

UNIVERSITY OF CALIFORNIA  
OFFICE OF THE PRESIDENT

**FINDINGS FROM THE GRADUATE  
STUDENT SUPPORT SURVEY:  
TRENDS IN THE COMPARABILITY OF  
GRADUATE STUDENT STIPENDS**

BASED ON FINDINGS FROM THE  
2010 GRADUATE STUDENT SUPPORT SURVEY

OFFICE OF THE VICE PRESIDENT  
STUDENT AFFAIRS  
STUDENT FINANCIAL SUPPORT

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## **EXECUTIVE SUMMARY**

The 2010 Graduate Student Support Survey assesses the competitiveness of UC financial support offers to academic doctoral students. As a comprehensive survey of students admitted to UC doctoral programs in all majors and disciplines, it also provides insight into which institutions UC competes with for highly qualified graduate students, how frequently students choose UC over these institutions, and which factors influence students' decisions to enroll at UC or elsewhere. The 2010 Graduate Student Support Survey provides evidence for the following findings:

### **UC offers of financial support deteriorated relative to offers from top-choice non-UC institutions between 2007 and 2010.**

- Systemwide, the gap between UC's per capita net stipend offers (the amount remaining for students after accounting for tuition/fees) and those from top-choice non-UC institutions grew by more than \$1,600, from \$1,050 in 2007 to \$2,697 in 2010. Although UC's per capita net stipend offers actually increased, offers from competing institutions grew by more than five times as much (\$345 vs. \$1,992).
- The overall deterioration in competitiveness was driven by decreases in the competitiveness of offers at seven campuses: Berkeley, Irvine, Los Angeles, San Diego, San Francisco, Santa Barbara, and Santa Cruz. In contrast, Davis, Merced, and Riverside saw improvements in competitiveness.
- In 2010, UC offers were particularly uncompetitive in Engineering/Computer Science and the Social Sciences. UC offers were competitive in Fine Arts, Humanities, Life Sciences, and Physical Sciences, in that UC offers were either higher, or no more than \$1,000 lower, than non-UC offers.
- Survey results suggest UC has lost ground to its competitors for all types of students, including California residents. UC's offers to California residents were lower for the first time than non-UC offers to these students. UC offers to international students saw the biggest decline in competitiveness, from a disadvantage of \$2,650 in 2007 to a disadvantage of \$5,224 in 2010. This deterioration coincided with a decrease in the yield of international students from 56 to 52 percent. The yield of domestic non-residents also declined since 2007, from 48 percent to 43 percent, and UC's competitive disadvantage for these students grew from \$1,013 in 2007 to \$2,664 in 2010.

### **Weakness in the competitiveness of UC offers was magnified by the cost of living differential between UC campuses and top-choice non-UC institutions.**

- The cost of living in communities where UC campuses are located was 46 percent higher than the national average in 2010. This compares with a cost of living that was 31 percent higher than the national average at non-UC locations.
- UC's average net stipend was lower than its competitors' by \$2,697. The average cost of living at UC was \$2,281 higher than at non-UC locations, creating an overall disadvantage of \$4,978 in UC's average stipend offer.

**Among prospective graduate students, UC rates highly and comparably to competing institutions with respect to academic reputation and diversity, but rates lower in terms of financial support and cost of living.**

- Students continued to rate UC very highly and comparably to top-choice non-UC institutions in terms of academic reputation, location, alignment with their research interests, and diversity of students and faculty.
- Students rated UC lower than its competitors with regard to the amount and type of financial support offers received. This is consistent with the observed differences between UC's offers and offers from top-choice non-UC institutions.
- Students rated UC low and significantly below its competitors with respect to the availability of affordable housing. This is consistent with the large cost of living differential between UC campuses and competing institutions.

## INTRODUCTION

The University of California's strategy for graduate student financial support focuses on enhancing the competitiveness of the University. Unlike undergraduate financial aid policy that focuses on ensuring access to higher education for all academically eligible students, the goal of graduate student financial support is to attract and enroll a diverse pool of the most highly qualified students to serve the University's research and workforce development missions. Achieving this goal requires levels of student support that are both adequate relative to the cost of attending the University, and competitive with those offered by institutions competing for the same pool of highly qualified students. Evaluating progress towards this goal requires regular assessments of the competitiveness of the University's graduate financial support offers, the enrollment decisions made by prospective UC graduate students, and the reasons for their enrollment decisions.

The University of California Office of the President began assessing the competitiveness of UC graduate financial support offers in 2000 with the May 2000 Graduate Student Support Pilot Survey. The survey focused on students admitted to UC academic doctoral programs in History and the Biological Sciences, and entailed contacting a sample to students to collect details of their financial support offers from UC and their preferred non-UC institution. The insight provided by this small-scale survey led to its expansion into the Graduate Student Support Survey, conducted every three years for students admitted to UC academic doctoral programs.

The initial 2001 Graduate Support Survey included a subset of 51 graduate majors representing seven broad disciplines of study. The students admitted to academic doctoral programs in these seven fields were invited to participate in a web-based survey. The results of the 2001 survey were published in a February 2002 report<sup>1</sup>.

In 2004, the survey was broadened further to include all graduate majors within the seven broad disciplines of study. Previously published findings from this study, however, only included data from the 51 majors surveyed in 2001 to allow direct comparisons with 2001 survey results. A report showing trends in graduate student financial support between 2001 and 2004 was published in October 2004.<sup>2</sup> The 2007 survey allowed for the first trend analysis across all majors within the seven broad disciplines of academic doctoral study. The 2010 Graduate Student Support Survey builds on the 2004 and 2007 surveys by expanding the trend analysis to three years. Note that findings from the 2001 survey are excluded because that survey included only 51 majors.

## SCOPE OF THIS REPORT

This report updates findings from the 2007 survey and highlights any meaningful changes that have occurred since then. The report addresses the following questions from a systemwide perspective, at each UC campus, and within each major field of study:

- How competitive are the amounts of UC graduate financial support offers with comparable non-UC institutions? How has the competitiveness of UC's offers changed over time?

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<sup>1</sup> *Determining the Comparability of Graduate Student Support*. UCOP. February 2002.

<sup>2</sup> *Findings From the Graduate Student Support Survey: Trends in Comparability of Graduate Student Stipends, 2001 and 2004*. UCOP. October 2004.

- Which non-UC institutions most frequently admit students also admitted to UC academic doctoral programs? How has this changed over time?
- How frequently do students choose to enroll in UC academic doctoral programs vs. those at comparable non-UC institutions? How has this changed over time?
- How much does cost of living affect the competitiveness of UC graduate financial support offers? How has this changed over time?

This report also includes comparisons of particular interest such as:

- How competitive are the amounts of UC graduate financial support offers for international students? How has this changed over time?
- How do the types of UC offers (fellowship vs. assistantship, multi-year, etc.) compare with those at non-UC institutions?
- How do prospective graduate students rate UC vs. its non-UC peers according to a number of qualitative factors that affect enrollment decisions?

As noted earlier, the results presented in this report for 2004, 2007, and 2010 are not directly comparable to survey results from 2001. Trends between 2001 and 2004 can be found in the October 2004 report.<sup>3</sup>

## METHODS

This survey was conducted on-line and included the full population of students admitted to UC academic doctoral programs in all fields and majors for Fall 2010. The population consisted of students admitted to the University on or before April 29<sup>th</sup>, 2010, when the survey was launched. Only students who had made their enrollment decisions at the time of the survey were asked to participate. Among other things, the survey asked students to provide the following information:

- Whether they will be attending a UC campus or a non-UC institution
- Their top-choice UC campus and non-UC institution among schools that had admitted them
- The total amount of competitive financial support (fellowships and assistantships), if any, offered to them by their preferred UC campus (by award type)
- The total amount of competitive financial support (fellowships and assistantships), if any, offered to them by their preferred non-UC institution (by award type)
- The amount of tuition and/or fees, if any, to be paid to their preferred UC campus
- The amount of tuition and/or fees, if any, to be paid to their preferred non-UC institution

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<sup>3</sup> *Findings From the Graduate Student Support Survey: Trends in Comparability of Graduate Student Stipends, 2001 and 2004.* UCOP October 2004.



- A rating of how important various qualitative factors were in making their enrollment decision
- A rating of the preferred UC campus and non-UC institution according to the qualitative factors that affected their enrollment decision

As an incentive to complete the survey, respondents were entered into a lottery to win one grand prize of \$1,000 or one of ten \$100 prizes.

Students received an email invitation to participate in the survey on April 29, 2010, and responses were accepted through June 30. This timeframe was selected because students had likely received their admission decisions by this time and could still remember the support offers they received from UC and other institutions. Non-respondents received up to four reminders via email, one via standard mail, and up to four reminder telephone calls.

## **RESPONSE RATE**

As Table 1 shows, 69 percent of students admitted to UC academic doctoral programs responded to the 2010 Graduate Student Support Survey, about the same response rate achieved in the 2004 and 2007 surveys. Response rates in 2010 were fairly uniform across campuses, with the highest rates among students admitted to Berkeley and San Francisco. Table 1 also shows the number of respondents by response category. Thirty-nine percent of students provided full survey responses with financial support information from a UC campus and a non-UC institution. These are considered full completions. Unless otherwise noted, all survey results and analyses are limited to full completions since their information provides the best insight into the competitiveness of UC graduate financial support offers among students deciding between multiple offers. In 2007, the full completion rate was 45 percent.

## **LIMITATIONS OF THE DATA**

This survey provides estimates of the comparability of UC graduate financial support offers to those from other institutions. It does so by identifying the average net stipend offered by UC and the preferred non-UC institution based on the reported total support offers and tuition/fee obligations from each. Since<sup>2</sup> the data are self-reported, the quality of these estimates is limited to the ability of respondents to provide accurate information. Moreover, the survey does not allow for a meaningful assessment of the current state of overall financial support for UC graduate students, or how such support has changed over time. Such an analysis would require using administrative data on actual awards received rather than offers of support.

Table 1  
**Response Rates by Campus of Admission, 2010**

<b>Campus</b>	<b>Survey Invitees</b>	<b>Responded to Survey</b>	<b>Response Rate</b>	<b>Dual Admits</b>	<b>Response Rate</b>	<b>Full Completions</b>	<b>Full Completion Rate</b>
Berkeley	1,768	1,301	74%	1,139	64%	856	48%
Davis	1,426	966	68%	723	51%	526	37%
Irvine	1,059	726	69%	526	50%	377	36%
Los Angeles	1,741	1,221	70%	989	57%	691	40%
Merced	39	24	62%	11	28%	9	23%
Riverside	669	462	69%	322	48%	223	33%
San Diego	1,356	971	72%	809	60%	606	45%
San Francisco	252	186	74%	158	63%	135	54%
Santa Barbara	971	652	67%	545	56%	395	41%
Santa Cruz	509	346	68%	249	49%	178	35%
Systemwide	7936	5474	69%	4,347	55%	3,091	39%

Overall, the following factors should be considered when interpreting results from this survey:

- The survey population includes only those students admitted to the University on or before April 29th. To the extent that students admitted after this date received offers significantly different from those admitted prior to April 29th, the results from this survey may not be representative of UC offers as a whole.
- The survey does not provide useful information on changes in the number of students admitted to UC. Changes in funding availability may cause departments to admit more or fewer students in a given year. While the overall academic doctoral admit pool increased between 2004 and 2007 and decreased between 2007 and 2010, the survey provides no useful information to explain these differences.
- The survey compares the average net stipends offered to students, not the actual cost to support a graduate student. Non-resident and international students are more costly to support than resident students due to the need to cover these students' non-resident tuition.
- The survey likely overstates the gap between UC and non-UC net stipends. When students are asked to provide offer details for only their top-choice UC and non-UC institution, they likely choose the higher offer from each set (UC and non-UC). Since students are typically admitted to more non-UC institutions than UC campuses, this behavior will generally overstate the gap between the "typical" UC and non-UC offers.
- Since the last survey in 2007, the Office of the President changed how broad disciplines are defined. Broad disciplines are now based on federal Classification of Instructional Programs (CIP) category codes. The change had the effect of shifting some majors from one broad discipline to another, e.g., from Health Sciences to Life Sciences. It is unclear what impact, if any, the change will have on comparability across years by broad discipline.
- Respondents who chose a non-U.S. or non-Canadian institution as their top-choice non-UC institution were excluded from analysis. This is a departure from past surveys. There were two reasons for this decision. There was uncertainty about how

well a respondent would translate a foreign currency (other than Canadian Dollars) into U.S. Dollars when filling out the survey. Also, cost of living data was available only for U.S. and Canadian locales. There were fewer than 100 of these cases (less than two percent) among the number who responded to the survey.

