

**2003**  
**UW-Madison**  
**Student Computing Survey**  
**Report**

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**Division of Information Technology (DoIT)**

**University of Wisconsin - Madison**

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## An Overview: Survey Highlights

- The 44% response rate was the highest attained by this survey since being introduced online about 4 years ago. Increasing the sample size to 1,500 to attain parity with the Student PULSE helped decrease the error component to +/- 3.8% (see Page 5 for more detail on methodology).
- The online survey took an average of 10 minutes to complete, a large increase over 14 minutes last year. In all, data collection was extremely smooth.
- This survey saw ownership levels of cell phones, PDAs and laptops continue to increase (see Page 7). Overall, 95% of students have some type of phone; 30% have a regular land-line phone, 14% own a cell phone, and 51% have both.
- The steady rise in desktop ownership has largely leveled off, with about 92% of undergraduates and graduates owning one (see Page 8).
- There continue to be large gender differences in ownership of particular IT products. While females were more likely to be cell phone owners than males (71% vs. 58%), males rather than females tended to own PDAs (26% vs. 12%).
- Operating System use is dominated among students by Windows systems, and recent years have seen a migration within Windows users to XP and other network-oriented systems. Mac ownership is around 9%. (see Page 9)
- Page 10 glimpses students' changing world of Internet options. Reported WiscWorld modem pool usage is down considerably from just a few years ago, most likely because of a substantial increase in broadband use (DSL, Cable) among students. Also, 21% of respondents reported routinely access the Internet through the campus computer kiosks.
- Mean and median Internet use as measured by hours-per-week jumped among students this year. Students reported spending an average of 22 hours per week on the Internet compared with 16 hours last year. The median hours per week also increased quite a bit from 11 hours to 14 hours this year (see Page 13).
- The figures on Page 14 show female freshmen are using the Internet more often than their male counterparts, as well as nearly any other class.
- About 79% use their UW email address(es), while another 10% use it only to forward email (see Page 15). 92% have a "primary" email account and these tend to be UW addresses (see Page 16).

- Students prefer to obtain email via the Internet (79%) rather than through an email software program (40%) (see Page 16).
- Nearly 80% of students have more than one email address (see Page 15).
- Seventy-three percent of students are satisfied with the computing resources UW-Madison provides, down slightly from 78% last year, down in turn from 88% in 2001 (see Page 18). Yet when asked to compare their present feeling of satisfaction to last year's, there was a large increase in the percentage reporting they were more satisfied (from 13% to 24%). Among the reasons cited for an increase in satisfaction were email access, faster connections and online registration (see Page 20).
- Students gave InfoLabs and web access to student information the highest satisfaction ratings.
- Measures indicating interest in training generally increased from last year, and the strong demand for web page design skills was evident (see Page 25).
- When asked to prioritize a list of IT resources at UW-Madison, students voiced a clear preference for more computers in the labs, and more Internet bandwidth (see Page 26). However, students residing on-campus allocated more money to increasing Internet bandwidth, while off-campus students were much more likely to allocate money towards additional computers in the labs.
- Regular InfoLab use was measured at 42%, the highest level recorded in 4 years (see Page 27). Regular users tend to be Seniors (58%) and Juniors (44%). Other measures indicate that InfoLabs were being used more for Internet access (see Page 10).
- When whether the Memorial Library, College Library, or Union South should be open 24 hours, 38% chose College Library, 25% Memorial, and 16% Union South. A full 21% did not have an opinion. Suggestions for changes to InfoLabs included floppy/zip drives, information on waiting and print card machines (see page 27).
- There was a small increase in the percentage of students who will likely use the wireless network in the next year from 40% to 46% this year (see Page 28).
- Students mentioned computer labs when asked how to improve IT resources on campus. Wireless access and faster Internet also were concerns (see Page 30).

## Background

The 2003 UW-Madison Student Computing Survey was designed to provide the Division of Information Technology (DoIT) guidance on how well it is doing and how it might better spend student information technology fees. Student Information Technology Initiative (SITI) committee sponsors an annual student computing survey.

## Methodology

A random sample of 1,500 UW-Madison undergraduate, graduate and special students was picked from UW-Madison Registrar records. Nearly all of the 38,612 students had an email address. Of the 222 student who did not have an email address on record, about half were special students.

A general questionnaire was developed to fulfill SITI requirements and to meet the research needs of various DoIT groups. Using *Active Server Pages* software, DoIT's Business and Financial Applications group posted and administered the online questionnaire. There were 32 questions distributed across 26 web pages. Not all respondents were presented each of those 26 pages.

An email explaining the purpose of the research was sent to all 1,500 potential respondents. Included in each email was the questionnaire's URL. While all web respondents received the same questionnaire, each individual was sent their own unique URL for connecting to the site. This ensured that only those respondents with the correct random number or "password" could access the site. Each respondent was assigned one case in the database which recorded responses. Thus even if the respondent forwarded the URL to all of their friends, only one submission (the latest) would be recorded in the database. Respondents could finish the survey at their leisure; if a respondent stopped in the middle of the questionnaire, they could pick up where they left off by clicking on the URL contained in their email.

SITI authorized \$500 in incentives to boost response rates; this money was distributed as \$50 prizes awarded via a lottery to 10 students who completed the survey. Students had the option of "unsubscribing" from the sample; within the cover email, students were told they could click on a link which would remove their email from future mailings about the survey. About 36 individuals chose this option.

