



Dare to be heard.

2013

Blue Hen Poll  
Public Release

# Welcome and Thanks



**CENTER FOR POLITICAL COMMUNICATION**

**Office of Institutional Research**

UNDERGRADUATE RESEARCH PROGRAM



COLLEGE OF ARTS & SCIENCES  
THE SOCIAL SCIENCES

**UNIVERSITY of DELAWARE**  
Communications & Marketing



# The Blue Hen Poll

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- Annual Scientific Survey
- Applied research, quantitative literacy, and communication skills
- “For Students, By Students”
- The Blue Hen Poll is a “Tool”



# Methodology

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- Public opinion of full-time undergraduates at Newark campus
- Sample of 5,000 students
  - *Census* of racial minority students
  - *Random sample* of white and international students
- Qualtrics® Web survey
  - Inexpensive and convenient



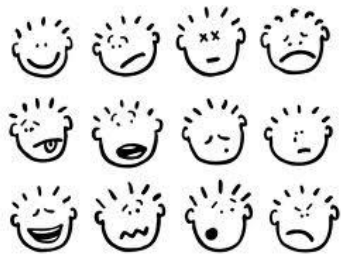
## Data and Respondents

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- Survey conducted between March 10 – April 8
- On average, poll took approx. 12 minutes to complete
- Respondents = 1,426 (28.5% response rate)
- Working sample: 1,383 respondents (“completes”)
  - Margin of error approx. +/- 3%

## What We Study

Attitudes



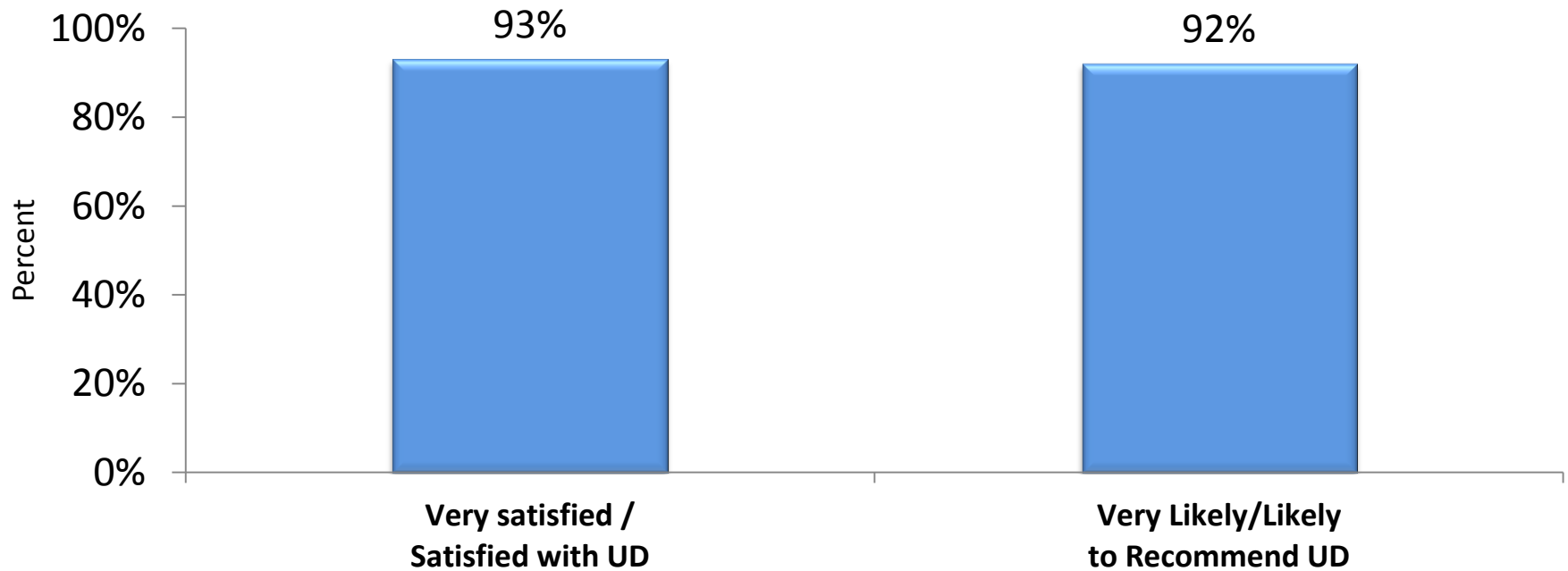
Behaviors



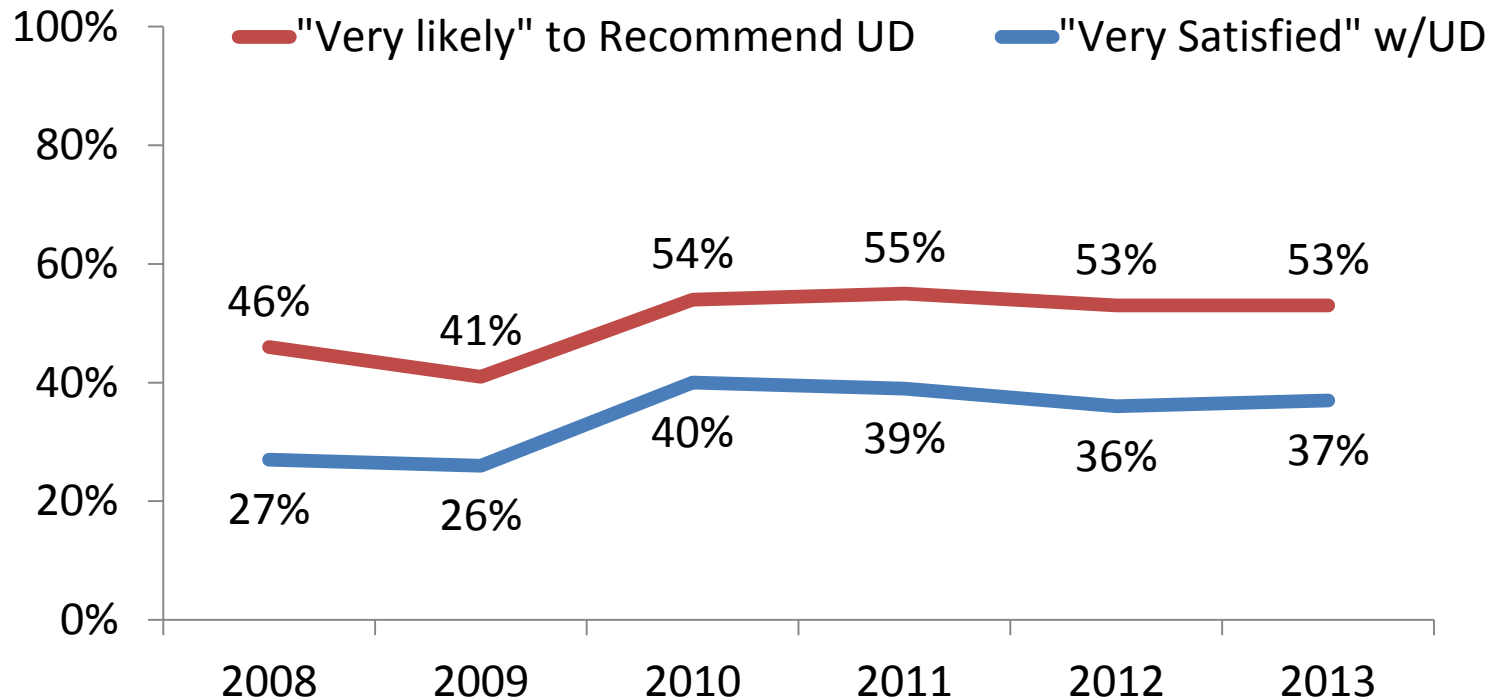
Experiences



## Student Satisfaction and Loyalty



## TREND: Steady as it Goes....



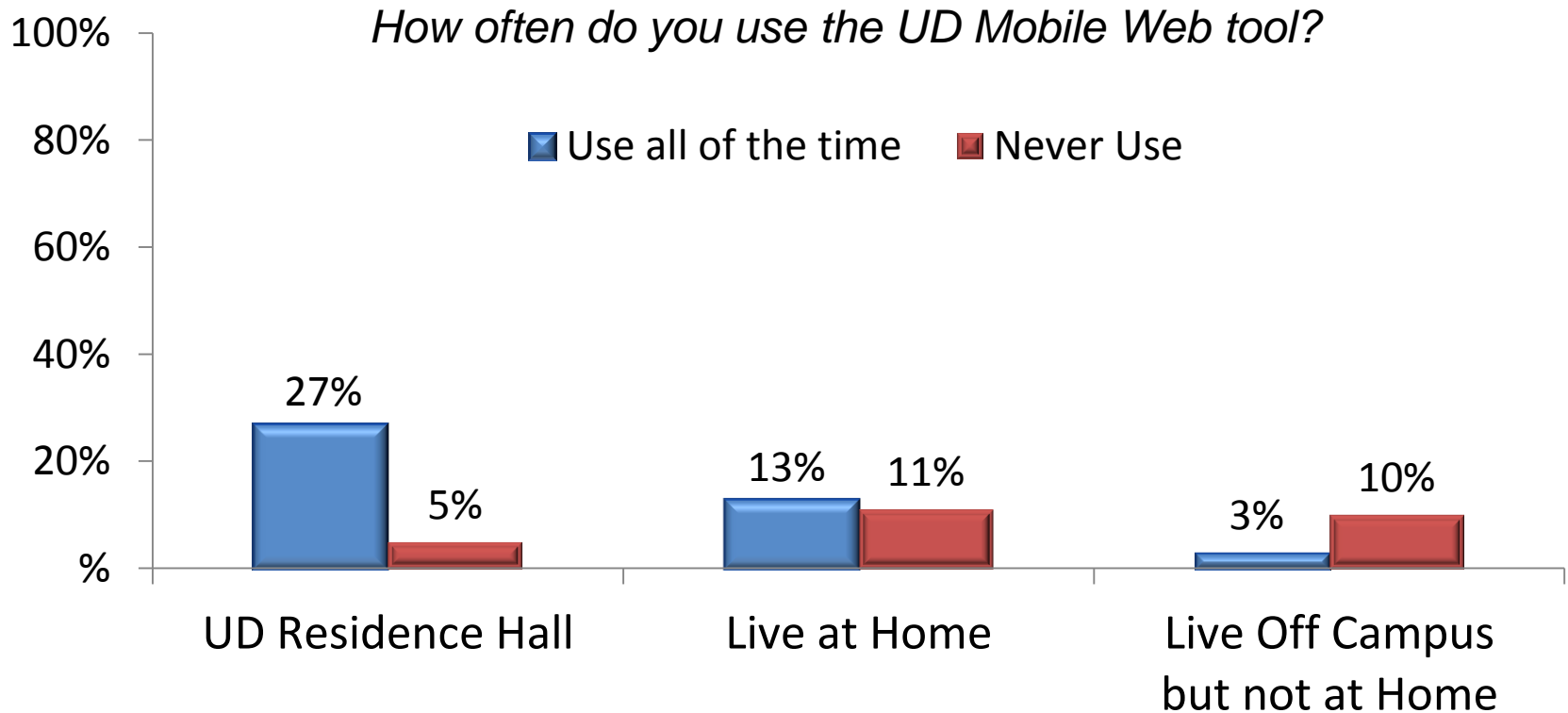


## UD Mobile Web

- 79% of Students use it
- Of users, 82% have it on a mobile device
- Usage
  - 8% Never
  - 32% Rarely (1-2 times/wk)
  - 27% Sometimes (3-5 times/wk)
  - 16% Often (6-10 times/wk)
  - 17% All the time (several times/day)



## UD Mobile Web and Housing Status





# Faculty Student Interactions

**Please indicate how often faculty or professors at the UNIVERSITY OF DELAWARE have offered you the following activities, and how often you have sought out the activities :**

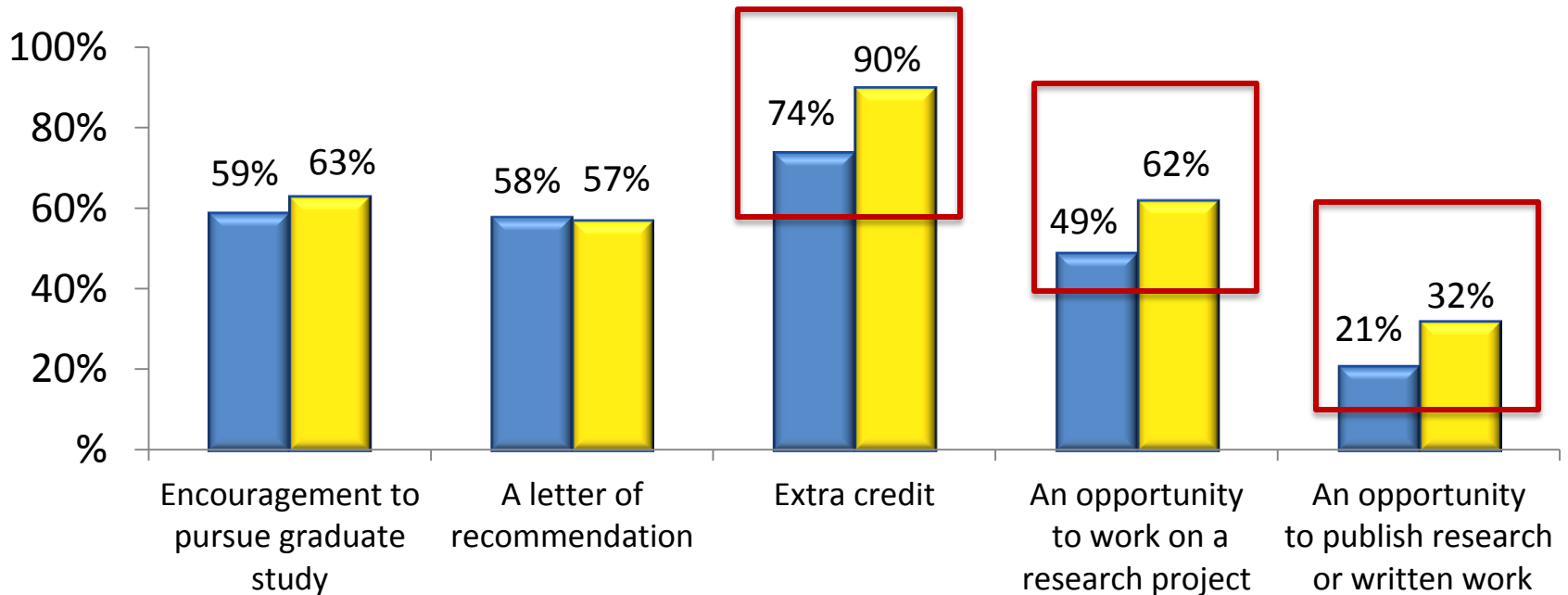
	You have sought out	Faculty have offered
<b>Encouragement to pursue graduate study</b>	<input type="text" value=""/>	<input type="text" value=""/>
<b>A letter of recommendation</b>	<input type="text" value=""/>	<input type="text" value=""/>
<b>Opportunities for extra credit</b>	<input type="text" value=""/>	<input type="text" value=""/>
<b>An opportunity to work on a research project</b>	<input type="text" value=""/>	<input type="text" value=""/>
<b>An opportunity to publish research or written work</b>	<input type="text" value=""/>	<input type="text" value=""/>

1=Never, 2=Once or Twice, 3=Sometimes, 4=Regularly, 5=Often

# University Focus: Supply and Demand

*% having sought/been offered*

■ What students seek     
 ■ What faculty offers





# EVALUATING THE UNIVERSITY

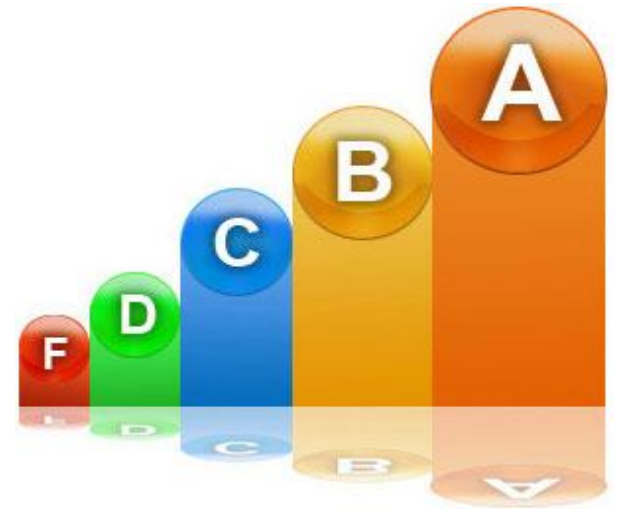
Eric Watts



## Respondents Evaluated:

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- Job performance of President Harker
- UD Professors
- Efforts to reduce environmental impact
- Varsity Athletics
- Level of Safety on or around UD's campus

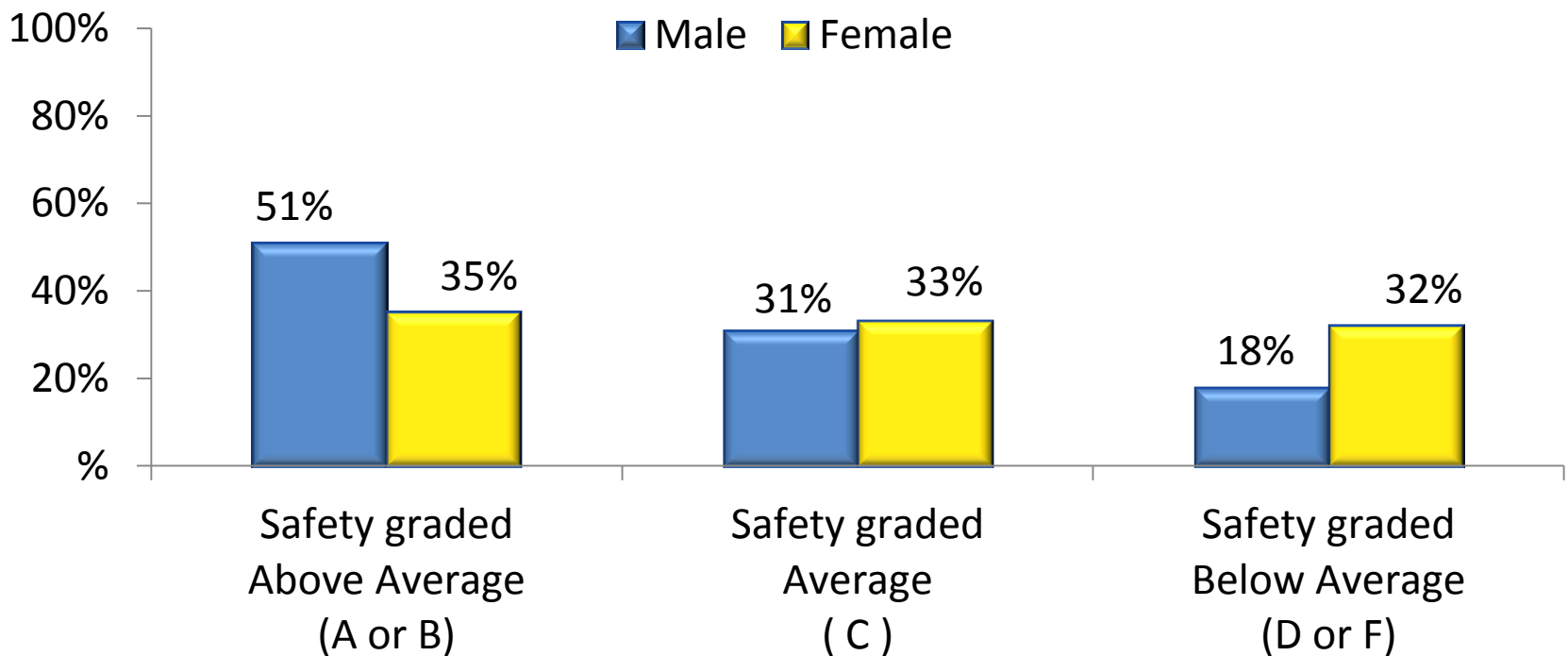


# Report Card: Grading the University

	A	B	C	D/F	GPA
<b>Pres. Harker Job Performance</b>	22%	39%	29%	11%	<b>2.74</b>
<b>Professors</b>	23%	52%	21%	4%	<b>2.94</b>
<b>Level of Safety</b>	11%	31%	32%	26%	<b>2.27</b>
<b>Varsity Athletics</b>	12%	43%	32%	13%	<b>2.54</b>
<b>Efforts to Reduce Environmental Impact</b>	16%	39%	32%	13%	<b>2.58</b>