## TRENDS IN ADMISSION TO NON-UC INSTITUTIONS

The survey asked students to identify both their top-choice UC and non-UC institution among the schools to which they had been admitted. Table 2, below, shows the distribution of the most frequently cited top-choice non-UC institutions. As Table 2 shows, the most frequently cited top-choice non-UC institutions remained mostly unchanged from previous years. Two new non-UC institutions made the top ten in 2010: Northwestern University (tied with the University of Texas) and the University of Wisconsin. Dropping out of the top ten, but just barely, was the University of Chicago. The top ten non-UC institutions accounted for 40 percent of the total in 2010. The comparable figures for 2004 and 2007 were 40 percent and 38 percent, respectively.

**Table 2**  
**Distribution of Top Non-UC Institutions\***

Institution	2004		2007	
	Frequency	Percent	Frequency	Percent
Stanford University	326	8.6%	377	7.9%
Massachusetts Institute of Technology	174	4.6%	217	4.5%
Harvard University	173	4.6%	196	4.1%
University of Washington - Seattle	160	4.2%	168	3.5%
University of Michigan at Ann Arbor	144	3.8%	159	3.3%
University of Southern California	130	3.4%	150	3.1%
University of Texas at Austin	112	3.0%	150	3.1%
Columbia University in the City of New York	99	2.6%	137	2.9%
Cornell University, All Campuses	104	2.7%	126	2.6%
University of Chicago	111	2.9%	120	2.5%
<b>Total</b>	<b>1,533</b>	<b>40.4%</b>	<b>1,800</b>	<b>37.5%</b>

\* Among respondents who are dual admits.

Institution	2010	
	Frequency	Percent
Stanford University	275	7.4%
Massachusetts Institute of Technology	202	5.4%
Harvard University	167	4.5%
University of Washington - Seattle	137	3.7%
University of Southern California	118	3.2%
University of Wisconsin-Madison	117	3.1%
University of Michigan at Ann Arbor	101	2.7%
Columbia University in the City of New York	97	2.6%
Cornell University, All Campuses	96	2.6%
Northwestern University	92	2.5%
University of Texas at Austin	92	2.5%
<b>Subtotal - Top Ten</b>	<b>1,494</b>	<b>40.1%</b>
University of Chicago	90	2.4%
Princeton University	88	2.4%
California Institute of Technology	84	2.3%
University of Illinois at Urbana-Champaign	72	1.9%
<b>Total</b>	<b>3,322</b>	<b>49.1%</b>

\* Among respondents who are dual admits.

Note: Tied for tenth place are Northwestern U. and the U. of Texas.

Students' non-UC choice sets remained fairly stable in 2010. Table 3, below, shows the number of schools survey respondents were admitted to in the three survey years. On average, respondents were admitted to 3.9 schools in 2010, about the same as in 2007 and up only slightly since 2004.

The percentage of respondents admitted to at least one non-UC school decreased from 83 percent to 79 percent between 2007 and 2010. About 27 percent of students were admitted to multiple UC campuses. Among students admitted to multiple UC campuses, the average number of UC campuses admitting them remained almost unchanged at 2.4.

**Table 3**  
**Respondents' Average Number of Offers of Admission**

	2004					2007					2010				
			Avg. #	Avg. #	Avg. #			Avg. #	Avg. #	Avg. #			Avg. #	Avg. #	Avg. #
	n	Percent	Non-UC Offers	UC Offers	All Offers	n	Percent	Non-UC Offers	UC Offers	All Offers	n	Percent	Non-UC Offers	UC Offers	All Offers
All respondents	4,897	100%	2.3	1.4	3.7	5,936	100%	2.6	1.4	4	5,474	100%	2.5	1.4	3.9
Admitted to:															
Multiple UCs	1,386	28%	2.4	2.3	4.7	1,717	29%	2.7	2.3	5	1,501	27%	2.8	2.4	5.2
>= 1 non-UC	3,861	78%	3	1.4	4.4	4,902	83%	3.2	1.4	4.6	4,347	79%	3.2	1.4	4.6

## ENROLLMENT PATTERNS

Table 4 shows the frequency with which students indicated that they would attend their top-choice UC campus. Overall, 48 percent of respondents who were admitted to at least one non-UC institution indicated they would attend UC in 2010, down from 52 percent in 2007 and 50 percent in 2004. Except at Los Angeles where enrollment rates held steady since the last survey, all campuses experienced enrollment rate declines since 2007. Furthermore, enrollment rates at five campuses in 2010 were lower than where they were in 2004. In comparison, enrollment rates declined at only two campuses between 2004 and 2007. Enrollment rates also varied by broad discipline of study as depicted in Appendix 1a. In addition to financial support considerations, enrollment decisions are affected by a number of other factors that will be discussed later in the report.

**Table 4**  
**Enrollment Choice by Top-Choice UC Campus**

Top-Choice UC	2004		2007		2010	
	Respondents	Chose to Attend UC	Respondents	Chose to Attend UC	Respondents	Chose to Attend UC
Berkeley	1,043	50%	1,110	53%	818	48%
Davis	393	52%	421	49%	384	45%
Irvine	298	50%	350	53%	278	51%
Los Angeles	483	53%	646	50%	513	50%
Merced	--	--	11	55%	7	43%
Riverside	139	55%	276	63%	167	53%
San Diego	464	48%	520	48%	428	45%
San Francisco	78	50%	130	56%	107	50%
Santa Barbara	346	47%	399	54%	275	48%
Santa Cruz	163	47%	150	54%	114	53%
Systemwide	3,407	50%	4,013	52%	3,091	48%

## COMPETITIVENESS OF FINANCIAL SUPPORT OFFERS

Survey respondents reported both the amount and composition of the offers they received from their top-choice UC and non-UC institutions. A net stipend was then calculated for each offer based on the amount of tuition and/or fees, if any, that respondents expected to pay from their offer. The result is a net stipend that shows, on average, the amount of the award available for students' other expenses – books and supplies, living expenses, personal use, etc. (A negative net stipend represents the amount of tuition and/or fees a student will have to cover from personal resources.) This metric permits a direct comparison of UC's financial support offers with those at other public and private institutions, independent of differences in tuition and fee levels.

Table 5 shows the systemwide difference in net stipends between UC and competing institutions. Among all students, UC net stipend offers were about \$2,700 less than offers from students' top-choice non-UC institutions in 2010. This represents a marked deterioration from earlier years. Although the average UC net stipend grew by \$345 after inflation since 2007, net stipends from competing institutions grew by almost \$2,000. This difference in growth wiped out the gains UC made in 2007. The result is that in 2010, UC's deficit was 157 percent larger than in 2007 and 67 percent larger than in 2004.

Table 5 also shows that in 2010 there was a modest gain from 87 percent to 88 percent in the proportion of graduate students receiving support offers from UC. This increase was much smaller than the four point gain from 87 percent to 92 percent among those supported by non-UC competitors. Thus, non-UC competitors not only increased their stipends by a much larger amount, but they offered their awards to greater proportion of students.

**Table 5**  
**Systemwide Trends in Net Stipend Offers\***

	2004	2007	2010
<b><u>All Full Completions</u></b>			
N	3,407	4,013	3,091
Per Capita UC Net Stipend	\$17,140	\$18,214	\$18,559
Per Capita Non-UC Net Stipend	\$18,754	\$19,264	\$21,256
Difference	-\$1,614	-\$1,050	-\$2,697
<b><u>Percent of Full Completions Supported</u></b>			
UC	82%	87%	88%
Non-UC	84%	87%	92%
Difference	-2%	0%	-4%
<b><u>Full Completions with Positive Net Stipends</u></b>			
N	2,457	3,149	2,728
Per Capita UC Net Stipend	\$23,131	\$22,584	\$23,842
Per Capita Non-UC Net Stipend	\$24,164	\$23,528	\$24,988
Difference	-\$1,033	-\$944	-\$1,146

\* 2004 and 2007 figures have been adjusted to 2010 dollars based on changes in the Consumer Price Index.

While UC's relative net stipend offer deteriorated in 2010, the pattern varied by campus. Table 6 shows the per capita UC and non-UC net stipend by top-choice UC campus. San Francisco had the highest average net stipend in all three years, although it remained virtually unchanged in constant dollars; indeed, San Francisco's offers have become less competitive due to the 13 percent growth since 2004 in the average offers of competing institutions.

Among the UC campuses, Riverside had the biggest competitive edge in 2010 (\$6,113), and is the only campus to improve its competitive edge in both 2007 and 2010. Davis and Merced also improved since 2007. Merced experienced the biggest improvement in the competitiveness of its offers, going from about \$2,300 below the competition in 2007 to about \$1,800 above in 2010; however, only seven respondents cited Merced as their top-choice UC campus. Although Davis saw a 42 percent improvement relative to its competitors since 2007, Davis' offers continue to be substantially lower. As in 2007, net stipends in 2010 at Irvine and Santa Cruz were greater than their competitors', although by much lower amounts. Irvine's edge has deteriorated by increasing amounts each year since 2004.

Los Angeles and Santa Barbara saw the largest reductions in the competitiveness of their offers. Since 2007, Los Angeles experienced a drop of \$3,400, which was due to a decrease of \$1,200 in the value of its offers and a concomitant increase of \$2,200 in competitors' offers. Santa Barbara saw its offers decline by more than \$2,900 relative to the competition. Santa Barbara showed a modest decline of \$700 in its offers, but it was compounded by a \$2,300 increase in the value of its competitors' offers. Berkeley's offers grew modestly, but offers from competitors grew substantially more.

The net stipends at half of the UC campuses grew between 2007 and 2010. Although as a system UC offered \$345 more in 2010 than in 2007, UC's competitiveness deteriorated by more than \$1,600 because competitor stipends increased by \$2,000.

Table 6  
Trends in Per Capita Net Stipend by Top-Choice UC Campus<sup>1</sup>

Top-Choice UC	2004			2007			2010		
	Per Capita UC Net Stipend	Per Capita Non-UC Net Stipend	Difference	Per Capita UC Net Stipend	Per Capita Non-UC Net Stipend	Difference	Per Capita UC Net Stipend	Per Capita Non-UC Net Stipend	Difference
Berkeley	\$18,469	\$21,962	-\$3,493	\$20,471	\$22,487	-\$2,016	\$21,036	\$25,191	-\$4,155
Davis	\$16,547	\$16,326	\$222	\$15,942	\$18,402	-\$2,459	\$16,415	\$17,846	-\$1,430
Irvine	\$17,860	\$15,627	\$2,233	\$19,586	\$17,817	\$1,769	\$18,910	\$18,086	\$824
Los Angeles	\$14,049	\$17,786	-\$3,736	\$15,679	\$18,350	-\$2,671	\$14,495	\$20,569	-\$6,074
Merced	--	--	--	\$22,814	\$25,086	-\$2,272	\$18,294	\$16,457	\$1,837
Riverside	\$14,929	\$13,035	\$1,895	\$15,951	\$10,632	\$5,318	\$19,878	\$13,765	\$6,113
San Diego	\$18,198	\$20,369	-\$2,171	\$17,065	\$19,437	-\$2,373	\$19,127	\$22,462	-\$3,335
San Francisco	\$26,761	\$25,006	\$1,754	\$26,544	\$27,247	-\$703	\$26,507	\$28,379	-\$1,873
Santa Barbara	\$15,623	\$15,450	\$172	\$17,707	\$18,297	-\$590	\$17,035	\$20,569	-\$3,534
Santa Cruz	\$15,397	\$16,968	-\$1,571	\$17,559	\$15,672	\$1,887	\$17,599	\$17,044	\$555
Systemwide	\$17,140	\$18,754	-\$1,614	\$18,214	\$19,264	-\$1,050	\$18,559	\$21,256	-\$2,697

<sup>1</sup>2004 and 2007 dollars adjusted to 2010 dollars based on changes in the Consumer Price Index.