The initial email solicitation was sent on Tuesday, February 11, 2003, around 9am. Three follow-up contacts were made with non-respondents on Thursday, February 13, Sunday, February 16, and Friday, February 21. Data were collected until February 24, 2003. The online

survey garnered 658 completed questionnaires out of a non-redundant, cleaned (11 email addresses were judged to be undeliverable) sample of 1,489. This corresponds to a 44.2% response rate and a margin of error of +/- 3.8%.<sup>1</sup>

The distribution of respondents' reported academic class was compared with the UW's actual class distribution. A weight which took into account any disparity between the two distributions was computed and applied to the dataset. This weight makes the data presented here a more accurate representation of the actual student population.

On average, it took respondents 10 minutes to complete the survey, far quicker than the 14 minutes last year..

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<sup>1</sup>Fourteen individuals began the survey but did not complete it. These individuals are included in the analysis, but they are not included in the computation of response rate.

## Notes on Data Analysis

The number of respondents upon which percentages are calculated can change from question to question. Some respondents simply skip a question, others are instructed to skip a question. Because of this, the number of respondents is usually included in each Table in the Frequency Runs and Analysis section.

Respondents were often encouraged to respond to all relevant response options *within* a question. In these cases column percentages within a Table will sometimes sum to more than 100. In the Frequency Runs and Analysis section, these cases can be identified by instructions at the end of the question, [**CHECK ALL THAT APPLY**].

Means, medians and standard deviations are reported where appropriate. Means are arithmetic averages and measures of central tendency. A median delineates the exact middle of a distribution; half of respondents are located above this number and half below. It is included as an additional measure of central tendency when the mean might be misleading. Standard deviations are measures of dispersion or variability. Generally speaking, the smaller the standard deviation, the less the scores comprising a particular distribution vary from the mean. A pragmatic interpretation of the standard deviation is agreement; the larger the standard deviation within a scale, the more disagreement among the respondents.

In most of the following tables, items are presented in some rank order. This means that the most frequently cited response, highest mean, etc. are presented at the top of the table and other items follow sequentially.

Some analysis in the following tables compares data between different groups of respondents. This is an attempt to understand both the data and our customers more completely. In these tables, the last column indicates whether the differences tested can be considered statistically significant. There are two levels of significance used, called alpha levels. Basically, these figures indicate how often we would expect the results if they were simply a matter of chance. Thus, when a test statistic has a probability of less than .05, this means such results are relatively rare and are to be expected less than five percent of the time. Likewise, a test statistic of less than .01 means such results are to be expected less than one percent of the time.

In general, care should always be taken in interpreting data, keeping in mind the context and wording of the question, what response options, if any, respondents were asked to choose, etc. Where a specific response scale was used (such as a Likert scale, ranking, etc.) this information is highlighted in or at the end of the question.

# Frequency Runs and Analysis

## SECTION 1 - IT OWNERSHIP

This section presents the frequency counts in percentages for the questions asked on the survey. Each question appears in the same sequence as it did on the actual survey.

### 1. Which of the following information technology products do you own? [CHECK ALL THAT APPLY]

If you do not own any of the products listed below, check here ➡

	<b>2000</b> <b>(n=800)</b>	<b>2001</b> <b>(n=798)</b>	<b>2002</b> <b>(n=416)</b>	<b>2003</b> <b>(n=673)</b>
Regular phone (land-line)	-	-	-	79.8%
Desktop computer	67.3%	73.6%	70.1%	69.6%
Cellular or mobile phone	21.8%	31.4%	45.6%	64.1%
Laptop computer	23.4%	26.3%	34.8%	38.6%
Personal Digital Assistant	3.8%	11.6%	14.5%	17.8%
<b>Overall Computer Ownership</b>	<b>79.5%</b>	<b>87.6%</b>	<b>91.1%</b>	<b>92.6%</b>

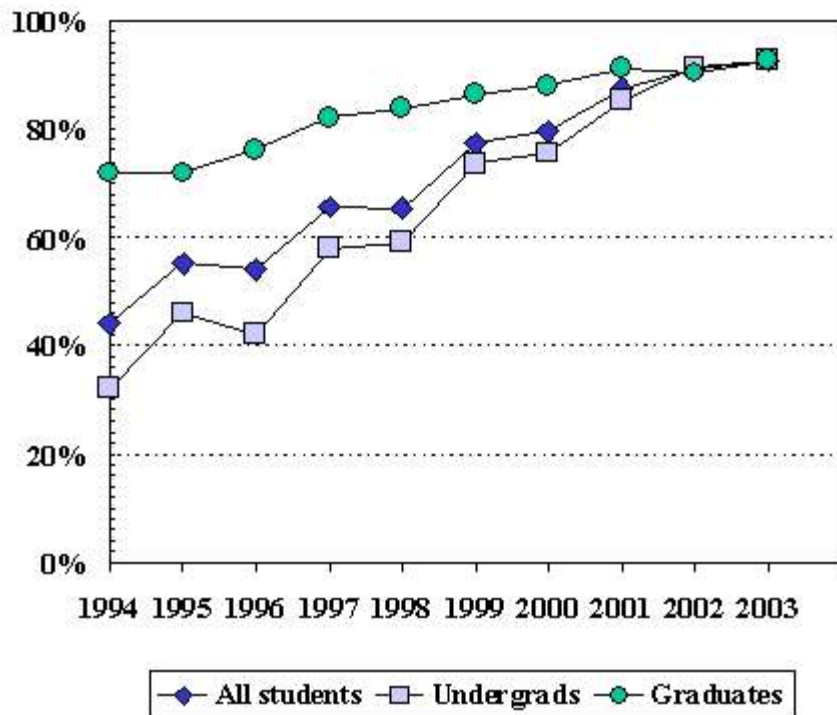


Figure 1: Overall computer ownership since 1994.

