

2002 Public Opinion Poll (POP) Codebook

I:\Research Data\Public Opinion Polling\2002 Poll\Codebook and Shell\
2002 Public Opinion Poll Codebook
Updated:10/31/02

List of variables on the working file

<u>Variable Name and Description</u>	<u>Position</u>
SURVNUM Survey Number Measurement Level: Scale Column Width: 8 Alignment: Right Print Format: F8 Write Format: F8	1
LNAME Respondent's Last Name Measurement Level: Nominal Column Width: 8 Alignment: Left Print Format: A8 Write Format: A8 <u>*Information on label</u>	2
FNAME Respondent's First Name Measurement Level: Nominal Column Width: 8 Alignment: Left Print Format: A8 Write Format: A8 <u>*Information on label</u>	3
ZIPCODE Respondent's Zip Code Measurement Level: Scale Column Width: 8 Alignment: Right Print Format: F8 Write Format: F8 <u>*Information on label</u>	4
BYEAR Respondent's Birth Year Measurement Level: Scale Column Width: 8 Alignment: Right Print Format: F8 Write Format: F8 <u>*Information on label</u>	5

NEWSPAP1 Newspapers 6

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
0 No
1 Yes
88 Don't Know
99 Missing

RADIO1 Radio 7

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
0 No
1 Yes
88 Don't Know
99 Missing

TELEVIS1 Television 8

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
0 No
1 Yes
88 Don't Know
99 Missing

MAGAZ1 Magazine 9

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
0 No
1 Yes
88 Don't Know
99 Missing

MAIL1	Direct Mail Sent to Your Home	10
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	0 No	
	1 Yes	
	88 Don't Know	
	99 Missing	
ELECTRO1	Electronic Communication	11
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	0 No	
	1 Yes	
	88 Don't Know	
	99 Missing	
INTERN1	Internet	12
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	0 No	
	1 Yes	
	88 Don't Know	
	99 Missing	
FAMILY1	Family and Friends	13
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	0 No	
	1 Yes	
	88 Don't Know	
	99 Missing	
OTHER1	Other Sources of Information	14
	Measurement Level: Nominal	
	Column Width: 8 Alignment: Left	
	Print Format: A64	
	Write Format: A64	
	*Please record respondent's full response. Leave blank if no response.	

NEWSPAP2 Newspapers 15

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label

- 1 Very Unreliable
- 2 Somewhat Unreliable
- 3 Somewhat Reliable
- 4 Very Reliable
- 88 Don't Know
- 99 Missing

RADIO2 Radio 16

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label

- 1 Very Unreliable
- 2 Somewhat Unreliable
- 3 Somewhat Reliable
- 4 Very Reliable
- 88 Don't Know
- 99 Missing

TELEVIS2 Television 17

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label

- 1 Very Unreliable
- 2 Somewhat Unreliable
- 3 Somewhat Reliable
- 4 Very Reliable
- 88 Don't Know
- 99 Missing

MAGAZ2 Magazines 18

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label

- 1 Very Unreliable
- 2 Somewhat Unreliable
- 3 Somewhat Reliable
- 4 Very Reliable
- 88 Don't Know
- 99 Missing

- MAIL2** Direct Mail Sent to Your Home 19
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Very Unreliable
 2 Somewhat Unreliable
 3 Somewhat Reliable
 4 Very Reliable
 88 Don't Know
 99 Missing
- ELECTRO2** Electronic Communication 20
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Very Unreliable
 2 Somewhat Unreliable
 3 Somewhat Reliable
 4 Very Reliable
 88 Don't Know
 99 Missing
- INTERN2** Internet 21
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Very Unreliable
 2 Somewhat Unreliable
 3 Somewhat Reliable
 4 Very Reliable
 88 Don't Know
 99 Missing
- FAMILY2** Family and Friends 22
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Very Unreliable
 2 Somewhat Unreliable
 3 Somewhat Reliable
 4 Very Reliable
 88 Don't Know
 99 Missing

- OTHER2** Other Sources of Information 23
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Very Unreliable
 2 Somewhat Unreliable
 3 Somewhat Reliable
 4 Very Reliable
 88 Don't Know
 99 Missing
- COLLEGE3** Reputation of College 24
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Not Important At All
 2 Slightly Important
 3 Moderately Important
 4 Very Important
 88 Don't Know
 99 Missing
- FACULTY3** Reputation of Faculty 25
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Not Important At All
 2 Slightly Important
 3 Moderately Important
 4 Very Important
 88 Don't Know
 99 Missing
- INSTRUC3** Quality of Instruction 26
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Not Important At All
 2 Slightly Important
 3 Moderately Important
 4 Very Important
 88 Don't Know
 99 Missing

