

New Student Survey
Fall 2007

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Appendix: Survey Instrument

*Executive Summary
New Student Survey
Fall 2007*

In an effort to better understand the characteristics of our incoming students, the New Student Survey is administered to all new degree-seeking students each fall semester. These data help to describe the college goals, degree-intentions, socio-economic status, and employment activity of entering students. Freshman data from selected questions are used in a system-wide survey project that encompasses all the 16 campuses in the UNC system. Since 1995, we have collected usable survey responses from 86% of freshmen and 71% of transfer students.

Seventy-six percent of Fall 2007 freshmen indicated UNC Asheville was their first college choice. Six percent indicated UNC Asheville was less than their second choice. When asked to which schools other than UNCA they applied, freshmen most frequently named Appalachian State, UNC Chapel Hill, UNC Greensboro, UNC Charlotte, North Carolina State University, UNC Wilmington or Western Carolina.

The following factors are consistently reported by students as important reasons for enrolling at UNC Asheville: location, academic reputation, small school environment, social climate, major, liberal arts emphasis and cost.

The most frequently cited college goals of new freshmen are as follows:

	2003	2004	2005	2006	2007
Prepare For Career or Good Job	83.8	83.7	81.6	81.0	80.2
Take Part in College Social Life	39.5	41.4	40.0	45.1	42.0
Acquire Broad Cultural/Literary Educ	33.9	35.4	34.0	32.6	33.6
Gain Experience in Relating to People	29.1	26.1	23.2	25.9	31.1
Dev Ability to Think Critically	33.0	26.9	32.6	27.8	30.2
Dev Apprec, Enjoy of Art, Music, & Lit	21.4	29.0	27.2	30.3	29.1

The percentage of new freshmen indicating a clear intention to graduate from UNCA rose from 48% in 2005 to 58% in 2007. Ninety-one percent of 2007 new transfers enrolled with the intention of graduating from UNC Asheville. Approximately 25% of freshmen are "undecided" about either earning a degree or plans to transfer and 5% intend to transfer and receive a degree elsewhere.

Fall 2007 freshmen reporting an intention to transfer from UNC Asheville most often indicate a desire to enroll at North Carolina State University. Historically, 67% of freshmen reporting an intention to graduate from UNC Asheville receive a degree from UNC Asheville. Among those intending to transfer, 31% change their plans and graduate from UNC Asheville.

Forty-two percent of new 2007 freshmen had plans for a mean of 16 hours of employment per week. The rate of employment is greater for transfer students (74%) who plan to work a mean of 21 hours per week. Eleven percent of new freshmen and 41% of new transfer students planned to work 20 or more hours per week.

Among new freshmen, 73% have a least one parent with a four-year college degree. The median family income of new 2007 freshmen is \$60,001 - \$75,000.

Table 1
Survey Response Rate

Fall Semester	Student Type						All Students		
	New Freshmen			New Transfers					
	Enrolled Students	Completed Survey	Response Rate	Enrolled Students	Completed Survey	Response Rate	Enrolled Students	Completed Survey	Response Rate
1995	397	387	96.5	350	305	86.4	747	692	91.8
1996	456	411	89.9	253	191	74.9	709	602	84.6
1997	473	438	92.4	312	260	83.1	785	698	88.7
1998	480	408	85.0	326	229	70.2	806	637	79.0
1999	461	382	82.5	286	186	64.8	747	568	75.7
2000	501	433	86.1	302	175	57.8	803	608	75.4
2001	454	379	82.8	333	248	74.5	787	627	79.3
2002	428	381	88.6	382	297	77.7	810	678	83.5
2003	599	540	89.9	304	164	53.9	903	704	77.8
2004	707	619	87.3	227	161	70.9	934	780	83.3
2005	472	427	90.5	288	218	75.7	760	645	84.9
2006	572	434	75.9	305	200	65.6	877	634	72.3
2007	577	443	76.8	287	168	58.5	864	611	70.7
All Years	6,577	5,682	86.1	3,955	2,802	70.7	10,532	8,484	80.3

Table 2
Most Important College Goals by Student Type
(Data Expressed as Percentage of Students Selecting Up to Three Goals)

College Goal	New Freshmen					New Transfers				
	2003	2004	2005	2006	2007	2003	2004	2005	2006	2007
Prepare For Career or Good Job	83.8	83.7	81.6	81.0	80.2	82.5	87.5	88.0	89.9	82.0
Gain Experience in Relating to People	29.1	26.1	23.2	25.9	31.1	23.8	25.0	25.5	21.7	27.5
Dev Ability to Think Critically	33.0	26.9	32.6	27.8	30.2	45.0	40.0	41.2	41.4	40.1
Take Part in College Social Life	39.5	41.4	40.0	45.1	42.0	10.0	13.8	16.7	23.2	21.0
Dev Understand of Science and Tech	18.4	15.9	14.7	14.6	12.3	16.9	15.0	17.1	22.2	15.0
Dev Ability to Write/Speak Effectively	23.6	28.2	27.9	24.5	26.8	35.6	30.0	31.0	25.3	38.9
Acquire Broad Cultural/Literary Educ	33.9	35.4	34.0	32.6	33.6	41.3	37.5	33.3	34.8	35.3
Dev Apprec, Enjoy of Art, Music, & Lit	21.4	29.0	27.2	30.3	29.1	20.6	25.0	25.5	25.8	22.8
Wanted to Get Away From Home	10.1	8.9	9.5	11.8	9.5	5.6	2.5	3.7	2.0	2.4
Nothing Better to do	1.7	1.8	1.7	2.5	1.6	1.3	1.3	2.3	0.5	1.2

