2014 WVU Brand Perception Survey Questionnaire_draft 10-1

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West Virginia University
Quantitative Brand Perception Research
SURVEY QUESTIONNAIRE DRAFT 10-1
October 2014

Research Objectives:

- Benchmark perceptions of West Virginia University among key external stakeholders to understand what the university is known for
- Identify the key drivers of reputation that will be most effective in impacting WVU’s reputation
- Determine the strengths that should be leveraged when building WVU’s reputation, as well as any negative perceptions or barriers we may overcome
- Explore potential messages that WVU could use in future communications

Methodology
Online quantitative research among the following stakeholder groups (n=875 interviews in total; length of interview: 15 minutes):

<table>
<thead>
<tr>
<th>Audience</th>
<th>Definition</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Prospective Students*</td>
<td>Current sophomores, juniors and seniors in high school who live in key market areas and plan to attend a four-year university</td>
<td>N=250</td>
</tr>
<tr>
<td>2 Parents of Prospective Students*</td>
<td>Parents of at least one child who is a current sophomore, junior or senior in high school who live in key market areas. The child should plan to attend a four-year university</td>
<td>N=250</td>
</tr>
<tr>
<td>3 National Elites</td>
<td>High-income (HHI above 75K) and college-educated individuals who are at least 25 years old and follow education news in the media</td>
<td>N=250</td>
</tr>
<tr>
<td>4 Sports Fans</td>
<td>Graduates of “Big 12” universities who are between the ages of 25 and 55</td>
<td>N=125</td>
</tr>
</tbody>
</table>

*Key market areas for these audiences include: Virginia, Ohio, Pennsylvania, Illinois, Indiana, Tennessee and Texas
## Timeline

<table>
<thead>
<tr>
<th>Task</th>
<th>Timing</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop the questionnaire</td>
<td>9/29 – 10/1</td>
<td>Edelman Berland</td>
</tr>
<tr>
<td>Share questionnaire draft</td>
<td>10/1</td>
<td>Edelman Berland</td>
</tr>
<tr>
<td>Finalize questionnaire</td>
<td>10/3</td>
<td>Edelman Berland + Edelman + West Virginia University</td>
</tr>
<tr>
<td>Programming and Fielding</td>
<td>10/3 – 10/20</td>
<td>Edelman Berland</td>
</tr>
<tr>
<td>Share Topline Findings</td>
<td>By 10/23</td>
<td>Edelman Berland</td>
</tr>
</tbody>
</table>
Audience Screeners
Narrow down to target audiences according to the sample plan

Screener for Prospective Students (N=250):

DISPLAY: Welcome and thank you for your interest in participating in our survey. Please be aware that all of the answers you share are completely confidential and anonymous.

PS_S1. To be sure we include respondents of all age groups, please indicate your current age.

1) Under 18
2) 18 – 24
3) 25 – 29 TERMINATE
4) 30 – 34 TERMINATE
5) 35 – 39 TERMINATE
6) 40 – 44 TERMINATE
7) 45 – 49 TERMINATE
8) 50 – 54 TERMINATE
9) 55 – 59 TERMINATE
10) 60 – 64 TERMINATE
11) 65 or older TERMINATE

PS_S2. What is your gender?

1) Male
2) Female

PS_S3. Which state do you currently live in?

[TERMINATE ALL STATES EXCEPT: VIRGINIA, OHIO, PENNSYLVANIA, ILLINOIS, INDIANA, TENNESSEE, AND TEXAS]

PS_S4. What is the highest level of education you have completed?

1) Some high school
2) High school diploma TERMINATE
3) Some college TERMINATE
4) College graduate TERMINATE
5) Graduate/professional degree TERMINATE
6) Not currently in school TERMINATE

PS_S5. Are you currently a high school student?

1) Yes
2) No TERMINATE
PS_S6. In what year are you enrolled in at your high school?

1) Freshman (first year)  TERMINATE
2) Sophomore (second year)
3) Junior (third year)
4) Senior (fourth year)

PS_S7. After you receive your high school diploma, do you plan to attend a four-year university or college?

1) Yes  TERMINATE
2) No

**Screening for Parents of Prospective Students (N=250):**

**DISPLAY:** Welcome and thank you for your interest in participating in our survey. Please be aware that all of the answers you share are completely confidential and anonymous.

