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WALSH COLLEGE/OCC

Market Potential Study

for

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INTRODUCTION

INTRODUCTION AND COMMENTS

This tabular report is based on 1097 usable responses recently gathered from students at OCC. This is the first of two reports that will be issued. The second report will include an analysis from our perspective. Generally, the tables in this report are self-explanatory.

This report is divided into three annotated table sections:

The first section provides a profile of the respondents. The tables are simple frequency distributions based on all respondents (in most cases).

The second section provides specific answers to questions 1 and 2 pertaining to short, non-credit business courses.

The third section is a more detailed analysis pertaining to the market for Walsh College business bachelor's degree programs.

It should not be expected that tables will add to 100%. In a number of cases tables have been combined to make the data easier to read. This happens because of the multiple response questions that were included in the survey.

The overview of the market findings is that about 7 out of 10 students express an interest in short non-credit seminars in business. The greatest interest was expressed in small business applications, especially management.

The findings suggest a market of 20% to 30% for Walsh College -- probably around 26%.

About the table format

The frequency tables are simple listings of the number of respondents giving each response, and the corresponding percentages. The tables show the total number of respondents answering each question (% OF ---). The number of respondents giving each answer is shown under the **FREQ.** (frequency) column. The percentages of total are, of course, shown under the % OF column, carried to 2 decimal places.

The **TOWAY TABLES** are simply frequency tables stacked together in a slightly different format. The columns of these tables are three classes of Walsh weekend course prospects. The row questions are identified with each table. **N=** tells the number of respondents included in the table. In each set of 2 rows the top line is the number of respondents in each cell; the bottom line is the percentage of the column total.

INTRODUCTION

Here is the gender table and an interpretation:

ROW QUEST.: 16. Gender.

TWOWAY TABLE N= 801

ROW = -200 Gender

COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
Female	1	181	205	96	482
	COL.%	50.	68.	70.	60.
Male	2	181	96	42	319
	COL.%	50.	32.	30.	40.
COLUMN TOTAL		362	301	138	
COLUMN %		45.	38.	17.	

801 respondents answered the gender question. 482 (60%) of them were female. 138 (17%) of them were definitely prospects. Of those who were definitely prospects, 96 (70%) were female and 42 (30%) were male. Females were more likely than males to consider themselves to be Walsh prospects.

ANNOTATED TABLES 1

OCC STUDENT RESPONDENT PROFILE

These tables provide a profile of the students who responded to the survey. Each table represents those students who responded to the question. Bases on the tables may vary from the respondent total of 1079 because (a) some students omitted some of the questions; and/or (b) some questions were not to be answered by all students.

V16 Home Campus

RESPONSE	CODE	FREQ.	% OF 1075
Auburn Hls	1	45	4.19
Highland	2	74	6.88
Orchard R	3	868	80.74
RO-Sfld	4	86	8.00
2 or more	5	2	.19

V17 Age

RESPONSE	CODE	FREQ.	% OF 1079
Under 30	1	768	71.18
31-40	2	212	19.65
41-50	3	86	7.97
51 +	4	13	1.20

V18 Employed

RESPONSE	CODE	FREQ.	% OF 988
Part time	1	243	24.60
Full time	2	745	75.40

V19 Student status

RESPONSE	CODE	FREQ.	% OF 1058
Part time	1	407	38.47
Full time	2	651	61.53

ANNOTATED TABLES 1

V200 Gender

RESPONSE	CODE	FREQ.	% OF 1049
Female	1	647	61.68
Male	2	402	38.32

V201 OCC Major

RESPONSE	CODE	FREQ.	% OF 923
Accounting	1	149	16.14
Bus.Admin	2	373	40.41
Bus.Info.	3	29	3.14
Mgmt Devel	4	98	10.62
Other	5	251	27.19
Multi	6	23	2.49

V18 Employed

RESPONSE	CODE	FREQ.	% OF 1097
Part time	1	243	22.15
Full time	2	745	67.91
Not empl.*	3	109	9.94

* Did not mention employment or respond to this question.

