

Qualitative Data from the 2005 UT Image Survey

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This report contains an analysis of the open-ended responses to a state-wide, computer-assisted telephone survey (n = 632) conducted by the University of Tennessee Social Science Survey Research Center between August 17 and September 1, 2005, at the request of Hank Dye, Vice President for Public and Government Relations.

The qualitative data allow us to “get into the minds” of Tennesseans. Quantitative data were presented in a separate report.

The open-ended questions on the survey were:

When you think of colleges and universities in Tennessee, which one comes to mind first?

If you had a child entering college next year who could satisfy all admission requirements, which college or university in the state of Tennessee would be your first choice for your child to attend? Why would you prefer that one?

When you think of the University of Tennessee, what is the first thing that comes to your mind?

Thinking of all of the research activities carried on by The University of Tennessee system, of what kinds of research are you aware?

In addition to research activities and teaching students, what other things can you think of that The University of Tennessee system does for the people of the state?

Top of Mind Recall

When you think of colleges and universities in Tennessee, which one comes to mind first?

If you had a child entering college next year who could satisfy all admission requirements, which college or university in the state of Tennessee would be your first choice for your child to attend? Why would you prefer that one?

An important measure for universities is “top-of-mind” awareness. The current survey, as well as the surveys conducted between 1975 and 1998, asked respondents, “When you think of colleges and universities in Tennessee, which one comes to mind first?” Each of the surveys also asked, “If you had a child entering college next year who could satisfy all admission requirements, which college or university in the state of Tennessee would you prefer that your child enter?”

According to Educational Marketing Group, a consulting firm that conducts research for universities across the county, flagship universities should receive a 60-90% response on such measures.

The tables below show the percentages for these questions across time (percentage do not equal 100 since colleges not listed below also were named). The responses were from unaided recall; respondents were not asked to choose from among a list.

When you think of colleges and universities in Tenn., which one comes to mind first?	1974	1979	1985	1993	1998	2005
UT Knoxville	43.3	42.1	36.0	54.6	53.5	41.0
Vanderbilt	11.1	6.2	5.8	9.2	11.3	8.0
UT Memphis	0	0	1.0	1.2	2.7	1.0
UT Chattanooga	4.5	4.9	3.0	2.6	3.0	3.0
UT Martin	3.0	3.1	12.1	1.4	1.2	3.7

If you had a child entering college next year... which college or university in Tenn. would you prefer?	1974	1979	1985	1993	1998	2005
UT Knoxville	25.5	30.5	23.5	37.5	32.5	29.0
Vanderbilt	9.2	9.6	9.1	13.1	19.4	16.3
UT Memphis	0	0	0	0	0	0
UT Chattanooga	2.0	3.6	2.0	3.5	2.0	3.5
UT Martin	3.2	2.7	10.1	2.4	2.0	4.1

Brand Perceptions

When you think of the University of Tennessee, what is the first thing that comes to your mind?

Thinking of all of the research activities carried on by The University of Tennessee system, of what kinds of research are you aware?

