

"HIGHER EDUCATION VALUES AND OPINIONS SURVEY"
ADVANCED PLACEMENT TEACHERS and GUIDANCE COUNSELORS – May-June 1994

Facsimile – the original mail questionnaire is lost

VARIABLE NAME	SURVEY QUESTION	ANSWER CATEGORIES
RESPNUM	Respondent number	
START	Survey number	
PUB	A2. In recommending a college or university, do you prefer public institutions or private institutions?	1 PUBLIC 2 PRIVATE 3 NO PREFERENCE 8 DON'T KNOW 9 NO ANSWER
INSTATE	A3. In recommending a college or university, do you prefer in-state institutions or out-of-state institutions?	1 IN-STATE 2 OUT-OF-STATE 3 NO PREFERENCE 8 DON'T KNOW 9 NO ANSWER
SOCIAL	A4. When recommending colleges or universities for high school students, how important is the consideration you give to... A4a. the social life of the campus?	1 VERY IMPORTANT 2 SOMEWHAT IMPORTANT 3 NOT VERY IMPORTANT 4 NOT AT ALL IMPORTANT 8 DO NOT KNOW 9 NO ANSWER
PLACING	A4b. the colleges track record in placing students in jobs after graduation?	1 VERY IMPORTANT 2 SOMEWHAT IMPORTANT 3 NOT VERY IMPORTANT 4 NOT AT ALL IMPORTANT 8 DO NOT KNOW 9 NO ANSWER
PRESTIGE	A4c. the prestige of the degree received?	1 VERY IMPORTANT 2 SOMEWHAT IMPORTANT 3 NOT VERY IMPORTANT 4 NOT AT ALL IMPORTANT 8 DO NOT KNOW 9 NO ANSWER

LOCALE A4d. location?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

FINAID A4e. the availability of financial aid?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

SIZE A4f. the size of the campus and student body?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

NATREP How important is it that the college or university have...
A5a. an excellent national reputation?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

MAJORS A5b. a wide variety of majors?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

UGED A5c. excellent quality of undergraduate education?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

- STRICTAD A5d. strict admissions standards?
 1 VERY IMPORTANT
 2 SOMEWHAT IMPORTANT
 3 NOT VERY IMPORTANT
 4 NOT AT ALL IMPORTANT
 8 DO NOT KNOW
 9 NO ANSWER
- QUALFAC A5e. excellent quality of faculty?
 1 VERY IMPORTANT
 2 SOMEWHAT IMPORTANT
 3 NOT VERY IMPORTANT
 4 NOT AT ALL IMPORTANT
 8 DO NOT KNOW
 9 NO ANSWER
- WINNING A5f. winning intercollegiate athletic teams?
 1 VERY IMPORTANT
 2 SOMEWHAT IMPORTANT
 3 NOT VERY IMPORTANT
 4 NOT AT ALL IMPORTANT
 8 DO NOT KNOW
 9 NO ANSWER
- EXTRA A5g. a variety of interesting extracurricular activities?
 1 VERY IMPORTANT
 2 SOMEWHAT IMPORTANT
 3 NOT VERY IMPORTANT
 4 NOT AT ALL IMPORTANT
 8 DO NOT KNOW
 9 NO ANSWER
- CULTURE A5h. students from varying cultural backgrounds?
 1 VERY IMPORTANT
 2 SOMEWHAT IMPORTANT
 3 NOT VERY IMPORTANT
 4 NOT AT ALL IMPORTANT
 8 DO NOT KNOW
 9 NO ANSWER
- WORK A5i. work opportunities available for students while in school?
 1 VERY IMPORTANT
 2 SOMEWHAT IMPORTANT
 3 NOT VERY IMPORTANT
 4 NOT AT ALL IMPORTANT
 8 DO NOT KNOW
 9 NO ANSWER

- UGUO B1a. Do you think the quality of undergraduate education (at the University of Oregon) is excellent, good, average, below average, or very poor?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- FACUO B1b. Do you think the quality of the faculty at the University of Oregon is excellent, good, average, below average, or very poor?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- PRESUO B1c. What do you think of the prestige of a degree received from the University of Oregon?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- LOCUO B1d. Do you think the location of the University of Oregon is excellent, good, average, below average, or very poor?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- COSTUO B1e. How do you perceive the cost of attending the University of Oregon?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER