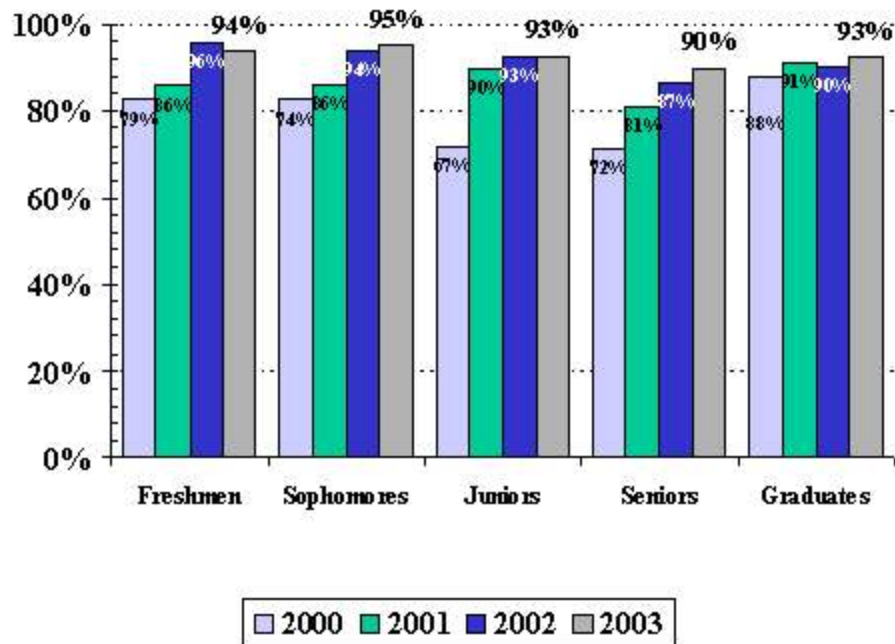


Figure 2: Computer ownership by class.

**2. Which operating system(s) do you use on the computer(s) you own? [CHECK ALL THAT APPLY]**

	<b>2000 (n=631)</b>	<b>2001 (n=720)</b>	<b>2002 (n=378)</b>	<b>2003 (n=629)</b>
Windows NT/2000/XP	5.5%	18.1%	33.7%	49.7%
Windows 95/98/ME	84.3%	80.9%	68.0%	49.4%
Macintosh	13.8%	9.5%	7.2%	8.6%
OSX	-	-	-	5.4%
9.x or earlier	-	-	-	6.0%
Linux	4.9%	7.1%	4.5%	4.6%
Unix	0.8%	1.2%	1.3%	1.1%
Other	1.1%	2.9%	1.1%	2.6%

## SECTION 2 - WEB AND EMAIL USE

### 3. How do you routinely access or connect to the Internet? [CHECK ALL THAT APPLY]

	<b>2000 (n=798)</b>	<b>2001 (n=795)</b>	<b>2002 (n=406)</b>	<b>2003 (n=673)</b>
InfoLabs (general access computer labs on campus)	41.9%	38.9%	28.4%	36.4%
Cable modem (e.g., Charter)	4.2%	13.6%	18.1%	31.9%
WiscWorld dial-in modem pool	63.1%	60.4%	40.7%	27.7%
Computer kiosks around campus	-	-	-	21.2%
Digital Subscriber Line or DSL (e.g., TDS)	2.0%	6.8%	13.8%	19.2%
Direct network connection (ResNet)	27.5%	26.8%	33.4%	18.7%
Campus wireless network	-	-	-	13.5%
Regular modem using a commercial ISP (e.g., AOL, ExecPC, etc.)	14.6%	7.4%	9.3%	9.1%
Other	3.8%	2.3%	2.0%	6.4%

