The Blue Hen Poll

• Annual Scientific Survey

• Applied research, quantitative literacy, and communication skills

• “For Students, By Students”

• The Blue Hen Poll is a “Tool”
Methodology

• 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

• 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

93% Very satisfied / Satisfied with UD
92% Very Likely/Likely to Recommend UD
TREND: Steady as it Goes….}

"Very likely" to Recommend UD
"Very Satisfied" w/UD
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

How often do you use the UD Mobile Web tool?

- Use all of the time
- Never Use

<table>
<thead>
<tr>
<th>Housing Status</th>
<th>Use all of the time</th>
<th>Never Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>UD Residence Hall</td>
<td>27%</td>
<td>5%</td>
</tr>
<tr>
<td>Live at Home</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Live Off Campus but not at Home</td>
<td>3%</td>
<td>10%</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>Activity</th>
<th>You have sought out</th>
<th>Faculty have offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encouragement to pursue graduate study</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A letter of recommendation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunities for extra credit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>An opportunity to work on a research project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>An opportunity to publish research or written work</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1=Never, 2=Once or Twice, 3=Sometimes, 4=Regularly, 5=Often
University Focus: Supply and Demand

% having sought/been offered

- Encouragement to pursue graduate study: 59% seeking, 63% offered
- A letter of recommendation: 58% seeking, 57% offered
- Extra credit: 74% seeking, 90% offered
- An opportunity to work on a research project: 49% seeking, 62% offered
- An opportunity to publish research or written work: 21% seeking, 32% offered
EVALUATING THE UNIVERSITY

Eric Watts
Respondents Evaluated:

- 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

<table>
<thead>
<tr>
<th>Category</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D/F</th>
<th>GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pres. Harker Job Performance</td>
<td>22%</td>
<td>39%</td>
<td>29%</td>
<td>11%</td>
<td>2.74</td>
</tr>
<tr>
<td>Professors</td>
<td>23%</td>
<td>52%</td>
<td>21%</td>
<td>4%</td>
<td><strong>2.94</strong></td>
</tr>
<tr>
<td>Level of Safety</td>
<td>11%</td>
<td>31%</td>
<td>32%</td>
<td>26%</td>
<td><strong>2.27</strong></td>
</tr>
<tr>
<td>Varsity Athletics</td>
<td>12%</td>
<td>43%</td>
<td>32%</td>
<td>13%</td>
<td>2.54</td>
</tr>
<tr>
<td>Efforts to Reduce</td>
<td>16%</td>
<td>39%</td>
<td>32%</td>
<td>13%</td>
<td>2.58</td>
</tr>
</tbody>
</table>
Gender Gap: Level of Safety at UD

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

- Safety graded Above Average (A or B): 51% Male, 35% Female
- Safety graded Average (C): 31% Male, 33% Female
- Safety graded Below Average (D or F): 18% Male, 32% Female
Gender Gap: Quality of Varsity Athletics

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Varsity Athletics Above Average (A or B)</td>
<td>47%</td>
<td>62%</td>
</tr>
<tr>
<td>Varsity Athletics Average (C)</td>
<td>35%</td>
<td>29%</td>
</tr>
<tr>
<td>Varsity Athletics Below Average (D or F)</td>
<td>18%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Professors Might be Important!

After graduation will you contribute money to help the university?

- Professors graded Above Avg (A or B): 18% Yes, 22% No
- Professors graded Average (C): 7% Yes, 37% No
- Professors graded Below Avg (D or F): 4% Yes, 58% No

www.udel.edu/bluehenpoll
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?

- Full-Time Work: 44%
- Graduate or Professional School: 39%
- Undecided: 11%
- Military or Public Service: 2%
- Other: 2%
- Part-Time Work: 1%
- Take Time Off: 1%
Post-Graduation Plans: NO CHANGE

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

- **Graduate or Professional School**: 37% (2011), 43% (2012), 40% (2013)
- **Full-Time Work**: 44% (2011), 41% (2012), 44% (2013)
- **Military or Public Service**: 2% (2011), 2% (2012), 2% (2013)
- **Take Time Off**: 1% (2011), 1% (2012), 1% (2013)
- **Undecided**: 14% (2011), 10% (2012), 11% (2013)
- **Other**: 2% (2011), 3% (2012), 2% (2013)
Post-Graduation Plans and UD Preparation

