



**College of Business**  
**Undergraduate Orientation Survey**  
**Academic Year 2011-12**  
**Responses by Gender Category**  
**&**  
**Responses by Age Range**

# Summary

- **198 new undergraduate College of Business (COB) students completed the New Student Questionnaire during the Summer 2011, Fall 2011 and Spring 2012 orientations.**
  - **89% response rate: based on 222 new COB UG student headcount in InfoMart.**
- **Topics Covered:**
  - **Demographics**
  - **Employment**
  - **Student Schedule Preferences**



# Response rate

	# New Students	# Respondents	Response Rate
Summer	27	25	93%
Fall	128	108	84%
Spring	67	65	97%
Total	222	198	89%



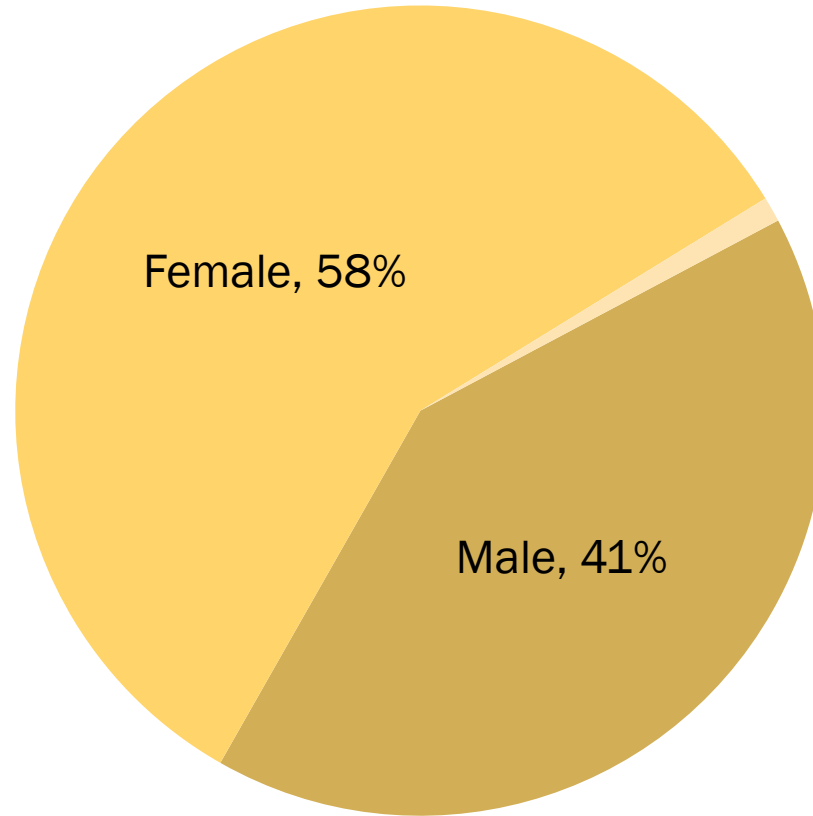
# RESPONSES BY GENDER

## RESPONSES BY GENDER

Gender	Male	Female
N	82	114



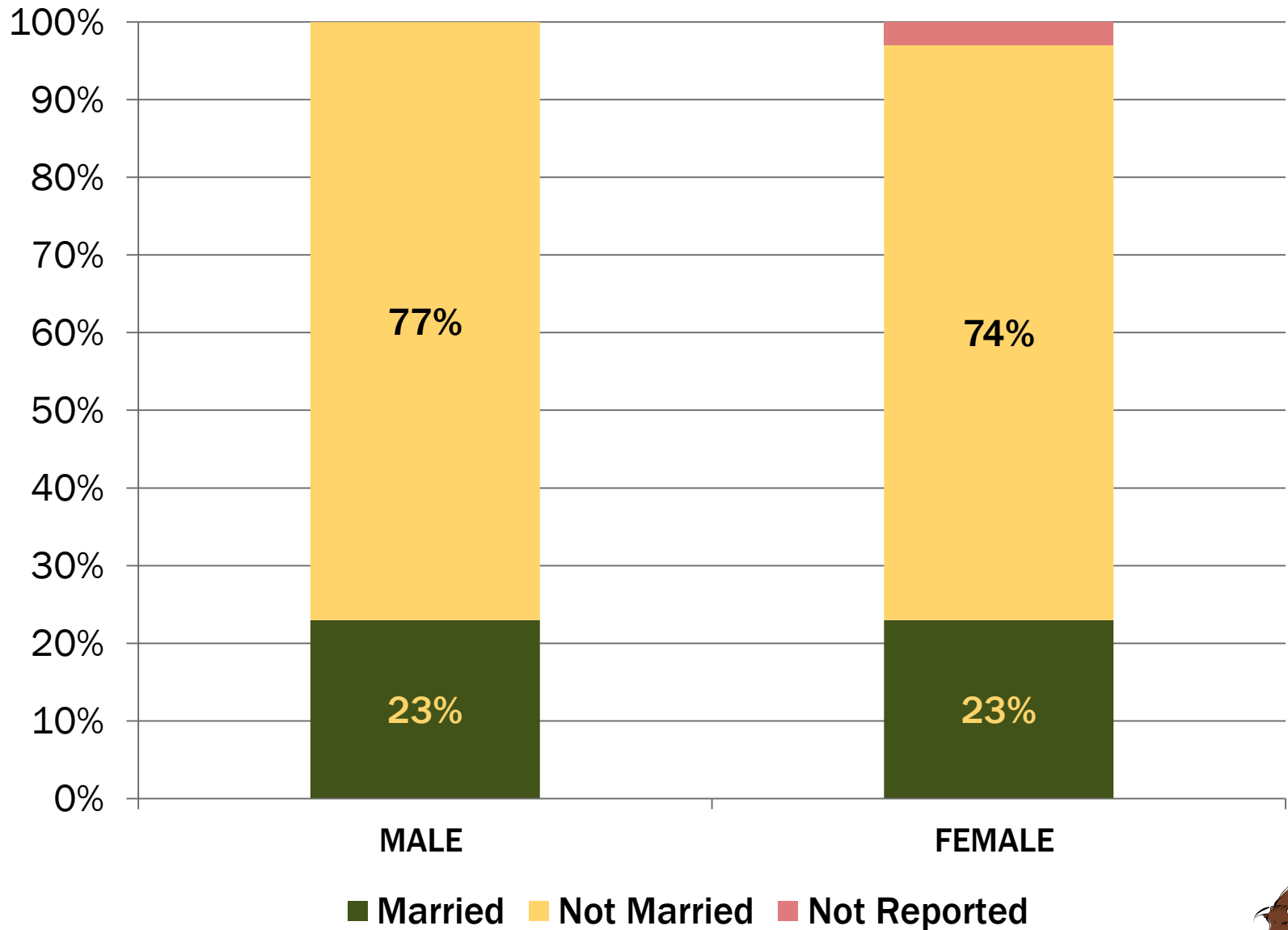
# Gender Distribution



n=198

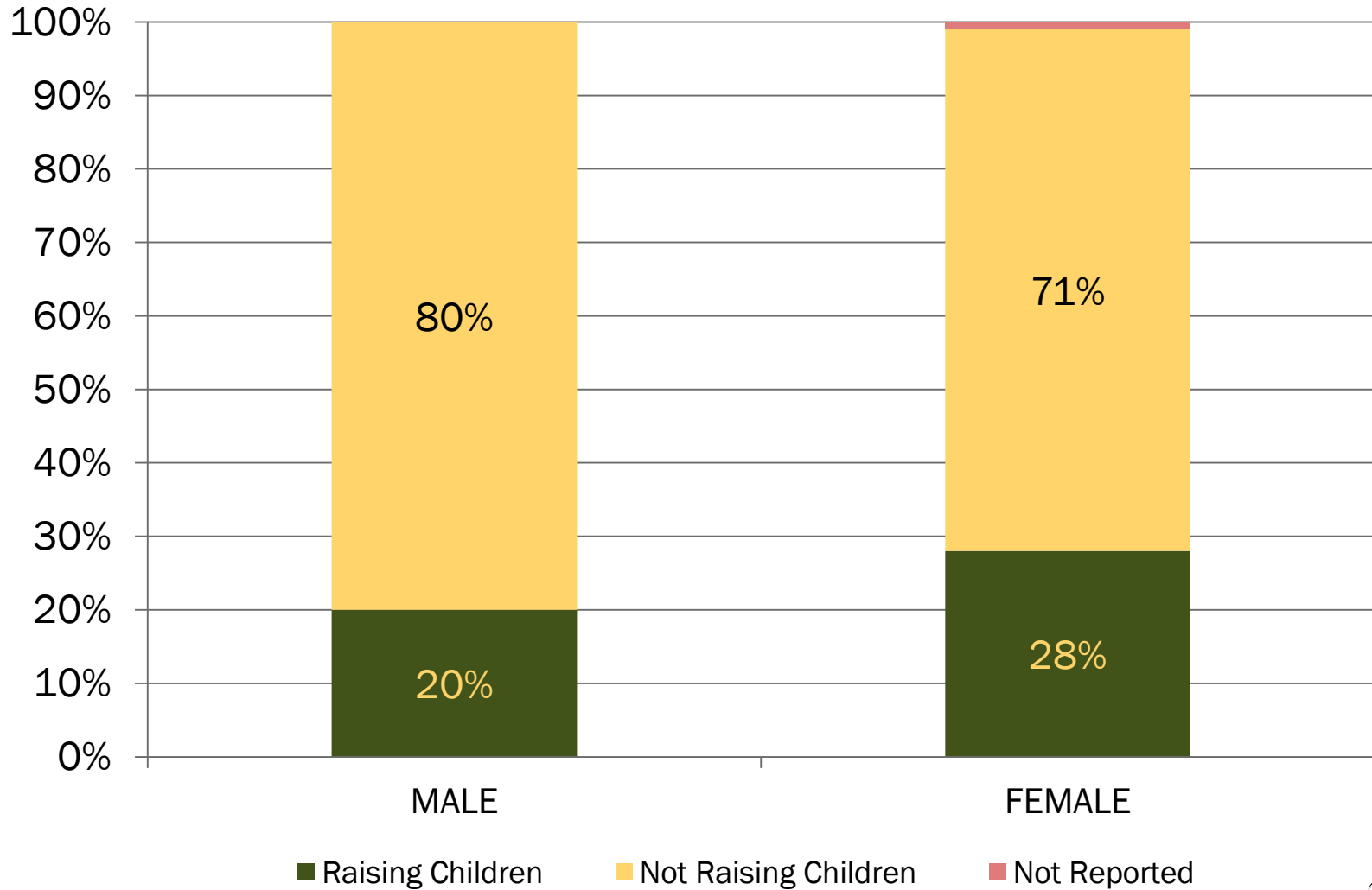


# Marital Status

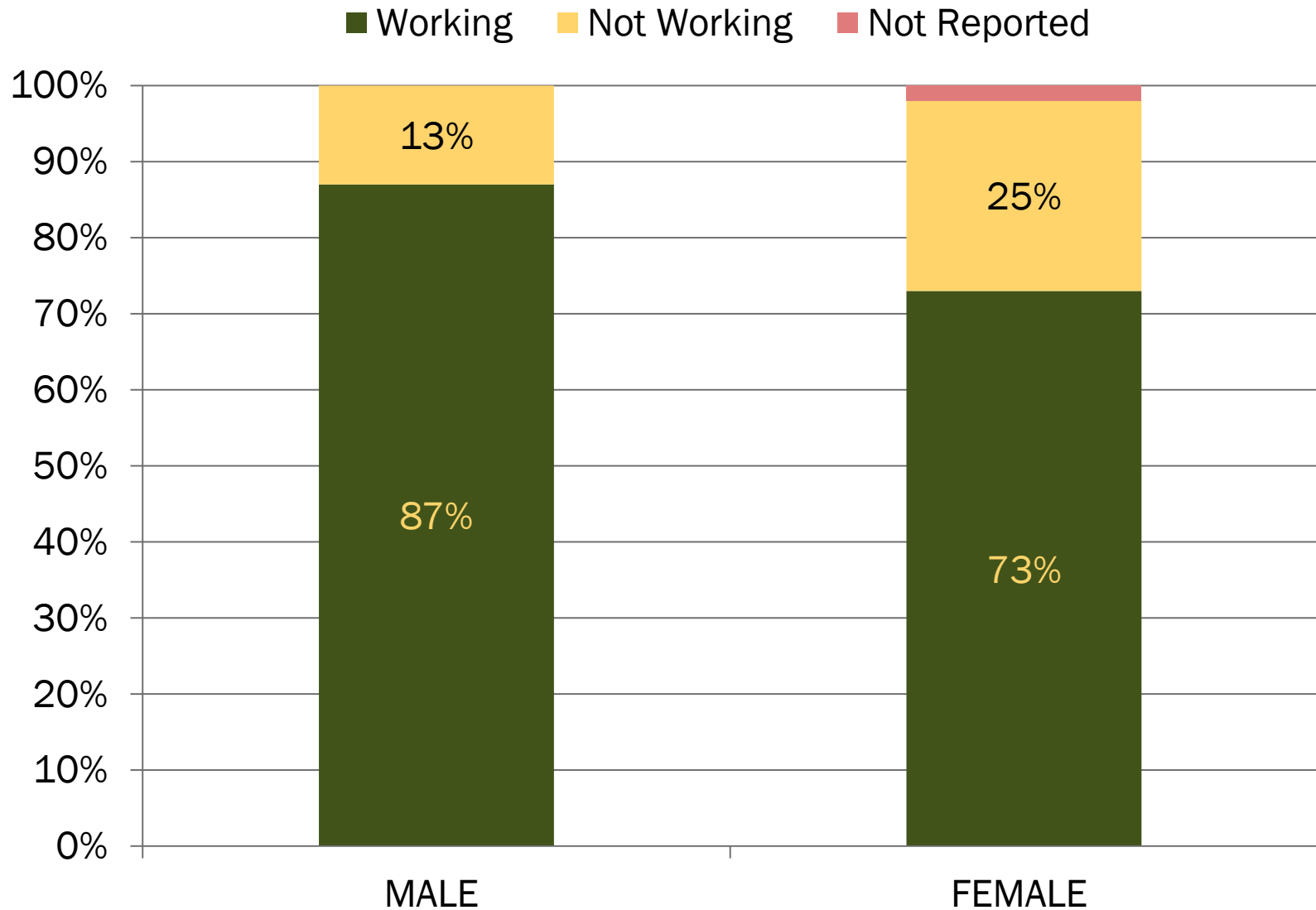


# Demographics of Survey Respondents

## Percentage Raising Children



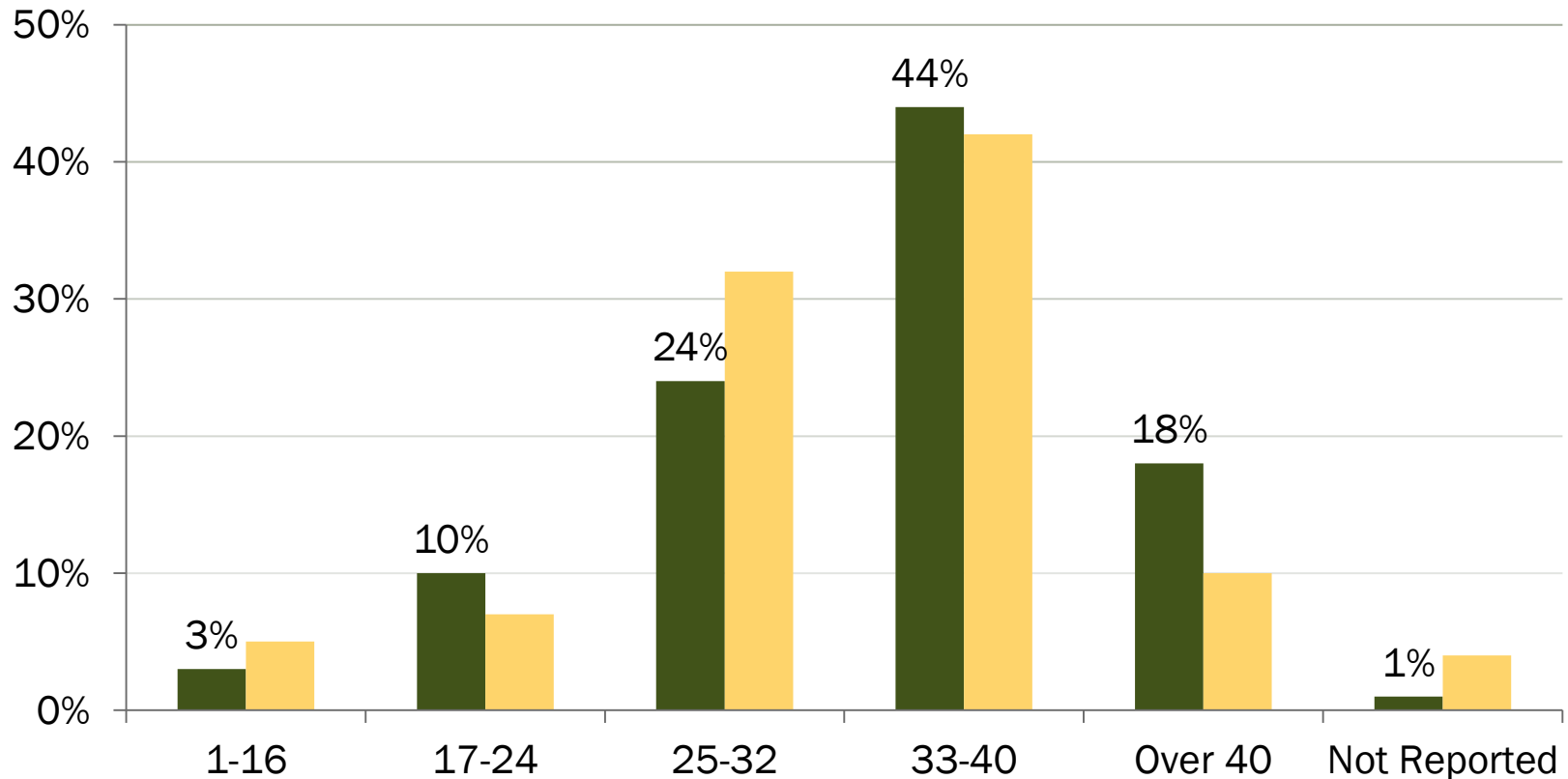
# Employment





# Employment

## Hours Working per Week – Working Respondents

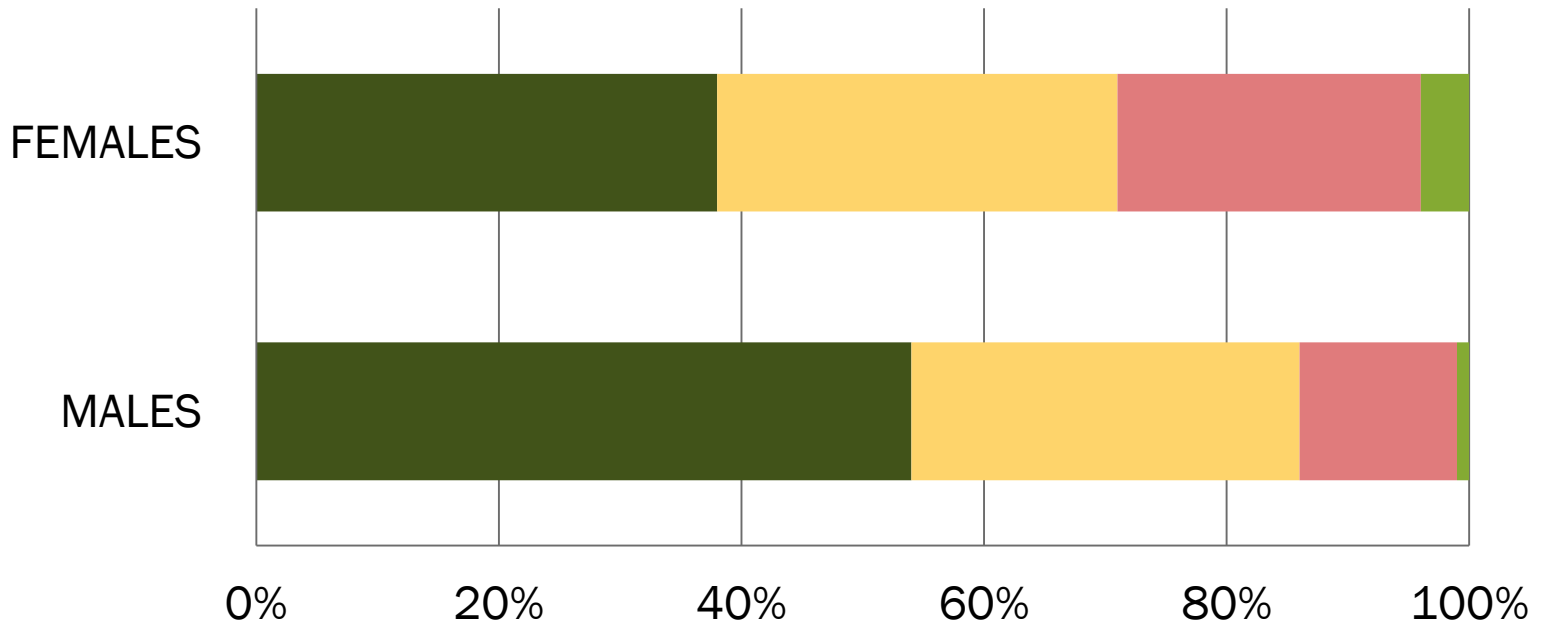