COST3 Tuition Cost 27

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label

- 1 Not Important At All
- 2 Slightly Important
- 3 Moderately Important
- 4 Very Important
- 88 Don't Know
- 99 Missing

FINAID3 Availability of Financial Aid and Scholarships 28

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label

- 1 Not Important At All
- 2 Slightly Important
- 3 Moderately Important
- 4 Very Important
- 88 Don't Know
- 99 Missing

ATTENT3 Amount of Personal Attention 29

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label

- 1 Not Important At All
- 2 Slightly Important
- 3 Moderately Important
- 4 Very Important
- 88 Don't Know
- 99 Missing

DAYCARE3 On-Site Day Care 30

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label

- 1 Not Important At All
- 2 Slightly Important
- 3 Moderately Important
- 4 Very Important
- 88 Don't Know
- 99 Missing

SERVICE3	Student Services Available	31
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	1 Not Important At All	
	2 Slightly Important	
	3 Moderately Important	
	4 Very Important	
	88 Don't Know	
	99 Missing	
JOB4	Ability to Get a Job After Attending	32
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	1 Not Important At All	
	2 Slightly Important	
	3 Moderately Important	
	4 Very Important	
	88 Don't Know	
	99 Missing	
SOCIAL4	Opportunity to Socialize with Others	33
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	1 Not Important At All	
	2 Slightly Important	
	3 Moderately Important	
	4 Very Important	
	88 Don't Know	
	99 Missing	
DIVERSE4	Cultural Diversity of Student Body	34
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	1 Not Important At All	
	2 Slightly Important	
	3 Moderately Important	
	4 Very Important	
	88 Don't Know	
	99 Missing	

- HOME4** Close to Home 35
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Not Important At All
2 Slightly Important
3 Moderately Important
4 Very Important
88 Don't Know
99 Missing
- WORK4** Close to Work 36
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Not Important At All
2 Slightly Important
3 Moderately Important
4 Very Important
88 Don't Know
99 Missing
- INTELL4** An Intellectually Stimulating Environment 37
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Not Important At All
2 Slightly Important
3 Moderately Important
4 Very Important
88 Don't Know
99 Missing
- EVENING4** Availability of Evening Courses 38
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Not Important At All
2 Slightly Important
3 Moderately Important
4 Very Important
88 Don't Know
99 Missing

- WEEKEND4** Availability of Weekend Courses 39
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Not Important At All
 2 Slightly Important
 3 Moderately Important
 4 Very Important
 88 Don't Know
 99 Missing
- VARIETY4** Variety of Degree Programs 40
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Not Important At All
 2 Slightly Important
 3 Moderately Important
 4 Very Important
 88 Don't Know
 99 Missing
- QUALITY4** Quality of Degree Programs 41
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Not Important At All
 2 Slightly Important
 3 Moderately Important
 4 Very Important
 88 Don't Know
 99 Missing
- DEGREE4** Highest Degree Level Offered 42
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Not Important At All
 2 Slightly Important
 3 Moderately Important
 4 Very Important
 88 Don't Know
 99 Missing

SERVICE4	Quality of Student Services	43
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	1 Not Important At All	
	2 Slightly Important	
	3 Moderately Important	
	4 Very Important	
	88 Don't Know	
	99 Missing	
ONLINE4	Online Courses	44
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	1 Not Important At All	
	2 Slightly Important	
	3 Moderately Important	
	4 Very Important	
	88 Don't Know	
	99 Missing	
OU5	Oakland University	45
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	0 No	
	1 Yes	
	88 Don't Know	
	99 Missing	
OCC5	Oakland Community College	46
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	0 No	
	1 Yes	
	88 Don't Know	
	99 Missing	

ITT5	ITT Technical Institute	47
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	0 No	
	1 Yes	
	88 Don't Know	
	99 Missing	
PHOENIX5	University of Phoenix	48
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	0 No	
	1 Yes	
	88 Don't Know	
	99 Missing	
BAKER5	Baker College	49
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	0 No	
	1 Yes	
	88 Don't Know	
	99 Missing	
WSU5	Wayne State University	50
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	0 No	
	1 Yes	
	88 Don't Know	
	99 Missing	

EASTERN5 Eastern Michigan University

51

Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 0 No
 1 Yes
 88 Don't Know
 99 Missing

Data Entry: If respondent answered "No" to all schools in question 5 (positions 45-51), skip to question 10 (position 87) and leave questions 6, 7, 8 and 9 (positions 52-86) blank.

