UCSD
Then and Now:
Demographic Profile
Total UCSD Undergraduate Population

Gender

Year

Percentage of Population

Male
Female

1991
52%
48%

2002
48%
52%
Total UCSD Undergraduate Population

Ethnicity

Percentage of Population

1991 2002

African-American 3% 1%
Mexican-American 7% 8%
Native-American 1% 0%
Asian 17% 34%
Caucasian 56% 37%
Filipino 4% 5%
Latino 3% 2%
Other/Undeclared 8% 13%
## Total UCSD Undergraduate Population

<table>
<thead>
<tr>
<th>Age</th>
<th>1991</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>21</td>
<td>21</td>
</tr>
</tbody>
</table>
Total UCSD Undergraduate Population

Fields of Study

1991
- Humanities: 8%
- Arts: 4%
- Undeclared/Special: 13%
- Social Science: 32%
- Science/Math: 26%
- Engineering: 18%

2002
- Humanities: 4%
- Arts: 5%
- Undeclared/Special: 12%
- Social Science: 32%
- Science/Math: 23%
- Engineering: 22%
Total UCSD Undergraduate Population

Geographic Origin

<table>
<thead>
<tr>
<th>Home Location</th>
<th>1991</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Out-of-State</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Other California Counties</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>San Francisco/Bay Area</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>Los Angeles/Orange Counties</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Diego/Imperial Counties</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Percentage of Population

Student Research & Information,
Student Affairs

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<table>
<thead>
<tr>
<th></th>
<th>1991</th>
<th>2002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Recentered SAT</td>
<td>1209</td>
<td>1239</td>
</tr>
<tr>
<td>Mean High School GPA</td>
<td>3.91</td>
<td>3.94</td>
</tr>
</tbody>
</table>
Changing Attitudes, Beliefs, Behaviors of New UCSD Freshmen

- Data Source: HERI/UCLA Freshman Survey
- Comparison of 1991 (N=2,037) and 2002 (N=3,789) Freshman Cohorts

- Reasons for Choosing UCSD
- Financial Concerns
- Academic Performance and Engagement
- Perceptions on Academic Ability and Intellectual Self-Confidence
- Emotional Health
- Shifts in Social and Political Views
- Choice of Major
UCSD CHOSEN FOR REPUTATION OF ‘ACADEMIC RIGOR’ AND NATIONAL RANKINGS
"Very Important" Factors Influencing Decision to Attend UCSD (2002 Cohort)

- Good academic reputation: 68%
- Rankings in magazines: 30%
- Size of college: 18%
- Good reputation for social activities: 18%
- Low tuition: 17%
- Relatives' influence on attending UCSD: 7%
- Parents' influence on attending any college: 35%
Anticipated Levels of Satisfaction With UCSD 1984 - 2002

- Applied to 7 or more colleges
- Chances are very good they will be satisfied with college experience
- Ranked UCSD as first choice

Survey Year:
- 1984
- 1986
- 1988
- 1991
- 1996
- 2002

Reported Percentage:
- 0% to 10%
- 10% to 20%
- 20% to 30%
- 30% to 40%
- 40% to 50%
- 50% to 60%
- 60% to 70%
- 70% to 80%
- 80% to 90%
- 90% to 100%

- 81%
- 65%
- 66%
- 66%
- 68%
- 61%
- 57%
- 49%
- 46%
- 43%

- 2%
- 13%
- 27%
- 24%
- 21%

- Chances are very good they will be satisfied with college experience
- Ranked UCSD as first choice
FINANCIAL CONCERNS

- **Being offered financial assistance**: 11% (1991) vs. 18% (2002)
- **Low tuition**: 16% (1991) vs. 17% (2002)
- **Get a job to help pay for college expenses**: 47% (1991) vs. 51% (2002)
- **Work full-time**: 2% (1991) vs. 5% (2002)
- **Being very well-off financially**: 63% (1991) vs. 78% (2002)

(*Very important influencing factor, **Student estimates very good chance, ***Essential or very important objective)
ACADEMIC PERFORMANCE AND ENGAGEMENT

- Grades and test scores are higher, but confidence is lower
- Use of Technology
Grades and Academic Behavior
1984 - 2002

Survey Year

Reported Percentage

Mean "Recentered" SAT Score

- Reported grades of A or A+
- Bored in class
- Studied 6 or more hours per week
- SAT "Recentered"

Student Research & Information,
Student Affairs
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Self-Reported "Above Average" or "Highest 10%"

- **Academic Ability**: 95% (1991), 90% (2002)
- **Mathematical Ability**: 75% (1991), 67% (2002)
- **Public Speaking Ability**: 44% (1991), 38% (2002)
- **Intellectual Self-Confidence**: 79% (1991), 67% (2002)
- **Make at Least a "B" Average**: 65% (1991), 55% (2002)
- **Writing Ability**: 67% (1991), 52% (2002)
Computer Use in the Last Year

- Used a personal computer: 92%
- Used internet for research or homework: 85%
- Other internet use: 68%

- Reported Percentage

Student Research & Information, Student Affairs
INDICATORS OF EMOTIONAL HEALTH AND WELLNESS
Gender Differences in Emotional Health Ratings

- In the Past Year "Felt Depressed": Male 8%, Female 11%
- In the Past Year "Felt Overwhelmed": Male 20%, Female 40%
- Emotional Health Rating as "Highest 10%" or "Above Average": Male 62%, Female 52%
- Chances are Very Good They Will "Seek Personal Counseling": Male 10%, Female 15%

Student Research & Information, Student Affairs
SHIFT IN POLITICAL VIEWS
## Political Views

How would you characterize your political views?

