Methodology

Sample
500 phone interviews among a representative sample of Idaho adult residents.

Method
Landline (33%) and cell phone (67%) interviews conducted May 3-7, 2016.

Sampling Error
Plus or minus 4% at the 95% confidence level.
Images of Universities
"I would like to ask your opinion about several public universities in our region. Please tell me whether you have a favorable or unfavorable opinion of each. If you have no opinion or have never heard of the university, just say so."

- Boise State University (Q4): 78% Favorable, 14% Unfavorable, 7% No opinion/never heard of
- University of Idaho (Q1): 72% Favorable, 19% Unfavorable, 9% No opinion/never heard of
- Idaho State University (Q2): 67% Favorable, 25% Unfavorable, 7% No opinion/never heard of
- Washington State University (Q3): 48% Favorable, 48% Unfavorable, 4% No opinion/never heard of
- BYU Idaho (Q6): 46% Favorable, 41% Unfavorable, 13% No opinion/never heard of
- Utah State University (Q5): 45% Favorable, 51% Unfavorable, 5% No opinion/never heard of
# University Images: Key Subgroups

<table>
<thead>
<tr>
<th>% Favorable</th>
<th>University of Idaho</th>
<th>Boise State University</th>
<th>Washington State University</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>72%</td>
<td>78%</td>
<td>48%</td>
</tr>
<tr>
<td>County/TV market</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ada County</td>
<td>70%</td>
<td>88%</td>
<td>53%</td>
</tr>
<tr>
<td>Boise TV</td>
<td>68%</td>
<td>88%</td>
<td>45%</td>
</tr>
<tr>
<td>Twin Falls TV</td>
<td>80%</td>
<td>71%</td>
<td>43%</td>
</tr>
<tr>
<td>Idaho Falls/Pocatello TV</td>
<td>71%</td>
<td>83%</td>
<td>37%</td>
</tr>
<tr>
<td>Spokane TV</td>
<td>77%</td>
<td>56%</td>
<td>73%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-12 years</td>
<td>65%</td>
<td>74%</td>
<td>38%</td>
</tr>
<tr>
<td>13-15 years</td>
<td>70%</td>
<td>77%</td>
<td>40%</td>
</tr>
<tr>
<td>16 years</td>
<td>68%</td>
<td>83%</td>
<td>57%</td>
</tr>
<tr>
<td>17+ years</td>
<td>88%</td>
<td>80%</td>
<td>63%</td>
</tr>
</tbody>
</table>

UI’s image is most positive in the Twin Falls and Spokane TV market counties and among post-grads.
“Over the past few months have you seen, read or heard anything about the University of Idaho?” (Q7)

Recollections were at similar levels across the state.

IF YES: “What specifically do you recall?”

- Sports/sports programs (general): 6%
- Football/football team: 5%
- Football team/changing leagues/who they play: 5%
- Advertisement/news/pamphlets/signs (general): 4%
- Have friends/family members who attend: 3%
- Dean passed away: 2%
- Looking for a new president: 1%
- All/everything (unspecified): 1%
- Scholarships: 1%
- Graduation date: 1%
- Cost (unspecified): 1%
- Plans for future programs/curriculum: 1%
- Implementing medical programs: 1%
- I attend school there: 1%

I attend school there

Implementing medical programs

Plans for future programs/curriculum

Cost (unspecified)

Scholarships

Graduation date

Have friends/family members who attend

Advertisement/news/pamphlets/signs (general)

Football team/changing leagues/who they play

Football/football team

Sports/sports programs (general)

No/don’t know 50%
Recommending a University
“If you were going to recommend a college or university to a friend or family member, would you be more likely to recommend an in-state school or an out-of-state school?” (Q8)

Wide Majority Would Recommend an In-State School

Historic comparison

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-state school</td>
<td>75%</td>
<td>72%</td>
</tr>
<tr>
<td>Don’t know/NA</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Out-of-state school</td>
<td>15%</td>
<td>14%</td>
</tr>
</tbody>
</table>
“Which one of the following universities would you most likely recommend to a friend or family member?” (Q9)

- Boise State University: 33%
- The University of Idaho: 21%
- Idaho State University: 10%
- BYU Idaho: 10%
- Washington State University: 9%
- Utah State University: 4%
Reasons for Recommending UI and BSU

IF UNIVERSITY OF IDAHO: “Why would you recommend the University of Idaho?” (Q10A, N=107)

IF BOISE STATE UNIVERSITY: “Why would you recommend Boise State University?” (Q10D, N=167)

- I attended school/graduated from there/have friends/family members who attend/have attended: 28% (UI) vs. 27% (BSU)
- Good programs/curriculum (general): 5% (UI) vs. 16% (BSU)
- Good school/good reputation: 9% (UI) vs. 10% (BSU)
- Most familiar: 5% (UI) vs. 7% (BSU)
- Heard positive things about it: 5% (UI) vs. 6% (BSU)
- Close to my home/in my area: 5% (UI) vs. 15% (BSU)
- Beautiful/nice campus: 0% (UI) vs. 5% (BSU)
- Affordable: 4% (UI) vs. 5% (BSU)
- In-state: 4% (UI) vs. 3% (BSU)

Note differences on programs/curriculum and location.
Rating University Education Quality
“Based on what you know or have heard, how would you rate the quality of education at each of the following universities?”

