

**OAKLAND COMMUNITY COLLEGE  
1994 OAKLAND COUNTY  
PUBLIC OPINION POLL**

**Prepared by:  
The Office of Institutional Planning & Analysis, May 1994**

## TABLE OF CONTENTS

### EXECUTIVE SUMMARY

INTRODUCTION.....	1
EXPERIENCE WITH/INTEREST IN EDUCATION.....	3
PERCEPTIONS OF OAKLAND COMMUNITY COLLEGE.....	9
FISCAL ISSUES.....	12
CONCLUSIONS.....	18
APPENDIX A	
Survey Instrument.....	19

**OAKLAND COMMUNITY COLLEGE  
1994 OAKLAND COUNTY PUBLIC OPINION POLL**

**EXECUTIVE SUMMARY**

Following are the major findings of the recently completed OCC Public Opinion Poll. A total of 416 randomly selected county residents, aged 18 and older, were surveyed during the period February 21 through March 5, 1994.

**Experience with/Interest in Education:**

- Almost three quarters of those surveyed (74%) have attended college. This is comparable with poll results from previous years. Of the colleges attended by respondents, OCC was most frequently mentioned (32%).
- Twelve percent of those surveyed were currently enrolled in a college or university. Of those currently enrolled, the largest single group currently attends OCC (35%). The two reasons most frequently cited for current college enrollment were to obtain a four-year degree (78%) and for personal enrichment and improvement (82%).
- Of those surveyed who have attended OCC at any time, 18% are currently enrolled. In addition, of those who have ever attended the college, 71% said that they attained their goals while at OCC and 80% would consider attending again.
- Thirty-seven percent of those surveyed have, within the last year, considered attending college. The reasons most often cited for considering attending college were for personal enrichment and improvement (84%) and to help get a different job (57%). The college most frequently mentioned by those respondents who would consider attending college was OCC (38%).
- Fifty-two percent of those surveyed who have never attended a community college would consider doing so. Of those who would consider a community college, 92% would consider OCC. The main reasons given were the convenient campus locations and appropriate course offerings. Among respondents who have previously attended a different community college, 59% would consider OCC.

**Perceptions of Oakland Community College:**

- More than a quarter (28%) of those surveyed felt that they knew nothing about the services and educational opportunities offered by OCC. An equal number (28%) said they knew "not very much" about the college while 30% knew "some" and 14% knew "quite a bit."

- The major source of information about the college cited by respondents was OCC publications (52%). Twenty-seven percent reported that "other word of mouth" was their major information source, while "OCC students" or "own observation" were cited by 25% of respondents respectively.
- When asked what came to mind about OCC the most frequent responses were related to location and convenience. In addition, convenient locations were the feature about OCC which was most liked by respondents (37%).
- Almost one half of those surveyed (47%) found nothing to dislike about OCC, with another 31% answering that they did not know enough about the college to comment. Parking difficulties were cited as a dislike by 5% of respondents. Four percent of respondents commented that OCC was not "as good as a four-year school", while 3% of those surveyed disliked the fact that OCC only offers two-year degrees.
- Usage of OCC facilities by those surveyed was reported at a similar level to previous years; 45% of the total sample had used one or more services or facilities. Twenty-one percent said they had used the libraries, 19% had attended a concert, play or art show, 17% had used the recreational facilities, while 15% had attended a workshop, short course or seminar.
- Seventy percent of those surveyed knew of a family member or friend who had attended OCC.

#### **Fiscal Issues:**

- When asked which source (tuition, state aid or local taxes) should contribute most of the revenue to operate OCC, 32% of respondents chose tuition, 28% chose a combination of two sources, 22% chose state aid, and 7% selected local taxes.
- An overwhelming majority (96%) of those asked did not know how many mills of local property tax are used to support OCC. Those who claimed to know typically overestimated the amount.
- Forty-five percent of those surveyed would vote for a 1 mill tax increase to support OCC, while 33% would vote against such a proposal. However, 22% responded they didn't know how they would vote on the issue. The major reason given for approving an increase was to support education, while the main reasons for opposing it were opposition to further taxation and the belief that tuition should cover costs.
- In the event of a millage election within the next seven days, respondents' most frequently asked questions would relate to why the increased funding was needed, how it would be allocated by OCC and how the budget is currently being spent.

**OAKLAND COMMUNITY COLLEGE  
1994 OAKLAND COUNTY PUBLIC OPINION POLL**

**INTRODUCTION**

The Oakland Community College 1994 Public Opinion Poll was conducted by the Office of Institutional Planning & Analysis during the period February 21 through March 5, 1994. The purpose of the study was to gauge trends in public perceptions of community college education and specifically the public image OCC has among residents of the district. Three earlier polls have been conducted, one in 1986 by the Michigan Department of Education, two others in 1989 and 1991 by independent research firms, to examine the attitudes and opinions of Oakland County residents about the college. The design of this study retained much of the core content of earlier studies to facilitate analysis of changes in public opinion over the long-term. The major areas covered were as follows:

- Experience with, interest in education
- Perceptions of Oakland Community College
- Fiscal issues

**METHODOLOGY**

The poll was conducted using random dial telephone interviews of 416 Oakland County residents, age 18 years and older. Telephone numbers were computer-generated to ensure that non-published numbers were included. Interviewers screened to check that respondents lived within Oakland County, and that only residential telephone numbers were contacted. Respondents were randomly selected within the household using the Troidahl-Carter grid to screen for age and gender.

The poll has a margin of error of +/-5% with a confidence factor of 95%. The questionnaire is included in Appendix A of this report.

Respondents were asked a series of demographic questions in order both to validate the survey and to more closely identify the sample. The age of respondents was widely spread from 18 to 89 years, with a mean age of 43. Slightly more women (62%) than men (38%) responded to the survey. This is consistent with previous years' polls. In addition, 1990 census data indicates that the population of Oakland County is slightly weighted towards females (54% female in comparison with 46% male).

When asked the highest level of education they had completed, 32% of those surveyed said they had graduated from college, 27% had some college experience, 17% had graduated from high school, while 12% had a post-graduate degree (Table 1). This data is comparable with that of previous years.

Thirty-eight percent of those reporting income indicated total family income below \$40,000, 62% reported income above \$40,000. The median income group was in the \$40,000 to \$50,000 range, however, 29% of the sample said their total family income was above \$75,000 per year. In addition, it should be noted that 21% of the total sample preferred not to report on income.

Eighty-nine percent of respondents reported their ethnicity as White, 6% as African-American, 3% Asian, and 1% Hispanic. These percentages are close to those reported for Oakland County in the 1990 census, when 17% of the county's population was identified in minority groups and 83% was non-minority.

Demographic comparisons between the 1986, 1989, 1991 and 1994 public opinion polls suggest that the samples are consistent across studies, and are representative of the county's population (Table 1).

**Table 1**  
**Respondent Demographics**

<u>Gender</u>	<u>1994</u>	<u>1991</u>	<u>1989</u>	<u>1986</u>	<u>Ethnicity</u>	<u>1994</u>	<u>1991</u>	<u>1989</u>	<u>1986</u>
Male	38%	46%	47%	40%	White	89%	90%	84%	94%
Female	62%	54%	53%	60%	Other	10%	8%	11%	4%
					Not reported	1%	2%	5%	2%
<u>Education</u>	<u>1994</u>	<u>1991</u>	<u>1989</u>	<u>1986</u>	<u>Income</u>	<u>1994</u>	<u>1991</u>	<u>1989</u>	
High school graduate or less	23%	22%	23%	32%	Less than \$30,000	19%	20%	26%	
Some college/vocational	33%	29%	35%	36%	\$30,000 to \$49,999	21%	30%	27%	
College graduate or higher	44%	48%	41%	32%	\$50,000 and more	39%	33%	28%	
No response	-	1%	1%	-	No response	21%	17%	19%	

*Note: Income information for 1986 is not available*

Number responding: 1994 = 416, 1991 = 405, 1989 = 400, 1986 = 400

## EXPERIENCE WITH/INTEREST IN EDUCATION

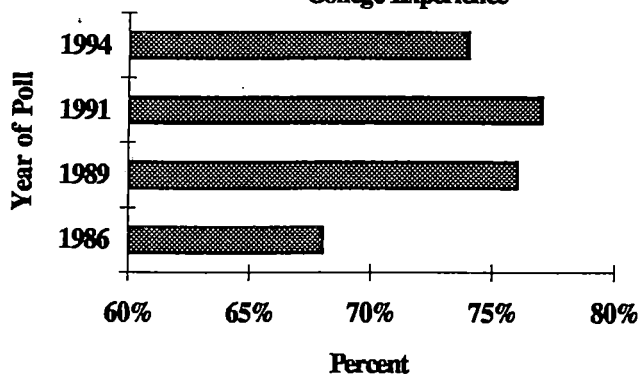
Respondents were asked several questions regarding their educational history and willingness to pursue additional education at the college level. The findings record both a high level of educational attainment and interest among residents of Oakland County.

Of the total sample, 74% reported ever having attended a community college, four-year college or university (Table 2). This compares favorably with 1990 census data for Oakland County which show that 59% of residents over 25 years of age have some college experience.

**Table 2**  
Percentage of Respondents  
with College Experience

1986	1989	1991	1994
68%	76%	77%	74%

**Figure 1**  
College Experience

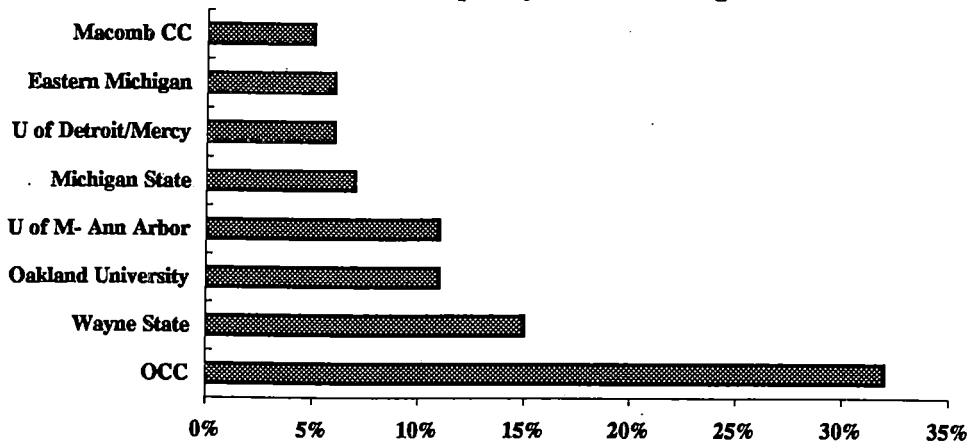


Oakland Community College was cited most frequently as the educational institution attended, with almost one third of respondents (32%) citing the college. This is consistent with findings from earlier polls which also showed OCC as the most frequently mentioned school, named by 34% of respondents in 1991. Other institutions frequently mentioned in 1994 include Wayne State University (15%), Oakland University (11%), University of Michigan - Ann Arbor (11%), and Michigan State University (7%). The second most frequently cited community college was Macomb Community College (5%), (Table 3). Again, these findings mirror those of earlier polls with regard to institutions most frequently cited.

**Table 3**  
**Institutions Most Frequently Attended**  
**1994 Poll**

Institution	Percent
OCC	32 %
Wayne State	15 %
Oakland University	11 %
U of M- Ann Arbor	11 %
Michigan State	7 %
U of Detroit/Mercy	6 %
Eastern Michigan	6 %
Macomb CC	5 %

**Figure 2**  
**Most Frequently Attended College**



Demographic comparison of those who had college experience with those who did not revealed that those with college experience tended to be younger, better educated and in higher income and higher earning occupation groups than those who had no college experience. The correlation between family income level and college education was particularly evident; 90% of those earning over \$50,000 per year reported college experience in comparison with 33% of those with incomes below \$10,000.

Twelve percent of the total sample reported that they are currently enrolled in a college or university. Of those currently enrolled, the largest single group was at OCC (35%). Wayne State University (16%), Oakland University (12%), Eastern Michigan University (8%), and University of Michigan - Ann Arbor (6%) are other institutions frequently cited (Table 4).



