



# Portland State University Image Study

**PREPARED FOR**  
Portland State University  
October 11, 2011

[www.dhmresearch.com](http://www.dhmresearch.com)

# Purpose

- Provide information to assist with planning and communications
- Serve as a baseline for monitoring changes in public opinion over time and assist with program evaluation

# Methodology

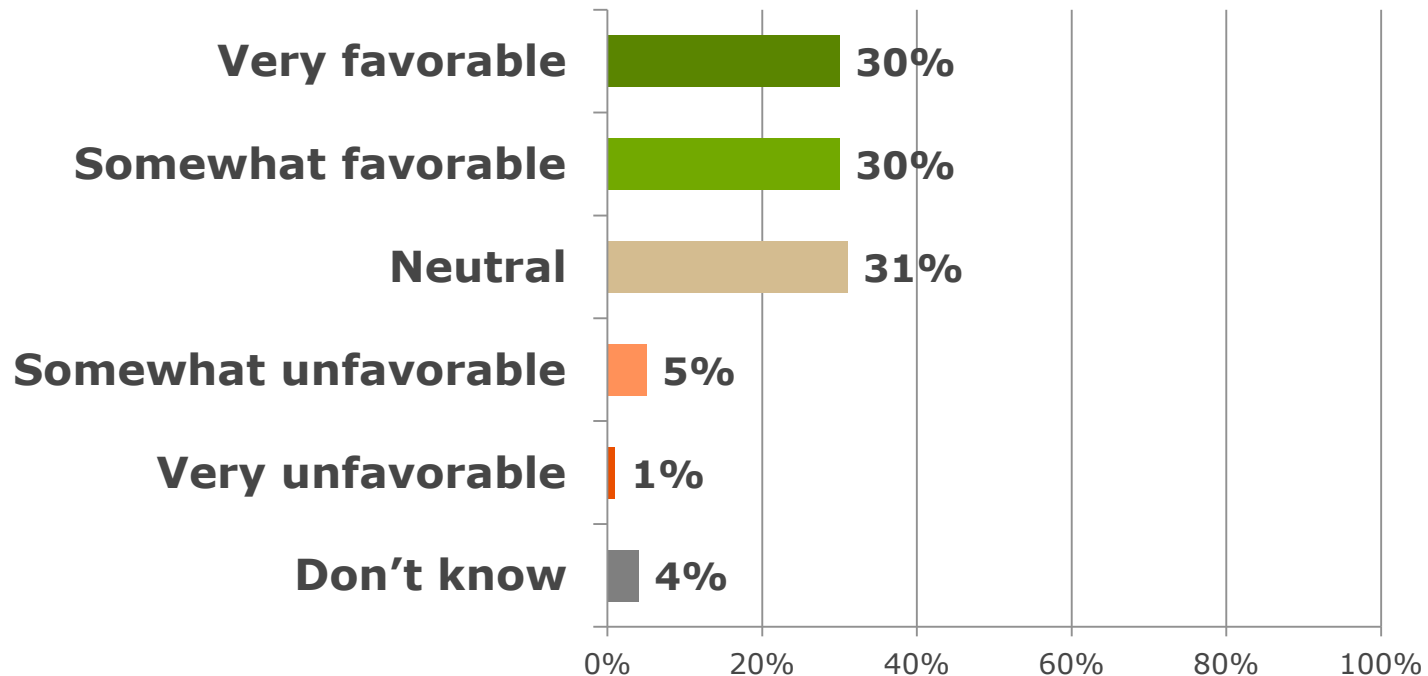
- Telephone survey of 500 Tri-County residents
- Conducted September 8-15, 2011
- Averaged 18 minutes in length
- Quotas for age, gender, education, and county
- Quality control measures including callbacks and validations
- Margin of error +/- 4.4%, at 95% confidence level

(For a sample size of 500, if the respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be +/- 2.6%. If they answered 50% each way, the margin would be +/- 4.4%.)

