

# CSU System Image and Awareness Survey

April 6<sup>th</sup> to May 12<sup>th</sup>, 2022

---



**CSU SYSTEM**

COLORADO STATE UNIVERSITY

FORT COLLINS | PUEBLO | GLOBAL

# Survey Methodology

- Magellan Strategies are pleased to present the results of an online survey of 1,477 adult Colorado residents.
- The interviews were conducted from April 6<sup>th</sup> to May 17<sup>th</sup>, 2022. The overall survey responses have a margin of error of +/- 2.55% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.
- The survey response data were weighted to be representative of the demographics of the Colorado adult and registered voter population.





**CSU System Image and  
Awareness Survey  
April 6<sup>th</sup> to May 12<sup>th</sup>,  
2022**

---

**Important Attributes of  
a College or University**



Thinking now about colleges and universities. Please indicate the importance of the following attributes when recommending or choosing a college or university. (Among all respondents)

Rank	Attribute	Total Important	Very Imp.	Smwt. Imp.
1	Producing graduates who are well prepared for the workforce	98%	86%	12%
2	Producing graduates who are well prepared for life	97%	85%	12%
3	Affordable tuition	97%	83%	14%
4	Opportunities for internships and hands-on work experience	96%	68%	28%
5	A safe campus for students	96%	81%	15%
6	Institutional scholarships and financial aid	95%	73%	22%
7	A reputation for academic quality	94%	69%	25%

**Thinking now about colleges and universities. Please indicate the importance of the following attributes when recommending or choosing a college or university. (Among Southern respondents)**

Rank	Attribute	Total Important	Very Imp.	Smwt. Imp.
1	Producing graduates who are well prepared for the workforce	98%	89%	9%
2	Producing graduates who are well prepared for life	96%	84%	12%
3	Affordable tuition	98%	86%	12%
4	Opportunities for internships and hands-on work experience	98%	71%	27%
5	Institutional scholarships and financial aid	97%	79%	18%
6	A safe campus for students	96%	77%	20%
7	A reputation for academic quality	96%	74%	21%

## Attributes that were more important among Hispanic respondents compared to all respondents.

Rank	Attribute	Difference Hispanic – All Very Important	Hisp. Very Imp.	All Very Imp.
1	Access for low income and first-generation students	+20%	82%	62%
2	Outreach programs that serve community needs	+17%	52%	35%
3	Online learning options offered (instruction, virtual classes)	+15%	50%	35%
4	Having an option for hybrid learning (online and in-person)	+14%	48%	34%
5	A campus that welcomes diverse students from different ethnic, racial, economic, sexual, and gender identity backgrounds	+12%	69%	57%
6	A campus that values environmental sustainability	+12%	56%	44%
7	Institutional scholarships and financial aid	+10%	83	73%



## Attributes that were more important among Black and African American respondents compared to all respondents.

Rank	Attribute	Difference Black – All Very Important	Black Very Import.	All Very Import.
1	Having an option for hybrid learning (online and in-person)	+31%	65%	34%
2	A campus that values environmental sustainability	+27%	71%	44%
3	Opportunities for students to work on research with faculty	+23%	64%	41%
4	Online learning options offered (instruction, virtual classes)	+20%	55%	35%
5	A campus that welcomes diverse students from different ethnic, racial, economic, sexual, and gender identity backgrounds	+20%	55%	35%
6	Up to date technology in the classrooms, labs, and residence halls	+17%	79%	62%
7	Faculty that conducts groundbreaking research	+16%	40%	24%

## Attributes that were the least important when recommending or choosing a college or university. (Among all respondents)

Rank	Attribute	Total Important	Very Imp.	Smwt. Imp.
1	Having competitive NCAA sports teams	33%	9%	24%
2	Faculty that conducts groundbreaking research	71%	24%	47%
3	Having an option for hybrid learning (online and in-person instruction)*	73%	34%	39%
4	Outreach programs that serve community needs*	75%	35%	40%
5	Campus is in a location that is known for an excellent quality of life.	79%	31%	48%

\*These attributes were much more important among minority respondents than overall respondents.





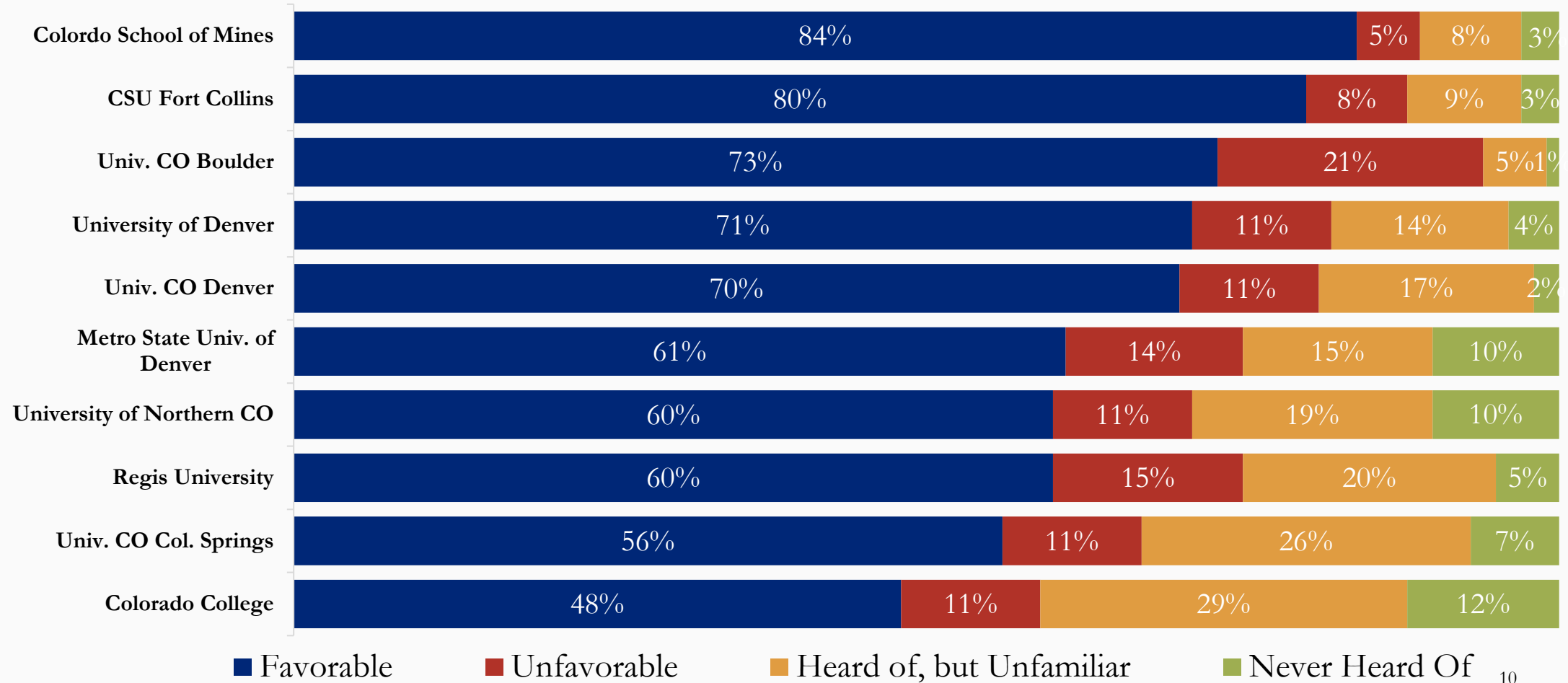
# CSU System Image and Awareness Survey April 6<sup>th</sup> to May 12<sup>th</sup>, 2022

