

REPORT PREPARED FOR
THE MAINE COMMUNITY COLLEGE SYSTEM
(MCCS)

SURVEY OF MAINE CITIZENS
WHO HAVE NOT ATTAINED
A COLLEGE DEGREE

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I. BACKGROUND AND METHODOLOGY

Background

In March 2006, the Maine Community College System (MCCS) commissioned Strategic Marketing Services (SMS), a leading Maine-based marketing research and consulting firm, to conduct a quantitative research study. The major objectives of this research project was to investigate the reasons why some Maine citizens have not pursued a college degree and identify the characteristics of an educational environment that would draw these citizens into higher education.

Following on initial planning with MCCS, a survey instrument was designed by SMS and approved by MCCS.

Methodology

In order to obtain the targeted sample of 400 respondents, SMS interviewers first had speak with Maine citizens aged 18 to 55 who have not attained a college degree to determine their interest in pursuing a college degree. A total of 665 interviews were commenced with Maine citizens aged 18 to 55 who have not attained a college degree. Of these 665 Maine citizens aged 18 to 55 who have not attained a college degree, 400 said that they are at least somewhat interested in pursuing a college degree, while 265 said that they were not interested in pursuing a college degree. The 400 Maine citizens aged 18 to 55 who have not attained a college degree but indicated an interest in pursuing a college degree completed the survey. Surveys were not conducted with the 265 Maine citizens aged 18 to 55 who have not attained a college degree and did not indicate an interest in pursuing a college degree.

The total sample of 400 Maine citizens aged 18 to 55 who have not attained a college degree but expressed some interest in pursuing a college degree was stratified by population density levels throughout the state. All surveys were conducted on a CATI system by the in-house interviewing team at SMS between March 20 and April 3, 2006.

Based on the population of Maine citizens aged 18 to 55 who have not attained a college degree (estimated at approximately 455,000 according to the Maine State Planning Office), the sample size of 400 allows the results to be interpreted at the 95 percent confidence level with a margin of error of ± 4.90 percent. If the results were to be inferred to all Maine citizens between the ages of 18 and 55 who do not have a college degree, 95 times out of 100 the results would be reflective of the population, within the 4.90 percent margin of error.

I. BACKGROUND AND METHODOLOGY

The results are broken down by geographical regions of the state, as follows:

Southern Region	Central & Western Region	Northern & Down East Region
Cumberland County	Androscoggin County	Aroostook County
Sagadahoc County	Franklin County	Hancock County
York County	Kennebec County	Penobscot County
	Knox County	Piscataquis County
	Lincoln County	Somerset County
	Oxford County	Washington County
	Waldo County	

II. EXECUTIVE SUMMARY

Interest in Pursuing a College Degree

- SMS interviewed 665 people between the ages of 18 and 55 who had not attained a two or four year college degree. Of these 665 people, 60% (N=400) indicated that they are “very interested,” “somewhat interested,” or “might be interested” in pursuing a college degree.
- Of the 400 Maine residents included in the final sample, 20% said that they are “very much” interested in pursuing a college degree, and 26% indicated that they are “somewhat” interested. Fifty-four percent (54%) said that they “might be interested” in pursuing a college degree at some point in the future.
- **Of the approximately 455,000 Maine citizens aged 18 to 55 who have not completed a college degree, about 273,000 people (60% of 455,000) are “very interested,” “somewhat interested,” or “might be interested” in pursuing a college degree. Of these 273,000 people, 54,600 are “very interested” (20% of 273,000), 70,980 are “somewhat interested” (26% of 273,000), and 147,420 people “might be interested” (54% of 273,000) in pursuing a college degree in the future.**
- Fifty-seven percent (57%) of respondents said that if they were to go to college, they would likely go in one to two years. This represents approximately 155,610 Maine citizens (57% of 273,000). Additionally, 61% of respondents indicated that they are either “very sure” or “somewhat sure” about the career or degree that they would pursue.

Reasons Why a College Degree Has Not Yet Been Pursued & Factors that Would Make Pursuing a College Degree Easier

Financial factors have played a major role why respondents have not pursued a college degree and a clear majority of respondents said that low cost and financial aid would make it easier for them to pursue a college degree.

