

*Nancy's  
Comments*

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## Introduction

### **Purpose of the Study**

The purpose of this study is to determine the public's awareness of OCC's Culinary/Baking and Hotel/Motel Management programs. In addition, this study seeks to highlight the changes in awareness and image of these programs using data collected from last year in comparison to this year.

### **Methodology**

A stratified sample of 12,000 people between the ages of 18 and 50 was obtained from Practical Political Consulting. Of this sample, Institutional Research compiled 416 completed surveys. Of these 416 surveys, data from 290 surveys was analyzed. The remaining 126 surveys were comprised of respondents who were unaware of any regional schools with culinary arts or hotel/motel curricula. Appendix A contains a copy of the survey used in this study.

## Key Findings

### 2003

- Respondents were primarily Caucasian (83%) and female (74%). The largest number of respondents were in the 40 to 49 year old age group.
- Schoolcraft College was the culinary school mentioned most when asked which school offers culinary and baking programs, with approximately 38% of the total responses mentioned. Oakland Community College was indicated in 22% of responses. This is significant at the 99% level of confidence.
  - Almost 60% of 40 to 49 year olds mentioned Schoolcraft first as having a culinary/baking program and 17% of the same age group mentioned OCC first.
  - In the 30 to 39 year old group, 54% cited Schoolcraft first as having a culinary/baking program and nearly one quarter cited OCC first.
- When asked which college offers hotel/motel/restaurant management programs, 85% of the total responses were “don’t know.” Michigan State University was the college most often cited as having these kinds of programs, at 31%. Oakland Community College was indicated in almost 18% of the responses cited.
  - Almost 54% of 40 to 49 year olds mentioned MSU first as offering programs in hotel/motel/restaurant management; 21% of them mentioned another school first.
  - Almost 28% of 30 to 39 year olds cited OCC first as having a program in hotel/motel/restaurant management; 23% mentioned another school first.
  - Almost 28% of 30 to 39 year olds mentioned OCC first as offering programs in hotel/motel/restaurant management and 23% cited another school first.

Hospitality Public Image and Awareness Study – Respondents 50 and under  
Winter 2004

- Those respondents who knew that OCC offered courses in culinary/baking arts or hotel/motel/restaurant management were asked to rate OCC on several dimensions, comparing them to the other schools which they mentioned previously.
- Seventy-four percent of respondents rated the reputation of OCC as either slightly above average (61%) or far above average (13%). (N=63)
- Sixty-seven percent of respondents ranked the quality of OCC's faculty as slightly above average (60%) or far above average (7%). (N=63)
- Sixty-nine percent of respondents rated the quality of OCC's programs as slightly above average (57%) or far above average (12%). (N=63)
- Forty-seven percent of respondents ranked the reputation of OCC's hospitality program as slightly above average (43%) or far above average (4%). (N=63)

2002 vs. 2003

- The sample was primarily Caucasian for each year: 90% (2002) versus 83% (2003). African Americans made up the second largest ethnic group 4% (2002) versus 8% (2003). The sample was also primarily female 78% (2002) versus 74% (2003).
- For each year, the 40-49 age group had the largest number of respondents: 55% (2002) versus 46% (2003). The second largest number of respondents was in the 30-39 year old age group: 27% (2002) versus 32% (2003).
- The percent mentioning OCC first as a college which offers culinary and baking training decreased from 30% in 2002 to 19% in 2003. This is a statistically significant difference at the .01 level.
- When respondents were asked if they knew OCC had a culinary baking program, 14% in 2002 said "yes" versus 9% in 2003. This is not a statistically significant difference.
- When asked which school has the highest quality culinary baking program, 15% in 2002 said OCC whereas in 2003 it was 13%. This is not a statistically significant difference.

- The percent mentioning OCC first as a college which offers hotel/motel/restaurant management in 2002 was 19% as compared to 8% in 2003. This is a statistically significant decrease at the 99% level of confidence.
- When respondents were asked if they knew OCC had a program in hotel/motel/restaurant management, 10% in 2002 said that they did, versus almost 4% in 2003. This is statistically significant at the .05 level.
- When asked which school has the highest quality hotel/motel/restaurant management program, one person out of 42 mentioned OCC in 2002, but no one mentioned OCC in 2003.
- The percent watching the Food Channel increased from 54% in 2002 to 68% in 2003. This is statistically significant at the 99% level of confidence.
- A higher percentage of people watched the Food Channel within the last 30 days of the survey in 2003 than 2002 among all age groups except 50 year olds.

Age Group	2002	2003
18 to 29 years	7%	11%
30 to 39 years	15%	24%
40 to 49 years	28%	31%
50 years	4%	3%

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- The percent watching HGTV increased from 67% in 2002 to 76% in 2003. This is statistically significant at the 95% level of confidence.
- A higher percent in every age group watched HGTV within the last 30 days of the survey in 2003 than 2002 except 50 year olds.

Age Group	2002	2003
18 to 29 years	9%	11%
30 to 39 years	18%	23%
40 to 49 years	36%	37%
50 years	5%	5%

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Oakland Community College  
Hospitality Public Image and Awareness Study – Respondents 50 and under  
Winter 2004

- The percent employed in the hospitality industry increased from 8% in 2002 to 13% in 2003. This is not statistically significant.

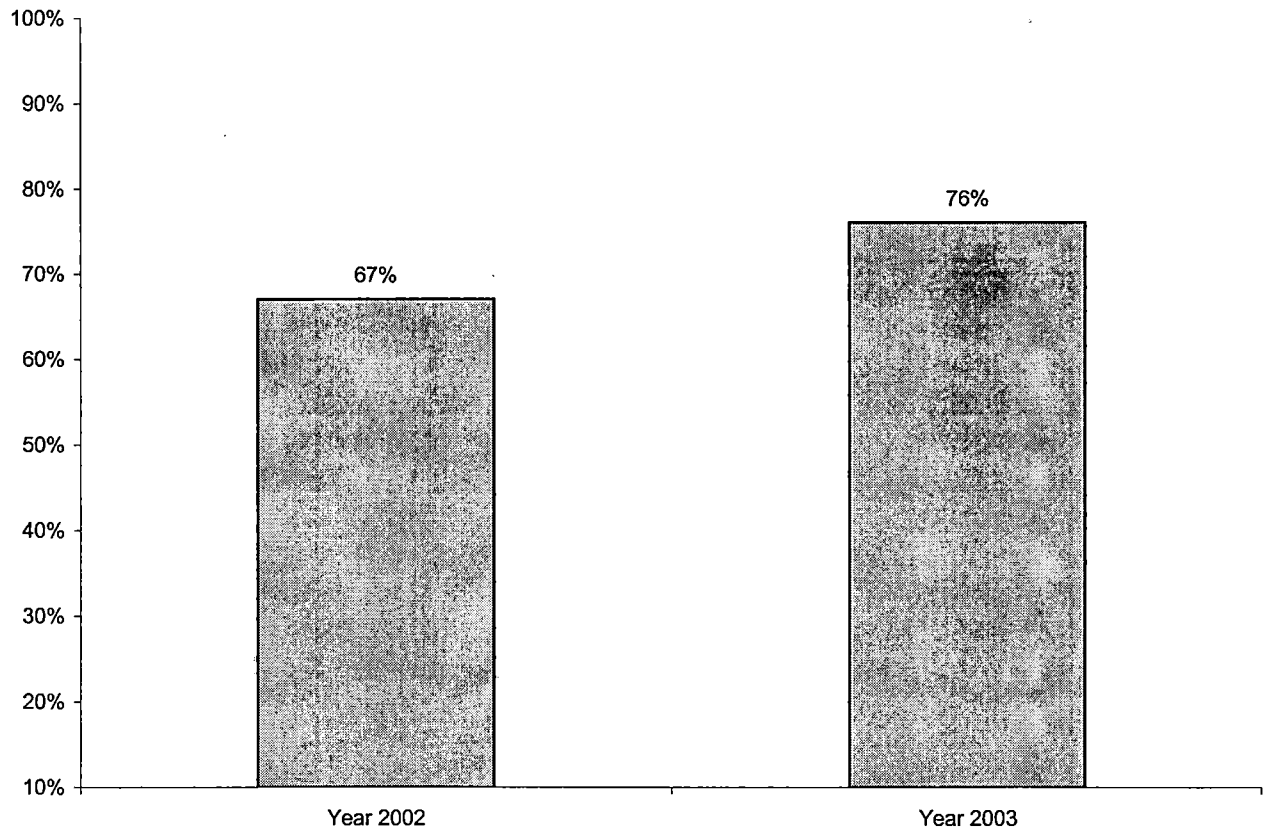
*↑ more up possible consider*

- A higher percent in every age group category worked in the hospitality industry in 2003 than 2002, except for the 50 year old category.

Age Group	2002	2003
18 to 29 years	2%	5%
30 to 39 years	2%	4%
40 to 49 years	3.3%	3.8%
50 years	.5%	.3%

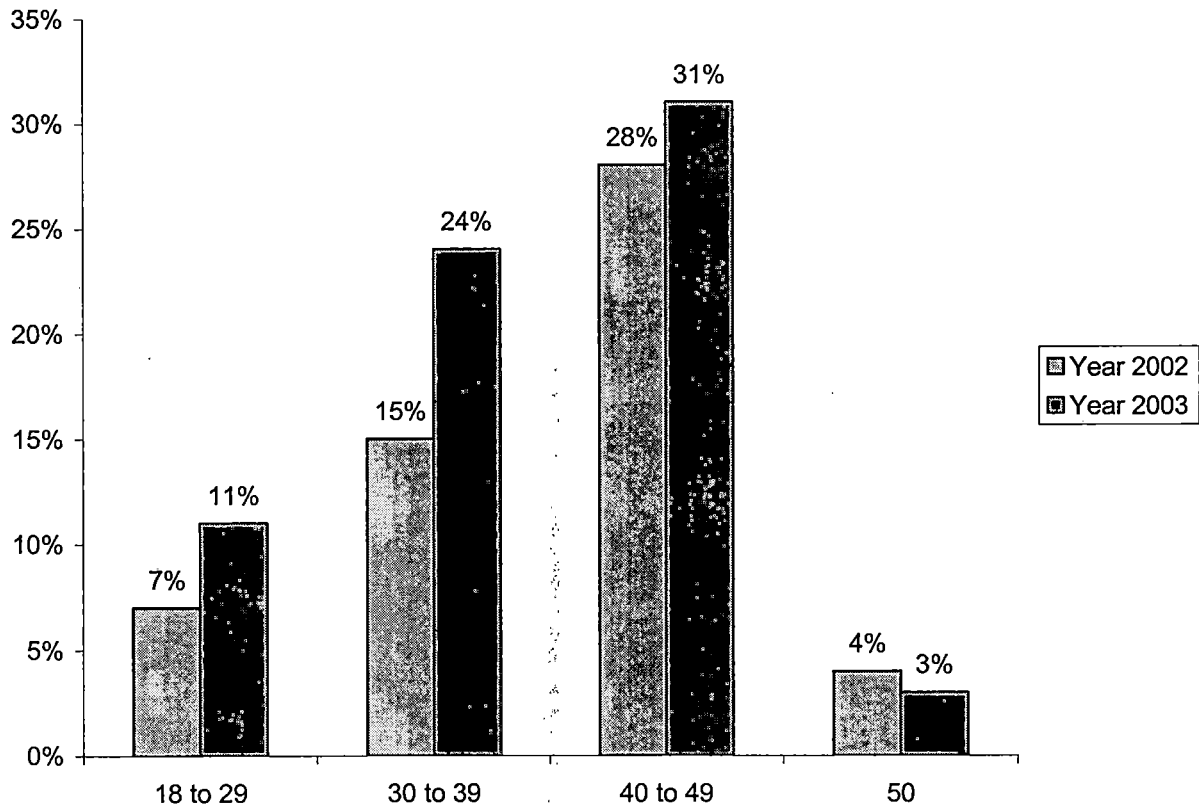
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### HGTV Viewing



- The percent of respondents who viewed HGTV increased by 9% from 2002.

