

UNO – **CURRENT STUDENTS** – 2025

UNO to Transition Survey Report

LSU MarComm

Final Results

January 30th 2026

Survey was live from 12/08/2025 to 1/29/2026

LSU MarComm was provided a list of all current UNO students from the UNO marketing team.

Each student received an email invite and non-respondents received four reminders.

Of the 5,679 students who had working emails, 910 responded to the survey for a response rate of 16%.

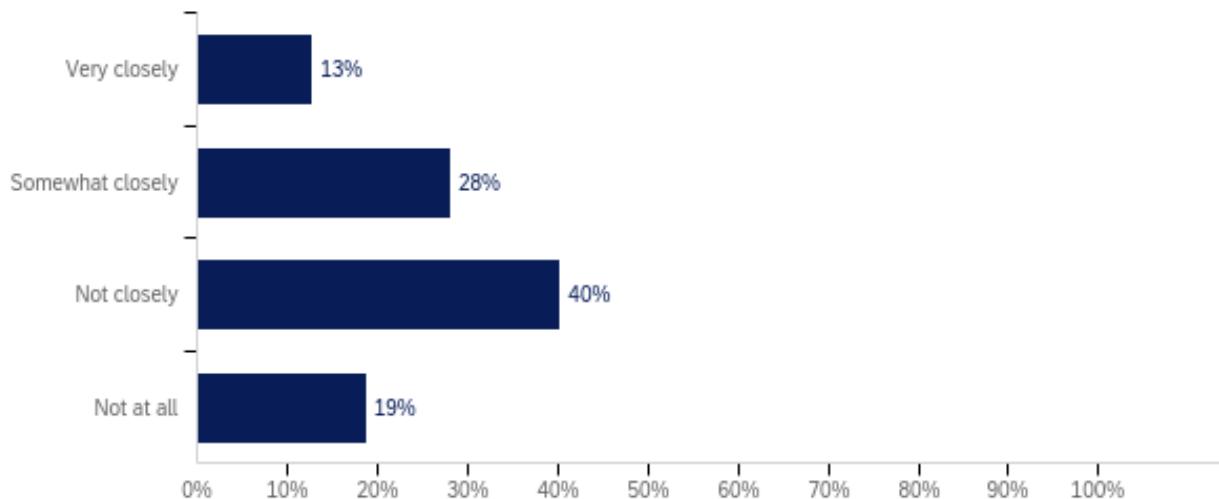
Q1 - Please rate your familiarity with the following institutions in New Orleans

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
5	University of New Orleans (UNO)	1.00	4.00	1.05	0.24	0.06	953
1	Tulane University	1.00	4.00	1.93	0.93	0.87	940
2	Loyola University	1.00	4.00	2.18	1.02	1.05	943
3	Xavier University	1.00	4.00	2.31	1.06	1.13	940
8	LSU Health Sciences Center New Orleans	1.00	4.00	2.54	1.05	1.11	940
6	Southern University at New Orleans	1.00	4.00	2.62	1.06	1.13	941
4	Dillard University	1.00	4.00	2.69	1.08	1.16	940
7	University of Holy Cross	1.00	4.00	2.96	1.00	0.99	937

#	Question	Very familiar		Somewhat familiar		Not very familiar		Not at all familiar		Total
5	University of New Orleans (UNO)	95%	904	5%	47	0%	1	0%	1	953
1	Tulane University	39%	366	37%	351	15%	145	8%	78	940
2	Loyola University	31%	297	33%	310	22%	208	14%	128	943
3	Xavier University	28%	263	31%	290	23%	218	18%	169	940
8	LSU Health Sciences Center New Orleans	20%	186	30%	284	27%	251	23%	219	940

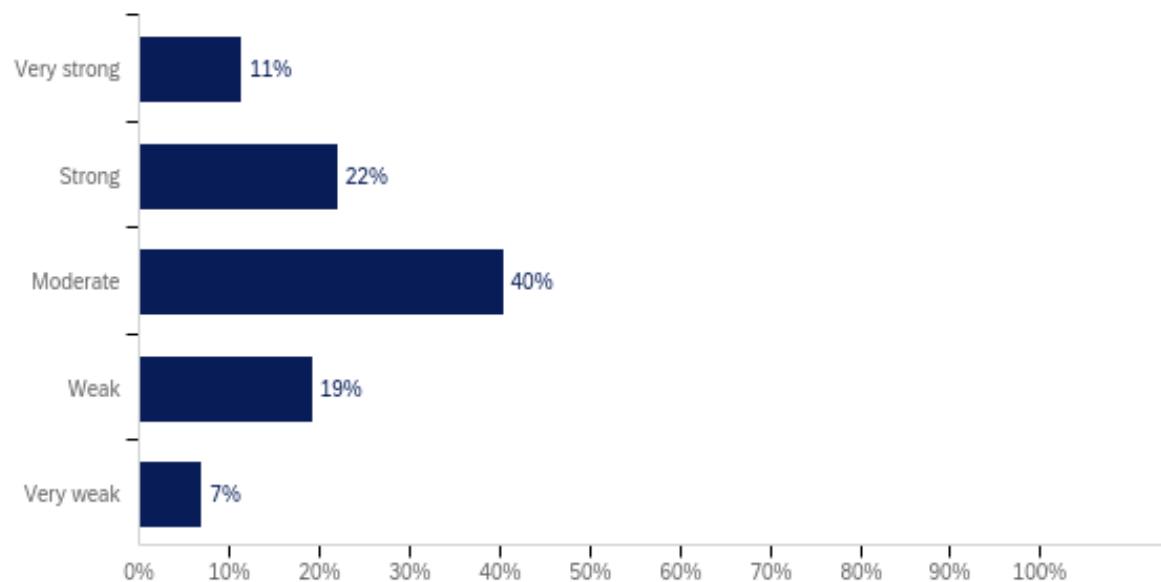
4	Dillard University	18%	165	26%	242	27%	256	29%	277	940
6	Southern University at New Orleans	18%	173	27%	258	28%	261	26%	249	941
7	University of Holy Cross	10%	97	20%	191	32%	299	37%	350	937

Q39 - As you may know there are two different state-run university systems within the state of Louisiana. There is the Louisiana State University system (LSU, LSU-A, LSU-E, LSU-S, etc.) and the University of Louisiana system (ULL, Southeastern, ULM, McNeese, Nicholls, UNO, etc.). How closely do you follow news about the University of Louisiana system?



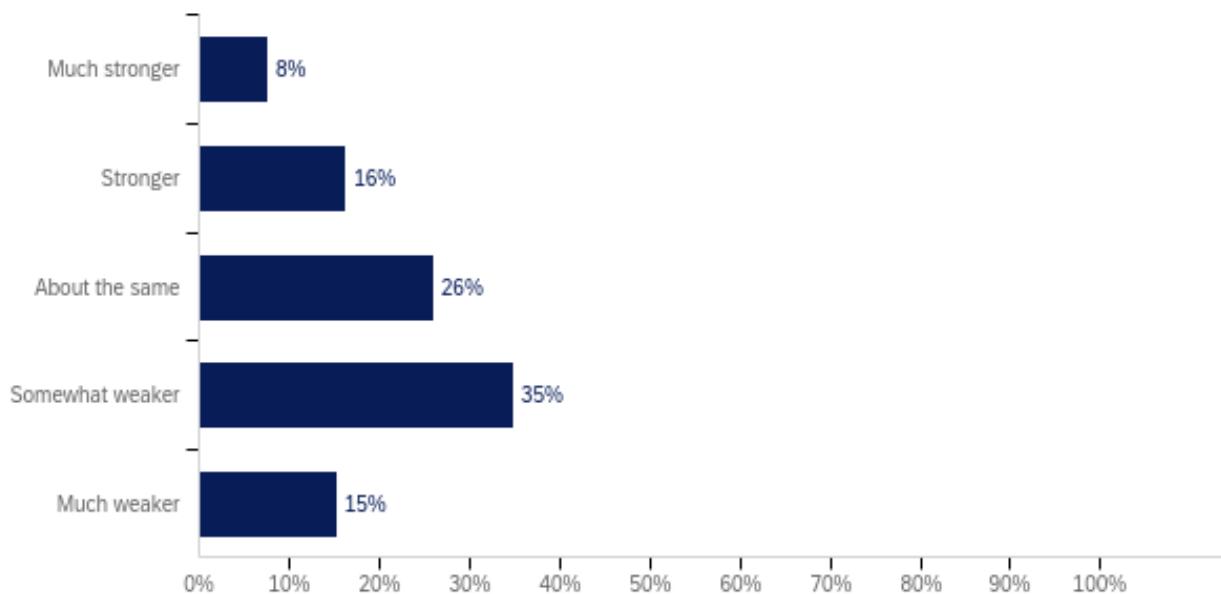
#	Answer	%	Count
1	Very closely	13%	45
4	Somewhat closely	28%	99
5	Not closely	40%	142
6	Not at all	19%	66
Total		100%	352

Q2 - As you know, the University of New Orleans (UNO) is public research institution in New Orleans located on the shores of Lake Pontchartrain in Gentilly. How would you rate the overall strength of UNO's brand today?



