

VII. STANDING COMMITTEES

A. Academic and Student Affairs Committee

Public Opinion Poll Results

For information only.
Material will be distributed at the meeting.

Public Opinion Research

University of Washington



MOORE INFORMATION
OPINION RESEARCH • STRATEGIC ANALYSIS

**Cocker
Fennessy**

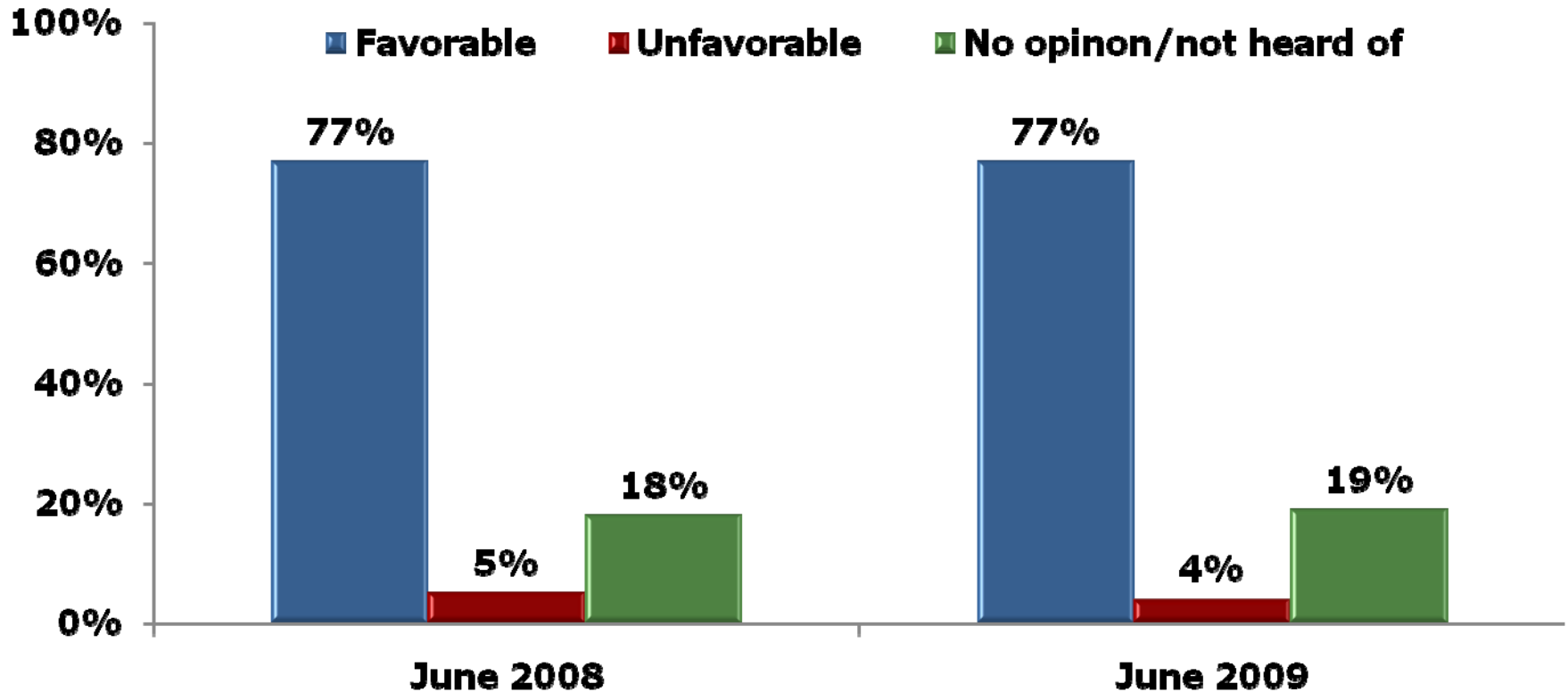
General Overview

An annual assessment of current public views of the University of Washington

- Initial baseline study was completed in 2008
- Used to inform decisions and frame communications
- Conducted for UW by a partnership of Cocker Fennessy Inc. & Moore Information Inc.
- Telephone survey of a representative sample of 500 voters statewide
- Focus groups and other qualitative interviews help inform the survey
- Typically completed in June each year

UW Image Remains Widely Positive

"In general, do you have a very favorable, a somewhat favorable, a somewhat unfavorable, or very unfavorable opinion of the University of Washington?"



Opinions of UW

Most impressed with UW (very favorable)