Figure 1

New Student College Goals by Priority Grouping Fall 2007 New Freshmen

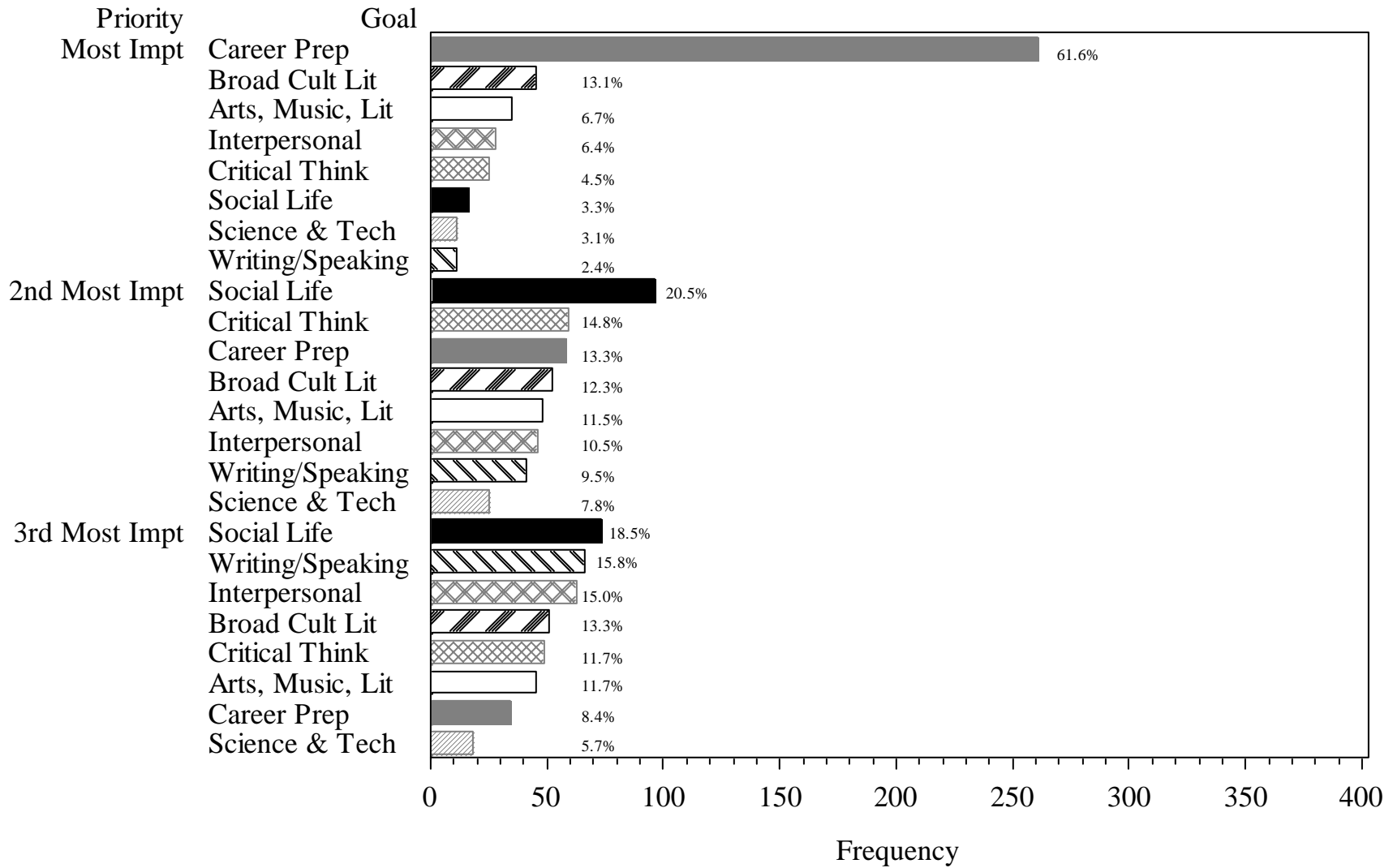


Table 3
Admissions Selection Choice of UNCA
(Percentages)

Is UNCA Your:	New Freshmen					New Transfers				
	2003	2004	2005	2006	2007	2003	2004	2005	2006	2007
First Choice	73.4	77.0	73.5	76.6	76.2	91.8	92.5	94.0	87.9	91.0
Second Choice	21.0	18.6	21.6	19.3	18.1	7.6	6.2	5.6	9.1	7.2
Less Than Second Choice	5.6	4.4	4.9	4.2	5.7	0.6	1.2	0.5	3.0	1.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 4
Number of Colleges Applied to Counting UNCA: New Freshmen

Region	Number of Colleges									
	2003		2004		2005		2006		2007	
	N	Mean	N	Mean	N	Mean	N	Mean	N	Mean
Eastern	27	3.1	27	2.5	28	2.8	44	3.0	49	3.0
Piedmont	210	2.9	273	3.2	178	2.8	192	5.0	188	3.2
Western	185	2.4	195	2.4	145	2.8	124	2.8	119	2.4
Out-of-State	118	4.1	124	3.8	76	4.2	74	3.9	87	4.1
Total	540	3.0	619	3.0	427	3.0	434	3.9	443	3.2

Table 5
To which colleges other than UNCA did you apply?
Fall 2007 Freshmen

School	N	PERCENT
Appalachian State University	108	12.1
University of North Carolina at Chapel Hill	87	9.7
University of North Carolina at Greensboro	63	7.1
University of North Carolina at Charlotte	59	6.6
North Carolina State University	58	6.5
University of North Carolina at Wilmington	42	4.7
Western Carolina University	42	4.7
East Carolina University	21	2.4
Elon College	20	2.2
College of Charleston	17	1.9
Guilford College	17	1.9
Warren Wilson College	12	1.3
American University	6	0.7
Clemson University	6	0.7
Davidson College	6	0.7
Eckerd College	6	0.7
Lenoir-Rhyne College	6	0.7
Mars Hill College	6	0.7
University of Colorado at Boulder	6	0.7
University of Georgia	6	0.7
University of North Carolina at Pembroke	6	0.7
College of William and Mary	5	0.6
Duke University	5	0.6
University of Vermont	5	0.6
Brevard College	4	0.4
East Tennessee State University	4	0.4
Gardner-Webb University	4	0.4
High Point University	4	0.4
Meredith College	4	0.4
New College of the University of South Florid	4	0.4
Pennsylvania State University University Park	4	0.4
Savannah College of Art and Design	4	0.4
University of Miami	4	0.4
University of Tennessee, Knoxville	4	0.4
Virginia Commonwealth University	4	0.4
Wingate University	4	0.4
Auburn University	3	0.3
Emory & Henry College	3	0.3
Georgia State University	3	0.3
Goucher College	3	0.3
Greensboro College	3	0.3
Hampshire College	3	0.3
Lewis and Clark College	3	0.3
University of Maryland College Park	3	0.3
University of South Carolina - Columbia	3	0.3
Virginia Polytechnic Institute and State Univ	3	0.3
Other (Schools With N <= 2 Combined)	200	22.4
Total	893	100.0

Table 6
New Student Degree Intentions by Student Type
(Percentages)

Degree Intentions	New Freshmen					New Transfers				
	2003	2004	2005	2006	2007	2003	2004	2005	2006	2007
Earn Degree at UNCA	47.2	52.3	47.5	51.8	58.2	78.7	89.4	81.7	88.0	91.1
Earn Degree But Transfer	7.2	6.0	6.3	7.1	5.4	2.4	3.7	3.2	3.0	2.4
Undecided About Earning Degree	20.2	16.8	18.7	18.0	13.3	4.9	3.7	3.7	2.0	1.2
Undecided About Transferring	24.4	23.4	26.0	22.1	21.2	11.0	1.9	8.7	6.5	5.4
Will Not Earn Degree	0.9	1.3	1.2	0.5	1.4	1.2	1.2	2.3	0.5	0.0
No Response	0.0	0.2	0.2	0.5	0.5	1.8	0.0	0.5	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

