

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

Public Opinion Research

University of Washington



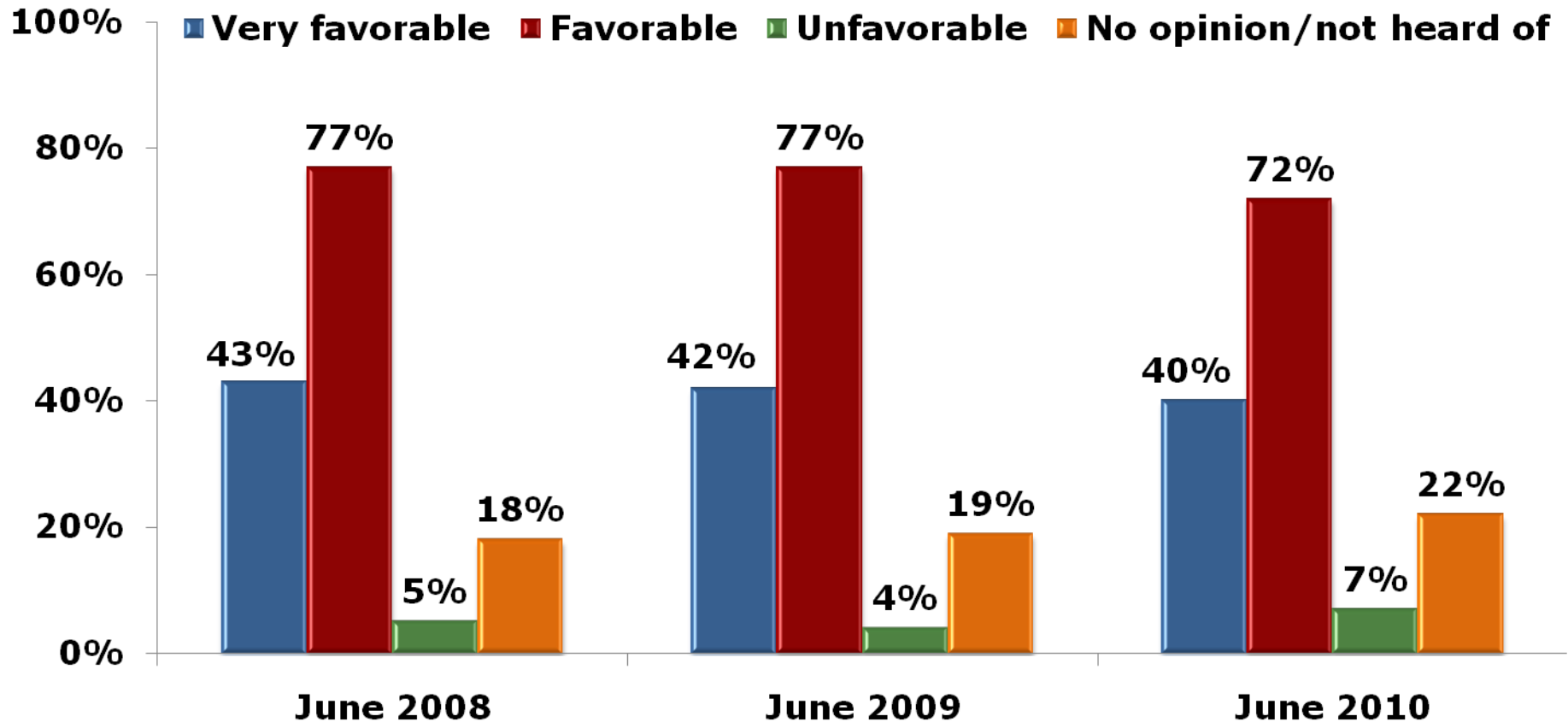
2010 Overall Research Objectives



- Assess current public views of UW
- Measure against the 2008 and 2009 baselines
- Inform UW decisions
- Frame communications

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? If you have no opinion or have never heard of the University, just say so.” (Q1)



UW Image: Key Subgroup Highlights

Most impressed with UW (very favorable)

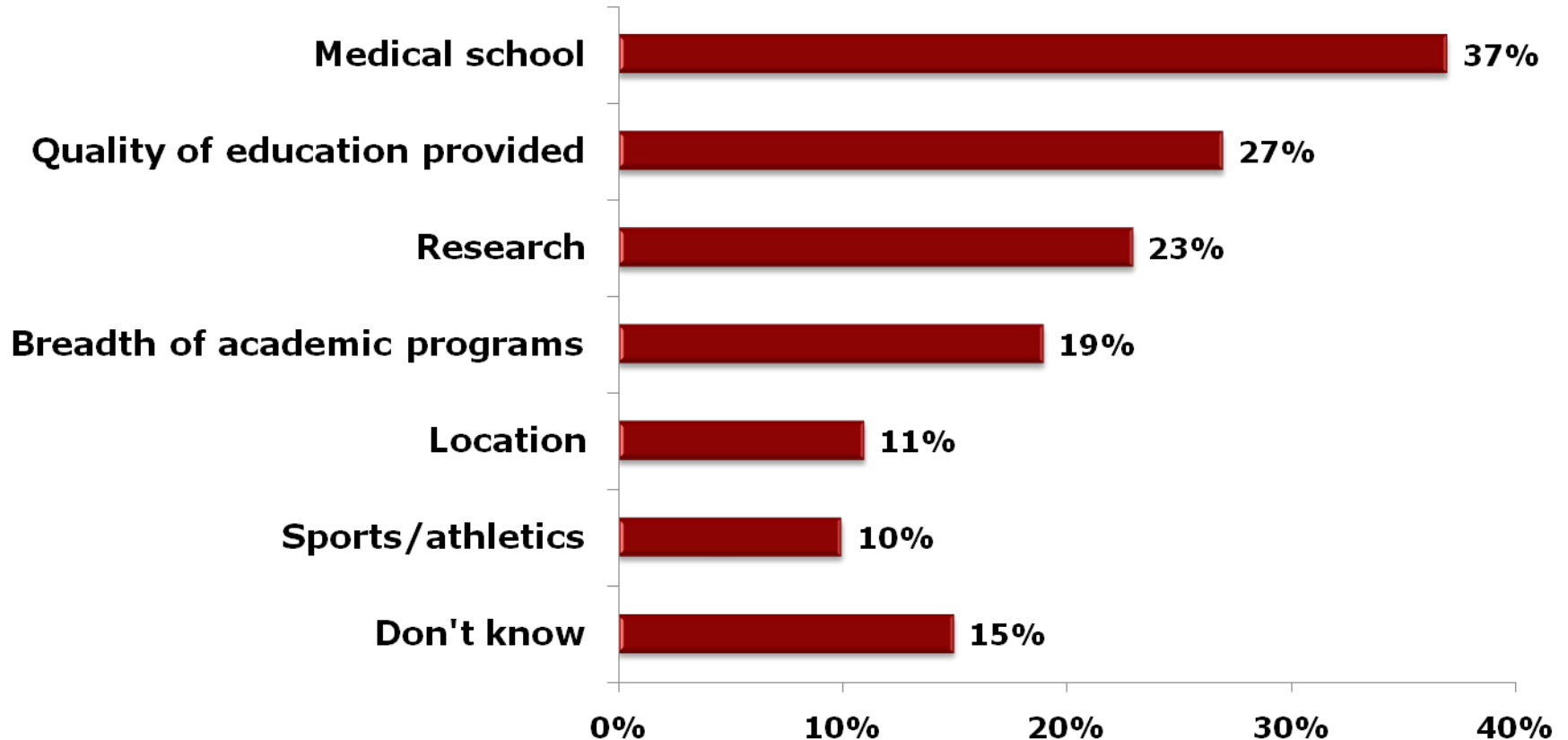
- ❑ Those who feel a connection to UW
- ❑ College grads
- ❑ Seniors
- ❑ Long-time WA residents
- ❑ Annual HH income of \$50K - \$99K