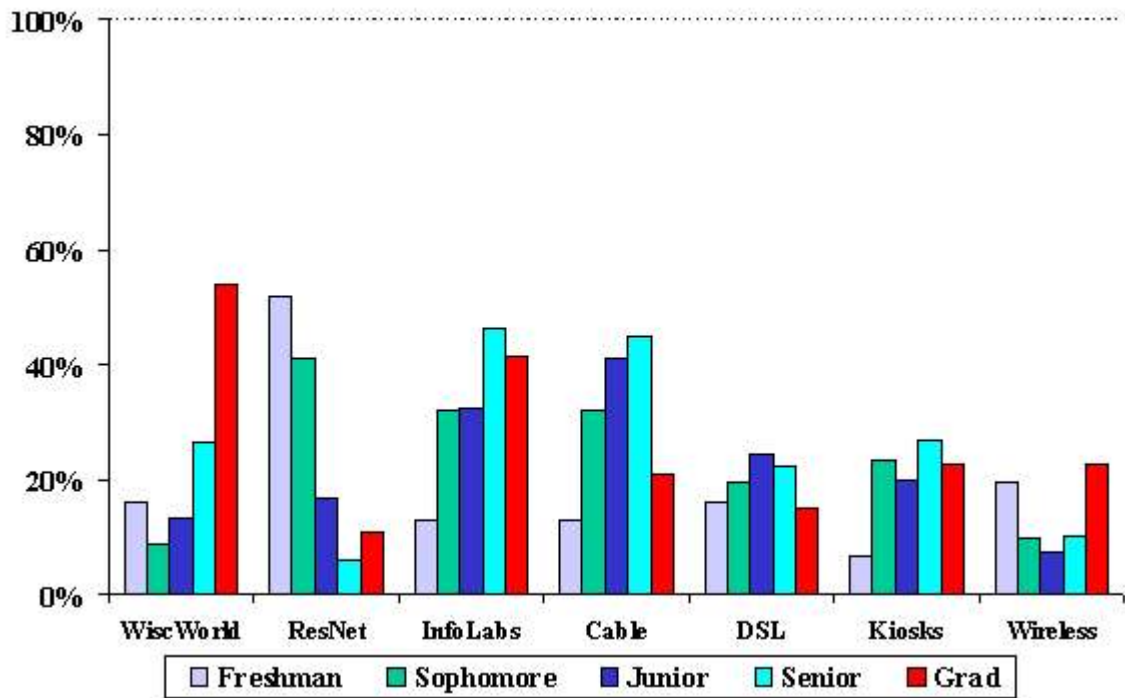


Figure 3: Internet connection mode by class.

#### 4. Overall, how satisfied are you with the performance of...

Nine-point scale ranging from extremely satisfied to extremely dissatisfied. Higher mean scores indicate greater satisfaction.

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	<b>2003 Means</b>
Campus wireless network	6.43
InfoLabs (general access computer labs)	6.41
Cable modem	5.96
WiscWorld dial-in modem pool	5.93
DSL	5.89
Direct network connection (ResNet)	5.68
Computer kiosks around campus	5.64
Commercial ISP (e.g., AOL, ExecPC, etc.)	5.09

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5. On average, how many hours per week have you spent online since the beginning of fall semester (September 1, 2002)?

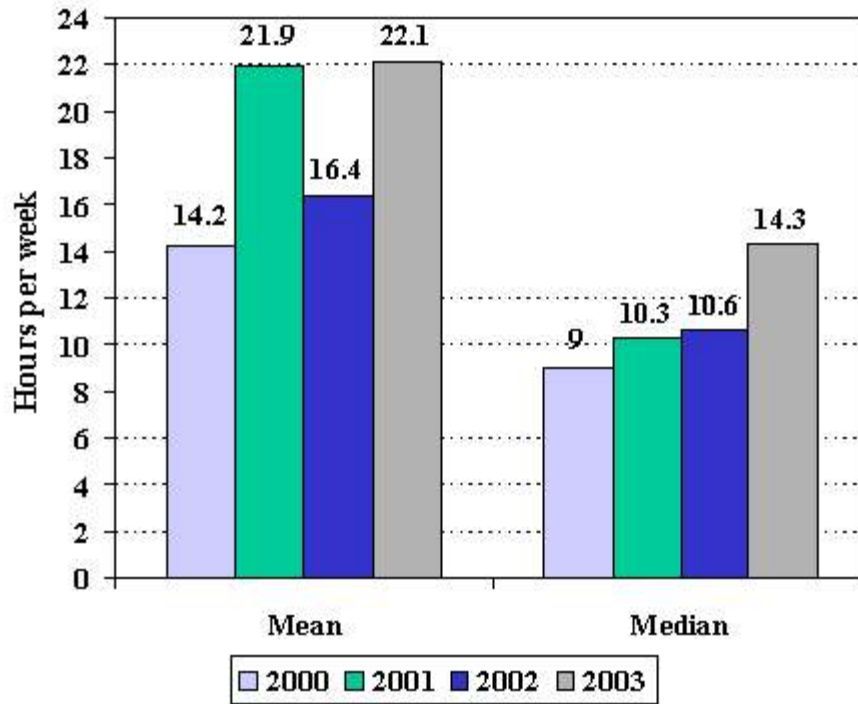


Figure 4: Average and median Internet use per week.

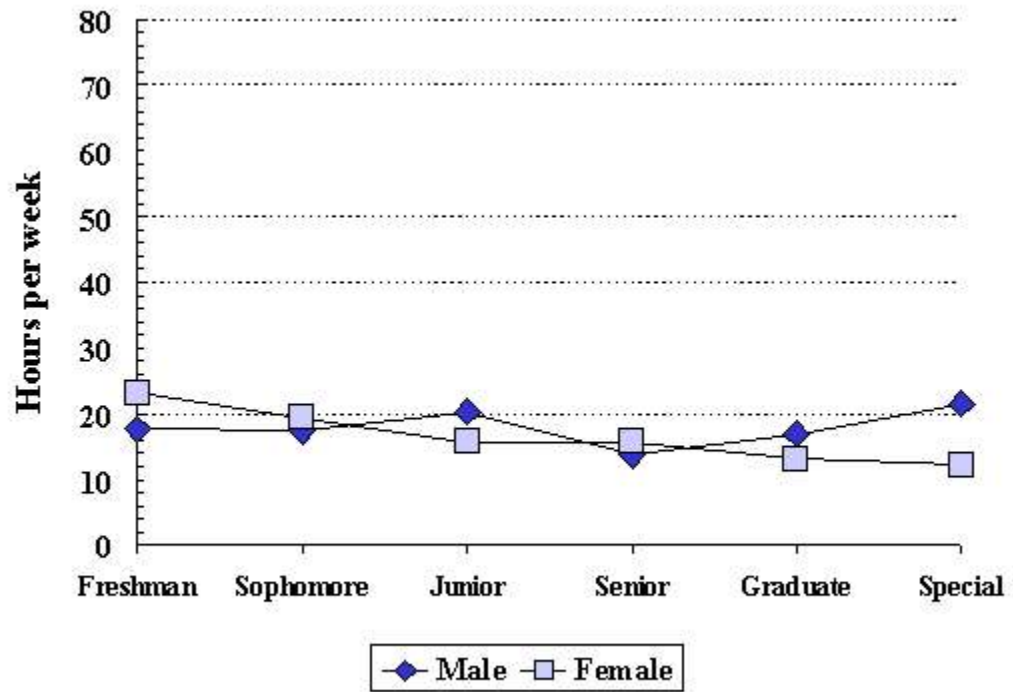


Figure 5: Internet use across gender and class, 2002.