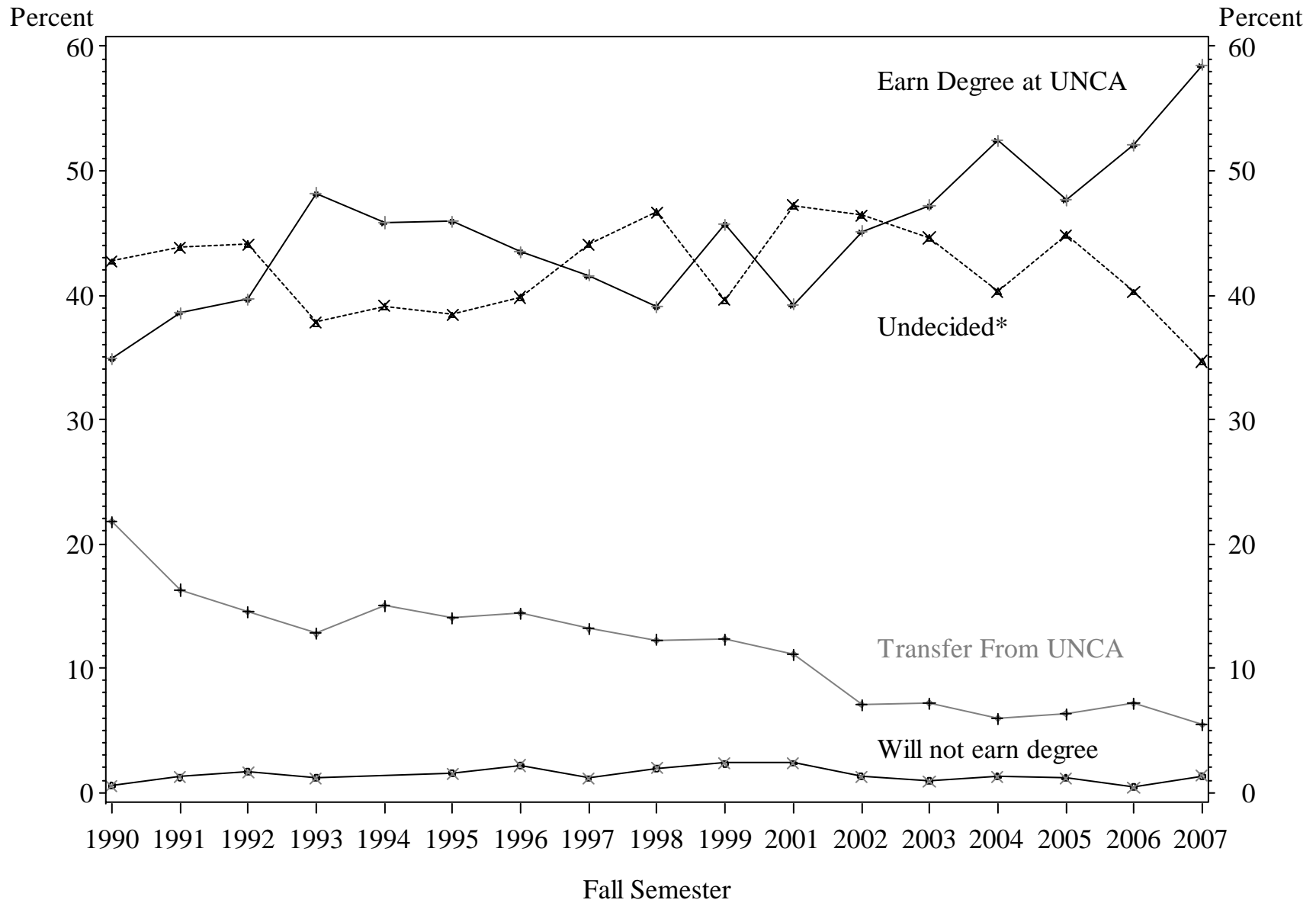
Table 7
New Student Degree Intentions by Race/Ethnicity
(Percentages)

Degree Intentions	Minority					White				
	2003	2004	2005	2006	2007	2003	2004	2005	2006	2007
Earn Degree at UNCA	60.0	56.5	55.7	61.9	61.5	53.9	60.5	59.1	63.8	68.6
Earn Degree But Transfer	6.2	9.7	4.9	4.8	6.2	6.2	5.0	5.2	5.6	4.4
Undecided About Earning Degree	9.2	14.5	8.2	11.9	13.8	17.5	14.0	14.4	12.9	9.9
Undecided About Transferring	21.5	19.4	26.2	21.4	18.5	21.3	19.0	19.7	16.9	15.8
Will Not Earn Degree	1.5		4.9			0.9	1.4	1.2	0.5	1.1
No Response	1.5					0.2	0.1	0.3	0.2	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 8
Admission Scores of New Freshmen by Degree Intention

Degree Intention	2003		2004		2005		2006		2007	
	SAT Mean	HS Rank Mean	SAT Mean	HS Rank Mean	SAT Mean	HS Rank Mean	SAT Mean	HS Rank Mean	SAT Mean	HS Rank Mean
Earn Degree at UNCA	1,174	79.1	1,188	77.8	1,190	80.9	1,180	77.9	1,166	78.8
Earn Degree But Transfer	1,143	76.2	1,118	76.7	1,180	80.0	1,164	71.4	1,145	77.6
Undecided About Earning Degree	1,161	74.7	1,145	71.9	1,168	80.7	1,154	73.7	1,134	70.2
Undecided About Transferring	1,166	73.3	1,177	77.3	1,195	77.5	1,164	75.8	1,150	76.1
Will Not Earn Degree	1,198	81.8	1,101	78.6	1,070	60.7	1,165	84.5	1,100	63.2
Cohort Total	1,167	76.6	1,173	76.6	1,185	79.7	1,171	76.3	1,157	76.8

Figure 2: New Freshmen Degree Intention by Year



*Undecided includes those undecided about earning a degree at UNCA or at all

Table 9
New Freshman Retention Rates by Degree Intention, Cohort Year, & Follow-up Year

Follow-up Year		Cohort Year										All Years Avg
		1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	
		Pct Return	Pct Return	Pct Return	Pct Return	Pct Return	Pct Return	Pct Return	Pct Return	Pct Return	Pct Return	
1	Earn Degree at UNCA	80.6	83.6	85.0	87.6	82.4	80.2	87.1	85.2	88.2	86.7	84.6
	Earn Degree But Transfer	64.9	70.0	76.6	69.4	69.0	77.8	64.1	67.6	59.3	54.8	67.4
	Undecided About Earning Degree	73.3	72.7	72.7	84.7	78.3	73.7	79.8	71.2	87.5	74.4	76.8
	Undecided About Transferring	81.0	77.4	75.0	71.6	78.0	77.2	80.3	72.4	73.0	76.0	76.2
	Year Total	77.6	78.3	79.6	82.1	78.9	77.9	82.2	78.7	82.2	79.9	79.7
2	Earn Degree at UNCA	65.0	75.5	80.3	75.6	79.1	75.0	74.9	72.5	81.8	-	75.5
	Earn Degree But Transfer	49.1	48.0	51.1	47.2	50.0	48.1	46.2	43.2	48.1	-	47.9
	Undecided About Earning Degree	65.3	53.0	56.4	62.5	73.3	67.1	72.5	56.7	71.3	-	64.2
	Undecided About Transferring	58.6	60.5	59.4	56.8	65.3	70.3	63.6	58.6	56.8	-	61.1
	Year Total	61.0	63.8	67.7	66.7	70.5	70.2	69.5	64.6	71.1	-	67.2
3	Earn Degree at UNCA	57.2	67.3	72.3	69.8	73.6	72.1	70.6	68.8	-	-	69.0
	Earn Degree But Transfer	45.6	46.0	44.7	41.7	42.9	40.7	35.9	35.1	-	-	41.6
	Undecided About Earning Degree	62.7	54.5	52.7	65.3	70.0	57.9	66.1	53.8	-	-	60.4
	Undecided About Transferring	59.5	60.5	61.5	49.5	61.0	63.4	60.6	55.2	-	-	58.9
	Year Total	57.0	60.5	63.2	62.0	65.4	64.6	64.7	60.9	-	-	62.3

Table 10
Freshman Graduation* Rate by Degree Intention: 1998-2002

Degree Intention	Freshmen Cohort					Total
	1999	2000	2001	2002	2003	
Earn Degree at UNCA	69.0	67.1	68.9	68.0	64.3	67.1
Earn Degree But Transfer	31.9	25.0	33.3	37.0	30.8	31.4
Undecided About Earning Degree	50.9	59.7	65.0	56.6	54.1	57.0
Undecided About Transferring	60.8	46.3	55.9	58.4	48.5	53.8
Cohort Total	59.5	57.7	60.1	60.9	55.9	58.6

