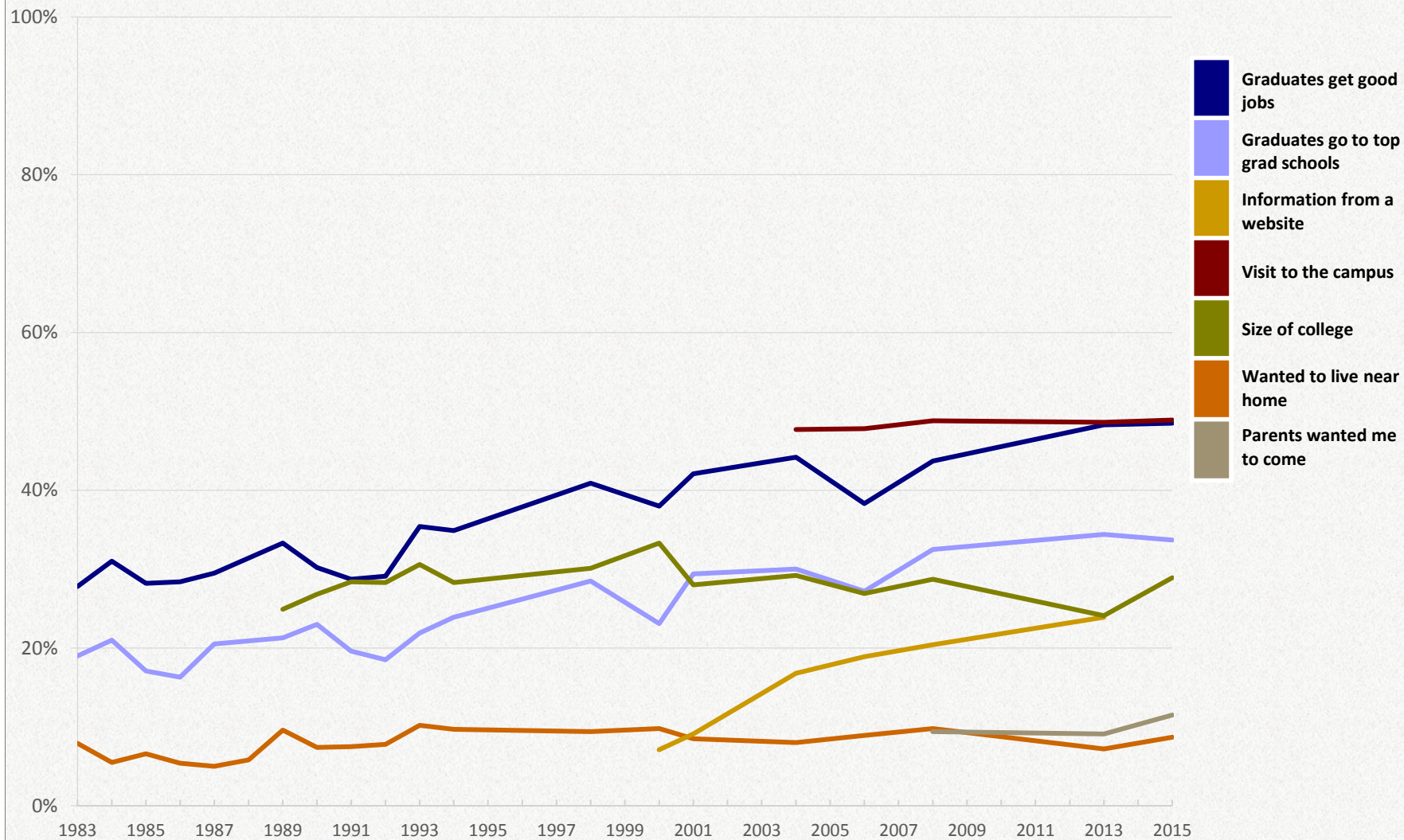
**Figure 1b. % Attending their first-choice college**  
*UCSB and National freshmen*



**Figure 1c. "Very Important" reasons for choosing THIS college (part 1)**  
*UCSB Freshmen*

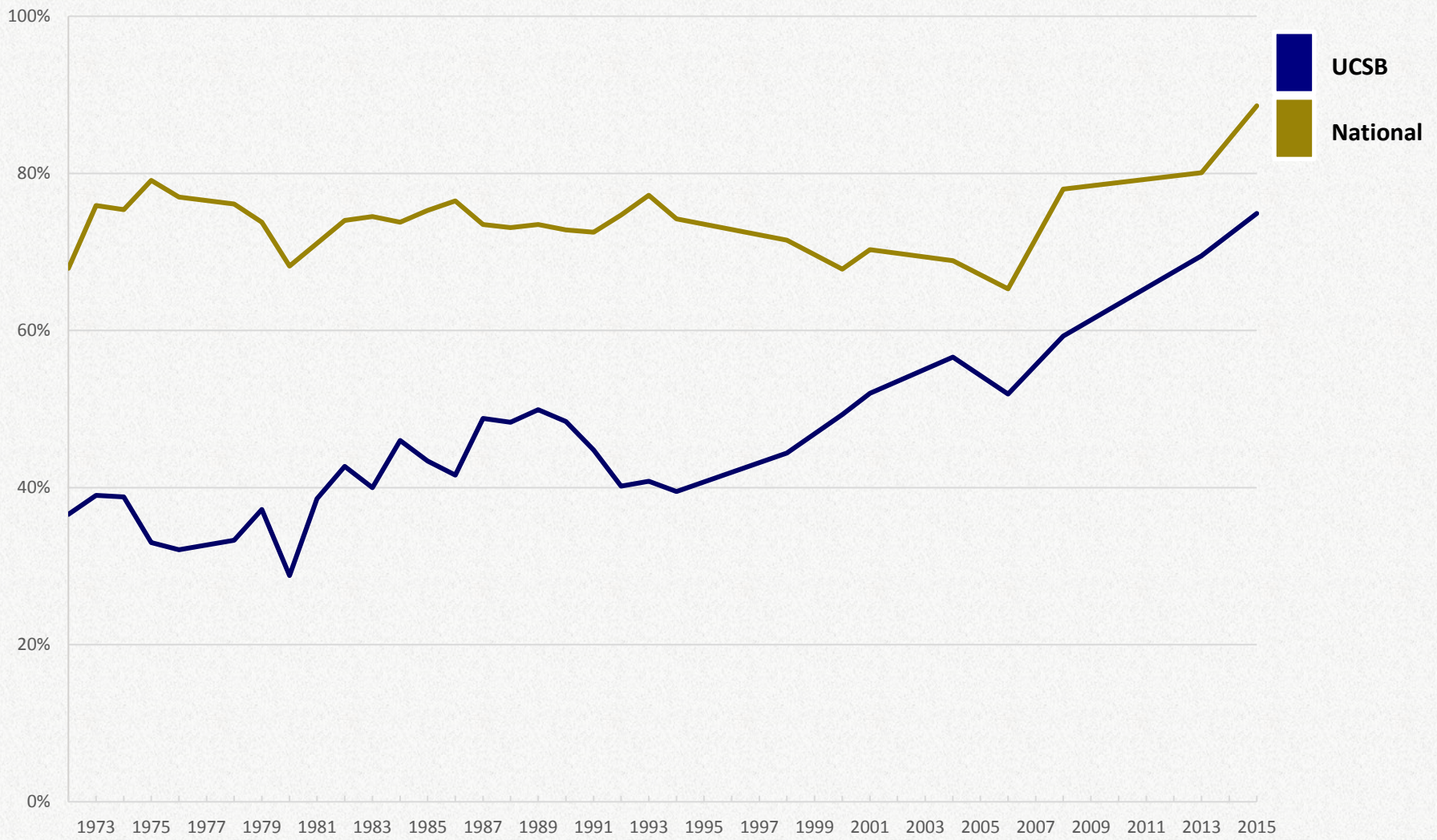


**Figure 1d. "Very Important" reasons for choosing THIS college (part 2)**  
*UCSB Freshmen*



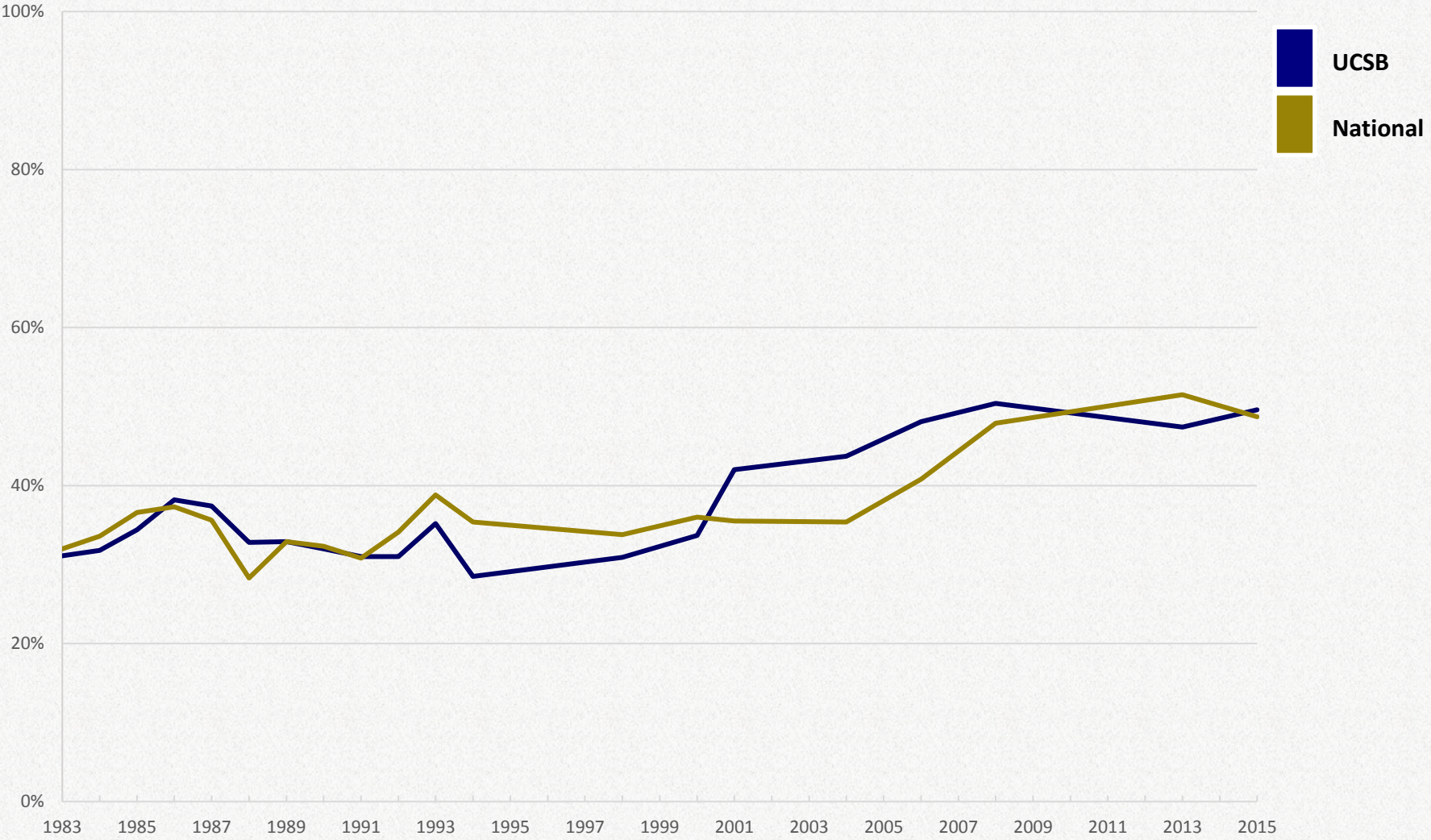


**Figure 1e. Academic Reputation was "Very Important" in the decision to go to THIS college**  
*UCSB and National freshmen*

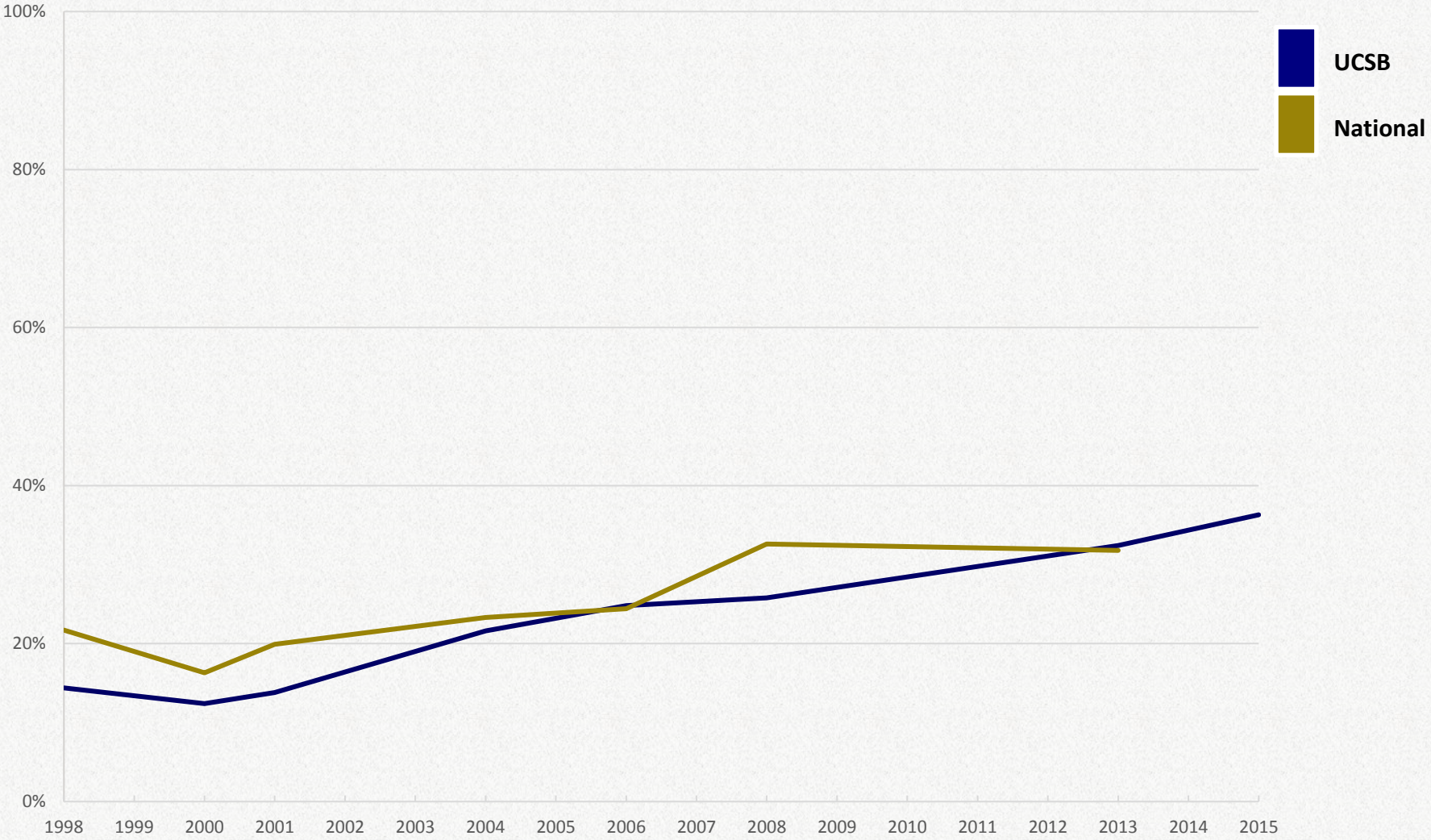




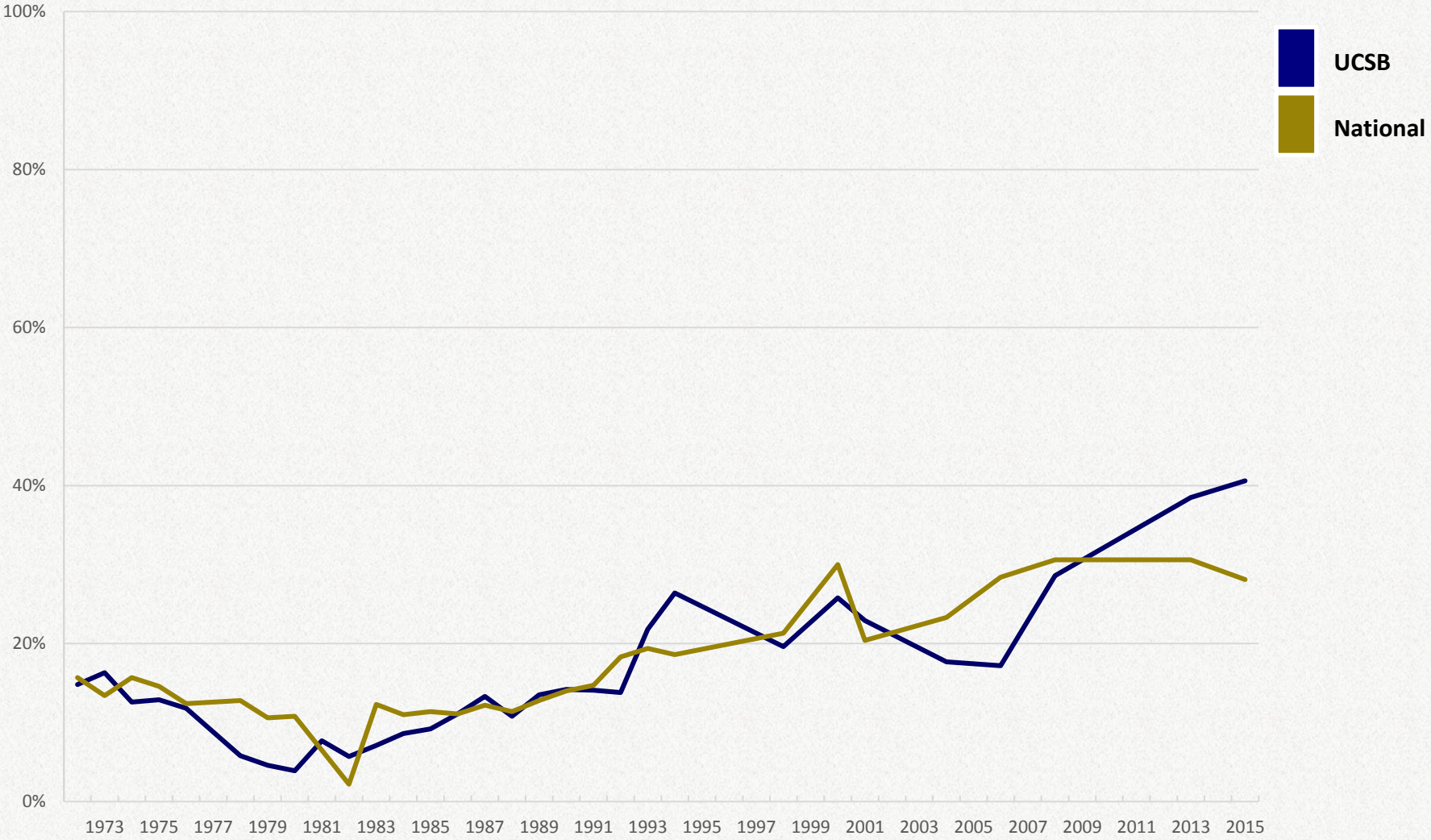
**Figure 1f. Social Reputation was "Very Important" in the decision to go to THIS college**  
*UCSB and National freshmen*



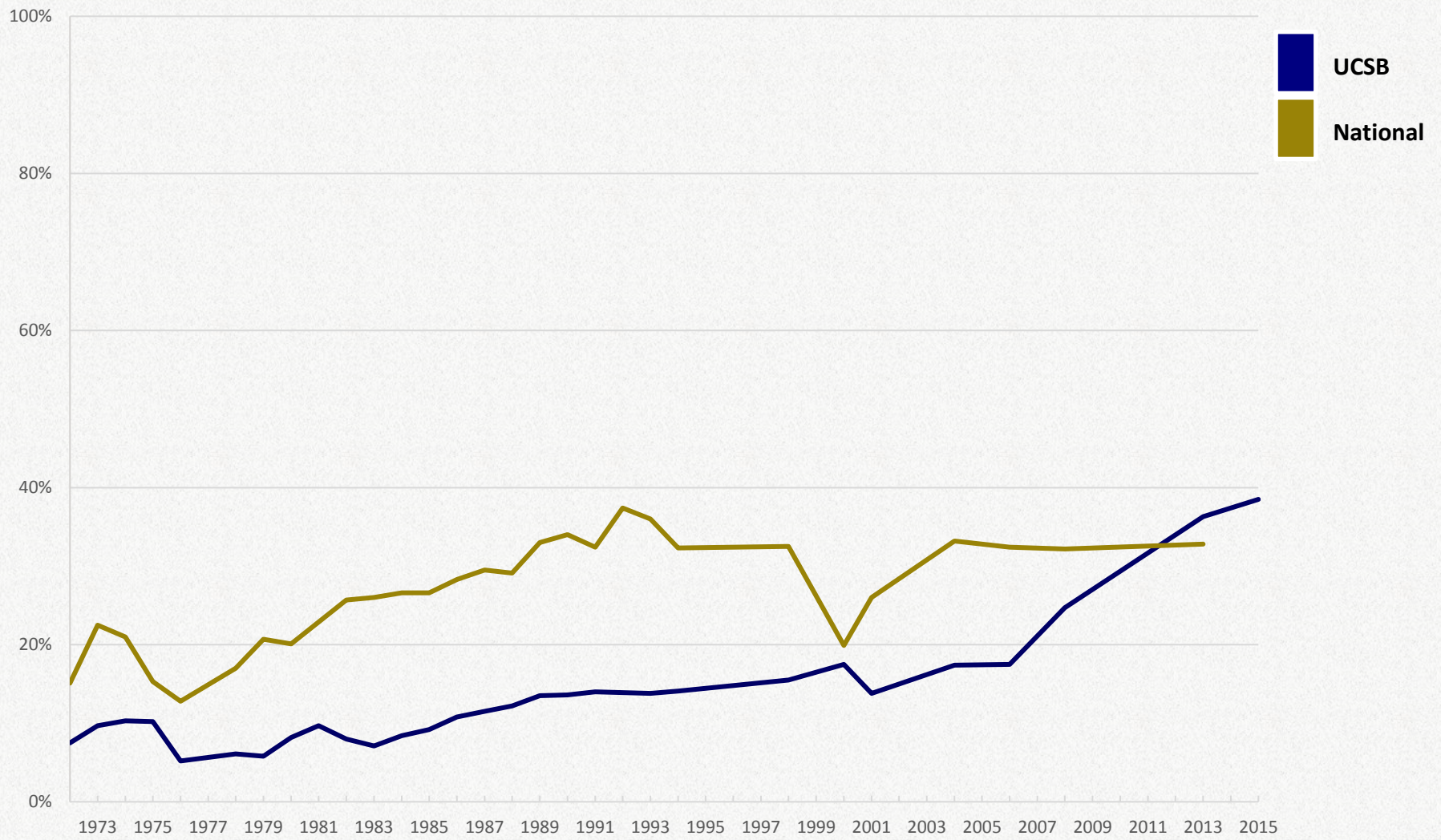
**Figure 1g. Rankings in National Magazines were "Very Important" in the decision to go to  
THIS college  
*UCSB and National freshmen***



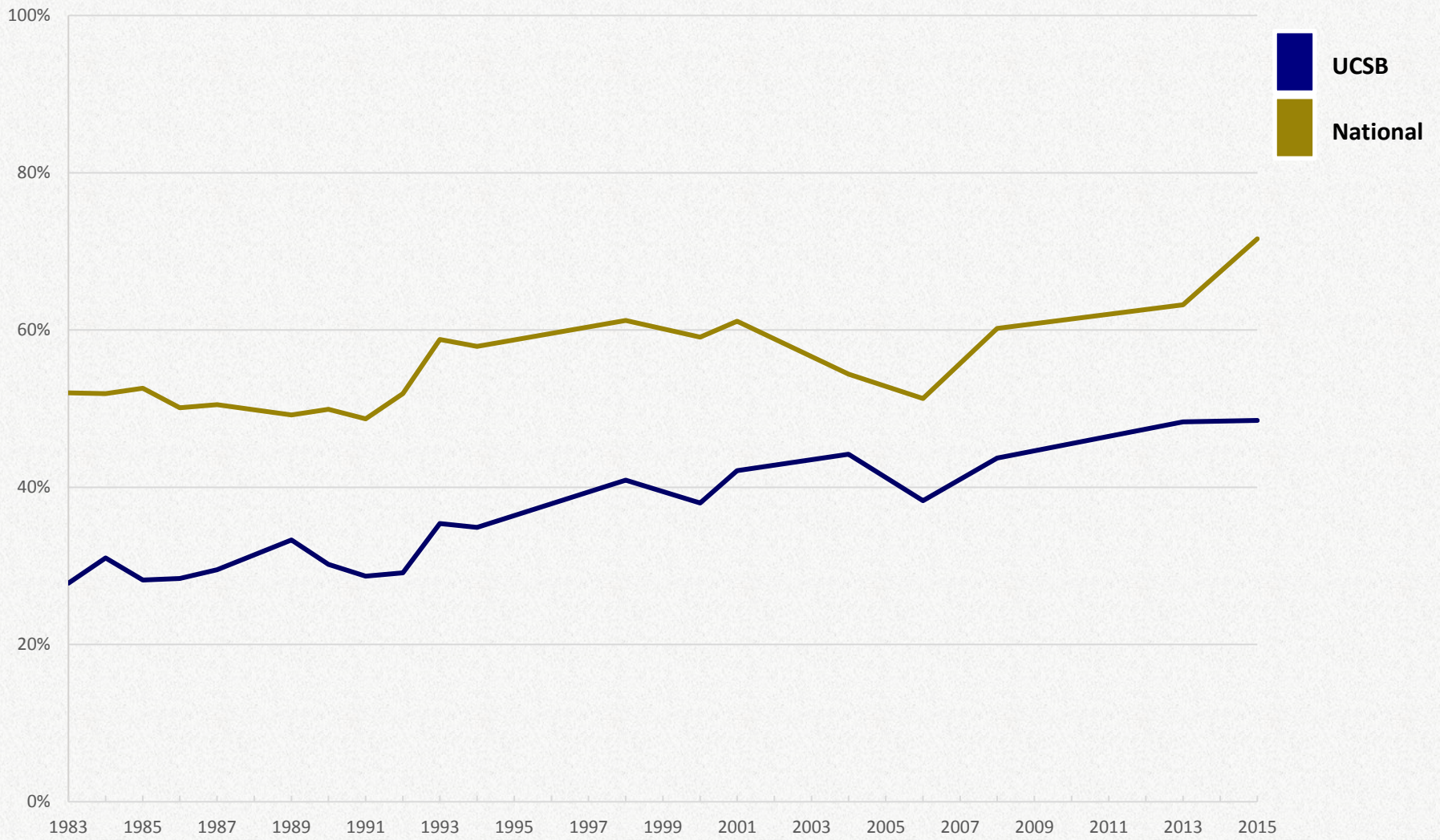
**Figure 1h. Financial Assistance Offered was "Very Important" in the decision to go to THIS college**  
*UCSB and National freshmen*



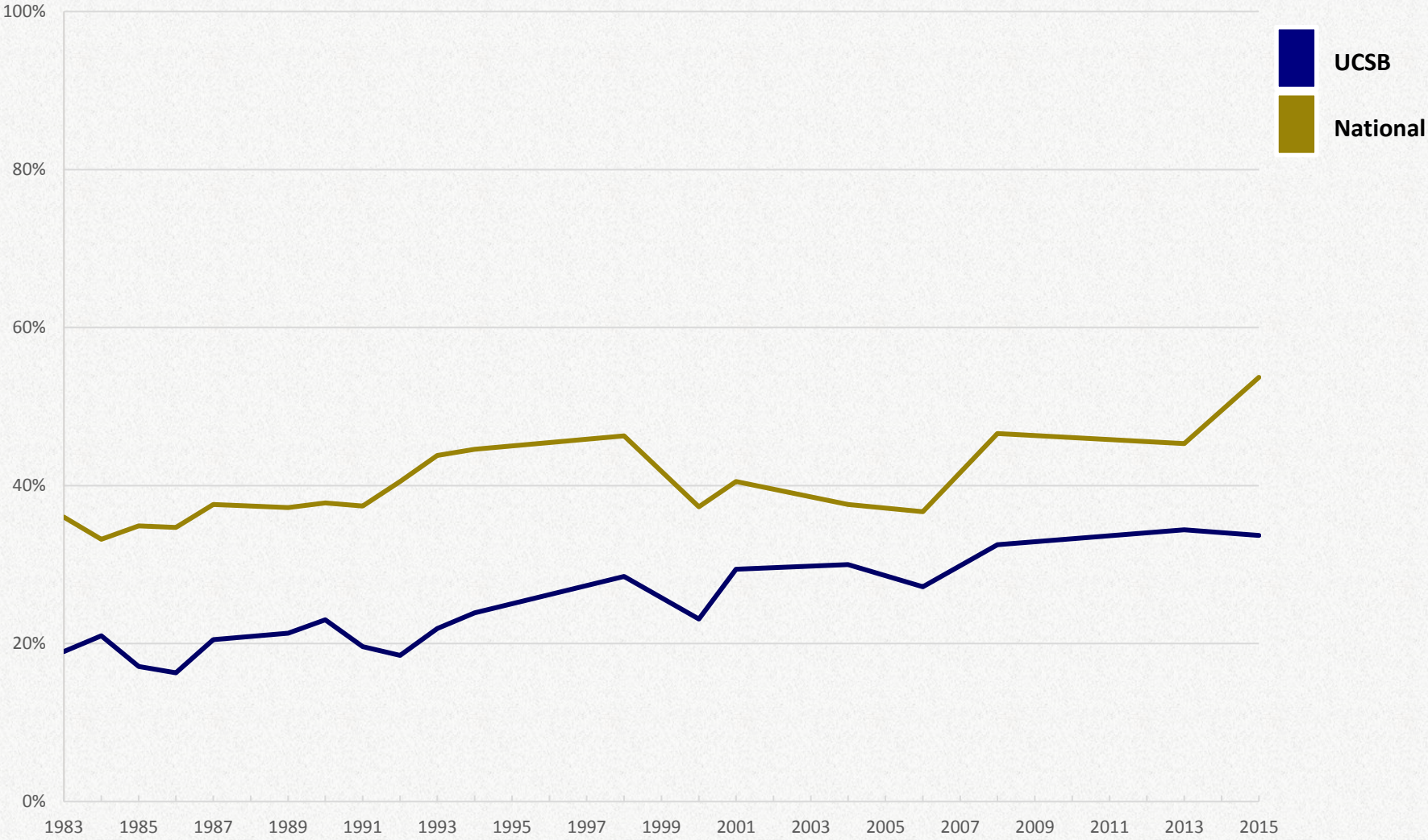
**Figure 1i. Cost of Attending was "Very Important" in the decision to go to THIS college**  
*UCSB and National freshmen*



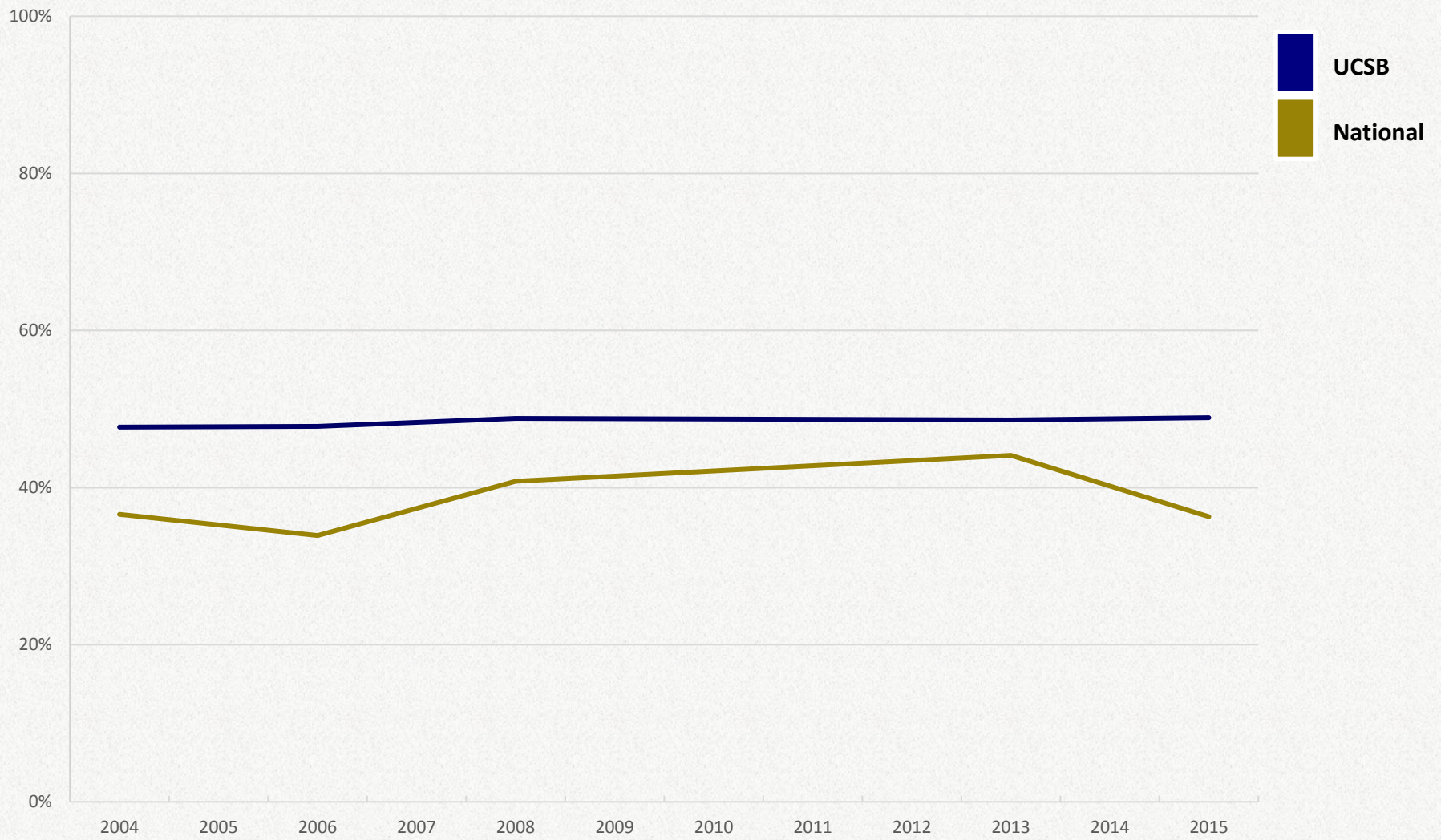
**Figure 1j. Graduates Get Good Jobs was "Very Important" in the decision to go to THIS college**  
*UCSB and National freshmen*



**Figure 1k. Graduates Go to Top Grad Schools was "Very Important" in the decision to go to THIS college**  
*UCSB and National freshmen*

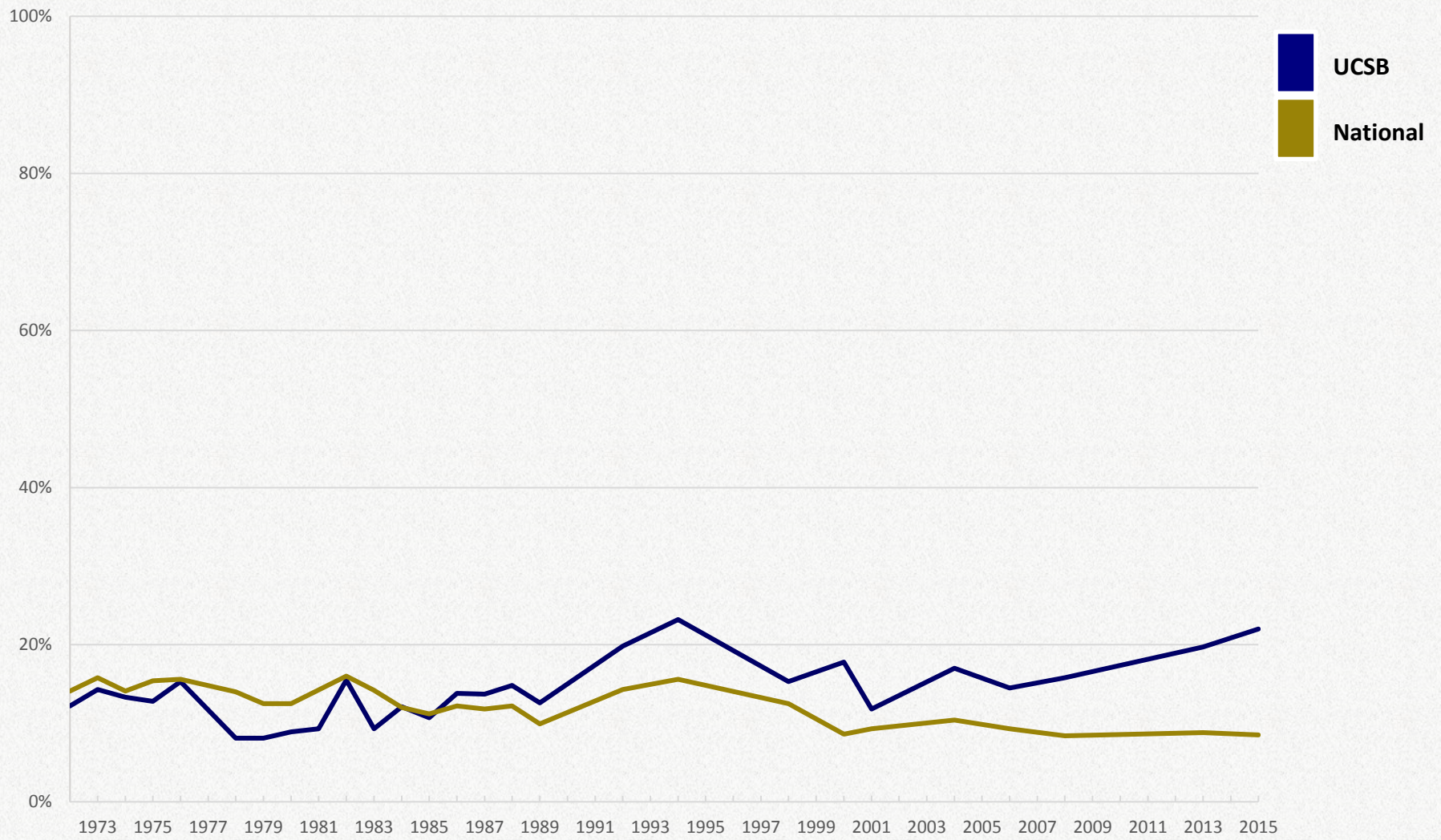


**Figure 11. A Campus Visit was "Very Important" in the decision to go to THIS college**  
*UCSB and National freshmen*

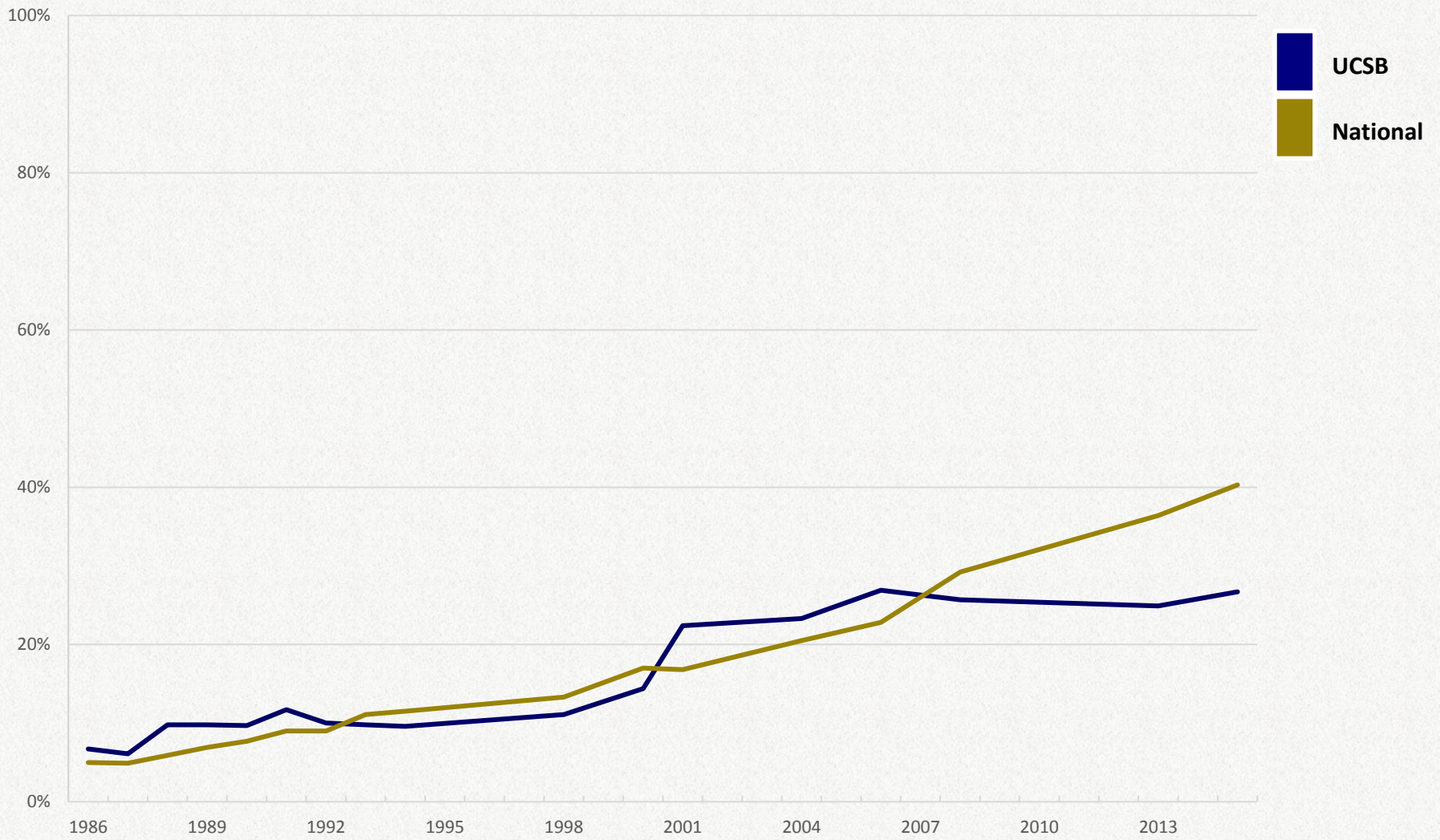




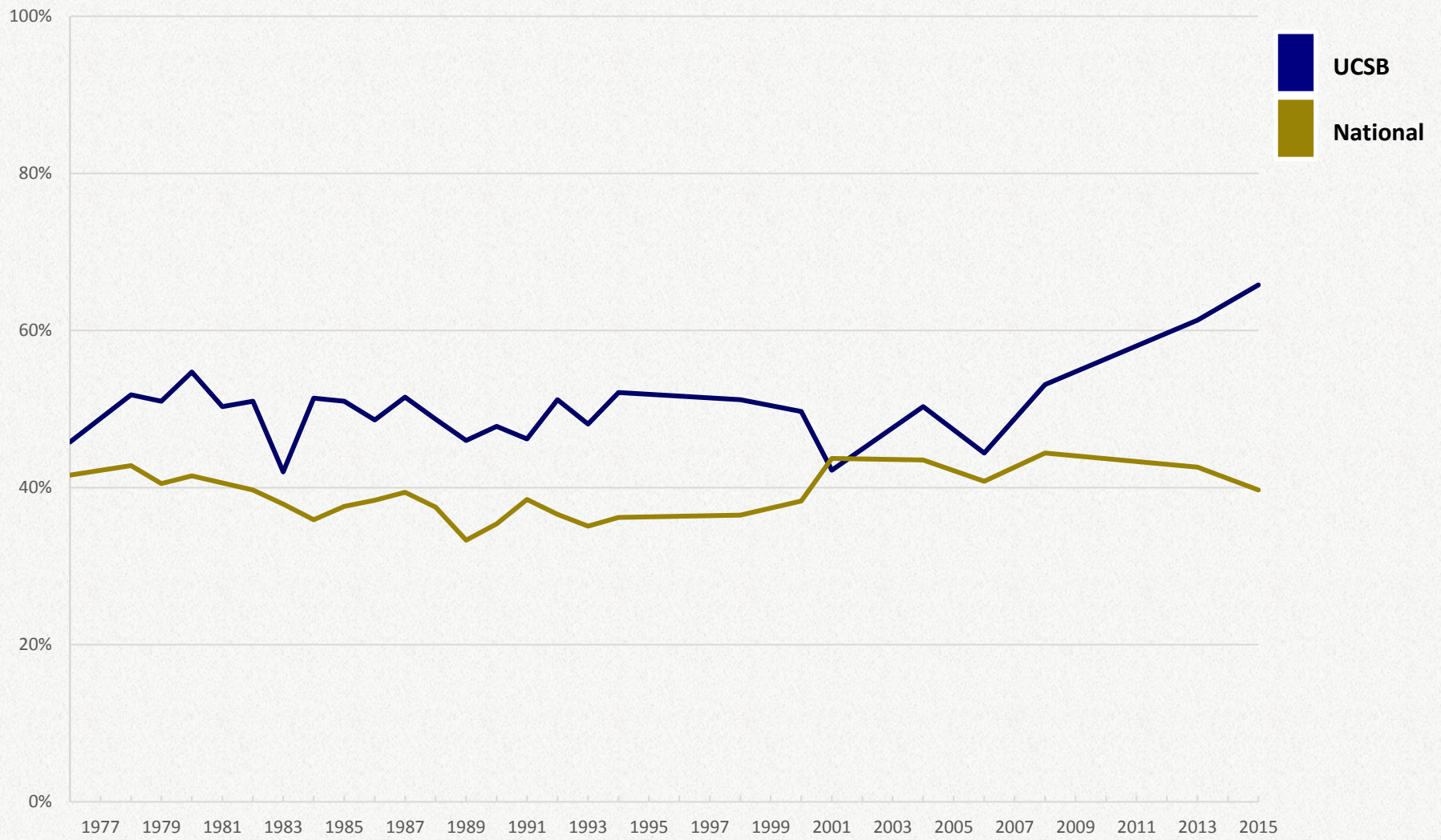
**Figure 2a. % with "Major Concerns" about financing their college education**  
*UCSB and National freshmen*