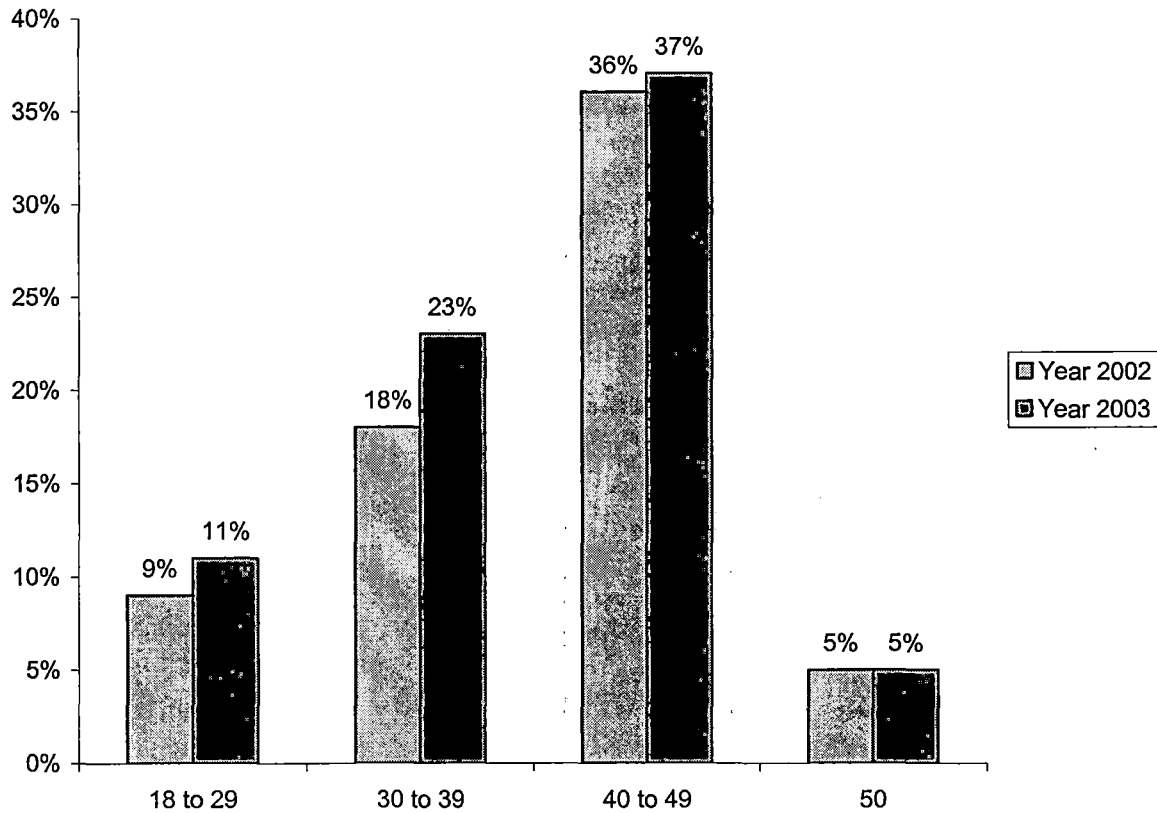
### Food Channel Viewing 2002 vs. 2003 By Age Group



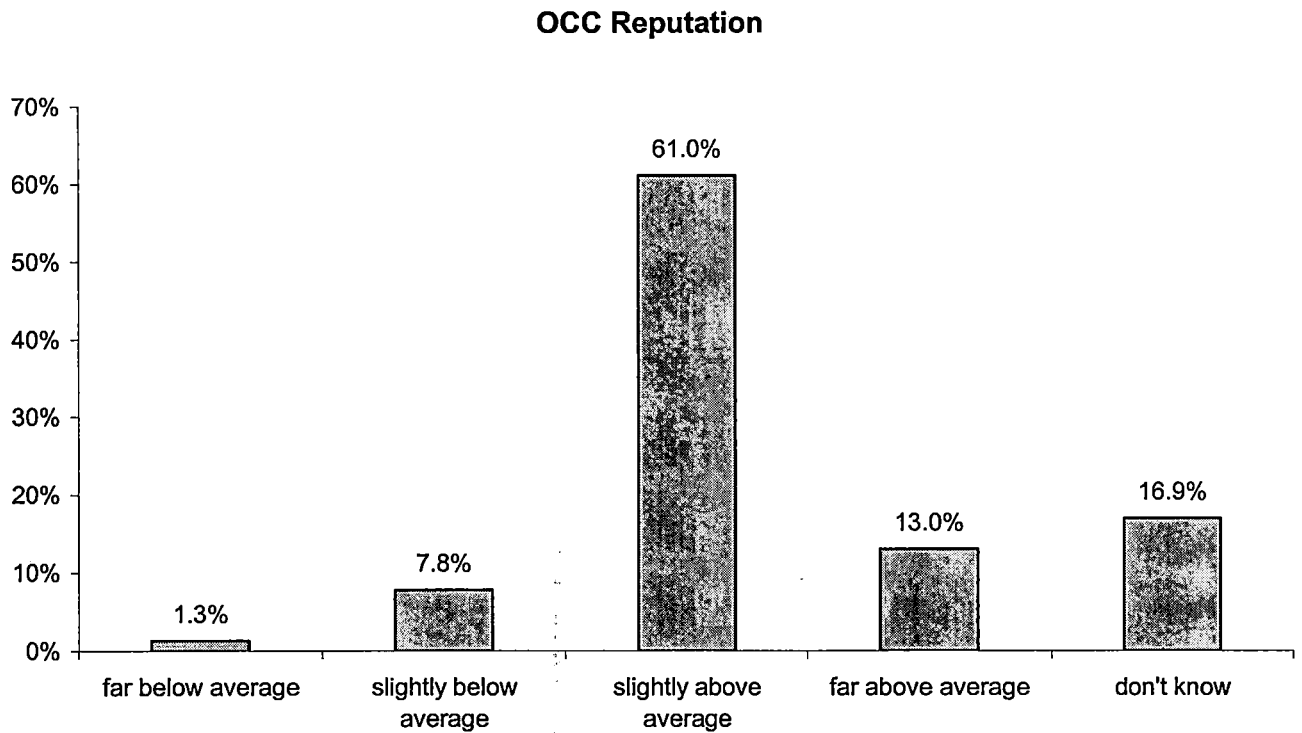
- Food Channel Viewing increased from 2002 to 2003 in every age group except 50 year olds. The largest increase was in 30 to 39 year olds which increased by 9% from 2002 to 2003.



### HGTV Viewing 2002 vs. 2003 By Age Group



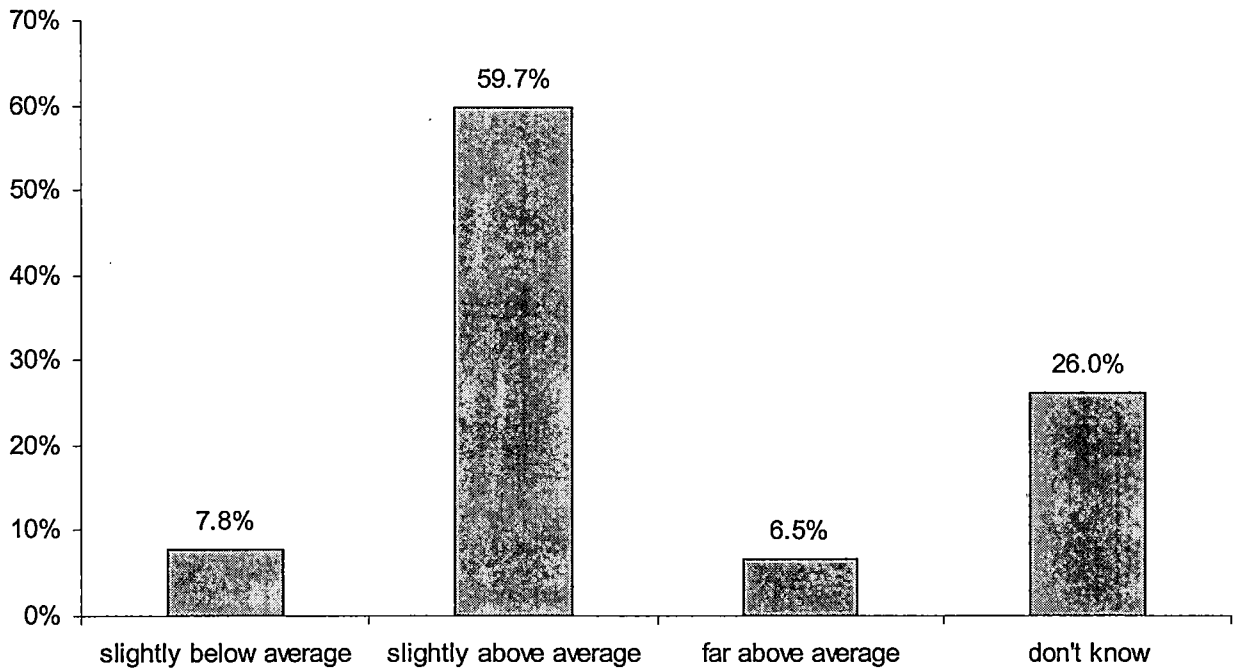
- HGTV viewing increased from 2002 to 2003 in every age group except 50 year olds. The largest increase was in 30 to 39 year olds which increased by 5% from 2002 to 2003.



- Seventy-four percent of respondents rated the reputation of OCC as either slightly above average (61%) or far above average (13%). Seventeen percent did not know about OCC's reputation. (N=63)

*said they when asked*

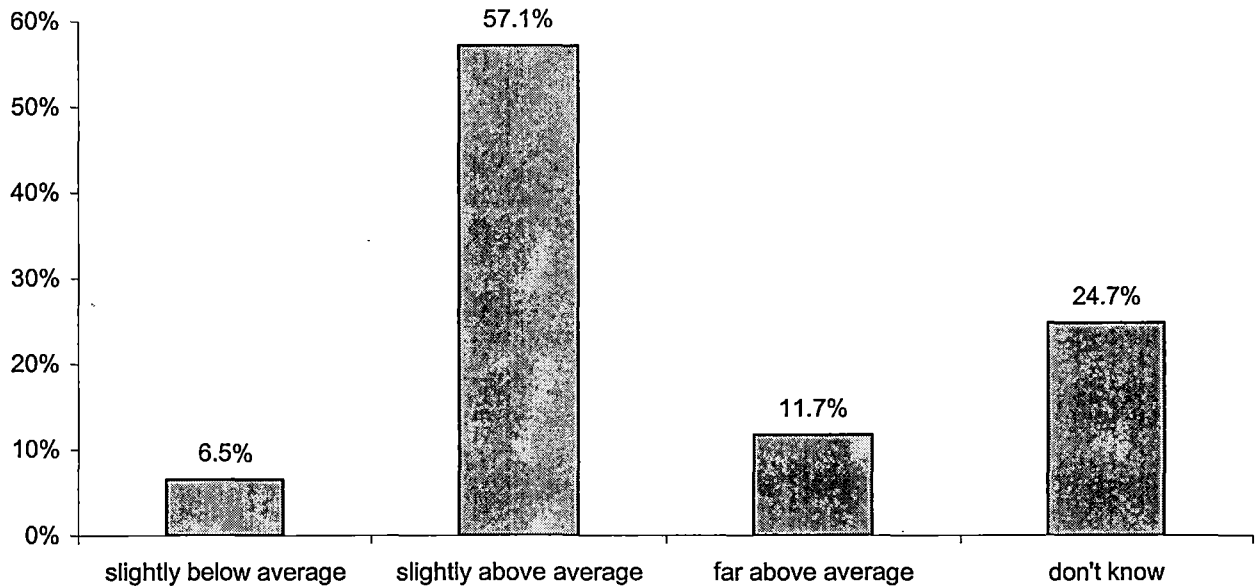
### Quality of OCC Faculty



- Sixty-seven percent of respondents ranked the quality of OCC's faculty as slightly above average (60%) or far above average (7%). *However a sizable portion (26%)* Twenty-six percent did not know about the quality of OCC's faculty. (N=63)

*were not knowledgeable about the quality of OCC's faculty.*

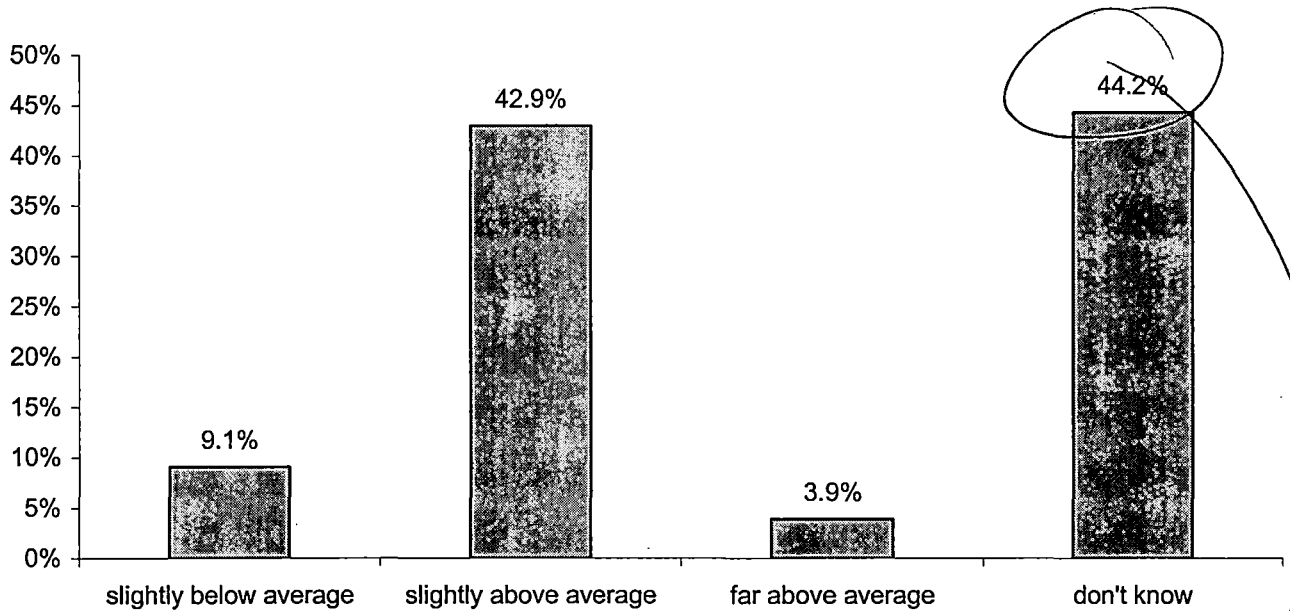
### Quality of Programs



- Sixty-nine percent of respondents rated the quality of OCC's programs as slightly above average (57%) or far above average (12%). Twenty-five percent did not know about the quality of programs at OCC. (N=63)

