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## **For Immediate Release**

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## **Arizonans think positively of NAU, survey shows**

Flagstaff, Ariz. (Dec. 1, 2005)—Arizonans have a positive impression of Northern Arizona University, and the majority form their impression based on personal experience and word of mouth.

Such were the findings of a telephone survey conducted for the Office of Public Affairs by NAU's Social Research Laboratory in October.

Seventy-five percent of respondents had a positive impression of NAU, while only 2 percent had a negative impression. Another 18 percent indicated "don't know."

The positive impression responses jumped to 85 percent in the 35-54 age group.

When asked about the basis for their opinion about NAU, 43 percent of Arizonans reported their impression of NAU was informed by personal experience, and 31 percent cited "word of mouth." Forty-five percent of respondents ages 18-34 rely on word of mouth in forming an impression about the university.

The survey found that the primary sources of news about NAU were newspapers (34 percent) and television (33 percent), followed by "word of mouth" at 18 percent. "Word of mouth" was second only to TV for the 18-34 age group.

The types of stories about NAU that Arizonans most often follow in the news include "athletics" (20 percent) and "human interest" (11 percent). Arizonans also are interested in hearing more about NAU research, human interest stories and academic programs.

"The survey provides a useful benchmark for us in measuring people's impression of the university," said Lisa Nelson, director of Public Affairs. "The survey was also quite telling in how people form their impressions of the university. The survey results show that members of the NAU community have powerful influence over public perception of the university by how we treat people and what we say." Nelson said the survey results also will help the university target stories and audiences.

You can view the results of the survey online at  
[www4.nau.edu/insidenau/bumps/11\\_30\\_05/NAU\\_image\\_report\\_SRL.pdf](http://www4.nau.edu/insidenau/bumps/11_30_05/NAU_image_report_SRL.pdf)

A total of 406 randomly selected Arizona adults participated in the survey. Results are accurate within a 4.9 percent margin of error, at a 95 percent confidence level.

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