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ABSTRACT

A profile of entering freshmen at the University of South Carolina (USC), Columbia campus, for fall 1980 is presented. Information was obtained from the responses of 2,166 students (approximately 65 percent of the freshmen class) to a questionnaire prepared by the American Council on Education. Comparisons are also made to national norms, based on the responses of 355 colleges and universities. Statistical data are presented on the following: age, racial background, average grade in high school, highest degree planned anywhere, reasons noted as very important in selecting USC, estimated parental income, probable major field of study, political orientation, residence planned during fall term, future estimations concerning educational and career plans, views on controversial issues, and objectives considered important. Among the findings are the following: the percentages of USC entering freshmen by age level were generally the same as the national norms: female entering freshmen were more likely to be younger than 18 both at USC and in the national norms: male entering freshmen were more likely to be 19 and older in both the USC and national samples: a larger percentage of black male (67 percent) and black female (77 percent) entering freshmen at USC planned to pursue postbaccalaureate degrees than did white males (63.4 percent) and white females (53.3 percent), and these percentages were also higher than the university national norms (male, 58.9 percent; female, 53 percent). (SW)

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SUBJECT: Profile of USC Entering
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Research Notes
No: 38-81

Subject: USC Freshmen Profile - Fall, 1980

Nature and Scope of the Study:

During the 1980 summer orientation program, a questionnaire prepared by the American Council on Education (ACE) was administered to 2,166 students (approximately 65%) of the entering freshmen class at the University of South Carolina (USC), Columbia Campus. A total of 355 institutions of higher education including 48 universities also participated in this continuing national study of higher education sponsored by ACE's Cooperative Institutional Research Program.

The following study presents a comparative analysis of the various demographic data, opinions and projections of the USC entering freshmen class. USC entering freshmen were compared as a whole to the national norms; they were also compared by race for the second time (see original comparison in Research Notes 34-77, USC Freshmen Profile - Fall, 1976). Sex differences were reported where they appeared to be important. Twelve areas of interest were selected for this analysis from the original areas contained in the questionnaires.¹ These areas were selected to provide a composite profile of the entering freshman at USC, Fall 1980. Each area is presented in tabular form and followed by comments to highlight the major comparisons.

¹The twelve areas of interest which were considered are:

- Age by December 31, 1976 •
- Racial background
- Average grade in high school

- Highest degree planned anywhere
- Reasons noted as very important in selecting this college
- Estimated parental income
- Probable major field of study
- Political orientation
- Residence planned during fall term
- Future estimations
- Views on controversial issues
- Objectives considered important

Table 1

A COMPARISON OF AGE FOR USC ENTERING FRESHMEN BY UNIVERSITY NATIONAL NORMS AND RACE

| <u>USC</u> <u>Age by Dec. 31, 1980</u> | <u>USC</u> <u>BLACK</u> | <u>USC</u> <u>WHITE</u> | <u>USC</u> <u>TOTAL</u> | <u>NAT'L</u> <u>NORMS</u> |
|---|----------------------------|----------------------------|----------------------------|------------------------------|
| 16 or younger | 0.0 | 0.0 | 0.0 | 0.0 |
| 17 | 10.6 | 3.3 | 4.3 | 2.3 |
| 18 | 72.4 | 75.9 | 75.3 | 74.1 |
| 19 | 16.6 | 19.5 | 19.3 | 21.1 |
| 20-25 | 0.4 | 1.2 | 0.9 | 2.1 |
| 26 or older | 0.0 | 0.2 | 0.0 | 0.2 |

Comments:

1. The percentages of USC entering freshmen by age level were generally the same as the national norms.
2. USC entering freshmen were somewhat more likely to describe their age as 17 and 18 while less likely to describe their age as 19 and 20-25 when compared to national norms.
3. Among USC entering freshmen, black students were more likely to be younger than 18 (10.6%) than were whites (3.3%). In contrast, white students were more apt to be older than 18 (20.9%) than were blacks (17.0%):