As Table 7 shows, the competitiveness of UC's net stipend offers also varied by broad discipline of study. UC is particularly uncompetitive in three of these disciplines: Engineering/Computer Science, Health Sciences, and Social Sciences (Note that less than one percent of full completion respondents were in the Health Sciences). UC's awards in Humanities, Life Sciences, and Physical Sciences, were competitive, if competitive means that UC stipends are no more than \$1,000 lower than non-UC stipends.

Table 7  
Trends in Per Capita Net Stipend by Broad Discipline\*

Broad Discipline	2004			2007			2010		
	Per Capita UC Net Stipend	Per Capita Non-UC Net Stipend	Difference	Per Capita UC Net Stipend	Per Capita Non-UC Net Stipend	Difference	Per Capita UC Net Stipend	Per Capita Non-UC Net Stipend	Difference
Engineering/Computer Science	\$15,551	\$16,546	-\$995	\$15,047	\$17,590	-\$2,543	\$13,665	\$19,620	-\$5,955
Fine Arts	\$11,920	\$12,558	-\$638	\$12,782	\$13,682	-\$900	\$17,584	\$14,978	\$2,605
Health Sciences	\$22,592	\$22,343	\$248	\$23,241	\$23,898	-\$657	\$15,455	\$23,566	-\$8,111
Humanities	\$14,828	\$15,398	-\$570	\$17,323	\$15,942	\$1,381	\$18,701	\$18,934	-\$233
Life Sciences	\$24,246	\$23,252	\$994	\$24,206	\$23,999	\$207	\$25,849	\$26,603	-\$754
Physical Sciences	\$21,260	\$23,943	-\$2,683	\$22,632	\$22,596	\$36	\$23,835	\$24,565	-\$729
Professional PhD	\$8,453	\$12,603	-\$4,150	\$12,225	\$14,472	-\$2,247	\$14,925	\$15,169	-\$244
Social Sciences	\$11,726	\$15,351	-\$3,625	\$13,621	\$15,964	-\$2,343	\$12,356	\$17,050	-\$4,694
Other	\$17,457	\$17,059	\$398	\$17,065	\$17,753	-\$688	\$21,243	\$19,568	\$1,675
Systemwide	\$17,140	\$18,754	-\$1,614	\$18,214	\$19,264	-\$1,050	\$18,559	\$21,256	-\$2,697

\*2004 and 2007 dollars adjusted to 2010 dollars based on changes in the Consumer Price Index. Figures for 2010 are not directly comparable to those from prior years because they are based on a somewhat different definition of broad discipline that relies on federal Classification of Instructional Programs (CIP) codes.

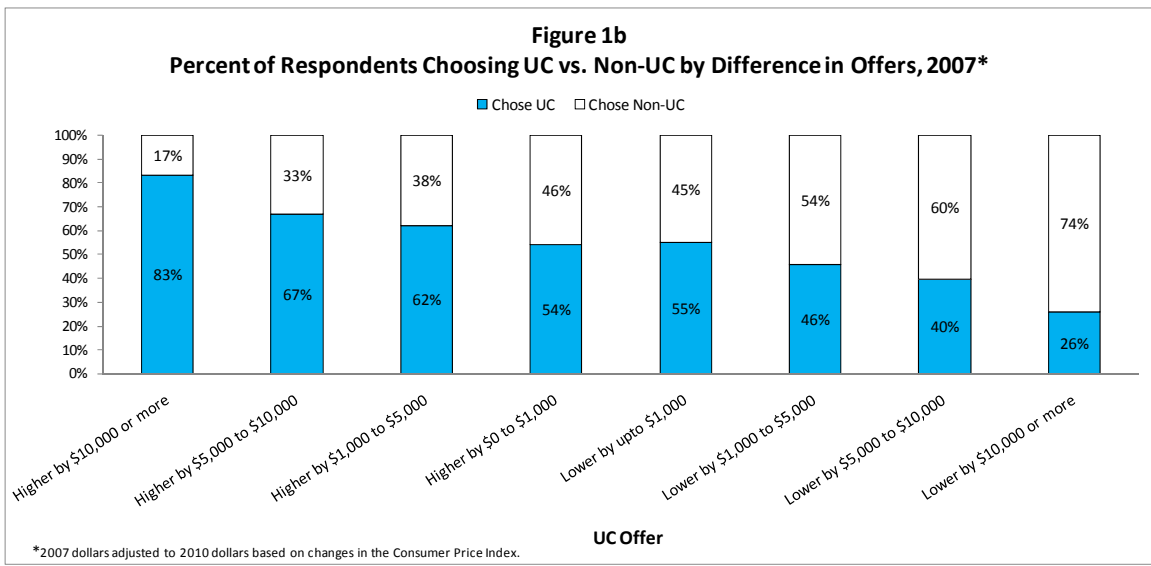
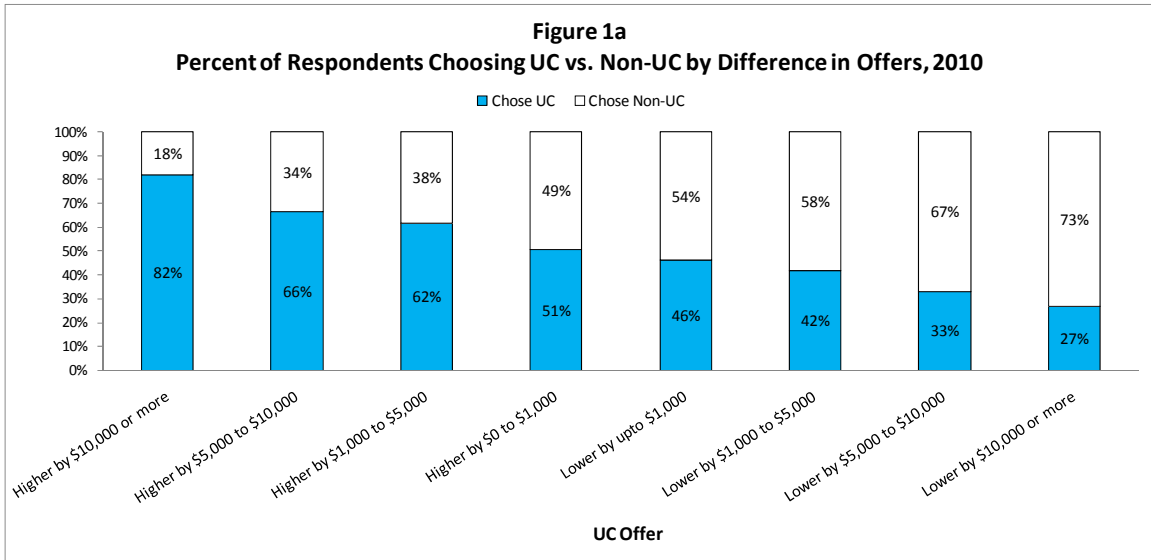
## NET STIPEND COMPETITIVENESS AND YIELD

As in past iterations of the survey, results from the 2010 survey suggest that the competitiveness of students' offers from their top-choice institutions influence their enrollment decisions. The relationship between the size of this impact and the competitiveness of students' awards is shown in Figure 1a. When UC's net stipend was greater than the non-UC net stipend by at least \$10,000, 82 percent of respondents chose to attend UC. In contrast, among respondents whose UC net stipends were lower than non-UC's by at least \$10,000, only 27 percent chose UC.<sup>4</sup> The overall relationship between award competitiveness and students' enrollment decisions was similar to that observed in 2007 (Figure 1b).

Figure 1a also hints at the role of other factors in student enrollment decisions in 2010. For example, even in cases where the UC offer was less than the non-UC offer by \$1,000 to \$5,000, 42 percent of respondents elected to enroll at UC. Factors that might cause a student to enroll at UC *despite* a lower offer of financial support are discussed in the "Qualitative Factors" section of this report.

<sup>4</sup> More detail on these yield rates and net stipend offers can be found in Appendix 10.





## RESIDENT, NON-RESIDENT, AND INTERNATIONAL STUDENTS

The survey results also show a deterioration in the competitiveness of financial support offers to all types of students: resident, non-resident, and international. Providing competitive UC awards to non-resident and international students is especially challenging due to the need to cover the cost of non-resident tuition in addition to student fees. For domestic non-resident students, this additional cost persists for only one year, after which students typically establish California residency. For international students, however, non-resident tuition costs persist until the students advance to candidacy.

Table 8, below, shows the net stipend offers to graduate students by residency status. UC's competitive edge among California residents has declined steadily since 2004, and in 2010, UC offers to California residents were lower for the first time than non-UC offers to these students. UC's competitiveness among domestic non-resident students improved by about \$700 in 2007 (from -\$1,686 to -\$1,013) but reversed course significantly in 2010. Relative to competing institutions, UC awards in 2010 were lower by about \$2,700. This deterioration coincided with a decrease in the yield of domestic non-resident students to 43 percent, the lowest level among the three survey years. UC offers to international students were the least competitive. They were \$5,200 lower than at non-UC institutions, a deterioration of UC's competitiveness by about \$2,600 since 2007. This deterioration coincided with a decrease in the yield of international students from 56 to 52 percent.

**Table 8**  
**Trends in Per Capita Net Stipend by Residency Status\***

	2004	2007	2010
<b><u>California Residents</u></b>			
N	757	894	724
Per Capita UC Net Stipend	\$17,313	\$19,018	\$19,469
Per Capita Non-UC Net Stipend	\$16,029	\$18,224	\$19,736
Difference	\$1,284	\$794	-\$267
Chose UC	56%	58%	59%
<b><u>Domestic Non-Residents</u></b>			
N	1,991	2,041	1,621
Per Capita UC Net Stipend	\$19,351	\$20,232	\$20,416
Per Capita Non-UC Net Stipend	\$21,037	\$21,245	\$23,080
Difference	-\$1,686	-\$1,013	-\$2,664
Chose UC	47%	48%	43%
<b><u>Domestic Unknown Residency</u></b>			
N			30
Per Capita UC Net Stipend			\$27,267
Per Capita Non-UC Net Stipend			\$30,107
Difference			-\$2,841
Chose UC			3%
<b><u>International</u></b>			
N	659	1,078	716
Per Capita UC Net Stipend	\$10,263	\$13,727	\$13,068
Per Capita Non-UC Net Stipend	\$14,988	\$16,377	\$18,293
Difference	-\$4,725	-\$2,650	-\$5,224
Chose UC	51%	56%	52%

\* 2004 and 2007 dollars adjusted to 2010 dollars based on changes in the Consumer Price Index. Domestic Unknown Residency includes only UCSF applicants. UCSF collects residency information only for matriculated students.

## COMPOSITION OF OFFERS

The composition of UC's financial support offers differs from that of competing institutions in important ways. The survey asked students to report separately the amount of fellowship, teaching and research assistantship support they were offered from their top-choice UC and non-UC institutions. Table 9, below, shows the composition of awards. In 2004, UC offered fewer fellowship awards than competing institutions. In 2007, UC reached parity but in 2010 slipped behind again. Responses from all three survey years suggest that UC is more likely than competing institutions to offer teaching assistantships and less likely to offer research assistantships.

Respondents also provided information on the duration of their offers. Table 9 shows that, in all survey years, UC offers were less likely than competing offers to include guarantees of multi-year support. Moreover, the proportion of offers with multi-year support declined among UC offers in both 2007 and 2010, while the decline among non-UC offers leveled off in 2010. This resulted in the largest competitive gap (seven percent) between UC and non-UC institutions since 2004.