# KEY FINDINGS

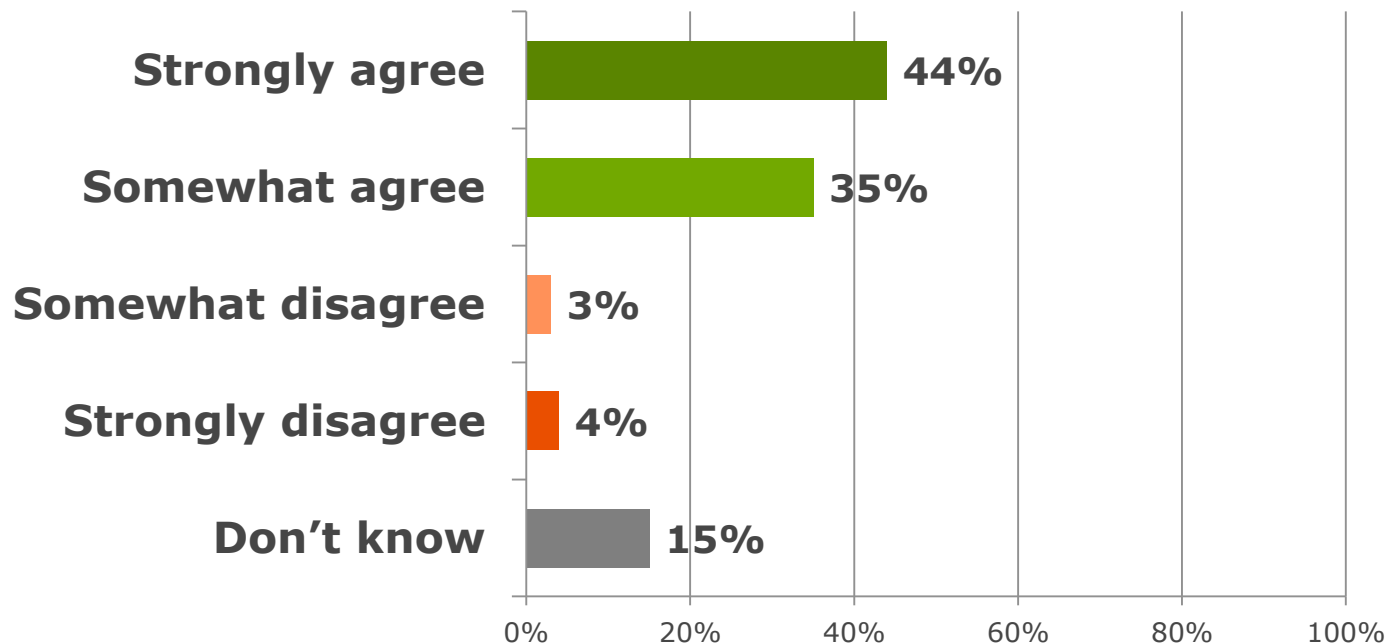
# Impression of PSU

**Tell me if you have a very unfavorable, somewhat unfavorable, neutral, somewhat favorable, or very favorable impression of Portland State University?**



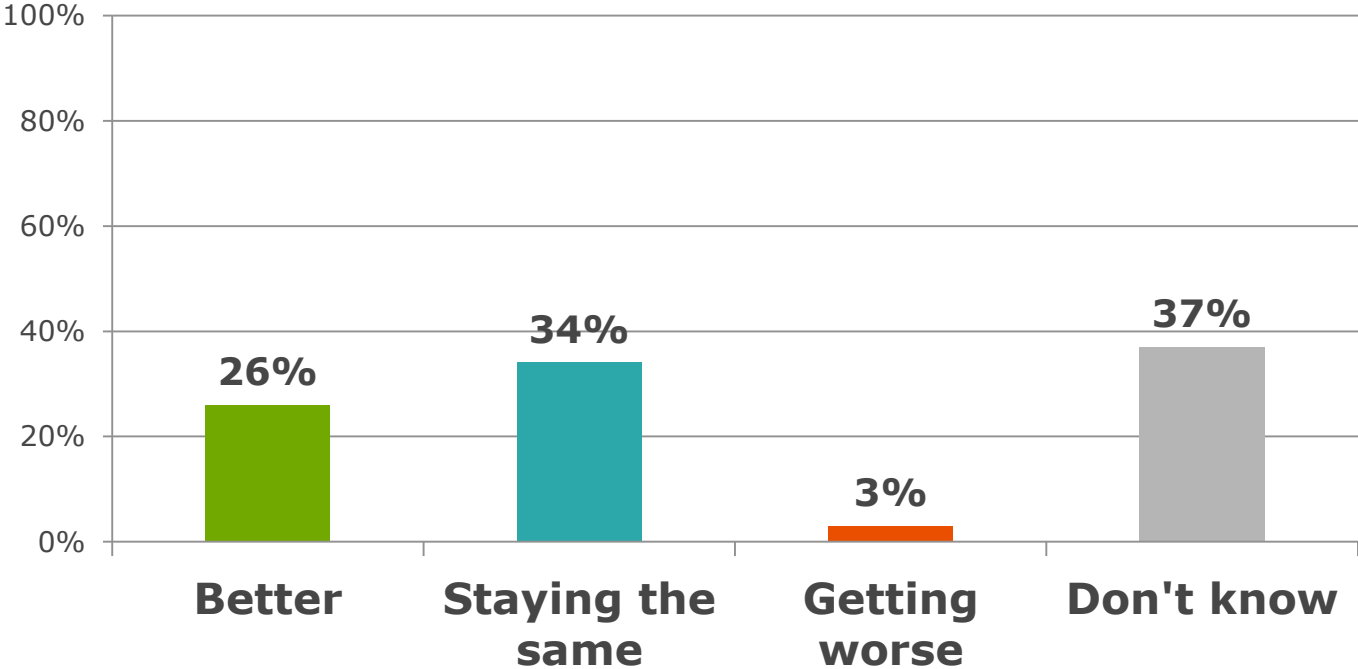
# Education Quality

**Do you disagree or agree that Portland State University provides a quality education to students? Is that strongly disagree/agree or somewhat disagree/agree?**