## Gender Gap: Level of Safety at UD

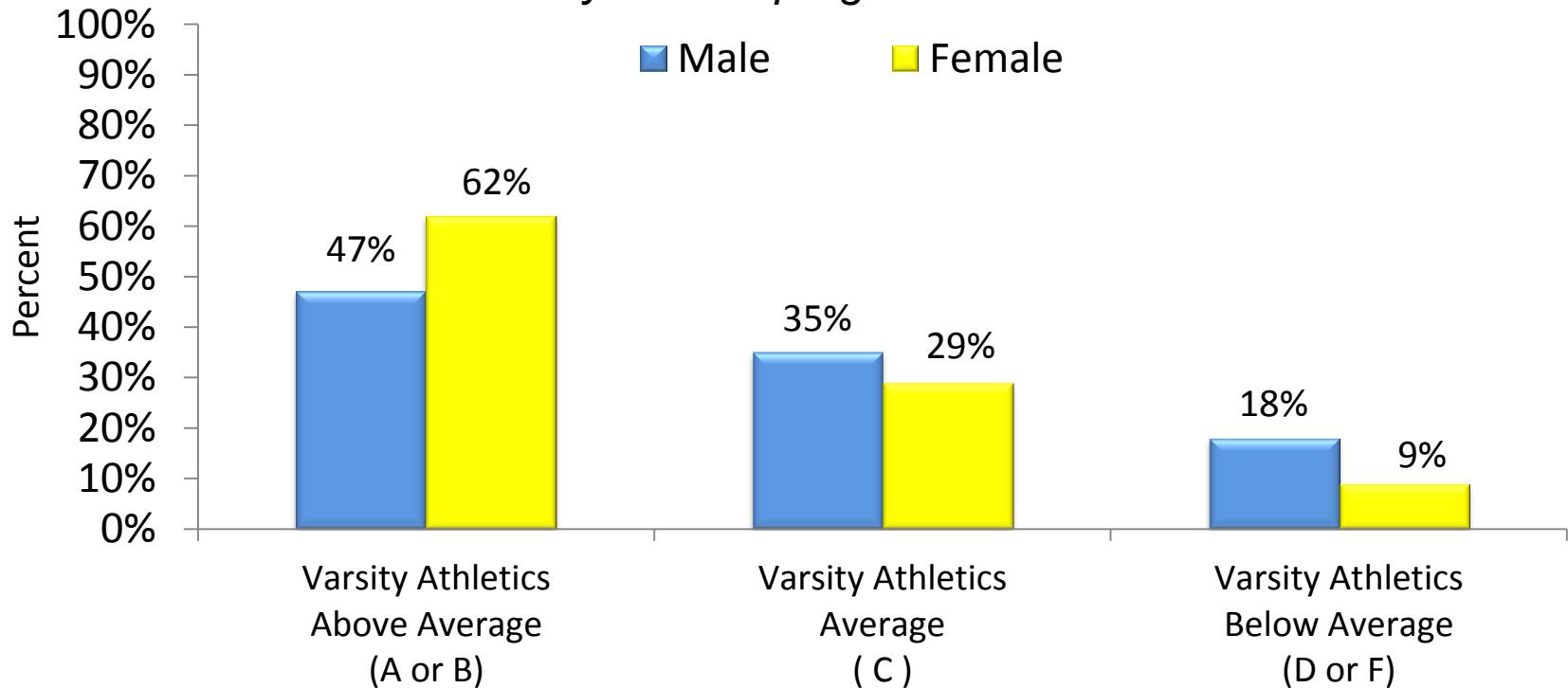
*How would you grade the level of safety on and around UD's campus?*





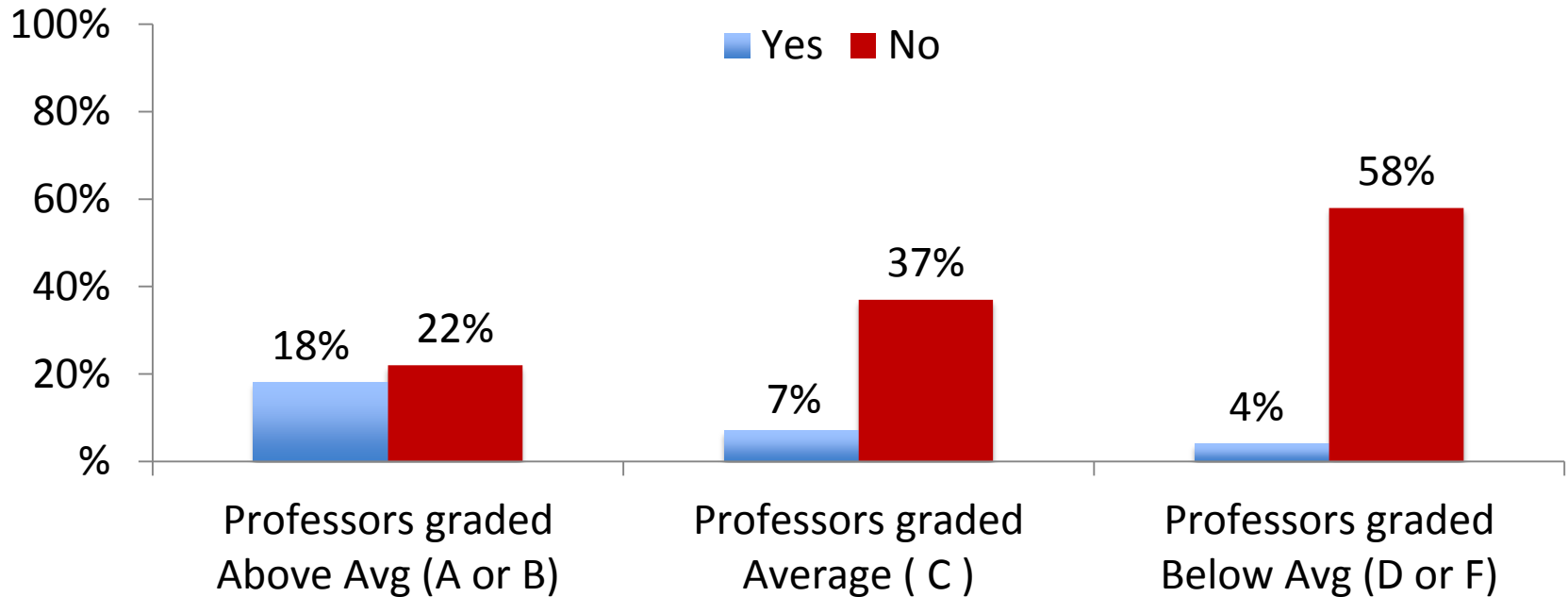
# Gender Gap: Quality of Varsity Athletics

*What grade would you give the overall quality of varsity athletic programs at UD?*



# Professors Might be Important!

After graduation will you contribute money to help the university?





# UD POST-GRAD PREPARATION

Eric Watts

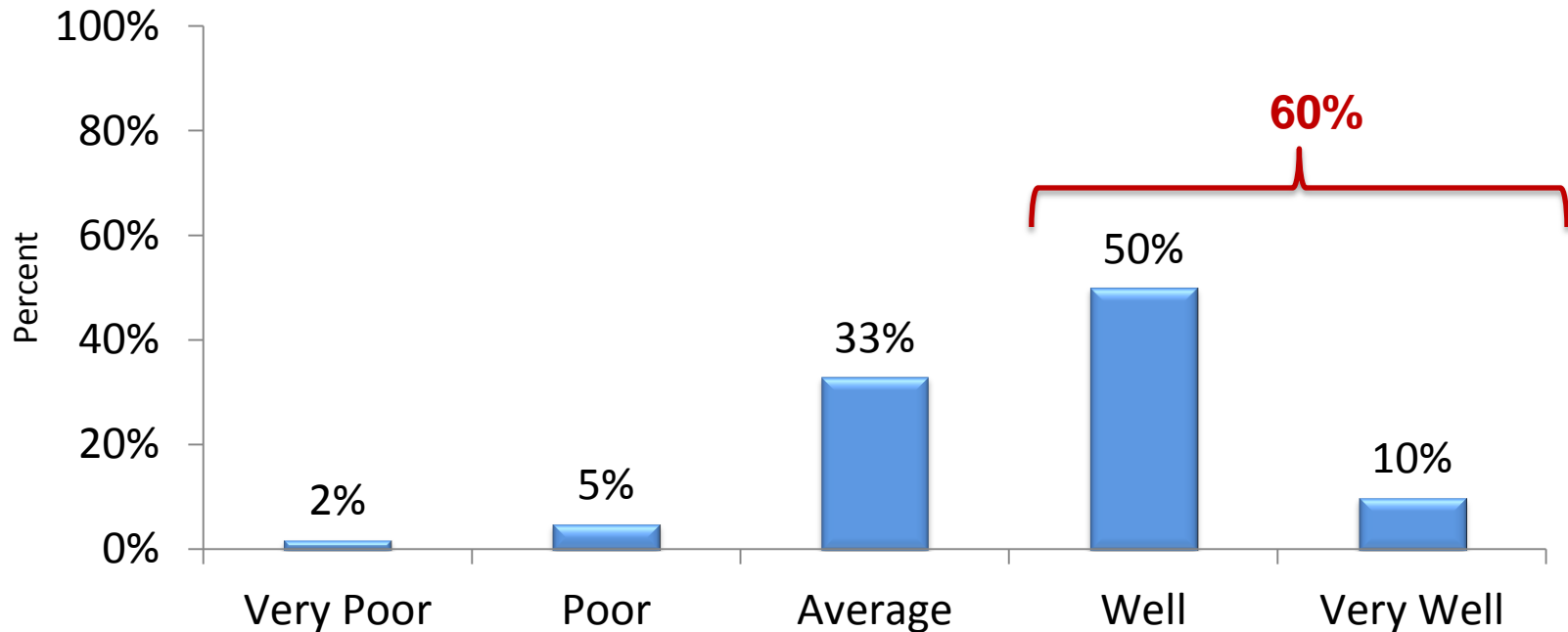
# Our Focus

- How well prepared for life
- Plans post-graduation
- Alumni activities
  - Giving time and money
  - Keeping UD informed
  - Returning to campus



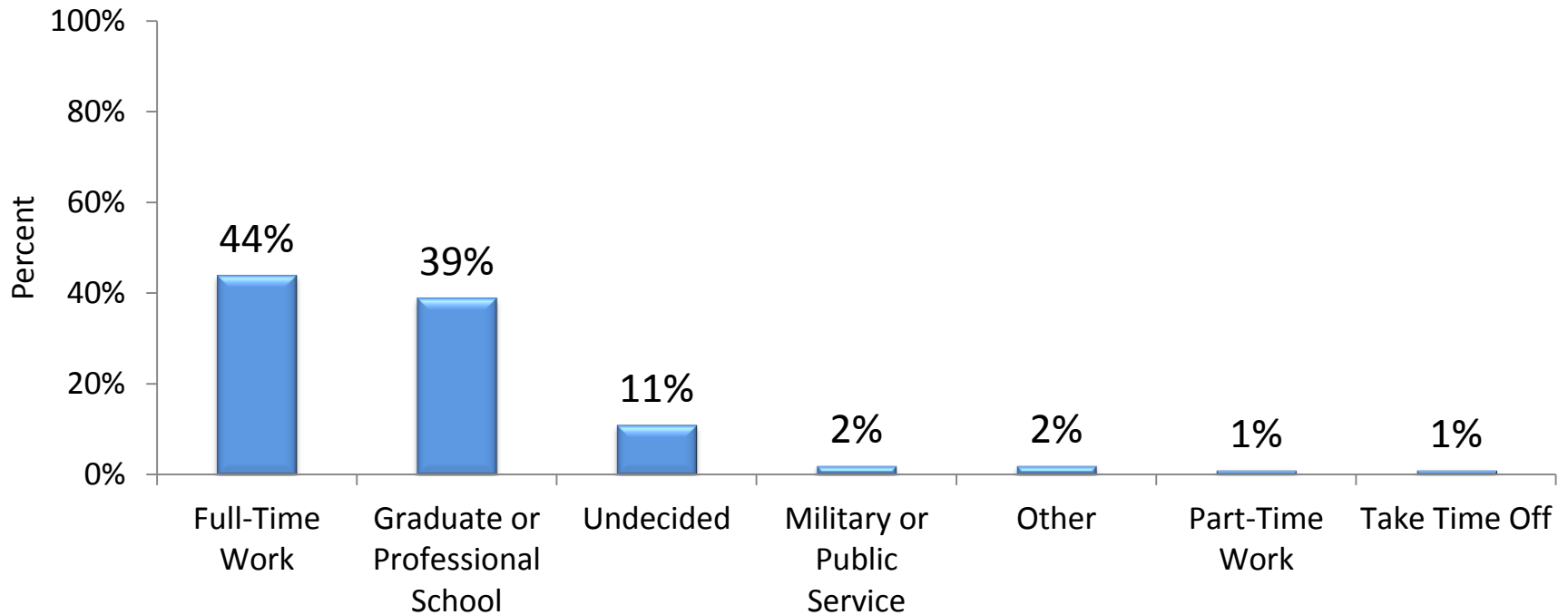
# Has UD Prepared Students for Life

*Please rate how well UD has prepared you for life after graduation.*



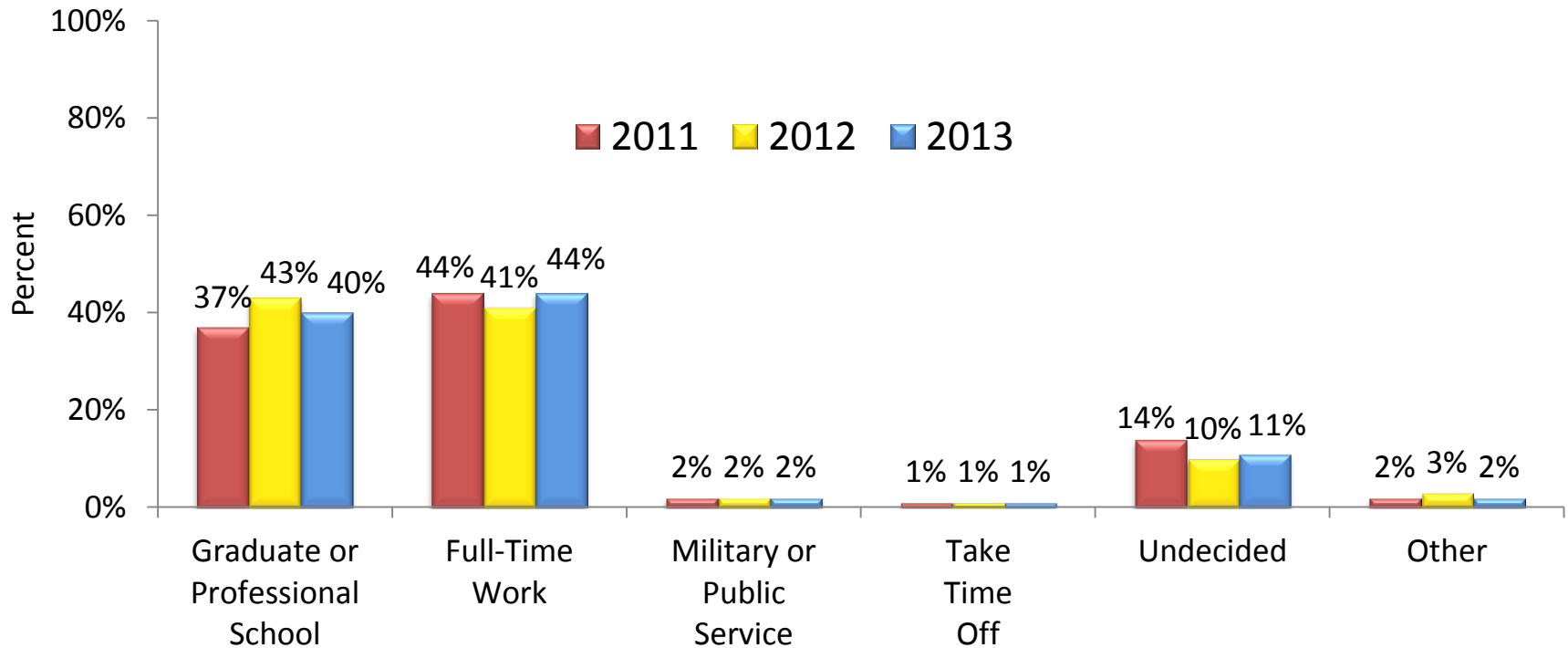
# Post-Graduation Plans

*Which of the following BEST describes your post-graduation plan?*

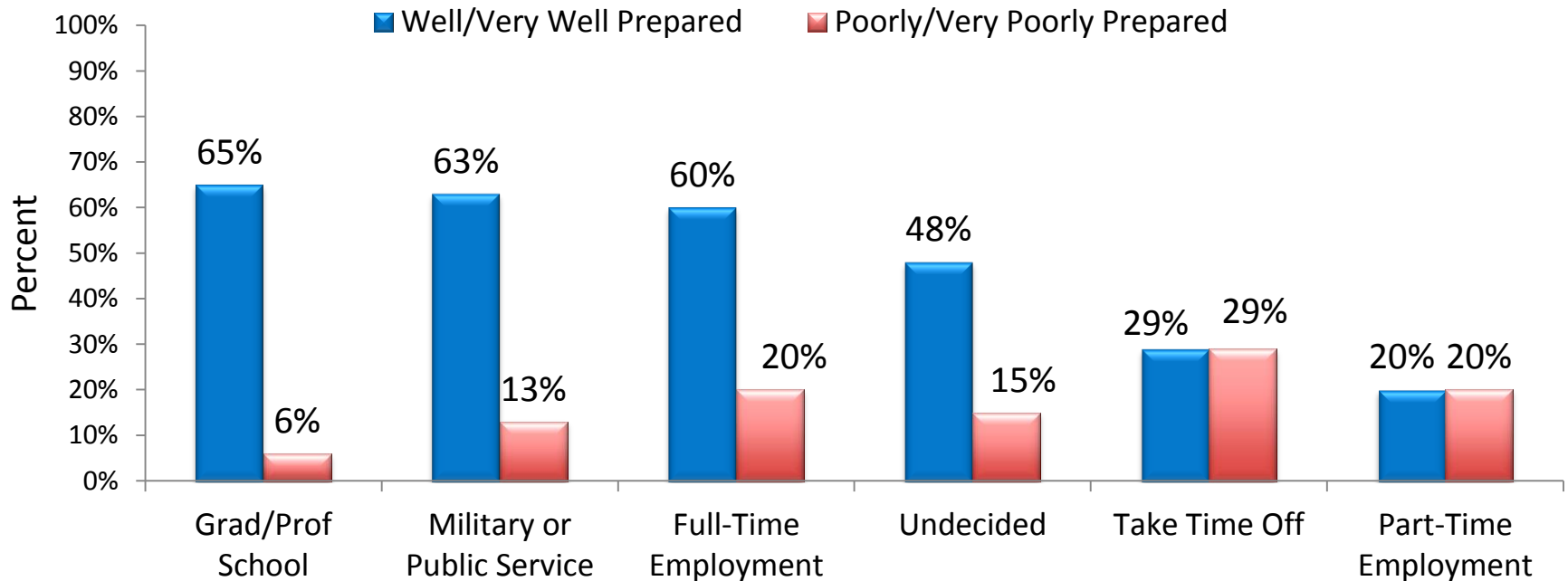


# Post-Graduation Plans: NO CHANGE

*Which of the following BEST describes your post-graduation plan?*



# Post-Graduation Plans and UD Preparation







Dare to be first.

