



OAKLAND
COMMUNITY
COLLEGE

**Public Opinion Poll
Three-Year Comparative Analysis
Preliminary Report**

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Executive Summary

The purpose of this analysis is to determine if Oakland County residents' views toward higher education and voting habits have changed over a three-year span.

Methodology

For each year (2002, 2003, and 2004) a stratified sample of 8,000 Oakland County residents was obtained from Practical Political Consulting. The representative sample consisted of voters and non-voters between the ages of 18 and 64.

From this sample, a telephone survey was administered during the fall semester of each of the respective years (2002, 2003, and 2004). In 2002, there were 591 survey respondents. In 2003, there were 423 survey respondents. In 2004, there were 406 survey respondents. The decline in the number of survey respondents might be attributed to the amount of time available to administer the survey and/or crucial deadlines and not necessarily to the lack of interest in Oakland County residents.

Limitations

Several survey questions compared OCC to a list of schools that the OCC Marketing Department deemed as competitors. Since many of these schools were four-year universities, a possible limitation of this study may be comparing two-year and four-year schools.

Perhaps this study would more accurately determine opinions regarding OCC's overall image if participants were asked their views toward community colleges in general, then determine how OCC fared when compared with the list of similar schools.

In addition, some survey questions were added, changed, or omitted to better capture the views of Oakland County residents, thus not all questions have historical data to compare. As a result, it is not possible to determine a change in attitude in these areas.

Survey questions added in 2003 were (survey question # 9), "In your opinion, does OCC do an excellent, good, fair, or poor job in meeting the educational and training needs of people in your county?", (survey question # 10), "To what extent do you believe that OCC is a quality provider of training for working professionals?" and (survey question # 16), "Would you recommend OCC to a family member".

Key Findings

Survey participant demographics:

For years 2002, 2003 and 2004, approximately two-thirds of survey respondents were female.

- In 2002, 67% of survey participants were female and 33% were male. 32.7
- In 2003, gender results were identical to the previous year (67% female and 33% male). 3
- In 2004, 69% of survey participants were female and 31% were male. 31.4

The desired age range of respondents for all three years (2002, 2003, and 2004) was between the ages of 18 and 64. However, Practical Political Consulting miscalculated the sample selection in 2002 and the actual age range of respondents was 18 to 74. Although, most survey participants fell between the following ages:

- In 2002, over one-third (36.4%) of survey participants were between 46 and 60 years of age.
- In 2003, nearly one-half (49.2%) of survey participants were between 46 and 60 years of age.
- In 2004, 40% of survey participants were between 46 and 60 years of age.

The majority of survey participants for all three years (2002, 2003 and 2004) identified themselves as Caucasian (86%, 85% and 80% respectively), followed by African American (6%, 6% and 12% respectively). The racial/ethnic group least represented is Arab American (0%, 0.7% and 0% respectively).

Key Findings (Continued)

Respondents were asked to identify their primary source of information regarding post secondary higher education issues and their most reliable sources of information:

- In 2002, family and friends (83.4%) were considered the primary source of information on post-secondary higher education issues, and were regarded as the most reliable source as well (43.5%). Other sources mentioned were the Internet (15.2%), direct mail sent to your home (14.7%), and magazines (14.7%).
- In 2003, family and friends (81.1%) were again considered the primary source of information for post secondary higher education issues. Family and friends were also regarded as the most reliable source of information this year as well (89.5%), approximately 46 percentage points higher than the previous year.
- In 2004, family and friends (85.1%) were considered the primary source of information on post secondary higher education issues, and regarded as the most reliable source of information (91.5%).

Handwritten notes:
83.4%
57.5
102.8 70.7
Other sources mentioned were newspaper (83.2%), radio (78.7), Direct Mail (79.9)

Respondents were asked what items were most important to them when choosing a college to attend.

- In 2002, quality of instruction (88.8%) and quality of degree programs (88.5%) were the top ranked items of importance when choosing a college to attend.
- In 2003, quality of instruction (91.0%) and quality of degree programs (90.8%) were once again stated as the top ranked items of importance when choosing a college to attend.
- In 2004, quality of instruction (100.0%) and tuition costs (99.0%) were the top ranked items of importance when choosing a college to attend.

Key Findings (Continued)

Participants were asked to identify which schools from a listing of schools they were generally familiar. The schools listed were: Oakland University, Oakland Community College, ITT Technical Institute, University of Phoenix, Baker College, Wayne State University and Eastern Michigan University.

- In 2002, of the schools outlined in the survey, participants were most familiar with Wayne State University (88.5%).
- In 2003, of the schools outlined in the survey, participants were most familiar with Oakland Community College (89.8%).
- In 2004, of the schools outlined in the survey, participants were again, most familiar with Oakland Community College (89.8%).

Respondents were asked to identify those schools of which they were generally familiar; that they believed did an exceptional job in preparing students for the current job market.

- In 2002, Wayne State University and Oakland University tied (21.8%) as the top-ranked school that did an exceptional job in preparing students for the current job market.
- In 2003, Oakland University (28.2%) was considered the top school that did an exceptional job in preparing students for the current job market.
- In 2004, Oakland University (42.1%) was once again considered the top school that did an exceptional job in preparing students for the current job market.

Key Findings (Continued)

Respondents were asked to compare OCC to the schools previously mentioned, in a number of areas (Tuition Costs, Variety of Degree Programs, Quality of Degree Programs, Student Services Available, Quality of Instruction, Academic Ability of Students, Ability to Transfer to Other Institutions of Higher Education, Ability to Get a Job After Attending OCC and Earning Potential After Attending OCC).

- In 2002, OCC fared better in comparison to other respondents' first ranked schools on issues relating to "Tuition Costs (50.0% stated that OCC's tuition costs was far below or slightly below average)" and "Ability to Transfer to Other Institutions of Higher Education (49.0% stated that their ability to transfer to other institution of higher education after leaving OCC was far above or slightly above average)."
 - Over two-thirds (68.5%) of survey participants considered the cost of college to be very expensive. However, (42.3%) regarded the tuition rate at OCC as somewhat inexpensive.

- In 2003, OCC fared better in comparison to other respondents' first ranked schools on issues relating to "Tuition Costs (56.1% stated that OCC's tuition costs was far below or slightly below average)" and "Ability to Transfer to Other Institutions of Higher Education (58.1% stated that their ability to transfer to other institution of higher education after leaving OCC was far above or slightly above average)."
 - Over two-thirds (66.2%) of survey participants considered the cost of college to be very expensive. However, 46.3% regarded the tuition rate at OCC as somewhat inexpensive.

- Once again in 2004, OCC fared better in comparison to other respondents' first ranked schools on issues relating to "Tuition Costs (62.9% stated that OCC's tuition costs was far below or slightly below average)" and "Ability to Transfer to Other Institutions of Higher Education (55.0% stated that their ability to transfer to other institution of higher education after leaving OCC was far above or slightly above average)."
 - Almost all (95.6%) survey participants considered the cost of college to be very expensive. However, close to two-thirds (63.2%) regarded the tuition rate at OCC as somewhat inexpensive.

Key Findings (Continued)

Respondents were asked to give their opinion regarding how OCC fared at meeting the educational and training needs of people in their county (Oakland County). This question was added in the 2003 survey.

- In 2003, over three-quarters (77.4%) of survey participants thought OCC did a good or excellent job in meeting the educational and training needs of residents of Oakland County.
- In 2004, over three-quarters (79.7%) of survey participants thought OCC did a good or excellent job in meeting the educational and training needs of residents of Oakland County.

Respondents were asked if they believed OCC to be a quality provider of training for working professionals. This question was added in the 2003 survey.

- In 2003, more than three-quarters (76.4%) of survey participants considered OCC a quality provider of training for working professionals.
- In 2004, over 70% (72.3%) of survey participants thought OCC was a quality provider of training for working professionals.

Key Findings (Continued)

Survey participants were asked if anyone in their household had ever attended college or a university and if anyone in their household ever attended or planned on attending OCC. In 2003, respondents were also asked if they would recommend OCC to a family member.

- Almost all (94.8%) of survey participants had household members who attended a college or university in 2002. One half (54.6%) had someone in their household who attended or planned on attending OCC.
- The following year (2003), results were virtually identical (94.3%), in terms of household members attending a college or university. Nearly two-thirds (63.0%) had someone in the household who attended, or planned to attend OCC. Eighty-four percent claimed they would recommend OCC to a family member.
- Again in 2004, almost all (96.6%) of survey participants had household members who attended a college or university. Approximately 47% had someone in their household who attended or planned on attending OCC. Over three-quarters (78.6%) claimed they would recommend OCC to a family member.

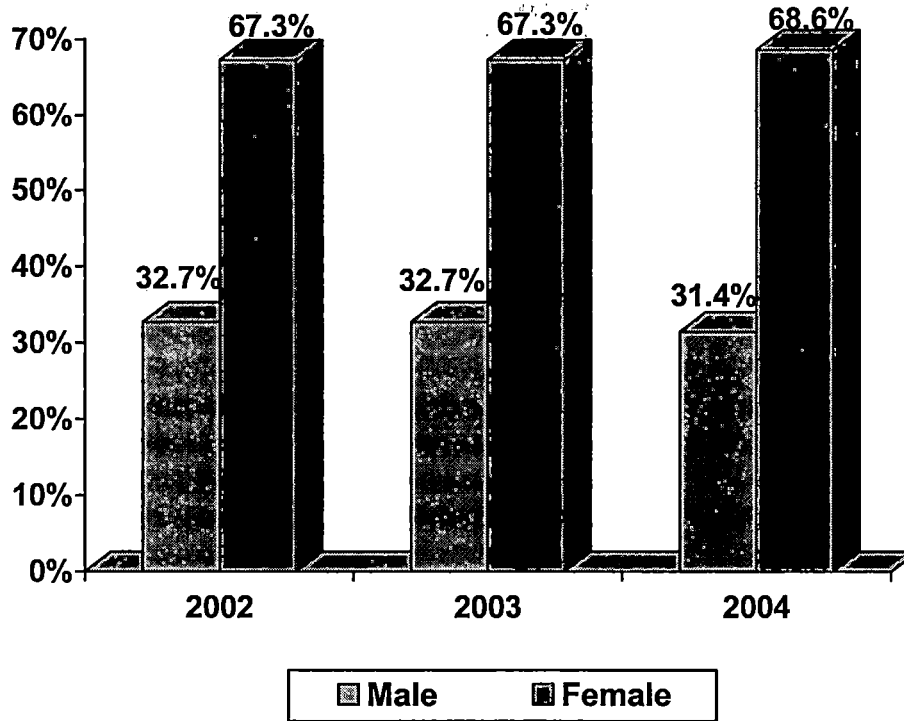
Survey participants were asked to reveal their voting habits.