PPS_S1. To be sure we include respondents of all age groups, please indicate your current age.

1) Under 18  TERMINATE
2) 18 – 24  TERMINATE
3) 25 – 29
4) 30 – 34
5) 35 – 39
6) 40 – 44
7) 45 – 49
8) 50 – 54
9) 55 – 59
10) 60 – 64
11) 65 or older

PPS_S2. What is your gender?

1) Male
2) Female

PPS_S3. Which state do you currently live in?

[TERMINATE ALL STATES EXCEPT: VIRGINIA, OHIO, PENNSYLVANIA, ILLINOIS, INDIANA, TENNESSEE, AND TEXAS]

PPS_S4. Do you currently have at least one child living at home?

1) Yes  TERMINATE
2) No
PPS_S5. Are one or more of your children currently a high school student?

1) Yes
2) No TERMINATE

PPS_S6. In what year is your child/are your children enrolled in at their high school? (Select all that apply.)

1) Freshman (first year) TERMINATE IF ONLY RESPONSE
2) Sophomore (second year)
3) Junior (third year)
4) Senior (fourth year)

PPS_S7. After they receive their high school diploma, does at least one of your children plan to attend a four-year university or college?

1) Yes
2) No TERMINATE

Screen for National Elites (N=250):

DISPLAY: Welcome and thank you for your interest in participating in our survey. Please be aware that all of the answers you share are completely confidential and anonymous.

NE_S1. To be sure we include respondents of all age groups, please indicate your current age.

1) Under 18 TERMINATE
2) 18 – 24 TERMINATE
3) 25 – 29
4) 30 – 34
5) 35 – 39
6) 40 – 44
7) 45 – 49
8) 50 – 54
9) 55 – 59
10) 60 – 64
11) 65 or older

NE_S2. What is your gender?

1) Male
2) Female
NE_S3. Which state do you live in?

<table>
<thead>
<tr>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast (CT, ME, MA, NH, NJ, NY, PA, RI, VT)</td>
</tr>
<tr>
<td>Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)</td>
</tr>
<tr>
<td>South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX)</td>
</tr>
<tr>
<td>West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA)</td>
</tr>
</tbody>
</table>

NE_S4. Do you or does anyone in your family work in any of the following industries? Please select all that apply.

1) Advertising agency or PR firm
2) Market research department or company
3) Radio station, TV station, newspaper or magazine
4) None of the above

NE_S5. What is the highest grade or education level you’ve reached?

1) Some high school or less
2) Graduated high school
3) Some college
4) Graduated 4 year college
5) Post graduate work / graduate degree
6) Prefer not to answer

NE_S6. Which of the following best represents your annual household income?

1) Less than $50,000
2) $50,000 - $74,999
3) $75,000 - $99,999
4) $100,000 - $149,999
5) $150,000 - $249,999
6) $250,000 - $349,999
7) More than $350,000
8) Prefer not to answer

NE_S7. How often do you follow business matters in the news?

1) Nearly every day
2) Several times a week
3) Once a week
4) I do not focus on business matters
5) Don’t know/refused
6) Don’t know
NE_S8. How often do you follow education matters in the news?

1) Nearly every day
2) Several times a week
3) Once a week
4) I do not focus on education matters **TERMINATE**
5) Don’t know/refused **TERMINATE**
6) Don’t know **TERMINATE**

**Screener for Sports Fans (N=125):**

DISPLAY: Welcome and thank you for your interest in participating in our survey. Please be aware that all of the answers you share are completely confidential and anonymous.

SF_S1. To be sure we include respondents of all age groups, please indicate your current age.

1) Under 18 **TERMINATE**
2) 18 – 24 **TERMINATE**
3) 25 – 29
4) 30 – 34
5) 35 – 39
6) 40 – 44
7) 45 – 49
8) 50 – 55
9) 56 – 59 **TERMINATE**
10) 60 – 64 **TERMINATE**
11) 65 or older **TERMINATE**

SF_S2. What is your gender?

1) Male
2) Female

SF_S3. Which state do you live in?

| Northeast (CT, ME, MA, NH, NJ, NY, PA, RI, VT) |
| Midwest (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI) |
| South (DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX) |
| West (AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA) |
SF_S4. What is the highest grade or education level you’ve reached?

