

California State University, Sacramento (CSUS):  
Excellent, Exciting, Affordable, and Vital to the Sacramento Region

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Three out of four respondents in the Sacramento region (76%) have visited the campus of California State University, Sacramento (CSUS). Eleven percent more (87%) believe CSUS makes overall quality of life in the region better. A majority also think CSUS provides excellent education (84%), and is an exciting, vibrant university (61%). Moreover, nine in ten (90%) residents consider CSUS vital to the region's prosperity. These are some of the findings from *The 2004 Annual Survey of Public Opinion and Life Quality in the Sacramento Region*, conducted from February 7 to March 2, 2004, by the Institute for Social Research (ISR), CSUS.

**CSUS Has a Strong Connection to the Sacramento Region**

CSUS is the sixth-largest university in the 23-campus CSU system. It is committed to playing a significant role in the Sacramento region. For many years, it has offered different programs and activities to the public in the capital region. Results from our survey indicate that CSUS is strongly linked to the Sacramento region. Twenty two percent of the respondents have attended CSUS, and 76% have visited the CSUS campus.

**CSUS is Essential to the Success and Quality of Life in the Sacramento Region**

CSUS is dedicated to public service and the enhancement of the quality of life in the Sacramento region, and residents have recognized its significant contribution to the capital region. Ninety percent of the residents think CSUS is very important to the prosperity of the region. Almost the same percent of respondents report that CSUS produces future workforce for the Sacramento region (87%), and makes the overall quality of life in the Sacramento region somewhat better (47%) or much better (40%). About two-thirds (62%) think CSUS is a contributor and resource in shaping public policy in the state and the region.

**CSUS is Excellent, Stimulating, and Affordable**

A majority of residents in the Sacramento region believe CSUS has provided excellent education (84%). This holds true regardless of gender, race, and household income levels. However, compared to those who have never attended or visited CSUS, those who have attended (96% attended vs. 81% not attended) or visited CSUS (89% visited vs. 67% not visited) are much more positive about quality education offered at CSUS.

More than two-thirds of Sacramento region residents also believe CSUS offers affordable education (69%), although people of color and those with a household income of less than \$30,000 a year are less likely to think so.

Six in ten residents also regard CSUS as an exciting, vibrant university (61%). Women (64% women vs. 58% men), people of color (69% non-white vs. 59% white), and those with household income less than \$30,000 a year (70% with \$30,000 or less, 60% between \$30,000-\$99,999, vs. 58% with \$100,000 or more) are more likely to hold this view. Those who have attended (75% attended vs. 58% not attended) or visited CSUS (67% visited vs. 45% not visited) are also much more excited about CSUS. About half (49%) of those who have not visited CSUS do not know whether CSUS is vibrant or not.

### **CSUS Still Needs to Inform the Public Better**

CSUS needs to do a better job to further publicize its activities and events that are open to the public, because although more than one-third (35%) of the residents think they are well informed about programs and activities open to the public, about two-thirds (62%) are not. This is consistent with the findings in the Public Life Survey conducted for the CSUS in October 2000.

### **Survey Methods**

The above results are based on our third annual survey, *The 2004 Annual Survey of Public Opinion and Life Quality in the Sacramento Region*. This survey is a computer-assisted telephone survey of 1003 randomly selected adult residents age 18 or over in the Sacramento region. For the purpose of this study, the Sacramento region includes Sacramento, Yolo, Placer, and El Dorado counties. The objective of this 2004 survey is to assess the opinions of people in the Sacramento region regarding a wide range of local and national issues.

More than 30 students conducted phone interviews in English and Spanish, from February 7 to March 2, 2004, at the Institute for Social Research, California State University, Sacramento (CSUS). The sample is representative of the four counties in the Sacramento region and comparable to the 2000 U.S. Census (68% residents in the Census vs. 67% in the sample in Sacramento County, 14% in the Census vs. 16% in the sample in Placer County, 9% in the Census vs. 8% in the sample in Yolo County; and 9% in the Census vs. 8% in the sample in El Dorado County). The margin of error for the survey is approximately  $\pm 3\%$  at the 95% confidence level.