---

## Image Ratings of Colorado's Colleges and Universities

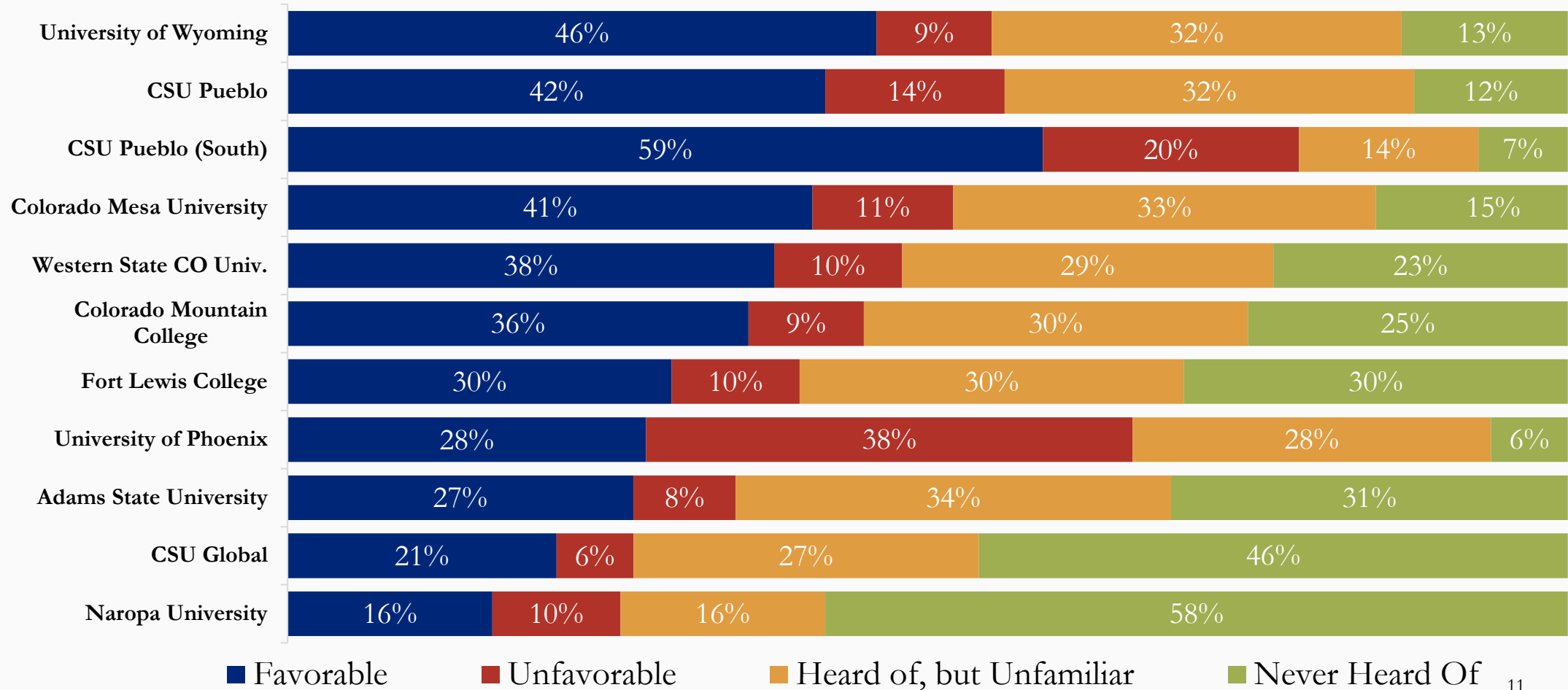
## Image Ratings of Colorado's Colleges and Universities

How favorable is your opinion of the following colleges and universities?



## Image Ratings of Colorado's Colleges and Universities

How favorable is your opinion of the following colleges and universities?





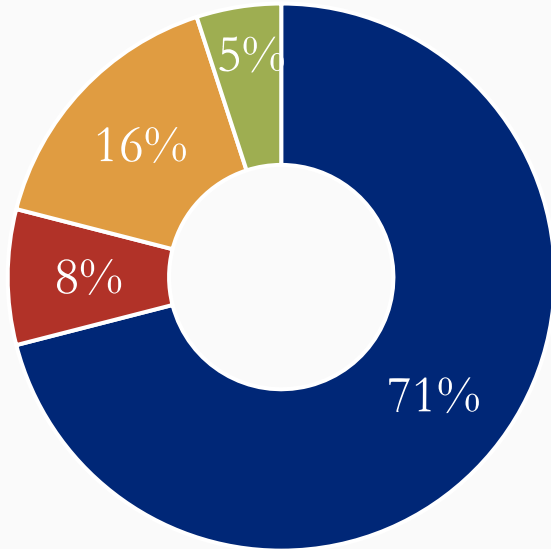


**CSU System Image and  
Awareness Survey  
April 6<sup>th</sup> to May 12<sup>th</sup>,  
2022**

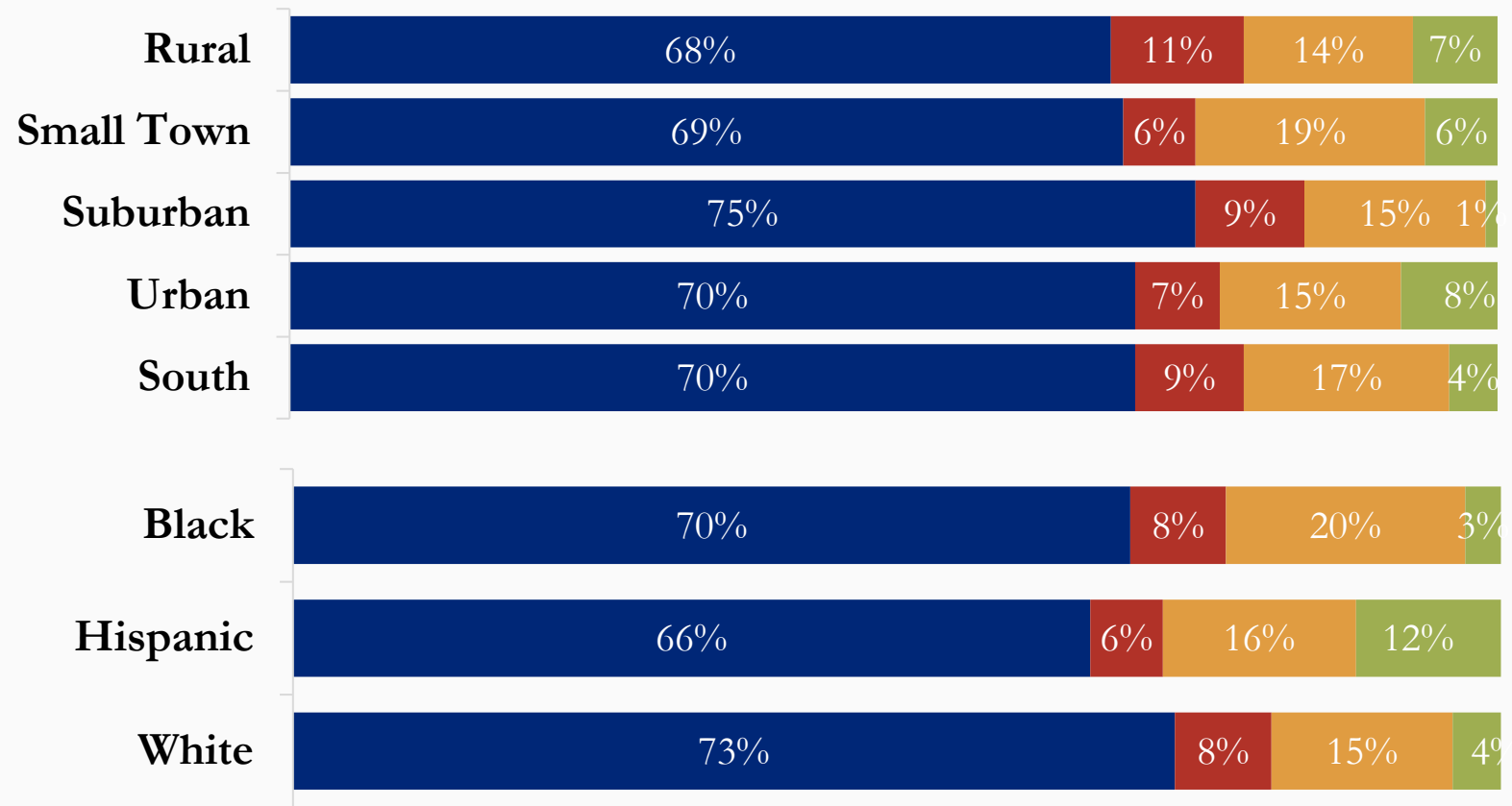
---

**Image Ratings of the  
Colorado State  
University System**

# How favorable is your opinion of the Colorado State University System, which includes the two campuses at Fort Collins and Pueblo, and their online university CSU Global?



- Tot. Favorable
- Tot. Unfavorable
- Heard of, Unfamiliar
- Never Heard Of



# Please describe the reasons why you have a favorable opinion of the Colorado State University System. (71% of all respondents)

I have spoken with reps from the college during a benefits fair at my work. Program seemed very accommodating to people in the workforce and had relevant programs at the time. – **Rural Female, 55-64**

I know students who have attended and have had mostly good experiences. I think of it as a solid, cost-effective state university. – **Urban Female, 55-64**

## Themes

A friend, co-worker, or family members has positive references & experience, especially among Southern Colorado respondents

Reputation for good academics and rigorous programs

Impression of being more affordable than other state colleges, especially among Hispanic respondents

Good history of community outreach, close ties with industry leaders, up to date campus, good at supporting high school and middle school education in the area – **Suburban Male, 18-34**

A majority of Colorado residents know about these colleges with Pueblo being the cheapest choice. **Suburban Male, 18-34**

It is one of the major colleges in Colorado with proper accreditation and somewhat reasonable tuition. I have family members who went there and have visited the campus several times on my own. – **Suburban Male, 18-34, Suburban**



# Please describe the reasons why you have an unfavorable opinion of the Colorado State University System. (8% of all respondents)

Far too much censorship of free speech on campus, and an intolerant and abusive attitude towards dissenting opinions and ideas. – **Urban Male, 45-54**

## Themes

Belief CSU putting too much importance on social justice, diversity, inclusion and and teaching a liberal, woke curriculum

Cost of tuition, impression of being too expensive

It is a system that continues to forget its original purpose in serving the state in connecting people back to resource management and agriculture-based programs. It has become, like Boulder in catering to political ideologies. **Rural Female, 35-44**