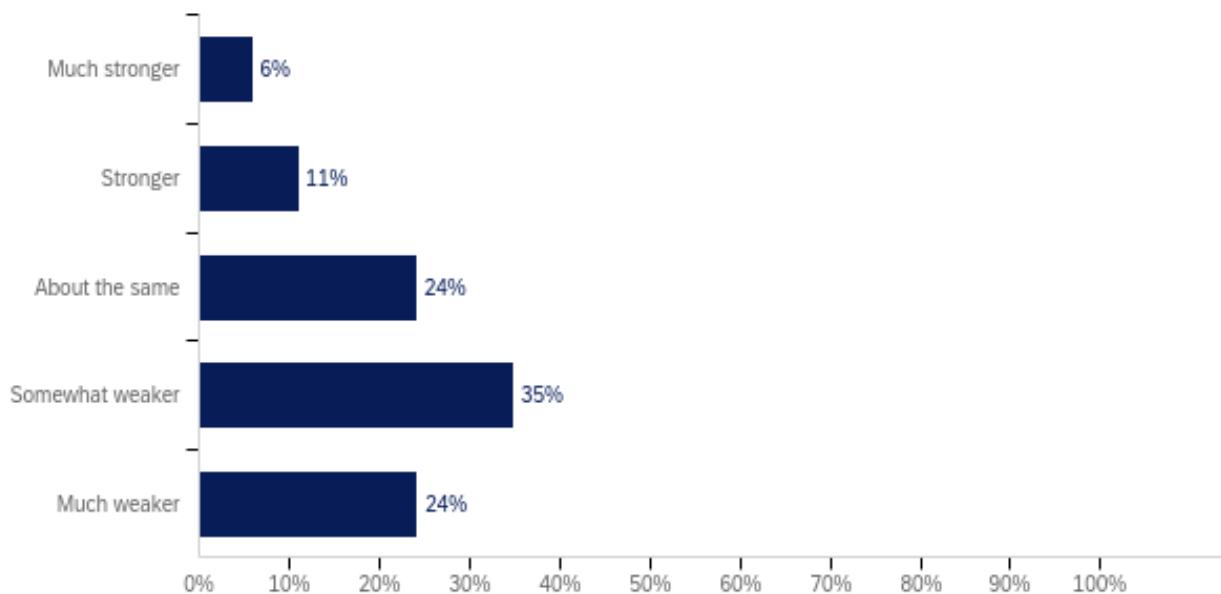
#	Answer	%	Count
1	Very strong	11%	109
2	Strong	22%	211
3	Moderate	40%	387
4	Weak	19%	184
5	Very weak	7%	67
Total		100%	958

Q3 - Compared to other universities in New Orleans, how strong is UNO's brand?



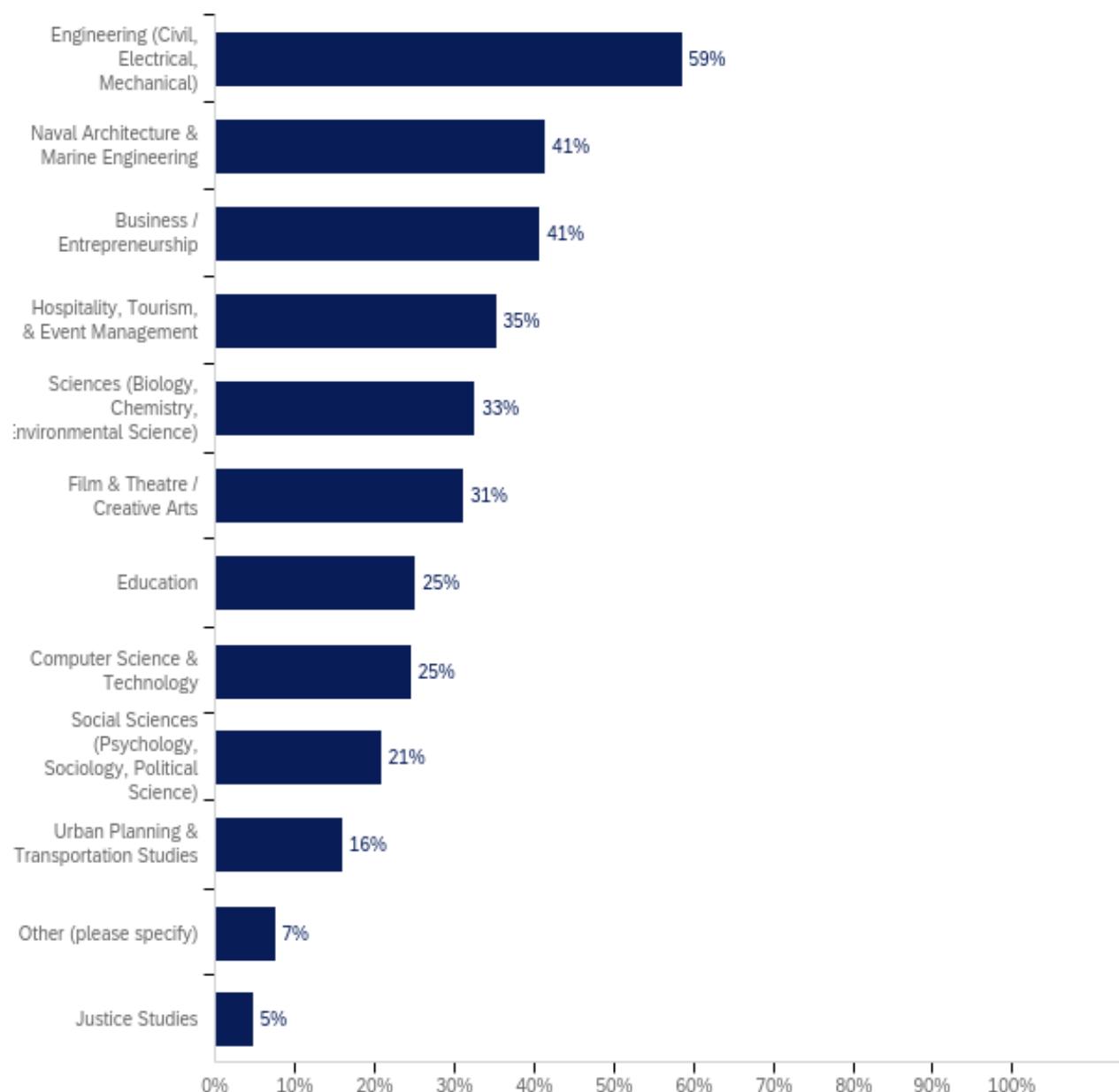
#	Answer	%	Count
1	Much stronger	8%	73
2	Stronger	16%	156
3	About the same	26%	249
4	Somewhat weaker	35%	334
5	Much weaker	15%	146
Total		100%	958

Q5 - Compared to other universities in Louisiana, how strong is UNO's brand?



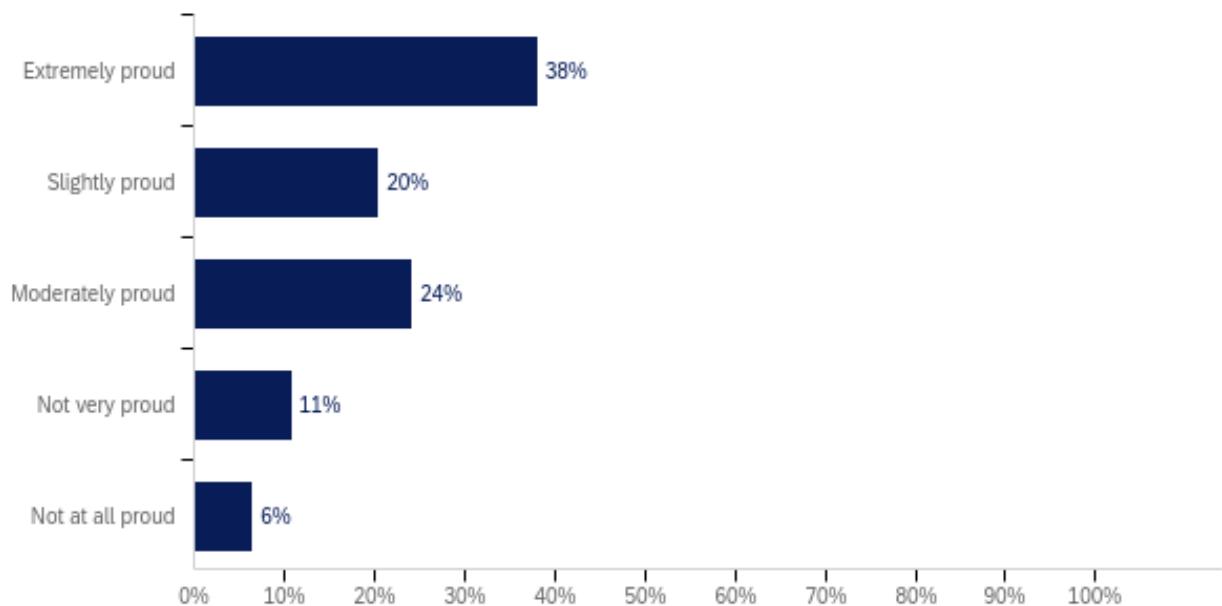
#	Answer	%	Count
1	Much stronger	6%	56
2	Stronger	11%	105
3	About the same	24%	231
4	Somewhat weaker	35%	334
5	Much weaker	24%	232
Total		100%	958

Q6 - What majors/programs is UNO best known for? You can check all that apply.



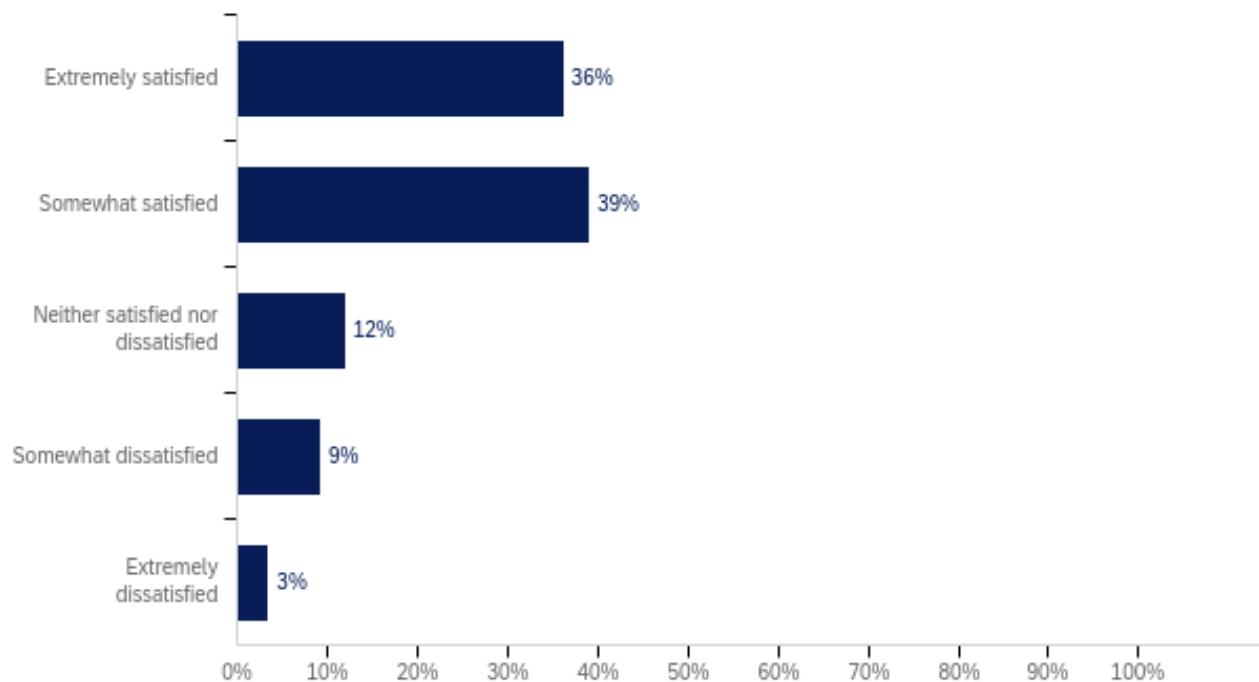
#	What majors/programs is UNO best known for? You can check all that apply. - Selected Choice	Count
1	What majors/programs is UNO best known for? You can check all that apply. - Selected Choice	883

Q11 - How proud are you to say you attend UNO?



