

UNM Image & Perception Study

*Presented By
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Methodology

- Statewide sample (n=650)

- Oversample regions (n=279)

- Eddy/Lea/Chaves Counties

- Luna/Grant Counties

- Gallup/Zuni area

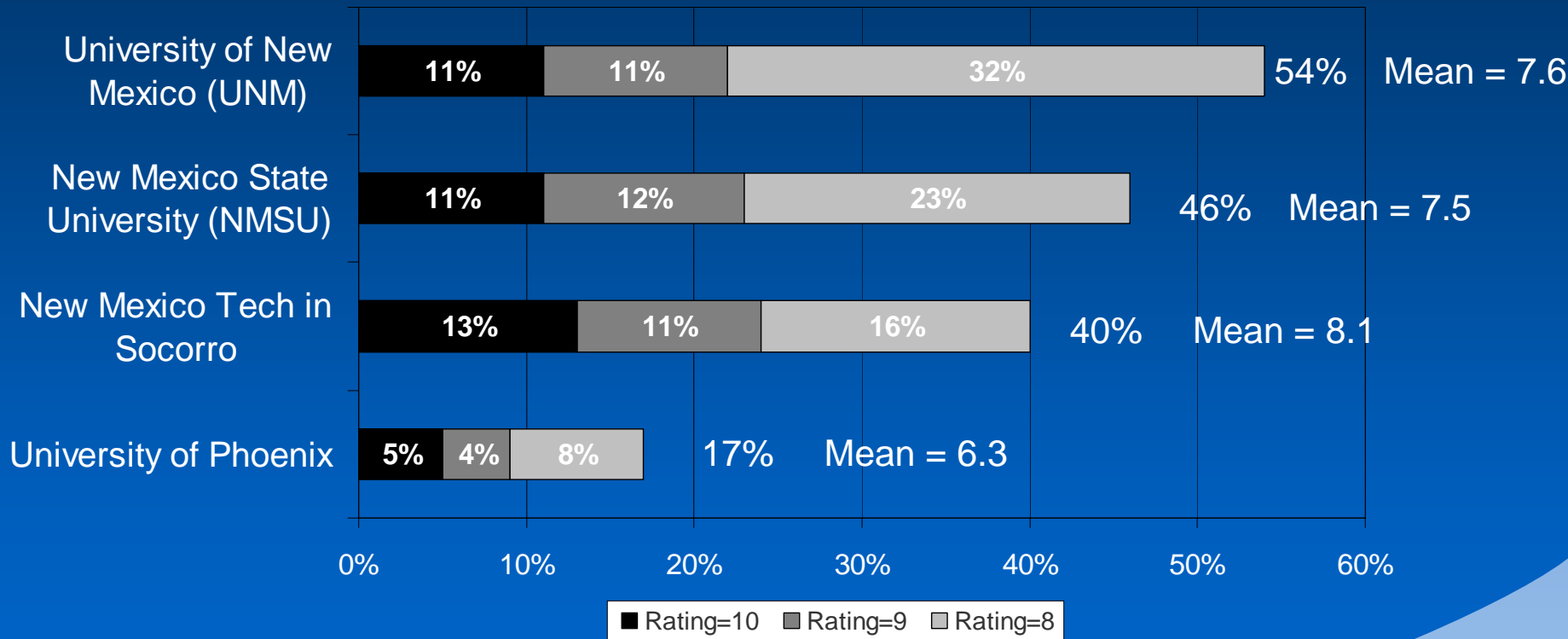
- Rio Rancho

- Conducted March 27th- May 24th, 2006

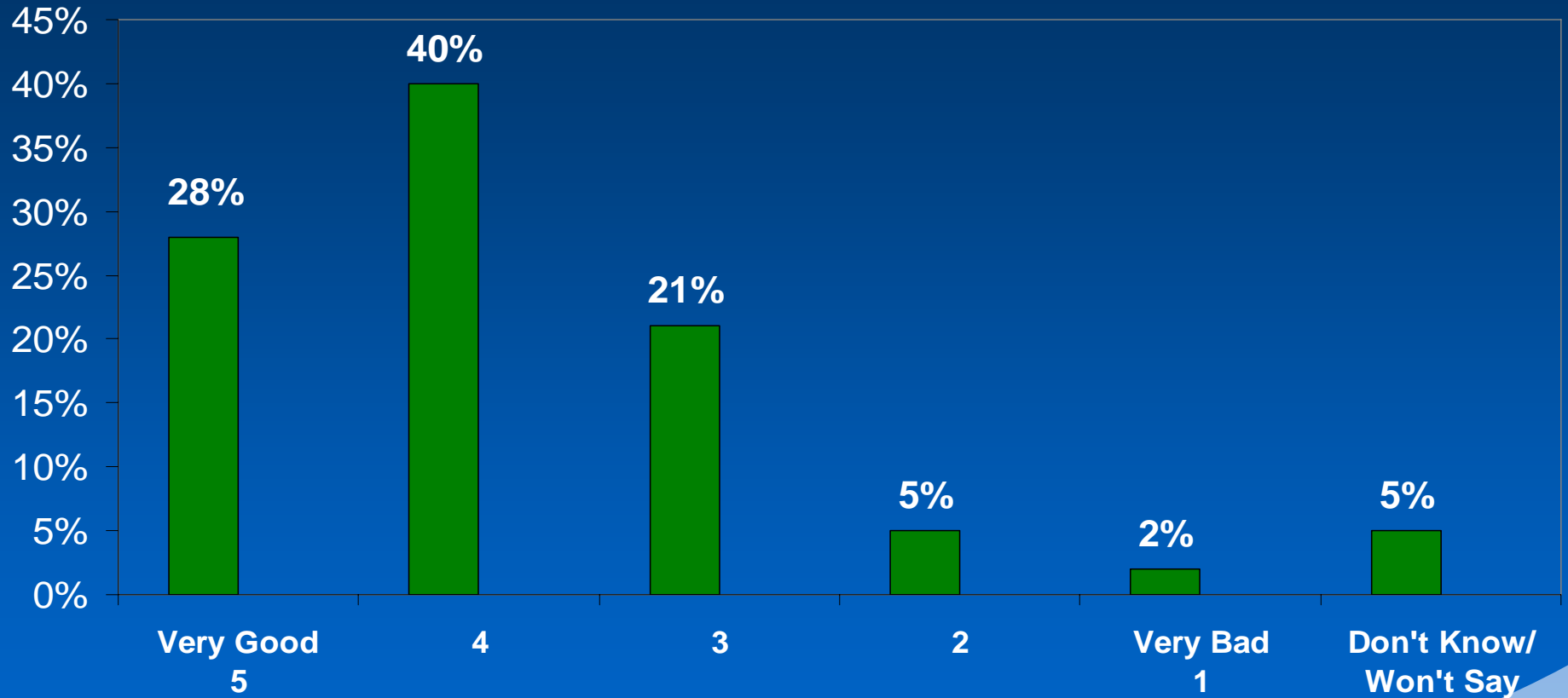
Quality of Education From Various Schools

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

Total Sample (N=929)



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 <i>Those Who Rated UNM a "4" or "5"</i> Total Responses (N=630)		Neutral/Bad Impression <i>Those Who Rated UNM a "1", "2" or "3"</i> Total Responses (N=254)	
Good/quality education	42%	Poor quality education	15%
Good/qualified faculty/staff	17%	Could be better	11%
Family/friends went there	10%	Expensive/tuition high	9%
Good reputation	6%	Instructors/faculty/staff poor/unqualified	7%
Good facilities	5%	Family/friends went there	7%

