

## List of Variables for the 1999 Oakland Community College Public Opinion Poll

<u>Variable Name</u>	<u>Position</u>
<p>EVER Have you ever attended/currently attending college?            Measurement Level: Ordinal            Column Width: 8 Alignment: Right            Print Format: F1            Write Format: F1            Missing Values: 8</p> <p>Value Label</p> <p>0 No            1 Yes            8 M Does not apply.</p>	1
<p>ATTEND1 college attended/attending (1)            Measurement Level: Nominal            Column Width: 8 Alignment: Right            Print Format: F5            Write Format: F5            Missing Values: 99999, 88888</p> <p>Value Label</p> <p>1972 Central Michigan University            1990 Eastern Michigan University            2006 Henry Ford Community College            2019 Lansing Community College            2020 Lawrence Technological University            2032 Michigan State University            2033 Oakland University            2043 Oakland Community            2054 Macomb Community College            2060 University of Detroit            2062 University of Michigan            2063 University of Michigan -- Flint            2064 Wayne State University            2065 Walsh College            2066 Western Michigan University            2067 Washtenaw Community College            2068 Wayne County Community College            2070 Schoolcraft College            11111 Other            88888 M Does not apply            99999 M No response</p>	2
<p>ATTEND2 college attended/attending (2)            Measurement Level: Nominal            Column Width: 8 Alignment: Right            Print Format: F5</p>	3

Write Format: F5  
Missing Values: 99999, 88888

Value	Label
1972	Central Michigan University
1990	Eastern Michigan University
2006	Henry Ford Community College
2019	Lansing Community College
2020	Lawrence Technological University
2032	Michigan State University
2033	Oakland University
2043	Oakland Community
2054	Macomb Community College
2060	University of Detroit
2062	University of Michigan
2063	University of Michigan -- Flint
2064	Wayne State University
2065	Walsh College
2066	Western Michigan University
2067	Washtenaw Community College
2068	Wayne County Community College
2070	Schoolcraft College
11111	Other
88888 M	Does not apply
99999 M	No response

ATTEND3 college attended/attending (3) 4  
Measurement Level: Nominal  
Column Width: 8 Alignment: Right  
Print Format: F5  
Write Format: F5  
Missing Values: 99999, 88888

Value	Label
1972	Central Michigan University
1990	Eastern Michigan University
2006	Henry Ford Community College
2019	Lansing Community College
2020	Lawrence Technological University
2032	Michigan State University
2033	Oakland University
2043	Oakland Community
2054	Macomb Community College
2060	University of Detroit
2062	University of Michigan
2063	University of Michigan -- Flint
2064	Wayne State University
2065	Walsh College
2066	Western Michigan University
2067	Washtenaw Community College
2068	Wayne County Community College
2070	Schoolcraft College

11111 Other  
88888 M Does not apply  
99999 M No response

ATTEND4 college attended/ attending (4)

5

Measurement Level: Nominal  
Column Width: 8 Alignment: Right  
Print Format: F5  
Write Format: F5  
Missing Values: 99999, 88888

Value Label

1972 Central Michigan University  
1990 Eastern Michigan University  
2006 Henry Ford Community College  
2019 Lansing Community College  
2020 Lawrence Technological University  
2032 Michigan State University  
2033 Oakland University  
2043 Oakland Community  
2054 Macomb Community College  
2060 University of Detroit  
2062 University of Michigan  
2063 University of Michigan -- Flint  
2064 Wayne State University  
2065 Walsh College  
2066 Western Michigan University  
2067 Washtenaw Community College  
2068 Wayne County Community College  
2070 Schoolcraft College  
11111 Other  
88888 M Does not apply  
99999 M No response

OTHER1 other college/university attended/attending (1)

6

Measurement Level: Nominal  
Column Width: Unknown Alignment: Right  
Print Format: F5  
Write Format: F5  
Missing Values: 88888

Value Label

88888 M Does not apply

OTHER2 other college/university attended/attending (2)

7

Measurement Level: Nominal  
Column Width: Unknown Alignment: Right  
Print Format: F5  
Write Format: F5  
Missing Values: 88888

