



OAKLAND
COMMUNITY
COLLEGE

**2003 Public Opinion Poll
Fall 2003**

Preliminary Report

**Prepared by:
Kris Yurgin Cummings
The Office of Institutional Research
September 2003**

Table of Contents

Executive Summary	2
Purpose of the Study.....	2
Methodology	2
Limitations.....	2
Key Findings	3
 Tables and Charts	 5
Demographics of Survey Participants	5
Survey Responses.....	7
 Appendix A: Public Opinion Poll Survey.....	 27

Key Findings

The demographics of the survey participants are as follows:

- Approximately two-thirds (67.3%) of survey participants were female.
- Nearly one-half (49.2%) of survey participants were between 46 and 60 years of age.
- The majority (85.3%) of survey participants categorized themselves as Caucasian.

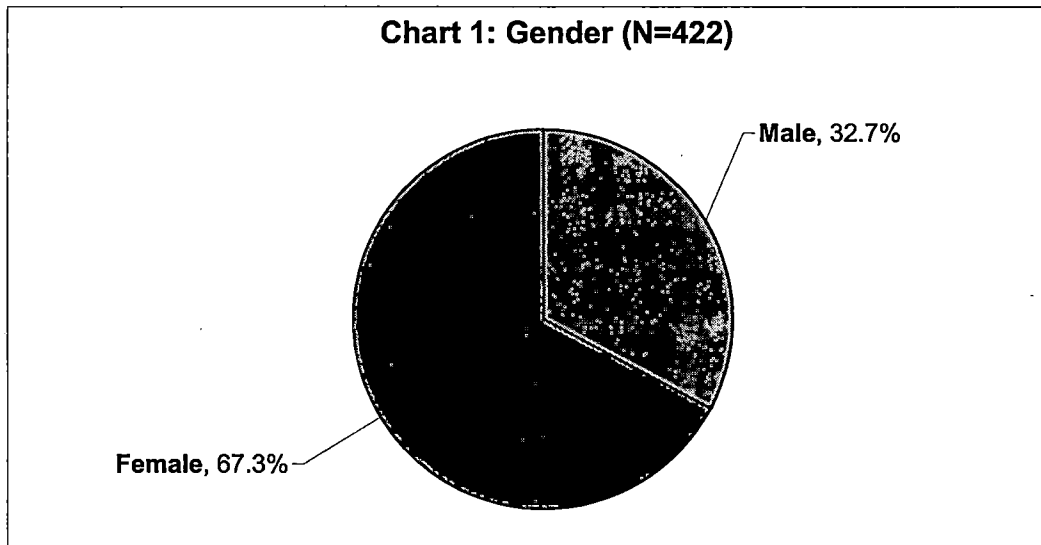
Survey Responses are as follows:

- Family and Friends (81.1%) were considered the primary source of information on post-secondary higher education issues, and regarded as the most reliable source as well (89.5%).
- Quality of Instruction (91.0%) and Quality of Degree Programs (90.8%) were the top items ranked as very important when choosing a college.
- Of the schools outlined in this survey, participants were most familiar with Oakland Community College (89.8%).
- Oakland University (N = 120) was the considered the top 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 (56.1%) and Ability to Transfer to Other Institutions of Higher Education (58.1%).
- Over three-quarters (77.4%) of survey participants thought OCC did a good or excellent job in meeting the educational and training needs of people in Oakland County.
- Over three-quarters (76.4%) of survey participants considered OCC a quality provider of training for working professionals.
- Nearly one-half (47.9%) of survey participants considered OCC a quality provider of cultural events.
- Eighty-five (84.8%) of survey participants considered OCC a quality provider of education that prepares students to transfer to other institutions of higher education.

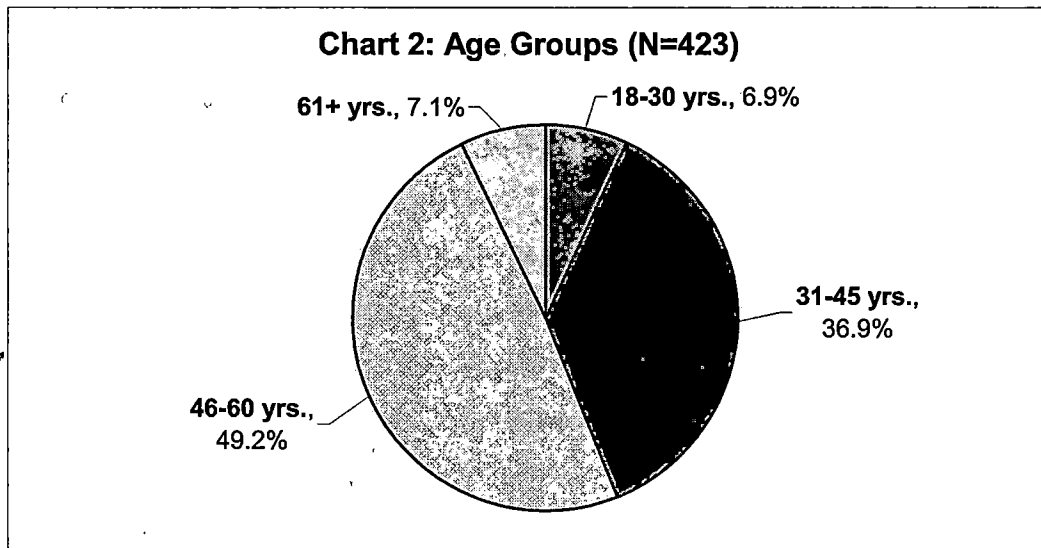
Key Findings cont.

- Over two-thirds (66.2%) of survey participants considered the cost of college to be very expensive. However, 46.3% regarded the tuition rate at OCC as somewhat inexpensive.
- Over one-half (56.5%) of survey participants were satisfied with OCC's fiscal responsibility.
- Enhancing Skills of Existing Workers (93.1%) received the highest approval rating in items that should receive funds from property tax revenues.
- Over one-half (57.7%) 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 (94.3%) survey participants had household members who attended a college or university, and nearly two-thirds (63.0%) had someone in the household who attended, or plan on attending OCC. Eighty-four percent (83.7%) stated they would recommend OCC to a family member.
- Nearly every (99.5%) survey participant was a registered voter. Nearly one-third (30.3%) of survey participants always voted in every election, and over two-thirds (68.8%) voted in national, state, local and school district elections. Moreover, 83.6% of survey participants stated that other members of their household vote as well.