**Table 9**  
**Composition of Award Offers**

Award Type	2004			2007			2010		
	UC	Non-UC	Diff.	UC	Non-UC	Diff.	UC	Non-UC	Diff.
Extramural Fellowship	9%	9%	0%	8%	8%	0%	5%	5%	0%
Institutional Support	81%	84%	-3%	86%	87%	-1%	88%	91%	-3%
Institutional Fellowship	55%	60%	-5%	62%	62%	0%	61%	63%	-2%
Research Assistantship	17%	20%	-2%	19%	21%	-2%	24%	25%	-2%
Teaching Assistantship	26%	21%	5%	26%	22%	5%	28%	24%	4%
Multi-year Offer	78%	84%	-5%	70%	74%	-3%	67%	74%	-7%

## RELATIVE VALUE OF NET STIPENDS

The dollar amount of a net stipend award only partly describes the true value of the offer. The net stipends shown in Tables 6 and 7 account for differences in tuition and fees across institutions, but they do not take into account differences in the local cost of living. The local cost of living affects the value of an award and can alter the competitive landscape over time if costs increase more rapidly in certain locations, or if they increase faster than the face value of the net stipend. The true purchasing power of an offer may be an important consideration for students deciding between schools with different local costs of living.

As in past iterations of this survey, differences in local cost of living (COL) were calculated using a proprietary database.<sup>5</sup> The database provides a relative COL index for U.S. and Canadian cities that can be customized to reflect different income levels and lifestyles. This relative index compares the cost of living of a given lifestyle in a given city to the same lifestyle in an "average" city. We assigned a COL index to each UC campus and non-UC

<sup>5</sup> Economic Research Institute's Relocation Assessor (October 2010 cost of living index).

institution based on the school's location and using a standard profile for income and lifestyle.

For this analysis, the COL indexes were applied to a standardized student budget to obtain different *COL adjustors*. These adjustors represent the relative difference in the cost of a set student lifestyles (represented by the student budget) between a UC campus and its corresponding top non-UC competitors' locations. For each campus, the size of the adjustor depends upon the COL of that campus's location relative to the average COL of its competitors' communities.

Table 10 shows the overall difference in cost of living between UC and its competition. This approach to estimating COL indicates that students at UC campuses face a cost of living that is, on average, \$2,281 higher than the cost of living at competitors' locations. This difference in COL was about the same as in 2007 and substantially higher than the \$723 difference estimated from the 2004 survey. More detail on COL adjustments can be found in Appendix 15.

Taken together, the net stipend and COL disparities between UC and competing institutions result in a total UC disadvantage of about \$5,000 compared to offers from competing institutions. This disadvantage is about \$1,700 more than in 2007 and \$2,600 more than in 2004.

**Table 10**  
**Trends in Systemwide Cost of Living and Net Stipend Value\***

	<b>2004</b>	<b>2007</b>	<b>2010</b>
<b><u>Cost of Living Index</u></b>			
UC	147.0	157.0	145.6
Non-UC	140.1	139.9	131.1
Difference	6.9	17.1	14.5
<b><u>COL Adjustor</u></b>	-\$723	-\$2,258	-\$2,281
<b><u>Nominal Net Stipend</u></b>			
UC	\$17,140	\$18,214	\$18,559
Non-UC	\$18,754	\$19,264	\$21,256
Difference	-\$1,614	-\$1,050	-\$2,697
<b><u>COL-adjusted Difference</u></b>	-\$2,337	-\$3,308	-\$4,978

\* 2004 and 2007 figures have been adjusted to 2010 dollars based on changes in the Consumer Price Index.

The COL index among non-UC schools stayed nearly flat between 2004 and 2007 and dropped in 2010 by 8.8. In contrast, the COL index among UC schools increased between 2004 and 2007 by 10.0 before declining by 11.4 in 2010. It is unusual and even counterintuitive for the COL index to fall in California, but understandable given the recent housing bust and lingering deep recession that has impacted California disproportionately. Nevertheless, the areas where California campuses are located remain, by and large, more expensive to live in than in other parts of the country.

Although there was no significant change in the average systemwide COL adjuster between 2007 and 2010 (\$2,258 vs. \$2,281), there was considerable variation among individual UC communities. Table 11 shows the COL breakdown by UC campus. A positive COL adjuster represents a cost advantage over competing institutions while a negative number indicates a cost disadvantage. As shown in the table, since 2007, the COL adjuster grew more negative at four campuses (Berkeley, Irvine, Santa Barbara, and Santa Cruz) and deteriorated significantly at Merced and Riverside, although both, especially Merced, still enjoyed a cost of living advantage. Santa Cruz had the largest negative change of \$3,477, while San Francisco's COL advantage grew by \$4,887. The wide variation in change in COL adjusters between 2007 and 2010 may be a result of disparate effects of the recession on UC locales and the areas where UC's competitors are located.

**Table 11**  
**UC Campus COL vs. National Average**

Top-Choice UC	2004 UC COL Index	2004 Non-UC COL Index	2004 COL Adjustor	2007 UC COL Index	2007 Non-UC COL Index	2007 COL Adjustor	2010 UC COL Index	2010 Non-UC COL Index	2010 COL Adjustor
Berkeley	153.9	154	-\$386	168.2	154.2	-\$1,845	157.1	143.2	-\$2,202
Davis	126.4	126.1	-\$82	129.5	121.4	-\$1,067	119.0	117.9	-\$176
Irvine	133.0	134.8	\$291	144.3	131.5	-\$1,685	139.3	124.3	-\$2,372
Los Angeles	163.4	139.2	-\$3,225	179.2	141.9	-\$4,933	162.2	132.4	-\$4,702
Merced	--	--	--	95.9	123.9	\$3,711	104.8	114.2	\$1,487
Riverside	108.5	129	\$2,166	109.0	119.6	\$1,408	116.0	117.0	\$154
San Diego	149.7	138.7	-\$1,472	160.9	139.9	-\$2,774	135.2	129.0	-\$978
San Francisco	194.6	171.3	-\$4,191	220.8	163.1	-\$7,628	170.5	153.2	-\$2,741
Santa Barbara	140.9	131.8	-\$1,075	143.9	132.9	-\$1,455	143.8	124.0	-\$3,114
Santa Cruz	144.6	138.4	-\$711	144.2	132.1	-\$1,593	158.3	126.2	-\$5,070
Systemwide	147.0	140.1	-\$723	157.0	139.9	-\$2,258	145.6	131.1	-\$2,281

Cost of living adjustments lowered the value of net stipend offers at a number of UC campuses. Table 12 shows the effect of COL adjustments on net stipend offers at each campus.

**Table 12**  
**Trends in Net Stipend and Cost of Living Differences, by Campus\***

Top-Choice UC Campus	UC Per Capita Net Stipend			Non-UC Per Capita Net Stipend			COL Adjustor			Total Advantage (Disadvantage) of UC over Non-UC Net Stipend Offer		
	2004	2007	2010	2004	2007	2010	2004	2007	2010	2004	2007	2010
Berkeley	\$18,469	\$20,471	\$21,036	\$21,962	\$22,487	\$25,191	-\$386	-\$1,845	-\$2,202	-\$3,879	-\$3,861	-\$6,357
Davis	16,547	15,942	16,415	16,326	18,402	17,846	-82	-1067	-176	140	-3,526	-1,606
Irvine	17,860	19,586	18,910	15,627	17,817	18,086	291	-1685	-2,372	2,524	84	-1,548
Los Angeles	14,049	15,679	14,495	17,786	18,350	20,569	-3,225	-4,933	-4,702	-6,961	-7,604	-10,776
Merced	--	22,814	18,294	--	25,086	16,457	--	3711	1,487	--	1,439	3,323
Riverside	14,929	15,951	19,878	13,035	10,632	13,765	2,166	1,408	154	4,061	6,726	6,267
San Diego	18,198	17,065	19,127	20,369	19,437	22,462	-1,472	-2,774	-978	-3,643	-5,147	-4,313
San Francisco	26,761	26,544	26,507	25,006	27,247	28,379	-4,191	-7,628	-2,741	-2,437	-8,331	-4,614
Santa Barbara	15,623	17,707	17,035	15,450	18,297	20,569	-1,075	-1,455	-3,114	-903	-2,045	-6,648
Santa Cruz	15,397	17,559	17,599	16,968	15,672	17,044	-711	-1593	-5,070	-2,282	294	-4,516
Systemwide	\$17,140	\$18,214	\$18,559	\$18,754	\$19,264	\$21,256	-\$723	-\$2,258	-\$2,281	-\$2,337	-\$3,308	-\$4,978

\* 2004 and 2007 figures have been adjusted to 2010 dollars based on changes in the Consumer Price Index.

Merced was the only campus in 2010 to enjoy a significant COL advantage over competing institutions (\$1,487), raising the value of its offers to a level (\$3,323) well above that of its competitors. Although Riverside's stipends were much higher than its competitors, there was

little boost from a COL perspective; Riverside's COL adjustor was only \$154. Stipend offers from Irvine and Santa Cruz were higher than their competitors by \$824 and \$555, respectively, but when adjusted for cost of living their advantage evaporated and were left at a sizeable disadvantage, especially Santa Cruz (-\$4,516). Berkeley, Los Angeles, San Francisco, and Santa Barbara had significant disadvantages relative to their competitors' net stipend offers, and these disadvantages were magnified by significant COL adjustors that reduced even further the value of their stipends.

Table 13 shows the relative value of net stipend offers after making COL adjustments within each broad discipline. In 2010, the COL adjustment reduced the value of UC net stipend offers in all disciplines, placing UC at an overall disadvantage in each field of study except for Fine Arts. Among the most popular disciplines, the magnitude of this net stipend disadvantage was greatest in Engineering/Computer Science and the Social Sciences, where UC's cost-adjusted net stipend offers were \$7,000 - \$8,300 below those of competing institutions.

**Table 13**  
**Trends in Net Stipend and Cost of Living Differences, by Broad Discipline\***

Broad Discipline	UC Per Capita Net Stipend			Non-UC Per Capita Net Stipend			COL Adjustor			Total Advantage (Disadvantage) of UC over Non-UC Net Stipend Offer		
	2004	2007	2010	2004	2007	2010	2004	2007	2010	2004	2007	2010
Engineering/Computer Science	\$15,551	\$15,047	\$13,665	\$16,546	\$17,590	\$19,620	-\$994	-\$2,249	-\$2,361	-\$1,989	-\$4,792	-\$8,316
Fine Arts	11,920	12,782	17,584	12,558	13,682	14,978	62	-2171	-1,731	-576	-3,071	874
Health Sciences	22,592	23,241	15,455	22,343	23,898	23,566	-1516	-3450	-3,584	-1,268	-4,107	-11,696
Humanities	14,828	17,323	18,701	15,398	15,942	18,934	-775	-1,521	-2,082	-1,345	-140	-2,316
Life Sciences	24,246	24,206	25,849	23,252	23,999	26,603	-1037	-2240	-1,884	-43	-2,033	-2,638
Physical Sciences	21,260	22,632	23,835	23,943	22,596	24,565	-708	-2,302	-2,346	-3,391	-2,266	-3,075
Professional PhD	8,453	12,225	14,925	12,603	14,472	15,169	-987	-2,449	-3,408	-5,137	-4,696	-3,652
Social Sciences	11,726	13,621	12,356	15,351	15,964	17,050	-857	-1,984	-2,298	-4,482	-4,327	-6,992
Other	17,457	17,065	21,243	17,059	17,753	19,568	-212	-2,118	-3,683	186	-2,806	-2,009
Systemwide	\$17,140	\$18,214	\$18,559	\$18,754	\$19,264	\$21,256	-\$723	-\$2,258	-\$2,281	-\$2,337	-\$3,308	-\$4,978

\*2004 and 2007 dollars adjusted to 2010 dollars based on changes in the Consumer Price Index. Figures for 2010 are not directly comparable to those from prior years because they are based on a somewhat different definition of broad discipline that relies on federal Classification of Instructional Programs (CIP) codes.

## QUALITATIVE FACTORS

The survey also provides insight into how prospective students perceive UC and competing institutions in a number of key areas that affect the enrollment decision. Students were first asked to rate how important various factors are, in general, when choosing between graduate programs. Examples of such factors include academic reputation, program's alignment with student's research interests, the amount and type of financial support, school location, and perception of housing availability. Students were then asked to rate both their top-choice UC campus and non-UC institution in each of these areas. Table 14 displays the ratings for UC and its competitors in several key areas affecting students' enrollment decisions.

