

OAKLAND
COMMUNITY
COLLEGE

**2002 Public Opinion Poll
Fall 2002**

Preliminary Report

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Executive Summary

Purpose of the Study

The purpose of this study is to determine how Oakland County residents view higher education, and assess their voting habits.

Methodology

A stratified sample of 8,000 Oakland County residents was obtained from Practical Political Consulting. The sample consisted of a representative sample of Oakland County residents over 18 years of age, including voters and non-voters.

From this sample, a telephone survey (see Appendix A) was administered during the Fall 2002 semester, in which 591 surveys were completed.

Limitations

Several questions in the survey compare OCC to a list of schools that the Marketing Department deemed competitive. Although the list may indeed encompass OCC's primary competitors, the list is almost entirely comprised of four-year colleges and universities. Thus, in survey questions that compare OCC to these schools, the results may be influenced by the survey participants' perceptions of four-year colleges and universities versus two-year community colleges, rather than a reflection of OCC in general.

Key Findings

The demographics of the survey participants are as follows:

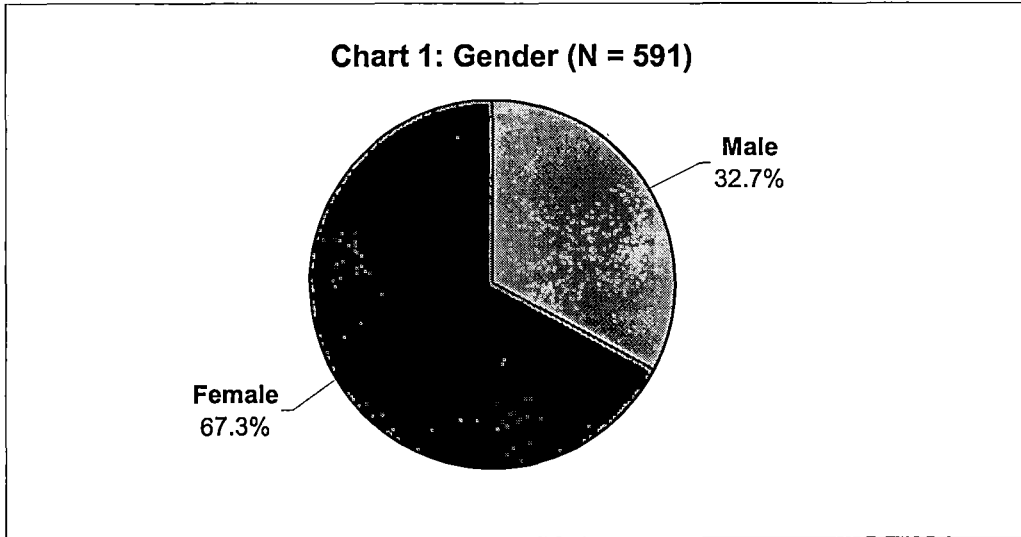
- Approximately two-thirds (67.3%) of survey participants were female.
- Over one-third (36.4%) of survey participants were between 46 and 60 years of age.
- The majority (86.1%) of survey participants categorized themselves as Caucasian.

Key Findings continued

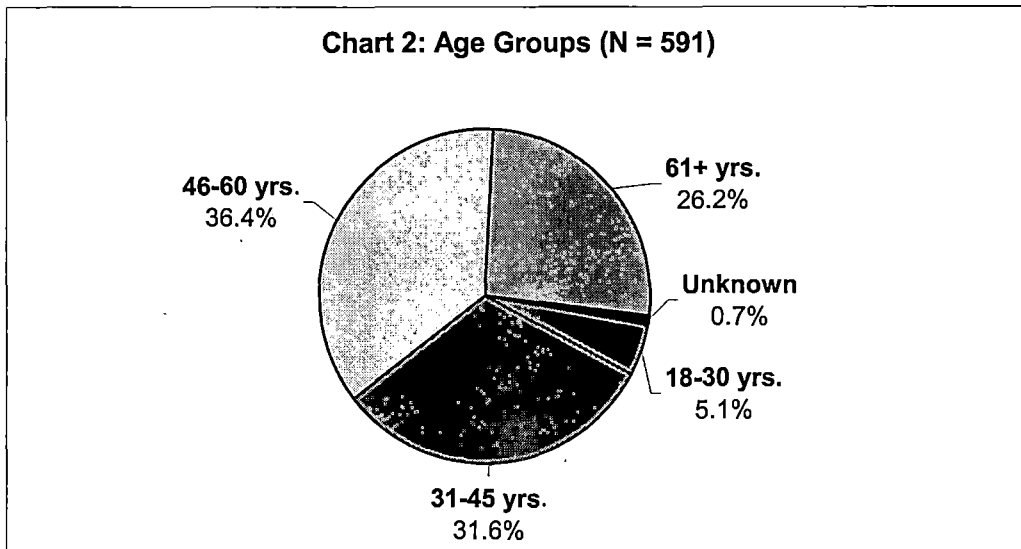
Survey Responses are as follows:

- Family and Friends (83.4%) were considered the primary source of information on post-secondary higher education issues, and regarded as the most reliable source as well (43.5%).
- Quality of Instruction (88.8%) and Quality of Degree Programs (88.5%) were the top items ranked as very important when choosing a college.
- Of the schools outlined in this survey, participants were most familiar with Wayne State University (88.5%).
- Wayne State University and Oakland University tied (N = 129) as the top-ranked school that does an exceptional job in preparing students for the current job market.
- OCC fared better in comparison to other respondents' first ranked schools in issues relating to Tuition Costs (50.0%) and Ability to Transfer to Other Institutions of Higher Education (49.0%).
- Over two-thirds (68.5%) of survey participants considered the cost of college to be very expensive. However, 42.3% regarded the tuition rate at OCC as somewhat inexpensive.
- Student Scholarships (88.5%) received the highest approval rating in items that should receive funds from property tax revenues.
- Nearly one-half (49.6%) of survey participants suggested that the primary funding source to maintain quality services at OCC be obtained from a combination of property tax and tuition increases.
- Almost all (94.8%) of survey participants had household members who attended a college or university, and one-half (54.6%) had someone in the household who attended, or plan on attending OCC.
- Nearly every (99.5%) survey participant was a registered voter. More than one-half (57.7%) of survey participants always voted in every election, and three-quarters (75.2%) voted in national, state, local and school district elections. Moreover, 78.8% of survey participants stated that other members of their household vote as well.

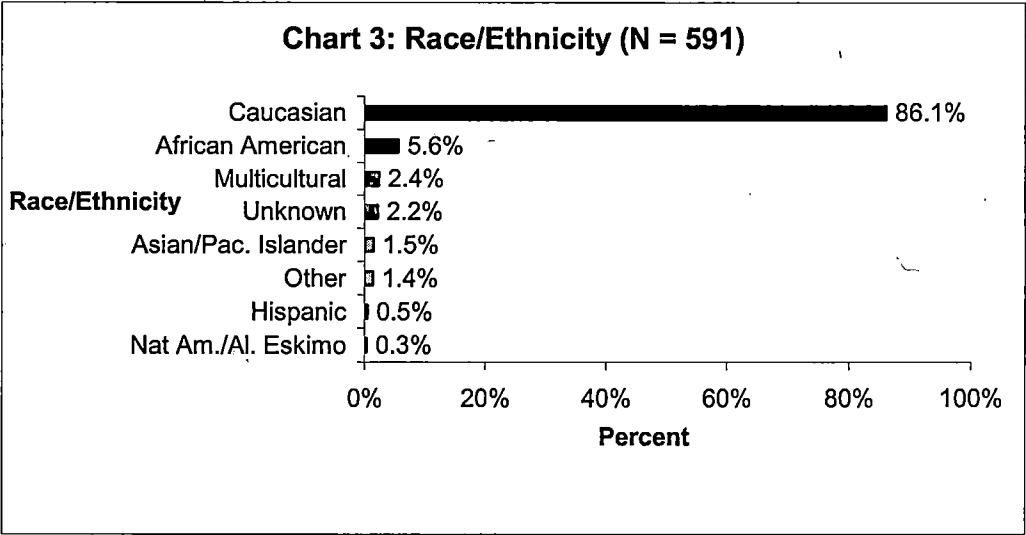
Demographics of Survey Participants



Summary: Over two-thirds (67.3%) of survey participants were female.