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

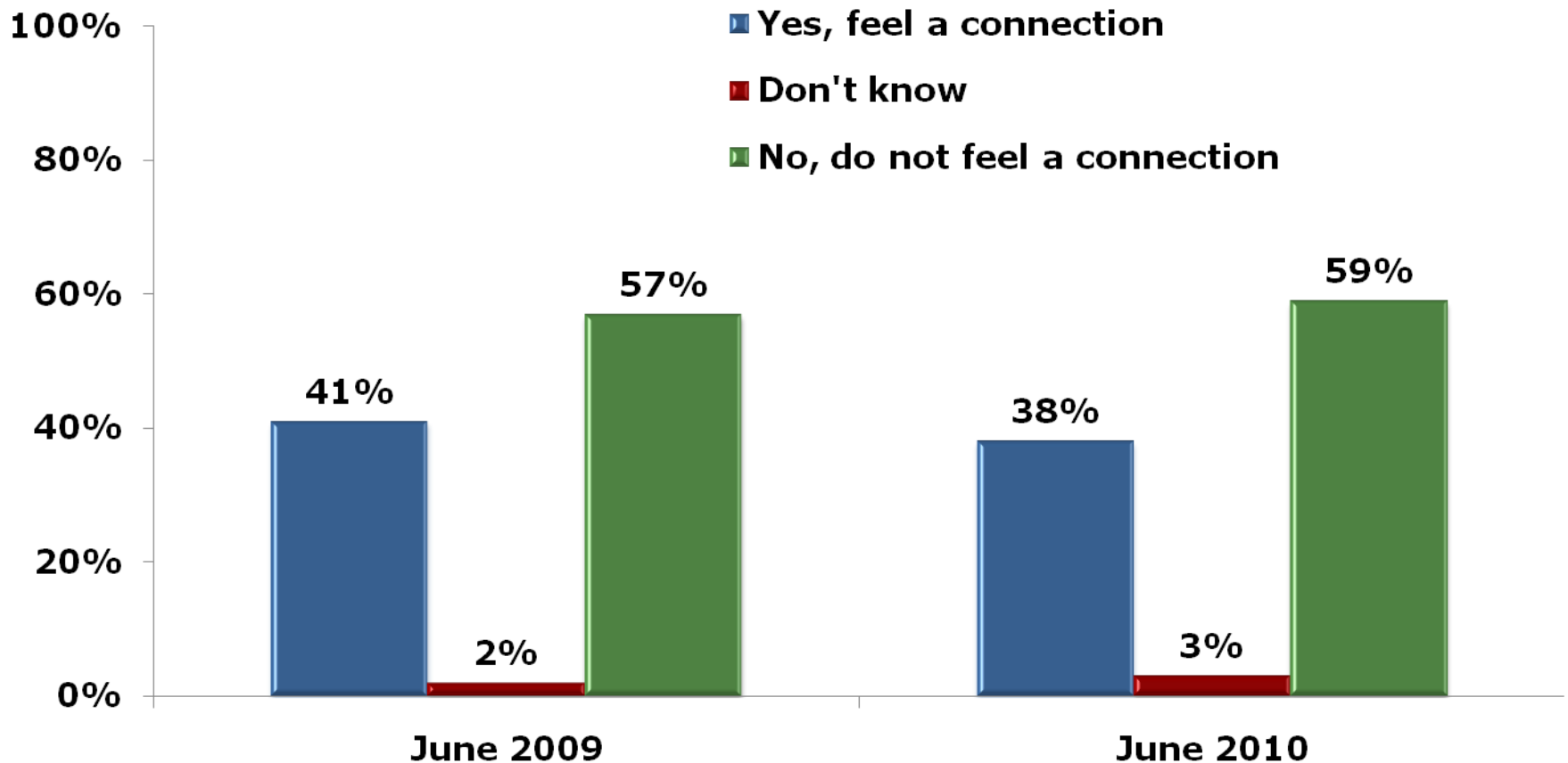
Major Strengths of the UW

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



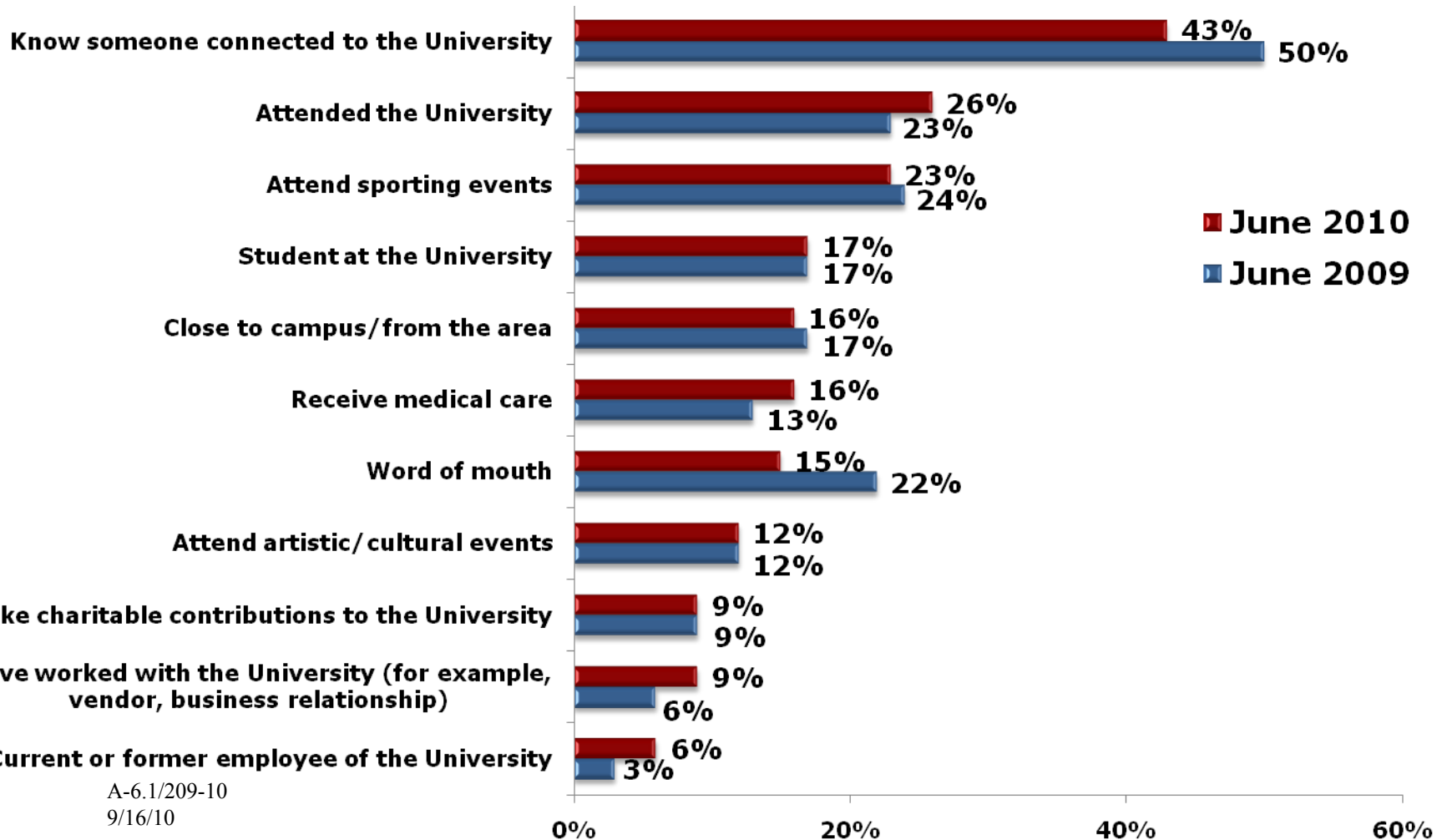
Personal Connections to the UW

“Do you feel you have a connection to the University of Washington, or not?” (Q51)