OU6 Oakland University

52

Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Ranked First
 2 Ranked Second
 3 Ranked Third
 4 Ranked Fourth
 5 Ranked Fifth
 6 Ranked Sixth
 7 Ranked Seventh

* Leave blank if respondent did not mention this school.

OCC6 Oakland Community College

53

Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Ranked First
 2 Ranked Second
 3 Ranked Third
 4 Ranked Fourth
 5 Ranked Fifth
 6 Ranked Sixth
 7 Ranked Seventh

* Leave blank if respondent did not mention this school.

ITT6 ITT Technical Institute

54

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Ranked First
- 2 Ranked Second
- 3 Ranked Third
- 4 Ranked Fourth
- 5 Ranked Fifth
- 6 Ranked Sixth
- 7 Ranked Seventh

* Leave blank if respondent did not mention this school.

PHOENIX6 University of Phoenix

55

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Ranked First
- 2 Ranked Second
- 3 Ranked Third
- 4 Ranked Fourth
- 5 Ranked Fifth
- 6 Ranked Sixth
- 7 Ranked Seventh

* Leave blank if respondent did not mention this school.

BAKER6 Baker College

56

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Ranked First
- 2 Ranked Second
- 3 Ranked Third
- 4 Ranked Fourth
- 5 Ranked Fifth
- 6 Ranked Sixth
- 7 Ranked Seventh

* Leave blank if respondent did not mention this school.

WSU6 Wayne State University

57

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

1 Ranked First

2 Ranked Second

3 Ranked Third

4 Ranked Fourth

5 Ranked Fifth

6 Ranked Sixth

7 Ranked Seventh

* Leave blank if respondent did not mention this school.

EASTERN6 Eastern Michigan University

58

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

1 Ranked First

2 Ranked Second

3 Ranked Third

4 Ranked Fourth

5 Ranked Fifth

6 Ranked Sixth

7 Ranked Seventh

* Leave blank if respondent did not mention this school.

DKMISS6 Respondent Answered "Don't Know" on All Choices
on Question 6 **or** Respondent Skipped Question 6 Altogether

59

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

88 Don't Know All

99 Missing on All

* Leave blank unless respondent answered "Don't Know"
on all schools on question 6 (positions 52-58) **or** if respondent skipped
question 6 altogether (positions 52-58).

Data Entry: If respondent answered only "OCC" on question 6 (positions 52-59), or answered "Don't Know" on question 6 (position 59), or if a response to question 6 is missing altogether (position 59), skip to question 10 (position 87) and leave questions 7, 8 and 9 (positions 60-86) blank.

- COST7** Tuition Costs 60
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Far Below Average
2 Slightly Below Average
3 Slightly Above Average
4 Far Above Average
88 Don't Know
99 Missing
- VARIETY7** Variety of Degree Programs 61
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Far Below Average
2 Slightly Below Average
3 Slightly Above Average
4 Far Above Average
88 Don't Know
99 Missing
- QUALITY7** Quality of Degree Programs 62
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Far Below Average
2 Slightly Below Average
3 Slightly Above Average
4 Far Above Average
88 Don't Know
99 Missing
- SERVICE7** Student Services Available 63
Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Far Below Average
2 Slightly Below Average
3 Slightly Above Average
4 Far Above Average
88 Don't Know
99 Missing

INSTRUC7 Quality of Instruction	64
Measurement Level: Scale	
Column Width: 8 Alignment: Right	
Print Format: F8	
Write Format: F8	
Value Label	
1 Far Below Average	
2 Slightly Below Average	
3 Slightly Above Average	
4 Far Above Average	
88 Don't Know	
99 Missing	
ABILITY7 Academic Ability of Students	65
Measurement Level: Scale	
Column Width: 8 Alignment: Right	
Print Format: F8	
Write Format: F8	
Value Label	
1 Far Below Average	
2 Slightly Below Average	
3 Slightly Above Average	
4 Far Above Average	
88 Don't Know	
99 Missing	
TRANS7 Ability to Transfer to Other Institutions of Higher Education	66
Measurement Level: Scale	
Column Width: 8 Alignment: Right	
Print Format: F8	
Write Format: F8	
Value Label	
1 Far Below Average	
2 Slightly Below Average	
3 Slightly Above Average	
4 Far Above Average	
88 Don't Know	
99 Missing	