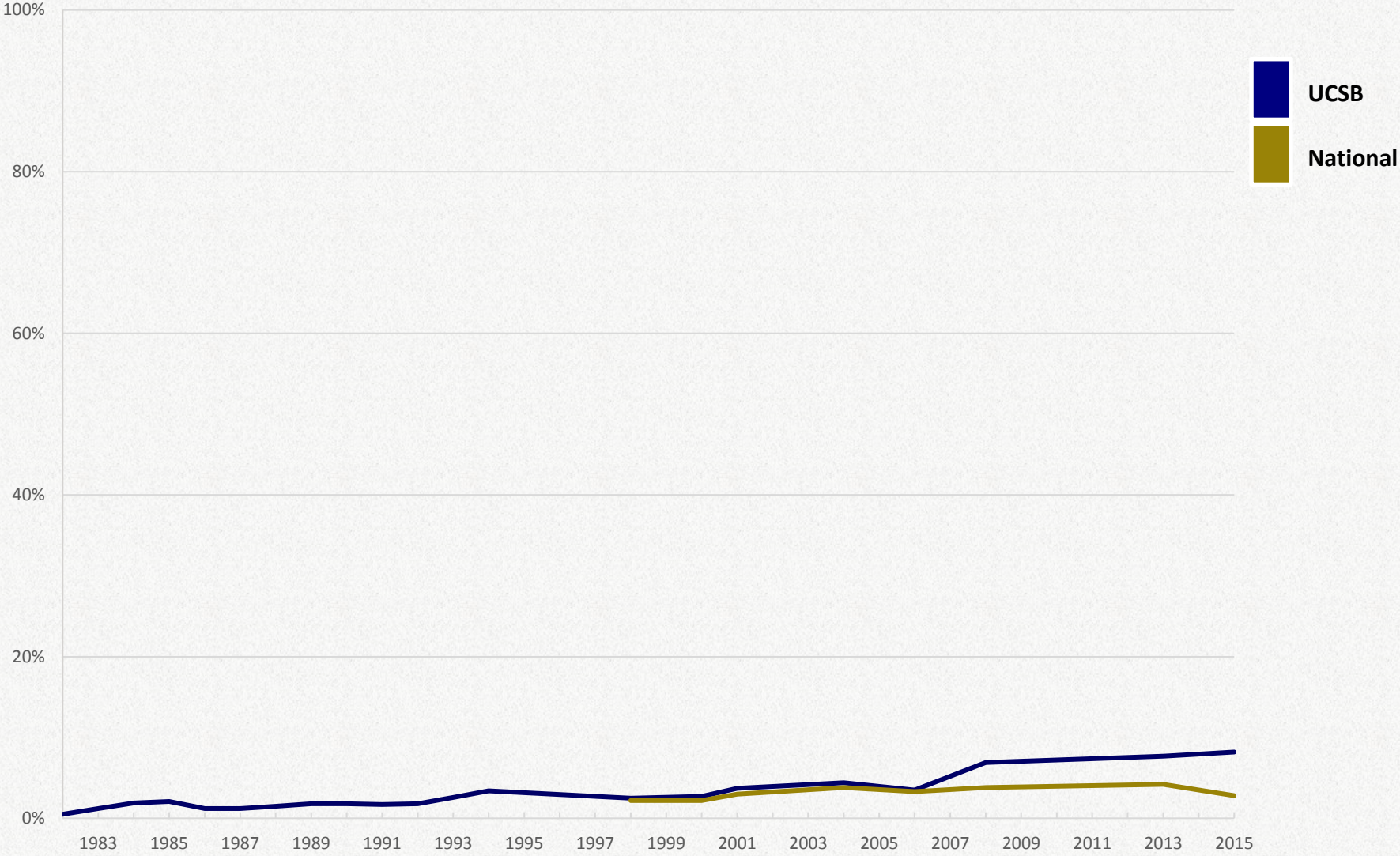
**Figure 2b. % Parents earn over \$150,000**  
*UCSB and National freshmen*



**Figure 2c. % Who say chances are "Very Good" they will Get a Job to Pay for Expenses**  
*UCSB and National freshmen*



**Figure 2d. % Who say chances are "Very Good" they will Work Full-Time**  
*UCSB and National freshmen*



**Figure 2e. % Receiving at least \$3,000 in aid from the following sources ...**  
*UCSB and National freshmen - 2015*

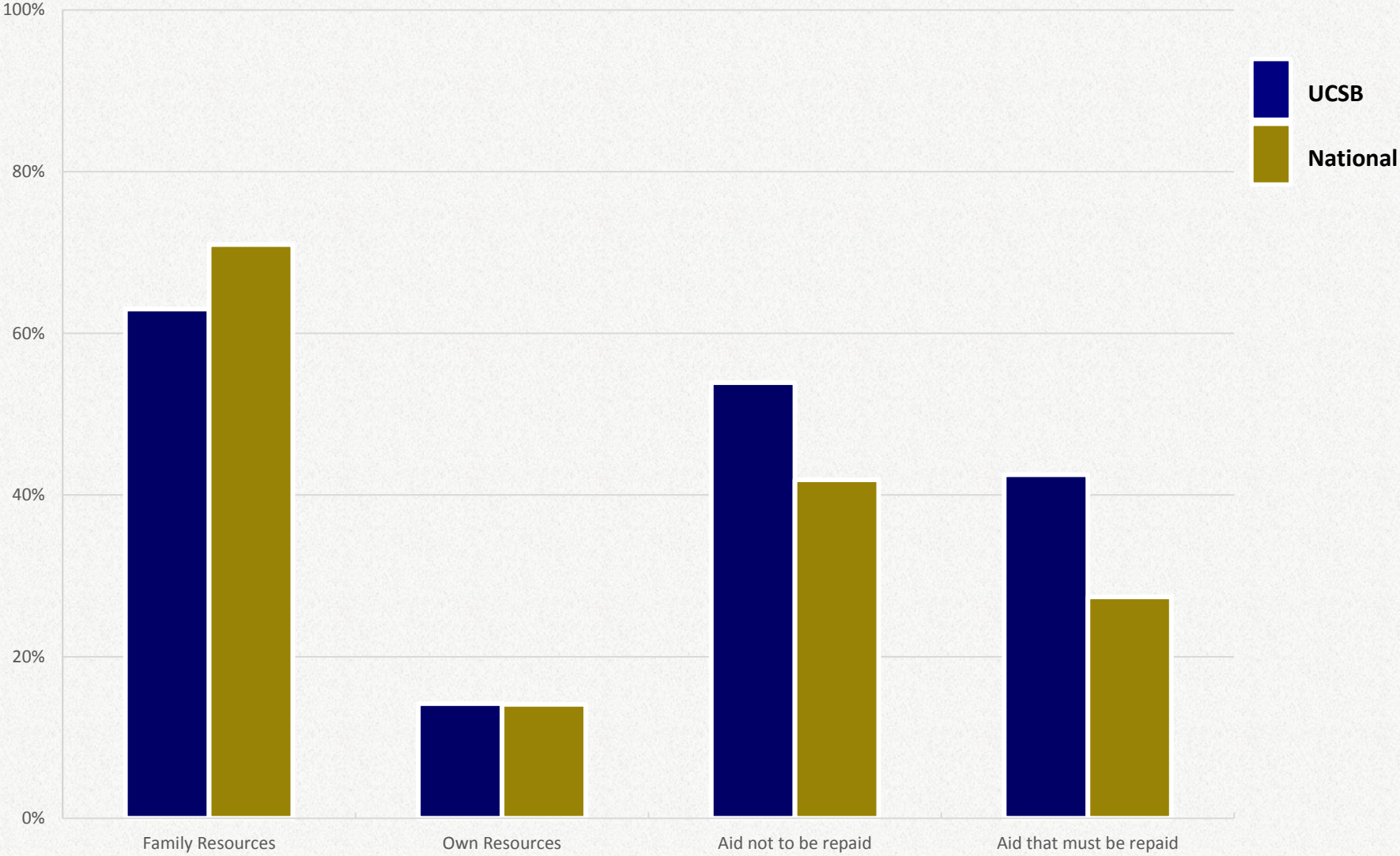
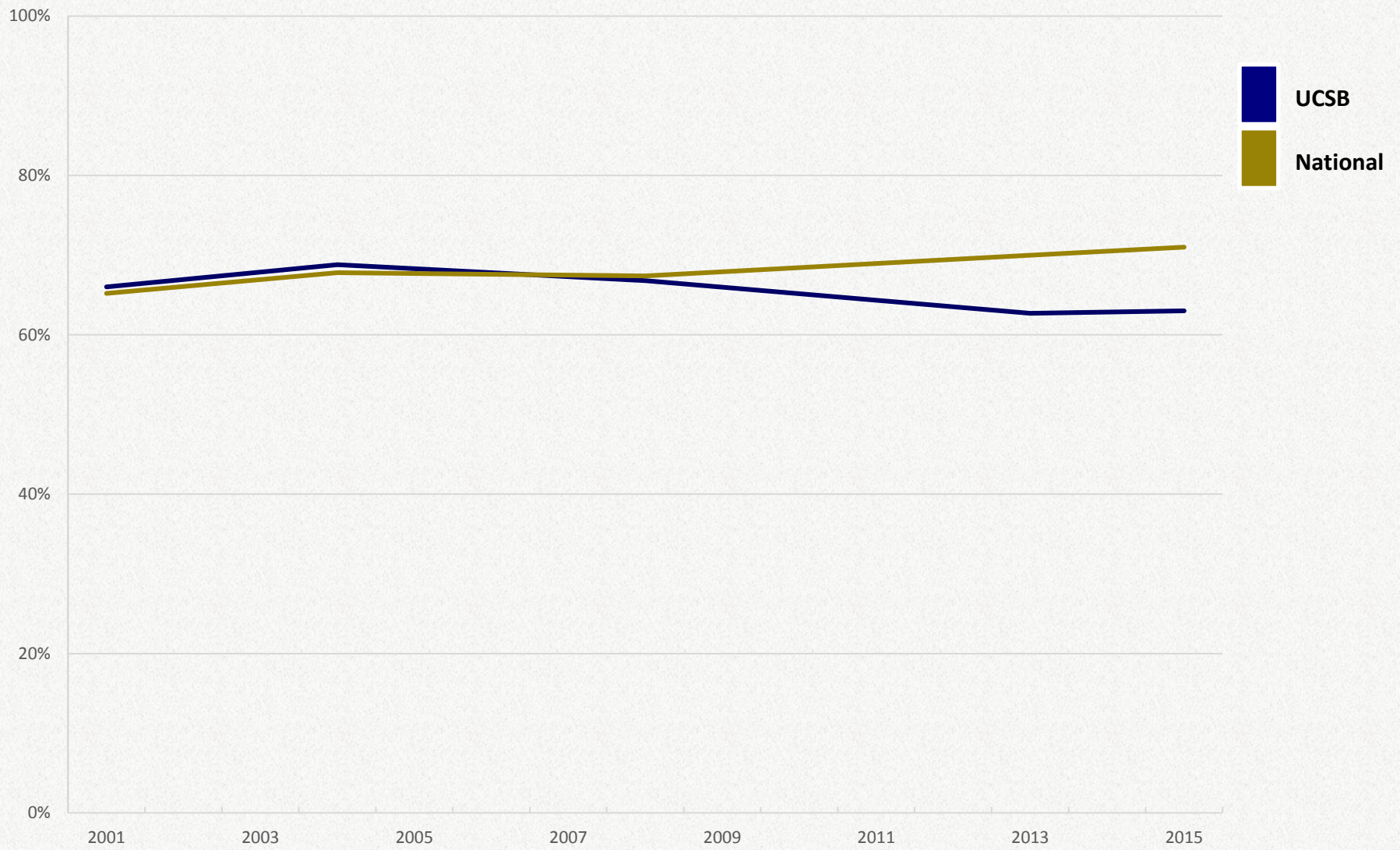
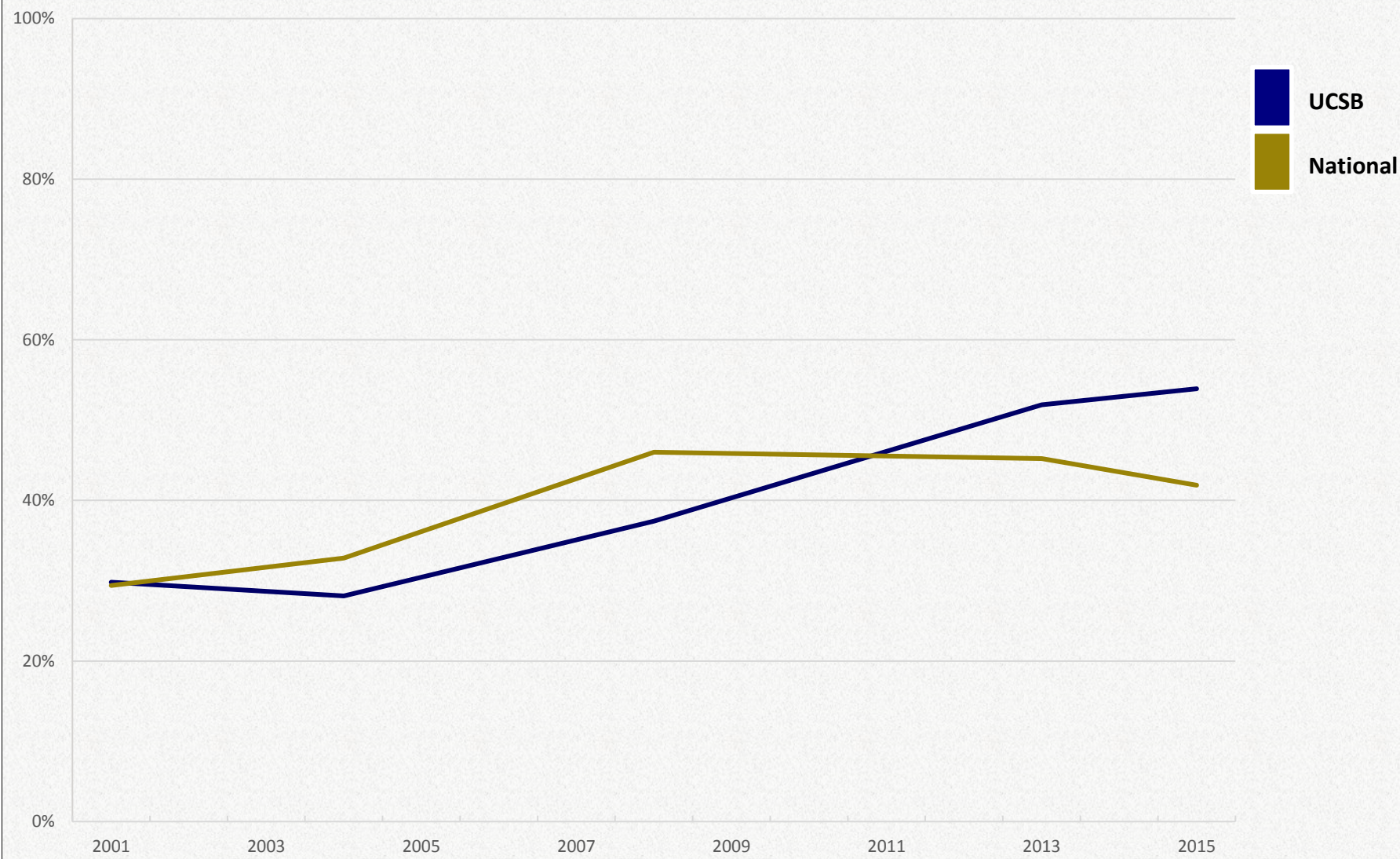


Figure 2f. % Receiving at least \$3,000 in aid from ... Family Resources  
*UCSB and National freshmen*

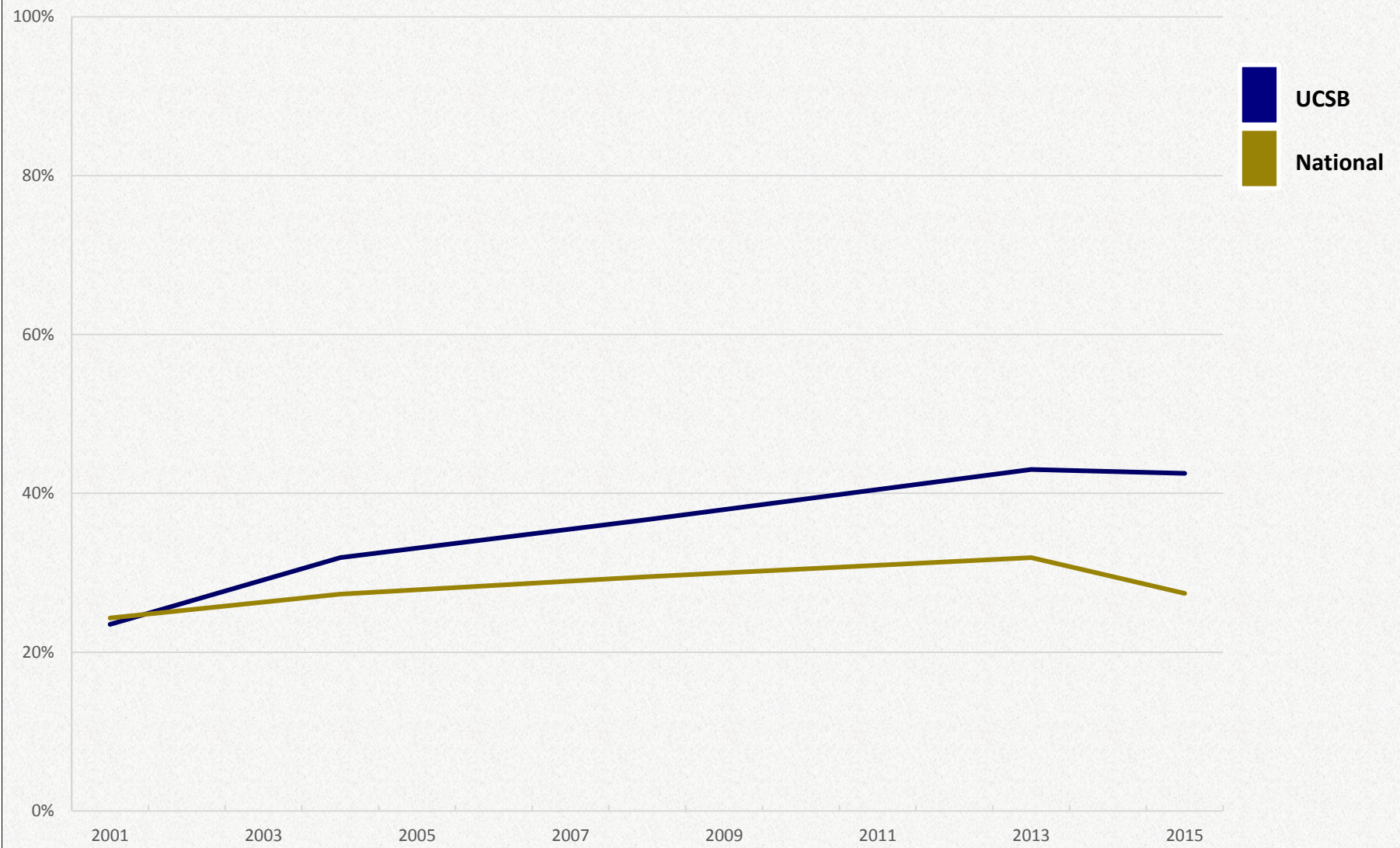


**Figure 2g. % Receiving at least \$3,000 in aid from ... Aid Which Need Not Be Repaid**  
*UCSB and National freshmen*

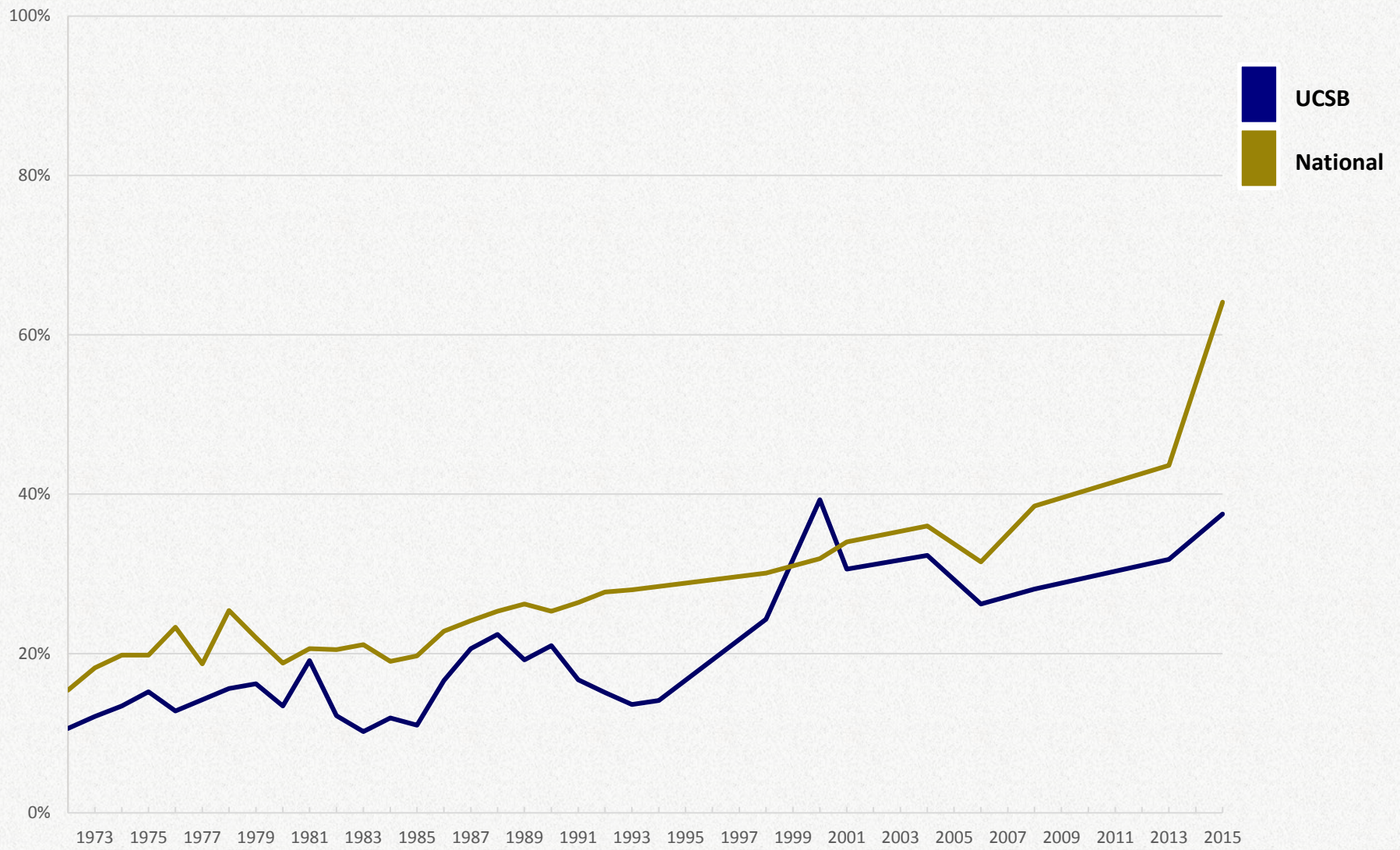




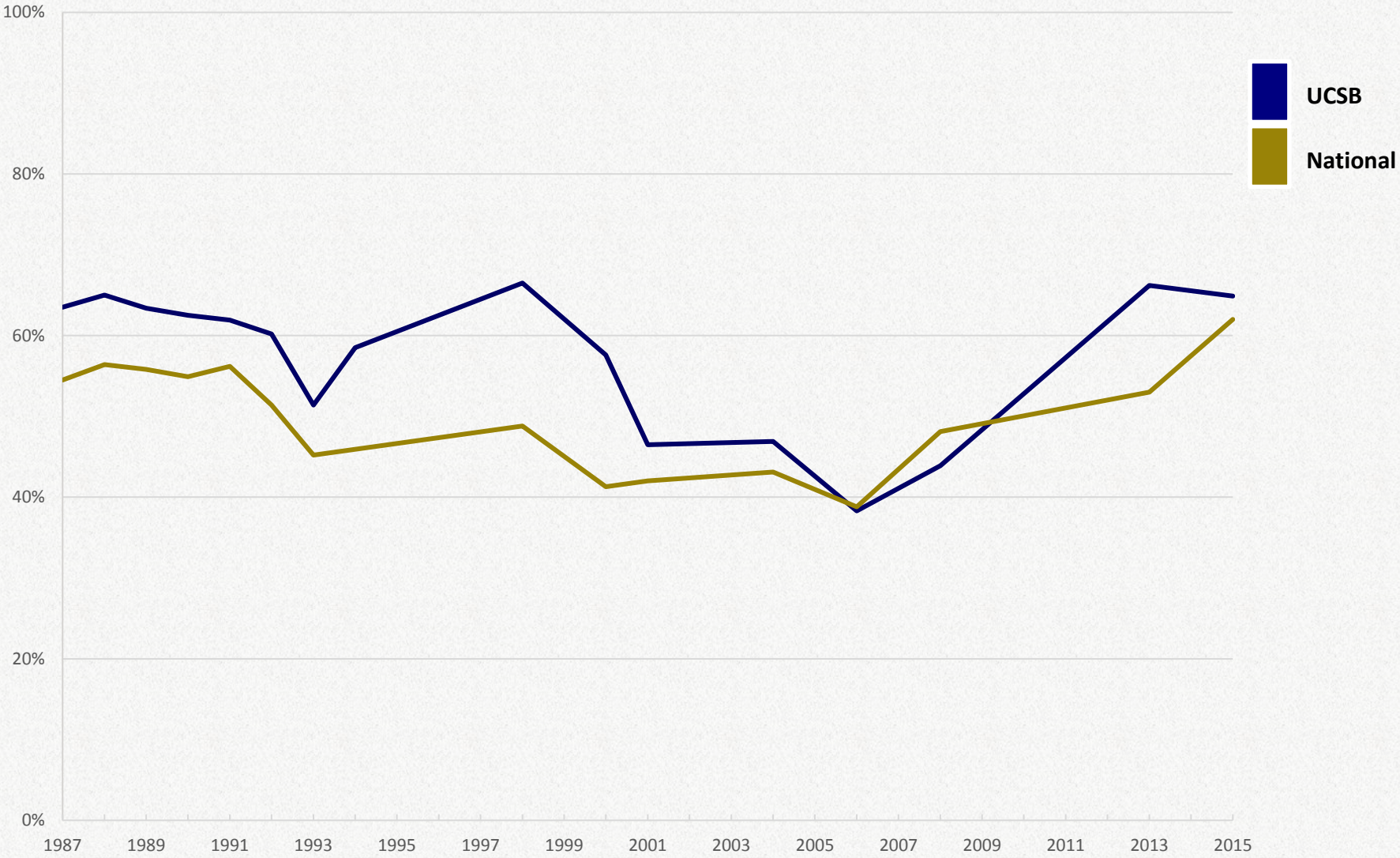
**Figure 2h. % Receiving at least \$3,000 in aid from ... Aid Which Must Be Repaid**  
*UCSB and National freshmen*



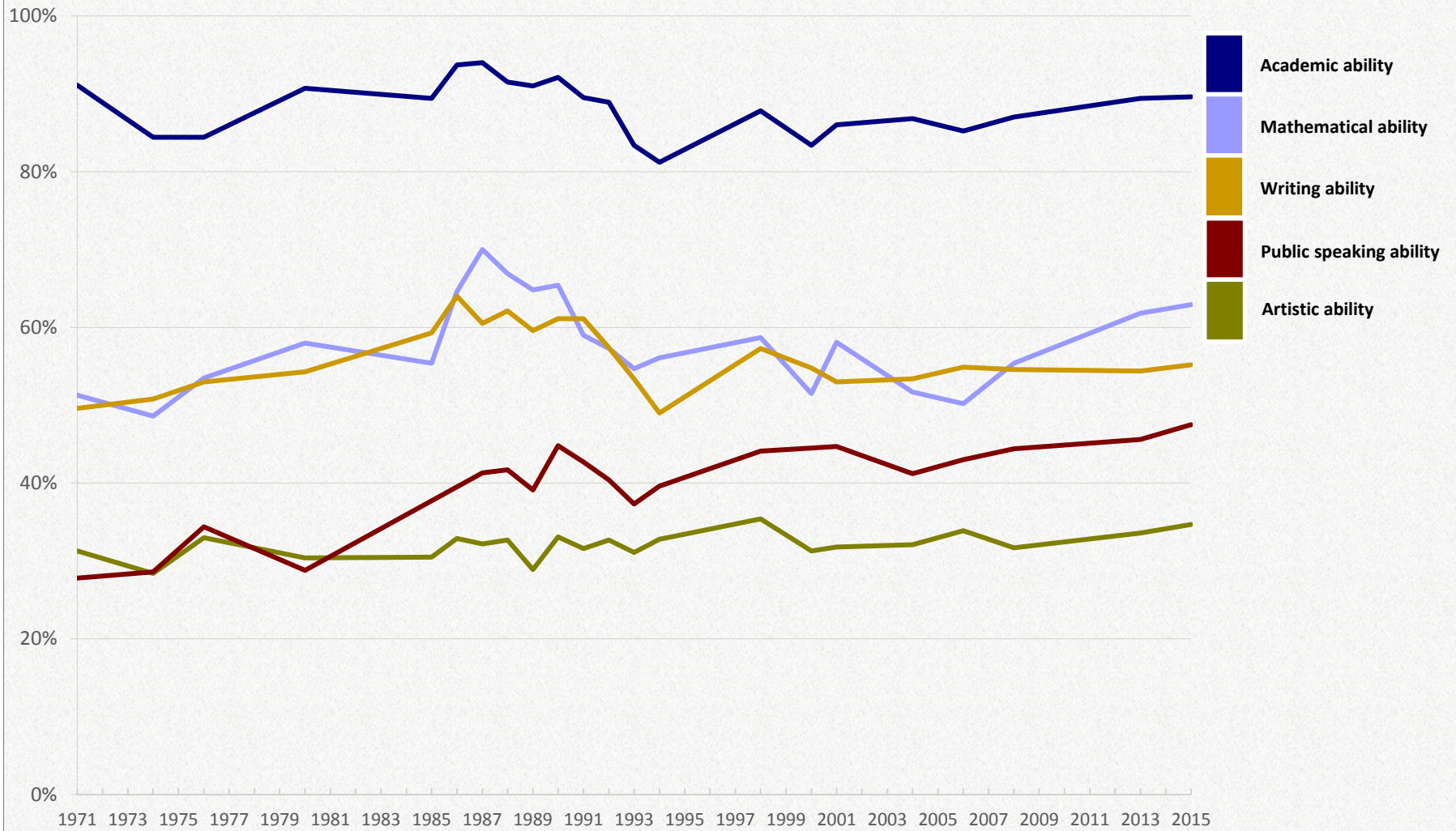
**Figure 3a. % With average high school grades of A or A+  
*UCSB and National freshmen***



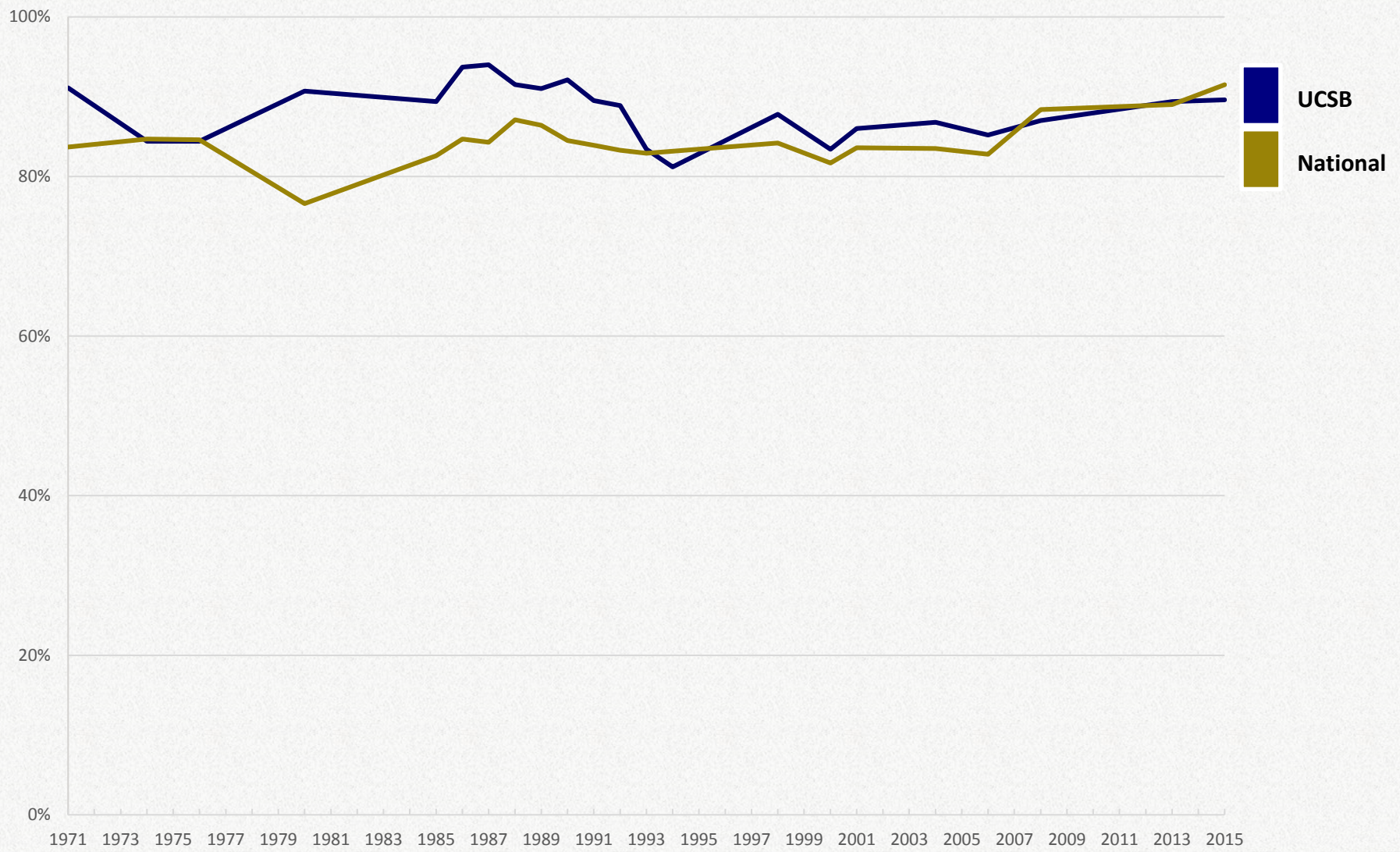
**Figure 3b. % Spending 6+ hours per week last year ... Studying**  
*UCSB and National Freshmen*



**Figure 3c. % Self-rated "Above Average" or "Top 10%" on the following academic skills...**  
*UCSB Freshmen*



**Figure 3d. % Self-rated as "Above Average" or "Top 10%" on ... Academic Ability**  
*UCSB and National Freshmen*



**Figure 3e. % Self-rated as "Above Average" or "Top 10%" on ... Mathematical Ability**  
*UCSB and National Freshmen*

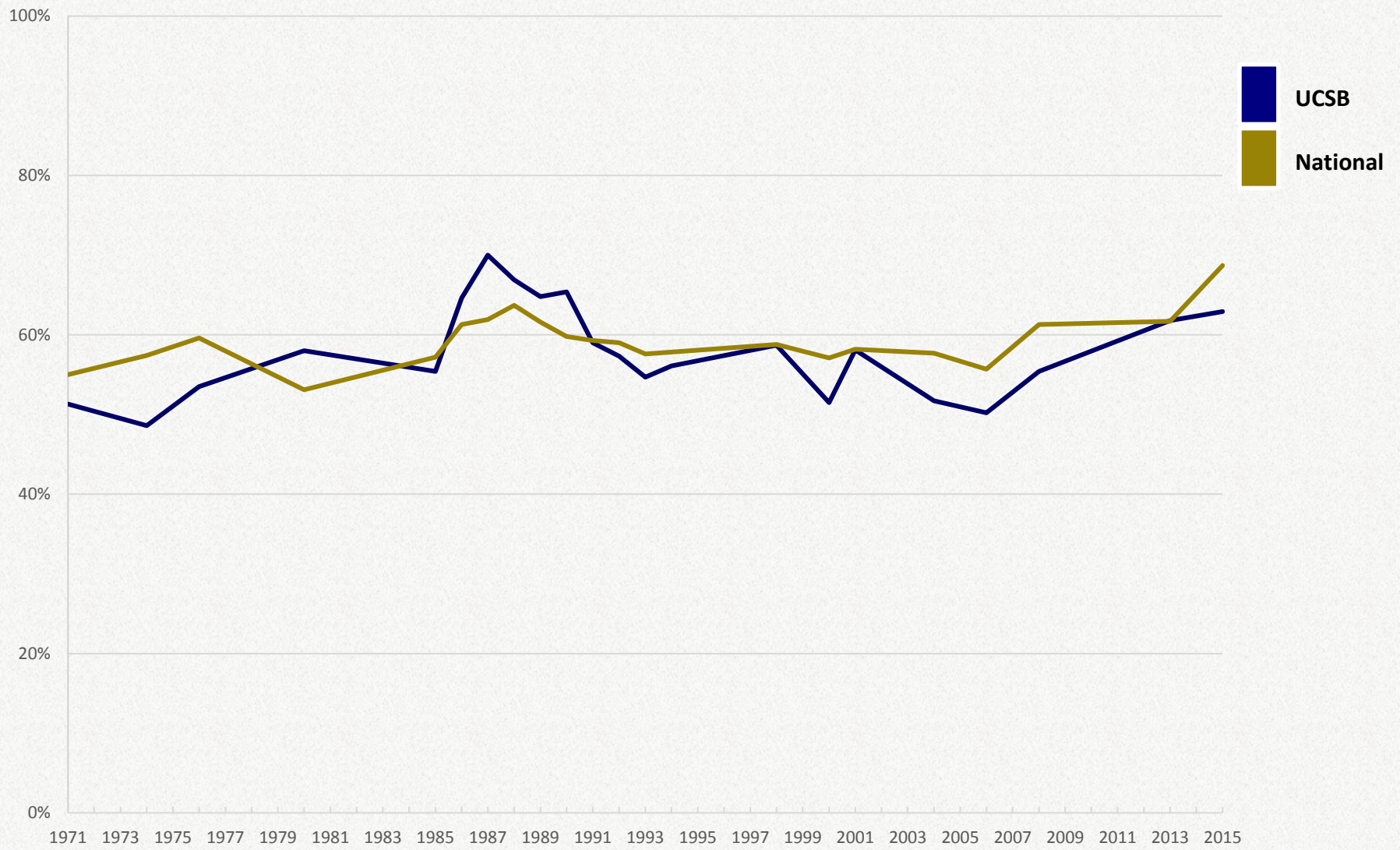
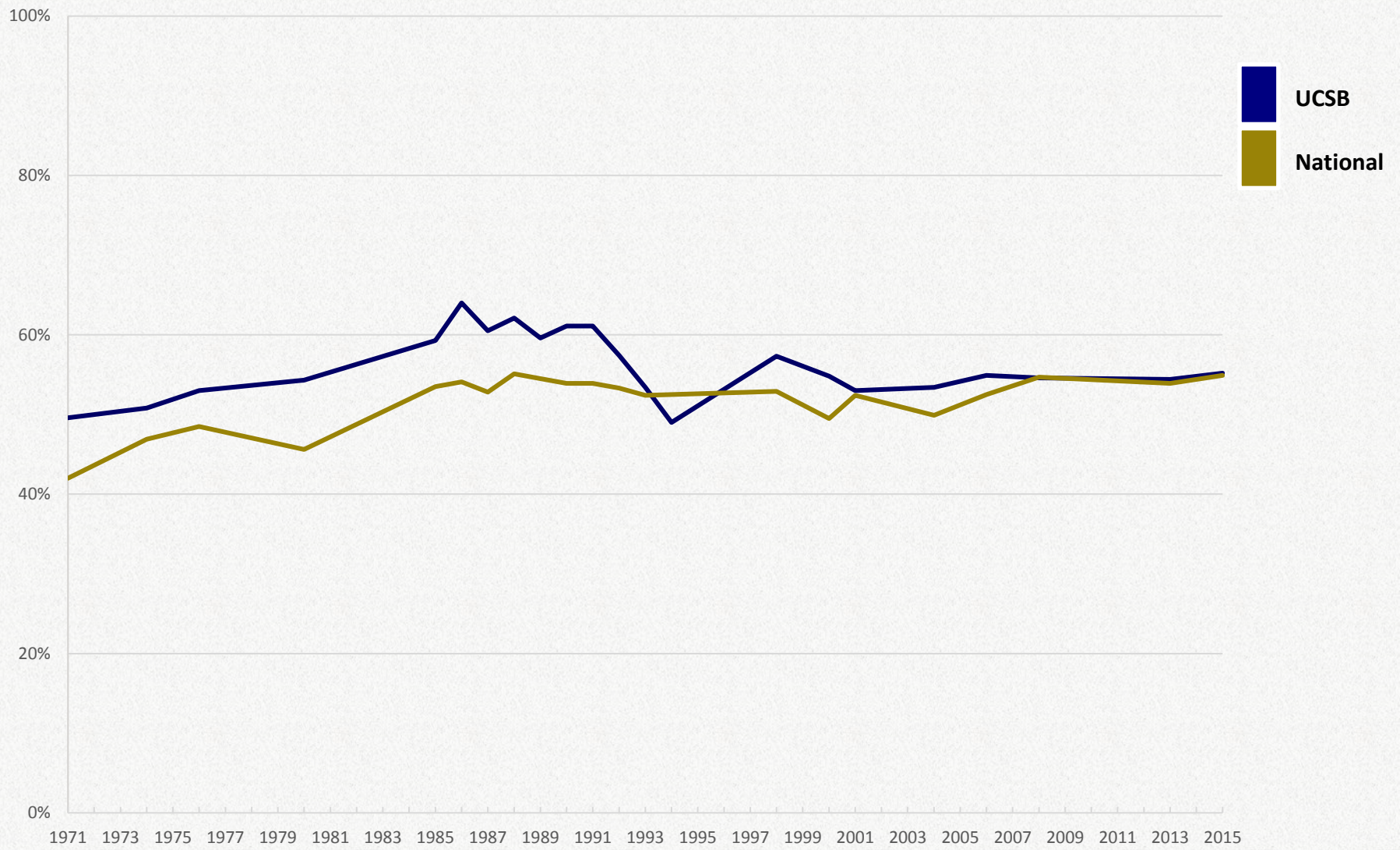
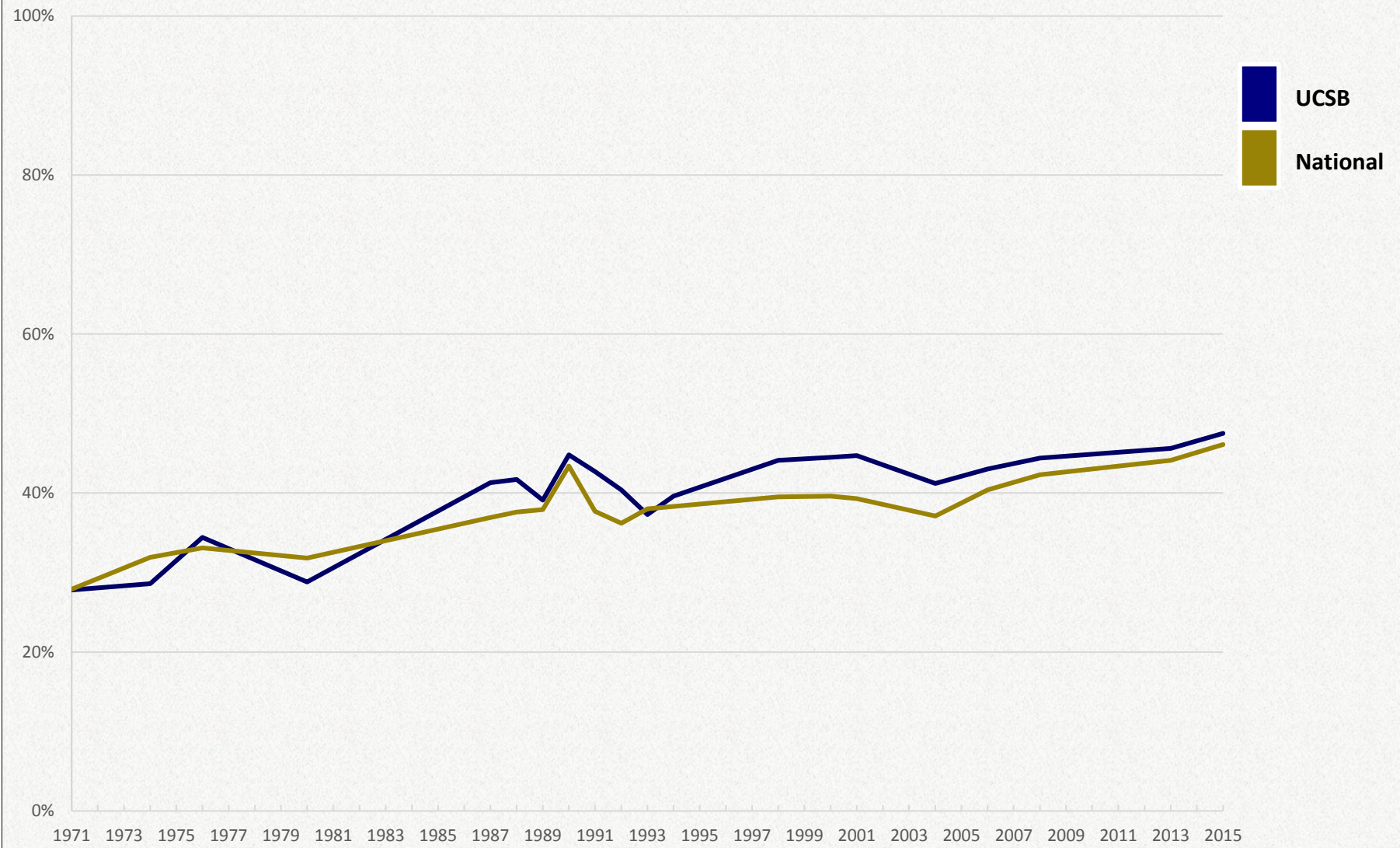