**Table 4**  
**Colleges Attended or Currently Enrolled In**

Institution	Ever Attended	Currently Enrolled
Oakland Community College	32%	35%
Wayne State University	15%	16%
Oakland University	11%	12%
University of Michigan-Ann Arbor	11%	6%
Michigan State University	7%	-
University of Detroit/Mercy	6%	-
Eastern Michigan University	5%	8%
Macomb Community College	5%	2%
Central Michigan University	4%	-
Lawrence Technological University	4%	2%
University of Michigan-Dearborn	4%	-
Henry Ford Community College	4%	2%
Western Michigan University	3%	2%
Walsh College	2%	2%
University of Michigan-Flint	1%	2%
Highland Park Community College	1%	-
Schoolcraft Community College	1%	4%
Washtenaw Community College	1%	-
Other	35%	6%
Number responding	(309)	(51)

*Note: Multiple responses were permitted, so totals may sum to more than 100%*

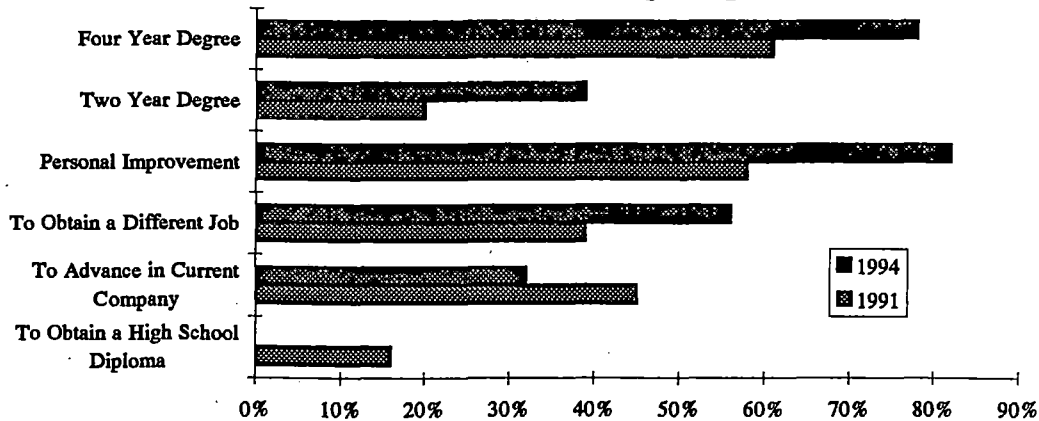
Those respondents currently enrolled in college, as expected, tended to be younger than average with 49% under age 27 and 28% between age 18-22. One third of this group reported that they were already college graduates, while 16% were post-graduates. This group tended also to report higher levels of family income and higher level earning occupations, perhaps because they were reporting family rather than personal income. It would appear that current enrollees come from the same income groups as those who have attended college at any time.

Among those currently enrolled in a college or university, the most frequently mentioned reasons include personal enrichment and improvement (82%), to earn a four-year bachelor's degree (78%), to help get a different job (56%), to earn a two-year degree (39%), and to move up in their present job or career (32%), (Table 5). This finding reflects both traditional and non-traditional motivation for attending college, and may have implications both for curriculum and delivery systems in higher education.

**Table 5**  
**Primary Reasons for Attending College**

Reasons	1991	1994
To Obtain a High School Diploma	16%	0%
To Advance in Current Company	45%	32%
To Obtain a Different Job	39%	56%
Personal Improvement	58%	82%
Two Year Degree	20%	39%
Four Year Degree	61%	78%

**Figure 3**  
**Reasons for Attending College**



Respondents not currently enrolled in higher education were asked if, during the last year, they had considered attending college. Among the 88% not currently enrolled, 37% said they had considered the possibility during the last year. This represents a considerable degree of interest in further education, although it is difficult to make direct comparisons with previous years as the question was not phrased in a comparable manner.

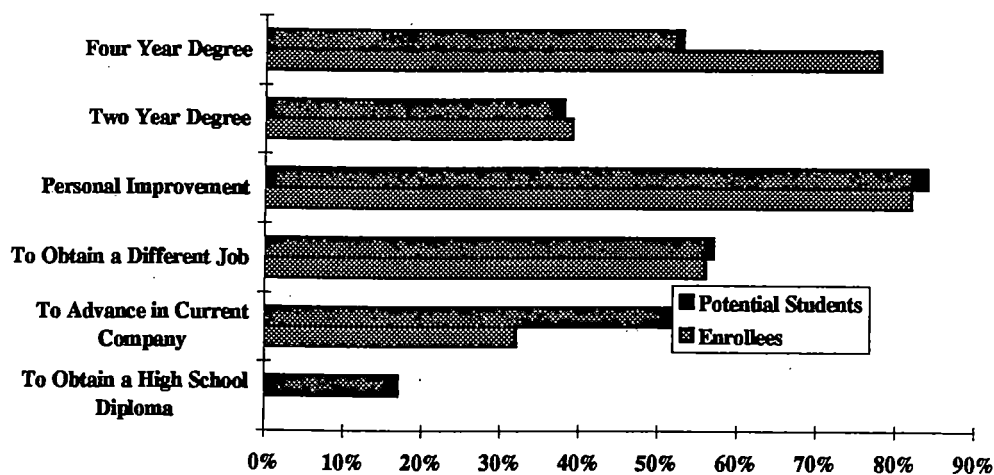
Among respondents not currently enrolled, who would consider going to college, the reasons most frequently mentioned were for personal enrichment and improvement (84%), to help get a different job (57%), to move up in their current job (55%), or to earn a four-year degree (53%), (Table 6). These findings match those of previous studies in which personal enrichment, job advancement and getting a

different job were most frequently quoted as reasons for pursuing additional education. As in previous years, earning a high school diploma or a two-year degree were less frequently mentioned. In addition, a comparison made with the group of students currently enrolled (Table 6) indicates that although personal enrichment is the most frequent reason for both groups, those not currently enrolled are more likely to seek additional education to obtain a new job, or advancement in their current job rather than a four-year degree.

**Table 6**  
**Comparison of Reasons for Attending College**  
**between Current Enrollees and Potential Students**

	<b>Enrollees</b>	<b>Potential Students</b>
To Obtain a High School Diploma	0%	17%
To Advance in Current Company	32%	55%
To Obtain a Different Job	56%	57%
Personal Improvement	82%	84%
Two Year Degree	39%	38%
Four Year Degree	78%	53%

**Figure 4 Comparison of Reasons**



*Note: Multiple responses were permitted, so totals may sum to more than 100%*

Those respondents who indicated they have attended OCC were asked a further set of questions relating to their satisfaction with their experience at the college. Eighteen percent of this group were currently enrolled, while a further 53% indicated they were enrolled between 1989 and 1993 (Table 7). Thus, the majority of the comments made were based on recent experience with OCC.

**Table 7**  
**Year of Enrollment at Oakland Community College**

Currently Enrolled	18%
1990-93	26%
1984-89	27%
1978-83	16%
1972-77	9%
1965-71	4%
Respondents	(107)

Seventy-one percent of respondents who have attended OCC reported that they had obtained their goals at the college, and 80% would consider attending again.

In addition, those respondents who had never attended a community college were asked if they would consider doing so. This group of respondents included both those who had only attended a four-year school and those who had never attended college. Fifty-two percent of the group said they would consider a community college. The major reasons given for this were personal enrichment (24%), appropriate course offerings (22%), and convenient campus locations (11%). Ninety-two percent of those who said they would consider a community college would consider OCC. The main reasons given were the convenience of campus locations (50%) and availability of desired courses (15%).

A third group of respondents who had previously attended a community college other than OCC were asked parallel questions about whether they would consider attending OCC. Fifty-nine percent of the group responded positively and 38% negatively, with a small group of "don't knows." When asked to explain why or why not they would consider OCC the major reasons given for attending were convenient campus locations and personal enrichment. The main reason given by those who would not attend OCC was that the classes they wanted were not offered. Twenty-seven percent of the total group responded in this way. This finding may suggest that these individuals are seeking higher level courses usually offered at four year schools or courses not currently offered at OCC.

In addition, respondents not currently enrolled were asked to indicate which school they would attend if they decided to attend college. OCC again proved most popular with 38% of this group indicating it would be their school of choice. The next most frequent choices were all four-year schools; Oakland University (24%), University of Michigan - Ann Arbor (10%), Wayne State University (10%), and Michigan State University (5%). These findings are similar to those from the previous polls where respondents most frequently said they would choose a four-year school or university.

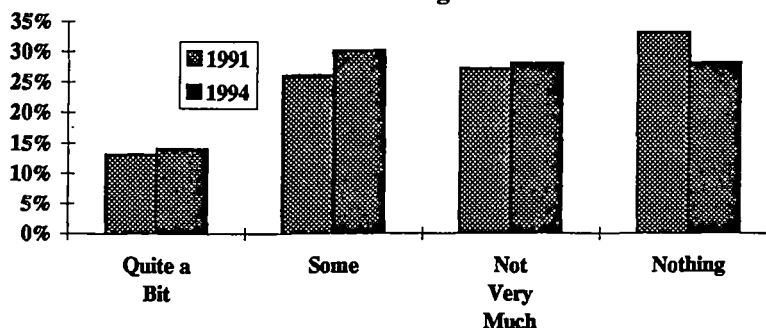
## PERCEPTIONS OF OAKLAND COMMUNITY COLLEGE

Respondents were asked to assess how much they knew about the services and educational opportunities offered by OCC. More than a quarter (28%) of those surveyed felt that they knew "nothing". An equal number of respondents knew "not very much" about OCC, while 30% knew "some" and 14% knew "quite a bit" (Table 8). Thus, less than half of those responding feel well informed about OCC. However, this shows a slight improvement from earlier studies; in 1991 33% said they knew "nothing" about OCC.

**Table 8**  
**Knowledge of OCC**

	1991	1994
Quite a Bit	13%	14%
Some	26%	30%
Not Very Much	27%	28%
Nothing	33%	28%

**Figure 5**  
**Knowledge of OCC**



Further analysis of the group who said they knew "nothing" indicated that these respondents were fairly equally distributed across age and ethnic groups but were more likely to be male and to have completed less education than those who knew more about the college.

When asked a follow-up question about their main sources of information about OCC, respondents indicated that their primary source was OCC publications (52%). This was followed by "other word of mouth" reported by 27%, "OCC students" or "own observation" indicated by 25% respectively (Table 9). Results from earlier studies are not shown because the question formats have varied over the years. However, mention of word of mouth sources was high in all studies. The 1994 study does reflect a noticeable increase in the number of respondents citing OCC publications as their main source of information from 29% in 1991 to 52% in 1994. In addition, a number of the 7% of respondents who cited "other" indicated that they used OCC flyers and pamphlets as a major source of

information. Thus, it would seem that OCC's efforts to communicate more effectively with the community are achieving some success.

**Table 9**  
**Sources of Information about OCC**

OCC Publications	52%
Other word of mouth	27%
OCC students	25%
Own observation	25%
Newspaper	15%
Other	7%
OCC employees	5%
No sources of information	3%
Television	2%
Radio	1%

*Note: Multiple responses were permitted, so totals may sum to more than 100%*

*Impressions*  
↓  
In addition, respondents were asked three open-ended questions about OCC which they were free to answer in their own words; specifically these questions concerned what came to mind at the mention of OCC, likes and dislikes about the college. Those respondents who had already said they knew nothing about OCC were not asked these questions.

The immediate thoughts which came to respondents' minds about OCC were generally positive. Most frequently these immediate thoughts concerned either physical attributes of the college (37%) or comments about types of programs and courses offered by the college (34%). Comments about staff, students, services and costs were less frequently included. The most frequent individual responses mentioned convenient campus locations (13%), community college in Oakland County (13%), offers two year degrees (8%), good quality school (8%), friends or relatives attended (7%), and inexpensive tuition (3%).

When asked what they liked about OCC, the most frequent group of responses related to physical attributes of the college (45%). Comments related to programs and courses were less frequent (14%) although individual programs were praised. As with the previous question the most frequent individual response related to convenient locations cited by 37% of respondents. Also frequently mentioned were good instructors (6%), good reputation (5%), many locations (4%), inexpensive tuition (4%), many classes/programs (3%), and attractive campuses (3%). However, it should be noted that 19% of those who said they knew something about OCC answered "don't know" when asked what they liked about the college.

Almost half of the sample (47%) said there is nothing they dislike about Oakland Community College and no single feature was mentioned as disliked by more than 5% of respondents. Almost one third of respondents (31%) answered that they did not know enough to comment. Concerns about parking made up

the largest single group of dislikes (5%), followed by "not as good as a four-year school" (3%), and "offers only a two-year degree" (3%). These comments are similar to those of earlier polls, although it is noticeable that concerns about registration seem to have diminished this year.