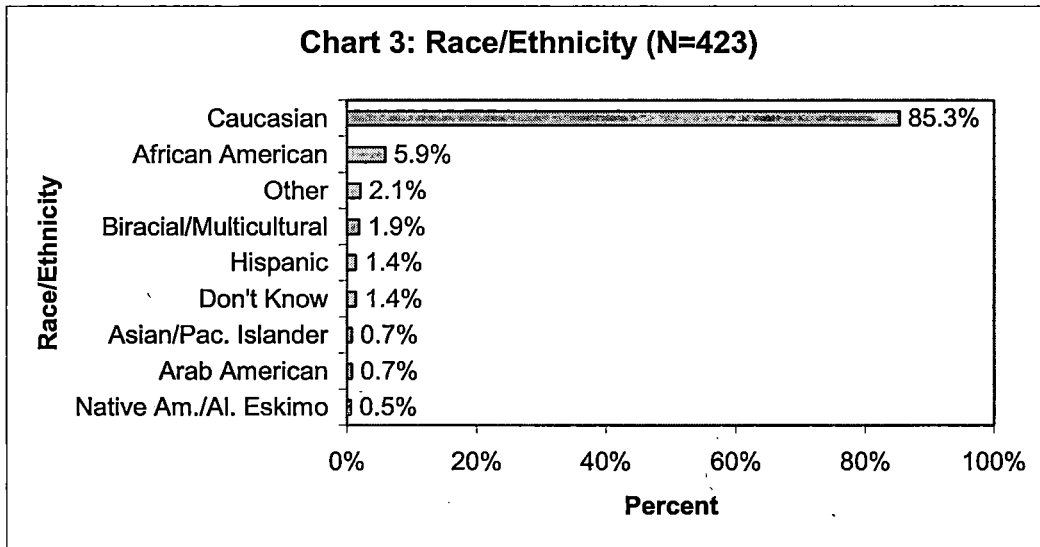
Demographics of Survey Participants



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

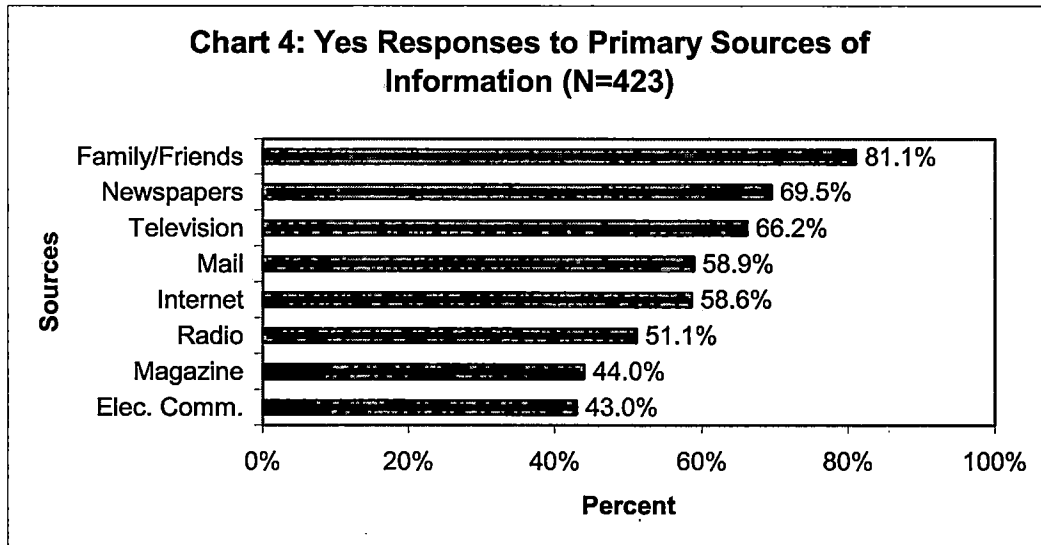


Summary: Nearly one-half (49.2%) of survey participants were between 46 and 60 years of age, while 36.9% were between 31 and 45 years of age. Only 7.1% and 6.9% of survey participants were over the age of 61 or under the age of 30, respectively.



Summary: The majority (85.3%) of survey participants categorized themselves as Caucasian.

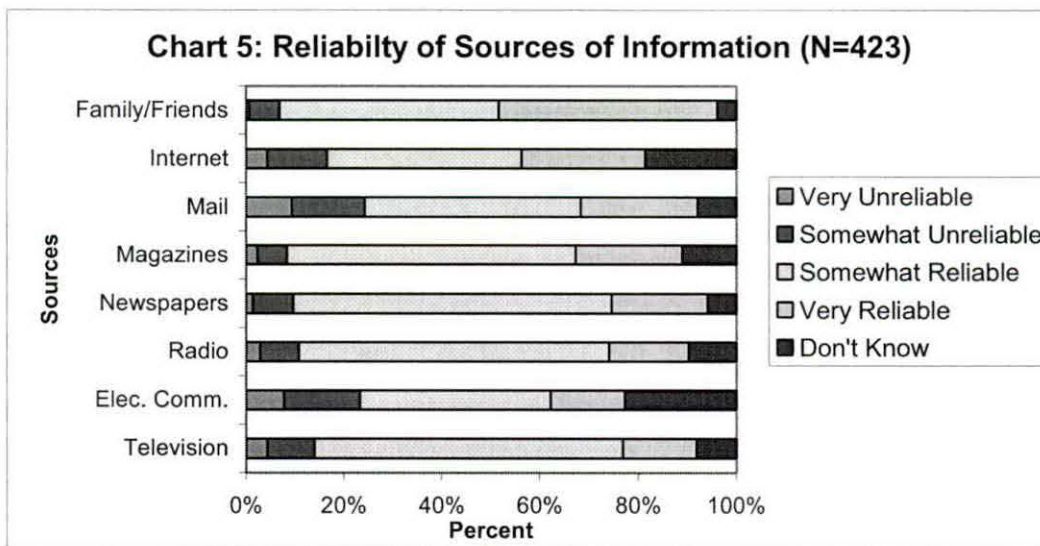
Survey Responses



Summary: Consistent with the 2002 results, the top three primary sources of information on post-secondary education issues are as follows: 1) Family and Friends (81.1%); 2) Newspapers (69.5%); and 3) Television (66.2%).

A total of 53 survey participants (12.5%) suggested "Other" primary sources of information including the following:

- School Resources and Administrators (N=15);
- Job or Co-Workers (N=10);
- High Schools (N=9);
- Professional Organizations and Resources (N=7); and
- Books and Libraries (N=5).



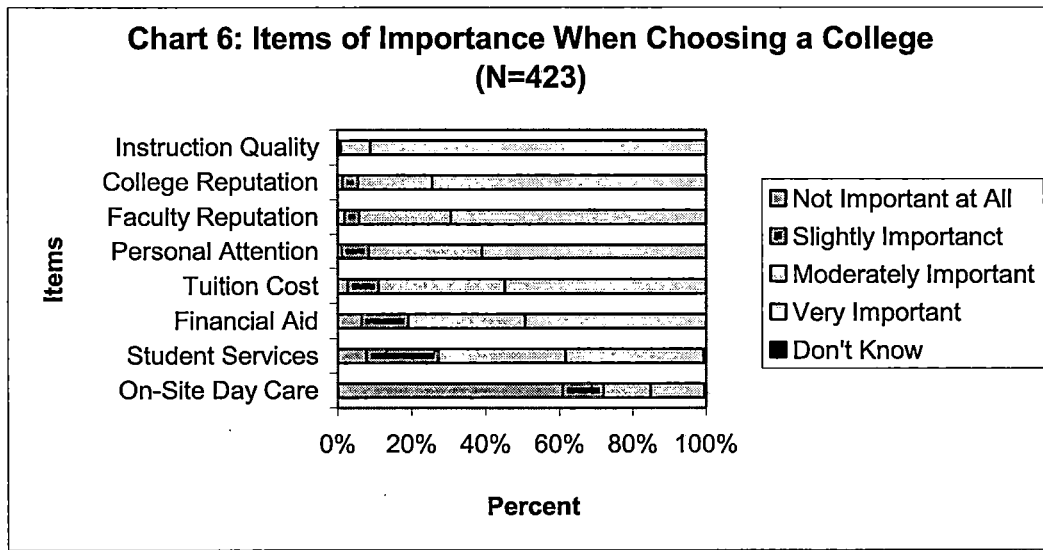
Summary: The top three primary sources of information that survey participants considered *very reliable* are as follows: 1) Family and Friends (44.5%); 2) Internet (25.1%); and 3) Direct Mail Sent to Your Home (23.7%).

Table 1: Mean Rating¹ of Primary Sources of Information:

Sources	N	2003 Mean	2002 Mean
Family and Friends	403	3.38	3.34
Magazines	373	3.12	2.98
Newspapers	396	3.09	2.96
Internet	338	3.05	2.90
Radio	378	3.03	2.88
Television	387	2.96	2.85
Mail	384	2.89	2.67
Electronic Communication	323	2.80	2.68

Summary: The top three *overall* mean ratings of reliable sources of information are as follows: 1) Family and Friends (3.38); 2) Magazines (3.12); and 3) Newspapers (3.09).

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.