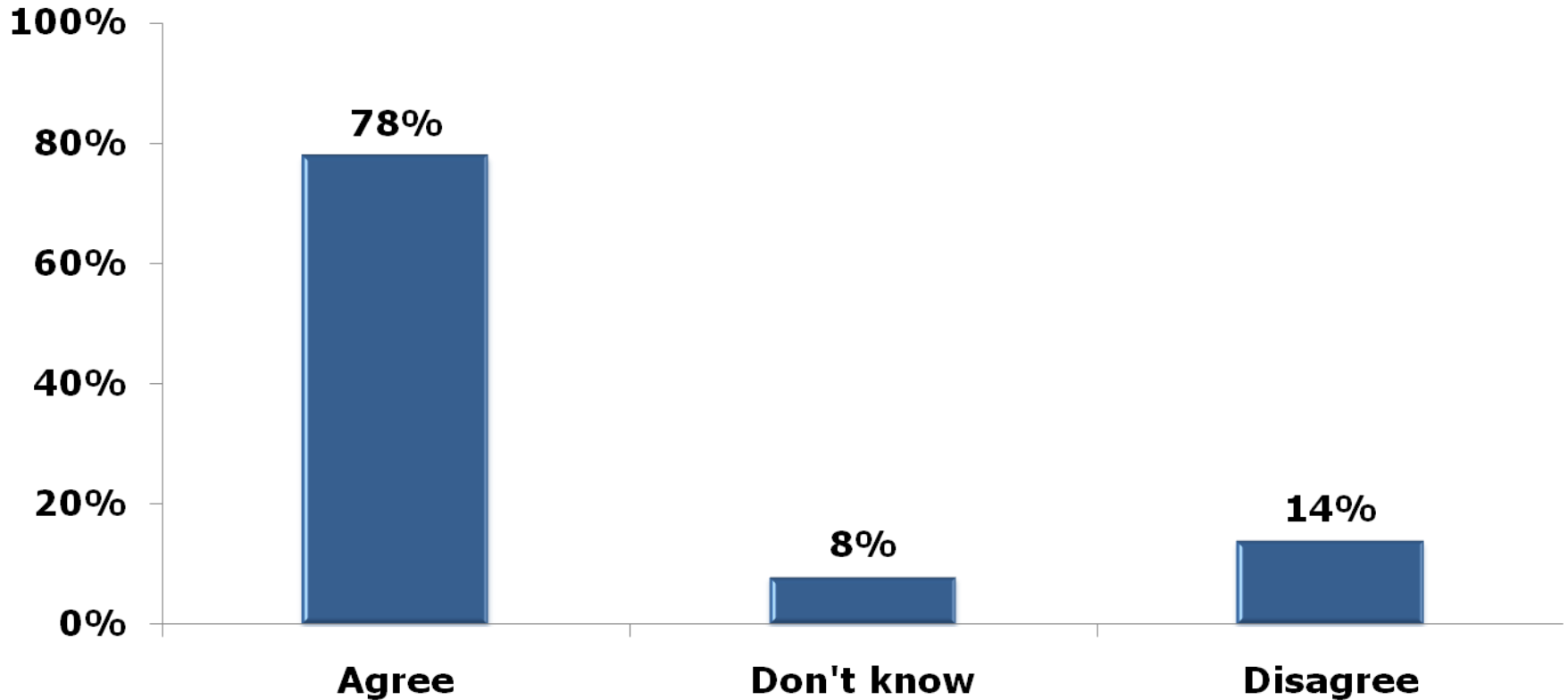
Connections to the UW

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



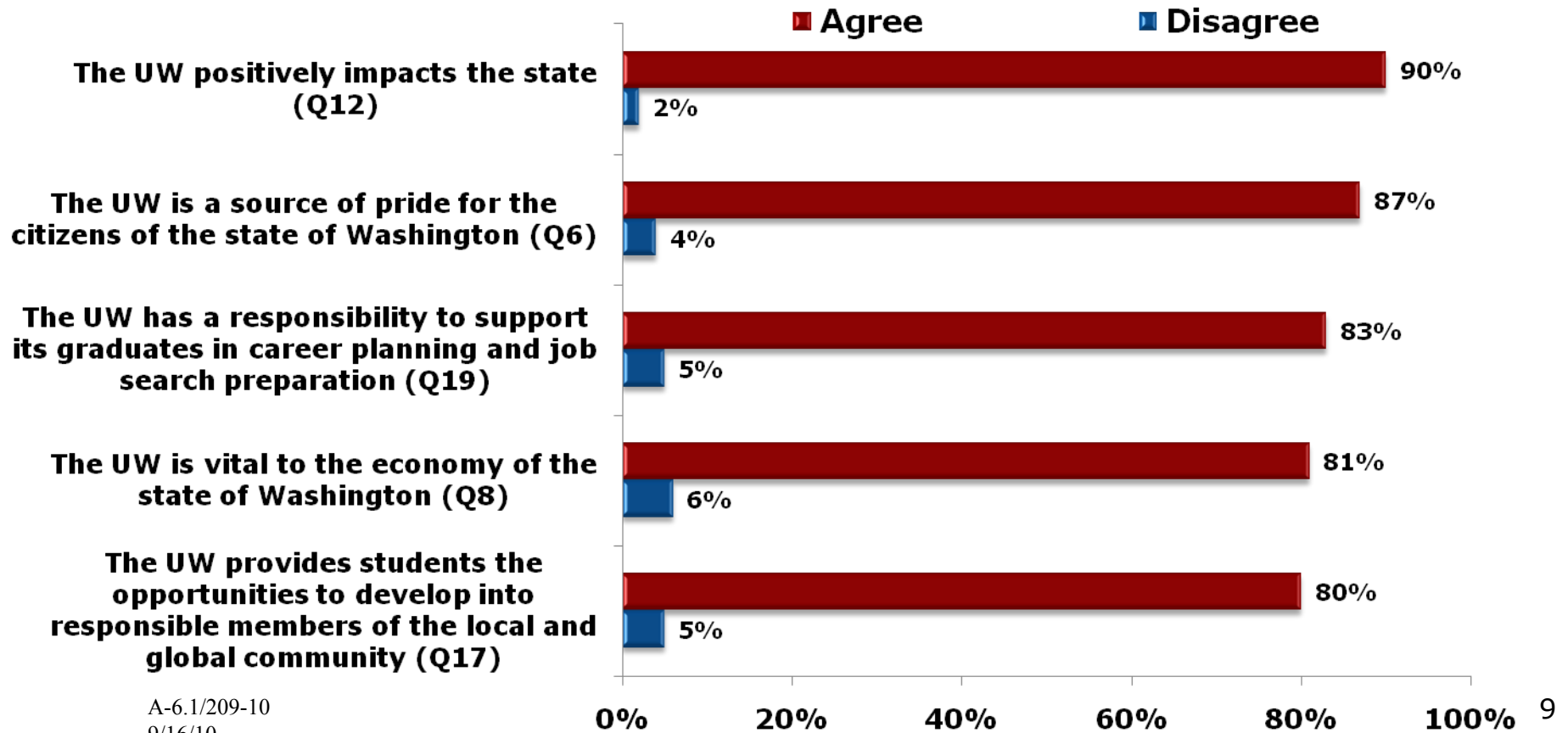
Most Agree They Get Something Out of the UW