Value Label

88888 M Does not apply

OTHER3 other college/university attended/attending (3) 8

Measurement Level: Nominal

Column Width: Unknown Alignment: Right

Print Format: F5

Write Format: F5

Missing Values: 88888

Value Label

88888 M Does not apply

OTHER4 other college/university attended/attending (3) 9

Measurement Level: Nominal

Column Width: Unknown Alignment: Right

Print Format: F5

Write Format: F5

Missing Values: 88888

Value Label

88888 M Does not apply

DIPLOMA1 attended to get h.s. diploma 10

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 8, 9

Value Label

0 No

1 Yes

8 M Does not apply.

9 M No Response

MOVE1 attend to move up in company 11

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 8, 9

Value Label

0 No

1 Yes

8 M Does not apply.

9 M No Response

JOB1 attend to get new job 12

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

ENRICH1 attend for personal enrichment 13

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

TWOYR1 attend to earn 2yr degree 14

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

FOURYR1 attend to get 4yr or higher degree 15

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes

8 M Does not apply.

9 M No Response

CONSIDER would you consider attending college?

16

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 8

Value Label

0 No

1 Yes

8 M Does not apply.

DIPLOMA2 to get high school diploma

17

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 8, 9

Value Label

0 No

1 Yes

8 M Does not apply.

9 M No Response

MOVE2 to help you move up in present job

18

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 8, 9

Value Label

0 No

1 Yes

8 M Does not apply.

9 M No Response

JOB2 to help get different job

19

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

ENRICH2 for personal enrichment/improvement

20

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

TWOYR2 to earn 2-year associate degree

21

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

FOURYR2 to earn 4-year bachelor's degree or higher

22

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

WOULDGO1 college would attend 1

23

Measurement Level: Nominal  
Column Width: 8 Alignment: Right  
Print Format: F5  
Write Format: F5  
Missing Values: 99999, 88888

Value	Label
1972	Central Michigan University
1990	Eastern Michigan University
2006	Henry Ford Community College
2019	Lansing Community College
2020	Lawrence Technological University
2032	Michigan State University
2033	Oakland University
2043	Oakland Community
2054	Macomb Community College
2060	University of Detroit
2062	University of Michigan
2063	University of Michigan -- Flint
2064	Wayne State University
2065	Walsh College
2066	Western Michigan University
2067	Washtenaw Community College
2068	Wayne County Community College
2070	Schoolcraft College
11111	Other
77777	Undecided
88888 M	Does not apply
99999 M	No response

WOULDGO2 college would attend 2

24

Measurement Level: Nominal  
 Column Width: 8 Alignment: Right  
 Print Format: F5  
 Write Format: F5  
 Missing Values: 99999, 88888

Value	Label
1972	Central Michigan University
1990	Eastern Michigan University
2006	Henry Ford Community College
2019	Lansing Community College
2020	Lawrence Technological University
2032	Michigan State University
2033	Oakland University
2043	Oakland Community
2054	Macomb Community College
2060	University of Detroit
2062	University of Michigan
2063	University of Michigan -- Flint
2064	Wayne State University
2065	Walsh College
2066	Western Michigan University
2067	Washtenaw Community College
2068	Wayne County Community College
2070	Schoolcraft College
11111	Other
77777	Undecided

88888 M Does not apply

99999 M No response

WOULDGO3 college would attend 3

25

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F5

Write Format: F5

Missing Values: 99999, 88888

Value Label

1972	Central Michigan University
1990	Eastern Michigan University
2006	Henry Ford Community College
2019	Lansing Community College
2020	Lawrence Technological University
2032	Michigan State University
2033	Oakland University
2043	Oakland Community
2054	Macomb Community College
2060	University of Detroit
2062	University of Michigan
2063	University of Michigan -- Flint
2064	Wayne State University
2065	Walsh College
2066	Western Michigan University
2067	Washtenaw Community College
2068	Wayne County Community College
2070	Schoolcraft College
11111	Other
77777	Undecided
88888 M	Does not apply
99999 M	No response

WOULDGO4 college would attend 4

26

Measurement Level: Nominal

Column Width: 8 Alignment: Right

Print Format: F5

Write Format: F5

Missing Values: 99999, 88888

Value Label

1972	Central Michigan University
1990	Eastern Michigan University
2006	Henry Ford Community College
2019	Lansing Community College
2020	Lawrence Technological University
2032	Michigan State University
2033	Oakland University
2043	Oakland Community
2054	Macomb Community College
2060	University of Detroit

2062 University of Michigan  
2063 Universtiy of Michigan -- Flint  
2064 Wayne State University  
2065 Walsh College  
2066 Western Michigan University  
2067 Washtenaw Community College  
2068 Wayne County Community College  
2070 Schoolcraft College  
11111 Other  
77777 Undecided  
88888 M Does not apply  
99999 M No response