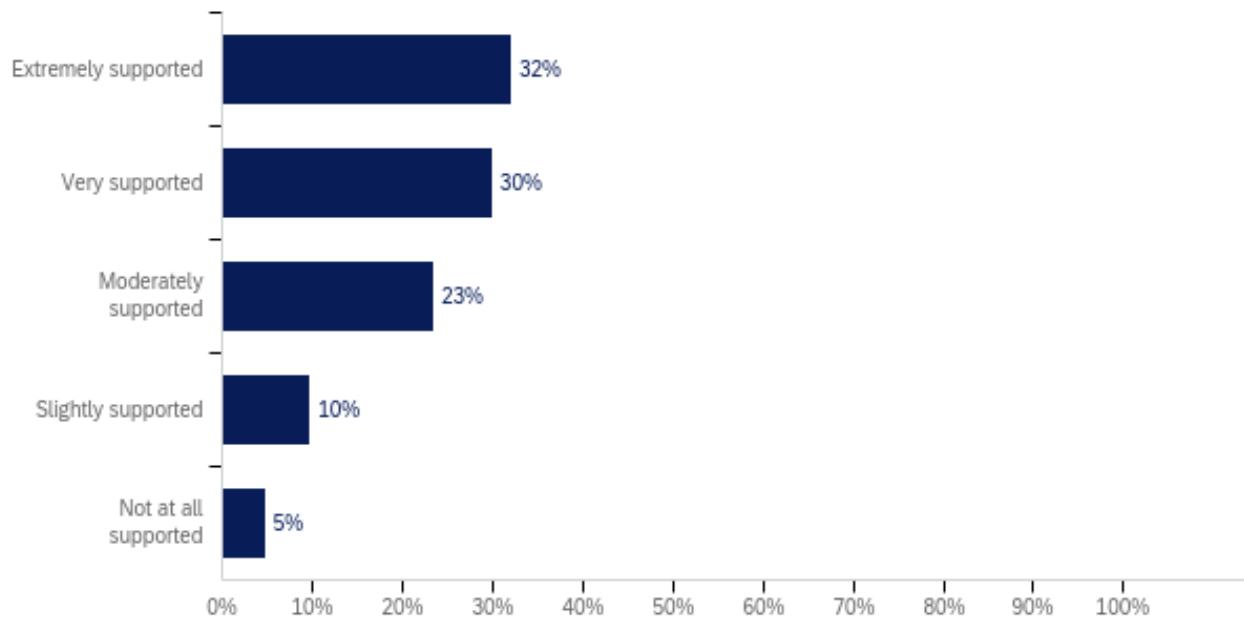
#	Answer	%	Count
1	Extremely proud	38%	305
2	Slightly proud	20%	164
3	Moderately proud	24%	194
4	Not very proud	11%	86
5	Not at all proud	6%	52
Total		100%	801

Q12 - How satisfied are you with your academic experience at UNO so far?



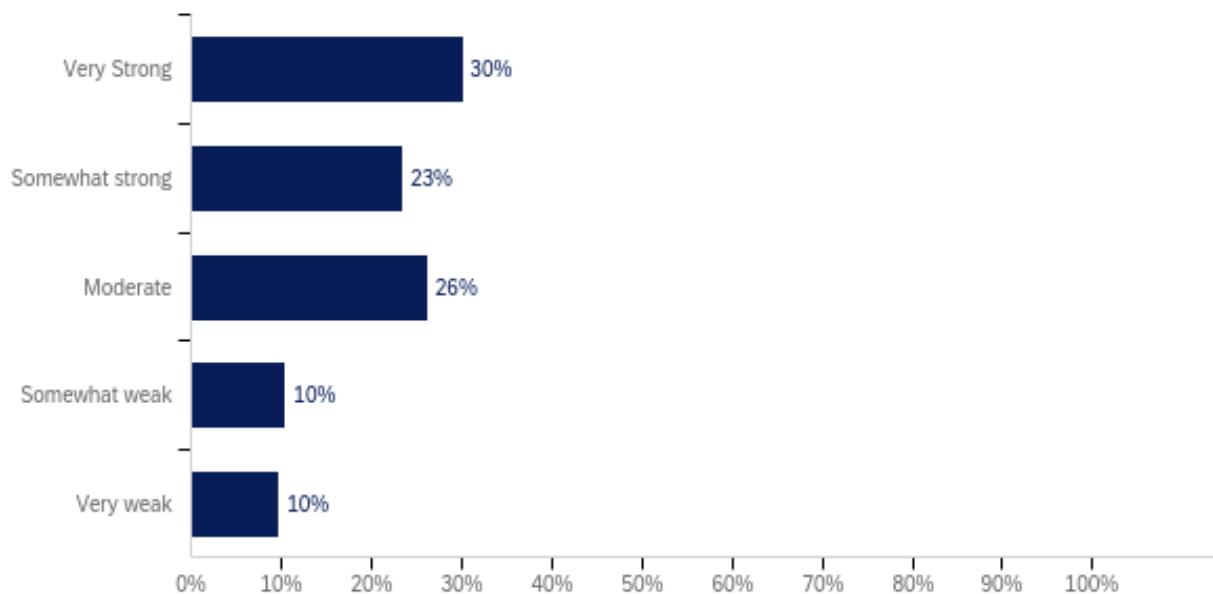
#	Answer	%	Count
2	Somewhat satisfied	39%	313
4	Somewhat dissatisfied	9%	74
3	Neither satisfied nor dissatisfied	12%	96
1	Extremely satisfied	36%	290
5	Extremely dissatisfied	3%	28
Total		100%	801

Q13 - How supported do you feel by UNO faculty and academic staff?



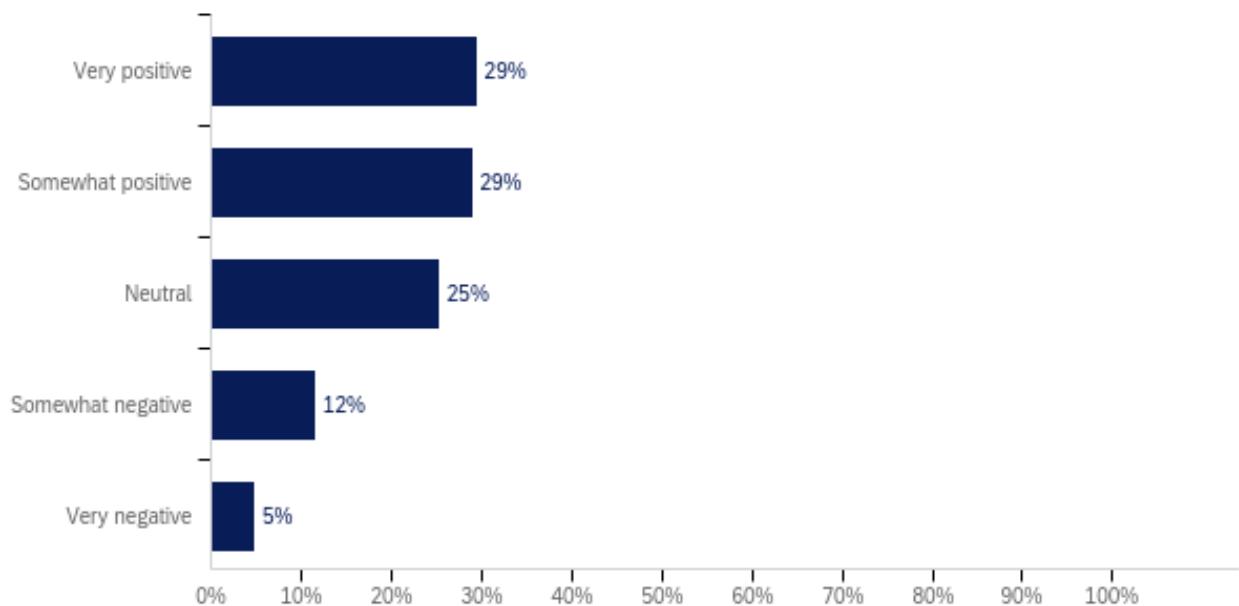
#	Answer	%	Count
1	Extremely supported	32%	257
2	Very supported	30%	240
3	Moderately supported	23%	188
4	Slightly supported	10%	78
5	Not at all supported	5%	38
	Total	100%	801

Q15 - How strong is your sense of belonging at UNO?



