

University of Alaska Statewide Public Opinion Survey, 2005

FINAL REPORT

***Prepared for:
University of Alaska***



Research-Based Consulting

Juneau
Anchorage

December 2005

University of Alaska Statewide Public Opinion Survey, 2005

FINAL REPORT

***Prepared for:
University of Alaska***

Prepared by:



Juneau • Anchorage

December 2005

TABLE OF CONTENTS

Executive Summary	1
Introduction and Methodology	5
Opinion of University of Alaska	7
Experience at University of Alaska	13
University of Alaska Roles.....	14
University of Alaska Funding.....	17
Awareness of University of Alaska	19
Survey Results By Community.....	22
Demographics	24
Survey Instrument	26

EXECUTIVE SUMMARY

This report presents results from a statewide survey of Alaska residents gathering opinions and attitudes about the University of Alaska. The telephone survey, conducted in October 2005, included 926 randomly-selected households located throughout the state. Results were weighted by community to reflect actual population sizes. The maximum margin of error at the 95 percent confidence level is ± 3.3 percent for the full sample.

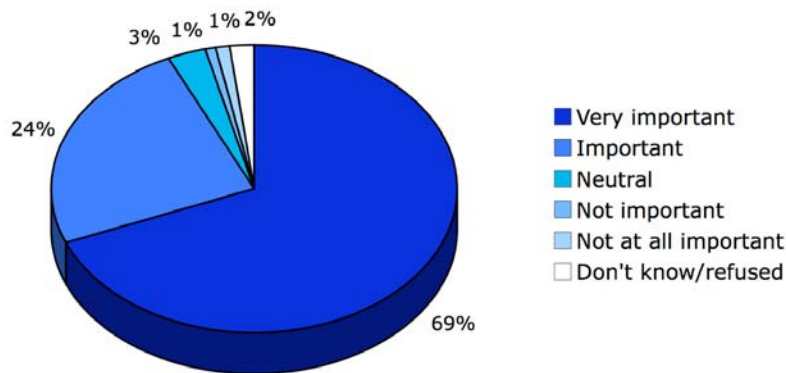
The McDowell Group has conducted two other statewide surveys for the University of Alaska: one in 1998, the second in 1999. Several questions asked in these surveys were repeated in the 2005 survey.

Following are key findings from the survey.

Four out of five Alaska residents believe that the University of Alaska is very important to the state of Alaska, while another 15 percent believe it is important.

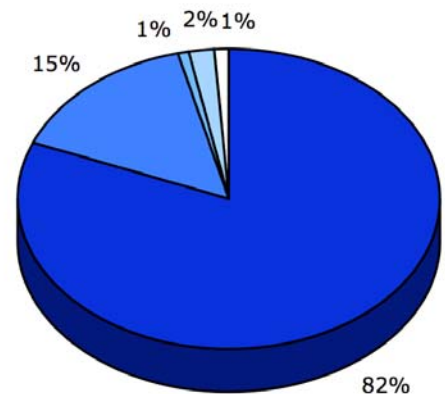
- Interior/North residents are the most likely to see the University of Alaska as very important (87 percent), followed by Southcentral and Southeast (both 81 percent) and Southwest (76 percent).
- The perception of the University's importance to the state has increased since 1999, when a similar question was asked (see chart, below). "Very important" responses increased from 69 to 82 percent. (The wording of the question was simplified in 2005; however, this is believed to have had only a slight impact on survey results.)

In your opinion, how important are University of Alaska programs and services to the state of Alaska?



1999

In your opinion, how important is the University of Alaska to the state of Alaska?



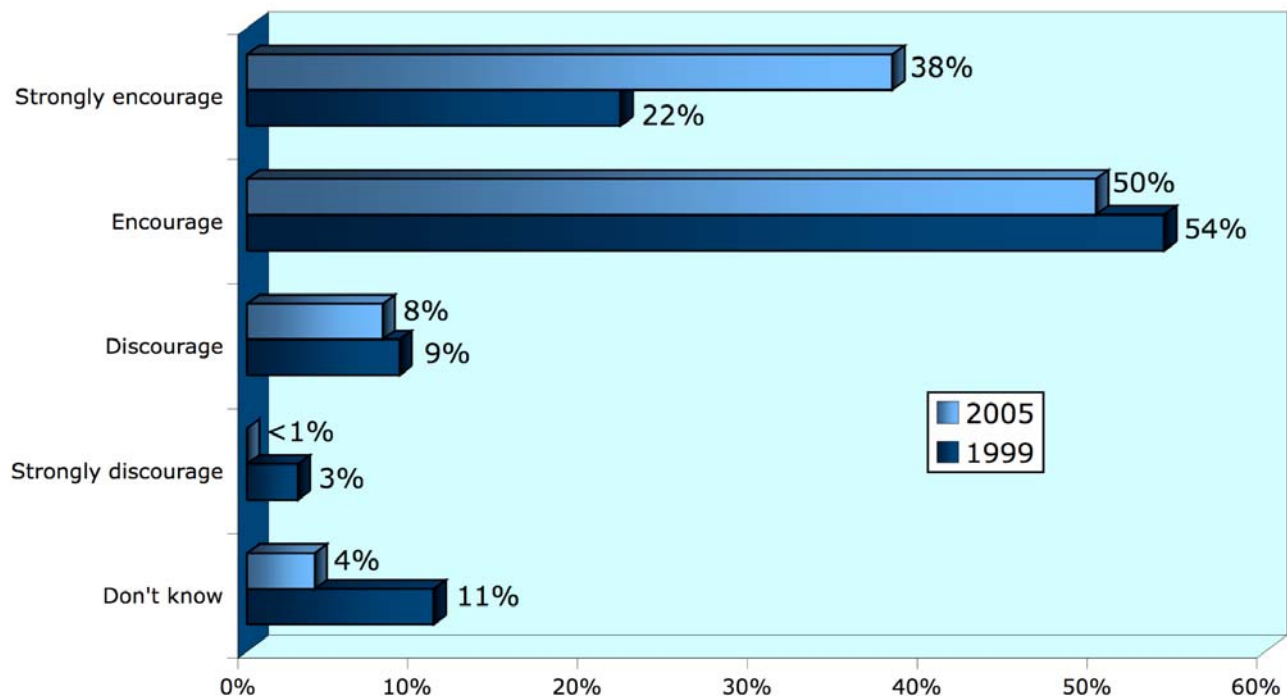
2005

Nine out of ten Alaska parents of school-age children say they would encourage their children to attend the University of Alaska, compared to only 8 percent who would discourage them from attending.