■ MALE   ■ FEMALE  
n = 71   n = 83



# Employment

## Employment Status

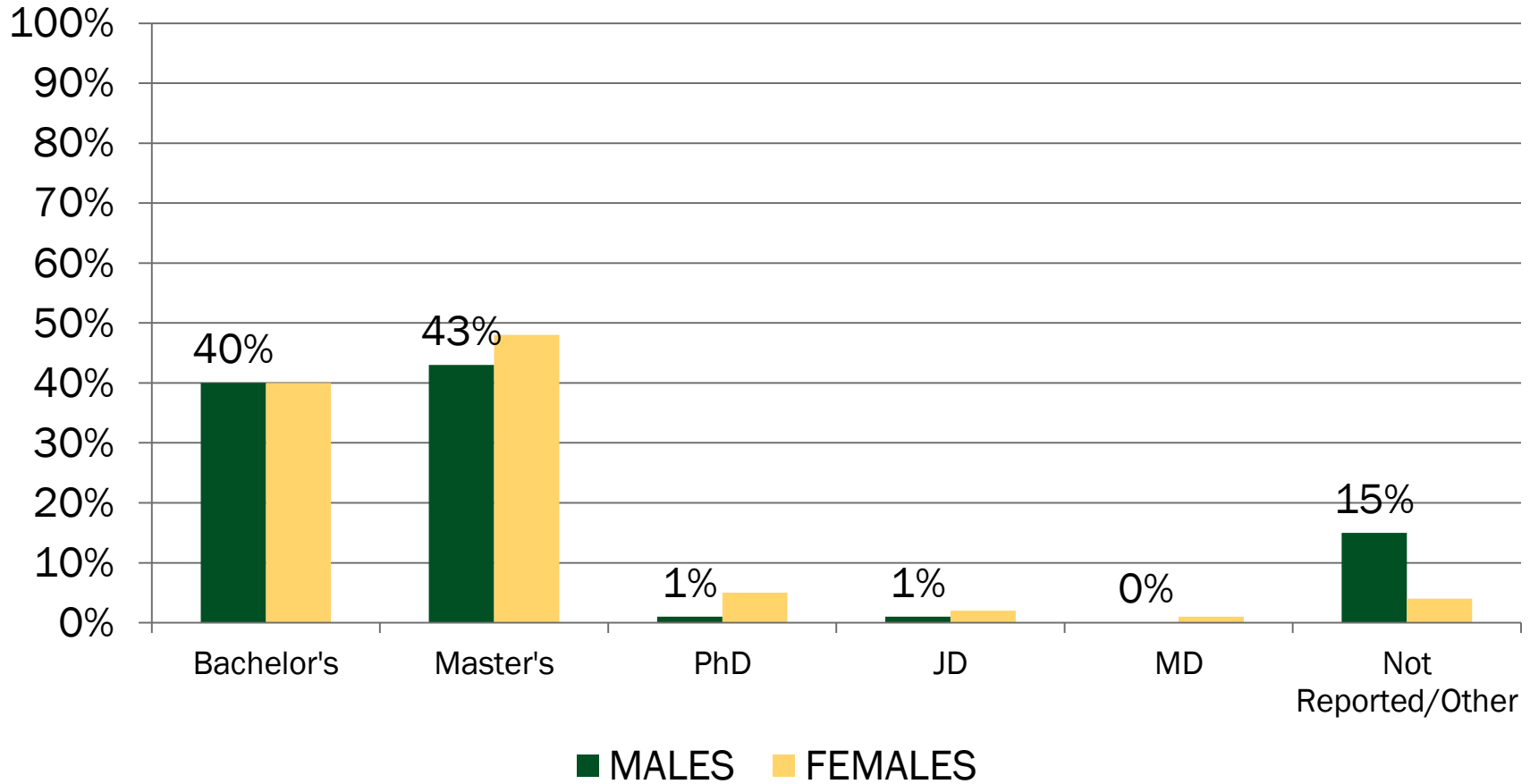


	MALES	FEMALES
■ Full Time	54%	38%
■ Part Time	32%	33%
■ Not Working	13%	25%
■ Not Reported	1%	4%



# Plans

## Highest Degree Planned Percentage of Respondents



# Undergraduate Majors Chosen

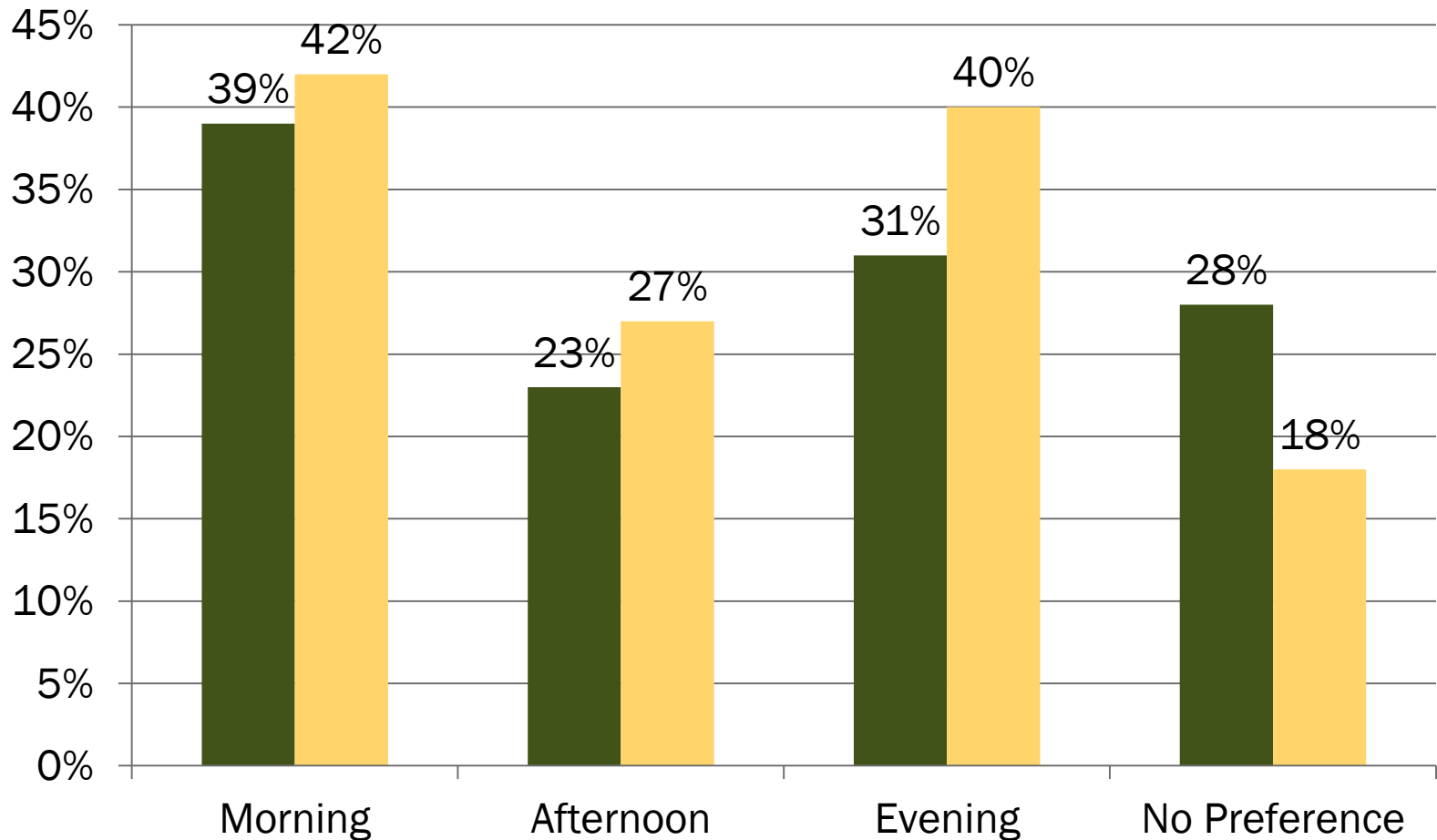
	COB	M (n=82)	F (n=114)
1.	Accounting	7%	14%
2.	Finance	6%	4%
3.	General Business Admin	21%	13%
4.	Management	5%	6%
5.	Marketing	6%	4%
6.	Pre-Business	55%	59%