- Unaided, 29% of respondents said that money has been one of the principal reasons as to why they have not pursued a college degree.
- Sixty-six percent (66%) of respondents rated “the cost of college” as a significant factor that has prevented them from attaining a college degree and 58% indicated that “your ability to pay for it” was also significant.
- Nearly nine in ten respondents (88%) indicated that “low cost of college” would make it easier for them to pursue a college degree (either “somewhat” or “much” easier) and 85% said that “financial aid (scholarships and loans)” would make it easier for them to pursue a degree.

Time availability has also been a major barrier to respondents pursuing a college degree.

- “Time needed to go to college” was rated as a significant factor that has prevented them from attaining a college degree by 63% of respondents.

II. EXECUTIVE SUMMARY

- Unaided, 23% of those surveyed said that “raising children” prevented them from pursuing a college degree and 9% indicated that “time needed / wanted to take time off” has been a barrier.
- The majority of respondents indicated that the following factors would make it easier (either “somewhat” or “much” easier) for them to pursue a college degree: “convenient location” (78%), “ability to attend part-time” (68%), “convenient schedule – evening courses” (64%), and “convenient schedule – weekend courses” (56%).

Perceived Benefits of Having a College Degree

The opportunities to have a better job and to receive a higher income are perceived to be the two most important benefits of having a college degree.

- Six in ten respondents (60%) said that “high income / better pay” is one of the top three benefits of having a college degree and 43% said “better jobs / careers.”
- Other top answers cited include: “education / more knowledge” (20%), “more options / opportunities” (19%), and “self-satisfaction / self-esteem” (14%).

Respondents interested in owning their own business believe that having a college degree would help them in this goal.

- Approximately 18 percent of respondents indicated that they currently own a business. Of the 330 respondents who do not currently own their own business, a total of 54% indicated that they would be “very interested” (25%) or “somewhat interested” (29%) in starting their own business.
- Of the 179 respondents who do not currently own their own business but would be interested in doing so, a total of 86% indicated that they think that the 2 or 4-year college degree of their choosing would help achieve this goal either “a great deal” (51%) or “somewhat” (35%).

Usage of the Internet

A high percentage of respondents indicated that they use the Internet at home and/or work, and there is a high degree of interest in online courses.

- Eighty-eight percent (88%) of respondents use the Internet at home and/or work. Of the respondents who use the Internet at home and/or work, 75% indicated that they would be comfortable (either “very” or “somewhat” comfortable) taking a college course online.
- More than one-half of respondents (59%) indicated that “courses available over the Internet” would make it easier (either “somewhat” or “much” easier) for them to pursue a college degree.

II. EXECUTIVE SUMMARY

Selected Demographic Characteristics of the Sample

- Seventy-nine percent (79%) of respondents currently work. Of those who are currently employed, 50% said that their employers do not offer them educational benefits, such as helping to pay for college courses or providing flex-time or time off to attend courses.
- Fifty-three percent (53%) of those surveyed are between the ages of 41 and 55, 38% are between the ages of 26 and 40, and 10% are aged 21 to 25.
- Fifty-five percent (55%) of respondents have a high school diploma and 33% have had some college education.

III. FINDINGS

This section reports the major findings of the study. Only major deviations will be discussed. The order of reporting does not always follow the order of questioning as the reporting of questions of related interest are grouped together, where applicable.

A copy of the survey instrument used is contained in Appendix A of this report.

Please note that throughout the report not all figures will total 100.0% due to the rounding of decimals.

Crosstabulation tables for each survey question are presented in a separate volume. For analytical purposes, the results are categorized in the following ways:

- ✓ Total
- ✓ Education (HS grad / Some college / Other)
- ✓ Interest in Pursuing a College Degree (Yes, very much / Yes, somewhat / Maybe)
- ✓ When Likely to Go to College (1-2 years / 3+ years / Don't know)
- ✓ Parent Completed a College Degree (Yes / No / Don't know)
- ✓ Region (Southern / Central & Western / Northern & Down East)
- ✓ Age (18 to 25 / 26 to 40 / 41 to 55)
- ✓ 2005 Household Income (Less than \$25K / \$25K < \$40K / \$40K < \$50K / \$50K or more / Refused or N/A*)
 - * *Of the 81 respondents in this category, 55 "Refused" (these are the heads/joint heads of household who refused to answer this question) and 26 were in the "Not Applicable" category (these are the respondents who are not heads/joint heads of household and were not asked this question)*
- ✓ Hours Worked Per Week (None / <40 hours / 40 hours / 41+ hours)
- ✓ Type of Job (Professional & Technical / Trade, Manufacturing & Labor / Administrative / Managerial & Supervisory / Sales & Purchasing / Government / Human Services & Health Care / Education & Child Care / Hospitality & Food Service / Other / None / Refused)

III. FINDINGS: INTEREST IN PURSUING A COLLEGE DEGREE

Interest in Pursuing a College Degree

Are you interested in pursuing a college degree?