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

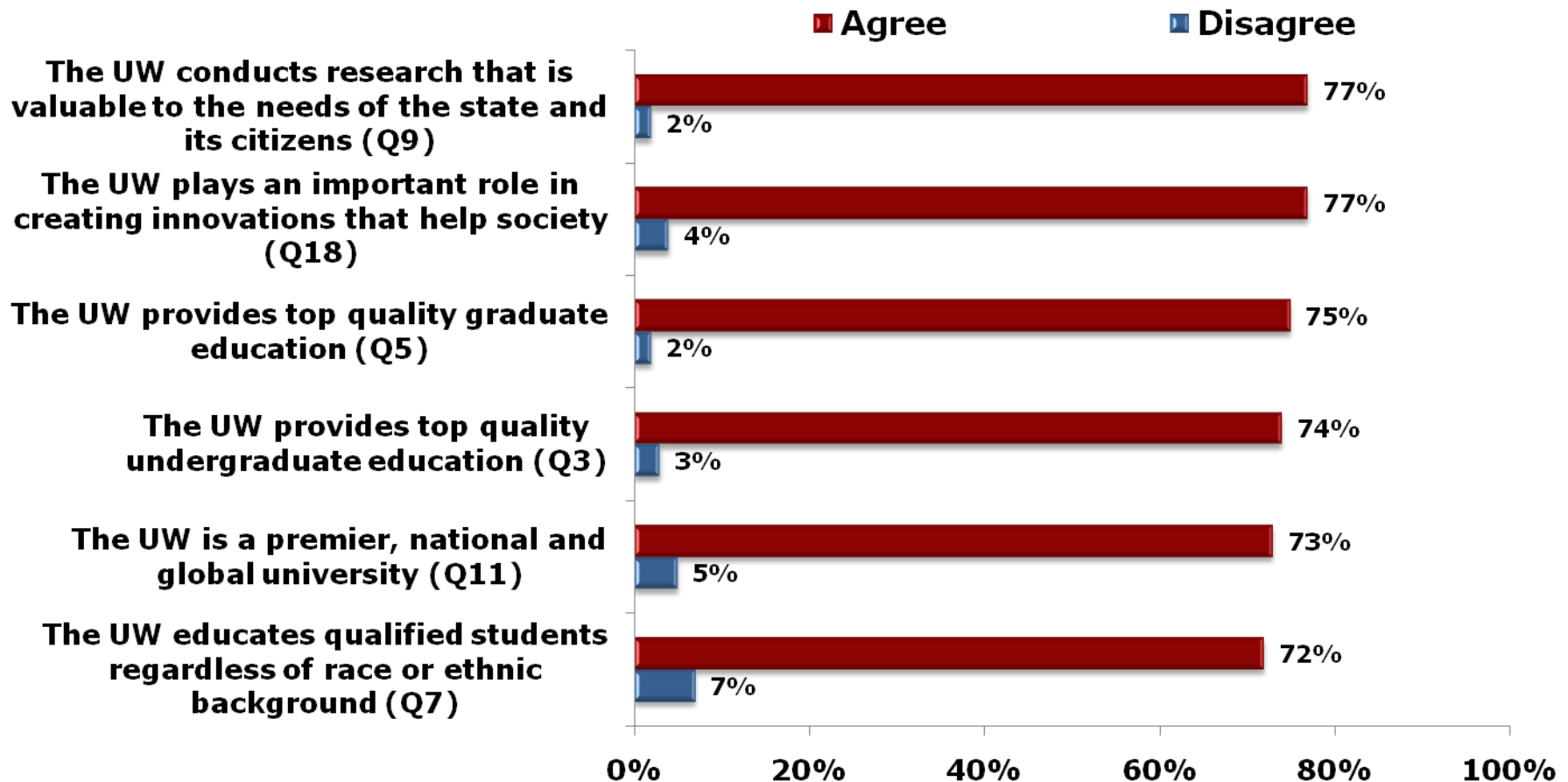


Statements About the UW

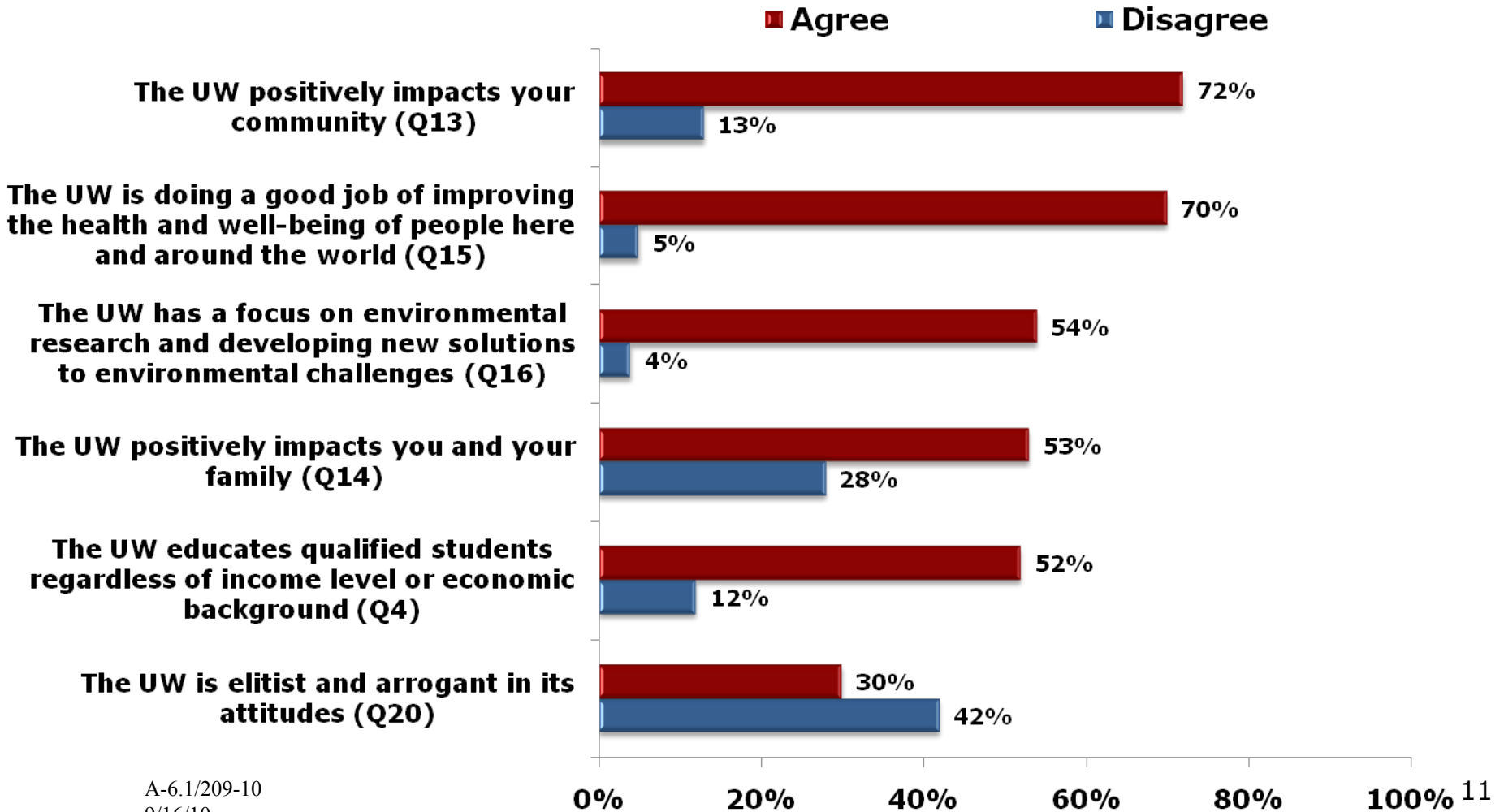
“Now I am going to read a few statements about the University of Washington. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. If you don’t know or have no opinion, just say so.”



Statements About the UW



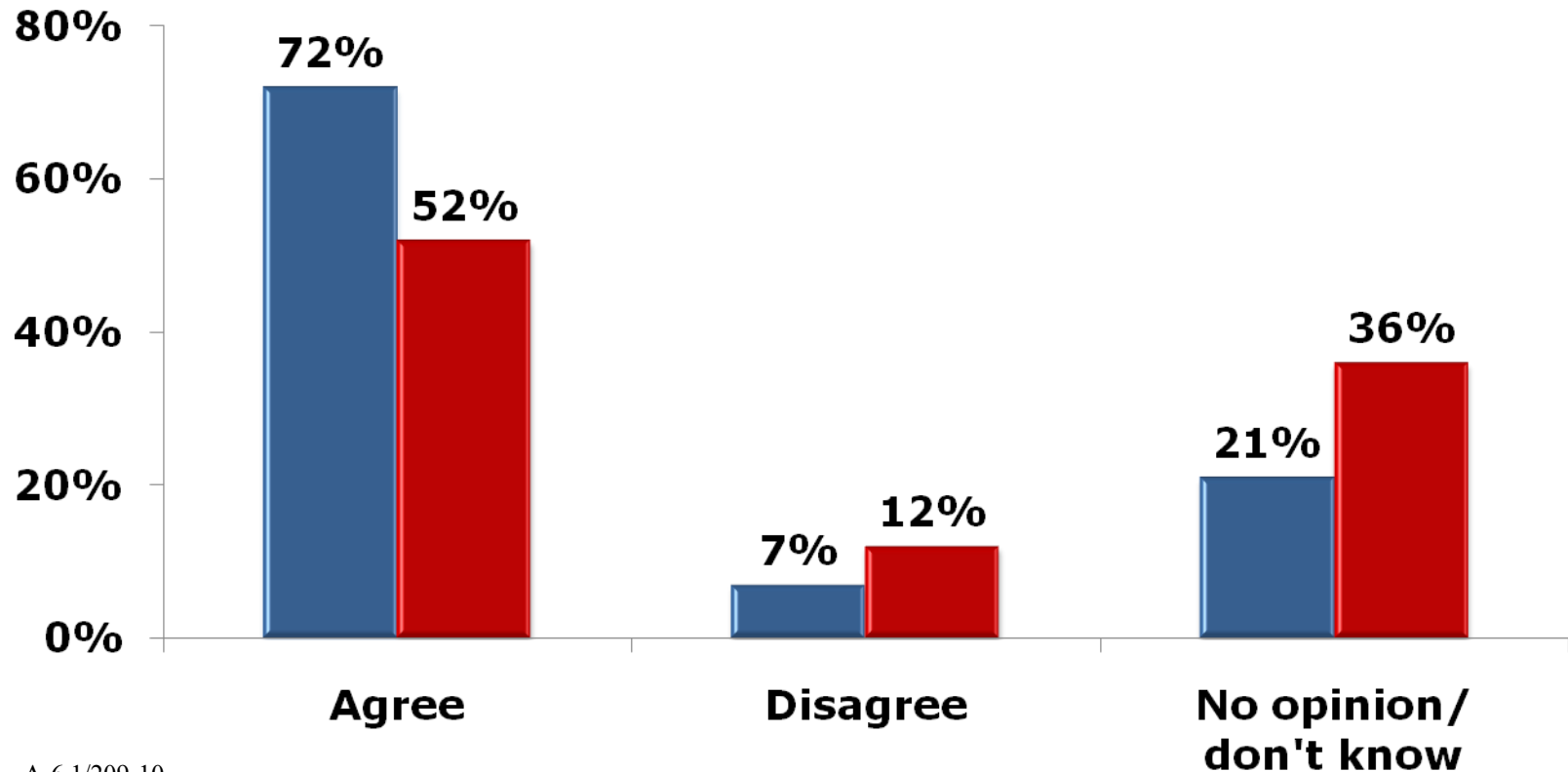
Statements About the UW



UW Perceived More Responsive to Ethnic Diversity than to Financial Diversity

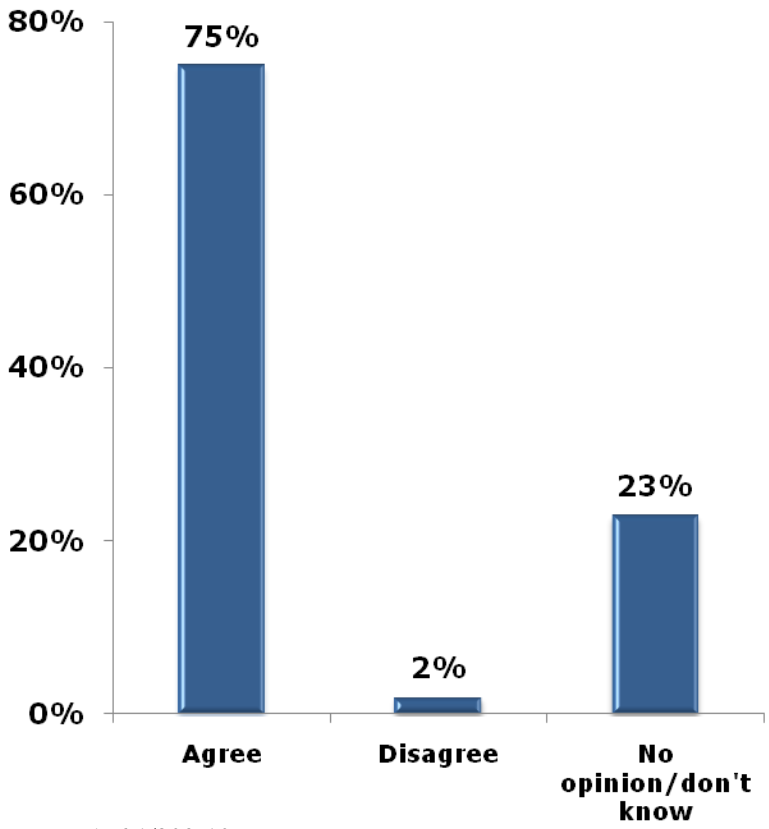
"The University of Washington educates qualified students regardless of race or ethnic background." (Q7)