ANNOTATED TABLES 1

V212 Occupation

RESPONSE	CODE	FREQ.	% OF 988
Accountant	1	58	5.87
Admin Asst	2	45	4.55
Bldg Cont.	3	1	.10
Bus Owner	4	28	2.83
Consultant	5	11	1.11
Engineer	7	18	1.82
Farmer	8	2	.20
Food Serv	9	48	4.86
Homemaker	1	14	1.42
Lawyer	2	3	.30
Mgr.Super	3	105	10.63
Nurse	4	2	.20
Partner	5	1	.10
Pres.Exec.	6	2	.20
Retired	7	1	.10
Sales Rep.	8	73	7.39
Secy-Clerk	9	115	11.64
SkillTrade	1	37	3.74
Teacher	2	13	1.32
Self Empl	3	59	5.97
Other	4	256	25.91

ANNOTATED TABLES 1

V215 Industry

RESPONSE	CODE	FREQ.	% OF 988
Pub.Acctng	1	35	3.54
Advertis'g	2	19	1.92
Agricult.	3	6	.61
Computer	4	38	3.85
Construct.	5	42	4.25
Education	7	23	2.33
Entertain.	8	13	1.32
Fin.Serv.	9	106	10.73
Gov't	2	18	1.82
HealthCare	3	37	3.74
HotelMotel	4	5	.51
Insurance	5	41	4.15
Mfg.Indust	6	73	7.39
Military	7	2	.20
Non-profit	8	8	.81
Retailing	9	129	13.06
Transport.	1	16	1.62
Travel	2	9	.91
Utilities	3	9	.91
Other	4	144	14.57

ANNOTATED TABLES 1

V210 Residential Zip Code

RESPONSE	CODE	FREQ.	% OF 981
480	1	192	19.57
481	2	104	10.60
482	3	85	8.66
483	4	578	58.92
484	5	11	1.12
485	6	1	.10
487	8	1	.10
488	9	5	.51
489	10	1	.10
Not 48 zip	11	3	.31

V211 Employment Zip Code

RESPONSE	CODE	FREQ.	% OF 683
480	1	228	33.38
481	2	98	14.35
482	3	38	5.56
483	4	307	44.95
484	5	3	.44
485	6	3	.44
488	9	2	.29
489	10	1	.15
Not 48 zip	11	3	.44

V182 Travel Miles One Way to OCC

RESPONSE	CODE	FREQ.	% OF 1069
5 or less	1	330	30.87
6 - 10	2	331	30.96
11 - 20	3	279	26.10
21 - 30	4	95	8.89
31 or more	5	34	3.18
MEAN AVERAGE		11.7 miles	

ANNOTATED TABLES 1

Preferred time for classes.

RESPONSE	CODE	FREQ.	% OF 1097
V4 Mon-Fri 6am - 8am	1	124	11.30
V40 Mon-Thurs 8am - 3pm	1	289	26.34
V41 Mon-Thurs 4-7pm	1	332	30.26
V42 Fri 9am - 12pm	1	172	15.68
V43 Fri 1-4 pm	1	111	10.12
V44 Fri 4-7 pm	1	113	10.30
V45 Fri 7-10 pm	1	198	18.05
V46 Sat 9am - 12pm	1	377	34.37
V47 Sat 12-3pm	1	251	22.88
V48 Sun 9am - 12pm	1	195	17.78
V49 Sun 1-4pm	1	187	17.05

V183 Q5 Enroll in Bachelor's

RESPONSE	CODE	FREQ.	% OF 1097
Yes	1	818	74.57
No	2	279	25.43

V157 Type of B.S. Program
Based on those who plan to enroll in a bachelor's degree program upon completing their OCC degrees.

RESPONSE	CODE	FREQ.	% OF 818
Accounting	1	181	22.13
C.I.S.	1	108	13.20
Finance	1	110	13.45
Bus. Admin	1	265	32.40
Management	1	257	31.42
Marketing	1	130	15.89
Other	1	127	15.53

ANNOTATED TABLES 2

THE MARKET FOR SHORT NON-CREDIT BUSINESS COURSES

71% of the respondents indicated an interest in such courses.

V1 Q1 Non-credit Business

LABEL	VALUE	FREQ.	% OF 1097
Yes	1	774	70.56
No	2	323	29.44

Computer courses generated medium levels of interest.