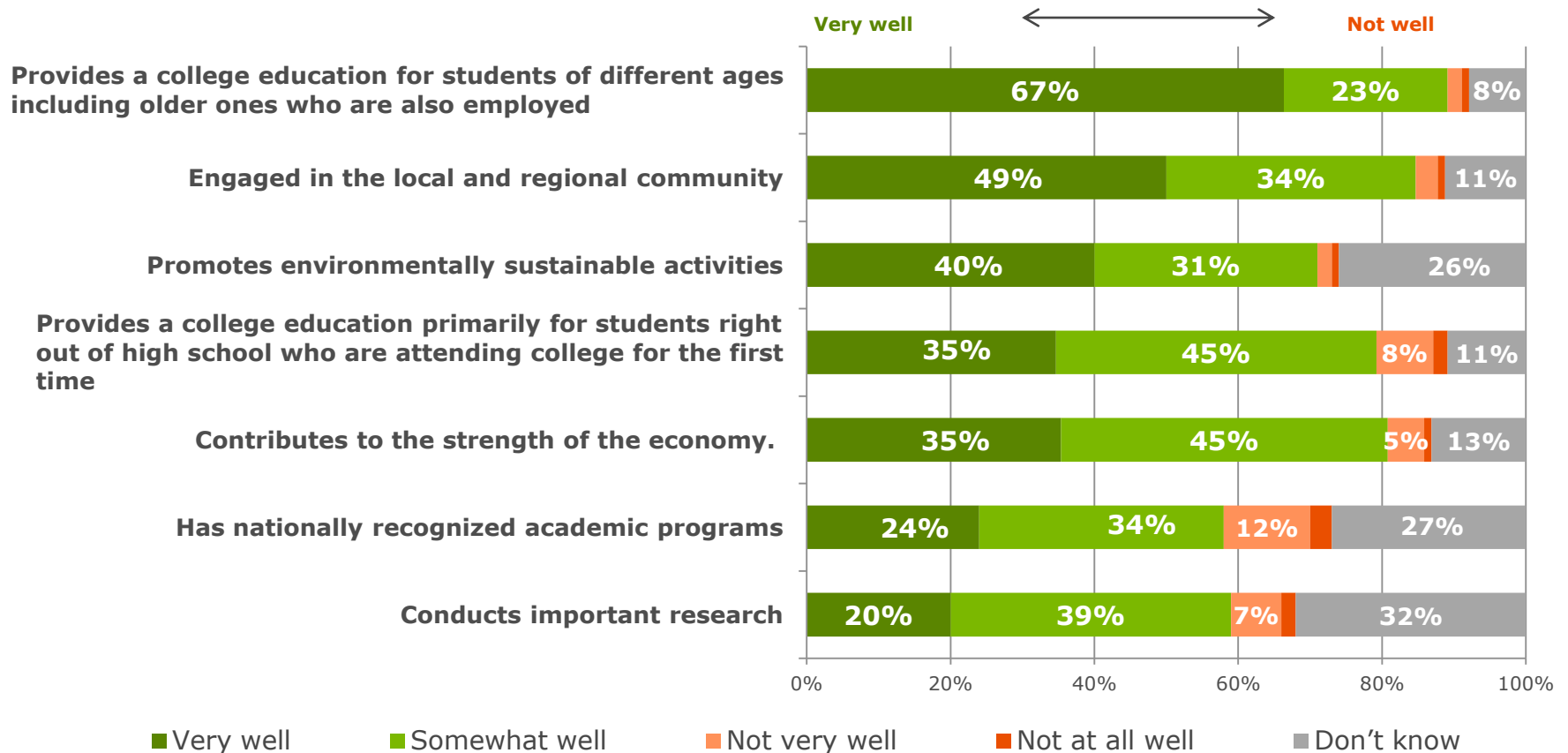
# Education Quality

**Is it your impression that the overall quality of education at Portland State University is getting better, getting worse, or staying about the same?**