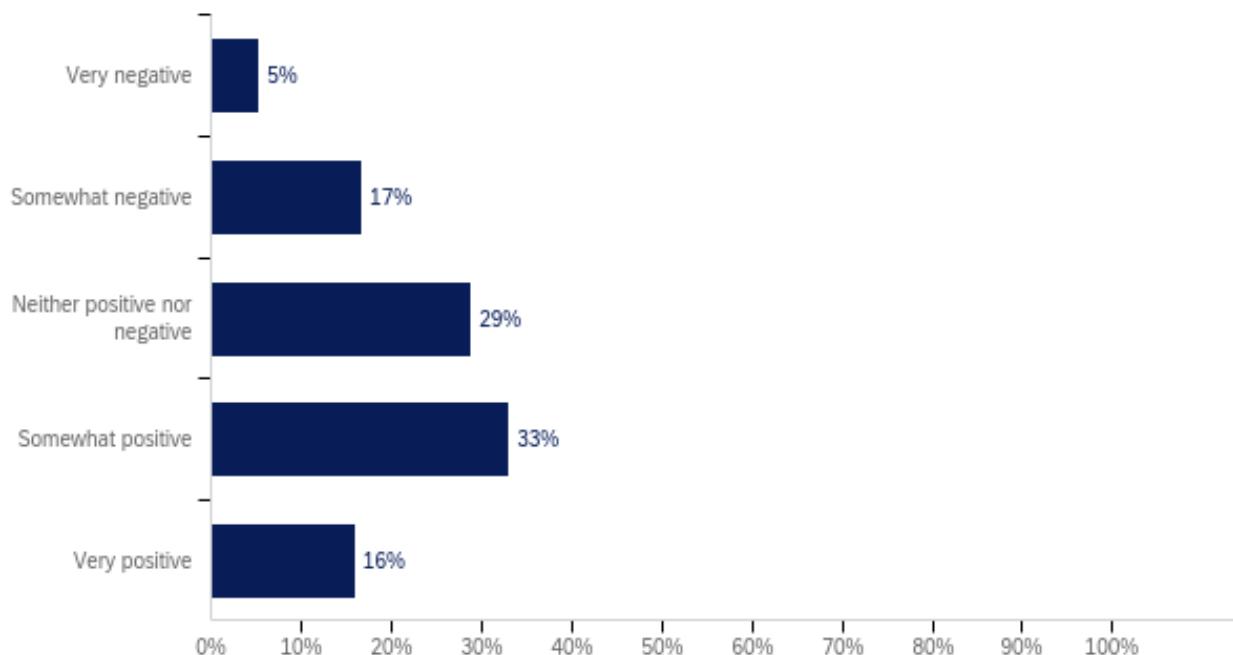
#	Answer	%	Count
1	Very Strong	30%	241
3	Moderate	26%	210
2	Somewhat strong	23%	188
4	Somewhat weak	10%	84
5	Very weak	10%	78
Total		100%	801

Q16 - Which of the following best describes your overall campus experience?



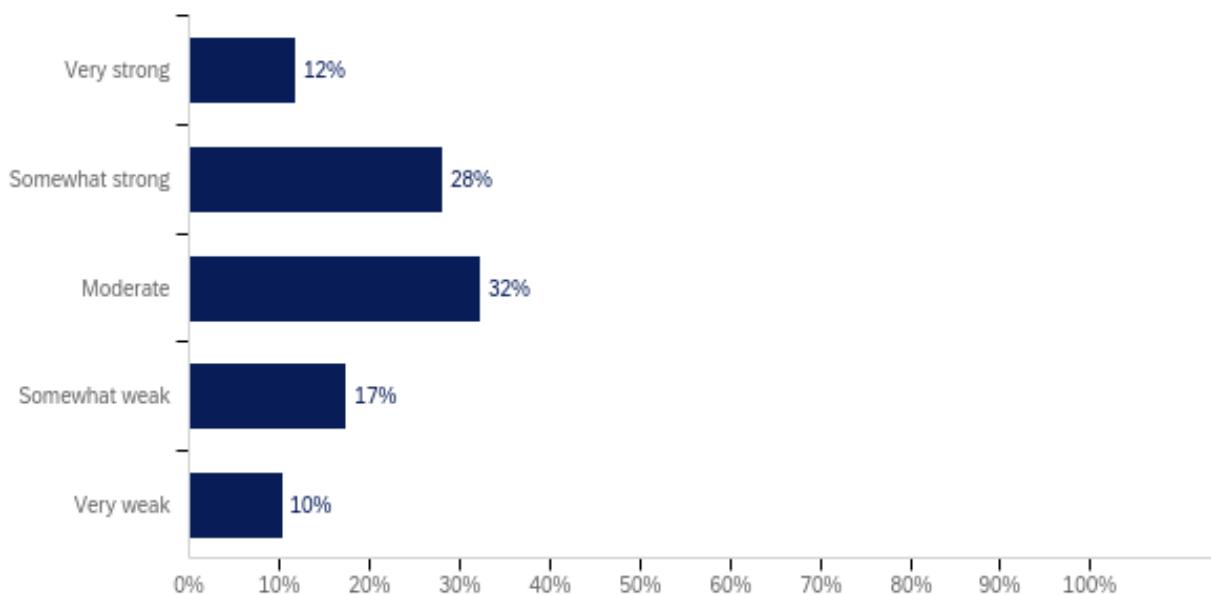
#	Answer	%	Count
1	Very positive	29%	227
2	Somewhat positive	29%	223
3	Neutral	25%	195
4	Somewhat negative	12%	89
5	Very negative	5%	37
	Total	100%	771

Q17 - How positive or negative is UNO's overall reputation in Louisiana today?



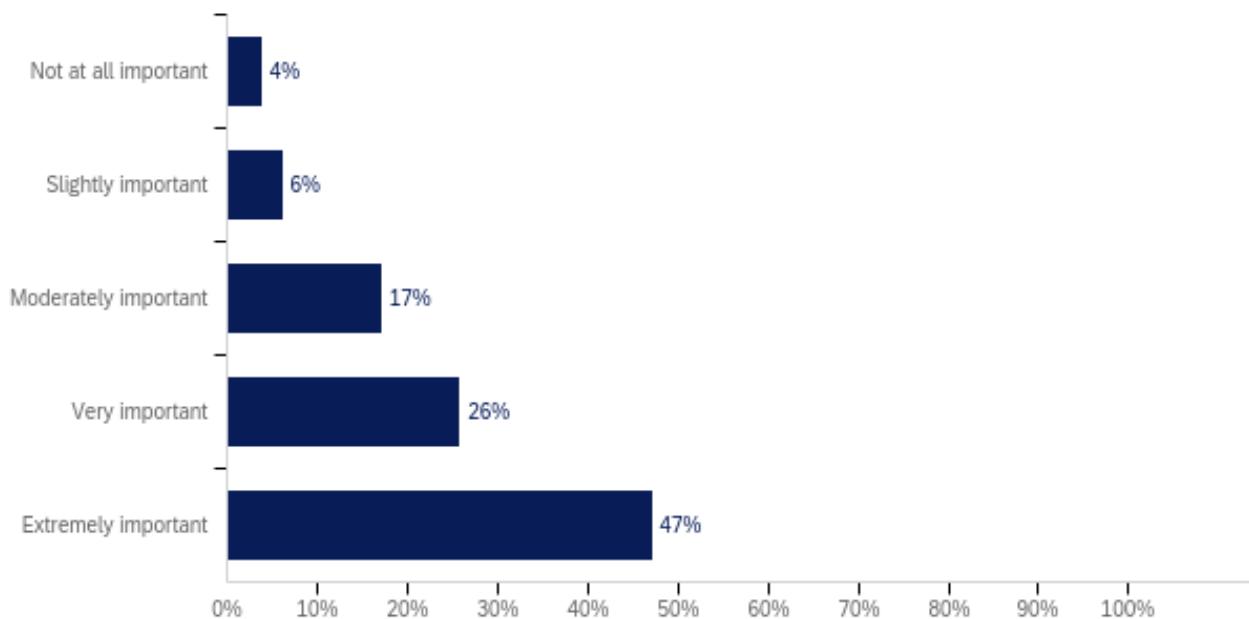
#	Answer	%	Count
7	Very positive	16%	42
6	Somewhat positive	33%	87
5	Neither positive nor negative	29%	76
4	Somewhat negative	17%	44
1	Very negative	5%	14
	Total	100%	263

Q18 - How would you describe UNO's competitive position in New Orleans' higher-education landscape?



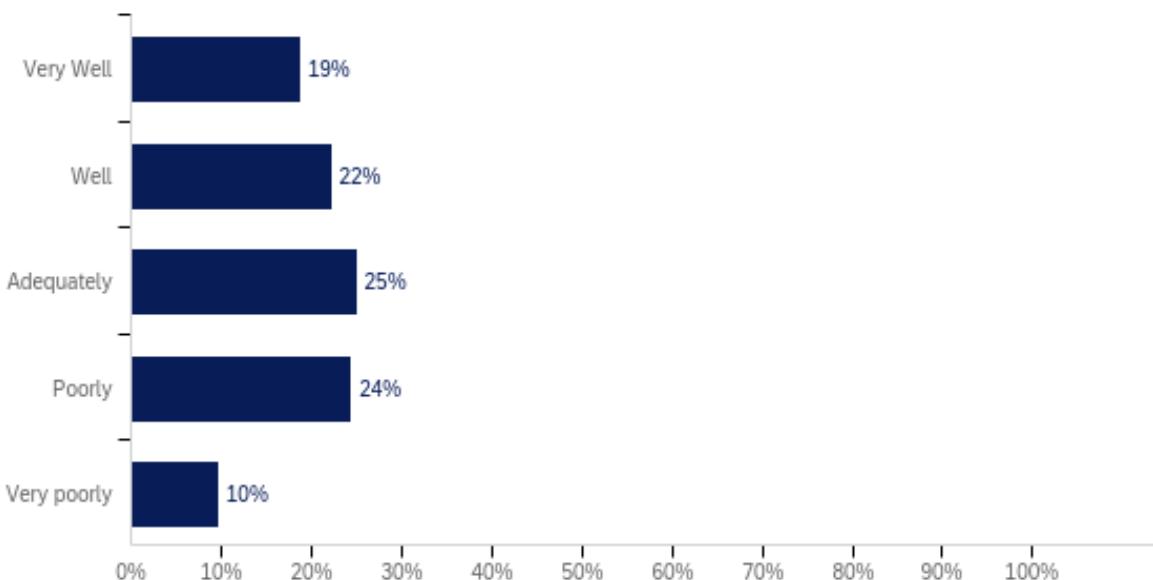
#	Answer	%	Count
1	Very strong	12%	31
2	Somewhat strong	28%	74
3	Moderate	32%	85
4	Somewhat weak	17%	46
5	Very weak	10%	27
	Total	100%	263

Q19 - How important is UNO to the city of New Orleans?