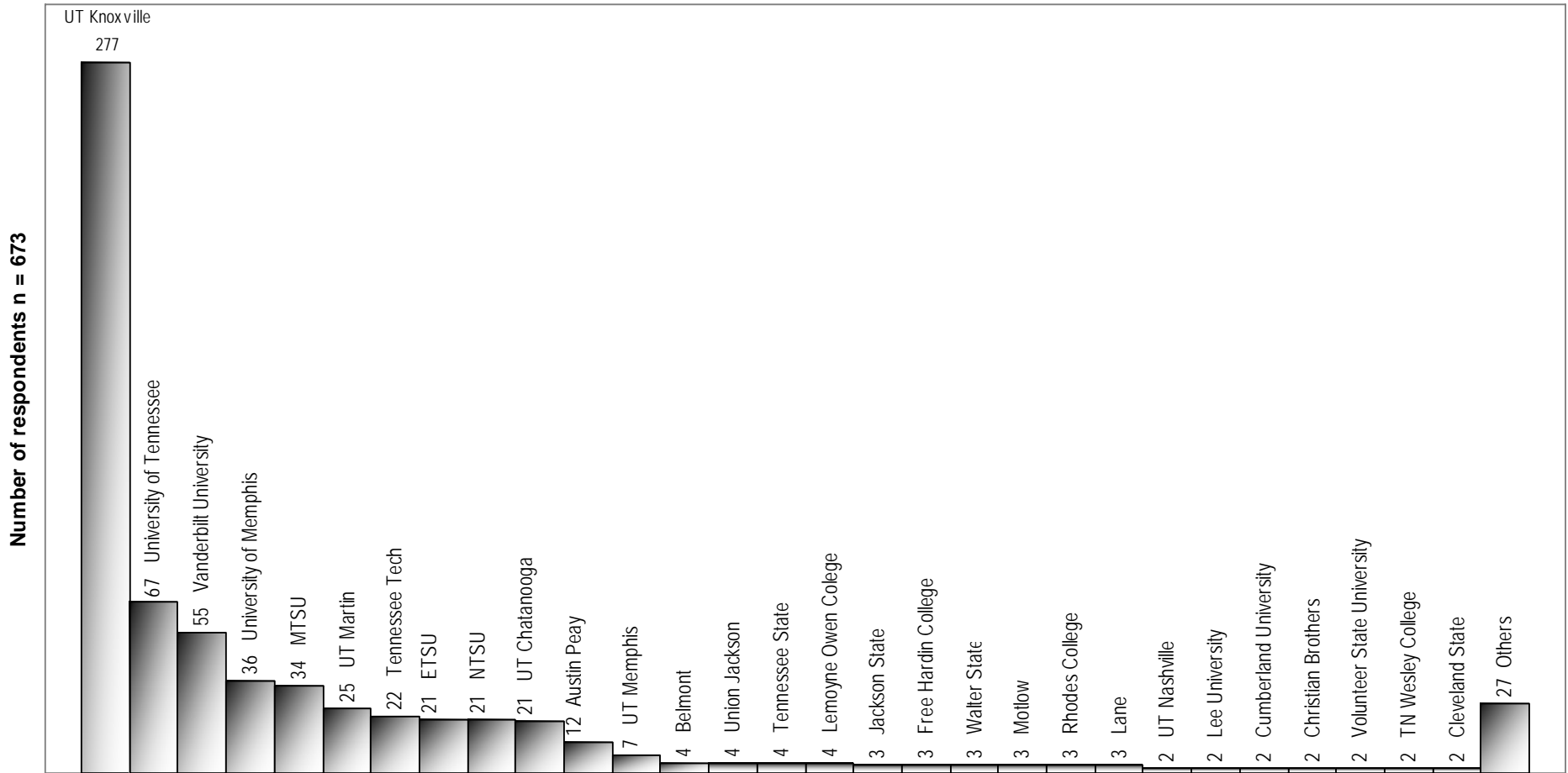
In addition to research activities and teaching students, what other things can you think of that The University of Tennessee system does for the people of the state?

These questions were designed to explore ideas and images that people associate with the University of Tennessee. The answers can be useful in building a positive brand. The questions were open-ended, and no prompts or suggestions were given to the respondents.

The image or brand of an institution resides in the minds of its publics. Understanding the current brand perceptions of the UT system and its campuses is the starting point to refining and positioning it as we wish it to be. However, this is not easy to do. Image perceptions lead to the formation of opinions and attitudes, and ultimately to a core belief that is hard to change.

