



Tufts University Sample Survey 2012

N = 809, Response Rate = 29.1%***

*Respondent Demographics (based on SIS data)

	Respondents	All Students [†]
Female	61.9%	51.5%
Male	38.1%	48.5%
Multiracial	4.9%	3.7%
Non-resident alien	2.1%	2.0%
Black/African American	3.1%	3.9%
Asian/Pacific Islander	10.9%	9.6%
Latino/a	6.4%	6.3%
White	52.4%	53.9%
Other or Unknown	20.1%	20.5%
Engineering	12.4%	14.0%
Liberal Arts	82.1%	79.6%
SMFA	5.6%	6.5%
Freshman	21.9%	24.9%
Sophomore	29.4%	26.8%
Junior	23.1%	23.9%
Senior	25.6%	24.4%

**Response completeness

Started survey: 809
Finished survey (hit submit): 751
Finished first page only: 11
Finished more than the first page
but not the entire survey: 47

[†]All students to whom the survey was sent--the survey was sent to a random sample of half the undergraduate student population.

1. Q1 text in full

81	10.0%	Answer 1	→	Skip to Question 6.
227	28.1%	Answer 2		
257	31.8%	Answer 3		
194	24.0%	Answer 4		
49	6.1%	Answer 5	→	Skip to Question 3.

2. Q2 text in full

434	64.9%	Answer 1
387	57.8%	Answer 2
233	34.8%	Answer 3
138	20.6%	Answer 4
71	10.6%	Answer 5
48	7.2%	Answer 6
19	2.8%	Answer 7
25	3.7%	Other, please specify: See Appendix A

3. Question where means are appropriate, like the stars
(5 stars is "Very interested" and 1 star is "Not at all interested")

	N	Mean	SD
Option 1	721	3.75	1.32
Option 2	726	3.53	1.25
Option 3	716	3.35	1.29
Option 4	714	3.23	1.38
Option 5	715	3.12	1.50

Sub-heading if necessary

4. Double-sided matrix question

	Very	Moderately	Neither	Moderately	Very	
Thought-provoking	14.0%	49.9%	28.1%	5.9%	2.1%	Boring
Accessible	25.8%	34.7%	28.9%	9.4%	1.2%	Elitist
Dynamic	13.5%	40.2%	39.1%	6.6%	0.7%	Stale
Cool	17.1%	45.3%	32.9%	4.4%	0.3%	Dated
Friendly	24.6%	38.0%	30.6%	5.2%	1.6%	Snobby

5. Normal matrix question

	I knew this		I was somewhat aware of this		I did not know this	
Statement 1	634	87.2%	52	7.2%	41	5.6%
Statement 2	129	17.7%	178	24.5%	420	57.8%
Statement 3	58	8.0%	115	15.8%	553	76.2%
Statement 4	307	42.2%	420	57.8%	0	--

6. Another normal matrix question

	I knew this	I was somewhat aware of this	I did not know this	N
Statement 1	87.2%	7.2%	5.6%	727
Statement 2	17.7%	24.5%	57.8%	727
Statement 3	8.0%	15.8%	76.2%	726
Statement 4	42.2%	57.8%	--	727

7. Open-ended question?

See Appendix B

Appendix A

2. Q2 text in full. If other, please specify.

Verbatim comments—these have not been edited in any way

Response

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Appendix B
7. Question Text in Full
Coded comments

Response	N
Category 1	10
Category 2	9
Category 3	8
Category 4	7
Category 5	6
Category 6	5
Category 7	4
Category 8	3
Category 9	2
Total number of comments	50