- Nearly every (99.5%) survey participant was a registered voter in 2002. More than one-half (57.7%) of survey participants always voted in every election, and three quarters (75.2%) voted in national, state, local and school district elections. Furthermore, 78.8% of survey participants stated that other members of their household voted as well.
- The following year (2003) results were identical (99.5%) in terms of voter registration. Nearly one-third (30.3%) of survey participants always voted in every election, and over two-thirds (68.8%) voted in national, state, local and school district elections. Likewise, 83.6% of survey participants stated that other members of their household voted as well.
- In 2004, results were a mirror image (99.5%) of the previous years, in terms of voter registration. Nearly one-third (31.5%) of survey participants always voted in every election, and over half (59.1%) usually voted in some elections. Nearly 90% (89.3%) of survey respondents claimed they voted in national, state, local and school district elections. Additionally, 88.0% of survey participants stated that other members of their household voted as well.

Figures, Tables and Charts

Survey Participants Demographics

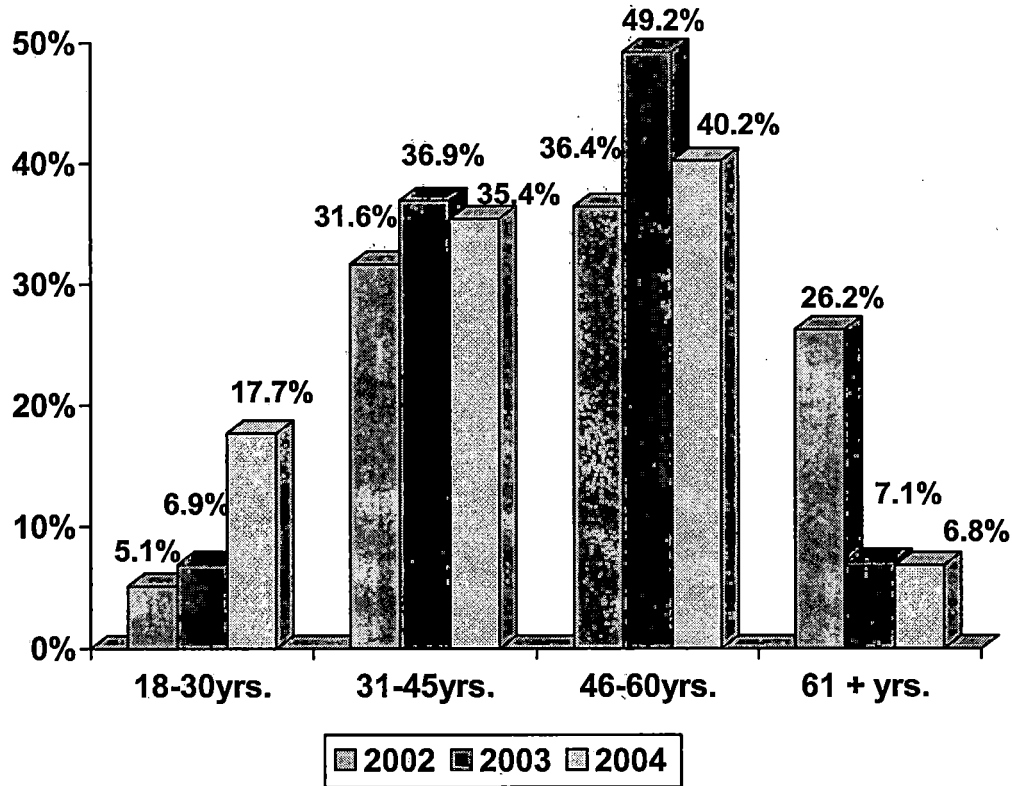
Gender of Survey Participants



Summation: For all three years (2002, 2003, and 2004), female survey participants outnumbered male participants by more than two to one. In 2002 and 2003, the percentages of male to female survey respondents were identical (male; 32.7% and female; 67.3%).

Survey Participants Demographics (Continued)

Age Range of Survey Participants



Summation: For all three years (2002, 2003, and 2004), the majority of survey respondents were between the ages of 46 to 60 years.

The desired age range of respondents for all three years (2002, 2003, and 2004) was between the ages of 18 and 64. However, Practical Political Consulting miscalculated the sample selection in 2002 and the actual age range of respondents was 18 to 74. Thus, a larger number of respondents were 61 years of age or above.

Survey Participants Demographics (Continued)

Racial/Ethnic Identity

Racial/Ethnic Group	2002	2003	2004
Caucasian	86.1%	85.3%	80.0%
African American	5.6%	5.9%	11.8%
Hispanic	0.5%	1.4%	1.5%
Asian/Pacific Islander	1.5%	0.7%	1.0%
Arab American	0.0%	0.7%	0.0%
Native American/Alaskan Eskimo	0.3%	0.5%	0.7%
Biracial/Multiracial	2.4%	1.9%	1.2%
Other	1.4%	2.1%	2.0%



Left
Justified

Summation: For all three years (2002, 2003 and 2004) the majority of survey participants identified themselves as Caucasian; 86.1%, 85.3% and 80.0% respectively.

Survey Participants Responses to Survey Questions

Primary Source of Information on Post-Secondary Higher Education

Sources of Information	2002	2003	2004
Newspaper	68.0%	69.5%	68.7%
Radio	51.1%	51.1%	48.6%
Television	66.8%	66.2%	61.4%
Magazine	53.0%	44.0%	51.0%
Direct Mail Sent to Your Home	49.6%	58.9%	51.2%
Electronic Communication	31.0%	43.0%	33.9%
Internet	45.3%	58.6%	61.1%
Family and Friends	83.4%	81.1%	85.1%
Other	5.8%	12.5%	12.8%

Summation: Family and friends were considered the primary source of information on post-secondary higher education during 2002, 2003 and 2004.

Most Reliable Source for Information

Sources of Information	2002	2003	2004
Newspaper	79.5%	83.9%	83.6%
Radio	68.2%	78.7%	75.8%
Television	73.75%	77.5%	75.1%
Magazine	70.7%	79.9%	77.5%
Direct Mail Sent to Your Home	54.5%	66.9%	63.2%
Electronic Communication	43.8%	53.4%	43.2%
Internet	52.8%	63.6%	65.1%
Family and Friends	87.2%	88.4%	91.5%
Other (combined totals)	88.5%	98.1%	98.1%

Summation: Family and friends were also regarded as the most reliable source for all three years (2002, 2003 and 2004).

Items of Greatest Importance When Choosing a College to Attend

	2002	2003	2004
Reputation of College	94.1%	94.4%	91.3%
Reputation of Faculty	92.6%	94.1%	86.6%
Quality of Instruction	97.1%	99.0%	100.0%
Tuition Cost	90.5%	88.8%	90.3%
Availability of Financial Aid	81.2%	80.6%	74.8%
Amount of Personal Attention	86.8%	91.5%	83.6%
On-Site Day Care	26.9%	27.7%	24.0%
Student Services Available	71.9%	71.9%	67.3%
Ability to Get a Job After Attending	92.9%	94.1%	93.3%
Opportunity to Socialize with Others	66.3%	61.0%	55.7%
Cultural Diversity of Student Body	69.1%	65.9%	64.5%
Close to Home	68.4%	69.2%	78.8%
Close to Work	59.5%	64.8%	69.2%
An Intellectually Stimulating Environment	91.4%	94.0%	97.1%
Availability of Evening Courses	82.4%	85.4%	82.7%
Availability of Weekend Courses	64.1%	67.1%	65.4%
Variety of Degree Programs	89.0%	91.0%	90.4%
Quality of Degree Programs	96.6%	97.2%	99.1%
Highest Degree Level Offered	81.2%	87.0%	86.6%
Quality of Student Services	77.7%	78.7%	77.8%
Online Courses	55.1%	61.2%	64.4%
Shorter Duration Courses (added in 2003)	n/a	65.2%	68.3%

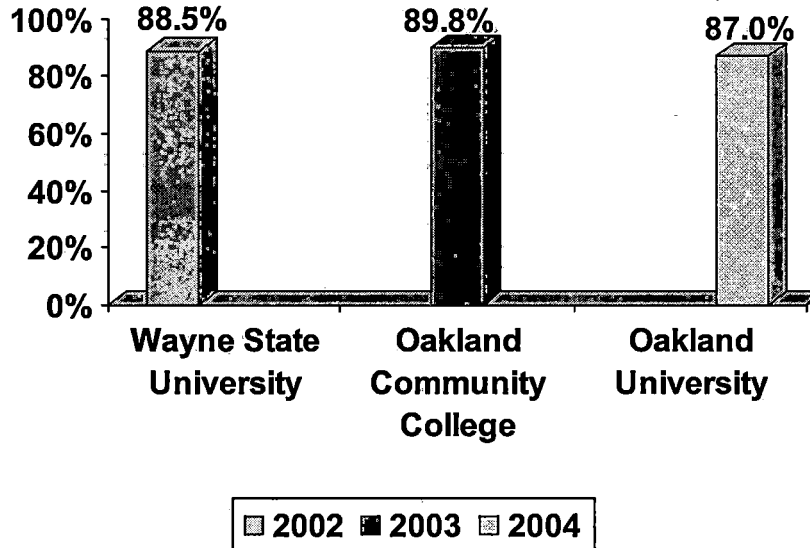
Very Important

OTC

Summation: Quality of instruction and quality of degree program were mentioned as items of greatest importance (moderately or very important) when selecting a college to attend during 2002 and 2003 and 2004. Other top items mentioned variety of degree program, student services available, academic ability of student, ability to transfer, ability to get a job, and earning potential.