Table 2

A COMPARISON OF AGE OF USC ENTERING FRESHMEN BY UNIVERSITY NATIONAL NORMS, RACE, AND SEX

| <u>AGE BY DECEMBER 31, 1980</u> | <u>USC BLACK</u> | | <u>USC WHITE</u> | | <u>NAT'L NORMS</u> | |
|---------------------------------|------------------|----------|------------------|----------|--------------------|----------|
| | <u>M</u> | <u>F</u> | <u>M</u> | <u>F</u> | <u>M</u> | <u>F</u> |
| 16 or younger | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| 17 | 9.8 | 11.0 | 1.4 | 5.2 | 1.5 | 3.1 |
| 18 | 71.7 | 72.8 | 75.0 | 76.8 | 71.7 | 76.5 |
| 19 | 17.4 | 16.2 | 22.1 | 16.8 | 23.9 | 18.4 |
| 20-25 | 1.1 | 0.0 | 1.3 | 0.9 | 2.7 | 1.6 |
| 26 or older | 0.0 | 0.0 | 0.1 | 0.1 | 0.3 | 0.3 |

Comments:

1. Female entering freshmen were more likely to be younger than 18 both at USC and in the national norms. This distinction held for both black and white students at USC.
2. Male entering freshmen were more likely to be 19 and older in both the USC and national samples. The finding held for both black and white students at USC.

Table 3

A COMPARISON OF RACIAL BACKGROUND OF USC ENTERING FRESHMEN BY UNIVERSITY NATIONAL NORMS

| <u>RACIAL BACKGROUND</u> | <u>USC</u> | <u>NAT'L NORMS</u> |
|---------------------------|------------|--------------------|
| White/Caucasian | 85.3 | 88.8 |
| Black/Negro/Afro-American | 13.4 | 9.6 |
| American Indian | 0.5 | 0.6 |
| Oriental | 1.0 | 1.2 |
| Mexican-American/Chicano | 0.2 | 0.4 |
| Puerto Rican-American | 0.3 | 0.3 |
| Other | 0.6 | 0.7 |

Comments:

1. Approximately 85% of USC entering freshmen described themselves as white/caucasian compared to the national norms of 88.8%.
2. Approximately 13% of the entering freshmen described themselves as black/negro/Afro-American compared to the national norms of 9.6%.
3. Students from other racial backgrounds comprised about 3% of entering freshmen nationally and at USC.

Table 4

A COMPARISON OF AVERAGE GRADE IN HIGH SCHOOL OF USC ENTERING FRESHMEN BY UNIVERSITY
NATIONAL NORMS AND RACE

| <u>AVERAGE GRADE IN HIGH SCHOOL</u> | <u>USC BLACK</u> | <u>USC WHITE</u> | <u>USC TOTAL</u> | <u>NAT'L NORMS</u> |
|-------------------------------------|----------------------|----------------------|----------------------|------------------------|
| A | 15.6 | 19.9 | 19.4 | 23.9 |
| B | 64.9 | 60.7 | 61.4 | 59.1 |
| C | 19.5 | 19.2 | 19.0 | 16.7 |
| D | 0.0 | 0.2 | 0.2 | 0.2 |

Comments:

1. USC entering freshmen reported an average grade in high school of "A" slightly less frequently than the national norms (USC 19.4%); National Norms (23.9%).
2. USC entering freshmen were more likely to report an average grade of "C" in high school than were their national counterparts (USC 19.0%); National Norms (16.7%).
3. White freshmen entering USC were more likely than black freshmen to have achieved an average grade in high school of "A" (whites 19.9%, blacks 15.6%).

Table 5

A COMPARISON OF AVERAGE GRADE IN HIGH SCHOOL OF USC ENTERING FRESHMEN BY UNIVERSITY NATIONAL NORMS, RACE, AND SEX

| AVERAGE GRADE IN HIGH SCHOOL | USC BLACK | | USC WHITE | | NAT'L NORMS | |
|------------------------------|-----------|------|-----------|------|-------------|------|
| | M | F | M | F | M | F |
| A | 8.8 | 18.9 | 15.4 | 24.3 | 20.0 | 27.8 |
| B | 60.5 | 67.0 | 59.2 | 62.6 | 58.4 | 59.8 |
| C | 30.8 | 14.2 | 25.0 | 13.4 | 21.2 | 12.4 |
| D | 0.0 | 0.0 | 0.3 | 0.1 | 0.4 | 0.1 |

Comments:

1. Females are considerably more likely than males to have received an average grade of "A" in high school. This finding holds both for USC entering freshmen and the national university norms.
2. Among USC entering freshmen, both black and white females were more apt to have received an average grade of "A" in high school than were their male counterparts. In addition, they were less likely to have received a grade of "C".

