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?

- **Very favorable**: 30%
- **Somewhat favorable**: 30%
- **Neutral**: 31%
- **Somewhat unfavorable**: 5%
- **Very unfavorable**: 1%
- **Don’t know**: 4%
Do you disagree or agree that Portland State University provides a quality education to students? Is that strongly disagree/agree or somewhat disagree/agree?

- Strongly agree: 44%
- Somewhat agree: 35%
- Somewhat disagree: 3%
- Strongly disagree: 4%
- Don’t know: 15%
Is it your impression that the overall quality of education at Portland State University is getting better, getting worse, or staying about the same?

- Better: 26%
- Staying the same: 34%
- Getting worse: 3%
- Don't know: 37%
PSU Descriptions

How well statements describe PSU

- Provides a college education for students of different ages including older ones who are also employed
  - Very well: 67%
  - Somewhat well: 23%
  - Not very well: 8%

- Engaged in the local and regional community
  - Very well: 49%
  - Somewhat well: 34%
  - Not well: 11%

- Promotes environmentally sustainable activities
  - Very well: 40%
  - Somewhat well: 31%
  - Not well: 26%

- Provides a college education primarily for students right out of high school who are attending college for the first time
  - Very well: 35%
  - Somewhat well: 45%
  - Not very well: 8%
  - Not at all well: 11%

- Contributes to the strength of the economy.
  - Very well: 35%
  - Somewhat well: 45%
  - Not well: 5%
  - Not at all well: 13%

- Has nationally recognized academic programs
  - Very well: 24%
  - Somewhat well: 34%
  - Not very well: 12%
  - Not at all well: 27%

- Conducts important research
  - Very well: 20%
  - Somewhat well: 39%
  - Not very well: 7%
  - Not at all well: 32%

Note: The percentages may not sum to 100 due to rounding.
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.

Partnering with local and regional businesses, government, schools and other organizations that advance the quality of life in Oregon

- Very Important: 71%
- Somewhat Important: 22%
- Not very Important: 6%
- Not at all Important: 3%
- Don’t know: 2%

Being successful in recruiting, retaining, and preparing its students

- Very Important: 65%
- Somewhat Important: 27%
- Not very Important: 2%
- Not at all Important: 1%
- Don’t know: 1%

Representing excellence in faculty research and the quality of its programs

- Very Important: 59%
- Somewhat Important: 32%
- Not very Important: 2%
- Not at all Important: 2%
- Don’t know: 1%

Providing leadership by engaging its students and faculty with the community and region

- Very Important: 56%
- Somewhat Important: 35%
- Not very Important: 4%
- Not at all Important: 1%
- Don’t know: 6%

Being nationally recognized for research and practices that promote sustainability

- Very Important: 51%
- Somewhat Important: 35%
- Not very Important: 6%
- Not at all Important: 2%
- Don’t know: 2%
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?

<table>
<thead>
<tr>
<th>Area</th>
<th>Better</th>
<th>About the same</th>
<th>Not as good</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expertise on transportation, land use, and other urban issues</td>
<td>44%</td>
<td>29%</td>
<td>6%</td>
<td>21%</td>
</tr>
<tr>
<td>Partnerships in the community</td>
<td>30%</td>
<td>44%</td>
<td>8%</td>
<td>18%</td>
</tr>
<tr>
<td>Quality of the graduates</td>
<td>12%</td>
<td>58%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Quality of faculty</td>
<td>7%</td>
<td>52%</td>
<td>12%</td>
<td>29%</td>
</tr>
<tr>
<td>Academic programs</td>
<td>11%</td>
<td>53%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Campus environment</td>
<td>14%</td>
<td>36%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>Research</td>
<td>7%</td>
<td>36%</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Facilities</td>
<td>7%</td>
<td>37%</td>
<td>33%</td>
<td>23%</td>
</tr>
<tr>
<td>Positive national reputation</td>
<td>9%</td>
<td>33%</td>
<td>45%</td>
<td>14%</td>
</tr>
</tbody>
</table>
PSU AND 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?

- Very important: 50%
- Important: 30%
- Neutral: 14%
- Not very important: 4%
- Not at all important: 1%
- Don’t know: 1%
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?

- Very important: 34%
- Important: 34%
- Neutral: 22%
- Not very important: 5%
- Not at all important: 1%
- Don’t know: 5%
FUNDING
Which of the following is the biggest source of funding for PSU?

- Tuition: 30%
- State taxes: 19%
- Federal grants: 14%
- Private gifts and grants: 9%
- Local taxes: 4%
- Don’t know: 24%
Is it your impression that the State Legislature has, or has not adequately funded PSU in recent years?

- Has adequately funded: 24%
- Has NOT adequately funded: 51%
- Don’t know: 25%
Support for Funding

Would you support more public funding for Portland State University?

- Yes: 70%
- No: 25%
- Don’t know: 5%
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