In late August of 2015 during New Student Orientation, CSUN’s incoming freshman class completed the Freshman Survey, which is distributed annually by the Higher Education Research Institute (HERI) at UCLA.

Additionally, 20,404 students from 34 other public 4-year institutions* completed the same survey.

Why do our freshmen choose to come to CSUN?

Top two reasons students indicated as very important in deciding to attend CSUN

- **52.8%**
  - "This college has a very good [ACADEMIC REPUTATION]"
  - 64.5% of students at comparable institutions felt this was important in their choice of school.

- **56.5%**
  - "THE COST of attending this college"
  - 55.6% of students at comparable institutions felt this was important in their choice of school.

* List of comparison institutions: Bridgewater State University, California State University-Channel Islands, California State University-Chico, California State University-Long Beach, California State University-San Marcos, Citadel Military College of South Carolina, CUNY Lehman College, CUNY Medgar Evers College, Dalton State College, Eastern Washington University, Institute of American Indian and Alaska Native Culture, Keene State College, Longwood University, Midwestern State University, New College of Florida, Northeastern State University, Pennsylvania College of Technology, Portland State University, Rutgers University-Camden, San Francisco State University, Sonoma State University, SUNY at Purchase College, SUNY Polytechnic Institute, Troy University, United States Air Force Academy, United States Coast Guard Academy, United States Military Academy, University of Central Missouri, University of Hawaii-West Oahu, University of Massachusetts-Dartmouth, University of Michigan-Flint, University of Pittsburgh-Bradford, University of South Florida Sarasota-Manatee, Wayne State College
CSUN vs Other Public 4-year Institutions

What do our freshmen have in common with their peers?

CSUN freshmen were just as likely as their peers to have attended public high schools. 90.9% of CSUN freshmen compared to 89.2% of their peers.

CSUN students also mirrored their peers in being very likely to have performed community service as part of a class during their last year in high school. 80.0% of CSUN freshmen compared to 83.9% of their peers.

CSUN freshmen also reported earning a \( B \) or better average in high school. 81.7% of CSUN freshmen compared to 87.8% of their peers.

61.7% also stated they plan to maintain at least a “B” average at CSUN (compared to 59.6% elsewhere).

Most CSUN freshmen want to go the extra mile and achieve a higher degree

70.8% plan to pursue advanced degrees beyond a bachelor’s degree (compared to 71.2%)
CSUN vs Other Public 4-year Institutions

What makes our freshmen unique?

CSUN serves a very large Latina/o community, demonstrated by the fact that 68.5% of our survey respondents identified as Latina/o while only 26.2% of those at peer institutions identified the same.

Overall, 78.5% percent of CSUN respondents came from traditionally underserved ethnic groups compared to 46.8% at comparison institutions.

Additionally, CSUN students were less likely than their peers at comparison institutions to speak English as their native language (74.2% compared to 88.6%).

First-Generation College Students

CSUN’s incoming freshmen are also far more likely than their peers to be the first in their family to attend college (52.2% compared to 25.7%).

Nearly half of CSUN’s new freshmen reported coming from families earning less than $30,000 in the previous year (44.6%), while this was only reported by about 1 in 5 people from their peer group (21.9%).

Therefore, it is no surprise that 78.5%, of CSUN freshmen reported having at least some concern about being able to finance their college education compared to 59.8% among their peers at comparison institutions.

To learn more about our freshmen, visit CSUN by the Numbers
http://www.csun.edu/institutional-research