- **Boise State University (Q14)**: 31% Excellent, 17% Fair/poor, 73% Total
- **University of Idaho (Q11)**: 28% Excellent, 14% Fair/poor, 71% Total
- **Idaho State University (Q12)**: 19% Excellent, 19% Fair/poor, 64% Total
- **Washington State University (Q13)**: 23% Excellent, 8% Fair/poor, 55% Total
- **Utah State University (Q15)**: 21% Excellent, 11% Fair/poor, 52% Total
- **BYU Idaho (Q16)**: 20% Excellent, 17% Fair/poor, 50% Total

*UI and BSU enjoy similar ratings.*
Leading Academic University
Leading Academic University

“Which one of those universities do you consider to be the leading academic university?” (Q17)

- Boise State University: 21%
- Washington State University: 20%
- University of Idaho: 16%
- BYU Idaho: 11%
- Utah State University: 9%
- Idaho State University: 5%
# Leading Academic University: Key Subgroups

<table>
<thead>
<tr>
<th>University</th>
<th>All</th>
<th>Yes, currently enrolled</th>
<th>Yes, thinking</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boise State University</td>
<td>21%</td>
<td>25%</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Washington State University</td>
<td>20%</td>
<td>23%</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>University of Idaho</td>
<td>16%</td>
<td>8%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>BYU Idaho</td>
<td>11%</td>
<td>16%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Utah State University</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Idaho State University</td>
<td>5%</td>
<td>4%</td>
<td>11%</td>
<td>4%</td>
</tr>
</tbody>
</table>

UI is tied with WSU in households where college is being considered.
## Reasons for Choosing UI and BSU as Leading Academic University

**IF UNIVERSITY OF IDAHO:** “Why do you say University of Idaho is the leading academic university?” (Q18A, N=78)

**IF BOISE STATE UNIVERSITY:** “Why do you say Boise State University is the leading academic university?” (Q18D, N=103)

<table>
<thead>
<tr>
<th>Reason</th>
<th>UI (%)</th>
<th>BSU (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I attended/graduated from there/friends/family members attend/have attended</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Good programs/curriculum (general)</td>
<td>6%</td>
<td>17%</td>
</tr>
<tr>
<td>Graduates are capable/well-educated</td>
<td>1%</td>
<td>8%</td>
</tr>
<tr>
<td>Research</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Good school/good reputation</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Established/been around a long time</td>
<td>0%</td>
<td>5%</td>
</tr>
<tr>
<td>Most familiar</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Variety of programs</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

UI leads in programs/curriculum, capable grads and research.

BSU leads in familiarity.
Reasons for Choosing WSU as Leading Academic University

IF WASHINGTON STATE UNIVERSITY: “Why do you say Washington State University is the leading academic university?” (Q18C, N=100)

- Medical programs: 12%
- Good programs/curriculum (general): 9%
- Larger university: 8%
- School has money/funding: 8%
- I attended/graduated from there/friends/family members attend/have attended: 6%
- Graduates are capable/well-educated: 6%
- Variety of programs: 6%
- Research: 5%
- General academics are very high: 4%
Most Prominent Academic Programs
Major Academic Programs at the University of Idaho

“In your opinion, what academic program is the University of Idaho most known for?” (Q19)

<table>
<thead>
<tr>
<th>Program</th>
<th>2016</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Engineering</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Business</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Science</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Education</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Forestry</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>39%</td>
<td>37%</td>
</tr>
</tbody>
</table>
“In your opinion, what academic program is Boise State University most known for?” (Q22)

- Business: 15%
- Football/athletics/sports: 14%
- Engineering: 8%
- Nursing: 5%
- Science: 3%
- Technology: 2%
- Education: 2%
- Don’t know: 37%
Comparing Major Academic Programs at UI and BSU

- Law: 14% (UI), 0% (BSU)
- Agriculture: 14% (UI), 0% (BSU)
- Engineering: 11% (UI), 8% (BSU)
- Business: 15% (UI), 3% (BSU)
- Science: 3% (UI), 2% (BSU)
- Education: 2% (UI), 2% (BSU)
- Forestry: 2% (UI), 0% (BSU)
- Football/athletics/sports: 14% (UI), * (BSU)
- Nursing: 1% (UI), 5% (BSU)
- Technology: 0% (UI), 2% (BSU)