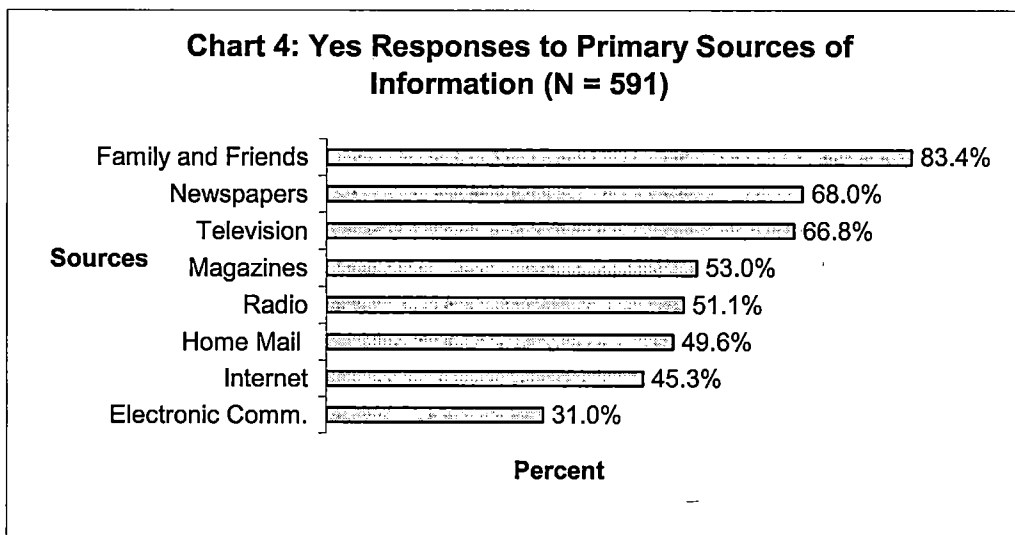


Summary: More than one-third (36.4%) of survey participants were between 46 and 60 years of age, while 31.6% were between 31 and 45 years of age. Approximately one-quarter (26.2%) of survey participants were over 61 years of age, and 5.1% were between 18 and 30 years of age.



Summary: The majority (86.1%) of survey participants categorized themselves as Caucasian.

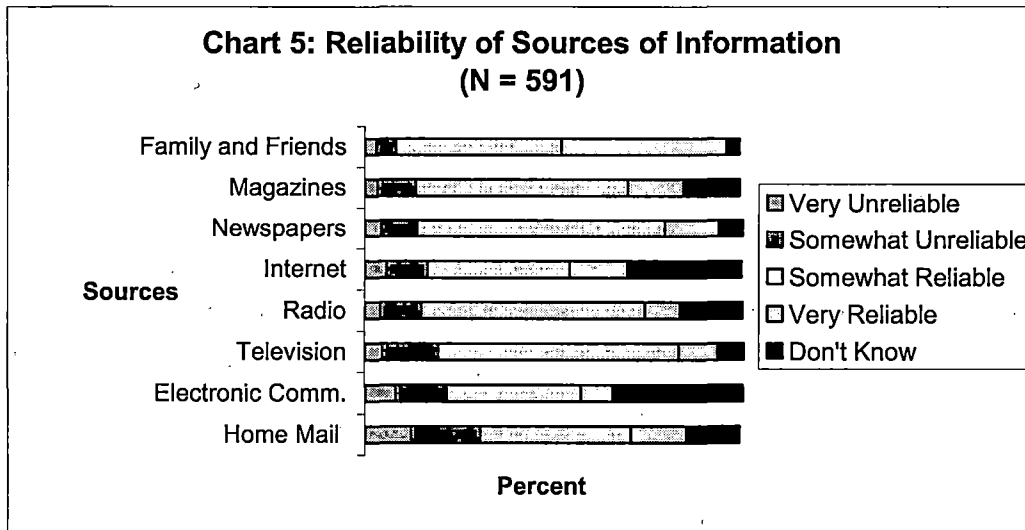
Survey Responses



Summary: The top three primary sources of information on post-secondary higher education issues are as follows: 1) Family and Friends (83.4%); 2) Newspapers (68.0%); and 3) Television (66.8%).

A total of 34 survey participants (5.8%) suggested "Other" primary sources of information including the following:

- School Resources and Administrators (N = 19);
- Books from Libraries and Bookstores (N = 5);
- Word-of-Mouth (N = 3); and
- Churches (N = 2).



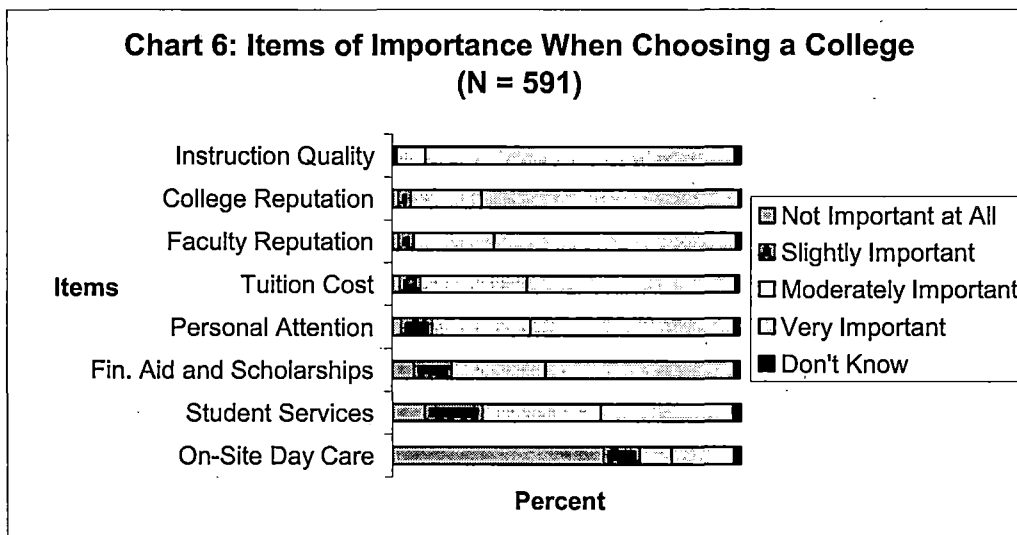
Summary: The top three primary sources of information that survey participants considered *very reliable* are as follows: 1) Family and Friends (43.5%); 2) Internet (15.2%); and 3) (tied) Direct Mail Sent to Your Home (14.7%), and Magazines (14.7%).

Table 1: Mean Rating¹ of Primary Sources of Information:

Sources	N	Mean
Family and Friends	564	3.34
Magazines	497	2.98
Newspapers	552	2.96
Internet	409	2.90
Radio	491	2.88
Television	550	2.85
Electronic Communication	386	2.68
Home Mail	505	2.67

Summary: The top three *overall* mean ratings of reliable sources of information are as follows: 1) Family and Friends (3.34); 2) Magazines (2.98); and 3) Newspapers (2.96).

¹ Mean rating is based on a four-point scale with 1 = Very Unreliable, 2 = Somewhat Unreliable, 3 = Somewhat Reliable, and 4 = Very Reliable. *Don't Know* and *Missing* responses were not calculated into the mean rating.