The cost is totally unaffordable. Kids spend over half of there adult life paying back tuition. Kids who are not suited for a four-year college. Both of my daughters who attended Fort Collins, do not work in her field of study. The colleges and universities only seem to be interested in sports and that is where most the money goes. -**Rural Female, 65+**

They have gone overboard on diversity and inclusion. I believe this to be true of most Universities in our country. They are quick to cancel conservative speakers in the interest of safety, instead of holding students accountable for bad behavior, which is coming from liberal professors.... **Suburban Male, 45-54**

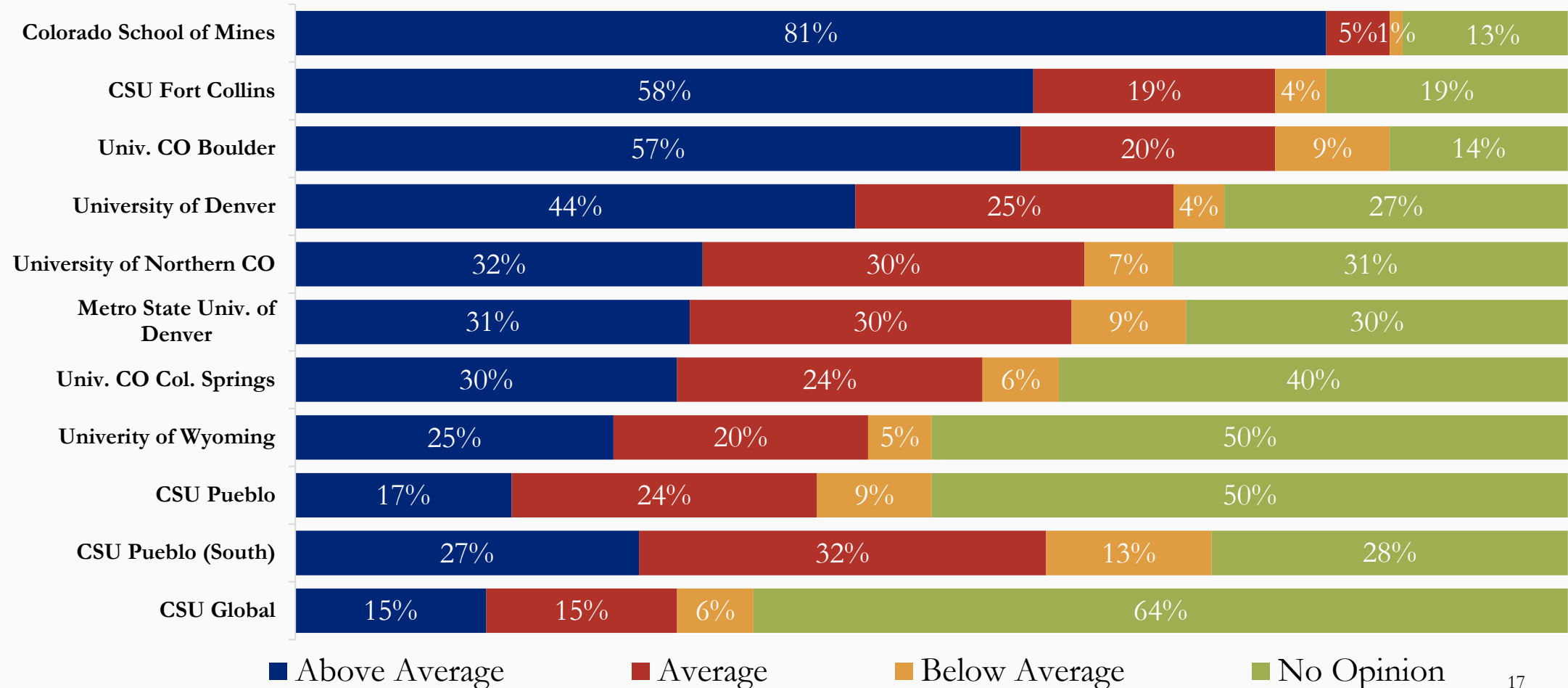


**CSU System Image and  
Awareness Survey  
April 6<sup>th</sup> to May 12<sup>th</sup>,  
2022**

---

**Overall Quality of  
Education at  
Colorado's Colleges  
and Universities**

# Please rate your impression of the overall quality of education for the following schools.







**CSU System Image and  
Awareness Survey  
April 6<sup>th</sup> to May 12<sup>th</sup>,  
2022**

---

**Impressions of Specific  
Campus Attributes**

Please indicate your impression of the following attributes at the Colorado State University Fort Collins campus. If you have not visited a campus, please respond to the question based on your impression of the campus. (Among all respondents)

Rank	Attribute	Total Above Average	Well Above Avg.	Above Avg.
1	The campus is in a location that is known for an excellent quality of life	55%	23%	32%
2	A reputation for academic quality	48%	14%	34%
3	A safe campus for students	41%	12%	29%
4	Producing graduates who are well prepared for the workforce	40%	11%	29%
5	Producing graduates who are well prepared for life	39%	11%	28%
6	A friendly and supportive campus	38%	11%	27%
6	Highly respected graduate programs	38%	13%	25%
7	A campus that values environmental sustainability	37%	14%	23%

Please indicate your impression of the following attributes at the Colorado State University Fort Collins campus. If you have not visited a campus, please respond to the question based on your impression of the campus. (Attributes with Largest % of No Opinion)

Rank	Attribute	No Opinion	Total Above Average
1	Outreach programs that serve community needs	56%	20%
2	Opportunities for students to work on research with the faculty	52%	28%
3	Access for low-income and first-generation students	50%	20%
3	Up-to-date technology in the classrooms, labs, and residence halls	50%	27%
4	Institutional scholarships and financial aid	49%	17%
5	Opportunities for internships and hands-on experience	48%	28%
5	A focus on character building and ethical conduct	48%	21%
5	Faculty that conducts groundbreaking research	48%	29%



Please indicate your impression of the following attributes at the Colorado State University Pueblo campus. If you have not visited a campus, please respond to the question based on your impression of the campus. (Among all respondents)

Rank	Attribute	Total Above Average	Well Above Avg.	Above Avg.	Above Avg. South CO
1	Access for low-income and first-generation students	20%	5%	15%	39%
2	Affordable tuition	15%	4%	11%	29%
3	A campus that welcomes diverse students from different ethnic, racial, economic, sexual, and gender identity backgrounds	14%	5%	9%	25%
4	Producing graduates who are well prepared for the workforce	11%	3%	8%	16%
5	A reputation for academic quality	10%	3%	7%	14%
5	A safe campus for students	10%	3%	7%	17%

Please indicate your impression of the following attributes at the Colorado State University Global, the CSU System's 100% online public university. (No Opinion ranged from 70% to 78%)

Rank	Attribute	No Opinion	Total Above Average
1	Outreach programs that serve community needs	78%	6%
2	Opportunities for students to work on research with the faculty	77%	6%
3	Faculty that conducts groundbreaking research	77%	7%
4	Opportunities for internships and hands-on work experience	76%	7%
5	A focus on character building and ethical conduct	76%	8%



