

# Spring Survey of SCSU Students 2012

# Statement of Methodology

# Who We Are

- The SCSU Survey is an ongoing survey research extension of the Social Science Research Institute in the College of Social Sciences at St. Cloud State University.
- The Survey's faculty directors are:
  - Dr. Steve Frank – Political Science
  - Dr. John Kulas– Psychology
  - Dr. Michelle Kukoleca Hammes– Political Science
  - Dr. David Robinson– Statistics
  - Dr. Steven Wagner– Political Science
  - Dr. Sandrine Zerbib– Sociology

# Student Directors

## STUDENT SUPERVISING DIRECTORS

Mr. D. Zachary Kellar

3rd year student, Statistics and Mathematical  
Economics Major, Callender, Iowa

Mr. Ricardo Martinez-Schuldt

4th Year Student, Sociology Major, Psychology Minor,  
Clearwater, MN

## ASSISTANT STUDENT SUPERVISING DIRECTOR

Ms. Katie Lahr

3<sup>rd</sup> Year Student, Political Science Major, St. Cloud MN

## STUDENT TECHNICAL CONSULTANT

Mr. Zachary Przybilla

# Survey Lab Student Directors

## **Ms. Amanda Kannas**

4<sup>th</sup> Year Student, Political Science Major, International Relations Minor, Luverne, MN

## **Mr. Sonny M. Sherman**

4<sup>th</sup> Year Student, Sociology Major, Creative Writing Minor, Ely, MN

## **Mr. Bikal Kafle**

3<sup>rd</sup> Year Student, Sociology Major, Statistics Minor, Kathmandu, Nepal

## **Ms. Leah Dhein**

4<sup>th</sup> Year Student, Sociology Major, Human Relations Minor, St. Cloud, MN

## **Ms. Liz Dirks**

3<sup>rd</sup> Year Student, Sociology Major, Rogers, MN

## **Ms. Lauren Benney**

4<sup>th</sup> Year Student, Political Science and International Relations Major, Osseo, MN

## **Ms. Karen Stay**

9<sup>th</sup> Year Student, B.A. Anthropology, B.A. Sociology and Community Health Major,  
Cold Spring, MN

## **Mr. Andrew Godziek**

5<sup>th</sup> Year Student, International Relations and Economics Major, Maple Grove, MN

# Student Callers

- The callers came from the classes of Drs. Frank, Zerbib, and Wagner.
- Student directors conducted both general training sessions and one-on-one training sessions as well as monitored all calling shifts. Faculty directors monitor all training and calling. Student callers are asked to sign a statement of ethics dealing with respondent interviewing.

# SCSU Survey Lab

- The SCSU Survey operates a Computer Assisted Telephone Interviewing (CATI) Lab on the St. Cloud State University campus. The CATI Lab is equipped with 19 interviewer stations; each includes a computer, a phone, and a headset. In addition to the interviewer stations, there is the Supervisor Station, which is used to monitor the survey while it is in progress. The SCSU Survey has its own server designated solely for the use of the SCSU Survey.
- The SCSU Survey is licensed to use Sawtooth Software's Ci3 Questionnaire Authoring Version 5.0, a state-of-the-art windows-based computer-assisted interviewing package. This program allows us to develop virtually any type of questionnaire while at the same time programming edit and consistency checks and other quality control measures to ensure the most valid data. The instrument was pre-tested prior to interviewing to make certain that all equipment and programming was in working order and to verify that the questionnaire was clear.

# The Calling

- The sample was obtained from David Kosel, Center for Information Systems
- Findings are based on telephone interviews with a representative sample of currently enrolled SCSU students.
- Before calling began, the original sample was comprised of 2000 students, including 500 dorm residents and 1,500 off-campus residents.
- The sample included both landline phones and cell phones.
- Interviews were conducted from March 12th to March 18th, 2012.
- Calls were made at various times during the week (Sunday through Thursday, 4:30 to 9:30) to maximize contacts and ensure equal opportunities to respond.



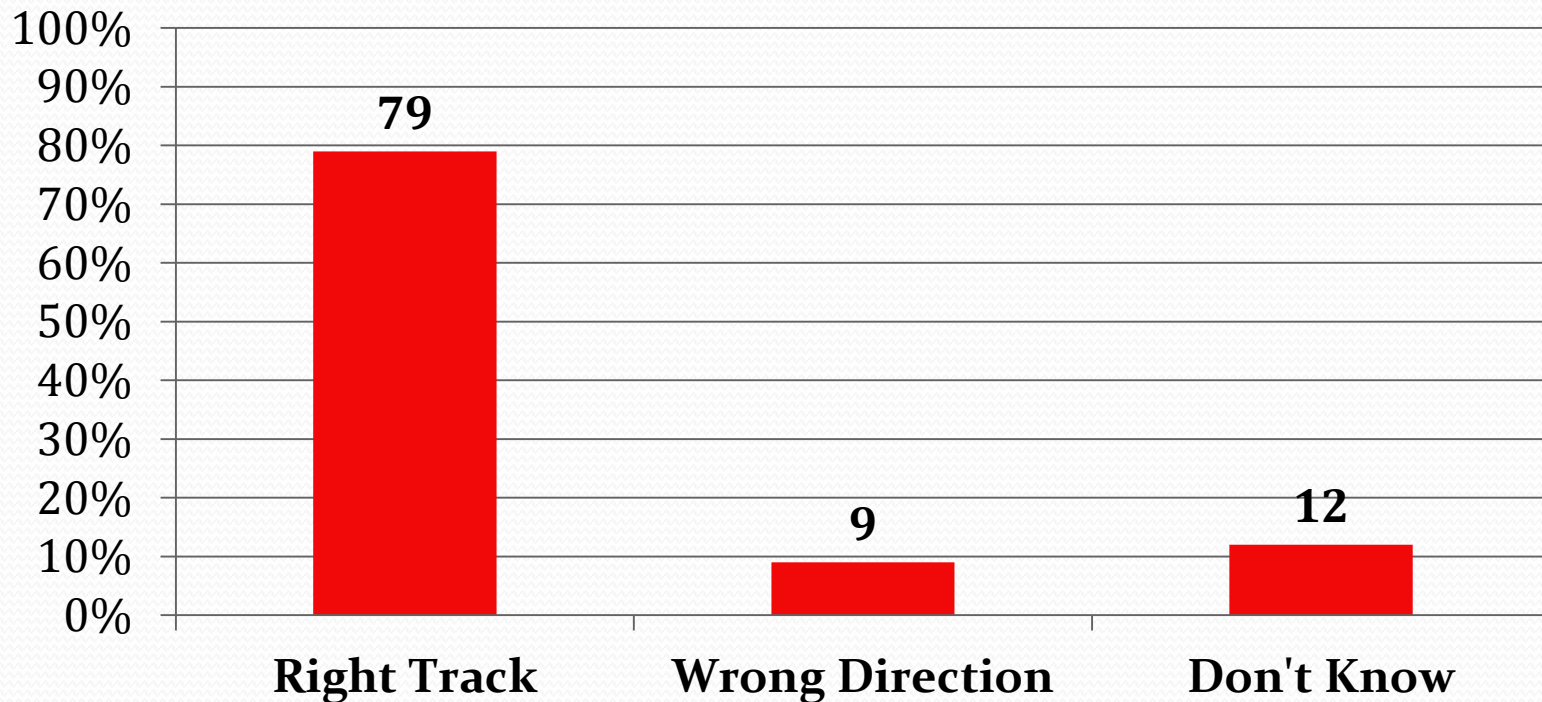
# Sample Error

- **510** respondents completed the survey.
- The margin of sampling error for the complete set of weighted data is  $\pm 4$  percent at the 95 percent confidence level.
- Then analysis is made of sub-samples such as respondent gender, dorm residence, etc., the sample error may be larger.

# Cooperation and Response Rate

- The cooperation rate for the survey was 71%.
- The cooperation rate is determined by dividing the number of completed interviews (510), by the total of completed interviews, partial interviews, and refusals (total = 721).
- The overall response rate for the survey was 32%.
- The response rate is determined by dividing the number of completed interviews (510), by the total of completed interviews, partial interviews, refusals, non-contacts, plus 90% of the cases with unknown eligibility (total = 1679).

Do you think SCSU is on the right track or whether you think SCSU is going in the wrong direction?

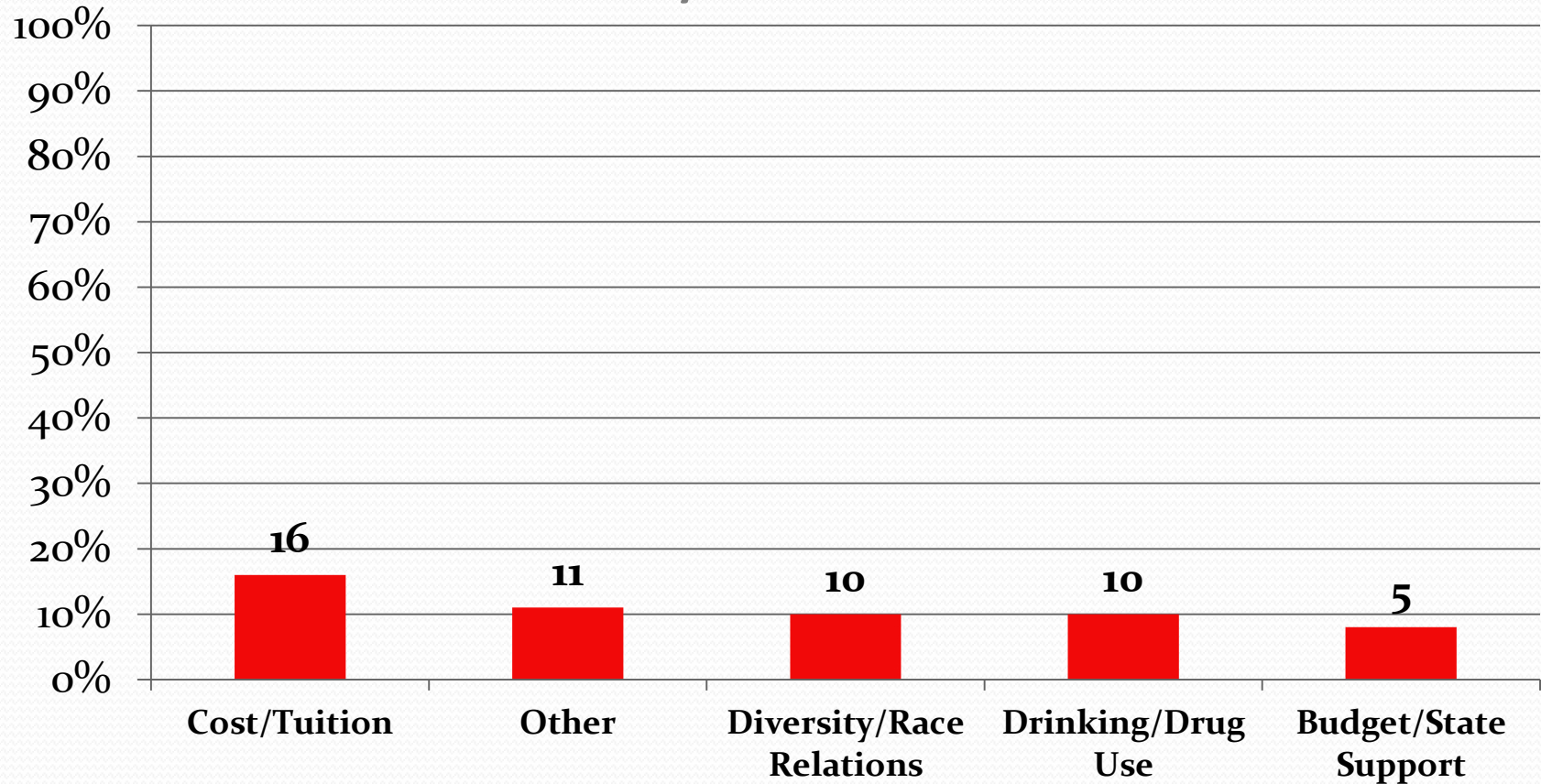


SCSU Survey: 2012 Student Spring Survey  
N=505

# Comparison to Previous Years

	2007	2008	2009	2010	2011	2012
Right Track	84%	87%	90%	84%	73%	79%
Wrong Direction	6%	5%	3%	7%	13%	9%
Don't Know	10%	8%	7%	9%	14%	12%

# What do you think is the biggest challenge facing the SCSU Community?



SCSU Survey: 2012 Student Spring Survey  
N=510

# Who would students vote for in the 2012 Presidential Election?

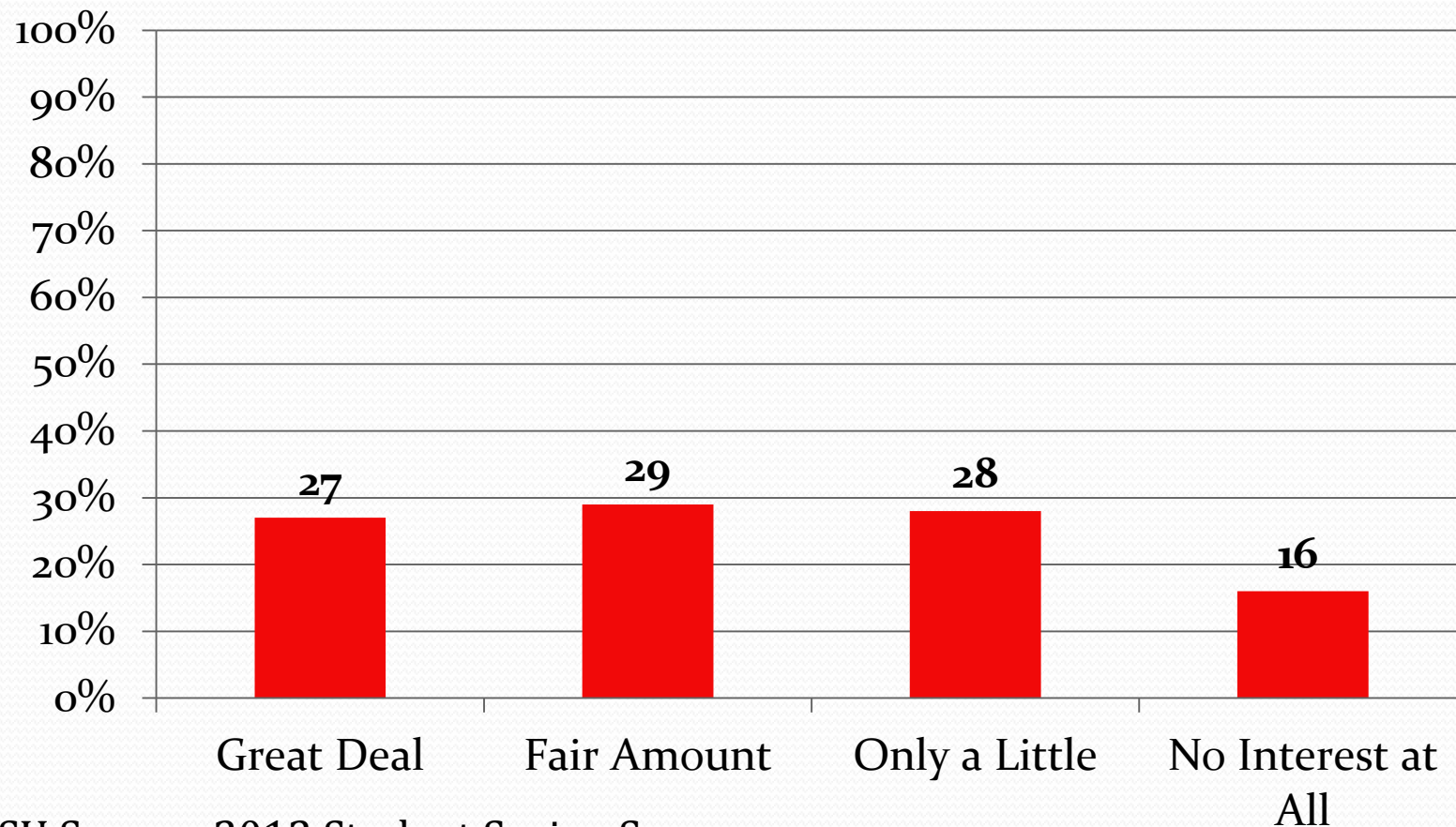


VS.



