Utah Women and Education

Research Study Information 2010
The purpose of the two-year Utah Women and Education Project (UWEP) is to lead efforts within the state to understand and then motivate more young women to enter and stay in school long enough to obtain college degrees.

May 2009-May 2011
UWEP Critical Components

1. Primary research
2. Briefs and reports ([www.uvu.edu/wep](http://www.uvu.edu/wep))
3. Online resource database (*released October 4, 2010 on Utah 2-1-1*)
4. Dissemination of findings: conferences, other presentations, and materials (*marketing*)
Instrument and Data Collection

• Protocol
  – Survey (quantitative)
  – Interview (open-ended; qualitative)

• Participants spent between 45 minutes to 3 hours to complete instrument
  – Average time was about 1 hour 30 minutes

• In-depth study
  – Many participants told us they had never thought so deeply about why they made the choices they made regarding college and what influenced them
Live data collection sites:

- Snow College
- Center for Education, Business, and the Arts—Kanab (with Dixie State College)
- Box Elder High School
- Salt Lake Community College
- Southern Utah University
- University of Utah
- Utah Valley University
Recruiting (2)

Online recruits:

– Referrals (from college/university employees all over the state)
– Postcards (Community Action; DWS, LDS Employment Center, WIC)
– Online ads (*Daily Herald*, Craigslist, KSL, Survey Monkey)
– Blogs
– Cold calls from institutional lists
– UVU homepage
245 participants

- Age
- Marital status
- Race/ethnicity
- Religion
- High school type
- Parents estimated income
- Region/counties
- Years in Utah/family years in Utah
Marital Status

- Married: 44.1%
- Single: 46.9%
- Living with Partner: 6.5%
- Separated/Divorced: 2.4%
Race/Ethnicity

- Caucasian/White: 89.8%
- Hispanic/Latina: 4.5%
- Pacific Islander: 4.1%
- American Indian/Alaskan Native: 0.8%
- Asian: 0.4%
- Mixed: 0.4%
Parent’s Estimated Income

- Over $100,000 (12.7%)
- $75,000-$99,999 (10.6%)
- $50,000-$74,999 (26.1%)
- $35,000-$49,999 (18.8%)
- $20,000-$34,999 (18.8%)
- Less than $19,999 (13.1%)
Counties/Regions

• **Counties:** Box Elder, Cache, Davis, Emery, Grand, Iron, Kane, Millard, Salt Lake, Sanpete, Sevier, Tooele, Uintah, Utah, Washington, Weber

• **Regions:**
  - Bear River (8.6%)
  - Central (7.4%)
  - Mountainland (32.4%)
  - Southeastern (0.8%)
  - Southwestern (14.8%)
  - Uintah Basin (0.4%)
  - Wasatch Front (34.8%)
Years in Utah

- More than 17 years (68%)
- 10-17 years (23%)
- Less than 10 years (9%)
Family Years in Utah

- Both Parents Utah Natives (46.9%)
- Mother Utah Native (9.4%)
- Father Utah Native (9.4%)
- Neither Parent Utah Native (30.2%)
- Unknown (4.1%)

0.0% 10.0% 20.0% 30.0% 40.0% 50.0%
Ancestors in Utah

- Pioneers (28.2%)
- 100+ Years (15.9%)
- 40+ Years (17.6%)
- Ancestors Did Not Live in Utah (25.3%)
- History Unknown (13.1%)
Study Limitations

- Lack of participants in minority populations
- Recruiting strategies (not random sample)
- Perceptions (past, present, future)
- Quantified qualitative data (coding)
- Use caution when generalizing
- Causality
UWEP Model

Beliefs
- Socio-Demographic
- Family Background
- Values

Normative Beliefs

Attitudes
- Individual Attributes
- School Experiences
- Other Activities and Experiences

Subjective Norms

Aspirations

Intentions

The Behavior
- The College Decision

People of Influence

Past Experiences and Behaviors

Perceptions of the Past and Present
May 2009-May 2011

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