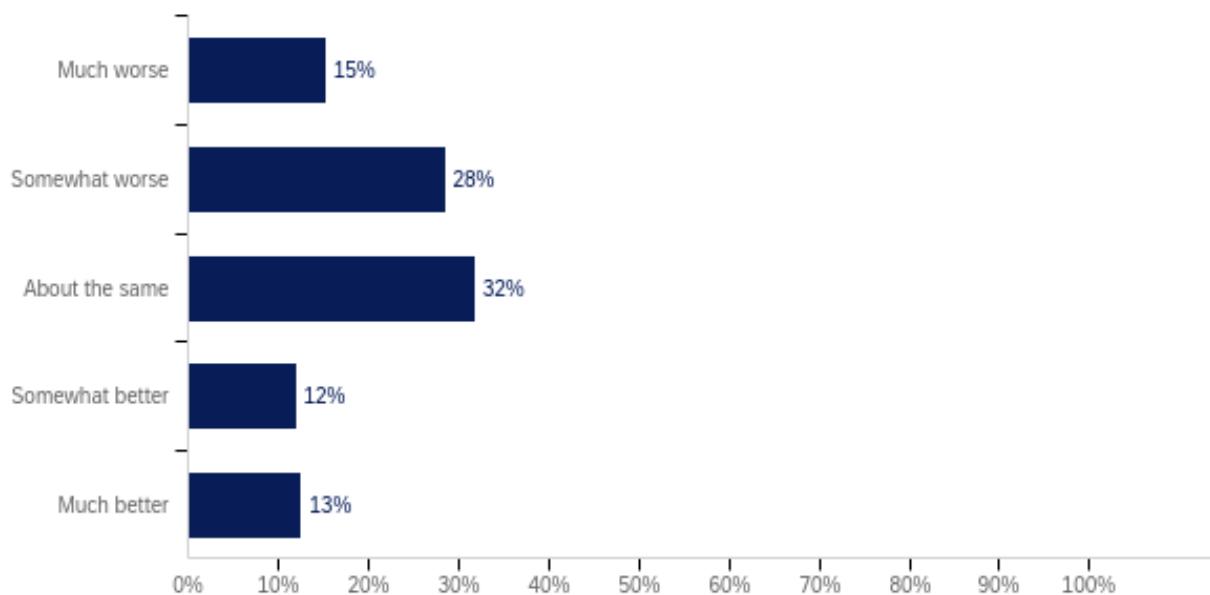
#	Answer	%	Count
7	Extremely important	47%	124
6	Very important	26%	68
5	Moderately important	17%	45
4	Slightly important	6%	16
1	Not at all important	4%	10
Total		100%	263

Q20 - Even if you did not personally experience Hurricane Katrina, UNO's long-term recovery post-Katrina has shaped today's campus. In your view, how well has UNO recovered and rebuilt since Hurricane Katrina?



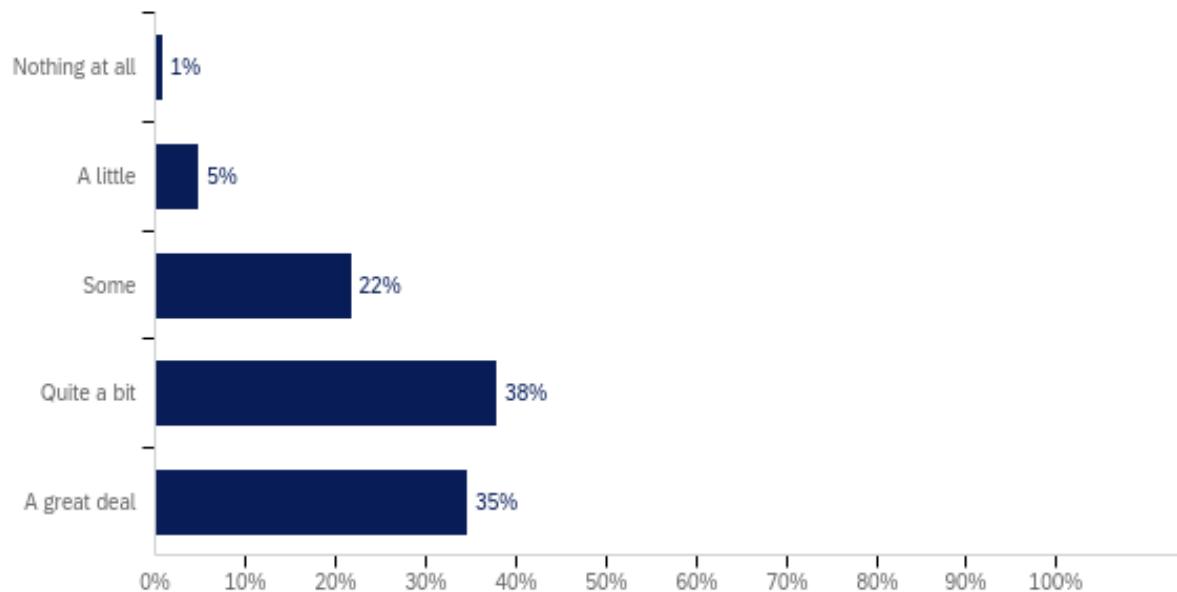
#	Answer	%	Count
1	Very Well	19%	33
2	Well	22%	39
3	Adequately	25%	44
4	Poorly	24%	43
5	Very poorly	10%	17
Total		100%	176

Q21 - Compared to other New Orleans institutions, how would you rate UNO's post-Katrina progress?



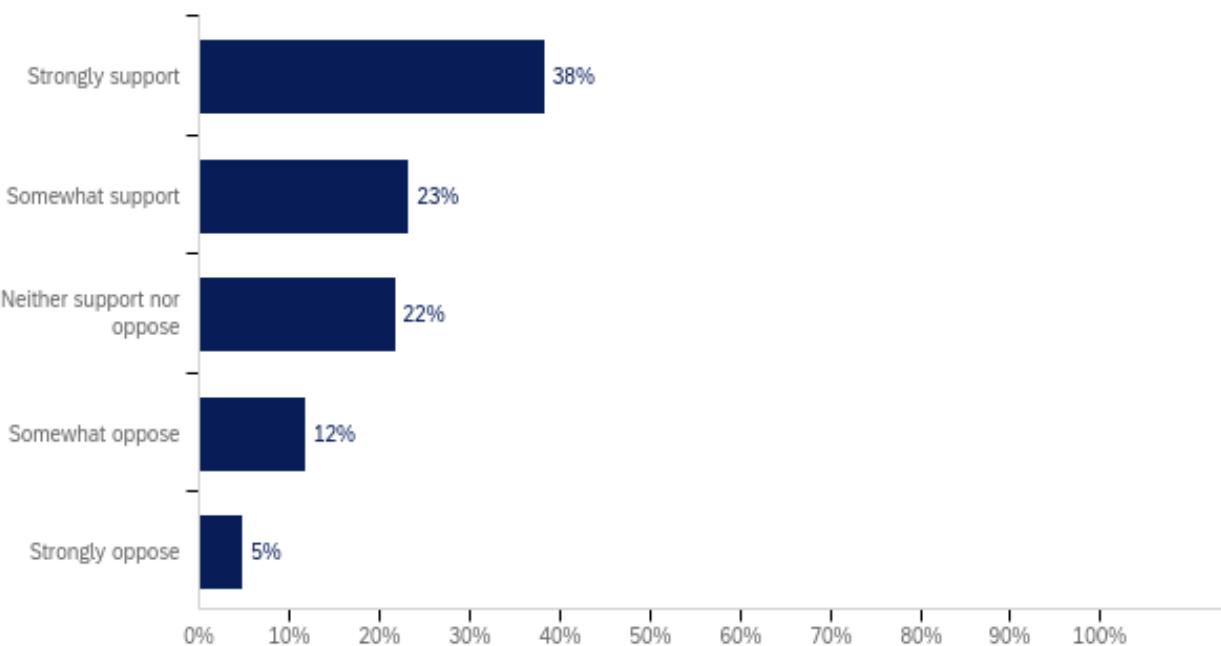
#	Answer	%	Count
10	Much better	13%	19
9	Somewhat better	12%	18
8	About the same	32%	48
7	Somewhat worse	28%	43
1	Much worse	15%	23
	Total	100%	151

Q22 - How much have you heard about UNO re-joining the LSU System?



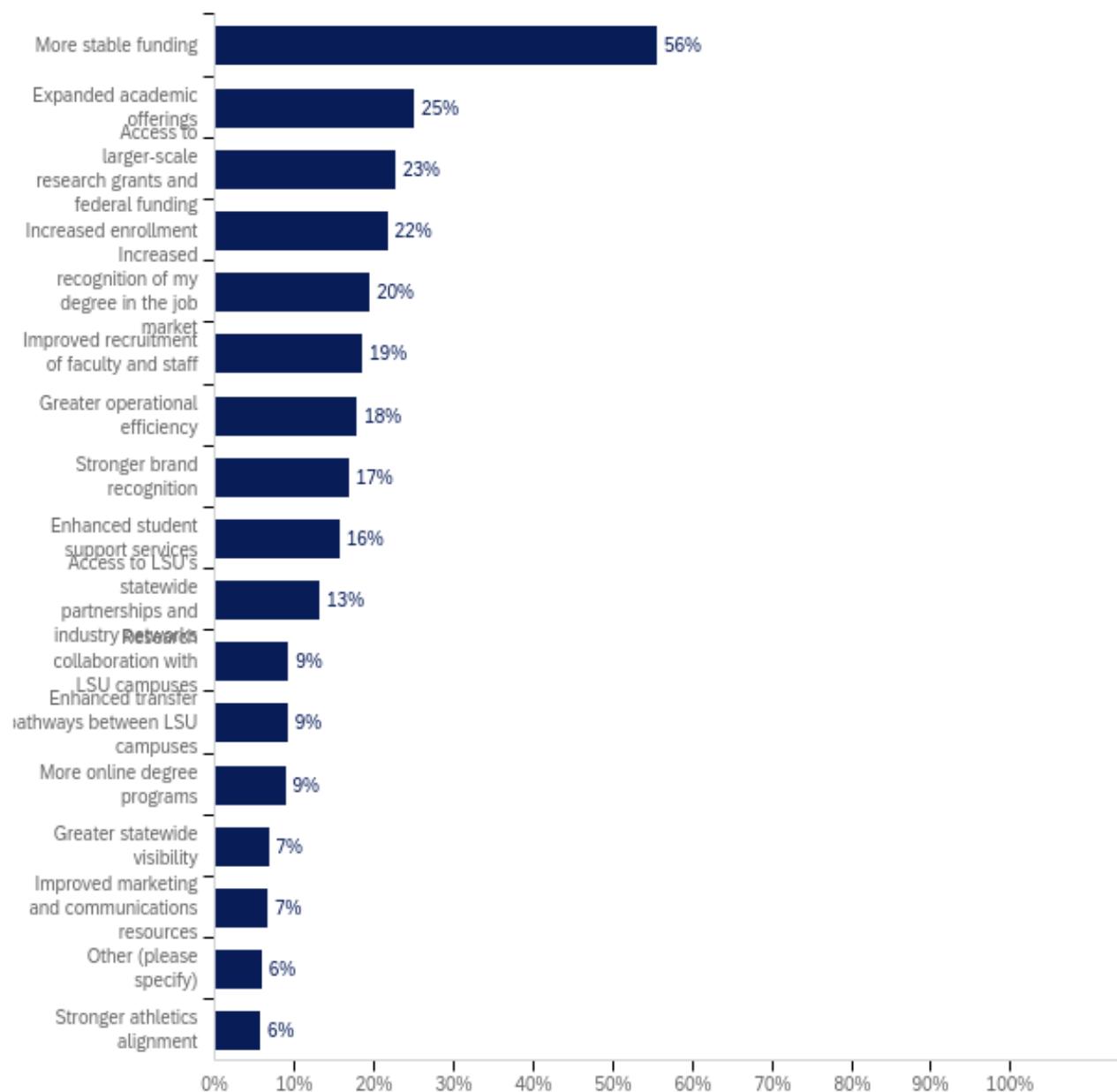
#	Answer	%	Count
7	A great deal	35%	265
6	Quite a bit	38%	290
5	Some	22%	166
4	A little	5%	37
1	Nothing at all	1%	6
Total		100%	764

Q23 - Just so you know: The State has decided that UNO will rejoin the LSU System. How do you personally feel about UNO becoming part of the LSU System again?