- The rate of Alaska residents who would strongly encourage their children to attend the University of Alaska increased significantly between 1999 and 2005, from 22 percent to 38 percent.
- The percentage of Alaska parents who would encourage or strongly encourage their children to attend the University of Alaska is highest in the Southwest region (91 percent), followed by Southcentral (88 percent), Interior/North (84 percent), and Southeast (82 percent).

Would you strongly encourage, encourage, discourage, or strongly discourage your children from attending the University of Alaska?

(Base: Currently have children attending elementary, middle, or high school)

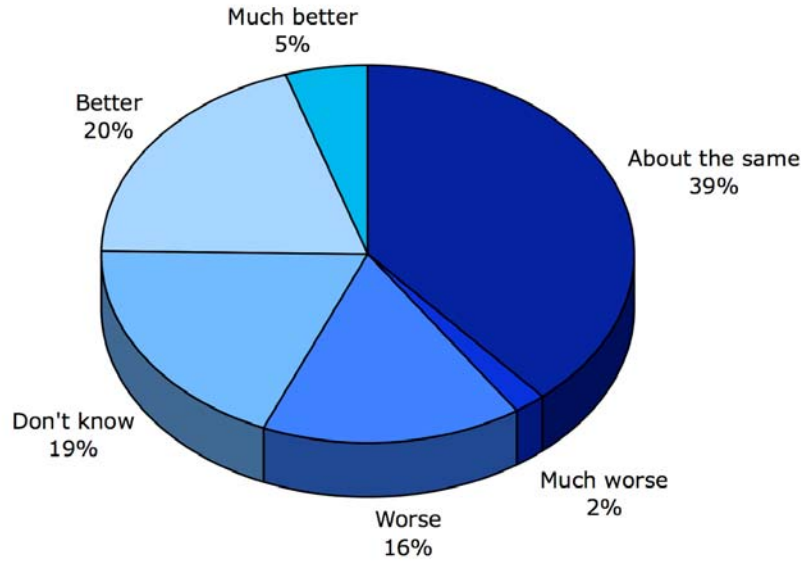


When comparing Alaska's public college and university education to other states, Alaska residents most commonly believe the quality is about the same (39 percent).

- One-quarter of Alaska residents believe the University of Alaska is better or much better compared to other states, while 18 percent believe it is worse or much worse.
- Southcentral and Southeast residents are more likely than other residents to say the quality of higher education in Alaska is worse or much worse, at 20 and 18 percent, respectively. This compares with 13 and 8 percent in the Interior/North and Southwest.

(See chart next page.)

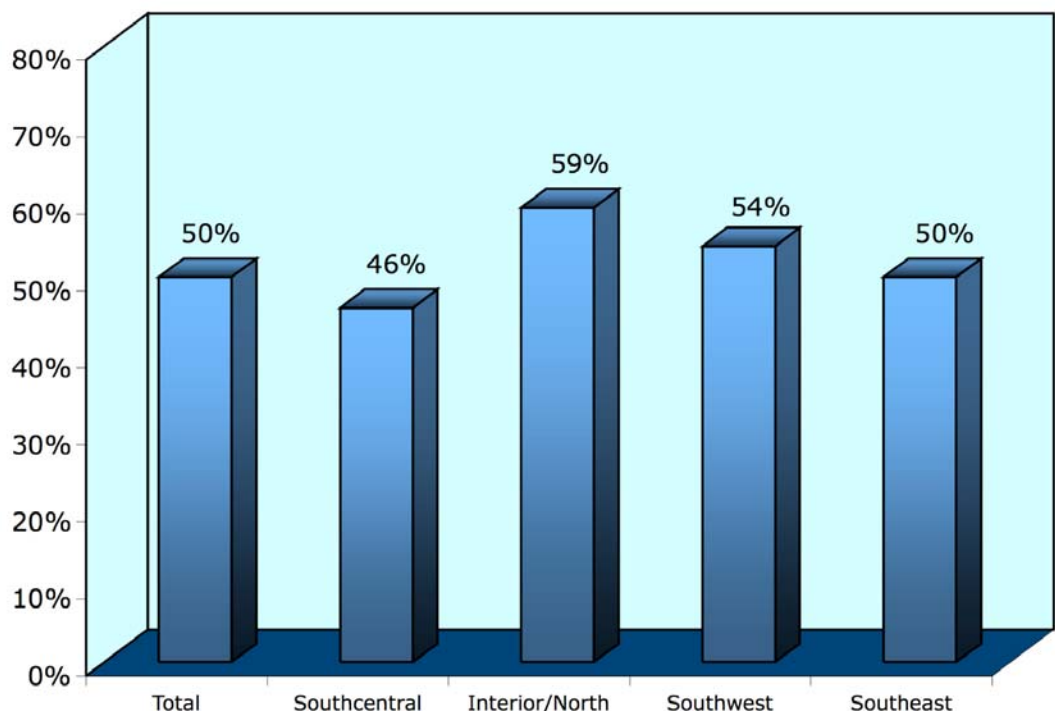
Compared to other states, do you think the quality of public college and university education in Alaska is better, much better, worse, much worse, or about the same?



Half of Alaska's adults have taken classes at the University of Alaska, ranging from 46 percent in Southcentral to 59 percent in Interior/North.

- Sixteen percent of Alaska adults have obtained a degree or certificate from the University of Alaska. The percentage varies slightly from region to region: 10 percent in Southeast, 15 percent in Southwest, 17 percent in Southcentral, and 18 percent in Interior/North.
- The vast majority of UA degree/certificate holders are either satisfied (53 percent) or very satisfied (44 percent) with their UA experience.

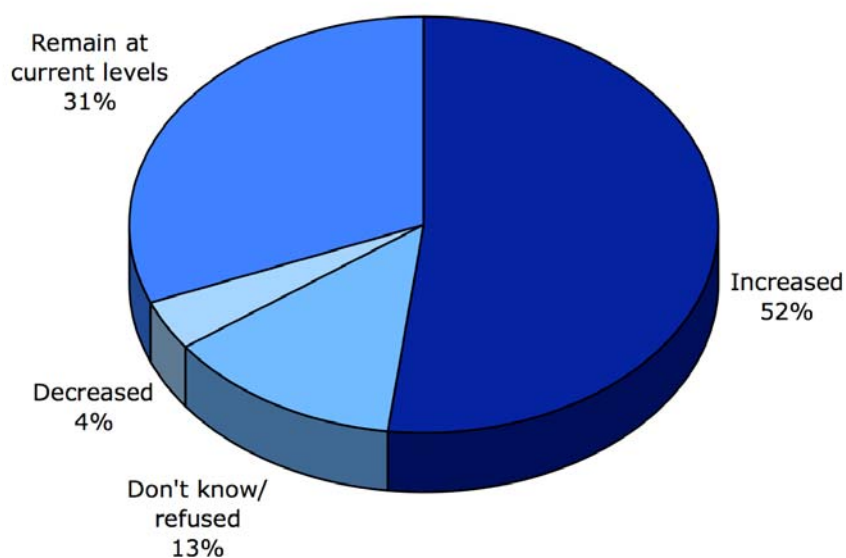
Have you ever taken classes at the University of Alaska? (% "Yes")



Half of Alaska residents believe that state funding for the University of Alaska should be increased, while only 4 percent believe it should be decreased.