"The University of Washington educates qualified students regardless of income level or economic background." (Q4)

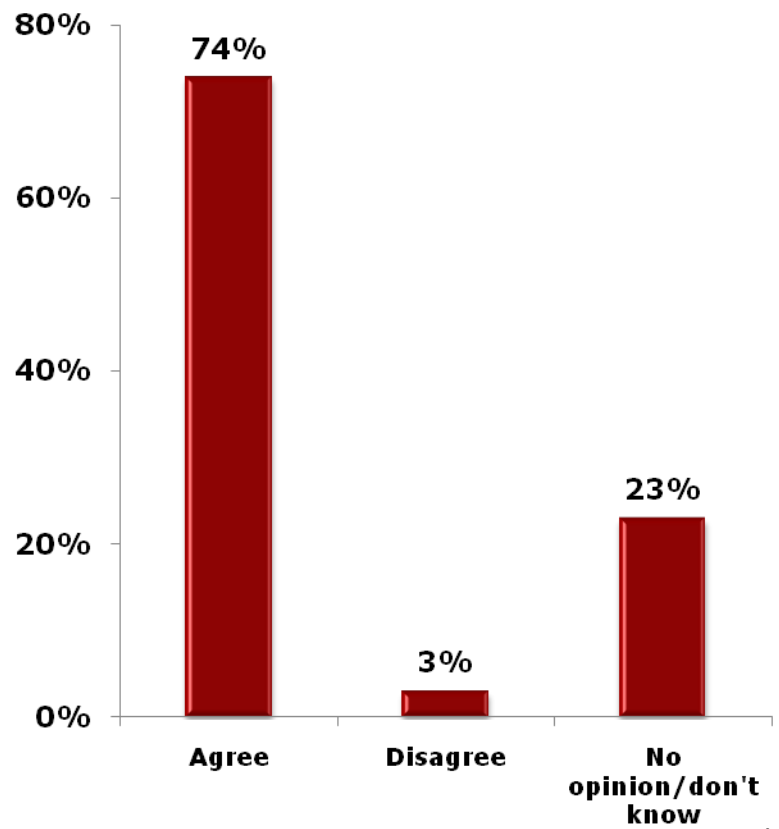


Public Equally Impressed with Quality of UW Graduate and Undergraduate Education

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



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



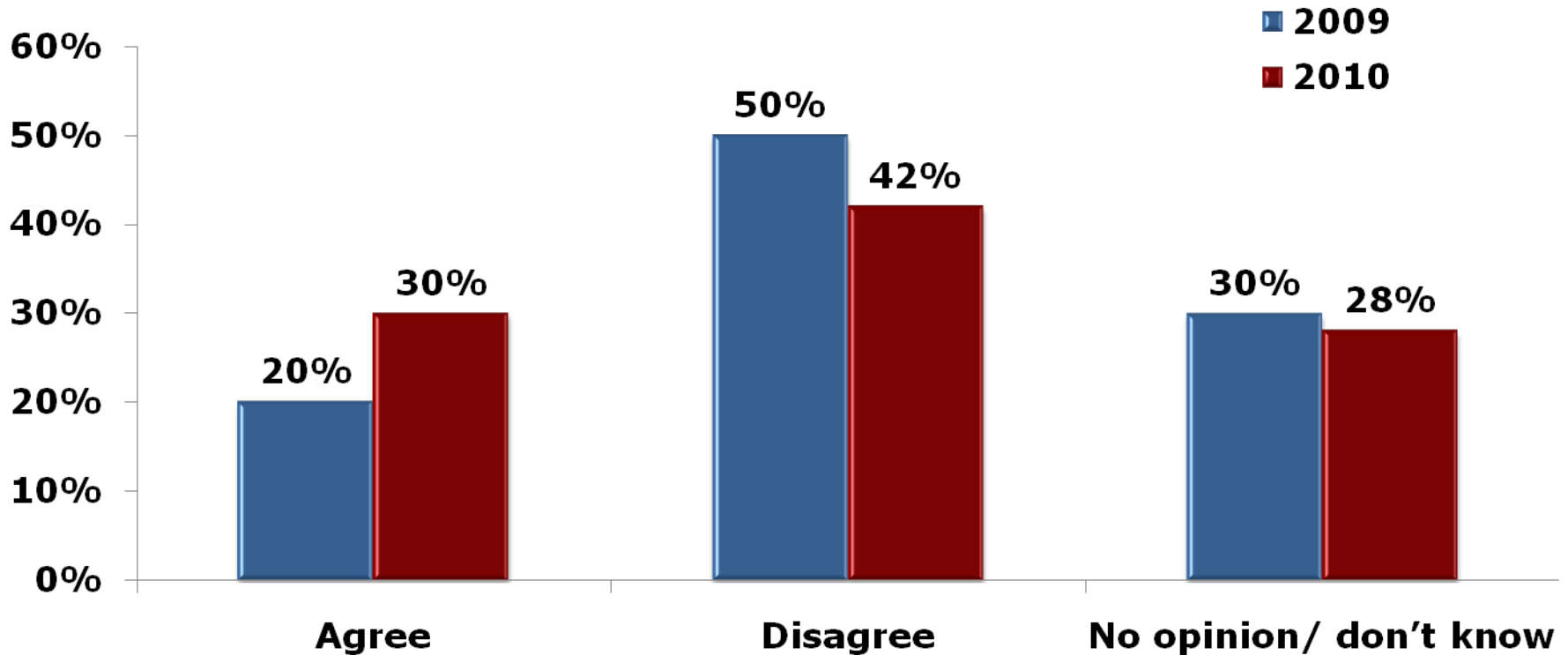
Statements About the UW: 2008 - 2010

(% Agree)

	June 2008	June 2009	June 2010
The University of Washington positively impacts the state	89%	87%	90%
The University of Washington is a source of pride for the citizens of the state of Washington	87%	84%	87%
The University of Washington is vital to the economy of the state of Washington	80%	79%	81%
The University of Washington conducts research that is valuable to the needs of the state and its citizens	82%	76%	77%
The University of Washington provides top quality undergraduate education	78%	73%	74%
The University of Washington educates qualified students regardless of race or ethnic background	80%	72%	72%
The University of Washington educates qualified students regardless of income level or economic background	56%	51%	52%

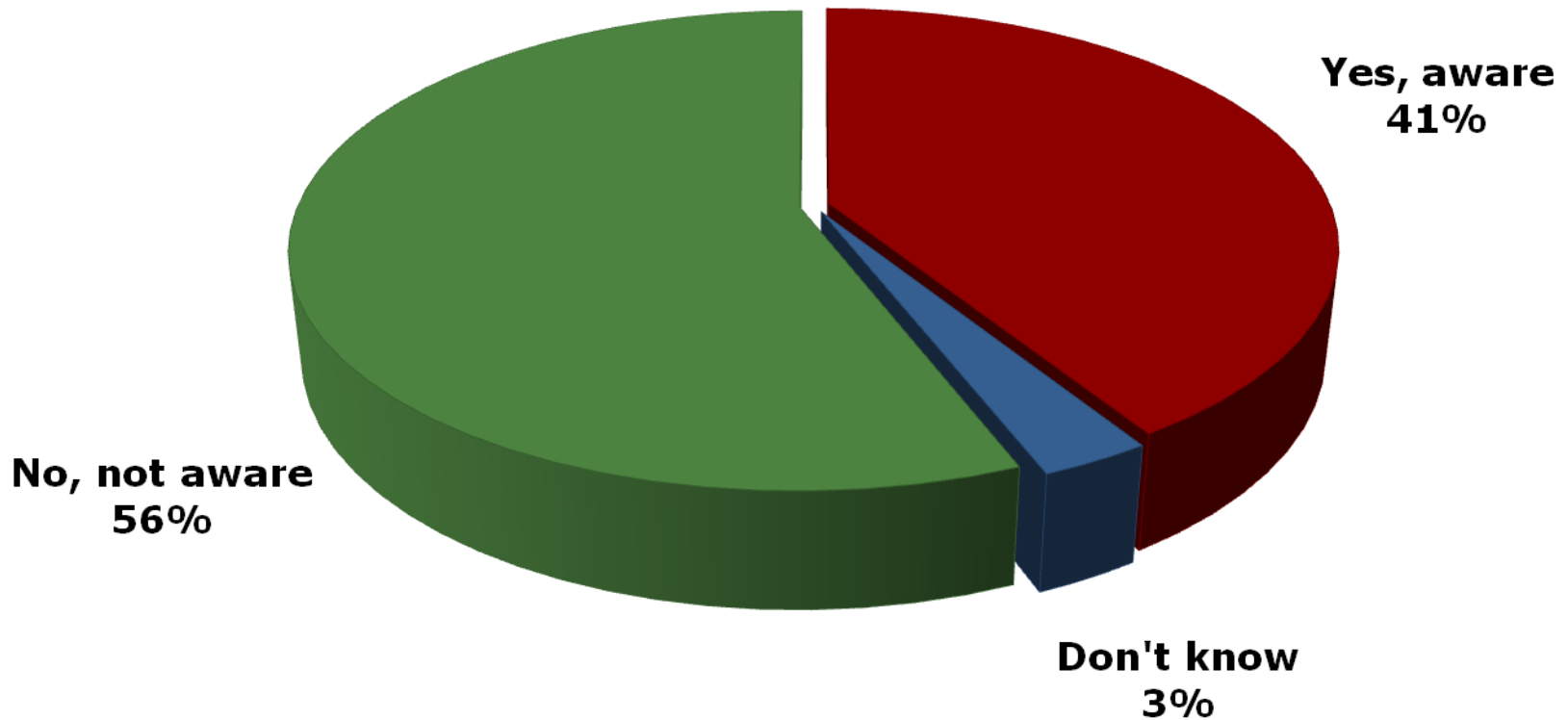
IS UW Perceived as “Elitist” and “Arrogant?” 2009 vs. 2010