UNM Notoriety

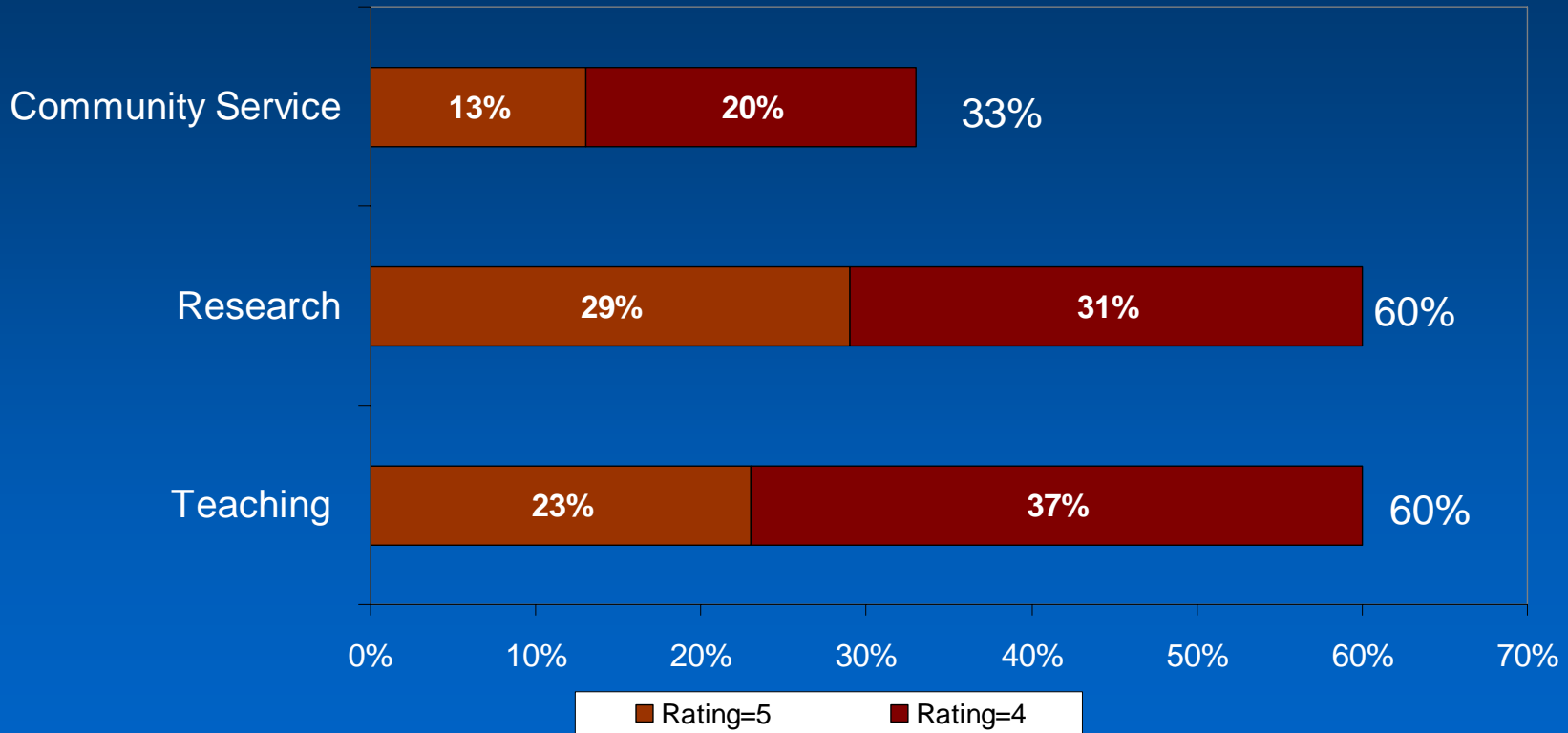
(Unaided Responses)

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

Note: As education level increases so does the likelihood of associating UNM with the hospital/medical school or law school.

