2009 CIRP Freshman Survey
Analysis and Results

Office of Institutional Research
April 29, 2010
CIRP 2009 Freshman Survey Analysis

Background

Wake Forest has been administering the Cooperative Institutional Research Program (CIRP) Freshman Survey from UCLA to different freshman classes since 1979. The 2009 Survey was administered by the Office of Institutional Research web based for the first time to the entire entering freshman class as they arrived on campus in August, 2009 for Orientation. The 2009 CIRP survey was completed by 472 freshmen representing approximately 40% of the entering class. Wake Forest administers this national survey to entering freshmen every other year.

Findings

Following this analysis are graphs with results of selected items from the 2009 CIRP Freshman Survey for entering freshmen at Wake Forest, Vanderbilt, and the “Private Universities – Very High Selectivity” combined. (Institutions included in the “Private Universities- Very High Selectivity” are as follows: Boston College, Brandeis, Cal Tech, Cornell, Duke, Emory, Georgetown, Johns Hopkins, Northwestern, Penn, Vanderbilt, and Wake Forest.) Graphs are also provided for the results of Wake Forest additional questions and results of Wake Forest vs. just Vanderbilt since 2001. Several of the additional questions were specifically designed for our Quality Enhancement Plan (QEP) and two new questions ask about the importance of opportunities for small classes and knowing your professors.

Average High School Grade of A or A+

- The percentage of 2009 Wake Forest freshmen reporting an average high school grade of A or A+ was 40% compared to 44% in 2007.

Distance From Home

- The percentage of 2009 Wake Forest freshmen more than 500 miles away from home was 41% compared to 43% in 2007.

Father and Mother Did Not Attend College

- The percentage of 2009 Wake Forest freshmen indicating that their father did not attend college was 13% compared to 7% in 2007. The percentage of 2009 Wake Forest freshmen indicating that their mother did not attend college was 11% compared to 9% in 2007.

Current Religious Preference

- The percentage of 2009 freshmen indicating a religious preference of Baptist was 12% vs. 10% in 2007 and the percentage of those students indicating Catholic was 25% vs. 26% in 2007.

First Choice College and Applied to Six or More Colleges

- The percentage of 2009 Wake Forest freshmen indicating that Wake Forest was their first choice college was 60% compared to 65% in 2007. The percentage of 2009 Wake Forest freshmen applying to six or more colleges was 56% compared to 39% in 2007.
Good Academic Reputation and Size of College Very Important in “Choosing this College”
- The percentage of 2009 Wake Forest freshmen indicating good academic reputation as very important in choosing their school was 92% compared to 90% in 2007. The percentage of 2009 Wake Forest freshmen indicating size as very important was 70% compared to 67% in 2007.

Offered Financial Aid and Magazine Rankings Very Important in “Choosing this College”
- The percentage of 2009 Wake Forest freshmen indicating offered financial aid as very important was 36% compared to 24% in 2007. The percentage of 2009 Wake Forest freshmen indicating rankings in magazines as very important was 52% compared to 34% in 2007.

Political Views Characterized as Conservative
- The percentage of 2009 Wake Forest freshmen indicating their political views as conservative was 31% compared to 35% in 2007.

Parental Income Above $150,000
- The percentage of 2009 Wake Forest freshmen indicating that their parental income exceeded $150,000 (the prior year) was 48% compared to 53% in 2007.

Doctorate Highest Degree Planned
- The percentage of 2009 Wake Forest freshmen indicating that they plan to obtain a doctorate degree was 22% compared to 13% in 2007.

Racial Background
- The racial identification for 2009 Wake Forest African-Americans was 8% compared to 6% in 2007; Asians were 6% vs. 4% in 2007; and Hispanics were 5% vs. 3% in 2007.

Probable Field of Study
- The percentage of 2009 Wake Forest freshmen indicating that their probable field of study will be arts and humanities was 16% vs. 12% in 2007; biological science was 13% vs. 12% in 2007; business 21% vs. 27% in 2007; physical science or mathematics was 8% vs. 6% in 2007; and social science was 19% vs. 15% in 2007.

Student’s Probable Career – Lawyer and Physician
- The percentage of 2009 Wake Forest freshmen indicating that their probable career would entail being a lawyer was 11% vs. 10% in 2007 and the percentage for being a physician was 21% vs. 15% in 2007.