- JOBUO B1f. What do you think of the availability of job opportunities for graduates with a University of Oregon degree?
1 EXCELLENT
2 GOOD
3 AVERAGE
4 BELOW AVERAGE
5 VERY POOR
8 DON'T KNOW
9 NO ANSWER
- FAMCOLO B3. Are you familiar at all with the University of Colorado?
1 YES
2 NO -----> PLEASE GO TO (NEXT COLLEGE)
- UGCOLO B4a. Do you think quality of undergraduate education offered at the University of Colorado at Boulder is excellent, good, average, below average, or very poor?
1 EXCELLENT
2 GOOD
3 AVERAGE
4 BELOW AVERAGE
5 VERY POOR
8 DON'T KNOW
9 NO ANSWER
- FACCOLO B4b. Do you think the quality of the faculty at the University of Colorado is excellent, good, average, below average, or very poor?
1 EXCELLENT
2 GOOD
3 AVERAGE
4 BELOW AVERAGE
5 VERY POOR
8 DON'T KNOW
9 NO ANSWER
- PRESCOLO B4c. What do you think of the prestige of a degree received from the University of Colorado?
1 EXCELLENT
2 GOOD
3 AVERAGE
4 BELOW AVERAGE
5 VERY POOR
8 DON'T KNOW
9 NO ANSWER
- LOCCOLO B4d. What do you think of the location of the University of Colorado?
1 EXCELLENT
2 GOOD
3 AVERAGE
4 BELOW AVERAGE
5 VERY POOR
8 DON'T KNOW
9 NO ANSWER

- COSTCOLO B4e. How do you perceive the cost of attending the University of Colorado? Is it an excellent deal, meaning cheap, or is it a very poor deal, meaning not worth the cost, or is it average, below average, or good in cost?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- JOBCOLO B4f. What do you think of the availability of job opportunities for graduates with a University of Colorado degree?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- FAMUCD B5. Are you familiar at all with the University of California Davis campus?
- 1 YES
 - 2 NO -----> GO TO NEXT COLLEGE
- UGUCD B6a. Do you think quality of undergraduate education offered at the University of California at Davis is excellent, good, average, below average, or very poor?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- FACUCD B6b. What do you think of the quality of the faculty at the University of California at Davis?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- PRESUCD B6c. What do you think of the prestige of a degree received from the University of California at Davis?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER

- LOCUCD B6d. What do you think of the location of the University of California at Davis?
 1 EXCELLENT
 2 GOOD
 3 AVERAGE
 4 BELOW AVERAGE
 5 VERY POOR
 8 DON'T KNOW
 9 NO ANSWER
- COSTUCD B6e. How do you perceive the cost of attending the University of California at Davis? Is it an excellent deal, meaning cheap, or is it a very poor deal, meaning not worth the cost, or is it average, below average, or good in cost?
 1 EXCELLENT
 2 GOOD
 3 AVERAGE
 4 BELOW AVERAGE
 5 VERY POOR
 8 DON'T KNOW
 9 NO ANSWER
- JOBUCD B6f. What do you think of the availability of job opportunities for graduates with a University of California at Davis degree?
 1 EXCELLENT
 2 GOOD
 3 AVERAGE
 4 BELOW AVERAGE
 5 VERY POOR
 8 DON'T KNOW
 9 NO ANSWER
- FAMUCSB B7. Are you familiar at all with the University of California at Santa Barbara?
 1 YES
 2 NO -----> GO TO NEXT COLLEGE
- UGSB B8a. Do you think quality of undergraduate education offered at the University of California at Santa Barbara is excellent, good, average, below average, or very poor?
 1 EXCELLENT
 2 GOOD
 3 AVERAGE
 4 BELOW AVERAGE
 5 VERY POOR
 8 DON'T KNOW
 9 NO ANSWER
- FACSB B8b. What do think of the quality of the faculty at the University of California at Santa Barbara?
 1 EXCELLENT
 2 GOOD
 3 AVERAGE
 4 BELOW AVERAGE
 5 VERY POOR
 8 DON'T KNOW
 9 NO ANSWER

