VII. STANDING COMMITTEES

A. Academic and Student Affairs Committee

   In Joint Session With

B. Finance, Audit and Facilities Committee

Public Opinion Research Results

INFORMATION ONLY

The Public Opinion Research project, led by External Affairs, is aimed at assessing Washington voter opinions about the UW on current issues and to track longer term trends. The results are used to inform strategic direction and to help frame internal and external communications. Cocker Fennessy, Inc. of Seattle and Moore Information, Inc. of Portland conducted the qualitative and quantitative research respectively. Anne Fennessy (Partner, Cocker Fennessy) and Bob Moore (President, Moore Information) will present the results.

Attachment
Public Opinion Research Results: Slides to be projected
2010 Overall Research Objectives

- Assess current public views of UW
- Measure against the 2008 and 2009 baselines
- Inform UW decisions
- Frame communications
“In general, do you have a very favorable, a somewhat favorable, a somewhat unfavorable, or very unfavorable opinion of the University of Washington? If you have no opinion or have never heard of the University, just say so.” (Q1)

- **June 2008:**
  - Very favorable: 43%
  - Favorable: 18%
  - Unfavorable: 5%
  - No opinion/not heard of: 22%

- **June 2009:**
  - Very favorable: 77%
  - Favorable: 19%
  - Unfavorable: 4%
  - No opinion/not heard of: 7%

- **June 2010:**
  - Very favorable: 72%
  - Favorable: 22%
  - Unfavorable: 7%
  - No opinion/not heard of: 5%
UW Image: 
Key Subgroup Highlights

Most impressed with UW (very favorable)
- Those who feel a connection to UW
- College grads
- Seniors
- Long-time WA residents
- Annual HH income of $50K - $99K

Least likely to have an opinion of UW
- Central and SW WA residents (Yakima and Portland TV Market counties)
- Annual HH income of less than $50K
- No connection with UW
- 0-12 years education
- Resided in WA less than 15 years
Major Strengths of the UW

“Which of the following do you think are the major strengths of the University of Washington?”
(Q2, ACCEPT TWO RESPONSES)

- Medical school: 37%
- Quality of education provided: 27%
- Research: 23%
- Breadth of academic programs: 19%
- Location: 11%
- Sports/athletics: 10%
- Don’t know: 15%
“Do you feel you have a connection to the University of Washington, or not?” (Q51)

- **Yes, feel a connection**: 41% in June 2009, 38% in June 2010
- **Don't know**: 2% in June 2009, 3% in June 2010
- **No, do not feel a connection**: 57% in June 2009, 59% in June 2010
Connections to the UW

IF HAVE A CONNECTION WITH UW IN Q51: “What is that connection?” (Q52, N=191)

- Know someone connected to the University: 43% (June 2010), 50% (June 2009)
- Attended the University: 26% (June 2010), 23% (June 2009)
- Attend sporting events: 23% (June 2010), 24% (June 2009)
- Student at the University: 17% (June 2010), 17% (June 2009)
- Close to campus/from the area: 16% (June 2010), 17% (June 2009)
- Receive medical care: 16% (June 2010), 17% (June 2009)
- Word of mouth: 15% (June 2010), 22% (June 2009)
- Attend artistic/cultural events: 12% (June 2010), 12% (June 2009)
- Make charitable contributions to the University: 9% (June 2010), 9% (June 2009)
- Have worked with the University (for example, vendor, business relationship): 9% (June 2010), 6% (June 2009)
- Current or former employee of the University: 6% (June 2010), 6% (June 2009)
Most Agree They Get Something Out of the UW

“Do you agree or disagree that you get something out of the University of Washington whether you attend the University or not?” (Q46)

- Agree: 78%
- Don't know: 8%
- Disagree: 14%
“Now I am going to read a few statements about the University of Washington. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. If you don’t know or have no opinion, just say so.”