- Grad/Prof School: 65% Well/Very Well Prepared, 6% Poorly/Very Poorly Prepared
- Military or Public Service: 63% Well/Very Well Prepared, 13% Poorly/Very Poorly Prepared
- Full-Time Employment: 60% Well/Very Well Prepared, 20% Poorly/Very Poorly Prepared
- Undecided: 48% Well/Very Well Prepared, 15% Poorly/Very Poorly Prepared
- Take Time Off: 29% Well/Very Well Prepared, 29% Poorly/Very Poorly Prepared
- Part-Time Employment: 20% Well/Very Well Prepared, 20% Poorly/Very Poorly Prepared
POLITICAL ENGAGEMENT

Chad Wood
Political Engagement

Describe your level of interest in politics. Are you ____ in politics?

- Not at all interested: 9%
- Not very interested: 26%
- Somewhat interested: 44%
- Very interested: 22%
Political Engagement

Did you vote in the Presidential Election last fall?

- Yes: 66%
- No: 34%
Political Engagement

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>All Students</th>
<th>&quot;Interested Students&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attend a political event</td>
<td>24%</td>
<td>72%</td>
</tr>
<tr>
<td>Wear a political button, hat, or shirt</td>
<td>10%</td>
<td>36%</td>
</tr>
<tr>
<td>Join a political group</td>
<td>9%</td>
<td>30%</td>
</tr>
<tr>
<td>Pass along political news via social media</td>
<td>34%</td>
<td>85%</td>
</tr>
</tbody>
</table>

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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”)

- Volunteer time to help the university recruit students: 15%
- Contribute money to help the university: 15%
- Attend spring alumni weekend: 39%
- Attend fall homecoming events: 42%
- Keep UD up to date with contact information: 45%
[Return on] Commitment to Delaware?

After you graduate from UD, would you be willing to… (% saying “yes”)

- Volunteer time to help the university recruit students: DE Residents 14%, Non-DE Residents 15%
- Contribute money: DE Residents 13%, Non-DE Residents 16%
- Attend spring alumni weekend: DE Residents 32%, Non-DE Residents 43%
- Attend fall homecoming events: DE Residents 29%, Non-DE Residents 48%
- Keep UD up to date with contact information: DE Residents 38%, Non-DE Residents 48%
UNIVERSITY OF DELAWARE AND INTERNATIONAL STUDENTS

John Kairis
Guessing Student Population

- 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 %)

<table>
<thead>
<tr>
<th>From Delaware</th>
<th>International Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students Say</td>
<td>UD Inst. Data</td>
</tr>
<tr>
<td>47%</td>
<td>15%</td>
</tr>
<tr>
<td>44%</td>
<td>4%</td>
</tr>
</tbody>
</table>
International Friendship

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

- Yes: 79%
- No: 21%
International Friends vs. Study Abroad

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

- **Yes, have international friends**
  - 17%

- **No, have no international friends**
  - 83%

- **Have Studied Abroad**
  - 83%

- **Have Not Studied Abroad**
  - 78%
ATTENDANCE AT UD SPORTING EVENTS

John Kairis
“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?

Percent

Never: 18%
Rarely: 43%
Sometimes: 31%
Often: 6%
Very Often: 3%
Sports Attendance vs. Gender

How often do you attend UD varsity sporting events?

Percent

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Rarely</td>
<td>40%</td>
<td>47%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>Often</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Very Often</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>
What would Boost Attendance?

<table>
<thead>
<tr>
<th>Attendance at UD Sporting Events</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Definitely yes</th>
<th>Probably yes</th>
<th>Maybe</th>
<th>Probably not</th>
<th>Definitely not</th>
</tr>
</thead>
<tbody>
<tr>
<td>A team was more competitive</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>You personally knew a person on the team</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>There was more convenient transportation to sporting events</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Your friends were more interested in going</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>You received 3 non-graded elective credits for attending at least 10 events in a semester</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
Increasing Sporting Attendance

Would you attend more UD sporting events if…?
(% saying “definitely yes”)