**CSU System Image and  
Awareness Survey  
April 6<sup>th</sup> to May 12<sup>th</sup>,  
2022**

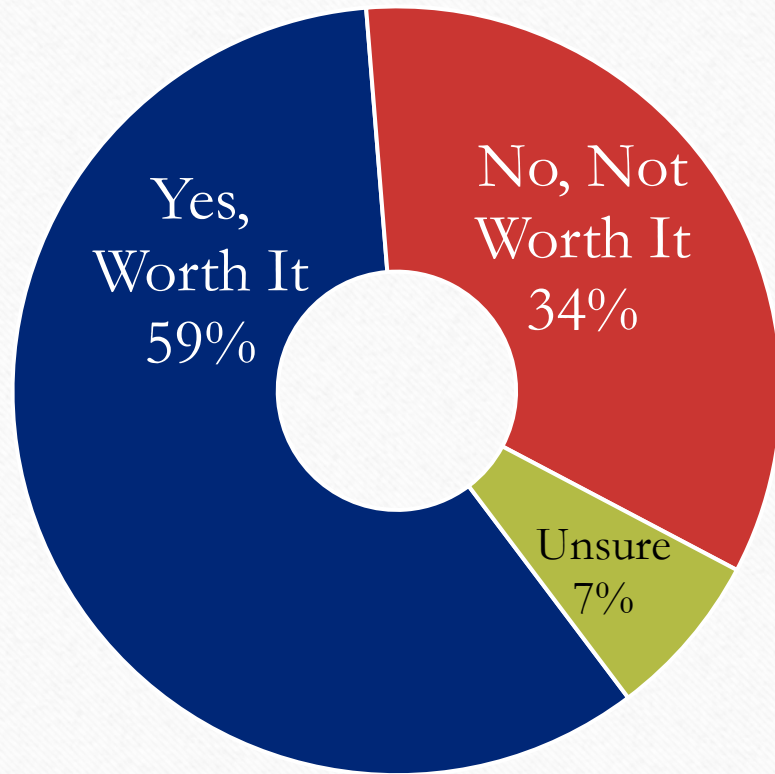
---

**Value of a 4-Year  
Degree**

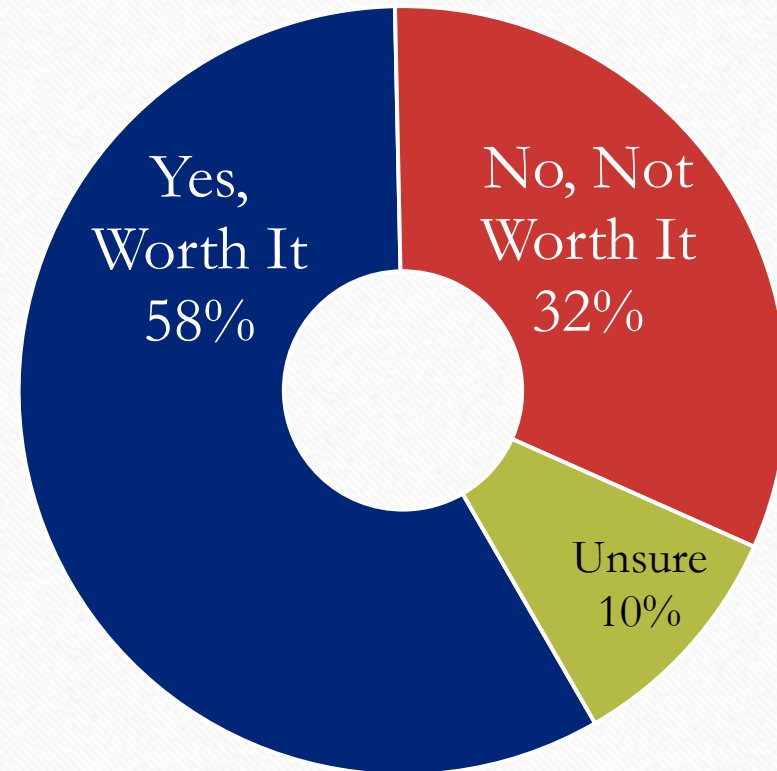


## Findings from October 2021 Value of a 4-Year Degree Survey

Do you think that a four-year college degree is worth it, or not?



Do you think that a four-year college degree from one of Colorado's colleges or universities is worth it, or not?



## How valuable to do you consider a degree from the following Colorado State University campuses?

Campus	Valuable	Not Valuable	No Opinion	Valub. Hispanic	Valub. Black	Valub. Rural	Valub. Student	Valub. South
CSU Ft. Collins	78%	6%	16%	67%	64%	72%	80%	73%
CSU Pueblo	50%	19%	31%	46%	35%	55%	51%	56%
CSU Global	41%	20%	39%	47%	42%	43%	43%	35%

# Do you think the annual cost of tuition and fees for a Colorado resident to attend the following Colorado State University campuses is affordable?

Campus	Total Afford.	Total Unaffrd.	No Opinion	Tot. Aff. Hisp.	Tot. Aff. Black	Tot. Aff. Rural	Tot. Aff. Student	Tot. Aff. South
CSU Ft. Collins	31%	43%	26%	29%	16%	26%	32%	29%
CSU Pueblo	30%	24%	46%	35%	25%	30%	31%	<b>46%</b>
CSU Global	23%	21%	56%	27%	17%	16%	22%	24%



# Please describe your thoughts and opinions about the value of a degree from Colorado State University.

## Themes

A Degree from CSU is Valuable, However Any College Degree is Valuable

Depends, Some Degrees More Valuable Than Others

Some Not Sure if a College Degree is Worth It, Skeptical Because of Costs and Finding a Good Job

Having worked with graduates from this university. I would say they were well prepared. And complimentary of their degree requirements and professors. **Suburban Female, 65+**

Of the state colleges and universities, it has done the most to reach non-traditional students and that is priceless. **Suburban Female, 35-44**

Honestly, the value of a degree from anywhere not considered an IVY league school is same same. A degree is a degree and unless you are going for a graduate program somewhere, it doesn't matter if you got it from University of Phoenix or DU. **Urban Female, 45-54**

CSU has certain areas of focus that make a degree from this school very valuable. The reputations of specific programs are highly respected. **Rural Female, 55-64**

Very valuable for graduates, especially minority kids and those who are first generation college students. **Suburban Female, 65+**



**CSU System Image and  
Awareness Survey  
April 6<sup>th</sup> to May 12<sup>th</sup>,  
2022**

---

**Cost for Colorado  
Residents to Attend  
CSU System Campuses**



# What do you think average annual cost of tuition and fees is for a Colorado resident to attend the following Colorado State University campuses?

## T18A. CSU-Fort Collins

\$5,000 or Less.....	3%
\$5,001-\$10,000.....	7%
\$10,001 to \$15,000 .....	19%
\$15,001 to \$20,000 .....	15%
\$20,001 to \$25,000 .....	13%
\$25,001 to \$30,000 .....	11%
\$30,001 to \$40,000 .....	8%
\$40,001 to \$50,000 .....	4%
More Than \$50,000 .....	4%
No Opinion .....	16%

## T18B. CSU-Pueblo

	<u>Overall</u>	<u>Southern</u>
\$5,000 or Less.....	6%	6%
\$5,001-\$10,000.....	14%	20%
\$10,001 to \$15,000 .....	17%	22%
\$15,001 to \$20,000 .....	13%	13%
\$20,001 to \$25,000 .....	9%	8%
\$25,001 to \$30,000 .....	6%	4%
\$30,001 to \$40,000 .....	3%	5%
\$40,001 to \$50,000 .....	1%	1%
More Than \$50,000 .....	2%	2%
No Opinion .....	29%	19%



# What do you think average annual cost of tuition and fees is for a Colorado resident to attend the following Colorado State University campuses?

## *T18C. CSU Global*

\$5,000 or Less.....	8%
\$5,001-\$10,000.....	14%
\$10,001 to \$15,000 .....	15%
\$15,001 to \$20,000 .....	8%
\$20,001 to \$25,000 .....	7%
\$25,001 to \$30,000 .....	3%
\$30,001 to \$40,000 .....	3%
\$40,001 to \$50,000 .....	2%
More Than \$50,000 .....	2%
No Opinion .....	38%

# What do you think average annual cost of tuition and fees is for a Colorado resident to attend the following Colorado State University campuses?

Campus	Median Response All Resp.	Median Response Hispanic	Median Response Black	Median Response Rural	Median Response Student
CSU Ft. Collins	\$15-20K	\$20-25K	\$20-25K	\$15-20K	\$20-25K
CSU Pueblo	\$10-\$15K	\$15-20K	\$15-20K	\$10-15K	\$15-20K
CSU Global	\$10-\$15K	\$15-20K	\$15-20K	\$10-15K	\$10-15K



# What amount do you consider affordable for the annual cost of tuition and fees for a Colorado resident to attend the following Colorado State University campuses?

## T19A. CSU-Fort Collins

Free, No Cost.....	11%
\$5,000 or Less.....	19%
\$5,001-\$10,000.....	26%
\$10,001 to \$15,000.....	15%
\$15,001 to \$20,000.....	8%
\$20,001 to \$25,000.....	5%
\$25,001 to \$30,000.....	2%
\$30,001 to \$40,000.....	1%
\$40,001 to \$50,000.....	1%
More Than \$50,000.....	1%
No Opinion.....	11%

## T19B. CSU-Pueblo

	<u>Overall</u>	<u>Southern</u>
Free, No Cost.....	13%	13%
\$5,000 or Less.....	26%	26%
\$5,001-\$10,000.....	22%	20%
\$10,001 to \$15,000.....	11%	16%
\$15,001 to \$20,000.....	4%	4%
\$20,001 to \$25,000.....	2%	1%
\$25,001 to \$30,000.....	2%	4%
\$30,001 to \$40,000.....	1%	1%
\$40,001 to \$50,000.....	0%	1%
More Than \$50,000.....	1%	1%
No Opinion.....	18%	13%



# What amount do you consider affordable for the annual cost of tuition and fees for a Colorado resident to attend the following Colorado State University campuses?

## *T19C. CSU Global*

Free, No Cost.....	16%
\$5,000 or Less.....	28%
\$5,001-\$10,000.....	18%
\$10,001 to \$15,000 .....	7%
\$15,001 to \$20,000 .....	3%
\$20,001 to \$25,000 .....	2%
\$25,001 to \$30,000 .....	1%
\$30,001 to \$40,000 .....	1%
\$40,001 to \$50,000 .....	0%
More Than \$50,000 .....	1%
No Opinion .....	23%

# What amount do you consider affordable for the annual cost of tuition and fees for a Colorado resident to attend the following Colorado State University campuses?

Campus	Median Response All Resp.	Median Response Hispanic	Median Response Black	Median Response Rural	Median Response Student
CSU Ft. Collins	\$5-10K	\$5-10K	\$5-10K	\$5-10K	\$5-10K
CSU Pueblo	\$5-10K	\$5K<	\$5-10K	\$5-10K	\$5-10K
CSU Global	\$5K<	\$5K<	\$5K<	\$5-10K	\$5K<



# In your own words, please describe your thoughts and opinions regarding the cost for a Colorado resident to attend Colorado State University at any of its campuses.

