

2004 Public Opinion Poll



Interviewer Name: _____

Date: _____

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

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

Draft 3

2004 Public Opinion Poll

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

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

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

2. Would you please tell me if you think each of the following sources are **very unreliable**, **somewhat unreliable**, **somewhat reliable** or **very reliable**:
(interviewer: please read choices except gray areas)

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

Oakland Community College
2004 Public Opinion Poll
Summer 2004

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

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

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

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

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

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

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

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

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

IMPORTANT: Interviewer - If respondent answers "NO" to ALL the above schools, OR, if respondent answers "NO" to question 5b (Oakland Community College), skip to question 14 on page seven.

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

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

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

88 Don't Know/Refused
99 Missing

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

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

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

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

Interviewer: If respondent ranked only ONE school (besides OCC) on question 6, skip to question 13 on page seven.

In addition to / or as well as.
Remember they are comparing other schools mentioned to OCC. If they are not aware of OCC, those questions are skipped all together

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

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

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

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

88 Don't Know/Refused
99 Missing

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

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

88 Don't Know/Refused
99 Missing

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

(interviewer: please read choices 1-4)

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

88 *Don't Know/Refused*

99 *Missing*

12. To what extent do you believe that OCC is a quality provider of education that prepares students to transfer to other institutions of higher education?

(interviewer: please read choices 1-4)

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

88 *Don't Know/Refused*

99 *Missing*

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

13. In relation to other colleges with which you are familiar, would you say that the tuition rate at Oakland Community College is... *(interviewer: please read choices 1-4)*

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

88 *Don't Know/Refused*

99 *Missing*

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

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

88 *Don't Know/Refused*

99 *Missing*

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

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

(interviewer: please read choices 1-4)

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

88 Don't Know/Refused

99 Missing

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

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

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

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

88 Don't Know/Refused

99 Missing

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

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

(interviewer: do NOT read choices)

- 0 No → skip to question 20
- 1 Yes

88 Don't Know/Refused
99 Missing

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

- 0 No
- 1 Yes

88 Don't Know/Refused
99 Missing

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

- 0 No
- 1 Yes

88 Don't Know/Refused
99 Missing

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

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

- 0 No → skip to question 19 24
- 1 Yes

88 Don't Know/Refused
99 Missing

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

(interviewer: please read choices 1-4)

- 1 Never or rarely vote in any elections
- 2 Occasionally vote in some elections
- 3 Usually vote in most elections
- 4 Always vote in every election

88 Don't Know/Refused
99 Missing

23. In what elections, would you say that you vote? Please answer **yes** or **no** to the following:
(interviewer: please read choices)

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

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

- 0 No
- 1 Yes

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

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

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

(interviewer: please read choices)

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

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

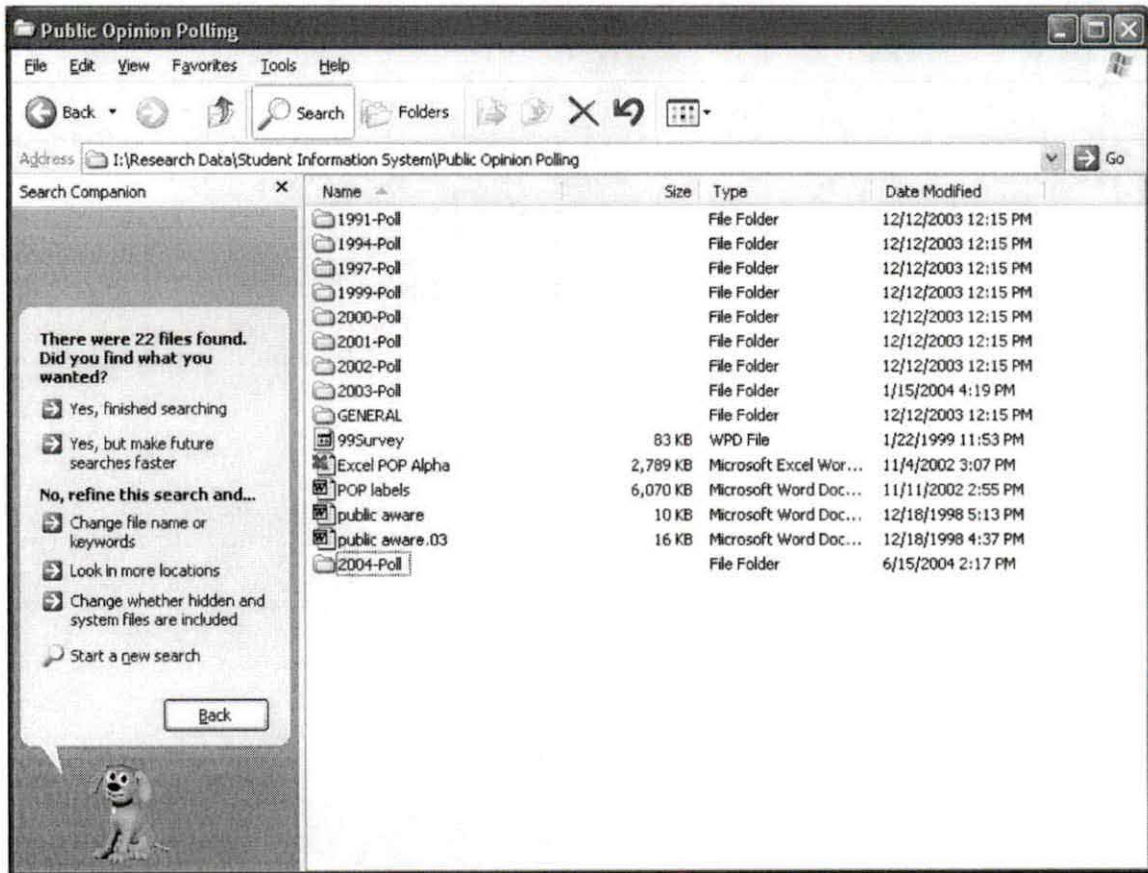
26. For verification purposes, we are required to ask your gender. Are you male or female?

(interviewer: do NOT read choices)

- 0 Male
- 1 Female

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

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



File Path

OTH2 other source of info

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	376	94.0	94.2	94.2
	1 yes	23	5.8	5.8	100.0
	Total	399	99.8	100.0	
Missing	9	1	.3		
	Total	1	.3		
Total		400	100.0		

Total # Ever attended
 OCC = attend 1 + attend 2 +
 2043 2043
 attend 3 + attend 4
 2043 2043

ATTEND1 college attended (1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	43	1	.3	.3	.3
	206	1	.3	.3	.6
	320	1	.3	.3	.9
	337	1	.3	.3	1.3
	404	1	.3	.3	1.6
	435	1	.3	.3	1.9
	444	1	.3	.3	2.2
	654	1	.3	.3	2.5
	728	1	.3	.3	2.8
	826	1	.3	.3	3.1
	1034	1	.3	.3	3.5
	1160	1	.3	.3	3.8
	1176	1	.3	.3	4.1
	1230	2	.5	.6	4.7
	1346	1	.3	.3	5.0
	1972	13	3.3	4.1	9.1
	1980	1	.3	.3	9.4
	1990	16	4.0	5.0	14.5
	1992	1	.3	.3	14.8
	1994	1	.3	.3	15.1
	1996	1	.3	.3	15.4
	2000	1	.3	.3	15.7
	2006	5	1.3	1.6	17.3
	2008	1	.3	.3	17.6
	2016	1	.3	.3	17.9
	2020	9	2.3	2.8	20.8
	2030	1	.3	.3	21.1
	2032	34	8.5	10.7	31.8
	2033	24	6.0	7.5	39.3
	2038	2	.5	.6	39.9
	2043	54	13.5	17.0	56.9
	2046	2	.5	.6	57.5
	2054	10	2.5	3.1	60.7
	2060	13	3.3	4.1	64.8
2062	19	4.8	6.0	70.8	
2063	3	.8	.9	71.7	
2064	29	7.3	9.1	80.8	
2065	1	.3	.3	81.1	
2066	11	2.8	3.5	84.6	
2068	1	.3	.3	84.9	
2070	1	.3	.3	85.2	
2074	5	1.3	1.6	86.8	
2224	1	.3	.3	87.1	

2043
 4086
 6129

Frequencies

Statistics

	N	
	Valid	Missing
EVER Have you ever attended college?	400	0
CURRENT are you currently enrolled?	318	82

EVER Have you ever attended college?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	85	21.3	21.3	21.3
	1 Yes	315	78.8	78.8	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

CURRENT are you currently enrolled?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	277	69.3	87.1	87.1
	1 yes	41	10.3	12.9	100.0
	Total	318	79.5	100.0	
Missing	8	82	20.5		
	Total	82	20.5		
Total		400	100.0		

Frequencies

Statistics

	N	
	Valid	Missing
CONSIDER would you consider attending college?	361	39
WOULDGO1 college would attend 1	176	224
WOULDGO2 college would attend 2	23	377
WOULDGO3 college would attend 3	7	393
WOULDGO4 college would attend 4	0	400

WOULDGO2 college would attend 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2022	1	.3	4.3	4.3
	2024	1	.3	4.3	8.7
	2032	1	.3	4.3	13.0
	2033	3	.8	13.0	26.1
	2043	8	2.0	34.8	60.9
	2060	1	.3	4.3	65.2
	2062	1	.3	4.3	69.6
	2063	3	.8	13.0	82.6
	2064	3	.8	13.0	95.7
	2074	1	.3	4.3	100.0
	Total	23	5.8	100.0	
Missing	8888	377	94.3		
	Total	377	94.3		
Total		400	100.0		

WOULDGO3 college would attend 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2033	1	.3	14.3	14.3
	2043	4	1.0	57.1	71.4
	2062	1	.3	14.3	85.7
	7777	1	.3	14.3	100.0
	Total	7	1.8	100.0	
Missing	8888	393	98.3		
	Total	393	98.3		
Total		400	100.0		

WOULDGO4 college would attend 4

		Frequency	Percent
Missing	8888	400	100.0
	Total	400	100.0
Total		400	100.0

- N/A

CONSIDER would you consider attending college?

