



Missouri State University

Audience Demographics

April 30, 2013



Phase I Methodology: IDIs and Focus Groups

IN DEPTH INTERVIEWS: Between August 23-29 and September 24-October 1, 2012, PSB conducted 5 in-depth interviews each among:

- *High-level administrators, faculty or staff*
- **Prospective non-traditional students*

FOCUS GROUPS: Additionally, between September 12-13 and September 19-20, 2012, PSB held a total of 6 focus groups among:

- **Prospective non-traditional students*
- *Current undergraduate students*
- *Current graduate students*
- *Alumni in Springfield, MO*
- *Alumni in Kansas City, MO*
- *Alumni in St. Louis, MO*

**PSB supplemented the prospective non-traditional student sample with 5 in-depth phone interviews, as the focus group turnout among this audience was lower than expected.*



Phase II Methodology: Quantitative Study

Between November 17, 2012, and March 1, 2013, PSB conducted quantitative online and phone surveys among the following audiences:

AUDIENCES		SAMPLE SIZE	MARGIN OF ERROR
Key Administrators, Faculty and Staff		50*	+/-13.86%
Alumni		200	+/-6.93%
Graduate Students		100	+/-9.80%
Undergraduate Students		202	+/-6.89%
Prospective Nontraditional Students – PHONE		100	+/-9.80%
Prospective Transfer Students		70*	+/-11.71%
Admitted Students Who Did Not Enroll		103	+/-9.66%
All Prospective High School Students		421	+/-4.78%
Prospective HS	Students	344	+/-5.28%
	Parents of Prospective Students	77	+/-11.17%
All College Specific Reads		809	+/-3.44%
College Specific	Undergraduates	691	+/-3.73%
	Graduates	118	+/-9.02%

Phase III Methodology : College Specific Reads

Between November 17, 2012, and March 1, 2013, PSB conducted quantitative online surveys among the following audiences:

AUDIENCES		SAMPLE SIZE	MARGIN OF ERROR
College of Arts and Letters	All	241	+/-6.31%
	Undergraduate	220	+/-6.61%
	Graduate	21*	+/-21.39%
College of Business	All	167	+/-7.58%
	Undergraduate	89	+/-10.39%
	Graduate	78	+/-11.10%
College of Education	All	149	+/-8.03%
	Undergraduate	75	+/-11.32%
	Graduate	74	+/-11.39%
College of Health and Human Services	All	159	+/-7.77%
	Undergraduate	78	+/-11.11%
	Graduate	81	+/-10.89%
College of Humanities and Public Affairs	All	124	+/-8.80%
	Undergraduate	80	+/-10.96%
	Graduate	44*	+/-14.77%
College of Natural and Applied Sciences	All	108	+/-9.43%
	Undergraduate	76	+/-11.24%
	Graduate	32*	+/-17.32%
School of Agriculture	All	75	+/-11.32%
	Undergraduate	74	+/-11.39%
	Graduate	1*	N/A



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Key Administrators, Faculty and Staff

Please identify your gender.	All
Male	44
Female	56

Which of the following categories best describes your age?	All
17 or younger	0
18 to 24	0
25 to 34	4
35 to 49	30
50 to 64	60
65 to 70	6
70 or older	0

Which of the following best describes your ethnic or racial background?	All
White, Caucasian, European, European-American	90
Black, African-American, Caribbean, African, Caribbean-American	0
Hispanic, Latino, Latin American	4
Asian-American, Asian, Pacific Islander	4
Arab, Middle Eastern	0
American Indian, Native American	2
2 or more races	0
Other	0
Don't know	0

Alumni

Region	All
Southwest Missouri	52
St. Louis Area	8
Kansas City Area	4
Other	6
Out of state	30

Please identify your gender.	All
Male	56
Female	44

Please indicate in which age category you fall into.	All
17 or younger	0
18 to 24	0
25 to 34	10
35 to 49	24
50 to 64	42
65 to 70	9
70 or older	14

Which of the following best describes your ethnic or racial background?	All
White, Caucasian, European, European-American	96
Black, African-American, Caribbean, African, Caribbean-American	0
Hispanic, Latino, Latin American	0
Asian-American, Asian, Pacific Islander	0
Arab, Middle Eastern	0
American Indian, Native American	0
2 or more races	2
Other	0
Don't know	0

Which of the following categories best describes when you graduated MSU/SMSU?	All
Before 1960	2
1960-1969	16
1970-1979	22
1980-1989	23
1990-1999	18
2000-2009	18
2010-2012	1