The University continues to be very highly regarded and comparable to its peers in graduate studies. As Table 14 shows, students rate UC very highly and comparable to non-UC institutions in areas such as academic reputation, research interests, and the perception of a general caring environment. Moreover, the diversity of UC's graduate students and faculty remains a key asset, with students rating UC higher than its competitors in this area in all three survey years. UC campuses are also located in very desirable areas as indicated by UC's significantly higher ratings. UC's ratings in these key areas have remained reasonably stable over time, and they suggest that the University remains both highly regarded for its doctoral programs and a very desirable place for graduate study.

The University is perceived somewhat negatively by prospective graduate students for its financial support offers and high cost of living. In all three survey years, UC received ratings significantly below its peers for the amount and type of financial support offered to graduate students. Moreover, UC rated far below its competitors in terms of the availability of affordable housing, a major contributor to the high cost of living.

**Table 14**  
**Respondents' Ratings of Top-Choice UC vs.**  
**Top-Choice Non-UC Schools<sup>1</sup>**

Factor	2004 <sup>a</sup>			2007 <sup>b</sup>			2010 <sup>b</sup>		
	UC Rating	Non-UC Rating	Diff.	UC Rating	Non-UC Rating	Diff.	UC Rating	Non-UC Rating	Diff.
Academic Reputation	97.1%	99.6%	-2.5%	97.3%	97.7%	-0.4%	96.4%	96.0%	0.4%
Aligns with Research Interest	96.4%	95.8%	0.6%	96.6%	95.4%	1.1%	95.6%	95.4%	0.2%
Amount of Financial Support	75.3%	86.4%	-11.1%	77.6%	89.5%	-11.9%	73.7%	90.0%	-16.3%
Type of Financial Support	78.1%	86.9%	-8.8%	84.1%	90.0%	-5.9%	77.9%	88.9%	-11.0%
Multi-Year Support	77.2%	86.6%	-9.4%	82.7%	89.1%	-6.3%	77.1%	86.8%	-9.6%
Location of Campus	92.0%	78.7%	11.3%	89.2%	75.8%	13.4%	88.2%	77.1%	11.0%
Diversity of Students & Faculty	94.1%	87.4%	6.7%	94.6%	88.8%	5.9%	--	--	--
Diversity of Students	--	--	--	--	--	--	89.9%	84.1%	5.7%
Diversity of Faculty	--	--	--	--	--	--	91.3%	86.3%	5.1%
Availability of Affordable Housing	47.3%	84.1%	-36.9%	52.6%	86.0%	-33.4%	54.3%	78.9%	-24.6%
Caring Environment	97.7%	97.4%	0.3%	94.7%	93.7%	1.0%	88.5%	89.8%	-1.2%

<sup>1</sup>Ratings limited to students who indicated each factor as being important in their general enrollment decision-making process.

Proportions of students indicating so are in Appendix 11.

<sup>a</sup> Indicates a rating of Extremely Important, Very Important, or Somewhat Important.

<sup>b</sup> Indicates a rating of Average or Above Average.

## CONCLUSION

Results from this survey show that UC financial support offers to academic doctoral students increased by a small amount since 2007, but that non-UC offers grew by significantly more, resulting in a widening gap between UC and its competitors. Between 2007 and 2010, the gap between UC financial support offers and those of competing institutions increased by more than \$1,600. This deterioration was driven by significant decreases in relative net stipend offers at all campuses except Davis, Merced, and Riverside, and within most disciplines, especially Engineering/Computer Science and the Social Sciences.

The cost of living differential between UC and non-UC localities stayed flat, helping keep UC's competitiveness from deteriorating further. Since 2007, the overall cost of living differential between UC campuses and non-UC institutions rose by a mere \$23. This small increase was driven largely by two offsetting factors: a significant cost of living decrease at Davis, San Diego, and San Francisco, and a significant cost of living increase at Riverside, Santa Barbara, and Santa Cruz.

UC continues to be perceived by prospective students as a high quality institution. Students rate UC very highly and comparably with competing institutions in terms of academic reputation, research activities, location, and diversity of students and faculty. Students also indicate, however, that UC's financial support offers are less attractive than those of other institutions in terms of the amount, type, and duration of supported offered. They also indicate that cost of living factors, such as the availability of affordable housing, are unfavorable at UC. These financial considerations could be having an impact as a majority of respondents chose for the first time to enroll at a non-UC institution. Clearly, financial considerations will continue to pose a challenge to the University's competitiveness for academic doctoral students.





## Appendices

### Appendix 1a Enrollment Choice by Broad Discipline

Broad Discipline	2004		2007		2010	
	Respondents	Chose to Attend UC	Respondents	Chose to Attend UC	Respondents	Chose to Attend UC
Engineering/Computer Science	680	48%	972	55%	768	49.0%
Fine Arts	66	62%	86	52%	60	53.3%
Health Sciences	363	48%	363	53%	22	50.0%
Humanities	323	53%	360	54%	250	49.6%
Life Sciences	357	56%	410	56%	571	51.8%
Physical Sciences	670	44%	857	47%	689	42.7%
Professional PhD	98	58%	144	62%	100	61.0%
Social Sciences	789	52%	695	49%	594	47.3%
Other	61	56%	126	58%	37	56.8%
<b>Systemwide</b>	<b>3,407</b>	<b>50%</b>	<b>4,013</b>	<b>52%</b>	<b>3,091</b>	<b>48%</b>

### Appendix 1b Enrollment Choice by Top-Choice UC Campus Among Respondents Whose UC Offer Exceeded Their non-UC Offer

Top-Choice UC Campus	2004		2007		2010	
	Respondents	Chose to Attend UC	Respondents	Chose to Attend UC	Respondents	Chose to Attend UC
Berkeley	311	72%	325	72%	242	67%
Davis	177	72%	158	65%	152	63%
Irvine	146	67%	159	70%	111	70%
Los Angeles	187	73%	264	69%	195	66%
Merced	--	--	4	75%	3	67%
Riverside	66	73%	159	73%	94	64%
San Diego	173	65%	178	65%	151	68%
San Francisco	24	79%	35	66%	24	63%
Santa Barbara	131	61%	155	70%	105	64%
Santa Cruz	67	67%	76	68%	57	70%
<b>Systemwide</b>	<b>1,282</b>	<b>70%</b>	<b>1,513</b>	<b>69%</b>	<b>1,134</b>	<b>66%</b>

**Appendix 1c**  
**Enrollment Choice by Top-Choice UC Campus**  
**Among Respondents Whose Non-UC Offer Exceeded Their UC Offer**

Top-Choice UC Campus	2004		2007		2010	
	Respondents	Chose to Attend UC	Respondents	Chose to Attend UC	Respondents	Chose to Attend UC
Berkeley	624	39%	643	44%	517	39%
Davis	187	33%	232	36%	217	31%
Irvine	121	29%	161	39%	151	38%
Los Angeles	247	35%	323	33%	269	37%
Merced	--	--	6	50%	3	0%
Riverside	62	32%	95	43%	68	37%
San Diego	247	34%	298	34%	253	30%
San Francisco	47	34%	79	53%	72	46%
Santa Barbara	174	31%	206	39%	150	35%
Santa Cruz	86	33%	67	36%	50	32%
<b>Systemwide</b>	<b>1,795</b>	<b>35%</b>	<b>2,110</b>	<b>39%</b>	<b>1,750</b>	<b>36%</b>

**Appendix 2**  
**Top-Choice Non-UC Institutions by Top-Choice UC Campus\***

<b>Top-Choice UC Campus</b>	<b>Top-Choice Non-UC Institutions</b>	<b>N</b>
Berkeley	Stanford University	139
	Massachusetts Institute of Technology	123
	Harvard University	95
	Princeton University	46
	California Institute of Technology	43
	University of Chicago	36
	Cornell University, All Campuses	35
	Columbia University in the City of New York	34
	University of Washington - Seattle	31
	University of Michigan at Ann Arbor	28
	Yale University	28
	University of Wisconsin-Madison	25
	New York University	22
	University of Pennsylvania	22
	Carnegie Mellon University	20
	Northwestern University	20
Davis	University of Wisconsin-Madison	22
	University of Washington - Seattle	17
	University of Michigan at Ann Arbor	14
	Cornell University, All Campuses	13
	University of Illinois at Urbana-Champaign	13
	University of Maryland at College Park	13
	University of Texas at Austin	13
	Pennsylvania State U, Main Campus	12
	Stanford University	12
	Boston University	11
	Northwestern University	11
	Ohio State University, Main Campus	11
	University of Minnesota - Twin Cities	11
	Duke University	10
	Purdue University, Main Campus	10
Irvine	University of Washington - Seattle	18
	University of Southern California	14
	Stanford University	10
	University of Wisconsin-Madison	10
	Purdue University, Main Campus	8
	University of Arizona	8
	University of Illinois at Urbana-Champaign	8
	Columbia University in the City of New York	7
	Cornell University, All Campuses	7
	Northwestern University	7
	University of Minnesota - Twin Cities	7
	University of Pittsburgh Main Campus	7
	CUNY Graduate School and University Center	6
	California Institute of Technology	6
	Duke University	6
	New York University	6
	Pennsylvania State U, Main Campus	6
	University of Colorado at Boulder	6
University of Michigan at Ann Arbor	6	

\* Among respondents who are dual admits.

**Appendix 2**  
**Top-Choice Non-UC Institutions by Top-Choice UC Campus\***

<b>Top-Choice UC Campus</b>	<b>Top-Choice Non-UC Institutions</b>	<b>N</b>
Los Angeles	University of Southern California	45
	Stanford University	37
	Columbia University in the City of New York	24
	University of Wisconsin-Madison	24
	University of Texas at Austin	22
	Harvard University	20
	University of Washington - Seattle	19
	University of Chicago	18
	Massachusetts Institute of Technology	17
	New York University	17
	University of Illinois at Urbana-Champaign	17
	University of Michigan at Ann Arbor	17
	University of Pennsylvania	17
	Cornell University, All Campuses	16
	Northwestern University	16
Merced	University of Southern California	2
	Claremont Graduate School	1
	Cornell University, All Campuses	1
	Pennsylvania State U, Main Campus	1
	University of Florida	1
	University of Notre Dame	1
	University of Utah	1
	University of Wisconsin-Milwaukee	1
Riverside	Claremont Graduate School	8
	Ohio State University, Main Campus	8
	University of Florida	8
	University of Southern California	7
	Pennsylvania State U, Main Campus	5
	University of Arizona	5
	Arizona State University Main	4
	North Carolina State University at Raleigh	4
	University of Minnesota - Twin Cities	4
	University of Wisconsin-Madison	4
	Boston University	3
	Brown University	3
	Columbia University in the City of New York	3
	George Washington University	3
	Indiana University at Bloomington	3
	Louisiana State Univ & Agric & Mechanical Col	3
	Massachusetts Institute of Technology	3
	Purdue University, Main Campus	3
	Rutgers the State Univ of NJ New Brunswick	3
	SUNY at Stony Brook, All Campuses	3
	Syracuse University, Main Campus	3
	Temple University	3
	Texas A&M University Main Campus	3
	Tulane University	3
	University of Illinois at Urbana-Champaign	3
	University of Kentucky	3
	University of Tennessee at Knoxville	3
	University of Texas at Austin	3

\* Among respondents who are dual admits.