Katie Lahr  
Zach Kellar

How much interest would you say you have in the November Presidential Election, a great deal, a fair amount, only a little, or no interest at all?



# Note-Worthy Points

- No significant difference between:
  - Males and females
  - Dorms and off campus residents
  - Year in school
  - Ethnicities

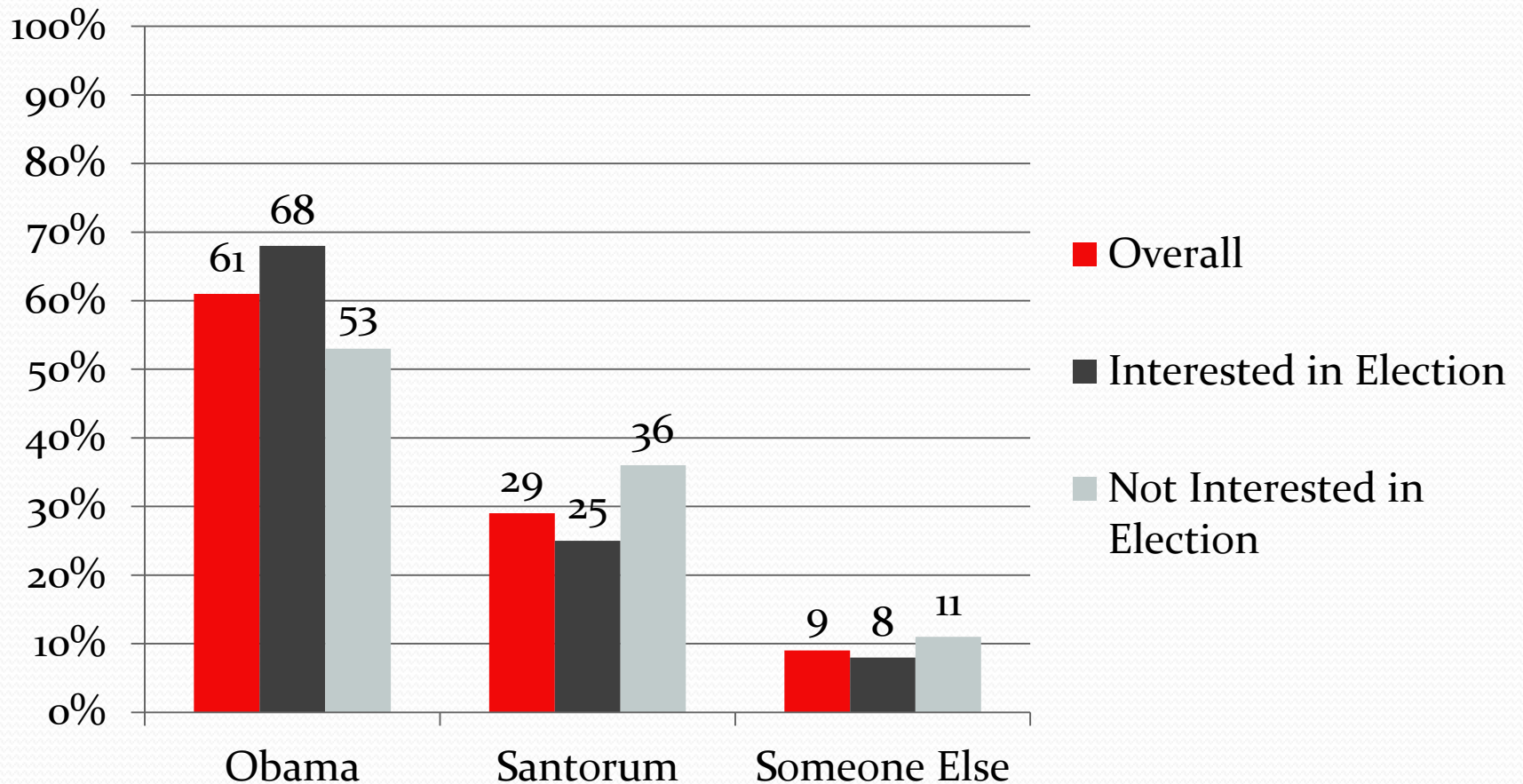




# Obama vs. Republican Candidates: Santorum, Romney, Gingrich, and Paul

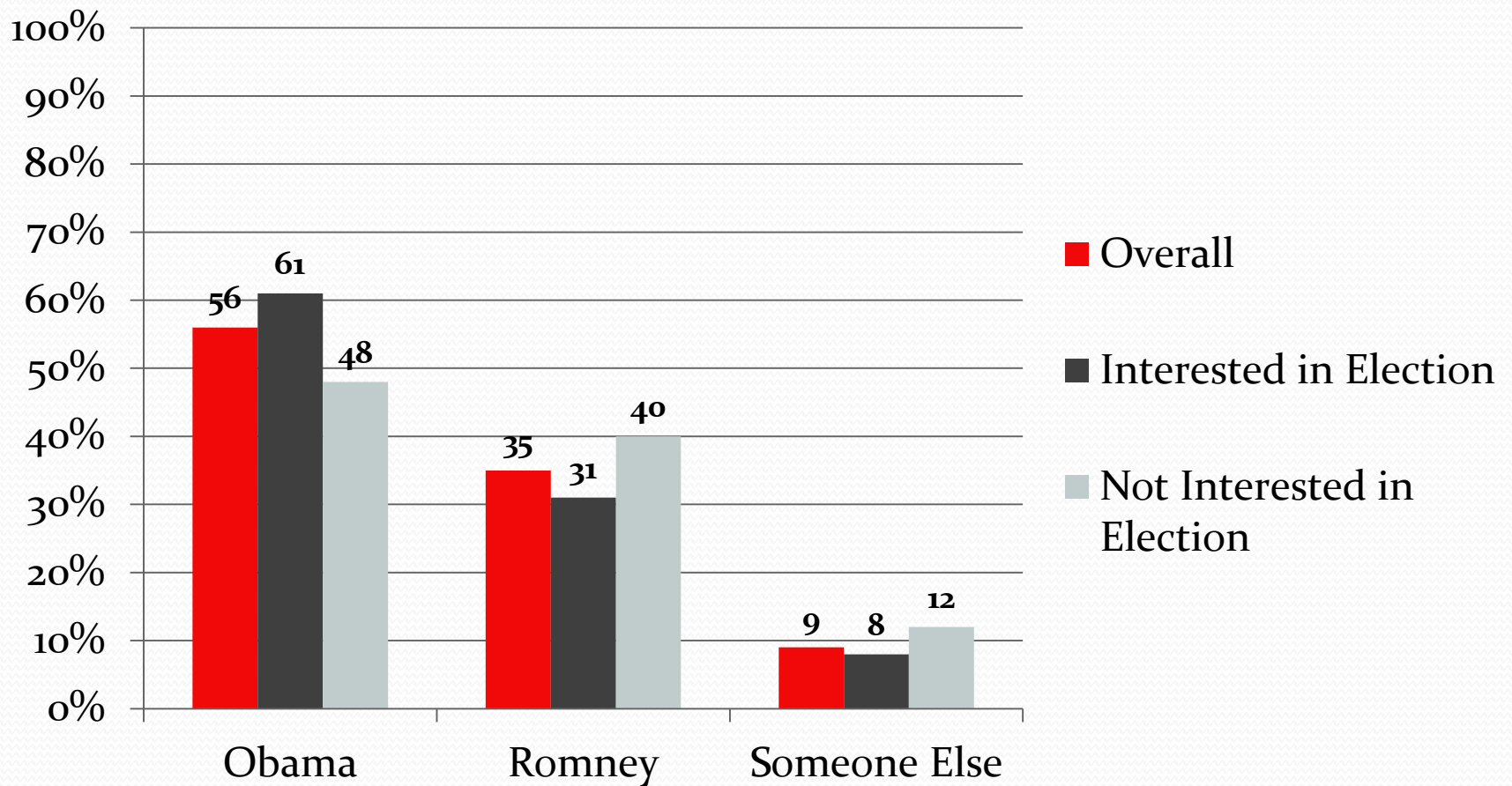
- We created four hypothetical elections where Obama was on the ballot against one of the four prominent Republican candidates that are vying for the Presidential candidacy.
- We randomized the order of the questions.

# Barack Obama vs. Rick Santorum



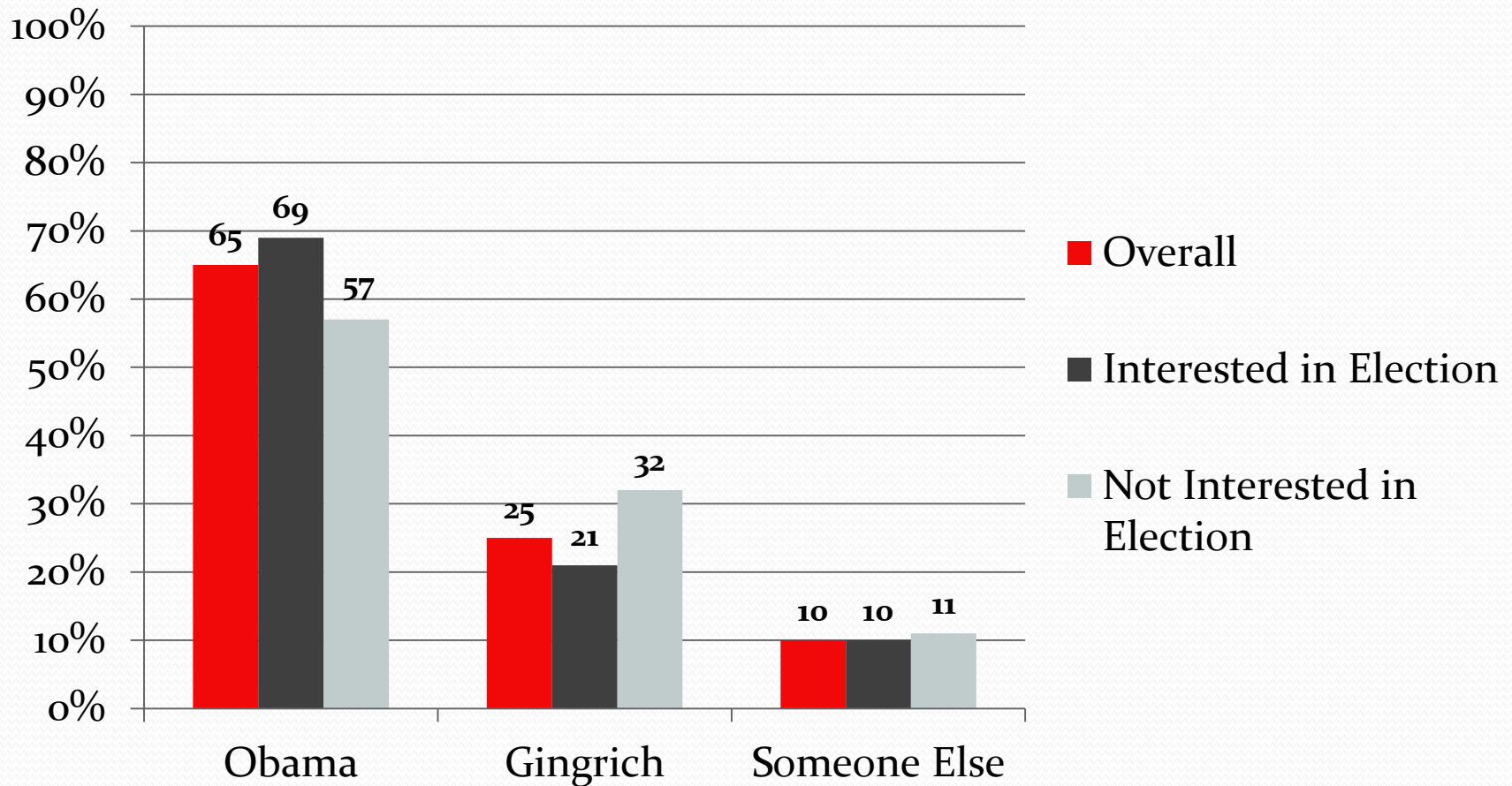
SCSU Survey: 2012 Student Spring Survey  
N=411

# Barack Obama vs. Mitt Romney



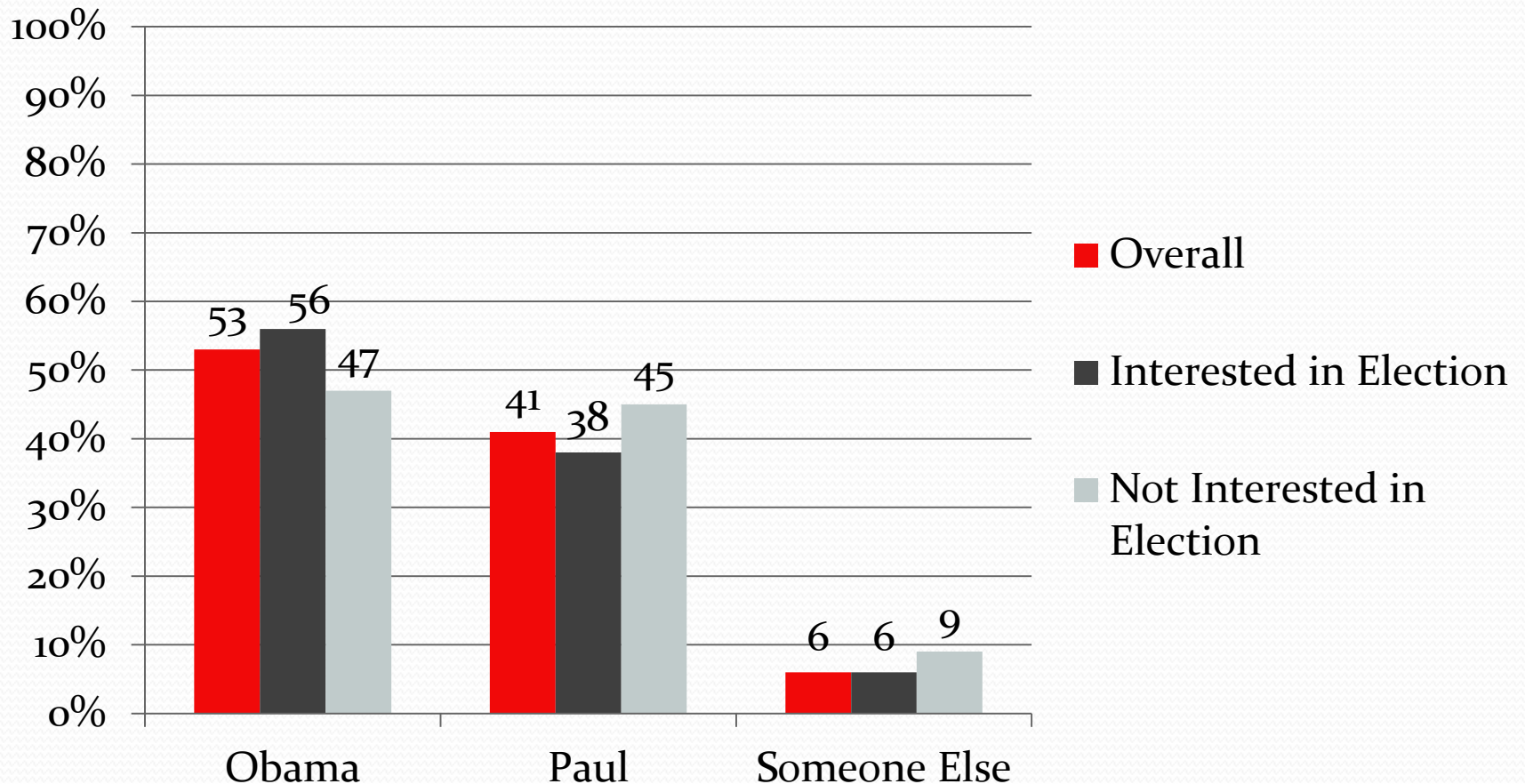
SCSU Survey: 2012 Student Spring Survey  
N=421