- 3 NG Elective Credits: 58%
- Knew Someone on the Team: 45%
- Friends More Interested: 43%
- Team More Competitive: 33%
- More Convenient Transportation: 31%
STUDY ABROAD INVOLVEMENT

Elizabeth T. Weeks
Study Abroad Participation

- Ever Participated: 8%, 19%, 18%, 19%
- Winter Session: 0%, 0%, 8%, 0%

Challenges to Study Abroad Participation

Student reasons why they MIGHT NOT PARTICIPATE

- Expensive: 89%
- Cannot afford it: 60%
- Not seen a program that interests me: 16%
- Don't know enough about it: 13%
- Safety concerns: 10%
- Not eligible: 2%
- Not yet been selected: 2%
Other Issues: Poor Fit for Students

“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?

Yes, plans to participate in Study Abroad
- Likely/Very likely to Recommend UD: 46%
- Unlikely/Very unlikely to Recommend UD: 27%

No, no plans to participate in Study Abroad
- Likely/Very likely to Recommend UD: 32%
- Unlikely/Very unlikely to Recommend UD: 48%
STUDENT EXPERIENCES AT UD

Elizabeth T. Weeks
Student Experiences

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

- Off-Campus Party: 77% (72%)
- UD Men's Sporting event: 73% (64%)
- Stressful problem with personal finances: 58% (59%)
- Fallen asleep during class: 53% (50%)
- UD Women's Sporting Event: 34% (36%)
- Wished you chosen another college or University: 31% (31%)
- Resident Ensemble Players (REP) Event: 23% (8%)
- Sick had to miss at least 1 week of classes: 12% (8%)

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Differences in Student Experiences

Have you experienced?
(% saying “yes”)

UD Women's Sporting Event
Males: 65%  
Females: 64%

UD Men's Sporting Event
Males: 62%  
Females: 66%
Experimental Effects and Randomization

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
"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

Race Frame
Barack Obama, the FIRST AFRICAN AMERICAN PRESIDENT, has now been elected twice as President.
1. More Proud
2. Less Proud
3. Does not Affect

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?"

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

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

No Image  Male Couple  Female Couple  Heterosexual Couple
Opinions on Same-Sex Marriage

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

- **No Image**: 83% Should, 5% Should Not
- **Male Couple**: 85% Should, 6% Should Not
- **Female Couple**: 81% Should, 8% Should Not
- **Heterosexual Couple**: 79% Should, 9% Should Not
Partisan Differences: Opinions on Same-Sex Marriage

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

- **Democrats**
  - Yes, Should: 92%
  - No, Should Not: 4%
  - Unsure: 4%

- **Independents**
  - Yes, Should: 85%
  - No, Should Not: 7%
  - Unsure: 7%

- **Republicans**
  - Yes, Should: 63%
  - No, Should Not: 27%
  - Unsure: 10%
PLASTIC WATER BOTTLES

John Kairis
Student Opinions on Water Sustainability

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

If you had to choose, what type of drinking water do you consume most often?

- **40%** Tap Water
- **29%** Bottled Water
- **31%** Combination
- **1%** Do Not Drink Water

[Graph showing the distribution of water consumption preferences]
Plastic Water Bottle Consumption

How frequently do you consume single-use plastic water bottles in an average week?

- Never: 12%
- Less than 1 bottle per week: 30%
- About 1-3 bottles per week: 24%
- About 4-6 bottles per week: 16%
- About 7-10 bottles per week: 10%
- More than 10 bottles per week: 8%
- 54%
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

No Image       Fitness Couple       Polluted Stream       Clear Bottles       Recycling Plant
Water Bottle Ban Experiment

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

- Definitely Not
- Probably Not
- Maybe
- Probably Yes
- Definitely Yes

Percentages:
- No Image: 41% Definitely Not, 36% Probably Not, 13% Maybe, 13% Probably Yes, 9% Definitely Yes
- Polluted Stream: 36% Definitely Not, 32% Probably Not, 13% Maybe, 13% Probably Yes, 16% Definitely Yes
- Clear Bottles: 43% Definitely Not, 25% Probably Not, 10% Maybe, 13% Probably Yes, 15% Definitely Yes
- Fitness Couple: 36% Definitely Not, 28% Probably Not, 13% Maybe, 15% Probably Yes, 16% Definitely Yes
- Recycling Plant: 37% Definitely Not, 24% Probably Not, 16% Maybe, 15% Probably Yes, 15% Definitely Yes
Water Type vs. Bottle Ban

