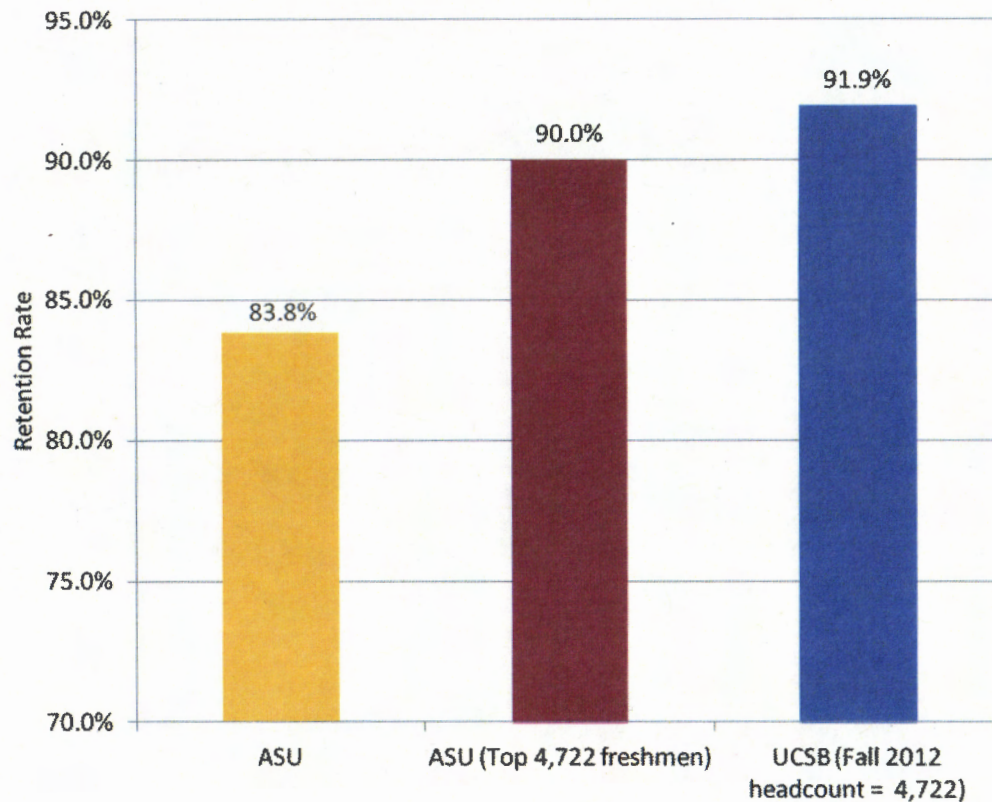


Retention Rates

ASU Compared to UC Santa Barbara



Retention Rate

•UCSB is more selective and enrolls a smaller freshman class than ASU. In 2012, UCSB enrolled 4,722 first-time freshmen. ASU enrolled 9,265.

•If ASU limited the freshman class to the same size as UCSB, the retention rate for the 2012 class would have been 90%, just below the UCSB rate of 91.9%.