49%
 (177) yes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	184	46.0	51.0	51.0
	1 yes	177	44.3	49.0	100.0
	Total	361	90.3	100.0	
Missing	8	39	9.8		
	Total	39	9.8		
Total		400	100.0		

WOULDGO1 college would attend 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	88	1	.3	.6	.6
	137	1	.3	.6	1.1
	207	1	.3	.6	1.7
	1210	1	.3	.6	2.3
	1244	1	.3	.6	2.8
	1840	1	.3	.6	3.4
	1972	2	.5	1.1	4.5
	1987	2	.5	1.1	5.7
	1990	1	.3	.6	6.3
	1996	1	.3	.6	6.8
	1998	1	.3	.6	7.4
	2020	4	1.0	2.3	9.7
	2024	1	.3	.6	10.2
	2030	1	.3	.6	10.8
	2032	4	1.0	2.3	13.1
	2033	30	7.5	17.0	30.1
	2043	42	10.5	23.9	54.0
	2054	5	.8	1.7	55.7
	2060	1	.3	.6	56.3
	2062	5	1.3	2.8	59.1
	2063	1	.3	.6	59.7
	2064	10	2.5	5.7	65.3
	2065	3	.8	1.7	67.0
	2068	1	.3	.6	67.6
	2070	1	.3	.6	68.2
	2074	2	.5	1.1	69.3
	3256	1	.3	.6	69.9
	5570	1	.3	.6	70.5
	7022	2	.5	1.1	71.6
	7777 Undecided	38	9.5	21.6	93.2
9999	12	3.0	6.8	100.0	
Total		176	44.0	100.0	
Missing	8888	224	56.0		
	Total	224	56.0		
Total		400	100.0		

$$\frac{42 + 8 + 4}{54} \div 177 = 30.5\%$$

- of those who'd ever consider attending college mentioned OCC as a potential selection.

COURSE have you taken a course for credit at
OCC?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	207	51.8	52.3	52.3
	1 yes	189	47.3	47.7	100.0
	Total	396	99.0	100.0	
Missing	7	2	.5		
	8	1	.3		
	9	1	.3		
	Total	4	1.0		
Total		400	100.0		

Frequencies

Q.30

Statistics

	N	
	Valid	Missing
NEWSX1 name of paper	65	335
NEWSX2 which news paper (2)	10	390

NEWSX1 name of paper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Oakland Press	24	6.0	36.9	36.9
	2 Detroit News	8	2.0	12.3	49.2
	3 Daily Tribune	4	1.0	6.2	55.4
	4 Observer/Eccentric	11	2.8	16.9	72.3
	5 Royal Oak	2	.5	3.1	75.4
	6 Free Press	13	3.3	20.0	95.4
	7 OCC News	1	.3	1.5	96.9
	11 South Lyon Herald	1	.3	1.5	98.5
	12 Ferndale Mirror	1	.3	1.5	100.0
	Total	65	16.3	100.0	
Missing	8	314	78.5		
	9	21	5.3		
	Total	335	83.8		
Total	400	100.0			

preceeding que.
313 - 'no' to
news
∴ 313 excluded
news x 1 + news x 2

314 - Total '8'
313 - n/a
1 - '8'
Troy Times

NEWSX2 which news paper (2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Oakland Press	2	.5	20.0	20.0
	2 Detroit News	1	.3	10.0	30.0
	3 Daily Tribune	1	.3	10.0	40.0
	4 Observer/Eccentric	2	.5	20.0	60.0
	5 Royal Oak	1	.3	10.0	70.0
	6 Free Press	3	.8	30.0	100.0
	Total	10	2.5	100.0	
Missing	8	389	97.3		
	9	1	.3		
	Total	390	97.5		
Total	400	100.0			

PUBOCCX2 which occ publication?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	31 Class and Event Schedule	2	.5	28.6	28.6
	32 Mailing (unspecified)	3	.8	42.9	71.4
	34 Flyers (unspecified)	1	.3	14.3	85.7
	35 Booklet/brochures/bulletins (unspecified)	1	.3	14.3	100.0
	Total	7	1.8	100.0	
Missing	8	393	98.3		
	Total	393	98.3		
Total		400	100.0		

PUBOCCX1 which occ publication?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	1	.3	1.0	1.0
	30 Registration Mailing	1	.3	1.0	2.0
	31 Class and Event Schedule	22	5.5	22.2	24.2
	32 Mailing (unspecified)	23	5.8	23.2	47.5
	33 Library Catalog	4	1.0	4.0	51.5
	34 Flyers (unspecified)	29	7.3	29.3	80.8
	35 Booklets/brochures/bulletins (unspecified)	17	4.3	17.2	98.0
	36 Student Handbook	1	.3	1.0	99.0
	37 Alumni Information	1	.3	1.0	100.0
	Total	99	24.8	100.0	
Missing	8	281	70.3		
	9	20	5.0		
	Total	301	75.3		
Total		400	100.0		

MOUTHX1 word of mouth -- who?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50 high school counselor	3	.8	2.3	2.3
	51 former student	5	1.3	3.9	6.2
	52 relatives	50	12.5	38.8	45.0
	53 friends	65	16.3	50.4	95.3
	54 overheard in public places	2	.5	1.6	96.9
	55 co-workers	3	.8	2.3	99.2
	61	1	.3	.8	100.0
	Total	129	32.3	100.0	
Missing	8	252	63.0		
	9	19	4.8		
	Total	271	67.8		
Total		400	100.0		

MOUTHX2 word of mouth -- who?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	51 former student	1	.3	8.3	8.3
	52 relatives	2	.5	16.7	25.0
	53 friends	7	1.8	58.3	83.3
	54 overheard in public places	1	.3	8.3	91.7
	55 co-workers	1	.3	8.3	100.0
	Total	12	3.0	100.0	
Missing	8	386	96.5		
	9	2	.5		
	Total	388	97.0		
Total		400	100.0		

PUBOCC occ publications

30

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	279	69.8	69.8	69.8
	1 yes	121	30.3	30.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

EMPOCC occ employees

3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	386	96.5	96.5	96.5
	1 yes	14	3.5	3.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

STUOCC occ students

13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	346	86.5	86.5	86.5
	1 yes	53	13.3	13.3	99.8
	8	1	.3	.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

MOUTH other word of mouth

37.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	250	62.5	62.5	62.5
	1 yes	150	37.5	37.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

SELF own observation, personal involvement

26

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	296	74.0	74.0	74.0
	1 yes	104	26.0	26.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

5

COMMA aware community service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	126	31.5	32.6	32.6
	1 yes	255	63.8	65.9	98.4
	7 don't know	6	1.5	1.6	100.0
	Total	387	96.8	100.0	
Missing	9	13	3.3		
	Total	13	3.3		
Total		400	100.0		

66%

6

TECHA aware occupational/technical education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	110	27.5	28.4	28.4
	1 yes	267	66.8	69.0	97.4
	7 don't know	10	2.5	2.6	100.0
	Total	387	96.8	100.0	
Missing	9	13	3.3		
	Total	13	3.3		
Total		400	100.0		

69%

NEWS info about OCC from newspaper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	313	78.3	78.4	78.4
	1 yes	86	21.5	21.6	100.0
	Total	399	99.8	100.0	
Missing	9	1	.3		
	Total	1	.3		
Total		400	100.0		

22%

RADIO radio main source of info.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	391	97.8	97.8	97.8
	1 yes	9	2.3	2.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

2.3%

TV tv main source of info.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	388	97.0	97.0	97.0
	1 yes	12	3.0	3.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

3.0%

TRANSA aware transfer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	33	8.3	8.3	8.3
	1 yes	358	89.5	90.2	98.5
	7	6	1.5	1.5	100.0
	Total	397	99.3	100.0	
Missing	9	3	.8		
	Total	3	.8		
Total		400	100.0		

WKFRCA aware workforce development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	118	29.5	30.7	30.7
	1 yes	261	65.3	66.6	96.7
	2	1	.3	.3	96.9
	7 don't know	12	3.0	3.1	100.0
	Total	392	98.0	100.0	
Missing	9	8	2.0		
	Total	8	2.0		
Total		400	100.0		

67%

GENEDA aware general education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	103	25.8	26.5	26.5
	1 yes	275	68.8	70.7	97.2
	7 don't know	11	2.8	2.8	100.0
	Total	389	97.3	100.0	
Missing	9	11	2.8		
	Total	11	2.8		
Total		400	100.0		

70%

DEVEDA aware developmental education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 not	120	30.0	30.7	30.7
	1 yes	257	64.3	65.7	96.4
	4	1	.3	.3	96.7
	7 don't know	13	3.3	3.3	100.0
	Total	391	97.8	100.0	
Missing	9	9	2.3		
	Total	9	2.3		
Total		400	100.0		

66%

Statistics

	N	
	Valid	Missing
TRANSA aware transfer	397	3
WKFRCA aware workforce development	392	8
GENEDA aware general education	389	11
DEVEDA aware developmental education	391	9
COMMA aware community service	387	13
TECHA aware occupational/technical education	387	13
NEWS info about OCC from newspaper	399	1
RADIO radio main source of info.	400	0
TV tv main source of info.	400	0
PUBOCC occ publications	400	0
EMPOCC occ employees	400	0
STUOCC occ students	400	0
MOUTH other word of mouth	400	0
SELF own observation, personal involvement	400	0
OTH2 other source of info	399	1
ATTEND1 college attended (1)	318	82
ATTEND2 college attended (2)	149	251
ATTEND3 college attended (3)	42	358
ATTEND4 college attended (4)	7	393
ENROLL1 currently enrolled 1	41	359
ENROLL2 currently enrolled 2	4	396
ENROLL3 currently enrolled 3	1	399
COURSE have you taken a course for credit at OCC?	396	4

LOCATION convenience of OCC's location - at least one campus conveniently located.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.3	.3	.3
	1 strongly disagree	30	7.5	7.6	7.9
	2 disagree	1	.3	.3	8.1
	3 neutral	5	1.3	1.3	9.4
	4 agree	159	39.8	40.5	49.9
	5 strongly agree	187	46.8	47.6	97.5
	7 don't know	10	2.5	2.5	100.0
	Total	393	98.3	100.0	
Missing	9	7	1.8		
	Total	7	1.8		
Total		400	100.0		

- 88% agree or strongly agree that OCC convenient

Frequencies

ORIDGE identified orchard ridge campus

* most likely to be identified

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	106	26.5	28.3	28.3
	1 yes	269	67.3	71.7	100.0
	Total	375	93.8	100.0	
Missing	8	24	6.0		
	9	1	.3		
	Total	25	6.3		
Total		400	100.0		

RO identified royal oak campus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	189	47.3	50.4	50.4
	1 yes	186	46.5	49.6	100.0
	Total	375	93.8	100.0	
Missing	8	24	6.0		
	9	1	.3		
	Total	25	6.3		
Total		400	100.0		

SF identified southfield campus

* least often identified

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	277	69.3	73.9	73.9
	1 yes	98	24.5	26.1	100.0
	Total	375	93.8	100.0	
Missing	8	24	6.0		
	9	1	.3		
	Total	25	6.3		
Total		400	100.0		

OTH1 identified non-location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	367	91.8	97.9	97.9
	1 yes	8	2.0	2.1	100.0
	Total	375	93.8	100.0	
Missing	8	24	6.0		
	9	1	.3		
	Total	25	6.3		
Total		400	100.0		

II. Awareness of OCC

MENTION how was OCC mentioned?