# Schedule Preferences

## Time of Day Preference

■ MALE ■ FEMALE

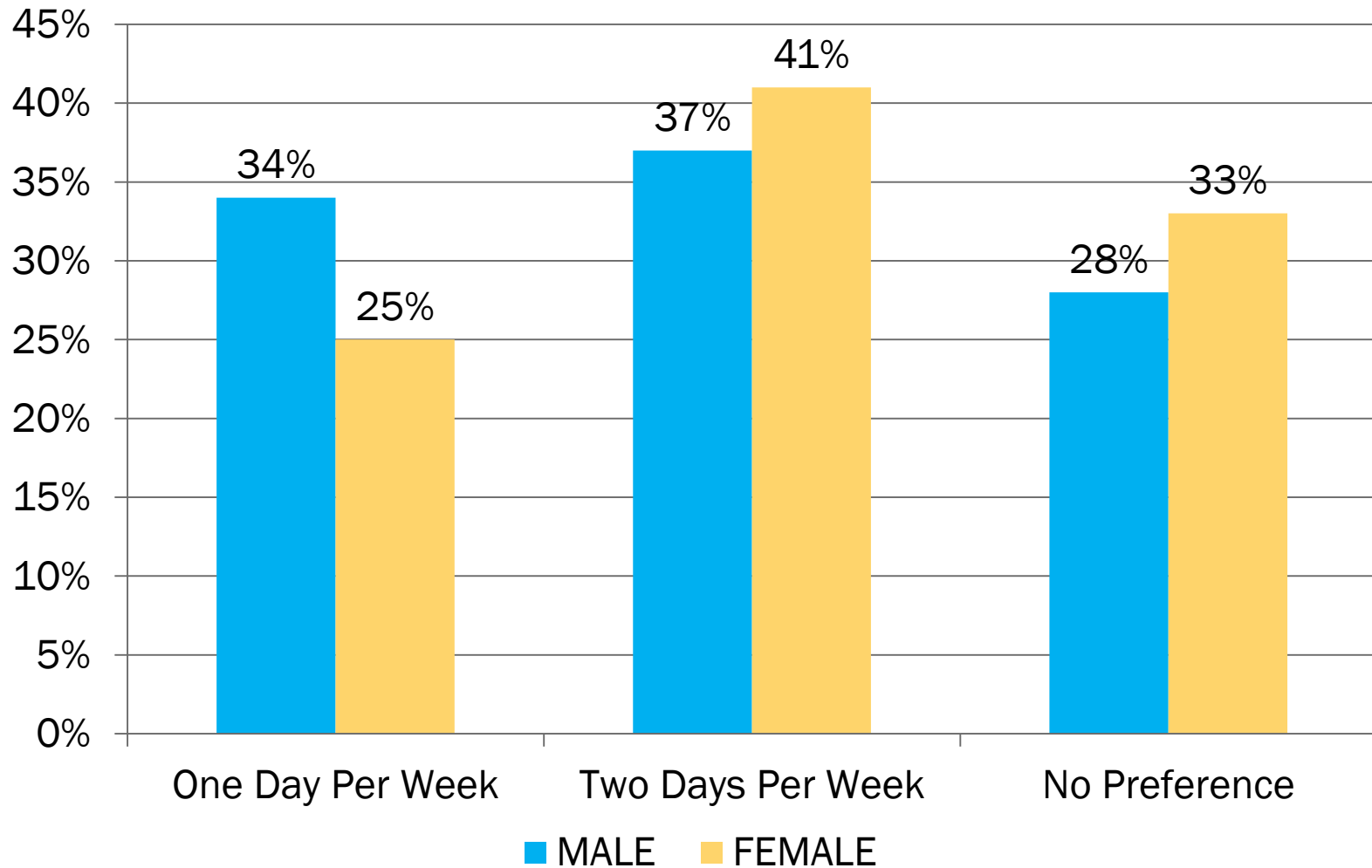


*Note: Respondents could select more than one preference.*



# Schedule Preferences

## Fall/Spring Schedule Preference

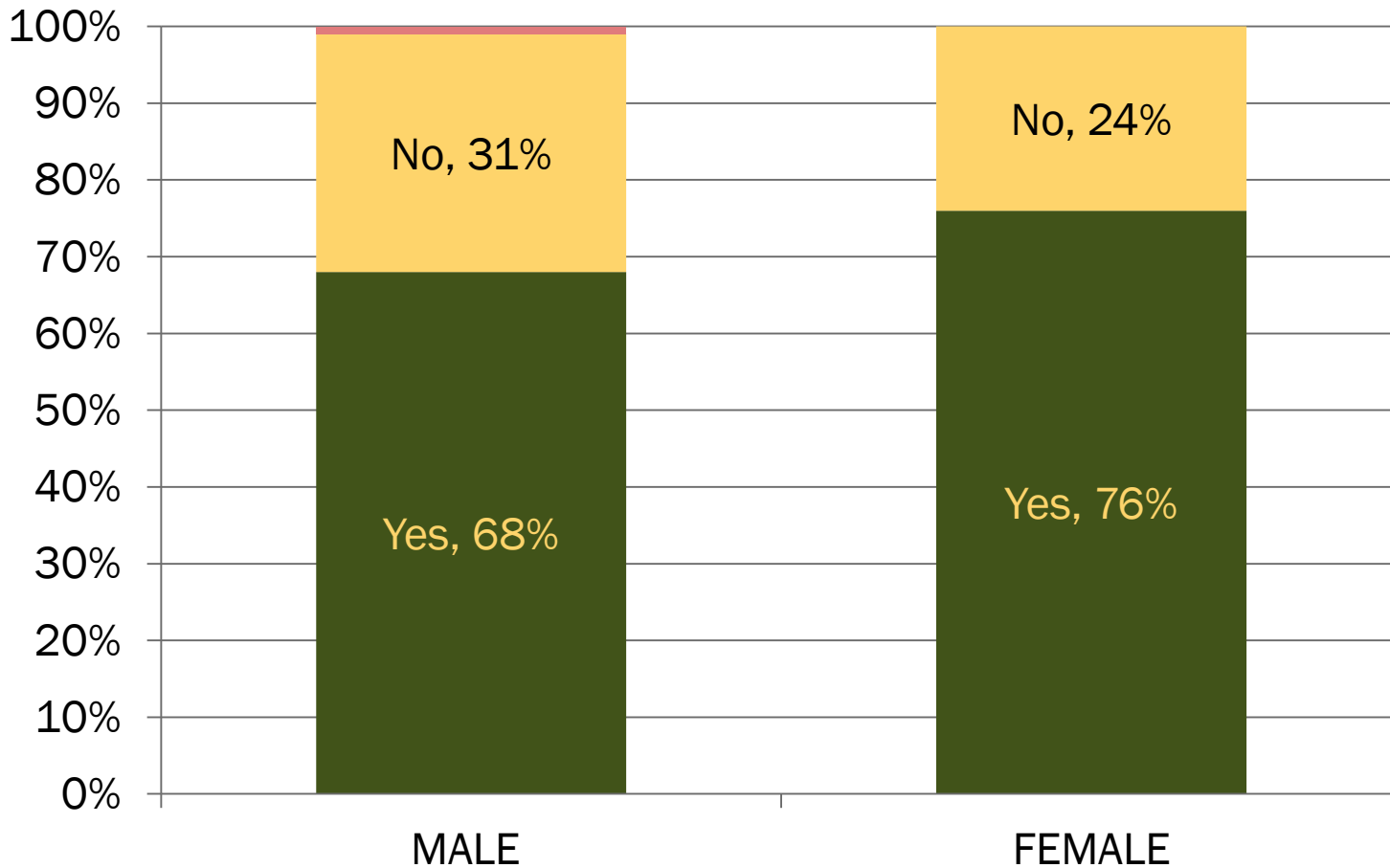


*Note: Respondents could select more than one preference.*



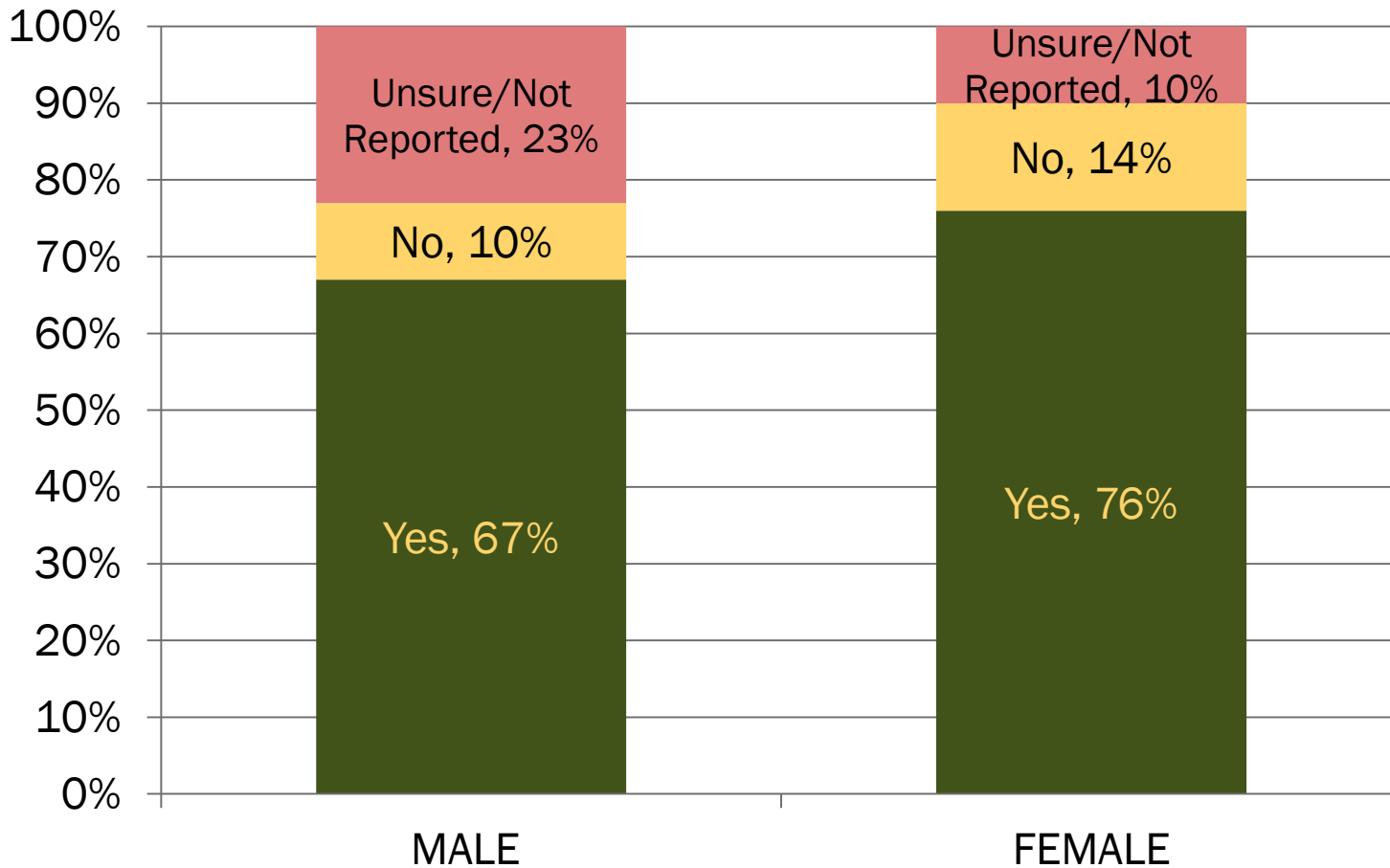
# Scheduling Preferences

“Have you taken an online course previously?”