* includes all graduates through May 2008

Table 11
Schools to Which New Freshmen Intend to Transfer
Fall 2007

Will Transfer To:	N	Percent
North Carolina State University	12	52.2
New York University	2	8.7
University of North Carolina at Chapel Hill	2	8.7
Stanford University	1	4.3
Appalachian State University	1	4.3
Western Carolina University	1	4.3
Savannah College of Art and Design	1	4.3
Full Sail Real World Education	1	4.3
Art Institute Atlanta	1	4.3
Unknown Fice Code - Out-O	1	4.3
Total	23	100.0

Table 12
Reasons for Enrolling at UNCA by Level of Importance
Fall 2007

Reasons for Selecting UNCA	New Freshmen			New Transfers		
	Not Important	Somewhat Important	Very Important	Not Important	Somewhat Important	Very Important
	Percent	Percent	Percent	Percent	Percent	Percent
Advice of parents or relatives	32.5	47.4	20.1	42.6	38.3	19.1
Advice of Teacher or Counselor	57.2	32.9	9.9	65.0	23.3	11.7
UNCA has very good academic reputation	6.6	31.7	61.7	6.8	34.6	58.6
I was offered financial assistance	49.4	26.1	24.5	51.9	22.5	25.6
Someone who had been before advised me	48.4	31.5	20.0	46.0	32.3	21.7
UNCA has low tuition and fees	20.9	41.1	38.0	13.6	40.1	46.3
Location of UNCA	5.5	30.2	64.3	4.8	16.9	78.3
Liberal arts emphasis	17.6	31.6	50.8	27.0	35.6	37.4
UNCA has major I'm interested in	12.0	31.2	56.8	7.2	21.1	71.7
Social climate/activities	11.8	39.7	48.5	28.7	42.1	29.3
UNCA's small school environment	6.9	24.2	68.9	15.8	36.4	47.9
UNCA's Undergrad Research Program	35.2	47.3	17.5	50.0	35.8	14.2

Table 13
Reasons for Freshmen Enrolling at UNCA
Percent Reporting Reason was "Somewhat Important" or "Very Important"

Reasons for Selecting UNCA	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Location of UNCA	91.0	93.3	92.6	92.0	91.1	93.4	92.7	93.0	91.3	91.6	94.5
UNCA has very good academic reputation	97.2	95.0	92.9	93.7	93.5	94.7	94.6	96.1	91.5	94.1	93.4
UNCA's small school environment	93.3	90.6	90.0	92.9	89.8	89.9	90.9	93.7	93.9	91.8	93.1
Social climate/activities	80.3	79.6	80.2	83.9	81.3	81.4	81.5	85.4	83.1	83.9	88.2
UNCA has major I'm interested in	82.5	82.4	86.6	86.6	81.7	82.5	83.3	85.5	79.5	83.5	88.0
Liberal arts emphasis	67.5	62.3	69.1	69.6	68.2	77.1	76.3	79.8	78.8	80.8	82.4
UNCA has low tuition and fees	83.8	80.8	83.9	81.3	80.9	81.1	80.7	79.5	78.6	77.9	79.1
Advice of parents or relatives	71.1	73.6	76.2	73.8	77.7	78.4	76.5	73.3	72.0	68.7	67.5
UNCA's Undergrad Research Program	58.2	60.0	61.0	61.0	60.6	62.2	63.5	63.2	60.0	58.8	64.8
Someone who had been before advised me	50.5	52.2	55.5	49.3	51.0	49.6	50.4	55.0	52.3	47.0	51.6
I was offered financial assistance	51.9	49.7	52.3	49.4	54.3	46.3	45.3	45.1	41.0	44.4	50.6
Advice of Teacher or Counselor	47.8	47.0	55.5	49.1	50.5	49.2	44.7	48.3	45.5	46.5	42.8

Figure 3: Retention Rate of Students for the Second Year
by Hours of Employment and Student Type

(2002-2006 Fall Cohorts Combined)