Figure 3f. % Self-rated as "Above Average" or "Top 10%" on ... Writing Ability  
*UCSB and National Freshmen*

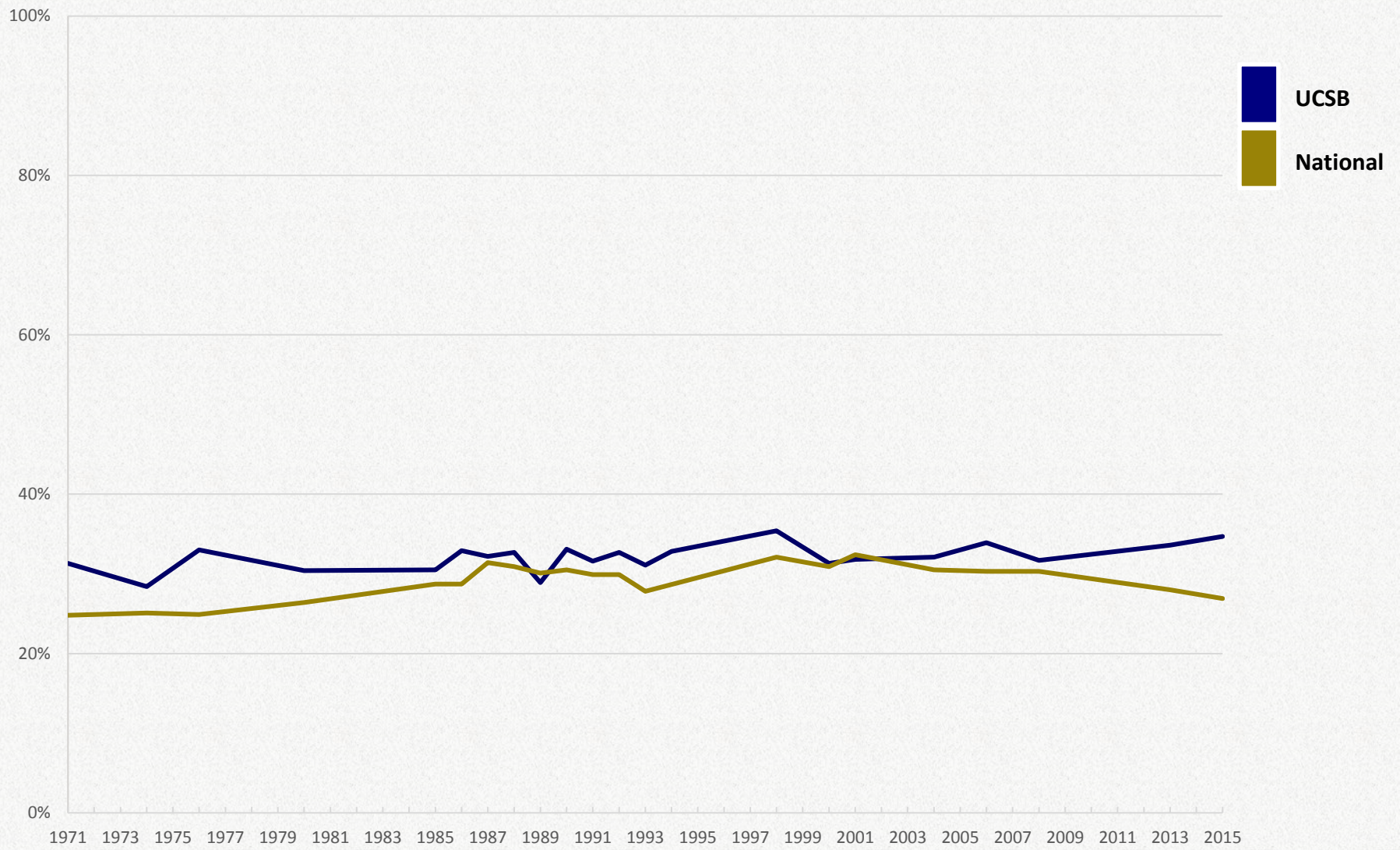




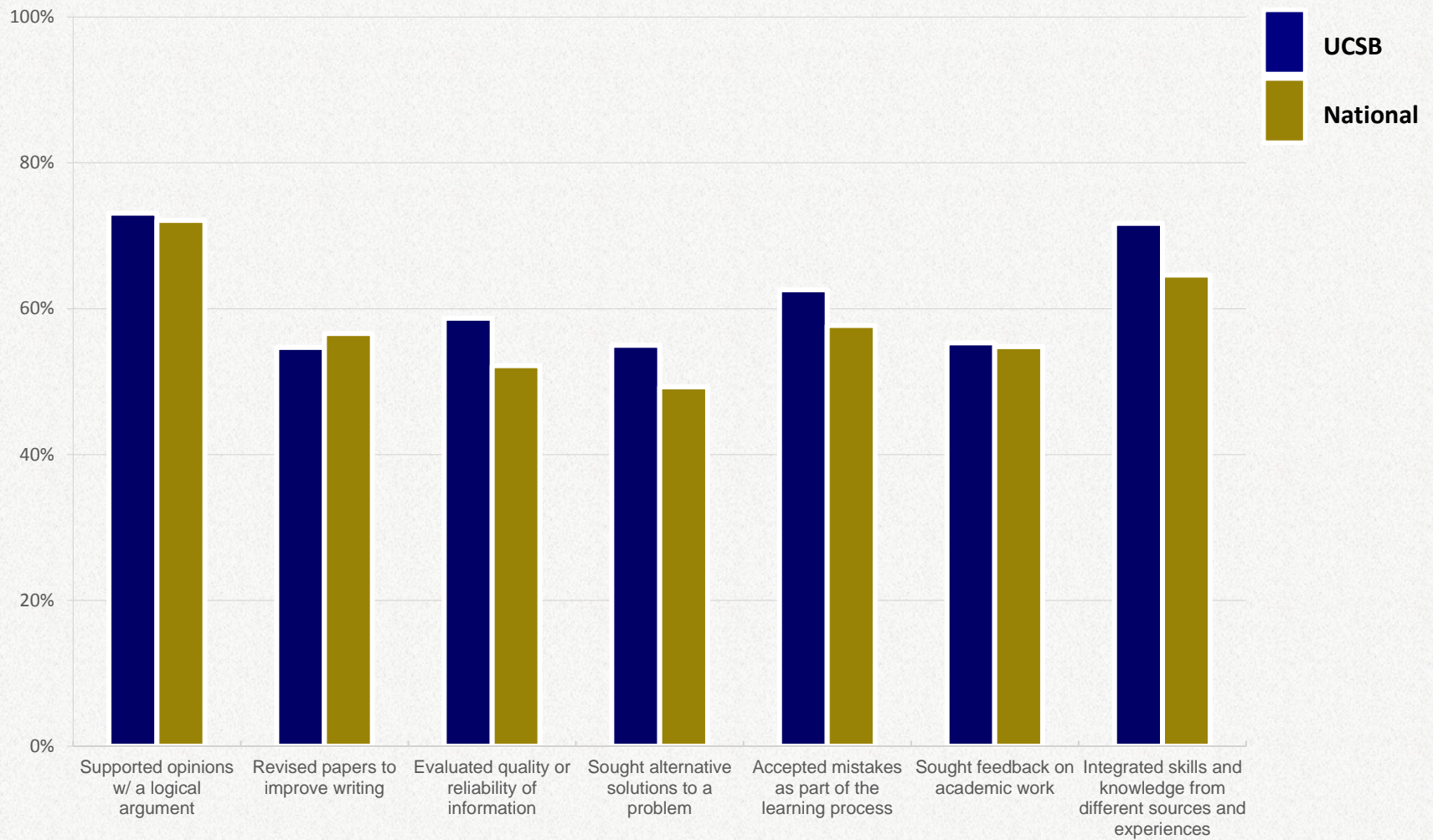
**Figure 3g. % Self-rated as "Above Average" or "Top 10%" on ... Public Speaking Ability**  
*UCSB and National Freshmen*



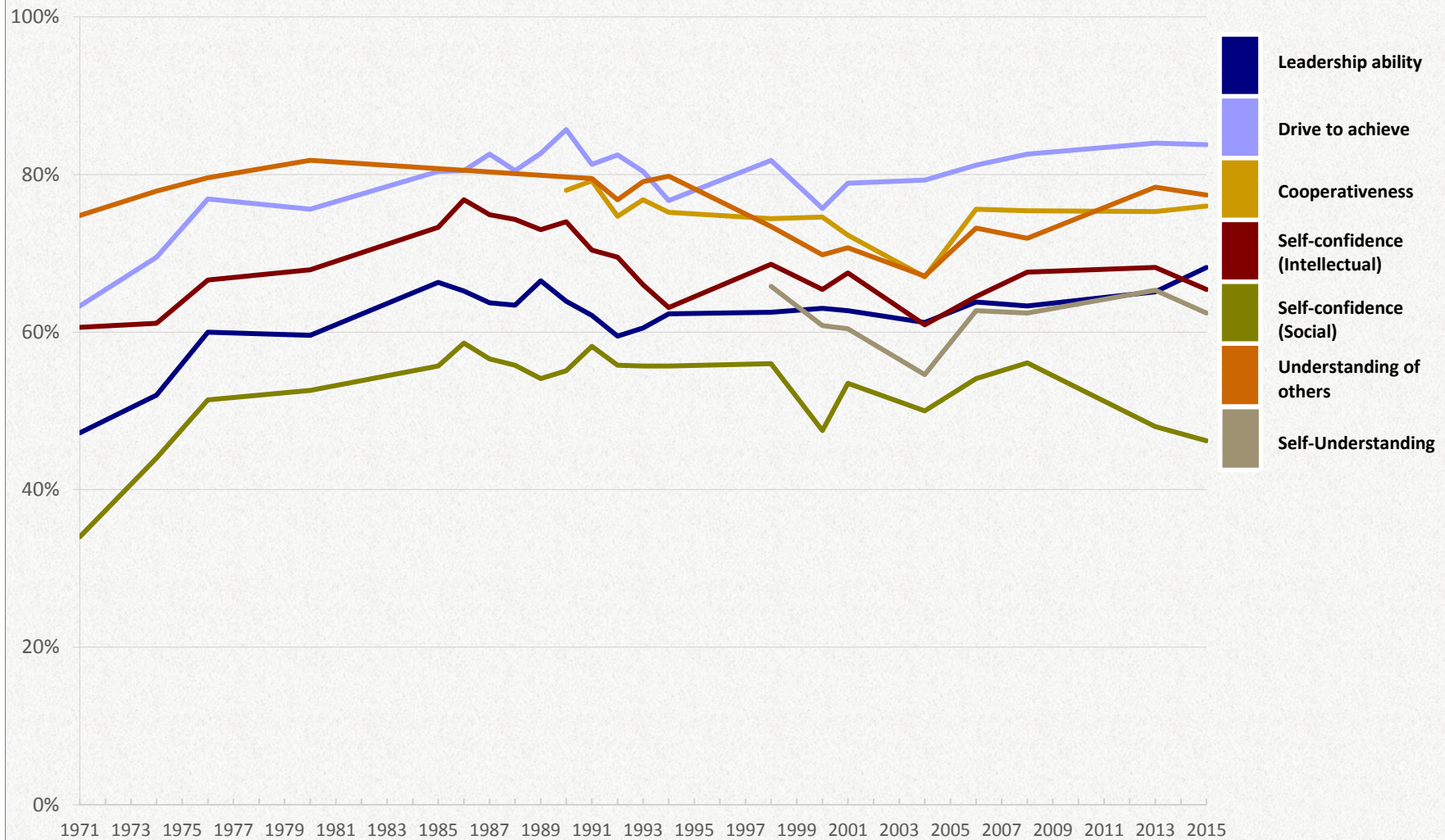
**Figure 3h. % Self-rated as "Above Average" or "Top 10%" on ... Artistic Ability**  
*UCSB and National Freshmen*



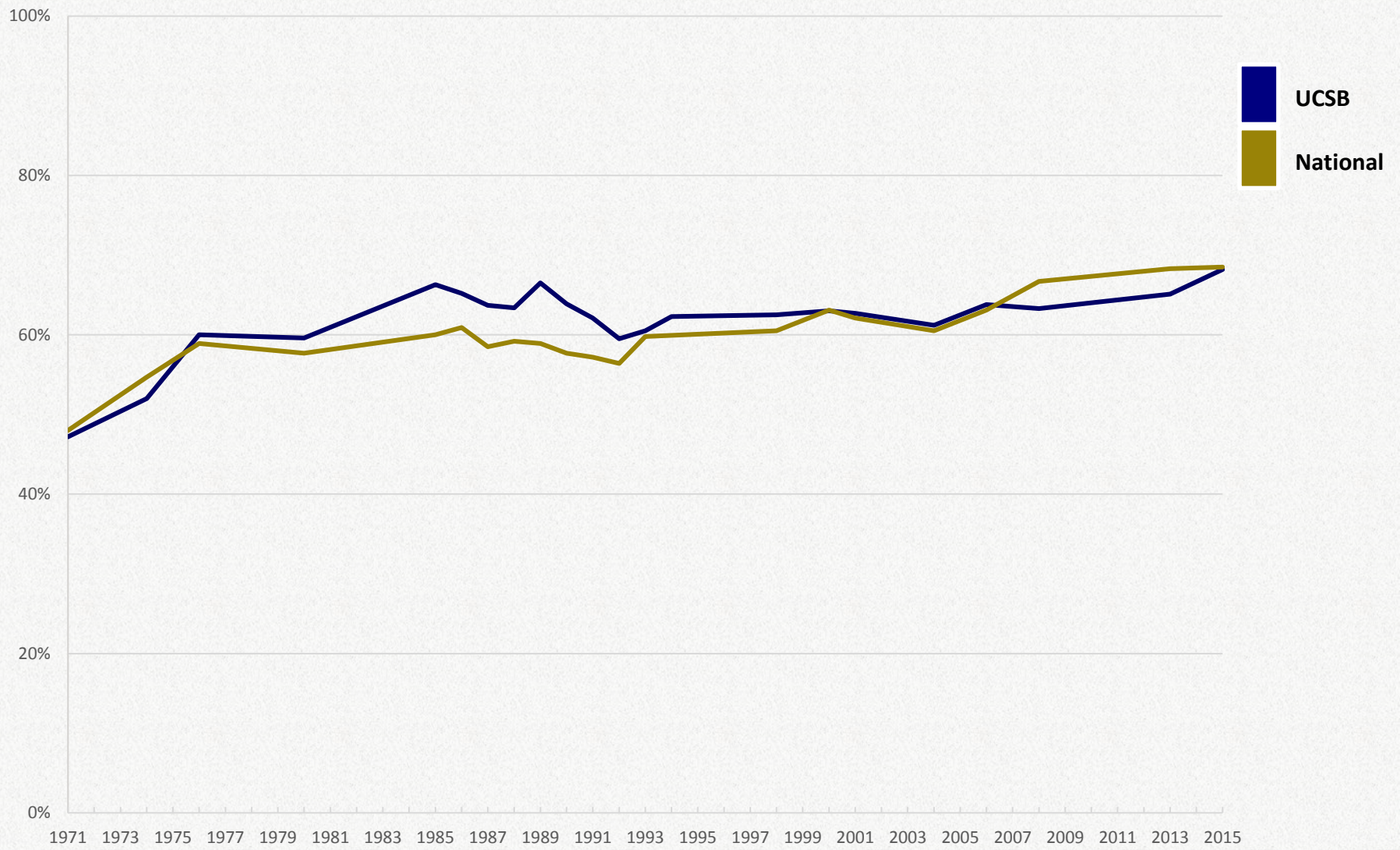
**Figure 3i. % "Frequently" engaged in the following activities in the past year...**  
*UCSB and National Freshmen - 2015*



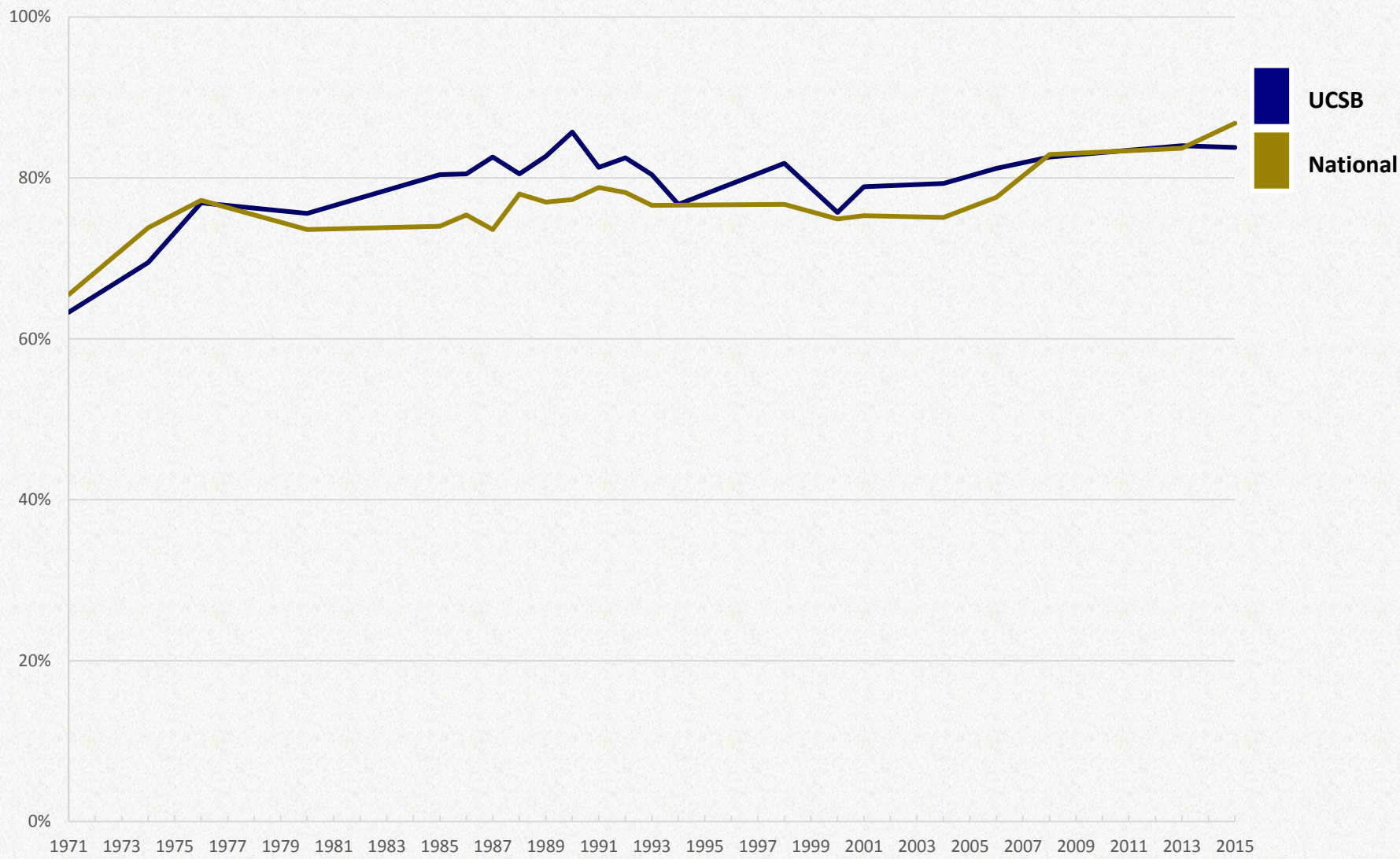
**Figure 4a. % Self-rated "Above Average" or "Top 10%" on the following skills...  
UCSB Freshmen**



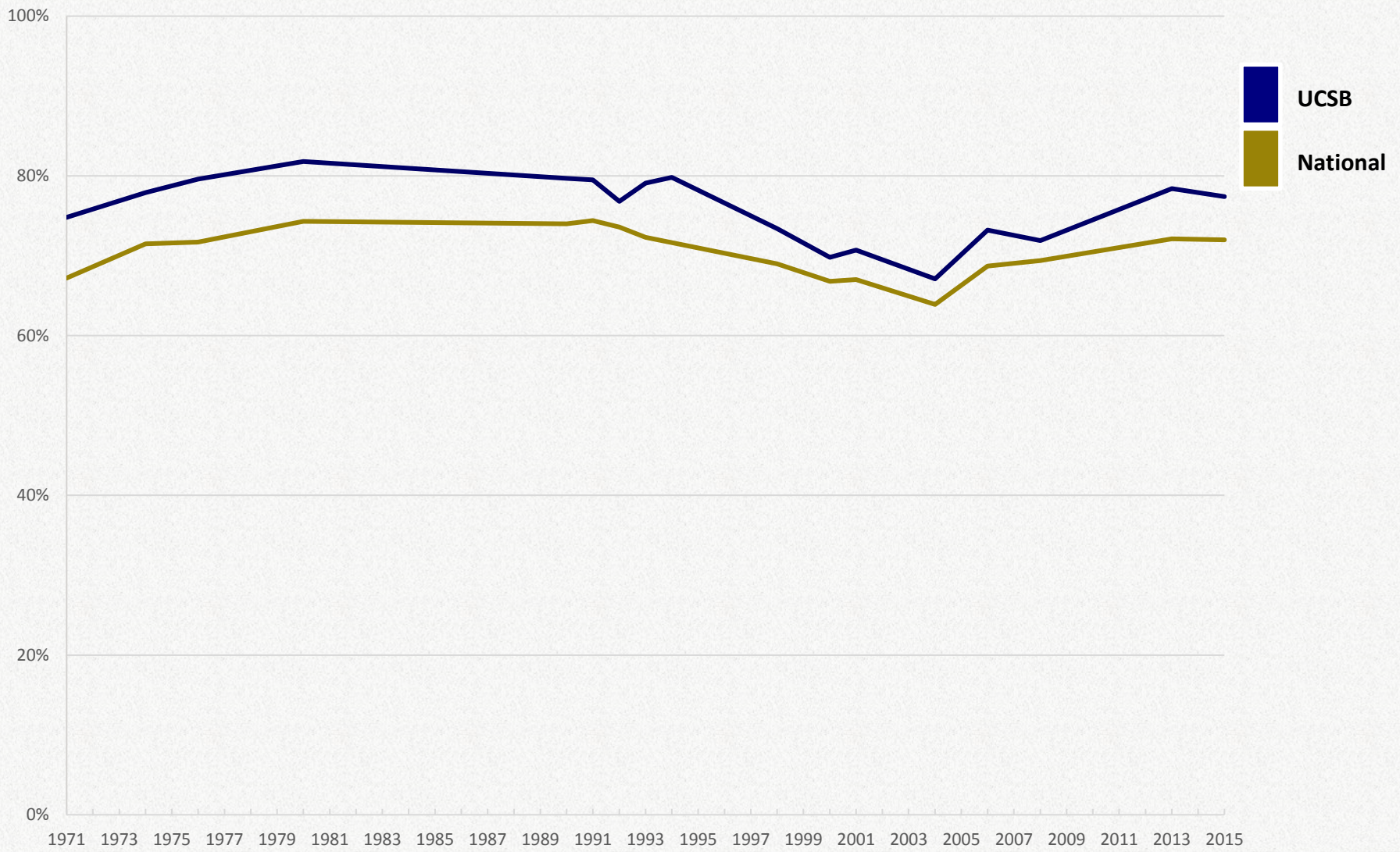
**Figure 4b. % Self-rated as "Above Average" or "Top 10%" on ... Leadership Ability**  
*UCSB and National Freshmen*



**Figure 4c. % Self-rated as "Above Average" or "Top 10%" on ... Drive to Achieve**  
*UCSB and National Freshmen*

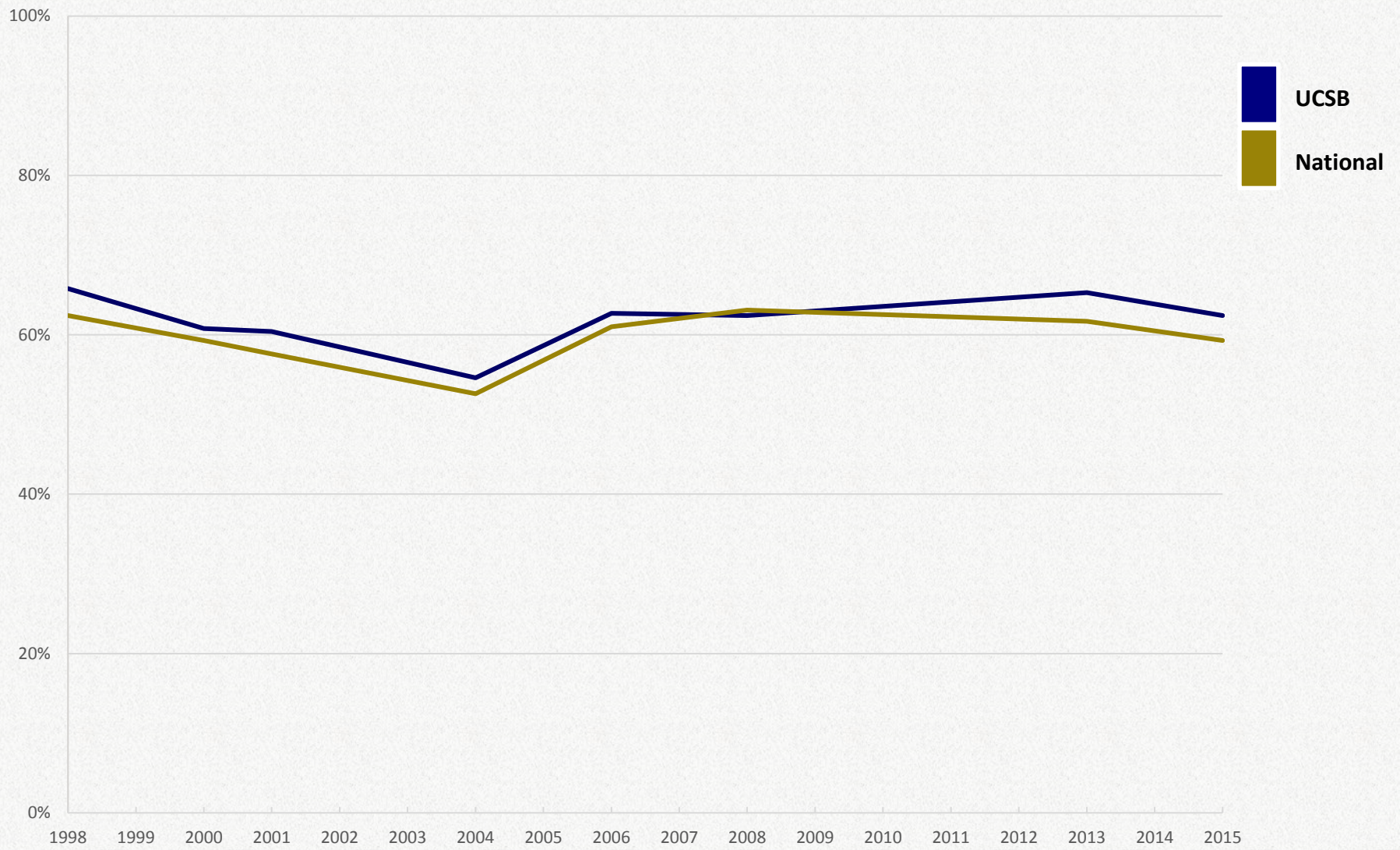


**Figure 4d. % Self-rated as "Above Average" or "Top 10%" on ... Understanding of Others**  
*UCSB and National Freshmen*

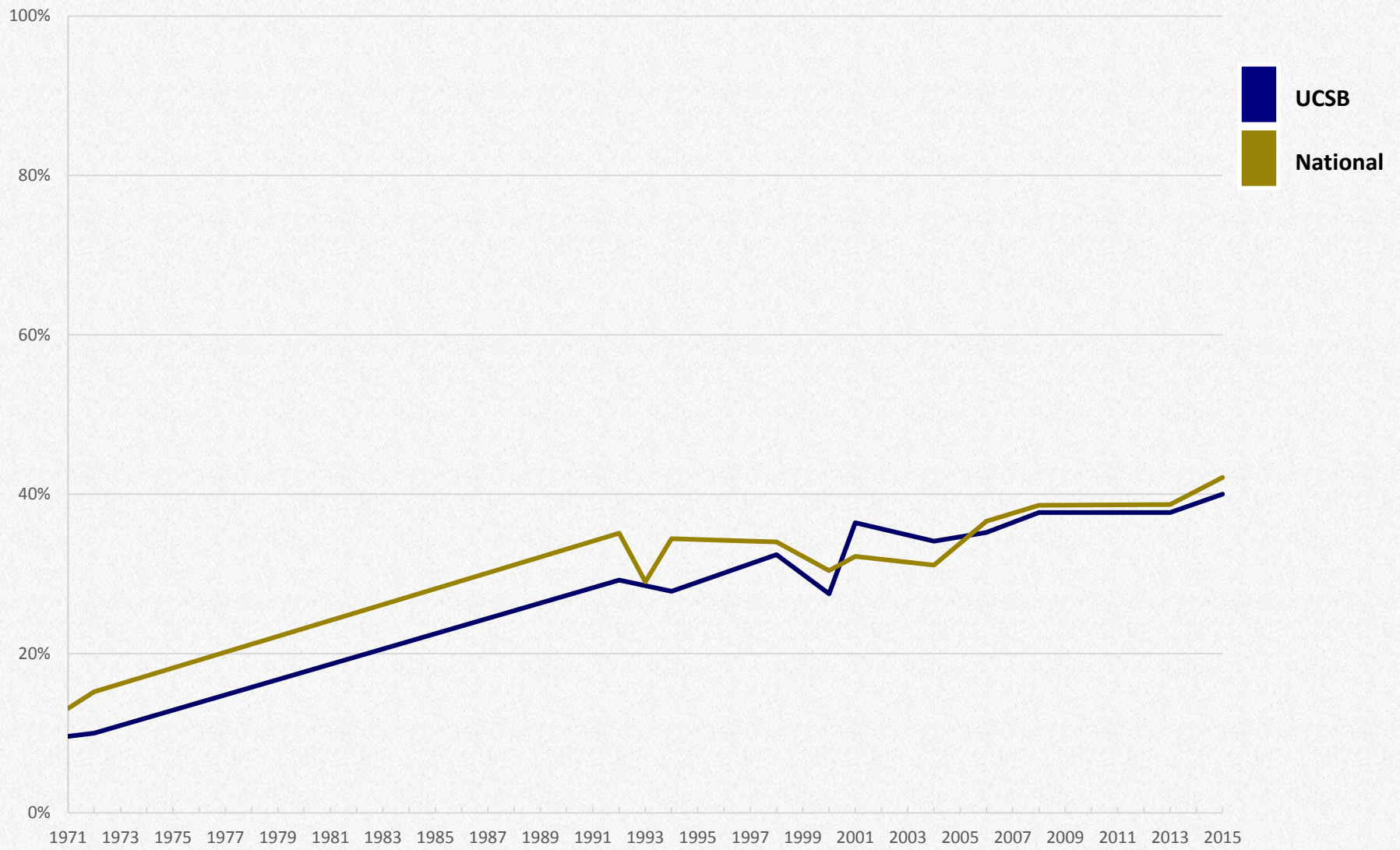




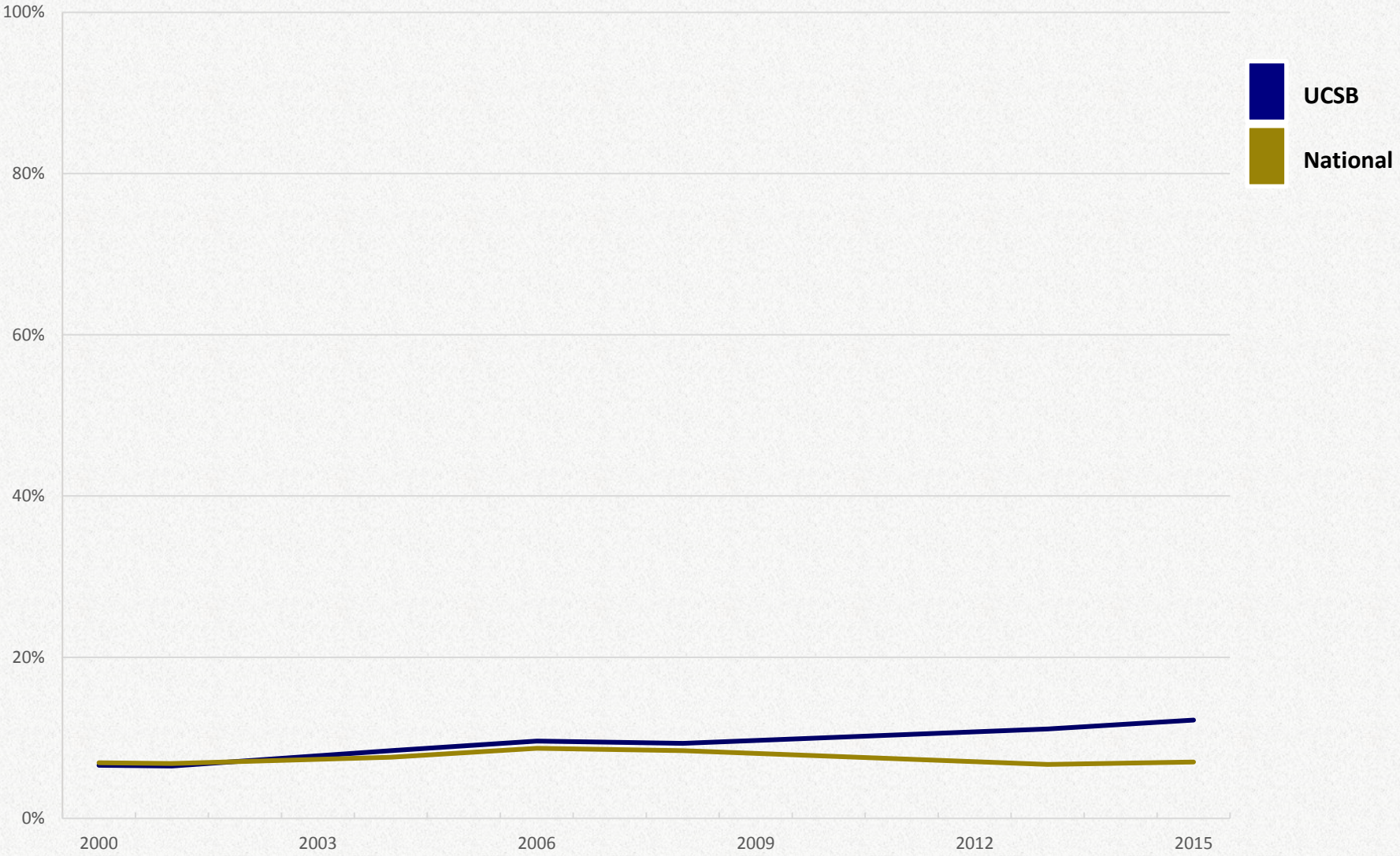
**Figure 4e. % Self-rated as "Above Average" or "Top 10%" on ... Self-Understanding**  
*UCSB and National Freshmen*



**Figure 4f. % Who consider... Becoming a Community Leader "Essential" or "Very Important"**  
*UCSB and National Freshmen*

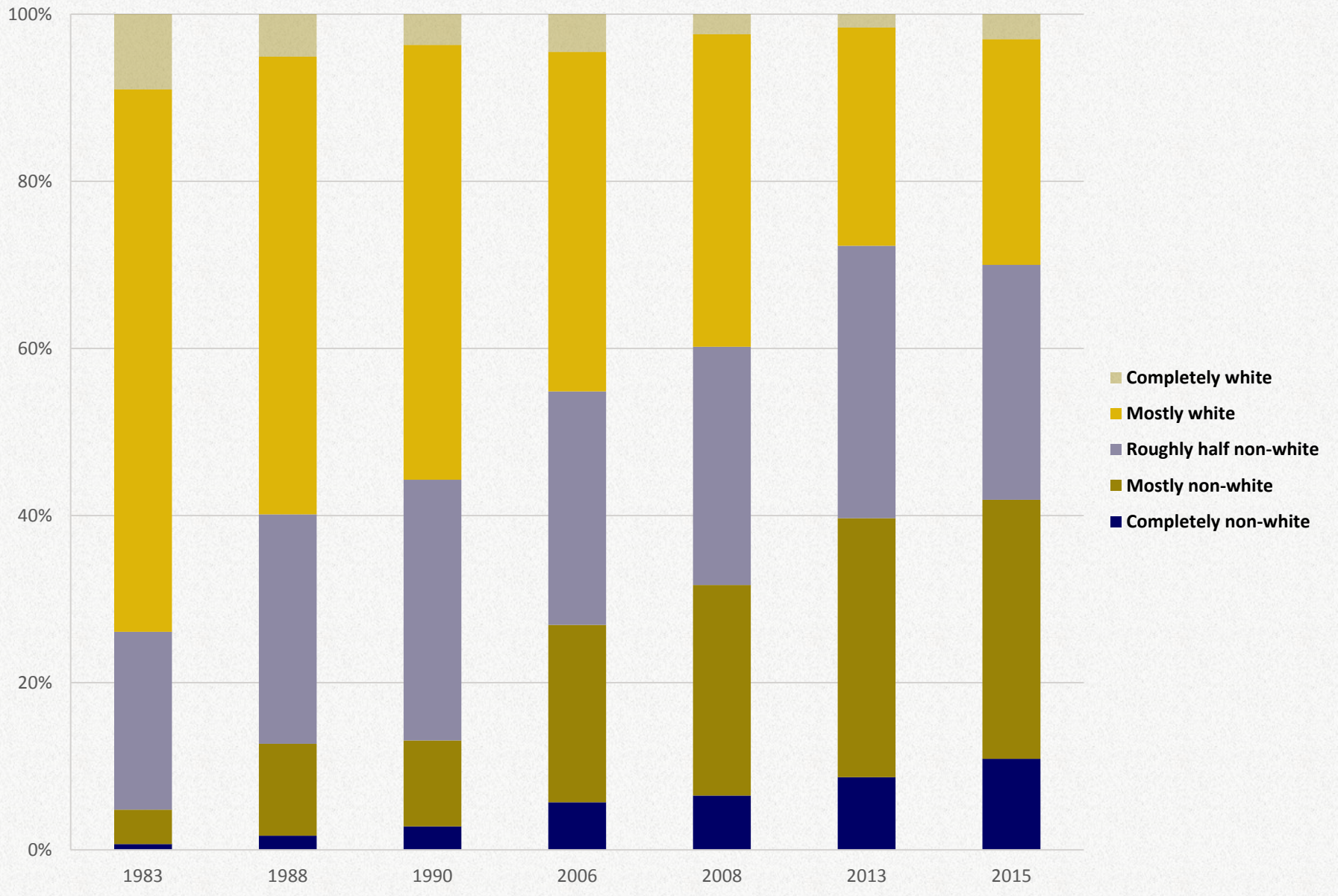


**Figure 4g. % Indicating chances are "Very Good" they will ... Participate in Student Government**  
*UCSB and National Freshmen*

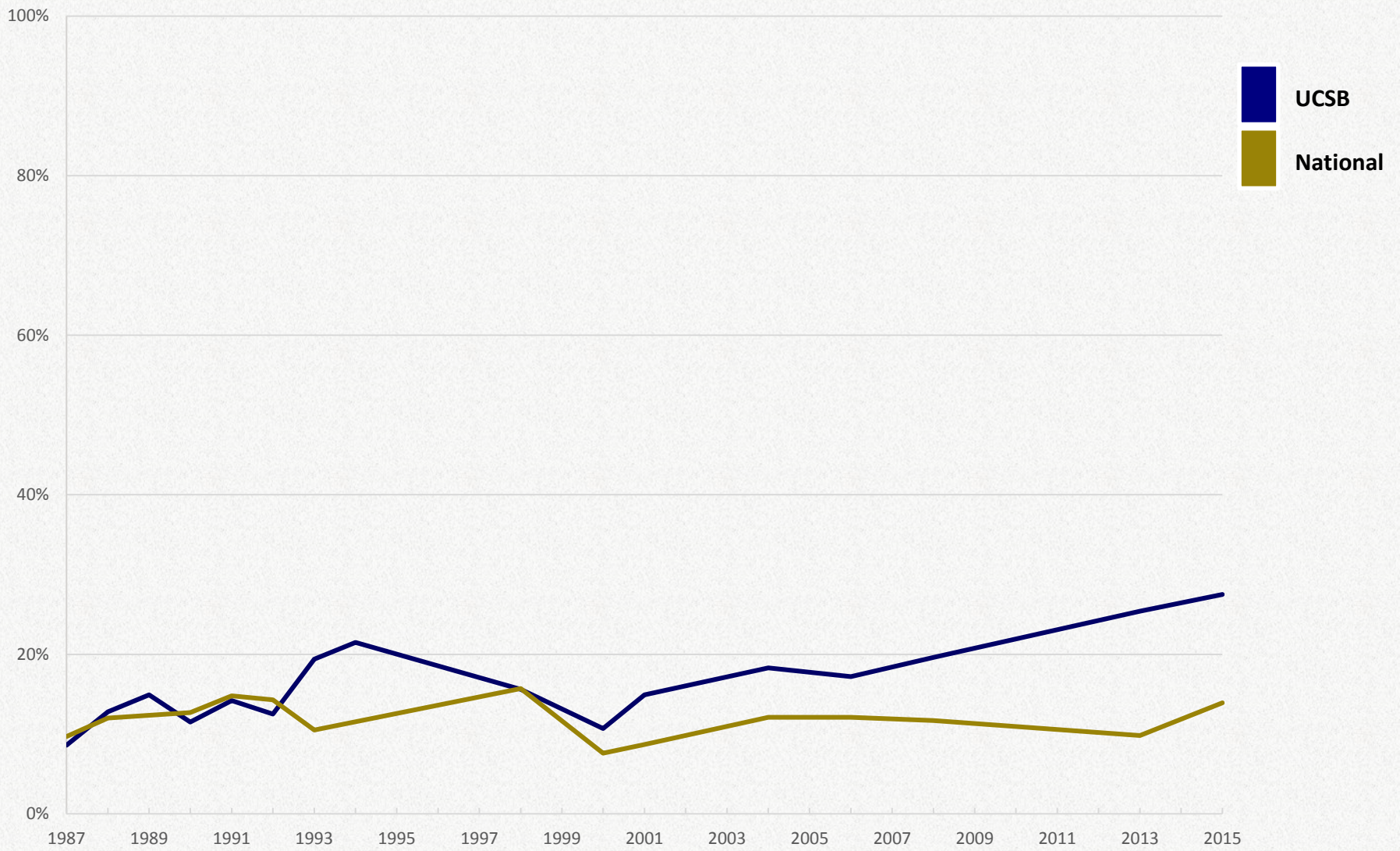


**Figure 5a. Racial composition of the high school last attended**

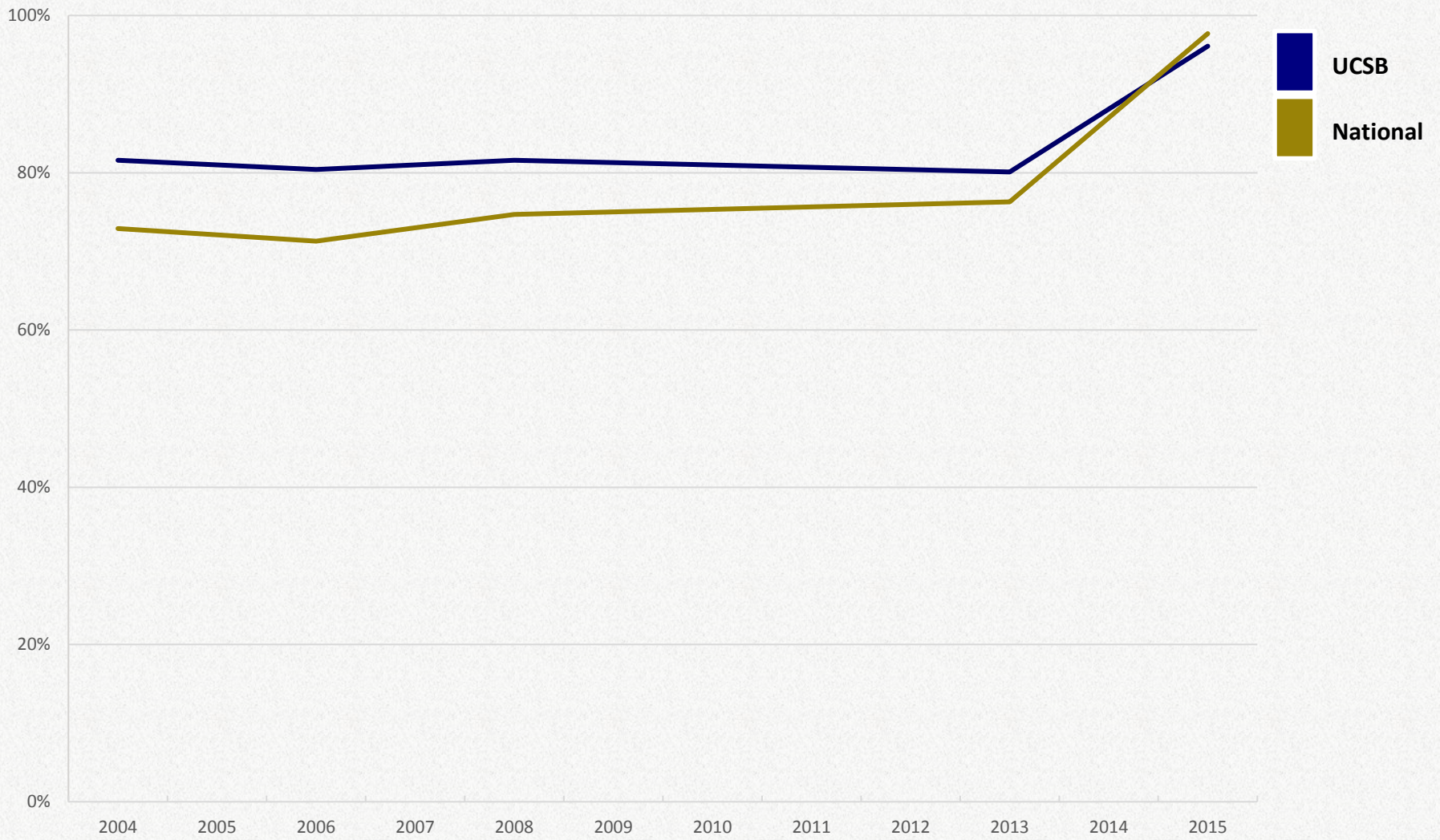
*UCSB Freshmen*



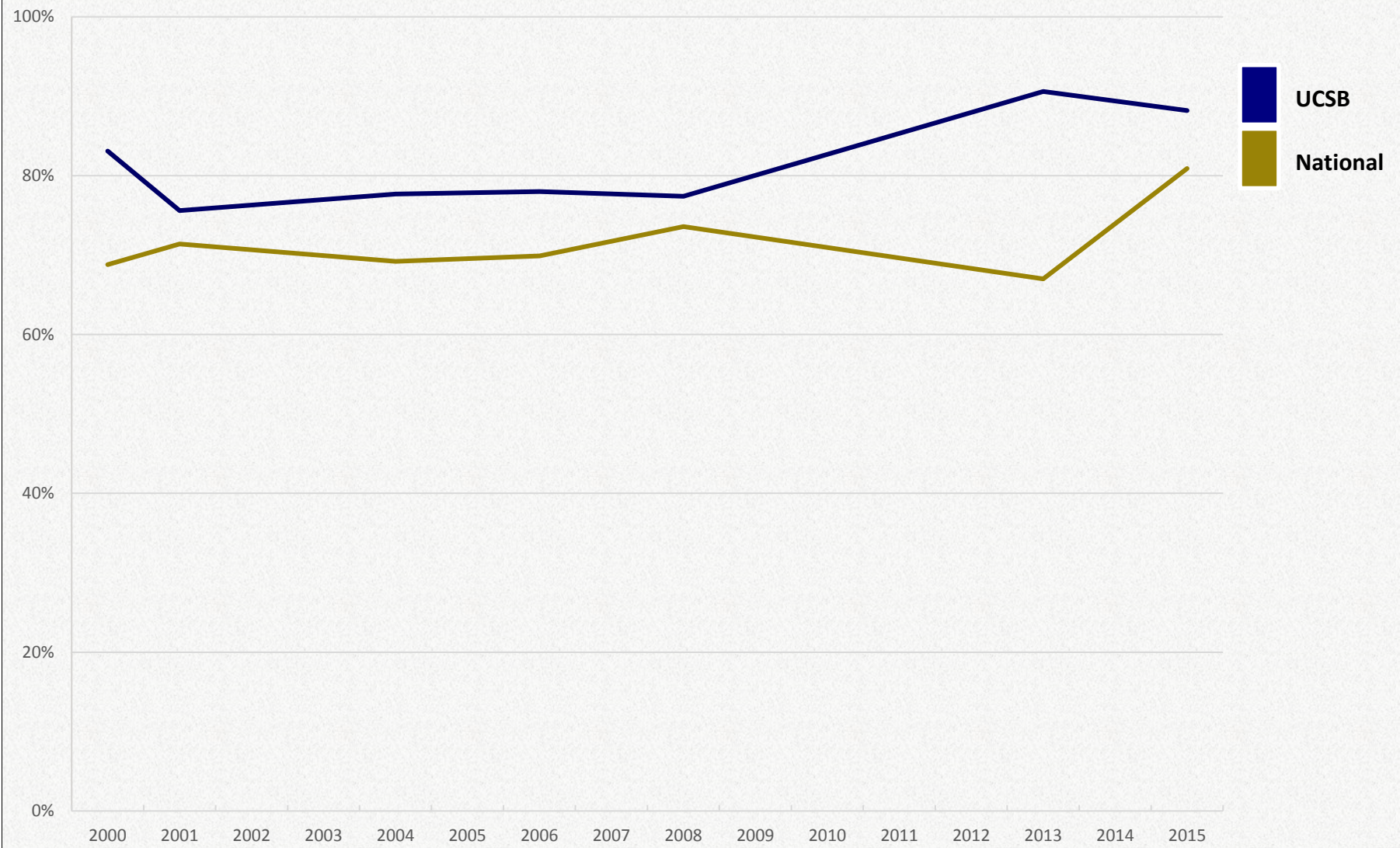
**Figure 5b. % Non-native English speakers**  
*UCSB and National freshmen*