Survey Participants Responses to Survey Questions (Continued)

Schools Generally Familiar



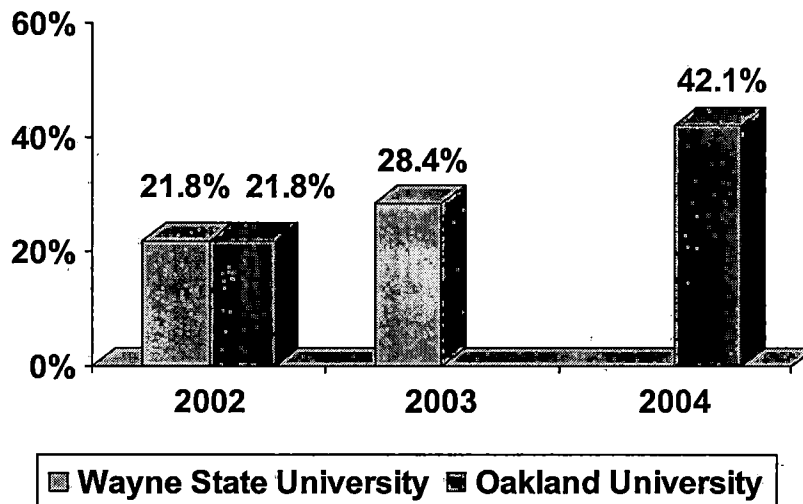
Summation: In 2002, survey participants were most familiar with Wayne State University. However, in the following year (2003) respondents were most familiar with Oakland Community College.

Yet, in 2004, respondents were most familiar with Oakland University. Still, respondents were most familiar with Oakland Community College overall, during the three-year span.

Academic Institutions	2002	2003	2004
Baker College	49.9%	55.8%	44.7%
Eastern Michigan University	76.6%	77.3%	70.05
ITT Technical Institute	33.8%	43.0%	37.9%
Oakland Community College	82.1%	89.8%	80.6%
Oakland University	86.3%	87.7%	87.0%
University of Phoenix	42.6%	53.0%	46.3%
Wayne State University	88.5%	86.8%	82.5%

Survey Participants Responses to Survey Questions (Continued)

Schools Believed to do an Exceptional Job in Preparing Students for the Current Job Market



Summation: In 2002, Wayne State University and Oakland University were tied (21.8%) as the top-ranked schools that did an exceptional job in preparing students for the current job market.

In 2003, Wayne State University (28.4%) was considered the top school that did an exceptional job in preparing students for the current job market. The following year (2004), Oakland University was considered the top school (42.1%) that did an exceptional job in preparing students for the current job market.

Conclusion

Overall, Oakland County residents' views have remained consistent over the three year time span regarding higher education and voting habits. The majority of residents continue to rely on family and friends as their primary and most reliable source of information. The most important factor(s) considered when choosing a college to attend are quality of instruction, quality of degree programs and tuition costs. Oakland University and Wayne State University continue to prevail as the schools most familiar by Oakland County residents. Still, Oakland Community College is gaining momentum in its popularity.

Appendix: A

2004 Public Opinion Poll



Interviewer Name: _____

Date: _____

Hello, my name is _____, and I'm calling from the Oakland
Center for Social Research. May I please speak to first name listed on
label or second name listed on label ? **(INTERVIEWER: IF NEITHER**
PERSON IS AVAILABLE, THANK AND TERMINATE. ONLY SURVEY THOSE ON LABEL.)

We are calling a number of randomly selected households in Oakland
County to ask your views about education after high school. Would you
please take a few minutes to answer some brief questions? For your
information, this call may be monitored for training purposes.

2004 Public Opinion Poll

First, I would like to ask some questions about how you obtain information on educational issues.

1. Would you please tell me what are your *primary sources of information* on post-secondary higher education issues? Please answer **yes** or **no** to each of the following sources:

(interviewer: please read choices)

		Yes	No	(don't read) Don't Know/Refused	(don't read) Missing
a.	Newspapers	1	0	88	99
b.	Radio	1	0	88	99
c.	Television	1	0	88	99
d.	Magazines	1	0	88	99
e.	Direct Mail Sent to Your Home	1	0	88	99
f.	E-mail	1	0	88	99
g.	Internet/World Wide Web	1	0	88	99
h.	Family and Friends	1	0	88	99
i.	Other (please specify)				

2. Would you please tell me if you think each of the following sources are **very unreliable, somewhat unreliable, somewhat reliable** or **very reliable**:

(interviewer: please read choices except gray areas)

		Very Unreliable	Somewhat Unreliable	Somewhat Reliable	Very Reliable	(don't read) Don't Know/Refused	(don't read) Missing
a.	Newspapers	1	2	3	4	88	99
b.	Radio	1	2	3	4	88	99
c.	Television	1	2	3	4	88	99
d.	Magazines	1	2	3	4	88	99
e.	Direct Mail Sent to Your Home	1	2	3	4	88	99
f.	E-mail	1	2	3	4	88	99
g.	Internet/World Wide Web	1	2	3	4	88	99
h.	Family and Friends	1	2	3	4	88	99
i.	Other (mentioned above)	1	2	3	4	88	99

3a. What is the likelihood you would enroll in college within the next 12 month? *(interviewer: please read choices except gray areas)*

- 1 Very Unlikely *(skip to question 5)*
- 2 Somewhat Unlikely
- 3 Somewhat Likely
- 4 Very Likely

3b. If you were choosing a college to attend, how important would the following items be in your decision-making process? Please tell me if these items would **not be important at all, slightly important, moderately important** or **very important**: *(interviewer: please read choices except gray areas)*

		Not Important at all	Slightly Important	Moderately Important	Very Important	<i>(don't read) Don't Know/Refused</i>	<i>(don't read) Missing</i>
a.	Reputation of College	1	2	3	4	88	99
b.	Reputation of Faculty	1	2	3	4	88	99
c.	Quality of Instruction	1	2	3	4	88	99
d.	Tuition Cost	1	2	3	4	88	99
e.	Availability of Financial Aid and Scholarships	1	2	3	4	88	99
f.	Amount of Personal Attention	1	2	3	4	88	99
g.	On-Site Day Care	1	2	3	4	88	99
h.	Student Services Available	1	2	3	4	88	99

4. Still using the same scale, **not important at all, slightly important, moderately important or very important**, would you please tell me how important you would consider the following items in choosing a college: *(interviewer: please read choices except gray areas)*

		Not Important at all	Slightly Important	Moderately Important	Very Important	<i>(don't read)</i> Don't Know/Refused	<i>(don't read)</i> Missing
a.	Ability to Get a Job After Attending	1	2	3	4	88	99
b.	Opportunity to Socialize with Other Students	1	2	3	4	88	99
c.	Cultural Diversity of Student Body	1	2	3	4	88	99
d.	Close to Home	1	2	3	4	88	99
e.	Close to Work	1	2	3	4	88	99
f.	An Intellectually Stimulating Environment	1	2	3	4	88	99
g.	Availability of Evening Courses	1	2	3	4	88	99
h.	Availability of Weekend Courses	1	2	3	4	88	99
i.	Variety of Degree Programs	1	2	3	4	88	99
j.	Quality of Degree Programs	1	2	3	4	88	99
k.	Highest Degree Level Offered	1	2	3	4	88	99
l.	Quality of Student Services	1	2	3	4	88	99
m.	Online Courses	1	2	3	4	88	99
n.	Shorter Duration Courses (Less than the Typical 15 Weeks)	1	2	3	4	88	99

Now I would like to ask you some questions about how you would compare certain schools.

5. Would you please tell me if you are generally familiar with any of the following schools? Please answer **yes** or **no** to each of the following: *(interviewer: please read choices)*

		Yes	No	(don't read) Don't Know/Refused	(don't read) Missing
a.	Oakland University	1	0	88	99
b.	Oakland Community College	1	0	88	99
c.	ITT Technical Institute	1	0	88	99
d.	University of Phoenix	1	0	88	99
e.	Baker College	1	0	88	99
f.	Wayne State University	1	0	88	99
g.	Eastern Michigan University	1	0	88	99

IMPORTANT: Interviewer - If respondent answers "NO" to ALL the above schools, OR, if respondent answers "NO" to question 5b (Oakland Community College) or answers YES to only 5b, skip to question 13 on page seven.

6. Keeping in mind the schools just mentioned, which of those schools do you think does an exceptional job in preparing students for the current job market? *(interviewer: do NOT read choices, but NUMBER all responses mentioned IN THE ORDER THEY WERE MENTIONED. For example, if University of Phoenix was mentioned first, place a "1" on the Ranking line next to its name).*

- | Ranking | College |
|---------|-----------------------------|
| 1 _____ | Oakland University |
| 2 _____ | Oakland Community College |
| 3 _____ | ITT Technical Institute |
| 4 _____ | University of Phoenix |
| 5 _____ | Baker College |
| 6 _____ | Wayne State University |
| 7 _____ | Eastern Michigan University |

**Interviewers:
 Rank responses
 on worksheet as
 well.**

88 Don't Know/Refused
 99 Missing

IMPORTANT Interviewer: If respondent answered only "OCC" in question 6, skip to question 9. If a response to question 6 is "Don't Know/Refused" or is missing altogether, skip to Question 13 on page seven.

Now I'd like to ask you some questions about Oakland Community College in particular. From this point on, I may refer to Oakland Community College as OCC.