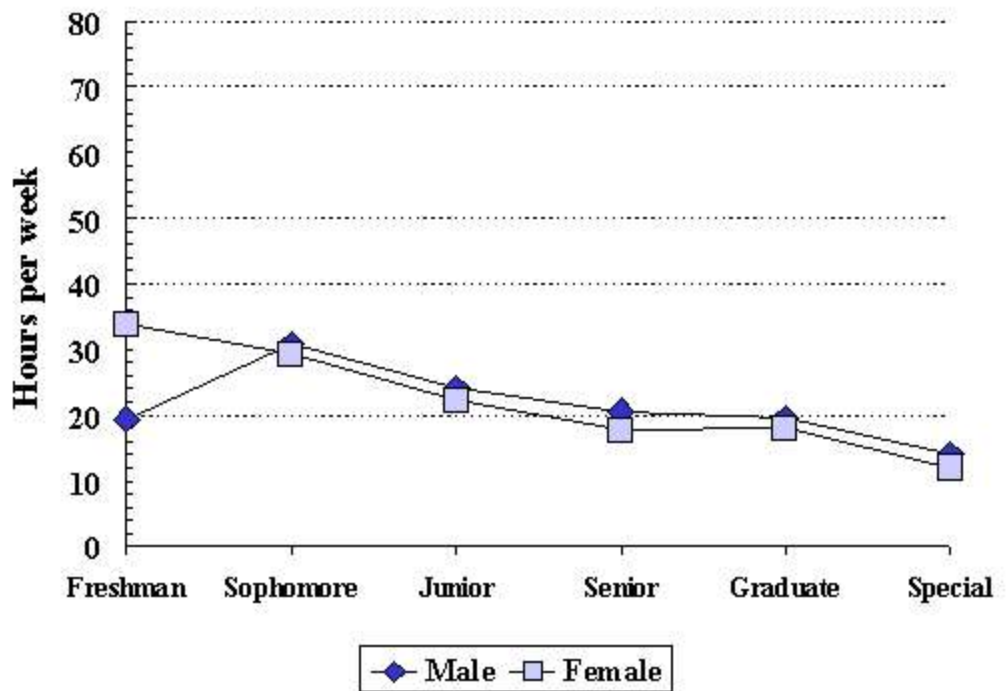


Figure 6: Internet use across gender and class, 2003.

**6. What Internet site do you use as your start page when connecting to the Internet?**

The “other” responses included “wisemail,” “blank,” “cnn,” and “weather.”

	<b>2002 (n=402)</b>	<b>2003 (n=673)</b>
UW homepage	29.4%	15.8%
My UW-Madison	11.2%	15.0%
Yahoo	13.7%	14.2%
MSN	8.9%	12.9%
Google	-	7.4%
Hotmail	8.4%	6.1%
Other	28.4%	28.0%

**7. Do you use your UW email address(es)?**

	<b>2003 (n=673)</b>
Yes	78.8%
No	10.3%
Only to forward email	10.2%

**8. How many email addresses do you currently have?**

	<b>2003 (n=673)</b>
One	18.8%
Two	48.8%
Three	18.3%
More than three	10.6%

**9. Do you have one primary email account that you tend to use more than others?**

	<b>2003 (n=524)</b>
Yes	91.5%
No	8.5%

**10. What is the domain of your primary email account?**

	<b>2003 (n=302)</b>
wisc.edu	56%
hotmail	19%
yahoo	9%
aol	4%
excite	3%

**11. How do you check your email?**

	<b>2003 (n=673)</b>
Internet browser	78.5%
Email program	39.6%

**12. About how often do you check your email?**

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	<b>2003 (n=673)</b>
5+ times per day	35.0%
2-4 times per day	48.0%
Once a day	11.7%
Every 2 days	2.6%
Every 3 days	1.4%
Once a week	0.5%
Less than once a week	0.0%

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**13. Do you use instant messaging (e.g. MSN Messenger, AOL Instant Messenger, etc.)?**

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	<b>2003 (n=673)</b>
Yes	61.9%
No	36.8%
I don't know	0.5%

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14. Overall, how satisfied are you with the computing resources UW-Madison provides?