Nearly half of all students who were interested in non-credit courses were interested in word processing.

V143 Computer Courses

LABEL	VALUE	FREQ.	% OF 774
Word proc.	1	373	48.19
Spreadsh't	1	299	38.63
Database	1	288	37.21
Graphics	1	234	30.23
Time Mgmt.	1	316	40.83

Business language courses generated the lowest levels of interest.

Most were interested in Japanese.

V148 Business Language

LABEL	VALUE	FREQ.	% OF 774
German	1	80	10.34
French	1	131	16.93
Japanese	1	165	21.32
Spanish	1	132	17.05

ANNOTATED TABLES 2

Small business applications courses generated the highest levels of interest.

60% of all respondents who were interested in short non-credit courses were interested in small business management.

V152 Small Business Applic.

LABEL	VALUE	FREQ.	% OF	774
Accounting	1	367	47.42	
Management	1	465	60.08	
Marketing	1	371	47.93	
Sales	1	235	30.36	

ANNOTATED TABLES 3

MARKET ESTIMATES FOR WALSH BUSINESS DEGREES

In response to question 5, it was found that 75% of the respondents planned to enroll in a bachelor's degree program within one year of completion of their degree from OCC.

V183 Q5 Enroll in Bachelor's

RESPONSE	CODE	FREQ.	% OF 1097
Yes	1	818	74.57
No	2	279	25.43

Of those who indicated that they would enroll in a bachelor's degree program (818 respondents in the preceding table), 21% said they definitely planned to enroll at Walsh. 59% said they probably would enroll at Walsh. Questionnaire comments suggest that "probably" should be conservatively interpreted as "possibly."

This 21% who said "definitely" is 15% of the total respondents.

V218 Walsh within next year

RESPONSE	CODE	FREQ.	% OF 792
No	1	154	19.44
Probably	2	468	59.09
Definitely	3	170	21.46

Of the total respondents, 61% would attend weekend classes. Weekend is defined as Friday through Sunday. The choices that the respondents were given included all day and evening on Friday, and all day (no evening) on Saturday and Sunday.

V219 Would attend weekend

RESPONSE	CODE	FREQ.	% OF 1097
Yes	1	673	61.35
No mention	2	424	38.65

ANNOTATED TABLES 3

These data were combined to identify Walsh College prospects for weekend courses on the OCC campus.

13% of the respondents plan on enrolling in a bachelor's degree program within one year upon completion of their OCC degrees, indicated a preference for weekend classes at OCC, and said they definitely planned to attend Walsh College. Another 28% said they probably (possibly) would attend Walsh.

Applying subjective probabilities to these data suggests that a market estimate in the range of 20% to 30% is realistic.

V220 Walsh weekend prospects				Subj.		
RESPONSE	CODE	FREQ.	% OF 1097	prob.*	FREQ.	% OF 1097
NonProspect	0	269	24.52			
No	1	373	34.00			
Probably	2	312	28.44	.50	156	14.22
Definitely	3	143	13.04	.95	136	12.40
					---	---
Market estimate						292 26.62

* Subjective probabilities, which are based on the assumption that nearly all of those who state they definitely will attend will do so, and that about half of those who say they probably will attend will do so.

ANNOTATED TABLES 3

DESCRIPTION OF WALSH PROSPECTS

The columns for the following tables are the Walsh College weekend prospects. To be included in these tables respondents had to have planned to continue on for a bachelor's degree within one year of graduation from OCC, and indicated a preference for weekend classes. The three columns identify the intentions of respondents who meet these criteria to attend Walsh.

The column question for each table in this section is: Question 12 -- "If Walsh College were to offer a bachelor degree program in business at Oakland Community College (Orchard Ridge Campus) would you enroll when finished with your associate degree?"

ROW QUEST.: 3. What is your travel distance one way to OCC Orchard Ridge Campus?