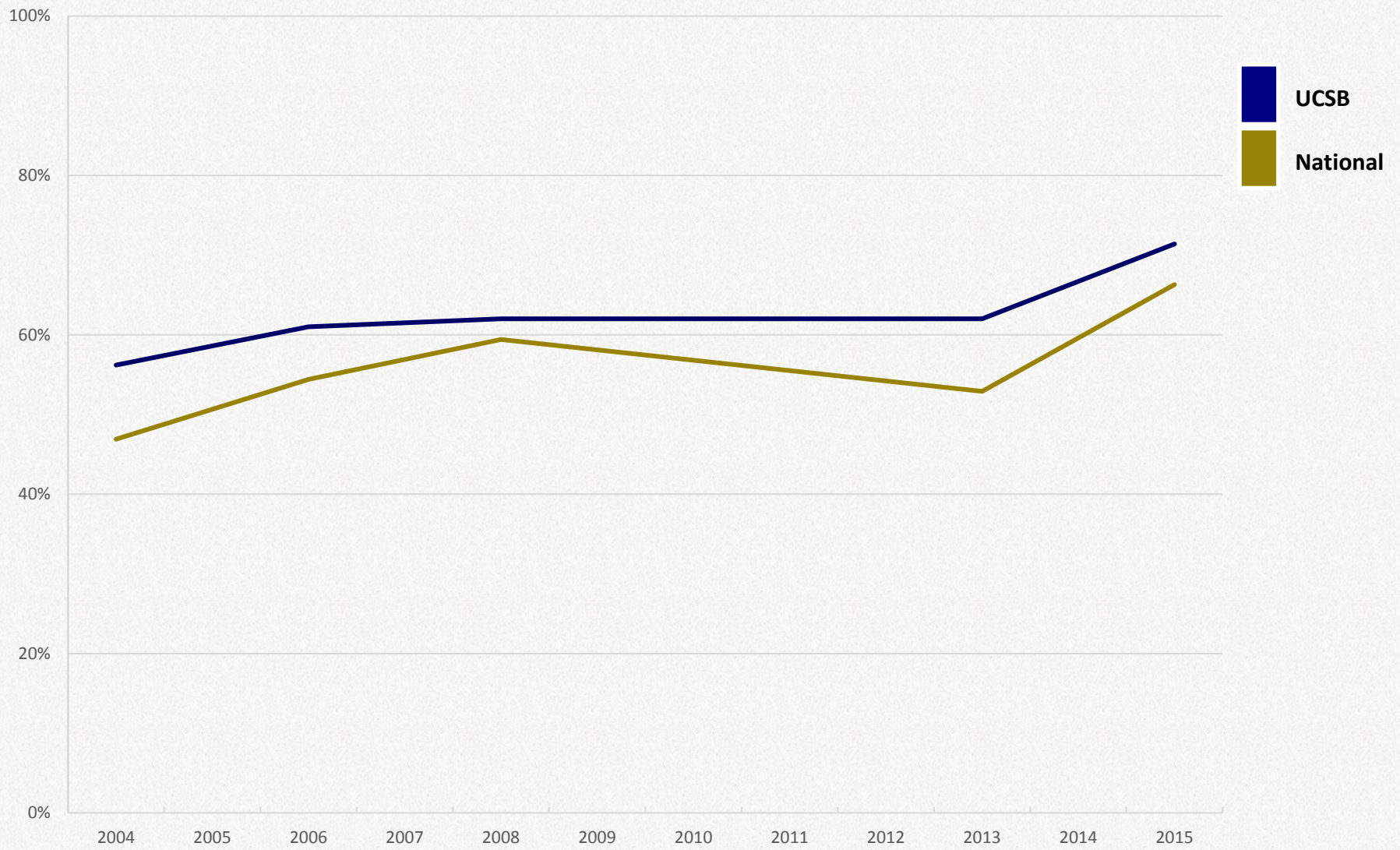
**Figure 5c. % "Frequently" or "Occasionally" in the past year ... Socialized With Someone of Another Racial/Ethnic Group**  
*UCSB and National Freshmen*



**Figure 5d. % Indicating chances are "Very Good" they WILL ... Socialize with Someone of Another Racial/Ethnic Group**  
*UCSB and National Freshmen*

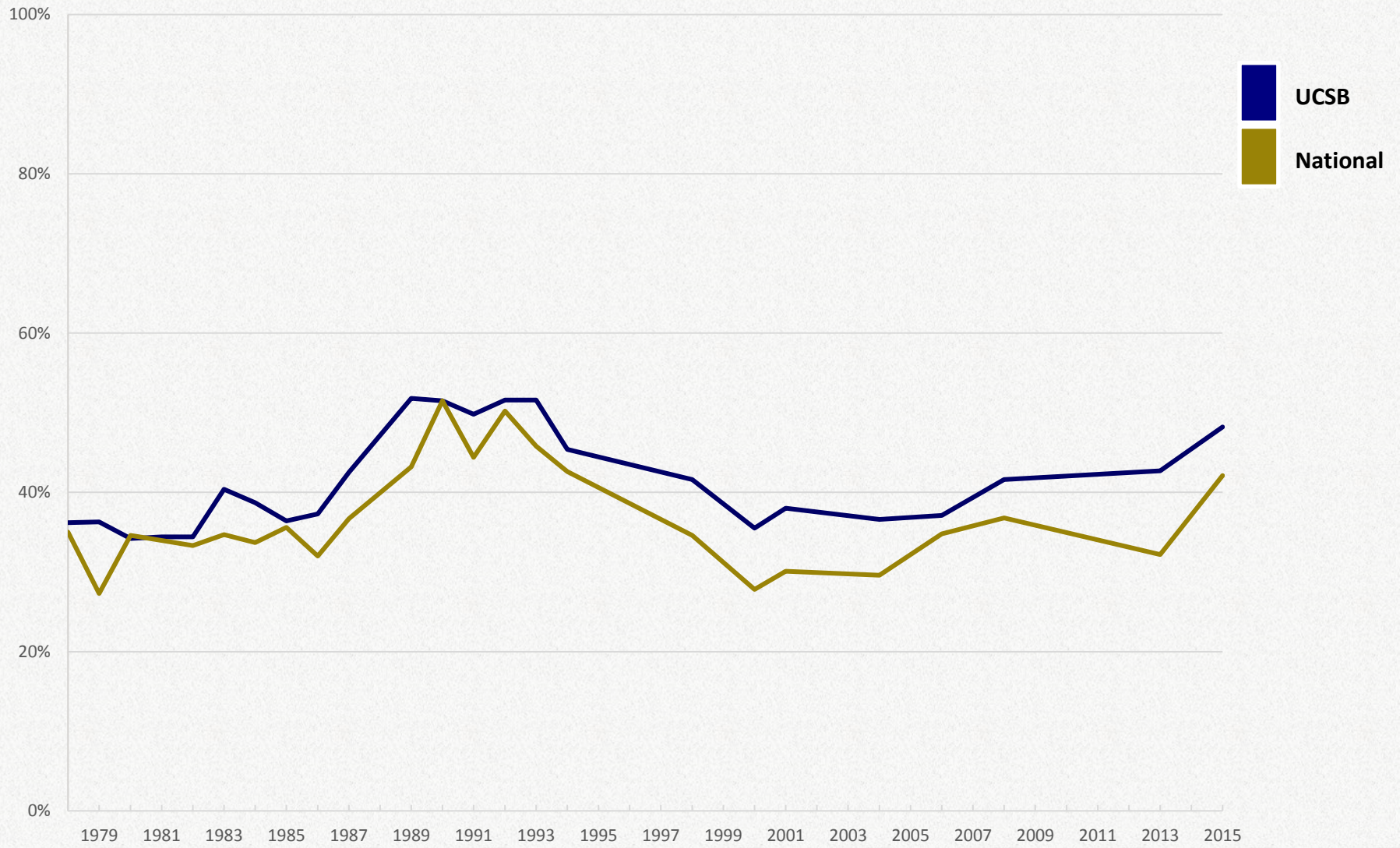


**Figure 5e. % Who consider ... Improving Their Understanding of Other Countries/Cultures  
to be an "Essential" or "Very Important" goal  
*UCSB and National Freshmen***

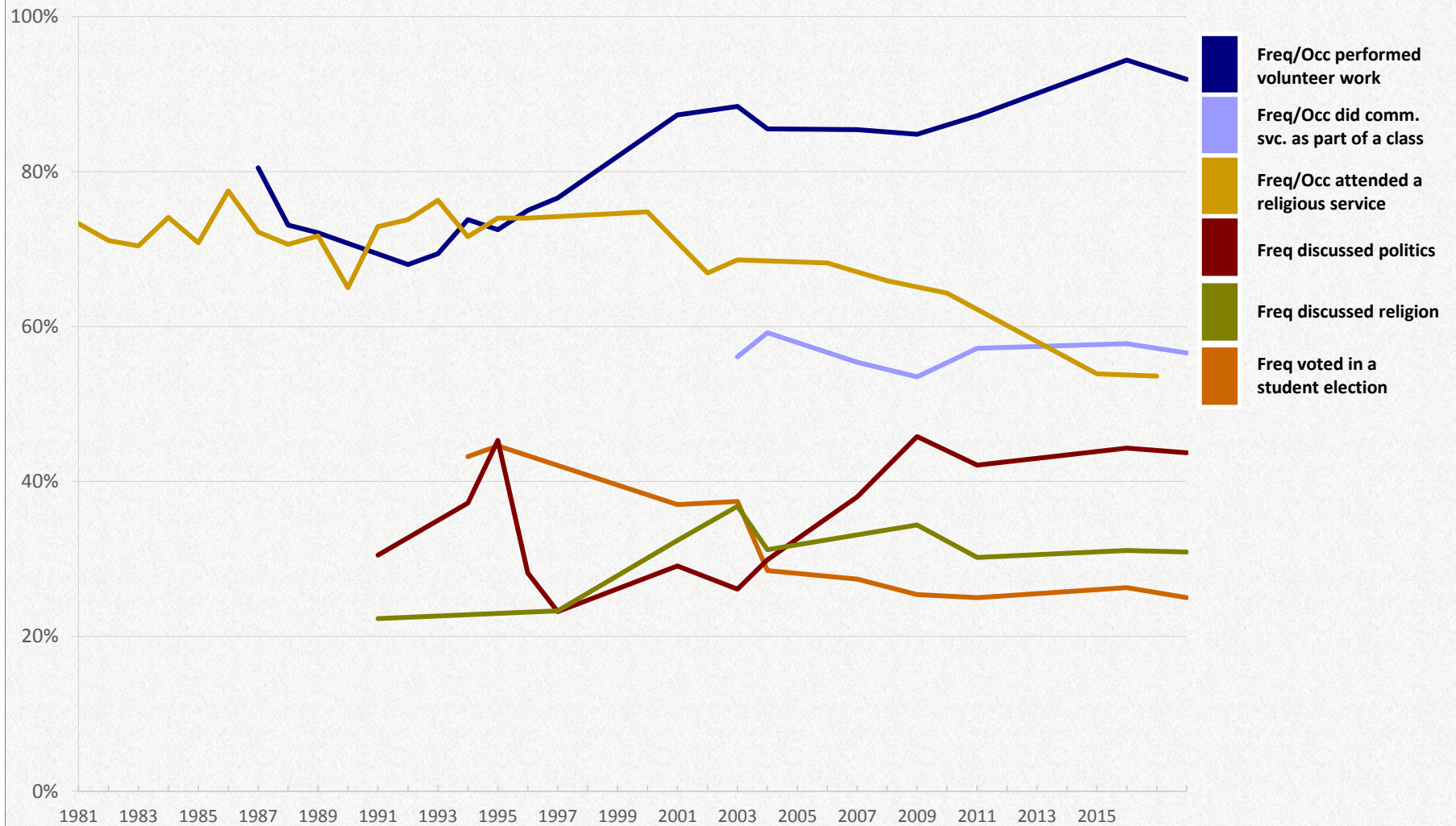




**Figure 5f. % Who consider... Promoting Racial Understanding to be an "Essential" or "Very Important" goal**  
*UCSB and National Freshmen*



**Figure 6a. % Who engaged in the following activities in the past year...**  
*UCSB Freshmen*



**Figure 6b. % "Frequently" or "Occasionally" in the past year ... Performed Volunteer Work**  
*UCSB and National Freshmen*

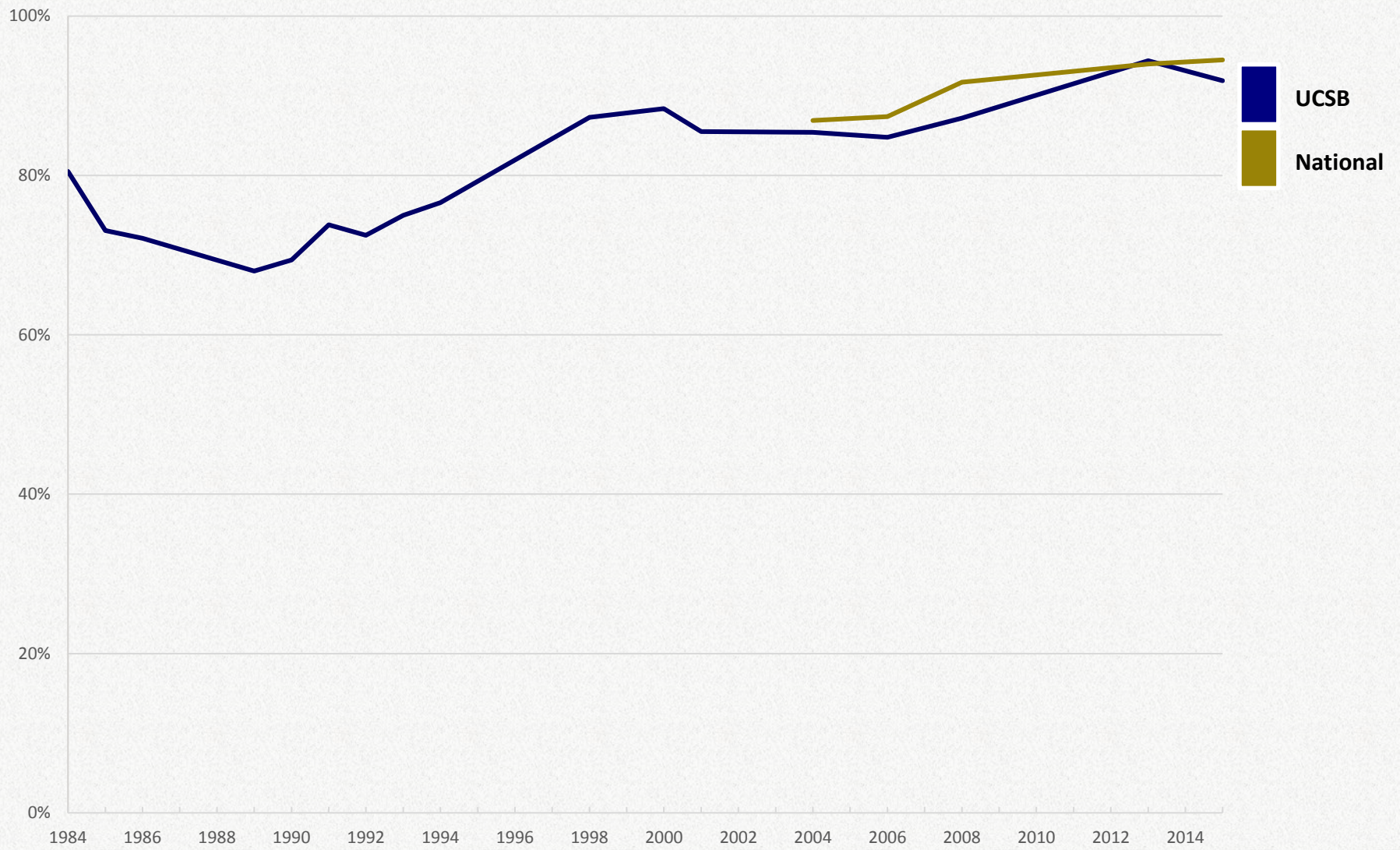
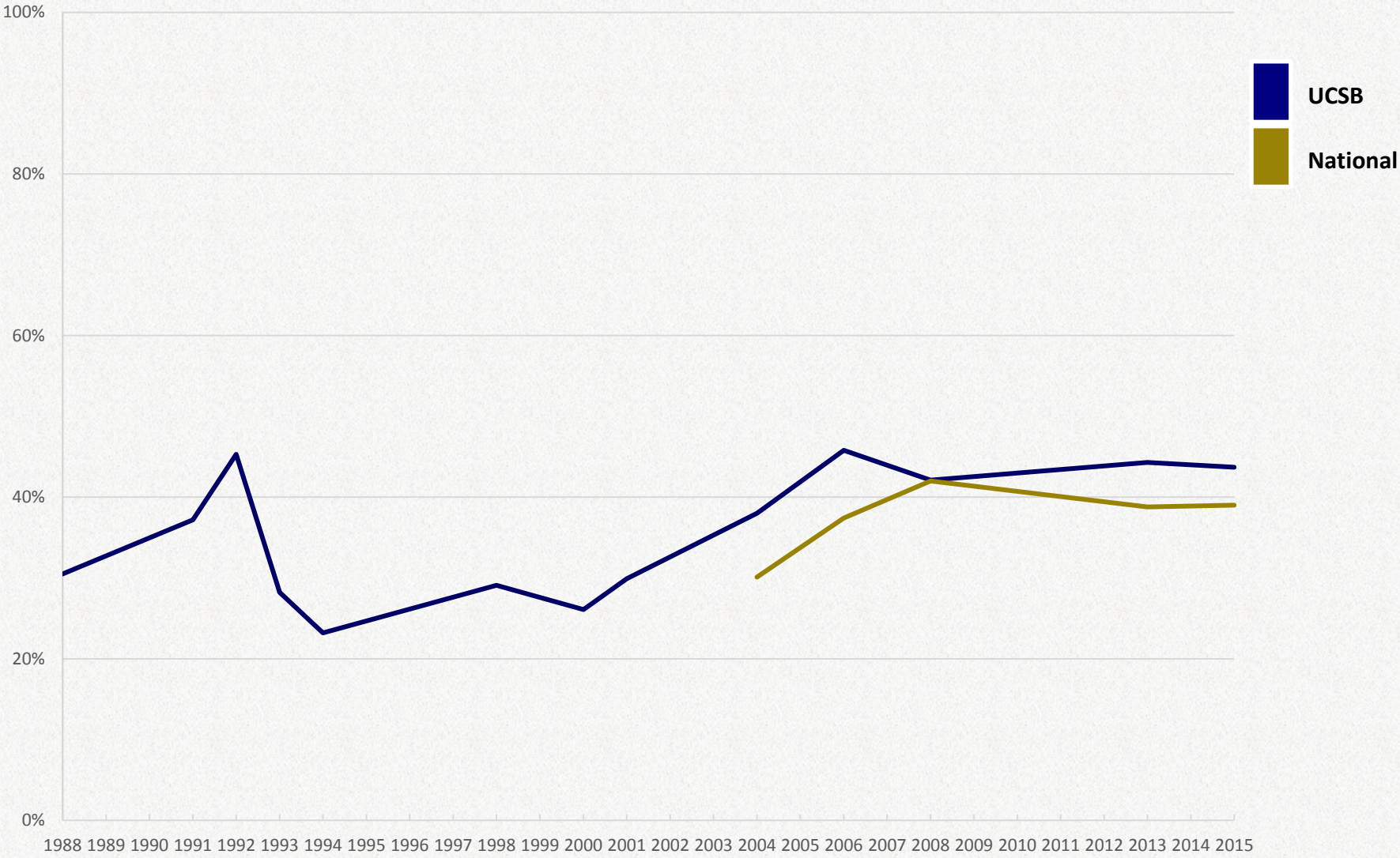
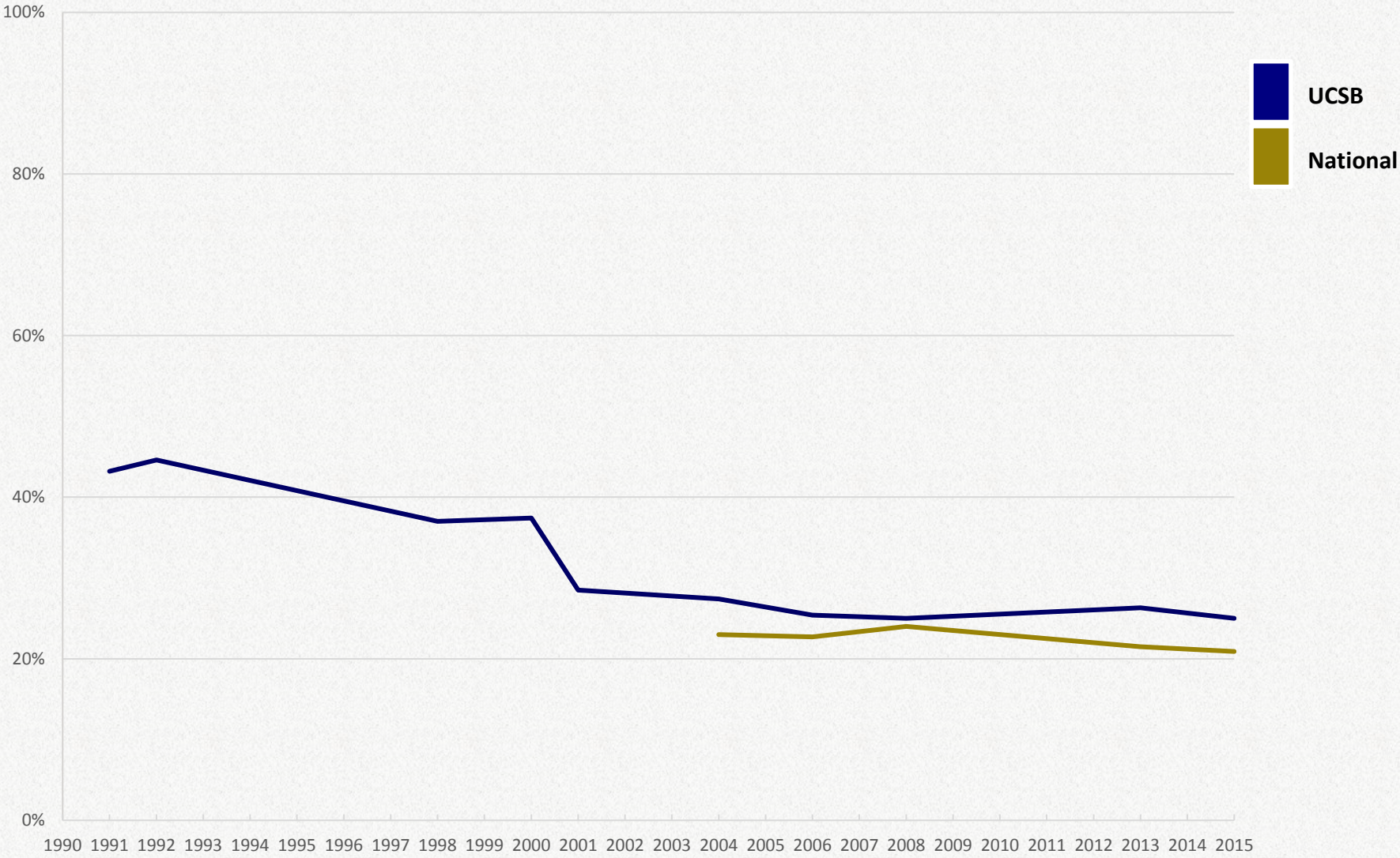


Figure 6c. % "Frequently" in the past year ... Discussed Politics  
*UCSB and National Freshmen*

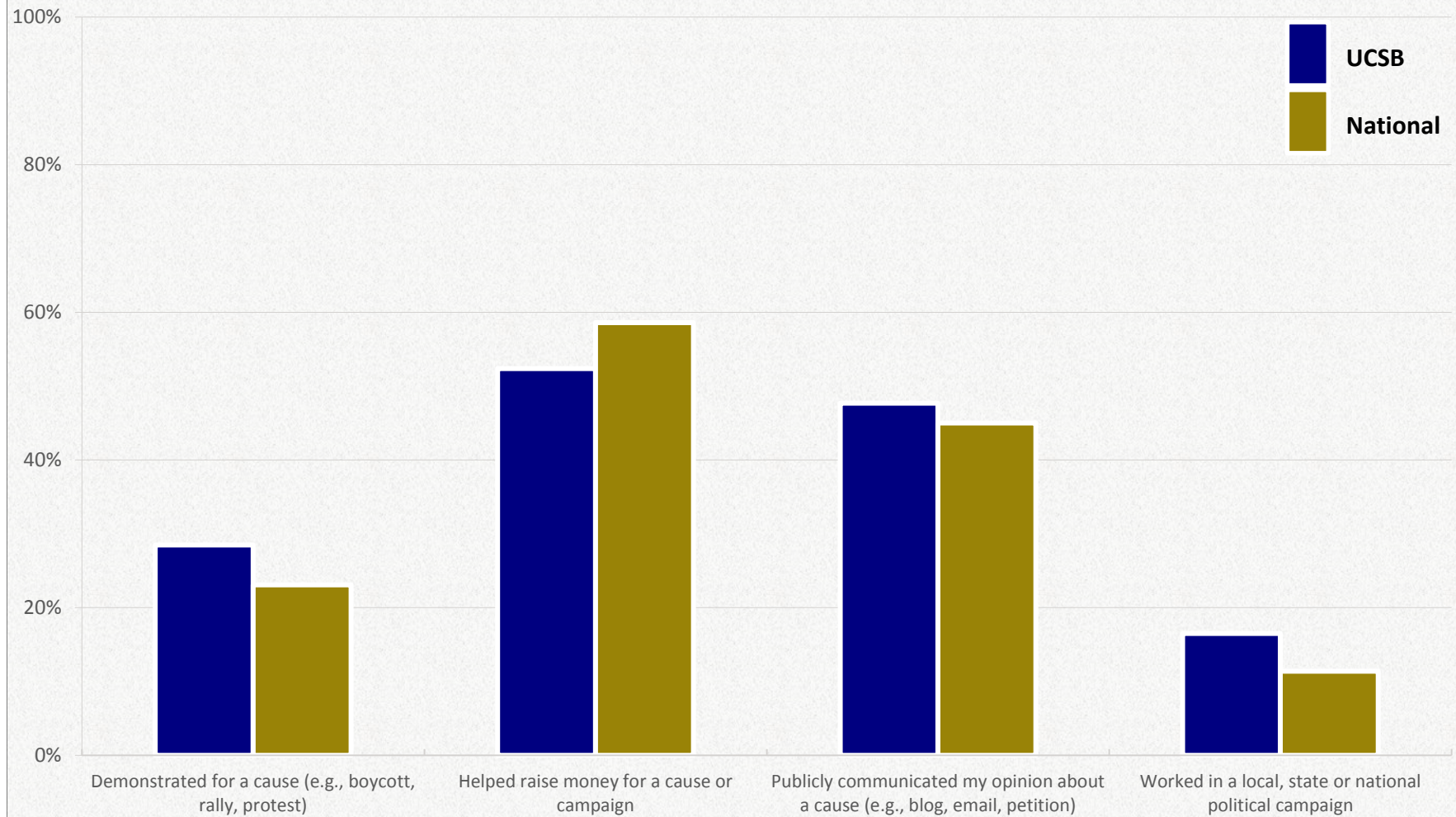


**Figure 6d. % "Frequently" ... Voted in a Student Election**  
*UCSB and National Freshmen*

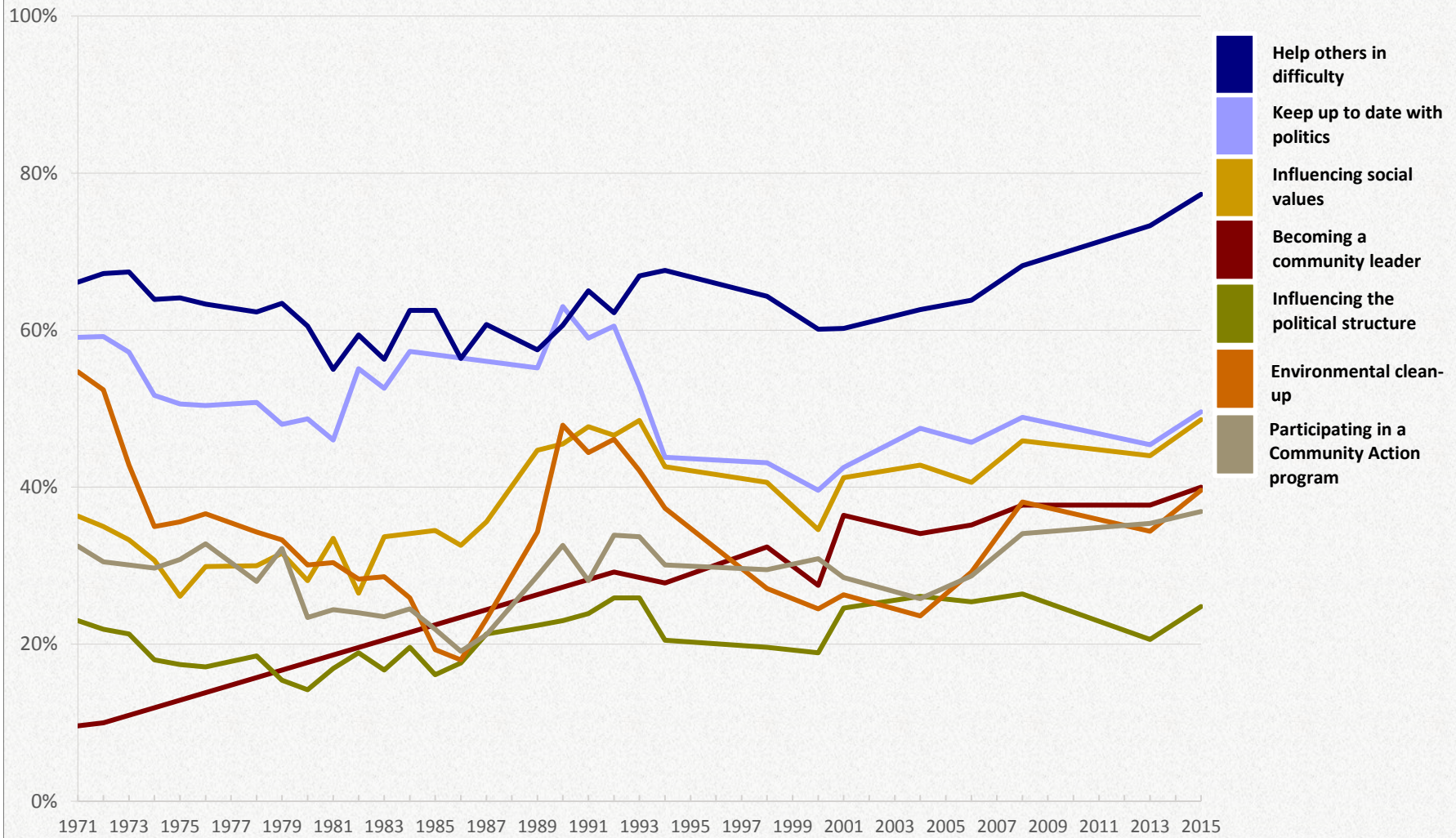


**Figure 6e. % Who engaged "Frequently" or "Occasionally" in the following activities in the past year...**

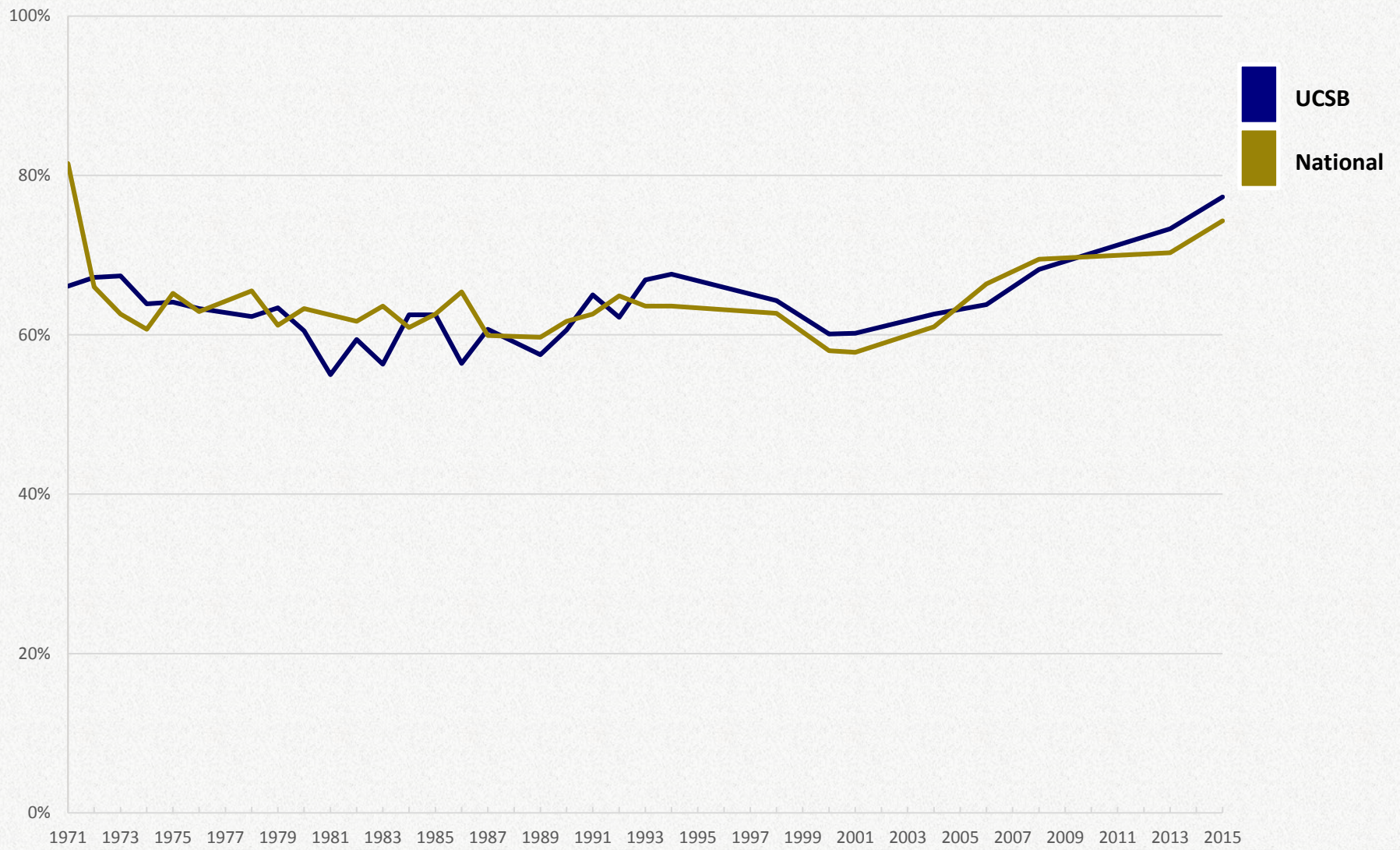
*UCSB and National Freshmen - 2015*



**Figure 6f. % Who consider the following objectives "Essential" or "Very Important"...**  
*UCSB Freshmen*

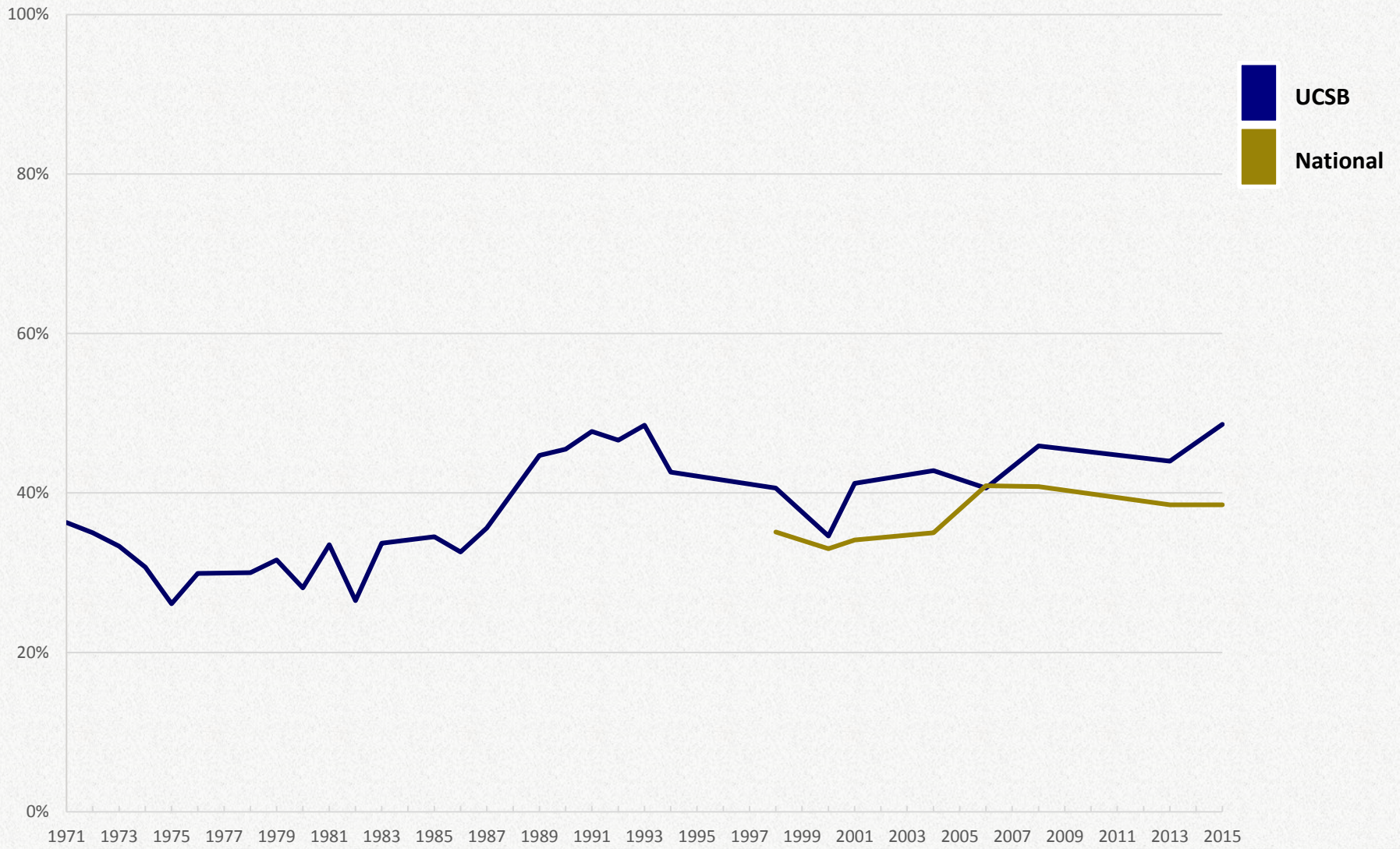


**Figure 6g. % Who consider... Helping Others in Difficulty "Essential" or "Very Important"**  
*UCSB and National Freshmen*