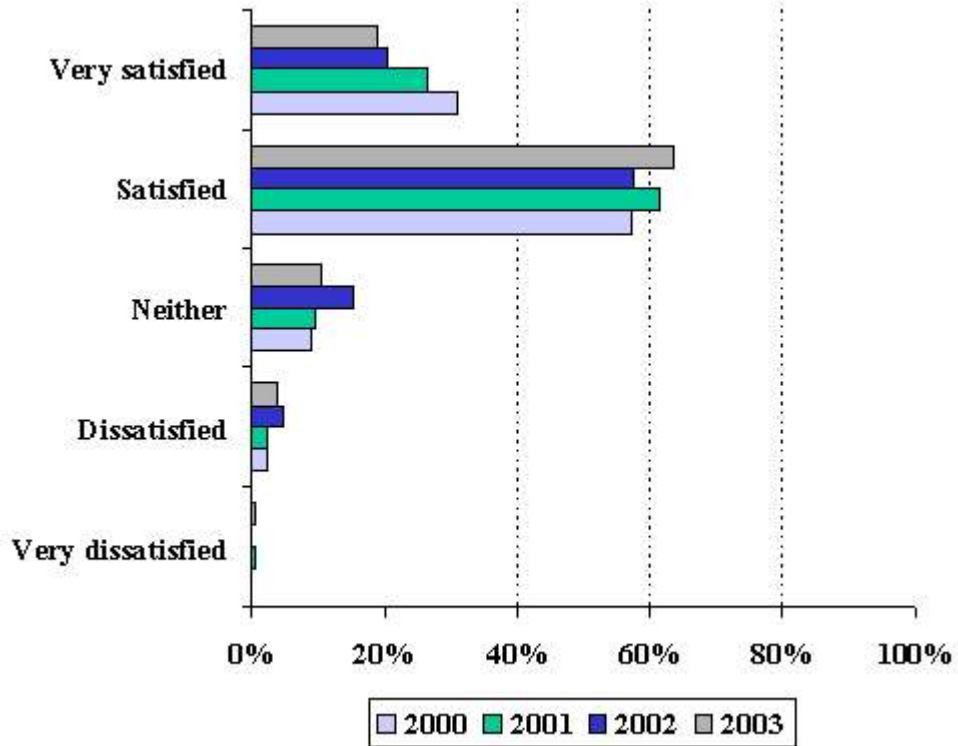
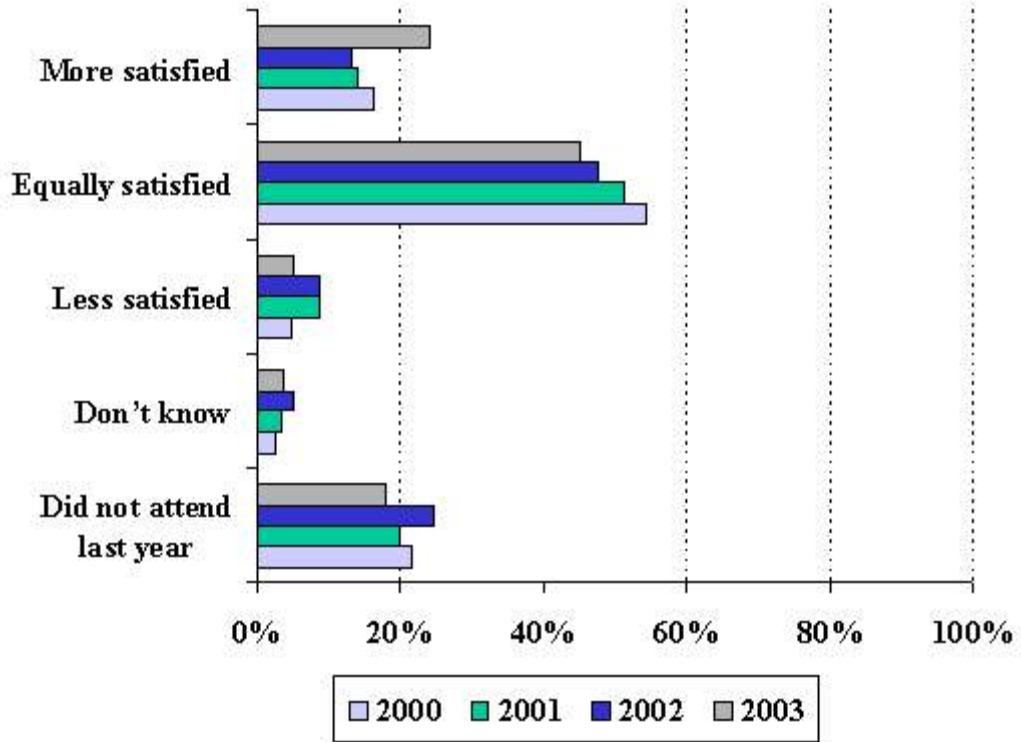


Figure 7: Overall satisfaction with UW computing resources.

15. Think back to last year at this same time. Compared to last year, what is your current satisfaction level with the computing resources available for your use at UW-Madison? Are you . . .



**16a. Why are you more satisfied this year?**

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	<b>2003 (n=153)</b>
Computer lab - general	26%
Email access	20%
Good - general	16%
Faster connection	15%
Online registration	9%

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**16b. Why are you equally satisfied this year?**

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	<b>2003 (n=273)</b>
Use of resources changes	53%
Service good	25%
Computer labs - general	22%
Happy with access	20%
No problems	10%

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**16c. Why are you less satisfied this year?**

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	<b>2003 (n=32)</b>
Connection problems	21%
Computer lab - general	18%
Email	18%
Too slow	12%
Eudora	12%

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### SECTION 3 - AWARENESS AND USE OF COMPUTING SERVICES

17. Which of the following services are you aware of and which have you used since the beginning of fall semester (September 1, 2002)? [CHECK ALL THAT APPLY]

If you are not aware of any of the services listed below, check here .