All of higher education is ridiculously expensive. My parents could work a part time job and pay their way through college. There is no way to do that anymore.

**Suburban Male, 18-34**

## Themes

A College Education is Expensive, but CSU is Somewhat Affordable for State Residents

College Education Should be Free or Affordable

The cost of education is rapidly increasing. Although the cost for Colorado residents is cheaper than those attending from out of state, the debt can still be crippling.

**Suburban Female, 18-34**

The cost of college at CSU or anywhere is not very attainable for many. Students must acquire debt in order to receive or advance themselves career-wise. With this being said, college is a privilege and is not for everyone. College tuition at CSU or other colleges are very expensive for the average person.

**Suburban Female, 45-54**

The cost of attending Colorado State Universities seem pretty reasonable as a Colorado resident. I wish college was cheaper and more accessible, but state universities as a resident with financial aid works out to be significantly cheaper.

**Small Town Female, 18-34**



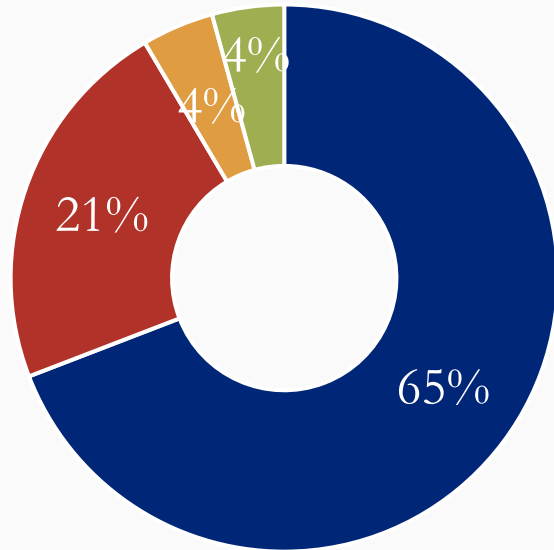


# CSU System Image and Awareness Survey April 6<sup>th</sup> to May 12<sup>th</sup>, 2022

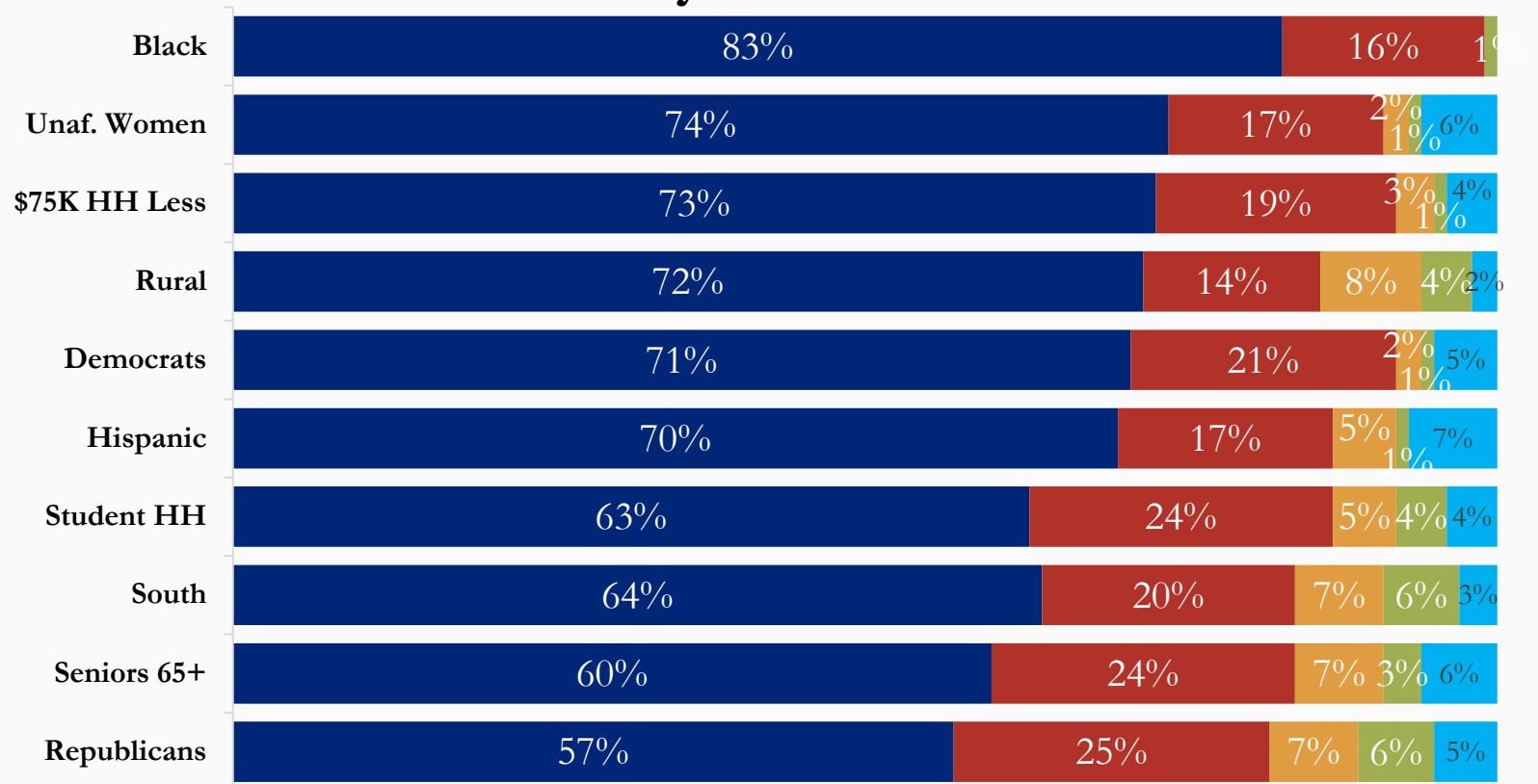
---

## Student Loan Debt

# Thinking now about student loan debt, how much of a concern is the amount of student loan debt a Colorado resident has when the graduate from Colorado State University?



- Big Concern
- Somewhat of a Concern
- Not Too Much of a Concern
- Not a Concern at All



- Big Concern
- Smwt. Concern
- Not Too Much
- Not at All
- No Opinion

# What do you think is the average amount of student debt that a Colorado resident has when they graduate from the following Colorado State University campuses?

Campus	Median Response All Resp.	Median Response Hispanic	Median Response Black	Median Response Rural	Median Response Student
CSU Ft. Collins	\$40-50K	\$30-40K	\$40-50K	\$40-50K	\$40-50K
CSU Pueblo	\$25-30K	\$25-30K	\$40-50K	\$30-40K	\$30-40K
CSU Global	\$25-30K	\$30-40K	\$30-40K	\$25-30K	\$25-30K



Please indicate if you agree or disagree with the following statements about the Colorado State University System. (Among all respondents)

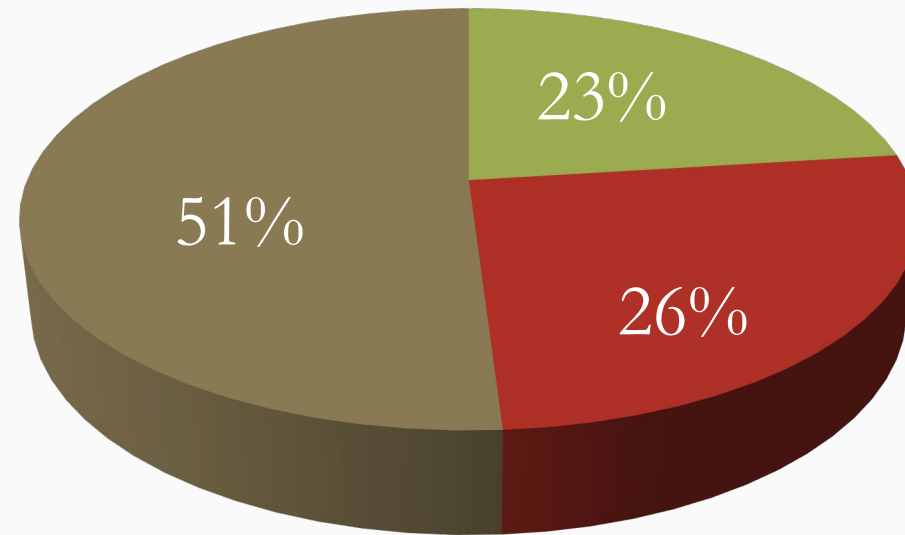
Rank	Statement	Total Agree	Total Disagree	No Opinion
1	CSU is a leader in higher education.	65%	18%	17%
2	CSU universities are welcoming to students from rural Colorado.*	55%	11%	34%
3	CSU gives students the tools to be the best version of themselves.	51%	16%	33%
4	CSU Fort Collins is a campus that is an inclusive place for all students.**	49%	13%	38%
5	CSU universities offer a supportive learning environment for students who are the first in the families to go to college.	44%	10%	46%
6	CSU universities offer a supportive learning environment for military veterans.	38%	7%	55%
7	CSU Pueblo is a campus that is an inclusive place for all students.***	30%	10%	60%

\*Among rural respondents 50% agree, 16% disagree, 34% no opinion.