TWOWAY TABLE N= 811
 ROW = -182 Travel Miles One Way
 COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
5 or less	1	110	88	46	244
	COL.%	30.	29.	34.	30.
6 - 10	2	113	97	47	257
	COL.%	31.	32.	34.	32.
11 - 20	3	103	83	28	214
	COL.%	28.	27.	20.	26.
21 - 30	4	26	35	12	73
	COL.%	7.	11.	9.	9.
31 or more	5	15	4	4	23
	COL.%	4.	1.	3.	3.
COLUMN TOTAL		367	307	137	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 4. Which of the following times would you prefer to attend classes?

TWOWAY TABLE N= 828
 ROW = -42 Weekend Time Preference
 COL = -220 Walsh weekend prospects

	No	1	2	3	ROW TOTAL ROW%
		No	Proba bly	Defin itely	
Fri 9am	1	25	85	29	: 139
-12 pm	COL.%	7.	27.	20.	: 17.
Fri 1-4 pm	1	12	59	23	: 94
	COL.%	3.	19.	16.	: 11.
Fri 4-7 pm	1	13	56	29	: 98
	COL.%	3.	18.	20.	: 12.
Fri 7-10pm	1	13	88	58	: 159
	COL.%	3.	28.	41.	: 19.
Sat 9-12	1	32	163	93	: 288
	COL.%	9.	52.	65.	: 35.
Sat 12-3pm	1	21	117	74	: 212
	COL.%	6.	38.	52.	: 26.
Sun 9-12	1	16	78	65	: 159
	COL.%	4.	25.	45.	: 19.
Sun 1-4pm	1	18	74	61	: 153
	COL.%	5.	24.	43.	: 18.
COLUMN TOTAL		373	312	143	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 6. What type of bachelor's degree program would you be interested in?

TWOWAY TABLE N= 828

ROW = -157 Type of B.S. Program

COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
Accounting	1	62	69	46	: 177
	COL.%	17.	22.	32.	: 21.
C.I.S.	1	37	53	18	: 108
	COL.%	10.	17.	13.	: 13.
Finance	1	41	46	21	: 108
	COL.%	11.	15.	15.	: 13.
Bus. Admin	1	101	112	45	: 258
	COL.%	27.	36.	31.	: 31.
Management	1	101	101	50	: 252
	COL.%	27.	32.	35.	: 30.
Marketing	1	56	55	16	: 127
	COL.%	15.	18.	11.	: 15.
Other	1	79	36	9	: 124
	COL.%	21.	12.	6.	: 15.
COLUMN TOTAL		373	312	143	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 7. What colleges/universities have you explored or are interested in?

TWOWAY TABLE N= 828
 ROW = 164 Q7 Colleges-Universities
 COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
Cent.Mich.	1	52	44	9 :	105
	COL.%	14.	14.	6. :	13.
DetCollBus	1	14	18	8 :	40
	COL.%	4.	6.	6. :	5.
E.M.U.	1	90	69	20 :	179
	COL.%	24.	22.	14. :	22.
Lawrence T	1	42	41	25 :	108
	COL.%	11.	13.	17. :	13.
Madonna	1	40	42	29 :	111
	COL.%	11.	13.	20. :	13.
M.S.U.	1	70	46	11 :	127
	COL.%	19.	15.	8. :	15.
Oakland U	1	74	101	41 :	216
	COL.%	20.	32.	29. :	26.
U of D	1	28	24	6 :	58
	COL.%	8.	8.	4. :	7.
U of M	1	96	76	35 :	207
	COL.%	26.	24.	24. :	25.
WALSH COLL	1	86	118	86 :	290
	COL.%	23.	38.	60. :	35.
W.S.U.	1	86	67	32 :	185
	COL.%	23.	21.	22. :	22.
Others	1	61	39	5 :	105
	COL.%	16.	13.	3. :	13.
COLUMN TOTAL		373	312	143	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 8. How far would you travel one way to attend a bachelor's degree program?

TWOWAY TABLE N= 679
 ROW = -193 Travel Miles One Way
 COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
5 or less	1	10	8	1 :	19
	COL.%	3.	3.	1. :	3.
6 - 10	2	35	34	15 :	84
	COL.%	12.	13.	13. :	12.
11 - 20	3	104	107	44 :	255
	COL.%	35.	40.	39. :	38.
21 - 30	4	77	77	33 :	187
	COL.%	26.	29.	29. :	28.
31 or more	5	70	43	21 :	134
	COL.%	24.	16.	18. :	20.
COLUMN TOTAL		296	269	114	
COLUMN %		44.	40.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 9. Why do you want to earn a bachelor's degree?