1. Some high school or less (TERMINATE)
2. Graduated high school (TERMINATE)
3. Trade or technical school (TERMINATE)
4. Some college (TERMINATE)
5. Graduated 4 year college (TERMINATE)
6. Post graduate work / graduate degree
7. Prefer not to answer (TERMINATE)

SF_S5. Which of the following universities did you graduate from?

1. Arizona State University (TERMINATE)
2. Auburn University (TERMINATE)
3. Baylor University
4. Iowa State University
5. Kansas State University
6. Louisiana State University (TERMINATE)
7. Mississippi State University (TERMINATE)
8. Oklahoma State University
9. Oregon State University (TERMINATE)
10. Stanford University (TERMINATE)
11. Texas Christian University
12. Texas Tech University
13. University of Alabama (TERMINATE)
14. University of Arizona (TERMINATE)
15. University of Arkansas (TERMINATE)
16. University of California, Berkeley (TERMINATE)
17. University of California, Los Angeles (TERMINATE)
18. University of Colorado Boulder (TERMINATE)
19. University of Florida (TERMINATE)
20. University of Georgia (TERMINATE)
21. University of Kansas
22. University of Kentucky (TERMINATE)
23. University of Mississippi (TERMINATE)
24. University of Oklahoma
25. University of Oregon (TERMINATE)
26. University of South Carolina (TERMINATE)
27. University of Southern California (TERMINATE)
28. University of Tennessee (TERMINATE)
29. University of Texas at Austin (TERMINATE)
30. University of Utah (TERMINATE)
31. University of Washington (TERMINATE)
32. Vanderbilt University (TERMINATE)
33. Washington State University (TERMINATE)
34. West Virginia University (TERMINATE)
35. Other (TERMINATE)
PERCEPTIONS OF WEST VIRGINIA AND OTHER KEY STATES
Understand how perceptions of West Virginia and other key states may impact stakeholders’ perceptions of the universities closely associated with them.

DISPLAY: We will now ask you some questions about your perceptions of a few different states in the US.

1) Thinking about what you know about the state of West Virginia, what are the first words, thoughts or phrases that come to mind? Please be as specific and detailed as possible. [OPEN END]

FOR Q2, RESPONDENTS WILL EVALUATE ONE OF THE FOLLOWING STATES
• Pennsylvania
• Ohio

2) Thinking about what you know about [INSERT SECOND STATE], what are the first words, thoughts or phrases that come to mind? Please be as specific and detailed as possible. [OPEN END]

DISPLAY: Please think about higher education and the state/public universities in each of the following US states.

3) When it comes to higher education, do you believe each of the following states are headed in the right direction, or off on the wrong track?

   1) Headed in the right direction
   2) Off on the wrong track

   • West Virginia
   • Virginia
   • Pennsylvania
   • Ohio
   • Illinois
   • Indiana
   • Tennessee
   • Texas

4) Thinking about higher education and state universities in each of the following states, to what extent do you agree that each of the following states has universities with top quality academic programs?

Please use a scale of 1 – 9 where 1 means “do not agree at all” and 9 means that you “completely agree”

   1) 1 – Do not agree at all


Thinking about state universities in each of the following states, to what extent do you agree that each of the following states has universities with top performing athletic programs and sports teams?

Please use a scale of 1 – 9 where 1 means “do not agree at all” and 9 means that you “completely agree”

1) 1 – Do not agree at all
2) 2
3) 3
4) 4
5) 5
6) 6
7) 7
8) 8
9) 9 – Completely agree

- West Virginia
- Virginia
- Pennsylvania
- Ohio
- Illinois
- Indiana
- Tennessee
- Texas
STATED IMPORTANCE—UNIVERSITY ATTRIBUTES

We will evaluate a series of attributes that could describe a leading university. This will enable us to understand which ones are the strongest drivers of reputation by audience, and should be prioritized from a reputation and messaging standpoint.

DISPLAY: For the remainder of the survey, we will be asking you about your opinions on higher education and different universities in the US.

6) Below is a list of statements that could describe a university. Please indicate how important it for a university to deliver on each statement in order to be considered a leading university.