- PRESSB B8c. What do you think of the prestige of a degree received from the University of California at Santa Barbara?
 1 EXCELLENT
 2 GOOD
 3 AVERAGE
 4 BELOW AVERAGE
 5 VERY POOR
 8 DON'T KNOW
 9 NO ANSWER
- LOCSB B8d. What do you think of the location of the University of California at Santa Barbara?
 1 EXCELLENT
 2 GOOD
 3 AVERAGE
 4 BELOW AVERAGE
 5 VERY POOR
 8 DON'T KNOW
 9 NO ANSWER
- COSTSB B8e. How do you the perceive cost of attending the University of California at Santa Barbara?Is it an excellent deal, meaning cheap, or is it a very poor deal, meaning not worth the cost, or is it average, below average, or good in cost?
 1 EXCELLENT
 2 GOOD
 3 AVERAGE
 4 BELOW AVERAGE
 5 VERY POOR
 8 DON'T KNOW
 9 NO ANSWER
- JOBSB B8f. What do you think of the availability of job opportunities for graduates with a University of California at Santa Barbara degree?
 1 EXCELLENT
 2 GOOD
 3 AVERAGE
 4 BELOW AVERAGE
 5 VERY POOR
 8 DON'T KNOW
 9 NO ANSWER
- FAMCRUZ B9. Are you familiar at all with the University of California at Santa Cruz?
 1 YES
 2 NO -----> GO TO NEXT COLLEGE
- UGCRUZ B10a. Do you think quality of undergraduate education offered at the University of California at Santa Cruz is excellent, good, average, below average, or very poor?
 1 EXCELLENT
 2 GOOD
 3 AVERAGE
 4 BELOW AVERAGE
 5 VERY POOR
 8 DON'T KNOW
 9 NO ANSWER

FACCRUZ B10b. What do you think of the quality of the faculty at the University of California at Santa Cruz?

- 1 EXCELLENT
- 2 GOOD
- 3 AVERAGE
- 4 BELOW AVERAGE
- 5 VERY POOR
- 8 DON'T KNOW
- 9 NO ANSWER

PRESCRUZ B10c. What do you think of the prestige of a degree received from the University of California at Santa Cruz?

- 1 EXCELLENT
- 2 GOOD
- 3 AVERAGE
- 4 BELOW AVERAGE
- 5 VERY POOR
- 8 DON'T KNOW
- 9 NO ANSWER

LOCCRUZ B10d. What do you think of the location of the University of California at Santa Cruz?

- 1 EXCELLENT
- 2 GOOD
- 3 AVERAGE
- 4 BELOW AVERAGE
- 5 VERY POOR
- 8 DON'T KNOW
- 9 NO ANSWER

COSTCRUZ B10e. How do you perceive the cost of attending the University of California at Santa Cruz? Is it an excellent deal, meaning cheap, or is it a very poor deal, meaning not worth the cost, or is it average, below average, or good in cost?

- 1 EXCELLENT
- 2 GOOD
- 3 AVERAGE
- 4 BELOW AVERAGE
- 5 VERY POOR
- 8 DON'T KNOW
- 9 NO ANSWER

JOBCRUZ B10f. What do you think of the availability of job opportunities for graduates with a University of California at Santa Cruz degree?

- 1 EXCELLENT
- 2 GOOD
- 3 AVERAGE
- 4 BELOW AVERAGE
- 5 VERY POOR
- 8 DON'T KNOW
- 9 NO ANSWER

- OSU B11a. Now please take a moment to think about Oregon State University in Corvallis. Do you think that the quality of undergraduate education offered there is excellent, good, average, below average, or very poor?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- FACOSU B11b. What do you think of the quality of the faculty at Oregon State University?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- PRESOSU B11c. What do you think of the prestige of a degree from Oregon State University?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- LOCOSU B11d. What do you think of the location of Oregon State University?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER
- COSTOSU B11e. How do you perceive the cost of attending Oregon State University? Is it an excellent deal, meaning cheap, or is it a very poor deal, meaning not worth the cost, or is it average, below average, or good in cost?
- 1 EXCELLENT
 - 2 GOOD
 - 3 AVERAGE
 - 4 BELOW AVERAGE
 - 5 VERY POOR
 - 8 DON'T KNOW
 - 9 NO ANSWER

