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Market Research Report
Law School Feasibility Study

University of Washington Tacoma

November, 2016

Executive Summary

Summary Statement

Current students and recent graduates that study and reside in Washington state, specifically the South Puget Sound Region, express interest in a new law school located in Tacoma. This report suggests that there is good market potential for the school and it provides enrollment estimates based on a discount purchase intent model that is anchored in market data from secondary research and factors in issues such as accreditation and LSAT score.

Major Findings

1. Unaided awareness, aided awareness, and consideration of the University of Washington, School of Law, was much higher than competitive law schools among both current and recent students.
2. Current and recent students rate the overall reputation of the JD program offered at University of Washington, School of Law, highest.
3. Cost and location are the most important factors in deciding which law schools current and recent students apply to.
4. Criminal Law and Civil Law are the most popular legal topic areas of study.
5. Personal interest and professional enhancement are the major reasons current and recent students are interested in pursuing a JD degree.
6. Many current and recent students want flexibility when it comes to scheduling and teaching methods, but more than half want a mix of day and evening classes with an option of weekend intensive classes, a mix of online and in-person instruction, and are thinking of attending full-time, or at least three days a week.
7. Most recent graduates and more than half of current students expressed a high level of interest in a new UWT JD law degree program and respond favorably to a description of it. The new law school is perceived as meeting the unique legal needs of the local South Puget Sound region.
8. "Purchase intent" of a new UWT Law School is considered moderate to strong.
9. The accreditation status of a new UWT Law School will likely negatively impact the number of students who will apply.
10. Projections are that 82 students who meet admissions criteria will apply initially; that number increases to 265 the first year of accreditation. These estimates are conservative, only accounting for the regional or Washington state market. They provide the starting point for projections going forward, which are provided.
11. Feedback from respondents indicates the optimal price point for annual tuition is \$35,050.

Background and Methodology

Background and Objectives

The University of Washington Tacoma (UWT) is contemplating building a new law school in Tacoma. To determine if there is sufficient market demand for the school and to project enrollment, Campos Inc (Campos) conducted an online *Law School Feasibility Study*.

The **objectives** of the study are as follows:

- Measure awareness and reputation of regional law schools.
- Measure level of interest in the new law school.
- Determine optimal pricing based on a price sensitivity model.
- Determine purchase intent based on a discount model.
- Project enrollment.

Methodology

Campos conducted an online survey among 277 respondents that belong to a demographically and geographically-balanced panel of greater than 250,000 respondents who agree to periodically conduct surveys for a small incentive. All respondents either currently attend a 4-year university or work professionally in the **state of Washington**.¹

This report profiles two subgroups. The “all” category combines them and gives each equal weight.

1. **Current Students—78 respondents.**

- Are currently an undergraduate at a 4-year college or university in the state of Washington and will soon be entering their senior or last year.
- 61 of the 78 respondents lived in one of six counties in the South Puget Sound Region (King, Pierce, Kitsap, Mason, Thurston, or Lewis).
- Are at least considering law school after graduation. All answered definitely, very likely, probably, or may or may not to the question: How likely are you to seriously consider applying to law school to complete a law or J.D. degree after you graduate?

2. **Recent Graduates—199 respondents.**

- Live or work in the South Puget Sound Region, defined as one of six counties (King, Pierce, Kitsap, Mason, Thurston, or Lewis).
- Are at least considering law school. All answered definitely, very likely, probably, or may or may not to the question: How likely are you to seriously consider applying to law school to complete a law or J.D. degree within the next 5 years?
- Graduated from a 4-year university within the past 10 years (100 graduated in the past 5 years and 99 within 6-10 years).

¹ This report provides analysis of respondents who either study or work in the state of Washington. Campos also conducted surveys with respondents who lived outside of the state, but they are not profiled in this report. The reason for restricting this report to respondents from Washington state is because enrollment projections are based on these respondents. A “local” orientation was deemed the most appropriate and conservative approach to projections.

Detailed Findings

1. Unaided awareness, aided awareness, and consideration of the University of Washington, School of Law, was much higher than competitive law schools among both current and recent students.

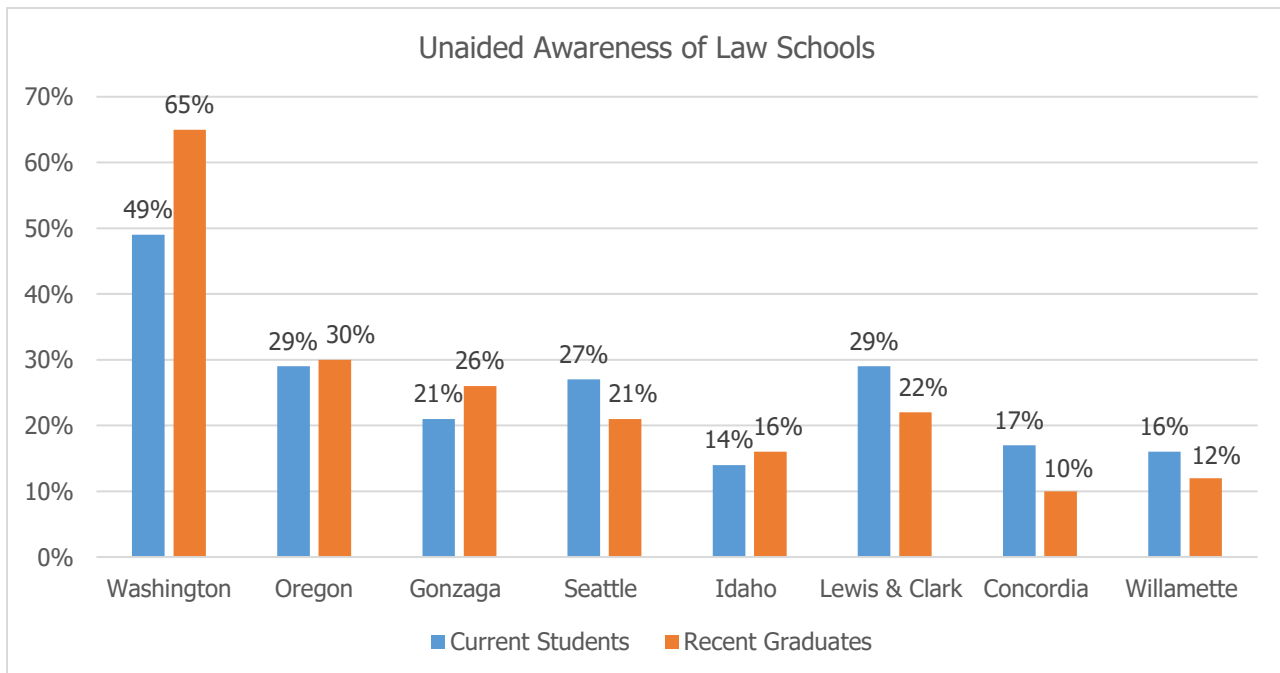
Unaided Awareness of Law Schools: All Local

Respondents were asked the following question: *Which law schools in the Pacific Northwest—Washington, Oregon, and Idaho—come to mind?* University of Washington, School of Law, was most often cited top-of-mind. Its unaided awareness (58%) was twice as high as the second most cited school (University of Oregon School of Law, 29%). Please note that the abbreviations for each school used in this report.

- University of Washington, School of Law (Seattle)—58%; **Washington**
- University of Oregon School of Law (Eugene)—29%; **Oregon**
- Gonzaga University School of Law (Spokane)—23%; **Gonzaga**
- Seattle University School of Law (Seattle)—24%; **Seattle**
- University of Idaho College of Law (Boise & Moscow)—15%; **Idaho**
- Lewis and Clark Law School (Portland)—25%; **Lewis & Clark**
- Concordia University College of Law (Boise)—13%; **Concordia**
- Willamette University College of Law (Salem)—14%; **Willamette**

Unaided Awareness of Law Schools: Current vs. Recent Students

Awareness of University of Washington, School of Law was higher among recent students (65%) than current students (49%). As the chart below demonstrates, there were differences in awareness of other law schools when comparing current and recent students.



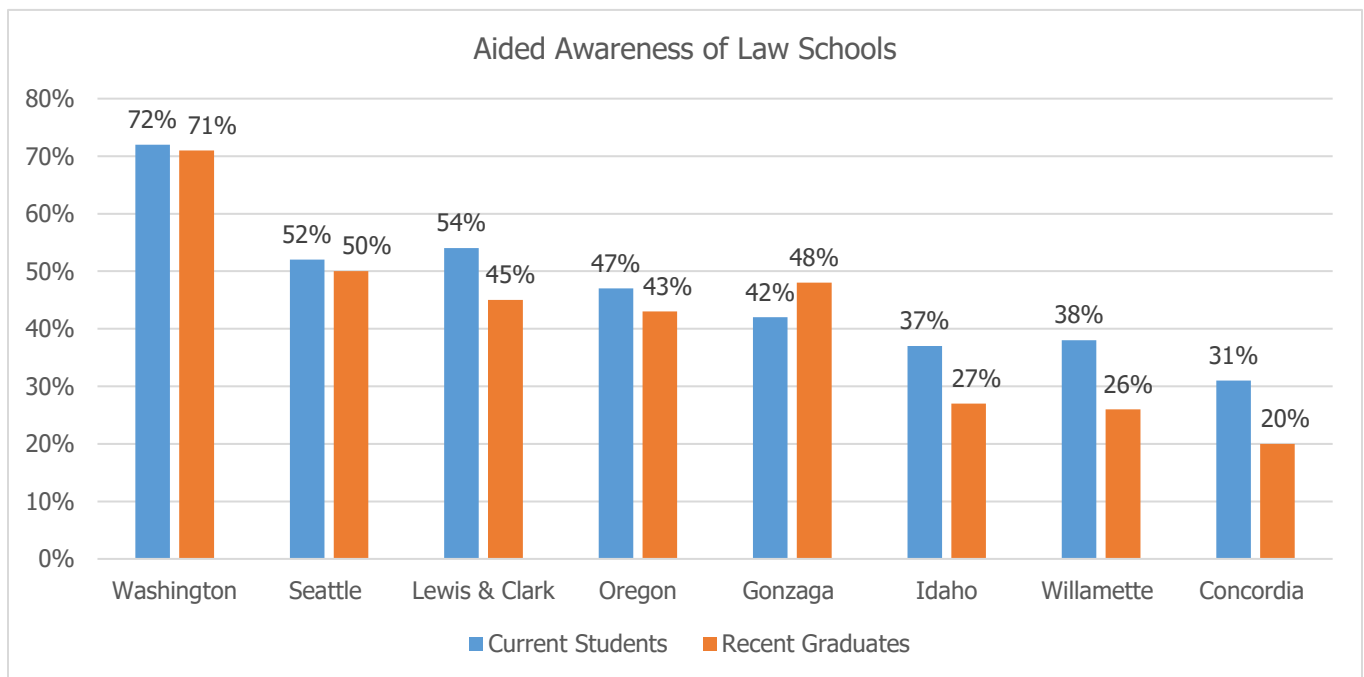
Aided Awareness of Law Schools: All Local

Respondents who were provided with a list of eight law schools and asked the following question: *Which of the following law schools have you heard of?* Aided awareness of University of Washington, School of Law was highest. (Note: unaided awareness is included in the numbers below).

- University of Washington, School of Law (Seattle)—71%
- Seattle University School of Law (Seattle)—51%
- Lewis and Clark Law School (Portland)—50%
- University of Oregon School of Law (Eugene)—45%
- Gonzaga University School of Law (Spokane)—45%
- University of Idaho College of Law (Boise & Moscow)—32%
- Willamette University College of Law (Salem)—32%
- Concordia University College of Law (Boise)—26%

Aided Awareness of Law Schools: Current vs. Recent Students

Aided awareness of University of Washington was similar among current and recent students. Overall, aided awareness of law school was higher among current students, except for Gonzaga.