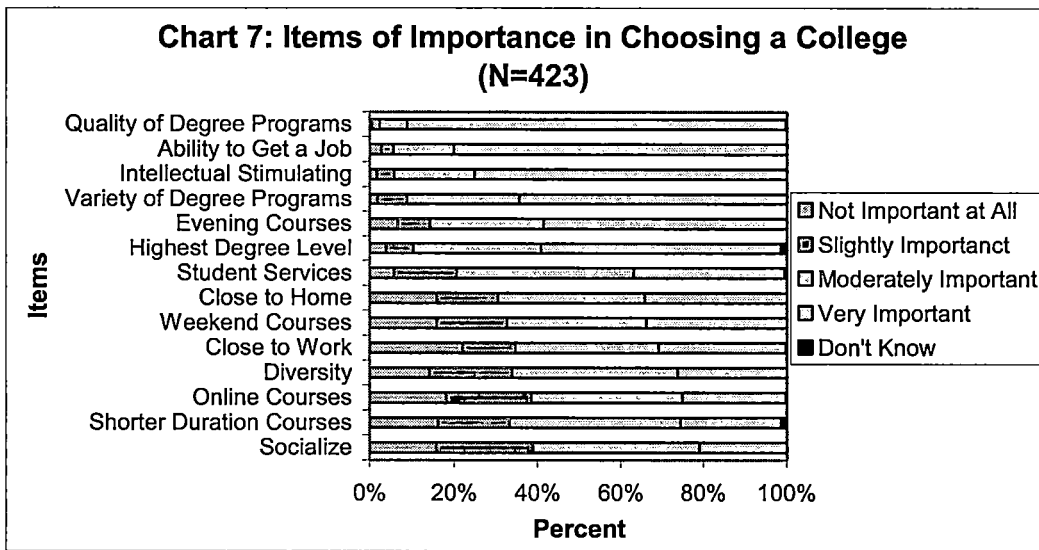
Summary: Consistent with last year's results, the top three items ranked *very important* in choosing a college are as follows: 1) Quality of Instruction (91.0%); 2) Reputation of College (74.5%); and 3) Reputation of Faculty (69.3%).

Table 2: Mean Rating² of Primary Sources of Information:

Sources	N	2003 Mean	2002 Mean
Quality of Instruction	423	3.90	3.89
Reputation of College	423	3.67	3.67
Reputation of Faculty	423	3.61	3.62
Amount of Personal Attention	423	3.51	3.45
Tuition Cost	423	3.41	3.50
Availability of Financial Aid and Scholarships	422	3.23	3.31
Student Services Available	419	3.03	3.03
On-Site Day Care	421	1.81	1.84

Summary: The top three items ranked *very important* in choosing a college, also received the highest overall mean ratings as well: 1) Quality of Instruction (3.90); 2) Reputation of College (3.67); and 3) Reputation of Faculty (3.61).

² 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.



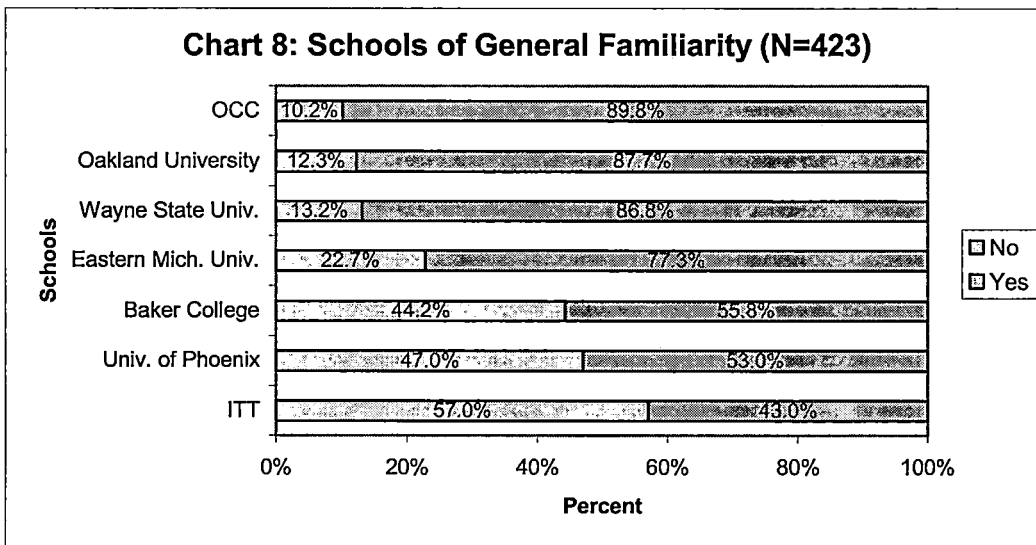
Summary: Consistent with last year's findings, the top three items ranked *very important* in choosing a college are as follows: 1) Quality of Degree Programs (90.8%); 2) Ability to Get a Job After Attending (79.9%); and 3) An Intellectually Stimulating Environment (74.9%).

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

Items	N	2003 Mean	2002 Mean
Quality of Degree Programs	421	3.88	3.88
Ability to Get a Job After Attending	422	3.72	3.74
An Intellectually Stimulating Environment	422	3.68	3.65
Variety of Degree Programs	422	3.54	3.53
Highest Degree Level Offered	411	3.44	3.32
Availability of Evening Courses	421	3.38	3.37
Quality of Student Services	420	3.10	3.14
Close to Home	421	2.88	2.91
Availability of Weekend Courses	422	2.85	2.81
Cultural Diversity of Student Body	422	2.78	2.92
Shorter Duration Courses	416	2.75	N/A
Close to Work	420	2.74	2.74
Online Courses	421	2.68	2.63
Opportunity to Socialize with Other Students	422	2.66	2.80

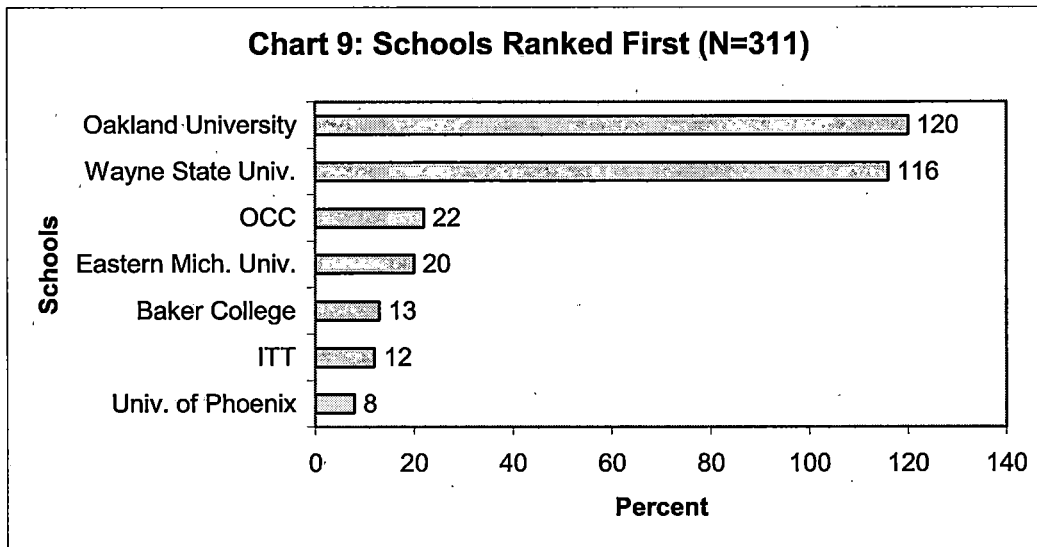
Summary: The *overall* mean ratings of items of importance in choosing a college were consistent with last year's findings: 1) Quality of Degree Programs (3.88); 2) Ability to Get a Job After Attending (3.72); and 3) An Intellectually Stimulating Environment (3.68).

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: Although OCC was ranked third last year in schools of general familiarity, OCC ranked first among 2003 survey participants (89.8%), followed by Oakland University (87.7%), and Wayne State University (86.8%).