Please use a scale of 1 – 9 where 1 means “not important at all” and 9 means “extremely important”

1) 1 – Not important at all
2) 2
3) 3
4) 4
5) 5
6) 6
7) 7
8) 8
9) 9 – Extremely important

[RANDOMIZE ATTRIBUTES]

ACADEMICS

1. Offers a wide variety of academic disciplines and programs to ensure a well-rounded education
2. Employs top quality faculty and professors
3. Attracts smart, motivated students
4. Trains students to think critically and be problem solvers
5. Produces innovative research that has the potential to positively impact society

CAREER PREPARATION

6. Provides excellent career services and career placement opportunities
7. Prepares students to be leaders post-graduation
8. Provides students with opportunities to network with alumni
9. Helps to make students more competitive in job markets and likelier to receive high-paying jobs
10. Has top corporations and firms recruiting interns and employees on campus
SOCIAL EXPERIENCE / CAMPUS ENVIRONMENT

11. Has competitive athletic teams that attract national attention
12. Provides an experience that is balanced between strong academics, a variety of extracurricular activities, and many fun social interactions
13. Has an exciting and vibrant campus environment
14. Fosters a close-knit community among students, faculty, alumni and fans
15. Is a safe place to go to school

REGIONAL TIES

16. Partners with NGOs, government and business organizations
17. Has programs that enable students to help contribute to improving the community and region
18. Is a leading voice and trusted partner on issues that are facing the state

ACCESSIBILITY

19. Provides sufficient financial support for students through scholarships and other aid
20. Attracts a diverse range of students from different ethnic and socioeconomic backgrounds
21. Attracts students from all US states
7) Which state/public universities do you consider to be leaders when it comes to offering top academic programs? [OPEN END]

8) Which state/public universities do you consider to have competitive college sports programs? [OPEN END]

9) Which of the following universities are you aware of?

1) West Virginia University
2) Pennsylvania State University
3) University of Maryland
4) Syracuse University
5) Virginia Tech
6) University of Kentucky
7) Iowa State University
8) Indiana University
9) Ohio State University
10) University of Minnesota

ASK THE FOLLOWING QUESTIONS AMONG UNIVERSITIES THEY ARE AWARE OF IN Q9:

10) How familiar are you with each of the following universities?

1) Very familiar
2) Somewhat familiar
3) Not very familiar
4) Not at all familiar

11) For each of the following universities, would you say that their best days are ahead of them or behind them?

[RANDOMIZE]

1) Best days ahead
2) Best days behind
12) How favorable are you towards each of the following universities?

Please use a scale of 1 – 9, where 1 means “Not at all favorable” and 9 means that you are “Extremely favorable”

1) 1 – Not at all favorable
2) 2
3) 3
4) 4
5) 5
6) 6
7) 7
8) 8
9) 10 – Extremely favorable

13) To what extent do you consider each of the following universities to have a positive image?

Please use a scale of 1 – 9, where 1 means “Extremely negative image” and 9 means an “Extremely positive image”

1) 1 – Extremely negative image
2) 2
3) 3
4) 4
5) 5
6) 6
7) 7
8) 8
9) 10 – Extremely positive image
14) To what extent do you consider each of the following universities to have top quality academics?

Please use a scale of 1 – 9, where 1 means “do not consider them at all” and 9 means that you “strongly consider” them to have top quality academics

1) 1 – Do not consider them at all
2) 2
3) 3
4) 4
5) 5
6) 6
7) 7
8) 8
9) 9 – Strongly consider

15) To what extent do you consider each of the following universities to have top athletic programs and sports teams?

Please use a scale of 1 – 9, where 1 means “do not consider them at all” and 9 means that you “strongly consider” them to have top athletic programs and sports team

1) 1 – Do not consider them at all
2) 2
3) 3
4) 4
5) 5
6) 6
7) 7
8) 8
9) 9 – Strongly consider
16) To what extent do you agree that each of the following universities provides students with a fun and social college experience?

Please use a scale of 1 – 9, where 1 means “do not agree at all” and 9 means that you “completely agree”

1)  1 – Do not agree at all
2)  2
3)  3
4)  4
5)  5
6)  6
7)  7
8)  8
9)  9 – Completely agree

For prospective students:

17) How likely would you be to consider studying at each of the following universities?

1)  Very likely
2)  Somewhat likely
3)  Not very likely
4)  Not at all likely

For parents of prospective students:

18) How likely would you be to support or encourage your child(ren) to study at each of the following universities?

1)  Very likely
2)  Somewhat likely
3)  Not very likely
4)  Not at all likely
19) For each of the following universities, which of the following statements do you agree with most?