CONVERSE	P	C.P.
NO 196	49.0	49.9
YES 197	49.39	50.1
d.k. 4	1.0	
MISS. 3	.8	
400		

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	.5	1.0
	1 Negative	10	2.5	5.1
	2 Neutral	44	11.0	22.4
	3 Positive	139	34.8	70.9
	7	1	.3	.5
	Total	196	49.0	100.0
Missing	8	202	50.5	
	9	2	.5	
	Total	204	51.0	
Total	400	100.0		

CAMPUS are you aware OCC has more than 1 campus?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	25	6.3	6.3
	1 yes	373	93.3	99.5
	7 don't know	1	.3	.3
	8	1	.3	.3
	Total	400	100.0	100.0
Total	400	100.0		

← if 'no' ~~just~~ skip AH, HL, OR, RO, SF, OTH I.

- ~~take~~ Identify the general location of each of OCC's 5 campuses.
 AH identified auburn hills campus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	148	37.0	39.5
	1 yes	227	56.8	60.5
	Total	375	93.8	100.0
Missing	8	24	6.0	
	9	1	.3	
	Total	25	6.3	
Total	400	100.0		

- 2nd most commonly identified

HL identified highland lakes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	222	55.5	59.2
	1 yes	153	38.3	40.8
	Total	375	93.8	100.0
Missing	8	24	6.0	
	9	1	.3	
	Total	25	6.3	
Total	400	100.0		

CONVERSE was OCC mentioned in past 3 months?

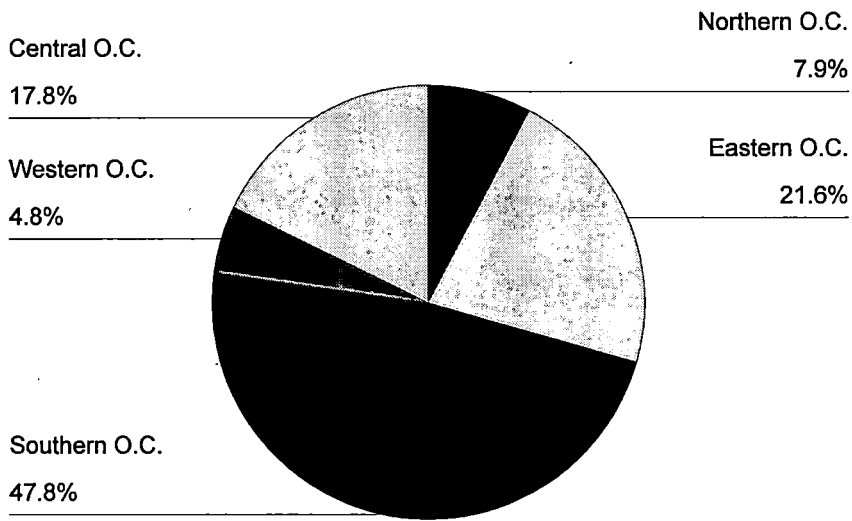
II Awareness of OCC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	196	49.0	49.9	49.9
	1 yes	197	49.3	50.1	100.0
	Total	393	98.3	100.0	
Missing	7	4	1.0		
	9	3	.8		
	Total	7	1.8		
Total		400	100.0		

49%

1997 Public Opinion Poll

Sample Breakdown - Area of Residence in Oakland County



ZIPRES Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	367 Leonard/Addison Twp.	1	.3	.3	85.9
	371 Oxford	6	1.5	1.5	87.4
	374 Novi	8	2.0	2.0	89.4
	380 Milford	5	1.3	1.3	90.7
	382 Commerce Twp.	8	2.0	2.0	92.7
	383 White Lake	8	2.0	2.0	94.7
	390 Walled Lake	5	1.3	1.3	96.0
	393 Wixom	5	1.3	1.3	97.2
	442 Holly	7	1.8	1.8	99.0
	462 Ortonville	3	.8	.8	99.7
	816 Livingston N.(Cohoctah)	1	.3	.3	100.0
	Total	398	99.5	100.0	
Missing	9	2	.5		
	Total	2	.5		
Total		400	100.0		

Frequencies

Statistics

	N	
	Valid	Missing
ZIPRES Residence	398	2

ZIPRES Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	75	1	.3	.3	.3
	009 Birmingham	8	2.0	2.0	2.3
	017 Clawson	4	1.0	1.0	3.3
	025 Beverly Hills	8	2.0	2.0	5.3
	030 Hazel Park	6	1.5	1.5	6.8
	034 Southfield/Southfield Twp.	29	7.3	7.3	14.1
	063	1	.3	.3	14.3
	067 Royal Oak	23	5.8	5.8	20.1
	069 Pleasant Ridge	1	.3	.3	20.4
	070 Huntington Woods	4	1.0	1.0	21.4
	071 Madison Heights	11	2.8	2.8	24.1
	072 Berkley	7	1.8	1.8	25.9
	083 Troy	28	7.0	7.0	32.9
	165 New Hudson	3	.8	.8	33.7
	167 Northville (Wayne County)	4	1.0	1.0	34.7
	178 South Lyon	2	.5	.5	35.2
	220 Ferndale	7	1.8	1.8	36.9
	237 Oak Park	10	2.5	2.5	39.4
	248	1	.3	.3	39.7
	274	1	.3	.3	39.9
	301 Bloomfield Hills	21	5.3	5.3	45.2
	306 Rochester/Rochester Hills	33	8.3	8.3	53.5
	312	1	.3	.3	53.8
	320 Keego Harbor/Sylvan Lake	2	.5	.5	54.3
	322 West Bloomfield/Orchard Lake	11	2.8	2.8	57.0
	323 West Bloomfield	12	3.0	3.0	60.1
	326 Auburn Hills	3	.8	.8	60.8
	327 Waterford Twp.	24	6.0	6.0	66.8
	331 Farmington/Farmington Hills	31	7.8	7.8	74.6
	340 Pontiac	12	3.0	3.0	77.6
346 Clarkston	13	3.3	3.3	80.9	
350 Davisburg	2	.5	.5	81.4	
356 Highland	5	1.3	1.3	82.7	
359 Lake Orion	10	2.5	2.5	85.2	
363 Oakland	1	.3	.3	85.4	
366 Lakeville	1	.3	.3	85.7	

Frequencies

Statistics

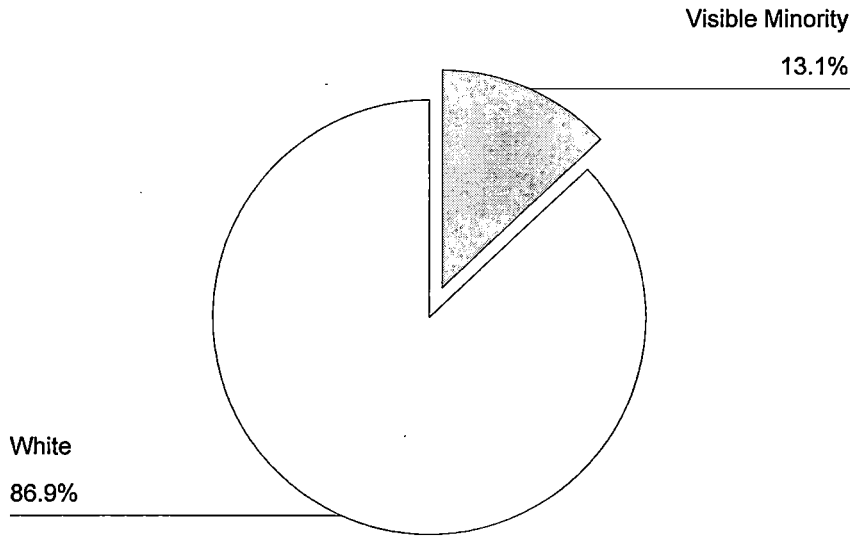
	N		Mode
	Valid	Missing	
RESDNCE2 Residence in Oakland County	393	7	3

RESDNCE2 Residence in Oakland County

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Northern Oakland County	31	7.8	7.9	7.9
	2 Eastern Oakland County	85	21.3	21.6	29.5
	3 Southern Oakland County	188	47.0	47.8	77.4
	4 Western Oakland County	19	4.8	4.8	82.2
	5 Central Oakland County	70	17.5	17.8	100.0
	Total	393	98.3	100.0	
Missing	System Missing	7	1.8		
	Total	7	1.8		
Total		400	100.0		