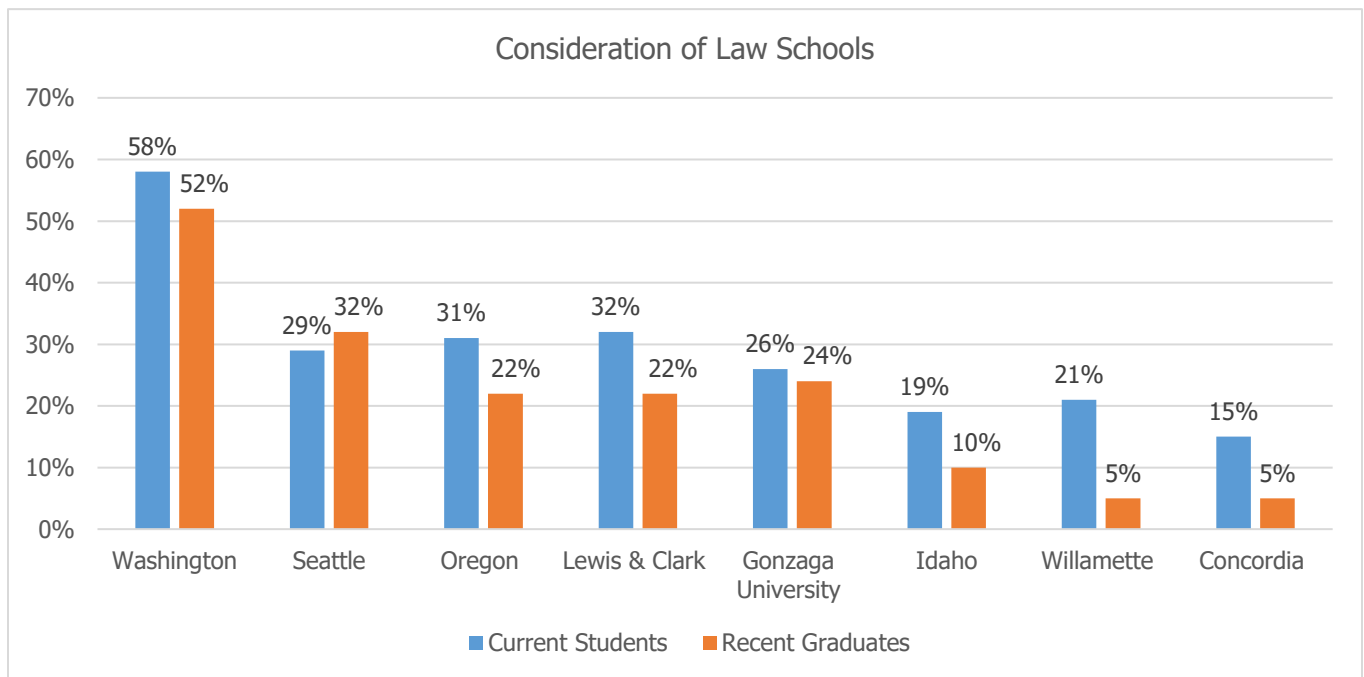
Consideration of Law Schools: All

Respondents who were provided with a list of eight law schools and asked the following question: *Which of the following law schools have you thought about applying to?* Consideration of University of Washington, School of Law was highest.

- University of Washington, School of Law (Seattle)—55%
- Seattle University School of Law (Seattle)—31%
- Lewis and Clark Law School (Portland)—27%
- University of Oregon School of Law (Eugene)—26%
- Gonzaga University School of Law (Spokane)—25%
- University of Idaho College of Law (Boise & Moscow)—15%
- Willamette University College of Law (Salem)—13%
- Concordia University College of Law (Boise)—10%

Consideration of Law Schools: Current vs. Recent Students

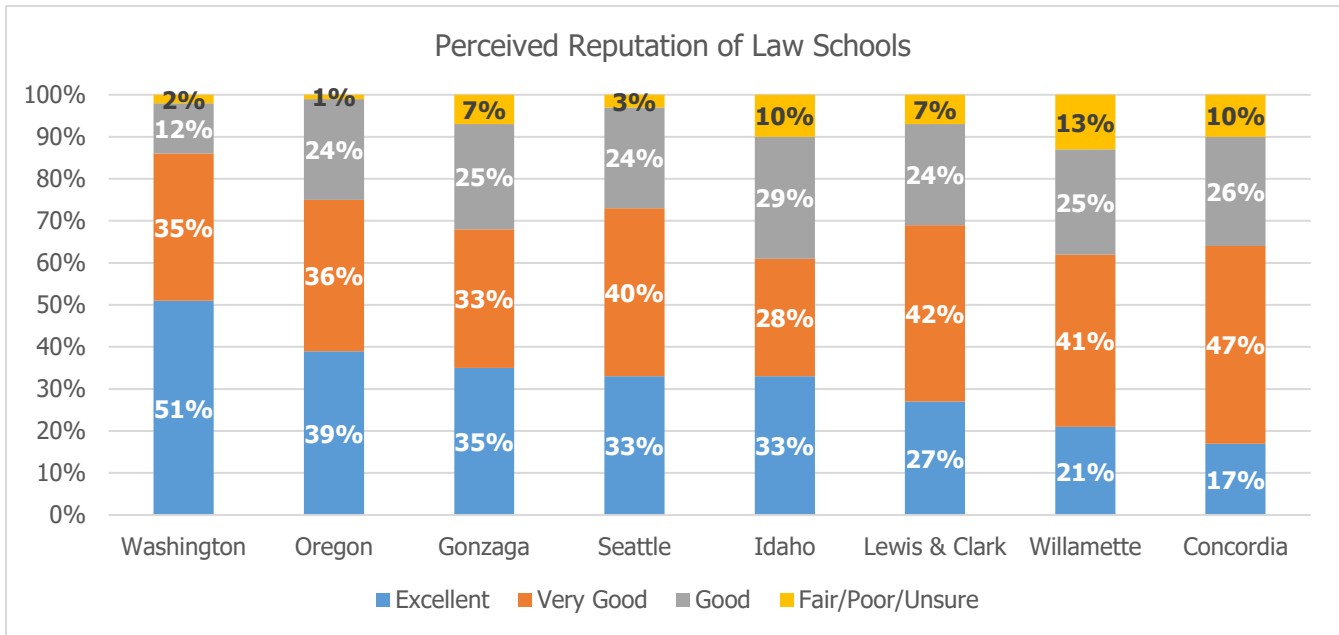
Consideration of University of Washington was slightly higher among current students. Overall, consideration of law school was higher among current students, except for Seattle.



2. Current and recent students rate the overall reputation of the JD program offered at University of Washington, School of Law, highest.

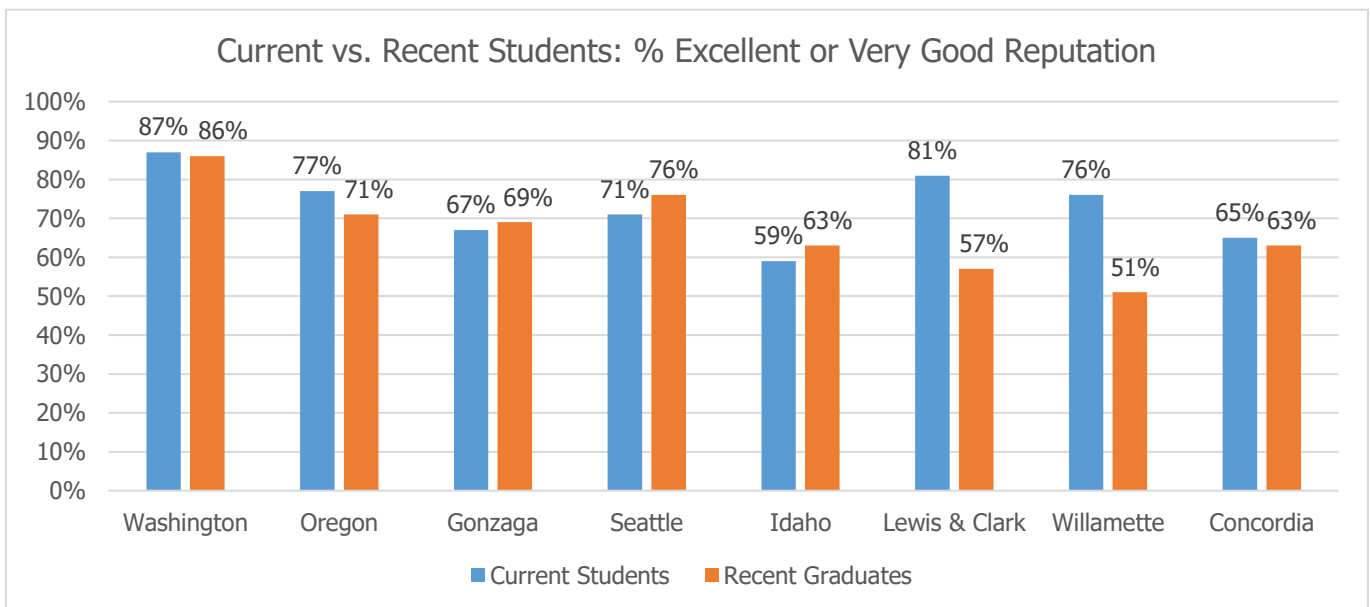
Perceived Reputation of Law Schools: All Local

Respondents were asked the following question: *How would you rate the overall reputation of the JD program offered at...?* University of Washington, School of Law, had the higher overall perceived reputation, followed by University of Oregon, School of Law.



Perceived Reputation of Law Schools: Current vs. Recent Students

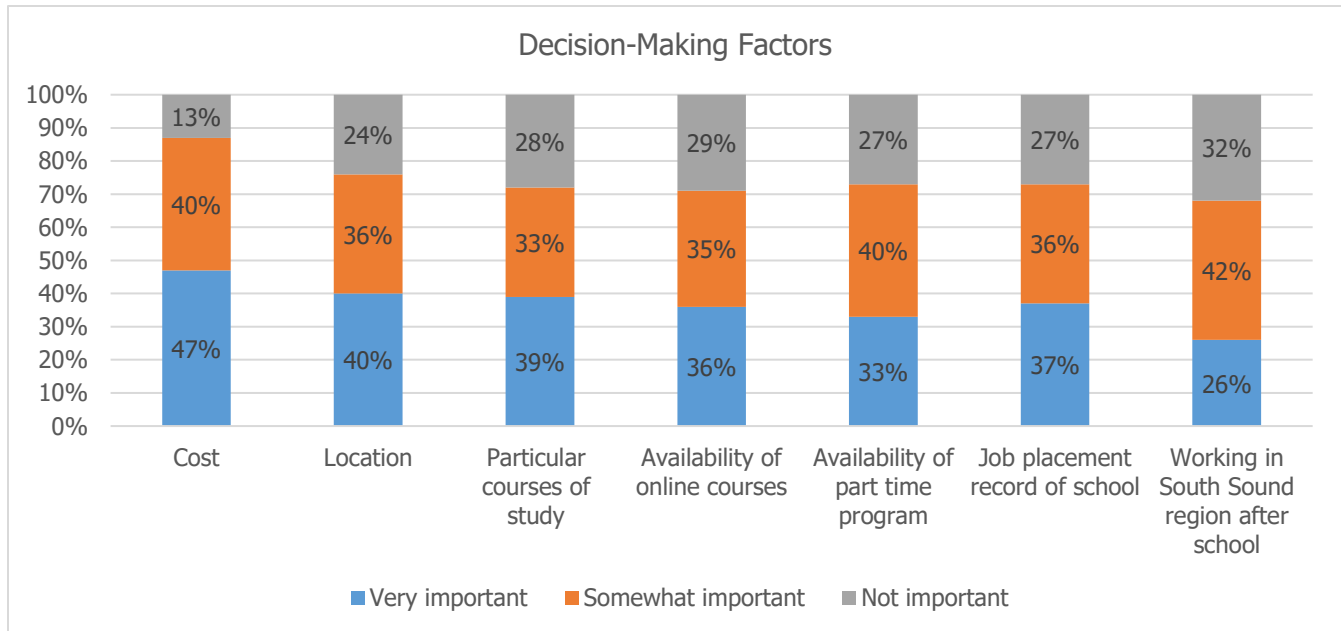
Current and recent students rated the reputation of University of Washington, School of Law, similarly. Current students rated the reputation of Lewis and Clark and Willamette much higher than recent students.



