

ASUU Marketing Survey 2010

Description: Please provide access to James Carroll (JCarroll@sa.utah.edu), Brian Burton and Lori McDonald.

Date Created: 2/22/2010 10:58:35 AM

Date Range: 2/26/2010 12:00:00 AM - 4/15/2010 11:59:00 PM

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The Associated Students of the University of Utah (ASUU) would like to find out what you know and your feelings about our organization. Please take a few moments to answer the following questions.

Required answers: 0 Allowed answers: 0

Q1 How familiar are you with ASUU?

Extremely familiar [Code = 5]

Very familiar [Code = 4]

Moderately familiar [Code = 3]

Not very familiar [Code = 2]

Not at all familiar [Code = 1]

Required answers: 1 Allowed answers: 1

Q2 How comfortable are you with approaching students or faculty in ASUU about student issues?

Very comfortable [Code = 5]

Moderately comfortable [Code = 4]

Neither comfortable nor uncomfortable [Code = 3]

Moderately uncomfortable [Code = 2]

Very uncomfortable [Code = 1]

No basis to judge [Code = 0]

Required answers: 1 Allowed answers: 1

Q3 How successful do you feel ASUU is overall at representing student issues here on campus, in the community, and advocating at the Utah State Capital?

Very successful [Code = 5]

Moderately successful [Code = 4]

Neither successful nor unsuccessful [Code = 3]

Moderately unsuccessful [Code = 2]

Very unsuccessful [Code = 1]

No basis to judge [Code = 0]

Required answers: 1 Allowed answers: 1

How likely are you to attend the following events, assuming they are free?

Q4 Concerts

Very likely [Code = 5]

Moderately likely [Code = 4]

Neither likely nor unlikely [Code = 3]

Moderately unlikely [Code = 2]

Very unlikely [Code = 1]

Required answers: 1 Allowed answers: 1

Q5 Guest speakers

Very likely [Code = 5]

Moderately likely [Code = 4]

Neither likely nor unlikely [Code = 3]

Moderately unlikely [Code = 2]

Very unlikely [Code = 1]

Required answers: 1 Allowed answers: 1

Q6 Movies

Very likely [Code = 5]

Moderately likely [Code = 4]

Neither likely nor unlikely [Code = 3]

Moderately unlikely [Code = 2]

Very unlikely [Code = 1]

Required answers: 1 Allowed answers: 1

Q7 Seminars

Very likely [Code = 5]

Moderately likely [Code = 4]

Neither likely nor unlikely [Code = 3]

Moderately unlikely [Code = 2]

Very unlikely [Code = 1]

Required answers: 1 Allowed answers: 1

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Q8 If you have attended an ASUU event in the past 12 months, were you able to tell that ASUU sponsored the event?

Yes [Code = 1]

No [Code = 2]

I have not attended an ASUU event in the past 12 months. [Code = 3]

Required answers: 1 Allowed answers: 1

Q9 How effective has ASUU marketing been in making you aware of ASUU sponsored events?

Extremely effective [Code = 5]

Very effective [Code = 4]

Moderately effective [Code = 3]

Not very effective [Code = 2]

Not at all effective [Code = 1]

No basis to judge [Code = 0]

Required answers: 1 Allowed answers: 1

Q10 What types of events or services would you like to see, that ASUU currently does not offer?

[Code = 1] [TextBox]

Required answers: 0 Allowed answers: 1

Have you ever used the following ASUU sponsored services?

Q11 Tutoring center

Yes [Code = 1]

No [Code = 2]

Required answers: 1 Allowed answers: 1

Q12 Child care services

Yes [Code = 1]

No [Code = 2]

Required answers: 1 Allowed answers: 1

Q13 Outside of classes, how involved are you on campus?

Extremely involved [Code = 5]

Very involved [Code = 4]

Moderately involved [Code = 3]

Slightly involved [Code = 2]

Not at all involved [Code = 1]

Required answers: 1 Allowed answers: 1

Q14 Are there any other comments, questions, or feedback you would like to give ASUU?

Yes (please explain) [Code = 1] [TextBox]

No [Code = 2]

Required answers: 1 Allowed answers: 1

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Q15 What is your year in school?

Freshman [Code = 1]

Sophomore [Code = 2]

Junior [Code = 3]

Senior [Code = 4]

Seeking 2nd undergraduate degree [Code = 5]

Required answers: 1 Allowed answers: 1

Q16 What is your current residency status?

In-state student [Code = 1]

Out-of-state student [Code = 2]

International student [Code = 3]

Other [Code = 4]

Required answers: 1 Allowed answers: 1

Q17 Are you a transfer student?

Yes [Code = 1]

No [Code = 2]

Required answers: 1 Allowed answers: 1

Q18 How many credit hours are you taking?

6 or less [Code = 1]

7 - 9 [Code = 2]

10 - 12 [Code = 3]

13 - 15 [Code = 4]

16 - 18 [Code = 5]

19 or more [Code = 6]

Required answers: 1 Allowed answers: 1

Q19 In what range is your age?

18 - 20 [Code = 1]

21 - 23 [Code = 2]

24 - 26 [Code = 3]

27 - 29 [Code = 4]

30 or older [Code = 5]

Required answers: 1 Allowed answers: 1

Q20 Which best describes how you identify?

Man [Code = 1]

Woman [Code = 2]

Transgender [Code = 3]

Prefer not to respond [Code = 4]

Required answers: 1 Allowed answers: 1

Q21 Which best describes your race/ethnicity? (Check all that apply)

African/African American/Black [Code = 1]

Asian/Asian American [Code = 2]

Caucasian/White [Code = 3]

Hispanic/Latino(a) [Code = 4]

Native American/American Indian/Alaska Native [Code = 5]

Pacific Islander [Code = 6]

Multiracial [Code = 7]

Other (please specify) [Code = 8] [TextBox]

Prefer not to respond [Code = 9]

Required answers: 1 Allowed answers: 8

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