

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		

6

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		

66.20

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		

69.20

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

1

		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

2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	118	29.5	30.1	30.1
	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

3

		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

4

		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%	49.9
YES 197	49.3%	50.1
d.k. 4	1.0	
MISS. 3	.8	
400		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	.5	1.0	1.0
	1 Negative	10	2.5	5.1	6.1
	2 Neutral	44	11.0	22.4	28.6
	3 Positive	139	34.8	70.9	99.5
	7	1	.3	.5	100.0
	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	6.3
	1 yes	373	93.3	93.3	99.5
	7 don't know	1	.3	.3	99.8
	8	1	.3	.3	100.0
	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

- 2nd most commonly identified

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

HL identified highland lakes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 no	222	55.5	59.2	59.2
	1 yes	153	38.3	40.8	100.0
	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?

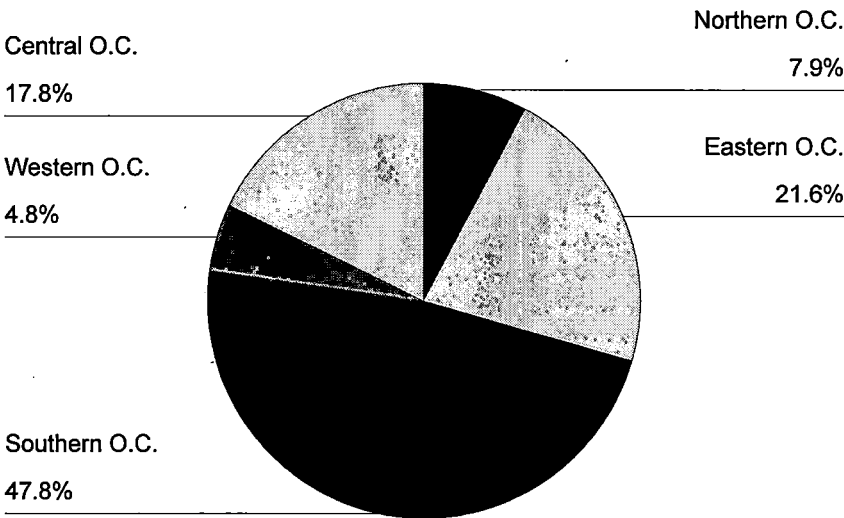
II Awareness of OCC

		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

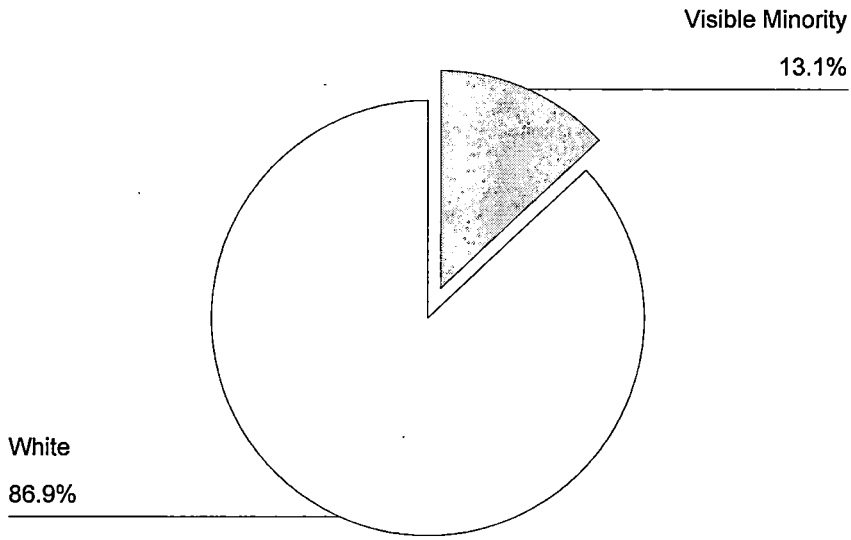
	N		Mode
	Valid	Missing	
RESDNCE2 Residence in Oakland County	393	7	3