Awareness	2000 (n=688)	2001 (n=798)	2002 (n=416)	2003 (n=673)
InfoLabs (general access computer labs)	75.6%	75.0%	69.2%	79.8%
Help Desk by telephone	71.9%	74.2%	68.2%	72.6%
DoIT Tech Store walk-in sales (1210 W. Dayton)	80.0%	84.5%	78.3%	70.0%
Software Training for Students (free service)	42.2%	55.9%	51.5%	66.8%
Computer kiosks	-	-	-	65.2%
DoIT Tech Store Showroom	57.7%	65.7%	53.7%	62.3%
DoIT Repair Service	48.8%	69.5%	49.2%	61.1%
Wireless network for laptops	-	-	-	58.1%
Help Desk walk-in area at DoIT	53.2%	56.0%	52.3%	54.9%
Norton Anti-Virus	-	-	-	54.0%
Help Desk online	48.9%	54.2%	44.7%	51.1%
DoIT Tech Store online catalog sales	-	-	-	49.3%
Laptop checkout at InfoLabs	-	-	-	45.6%
<i>TechNews</i> (DoIT's email newsletter)	60.6%	61.9%	40.5%	43.7%
Online software training (free service)	20.8%	38.0%	39.8%	41.1%
<i>Computing @ UW-Madison</i>	-	-	33.2%	39.5%
WisCal	-	-	13.1%	35.7%

<b>Use</b>	<b>2000 (n=688)</b>	<b>2001 (n=798)</b>	<b>2002 (n=416)</b>	<b>2003 (n=637)</b>
InfoLabs (general access computer labs)	43.0%	38.2%	32.0%	44.5%
Computer kiosks	-	-	-	34.2%
Help Desk by telephone	34.4%	30.1%	31.4%	30.8%
Norton Anti-Virus	-	-	-	24.2%
DoIT Tech Store walkin sales (1210 W. Dayton)	32.1%	32.6%	28.2%	23.2%
DoIT Showroom	13.8%	13.9%	14.0%	14.6%
Wireless networks for laptops	-	-	-	11.1%
Help Desk online	7.7%	9.4%	6.2%	10.0%
DoIT Online catalog sales	-	-	-	9.6%
<i>Computing @ UW-Madison</i>	-	-	7.6%	8.9%
<i>TechNews</i> (DoIT's email newsletter)	20.0%	17.0%	8.5%	8.5%
Laptop checkout at InfoLabs	-	-	-	8.4%
Help Desk walk-in area at DoIT	11.4%	10.0%	8.9%	8.2%
Software Training for Students (free service)	3.8%	7.8%	7.0%	7.9%
WisCal	-	-	2.2%	7.0%
DoIT Repair Service	5.3%	8.4%	4.1%	6.9%
Online software training (free service)	2.5%	4.3%	5.6%	4.3%

**18. Using the scale provided, please rate your satisfaction with each of the following services.**

Satisfaction was measured using a five-point Likert scale. The table below presents the average ratings from this scale, with higher ratings indicative of greater satisfaction. Keep in mind the number of students rating each service; these figures are included in brackets at the end of the first column.

<b>Satisfaction</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>
Software Training for Students (free service) [n=53]	4.6	4.1	4.1	4.3
Help Desk walk-in area at DoIT [n=55]	4.4	4.6	3.9	4.3
Norton Anti-Virus [n=162]	-	-	-	4.3
InfoLabs (general access computer labs) [n=297]	4.5	4.6	4.2	4.2
Help Desk by telephone [n=207]	4.4	4.5	4.1	4.2
Laptop checkout at InfoLabs [n=57]	-	-	-	4.2
Wireless network for laptops [n=72]	-	-	-	4.1
DoIT Tech Store walk-in sales (1210 W. Dayton) [n=156]	4.2	4.4	4.0	4.1
DoIT Showroom [n=98]	3.9	4.2	3.8	4.0
Help Desk online [n=65]	4.2	4.2	3.9	3.9
DoIT Repair Service [n=46]	3.7	4.1	3.8	3.9
Online software training (free service) [n=29]	4.1	4.4	3.7	3.8
DoIT Tech Store online catalog sales [n=64]	-	-	-	3.8
<i>Computing @ UW-Madison</i> [n=60]	-	-	3.7	3.7
Computer kiosks [n=229]	-	-	-	3.7
<i>TechNews</i> (DoIT's email newsletter) [n=57]	3.9	3.8	3.4	3.6
WisCal [n=47]	-	-	3.1	3.6

## SECTION 4 - OTHER SERVICES

### 19. How likely would you be to take a free software training class?

	<b>2002</b> <b>(n=389)</b>	<b>2003</b> <b>(n=664)</b>
Very likely	10.9%	15.7%
Somewhat likely	28.5%	36.3%
Not very likely	41.6%	35.4%
Not at all likely	19.0%	12.5%

### 20. How likely would you be to use a free web-based or web-delivered software training class?

	<b>2002</b> <b>(n=389)</b>	<b>2003</b> <b>(n=663)</b>
Very likely	13.9%	15.0%
Somewhat likely	39.0%	36.0%
Not very likely	31.8%	38.4%
Not at all likely	15.3%	10.5%

**21. In what areas would you like to have free software training?**

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	<b>2003 (n=302)</b>
Web page design	18%
Excel	17%
Access	7%
DreamWeaver	6%
Html	4%

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**22. In what areas would you like to use free web-based training?**

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	<b>2003 (n=265)</b>
Web page design	17%
Programming	13%
Excel	9%
Picture software	6%
Html	4%

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23. We are interested in knowing how you would allocate money towards new or improved computing services. Assuming you could split \$100 among the following services, how much would you allocate to each? If you don't want to allocate any money to an area just enter "0."