3. Cost and location are the most important factors in deciding which law schools current and recent students apply to.

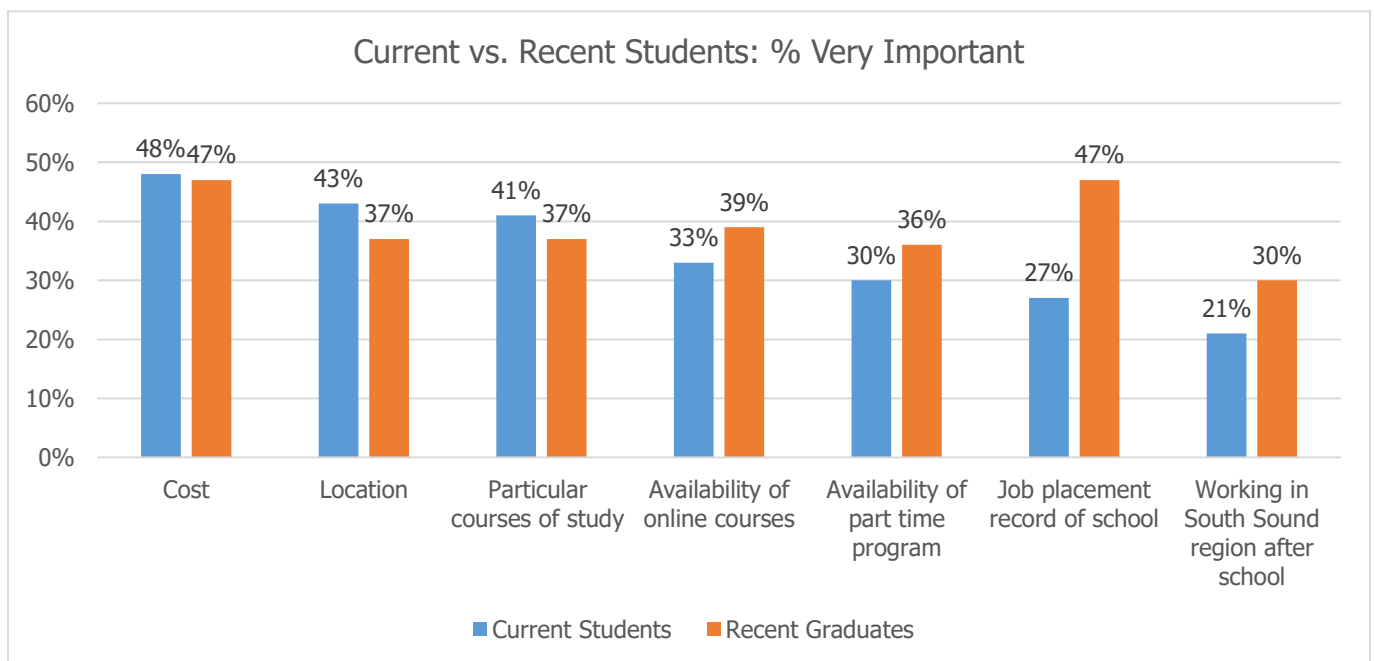
Decision-Making Factors: All Local

Respondents were asked the following question: *How important are each of the following factors in deciding which law school to apply to?* Cost and location were rates as most important, followed by availability of online courses.



Decision-Making Factors: Current vs. Recent

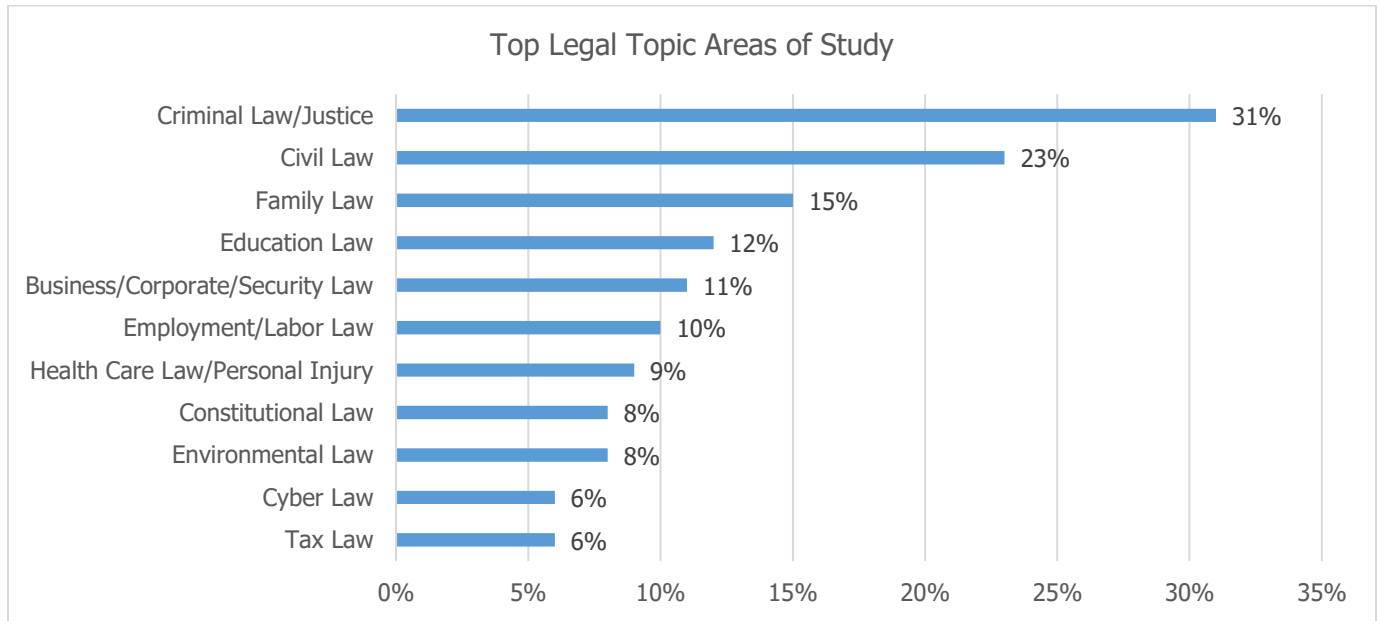
Recent students (47%) were much more likely than current students (27%) to say that the “job placement record of the school” was very important.



4. Criminal Law and Civil Law are the most popular legal topic areas of study.

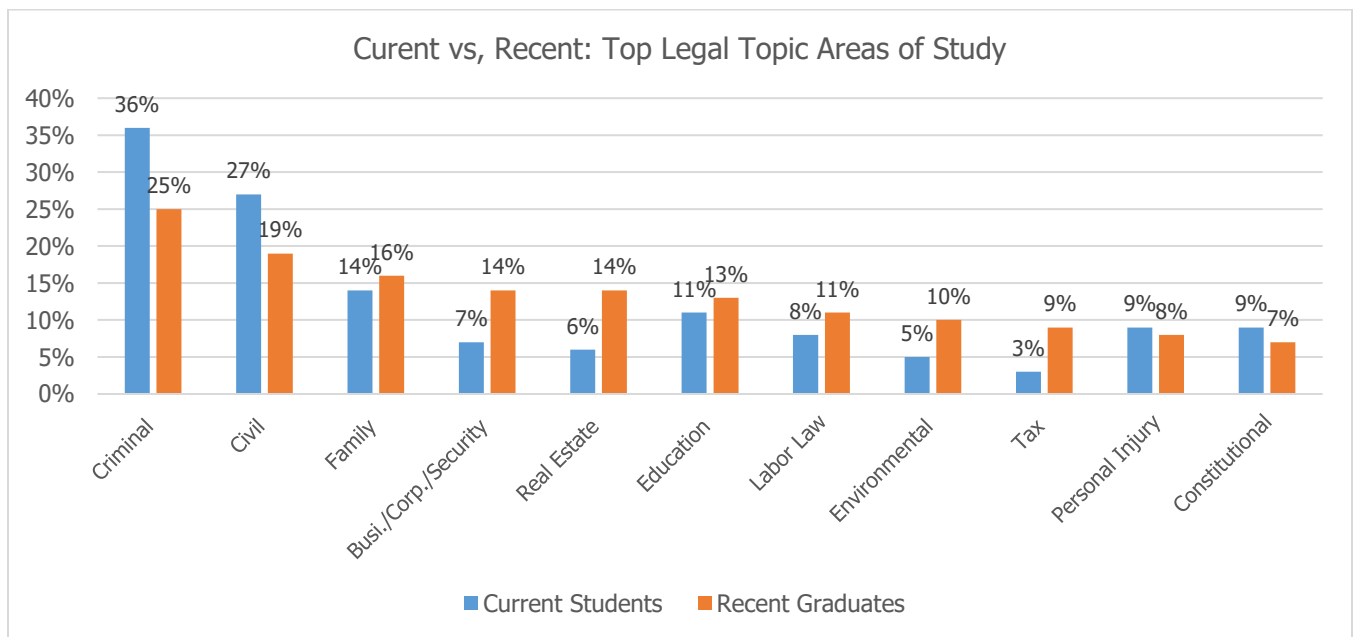
Legal Topic Areas of Study: All Local

Respondents were asked the following question: *What legal topic areas of study or practices do you think you would be especially interested in pursuing in law school?* Criminal Law/Justice and Civil Law were the most popular choices.