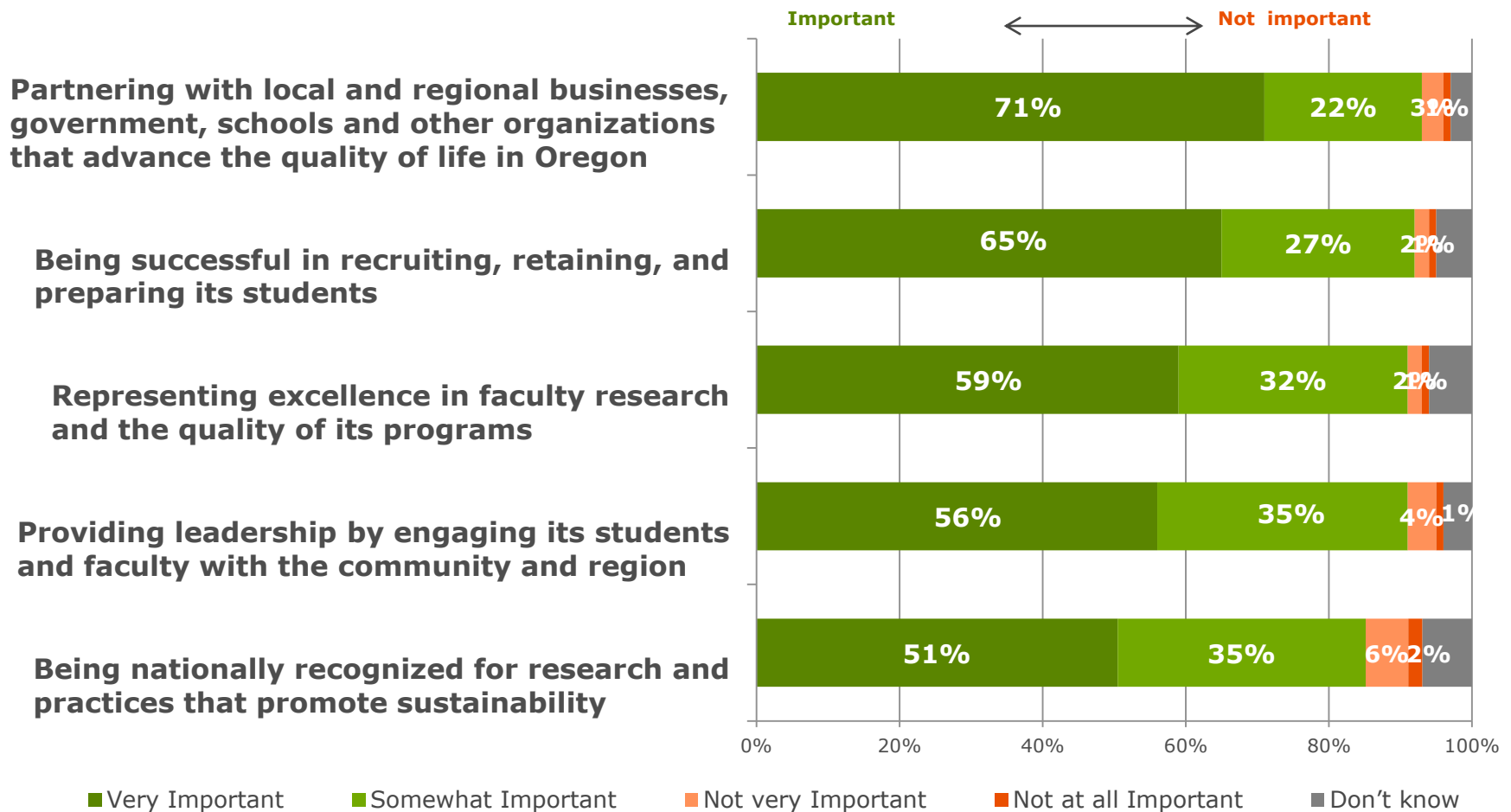
# PSU Descriptions

## How well statements describe PSU



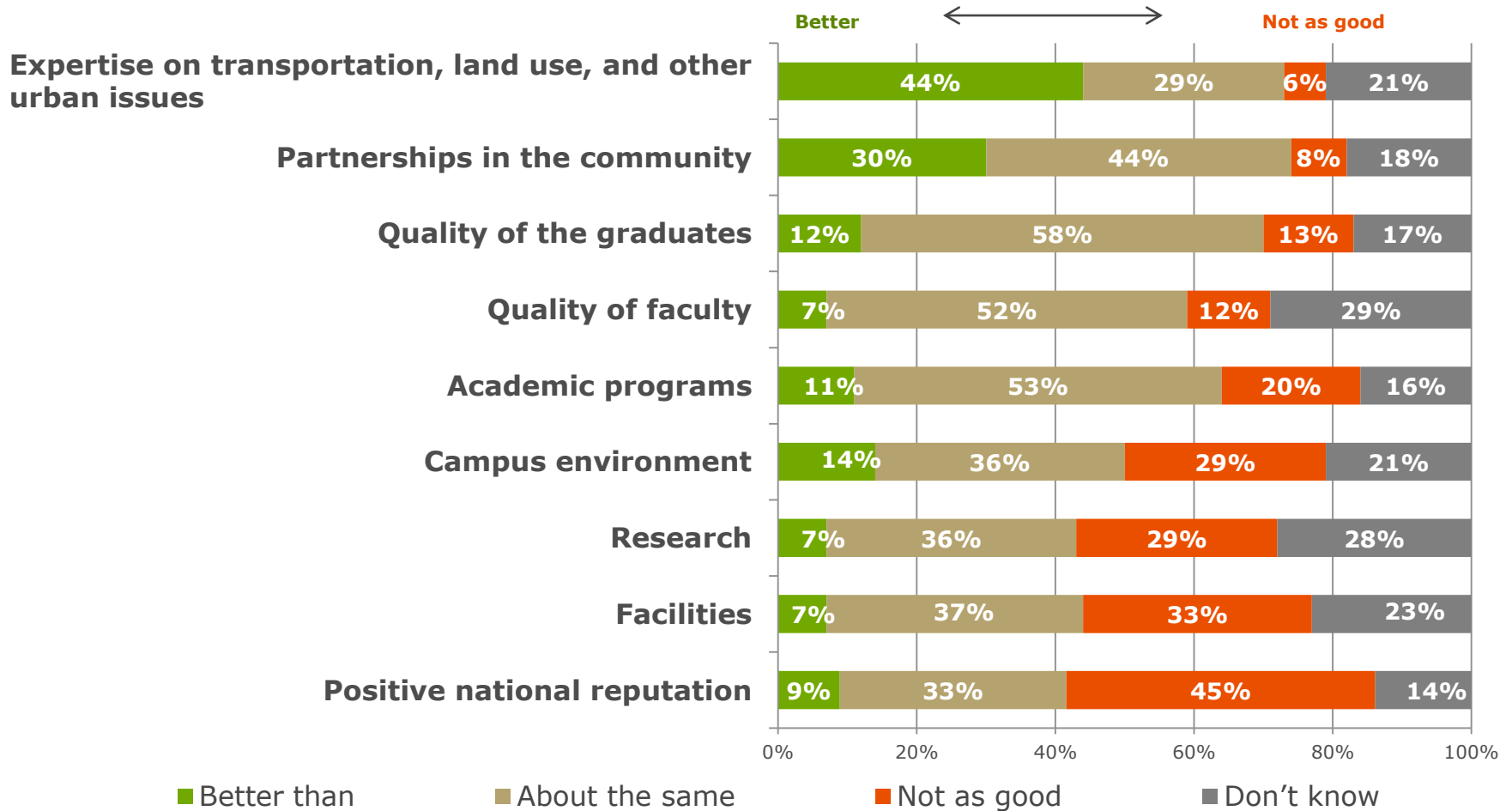
# **PSU MISSION AREAS**

**PSU has several major mission areas. For each, tell me how important it is to the metropolitan area. Please keep in mind that we are asking how important you