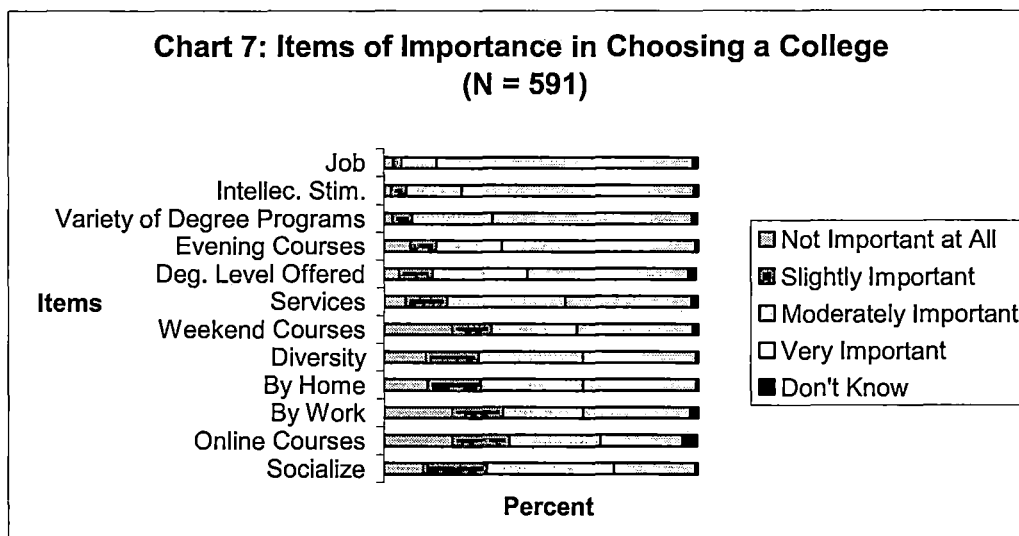
Summary: The top three items ranked *very important* in choosing a college are as follows: 1) Quality of Instruction (88.8%); 2) Reputation of College (73.8%); and 3) Reputation of Faculty (69.4%).

Table 2: Mean Rating² of Items of Importance in Choosing a College:

Items	N	Mean
Quality of Instruction	581	3.89
Reputation of College	587	3.67
Reputation of Faculty	583	3.62
Tuition Cost	583	3.50
Amount of Personal Attention	581	3.45
Availability of Financial Aid and Scholarships	581	3.31
Student Services Available	578	3.03
On-Site Day Care	580	1.84

Summary: The top three items that ranked *very important* in choosing a college, also received the highest *overall* mean ratings as well: 1) Quality of Instruction (3.89); 2) Reputation of College (3.67); and 3) Reputation of Faculty (3.62).

² Mean rating is based on a four-point scale with 1 = Not Important at All, 2 = Slightly Important, 3 = Moderately Important, and 4 = Very Important. *Don't Know* and *Missing* responses were not calculated into the mean rating.



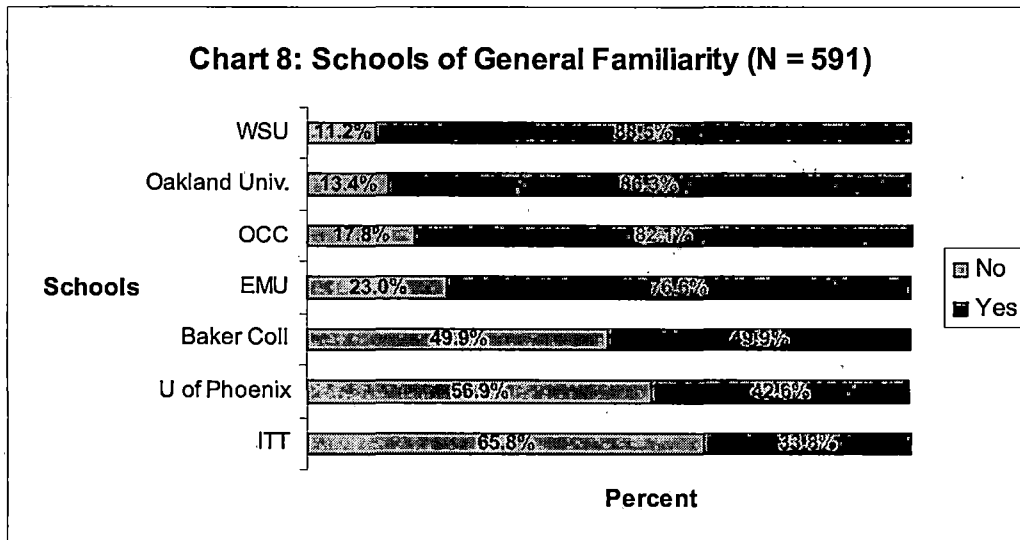
Summary: The top three items ranked *very important* in choosing a college are as follows: 1) Quality of Degree Programs (88.5%); 2) Ability to Get a Job After Attending (81.6%); and 3) An Intellectually Stimulating Environment (73.8%).

Table 3: Mean Rating³ of Items of Importance in Choosing a College:

Items	N	Mean
Quality of Degree Programs	580	3.88
Ability to Get a Job After Attending	582	3.74
An Intellectually Stimulating Environment	582	3.65
Variety of Degree Programs	579	3.53
Availability of Evening Courses	585	3.37
Highest Degree Level Offered	572	3.32
Quality of Student Services	577	3.14
Cultural Diversity of Student Body	586	2.92
Close to Home	587	2.91
Availability of Weekend Courses	581	2.81
Opportunity to Socialize with Other Students	586	2.80
Close to Work	575	2.74
Online Courses	562	2.63

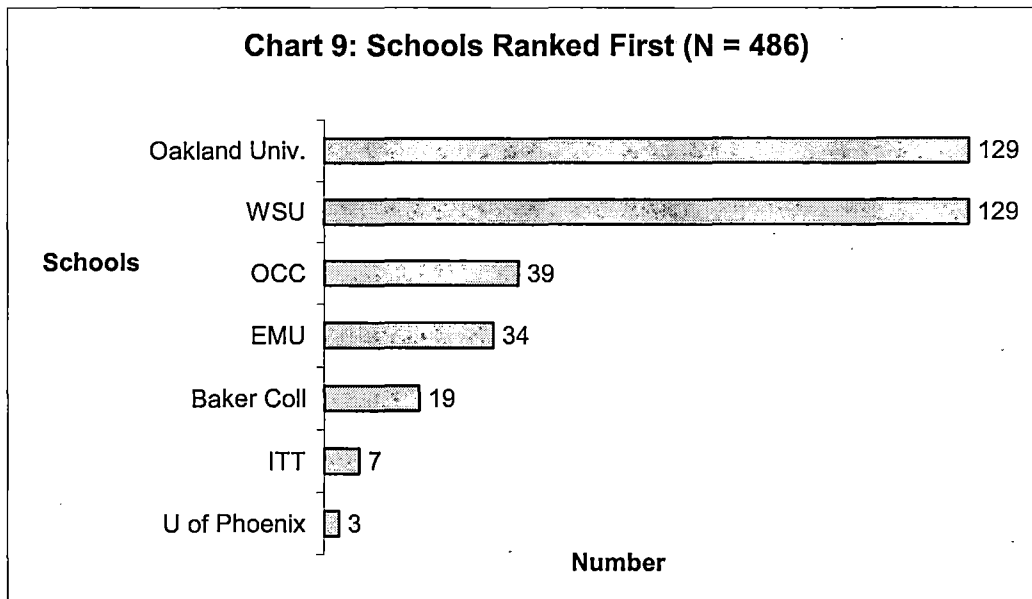
Summary: The *overall* mean ratings of items of importance in choosing a college are as follows: 1) Quality of Degree Programs (3.88); 2) Ability to Get a Job After Attending (3.74) and 3) An Intellectually Stimulating Environment (3.65).

³ Mean rating is based on a four-point scale with 1 = Not Important at All, 2 = Slightly Important, 3 = Moderately Important, and 4 = Very Important. *Don't Know* and *Missing* responses were not calculated into the mean rating.



Summary: Of the schools listed, the top three schools with which survey participants were most familiar are as follows: 1) Wayne State University (88.5%); Oakland University (86.3%); and Oakland Community College (82.1%).

*Note: If survey respondent answered *No* to all schools listed on question 5 (N = 13), or *No* to OCC (N = 92), then survey continued on question 10, skipping questions 6-9, which compared the schools listed.

