## **ASUU Marketing Survey 2010**

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

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#### Page - ASUU Marketing Survey 2010

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]

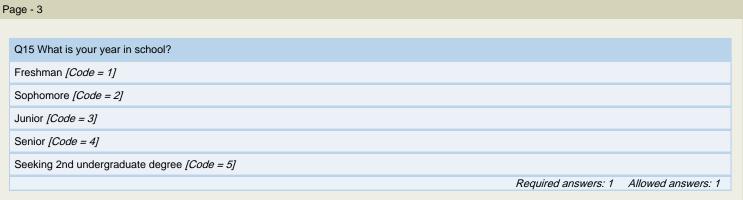
Not very effective [Code = 2]

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 are 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 Next Page: Sequential



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]		
110 [0000 - 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 <i>[Code = 4]</i>		
16 - 18 <i>[Code = 5]</i>		
19 or more [Code = 6]		
	Required answers: 1	Allowed answers: 1
Q19 In what range is your age?		
18 - 20 <i>[Code = 1]</i>		
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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