# Scheduling Preferences

“If offered, would you take a course on-line?”





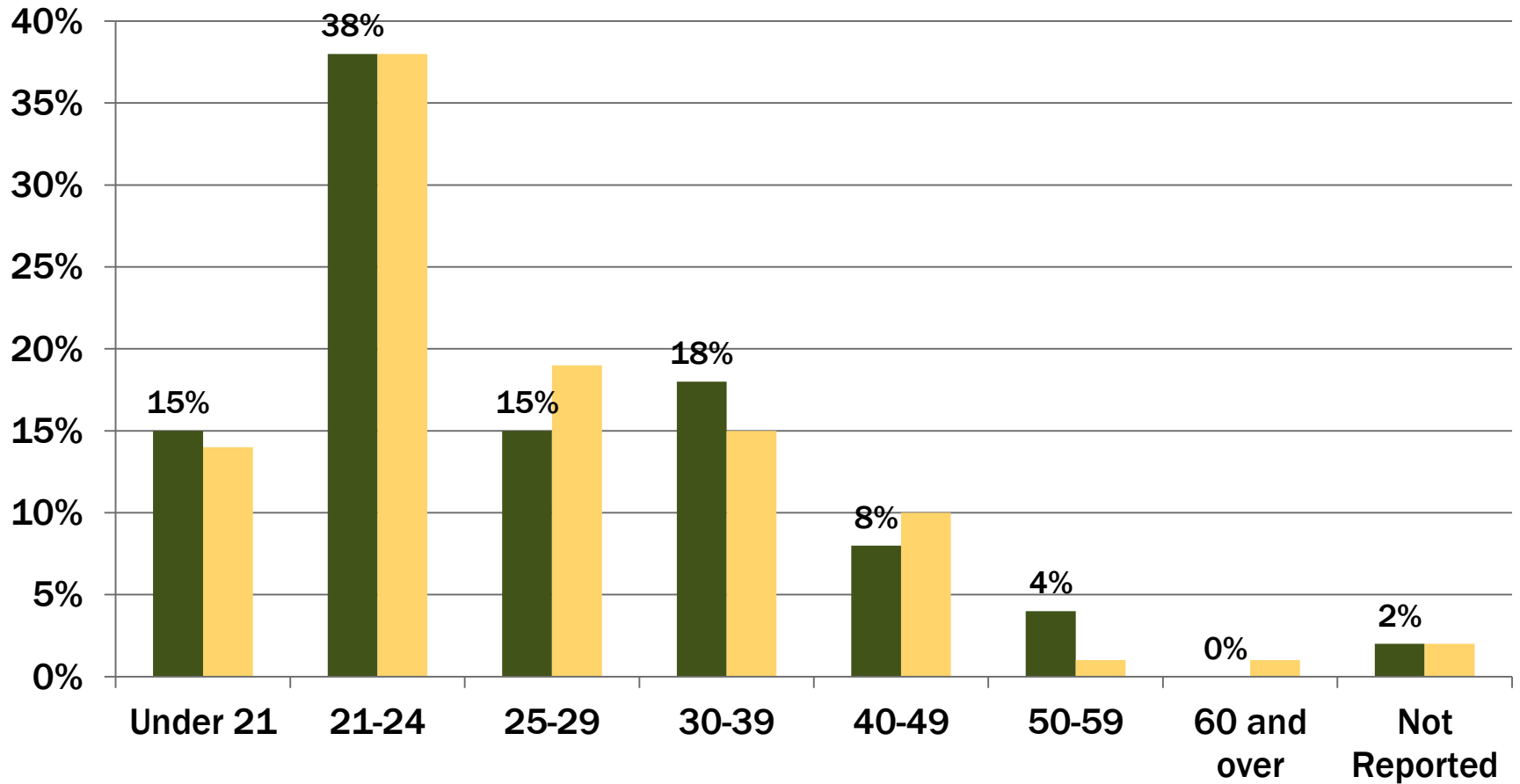
# RESPONSES BY GENDER

## RESPONSES BY AGE

Age Group	Under 21	21-24	25-29	30-39	40-49	50-59	Not Reported
N	30	75	29	36	15	8	4



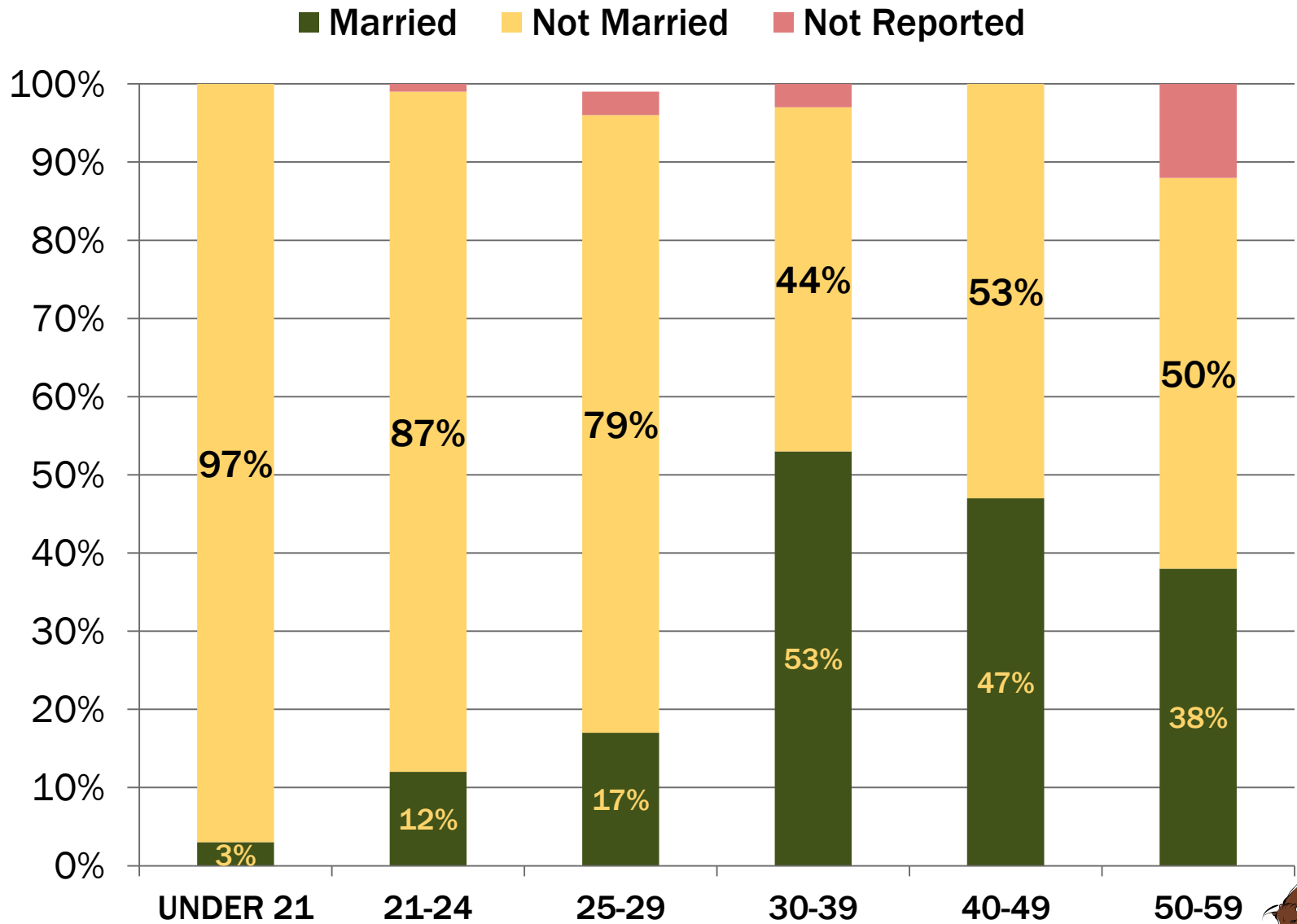
# Age Range Distribution



	■ 2011-12 (n=198)	■ 2010-11 (n=228)
Average Age	27.70	27.27
Median Age	24	24
Range	46 (18-59)	51 (18-69)