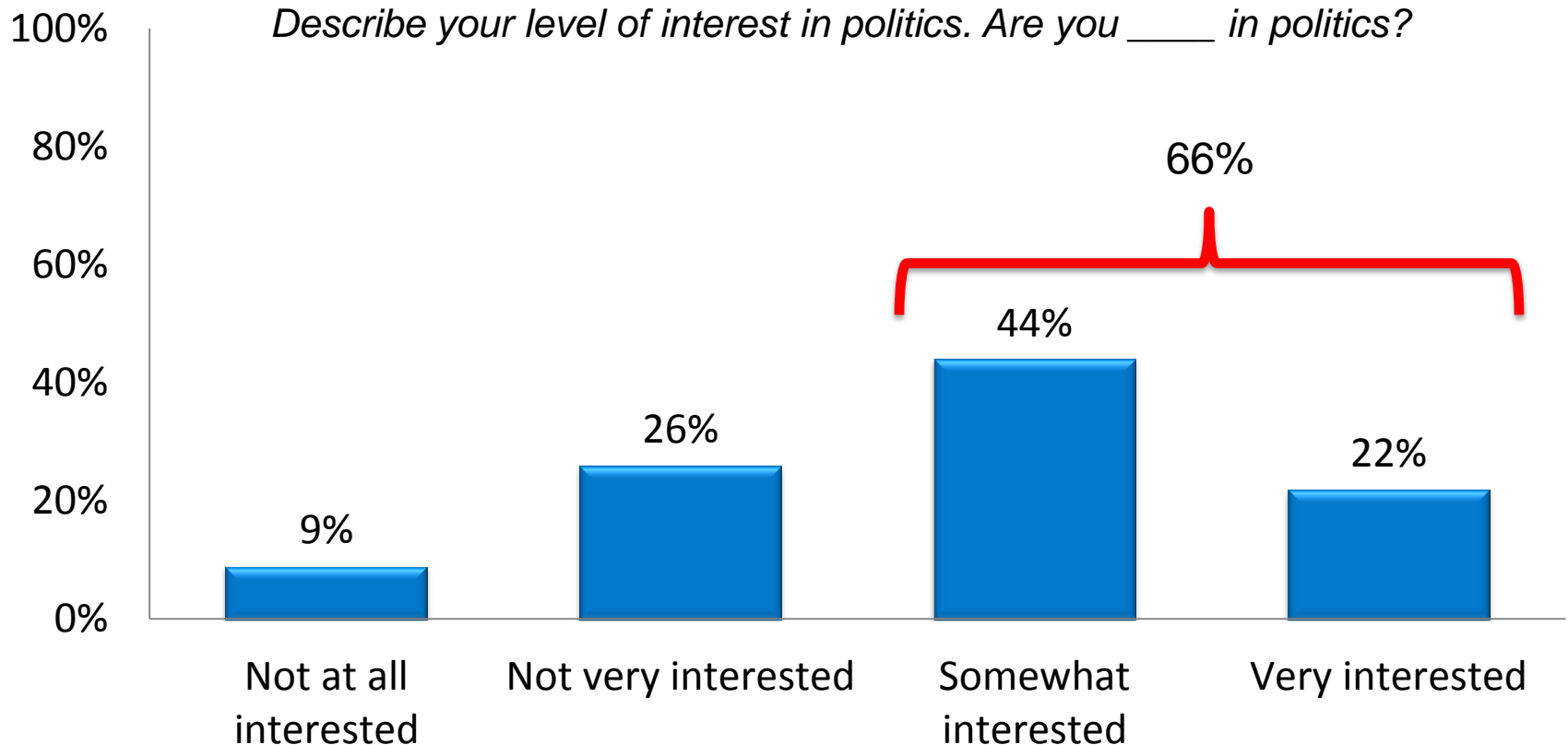


# POLITICAL ENGAGEMENT

Chad Wood

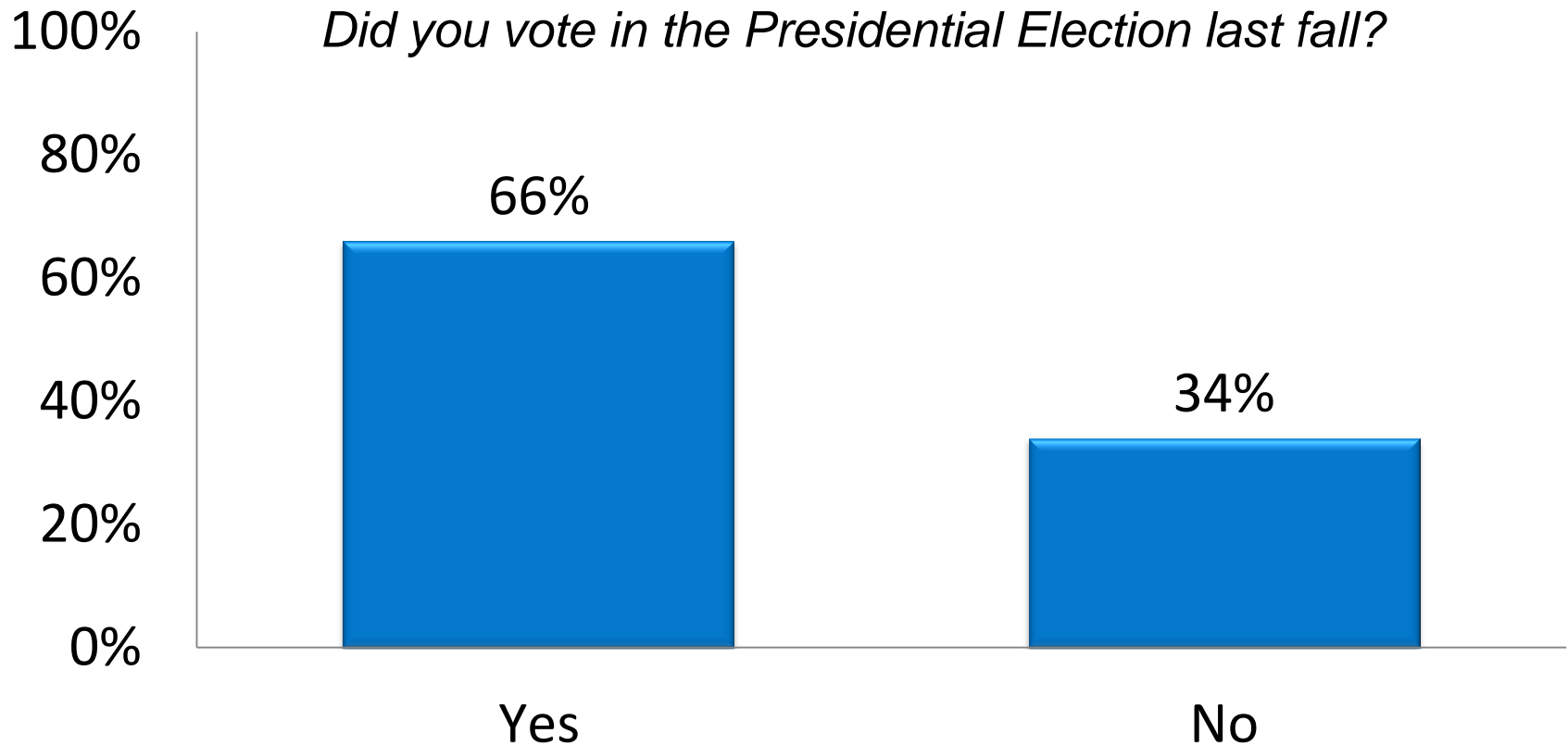


# Political Engagement



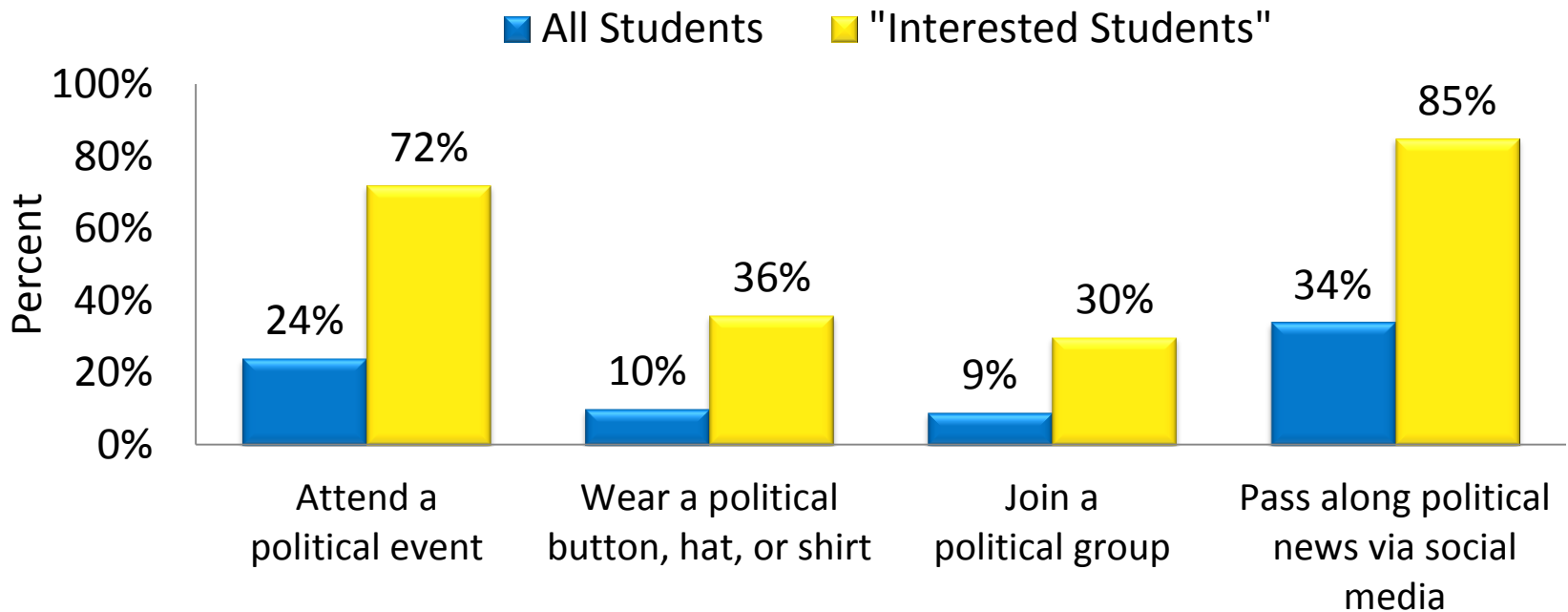
## Political Engagement

*Did you vote in the Presidential Election last fall?*



# Political Engagement

*Last fall, did you do any of the following activities...  
(% saying yes)*





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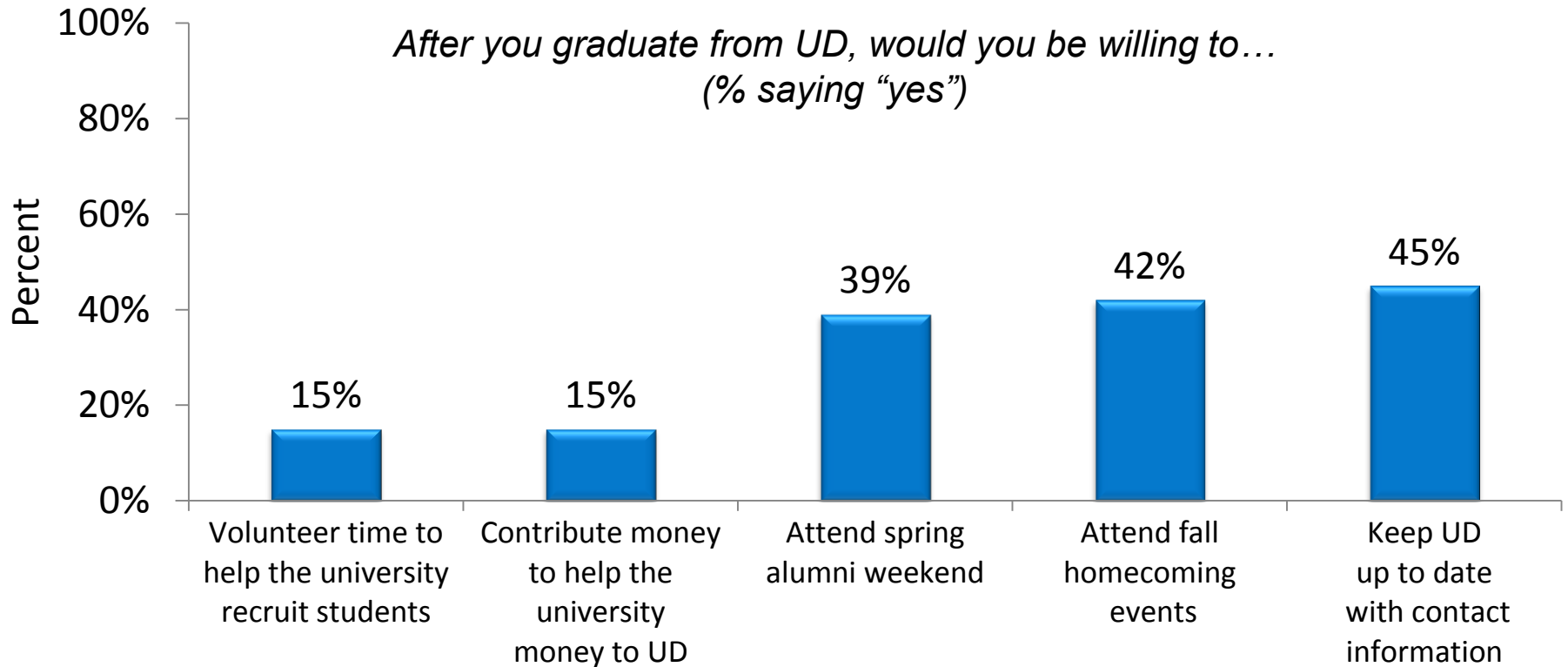
# POST GRADUATION TIES TO UD

Chad Wood



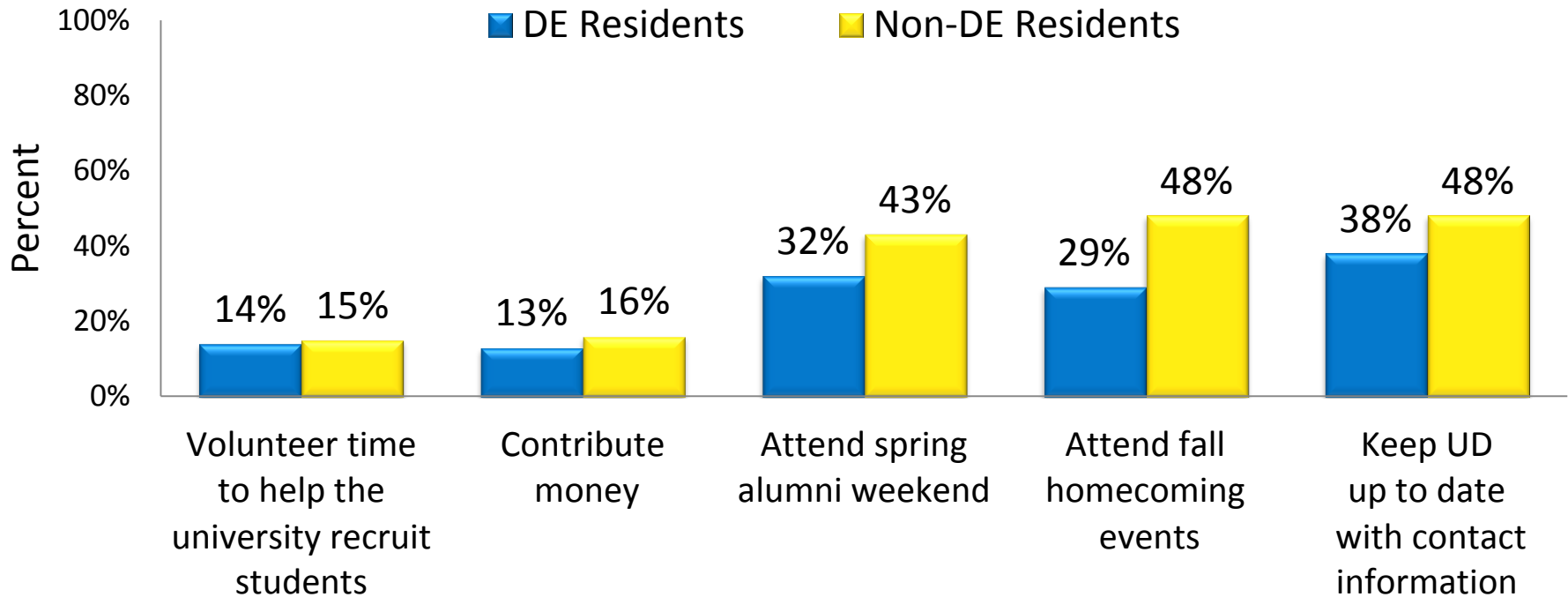
## Post-Graduation Ties to UD

*After you graduate from UD, would you be willing to...  
(% saying "yes")*



# [Return on] Commitment to Delaware?

*After you graduate from UD, would you be willing to...  
(% saying "yes")*







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UNIVERSITY OF  
DELAWARE.