- Southwest and Interior/North residents are slightly more likely to think that funding should be increased (57 and 56 percent), compared to 54 percent in Southeast and 49 percent in Southcentral.

Do you think state funding for the University of Alaska should be increased, decreased, or remain at current levels?



INTRODUCTION AND METHODOLOGY

Introduction

The University of Alaska contracted with the McDowell Group, Inc. to conduct a statewide public opinion survey on a wide variety of subjects related to the University. The telephone survey asked respondents their opinion of University leadership, their views on state funding, whether they would encourage their children to attend, and their personal experiences with the University, among other subjects.

The McDowell Group has conducted two other statewide surveys for the University of Alaska: one in 1998, the second in 1999. Several questions asked in these surveys were repeated in the 2005 survey.

Methodology

The survey instrument was designed by the McDowell Group study team with input from University of Alaska staff. The sample included 926 randomly-selected Alaska residents, contacted by telephone in mid-October 2005. The maximum margin of error at the 95 percent confidence level is ± 3.3 percent for the full sample. As the sample size decreases among sub-samples, the margin of error increases, as seen in the following table.

Sample Sizes and Margin of Error

Region/Community	Sample Size	Maximum Margin of Error
Southcentral	255	$\pm 6.3\%$
Anchorage	102	± 10.0
Mat-Su Borough	82	± 11.5
Kenai Peninsula	59	± 12.9
Interior/North	261	± 6.3
Fairbanks	104	± 10.0
Southeast	257	± 6.3
Juneau	102	± 10.0
Ketchikan	57	± 12.9
Southwest	153	± 8.2
TOTAL	926	± 3.3

The sample was designed to achieve a minimum of 250 surveys in each of the three regions of Southcentral, Southeast, and Interior/North, and a minimum of 150 in Southwest. The sample was further designed to achieve approximately 100 surveys in the three major urban areas of the state: Anchorage, Fairbanks, and Juneau. These target sample sizes allow for sub-group analysis, while also ensuring proper representation in the rest of the state and region.

After accounting for the target sample goals by community and region, the sample was designed to reflect population sizes by community.

For regional and statewide analysis, survey data has been weighted to reflect actual population numbers in each community. For example, although Anchorage accounted for 102 out of 255 Southcentral surveys, the Anchorage sample received more weight than other Southcentral communities because more of the region's population is based in Anchorage.

Sub-group analysis was conducted according to region, community, gender, income, education level and personal experience with University of Alaska. Where relevant, sub-group results have been reported in the text accompanying each table. A chapter summarizing survey results by community is included following the statewide and regional analysis. A copy of the survey instrument can be found at the end of the report.

OPINION OF UNIVERSITY OF ALASKA

Four out of five Alaska residents believe that the University of Alaska is very important to the state of Alaska – a significant increase over the 1999 figure of 69 percent.¹

- Virtually all Alaskans (97 percent) believe that the University of Alaska is either important or very important to the state of Alaska.
- Interior/North residents are the most likely to see the University of Alaska as very important (87 percent). Southwest residents are slightly less likely, at 76 percent.
- Women are more likely than men to see the University of Alaska as very important to the state (87 versus 75 percent).

In your opinion, how important is the University of Alaska to the state of Alaska?

	Total	Southcentral	Interior/ North	Southwest	Southeast
Very important	82%	81%	87%	76%	81%
Important	15	15	11	20	17
Not important	2	2	<1	2	--
Not at all important	1	1	1	--	<1
Don't know	1	<1	<1	2	1

**In your opinion, how important is the
University of Alaska to the state of Alaska?
2005 and 1999**

	2005	1999
Very important	82%	69%
Important	15	24
Not important	2	1
Not at all important	1	1
Neutral	--	3
Don't know	1	2

¹ In 1999 the question read, "In your opinion, how important are University of Alaska programs and services to the state of Alaska?" In addition, "Neutral" was read along with other response options in 1999. These differences likely had a slight impact on survey results.

Over a third of Alaska residents say their impression of the University of Alaska is better or much better compared to the past. Just 9 percent say their impression is worse.

- Residents most commonly say their impression has stayed about the same, at 40 percent.
- Southcentral residents are less likely than other residents to say their impression of the University of Alaska is better or much better – 31 percent, compared to 46 percent in Interior/North, and 47 percent in both Southwest and Southeast.
- Rural residents are more likely to think the University has improved: 45 percent say it is better or much better, compared to 35 percent of urban respondents.

Compared to the past, how has your overall impression of the University of Alaska changed? Is it:

	Total	Southcentral	Interior/ North	Southwest	Southeast
Much better	12%	12%	9%	12%	15%
Better	25	19	37	35	32
Worse	7	8	7	3	4
Much worse	2	2	2	--	1
About the same	40	44	32	35	33
Don't know	14	14	14	16	16

When asked about how University of Alaska leadership compares to the past, one-quarter of Alaska residents think that it is better, while 9 percent think that it is worse.

- One-third of residents say they don't know whether UA leadership is better or worse when compared with the past.
- As in the previous question, Southcentral residents are less likely than other residents to say that University of Alaska leadership has improved.

Compared to the past, do you think University of Alaska leadership is:

	Total	Southcentral	Interior/ North	Southwest	Southeast
Much better	6%	7%	9%	3%	3%
Better	20	17	22	28	25
Worse	7	8	6	4	3
Much worse	2	3	1	--	1
About the same	32	33	34	32	27
Don't know	33	33	28	35	41

When comparing Alaska's public college and university education to other states, Alaska residents most commonly believe the quality is about the same (39 percent).

- One-quarter of residents believe that higher education in Alaska is better or much better than in other states, while 18 percent believe it is worse.
- Southcentral and Southeast residents are more likely than other residents to say the quality of higher education in Alaska is worse or much worse, at 20 and 18 percent, respectively. This compares with 13 and 8 percent in the Interior/North and Southwest.
- Younger adults (19 to 34) have the most positive view of higher education in Alaska compared with other states, with 29 percent saying it is better or much better. This compares with 26 percent of 35 to 54 year-olds, and 20 percent of those 55 and older.
- Taking classes or obtaining degrees through the University of Alaska did not appear to have much of an impact on how respondents answered this question (see bottom table).