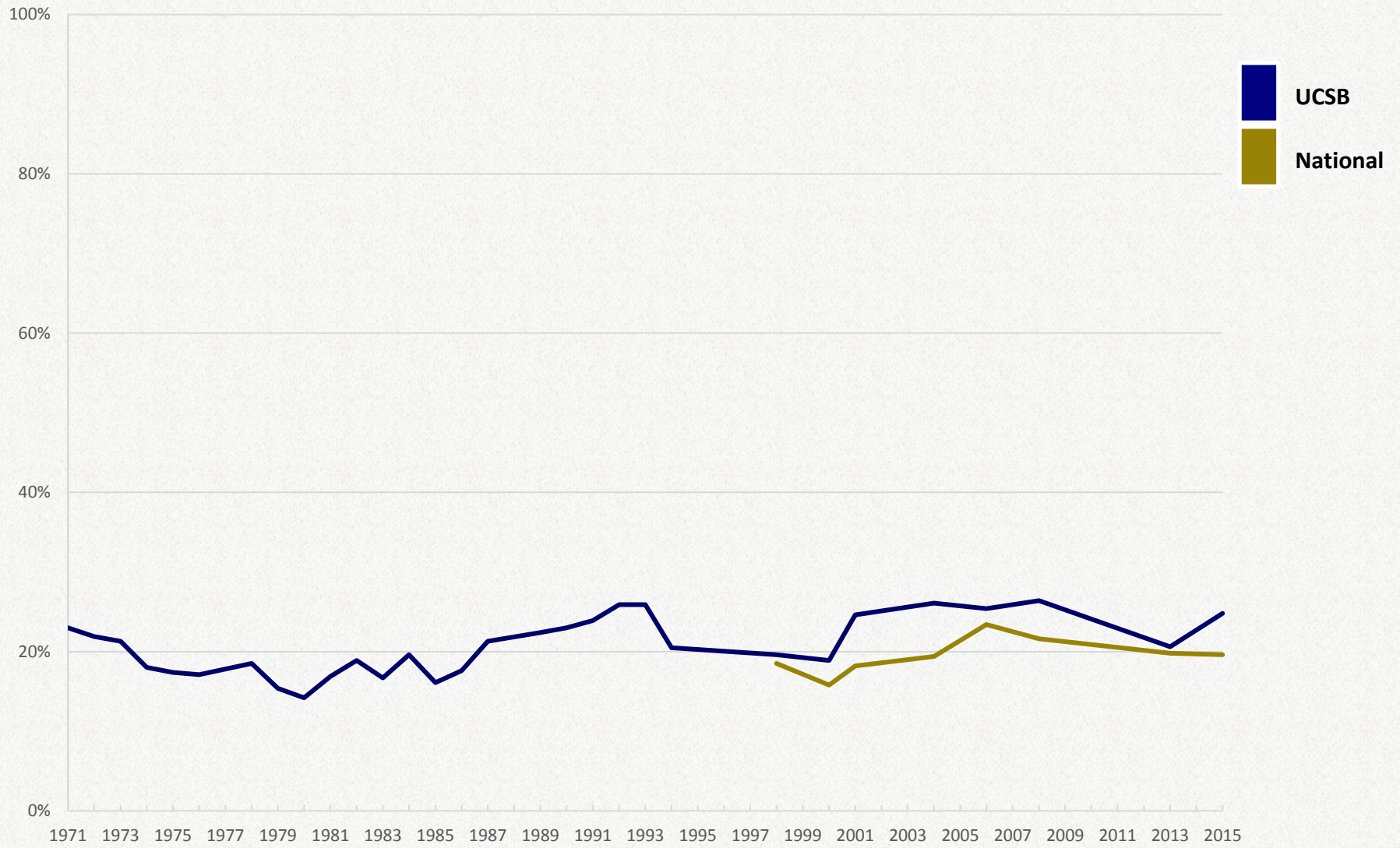




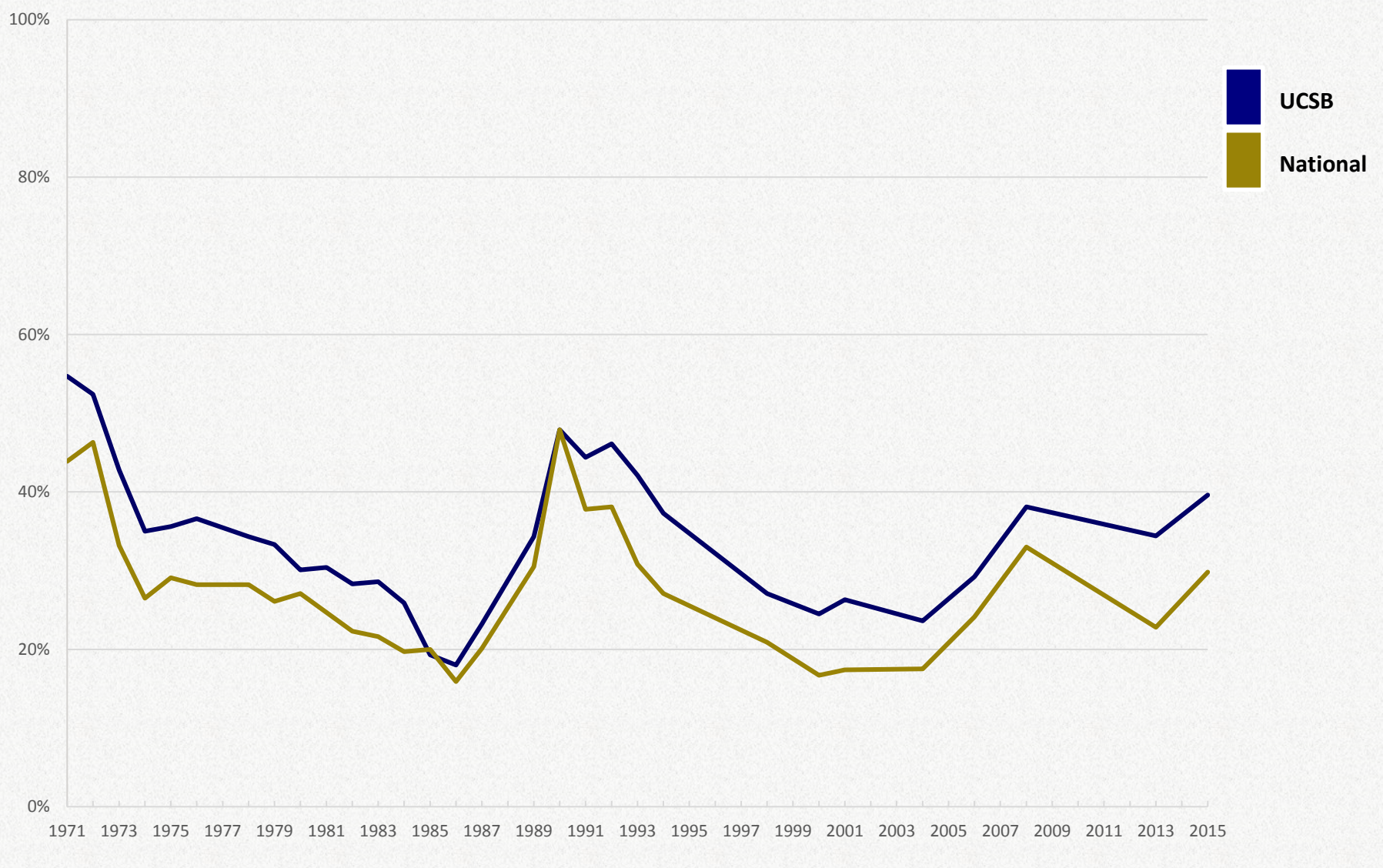
**Figure 6h. % Who consider... Influencing Social Values "Essential" or "Very Important"**  
*UCSB and National Freshmen*



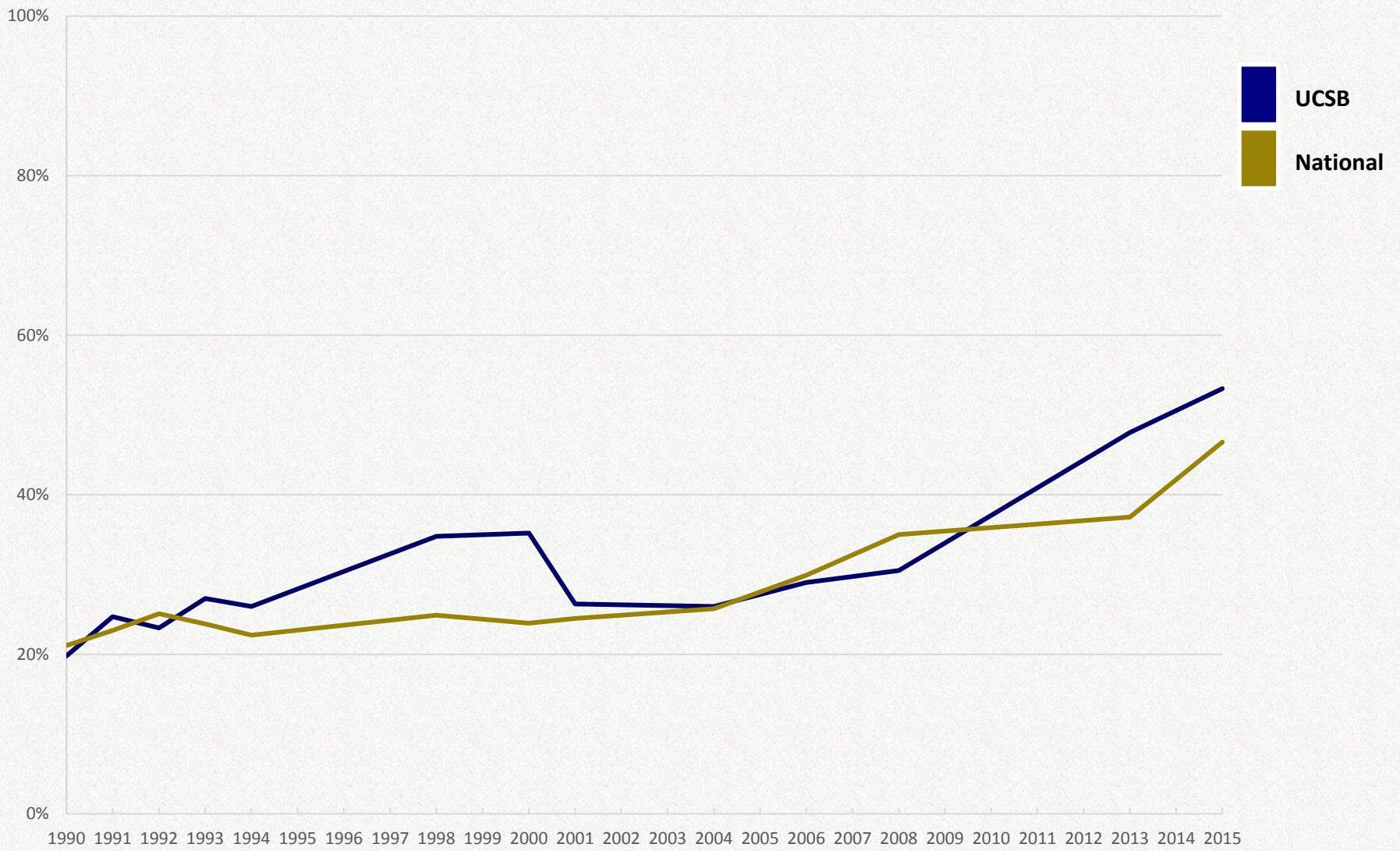
**Figure 6i. % Who consider... Influencing the Political Structure "Essential" or "Very Important"**  
*UCSB and National Freshmen*



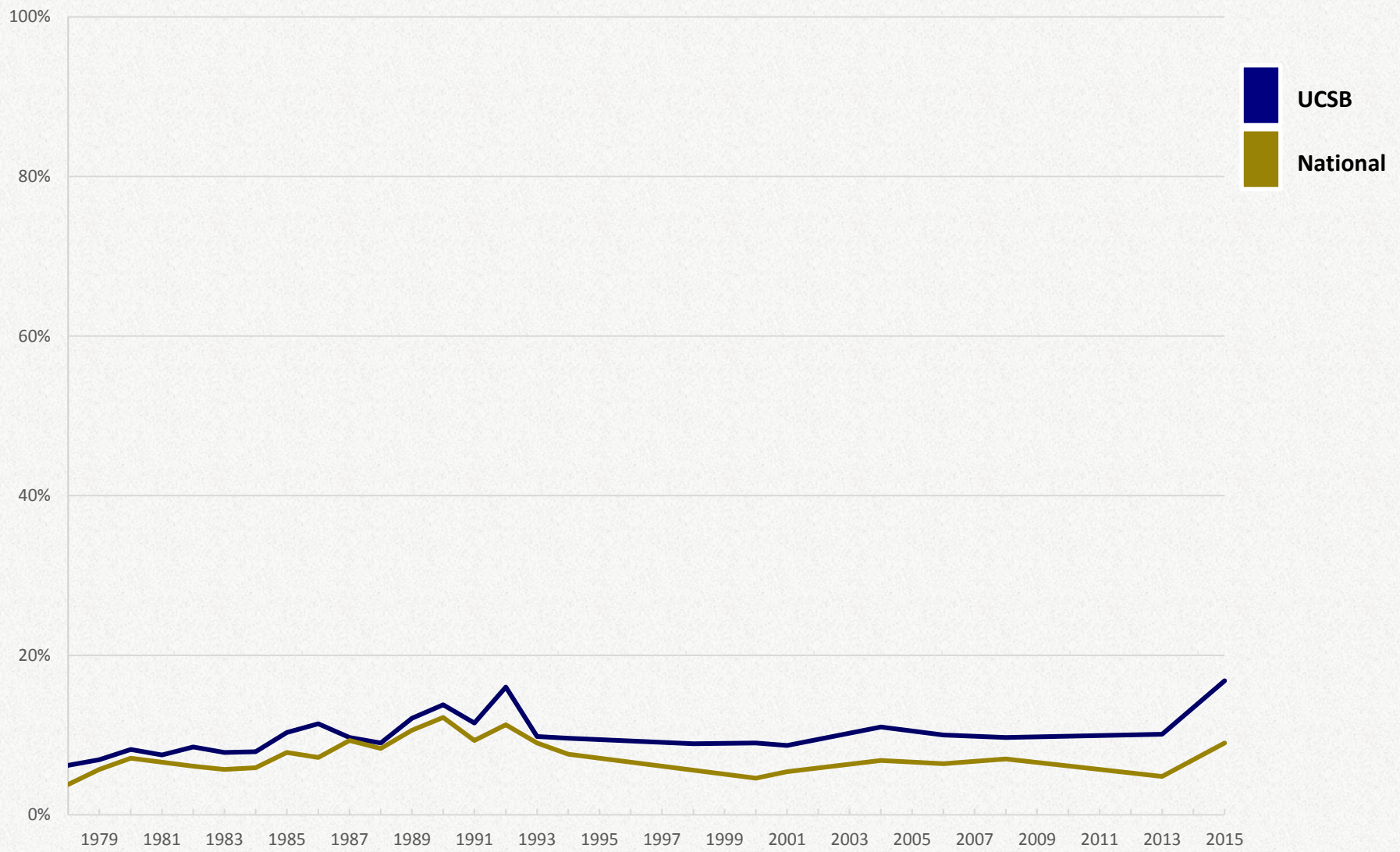
**Figure 6j. % Who consider ... Being Involved In Environmental Cleanup "Essential" or "Very Important"**  
*UCSB and National Freshmen*



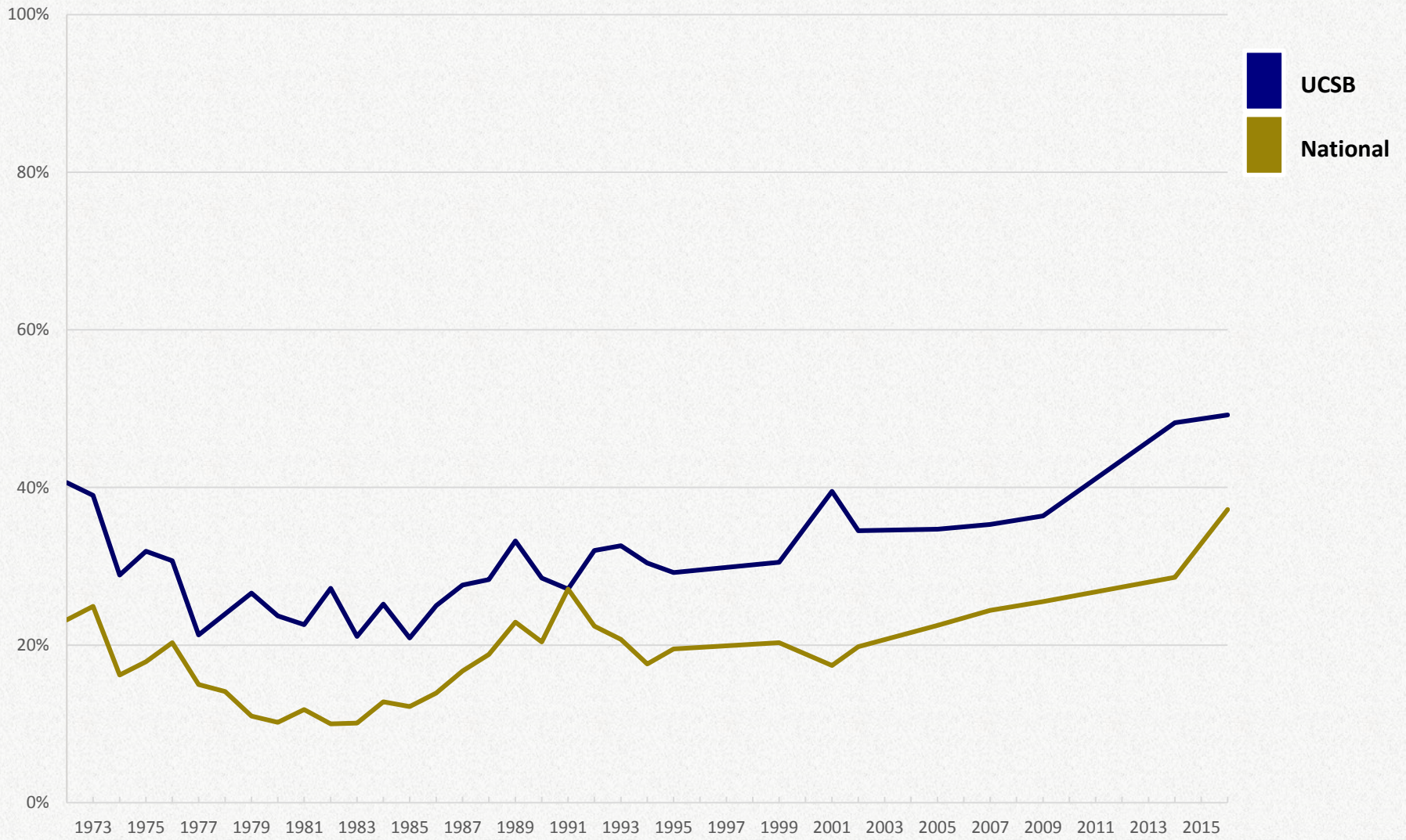
**Figure 6k. % Indicating chances are "Very Good" they will ... Participate in Volunteer or Community Service Work**  
*UCSB and National Freshmen*



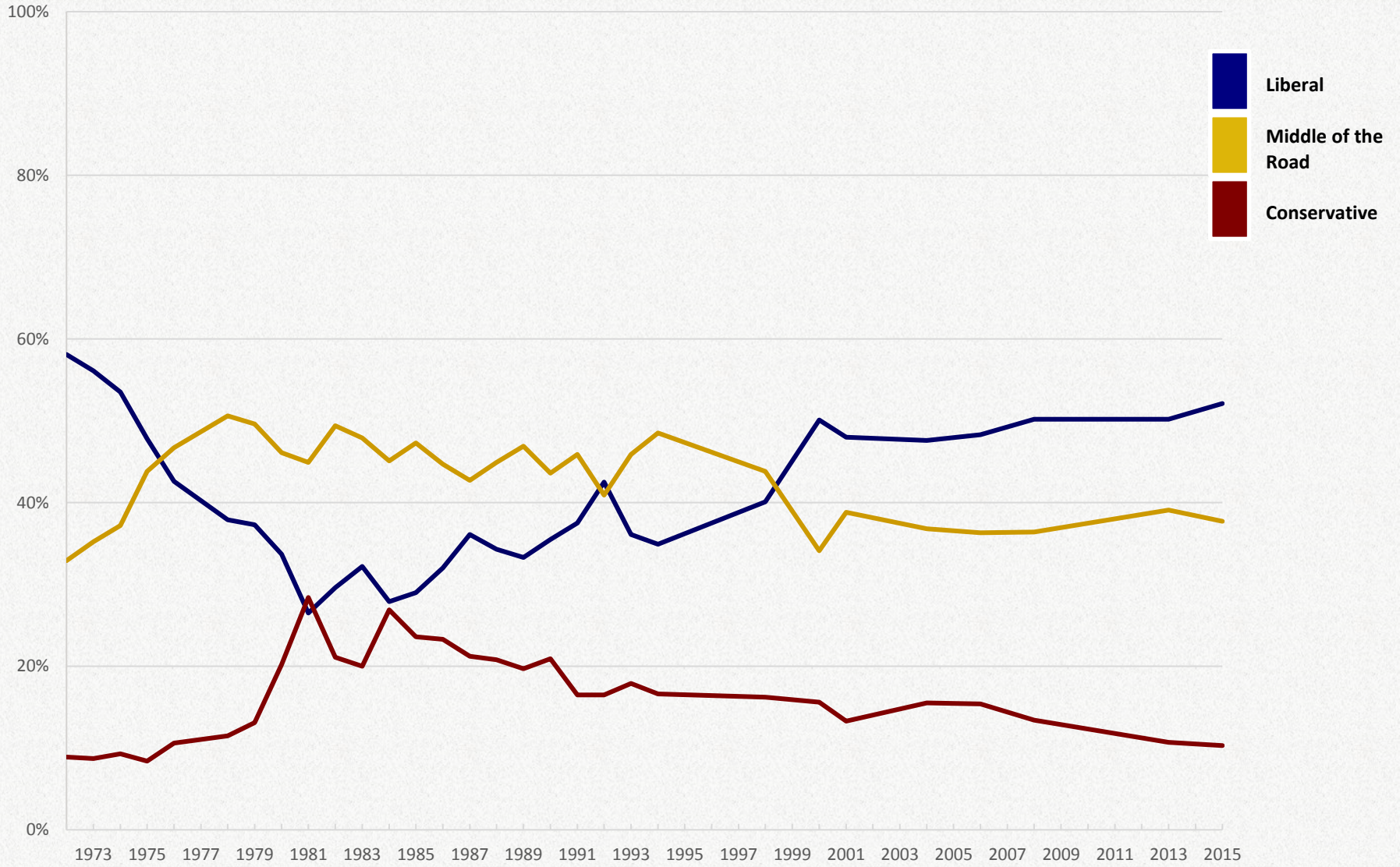
**Figure 6I. % Indicating chances are "Very Good" they will ... Participate in Student Protests  
or Demonstrations**  
*UCSB and National Freshmen*



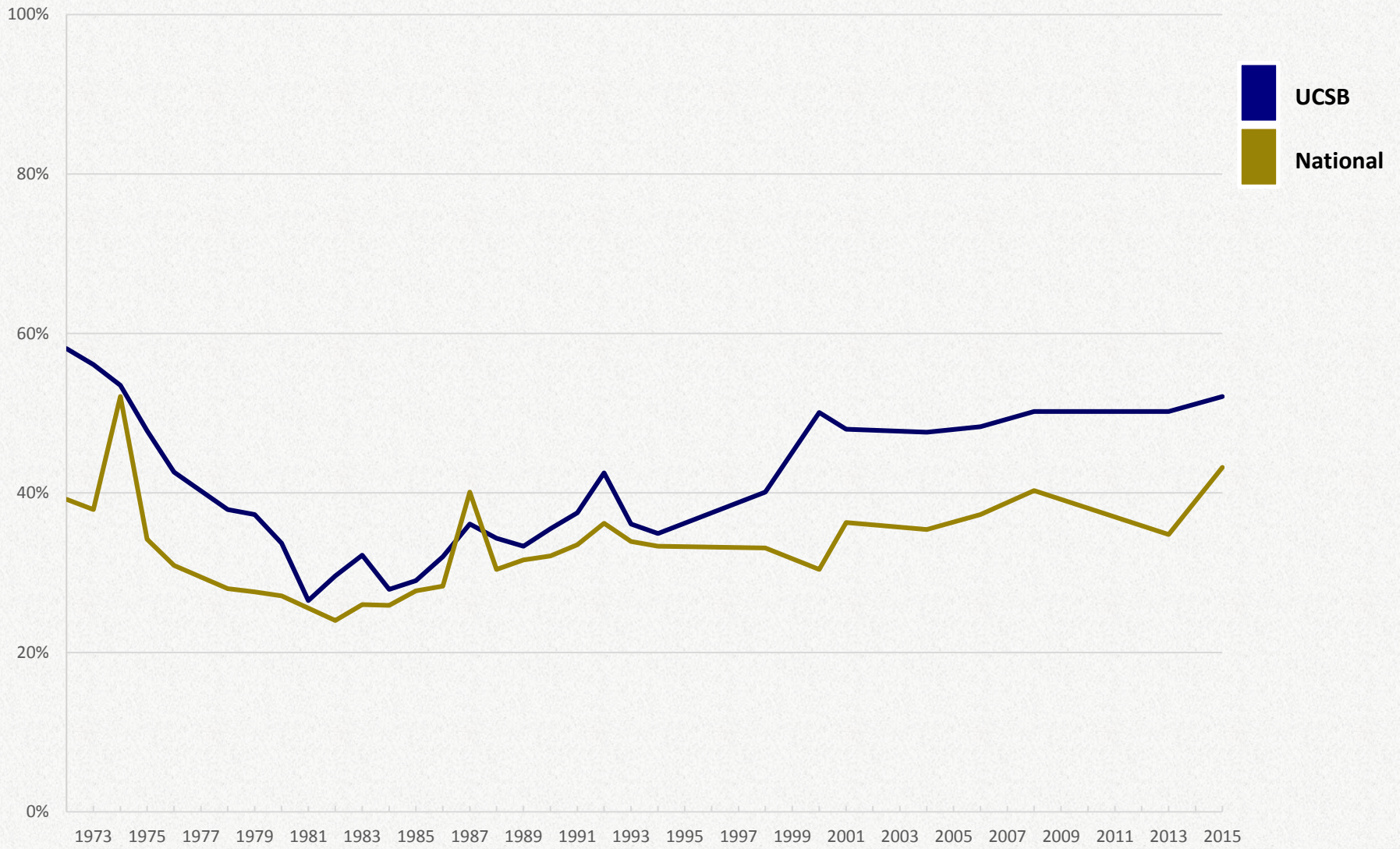
**Figure 6m. % Who do not self-identify with a religion**  
*UCSB and National freshmen*



**Figure 7a. Political Orientation**  
*UCSB Freshmen*



**Figure 7b. % "Liberal / Far Left" Political Orientation**  
*UCSB and National freshmen*





**Figure 7c. % Who agree with the following ...**  
***UCSB Freshmen***

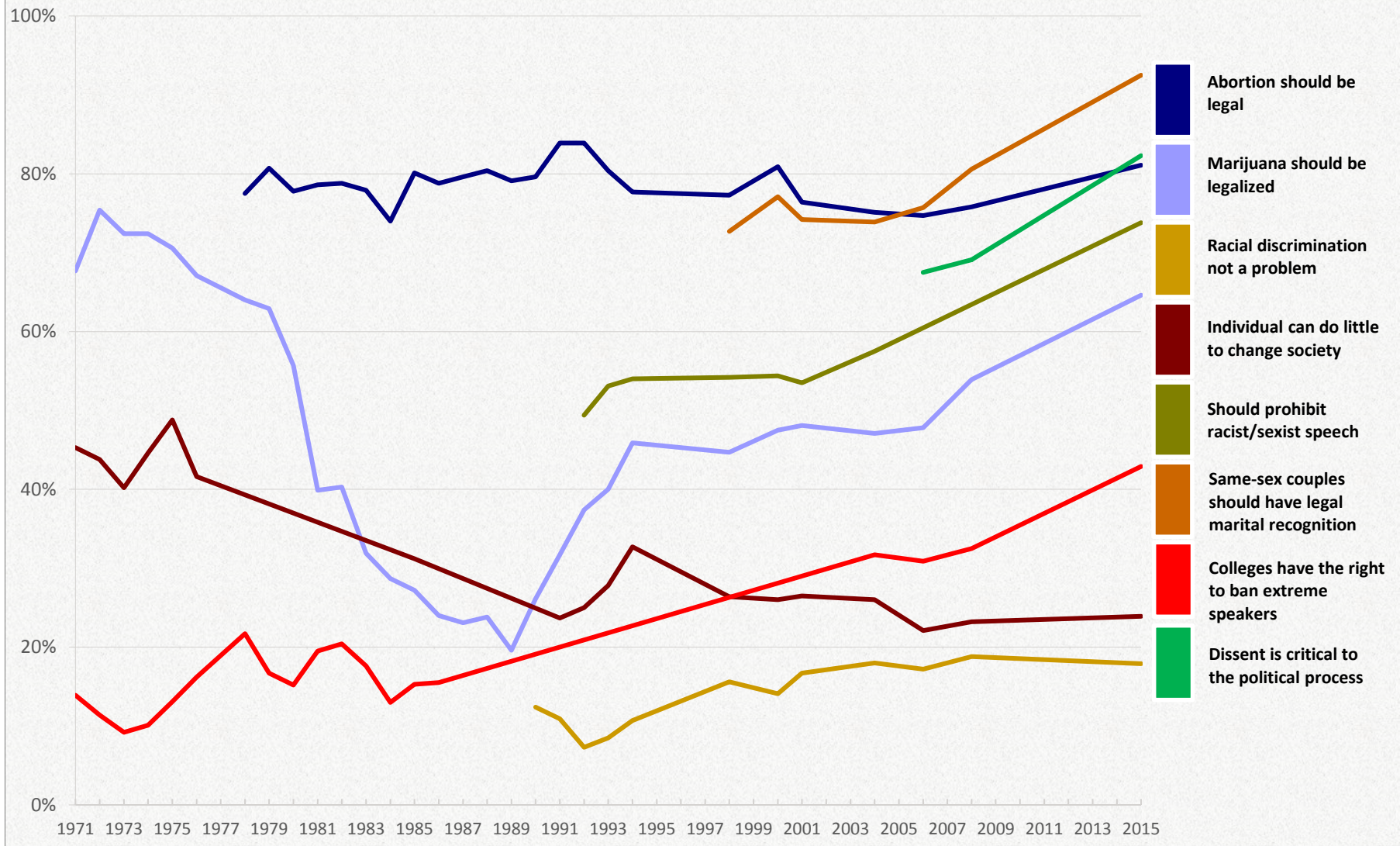


Figure 7d. % Who agree that ... Abortion should be legal  
*UCSB and National Freshmen*

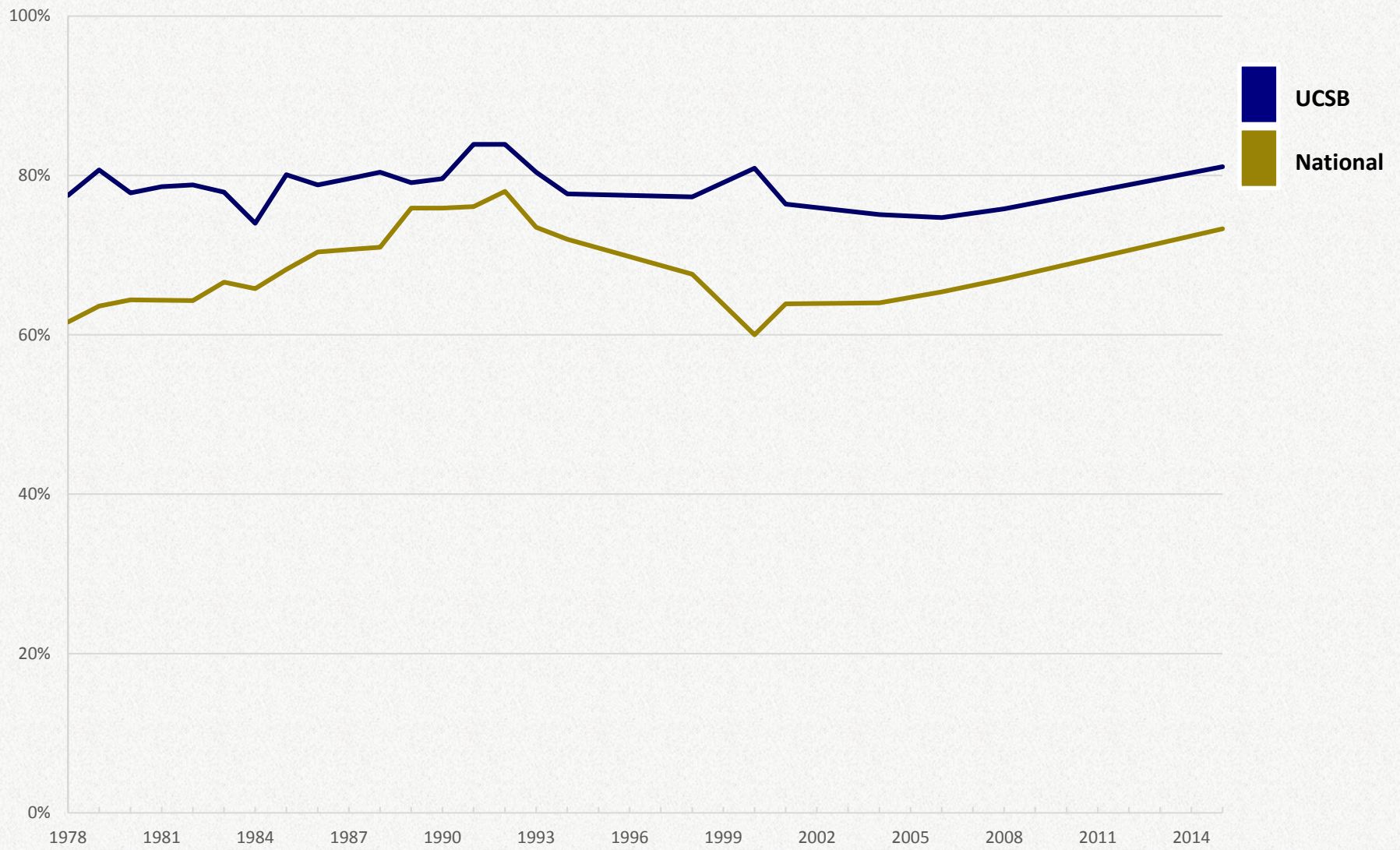
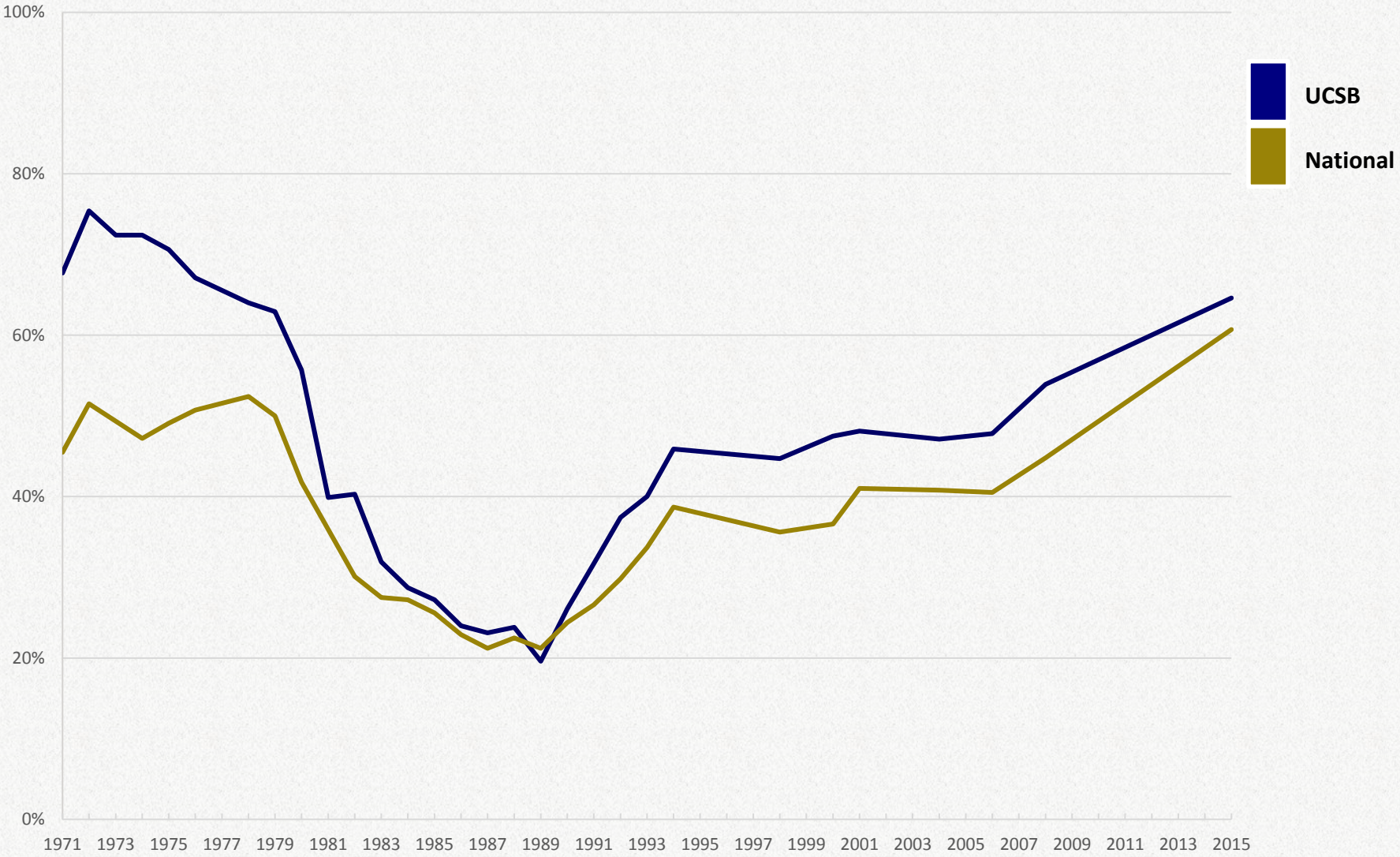
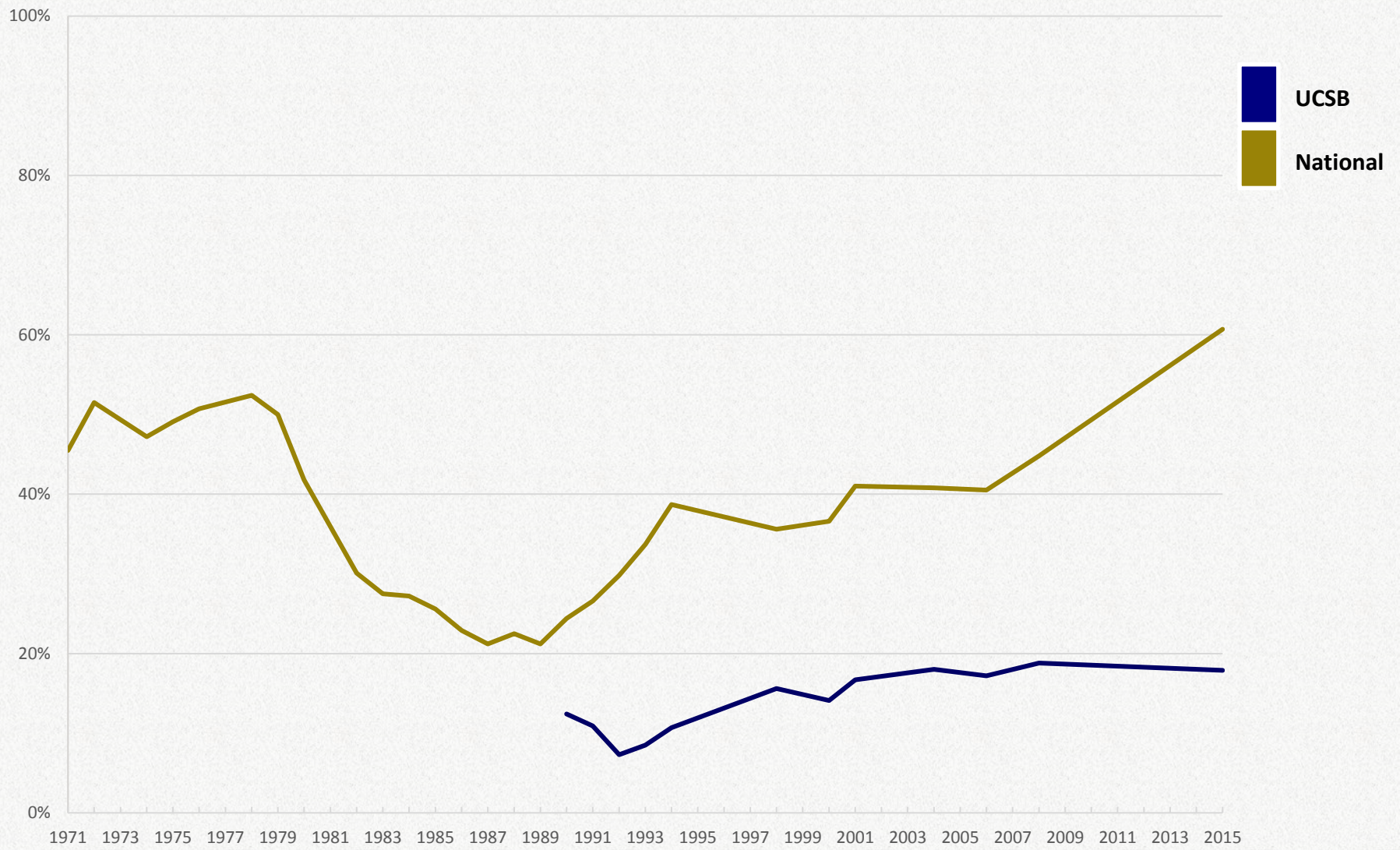


Figure 7e. % Who agree that ... Marijuana should be legalized  
*UCSB and National Freshmen*



**Figure 7f. % Who agree that ... Racial discrimination is no longer a problem**  
*UCSB and National Freshmen*



**Figure 7g. % Who agree that ... Individual can do little to change society**  
*UCSB and National Freshmen*

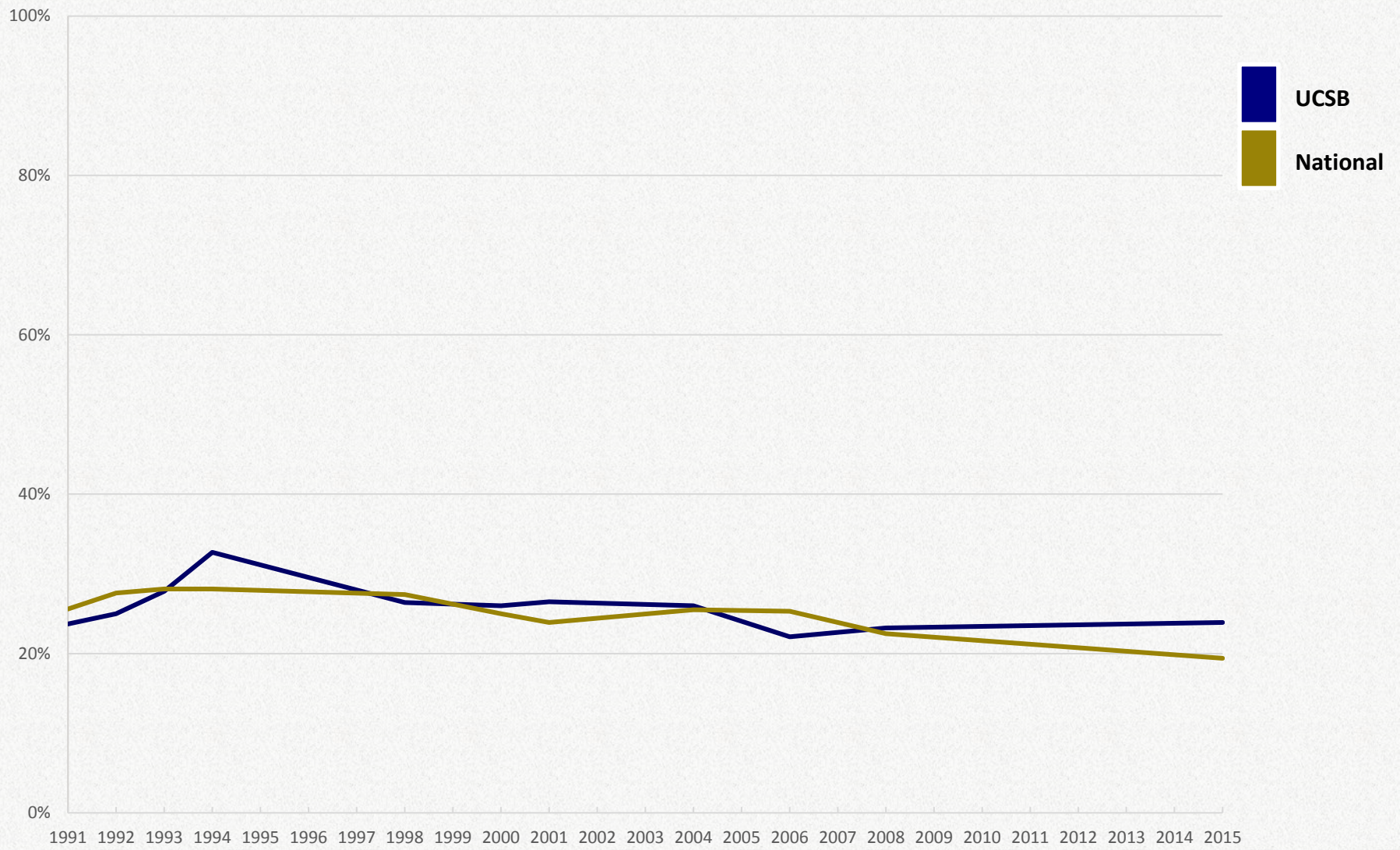
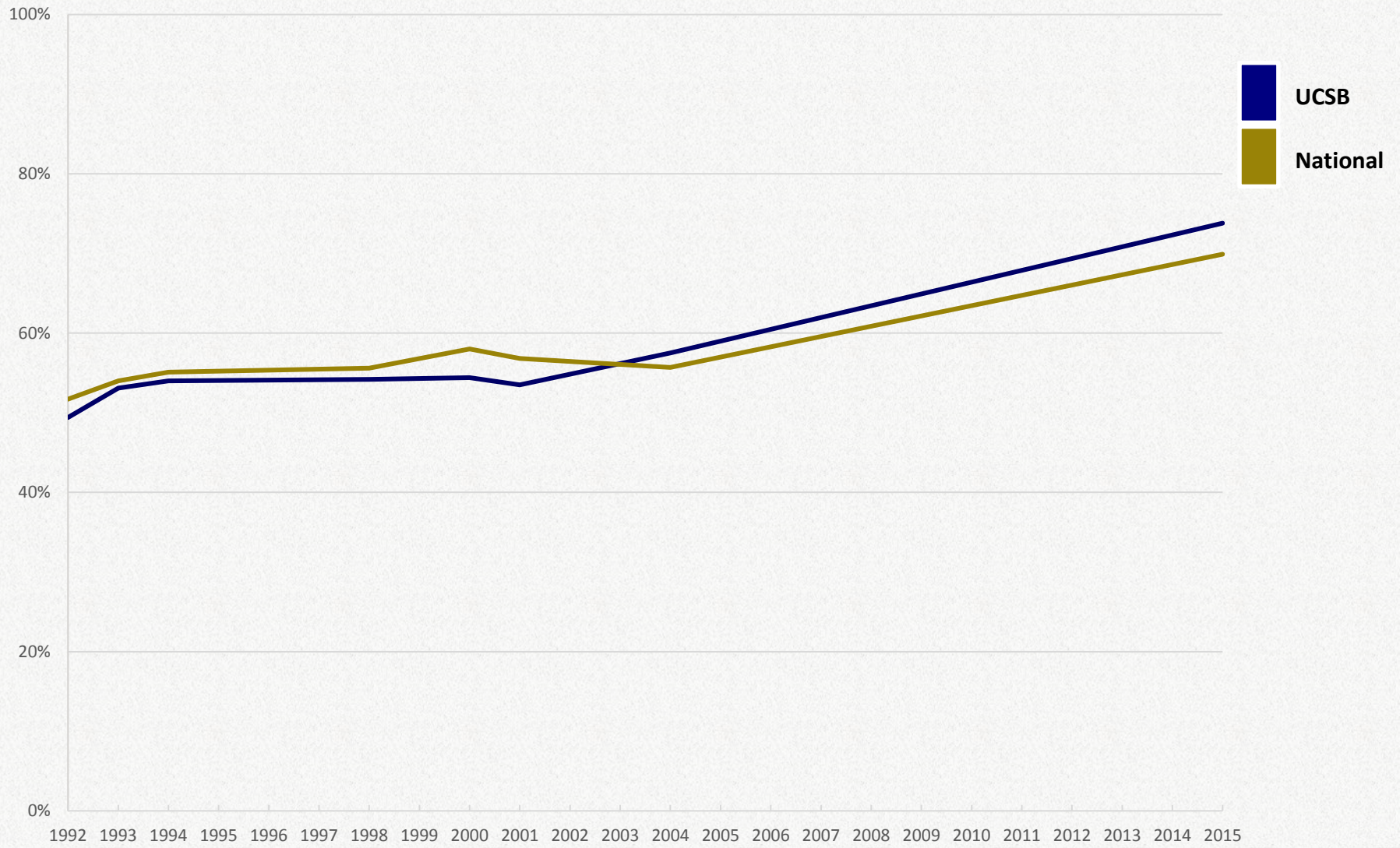