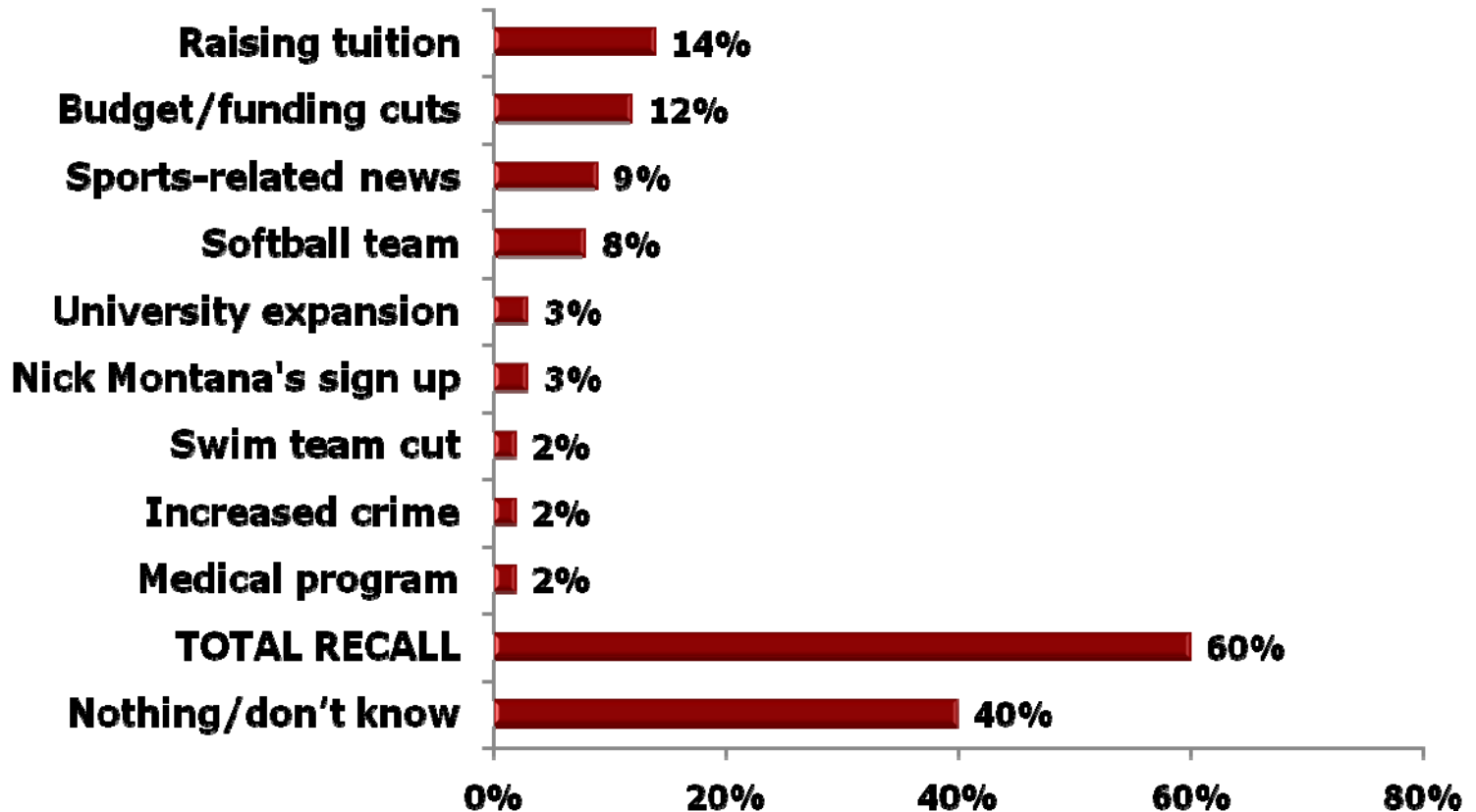
- ❑ Those who feel a connection to UW
- ❑ Seniors (age 65+)
- ❑ Western Washington residents outside Central Puget Sound Region
- ❑ Long-time WA residents

Least likely to have an opinion of UW

- ❑ Lower income voters (<\$75K)
- ❑ No connection with UW
- ❑ 0-15 years education
- ❑ Newer state residents
- ❑ Reside outside King County