# Barack Obama vs. Newt Gingrich



SCSU Survey: 2012 Student Spring Survey  
N=416

# Barack Obama vs. Ron Paul



# Do students feel safe on campus at night?

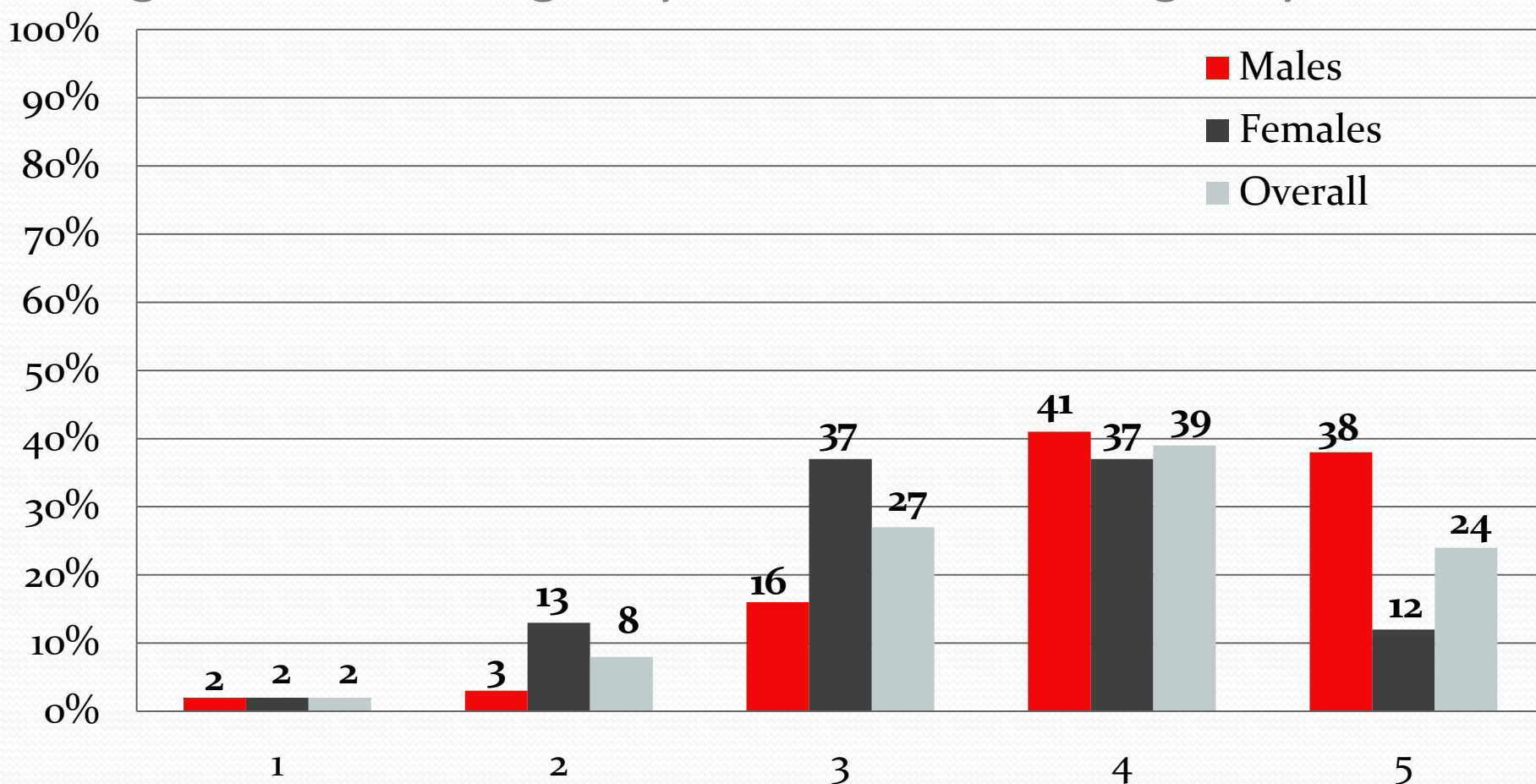
Amanda Kannas

Leah Dhein

Zach Kellar



On a scale of 1 to 5, how safe do you feel on campus at night, with 1 being very unsafe and 5 being very safe?



Chi-square: p-value < .001  
Gamma: p-value < .001

SCSU Survey: 2012 Student Spring Survey  
N=467

# Noteworthy Findings:

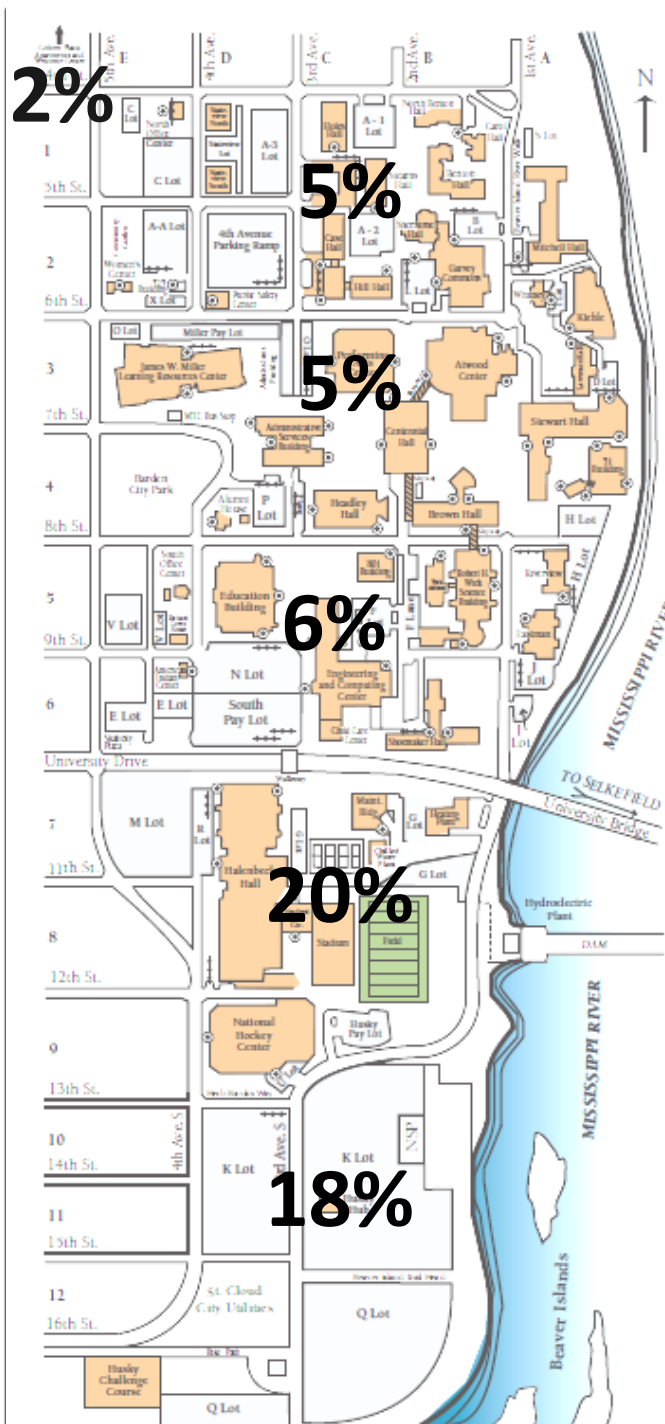
- No significant difference between:
  - Ethnic Groups
  - Dorm vs. Off Campus Residents
  - Class Standing
- There was a significant difference between different age groups, but there were too many subgroups to conclude that correlation existed.



“In which of the following areas on or around campus do you feel most concerned regarding your personal safety”

- North end of campus, which is the main dorm area
- Central area, which would include Atwood and the Library area
- Near South end, by the Education building, ECC, and Wick-Science building
- Far South end, by the Hockey Center and Halenbeck
- Student lots K and Q
- The Coborn Plaza Apartments
- Residential district between 5<sup>th</sup> avenue and 9<sup>th</sup> avenue
- There is no area of concern for you

**22% - Residential  
District**



22%-No area of  
Concern

SCSU Survey: 2012 Student Spring  
Survey  
N=461

# Comparison to Previous Years

	2003	2008	2010	2011	2012
North End	3%	7%	5%	4%	5%
Central Area	7%	6%	5%	6%	5%
Near South End	12%	10%	8%	6%	5%
Far South End	31%	41%	17%	16%	19%
Lots K and Q	***	***	18%	19%	17%
Coborn Plaza	***	***	***	2%	2%
Residential District	***	***	16%	20%	20%
No Area of Concern	44%	32%	27%	19%	20%
Don't Know	3%	4%	5%	8%	7%

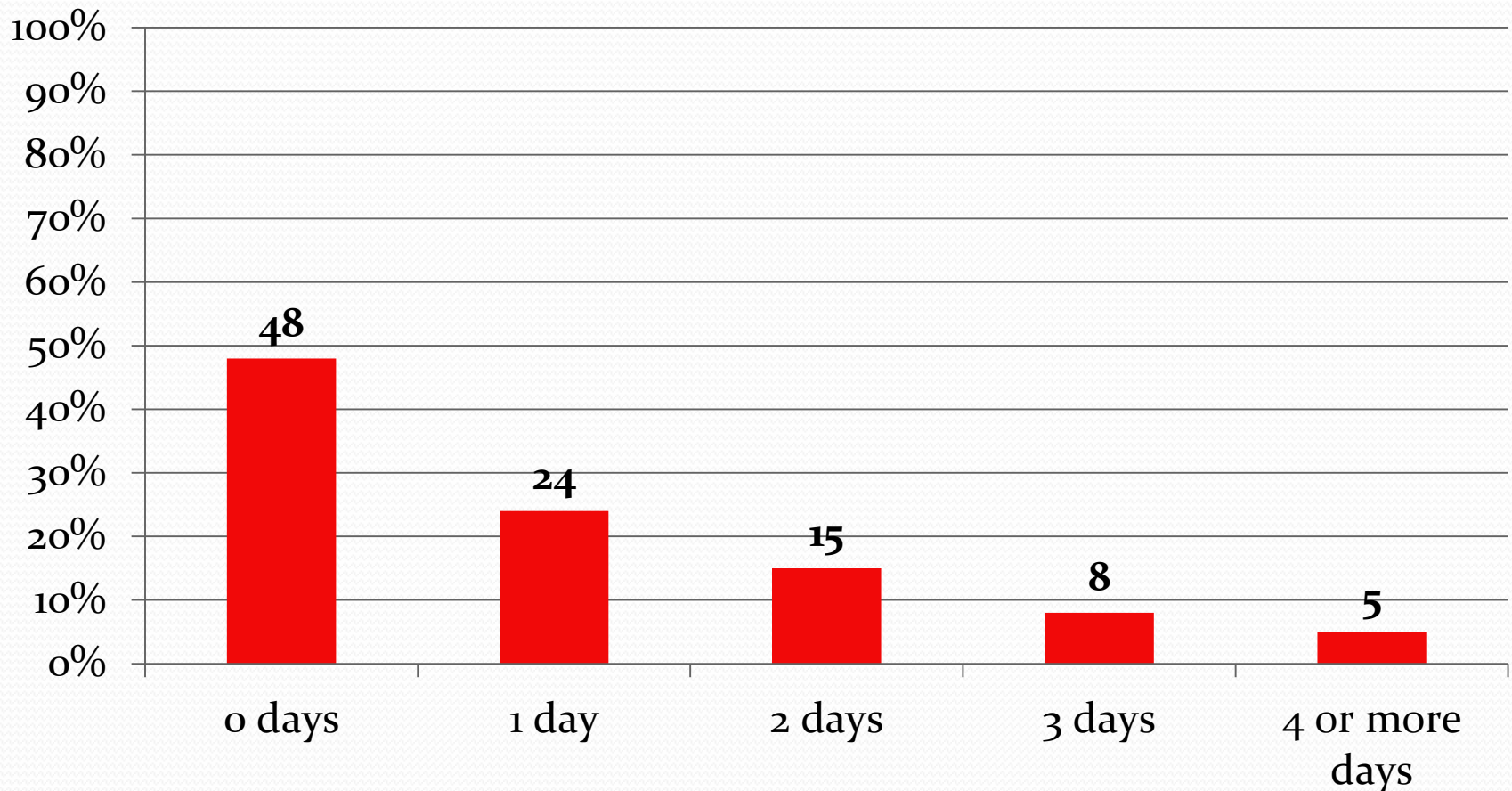
\*\*\*=choice not given

SCSU Survey: 2012 Student Spring Survey  
N=497

# **What are students self-reported drinking habits?**

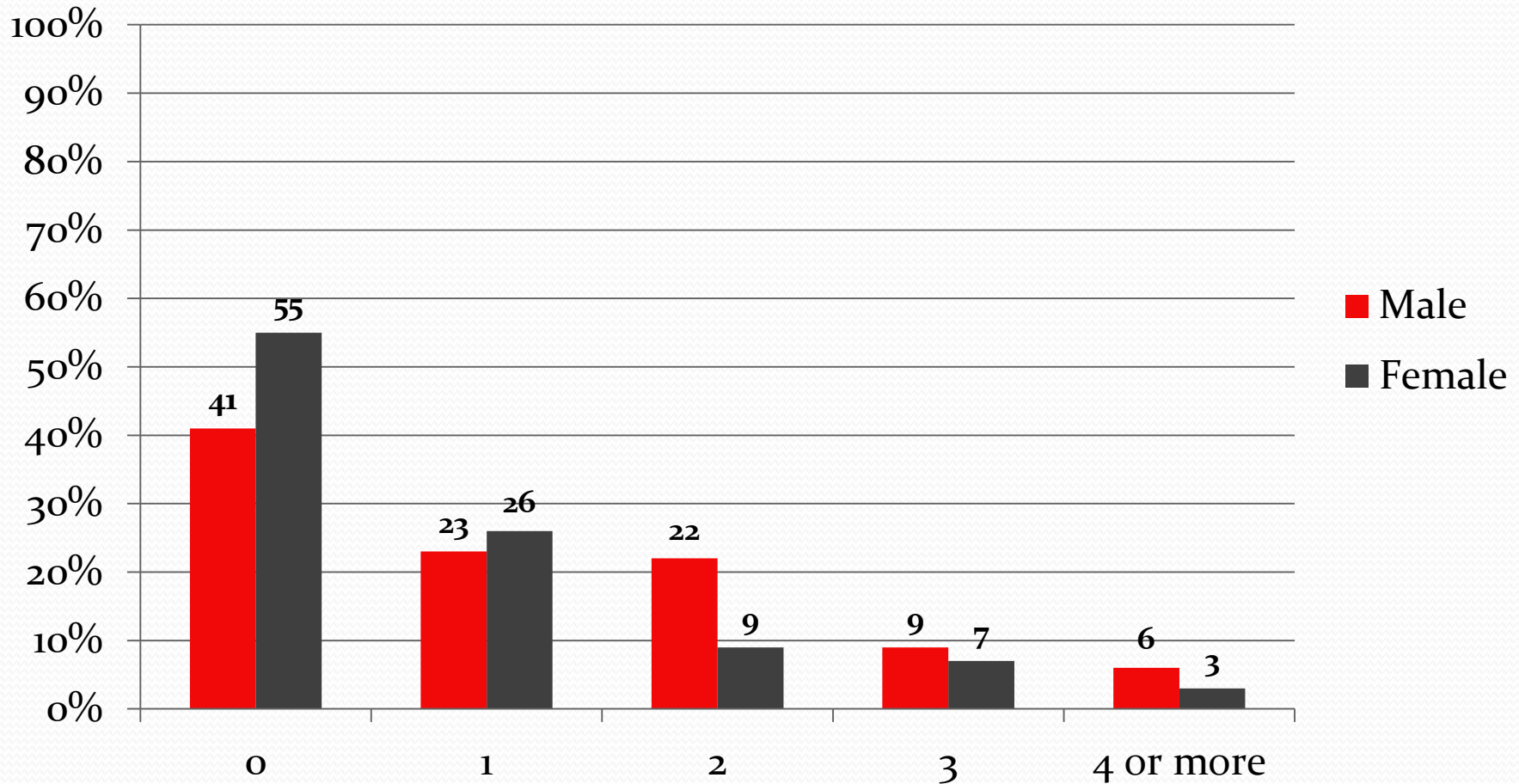
Amanda Kannas,  
Leah Dhein and  
Ricardo Martinez-Schuldt

How many days during a typical week do you consume one or more alcoholic beverages?