Respondents were also asked a series of questions related to their use of OCC services and facilities including libraries, concerts, plays, art shows, workshops, short courses, seminars and recreational facilities. Forty-five percent of the total sample had made use of one or more of these services or facilities. The highest response came with regard to the OCC libraries, 21% of all respondents reported that they or a member of their household had used them during the last two years. This compares with previous studies in which 24% said this in 1991, 23% in 1989 and 22% in 1986. In addition, 19% of the total sample had attended a concert, play or art show, a decrease from 24% in 1991, but higher than the 15% in 1989 and 10% in 1986 who reported their participation. Seventeen percent of the total sample had used recreational facilities, in comparison with 21% in 1991. Fifteen percent of the respondents attended a workshop, short course or seminar. This represents slightly lower participation than in 1991 (20%) (Table 10).

**Table 10**  
**Usage of OCC Facilities and Services**

	<u>1994</u>	<u>1991</u>	<u>1989</u>	<u>1986</u>
OCC Libraries	21%	24%	23%	22%
OCC sponsored concert, play, or art show	19%	24%	15%	10%
OCC workshop, short course, or seminars	15%	20%	12%	11%
OCC recreational facilities	17%	21%	N/A	N/A
Number responding	(416)	(405)	(400)	(400)

Demographic analysis of the user group suggests that they are similar in composition to the total sample group with a slight tendency to be more affluent. However, it would appear that OCC facilities and services are generally accessible to and used by the community as a whole.

The total sample of respondents was asked if anyone among their family or friends ever attended OCC. This question was intended to gauge the extent of OCC's impact among the community and the influence this might have upon public opinion. Seventy percent of respondents answered this question positively, indicating a considerable impact.

A supplementary question which asked respondents to identify the OCC campus closest to their home indicated that those surveyed were geographically dispersed across the county. Thus, perceptions of the college were not weighted toward one campus. Twenty-five percent of respondents identified their closest campus as Royal Oak, 24% as Orchard Ridge, 21% as Auburn Hills, 15% as Highland Lakes, and 7% as Southfield.

**FISCAL ISSUES**

Two major fiscal issues were examined by this study; attitudes among the community toward the funding of the college and support for a millage increase for OCC. Responses tend to be positive, although reflecting some reluctance to see local property taxes increase. However, the timing of this survey close to the Proposal A Michigan school finance campaign may have influenced respondents' sentiments.

In 1991, 1989, and 1986 more than 60% of respondents said that OCC should receive most of its revenue from a combination of state aid and tuition. In 1994 the percentage of respondents advocating this combination of financing dropped to 54%. The percentage of respondents citing tuition as the major revenue source increased in 1991 from previous years and has remained stable in 1994. However, in 1994 only 7% named local taxes as the major source of income in comparison with 14-15% in earlier studies. In addition, in 1994 28% of respondents suggested that OCC should receive most of its revenue from the combination of two sources (Table 11). In earlier years the percentage of respondents supporting this option was lower, varying between 10% and 17%. These findings in concert may indicate a change in public opinion about the major source of revenue for OCC.

**Table 11**  
**Source of Revenue Which Should Contribute**  
**Most to Operate OCC**

	<u>1994</u>	<u>1991</u>	<u>1989</u>	<u>1986</u>
State Aid	22%	34%	38%	37%
Tuition	32%	32%	24%	26%
Local taxes	7%	14%	15%	14%
Combination of two or three	28%	14%	17%	10%
Other	N/A	-	1%	8%
Don't Know	10%	6%	4%	5%
No Response	1%	-	1%	-
Respondents	(416)	(405)	(400)	(400)

When asked if they knew how many mills of their local property tax currently go to OCC, an overwhelming majority of respondents (96%) did not know. Those who claimed to know typically overestimated the number of mills (Table 12).



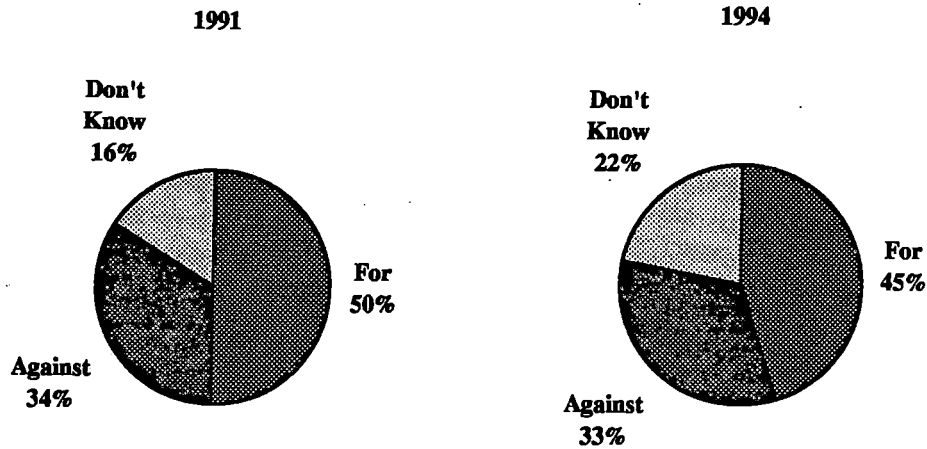
**Table 12**  
**Perceptions of the Number of Mills of Local Property Tax Currently Received By OCC**

	<u>1994</u>	<u>1991</u>	<u>1989</u>
Less than one mill	1%	-	-
One mill	1%	1%	-
More than one, but less than two	-	1%	1%
More than two mills	1%	1%	-
Don't Know	96%	97%	99%
Number responding	(416)	(405)	(400)

When asked if they would vote for or against a 1 mill tax increase to maintain OCC's current level of educational services forty-five percent of all respondents indicated they would vote for the proposal, while 33% would vote against. This demonstrates a decrease from 1991 in the number of respondents who would support the millage increase (Table 13). In addition, 22% of all respondents replied that they did not know how they would vote on the issue. Clearly this large group of "don't knows" could swing the vote positively or negatively. It also represents an increase in the "don't know" group from 1991 (Table 13). However, this may have been affected by the timing of this study which was close to the Proposal A property tax vote. It should also be noted that the sample was one of the general population and as such would include individuals not registered to vote as well as registered voters.

**Table 13**  
**Millage Increase Position**

	<b>1991</b>	<b>1994</b>
For	50%	45%
Against	34%	33%
Don't Know	16%	22%



A comparison was made between those who said they would vote for and those who would vote against a millage increase to determine if there were demographic differences between the two groups (Table 14). There is a tendency for those in favor of the millage increase to have higher levels of education, household income, more knowledge about and more contact with OCC. In addition, women were slightly more willing to support the increase than men, minority groups more than non-minority. Support for a millage was dispersed across age groups with no identifiable pattern. Currently enrolled students, those unemployed and those with technical/vocational education experience were more likely than average to support an increase. In contrast, those opposed were likely to have lower education levels, less contact with higher education and were more likely to believe that tuition should be the major funding source for OCC.

**Table 14**  
**Analysis of Those Who Would Vote For and Against a 1 Mill Increase**

	<u>Against</u>	<u>For</u>	<u>Don't know</u>
<b>Total sample</b>	<b>33%</b>	<b>45%</b>	<b>22%</b>
<i>Gender</i>			
Female	30%	48%	22%
Male	39%	39%	22%
<i>Race</i>			
White	35%	43%	22%
African-American	12%	76%	12%
Hispanic	20%	80%	-
Asian	36%	55%	9%
<i>Family Income</i>			
Less than \$10,000	8%	25%	67%
\$10,000 to \$20,000	31%	56%	13%
\$20,000 to \$30,000	24%	37%	39%
\$30,000 to \$40,000	37%	44%	20%
\$40,000 to \$50,000	29%	48%	24%
\$50,000 to \$75,000	31%	46%	24%
\$75,000 or more	34%	52%	14%
<i>Education level</i>			
Grades 1-8	50%	25%	25%
Some high school	33%	39%	28%
High school graduate	33%	43%	24%
Vocational/tech school	31%	50%	19%
Some college	34%	41%	24%
College graduate	35%	45%	21%
Post-graduate	26%	56%	18%
<i>Knowledge of OCC</i>			
Nothing	39%	39%	22%
Not very much	26%	49%	26%
Some	40%	40%	20%
Quite a bit	23%	56%	21%

Oakland Community College  
1994 Public Opinion Poll

	<u>Against</u>	<u>For</u>	<u>Don't know</u>
<b>Total sample</b>	<b>33%</b>	<b>45%</b>	<b>22%</b>
<i>Age</i>			
18-22	17%	48%	35%
23-27	31%	38%	31%
28-32	26%	53%	21%
33-37	43%	32%	26%
38-42	33%	52%	15%
43-47	30%	47%	23%
48-52	19%	53%	28%
53-57	54%	39%	8%
58 & over	36%	44%	20%
<i>Occupation</i>			
Professional	31%	47%	22%
Skilled/semi skilled	40%	40%	20%
Manager	53%	40%	7%
Unskilled	25%	45%	30%
Sales	32%	32%	36%
Technical	43%	33%	24%
Clerical	28%	52%	20%
Owner	30%	48%	22%
Police, postal, fire, government	50%	33%	17%
Unemployed	25%	63%	12%
Student	15%	55%	30%
Retired	33%	44%	24%
Homemaker	36%	47%	17%
<i>Opinion about OCC major source of revenue</i>			
Tuition	50%	36%	14%
State aid	20%	50%	30%
Local tax	7%	68%	25%
Combination	29%	50%	21%
<i>Family or friend attended OCC</i>			
No	38%	36%	26%
Yes	31%	49%	21%

Reasons given for approving a millage increase were usually stated in terms of respondents' support for education (13%), the belief in the importance of education (12%), the value to the community (6%), and the need for community colleges (5%). Other respondents referred to the need for opportunities for low income students and alternatives to four-year schools. In general, respondents

tended to focus on the overall contribution of education to society rather than directly referring to OCC itself. Opposition was concentrated on the respondents' unwillingness or inability to increase their tax burden (23%). Another opposition group (8%) commented that tuition should cover the costs. A small group of respondents believed that K-12 education systems had greater needs.

In addition, respondents were asked what questions they would want answered if a millage election was to be held in the next seven days. The most frequently asked question (22%) would be how the funds would be spent by OCC. Twelve percent of all respondents would ask why OCC needs the money, while 19% would like to know how the budget is currently being spent. Other respondents wished to know how much taxes would increase, which students and programs would benefit and what OCC contributes to the community. Individual comments typically expressed the view that increased millage should directly benefit students, not be used for administrative costs or buildings. The need for additional information to be presented in clear and simple terms was also expressed.

Responses to this question reflect the findings of earlier studies. In both 1989 and 1991 when asked the same question about what information they would want, respondents' most frequently asked questions were how the money would be spent, why OCC needed additional funds and which programs would be supported by the increased millage.

## **CONCLUSIONS**

This study indicates that the public perception of OCC among adults in Oakland County remains generally favorable. When asked what comes to mind about OCC, respondents usually cited favorable features of the college such as convenient, local campus locations and good quality education. In addition, while most respondents could name a feature of OCC that they liked, almost half of those surveyed found nothing to dislike about OCC. However, it should be noted that more than a quarter of those surveyed reported that they knew nothing about OCC, and that location/facilities rather than programs, services or staff were features most frequently cited as "likes" by respondents. This suggests an opportunity for OCC to communicate more information about its educational quality, leadership and economic impact in the community.

In addition, a considerable number of adults in the county reported experience of and contact with the college. Almost one third of the adults surveyed who had participated in higher education had attended OCC. The largest single group of currently enrolled students was at OCC and OCC was the most popular choice of those who would consider attending college. In addition, 45% of the total sample had used OCC facilities or services and almost three quarters knew a family member or friend who attended the college.

The findings of this study indicate there is some support in the county for a millage increase for OCC. Forty-five percent of all respondents would vote for the proposal, while 33% would vote against. However, the number of those who don't know how they would vote on the issue has increased from previous years. Reasons for favoring the millage were usually given in terms of support for education and the belief in its importance, while opposition concentrated on unwillingness to pay higher taxes rather than issues directly related to the college.

**APPENDIX A  
Survey Instrument**

\*1. Have you ever attended a community college, four-year college or university?