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

- **Tap Water Drinkers**
  - Definitely Yes: 19%
  - Probably Yes: 19%
  - Maybe: 16%
  - Probably Not: 29%
  - Definitely Not: 18%

- **Bottled Water Drinkers**
  - Definitely Yes: 2%
  - Probably Yes: 6%
  - Maybe: 7%
  - Probably Not: 23%
  - Definitely Not: 63%

[Graph showing the distribution of responses by water type]
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

What is your opinion on voter ID laws? (% favor or strongly favor)

- No Image: 72%
- Women w/ sign: 63%
- NAACP sign: 60%
- Waiting in line: 71%

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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”)

<table>
<thead>
<tr>
<th>Percent</th>
<th>No image</th>
<th>White hands</th>
<th>Black hands</th>
<th>White suit hands</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>46%</td>
<td>48%</td>
<td>42%</td>
<td></td>
</tr>
</tbody>
</table>

www.udel.edu/bluehenpoll
Felon Disenfranchisement & Race

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

- No Image: 38% White Students, 45% Non-White Students
- White Hands: 46% White Students, 44% Non-White Students
- Black Hands: 49% White Students, 44% Non-White Students
- White Suit Hands: 41% White Students, 47% Non-White Students
OPINIONS ON STUDENT GOVERNMENT ASSOCIATION

John Kairis
Opinions On SGA

• 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?

- 40% No Attention
- 48% A Little Attention
- 11% Some Attention
- 1% A Lot of Attention

88% of respondents have paid no attention 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: 18%
- Somewhat Responsive: 43%
- Somewhat Unresponsive: 28%
- Very Unresponsive: 9%

48% say SGA is Unresponsive
52% say SGA is Responsive
Diversity of SGA

Does SGA need a more diverse membership?

- Definitely Yes
- Probably Yes
- Probably Not
- Definitely Not

61% say SGA Needs More Diversity
SGA Diversity vs. UD Promote Diversity

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

Definitely/Probably Yes

Definitely/Probably Not

Disagree - UD Promotes Diversity

Agree - UD Promotes Diversity

83% 17%

50% 50%
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?

- Strongly Agree
- Strongly Disagree

<table>
<thead>
<tr>
<th>Image Type</th>
<th>Strongly Agree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Image</td>
<td>37%</td>
<td>12%</td>
</tr>
<tr>
<td>SGA Image</td>
<td>44%</td>
<td>12%</td>
</tr>
<tr>
<td>Alone Bench Smoker</td>
<td>41%</td>
<td>14%</td>
</tr>
<tr>
<td>Campus Sign</td>
<td>40%</td>
<td>13%</td>
</tr>
</tbody>
</table>

www.udel.edu/bluehenpoll
SGA Smoking Ban vs. SGA Responsiveness

How responsive is SGA to my concerns as a student?

| SGA is "Very Responsive" | SGA is "Very Unresponsive"
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree with Smoking Ban</td>
<td>68%</td>
</tr>
<tr>
<td>Strongly Disagree with Smoking Ban</td>
<td>5%</td>
</tr>
<tr>
<td>Strongly Agree with Smoking Ban</td>
<td>36%</td>
</tr>
<tr>
<td>Strongly Disagree with Smoking Ban</td>
<td>24%</td>
</tr>
</tbody>
</table>
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?”

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Agree/Strongly Agree</th>
<th>Strongly Disagree/ Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Image</td>
<td>58%</td>
<td>18%</td>
</tr>
<tr>
<td>Asian Diversity</td>
<td>56%</td>
<td>24%</td>
</tr>
<tr>
<td>African American Diversity</td>
<td>56%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Image effects

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

A diverse student body improves the quality of my education

- White Students: 51%
- Non-White Students: 77%

UD actively promotes diversity

- White Students: 55%
- Non-White Students: 48%

Promoting diversity unfairly discriminates against students who are not racial-ethnic minorities

- White Students: 38%
- Non-White Students: 22%
BLUE HEN POLL
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