SCSU Survey: 2012 Student Spring Survey  
N= 503

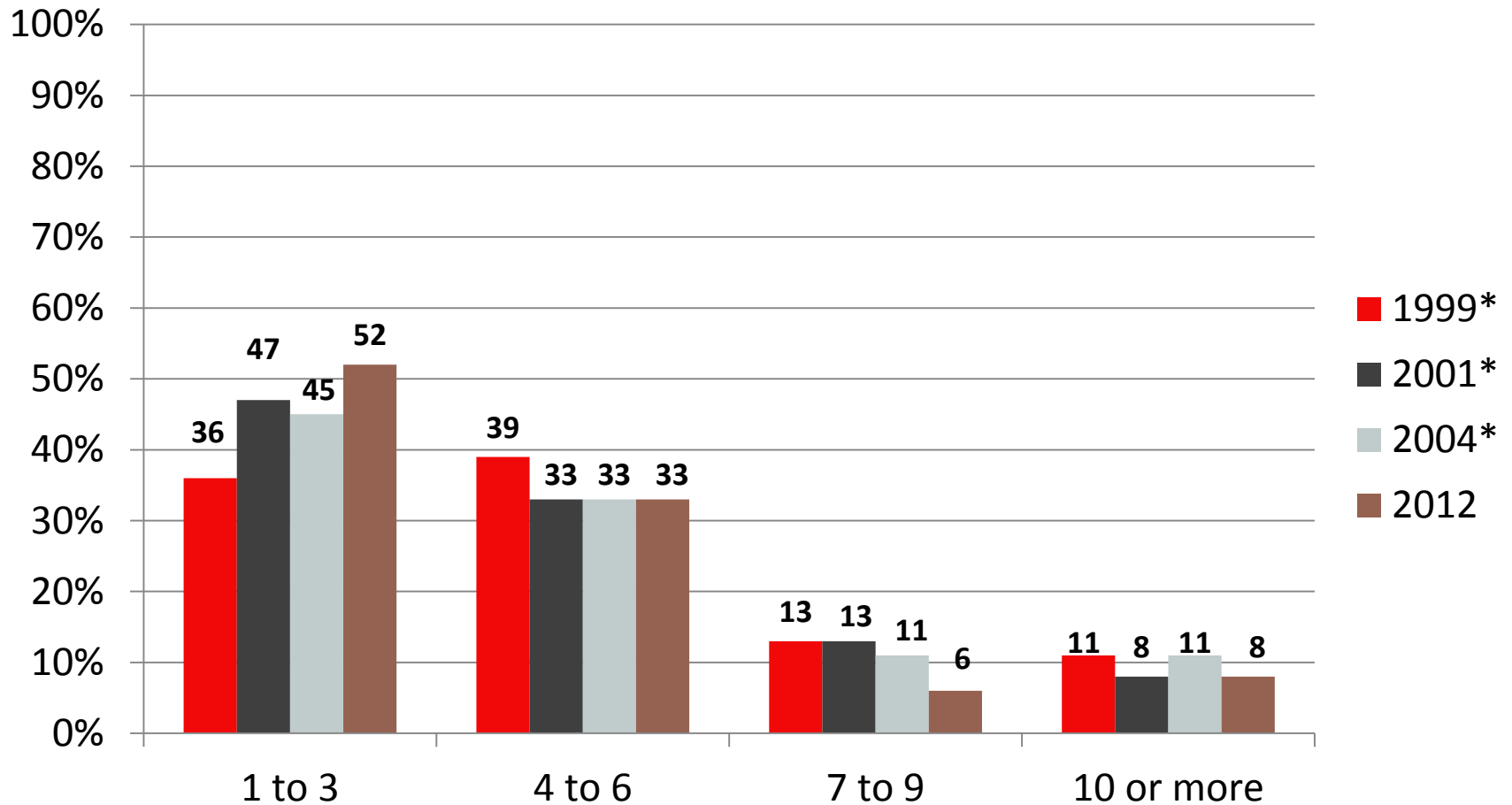
How many days during a typical week do you consume one or more alcoholic beverages?



Chi-square: p-value < .001  
Gamma: p-value < .001

SCSU Survey: 2012 Student Spring Survey  
N= 502

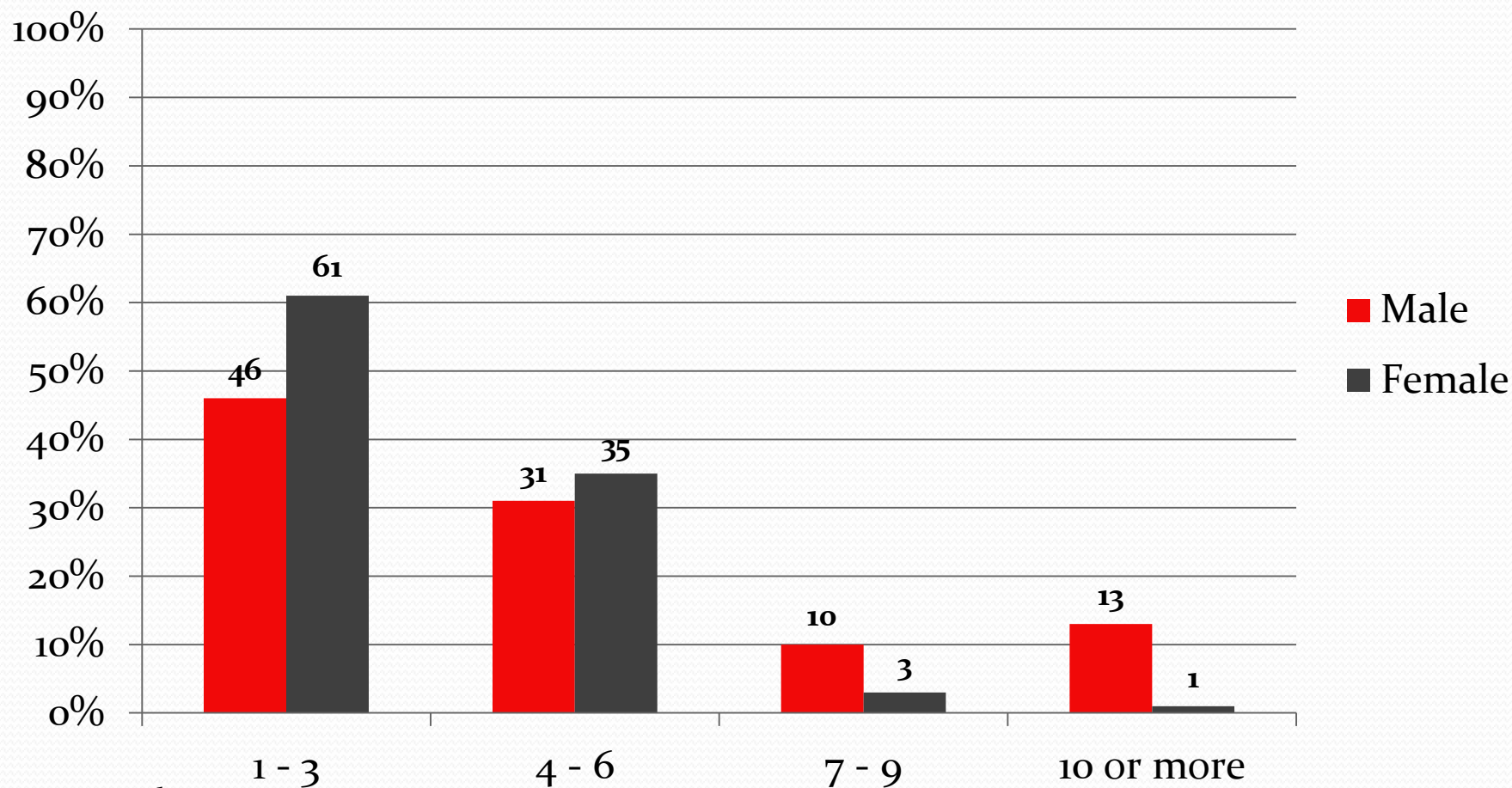
When you do consume alcohol how many drinks do you usually consume? By drinks we mean a 12oz. Beer, a 4-6 oz. glass of wine, or a 1.5 oz. shot of 80 proof alcohol, either by itself or mixed with something else?



SCSU Survey: 2012 Student Spring Survey N=255

\*Data for these years taken from the 2004 SCSU Spring Student Survey report at [www.stcloudstate.edu/scsusurvey/studies](http://www.stcloudstate.edu/scsusurvey/studies)

When you do consume alcohol how many drinks do you usually consume? By drinks we mean a 12oz. Beer, a 4-6 oz. glass of wine, or a 1.5 oz. shot of 80 proof alcohol, either by itself or mixed with something else?



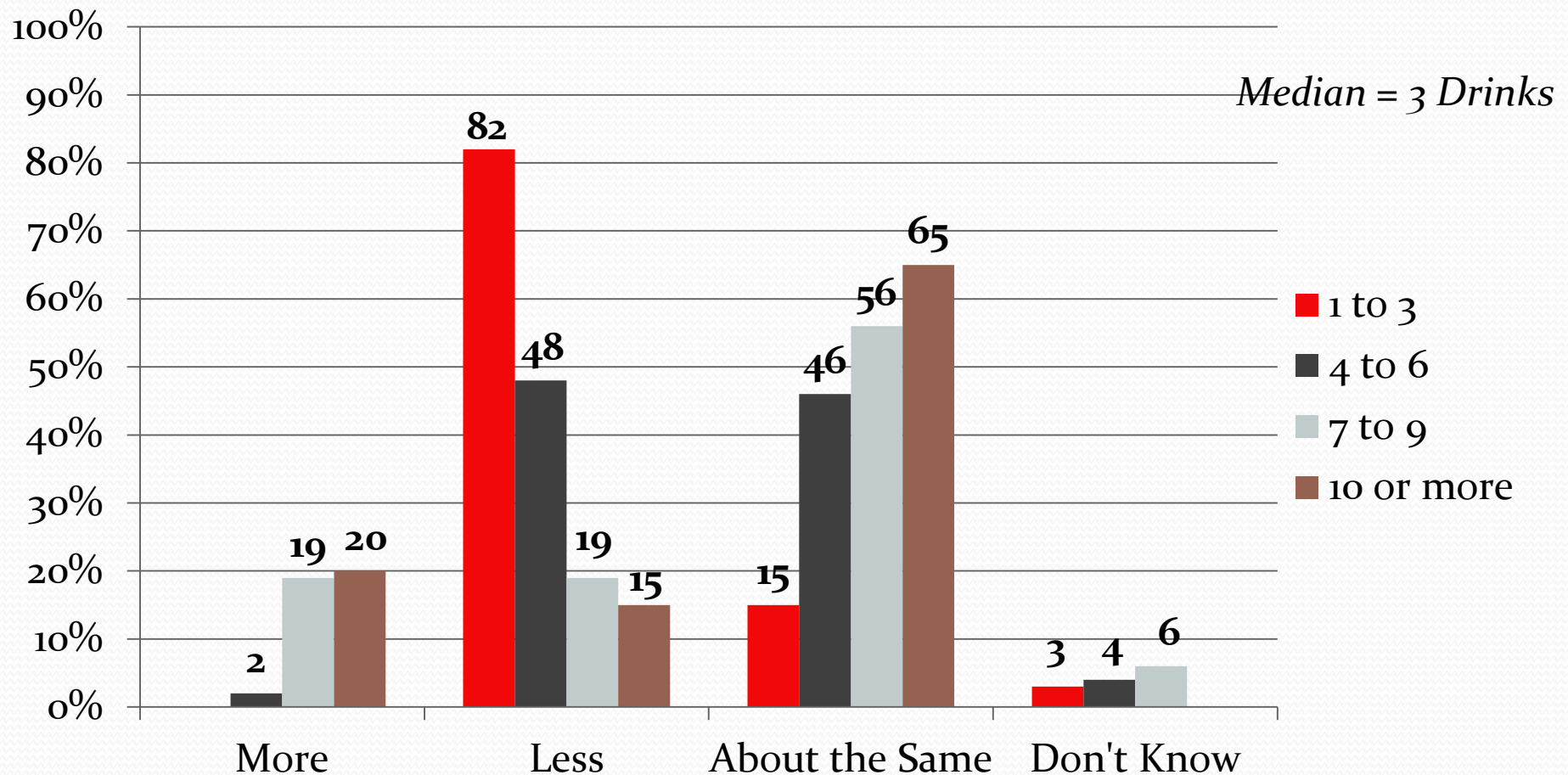
Chi-Square: p-value < .05

Gamma: p-value < .001

SCSU Survey: 2012 Student Spring Survey, N= 256



When you do drink, do you think you drink more, less, or about the same amount of drinks as other SCSU students?