“The University of Washington is elitist and arrogant in its attitudes.” (Q20)



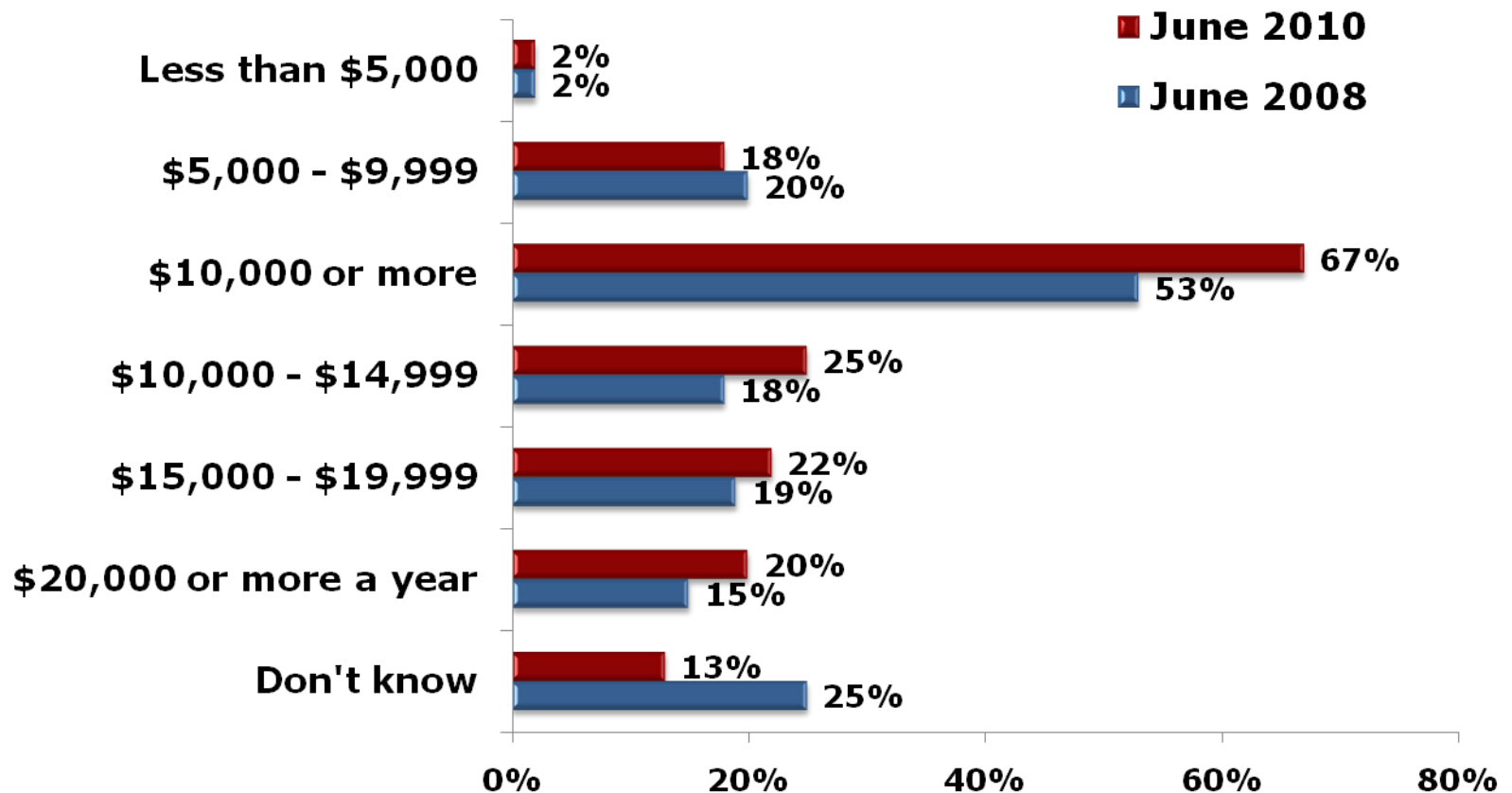
UW Job Generation

“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)



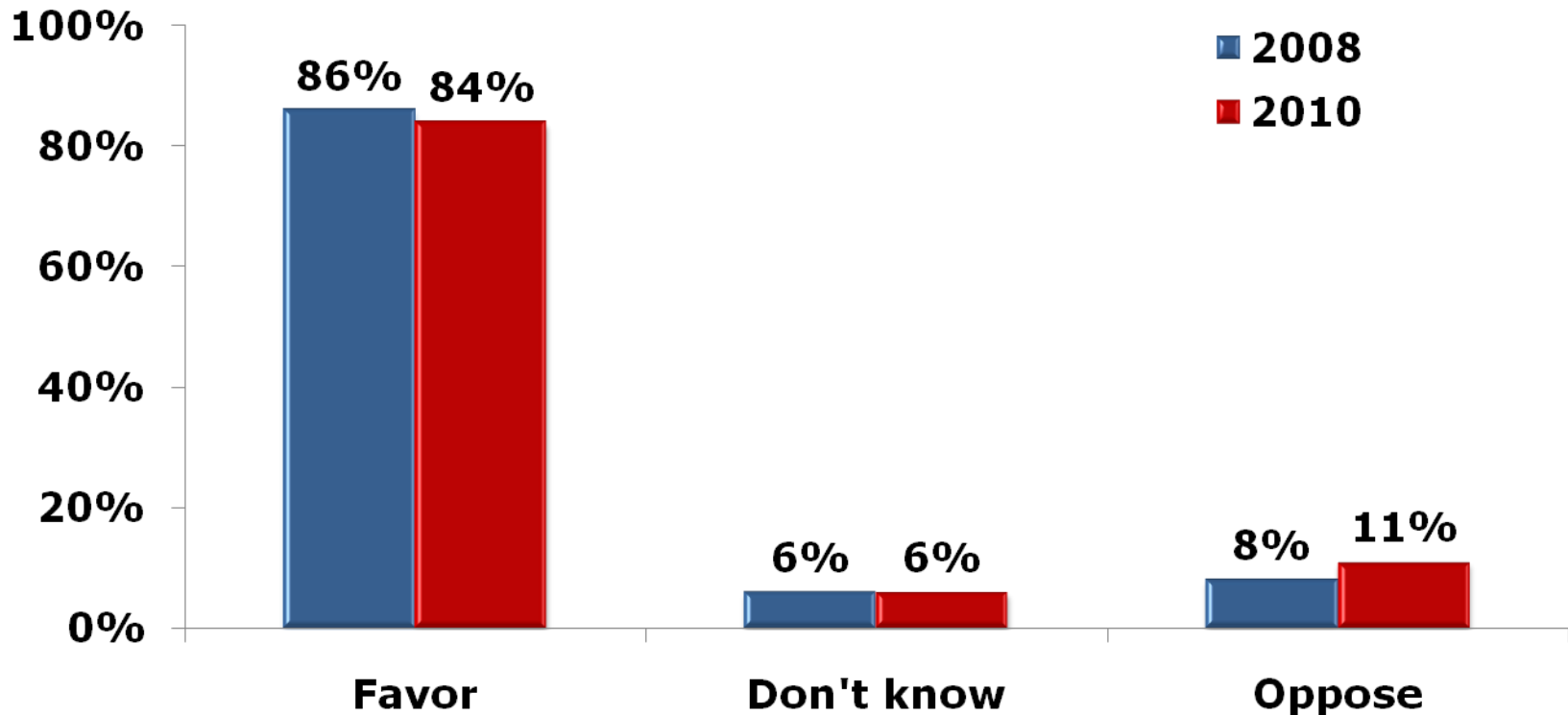
UW Tuition and Fees: *Expectations are Higher than Reality*

“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)