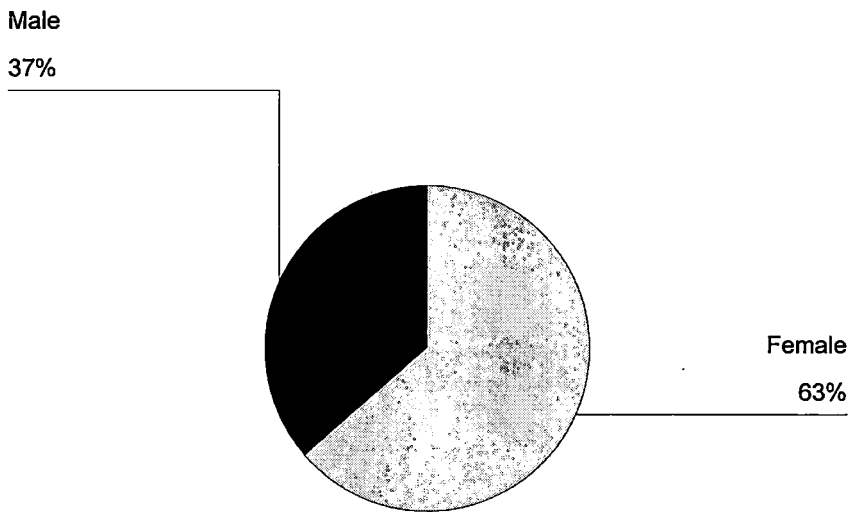
1997 Public Opinion Poll

Sample Breakdown - Race



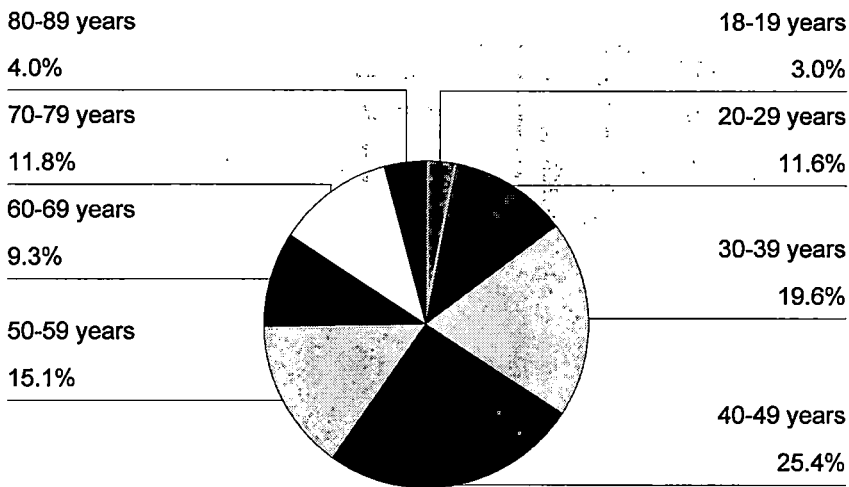
1997 Public Opinion Poll

Sample Breakdown - Gender



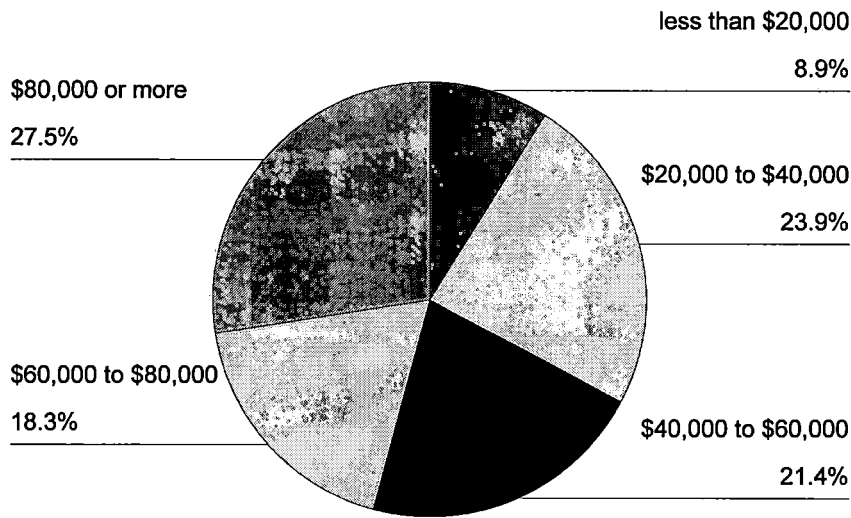
1997 Public Opinion Poll

Sample Breakdown - Age



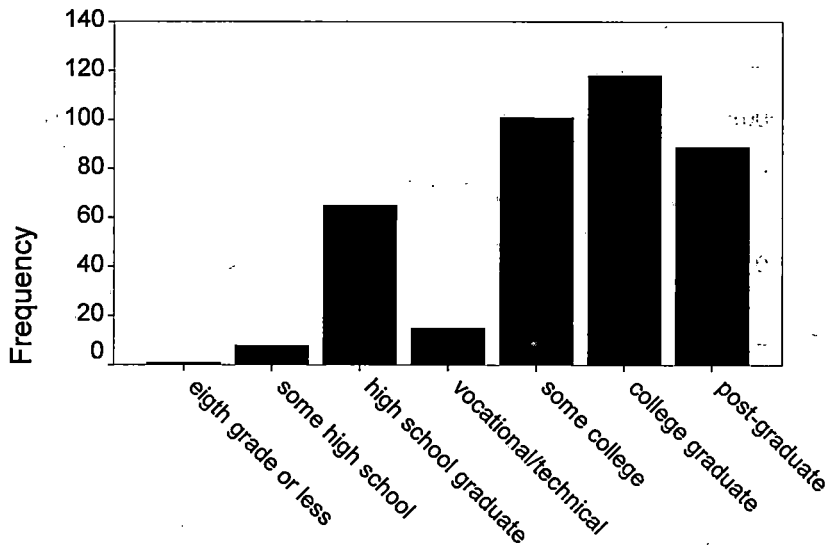
1997 Public Opinion Poll

Sample Breakdown - Household Income



1997 Public Opinion Poll

Sample Breakdown - Education



Highest level of education completed

Frequencies

Statistics

	N		Mode
	Valid	Missing	
EDU highest level of education completed	397	3	6

EDU highest level of education completed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 eighth grade or less	1	.3	.3	.3
	2 some high school	8	2.0	2.0	2.3
	3 high school graduate	65	16.3	16.4	18.6
	4 vocational/technical school	15	3.8	3.8	22.4
	5 some college	101	25.3	25.4	47.9
	6 college graduate	118	29.5	29.7	77.6
	7 post-graduate	89	22.3	22.4	100.0
	Total	397	99.3	100.0	
Missing	9	3	.8		
	Total	3	.8		
Total		400	100.0		

WH white

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 not white	52	13.0	13.1	13.1
	1 white	344	86.0	86.9	100.0
	Total	396	99.0	100.0	
Missing	8	1	.3		
	9	3	.8		
	Total	4	1.0		
Total		400	100.0		

EDU highest level of education completed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 eighth grade or less	1	.3	.3	.3
	2 some high school	8	2.0	2.0	2.3
	3 high school graduate	65	16.3	16.4	18.6
	4 vocational/technical school	15	3.8	3.8	22.4
	5 some college	101	25.3	25.4	47.9
	6 college graduate	118	29.5	29.7	77.6
	7 post-graduate	89	22.3	22.4	100.0
	Total	397	99.3	100.0	
Missing	9	3	.8		
	Total	3	.8		
Total		400	100.0		

GENDER gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 female	254	63.5	63.5	63.5
	1 male	146	36.5	36.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

AGEGROUP Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 18-19 years	12	3.0	3.0	3.0
	20 20-29 years	46	11.5	11.6	14.6
	30 30-39 years	78	19.5	19.6	34.3
	40 40-49 years	101	25.3	25.4	59.7
	50 50-59 years	60	15.0	15.1	74.8
	60 60-69 years	37	9.3	9.3	84.1
	70 70-79 years	47	11.8	11.8	96.0
	80 80-89 years	16	4.0	4.0	100.0
	Total	397	99.3	100.0	
Missing	System Missing	3	.8		
	Total	3	.8		
Total		400	100.0		

Frequencies

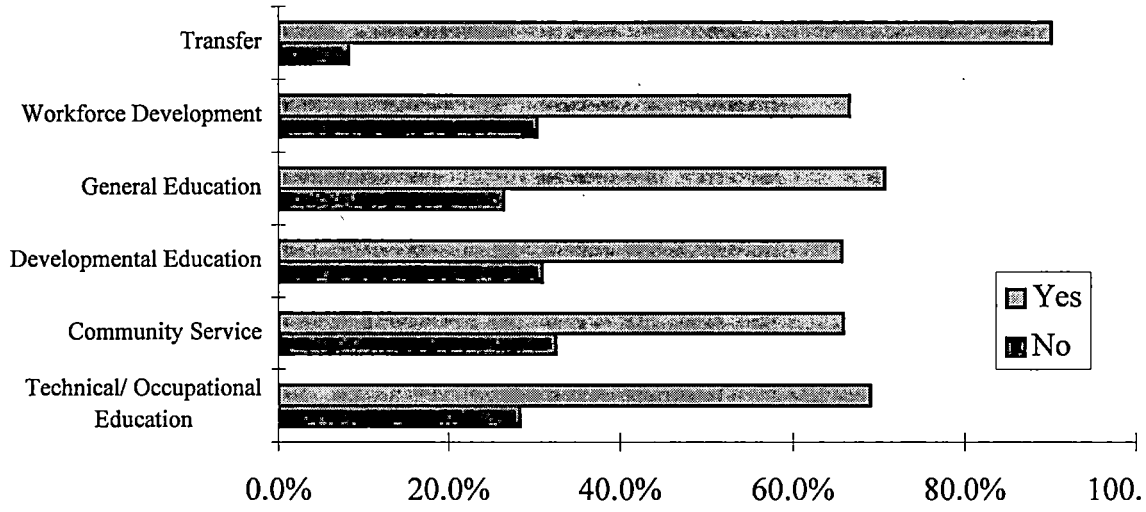
Statistics

	N		Mean	Median	Mode
	Valid	Missing			
INCOME income group of household	327	73	3.32	3.00	5
EDU highest level of education completed	397	3	5.31	6.00	6
GENDER gender	400	0	.37	.00	0
AGEGROUP Age Group	397	3	43.59	40.00	40
WH white	396	4	.87	1.00	1