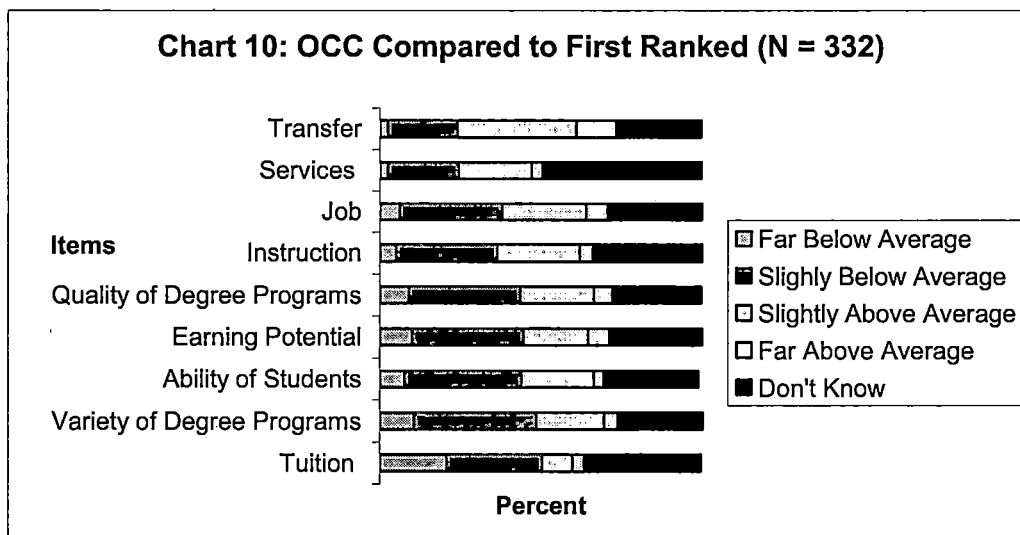


Summary: Responses were ranked in the order they were mentioned. The top three schools that were *first mentioned* as schools that do an exceptional job in preparing students for the current job market are as follows: 1) (tied) Wayne State University (N = 129) and Oakland University (N = 129); 2) Oakland Community College (N = 39); and 3) Eastern Michigan University (N = 34).

Some survey participants ranked more than one school. Of those responses, the same ranking order applies to schools that were *mentioned second* as well (Wayne State University = 64; Oakland University = 45; OCC = 34; and Eastern Michigan University = 32).

It is noteworthy to mention that approximately one-quarter (25.5%) of survey participants responded *Don't Know* on question 6.

*Note: If respondent answered only OCC (N = 28), or *Don't Know* (N = 124), or did not respond (N = 2) on question 6, then survey continued on question 10, skipping questions 7-9, which compared the schools listed to OCC.



Summary: The item that survey participants rated with a higher percentage of *Slightly Above Average* or *Far Above Average* responses, rather than items rated *Below Average* or *Don't Know* is *Ability to Transfer to Other Institutions of Higher Education* (49.0%).

Although *Tuition Costs* is categorized as *Below Average*, this finding is positive considering that tuition costs are perceived as lower than survey participants' first ranked school. These findings are further supported by the results of Chart 13 on page 18.

*Note: If survey respondent only ranked one school besides OCC on question 6, then survey continued on question 10, skipping questions 8-9, which compared the second and third schools listed to OCC.

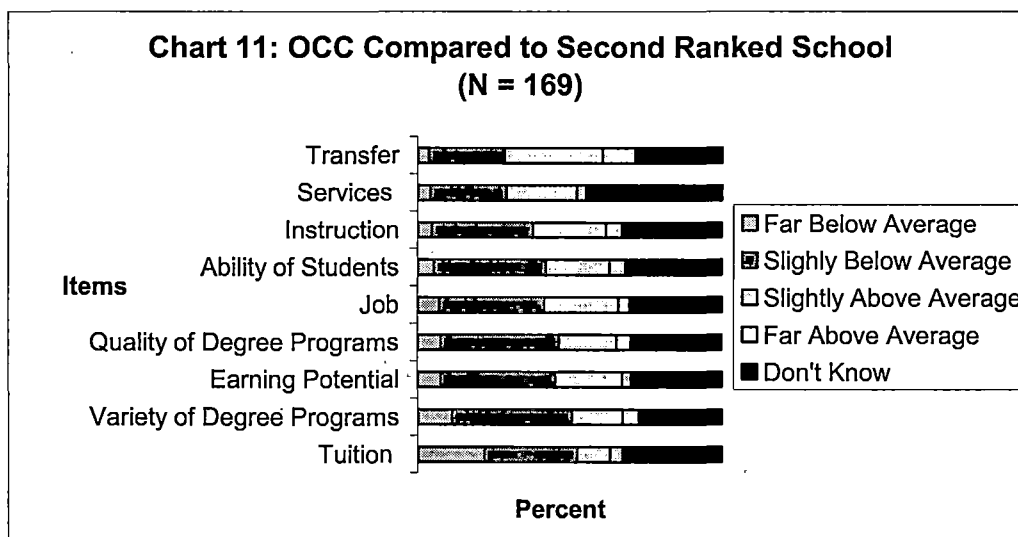
Table 4: Mean Rating⁴ of Items When OCC is Compared to First Ranked School:

Items	N	Mean
Ability to Transfer to Other Institutions of Higher Education	242	2.81
Student Services Available	166	2.54
Ability to Get a Job After Attending	233	2.47
Quality of Instruction	218	2.44
Quality of Degree Programs	238	2.35
Earning Potential After Attending	235	2.33
Academic Ability of Students	229	2.30
Variety of Degree Programs	243	2.26
Tuition Costs ⁵	209	1.94

Summary: The *overall* mean ratings indicate that OCC ranks highest in the following top three items when compared to survey participants' first ranked school: 1) Ability to Transfer to Other Institutions of Higher Education (2.81); 2) Student Services Available (2.54); and 3) Ability to Get a Job After Attending (2.47).

⁴ Mean rating is based on a four-point scale with 1 = Far Below Average, 2 = Slightly Below Average, 3 = Slightly Above Average, and 4 = Far Above Average. *Don't Know* and *Missing* responses were not calculated into the mean rating.

⁵ Although *Tuition Costs* received the lowest mean rating, this finding is positive considering that tuition costs are perceived as lower than survey participants' first ranked school. These findings are further supported by the results of Chart 13 on page 18.



Summary: The items that survey participants rated with a higher percentage of *Slightly Above Average* or *Far Above Average* responses, rather than items rated *Below Average* or *Don't Know* is *Ability to Transfer to Other Institutions of Higher Education* (42.7%).

Although *Tuition Cost* is categorized as *Below Average*, the finding is positive considering that tuition costs are perceived as lower than survey participants' first ranked school. These findings are further supported by the results of Chart 13 on page 18.

*Note: If survey respondent only ranked two schools besides OCC on question 6, then survey continued on question 10, skipping question 9, which compared the third school listed to OCC.

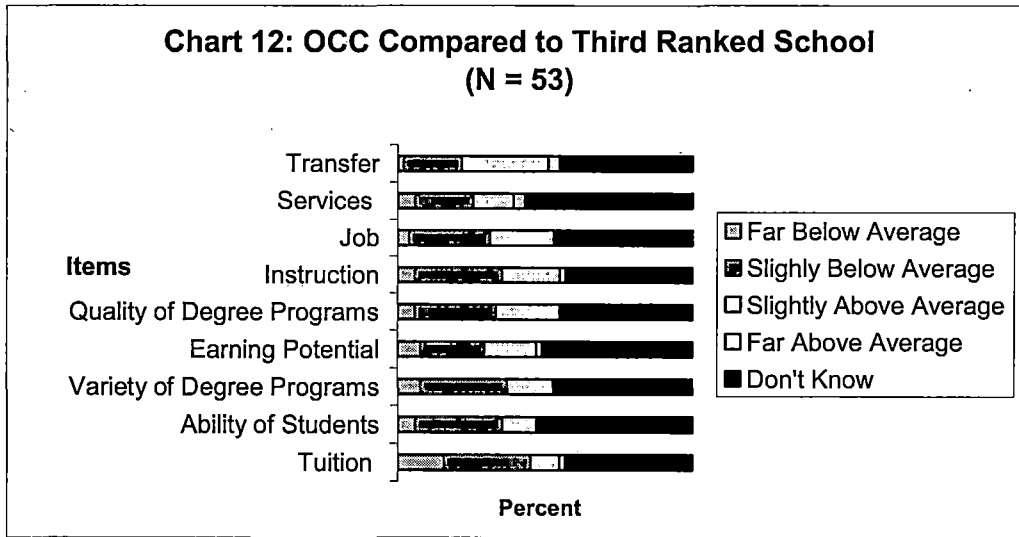
Table 5: Mean Rating⁶ of Items When OCC is Compared to Second Ranked School:

Items	N	Mean
Ability to Transfer to Other Institutions of Higher Education	120	2.70
Student Services Available	93	2.45
Quality of Instruction	113	2.44
Academic Ability of Students	115	2.38
Ability to Get a Job After Attending	117	2.35
Quality of Degree Programs	118	2.30
Earning Potential After Attending	118	2.29
Variety of Degree Programs	122	2.22
Tuition Costs ⁷	113	1.96

Summary: The *overall* mean ratings indicate that OCC ranks highest in the following top three items when compared to survey participants' second ranked school: 1) Ability to Transfer to Other Institutions of Higher Education (2.70); 2) Student Services Available (2.45); and 3) Quality of Instruction (2.44).