TABLE 6

A COMPARISON OF HIGHEST DEGREE PLANNED ANYWHERE FOR USC ENTERING FRESHMEN BY UNIVERSITY NATIONAL NORMS AND RACE

| <u>HIGHEST DEGREE PLANNED ANYWHERE</u> | <u>USC BLACK</u> | <u>USC WHITE</u> | <u>USC TOTAL</u> | <u>NAT NORMS</u> |
|--|----------------------|----------------------|----------------------|----------------------|
| None | 0.0 | 1.0 | 0.9 | 1.1 |
| Associate (A.A. or equivalent) | 1.4 | 2.5 | 2.3 | 1.4 |
| Bachelors (B.A. or B.S.) | 24.9 | 38.0 | 36.1 | 41.5 |
| Masters (M.A. or M.S.) | 41.0 | 34.1 | 35.0 | 30.7 |
| Ph.D. or Ed.D. | 19.4 | 9.0 | 10.5 | 8.6 |
| M.D., D.O., D.D.S., OR D.V.M. | 5.5 | 6.2 | 6.2 | 9.8 |
| L.L.B. or J.D. (Law) | 6.0 | 7.3 | 7.0 | 4.6 |
| B.D. or M.Div. | 0.5 | 0.2 | 0.2 | 0.3 |
| Other | 1.4 | 1.6 | 1.6 | 1.8 |

Comments:

1. Compared to national norms, a larger percentage of USC entering freshmen planned to pursue all categories of post baccalaureate degrees listed except medical, divinity, and other degrees.
2. A higher percentage of USC entering freshmen considered the associate degree (or equivalent) to be the highest degree they would obtain compared to national norms.
3. A higher percentage (73.8%) of USC black entering freshmen planned to pursue post baccalaureate degrees than USC white entering freshmen (58.4%). The percentage for black USC entering freshmen is considerably higher than the national norms (55.8%).

Table 7

A COMPARISON OF HIGHEST DEGREE PLANNED ANYWHERE FOR USC ENTERING FRESHMEN BY UNIVERSITY NATIONAL NORMS, RACE, AND SEX

| <u>HIGHEST DEGREE PLANNED ANYWHERE</u> | <u>USC BLACK</u> | | <u>USC WHITE</u> | | <u>NAT'L NORMS</u> | |
|--|------------------|----------|------------------|----------|--------------------|----------|
| | <u>M</u> | <u>F</u> | <u>M</u> | <u>F</u> | <u>M</u> | <u>F</u> |
| None | 0.0 | 0.0 | 0.9 | 1.2 | 1.0 | 1.2 |
| Associate (A.A. or Equivalent) | 2.7 | 0.7 | 1.8 | 3.3 | 1.2 | 1.7 |
| Bachelors (B.A. or B.S.) | 30.1 | 22.2 | 33.8 | 42.3 | 39.0 | 44.1 |
| Masters (M.A. or M.S.) | 34.2 | 44.4 | 33.8 | 34.3 | 30.9 | 30.6 |
| Ph.D. or Ed.D. | 13.7 | 22.2 | 10.5 | 7.6 | 9.4 | 7.9 |
| M.D., D.O., D.D.S., or D.V.M. | 12.3 | 2.1 | 8.8 | 3.5 | 11.1 | 8.6 |
| L.L.B. or J.D. (Law) | 4.1 | 6.9 | 8.2 | 6.4 | 5.3 | 3.9 |
| B.D. or M.Div. | 0.0 | 0.7 | 0.1 | 0.3 | 0.3 | 0.3 |
| Other | 2.7 | 0.7 | 2.0 | 1.2 | 1.9 | 1.7 |

Comments:

1. A larger percentage of black male (67.0%) and black female (77.0%) entering freshmen at USC planned to pursue post baccalaureate degrees than did white males (63.4%) and white females (53.3%). These percentages were also higher than the university national norms (male, 58.9%; female, 53.0%).
2. Among USC entering freshmen, one notes especially the particularly large percentage of black females (22.2%) who plan to pursue doctoral degrees.