Figure 7h. % Who agree that ... The federal government should raise taxes to reduce the deficit

*UCSB and National Freshmen*



**Figure 7i. % Who agree that ... Same-sex couples should have legal marital recognition**  
*UCSB and National Freshmen*

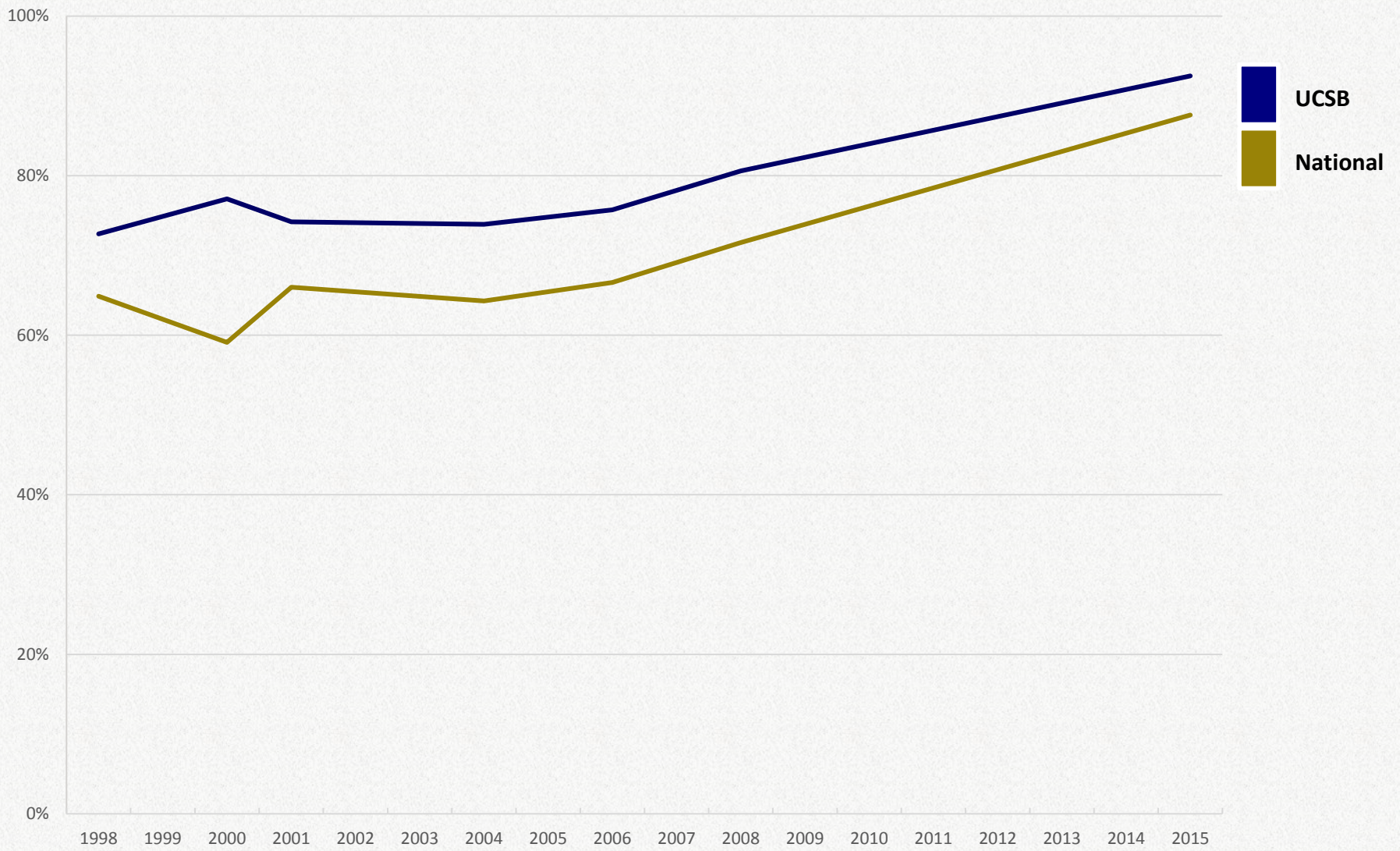
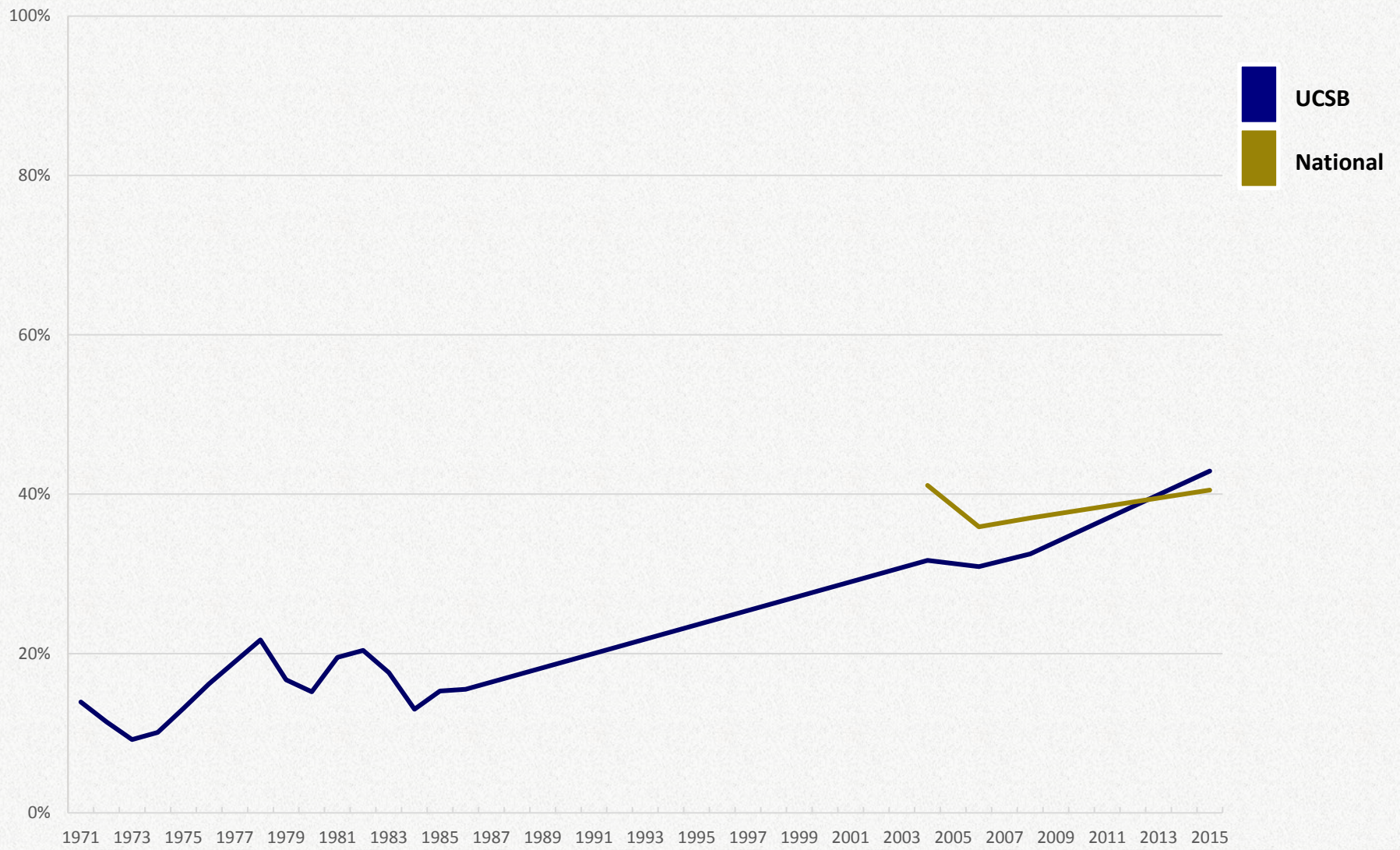
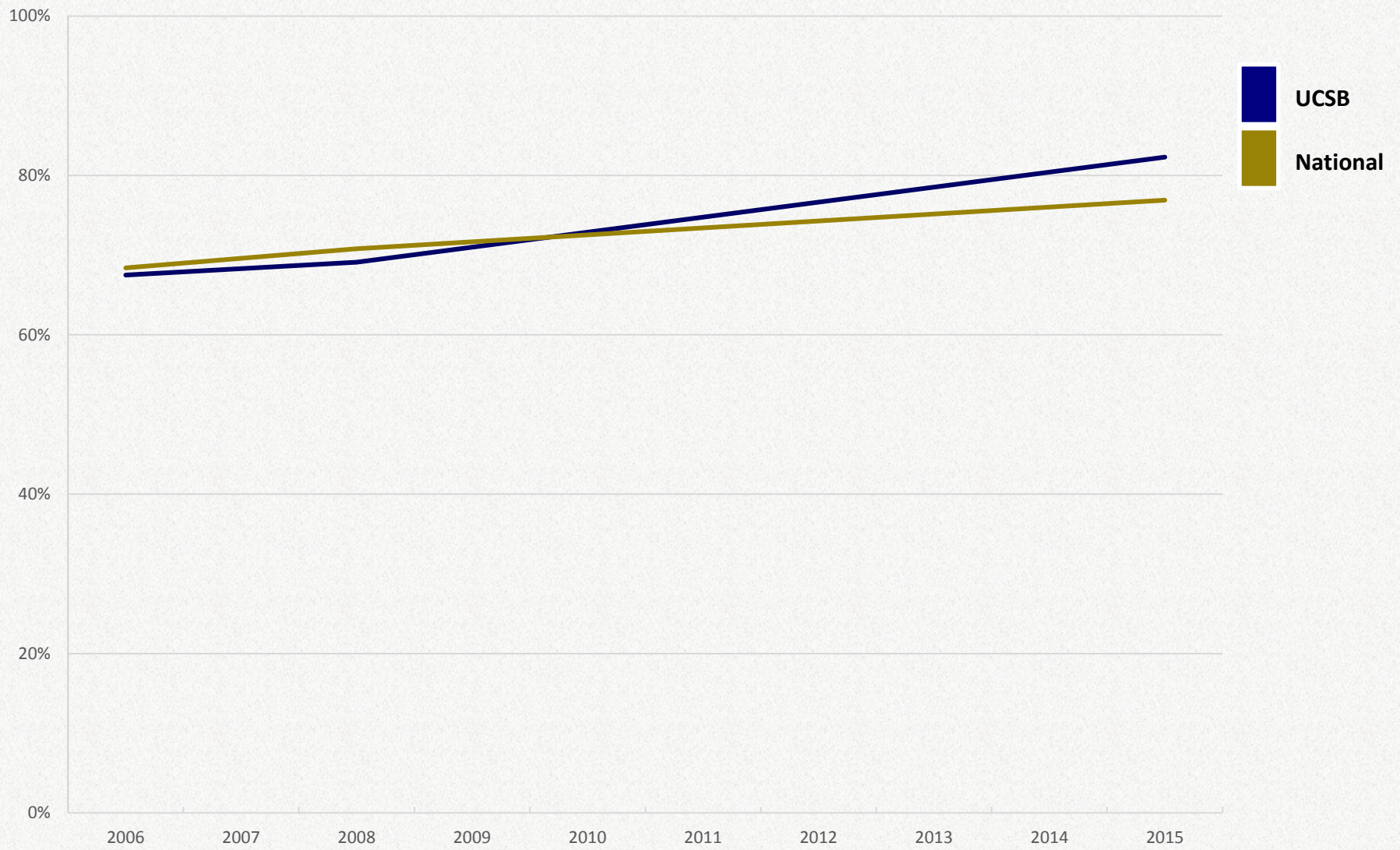


Figure 7j. % Who agree that ... Colleges have right to ban extreme speakers  
*UCSB and National Freshmen*

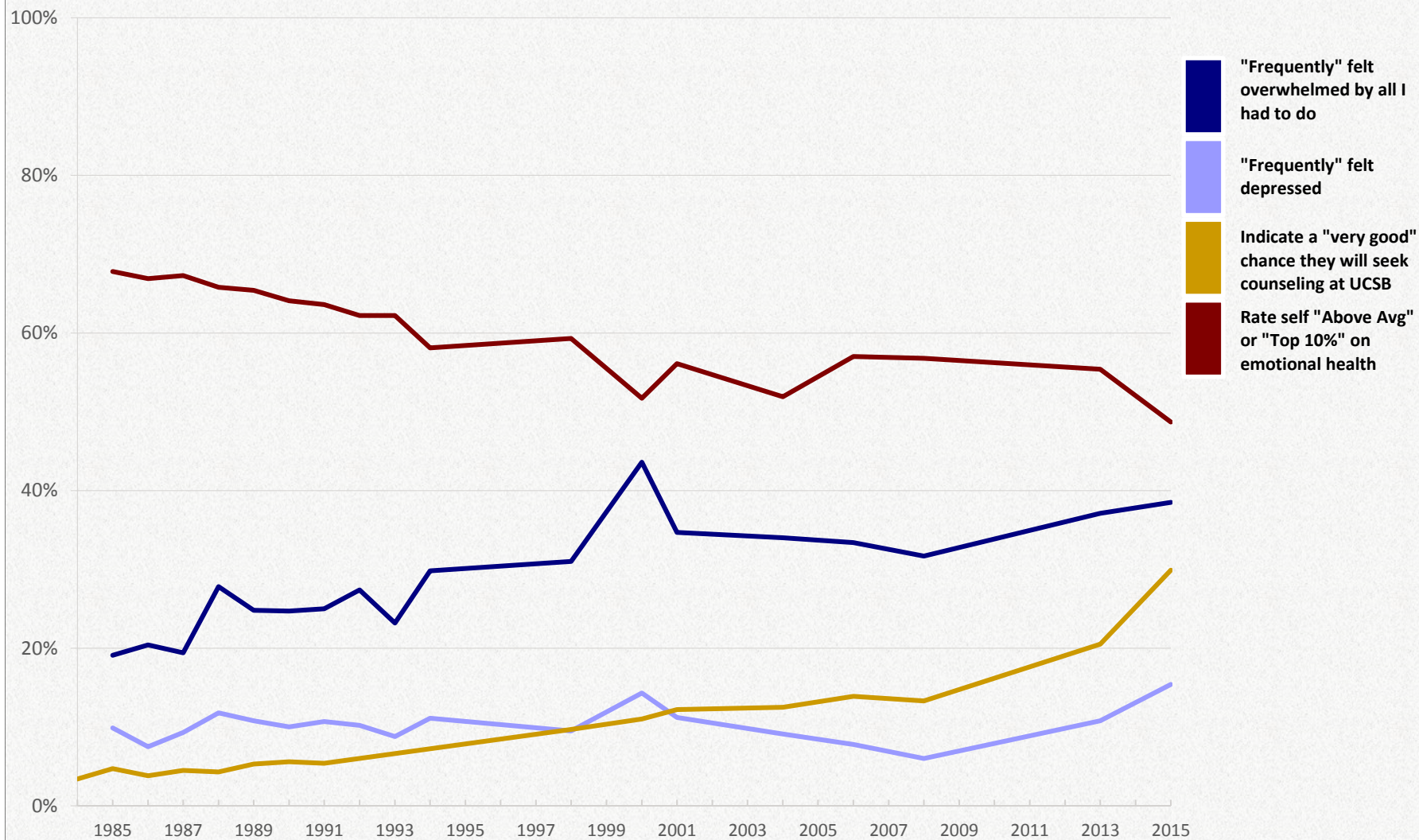




**Figure 7k. % Who agree that ... Dissent is a critical part of the political process**  
*UCSB and National Freshmen*



**Figure 8a. Mental Health Trends**  
*UCSB Freshmen*



**Figure 8b. % "Frequently" in the past year ... Felt Overwhelmed by All I Had To Do**  
*UCSB and National Freshmen*

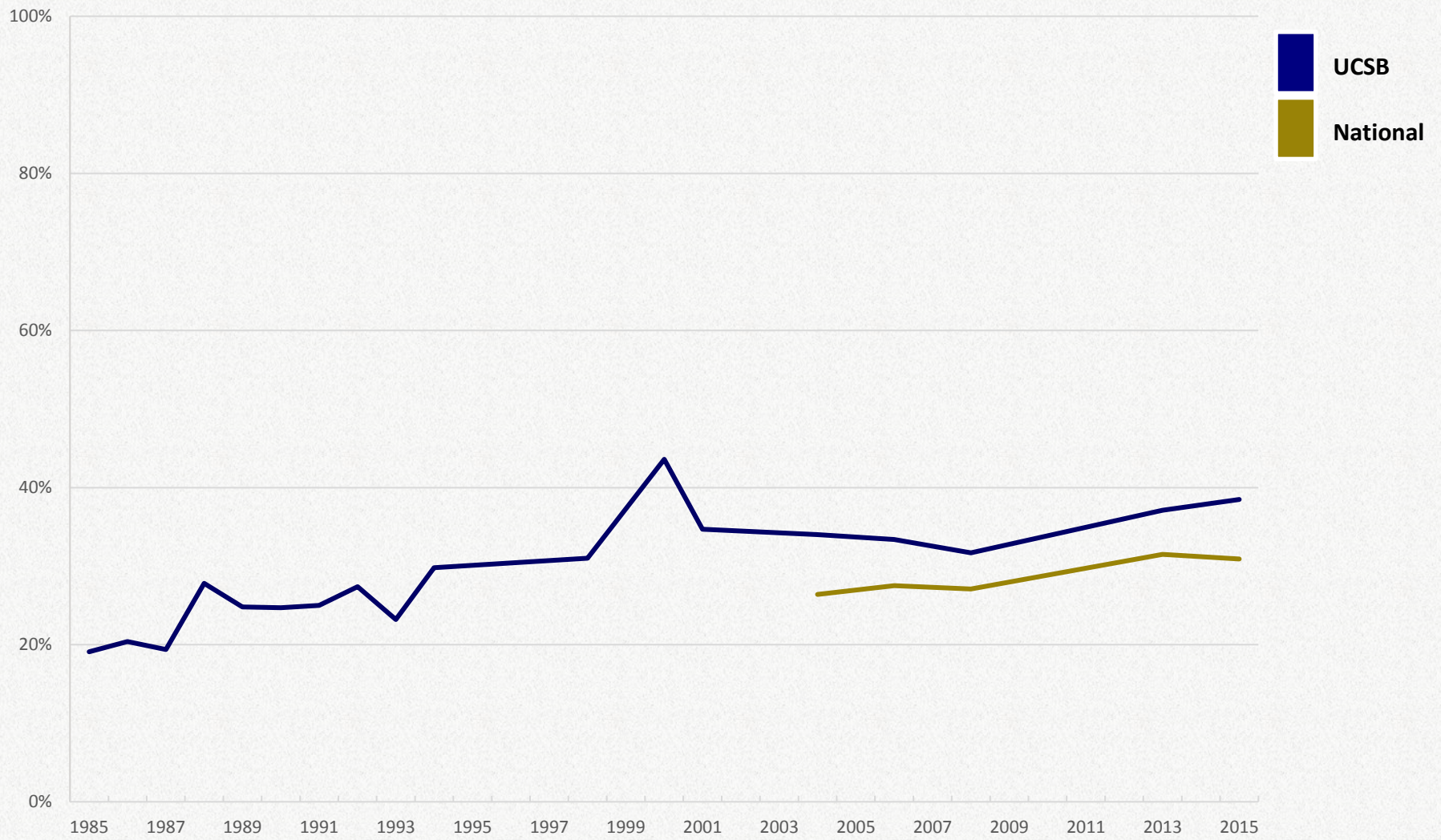
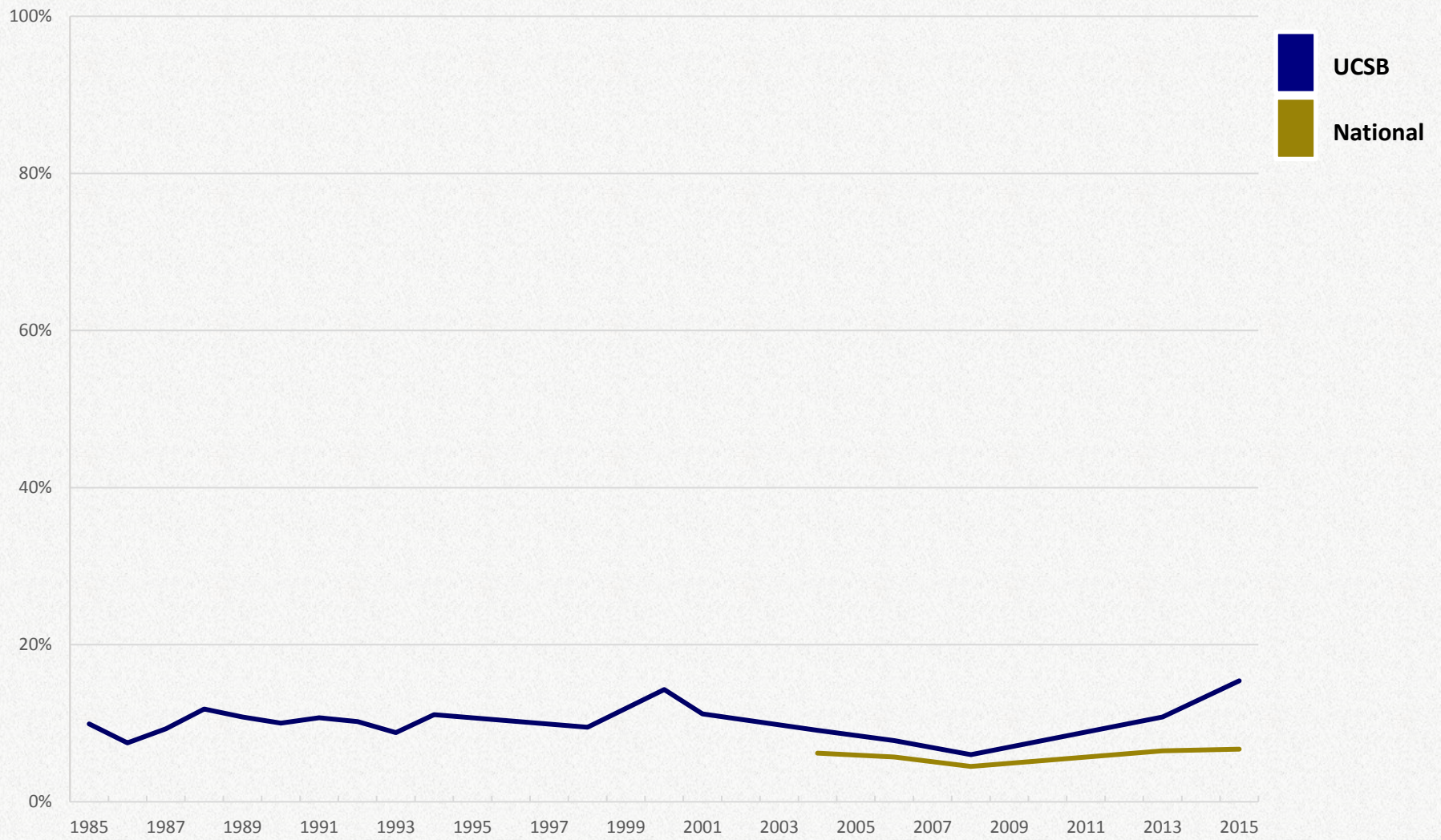
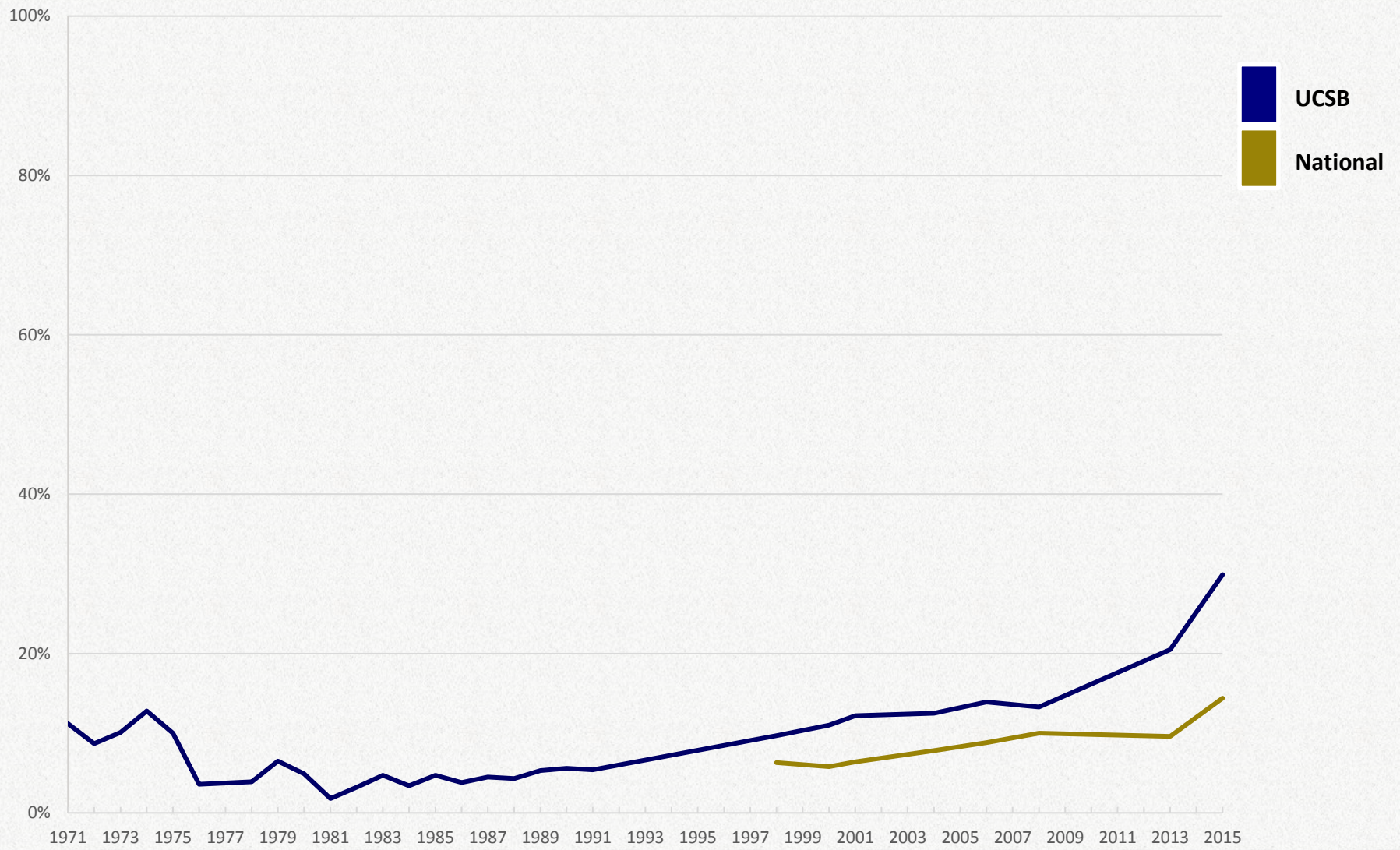


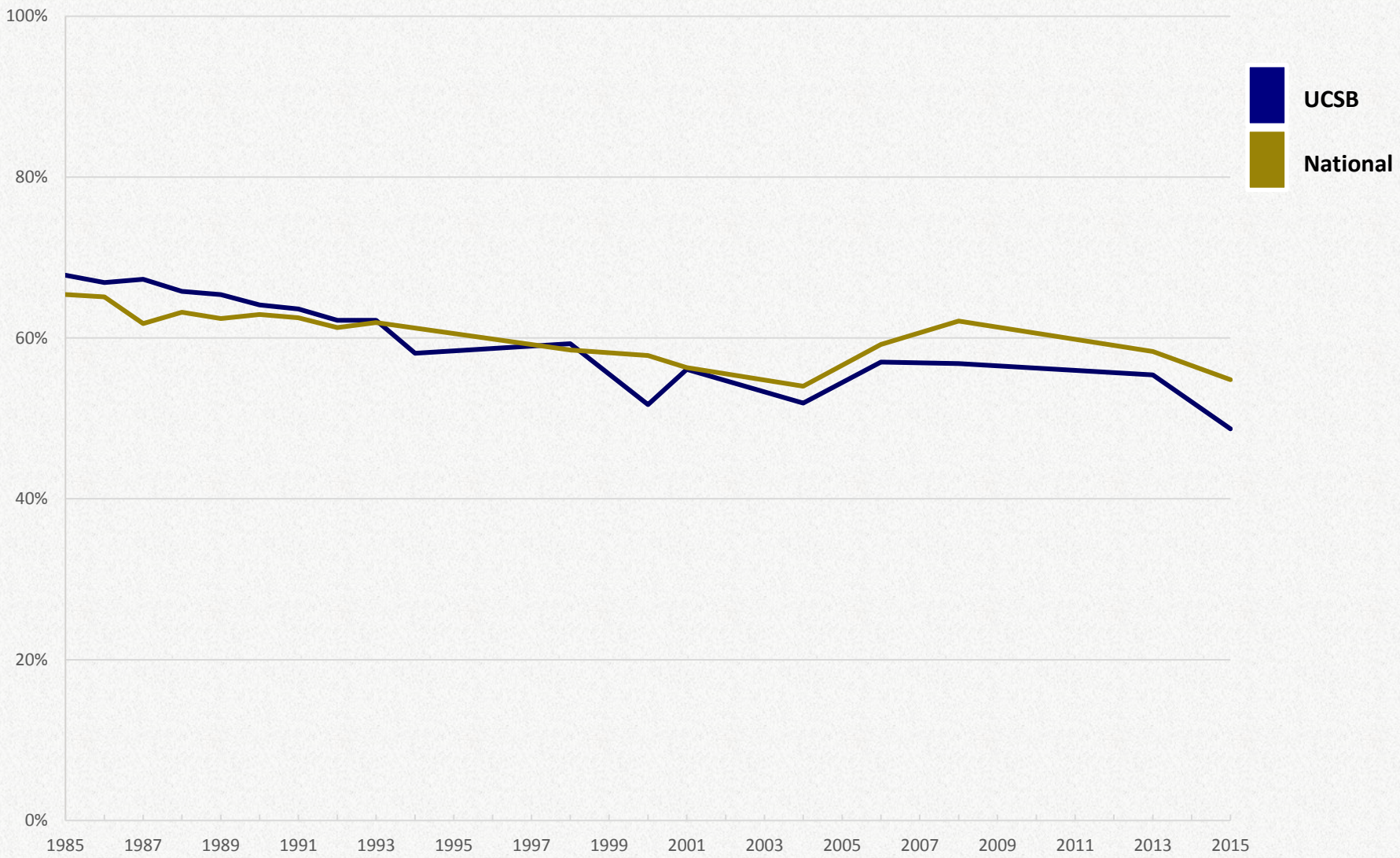
Figure 8c. % "Frequently" in the past year ... Felt Depressed  
*UCSB and National Freshmen*



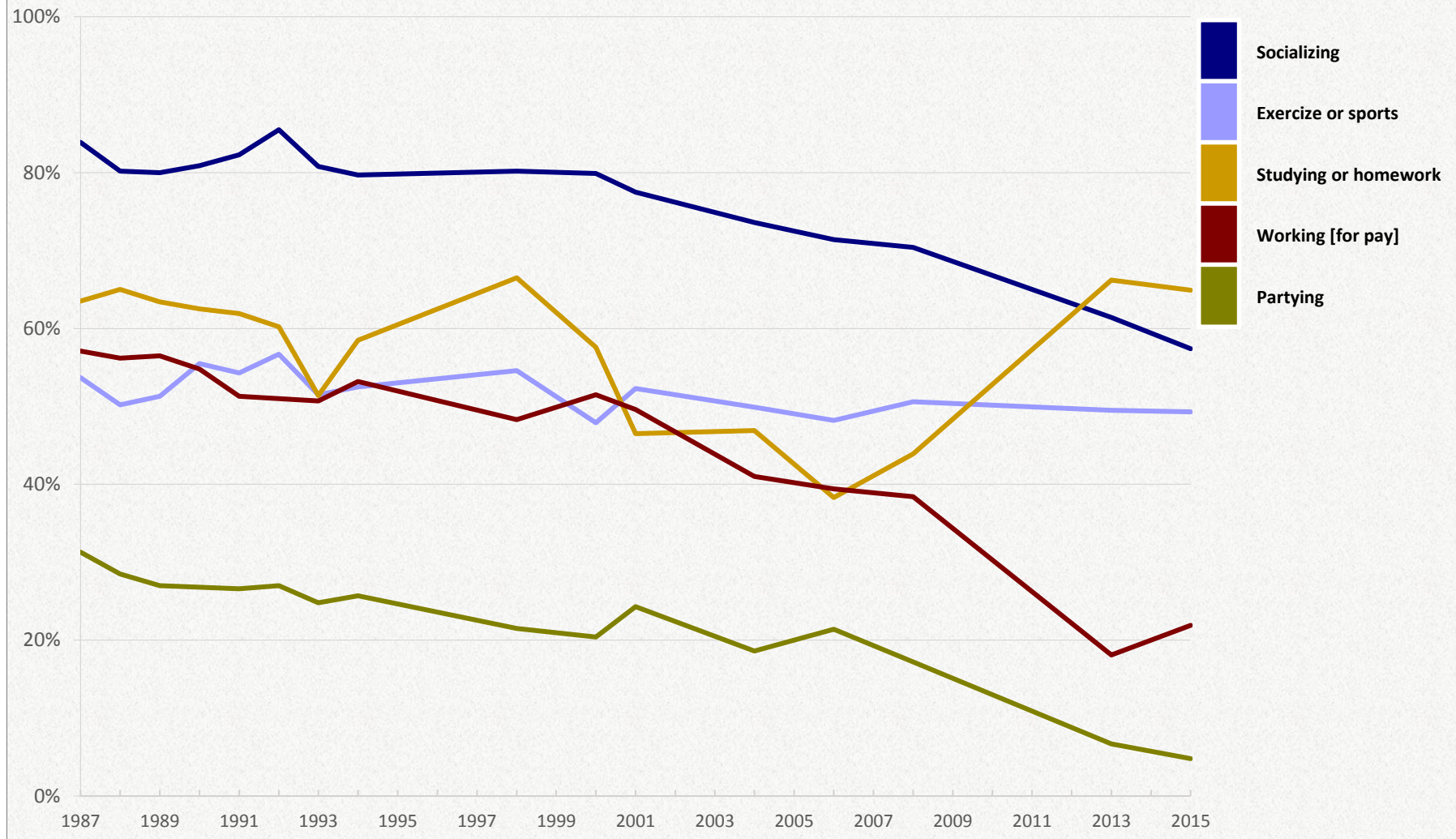
**Figure 8d. % Who say chances are "Very good" they will ... Seek Personal Counseling**  
*UCSB and National Freshmen*



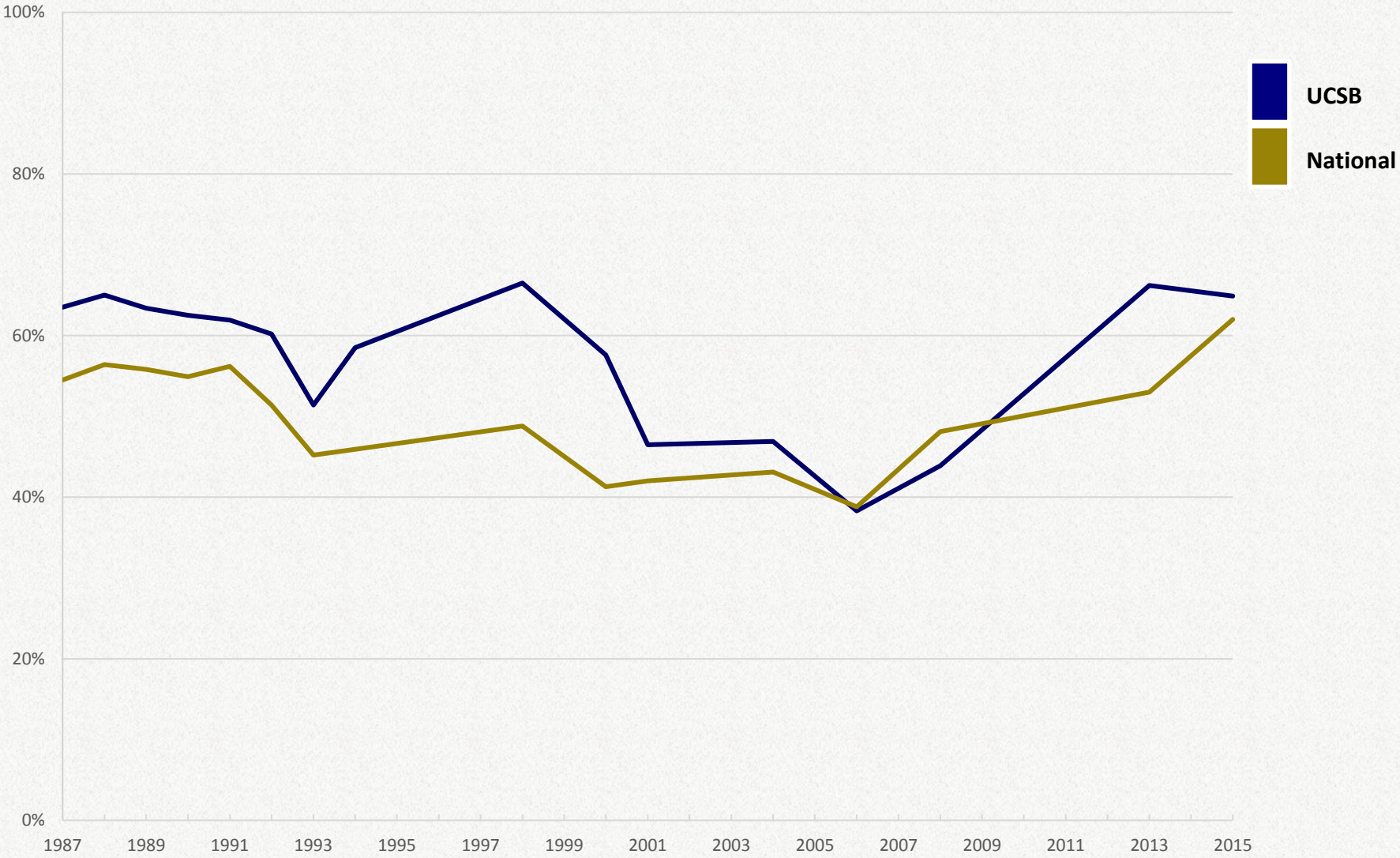
**Figure 8e. % Self-rated as "Above Average" or "Top 10%" on ... Emotional Health**  
*UCSB and National Freshmen*



**Figure 9a. % Spending 6+ hours per week last year on the following activities...**  
*UCSB Freshmen*

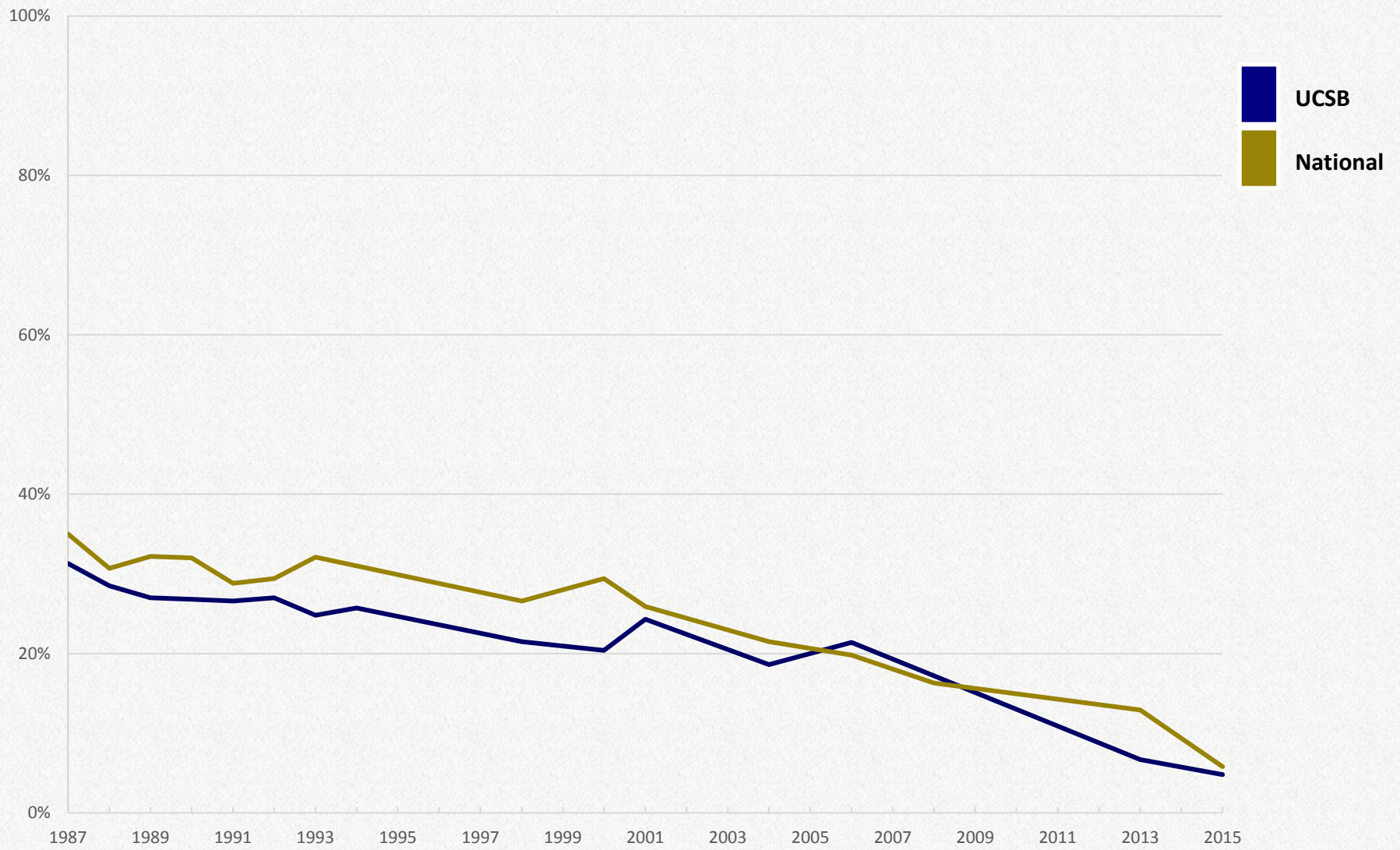


**Figure 9b. % Spending 6+ hours per week last year ... Studying**  
*UCSB and National Freshmen*





**Figure 9c. % Spending 6+ hours per week last year ... Partying**  
*UCSB and National Freshmen*



**Figure 9d. % Spending 6+ hours per week last year ... Working for pay**  
*UCSB and National Freshmen*

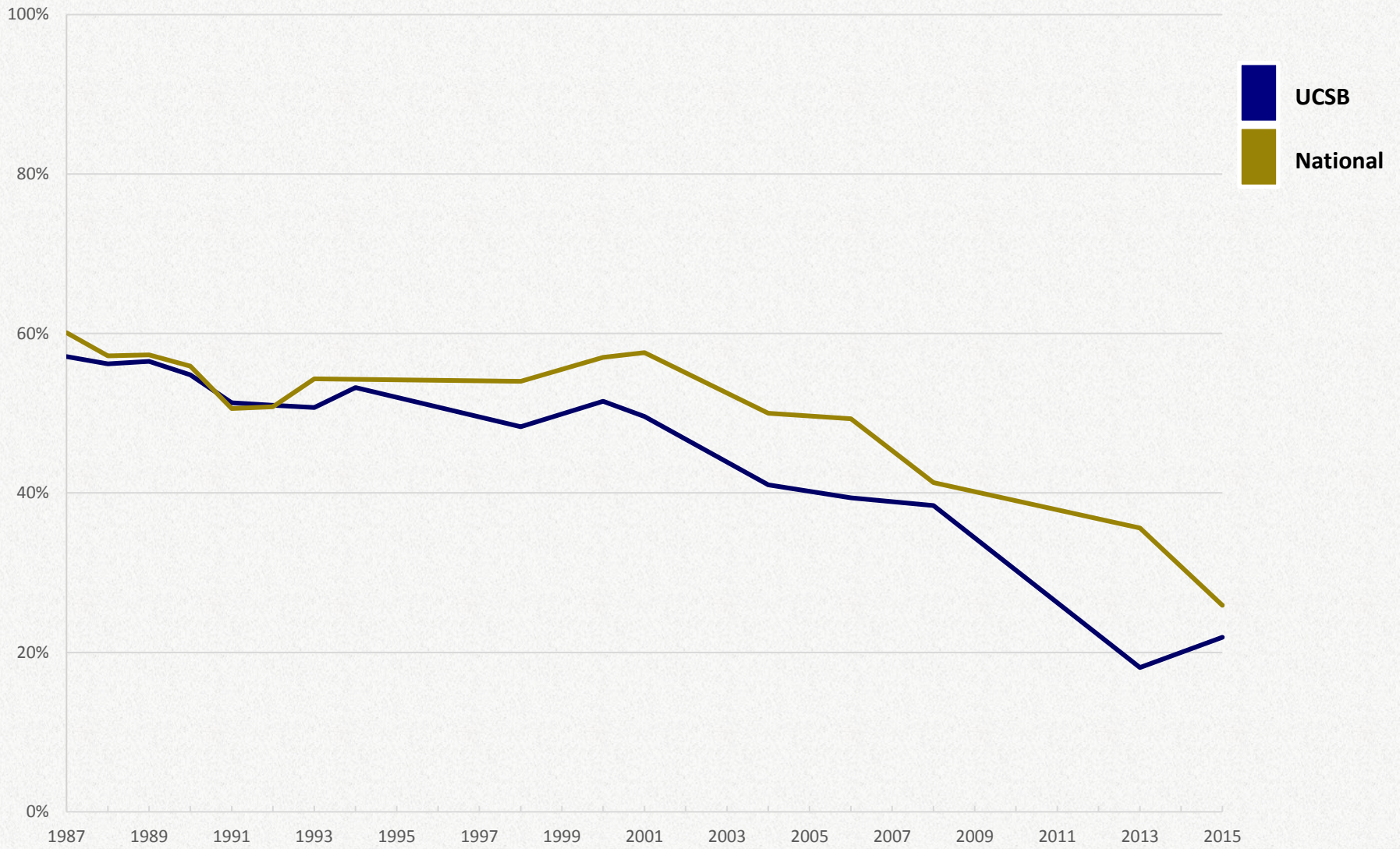
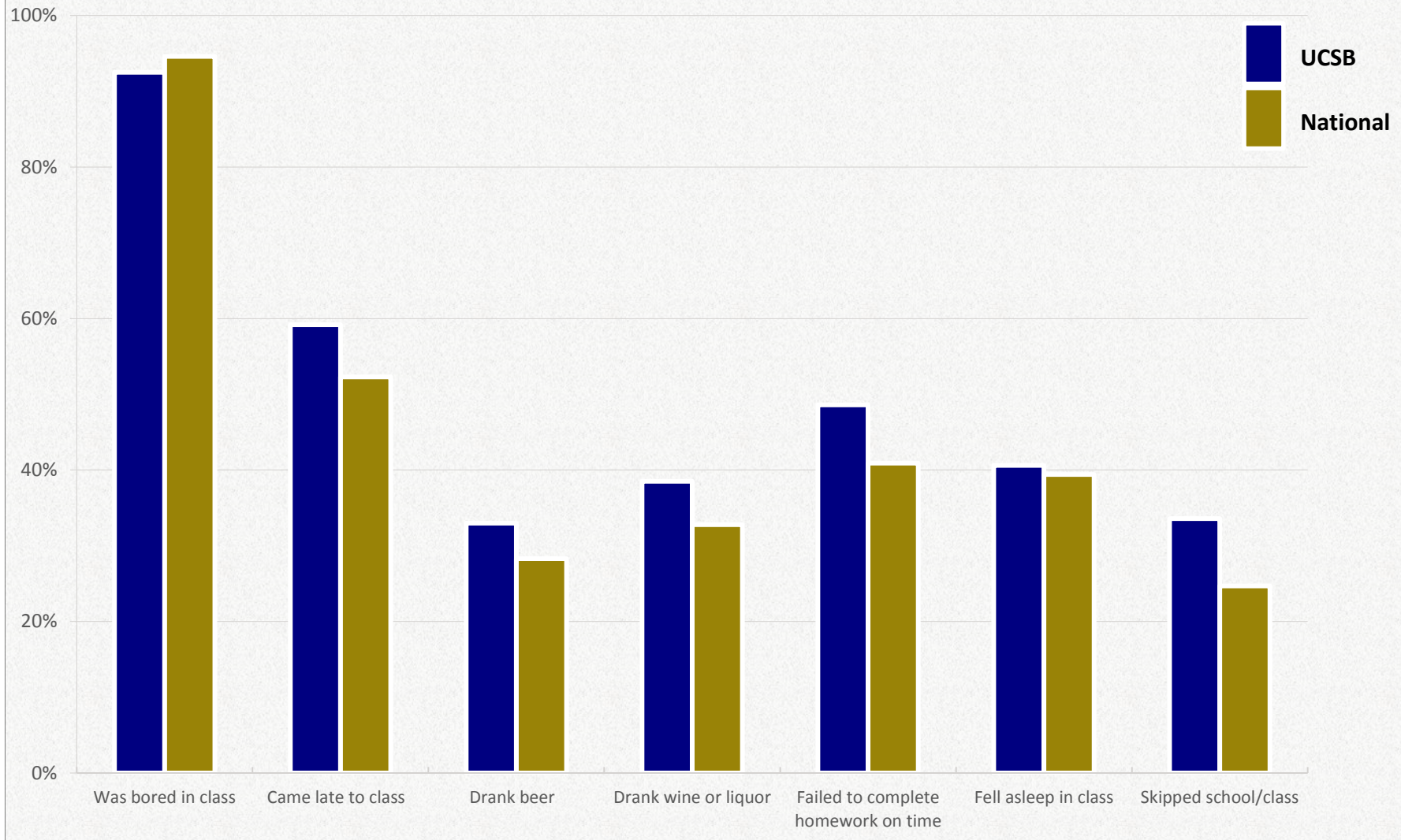


Figure 9e. % "Frequently" or "Occasionally" engaged in the following activities in the past year...