⁶ Mean rating is based on a four-point scale with 1 = Far Below Average, 2 = Slightly Below Average, 3 = Slightly Above Average, and 4 = Far Above Average. *Don't Know* and *Missing* responses were not calculated into the mean rating.

⁷ Although *Tuition Costs* received the lowest mean rating, this finding is positive considering that tuition costs are perceived as lower than survey participants' first ranked school. These findings are further supported by the results of Chart 13 on page 18.



Summary: There were *no* items that survey participants rated with a higher percentage of *Slightly Above Average* or *Far Above Average* responses, rather than items rated below average or Don't Know.

Although *Tuition Costs* is categorized as *Below Average*, the finding is positive considering that tuition costs are perceived as lower than survey participants' first ranked school. These findings are further supported by the results of Chart 13 on page 18.

*Note: Survey participants were not asked to compare more than their top three ranked schools to OCC.

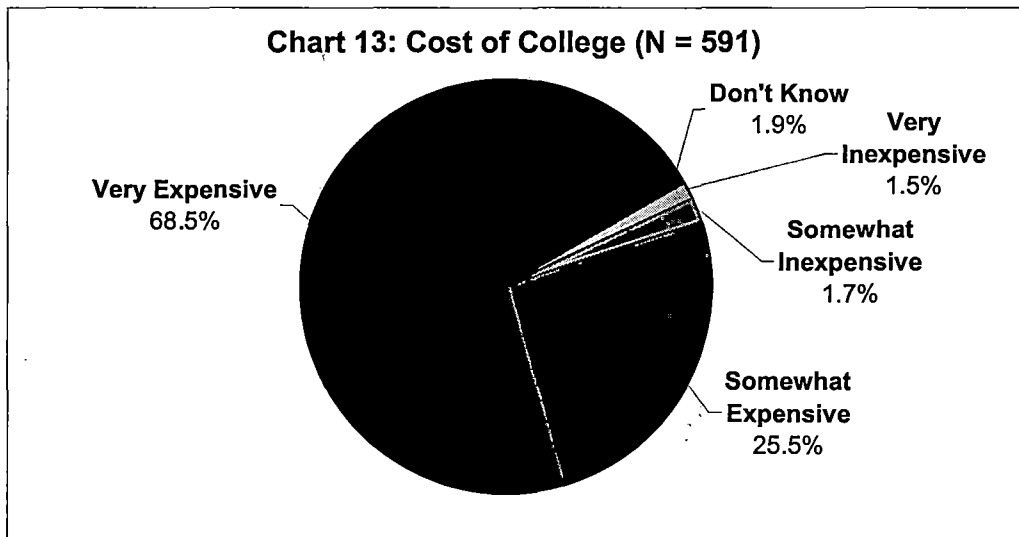
Table 6: Mean Rating⁸ of Items When OCC is Compared to Third Ranked School:

Items	N	Mean
Ability to Transfer to Other Institutions of Higher Education	28	2.64
Student Services Available	22	2.36
Ability to Get a Job After Attending	27	2.33
Quality of Instruction	29	2.31
Quality of Degree Programs	28	2.29
Earning Potential After Attending	25	2.28
Variety of Degree Programs	27	2.15
Academic Ability of Students	24	2.13
Tuition Costs ⁹	29	1.97

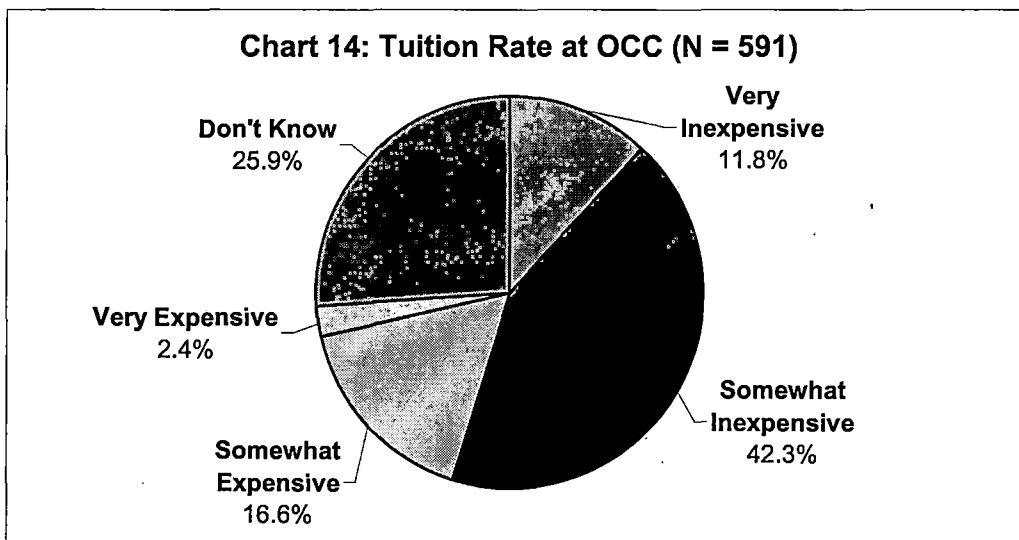
Summary: The *overall* mean ratings indicate that OCC ranks highest in the following top three items when compared to survey participants' third ranked school: 1) Ability to Transfer to Other Institutions of Higher Education (2.64); 2) Student Services Available (2.36); and 3) Ability to Get a Job After Attending (2.33).

⁸ Mean rating is based on a four-point scale with 1 = Far Below Average, 2 = Slightly Below Average, 3 = Slightly Above Average, and 4 = Far Above Average. *Don't Know* and *Missing* responses were not calculated into the mean rating.

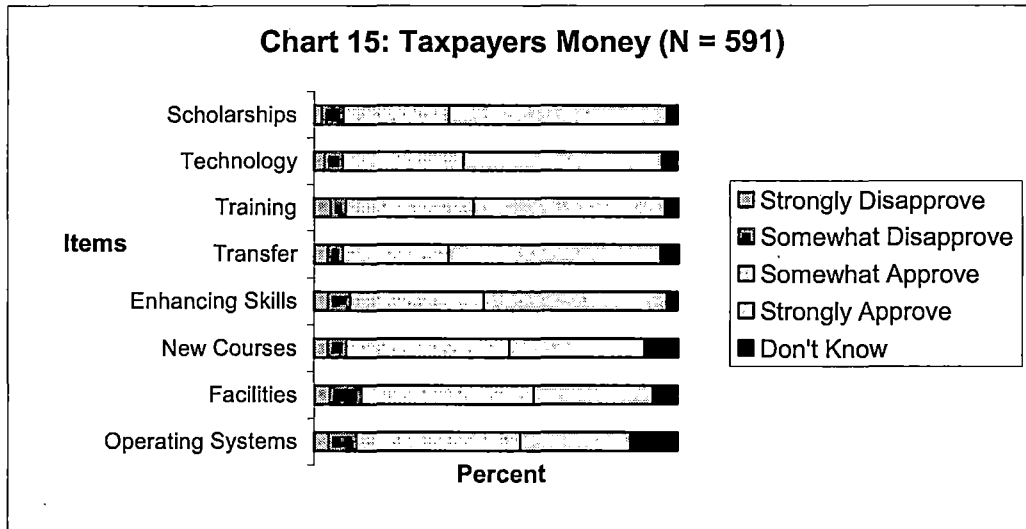
⁹ Although *Tuition Costs* received the lowest mean rating, this finding is positive considering that tuition costs are perceived as lower than survey participants' first ranked school. These findings are further supported by the results of Chart 13 on page 18.