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

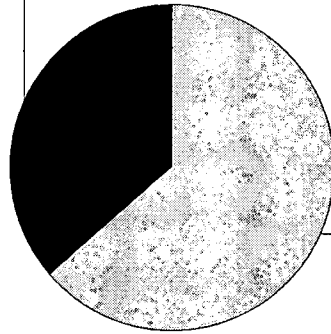


1997 Public Opinion Poll

Sample Breakdown - Gender

Male

37%



Female

63%

1997 Public Opinion Poll

Sample Breakdown - Age

80-89 years

4.0%

70-79 years

11.8%

60-69 years

9.3%

50-59 years

15.1%

18-19 years

3.0%

20-29 years

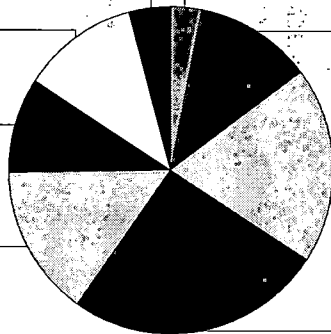
11.6%

30-39 years

19.6%

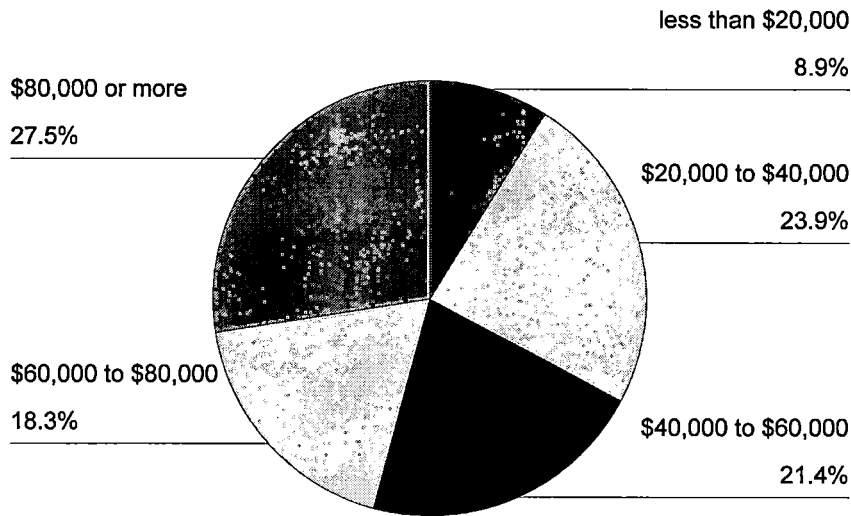
40-49 years

25.4%



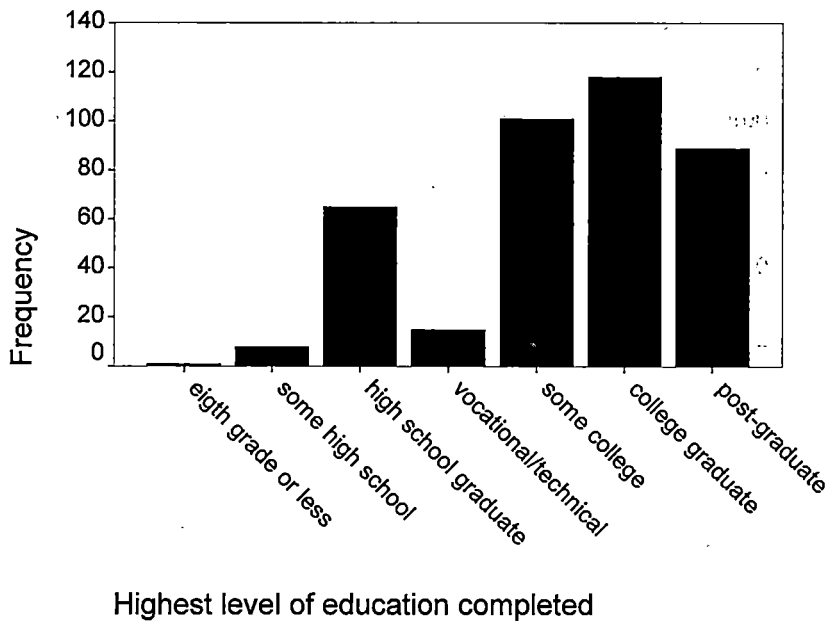
1997 Public Opinion Poll

Sample Breakdown - Household Income



1997 Public Opinion Poll

Sample Breakdown - Education



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

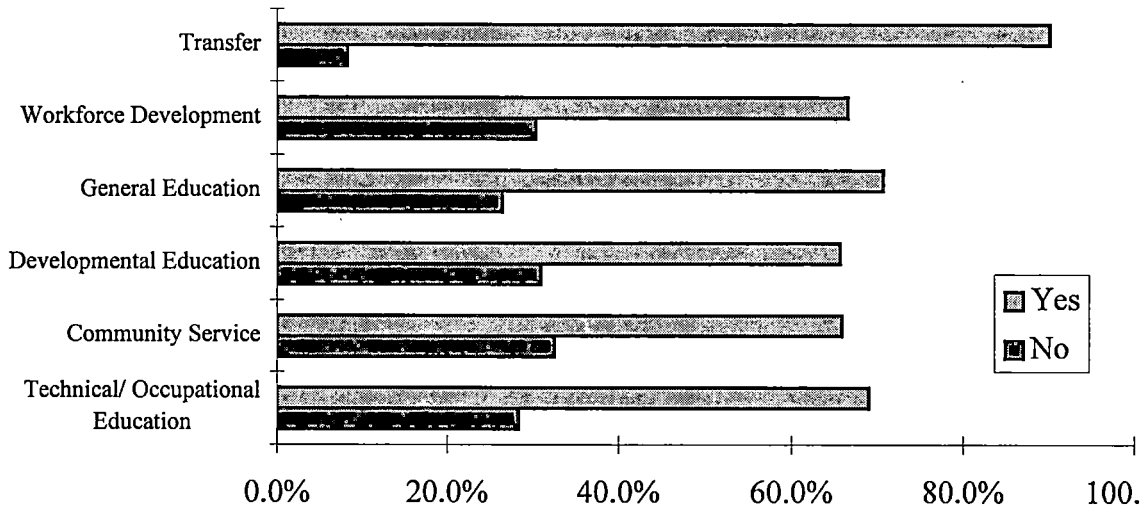
Statistics

	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
22.9

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	7 dk	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

Crude.
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 <i>yes</i>	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
	444	.1	.3	.7
	872	.1	.3	.7
	1015	.1	.3	.7
	1042	.1	.3	.7
	1244	.1	.3	.7
	1256	.1	.3	.7
	1554	.1	.3	.7
	1591	.1	.3	.7
	1731	.1	.3	.7
	1986	.1	.3	.7
	1987	.1	.3	.7
	1996	.2	.5	1.3
	2006	.2	.5	1.3
	2019	.1	.3	.7
	2022	.1	.3	.7
	2024	.2	.5	1.3
	2032	.8	2.0	5.4
	2033	.4	1.0	2.7
	2042	.1	.3	.7
	2043	39	9.8	26.2
	2054	.4	1.0	2.7
	2060	.7	1.8	4.7
	2062	.4	1.0	2.7
	2063	.1	.3	.7
	2064	25	6.3	16.8
	2065	.1	.3	.7
	2066	.4	1.0	2.7
	2067	.1	.3	.7
	2068	.2	.5	1.3
	2070	.2	.5	1.3
	2074	.1	.3	.7
	2156	.1	.3	.7
	2292	.1	.3	.7
	2358	.1	.3	.7
	2788	.1	.3	.7
	2878	.1	.3	.7
	3064	.1	.3	.7
	3148	.1	.3	.7
	3171	.1	.3	.7
	3270	.1	.3	.7
	3282	.1	.3	.7
	3314	.1	.3	.7
	3342	.2	.5	1.3
	3368	.1	.3	.7
	3461	.1	.3	.7
	3732	.1	.3	.7
	5570	.1	.3	.7
	7022	.2	.5	1.3
	7025	.1	.3	.7
	9999	.5	1.3	3.4
	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		

Crosstab

			COURSE have you taken a course for credit at OCC?		Total
			0 no	1 yes	
SELF own observation, personal involvement	0 no	Count	181	111	292
		% within COURSE have you taken a course for credit at OCC?	87.4%	58.7%	73.7%
	1 yes	Count	26	78	104
		% within COURSE have you taken a course for credit at OCC?	12.6%	41.3%	26.3%
Total			207	189	396
			100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	42.050 ^b	1	.000		
Continuity Correction ^a	40.580	1	.000		
Likelihood Ratio	43.336	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	41.943	1	.000		
N of Valid Cases	396				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 49.64.

Crosstab

			EVEROCC ever attended OCC		Total
			0 no/missing	1 yes	
SELF own observation, personal involvement	0 no	Count	255	41	296
		% within EVEROCC ever attended OCC	84.2%	42.3%	74.0%
	1 yes	Count	48	56	104
		% within EVEROCC ever attended OCC	15.8%	57.7%	26.0%
Total		Count	303	97	400
		% within EVEROCC ever attended OCC	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	67.016 ^b	1	.000		
Continuity Correction ^a	64.856	1	.000		
Likelihood Ratio	61.462	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	66.848	1	.000		
N of Valid Cases	400				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.22.

SELF own observation, personal involvement * COURSE have you taken a course for credit at OCC?

Crosstab

			COURSE have you taken a course for credit at OCC?		Total
			0 no	1 yes	
MOUTH other word of mouth	0 no	Count	122	126	248
		% within COURSE have you taken a course for credit at OCC?	58.9%	66.7%	62.6%
	1 yes	Count	85	63	148
		% within COURSE have you taken a course for credit at OCC?	41.1%	33.3%	37.4%
Total		Count	207	189	396
		% within COURSE have you taken a course for credit at OCC?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.522 ^b	1	.112		
Continuity Correction ^a	2.202	1	.138		
Likelihood Ratio	2.528	1	.112		
Fisher's Exact Test				.120	.069
Linear-by-Linear Association	2.515	1	.113		
N of Valid Cases	396				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 70.64.

SELF own observation, personal involvement * EVEROCC ever attended OCC

Crosstab

			EVEROCC ever attended OCC		Total
			0 no/missing	1 yes	
MOUTH other word of mouth	0 no	Count	172	78	250
		% within EVEROCC ever attended OCC	56.8%	80.4%	62.5%
	1 yes	Count	131	19	150
		% within EVEROCC ever attended OCC	43.2%	19.6%	37.5%
Total		Count	303	97	400
		% within EVEROCC ever attended OCC	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	17.530 ^b	1	.000		
Continuity Correction ^a	16.536	1	.000		
Likelihood Ratio	18.810	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	17.486	1	.000		
N of Valid Cases	400				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 36.38.

MOUTH other word of mouth * COURSE have you taken a course for credit at OCC?

Crosstab

			COURSE have you taken a course for credit at OCC?		Total
			0 no	1 yes	
STUOCC occ students	0 no	Count	183	159	342
		% within COURSE have you taken a course for credit at OCC?	88.4%	84.1%	86.4%
	1 yes	Count	24	29	53
		% within COURSE have you taken a course for credit at OCC?	11.6%	15.3%	13.4%
	8	Count		1	1
		% within COURSE have you taken a course for credit at OCC?		.5%	.3%
Total		Count	207	189	396
		% within COURSE have you taken a course for credit at OCC?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.343 ^a	2	.310
Likelihood Ratio	2.726	2	.256
Linear-by-Linear Association	2.311	1	.128
N of Valid Cases	396		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .48.

MOUTH other word of mouth * EVEROCC ever attended OCC

Crosstab

			EVEROCC ever attended OCC		Total
			0 no/missing	1 yes	
STUOCC occ students	0 no	Count	264	82	346
		% within EVEROCC ever attended OCC	87.1%	84.5%	86.5%
	1 yes	Count	39	14	53
		% within EVEROCC ever attended OCC	12.9%	14.4%	13.3%
	8	Count		1	1
		% within EVEROCC ever attended OCC		1.0%	.3%
Total		Count	303	97	400
		% within EVEROCC ever attended OCC	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.316 ^a	2	.191
Likelihood Ratio	3.024	2	.221
Linear-by-Linear Association	2.619	1	.106
N of Valid Cases	400		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .24.

STUOCC occ students * COURSE have you taken a course for credit at OCC?

Crosstab

			COURSE have you taken a course for credit at OCC?		Total
			0 no	1 yes	
EMPOCC occ employees	0 no	Count	198	184	382
		% within COURSE have you taken a course for credit at OCC?	95.7%	97.4%	96.5%
	1 yes	Count	9	5	14
		% within COURSE have you taken a course for credit at OCC?	4.3%	2.6%	3.5%
Total		Count	207	189	396
		% within COURSE have you taken a course for credit at OCC?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.839 ^b	1	.360		
Continuity Correction ^a	.415	1	.520		
Likelihood Ratio	.854	1	.356		
Fisher's Exact Test				.422	.261
Linear-by-Linear Association	.837	1	.360		
N of Valid Cases	396				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.68.

STUOCC occ students * EVEROCC ever attended OCC

Crosstab

		EVEROCC ever attended OCC		Total	
		0 no/missing	1 yes		
EMPOCC occ employees	0 no	Count	292	94	386
		% within EVEROCC ever attended OCC	96.4%	96.9%	96.5%
	1 yes	Count	11	3	14
		% within EVEROCC ever attended OCC	3.6%	3.1%	3.5%
Total		Count	303	97	400
		% within EVEROCC ever attended OCC	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.063 ^b	1	.802		
Continuity Correction ^a	.000	1	1.000		
Likelihood Ratio	.065	1	.799		
Fisher's Exact Test				1.000	.547
Linear-by-Linear Association	.063	1	.802		
N of Valid Cases	400				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.40.