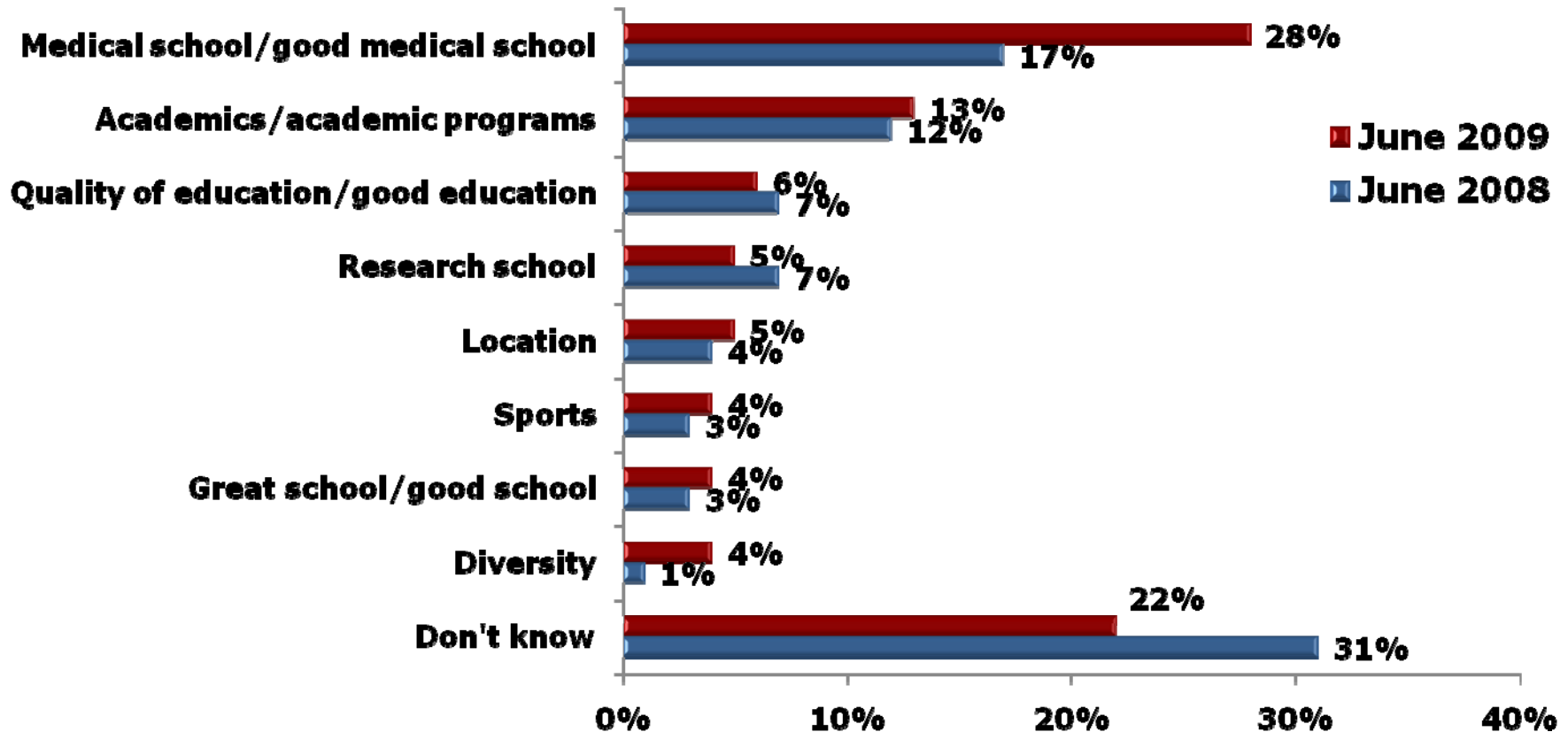
Recall of Key Issues

"In the past few months, what have you seen, read, or heard in the news about the University of Washington?"



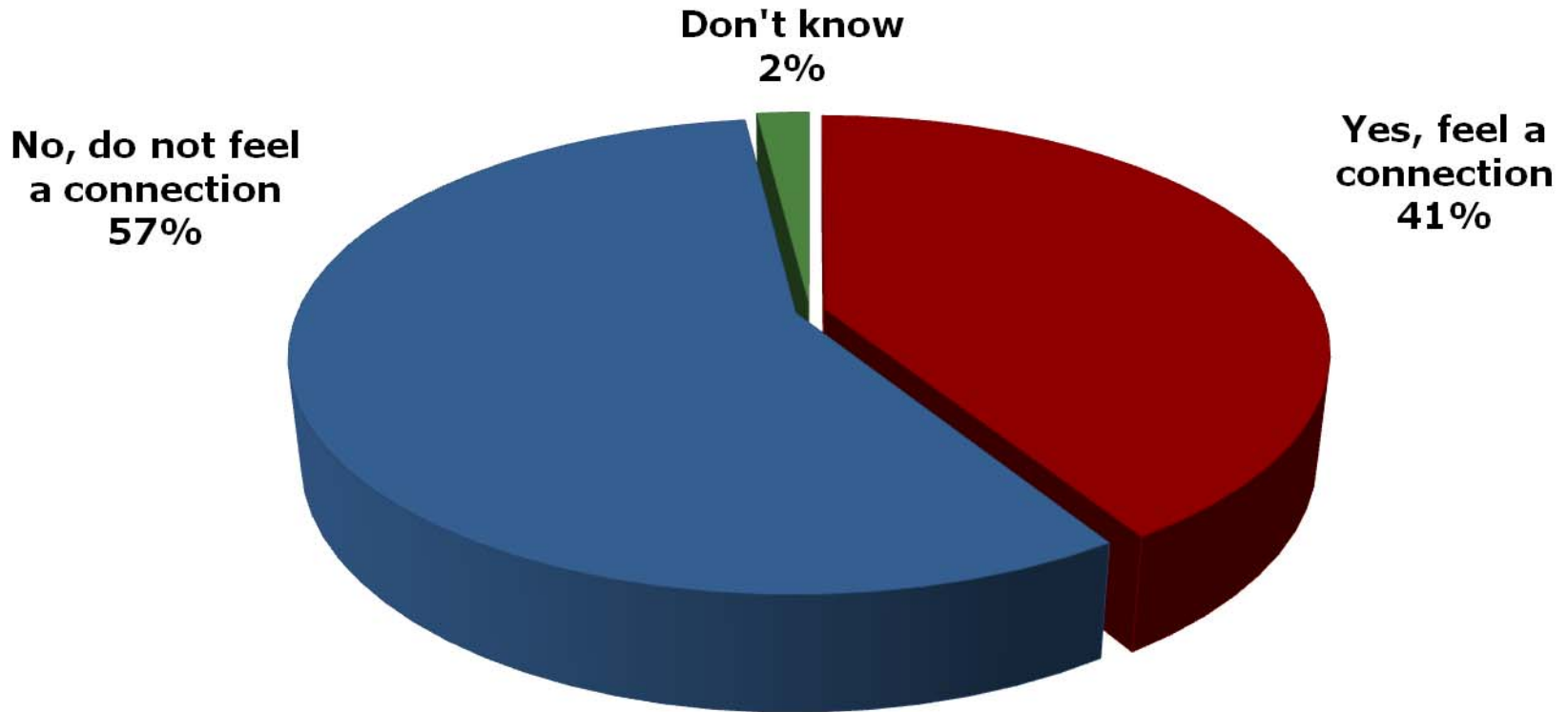
Medical School Seen as UW's Biggest Strength

"What do you think are the major strengths of the University of Washington?"