\*\*Among Hispanic respondents 41% agree, 17% disagree, 42% no opinion. Among Black respondents 44% agree, 19% disagree, 37% no opinion.

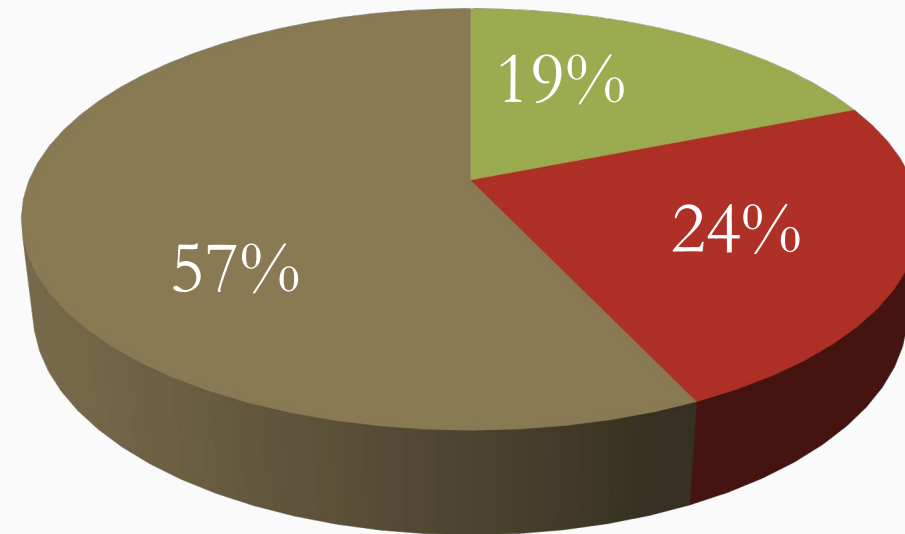
\*\*\*Among Southern Colorado respondents 44% agree, 14% disagree, 42% no opinion.

Please indicate if you think the following statement is true or false.  
*“CSU graduates, on average, owe less student debt than graduates of other colleges and universities around the country.”*



■ True      ■ False      ■ No Opinion

Please indicate if you think the following statement is true or false.  
*“At CSU Pueblo and CSU Fort Collins, students who meet certain income requirements can attend without paying any tuition and fees.”*



■ True      ■ False      ■ No Opinion





# CSU System Image and Awareness Survey April 6<sup>th</sup> to May 12<sup>th</sup>, 2022

---

**CSU System  
Advertising and  
Information**

# How much advertising or information about the following CSU campuses have you seen, read, or heard in the last several months?

Campus	A Lot & Some	A Lot Of Info.	Some Info.	A Little Bit of Info.	No Info. At All	A Lot & Some Hispanic	A Lot & Some Black	A Lot & Some Rural	A Lot & Some Student	A Lot & Some South
CSU Ft. Collins	31%	8%	23%	23%	46%	35%	34%	33%	36%	28%
CSU Pueblo	12%	2%	10%	17%	71%	15%	21%	16%	17%	29%
CSU Global	17%	5%	12%	18%	65%	20%	30%	13%	18%	18%



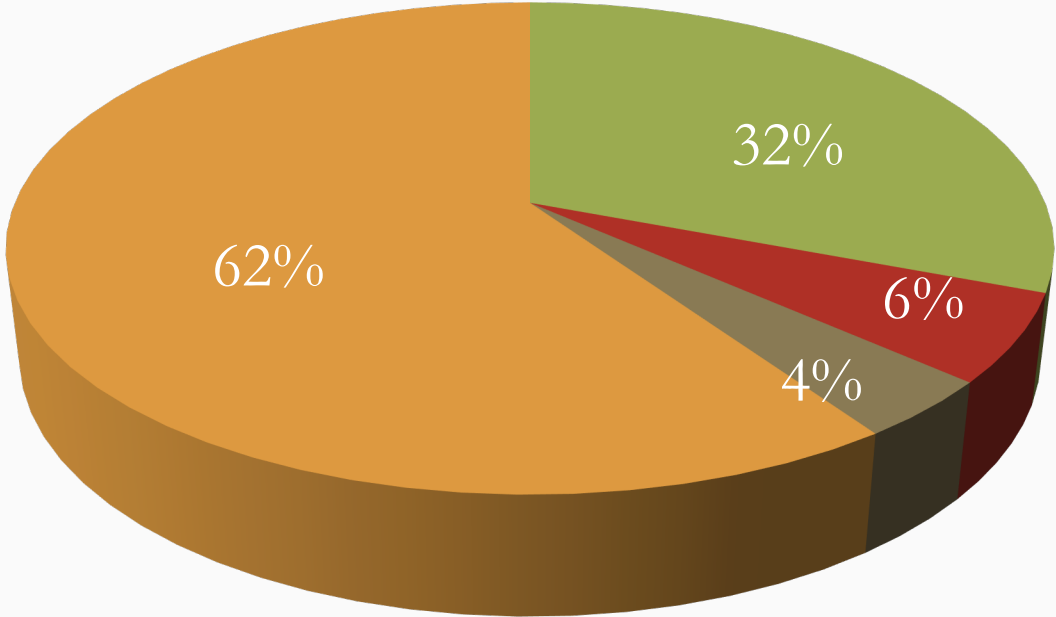
**CSU System Image and  
Awareness Survey  
April 6<sup>th</sup> to May 12<sup>th</sup>,  
2022**

---

**CSU System Alumni**

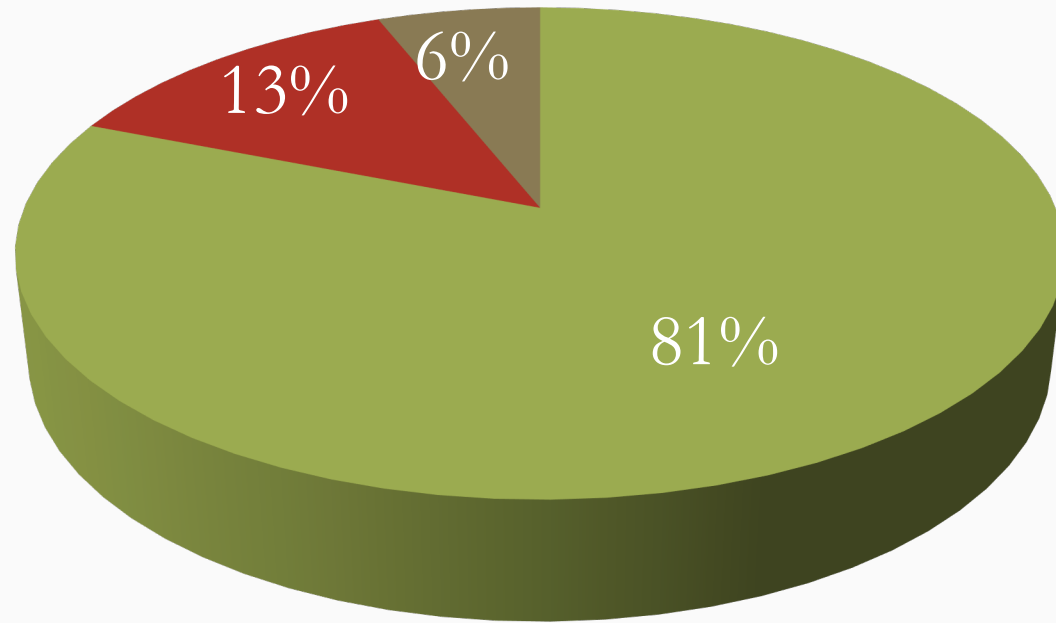


# Have you or anyone in your household attended any of the Colorado State University System campuses? Choose all that apply.



- CSU Fort Collins
- CSU Pueblo
- CSU Global
- No

# Would you recommend attending Colorado State University to a friend or relative? (Asked to 409 CSU graduates, +/- 4.85 MoE)



■ Total Yes    ■ Total No    ■ Unsure

Yes, Definitely	52%
Yes, Probably	29%
No, Definitely Not	5%
No, Probably Not	8%

When you think of Colorado State University, please describe what comes to mind. (Asked to CSU graduates only)

Good education Excellent Colorado lot CSU town expensive focused  
school life college Vet school programs Agriculture  
great Quality education good place education average  
students opportunities campus Rams university Friendly  
degree Affordable Fort Collins love research





# CSU System Image and Awareness Survey April 6<sup>th</sup> to May 12<sup>th</sup>, 2022

---

## Key Findings

## Key Findings

- Among all respondents, the most important attributes when recommending or choosing a college or university are producing graduates who are well prepared for the workforce (86% very important and 12% somewhat important) and well prepared for life (85% very and 12% somewhat), along with affordable tuition (83% very and 14% somewhat) and a safe campus for students (81% very and 15% somewhat).
- Other important attributes include opportunities for internships and hands-on work experience (68% very and 28% somewhat important), institutional scholarships and financial aid (73% very and 22% somewhat), and a reputation for academic quality (69% very and 25% somewhat).