[RANDOMIZE]

1) Is a fun and social school
2) Has strong academics

20) For each of the following universities, which of the following statements do you agree with most?

[RANDOMIZE]

1) Is a good value for the money
2) Is not worth the investment

21) For each of the following universities, which of the following statements do you agree with most?

[RANDOMIZE]

1) Is a school that is intellectual and sophisticated
2) Is a school that is rural and homey
ALL RESPONDENTS WILL EVALUATE WVU + 1 OTHER COMPETITOR

1) West Virginia University
2) Pennsylvania State University
3) Iowa State University
4) University of Minnesota

22.) Thinking about what you know about West Virginia University, what are the first words, thoughts or phrases that come to mind? Please be as specific and detailed as possible. [OPEN END]

23.) In the answer to your last question, you may have mentioned the university's athletic programs or sports teams. Thinking about what you know about West Virginia University, aside from athletics, what are the first words, thoughts or phrases that come to mind? Please be as specific and as detailed as possible. [OPEN END]

24.) Thinking about what you know about [INSERT UNIVERSITY], what are the first words, thoughts or phrases that come to mind? Please be as specific and detailed as possible. [OPEN END]

25.) In the answer to your last question, you may have mentioned athletic programs or sports teams. Thinking about what you know about [INSERT UNIVERSITY FROM Q23], aside from athletics, what are the first words, thoughts or phrases that come to mind? Please be as specific and as detailed as possible. [OPEN END]
26) Thinking about what you know about West Virginia University, how well does each of the following statements describe West Virginia University?

Please use a scale of 1 – 9, where 1 means “does not describe at all” and 9 means “describes completely.”

1) 1 – Does not describe at all
2) 2
3) 3
4) 4
5) 5
6) 6
7) 7
8) 8
9) 9 – Describes completely

[INSERT SAME ATTRIBUTES FROM Q6. HOLD ORDER FROM Q6]

27) Thinking about what you know about [INSERT UNIVERSITY FROM Q], how well does each of the following statements describe [INSERT UNIVERSITY FROM Q]?

Please use a scale of 1 – 9, where 1 means “does not describe at all” and 9 means “describes completely.”

1) 1 – Does not describe at all
2) 2
3) 3
4) 4
5) 5
6) 6
7) 7
8) 8
9) 9 – Describes completely

[INSERT SAME ATTRIBUTES FROM PREVIOUS SECTIONS]

ACADEMICS

1. Offers a wide variety of academic disciplines and programs to ensure a well-rounded education
2. Employs top quality faculty and professors
3. Attracts smart, motivated students
4. Trains students to think critically and be problem solvers
5. Produces innovative research that has the potential to positively impact society
CAREER PREPARATION

6. Provides excellent career services and career placement opportunities
7. Prepares students to be leaders post-graduation
8. Provides students with opportunities to network with alumni
9. Helps to make students more competitive in job markets and likelier to receive high-paying jobs
10. Has top corporations and firms recruiting interns and employees on campus

SOCIAL EXPERIENCE / CAMPUS ENVIRONMENT

11. Has competitive athletic teams that attract national attention
12. Provides an experience that is balanced between strong academics, a variety of extracurricular activities, and many fun social interactions
13. Has an exciting and vibrant campus environment
14. Fosters a close-knit community among students, faculty, alumni and fans
15. Is a safe place to go to school

REGIONAL TIES

16. Partners with NGOs, government and business organizations
17. Has programs that enable students to help contribute to improving the community and region
18. Is a leading voice and trusted partner on issues that are facing the state

ACCESSIBILITY

19. Provides sufficient financial support for students through scholarships and other aid
20. Attracts a diverse range of students from different ethnic and socioeconomic backgrounds
21. Attracts students from all US states
Proof Point Testing

Evaluate potential proof points to understand which are most effective at impacting perceptions of West Virginia University and to identify which to prioritize in brand positioning efforts.

DISPLAY: We will now ask you some questions specifically about West Virginia University.

We will show you a list of statements that West Virginia University could use to talk about itself and ask you your opinion on each.

ASK AFTER EACH STATEMENT:

28) How credible is this statement coming from West Virginia University?

1) Very credible
2) Somewhat credible
3) Not very credible
4) Not at all credible

29) After reading this statement, how favorable are you towards West Virginia University?