Legal Topic Areas of Study: Current vs. Recent Students

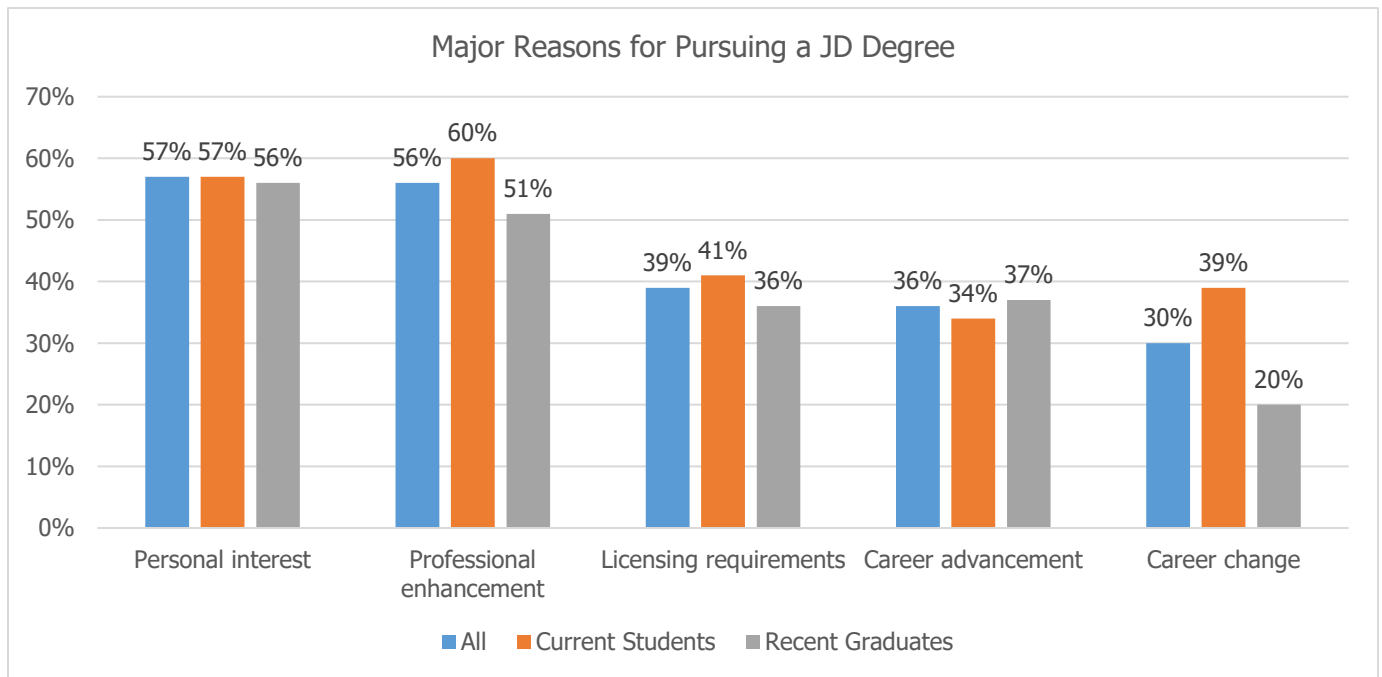
Current students are more interested in Criminal Law and Civil Law compared to recent students.



5. Personal interest and professional enhancement are the major reasons current and recent students are interested in pursuing a JD degree.

Major Reasons for Pursuing a JD Degree

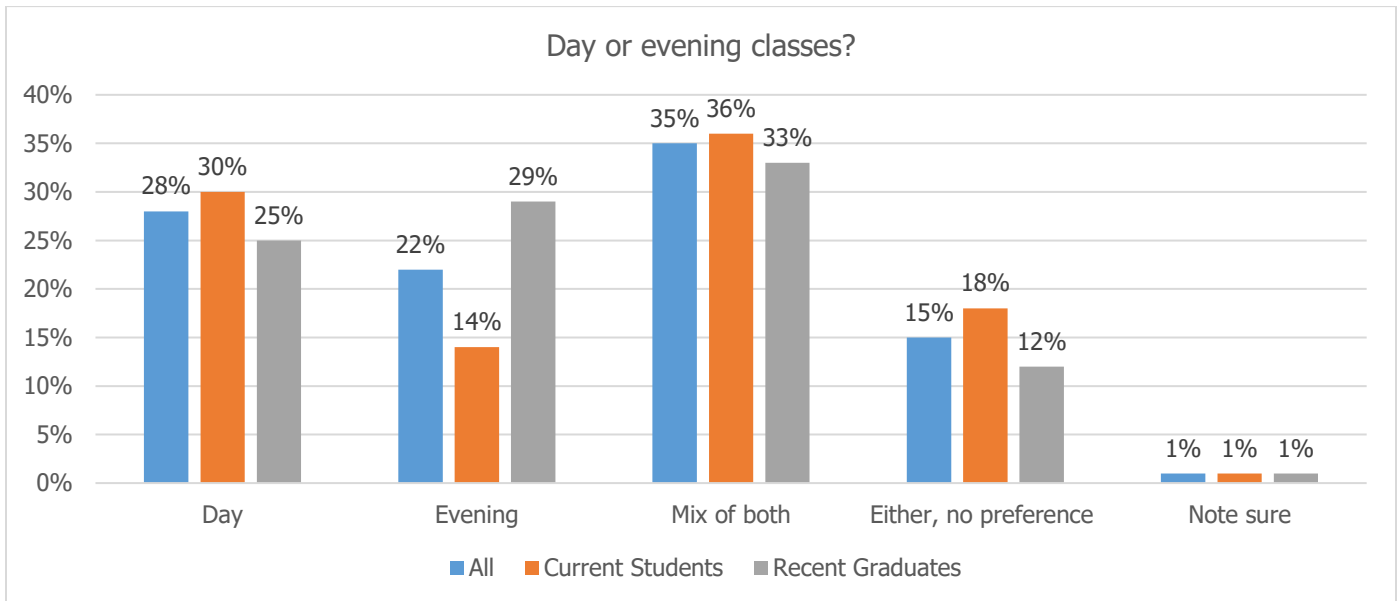
Respondents were asked the following question: *Which of the following are MAJOR reasons that you are considering pursuing a JD degree?* Personal interest and professional enhancement are key reasons for both current and recent students. Current students are twice as likely as recent students to say “career change,” probably a reflection that their current area of study may not align with their professional interests as they prepare to graduate.



6. Many current and recent students want flexibility when it comes to scheduling and teaching methods, but more than half want a mix of day and evening classes with an option of weekend intensive classes, a mix of online and in-person instruction, and are thinking of attending full-time, or at least three days a week.

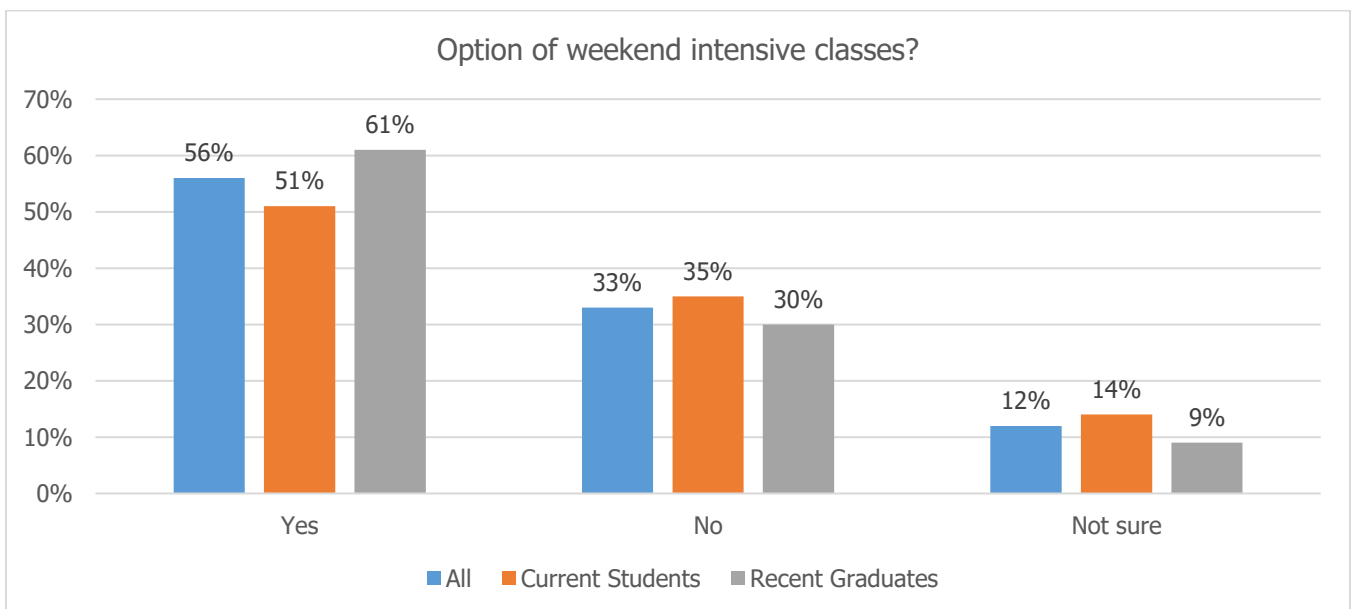
Day or Evening Classes

Although some current and recent students prefer either day or evening classes, a mix of both day and evening classes would meet the needs of most.



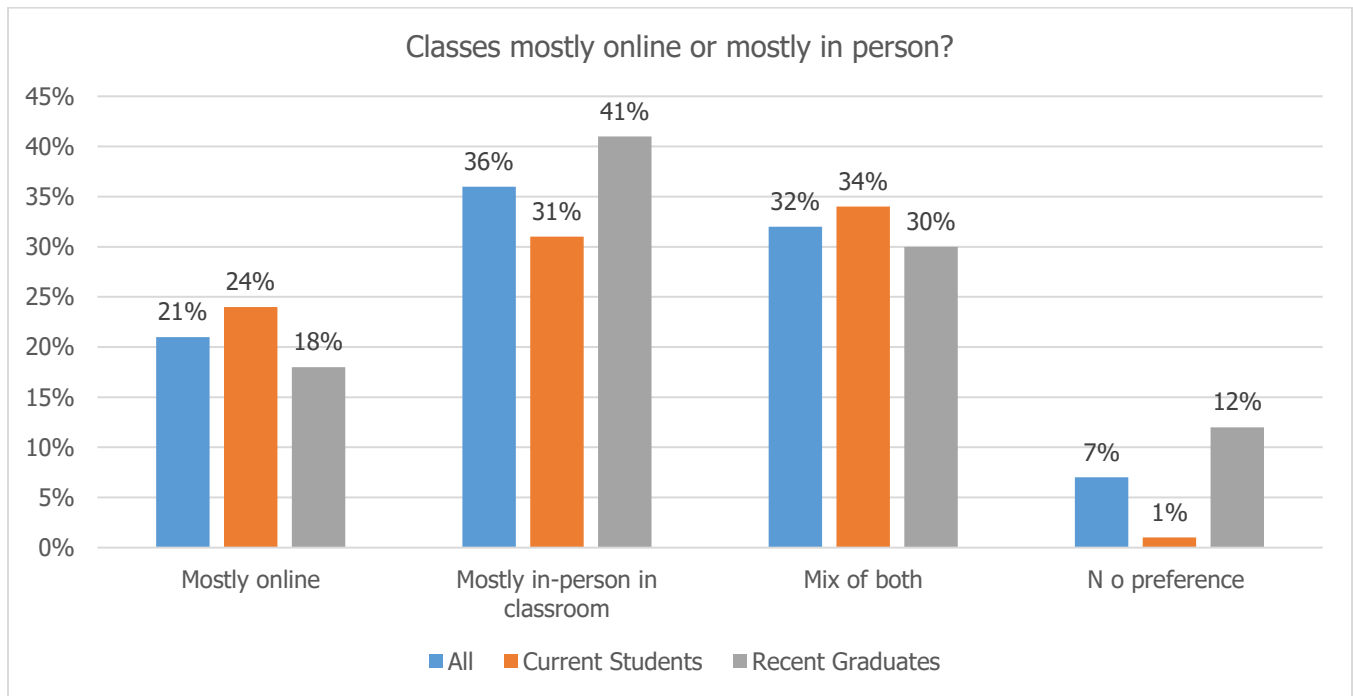
Option of Weekend Intensive Classes

A majority of both current and recent students want the option of weekend intensive classes, which entail fewer classes on weekdays.