**Appendix 2**  
**Top-Choice Non-UC Institutions by Top-Choice UC Campus\***

<b>Top-Choice UC Campus</b>	<b>Top-Choice Non-UC Institutions</b>	<b>N</b>
San Diego	Stanford University	37
	University of Washington - Seattle	26
	University of Michigan at Ann Arbor	25
	Massachusetts Institute of Technology	21
	Northwestern University	19
	University of Southern California	17
	University of Texas at Austin	17
	Johns Hopkins University	16
	University of Chicago	16
	Carnegie Mellon University	15
	University of Pennsylvania	15
	University of Wisconsin-Madison	15
	University of Colorado at Boulder	14
	California Institute of Technology	13
Georgia Institute of Technology, Main Campus	13	
San Francisco	Harvard University	26
	Stanford University	19
	Massachusetts Institute of Technology	16
	University of Washington - Seattle	6
	Columbia University in the City of New York	4
	Johns Hopkins University	4
	University of Chicago	4
	Baylor College of Medicine	3
	University of Pennsylvania	3
	University of Wisconsin-Madison	3
	Yale University	3
	Boston University	2
	California Institute of Technology	2
	Duke University	2
	Emory University	2
	Northwestern University	2
	Princeton University	2
	Rockefeller University	2
University of Colorado at Denver	2	
University of Michigan at Ann Arbor	2	
Santa Barbara	University of Texas at Austin	16
	Stanford University	15
	University of Colorado at Boulder	15
	Princeton University	14
	Northwestern University	13
	Massachusetts Institute of Technology	11
	University of Washington - Seattle	11
	University of Southern California	10
	University of Wisconsin-Madison	10
	University of Illinois at Urbana-Champaign	9
	Boston University	8
	Cornell University, All Campuses	8
	University of Minnesota - Twin Cities	8
	University of Oregon	8
	Columbia University in the City of New York	7
Michigan State University	7	
Ohio State University, Main Campus	7	
University of Maryland at College Park	7	

\* Among respondents who are dual admits.

**Appendix 2**  
**Top-Choice Non-UC Institutions by Top-Choice UC Campus\***

<b>Top-Choice UC Campus</b>	<b>Top-Choice Non-UC Institutions</b>	<b>N</b>
Santa Cruz	University of Washington - Seattle	7
	Boston University	5
	Stanford University	5
	University of Arizona	5
	University of Chicago	4
	University of Illinois at Chicago	4
	University of Maryland at College Park	4
	University of Wisconsin-Madison	4
	Cornell University, All Campuses	3
	Massachusetts Institute of Technology	3
	Northwestern University	3
	Purdue University, Main Campus	3
	SUNY at Stony Brook, All Campuses	3
	University of Hawaii at Manoa	3
	University of Michigan at Ann Arbor	3
	University of Oregon	3
	University of Texas at Austin	3

\* Among respondents who are dual admits.

**Appendix 3**  
**Top-Choice Non-UC Institutions by Broad Discipline\***

<b>Broad Discipline</b>	<b>Top-Choice Non-UC Institutions</b>	<b>N</b>
Engineering/Computer Science	Stanford University	105
	Massachusetts Institute of Technology	99
	Georgia Institute of Technology, Main Campus	44
	University of Southern California	43
	Carnegie Mellon University	41
	University of Texas at Austin	37
	California Institute of Technology	34
	Northwestern University	33
	University of Washington - Seattle	31
	Cornell University, All Campuses	30
	University of Illinois at Urbana-Champaign	29
	University of Michigan at Ann Arbor	29
	Purdue University, Main Campus	24
	Columbia University in the City of New York	20
	University of Maryland at College Park	20
Fine Arts	New York University	6
	Brown University	5
	Harvard University	5
	Northwestern University	4
	Florida State University	3
	Columbia University in the City of New York	2
	Ohio State University, Main Campus	2
	Stanford University	2
	University of Chicago	2
	University of Hawaii at Manoa	2
	University of Maryland at College Park	2
	University of Minnesota - Twin Cities	2
	University of Oregon	2
	University of Pittsburgh Main Campus	2
	University of Southern California	2
	University of Virginia, Main Campus	2
	University of Washington - Seattle	2
University of Wisconsin-Madison	2	
Health Sciences	Harvard University	4
	University of Washington - Seattle	4
	Johns Hopkins University	3
	University of Michigan at Ann Arbor	2
	University of Texas Hlth Sci Ctr Houston	2
	Yale University	2
	Albany Medical College	1
	Baylor College of Medicine	1
	Columbia University in the City of New York	1
	Cornell University Medical Campus	1
	New York University	1
	University Of Toronto	1
	University of Houston	1
	University of Illinois at Chicago	1
	University of Minnesota - Twin Cities	1
	University of San Francisco	1
	University of Southern California	1

\* Among respondents who are dual admits.

**Appendix 3**  
**Top-Choice Non-UC Institutions by Broad Discipline\***

<b>Broad Discipline</b>	<b>Top-Choice Non-UC Institutions</b>	<b>N</b>
Humanities	Harvard University	20
	Columbia University in the City of New York	17
	Stanford University	14
	University of Southern California	14
	Northwestern University	13
	University of Chicago	13
	Princeton University	12
	Yale University	12
	University of Arizona	8
	University of Texas at Austin	8
	University of Washington - Seattle	8
	Brown University	7
	Massachusetts Institute of Technology	7
	Ohio State University, Main Campus	7
	University of Michigan at Ann Arbor	7
	University of Pennsylvania	7
	Life Sciences	Stanford University
Harvard University		44
University of Washington - Seattle		40
Massachusetts Institute of Technology		38
Cornell University, All Campuses		26
University of Wisconsin-Madison		25
Duke University		24
University of Southern California		23
Johns Hopkins University		18
University of Pennsylvania		16
University of Chicago		15
Boston University		14
Columbia University in the City of New York		13
Yale University		12
Baylor College of Medicine		9
Cornell University Medical Campus		9
New York University		9
University of North Carolina at Chapel Hill	9	
Washington University	9	
Physical Sciences	Stanford University	57
	Harvard University	44
	Massachusetts Institute of Technology	43
	California Institute of Technology	38
	Princeton University	31
	University of Washington - Seattle	30
	University of Wisconsin-Madison	30
	University of Illinois at Urbana-Champaign	22
	University of Texas at Austin	22
	University of Chicago	21
	University of Colorado at Boulder	21
	Northwestern University	20
	Columbia University in the City of New York	19
	University of Michigan at Ann Arbor	19
	Cornell University, All Campuses	18

\* Among respondents who are dual admits.



**Appendix 3**  
**Top-Choice Non-UC Institutions by Broad Discipline\***

<b>Broad Discipline</b>	<b>Top-Choice Non-UC Institutions</b>	<b>N</b>
Professional PhD	University of Washington - Seattle	9
	Stanford University	8
	University of Southern California	8
	University of Michigan at Ann Arbor	6
	University of Wisconsin-Madison	6
	University of Pennsylvania	5
	Claremont Graduate School	4
	Harvard University	4
	Northwestern University	4
	University of Colorado at Boulder	4
	Columbia University in the City of New York	3
	Cornell University, All Campuses	3
	New York University	3
	University of Minnesota - Twin Cities	3
	University of Texas at Austin	3
Social Sciences	Harvard University	34
	New York University	30
	University of Michigan at Ann Arbor	30
	University of Chicago	29
	Stanford University	28
	University of Wisconsin-Madison	25
	Columbia University in the City of New York	22
	Princeton University	18
	University of Minnesota - Twin Cities	18
	Boston University	16
	University of Pennsylvania	16
	Yale University	15
	Duke University	14
	University of Southern California	14
	University of Maryland at College Park	13
University of Texas at Austin	13	

\* Among respondents who are dual admits.

**Appendix 4**  
**Difference Between Top-Choice UC and Non-UC Net Stipends in 2010**  
**By Campus and Enrollment Choice**

Top-Choice UC Campus	Enrolling at UC			Enrolling at Non-UC		
	Per Capita UC Net Stipend	Per Capita Non-UC Net Stipend	Difference	Per Capita UC Net Stipend	Per Capita Non-UC Net Stipend	Difference
	Berkeley	\$23,927	\$23,078	\$848	\$18,324	\$27,174
Davis	\$18,852	\$12,835	6,016	14,439	21,911	-7,472
Irvine	\$19,284	\$12,345	6,940	18,514	24,168	-5,654
Los Angeles	\$16,775	\$16,150	626	12,206	25,006	-12,800
Merced	\$23,186	\$14,067	9,119	14,625	18,250	-3,625
Riverside	\$19,744	\$7,071	12,673	20,027	21,221	-1,195
San Diego	\$21,714	\$18,484	3,230	17,002	25,730	-8,727
San Francisco	\$26,640	\$27,147	-508	26,376	29,588	-3,212
Santa Barbara	\$18,011	\$16,498	1,512	16,147	24,271	-8,124
Santa Cruz	\$21,078	\$13,327	7,751	13,733	21,174	-7,441
<b>Systemwide</b>	<b>\$20,602</b>	<b>\$17,309</b>	<b>\$3,293</b>	<b>\$16,643</b>	<b>\$24,959</b>	<b>-\$8,316</b>

**Appendix 5**  
**Difference Between Top-Choice UC and Non-UC Net Stipends in 2010**  
**By Broad Discipline and Enrollment Choice**

Broad Discipline	Enrolling at UC			Enrolling at Non-UC		
	Per Capita UC Net Stipend	Per Capita Non-UC Net Stipend	Difference	Per Capita UC Net Stipend	Per Capita Non-UC Net Stipend	Difference
	Engineering/Computer Science	\$16,641	\$14,176	\$2,464	\$10,811	\$24,841
Fine Arts	\$19,394	\$8,360	11,034	15,515	22,542	-7,028
Health Sciences	\$16,771	\$20,814	-4,044	14,140	26,319	-12,179
Humanities	\$21,890	\$14,763	7,127	15,562	23,039	-7,477
Life Sciences	\$26,725	\$25,496	1,229	24,906	27,794	-2,888
Physical Sciences	\$20,424	\$17,799	2,624	22,318	21,890	428
Professional PhD	\$24,183	\$22,535	1,648	23,577	26,075	-2,498
Social Sciences	\$16,131	\$9,594	6,538	13,039	23,890	-10,851
Other	\$16,408	\$11,051	5,357	8,718	22,436	-13,718
<b>Systemwide</b>	<b>\$20,602</b>	<b>\$17,309</b>	<b>\$3,293</b>	<b>\$16,643</b>	<b>\$24,959</b>	<b>-\$8,316</b>

**Appendix 6a**  
**Prevalence of Summer Financial Support Offers by Top-Choice UC Campus\***

Top-Choice UC Campus	2007			2010		
	UC	Non-UC	Diff.	UC	Non-UC	Diff.
Berkeley	43%	53%	-10%	---	---	---
Davis	32%	46%	-14%	---	---	---
Irvine	36%	43%	-6%	---	---	---
Los Angeles	33%	46%	-13%	---	---	---
Merced	73%	55%	18%	---	---	---
Riverside	49%	29%	19%	---	---	---
San Diego	22%	48%	-25%	---	---	---
San Francisco	52%	57%	-6%	---	---	---
Santa Barbara	25%	42%	-17%	---	---	---
Santa Cruz	21%	45%	-23%	---	---	---
<b>Systemwide</b>	<b>35%</b>	<b>47%</b>	<b>-12%</b>	<b>---</b>	<b>---</b>	<b>---</b>

\*Results for 2010 are omitted, because the 2010 survey inadvertently asked about Summer 2010 instead of Summer 2011.

**Appendix 6b**  
**Prevalence of Summer Financial Support Offers by Broad Discipline\***

Broad Discipline	2007			2010		
	UC	Non-UC	Diff.	UC	Non-UC	Diff.
Engineering/Computer Science	28%	40%	-12%	---	---	---
Fine Arts	17%	33%	-16%	---	---	---
Health Sciences	41%	54%	-13%	---	---	---
Humanities	40%	41%	-2%	---	---	---
Life Sciences	46%	55%	-8%	---	---	---
Physical Sciences	48%	56%	-8%	---	---	---
Professional PhD	22%	35%	-13%	---	---	---
Social Sciences	22%	42%	-20%	---	---	---
Other	26%	49%	-23%	---	---	---
<b>Systemwide</b>	<b>35%</b>	<b>47%</b>	<b>-12%</b>	<b>---</b>	<b>---</b>	<b>---</b>

\*Results for 2010 are omitted, because the 2010 survey inadvertently asked about Summer 2010 instead of Summer 2011.