EMPOCC occ employees * COURSE have you taken a course for credit at OCC?

Crosstab

			COURSE have you taken a course for credit at OCC?		Total
			0 no	1 yes	
PUBOCC occ publications	0 no	Count	143	134	277
		% within COURSE have you taken a course for credit at OCC?	69.1%	70.9%	69.9%
	1 yes	Count	64	55	119
		% within COURSE have you taken a course for credit at OCC?	30.9%	29.1%	30.1%
Total	Count		207	189	396
	% within COURSE have you taken a course for credit at OCC?		100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.155 ^b	1	.694		
Continuity Correction ^a	.081	1	.776		
Likelihood Ratio	.155	1	.693		
Fisher's Exact Test				.742	.388
Linear-by-Linear Association	.155	1	.694		
N of Valid Cases	396				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 56.80.

EMPOCC occ employees * EVEROCC ever attended OCC

Crosstab

		EVEROCC ever attended OCC		Total	
		0 no/missing	1 yes		
PUBOCC occ publications	0 no	Count	212	67	279
		% within EVEROCC ever attended OCC	70.0%	69.1%	69.8%
	1 yes	Count	91	30	121
		% within EVEROCC ever attended OCC	30.0%	30.9%	30.3%
Total		Count	303	97	400
		% within EVEROCC ever attended OCC	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.028 ^b	1	.867		
Continuity Correction ^a	.002	1	.968		
Likelihood Ratio	.028	1	.868		
Fisher's Exact Test				.899	.481
Linear-by-Linear Association	.028	1	.868		
N of Valid Cases	400				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.34.

PUBOCC occ publications * COURSE have you taken a course for credit at OCC?

Crosstab

			COURSE have you taken a course for credit at OCC?		Total
			0 no	1 yes	
TV tv main source of info.	0 no	Count	197	187	384
		% within COURSE have you taken a course for credit at OCC?	95.2%	98.9%	97.0%
	1 yes	Count	10	2	12
		% within COURSE have you taken a course for credit at OCC?	4.8%	1.1%	3.0%
Total		Count	207	189	396
		% within COURSE have you taken a course for credit at OCC?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.785 ^b	1	.029		
Continuity Correction ^a	3.588	1	.058		
Likelihood Ratio	5.264	1	.022		
Fisher's Exact Test				.038	.026
Linear-by-Linear Association	4.773	1	.029		
N of Valid Cases	396				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.73.

PUBOCC occ publications * EVEROCC ever attended OCC

Crosstab

			EVEROCC ever attended OCC		Total
			0 no/missing	1 yes	
TV tv main source of info.	0 no	Count	292	96	388
		% within EVEROCC ever attended OCC	96.4%	99.0%	97.0%
	1 yes	Count	11	1	12
		% within EVEROCC ever attended OCC	3.6%	1.0%	3.0%
Total		Count	303	97	400
		% within EVEROCC ever attended OCC	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.706 ^b	1	.191		
Continuity Correction ^a	.930	1	.335		
Likelihood Ratio	2.110	1	.146		
Fisher's Exact Test				.308	.169
Linear-by-Linear Association	1.702	1	.192		
N of Valid Cases	400				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.91.

TV tv main source of info. * COURSE have you taken a course for credit at OCC?

RADIO radio main source of info. * COURSE have you taken a course for credit at OCC?

Crosstab

			COURSE have you taken a course for credit at OCC?		Total
			0 no	1 yes	
RADIO radio main source of info.	0 no	Count	200	187	387
		% within COURSE have you taken a course for credit at OCC?	96.6%	98.9%	97.7%
	1 yes	Count	7	2	9
		% within COURSE have you taken a course for credit at OCC?	3.4%	1.1%	2.3%
Total		Count	207	189	396
		% within COURSE have you taken a course for credit at OCC?	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.401 ^b	1	.121		
Continuity Correction ^a	1.469	1	.225		
Likelihood Ratio	2.560	1	.110		
Fisher's Exact Test				.179	.112
Linear-by-Linear Association	2.395	1	.122		
N of Valid Cases	396				

a. Computed only for a 2x2 table

b. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 4.30.

TV tv main source of info. * EVEROCC ever attended OCC

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.645 ^b	1	.002		
Continuity Correction ^a	8.899	1	.003		
Likelihood Ratio	9.828	1	.002		
Fisher's Exact Test				.002	.001
Linear-by-Linear Association	9.620	1	.002		
N of Valid Cases	395				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 40.67.

RADIO radio main source of info. * EVEROCC ever attended OCC

Crosstab

			EVEROCC ever attended OCC		Total
			0 no/missing	1 yes	
RADIO radio main source of info.	0 no	Count	294	97	391
		% within EVEROCC ever attended OCC	97.0%	100.0%	97.8%
	1 yes	Count	9		9
		% within EVEROCC ever attended OCC	3.0%		2.3%
Total	Count	303	97	400	
	% within EVEROCC ever attended OCC	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.948 ^b	1	.086		
Continuity Correction ^a	1.752	1	.186		
Likelihood Ratio	5.065	1	.024		
Fisher's Exact Test				.121	.080
Linear-by-Linear Association	2.940	1	.086		
N of Valid Cases	400				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.18.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	15.580 ^b	1	.000		
Continuity Correction ^a	14.480	1	.000		
Likelihood Ratio	18.508	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	15.541	1	.000		
N of Valid Cases	399				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.91.

NEWS info about OCC from newspaper * COURSE have you taken a course for credit at OCC?

Crosstab

			COURSE have you taken a course for credit at OCC?		Total
			0 no	1 yes	
NEWS info about OCC from newspaper	0 no	Count	149	161	310
		% within COURSE have you taken a course for credit at OCC?	72.3%	85.2%	78.5%
	1 yes	Count	57	28	85
		% within COURSE have you taken a course for credit at OCC?	27.7%	14.8%	21.5%
Total		Count	206	189	395
		% within COURSE have you taken a course for credit at OCC?	100.0%	100.0%	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SELF own observation, personal involvement * EVEROCC ever attended OCC	400	100.0%	0	.0%	400	100.0%
SELF own observation, personal involvement * COURSE have you taken a course for credit at OCC?	396	99.0%	4	1.0%	400	100.0%

NEWS info about OCC from newspaper * EVEROCC ever attended OCC

Crosstab

			EVEROCC ever attended OCC		Total
			0 no/missing	1 yes	
NEWS info about OCC from newspaper	0 no	Count	223	90	313
		% within EVEROCC ever attended OCC	73.8%	92.8%	78.4%
	1 yes	Count	79	7	86
		% within EVEROCC ever attended OCC	26.2%	7.2%	21.6%
Total	Count	302	97	399	
	% within EVEROCC ever attended OCC	100.0%	100.0%	100.0%	

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
PUBOCC occ publications * COURSE have you taken a course for credit at OCC?	396	99.0%	4	1.0%	400	100.0%
EMPOCC occ employees * EVEROCC ever attended OCC	400	100.0%	0	.0%	400	100.0%
EMPOCC occ employees * COURSE have you taken a course for credit at OCC?	396	99.0%	4	1.0%	400	100.0%
STUOCC occ students * EVEROCC ever attended OCC	400	100.0%	0	.0%	400	100.0%
STUOCC occ students * COURSE have you taken a course for credit at OCC?	396	99.0%	4	1.0%	400	100.0%
MOUTH other word of mouth * EVEROCC ever attended OCC	400	100.0%	0	.0%	400	100.0%
MOUTH other word of mouth * COURSE have you taken a course for credit at OCC?	396	99.0%	4	1.0%	400	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
*NEWS info about OCC from newspaper * EVEROCC ever attended OCC	399	99.8%	1	.3%	400	100.0%
*NEWS info about OCC from newspaper * COURSE have you taken a course for credit at OCC?	395	98.8%	5	1.3%	400	100.0%
RADIO radio main source of info. * EVEROCC ever attended OCC	400	100.0%	0	.0%	400	100.0%
RADIO radio main source of info. * COURSE have you taken a course for credit at OCC?	396	99.0%	4	1.0%	400	100.0%
TV tv main source of info. * EVEROCC ever attended OCC	400	100.0%	0	.0%	400	100.0%
TV tv main source of info. * COURSE have you taken a course for credit at OCC?	396	99.0%	4	1.0%	400	100.0%
*PUBOCC occ publications * EVEROCC ever attended OCC	400	100.0%	0	.0%	400	100.0%

people who've attended or know someone in their h.h. who has attended OCC are sign. less likely than non-attenders to get their info abt. OCC from the Newspapers and OCC publications conversely, those who have taken course know someone whom their h.h. whose taken a course or have ever been enrolled at OCC are significantly more likely than non-attenders to ~~get~~ report that the info. they possess abt OCC was gained through their involvement in the college.
- this still is that