1.  Yes.  
0.  No. (Skip to Question 6) (Choose FORM B - BLUE)

2. Which college or colleges have you ever attended?  
(Do not read the list but check all colleges mentioned)

- |   |  |
|---|--|
| 01 <input type="checkbox"/> Central Michigan University       | 13 <input type="checkbox"/> Henry Ford Community College                 |
| 02 <input type="checkbox"/> Eastern Michigan University       | 14 <input type="checkbox"/> Highland Park Community College              |
| 03 <input type="checkbox"/> Lawrence Technological University | 15 <input type="checkbox"/> Lansing Community College                    |
| 04 <input type="checkbox"/> Michigan State University         | 16 <input type="checkbox"/> Macomb Community College                     |
| 05 <input type="checkbox"/> Oakland University                | 17 <input type="checkbox"/> Oakland Community College (Choose Pink Form) |
| 06 <input type="checkbox"/> University of Detroit             | 18 <input type="checkbox"/> Schoolcraft College                          |
| 07 <input type="checkbox"/> University of Michigan-Ann Arbor  | 19 <input type="checkbox"/> Washtenaw Community College                  |
| 08 <input type="checkbox"/> University of Michigan-Dearborn   | 20 <input type="checkbox"/> Wayne County Community College               |
| 09 <input type="checkbox"/> University of Michigan-Flint      |  |
| 10 <input type="checkbox"/> Walsh College                     |  |
| 11 <input type="checkbox"/> Wayne State University            |  |
| 12 <input type="checkbox"/> Western Michigan University       |  |
| 21 <input type="checkbox"/> Other. (Specify) _____            |  |
| 88 <input type="checkbox"/> Does not apply                    |  |
| 99 <input type="checkbox"/> No response                       |  |

3. Are you currently enrolled in a college or university?

1.  Yes.  
0.  No. (Skip to Question 6)  
8.  Does not apply  
9.  No response

4. Where are you currently enrolled?  
(Do not read the list but check all colleges mentioned)

- |   |  |
|---|--|
| 01 <input type="checkbox"/> Central Michigan University       | 13 <input type="checkbox"/> Henry Ford Community College                 |
| 02 <input type="checkbox"/> Eastern Michigan University       | 14 <input type="checkbox"/> Highland Park Community College              |
| 03 <input type="checkbox"/> Lawrence Technological University | 15 <input type="checkbox"/> Lansing Community College                    |
| 04 <input type="checkbox"/> Michigan State University         | 16 <input type="checkbox"/> Macomb Community College                     |
| 05 <input type="checkbox"/> Oakland University                | 17 <input type="checkbox"/> Oakland Community College (Choose Pink Form) |
| 06 <input type="checkbox"/> University of Detroit             | 18 <input type="checkbox"/> Schoolcraft College                          |
| 07 <input type="checkbox"/> University of Michigan-Ann Arbor  | 19 <input type="checkbox"/> Washtenaw Community College                  |
| 08 <input type="checkbox"/> University of Michigan-Dearborn   | 20 <input type="checkbox"/> Wayne County Community College               |
| 09 <input type="checkbox"/> University of Michigan-Flint      |  |
| 10 <input type="checkbox"/> Walsh College                     |  |
| 11 <input type="checkbox"/> Wayne State University            |  |
| 12 <input type="checkbox"/> Western Michigan University       |  |
| 21 <input type="checkbox"/> Other. (Specify) _____            |  |
| 88 <input type="checkbox"/> Does not apply                    |  |
| 99 <input type="checkbox"/> No response                       |  |

**NOTE: If respondent never attended a community college choose FORM B - BLUE**

**If respondent attended a community college but not Oakland Community College choose FORM C - GOLD**

**If respondent is currently or has ever attended Oakland Community College choose FORM A - PINK**



5. People attend college for many different reasons. I'm going to read you a list of reasons. Please tell me which are your reasons for attending college.

	Yes	No	N/A	No reply
a. To get a high school diploma? . . . . .	1	0	8	9
b. To take classes to help you move up in your present job or company? . . . . .	1	0	8	9
c. To help you get a different job? . . . . .	1	0	8	9
d. For personal improvement or enrichment? . . . . .	1	0	8	9
e. To earn a 2-year associate's degree? . . . . .	1	0	8	9
f. To earn a 4-year bachelor's degree or higher degree? . . . . .	1	0	8	9

*(If this question was answered, skip to question 9)*

6. Within the last year, have you considered attending college?

- 1.  Yes
- 0.  No
- 8.  Don't know
- 9.  No response

7. People attend college for many different reasons. I'm going to read you a list of reasons. Please tell me if you would or would not attend college for each reason.

	Yes	No	N/A	No reply
a. To get a high school diploma? . . . . .	1	0	8	9
b. To take classes to help you move up in your present job or company? . . . . .	1	0	8	9
c. To help you get a different job? . . . . .	1	0	8	9
d. For personal improvement or enrichment? . . . . .	1	0	8	9
e. To earn a 2-year associate's degree? . . . . .	1	0	8	9
f. To earn a 4-year bachelor's degree or higher degree? . . . . .	1	0	8	9

8. If you decided to attend college, which school would you would attend?  
*(Do not read the list but check all colleges mentioned)*

- |   |   |
|---|---|
| 01 <input type="checkbox"/> Central Michigan University       | 13 <input type="checkbox"/> Henry Ford Community College    |
| 02 <input type="checkbox"/> Eastern Michigan University       | 14 <input type="checkbox"/> Highland Park Community College |
| 03 <input type="checkbox"/> Lawrence Technological University | 15 <input type="checkbox"/> Lansing Community College       |
| 04 <input type="checkbox"/> Michigan State University         | 16 <input type="checkbox"/> Maçomb Community College        |
| 05 <input type="checkbox"/> Oakland University                | 17 <input type="checkbox"/> Oakland Community College       |
| 06 <input type="checkbox"/> University of Detroit             | 18 <input type="checkbox"/> Schoolcraft College             |
| 07 <input type="checkbox"/> University of Michigan-Ann Arbor  | 19 <input type="checkbox"/> Washtenaw Community College     |
| 08 <input type="checkbox"/> University of Michigan-Dearborn   | 20 <input type="checkbox"/> Wayne County Community College  |
| 09 <input type="checkbox"/> University of Michigan-Flint      |   |
| 10 <input type="checkbox"/> Walsh College                     |   |
| 11 <input type="checkbox"/> Wayne State University            |   |
| 12 <input type="checkbox"/> Western Michigan University       |   |
| 21 <input type="checkbox"/> Other. <i>(Specify)</i> _____     |   |
| 88 <input type="checkbox"/> Does not apply                    |   |
| 99 <input type="checkbox"/> No response                       |   |

\*9. How much do you know about the services and educational opportunities offered by Oakland Community College--quite a bit, some, not very much, or nothing?

- 4.  Quite a bit
- 3.  Some.
- 2.  Not very much.
- 1.  Nothing. *(Skip to question 14)*
- 9.  No response

\*10. What comes to mind when I say Oakland Community College? (*PROBE:*) Anything else?

---

---

\*11. What are some of the things you like about Oakland Community College? (*PROBE:*) Anything else?

---

---

\*12. What are some of the things you don't like about Oakland Community College? (*PROBE:*) Anything else?

---

---

\*13. What are your main sources of information about Oakland Community College? (*Do not read list. Check all that apply*) *PROBE:* Any others?

1. \_\_\_ Newspaper.
2. \_\_\_ Radio.
3. \_\_\_ Television.
4. \_\_\_ OCC Publications.
5. \_\_\_ OCC Employees.
6. \_\_\_ OCC Students.
7. \_\_\_ Other word of mouth.
8. \_\_\_ Own observation, personal involvement
9. \_\_\_ Other, (Specify) \_\_\_\_\_

- 
- 77 \_\_\_ None, have no sources of information.
  - 88 \_\_\_ Don't know
  - 99 \_\_\_ No response

\*14. Oakland Community College receives its revenue from three sources--tuition, state aid, and local taxes. In your opinion, which one should contribute most of the revenue to operate the community college--tuition, state aid, or local taxes? (*Check only one choice*)

1. \_\_\_ Tuition.
2. \_\_\_ State Aid.
3. \_\_\_ Local taxes.
4. \_\_\_ Combination of two or three. (*Specify which*) \_\_\_\_\_
8. \_\_\_ Don't know.
9. \_\_\_ No Response

\*15. Do you know how many mills of your local property tax go to Oakland Community College? (*Read responses*)

1. \_\_\_ Less than one mill
2. \_\_\_ One mill
3. \_\_\_ More than one but less than two
4. \_\_\_ More than two mills
8. \_\_\_ Don't know.
9. \_\_\_ No Response

\*16. If Oakland Community College needed additional tax millage to continue to provide its current level of educational services to the community, would you vote for or against a 1 mill increase tax proposal?

- 1.  For
- 0.  Against
- 8.  Don't know (*Skip to question 18*)
- 9.  No Response

\*17. Why do you feel that way?

---

---

\*18. If there was a millage election within the next seven days, what kinds of questions would you want answered-- what information would you want-- prior to that election? (*Probe for specifics*)

---

---

\*19. Have you, or anyone in your household, used the Oakland Community College libraries during the past two years?

- 1.  Yes.
- 0.  No.
- 8.  Don't know.
- 9.  No Response

\*20. Have you, or anyone in your household, attended an Oakland Community College sponsored concert, play, or art show?

- 1.  Yes.
- 0.  No.
- 8.  Don't know.
- 9.  No Response

\*21. What about a workshop, short course, or seminar sponsored by Oakland Community College?

- 1.  Yes.
- 0.  No.
- 8.  Don't know.
- 9.  No Response

\*22. And have you, or anyone in your household, used any recreational facilities at Oakland Community College?

- 1.  Yes.
- 0.  No.
- 8.  Don't know.
- 9.  No Response

FORM A - PINK

(Ask the next four questions if respondent answered Oakland Community College to Questions 2 or 4)

23. You mentioned earlier that you attended Oakland Community College--what is the most recent year you were enrolled at Oakland Community College? (Do not read the list)

- 1. \_\_\_ Currently enrolled-1994. (Skip to question 26)
- 2. \_\_\_ 1990-93.
- 3. \_\_\_ 1984-89.
- 4. \_\_\_ 1978-83.
- 5. \_\_\_ 1972-77.
- 6. \_\_\_ 1965-71.
- 8. \_\_\_ Don't know.
- 9. \_\_\_ No Response

24. Did you attain your goal while at OCC?

- 1. \_\_\_ Yes
- 0. \_\_\_ No

(Specify) \_\_\_\_\_

9. \_\_\_ No Response

25. Would you ever consider attending Oakland Community College again?

- 1. \_\_\_ Yes.
- 0. \_\_\_ No.
- 8. \_\_\_ Don't know.
- 9. \_\_\_ No Response

26. If you are attending/were to attend Oakland Community College, what day of week and time of day would be best for you to take classes?

Which day? (Circle day)

What time would be best for you? (Check time box for each day mentioned)

Day	Morning 7:00-12:00	Afternoon 12:00-5:00pm	Evening 5:00-9:00pm
Sunday			
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			

- 88. \_\_\_ Don't Know
- 99. \_\_\_ No Response

**FORM B - BLUE**

*(Ask the next four questions if responses to Q2 or Q4 are not community colleges or they have never attended college, Q1.)*

27. Would you ever consider attending a community college?

- 1.  Yes.
- 0.  No. *(Skip to question 35)*
- 8.  Don't know.
- 9.  No Response

28. Why is that?

---

29. Would you ever consider attending Oakland Community College?

- 1.  Yes.
- 0.  No. *(Ask question 30, then skip to 35)*
- 8.  Don't know.
- 9.  No Response

30. Why is that?

---

---

31. If you are attending/were to attend Oakland Community College, what day of week and time of day would be best for you to take classes?

Which day? *(Circle day)*

What time would be best for you? *(Check time box for each day mentioned)*

Day	Morning 7:00-12:00	Afternoon 12:00-5:00pm	Evening 5:00-9:00pm
Sunday			
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			

- 88.  Don't Know
- 99.  No Response

**FORM C - GOLD**

*(Ask the next three questions if responses to Q2 or Q4 were community colleges but not Oakland Community College)*

32. Would you ever consider attending Oakland Community College?

- 1.  Yes.
- 0.  No. *(Ask question 33, then skip to 35)*
- 8.  Don't know.
- 9.  No Response

33. Why is that?

---

---

34. If you are attending/were to attend Oakland Community College, what day of week and time of day would be best for you to take classes?

Which day? *(Circle day)*

What time would be best for you? *(Check time box for each day mentioned)*

Day	Morning 7:00-12:00	Afternoon 12:00-5:00pm	Evening 5:00-9:00pm
Sunday			
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			

- 88.  Don't Know
- 99.  No Response

Your answers so far will be even more helpful to us if you will answer just a few more quick questions about yourself and your family.

\*35. Has anyone in your family or any of your friends ever attended Oakland Community College?

- 1.  Yes.
- 0.  No.
- 8.  Don't know.
- 9.  No Response

\*36. What is your age?

\_\_\_\_\_

\*37. And what is the highest level of education you have completed?

- 1.  Grades 1-8 or less.
- 2.  Some high school.
- 3.  High school graduate.
- 4.  Vocational or technical school.
- 5.  Some college.
- 6.  College graduate.
- 7.  Post-graduate.
- 9.  No Response.

\*38. What is your current occupation?