Table 8

A COMPARISON OF REASONS NOTED AS VERY IMPORTANT IN SELECTING THIS COLLEGE FOR USC ENTERING FRESHMEN BY UNIVERSITY
NATIONAL NORMS AND RACE

| <u>REASONS NOTED AS VERY IMPORTANT IN SELECTING THIS COLLEGE</u> | <u>USC BLACK</u> | <u>USC WHITE</u> | <u>USC TOTAL</u> | <u>NAT'L NORMS</u> |
|--|----------------------|----------------------|----------------------|------------------------|
| Relatives wanted me to come here | 7.3 | 6.1 | 6.3 | 6.6 |
| Teacher advised me | 6.2 | 2.6 | 3.1 | 3.3 |
| Has good academic reputation | 72.8 | 43.9 | 47.5 | 51.7 |
| Offered financial assistance | 20.3 | 7.1 | 9.1 | 11.8 |
| Not accepted anywhere else | 2.2 | 2.3 | 2.4 | 1.8 |
| Advice of someone who attended | 13.5 | 15.0 | 14.8 | 15.0 |
| Offers special education programs | 37.4 | 24.3 | 26.1 | 29.2 |
| Has low tuition | 13.9 | 9.9 | 10.5 | 17.6 |
| Advice of guidance counselor | 10.3 | 5.1 | 5.9 | 5.5 |
| Wanted to live at home | 4.9 | 6.9 | 6.7 | 10.6 |
| Friend suggested attending | 8.1 | 7.1 | 7.3 | 7.1 |
| College representative | 1.5 | 1.7 | 1.7 | 2.5 |

Comments:

- In comparison with the national norms, USC entering freshmen were less likely than the national norms to cite the following reasons as very important in selecting their college choice: "has good academic reputation", "offered financial assistance", "offers special education programs", "has low tuition", and "wanted to live at home".

Comments (continued):

2. The reasons listed most often by USC entering freshmen were: "has good academic reputation" (47.5%), "offers special educational programs" (26.1%), "advice of someone who attended" (14.8%), and "has low tuition" (10.5%).
3. USC black entering freshmen were more likely than whites to be influenced by "good academic reputation", "financial assistance", "special education programs", "low tuition", "advice of guidance counselor", "relatives wanted me to come", "friend suggested attending", and "teacher advised me". Reasons noted more often by whites were "advice of someone who attended" and "wanted to live at home".

Table 9

A COMPARISON OF ESTIMATED PARENTAL INCOME FOR USC ENTERING FRESHMEN BY UNIVERSITY
NATIONAL NORMS AND RACE

| <u>ESTIMATED PARENTAL INCOME</u> | <u>USC BLACK</u> | <u>USC WHITE</u> | <u>USC TOTAL</u> | <u>NAT'L NORMS</u> |
|----------------------------------|----------------------|----------------------|----------------------|------------------------|
| Less than \$6,000 | 17.8 | 1.8 | 4.0 | 3.8 |
| 6,000 - 9,999 | 17.1 | 3.4 | 5.4 | 5.0 |
| 10,000 - 14,999 | 22.0 | 8.4 | 10.5 | 10.5 |
| 15,000 - 24,999 | 26.9 | 24.1 | 24.6 | 27.2 |
| 25,000 - 34,999 | 12.1 | 26.2 | 24.2 | 23.8 |
| 35,000 - 49,999 | 3.4 | 20.7 | 18.0 | 17.4 |
| 50,000 or more | 0.8 | 15.6 | 13.5 | 11.9 |

*The ACE data were divided into fourteen income levels. For ease of comparison, the levels were combined into the above levels.

Comments:

1. Percentages of USC entering freshmen in various parental income categories are very similar to the national norms.
2. USC black entering freshmen were more apt to report lower parental incomes than USC white entering freshmen. Only 13.6% of white students reported parental incomes lower than \$15,000 as compared to 56.9% of black students.
3. Less than one percent (0.8%) of the USC black entering freshmen gave their parental income as \$50,000 or more compared to USC white entering freshmen (15.6%) and national norms (11.9%).

Table 10

A COMPARISON OF PROBABLE MAJOR FIELDS OF STUDY FOR USC ENTERING FRESHMEN BY UNIVERSITY NATIONAL NORMS AND RACE

| <u>PROBABLE MAJOR FIELDS OF STUDY*</u> | <u>USC BLACK</u> | <u>USC WHITE</u> | <u>USC TOTAL</u> | <u>NAT'L NORMS</u> |
|--|------------------|------------------|------------------|--------------------|
| Arts and Humanities | 13.8 | 11.9 | 12.2 | 9.7 |
| Biological Science | 1.9 | 3.5 | 3.2 | 3.3 |
| Business | 22.8 | 26.8 | 26.2 | 21.5 |
| Education | 3.4 | 6.1 | 5.6 | 5.5 |
| Engineering | 13.7 | 10.2 | 10.9 | 14.4 |
| Physical Science | 3.8 | 3.1 | 3.0 | 2.2 |
| Professional | 16.7 | 14.1 | 14.4 | 20.7 |
| Social Science | 6.4 | 7.0 | 6.8 | 5.5 |
| Technical | 2.7 | 2.4 | 2.2 | 1.8 |
| Other Fields | 14.8 | 15.0 | 14.7 | 15.5 |

