Methodology

- Statewide sample (n=650)
- Oversample regions (n=279)
  - Eddy/Lea/Chaves Counties
  - Luna/Grant Counties
  - Gallup/Zuni area
  - Rio Rancho
- Conducted March 27th - May 24th, 2006
Quality of Education From Various Schools

% Rating Each School an "8", "9" or "10" On a 11-point Scale

Total Sample (N=929)

- University of New Mexico (UNM): 11% Rating=10, 11% Rating=9, 32% Rating=8, Mean = 7.6
- New Mexico State University (NMSU): 11% Rating=10, 12% Rating=9, 23% Rating=8, Mean = 7.5
- New Mexico Tech in Socorro: 13% Rating=10, 11% Rating=9, 16% Rating=8, Mean = 8.1
- University of Phoenix: 5% Rating=10, 4% Rating=9, 17% Rating=8, Mean = 6.3
Overall Impression of UNM
Total Sample (N=929)

Note: Residents who earn less than $30,000 annually (37%) and Hispanics (35%) are more likely to rate their overall impression of UNM as Very Good.
## Reasons Underlying Overall Impression of UNM

### Among Those Who Have An Opinion

### Good Impression
**Those Who Rated UNM a “4” or “5”**
**Total Responses (N=630)**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good/quality education</td>
<td>42%</td>
</tr>
<tr>
<td>Good/qualified faculty/staff</td>
<td>17%</td>
</tr>
<tr>
<td>Family/friends went there</td>
<td>10%</td>
</tr>
<tr>
<td>Good reputation</td>
<td>6%</td>
</tr>
<tr>
<td>Good facilities</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Neutral/Bad Impression
**Those Who Rated UNM a “1”, “2” or “3”**
**Total Responses (N=254)**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor quality education</td>
<td>15%</td>
</tr>
<tr>
<td>Could be better</td>
<td>11%</td>
</tr>
<tr>
<td>Expensive/tuition high</td>
<td>9%</td>
</tr>
<tr>
<td>Instructors/faculty/staff poor/unqualified</td>
<td>7%</td>
</tr>
<tr>
<td>Family/friends went there</td>
<td>7%</td>
</tr>
</tbody>
</table>
### UNM Notoriety

*(Unaided Responses)*

<table>
<thead>
<tr>
<th>Total Sample (N=929)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital or medical school</td>
<td>40%</td>
</tr>
<tr>
<td>Sports team/Lobos</td>
<td>23%</td>
</tr>
<tr>
<td>Law School</td>
<td>8%</td>
</tr>
<tr>
<td>Engineering school</td>
<td>4%</td>
</tr>
<tr>
<td>Anderson Schools of Business</td>
<td>4%</td>
</tr>
<tr>
<td>The Pit</td>
<td>3%</td>
</tr>
<tr>
<td>Research</td>
<td>3%</td>
</tr>
<tr>
<td>Undergraduate program</td>
<td>3%</td>
</tr>
<tr>
<td>Graduate program</td>
<td>2%</td>
</tr>
<tr>
<td>Arts</td>
<td>2%</td>
</tr>
<tr>
<td>Other colleges/departments/programs (e.g. Anthropology/Archaeology/Science/Technology)</td>
<td>8%</td>
</tr>
<tr>
<td>Don’t know/won’t say</td>
<td>21%</td>
</tr>
</tbody>
</table>

*Note: As education level increases so does the likelihood of associating UNM with the hospital/medical school or law school.*
One-third of residents were unable to rate their opinion regarding UNM’s reputation for community service, while one-fifth could not rate their opinion on research, and 12% could not rate UNM’s reputation for teaching. Hispanics and residents living in the Valley and Downtown Albuquerque are more apt to give UNM high ratings for research and teaching, while those who live in Gallup/Zuni are most apt to rate UNM highly for community service.
Perceptions of UNM on Specific Attributes
% Rating Each Attribute a "4" or "5" On a 5-point Scale