\_\_\_\_\_

\*39. And would you mind telling me, are you White, African-American, Hispanic, Asian, or of some other ethnic group?

- 1.  White
- 2.  African-American
- 3.  Hispanic
- 4.  Asian
- 5.  Other (Specify) \_\_\_\_\_
- 9.  No Response

\*40. Which Oakland Community College campus do you live closest to?

- 1.  Auburn Hills. (Near Pontiac Silverdome/Opdyke Road & Featherstone)
- 2.  Highland Lakes. (Cooley Lake Rd. in Union Lake)
- 3.  Orchard Ridge. (In Farmington Hills/696 and Orchard Lake Rd.)
- 4.  Royal Oak. (Downtown Royal Oak)
- 5.  Southfield. (Nine Mile Rd, near Southfield Freeway)
- 8.  Don't know.
- 9.  No Response

\*41. Which of the following income groups include your total family income last year? (*Read income groups*)

1. \_\_\_ Less than \$10,000.
2. \_\_\_ \$10,000-\$20,000.
3. \_\_\_ \$20,000-\$30,000.
4. \_\_\_ \$30,000-\$40,000.
5. \_\_\_ \$40,000-\$50,000.
6. \_\_\_ \$50,000-\$75,000.
7. \_\_\_ \$75,000 or more.
9. \_\_\_ No response

\*42. What is your zipcode?

48 \_\_\_\_\_

\*43. *Record Gender*

1. \_\_\_ Male.
0. \_\_\_ Female

Thank you for helping the Research & Assessment Institute by participating in this survey. We appreciate your time and assistance.

INTERVIEWER \_\_\_\_\_

DATE \_\_\_\_\_

RESPONDENT NAME \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

***INTERVIEWER, PLEASE READ AND SIGN.***

***I have reread this completed questionnaire and certify that all answers have been recorded in the respondent's exact words, and that all spaces are filled in. This bona fide interview has been obtained according to quota and all interviewing specifications. I agree to keep the content of questions, respondents' answers, and the subject of this interview confidential.***

***INTERVIEWER'S SIGNATURE:*** \_\_\_\_\_



**1994 OAKLAND COMMUNITY COLLEGE  
PUBLIC OPINION POLL: Dialogue Sheet - (GRID A)**

**INTRODUCTION:**

Hello, this is *insert your name, first and last* \_\_\_\_\_. I am calling from the Research and Assessment Institute of Oakland County. We are calling a number of randomly selected households in Oakland County to ask your views about education after high school.

A. First, is this residence within Oakland County?

1. *In Oakland County - CONTINUE*
2. *Outside Oakland County or a business - TERMINATE WITH THANKS*

B. In order for me to determine which person in the household I should talk to, I need to ask you two questions.

C. How many adults, 18 years of age or older live in this household? *Circle the appropriate number.*

D. How many of those 18 and older are women? *Circle the appropriate number.*

E. Then in your household, I should talk to the \_\_\_\_\_ *Circle the appropriate box on the grid.*

Is he/she at home? *If the selected person is not at home, get their first name in order to know who to ask for, and the best time to call back.*

1	1 Adult	2 Adults	3 Adults	4 or More
0 Women	Adult	Oldest Man	Oldest Man	Youngest Man
1 Woman	Adult	Man	Youngest Man	Woman
2 Women		Youngest Woman	Youngest Woman	Youngest Man
3 Women			Oldest Woman	Man or Youngest Man
4 or More Women				Youngest Woman

\* *Indicates question asked of everyone.*

**IMPORTANT NOTE:** Each respondent is asked the questions on only one form, A - Pink, B - Blue, C - Gold. The decision which form to use is triggered by the respondent's answers to questions 2 and 4. Determine at that point which one you will ask.

**1994 OAKLAND COMMUNITY COLLEGE  
PUBLIC OPINION POLL: Dialogue Sheet - (GRID B)**

**INTRODUCTION:**

Hello, this is *insert your name, first and last* \_\_\_\_\_. I am calling from the Research and Assessment Institute of Oakland County. We are calling a number of randomly selected households in Oakland County to ask your views about education after high school.

A. First, is this residence within Oakland County?

1. *In Oakland County - CONTINUE*
2. *Outside Oakland County or a business - TERMINATE WITH THANKS*

B. In order for me to determine which person in the household I should talk to, I need to ask you two questions.

C. How many adults, 18 years of age or older live in this household? *Circle the appropriate number.*

D. How many of those 18 and older are women? *Circle the appropriate number.*

E. Then in your household, I should talk to the \_\_\_\_\_ *Circle the appropriate box on the grid.*

Is he/she at home? *If the selected person is not at home, get their first name in order to know who to ask for, and the best time to call back.*

1	1 Adult	2 Adults	3 Adults	4 or More
0 Women	Adult	Oldest Man	Youngest Man	Youngest Man
1 Woman	Adult	Woman	Woman	Oldest Man
2 Women		Oldest Woman	Youngest Woman	Youngest Woman
3 Women			Youngest Woman	Oldest Woman
4 or More Women				Oldest Woman

\* *Indicates question asked of everyone.*

**IMPORTANT NOTE:** Each respondent is asked the questions on only one form, A - Pink, B - Blue, C - Gold. The decision which form to use is triggered by the respondent's answers to questions 2 and 4. Determine at that point which one you will ask.

**1994 OAKLAND COMMUNITY COLLEGE  
PUBLIC OPINION POLL: Dialogue Sheet - (GRID C)**

**INTRODUCTION:**

Hello, this is *insert your name, first and last* \_\_\_\_\_. I am calling from the Research and Assessment Institute of Oakland County. We are calling a number of randomly selected households in Oakland County to ask your views about education after high school.

A. First, is this residence within Oakland County?

1. *In Oakland County - CONTINUE*
2. *Outside Oakland County or a business - TERMINATE WITH THANKS*

B. In order for me to determine which person in the household I should talk to, I need to ask you two questions.

C. How many adults, 18 years of age or older live in this household? *Circle the appropriate number.*

D. How many of those 18 and older are women? *Circle the appropriate number.*

E. Then in your household, I should talk to the \_\_\_\_\_ *Circle the appropriate box on the grid.*

Is he/she at home? *If the selected person is not at home, get their first name in order to know who to ask for, and the best time to call back.*

1	1 Adult	2 Adults	3 Adults	4 or More
0 Women	Adult	Youngest Man	Youngest Man	Oldest Man
1 Woman	Adult	Woman	Oldest Man	Woman
2 Women		Oldest Woman	Man	Oldest Man
3 Women			Youngest Woman	Man or Oldest Man
4 or More Women				Oldest Woman

\* *Indicates question asked of everyone.*

**IMPORTANT NOTE:** Each respondent is asked the questions on only one form, A - Pink, B - Blue, C - Gold. The decision which form to use is triggered by the respondent's answers to questions 2 and 4. Determine at that point which one you will ask.

**1994 OAKLAND COMMUNITY COLLEGE  
PUBLIC OPINION POLL: Dialogue Sheet - (GRID D)**

**INTRODUCTION:**

Hello, this is *insert your name, first and last* \_\_\_\_\_. I am calling from the Research and Assessment Institute of Oakland County. We are calling a number of randomly selected households in Oakland County to ask your views about education after high school.

A. First, is this residence within Oakland County?

1. *In Oakland County - CONTINUE*
2. *Outside Oakland County or a business - TERMINATE WITH THANKS*

B. In order for me to determine which person in the household I should talk to, I need to ask you two questions.

C. How many adults, 18 years of age or older live in this household? *Circle the appropriate number.*

D. How many of those 18 and older are women? *Circle the appropriate number.*

E. Then in your household, I should talk to the \_\_\_\_\_ *Circle the appropriate box on the grid.*

Is he/she at home? *If the selected person is not at home, get their first name in order to know who to ask for, and the best time to call back.*

1	1 Adult	2 Adults	3 Adults	4 or More
0 Women	Adult	Youngest Man	Oldest Man	Oldest Man
1 Woman	Adult	Man	Woman	Youngest Man
2 Women		Youngest Woman	Oldest Woman	Oldest Woman
3 Women			Oldest Woman	Youngest Woman
4 or More Women				Youngest Woman

\* *Indicates question asked of everyone.*

**IMPORTANT NOTE:** *Each respondent is asked the questions on only one form, A - Pink, B - Blue, C - Gold. The decision which form to use is triggered by the respondent's answers to questions 2 and 4. Determine at that point which one you will ask.*

**1994 OAKLAND COMMUNITY COLLEGE  
PUBLIC OPINION POLL: Dialogue Sheet - (GRID F)**

**INTRODUCTION:**

Hello, this is *insert your name, first and last* \_\_\_\_\_. I am calling from the Research and Assessment Institute of Oakland County. We are calling a number of randomly selected households in Oakland County to ask your views about education after high school.

A. First, is this residence within Oakland County?

- 1. *In Oakland County - CONTINUE*
- 2. *Outside Oakland County or a business - TERMINATE WITH THANKS*

B. In order for me to determine which person in the household I should talk to, I need to ask you two questions.

C. How many adults, 18 years of age or older live in this household? *Circle the appropriate number.*

D. How many of those 18 and older are women? *Circle the appropriate number.*

E. Then in your household, I should talk to the \_\_\_\_\_ *Circle the appropriate box on the grid.*

Is he/she at home? *If the selected person is not at home, get their first name in order to know who to ask for, and the best time to call back.*

1	1 Adult	2 Adults	3 Adults	4 or More
0 Women	Adult	Youngest Man	Middle Man	2nd Oldest Man
1 Woman	Adult	Man	Oldest Man	Middle Man
2 Women		Oldest Woman	Man	Oldest or Youngest Woman
3 Women			Middle Woman	Middle Woman
4 or More Women				2nd Oldest Woman

\* *Indicates question asked of everyone.*

**IMPORTANT NOTE:** *Each respondent is asked the questions on only one form, A - Pink, B - Blue, C - Gold. The decision which form to use is triggered by the respondent's answers to questions 2 and 4. Determine at that point which one you will ask.*

1994 PUBLIC OPINION POLL (POP)  
CODE BOOK

I:\POP\1994\POP94-550

DATA FILE

<u>Variable</u>	<u>Column</u>	<u>Description/Codes</u>
ID	1-3	Respondents ID number. Actual number
VAR1	4	1. Have you ever attended a community college, four-year college or university? 0=No, (Skip to Question 6) 1=Yes
		2. Which college or colleges have you ever attended? (Do not read the list but check all colleges mentioned)
VAR2	5	a Central Michigan University 0=No 1=Yes 8=Does not apply
VAR3	6	b Eastern Michigan University (Same as VAR2)
VAR4	7	c Lawrence Technological University (Same as VAR2)
VAR5	8	d Michigan State University (Same as VAR2)
VAR6	9	e Oakland University (Same as VAR2)
VAR7	10	f University of Detroit (Same as VAR2)
VAR8	11	g University of Michigan-Ann Arbor (Same as VAR2)
VAR9	12	h University of Michigan-Dearborn (Same as VAR2)
VAR10	13	i University of Michigan-Flint (Same as VAR2)
VAR11	14	j Walsh College (Same as VAR2)
VAR12	15	k Wayne State University (Same as VAR2)
VAR13	16	l Western Michigan University (Same as VAR2)
VAR14	17	m Henry Ford Community College (Same as VAR2)

- VAR15 18 n Highland Park Community College  
(Same as VAR2)
- VAR16 19 o Lansing Community College  
(Same as VAR2)
- VAR17 20 p Macomb Community College  
(Same as VAR2)
- VAR18 21 q Oakland Community College  
(Same as VAR2)
- VAR19 22 r Schoolcraft College  
(Same as VAR2)
- VAR20 23 s Washtenaw Community College  
(Same as VAR2)
- VAR21 24 t Wayne County Community College  
(Same as VAR2)

VAR22 25 u Other college or university      0      8  
 (Same as VAR2)                              4      9  
     2.