Value Label

0 female

1 male

AGE respondent's age
Format: F8

128

WH	white	118
	Format: F1	
AA	african american	119
	Format: F1	
CA	caldian	120
	Format: F1	
HI	hispanic	121
	Format: F1	
AS	asian american	122
	Format: F1	
OTH6	another racial/ethnic group	123
	Format: F1	
RACE	which other racial/ethnic group	124
	Format: F8.2	
	Missing Values: 8.00	
INCOME	income group of household	125
	Format: F1	
	Missing Values: 8, 9	
	Value Label	
	1 less than \$20,000	
	2 \$20,000 to \$40,000	
	3 \$40,000 to \$60,000	
	4 \$60,000 to \$80,000	
	5 \$80,000 or more	
ZIP	zip code	126
	Format: F3	
GENDER	gender	127
	Format: F1	
	Missing Values: 8	

MOUTHX2	* No label *	110
	Format: F8.2	
SELF	own observation, personal involvement	111
	Format: F8.2	
OTH2	other source of info	112
	Format: F8.2	
OTH2X1	which sources of information	113
	Format: F8.2	
	Missing Values: 8.00	
OTH2X2	* No label *	114
	Format: F8.2	
YEAR	birth year	115
	Format: F2	
EDU	highest level of education completed	116
	Format: F8.2	
	Missing Values: 9.00	
	Value Label	
	1.00 eighth grade or less	
	2.00 some high school	
	3.00 high school graduate	
	4.00 vocational/technical school	
	5.00 some college	
	6.00 college graduate	
	7.00 post-graduate	
EMPLOYED	current employment status	117
	Format: F8.2	
	Missing Values: 9.00	
	Value Label	
	.00 not employed	
	1.00 less than or = to 20 hrs/wk	
	2.00 more than 20 hrs/wk	

NEWSX2	* No label *	96
	Format: F8.2	
RADIO	* No label *	97
	Format: F8.2	
RADIOX1	* No label *	98
	Format: F8.2	
	Missing Values: 8.00	
RADIOX2	* No label *	99
	Format: F8.2	
TV	* No label *	100
	Format: F8.2	
TVX1	* No label *	101
	Format: F8.2	
	Missing Values: 8.00	
TVX2	* No label *	102
	Format: F8.2	
PUBOCC	occ publications	103
	Format: F8.2	
PUBOCCX1	* No label *	104
	Format: F8.2	
	Missing Values: 8.00	
PUBOCCX2	* No label *	105
	Format: F8.2	
EMPOCC	occ employees	106
	Format: F8.2	
STUOCC	occ students	107
	Format: F8.2	
MOUTH	other word of mouth	108
	Format: F8.2	
MOUTHX1	* No label *	109
	Format: F8.2	
	Missing Values: 8.00	

Missing Values: '8'

VALUE good value to students 88
Format: F8.2

Value Label

1.00 Strongly disagree
2.00 Disagree
3.00 Neutral
4.00 Agree
5.00 Strongly Agree
7.00 Don't know

PRIDE source of community pride 89
Format: F8.2

PRICE reasonable tuition and rates 90
Format: F8.2

TIME programs/services at convenient times 91
Format: F8.2

TAX good value to taxpayers 92
Format: F8.2

COUNTY meet needs of county residents over others 93
Format: F8.2

NEWS info about OCC from newspaper 94
Format: F8.2

Value Label

.00 no
1.00 yes

NEWSX1 name of paper 95
Format: F8.2
Missing Values: 8.00

COMMB importance community service 80
 Format: F8.2
 Missing Values: 8.00, 9.00

COMMC quality community service 81
 Format: F8.2
 Missing Values: 8.00, 9.00

TECHA aware occupational/technical education 82
 Format: F8.2
 Missing Values: 9.00

TECHB importance occupational/technical education 83
 Format: F8.2
 Missing Values: 8.00, 9.00

TECHC quality occupational/technical education 84
 Format: F8.2
 Missing Values: 8.00, 9.00

PURPOSE most important purpose 85
 Format: F1
 Missing Values: 9

Value Label

- 1 transfer education
- 2 workforce development
- 3 general education
- 4 developmental education
- 5 community service
- 6 occupational/technical education
- 9 M unable to respond

RECOMMEN recommend to friend or family 86
 Format: F1
 Missing Values: 9

WHYREC reason would recommend to others 87
 Format: A8

1.00 terrible
2.00 poor
3.00 ok
4.00 good
5.00 great

WKFRCA	aware workforce development	70
	Format: F8.2	
	Missing Values: 9.00	
WKFRCB	importance workforce development	71
	Format: F8.2	
	Missing Values: 8.00, 9.00	
WKFRCC	quality workforce development	72
	Format: F8.2	
	Missing Values: 8.00, 9.00	
GENEDA	aware general education	73
	Format: F8.2	
	Missing Values: 9.00	
GENEDB	importance general education	74
	Format: F8.2	
	Missing Values: 8.00, 9.00	
GENEDC	quality general education	75
	Format: F8.2	
	Missing Values: 8.00, 9.00	
DEVEDA	aware developmental education	76
	Format: F8.2	
	Missing Values: 9.00	
DEVEDB	importance developmental education	77
	Format: F8.2	
	Missing Values: 8.00, 9.00	
DEVEDC	quality developmental education	78
	Format: F8.2	
	Missing Values: 8.00, 9.00	
COMMA	aware community service	79
	Format: F8.2	
	Missing Values: 9.00	

Value Label

- 1 terrible
- 2 poor
- 3 ok
- 4 good
- 5 great

LIBRARY use of library 63
Format: F1

CONCERT attended concert, play, art show 64
Format: F1

WORKSHOP attended workshop, short course, seminar 65
Format: F1

RECFAC use of recreational facilities 66
Format: F1

TRANSA aware transfer 67
Format: F8.2
Missing Values: 9.00

Value Label

- .00 no
- 1.00 yes

TRANSB importance transfer 68
Format: F8.2
Missing Values: 8.00, 9.00

Value Label

- 1.00 not important
- 2.00 somewhat important
- 3.00 very important

TRANSC quality transfer 69
Format: F8.2
Missing Values: 8.00, 9.00

Value Label

Format: F1 ,
Missing Values: 8, 9

Value Label

- 1 Negative
- 2 Neutral
- 3 Positive

CAMPUS	are you aware OCC has more than 1 campus?	52
	Format: F1	
AH	identified auburn hills campus	53
	Format: F1	
HL	identified highland lakes	54
	Format: F1	
ORIDGE	identified orchard ridge campus	55
	Format: F1	
RO	identified royal oak campus	56
	Format: F1	
SF	identified southfield campus	57
	Format: F1	
OTH1	identified non-location	58
	Format: F1	
CAMPLOC	non-location of campus	59
	Format: A8	
LOCATION	convenience of OCC's location	60
	Format: F1	
	Missing Values: 8, 9	
COURSE	have you taken a course for credit at OCC?	61
	Format: F1	
	Missing Values: 8, 9	
RATE	how was the course you took?	62
	Format: F1	
	Missing Values: 8, 9	

	Missing Values: 8.00, 9.00	
PROGRAM	quality of degree programs	45
	Format: F8.2	
	Missing Values: 8.00, 9.00	
DEGLEV	highest degree level offered	46
	Format: F8.2	
	Missing Values: 8.00, 9.00	
OVERALL	overall impression of OCC compared to other schools	47
	Format: F1	
	Missing Values: 8, 9	
	Value Label	
	1 terrible	
	2 poor	
	3 ok	
	4 good	
	5 great	
COMPARE	schools compare to occ impression	48
	Format: F1	
	Missing Values: 9	
	Value Label	
	0 None	
	1 Same Type	
	2 Same Area	
	3 Other schools	
DIFFS	differences between OCC and other schools	49
	Format: A8	
CONVERSE	was OCC mentioned in past 3 months?	50
	Format: F1	
	Missing Values: 7, 8, 9	
MENTION	how was OCC mentioned?	51

