Uni er i of Ala ka

Economic Impac & P blic Percep ion

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- The University directly supported 7,548 jobs in 2015, totaling $346 million in annual wages.
- On average, the University system typically contracts with more than 2,000 businesses per year.
- In FY2015, the University of Alaska purchased goods and services valued at $122.6 million from Alaska vendors.
- Annual student spending – including spending on off-campus housing, food, entertainment, transportation, and other personal items – totaled $160 million.
- Visitors attending conferences, athletic events and other festivals related to the University of Alaska spent approximately $2 million in 2015.

Direct expenditures linked to the University of Alaska also yield economic ripple effects – indirect and induced spending – that benefit the state economy.

The University of Alaska system is one of the largest employers in Alaska.

Among all private and public enterprises, the University system ranks as one of the largest employers in the state. When jobs indirectly and directly linked to the University are considered, the University of Alaska supported 15,740 jobs in 2015, totaling

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Public Perceptions

The University of Alaska enjoys wide-spread

Alaskans believe the University of Alaska plays a vital role shaping Alaska's future and support the University's identified strategic priorities.

Do you strongly agree, agree, disagree or strongly disagree that the University of Alaska plays a vital role in shaping Alaska's future?

The vast majority of Alaskans agree or strongly agree that the University of Alaska plays a vital role in ps al ae

- Indirect impacts

Since the most recent household survey in 2005, overall impressions of the University to Alaskaappear to have declined.

- The percentage of

Reasons for Encouraging(%)

(Base: Those with children or grandchildren currently attending elementa ry, middle, or high school and would encourage them in attending the University of Alaska. Multiple responses allowed.)

	Total	Southcentral	Interior/ Far North	Southeast	Southwest
	n=360	n=91	n=110	n=91	

- Although most Alaskans agree that the University of Alaska is accessible, resonance of the term accessible varies among Alaskans of different ages. Alaskans 35

Percentage of Survey Respondents Who Strongly Agree or Agree with the Following Statements about University of Alaska Workforce Impacts(%)

Level of agreement	Total	Southcentral	Interior/ Far North	Southeast	Southwest
Without University of Alaska, our young people are much more likely to leave Alaska.					
Strongly Agree	41	42	40	40	41
Agree	40	39	44	44	36
Net Agree	81	81	84	84	77

- Forty-four percent of Alaskans who have previously donated to the University strongly agree that University of Alaska research has significant real-world applications for Alaskans, compared to a quarter of those who have not given to the University (25 percent).
- The longer a resident has lived in Alaska, the more likely he or she is to agree or strongly agree that University research has real-world applications for Alaskans (83 percent of residents for over 20 years, 82 percent of residents for between 6 and 20 years, and 68 percent of Alaskan residents for under 5 years).

Adaptation to Climate Change

Over three- 4r2cN(

- Similarly, residents who have previously given the University are more likely than those who have not given to strongly agree that the University of Alaska is a world leader in Arctic research (39 percent versus 20 percent).

State Partnerships

Ninety percent of Alaskans rankpartnering with the State to meet Alaska's workforce needs as a high or very high priority for the University of Alaska.

SUB-GROUPANALYSIS

- Alaskans between the ages of 35-64 are more likely than younger residents to identify partnering with the State as a very high priority (42 percent of Alaskans ages 35-54 and 43 percent of Alaskans 55-64, compared to 29 percent of residents between the ages of 18-34).

New Technology and Innovation

Most Alaskans say diversifying Alaska's economy through the development of new technologies and innovations should be a high or very high priority for the University of Alaska (88 percent).

SUB-GROUPANALYSIS

- Just over one-third of residents identify diversifying the economy through the development of new technologies and innovations as a very high priority (34 percent).
- Although Alaskans of all ages agree overall, residents over the age of 34 say diversifying the economy through the development of new technologies and innovation is higher priority than younger Alaskans. Forty-two percent of Alaskans 35-54, 37 percent of Alaskans 55-64, and 36 percent of Alaskans over 65 rank this priority as very high, compared to just under a quarter of Alaskans between the ages of 18 and 34 (24 percent).
- Very likely future donors rank this University priority higher than Alaskans somewhat likely or not likely to donate (62 percent compared to 36 percent and 30 percent respectively).

Pipeline of College-Bound Students

Most residents say that the University of Alaska should make collaboration with employers and K-12 schools to build a strong pipeline of college-bound students a high or very high priority (87 percent).

SUB-GROUPANALYSIS

- Alaskans from the Interior/Far North are more likely than residents of other regions to rank a pipeline of college-bound students as a high or very high priority (93 percent, compared to 86 percent oo 8n443.6 (i)2.3 (d)9.6 (e)6

- Over a third of Alaskans say preserving Alaska Native cultural heritage should be a very high priority (36 percent).
- Younger Alaskans (between the ages of 18 and 34) are more likely than Alaskans over the age of 54 to identify preservation of Alaska Native cultural heritage as a high or very high priority for the University (84 percent versus 72 percent of residents 55-64 and 74 percent of Alaskans 65 or older).
- A greater percentage of Alaska Native residents say the University of Alaska should make preservation of Alaska Native cultural heritage a very high priority than white Alaskans (55 percent compared to 34 percent).
- Women are more likely than men to rank pr k pr5