VAR23 26  3. Are you currently enrolled in a college or university?  
 0=No (Skip to Question 6)  
 1=Yes  
 8=Does not apply  
 9=No response

4. Where are you currently enrolled? (Do not read the list but check all colleges mentioned)

VAR24 27 a. Central Michigan University      UAC 112, 113, 114.  
 0=No  
 1=Yes  
 8=Does not apply

VAR25 28 b Eastern Michigan University  
 (Same as VAR24)

VAR26 29 c Lawrence Technological University  
 (Same as VAR24)

VAR27 30 d Michigan State University  
 (Same as VAR24)

VAR28 31 e Oakland University  
 (Same as VAR24)

VAR29 32 f University of Detroit  
 (Same as VAR24)

VAR30 33 g University of Michigan-Ann Arbor  
 (Same as VAR24)

- VAR31 34 h University of Michigan-Dearborn  
(Same as VAR24)
- VAR32 35 i University of Michigan-Flint  
(Same as VAR24)
- VAR33 36 j Walsh College  
(Same as VAR24)
- VAR34 37 k Wayne State University  
(Same as VAR24)
- VAR35 38 l Western Michigan University  
(Same as VAR24)
- VAR36 39 m Henry Ford Community College  
(Same as VAR24)
- VAR37 40 n Highland Park Community College  
(Same as VAR24)
- VAR38 41 o Lansing Community College  
(Same as VAR24)
- VAR39 42 p Macomb Community College  
(Same as VAR24)
- VAR40 43 q Oakland Community College  
(Same as VAR24)
- VAR41 44 r Schoolcraft College  
(Same as VAR24)
- VAR42 45 s Washtenaw Community College  
(Same as VAR24)
- VAR43 46 t Wayne County Community College  
(Same as VAR24)
- VAR44 47 u Other college or university  
(Same as VAR24)

08  
49.  
2

NOTE:

- a. If respondent never attended a community college choose FORM B - BLUE
- b. If respondent attended a community college but not Oakland Community College choose FORM C - GOLD
- c. If respondent is currently or has ever attended Oakland Community College choose FORM A - PINK

5 ✓ People attend college for many different reasons. I'm going to read you a list of reasons. Please tell me which are your reasons for attending college.

- VAR45 48 a. To get a high school diploma?  
0=No  
1=Yes  
8=Does not apply  
9=No response



- VAR46 49 b. To take classes to help you move up in your present job or company?  
(Same as VAR45)
- VAR47 50 c. To help you get a different job?  
(Same as VAR45)
- VAR48 51 d. For personal improvement or enrichment?  
(Same as VAR45)
- VAR49 52 e. To earn a 2-year associate's degree?  
(Same as VAR45)
- VAR50 53 f. To earn a 4-year bachelor's degree or higher degree?  
(Same as VAR45)

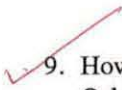
NOTE: If this question was answered, skip to question 9.

- VAR51 54 6. Within the last year, have you considered attending college?  
0=No  
1=Yes  
8=Don't know  
9=No response  
*7= Does not apply.*
7. People attend college for many different reasons. I'm going to read you a list of reasons. Please tell me if you would or would not attend college for each reason.
- VAR52 55 a. To get a high school diploma?  
0=No  
1=Yes  
8=Does not apply  
9=No response
- VAR53 56 b. To take classes to help you move up in your present job or company?  
(Same as VAR45)
- VAR54 57 c. To help you get a different job?  
(Same as VAR45)
- VAR55 58 d. For personal improvement or enrichment?  
(Same as VAR45)
- VAR56 59 e. To earn a 2-year associate's degree?  
(Same as VAR45)
- VAR57 60 f. To earn a 4-year bachelor's degree or higher degree?  
(Same as VAR45)
8. If you decided to attend college, which school would you would attend? (Do not read the list but check all colleges mentioned)
- VAR58 61 a. Central Michigan University  
0=No  
1=Yes  
8=Does not apply

VAR59	62	b Eastern Michigan University (Same as VAR58)
VAR60	63	c Lawrence Technological University (Same as VAR58)
VAR61	64	d Michigan State University (Same as VAR58)
VAR62	65	e Oakland University (Same as VAR58)
VAR63	66	f University of Detroit (Same as VAR58)
VAR64	67	g University of Michigan-Ann Arbor (Same as VAR58)
VAR65	68	h University of Michigan-Dearborn (Same as VAR58)
VAR66	69	i University of Michigan-Flint (Same as VAR58)
VAR67	70	j Walsh College (Same as VAR58)
VAR68	71	k Wayne State University (Same as VAR58)
VAR69	72	l Western Michigan University (Same as VAR58)
VAR70	73	m Henry Ford Community College (Same as VAR58)
VAR71	74	n Highland Park Community College (Same as VAR58)
VAR72	75	o Lansing Community College (Same as VAR58)
VAR73	76	p Macomb Community College (Same as VAR58)
VAR74	77	q Oakland Community College (Same as VAR58)
VAR75	78	r Schoolcraft College (Same as VAR58)
VAR76	79	s Washtenaw Community College (Same as VAR58)
VAR77	80	t Wayne County Community College (Same as VAR58)
VAR78	81	u Other college or university (Same as VAR58)

VAR79

82



9. How much do you know about the services and educational opportunities offered by Oakland Community College--quite a bit, some, not very much, or nothing?

- 4=Quite a bit
- 3=Some
- 2=Not very much
- 1=Nothing (Skip to question 14)
- 9=No response

VAR 94

VAR80

83-84

10 What comes to mind when I say Oakland Community College? PROBE: Anything else?

- 1= Convenient campus locations/close
- 2= Many campus locations
- 3= Good quality school
- 4= Offers basic education/courses
- 5= Furthers educational opportunities
- 6= Offers a two year degree/programs
- 7= Friends, relatives attend OCC
- 8= Like the classes OCC offers
- 9= Prepares one for four year institution
- 10= Tuition is inexpensive
- 11= Good instructors, faculty, staff
- 12= Former, current OCC student
- 13= Nice, clean, attractive campuses
- 14= Good for refresher courses
- 15= Offers job training
- 16= Community education programs/enrichment
- 17= More affordable than four year institution
- 18= Accepts those not eligible for four year college
- 19= Many extra-curricular programs
- 20= Friendly staff, students
- 21= Two year degrees are worthless
- 22= Good technical training
- 23= Flexible class hours
- 24= Dont know location of OCC campuses
- 25= Classes are difficult
- 26= Art classes
- 27= Knowledge
- 28= Good starting point
- 29= Low prestige/like high school
- 30= Community college in Oakland County/Junior college
- 31= Long drive
- 32= In our area/local
- 33= Step after high school
- 34= Had a good experience
- 35= Good career counseling
- 36= Improvement/advancement
- 37= Swimming at OR campus
- 38= Computer classes
- 39= Wide variety of classes
- 40= Growth in the last few years
- 41= Campus in Farmington Hills
- 42= Small college
- 43= Nursery service for children
- 44= Royal Oak *Campus.*
- 45= Current employee
- 46= Cooley Lake Road
- 47= *Nursing Program.*
- 48= ~~Cover money.~~
- 66= Does not apply
- 77= Dont know
- 88= Nothing/nothing specific
- 99= No response

VAR81 85-86 11 What are some of the things you like about Oakland Community College? PROBE:

Anything else?

- 1= Convenient locations/close
- 2= Good instructors, faculty, staff
- 3= Many locations
- 4= Many classes/programs
- 5= Tuition inexpensive/low cost
- 6= Offers basic education
- 7= Nice campuses
- 8= Friendly staff, students
- 9= Flexible class hours/convenient
- 10= Good reputation
- 11= Skills trades programs
- 12= Offers a two year degree
- 13= Different programs/classes
- 14= Freedom to pick courses
- 15= Better than no college
- 16= The pottery show
- 17= Offers SAT and GED classes
- 18= Nice pool and workout facilities
- 19= Used to attend plays at OR
- 20= Good programs/classes
- 21= The background students get in survey classes
- 22= Small classes
- 23= Good Cafeteria
- 24= Diversity of students *25 offers enrichment classes.*
- 66= Does not apply
- 77= Dont know/*can't comment.*
- 88= Nothing
- 99= No response

*26. Do not receive it  
would like to.*

*27. The CAD program.*

VAR82 87-88 12 What are some of the things you don't like about Oakland Community College?

PROBE: Anything else?

- 1= Nothing
- 2= Registration too difficult
- 3= Not enough parking/too difficult
- 4= Classes not available on all campuses
- 5= Less cultural diversity than four year school
- 6= Classes are too easy
- 7= Offers only a two year degree
- 8= Faculty, staff unqualified/not dedicated
- 9= Tuition too expensive
- 10= Not as good as a four year college
- 11= Great difference between older students who are more serious and younger ones
- 12= Students who think it is second chance high school
- 13= Degree did not transfer
- 14= Discontinued "Gaslight festival"
- 15= Counseling is awful
- 16= Overpriced books
- 17= Language barrier/many instructors are foreign
- 18= Long classes, 4 hours
- 19= Cant get the same classes during the day/Saturday
- 20 = N o t e n o u g h m u s i c c l a s s e s
- 66= Does not apply
- 77= Dont know/not sure/*can't comment.*
- 99= No response

*21. EIT/IT.*

*22. Need more evening classes.*

*23. Bad experience with financial*

13 What are your main sources of information about Oakland Community College? (Do not read list. Check all that apply) (PROBE:) Any others?

VAR83 89 a Newspaper  
0=No  
1=Yes  
8=Does not apply  
9=No response

VAR84 90 b Radio  
(Same as VAR83)

VAR85 91 c Television  
(Same as VAR83)

VAR86 92 d OCC Publications  
(Same as VAR83)

VAR87 93 e OCC Employees  
(Same as VAR83)

VAR88 94 f OCC Students  
(Same as VAR83)

VAR89 95 g Other word of mouth  
(Same as VAR83)

VAR90 96 h Own observation, personal involvement  
(Same as VAR83)

VAR91 97 i Other, (Specify)  
(Same as VAR83)

VAR92 98 j None, have no sources of information  
(Same as VAR83)

VAR93 99 k Don't know  
(Same as VAR83)

VAR94 100 14 Oakland Community College receives its revenue from three sources--tuition, state aid, and local taxes. In your opinion, which one should contribute most of the revenue to operate the community college--tuition, state aid, or local taxes? (Check only one choice)  
1=Tuition  
2=State Aid  
3=Local taxes  
4=Combination of two or three. (Specify which)  
8=Don't know  
9=No Response

VAR95 101 15 Do you know how many mills of your local property tax go to Oakland Community College? (Read responses)  
1=Less than one mill  
2=One mill  
3=More than one but less than two  
4=More than two mills  
8=Don't know  
9=No Response

VAR96 102 16 If Oakland Community College needed additional tax millage to continue to provide its current level of educational services to the community, would you vote for or against a 1 mill increase tax proposal?  
0=Against  
1=For  
8=Don't know (Skip to question 18)  
9=No Response

VAR97 103-104 17 Why do you feel that way?  
1=Strong supporter of education  
2=Education is a good cause/important  
3=Education is needed for youth  
4=OCC is a good school  
5=Helps the community in general  
6=OCC needs dollars to continue to operate  
7=State funding not enough  
8=Have children/grandchildren who may attend  
9=OCC offers an opportunity  
10=To help the school  
11=Not everyone can afford 4 year college  
12=So low income students can attend  
13=To keep services going  
14=Millage is reasonable  
15=Education is necessary for success in today's society  
16=Tuition is high  
17=Current student  
18=There is a need for community colleges  
19=Civic duty  
30=Pay too much in taxes now  
31=Tuition should cover the costs  
32=Can't afford it  
33=OCC doesn't need it  
34=Don't know how it would benefit OCC  
35=State aid should cover the costs  
36=School should work with money available now  
37=Students are not learning  
38=A lot of expenditure by the school is wasteful  
39=Has contributed enough already  
40=Education has not done enough to control costs  
41=What percent is going to administration rather than students  
42=Education should not be supported by taxes *only*.  
43=I am not attending school currently  
44=Public schools need the money more than OCC  
45=How would I benefit  
46=Do not use public schools or colleges  
47=Depends on local school tax package  
48=Don't care to say  
49=Lottery should fund education  
50=Limited income  
88=Don't know  
99=No response  
*66 = Does not apply.*

VAR98 105-106 18 If there was a millage election within the next seven days, what kinds of questions would you want answered--what information would you want-prior to that election?

(Probe for specifics)

- 1=How would the dollars be allocated at OCC
- 2=Why do they need the increase
- 3=What programs would it support
- 4=How much will instructors get paid
- 5=How much will taxes increase
- 6=How much money is the state providing
- 7=Does OCC provide quality education
- 8=Why no funding from other sources
- 9=How will I or my family benefit
- 10=Which students will be affected
- 11=Percentage of graduates
- 12=More information on courses offered
- 13=How much money is going to the school
- 14=Where is the money going at present
- 15=What is the school doing to streamline expenses
- 16=What is the balance of older/younger students
- 17=More open day care
- 18=Cost per pupil
- 19=How much money would go to educating students, not administration
- 20=Types of opportunity for county residents other than high school students
- 21=Doesnt matter what you ask, politicians will decide
- 22=What does OCC do for the community
- 23=Teacher/instructor accountability
- 24=No "Bull" / *clear simple English*
- 25=Dont understand millage
- 77=No questions
- 88=Dont know / *Not sure*
- 99=No response

*/existing programs? additional/ improvements? Physical plant v programs? Students v admin?*

*26. How much would school get from the millage?*

*27. How much is spent on salaries.  
28 Explain the issue in clear simple English.*

VAR99 107 19 Have you, or anyone in your household, used the Oakland Community College libraries during the past two years?