	Format: F8.2 Missing Values: 8.00, 9.00	
FACULTY	reputation of the faculty Format: F8.2 Missing Values: 8.00, 9.00	34
REP	reputation of the college Format: F8.2 Missing Values: 8.00, 9.00	35
INSTRUCT	quality of the instruction Format: F8.2 Missing Values: 8.00, 9.00	36
ATTENT	amount of personal attention Format: F8.2 Missing Values: 8.00, 9.00	37
EMPLOY	ability to get a job after attending Format: F8.2 Missing Values: 9.00, 8.00	38
SOCIAL	social life Format: F8.2 Missing Values: 8.00, 9.00	39
STUDENT	the students Format: F8.2 Missing Values: 8.00, 9.00	40
CULTURE	cultural atmosphere Format: F8.2 Missing Values: 8.00, 9.00	41
DISTANCE	distance from home Format: F8.2 Missing Values: 8.00, 9.00	42
INTELL	intellectual atmosphere Format: F8.2 Missing Values: 8.00, 9.00	43
EVENING	availability of evening/weekend programs Format: F8.2	44

TWOYR2	* No label *	25
	Format: F1	
	Missing Values: 8, 9	
FOURYR2	* No label *	26
	Format: F1	
	Missing Values: 8, 9	
REASON2	other reason to attend	27
	Format: A8	
	Missing Values: '8'	
WOULDGO1	college would attend 1	28
	Format: F4	
	Missing Values: 8	
	Value Label	
	7777 Undecided	
WOULDGO2	college would attend 2	29
	Format: F4	
	Missing Values: 8	
WOULDGO3	college would attend 3	30
	Format: F4	
	Missing Values: 8	
WOULDGO4	college would attend 4	31
	Format: F4	
	Missing Values: 9999, 8888	
COST	cost	32
	Format: F1	
	Missing Values: 8, 9	
	Value Label	
	1 not important	
	2 somewhat important	
	3 very important	
AID	availability of financial aid	33

MOVE1	attend to move up in company	14
	Format: F1	
	Missing Values: 8, 9	
JOB1	attend to get new job	15
	Format: F1	
	Missing Values: 8, 9	
ENRICH1	attend for personal enrichment	16
	Format: F1	
	Missing Values: 8, 9	
TWOYR1	attend to earn 2yr degree	17
	Format: F1	
	Missing Values: 8, 9	
FOURYR1	attend to get 4yr or higher degree	18
	Format: F1	
	Missing Values: 8, 9	
REASON1	other reason you attend(ed) college	19
	Format: A8	
	Missing Values: '8'	
CONSIDER	would you consider attending college?	20
	Format: F1	
	Missing Values: 8	
DIPLOMA2	* No label *	21
	Format: F1	
	Missing Values: 8, 9	
MOVE2	* No label *	22
	Format: F1	
	Missing Values: 8, 9	
JOB2	* No label *	23
	Format: F1	
	Missing Values: 8, 9	
ENRICH2	* No label *	24
	Format: F1	
	Missing Values: 8, 9	

0 no
1 yes
8 M skip

ENROLL1 currently enrolled 1 7
Format: F4
Missing Values: 8, 8888, 88

ENROLL2 currently enrolled 2 8
Format: F4

ENROLL3 currently enrolled 3 9
Format: F4

SAT1 satisfaction at college 1 10
Format: F1
Missing Values: 8, 9

Value Label

1 very dissatisfied
2 dissatisfied
3 neither satisfied nor dissatisfied
4 satisfied
5 very satisfied

SAT2 satisfaction at college 2 11
Format: F1
Missing Values: 8, 9

SAT3 satisfaction at college 3 12
Format: F1
Missing Values: 8, 9

DIPLOMA1 attended to get h.s. diploma 13
Format: F1
Missing Values: 8, 9

Value Label

0 no
1 yes

CODEBOOK.

File i:\market\marketingteam\poll97.sav

Created: 06 Aug 97 10:57:23 - 128 variables and 0 cases

File Type: SPSS Data File

Total # of Defined Variable Elements: 128

Variable Information:

Name		Position
EVER	Have you ever attended college?	1
	Format: F1	
	Missing Values: 8, 9	
	Value Label	
	0 No	
	1 Yes	
ATTEND1	college attended (1)	2
	Format: F4	
	Missing Values: 8	
ATTEND2	college attended (2)	3
	Format: F4	
	Missing Values: 8	
ATTEND3	college attended (3)	4
	Format: F4	
	Missing Values: 8	
ATTEND4	college attended (4)	5
	Format: F4	
	Missing Values: 8	
CURRENT	are you currently enrolled?	6
	Format: F1	
	Missing Values: 8	
	Value Label	

Credibility

Satisfaction

Of those respondents currently enrolled at OCC (3% of the sample), 54% were satisfied with their experience and 46% were very satisfied with their experience.

Choosing OCC

Respondents who were not currently enrolled in a community college, four year college, or university were asked if they would ever consider attending a higher education institution, and if so, which schools they would attend. Respondents were not asked if they would consider attending OCC specifically. Twenty six percent (26.2%) chose OCC as an option. Other schools chosen include Oakland University (16.5%), Wayne State University (6.3%), and the University of Michigan (3.4%). About 19% of the respondents were undecided.

A large majority of residents (87.5%) would recommend OCC to a friend or family member. About 10% were unsure, and only 2.5% said they would not recommend OCC.

Importance of OCC's Declared Purposes

A large majority of respondents felt that each purpose is very important. The most important purpose (it had the highest individual rating and was selected the most important) was preparing students to transfer to other colleges and universities. Less than 1% of the sample thought that providing quality community services was the most important purpose. The table below shows the mean score for each purpose and the percent of respondents who felt each purpose was "very important."

PURPOSE	SCORE (OUT OF 3)	VERY IMPORTANT
Transfer	2.92	93.3%
Workforce Development	2.85	85.8%
Occupational/Technical Education	2.85	85.6%
General Education	2.83	84.2%
Developmental Education	2.80	82.3%
Community Services	2.57	60.5%

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?

		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		

49%
 (177) yes

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	3	.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		

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

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

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
EMPOCC occ employees * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
EMPOCC occ employees * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%
STUOCC occ students * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
STUOCC occ students * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%
MOUTH other word of mouth * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
MOUTH other word of mouth * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%
SELF own observation, personal involvement * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
SELF own observation, personal involvement * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%

NEWS info about OCC from newspaper * CAMPUS are you aware OCC has more than 1 campus?

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
NEWS info about OCC from newspaper * CAMPUS are you aware OCC has more than 1 campus?	397	99.3%	3	.8%	400	100.0%
NEWS info about OCC from newspaper * LOCATN2 Convenience of OCC's Location	382	95.5%	18	4.5%	400	100.0%
RADIO radio main source of info. * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
RADIO radio main source of info. * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%
TV tv main source of info. * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
TV tv main source of info. * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%
PUBOCC occ publications * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
PUBOCC occ publications * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.997 ^a	3	.802
Likelihood Ratio	1.241	3	.743
Linear-by-Linear Association	.258	1	.611
N of Valid Cases	383		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .27.

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
SELF own observation, personal involvement	0 no	23	271	294
	1 yes	2	102	104
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.543 ^b	1	.033		
Continuity Correction ^a	3.596	1	.058		
Likelihood Ratio	5.644	1	.018		
Fisher's Exact Test				.034	.021
Linear-by-Linear Association	4.531	1	.033		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.53.

SELF own observation, personal involvement * LOCATN2 Convenience of OCC's Location

Crosstab

Count

		LOCATN2 Convenience of OCC's Location			Total	
		0	1 disagree/strongly disagree	3 neutral		5 agree/strongly agree
SELF own observation, personal involvement	0 no	1	21	4	255	281
	1 yes		10	1	91	102
Total		1	31	5	346	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.061 ^b	1	.805		
Continuity Correction ^a	.001	1	.974		
Likelihood Ratio	.060	1	.806		
Fisher's Exact Test				.833	.481
Linear-by-Linear Association	.061	1	.806		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.42.

MOUTH other word of mouth * LOCATN2 Convenience of OCC's Location

Crosstab

Count

		LOCATN2 Convenience of OCC's Location				Total
		0	1 disagree/strongly disagree	3 neutral	5 agree/strongly agree	
MOUTH other word of mouth	0 no	1	20	4	215	240
	1 yes		11	1	131	143
Total		1	31	5	346	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.324 ^a	3	.723
Likelihood Ratio	1.727	3	.631
Linear-by-Linear Association	.302	1	.582
N of Valid Cases	383		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .37.

SELF own observation, personal involvement * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		LOCATN2 Convenience of OCC's Location			Total
		0	1 disagree/strongly disagree	3 neutral	
STUOCC occ students	0 no	1	24	5	302
	1 yes		7		43
	8				1
Total		1	31	5	346

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.593 ^a	6	.732
Likelihood Ratio	4.090	6	.664
Linear-by-Linear Association	.358	1	.550
N of Valid Cases	383		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .00.

MOUTH other word of mouth * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
MOUTH other word of mouth	0 no	15	233	248
	1 yes	10	140	150
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.254 ^a	3	.968
Likelihood Ratio	.474	3	.925
Linear-by-Linear Association	.067	1	.795
N of Valid Cases	383		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .04.