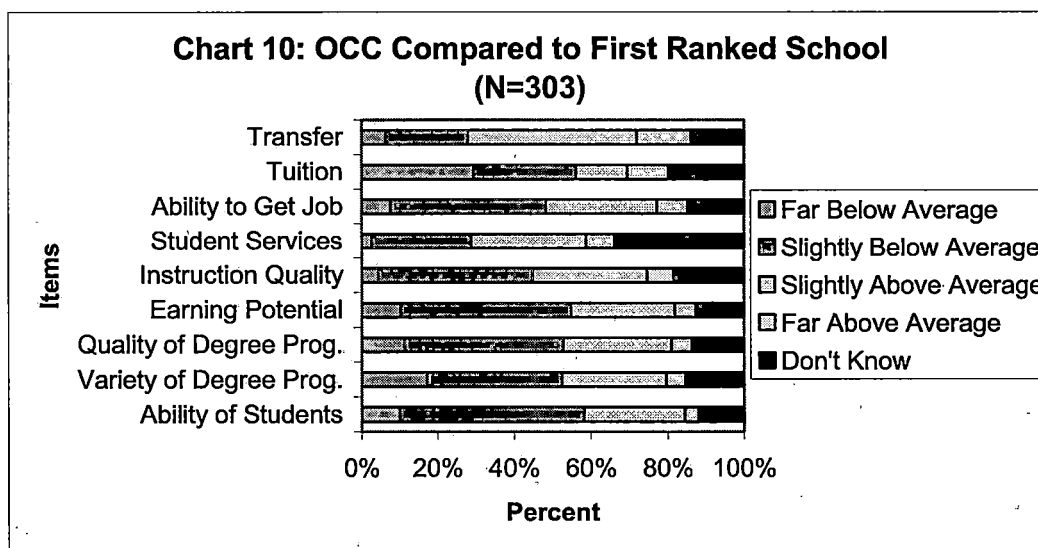
*Note: If survey participant answered *No* to all schools listed on question 5, or *No* to OCC, then survey continued on question 13, skipping questions 6-12, which compared the schools listed.



Summary: Responses were ranked in the order in which they were mentioned. Although OCC was ranked first in schools of general familiarity, only 22 survey participants mentioned OCC first as a school that does an exceptional job preparing students for the current job market. The top three schools that were first mentioned are as follows: 1) Oakland University (N=120); 2) Wayne State University (N=116); and 3) Oakland Community College (N=22).

Last year, Oakland University and Wayne State University were tied for first, followed by Oakland Community College.

*Note: If participant answered only *OCC*, or *Don't Know* on question 6, then survey continued on question 13, skipping questions 7-12, 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* (58.1%). This figure has increased 9.1% from last year's results.

Items in which over *one-half* of survey participants categorized OCC as *Below Average* when compared to their first ranked school are as follows:

- Academic Ability of Students (57.8%);
- Earning Potential After Attending (54.8%);
- Quality of Degree Programs (52.8%); and
- Variety of Degree Programs (52.5%).

Although Tuition Costs is categorized as *Below Average* (56.1%), this finding is actually 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 16 on page 19.

*Note: If participant only ranked one school besides OCC on question 6, then survey continued on question 13, skipping questions 8-12, which compared the schools listed to OCC.

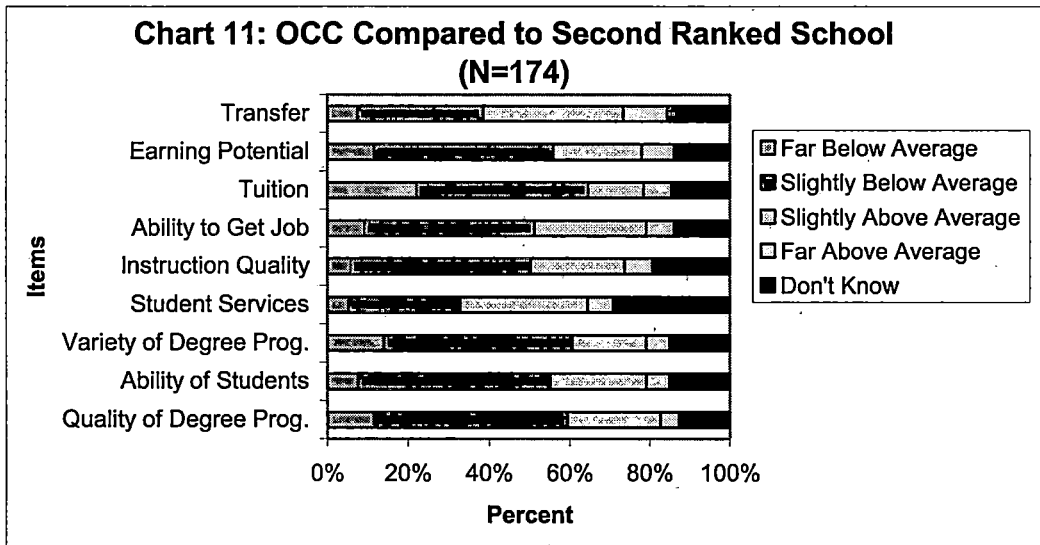
Table 4: Mean Rating⁴ of Items When OCC is Compared to First Ranked School:

Items	N	2003 Mean	2002 Mean
Ability to Transfer to Other Institutions of Higher Education	260	2.77	2.81
Student Services Available	200	2.64	2.54
Quality of Instruction	246	2.48	2.44
Ability to Get a Job After Attending	258	2.44	2.47
Quality of Degree Programs	261	2.32	2.35
Earning Potential After Attending	264	2.31	2.33
Academic Ability of Students	265	2.27	2.30
Variety of Degree Programs	256	2.23	2.26
Tuition Costs ⁵	243	2.07	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 (2.77); 2) Student Services Available (2.64); and 3) Quality of Instruction (2.48).

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 16 on page 19.



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* (45.4%).

Items in which over *one-half* of survey participants categorized OCC as *Below Average* when compared to their first ranked school are as follows:

- Variety of Degree Programs (59.8%);
- Quality of Degree Programs (58.6%);
- Earning Potential After Attending (55.2%);
- Academic Ability of Students (54.1%); and
- Ability to Get a Job After Attending (50.6%).

Although Tuition Costs is categorized as *Below Average* (63.8%), this finding is actually 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 16 on page 19.

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

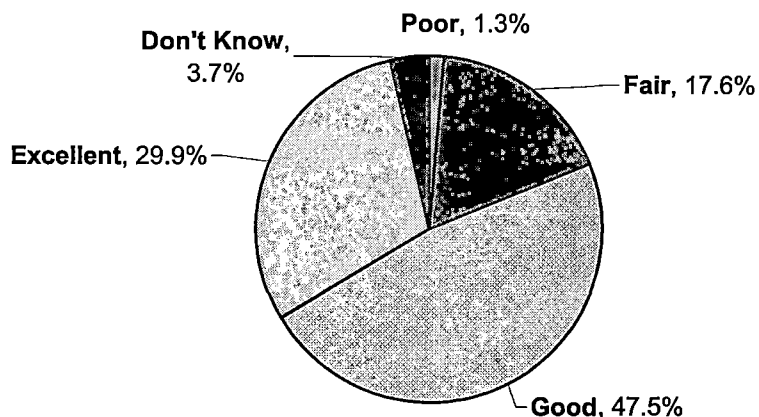
Items	N	2003 Mean	2002 Mean
Ability to Transfer to Other Institutions of Higher Education	145	2.59	2.70
Student Services Available	121	2.55	2.45
Quality of Instruction	138	2.39	2.44
Ability to Get a Job After Attending	148	2.38	2.35
Academic Ability of Students	145	2.33	2.38
Earning Potential After Attending	148	2.31	2.29
Quality of Degree Programs	150	2.24	2.30
Variety of Degree Programs	146	2.19	2.22
Tuition Costs ⁷	147	2.07	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 (2.59); 2) Student Services Available (2.55); and 3) Quality of Instruction (2.39).

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.