Summary: Over two-thirds (68.5%) of survey participants considered the cost of college to be *very expensive*.



Summary: Forty-two percent (42.3%) of survey participants considered the tuition rate at OCC *somewhat inexpensive* in comparison to other colleges of which they were familiar. It is noteworthy to mention that one-quarter (25.9%) of survey participants were not familiar with how OCC tuition rates compared to those of other colleges.



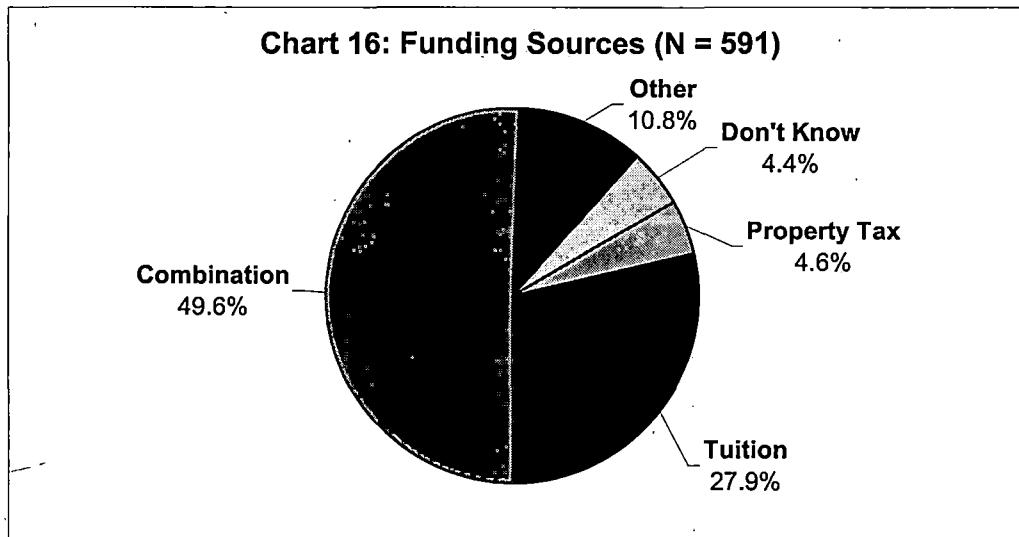
Summary: The top three items that received the highest *approval* ratings in allocating funds from property tax revenues are as follows: 1) Student Scholarships (88.5%); 2) Acquiring State-of-the-Art Technology for the Classroom (87.5%); and 3) Training Students to Meet Critical Labor Shortages (87.2%).

Table 7: Mean Rating¹⁰ of Items in Which to Allocate Funds From Property Tax Revenues:

Items	N	Mean
Student Scholarships	570	3.51
Preparing Students to Transfer to 4-Year Institutions	559	3.50
Acquiring State-of-the Art Technology for the Classroom	562	3.46
Training Students to Meet Critical Labor Shortages	566	3.41
Enhancing Skills of Existing Workers	569	3.38
New Courses of Study	534	3.27
Improving Facilities	546	3.17
Improving College Operating Systems	511	3.17

Summary: The top three items that received the highest *overall* mean ratings in which to allocate funds from property tax revenues are as follows: 1) Student Scholarships (3.51); 2) Preparing Students to Transfer to 4-Year Institutions (3.50); and 3) Acquiring State-of-the-Art Technology for the Classroom.

¹⁰ Mean rating is based on a four-point scale with 1 = Strongly Disapprove, 2 = Somewhat Disapprove, 3 = Somewhat Approve, and 4 = Strongly Disapprove. *Don't Know* and *Missing* responses were not calculated into the mean rating.

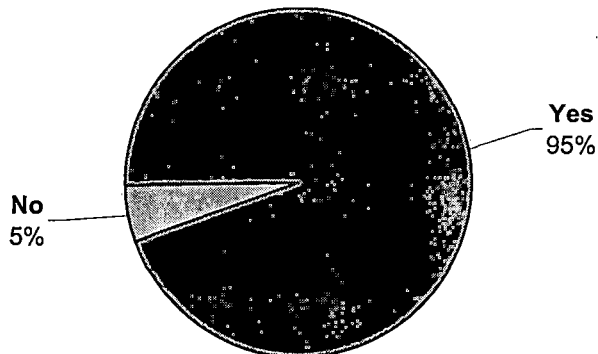


Summary: One-half (49.6%) of survey participants suggested that the primary funding source to maintain quality services at OCC should be obtained from a combination of property tax and tuition increases, while one-quarter (27.9%) suggested only a tuition increase.

Eleven percent (10.8%) of survey participants suggested that funding be derived from other sources, including the following:

- Government (N = 16);
- Businesses and Corporations (N = 13);
- Lottery (N = 10);
- Donations (N = 9); and
- Fundraising (N = 6).

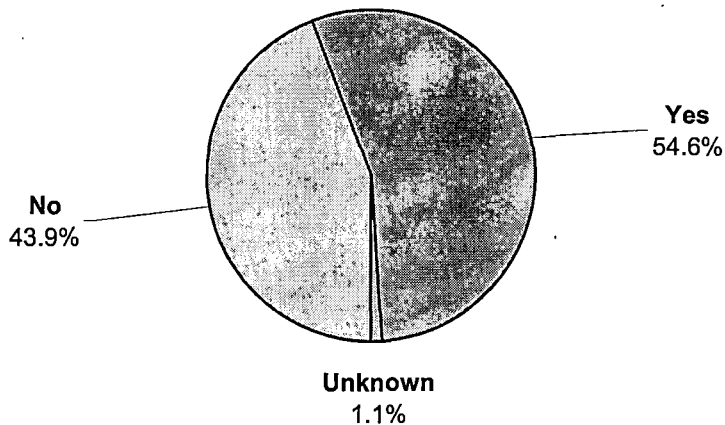
Chart 17: Anyone in Household Ever Attended a College or University (N = 591)



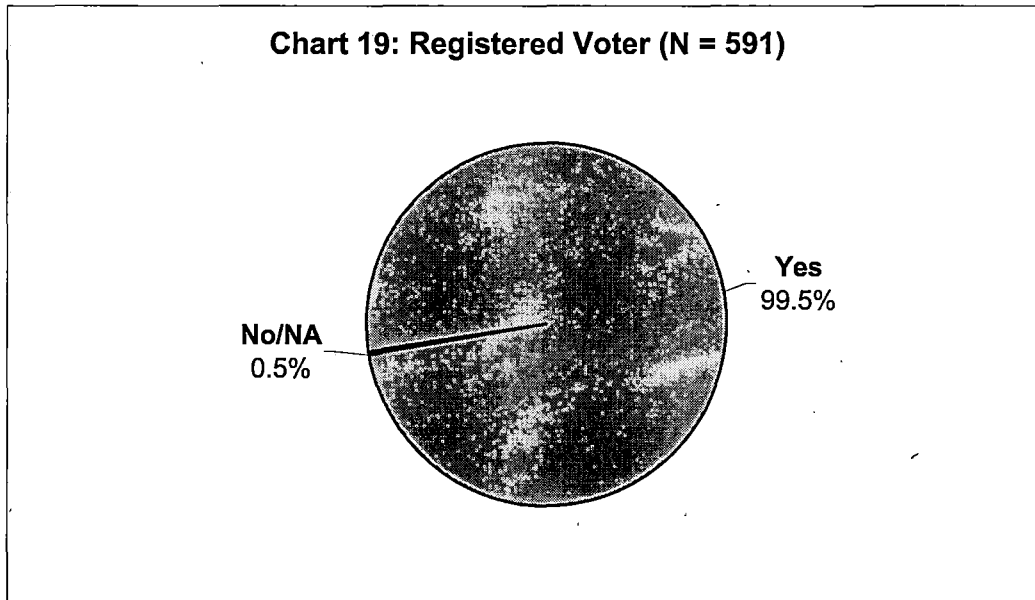
Summary: Almost all (94.8%) survey participants had someone in the household that attended a college or university.