STUOCC occ students * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
STUOCC occ students	0 no	22	323	345
	1 yes	3	49	52
	8		1	1
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.096 ^a	2	.953
Likelihood Ratio	.159	2	.924
Linear-by-Linear Association	.094	1	.760
N of Valid Cases	398		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .06.

STUOCC occ students * LOCATN2 Convenience of OCC's Location

EMPOCC occ employees * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
EMPOCC occ employees	0 no	25	359	384
	1 yes		14	14
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.973 ^b	1	.324		
Continuity Correction ^a	.181	1	.670		
Likelihood Ratio	1.850	1	.174		
Fisher's Exact Test				1.000	.397
Linear-by-Linear Association	.970	1	.325		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .88.

EMPOCC occ employees * LOCATN2 Convenience of OCC's Location

Crosstab

Count

		LOCATN2 Convenience of OCC's Location				Total
		0	1 disagree/strongly disagree	3 neutral	5 agree/strongly agree	
EMPOCC occ employees	0 no	1	30	5	333	369
	1 yes		1		13	14
Total		1	31	5	346	383

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
PUBOCC occ publications	0 no	20	257	277
	1 yes	5	116	121
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.364 ^b	1	.243		
Continuity Correction ^a	.890	1	.345		
Likelihood Ratio	1.469	1	.225		
Fisher's Exact Test				.368	.174
Linear-by-Linear Association	1.361	1	.243		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.60.

PUBOCC occ publications * LOCATN2: Convenience of OCC's Location

Crosstab

Count

		LOCATN2: Convenience of OCC's Location			Total
		0	1 disagree/strongly disagree	3 neutral	
PUBOCC occ publications	0 no	1	17	4	244
	1 yes		14	1	102
Total		1	31	5	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.008 ^a	3	.261
Likelihood Ratio	4.115	3	.249
Linear-by-Linear Association	2.314	1	.128
N of Valid Cases	383		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .31.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.267 ^b	1	.132		
Continuity Correction ^a	.813	1	.367		
Likelihood Ratio	1.624	1	.203		
Fisher's Exact Test				.170	.170
Linear-by-Linear Association	2.261	1	.133		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .75.

TV tv main source of info. * LOCATN2 Convenience of OCC's Location

Crosstab

Count

		LOCATN2 Convenience of OCC's Location				Total
		0	1 disagree/strongly disagree	3 neutral	5 agree/strongly agree	
TV tv main source of info.	0 no	1	30	4	337	372
	1 yes		1	1	9	11
Total		1	31	5	346	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.393 ^a	3	.145
Likelihood Ratio	2.495	3	.476
Linear-by-Linear Association	.294	1	.588
N of Valid Cases	383		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .03.

PUBOCC occ publications * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		LOCATN2 Convenience of OCC's Location				Total
		0	1 disagree/strongly disagree	3 neutral	5 agree/strongly agree	
RADIO radio main source of info.	0 no	1	29	4	34	375
	1 yes		2	1	5	8
Total		1	31	5	346	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.451 ^a	3	.010
Likelihood Ratio	5.596	3	.133
Linear-by-Linear Association	5.007	1	.025
N of Valid Cases	383		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .02.

TV tv main source of info. * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
TV tv main source of info.	0 no	23	363	386
	1 yes	2	10	12
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.303 ^a	3	.960
Likelihood Ratio	.512	3	.916
Linear-by-Linear Association	.000	1	.986
N of Valid Cases	382		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .21.

RADIO radio main source of info. * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
RADIO radio main source of info.	0 no	22	367	389
	1 yes	3	6	9
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.447 ^b	1	.001		
Continuity Correction ^a	7.228	1	.007		
Likelihood Ratio	6.194	1	.013		
Fisher's Exact Test				.014	.014
Linear-by-Linear Association	11.418	1	.001		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .57.

RADIO radio main source of info. * LOCATN2 Convenience of OCC's Location

Crosstab

*Source Info x Awareness of >1 campus
x Convenience of Location*

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
NEWS info about OCC from newspaper	0 no	21	292	313
	1 yes	4	80	84
Total		25	372	397

Small n's

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.426 ^b	1	.514		
Continuity Correction ^a	.160	1	.690		
Likelihood Ratio	.453	1	.501		
Fisher's Exact Test				.621	.359
Linear-by-Linear Association	.425	1	.515		
N of Valid Cases	397				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.29.

NEWS info about OCC from newspaper * LOCATN2 Convenience of OCC's Location

Crosstab

Count

		LOCATN2 Convenience of OCC's Location			Total	
		0	1 disagree/strongly disagree	3 neutral		5 agree/strongly agree
NEWS info about OCC from newspaper	0 no	1	24	4	271	300
	1 yes		7	1	74	82
Total		1	31	5	345	382

RADIO radio main source of info. * GENDER gender

Crosstab

		GENDER gender		Total	
		0 female	1 male		
RADIO radio main source of info.	0 no	Count	257	140	397
		% within GENDER gender	98.8%	95.9%	97.8%
	1 yes	Count	3	6	9
		% within GENDER gender	1.2%	4.1%	2.3%
Total		Count	254	146	400
		% within GENDER gender	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.615 ^b	1	.057		
Continuity Correction ^a	2.406	1	.121		
Likelihood Ratio	3.443	1	.064		
Fisher's Exact Test				.079	.063
Linear-by-Linear Association	3.606	1	.058		
N of Valid Cases	400				

N.S.

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.29.

PUBOCC occ publications * WH white

Crosstab

		WH white		Total	
		0 not white	1 white		
PUBOCC occ publications	0 no	Count	28	248	276
		% within WH white	53.8%	72.1%	69.7%
	1 yes	Count	24	96	120
		% within WH white	46.2%	27.9%	30.3%
Total	Count	52	344	396	
	% within WH white	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.121 ^b	1	.008		
Continuity Correction ^a	6.283	1	.012		
Likelihood Ratio	6.695	1	.010		
Fisher's Exact Test				.010	.007
Linear-by-Linear Association	7.103	1	.008		
N of Valid Cases	396				

p < .01

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.76.

Crosstab

		AGEGROUP Age		Total	
		70-79 years	80-89 years		
PUBOCC occ publications	0 no	Count	34	10	277
		% within AGEGROUP Age Group	72.3%	62.5%	69.8%
	1 yes	Count	13	6	120
		% within AGEGROUP Age Group	27.7%	37.5%	30.2%
Total		Count	47	16	397
		% within AGEGROUP Age Group	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.385 ^a	7	.015
Likelihood Ratio	19.667	7	.006
Linear-by-Linear Association	.385	1	.535
N of Valid Cases	397		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 3.63.

PUBOCC occ publications * AGEGROUP Age Group

Crosstab

		AGEGROUP Age Group						
		18 18-19 years	20 20-29 years	30 30-39 years	40 40-49 years	50 50-59 years	60 60-69 years	
PUBOCC occ publications	0 no	Count	6	42	49	66	46	24
		% within AGEGROUP Age Group	50.0%	91.3%	62.8%	65.3%	76.7%	64.9%
	1 yes	Count	6	4	29	35	14	13
		% within AGEGROUP Age Group	50.0%	8.7%	37.2%	34.7%	23.3%	35.1%
Total	Count	12	46	78	101	60	37	
	% within AGEGROUP Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

7
e

- 30-40 yrs.

Crosstab

			AGEG RQUP 80-89 years	Total
NEWS info about OCC from newspaper	0 no	Count	12	311
		% within AGEGROUP Age Group	75.0%	78.5%
	1 yes	Count	4	85
		% within AGEGROUP Age Group	25.0%	21.5%
Total		Count	16	396
		% within AGEGROUP Age Group	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.255 ^a	7	.003
Likelihood Ratio	25.707	7	.001
Linear-by-Linear Association	14.172	1	.000
N of Valid Cases	396		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 2.58.

NEWS info about OCC from newspaper * AGEGROUP Age Group

Crosstab

			AGEGROUP Age Group						
			18 18-19 years	20 20-29 years	30 30-39 years	40 40-49 years	50 50-59 years	60 60-69 years	70 70-79 years
NEWS info about OCC from newspaper	0 no	Count	12	44	64	77	47	23	32
		% within AGEGROUP Age Group	100.0%	95.7%	82.1%	76.2%	79.7%	62.2%	68.1%
	1 yes	Count		2	14	24	12	14	15
		% within AGEGROUP Age Group		4.3%	17.9%	23.8%	20.3%	37.8%	31.9%
Total	Count	12	46	78	101	59	37	47	
	% within AGEGROUP Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

- Age, 4 news
 - esp. 60-70's
 * Careful small n's
 age groups.
 1st & 2nd + last

Crosstab

		AGEG RQIP 80-89 years		Total
		Count		
EMPOCC occ employees	0 no	Count	15	383
		% within AGEGROUP Age Group	93.8%	96.5%
	1 yes	Count	1	14
		% within AGEGROUP Age Group	6.3%	3.5%
Total		Count	16	397
		% within AGEGROUP Age Group	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.490 ^a	7	.001
Likelihood Ratio	23.438	7	.001
Linear-by-Linear Association	4.951	1	.026
N of Valid Cases	397		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .42.