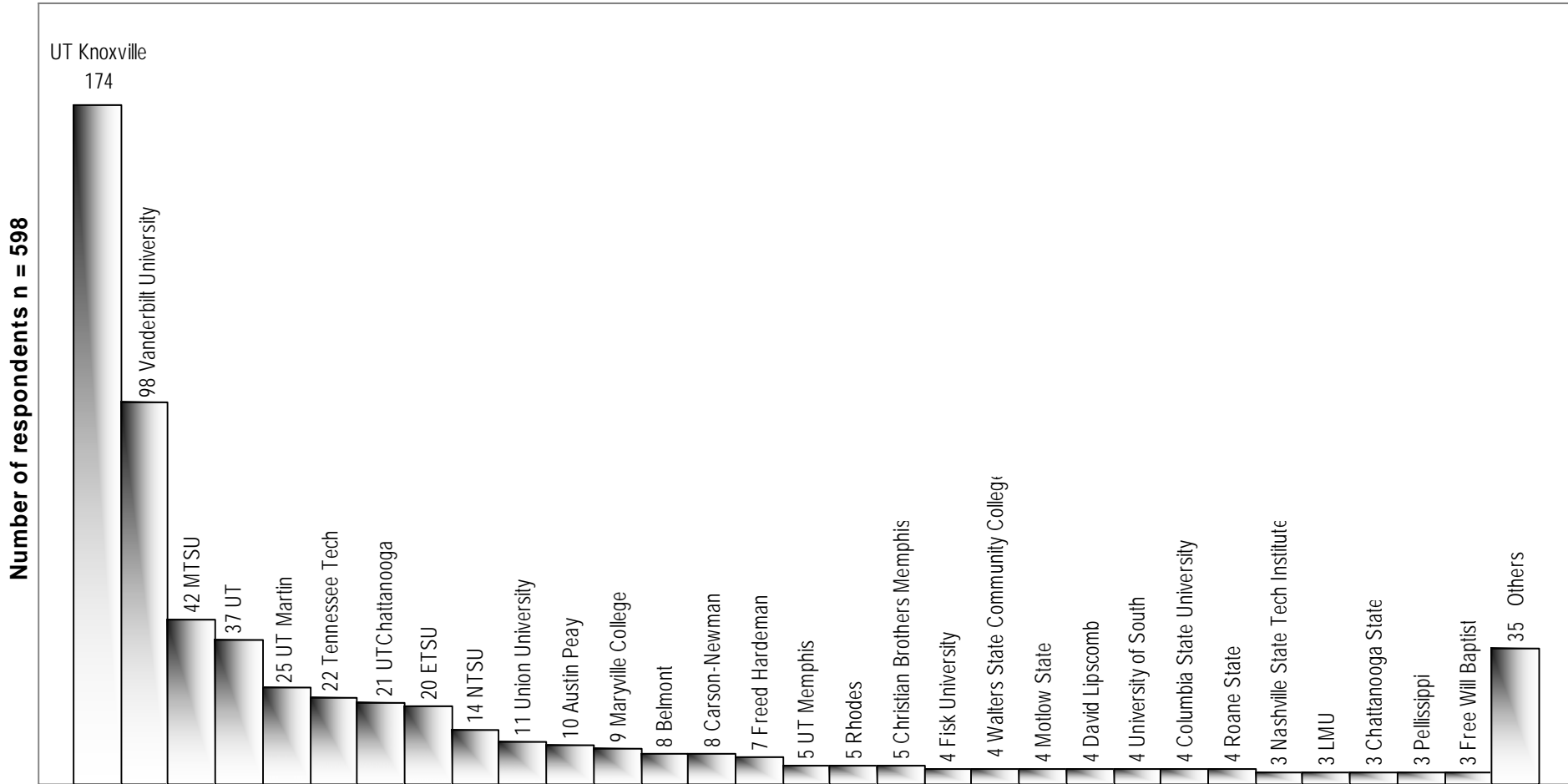
Responses to each question begin on the following page.

When you think of colleges and universities in Tennessee, which one comes to mind first?

