

**The Springfield Community's Opinion of and Visits to UIS Campus
Interviewing Conducted in the Spring of 2005**

Summary by
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UIS Brookens Library
Springfield's Lincoln Library

Background. In the Spring of 2005, the UIS Survey Research Office of the Center for State Policy and Leadership conducted a telephone survey of Springfield area households for the UIS Brookens Library and Springfield's public Lincoln Library. In addition to questions about library-related topics, questions were also included that relate to community attitudes about, and contact with, UIS.¹

The two samples. Because of the multiple purposes of the survey, two samples were actually used: 1) a random sample of the entire Springfield community (361 respondents); and 2) a targeted sample of Springfield most proximate to the UIS campus (193 respondents). More specifically, the targeted sample was drawn from the eastern and southern parts of the Springfield area. (This area includes some of the least affluent parts of Springfield as well as some affluent subdivisions on the southwest side.) The sampling error for the Springfield area sample is just over +/- 5 percent, and the sampling error for the targeted sample is +/- 7 percent (both at the 95 percent confidence level).

Student / Employee Connection with UIS

Current. Nearly one in ten respondents (9.4%) of the Springfield area sample indicated they are currently either a student (8.2%) or an employee (1.7%) at UIS. This proportion is twice as high in the targeted eastern / southern area (18%, 16.4% for currently a student and 2.2% for currently an employee).

Past Ten Years. Almost one in three respondents (31.1%) of the Springfield area sample indicated a household member has been either a student (29.6%) or an employee (4.6%) at UIS in the past ten years (including current students and employees). This proportion is somewhat more than one in three respondents (35.5%) for the targeted area (34.1% for students, 2.7% for employees).

¹ Respondents were informed at the beginning of the interview that it was being conducted by the Survey Research Office of the University of Illinois at Springfield "about several aspects of living in the Springfield area." Just before the questions about UIS – toward the end of the interview, respondents were reminded that their responses were confidential.

Overall opinion of UIS

Respondents were asked, “Overall, would you say your opinion of the University of Illinois at Springfield – or UIS – is: very positive, somewhat positive, somewhat negative, very negative – or would you say you don’t know enough about it to have an opinion here?” In short, the results showed overwhelmingly positive attitudes toward UIS.

While nearly one-quarter (23.3%) of the Springfield area sample indicated they did not know enough about UIS to have an opinion, nearly-three quarters (73.5%) had expressed a positive evaluation of UIS while less than one in twenty (3.2%) had a negative evaluation. Further, among those having positive evaluations, those who had “strong” positive evaluations outnumbered those with “somewhat” positive evaluations by more than a two-to-one margin (50.7% vs. 22.8%).

In the targeted eastern/southern areas of Springfield, the number who do not know enough about UIS to have an opinion is greater, at just more than one-third (35.2%). Like the full area sample, those having an opinion are overwhelmingly positive (63.7% vs. 1.1% having negative evaluations). And, among those having positive evaluations, those who have a “strong” positive evaluation outnumber those with “somewhat” evaluations by more than a two-to-one margin (44.5% vs. 19.2%).²

The following table presents the full results described above.

Overall Opinion of UIS

ALL HOUSEHOLDS <i>Opinion of UIS</i>	<i>Springfield Area</i>		<i>Targeted E/S Area</i>	
	<i>Incl dk</i>	<i>Excl dk</i>	<i>Incl dk</i>	<i>Excl dk</i>
Very positive	50.7%	66.2%	44.5%	68.6%
Somewhat positive	22.8%	29.7%	19.2%	29.7%
Somewhat negative	2.3%	3.0%	0.5%	0.8%
Very negative	0.9%	1.1%	0.5%	0.8%
Not know enough / don’t know	23.3%	-----	35.2%	-----
<i>n</i>	<i>351</i>	<i>269</i>	<i>182</i>	<i>118</i>

The next table (see top of next page) presents these results among those households *with no UIS student / employee connection in the past ten years*. Not surprisingly, these results show somewhat more respondents who have no opinion about UIS.

² Analysis indicates that the significant difference between the Springfield area and targeted area samples here is the proportion who indicated they do not know enough to have an opinion about UIS. Among those having an opinion, the distribution of positive and negative responses is very similar between the two samples.