*Note: If survey respondent answered *No* (N = 31) on question 14, then survey continued on question 16.

Chart 18: Anyone in the Household Ever Attended or Plan on Attending OCC (N = 560)

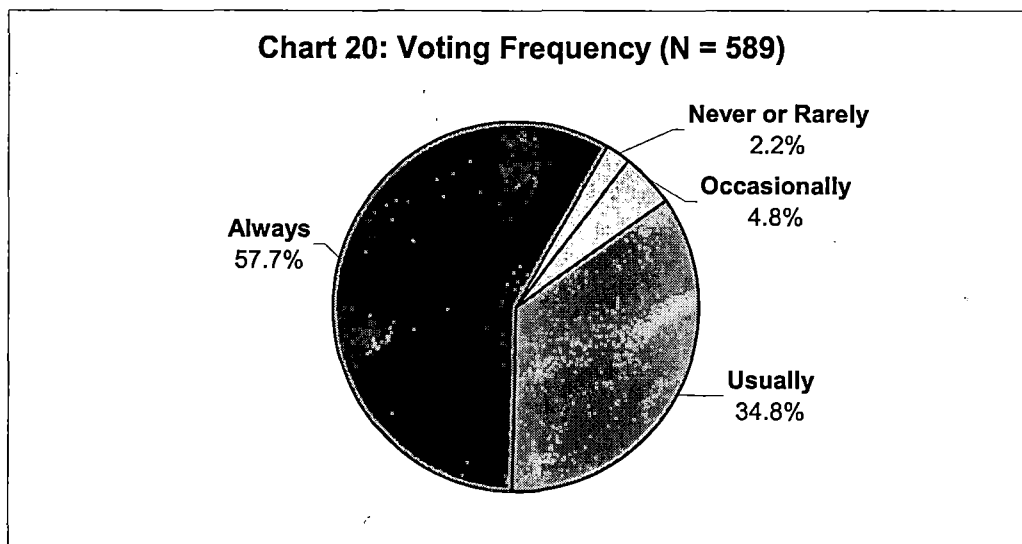


Summary: More than one-half (54.6%) of survey participants had someone in the household who attended, or plan on attending, OCC.

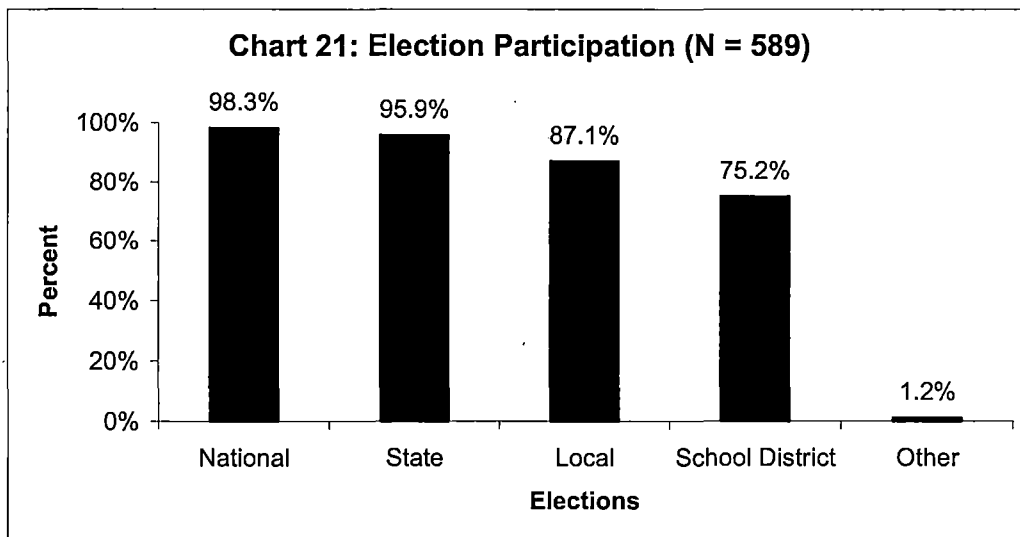


Summary: Nearly every (99.5%) survey participant was a registered voter with the exception of two (.25%), and two participants (.25%) did not answer the question.

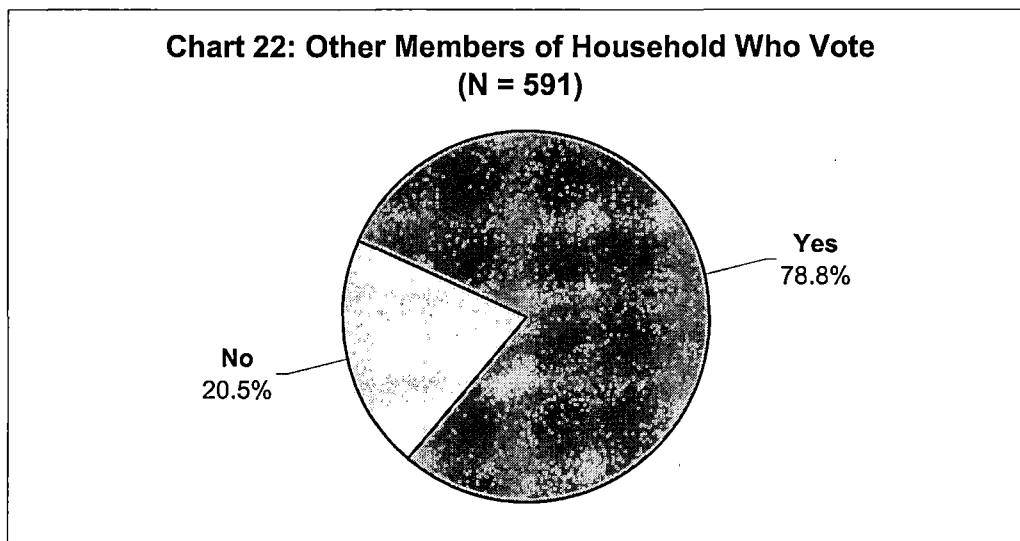
*Note: If survey respondent answered *No* (N = 2) on question 16, then survey continued on question 19.



Summary: Over one-half (57.7%) of survey participants stated that they always vote in every election, while one-third (34.8%) stated that they usually vote in most elections.



Summary: More than three-quarters (75.2%) of survey participants vote in national, state, local and school district elections.



Summary: Over three-quarters (78.8%) of survey participants stated that other members of their household vote. However, it is noteworthy to mention, No responses (20.5%) include those households with only one member, and households with other members under the legal voting age.

Appendix A:
2002 Public Opinion Poll Survey

2002 Public Opinion Poll



Interviewer Name: _____

Date: _____

Hello, my name is _____, and I'm calling from the Oakland Center for Social Research. May I please speak to first name listed on label or second name listed on label ? **(INTERVIEWER: IF NEITHER OF THESE PEOPLE ARE AVAILABLE, ASK FOR THIRD NAME LISTED. IF NO THIRD NAME LISTED, THANK AND TERMINATE).**

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

2002 Public Opinion Poll

First, I would like to ask some questions about how you obtain information on educational issues.