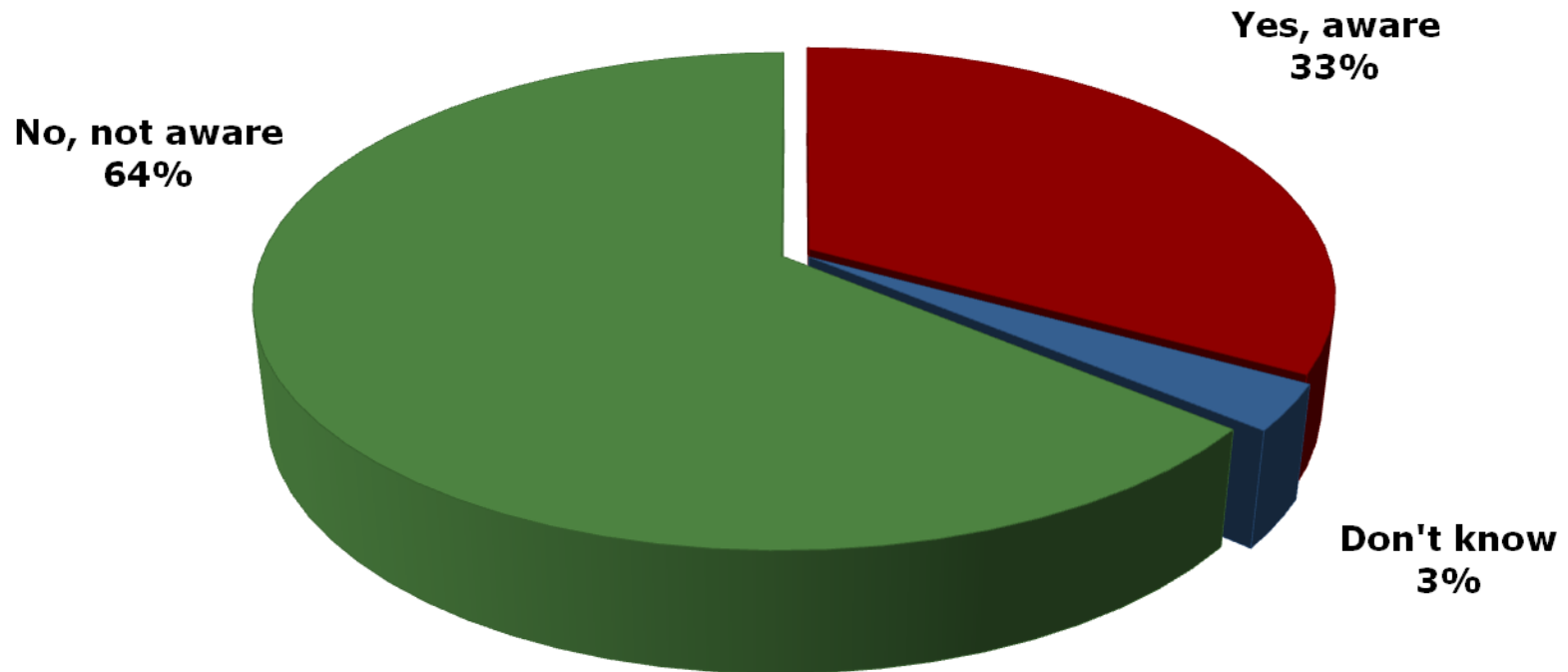
Wide Support for the Husky Promise

“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)



Research and Discoveries at UW: 2008 -2010

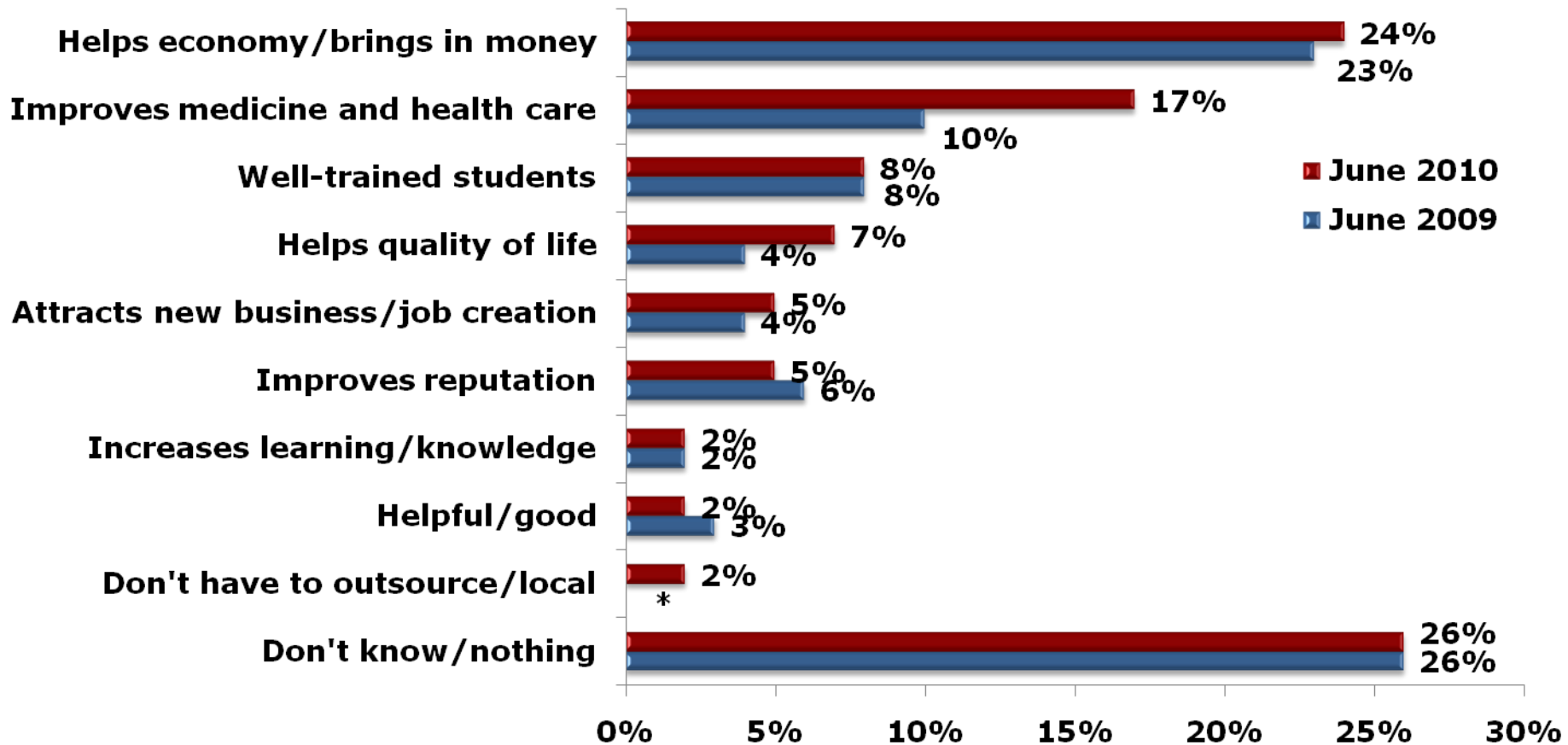
“What is the first thing you think of when someone says ‘research and discoveries at the University of Washington?’” (Q39)

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

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

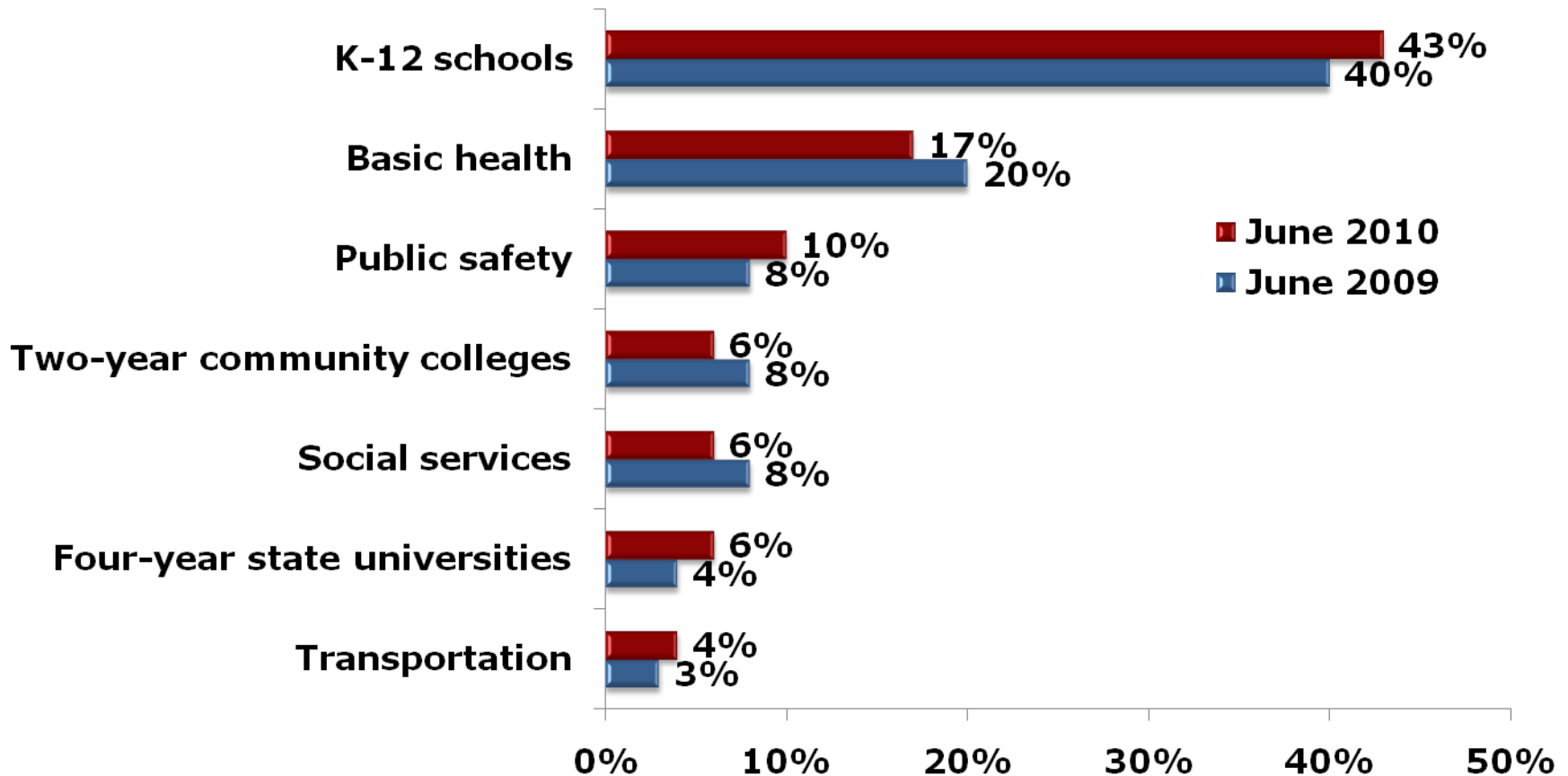
Voters Perceive UW Research as Beneficial to the State in Many Ways