think each PSU mission area is to the metropolitan area, not necessarily to you personally.**



# **STATE UNIVERSITY COMPARISON**

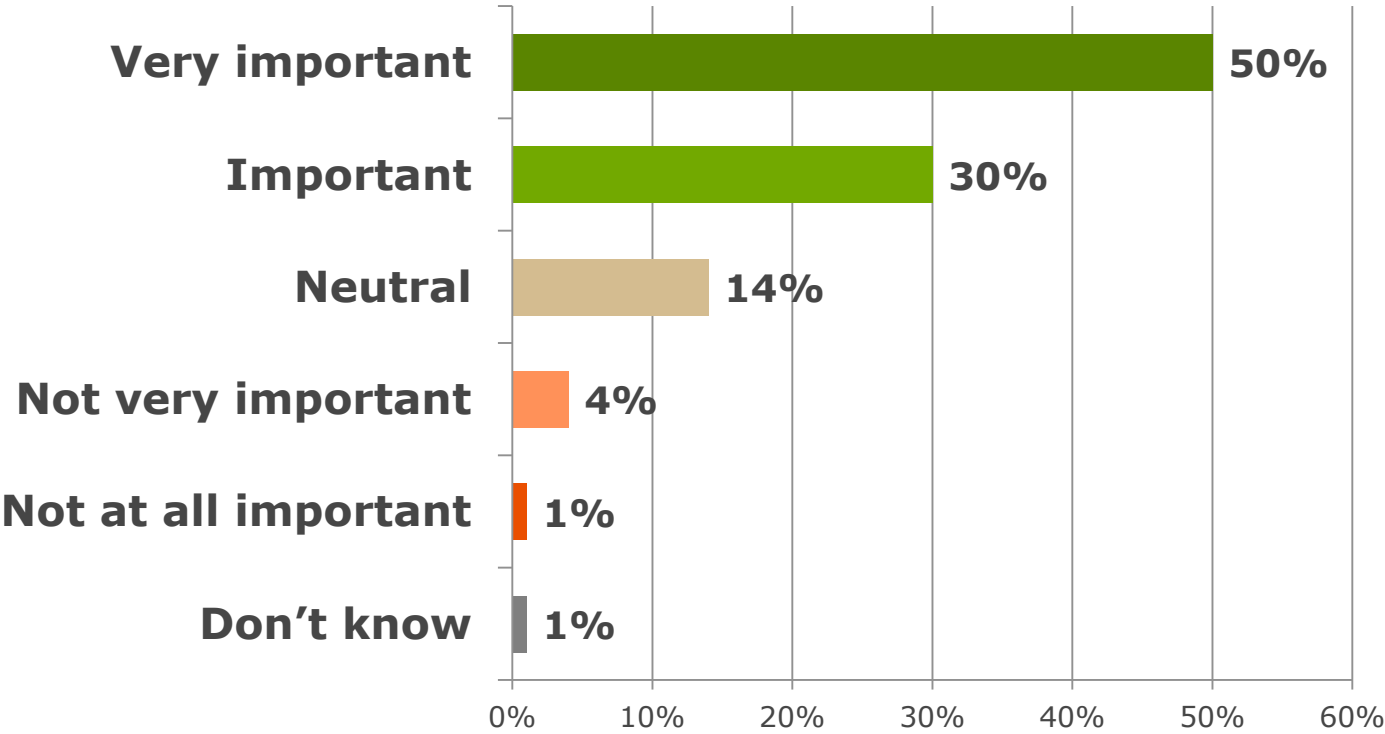
# For each area, tell me if you think PSU is better than, about the same as, or not as good as the two large universities in the state: OSU and UO?