1. Would you please tell me what are your *primary sources of information* on post-secondary higher education issues? Please answer **yes** or **no** to each of the following sources:

(interviewer: please read choices)

		Yes	No	<i>(don't read)</i> Don't Know	<i>(don't read)</i> Missing
a.	Newspapers	1	0	88	99
b.	Radio	1	0	88	99
c.	Television	1	0	88	99
d.	Magazines	1	0	88	99
e.	Direct Mail Sent to Your Home	1	0	88	99
f.	Electronic Communication	1	0	88	99
g.	Internet	1	0	88	99
h.	Family and Friends	1	0	88	99
i.	Other <i>(please specify)</i>				

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

(interviewer: please read choices except gray areas)

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

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3. If you were choosing a college to attend, how important would the following items be in your decision-making process? Please tell me if these items would **not be important at all, slightly important, moderately important** or **very important**: *(interviewer: please read choices except gray areas)*

		Not Important at all	Slightly Important	Moderately Important	Very Important	(don't read) Don't Know	(don't read) Missing
a.	Reputation of College	1	2	3	4	88	99
b.	Reputation of Faculty	1	2	3	4	88	99
c.	Quality of Instruction	1	2	3	4	88	99
d.	Tuition Cost	1	2	3	4	88	99
e.	Availability of Financial Aid and Scholarships	1	2	3	4	88	99
f.	Amount of Personal Attention	1	2	3	4	88	99
g.	On-Site Day Care	1	2	3	4	88	99
h.	Student Services Available	1	2	3	4	88	99

4. Still using the same scale, **not important at all, slightly important, moderately important** or **very important**, would you please tell me how important you would consider the following items in choosing a college: *(interviewer: please read choices except gray areas)*

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

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

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

		Yes	No	<i>(don't read)</i> Don't Know	<i>(don't read)</i> Missing
a.	Oakland University	1	0	88	99
b.	Oakland Community College	1	0	88	99
c.	ITT Technical Institute	1	0	88	99
d.	University of Phoenix	1	0	88	99
e.	Baker College	1	0	88	99
f.	Wayne State University	1	0	88	99
g.	Eastern Michigan University	1	0	88	99

IMPORTANT: Interviewer - If respondent answers "**NO**" to **ALL** the above schools, **OR**, if respondent answers "**NO**" to question 5b (Oakland Community College), skip to question 10 on page six.

6. Keeping in mind the schools just mentioned, which of those schools do you think does an exceptional job in preparing students for the current job market? *(interviewer: do NOT read choices, but NUMBER all responses mentioned IN THE ORDER THEY WERE MENTIONED. For example, if University of Phoenix was mentioned first, place a "1" on the Ranking line next to it's name)!*

- | Ranking | College |
|---------|-----------------------------|
| 1 _____ | Oakland University |
| 2 _____ | Oakland Community College |
| 3 _____ | ITT Technical Institute |
| 4 _____ | University of Phoenix |
| 5 _____ | Baker College |
| 6 _____ | Wayne State University |
| 7 _____ | Eastern Michigan University |

**Interviewers:
Rank responses
on worksheet as
well.**

88 Don't Know
99 Missing

IMPORTANT Interviewer: If respondent answered only "OCC" or "Don't Know" on question 6, or if a response to question 6 is missing altogether, skip to Question 10 on page six.

Now I'd like to ask you some questions about Oakland Community College in particular. From this point on, I may refer to Oakland Community College as OCC.

7. Keeping in mind the schools mentioned, could you please tell me on average, how you view OCC compared to _____ *(interviewer: Look on worksheet and remind respondent what school they mentioned first - besides OCC on question 6)*, far below average, slightly below average, slightly above average or far above average, on the following items?
(interviewer: please read choices except gray areas)

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

Interviewer: If respondent ranked only ONE school (besides OCC) on question 6, skip to question 10 on page six.

8. Keeping in mind the schools mentioned, could you please tell me on average, how you view OCC compared to _____ *(interviewer: Look on worksheet and remind respondent what school they mentioned second - besides OCC on question 6)*, far below average, slightly below average, slightly above average or far above average, on the following items?
(interviewer: please read choices except gray areas)

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

Interviewer: If respondent ranked only TWO schools (besides OCC) on question 6, skip to question 10 on page six.

9. Keeping in mind the schools mentioned, could you please tell me on average, how you view OCC compared to _____ *(Interviewer: Look on worksheet and remind respondent what school they mentioned third - besides OCC on question 6)*, far below average, slightly below average, slightly above average or far above average, on the following items?
(Interviewer: please read choices except gray areas)

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

Now I would like to ask you some questions about your thoughts on tuition expenses in higher education.

10. In general, do you feel that the cost for college is... *(Interviewer: please read choices 1-4)*

- 1 Very Inexpensive
- 2 Somewhat Inexpensive
- 3 Somewhat Expensive
- 4 Very Expensive

88 Don't Know

99 Missing

11. In relation to other colleges with which you are familiar, would you say that the tuition rate at Oakland Community College is... *(Interviewer: please read choices 1-4)*

- 1 Very Inexpensive
- 2 Somewhat Inexpensive
- 3 Somewhat Expensive
- 4 Very Expensive

88 Don't Know

99 Missing

Now I would like to ask your feelings about allocating funds to different aspects of Oakland Community College.

12. OCC is funded in part by a property tax revenue. As a taxpayer, please tell me if you strongly disapprove, somewhat disapprove, somewhat approve or strongly approve, of money being spent on the following: *(interviewer: please read choices except gray areas)*

		Strongly Disapprove	Somewhat Disapprove	Somewhat Approve	Strongly Approve	<i>(don't read)</i> Don't Know	<i>(don't read)</i> Missing
a.	New Courses of Study	1	2	3	4	88	99
b.	Training Students to Meet Critical Labor Shortages	1	2	3	4	88	99
c.	Enhancing Skills of Existing Workers	1	2	3	4	88	99
d.	Student Scholarships	1	2	3	4	88	99
e.	Acquiring State-of-the-Art Technology for the Classroom	1	2	3	4	88	99
f.	Improving Facilities	1	2	3	4	88	99
g.	Improving College Operating Systems	1	2	3	4	88	99
h.	Preparing Students to Transfer to 4-Year Institutions	1	2	3	4	88	99

13. If more revenue were needed to maintain the quality of services at OCC, would you prefer that the funding come from... *(interviewer: please read choices 1-4)*

- 1 A property tax increase
- 2 A tuition increase
- 3 A combination of both property tax and tuition increases
- 4 Other source (please specify) _____

88 Don't Know
 99 Missing

Now I have a couple of questions about your own college experience.

14. Have you, or anyone in your household, ever attended a college or university?

(interviewer: do NOT read choices)

- 0 No → skip to question 16
- 1 Yes

88 Don't Know
 99 Missing

15. Have you, or has anyone in your household, ever attended, or plan on attending OCC?

(interviewer: do NOT read choices)

- 0 No
- 1 Yes

88 Don't Know
 99 Missing

Before we end, I would like to ask you some questions about your voting habits.

16. Are you a registered voter? *(interviewer: do NOT read choices)*

0 No *→ skip to question 19*

1 Yes

88 Don't Know

99 Missing

17. How frequently do you vote? Would you say that you... *(interviewer: please read choices 1-4)*

1 Never or rarely vote in any elections

2 Occasionally vote in some elections

3 Usually vote in most elections

4 Always vote in every election

88 Don't Know

99 Missing

18. In what elections, would you say that you vote? Please answer **yes** or **no** to the following:
(interviewer: please read choices)

		Yes	No	<i>(don't read)</i> Don't Know	<i>(don't read)</i> Missing
a.	National Elections	1	0	88	99
b.	State Elections	1	0	88	99
c.	Local Elections	1	0	88	99
d.	School District Elections	1	0	88	99
e.	Other <i>(please specify)</i>				

19. Do other members of your household vote? *(interviewer: do NOT read choices)*

0 No

1 Yes

88 Don't Know

99 Missing

Finally, I have two demographic questions that will assure us that we have a representative sample.

20. Which of the following categories best describes your race or ethnicity?

(Interviewer: please read choices)

- 1 _____ White/Caucasian
- 2 _____ Black/African American
- 3 _____ Asian/Pacific Islander
- 4 _____ Hispanic/Latino
- 5 _____ Native American/Alaskan Eskimo
- 6 _____ Biracial or Multicultural
- 7 _____ Other _____

88 *Don't Know*

99 *Missing*

21. For verification purposes, we are required to ask your gender. Are you male or female?

(Interviewer: do NOT read choices)

- 0 Male
- 1 Female

99 *Missing*

Those are all the questions that I have today. Thank you very much for your time.