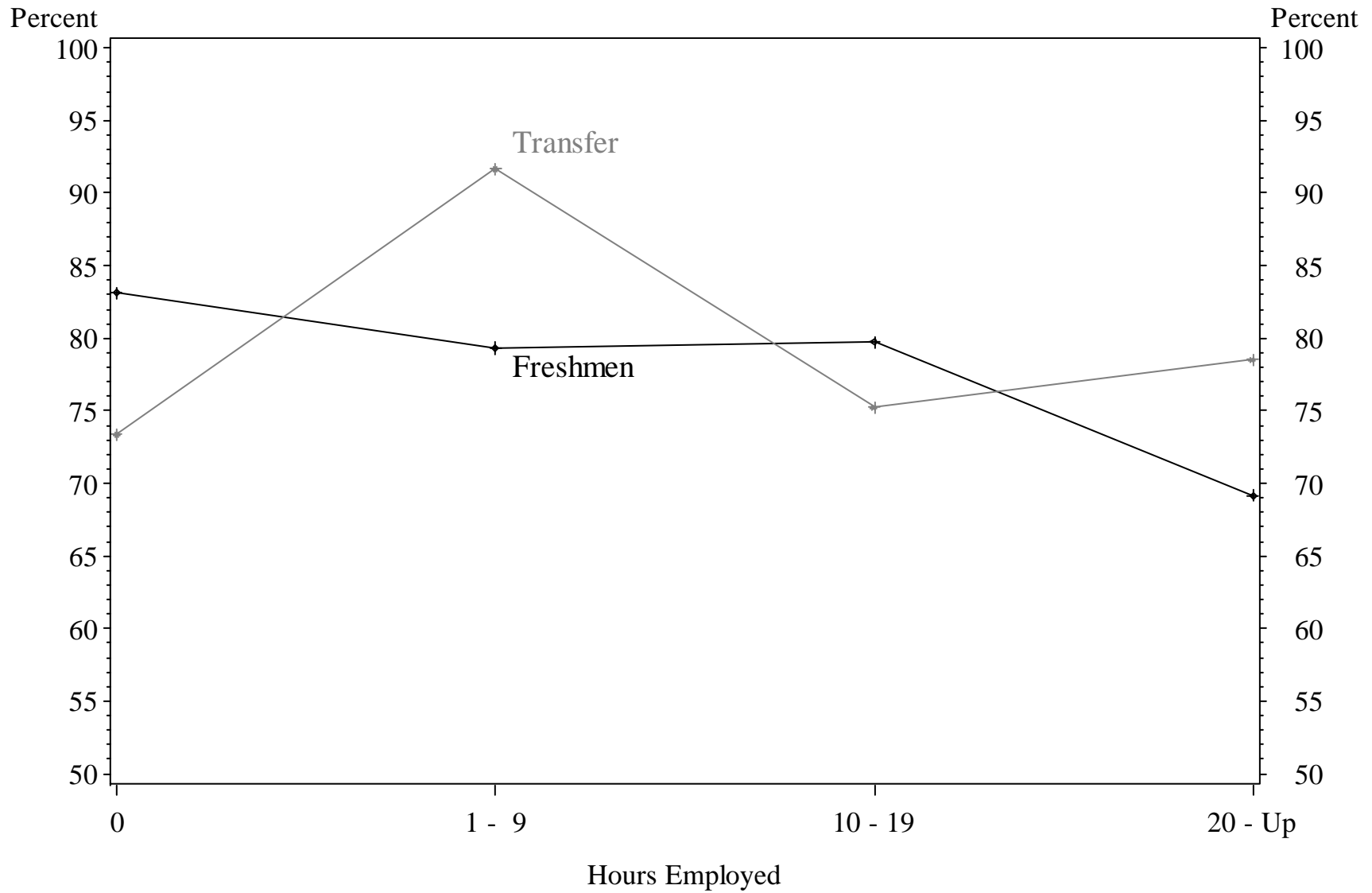


Table 14
Employment by Student Type

Cohort Year	New Freshmen					New Transfers				
	N	Number Employed	Percent	Mean Hours	% 20 Hrs or More	N	Number Employed	Percent	Mean Hours	% 20 Hrs or More
1997	421	181	43.0	14.7	11.2	256	188	73.4	25.2	52.0
1998	403	172	42.7	15.8	13.9	226	158	69.9	22.7	44.2
1999	376	164	43.6	15.4	13.3	183	126	68.9	23.8	46.4
2000	424	178	42.0	15.9	11.6	175	114	65.1	24.1	44.0
2001	373	160	42.9	16.0	15.0	248	187	75.4	23.7	50.0
2002	374	151	40.4	17.0	13.4	297	216	72.7	23.0	48.5
2003	534	214	40.1	15.2	8.6	162	116	71.6	21.5	42.6
2004	603	218	36.2	17.2	10.6	160	115	71.9	23.1	48.8
2005	420	185	44.0	15.6	10.5	215	156	72.6	23.8	49.8
2006	426	184	43.2	16.3	11.7	196	149	76.0	22.3	46.4
2007	433	183	42.3	15.5	10.9	165	122	73.9	21.4	40.6
All Years	4,787	1990	41.6	15.9	11.7	2,283	1647	72.1	23.2	47.1

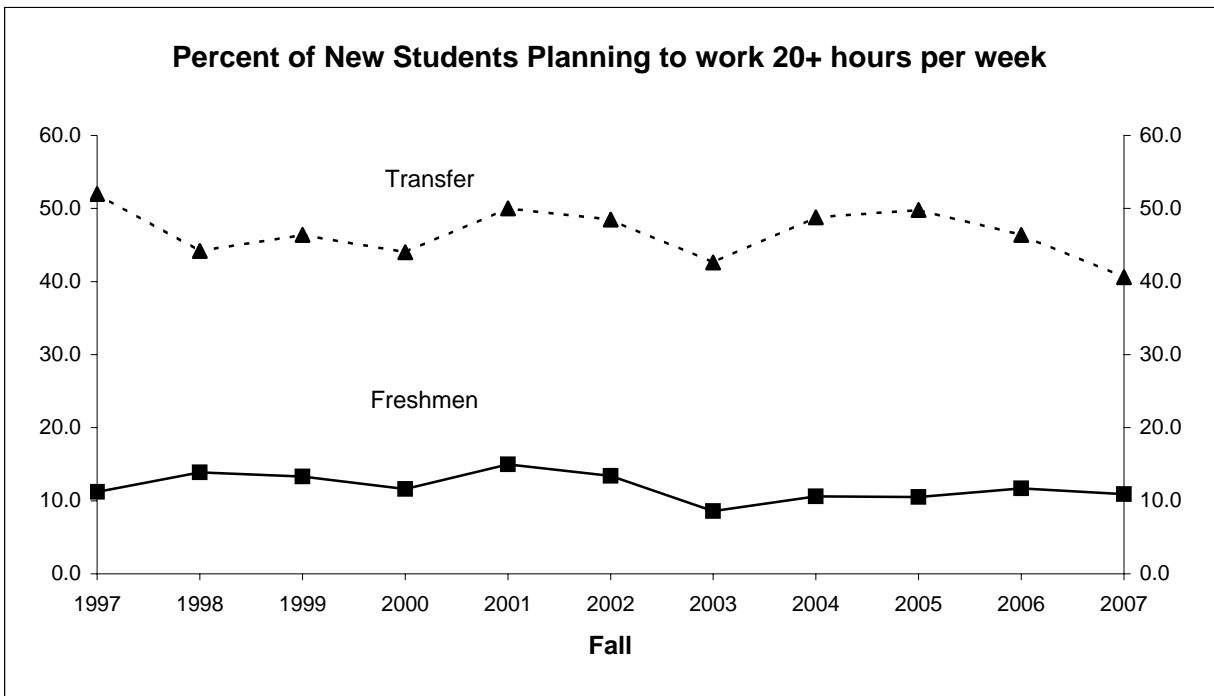


Table 15
New Student Employment, First Year Cum GPA, and Retention to 2nd Year
(New Fall Students)

Employment Status		Fall Cohort											
		2003			2004			2005			2006		
		N	Percent Enrolled	Cum GPA	N	Percent Enrolled	Cum GPA	N	Percent Enrolled	Cum GPA	N	Percent Enrolled	Cum GPA
Not Working	New Freshmen	320	82.8	2.8	385	81.0	2.9	235	87.2	3.0	242	82.6	2.9
	New Transfers	46	78.3	3.0	45	75.6	3.0	59	79.7	3.1	47	74.5	3.2
	Status Total	366	82.2	2.8	430	80.5	2.9	294	85.7	3.0	289	81.3	2.9
1 - 9 Hours	New Freshmen	20	90.0	2.9	15	66.7	2.7	20	90.0	2.9	17	82.4	2.9
	New Transfers	8	87.5	3.4	2	100.0	3.3	6	83.3	3.1	4	100.0	2.7
	Status Total	28	89.3	3.0	17	70.6	2.7	26	88.5	3.0	21	85.7	2.9
10 - 19 Hours	New Freshmen	110	81.8	2.8	98	77.6	2.9	89	82.0	3.0	87	79.3	2.9
	New Transfers	38	81.6	3.1	31	64.5	2.9	40	87.5	3.3	49	71.4	2.8
	Status Total	148	81.8	2.9	129	74.4	2.9	129	83.7	3.1	136	76.5	2.9
20 or more Hours	New Freshmen	46	73.9	2.7	64	70.3	2.7	44	63.6	2.6	49	65.3	2.6
	New Transfers	69	71.0	2.8	77	80.5	3.2	105	77.1	3.0	91	87.9	3.0
	Status Total	115	72.2	2.8	141	75.9	3.0	149	73.2	2.9	140	80.0	2.8
Cohort Total		657	80.7	2.8	717	78.2	2.9	598	82.3	3.0	586	80.0	2.9

Table 16
Area in Which Students Lived During High School
(Freshmen & Transfers Combined)

Size of Area	2002		2003		2004		2005		2006		2007	
	N	Pct	N	Pct	N	Pct	N	Pct	N	Pct	N	Pct
Rural Area	108	16.0	110	15.8	89	11.5	110	17.2	88	14.0	88	14.5
Small Town (less than 20,000)	197	29.2	179	25.7	225	29.0	191	29.8	185	29.4	171	28.3
Moderate Size City (20,001-60,000)	212	31.5	249	35.7	258	33.2	173	27.0	172	27.3	189	31.2
Large city (60,001-100,000)	75	11.1	87	12.5	100	12.9	85	13.3	90	14.3	84	13.9
Urban Area (more than 100,000)	82	12.2	72	10.3	104	13.4	81	12.7	95	15.1	73	12.1
Total	674	100.0	697	100.0	776	100.0	640	100.0	630	100.0	605	100.0

