

University of La Verne Image Survey

Hello, I am _____, and I am calling from the Rose Institute, an independent survey research firm in Southern California. We are not selling anything or asking for any donations. We are conducting a brief survey on behalf of one of the local universities. There will be no follow-up calls, and your responses will be totally anonymous. Do you have time to answers some questions now?

I am going to read a list of local Universities. Please rate how familiar you are with each. The choices are: Not familiar(1), Somewhat familiar(2), Familiar(3) or Very Familiar(4).

1. University of Redlands	1	2	3	4
2. University of California at Riverside	1	2	3	4
3. Azusa Pacific University	1	2	3	4
4. University of La Verne	1	2	3	4
5. Cal Poly Pomona	1	2	3	4
6. University of Phoenix	1	2	3	4
7. Cal State San Bernardino	1	2	3	4
8. Chapman University	1	2	3	4
9. Claremont Graduate University	1	2	3	4

I would like you to rate the same list of local colleges in terms of your impression of their academic quality. The choices are: Low quality(1), Moderate quality(2), High Quality(3), Very high quality(4) or Have no opinion(9)

10. University of Redlands	1	2	3	4	9
11. University of California at Riverside	1	2	3	4	9
12. Azusa Pacific University	1	2	3	4	9
13. University of La Verne	1	2	3	4	9
14. Cal Poly Pomona	1	2	3	4	9
15. University of Phoenix	1	2	3	4	9
16. Cal State San Bernardino	1	2	3	4	9
17. Chapman University	1	2	3	4	9
18. Claremont Graduate University	1	2	3	4	9

Now I would like you to rate the same list of local colleges in terms of your impression of their prestige. The choices are: Low prestige(1), Moderate prestige(2), High prestige(3) Very high prestige(4), or Have no opinion(9)

19. University of Redlands	1	2	3	4	9
20. University of California at Riverside	1	2	3	4	9
21. Azusa Pacific University	1	2	3	4	9
22. University of la Verne	1	2	3	4	9
23. Cal Poly Pomona	1	2	3	4	9
24. University of Phoenix	1	2	3	4	9
25. Cal State San Bernardino	1	2	3	4	9
26. Chapman University	1	2	3	4	9
27. Claremont Graduate University	1	2	3	4	9

28. What is your educational level
1. High School Diploma or GED
 2. Some College
 3. AA degree
 4. Bachelor's Degree
 5. Master's Degree
 6. Doctoral Degree

(If Bachelor's Degree go to question 29. If less than bachelor's go to question 31)

29. How likely is it that you might enroll in a Master's or a doctoral program within the next 2 to 4 years to further your education?

1. Not likely at all
2. Somewhat likely
3. Likely
4. Very Likely
5. I am currently enrolled in a graduate program in _____ at _____

30. If you were to seek a Master's or a doctoral degree in the next few years what area or areas of study might you pursue

1. Education
2. Business
3. Public administration
4. Health care management
5. Law
5. Other _____
6. Do not intend to pursue a graduate degree in the next few years

Please rate the following characteristics in term of their importance to you in (a graduate or an undergraduate) program you might attend. The choices are: Not important(1), Somewhat important(2), Important(3), Very important(4) or Have no opinion(9).

31. Convenience of location	1	2	3	4	9
32. Ethnic diversity of the student body	1	2	3	4	9
33. Small classes (15-25 students)	1	2	3	4	9
34. Time to complete program	1	2	3	4	9
35. Ethnic diversity of faculty	1	2	3	4	9
36. Academic reputation	1	2	3	4	9
37. Specific program accreditation	1	2	3	4	9
38. Traditional college campus atmosphere	1	2	3	4	9
39. Cost	1	2	3	4	9
40. Access to Technologically advanced resources	1	2	3	4	9
41. Assistance with financial aid	1	2	3	4	9
42. Career planning and placement resources	1	2	3	4	9

Please indicate the degree to which you would find the following course delivery formats desirable. The choices are: Not desirable at all(1), Somewhat desirable(2), Desirable(3), Very desirable(4) or Have no opinion(9).

43. Saturday classes	1	2	3	4	9
44. Sunday classes	1	2	3	4	9
45. Week nights	1	2	3	4	9
46. Ten-week courses	1	2	3	4	9
47. Sixteen/ fifteen-week courses	1	2	3	4	9
48. On-line courses	1	2	3	4	9
49. Year-round classes	1	2	3	4	9

One of the Universities mentioned above has plans to develop a new campus primarily for graduate studies at masters and doctoral levels in down town Ontario, 5 minutes west of the Ontario Airport.

50. How familiar are you with the Ontario area
1. Not familiar at all
 2. Somewhat familiar
 3. Familiar
 4. Very familiar

51. If a program were offered that met your needs, how likely is it that you would attend classes at the location mentioned above?

1. Not likely at all
2. Somewhat likely
3. Likely
4. Very likely

Have you visited any of the following locationin the City of Ontario in the last 12 months?

52. The Ontario International Airport

1. Yes
2. No

53. The Ontario Mills Shopping Center

1. Yes
2. No

54. The Ontario Convention Center

1. Yes
2. No

55. Ontario Auto Center

1. Yes
2. No

56. Down town Ontario

1. Yes
2. No

We are conducting this survey on behalf of the University of La Verne.

57. In general, what is your impression of the University of La Verne? Please feel free to say whatever comes to your mind.

58. How best can the University of La Verne meet your educational needs?

Finally I would like to ask you some general demographic questions

59. What age range do you belong to:

1. Under 20
2. 20 – 29
3. 30 – 39
4. 40 – 49
5. 40 – 59
6. 60 - 69
7. 70 and over

60. How would you describe your ethnic background?_____

61. What is your job title_____

62. How many years have you lived at your current address?_____

One last question

63. How likely is it that you might choose the University of La Verne to obtain a degree?

1. Not likely at all
2. Somewhat likely
3. Likely
4. Very Likely

Thank you for your time !

64. Record interviewee's gender

1. Female
2. Male

65. Record interviewee's city_____