JOB7 Ability to Get a Job After Attending 67
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Far Below Average
 2 Slightly Below Average
 3 Slightly Above Average
 4 Far Above Average
 88 Don't Know
 99 Missing

EARN7 Earning Potential After Attending 68
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Far Below Average
 2 Slightly Below Average
 3 Slightly Above Average
 4 Far Above Average
 88 Don't Know
 99 Missing

Data Entry: If respondent ranked only one schools (besides OCC) on question 6 (positions 52-59), skip to question 10 (position 87) and leave questions 8 and 9 (positions 69-86) blank.

COSTS8 Tuition Costs 69
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Far Below Average
 2 Slightly Below Average
 3 Slightly Above Average
 4 Far Above Average
 88 Don't Know
 99 Missing

VARIETY8 Variety of Degree Programs 70

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Far Below Average
- 2 Slightly Below Average
- 3 Slightly Above Average
- 4 Far Above Average
- 88 Don't Know
- 99 Missing

QUALITY8 Quality of Degree Programs 71

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Far Below Average
- 2 Slightly Below Average
- 3 Slightly Above Average
- 4 Far Above Average
- 88 Don't Know
- 99 Missing

SERVICE8 Student Services Available 72

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Far Below Average
- 2 Slightly Below Average
- 3 Slightly Above Average
- 4 Far Above Average
- 88 Don't Know
- 99 Missing

INSTRUC8 Quality of Instruction 73

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Far Below Average
- 2 Slightly Below Average
- 3 Slightly Above Average
- 4 Far Above Average
- 88 Don't Know
- 99 Missing

ABILITY8 Academic Ability of Students

74

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Far Below Average
- 2 Slightly Below Average
- 3 Slightly Above Average
- 4 Far Above Average
- 88 Don't Know
- 99 Missing

TRANS8 Ability to Transfer to Other Institutions of Higher Education

75

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Far Below Average
- 2 Slightly Below Average
- 3 Slightly Above Average
- 4 Far Above Average
- 88 Don't Know
- 99 Missing

JOB8 Ability to Get a Job After Attending

76

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Far Below Average
- 2 Slightly Below Average
- 3 Slightly Above Average
- 4 Far Above Average
- 88 Don't Know
- 99 Missing

EARN8 Earning Potential After Attending

77

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Far Below Average
- 2 Slightly Below Average
- 3 Slightly Above Average
- 4 Far Above Average
- 88 Don't Know
- 99 Missing

Data Entry: If respondent ranked only two schools (besides OCC) on question 6 (positions 52-59), skip to question 10 (position 87) and leave question 9 (positions 78-86) blank.

COST9 Tuition Costs

78

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Far Below Average
- 2 Slightly Below Average
- 3 Slightly Above Average
- 4 Far Above Average
- 88 Don't Know
- 99 Missing

VARIETY9 Variety of Degree Programs

79

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Far Below Average
- 2 Slightly Below Average
- 3 Slightly Above Average
- 4 Far Above Average
- 88 Don't Know
- 99 Missing

QUALITY9	Quality of Degree Programs	80
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	1 Far Below Average	
	2 Slightly Below Average	
	3 Slightly Above Average	
	4 Far Above Average	
	88 Don't Know	
	99 Missing	
SERVICE9	Student Services Available	81
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	1 Far Below Average	
	2 Slightly Below Average	
	3 Slightly Above Average	
	4 Far Above Average	
	88 Don't Know	
	99 Missing	
INSTRUC9	Quality of Instruction	82
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	1 Far Below Average	
	2 Slightly Below Average	
	3 Slightly Above Average	
	4 Far Above Average	
	88 Don't Know	
	99 Missing	
ABILITY9	Academic Ability of Students	83
	Measurement Level: Scale	
	Column Width: 8 Alignment: Right	
	Print Format: F8	
	Write Format: F8	
	Value Label	
	1 Far Below Average	
	2 Slightly Below Average	
	3 Slightly Above Average	
	4 Far Above Average	
	88 Don't Know	
	99 Missing	