- **The UW positively impacts the state (Q12)**
  - Agree: 90%
  - Disagree: 2%

- **The UW is a source of pride for the citizens of the state of Washington (Q6)**
  - Agree: 87%
  - Disagree: 4%

- **The UW has a responsibility to support its graduates in career planning and job search preparation (Q19)**
  - Agree: 83%
  - Disagree: 5%

- **The UW is vital to the economy of the state of Washington (Q8)**
  - Agree: 81%
  - Disagree: 6%

- **The UW provides students the opportunities to develop into responsible members of the local and global community (Q17)**
  - Agree: 80%
  - Disagree: 5%
Statements About the UW

The UW conducts research that is valuable to the needs of the state and its citizens (Q9)

The UW plays an important role in creating innovations that help society (Q18)

The UW provides top quality graduate education (Q5)

The UW provides top quality undergraduate education (Q3)

The UW is a premier, national and global university (Q11)

The UW educates qualified students regardless of race or ethnic background (Q7)
Statements About the UW

The UW positively impacts your community (Q13)
- Agree: 72%
- Disagree: 13%

The UW is doing a good job of improving the health and well-being of people here and around the world (Q15)
- Agree: 70%
- Disagree: 5%

The UW has a focus on environmental research and developing new solutions to environmental challenges (Q16)
- Agree: 54%
- Disagree: 4%

The UW positively impacts you and your family (Q14)
- Agree: 53%
- Disagree: 28%

The UW educates qualified students regardless of income level or economic background (Q4)
- Agree: 52%
- Disagree: 12%

The UW is elitist and arrogant in its attitudes (Q20)
- Agree: 42%
- Disagree: 30%
UW Perceived More Responsive to Ethnic Diversity than to Financial Diversity

“The University of Washington educates qualified students regardless of race or ethnic background.” (Q7)

“The University of Washington educates qualified students regardless of income level or economic background.” (Q4)
Public Equally Impressed with Quality of UW Graduate and Undergraduate Education

“The University of Washington provides top quality graduate education.” (Q5)

75%

Agree | Disagree | No opinion/don't know

2%

23%

“The University of Washington provides top quality undergraduate education.” (Q3)

74%

Agree | Disagree | No opinion/don't know

3%

23%
## Statements About the UW: 2008 - 2010 (% Agree)

<table>
<thead>
<tr>
<th>Statement</th>
<th>June 2008</th>
<th>June 2009</th>
<th>June 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University of Washington positively impacts the state</td>
<td>89%</td>
<td>87%</td>
<td>90%</td>
</tr>
<tr>
<td>The University of Washington is a source of pride for the citizens of the state of Washington</td>
<td>87%</td>
<td>84%</td>
<td>87%</td>
</tr>
<tr>
<td>The University of Washington is vital to the economy of the state of Washington</td>
<td>80%</td>
<td>79%</td>
<td>81%</td>
</tr>
<tr>
<td>The University of Washington conducts research that is valuable to the needs of the state and its citizens</td>
<td>82%</td>
<td>76%</td>
<td>77%</td>
</tr>
<tr>
<td>The University of Washington provides top quality undergraduate education</td>
<td>78%</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>The University of Washington educates qualified students regardless of race or ethnic background</td>
<td>80%</td>
<td>72%</td>
<td>72%</td>
</tr>
<tr>
<td>The University of Washington educates qualified students regardless of income level or economic background</td>
<td>56%</td>
<td>51%</td>
<td>52%</td>
</tr>
</tbody>
</table>
IS UW Perceived as “Elitist” and “Arrogant?”
2009 vs. 2010

“The University of Washington is elitist and arrogant in its attitudes.” (Q20)
“Are you aware or not aware that the University of Washington helps to generate jobs for almost 70,000 people in the state of Washington?” (Q26)

- Yes, aware: 41%
- No, not aware: 56%
- Don't know: 3%
“What do you think are the costs of tuition and fees for one year of undergraduate education at the University of Washington for an in-state student?”* (Q27)

*2008 question language did not include qualifier for “in-state students”
Wide Support for the Husky Promise

“As you may be aware, the Husky Promise Program pays full tuition and fees for Washington students from low-income and lower-middle income families that are admitted to the University of Washington. In general, do you favor or oppose programs like this?” (Q29)
Funding Husky Athletics

“Are you aware that Husky athletics is a self-sustaining department, and uses no taxpayer dollars?” (Q38)

- Yes, aware: 33%
- No, not aware: 64%
- Don't know: 3%
Research and Discoveries at UW: 2008 - 2010

“What is the first thing you think of when someone says ‘research and discoveries at the University of Washington’?” (Q39)