7. Keeping in mind the schools mentioned, could you please tell me on average, how you view OCC compared to *(interviewer: Look on worksheet and remind respondent what school they mentioned first - besides OCC on question 6)*, far below average, slightly below average, slightly above average or far above average, on the following items?
(interviewer: please read choices except gray areas)

		Far Below Average	Slightly Below Average	Slightly Above Average	Far Above Average	<i>(don't read)</i> Don't Know/Refused	<i>(don't read)</i> Missing
a.	Tuition Costs	1	2	3	4	88	99
b.	Variety of Degree Programs	1	2	3	4	88	99
c.	Quality of Degree Programs	1	2	3	4	88	99
d.	Student Services Available	1	2	3	4	88	99
e.	Quality of Instruction	1	2	3	4	88	99
f.	Academic Ability of Students	1	2	3	4	88	99
g.	Ability to Transfer to Other Institutions of Higher Education	1	2	3	4	88	99
h.	Ability to Get a Job After Attending	1	2	3	4	88	99
i.	Earning Potential After Attending	1	2	3	4	88	99

Interviewer: If respondent ranked only ONE school (besides OCC) on question 6, skip to question 9 on page six.

8. Keeping in mind the schools mentioned, could you please tell me on average, how you view OCC compared to _____ *(interviewer: Look on worksheet and remind respondent what school they mentioned second - besides OCC on question 6)*, far below average, slightly below average, slightly above average or far above average, on the following items?
(interviewer: please read choices except gray areas)

		Far Below Average	Slightly Below Average	Slightly Above Average	Far Above Average	<i>(don't read)</i> Don't Know/Refused	<i>(don't read)</i> Missing
a.	Tuition Costs	1	2	3	4	88	99
b.	Variety of Degree Programs	1	2	3	4	88	99
c.	Quality of Degree Programs	1	2	3	4	88	99
d.	Student Services Available	1	2	3	4	88	99
e.	Quality of Instruction	1	2	3	4	88	99
f.	Academic Ability of Students	1	2	3	4	88	99
g.	Ability to Transfer to Other Institutions of Higher Education	1	2	3	4	88	99
h.	Ability to Get a Job After Attending	1	2	3	4	88	99
i.	Earning Potential After Attending	1	2	3	4	88	99

9. In your opinion, does OCC do an **excellent, good, fair or poor** job in meeting the educational and training needs of people in your county? *(interviewer: do NOT read choices)*

- 1 Poor
- 2 Fair
- 3 Good
- 4 Excellent

88 *Don't Know/Refused*
 99 *Missing*

10. To what extent do you believe that OCC is a quality provider of training for working professionals? *(interviewer: please read choices 1-4)*

- 1 Very Low Extent
- 2 Somewhat Low Extent
- 3 Somewhat High Extent
- 4 Very High Extent

88 *Don't Know/Refused*
 99 *Missing*

11. To what extent do you believe that OCC is a quality provider of cultural events?

(interviewer: please read choices 1-4)

- 1 Very Low Extent
- 2 Somewhat Low Extent
- 3 Somewhat High Extent
- 4 Very High Extent

88 Don't Know/Refused

99 Missing

12. To what extent do you believe that OCC is a quality provider of education that prepares

students to transfer to other institutions of higher education?

(interviewer: please read choices 1-4)

- 1 Very Low Extent
- 2 Somewhat Low Extent
- 3 Somewhat High Extent
- 4 Very High Extent

88 Don't Know/Refused

99 Missing

Now I would like to ask you some questions about your thoughts on tuition expenses in higher education.

13. In relation to other colleges with which you are familiar, would you say that the tuition rate at

Oakland Community College is... *(interviewer: please read choices 1-4)*

- 1 Very Inexpensive
- 2 Somewhat Inexpensive
- 3 Somewhat Expensive
- 4 Very Expensive

88 Don't Know/Refused

99 Missing

14. In general, do you feel that the cost for college is... *(interviewer: please read choices 1-4)*

- 1 Very Inexpensive
- 2 Somewhat Inexpensive
- 3 Somewhat Expensive
- 4 Very Expensive

88 Don't Know/Refused

99 Missing

Now I would like to ask your feelings about allocating funds to different aspects of Oakland Community College.

15. Overall, how would you rate your satisfaction with OCC's fiscal responsibility?

(interviewer: please read choices 1-4)

- 1 Very Unsatisfied
- 2 Somewhat Unsatisfied
- 3 Somewhat Satisfied
- 4 Very Satisfied

88 Don't Know/Refused

99 Missing

16. OCC is funded in part by property tax revenue. As a taxpayer, please tell me if you **strongly disapprove, somewhat disapprove, somewhat approve or strongly approve**, of money being spent on the following: *(interviewer: please read choices except gray areas)*

		Strongly Disapprove	Somewhat Disapprove	Somewhat Approve	Strongly Approve	(don't read) Don't Know/Refused	(don't read) Missing
a.	New Courses of Study	1	2	3	4	88	99
b.	Training Students to Meet Critical Labor Shortages	1	2	3	4	88	99
c.	Enhancing Skills of Existing Workers	1	2	3	4	88	99
d.	Student Scholarships	1	2	3	4	88	99
e.	Acquiring State-of-the-Art Technology for the Classroom	1	2	3	4	88	99
f.	Improving Facilities	1	2	3	4	88	99
g.	Preparing Students to Transfer to 4-Year Institutions	1	2	3	4	88	99

17. If more revenue were needed to maintain the quality of services at OCC, would you prefer that the funding come from... *(interviewer: please read choices 1-4)*

- 1 A property tax increase
- 2 A tuition increase
- 3 A combination of both property tax and tuition increases
- 4 Other source (please specify) -

88 Don't Know/Refused

99 Missing

Now I have a couple of questions about your own college experience.

18. Have you, or anyone in your household, ever attended a college or university?

(interviewer: do NOT read choices)

0 No *→skip to question 20*

1 Yes

88 *Don't Know/Refused*

99 *Missing*

19. Have you, or has anyone in your household, ever attended, or plan on attending OCC within the next 12 months? *(interviewer: do NOT read choices)*

0 No

1 Yes

88 *Don't Know/Refused*

99 *Missing*

20. Would you recommend attending OCC to a family member?

0 No

1 Yes

88 *Don't Know/Refused*

99 *Missing*

Before we end, I would like to ask you some questions about your voting habits.

21. Are you a registered voter? *(interviewer: do NOT read choices)*

0 No *→skip to question 24*

1 Yes

88 *Don't Know/Refused*

99 *Missing*

22. How frequently do you vote? Would you say that you...

(interviewer: please read choices 1-4)

1 Never or rarely vote in any elections

2 Occasionally vote in some elections

3 Usually vote in most elections

4 Always vote in every election

88 *Don't Know/Refused*

99 *Missing*

23. In what elections, would you say that you vote? Please answer **yes** or **no** to the following:

(interviewer: please read choices)

		Yes	No	(don't read) Don't Know/Refused	(don't read) Missing
a.	National Elections	1	0	88	99
b.	State Elections	1	0	88	99
c.	Local Elections	1	0	88	99
d.	School District Elections	1	0	88	99
e.	Other (please specify)				

24. Do other members of your household vote? *(interviewer: do NOT read choices)*

- 0 No
- 1 Yes

88 Don't Know/Refused
 99 Missing

Finally, I have a couple more questions that will assure us that we have a representative sample.

25. Which of the following categories best describes your race or ethnicity?

(interviewer: please read choices)

- 1 _____ Arab American
- 2 _____ Asian/Pacific Islander
- 3 _____ Biracial or Multicultural
- 4 _____ Black/African American
- 5 _____ Hispanic/Latino
- 6 _____ Native American/Alaskan Eskimo
- 7 _____ White/Caucasian
- 8 _____ Other _____

88 Don't Know/Refused
 99 Missing

26. For verification purposes, we are required to ask your gender. Are you male or female?

(interviewer: do NOT read choices)

- 0 Male
- 1 Female

88 Don't Know/Refused
 99 Missing

Those are all the questions that I have today. Thank you very much for your time.

Magazine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	275	46.5	46.5	46.5
	Yes	313	53.0	53.0	99.5
	Don't Know	2	.3	.3	99.8
	Missing	1	.2	.2	100.0
	Total	591	100.0	100.0	

Direct Mail Sent to Your Home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	294	49.7	49.7	49.7
	Yes	293	49.6	49.6	99.3
	Don't Know	4	.7	.7	100.0
	Total	591	100.0	100.0	

Electronic Communication

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	395	66.8	66.8	66.8
	Yes	183	31.0	31.0	97.8
	Don't Know	12	2.0	2.0	99.8
	Missing	1	.2	.2	100.0
	Total	591	100.0	100.0	

Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	309	52.3	52.3	52.3
	Yes	268	45.3	45.3	97.6
	Don't Know	13	2.2	2.2	99.8
	Missing	1	.2	.2	100.0
	Total	591	100.0	100.0	

Family and Friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	94	15.9	15.9	15.9
	Yes	493	83.4	83.4	99.3
	Don't Know	2	.3	.3	99.7
	Missing	2	.3	.3	100.0
	Total	591	100.0	100.0	

Other Sources of Information

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	557	94.2	94.2	94.2
A university where employed.	1	.2	.2	94.4
Alumni Publications.	1	.2	.2	94.6
At my job.	1	.2	.2	94.8
Books	2	.3	.3	95.1
Call the school.	1	.2	.2	95.3
Church	1	.2	.2	95.4
Churches	1	.2	.2	95.6
College visitation & word-of-mouth.	1	.2	.2	95.8
Firsthand info...	1	.2	.2	95.9
From the school info.	1	.2	.2	96.1
Granchildren attend University of Michigan	1	.2	.2	96.3
Info from meetings, local cities, etc.	1	.2	.2	96.4
Libraries and bookstores.	1	.2	.2	96.6
My own research.	1	.2	.2	96.8
Professional organizations.	1	.2	.2	97.0
PTA meetings.	1	.2	.2	97.1
School	1	.2	.2	97.3
School administrators.	1	.2	.2	97.5
School counselor	1	.2	.2	97.6
School Counselor	1	.2	.2	97.8
School counselors	1	.2	.2	98.0
School where she is employed.	1	.2	.2	98.1
Schools open houses and PTA meetings.	1	.2	.2	98.3
Schools themselves.	1	.2	.2	98.5
Schools.	1	.2	.2	98.6
Teachers & former fellow librarians @ Wayne State University.	1	.2	.2	98.8
The college or university itself.	1	.2	.2	99.0
The library.	1	.2	.2	99.2
The school itself.	1	.2	.2	99.3
Visiting college reps	1	.2	.2	99.5
Wayne University ads/ pamphlets/ booklets.	1	.2	.2	99.7
Word-of-mouth	1	.2	.2	99.8
Word of mouth.	1	.2	.2	100.0
Total	591	100.0	100.0	