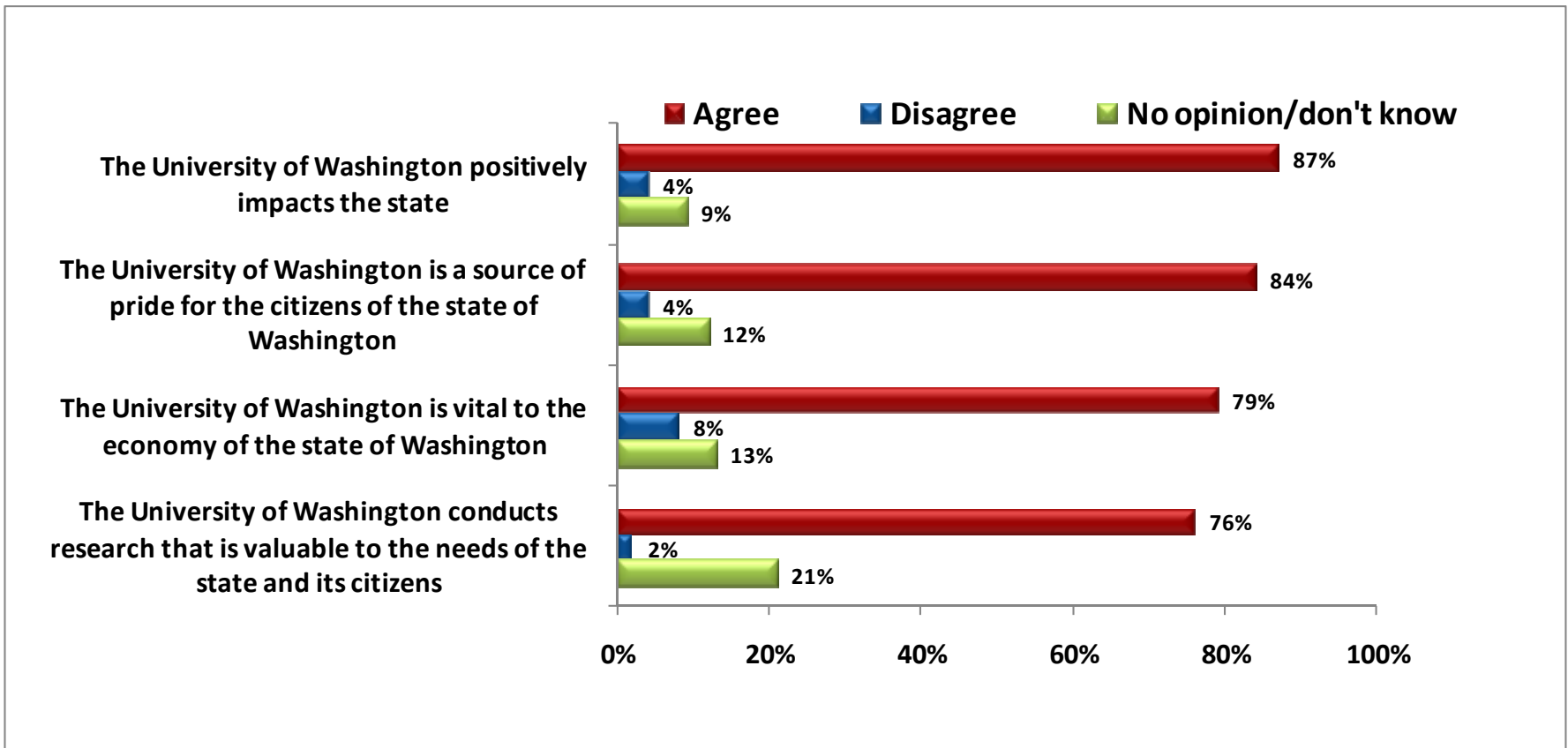
Four-in-Ten Have a Connection to UW

"Do you feel you have a connection to the University of Washington, or not?"