TRANS9 Ability to Transfer to Other Institutions of Higher Education 84

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Far Below Average
2 Slightly Below Average
3 Slightly Above Average
4 Far Above Average
88 Don't Know
99 Missing

JOB9 Ability to Get a Job After Attending 85

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Far Below Average
2 Slightly Below Average
3 Slightly Above Average
4 Far Above Average
88 Don't Know
99 Missing

EARN9 Earning Potential After Attending 86

Measurement Level: Scale
Column Width: 8 Alignment: Right
Print Format: F8
Write Format: F8
Value Label
1 Far Below Average
2 Slightly Below Average
3 Slightly Above Average
4 Far Above Average
88 Don't Know
99 Missing

COST10 Cost of College 87

Measurement Level: Scale
Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Very Inexpensive
- 2 Somewhat Inexpensive
- 3 Somewhat Expensive
- 4 Very Expensive
- 88 Don't Know
- 99 Missing

OCC11 Tuition Rate at OCC 88

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Very Inexpensive
- 2 Somewhat Inexpensive
- 3 Somewhat Expensive
- 4 Very Expensive
- 88 Don't Know
- 99 Missing

COURSE12 New Courses of Study 89

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

- 1 Strongly Disapprove
- 2 Somewhat Disapprove
- 3 Somewhat Approve
- 4 Strongly Approve
- 88 Don't Know
- 99 Missing

- TRAIN12** Training Students to Meet Critical Labor Shortages 90
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Strongly Disapprove
 2 Somewhat Disapprove
 3 Somewhat Approve
 4 Strongly Approve
 88 Don't Know
 99 Missing
- EXIST12** Enhancing Skills of Existing Workers 91
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Strongly Disapprove
 2 Somewhat Disapprove
 3 Somewhat Approve
 4 Strongly Approve
 88 Don't Know
 99 Missing
- SCHOL12** Student Scholarships 92
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Strongly Disapprove
 2 Somewhat Disapprove
 3 Somewhat Approve
 4 Strongly Approve
 88 Don't Know
 99 Missing
- TECH12** Acquiring State-of-the-Art Technology for the Classroom 93
 Measurement Level: Scale
 Column Width: 8 Alignment: Right
 Print Format: F8
 Write Format: F8
 Value Label
 1 Strongly Disapprove
 2 Somewhat Disapprove
 3 Somewhat Approve
 4 Strongly Approve
 88 Don't Know
 99 Missing

FACIL12 Improving Facilities	94
Measurement Level: Scale	
Column Width: 8 Alignment: Right	
Print Format: F8	
Write Format: F8	
Value Label	
1 Strongly Disapprove	
2 Somewhat Disapprove	
3 Somewhat Approve	
4 Strongly Approve	
88 Don't Know	
99 Missing	
OPER12 Improving College Operating Systems	95
Measurement Level: Scale	
Column Width: 8 Alignment: Right	
Print Format: F8	
Write Format: F8	
Value Label	
1 Strongly Disapprove	
2 Somewhat Disapprove	
3 Somewhat Approve	
4 Strongly Approve	
88 Don't Know	
99 Missing	
TRANS12 Preparing Students to Transfer to 4-Year Institutions	96
Measurement Level: Scale	
Column Width: 8 Alignment: Right	
Print Format: F8	
Write Format: F8	
Value Label	
1 Strongly Disapprove	
2 Somewhat Disapprove	
3 Somewhat Approve	
4 Strongly Approve	
88 Don't Know	
99 Missing	

REVEN13 Funding Sources

97

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

1 A Property Tax Increase

2 A Tuition Increase

3 A Combination

88 Don't Know

99 Missing

If respondent answered "Other" please record respondent's full response in
OTHER13 (position 98)

OTHER13 Other Source of Revenue from Question 13

98

Measurement Level: Nominal

Column Width: 8 Alignment: Left

Print Format: A64

Write Format: A64

Please record respondent's full response. Leave blank if no response.

ATTEND14 Anyone in the Household Ever Attended a College
or University

99

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

0 No

1 Yes

88 Don't Know

99 Missing

OCC15 Anyone in the Household Ever Attended or Planning on
Attending OCC

100

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8

Write Format: F8

Value Label

0 No

1 Yes

88 Don't Know

99 Missing

Leave blank if respondent answered "No" to question 14 (position 99)