

1. Most popular undergraduate major areas as of Fall 2023 (in order by enrollment – highest to lowest):

Psychology
Finance
Journalism
Marketing
Computer Science
Exercise Science
Business
Mechanical Engineering
Human Biology
Accounting

2. Student Diversity – Overall, KU students are from 104 Kansas counties, 50 U.S. states, Puerto Rico, Washington D.C., and 119 countries. Undergraduate students are from 101 Kansas counties, 50 U.S. States, Puerto Rico, Washington D.C., and 96 countries.

Source: Analytics, Institutional Research, & Effectiveness