Comments:

1. The percentages of USC entering freshmen entering the different major fields of study were generally the same as the national norms, although USC percentages were higher than national norms for arts and humanities, business, and social science.
2. USC percentages were lower than the national norms for professional and engineering categories.
3. The percentages of USC black entering freshmen entering the different major fields of study were generally the same as the percentages of USC white entering freshmen, with minor differences. Black percentages were higher for arts and humanities, engineering and professional, while white percentages were higher for biological science, business and education categories.

*See ACE Questionnaire for exact distribution of majors within fields. The ACE distribution varies in several important ways from USC distribution.

Table 11

A COMPARISON OF POLITICAL ORIENTATION OF USC ENTERING FRESHMEN BY UNIVERSITY
NATIONAL NORMS AND RACE

| <u>POLITICAL ORIENTATION</u> | <u>USC BLACK</u> | <u>USC WHITE</u> | <u>USC TOTAL</u> | <u>NAT'L NORMS</u> |
|------------------------------|----------------------|----------------------|----------------------|------------------------|
| Far Left | 3.3 | 1.7 | 1.9 | 1.6 |
| Liberal | 28.6 | 17.3 | 18.8 | 20.3 |
| Middle-of-the-road | 56.5 | 57.7 | 57.4 | 57.9 |
| Conservative | 10.9 | 22.5 | 20.9 | 19.1 |
| Far Right | 0.7 | 0.9 | 0.9 | 1.0 |

Comments:

1. Political orientations of USC entering freshmen were particularly close to the national norms with most students describing their positions as "middle-of-the-road".
2. USC entering black freshmen were more likely to describe themselves as liberal than were entering white freshmen. The latter were more likely to describe themselves as conservative than were USC entering black freshmen.

Table 12

A COMPARISON OF POLITICAL ORIENTATION OF USC ENTERING FRESHMEN BY UNIVERSITY NATIONAL NORMS, RACE, AND SEX

| <u>POLITICAL ORIENTATION</u> | <u>USC BLACK</u> | | <u>USC WHITE</u> | | <u>NAT'L NORMS</u> | |
|------------------------------|------------------|----------|------------------|----------|--------------------|----------|
| | <u>M</u> | <u>F</u> | <u>M</u> | <u>F</u> | <u>M</u> | <u>F</u> |
| Far Left | 1.1 | 4.3 | 2.6 | 0.8 | 1.9 | 1.3 |
| Liberal | 29.7 | 28.1 | 17.7 | 16.9 | 21.1 | 19.5 |
| Middle-of-the-road | 50.5 | 59.5 | 51.7 | 63.7 | 52.7 | 63.2 |
| Conservative | 16.5 | 8.1 | 26.8 | 18.3 | 22.8 | 15.4 |
| Far Right | 2.2 | 0.0 | 1.3 | 0.4 | 1.4 | 0.6 |

Comments:

1. The majority of all students regardless of sex expressed a middle-of-the-road political orientation.
2. Males were more likely than females to hold liberal or conservative views. This finding held true for USC entering freshmen as well as the national norms with one exception: black females were more apt to express a far left political preference than were black males.

Table 13

A COMPARISON OF PLANNED RESIDENCE FOR FALL TERM OF USC ENTERING FRESHMEN BY UNIVERSITY NATIONAL NORMS AND RACE

| <u>RESIDENCE PLANNED DURING FALL TERM</u> | <u>USC BLACK</u> | <u>USC WHITE</u> | <u>USC TOTAL</u> | <u>NAT'L NORMS</u> |
|---|----------------------|----------------------|----------------------|------------------------|
| With parents or relatives | 18.6 | 24.7 | 24.1 | 31.8 |
| Other private home or apartment | 12.4 | 10.3 | 10.6 | 5.8 |
| College dormitory | 62.8 | 61.7 | 61.7 | 59.5 |
| Fraternity or sorority house | 0.4 | 0.6 | 0.6 | 0.5 |
| Other campus housing | 5.0 | 1.6 | 2.1 | 1.8 |
| Other | 0.8 | 1.1 | 1.0 | 0.6 |

Comments:

1. When compared to national norms USC freshmen (24.1%) were less likely to live with parents or relatives than the national norms (31.8%); however, USC freshmen (10.6%) were more likely than national norms (5.8%) to live in other private home or apartment. USC freshmen (61.7%) were also slightly more likely than national norms (59.5%) to reside in a college dormitory.
2. USC black and white freshmen reported similar plans for residency with blacks somewhat more likely than whites to live in private homes or apartments, college dormitory, and other campus housing. White students (24.7%) were more likely to live with parents or relatives than were black students (18.6%).