<table>
<thead>
<tr>
<th>Category</th>
<th>2008*</th>
<th>2009*</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical research/advancement</td>
<td>41%</td>
<td>39%</td>
<td>29%</td>
</tr>
<tr>
<td>Cancer research and development</td>
<td>5%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Innovative research solutions</td>
<td>--</td>
<td>--</td>
<td>7%</td>
</tr>
<tr>
<td>Medical school</td>
<td>--</td>
<td>--</td>
<td>6%</td>
</tr>
<tr>
<td>Experimentation</td>
<td>--</td>
<td>--</td>
<td>3%</td>
</tr>
<tr>
<td>Scientific studies</td>
<td>6%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Environmental</td>
<td>4%</td>
<td>**</td>
<td>2%</td>
</tr>
<tr>
<td>Good school</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Veterinary field/animal science</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>None/nothing/refused</td>
<td>7%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>27%</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

*Question wording in 2008 and 2009 was slightly different – did not say “discoveries”

** Less than one-half of one percent
Voters Perceive UW Research as Beneficial to the State in Many Ways

“As you may know, the University of Washington is a major research university. What, in your opinion, is the major benefit of this for the state of Washington?” (Q40)

- Helps economy/brings in money: 24% (June 2010), 23% (June 2009)
- Improves medicine and health care: 17% (June 2010), 24% (June 2009)
- Well-trained students: 8% (June 2010), 10% (June 2009)
- Helps quality of life: 4% (June 2010), 7% (June 2009)
- Attracts new business/job creation: 5% (June 2010), 4% (June 2009)
- Improves reputation: 5% (June 2010), 6% (June 2009)
- Increases learning/knowledge: 2% (June 2010), 2% (June 2009)
- Helpful/good: 2% (June 2010), 3% (June 2009)
- Don't have to outsource/local: 2% (June 2010), *less than one-half of one percent (June 2009)
- Don't know/nothing: 26% (June 2010), 26% (June 2009)
State Funding Priorities

“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?” (Q41)
"Now here are some proposals to help the University of Washington address budget cuts. Please tell me if you favor or oppose each."

- **Give the university more control over its business operations so they can be managed more efficiently (Q44)**
  - Favor: 71%
  - Don’t know: 15%
  - Oppose: 14%

- **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) (Q42)**
  - Favor: 70%
  - Don’t know: 10%
  - Oppose: 21%

- **Admit more out of state students in order to get the higher tuition they pay and use that to subsidize tuition for Washington students (Q43)**
  - Favor: 41%
  - Don’t know: 11%
  - Oppose: 48%
## Addressing Budget Issues: 2009 vs. 2010

### 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)

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favor</td>
<td>70%</td>
<td>70%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Oppose</td>
<td>20%</td>
<td>21%</td>
</tr>
</tbody>
</table>

### Admit more out of state students in order to get the higher tuition they pay and use that to subsidize tuition for Washington residents

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favor</td>
<td>47%</td>
<td>41%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Oppose</td>
<td>41%</td>
<td>48%</td>
</tr>
</tbody>
</table>
“Washington is one of only three states in the nation where the state legislature sets tuition. Would you favor or oppose giving the University authority to set tuition, within some parameters?” (Q45)
Focus Group

Conducted two focus groups with South King County residents.

Topics:
- Image and perceptions of UW, students, alumni and faculty
- Understanding of who attends UW
- Awareness of Husky Promise program
- Response to statements about UW

Full report available.
Themes - Strengths

Positive perceptions and attitudes towards the UW

- First-rate educational and research institution
- Outstanding medical services and research
- More “elite” than “elitist”
- Value the UW in the region
- 70,000 jobs - believable and compelling
Quotes

Graduates stay in Washington State and start businesses, or work for businesses that we have here. Therefore, perpetuate the economic success for our state.

The area becomes more diverse and brings people from different backgrounds together in an intellectual setting.
Themes - Challenges

- Positive, but “detached” attitudes
- Growing concern about access (academic and economic)
- Some perceptions of arrogance (alumni, students and staff)
- Supportive but slightly skeptical about Husky Promise program
- Want to hear about benefits not raising funds/tuition
The UW should be open to all economic backgrounds if the student qualifies.

You either have to be like really rich and get good grades or you have to be really low income with good grades.

(Husky Promise) Sounds good on paper but is probably just PR.
I’ve lived here my whole life and I didn’t know about a lot of the good things they are doing.

Let us know what they’re about, what they stand for and what they’re doing for the community.

It’s always about bad things. Haven’t heard benefits or things that would get me excited about the University.
Discussion