WDOTHER1 other college/university would attend 27  
Measurement Level: Nominal  
Column Width: Unknown Alignment: Right  
Print Format: F5  
Write Format: F5  
Missing Values: 88888

Value Label

88888 M Does not apply

WDOTHER2 other college/university would attend (2) 28  
Measurement Level: Nominal  
Column Width: Unknown Alignment: Right  
Print Format: F5  
Write Format: F5  
Missing Values: 88888

Value Label

88888 M Does not apply

WDOTHER3 other college/university would attend (3) 29  
Measurement Level: Nominal  
Column Width: Unknown Alignment: Right  
Print Format: F5  
Write Format: F5  
Missing Values: 88888

Value Label

88888 M Does not apply

WDOTHER4 other college/university would attend (4) 30  
Measurement Level: Nominal  
Column Width: Unknown Alignment: Right  
Print Format: F5  
Write Format: F5  
Missing Values: 88888

Value Label

88888 M Does not apply

COLLGREP reputation of the college 31

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

1 Not important  
2 Somewhat important  
3 Very Important  
8 M Does not apply  
9 M No response

FACULTY reputation of the faculty 32

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

1 Not important  
2 Somewhat important  
3 Very Important  
8 M Does not apply  
9 M No response

INSTRUCT quality of the instruction 33

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

1 Not important  
2 Somewhat important  
3 Very Important  
8 M Does not apply  
9 M No response

COST cost 34

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 8 M Does not apply
- 9 M No response

AID availability of financial aid 35

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 8 M Does not apply
- 9 M No response

ATTENT amount of personal attention 36

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 8 M Does not apply
- 9 M No response

EMPLOY ability to get a job after attending 37

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 8 M Does not apply
- 9 M No response

SOCIAL social life

38

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 8 M Does not apply
- 9 M No response

STUDENT make-up of students population

39

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 8 M Does not apply
- 9 M No response

CULTURE cultural diversity

40

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 8 M Does not apply
- 9 M No response

DISTANCE distance from home

41

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1

Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 8 M Does not apply
- 9 M No response

INTELL intellectual atmosphere 42  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 8 M Does not apply
- 9 M No response

EVENING availability of evening/weekend programs 43  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 8 M Does not apply
- 9 M No response

PROGRAM quality of degree programs 44  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important

8 M Does not apply

9 M No response

DEGLEV highest degree level offered 45

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 9, 8

Value Label

1 Not important

2 Somewhat important

3 Very Important

8 M Does not apply

9 M No response

STDSERV quality of student services 46

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 9, 8

Value Label

1 Not important

2 Somewhat important

3 Very Important

8 M Does not apply

9 M No response

PRSNLEXP have had personal experience with OCC 47

Measurement Level: Ordinal

Column Width: Unknown Alignment: Right

Print Format: F8

Write Format: F8

Missing Values: 9

Value Label

0 No

1 Yes

9 M No response

EXPRIENC nature of experience at OCC 48

Measurement Level: Nominal

Column Width: Unknown Alignment: Right

Print Format: F8

Write Format: F8

Missing Values: 8, 9

Value Label

- 1 Enrolled in a course at OCC
- 2 Member of household/close friend enrolled at OCC
- 3 Attended social, cultural, or athletic event at OCC
- 4 Have used OCC facilities
- 5 Member household/close friend attended social, etc... event
- 6 Member of household/ close friend used facilities
- 8 M Does not apply
- 9 M No response

OVERALL1 overall impression of OCC 49

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9

Value Label

- 1 terrible
- 2 poor
- 3 ok
- 4 good
- 5 great
- 9 M missing

COMPARE To which school would you compare OCC 50

Measurement Level: Nominal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 7, 9

Value Label

- 1 Research/Doctoral University
- 2 Master's College/University
- 3 4 yr/Baccalaureate College
- 4 2 yr/Community College
- 5 Specialized Institution
- 7 M Undecided
- 9 M No response
- 11 Other

CMPROTHR Other school to which you would compare OCC 51

Measurement Level: Nominal  
Column Width: 10 Alignment: Left  
Print Format: A15  
Write Format: A15