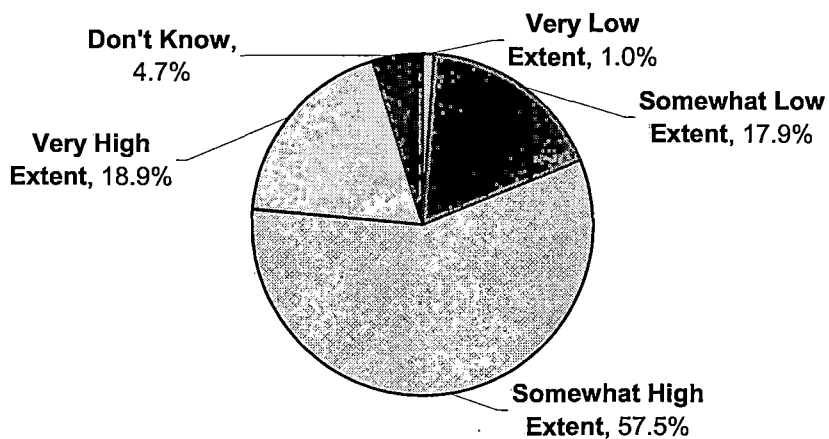
⁷ Although *Tuition Costs* received the lowest mean rating, this finding is positive considering that tuition costs are perceived as lower than survey participants' first ranked school. These findings are further supported by the results of chart 16 on page 19.

Chart 12: How OCC Meets the Educational and Training Needs of People in the County (N=303)

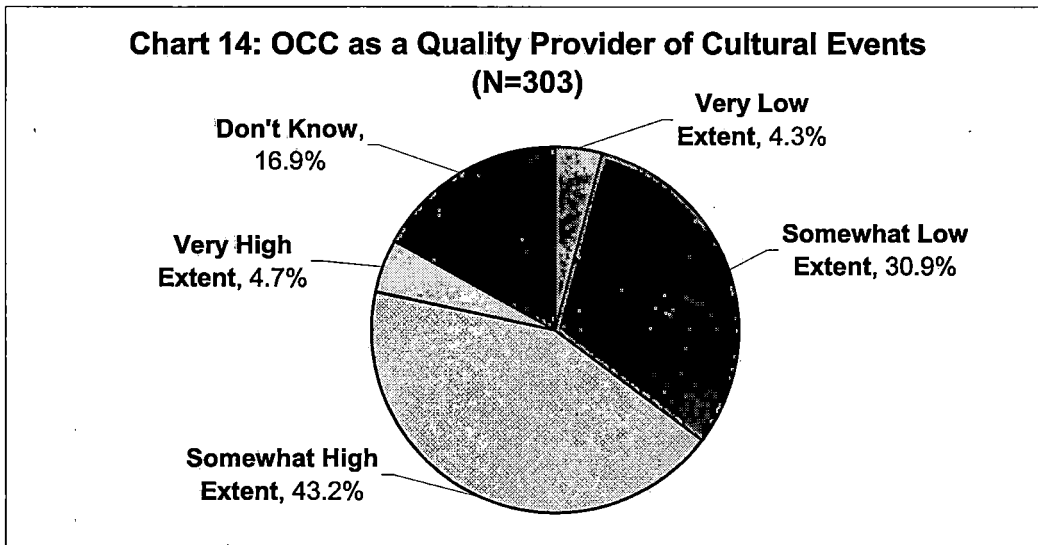


Summary: Over three-quarters (77.4%) of survey participants thought that OCC did a *good* (47.5%) or *excellent* (29.9%) job in meeting the educational and training needs of people in Oakland County.

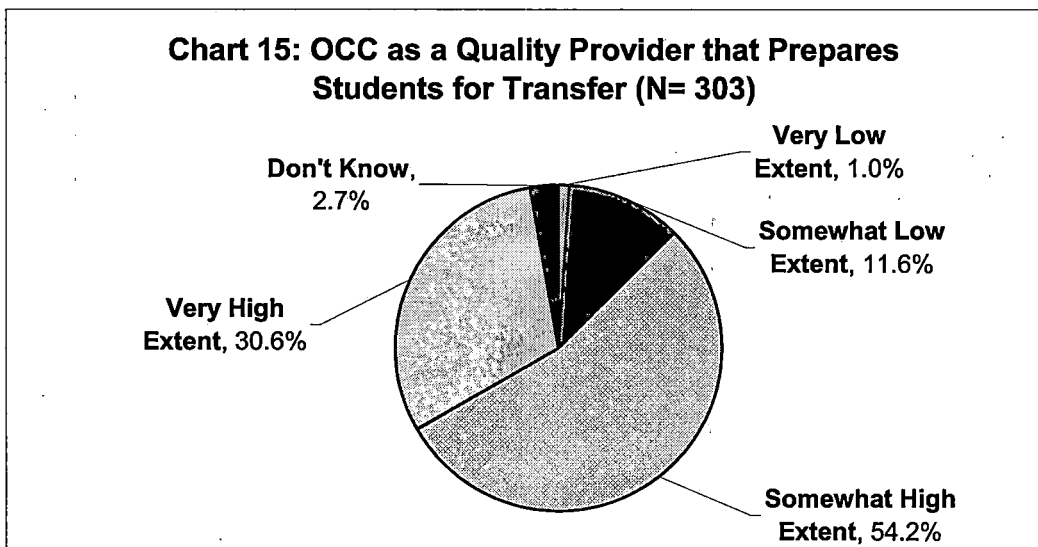
Chart 13: OCC Training for Working Professionals (N=303)



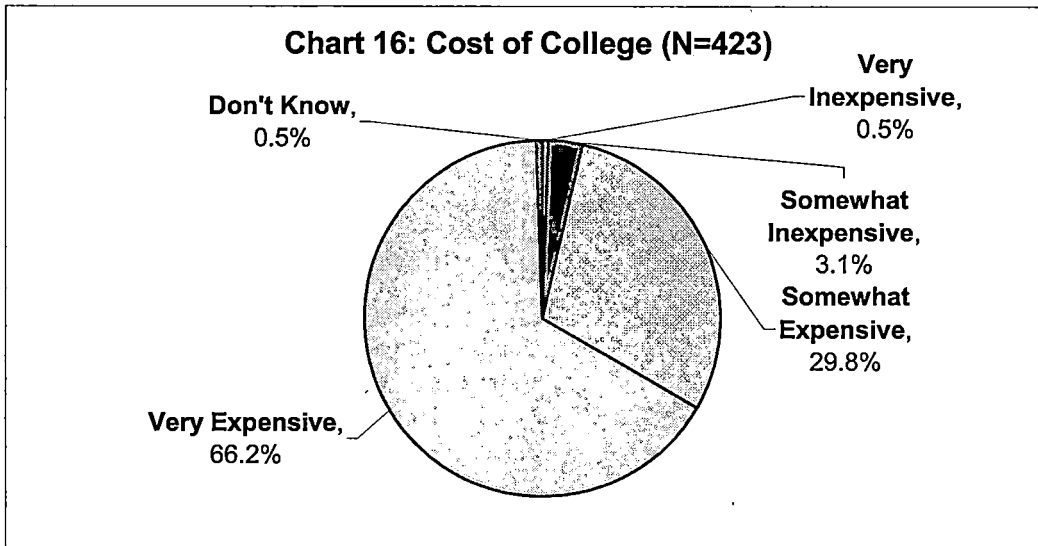
Summary: Over three-quarters (76.4%) of survey participants considered OCC a quality provider of training for working professionals.