INCOME income group of household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 less than \$20,000	29	7.3	8.9	8.9
	2 \$20,000 to \$40,000	78	19.5	23.9	32.7
	3 \$40,000 to \$60,000	70	17.5	21.4	54.1
	4 \$60,000 to \$80,000	60	15.0	18.3	72.5
	5 \$80,000 or more	90	22.5	27.5	100.0
	Total	327	81.8	100.0	
Missing	9	73	18.3		
	Total	73	18.3		
Total		400	100.0		

Awareness of OCC's Declared Purposes



1997 Marketing Survey Report Outline

1. College attendance
2. Comparing OCC to other institutions
3. Awareness and knowledge of OCC
4. Utilization of OCC
5. Satisfaction with and perceptions of OCC
6. OCC purposes

LIBRARY use of library

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	297	74.3	77.1	77.1
	1 yes	88	22.0	22.9	100.0
	Total	385	96.3	100.0	
Missing	7dk	13	3.3		
	9	2	.5		
	Total	15	3.8		
Total		400	100.0		

New
VP
22.0

CONCERT attended concert, play, art show

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	311	77.8	81.4	81.4
	1 yes	71	17.8	18.6	100.0
	Total	382	95.5	100.0	
Missing	7dk	16	4.0		
	9	2	.5		
	Total	18	4.5		
Total		400	100.0		

New
VP
17.8

WORKSHOP attended workshop, short course, seminar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	340	85.0	88.3	88.3
	1 yes	45	11.3	11.7	100.0
	Total	385	96.3	100.0	
Missing	7dk	11	2.8		
	9	4	1.0		
	Total	15	3.8		
Total		400	100.0		

New
VP
11.4

RECFAC use of recreational facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	336	84.0	86.8	86.8
	1 yes	51	12.8	13.2	100.0
	Total	387	96.8	100.0	
Missing	7dk	10	2.5		
	9	3	.8		
	Total	13	3.3		
Total		400	100.0		

New
VP
12.8

Frequencies

Statistics

	N	
	Valid	Missing
CURRLOCC currently enrolled at OCC	400	0

*aside.
no vs. missing?*

CURRLOCC currently enrolled at OCC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 NO/MISSING	387	96.8	96.8	96.8
	1 YES	13	3.3	3.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

enrolled at OCC $\frac{13}{41} = 32\%$

all currently enrolled

Frequencies

Statistics

	N	
	Valid	Missing
ENRLOCC1 currently enrolled at OCC (1)	400	0
ENRLOCC2 currently enrolled in OCC	400	0
ENRLOCC3 currently enrolled in OCC (3)	400	0

ENRLOCC1 currently enrolled at OCC (1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	389	97.3	97.3	97.3
	1	11	2.8	2.8	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

ENRLOCC2 currently enrolled in OCC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	398	99.5	99.5	99.5
	1	2	.5	.5	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

ENRLOCC3 currently enrolled in OCC (3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	400	100.0	100.0	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

ENROLL1 currently enrolled 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1230	1	.3	2.4	2.4
	1990	2	.5	4.9	7.3
	2019	1	.3	2.4	9.8
	2020	1	.3	2.4	12.2
	2032	6	1.5	14.6	26.8
	2033	3	.8	7.3	34.1
	2043	11	2.8	26.8	61.0
	2054	2	.5	4.9	65.9
	2060	2	.5	4.9	70.7
	2062	1	.3	2.4	73.2
	2064	5	1.3	12.2	85.4
	2065	1	.3	2.4	87.8
	2074	3	.8	7.3	95.1
	3656	1	.3	2.4	97.6
	5570	1	.3	2.4	100.0
Total	41	10.3	100.0		
Missing	8888	359	89.8		
	Total	359	89.8		
Total	400	100.0			

ENROLL2 currently enrolled 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2043	2	.5	50.0	50.0
	2064	2	.5	50.0	100.0
	Total	4	1.0	100.0	
Missing	8888	396	99.0		
	Total	396	99.0		
Total	400	100.0			

ENROLL3 currently enrolled 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1841	1	.3	100.0	100.0
	Total	1	.3	100.0	
Missing	8888	399	99.8		
	Total	399	99.8		
Total	400	100.0			

Frequencies

Statistics

	N	
	Valid	Missing
EVEROCC ever attended OCC	400	0

*Crude
measure:
Novs. missing?*

EVEROCC ever attended OCC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no/m	303	75.8	75.8	75.8
	1 yes	97	24.3	24.3	100.0
	Total	400	100.0	100.0	
Total		400	100.0		

*ever attended
OCC*

$$\frac{97}{315} = 31\%$$

*ever attended
2yr/4yr/univ.*

ATTEND3 college attended (3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	354	1	.3	2.4	2.4
	470	1	.3	2.4	4.8
	532	1	.3	2.4	7.1
	1106	1	.3	2.4	9.5
	1916	1	.3	2.4	11.9
	1958	1	.3	2.4	14.3
	1994	1	.3	2.4	16.7
	2006	2	.5	4.8	21.4
	2008	2	.5	4.8	26.2
	2024	1	.3	2.4	28.6
	2032	1	.3	2.4	31.0
	2033	3	.8	7.1	38.1
	2043	3	.8	7.1	45.2
	2046	1	.3	2.4	47.6
	2054	1	.3	2.4	50.0
	2062	1	.3	2.4	52.4
	2064	3	.8	7.1	59.5
	2066	2	.5	4.8	64.3
	2067	1	.3	2.4	66.7
	2068	1	.3	2.4	69.0
	2070	2	.5	4.8	73.8
	2664	1	.3	2.4	76.2
	2718	1	.3	2.4	78.6
	3240	1	.3	2.4	81.0
4274	1	.3	2.4	83.3	
5570	1	.3	2.4	85.7	
7085	1	.3	2.4	88.1	
9999	5	1.3	11.9	100.0	
Total	42	10.5	100.0		
Missing	8888	358	89.5		
	Total	358	89.5		
Total	400	100.0			

ATTEND4 college attended (4)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2022	1	.3	14.3	14.3
	2043	1	.3	14.3	28.6
	2064	3	.8	42.9	71.4
	2068	1	.3	14.3	85.7
	9999	1	.3	14.3	100.0
	Total	7	1.8	100.0	
Missing	8888	393	98.3		
	Total	393	98.3		
Total	400	100.0			

ATTEND2 college attended (2)

	Frequency	Percent	Valid Percent	Cumulative Percent
398	1	.3	.7	.7
444	1	.3	.7	1.3
872	1	.3	.7	2.0
1015	1	.3	.7	2.7
1042	1	.3	.7	3.4
1244	1	.3	.7	4.0
1256	1	.3	.7	4.7
1554	1	.3	.7	5.4
1591	1	.3	.7	6.0
1731	1	.3	.7	6.7
1986	1	.3	.7	7.4
1987	1	.3	.7	8.1
1996	2	.5	1.3	9.4
2006	2	.5	1.3	10.7
2019	1	.3	.7	11.4
2022	1	.3	.7	12.1
2024	2	.5	1.3	13.4
2032	8	2.0	5.4	18.8
2033	4	1.0	2.7	21.5
2042	1	.3	.7	22.1
2043	39	9.8	26.2	48.3
2054	4	1.0	2.7	51.0
2060	7	1.8	4.7	55.7
2062	4	1.0	2.7	58.4
2063	1	.3	.7	59.1
2064	25	6.3	16.8	75.8
2065	1	.3	.7	76.5
2066	4	1.0	2.7	79.2
2067	1	.3	.7	79.9
2068	2	.5	1.3	81.2
2070	2	.5	1.3	82.6
2074	1	.3	.7	83.2
2156	1	.3	.7	83.9
2292	1	.3	.7	84.6
2358	1	.3	.7	85.2
2788	1	.3	.7	85.9
2878	1	.3	.7	86.6
3064	1	.3	.7	87.2
3148	1	.3	.7	87.9
3171	1	.3	.7	88.6
3270	1	.3	.7	89.3
3282	1	.3	.7	89.9
3314	1	.3	.7	90.6
3342	2	.5	1.3	91.9
3368	1	.3	.7	92.6
3461	1	.3	.7	93.3
3732	1	.3	.7	94.0
5570	1	.3	.7	94.6
7022	2	.5	1.3	96.0
7025	1	.3	.7	96.6
9999	5	1.3	3.4	100.0
Total	149	37.3	100.0	
Missing	8888	251	62.8	
Total	251	62.8		
Total	400	100.0		

ATTEND1 college attended (1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2268	1	.3	.3	87.4
	2358	1	.3	.3	87.7
	2370	1	.3	.3	88.1
	2380	1	.3	.3	88.4
	2386	1	.3	.3	88.7
	2664	1	.3	.3	89.0
	2725	1	.3	.3	89.3
	2838	1	.3	.3	89.6
	2989	1	.3	.3	89.9
	3277	1	.3	.3	90.3
	3284	1	.3	.3	90.6
	3312	1	.3	.3	90.9
	3316	1	.3	.3	91.2
	3319	1	.3	.3	91.5
	3368	1	.3	.3	91.8
	3534	1	.3	.3	92.1
	3710	1	.3	.3	92.5
	3734	1	.3	.3	92.8
	3765	1	.3	.3	93.1
	4026	1	.3	.3	93.4
	4656	2	.5	.6	94.0
	7004	1	.3	.3	94.3
	7020	1	.3	.3	94.7
	7022	2	.5	.6	95.3
	7026	1	.3	.3	95.6
	7150	1	.3	.3	95.9
9999	13	3.3	4.1	100.0	
	Total	318	79.5	100.0	
Missing	8888	82	20.5		
	Total	82	20.5		
Total		400	100.0		