	Of the Total Calls Made* (N=665)	Of the Final Sample (N=400)
Yes, very much	12.0%	20.0%
Yes, somewhat	15.5%	25.8%
Maybe / Don't know	32.6%	54.3%
No	39.8%	0.0%**

* Note: "Total Calls Made" refers to the total number of respondents in the correct age and educational attainment categories.

** Note: Respondents not planning on pursuing a college degree and those currently attending college were excluded from the survey.

Total Calls Made:

SMS interviewers spoke with 665 respondents between the ages of 18 and 55 who had not attained a two or four year college degree. Of the 665 respondents, a total of 27.5% (12.0% + 15.5%) indicated that they are "very much" or "somewhat" interested in pursuing a college degree.

Final Sample:

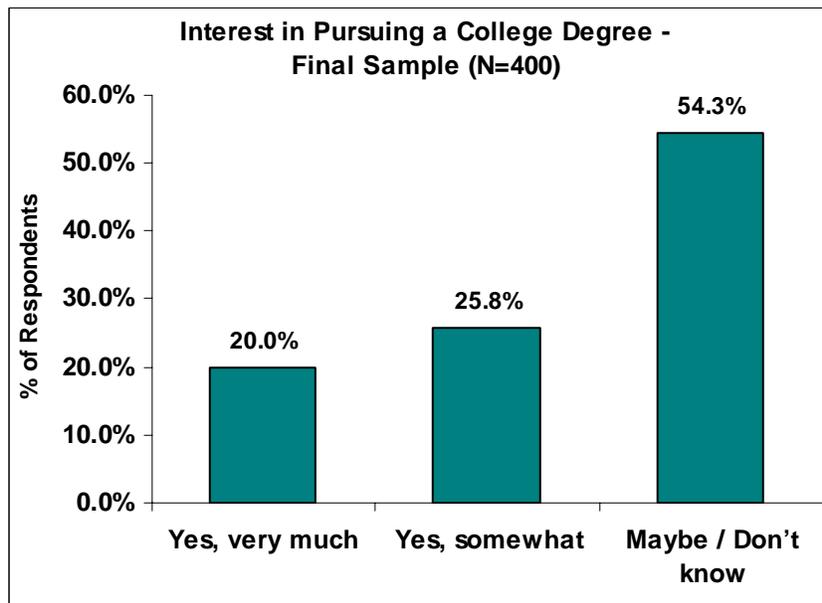
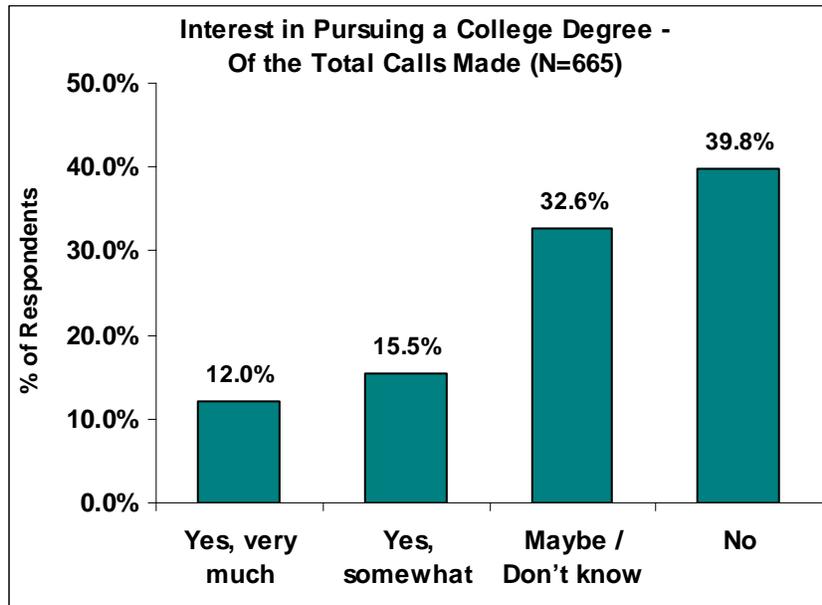
Of the 400 Maine residents included in the final sample who indicated that they had at least some interest in ever pursuing a college degree, 20.0% of respondents said that they are "very much" interested in pursuing a college degree, and 25.8% are "somewhat" interested. Fifty-four percent (54.3%) of those surveyed indicated that they might be interested in pursuing a college degree at some point in the future.