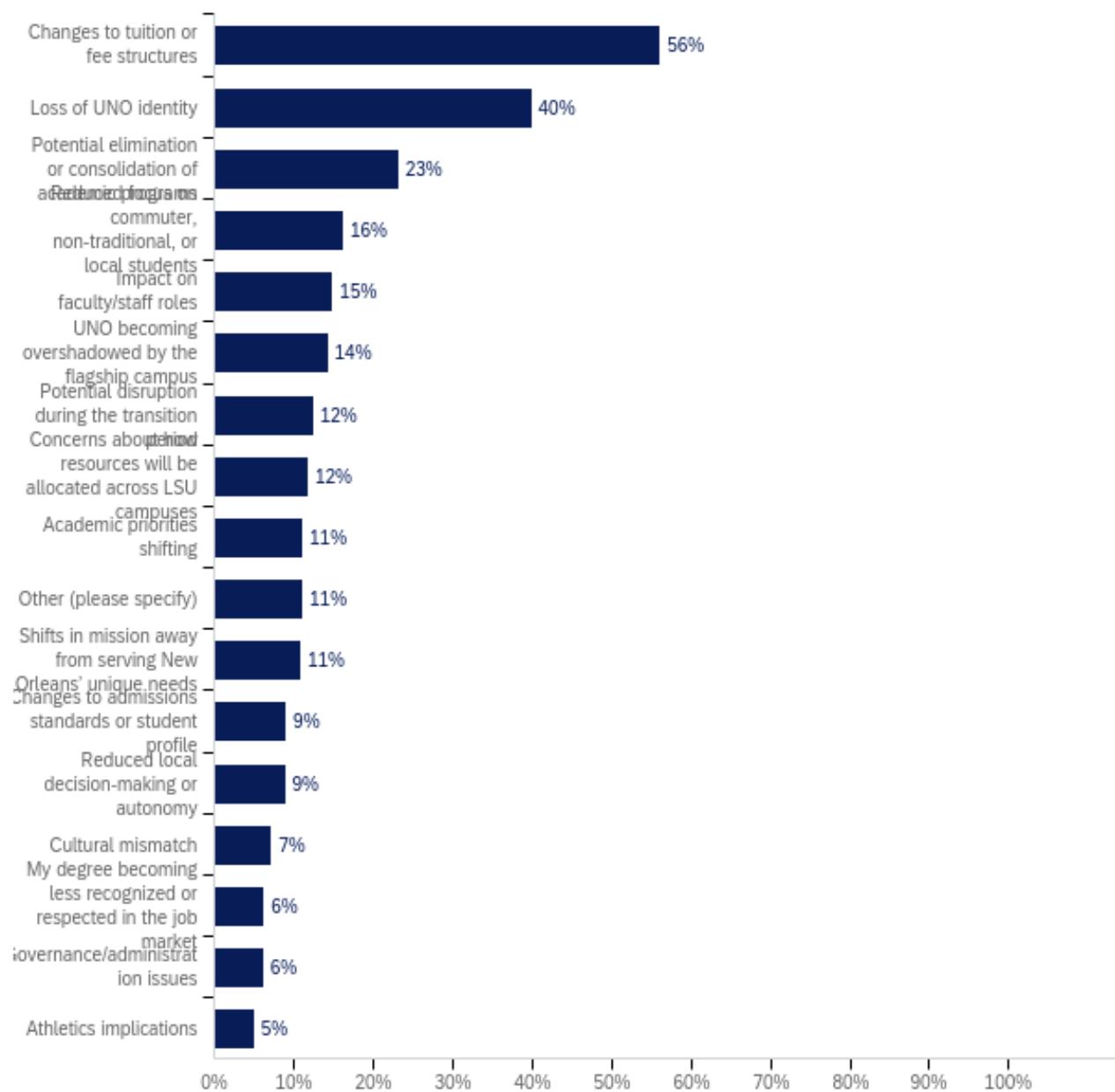
#	Answer	%	Count
1	Strongly support	38%	293
4	Somewhat support	23%	178
8	Neither support nor oppose	22%	166
11	Somewhat oppose	12%	90
12	Strongly oppose	5%	37
Total		100%	764

Q24 - What potential benefits do you see for when UNO joins the LSU System? (Select up to three answers)



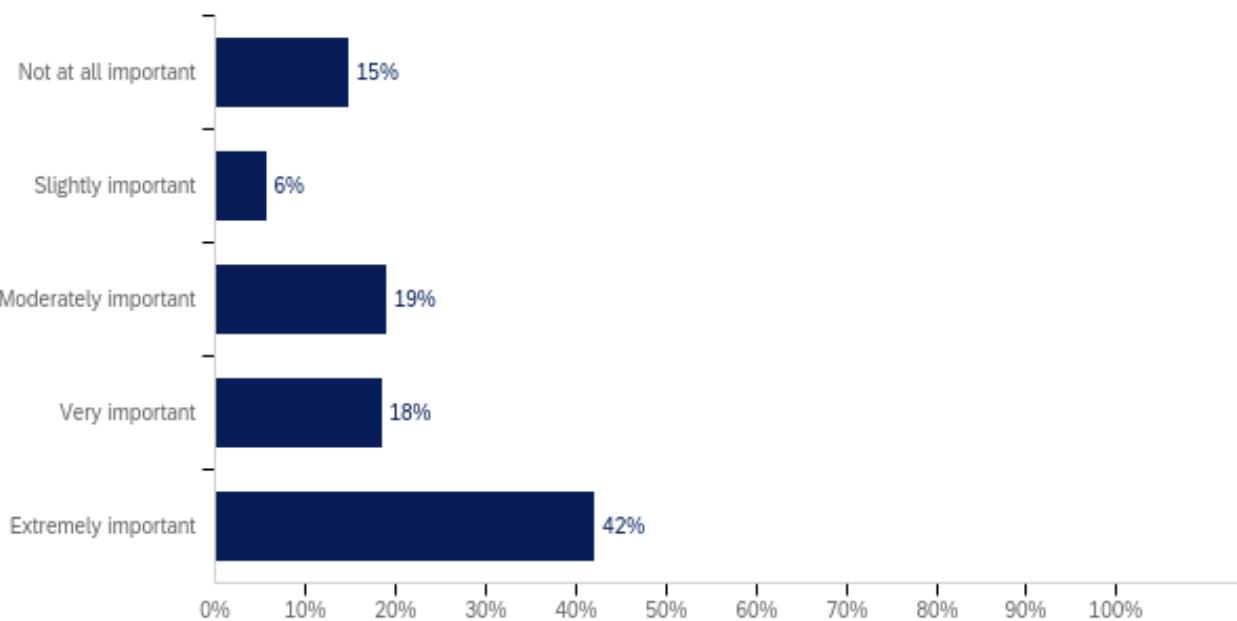
#	What potential benefits do you see for when UNO joins the LSU System? (Select up to three answers) - Selected Choice	Count
1	What potential benefits do you see for when UNO joins the LSU System? (Select up to three answers) - Selected Choice	764

Q25 - What concerns do you have about UNO joining the LSU System? (Select up to three answers)



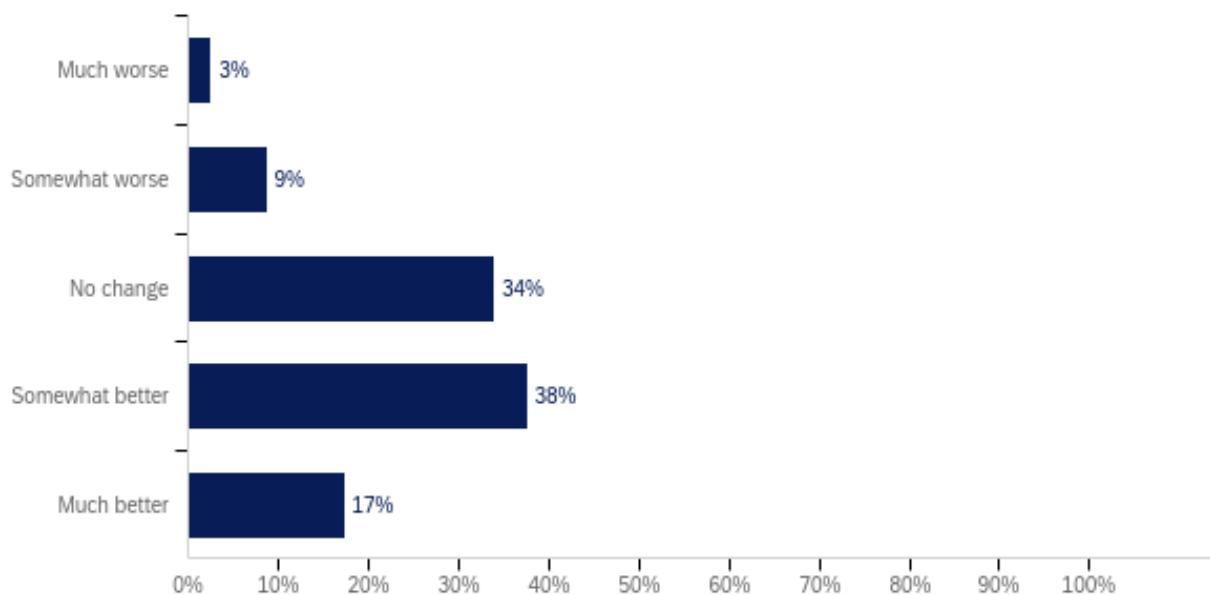
#	What concerns do you have about UNO joining the LSU System? (Select up to three answers) - Selected Choice	Count
1	What concerns do you have about UNO joining the LSU System? (Select up to three answers) - Selected Choice	764

Q26 - How important is it to you that UNO maintains a distinct identity when it becomes part of the LSU System?



