WSU 2013 Public Opinion Survey
OpinionWorks Credentials

• Since 2001
• Utah call centers in Logan, Provo
• Focused on education, health, conservation, public attitudes and behavior
  – State University of New York, Empire State College
  – University of Maryland School of Medicine
  – Utah State Courts
  – Salt Lake County Recycling Office
  – *The Baltimore Sun* newspaper
  – Humboldt General Hospital, Winnemucca, NV
  – United States Fish & Wildlife Service
Measure perceptions of Weber State and competitive institutions in primary market draw area and among student prospects who have inquired about Weber State.
1. General Population Telephone Survey

- 623 adults in Weber, Davis, Salt Lake Counties
- Randomly-selected
- Interviewed by phone April 1-12, 2013
- Balanced against Census data
- Margin of error ± 3.8%
- 9-minute interview, on average
2. Online Survey of Student Prospects

- 181 students
- Invited from WSU database
- May-June 2013
WSU 2013 Public Opinion Survey
Top-of-Mind Awareness

Q.1 “When you think of the colleges and universities in Utah, which ones come to mind?”
(Open-ended; allow up to five.)
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WSU 2013 Public Opinion Survey
Perceptions of Quality

Q.2 “I would like to list some universities in the area and ask you to rate the overall quality of the education they provide, just based on what you may have heard about them. Please use the scale excellent, very good, good, fair, or poor.” (excellent=5;poor=1)
Q.2 “I would like to list some universities in the area and ask you to rate the overall quality of the education they provide, just based on what you may have heard about them. Please use the scale excellent, very good, good, fair, or poor.”
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What Defines Quality in Universities

Leading Concepts:

1. Solid **academics**
2. Wide/Good **variety** of subjects offered
3. Prospects for **employment** after graduation
   - Quality/Accessibility of faculty
   - Affordability/Value for the money
   - Easy accessibility/Online classes/Location
   - Class size
   - General reputation/Demand/Degree of difficulty getting admitted
   - Campus life

Q.3 “When you think about the quality of these universities, what specific factors make up quality in your mind?”
   (Open-ended)
Q.4 “Could you see yourself or another member of your household attending college at any point in the next several years? (If another member of household): What is their relationship to you?”
Leading Concepts:

1. Get or finish my degree
2. Job/Career prospects
3. Personal betterment

Q.4A “In a sentence or two, what is the main reason you could see yourself attending college?” (Open-ended)
Leading Concepts:

1. Age/Time of life
2. Cost/Affordability
3. Already completed my degree

Q.4A “In a sentence or two, what is the main reason you could not see yourself attending college?” (Open-ended)
Q.12 “Are you familiar with Weber State University?” (If yes): “Would you say you are very familiar, somewhat familiar, or not very familiar with Weber State University?”
### Familiarity with WSU

<table>
<thead>
<tr>
<th>Year</th>
<th>Very familiar</th>
<th>Somewhat familiar</th>
<th>Not very familiar</th>
<th>Not familiar/Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>21%</td>
<td>43%</td>
<td>30%</td>
<td>6%</td>
</tr>
<tr>
<td>2009</td>
<td>21%</td>
<td>42%</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td>1999</td>
<td>13%</td>
<td>30%</td>
<td>37%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Q.12 “Are you familiar with Weber State University?” (If yes): “Would you say you are very familiar, somewhat familiar, or not very familiar with Weber State University?”
WSU 2013 Public Opinion Survey

Impressions of Weber State

Leading Concepts:

1. Easily accessible/Close to home
2. Reasonable cost for a good education
   • Specific programs, especially Nursing
   • Good class sizes
   • Athletics
   • Quality programs
     “Class schedules that work with work schedules.”
     “A good foundation.”

Q.15 “When you think of Weber State University, just based on what you know, what are the main traits or characteristics that first come to mind?” (Open-ended)
Q.13 “Given what you know, how likely would you be to recommend Weber State University to a family member or a close friend?”

69% Likely to Recommend Weber State
Unchanged from 2009
WSU 2013 Public Opinion Survey

Likely to Recommend WSU

Q.13 “Given what you know, how likely would you be to recommend Weber State University to a family member or a close friend?”

83% Likely to Recommend Weber State
Up from 76% in 2009

Student Prospects Online Survey
The Overwhelming Reason:

“I don’t know enough about them.”
Q.21 “In the past few months, can you recall seeing or hearing any advertising messages from Weber State University? I don’t mean news stories, but actual advertising the university might pay for?”

31% of general population surveyed, and 53% of student prospects said WSU’s advertising changed their impression for the better.
Q.18 “Do you think Weber State supports economic development in the local community?”
(If yes): “How specifically are they doing that?”
WSU 2013 Public Opinion Survey

Conclusions

• WSU is in a recognition and quality tier just below the State’s leaders.

• But there is deep appreciation for WSU’s quality education for the money, and broad, practical training for the labor market.

• WSU has held its own since 2009, but there is room to grow the image and reputation.

• Embrace the market niche that emphasizes practical, high-quality education.
Q.21 “In the past few months, can you recall seeing or hearing any advertising messages from Weber State University? I don’t mean news stories, but actual advertising the university might pay for?”
### Student Prospects

#### Where Prospects Would Look for Info

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Answering 4 or 5 (5=would definitely)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The school’s website</td>
<td>96%</td>
</tr>
<tr>
<td>Ask someone I know</td>
<td>90%</td>
</tr>
<tr>
<td>Printed materials from the school</td>
<td>78%</td>
</tr>
<tr>
<td>Email from the school</td>
<td>40%</td>
</tr>
<tr>
<td>The school’s Facebook page</td>
<td>15%</td>
</tr>
<tr>
<td>YouTube</td>
<td>12%</td>
</tr>
<tr>
<td>The school’s Twitter feed</td>
<td>5%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4%</td>
</tr>
</tbody>
</table>

Q.10 “If you were checking out a college or university, where would you look for information about them?”
(5=would definitely look at this; 1=would definitely not look at this)