Respondents who are not currently employed (28.6%), those who have completed some college (27.1%), respondents whose parent(s) completed a college degree (25.9%), and those are likely to go to college in one to two years (24.0%) were more likely than their demographic cohorts to indicate that they are "very much" interested in pursuing a college degree. **Although the following demographic group comprises a small sub-sample*** and the results should be interpreted with caution, respondents aged 18 to 25 (46.2%) were more likely than older respondents to indicate that they are "very much" interested in pursuing a college degree.**

*** Note: Over the past several years, it has become more difficult to reach respondents in the younger age segment via telephone due to the replacement by this group of traditional "land lines" with cellular telephones.

III. FINDINGS: INTEREST IN PURSUING A COLLEGE DEGREE

Interest in Pursuing a College Degree (continued)



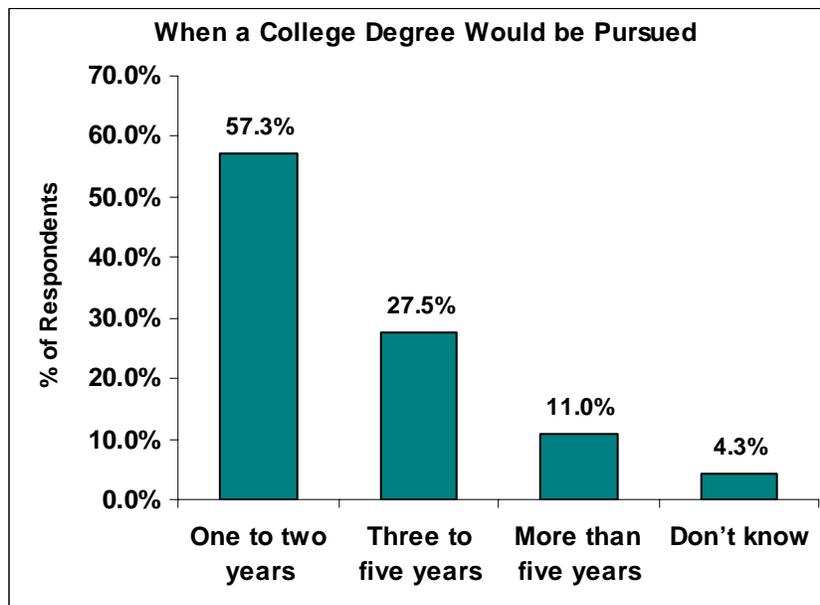
III. FINDINGS: INTEREST IN PURSUING A COLLEGE DEGREE

When a College Degree Would be Pursued

If you were to go to college, when would you likely go? [Options were read and rotated.]

One to two years	57.3%
Three to five years	27.5%
More than five years	11.0%
Don't know	4.3%

Fifty-seven percent (57.3%) of respondents indicated that they would likely go to college in “one to two years”. While 27.5% of those surveyed said that they would likely go to college in “three to five years”, 11.0% indicated that they would go to college in “more than five years”. Four percent (4.3%) of respondents were unsure of when they would go to college.



III. FINDINGS: INTEREST IN PURSUING A COLLEGE DEGREE

Certainty about Career or Degree that Would be Pursued

How sure are you about the career or degree that you would pursue? [Options were rotated]

Not at all sure	20.0%	Not at all / Not very sure combined	37.0%
Not very sure	17.0%		
Somewhat sure	27.5%	Somewhat / Very sure combined	61.0%
Very sure	33.5%		
Don't know	2.0%		