Overall Opinion of UIS, among Households
with No UIS Student or Employee Connection in Past Ten Years

HOUSEHOLDS WITH NO STUDENT / EMPLOYEE CONNECTION IN PAST 10 YRS. <i>Opinion of UIS</i>	<i>Springfield Area</i>		<i>Targeted E/S Area</i>	
	<i>Incl dk</i>	<i>Excl dk</i>	<i>Incl dk</i>	<i>Excl dk</i>
Very positive	43.2%	63.3%	40.2%	70.1%
Somewhat positive	23.5%	34.3%	17.1%	29.9%
Somewhat negative	1.6%	2.4%	0.0%	0.0%
Very negative	0.0%	0.0%	0.0%	0.0%
Not know enough / don't know	31.6%	-----	42.7%	-----
<i>n</i>	243	166	117	67

Visits to UIS

Ever visit UIS. Eight in ten respondents (79.8%) in the Springfield area sample indicated that a household member “has ever been to the UIS campus” (including for school or work). This number is only slightly lower, at nearly three-quarters (73.8%), for the targeted eastern / southern area.

For those households with no UIS student/employee connection in the past ten years, this proportion drops about 10 percentage points – to seven in ten (70.5%) households -- for the Springfield area sample. It drops about 15 percentage points – to nearly six in ten (58.1%) households -- for the targeted eastern / southern targeted area.

Recent visits to UIS. About two-thirds (66.3%) of the Springfield area respondents indicated a household member has been to the UIS campus *in the past 12 months, not including for school or work*. This proportion is just over one-half (51.4%) for the targeted area.

For those households with no current student/employment connection, these proportions are about the same as those presented above, dropping just slightly for the entire Springfield area (63.4%) and virtually identical for the targeted eastern/southern area (52.0%).

Among households with no student/employment connection for the past ten years, the proportion of households with a UIS visit in the past 12 months is more than half (55.8%) for the entire Springfield area and just less than half (47.0%) for the targeted eastern / southern Springfield area.

Kinds of recent visits. The following table presents the proportion of all respondent households who indicated a visit to the UIS campus in the past 12 months for the following kinds of activities.

Reasons for UIS Visit in Past 12 Months

ALL HOUSEHOLDS <i>Kind of activity</i>	<i>Springfield Area</i>	<i>Targeted E/S Area</i>
UIS Sangamon Auditorium	58.9%	39.2%
Soccer / softball games	17.4%	16.0%
To library	16.3%	12.2%
To meeting / training	14.3%	9.4%
Other events	13.7%	9.4%

And the following represent such proportions *among those households with no current UIS student or employee.*

Reasons for UIS Visit in Past 12 Months, Among Households
with No UIS Student or Employee Connection
in Past Ten Years

NO CURRENT STUDENT/ EMPLOYEE CONNECTION <i>Kind of activity</i>	<i>Springfield Area</i>	<i>Targeted E/S Area</i>
UIS Sangamon Auditorium	57.1%	39.7%
Soccer / softball games	17.0%	16.6%
To meeting / training	12.2%	8.9%
To library	11.5%	10.3%
Other events	12.2%	8.9%

Number of recent visits. Those households who had visited the UIS campus within the past 12 months were asked “about how many times any members of [their] household have been to the UIS campus” in the past 12 months, *not including for school or work.* Remember that this proportion is about two-thirds for the entire Springfield area and just over one-half for the targeted area. (Results for those households with no current student/employee connection do not differ much and are not presented.)

Number of Household Visits to UIS in Past 12 Months
Among Households with Any Visits

AMONG HOUSEHOLDS WITH VISIT IN PAST 12 MOS. <i>Proportion of such households</i>	<i>Springfield Area (66%)</i>	<i>Targeted E/S Area (51%)</i>
<i>Number of visits in past 12 months</i>		
One	21.6%	29.3%
Two to three	31.6%	30.4%
Four or five	17.7%	16.3%
Six to ten	12.1%	5.4%
More than ten	3.9%	12.0%
Don't know	3.0%	6.5%