The Profile of Today’s College Students is an extensive instrument examining student characteristics and beliefs. Because of the length, the survey is divided into the following sections: academic integrity, academic involvement, campus involvement, diversity, future aspirations, health and wellness, media and communication, and student opinions. Each student received a random selection of sections. This survey was administered 11/2/2010-12/31/2010. 426 students responded for a 4.8% sample error with a 95% confidence level.

**Student Demographics**
82% of students identify as White; 6% of students identify as Hispanic; 1% identify as African-American; .5% identify as Native American; 3% identify as Asian/Pacific Islander; 3% of students did not respond to this question

20% of students speak two languages fluently; 3% speak 3 or more fluently

12% of students were born outside of the U.S.; 17% say their parents were born outside the U.S.; 30% say their grandparents were born outside of the U.S.

62% of students identify as LDS; 6% as Catholic

92% of students identify as heterosexual

30% of students have children

39% of students live off campus with their spouse/partner/children; 42% live with their parents; 10% live alone or with friends; 7% live on campus; 1% have other living arrangements

20% of students report being the first in their family to go to college

**Student Expectations**
When selecting which college to attend,

- 84% found academic reputation to be important
- 86% found choice of major important
- 88% said that location was important
- 90% found cost important
- 77% found financial aid offered as important
- 12% said that the athletic program was important

77% of students selected WSU as their 1st college choice (52% of students only applied to WSU)

74% of students plan to graduate with their current major

Upon graduation,

- 24% of students intend to begin graduate/professional school
- 48% intend to get a job
- 12% plan to continue in their current job
- 16% have other plans

15% of students plan to transfer to another college

36% of students did not believe they had the study skills to be successful during their first year of college

30% did not feel prepared to meet academic demands during their first year.

**Students in the Classroom**
90% of students agree that they enjoy learning for the sake of learning

51% of students prefer to learn via class discussion; 27% via lecture

46% of students feel they learn more via class discussion; 20% learn more through lectures

67% say that lectures are the most common approach used in their classes; 25% say class discussions are the most common

77% of students prefer to study alone

79% of students communicate with faculty outside of class

56% of students prefer to communicate with faculty via email & 30% prefer meeting before or after class

83% of students rarely or never miss class

When first enrolling at WSU, 84% of students intended to graduate in 4 years or less; 54% say that they actually will (includes transfer students)

**Students and Technology**
86% of students own a laptop computer; 57% own a desktop computer
91% of students text message with a cell phone; 66% occasionally or frequently do so during class

83% of students have an online social network profile

65% of students do not believe college administrators look at their profile; 31% do not believe potential employers look at their profile

39% of students spend 1-2 hours a day using the Internet for academic purposes

4% of students use campus computers to access the Internet most often

75% of students primarily use their personal email account; 10% use their WSU account; 13% use their work account

56% have used a website to rate their professor

**Students and the Media**
65% of students say that media coverage of events somewhat influences their opinions

63% of students stay current on local news

63% of students read an online newspaper; 26% of students sometimes to very often read the Signpost

63% of students watch less than 2 hours of television per day; 25% of students watch more than 2 hours of television per day

48% of students pay close attention to national politicians

**Students’ Beliefs**
85% of students believe that it is important to give back to the community

99% of students believe that it is important to stand up for what they believe in

99% of students say that they treat others with respect

91% of students believe that racial discrimination still occurs in the U.S.; 85% believe that gender discrimination still occurs

55% of students believe the death penalty should be legal

36% believe that same-sex couples should be allowed to marry; 51% disagree with this statement

**Students’ Work & Debt**
81% of students work for pay during the academic year; 23% of students work more than one job

62% of students work more than 20 hours per week; 12% work 41+

52% of students work primarily to pay for some/all of their college and personal expenses; 36% work primarily to support themselves or their family

21% of students indicate that their yearly family income is less than $25K

29% of students have two or more credit cards

8% of students have over $5K in credit card debt

**Students’ Thoughts on Campus Life**
90% of students believe that technology used in the classroom supports teaching.

75% of students believe that WSU supports the needs of traditional students.

65% of students believe that WSU supports the needs of nontraditional students.

81% of students believe that WSU students are provided with necessary academic support.

62% of students feel a sense of belonging at WSU.

62% of students feel a sense of pride for WSU.

41% of students would like to contribute to WSU when they graduate.

90% of students are satisfied with their learning experience at WSU.