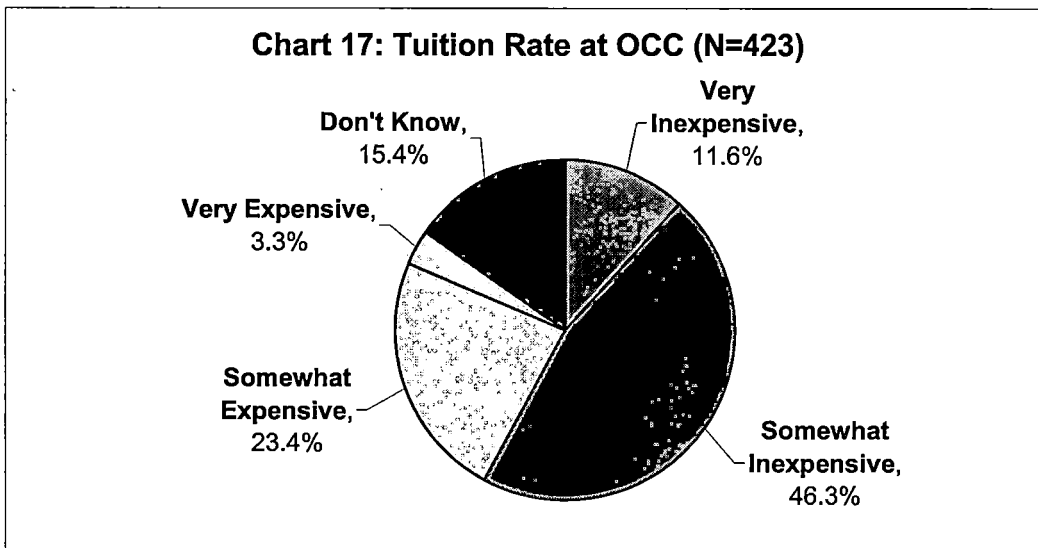
Summary: Nearly one-half (47.9%) of survey participants considered OCC a quality provider of cultural events.



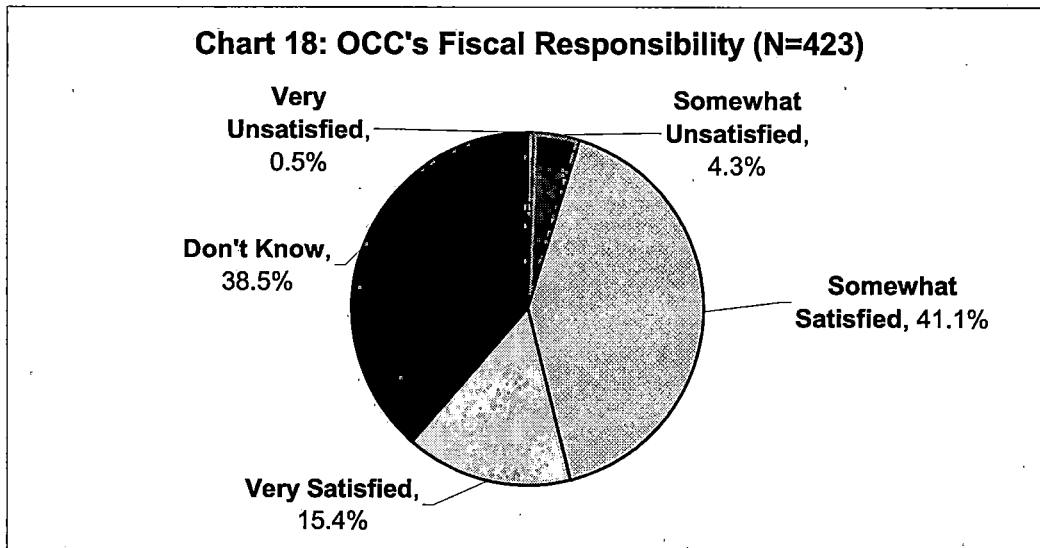
Summary: Eighty-five percent (84.8%) of survey participants considered OCC a quality provider of education that prepares students to transfer to other institutions of higher education.



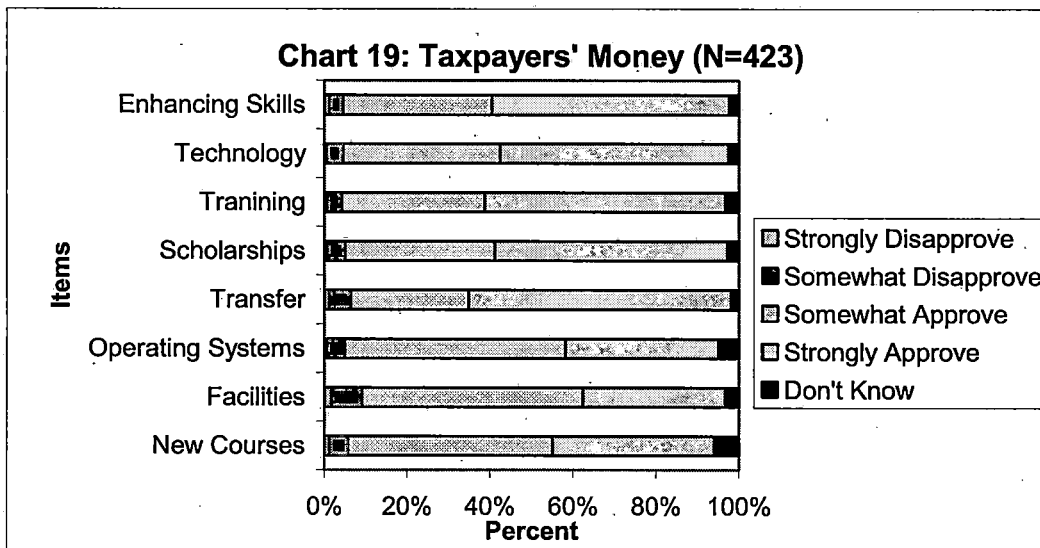
Summary: Consistent with last year's results, two-thirds (66.2%) of survey participants considered the cost of college to be *very expensive*.



Summary: Over one-half (57.9%) of survey participants considered the tuition rate at OCC *somewhat or very inexpensive*.



Summary: Over one-half (56.5%) of survey participants were *somewhat satisfied* (41.1%) and *very satisfied* (15.4%) with OCC's fiscal responsibility. It is noteworthy to mention that over one-third (38.5%) of survey participants responded *Don't Know* to this question.



Summary: The top three items that received the highest overall *approval* ratings in allocating funds from property tax revenues are as follows: 1) Enhancing Skills of Existing Workers (93.1%); and 2) Acquiring State-of-the-Art Technology for the Classroom (92.4%); tied with 3) Training Students to Meet Critical Labor Shortages (92.4%).

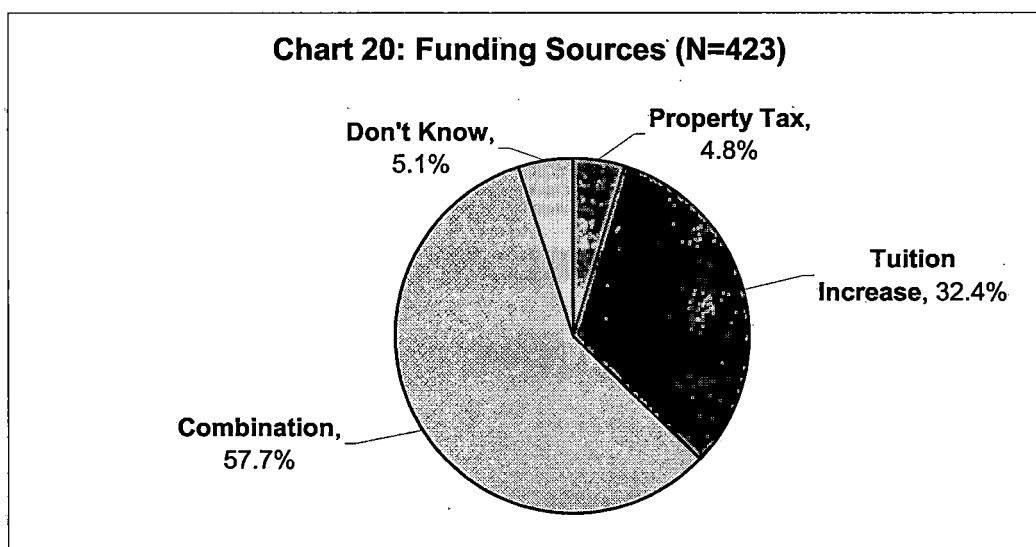
It is noteworthy to mention that *Student Scholarships* received the highest approval rating last year (88.5%), but ranked fourth this year (91.5%), even though its approval rate increased 3.0% over the past year.