Frequencies

2002 Primary Source

Statistics

		Newspapers	Radio	Television	Magazine	Direct Mail Sent to Your Home	Electronic Communication	Internet
N	Valid	591	591	591	591	591	591	591
	Missing	0	0	0	0	0	0	0

Statistics

		Family and Friends	Other Sources of Information
N	Valid	591	591
	Missing	0	0

Frequency Table

Newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	186	31.5	31.5	31.5
	Yes	402	68.0	68.0	99.5
	Don't Know	3	.5	.5	100.0
	Total	591	100.0	100.0	

Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	287	48.6	48.6	48.6
	Yes	302	51.1	51.1	99.7
	Don't Know	1	.2	.2	99.8
	Missing	1	.2	.2	100.0
	Total	591	100.0	100.0	

Television

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	193	32.7	32.7	32.7
	Yes	395	66.8	66.8	99.5
	Don't Know	1	.2	.2	99.7
	Missing	2	.3	.3	100.0
	Total	591	100.0	100.0	

Magazine

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	275	46.5	46.5	46.5
Yes	313	53.0	53.0	99.5
Don't Know	2	.3	.3	99.8
Missing	1	.2	.2	100.0
Total	591	100.0	100.0	

Direct Mail Sent to Your Home

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	294	49.7	49.7	49.7
Yes	293	49.6	49.6	99.3
Don't Know	4	.7	.7	100.0
Total	591	100.0	100.0	

Electronic Communication

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	395	66.8	66.8	66.8
Yes	183	31.0	31.0	97.8
Don't Know	12	2.0	2.0	99.8
Missing	1	.2	.2	100.0
Total	591	100.0	100.0	

Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	309	52.3	52.3	52.3
Yes	268	45.3	45.3	97.6
Don't Know	13	2.2	2.2	99.8
Missing	1	.2	.2	100.0
Total	591	100.0	100.0	

Family and Friends

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	94	15.9	15.9	15.9
Yes	493	83.4	83.4	99.3
Don't Know	2	.3	.3	99.7
Missing	2	.3	.3	100.0
Total	591	100.0	100.0	

Other Sources of Information

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	557	94.2	94.2	94.2
A university where employed.	1	.2	.2	94.4
Alumni Publications.	1	.2	.2	94.6
At my job.	1	.2	.2	94.8
Books	2	.3	.3	95.1
Call the school.	1	.2	.2	95.3
Church	1	.2	.2	95.4
Churches	1	.2	.2	95.6
College visitation & word-of-mouth.	1	.2	.2	95.8
Firsthand info...	1	.2	.2	95.9
From the school info.	1	.2	.2	96.1
Granchildren attend University of Michigan	1	.2	.2	96.3
Info from meetings, local cities, etc.	1	.2	.2	96.4
Libraries and bookstores.	1	.2	.2	96.6
My own research.	1	.2	.2	96.8
Professional organizations.	1	.2	.2	97.0
PTA meetings.	1	.2	.2	97.1
School	1	.2	.2	97.3
School administrators.	1	.2	.2	97.5
School counselor	1	.2	.2	97.6
School Counselor	1	.2	.2	97.8
School counselors	1	.2	.2	98.0
School where she is employed.	1	.2	.2	98.1
Schools open houses and PTA meetings.	1	.2	.2	98.3
Schools themselves.	1	.2	.2	98.5
Schools.	1	.2	.2	98.6
Teachers & former fellow librarians @ Wayne State University.	1	.2	.2	98.8
The college or university itself.	1	.2	.2	99.0
The library.	1	.2	.2	99.2
The school itself.	1	.2	.2	99.3
Visiting college reps	1	.2	.2	99.5
Wayne University ads/ pamphlets/ booklets.	1	.2	.2	99.7
Word-of-mouth	1	.2	.2	99.8
Word of mouth.	1	.2	.2	100.0
Total	591	100.0	100.0	

Frequencies

Importance 2004

Statistics

	In choosing a college to attend, How important would the following items be in your decision-making process? Reputation of College	In choosing a college to attend, How important would the following items be in your decision-making process? Reputation of Faculty	In choosing a college to attend, How important would the following items be in your decision-making process? Quality of Instruction	In choosing a college to attend, How important would the following items be in your decision-making process? Tuition Cost	In choosing a college to attend, How important would the following items be in your decision-making process? Availability of Financial Aid/Scholarship
N Valid	104	104	104	104	103
Missing	326	326	326	326	327

Statistics

	In choosing a college to attend, How important would the following items be in your decision-making process? Amount of Personal Attention	In choosing a college to attend, How important would the following items be in your decision-making process? On-Site Day Care	In choosing a college to attend, How important would the following items be in your decision-making process? Student Services Available
N Valid	104	104	104
Missing	326	326	326

Frequency Table

In choosing a college to attend, How important would the following items be in your decision-making process? Reputation of College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	9	2.1	8.7	8.7
	Moderately Important	18	4.2	17.3	26.0
	Very Important	77	17.9	74.0	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

74.0

In choosing a college to attend, How important would the following items be in your decision-making process? Reputation of Faculty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	1	.2	1.0	1.0
	Slightly Important	13	3.0	12.5	13.5
	Moderately Important	24	5.6	23.1	36.5
	Very Important	66	15.3	63.5	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

63.5

In choosing a college to attend, How important would the following items be in your decision-making process? Quality of Instruction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately Important	13	3.0	12.5	12.5
	Very Important	91	21.2	87.5	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

87.5

In choosing a college to attend, How important would the following items be in your decision-making process? Tuition Cost

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	1	.2	1.0	1.0
	Slightly Important	9	2.1	8.7	9.6
	Moderately Important	30	7.0	28.8	38.5
	Very Important	64	14.9	61.5	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

61.5

In choosing a college to attend, How important would the following items be in your decision-making process? Availability of Financial Aid/Scholarship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	9	2.1	8.7	8.7
	Slightly Important	17	4.0	16.5	25.2
	Moderately Important	28	6.5	27.2	52.4
	Very Important	49	11.4	47.6	100.0
	Total	103	24.0	100.0	
Missing	missing	1	.2		
	System	326	75.8		
	Total	327	76.0		
Total		430	100.0		

47.6

In choosing a college to attend, How important would the following items be in your decision-making process? Amount of Personal Attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	2	.5	1.9	1.9
	Slightly Important	15	3.5	14.4	16.3
	Moderately Important	30	7.0	28.8	45.2
	Very Important	57	13.3	54.8	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

54.8

In choosing a college to attend, How important would the following items be in your decision-making process? On-Site Day Care

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	74	17.2	71.2	71.2
	Slightly Important	4	.9	3.8	75.0
	Moderately Important	7	1.6	6.7	81.7
	Very Important	18	4.2	17.3	99.0
	Don't Know/Refused	1	.2	1.0	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

17.3

In choosing a college to attend, How important would the following items be in your decision-making process? Student Services Available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	14	3.3	13.5	13.5
	Slightly Important	19	4.4	18.3	31.7
	Moderately Important	32	7.4	30.8	62.5
	Very Important	38	8.8	36.5	99.0
	Don't Know/Refused	1	.2	1.0	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

36.5

Frequencies

Importance 2004

Statistics

		Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.
N	Valid	104	104	104	104	104
	Missing	326	326	326	326	326

Statistics

		Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.
N	Valid	104	104	104	104	104
	Missing	326	326	326	326	326

Statistics

	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.	Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.
N	Valid 104	104	104	104
	Missing 326	326	326	326

Frequency Table

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.

Ability to Get A Job After Attending

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	5	1.2	4.8	4.8
	Slightly Important	2	.5	1.9	6.7
	Moderately Important	19	4.4	18.3	25.0
	Very Important	78	18.1	75.0	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

College Reputation
93.75.0

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.

opportunity to socialize w/ others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	23	5.3	22.1	22.1
	Slightly Important	23	5.3	22.1	44.2
	Moderately Important	41	9.5	39.4	83.7
	Very Important	17	4.0	16.3	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

Reputation of the school
of 16.3

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.

Cultural Diversity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	22	5.1	21.2	21.2
	Slightly Important	15	3.5	14.4	35.6
	Moderately Important	35	8.1	33.7	69.2
	Very Important	32	7.4	30.8	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

Quality of Instruction
30.8
44.5

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.

Close to Home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	13	3.0	12.5	12.5
	Slightly Important	9	2.1	8.7	21.2
	Moderately Important	33	7.7	31.7	52.9
	Very Important	49	11.4	47.1	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

Costs
47.1
78.8

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.

Close to Work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	20	4.7	19.2	19.2
	Slightly Important	12	2.8	11.5	30.8
	Moderately Important	30	7.0	28.8	59.6
	Very Important	42	9.8	40.4	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

Availability of Financial Aid/Scholarship
40.4
69.2

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.

Intellectually Stimulating Environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	1	.2	1.0	1.0
	Slightly Important	2	.5	1.9	2.9
	Moderately Important	21	4.9	20.2	23.1
	Very Important	80	18.6	76.9	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

Amount of Personal Attention
76.9
97.1

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?

Availability of Evening Courses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	7	1.6	6.7	6.7
	Slightly Important	10	2.3	9.6	16.3
	Moderately Important	14	3.3	13.5	29.8
	Very Important	72	16.7	69.2	99.0
	Don't Know/Refused	1	.2	1.0	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

on site
69.2
82.7

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?

Availability of Weekend Courses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	18	4.2	17.3	17.3
	Slightly Important	17	4.0	16.3	33.7
	Moderately Important	28	6.5	26.9	60.6
	Very Important	40	9.3	38.5	99.0
	Don't Know/Refused	1	.2	1.0	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

Student Services
38.5
65.4

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?