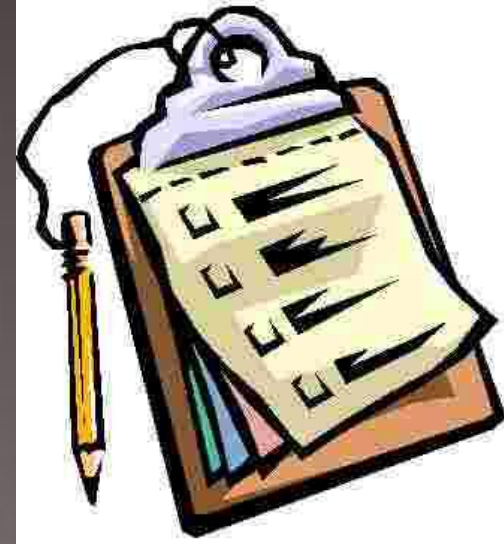
SCSU Survey: 2012 Student Spring Survey  
N= 255

# Note-Worthy Points

- Both questions regarding amount of drinks when students drink and days one drinks in a typical week:
  - No significant differences between class

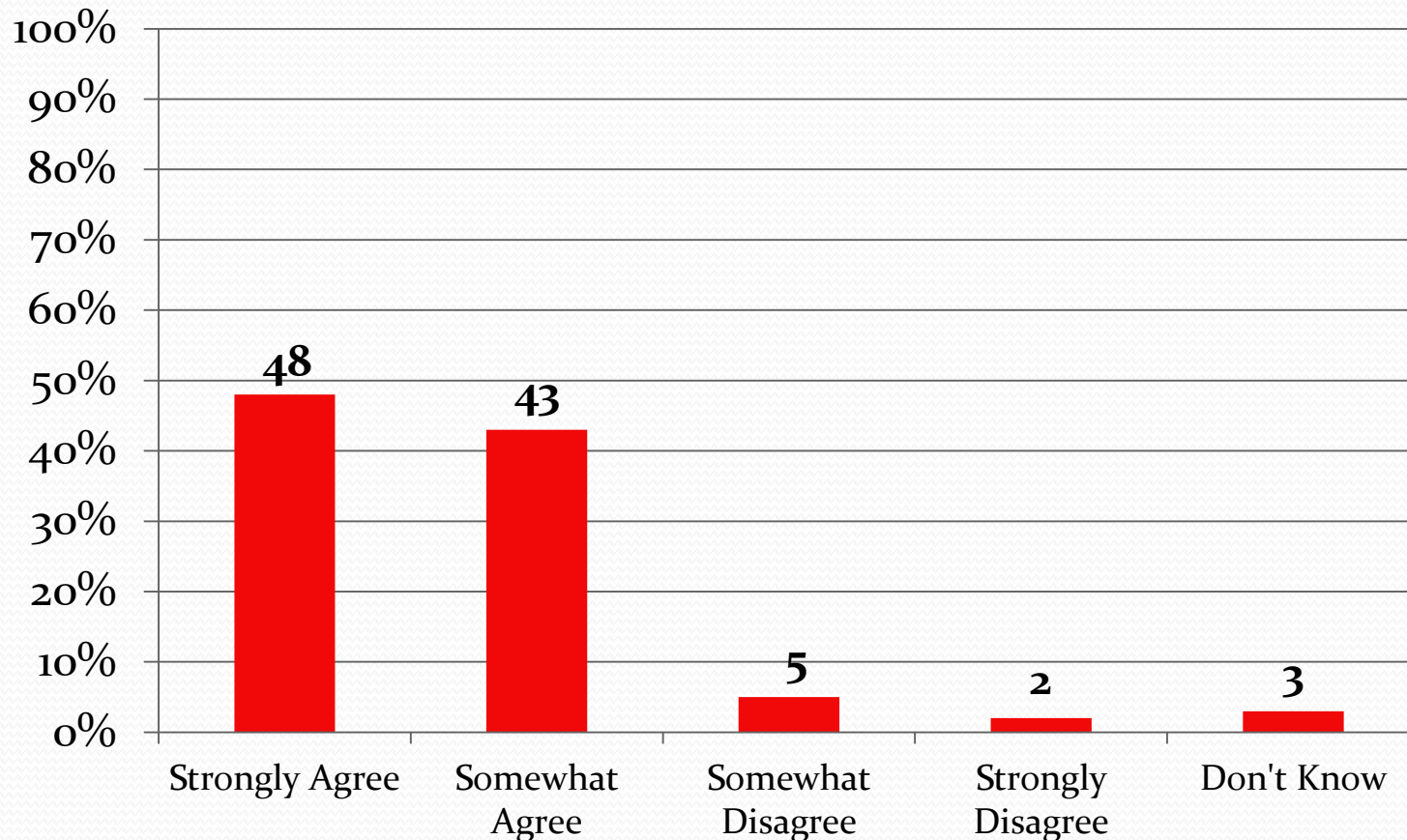
2012 results of the amount of drinks a student drinks when they consume alcohol appears to be consistent with results from the past years when this question was asked.

# Racial Environment and Diversity Requirement



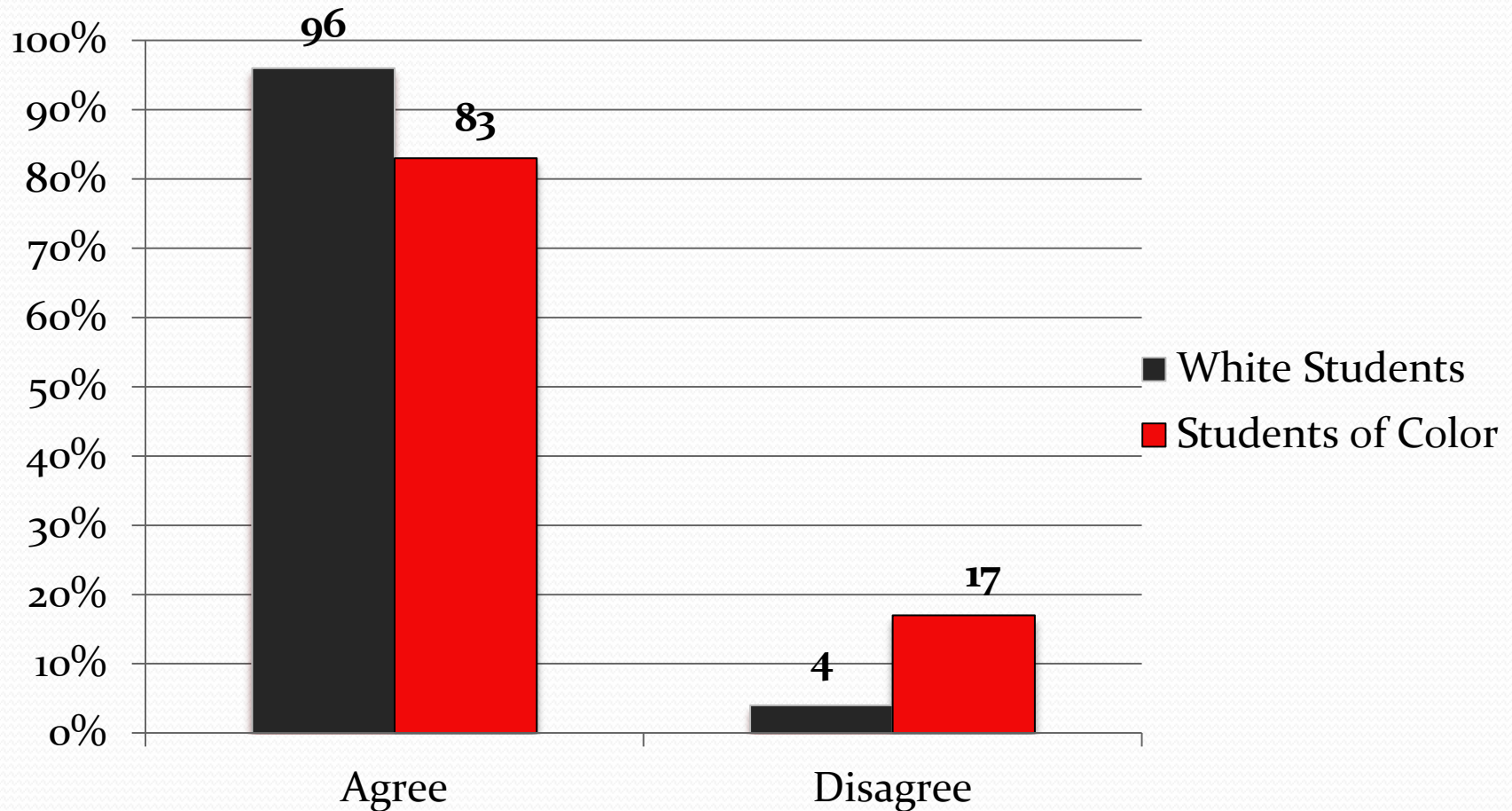
Lauren Benny, Bikal Kafle, and  
Ricardo Martinez-Schuldt

# “SCSU provides a safe racial environment for its students”



SCSU Survey: 2012 Student Spring Survey  
N= 506

“SCSU provides a safe racial environment for its students”



Chi-Square: p-value <.001

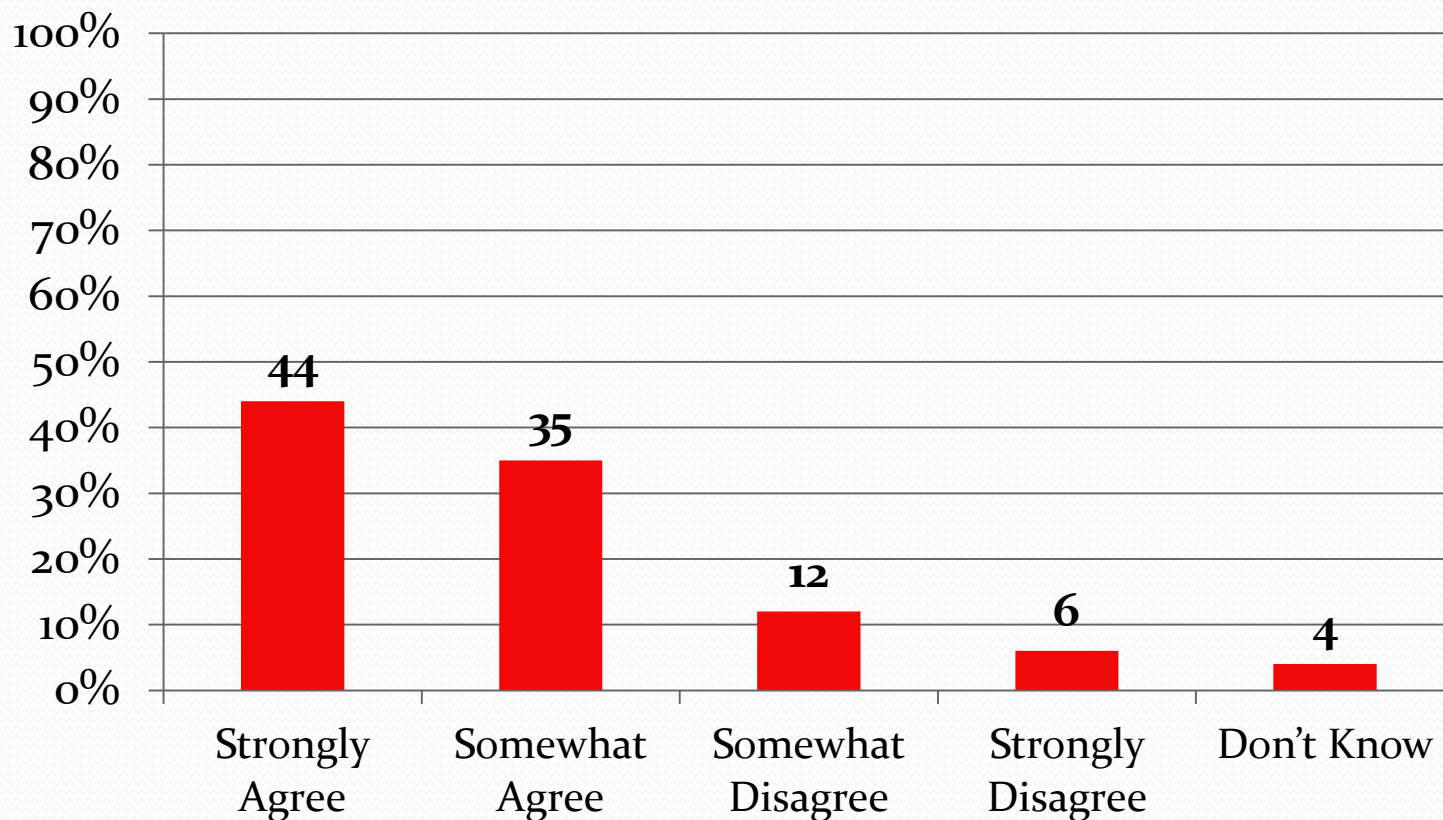
SCSU Survey: 2012 Student Spring Survey N= 475

## **“Goal 7. Human Diversity**

*Goal: To increase students' understanding of individual and group differences (e.g. race, gender, class) and their knowledge of the traditions and values of various groups in the United States. Students should be able to evaluate the United States' historical and contemporary responses to group differences” –SCSU Liberal Education goals*

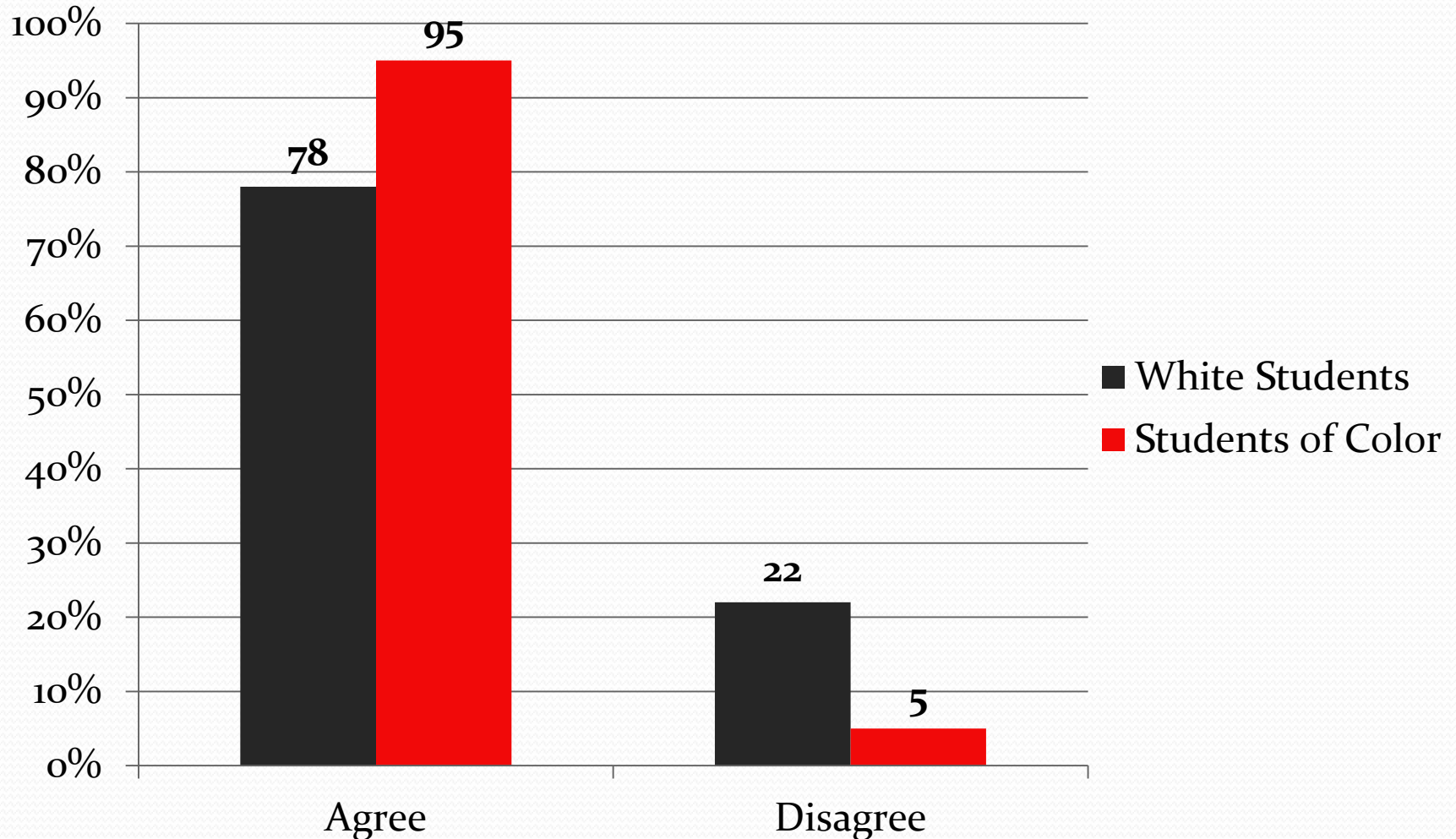
**\*This explanation not provided to respondents**

“It is important that SCSU maintains a diversity requirement for graduation.”