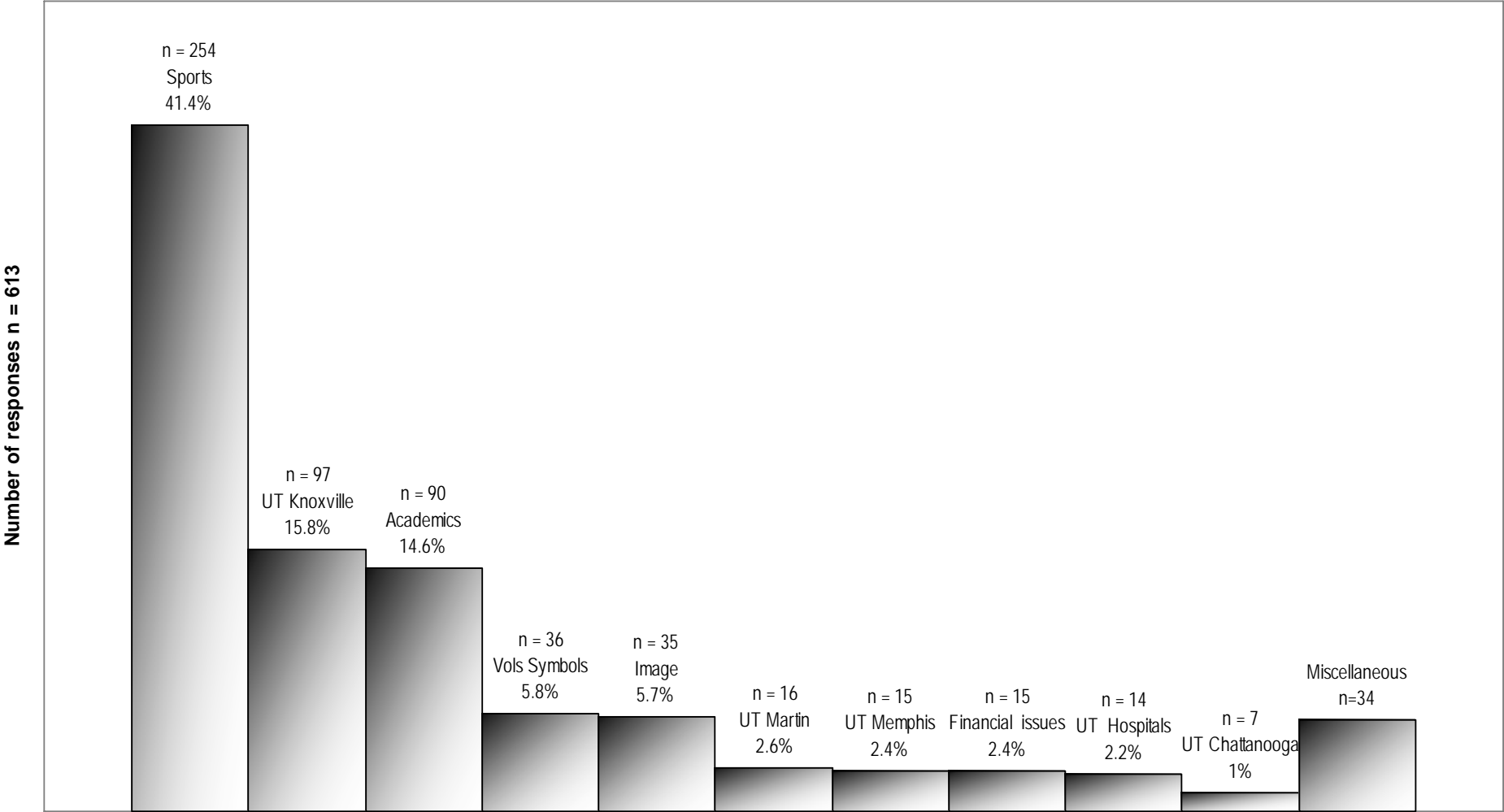


Note: In some cases the respondents had more than one answer. However, because the question asked "which one comes to mind first", the second/third choices were not taken into consideration.