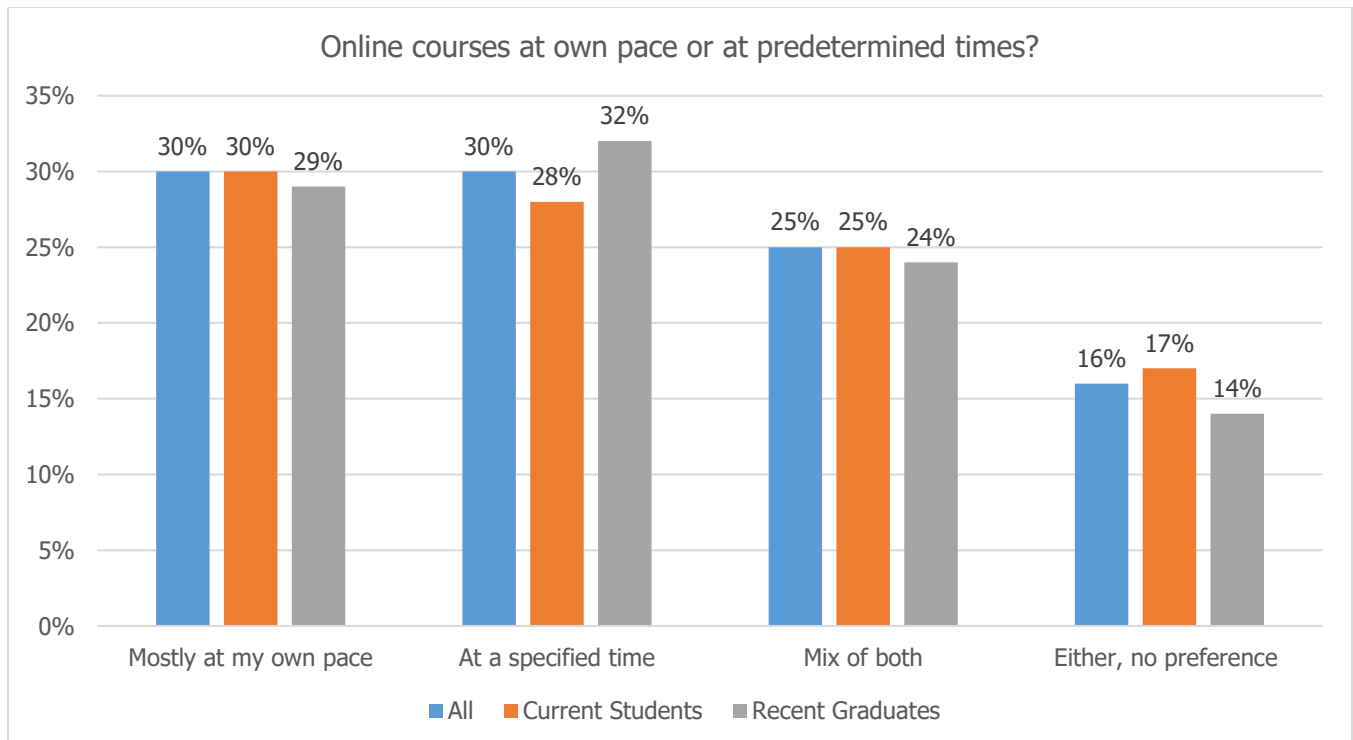
Online Versus In-Person

Most current and recent students want some in-person classroom instruction.



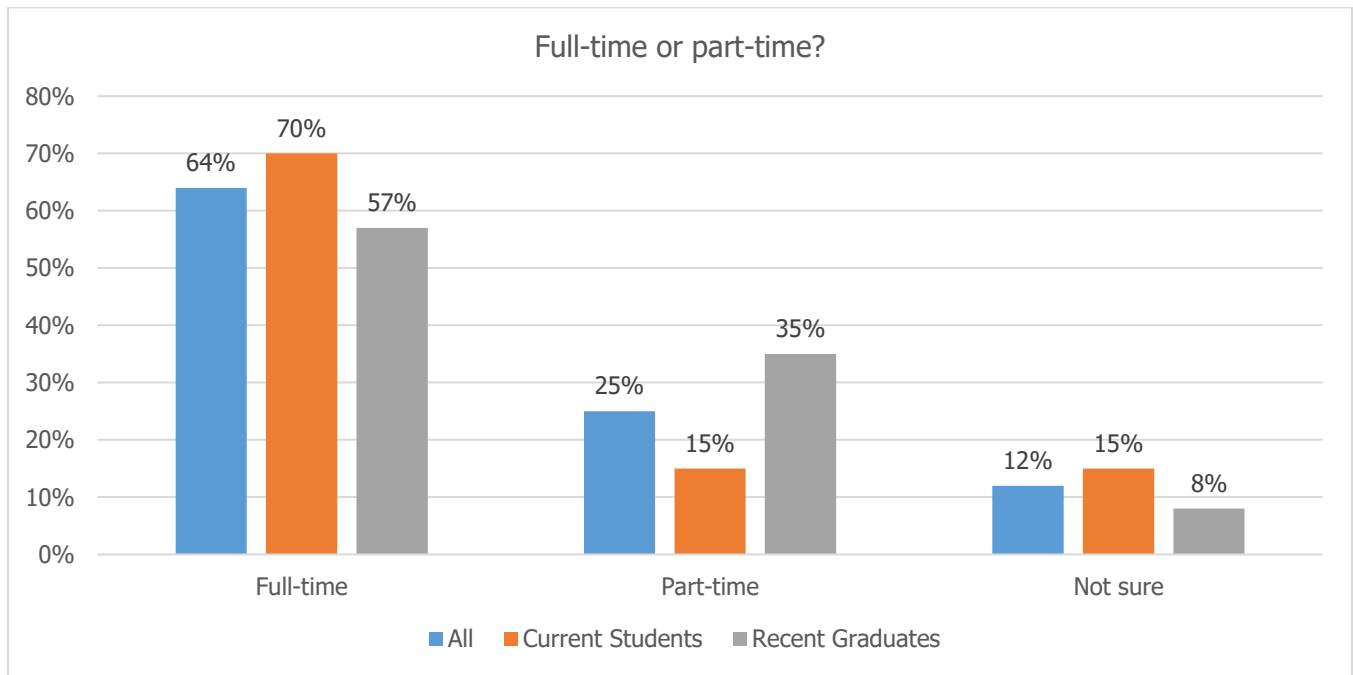
Online Courses

Current and recent students are split over whether online courses would be set at specified times or at their own pace. Data suggests a mix of both would work.



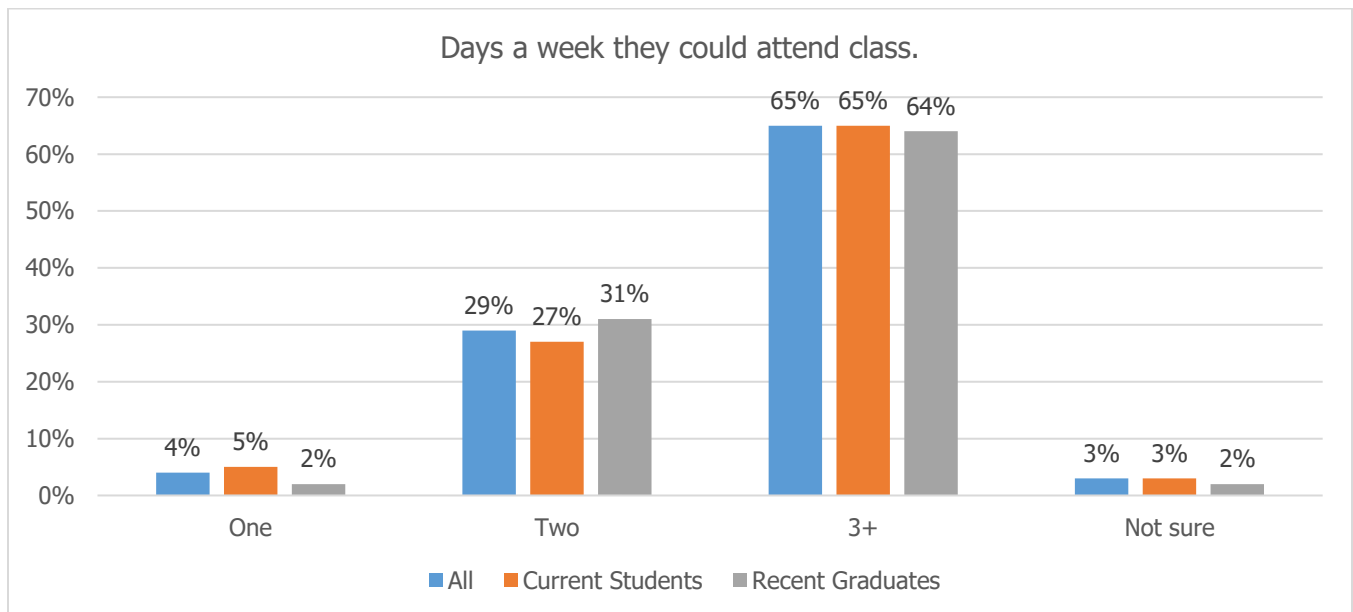
Full or Part-Time

A majority of current and recent students prefer attending full time but there is a segment of each that wants to attend part-time or is unsure.



Days a Week Attending Class

Most current and recent students say they could attend classes more than 3 days a week.



7. Most recent graduates and more than half of current students expressed a high level of interest in a new UWT JD law degree program and respond favorably to a description of it. The new law school is perceived as meeting the unique legal needs of the local South Puget Sound region.

Concept Description

Respondents were provided with the following concept description:

The University of California Washington seeks to establish an accredited law school at its Tacoma campus that will offer a JD (Juris Doctor) law degree program that caters to the needs of professionals and organizations in the South Puget Sound area. The program is specifically designed to address the legal needs of regional businesses and government agencies in several critical areas including content, format, convenience of location, and cost. The hybrid program, a combination of online and classroom instruction, will be taught by leading legal faculty and courses will be offered at times designed to address the time constraints of busy, working professionals. The program will cost less than other area law schools.

Facts

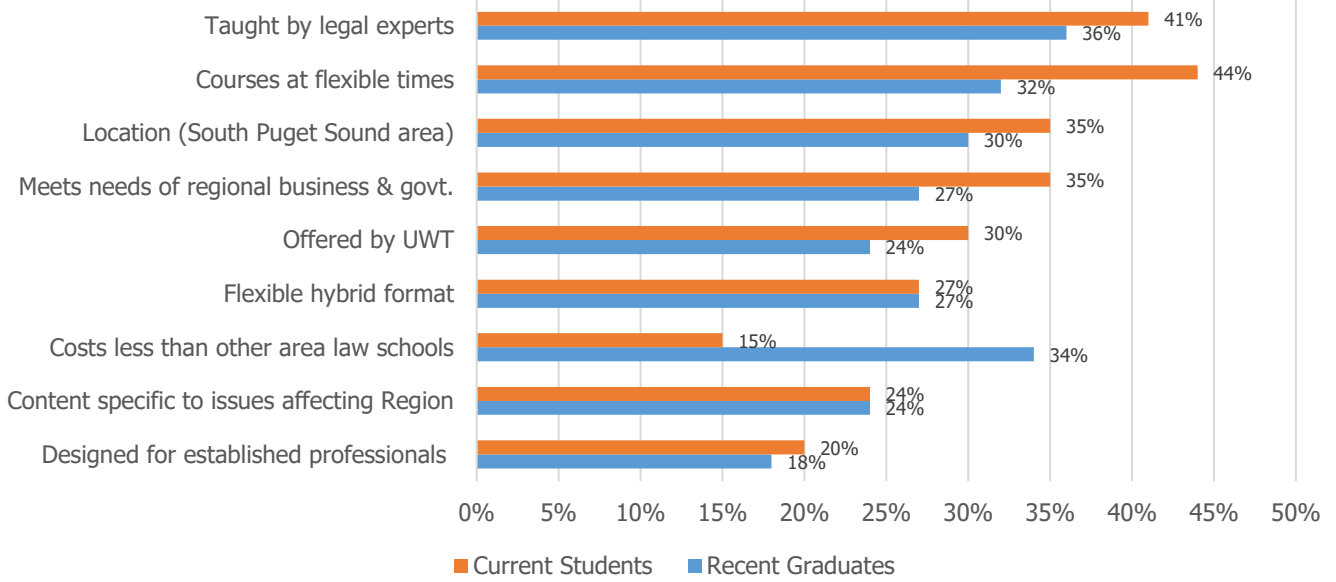
Respondents were asked the following question: *Which fact(s) stand out as most positive to you about this description?* Two facts stood out as most positive about the description: *taught by legal experts* and *courses offered at flexible times*.