SCSU Survey: 2012 Student Spring Survey  
N= 507

“It is important that SCSU maintains a diversity requirement for graduation.”

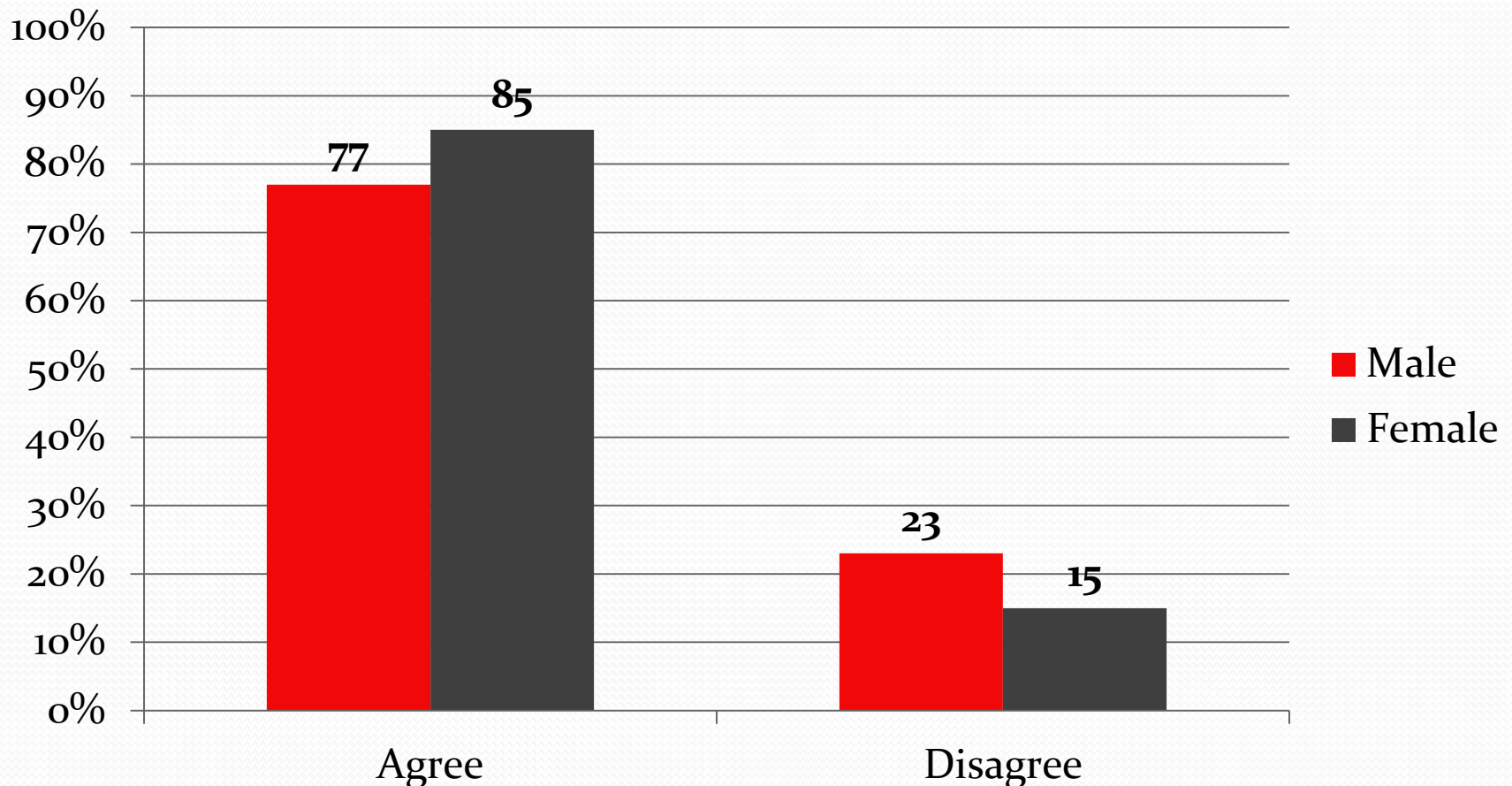


Chi-Square: p-value < .001

SCSU Survey: 2012 Student Spring Survey N= 472



“Is it important that SCSU maintains a diversity requirement for graduation”



# Note-Worthy Points

- For both of the previous questions (racial environment and diversity requirement)
  - No significant difference between:
    - Dorms and off campus residents
    - Year in school

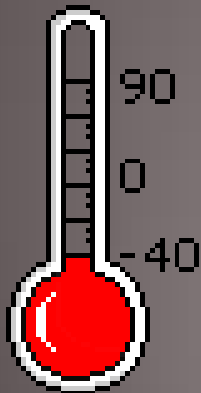
While there were differences between white students and students of color for each of the previous questions, the overwhelming majority both groups agree that SCSU provides a safe racial environment and that SCSU should continue to require the diversity requirement.

# Feeling Thermometer

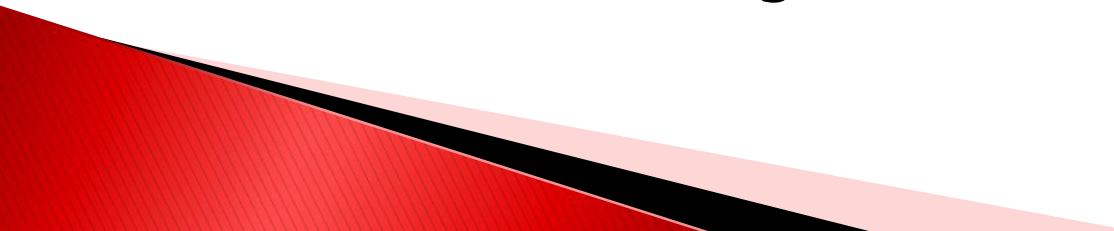
Katie Lahr

Sonny Sherman

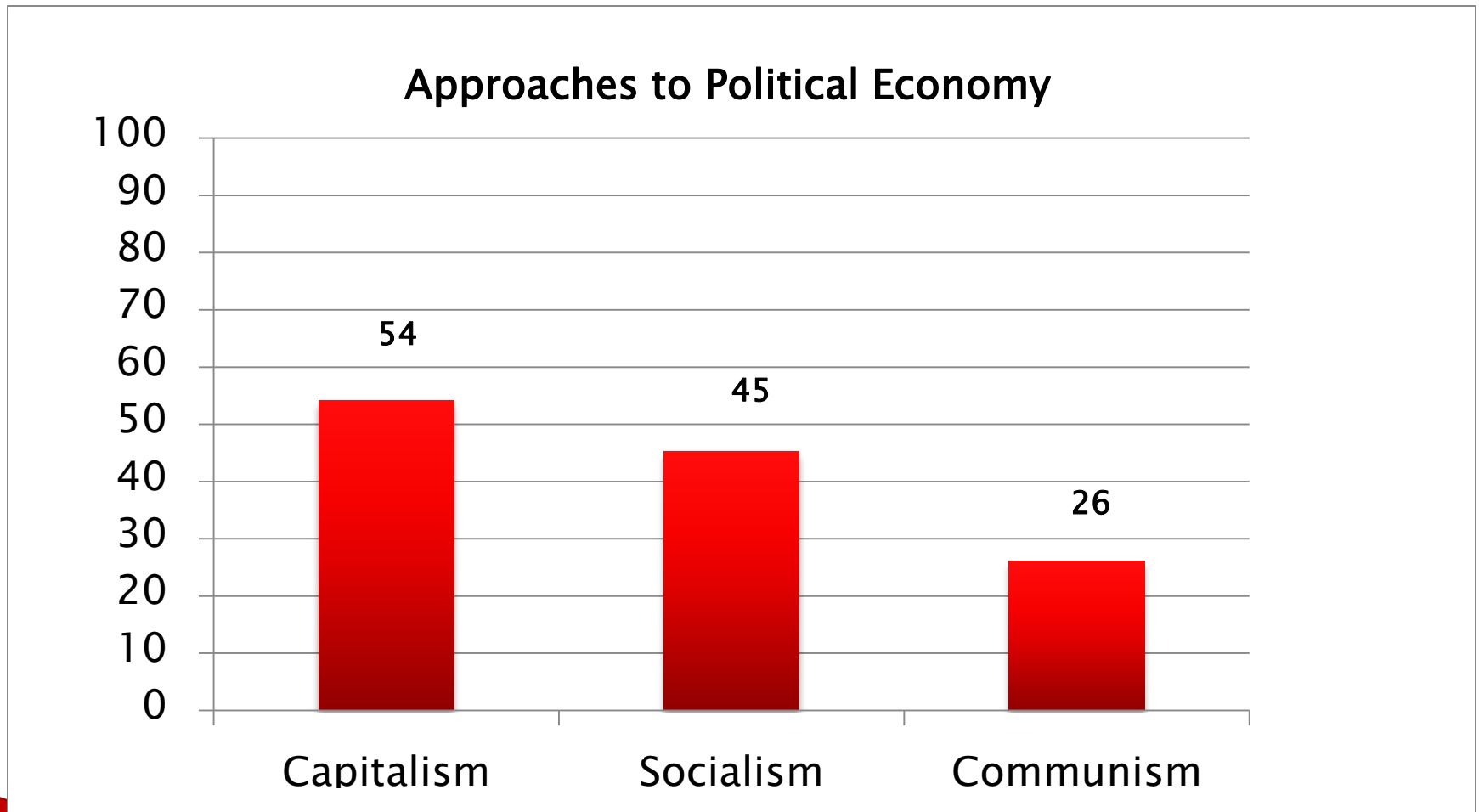
Andrew Godziek



# Feeling Thermometer Questions

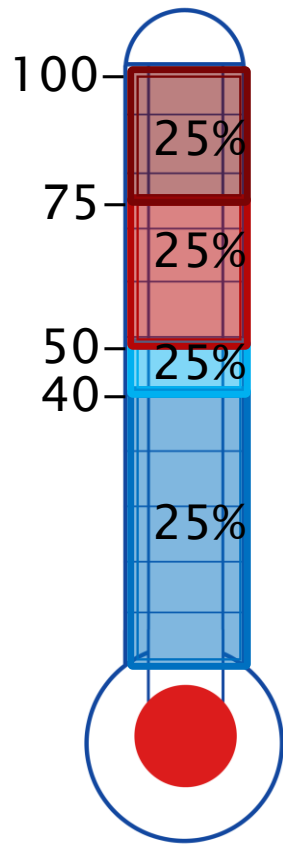
- ▶ Please think of a thermometer that has a range of 0 to 100 degrees. I'd like you to rate your feelings toward some terms and other groups who are in the news. Ratings on the thermometer between 50 and 100 degrees mean that you feel favorable and warm toward the term or group. Ratings between 0 and 50 degrees mean that you do not feel too favorable towards the term or group. If we come to a term you don't know or recognize, you don't need to rate it. Just tell me and we will move on to the next one. If you do recognize the term, but do not feel particularly warm or cold toward the term, you would rate the term at the 50 degree mark.
- 

# Feeling Thermometer Mean



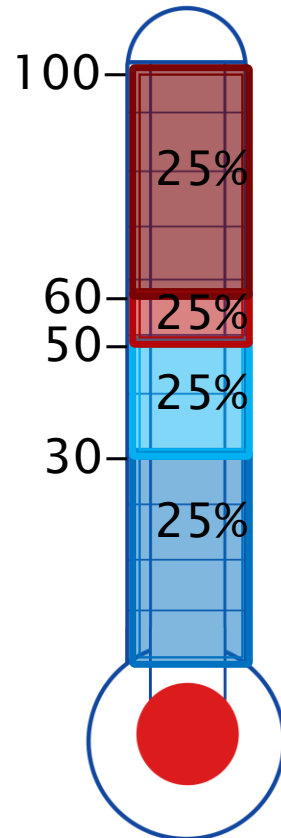
SCSU Survey: 2012 Student Spring Survey  
N=466