# UNIVERSITY OF DELAWARE AND INTERNATIONAL STUDENTS

John Kairis





# Guessing Student Population

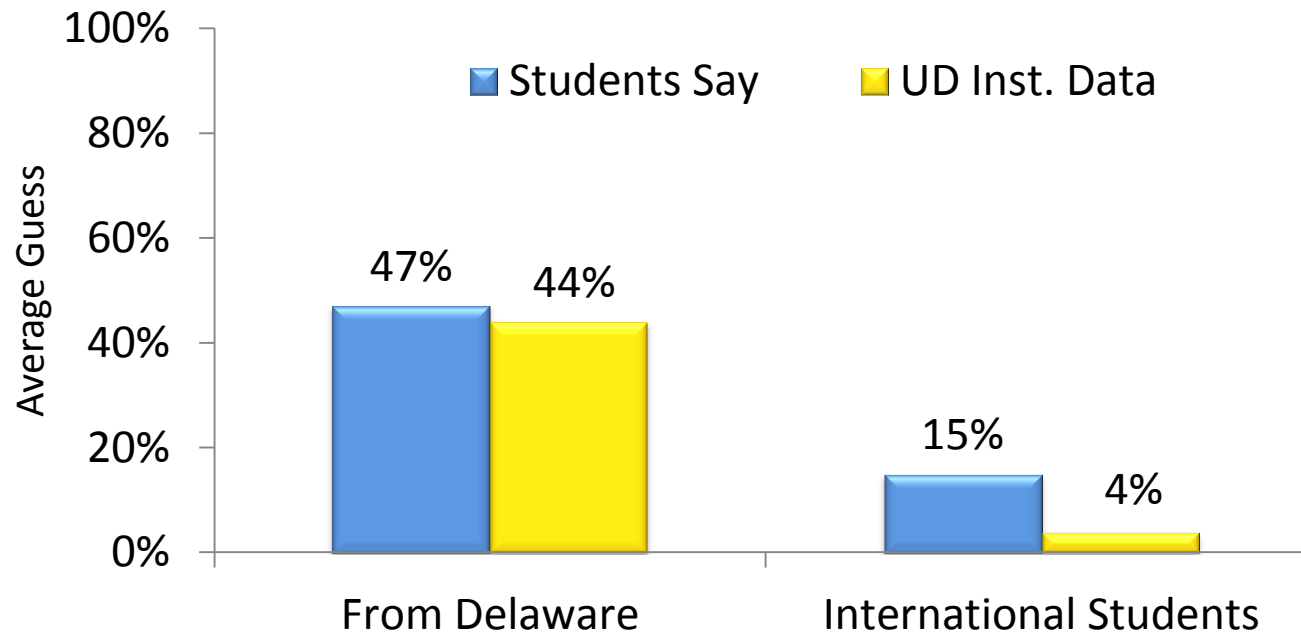
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- We asked two questions:
  1. What percentage of students are from Delaware?
  2. What percentage of students are international students?



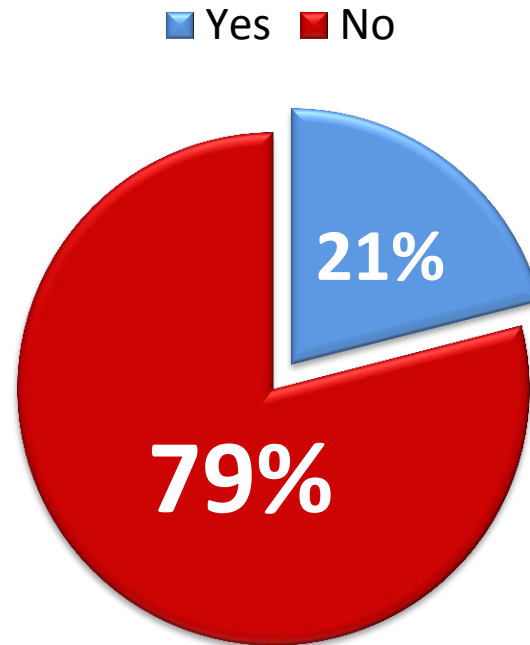
# Guessing Student Populations

*What Percentage of UD Students Are...?  
(average %)*



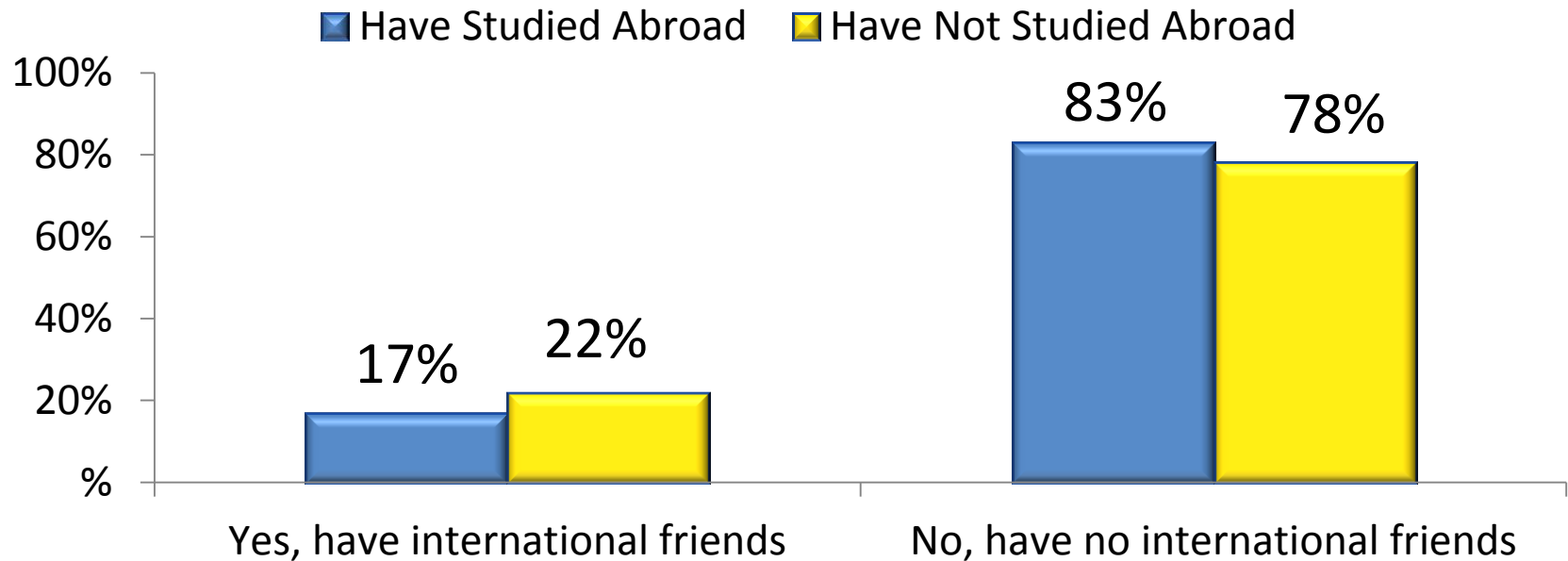
## International Friendship

*Do you have any close friends who are international students at UD?*



# International Friends vs. Study Abroad

*Do you have any close friends who are international students at UD?*





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UNIVERSITY OF  
DELAWARE.

# ATTENDANCE AT UD SPORTING EVENTS

John Kairis



# Challenges for UD Athletics

## University reverts to 2008 football ticket policy

By Pat Gillespie

Published: Tuesday, October 4, 2011

Updated: Tuesday, October 4, 2011 14:10

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email Share 4 print

A dramatic decline in student attendance at football games has caused university officials to reconsider ways of attracting students to games. In addition to offering cash prizes to students, the university athletic department announced Wednesday a return to an earlier policy for football games that does not require advance ticket pickup.

For the remainder of the season, students can gain entrance to Delaware Stadium by swiping their UD ID cards, as they did through 2008's policy.

"It's disappointing—we've had a long history of great attendance," head coach K.C. Keeler said Monday. "When they hired me they might not have said, 'Hey, your job is to get 20,000 in the stands, your job is to win football games.' At the same time, now that we're struggling [with attendance], my job title definitely has moved to, 'We need to get fans back in the stands.'"



File photo

The football ticket policy change comes after a low student turnout of 1,403 at the Sept. 24 home game against Old Dominion.

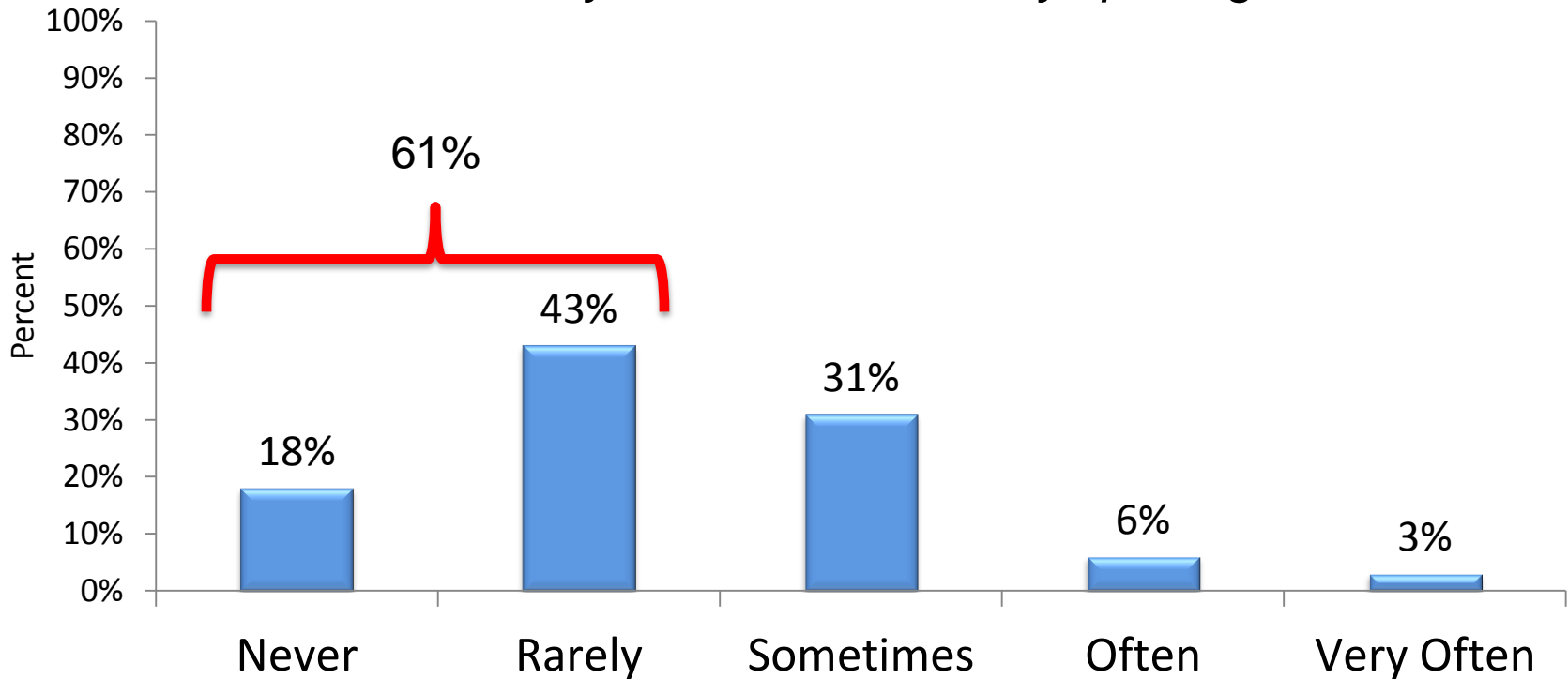
*"One factor that might have led to the dismissal was a drop in fan support. Delaware's home football attendance has declined from 20,684 per game in 2010 to 19,018 in 2011 and 18,542 this past season, the lowest figure since 1997."*

By Jeff Schuler, Of The Morning Call  
January 09, 2013



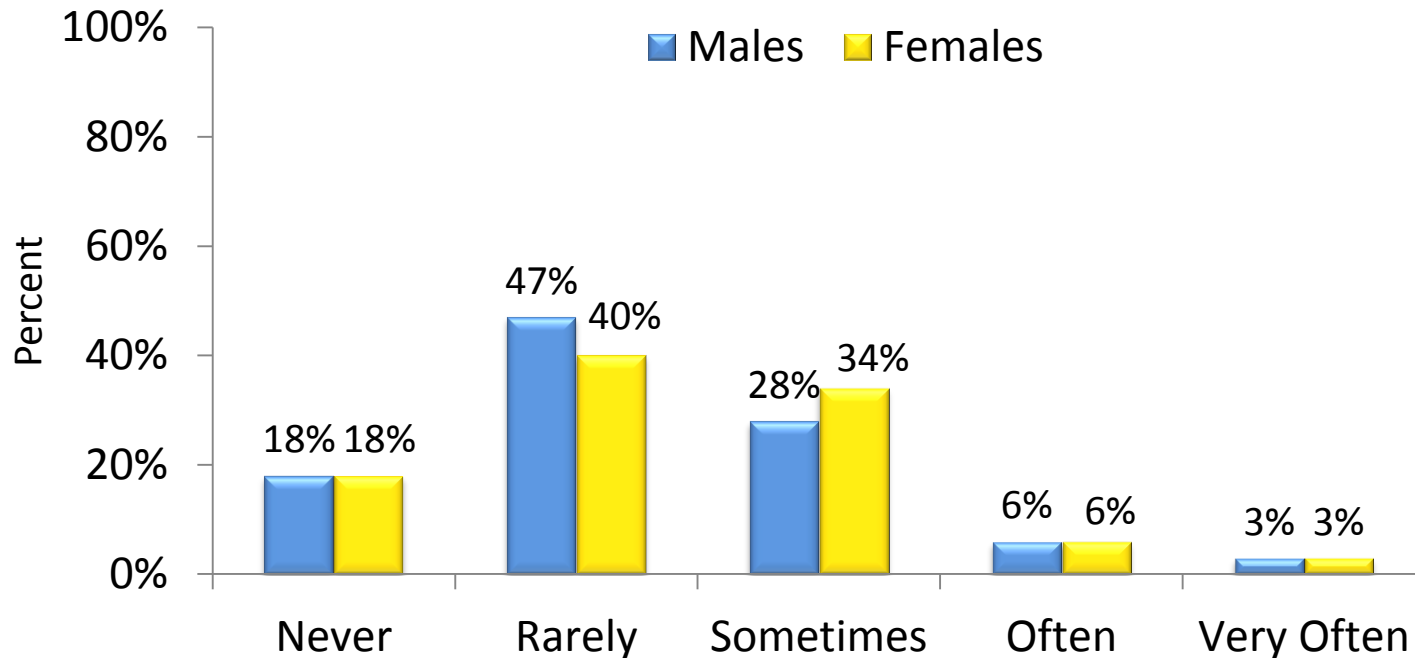
# UD Varsity Sports Attendance

*How often do you attend UD varsity sporting events?*



# Sports Attendance vs. Gender

*How often do you attend UD varsity sporting events?*





# What would Boost Attendance?

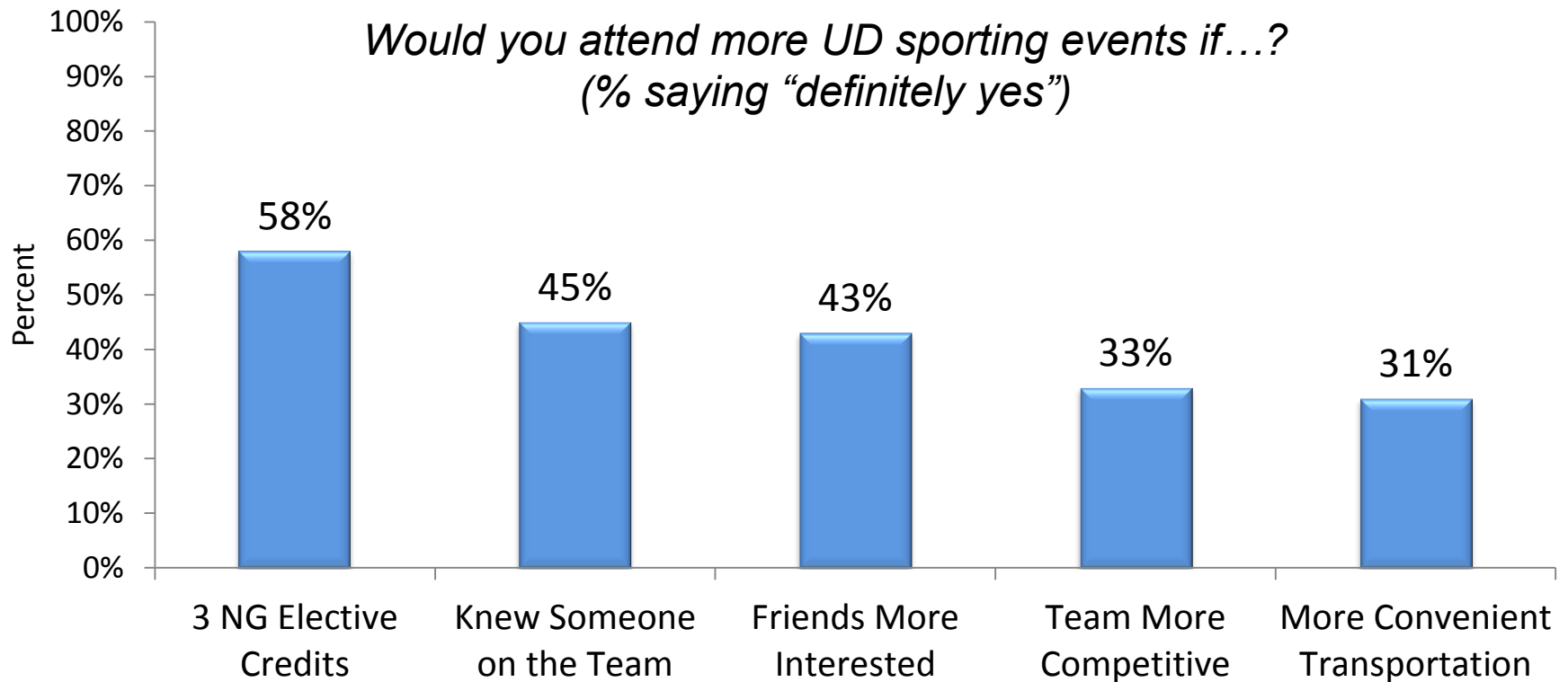
## Attendance at UD Sporting Events



### Would you attend more UD sporting events if ...

	Definitely yes	Probably yes	Maybe	Probably not	Definitely not
A team was more competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You personally knew a person on the team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There was more convenient transportation to sporting events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your friends were more interested in going	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You received 3 non-graded elective credits for attending at least 10 events in a semester	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Increasing Sporting Attendance