<table>
<thead>
<tr>
<th></th>
<th>All Freshmen</th>
<th>Freshman Men</th>
<th>Freshman Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far left</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Liberal</td>
<td>33%</td>
<td>36%</td>
<td>30%</td>
</tr>
<tr>
<td>Middle of the road</td>
<td>46%</td>
<td>46%</td>
<td>43%</td>
</tr>
<tr>
<td>Conservative</td>
<td>19%</td>
<td>15%</td>
<td>24%</td>
</tr>
<tr>
<td>Far right</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
## Political Views

### Student Agrees Strongly or Somewhat

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Abortion should be legalized</td>
<td>77%</td>
<td>70%</td>
<td>77%</td>
<td>70%</td>
<td>78%</td>
<td>70%</td>
</tr>
<tr>
<td>Racial discrimination is no longer a major problem in America</td>
<td>10%</td>
<td>19%</td>
<td>12%</td>
<td>22%</td>
<td>9%</td>
<td>16%</td>
</tr>
<tr>
<td>It is important to have laws prohibiting homosexual relationships</td>
<td>21%</td>
<td>20%</td>
<td>28%</td>
<td>25%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Marijuana should be legalized</td>
<td>23%</td>
<td>41%</td>
<td>25%</td>
<td>47%</td>
<td>21%</td>
<td>36%</td>
</tr>
<tr>
<td>The death penalty should be abolished</td>
<td>26%</td>
<td>34%</td>
<td>23%</td>
<td>30%</td>
<td>29%</td>
<td>38%</td>
</tr>
<tr>
<td>The federal government should do more to control the sale of handguns</td>
<td>87%</td>
<td>80%</td>
<td>81%</td>
<td>74%</td>
<td>92%</td>
<td>85%</td>
</tr>
<tr>
<td>Same sex couples should have the right to legal marital status</td>
<td>--</td>
<td>69%</td>
<td>--</td>
<td>63%</td>
<td>--</td>
<td>74%</td>
</tr>
<tr>
<td>Affirmative action in college admissions should be abolished</td>
<td>--</td>
<td>64%</td>
<td>--</td>
<td>68%</td>
<td>--</td>
<td>60%</td>
</tr>
</tbody>
</table>
CHOICE OF MAJOR

• Engineering and Biology Continue to be the Most Popular Majors Among Incoming UCSD Freshmen
Student's Probable Major Field

<table>
<thead>
<tr>
<th>Major Field</th>
<th>Percentage Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biological Science</td>
<td>21% 21%</td>
</tr>
<tr>
<td>Engineering</td>
<td>15% 20%</td>
</tr>
<tr>
<td>Health Professional</td>
<td>11% 7%</td>
</tr>
<tr>
<td>Arts and Humanities</td>
<td>6% 8%</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>16% 16%</td>
</tr>
<tr>
<td>Undecided</td>
<td>15% 11%</td>
</tr>
</tbody>
</table>

Student Research & Information, Student Affairs
## Student Identification

### UCUES 2002 Results:

<table>
<thead>
<tr>
<th>Student Strongly Identifies with...</th>
<th>UCSD</th>
<th>All other UC Schools</th>
<th>All UC Students</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>Students who are serious about getting good grades</td>
<td>1,040</td>
<td>16%</td>
<td>11,036</td>
</tr>
<tr>
<td>Party-goers, fun-loving students</td>
<td>708</td>
<td>11%</td>
<td>6,441</td>
</tr>
<tr>
<td>Students who are serious about social/political issues</td>
<td>387</td>
<td>6%</td>
<td>4,701</td>
</tr>
<tr>
<td>Intellectuals</td>
<td>690</td>
<td>11%</td>
<td>7,557</td>
</tr>
<tr>
<td>Religious students</td>
<td>281</td>
<td>4%</td>
<td>2,588</td>
</tr>
<tr>
<td>Jocks</td>
<td>314</td>
<td>5%</td>
<td>2,037</td>
</tr>
<tr>
<td>Other students of my ethnic background</td>
<td>449</td>
<td>7%</td>
<td>5,260</td>
</tr>
<tr>
<td>Other students in my major or field of interest</td>
<td>829</td>
<td>13%</td>
<td>9,435</td>
</tr>
<tr>
<td>Fraternity/Sorority types</td>
<td>149</td>
<td>2%</td>
<td>1,380</td>
</tr>
<tr>
<td>Students from affluent backgrounds/’rich’ kids</td>
<td>123</td>
<td>2%</td>
<td>1,143</td>
</tr>
<tr>
<td>Artsy students</td>
<td>249</td>
<td>4%</td>
<td>2,779</td>
</tr>
<tr>
<td>Liberal students</td>
<td>476</td>
<td>8%</td>
<td>5,211</td>
</tr>
<tr>
<td>Conservative students</td>
<td>255</td>
<td>4%</td>
<td>2,514</td>
</tr>
<tr>
<td>Other</td>
<td>203</td>
<td>3%</td>
<td>2,232</td>
</tr>
</tbody>
</table>
Summary and Discussion

- UCSD Freshmen are Highly Motivated, Academically Prepared and Socially Aware
- High Educational and Career Objectives
- Anxious about Performing Well Academically, Despite Strong High School Grades and Test Scores
- UCSD Chosen for Strong Academic and National Reputation
- More Freshmen are Worried about Financing their Education
- Growing Use of Technology and Computers