(Question 9 responses are presented in the next 6 tables -- with each table showing mentioned and not mentioned.)

TWOWAY TABLE N= 828
 ROW = -9 Career advancement
 COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
Mentioned	1	294	254	106	654
	COL.%	79.	81.	74.	79.
No mention	2	79	58	37	174
	COL.%	21.	19.	26.	21.
COLUMN TOTAL		373	312	143	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 9. Why do you want to earn a bachelor's degree?

TWOWAY TABLE N= 828

ROW = -90 Mgmt.Leader Position

COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
Mentioned	1	121	142	70	333
	COL.%	32.	46.	49.	40.
No mention	2	252	170	73	495
	COL.%	68.	54.	51.	60.
COLUMN TOTAL		373	312	143	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 9. Why do you want to earn a bachelor's degree?

TWOWAY TABLE N= 828

ROW = -91 Personal satisfaction

COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
Mentioned	1	203	191	95	489
	COL.%	54.	61.	66.	59.
No mention	2	170	121	48	339
	COL.%	46.	39.	34.	41.
COLUMN TOTAL		373	312	143	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 9. Why do you want to earn a bachelor's degree?

TWOWAY TABLE N= 828

ROW = -92 Employer requirement

COL = -220 Walsh weekend prospects

	No	1	2	3	ROW TOTAL ROW%
		No	Proba bly	Defin itely	
Mentioned	1	21	12	11	44
COL.%		6.	4.	8.	5.
No mention	2	352	300	132	784
COL.%		94.	96.	92.	95.
COLUMN TOTAL		373	312	143	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 9. Why do you want to earn a bachelor's degree?

TWOWAY TABLE N= 828
 ROW = -93 Working toward Master's
 COL = -220 Walsh weekend prospects

	No	1	2	3	ROW TOTAL ROW%
			Proba bly	Defin itely	
Mentioned	1	111	77	28	216
COL.%		30.	25.	20.	26.
No mention	2	262	235	115	612
COL.%		70.	75.	80.	74.
COLUMN TOTAL		373	312	143	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 9. Why do you want to earn a bachelor's degree?

TWOWAY TABLE N= 828

ROW = -94 Other reasons

COL = -220 Walsh weekend prospects

	No	1	2	3	ROW TOTAL ROW%
			Proba bly	Defin itely	
Mentioned	1	21	11	6	38
COL.%		6.	4.	4.	5.
No mention	2	352	301	137	790
COL.%		94.	96.	96.	95.
COLUMN TOTAL		373	312	143	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 13. How many years in addition to your associate degree would you be willing to commit to earning this degree?

TWOWAY TABLE N= 772

ROW = -13 Commitment in years

COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
Two	1	101	92	17 :	210
	COL.%	30.	30.	13. :	27.
Three	2	74	61	37 :	172
	COL.%	22.	20.	29. :	22.
Four	3	81	62	52 :	195
	COL.%	24.	20.	41. :	25.
Undecided	4	83	92	20 :	195
	COL.%	24.	30.	16. :	25.
COLUMN TOTAL		339	307	126	
COLUMN %		44.	40.	16.	

ANNOTATED TABLES 3

ROW QUEST.: 14. How many classes would you plan on taking each semester? (Check more than one if applicable.)

TWOWAY TABLE N= 828

ROW = -14 Number of classes

COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
One	1	21	41	21 :	83
	COL.%	6.	13.	15. :	10.
Two	1	96	143	84 :	323
	COL.%	26.	46.	59. :	39.
Three	1	125	147	49 :	321
	COL.%	34.	47.	34. :	39.
Four	1	178	94	20 :	292
	COL.%	48.	30.	14. :	35.
COLUMN TOTAL		373	312	143	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 15. If needed, would you be willing to drive to another site (Walsh College in Troy) to finish your degree?