*nearly one quarter of respondents were unfamiliar with*

### Reputation of OCC's Hospitality Program



- Forty-seven percent of respondents ranked the reputation of OCC's hospitality program as slightly above average (43%) or far above average (4%). Forty-four percent did not know about the reputation of OCC's Hospitality Program. (N=63)

*This is really large - need to say something...*

Statistics

		have you watched food channel in last 30 days?	have you watched hgtv in last 30 days?	do you currently work in hospitality industry?	first - which colleges or institutions offer culinary/baking training?	second - which colleges or institutions offer culinary/baking training?	third - which colleges or institutions offer culinary/baking training?
N	Valid	284	288	290	264	113	30
	Missing	6	2	0	26	177	260

Statistics

		fourth - which colleges or institutions offer culinary/baking training?	which school has the highest quality cul/baker program?	Reputation of college?	Quality of faculty?	Quality of program	Reputation of hospitality program?
N	Valid	7	93	214	182	213	173
	Missing	283	197	76	108	77	117

Statistics

		first - which colleges or institutions offer hotel/motel/restaurant mgmt?	second - which colleges or institutions offer hotel/motel/restaurant mgmt?	third - which colleges or institutions offer hotel/motel/restaurant mgmt?	fourth - which colleges or institutions offer hotel/motel/restaurant mgmt?	which school has the highest quality hotel/motel/restaurant mgmt program?	Reputation of college?
N	Valid	128	42	15	5	29	100
	Missing	162	248	275	285	261	190

Statistics

		Quality of faculty?	Quality of program	Reputation of hospitality program?	did you know that occ offers courses in culinary arts & bakery fields?	did you know that occ offers courses in hotel/motel & restaurant mgmt?	OCC - reputation of college
N	Valid	94	94	83	192	256	64
	Missing	196	196	207	98	34	226

Statistics

		OCC - quality of faculty?	OCC - quality of program	OCC - reputation of hospitality program?	what is the highest level of education completed?	what is ethnicity	gender
N	Valid	57	58	43	290	285	288
	Missing	233	232	247	0	5	2

Statistics

		respondent's birthyear	AGEGROUP
N	Valid	219	290
	Missing	71	0

Frequency Table

have you watched food channel in last 30 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	90	31.0	31.7	31.7
	yes	194	66.9	68.3	100.0
	Total	284	97.9	100.0	
Missing	missing	6	2.1		
Total		290	100.0		

have you watched hgtv in last 30 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	70	24.1	24.3	24.3
	yes	218	75.2	75.7	100.0
	Total	288	99.3	100.0	
Missing	missing	2	.7		
Total		290	100.0		

do you currently work in hospitality industry?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	253	87.2	87.2	87.2
yes	37	12.8	12.8	100.0
Total	290	100.0	100.0	

first - which colleges or institutions offer culinary/baking training?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid central michigan university	1	.3	.4	.4
henry ford cc	4	1.4	1.5	1.9
macomb cc	28	9.7	10.6	12.5
michigan state university	5	1.7	1.9	14.4
occ	56	19.3	21.2	35.6
schoolcraft	147	50.7	55.7	91.3
other	23	7.9	8.7	100.0
Total	264	91.0	100.0	
Missing don't know	26	9.0		
Total	290	100.0		

second - which colleges or institutions offer culinary/baking training?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid henry ford cc	8	2.8	7.1	7.1
macomb cc	8	2.8	7.1	14.2
michigan state university	6	2.1	5.3	19.5
occ	34	11.7	30.1	49.6
schoolcraft	21	7.2	18.6	68.1
washtenaw cc	1	.3	.9	69.0
other	35	12.1	31.0	100.0
Total	113	39.0	100.0	
Missing System	177	61.0		
Total	290	100.0		

third - which colleges or institutions offer culinary/baking training?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid henry ford cc	1	.3	3.3	3.3
macomb cc	7	2.4	23.3	26.7
michigan state university	3	1.0	10.0	36.7
occ	6	2.1	20.0	56.7
schoolcraft	1	.3	3.3	60.0
other	12	4.1	40.0	100.0
Total	30	10.3	100.0	
Missing System	260	89.7		
Total	290	100.0		



fourth - which colleges or institutions offer culinary/baking training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.3	14.3	14.3
	other	6	2.1	85.7	100.0
	Total	7	2.4	100.0	
Missing	System	283	97.6		
Total		290	100.0		

which school has the highest quality cul/baker program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.3	1.1	1.1
	macomb cc	10	3.4	10.8	11.8
	michigan state university	3	1.0	3.2	15.1
	occ	15	5.2	16.1	31.2
	schoolcraft	50	17.2	53.8	84.9
	washtenaw cc	1	.3	1.1	86.0
	other	13	4.5	14.0	100.0
	Total	93	32.1	100.0	
Missing	don't know	20	6.9		
	System	177	61.0		
	Total	197	67.9		
Total		290	100.0		

Reputation of college?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	5	1.7	2.3	2.3
	slightly above average	108	37.2	50.5	52.8
	far above average	101	34.8	47.2	100.0
	Total	214	73.8	100.0	
Missing	don't know	29	10.0		
	missing	1	.3		
	System	46	15.9		
	Total	76	26.2		
Total		290	100.0		

Quality of faculty?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	8	2.8	4.4	4.4
	slightly above average	102	35.2	56.0	60.4
	far above average	72	24.8	39.6	100.0
	Total	182	62.8	100.0	
Missing	don't know	61	21.0		
	missing	1	.3		
	System	46	15.9		
	Total	108	37.2		
Total		290	100.0		

Quality of program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	4	1.4	1.9	1.9
	slightly above average	98	33.8	46.0	47.9
	far above average	111	38.3	52.1	100.0
	Total	213	73.4	100.0	
Missing	don't know	30	10.3		
	missing	1	.3		
	System	46	15.9		
	Total	77	26.6		
Total		290	100.0		

Reputation of hospitality program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	9	3.1	5.2	5.2
	slightly above average	86	29.7	49.7	54.9
	far above average	78	26.9	45.1	100.0
	Total	173	59.7	100.0	
Missing	don't know	70	24.1		
	missing	1	.3		
	System	46	15.9		
	Total	117	40.3		
Total		290	100.0		

first - which colleges or institutions offer hotel/motel/restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	baker college owosso	2	.7	1.6	1.6
	central michigan university	4	1.4	3.1	4.7
	ferris state university	2	.7	1.6	6.3
	henry ford cc	2	.7	1.6	7.8
	macomb cc	4	1.4	3.1	10.9
	michigan state university	50	17.2	39.1	50.0
	occ	22	7.6	17.2	67.2
	schoolcraft	15	5.2	11.7	78.9
	other	27	9.3	21.1	100.0
	Total	128	44.1	100.0	
Missing	don't know	162	55.9		
Total		290	100.0		

**second - which colleges or institutions offer hotel/motel/restaurant mgmt?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	2	.7	4.8	4.8
	henry ford cc	4	1.4	9.5	14.3
	macomb cc	1	.3	2.4	16.7
	michigan state university	7	2.4	16.7	33.3
	occ	9	3.1	21.4	54.8
	schoolcraft	6	2.1	14.3	69.0
	other	13	4.5	31.0	100.0
	Total	42	14.5	100.0	
Missing	System	248	85.5		
Total		290	100.0		

**third - which colleges or institutions offer hotel/motel/restaurant mgmt?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	1	.3	6.7	6.7
	macomb cc	3	1.0	20.0	26.7
	michigan state university	2	.7	13.3	40.0
	occ	2	.7	13.3	53.3
	schoolcraft	1	.3	6.7	60.0
	other	6	2.1	40.0	100.0
	Total	15	5.2	100.0	
Missing	System	275	94.8		
Total		290	100.0		

**fourth - which colleges or institutions offer hotel/motel/restaurant mgmt?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	monroe cc	1	.3	20.0	20.0
	occ	1	.3	20.0	40.0
	other	3	1.0	60.0	100.0
	Total	5	1.7	100.0	
Missing	System	285	98.3		
Total		290	100.0		

which school has the highest quality hotel/motel/restaurant mgmt program?

2003

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	baker college owosso	1	.3	3.4	3.4
	central michigan university	1	.3	3.4	6.9
	macomb cc	1	.3	3.4	10.3
	michigan state university	13	4.5	44.8	55.2
	schoolcraft	3	1.0	10.3	65.5
	other	10	3.4	34.5	100.0
	Total	29	10.0	100.0	
Missing	don't know	13	4.5		
	System	248	85.5		
	Total	261	90.0		
Total		290	100.0		

Reputation of college?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	7	2.4	7.0	7.0
	slightly above average	50	17.2	50.0	57.0
	far above average	43	14.8	43.0	100.0
	Total	100	34.5	100.0	
Missing	don't know	14	4.8		
	System	176	60.7		
	Total	190	65.5		
Total		290	100.0		

Quality of faculty?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	7	2.4	7.4	7.4
	slightly above average	58	20.0	61.7	69.1
	far above average	29	10.0	30.9	100.0
	Total	94	32.4	100.0	
Missing	don't know	21	7.2		
	System	175	60.3		
	Total	196	67.6		
Total		290	100.0		

Quality of program

2003

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.3	1.1	1.1
	slightly below average	3	1.0	3.2	4.3
	slightly above average	50	17.2	53.2	57.4
	far above average	40	13.8	42.6	100.0
	Total	94	32.4	100.0	
Missing	don't know	21	7.2		
	System	175	60.3		
	Total	196	67.6		
Total		290	100.0		

Reputation of hospitality program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	5	1.7	6.0	6.0
	slightly above average	45	15.5	54.2	60.2
	far above average	33	11.4	39.8	100.0
	Total	83	28.6	100.0	
Missing	don't know	32	11.0		
	System	175	60.3		
	Total	207	71.4		
Total		290	100.0		

did you know that occ offers courses in culinary arts & bakery fields?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	175	60.3	91.1	91.1
	yes	17	5.9	8.9	100.0
	Total	192	66.2	100.0	
Missing	missing	1	.3		
	System	97	33.4		
	Total	98	33.8		
Total		290	100.0		

did you know that occ offers courses in hotel/motel & restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	247	85.2	96.5	96.5
	yes	9	3.1	3.5	100.0
	Total	256	88.3	100.0	
Missing	System	34	11.7		
Total		290	100.0		

OCC - reputation of college

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.3	1.6	1.6
	slightly below average	6	2.1	9.4	10.9
	slightly above average	47	16.2	73.4	84.4
	far above average	10	3.4	15.6	100.0
	Total	64	22.1	100.0	
Missing	don't know	13	4.5		
	missing	14	4.8		
	System	199	68.6		
	Total	226	77.9		
Total		290	100.0		

yes these figures ok  
~~reputation of college~~  
 slightly 73%  
 far above 16%  
 89

OCC - quality of faculty?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	6	2.1	10.5	10.5
	slightly above average	46	15.9	80.7	91.2
	far above average	5	1.7	8.8	100.0
	Total	57	19.7	100.0	
Missing	don't know	20	6.9		
	missing	14	4.8		
	System	199	68.6		
	Total	233	80.3		
Total		290	100.0		

quality of faculty?  
~~slightly 81%  
 far above 9%~~

OCC - quality of program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	5	1.7	8.6	8.6
	slightly above average	44	15.2	75.9	84.5
	far above average	9	3.1	15.5	100.0
	Total	58	20.0	100.0	
Missing	don't know	19	6.6		
	missing	14	4.8		
	System	199	68.6		
	Total	232	80.0		
Total		290	100.0		

quality of program  
~~slightly above 76%  
 far above 16%  
 92~~

OCC - reputation of hospitality program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	7	2.4	16.3	16.3
	slightly above average	33	11.4	76.7	93.0
	far above average	3	1.0	7.0	100.0
	Total	43	14.8	100.0	
Missing	don't know	34	11.7		
	missing	14	4.8		
	System	199	68.6		
	Total	247	85.2		
Total		290	100.0		