UNM's General Reputation on Three Key Attributes

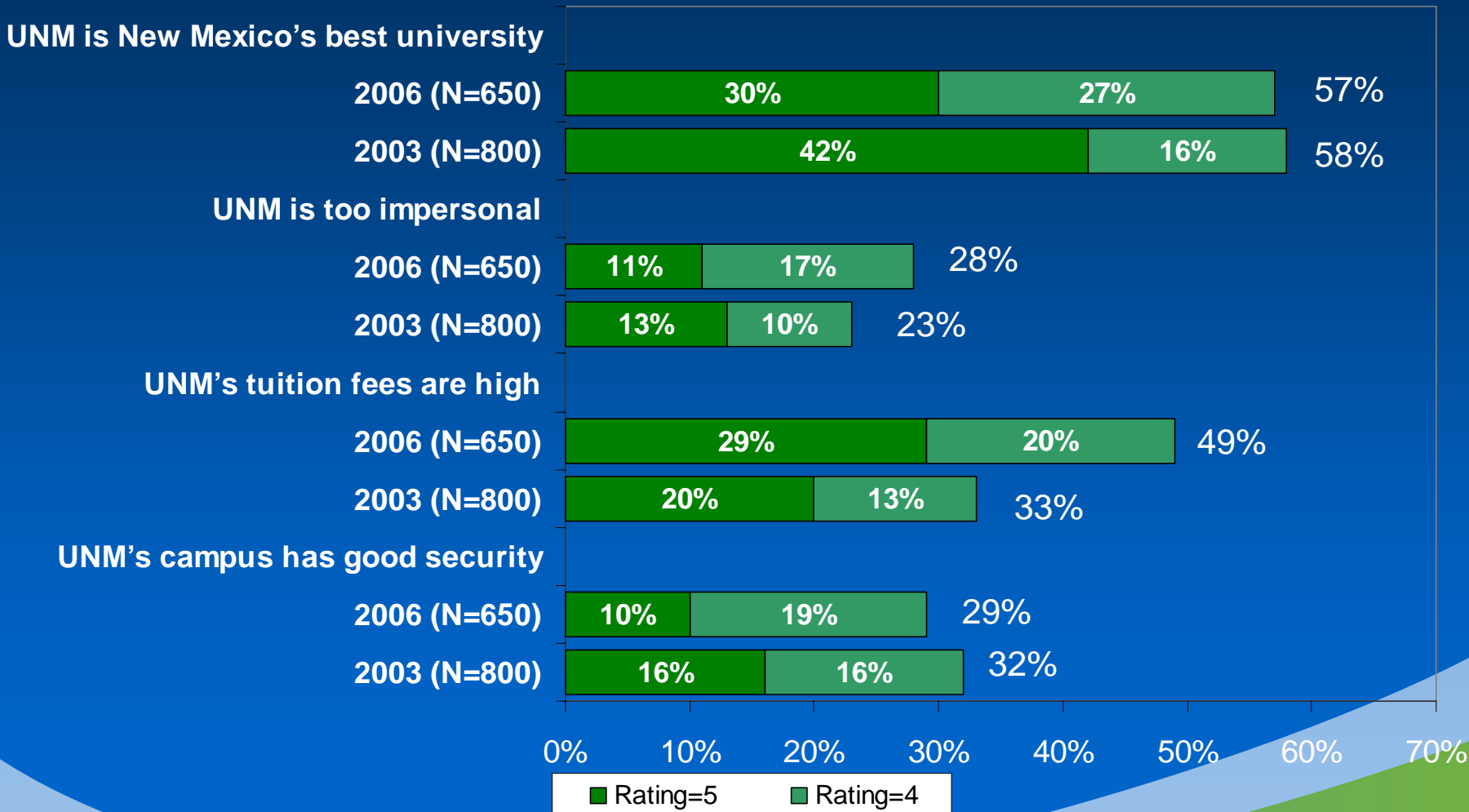
% Rating Each Attribute a "4" or "5" On a 5-point Scale
Total Sample (N=929)