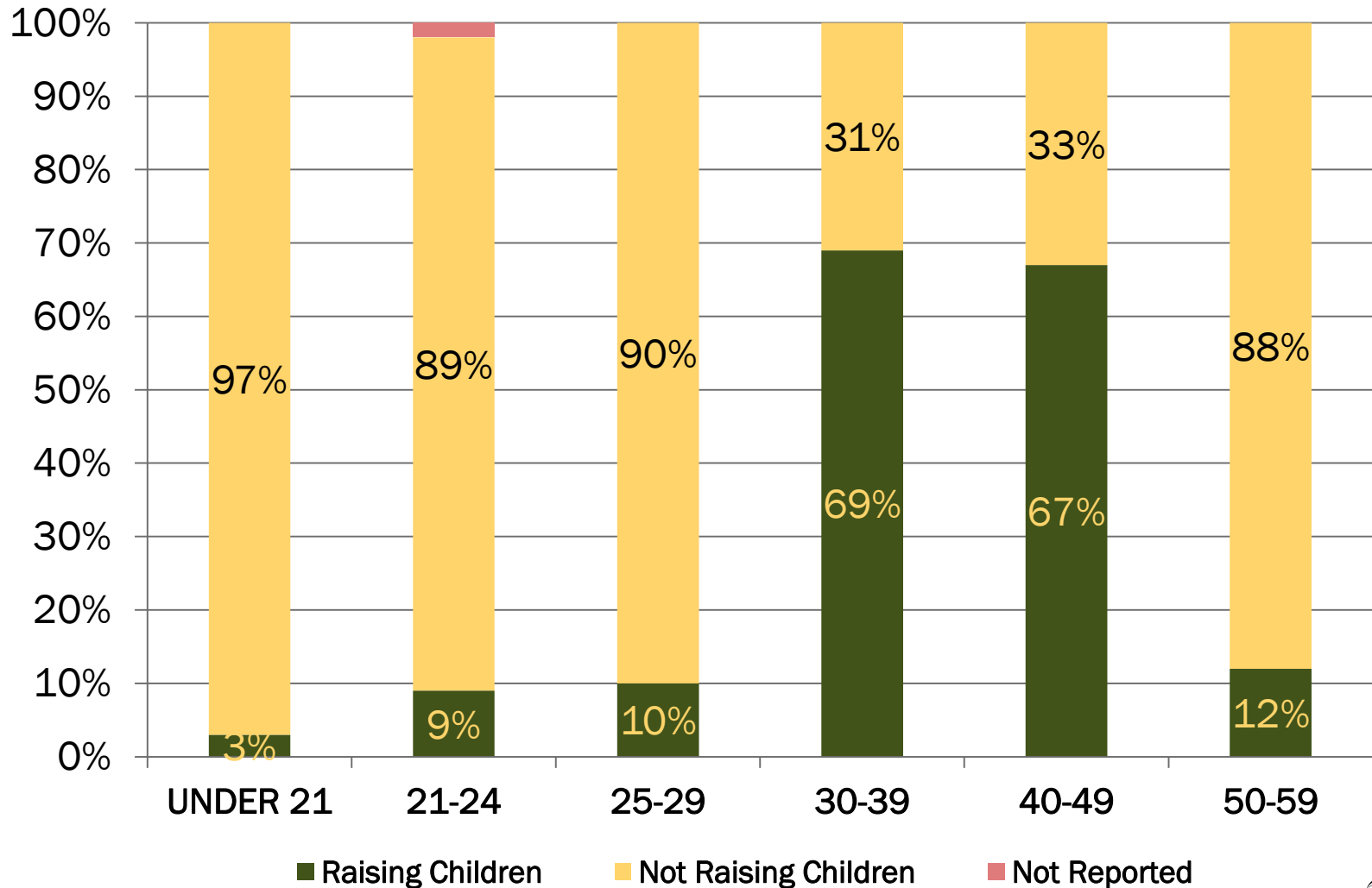


# Marital Status

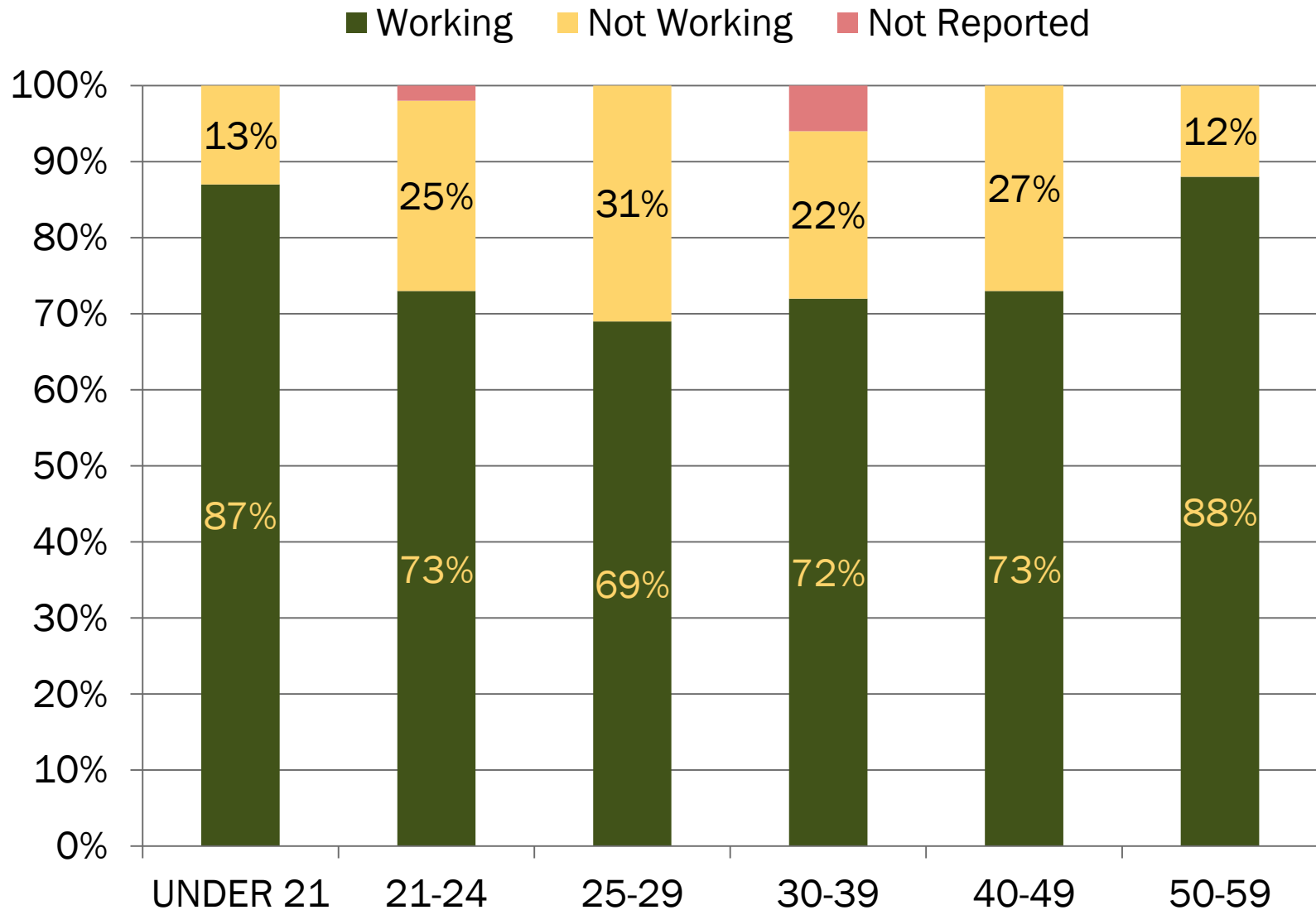


# Demographics of Survey Respondents

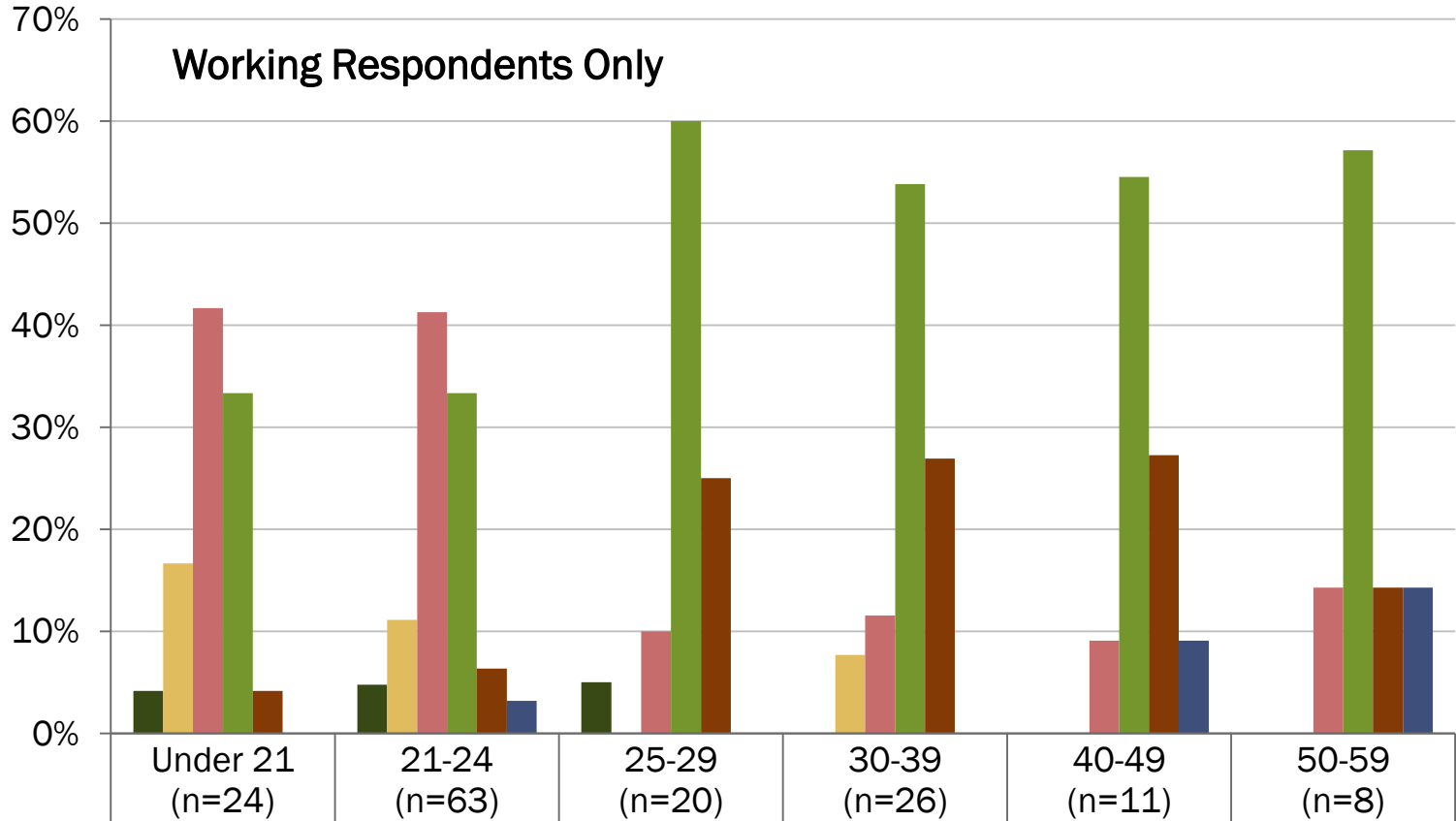
## Percentage Raising Children



# Employment



# Hours Working per Week by Age Range

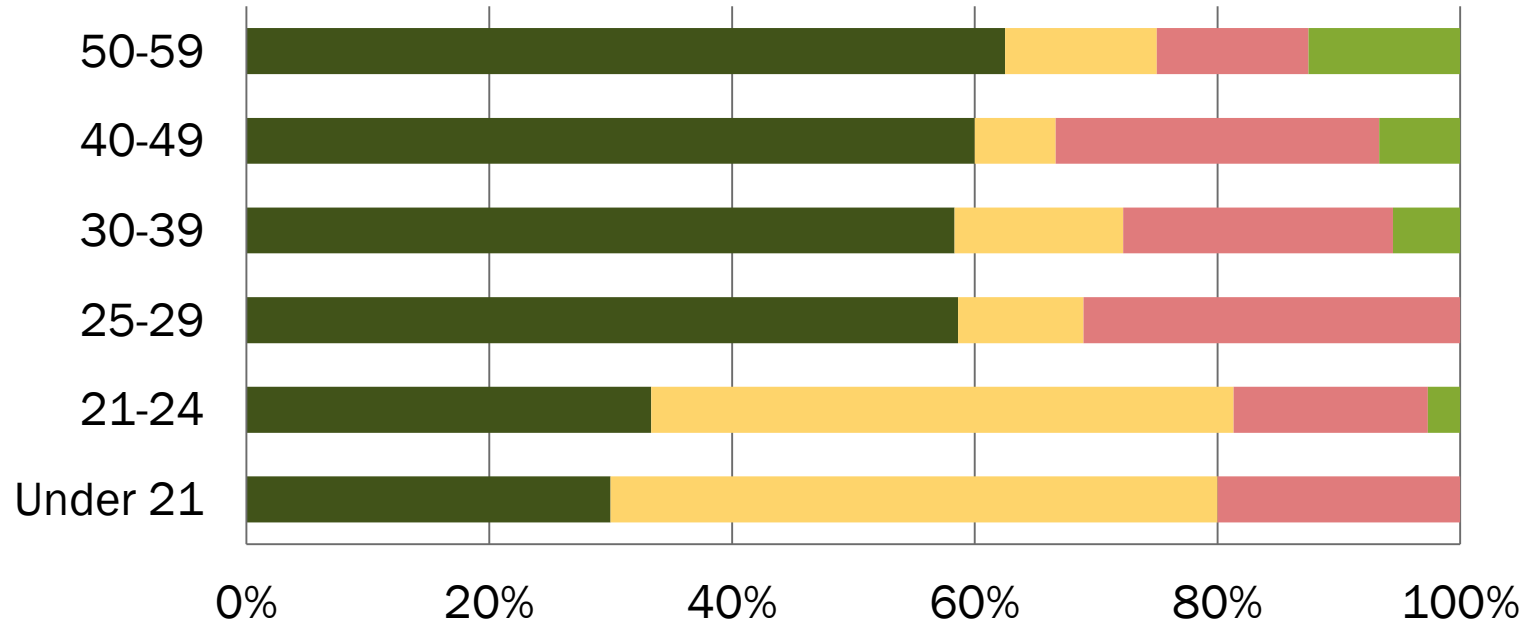


	Under 21 (n=24)	21-24 (n=63)	25-29 (n=20)	30-39 (n=26)	40-49 (n=11)	50-59 (n=8)
1-16 hrs	4%	5%	5%	0%	0%	0%
17-24 hrs	17%	11%	0%	8%	0%	0%
25-32 hrs	42%	41%	10%	12%	9%	14%
33-40 hrs	33%	33%	60%	54%	55%	57%
Over 40 hrs	4%	6%	25%	27%	27%	14%
Not Reported	0%	3%	0%	0%	9%	14%