2003  
~~reputation of hosp program~~  
 slightly above 77%  
 far above 7%

what is the highest level of education completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than high school	4	1.4	1.4	1.4
	high school diploma	43	14.8	14.8	16.2
	some college	68	23.4	23.4	39.7
	college - associates degree	32	11.0	11.0	50.7
	college - bachelors degree	91	31.4	31.4	82.1
	college - masters or higher	46	15.9	15.9	97.9
	other	6	2.1	2.1	100.0
	Total	290	100.0	100.0	

what is ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	caucasian	240	82.8	84.2	84.2
	african american	24	8.3	8.4	92.6
	hispanic	3	1.0	1.1	93.7
	native american	1	.3	.4	94.0
	asian	2	.7	.7	94.7
	multicultural	8	2.8	2.8	97.5
	other	7	2.4	2.5	100.0
	Total	285	98.3	100.0	
Missing	don't know/refused	5	1.7		
Total		290	100.0		

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	76	26.2	26.4	26.4
	female	212	73.1	73.6	100.0
	Total	288	99.3	100.0	
Missing	missing	2	.7		
Total		290	100.0		

respondent's birthyear

2003

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	53	9	3.1	4.1	4.1
	54	5	1.7	2.3	6.4
	55	9	3.1	4.1	10.5
	56	12	4.1	5.5	16.0
	57	13	4.5	5.9	21.9
	58	13	4.5	5.9	27.9
	59	11	3.8	5.0	32.9
	60	16	5.5	7.3	40.2
	61	6	2.1	2.7	42.9
	62	8	2.8	3.7	46.6
	63	7	2.4	3.2	49.8
	64	13	4.5	5.9	55.7
	65	8	2.8	3.7	59.4
	66	6	2.1	2.7	62.1
	67	10	3.4	4.6	66.7
	68	7	2.4	3.2	69.9
	69	6	2.1	2.7	72.6
	70	5	1.7	2.3	74.9
	71	12	4.1	5.5	80.4
	72	8	2.8	3.7	84.0
	73	2	.7	.9	84.9
	74	4	1.4	1.8	86.8
	75	4	1.4	1.8	88.6
	76	1	.3	.5	89.0
	77	1	.3	.5	89.5
	78	5	1.7	2.3	91.8
	79	1	.3	.5	92.2
	80	4	1.4	1.8	94.1
	81	2	.7	.9	95.0
	82	3	1.0	1.4	96.3
	83	3	1.0	1.4	97.7
	84	3	1.0	1.4	99.1
	85	2	.7	.9	100.0
	Total	219	75.5	100.0	
Missing	System	71	24.5		
Total		290	100.0		

AGEGROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	49	16.9	16.9	16.9
	30-39	93	32.1	32.1	49.0
	40-49	132	45.5	45.5	94.5
	50	16	5.5	5.5	100.0
	Total	290	100.0	100.0	



Statistics

		have you watched food channel in last 30 days?	have you watched hgtv in last 30 days?	do you currently work in hospitality industry?	first - which colleges or institutions offer culinary/baking training?	second - which colleges or institutions offer culinary/baking training?	third - which colleges or institutions offer culinary/baking training?
N	Valid	208	211	211	183	57	7
	Missing	7	4	4	32	158	208

Statistics

		fourth - which colleges or institutions offer culinary/baking training?	which school has the highest quality cul/baker program?	Reputation of college?	Quality of faculty?	Quality of program	Reputation of hospitality program?
N	Valid	2	41	137	102	129	89
	Missing	213	174	78	113	86	126

Statistics

		first - which colleges or institutions offer hotel/motel/restaurant mgmt?	second - which colleges or institutions offer hotel/motel/restaurant mgmt?	third - which colleges or institutions offer hotel/motel/restaurant mgmt?	fourth - which colleges or institutions offer hotel/motel/restaurant mgmt?	which school has the highest quality hotel/motel/restaurant mgmt program?	Reputation of college?
N	Valid	119	28	9	3	19	93
	Missing	96	187	206	212	196	122

Statistics

		Quality of faculty?	Quality of program	Reputation of hospitality program?	did you know that occ offers courses in culinary arts & bakery fields?	did you know that occ offers courses in hotel/motel & restaurant mgmt?	OCC - reputation of college
N	Valid	76	88	73	132	187	27
	Missing	139	127	142	83	28	188

Statistics

		OCC - quality of faculty?	OCC - quality of program	OCC - reputation of hospitality program?	what is the highest level of education completed?	what is ethnicity	gender
N	Valid	23	25	18	213	211	214
	Missing	192	190	197	2	4	1

Statistics

		respondent's birthyear	AGEGROUP
N	Valid	215	215
	Missing	0	0

Frequency Table

have you watched food channel in last 30 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	95	44.2	45.7	45.7
	yes	113	52.6	54.3	100.0
	Total	208	96.7	100.0	
Missing	missing	7	3.3		
Total		215	100.0		

have you watched hgtv in last 30 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	70	32.6	33.2	33.2
	yes	141	65.6	66.8	100.0
	Total	211	98.1	100.0	
Missing	missing	4	1.9		
Total		215	100.0		

do you currently work in hospitality industry?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	195	90.7	92.4	92.4
	yes	16	7.4	7.6	100.0
	Total	211	98.1	100.0	
Missing	missing	4	1.9		
Total		215	100.0		

first - which colleges or institutions offer culinary/baking training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.5	.5	.5
	macomb cc	6	2.8	3.3	3.8
	michigan state university	8	3.7	4.4	8.2
	mott cc	1	.5	.5	8.7
	occ	55	25.6	30.1	38.8
	schoolcraft	96	44.7	52.5	91.3
	washtenaw cc	1	.5	.5	91.8
	other	15	7.0	8.2	100.0
	Total	183	85.1	100.0	
	Missing	don't know	32	14.9	
Total		215	100.0		

second - which colleges or institutions offer culinary/baking training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.5	1.8	1.8
	macomb cc	2	.9	3.5	5.3
	michigan state university	5	2.3	8.8	14.0
	occ	26	12.1	45.6	59.6
	schoolcraft	15	7.0	26.3	86.0
	other	8	3.7	14.0	100.0
	Total	57	26.5	100.0	
Missing	System	158	73.5		
Total		215	100.0		

third - which colleges or institutions offer culinary/baking training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	macomb cc	1	.5	14.3	14.3
	michigan state university	2	.9	28.6	42.9
	occ	2	.9	28.6	71.4
	other	2	.9	28.6	100.0
	Total	7	3.3	100.0	
Missing	System	208	96.7		
Total		215	100.0		

**fourth - which colleges or institutions offer culinary/baking training?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	occ	1	.5	50.0	50.0
	other	1	.5	50.0	100.0
	Total	2	.9	100.0	
Missing	System	213	99.1		
Total		215	100.0		

**which school has the highest quality cul/baker program?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	macomb cc	1	.5	2.4	2.4
	michigan state university	1	.5	2.4	4.9
	occ	6	2.8	14.6	19.5
	schoolcraft	30	14.0	73.2	92.7
	other	3	1.4	7.3	100.0
	Total	41	19.1	100.0	
Missing	don't know	14	6.5		
	missing	1	.5		
	System	159	74.0		
Total	Total	174	80.9		
Total		215	100.0		

**Reputation of college?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	.7	.7
	slightly below average	5	2.3	3.6	4.4
	slightly above average	82	38.1	59.9	64.2
	far above average	49	22.8	35.8	100.0
	Total	137	63.7	100.0	
Missing	don't know	22	10.2		
	missing	2	.9		
	System	54	25.1		
Total	Total	78	36.3		
Total		215	100.0		

**Quality of faculty?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	1.0	1.0
	slightly below average	2	.9	2.0	2.9
	slightly above average	58	27.0	56.9	59.8
	far above average	41	19.1	40.2	100.0
	Total	102	47.4	100.0	
Missing	don't know	58	27.0		
	missing	1	.5		
	System	54	25.1		
	Total	113	52.6		
Total		215	100.0		

**Quality of program**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	.8	.8
	slightly below average	3	1.4	2.3	3.1
	slightly above average	74	34.4	57.4	60.5
	far above average	51	23.7	39.5	100.0
	Total	129	60.0	100.0	
Missing	don't know	31	14.4		
	missing	1	.5		
	System	54	25.1		
	Total	86	40.0		
Total		215	100.0		

**Reputation of hospitality program?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	1.1	1.1
	slightly below average	2	.9	2.2	3.4
	slightly above average	51	23.7	57.3	60.7
	far above average	35	16.3	39.3	100.0
	Total	89	41.4	100.0	
Missing	don't know	71	33.0		
	missing	1	.5		
	System	54	25.1		
	Total	126	58.6		
Total		215	100.0		

first - which colleges or institutions offer hotel/motel/restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	baker college owosso	3	1.4	2.5	2.5
	central michigan university	2	.9	1.7	4.2
	ferris state university	2	.9	1.7	5.9
	henry ford cc	1	.5	.8	6.7
	lansing cc	1	.5	.8	7.6
	michigan state university	54	25.1	45.4	52.9
	occ	23	10.7	19.3	72.3
	schoolcraft	12	5.6	10.1	82.4
	washtenaw cc	2	.9	1.7	84.0
	other	19	8.8	16.0	100.0
	Total	119	55.3	100.0	
Missing	don't know	95	44.2		
	missing	1	.5		
	Total	96	44.7		
Total		215	100.0		

second - which colleges or institutions offer hotel/motel/restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	1	.5	3.6	3.6
	ferris state university	1	.5	3.6	7.1
	macomb cc	1	.5	3.6	10.7
	michigan state university	8	3.7	28.6	39.3
	occ	5	2.3	17.9	57.1
	schoolcraft	5	2.3	17.9	75.0
	other	7	3.3	25.0	100.0
	Total	28	13.0	100.0	
Missing	System	187	87.0		
Total		215	100.0		

third - which colleges or institutions offer hotel/motel/restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	1	.5	11.1	11.1
	henry ford cc	1	.5	11.1	22.2
	michigan state university	1	.5	11.1	33.3
	schoolcraft	2	.9	22.2	55.6
	washtenaw cc	1	.5	11.1	66.7
	other	3	1.4	33.3	100.0
	Total	9	4.2	100.0	
Missing	System	206	95.8		
Total		215	100.0		

fourth - which colleges or institutions offer hotel/motel/restaurant mgmt?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid other	3	1.4	100.0	100.0
Missing System	212	98.6		
Total	215	100.0		

which school has the highest quality hotel/motel/restaurant mgmt program?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid baker college owosso	1	.5	5.3	5.3
central michigan university	1	.5	5.3	10.5
michigan state university	8	3.7	42.1	52.6
occ	1	.5	5.3	57.9
schoolcraft	3	1.4	15.8	73.7
other	5	2.3	26.3	100.0
Total	19	8.8	100.0	
Missing don't know	9	4.2		
System	187	87.0		
Total	196	91.2		
Total	215	100.0		

Reputation of college?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid far below average	1	.5	1.1	1.1
slightly below average	2	.9	2.2	3.2
slightly above average	49	22.8	52.7	55.9
far above average	41	19.1	44.1	100.0
Total	93	43.3	100.0	
Missing don't know	13	6.0		
missing	1	.5		
System	108	50.2		
Total	122	56.7		
Total	215	100.0		

Quality of faculty?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid far below average	2	.9	2.6	2.6
slightly below average	3	1.4	3.9	6.6
slightly above average	39	18.1	51.3	57.9
far above average	32	14.9	42.1	100.0
Total	76	35.3	100.0	
Missing don't know	30	14.0		
missing	1	.5		
System	108	50.2		
Total	139	64.7		
Total	215	100.0		

Quality of program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	1.1	1.1
	slightly below average	4	1.9	4.5	5.7
	slightly above average	40	18.6	45.5	51.1
	far above average	43	20.0	48.9	100.0
	Total	88	40.9	100.0	
Missing	don't know	18	8.4		
	missing	1	.5		
	System	108	50.2		
	Total	127	59.1		
Total		215	100.0		

Reputation of hospitality program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	1.4	1.4
	slightly below average	3	1.4	4.1	5.5
	slightly above average	39	18.1	53.4	58.9
	far above average	30	14.0	41.1	100.0
	Total	73	34.0	100.0	
Missing	don't know	33	15.3		
	missing	1	.5		
	System	108	50.2		
	Total	142	66.0		
Total		215	100.0		

did you know that occ offers courses in culinary arts & bakery fields?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	113	52.6	85.6	85.6
	yes	19	8.8	14.4	100.0
	Total	132	61.4	100.0	
Missing	System	83	38.6		
Total		215	100.0		

did you know that occ offers courses in hotel/motel & restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	169	78.6	90.4	90.4
	yes	18	8.4	9.6	100.0
	Total	187	87.0	100.0	
Missing	System	28	13.0		
Total		215	100.0		



**OCC - reputation of college**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	3.7	3.7
	slightly below average	2	.9	7.4	11.1
	slightly above average	18	8.4	66.7	77.8
	far above average	6	2.8	22.2	100.0
	Total	27	12.6	100.0	
Missing	don't know	6	2.8		
	missing	4	1.9		
	System	178	82.8		
	Total	188	87.4		
Total		215	100.0		

**OCC - quality of faculty?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	4.3	4.3
	slightly below average	2	.9	8.7	13.0
	slightly above average	15	7.0	65.2	78.3
	far above average	5	2.3	21.7	100.0
	Total	23	10.7	100.0	
Missing	don't know	10	4.7		
	missing	4	1.9		
	System	178	82.8		
	Total	192	89.3		
Total		215	100.0		

**OCC - quality of program**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	4.0	4.0
	slightly below average	3	1.4	12.0	16.0
	slightly above average	16	7.4	64.0	80.0
	far above average	5	2.3	20.0	100.0
	Total	25	11.6	100.0	
Missing	don't know	8	3.7		
	missing	4	1.9		
	System	178	82.8		
	Total	190	88.4		
Total		215	100.0		

OCC - reputation of hospitality program?