* Less than one-half of one percent
Major Academic Programs at Washington State University

“In your opinion, what academic program is Washington State University most known for?” (Q20)

- Veterinary: 9%
- Medical: 8%
- Agriculture: 5%
- Engineering: 3%
- Football: 2%
- Don't know: 60%
Major Academic Programs at Idaho State University

“In your opinion, what academic program is Idaho State University most known for?” (Q21)

- Pharmaceutical: 10%
- Medical: 8%
- Nursing: 7%
- Agriculture: 3%
- Engineering: 3%
- Business: 2%
- Dental: 2%
- Don’t know: 46%
Which University Best Fits Each Description?
<table>
<thead>
<tr>
<th>Description</th>
<th>Don’t know/other</th>
<th>University of Idaho</th>
<th>Boise State University</th>
<th>Washington State University</th>
<th>Idaho State University</th>
<th>Utah State University</th>
<th>BYU Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has the highest graduation rate (Q32)</td>
<td>43%</td>
<td>10%</td>
<td>12%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>19%</td>
</tr>
<tr>
<td>Has the best faculty (Q25)</td>
<td>37%</td>
<td>12%</td>
<td>19%</td>
<td>9%</td>
<td>4%</td>
<td>6%</td>
<td>12%</td>
</tr>
<tr>
<td>Provides the most opportunity for student research (Q28)</td>
<td>31%</td>
<td>14%</td>
<td>20%</td>
<td>15%</td>
<td>9%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Has the best research program (Q27)</td>
<td>28%</td>
<td>14%</td>
<td>18%</td>
<td>20%</td>
<td>8%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Best prepares students for a successful career after college (Q30)</td>
<td>27%</td>
<td>16%</td>
<td>20%</td>
<td>11%</td>
<td>8%</td>
<td>5%</td>
<td>13%</td>
</tr>
<tr>
<td>Is the most affordable (Q31)</td>
<td>27%</td>
<td>16%</td>
<td>15%</td>
<td>1%</td>
<td>22%</td>
<td>2%</td>
<td>17%</td>
</tr>
<tr>
<td>Provides students with the best overall college experience (Q26)</td>
<td>19%</td>
<td>19%</td>
<td>26%</td>
<td>10%</td>
<td>5%</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Has the best athletic programs (Q29)</td>
<td>7%</td>
<td>2%</td>
<td>69%</td>
<td>12%</td>
<td>2%</td>
<td>6%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Higher levels of no opinion represent opportunities for defining images.
UI Does Well Among Prospective University Student Households

UI leads the other five universities when it comes to:

- Providing students with the best overall college experience
- Has the best research program.
- Provides the most opportunity for student research.
- Best prepares students for a successful career after college.

UI is a leader in three other key areas:
University Considerations
“Please tell me how important you believe each of the following is when considering a university, exceedingly important, very important, somewhat important, not at all important?”

- **Academic programs and degrees that allow students to get a well-paying job after graduation (Q40)**
  - 44% Exceedingly important
  - 91% Total

- **Campus safety (Q43)**
  - 43% Exceedingly important
  - 88% Total

- **Affordability – cost of an education at or below the national average (Q37)**
  - 36% Exceedingly important
  - 81% Total

- **Adequate classes available to allow every student to graduate within four years (Q38)**
  - 30% Exceedingly important
  - 80% Total

- **High quality faculty reputation (Q35)**
  - 28% Exceedingly important
  - 79% Total

- **Scholarship availability (Q42)**
  - 30% Exceedingly important
  - 78% Total
University Considerations - 2

- Quality of facilities, including classrooms, laboratories, recreation centers, etc. (Q44)
  - 24% Exceedingly important
  - 74%

- Quality of living environment, including dorms (Q45)
  - 19% Exceedingly important
  - 70%

- Research opportunities for undergraduates (Q39)
  - 15% Exceedingly important
  - 62%

- Significant economic contributions to the state’s economy (Q41)
  - 16% Exceedingly important
  - 57%

- A nationally recognized research university (Q34)
  - 13% Exceedingly important
  - 54%

- A residential campus, as opposed to being part of a surrounding city (Q33)
  - 35% Exceedingly important
  - 8%

- Successful football team (Q36)
  - 15% Exceedingly important
  - 4%
Most Important University Considerations: *Key Subgroups*

- **Ada County residents**
  - Campus safety.
  - Academic programs/well paid job after graduation.

- **Spokane TV market residents and prospective student households**
  - Academic programs/well paid job after graduation.
  - Campus safety.
  - Affordability/cost below national average.

- **Post grads (17+ years education)**
  - Academic programs/well paid job after graduation.
  - Campus safety.
  - High quality faculty reputation.