Note: 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

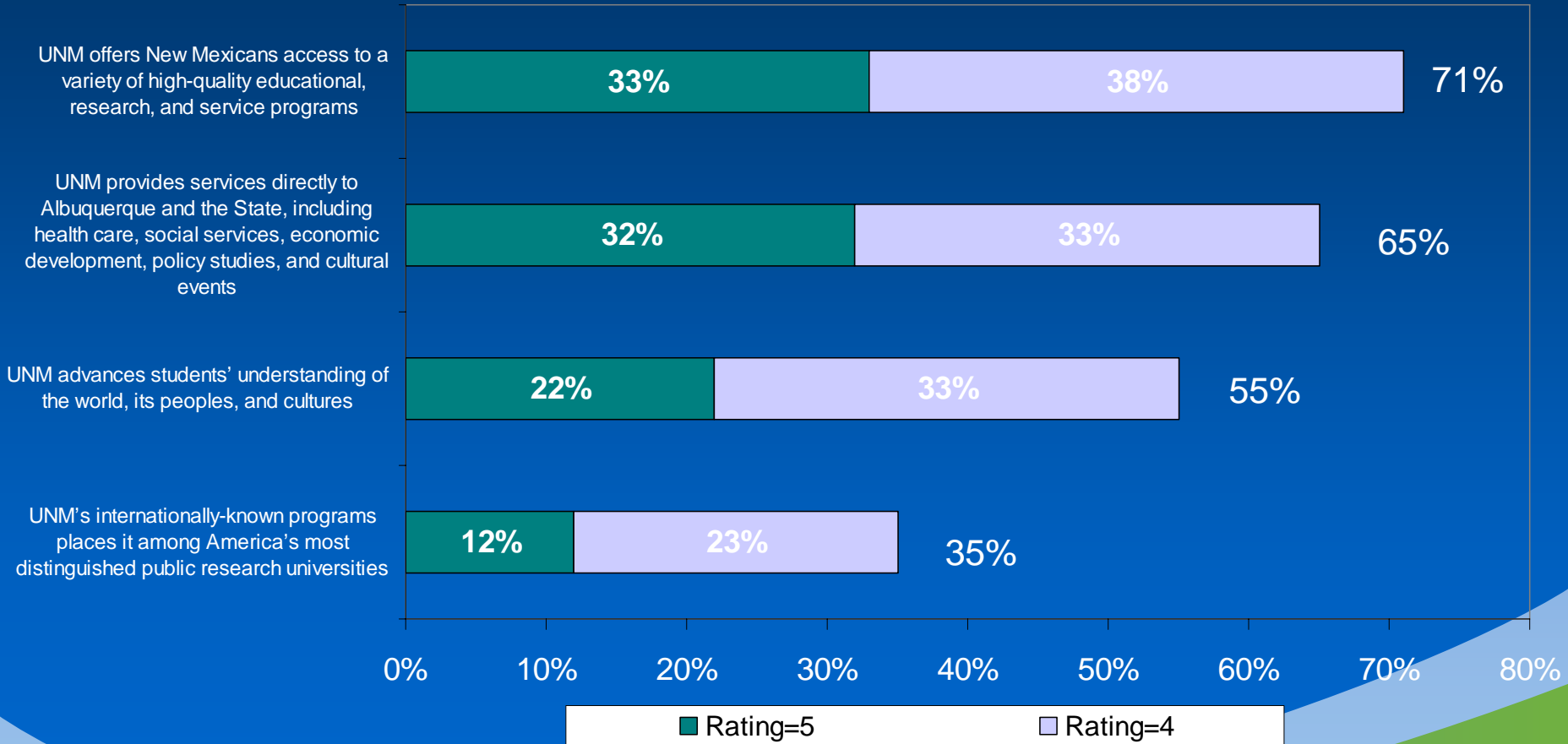
% Rating Each Attribute a "4" or "5" On a 5-point Scale