- a. PDA (Palm, etc.) access to campus network .. \_\_\_\_\_
- b. Wireless card available at computer labs .... \_\_\_\_\_
- c. Upgraded software in computer labs ..... \_\_\_\_\_
- d. Additional computers in computer labs ..... \_\_\_\_\_
- e. Upgraded hardware in computer labs ..... \_\_\_\_\_
- f. More laptops available for checkout ..... \_\_\_\_\_
- g. More computer kiosks around campus ..... \_\_\_\_\_
- h. More Internet bandwidth ..... \_\_\_\_\_
- I. Personal web page/Internet file storage ..... \_\_\_\_\_

TOTAL = \$100

	Mean	Median	SD
More Internet bandwidth	\$23.85	\$10.92	29.35
Additional computer in labs	\$20.58	\$11.23	25.00
More computer kiosks	\$10.03	\$.80	17.12
Upgraded hardware in labs	\$9.63	\$1.97	13.17
Upgraded software in labs	\$9.61	\$.92	13.88
More laptops for checkout	\$7.75	\$.58	15.43
Personal web page/Internet file storage	\$7.56	\$.69	14.10
Wireless card available at labs	\$5.26	\$.45	12.74
PDA access to campus network	\$4.24	\$.38	10.61

**24. Do you regularly use an InfoLab (general access computer labs)?**

	<b>2000 (n=784)</b>	<b>2001 (n=789)</b>	<b>2002 (n=384)</b>	<b>2003 (n=658)</b>
Yes	34.2%	35.6%	26.5%	41.1%

**25. Which one of the following InfoLabs would you prefer to be open 24 hours per day?**

	<b>2003 (n=277)</b>
College Library	38.1%
Memorial Library	24.6%
Union South	16.1%
No opinion	21.2%

**26. What changes would you personally recommend for the InfoLabs?**

	<b>2003 (n=133)</b>
Good - general	12%
Floppy/Zip drives	9%
Information on waiting	9%
Shorter lines	9%
Print card machines	8%

**27. Wireless technology allows laptop users to connect to the campus network to surf or check email at different/specific places around campus, at speeds similar to a direct network connection. How likely will you be to use the campus wireless network in the next 12 months?**

	<b>2001 (n=785)</b>	<b>2002 (n=377)</b>	<b>2003 (n=659)</b>
Very likely	10.2%	14.6%	21.1%
Somewhat likely	17.4%	25.1%	24.7%
Not very likely	33.1%	35.7%	32.1%
Not at all likely	39.2%	24.5%	22.0%

**28. What is the top reason you would not use the wireless network?**

	<b>2002 (n=226)</b>	<b>2003 (n=357)</b>
I do not have access to a laptop	34.4%	31.5%
Cannot afford a laptop (price range \$800-\$2,000)	22.0%	28.0%
I do not like carrying a laptop on campus	12.8%	15.4%
I am graduating/leaving	13.7%	10.3%
Cannot afford a wireless card (price range \$60-\$150)	5.3%	2.8%
The wireless locations are not convenient for me	2.2%	0.6%
There are not enough wireless locations on campus	0.4%	0.3%
Other	9.3%	11.2%

**29. Have you seen or heard of the “Rules of the Road,” a campaign effort by the UW about the appropriate use of campus computing resources?**

	<b>2000 (n=784)</b>	<b>2001 (n=788)</b>	<b>2002 (n=378)</b>	<b>2003 (n=673)</b>
Yes	16.3%	19.4%	17.2%	13.8%

**30. Where have you seen or heard of the “Rules of the Road?”**

	<b>2000 (n=127)</b>	<b>2001 (n=151)</b>	<b>2002 (n=65)</b>	<b>2003 (n=93)</b>
Posters	51.3%	43.6%	33.2%	48.8%
WiscWorld/Net ID activation screen	27.0%	33.1%	33.7%	33.6%
Email	30.8%	25.6%	48.7%	13.8%
News articles	15.2%	26.1%	14.7%	12.3%
DoIT Security website	-	-	-	11.7%
Friend	0.7%	3.7%	1.7%	3.6%
WSUM	-	-	-	1.3%

**31. Where do you live?**

	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>
Off-campus (e.g., apartment)	75.0%	76.0%	63.5%	69.5%
On-campus (e.g., residence hall)	17.9%	20.2%	24.2%	24.6%
Other	3.7%	2.5%	3.2%	3.6%
Not ascertained	1.4%	1.3%	9.1%	2.2%

**32. What new or improved information technology services and resources would you like at the UW-Madison?**

	<b>2003 (n=400)</b>
Computer lab - general	23%
Wireless access	16%
Faster Internet	15%
Good - general	11%
Technology resources/services	8%

## APPENDIX A - COVER LETTER

Subject: UW-Madison Student Computing Survey - 2003

Dear UW Student:

The Division of Information Technology (DoIT) is conducting its annual survey of students to determine their computing needs. DoIT is responsible for providing you services such as the My UW-Madison portal, WiscMail and the Help Desk. The information you provide will help us improve current technological offerings, and develop new products and services for you, our customer. Please take a few minutes to fill out a web-based questionnaire:

<http://substitute.doit.wisc.edu/student/default.asp?mid=4&rid=1501>

Of course, your responses will be held strictly confidential, and the server for the questionnaire is secure. You were randomly selected to participate, and the information you provide will only be used in group form. To show our appreciation for your help, 10 students will be randomly selected to receive \$50 each. To be eligible, simply complete the survey and you will be automatically entered into the drawing. Winners will be notified via email in late April.

THANK YOU for taking the time to tell us how DoIT can improve its products and services. If you have questions about the survey, please contact Barry Radler at [radler@doit.wisc.edu](mailto:radler@doit.wisc.edu) or (608) 265-8642.

Sincerely,

Annie Stunden  
Chief Information Officer, UW  
Director, DoIT

If you will not complete the questionnaire and do not wish to receive any more reminders about this survey please click here:

<http://substitute.doit.wisc.edu/student/optout.asp?rid=1501>