- Taught by legal experts—39%
- Courses offered at flexible times—38%
- Location convenient to South Puget Sound area—33%
- Meets the needs of regional business and government agencies—31%
- Flexible hybrid format—27%
- Offered by the University of Washington, Tacoma—27%
- Costs less than other area law schools—25%
- Content specific to issues affecting South Puget Sound businesses and organizations—24%
- Designed for established professionals —19%

There were important differences in responses between current students and recent graduates. As the chart on the following page illustrates:

- Many of the facts stood out as more positive to current students than recent graduates, notably those dealing with the location of the school.
- Cost stood out as more positive to recent graduates than current students.

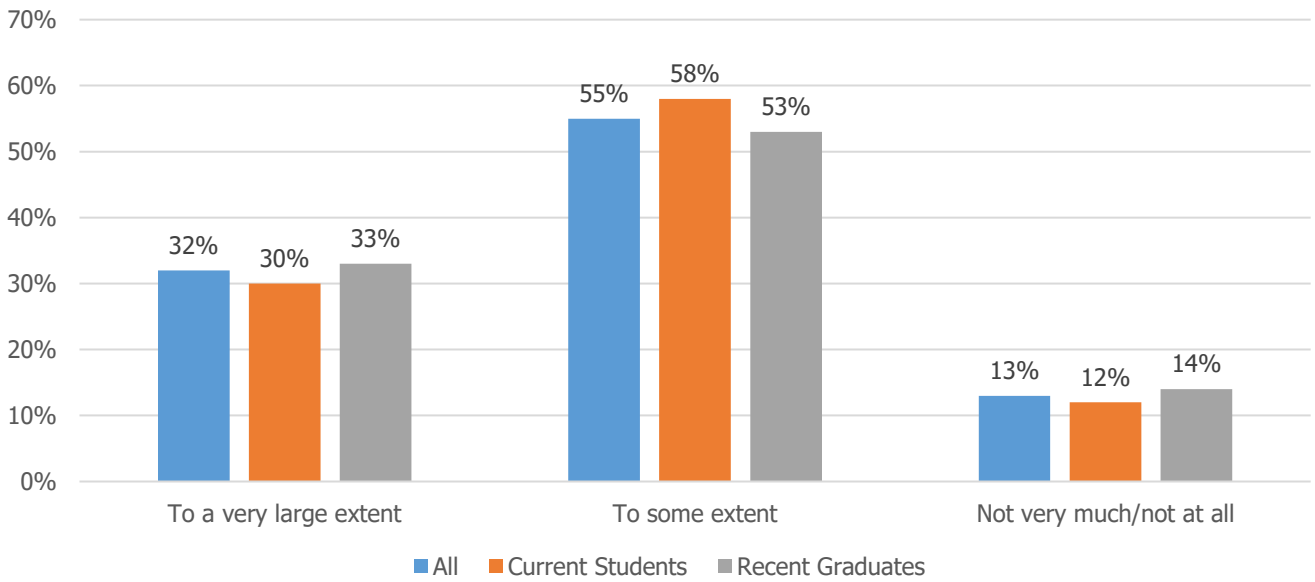
Positive Facts About Description: Current vs. Recent Students



Meeting Local Needs

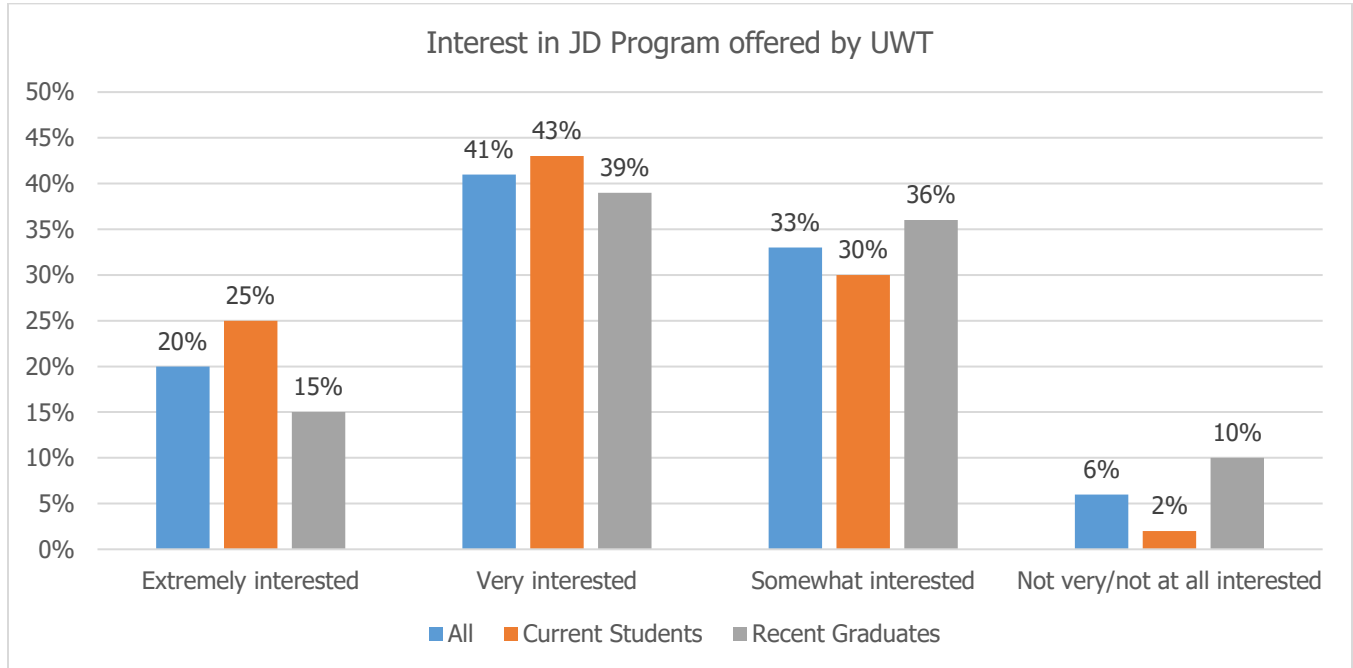
Respondents were asked the following question: *To what degree do you think a new University of Washington Tacoma law school can meet the unique legal needs of the local South Puget Sound region?* As the chart below illustrates, most current students and recent graduates feel a new UWT law school would meet the unique legal needs of the region to at least "some extent."

The Degree to Which a NEW UWT Law School Meets Unique Legal Needs of Region



Interest Level

Respondents were asked the following question: *Based on the description above, how interested are you in the JD program offered by University of Washington, Tacoma?* As the chart below illustrates, interest level was high. Current students (68%) were more likely than recent graduates (54%) to be “extremely” or “very interested.”



8. "Purchase intent" of a new UWT Law School is considered moderate to strong.

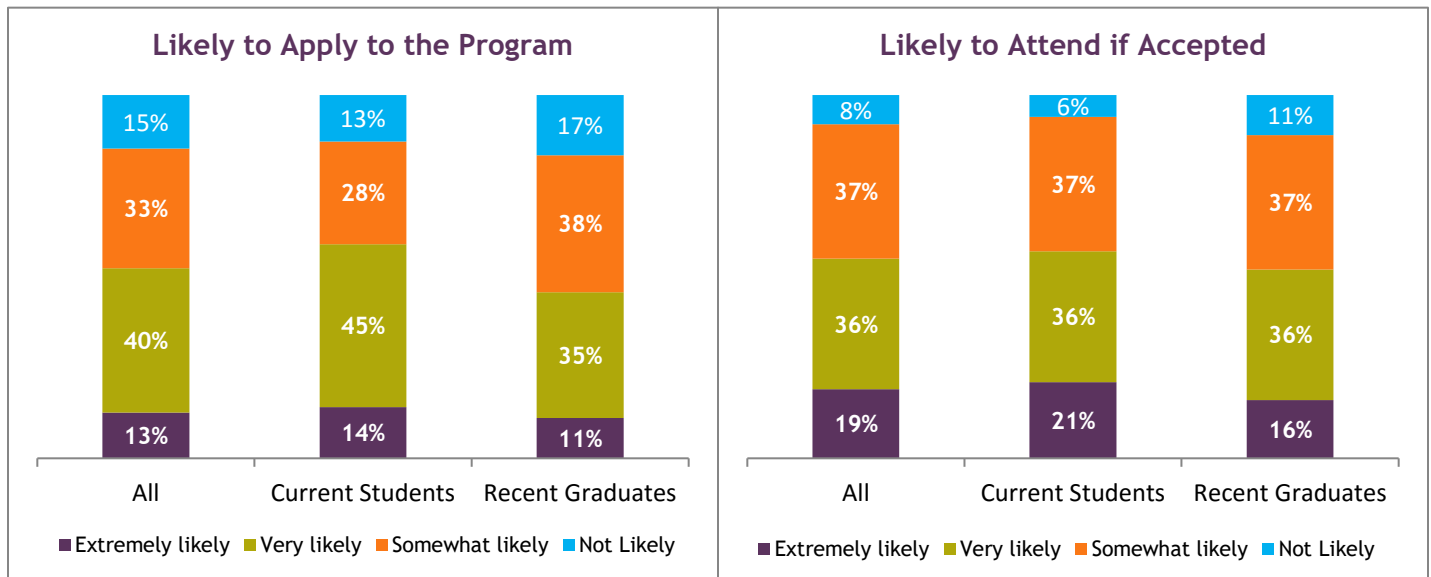
Likelihood to Apply/Attend if Accepted

Respondents were asked two questions:

- *Based on the description above, how likely are you to apply to this program?*
- *Based on the description above, how likely are you to attend this program if accepted?*

Results show that a majority of respondents (53%) expressed a strong likelihood to ("extremely likely" or "very likely"). A similar percentage (55%) expressed a strong likelihood to attend the program if accepted.

- Strong likelihood to apply to the program ("extremely" or "likely") is higher among current students (59%) than recent graduates (46%). The same is true for likely to attend if accepted (57% vs. 52%).



Purchase Intent

Knowing perceived likelihood to apply to a school or program allows market researchers to estimate purchase intent, based on what is called a discount model. For example, if a certain percentage of respondents say they are extremely likely to take an action (such as apply), past research indicates that only a certain percentage will (.6 or 60%). The same logic applies to those who say very likely (.5 or 50%) and somewhat likely (.3 or 30%). Using discount weight allows for more conservative and accurate projections based on longitudinal studies that track actual behavior based on previous intent questions. Purchase intent is used to project enrollment for a new UWT Law School (see finding 10). A purchase intent of 40.0 is considered strong.

The purchase intent using the discount model for the new UWT Law School is 37.32. It was calculated as follows.