Table 7: Mean Rating⁸ of Items in Which to Allocate Funds From Property Tax Revenues:

Items	N	2003 Mean	2002 Mean
Preparing Students to Transfer to 4-Year Institutions	415	3.57	3.50
Training Students to Meet Critical Labor Shortages	409	3.55	3.41
Enhancing Skills of Existing Workers	413	3.53	3.38
Student Scholarships	408	3.52	3.51
Acquiring State-of-the Art Technology for the Classroom	410	3.51	3.46
New Courses of Study	398	3.34	3.27
Improving College Operating Systems	402	3.33	3.17
Improving Facilities	409	3.24	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) Preparing Students to Transfer to 4-Year Institutions (3.57); 2) Training Students to Meet Critical Labor Shortages (3.55); and 3) Enhancing Skills of Existing Workers (3.53).

⁸ 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.

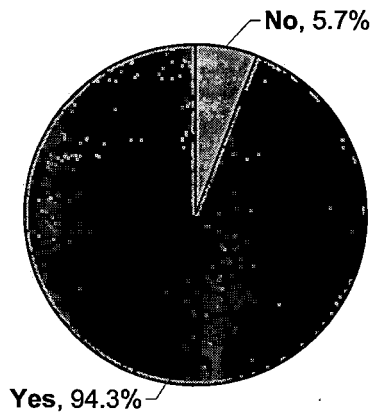


Summary: Over one-half (57.7%) of survey participants suggested that the primary funding source to maintain quality services at OCC should be obtained from a combination of property tax and tuition increases, while one-third (32.4%) suggested only a tuition increase.

Seventy survey participants suggested that funding be derived from other sources, including the following:

- Government/Taxes (N=33);
- Businesses and Corporations (N=17);
- Grants/Endowments/Donations (N=14);
- Lottery (N=4); and
- Fundraising (N=4).

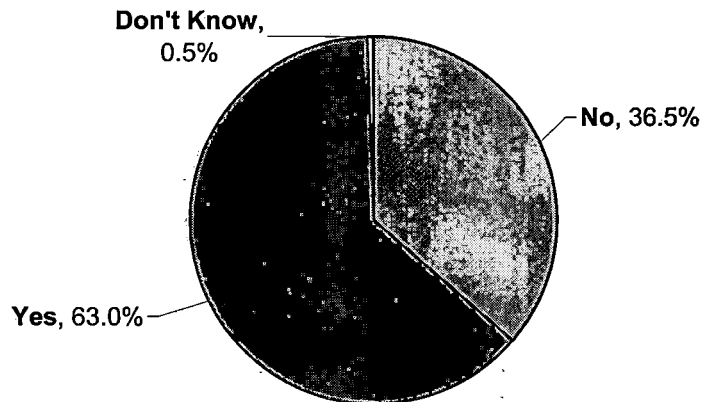
Chart 21: Anyone in Household Ever Attended a College or University (N=423)



Summary: Almost all (94.3%) survey participants had someone in the household that attend a college or university.

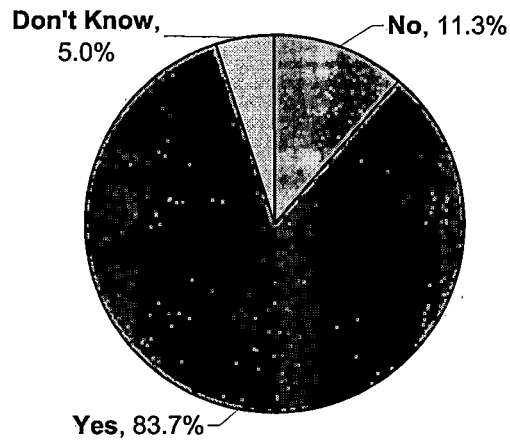
*Note: If survey participant answered *No* on question 18, then survey continued on question 20.

Chart 22: Anyone in the Household Ever Attended or Plan on Attending OCC (N=400)



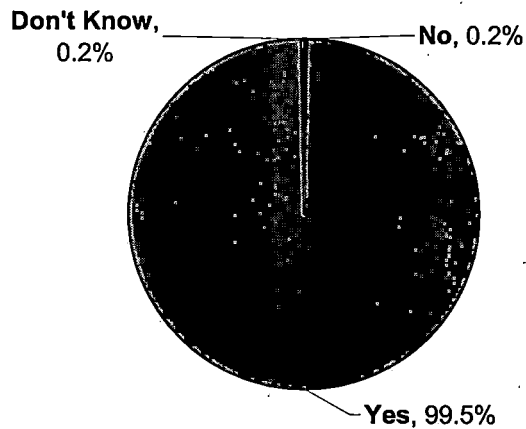
Summary: Nearly two-thirds (63.0%) of survey participants had someone in the household who attended, or plan on attending, OCC. This figure increased 8.4% from the previous year.

Chart 23: Recommend OCC to a Family Member (N=423)

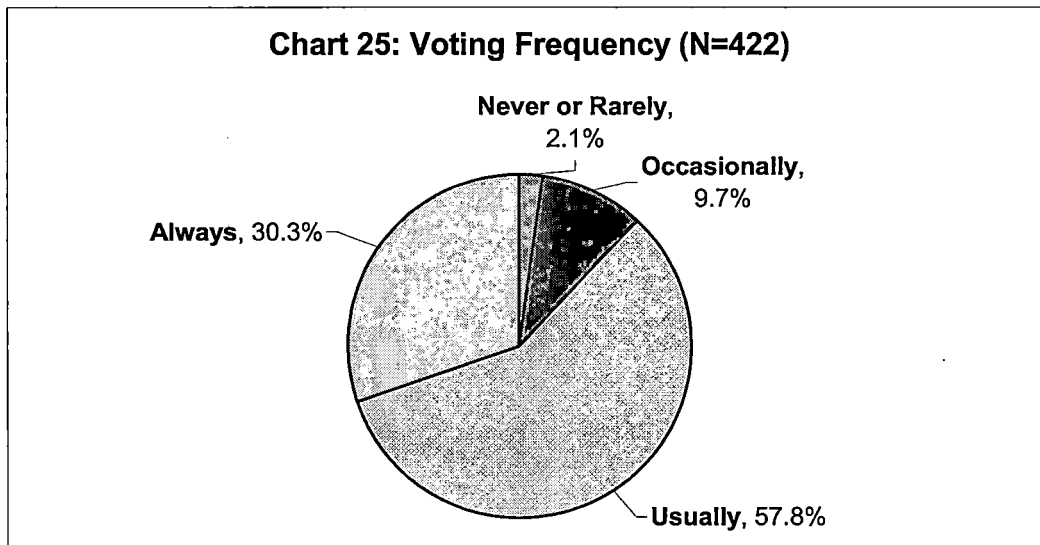


Summary: Over eighty percent (83.7%) of survey participants would recommend OCC to a family member.