Table 14

A COMPARISON OF FUTURE ESTIMATIONS MADE BY USC ENTERING FRESHMEN BY UNIVERSITY
NATIONAL NORMS, AND RACE

| <u>STUDENTS ESTIMATE CHANCES ARE VERY GOOD THAT THEY WILL</u> | <u>USC BLACK</u> | <u>USC WHITE</u> | <u>USC TOTAL</u> | <u>NAT'L NORMS</u> |
|---|----------------------|----------------------|----------------------|------------------------|
| Change major field of study | 11.2 | 14.2 | 13.8 | 13.4 |
| Change career choice | 10.2 | 12.4 | 12.1 | 12.4 |
| Get a job to pay college expenses | 29.2 | 33.5 | 32.9 | 38.2 |
| Work at outside job | 19.8 | 19.7 | 19.7 | 22.5 |
| Join a fraternity or sorority | 23.4 | 28.6 | 27.6 | 23.9 |
| Be elected to an honor society | 7.5 | 8.1 | 8.1 | 9.0 |
| Graduate with honors | 10.1 | 9.6 | 9.7 | 11.5 |
| Make at least a "B" average | 30.0 | 33.2 | 32.9 | 41.3 |
| Need tutoring in some courses | 12.4 | 6.1 | 7.0 | 8.8 |
| Seek vocational counseling | 4.9 | 3.2 | 3.6 | 5.4 |
| Get a bachelor's degree | 62.3 | 67.5 | 66.9 | 74.2 |
| Transfer to another college | 8.3 | 6.3 | 6.4 | 6.9 |
| Be satisfied with college | 57.0 | 59.9 | 59.5 | 57.3 |
| Find a job in preferred field | 65.9 | 72.4 | 71.4 | 72.2 |
| Marry within a year after college | 12.3 | 19.6 | 18.6 | 19.2 |

Comments:

1. Approximately two-thirds of USC entering freshmen estimated that they would "get a bachelor's degree"; over half (59.5%) reported they would "be satisfied with college"; and 71.4% estimated they would "find a job in a preferred field".
2. When compared to national norms a lower percentage of USC entering freshmen estimated that they would "get a job to pay college expenses" (USC 32.9%; national norms 38.2%) or "work at an outside job" (USC 19.7%; national norms 22.5%).

Comments (continued):

3. Slightly more USC entering freshmen (27.6%) estimated that they would "join a fraternity or sorority" when compared to the national norms (23.9%).
4. A smaller percentage of USC entering freshmen when compared to national norms estimated that they would "make at least a 'B' average", "graduate with honors", or "be elected to an honor society".
5. A lower percentage of USC entering freshmen (3.6%) estimated that they would "seek vocational counseling" than the national norms (5.4%).
6. USC entering freshmen were somewhat less likely than the national norms to expect that they would "marry within a year after college".
7. USC black freshmen (12.4%) expected that they would "need tutoring in some courses" more often than did USC white freshmen (6.1%).
8. More USC white entering freshmen (33.5%) expected that they would "get a job to pay college expenses" than USC black entering freshmen (29.2%).
9. USC black freshmen (10.2%) expected that they would "change career choices" less often than white USC freshmen (12.4%).
10. A lower percentage of USC black freshmen (65.9%) expected they would "find a job in preferred field" than did USC white freshmen (72.4%).
11. More USC white freshmen (14.2%) expected they would "change major field" than did USC black freshmen (11.2%).

