

North Carolina State University

2017 Incoming Freshmen Survey:

Introduction, Methods, and Student Demographic Profile

Introduction

This series of reports presents findings from the 2017 Incoming Freshmen Survey at NC State. Each year since 1972, students beginning college at NC State in the Fall semester have been asked to participate in the survey. NC State's Office of Institutional Research and Planning is responsible for administering the survey, analyzing the data, and preparing and distributing reports on results to various units on campus. The survey is conducted after New Student Orientation during the summer months prior to and at the start of the Fall semester. Survey topics include: experiences prior to enrolling at NC State; goals; finances and paying for college; satisfaction with NC State services; demographic and family background characteristics; and anticipating life at NC State.

This introductory report describes the survey's methodology and provides a demographic profile of the 2017 first-year class. Specifically, it compares the gender, race/ethnicity, and academic unit of survey respondents with those characteristics of AY17-18 incoming freshmen. A separate report, "[2017 Incoming Freshmen Survey: Overall Results](#)," focuses on each individual survey topic. Links to tables with gender and racial/ethnic comparisons, as well as comparisons between colleges, are available online through the "[2017 Incoming Freshmen Survey: Table of Contents](#)."

Survey Administration

After attending New Student Orientation during the summer before the start of the Fall semester, incoming freshmen were sent an invitation to participate in the survey from NC State Chancellor Woodson. Incoming students who did not attend Orientation were sent an invitation at the beginning of the Fall semester. Non-respondents were sent up to four email reminders. As an incentive, 20 respondents who completed the survey by August 21, 2017 were randomly selected to each win a \$20 Amazon gift card. In addition, two students who completed the survey by the final deadline of August 25, 2017 were randomly selected to each receive a \$50 Amazon gift card.

Population and Survey Respondents

Of the 4,634 incoming students who were eligible to participate and have their responses recorded for final analyses for the 2017 Incoming Freshmen Survey, 66.7% submitted usable surveys (N=3,093).

By Gender and Race/Ethnicity (Tables 1-2)

Women were significantly more likely than men to participate in the 2017 Incoming Freshmen Survey. Even though women account for less than half of the incoming freshmen class, they make up nearly 52 percent of survey respondents.

Although participation in the survey varied somewhat by race/ethnicity, the racial/ethnic breakdown of survey respondents generally mirrors that of the incoming freshmen population, with a slight overrepresentation of white respondents and a slight underrepresentation of Asian and Hispanic students. Among survey respondents, 72 percent are white, nearly nine percent are Asian, six percent are African American/Black, five percent are Hispanic, four percent are multi-racial, and about one-half percent are American Indian. The remaining three percent of respondents are of another or unknown race/ethnicity.

Table 1: Gender of the Incoming Freshmen Class and Survey Respondents

Gender	Incoming Freshmen Class		Survey Respondents		Response Rate
	%	N	%	N	%
Women	47.2%	2,256	51.9%	1,645	72.9%
Men	52.8%	2,519	48.1%	1,523	60.5%
<i>Total</i>	<i>100%</i>	<i>4,775</i>	<i>100%</i>	<i>3,168</i>	<i>66.3%</i>

Table 2: Race/Ethnicity of the Incoming Freshmen Class and Survey Respondents

Race/Ethnicity	Incoming Freshmen Class		Survey Respondents		Response Rate
	%	N	%	N	%
African American/Black	6.1%	289	6.0%	191	66.1%
American Indian	0.5%	25	0.5%	17	68.0%
Asian	9.5%	456	8.9%	282	61.8%
Hispanic	5.6%	267	5.2%	164	61.4%
White	70.5%	3,367	72.0%	2,282	67.8%
Multi-racial	4.2%	199	4.1%	131	65.8%
Other/Unknown	3.6%	172	3.2%	101	58.7%
<i>Total</i>	<i>100%</i>	<i>4,775</i>	<i>100%</i>	<i>3,168</i>	<i>66.3%</i>

By Academic Units (Table 3)

Table 3 presents enrollment of the AY17-18 incoming freshmen population at the beginning of the Fall 2017 semester and survey respondents by academic unit. For the most part, few differences exist between the incoming freshmen population and the survey respondents by academic unit. Given their high response rates relative to other colleges, the College of Agriculture and Life Sciences and the College of Engineering are slightly overrepresented among respondents, while those in the College of Natural Resources and College of Humanities and Social Sciences are slightly underrepresented due to their relatively lower response rates.

Respondents from the Agricultural Institute and the NC Global Training Initiative have been excluded from the analyses presented in this series of reports so that the data presented reflects the views and circumstances of students pursuing a four-year baccalaureate degree.

Table 3: Classification by Academic Unit

Academic Unit	Incoming Freshmen Class		Survey Respondents		Response Rate
	%	N	%	N	%
Agriculture and Life Sciences	9.1%	435	10.3%	326	74.9%
Design	2.1%	100	2.0%	63	63.0%
Education	1.7%	82	1.9%	59	72.0%
Engineering	29.8%	1,422	30.7%	974	68.5%
Natural Resources	4.5%	213	3.9%	124	58.2%
Humanities and Social Sciences	8.5%	405	7.1%	225	55.6%
Sciences	14.3%	683	14.6%	464	67.9%
Textiles	2.7%	129	2.6%	83	64.3%
Management	10.1%	483	10.0%	316	65.4%
University College	14.3%	682	14.5%	459	67.3%
<i>Subtotal</i>	<i>97.0%</i>	<i>4,634</i>	<i>97.6%</i>	<i>3,093</i>	<i>66.7%</i>
Agricultural Institute	2.5%	119	2.1%	68	57.1%
NC Global Training Initiative	0.5%	22	0.2%	7	31.8%
<i>Total</i>	<i>100%</i>	<i>4,775</i>	<i>100%</i>	<i>3,168</i>	<i>66.3%</i>

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