# **PSU AND PORTLAND**

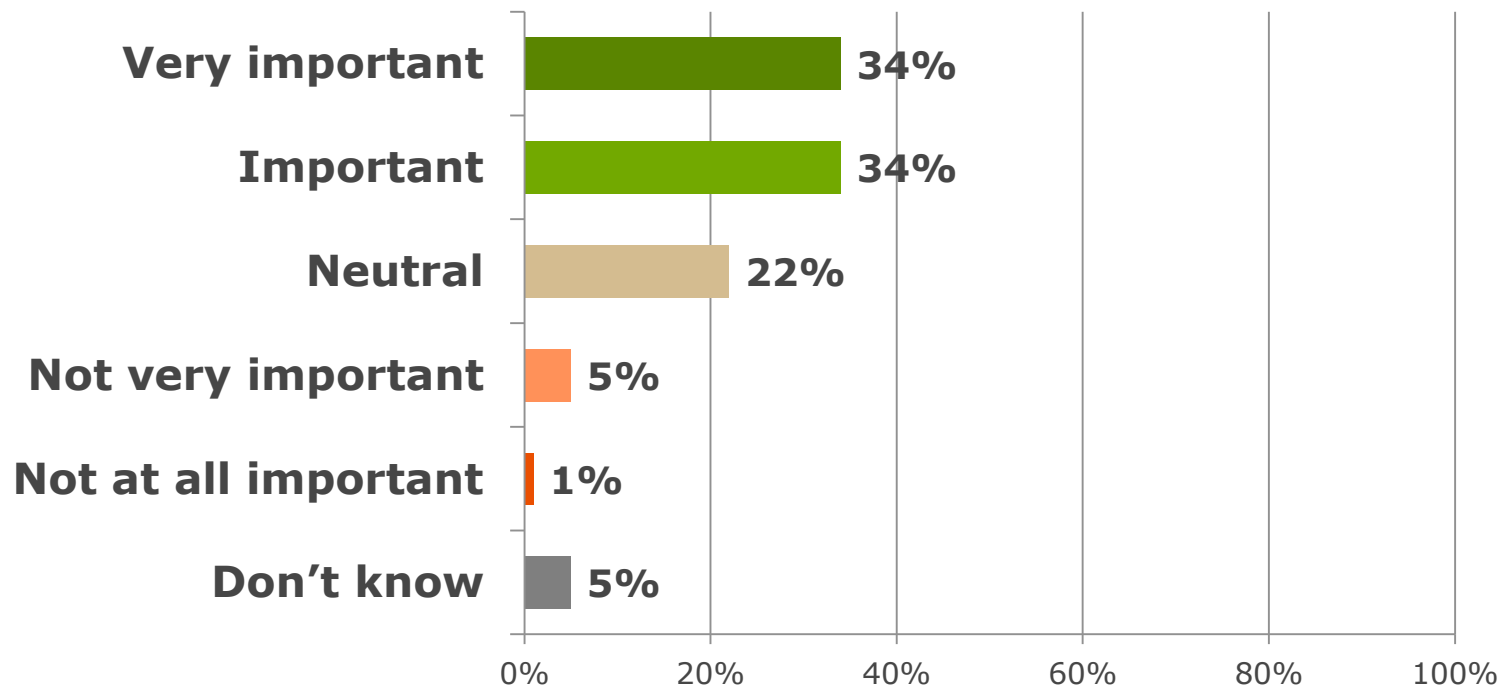
# PSU and Overall Quality of Life in Portland

How important is PSU to the overall quality of life in the Portland metropolitan area: not at all important, not very important, neutral, important, or very important?