Table 15

A COMPARISON OF VIEWS ON CONTROVERSIAL ISSUES OF USC ENTERING FRESHMEN BY RACE AND UNIVERSITY NATIONAL NORMS

| <u>PERCENTAGE OF STUDENTS AGREEING STRONGLY OR SOMEWHAT THAT</u> | <u>USC BLACK</u> | <u>USC WHITE</u> | <u>USC TOTALS</u> | <u>NAT'L NORMS</u> |
|--|----------------------|----------------------|-----------------------|------------------------|
| Government is not protecting consumer | 74.5 | 77.6 | 76.9 | 73.0 |
| Too many rights for criminals | 55.7 | 72.7 | 70.3 | 67.5 |
| Will not obey laws against own views | 40.1 | 30.9 | 32.5 | 31.1 |
| Should abolish death penalty | 52.1 | 22.2 | 26.3 | 31.0 |
| Abortion should be legalized | 45.3 | 62.3 | 60.0 | 55.3 |
| Women's activities best in home | 26.1 | 27.1 | 27.0 | 25.9 |
| Sex OK if people like each other | 41.9 | 47.3 | 46.7 | 46.7 |
| Marijuana should be legalized | 29.2 | 39.0 | 37.8 | 37.6 |
| Busing OK to achieve balance | 74.7 | 40.3 | 44.9 | 36.1 |
| Prohibit homosexual relations | 42.4 | 57.2 | 55.2 | 50.5 |
| Adopt open admissions at public college | 38.6 | 21.2 | 23.5 | 36.8 |

Comments:

- In general USC students held views similar to the national norms on controversial issues. In comparison, USC students were more likely to favor legalizing abortion (USC 60.0%; national norms 55.3%), achieving racial balance through busing (USC 44.9%; national norms 36.1%), and prohibiting homosexual relations (USC 55.2%; national norms 50.5%). Students nationally were more likely to favor open admissions at public colleges (national norms 36.8%; USC 23.5%) and to favor abolishing the death penalty (national norms 31.0%; USC 26.3%).

Comments (continued):

2. A clear majority of USC students agreed "government is not protecting consumers" (76.9%), there are "too many rights for criminals" (70.3%), and "abortion should be legalized" (60.0%).
3. Less than a third of USC students favored restricting women's activities to the home (27.0%), abolishing the death penalty (26.3%), and adopting open admissions at public colleges (23.5%).
4. USC students were more closely divided on such other issues as prohibiting homosexual relations (55.2%), "sex is OK if people like each other" (46.7%), and busing is OK to achieve racial balance (44.9%).
5. Black students were more likely than white students to refuse to obey laws against own views, to favor abolishing the death penalty, to favor busing to achieve racial balance, and to favor adoption of open admissions at public colleges.
6. White students were more likely to feel there are too many rights for criminals, to favor legalization of abortion and marijuana, to favor prohibition of homosexual relations, and to agree that sex is OK if people like each other.

Table 16

A COMPARISON OF VIEWS ON CONTROVERSIAL ISSUES OF USC ENTERING FRESHMEN
BY RACE, SEX, AND UNIVERSITY NATIONAL NORMS

| PERCENTAGE OF STUDENTS AGREEING STRONGLY OR SOMEWHAT THAT | USC BLACK | | USC WHITE | | NAT'L NORMS | |
|--|-----------|------|-----------|------|-------------|------|
| | M | F | M | F | M | F |
| Government is not protecting consumer | 79.8 | 72.0 | 74.5 | 80.7 | 69.6 | 76.4 |
| Too many rights for criminals | 54.0 | 56.5 | 76.0 | 69.4 | 72.0 | 63.1 |
| Will not obey laws against own views | 38.6 | 40.8 | 33.0 | 28.8 | 33.1 | 29.3 |
| Should abolish death penalty | 45.9 | 55.1 | 17.2 | 27.1 | 24.7 | 37.2 |
| Abortion should be legalized | 37.1 | 49.4 | 61.5 | 63.0 | 53.6 | 57.0 |
| Women's activities best in home | 25.3 | 26.4 | 35.6 | 18.8 | 33.9 | 18.1 |
| Sex OK if people like each other | 62.9 | 31.3 | 64.8 | 30.1 | 62.4 | 31.3 |
| Marijuana should be legalized | 29.5 | 29.1 | 39.8 | 38.2 | 39.1 | 36.1 |
| Busing OK to achieve balance | 77.3 | 73.4 | 36.6 | 43.8 | 33.7 | 38.4 |
| Prohibit homosexual relations | 51.7 | 37.7 | 65.7 | 48.9 | 59.3 | 41.9 |
| Adopt open admissions at public colleges | 42.5 | 36.7 | 23.5 | 18.9 | 39.0 | 34.6 |

Comments:

1. Major differences by sex were observed on several items. Men were twice as likely as women to agree that sex is OK if people like each other. Men were also more likely than women to agree that homosexual relations should be prohibited and that open admissions should be adopted at public colleges.
2. Women were more likely than men to favor abolishing the death penalty and to agree that abortion should be legalized.