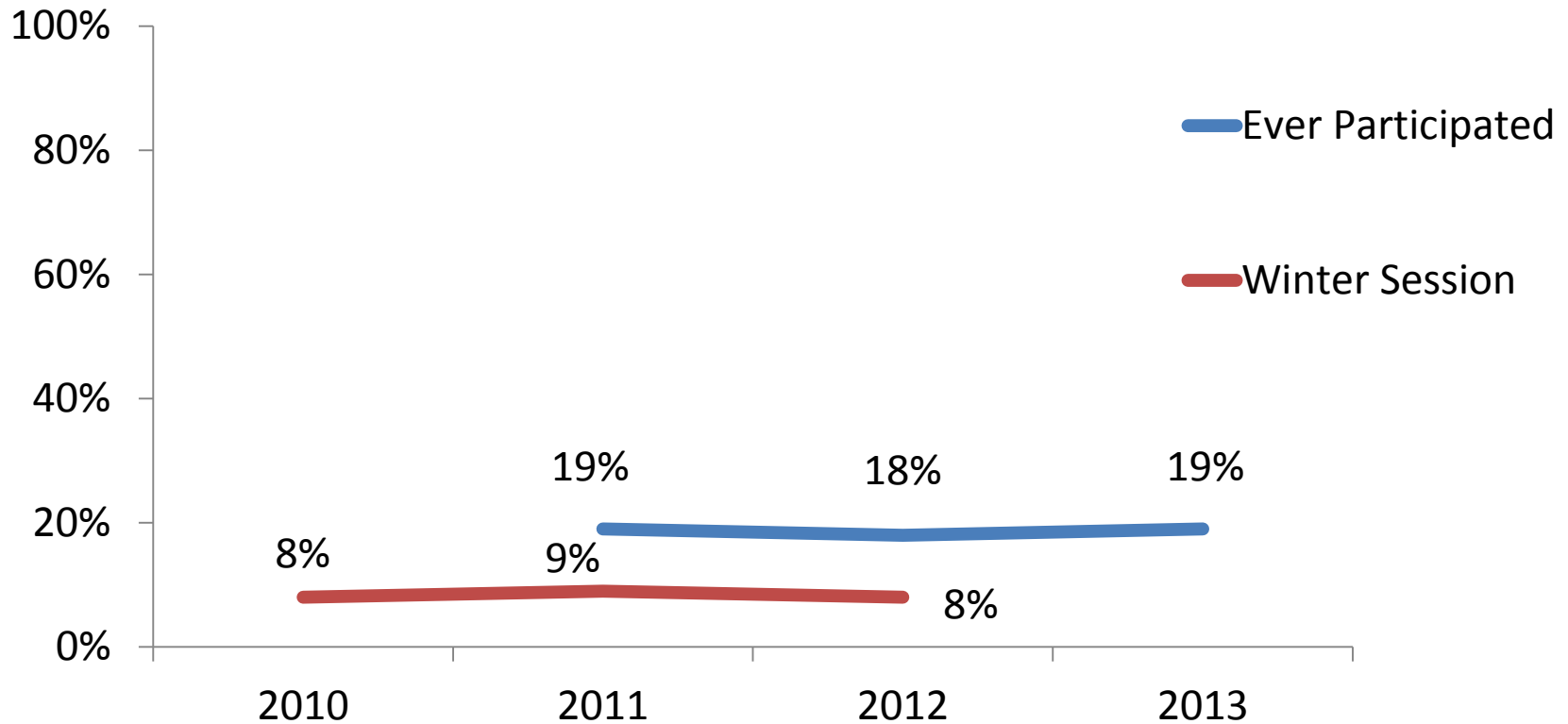


# STUDY ABROAD INVOLVEMENT

Elizabeth T. Weeks

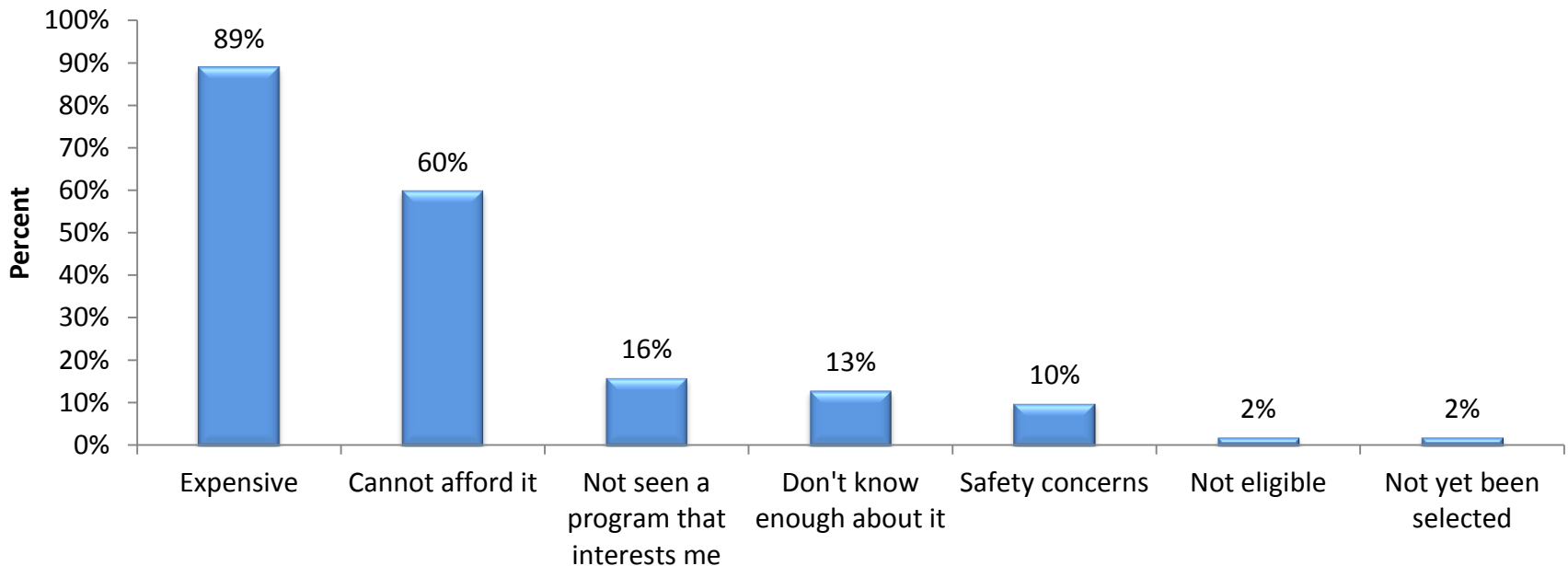


## Study Abroad Participation



# Challenges to Study Abroad Participation

*Student reasons why they MIGHT NOT PARTICIPATE*



## Other Issues: Poor Fit for Students

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“The programs offer classes that I don't need to take or have already taken”

“Programs did not fit my academic course requirements”

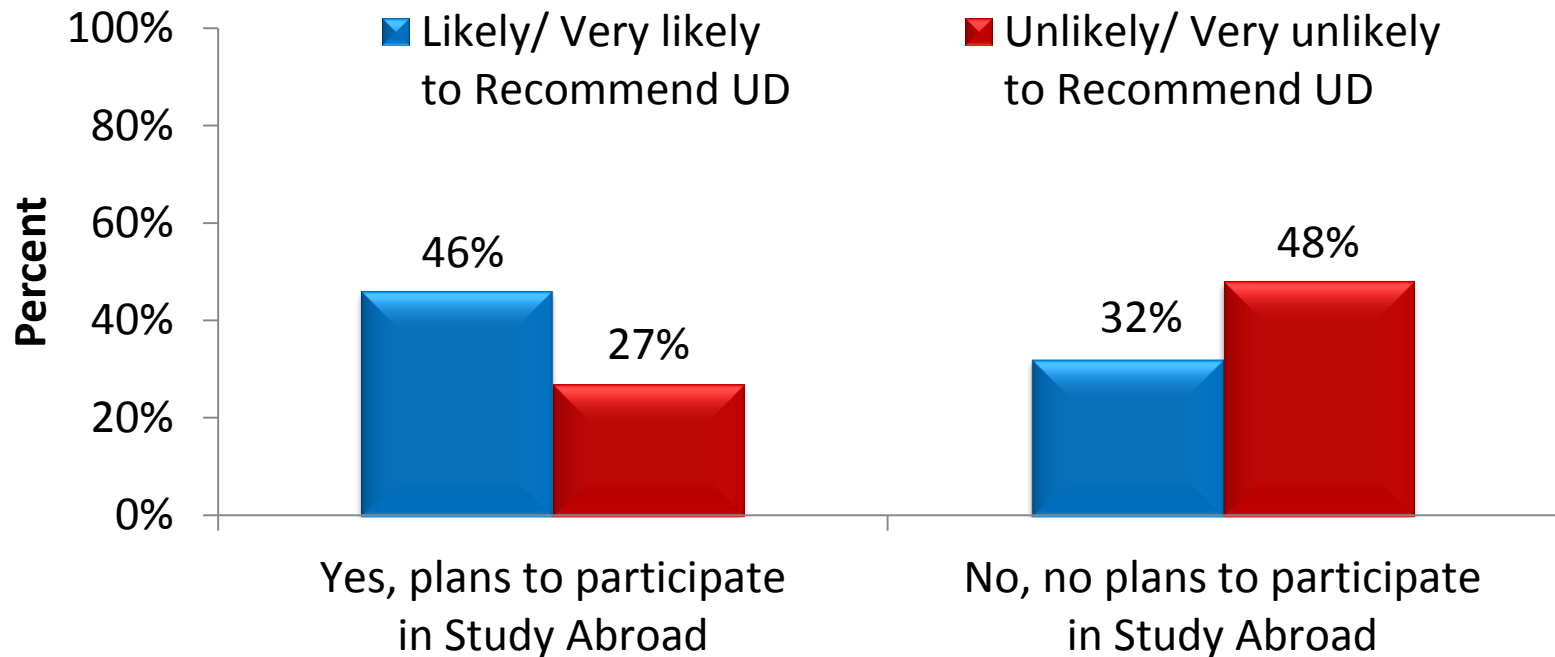
“With a chemistry major, there isn't much time to study abroad, nor many programs.”

“Difficult to fit it in with my major”

“The places I am interested in going do not offer classes that fit with my major.”

# Study Abroad & Recommendation of UD

*Do you have plans to participate in study abroad?*







## STUDENT EXPERIENCES AT UD

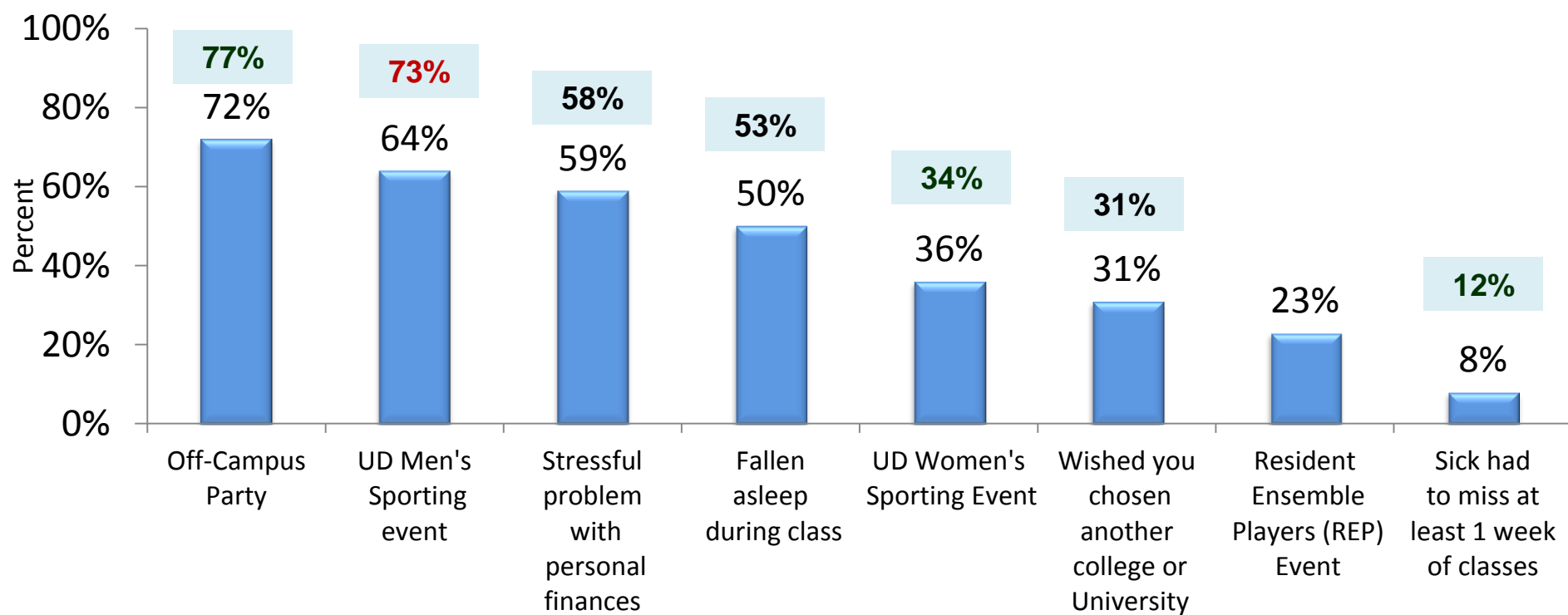
Elizabeth T. Weeks





# Student Experiences

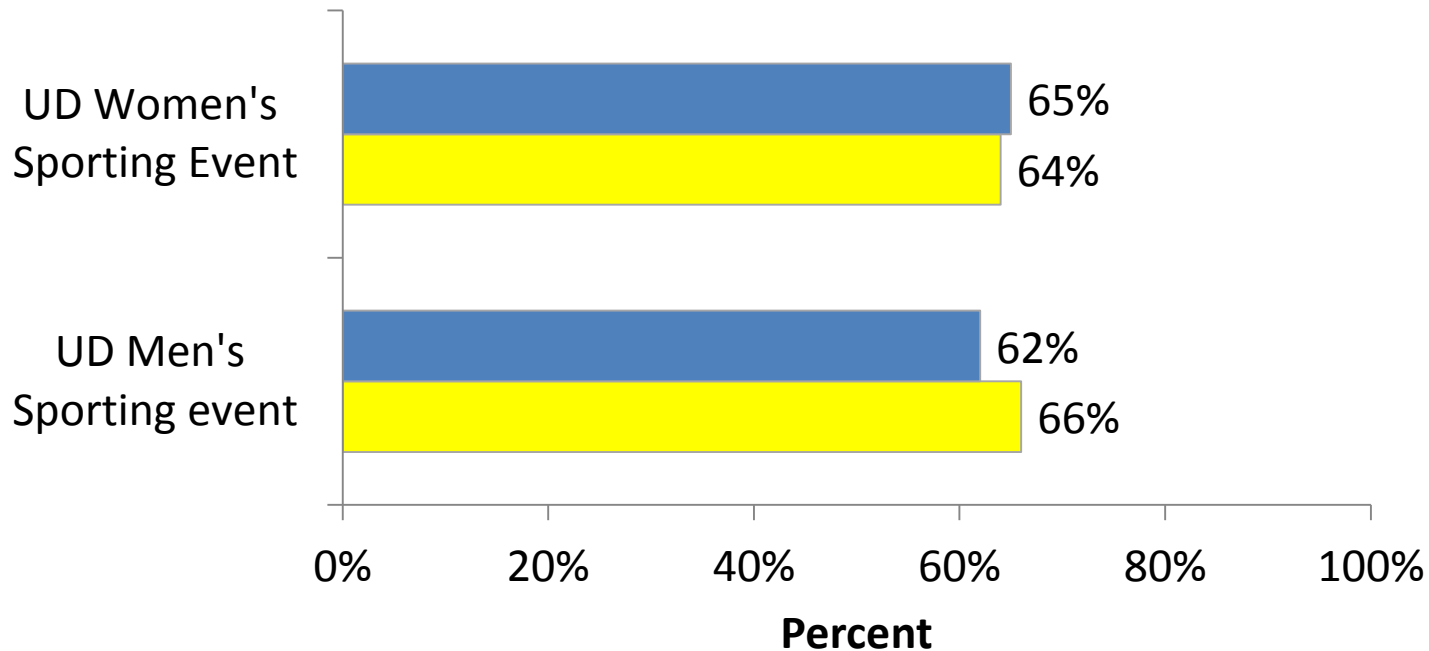
*Experienced any of the following since the school year began last fall?  
(% saying "yes")*



# Differences in Student Experiences

*Have you experienced?  
(% saying "yes")*

■ Males ■ Females



# Experimental Effects and Randomization

No Image

**How much do you like the UD mascot?**

1. Not at all
2. Not much
3. Some
4. A lot
5. I Don't Know



**How much do you like the UD mascot?**

1. Not at all
2. Not much
3. Some
4. A lot
5. I Don't Know



**How much do you like the UD mascot?**

1. Not at all
2. Not much
3. Some
4. A lot
5. I Don't Know



**How much do you like the UD mascot?**

1. Not at all
2. Not much
3. Some
4. A lot
5. I Don't Know

## Voting, Race, & Civic Pride

*“Did YOUR PARTICIPATION in the 2012 presidential election make you more proud to be an American, less proud, or does it not affect your feelings about being an American?”*



### Baseline

1. More Proud
2. Less Proud
3. Does not Affect

### Baseline+Pic

1. More Proud
2. Less Proud
3. Does not Affect

Barack Obama, the **FIRST AFRICAN AMERICAN PRESIDENT**, has now been elected twice as President.