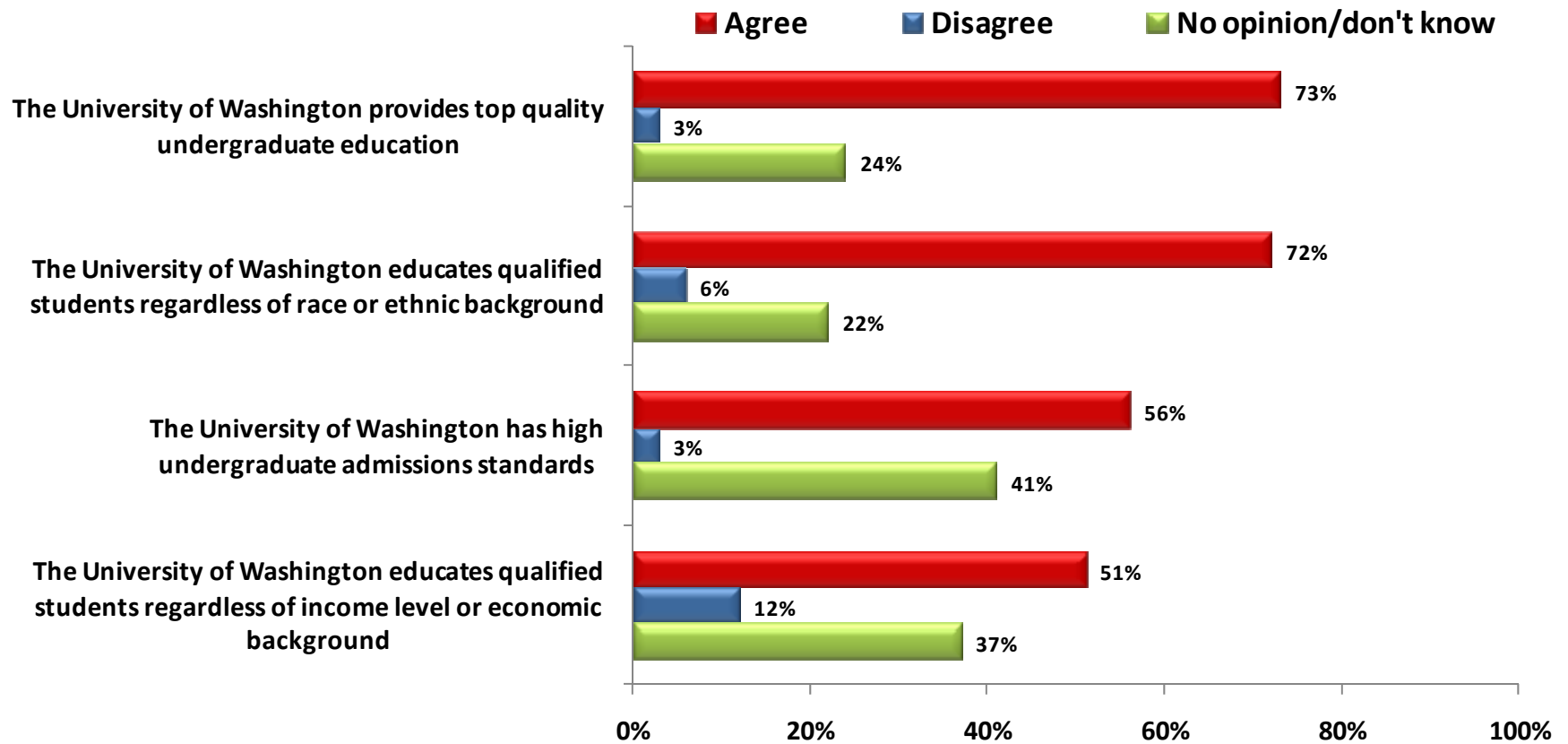
UW Themes and Messages

"Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement."



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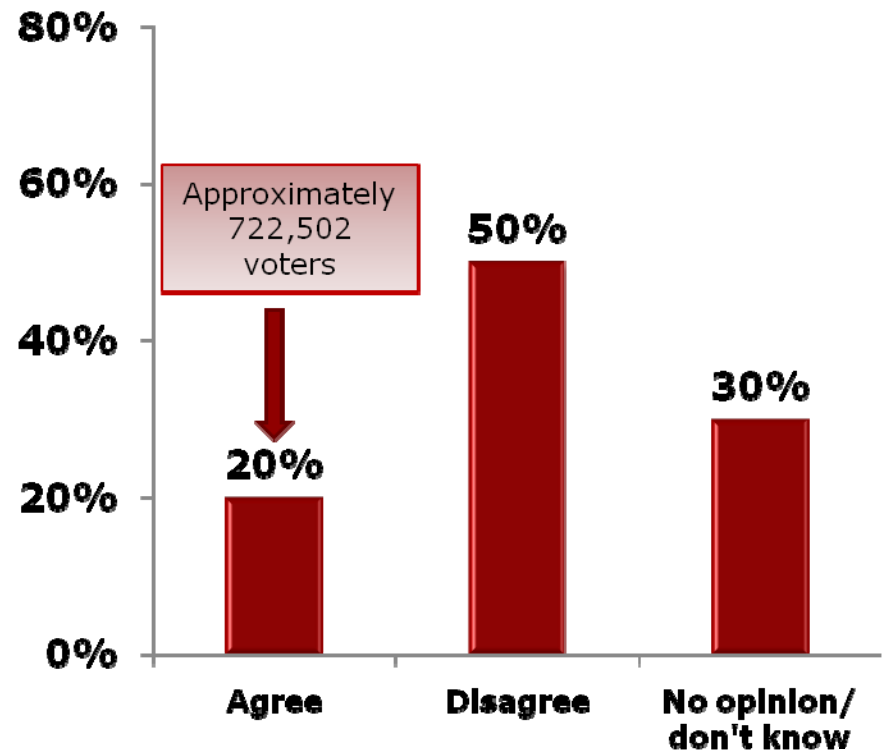
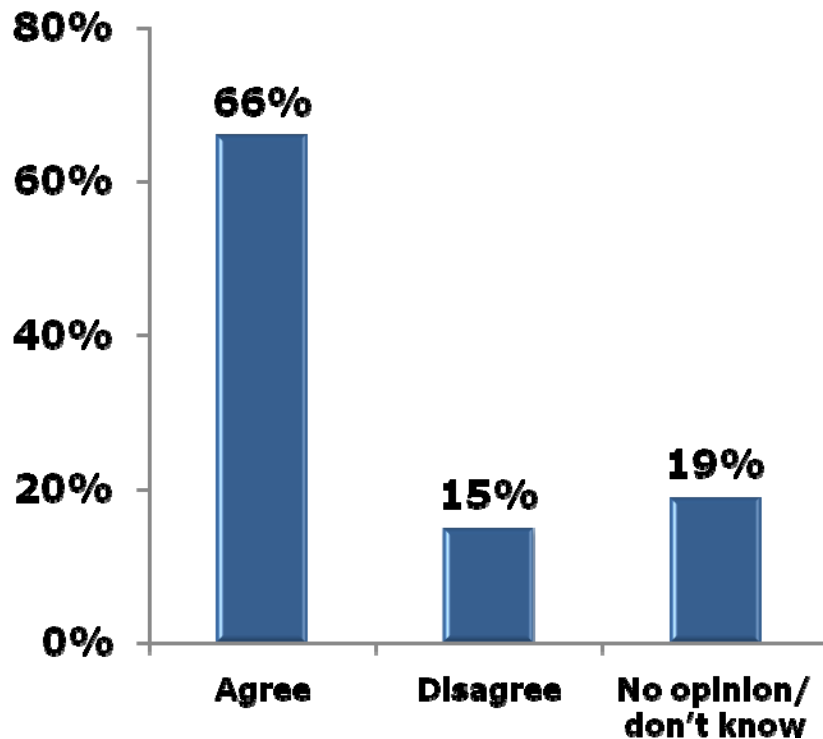
UW Research, Quality of Education & Ethnic Diversity