Figure 4: Highest Parental Level of Education for New 2007 Undergraduates

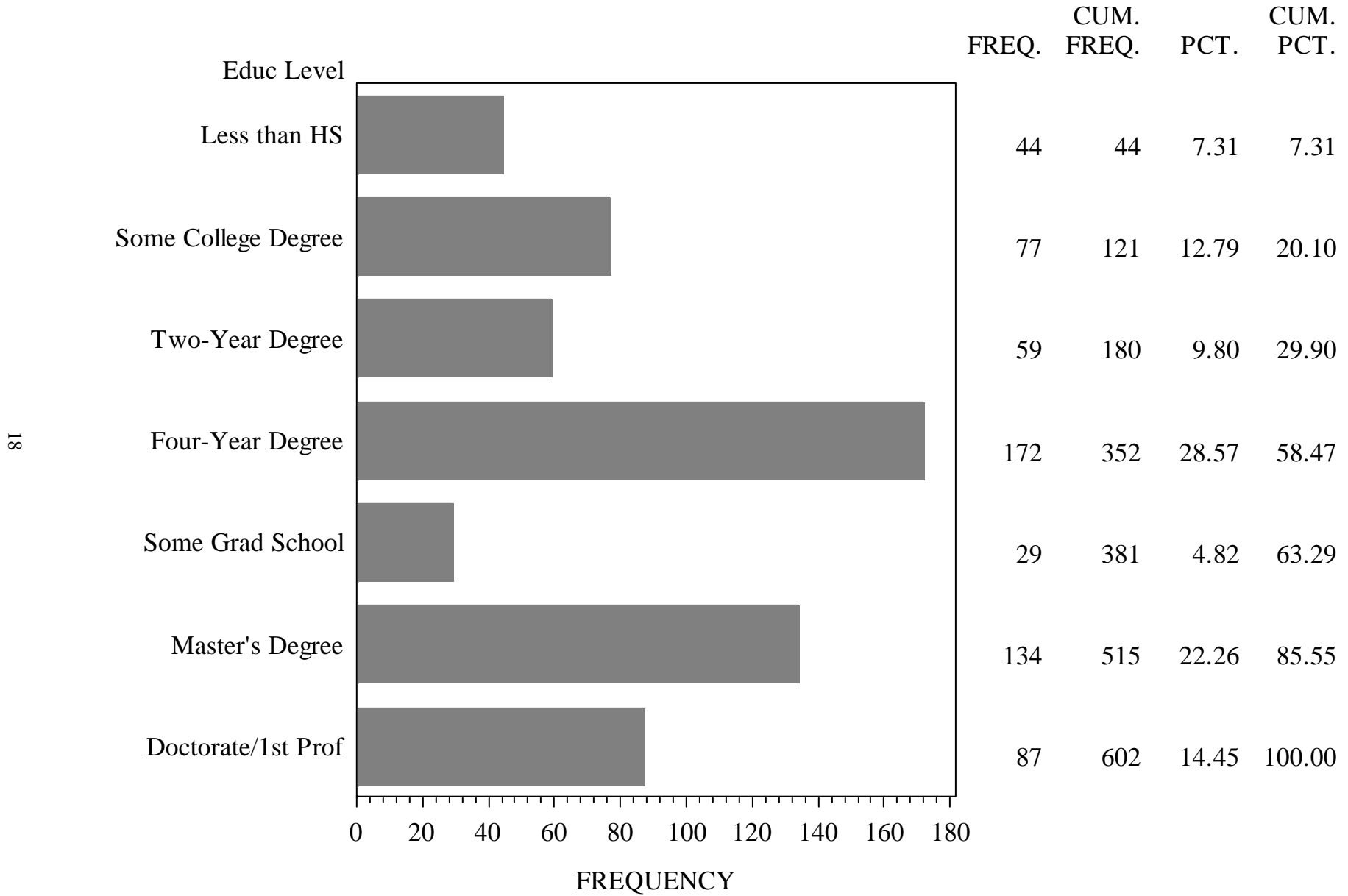


Table 17
Parents With a Baccalaureate Degree or Higher

Student Type	N	Mother		Father		Either Parent		
		Have Degree	Percent	Have Degree	Percent	Have Degree	Percent	
New	1998	405	198	48.9	208	51.4	265	65.4
Freshmen	1999	381	190	49.9	198	52.0	247	64.8
	2000	429	215	50.1	245	57.1	288	67.1
	2001	374	188	50.3	216	57.8	256	68.4
	2002	378	192	50.8	224	59.3	265	70.1
	2003	538	307	57.1	324	60.2	384	71.4
	2004	617	375	60.8	384	62.2	454	73.6
	2005	424	249	58.7	239	56.4	305	71.9
	2006	432	270	62.5	257	59.5	317	73.4
	2007	438	258	58.9	270	61.6	320	73.1
New	1998	229	80	34.9	95	41.5	115	50.2
Transfers	1999	185	77	41.6	90	48.6	110	59.5
	2000	173	77	44.5	83	48.0	101	58.4
	2001	246	84	34.1	115	46.7	130	52.8
	2002	295	116	39.3	140	47.5	169	57.3
	2003	163	71	43.6	75	46.0	92	56.4
	2004	160	64	40.0	73	45.6	88	55.0
	2005	215	92	42.8	102	47.4	125	58.1
	2006	200	86	43.0	98	49.0	125	62.5
	2007	164	69	42.1	87	53.0	102	62.2
Cohort Totals								
	1998	634	278	43.8	303	47.8	380	59.9
	1999	566	267	47.2	288	50.9	357	63.1
	2000	602	292	48.5	328	54.5	389	64.6
	2001	620	272	43.9	331	53.4	386	62.3
	2002	673	308	45.8	364	54.1	434	64.5
	2003	701	378	53.9	399	56.9	476	67.9
	2004	777	439	56.5	457	58.8	542	69.8
	2005	639	341	53.4	341	53.4	430	67.3
	2006	632	356	56.3	355	56.2	442	69.9
	2007	602	327	54.3	357	59.3	422	70.1