OVERALL2 overall impression of OCC compared to other schools 53

Measurement Level: Ordinal

Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9

Value Label

1 terrible  
2 poor  
3 ok  
4 good  
5 great  
9 M missing

ACCESS Open enrollment/Access to education

54

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

1 OCC Worse  
2 No real difference  
3 OCC better  
7 M Don't know  
9 M No Response

COST2 cost

55

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

1 OCC Worse  
2 No real difference  
3 OCC better  
7 M Don't know  
9 M No Response

FACULTY2 reputation of the faculty

56

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

1 OCC Worse

- 2 No real difference
- 3 OCC better
- 7 M Don't know
- 9 M No Response

COLLGRP2 reputation of the college 57  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

- 1 OCC Worse
- 2 No real difference
- 3 OCC better
- 7 M Don't know
- 9 M No Response

INSTRCT2 quality of the instruction 58  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

- 1 OCC Worse
- 2 No real difference
- 3 OCC better
- 7 M Don't know
- 9 M No Response

ATTENT2 amount of personal attention 59  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

- 1 OCC Worse
- 2 No real difference
- 3 OCC better
- 7 M Don't know
- 9 M No Response

EMPLOY2 ability to get a job after attending 60  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right

Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

- 1 OCC Worse
- 2 No real difference
- 3 OCC better
- 7 M Don't know
- 9 M No Response

SOCIAL2 social life 61

Measurement Level: Scale  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

- 1 OCC Worse
- 2 No real difference
- 3 OCC better
- 7 M Don't know
- 9 M No Response

STUDENT2 make-up of students population 62

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

- 1 OCC Worse
- 2 No real difference
- 3 OCC better
- 7 M Don't know
- 9 M No Response

CULTURE2 cultural diversity 63

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

- 1 OCC Worse
- 2 No real difference
- 3 OCC better

7 M Don't know  
9 M No Response

EVENING2 availability of evening/weekend programs 64

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

1 OCC Worse  
2 No real difference  
3 OCC better  
7 M Don't know  
9 M No Response

PROGRAM2 quality of degree programs 65

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

1 OCC Worse  
2 No real difference  
3 OCC better  
7 M Don't know  
9 M No Response

DEGLEV2 highest degree level offered 66

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

1 OCC Worse  
2 No real difference  
3 OCC better  
7 M Don't know  
9 M No Response

FACILITY facilities/resources 67

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8

Missing Values: 7, 9

Value Label

- 1 OCC Worse
- 2 No real difference
- 3 OCC better
- 7 M Don't know
- 9 M No Response

ATHLETIC Athletics

68

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

- 1 OCC Worse
- 2 No real difference
- 3 OCC better
- 7 M Don't know
- 9 M No Response

CAMPUS are you aware OCC has more than 1 campus?

69

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 7, 8, 9

Value Label

- 0 no
- 1 yes
- 7 M don't know
- 9 M No response

AH identified auburn hills campus

70

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

- 0 No
- 1 Yes
- 8 M Does not apply.
- 9 M No Response

HL identified highland lakes

71

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

ORIDGE identified orchard ridge campus 72

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

RO identified royal oak campus 73

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

SF identified southfield campus 74

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

OTH1 identified non-location 75

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 8, 9

Value Label

0 No  
1 Yes  
8 M Does not apply.  
9 M No Response

LOCATION convenience of OCC's location 76

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9

Value Label

1 strongly disagree  
2 disagree  
3 neutral  
4 agree  
5 strongly agree  
7 don't know  
9 M no response

LIBRARY use of library (in last 2 yrs.) 77

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 7, 9

Value Label

0 Never  
1 Less than once/ year  
2 1-2 times/ year  
3 1-2 times/ month  
4 1-2 times/ week  
7 M Don't know  
9 M No response

CONCERT attended concert, play, art show (in last 2 yrs) 78

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 7, 9

Value Label

- 0 Never
- 1 Less than once/ year
- 2 1-2 times/ year
- 3 1-2 times/ month
- 4 1-2 times/ week
- 7 M Don't know
- 9 M No response

ATHEVENT attended an athletic event (in last 2 yrs.)

79

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 7, 9

Value Label

- 0 Never
- 1 Less than once/ year
- 2 1-2 times/ year
- 3 1-2 times/ month
- 4 1-2 times/ week
- 7 M Don't know
- 9 M No response

WORKSHOP participated in workshop, short course, seminar (in last 2 y

80

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 7, 9

Value Label

- 0 Never
- 1 Less than once/ year
- 2 1-2 times/ year
- 3 1-2 times/ month
- 4 1-2 times/ week
- 7 M Don't know
- 9 M No response

RECFAC use of recreational facilities (in last 2 yrs.)