## Key Findings

- College attributes that were rated more important among Hispanic respondents compared to all respondents included access for low income and first-generation students (+20% very important), outreach programs that serve community needs (+17%), online learning options offered (+15%), and having an option for hybrid learning (+14%). Online and hybrid learning options were also more important for African American respondents.
- Colorado School of Mines has the highest image rating among in-state colleges and universities, with 84% of respondents having a favorable opinion and only 5% having an unfavorable opinion. CSU-Fort Collins is the next highest at 80% favorable and 8% unfavorable, followed by CU Boulder (73% / 21%), University of Denver (71% / 11%) and CU Denver (70% / 11%). CSU Pueblo is rated 42% favorable and 14% unfavorable, while CSU Global is at 21% favorable and 6% unfavorable. Clearly, statewide respondents are not as familiar with these two institutions. Among Southern Colorado respondents, CSU Pueblo is better known and rated 59% favorable and 20% unfavorable.



## Key Findings

- When asked about their opinion of the Colorado State University System as a whole, after being informed that this includes the two campuses at Fort Collins and Pueblo and the online university CSU Global, 71% have a favorable opinion, and 8% have an unfavorable opinion, with the other 21% not familiar enough to have an opinion. For questions regarding the Fort Collins campus, Metro Denver responses generally mirror the state as a whole.
- The most cited reason why 71% of respondents have a favorable opinion of the Colorado State University System is a positive personal experience for themselves or a friend, co-worker, or family member. The CSU System also has a reputation for strong academics, and there is an impression that it is more affordable than other state colleges.

## Key Findings

- Among the 8% of respondents who have an unfavorable opinion of the CSU System, the two most cited reasons are the belief that CSU puts too much emphasis on social justice, diversity, and inclusion in its curriculum and the impression that it is too expensive.
- When rating the overall quality of education for Colorado's colleges and universities, the responses mirror the overall image ratings for the schools. Colorado School of Mines rates first, with 81% considering the quality of education to be above average, followed by CSU Fort Collins (58%), CU Boulder (57%), and University of Denver (44%).



## Key Findings

- As for the impression of the other schools in the CSU System, 17% rate CSU Pueblo and 15% rate CSU Global as providing an above-average education. These numbers are lower due to a lack of familiarity with these schools. Half of the respondents have no opinion of CSU Pueblo, and nearly one-third have no opinion of CSU Global. Among Southern Colorado respondents, 27% rate CSU Pueblo as providing an above-average education, and 32% rate the quality of education as average.
- The two highest-rated attributes of the CSU Fort Collins campus are that the campus is in a location that is known for an excellent quality of life (55% rated above average) and has a reputation for academic quality (48% rated above average).
- While half of the respondents do not have an opinion about many attributes of the CSU Pueblo campus, the highest-rated attributes of the campus include providing access for low-income and first-generation students (20% above average), affordable tuition (15%) and providing a campus that welcomes diverse students from different ethnic, racial, economic, sexual and gender identity backgrounds (14%).



## Key Findings

- Among Southern Colorado respondents, the same attributes of the CSU Pueblo campus are highlighted, with 39% rating the access for low-income and first-generation students to be above average, followed by affordable tuition (29% above average) and a welcoming campus for diverse students (25% above average).
- When evaluating different attributes of CSU Global, “no opinion” ranges from a low of 70% to 78%. The attributes of CSU Global that rated highest among all respondents were affordable tuition and providing access for low-income and first-generation students, with each rated above average by 10% of respondents.
- A large majority, 78% of respondents, consider a degree from CSU Fort Collins to be valuable. The percentage drops to 50% for CSU Pueblo and 41% for CSU Global, though again, this is because many respondents are not familiar enough to have an opinion. Among Southern Colorado respondents, 56% consider a degree from CSU Pueblo to be valuable.

## Key Findings

- Interestingly, minority respondents are less likely to consider a degree from the Fort Collins or Pueblo campuses to be valuable, while at the same time, they are slightly more likely to consider a degree from CSU Global to be valuable.
- Asked to describe their thoughts and opinions about the value of a degree from Colorado State University, many respondents describe how any college degree is valuable. Others believe that it depends on your degree and whether your study prepares you for the workforce. There is a good amount of skepticism about whether a college degree is worth it for the average student because of the cost and the difficulty of finding a good job.
- A plurality of respondents, 43%, think that the annual cost of tuition and fees for a Colorado resident to attend CSU Fort Collins is unaffordable, while only 31% think it is affordable and 26% do not have an opinion. The perception of the affordability of CSU Fort Collins is worse among minority voters, particularly African American voters, as only 16% think the cost of tuition and fees for a Colorado resident is affordable.



## Key Findings

- Respondents are less likely to view CSU Pueblo and CSU Global as unaffordable, at 24% and 21%, respectively. However, 46% do not have an opinion about tuition and fees at CSU Pueblo, and an even larger number, 56%, do not have an opinion about CSU Global. Among Southern Colorado respondents, nearly half (46%) do consider CSU Pueblo to be affordable.
- When asked what they think is the average annual cost of tuition and fees for a Colorado resident to attend CSU Fort Collins, the median response among all respondents is \$15,000-\$20,000. CSU Pueblo and CSU Global are perceived to be less expensive, as the median response for both was \$10,000-\$15,000. Among minority respondents, the median response was \$5,000 higher for each campus.



## Key Findings

- When asked what they consider affordable for the annual cost of tuition and fees for a Colorado resident, the median response for the Fort Collins and Pueblo campuses was the same, \$5,000-\$10,000, while for CSU Global, the median response was less than \$5,000.
- In the verbatim responses, when asked to describe their thoughts and opinions regarding the cost for a Colorado resident to attend any of the CSU System campuses, many believe that a college education should be much more affordable for the average student. At the same time, many respondents view CSU as a somewhat affordable option for in-state residents compared to other in-state schools or out-of-state schools.

## Key Findings

- Nearly two-thirds of respondents, 65%, consider the amount of student debt a Colorado resident has when they graduate from Colorado State University to be a big concern. The level of concern is even higher among African Americans (83% big concern), those in a household making \$75k or less (73%), rural respondents (72%), and Hispanic respondents (70%).
- Among all respondents, when asked what they think is the average amount of student debt that a Colorado resident has when they graduate from CSU Fort Collins, the median response is \$40,000-\$50,000, while for CSU Pueblo and CSU Global, the median response is lower at \$25,000-\$30,000.



## Key Findings

- Asked whether they agree or disagree with various statements describing the CSU System, 65% of respondents agree that CSU is a leader in higher education, 55% agree that CSU Universities are welcoming to students from rural Colorado (50% agree among rural respondents), and 51% agree that CSU gives students the tools to be the best version of themselves.
- Thirty-one percent of respondents have seen, read, or heard a lot or some advertising or information about CSU Fort Collins in the last several months, compared to 17% for CSU Global and 12% for CSU Pueblo. In each case, minority respondents and those with a student who plans to attend college in the next few years have seen, read, or heard more than the overall population.



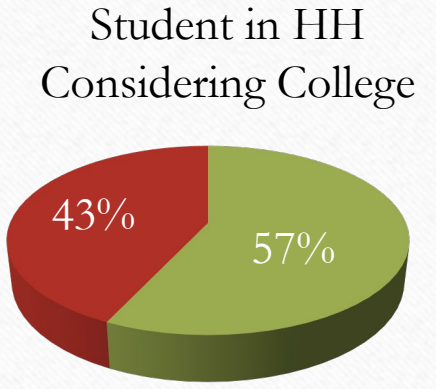
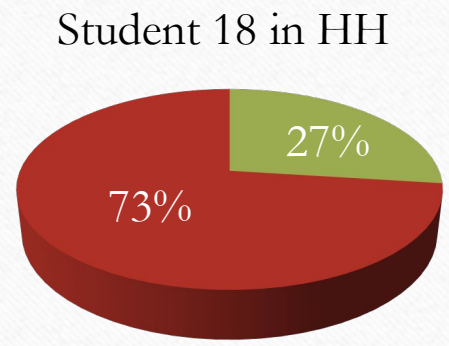
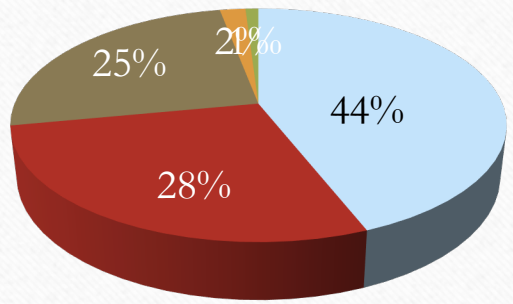
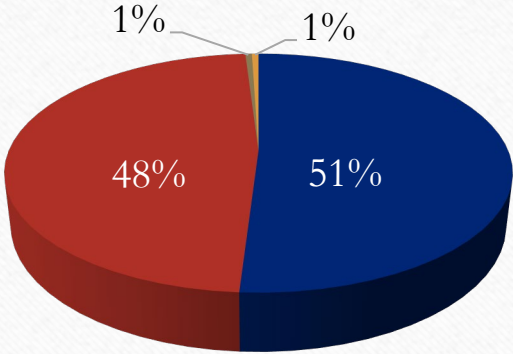