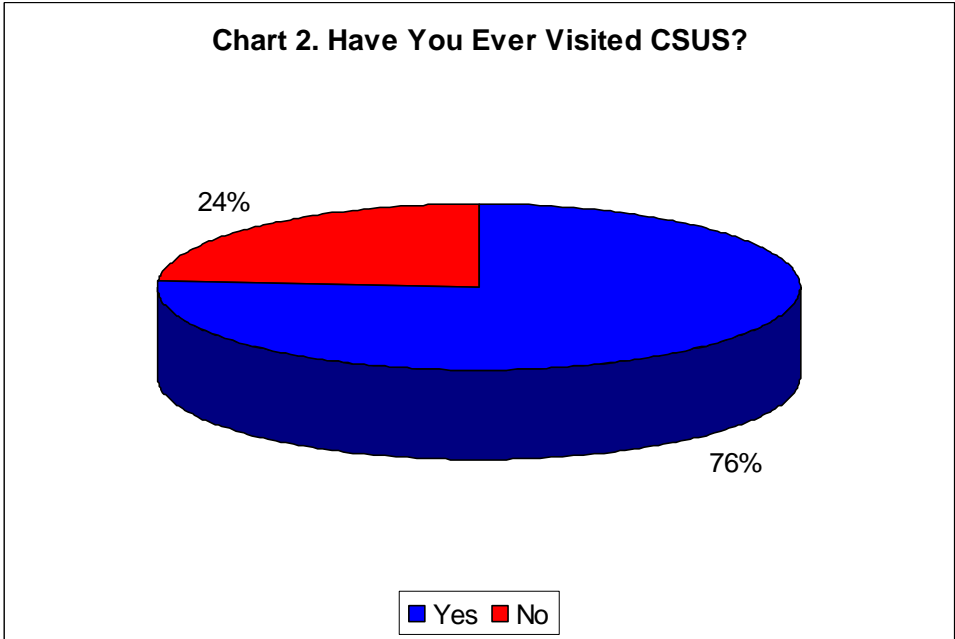
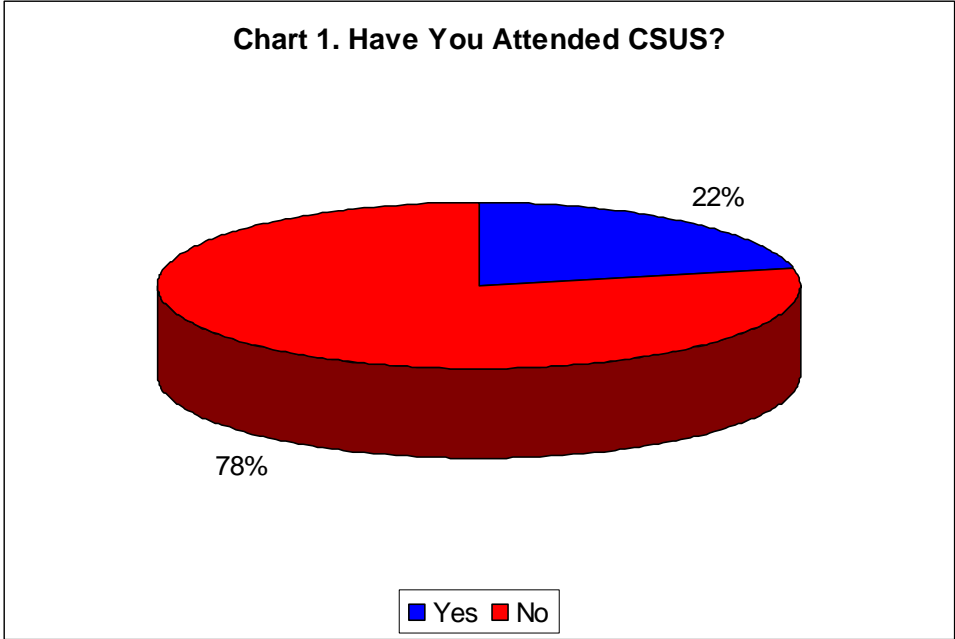
This survey has compared the Sacramento region findings with those from other California regions, the state, and the nation. Data cited regarding the state and other California regions often comes from the Public Policy Institute of California (PPIC) Statewide Surveys. Nationwide data often comes from Gallup polls.

