UC Merced New Student Survey: Fall 2005 through Fall 2009

New Freshman Respondents

Table 3A

How important to you was each of the following reasons for attending UC Merced?

	Reported as Percentage of Non-Missing Responses											
	Fall 2009			**Fall 2008**			**Fall 2006**			**Fall 2005**		
	Very Important	**Somewhat Important**	**Very & Somewhat Important**	**Very Important**	**Somewhat Important**	**Very & Somewhat Important**	**Very Important**	**Somewhat Important**	**Very & Somewhat Important**	**Very Important**	**Somewhat Important**	**Very & Somewhat Important**
Influence of People												
My parents/relatives wanted me to come here	24	37	**61**	30	37	**67**	19	32	**51**	25	30	**55**
My teacher advised me	NA	NA	**0**	NA	NA	**NA**	11	19	**30**	6	29	**35**
High school counselor advised me	NA	NA	**0**	NA	NA	**NA**	6	23	**29**	7	26	**33**
Advice from high school teachers/counselors	17	41	**58**	23	37	**60**	NA	NA	**NA**	NA	NA	**NA**
Friendliness/helpfulness of staff I've met	36	40	**76**	38	42	**80**	44	35	**79**	29	37	**66**
Friendliness/helpfulness of faculty I've met	39	38	**77**	41	43	**84**	44	37	**81**	30	34	**64**
Educational Options												
Unable to get into first college choice	42	25	**67**	42	25	**67**	NA	NA	**NA**	NA	NA	**NA**
Campus Characteristics												
UC Merced's newness	NA	NA	**0**	NA	NA	**NA**	42	37	**79**	51	36	**87**
I wanted to be in one of the first classes*	NA	NA	**0**	NA	NA	**NA**	33	30	**63**	53	34	**87**
Opportunity to be part of a new campus	57	32	**89**	58	28	**86**	NA	NA	**NA**	NA	NA	**NA**
Ability to live at or near home	34	20	**54**	28	29	**57**	26	19	**45**	21	21	**42**
A visit to the campus	32	42	**74**	32	39	**71**	29	32	**61**	13	28	**41**
Small size of the campus	57	30	**87**	58	31	**89**	52	30	**82**	NA	NA	**NA**
Opportunity to work closely with faculty	58	37	**95**	66	26	**92**	70	25	**95**	NA	NA	**NA**
Personal attention from faculty and staff	60	28	**88**	66	27	**93**	72	23	**95**	NA	NA	**NA**
Academics												
Reputation of campus and UC system	56	31	**87**	52	35	**87**	46	35	**81**	54	29	**83**
Quality of my intended major	47	34	**81**	46	36	**82**	36	36	**72**	27	37	**64**
Opportunity to be involved in research projects	36	41	**77**	38	38	**76**	44	32	**76**	NA	NA	**NA**
Financial Aid												
Financial aid offer	62	18	**80**	50	26	**76**	38	19	**57**	23	28	**51**
Not offered financial aid by prefered campus	22	22	**44**	17	19	**36**	7	18	**25**	5	13	**18**

*In Fall 2005, this response read: "I wanted to be in the first class."

NA= response not available in survey.

Prepared by: UC Merced Office of Institutional Planning & Analysis, November 2009

UC Merced New Student Survey: Fall 2005 through Fall 2009

New Freshman Respondents

Table 3B

How important to you was each of the following reasons for attending UC Merced?

By Region	*% Very & Somewhat Important*															
	Fall 2009				**Fall 2008**				**Fall 2006**				**Fall 2005**			
	North CA	**SF Bay Area**	**San Joaquin Valley**	**South CA**	**North CA**	**SF Bay Area**	**San Joaquin Valley**	**South CA**	**North CA**	**SF Bay Area**	**San Joaquin Valley**	**South CA**	**North CA**	**SF Bay Area**	**San Joaquin Valley**	**South CA**
Influence of People																
My parents/relatives wanted me to come here	53	66	70	51	61	67	74	60	60	52	51	48	39	57	63	45
My teacher advised me	NA	NA	NA	NA					40	19	37	39	23	32	45	30
High school counselor advised me	NA	NA	NA	NA					40	23	35	25	31	32	43	25
Advice from high school teachers/counselors	62	56	63	54	61	42	71	66								
Friendliness/helpfulness of staff I've met	80	81	79	70	70	74	85	83	60	81	82	73	62	52	72	73
Friendliness/helpfulness of faculty I've met	80	82	79	70	78	78	89	86	80	83	84	73	54	53	71	71
Educational Options																
Unable to get into first college choice	63	85	46	77	52	80	48	79								
Campus Characteristics																
UC Merced's newness	NA	NA	NA	NA					100	81	79	77	92	87	87	85
I wanted to be in one of the first classes*	NA	NA	NA	NA					80	56	70	60	77	85	90	87
Opportunity to be part of a new campus	97	86	94	87	96	81	92	81								
I wanted to live near home	47	62	83	20	48	62	84	28	80	29	79	3	31	39	76	10
A visit to the campus	77	76	78	70	74	67	76	67	60	62	68	47	31	47	41	38
Small size of the campus	83	87	87	84	83	90	91	90	90	81	84	84	NA	NA	NA	NA
Opportunity to work closely with faculty	90	81	92	91	86	94	92	93	80	94	100	87	NA	NA	NA	NA
Personal attention from faculty and staff	87	86	91	89	87	90	96	94	80	94	100	87	NA	NA	NA	NA
Academics																
Reputation of campus and UC system	83	82	87	90	91	81	90	89	100	85	80	73	77	81	82	86
Quality of my intended major	87	80	87	76	74	78	89	82	40	69	82	67	77	57	66	68
Opportunity to be involved in research projects	73	76	83	72	70	74	81	78	60	69	84	74	NA	NA	NA	NA
Financial Aid																
Financial aid offer	80	71	86	81	87	63	87	79	40	39	72	63	39	32	69	51
Not offered financial aid by prefered campus	53	42	38	52	35	26	42	44	20	27	30	17	23	16	21	18

*In Fall 2005, this response read: "I wanted to be in the first class."

NA= response not available in survey.

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