TWOWAY TABLE N= 766
 ROW = -15 Drive to Walsh in Troy
 COL = -220 Walsh weekend prospects

		1 No	2 Probably	3 Definitely	ROW TOTAL ROW%
Yes	1	161	172	74	407
	COL.%	49.	56.	58.	53.
No	2	76	40	6	122
	COL.%	23.	13.	5.	16.
Unsure	3	93	96	48	237
	COL.%	28.	31.	38.	31.
COLUMN TOTAL		330	308	128	
COLUMN %		43.	40.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 16. Home campus.

TWOWAY TABLE N= 820
 ROW = -16 Home Campus
 COL = -220 Walsh weekend prospects

	No	1	2	3	ROW TOTAL ROW%
		Proba bly	Defin itely		
Auburn Hls	1	18	13	3 :	34
COL.%		5.	4.	2. :	4.
Highland	2	20	31	9 :	60
COL.%		5.	10.	6. :	7.
Orchard R	3	301	241	119 :	661
COL.%		82.	78.	84. :	81.
RO-Sfld	4	29	24	10 :	63
COL.%		8.	8.	7. :	8.
2 or more	5	1	1	0 :	2
COL.%		0.	0.	0. :	0.
COLUMN TOTAL		369	310	141	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 16. Age.

TWOWAY TABLE N= 820
 ROW = -17 Age
 COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
Under 30	1	309	226	88	: 623
	COL.%	84.	73.	62.	: 76.
31-40	2	44	60	41	: 145
	COL.%	12.	19.	29.	: 18.
41-50	3	14	24	10	: 48
	COL.%	4.	8.	7.	: 6.
51 +	4	2	0	2	: 4
	COL.%	1.	0.	1.	: 0.
COLUMN TOTAL		369	310	141	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: 16. Full or part-time employment (those who are employed).

TWOWAY TABLE N= 766

ROW = -18 Employed

COL = -220 Walsh weekend prospects

	No	1	2	3	ROW TOTAL ROW%
			Proba bly	Defin itely	
Part time	1	104	64	21	: 189
COL.%		30.	22.	15.	: 25.
Full time	2	238	221	118	: 577
COL.%		70.	78.	85.	: 75.
COLUMN TOTAL		342	285	139	
COLUMN %		45.	37.	18.	

ANNOTATED TABLES 3

ROW QUEST.: 16. Full or part time student status.

TWOWAY TABLE N= 806
 ROW = -19 Student status
 COL = -220 Walsh weekend prospects

	1	2	3	ROW
	No	Proba	Defin	TOTAL
		bly	itely	ROW%
Part time	1	75	114	74 :
COL.%		21.	37.	52. :
Full time	2	284	192	67 :
COL.%		79.	63.	48. :
COLUMN TOTAL		359	306	141
COLUMN %		45.	38.	17.

ANNOTATED TABLES 3

ROW QUEST.: 16. Gender.

TWOWAY TABLE N= 801
 ROW = -200 Gender
 COL = -220 Walsh weekend prospects

	No	1	2	3	ROW TOTAL ROW%
			Proba bly	Defin itely	
Female	1	181	205	96	: 482
	COL.%	50.	68.	70.	: 60.
Male	2	181	96	42	: 319
	COL.%	50.	32.	30.	: 40.
COLUMN TOTAL		362	301	138	
COLUMN %		45.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: Declared OCC major (those who have declared).

TWOWAY TABLE N= 739

ROW = -201 OCC Major

COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
Accounting	1	43	42	36	121
	COL.%	13.	15.	27.	16.
Bus.Admin	2	151	128	49	328
	COL.%	47.	45.	37.	44.
Bus.Info.	3	7	12	2	21
	COL.%	2.	4.	2.	3.
Mgmt Devel	4	23	33	22	78
	COL.%	7.	12.	17.	11.
Other	5	88	62	22	172
	COL.%	27.	22.	17.	23.
MultiResp.	6	10	7	2	19
	COL.%	3.	2.	2.	3.
COLUMN TOTAL		322	284	133	
COLUMN %		44.	38.	18.	

ANNOTATED TABLES 3

ROW QUEST.: 16. Occupation (those who are employed).