Figure 5: Family Income of New Fall 2007 Undergraduates

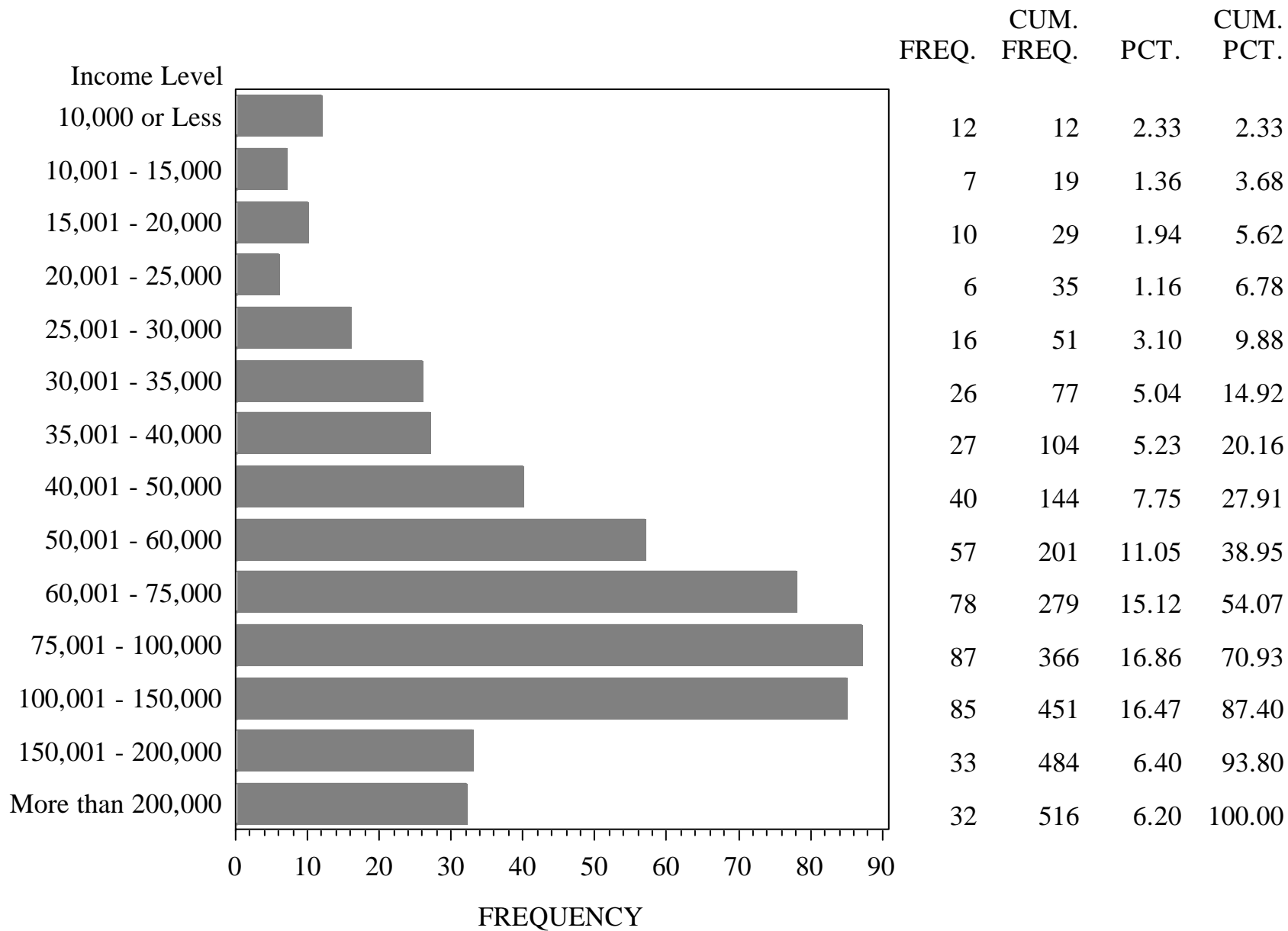


Table 18
Family Income by Student Type
(Percentages)

Family Income	New Freshmen						New Transfers					
	2003	2004	2005	2006	2007	All Years	2003	2004	2005	2006	2007	All Years
10,000 or Less	1.8	0.9	1.9	2.5	2.5	1.8	5.2	5.3	4.9	5.8	2.0	4.7
10,001 - 15,000	1.3	1.5	1.4	0.6	1.1	1.2	5.2	5.3	1.6	1.2	2.0	2.9
15,001 - 20,000	2.7	1.5	1.4	1.9	1.9	1.9	1.5	3.0	2.7	4.1	2.0	2.7
20,001 - 25,000	2.7	3.2	1.1	1.9	1.1	2.1	2.2	5.3	4.9	1.2	1.3	3.0
25,001 - 30,000	3.5	3.7	2.2	3.9	1.9	3.1	5.2	3.8	3.3	5.2	6.0	4.7
30,001 - 35,000	2.7	3.5	4.2	3.6	4.4	3.6	2.2	4.5	6.6	7.0	6.7	5.6
35,001 - 40,000	6.6	8.3	7.5	6.1	5.7	7.0	9.7	5.3	4.9	8.7	4.0	6.5
40,001 - 50,000	10.4	10.4	8.9	10.0	7.1	9.5	14.9	8.3	9.3	9.9	9.4	10.3
50,001 - 60,000	11.3	8.2	10.5	11.4	11.4	10.4	11.9	9.1	9.9	10.5	10.1	10.3
60,001 - 75,000	11.9	15.6	14.7	12.5	13.4	13.7	6.7	15.2	17.0	7.6	19.5	13.3
75,001 - 100,000	18.6	17.1	18.8	16.6	18.5	17.9	15.7	12.1	12.1	15.7	12.8	13.7
100,001 - 150,000	13.5	13.7	16.6	13.3	18.3	14.9	6.7	11.4	11.0	15.7	12.1	11.6
150,001 - 200,000	6.2	6.1	5.0	8.0	6.8	6.4	3.7	3.8	7.1	4.1	5.4	4.9
More than 200,000	6.9	6.3	5.8	7.8	6.0	6.5	9.0	7.6	4.4	3.5	6.7	6.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 19
Level of Concern About Ability to Finance Education at UNCA

Student Type		Level of Concern						Total	
		No Concern		Some Concern		Major Concern			
		N	Percent	N	Percent	N	Percent	N	Percent
New Freshmen	2003	216	40.2	273	50.8	48	8.9	537	100.0
	2004	272	44.2	277	45.0	67	10.9	616	100.0
	2005	196	46.1	192	45.2	37	8.7	425	100.0
	2006	186	43.2	201	46.6	44	10.2	431	100.0
	2007	179	40.8	220	50.1	40	9.1	439	100.0
New Transfers	2003	48	29.4	83	50.9	32	19.6	163	100.0
	2004	59	37.1	73	45.9	27	17.0	159	100.0
	2005	61	28.2	113	52.3	42	19.4	216	100.0
	2006	56	28.0	103	51.5	41	20.5	200	100.0
	2007	50	29.9	79	47.3	38	22.8	167	100.0
Cohort Totals									
	2003	264	37.7	356	50.9	80	11.4	700	100.0
	2004	331	42.7	350	45.2	94	12.1	775	100.0
	2005	257	40.1	305	47.6	79	12.3	641	100.0
	2006	242	38.4	304	48.2	85	13.5	631	100.0
	2007	229	37.8	299	49.3	78	12.9	606	100.0

Table 20
New Student Survey
Do you have a computer?

Student Type		Yes, total		Yes, both a desktop and laptop		Yes, a desktop		Yes, a laptop		No		Don't know yet	
		N	%	N	%	N	%	N	%	N	%	N	%
New Freshmen	2003	537	88.1	-	-	242	45.1	231	43.0	34	6.3	30	5.6
	2004	617	90.6	-	-	217	35.2	342	55.4	33	5.3	25	4.1
	2005	425	93.6	21	4.9	89	20.9	288	67.8	16	3.8	11	2.6
	2006	432	94.7	19	4.4	59	13.7	331	76.6	14	3.2	9	2.1
	2007	441	94.8	16	3.6	35	7.9	367	83.2	11	2.5	12	2.7
New Transfers	2003	161	82.0	-	-	76	47.2	56	34.8	26	16.1	3	1.9
	2004	159	85.5	-	-	79	49.7	57	35.8	15	9.4	8	5.0
	2005	217	90.8	20	9.2	91	41.9	86	39.6	12	5.5	8	3.7
	2006	199	89.9	17	8.5	63	31.7	99	49.7	12	6.0	8	4.0
	2007	168	85.7	25	14.9	26	15.5	93	55.4	13	7.7	11	6.5
Cohort Total	2003	698	86.7	-	-	318	45.6	287	41.1	60	8.6	33	4.7
	2004	776	89.6	-	-	296	38.1	399	51.4	48	6.2	33	4.3
	2005	642	92.7	41	6.4	180	28.0	374	58.3	28	4.4	19	3.0
	2006	631	93.2	36	5.7	122	19.3	430	68.1	26	4.1	17	2.7
	2007	609	92.3	41	6.7	61	10.0	460	75.5	24	3.9	23	3.8

Table 21
New Student Survey

If you have computer, will it be connected to the Internet?