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

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

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

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

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

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

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

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

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

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

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

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

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Reps from various colleges.	1	.2	.2	97.0
School catalogs and counselors.	1	.2	.2	97.2
School.	1	.2	.2	97.4
Schools	1	.2	.2	97.7
Schools attended.	1	.2	.2	97.9
The education field (she's an educator).	1	.2	.2	98.1
The education field I work in.	1	.2	.2	98.4
The library.	1	.2	.2	98.6
The schools.	1	.2	.2	98.8
To contact the institution directly.	1	.2	.2	99.1
Tutor.	1	.2	.2	99.3
Undergraduate and graduate.	1	.2	.2	99.5
Union - Teachers mailing list.	1	.2	.2	99.8
Work.	1	.2	.2	100.0
Total	430	100.0	100.0	

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	430	100.0	100.0	100.0

What is the likelihood you would enroll in college within the next 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	303	70.5	74.6	74.6
	Somewhat Unlikely	27	6.3	6.7	81.3
	Somewhat Likely	29	6.7	7.1	88.4
	Very Likely	47	10.9	11.6	100.0
	Total	406	94.4	100.0	
Missing	missing	.1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Rep of College

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

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

Rep of Faculty

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

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

Rep of Instructors

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

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

Tuition

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

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

Finer Scholar

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

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

Personnel

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

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

Don't Know

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

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

Student Services

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important at all	4	.9	3.8	3.8
	Slightly Important	6	1.4	5.8	9.6
	Moderately Important	31	7.2	29.8	39.4
	Very Important	63	14.7	60.6	100.0
	Total	104	24.2	100.0	
Missing	System	326	75.8		
Total		430	100.0		

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

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

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

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

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

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

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

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

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

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

Would you please tell me if you are generally familiar with any of the following schools? Oakland University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	53	12.3	13.0	13.0
	Yes	<u>354</u>	82.3	87.0	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

Would you please tell me if you are generally familiar with any of the following schools?Oakland Community College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	79	18.4	19.4	19.4
	Yes	328	76.3	80.6	100.0
	Total	<u>407</u>	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

Would you please tell me if you are generally familiar with any of the following schools?ITT Technical Institute

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	252	58.6	62.1	62.1
	Yes	154	35.8	37.9	100.0
	Total	406	94.4	100.0	
Missing	Missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

Would you please tell me if you are generally familiar with any of the following schools?University of Phoenix

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	218	50.7	53.7	53.7
	Yes	188	43.7	46.3	100.0
	Total	406	94.4	100.0	
Missing	Missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

Would you please tell me if you are generally familiar with any of the following schools?Baker College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	223	51.9	55.1	55.1
	Yes	181	42.1	44.7	99.8
	2	1	.2	.2	100.0
	Total	405	94.2	100.0	
Missing	Missing	2	.5		
	System	23	5.3		
	Total	25	5.8		
Total		430	100.0		

Would you please tell me if you are generally familiar with any of the following schools?Wayne State University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	71	16.5	17.5	17.5
	Yes	335	77.9	82.5	100.0
	Total	406	94.4	100.0	
Missing	Missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

Would you please tell me if you are generally familiar with any of the following schools? Eastern Michigan University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	122	28.4	30.0	30.0
	Yes	284	66.0	70.0	100.0
	Total	406	94.4	100.0	
Missing	Missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

Which of those schools just mentioned, do you think does an exceptional job preparing students for the current job market? 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oakland University	101	23.5	30.9	30.9
	Oakland Community College	30	7.0	9.2	40.1
	ITT Technical Institute	6	1.4	1.8	41.9
	University of Phoenix	4	.9	1.2	43.1
	Baker College	8	1.9	2.4	45.6
	Wayne State University	94	21.9	28.7	74.3
	Eastern Michigan University	23	5.3	7.0	81.3
	don't know/refused	61	14.2	18.7	100.0
	Total	327	76.0	100.0	
Missing	System	103	24.0		
Total		430	100.0		

Which of those schools just mentioned, do you think does an exceptional job preparing students for the current job market? 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oakland University	53	12.3	23.6	23.6
	Oakland Community College	25	5.8	11.1	34.7
	ITT Technical Institute	2	.5	.9	35.6
	University of Phoenix	1	.2	.4	36.0
	Baker College	8	1.9	3.6	39.6
	Wayne State University	48	11.2	21.3	60.9
	Eastern Michigan University	27	6.3	12.0	72.9
	don't know/refused	61	14.2	27.1	100.0
	Total	225	52.3	100.0	
Missing	System	205	47.7		
Total		430	100.0		

Which of those schools just mentioned, do you think does an exceptional job preparing students for the current job market? 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oakland University	13	3.0	9.7	9.7
	Oakland Community College	11	2.6	8.2	17.9
	ITT Technical Institute	6	1.4	4.5	22.4
	University of Phoenix	2	.5	1.5	23.9
	Baker College	3	.7	2.2	26.1
	Wayne State University	17	4.0	12.7	38.8
	Eastern Michigan University	21	4.9	15.7	54.5
	don't know/refused	61	14.2	45.5	100.0
	Total	134	31.2	100.0	
Missing	System	296	68.8		
Total		430	100.0		

Which of those schools just mentioned, do you think does an exceptional job preparing students for the current job market? 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oakland University	3	.7	3.5	3.5
	Oakland Community College	9	2.1	10.6	14.1
	ITT Technical Institute	1	.2	1.2	15.3
	University of Phoenix	2	.5	2.4	17.6
	Baker College	2	.5	2.4	20.0
	Wayne State University	4	.9	4.7	24.7
	Eastern Michigan University	3	.7	3.5	28.2
	don't know/refused	61	14.2	71.8	100.0
	Total	85	19.8	100.0	
Missing	System	345	80.2		
Total		430	100.0		

Which of those schools just mentioned, do you think does an exceptional job preparing students for the current job market? 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oakland Community College	1	.2	1.6	1.6
	University of Phoenix	1	.2	1.6	3.2
	don't know/refused	61	14.2	96.8	100.0
	Total	63	14.7	100.0	
Missing	System	367	85.3		
Total		430	100.0		

Which of those schools just mentioned, do you think does an exceptional job preparing students for the current job market? 6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid don't know/refused	61	14.2	100.0	100.0
Missing System	369	85.8		
Total	430	100.0		

Which of those schools just mentioned, do you think does an exceptional job preparing students for the current job market? 7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid don't know/refused	61	14.2	100.0	100.0
Missing System	369	85.8		
Total	430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned. Tuition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Far Below Average	68	15.8	28.7	28.7
Slightly Below Average	81	18.8	34.2	62.9
Slightly Above average	19	4.4	8.0	70.9
Far Above Average	21	4.9	8.9	79.7
don't know/refused	48	11.2	20.3	100.0
Total	237	55.1	100.0	
Missing missing	13	3.0		
System	180	41.9		
Total	193	44.9		
Total	430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned. Variety

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Far Below Average	36	8.4	15.3	15.3
Slightly Below Average	107	24.9	45.3	60.6
Slightly Above average	46	10.7	19.5	80.1
Far Above Average	12	2.8	5.1	85.2
don't know/refused	35	8.1	14.8	100.0
Total	236	54.9	100.0	
Missing missing	14	3.3		
System	180	41.9		
Total	194	45.1		
Total	430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned. Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	26	6.0	11.0	11.0
	Slightly Below Average	112	26.0	47.3	58.2
	Slightly Above average	45	10.5	19.0	77.2
	Far Above Average	10	2.3	4.2	81.4
	don't know/refused	44	10.2	18.6	100.0
	Total	237	55.1	100.0	
Missing	missing	13	3.0		
	System	180	41.9		
	Total	193	44.9		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	7	1.6	2.9	2.9
	Slightly Below Average	71	16.5	29.7	32.6
	Slightly Above average	59	13.7	24.7	57.3
	Far Above Average	13	3.0	5.4	62.8
	don't know/refused	89	20.7	37.2	100.0
	Total	239	55.6	100.0	
Missing	missing	12	2.8		
	System	179	41.6		
	Total	191	44.4		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Instruction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	12	2.8	5.0	5.0
	Slightly Below Average	93	21.6	39.1	44.1
	Slightly Above average	55	12.8	23.1	67.2
	Far Above Average	18	4.2	7.6	74.8
	don't know/refused	60	14.0	25.2	100.0
	Total	238	55.3	100.0	
Missing	missing	13	3.0		
	System	179	41.6		
	Total	192	44.7		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned. Ability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	29	6.7	12.2	12.2
	Slightly Below Average	117	27.2	49.4	61.6
	Slightly Above average	38	8.8	16.0	77.6
	Far Above Average	8	1.9	3.4	81.0
	don't know/refused	45	10.5	19.0	100.0
	Total	237	55.1	100.0	
Missing	missing	14	3.3		
	System	179	41.6		
	Total	193	44.9		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned. Transfer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	13	3.0	5.5	5.5
	Slightly Below Average	50	11.6	21.0	26.5
	Slightly Above average	96	22.3	40.3	66.8
	Far Above Average	35	8.1	14.7	81.5
	don't know/refused	44	10.2	18.5	100.0
	Total	238	55.3	100.0	
Missing	missing	13	3.0		
	System	179	41.6		
	Total	192	44.7		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned. Job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	15	3.5	6.3	6.3
	Slightly Below Average	105	24.4	44.1	50.4
	Slightly Above average	49	11.4	20.6	71.0
	Far Above Average	20	4.7	8.4	79.4
	don't know/refused	49	11.4	20.6	100.0
	Total	238	55.3	100.0	
Missing	missing	13	3.0		
	System	179	41.6		
	Total	192	44.7		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Earning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	30	7.0	12.6	12.6
	Slightly Below Average	132	30.7	55.5	68.1
	Slightly Above average	33	7.7	13.9	81.9
	Far Above Average	9	2.1	3.8	85.7
	don't know/refused	34	7.9	14.3	100.0
	Total	238	55.3	100.0	
Missing	missing	13	3.0		
	System	179	41.6		
	Total	192	44.7		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Tuition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	42	9.8	30.0	30.0
	Slightly Below Average	34	7.9	24.3	54.3
	Slightly Above average	17	4.0	12.1	66.4
	Far Above Average	9	2.1	6.4	72.9
	don't know/refused	25	5.8	17.9	90.7
	missing	13	3.0	9.3	100.0
	Total	140	32.6	100.0	
Missing	System	290	67.4		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Variety