TWOWAY TABLE N= 771

ROW = 212 Occupation (TABLE ONE OF THREE)

COL = -220 Walsh weekend prospects

	No	1 Proba bly	2 Defin itely	3	ROW TOTAL ROW%
Accountant	1	16	15	20 :	51
COL.%		5.	5.	14. :	7.
Admin Asst	2	14	17	9 :	40
COL.%		4.	6.	6. :	5.
Bldg Cont.	3	1	0	0 :	1
COL.%		0.	0.	0. :	0.
Bus Owner	4	10	11	3 :	24
COL.%		3.	4.	2. :	3.
Consultant	5	4	1	3 :	8
COL.%		1.	0.	2. :	1.
Engineer	7	6	2	0 :	8
COL.%		2.	1.	0. :	1.
Farmer	8	1	0	0 :	1
COL.%		0.	0.	0. :	0.
Food Serv	9	20	15	3 :	38
COL.%		6.	5.	2. :	5.
Not these	10	271	227	102 :	600
COL.%		79.	79.	73. :	78.
COLUMN TOTAL		343	288	140	
COLUMN %		44.	37.	18.	

ANNOTATED TABLES 3

ROW QUEST.: 16. Occupation (those who are employed).

TWOWAY TABLE N= 778
 ROW = 213 Occupation TABLE TWO OF THREE
 COL = -220 Walsh weekend prospects

	No	1 Proba bly	2 Defin itely	3	ROW TOTAL ROW%
Homemaker	1	6	9	3	18
COL.%		2.	3.	2.	2.
Lawyer	2	3	0	0	3
COL.%		1.	0.	0.	0.
Mgr.Super	3	30	35	14	79
COL.%		9.	12.	10.	10.
Nurse	4	1	1	0	2
COL.%		0.	0.	0.	0.
Partner	5	0	1	0	1
COL.%		0.	0.	0.	0.
Pres.Exec.	6	1	1	0	2
COL.%		0.	0.	0.	0.
Sales Rep.	8	30	22	9	61
COL.%		9.	8.	6.	8.
Secy-Clerk	9	29	38	17	84
COL.%		8.	13.	12.	11.
Not these	10	246	185	97	528
COL.%		71.	63.	69.	68.
COLUMN TOTAL		346	292	140	
COLUMN %		44.	38.	18.	

ANNOTATED TABLES 3

ROW QUEST.: Occupation (those who are employed).

TWOWAY TABLE N= 783

ROW = 214 Occupation TABLE THREE OF THREE

COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
SkillTrade	1	26	8	4	38
	COL.%	7.	3.	3.	5.
Teacher	2	7	7	1	15
	COL.%	2.	2.	1.	2.
Self Empl	3	21	19	22	62
	COL.%	6.	6.	16.	8.
Other	4	94	81	30	205
	COL.%	27.	28.	21.	26.
Not these	10	202	178	83	463
	COL.%	58.	61.	59.	59.
COLUMN TOTAL		350	293	140	
COLUMN %		45.	37.	18.	

ANNOTATED TABLES 3

ROW QUEST.: Industry of employment (those who are employed).

TWOWAY TABLE N= 777
 ROW = 215 Industry TABLE ONE OF THREE
 COL = -220 Walsh weekend prospects

	No	1	2	3	ROW TOTAL ROW%
			Proba bly	Defin itely	
Pub.Acctng	1	13	12	10 :	35
COL.%		4.	4.	7. :	5.
Advertis'g	2	6	6	3 :	15
COL.%		2.	2.	2. :	2.
Agricult.	3	2	1	2 :	5
COL.%		1.	0.	1. :	1.
Computer	4	18	16	3 :	37
COL.%		5.	6.	2. :	5.
Construct.	5	16	12	7 :	35
COL.%		5.	4.	5. :	5.
Education	7	10	7	3 :	20
COL.%		3.	2.	2. :	3.
Entertain.	8	6	5	1 :	12
COL.%		2.	2.	1. :	2.
Fin.Serv.	9	43	27	14 :	84
COL.%		12.	9.	10. :	11.
Not these	10	233	204	97 :	534
COL.%		67.	70.	69. :	69.
COLUMN TOTAL		347	290	140	
COLUMN %		45.	37.	18.	