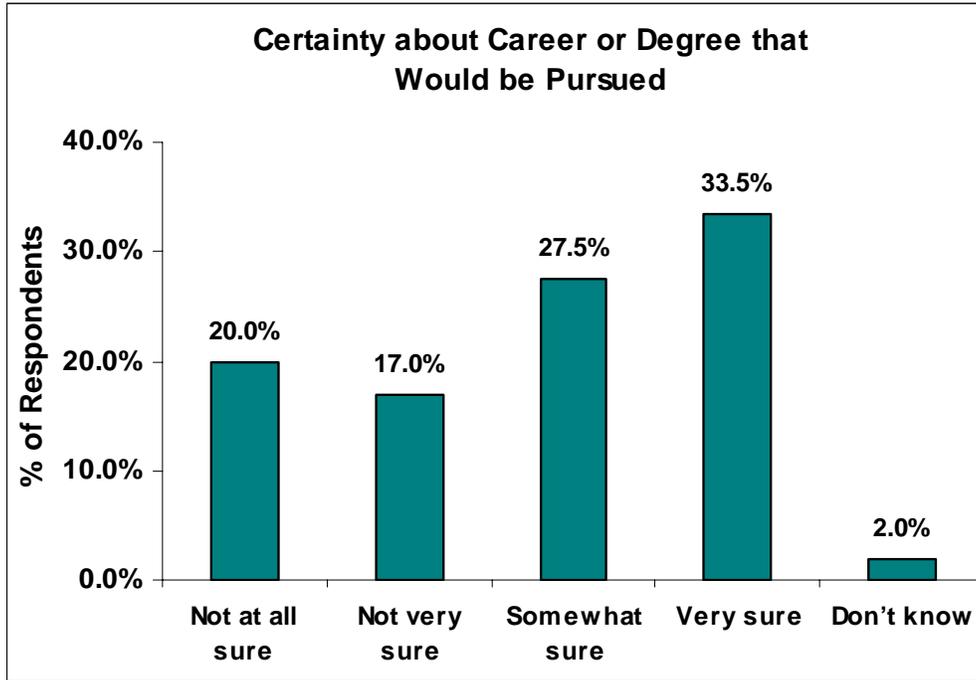
A total of 61.0% of respondents indicated that they are either “very sure” (33.5%) or “somewhat sure” (27.5%) about the career or degree that they would pursue. Thirty-seven percent (37.0%) of those surveyed said that they were either “not at all sure” (20.0%) or “not very sure” (17.0%) about the career or degree that they would pursue in college. Two percent (2.0%) of respondents indicated that they “don’t know.”

Respondents who indicated that they are “somewhat” or “very” sure about the career or degree that they would pursue are more likely to have also indicated that they are “very much” interested in pursuing a college degree (83.8%) and are also more likely to have completed some college (70.7%).

Although the following demographic sub-group is small and the results should be interpreted with caution, respondents aged 18 to 25 (79.5%) were more likely than their demographic cohorts to indicate that they are “somewhat” or “very” sure about the career or degree that they would pursue.

III. FINDINGS: INTEREST IN PURSUING A COLLEGE DEGREE

Certainty about Career or Degree that Would be Pursued



III. FINDINGS: INTEREST IN PURSUING A COLLEGE DEGREE

Type of Career or Degree that Would be Pursued

Which career or degree? [Unaided; Asked of those who indicated that they were “somewhat sure” or “very sure” about the career that they would pursue if they went to college.]

Top Answers*	(N=244)
Medical field / Nursing	16.3%
Business administration / business management	13.9%
Teacher / Education	9.0%
Computer science / computer programming	6.1%
Accounting	5.3%

** Note: A complete list of answers to this question can be found in the crosstabulation tables (bound separately).*

Of the 244 respondents who indicated that they were “somewhat sure” or “very sure” about the career or degree that they would pursue if they went to college, 16.3% indicated that they would pursue a career or degree in the “medical field / nursing” (the breakdown is 8.5% for “medical field” and 7.8% for “nursing”). Other top answers cited include: “business administration / business management” (13.9%), “teacher / education” (9.0%), “computer science / computer programming” (6.1%), and “accounting” (5.3%).

III. FINDINGS: REASONS WHY A COLLEGE DEGREE HASN'T BEEN PURSUED

Principal Reasons Why a College Degree Has Not Been Pursued (Unaided)

What are the principal reasons why you have not pursued a college degree? [Unaided. Multiple responses were recorded.]

Top Answers*	
Cost of college / money	28.5%
Raising children	23.3%
Time needed / wanted to take time off	8.8%
Had to work / work	8.5%
Family obligations	8.0%
Had / have a good job	7.0%
Don't know	2.5%
Nothing	0.5%

** Note: A complete list of answers to this question can be found in the crosstabulation tables (bound separately).*

Unaided, 28.5% of respondents indicated that the “cost of college / money” has been one of the principal reasons as to why they have not pursued a college degree. While 23.3% of those surveyed said that “raising children” prevented them from pursuing a college degree, 8.8% indicated that “time needed / wanted to take time off” has been a barrier. Other top answers cited include: “had to work / work” (8.5%), “family obligations” (8.0%), and “had / have a good job” (7.0%). While 2.5% of those surveyed indicated that they “don’t know”, two respondents (0.5%) said that “nothing” has been a particular barrier for them pursuing a college degree.