Likelihood to Apply	All (Current Students + Recent Graduates)	Discount Weights	Discount Weights Applied
Extremely likely	12.58%	0.6	7.55%
Very likely	39.77%	0.5	19.89%
Somewhat likely	32.95%	0.3	9.89%
Purchase Intent			37.32%

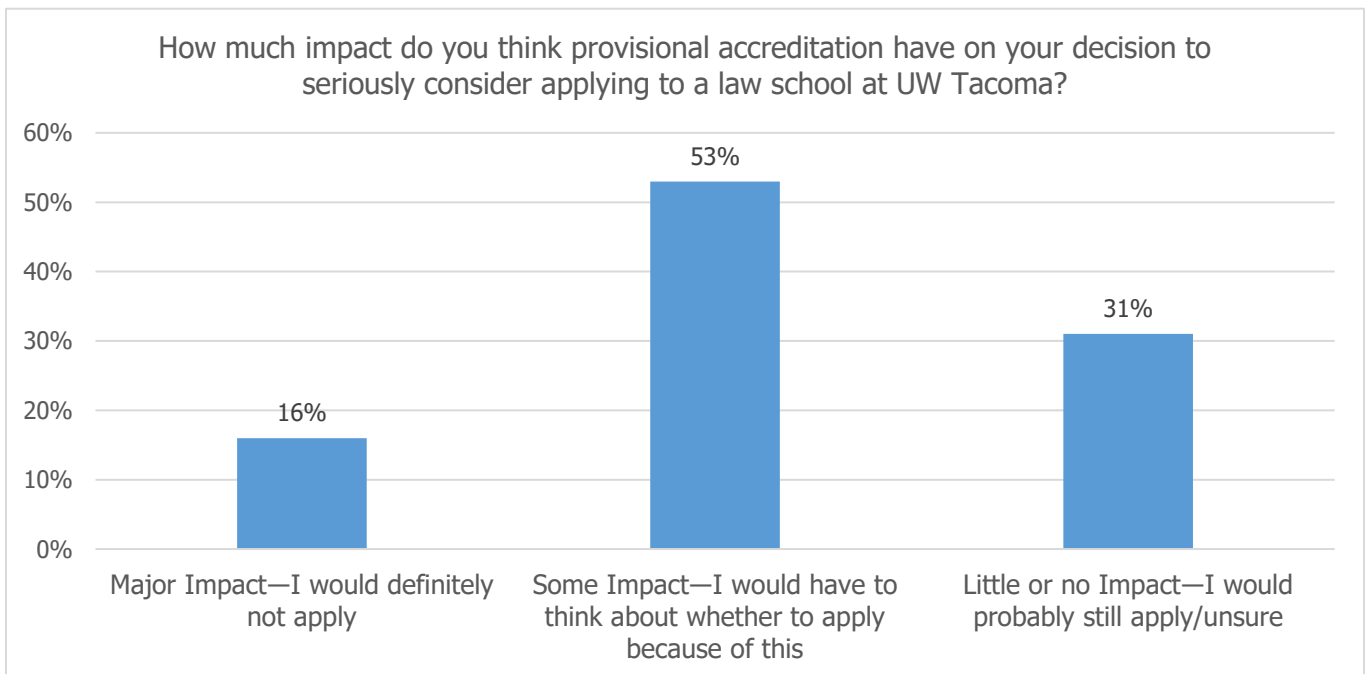
9. The accreditation status of a new UWT Law School will likely negatively impact the number of students who will apply.

Likelihood to Apply/Attend if Accepted

Respondents were informed of “accreditation status” and asked if it would impact their decision to consider applying to a new UWT Law School.

A new law school cannot apply for provisional accreditation with the ABA until it has been in operation for 1 year and the accreditation process takes a minimum of three years. Therefore, a new law school at the University of Washington Tacoma would not have full accreditation for a minimum of four years. The university would work with the Washington State Bar Association to enable graduates of a UW Tacoma law school to sit for the state bar, but provisional accreditation could limit the transferability of this degree to other states. *How much impact do you think provisional accreditation have on your decision to seriously consider applying to a law school at UW Tacoma?*

As the chart below illustrates, 69% of respondents replied that it would impact their decision to consider applying. “All” respondents are shown because the difference between current students and recent graduates was minimal. Accreditation is used to project enrollment for a new UWT Law School (see finding 10).



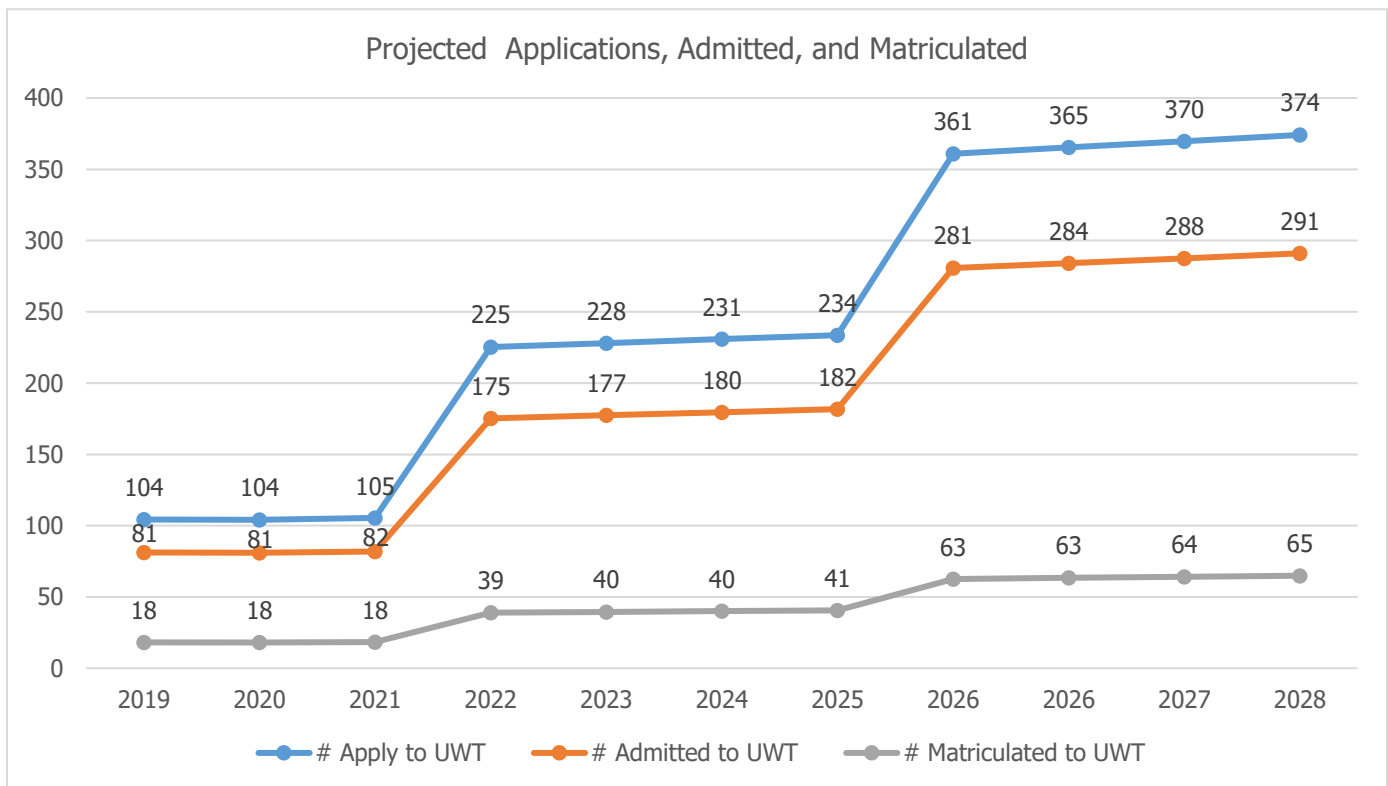
10. Projections are that 82 students who meet admissions criteria will apply initially; that number increases to 265 the first year of accreditation. These estimates are conservative, only accounting for the regional or Washington state market. They provide the starting point for projections going forward, which are provided.

2015 PROJECTIONS (IF UWT OPENED THIS YEAR)	
Universe: Number of law school applicants from the state of Washington in 2015 (LSAC). This is the base of the projection model.	914
Percentage likely to apply to a new, accredited University of Washington Law School located in Tacoma. This is based on the survey question: <i>Based on the description, how likely are you to apply to this program?</i>	37.32%
Extremely likely	12.58%
Very likely	39.77%
Somewhat likely	32.95%
Applying Discount Weights	
.6	7.55% +
.5	19.89% +
.3	9.89% =
Purchase Intent	37.32%
Number of students who will apply to a new, University of Washington Law School located in Tacoma (universe of 914 x purchase intent of 37.32%).	341
Exclusions: Those who may not apply if law school is not yet accredited. Based on the survey question: <i>How much impact do you think provisional accreditation have on your decision to seriously consider applying to a law school at UW Tacoma?</i>	69.00%
Major Impact—I would definitely not apply	16.00%
Some Impact—I would have to think about whether to apply because of this	53.00%
Number of students who will apply, given provisional accreditation (341 students x 100%-69% or 31%)	106
Exclusions: Percentage of have LSAT scores below 145 (LSAC). Assumption is that these would not be accepted by UWT.	22.2%
Number of students with LSATs 145+ who will apply to UWT Law School with provisional accreditation (106 x 77.8%) and be admitted.	82
Number of students with LSATs 145+ who will apply to UWT Law School after it is accredited (341 x 77.8%) and be admitted.	265
Assumed Yield Rate (calculations based on LSAC, historical data)	22.3%
Number of student matriculating (pre-accreditation)	18
Number of student matriculating (post-accreditation)	59

Projecting Forward

The chart below projects the number of applications, admitted students, and matriculated students based on an opening of the UWT Law school in 2019. These projections are based on the following assumptions:

- A consistent purchase intent rate of 37.3%.
- A consistent yield rate of 22.3%.
- A slight decrease in the applicant pool (-0.3%) from 2019-2020 and a slight increase in the applicant pool of 1.2% from 2012-2028 (Bureau of Labor Statistics, ABA).
- A varying exclusion rate based on accreditation status:
 - First three years (2019-2021), 69%.
 - Next four years (2022-2025), 34.5% (half the rate above; during provisional accreditation).
 - Last four years (2026-2028), 0% due to accreditation.



11. Feedback from respondents indicates the optimal price point for annual tuition is \$35,050.

Determining Price Sensitivity

To determine optimal price preference or what applicants would be willing to pay, Campos Inc employed the Van Westendorp Price Sensitivity Model. It is based on the following four questions:

- At what price would you consider the annual tuition of the JD Program offered by UWT to be so expensive that you would not consider attending there?
- At what price would you consider the annual tuition of the JD Program offered by UWT to be priced so low that you would feel the quality couldn't be very good?
- At what price would you consider the annual tuition of the JD Program offered by UWT as starting to be expensive but not out of the question, so you would have to give some thought to attending there?
- At what price would you consider the annual tuition of the JD Program offered by UWT to be a bargain and/or a great buy for the money?

Calculations yielded an overall **optimal price of 35,050.**

- Cost is so EXPENSIVE would not consider – \$48,600
- Cost is so LOW the quality is NOT very good – \$21,100
- Cost is starting to get EXPENSIVE but would still consider – \$35,300
- Cost is BARGAIN/GREAT PRICE for the money – \$29,775

Differences by Geography

The optimal price by target audience.

- Current students: \$38,190
- Recent graduates: \$31,900

Other Considerations

Nearly 4 in 5 respondents (79%)—81% of current students and 76% of recent graduates—said that knowing that other similar JD programs are priced higher would make them more likely to apply to the UWT JD program.