ANNOTATED TABLES 3

ROW QUEST.: Industry of employment (those who are employed).

TWOWAY TABLE N= 768

ROW = 216 Industry TABLE TWO OF THREE.

COL = -220 Walsh weekend prospects

	No	1 Proba bly	2	3 Defin itely	ROW TOTAL ROW%
Gov't	2	4	5	5 :	14
COL.%		1.	2.	4. :	2.
HealthCare	3	15	7	6 :	28
COL.%		4.	2.	4. :	4.
HotelMotel	4	4	0	0 :	4
COL.%		1.	0.	0. :	1.
Insurance	5	11	7	5 :	23
COL.%		3.	2.	4. :	3.
Mfg. Indust	6	18	30	12 :	60
COL.%		5.	10.	9. :	8.
Military	7	1	0	0 :	1
COL.%		0.	0.	0. :	0.
Non-profit	8	1	4	2 :	7
COL.%		0.	1.	1. :	1.
Retailing	9	51	35	17 :	103
COL.%		15.	12.	12. :	13.
Not these	10	237	198	93 :	528
COL.%		69.	69.	66. :	69.
COLUMN TOTAL		342	286	140	
COLUMN %		45.	37.	18.	

ANNOTATED TABLES 3

ROW QUEST.: Industry of employment (those who are employed).

TWOWAY TABLE N= 663 103 OUT OF TABLE
 ROW = 217 Industry TABLE THREE OF THREE.
 COL = -220 Walsh weekend prospects

	No	1	2	3	ROW TOTAL ROW%
			Proba bly	Defin itely	
Transport.	1	6	3	2 :	11
COL.%		2.	1.	2. :	2.
Travel	2	2	4	1 :	7
COL.%		1.	2.	1. :	1.
Utilities	3	4	3	0 :	7
COL.%		1.	1.	0. :	1.
Other	4	51	48	24 :	123
COL.%		18.	19.	20. :	19.
Not these	10	228	192	95 :	515
COL.%		78.	77.	78. :	78.
COLUMN TOTAL		291	250	122	
COLUMN %		44.	38.	18.	

ANNOTATED TABLES 3

ROW QUEST.: Three digit zip code of residence.

TWOWAY TABLE N= 752
 ROW = 210 Residential Zip Code
 COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
480	1	84	50	17 :	151
	COL.%	25.	17.	13. :	20.
481	2	32	34	15 :	81
	COL.%	10.	12.	11. :	11.
482	3	28	24	17 :	69
	COL.%	8.	8.	13. :	9.
483	4	185	175	77 :	437
	COL.%	55.	61.	59. :	58.
484	5	3	3	2 :	8
	COL.%	1.	1.	2. :	1.
487	8	0	0	1 :	1
	COL.%	0.	0.	1. :	0.
488	9	0	1	1 :	2
	COL.%	0.	0.	1. :	0.
Not in 48 11		2	0	1 :	3
area COL.%		1.	0.	1. :	0.
COLUMN TOTAL		334	287	131	
COLUMN %		44.	38.	17.	

ANNOTATED TABLES 3

ROW QUEST.: Three digit zip code where employed.

TWOWAY TABLE N= 526
 ROW = 211 Employment Zip Code
 COL = -220 Walsh weekend prospects

		1 No	2 Proba bly	3 Defin itely	ROW TOTAL ROW%
480	1	76	65	26 :	167
	COL.%	34.	32.	27. :	32.
481	2	25	36	17 :	78
	COL.%	11.	18.	17. :	15.
482	3	11	7	7 :	25
	COL.%	5.	3.	7. :	5.
483	4	108	91	47 :	246
	COL.%	48.	45.	48. :	47.
484	5	1	1	0 :	2
	COL.%	0.	0.	0. :	0.
485	6	2	0	1 :	3
	COL.%	1.	0.	1. :	1.
488	9	0	1	0 :	1
	COL.%	0.	0.	0. :	0.
489	10	0	1	0 :	1
	COL.%	0.	0.	0. :	0.
Not in 48 area	11	2	1	0 :	3
	COL.%	1.	0.	0. :	1.
COLUMN TOTAL		225	203	98	
COLUMN %		43.	39.	19.	