- 0=No
- 1=Yes
- 8=Don't know
- 9=No Response

VAR100 108 20 Have you, or anyone in your household, attended an Oakland Community College sponsored concert, play, or art show?

- 0=No
- 1=Yes
- 8=Don't know
- 9=No Response

VAR101 109 21 What about a workshop, short course, or seminar sponsored by Oakland Community College?

- 0=No
- 1=Yes
- 8=Don't know
- 9=No Response

VAR102 110 22 And have you, or anyone in your household, used any recreational facilities at Oakland Community College?

- 0=No
- 1=Yes
- 8=Don't know
- 9=No Response

FORM A - PINK (Ask the next four questions if respondent answered Oakland Community College to Questions 2 or 4)

- VAR103 111 23 You mentioned earlier that you attended Oakland Community College--what is the most recent year you were enrolled at Oakland Community College? (Do not read the list)
- 1=Currently enrolled-1994. (Skip to question 26)
  - 2=1990-93
  - 3=1984-89
  - 4=1978-83
  - 5=1972-77
  - 6=1965-71
  - 8=Don't know
  - 9=No Response
  - 7= Does not apply.
- VAR104 112 24 Did you attain your goal while at OCC?
- 0=No
  - 1=Yes
  - 9=No Response
  - 8= Does not apply.
- VAR105 113 25 Would you ever consider attending Oakland Community College again?
- 0=No
  - 1=Yes
  - 8=Don't know
  - 9=No Response
  - 7= Does not apply.
- VAR106 114-115 26 If you are attending/were to attend Oakland Community College, what day of week and time of day would be best for you to take classes?
- 1=Sunday 7 a.m.-12 p.m.
  - 2=Sunday 12 p.m.-5 p.m.
  - 3=Sunday 5 p.m.-9 p.m.
  - 4=Monday 7 a.m.-12 p.m.
  - 5=Monday 12 p.m.-5 p.m.
  - 6=Monday 5 p.m.-9 p.m.
  - 7=Tuesday 7 a.m.-12 p.m.
  - 8=Tuesday 12 p.m.-5 p.m.
  - 9=Tuesday 5 p.m.-9 p.m.
  - 10=Wednesday 7 a.m.-12 p.m.
  - 11=Wednesday 12 p.m.-5 p.m.
  - 12=Wednesday 5 p.m.-9 p.m.
  - 13=Thursday 7 a.m.-12 p.m.
  - 14=Thursday 12 p.m.-5 p.m.
  - 15=Thursday 5 p.m.-9 p.m.
  - 16=Friday 7 a.m.-12 p.m.
  - 17=Friday 12 p.m.-5 p.m.
  - 18=Friday 5 p.m.-9 p.m.
  - 19=Saturday 7 a.m.-12 p.m.
  - 20=Saturday 12 p.m.-5 p.m.
  - 21=Saturday 5 p.m.-9 p.m.
  - 88=Don't know
  - 99=No response
  - 66= Does not apply.

FORM B - BLUE (Ask the next four questions if responses to Q2 or Q4 are not community colleges or they have never attended college, Q1.)



VAR107 116 27 Would you ever consider attending a community college?

- 0=No (Skip to question 35)
- 1=Yes
- 8=Don't know
- 9=No Response

*6 = Does not apply.*

VAR108 117-118 28 Why is that?

- 1=Convenient campus locations
- 2=Ifit offers courses I want to take
- 3=Further my education
- 4=Educational programs are excellent
- 5=Personal enrichment
- 6=Positive word of mouth
- 7=OCC is good quality
- 8=Preparation for the world of work
- 9=Courses offered are better than four year school
- 10=Friendly staff, students
- 11=Tuition is inexpensive
- 12=Flexible class hours
- 13=Cultural diversity on campus
- 14=Can enroll without graduating from high school
- 15=A start
- 16=It is a smaller school
- 17=To take classes I did not take in high school
- 18=GM encourages those laid off to take classes
- 19=To get GED
- 20=To re-enter workforce after raising a family
- 21=To take special classes
- 22=To further career
- 23=Would depend on life circumstances
- 24=Community college works with people more
- 25=A place to get practical education
- 88=Dont know
- 99=No response

*66 = Does not apply.*

*26 why not? To take classes to improve.  
27. To take classes to transfer.*

VAR109 119 29 Would you ever consider attending Oakland Community College?

- 0=No (Ask question 30, then skip to 35)
- 1=Yes
- 8=Don't know
- 9=No Response

*7 = Does not apply.*

VAR110 120-121 30 Why is that?

- 1=Convenient campus locations */close.*
- if.* 2=Offers courses I want to take
- 3=Further my education
- 4=Educational programs are excellent
- 5=Personal enrichment
- 6=Positive word of mouth
- 7=OCC is good quality
- 8=Prparation for the world of work
- 9=Courses offered are better than four year school
- 10=Friendly staff, students
- 11=Tuition is inexpensive
- 12=Flexible class hours
- 13=Cultural diversity on campus
- 14=Can enroll without graduating from high school
- 88=Dont know
- 99=No response

*66 = Does not apply.*

*Availability of 15. have day care.*

*18. Too old / poor health.  
16. Take classes for transfer.  
17. Need information on classes.*

VAR111 122-123 31 If you are attending/were to attend Oakland Community College, what day of week and time of day would be best for you to take classes?

- 1=Sunday 7 a.m.-12 p.m.
- 2=Sunday 12 p.m.-5 p.m.
- 3=Sunday 5 p.m.-9 p.m.
- 4=Monday 7 a.m.-12 p.m.
- 5=Monday 12 p.m.-5 p.m.
- 6=Monday 5 p.m.-9 p.m.
- 7=Tuesday 7 a.m.-12 p.m.
- 8=Tuesday 12 p.m.-5 p.m.
- 9=Tuesday 5 p.m.-9 p.m.
- 10=Wednesday 7 a.m.-12 p.m.
- 11=Wednesday 12 p.m.-5 p.m.
- 12=Wednesday 5 p.m.-9 p.m.
- 13=Thursday 7 a.m.-12 p.m.
- 14=Thursday 12 p.m.-5 p.m.
- 15=Thursday 5 p.m.-9 p.m.
- 16=Friday 7 a.m.-12 p.m.
- 17=Friday 12 p.m.-5 p.m.
- 18=Friday 5 p.m.-9 p.m.
- 19=Saturday 7 a.m.-12 p.m.
- 20=Saturday 12 p.m.-5 p.m.
- 21=Saturday 5 p.m.-9 p.m.
- 88=Don't know
- 99=No response

*66 = Does not apply.*

FORM C - GOLD (Ask the next three questions if responses to Q2 or Q4 were community colleges but not Oakland Community College)

VAR112 124 32 Would you ever consider attending Oakland Community College?

- 0=No (Ask question 33, then skip to 35)
- 1=Yes
- 8=Don't know
- 9=No Response

*6 = Does not apply.*

VAR113 125-126 33 Why is that?

- 1=Convenient campus locations
- 2=Offers courses I want to take
- 3=Further my education
- 4=Educational programs are excellent
- 5=Personal enrichment
- 6=Positive word of mouth
- 7=OCC is good quality
- 8=Preparation for the world of work
- 9=Courses offered are better than four year school
- 10=Friendly staff, students
- 11=Tuition is inexpensive
- 12=Flexible class hours
- 13=Cultural diversity on campus
- 14=Can enroll without graduating from high school
- 15=Self-improvement
- 16=Small classes
- 17=Have young children/not able to attend for a while
- 18=Wide variety of classes
- 19=Does not offer classes Im interested in
- 88=Dont know
- 99=No response

*20 Complete courses for transfer.*

*21. Too old/past interests.*

*66 = Does not apply.*

VAR114 127-128 34 If you are attending/were to attend Oakland Community College, what day of week and time of day would be best for you to take classes?

- 1=Sunday 7 a.m.-12 p.m.
- 2=Sunday 12 p.m.-5 p.m.
- 3=Sunday 5 p.m.-9 p.m.
- 4=Monday 7 a.m.-12 p.m.
- 5=Monday 12 p.m.-5 p.m.
- 6=Monday 5 p.m.-9 p.m.
- 7=Tuesday 7 a.m.-12 p.m.
- 8=Tuesday 12 p.m.-5 p.m.
- 9=Tuesday 5 p.m.-9 p.m.
- 10=Wednesday 7 a.m.-12 p.m.
- 11=Wednesday 12 p.m.-5 p.m.
- 12=Wednesday 5 p.m.-9 p.m.
- 13=Thursday 7 a.m.-12 p.m.
- 14=Thursday 12 p.m.-5 p.m.
- 15=Thursday 5 p.m.-9 p.m.
- 16=Friday 7 a.m.-12 p.m.
- 17=Friday 12 p.m.-5 p.m.
- 18=Friday 5 p.m.-9 p.m.
- 19=Saturday 7 a.m.-12 p.m.
- 20=Saturday 12 p.m.-5 p.m.
- 21=Saturday 5 p.m.-9 p.m.
- 88=Don't know
- 99=No response

*66 = Does not apply.*

VAR115 129 35 Has anyone in your family or any of your friends ever attended Oakland Community College?

- 0=No
- 1=Yes
- 8=Don't know
- 9=No Response

VAR116 130-131 36 What is your age?  
(Actual age)  
99=No response

VAR117 132 37 And what is the highest level of education you have completed?

- 1=Grades 1-8 or less
- 2=Some high school
- 3=High school graduate
- 4=Vocational or technical school
- 5=Some college
- 6=College graduate
- 7=Post-graduate
- 9=No Response

- VAR118 133-134 38 What is your current occupation?  
 1=Professional  
 2=Skilled, semi-skilled, trade  
 3=Manager, administrator  
 4=Unskilled labor, assembly line  
 5=Sales  
 6=Technical  
 7=Clerical, office  
 8=Owner, proprietor  
 9=Police, postal, fire, government  
 10=Unemployed  
 11=Out of labor force  
 12=Student  
 13=Retired  
 14=Homemaker  
 99=No response
- VAR119 135 39 And would you mind telling me, are you White, African-American, Hispanic, Asian, or of some other ethnic group?  
 1=White  
 2=African-American  
 3=Hispanic  
 4=Asian  
 5=Other (Specify)  
 9=No Response
- VAR120 136 40 Which Oakland Community College campus do you live closest to?  
 1=Auburn Hills.(Near Pontiac Silverdome/Opdyke Road & Featherstone)  
 2=Highland Lakes.(Cooley Lake Rd. in Union Lake)  
 3=Orchard Ridge.(In Farmington Hills/696 and Orchard Lake Rd.)  
 4=Royal Oak.(Downtown Royal Oak)  
 5=Southfield.(Nine Mile Rd, near Southfield Freeway)  
 8=Don't know  
 9=No Response
- VAR121 137 41 Which of the following income groups include your total family income last year?  
 (Read income groups)  
 1=Less than \$10,000  
 2=\$10,000-\$20,000  
 3=\$20,000-\$30,000  
 4=\$30,000-\$40,000  
 5=\$40,000-\$50,000  
 6=\$50,000-\$75,000  
 7=\$75,000 or more  
 9=No response
- VAR122 138-142 42 What is your zip code?  
 (Actual zip code)  
 99999=No response
- VAR123 143 43 Record Gender  
 1=Male  
 0=Female  
 9=Unknown

UAR III Should be no 1, 2, 6 -

UAR II 2

48

Does not apply.

6,537,823

3,462,795

3,103,975

479

UAR 23

45-57

79

80-82

83-96

97-98

99-105

106

107

108

109

110

111

112

113

114

→ 123

80, 81, 82

66 =

8 =

UAR 97

66

108

Mean an age

by gender

UAR 116

UAR 23. Currently enrolled: Add Does not apply?  
No response } 8=9. Recode

UAR 45 - 50

Add no response / does not apply to get percents of  
why they are taking degree. 8=9. Recode.

UAR 51.

Add Does not apply / No response / Don't know?  
Have you considered attending college. Recode 7=9.

UAR 52 + 53, 54, 55, 56, 57.

Recode 8=9.

Take out does not apply / no response.

UAR 58 - 78. Where would you go to school?

Does not apply / unknown

Recode 8=9.

UAR 80 - 81, 82. Factor Analysis

UAR 83 - 98. Same as information? Recode 8=9.

Take out - does not apply and no responses.

UAR 94. Take out don't know / no response Recor. 8=9.

