VII. STANDING COMMITTEES

A. Academic and Student Affairs Committee

Public Opinion Poll Results

For information only.
Material will be distributed at the meeting.
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
“In general, do you have a very favorable, a somewhat favorable, a somewhat unfavorable, or very unfavorable opinion of the University of Washington?”

- **June 2008**
  - Favorable: 77%
  - Unfavorable: 5%
  - No opinion/not heard of: 18%

- **June 2009**
  - Favorable: 77%
  - Unfavorable: 4%
  - No opinion/not heard of: 19%
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?”

- Raising tuition: 14%
- Budget/funding cuts: 12%
- Sports-related news: 9%
- Softball team: 8%
- University expansion: 3%
- Nick Montana’s sign up: 3%
- Swim team cut: 2%
- Increased crime: 2%
- Medical program: 2%
- TOTAL RECALL: 60%
- Nothing/don’t know: 40%
Medical School Seen as UW’s Biggest Strength

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

- Medical school/good medical school: 28% (June 2009), 17% (June 2008)
- Academics/academic programs: 13% (June 2009), 12% (June 2008)
- Quality of education/good education: 7% (June 2009), 6% (June 2008)
- Research school: 7% (June 2009), 5% (June 2008)
- Location: 5% (June 2009), 4% (June 2008)
- Sports: 3% (June 2009), 4% (June 2008)
- Great school/good school: 4% (June 2009), 3% (June 2008)
- Diversity: 4% (June 2009), 1% (June 2008)
- Don’t know: 31% (June 2009), 22% (June 2008)
Four-in-Ten Have a Connection to UW

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

- Yes, feel a connection: 41%
- No, do not feel a connection: 57%
- Don't know: 2%
UW Themes and Messages

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

- The University of Washington positively impacts the state: 87%
- The University of Washington is a source of pride for the citizens of the state of Washington: 84%
- The University of Washington is vital to the economy of the state of Washington: 79%
- The University of Washington conducts research that is valuable to the needs of the state and its citizens: 76%
Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

- The University of Washington provides top quality undergraduate education: Agree 73%, Disagree 24%, No opinion/don't know 3%
- The University of Washington educates qualified students regardless of race or ethnic background: Agree 72%, Disagree 22%, No opinion/don't know 6%
- The University of Washington has high undergraduate admissions standards: Agree 56%, Disagree 22%, No opinion/don't know 3%
- The University of Washington educates qualified students regardless of income level or economic background: Agree 51%, Disagree 37%, No opinion/don't know 12%
## UW Research, Quality of Education & Ethnic Diversity

<table>
<thead>
<tr>
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<th>Strongly agree 2008</th>
<th>Strongly agree 2009</th>
<th>Net Shift</th>
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<tbody>
<tr>
<td>The University of Washington conducts research that is valuable to the needs of the state and its citizens</td>
<td>56%</td>
<td>46%</td>
<td>-10%</td>
</tr>
<tr>
<td>The University of Washington provides top quality undergraduate education</td>
<td>53%</td>
<td>41%</td>
<td>-12%</td>
</tr>
<tr>
<td>The University of Washington educates qualified students regardless of race or ethnic background</td>
<td>56%</td>
<td>48%</td>
<td>-8%</td>
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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’?”

- Medical research/studies
  - June 2009: 41%
  - June 2008: 39%
- Cancer research
  - June 2009: 10%
  - June 2008: 5%
- Doing good/well
  - June 2009: 5%
  - June 2008: 3%
- Research in a variety of areas
  - June 2009: 0%
  - June 2008: 4%
- Science research
  - June 2009: 3%
  - June 2008: 6%
- Don't know/nothing
  - June 2009: 20%
  - June 2008: 27%
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?**

- Help: 58%
- Don’t know: 34%
- Not help: 8%

**Why?**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Better education</td>
<td>31%</td>
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<tr>
<td>Provides hands-on training</td>
<td>14%</td>
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<tr>
<td>Beneficial to students</td>
<td>10%</td>
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<tr>
<td>Innovative/progressive</td>
<td>8%</td>
</tr>
<tr>
<td>Know student who attends/has attended UW</td>
<td>6%</td>
</tr>
<tr>
<td>Contributes to community</td>
<td>5%</td>
</tr>
<tr>
<td>Don’t know/nothing</td>
<td>11%</td>
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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.”

- **Switch to a higher tuition, higher financial aid model where payment is based on the student's ability to pay tuition (like a sliding scale):**
  - Favor: 70%
  - Don't know: 10%
  - Oppose: 20%

- **Admit more out of state students in order to get the higher tuition they pay and use that to subsidize tuition for Washington students:**
  - Favor: 47%
  - Don't know: 12%
  - Oppose: 41%

- **Give the University of Washington campus leaders the authority to manage the University’s finances without interference or direction from the state legislature or state government:**
  - Favor: 44%
  - Don't know: 17%
  - Oppose: 40%
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