Compared to other states, do you think the quality of public college and university education in Alaska is:

	Total	Southcentral	Interior/ North	Southwest	Southeast
Much better	5%	4%	8%	6%	3%
Better	20	18	25	19	22
Worse	16	18	11	8	16
Much worse	2	2	2	--	2
About the same	39	40	35	44	36
Don't know	19	18	19	24	21

Compared to other states, do you think the quality of public college and university education in Alaska is:
Experience at University of Alaska

	Total	No classes OR degree	Took UA classes	Got UA Degree/Cert.
Much better	5%	6%	3%	7%
Better	20	19	21	21
Worse	16	17	15	9
Much worse	2	2	2	1
About the same	39	38	41	41
Don't know	19	19	19	21

Note: The sample of those who have obtained a UA degree or certificate is a sub-sample of those that took UA classes.

The vast majority of Alaska residents with school-aged children (88 percent) would encourage them to attend the University of Alaska – an increase of 12 percent from 1999.

- The percentage of residents who would “strongly” encourage their children to attend the University of Alaska increased significantly, from 22 percent in 1999 to 38 percent in 2005.
- The biggest increase occurred in the Southcentral region, where the percentage of those who would strongly encourage their children climbed 18 percent between 1999 and 2005.
- Alaska residents who are college graduates are less likely to encourage their children to attend University of Alaska. Among college graduates, 26 percent would strongly encourage their children, compared to 48 percent of other residents. When combining the encourage/strongly encourage responses, the difference is somewhat less significant: 80 percent among college graduates, and 93 among other residents.

University of Alaska and School-Aged Children in Household

	Total	Southcentral	Interior/ North	Southwest	Southeast
Do you have children who are currently attending elementary, middle, or high school?					
Yes	37%	36%	37%	50%	34%
No	63	64	63	50	65
Would you strongly encourage, encourage, discourage, or strongly discourage them from attending the University of Alaska? (Base: Households with school-age children)					
Strongly encourage	38%	37%	40%	35%	36%
Encourage	50	51	44	56	46
Discourage	8	10	5	4	7
Strongly discourage	<1	--	1	--	1
Don't know	4	1	10	6	9

Would you strongly encourage, encourage, discourage, or strongly discourage them from attending the University of Alaska? 2005 and 1999

	2005	1999
Strongly encourage	38%	22%
Encourage	50	54
Discourage	8	9
Strongly discourage	<1	3
Don't know	4	11

Location, affordability, and quality of education are the most common reasons cited by Alaskans for encouraging their children to attend the University of Alaska.

- Reasons for encouraging their children to attend UA varied moderately among regions. Affordability is more of an issue for Southcentral and Southeast residents, while “good education” was mentioned more often by Interior/North and Southwest residents. Southcentral residents were much more likely to list “can live at home” and “convenient” when compared to other residents.
- Only 25 respondents said they would discourage or strongly discourage their children from attending the University of Alaska. While the small sample size precludes statistical analysis, it is interesting to note that when asked why, respondents most frequently said that college was not necessary, while slightly fewer said there were more or better activities elsewhere. Other responses included location, experience outside of Alaska, and more/better academic programs elsewhere.

Reasons for Encouraging Children to Attend University of Alaska
Base: would encourage or strongly encourage children to attend UA

	Total n=307	Southcentral n=81	Interior/ North n=83	Southwest n=70	Southeast n=73
Location	54%	56%	49%	52%	54%
Affordable/low cost	41	46	31	26	46
Good education	36	32	44	42	32
Good prep for Alaska jobs	13	11	18	16	12
Can live at home	8	12	1	1	8
Convenient	8	12	2	2	3
Top 10% scholarship	8	9	4	6	8
New/exciting programs	6	7	3	2	6
Good reputation	5	5	3	10	3
Friends/family attending	4	5	1	3	7
Wants to attend	3	3	1	3	3
Other	13	12	12	15	17

EXPERIENCE AT UNIVERSITY OF ALASKA

Half of Alaska residents have taken classes at the University of Alaska, while one out of six have obtained a UA degree or certificate.

- Interior/North residents are slightly more likely both to have taken classes (59 percent) and to have obtained a degree or certificate (18 percent) from the University of Alaska.
- Higher-income respondents (those earning \$75,000 or more annually) are much more likely to have obtained a UA degree or certificate – 26 percent, compared to 14 percent of those in the \$50,000 to \$75,000 category, and 8 percent of those earning less than \$50,000.

University of Alaska Experience

	Total	Southcentral	Interior/ North	Southwest	Southeast
Have you ever taken classes at the University of Alaska?					
Yes	50%	46%	59%	54%	50%
Did you obtain a degree or certificate from the University of Alaska?					
Yes	16%	17%	18%	15%	10%

Nearly all residents (97 percent) who have obtained a degree from the University of Alaska are satisfied or very satisfied with the education they received.

- The vast majority of residents with a UA certificate or degree (87 percent) say that their University of Alaska education has been important or very important in achieving their career goals.

Satisfaction with University of Alaska Experience

Base: Obtained UA degree/certificate

How satisfied are you with the education you received from the University of Alaska?	
Very satisfied	53%
Satisfied	44
Dissatisfied	1
Very dissatisfied	3
How important was your University of Alaska education in achieving your career goals?	
Very important	62%
Important	25
Not important	8
Not at all important	3

Note: Sample sizes for regional data are too small for statistical analysis.

When asked about the importance of various roles for the University of Alaska, “prepare undergraduate students for a career” was seen as the most important, with 70 percent of respondents saying this was very important.

(See table on the next page for statewide results. Regional results appear on the following page.)

Other roles garnering 50 percent or more “very important” responses were:

- Offer a broad-based, general education for undergraduate students (62 percent)
- Provide continuing education and skill upgrades to individuals already employed (53 percent)
- Prepare undergraduate students for graduate or professional school (50 percent).

The next tier of roles, which garnered 40-49 percent “very important” responses, included:

- Teach students to get along with people from different backgrounds (46 percent)
- Prepare students to be responsible citizens (45 percent)
- Provide vocational/technical education (45 percent)
- Discover more about the world through scientific research (42 percent).

The next tier of roles, which garnered 30-39 percent “very important” responses, included:

- Provide remedial and college prep classes for students unprepared for college (38 percent)
- Foster partnerships with elementary, middle, and high schools (36 percent)
- Conduct practical research to help Alaskan businesses (34 percent).

