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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

Graduates get good jobs
Graduates go to top grad schools
Information from a website
Visit to the campus
Size of college
Wanted to live near home
Parents wanted me to come
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
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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*
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UCSB and National freshmen
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*UCSB and National freshmen*
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*UCSB and National freshmen*
Figure 1. 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*
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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

Academic ability
Mathematical ability
Writing ability
Public speaking ability
Artistic ability
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*

- Supported opinions w/ a logical argument
- Revised papers to improve writing
- Evaluated quality or reliability of information
- Sought alternative solutions to a problem
- Accepted mistakes as part of the learning process
- Sought feedback on academic work
- Integrated skills and knowledge from different sources and experiences

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

*UCSB Freshmen*

- Leadership ability
- Drive to achieve
- Cooperativeness
- Self-confidence (Intellectual)
- Self-confidence (Social)
- Understanding of others
- Self-Understanding
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

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

UCSB Freshmen

- Completely white
- Mostly white
- Roughly half non-white
- Mostly non-white
- Completely non-white
Figure 5b. % Non-native English speakers

UCSB and National freshmen

UCSB

National
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

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

UCSB and National Freshmen - 2015

- Demonstrated for a cause (e.g., boycott, rally, protest)
- Helped raise money for a cause or campaign
- Publicly communicated my opinion about a cause (e.g., blog, email, petition)
- Worked in a local, state or national political campaign
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 61. % Indicating chances are "Very Good" they will ... Participate in Student Protests or Demonstrations

UCSB and National Freshmen

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

*UCSB and National freshmen*
Figure 7a. Political Orientation

UCSB Freshmen

- Liberal
- Middle of the Road
- Conservative
Figure 7b. % "Liberal / Far Left" Political Orientation

UCSB and National freshmen

UCSB
National
Figure 7c. % Who agree with the following ...

UCSB Freshmen

- Abortion should be legal
- Marijuana should be legalized
- Racial discrimination not a problem
- Should prohibit racist/sexist speech
- Racial discrimination not a problem
- Individual can do little to change society
- Same-sex couples should have legal marital recognition
- Colleges have the right to ban extreme speakers
- Dissent is critical to the political process
Figure 7d. % Who agree that... Abortion should be legal

UCSB and National Freshmen

0% 20% 40% 60% 80% 100%

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

"Frequently" felt overwhelmed by all I had to do
"Frequently" felt depressed
Indicate a "very good" chance they will seek counseling at UCSB
Rate self "Above Avg" or "Top 10%" on emotional health
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

- Was bored in class
- Came late to class
- Drank beer
- Drank wine or liquor
- Failed to complete homework on time
- Fell asleep in class
- Skipped school/class
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

- Asked teacher for advice after class
- Studied with other students
- Tutored another student
- Asked questions in class
- Took a risk b/c felt had more to gain
- Looked up scientific research articles/resources
- Explored topics on own, even though not required
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

- Being very well-off financially
- Raise a family
- Become an authority in my field
- Develop a philosophy of life
- Obtaining recognition from my colleagues
- Becoming successful in a business of my own
- Making a theoretical contribution to science
- Writing original works
- Becoming accomplished in performing arts
Figure 10e. % Who consider... Being Very Well Off Financially "Essential" or "Very Important"

UCSB and National Freshmen

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

UCSB and National Freshmen

UCSB
National
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

- Be satisfied with your college
- Discuss course content w/ other students outside of class
- Make at least a "B" average
- Communicate regularly with your professors
- Work on a professor’s research project
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

- Change major field
- Change career choice
- Transfer to another college
Figure 10l. % 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 10. % Indicating chances are "Very Good" they will ... Change Career Choice

*UCSB and National Freshmen*