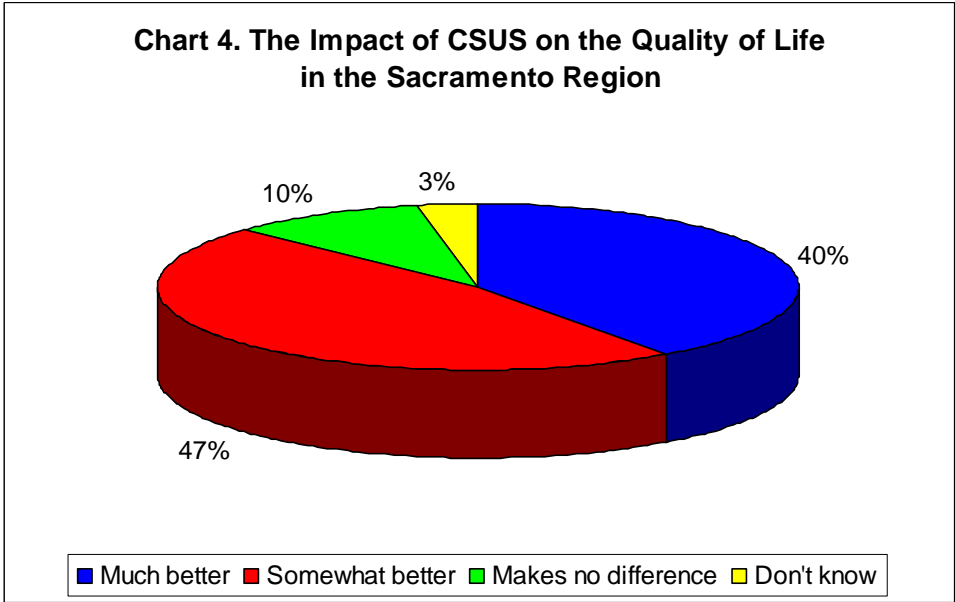
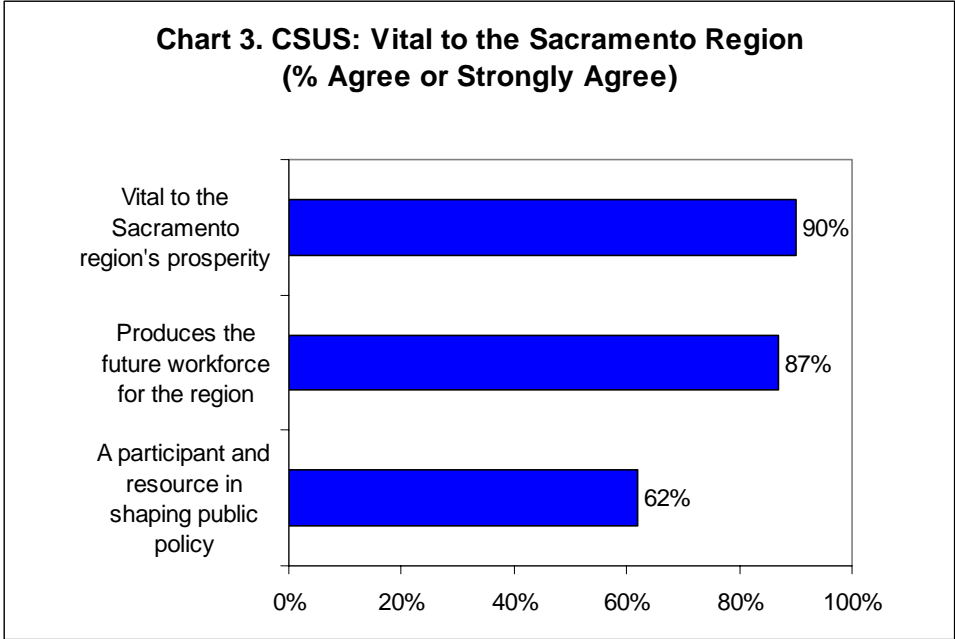
The College of Social Sciences and Interdisciplinary Studies (SSIS) and the Office of Community Collaboration (OCC) at CSUS sponsored this project. Dr. Joseph Sheley, Dean of SSIS, is actively involved in this project and has made great contributions.

