Illini Union Satisfaction Survey Report
2012-2016

7-point scale: 1=Strongly Dissatisfied; 2=Moderately Dissatisfied; 3=Slightly Dissatisfied; 4=Neutral; 5=Slightly Satisfied; 6=Moderately Satisfied; 7=Strongly Satisfied
**Factor Analysis—Degree of Dissatisfaction and Satisfaction**

- **Factor 1: Publicizes the Union and Promote Campus**
  - 2015-16: 20.4% Dissatisfaction, 79.6% Satisfaction
  - 2014-15: 25.3% Dissatisfaction, 74.7% Satisfaction
  - 2013-14: 21.1% Dissatisfaction, 78.9% Satisfaction
  - 2012-13: 23.5% Dissatisfaction, 76.5% Satisfaction

- **Factor 2: College Union has a Positive Environment**
  - 2015-16: 37.5% Dissatisfaction, 62.5% Satisfaction
  - 2014-15: 41.7% Dissatisfaction, 58.3% Satisfaction
  - 2013-14: 42.5% Dissatisfaction, 57.5% Satisfaction
  - 2012-13: 41.5% Dissatisfaction, 58.5% Satisfaction

- **Factor 3: College Union is Student Oriented**
  - 2015-16: 16.7% Dissatisfaction, 83.3% Satisfaction
  - 2014-15: 16.4% Dissatisfaction, 83.6% Satisfaction
  - 2013-14: 10.0% Dissatisfaction, 90.0% Satisfaction
  - 2012-13: 7.6% Dissatisfaction, 92.4% Satisfaction

- **Factor 4: College Union is a Source of Entertainment**
  - 2015-16: 7.0% Dissatisfaction, 92.4% Satisfaction
  - 2014-15: 10.0% Dissatisfaction, 90.0% Satisfaction
  - 2013-14: 18.6% Dissatisfaction, 83.6% Satisfaction
  - 2012-13: 16.7% Dissatisfaction, 83.3% Satisfaction

- **Factor 5: College Union Enhances Life and Leadership**
  - 2015-16: 36.5% Dissatisfaction, 63.5% Satisfaction
  - 2014-15: 37.2% Dissatisfaction, 62.8% Satisfaction
  - 2013-14: 44.3% Dissatisfaction, 55.7% Satisfaction
  - 2012-13: 28.1% Dissatisfaction, 71.9% Satisfaction

- **Factor 6: Union Food Variety, Quality and Price**
  - 2015-16: 25.3% Dissatisfaction, 74.7% Satisfaction
  - 2014-15: 20.3% Dissatisfaction, 79.7% Satisfaction
  - 2013-14: 27.8% Dissatisfaction, 72.2% Satisfaction
  - 2012-13: 26.7% Dissatisfaction, 73.3% Satisfaction