Percentage of Survey Respondents Who Rank University of Alaska Priorities as Very High or High (%)

	Total	Southcentral	Interior/ Far North	Southeast	Southwest
Partner with the State to meet Alaska's workforce needs.					
Very high	37	38	40	32	27
High	53	53	52	59	56
Net High	90	91	92	91	83
Diversify Alaska's economy through development of new technologies and innovations.					
Very high	34	36	38	26	26

- Almost three-quarters of very likely donors strongly agree that it is very important for the University of Alaska to educate Alaska's future teachers (74 percent), compared to 58 percent of somewhat likely donors and 32 percent of those unlikely to donate.
- Fifty-nine percent of residents who have previously given to the University strongly agree that it is important for the University of Alaska to educate Alaska's future educators, compared to 45 percent of Alaskan's who have not donated to the University.
- Not surprisingly, residents with children are more likely than Alaskans without children to strongly agree that the University should educate Alaska's future teachers (54 percent versus 43 percent).
- Almost one hundred percent of Alaska Native respondents strongly agree or agree that it is very important for the University to educate Alaska's teachers (99 percent).

Engineers

Most residents agree or strongly agree that it is very important for the University of Alaska to educate Alaska's future engineers (94 percent).

SUB-GROUP ANALYSIS

- Almost half of residents strongly agree (46 percent).
-

Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements about University of Alaska workforce development. (%)

	Total	Southcentral	Interior/ Far North	Southeast	Southwest
Influential					
Strongly Agree	18	17	25	19	17
Agree	61	61	62	60	54
Disagree	8	9	6	10	7
Strongly Disagree	1	2	1	1	--
Don't know	8	9	5	9	13
Refused	3	3	1	2	9
Inspirational					

e, disagree or strongly disagree with each of the following
ity of Alaska workforce development. (%)

thcentral	Interior/ Far North	Southeast	Southwest
11	17	12	16
61	64	59	50
14	10	11	10
3	<1	1	--
9	7	14	16
3	2	3	9
10	18	17	14
61	64	59	55
14	11	9	7
2	<1	<1	1
10	5	13	13
3	1	3	9

Respondents Who Disagree or Strongly Disagree that the Term Accurately Describes the University of Alaska (%)

	Total	Southcentral	Interior/ Far North	Southeast	Southwest
Bold	22 26	21 29	20	EÍ• gp22T€ Ø Vw‡	d\Ø 20aT€H ña

Appendix B: Detailed Responses to University Impacts

Research

Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements about University of Alaska research. (%)

	Total	Southcentral	Interior/ Far North	Southeast	Southwest
University of Alaska is a world leader in Arctic research.					
Strongly Agree	23	21	34	19	20
Agree	52	50	55	54	60
Disagree	4	5	3	4	4
Strongly Disagree	1	1	--	<1	--
Don't know	20	23	7	23	15
Refused	<1	<1	--	--	--
University of Alaska Arctic research has significant real-world applications for Alaska residents					
Strongly Agree	23	21	34	19	20
Agree	52	50	55	54	60
Disagree	4	5	3	4	4
Strongly Disagree	1	1	--	<1	--
Don't know	20	23	7	23	15
Refused	<1	<1	--	--	--

Workforce Development

Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following

Appendix C: Detailed Responses to University of Alaska Priorities

Appendix D: Survey Respondent Demographics

	Total	Southcentral	Interior/ Far North	Southeast	Southwest
Gender	(%)	(%)	(%)	(%)	(%)
Male	50	48	53	51	47
Female	48	51	46	47	50
Don't know	2	<1	1	2	3
Age	(%)	(%)	(%)	(%)	(%)
18 – 34	20	22	22	13	21
35 – 54	33	34	33	31	35
55 – 64	24	23	21	26	27
65+	23	21	24	29	17
Average age	51.6 years old	50.1 years old	50.7 years old	55.0 years old	49.8 years old
Ethnicity	(%)	(%)	(%)	(%)	(%)
White/Caucasian	66	62	77	75	43

Length of Residency(%)

# of years in Alaska	Total	Southcentral	Interior/ Far North	Southeast	Southwest
5 years or less	8	10	7	5	9
6 – 20	20	20	26	14	21
21 – 30	19	20	21	15	19
31 – 40	22	20	22	25	18
41 – 50	14	12	13	17	15
51+	17	17	10	23	18
Average # of years in Alaska	32.9 years	31.5 years	29.4 years	37.4 years	33.3 years

Have you or a family member ever received a degree, certificate, or license from the University of Alaska?(%)

	Total	Southcentral	Interior/ Far North	Southeast	Southwest
Yes	43	44	42	42	41
No	48	49	51	49	42
Don't know	5	6	5	4	6
Refused	4	1	1	4	11

Appendix E: List of Communities Represented in the Survey

Akiachak
Akiak
Akutan
Alaknuk
Aleknagik
Anatuvuk Pass
Anchorage
Anderson
Angoon
Aniak
Arctic Village
Atqasuk
Barrow
Beaver
Bethel Us qnc-9.9 (ut)-5.4 (q)-b10.4 (alTd [9s)-1.5 (uk)]TJ 0 Tc1 (75 3.506 0 Td ( )Tj EMC /P <</9CID 15 >>BDC

Appendix F: Survey Instrument

A copy of the survey instrument is attached.