Variety of Degree Programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	4	.9	3.8	3.8
	Slightly Important	6	1.4	5.8	9.6
	Moderately Important	31	7.2	29.8	39.4
	Very Important	63	14.7	60.6	100.0
	Don't Know/Refused	1	.2	1.0	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

Ability to
60.6
60.4

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?

Quality of Degree Programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	1	.2	1.0	1.0
	Moderately Important	14	3.3	13.5	14.4
	Very Important	89	20.7	85.6	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

opportunity to socialize
85.6
99.1

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.

Highest Degree Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	4	.9	3.8	3.8
	Slightly Important	7	1.6	6.7	10.6
	Moderately Important	35	8.1	33.7	44.2
	Very Important	55	12.8	52.9	97.1
	Don't Know/Refused	3	.7	2.9	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

52.9!
Close to 100

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.

Quality of Student Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	6	1.4	5.8	5.8
	Slightly Important	15	3.5	14.4	20.2
	Moderately Important	38	8.8	36.5	56.7
	Very Important	43	10.0	41.3	98.1
	Don't Know/Refused	2	.5	1.9	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

41.3
Close to 100

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.

On line courses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	19	4.4	18.3	18.3
	Slightly Important	17	4.0	16.3	34.6
	Moderately Important	32	7.4	30.8	65.4
	Very Important	35	8.1	33.7	99.0
	Don't Know/Refused	1	.2	1.0	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

33.7
Close to 100

Still using the same scale, not important at all, slightly important, moderately important or very important, would you please tell me how important you would consider the following items in choosing a college?.

Shorter Duration Courses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	13	3.0	12.5	12.5
	Slightly Important	20	4.7	19.2	31.7
	Moderately Important	40	9.3	38.5	70.2
	Very Important	31	7.2	29.8	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

29.8
Close to 100

Frequencies

2004 Primzahl

Statistics

		Would you please tell me what are your primary sources of information on post-secondary higher education issues? newspaper	Would you please tell me what are your primary sources of information on post-secondary higher education issues? radio	Would you please tell me what are your primary sources of information on post-secondary higher education issues? television	Would you please tell me what are your primary sources of information on post-secondary higher education issues? magazines	Would you please tell me what are your primary sources of information on post-secondary higher education issues? direct mail sent to your home	Would you please tell me what are your primary sources of information on post-secondary higher education issues? e-mail
N	Valid	406	407	407	406	406	407
	Missing	24	23	23	24	24	23

Statistics

		Would you please tell me what are your primary sources of information on post-secondary higher education issues? internet/world wide web	Would you please tell me what are your primary sources of information on post-secondary higher education issues? family and friends	Would you please tell me what are your primary sources of information on post-secondary higher education issues? other	Would you please tell me what are your primary sources of information on post-secondary higher education issues? other
N	Valid	406	404	405	430
	Missing	24	26	25	0

Frequency Table

Would you please tell me what are your primary sources of information on post-secondary higher education issues? newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	127	29.5	31.3	31.3
	Yes	279	64.9	68.7	100.0
	Total	406	94.4	100.0	
Missing	Missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

68.7

Would you please tell me what are your primary sources of information on post-secondary higher education issues? radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	208	48.4	51.1	51.1
	Yes	198	46.0	48.6	99.8
	Don't Know/Refused	1	.2	.2	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

48.6

Would you please tell me what are your primary sources of information on post-secondary higher education issues? television

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	157	36.5	38.6	38.6
	Yes	250	58.1	61.4	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

61.4

Would you please tell me what are your primary sources of information on post-secondary higher education issues? magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	199	46.3	49.0	49.0
	Yes	207	48.1	51.0	100.0
	Total	406	94.4	100.0	
Missing	Missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

51.0

Would you please tell me what are your primary sources of information on post-secondary higher education issues? direct mail sent to your home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	196	45.6	48.3	48.3
	Yes	208	48.4	51.2	99.5
	Don't Know/Refused	2	.5	.5	100.0
	Total	406	94.4	100.0	
Missing	Missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

48.4

Would you please tell me what are your primary sources of information on post-secondary higher education issues? e-mail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	268	62.3	65.8	65.8
	Yes	138	32.1	33.9	99.8
	Don't Know/Refused	1	.2	.2	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

33.9

Would you please tell me what are your primary sources of information on post-secondary higher education issues? internet/world wide web

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	156	36.3	38.4	38.4
	Yes	248	57.7	61.1	99.5
	Don't Know/Refused	2	.5	.5	100.0
	Total	406	94.4	100.0	
Missing	Missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

61.1

Would you please tell me what are your primary sources of information on post-secondary higher education issues? family and friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	60	14.0	14.9	14.9
	Yes	344	80.0	85.1	100.0
	Total	404	94.0	100.0	
Missing	Missing	3	.7		
	System	23	5.3		
	Total	26	6.0		
Total		430	100.0		

85.1

Would you please tell me what are your primary sources of information on post-secondary higher education issues? other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	353	82.1	87.2	87.2
	Yes	52	12.1	12.8	100.0
	Total	405	94.2	100.0	
Missing	System	25	5.8		
Total		430	100.0		

12.8

Would you please tell me what are your primary sources of information on post-secondary higher education issues? other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	377	87.7	87.7	87.7
Alumni info.	1	.2	.2	87.9
Attending conferences.	1	.2	.2	88.1
Books.	3	.7	.7	88.8
By contacting various schools.	1	.2	.2	89.1
Call directly.	1	.2	.2	89.3
Calling for catalogs.	1	.2	.2	89.5
Church and non-profit organizations.	1	.2	.2	89.8
Co-workers.	1	.2	.2	90.0
Colleagues at work.	1	.2	.2	90.2
Colleagues, research.	1	.2	.2	90.5
College fairs.	1	.2	.2	90.7
Counselors.	1	.2	.2	90.9
Education journals.	1	.2	.2	91.2
Educational journals.	1	.2	.2	91.4
Educational magazine.	1	.2	.2	91.6
From high schools.	1	.2	.2	91.9
Go to the school.	1	.2	.2	92.1
High school bulletins.	1	.2	.2	92.3
High school counselor.	2	.5	.5	92.8
High school counselors.	2	.5	.5	93.3
I do research for a living.	1	.2	.2	93.5
Journals.	1	.2	.2	93.7
LCG profession.	1	.2	.2	94.0
Libraries	1	.2	.2	94.2
Libraries and high school counselors.	1	.2	.2	94.4
Library	1	.2	.2	94.7
Library.	2	.5	.5	95.1
Pamphlets and information direct from local schools.	1	.2	.2	95.3
PDA-palm pilot.	1	.2	.2	95.6
People I work with.	1	.2	.2	95.8
Personal research.	1	.2	.2	96.0
Professional journals.	2	.5	.5	96.5
PTA	1	.2	.2	96.7
Reps from various colleges.	1	.2	.2	97.0
School catalogs and counselors.	1	.2	.2	97.2
School.	1	.2	.2	97.4
Schools	1	.2	.2	97.7
Schools attended.	1	.2	.2	97.9
The education field (she's an educator).	1	.2	.2	98.1
The education field I work in.	1	.2	.2	98.4
The library.	1	.2	.2	98.6
The schools.	1	.2	.2	98.8

Would you please tell me what are your primary sources of information on post-secondary higher education issues? other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid To contact the institution directly.	1	.2	.2	99.1
Tutor.	1	.2	.2	99.3
Undergraduate and graduate.	1	.2	.2	99.5
Union - Teachers mailing list.	1	.2	.2	99.8
Work.	1	.2	.2	100.0
Total	430	100.0	100.0	

Frequencies

*POP 2004
Reliable source*

Statistics

		Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. newspaper	Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. radio	Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. television	Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. magazines	Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. direct mail sent to your home	Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. e-mail
N	Valid	404	405	406	405	405	403
	Missing	26	25	24	25	25	27

Statistics

		Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. internet/world wide web	Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. family and friends	Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. other	Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. other
N	Valid	404	401	53	430
	Missing	26	29	377	0

Frequency Table

Great Importance

4 Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unreliable	12	2.8	3.0	3.0
	Somewhat Unreliable	43	10.0	10.6	13.6
	Somewhat Reliable	255	59.3	63.1	76.7
	Very Reliable	83	19.3	20.5	97.3
	Don't Know/Refused	11	2.6	2.7	100.0
Total		404	94.0	100.0	
Missing	missing	3	.7		
	System	23	5.3		
	Total	26	6.0		
Total		430	100.0		

20.5

Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unreliable	13	3.0	3.2	3.2
	Somewhat Unreliable	54	12.6	13.3	16.5
	Somewhat Reliable	260	60.5	64.2	80.7
	Very Reliable	47	10.9	11.6	92.3
	Don't Know/Refused	31	7.2	7.7	100.0
Total		405	94.2	100.0	
Missing	missing	2	.5		
	System	23	5.3		
	Total	25	5.8		
Total		430	100.0		

11.6

Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. television

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unreliable	21	4.9	5.2	5.2
	Somewhat Unreliable	64	14.9	15.8	20.9
	Somewhat Reliable	260	60.5	64.0	85.0
	Very Reliable	45	10.5	11.1	96.1
	Don't Know/Refused	16	3.7	3.9	100.0
Total		406	94.4	100.0	
Missing	missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

11.1

Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unreliable	10	2.3	2.5	2.5
	Somewhat Unreliable	35	8.1	8.6	11.1
	Somewhat Reliable	246	57.2	60.7	71.9
	Very Reliable	68	15.8	16.8	88.6
	Don't Know/Refused	46	10.7	11.4	100.0
Missing	Total	405	94.2	100.0	
	missing	2	.5		
	System	23	5.3		
Total	Total	25	5.8		
	Total	430	100.0		

10.8

Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. direct mail sent to your home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unreliable	43	10.0	10.6	10.6
	Somewhat Unreliable	78	18.1	19.3	29.9
	Somewhat Reliable	173	40.2	42.7	72.6
	Very Reliable	83	19.3	20.5	93.1
	Don't Know/Refused	28	6.5	6.9	100.0
Missing	Total	405	94.2	100.0	
	missing	2	.5		
	System	23	5.3		
Total	Total	25	5.8		
	Total	430	100.0		