Table 17

A COMPARISON OF OBJECTIVES CONSIDERED TO BE ESSENTIAL OR VERY IMPORTANT FOR USC ENTERING FRESHMEN
BY RACE AND UNIVERSITY NATIONAL NORMS

| <u>PERCENTAGE OF STUDENTS AGREEING THAT OBJECTIVE LISTED BELOW WAS ESSENTIAL OR VERY IMPORTANT</u> | <u>USC BLACK</u> | <u>USC WHITE</u> | <u>USC TOTALS</u> | <u>NAT'L NORMS</u> |
|--|----------------------|----------------------|-----------------------|------------------------|
| Achieve in a performing art | 17.5 | 12.7 | 13.4 | 13.4 |
| Be an authority in my field | 84.6 | 82.6 | 82.7 | 79.5 |
| Raise a family. | 52.6 | 67.1 | 65.2 | 62.6 |
| Be very well off financially | 75.1 | 70.5 | 71.2 | 67.9 |
| Be successful in my own business | 64.3 | 56.2 | 57.3 | 52.3 |
| Develop philosophy of life | 65.9 | 51.5 | 53.5 | 53.1 |
| Promote racial understanding | 79.8 | 28.8 | 36.0 | 30.9 |
| Keep up with political affairs | 47.9 | 48.0 | 48.0 | 45.2 |

Comments:

1. USC students were very similar to national norms on objectives considered to be essential or very important. USC students were slightly more likely to consider all listed objectives as essential or very important than were the national norms except for achieving in a performing art.
2. Black USC students were more likely than white USC students to support all the objectives with the exception of raising a family and keeping up with political affairs. Blacks (79.8%) were overwhelmingly more inclined to promote racial understanding than were whites (21.8%).

SUMMARY

Profile - The typical entering freshman at USC for Fall 1980 was:

- 18 years of age
- a white caucasian
- a "B" student in high school
- planning to achieve at least a bachelor's or master's degree
- likely to have selected USC for its good academic reputation or because it offers special education programs
- probably from a family with an annual income of between \$15,000 and \$35,000
- expecting to major in professional area, business, or other field
- "middle-of-the-road" politically
- residing in a college dormitory
- likely to hold similar views on controversial issues when compared to students nationally

Profile - Compared with entering freshmen nationally USC entering freshmen were:

- less likely to have maintained an "A" average in high school but were more likely to have maintained a "B" average
- less likely to cite "good academic reputation" as a reason in making their college choice
- more likely to be black
- generally less confident academically but more likely to seek advanced degrees at the master's and doctoral levels
- less likely to live with parents or relatives and more likely to live in a college dormitory
- less likely to receive support from part-time employment

SUMMARY

A COMPARISON OF FALL, 1980 BLACK AND WHITE USC ENTERING FRESHMEN

- black freshmen were younger
- black freshmen were more likely to plan post-baccalaureate degrees
- black freshmen estimated parental income as much less than that of white freshmen
- white freshmen were more likely to have achieved an average grade of "A" in high school
- black freshmen were more likely to be influenced by "good academic reputation", "offered financial assistance", and "special educational programs" when selecting USC
- black students were more likely to choose arts and humanities, engineering and professional major fields of study while white freshmen chose business and education
- black freshmen were more likely to have a liberal political orientation while white freshmen were more likely to be conservative
- black freshmen were more likely to live in private homes or apartments while white freshmen were more likely to live with parents or relatives
- white freshmen were more likely to estimate that chances were very good that they would "change major field", "change career choice", "join a fraternity or sorority", "find a job in preferred field", "get a job to pay college expenses", and "get a bachelor's degree"
- black freshmen were more likely to estimate that chances were very good that they would "need tutoring in some courses", "transfer to another college", and "seek vocational counseling"
- black freshmen were more likely to refuse to obey laws against own views, to favor abolishing the death penalty, to favor busing to achieve racial balance, and to favor adoption of open admissions at public colleges
- white freshmen were more likely to feel there are too many rights for criminals, to favor legislation of abortion and marijuana, to favor prohibition of homosexual relations, and to agree that sex is OK if people like each other
- white freshmen were more likely to hold as important such objectives as raising a family
- black freshmen were more likely to support such objectives as achieving in a performing art, being well off financially, being successful in business, developing a philosophy of life, and promoting racial understanding.