**Snapshot of First-Time-Freshmen, Fall 2014**

12,190 first-time students applied for Fall 2014; 7,484 were accepted (61.3% acceptance) and 2,191 were enrolled (29.2% yield).

**Selected Demographics**

**Major at Entry**

**Very Important Reasons to Attend College:**

- To be able to get a better job: 88.4%
- To be able to make more money: 85.1%
- To get training for a specific career: 83.7%
- To learn more about things that interest me: 81.3%
- To gain a general education and appreciation of ideas: 71.4%
- To prepare myself for graduate or professional school: 67.5%
- To make me a more cultured person: 44.1%
Around 20% of students’ families are under the federal poverty line for a family of four ($23,850) and over half are under the median household income for California ($61,094).

**Estimated Yearly Family Income**

- Over $100K: 26%
- Under $25K: 22%
- $25-60K: 31%
- $60-100K: 21%

**Do you have any concern about your ability to finance your college education?**

- None: 25% (I am confident that I will have sufficient funds)
- Some: 59% (but I will probably have enough funds)
- Major: 16% (not sure I will have enough funds to complete college)

**Estimate of the Chances Student Will...**

- ...Get a job to help pay for college expenses: 80%
- ...Work full-time while attending college: 60%

**Student Housing**

- Off campus: 55%
- On campus: 45%

**Very Important Reasons to Attend CSUSM:**

- The cost of attending this college: 55.0%
- This college has a very good academic reputation: 44.2%
- I was offered financial assistance: 43.6%
- This college has a very good reputation for its social activities: 37.1%
- I wanted to live near home: 34.9%
- I wanted to go to a school about the size of this college: 33.4%
- This college’s graduates get good jobs: 33.3%
- A visit to campus: 30.3%
- Graduates gain admission to top graduate/professional schools: 17.4%
- Ratings in national magazines: 5.2%

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1 Data from 2014 CIRP Freshman Survey, summary and full data set provided by CSUSM Institutional Planning & Analysis

2 URM: Underrepresented minority students. Remediation: Students needing remedial courses in English or Mathematics. First-Generation: students with neither parent holding a college degree.