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

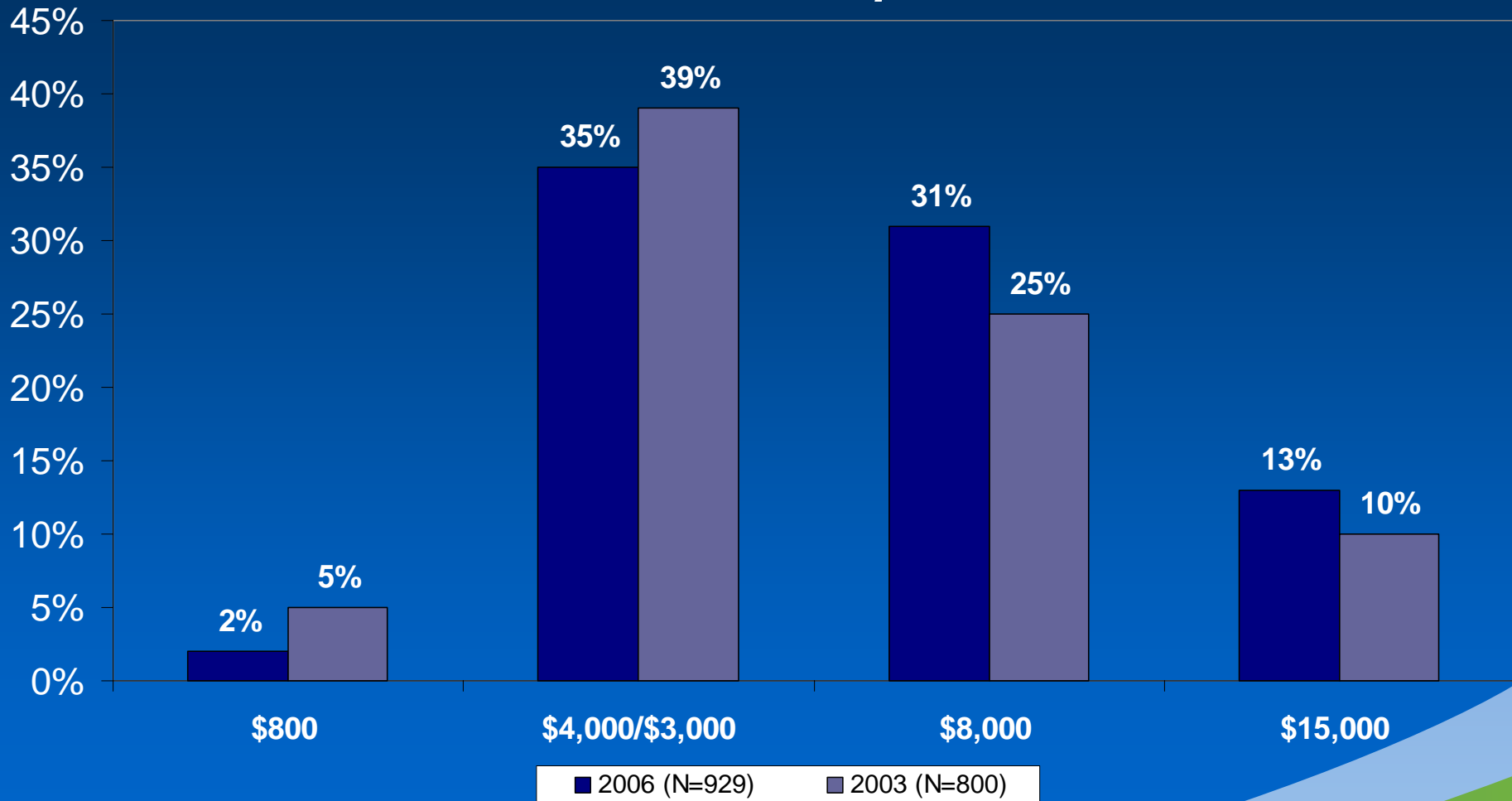
**% Rating Each Statement a "4" or "5" On a 5-point Scale
Total Sample (N=929)**



Note: Many residents were unable to rate UNM on the various aspects of its mission.

