2016 CIRP FRESHMAN SURVEY

Each year thousands of students across the United States complete the CIRP Freshman Survey. The results in this newsletter profile Chapman University’s 2016 first-time, full-time entering students. Over 1,300 freshmen completed the survey during Orientation resulting in an 85% response rate.

REASONS FOR CHOOSING CHAPMAN

Percent reporting “Very Important” reason

65% Good Academic Reputation
65% Offered Financial Assistance
62% A Visit to Campus
60% Graduates Get Good Jobs

CHAPMAN UNIVERSITY WAS?

- first choice college, 53.3%
- second choice college, 28.6%
- third choice college, 12.8%
- other, 5.3%

36% Traveled over 500 miles to attend Chapman

66% Have Concerns About Their Ability to Finance College
79% Report Receiving Merit Based Scholarships
80% Plan to Cover Part of Their 1st Year College Expenses With Aid that Does Not Need to be Paid Back

FINANCING COLLEGE

WHY GO TO COLLEGE AT ALL?

- Prepare for graduate/professional school
- Make me a more cultured person
- Make more money
- Gain GE and appreciation of ideas
- Get training for a specific career
- Get a better job
- Learn about things that interest me

COLLEGE EXPECTATIONS

Percent reporting “Very Good Chance”

- Participate in Student Clubs/Groups
- Study Abroad
- Get a Job to Help Pay College Expenses
- Communicate Regularly with Your Professors
**DIVERSITY-RELATED STRENGTHS**
Percent reporting "A Major Strength" or "Somewhat Strong"

- 91% Ability to work cooperatively with diverse people
- 86% Tolerance of others with different beliefs
- 72% Ability to discuss and negotiate controversial issues
- 84% Ability to see the world from someone else’s perspective
- 67% Openness to having own views challenged

**DIVERSITY-RELATED BELIEF**
Percent reporting "Agree" or "Agree Strongly"

- 70% Chapman University is an institution that values diversity
- 84% Tolerance of others with different beliefs
- 86% Ability to discuss and negotiate controversial issues
- 75% Helping others in difficulty
- 48% Helping promote racial understanding

**LIFE GOALS**
Percent reporting “Essential” or “Very Important”

- 97.8% Came to Chapman with their own laptop
- 91% Expect to graduate college in 4 years or less
- 63% Becoming an authority in my field
- 60% Obtaining recognition from my colleagues for contributions to my special field
- 47% Becoming successful in a business of my own

**TECHNOLOGY**

- 97.8% Came to Chapman with their own laptop
- 60% Plan to Pursue a Master’s Degree
- 13% Plan to Pursue a Doctorate Degree
- 8% Plan to Pursue a Medical Degree

**SOCIAL MEDIA**
Which social media platform do you use the most?

- 39.3% Snapchat
- 33.1% Instagram
- 12.0% Facebook
- 11.2% Twitter
- 4.5% Other

Spend 11 or more hours a week on social media

Prepared by: Chapman’s Institutional Research Office
http://www.chapman.edu/ciro