# Employment

## Employment Status

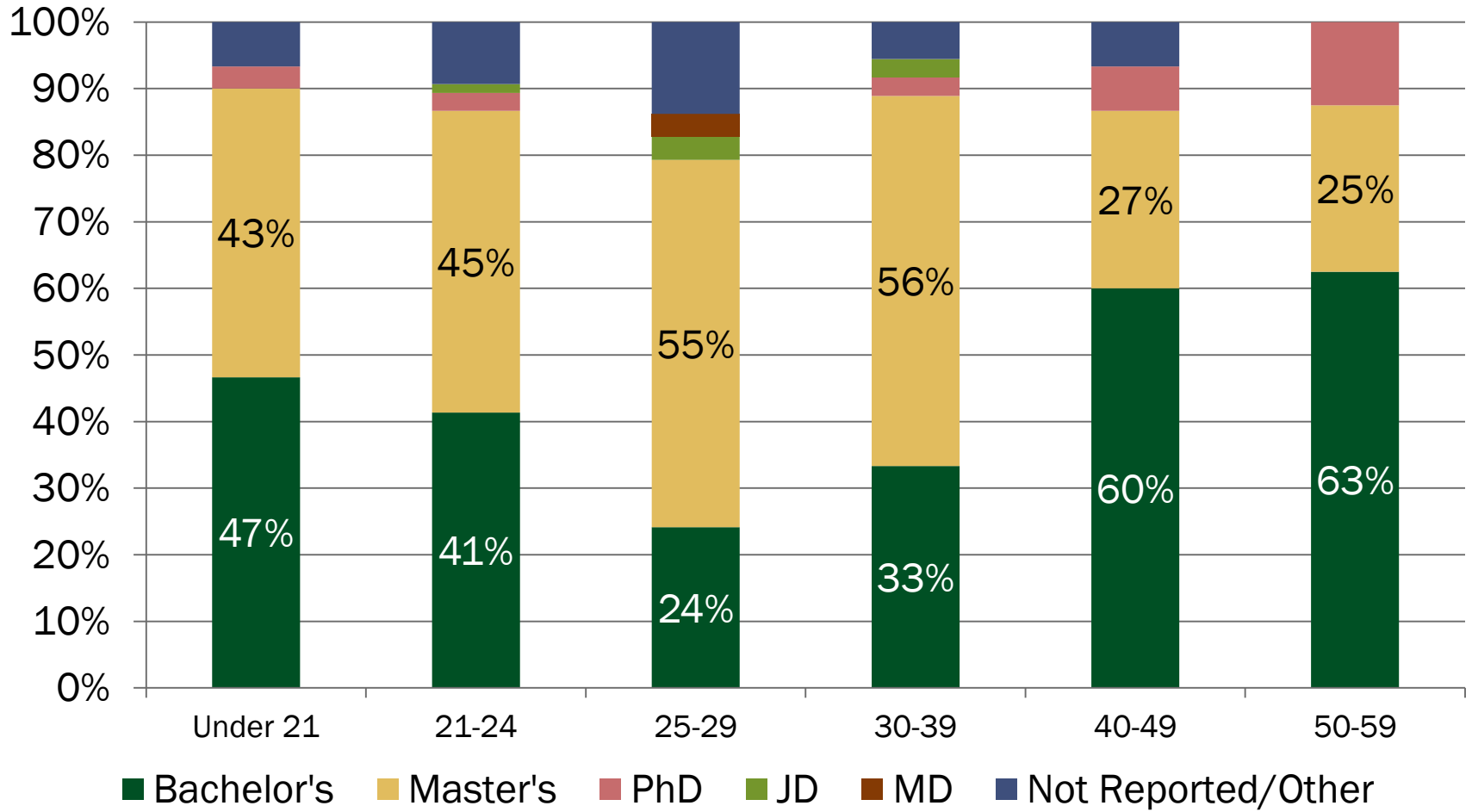


	Under 21	21-24	25-29	30-39	40-49	50-59
■ Full Time	30%	33%	59%	58%	60%	63%
■ Part Time	50%	48%	10%	14%	7%	13%
■ Not Working	20%	16%	31%	22%	27%	13%
■ Not Reported	0%	3%	0%	6%	7%	13%



# Plans

## Highest Degree Planned





# Undergraduate Majors Chosen

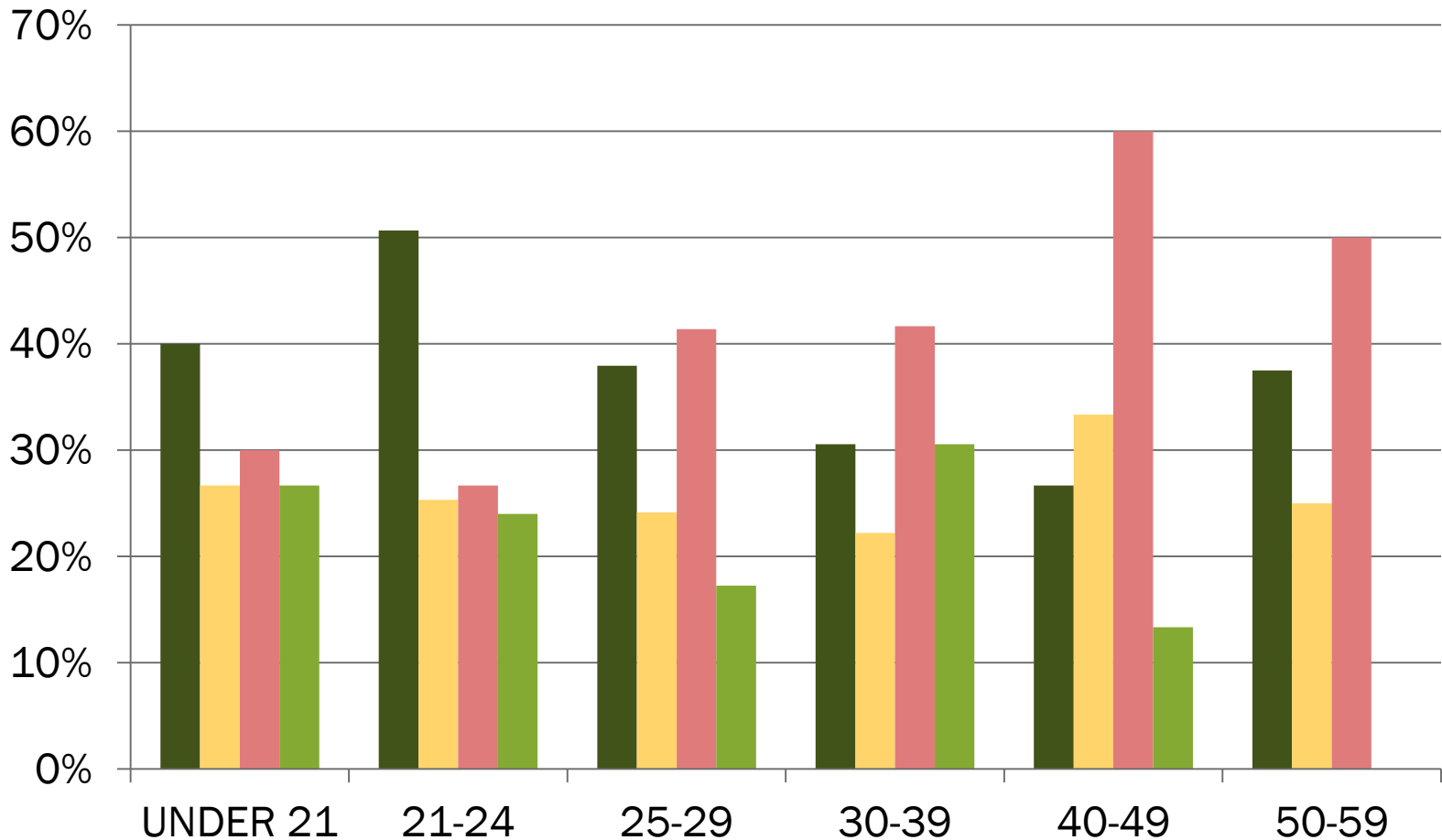
	COB	Under 21 (n=30)	21-24 (n=75)	25-29 (n=29)	30-39 (n=36)	40-49 (n=15)	50-59 (n=8)
1.	Accounting	13%	9%	14%	14%	7%	12.5%
2.	Finance	3%	8%	3%	3%	0%	0%
3.	GBA	20%	17%	17%	14%	7%	12.5%
4.	Management	7%	1%	0%	0%	0%	0%
5.	Marketing	7%	7%	7%	3%	7%	0%
6.	Pre-Business	50%	48%	55%	64%	80%	75%