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	20	4.7	14.3	14.3
	Slightly Below Average	65	15.1	46.4	60.7
	Slightly Above average	17	4.0	12.1	72.9
	Far Above Average	3	.7	2.1	75.0
	don't know/refused	21	4.9	15.0	90.0
	missing	14	3.3	10.0	100.0
	Total	140	32.6	100.0	
Missing	System	290	67.4		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	20	4.7	14.3	14.3
	Slightly Below Average	72	16.7	51.4	65.7
	Slightly Above average	13	3.0	9.3	75.0
	Far Above Average	4	.9	2.9	77.9
	don't know/refused	18	4.2	12.9	90.7
	missing	13	3.0	9.3	100.0
	Total	140	32.6	100.0	
Missing	System	290	67.4		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	3	.7	2.1	2.1
	Slightly Below Average	51	11.9	36.4	38.6
	Slightly Above average	23	5.3	16.4	55.0
	Far Above Average	7	1.6	5.0	60.0
	don't know/refused	43	10.0	30.7	90.7
	missing	13	3.0	9.3	100.0
	Total	140	32.6	100.0	
Missing	System	290	67.4		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Instruction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	9	2.1	6.4	6.4
	Slightly Below Average	58	13.5	41.4	47.9
	Slightly Above average	24	5.6	17.1	65.0
	Far Above Average	6	1.4	4.3	69.3
	don't know/refused	30	7.0	21.4	90.7
	missing	13	3.0	9.3	100.0
	Total	140	32.6	100.0	
Missing	System	290	67.4		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Ability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	14	3.3	10.0	10.0
	Slightly Below Average	74	17.2	52.9	62.9
	Slightly Above average	18	4.2	12.9	75.7
	Far Above Average	1	.2	.7	76.4
	don't know/refused	20	4.7	14.3	90.7
	missing	13	3.0	9.3	100.0
	Total	140	32.6	100.0	
Missing	System	290	67.4		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Transfer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	5	1.2	3.6	3.6
	Slightly Below Average	49	11.4	35.0	38.6
	Slightly Above average	34	7.9	24.3	62.9
	Far Above Average	13	3.0	9.3	72.1
	don't know/refused	26	6.0	18.6	90.7
	missing	13	3.0	9.3	100.0
	Total	140	32.6	100.0	
Missing	System	290	67.4		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	11	2.6	7.9	7.9
	Slightly Below Average	58	13.5	41.4	49.3
	Slightly Above average	30	7.0	21.4	70.7
	Far Above Average	5	1.2	3.6	74.3
	don't know/refused	23	5.3	16.4	90.7
	missing	13	3.0	9.3	100.0
	Total	140	32.6	100.0	
Missing	System	290	67.4		
Total		430	100.0		

Could you please tell me on average how you view OCC compared to schools mentioned.Earning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Far Below Average	21	4.9	15.0	15.0
	Slightly Below Average	69	16.0	49.3	64.3
	Slightly Above average	20	4.7	14.3	78.6
	Far Above Average	3	.7	2.1	80.7
	don't know/refused	13	3.0	9.3	90.0
	missing	14	3.3	10.0	100.0
	Total	140	32.6	100.0	
Missing	System	290	67.4		
Total		430	100.0		

In your opinion, does OCC do an excellent, good, fair or poor job in meeting the educational and training needs of people in your county?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	3	.7	1.2	1.2
	Fair	34	7.9	13.8	15.0
	Good	116	27.0	47.2	62.2
	Excellent	80	18.6	32.5	94.7
	don't know/refused	13	3.0	5.3	100.0
	Total	246	57.2	100.0	
Missing	missing	21	4.9		
	System	163	37.9		
	Total	184	42.8		
Total		430	100.0		

To what extent do you believe that OCC is a quality provider of training for working professionals?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low Extent	4	.9	1.6	1.6
	Somewhat Low Extent	50	11.6	20.3	22.0
	Somewhat High Extent	140	32.6	56.9	78.9
	Very High Extent	38	8.8	15.4	94.3
	Don'tKnow/Refused	14	3.3	5.7	100.0
	Total	246	57.2	100.0	
Missing	Missing	21	4.9		
	System	163	37.9		
	Total	184	42.8		
Total		430	100.0		

72.3

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low Extent	16	3.7	6.4	6.4
	Somewhat Low Extent	82	19.1	32.8	39.2
	Somewhat High Extent	79	18.4	31.6	70.8
	Very High Extent	19	4.4	7.6	78.4
	Don'tKnow/Refused	54	12.6	21.6	100.0
	Total	250	58.1	100.0	
Missing	Missing	17	4.0		
	System	163	37.9		
	Total	180	41.9		
Total		430	100.0		

To what extent do you believe that OCC is a quality provider of education that prepares students to transfer to other institutions of higher education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Low Extent	4	.9	1.6	1.6
	Somewhat Low Extent	24	5.6	9.6	11.2
	Somewhat High Extent	113	26.3	45.2	56.4
	Very High Extent	96	22.3	38.4	94.8
	Don'tKnow/Refused	13	3.0	5.2	100.0
	Total	250	58.1	100.0	
Missing	Missing	17	4.0		
	System	163	37.9		
	Total	180	41.9		
Total		430	100.0		

In relation to other colleges with which you are familiar, would you say that the tuition rate at Oakland Community College is..

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Inexpensive	71	16.5	17.7	17.7
	Somewhat Inexpensive	183	42.6	45.5	63.2
	Somewhat Expensive	54	12.6	13.4	76.6
	Very Expensive	4	.9	1.0	77.6
	Don't Know/Refuse	90	20.9	22.4	100.0
	Total	402	93.5	100.0	
Missing	missing	5	1.2		
	System	23	5.3		
	Total	28	6.5		
Total		430	100.0		

In general, do you feel that the cost for college is.....

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Inexpensive	1	.2	.2	.2
	Somewhat Inexpensive	13	3.0	3.2	3.4
	Somewhat Expensive	104	24.2	25.6	29.0
	Very Expensive	285	66.3	70.0	99.0
	Don't Know/Refuse	4	.9	1.0	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unsatisfied	4	.9	1.0	1.0
	Somewhat Unsatisfied	12	2.8	2.9	3.9
	Somewhat Satisfied	150	34.9	36.9	40.8
	Very Satisfied	48	11.2	11.8	52.6
	don't know/refused	193	44.9	47.4	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

As a taxpayer, please tell me if you strongly disapprove, somewhat disapprove, somewhat approve or strongly approve of money spent on the following

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disapprove	10	2.3	2.5	2.5
	Somewhat Disapprove	22	5.1	5.4	7.9
	Somewhat Approve	199	46.3	48.9	56.8
	Strongly Approve	160	37.2	39.3	96.1
	don't know,refused	16	3.7	3.9	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

As a taxpayer, please tell me if you strongly disapprove, somewhat disapprove, somewhat approve or strongly approve of money spent on the following

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disapprove	7	1.6	1.7	1.7
	Somewhat Disapprove	18	4.2	4.4	6.1
	Somewhat Approve	133	30.9	32.7	38.8
	Strongly Approve	244	56.7	60.0	98.8
	don't know,refused	5	1.2	1.2	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

As a taxpayer, please tell me if you strongly disapprove, somewhat disapprove, somewhat approve or strongly approve of money spent on the following

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disapprove	9	2.1	2.2	2.2
	Somewhat Disapprove	17	4.0	4.2	6.4
	Somewhat Approve	154	35.8	37.8	44.2
	Strongly Approve	220	51.2	54.1	98.3
	don't know,refused	7	1.6	1.7	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

As a taxpayer, please tell me if you strongly disapprove, somewhat disapprove, somewhat approve or strongly approve of money spent on the following

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disapprove	10	2.3	2.5	2.5
	Somewhat Disapprove	20	4.7	4.9	7.4
	Somewhat Approve	139	32.3	34.2	41.6
	Strongly Approve	225	52.3	55.4	97.0
	don't know,refused	12	2.8	3.0	100.0
	Total	406	94.4	100.0	
Missing	missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

As a taxpayer, please tell me if you strongly disapprove, somewhat disapprove, somewhat approve or strongly approve of money spent on the following

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disapprove	8	1.9	2.0	2.0
	Somewhat Disapprove	18	4.2	4.4	6.4
	Somewhat Approve	143	33.3	35.3	41.7
	Strongly Approve	228	53.0	56.3	98.0
	don't know,refused	8	1.9	2.0	100.0
	Total	405	94.2	100.0	
Missing	missing	2	.5		
	System	23	5.3		
	Total	25	5.8		
Total		430	100.0		

As a taxpayer, please tell me if you strongly disapprove, somewhat disapprove, somewhat approve or strongly approve of money spent on the following

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disapprove	10	2.3	2.5	2.5
	Somewhat Disapprove	36	8.4	8.8	11.3
	Somewhat Approve	194	45.1	47.7	59.0
	Strongly Approve	151	35.1	37.1	96.1
	don't know,refused	16	3.7	3.9	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

As a taxpayer, please tell me if you strongly disapprove, somewhat disapprove, somewhat approve or strongly approve of money spent on the following

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disapprove	10	2.3	2.5	2.5
	Somewhat Disapprove	24	5.6	5.9	8.4
	Somewhat Approve	111	25.8	27.3	35.6
	Strongly Approve	251	58.4	61.7	97.3
	don't know,refused	11	2.6	2.7	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

If more revenue were needed to maintain the quality of services at OCC, would you prefer that the funding come from.....

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Property Tax Increase	15	3.5	3.7	3.7
	Tuition Increase	102	23.7	25.2	28.9
	Both property tax and tuition increase	184	42.8	45.4	74.3
	Other	96	22.3	23.7	98.0
	don't know/refused	8	1.9	2.0	100.0
	Total	405	94.2	100.0	
Missing	missing	2	.5		
	System	23	5.3		
	Total	25	5.8		
Total		430	100.0		

If more revenue were needed to maintain the quality of services at OCC, would you prefer that the funding come from.....

