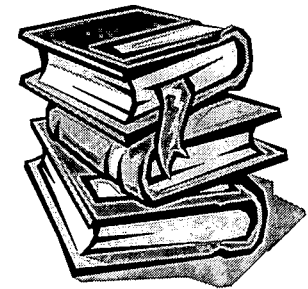


# 2003 Public Opinion Poll

July 2004

Primary Researcher:  
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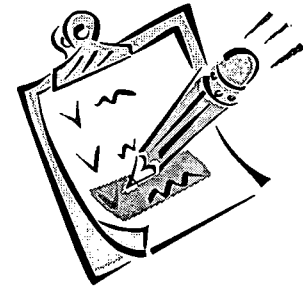


## Survey Overview

**Purpose:** To gather current data about how Oakland County residents view higher education, and assess their voting habits.

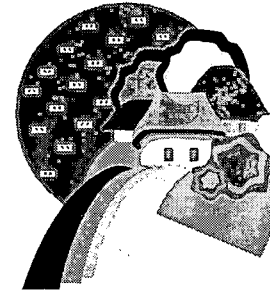
*The Millage Committee and Marketing want to gather information about perceptions of higher education and follow-up annually.*

# The Surveys



- The survey is 11 pages long.
- A worksheet is necessary to record the answers to questions five and six on page four.
- Please be mindful when reading the survey to respondents. There are several skip patterns.

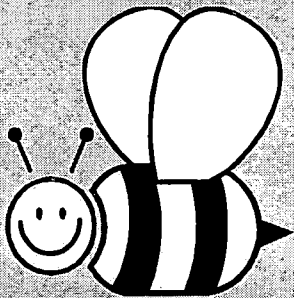
# Population



- A random sample of people in Oakland County will be polled.
- We need 400 completed surveys by ? *end of July*
- Data entry and data-check must be completed by ? *start of August*

**THANK YOU**

If you have any questions  
please ask Robert or Lorie,  
and remember... your hard  
work and commitment to  
quality are appreciated!  
Thank You!



2003 Public Opinion Poll



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

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

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

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

2004  
Donald #2

**2003 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.	Electronic <del>Communication</del> <sup>E-MAIL</sup>	1	0	88	99
g.	Internet <del>WWW</del> <sup>WWW</sup>	1	0	88	99
h.	Family and Friends	1	0	88	99
i.	Other (please specify)				

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

(interviewer: please read choices except gray areas)

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

likelihood to enroll in college w/ next ~~12~~ months  
 • likely  
 not all likely  
 somewhat likely  
 very likely

3. 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)*

*Skip  
not  
likely*

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

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

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

		Yes	No	<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).*

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

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

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	(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 TWO schools (besides OCC) on question 6, skip to question 13 on page seven.**

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

should be  
like # 16

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

*(interviewer: please read choices 1-4)*

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

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

88 Don't Know/Refused

99 Missing

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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.	Improving College Operating Systems	1	2	3	4	88	99
h.	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?

(interviewer: do NOT read choices)

- 0 No
- 1 Yes

W/10 Next 12 months

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
- 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

keep

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)</i> Don't Know/Refused	<i>(don't read)</i> Missing
a.	National Elections	1	0	88	99
b.	State Elections	1	0	88	99
c.	Local Elections	1	0	88	99
d.	School District Elections	1	0	88	99
e.	Other <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*

*9 couple more*

Finally, I have ~~two demographic~~ <sup>9 couple more</sup> 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.