*UCSB and National Freshmen - 2015*



**Figure 9f. % "Frequently" or "Occasionally" in the past year ... Came late to class**  
*UCSB and National Freshmen*

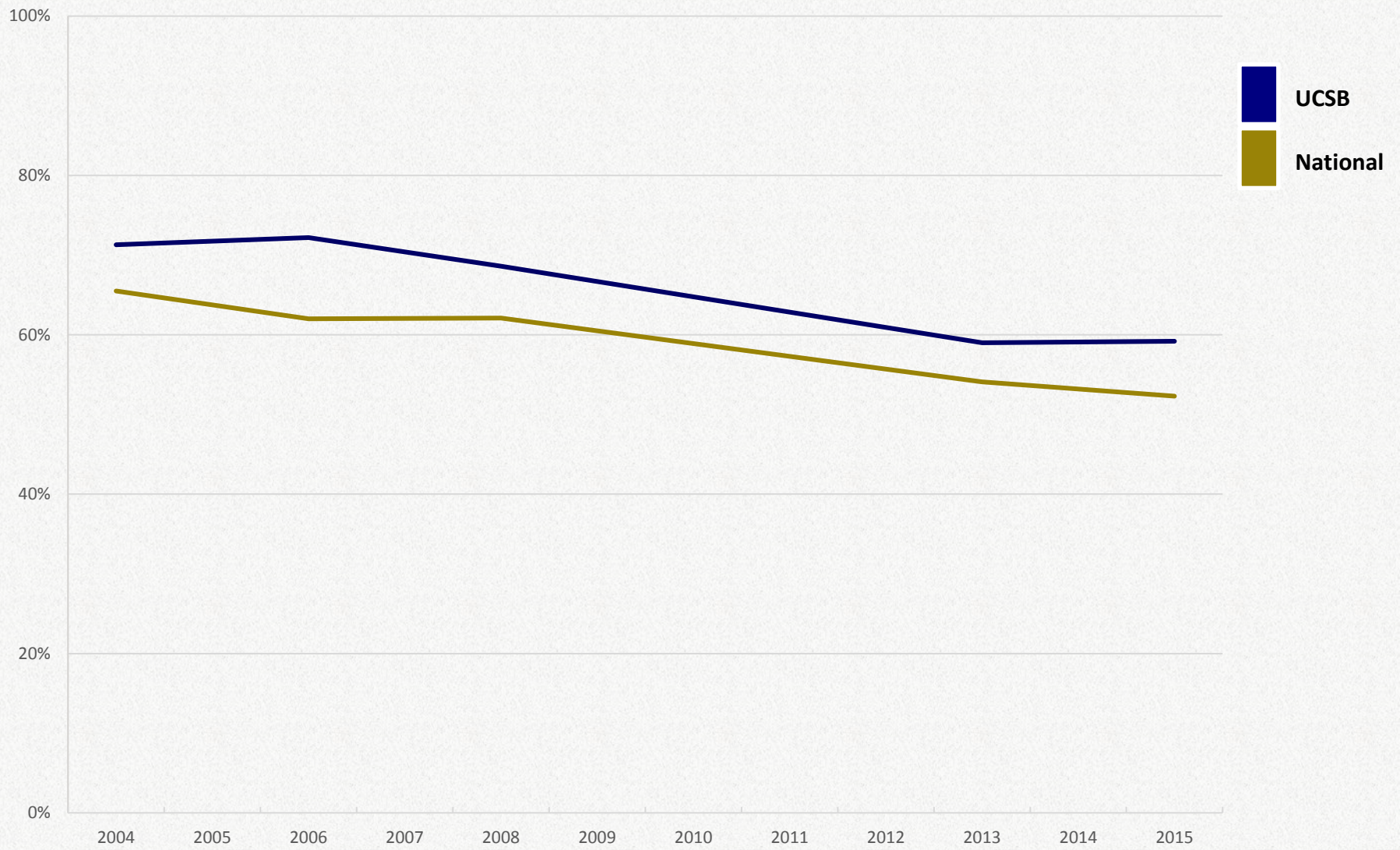
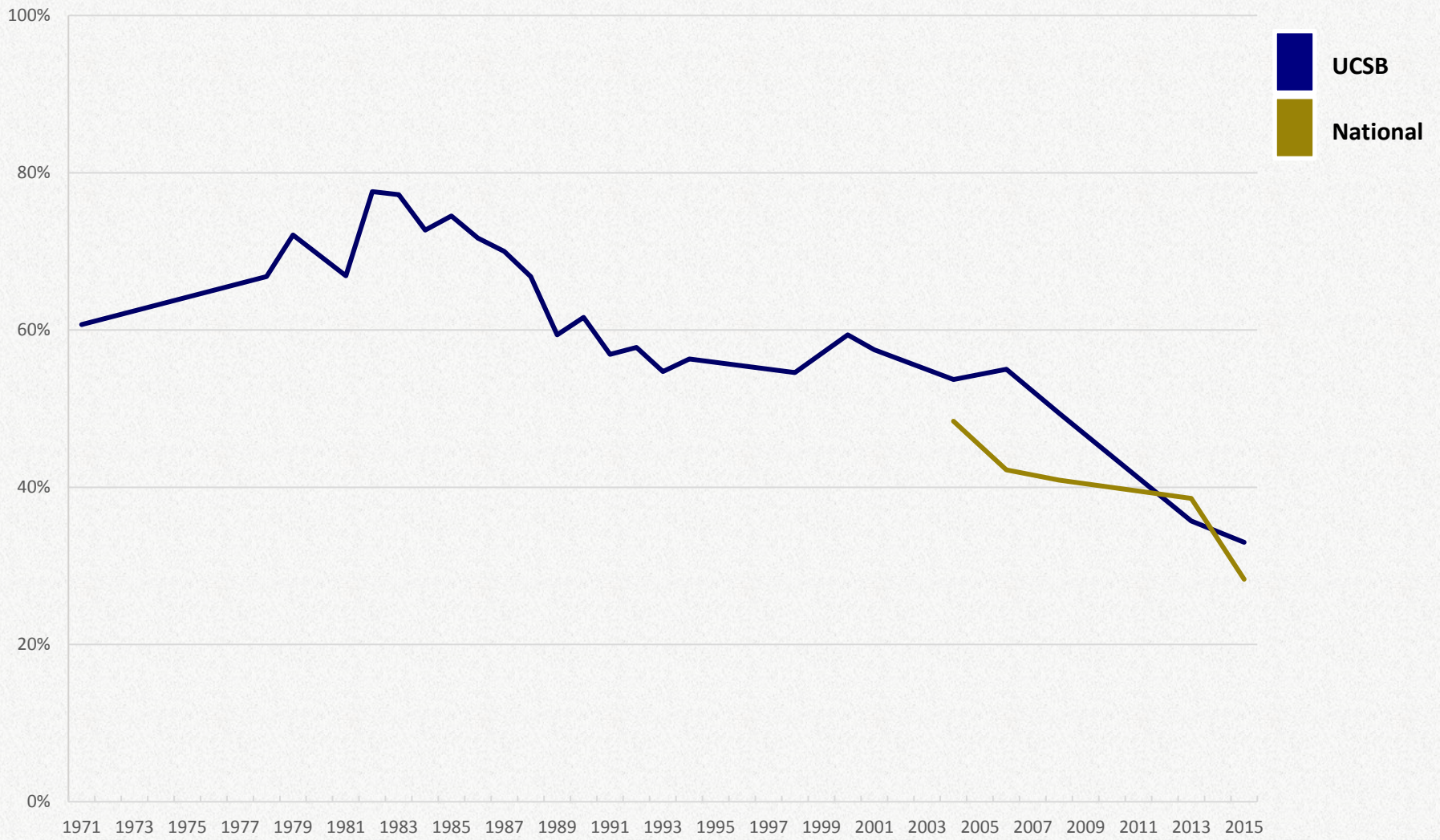
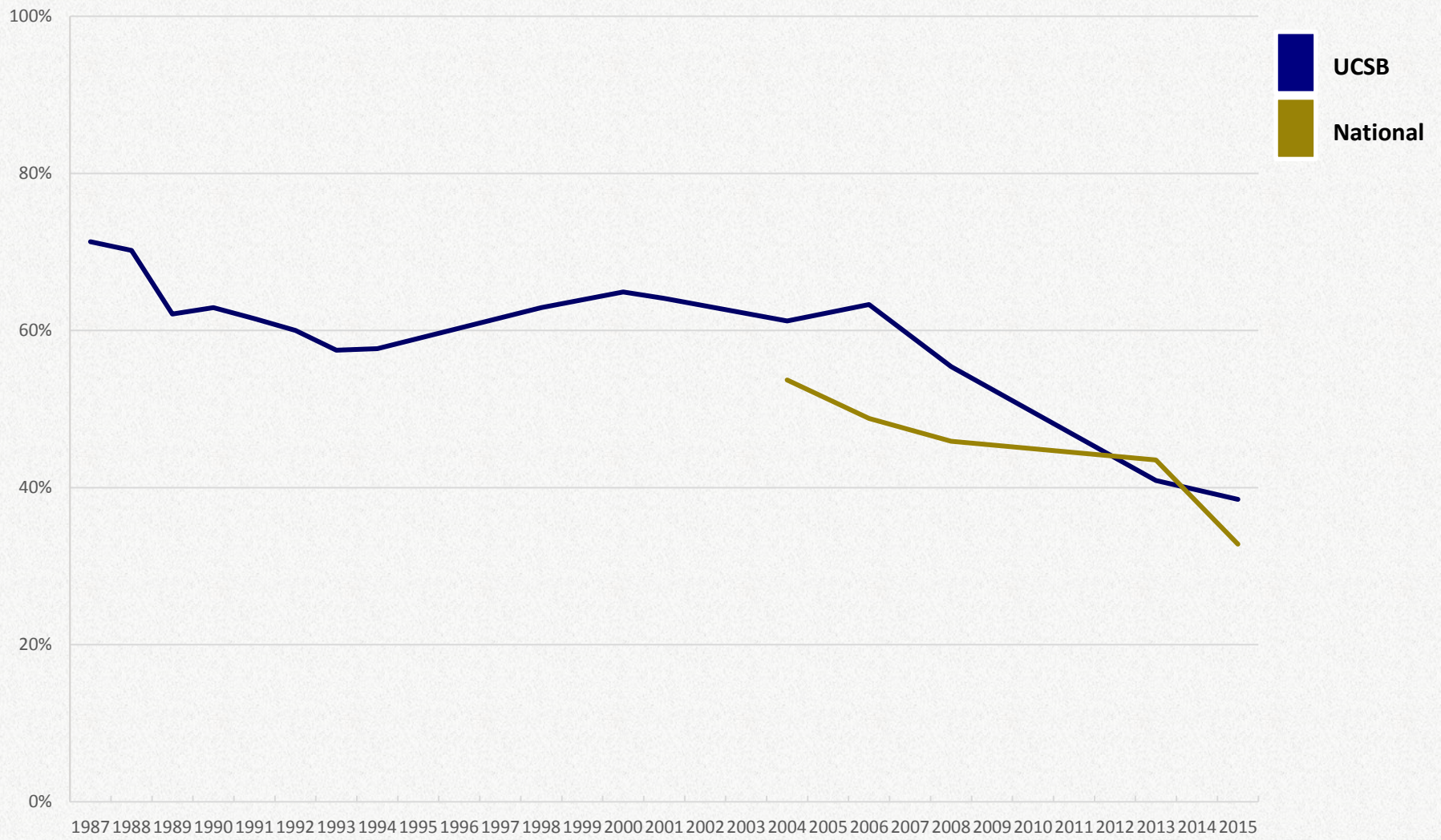


Figure 9g. % "Frequently" or "Occasionally" in the past year ... Drank beer  
*UCSB and National Freshmen*



**Figure 9h. % "Frequently" or "Occasionally" in the past year ... Drank wine or liquor**  
*UCSB and National Freshmen*



**Figure 9i. % Who "Frequently" engaged in the following activities in the past year...**  
*UCSB and National Freshmen - 2015*

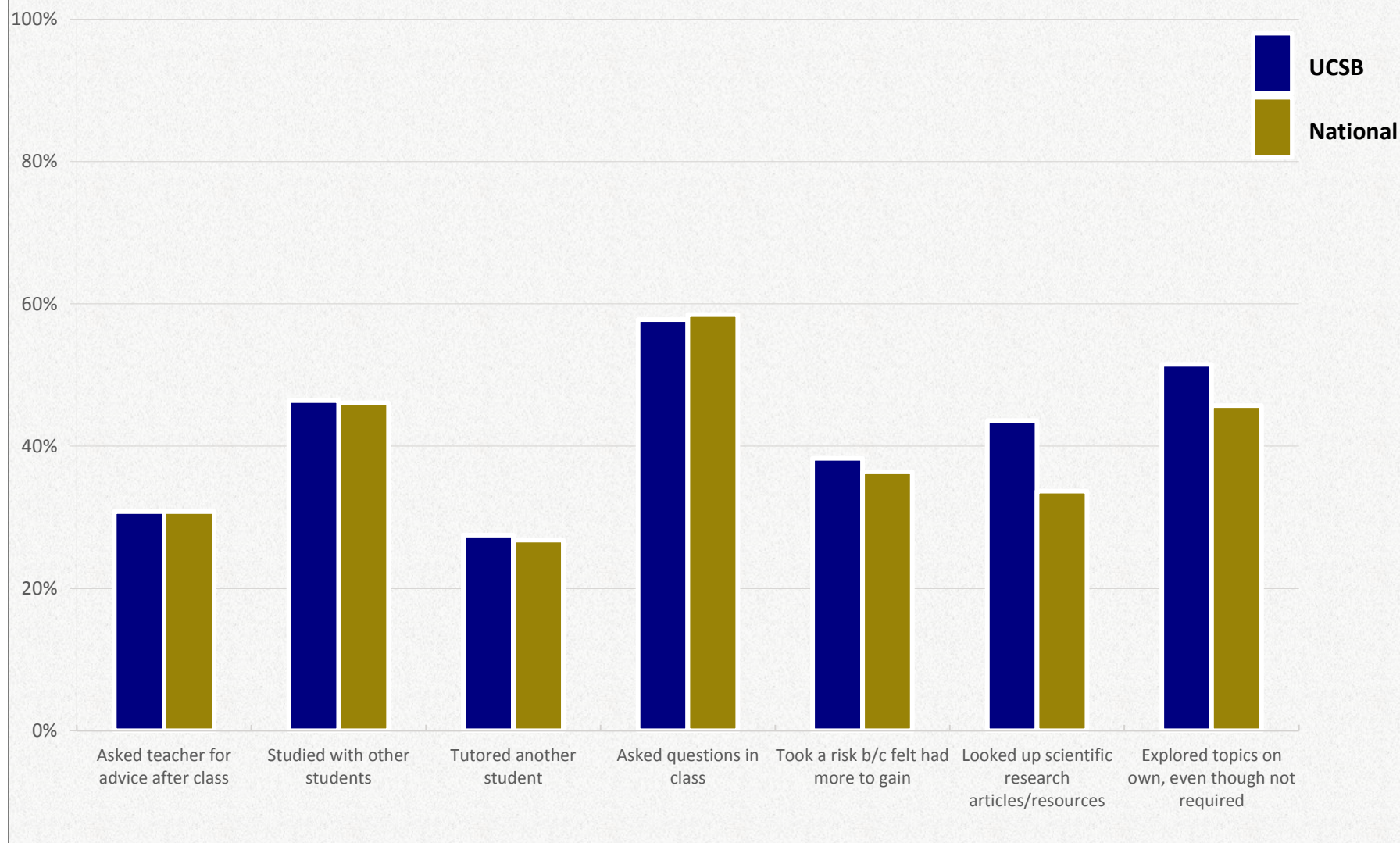
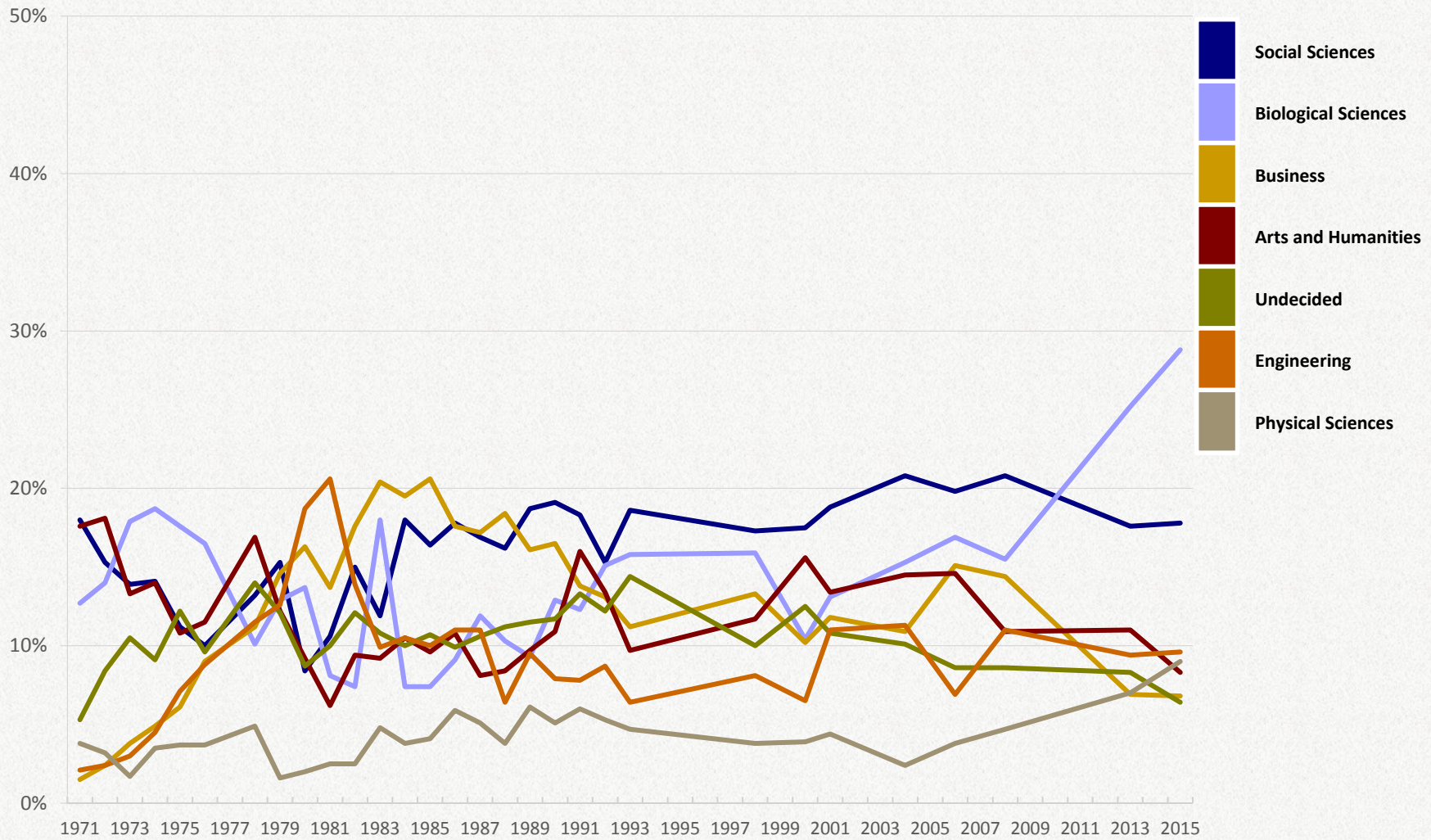
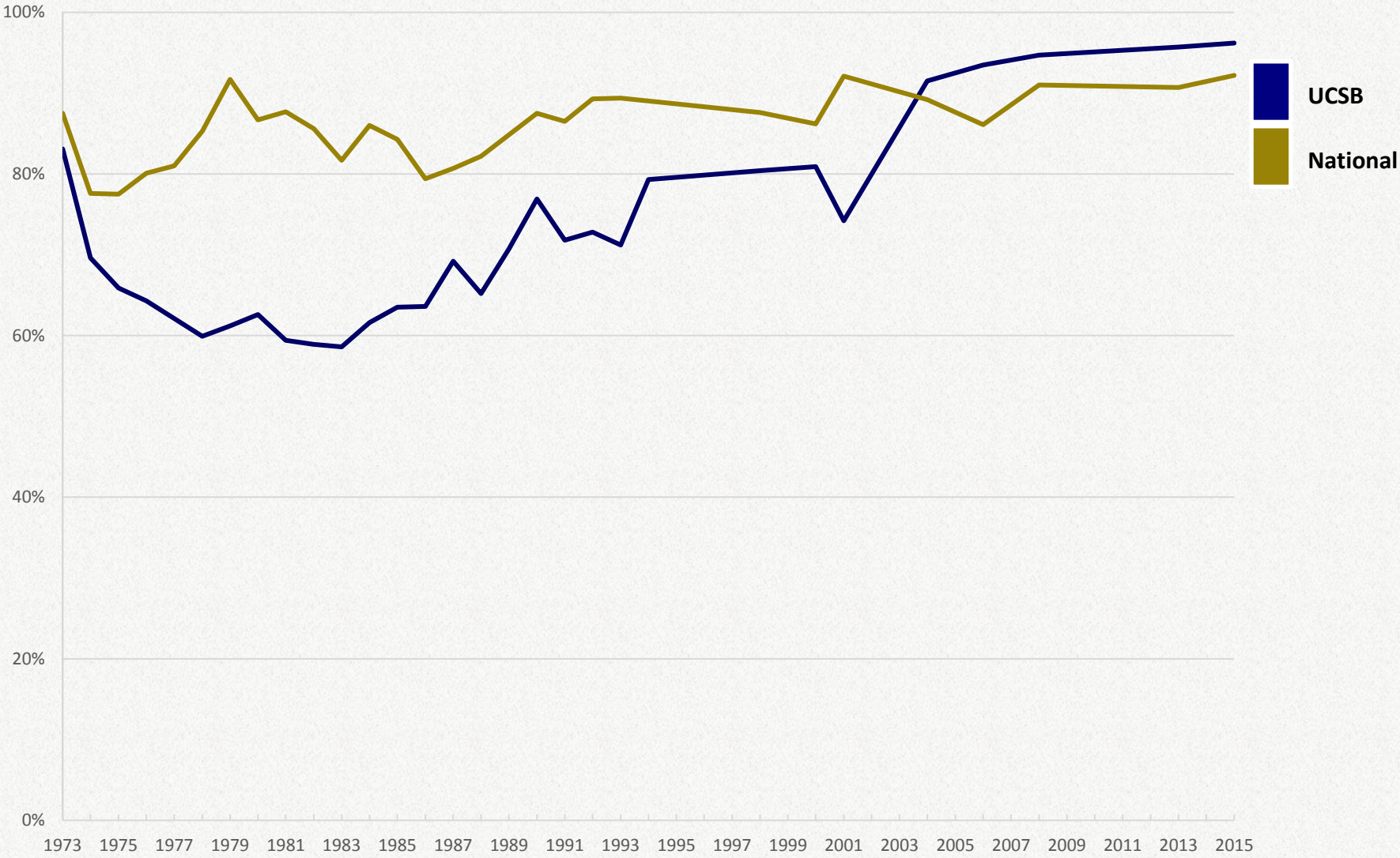


Figure 10a. Intended Major  
*UCSB Freshmen*

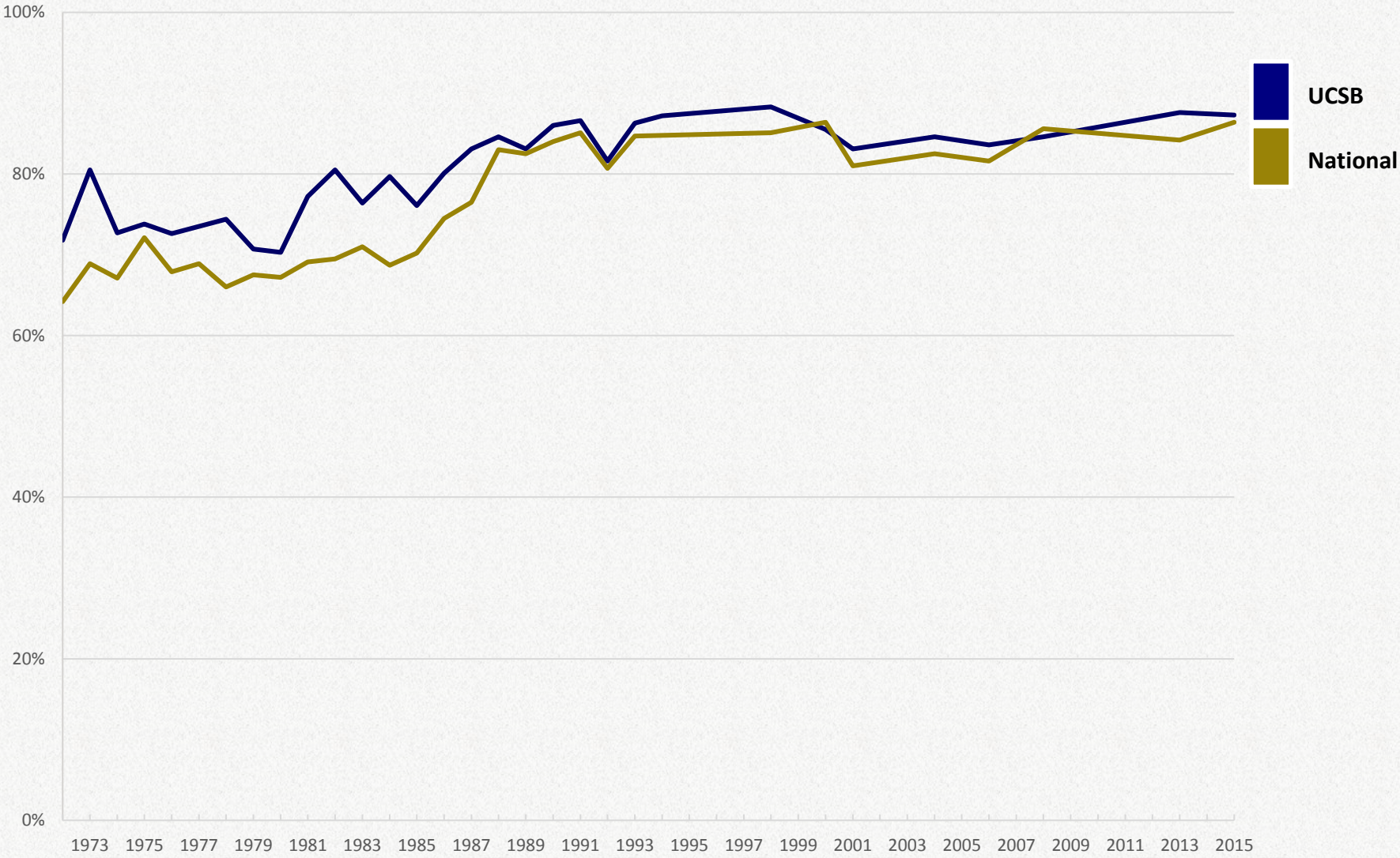




**Figure 10b. % Planning to live in the dorms**  
*UCSB and National freshmen*



**Figure 10c. % Planning to pursue an advanced degree**  
*UCSB and National freshmen*



**Figure 10d. % Who consider the following objectives "Essential" or "Very Important"**  
*UCSB Freshmen*

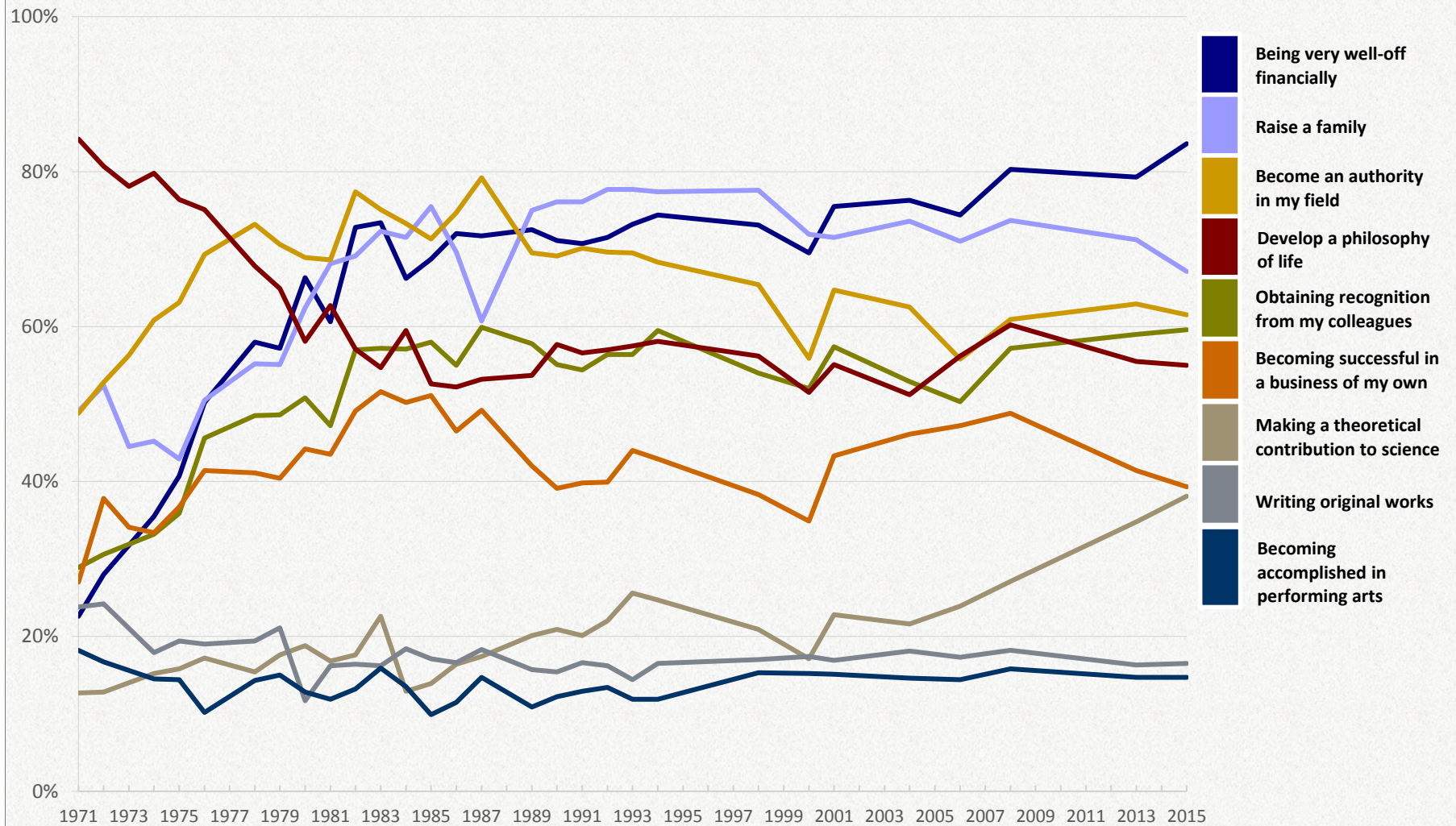
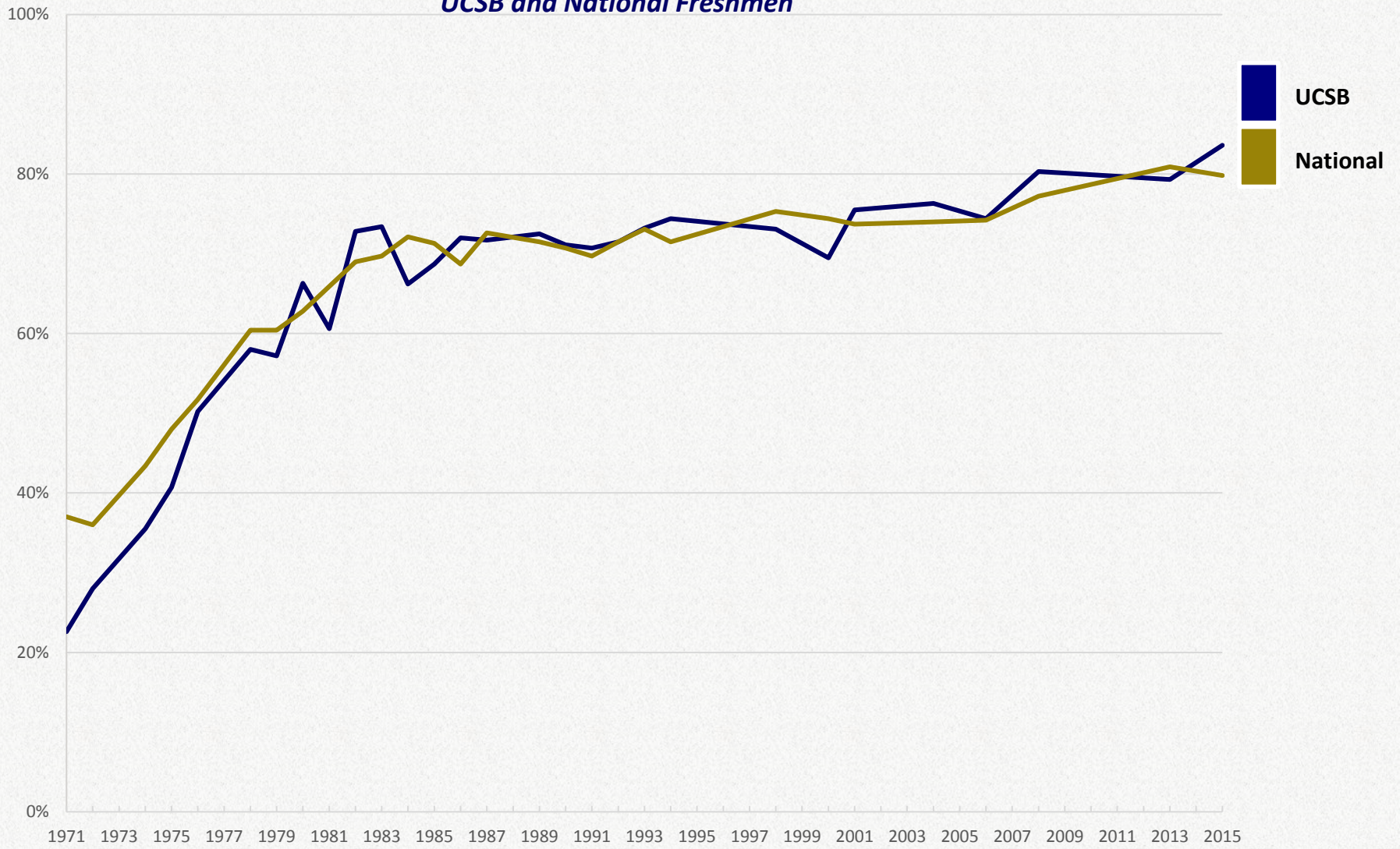


Figure 10e. % Who consider ... Being Very Well Off Financially "Essential" or "Very Important"

*UCSB and National Freshmen*



**Figure 10f. % Who consider ... Developing a Meaningful Philosophy of Life "Essential" or "Very Important"**  
*UCSB and National Freshmen*

