

OAKLAND COMMUNITY COLLEGE OAKLAND COUNTY PUBLIC OPINION POLL
DECEMBER 1991

Abstract

OCC Oakland County Public Opinion Poll
Conducted by Moore and Associates Inc.
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January 1992

Moore and Associates, a Southfield research firm, was asked by OCC to conduct a public opinion poll in December of 1991 to evaluate the public image of OCC among Oakland County residents. A random telephone survey of 405 Oakland county residents, aged 18 and older was conducted in December 1991. Demographic comparisons with two previous polls suggest that the sample was representative of the county's population.

Major findings of the survey indicated:

- There is a high level of experience in education and interest in further education among Oakland county residents. More than 3/4 of the sample have attended college at some time and 1/2 would consider returning to college. The most important motives given for returning to college would be for personal improvement and enrichment (86%), to earn a four year degree (55%), or to advance career development (78%). 57% of respondents would choose to return to a four year college while 35% would choose a community college.

In general, those respondents who would consider further education are younger, better educated and in higher income groups than those would not consider more school. However, a substantial number (27%) of those who would consider college report skilled, semi-skilled or unskilled occupations.

- Exposure to and interest in attending OCC is also high; a 1/4 of respondents have attended OCC and almost 1/2 would consider attending in the future. The largest categories of program interest were in Business and Office (42%), Liberal Arts (29%), Industrial and Technology (28%).

- The image of the college within Oakland county is favorable. The college is praised for its many convenient campuses, educational quality, good faculty, variety of classes and affordable tuition. 48% of the respondents found nothing to dislike.

- The proposed library joint venture between a local community library and OCC is favored by 75% of the sample, in order to gain an improved library collection with more public access.

● There is a substantial element of support within the community for an increase in millage support for OCC. 56% of respondents would support 1/2 mill increase and 50% would support 1 mill increase. The major reason expressed for support of the millage was to support education. There was a tendency for greater support among higher socio-economic groups and those who had some previous contact with OCC.

● There was also some indication from the survey that a tuition increase would be acceptable. 52% of the respondents believed that at \$39 per credit hour the tuition cost is "just right", 44% would consider \$45 per credit hour "just right".

● Information about educational opportunities and services at OCC seems to be less well disseminated than might be expected. 60% of respondents said that they knew little or nothing about the college. Word-of-mouth sources were used more frequently than college publications as a means of information.