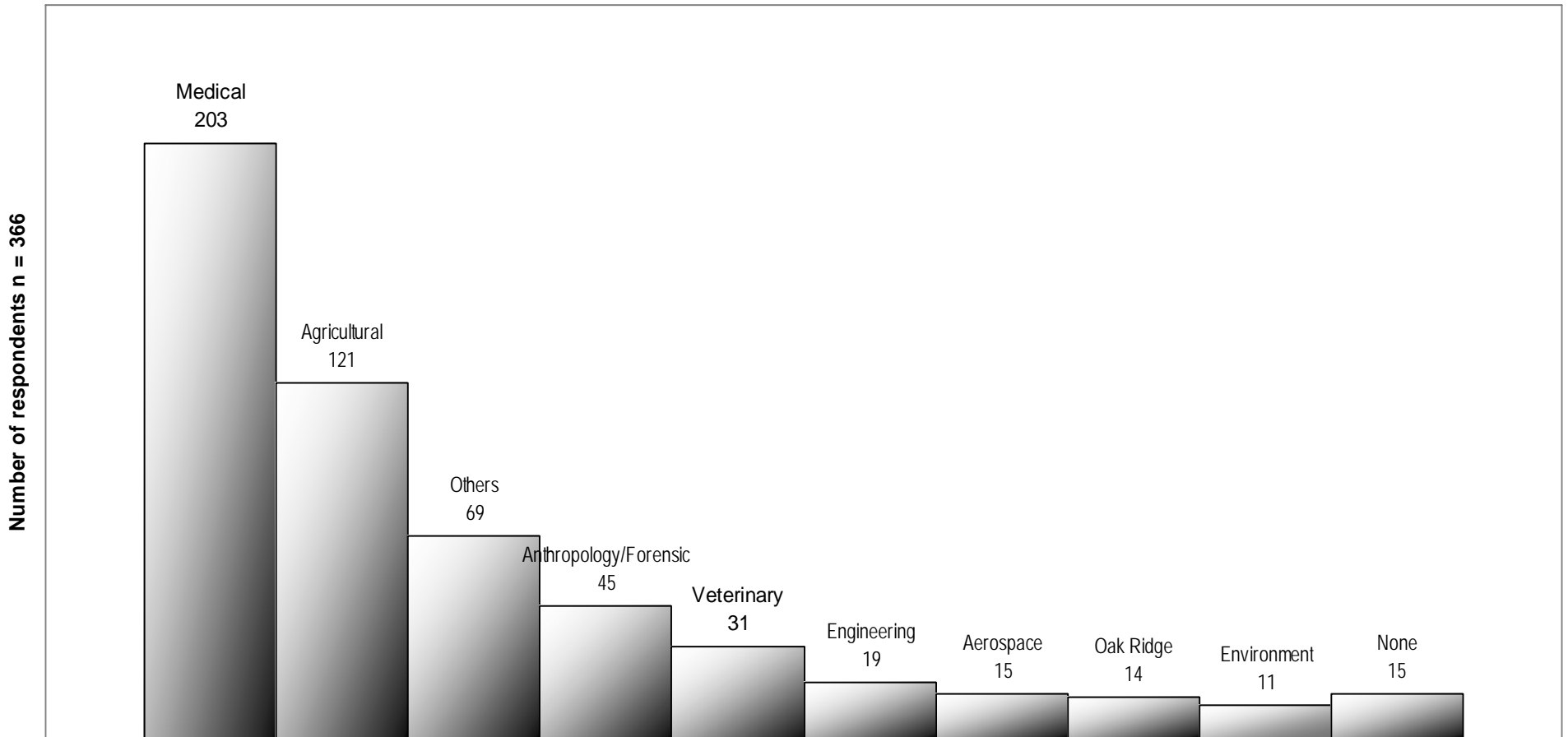
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When you think of the University of Tennessee, what is the first thing that comes to your mind?