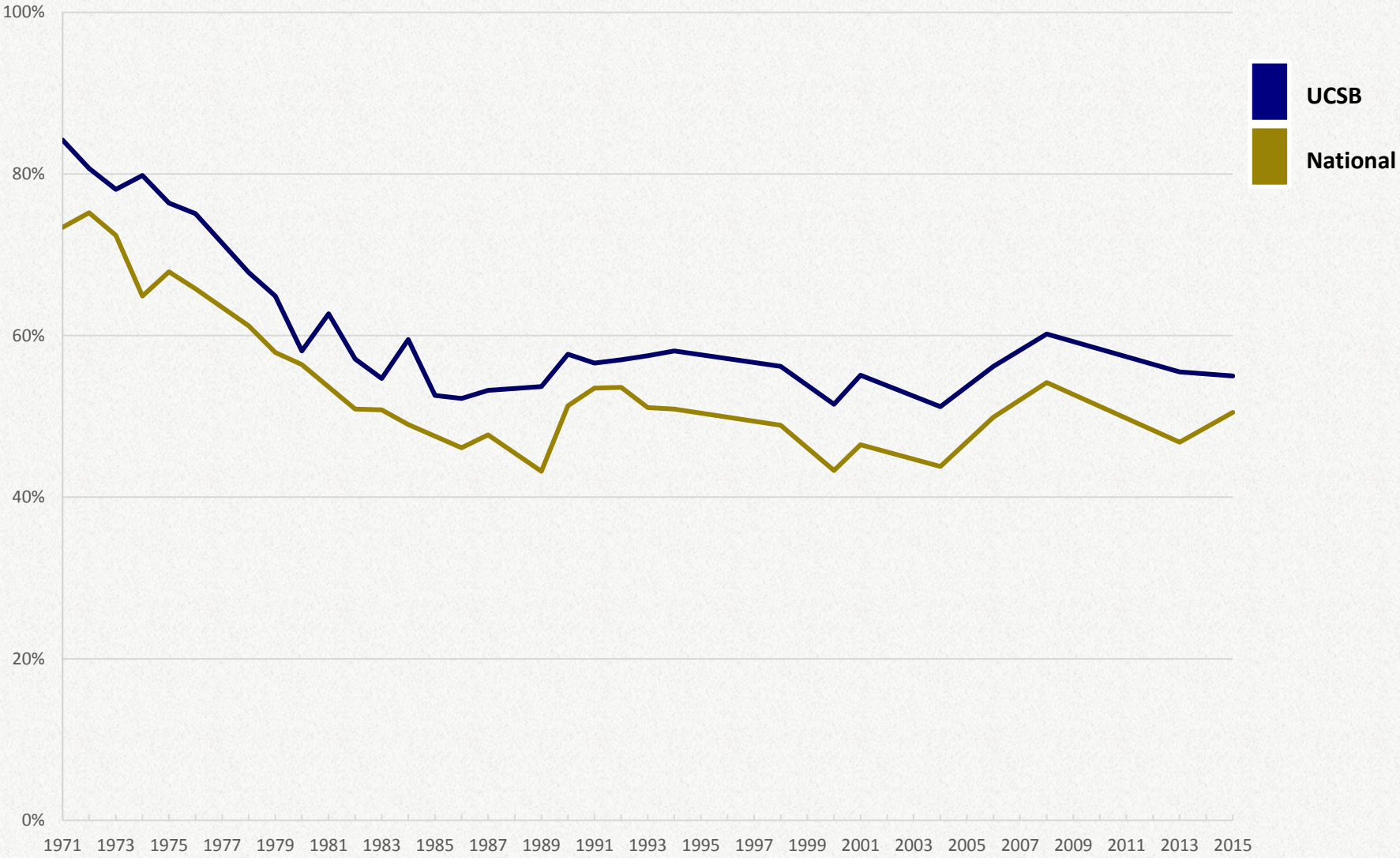
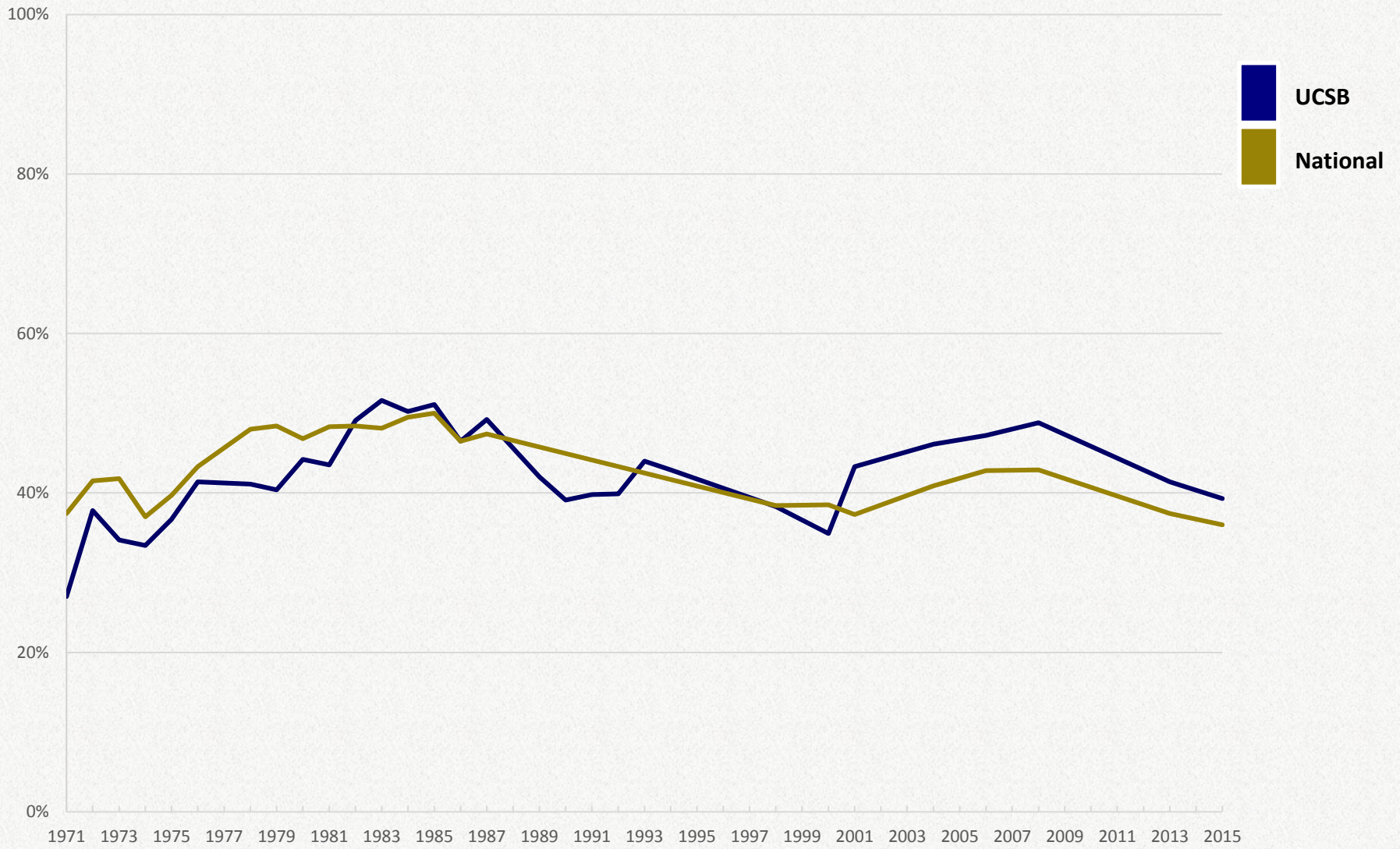
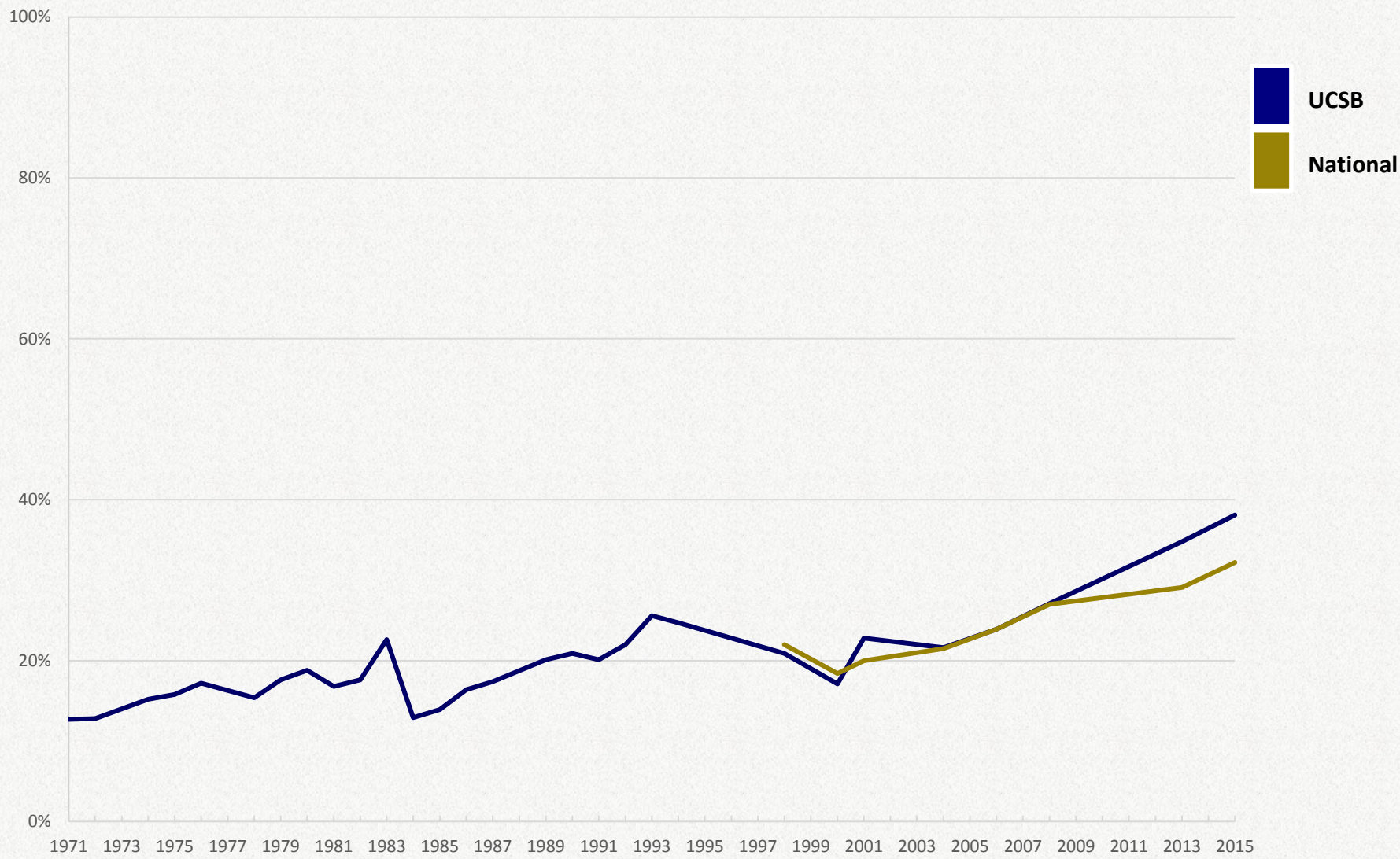


Figure 10g. % Who consider ... Becoming Successful in a Business of My Own "Essential" or "Very Important"  
*UCSB and National Freshmen*

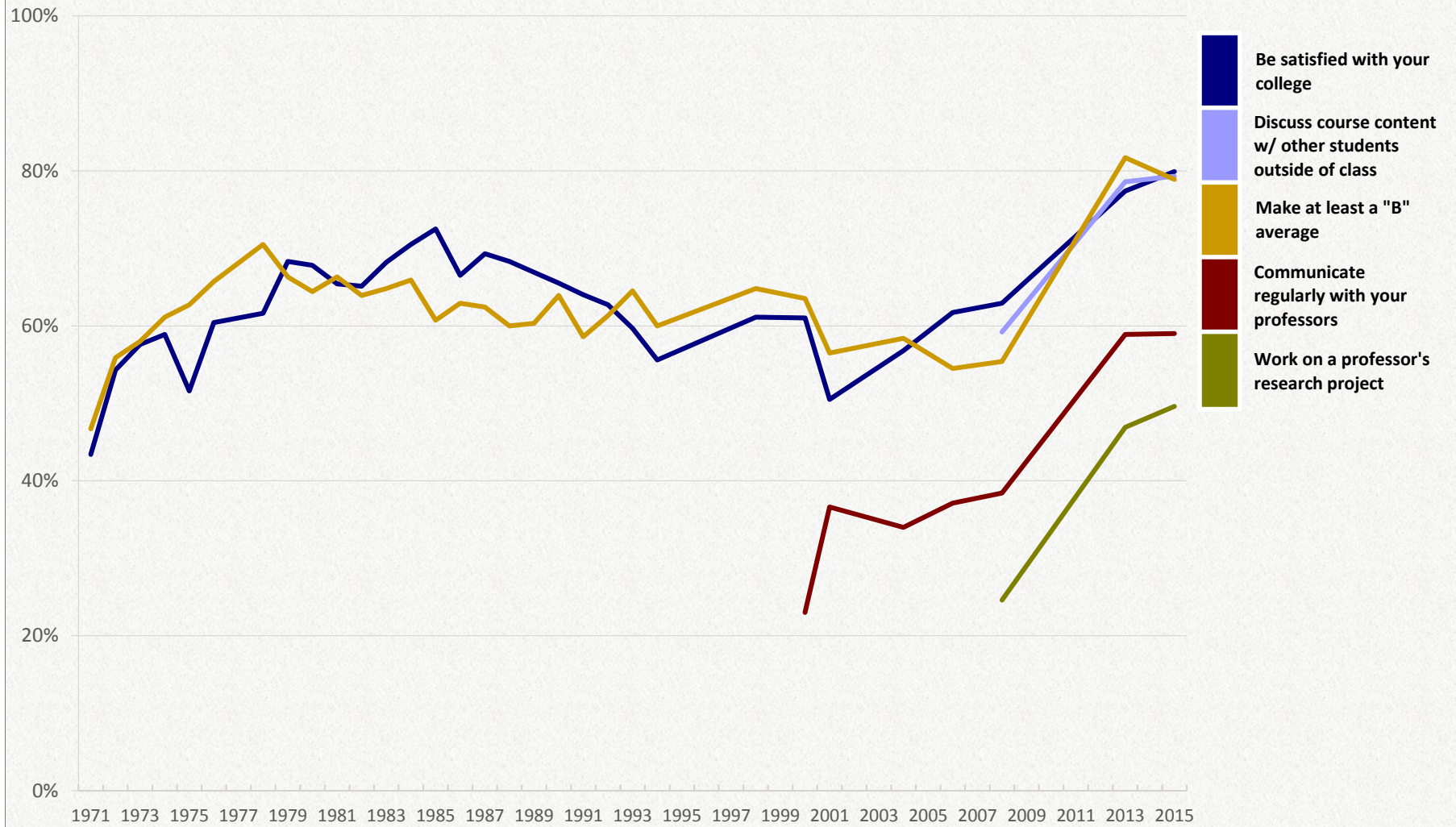


**Figure 10h. % Who consider ... Making a Theoretical Contribution to Science "Essential" or "Very Important"**  
*UCSB and National Freshmen*



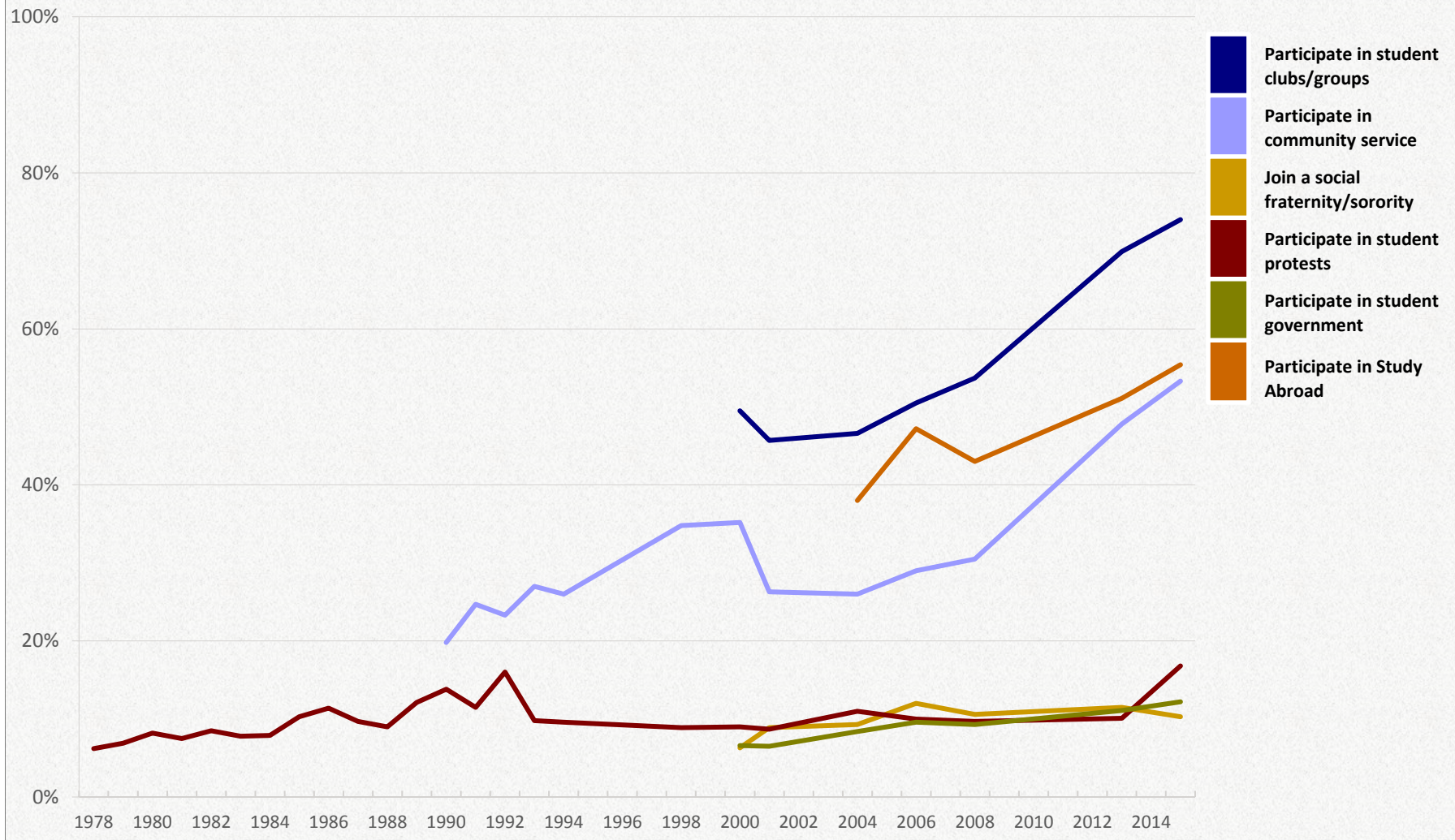


**Figure 10i. % Indicating chances are "Very Good" they will do the following... (part 1)**  
*UCSB Freshmen*

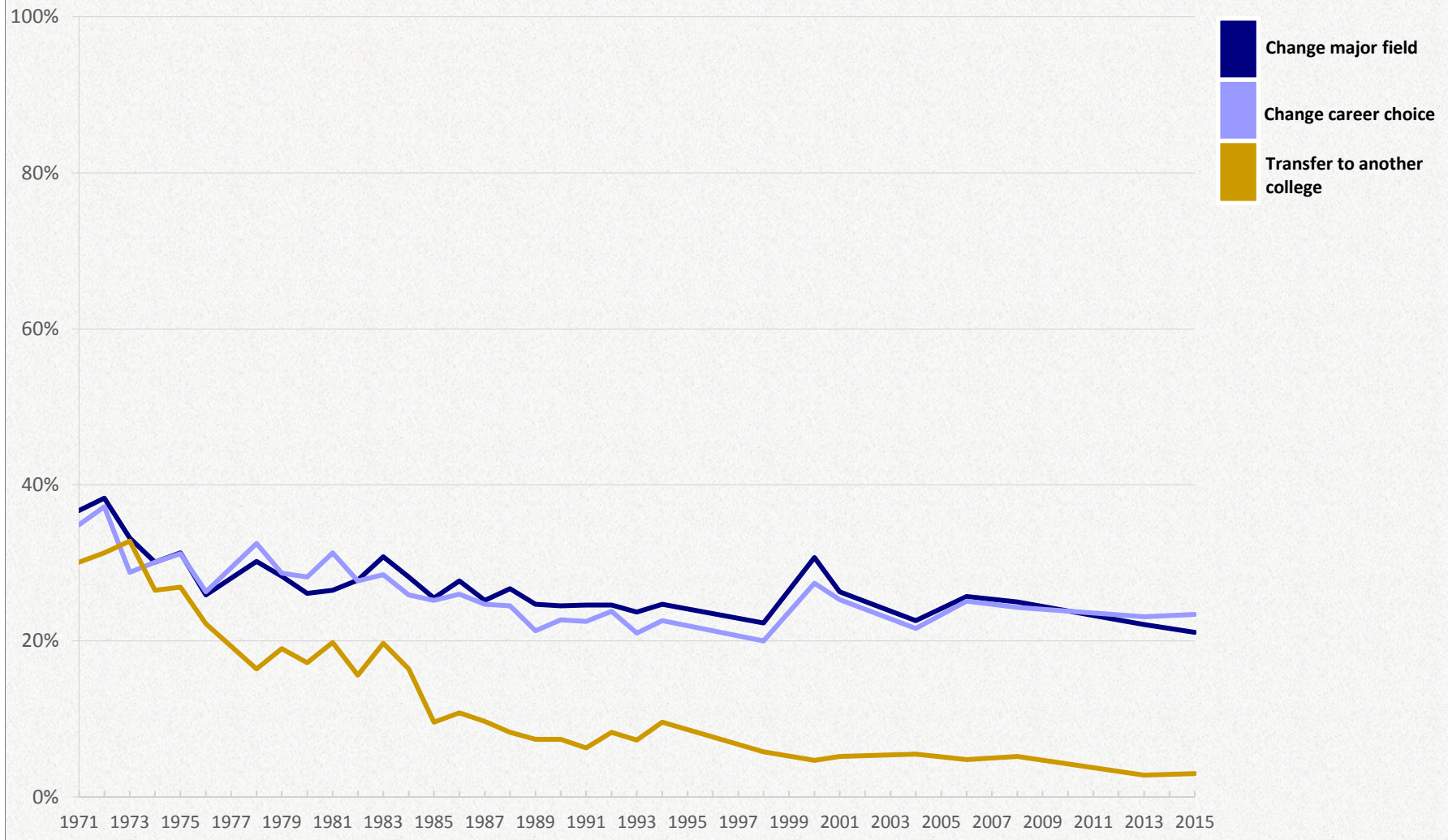




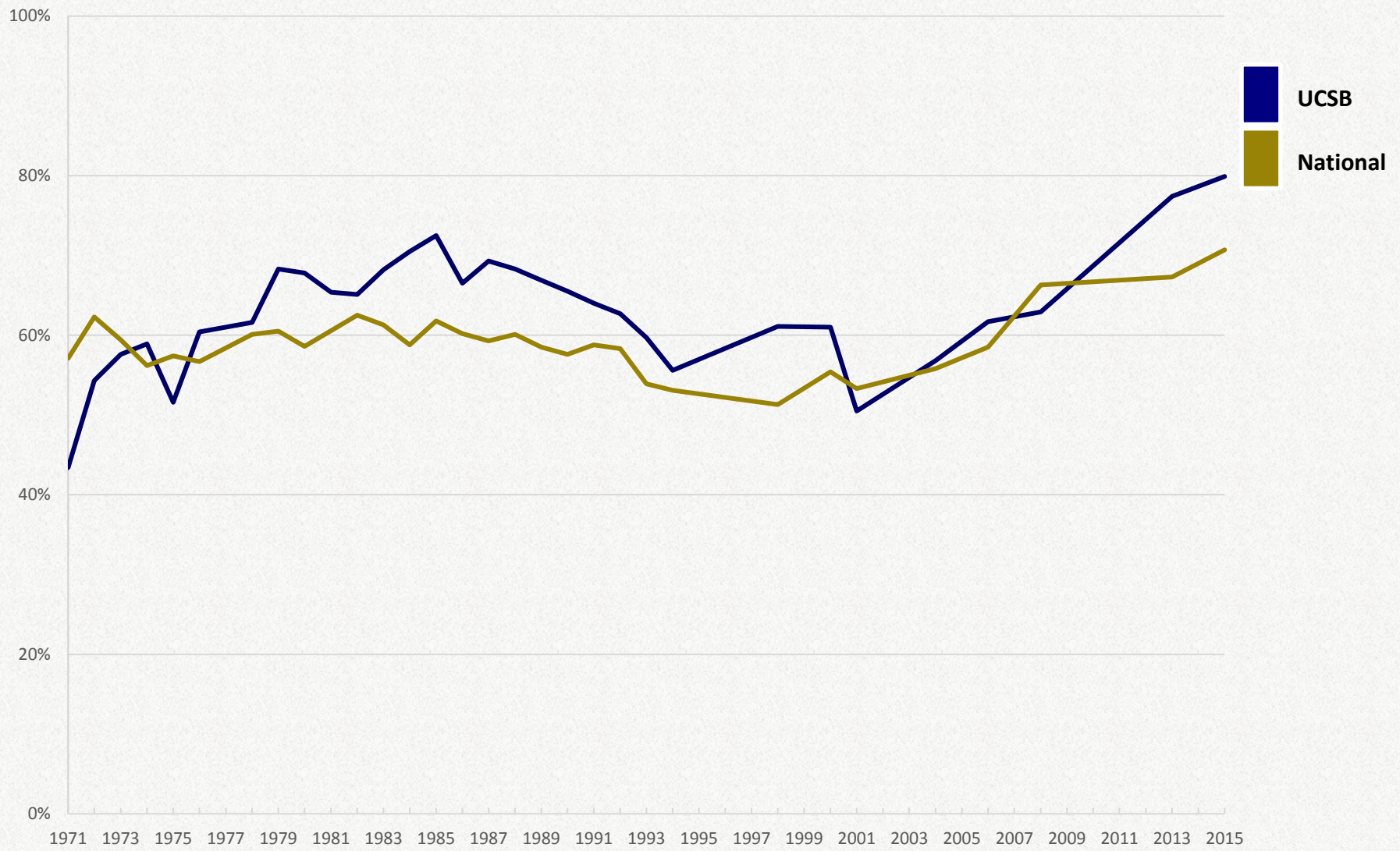
**Figure 10j. % Indicating chances are "Very Good" they will do the following... (part 2)**  
*UCSB Freshmen*



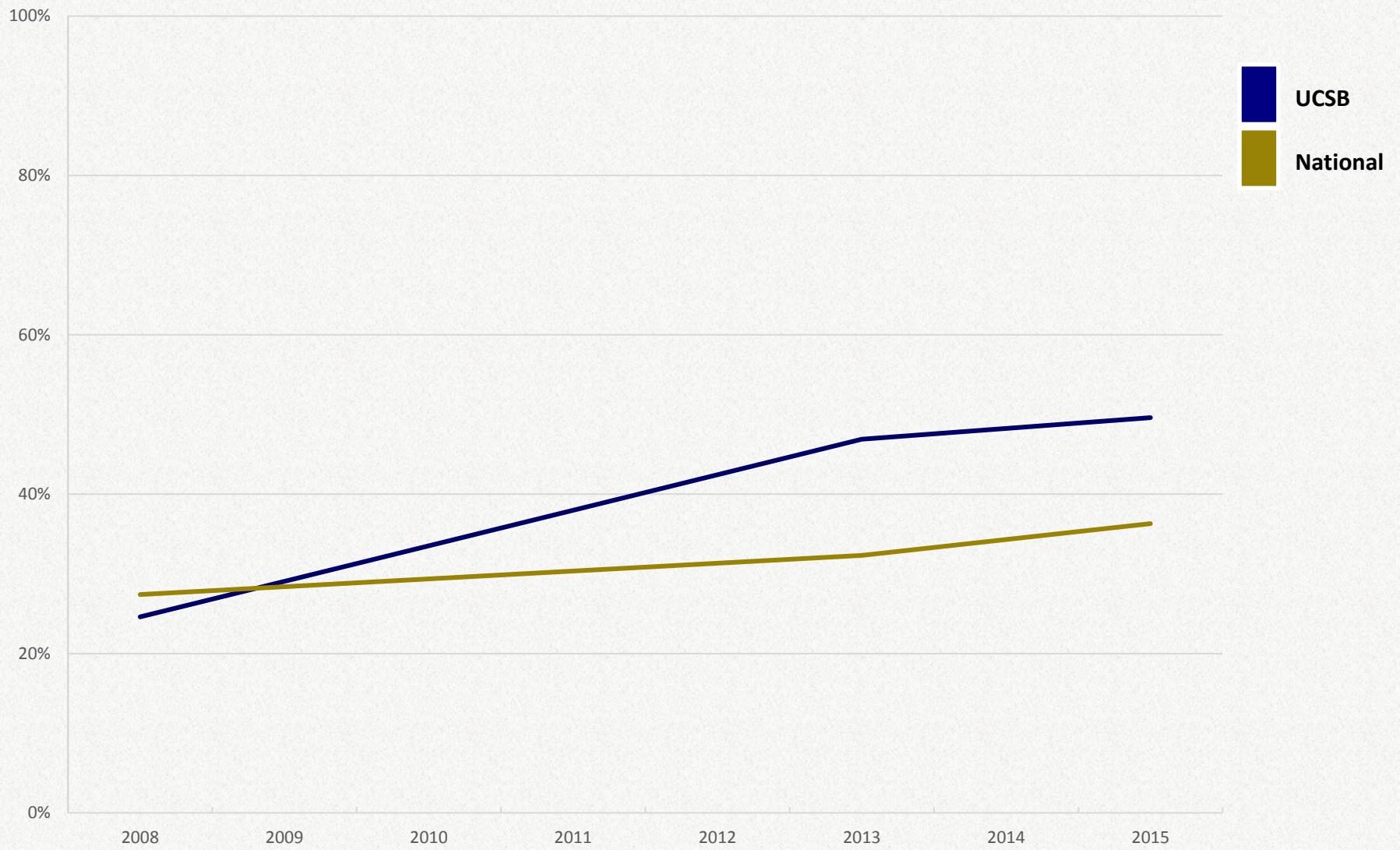
**Figure 10k. % Indicating chances are "Very Good" they will do the following... (part 3)**  
*UCSB Freshmen*



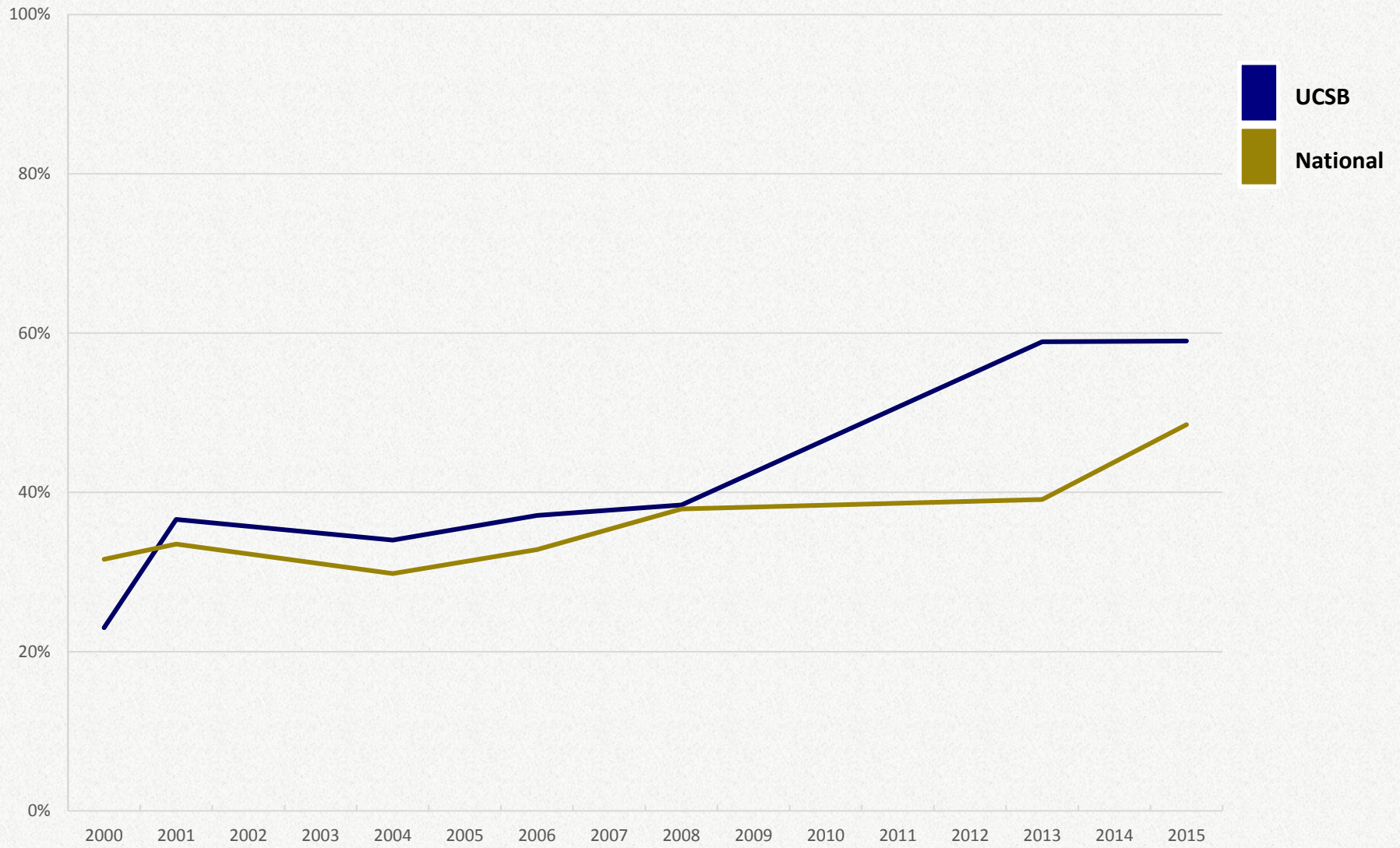
**Figure 10I. % Indicating chances are "Very Good" they will ... Be Satisfied with Their College**  
*UCSB and National Freshmen*



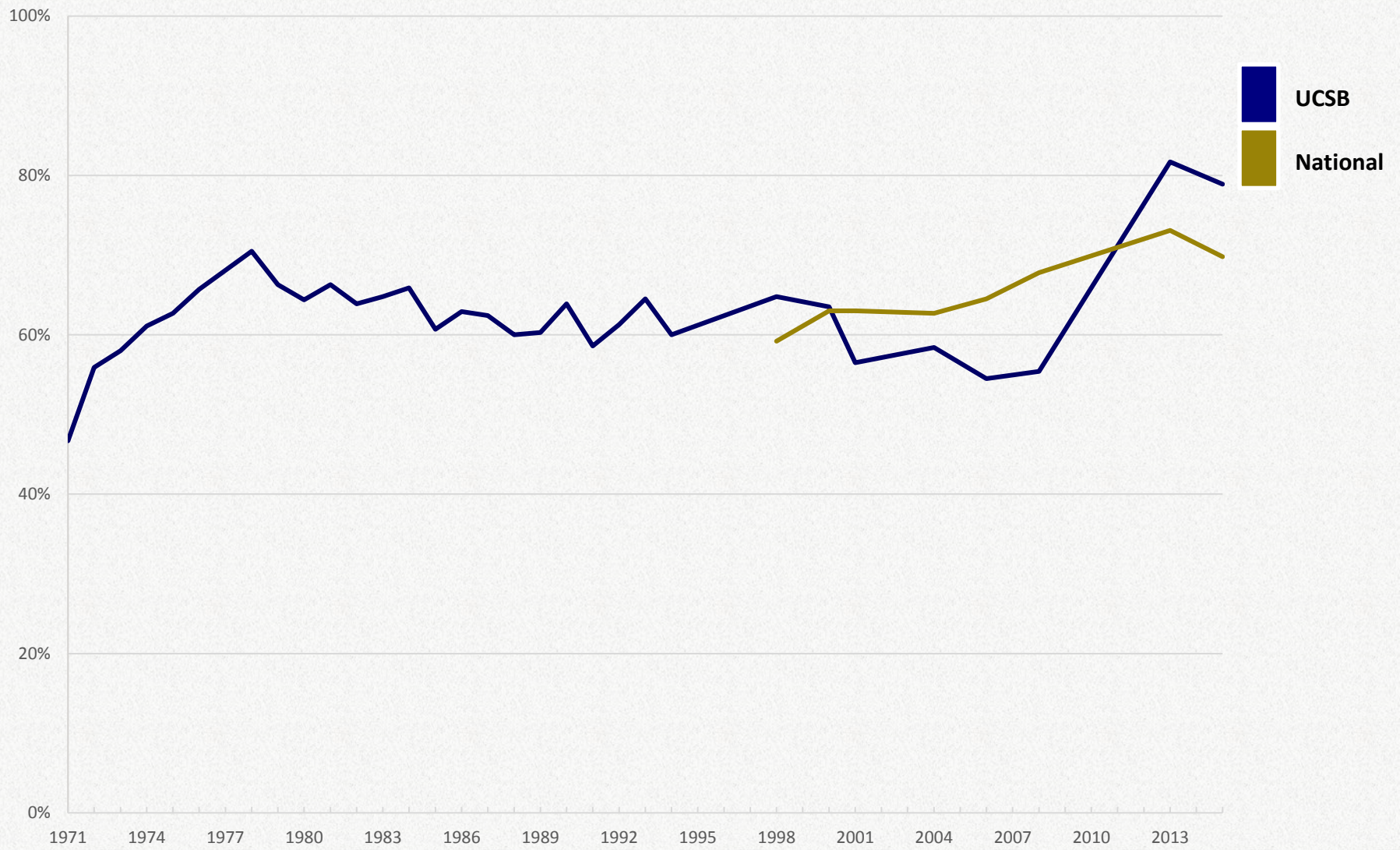
**Figure 10m. % Indicating chances are "Very Good" they will ... Work on a Professor's Research Project**  
*UCSB and National Freshmen*



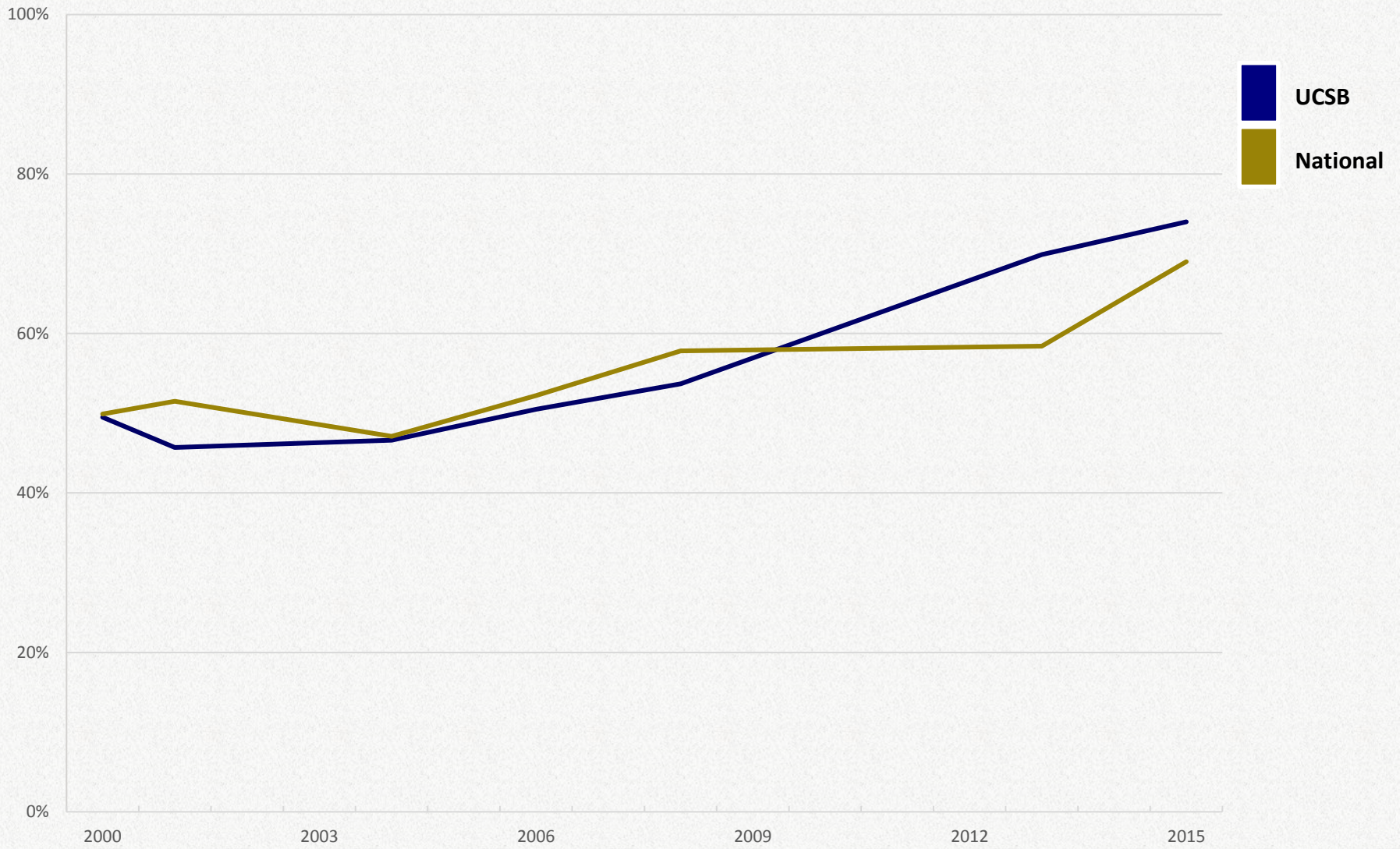
**Figure 10n. % Indicating chances are "Very Good" they will ... Communicate Regularly with Their Professors**  
*UCSB and National Freshmen*



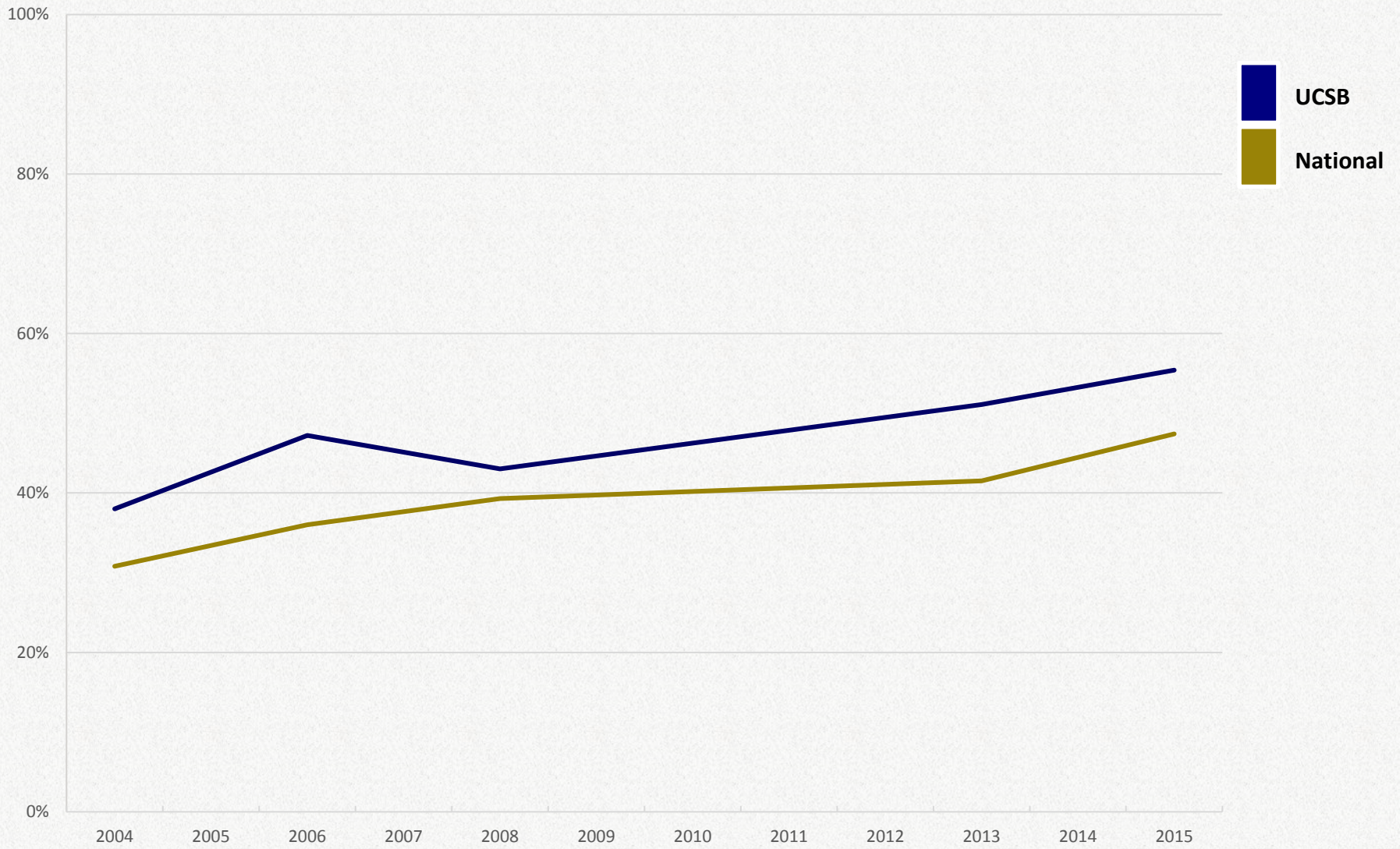
**Figure 10o. % Indicating chances are "Very Good" they will ... Make at Least a "B" Average**  
*UCSB and National Freshmen*



**Figure 10p. % Indicating chances are "Very Good" they will ... Participate in Student Clubs/Groups**  
*UCSB and National Freshmen*

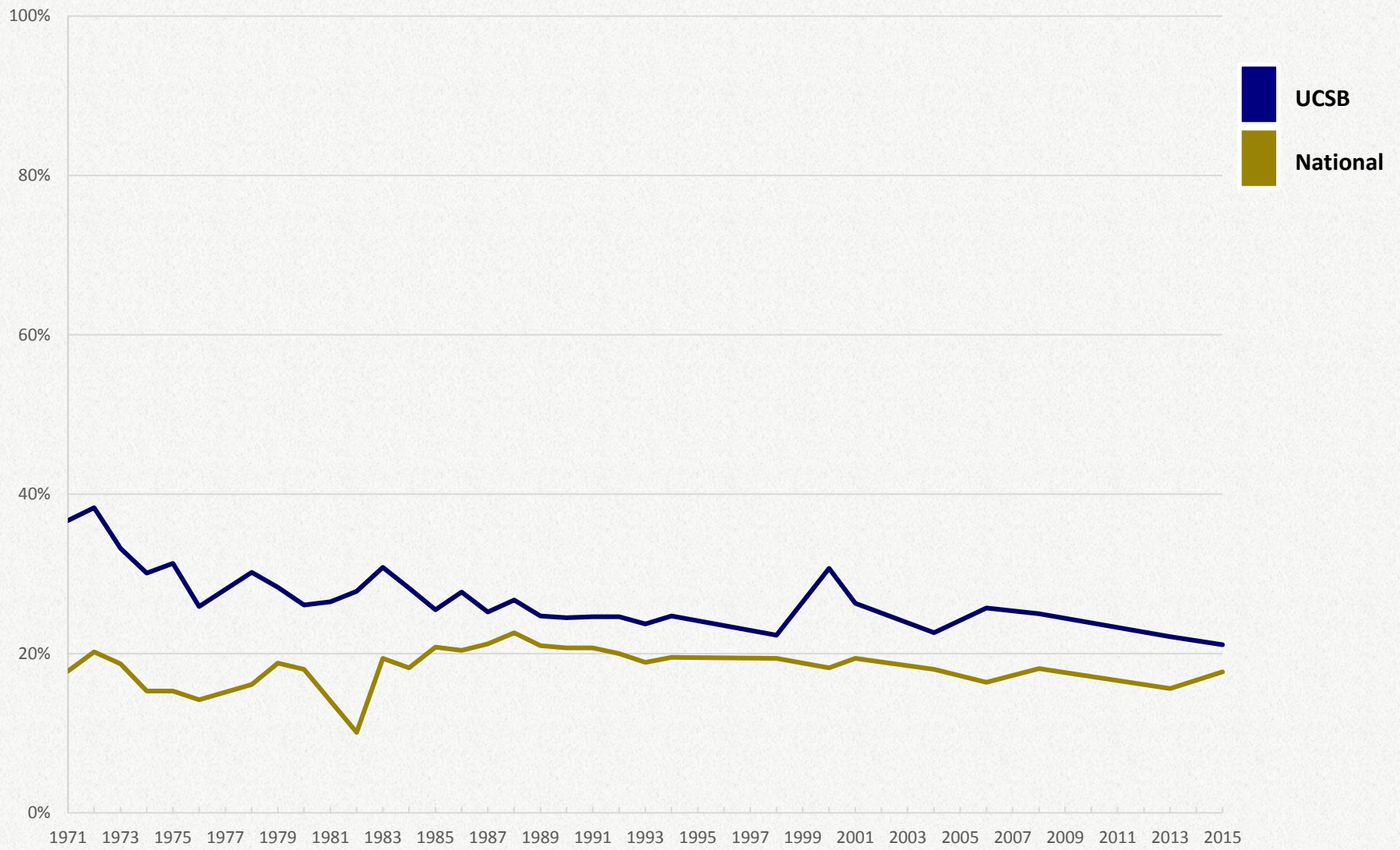


**Figure 10q. % Indicating chances are "Very Good" they will ... Participate in Study Abroad**  
*UCSB and National Freshmen*





**Figure 10r. % Indicating chances are "Very Good" they will ... Change Major Field**  
*UCSB and National Freshmen*



**Figure 10s. % Indicating chances are "Very Good" they will ... Change Career Choice**  
*UCSB and National Freshmen*

