

2018 Incoming Freshmen Survey: Introduction, Methods, and Student Demographic Profile

Introduction

This series of reports presents findings from the 2018 Incoming Freshmen Survey at NC State University. 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 2018 first-year class. Specifically, it compares the gender, race/ethnicity, and academic unit of survey respondents with those characteristics of AY18-19 incoming freshmen. A separate report, "[2018 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 "[2018 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 Monday, August 27, 2018 were randomly selected to each win a \$20 Amazon gift card. In addition, two students who completed the survey by the final deadline of Friday, August 31, 2018 were randomly selected to each receive a \$50 Amazon gift card.

Population and Survey Respondents

Of the 4,845 incoming students who were eligible to participate and have their responses recorded for final analyses for the 2018 Incoming Freshmen Survey, 59.3% submitted usable surveys (N=2,884).

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

Women were significantly more likely than men to participate in the 2018 Incoming Freshmen Survey. Even though women account for just under half of the incoming freshmen class, they make up over 55 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 and Hispanic respondents, and a slight underrepresentation of Asian students and students whose racial/ethnic background is unknown. Among survey respondents, about 71 percent are white, nine percent are Asian, six percent are Hispanic, five percent are African American/Black, four percent are multi-racial, and less than 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	48.7%	2,410	55.2%	1,621	67.3%
Men	51.3%	2,540	44.8%	1,316	51.8%
<i>Total</i>	<i>100%</i>	<i>4,950</i>	<i>100%</i>	<i>2,937</i>	<i>59.3%</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	5.4%	269	5.6%	164	61.0%
American Indian	0.4%	19	0.3%	10	52.6%
Asian	9.8%	485	9.3%	274	56.5%
Hispanic	6.0%	299	6.4%	189	63.2%
White	70.7%	3,497	71.6%	2,102	60.1%
Multi-racial	3.8%	188	3.6%	110	58.5%
Other/Unknown	3.9%	193	3.0%	88	45.6%
<i>Total</i>	<i>100%</i>	<i>4,950</i>	<i>100%</i>	<i>2,937</i>	<i>59.3%</i>

By Academic Units (Table 3)

Table 3 presents enrollment data of the AY18-19 incoming freshmen population at the beginning of the Fall 2018 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 rate relative to other colleges, the College of Agriculture and Life Sciences are slightly overrepresented among survey respondents, while those in the Poole College of Management are slightly underrepresented due to their relatively lower response rate.

Respondents from the Agricultural Institute 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	8.9%	440	10.7%	314	71.4%
Design	1.9%	96	2.2%	63	65.6%
Education	2.3%	112	2.3%	68	60.7%
Engineering	27.7%	1,371	28.6%	840	61.3%
Natural Resources	4.8%	237	4.7%	137	57.8%
Humanities and Social Sciences	9.4%	464	9.1%	266	57.3%
Sciences	14.1%	700	15.1%	442	63.1%
Textiles	3.5%	173	3.0%	88	50.9%
Management	9.7%	479	7.4%	216	45.1%
University College	15.6%	773	15.3%	450	58.2%
<i>Subtotal</i>	<i>97.9%</i>	<i>4,845</i>	<i>98.2%</i>	<i>2,884</i>	<i>59.5%</i>
Agricultural Institute	2.1%	105	1.80%	53	50.5%
<i>Total</i>	<i>100%</i>	<i>4,950</i>	<i>100%</i>	<i>2,937</i>	<i>59.3%</i>

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