Studying Abroad and Research with Professors “Very Important” (Additional questions by Wake Forest)
- The percentage of 2009 freshmen indicating that the opportunity for studying abroad at Wake Forest was “very important” as a reason for attending was 66% vs. 51% in 2007, and the opportunities to participate in collaborative research with a professor was 23% vs. 20% in 2007.
Opportunity for small classes and knowing your professors “Very Important” (Additional questions by Wake Forest - New)

- The percentage of 2009 freshmen indicating that the opportunity to participate in small classes at Wake Forest was “very important” as a reason for attending was 89% in 2009, and the percentage for the opportunity to get to know your professors was 79% in 2009.

Summary

The percentage of 2009 entering freshmen indicating Wake Forest as their first choice is lower compared to 2007 and a significantly higher percentage of students applied to six or more schools. The survey results indicate that financial aid offers and magazine rankings were significantly more of a factor as a reason for attending Wake Forest in 2009 vs. 2007. Study abroad opportunities at Wake Forest continue to be even more important to Wake Forest freshmen as a reason to attend, and the opportunity for research collaboration with professors has an increasing importance compared to the past.

The 2009 survey results indicate too that the Wake Forest freshman class has a higher percentage of minority students compared to 2007 and similarly for “First-Generation College Students.” The highest percentage of Wake Forest 2009 freshmen choosing a probable field of study was in business despite a significant decrease for that discipline compared to 2007. The other disciplines remained approximately the same compared to 2007. The 2009 percentage of those intending to obtain a doctorate is significantly higher compared to 2007 and similarly for those intending to be a physician.
CIRP Freshman Survey
Results 2009
Wake Forest University, Vanderbilt University, and “Private Universities – Very High Selectivity”
Probable Field of Study

Percentage

Arts & Humanities  | Biological Science  | Business  | Physical Science or Mathematics  | Professional  | Social Science

Probable Career/Occupation

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Lawyer</th>
<th>Physician</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wake Forest, 2007</td>
<td>10</td>
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<tr>
<td>Wake Forest, 2009</td>
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<td>21</td>
</tr>
<tr>
<td>Vanderbilt, 2007</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>Vanderbilt, 2009</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>Private Universities, 2009</td>
<td>8</td>
<td>17</td>
</tr>
</tbody>
</table>
Profile Items

- Current College First Choice
  - Wake Forest, 2007: 65%
  - Wake Forest, 2009: 60%
  - Vanderbilt, 2007: 68%
  - Vanderbilt, 2009: 62%
- Applied to Six or More Colleges
  - Wake Forest, 2007: 48%
  - Wake Forest, 2009: 56%
  - Vanderbilt, 2007: 58%
  - Vanderbilt, 2009: 57%
- Average High School Grade of A or A+
  - Wake Forest, 2007: 44%
  - Wake Forest, 2009: 40%
  - Vanderbilt, 2007: 54%
  - Vanderbilt, 2009: 53%
- More than 500 Miles from Home
  - Wake Forest, 2007: 43%
  - Wake Forest, 2009: 41%
  - Private Universities, 2009: 54%
Profile Items (continued)

- Political Views Characterized as Conservative (Excluding Far Right): 35 (Wake Forest, 2007), 31 (Wake Forest, 2009), 29 (Vanderbilt, 2007), 28 (Vanderbilt, 2009), 20 (Private Universities, 2009)
- Before-Tax Parental Income Exceeded $150,000 Last Year: 53 (Wake Forest, 2007), 48 (Wake Forest, 2009), 51 (Vanderbilt, 2007), 51 (Vanderbilt, 2009), 45 (Private Universities, 2009)
- Highest Degree Planned - Doctorate: 13 (Wake Forest, 2007), 22 (Wake Forest, 2009), 19 (Vanderbilt, 2007), 23 (Vanderbilt, 2009), 24 (Private Universities, 2009)
Factors Cited as "Very Important" in Choosing a School

- Size of College: Wake Forest, 2007 (67), Wake Forest, 2009 (70), Vanderbilt, 2007 (56), Vanderbilt, 2009 (52), Private Universities, 2009 (40)
Respondents Indicating their Mother and/or Father did NOT attend College

![Bar chart showing the percentage of respondents indicating their mother and/or father did not attend college by institution and year. The chart includes data from Wake Forest University in 2007 and 2009, Vanderbilt University in 2007 and 2009, and Private Universities in 2009.]
Additional Questions

Wake Forest University
As a reason in your decision to attend Wake Forest, how important was the opportunity to participate in collaborative research with a professor?
As a reason in your decision to attend Wake Forest, how important was the opportunity to get to know your professors?
As a reason in your decision to attend Wake Forest, how important was the opportunity to participate in small classes?