UAR 97. Factor Analysis why do you feel?

98.

UAR 100. Attended grad. Take out does not apply / no response.

105, 107, 108, 109.

Income 29% of \$15,000

Gender 61.5  
38

54% female } Oakland Co.  
46% male } Census figures

UAR 115

Anyone Attended OC?

289 - 70%

UAR 116 Age?

UAR 117 Highest level of ed

Some college 26.7

College grad 32.2

Postgrad 12.0%

70.9

6.3

77.2%

Unskilled or technical

NB. 11% of Oakland Co. postgrad.

32.2% B.A. - 30.2% B.A. Oakland County

UAR 119 Race

89% White

6.2% African-Amer.

1.2% Hispanic

2.7% Asian

Nb 92% Oakland Co.

Nb 9% Oakland

} 32

UAR 120 Campus

ATH = 21%

HL = 15%

OR = 24%

R.O. = 25%

Sarkis = 7%

9% = Don't know



UAR 103 — 26% had attended OCC.

107 = compared with 99 said ever OCC

17 said currently.  

---

116

UAR 104

71% attained goal. (calculated).

UAR 105

Consider OCC again?

80% would consider it again.

UAR 107

52% would consider community college.

UAR 108 Would you attend CC?

If other courses

Personal interest

Convenience.

UAR 109 Consider OCC?

32%

UAR 110 Why?

Convenient.

UAR 112

Consider OCC.

38 — 8%

56

No 61 up front | 2 yr.

— 59% yes

UAR 113

## UAR 94. Funding?

Tuition 32%

State Aid 22%

Contributi 28%

Local tax. 7%

## UAR 95. Millage vote

Agree 33%

For 45%

Don't know 22%

## Reasons

Pay too much in tax / Tuition should cover

Ed. is important

## Significance of don't know?

## UAR 98. Question

22% How would money be spent?

12% Why do they need it?

19% Where is the money going currently?

10% What does OC do for community?

## UAR 99.

Used OC lib. 21%

Concerts

19%

Workshop

15%

Recreational

17%

UAR 52.

N.B. Some people answered do not

Reasons to attend college — take out

apply because already had high school diploma.

- 45 = 11.4% High School diploma
- 191 = 47% More up'n' job.
- 199 = 49% different job.
- 300 = 74% personal whim.
- 132 = 32% 2 yr degree
- 185 = 45% 4 yr degree.

UAR 58-78 where would you go?

Oakland 57.

U/M. A/A 24

Wayne State = 28

Occ. = 91. -22% — but valid without does not apply / unknown

UAR 79. How much do you know?

Nothing 28.2 56.4% } negative

Nervous much 28.2

Some 29.9% } 43.6% } positive

Quite a bit 13.7% }

UAR 80. 81. 82.

Location, location, nothing / Parking — availability of classes  
↑ Know ↑ like ↑ Dislike

UAR 83

Newspaper 46 — 11%. Is this higher than last year?

Students 73 = 18%

Own work of Math 80 = 19.3%

Occ Publications 154 = 37%

Own writing 73 = 17.6%

Notes:

Rec'd Ver 51.  
Don't know  
8.

VAR 1. 74% ever attended college.

Compare with Oakland County data -

84.6% high grad.

30.2. Bachelor's or higher.

59% by my calculations over 25 have some college. ✓

11% of Oakland County have postgrad or post degree.

VAR 2 - 6% attended college.

- 22. Wayne State 47.

Mich Am Arbor 34

OCC 99

Other colleges 109. 86 = 4 yr. 23 = 2 yr ✓

VAR 23 - Currently enrolled.

51

- 3 people didn't respond where only know 48

Oakland U = 6.

Wayne State = 8.

OCC = 17 ✓

Other = 3.

VAR 45 - 50

Personal enrichment = 42

2 year degree 19

4 year degree 40. ✓

27 Different jobs  
51.

VAR 51 Considered attended college.

135 yes

33% +. if you take out that kind/none ✓



To: Chancellor's Council  
Academic Deans

From: Martin A. Orłowski, Director,  
Institutional Planning and Analysis

Subject: 1994 Oakland County Public Opinion Poll

Date: May 24, 1994

Since 1986 the College has undertaken four public opinion polls among residents of Oakland County. The purpose of these studies is to gauge trends in public perceptions of community college education, and specifically, the image OCC has among residents in the district.

Between February 21 and March 5, 1994, the Office of Institutional Planning & Analysis conducted the most recent poll. Findings from the 1994 study are presented in the attached report. Where possible, comparisons were made between 1994 data and data from earlier polls.

This report highlights several issues including:

- Identification of current as well as potential segments of the population who are benefiting or who might benefit from the programs and services OCC can deliver.
- Impact of OCC marketing efforts.
- Identification of those likely to vote for and against a millage and the justification given for their voting behavior.
- Extent to which OCC is reaching all segments of the county's population.

If you should have any questions while reading through the report, please do not hesitate to call me (7746) for clarification or assistance.

Attachment: 1994 Oakland County Public Opinion Poll

pc: K. Palmer

PUBLIC OPINION POLL  
MILLAGE NOTES

The following points have emerged from early analysis of the Public Opinion poll data, particularly the narratives.

- Those people who are opposed to the millage are firmly opposed, they tend not to be interested in receiving informational materials or asking questions. The main reason is opposition to increased taxation or inability to pay it.
- The main issues raised by those who are favorably disposed towards the millage concern the need for millage and the purpose of additional funds. Points made include:
  - a) Why is existing funding inadequate?
  - b) What is the state providing?
  - c) Why not just increase tuition? Those who are benefitting from services should pay for them.
  - d) Have other sources of funding been considered or attempted?
  - e) Who administers the current budget? Do they have a business background or experience?
  - f) What measures has OCC taken to cut costs?
  - g) How does OCC serve the community as a whole (data on this?)
  - h) When was the last millage increase? (N.B. No-one knows accurately what the millage amount is.)
  - i) How much more will an individual have to pay if a millage passes?
  - j) How will the money be allocated by OCC? Will it be used to maintain existing services or expand? Many comments on this subject indicate opinions that it should benefit students directly, not be used for administrative costs, "fancy buildings", or salaries. Other comments relate to which programs would be supported by additional funds.

These comments seem to encompass a lot of issues on which millage campaign literature could be focused.

D:\WPDOC\POP

Post-It™ brand fax transmittal memo 7671		# of pages ▶ 3
To	Cheryl Krako	
From	K Palmer	
Co.	GH	
Co.	P & Q	
Dept.		
Phone #	7746	
Fax #	1893	
Fax #	7544	

**OAKLAND COMMUNITY COLLEGE  
OAKLAND COUNTY PUBLIC OPINION POLL  
MARCH 1994**

Following are preliminary highlights from the recently completed OCC Public Opinion Poll. A total of 416 randomly selected county residents, aged 18 and older, were surveyed during the period February 21 through March 5, 1994. The final report will be available in mid April, 1994.

**Experience with/Interest in Education:**

- Almost three quarters of those surveyed (74%) have ever attended college. This compares well with census data for Oakland County which shows that 59% of those over age 25 have some college experience. Of the colleges attended by respondents, OCC was most frequently mentioned (32%).
- Twelve percent of those surveyed were currently enrolled in a college or university. Of those currently enrolled, the largest single group was at OCC (35%). The two reasons most frequently cited for attending college were to obtain a four-year degree (78%) and for personal enrichment and improvement (82%).
- Of those surveyed who had ever attended OCC, 18% were currently enrolled. In addition, of those who had attended OCC, 71% said that they had attained their goal while at OCC and 80% would consider attending again.
- Thirty-seven percent of those surveyed had, within the last year, considered attending college. The reasons most often quoted were for personal enrichment and improvement (84%) and to help get a different job (57%). The college most frequently mentioned was again OCC (38%).
- Fifty-two percent of those surveyed who had *never* attended a community college would consider doing so. Of those who would consider a community college 92% would consider OCC. The main reasons given were the convenient campus locations and appropriate course offerings. Among respondents who had previously attended a different community college 59% would consider OCC.

**Perceptions of Oakland Community College:**

- More than a quarter (28%) of all respondents felt that they knew nothing about the services and educational opportunities offered by OCC. An equal number (28%) said they knew "not very much" about the college, while 30% knew "some" and 14% knew "quite a bit."

- The major source of information about the college cited by respondents was OCC publications (52%). Twenty-seven percent reported that "other word of mouth" was their major information source, while 25% named OCC students or "own observation".
- When asked what came to mind about OCC, the most frequent responses were with regard to its location and convenient campuses. Convenient locations were also the feature most liked by respondents (25%).
- Almost one half of those surveyed (47%) found nothing to dislike about OCC, with a further 31% answering that they did not know enough to comment. Parking difficulties were cited as a dislike by 5% of respondents. Four percent commented that OCC was not "as good as a four-year school", while 3% of those surveyed disliked the fact that OCC only offers two-year degrees.
- Usage of OCC facilities by those surveyed was reported at a similar level to previous years; 21% said they had used OCC libraries, 19% had attended an OCC sponsored concert, play or art show, 17% had used the recreational facilities, while 15% had attended a workshop, short course or seminar at OCC.
- Seventy percent of respondents knew of a family member or friend who had attended OCC.

#### **Fiscal Issues:**

- When asked which source (tuition, state aid or local taxes) should contribute most of the revenue to operate OCC, 36% of respondents chose tuition, 31% chose a combination of two sources, 25% chose state aid, and 8% selected local taxes.
- An overwhelming majority (96%) of those asked did not know how many mills of local property tax are used to support OCC. Those who claimed to know typically overestimated the amount.
- Forty-five percent of those surveyed would vote for a 1 mill tax increase to support OCC, while 33% would vote against such a proposal. However, 22% responded they didn't know how they would vote on the issue. The major reason given for approving an increase was to support education, while the main reasons for opposing a millage increase were opposition to further taxation and the belief that tuition should cover costs.
- In the event of a millage request the most frequently asked questions would be why the increased funding was needed, how it would be allocated by OCC and how the budget is currently being spent.



Public Opinion Poll  
Notes  
400 Surveys

Projected Finish Date: March 8, 1994  
Actual Finish Date: March 5, 1994

Budgeted Amount: \$1750  
Actual Amount Spent: \$1343

Surveys Completed: 414

Average Rate/Hour: 1.9

February 11, 1994 (survey test)  
Hours worked: 10:00 a.m. - 4:00 p.m.  
One interviewer worked for a total of 6 people hours  
8 surveys completed

February 21, 1994  
Hours worked: 10:00 a.m.-8:30 p.m.  
Five interviewers worked for a total of 25 people hours  
29 surveys completed

February 22, 1994  
Hours worked: 10:00 a.m.-8:30 p.m.  
Five interviewers worked for a total of 22 people hours  
37 surveys completed

February 23, 1994  
Hours worked: 9:30 a.m.-4:00 p.m.  
Three interviewers worked for a total of 15.5 people hours  
27 surveys completed

February 24, 1994  
Hours worked: 9:30 a.m.-8:30 p.m.  
Five interviewers worked for a total of 25 people hours  
51 surveys completed

February 25, 1994  
Hours worked: 9:30 a.m.-8:30 p.m.  
Four interviewers worked for a total of 22 people hours  
34 surveys completed

February 26, 1994  
College closed due to weather conditions

February 28, 1994

Hours worked: 9:30 a.m.-8:30 p.m.

Four interviewers worked for a total of 18.5 people hours  
38 surveys completed

March 1, 1994

Hours worked: 9:30 a.m.-8:30 p.m.

Four interviewers worked for a total of 18 people hours  
36 surveys completed

March 2, 1994

Hours worked: 9:30 a.m.-8:30 p.m.

Five interviewers worked for a total of 21 people hours  
35 surveys completed

March 3, 1994

Hours worked: 9:30 a.m.-8:30 p.m.

Five interviewers worked for a total of 21.5 hours  
46 surveys completed

March 4, 1994

Hours worked: 9:30 a.m.-4:30 p.m.

Three interviewers worked for a total of 13 people hours  
14 surveys completed

March 5, 1994

Hours worked 10:30 a.m.-3:00 p.m.

Five interviewers worked for a total of 22.5 people hours  
59 surveys completed

1994 Public Opinion Poll  
Major Themes

1. Executive Summary
  - Presented in sections e.g. themes.
2. Previous/Current/Future College Participation
  - 2/4 year ✓
  - Why? ✓
3. OCC Awareness
  - Comes to mind ✓
  - Like, dislike ✓
  - Information sources
  - Usage of OCC
4. Revenue
  - For/Against/Unsure (who, why) ✓
  - Sources of revenue ✓
5. Descriptive
  - Demographic v.s. Community
6. Appendix A: Survey