**Appendix 7a  
Fellowship Award Offers by Top-Choice UC Campus**

Top-Choice UC Campus	2004			2007			2010		
	UC	Non-UC	Diff.	UC	Non-UC	Diff.	UC	Non-UC	Diff.
Berkeley	54%	70%	-16%	61%	71%	-11%	63%	70%	-7%
Davis	50%	49%	2%	52%	52%	0%	54%	55%	-1%
Irvine	54%	48%	6%	67%	57%	11%	58%	58%	0%
Los Angeles	59%	62%	-2%	66%	66%	0%	61%	66%	-5%
Merced	--	--	--	27%	55%	-27%	29%	29%	0%
Riverside	72%	44%	28%	87%	44%	43%	88%	47%	41%
San Diego	55%	64%	-9%	55%	62%	-7%	61%	67%	-7%
San Francisco	77%	77%	0%	70%	74%	-4%	69%	73%	-4%
Santa Barbara	47%	53%	-5%	53%	57%	-4%	45%	58%	-13%
Santa Cruz	64%	61%	3%	79%	61%	19%	64%	46%	18%
Systemwide	55%	60%	-5%	62%	62%	0%	61%	63%	-2%

**Appendix 7b  
Fellowship Award Offers by Broad Discipline\***

Broad Discipline	2004			2007			2010		
	UC	Non-UC	Diff.	UC	Non-UC	Diff.	UC	Non-UC	Diff.
Engineering/Computer Science	50%	49%	0%	53%	53%	0%	53%	55%	-1%
Fine Arts	80%	64%	17%	74%	71%	3%	90%	75%	15%
Health Sciences	65%	64%	2%	64%	65%	-2%	82%	86%	-5%
Humanities	71%	72%	-1%	81%	79%	2%	75%	78%	-4%
Life Sciences	66%	64%	2%	71%	67%	4%	67%	68%	-1%
Physical Sciences	40%	53%	-13%	51%	53%	-2%	50%	51%	-2%
Professional PhD	64%	59%	5%	75%	63%	13%	75%	62%	13%
Social Sciences	55%	68%	-13%	68%	72%	-4%	64%	73%	-9%
Other	52%	56%	-3%	68%	66%	2%	68%	65%	3%
Systemwide	55%	60%	-5%	62%	62%	0%	61%	63%	-2%

\* Figures for 2010 are not directly comparable to those from prior years because they are based on a somewhat different definition of broad discipline that relies on federal Classification of Instructional Programs (CIP) codes.

**Appendix 8a**  
**Multi-Year Award Offers by Top-Choice UC Campus**

Top-Choice UC Campus	2004			2007			2010		
	UC	Non-UC	Diff.	UC	Non-UC	Diff.	UC	Non-UC	Diff.
Berkeley	77%	85%	-8%	76%	80%	-4%	72%	78%	-6%
Davis	83%	81%	2%	64%	68%	-4%	55%	69%	-14%
Irvine	83%	82%	1%	66%	69%	-3%	72%	69%	3%
Los Angeles	73%	86%	-12%	66%	77%	-11%	64%	76%	-11%
Merced	--	--	--	27%	45%	-18%	43%	43%	0%
Riverside	85%	71%	14%	86%	57%	30%	80%	65%	16%
San Diego	85%	87%	-2%	64%	72%	-9%	68%	75%	-7%
San Francisco	91%	92%	-1%	89%	93%	-4%	80%	90%	-9%
Santa Barbara	73%	80%	-7%	70%	71%	-1%	60%	70%	-9%
Santa Cruz	56%	80%	-23%	55%	65%	-10%	47%	66%	-18%
Systemwide	78%	84%	-5%	70%	74%	-3%	67%	74%	-7%

**Appendix 8b**  
**Multi-Year Award Offers by Broad Discipline\***

Broad Discipline	2004			2007			2010		
	UC	Non-UC	Diff.	UC	Non-UC	Diff.	UC	Non-UC	Diff.
Engineering/Computer Science	69%	72%	-3%	50%	55%	-4%	45%	53%	-9%
Fine Arts	83%	82%	1%	79%	73%	5%	82%	83%	-2%
Health Sciences	86%	89%	-3%	78%	83%	-5%	50%	77%	-27%
Humanities	81%	87%	-6%	88%	87%	0%	85%	88%	-4%
Life Sciences	93%	90%	3%	86%	86%	0%	80%	87%	-7%
Physical Sciences	88%	91%	-3%	74%	73%	1%	72%	75%	-4%
Professional PhD	45%	71%	-25%	55%	77%	-23%	60%	68%	-8%
Social Sciences	70%	82%	-12%	74%	80%	-6%	70%	79%	-9%
Other	69%	75%	-6%	64%	76%	-12%	73%	81%	-8%
Systemwide	78%	84%	-5%	70%	74%	-3%	67%	74%	-7%

\* Figures for 2010 are not directly comparable to those from prior years because they are based on a somewhat different definition of broad discipline that relies on federal Classification of Instructional Programs (CIP) codes.

**Appendix 9a**  
**Multi-Year Award Length (Years) by Top-Choice UC Campus**

Top-Choice UC Campus	2004			2007			2010		
	UC	Non-UC	Diff.	UC	Non-UC	Diff.	UC	Non-UC	Diff.
Berkeley	3.8	3.9	-0.1	3.8	3.9	-0.1	3.8	4.0	-0.2
Davis	3.6	3.7	-0.2	3.5	3.8	-0.3	3.6	3.9	-0.2
Irvine	3.8	3.9	-0.1	3.6	4.0	-0.4	3.7	3.9	-0.2
Los Angeles	3.6	3.8	-0.2	3.6	3.8	-0.2	3.6	3.8	-0.2
Merced	--	--	--	2.7	4.4	-1.7	2.7	4.3	-1.7
Riverside	3.6	3.5	0.2	3.2	3.4	-0.1	3.5	3.8	-0.3
San Diego	3.8	4.0	-0.2	3.7	4.0	-0.3	3.6	4.0	-0.4
San Francisco	4.2	4.4	-0.2	4.4	4.5	-0.1	4.4	4.5	-0.1
Santa Barbara	3.7	3.8	0.0	3.7	3.6	0.1	3.8	3.9	-0.2
Santa Cruz	3.5	4.0	-0.5	3.2	3.9	-0.7	3.7	3.7	0.0
Systemwide	3.7	3.9	-0.1	3.6	3.9	-0.2	3.7	3.9	-0.2

**Appendix 9b**  
**Multi-Year Award Length (Years) by Broad Discipline\***

Broad Discipline	2004			2007			2010		
	UC	Non-UC	Diff.	UC	Non-UC	Diff.	UC	Non-UC	Diff.
Engineering/Computer Science	3.3	3.5	-0.3	3.2	3.4	-0.2	3.2	3.6	-0.4
Fine Arts	3.1	3.5	-0.4	3.2	3.4	-0.2	3.0	3.5	-0.5
Health Sciences	4.0	4.1	-0.1	4.0	4.2	-0.2	3.0	3.2	-0.2
Humanities	3.8	3.9	-0.1	3.8	4.0	-0.2	3.8	4.1	-0.3
Life Sciences	4.2	4.2	-0.1	4.1	4.3	-0.3	4.1	4.2	0.0
Physical Sciences	4.0	4.1	-0.1	3.9	4.0	-0.1	4.0	4.1	-0.1
Professional PhD	3.1	3.0	0.1	2.7	3.1	-0.4	2.8	3.4	-0.6
Social Sciences	3.5	3.7	-0.2	3.5	3.8	-0.3	3.6	3.9	-0.3
Other	3.1	3.3	-0.2	3.2	3.3	-0.1	3.6	3.8	-0.3
Systemwide	3.7	3.9	-0.1	3.6	3.9	-0.2	3.7	3.9	-0.2

\* Figures for 2010 are not directly comparable to those from prior years because they are based on a somewhat different definition of broad discipline that relies on federal Classification of Instructional Programs (CIP) codes.

**Appendix 10**  
**Enrollment Choice and Net Stipend Offer Difference, Systemwide**

	2004		2007		2010	
	Percent		Percent		Percent	
	N	Choosing UC	N	Choosing UC	N	Choosing UC
<b><u>UC higher offer</u></b>						
\$10,000 or more	438	83%	501	83%	313	82%
\$5,000 to \$10,000	207	75%	275	67%	223	66%
\$1,000 to \$5,000	497	61%	573	62%	480	62%
Less than \$1,000	470	55%	554	56%	325	51%
<b><u>Non-UC higher offer</u></b>						
\$10,000 or more	567	22%	559	26%	526	27%
\$5,000 to \$10,000	311	34%	496	41%	367	33%
\$1,000 to \$5,000	750	42%	899	45%	732	42%
Less than \$1,000	497	54%	156	51%	125	46%

**Appendix 11**  
**Importance of Qualitative Factors in Enrollment Decision**

Factor	2004	2007	2010
	Percent of Respondents Who Consider it Important	Percent of Respondents Who Consider it Important	Percent of Respondents Who Consider it Important
Academic Reputation	99.1%	99.5%	99.5%
Aligns with Research Interests	99.2%	99.5%	99.6%
Amount of Financial Support	93.4%	95.2%	94.2%
Type of Financial Support	81.0%	85.5%	85.7%
Multi-Year Financial Support	92.4%	92.6%	92.7%
Location of Campus	84.3%	89.4%	89.1%
Diversity of Students and Faculty	66.7%	74.1%	--
Diversity of Students	--	--	66.9%
Diversity of Faculty	--	--	71.3%
Availability of Affordable Housing	67.2%	80.7%	81.7%
Caring Environment	91.0%	90.3%	90.6%