“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)



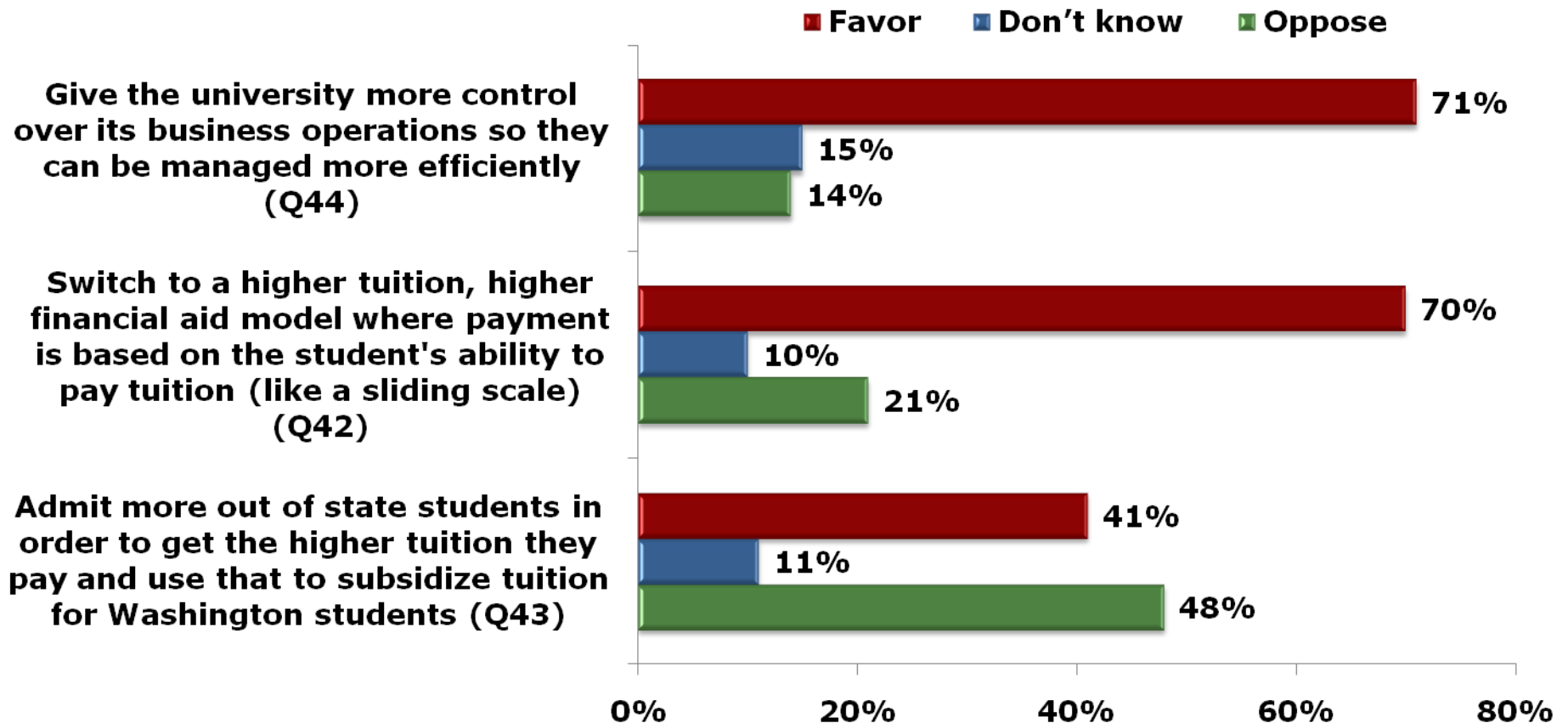
State Funding Priorities

“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)



Addressing Budget Issues

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



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)

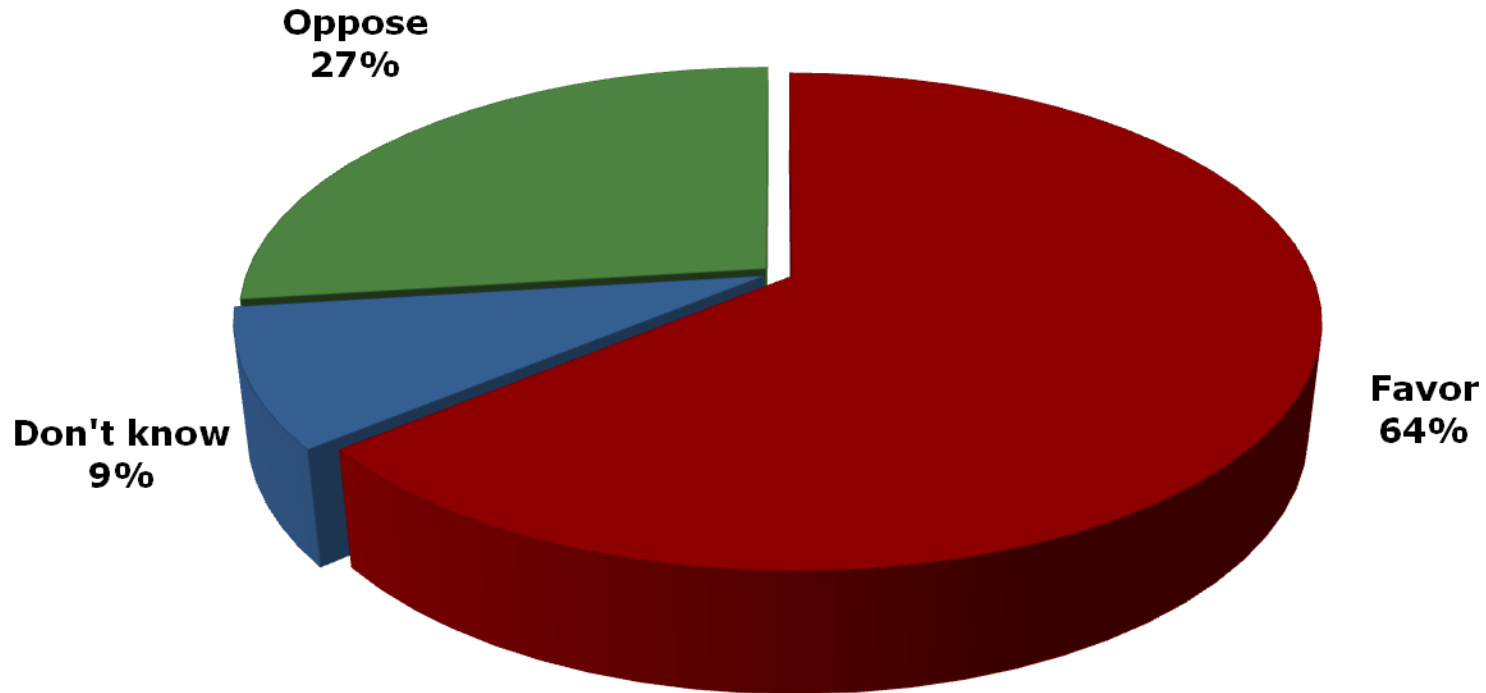
	2009	2010
Favor	70%	70%
Don't know	10%	10%
Oppose	20%	21%

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

	2009	2010
Favor	47%	41%
Don't know	12%	11%
Oppose	41%	48%

Setting Tuition

“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 Groups

South King County Residents

July 2010

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

Quotes

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.

Quotes

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