	Strongly agree 2008	Strongly agree 2009	Net Shift
The University of Washington conducts research that is valuable to the needs of the state and its citizens	56%	46%	-10%
The University of Washington provides top quality undergraduate education	53%	41%	-12%
The University of Washington educates qualified students regardless of race or ethnic background	56%	48%	-8%

UW is Perceived by Many as an Elite Institution, But Not “Elitist”

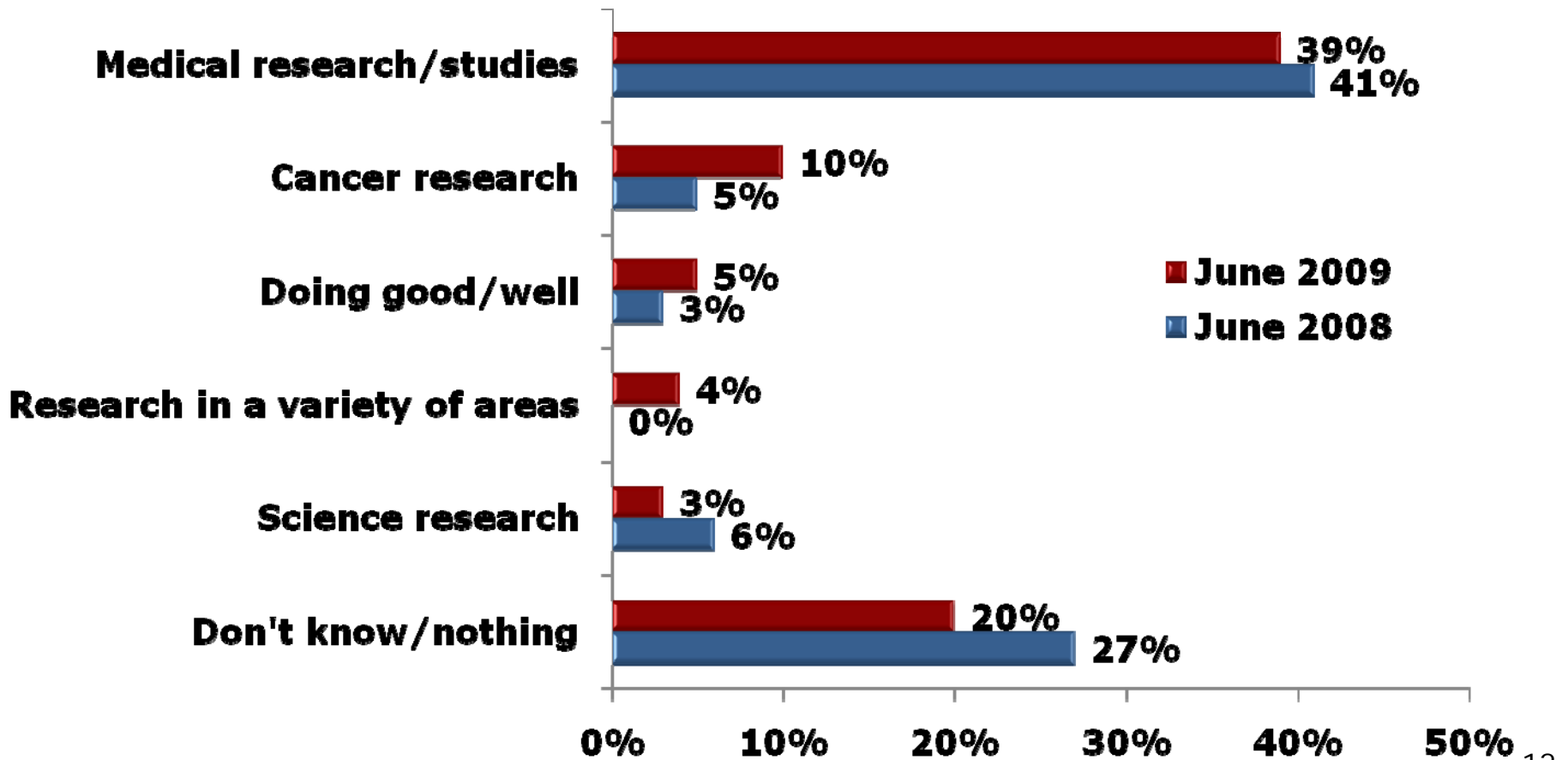
“The University of Washington is an elite university.”