Detailed Tables

I. Awareness and Consideration

Awareness

Which law schools in the Pacific Northwest—Washington, Oregon, and Idaho—come to mind? 1st # - First mention 2nd # - All mentions	All-average (%)	Current Students (%)	Recent Graduates (%)
University of Washington, School of Law (Seattle)	33/58	27/49	39/65
University of Oregon School of Law (Eugene)	12/29	12/29	12/30
Gonzaga University School of Law (Spokane)	9/23	10/21	9/26
Seattle University School of Law (Seattle)	8/24	12/27	5/21
University of Idaho College of Law (Boise & Moscow)	8/15	7/14	9/16
Lewis and Clark Law School (Portland)	7/25	8/29	5/22
Concordia University College of Law (Boise)	4/13	5/17	3/10
Willamette University College of Law (Salem)	5/14	5/16	5/12

Which if the following law school have you heard of?	All-average (%)	Current Students (%)	Recent Graduates (%)
University of Washington, School of Law (Seattle)	71	72	71
Seattle University School of Law (Seattle)	51	52	50
Lewis and Clark Law School (Portland)	50	54	45
University of Oregon School of Law (Eugene)	45	47	43
Gonzaga University School of Law (Spokane)	45	42	48
University of Idaho College of Law (Boise & Moscow)	32	37	27
Willamette University College of Law (Salem)	32	38	26
Concordia University College of Law (Boise)	26	31	20

Consideration

Which of the following law schools have you thought about applying to?	All-average (%)	Current Students (%)	Recent Graduates (%)
University of Washington, School of Law (Seattle)	55	58	52
Seattle University School of Law (Seattle)	31	29	32
University of Oregon School of Law (Eugene)	27	31	22
Lewis and Clark Law School (Portland)	27	32	22
Gonzaga University School of Law (Spokane)	25	26	24
University of Idaho College of Law (Boise & Moscow)	15	19	10
Willamette University College of Law (Salem)	13	21	5
Concordia University College of Law (Boise)	10	15	5

II. Reputation

How would you rate the overall reputation of the JD program offered at...? 1st # - % Excellent; 2nd # - % Excellent + % Very good	All-average (%)	Current Students (%)	Recent Graduates (%)
University of Washington, School of Law (Seattle)	51/86	48/87	53/86
University of Oregon School of Law (Eugene)	39/75	43/77	34/71
Gonzaga University School of Law (Spokane)	35/68	41/67	30/69
Seattle University School of Law (Seattle)	33/73	33/71	32/76
University of Idaho College of Law (Boise & Moscow)	33/61	27/59	36/63
Lewis and Clark Law School (Portland)	27/69	30/81	24/57
Willamette University College of Law (Salem)	21/62	21/76	20/51
Concordia University College of Law (Boise)	17/64	16/65	18/63

III. Decision-Making Factors

How important are each of the following factors in deciding which law school to apply to? 1st # - % Very important; 2nd # - % Very + % somewhat important	All-average (%)	Current Students (%)	Recent Graduates (%)
Cost	47/87	48/87	47/87
Location	40/76	43/77	37/75
Particular courses of study	39/72	41/67	37/77
Availability of online courses	36/71	33/71	39/72
Availability of part time program	33/73	30/81	36/64
Job placement record of school	37/73	27/59	47/85
Working in Tacoma and/or South Sound area after school	26/69	21/76	30/63

IV. Practice Areas of Interest

What legal topic areas of study or practices do you think you would be especially interested in pursuing in law school? (3% or more)	All-average (%)	Current Students (%)	Recent Graduates (%)
Criminal Law/Justice	31	36	25
Civil Law	23	27	19
Family Law	15	14	16
Education Law	12	11	13
Business/Corporate/Security Law	11	7	14
Employment/Labor Law	10	8	11
Health Care Law/Personal Injury	9	9	8
Environmental Law	8	5	10
Constitutional Law	8	9	7
Tax Law	6	3	9
Cyber Law	6	7	4
Immigration/Nationality Law	5	5	5
Public Defender/Prosecutor/Lawyer/Defense	5	3	6

What legal topic areas of study or practices do you think you would be especially interested in pursuing in law school? (3% or more) CONTINUED	All-average (%)	Current Students (%)	Recent Graduates (%)
Legal History/Writing/Methods/Trial	5	5	5
Banking/Finance/Bankruptcies/Economics	4	5	3
Constructional Law	5	5	4
Entertainment/Media Law	4	2	5
Property/Real Estate/Estate Law	10	6	14
Administrative/Regulatory Law	4	4	3
Commercial Law	4	3	4
Consumer Law	4	5	2
Contract Law	3	3	3
Divorce Law	3	2	3
International Law	3	4	2
Juvenile/Child Law	3	3	2

V. Reasons for Pursuing JD Degree

Which of the following are MAJOR reasons that you are considering pursuing a JD degree	All-average (%)	Current Students (%)	Recent Graduates (%)
Personal interest	57	57	56
Professional enhancement	56	60	51
Licensing requirements	39	41	36
Career advancement	36	34	37
Career change	30	39	20

VI. Program Preferences

Imagine you did attend law school within the next 5 years. Would you prefer day or evening classes?	All-average (%)	Current Students (%)	Recent Graduates (%)
Day	28	30	25
Evening	22	14	29
Mix of both	35	36	33
Either, no preference	15	18	12
Note sure	1	1	1

Would you like having the option of weekend intensive classes (meaning fewer classes on weekdays)?	All-average (%)	Current Students (%)	Recent Graduates (%)
Yes	56	51	61
No	33	35	30
Not sure	12	14	9

Would you prefer mostly online classes or mostly in-person classes?	All-average (%)	Current Students (%)	Recent Graduates (%)
Mostly online	21	24	18
Mostly in-person in classroom	36	31	41
Mix of both	32	34	30
Either, no preference	7	1	12
Note sure	0	0	0

If online courses are offered, would you prefer to take online classes at your own pace or have them predetermined at a specified time?	All-average (%)	Current Students (%)	Recent Graduates (%)
Mostly at my own pace	30	30	29
At a specified time	30	28	32
Mix of both	25	25	24
Either, no preference	16	17	14

Would you more likely attend full-time or part-time?	All-average (%)	Current Students (%)	Recent Graduates (%)
Full-time	64	70	57
Part-time	25	15	35
Not sure	12	15	8

How many days of the week do you think you could attend classes?	All-average (%)	Current Students (%)	Recent Graduates (%)
1	4	5	2
2	29	27	31
3+	65	65	64
Not sure	3	3	2

VII. Reactions to Concept Description

The University of California Washington seeks to establish an accredited law school at its Tacoma campus that will offer a JD (Juris Doctor) law degree program that caters to the needs of professionals and organizations in the South Puget Sound area. The program is specifically designed to address the legal needs of regional businesses and government agencies in a number of critical areas including content, format, convenience of location, and cost. The hybrid program, a combination of online and classroom instruction, will be taught by leading legal faculty and courses will be offered at times designed to address the time constraints of busy, working professionals. The program will cost less than other area law schools.

Which fact(s) stand out as <u>most</u> positive to you about this description? You can select up to three.	All- average (%)	Current Students (%)	Recent Graduates (%)
Taught by legal experts	39	41	36
Courses offered at flexible times	38	44	32
Location convenient to South Puget Sound area	33	35	30
Meets the needs of regional business and government agencies	31	35	27
Flexible hybrid format	27	27	27
Offered by the University of Washington, Tacoma	27	30	24
Costs less than other area law schools	25	15	34
Content specific to issues affecting South Puget Sound businesses and organizations	24	24	24
Designed for established professionals	19	20	18

Meet Local Needs?

To what degree do you think a new University of Washington Tacoma law school can meet the unique legal needs of the local South Puget Sound region?	All- average (%)	Current Students (%)	Recent Graduates (%)
To a very large extent	32	30	33
To some extent	55	58	53
Not very much	12	11	14
Not at all	1	1	0

Interest Level

Based on the description above, how interested are you in the JD program offered by University of Washington, Tacoma?	All- average (%)	Current Students (%)	Recent Graduates (%)
Extremely interested	20	25	15
Very interested	41	43	39
Somewhat interested	33	30	36
Not very interested	4	2	8
Not at all interested	1	0	1
Not sure	1	0	1

VIII. Purchase Intent: Likelihood to Apply and Attend

Likely to Apply

Based on the description above, how likely are you to apply to this program? (decimals provided because used for projections)	All-average (%)	Current Students (%)	Recent Graduates (%)
Purchase Intent	37.32	35.28	39.36
Extremely likely	12.58%	14.10%	11.06%
Very likely	39.77%	44.87%	34.67%
Somewhat likely	32.95%	28.21%	37.70%
Not very likely/not at all likely	14.70%	12.82%	16.57%

Likely to Attend if Accepted

Based on the description above, how likely are you to attend this program if accepted?	All-average (%)	Current Students (%)	Recent Graduates (%)
Extremely likely	19	21	16
Very likely	36	36	36
Somewhat likely	37	37	37
Not very likely/not at all likely	9	6	11

IX. Price Sensitivity

To determine optimal price preference or what applicants would be willing to pay for annual tuition to the proposed University of Tacoma Law School, Campos Inc employed the Van Westendorp Price Sensitivity Model. It is based on the following four questions:

- At what price would you consider the annual tuition of the JD Program offered by UWT to be so expensive that you would not consider attending there?
- At what price would you consider the annual tuition of the JD Program offered by UWT to be priced so low that you would feel the quality couldn't be very good?
- At what price would you consider the annual tuition of the JD Program offered by UWT as starting to be expensive but not out of the question, so you would have to give some thought to attending there?
- At what price would you consider the annual tuition of the JD Program offered by UWT to be a bargain and/or a great buy for the money?

Questions	All-average (%)	Current Students (%)	Recent Graduates (%)
Too expensive; won't consider	\$48,600	\$50,200	\$47,000
Too low, question value	\$21,100	\$25,800	\$16,400
Starting to get expensive	\$35,300	\$38,200	\$32,400
Great value/bargain	\$29,775	\$34,400	\$25,150
Optimal Price	\$35,047	\$38,190	\$31,903

Would knowing that other similar JD programs are priced higher make you more or less likely to apply to the UWT JD program?	All-average (%)	Current Students (%)	Recent Graduates (%)
Much more likely to consider UWT	25	27	22
Somewhat more likely to consider UWT	54	54	54
Somewhat less likely to consider UWT	16	15	17
Much less likely to consider UWT	4	2	5
Makes no difference	2	2	2

X. Barriers and Other Considerations

How much of a barrier is each of the following to you in terms of considering applying to the UWT JD Program? 1 st # - Major, 2 nd # -Major + Minor	All-average (%)	Current Students (%)	Recent Graduates (%)
Price or cost	50/86	58/91	42/81
Don't see the value for my professional career	33/70	40/75	25/63
Don't have the time	33/71	39/74	26/67
Preference for other programs	30/75	30/80	31/71
It's a new law school	27/73	25/74	30/73
Location	26/76	22/82	30/71

Respondents read: A new law school cannot apply for provisional accreditation with the ABA until it has been in operation for 1 year and the accreditation process takes a minimum of three years. Therefore, a new law school at the University of Washington Tacoma would not have full accreditation for a minimum of four years. The university would work with the Washington State Bar Association to enable graduates of a UW Tacoma law school to sit for the state bar, but provisional accreditation could limit the transferability of this degree to other states.

How much impact do you think provisional accreditation have on your decision to seriously consider applying to a law school at UW Tacoma?	All-average (%)	Current Students (%)	Recent Graduates (%)
Major Impact—I would definitely not apply	16	16	15
Some Impact—I would have to think about whether to apply because of this	53	54	52
Little or no Impact—I would still probably still apply/unsure	31	32	33