20.5

Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. e-mail

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unreliable	55	12.8	13.6	13.6
	Somewhat Unreliable	79	18.4	19.6	33.3
	Somewhat Reliable	143	33.3	35.5	68.7
	Very Reliable	31	7.2	7.7	76.4
	Don't Know/Refused	95	22.1	23.6	100.0
Missing	Total	403	93.7	100.0	
	missing	4	.9		
	System	23	5.3		
Total	Total	27	6.3		
	Total	430	100.0		

7.7

Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. internet/world wide web

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unreliable	20	4.7	5.0	5.0
	Somewhat Unreliable	36	8.4	8.9	13.9
	Somewhat Reliable	165	38.4	40.8	54.7
	Very Reliable	98	22.8	24.3	79.0
	Don't Know/Refused	85	19.8	21.0	100.0
Missing	Total	404	94.0	100.0	
	missing	3	.7		
	System	23	5.3		
Total	Total	26	6.0		
	Total	430	100.0		

24.3

Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. family and friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unreliable	9	2.1	2.2	2.2
	Somewhat Unreliable	20	4.7	5.0	7.2
	Somewhat Reliable	173	40.2	43.1	50.4
	Very Reliable	194	45.1	48.4	98.8
	Don't Know/Refused	5	1.2	1.2	100.0
Missing	Total	401	93.3	100.0	
	missing	6	1.4		
	System	23	5.3		
Total	Total	29	6.7		
	Total	430	100.0		

48.4

Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat Reliable	9	2.1	17.0	17.0
	Very Reliable	43	10.0	81.1	98.1
	Don't Know/Refused	1	.2	1.9	100.0
Missing	Total	53	12.3	100.0	
	missing	1	.2		
	System	376	87.4		
Total	Total	377	87.7		
	Total	430	100.0		

81.1

Would you please tell me if you think each of the following sources are very unreliable, somewhat unreliable, somewhat reliable or very reliable. other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	430	100.0	100.0	100.0

Frequencies

2003 Importance

Statistics

		Reputation of College	Reputation of Faculty	Quality of Instruction	Tuition Cost	Availability of Financial Aid	Amount of Personal Attention
N	Valid	423	423	423	423	423	423
	Missing	0	0	0	0	0	0

Statistics

		On-Site Day Care	Student Services Available	Ability to Get a Job After Attending	Opportunity to Socialize with Others	Cultural Diversity of Student Body	Close to Home
N	Valid	423	423	423	423	423	423
	Missing	0	0	0	0	0	0

Statistics

		Close to Work	An Intellectually Stimulating Environment	Availability of Evening Courses	Availability of Weekend Courses	Variety of Degree Programs	Quality of Degree Programs
N	Valid	423	423	423	423	423	423
	Missing	0	0	0	0	0	0

Statistics

		Highest Degree Level Offered	Quality of Student Services	Online Courses	Shorter Duration Courses
N	Valid	423	423	423	423
	Missing	0	0	0	0

Frequency Table

Reputation of College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	6	1.4	1.4	1.4
	Slightly Important	18	4.3	4.3	5.7
	Moderately Important	84	19.9	19.9	25.5
	Very Important	315	74.5	74.5	100.0
	Total	423	100.0	100.0	

74.5

Reputation of Faculty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	8	1.9	1.9	1.9
	Slightly Important	17	4.0	4.0	5.9
	Moderately Important	105	24.8	24.8	30.7
	Very Important	293	69.3	69.3	100.0
	Total	423	100.0	100.0	

69.3

Quality of Instruction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	1	.2	.2	.2
	Slightly Important	3	.7	.7	.9
	Moderately Important	34	8.0	8.0	9.0
	Very Important	385	91.0	91.0	100.0
	Total	423	100.0	100.0	

91.0

Tuition Cost

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	12	2.8	2.8	2.8
	Slightly Important	35	8.3	8.3	11.1
	Moderately Important	144	34.0	34.0	45.2
	Very Important	232	54.8	54.8	100.0
	Total	423	100.0	100.0	

54.8

Availability of Financial Aid

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	28	6.6	6.6	6.6
	Slightly Important	53	12.5	12.5	19.1
	Moderately Important	133	31.4	31.4	50.6
	Very Important	208	49.2	49.2	99.8
	Missing	1	.2	.2	100.0
	Total	423	100.0	100.0	

49.2

Amount of Personal Attention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	5	1.2	1.2	1.2
	Slightly Important	31	7.3	7.3	8.5
	Moderately Important	129	30.5	30.5	39.0
	Very Important	258	61.0	61.0	100.0
	Total	423	100.0	100.0	

61.0

On-Site Day Care

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	258	61.0	61.0	61.0
Slightly Important	46	10.9	10.9	71.9
Moderately Important	55	13.0	13.0	84.9
Very Important	62	14.7	14.7	99.5
Don't Know	2	.5	.5	100.0
Total	423	100.0	100.0	

24.7

Student Services Available

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	33	7.8	7.8	7.8
Slightly Important	82	19.4	19.4	27.2
Moderately Important	145	34.3	34.3	61.5
Very Important	159	37.6	37.6	99.1
Don't Know	3	.7	.7	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

37.6

Ability to Get a Job After Attending

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	12	2.8	2.8	2.8
Slightly Important	12	2.8	2.8	5.7
Moderately Important	60	14.2	14.2	19.9
Very Important	338	79.9	79.9	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

79.9

Opportunity to Socialize with Others

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	67	15.8	15.8	15.8
Slightly Important	97	22.9	22.9	38.8
Moderately Important	169	40.0	40.0	78.7
Very Important	89	21.0	21.0	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

21.0

Cultural Diversity of Student Body

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	60	14.2	14.2	14.2
Slightly Important	83	19.6	19.6	33.8
Moderately Important	168	39.7	39.7	73.5
Very Important	111	26.2	26.2	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

26.2

Close to Home

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	67	15.8	15.8	15.8
Slightly Important	61	14.4	14.4	30.3
Moderately Important	149	35.2	35.2	65.5
Very Important	144	34.0	34.0	99.5
Missing	2	.5	.5	100.0
Total	423	100.0	100.0	

34.0

Close to Work

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	93	22.0	22.0	22.0
Slightly Important	53	12.5	12.5	34.5
Moderately Important	145	34.3	34.3	68.8
Very Important	129	30.5	30.5	99.3
Don't Know	1	.2	.2	99.5
Missing	2	.5	.5	100.0
Total	423	100.0	100.0	

30.5

An Intellectually Stimulating Environment

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	7	1.7	1.7	1.7
Slightly Important	17	4.0	4.0	5.7
Moderately Important	81	19.1	19.1	24.8
Very Important	317	74.9	74.9	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

74.9

Availability of Evening Courses

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	28	6.6	6.6	6.6
Slightly Important	32	7.6	7.6	14.2
Moderately Important	114	27.0	27.0	41.1
Very Important	247	58.4	58.4	99.5
Missing	2	.5	.5	100.0
Total	423	100.0	100.0	

58.4

Availability of Weekend Courses

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	67	15.8	15.8	15.8
Slightly Important	71	16.8	16.8	32.6
Moderately Important	141	33.3	33.3	66.0
Very Important	143	33.8	33.8	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

33.8

Variety of Degree Programs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	8	1.9	1.9	1.9
Slightly Important	29	6.9	6.9	8.7
Moderately Important	113	26.7	26.7	35.5
Very Important	272	64.3	64.3	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

64.3

Quality of Degree Programs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	2	.5	.5	.5
Slightly Important	8	1.9	1.9	2.4
Moderately Important	27	6.4	6.4	8.7
Very Important	384	90.8	90.8	99.5
Don't Know	1	.2	.2	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

90.8

Highest Degree Level Offered

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	16	3.8	3.8	3.8
Slightly Important	27	6.4	6.4	10.2
Moderately Important	127	30.0	30.0	40.2
Very Important	241	57.0	57.0	97.2
Don't Know	6	1.4	1.4	98.6
Missing	6	1.4	1.4	100.0
Total	423	100.0	100.0	

87

Quality of Student Services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	24	5.7	5.7	5.7
Slightly Important	63	14.9	14.9	20.6
Moderately Important	179	42.3	42.3	62.9
Very Important	154	36.4	36.4	99.3
Don't Know	2	.5	.5	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

78.7

Online Courses

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	77	18.2	18.2	18.2
Slightly Important	85	20.1	20.1	38.3
Moderately Important	154	36.4	36.4	74.7
Very Important	105	24.8	24.8	99.5
Don't Know	1	.2	.2	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

41.2

Shorter Duration Courses

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important At All	68	16.1	16.1	16.1
Slightly Important	72	17.0	17.0	33.1
Moderately Important	174	41.1	41.1	74.2
Very Important	102	24.1	24.1	98.3
Don't Know	6	1.4	1.4	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

45.2

POP 2003
 Reliable Source

Frequencies

Statistics

		Newspapers	Radio	Television	Magazines	Direct Mail Sent to Your Home	Electronic Communication	Internet
N	Valid	423	423	423	423	423	423	423
	Missing	0	0	0	0	0	0	0

Statistics

		Family and Friends	Other Sources of Information
N	Valid	423	53
	Missing	0	370

Frequency Table

Newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unreliable	6	1.4	1.4	1.4
	Somewhat Unreliable	35	8.3	8.3	9.7
	Somewhat Reliable	273	64.5	64.5	74.2
	Very Reliable	82	19.4	19.4	93.6
	Don't Know	25	5.9	5.9	99.5
	Missing	2	.5	.5	100.0
	Total	423	100.0	100.0	

83.9(3)

Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unreliable	12	2.8	2.8	2.8
	Somewhat Unreliable	33	7.8	7.8	10.6
	Somewhat Reliable	265	62.6	62.6	73.3
	Very Reliable	68	16.1	16.1	89.4
	Don't Know	41	9.7	9.7	99.1
	Missing	4	.9	.9	100.0
	Total	423	100.0	100.0	

78.7(5)