### Race Frame

1. More Proud
2. Less Proud
3. Does not Affect



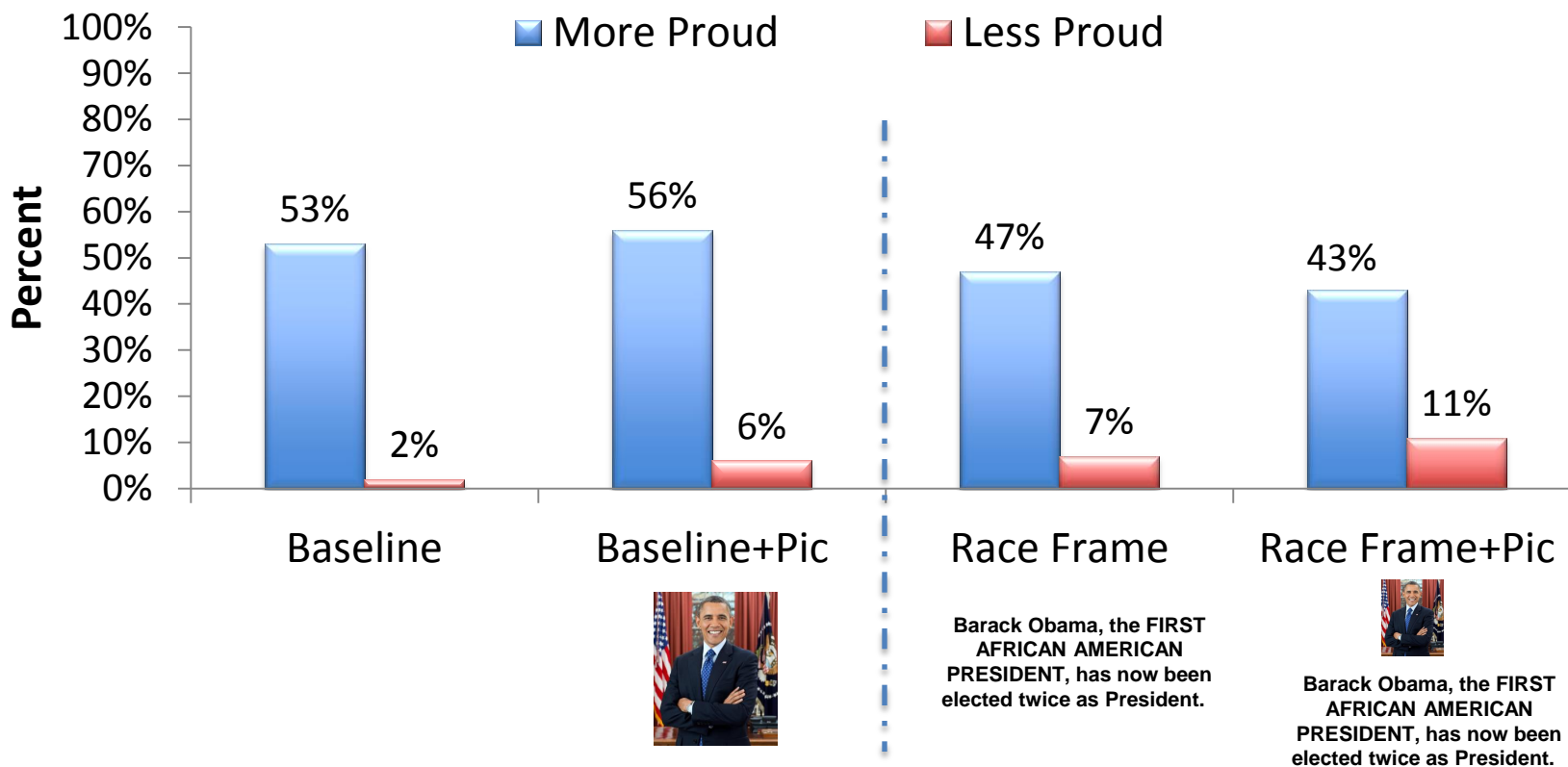
Barack Obama, the **FIRST AFRICAN AMERICAN PRESIDENT**, has now been elected twice as President.

### Race Frame+Pic

1. More Proud
2. Less Proud
3. Does not Affect

## Voting, Race, & Civic Pride Experiment

*Did YOUR PARTICIPATION ..make you more proud to be an American, less proud, or does it not affect your feelings about being an American?"*





# OPINIONS ON SAME-SEX MARRIAGE

Eric Watts



# Opinions on Same-Sex Marriage

***“Do you think marriages between gay and lesbian couples should or should not be recognized by the law as valid (having the same rights and privileges as traditional marriages)?”***

- 1) YES, should be recognized by the law as valid
- 2) NO, should not be recognized by the law as valid
- 3) Unsure



Male Couple



Female Couple

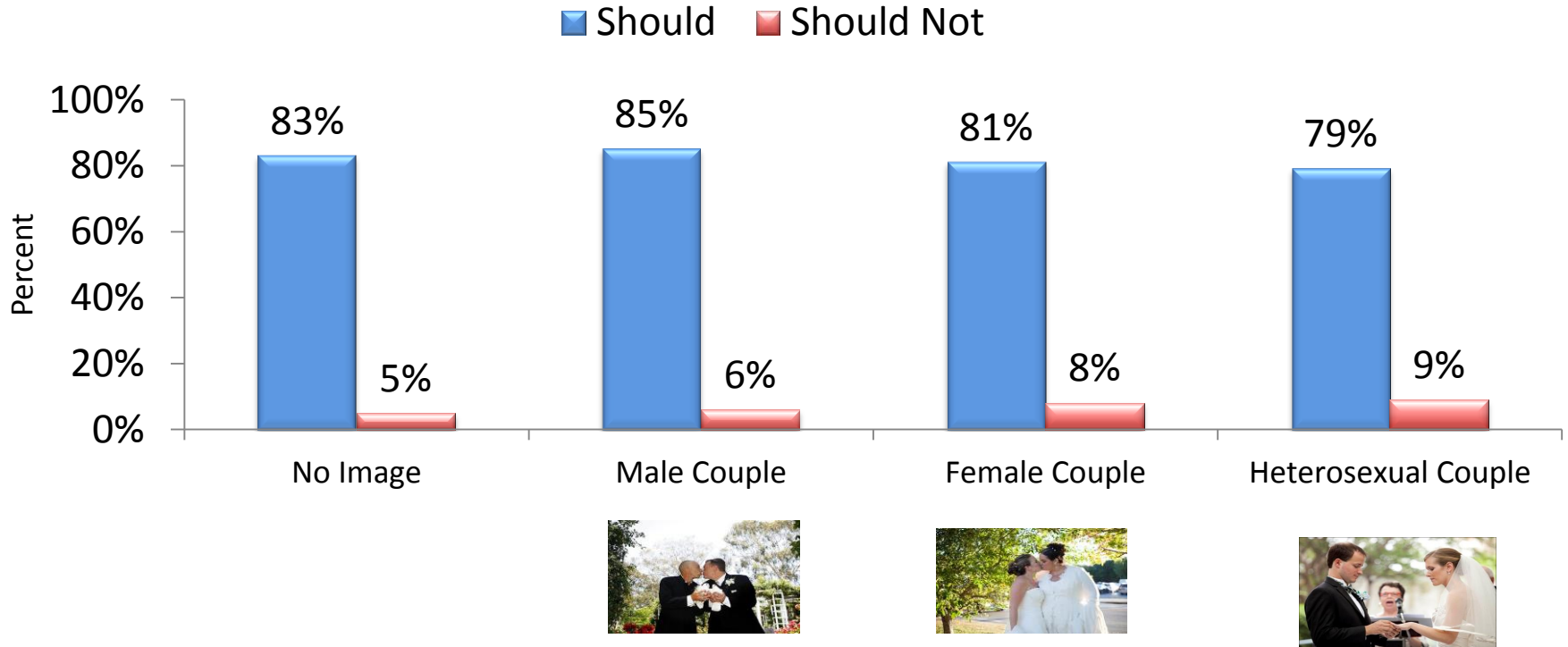


Heterosexual Couple

No Image

## Opinions on Same-Sex Marriage

*Should marriages between gay and lesbian couples be recognized by the law as valid?*

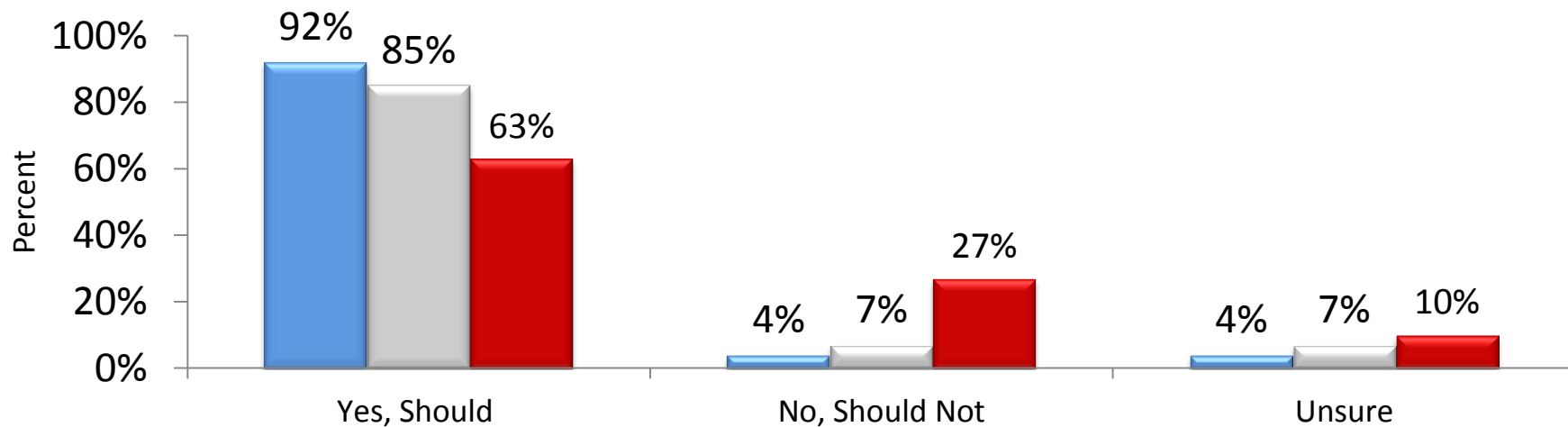




## Partisan Differences: Opinions on Same-Sex Marriage

*Should marriages between gay and lesbian couples be recognized by the law as valid?*

■ Democrats   ■ Independents   ■ Republicans





Dare to be first.



# PLASTIC WATER BOTTLES

John Kairis



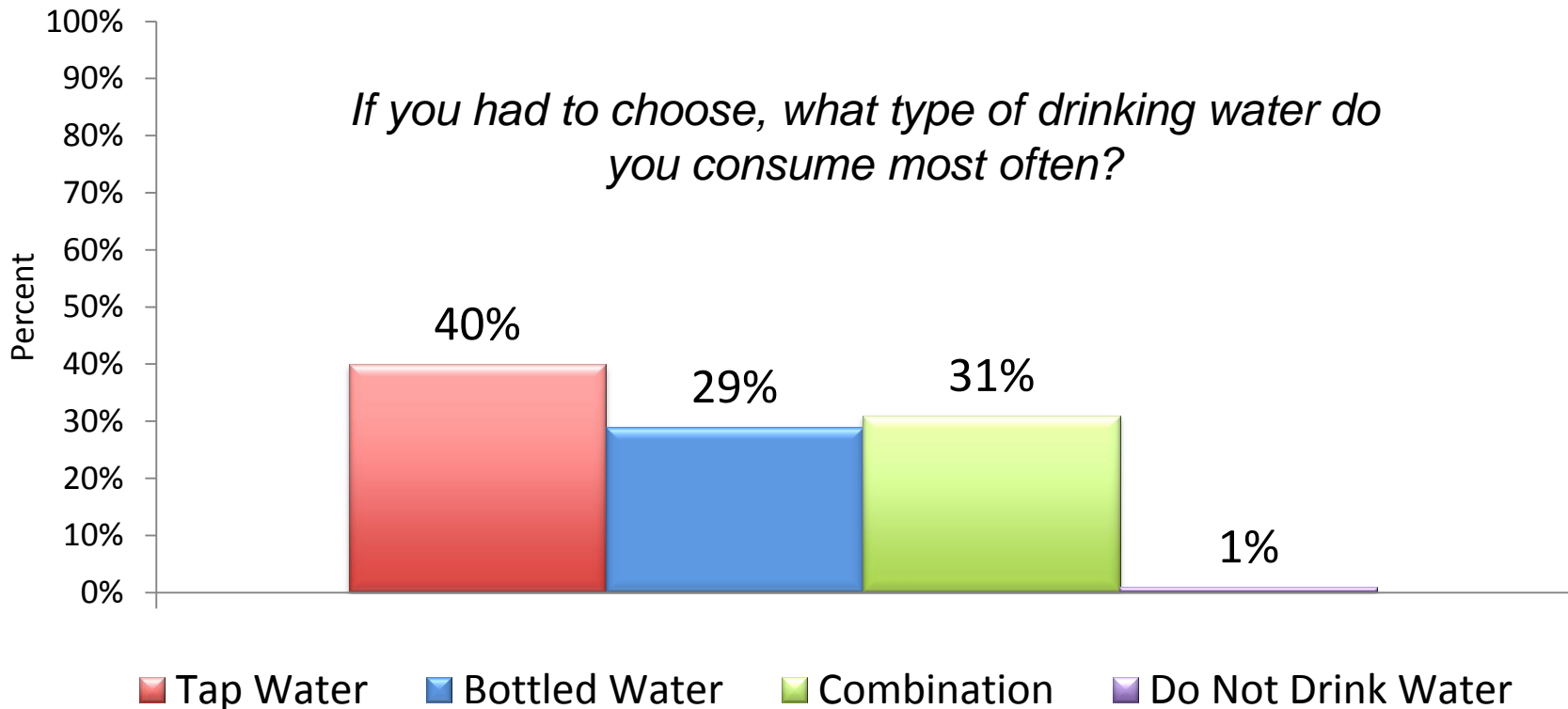
# Student Opinions on Water Sustainability

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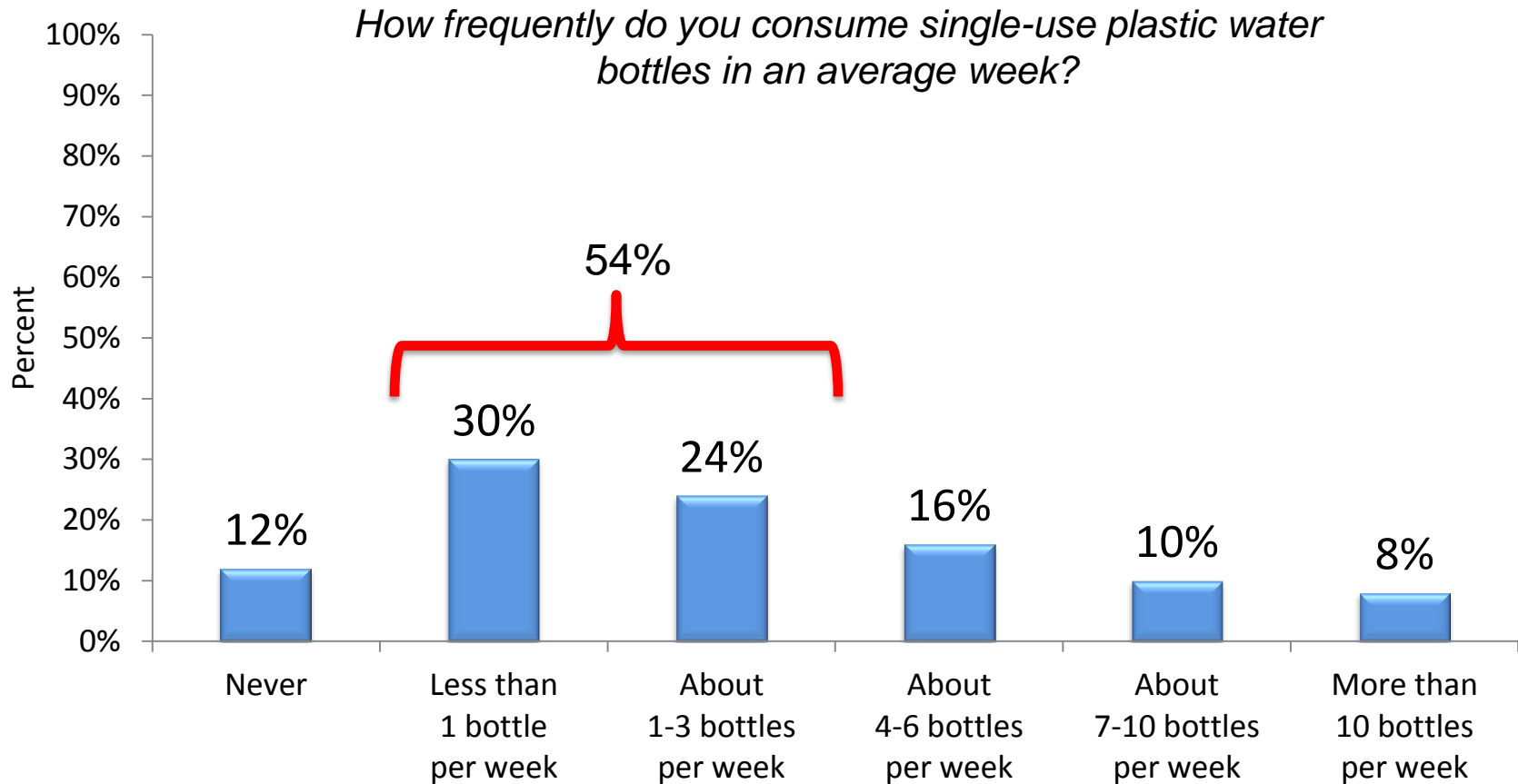
- Type of water consumed
- Amount of water consumed
- Support/oppose plastic bottle ban