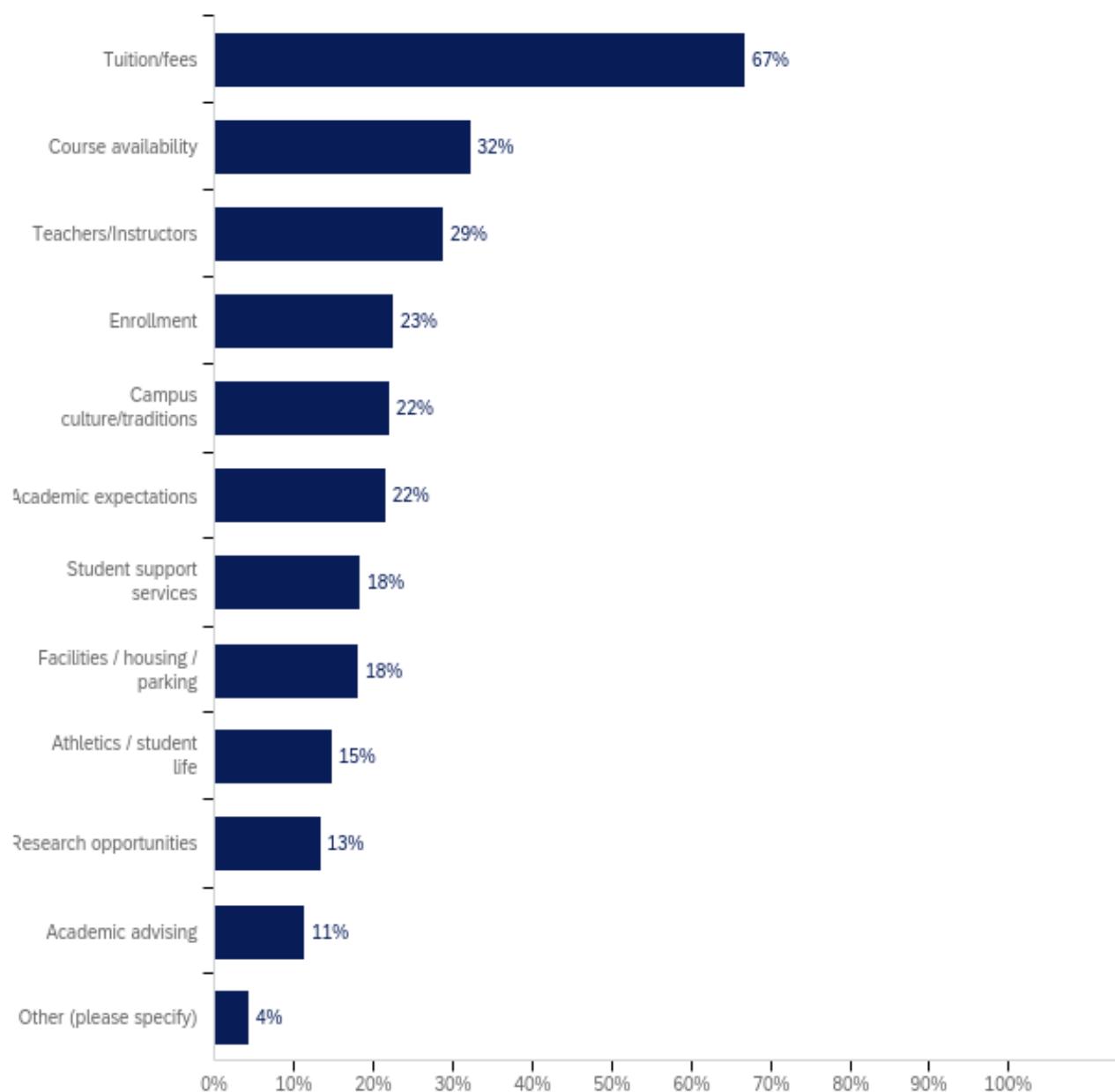
#	Answer	%	Count
7	Extremely important	42%	322
6	Very important	18%	141
5	Moderately important	19%	145
4	Slightly important	6%	43
1	Not at all important	15%	113
Total		100%	764

Q27 - When UNO joins the LSU System, how do you think it will affect your day-to-day student experience? Will it make it....



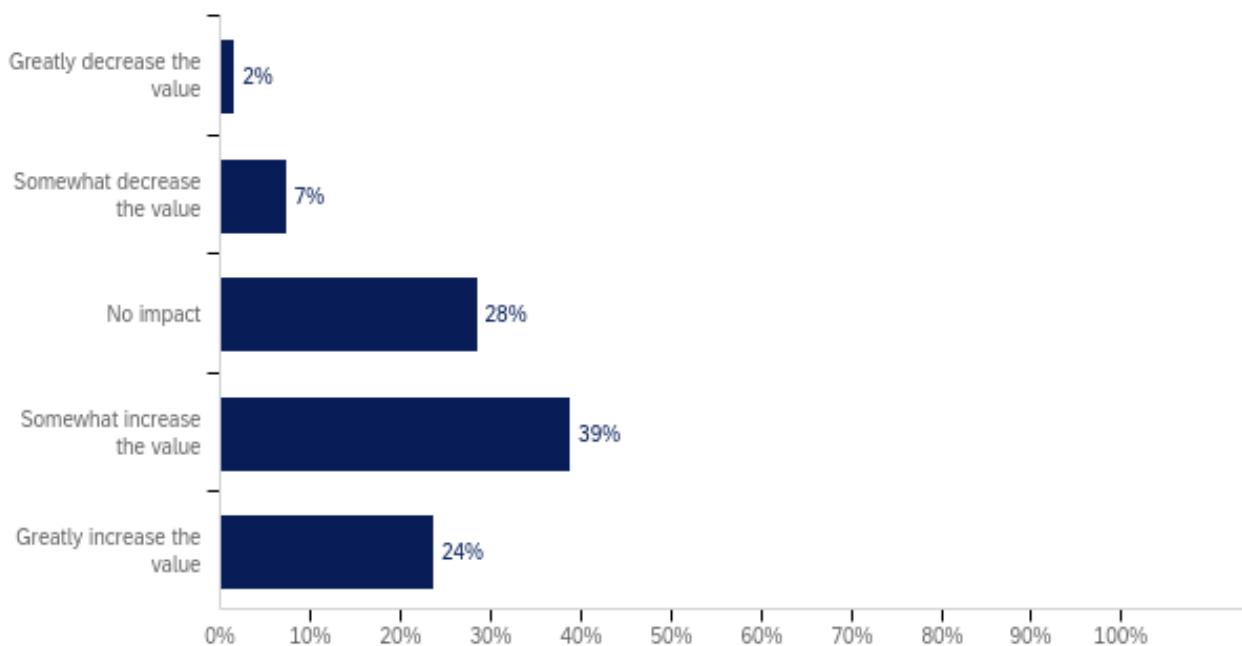
#	Answer	%	Count
7	Much better	17%	110
6	Somewhat better	38%	239
5	No change	34%	216
4	Somewhat worse	9%	55
1	Much worse	3%	16
Total		100%	636

**Q28 - Which parts of your student experience do you think would be most affected?
(Select up to three answers)**



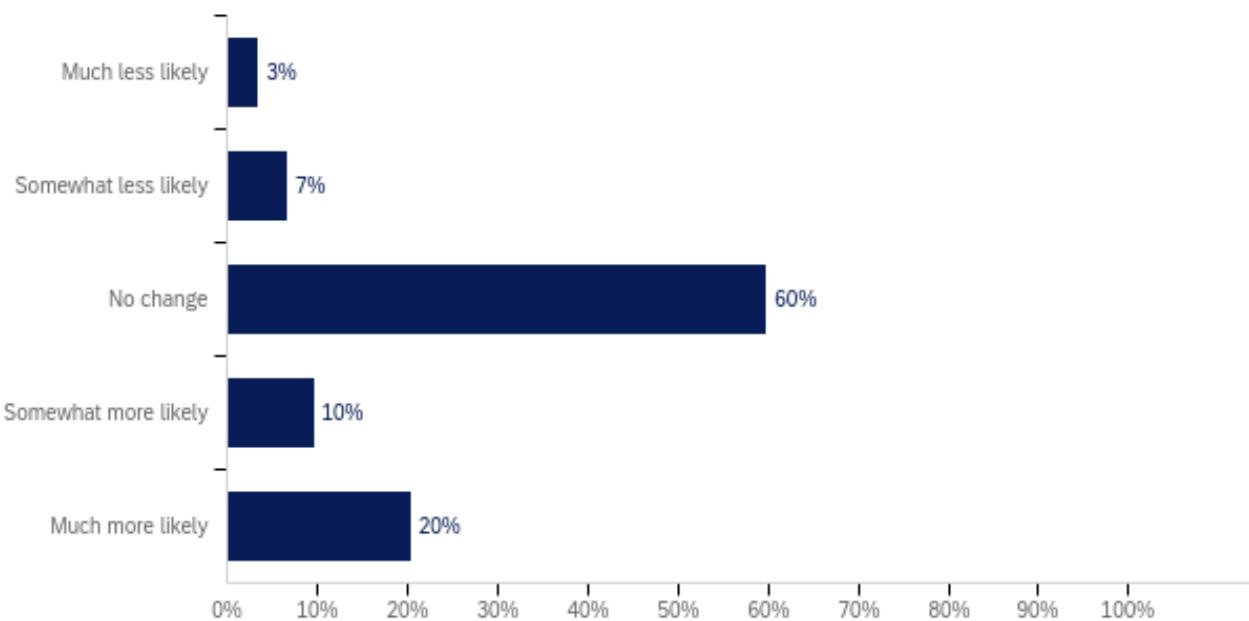
#	Which parts of your student experience do you think would be most affected? (Select up to three answers) - Selected Choice	Count
1	Which parts of your student experience do you think would be most affected? (Select up to three answers) - Selected Choice	413

Q29 - When UNO joins the LSU System, what impact—if any—do you believe it would have on the value of your UNO degree?