## Capitalism



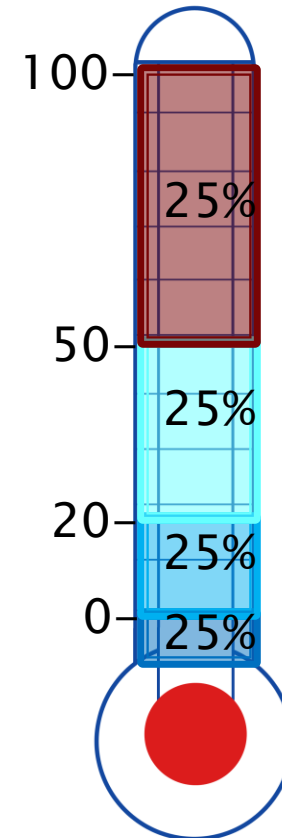
N = 466

## Socialism



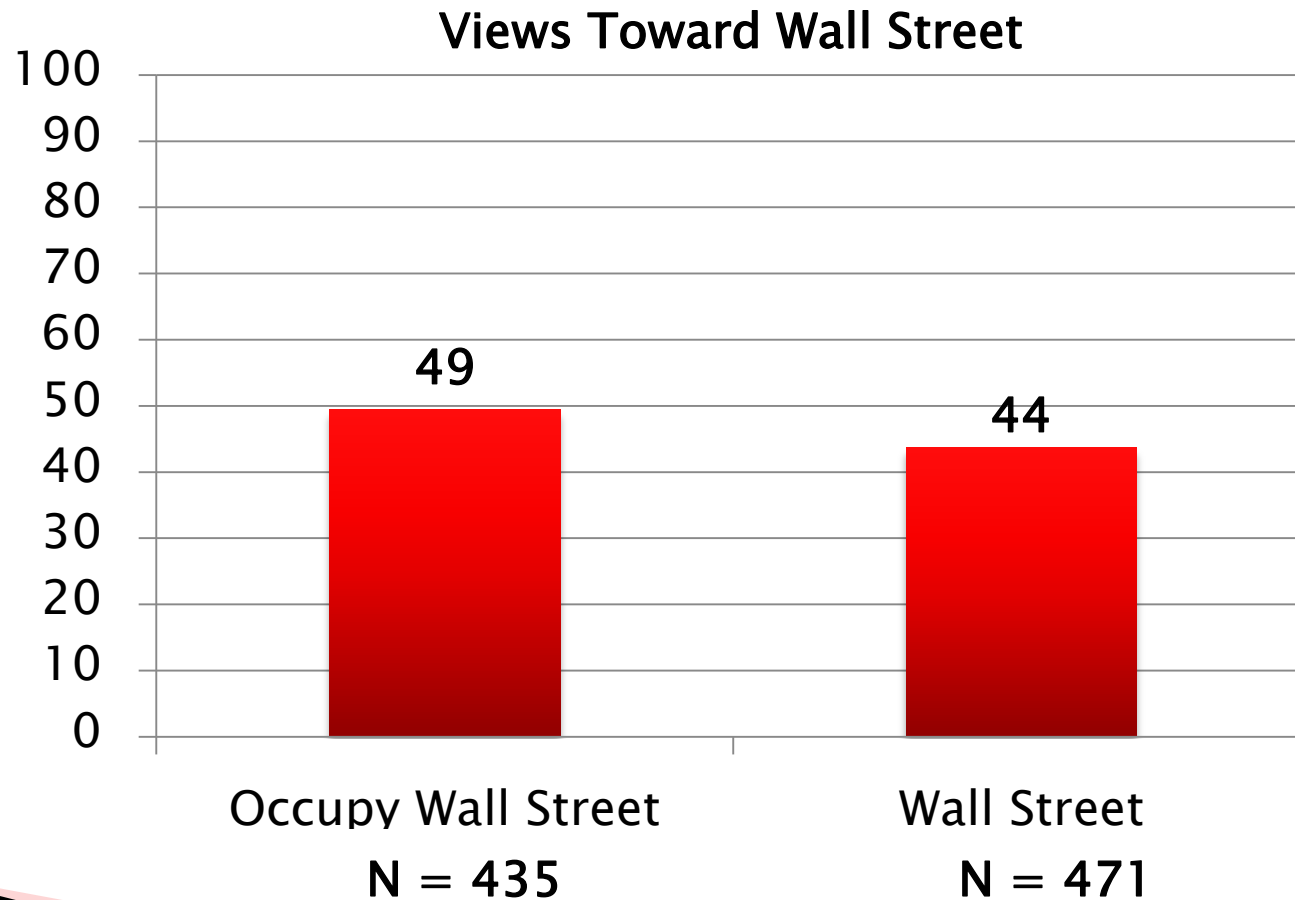
N = 471

## Communism



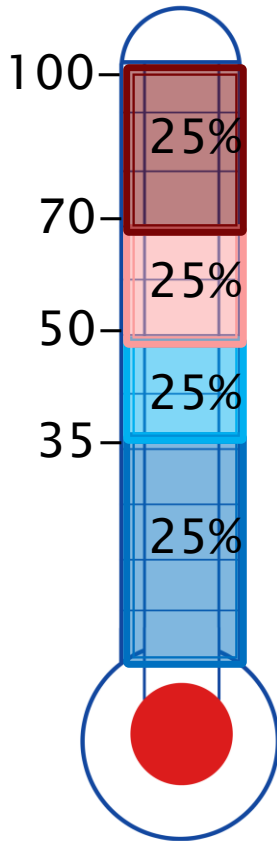
N = 472

# Wall Street Mean



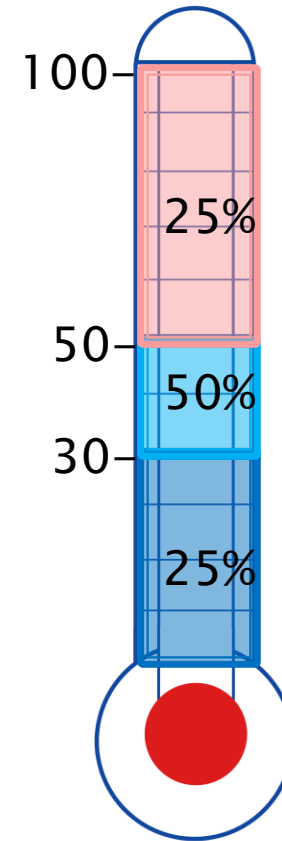
# Wall Street & Occupy Wall Street

Occupy Wall Street



N = 435

Wall Street



N = 471

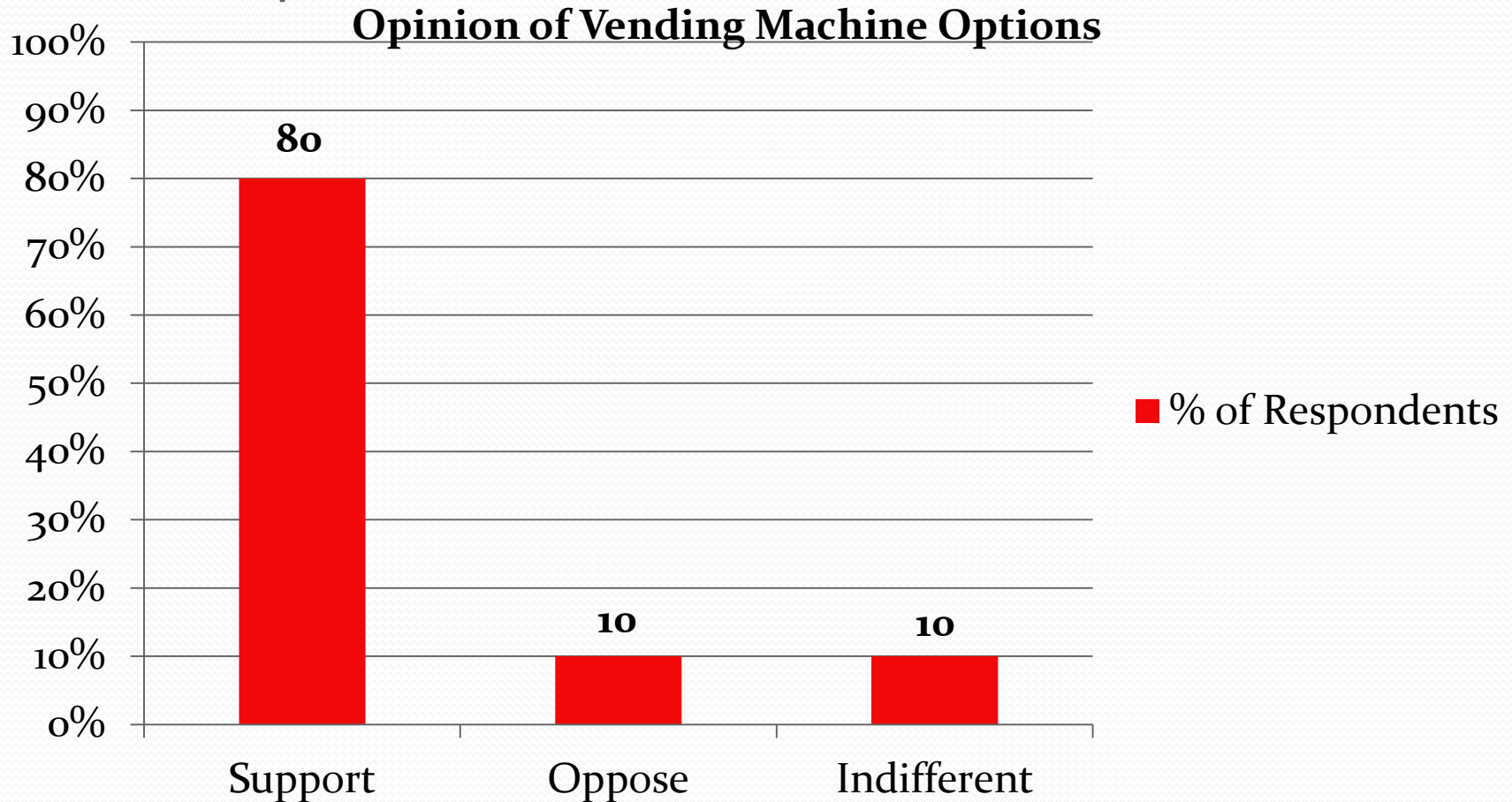


# Health and the Environment



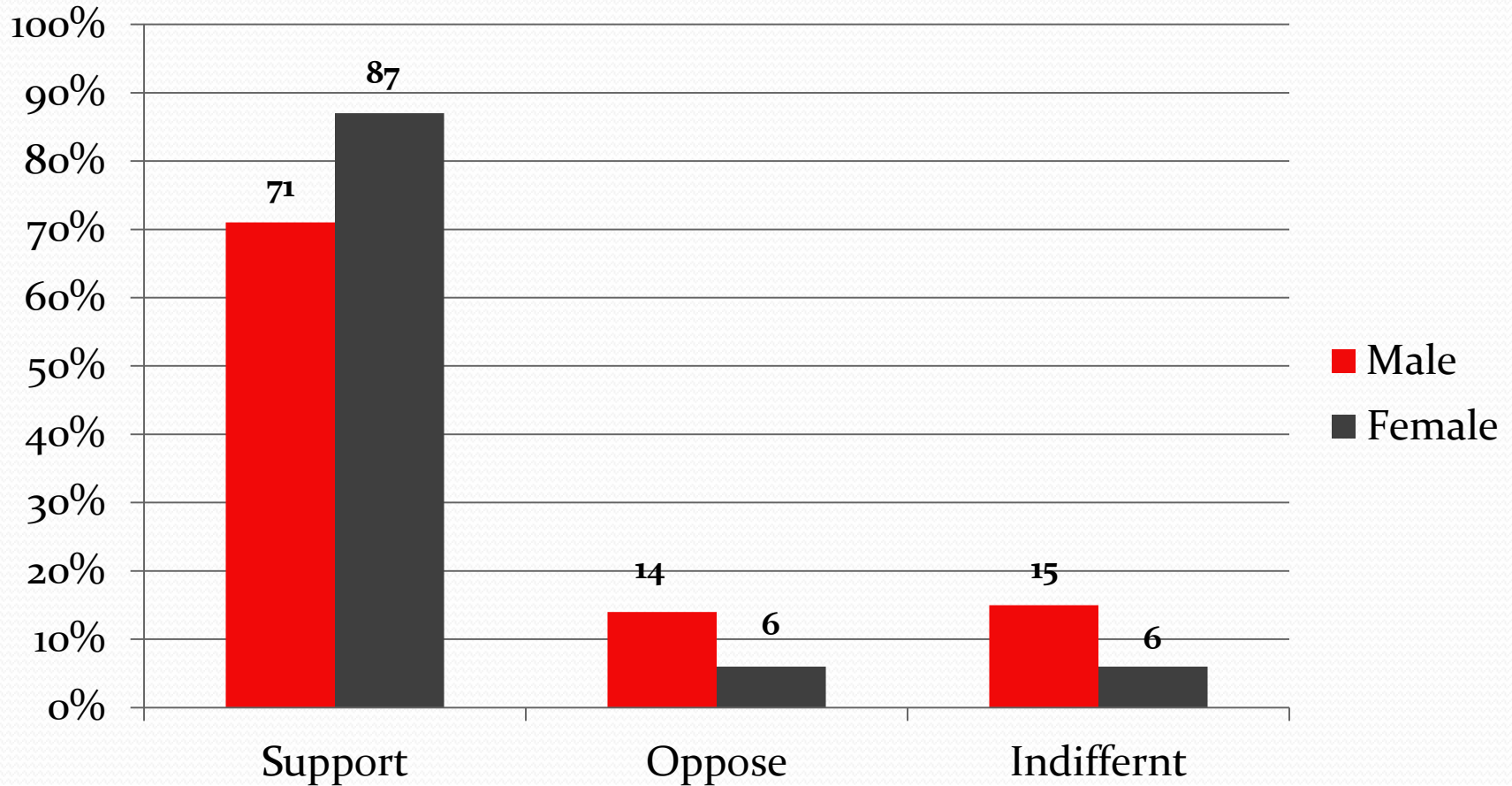
Liz Dirks and Karen Stay

Would you support or oppose replacing some vending machine options with healthier choices?



SCSU Survey: 2012 Student Spring Survey  
N=495

# Vending machines: gender



SCSU Survey: 2012 Student Spring Survey  
N=495

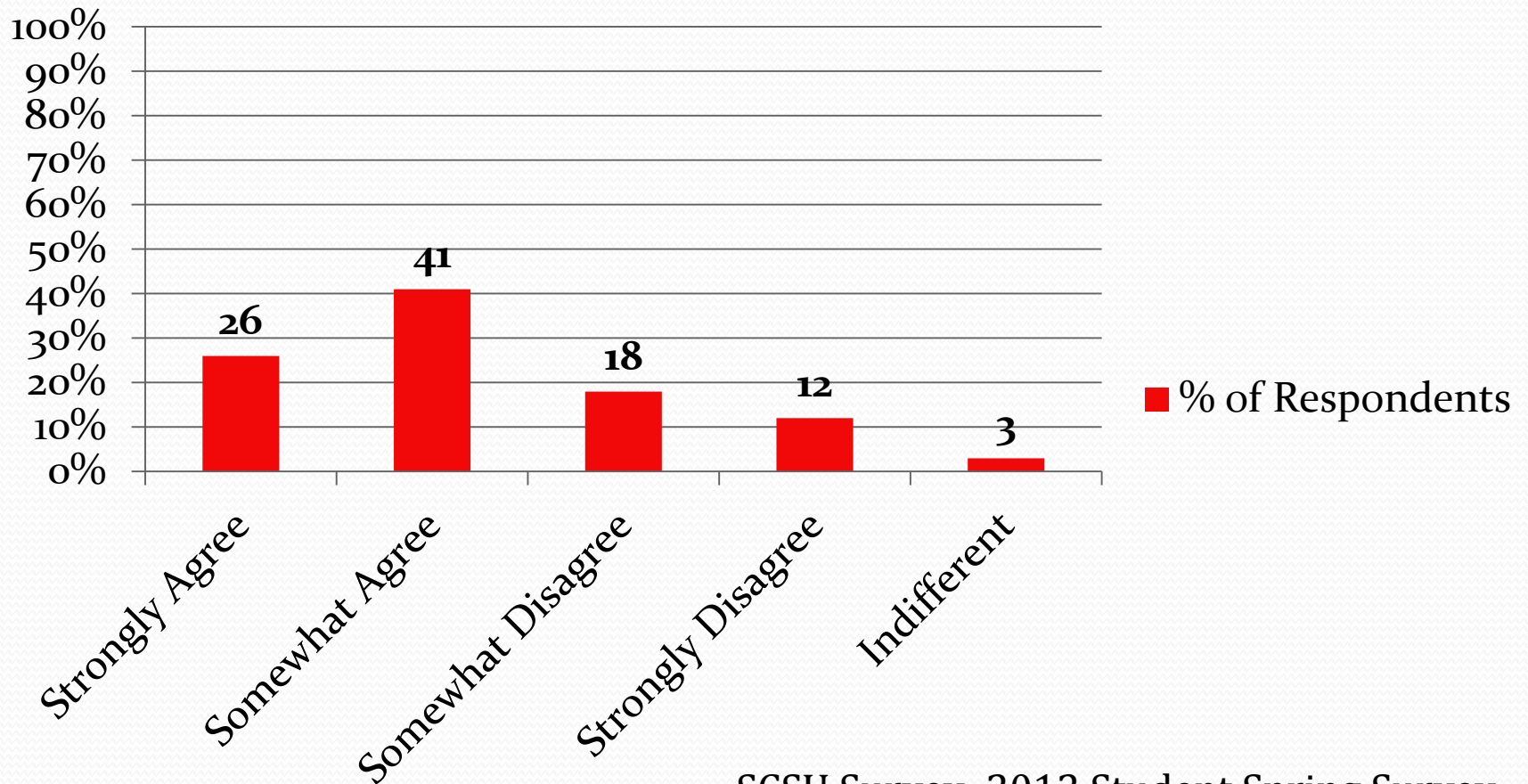
# Vending Machine Break Down

	Support	Oppose	Indifferent
<b>Male</b>	71%	14%	15%
<b>Female</b>	87%	6%	6%
<b>Born Between 1988-1996 Age 16-24</b>	79%	13%	8%
<b>Born Between 1972-1987 Age 25-40</b>	83%	3%	14%
<b>Born Between 1944-1971 Age 41-68</b>	68%	11%	21%



SCSU Survey: 2012 Student Spring Survey  
N=495 Gender 492 Age

Recently St. Ben's enacted a ban on water bottle sales on campus, to promote the use of refillable containers, would you agree or disagree that SCSU should implement a similar ban.



