

# University of Western Sydney Image Survey 2004



## Introduction

The following questionnaire seeks your views about what attracted you to apply to University of Western Sydney and to your two other preferred universities. It invites you to identify the sorts of information you used when making your decision and the usefulness of this information. The results of this survey will be used to identify:

1. The things that most attract you to a university like ours.
2. The sort of information students like yourself require to assist in making a decision about which universities best meet their needs.

Shade circles like this: ●  
Not like this: ⊗ ⊘

Please write within the boxes. The survey takes about 15 minutes to complete.

## University Course Details

What is the name of the university course offered to you?	UAC Code
<input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
What choice was this course?	<input type="radio"/> 1st Choice <input type="radio"/> 2nd Choice <input type="radio"/> 3rd Choice <input type="radio"/> 4th Choice or lower
What choice was this university?	<input type="radio"/> 1st Choice <input type="radio"/> 2nd Choice <input type="radio"/> 3rd Choice <input type="radio"/> 4th Choice or lower
What are the main factors which lead you to enrol in this course?	<input type="text"/>
What are the main factors which lead you to enrol at this university?	<input type="text"/>

## Comparison of University Characteristics

Different Universities have different characteristics. Please rate this university against 2 of your alternate top universities for **importance** and your **expectation** of how each perform against the following characteristics.

First Alternate Choice University	Second Alternate Choice University
<input type="radio"/> Australian National University	<input type="radio"/> Australian National University
<input type="radio"/> Charles Sturt University	<input type="radio"/> Charles Sturt University
<input type="radio"/> University of Technology Sydney	<input type="radio"/> University of Technology Sydney
<input type="radio"/> Southern Cross University	<input type="radio"/> Southern Cross University
<input type="radio"/> University of Canberra	<input type="radio"/> University of Canberra
<input type="radio"/> University of Newcastle	<input type="radio"/> University of Newcastle
<input type="radio"/> University of New England	<input type="radio"/> University of New England
<input type="radio"/> University of NSW	<input type="radio"/> University of NSW
<input type="radio"/> University of Sydney	<input type="radio"/> University of Sydney
<input type="radio"/> Macquarie University	<input type="radio"/> Macquarie University
<input type="radio"/> University of Wollongong	<input type="radio"/> University of Wollongong
<input type="radio"/> Other <input type="text"/>	<input type="radio"/> Other <input type="text"/>

**Importance to Me** 1=Not Important 3=Moderately Important 5=Essential  
**My Expectation** NA=Not Applicable 1=Very Poor 2=Poor 3=Neutral 4=Good 5=Very Good

	Importance to Me					My Expectation							
	1	2	3	4	5	NA	1	2	3	4	5		
Employment prospects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
Flexible study mode	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
Wide choice of subjects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
Links with industry/professions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
International study opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
Quality of teaching staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
Academic facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
Academic reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
Ease of entry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
High UAI cut-offs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
Cost of course	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university
Location of university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uni of Western Sydney First alternate university Second alternate university

**Perceptions and Image of UWS**

In a few words how would you describe UWS?

**Perceptions and Image of UWS Continued....**

From the lists below please select the characteristics that convey your image or perception of this university and your alternative choice universities

UWS		First Alternate Choice University		Second Alternate Choice University	
<input type="radio"/> Prestigious	<input type="radio"/> Traditional	<input type="radio"/> Prestigious	<input type="radio"/> Traditional	<input type="radio"/> Prestigious	<input type="radio"/> Traditional
<input type="radio"/> Flexible	<input type="radio"/> Elite	<input type="radio"/> Flexible	<input type="radio"/> Elite	<input type="radio"/> Flexible	<input type="radio"/> Elite
<input type="radio"/> Work-place focused	<input type="radio"/> Practical	<input type="radio"/> Work-place focused	<input type="radio"/> Practical	<input type="radio"/> Work-place focused	<input type="radio"/> Practical
<input type="radio"/> Progressive	<input type="radio"/> Theoretical	<input type="radio"/> Progressive	<input type="radio"/> Theoretical	<input type="radio"/> Progressive	<input type="radio"/> Theoretical
<input type="radio"/> Academically rigorous	<input type="radio"/> Relevant	<input type="radio"/> Academically rigorous	<input type="radio"/> Relevant	<input type="radio"/> Academically rigorous	<input type="radio"/> Relevant
<input type="radio"/> Friendly	<input type="radio"/> Egalitarian	<input type="radio"/> Friendly	<input type="radio"/> Egalitarian	<input type="radio"/> Friendly	<input type="radio"/> Egalitarian
<input type="radio"/> Fun		<input type="radio"/> Fun		<input type="radio"/> Fun	

Could you please rate the usefulness of the following sources of information when you were deciding on which university and course to enrol in.

**Usefulness** NA=Not Applicable 1=Very Poor 2=Poor 3=Neutral 4=Good 5=Very Good

	Usefulness											
	NA	1	2	3	4	5						
A. University of Western Sydney publications and brochures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
B. University of Western Sydney website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
C. The UAC guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
D. Visits to your school by University of Western Sydney staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
E. Open day and campus visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
F. Contact with Uni of Western Sydney academic and admin staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
G. Newspaper advertising and features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
H. Radio advertising and features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
I. Careers advisors and teachers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
J. Good Universities guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
K. Online advertising (eg banner ads)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
L. Direct mail campaigns from University of Western Sydney	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>						
Of the above which was the most useful source of information												
	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E	<input type="radio"/> F	<input type="radio"/> G	<input type="radio"/> H	<input type="radio"/> I	<input type="radio"/> J	<input type="radio"/> K	<input type="radio"/> L

**Details about you**

What was your postcode on 1 December 2003?

How long does it take you to travel to this university from your home address?

Less than 30 mins    30 mins to 1 hr    Between 1 hr to 2 hrs    More than 2 hrs

Which of the following age groups do you fit into?

17 to 20    21 to 24    25 to 29    30 to 39    40 to 49    50 and above

Gender?

Male    Female

**Thank you for completing this survey**