JOBOSU B11f. What do you think of the availability of job opportunities for graduates with an Oregon State University degree?
1 EXCELLENT
2 GOOD
3 AVERAGE
4 BELOW AVERAGE
5 VERY POOR
8 DON'T KNOW
9 NO ANSWER

SRESEARC In general, how important is it for colleges and universities to ...
C1a. conduct basic research in science and technology
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

SRESOTH c1b. conduct basic research in other fields, such as the arts?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

SBUSINES c1c. work with business and industry to improve the economy?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

SEXPERT c1d. provide expertise to state and local governments?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

STEACH c1e. teach undergraduate students?
1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT
8 DO NOT KNOW
9 NO ANSWER

- SGRADSTU c1f. teach graduate students?
 1 VERY IMPORTANT
 2 SOMEWHAT IMPORTANT
 3 NOT VERY IMPORTANT
 4 NOT AT ALL IMPORTANT
 8 DO NOT KNOW
 9 NO ANSWER
- SKEEP c1g. help keep talented young people in the state?
 1 VERY IMPORTANT
 2 SOMEWHAT IMPORTANT
 3 NOT VERY IMPORTANT
 4 NOT AT ALL IMPORTANT
 8 DO NOT KNOW
 9 NO ANSWER
- SWIN c1h. have winning athletic teams?
 1 VERY IMPORTANT
 2 SOMEWHAT IMPORTANT
 3 NOT VERY IMPORTANT
 4 NOT AT ALL IMPORTANT
 8 DO NOT KNOW
 9 NO ANSWER
- KNOWED c2. Generally speaking, how much do you know about higher education in Oregon --- a great deal, some, or very little?
 1 A GREAT DEAL
 2 SOME
 3 VERY LITTLE
 8 DON'T KNOW
 9 NO ANSWER
- KNOWUO c3. Generally speaking, how much do you know about the University of Oregon in Eugene?
 1 A GREAT DEAL
 2 SOME
 3 VERY LITTLE
 8 DON'T KNOW
 9 NO ANSWER
- UOFEEL c4. When you think about the University of Oregon, are your feelings generally positive, generally negative, or are they neutral?
 1 POSITIVE
 2 NEGATIVE
 3 NEUTRAL
 8 DON'T KNOW
 9 NO ANSWER

NEWS D1a. The next few questions have to do with where you get information about the University of Oregon, other than sports information.
Do you get information from newspapers?
1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER

TV d1b. television?
1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER

RADIO d1c. radio?
1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER

UOPUBS d1d. publications that the U of O sends out?
1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER

ALUMNI d1e. talking with people who have gone to school there?
1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER

FRIENDS d1f. talking with friends and relatives?
1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER

OTHERS d2. Do you have any other sources of information about the University of Oregon?
1 YES ----->What are those?
2 NO
8 DON'T KNOW
9 NO ANSWER

OTHERLIS d2a. input the other sources of information
1 WRITTEN INFO: COLLEGE CATALOGUES,
GENERAL REFERENCES
2 CAMPUS VISITS: ATHLETIC EVENTS, WORKSHOPS
3 UO REPRESENTATIVES VISITING
4 ATTEND UO CLASSES
5 COUNSELORS
6 VERBALLY PRESENTED INFO: WORKSHOPS, CONFERENCES,
COLLEGE FAIRS
7 OTHER
8 DON'T KNOW
9 REFUSED

- CHILD d3. Would you encourage your child to go to the University of Oregon?
1 YES
2 NO
8 DON'T KNOW
9 NO ANSWER
- ZIP4 E1. What is the zip code where you live?
- AGE e2. How old are you?
- YEARSIN e3. How many years have you lived in your state (altogether)?
- e4. What is the highest level of education you have completed?
1 K-6 YEARS (ELEMENTARY SCHOOL)
2 7-11 YEARS (SOME HIGH SCHOOL)
3 12 YEARS, HIGH SCHOOL DIPLOMA, GED
4 SOME COLLEGE OR POST HIGH SCHOOL TRAINING, A.A. DEGREE
5 BACHELORS DEGREE
6 MASTERS DEGREE, MBA
7 DOCTORAL DEGREE, LAW DEGREE
9 NO ANSWER