- **University of Idaho alumni**
  - Academic programs/well paid job after graduation.
  - Affordability.
Here are some statements about the University of Idaho. Please tell me if you would be more likely or less likely to recommend the University of Idaho to a friend or family member if you knew each of the following were true. If it makes no difference to your opinion, just say so.

- The University of Idaho offers more scholarship funding to students than any other four-year, public institution in the state. In fact, it offers more scholarship funding than all public institutions in the state combined. (Q63)

- The University of Idaho is the top university in Idaho for graduate earnings, according to the 2015-2016 PayScale College Salary Report, and has the highest percentage of science, technology, engineering and math degrees. (Q53)

- Cutting edge research centers and facilities make U of I the unrivaled choice for undergrad research opportunities. Most undergraduate students in research-related fields have opportunities to conduct hands-on research with their faculty mentors. (Q51)

- Forbes Magazine ranks the University of Idaho third in the West for affordability among major universities. (Q52)

- The University of Idaho offers undergraduates the opportunity to do independent research outside the classroom. (Q61)
<table>
<thead>
<tr>
<th>Statement</th>
<th>Likelihood</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The graduation rate at the University of Idaho is higher than any other four-year, public university in Idaho. (Q50)</td>
<td>40% Much more likely</td>
<td>73%</td>
</tr>
<tr>
<td>The University of Idaho’s $100 million dollar research program is the best in the state and is on par with national research universities. (Q59)</td>
<td>37% Much more likely</td>
<td>73%</td>
</tr>
<tr>
<td>The average salary of University of Idaho graduates is higher than the national average, and higher than any other four-year public university in Idaho. (Q56)</td>
<td>38% Much more likely</td>
<td>72%</td>
</tr>
<tr>
<td>University of Idaho students are more likely to graduate in four years than students of any other four-year, public university in the state. (Q62)</td>
<td>39% Much more likely</td>
<td>71%</td>
</tr>
<tr>
<td>The University of Idaho is a leading national research university. (Q64)</td>
<td>36% Much more likely</td>
<td>70%</td>
</tr>
</tbody>
</table>
The University of Idaho attracts some of the best and brightest students; the average GPA of incoming high school students was 3.43 in Fall 2015. (Q54)

The University of Idaho contributes $1.1 billion dollars in total economic impact to the state’s economy. (Q55)

The University of Idaho attracts far more National Merit scholars than any other university in the Pacific Northwest and has more National Merit scholars than all other schools in the state of Idaho combined. (Q49)

University of Idaho graduates include many prominent leaders. (Q66)

The University of Idaho is the only land grant university in the state. (Q65)

The University of Idaho has a strong fraternity and sorority system. (Q60)
Most Effective UI Messages: Key Subgroups

- Ada County residents, post grads and alumni
  - UI offers more scholarship funding to students than any other four-year, public institution in the state.

- Spokane TV market
  - UI offers more scholarship funding to students than any other four-year, public institution in the state.
  - UI is the top university in Idaho for graduate earnings.

- Prospective student households
  - UI offers more scholarship funding to students than any other four-year, public institution in the state.
  - A variety of other messages are tied for 2nd place.
Key Findings
The University of Idaho has maintained its widely positive image throughout the state over time.

• UI trails BSU slightly in overall image rating, “most highly recommended university” and “leading academic university.”

BUT...

• BSU’s lead over UI in these areas is due more to BSU’s location and football team rather than perceptions that it is a higher quality institution.
UI Statewide Image Overview

UI and BSU lead the other universities when it comes to offering a high quality education.

• Both are equally likely to be perceived as offering a high quality education, more so than any other institution tested in the survey.
UI Statewide Image Overview

UI and BSU are viewed very differently when it comes to academic programming.

- UI is more likely to be known for law, agriculture and engineering.
- BSU is more likely to be known for its sports programs (especially football) and business degrees.
UI has made significant inroads against BSU among prospective university student households.

- Despite BSU’s geographic advantages UI is perceived by parents of prospective students as the state’s leading academic university and providing the best overall college experience.
UI is well positioned to maintain its relevance statewide.
The four themes most important to key audiences are:

1. Academic programs and degrees that allow students to get well-paying jobs after graduation.
2. Campus safety.
3. Affordability/cost of education at/below the national average.
4. High quality faculty reputation.
"The University of Idaho is the top university in Idaho for graduate earnings, according to the 2015-2016 PayScale College Salary Report, and has the highest percentage of science, technology, engineering and math degrees."

"The graduation rate at the University of Idaho is higher than any other four-year, public university in Idaho."

"The average salary of University of Idaho graduates is higher than the national average, and higher than any other four-year public university in Idaho."
"The University of Idaho offers more scholarship funding to students than any other four-year, public institution in the state. In fact, it offers more scholarship funding than all public institutions in the state combined."

"University of Idaho students are more likely to graduate in four years than students of any other four-year, public university in the state."