EMPOCC occ employees * AGEGROUP Age Group

Crosstab

		AGEGROUP Age Group							
		18 18-19 years	20 20-29 years	30 30-39 years	40 40-49 years	50 50-59 years	60 60-69 years	70 70-79 years	
EMPOCC occ employees	0 no	Count	12	46	77	100	54	32	47
		% within AGEGROUP Age Group	100.0%	100.0%	98.7%	99.0%	90.0%	86.5%	100.0%
	1 yes	Count			1	1	6	5	
		% within AGEGROUP Age Group			1.3%	1.0%	10.0%	13.5%	
Total		Count	12	46	78	101	60	37	47
		% within AGEGROUP Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Handwritten notes in a box:

10% 50's
14% 60's

Crosstab

		EDU highest level of education completed		Total	
		6 college graduate	7 post-graduate		
SELF own observation, personal involvement	0 no	Count	90	62	294
		% within EDU highest level of education completed	76.3% 76	69.7% 70	74.1%
	1 yes	Count	28	27	103
		% within EDU highest level of education completed	23.7%	30.3%	25.9%
Total		Count	118	89	397
		% within EDU highest level of education completed	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.561 ^a	6	.024
Likelihood Ratio	16.000	6	.014
Linear-by-Linear Association	4.768	1	.029
N of Valid Cases	397		

a. 4 cells (28.6%) have expected count less than 5. The minimum expected count is .26.

Source x Demos. * only those who are sign.

SELF own observation, personal involvement * EDU highest level of education completed

Crosstab

		EDU highest level of education completed						
		1 eigh grade or less	2 some high school	3 high school graduate	4 vocational/technical school	5 some college		
SELF own observation, personal involvement	0 no	Count	1	6	58	70	12	65
		% within EDU highest level of education completed	100.0%	75.0%	89.2%	87.5% 88%	80.0%	64.4%
	1 yes	Count		2	7	10	3	36
		% within EDU highest level of education completed		25.0%	10.8%	12.5%	20.0%	35.6%
Total	Count	1	8	65	80	15	101	
	% within EDU highest level of education completed	100.0%	100.0%	100.0%		100.0%	100.0%	

- beyond high school, more likely to rely on own observations, personal involvement
 - esp. if have college experience

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
EMPOCC occ employees * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
EMPOCC occ employees * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%
STUOCC occ students * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
STUOCC occ students * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%
MOUTH other word of mouth * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
MOUTH other word of mouth * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%
SELF own observation, personal involvement * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
SELF own observation, personal involvement * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%

NEWS info about OCC from newspaper * CAMPUS are you aware OCC has more than 1 campus?

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
NEWS info about OCC from newspaper * CAMPUS are you aware OCC has more than 1 campus?	397	99.3%	3	.8%	400	100.0%
NEWS info about OCC from newspaper * LOCATN2 Convenience of OCC's Location	382	95.5%	18	4.5%	400	100.0%
RADIO radio main source of info. * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
RADIO radio main source of info. * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%
TV tv main source of info. * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
TV tv main source of info. * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%
PUBOCC occ publications * CAMPUS are you aware OCC has more than 1 campus?	398	99.5%	2	.5%	400	100.0%
PUBOCC occ publications * LOCATN2 Convenience of OCC's Location	383	95.8%	17	4.3%	400	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.997 ^a	3	.802
Likelihood Ratio	1.241	3	.743
Linear-by-Linear Association	.258	1	.611
N of Valid Cases	383		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .27.

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
SELF own observation, personal involvement	0 no	23	271	294
	1 yes	2	102	104
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.543 ^b	1	.033		
Continuity Correction ^a	3.596	1	.058		
Likelihood Ratio	5.644	1	.018		
Fisher's Exact Test				.034	.021
Linear-by-Linear Association	4.531	1	.033		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.53.

SELF own observation, personal involvement * LOCATN2 Convenience of OCC's Location

Crosstab

Count

		LOCATN2 Convenience of OCC's Location			Total	
		0	1 disagree/strongly disagree	3 neutral		5 agree/strongly agree
SELF own observation, personal involvement	0 no	1	21	4	255	281
	1 yes		10	1	91	102
Total		1	31	5	346	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.061 ^b	1	.805		
Continuity Correction ^a	.001	1	.974		
Likelihood Ratio	.060	1	.806		
Fisher's Exact Test				.833	.481
Linear-by-Linear Association	.061	1	.806		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.42.

MOUTH other word of mouth * LOCATN2 Convenience of OCC's Location

Crosstab

Count

		LOCATN2 Convenience of OCC's Location				Total
		0	1 disagree/strongly disagree	3 neutral	5 agree/strongly agree	
MOUTH other word of mouth	0 no	1	20	4	215	240
	1 yes		11	1	131	143
Total		1	31	5	346	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.324 ^a	3	.723
Likelihood Ratio	1.727	3	.631
Linear-by-Linear Association	.302	1	.582
N of Valid Cases	383		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .37.

SELF own observation, personal involvement * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		LOCATN2 Convenience of OCC's Location				Total
		0	1 disagree/strongly disagree	3 neutral	5 agree/strongly agree	
STUOCC occ students	0 no	1	24	5	302	332
	1 yes		7		43	50
	8				1	1
Total		1	31	5	346	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.593 ^a	6	.732
Likelihood Ratio	4.090	6	.664
Linear-by-Linear Association	.358	1	.550
N of Valid Cases	383		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .00.

MOUTH other word of mouth * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
MOUTH other word of mouth	0 no	15	233	248
	1 yes	10	140	150
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.254 ^a	3	.968
Likelihood Ratio	.474	3	.925
Linear-by-Linear Association	.067	1	.795
N of Valid Cases	383		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .04.

STUOCC occ students * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
STUOCC occ students	0 no	22	323	345
	1 yes	3	49	52
	8		1	1
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.096 ^a	2	.953
Likelihood Ratio	.159	2	.924
Linear-by-Linear Association	.094	1	.760
N of Valid Cases	398		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is .06.

STUOCC occ students * LOCATN2 Convenience of OCC's Location

EMPOCC occ employees * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
EMPOCC occ employees	0 no	25	359	384
	1 yes		14	14
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.973 ^b	1	.324		
Continuity Correction ^a	.181	1	.670		
Likelihood Ratio	1.850	1	.174		
Fisher's Exact Test				1.000	.397
Linear-by-Linear Association	.970	1	.325		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .88.

EMPOCC occ employees * LOCATN2 Convenience of OCC's Location

Crosstab

Count

		LOCATN2 Convenience of OCC's Location				Total
		0	1 disagree/strongly disagree	3 neutral	5 agree/strongly agree	
EMPOCC occ employees	0 no	1	30	5	333	369
	1 yes		1		13	14
Total		1	31	5	346	383

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
PUBOCC occ publications	0 no	20	257	277
	1 yes	5	116	121
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.364 ^b	1	.243		
Continuity Correction ^a	.890	1	.345		
Likelihood Ratio	1.469	1	.225		
Fisher's Exact Test				.368	.174
Linear-by-Linear Association	1.361	1	.243		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.60.

PUBOCC occ publications * LOCATN2: Convenience of OCC's Location

Crosstab

Count

		LOCATN2: Convenience of OCC's Location			Total
		0	1 disagree/strongly disagree	3 neutral	
PUBOCC occ publications	0 no	1	17	4	244
	1 yes		14	1	102
Total		1	31	5	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.008 ^a	3	.261
Likelihood Ratio	4.115	3	.249
Linear-by-Linear Association	2.314	1	.128
N of Valid Cases	383		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .31.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.267 ^b	1	.132		
Continuity Correction ^a	.813	1	.367		
Likelihood Ratio	1.624	1	.203		
Fisher's Exact Test				.170	.170
Linear-by-Linear Association	2.261	1	.133		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .75.

TV tv main source of info. * LOCATN2 Convenience of OCC's Location

Crosstab

Count

		LOCATN2 Convenience of OCC's Location				Total
		0	1 disagree/strongly disagree	3 neutral	5 agree/strongly agree	
TV tv main source of info.	0 no	1	30	4	337	372
	1 yes		1	1	9	11
Total		1	31	5	346	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.393 ^a	3	.145
Likelihood Ratio	2.495	3	.476
Linear-by-Linear Association	.294	1	.588
N of Valid Cases	383		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .03.