Roles seen as least important, with fewer than 30 percent “very important” responses, included:

- Provide cultural events for the community (26 percent)
- Create forums for community involvement in key public issues (23 percent)
- Provide information to the public on issues affecting their daily lives (21 percent)
- Provide athletic events for the community (19 percent).

**Please tell me how important you think each of these functions
should be for Alaska's public university system...**
Ranked in order of "Very Important"

	Very Important	Important	Not Important	Not At All Important	Don't know/ Refused
Prepare undergraduate students for a career	70%	30%	<1%	--%	<1%
Offer a broad-based, general education for undergraduate students	62	35	2	<1	1
Provide continuing education and skill upgrades to individuals already employed	53	44	1	--	2
Prepare undergraduate students for graduate or professional school	50	44	4	<1	2
Teach students to get along with people from different backgrounds	46	31	19	3	1
Prepare students to be responsible citizens	45	35	16	3	1
Provide vocational/technical education	45	44	8	<1	3
Discover more about the world through scientific research	42	50	6	<1	2
Provide remedial and college prep classes for students unprepared for college	38	43	15	2	2
Foster partnerships with elementary, middle, and high schools	36	49	11	1	3
Conduct practical research to help Alaskan businesses	34	52	10	1	3
Provide cultural events for the community	26	45	26	2	1
Create forums for community involvement in key public issues	23	45	27	3	2
Provide information to the public on issues affecting their daily lives	21	48	26	3	3
Provide athletic events for the community	19	50	24	4	2

- Regional differences appear in a few areas. Southwest residents were more likely to place importance on “teach students to get along with people from different backgrounds” as well as “provide remedial and college prep classes.” Southeast residents were more likely to place importance on “provide vocational/technical education.” In many categories, Southcentral residents gave the lowest importance ratings.

**Please tell me how important you think each of these functions
should be for Alaska’s public university system...**
By Region; Percentage rating Very important / Important

	Total	Southcentral	Interior/ North	Southwest	Southeast
Prepare undergraduate students for a career*	70% / 30%	68% / 32%	72% / 26%	75% / 22%	73% / 26%
Offer a broad-based, general education for undergraduate students	62 / 35	62 / 35	63 / 34	59 / 40	64 / 35
Provide continuing education and skill upgrades to individuals already employed	53 / 44	53 / 45	49 / 47	53 / 42	57 / 39
Prepare undergraduate students for graduate or professional school	50 / 44	52 / 42	44 / 52	50 / 43	52 / 44
Teach students to get along with people from different backgrounds	46 / 31	47 / 29	40 / 34	55 / 32	44 / 39
Prepare students to be responsible citizens	45 / 35	47 / 31	37 / 41	49 / 42	46 / 36
Provide vocational/technical education	45 / 44	44 / 43	39 / 50	46 / 44	55 / 40
Discover more about the world through scientific research	42 / 50	40 / 52	48 / 44	45 / 45	42 / 52
Provide remedial and college prep classes for students unprepared for college	38 / 43	36 / 46	41 / 36	46 / 35	40 / 47
Foster partnerships with elementary, middle, and high schools	36 / 49	34 / 49	34 / 50	50 / 39	36 / 52
Conduct practical research to help Alaskan businesses	34 / 52	32 / 54	39 / 48	39 / 43	37 / 51
Provide cultural events for the community	26 / 45	24 / 42	25 / 51	35 / 46	26 / 49
Create forums for community involvement in key public issues	23 / 45	22 / 43	23 / 46	27 / 53	22 / 50
Provide information to the public on issues affecting their daily lives	21 / 48	19 / 47	26 / 49	28 / 48	21 / 49
Provide athletic events for the community	19 / 50	18 / 52	19 / 54	26 / 45	21 / 36

* For example, 68 percent of Southcentral respondents said that “prepare undergraduate students for a career” was very important, while 32 percent said that it was important.

UNIVERSITY OF ALASKA FUNDING

When asked to rate the level of funding priority for various state-funded programs, Alaskans rank University education second, behind K-12 education.

- Nearly three-quarters of residents believe that university education should be a high priority for state funding. Just 4 percent of residents believe that University funding should be assigned a low funding priority.
- Funding priorities did not differ greatly among regions. (See bottom table.) Southwest residents are most likely to assign the University a high funding priority (83 percent), followed by Southeast at 76 percent.
- Rural residents are more likely than urban residents to assign the University a high funding priority (80 versus 72 percent).

Please tell me what level of funding priority you think the state should give to each program: high, medium, or low.

	High	Medium	Low	Don't know/ Refused
Kindergarten through 12 th grade education	84%	12%	2%	2%
University education	73	21	4	3
Health and social services	60	29	9	2
Crime prevention and prisons	55	35	8	2
Support of local governments	38	48	12	2
Construction of new roads and highways	36	49	14	2

Please tell me what level of funding priority you think the state should give to each program: high, medium, or low.

Percentage rating funding priority as "high"

	Total	Southcentral	Interior/ North	Southwest	Southeast
Kindergarten through 12 th grade education	84%	82%	87%	92%	87%
University education	73	72	73	83	76
Health and social services	60	59	57	72	65
Crime prevention and prisons	55	57	53	55	48
Support of local governments	38	38	38	38	36
Construction of new roads and highways	36	36	38	38	28

Half of Alaska residents believe that state funding for the University of Alaska should be increased, while 4 percent think it should be decreased, and 31 percent think it should remain at current levels.

- These results show a slight decrease from 1999, when 58 percent of residents thought funding should be increased and 22 percent thought it should remain at current levels. (See table below.)
- Southwest and Interior/North residents are slightly more likely to think that funding should be increased (57 and 56 percent).
- Native Alaskans are more likely to think that funding should be increased (66 percent, versus 50 percent of non-Natives).

Do you think state funding for the University of Alaska should be:

	Total	Southcentral	Interior/ North	Southwest	Southeast
Increased	52%	49%	56%	57%	54%
Decreased	4	4	5	1	2
Remain at current levels	31	33	31	26	27
Don't know/refused	13	14	8	16	17

**Do you think state funding for the University of Alaska should be:
2005 and 1999**

	2005	1999
Increased	52%	58%
Decreased	4	4
Remain at current levels	31	22
Don't know/refused	13	17

When asked about state funding for student financial aid, Alaska residents respond in nearly the same percentages as for overall University funding, with half of all residents supporting an increase.

- Younger respondents (between 19 and 34) are much more likely to support financial aid funding increases (63 percent). This compares to 31 percent of those 65 and older.

Do you think that state funding for financial aid to college students should be:

	Total	Southcentral	Interior/ North	Southwest	Southeast
Increased	50%	48%	51%	59%	53%
Decreased	2	2	2	2	2
Remain at current levels	37	39	37	25	38
Don't know/refused	11	11	10	14	8

AWARENESS OF UNIVERSITY OF ALASKA

Four out of ten Alaska residents say their awareness of University programs has increased compared to the past, while only 12 percent say it has decreased.