2002

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	5.6	5.6
	slightly below average	1	.5	5.6	11.1
	slightly above average	13	6.0	72.2	83.3
	far above average	3	1.4	16.7	100.0
	Total	18	8.4	100.0	
Missing	don't know	15	7.0		
	missing	4	1.9		
	System Total	178	82.8		
Total		197	91.6		
Total		215	100.0		

what is the highest level of education completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than high school	1	.5	.5	.5
	high school diploma	23	10.7	10.8	11.3
	some college	54	25.1	25.4	36.6
	college - associates degree	24	11.2	11.3	47.9
	college - bachelors degree	76	35.3	35.7	83.6
	college - masters or higher	34	15.8	16.0	99.5
	other	1	.5	.5	100.0
	Total	213	99.1	100.0	
Missing	don't know/refused	2	.9		
Total		215	100.0		

what is ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	caucasian	191	88.8	90.5	90.5
	african american	8	3.7	3.8	94.3
	hispanic	3	1.4	1.4	95.7
	asian	1	.5	.5	96.2
	multicultural	2	.9	.9	97.2
	other	6	2.8	2.8	100.0
	Total	211	98.1	100.0	
Missing	don't know/refused	4	1.9		
Total		215	100.0		

2002

gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	47	21.9	22.0	22.0
female	167	77.7	78.0	100.0
Total	214	99.5	100.0	
Missing missing	1	.5		
Total	215	100.0		

respondent's birthyear

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 52	15	7.0	7.0	7.0
53	9	4.2	4.2	11.2
54	10	4.7	4.7	15.8
55	13	6.0	6.0	21.9
56	9	4.2	4.2	26.0
57	7	3.3	3.3	29.3
58	11	5.1	5.1	34.4
59	18	8.4	8.4	42.8
60	11	5.1	5.1	47.9
61	16	7.4	7.4	55.3
62	14	6.5	6.5	61.9
63	9	4.2	4.2	66.0
64	4	1.9	1.9	67.9
65	9	4.2	4.2	72.1
66	4	1.9	1.9	74.0
67	5	2.3	2.3	76.3
68	11	5.1	5.1	81.4
69	4	1.9	1.9	83.3
70	5	2.3	2.3	85.6
71	4	1.9	1.9	87.4
72	2	.9	.9	88.4
73	4	1.9	1.9	90.2
74	4	1.9	1.9	92.1
75	5	2.3	2.3	94.4
76	7	3.3	3.3	97.7
77	2	.9	.9	98.6
78	1	.5	.5	99.1
81	1	.5	.5	99.5
82	1	.5	.5	100.0
Total	215	100.0	100.0	

AGEGROUP

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-29	25	11.6	11.6	11.6
30-39	57	26.5	26.5	38.1
40-49	118	54.9	54.9	93.0
50	15	7.0	7.0	100.0
Total	215	100.0	100.0	

Survey No. \_\_\_\_\_

**2003 Hospitality Public Awareness and Image Survey**

**INTERVIEWER: ENTER BELOW AFTER  
SURVEY COMPLETED.**

Name: \_\_\_\_\_  
Phone No: \_\_\_\_\_

Interviewer Name: \_\_\_\_\_

Date: \_\_\_\_\_

---

Hello, my name is \_\_\_\_\_, and I'm calling from the Oakland Center for Social Research. May I please speak to       (name listed)       ?

**IF PERSON IS AVAILABLE, PROCEED TO PAGE 2. IF THE PERSON IS NOT AVAILABLE, READ THE NEXT QUESTION.**

Is there anyone else in your household between the ages of 18 and 50?

**IF "YES" START THE INTRODUCTION AGAIN WHEN THE OTHER PERSON COMES TO THE PHONE AND READ THE NEXT QUESTION. IF "NO", THANK AND TERMINATE.**

What is your name and age?

**WRITE NAME AND AGE.**

Name: \_\_\_\_\_

Age: \_\_\_\_\_

**We're conducting a study about the public's awareness of educational and training choices in the culinary and food management industry. Would you please take a few minutes to answer some brief questions? For your information, this call may be monitored for training purposes.**

**(SCREENING QUESTIONS)**

**IF THE ANSWER TO QUESTIONS 1, 2, OR 3 IS "YES," CONTINUE. IF THE ANSWER TO ALL OF THE BELOW QUESTIONS IS "NO," THANK AND TERMINATE.**

1. First, within the last 30 days, have you watched the Food Network on cable television?

0 No

1 Yes

88 *Don't Know*

99 *Missing*

2. Within the last 30 days, have you watched HGTV, the Home & Garden Channel, on cable television?

0 No

1 Yes

88 *Don't Know*

99 *Missing*

3. Do you currently work in the restaurant, hotel, or hospitality industry?

0 No (Continue if answered "Yes" to at least 1 or 2.)

1 Yes

88 *Don't Know*

99 *Missing*

**IF THE ANSWER TO QUESTIONS 1, 2, OR 3 IS "YES," CONTINUE. IF THE ANSWER TO ALL OF THE ABOVE QUESTIONS IS "NO," THANK AND TERMINATE BY SAYING: "THAT'S ALL THE QUESTIONS I HAVE. THANK YOU FOR YOUR TIME."**

**(UNAIDED AWARENESS/IMAGE QUESTIONS)**

Next, I would like to ask you about your awareness of Culinary and Baking training programs in Southeast Michigan.

4. Can you tell me which local colleges or schools offer education and training specifically in the culinary or baking fields? **DON'T READ LIST. SIMPLY RECORD ALL RESPONSES MENTIONED IN ORDER OF HOW THEY WERE MENTIONED. FOR EXAMPLE, IF SCHOOLCRAFT COLLEGE WAS MENTIONED FIRST, PLACE A "1" IN "RANKING", IF MONROE COUNTY COMMUNITY COLLEGE WAS MENTIONED SECOND, PLACE A "2" IN "RANKING", ETC.**

<u>Ranking</u>	<u>College</u>
_____	Central Michigan University
_____	Ferris State University
_____	Henry Ford Community College
_____	Lansing Community College
_____	Macomb Community College
_____	Michigan State University
_____	Monroe Community College
_____	Mott Community College
_____	Oakland Community College
_____	Schoolcraft College
_____	Washtenaw Community College
_____	Other _____
_____	Other _____
_____	Other _____
_____	88 Don't know <b>GO TO QUESTION #8, PAGE 7 AND INCLUDE INTRODUCTORY STATEMENT</b>

INTERVIEWER:  
PLEASE NOTE  
RESPONSE ON  
WORKSHEET  
AS WELL

**IF RESPONDENT ONLY MENTIONS ONE SCHOOL OR COLLEGE (INCLUDING OCC), GO TO QUESTION 7, ON PAGE 6.**

5. In your opinion, which ONE of these schools has the highest quality program in Culinary and/or Baking Arts? **REMINDEE RESPONDENT OF WHICH COLLEGES THEY MENTIONED. RESPONDENT MAY ONLY SELECT ONE COLLEGE.**

<u>Ranking</u>	<u>College</u>
_____	Central Michigan University
_____	Ferris State University
_____	Henry Ford Community College
_____	Lansing Community College
_____	Macomb Community College
_____	Michigan State University
_____	Monroe Community College
_____	Mott Community College
_____	Oakland Community College
_____	Schoolcraft College
_____	Washtenaw Community College
_____	Other _____
_____	Other _____
_____	Other _____
_____	88 Don't know <b>(SKIP TO QUESTION #8, PAGE 7)</b>

6. Why do you think **ADD SELECTED SCHOOL NAME** has the highest quality in Culinary and/or Baking program?

**PROBE FOR AS MUCH DETAIL AS POSSIBLE. IF RESPONDENT ANSWERS "DON'T KNOW", SKIP TO QUESTION 8, PAGE 7.**

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88 Don't know/indifferent



7. Based upon what you know about this school, please tell me if you consider that school's culinary program to be **far below average**, **slightly below average**, **slightly above average**, or **far above average** on the following items: **PLEASE READ CHOICES EXCEPT GRAY AREAS.**

		<b>Far Below Average</b>	<b>Slightly Below Average</b>	<b>Slightly Above Average</b>	<b>Far Above Average</b>	<i>(don't read)</i> <i>Don't Know</i>	<i>(don't read)</i> <i>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 Program(s)	1	2	3	4	88	99
d.	Reputation of Hospitality Program	1	2	3	4	88	99

**Now I would like to find out about your awareness of Hotel, Motel and Restaurant Management training programs in Southeast Michigan.**

8. Can you tell me which local colleges or schools offer education and training specifically in Hotel/Motel Management, and/or Restaurant Management?

**DON'T READ LIST. SIMPLY RECORD ALL RESPONSES MENTIONED IN ORDER OF HOW THEY WERE MENTIONED. FOR EXAMPLE, IF SCHOOLCRAFT COLLEGE WAS MENTIONED FIRST, PLACE A "1" IN "RANKING", IF MONROE COUNTY COMMUNITY COLLEGE WAS MENTIONED SECOND, PLACE A "2" IN "RANKING", ETC.**

<u>Ranking</u>	<u>College</u>
_____	Baker College of Owosso
_____	Central Michigan University
_____	Ferris State University
_____	Henry Ford Community College
_____	Lansing Community College
_____	Macomb Community College
_____	Michigan State University
_____	Monroe Community College
_____	Oakland Community College
_____	Schoolcraft College
_____	Washtenaw Community College
_____	Other
_____	Other
_____	Other
_____	Other
_____	88 Don't know <b>GO TO QUESTION #11, PAGE 10 AND INCLUDE INTRODUCTORY STATEMENT.</b>

**INTERVIEWER:  
PLEASE NOTE  
RESPONSE ON  
WORKSHEET  
AS WELL**

**IF RESPONDENT ONLY MENTIONS ONE SCHOOL OR COLLEGE (INCLUDING OCC), GO TO QUESTION 10B, ON PAGE 9.**

9. In your opinion, which ONE of these schools has the highest quality Hotel, Motel, and Restaurant Management programs? **REMIND RESPONDENT OF WHICH COLLEGES THEY MENTIONED. RESPONDENT MAY ONLY SELECT ONE COLLEGE.**

<u>Ranking</u>	<u>College</u>
_____	Baker College of Owosso
_____	Central Michigan University
_____	Ferris State University
_____	Henry Ford Community College
_____	Macomb Community College
_____	Michigan State University
_____	Monroe Community College
_____	Oakland Community College
_____	Schoolcraft College
_____	Washtenaw Community College
_____	Other _____
_____	Other _____
_____	Other _____
_____	88 Don't know <b>(SKIP TO QUESTION #11, PAGE 10)</b>

10. Why do you think **ADD SELECTED SCHOOL NAME** has the highest quality Hotel, Motel, or Restaurant Management program? **PROBE FOR AS MUCH DETAIL AS POSSIBLE.**

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88 Don't know/indifferent

10b. Based upon what you know about this school, please tell me if you consider that school's hotel/motel, restaurant management program to be **far below average, slightly below average, slightly above average, or far above average** on the following items:

**PLEASE READ CHOICES EXCEPT GRAY AREAS.**

		<b>Far Below Average</b>	<b>Slightly Below Average</b>	<b>Slightly Above Average</b>	<b>Far Above Average</b>	<i>(don't read)</i> <b>Don't Know</b>	<i>(don't read)</i> <b>Missing</b>
a.	Reputation of College	1	2	3	4	88	99
b.	Reputation of Faculty	1	2	3	4	88	99
c.	Quality of Program(s)	1	2	3	4	88	99
d.	Reputation of Hospitality Program	1	2	3	4	88	99

**IMPORTANT: IF RESPONDENT MENTIONED ONLY OCC IN BOTH QUESTIONS #4 AND #8, GO TO QUESTION #14 ON PAGE 11 (LOOK ON WORKSHEET).**

**(AIDED AWARENESS AND IMAGE QUESTIONS)**

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.