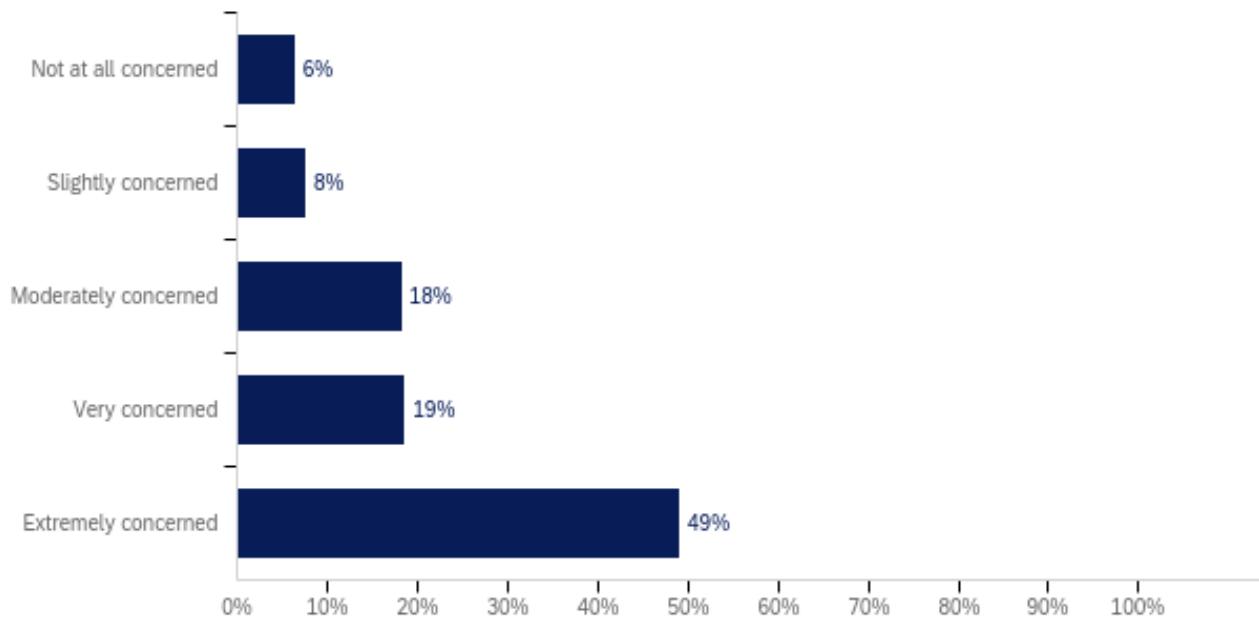
#	Answer	%	Count
7	Greatly increase the value	24%	178
6	Somewhat increase the value	39%	292
5	No impact	28%	214
4	Somewhat decrease the value	7%	55
1	Greatly decrease the value	2%	12
Total		100%	751

Q30 - How likely are you to remain enrolled at UNO through graduation when UNO joins the LSU System?



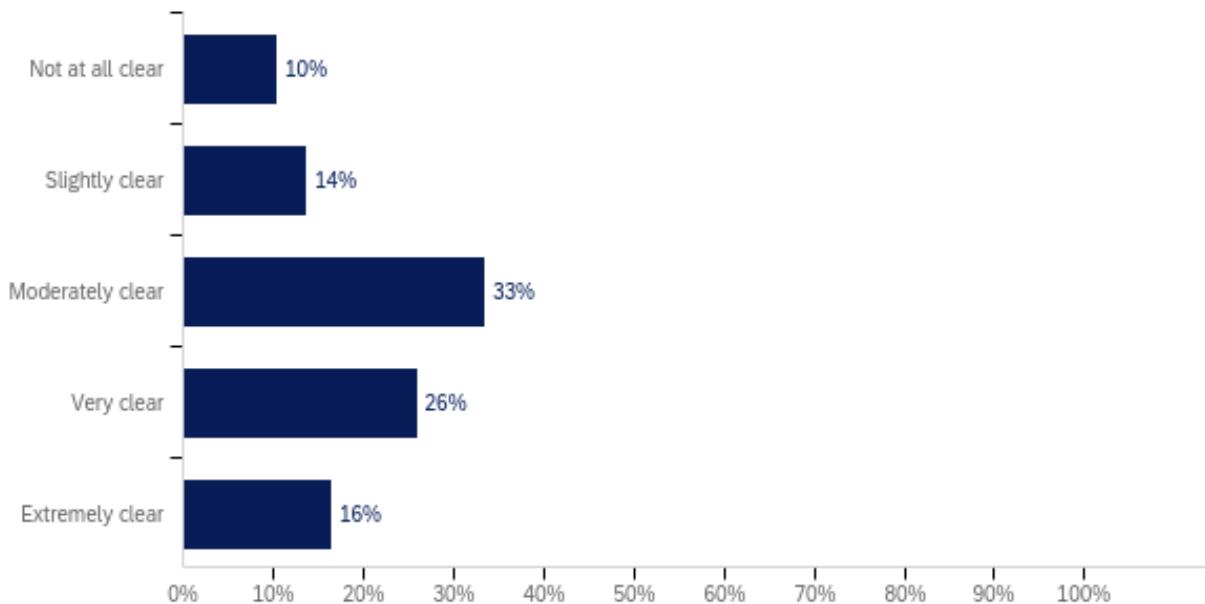
#	Answer	%	Count
7	Much more likely	20%	153
6	Somewhat more likely	10%	72
5	No change	60%	450
4	Somewhat less likely	7%	50
1	Much less likely	3%	26
Total		100%	751

Q31 - How concerned are you that joining the LSU System might change tuition or fees?



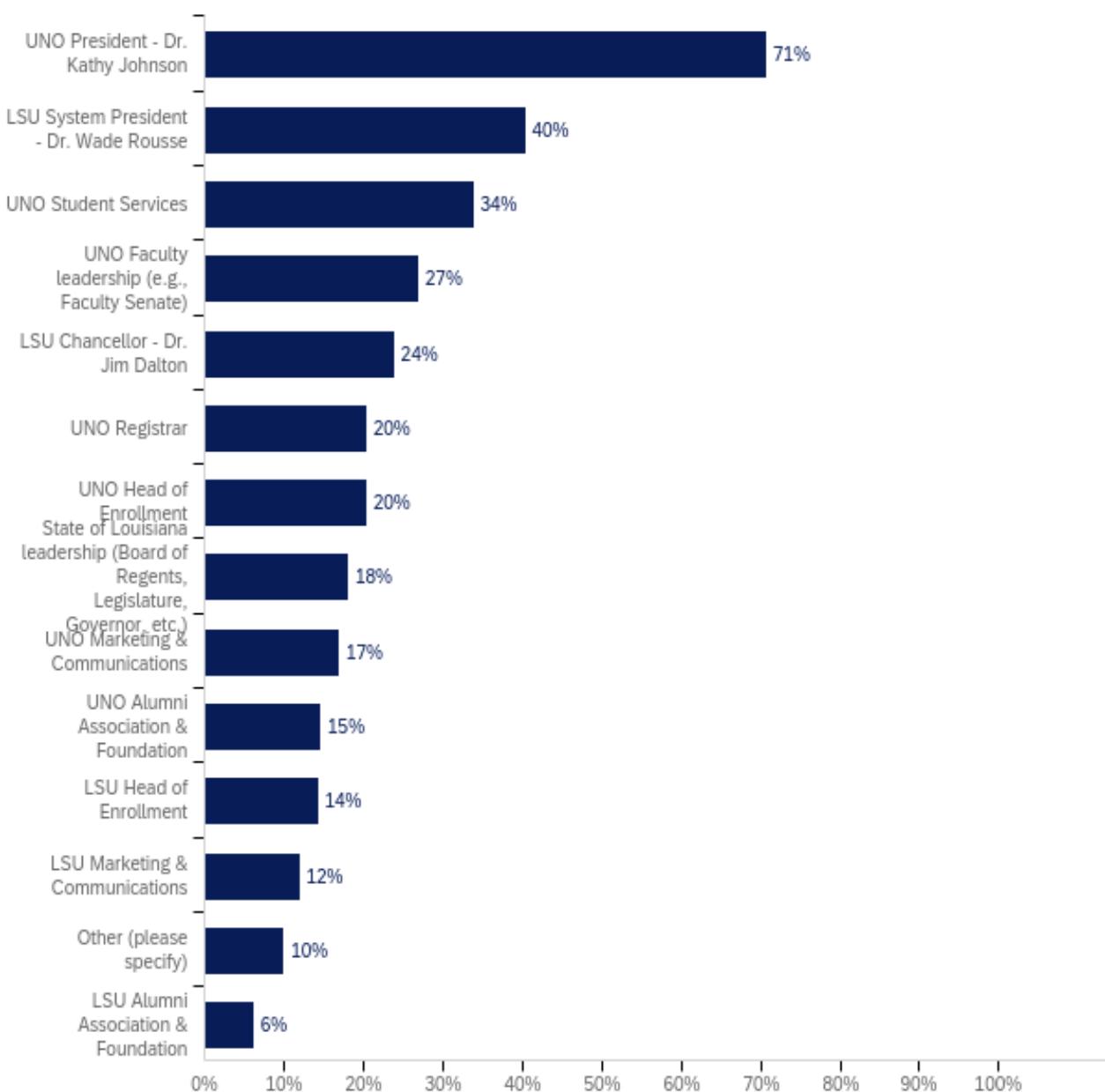
#	Answer	%	Count
7	Extremely concerned	49%	369
6	Very concerned	19%	140
5	Moderately concerned	18%	137
4	Slightly concerned	8%	57
1	Not at all concerned	6%	48
Total		100%	751

Q36 - How clear has communication been about UNO joining the LSU System?



#	Answer	%	Count
7	Extremely clear	16%	120
6	Very clear	26%	189
5	Moderately clear	33%	244
4	Slightly clear	14%	100
1	Not at all clear	10%	76
	Total	100%	729

**Q40 - Who would you most like to hear from about how UNO will rejoin the LSU System?
You can select all that apply.**



#	Who would you most like to hear from about how UNO will rejoin the LSU System? You can select all that apply. - Selected Choice	Count
1	Who would you most like to hear from about how UNO will rejoin the LSU System? You can select all that apply. - Selected Choice	260