# PSU and Attracting Jobs

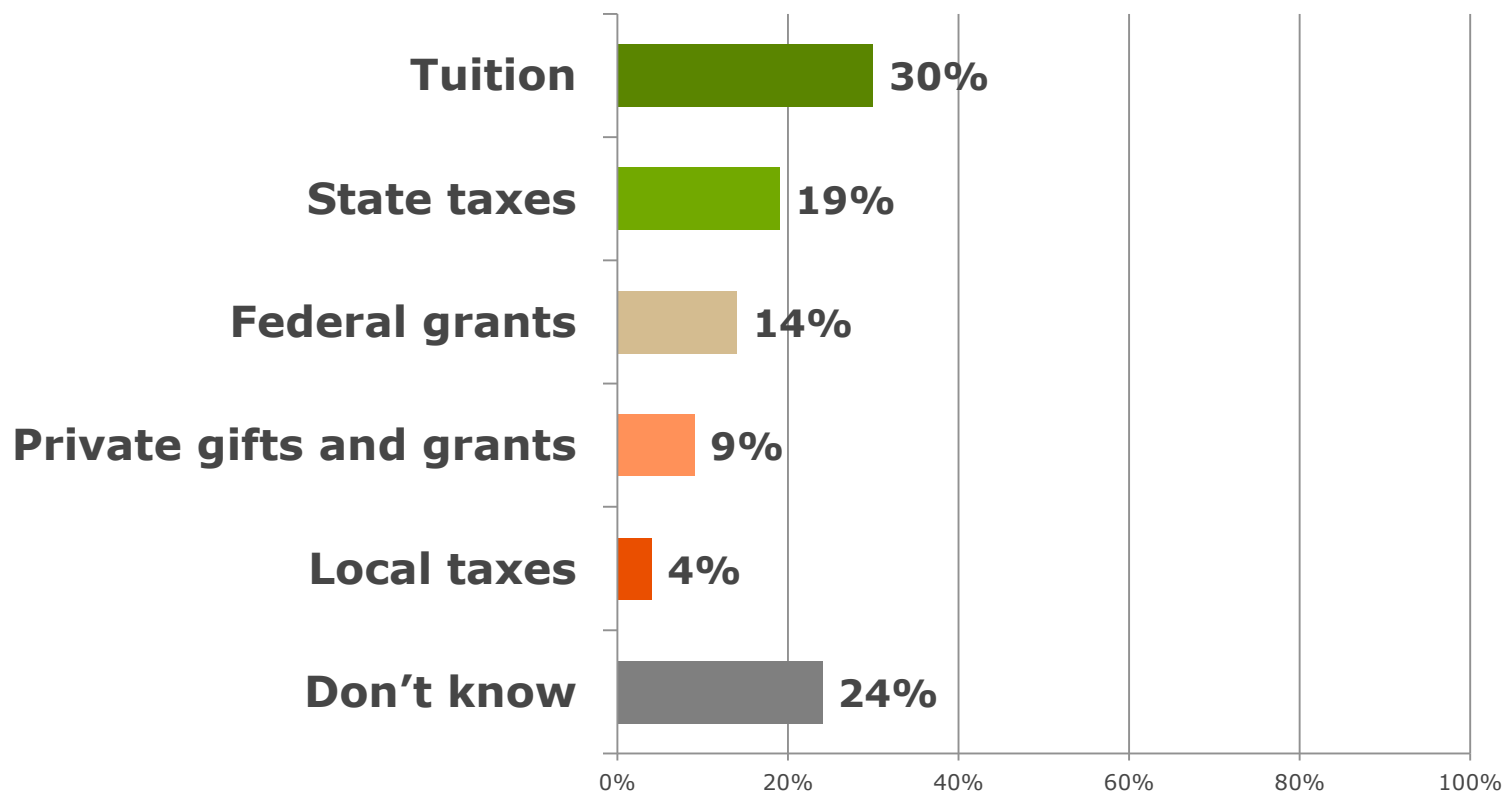
**How important is PSU to attracting and keeping jobs in the Portland metropolitan area: not at all important, not very important, neutral, important, or very important?**



