

## UCUES 2016 Survey Administration Report

UC Undergraduate Experience Survey (UCUES) collects a broad range of information about student academic engagement, academic experience, community and civic engagement, as well as goals and aspirations for the time at UC, growth in awareness of social, political and personal issues. In Spring 2016, UCUES 2016 survey was administered to over 190,000 undergraduates at UC's nine undergraduate campuses. This report provided information on survey completion rates, sample representativeness, along with survey incentives and days in administration.

### RESPONSE RATE

Completion rate refers to the percentage of students in the survey population who at least responded to one survey item and clicked "submit" button at the conclusion of the survey. This does not mean that all questions were answered; any item in the survey can be skipped, allowing the respondents to proceed to the next page without responding.

Response rate refers to the percentage of students in the survey population who responded to the survey. This includes students who completed all questions and submitted the survey (completes), those who completed all questions but did not submit the survey and those who completed part of the survey (partials). As Qualtrics cannot make a distinction between items in the consent form and the actual survey items, the response rates reported in Qualtrics included all students who "started" the survey by at least endorsing the consent form. The final response file removed such respondents who only agreed on the consent form but did not answer any of the survey questions.

**Final respondents: 63,115.** The final cleaned data file contains 63,132 respondents, excluding duplicated cases, students below 18 years of age, testing cases, and respondents who did not answer any survey questions. This contributes to an overall response rate of 33%, based on a total of 191,095 undergraduates who were invited to participate in the survey.

**Completes: 54,240.** The final cleaned data file contains 54,240 completed respondents, who responded to at least one survey item and clicked the "submit" button at the conclusion of the survey. This contributes to an overall completion rate of 28%, and takes up 86% of the respondent population.

**Partial completes: 8,875.** Partial complete means that at least one item was answered, but the "submit" button was not clicked. These participants may also be considered dropouts. These surveys were closed out at the end of the administration period, capturing all information provided by the respondent up to the day of survey closure. The partial completes take up 14% of the respondent population.

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Table 1. Complete and Response Rates of UCUES 16

Campus	Total Invites	Total Completes	Valid Responses	Completion Rate	Response Rate
Berkeley	26,027	7,455	8,448	29%	32%
Davis	26,868	8,391	9,909	31%	37%
Irvine	24,611	7,993	9,302	32%	38%
Los Angeles	28,558	6,147	7,218	22%	25%
Merced	5,750	2,108	2,454	37%	43%
Riverside	18,042	4,310	5,196	24%	29%
San Diego	25,567	6,463	7,288	25%	29%
Santa Barbara	19,928	5,988	6,931	30%	35%
Santa Cruz	15,737	5,385	6,369	34%	40%
<b>Systemwide</b>	<b>191,088</b>	<b>54,240</b>	63,115	<b>28%</b>	<b>33%</b>

### SAMPLE REPRESENTATIVENESS

Sample representativeness, defined as the degree to which the sample resembles the study population, often indicates whether systematic differences exist in the responses between survey respondents and non-respondents. A representative sample is one in which the characteristics in the sample parallel those of the target population. Examples of key variables include gender, race/ethnicity, student level, and so on. A representative sample ensures that the sample estimate of a mean or proportion is unbiased so that results or conclusions drawn from the sample can be generalized to the entire population.

Comparing individual characteristics or key variables between the sample and the population is a method commonly used to check whether a sample is representative of the study population. For categorical variables, a multivariate frequency table (or crosstab) is often used to examine the distribution of the sample and compare it to the population. We compare the proportions of individuals across different categories of the variable in the sample versus the population. A significant difference in the proportions implies that the sample is not representative of the population. Table 2 examines sample representativeness of UCUES 2016 across a few student characteristics.

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Table 2. Sample Representativeness of UCUES 2016

Characteristics	Respondent		Population	
	Count	Percent	Count	Percent
<b>Gender</b>				
Male	24,299	38.5%	88,554	46.3%
Female	38,613	61.2%	102,100	53.4%
Unknown	124	0.2%	356	0.2%
Missing	79	0.1%	78	0.0%
<b>Ethnicity</b>				
African American	2,263	3.6%	7,085	3.7%
American Indian	442	0.7%	1,149	0.6%
Asian	22,677	35.9%	67,752	35.5%
Hispanic	14,854	23.5%	42,952	22.5%
International	5,381	8.5%	21,182	11.1%
Other/Unknown	1,818	2.9%	5,122	2.7%
White	15,680	24.8%	45,846	24.0%
<b>Applicant Status</b>				
Freshman	50,458	79.9%	152,891	80.0%
Transfer	12,467	19.8%	37,782	19.8%
Others	20	0.0%	41	0.0%
Unknown	170	0.3%	374	0.2%
<b>Student Level</b>				
Freshman	5,670	9.0%	16,571	8.7%
Sophomore	12,886	20.4%	36,665	19.2%
Junior	16,647	26.4%	49,386	25.8%
Senior	27,739	43.9%	87,354	45.7%
Others	12	0.0%	40	0.0%
Unknown	161	0.3%	1,072	0.6%

### OTHER ADMINISTRATION INFORMATION

Each campus will offer \$3,000 or more of survey prizes to encourage survey participation. Campuses will decide the type of incentives and the number of prize winners. During survey administration and after the

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survey, campuses will draw the prize winners among students. Due to California lottery law, all UC undergraduate students whether or not complete the survey are eligible for the survey prizes. This message should be provided in places where the incentive information is given.

UCUES 2016 was first launched at UC Irvine on March 31, and last closed at UC San Diego on August 16, with an average of 107 days in administration. Table 3 summarizes the survey launch and close dates, the number of survey active days, and the number of email invitations and reminders throughout the administration for each campus.

Table 3. Days in Administration of UCUES 2016

<b>Campus</b>	<b>Launch Date</b>	<b>Close Date</b>	<b>Active Days</b>	<b># Invitations</b>
Berkeley	Apr. 5	Jul. 6	93	15
Davis	Apr. 5	Aug. 8	125	16
Irvine	Mar. 31	Jul. 6	98	18
Los Angeles	Apr. 12	Aug. 4	115	14
Merced	Apr. 1	Jun. 29	90	16
Riverside	Apr. 4	Aug. 1	120	21
San Diego	Apr. 10	Aug. 16	129	26
Santa Barbara	Apr. 5	Jul. 8	95	11
Santa Cruz	Apr. 12	Jul. 6	101	22
<b>Systemwide</b>	<b>Mar. 31</b>	<b>Aug. 16</b>	<b>107</b>	<b>18</b>

### OTHER RESOURCES

- View the UCUES 2016 survey instrument here: <http://www.ucop.edu/institutional-research-academic-planning/ files/survey%20instruments/UCUES-2016-Instrument.pdf>
- View the UCUES 2016 survey data here: <http://www.ucop.edu/institutional-research-academic-planning/ files/UCUES-2016-UC-Systemwide-Report.pdf>