- While awareness does not vary greatly among region, there are differences among communities. Juneau and Kenai residents are most likely to say their awareness has increased (49 percent in both areas). This compares to 37 percent in Ketchikan, 39 percent in Anchorage, and 44 percent in Fairbanks.
- Respondents identifying themselves as Native were more likely to say their awareness had increased (49 percent, versus 38 percent of non-Natives).

Compared to the past, do you feel that your awareness of University programs has:

	Total	Southcentral	Interior/ North	Southwest	Southeast
Increased	41%	40%	42%	42%	43%
Decreased	12	13	9	7	9
Stayed the same	44	43	42	46	45
Don't know/refused	4	4	7	5	2

The newspaper is the number one source of information about the University of Alaska among Alaska residents, followed by word of mouth and mailings. Just 3 percent say they don't get any information.

- Southcentral residents are particularly likely to mention newspaper as a source of information (46 percent).
- The number one information source among Southeast and Southwest residents is mailings/newsletters, mentioned by 36 and 37 percent, respectively.
- Television is a more common information source for Southcentral (26 percent) and Interior/North (20 percent) when compared with Southwest (11 percent) and Southeast (7 percent).

Where do you get information about the University of Alaska?*

	Total	Southcentral	Interior/ North	Southwest	Southeast
Newspaper	41%	46%	36%	31%	31%
Word of mouth	27	29	25	26	21
Mailings/newsletters	24	20	24	36	37
Television	21	26	20	11	7
University students	17	16	20	15	19
Internet	16	16	14	23	18
Radio	15	17	10	9	16
Respondent was/is UA student/employee	15	12	21	16	16
University employees	11	12	9	11	10
Class schedule	5	5	2	4	10
None, do not get information	3	3	1	9	5
Other schools	2	2	2	2	<1
From UA	2	2	2	2	1
Other	2	1	3	3	2
Don't know/refused	2	2	3	4	1

* Top-of-mind responses.

One out of five Alaska residents say they have made a charitable donation to the University. The percentage jumps to 29 percent in the Interior/North region.

- Fairbanks residents are the most likely to have made a charitable donation, at 35 percent. Other communities show charitable donation rates of 22 percent in Juneau, 21 percent in Anchorage, 14 percent in Ketchikan, 12 percent for the Kenai Peninsula, and 11 percent in Mat-Su.
- Those who have taken classes at UA are slightly more likely to have donated (26 percent), while those who have also obtained a degree at UA are much more likely (40 percent).
- College graduates (of any institution) are twice as likely to have donated (28 versus 14 percent).
- Those earning more than \$75,000 annually are also twice as likely to have donated.

Have you ever made a charitable donation to the University?

	Total	Southcentral	Interior/ North	Southwest	Southeast
Yes	20%	18%	29%	16%	16%
No	75	75	69	81	81
Don't know/don't remember	2	3	2	1	2
Refused	3	4	1	3	1

SURVEY RESULTS BY COMMUNITY

The tables in this chapter show a summary of results by community, including Anchorage, Fairbanks, Juneau, Ketchikan, the Kenai Peninsula, and the Mat-Su Borough. Readers are advised that the margins of error at the community level are higher than those at the statewide and regional levels (see page 5). Sample sizes for each community are provided in the top line of the table.

Survey Results by Community

	Anchorage n=102	Fairbanks n = 104	Juneau n = 102	Ketchikan n = 57	Kenai n = 59	Mat-Su n = 82
Importance of University of Alaska to state of Alaska						
Very important	80%	90%	78%	88%	88%	77%
Important	16	8	22	12	9	20
Overall impression of University of Alaska compared to the past						
Better/much better	28%	46%	48%	51%	41%	33%
About the same	46	32	34	28	36	46
Worse/much worse	12	12	8	4	7	7
University of Alaska leadership compared to the past						
Better/much better	25%	32%	31%	26%	24%	17%
About the same	35	37	29	23	27	32
Worse/much worse	12	9	6	5	7	9
University of Alaska compared to public education in other states						
Better/much better	21%	36%	28%	23%	24%	23%
About the same	43	33	38	42	32	37
Worse/much worse	18	14	20	18	24	23
Has taken classes at UA	44%	64%	55%	51%	42%	52%
Obtained degree/ certificate at UA	18%	20%	9%	11%	17%	13%
Has made a charitable donation to UA	21%	35%	22%	14%	12%	11%
State funding of University of Alaska: Should it be...						
Increased	53%	55%	56%	49%	41%	42%
Decreased	4	7	4	2	5	2
Remain at current levels	30	33	30	26	29	44
Awareness of University programs compared to the past						
Increased	39%	44%	49%	37%	49%	37%
Decreased	13	8	6	16	7	18
Stayed the same	44	42	43	42	39	42
Sources of information about University of Alaska (top 5)						
Newspaper	45%	38%	29%	44%	49%	49%
Word of mouth	33	25	23	25	17	21
Mailings/newsletter	20	22	29	32	20	21
Television	26	22	8	--	24	31
University students	14	21	23	16	25	17

Survey Results by Community (cont'd)

	Anchorage n=102	Fairbanks n = 104	Juneau n = 102	Ketchikan n = 57	Kenai n = 59	Mat-Su n = 82
Importance of University of Alaska roles (percentage rating "very important")						
Prepare undergraduate students for a career	65%	75%	75%	79%	76%	71%
Offer a broad-based, general education for undergraduate students	62	67	59	67	64	60
Provide continuing education and skill upgrades to individuals already employed	52	50	55	60	51	54
Prepare undergraduate students for graduate or professional school	49	42	50	58	63	52
Teach students to get along with people from different backgrounds	52	39	37	44	31	37
Prepare students to be responsible citizens	47	35	40	42	49	45
Provide vocational/technical education	43	36	49	63	54	40
Discover more about the world through scientific research	40	52	37	39	41	38
Provide remedial and college prep classes for students unprepared for college	35	39	36	42	37	39
Foster partnerships with elementary, middle, and high schools	33	34	33	35	34	38
Conduct practical research to help Alaskan businesses	30	45	33	35	39	29
Provide cultural events for the community	27	24	26	26	14	23
Create forums for community involvement in key public issues	23	22	25	25	20	21
Provide information to the public on issues affecting their daily lives	18	26	22	25	24	21
Provide athletic events for the community	19	18	19	23	19	18

This chapter shows the demographic characteristics of the survey sample. Results are compared to Census data, where available. Close correspondence to Census data indicates a high degree of integrity in the survey sample.