81

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 7, 9

Value Label

- 0 Never

- 1 Less than once/ year
- 2 1-2 times/ year
- 3 1-2 times/ month
- 4 1-2 times/ week
- 7 M Don't know
- 9 M No response

MEMORABL Enjoyable or memerable event at OCC (anytime in past)

82

Measurement Level: Nominal  
 Column Width: Unknown Alignment: Right  
 Print Format: F2  
 Write Format: F2

Value Label

- 1 Attended concert
- 2 Attended play
- 3 Particular course/class
- 4 A conference/seminar/workshop
- 5 Art/pottery show
- 6 Attended graduation ceremony
- 7 Attended athletic event
- 8 Visited Ridgewood Cafe
- 9 Attended pre-school/day-care
- 10 Attended reading/lecture/political speech
- 11 Attended 'Paul Bunyon Fair'
- 12 Appreciated friendly staff

EXPECT do expect to use facilities/services in next year?

83

Measurement Level: Ordinal  
 Column Width: 8 Alignment: Right  
 Print Format: F1  
 Write Format: F1  
 Missing Values: 9

Value Label

- 0 No
- 1 Yes
- 9 M No Response

LIBRARY2 expect to use library

84

Measurement Level: Ordinal  
 Column Width: 8 Alignment: Right  
 Print Format: F1  
 Write Format: F1  
 Missing Values: 8, 9

Value Label

- 0 No
- 1 Yes
- 8 M Does not apply.

9 M No Response

CONCERT2 expect to attend concert/play/art show

85

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 8, 9

Value Label

0 No

1 Yes

8 M Does not apply.

9 M No Response

ATHEVNT2 expect to attend an athletic event

86

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 8, 9

Value Label

0 No

1 Yes

8 M Does not apply.

9 M No Response

WRKSHOP2 expect to attend workshop/seminar/short course

87

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 8, 9

Value Label

0 No

1 Yes

8 M Does not apply..

9 M No Response

RECFAC2 expect to use recreational facility

88

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Missing Values: 8, 9

Value Label

- 0 No
- 1 Yes
- 8 M Does not apply.
- 9 M No Response

TRANSA aware transfer 89  
Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 9, 7

Value Label

- 0 no
- 1 yes
- 7 M Don't know
- 9 M No response

TRANSB importance transfer 90  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 7

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 7 M Don't Know
- 9 M No response

TRANSC quality transfer 91  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Very poor
- 2 Poor
- 3 Average
- 4 Good
- 5 Excellent
- 8 M Does not apply
- 9 M Unable to respond/No response

WKFRCA aware of customized industry training (workforce development) 92  
Measurement Level: Ordinal

Column Width: Unknown Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 9, 7

Value Label

0 no  
1 yes  
7 M don't know  
9 M No response

WKFRCB importance workforce development

93

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 7

Value Label

1 Not important  
2 Somewhat important  
3 Very Important  
7 M Don't Know  
9 M No response

WKFRCC quality workforce development

94

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

1 Very poor  
2 Poor  
3 Average  
4 Good  
5 Excellent  
8 M Does not apply  
9 M Unable to respond/No response

GENEDA aware general education

95

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 9, 7

Value Label

0 no

1 yes  
7 M don't know  
9 M No response

GENEDB importance general education 96  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 7

Value Label

1 Not important  
2 Somewhat important  
3 Very Important  
7 M Don't Know  
9 M No response

GENEDC quality general education 97  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

1 Very poor  
2 Poor  
3 Average  
4 Good  
5 Excellent  
8 M Does not apply  
9 M Unable to respond/No response

DEVEDA aware developmental education 98  
Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 9, 7

Value Label

0 not  
1 yes  
7 M don't know  
9 M No response

DEVEDB importance developmental education 99

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 7

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 7 M Don't Know
- 9 M No response

DEVEDC quality developmental education 100

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Very poor
- 2 Poor
- 3 Average
- 4 Good
- 5 Excellent
- 8 M Does not apply
- 9 M Unable to respond/No response

COMMA aware community service 101

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 9, 7

Value Label

- 0 no
- 1 yes
- 7 M don't know
- 9 M No response

COMMB importance community service 102

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 7

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 7 M Don't Know
- 9 M No response

COMMC quality community service 103  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Very poor
- 2 Poor
- 3 Average
- 4 Good
- 5 Excellent
- 8 M Does not apply
- 9 M Unable to respond/No response

TECHA aware occupational/technical education 104  
Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 9, 7

