

NC STATE UNIVERSITY

2019 Incoming Freshmen Survey: Introduction, Methods, and Student Demographic Profile

Introduction

This series of reports presents findings from the 2019 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 during the summer months prior to and at the start of the Fall semester; incoming students are asked to participate after attending New Student Orientation. 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, provides a demographic profile of the 2019 first year class, and compares the gender, race/ethnicity, and academic unit of survey respondents with those characteristics of AY19-20 first-year students. A separate report, "[2019 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 "[2019 Incoming Freshmen Survey: Table of Contents](#)."

Survey Administration

After attending New Student Orientation before the start of the Fall semester, incoming first year students were sent an invitation to participate in the survey from NC State Chancellor Woodson. Incoming first year students who did not attend Orientation were sent an invitation at the beginning of the Fall semester. Survey non-respondents were sent up to four email reminders to participate while the survey was being conducted. As an incentive for participating, 20 respondents who completed the survey by Monday, August 26, 2019 were randomly selected to each win a \$20 Amazon.com gift card. In addition, two students who completed the survey by the final deadline of Friday, August 30, 2019 were randomly selected to each receive a \$50 Amazon.com gift card.

Population and Survey Respondents

Based on data from the Fall 2019 Census, of the 4,772 students in all academic programs who were eligible to participate and have their responses recorded for final analyses, a total of 2,823 of them (59.2%) submitted usable surveys. Respondents from the Agricultural Institute have been excluded from the analyses presented in the following reports so that the data presented reflects the views and circumstances of students pursuing a four-year baccalaureate degree.

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

Women were significantly more likely than men to participate in the 2019 Incoming Freshmen Survey. While women account for half of the incoming first-year class, they make up 56 percent of survey respondents.

Table 1: Gender of the Incoming First Year Class and Survey Respondents

Gender	Incoming First Year Class		Survey Respondents		Response Rate
	%	N	%	N	%
Women	49.8%	2,427	56.3%	1,621	66.8%
Men	50.2%	2,443	43.7%	1,257	51.5%
<i>Total</i>	<i>100%</i>	<i>4,870</i>	<i>100%</i>	<i>2,878</i>	<i>59.1%</i>

Although participation in the survey varied somewhat by race/ethnicity, the racial/ethnic breakdown of survey respondents generally mirrors that of the incoming first year student population. Among survey respondents, about 70% are white, 10 percent are Asian, six percent are Hispanic, over five percent are African American/Black, four percent are multi-racial, and less than one percent are American Indian. The remaining three percent of respondents are of another or unknown race/ethnicity.

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

Race/Ethnicity	Incoming First Year Class		Survey Respondents		Response Rate
	%	N	%	N	%
African American/Black	5.4%	261	5.6%	161	61.7%
American Indian	0.6%	29	0.6%	17	58.6%
Asian	10.3%	501	10.0%	287	57.3%
Hispanic	6.3%	305	6.2%	178	58.4%
White	69.6%	3,388	70.3%	2,022	59.7%
Multi-racial	3.9%	189	3.9%	111	58.7%
Other/Unknown	4.0%	197	3.5%	102	51.8%
<i>Total</i>	<i>100%</i>	<i>4,870</i>	<i>100%</i>	<i>2,878</i>	<i>59.1%</i>

By Academic Units (Table 3)

Table 3 presents enrollment data for the AY19-20 incoming first year population at the beginning of the Fall 2019 semester and survey respondents by academic unit. For the most part, few differences exist between the incoming first year student population and survey respondents by academic unit. Given their high response rate relative to other colleges, the College of Agriculture and Life Sciences and the College of Engineering are slightly overrepresented among survey respondents, while the Poole College of Management is slightly underrepresented due to their relatively lower response rate.

Table 3: Classification by Academic Unit

Academic Unit	Incoming First Year Class		Survey Respondents		Response Rate
	%	N	%	N	%
Agriculture and Life Sciences	9.4%	458	10.8%	310	67.7%
Design	2.4%	117	2.4%	69	59.0%
Education	2.3%	110	2.0%	59	53.6%
Engineering	29.7%	1,448	32.3%	929	64.2%
Natural Resources	4.3%	208	3.9%	111	53.4%
Humanities and Social Sciences	9.1%	444	9.0%	258	58.1%
Sciences	13.3%	649	13.6%	391	60.2%
Textiles	2.4%	119	2.2%	62	52.1%
Management	10.3%	500	8.0%	231	46.2%
University College	14.8%	719	14.0%	403	56.0%
<i>Subtotal</i>	<i>98.0%</i>	<i>4,772</i>	<i>98.1%</i>	<i>2,823</i>	<i>59.2%</i>
Agricultural Institute	2.0%	98	1.9%	55	56.1%
<i>Total</i>	<i>100%</i>	<i>4,870</i>	<i>100%</i>	<i>2,878</i>	<i>59.1%</i>

For more information on the 2019 Incoming Freshmen Survey, contact:

Anthony Sbarra, MPA
 Institutional Research Analyst
 Office of Institutional Research and Planning
 300 Peele Hall
 Phone: (919) 515-7520
 Email: atsbarra@ncsu.edu
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