UNM is New Mexico’s best university
- 2006 (N=650): 30% Rating=5, 27% Rating=4, 57%
- 2003 (N=800): 42% Rating=5, 16% Rating=4, 58%

UNM is too impersonal
- 2006 (N=650): 11% Rating=5, 17% Rating=4, 28%
- 2003 (N=800): 13% Rating=5, 10% Rating=4, 23%

UNM’s tuition fees are high
- 2006 (N=650): 29% Rating=5, 20% Rating=4, 49%
- 2003 (N=800): 20% Rating=5, 13% Rating=4, 33%

UNM’s campus has good security
- 2006 (N=650): 10% Rating=5, 19% Rating=4, 29%
- 2003 (N=800): 16% Rating=5, 16% Rating=4, 32%

Note: Many residents are unfamiliar with UNM’s security (34%), whether or not it is impersonal (20%), and its perceived tuition fees (16%).
UNM's Mission

% Rating Each Statement a "4" or "5" On a 5-point Scale
Total Sample (N=929)

- UNM offers New Mexicans access to a variety of high-quality educational, research, and service programs:
  - Rating=5: 33%
  - Rating=4: 38%
  - Total: 71%

- UNM provides services directly to Albuquerque and the State, including health care, social services, economic development, policy studies, and cultural events:
  - Rating=5: 32%
  - Rating=4: 33%
  - Total: 65%

- UNM advances students' understanding of the world, its peoples, and cultures:
  - Rating=5: 22%
  - Rating=4: 33%
  - Total: 55%

- UNM's internationally-known programs places it among America's most distinguished public research universities:
  - Rating=5: 12%
  - Rating=4: 23%
  - Total: 35%

Note: Many residents were unable to rate UNM on the various aspects of its mission.
Note: Those with a college degree or more education, residents of Albuquerque Metro (specifically those in the mid and far heights) are more likely to be aware of the correct amount of UNM’s tuition and fees.
Perceived Value of UNM Tuition

Total Sample

Note: Residents between the ages of 35 and 64 are most likely to feel that UNM’s tuition is a bargain, while those with some college education or less schooling are more inclined to feel that UNM’s tuition is too expensive. Residents with an income of $30,000 or less tend to feel UNM’s tuition is high.
### Primary Source of Information About UNM

**Top 7 Unaided Responses**

<table>
<thead>
<tr>
<th>Source</th>
<th>2006 (N=929)</th>
<th>2003 (N=800)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends/neighbors/people in general</td>
<td>36%</td>
<td>31%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>31%</td>
<td>12%</td>
</tr>
<tr>
<td>Television</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>UNM student/employee</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>Internet</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>School</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>UNM publications</td>
<td>7%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Note:** Residents age 50 and older tend to get information about UNM through newspaper and television. In addition, those who have graduated college or have attended graduate school, men, current and former UNM employees, and those in the Albuquerque Metro area also tend to get information from newspapers. Younger residents (18-34) tend to get information from the Internet, school, and UNM publications.

**Those who get information about UNM through the newspaper and television tend to feel that the information they receive from these sources is neutral or somewhat positive, while those who get their information from the Internet or UNM publications feel it is very positive.**
Preferred Sources For Additional Information About UNM

(Aided Responses)

% Rating Each Source a "4" or "5" On a 5-point Scale

Through friends and acquaintances
- Rating=5: 37%
- Rating=4: 29%
- Total: 66%

Internet
- Rating=5: 36%
- Rating=4: 19%
- Total: 55%

Through newspaper articles
- Rating=5: 27%
- Rating=4: 28%
- Total: 55%

Television
- Rating=5: 22%
- Rating=4: 17%
- Total: 39%

Information sent in the mail
- Rating=5: 19%
- Rating=4: 18%
- Total: 37%

Through meetings on campus
- Rating=5: 17%
- Rating=4: 15%
- Total: 32%

Radio
- Rating=5: 12%
- Rating=4: 14%
- Total: 26%