11. **IF RESPONDENT MENTIONED OCC IN QUESTION #4, GO TO QUESTION #12. (LOOK ON WORKSHEET).**

Did you know that OCC offers courses in Culinary, Baking and Pastry Studies?

- 0 No
- 1 Yes
- 99 Missing

12. **IF RESPONDENT MENTIONED OCC IN QUESTION #8, GO TO QUESTION #14 (LOOK ON WORKSHEET).**

Did you know that OCC offers courses in Hotel/Motel and Restaurant Management?

- 0 No
- 1 Yes
- 99 Missing

**IF RESPONDENT ANSWERED "OCC" AND AT LEAST ONE OTHER SCHOOL IN #4 OR #8 OR "YES" TO EITHER QUESTIONS #11 OR #12, GO TO QUESTION #13.  
IF RESPONDENT ANSWERED ONLY "OCC" TO QUESTIONS #4 AND #8 OR IF RESPONDENT ANSWERED "NO" TO BOTH QUESTIONS #11 AND #12, GO TO QUESTION #14.**

**IF RESPONDENT ANSWERED "DON'T KNOW" TO QUESTIONS #4 AND #8 (ASKING OF WHICH HOSPITALITY PROGRAMS THEY ARE AWARE), GO TO NEXT PAGE STARTING WITH QUESTION #14 (LOOK ON WORKSHEET).**

13. **IF NECESSARY, REMIND RESPONDENT OF SCHOOLS THEY MENTIONED EARLIER.**

Keeping in mind the other institutions that you mentioned earlier, could you please tell me if you consider OCC to be 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	(don't read) Don't Know	(don't read) Missing
a.	Reputation of College	1	2	3	4	88	99
b.	Reputation of Faculty	1	2	3	4	88	99
c.	Quality of Program(s)	1	2	3	4	88	99
d.	Reputation of Hospitality Program	1	2	3	4	88	99

I have a couple more questions that will assure we have a representative sample of our population.

14. What is the highest level of education you have completed?

**READ LIST ONLY IF NECESSARY.**

- Less than high school
- High school diploma
- Some college
- College – Associates degree
- College – Bachelor degree
- College – Master’s degree or higher
- Other \_\_\_\_\_

15. The following question is optional: Would you describe yourself as . . .

**READ CATEGORIES.**

- Caucasian
- African American
- Hispanic
- Native American/Alaskan Eskimo
- Asian/Pacific Islander
- Multicultural
- Other \_\_\_\_\_
- Don’t know/refused

That’s all the questions I have today. I’d like to thank you very much for your time.

**INTERVIEWER:**

**PLEASE COMPLETE GENDER IF KNOWN:**

- \_\_\_\_\_ Male
- \_\_\_\_\_ Female
- \_\_\_\_\_ Don't know

**ENTER YEAR OF BIRTH FROM LABEL: 19 \_\_\_\_\_**

**PARTIAL \_\_\_\_\_ COMPLETE \_\_\_\_\_ (CHECK ONE)**

**DEFINITION: PARTIAL: IF RESPONDENT IS UNAWARE OF ANY CULINARY AND HOTEL/MOTEL MANAGEMENT SCHOOLS (QUESTIONS #4 OR #8), BUT COMPLETES OTHER QUESTIONS, MARK AS PARTIAL.**

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## Introduction

### **Purpose of the Study**

The purpose of this study is to determine the public's awareness of OCC's Culinary/Baking and Hotel/Motel Management programs. In addition, this study seeks to highlight the changes in awareness and image of these programs using data collected from last year in comparison to this year.

### **Methodology**

A stratified sample of 12,000 people between the ages of 18 and 50 was obtained from Practical Political Consulting. Of this sample, Institutional Research compiled 416 completed surveys. Of these 416 surveys, only 290 respondents data was analyzed. The other 126 completed surveys were from persons who were not aware of any schools in the Culinary Arts nor any schools with Hotel/Motel curriculum. Appendix A contains a copy of the survey used in this study.

## Key Findings

### 2003

- The sample was primarily Caucasian (84%) and female (74%). The largest number of respondents were in the 40 to 49 year old age group.
- Schoolcraft College was the culinary school mentioned the most when asked which school offers culinary and baking programs with approximately 41% of the total responses mentioned. Oakland Community College was answered the next most frequent, by 23% of responses cited. *This is significant at the 99% level of confidence.*
- When asked which college offers hotel/motel/restaurant management programs, 85% of the total responses were "don't know". Michigan State University was the college most often cited as having these kind of programs, at 31%. Oakland Community College was mentioned by almost 18% of the responses cited.
- Almost 60% of 40 to 49 year olds mentioned Schoolcraft first as having a culinary/baking program and 17% mentioned OCC first.
- In the 30 to 39 year old group, 54% of them cited Schoolcraft first as having a culinary/baking program and almost 25% of them cited OCC first.
- Almost 54% OF 40 to 49 year olds mentioned MSU first as offering programs in hotel/motel/restaurant management; 21% of them mentioned another school first.
- Almost 28% of 30 to 39 year olds cited OCC first as offering programs in hotel/motel/restaurant management and 23% cited another school first.

- Those respondents who knew that OCC offered courses in culinary/ baking arts or hotel/motel/restaurant management were asked to rate OCC on several dimensions, comparing them to the other schools which they mentioned previously.
  - Eighty-nine percent of respondents rated the reputation of OCC as either slightly above average (73%) or far above average (16%). (N=64)
  - Ninety percent of respondents ranked the quality of OCC's faculty as slightly above average (81%) or far above average (9%). (N=57)
  - Ninety-two percent of respondents rated the quality of OCC's programs as slightly above average (76%) or far above average (16%). (N=58)
  - Eighty-four percent of respondents ranked the reputation of OCC's hospitality program as slightly above average (77%) or far above average (7%). (N=43)

2002 vs. 2003

- The percent watching the Food Channel increased from 54% in 2002 to 68% in 2003. <sup>208</sup> 284 This is significant at the 99% level of confidence
- The percent watching HGTV increased from 67% <sup>211</sup> in 2002 to 76% in 2003. Significant at 95% level of confidence 288
- The percent employed in the hospitality industry increased from 8% in 2002 to 13% in 2003. <sup>211</sup> This 290
- <sup>19.3</sup> The percent mentioning OCC first as a college which offers culinary baking training decreased from 30% in 2002 to 21% in 2003. <sup>290</sup> This is a statistically difference 183 at the .01 level. *Statistically*
- When asked which school has the highest quality culinary baking program 15% in 2002 said OCC whereas the percent in 2003 was 16. <sup>113</sup> 41 This is not statistically significant. 13
- The percent mentioning OCC first as a college which offers hotel/motel/restaurant management in 2002 was 19% as compared to 17% in 2003. <sup>290</sup> 8
- When asked which school has the highest quality hotel/motel/restaurant management program, 5% mentioned OCC in 2002 but no one mentioned OCC in 2003. ~~(This <sup>119</sup> statement cannot be tested statistically, as~~
- When respondents were asked if they knew OCC had a culinary baking program 14% in 2002 said "yes" versus 9% in 2003.   
This is statistically significant at the 99% level of confidence.   
One person mentioned OCC in 2002 but no one mentioned OCC in 2003.   
this is not a statistically significant difference.

- When respondents were asked if they knew OCC had a program in hotel/motel/restaurant management, 10% in 2002 said that they did, versus almost 4% in 2003. *This is statistically significant at the .05 level.*
- The sample was primarily Caucasian for each year: 90% (2002) versus 84% (2003). African Americans made up the second largest ethnic group 4% (2002) versus 8% (2003). The sample was also primarily female 78% (2002) versus 74% (2003).
- For each year, the 40-49 age group had the largest number of respondents: 55% (2002) versus 46% (2003). The second largest number of respondents was in the 30-39 year old age group: 27% (2002) versus 32% (2003).
- A higher percentage of people watched the food channel within the last 30 days of the survey in 2003 than 2002 among all age groups except 50 year olds. Eighteen to 29 year olds 7% (2002) versus 11% (2003), 30-39 year olds 15% (2002) versus 24% (2003), 40-49 year olds 28% (2002) versus 31% (2003), 50 year olds 3.8% (2002) versus 3.2% (2003).
- A higher percent in every age group watched HGTV within the last 30 days of the survey in 2003 than 2002. Eighteen to 29 year olds 9% (2002) versus 11% (2003), 30-39 year olds 18% (2002) versus 23% (2003), 40-49 year olds 36% (2002) versus 37% (2003) and 50 year olds 4.7% (2002) versus 4.9% (2003).
- A higher percent in every age group category worked in the hospitality industry in 2003 than 2002, except for the 50 year old category. Eighteen to 29 year olds 2% (2002) versus 5% (2003), 30-39 year olds 2% (2002) versus 4% (2003), 40-49 year olds 3.3% (2002) versus 3.8% (2003) and 50 year olds .5% (2002) versus .3% (2003).

## Frequencies

**FOODCHNL have you watched food channel in last 30 days? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	95	44.2	45.7	45.7
	yes	113	52.6	54.3	100.0
	Total	208	96.7	100.0	
Missing	missing	7	3.3		
Total		215	100.0		

**FOODCHNL have you watched food channel in last 30 days? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	90	31.0	31.7	31.7
	yes	194	66.9	68.3	100.0
	Total	284	97.9	100.0	
Missing	missing	6	2.1		
Total		290	100.0		

**HGTV have you watched hgtv in last 30 days? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	70	32.6	33.2	33.2
	yes	141	65.6	66.8	100.0
	Total	211	98.1	100.0	
Missing	missing	4	1.9		
Total		215	100.0		

**HGTV have you watched hgtv in last 30 days? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	70	24.1	24.3	24.3
	yes	218	75.2	75.7	100.0
	Total	288	99.3	100.0	
Missing	missing	2	.7		
Total		290	100.0		

Oakland Community College  
 Hospitality Public Image and Awareness Study XX – Respondents 50 and under  
 Winter 2004

**WORKHSP** do you currently work in hospitality industry? (2002)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	195	90.7	92.4	92.4
	yes	16	7.4	7.6	100.0
	Total	211	98.1	100.0	
Missing	missing	4	1.9		
Total		215	100.0		

**WORKHSP** do you currently work in hospitality industry? (2003)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	253	87.2	87.2	87.2
	yes	37	12.8	12.8	100.0
	Total	290	100.0	100.0	

**Oakland Community College**  
**Hospitality Public Image and Awareness Study XX – Respondents 50 and under**  
**Winter 2004**

**CULFRST first - which colleges or institutions offer culinary/baking training? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.5	.5	.5
	macomb cc	6	2.8	3.3	3.8
	michigan state university	8	3.7	4.4	8.2
	mott cc	1	.5	.5	8.7
	occ	55	25.6	30.1	38.8
	schoolcraft	96	44.7	52.5	91.3
	washtenaw cc	1	.5	.5	91.8
	other	15	7.0	8.2	100.0
	Total	183	85.1	100.0	
	Missing	don't know	32	14.9	
Total	215	100.0			

**CULFRST first - which colleges or institutions offer culinary/baking training? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	1	.3	.3	.3
	henry ford cc	4	1.4	1.4	1.7
	macomb cc	28	9.7	9.7	11.4
	michigan state university	5	1.7	1.7	13.1
	occ	56	19.3	19.3	32.4
	schoolcraft	147	50.7	50.7	83.1
	other	23	7.9	7.9	91.0
	don't know	26	9.0	9.0	100.0
	Total	290	100.0	100.0	

**Oakland Community College**  
**Hospitality Public Image and Awareness Study XX – Respondents 50 and under**  
**Winter 2004**

**CULSCND second - which colleges or institutions offer culinary/baking training? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.5	1.8	1.8
	macomb cc	2	.9	3.5	5.3
	michigan state university	5	2.3	8.8	14.0
	occ	26	12.1	45.6	59.6
	schoolcraft	15	7.0	26.3	86.0
	other	8	3.7	14.0	100.0
	Total	57	26.5	100.0	
Missing	System	158	73.5		
Total		215	100.0		