III. FINDINGS: REASONS WHY A COLLEGE DEGREE HASN'T BEEN PURSUED

Barriers to Pursuing a College Degree (Aided)

I am now going to read you a list of factors. For each one, please tell me the extent to which it has prevented you from pursuing a 2 or 4-year college degree. Please use a scale from 1 to 5, where 1 means "Not a factor at all" and 5 means "A very significant factor".

Respondents were asked to rate eight factors on a scale from 1 to 5, where 1 means the barrier was "not a factor at all" in preventing them from pursuing a 2 or 4-year college degree and 5 means that the barrier was a "very significant factor." Based on the combined ratings of "4"s and "5"s, the factor that has prevented respondents from pursuing a college degree the most has been "the cost of college" (66.1%). This top factor was followed closely by "time needed to go to college" (62.5%) and "your ability to pay for it" (57.8%). The remaining four factors tested were deemed to be of less importance in terms of respondents not pursuing a college degree: "you're unsure of your career plans" (30.3%), "child care" (29.1%), "your comfort level using a computer" (21.3%), "your comfort level with being on a college campus" (17.5%), and "you think the coursework will be too difficult" (10.8%).

The Cost of College

Respondents that have a parent who completed a college degree (52.8%) were less likely than those whose parents did not complete college (70.6%) to rate "cost of college" as a "4" or a "5" in terms of this factor being a significant reason as to why they have not pursued a college degree. In addition, those who work more than 40 hours per week (61.9%) were less likely than respondents who work fewer hours per week to rate this factor as a significant factor in why they have not pursued a college degree. Respondents with annual household incomes of \$50,000 or more (48.4%) were less likely than those with lower annual household incomes to rate "cost of college" as either a "4" or "5."

Although the following demographic sub-group is small and the results should be interpreted with caution, respondents aged 18 to 25 (53.8%) were less likely than their demographic cohorts to rate "the cost of college" as a significant factor which has prevented them from pursuing a college degree.

You Think the Coursework Will Be Too Difficult

Although the following demographic sub-groups are small and the results should be interpreted with caution, respondents aged 41 to 55 (15.6%) were more likely than those aged 18 to 25 (2.6%) to rate the following factor – "you think the coursework will be difficult" – as a "4" or a "5" in terms of preventing them from having pursued a college degree.

III. FINDINGS: REASONS WHY A COLLEGE DEGREE HASN'T BEEN PURSUED

Barriers to Pursuing a College Degree (continued)

	1 - Not a factor at all	2 - Not much of a factor	3 - Somewhat of a factor	4 - A significant factor	5 - A very significant factor	Don't know	"4" and "5" combined
The cost of college	13.5%	5.5%	15.0%	14.8%	51.3%	0.0%	66.1%
You think the coursework will be too difficult	51.0%	21.8%	15.8%	5.3%	5.5%	0.8%	10.8%
Your ability to pay for it	15.3%	8.0%	19.0%	16.8%	41.0%	0.0%	57.8%
Time needed to go to college	13.3%	8.0%	16.3%	22.5%	40.0%	0.0%	62.5%
You're unsure of your career plans	30.5%	13.5%	24.8%	14.3%	16.0%	1.0%	30.3%
Your comfort level with being on a college campus	52.3%	15.5%	14.0%	9.5%	8.0%	0.8%	17.5%
Your comfort level using a computer	54.0%	11.0%	13.5%	9.0%	12.3%	0.3%	21.3%
Child care	56.5%	5.5%	7.8%	5.8%	23.3%	1.3%	29.1%

Your Ability to Pay for College

Respondents in the following demographic categories were less likely to rate their "ability to pay for college" as either a "4" or "5": respondents with annual household incomes of \$50,000 or more (37.9%), those who have a parent who completed a college degree (45.4%), respondents who have completed some college (48.1%), and those who work more than 40 hours per week (47.6%).