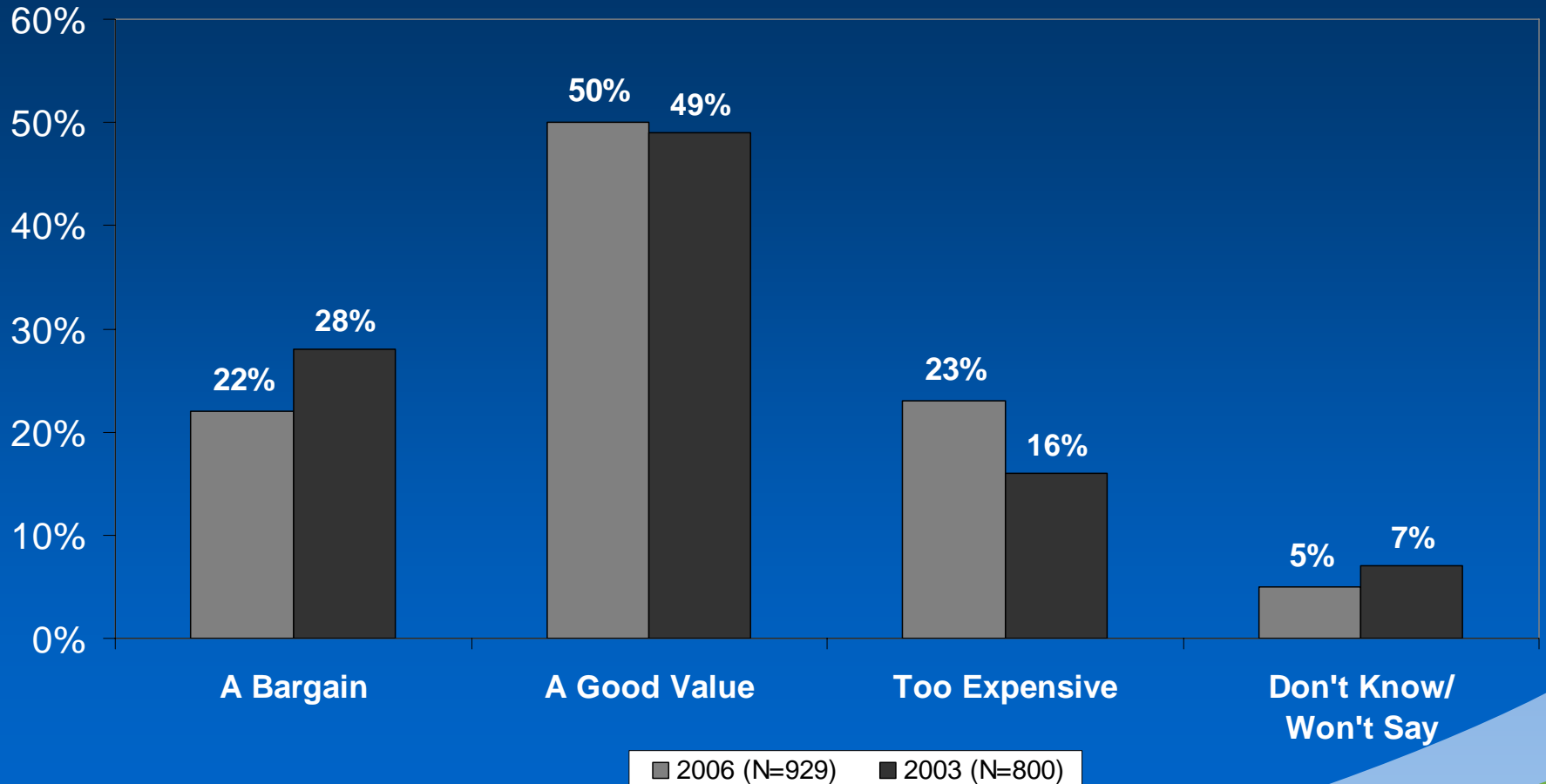
Awareness of In-State Tuition at UNM

Total Sample



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

	2006 Total Sample <u>(N=929)</u>	2003 Total Sample <u>(N=800)</u>
Friends/neighbors/people in general	36%	31%
Newspaper	31%	12%
Television	24%	11%
UNM student/employee	19%	16%
Internet	13%	5%
School	7%	5%
UNM publications	7%	1%

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