- Very Important: 89%
- Somewhat Important: 10%
- Not Important: 1%

2009
As a reason in your decision to attend Wake Forest, how important was the opportunity for studying abroad?
What type of Study abroad program(s) would you like to participate in while a student at Wake Forest?

- One semester program: 57%
- Full year program (two semesters): 6%
- Short term program (summer, winter break, spring break): 15%
- More than one of the above: 17%
- I do not plan to study abroad: 6%

☑️ 2009
If you are planning to study abroad while a student at Wake Forest, how would you regard this experience as a part of your education?
What factor is most likely to influence your decision to study abroad while a student at Wake Forest?

- The ability to pay and/or availability of scholarships: 22%
- The opportunity to study a foreign language: 11%
- The chance to fulfill degree requirements for my major or minor: 15%
- The opportunity to visit a foreign culture: 24%
- The chance to study in a place that interests me: 28%

[2009]
To what extent do you anticipate that studying abroad will be relevant to completing your major or minor?

- Very significant: 17%
- Significant: 47%
- Insignificant: 27%
- Very insignificant: 4%
- Not applicable: 5%

(2009)
Do you have a current passport? Have you used it to visit another country in the last three years?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, I have a passport and have used it in the last three years</td>
<td>71</td>
</tr>
<tr>
<td>Yes, I have a passport, but have not used it in the last three years</td>
<td>9</td>
</tr>
<tr>
<td>No, I do not have a current passport, but I have visited another country in the last three years</td>
<td>1</td>
</tr>
<tr>
<td>No, I do not have a valid passport, although I previously had one that has expired</td>
<td>5</td>
</tr>
<tr>
<td>No, I have never had a passport</td>
<td>14</td>
</tr>
</tbody>
</table>
In the last 2-3 years, how frequently have you interacted with people from a culture or background different from your own?

- Daily: 47%
- Several times per week: 21%
- Several times per month: 16%
- Several times per year: 14%
- Very little, if ever: 3%
What one experience at Wake Forest do you think will be most significant in shaping your understanding of foreign cultures and societies?

![Bar chart showing percentages of students who cited various experiences as significant in shaping their understanding of foreign cultures and societies. The categories include:
- On campus course work
- Overseas study
- International research or service
- On campus internationally oriented extracurricular activity
- Interaction with international students

The chart compares the responses from 2007 and 2009.](image)
To what extent do you think your college education will enhance your understanding of foreign cultures and societies?

- A great deal: 58% (2007), 38% (2009)
- Somewhat: 42% (2007), 34% (2009)
- Unsure: 17% (2007), 7% (2009)
- Very little: 2% (2007), 2% (2009)
- Not at all: 1% (2007), 0.2% (2009)
CIRP Freshman Survey
2001-2009 Longitudinal Results
Wake Forest University and Vanderbilt University
Respondents Indicating a Probable Field of Study in Arts & Humanities

Percentage

Wake Forest

Vanderbilt

2001 2002 2003 2004 2005 2007 2009
Respondents Indicating a Probable Field of Study in Biological Science

Percentage

Wake Forest

Vanderbilt

[Bar chart showing percentage of respondents indicating a probable field of study in biological science across different years for Wake Forest and Vanderbilt.]
Respondents Indicating a Probable Field of Study in Business

![Bar chart showing the percentage of respondents indicating a probable field of study in Business at Wake Forest and Vanderbilt over the years 2001 to 2009. The chart compares the percentage for each year at both institutions.](chart.png)
Respondents Indicating a Probable Field of Study in Physical Science or Mathematics

Percentage

Wake Forest

Vanderbilt

2001 2002 2003 2004 2005 2007 2009
Respondents Indicating a Probable Field of Study in a Professional Discipline

Percentage of Respondents Indicating a Probable Field of Study in a Professional Discipline

Wake Forest
- 2001: 9%
- 2002: 10%
- 2003: 11%
- 2004: 10%
- 2005: 8%
- 2007: 9%
- 2009: 9%

Vanderbilt
- 2001: 10%
- 2002: 10%
- 2003: 12%
- 2004: 12%
- 2005: 9%
- 2007: 9%
- 2009: 10%
Respondents Indicating a Probable Career as a Lawyer