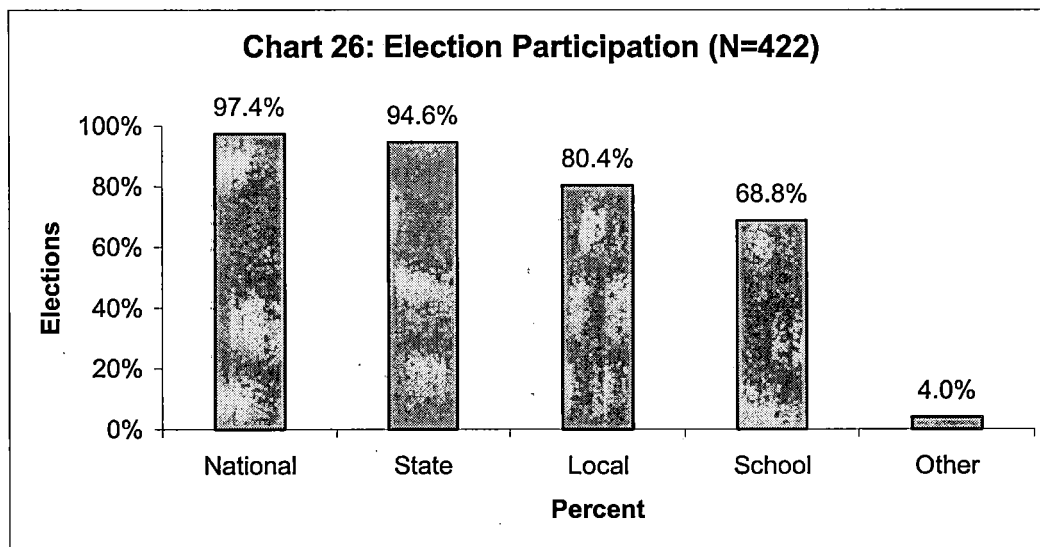
Chart 24: Registered Voter (N=423)



Summary: Nearly every (99.5%) survey participant was a registered voter.

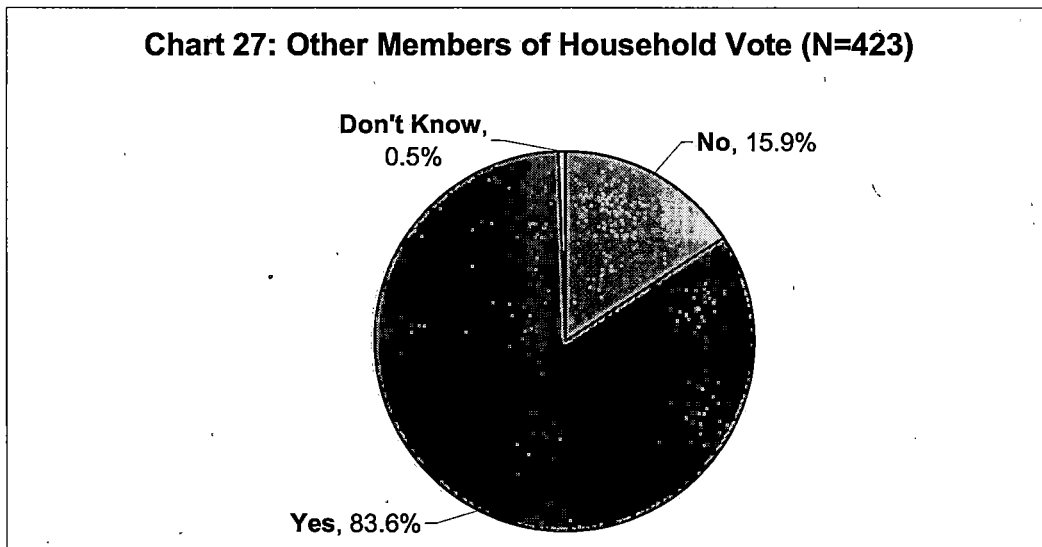


Summary: Eighty-eight percent (88.1%) of survey participants *usually* (57.8%) or *always* (30.3%) vote in every election.



Summary: Over two-thirds (68.8%) of survey participants vote in national, state, local and school district elections.

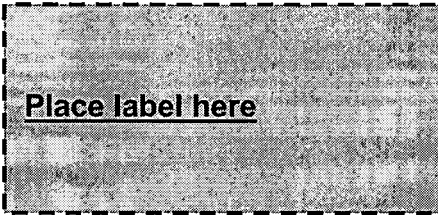
Chart 27: Other Members of Household Vote (N=423)



Summary: Eighty-four percent (83.6%) of survey participants stated that other members of their household vote. However, it is noteworthy to mention, *No* responses (15.9%) include those households with only one member, and households with other members under the legal voting age.

**Appendix A:
2003 Public Opinion Poll**

2003 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 PERSON IS AVAILABLE,**

THANK AND TERMINATE. ONLY SURVEY THOSE ON LABEL.)

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.

2003 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	(don't read) Don't Know/Refused	(don't read) 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 (please specify)				

2. Would you 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	(don't read) Don't Know/Refused	(don't read) 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 (mentioned above)	1	2	3	4	88	99

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	<i>(don't read) Don't Know/Refused</i>	<i>(don't read) Missing</i>
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	<i>(don't read) Don't Know/Refused</i>	<i>(don't read) Missing</i>
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
n.	Shorter Duration Courses (Less than the Typical 15 Weeks)	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) Don't Know/Refused</i>	<i>(don't read) Missing</i>
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 (OCC), OR answers "YES" to ONLY 5b (OCC), skip to question 13 on page seven.

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/Refused*
 99 *Missing*

IMPORTANT: Interviewer: If respondent answered only "OCC" or "Don't Know/Refused" on question 6, skip to Question 13 on page seven.

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	(don't read) Don't Know/Refused	(don't read) 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 9 on page six.

8. Keeping in mind the schools mentioned, could you please tell me on average, how you view OCC compared to what school they mentioned second - besides OCC on question 9, far below average, slightly below average, slightly above average or far above average, on the following items?
(interviewer: Look on worksheet and remind respondent)
(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/Refused	<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

9. In your opinion, does OCC do an **excellent, good, fair** or **poor** job in meeting the educational and training needs of people in your county?

- 1 Poor
- 2 Fair
- 3 Good
- 4 Excellent

88 Don't Know/Refused
99 Missing

10. To what extent do you believe that OCC is a quality provider of training for working professionals? *(interviewer: please read choices 1-4)*

- 1 Very Low Extent
- 2 Somewhat Low Extent
- 3 Somewhat High Extent
- 4 Very High Extent

88 Don't Know/Refused
99 Missing

11. To what extent do you believe that OCC is a quality provider of cultural events?

(interviewer: please read choices 1-4)

- 1 Very Low Extent
- 2 Somewhat Low Extent
- 3 Somewhat High Extent
- 4 Very High Extent

88 Don't Know/Refused
99 Missing

12. To what extent do you believe that OCC is a quality provider of education that prepares students to transfer to other institutions of higher education?

(interviewer: please read choices 1-4)

- 1 Very Low Extent
- 2 Somewhat Low Extent
- 3 Somewhat High Extent
- 4 Very High Extent

88 Don't Know/Refused
99 Missing

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

13. 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/Refused
99 Missing

14. 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/Refused
99 Missing

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

15. Overall, how would you rate your satisfaction with OCC's fiscal responsibility (i.e. How OCC manages their money)?

(Interviewer: please read choices 1-4)

- 1 Very Unsatisfied
- 2 Somewhat Unsatisfied
- 3 Somewhat Satisfied
- 4 Very Satisfied

88 Don't Know/Refused
99 Missing

16. 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/Refused	<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 <i>(i.e. computer systems that help the College run day-to-day business)</i>	1	2	3	4	88	99
h.	Preparing Students to Transfer to 4-Year Institutions	1	2	3	4	88	99

17. 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/Refused
99 Missing

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

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

(interviewer: do NOT read choices)

0 No → skip to question 20

1 Yes

88 Don't Know/Refused

99 Missing

19. 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/Refused

99 Missing

20. Would you recommend attending OCC to a family member?

0 No

1 Yes

88 Don't Know/Refused

99 Missing

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

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

0 No → skip to question 24

1 Yes

88 Don't Know/Refused

99 Missing

22. 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/Refused

99 Missing

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

		Yes	No	(don't read) Don't Know/Refused	(don't read) 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 (please specify)				

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

- 0 No
- 1 Yes

88 Don't Know/Refused
 99 Missing

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

25. Which of the following categories best describes your race or ethnicity?
(interviewer: please read choices)

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

88 Don't Know/Refused
 99 Missing

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

(interviewer: do NOT read choices)

- 0 Male
- 1 Female

88 Don't Know/Refused
 99 Missing

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