# FUNDING

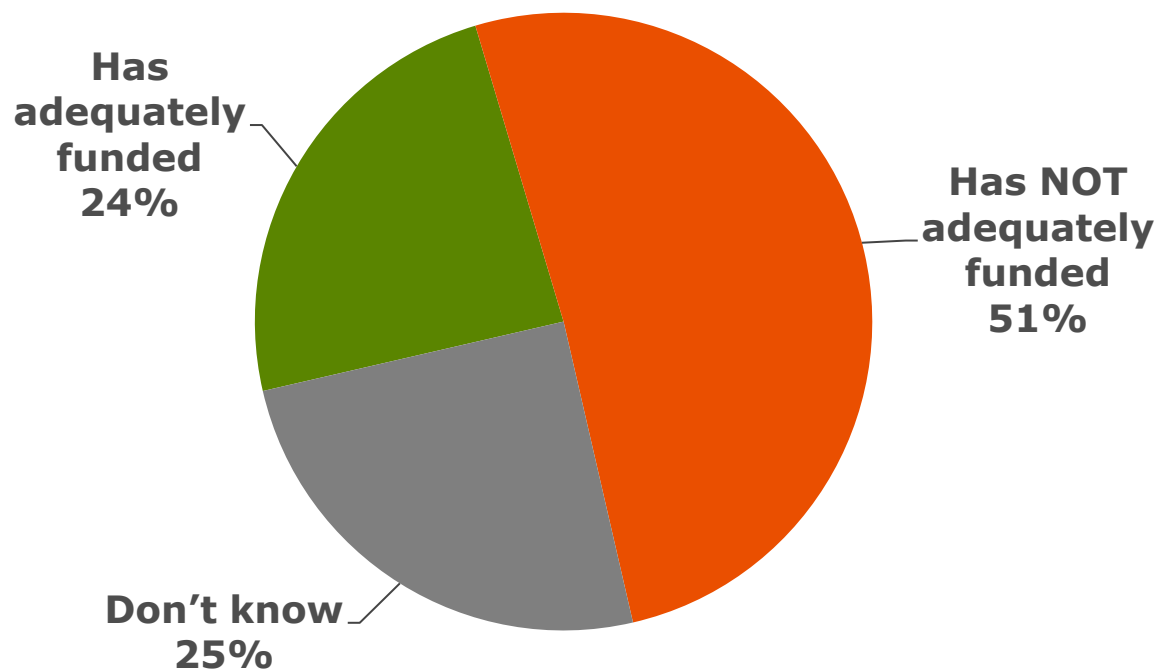
# Funding Sources

Which of the following is the biggest source of funding for PSU?



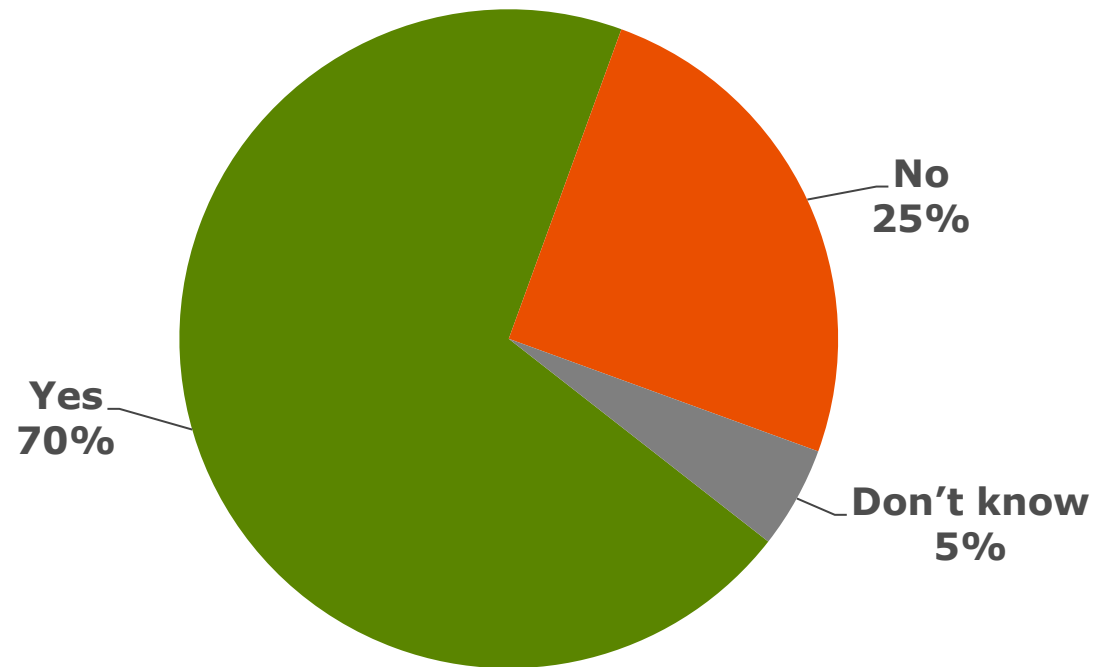
# State Funding Adequacy

**Is it your impression that the State Legislature has, or has not adequately funded PSU in recent years?**



# Support for Funding

**Would you support more public funding for Portland State University?**





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