Nearly three-quarters of the survey sample identified themselves as White or Caucasian, while 13 percent said they were Alaska Native or American Indian. These percentages closely reflect 2000 Census data, which shows that of Alaska residents who are "one race," 69 percent are white, and 16 percent are Alaska Native/American Indian.

What race do you consider yourself?

	Total	Southcentral	Interior/ North	Southwest	Southeast
White/Caucasian	72%	75%	72%	50%	72%
Alaska Native/Amer. Indian	13	8	19	33	17
Latino/Hispanic	4	6	<1	3	1
Asian/Indian	2	1	3	3	1
Black/African American	2	2	1	3	1
Filipino/Pacific Islander	1	1	<1	4	3
Refused	6	7	3	8	6

The following table shows the annual household income reported by respondents. The second table shows how these results compare to the Alaska 2000 Census, which measured 1999 household income.

Household Income

	Total	Southcentral	Interior/ North	Southwest	Southeast
Less than \$15,000	7%	5%	11%	11%	5%
\$15,000-\$25,000	9	9	7	9	11
\$25,000-\$35,000	10	11	8	6	11
\$35,000-\$50,000	16	15	20	13	17
\$50,000-\$75,000	24	27	18	25	22
\$75,000-\$100,000	17	15	21	14	20
More than \$100,000	17	18	15	22	14

Note: Nine percent of the total sample chose not to respond to this question.

Household Income Survey Sample and 2000 Census

	UA Survey	2000 Census (1999 income)
Less than \$15,000	7%	11%
\$15,000-\$25,000	9	10
\$25,000-\$35,000	10	11
\$35,000-\$50,000	16	16
\$50,000-\$75,000	24	22
\$75,000-\$100,000	17	14
More than \$100,000	17	16

The average age of respondents was 48 years, with little variation among the regions. Some differences exist in the distribution; for example, 16 percent of Southeast respondents were between 19 and 34, compared to 29 percent in the Interior/North.

In terms of age, the survey sample is slightly older than the statewide adult population. This could be because older respondents are more likely to be home in the evenings. According to 2000 Census data, about 30 percent of the adult population is between the ages of 19 and 34, compared to 21 percent of the survey sample. Census data shows about 20 percent of the adult population over the age of 55, compared to 34 percent of the survey sample.

Age of Respondent

	Total	Southcentral	Interior/ North	Southwest	Southeast
19-34	21%	20%	29%	21%	16%
35-44	18	18	14	28	21
45-54	27	26	27	24	35
55-64	20	22	16	20	17
65 and over	14	14	14	8	11
Average age	48.0	48.8	46.6	45.3	48.3

Only 5 percent of respondents did not achieve a high school degree. Forty percent achieved at least a bachelor's degree, while 15 percent completed a Master's or PhD.

What is the highest level of education that you have had the opportunity to complete?

	Total	Southcentral	Interior/ North	Southwest	Southeast
Less than high school diploma	5%	5%	4%	3%	5%
High school diploma/GED	17	16	18	18	17
Vocational/Tech Cert.	3	3	3	4	2
Some college	26	23	32	31	29
Associate's Degree	8	10	4	5	8
Bachelor's Degree	25	27	20	24	26
Master's Degree	11	11	11	9	10
PhD (Doctorate)/Medical	4	4	4	2	3

Respondents reported an average length of residence in Alaska of 27 years. Length of residence varied little among regions.

How many years have you been a resident of Alaska?

	Total	Southcentral	Interior/ North	Southwest	Southeast
0-5	12%	12%	11%	11%	12%
6-10	8	9	6	8	7
11-20	20	21	21	16	14
21-30	21	21	23	20	24
31-40	18	18	18	19	15
41+	22	21	22	26	26
Average years	27.3	26.6	27.3	29.3	29.5

(See attached)

University of Alaska Household Opinion Survey

PHONE # _____

SURVEY # _____

INTERVIEWER NAME _____

DATE _____

Hello, this is _____ with the McDowell Group, an Alaska research firm. We are gathering community opinions about the University of Alaska. I'd like to ask you a few questions.

1. In what year were you born? 19_____ (If 1987 or after, ask for adult. If none, thank and end survey.)
2. How many years have you been a resident of Alaska? _____ (If 6 months or less, thank and end survey.)
3. Have you ever taken classes at the University of Alaska?
1☐ Yes 2☐ No **(Skip to #4)** 9☐ Refused **(Skip to #4)**
3a. Did you obtain a degree or certificate from the University of Alaska?
1☐ Yes 2☐ No **(Skip to #4)** 9☐ Refused **(Skip to #4)**
3b. How satisfied are you with the education you received from the University of Alaska? (Read 1-4)
1☐ Very satisfied 3☐ Dissatisfied 5☐ Neutral 8☐ Don't know
2☐ Satisfied 4☐ Very dissatisfied 9☐ Refused
3c. How important was your University of Alaska education in achieving your career goals? (Read 1-4)
1☐ Very important 3☐ Not important 5☐ Neutral 8☐ Don't know
2☐ Important 4☐ Not at all important 9☐ Refused
4. In your opinion, how important is the University of Alaska to the state of Alaska? (Read 1-4)
1☐ Very important 3☐ Not important 5☐ Neutral 8☐ Don't know
2☐ Important 4☐ Not at all important 9☐ Refused
5. Compared to the past, how has your overall impression of the University of Alaska changed? Is it:
(Read 1-5)
1☐ Better 3☐ Worse 5☐ About the same 8☐ Don't know
2☐ Much better 4☐ Much worse 9☐ Refused
6. Compared to the past, do you think University of Alaska leadership is: (Read 1-5)
1☐ Better 3☐ Worse 5☐ About the same 8☐ Don't know
2☐ Much better 4☐ Much worse 9☐ Refused
7. Compared to other states, do you think the quality of public college and university education in Alaska is: (Read 1-5)
1☐ Better 3☐ Worse 5☐ About the same 8☐ Don't know
2☐ Much better 4☐ Much worse 9☐ Refused
8. Do you have children who are currently attending elementary, middle, or high school?
1☐ Yes 2☐ No **(Skip to #10)** 9☐ Refused **(Skip to #10)**
9. Would you strongly encourage, encourage, discourage, or strongly discourage them from attending the University of Alaska?
1☐ Strongly encourage **(Ask #9a)** 3☐ Discourage **(Ask #9b)** 8☐ Don't know **(Skip to #10)**
2☐ Encourage **(Ask #9a)** 4☐ Strongly discourage **(Ask #9b)** 9☐ Refused **(Skip to #10)**

9a. Why? (Check all that apply)