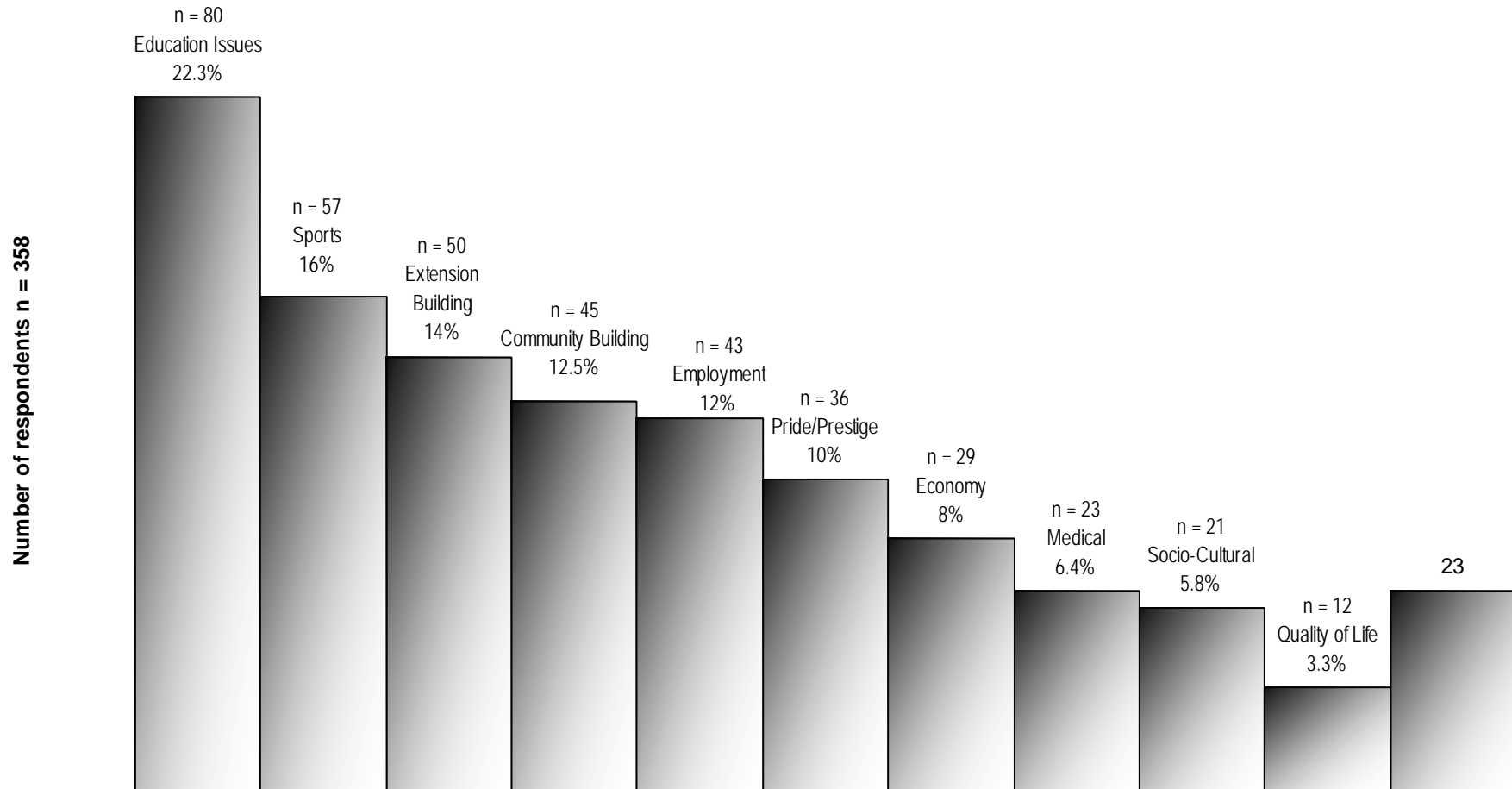


Thinking of all the research activities carried on by the University of Tennessee system,
what kinds of research are you aware?



Note: Note: Generally the respondents had more than one answer, therefore the total number of responses exceeds the number of respondents.

In addition to research activities and teaching students, what other things can you think of that the University of Tennessee system does for the people of the state?



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