“The University of Washington is elitist and arrogant in its attitudes.”



University Research

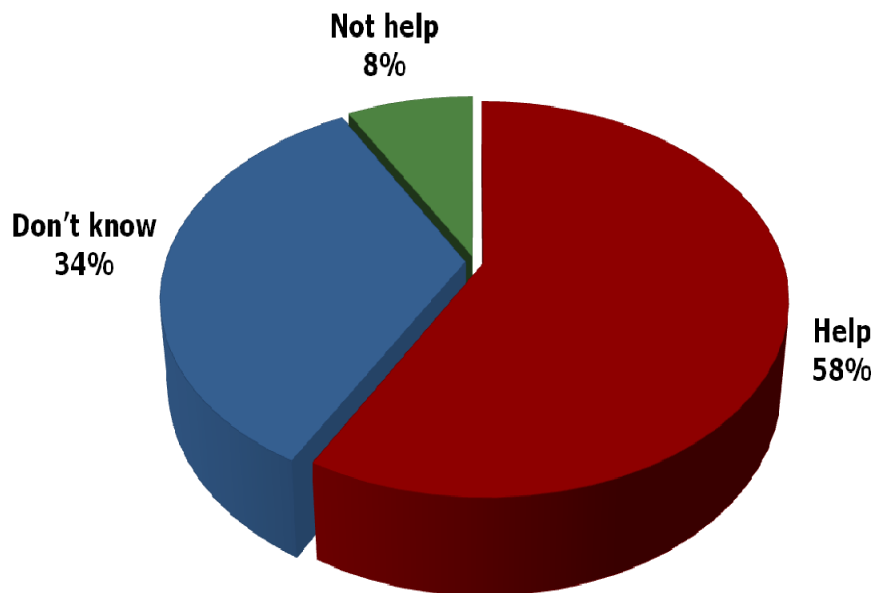
“What is the first thing you think of when someone says ‘research at University of Washington?’”



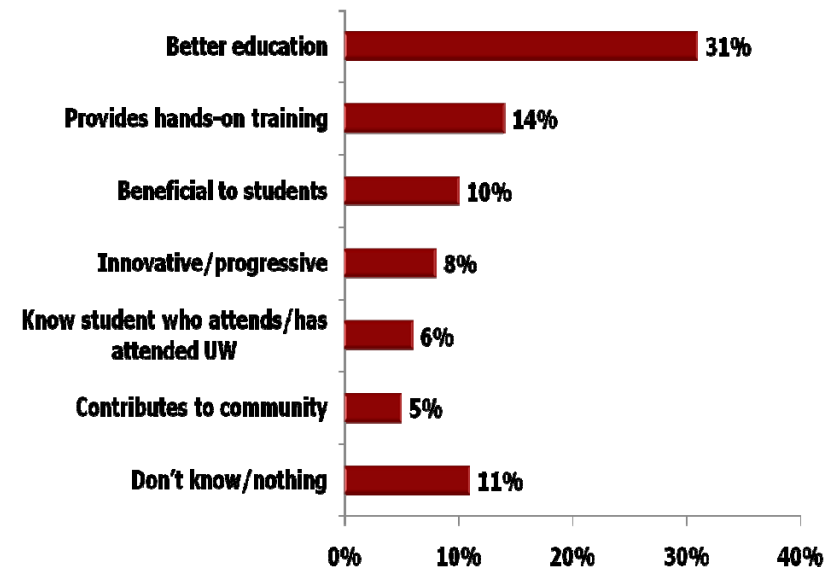
UW Research & the Undergraduate Experience

"In your opinion, does research at the University of Washington help the undergraduate educational experience at the University of Washington, or not?"

Does it help?