**Appendix 12**  
**UC and Non-UC Average Net Stipend**  
**By Campus and Broad Discipline**

	Berkeley	Davis	Irvine	Los Angeles	Merced	Riverside	San Diego	San Francisco	Santa Barbara	Santa Cruz
<b>Engineering/Comp Science (N)</b>	223	93	54	117	1	49	120	1	92	18
UC Net Stipend	\$18,452	\$11,075	\$7,761	-\$1,694	\$22,500	\$21,665	\$12,677	\$29,000	\$23,863	\$16,634
Non-UC Net Stipend	\$24,198	\$14,769	\$14,853	\$17,260	-\$5,000	\$12,231	\$19,339	\$33,400	\$25,285	\$11,247
Difference	-\$5,746	-\$3,694	-\$7,092	-\$18,954	\$27,500	\$9,434	-\$6,663	-\$4,400	-\$1,422	\$5,387
<b>Fine Arts (N)</b>	8	5	6	14	--	3	5	--	10	9
UC Net Stipend	\$20,938	\$21,325	\$17,517	\$15,666	--	\$28,492	\$15,417	--	\$13,808	\$17,313
Non-UC Net Stipend	\$25,475	\$12,211	\$14,374	\$17,384	--	-\$5,706	\$15,585	--	\$11,360	\$14,425
Difference	-\$4,538	\$9,114	\$3,144	-\$1,718	--	\$34,197	-\$168	--	\$2,448	\$2,888
<b>Health Sciences (N)</b>	4	--	3	8	--	--	--	7	--	--
UC Net Stipend	\$11,442	--	\$26,000	\$10,406	--	--	--	\$19,000	--	--
Non-UC Net Stipend	\$17,744	--	\$38,117	\$21,786	--	--	--	\$22,693	--	--
Difference	-\$6,302	--	-\$12,117	-\$11,380	--	--	--	-\$3,693	--	--
<b>Humanities (N)</b>	89	21	20	40	--	16	29	--	28	7
UC Net Stipend	\$18,674	\$17,526	\$17,441	\$23,482	--	\$18,025	\$16,532	--	\$15,747	\$21,184
Non-UC Net Stipend	\$23,904	\$15,810	\$11,892	\$19,665	--	\$14,469	\$18,237	--	\$13,029	\$17,778
Difference	-\$5,230	\$1,717	\$5,550	\$3,817	--	\$3,556	-\$1,705	--	\$2,718	\$3,406
<b>Life Sciences (N)</b>	117	92	35	72	--	30	104	89	10	22
UC Net Stipend	\$26,749	\$22,418	\$26,063	\$27,229	--	\$21,559	\$28,013	\$27,508	\$17,470	\$23,266
Non-UC Net Stipend	\$27,930	\$23,487	\$24,197	\$27,187	--	\$19,230	\$28,814	\$29,160	\$29,240	\$22,552
Difference	-\$1,181	-\$1,069	\$1,866	\$42	--	\$2,329	-\$801	-\$1,652	-\$11,770	\$714
<b>Physical Sciences (N)</b>	187	82	76	108	4	47	81	6	67	31
UC Net Stipend	\$26,139	\$22,871	\$23,609	\$24,770	\$15,515	\$21,047	\$23,296	\$27,999	\$21,368	\$21,023
Non-UC Net Stipend	\$28,095	\$21,403	\$24,279	\$24,211	\$23,801	\$19,235	\$24,274	\$27,767	\$25,296	\$20,296
Difference	-\$1,956	\$1,468	-\$670	\$559	-\$8,286	\$1,813	-\$978	\$233	-\$3,928	\$727
<b>Professional PhD (N)</b>	45	5	12	25	--	1	--	--	8	4
UC Net Stipend	\$15,642	\$20,655	\$23,809	\$13,555	--	\$16,000	--	--	\$2,850	\$5,500
Non-UC Net Stipend	\$18,199	\$18,620	\$8,625	\$16,264	--	\$0	--	--	\$9,442	\$4,811
Difference	-\$2,557	--	\$15,183	-\$2,709	--	\$16,000	--	--	-\$6,592	\$690
<b>Social Sciences (N)</b>	141	78	64	128	2	21	78	4	55	23
UC Net Stipend	\$17,322	\$8,146	\$17,568	\$10,920	\$21,750	\$11,053	\$12,867	\$14,500	\$3,366	\$9,442
Non-UC Net Stipend	\$23,692	\$13,030	\$12,548	\$18,201	\$12,500	\$196	\$18,832	\$20,625	\$13,015	\$14,858
Difference	-\$6,370	-\$4,884	\$5,019	-\$7,281	\$9,250	\$10,858	-\$5,965	-\$6,125	-\$9,649	-\$5,416
<b>Other (N)</b>	4	8	8	1	--	--	11	--	5	--
UC Net Stipend	\$13,375	\$15,294	\$23,694	\$20,000	--	--	\$27,700	--	\$19,175	--
Non-UC Net Stipend	\$31,750	\$7,616	\$23,603	\$19,600	--	--	\$23,142	--	\$14,622	--
Difference	-\$18,375	\$7,679	\$92	\$400	--	--	\$4,558	--	\$4,553	--



**Appendix 13**  
**Percent Receiving Offer In Excess of Tuition and Fees, By Campus and Broad Discipline**

	Berkeley	Davis	Irvine	Los Angeles	Merced	Riverside	San Diego	San Francisco	Santa Barbara	Santa Cruz
<b>Engineering/Comp Science (N)</b>	223	93	54	117	1	49	120	1	92	18
UC Percent with Net Stipend > 0	87%	80%	78%	51%	100%	100%	78%	100%	97%	89%
Non-UC Percent with Net Stipend > 0	94%	83%	85%	85%	0%	76%	90%	100%	98%	78%
Difference	-6%	-3%	-7%	-34%	100%	24%	-12%	0%	-1%	11%
<b>Fine Arts (N)</b>	8	5	6	14	0	3	5	0	10	9
UC Percent with Net Stipend > 0	88%	100%	100%	86%	0%	100%	80%	0%	80%	100%
Non-UC Percent with Net Stipend > 0	100%	80%	83%	79%	0%	67%	80%	0%	80%	89%
Difference	-13%	20%	17%	7%	0%	33%	0%	0%	0%	11%
<b>Health Sciences (N)</b>	4	0	3	8	0	0	0	7	0	0
UC Percent with Net Stipend > 0	100%	0%	100%	50%	0%	0%	0%	71%	0%	0%
Non-UC Percent with Net Stipend > 0	75%	0%	100%	88%	0%	0%	0%	86%	0%	0%
Difference	25%	0%	0%	-38%	0%	0%	0%	-14%	0%	0%
<b>Humanities (N)</b>	89	21	20	40	0	16	29	0	28	7
UC Percent with Net Stipend > 0	87%	95%	95%	100%	0%	100%	93%	0%	82%	100%
Non-UC Percent with Net Stipend > 0	98%	86%	80%	90%	0%	81%	93%	0%	82%	100%
Difference	-11%	10%	15%	10%	0%	19%	0%	0%	0%	0%
<b>Life Sciences (N)</b>	117	92	35	72	0	30	104	89	10	22
UC Percent with Net Stipend > 0	100%	96%	100%	99%	0%	97%	100%	100%	90%	100%
Non-UC Percent with Net Stipend > 0	99%	97%	97%	100%	0%	93%	100%	100%	100%	100%
Difference	1%	-1%	3%	-1%	0%	3%	0%	0%	-10%	0%
<b>Physical Sciences (N)</b>	187	82	76	108	4	47	81	6	67	31
UC Percent with Net Stipend > 0	98%	98%	99%	96%	75%	96%	100%	100%	97%	90%
Non-UC Percent with Net Stipend > 0	99%	98%	99%	99%	100%	96%	99%	100%	99%	94%
Difference	-1%	0%	0%	-3%	-25%	0%	1%	0%	-1%	-3%
<b>Professional PhD (N)</b>	45	5	12	25	0	1	0	0	8	4
UC Percent with Net Stipend > 0	76%	100%	100%	68%	0%	100%	0%	0%	50%	50%
Non-UC Percent with Net Stipend > 0	84%	100%	67%	84%	0%	0%	0%	0%	63%	75%
Difference	-9%	0%	33%	-16%	0%	100%	0%	0%	-13%	-25%
<b>Social Sciences (N)</b>	141	78	64	128	2	21	78	4	55	23
UC Percent with Net Stipend > 0	85%	72%	94%	70%	100%	76%	87%	50%	60%	74%
Non-UC Percent with Net Stipend > 0	96%	87%	83%	88%	50%	52%	91%	100%	80%	83%
Difference	-11%	-15%	11%	-19%	50%	24%	-4%	-50%	-20%	-9%
<b>All Disciplines (N)</b>	818	384	278	513	7	167	428	107	275	114
UC Percent with Net Stipend > 0	91%	87%	94%	78%	86%	95%	91%	96%	86%	89%
Non-UC Percent with Net Stipend > 0	96%	90%	89%	91%	71%	81%	94%	99%	91%	89%
Difference	-5%	-3%	4%	-14%	14%	14%	-4%	-3%	-5%	-1%

**Appendix 14**  
**Top-Choice Non-UC Institutions**  
**By Campus and Broad Discipline**  
**(At least 5 respondents\*)**

	Berkeley	Davis	Irvine	Los Angeles
<b>Engineering/Comp Science</b>	MIT 53 Stanford 43 Cal Tech 15	U. of Texas 6		USC 13 Stanford U. 9 Cornell U. 6 U. of Texas 6
<b>Humanities</b>	Harvard U. 13 Princeton U. 8 U. of Chicago 8 Yale U. 8			
<b>Life Sciences</b>	Stanford U. 14 U. of Washington 13 Harvard U. 10	U. of Wisconsin 9 Cornell U. 7 Duke U. 6		USC 8 Stanford U. 6
<b>Physical Sciences</b>	Stanford U. 30 Harvard U. 27 Cal Tech 20 MIT 20	U. of Washington 6 U. of Minnesota 5 U. of Wisconsin 5	Cal Tech 5 Stanford U. 5 U. of Wisconsin 5	Northwestern U. 7 Stanford U. 7 U. of Texas 7 U. of Wisconsin 7
<b>Social Sciences</b>	Harvard U. 22 Stanford U. 12 MIT 10 Princeton U. 10			NYU 10 U. of Chicago 8 U. of Pennsylvania 7 U. of Wisconsin 7

	Riverside	San Diego	San Francisco	Santa Barbara
<b>Engineering/Comp Science</b>		Stanford U. 13 Georgia Tech 9 U. of Michigan 7 U. of Texas 7		Northwestern U. 8 Stanford U. 8 MIT 6
<b>Life Sciences</b>		Stanford U. 11 U. of Washington 9 MIT 7	Harvard U. 21 Stanford U. 17 MIT 15	
<b>Physical Sciences</b>		U. of Colorado 6 MIT 5 U. of Wisconsin 5		Princeton U. 6 U. of Colorado 5
<b>Social Sciences</b>	Claremont Grad 5	U. of Michigan 10 U. of Chicago 7 U. of Pennsylvania 6		

\* Merced and Santa Cruz campuses had no non-UC institutions with at least five respondents.

## Appendix 15 Explanation of COL Adjustments

The Economic Research Institute's Relocation Adjustor Software provides Cost of Living (COL) indexes that represent the relative cost of a standard lifestyle-budget in different locations relative to the national average. The 2010 indexes are based upon a lifestyle corresponding to a gross income of \$23,100.

The size of the cost of living adjustor depends on the budget for a graduate student. If we use a larger budget, the same COL ratio will yield a larger dollar value adjustor. We decided to use a budget that represents an average of the graduate student budgets set by UC campuses. To account for differences in the COL, these budgets are first converted to an "Average U.S. City" amount, and then averaged.

Top-Choice UC Campus	2004			2007			2010		
	2003-04 Graduate Student Budget		"Average City" Student Budget	2006-07 Graduate Student Budget		"Average City" Student Budget	2009-10 Graduate Student Budget		"Average City" Student Budget
	UC COL Index	UC COL Index	UC COL Index	UC COL Index	UC COL Index	UC COL Index	UC COL Index	UC COL Index	
Berkeley	\$18,160	153.9	\$11,800	\$21,820	168.2	\$12,973	\$23,530	157.1	\$14,975
Davis	\$12,914	126.4	\$10,217	\$17,155	129.5	\$13,247	\$18,702	119.0	\$15,717
Irvine	\$16,201	133	\$12,181	\$20,538	144.3	\$14,233	\$25,116	139.3	\$18,024
Los Angeles	\$17,349	163.4	\$10,618	\$20,637	179.2	\$11,516	\$22,955	162.2	\$14,151
Merced	--	--	--	\$15,803	95.9	\$16,479	\$18,764	104.8	\$17,906
Riverside	\$12,643	108.5	\$11,653	\$17,562	108.9	\$16,127	\$20,041	116.0	\$17,274
San Diego	\$12,458	149.7	\$8,322	\$15,167	160.9	\$9,426	\$19,287	135.2	\$14,264
San Francisco	\$13,211	194.6	\$6,789	\$20,538	220.8	\$9,302	\$22,985	170.5	\$13,479
Santa Barbara	\$16,955	140.9	\$12,033	\$21,456	143.9	\$14,910	\$24,122	143.8	\$16,780
Santa Cruz	\$15,740	144.6	\$10,885	\$20,236	144.2	\$14,033	\$24,015	158.3	\$15,170
Average			\$10,500			\$13,225			\$15,774

Cost of living adjustors are calculated by multiplying the percentage point difference between UC and non-UC indexes by the corresponding average graduate student budget. The adjustor is independent of the size of individual net stipends, which is important, because students must consider differences in cost whether or not they receive a large net stipend.

Top-Choice UC Campus	2010			
	UC COL Index	Non-UC COL Index	Percentage Adjustment	COL Adjustor
Berkeley	157.1	143.2	-14.0%	-\$2,202
Davis	119.0	117.9	-1.1%	-\$176
Irvine	139.3	124.3	-15.0%	-\$2,372
Los Angeles	162.2	132.4	-29.8%	-\$4,702
Merced	104.8	114.2	9.4%	\$1,487
Riverside	116.0	117.0	1.0%	\$154
San Diego	135.2	129.0	-6.2%	-\$978
San Francisco	170.5	153.2	-17.4%	-\$2,741
Santa Barbara	143.8	124.0	-19.7%	-\$3,114
Santa Cruz	158.3	126.2	-32.1%	-\$5,070
Systemwide	145.6	131.1	-14.5%	-\$2,281