**CULSCND second - which colleges or institutions offer culinary/baking training? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	8	2.8	7.1	7.1
	macomb cc	8	2.8	7.1	14.2
	michigan state university	6	2.1	5.3	19.5
	occ	34	11.7	30.1	49.6
	schoolcraft	21	7.2	18.6	68.1
	washtenaw cc	1	.3	.9	69.0
	other	35	12.1	31.0	100.0
	Total	113	39.0	100.0	
Missing	System	177	61.0		
Total		290	100.0		



**Oakland Community College  
Hospitality Public Image and Awareness Study XX – Respondents 50 and under  
Winter 2004**

**CULTHIRD      third - which colleges or institutions offer culinary/baking training? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	macomb cc	1	.5	14.3	14.3
	michigan state university	2	.9	28.6	42.9
	occ	2	.9	28.6	71.4
	other	2	.9	28.6	100.0
	Total	7	3.3	100.0	
Missing	System	208	96.7		
Total		215	100.0		

**CULTHIRD      third - which colleges or institutions offer culinary/baking training? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.3	3.3	3.3
	macomb cc	7	2.4	23.3	26.7
	michigan state university	3	1.0	10.0	36.7
	occ	6	2.1	20.0	56.7
	schoolcraft	1	.3	3.3	60.0
	other	12	4.1	40.0	100.0
	Total	30	10.3	100.0	
Missing	System	260	89.7		
Total		290	100.0		

**CULFORTH      fourth - which colleges or institutions offer culinary/baking training? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	occ	1	.5	50.0	50.0
	other	1	.5	50.0	100.0
	Total	2	.9	100.0	
Missing	System	213	99.1		
Total		215	100.0		

**CULFORTH      fourth - which colleges or institutions offer culinary/baking training? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.3	14.3	14.3
	other	6	2.1	85.7	100.0
	Total	7	2.4	100.0	
Missing	System	283	97.6		
Total		290	100.0		

**Oakland Community College**  
**Hospitality Public Image and Awareness Study XX – Respondents 50 and under**  
**Winter 2004**

**CULQUAL1**      which school has the highest quality cul/baker program? (2002)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	macomb cc	1	.5	2.4	2.4
	michigan state university	1	.5	2.4	4.9
	occ	6	2.8	14.6	19.5
	schoolcraft	30	14.0	73.2	92.7
	other	3	1.4	7.3	100.0
	Total	41	19.1	100.0	
Missing	don't know	14	6.5		
	missing	1	.5		
	System	159	74.0		
Total	174	80.9			
Total	215	100.0			

**CULQUAL1**      which school has the highest quality cul/baker program? (2003)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.3	.9	.9
	macomb cc	10	3.4	8.8	9.7
	michigan state university	3	1.0	2.7	12.4
	occ	15	5.2	13.3	25.7
	schoolcraft	50	17.2	44.2	69.9
	washtenaw cc	1	.3	.9	70.8
	other	13	4.5	11.5	82.3
	don't know	20	6.9	17.7	100.0
	Total	113	39.0	100.0	
Missing	System	177	61.0		
Total	290	100.0			

**Oakland Community College**  
**Hospitality Public Image and Awareness Study XX – Respondents 50 and under**  
**Winter 2004**

**HOSPFRST first - which colleges or institutions offer hotel/motel/restaurant mgmt? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	baker college	3	1.4	2.5	2.5
	owosso				
	central michigan university	2	.9	1.7	4.2
	ferris state university	2	.9	1.7	5.9
	henry ford cc	1	.5	.8	6.7
	lansing cc	1	.5	.8	7.6
	michigan state university	54	25.1	45.4	52.9
	occ	23	10.7	19.3	72.3
	schoolcraft	12	5.6	10.1	82.4
	washtenaw cc	2	.9	1.7	84.0
	other	19	8.8	16.0	100.0
	Total	119	55.3	100.0	
	Missing	don't know	95	44.2	
missing		1	.5		
Total		96	44.7		
Total	215	100.0			

**HOSPFRST first - which colleges or institutions offer hotel/motel/restaurant mgmt? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	baker college	2	.7	.7	.7
	owosso				
	central michigan university	4	1.4	1.4	2.1
	ferris state university	2	.7	.7	2.8
	henry ford cc	2	.7	.7	3.4
	macomb cc	4	1.4	1.4	4.8
	michigan state university	50	17.2	17.2	22.1
	occ	22	7.6	7.6	29.7
	schoolcraft	15	5.2	5.2	34.8
	other	27	9.3	9.3	44.1
	don't know	162	55.9	55.9	100.0
	Total	290	100.0	100.0	

**Oakland Community College**  
**Hospitality Public Image and Awareness Study XX – Respondents 50 and under**  
**Winter 2004**

**HOSPSCND second - which colleges or institutions offer hotel/motel/restaurant mgmt?(2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	1	.5	3.6	3.6
	ferris state university	1	.5	3.6	7.1
	macomb cc	1	.5	3.6	10.7
	michigan state university	8	3.7	28.6	39.3
	occ	5	2.3	17.9	57.1
	schoolcraft	5	2.3	17.9	75.0
	other	7	3.3	25.0	100.0
	Total	28	13.0	100.0	
Missing	System	187	87.0		
Total		215	100.0		

**HOSPSCND second - which colleges or institutions offer hotel/motel/restaurant mgmt? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	2	.7	4.8	4.8
	henry ford cc	4	1.4	9.5	14.3
	macomb cc	1	.3	2.4	16.7
	michigan state university	7	2.4	16.7	33.3
	occ	9	3.1	21.4	54.8
	schoolcraft	6	2.1	14.3	69.0
	other	13	4.5	31.0	100.0
	Total	42	14.5	100.0	
Missing	System	248	85.5		
Total		290	100.0		

**Oakland Community College**  
**Hospitality Public Image and Awareness Study XX – Respondents 50 and under**  
**Winter 2004**

**HOSPTHR** third - which colleges or institutions offer hotel/motel/restaurant mgmt? (2002)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	1	.5	11.1	11.1
	henry ford cc	1	.5	11.1	22.2
	michigan state university	1	.5	11.1	33.3
	schoolcraft	2	.9	22.2	55.6
	washtenaw cc	1	.5	11.1	66.7
	other	3	1.4	33.3	100.0
	Total	9	4.2	100.0	
Missing	System	206	95.8		
Total		215	100.0		

**HOSPTHR** third - which colleges or institutions offer hotel/motel/restaurant mgmt? (2003)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	1	.3	6.7	6.7
	macomb cc	3	1.0	20.0	26.7
	michigan state university	2	.7	13.3	40.0
	occ	2	.7	13.3	53.3
	schoolcraft	1	.3	6.7	60.0
	other	6	2.1	40.0	100.0
	Total	15	5.2	100.0	
Missing	System	275	94.8		
Total		290	100.0		

**HOSPFRT** fourth - which colleges or institutions offer hotel/motel/restaurant mgmt? (2002)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	other	3	1.4	100.0	100.0
Missing	System	212	98.6		
Total		215	100.0		

**HOSPFRT** fourth - which colleges or institutions offer hotel/motel/restaurant mgmt? (2003)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	monroe cc	1	.3	20.0	20.0
	occ	1	.3	20.0	40.0
	other	3	1.0	60.0	100.0
	Total	5	1.7	100.0	
Missing	System	285	98.3		
Total		290	100.0		

**Oakland Community College**  
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**HOSQUAL1** which school has the highest quality hotel/motel/restaurant mgmt program? (2002)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	baker college	1	.5	5.3	5.3
	owosso				
	central michigan university	1	.5	5.3	10.5
	michigan state university	8	3.7	42.1	52.6
	occ	1	.5	5.3	57.9
	schoolcraft	3	1.4	15.8	73.7
	other	5	2.3	26.3	100.0
	Total	19	8.8	100.0	
Missing	don't know	9	4.2		
	System	187	87.0		
Total		196	91.2		
Total		215	100.0		

**HOSPQUAL1** which school has the highest quality hotel/motel/restaurant mgmt program? (2003)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	baker college	1	.3	2.4	2.4
	owosso				
	central michigan university	1	.3	2.4	4.8
	macomb cc	1	.3	2.4	7.1
	michigan state university	13	4.5	31.0	38.1
	schoolcraft	3	1.0	7.1	45.2
	other	10	3.4	23.8	69.0
	don't know	13	4.5	31.0	100.0
Total		42	14.5	100.0	
Missing	System	248	85.5		
Total		290	100.0		

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**OCCUL did you know that occ offers courses in culinary arts & bakery fields? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	113	52.6	85.6	85.6
	yes	19	8.8	14.4	100.0
	Total	132	61.4	100.0	
Missing	System	83	38.6		
Total		215	100.0		

**OCCUL did you know that occ offers courses in culinary arts & bakery fields? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	175	60.3	91.1	91.1
	yes	17	5.9	8.9	100.0
	Total	192	66.2	100.0	
Missing	missing	1	.3		
	System	97	33.4		
	Total	98	33.8		
Total		290	100.0		

**OCCHOSP did you know that occ offers courses in hotel/motel & restaurant mgmt? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	169	78.6	90.4	90.4
	yes	18	8.4	9.6	100.0
	Total	187	87.0	100.0	
Missing	System	28	13.0		
Total		215	100.0		

**OCCHOSP did you know that occ offers courses in hotel/motel & restaurant mgmt? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	247	85.2	96.5	96.5
	yes	9	3.1	3.5	100.0
	Total	256	88.3	100.0	
Missing	System	34	11.7		
Total		290	100.0		

**Oakland Community College**  
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**REPUTCL3 OCC - reputation of college (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	3.7	3.7
	slightly below average	2	.9	7.4	11.1
	slightly above average	18	8.4	66.7	77.8
	far above average	6	2.8	22.2	100.0
	Total	27	12.6	100.0	
	Missing	don't know	6	2.8	
missing		4	1.9		
System		178	82.8		
Total		188	87.4		
Total	215	100.0			

**REPUTCL3 OCC - reputation of college (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.3	1.3	1.3
	slightly below average	6	2.1	7.8	9.1
	slightly above average	47	16.2	61.0	70.1
	far above average	10	3.4	13.0	83.1
	don't know	13	4.5	16.9	100.0
	Total	77	26.6	100.0	
	Missing	missing	14	4.8	
System		199	68.6		
Total		213	73.4		
Total	290	100.0			



**Oakland Community College**  
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**FACULTY3**

**OCC - quality of faculty? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	4.3	4.3
	slightly below average	2	.9	8.7	13.0
	slightly above average	15	7.0	65.2	78.3
	far above average	.5	2.3	21.7	100.0
	Total	23	10.7	100.0	
Missing	don't know	10	4.7		
	missing	4	1.9		
	System	178	82.8		
	Total	192	89.3		
Total		215	100.0		

**FACULTY3**

**OCC - quality of faculty? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	6	2.1	7.8	7.8
	slightly above average	46	15.9	59.7	67.5
	far above average	5	1.7	6.5	74.0
	don't know	20	6.9	26.0	100.0
	Total	77	26.6	100.0	
Missing	missing	14	4.8		
	System	199	68.6		
	Total	213	73.4		
Total		290	100.0		

**Oakland Community College  
Hospitality Public Image and Awareness Study XX – Respondents 50 and under  
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**QUALITY3**

**OCC - quality of program (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	4.0	4.0
	slightly below average	3	1.4	12.0	16.0
	slightly above average	16	7.4	64.0	80.0
	far above average	5	2.3	20.0	100.0
	Total	25	11.6	100.0	
Missing	don't know	8	3.7		
	missing	4	1.9		
	System	178	82.8		
	Total	190	88.4		
Total	215	100.0			

**QUALITY3**

**OCC - quality of program (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	5	1.7	6.5	6.5
	slightly above average	44	15.2	57.1	63.6
	far above average	9	3.1	11.7	75.3
	don't know	19	6.6	24.7	100.0
	Total	77	26.6	100.0	
Missing	missing	14	4.8		
	System	199	68.6		
	Total	213	73.4		
Total	290	100.0			

**Oakland Community College**  
**Hospitality Public Image and Awareness Study XX – Respondents 50 and under**  
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**REPUTAT3                    OCC - reputation of hospitality program? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	5.6	5.6
	slightly below average	1	.5	5.6	11.1
	slightly above average	13	6.0	72.2	83.3
	far above average	3	1.4	16.7	100.0
	Total	18	8.4	100.0	
Missing	don't know	15	7.0		
	missing	4	1.9		
	System	178	82.8		
	Total	197	91.6		
Total		215	100.0		