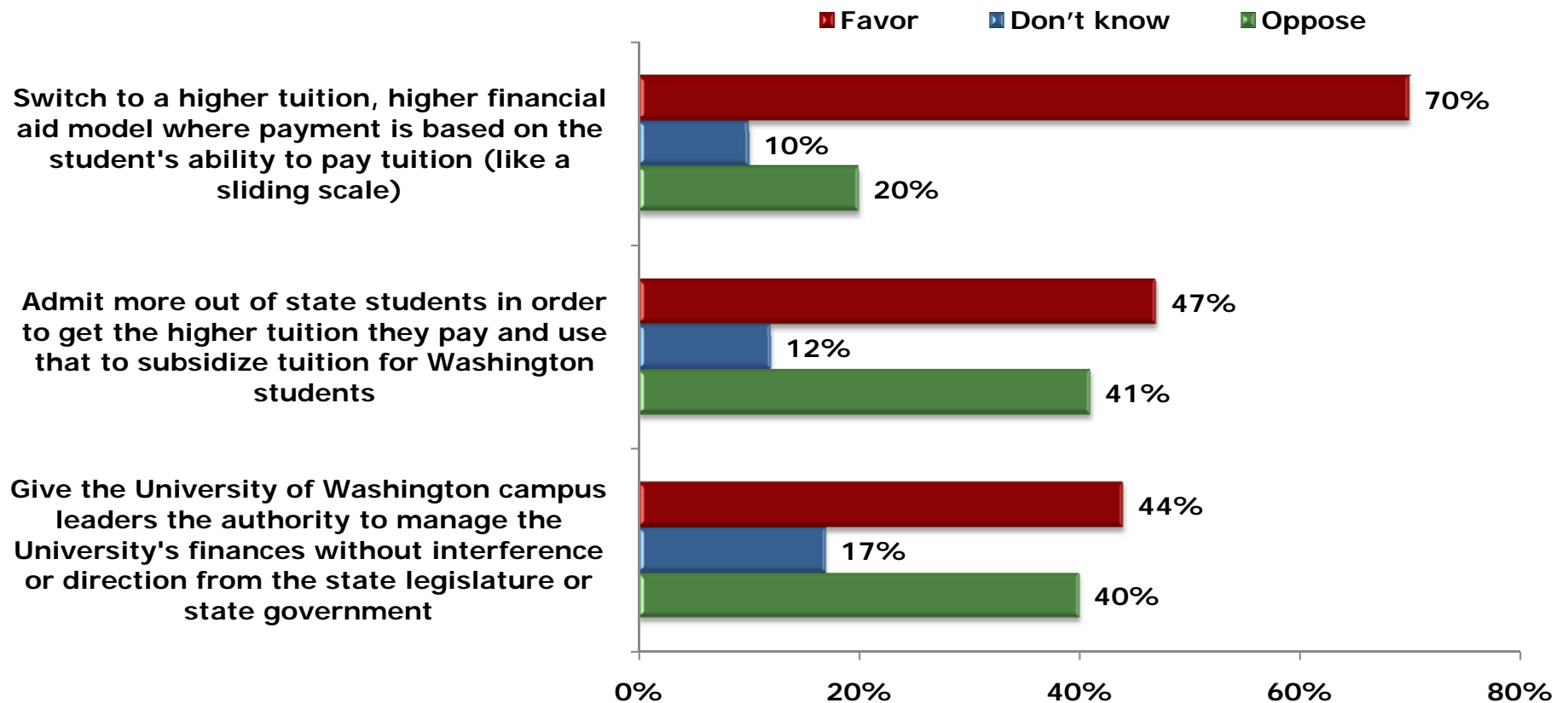


Why?



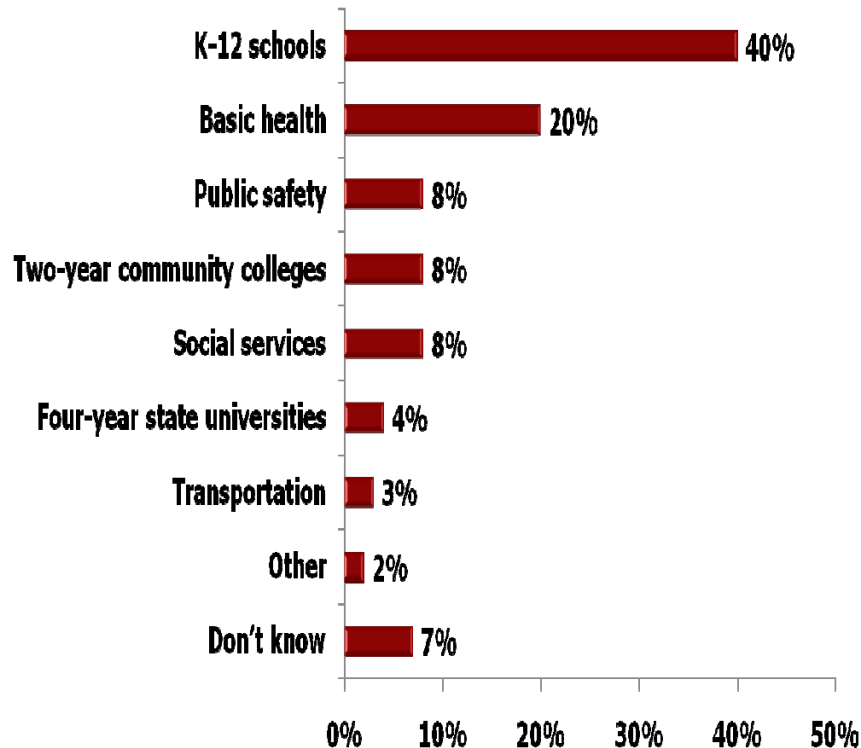
Alternate Budget Solutions

"Here are some proposals to help the University of Washington address budget cuts. Please tell me if you favor or oppose each."



Priorities for Public Funding

"In these difficult times when the state is looking at prioritizing what can and cannot be funded, which one of the following do you think should receive highest priority for funding?"



For comparison, here is what voters said a decade ago...

Education in K-12	40%
Job Training, etc.	27%
Health Coverage	26%
Crime Prevention	25%
Roads & Highways	25%
Child Care Subsidies	18%
State Colleges & Universities	13%
Other	2%

Source: Boeing Company public opinion survey 1998