# CSU System Image and Awareness Survey April 6<sup>th</sup> to May 12<sup>th</sup>, 2022

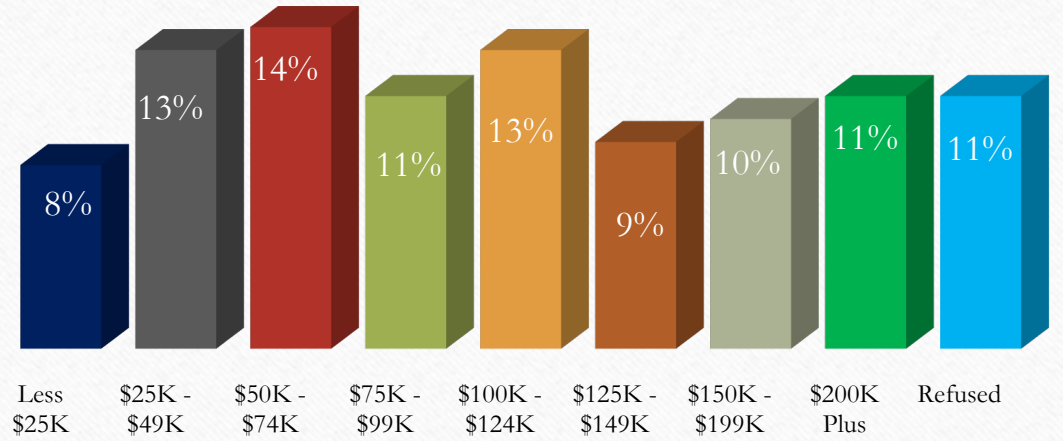
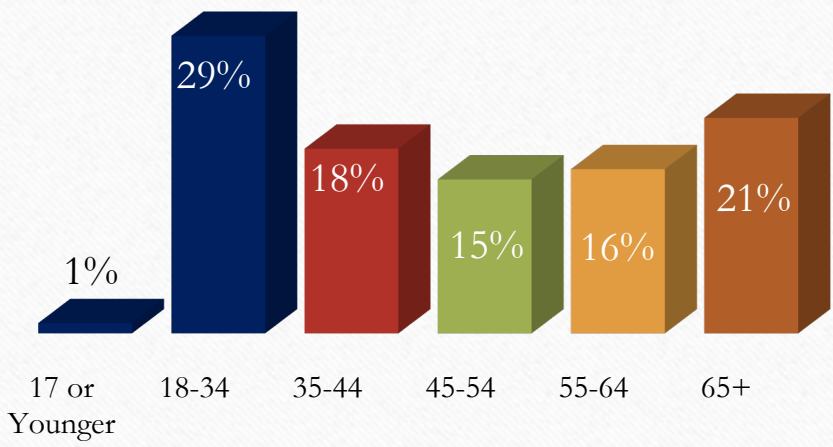
---

## Demographics

# Survey Demographics

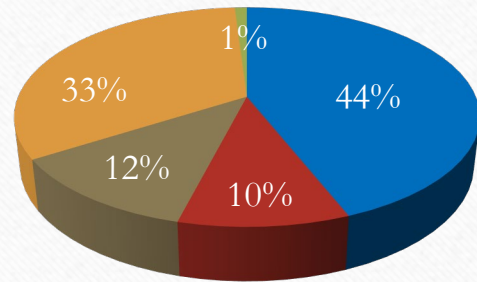


- Female
- Male
- Unaffiliated
- Republican
- Refused
- Identify Differently
- Democrat
- Other Party
- Yes
- No
- Yes
- No

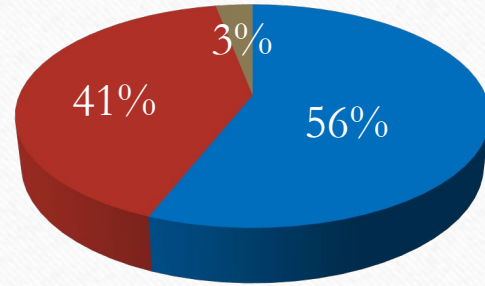




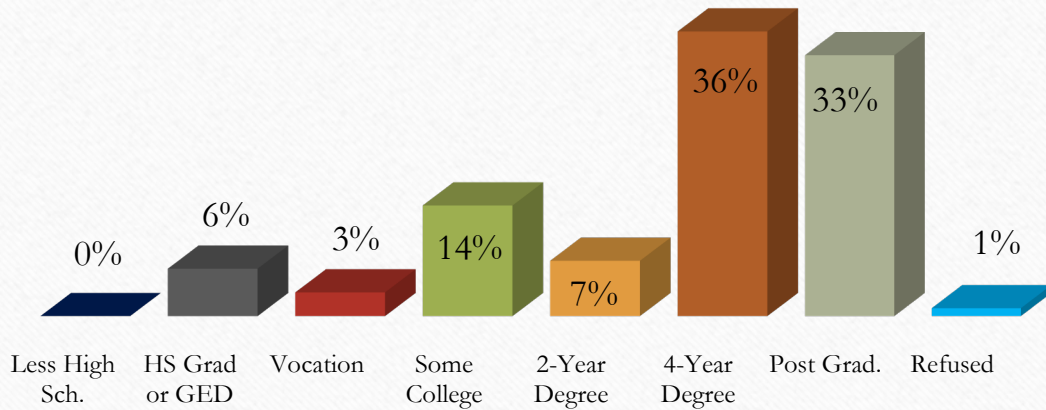
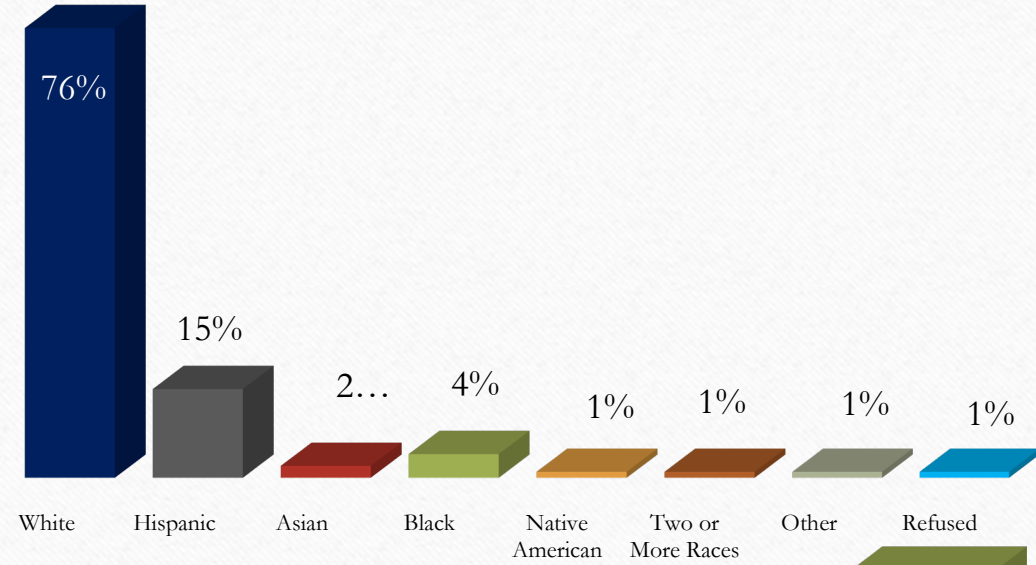
# Survey Demographics



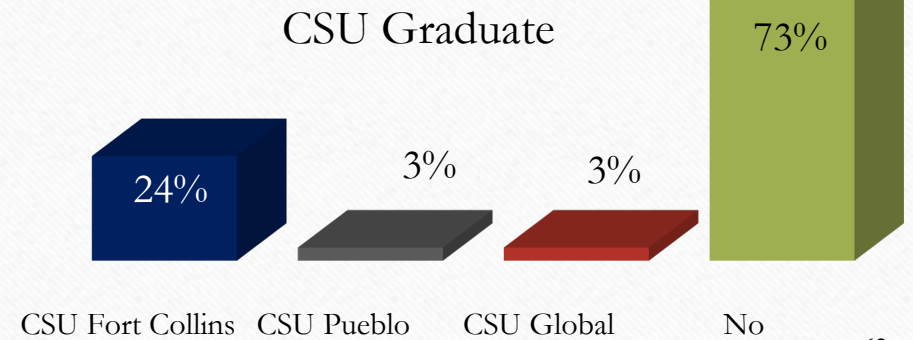
■ Suburban  
■ Rural  
■ Small Town  
■ Urban  
■ Refused



■ Married  
■ Single  
■ Refused



Less High Sch.   HS Grad or GED   Vocation   Some College   2-Year Degree   4-Year Degree   Post Grad.   Refused



CSU Graduate



David Flaherty | Ryan Winger

1685 Boxelder Street, Suite 300 | Louisville, CO 80027

[www.MagellanStrategies.com](http://www.MagellanStrategies.com) | 303-861-8585