<table>
<thead>
<tr>
<th>Year</th>
<th>Wake Forest</th>
<th>Vanderbilt</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>10</td>
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<td>2007</td>
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</tr>
<tr>
<td>2009</td>
<td>8</td>
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</tbody>
</table>
Respondents Indicating a Probable Career as a Physician

Percentage of Respondents Indicating a Probable Career as a Physician

<table>
<thead>
<tr>
<th>Year</th>
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<th>Vanderbilt</th>
</tr>
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<tbody>
<tr>
<td>2001</td>
<td>14</td>
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<td>19</td>
</tr>
<tr>
<td>2009</td>
<td>21</td>
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</table>
Respondents Indicating their Current Religious Preference as Baptist

<table>
<thead>
<tr>
<th>Year</th>
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<tbody>
<tr>
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<td>10</td>
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<tr>
<td>2009</td>
<td>9</td>
<td>7</td>
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</tbody>
</table>

Legend:
- 2001
- 2002
- 2003
- 2004
- 2005
- 2007
- 2009
Respondents Indicating their Current Religious Preference as Roman Catholic

Percentage

Wake Forest

Vanderbilt

2001 2002 2003 2004 2005 2007 2009
Respondents Indicating their Current School as their First Choice
Respondents Applying to Six or More Schools

<table>
<thead>
<tr>
<th>Year</th>
<th>Wake Forest</th>
<th>Vanderbilt</th>
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<tbody>
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<td>2003</td>
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<td>2007</td>
<td>48</td>
<td>58</td>
</tr>
<tr>
<td>2009</td>
<td>56</td>
<td>57</td>
</tr>
</tbody>
</table>

Percentage distribution for Wake Forest and Vanderbilt over the years 2003 to 2009.
Respondents - African American

Percentage

Wake Forest

2001 2002 2003 2004 2005 2007 2009

Vanderbilt

2001 2002 2003 2004 2005 2007 2009
Respondents Indicating an Average High School Grade of "A" or "A+"

<table>
<thead>
<tr>
<th>Year</th>
<th>Wake Forest (%)</th>
<th>Vanderbilt (%)</th>
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<tbody>
<tr>
<td>2001</td>
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<tr>
<td>2009</td>
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Respondents Indicating a Distance from Home Greater than 500 Miles

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<tr>
<td>2009</td>
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Respondents Indicating Their Father/Mother did NOT Attend College

<table>
<thead>
<tr>
<th>Year</th>
<th>Father</th>
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<th>Mother</th>
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<td>2005</td>
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<td>2009</td>
<td>7.3</td>
<td>7.2</td>
<td>8.8</td>
<td>9.2</td>
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</table>

Institution:
- Wake Forest
- Vanderbilt
Respondents Indicating a Good Academic Reputation was "Very Important" in Choosing a School
Respondents Indicating that Size of the College was "Very Important" in Choosing a School
Respondents Indicating that Financial Aid Offers were "Very Important" in Choosing a School

![Bar chart showing percentages of respondents indicating financial aid offers were very important in choosing a school for Wake Forest and Vanderbilt across different years.]
Respondents Indicating that Rankings in Magazines were "Very Important" in Choosing a School

<table>
<thead>
<tr>
<th>Year</th>
<th>Wake Forest</th>
<th>Vanderbilt</th>
</tr>
</thead>
<tbody>
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<td>49.1</td>
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<tr>
<td>2009</td>
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Respondents Characterizing their Political Views as Conservative
(Excluding "Far Right")

<table>
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<tr>
<td>2009</td>
<td>33</td>
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</tr>
</tbody>
</table>

Percentage
Respondents Indicating that their Parents' Before-Tax Income exceeded $150,000 in the Previous Year
Respondents Indicating Doctorate as their Highest Planned Degree

- Wake Forest
  - 2001: 20%
  - 2002: 19%
  - 2003: 17%
  - 2004: 13%
  - 2005: 22%
  - 2007: Data not provided
  - 2009: 22%

- Vanderbilt
  - 2001: 24%
  - 2002: 23%
  - 2003: 23%
  - 2004: 20%
  - 2005: 22%
  - 2007: 19%
  - 2009: 23%

The chart shows the percentage of respondents indicating a doctorate as their highest planned degree from 2001 to 2009 for Wake Forest and Vanderbilt universities.