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	347	80.7	80.7	80.7
"Pennies from heaven." (none specific)	1	.2	.2	80.9
(She wouldn't be more specific.)	1	.2	.2	81.2
Alcohol and tobacco taxes.	1	.2	.2	81.4
Assume fiscal responsibility;Quit raising tuition every year & making students take unneded classes	1	.2	.2	81.6
Be creative and accountable.	1	.2	.2	81.9
Benefactors.	1	.2	.2	82.1
Bond issues, grants and donations.	1	.2	.2	82.3
Bonds, donations and investments.	1	.2	.2	82.6
Business donation sponsorship.	1	.2	.2	82.8
Businesses-school reimbursements.	1	.2	.2	83.0
Businesses that are trying to attract the graduates.	1	.2	.2	83.3
Can't be more specific.	1	.2	.2	83.5
Casino revenue.	2	.5	.5	84.0
Cigarette tax.	1	.2	.2	84.2
Cigarette taxes	1	.2	.2	84.4
Companies that benefit.	1	.2	.2	84.7
Corporate income taxes.	1	.2	.2	84.9
Corporate.	1	.2	.2	85.1
Corporations, grants or state funding.	1	.2	.2	85.3
Could not be specific.	1	.2	.2	85.6
County-wide sales tax.	1	.2	.2	85.8
Don't know.	3	.7	.7	86.5
Donations and investments.	1	.2	.2	86.7
Donations, casino revenues.	1	.2	.2	87.0
Donations.	1	.2	.2	87.2
Endowment.	1	.2	.2	87.4
Federal and state funding.	1	.2	.2	87.7
Federal funds.	2	.5	.5	88.1
Federal government and state.	1	.2	.2	88.4
Federal government.	2	.5	.5	88.8
Foundations and grants.	1	.2	.2	89.1
From the lottery.	1	.2	.2	89.3
Fund-raising.	1	.2	.2	89.5
Funding from non-profit organizations.	1	.2	.2	89.8

If more revenue were needed to maintain the quality of services at OCC, would you prefer that the funding come from.....

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Funding from private corporations.	1	.2	.2	90.0
Fundraising and donations.	1	.2	.2	90.2
Fundraising by the school.	1	.2	.2	90.5
Gambling revenue.	1	.2	.2	90.7
Gambling taxes.	1	.2	.2	90.9
Government, department of education.	1	.2	.2	91.2
Government.	4	.9	.9	92.1
Grant money.	1	.2	.2	92.3
Grants from private companies.	1	.2	.2	92.6
I'm all taxed out.	1	.2	.2	92.8
Industry grants.	1	.2	.2	93.0
Lottery and gaming taxes.	1	.2	.2	93.3
Lottery money.	1	.2	.2	93.5
Lottery, gas taxes and cigarette taxes.	1	.2	.2	93.7
Multiple sources (none specific).	1	.2	.2	94.0
Other taxes.	2	.5	.5	94.4
Payroll cuts, private grants, state grants, lottery money.	1	.2	.2	94.7
Perhaps federal funds.	1	.2	.2	94.9
Private corporations.	1	.2	.2	95.1
Private donations.	1	.2	.2	95.3
Private funding: corporations, alumni, scholarships, fund-raising (by the school).	1	.2	.2	95.6
Private industry.	1	.2	.2	95.8
Private investors.	1	.2	.2	96.0
Reduce tax expenditure elsewhere and apply it toward the school.	1	.2	.2	96.3
Sales tax.	1	.2	.2	96.5
Sponsorship by GM and Chrysler; casino.	1	.2	.2	96.7
State funded program.	1	.2	.2	97.0
State funded.	1	.2	.2	97.2
State funding from lottery.	1	.2	.2	97.4
State funding.	1	.2	.2	97.7
State income tax and sales tax.	1	.2	.2	97.9
State of Michigan.	1	.2	.2	98.1
State or county tax.	1	.2	.2	98.4
State or federal government funding.	1	.2	.2	98.6
Tax on gambling (casino), liquor, marijuana, etc.	1	.2	.2	98.8

If more revenue were needed to maintain the quality of services at OCC, would you prefer that the funding come from.....

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid The large corporations in the area in Oakland County.	1	.2	.2	99.1
The lottery	1	.2	.2	99.3
The responsibility should fall on the students and families who are seeking the education.	1	.2	.2	99.5
Tobacco, liquor, etc... taxes.	1	.2	.2	99.8
Use what you have.	1	.2	.2	100.0
Total	430	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	14	3.3	3.4	3.4
Yes	393	91.4	96.6	100.0
Total	407	94.7	100.0	
Missing System	23	5.3		
Total	430	100.0		

Have you, or has anyone in your household, ever attended, or plan on attending OCC within the next 12 months?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	204	47.4	51.9	51.9
Yes	186	43.3	47.3	99.2
Don't Know/Refused	3	.7	.8	100.0
Total	393	91.4	100.0	
Missing System	37	8.6		
Total	430	100.0		

Would you recommend attending OCC to a family member?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	60	14.0	14.8	14.8
Yes	319	74.2	78.6	93.3
Don't Know/Refused	27	6.3	6.7	100.0
Total	406	94.4	100.0	
Missing Missing	1	.2		
System	23	5.3		
Total	24	5.6		
Total	430	100.0		

Are you a registered voter?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	1	.2	.2	.2
	Yes	405	94.2	99.5	99.8
	Don't Know/Refused	1	.2	.2	100.0
	Total	407	94.7	100.0	
Missing	System	23	5.3		
Total		430	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never/rarely vote in any elections	5	1.2	1.2	1.2
	Occasionally vote in some elections	27	6.3	6.7	7.9
	Usually vote in some elections	240	55.8	59.1	67.0
	Always vote in every election	128	29.8	31.5	98.5
	don't know/refused	6	1.4	1.5	100.0
	Total	406	94.4	100.0	
Missing	System	24	5.6		
Total		430	100.0		

In what elections, would you say that you vote? *National*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	2	.5	.5	.5
	Yes	398	92.6	98.0	98.5
	Don't Know/Refused	6	1.4	1.5	100.0
	Total	406	94.4	100.0	
Missing	System	24	5.6		
Total		430	100.0		

98

In what elections, would you say that you vote? *state*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	1.6	1.7	1.7
	Yes	393	91.4	96.8	98.5
	Don't Know/Refused	6	1.4	1.5	100.0
	Total	406	94.4	100.0	
Missing	System	24	5.6		
Total		430	100.0		

96.8

In what elections, would you say that you vote? *local*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	48	11.2	11.8	11.8
Valid Yes	352	81.9	86.7	98.5
Valid Don't Know/Refused	6	1.4	1.5	100.0
Valid Total	406	94.4	100.0	
Missing System	24	5.6		
Total	430	100.0		

86.7

In what elections, would you say that you vote? *school*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	92	21.4	22.7	22.7
Valid Yes	307	71.4	75.8	98.5
Valid Don't Know/Refused	6	1.4	1.5	100.0
Valid Total	405	94.2	100.0	
Missing Missing	1	.2		
Missing System	24	5.6		
Missing Total	25	5.8		
Total	430	100.0		

75.8

In what elections, would you say that you vote? *other*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	378	87.9	93.1	93.1
Valid Yes	24	5.6	5.9	99.0
Valid Don't Know/Refused	4	.9	1.0	100.0
Valid Total	406	94.4	100.0	
Missing System	24	5.6		
Total	430	100.0		

In what elections, would you say that you vote?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	409	95.1	95.1	95.1
Any millage elections.	1	.2	.2	95.3
Any other special elections.	1	.2	.2	95.6
Any special elections (e.g. , charter).	1	.2	.2	95.8
Any.	1	.2	.2	96.0
Anything else that comes up.	2	.5	.5	96.5
Anything to do with the city.	1	.2	.2	96.7
Judicial elections.	1	.2	.2	97.0
Milage	1	.2	.2	97.2
Millage and bond issues.	1	.2	.2	97.4
Millage, etc.	1	.2	.2	97.7
Presidential.	1	.2	.2	97.9
PTA.	1	.2	.2	98.1
Public commissioners.	1	.2	.2	98.4
Special elections if there are any.	1	.2	.2	98.6
Special millages if there are any.	1	.2	.2	98.8
Special referendum.`1	1	.2	.2	99.1
Special.	1	.2	.2	99.3
Tax elections.	1	.2	.2	99.5
Township elections.	1	.2	.2	99.8
Whatever is going on - city, etc.	1	.2	.2	100.0
Total	430	100.0	100.0	

Do other members of your household vote?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	45	10.5	11.1	11.1
Yes	358	83.3	88.0	99.0
Don't Know/Refused	4	.9	1.0	100.0
Total	407	94.7	100.0	
Missing System	23	5.3		
Total	430	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian/Pacific Islander	4	.9	1.0	1.0
	Biracial or Multicultural	5	1.2	1.2	2.2
	Black/African American	48	11.2	11.8	14.0
	Hispanic/Latino	6	1.4	1.5	15.5
	native American/Alaskan Eskimo	3	.7	.7	16.3
	White/Caucasian	325	75.6	80.0	96.3
	Other	8	1.9	2.0	98.3
	don't know/refused	7	1.6	1.7	100.0
	Total	406	94.4	100.0	
Missing	missing	1	.2		
	System	23	5.3		
	Total	24	5.6		
Total		430	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American	423	98.4	98.4	98.4
	American.	1	.2	.2	98.6
	Atheist American.	1	.2	.2	98.8
	Caucasian of Hispanic descent.	1	.2	.2	99.1
	European American.	1	.2	.2	99.3
	German-American.	1	.2	.2	99.5
	Human race.	1	.2	.2	99.8
	Total	430	100.0	100.0	100.0

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	127	29.5	31.4	31.4
	Female	277	64.4	68.6	100.0
	Total	404	94.0	100.0	
Missing	missing	3	.7		
	System	23	5.3		
	Total	26	6.0		
Total		430	100.0		