Value Label

- 0 no
- 1 yes
- 7 M don't know
- 9 M No response

TECHB importance occupational/technical education 105  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 7

Value Label

- 1 Not important
- 2 Somewhat important
- 3 Very Important
- 7 M Don't Know
- 9 M No response

TECHC quality occupational/technical education 106  
Measurement Level: Ordinal

Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9, 8

Value Label

- 1 Very poor
- 2 Poor
- 3 Average
- 4 Good
- 5 Excellent
- 8 M Does not apply
- 9 M Unable to respond/No response

PURPOSE most important purpose 107

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write 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 108

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 7, 9

Value Label

- 0 No
- 1 Yes
- 7 M Not sure
- 9 M No Response

WHYREC reason would/wouldn't recommend to others 109

Measurement Level: Nominal  
Column Width: Unknown Alignment: Left  
Print Format: A8  
Write Format: A8  
Missing Values: '88', '99'

Value Label

- 1 Convenient location
- 2 Cost/good value/affordable
- 0 Inconvenient locations
- 1 Prefer 4 yr. institutions
- 2 Faculty/staff unfriendly, poor quality
- 3 Not enough knowledge to recommend
- 4 High tuition
- 5 No confidence in OCC as college
- 3 Believe in higher education/personal enrichment
- 4 Good past experience/recommended by family, friends
- 5 Reputation/quality education
- 6 Faculty/ quality of teaching staff
- 7 Curriculum/wide range of options
- 8 Good place to start/stepping stone to 4 yr. coll.
- 88 M Does not apply
- 9 Transfer ability
- 99 M no answer

YEAR birth year

110

Measurement Level: Scale  
Column Width: Unknown Alignment: Right  
Print Format: F2  
Write Format: F2  
Missing Values: 99

EDU highest level of education completed

111

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 9

Value Label

- 1 Eighth grade or less
- 2 Some high school
- 3 High school graduate
- 4 Vocational/technical school
- 5 Some college
- 6 College graduate
- 7 Post-graduate
- 9 M No response

EMPLOYED current employment status

112

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F8  
Write Format: F8  
Missing Values: 7, 9

Value Label

0 not employed  
1 less than or = to 20 hrs/wk  
2 more than 20 hrs/wk  
7 M Uncertain/Don't Know  
9 M No response

WH White 113

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9

Value Label

0 Not White  
1 White  
9 M No response

AA African American 114

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9

Value Label

0 Not African American  
1 African American  
9 M No response

CA Chaldean 115

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9

Value Label

0 Not Chaldean  
1 Chaldean  
9 M No response

HI Hispanic 116

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9

Value Label

0 Not Hispanic  
1 Hispanic  
9 M No response

AS Asian American 117

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9

Value Label

0 Not Asian American  
1 Asian American  
9 M No response

OTH6 racial/ethnic group other than those mentioned 118

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9

Value Label

0 Not  
1 Other  
9 M No response

RACE which other racial/ethnic group 119

Measurement Level: Nominal  
Column Width: Unknown Alignment: Left  
Print Format: A15  
Write Format: A15

INCOME income group of household 121

Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 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  
9 M No response

ZIP zip code  
Measurement Level: Nominal  
Column Width: Unknown Alignment: Right  
Print Format: F3  
Write Format: F3  
Missing Values: 9

122

Value Label

9 M No response

GENDER Respondent's gender  
Measurement Level: Ordinal  
Column Width: Unknown Alignment: Right  
Print Format: F1  
Write Format: F1  
Missing Values: 9

123

Value Label

0 female

1 male

9 M Missing

**PUBLIC OPINION POLL  
POSSIBLE QUESTIONS**

**1. WHERE IS THE OFFICE OF INSTITUTIONAL RESEARCH ?**

Located at 27055 Orchard Lake Road, Farmington Hills. The director is Mr Martin Orłowski. If you have questions or concerns about participating in the survey, you may contact him at (248)471-7746.

**2. WHAT IS THE PURPOSE OF THE SURVEY?**

We are gauging Oakland County residents' opinions about higher education, in general and about Oakland Community College's service to the community, in particular. We would like to know how you feel on this issue.

**3. WHAT WILL IT BE USED FOR?**

It will be used solely for research purposes, all information is absolutely confidential. We are interested in the combined responses of the 400 people who will be interviewed. No individual response will be singled out.

**4. HOW DID YOU GET MY NUMBER?**

It was generated at random by a computer, without using the telephone directory.