1) Very favorable
2) Somewhat favorable
3) Not very favorable
4) Not at all favorable

- **Teaching students balance:** West Virginia University teaches students to balance academics and recreation so their students are prepared to succeed post-graduation and tackle competing responsibilities. The University works hard to provide an environment that is not only academically rigorous but also provides a great social experience for students.

- **Strong STEM and liberal arts programs:** In addition to its strong STEM programs, Eberly College of Arts and Sciences at West Virginia University awards degrees to around 2,000 students every year. It remains the heart of West Virginia University, providing students with a strong liberal education, including programs in literature, mathematics, humanities, and social and behavioral sciences.

- **Highly ranked academic programs:** West Virginia University has a number of highly ranked academic programs in a variety of disciplines. Compared to other universities, WVU has particularly strong programs for forensic sciences, rural health, and energy.

- **Great location:** West Virginia University is located in Morgantown, West Virginia, 70 miles south of Pittsburgh, Pennsylvania and 220 miles of Washington, DC. The area is particularly safe and comfortable with one of the lowest crime rates in the nation. Morgantown, a city with approximately 60,000 inhabitants, is nestled in a beautiful setting of forested hills. It
was rated the “No.1 Small City in America” by BizJournals.com and the ninth best college town in America by Business Insider.

- **Effective career services**: Career services at West Virginia University offers assistance to students in discovering a field of study best fit for them and creating a personalized career plan. Career services offers seminars, as well as classes, to better prepare students for their future. According to a 2010 survey by the Wall Street Journal, employers ranked West Virginia University in the top 45 and WVU’s engineering program 23rd nationally for producing graduates best qualified to enter the workforce.

- **Full spectrum of professional schools**: West Virginia University offers a full range of graduate and professional programs, including medical school, dental school, and law school. In fact, WVU maintains one of the top-ranked medical research programs in the nation.

- **Good value**: West Virginia University provides a great value to students. Forbes ranked WVU in their Top 100 best buy colleges, an honor that highlights universities whose students’ post-graduation salary is a good return. The University also has the nation's 14th most affordable tuition for out-of-state students.

- **Central to the future of the state**: West Virginia University is a central point of pride for the state of West Virginia and plays a major role in the state’s economy and culture. It has a strong presence in Charleston and among West Virginian state leaders. WVU provides the best education the state can offer and the University is so closely tied with the state that one cannot think of the state without thinking of WVU.

- **Community**: West Virginia University offers students a tight-knit community. It provides a family atmosphere with professors taking a personal interest in their students’ lives. There are resources to help students with any difficulty they may encounter.

**Q28 and Q29 for prospective students:**

30) Considering everything you have read and what you knew before, how likely would you be to consider studying at West Virginia University?

1) Very likely
2) Somewhat likely
3) Not very likely
4) Not at all likely

31) You say that you would be [INSERT ANSWER FROM Q30] to consider studying at West Virginia University. Why do you say that you would be [INSERT ANSWER FROM Q30] to study there? Please be as specific and detailed as possible. [OPEN END]
Q30 and Q31 for parents of prospective students:

32) Considering everything you read and what you knew before, how likely would you be to consider encouraging your child(ren) to study at West Virginia University?

   1) Very likely
   2) Somewhat likely
   3) Not very likely
   4) Not at all likely

33) You say that you would be [INSERT ANSWER FROM Q32] to consider encouraging your child(ren) to study at West Virginia University. Why do you say that you would be [INSERT ANSWER FROM Q32] to consider encouraging them to study there? Please be as specific and detailed as possible. [OPEN END]
Demographics

D1. What is your race or ethnicity? Please select all that apply.

[MULTIPLE RESPONSE]
[RANDOMIZE; ANCHOR OTHER AND PREFER NOT TO ANSWER]

1) White
2) Black/African-American/Caribbean-American
3) American Indian or Alaska Native
4) Hispanic/Latino
5) Asian
6) Arab
7) Other (Please specify) [ANCHOR]
8) Prefer not to answer [ANCHOR] [EXCLUSIVE]

D2. Which of the following areas describe where you live?

1) Urban
2) Suburban
3) Rural
4) Prefer not to answer

D3: For all but national elites: Which of the following best represents your annual household income?

1) Less than $50,000
2) $50,000 - $74,999
3) $75,000 - $99,999
4) $100,000 - $149,999
5) $150,000 - $249,999
6) $250,000 - $349,999
7) More than $350,000
8) Prefer not to answer