## Water Type Consumption



## Plastic Water Bottle Consumption



# Plastic Water Bottle Experiment

*Do you think UD should ban the sale of all plastic water bottles on campus?*

**Students received one of five options**



Fitness Couple



Polluted Stream



Clear Bottles

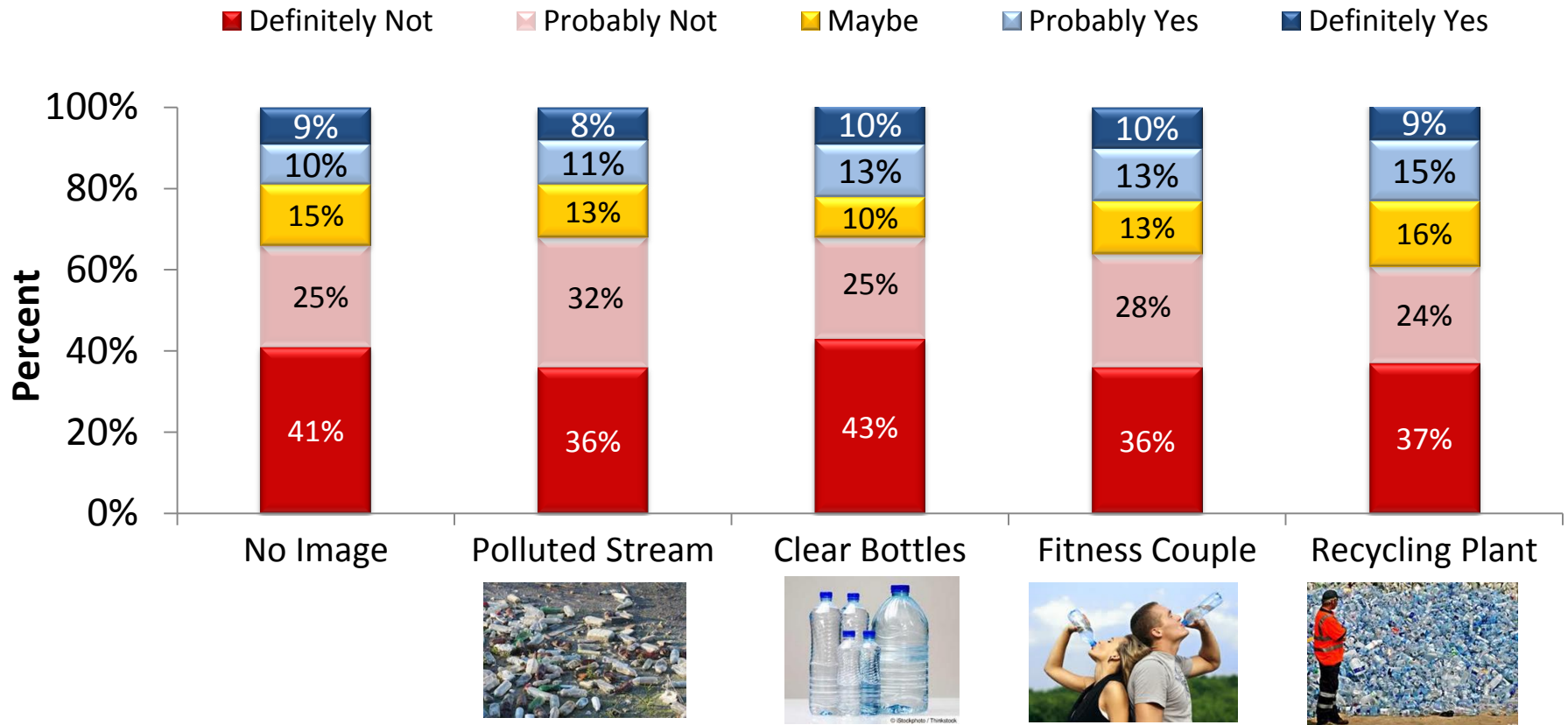


Recycling Plant

No Image

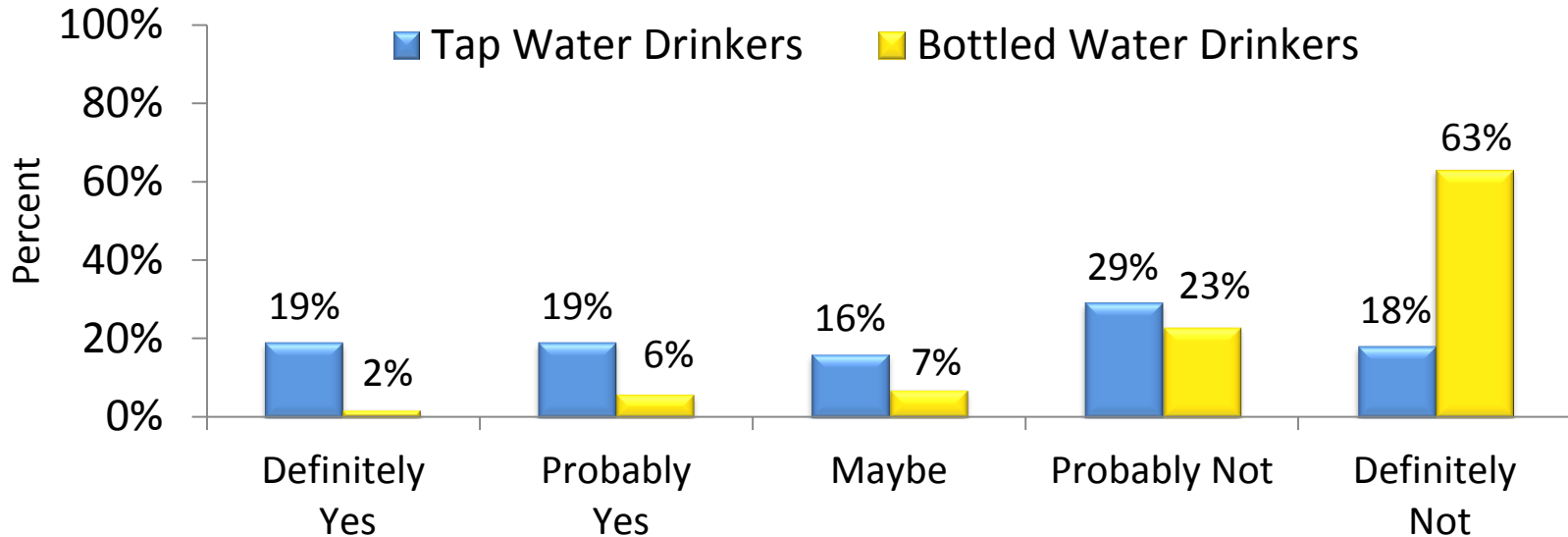
# Water Bottle Ban Experiment

*Do you think UD should ban the sale of all plastic water bottles on campus?*



## Water Type vs. Bottle Ban

*Do you think UD should ban the sale of all plastic water bottles on campus?*







Dare to be first.



# VOTER ID LAWS

Chad Wood



# Voter ID Laws

## Question:

*“What is your opinion on voter ID laws?”*



No Image



Anti-Law  
Protester

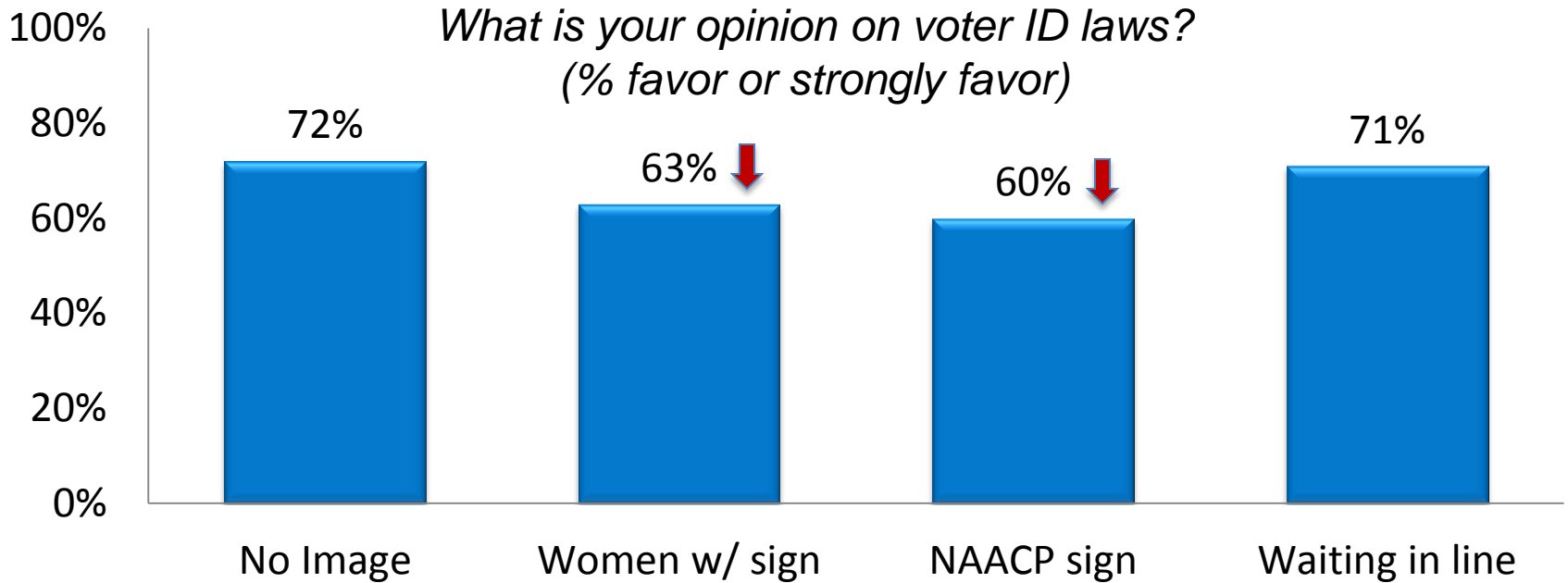


Anti-Law  
Protester  
+ NAACP



Waiting Line

# Opinion on Voter ID Laws Treatments





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# FELON DISENFRANCHISEMENT

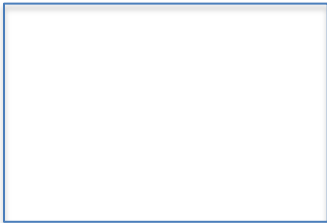
Chad Wood



# Felon Disenfranchisement

## Question:

*Should US citizens convicted of a felony have the right to vote?*



No Image



White Hands



Black Hands

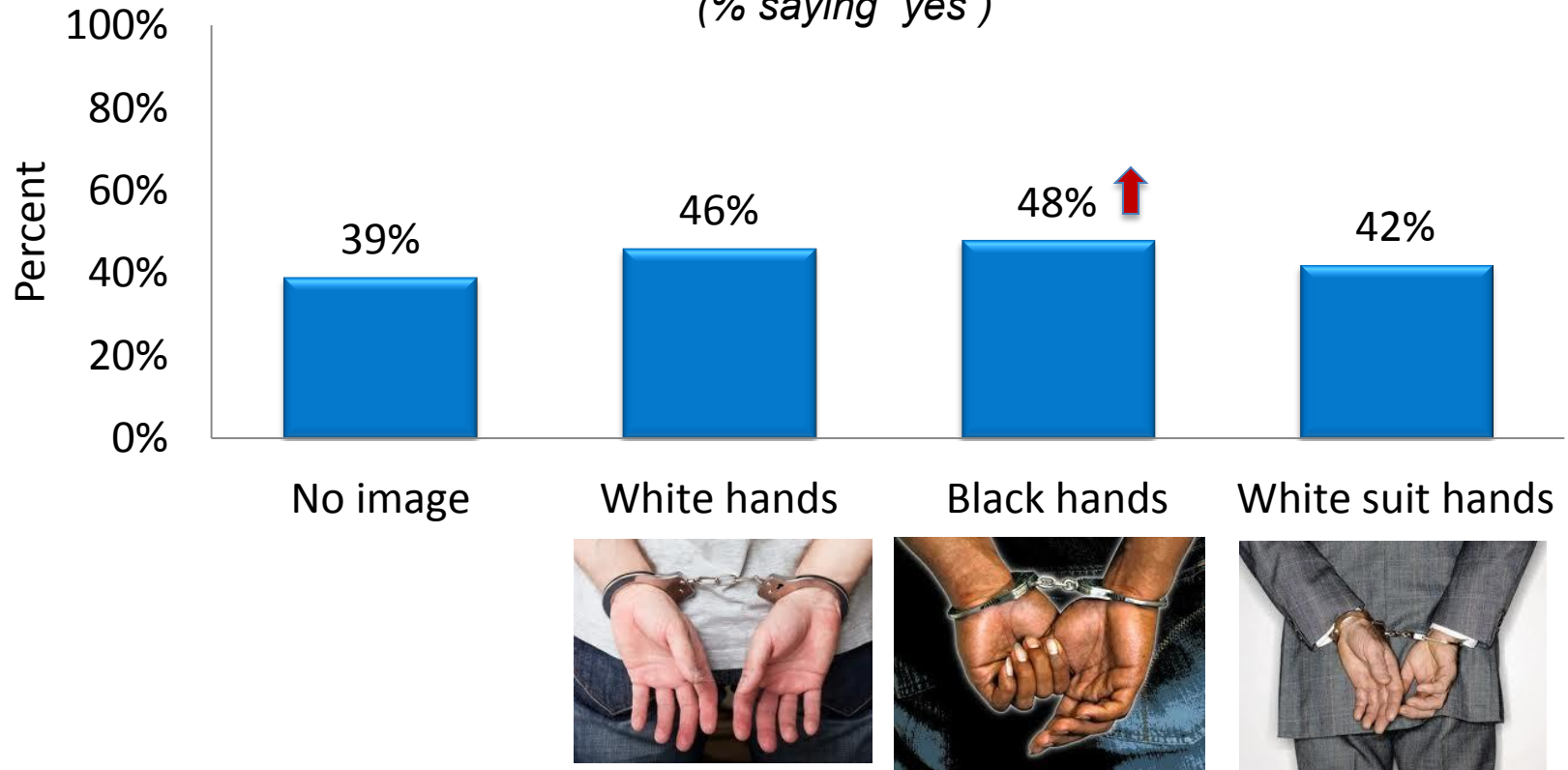


White Hands  
in Suit



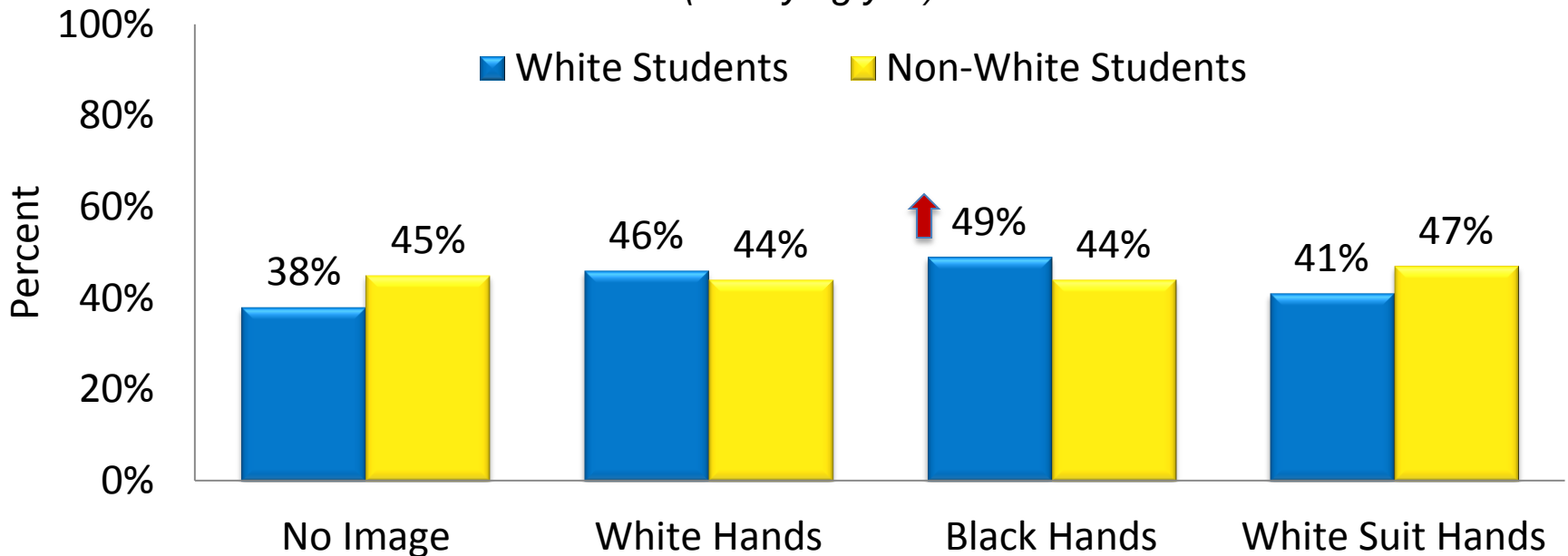
# Felon Disenfranchisement Treatments

*Should US citizens convicted of a felony have the right to vote?  
(% saying "yes")*



# Felon Disenfranchisement & Race

*Should US citizens convicted of a felony have the right to vote?  
(% saying yes)*





Dare to be first.



# OPINIONS ON STUDENT GOVERNMENT ASSOCIATION

John Kairis





## Opinions On SGA

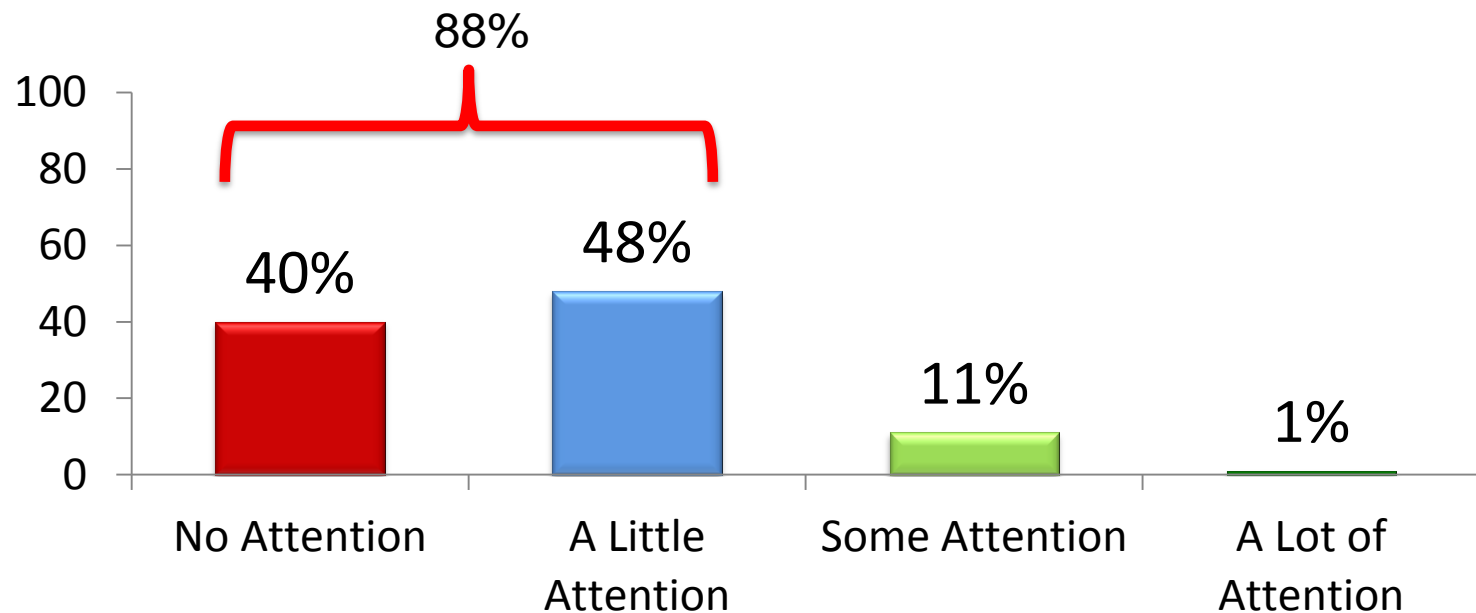
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- Opinions about SGA
  1. Attention (Interest)
  2. Responsiveness
  3. Diversity
  
- Campus Smoking Ban



## Interest in Activities of SGA

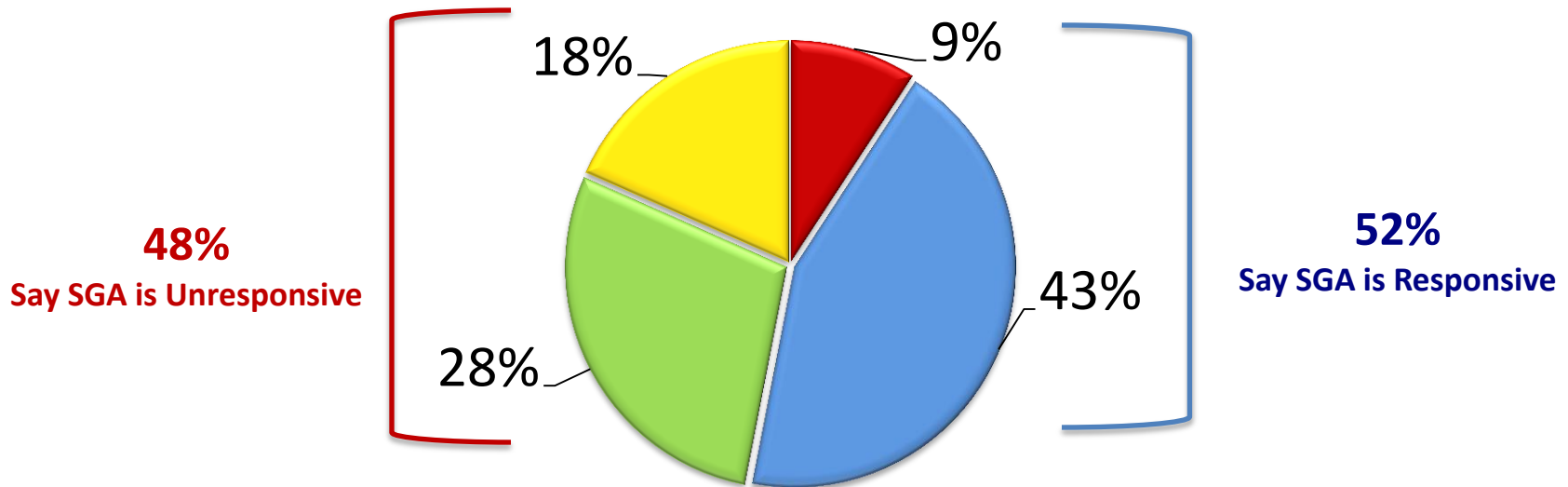
*Since coming to UD how much attention have you paid to the activities of SGA?*