Student Type		Yes		No		Don't know yet	
		N	%	N	%	N	%
New Freshmen	2003	411	87.4	11	2.3	48	10.2
	2004	489	87.8	10	1.8	58	10.4
	2005	330	83.5	9	2.3	56	14.2
	2006	349	86.6	5	1.2	49	12.2
	2007	363	86.4	-	-	57	13.6
New Transfers	2003	100	74.6	18	13.4	16	11.9
	2004	87	64.0	16	11.8	33	24.3
	2005	137	69.9	23	11.7	36	18.4
	2006	120	66.3	14	7.7	47	26.0
	2007	108	75.0	6	4.2	30	20.8
Cohort Total	2003	511	84.6	29	4.8	64	10.6
	2004	576	83.1	26	3.8	91	13.1
	2005	467	79.0	32	5.4	92	15.6
	2006	469	80.3	19	3.3	96	16.4
	2007	471	83.5	6	1.1	87	15.4

NEW STUDENT SURVEY

This survey is designed to help us better understand the needs and interests of students enrolling at UNCA for the first time. These data will be used for research and planning purposes. Your responses will be kept strictly confidential. Data will not be released so that any individual can be identified.

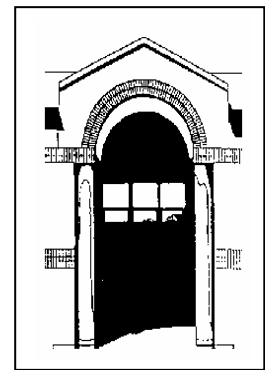
Please provide the following information about the colleges to which you applied.

1. How many colleges did you apply to this year, including UNCA?

_____ Number

2. Which colleges, other than UNCA, did you apply?

	College Name	State
(a)	_____	_____
(b)	_____	_____
(c)	_____	_____
(d)	_____	_____
(e)	_____	_____



3. Is UNCA your: (Circle One)

- 1 First Choice
- 2 Second Choice
- 3 Less Than Second Choice

4. The following statements reflect the goals of many college students. Which of these goals are important to you? (Circle all that apply)

- 01 To prepare for a career or good job
- 02 To take part in college social life
- 03 To develop an appreciation & enjoyment of art, music, & literature
- 04 To develop an understanding & appreciation of science & technology
- 05 To acquire a broad cultural and literary education
- 06 There was nothing better to do
- 07 Wanted to get away from home
- 08 To gain experience and skill in relating to other people
- 09 To develop my ability to think critically
- 10 To develop my ability to write and speak effectively

5. Which of the above goals are the *most important* to you? (Put number of item in appropriate box below)

	Most Important		2nd Most Important		3rd Most Important
--	----------------	--	--------------------	--	--------------------

6. Do you currently intend to earn a bachelor's degree?

- 1 No
- 2 Undecided
- 3 Yes

→ 7. (If Yes) Will you earn your degree at UNCA?

- 1 Yes
- 2 No - I will transfer to: _____

3 Undecided

8. Below are some reasons that might have influenced your decision to select UNCA over other schools. How important was each reason in your decision to enroll at UNCA?

(Circle one)

	Very Important	Somewhat Important	Not Important
a) Advice of parents or relatives	VI	SI	NI
b) A teacher or counselor advised me.....	VI	SI	NI
c) UNCA has a very good academic reputation.....	VI	SI	NI
d) I was offered financial assistance	VI	SI	NI
e) Someone who had been here before advised me	VI	SI	NI
f) UNCA has low tuition and fees	VI	SI	NI
g) Location of UNCA.....	VI	SI	NI
h) Liberal arts emphasis	VI	SI	NI
i) UNCA has the major I'm interested in.....	VI	SI	NI
j) Social climate and activities at UNCA.....	VI	SI	NI
k) UNCA's small school environment	VI	SI	NI
l) UNCA's Undergraduate Research program	VI	SI	NI

9. Which best describes the area in which you lived during high school? (Circle only one)

- 1 Rural area
- 2 Small town (20,000 or less)
- 3 Moderate size city (20,001-60,000)
- 4 Large city (60,001-100,000)
- 5 Urban area (more than 100,000)

10. Do your plans include employment during your first semester?

- 1 No
- 2 Yes

→ (If Yes) How many hours per week will you be employed on average?

_____Hours

11. Indicate the educational attainment of each parent or guardian? (Circle only one response for each column)

	Father/ Male Guardian	Mother/ Female Guardian
Less Than High School Graduate.....	1	1
High School Graduate.....	2	2
Some College/No Degree.....	3	3
Two-Year Associate Degree	4	4
Four-Year Baccalaureate Degree	5	5
Some Graduate or 1st Prof Coursework but No Degree.....	6	6
Master's Degree	7	7
Doctorate or 1st Prof Degree (e.g. Medicine, Dentistry Law, etc.).....	8	8

12. What was the amount of your parents' or guardian's combined pre-tax income for last year? Please try to answer, even if you are financially independent. *(Circle only one response)*

- | | | | |
|----|---------------------|----|-----------------------|
| 01 | \$10,000 or Less | 08 | \$40,001 - \$50,000 |
| 02 | \$10,001 - \$15,000 | 09 | \$50,001 - \$60,000 |
| 03 | \$15,001 - \$20,000 | 10 | \$60,001 - \$75,000 |
| 04 | \$20,001 - \$25,000 | 11 | \$75,001 - \$100,000 |
| 05 | \$25,001 - \$30,000 | 12 | \$100,001 - \$150,000 |
| 06 | \$30,001 - \$35,000 | 13 | \$150,001 - \$200,000 |
| 07 | \$35,001 - \$40,000 | 14 | More than \$200,000 |

13. How many people do your parents or guardians currently support in their household? *Include yourself and parents or guardians, if applicable.*

_____ Number

14. How many of your parents' or guardians' dependents *including yourself* are currently enrolled in college?

_____ Number

15. Do you have any concern about your ability to finance your education at UNCA?

- 1 None (I am confident that I will have enough money)
- 2 Some Concern (I will probably have enough money)
- 3 Major Concern (I will probably not have enough money)

16. Computer and Internet:

(a) This fall, will you have a computer for your personal use at this institution? *(Please circle only one response.)*

- 1 Yes, a laptop
- 2 Yes, a desktop
- 5 Both a laptop and desktop
- 3 No
- 4 Don't know yet

(b) *(If Yes)* will you be able to connect your computer to the Internet at this institution? *(Please circle only one response.)*

- 1 Don't know yet
- 2 No
- 3 Yes

Please write your name and banner id number below. All information from this survey is **strictly confidential** and will be used for planning and research purposes only.

First Name: _____ Last Name: _____

Banner ID Number: _____