- 01 ☐ Affordable/low cost
 02 ☐ Location/close to home
 03 ☐ Good education
 04 ☐ Good reputation
 05 ☐ Convenient
 06 ☐ Can live at home
 07 ☐ Wants to attend
 08 ☐ Friends/family attending
 09 ☐ Top 10% scholarship program
 10 ☐ New/exciting programs
 11 ☐ Good prep. for Alaska jobs
 97 ☐ Other _____
 98 ☐ Don't know
 99 ☐ Refused

9b. Why? (Check all that apply)

- 01 ☐ Affordability/cost
 02 ☐ Location/too far away
 03 ☐ Quality of education
 04 ☐ Reputation/name recognition
 05 ☐ College not necessary
 06 ☐ More/better academic programs elsewhere
 07 ☐ More/better activities elsewhere
 08 ☐ Experience outside of Alaska
 97 ☐ Other _____
 98 ☐ Don't know
 99 ☐ Refused

10. Next I am going to read you a list of functions common to public universities and colleges. Please tell me how important you think each of these functions should be for Alaska's public university system.

(Read list)	Very important	Important	Not important	Not at all important	Don't know	Refused
a. Offer a broad-based, general education for undergraduate students	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
b. Prepare undergraduate students for a career	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
c. Prepare undergraduate students for graduate or professional school	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
d. Provide continuing education and skill upgrades to individuals already employed	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
e. Provide vocational/technical education	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
f. Provide remedial and college prep classes for students unprepared for college	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
g. Prepare students to be responsible citizens	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
h. Teach students to get along with people from different backgrounds	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
i. Discover more about the world through scientific research	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
j. Conduct practical research to help Alaskan businesses	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
k. Provide information to the public on issues affecting their daily lives	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
l. Create forums for community involvement in key public issues	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
m. Foster partnerships with elementary, middle and high schools	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
n. Provide cultural events for the community	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
o. Provide athletic events for the community	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>

11. Next I am going to read you a list of state-funded programs. Please tell me what level of funding priority you think the state should give to each program: high, medium, or low.

(Read list; rotate list)	High	Medium	Low	Don't know	Refused
a. Kindergarten through 12th-grade education	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
b. University education	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
c. Health and social services	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
d. Crime prevention and prisons	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
e. Construction of new roads and highways	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
f. Support of local governments	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>

12. Do you think state funding for the University of Alaska should be: (Read 1-3)

- 1 ☐ Increased 3 ☐ Remain at current levels 8 ☐ Don't know
2 ☐ Decreased 9 ☐ Refused

13. Do you think that state funding for financial aid to college students should be: (Read 1-3)

- 1 ☐ Increased 3 ☐ Remain at current levels 8 ☐ Don't know
2 ☐ Decreased 9 ☐ Refused

14. Compared to the past, do you feel that your awareness of University programs has: (Read 1-3)

- 1 ☐ Increased 3 ☐ Stayed the same 8 ☐ Don't know
2 ☐ Decreased 9 ☐ Refused

15. Where do you get information about the University of Alaska? (Check all that apply)

- 01 ☐ Newspaper 05 ☐ Class schedule 11 ☐ Was/is UA student/employee
02 ☐ Radio 06 ☐ Word of mouth 09 ☐ None; do not get information
03 ☐ Television 07 ☐ Mailings/newsletters 98 ☐ Don't know
04 ☐ Internet 08 ☐ University employees 99 ☐ Refused
10 ☐ University students 97 ☐ Other _____

16. Have you ever made a charitable donation to the University?

- 1 ☐ Yes 2 ☐ No 3 ☐ Don't know/don't remember 9 ☐ Refused

17. What is the highest level of education you had the opportunity to complete? (Do not read)

- 01 ☐ Less than HS diploma 05 ☐ AA (Associate's Degree)
02 ☐ HS diploma/GED 06 ☐ BA (Bachelor's Degree) 97 ☐ Other _____
03 ☐ Vocational/Tech Cert. 07 ☐ MA (Master's Degree) 98 ☐ Don't know
04 ☐ Some college 08 ☐ PhD (Doctorate) 99 ☐ Refused

18. What race do you consider yourself? (Do not read; check all that apply)

- 01 ☐ White/Caucasian 04 ☐ Filipino/Pacific Islander 97 ☐ Other _____
02 ☐ Alaska Native/Amer. Indian 05 ☐ Asian/Indian 98 ☐ Don't know
03 ☐ Black/African-American 06 ☐ Latino/Hispanic 99 ☐ Refused

19. Please stop me at the category that best describes your annual household income.

- 01 ☐ Less than \$15,000 04 ☐ \$35,000 to \$50,000 07 ☐ Over \$100,000
02 ☐ \$15,000 to \$25,000 05 ☐ \$50,000 to \$75,000 98 ☐ Don't know
03 ☐ \$25,000 to \$35,000 06 ☐ \$75,000 to \$100,000 99 ☐ Refused

Thank and end survey

20. Gender1 ☐ Male2 ☐ Female7 ☐ Don't know**21. Community**01 ☐ Anchorage42 ☐ Akutan43 ☐ Alakanuk44 ☐ Anderson45 ☐ Angoon46 ☐ Aniak02 ☐ Barrow03 ☐ Bethel47 ☐ Chevak48 ☐ Copper Center04 ☐ Cordova05 ☐ Craig06 ☐ Delta Junction07 ☐ Dillingham08 ☐ Emmonak09 ☐ Fairbanks10 ☐ Fort Yukon11 ☐ Galena49 ☐ Gamble12 ☐ Haines13 ☐ Healy14 ☐ Hoonah15 ☐ Hooper Bay16 ☐ Juneau50 ☐ Kake17 ☐ Kenai Peninsula18 ☐ Ketchikan19 ☐ King Cove51 ☐ King Salmon52 ☐ Klawock20 ☐ Kodiak21 ☐ Kotzebue22 ☐ Mat-Su Borough23 ☐ McGrath24 ☐ Metlakatla25 ☐ Mountain Village26 ☐ Naknek27 ☐ Newhalen28 ☐ Nome29 ☐ Nondalton53 ☐ Noorvik30 ☐ North Pole31 ☐ Petersburg54 ☐ Point Hope32 ☐ Sand Point55 ☐ Savoonga56 ☐ Selawik57 ☐ Shishmaref33 ☐ Sitka34 ☐ Skagway58 ☐ Stebbins35 ☐ St. Paul59 ☐ Thorne Bay36 ☐ Togiak37 ☐ Tok60 ☐ Unalakleet38 ☐ Unalaska39 ☐ Valdez61 ☐ Wainwright40 ☐ Wrangell41 ☐ Yakutat97 ☐ Other