## Responsiveness of SGA

*How responsive do you think SGA is to the concerns you have as a student?*

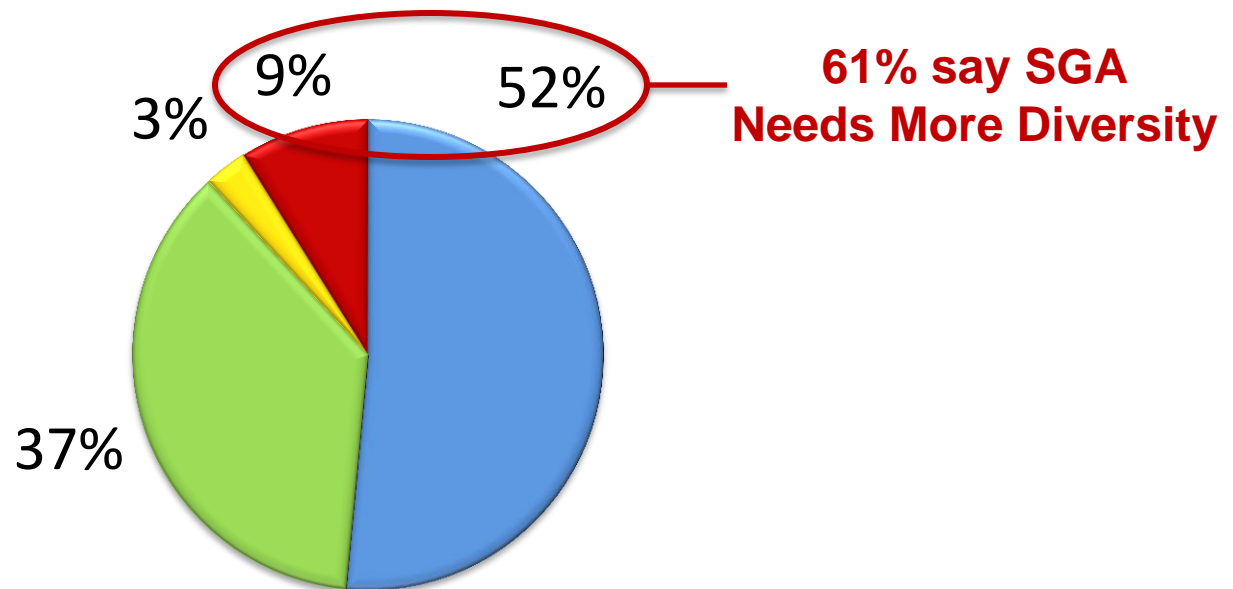
- Very responsive
- Somewhat Responsive
- Somewhat Unresponsive
- Very Unresponsive



## Diversity of SGA

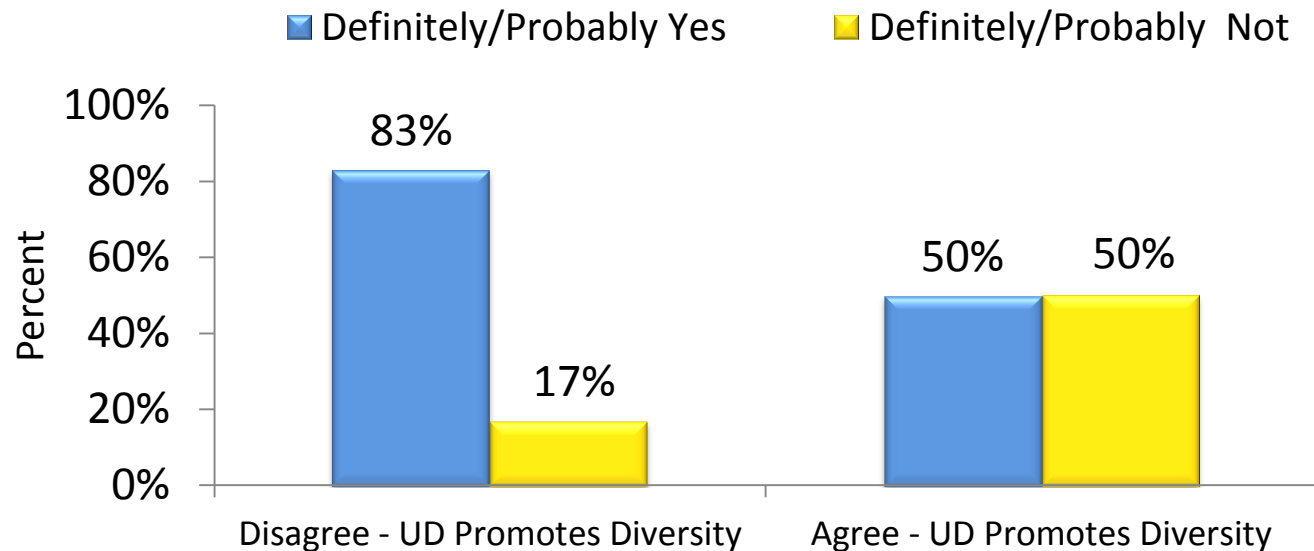
*Does SGA need a more diverse membership?*

■ Definitely Yes ■ Probably Yes ■ Probably Not ■ Definitely Not



# SGA Diversity vs. UD Promote Diversity

*Does SGA need a more diverse membership?  
(average %)*



# Smoke-Free Campus Experiment

*SGA recently passed a resolution to make UD a “tobacco free campus.”  
To what extent do you agree or disagree with this action?*

**Students received one of four options**



No Image

SGA Image



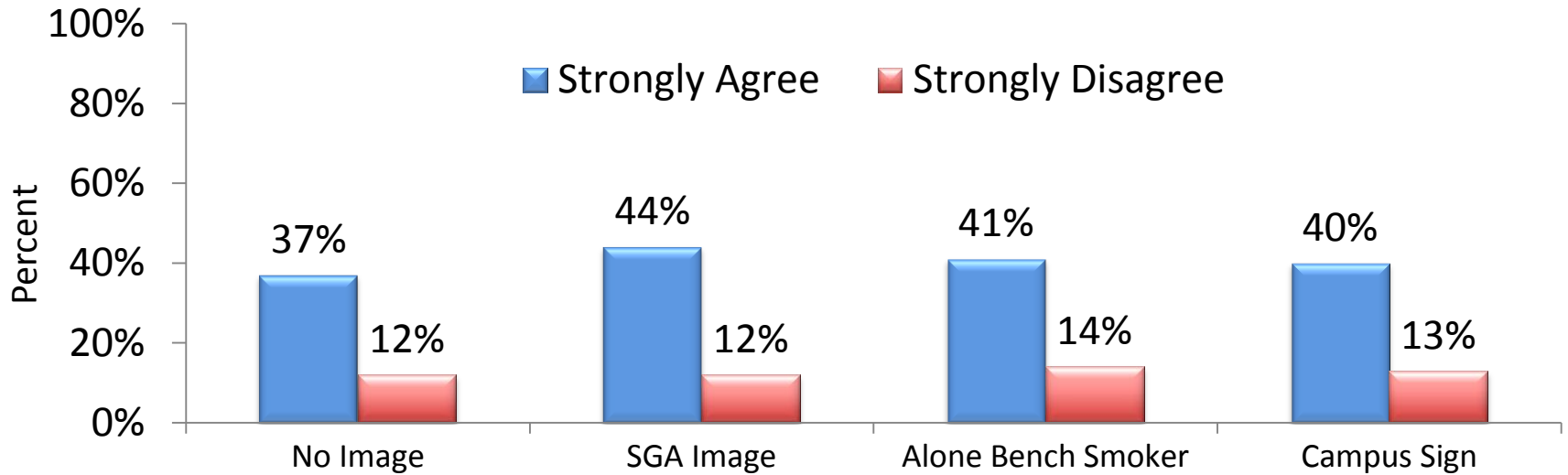
Alone Bench  
Smoker



Campus Sign

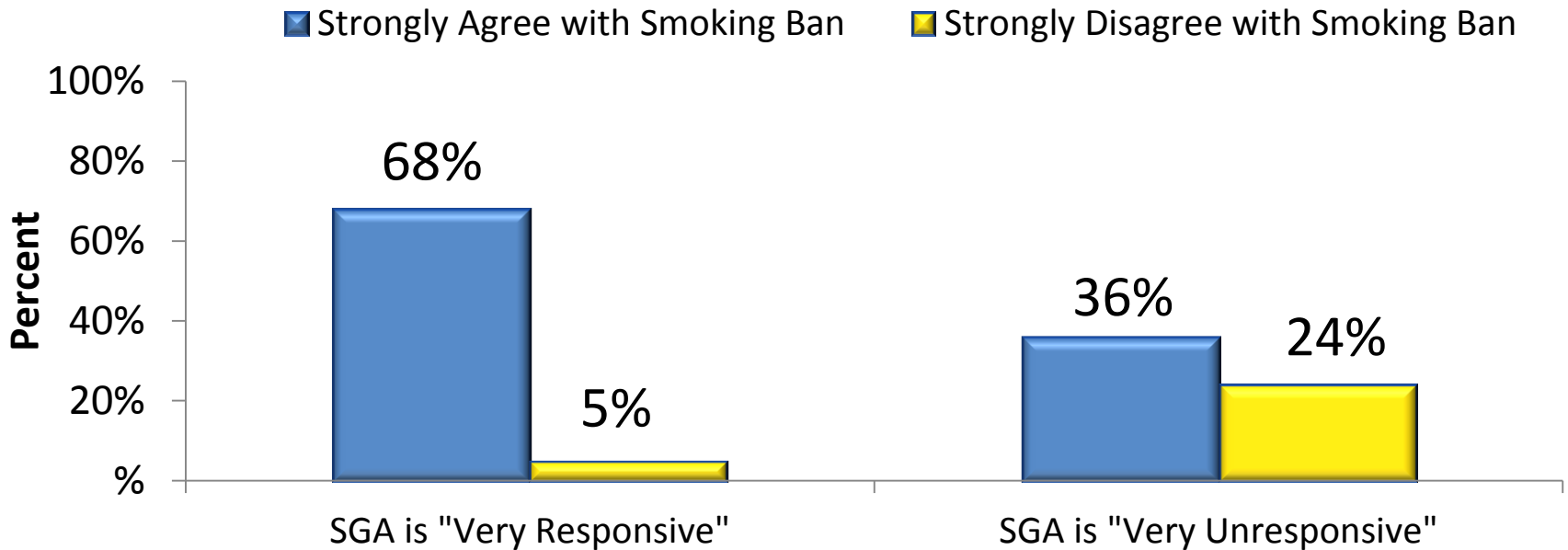
# Smoke-Free Campus Experiment

*SGA recently passed a resolution to make US a “tobacco free campus.” To what extent do you agree or disagree with this action?*

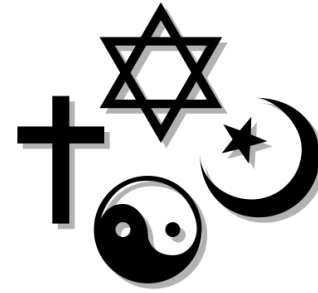


# SGA Smoking Ban vs. SGA Responsiveness

*How responsive is SGA to my concerns as a student?*







# STUDENT OPINIONS ON DIVERSITY

Elizabeth T. Weeks



## Opinions on Diversity

1. Taking classes that emphasize multicultural diversity enhance my educational experience
2. A diverse student body improves the quality of my education
3. UD actively promotes diversity
4. Promoting diversity unfairly discriminates against students who are not racial-ethnic minorities

**Baseline**



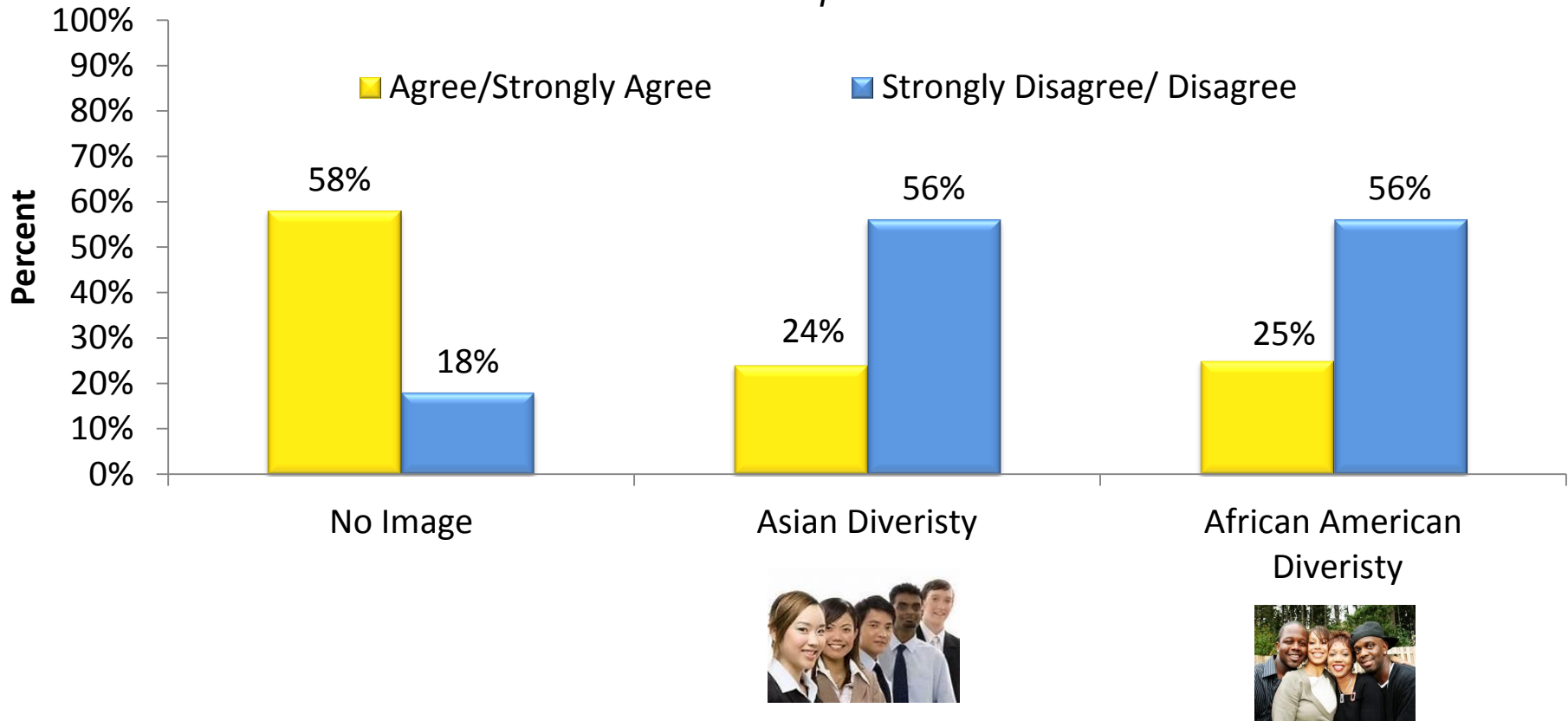
**Asian Diversity**



**African American  
Diversity**

# Diversity Experiment

*“Taking classes that emphasize multicultural diversity enhance my educational experience?”*



## Image effects

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Responses for the remaining questions were not affected by the images

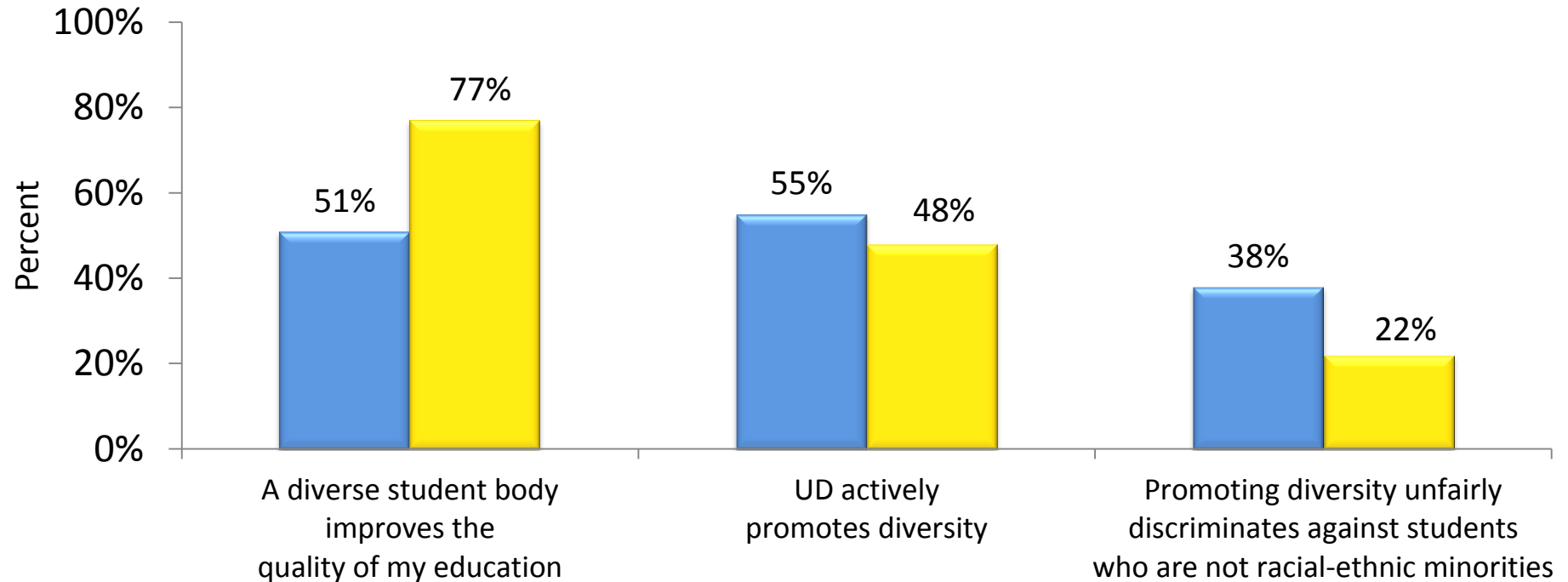
**BUT...**

There are significant differences by race

# Minority Status Matters

*% Strongly Agree/ Agree with each statement*

■ White Students ■ Non-White Students



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BLUE HEN  
POLL

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Dare to do research.