# Schedule Preferences

## Time of Day Preference

■ Morning ■ Afternoon ■ Evening ■ No Preference

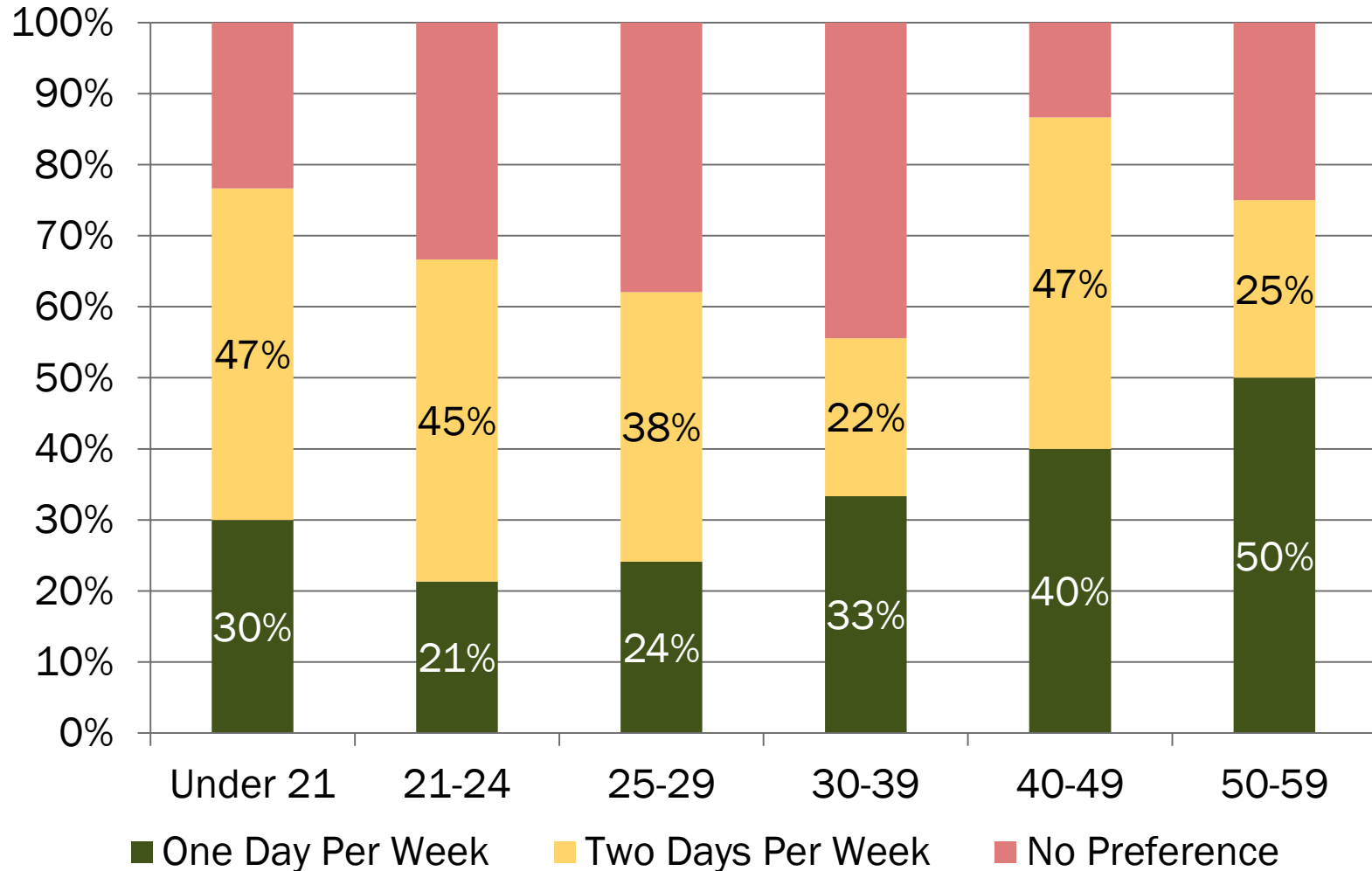


*Note: Respondents could select more than one preference.*



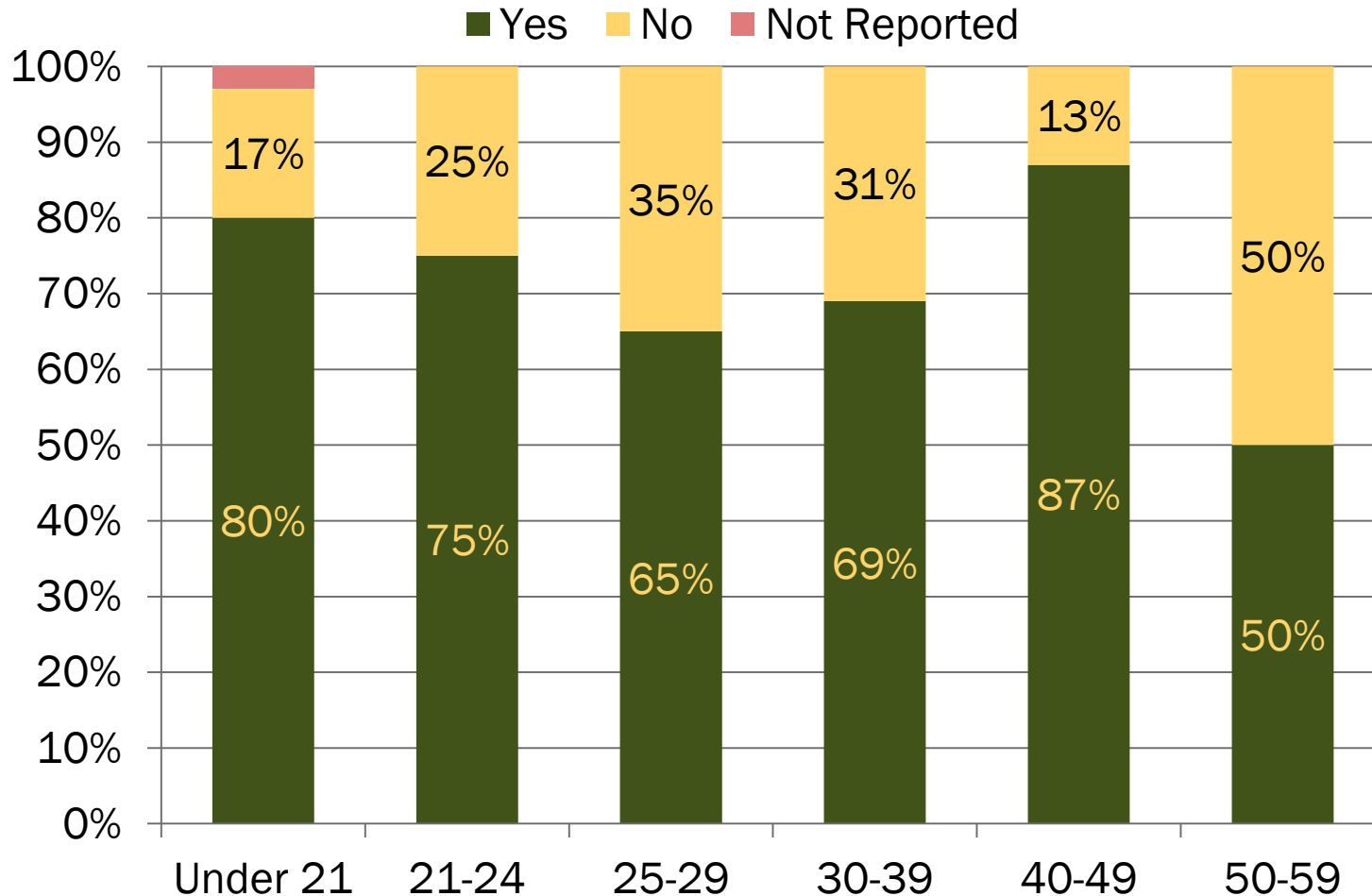
# Schedule Preferences

## Fall/Spring Schedule Preference



# Scheduling Preferences

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# Scheduling Preferences

“If offered, would you take a course on-line?”