SCSU Survey: 2012 Student Spring Survey  
N=503

# Water Bottle Bans

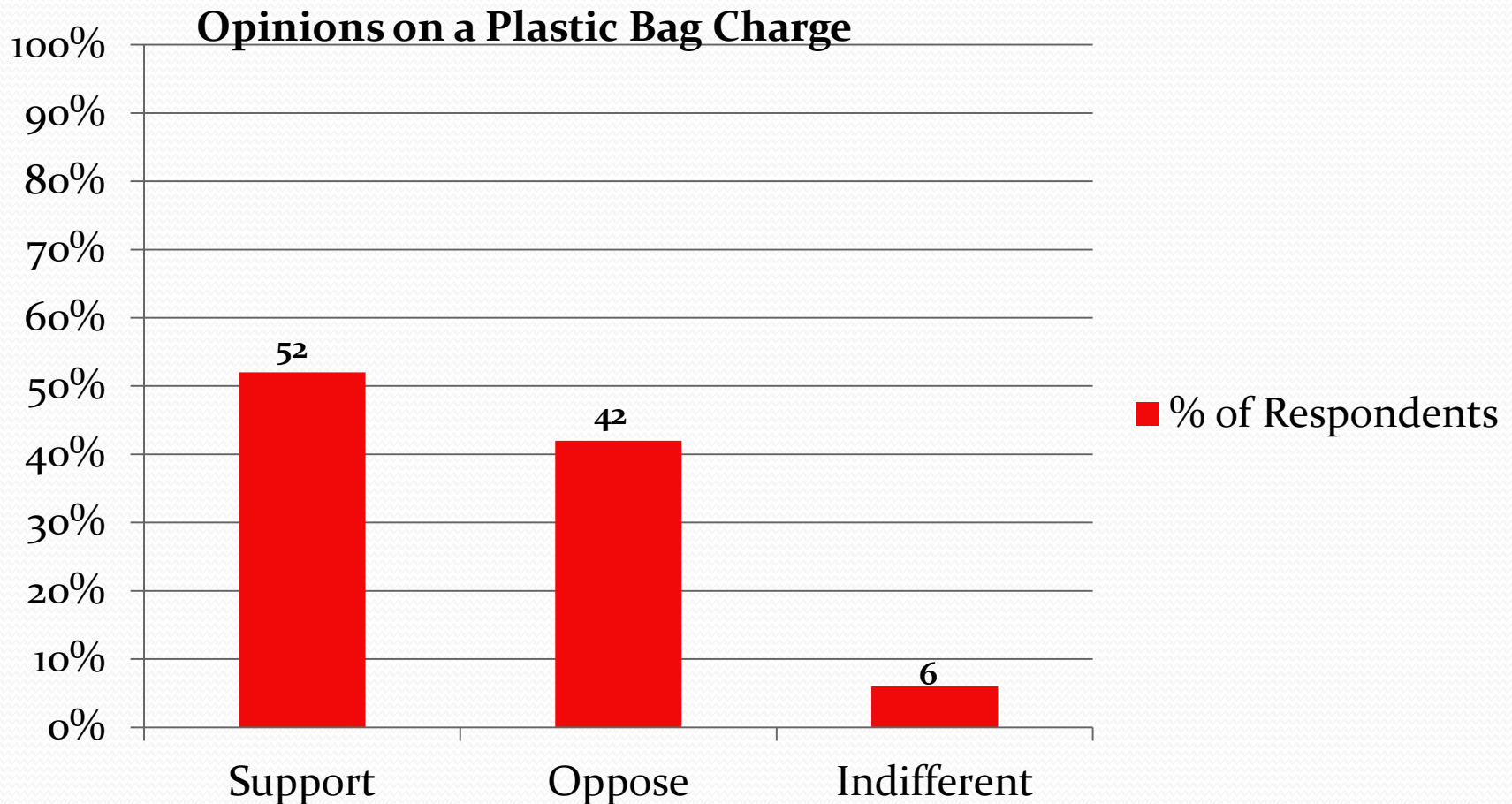
- St. Ben's is 1 of 90 colleges in the United States, and first in Minnesota, to implement a water bottle policy.
- The Culture of It All: University of California Berkeley and Columbia University of New York decided against a ban, the culture of sweetened beverages and plentiful commerce.



SCSU Survey: 2012 Student Spring Survey

<http://www.bloomberg.com/news/2012-03-07/ivy-colleges-shunning-bottled-water-jab-at-22-billion-industry.html>

Would you support or oppose a charge on plastic bags at campus stores to encourage the use of reusable bags?



SCSU Survey: 2012 Student Spring Survey  
N=504

# Significance in Plastic Bag Ban

	Support	Oppose	Indifferent
1 <sup>st</sup> Year Student	44 <sup>0</sup> %	51 <sup>0</sup> %	5%
2 <sup>nd</sup> Year Student	56 <sup>0</sup> %	37 <sup>0</sup> %	7%
3 <sup>rd</sup> Year Student	41 <sup>0</sup> %	53 <sup>0</sup> %	6%
4 <sup>th</sup> Year Student	56 <sup>0</sup> %	37 <sup>0</sup> %	7%
Special Circumstance Students	62 <sup>0</sup> %	31 <sup>0</sup> %	6%

Chi-Square <0.05  
P-Value

SCSU Survey: 2012 Student Spring Survey  
N=502



# Plastic Bag Law

- Cities and States that have approved a ban San Francisco, Washington State: including Portland and Seattle.
- Los Angeles wrestles with the issue as City Council has studied this for more than four years.



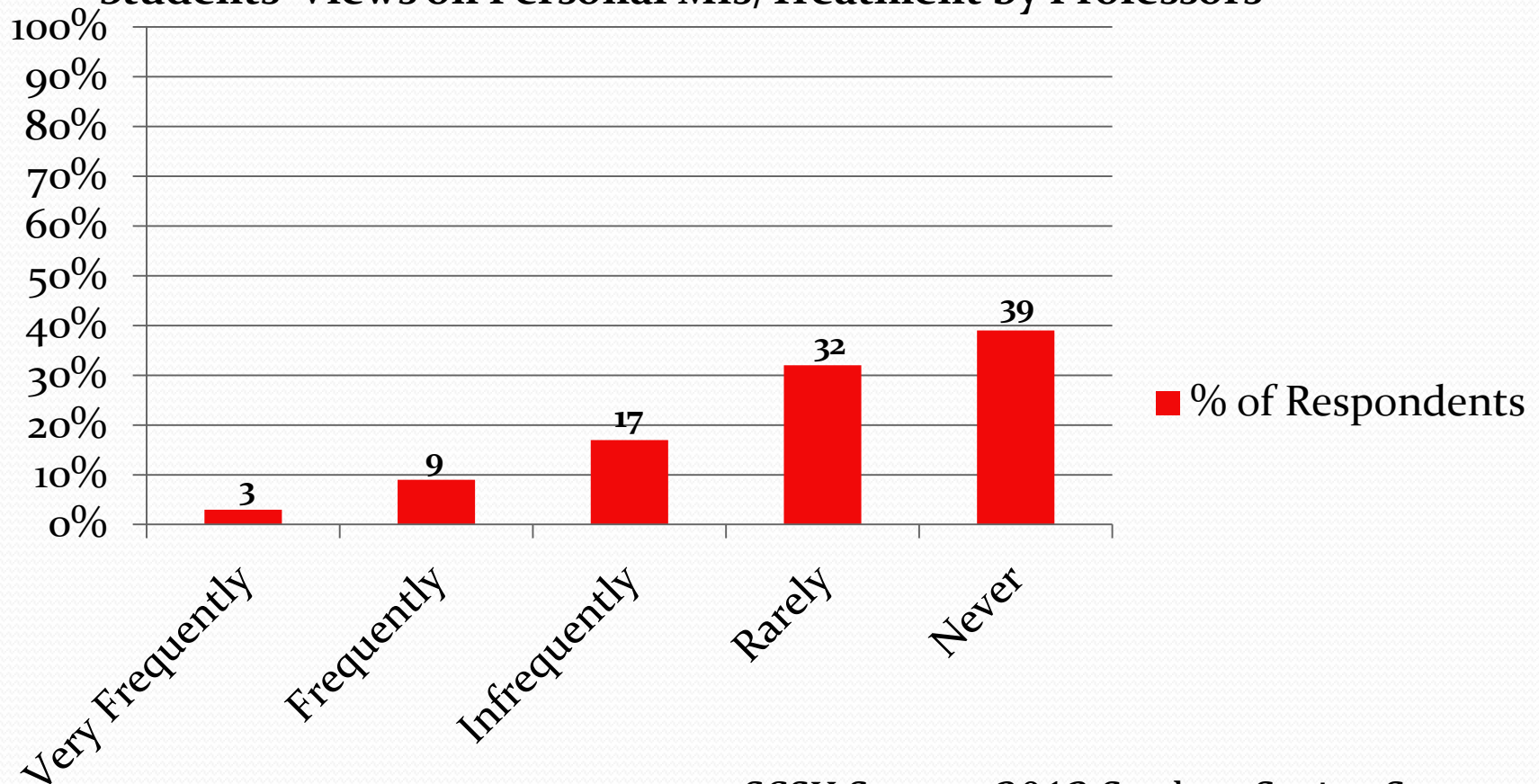
- Plastic bag recycling versus paper bag use.

SCSU Survey: 2012 Student Spring Survey

<http://www.nytimes.com/2011/12/20/us/seattle-bans-plastic-bags-and-sets-a-5-cent-charge-for-paper.html>

# How frequently have you felt unfairly treated by a Professor at SCSU?

**Students' Views on Personal Mis/Treatment by Professors**



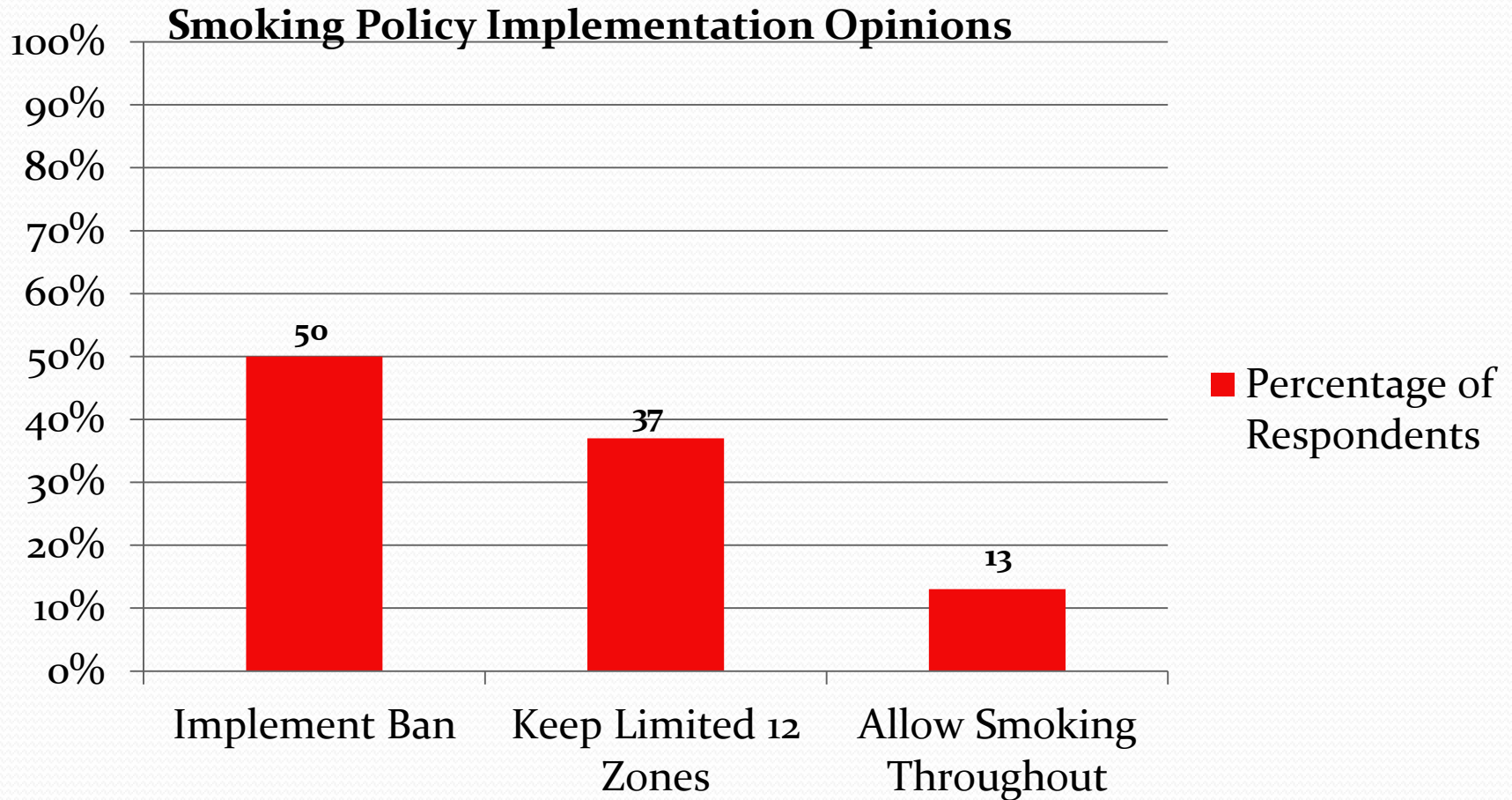
SCSU Survey: 2012 Student Spring Survey  
N=503

As you may know, as of August 1 of this year St. Cloud State University will be a tobacco-free campus. Exceptions will be made in accordance with the Minnesota Clean Indoor Air Act, which will allow tobacco use in traditional Native American ceremonies, scientific studies and theatrical productions. Further, tobacco use will be permitted inside private motor vehicles on university property as long as tobacco users demonstrate respect for individuals and the environment. Which of the follow course of action regarding the SCSU smoking policy do you support:

1. Implement the policy going into effect August 1<sup>st</sup>
2. Keep the present policy which limits smoking to about 12 specified smoking zones.
3. Allow smoking throughout campus but not in any buildings.



# Smoking Ban Policy



SCSU Survey: 2012 Student Spring Survey N=500

# Gender and Ethnicity on the Smoking Policy

	Implement Ban	Keep Limited to 12 Zones	Allow Smoking Throughout
Male	41%	43%	17%
Female	58%	32%	10%
Students of Color	55%	33%	13%
Caucasian	49%	38%	13%



SCSU Survey: 2012 Student Spring Survey  
N=500

# Note-Worthy Points

- No significant difference between:
  - Dorms and off campus residents
  - International Student or Native Born

# The Benefits

- The SCSU Student Survey has been and continues to be an academic and social tool.
  - Student Directors are able to actively write and learn from the questions within the survey.
  - Students of our Faculty Directors can learn from and research the data gained from this survey.
  - SCSU students who take the survey are provided the opportunity to voice their opinions about topics concerning the University.
  - The data gathered may be used by departments and organizations on campus for academic and policy concerns.
  - This is a record of the view point of our students for this period of time.

# Any Questions???





# Thank You!

- We would like to thank you for your time you have been very attentive. The results of this survey will be available on the SCSU Survey homepage in about a month. Would you like the website address?
- [www.stcloudstate.edu/scsusurvey](http://www.stcloudstate.edu/scsusurvey)
- Goodbye!