**REPUTAT3                    OCC - reputation of hospitality program? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	slightly below average	7	2.4	9.1	9.1
	slightly above average	33	11.4	42.9	51.9
	far above average	3	1.0	3.9	55.8
	don't know	34	11.7	44.2	100.0
	Total	77	26.6	100.0	
Missing	missing	14	4.8		
	System	199	68.6		
	Total	213	73.4		
Total		290	100.0		

**Oakland Community College**  
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**EDUCLVL      what is the highest level of education completed? (2002)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than high school	1	.5	.5	.5
	high school diploma	23	10.7	10.8	11.3
	some college	54	25.1	25.4	36.6
	college - associates degree	24	11.2	11.3	47.9
	college - bachelors degree	76	35.3	35.7	83.6
	college - masters or higher	34	15.8	16.0	99.5
	other	1	.5	.5	100.0
	Total	213	99.1	100.0	
Missing	don't know/refused	2	.9		
Total		215	100.0		

**EDUCLVL      what is the highest level of education completed? (2003)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than high school	4	1.4	1.4	1.4
	high school diploma	43	14.8	14.8	16.2
	some college	68	23.4	23.4	39.7
	college - associates degree	32	11.0	11.0	50.7
	college - bachelors degree	91	31.4	31.4	82.1
	college - masters or higher	46	15.9	15.9	97.9
	other	6	2.1	2.1	100.0
	Total	290	100.0	100.0	





## Crosstabs by Age

FOODCHNL have you watched food channel in last 30 days? \* AGEGROUP \* survey year Crosstabulation

survey year		AGEGROUP				Total	
		18-29	30-39	40-49	50		
2002	have you watched food channel in last 30 days? no	Count	10	25	53	7	95
		% within AGEGROUP	40.0%	44.6%	47.3%	46.7%	45.7%
	yes	Count	15	31	59	8	113
		% within AGEGROUP	60.0%	55.4%	52.7%	53.3%	54.3%
Total		Count	25	56	112	15	208
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%
2003	have you watched food channel in last 30 days? no	Count	17	25	41	7	90
		% within AGEGROUP	36.2%	26.9%	32.0%	43.8%	31.7%
	yes	Count	30	68	87	9	194
		% within AGEGROUP	63.8%	73.1%	68.0%	56.3%	68.3%
Total		Count	47	93	128	16	284
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

**Oakland Community College**  
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**HGTV have you watched hgtv in last 30 days? \*AGEGROUP \* survey year Crosstabulation**

survey year				AGEGROUP				Total
				18-29	30-39	40-49	50	
2002	have you watched hgtv in last 30 days?	no	Count	7	20	39	4	70
			% within AGEGROUP	28.0%	35.1%	33.9%	28.6%	33.2%
		yes	Count	18	37	76	10	141
			% within AGEGROUP	72.0%	64.9%	66.1%	71.4%	66.8%
	Total		Count	25	57	115	14	211
			% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%
2003	have you watched hgtv in last 30 days?	no	Count	15	27	26	2	70
			% within AGEGROUP	31.9%	29.0%	19.7%	12.5%	24.3%
		yes	Count	32	66	106	14	218
			% within AGEGROUP	68.1%	71.0%	80.3%	87.5%	75.7%
	Total		Count	47	93	132	16	288
			% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

**WORKHSP do you currently work in hospitality industry? \* AGEGROUP \* survey year Crosstabulation**

survey year				AGEGROUP				Total
				18-29	30-39	40-49	50	
2002	do you currently work in hospitality industry?	no	Count	21	52	108	14	195
			% within AGEGROUP	84.0%	92.9%	93.9%	93.3%	92.4%
		yes	Count	4	4	7	1	16
			% within AGEGROUP	16.0%	7.1%	6.1%	6.7%	7.6%
	Total		Count	25	56	115	15	211
			% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%
2003	do you currently work in hospitality industry?	no	Count	35	82	121	15	253
			% within AGEGROUP	71.4%	88.2%	91.7%	93.8%	87.2%
		yes	Count	14	11	11	1	37
			% within AGEGROUP	28.6%	11.8%	8.3%	6.3%	12.8%
	Total		Count	49	93	132	16	290
			% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%



**Oakland Community College**  
**Hospitality Public Image and Awareness Study XX – Respondents 50 and under**  
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**CULFRST first - which colleges or institutions offer culinary/baking training? \* AGEGROUP Crosstabulation**

2002			AGEGROUP				Total
			18-29	30-39	40-49	50	
first - which colleges or institutions offer culinary/baking training?	henry ford cc	Count	0	0	1	0	1
		% within AGEGROUP	.0%	.0%	1.0%	.0%	.5%
	macomb cc	Count	3	1	2	0	6
		% within AGEGROUP	14.3%	2.2%	1.9%	.0%	3.3%
	michigan state university	Count	0	2	5	1	8
		% within AGEGROUP	.0%	4.4%	4.8%	7.7%	4.4%
	mott cc	Count	0	0	1	0	1
		% within AGEGROUP	.0%	.0%	1.0%	.0%	.5%
	occ	Count	9	19	24	3	55
		% within AGEGROUP	42.9%	42.2%	23.1%	23.1%	30.1%
	schoolcraft	Count	7	19	61	9	96
		% within AGEGROUP	33.3%	42.2%	58.7%	69.2%	52.5%
	washtenaw cc	Count	0	0	1	0	1
		% within AGEGROUP	.0%	.0%	1.0%	.0%	.5%
	other	Count	2	4	9	0	15
		% within AGEGROUP	9.5%	8.9%	8.7%	.0%	8.2%
Total		Count	21	45	104	13	183
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

**CULFRST first - which colleges or institutions offer culinary/baking training? \* AGEGROUP Crosstabulation**

2003			AGEGROUP				Total
			18-29	30-39	40-49	50	
first - which colleges or institutions offer culinary/baking training?	central michigan university	Count	0	1	0	0	1
		% within AGEGROUP	.0%	1.2%	.0%	.0%	.4%
	henry ford cc	Count	2	2	0	0	4
		% within AGEGROUP	4.3%	2.5%	.0%	.0%	1.5%
	macomb cc	Count	3	9	15	1	28
		% within AGEGROUP	6.4%	11.1%	12.4%	6.7%	10.6%
	michigan state university	Count	2	0	2	1	5
		% within AGEGROUP	4.3%	.0%	1.7%	6.7%	1.9%
	occ	Count	13	20	21	2	56
		% within AGEGROUP	27.7%	24.7%	17.4%	13.3%	21.2%
	schoolcraft	Count	22	44	72	9	147
		% within AGEGROUP	46.8%	54.3%	59.5%	60.0%	55.7%
	other	Count	5	5	11	2	23
		% within AGEGROUP	10.6%	6.2%	9.1%	13.3%	8.7%
Total		Count	47	81	121	15	264
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

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**CULSCND**

**second - which colleges or institutions offer culinary/baking training? \* AGEGROUP Crosstabulation**

2002			AGEGROUP				Total
			18-29	30-39	40-49	50	
second - which colleges or institutions offer culinary/baking training?	henry ford cc	Count	0	1	0	0	1
		% within AGEGROUP	.0%	9.1%	.0%	.0%	1.8%
	macomb cc	Count	0	0	2	0	2
		% within AGEGROUP	.0%	.0%	5.7%	.0%	3.5%
	michigan state university	Count	1	0	4	0	5
		% within AGEGROUP	33.3%	.0%	11.4%	.0%	8.8%
	occ	Count	1	6	14	5	26
		% within AGEGROUP	33.3%	54.5%	40.0%	62.5%	45.6%
	schoolcraft	Count	1	4	9	1	15
		% within AGEGROUP	33.3%	36.4%	25.7%	12.5%	26.3%
	other	Count	0	0	6	2	8
		% within AGEGROUP	.0%	.0%	17.1%	25.0%	14.0%
Total		Count	3	11	35	8	57
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

**CULSCND**

**second - which colleges or institutions offer culinary/baking training? \* AGEGROUP Crosstabulation**

2003			AGEGROUP				Total
			18-29	30-39	40-49	50	
second - which colleges or institutions offer culinary/baking training?	henry ford cc	Count	0	4	4	0	8
		% within AGEGROUP	.0%	12.9%	7.4%	.0%	7.1%
	macomb cc	Count	2	5	1	0	8
		% within AGEGROUP	10.0%	16.1%	1.9%	.0%	7.1%
	michigan state university	Count	1	1	4	0	6
		% within AGEGROUP	5.0%	3.2%	7.4%	.0%	5.3%
	occ	Count	6	7	16	5	34
		% within AGEGROUP	30.0%	22.6%	29.6%	62.5%	30.1%
	schoolcraft	Count	1	7	12	1	21
		% within AGEGROUP	5.0%	22.6%	22.2%	12.5%	18.6%
	washtenaw cc	Count	0	1	0	0	1
		% within AGEGROUP	.0%	3.2%	.0%	.0%	.9%
	other	Count	10	6	17	2	35
		% within AGEGROUP	50.0%	19.4%	31.5%	25.0%	31.0%
Total		Count	20	31	54	8	113
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

**CULTHIRD**

third - which colleges or institutions offer culinary/baking training? \* AGEGROUP Crosstabulation

Count

2002		AGEGROUP		Total
		30-39	40-49	
third - which colleges or institutions offer culinary/baking training?	macomb cc	1	0	1
	michigan state university	0	2	2
	occ	0	2	2
	other	0	2	2
Total		1	6	7

**CULTHIRD**

third - which colleges or institutions offer culinary/baking training? \* AGEGROUP Crosstabulation

Count

2003		AGEGROUP				Total
		18-29	30-39	40-49	50	
third - which colleges or institutions offer culinary/baking training?	henry ford cc	0	0	1	0	1
	macomb cc	2	0	5	0	7
	michigan state university	1	2	0	0	3
	occ	1	1	4	0	6
	schoolcraft	0	0	1	0	1
	other	2	3	5	2	12
Total		6	6	16	2	30

**CULFORTH**

fourth - which colleges or institutions offer culinary/baking training? \* AGEGROUP Crosstabulation

Count

2002		AGEGROUP	Total
		40-49	
fourth - which colleges or institutions offer culinary/baking training?	occ	1	1
	other	1	1
Total		2	2

**CULFORTH**

fourth - which colleges or institutions offer culinary/baking training? \* AGEGROUP Crosstabulation

Count

2003		AGEGROUP			Total
		18-29	30-39	40-49	
fourth - which colleges or institutions offer culinary/baking training?	henry ford cc	0	0	1	1
	other	1	2	3	6
	Total	1	2	4	7

**Total Responses to Question Asking  
Which Colleges Offer Culinary Programs (2002 vs. 2003)**

HOS Public Opinion Survey "Which colleges offer culinary/baking training?" Responses from 2002 and 2003				
School Name	Percent of Respondents Answering 2002 (N=183)	Percent of Total Responses 2002 (N=279)	Percent of Respondents Answering 2003 (N=290)	Percent of Total Responses 2003 (N=414)
Schoolcraft	60.7%	39.8%	58.3%	40.8%
Oakland CC	45.4%	29.7%	33.1%	23.2%
Don't know	17.5%	11.5%	9.0%	6.3%
Other	9.3%	6.1%	26.2%	18.4%
MSU	8.2%	5.4%	4.8%	3.4%
Macomb CC	4.9%	3.2%	14.8%	10.4%
Washtenaw CC	4.9%	3.2%	.3%	0.2%
Henry Ford CC	1.1%	0.7%	4.8%	3.4%
Mott CC	0.5%	0.4%	0.0%	0.0%
Central	0.0%	0.0%	0.3%	0.2%

**Total Responses to Question Asking  
Which Colleges Offer Hotel/Motel and Restaurant Management  
 Programs (2002 vs. 2003)**

HOS Public Opinion Survey "Which colleges offer hotel/motel and restaurant management training?" Responses from 2002 and 2003				
School Name	Percent of Respondents Answering 2002 (N=119)	Percent of Total Responses 2002 (N=254)	Percent of Respondents Answering 2003 (N=290)	Percent of Total Responses 2003 (N=190)
Don't know	79.8%	37.4%	55.9%	85.3%
MSU	52.9%	24.8%	20.3%	31.1%
Other	26.9%	12.5%	16.9%	25.8%
Oakland CC	23.5%	11.0%	11.7%	17.9%
Schoolcraft CC	15.1%	7.1%	7.6%	11.6%
Central Michigan	3.4%	1.6%	2.4%	3.7%
Baker College	2.5%	1.2%	1.0%	1.1%
Washtenaw	2.5%	1.2%	0.0%	0.0%
Ferris State	2.5%	1.2%	1.0%	1.1%
Macomb CC	1.7%	0.8%	2.8%	4.2%
Henry Ford CC	1.7%	0.8%	2.1%	4.2%
Lansing CC	0.8%	0.4%	0.0%	0.0%
Mott CC	0.5%	0.4%	0.0%	0.0%
Monroe CC	0.0%	0.0%	0.3%	0.5%