Amy Qiaoming Liu, Ph.D., Department of Sociology and Institute for Social Research, CSUS, directed this research. Dr. Liu is an expert in public opinion polls, and has conducted more than 20 surveys in the past nine years, including:

- 2003 Survey of Public Opinion and Life Quality in the Sacramento Region
- 2002 Survey of Public Opinion and Life Quality in the Sacramento Region
- Survey of Iowa Business about Eldercare and Eldercare Needs
- Story County Conservation Board Survey
- Grundy County Youth Needs Assessment
- Marshalltown United Way Survey

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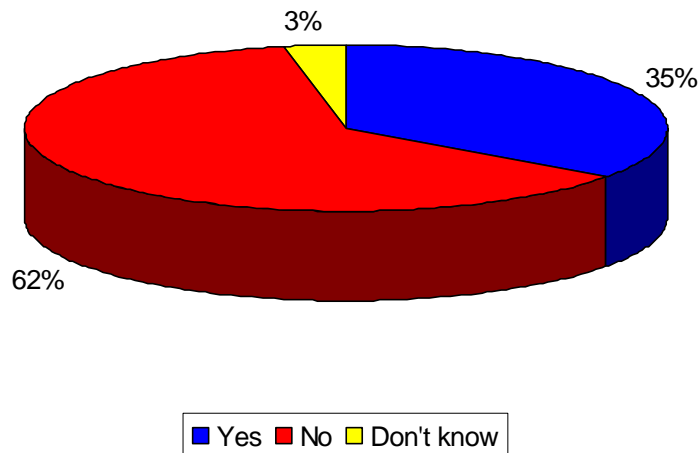




**Chart 5. CSUS: Excellent, Affordable, and Exciting  
(% Agree & Strongly Agree)**



**Chart 6. Well-informed About Public Events  
at CSUS?**



## Appendix I: Perceptions of CSUS<sup>1</sup>

1. Now, I'm going to ask you a few questions about California State University, Sacramento often called Sacramento State or CSUS. Please tell me whether you strongly agree, agree, disagree or strongly disagree with each of the following statements.

**1A. CSUS provides an excellent education.**

23%	Strongly agree
61	Agree
2	Disagree
0	Strongly disagree
14	Don't know/No opinion (Vol.)

**1B. It provides affordable education.**

19%	Strongly agree
50	Agree
14	Disagree
2	Strongly disagree
15	Don't know/No opinion (Vol.)

**1C. It is an exciting, vibrant university.**

10%	Strongly agree
51	Agree
10	Disagree
1	Strongly disagree
28	Don't know/No opinion (Vol.)

**1D. It is vital to the Sacramento region's prosperity.**

37%	Strongly agree
53	Agree
5	Disagree
0	Strongly disagree
5	Don't know/No opinion (Vol.)

**1E. It produces the future workforce for the Sacramento region.**

24%	Strongly agree
63	Agree
6	Disagree
0	Strongly disagree
7	Don't know/No opinion (Vol.)

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<sup>1</sup> Some of the questions in this survey have been modified and/or adopted from the Survey of Public Life of A Capital University. See [http://www.csus.edu/portfolio/institutional\\_portfolio/Public\\_Life.pdf](http://www.csus.edu/portfolio/institutional_portfolio/Public_Life.pdf) for details. I really appreciate the assistance by Frank Whitlatch and Ann Reed from the Sacramento State Public Affairs Office.

**1F. It is a participant and resource in shaping public policy.**

11%	Strongly agree
51	Agree
14	Disagree
1	Strongly disagree
23	Don't know/No opinion (Vol.)

**2. All in all, do you think CSUS makes the overall quality of life in the Sacramento region much better, somewhat better, worse, or makes no difference?**

40%	Much better
47	Somewhat better
0	Worse
10	Makes no difference
3	Don't know/No opinion (Vol.)

**3. Have you ever attended CSUS?**

22%	Yes
78	No

**4. Have you ever visited CSUS campus?**

76%	Yes
24	No

**5. Are you well informed about events at CSUS that are open to the public?**

35%	Yes
62	No
3	Don't know/No opinion (Vol.)

## **Appendix II: The 2004 Annual Survey Research Team Members and Sponsors**

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