PUBOCC occ publications * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		LOCATN2 Convenience of OCC's Location				Total
		0	1 disagree/strongly disagree	3 neutral	5 agree/strongly agree	
RADIO radio main source of info.	0 no	1	29	4	341	375
	1 yes		2	1	5	8
Total		1	31	5	346	383

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.451 ^a	3	.010
Likelihood Ratio	5.596	3	.133
Linear-by-Linear Association	5.007	1	.025
N of Valid Cases	383		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .02.

TV tv main source of info. * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
TV tv main source of info.	0 no	23	363	386
	1 yes	2	10	12
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.303 ^a	3	.960
Likelihood Ratio	.512	3	.916
Linear-by-Linear Association	.000	1	.986
N of Valid Cases	382		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .21.

RADIO radio main source of info. * CAMPUS are you aware OCC has more than 1 campus?

Crosstab

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
RADIO radio main source of info.	0 no	22	367	389
	1 yes	3	6	9
Total		25	373	398

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.447 ^b	1	.001		
Continuity Correction ^a	7.228	1	.007		
Likelihood Ratio	6.194	1	.013		
Fisher's Exact Test				.014	.014
Linear-by-Linear Association	11.418	1	.001		
N of Valid Cases	398				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is .57.

RADIO radio main source of info. * LOCATN2 Convenience of OCC's Location

Crosstab

*Source Info x Awareness of >1 campus
x Convenience of Location*

Count

		CAMPUS are you aware OCC has more than 1 campus?		Total
		0 no	1 yes	
NEWS info about OCC from newspaper	0 no	21	292	313
	1 yes	4	80	84
Total		25	372	397

Small n's

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.426 ^b	1	.514		
Continuity Correction ^a	.160	1	.690		
Likelihood Ratio	.453	1	.501		
Fisher's Exact Test				.621	.359
Linear-by-Linear Association	.425	1	.515		
N of Valid Cases	397				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.29.

NEWS info about OCC from newspaper * LOCATN2 Convenience of OCC's Location

Crosstab

Count

		LOCATN2 Convenience of OCC's Location			Total	
		0	1 disagree/strongly disagree	3 neutral		5 agree/strongly agree
NEWS info about OCC from newspaper	0 no	1	24	4	271	300
	1 yes		7	1	74	82
Total		1	31	5	345	382

RADIO radio main source of info. * GENDER gender

Crosstab

		GENDER gender		Total	
		0 female	1 male		
RADIO radio main source of info.	0 no	Count	251	140	391
		% within GENDER gender	98.8%	95.9%	97.8%
	1 yes	Count	3	6	9
		% within GENDER gender	1.2%	4.1%	2.3%
Total		Count	254	146	400
		% within GENDER gender	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.615 ^b	1	.057		
Continuity Correction ^a	2.406	1	.121		
Likelihood Ratio	3.443	1	.064		
Fisher's Exact Test				.079	.063
Linear-by-Linear Association	3.606	1	.058		
N of Valid Cases	400				

no

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.29.

PUBOCC occ publications * WH white

Crosstab

		WH white		Total	
		0 not white	1 white		
PUBOCC occ publications	0 no	Count	28	248	276
		% within WH white	53.8%	72.1%	69.7%
	1 yes	Count	24	96	120
		% within WH white	46.2%	27.9%	30.3%
Total		Count	52	344	396
		% within WH white	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.121 ^b	1	.008		
Continuity Correction ^a	6.283	1	.012		
Likelihood Ratio	6.695	1	.010		
Fisher's Exact Test				.010	.007
Linear-by-Linear Association	7.103	1	.008		
N of Valid Cases	396				

p < .01

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.76.

Crosstab

		AGEGROUP Age		Total	
		70-79 years	80-89 years		
PUBOCC occ publications	0 no	Count	34	10	277
		% within AGEGROUP Age Group	72.3%	62.5%	69.8%
	1 yes	Count	13	6	120
		% within AGEGROUP Age Group	27.7%	37.5%	30.2%
Total		Count	47	16	397
		% within AGEGROUP Age Group	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.385 ^a	7	.015
Likelihood Ratio	19.667	7	.006
Linear-by-Linear Association	.385	1	.535
N of Valid Cases	397		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 3.63.

PUBOCC occ publications * AGEGROUP Age Group

Crosstab

		AGEGROUP Age Group						
		18 18-19 years	20 20-29 years	30 30-39 years	40 40-49 years	50 50-59 years	60 60-69 years	
PUBOCC occ publications	0 no	Count	6	42	49	66	46	24
		% within AGEGROUP Age Group	50.0%	91.3%	62.8%	65.3%	76.7%	64.9%
	1 yes	Count	6	4	29	35	14	13
		% within AGEGROUP Age Group	50.0%	8.7%	37.2%	34.7%	23.3%	35.1%
Total		Count	12	46	78	101	60	37
		% within AGEGROUP Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

?

e

- 30-40 yrs.

Crosstab

			AGEG RGUP 80-89 years	Total
NEWS info about OCC from newspaper	0 no	Count	12	311
		% within AGEGROUP Age Group	75.0%	78.5%
	1 yes	Count	4	85
		% within AGEGROUP Age Group	25.0%	21.5%
Total		Count	16	396
		% within AGEGROUP Age Group	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.255 ^a	7	.003
Likelihood Ratio	25.707	7	.001
Linear-by-Linear Association	14.172	1	.000
N of Valid Cases	396		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 2.58.

NEWS info about OCC from newspaper * AGEGROUP Age Group

Crosstab

		AGEGROUP Age Group							
		18 18-19 years	20 20-29 years	30 30-39 years	40 40-49 years	50 50-59 years	60 60-69 years	70 70-79 years	
NEWS info about OCC from newspaper	0 no	Count	12	44	64	77	47	23	32
		% within AGEGROUP Age Group	100.0%	95.7%	82.1%	76.2%	79.7%	62.2%	68.1%
	1 yes	Count		2	14	24	12	14	15
		% within AGEGROUP Age Group		4.3%	17.9%	23.8%	20.3%	37.8%	31.9%
Total	Count	12	46	78	101	59	37	47	
	% within AGEGROUP Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

- Age, 4 news

- esp. 1940's

* Careful small n's
age groups.

1st & 2nd +
last

Crosstab

			AGEG RQUP 80-89 years	Total
EMPOCC occ employees	0 no	Count	15	383
		% within AGEGROUP Age Group	93.8%	96.5%
	1 yes	Count	1	14
		% within AGEGROUP Age Group	6.3%	3.5%
Total		Count	16	397
		% within AGEGROUP Age Group	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.490 ^a	7	.001
Likelihood Ratio	23.438	7	.001
Linear-by-Linear Association	4.951	1	.026
N of Valid Cases	397		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .42.

EMPOCC occ employees * AGEGROUP Age Group

Crosstab

		AGEGROUP Age Group							
		18 18-19 years	20 20-29 years	30 30-39 years	40 40-49 years	50 50-59 years	60 60-69 years	70 70-79 years	
EMPOCC occ employees	0 no	Count	12	46	77	100	54	32	47
		% within AGEGROUP Age Group	100.0%	100.0%	98.7%	99.0%	90.0%	86.5%	100.0%
	1 yes	Count			1	1	6	5	
		% within AGEGROUP Age Group			1.3%	1.0%	10.0%	13.5%	
Total		Count	12	46	78	101	60	37	47
		% within AGEGROUP Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Handwritten notes in a box:

10% 50's
14% 60's

Crosstab

		EDU highest level of education completed		Total	
		6 college graduate	7 post-graduate		
SELF own observation, personal involvement	0 no	Count	90	62	294
		% within EDU highest level of education completed	76.3% <i>76</i>	69.7% <i>70</i>	74.1%
	1 yes	Count	28	27	103
		% within EDU highest level of education completed	23.7%	30.3%	25.9%
Total		Count	118	89	397
		% within EDU highest level of education completed	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.561 ^a	6	<i>.024</i>
Likelihood Ratio	16.000	6	.014
Linear-by-Linear Association	4.768	1	.029
N of Valid Cases	397		

a. 4 cells (28.6%) have expected count less than 5. The minimum expected count is .26.

Source X Demos. * only those who are sign.

SELF own observation, personal involvement * EDU highest level of education completed

Crosstab

			EDU highest level of education completed					
			1 eigh grade or less	2 some high school	3 high school graduate	4 vocational/technical school	5 some college	
SELF own observation, personal involvement	0 no	Count	1	6	58	70	12	65
		% within EDU highest level of education completed	100.0%	75.0%	89.2%	87.5% 68%	80.0%	64.4% 64
	1 yes	Count		2	7	10	3	36
		% within EDU highest level of education completed		25.0%	10.8%	12.5%	20.0%	35.6%
	Total	Count	1	8	65	80	15	101
		% within EDU highest level of education completed	100.0%	100.0%	100.0%		100.0%	100.0%

- beyond high school, more likely to rely on own observations, personal involvement
 - esp. if have college experience