Graduate Students

Region	All
Southwest Missouri	93
St. Louis Area	3
Kansas City Area	0
Other	0
Out of State	4

Please identify your gender.	All
Male	54
Female	46

Are you currently enrolled as a:	All
Full-time student	73
Part-time student	27

Which of the following best describes your ethnic or racial background?	All
White, Caucasian, European, European-American	68
Black, African-American, Caribbean, African, Caribbean-American	1
Hispanic, Latino, Latin American	2
Asian-American, Asian, Pacific Islander	23
Arab, Middle Eastern	1
American Indian, Native American	0
2 or more races	0
Other	3
Don't know	2

Undergraduate Students

Region	All
Southwest Missouri	82
St. Louis Area	6
Kansas City Area	5
Other	6
Out of State	1

Please identify your gender.	All
Male	23
Female	77

Are you currently enrolled as a:	All
Full-time student	94
Part-time student	6

Which of the following best describes your ethnic or racial background?	All
White, Caucasian, European, European-American	86
Black, African-American, Caribbean, African, Caribbean-American	3
Hispanic, Latino, Latin American	2
Asian-American, Asian, Pacific Islander	3
Arab, Middle Eastern	0
American Indian, Native American	1
2 or more races	2
Other	2
Don't know	0



Prospective Non-Traditional Students

Please identify your gender.	All
Male	35
Female	65

Please indicate in which age category you fall into.	All
Less than 25 years old	0
25 to 30	18
31 to 35	21
36 to 40	26
41 to 45	25
46 to 50	10
Older than 50 years old	0

Which of the following best describes your ethnic or racial background?	All
White, Caucasian, European, European-American	92
Black, African-American, Caribbean, African, Caribbean-American	0
Hispanic, Latino, Latin American	1
Asian-American, Asian, Pacific Islander	0
Arab, Middle Eastern	0
American Indian, Native American	1
2 or more races	0
Other	3
Don't know	3

Prospective High School Students

Region	Students	Parents
Southwest Missouri	13	21
St. Louis Area	25	32
Kansas City Area	5	16
Other	14	14
Out of State	43	17

Please identify your gender.	Students	Parents
Male	37	35
Female	63	65

Which of the following best describes your ethnic or racial background?	Students	Parents
White, Caucasian, European, European-American	78	81
Black, African-American, Caribbean, African, Caribbean-American	12	12
Hispanic, Latino, Latin American	4	4
Asian-American, Asian, Pacific Islander	2	0
Arab, Middle Eastern	0	0
American Indian, Native American	0	0
2 or more races	3	4
Other	1	0
Don't know	1	0

Prospective Transfer Students

Region	All
Southwest Missouri	37
St. Louis Area	11
Kansas City Area	7
Other	13
Out of State	31

Please identify your gender.	All
Male	39
Female	61

Which of the following best describes your ethnic or racial background?	All
White, Caucasian, European, European-American	84
Black, African-American, Caribbean, African, Caribbean-American	4
Hispanic, Latino, Latin American	4
Asian-American, Asian, Pacific Islander	3
Arab, Middle Eastern	0
American Indian, Native American	1
2 or more races	1
Other	0
Don't know	1



Admitted Students Who Didn't Enroll

Region	All
Southwest Missouri	16
St. Louis Area	22
Kansas City Area	9
Other	26
Out of State	26

Please identify your gender.	All
Male	31
Female	69

Which of the following best describes your ethnic or racial background?	All
White, Caucasian, European, European-American	80
Black, African-American, Caribbean, African, Caribbean-American	9
Hispanic, Latino, Latin American	1
Asian-American, Asian, Pacific Islander	1
Arab, Middle Eastern	0
American Indian, Native American	0
2 or more races	6
Other	1
Don't know	2



College Specific Reads

Please identify your gender.	All	Undergrad	Grad
Male	34	31	50
Female	66	69	50

Which of the following best describes your ethnic or racial background?	All	Undergrad	Grad
White, Caucasian, European, European-American	83	86	66
Black, African-American, Caribbean, African, Caribbean-American	4	4	1
Hispanic, Latino, Latin American	3	3	3
Asian-American, Asian, Pacific Islander	5	3	22
Arab, Middle Eastern	0	0	2
American Indian, Native American	0	1	0
2 or more races	2	3	1
Other	1	1	3
Don't know	1	0	3