Television

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	18	4.3	4.3	4.3
Somewhat Unreliable	41	9.7	9.7	13.9
Somewhat Reliable	265	62.6	62.6	76.6
Very Reliable	63	14.9	14.9	91.5
Don't Know	34	8.0	8.0	99.5
Missing	2	.5	.5	100.0
Total	423	100.0	100.0	

77.5 (6)

Magazines

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	10	2.4	2.4	2.4
Somewhat Unreliable	25	5.9	5.9	8.3
Somewhat Reliable	247	58.4	58.4	66.7
Very Reliable	91	21.5	21.5	88.2
Don't Know	46	10.9	10.9	99.1
Missing	4	.9	.9	100.0
Total	423	100.0	100.0	

79.9 (4)

Direct Mail Sent to Your Home

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	39	9.2	9.2	9.2
Somewhat Unreliable	62	14.7	14.7	23.9
Somewhat Reliable	184	43.5	43.5	67.4
Very Reliable	99	23.4	23.4	90.8
Don't Know	33	7.8	7.8	98.6
Missing	6	1.4	1.4	100.0
Total	423	100.0	100.0	

66.9 (7)

Electronic Communication

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	32	7.6	7.6	7.6
Somewhat Unreliable	65	15.4	15.4	22.9
Somewhat Reliable	163	38.5	38.5	61.5
Very Reliable	63	14.9	14.9	76.4
Don't Know	95	22.5	22.5	98.8
Missing	5	1.2	1.2	100.0
Total	423	100.0	100.0	

53.4 (9)

Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	18	4.3	4.3	4.3
Somewhat Unreliable	51	12.1	12.1	16.3
Somewhat Reliable	165	39.0	39.0	55.3
Very Reliable	104	24.6	24.6	79.9
Don't Know	77	18.2	18.2	98.1
Missing	8	1.9	1.9	100.0
Total	423	100.0	100.0	

43.4 (8)

Family and Friends

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	3	.7	.7	.7
Somewhat Unreliable	26	6.1	6.1	6.9
Somewhat Reliable	188	44.4	44.4	51.3
Very Reliable	186	44.0	44.0	95.3
Don't Know	15	3.5	3.5	98.8
Missing	5	1.2	1.2	100.0
Total	423	100.0	100.0	

88.4 (2)

Other Sources of Information

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Somewhat Reliable	10	2.4	18.9	18.9
Very Reliable	42	9.9	79.2	98.1
Don't Know	1	.2	1.9	100.0
Total	53	12.5	100.0	
Missing System	370	87.5		
Total	423	100.0		

98.1 (1)

2003 Primary
 & Retiree

Frequencies

Statistics

		Newspapers	Radio	Television	Magazine	Direct Mail Sent to Your Home	Electronic Communication	Internet
N	Valid	423	423	423	423	423	423	423
	Missing	0	0	0	0	0	0	0

Statistics

		Family and Friends	Other Sources of Information	Newspapers	Radio	Television	Magazines
N	Valid	423	423	423	423	423	423
	Missing	0	0	0	0	0	0

Statistics

		Direct Mail Sent to Your Home	Electronic Communication	Internet	Family and Friends	Other Sources of Information
N	Valid	423	423	423	423	53
	Missing	0	0	0	0	370

Frequency Table

Newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	129	30.5	30.5	30.5
	Yes	294	69.5	69.5	100.0
	Total	423	100.0	100.0	

69.5

Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	206	48.7	48.7	48.7
	Yes	216	51.1	51.1	99.8
	Don't Know	1	.2	.2	100.0
	Total	423	100.0	100.0	

51.1

Television

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	143	33.8	33.8	33.8
Yes	280	66.2	66.2	100.0
Total	423	100.0	100.0	

46.2

Magazine

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	236	55.8	55.8	55.8
Yes	186	44.0	44.0	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

44.0

Direct Mail Sent to Your Home

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	174	41.1	41.1	41.1
Yes	249	58.9	58.9	100.0
Total	423	100.0	100.0	

58.9

Electronic Communication

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	238	56.3	56.3	56.3
Yes	182	43.0	43.0	99.3
Don't Know	2	.5	.5	99.8
Missing	1	.2	.2	100.0
Total	423	100.0	100.0	

43.0

Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	171	40.4	40.4	40.4
Yes	248	58.6	58.6	99.1
Don't Know	1	.2	.2	99.3
Missing	3	.7	.7	100.0
Total	423	100.0	100.0	

58.6

Family and Friends

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	77	18.2	18.2	18.2
Yes	343	81.1	81.1	99.3
Missing	3	.7	.7	100.0
Total	423	100.0	100.0	

81.1

Other Sources of Information

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	370	87.5	87.5	87.5
Actually driving to the schools	1	.2	.2	87.7
Alumni association letters	1	.2	.2	87.9
Alumni newsletters	1	.2	.2	88.2
Books	2	.5	.5	88.7
CBN news (Christian Broadcasting Network)	1	.2	.2	88.9
Children in school	1	.2	.2	89.1
Co-workers	2	.5	.5	89.6
Colleges	1	.2	.2	89.8
Counselors at high school	1	.2	.2	90.1
Different organizations	1	.2	.2	90.3
Direct contact with Oakland University	1	.2	.2	90.5
Direct visits to the campuses	1	.2	.2	90.8
Ed. conferences	1	.2	.2	91.0
Ed. journals	1	.2	.2	91.3
Elementary or high school and the school district	1	.2	.2	91.5
Emails sent at work	1	.2	.2	91.7
From schools	1	.2	.2	92.0
From schools themselves.	1	.2	.2	92.2
General	1	.2	.2	92.4
Graduate students	1	.2	.2	92.7
High School	1	.2	.2	92.9
High school counseling department	1	.2	.2	93.1
High school counselors	2	.5	.5	93.6
High School Counselors	1	.2	.2	93.9
High schools	1	.2	.2	94.1
Input from the school I work at	1	.2	.2	94.3
Library	3	.7	.7	95.0
My job	1	.2	.2	95.3
My own previous experience	1	.2	.2	95.5
OCC	1	.2	.2	95.7
People (contacts) in the educational field	1	.2	.2	96.0
Personal experience	1	.2	.2	96.2
Professional Associations	1	.2	.2	96.5
Professional journals	1	.2	.2	96.7
Professional magazine subscription	1	.2	.2	96.9
School board meetings	1	.2	.2	97.2
School fair	1	.2	.2	97.4
School meetings	1	.2	.2	97.6
Schools	1	.2	.2	97.9
Schools themselves	1	.2	.2	98.1
Schools+students	1	.2	.2	98.3
Talk to older children	1	.2	.2	98.6

Other Sources of Information

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Teacher-from work	1	.2	.2	98.8
Teaching	1	.2	.2	99.1
The high school	1	.2	.2	99.3
Through schools- I teach.	1	.2	.2	99.5
Work	1	.2	.2	99.8
Work info disseminated to me	1	.2	.2	100.0
Total	423	100.0	100.0	

Newspapers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	6	1.4	1.4	1.4
Somewhat Unreliable	35	8.3	8.3	9.7
Somewhat Reliable	273	64.5	64.5	74.2
Very Reliable	82	19.4	19.4	93.6
Don't Know	25	5.9	5.9	99.5
Missing	2	.5	.5	100.0
Total	423	100.0	100.0	

19.4

Radio

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	12	2.8	2.8	2.8
Somewhat Unreliable	33	7.8	7.8	10.6
Somewhat Reliable	265	62.6	62.6	73.3
Very Reliable	68	16.1	16.1	89.4
Don't Know	41	9.7	9.7	99.1
Missing	4	.9	.9	100.0
Total	423	100.0	100.0	

16.1

Television

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	18	4.3	4.3	4.3
Somewhat Unreliable	41	9.7	9.7	13.9
Somewhat Reliable	265	62.6	62.6	76.6
Very Reliable	63	14.9	14.9	91.5
Don't Know	34	8.0	8.0	99.5
Missing	2	.5	.5	100.0
Total	423	100.0	100.0	

14.9

Magazines

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	10	2.4	2.4	2.4
Somewhat Unreliable	25	5.9	5.9	8.3
Somewhat Reliable	247	58.4	58.4	66.7
Very Reliable	91	21.5	21.5	88.2
Don't Know	46	10.9	10.9	99.1
Missing	4	.9	.9	100.0
Total	423	100.0	100.0	

21.5

Direct Mail Sent to Your Home

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	39	9.2	9.2	9.2
Somewhat Unreliable	62	14.7	14.7	23.9
Somewhat Reliable	184	43.5	43.5	67.4
Very Reliable	99	23.4	23.4	90.8
Don't Know	33	7.8	7.8	98.6
Missing	6	1.4	1.4	100.0
Total	423	100.0	100.0	

23.4

Electronic Communication

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	32	7.6	7.6	7.6
Somewhat Unreliable	65	15.4	15.4	22.9
Somewhat Reliable	163	38.5	38.5	61.5
Very Reliable	63	14.9	14.9	76.4
Don't Know	95	22.5	22.5	98.8
Missing	5	1.2	1.2	100.0
Total	423	100.0	100.0	

14.9

Internet

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	18	4.3	4.3	4.3
Somewhat Unreliable	51	12.1	12.1	16.3
Somewhat Reliable	165	39.0	39.0	55.3
Very Reliable	104	24.6	24.6	79.9
Don't Know	77	18.2	18.2	98.1
Missing	8	1.9	1.9	100.0
Total	423	100.0	100.0	

24.6

Family and Friends

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Unreliable	3	.7	.7	.7
Somewhat Unreliable	26	6.1	6.1	6.9
Somewhat Reliable	188	44.4	44.4	51.3
Very Reliable	186	44.0	44.0	95.3
Don't Know	15	3.5	3.5	98.8
Missing	5	1.2	1.2	100.0
Total	423	100.0	100.0	

44.0
 Added
 somewhat &
 very reliable
 & missing

Other Sources of Information

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Somewhat Reliable	10	2.4	18.9	18.9
Very Reliable	42	9.9	79.2	98.1
Don't Know	1	.2	1.9	100.0
Total	53	12.5	100.0	
Missing System	370	87.5		
Total	423	100.0		

79.2

44.4
 44.0
 + 1.2

 89.6