Although the following demographic sub-groups are small and the results should be interpreted with caution, respondents aged 18 to 25 (43.6%) were less likely than those aged 41 to 55 (60.7%) to rate the following factor – "your ability to pay for college" – as a "4" or a "5" in terms of preventing them from having pursued a college degree.

III. FINDINGS: REASONS WHY A COLLEGE DEGREE HASN'T BEEN PURSUED

Barriers to Pursuing a College Degree (continued)

Time Needed to Go to College

Respondents in the following demographic categories were less likely to rate “time needed to go to college” as either a “4” or “5”: those who do not currently work (47.6%), respondents with annual household incomes of less than \$25,000 (53.8%), those who have a parent who completed a college degree (54.6%), and respondents who plan to go to college in the next two years (56.8%).

Although the following demographic sub-group is small and the results should be interpreted with caution, respondents aged 18 to 25 (46.2%) were less likely than their demographic cohorts to rate “time needed to go to college” as a “4” or a “5” in terms of preventing them from having pursued a college degree.

You're Unsure of Your Career Plans

Although the following demographic sub-groups are small and the results should be interpreted with caution, respondents aged 18 to 25 (12.8%) and those who are “very much” interested in pursuing a college degree (20.0%) were less likely than their demographic cohorts to rate the following factor – “you're unsure of your career plans” – as a “4” or a “5” in terms of preventing them from having pursued a college degree.

Your Comfort Level with Being on a College Campus

There are no major demographic differences for this factor.

Your Comfort Level Using a Computer

Respondents in the following demographic categories were less likely to rate “your comfort level using a computer” as either a “4” or “5”: those who are “very much” interested in pursuing a college degree (12.5%), respondents with annual household incomes of \$50,000 or more (13.7%), and females (18.2%).

Although the following demographic sub-group is small and the results should be interpreted with caution, respondents aged 18 to 25 (7.7%) were less likely than older respondents to rate the following factor – “your comfort level using a computer” – as a “4” or a “5” in terms of preventing them from having pursued a college degree.

Child Care

Respondents in the following demographic categories were more likely to rate “child care” as either a “4” or “5”: respondents between the ages of 26 and 40 (43.3%), those who either do not work (39.3%) or work fewer than 40 hours per week (37.1%), those who are “very much” interested in pursuing a college degree (37.5%), respondents who have a parent who completed a college degree (36.1%), and females (33.0%).

III. FINDINGS: REASONS WHY A COLLEGE DEGREE HASN'T BEEN PURSUED

Three Most Important Barriers to Pursuing a College Degree (Unaided)

Of the items I just read, or any other factors that you may have thought about, what are the three most important factors that have prevented you from pursuing a college degree? Please list in order of importance, starting with the most important factor. [Unaided. Multiple responses were recorded.]

Top Answers*	Overall	#1 Factor	#2 Factor	#3 Factor
The cost of college	59.4%	32.8%	18.3%	8.3%
Time needed to go to college	48.6%	18.8%	22.0%	7.8%
Child care	13.8%	4.0%	7.0%	2.8%
Raising children	13.6%	5.5%	3.8%	4.3%
Need / have to work	8.8%	3.5%	3.0%	2.3%
Family obligations	7.4%	3.8%	2.3%	1.3%
Lack of direction in career/degree	7.3%	2.0%	3.5%	1.8%
Ability to pay for it	5.6%	2.0%	1.8%	1.8%
Lack of interest	5.1%	2.0%	1.3%	1.8%

** Note: A complete list of answers to this question can be found in the crosstabulation tables (bound separately).*

Fifty-nine percent (59.4%) of respondents said that “the cost of college” is one of the top three factors that have prevented them from pursuing a college degree and 48.6% said “time needed to go to college.” While 13.8% of those surveyed mentioned “child care” as one of the three top barriers to them pursuing a college degree, 13.6% said “raising children.” Other top answers cited include: “need / have to work” (8.8%), “family obligations” (7.4%), “lack of direction in career/degree” (7.3%), “ability to pay for it” (5.6%), and “lack of interest” (5.1%).

III. FINDINGS: REASONS WHY A COLLEGE DEGREE HASN'T BEEN PURSUED

Three Most Important Barriers to Pursuing a College Degree (continued)

The Cost of College

Respondents who do not currently work (67.9%) and those who are “very much” interested in pursuing a college degree (65.0%) were more likely than their demographic cohorts to indicate that “the cost of college” has been one of the three most important factors preventing them from pursuing a college degree.

Although the following demographic sub-group is small and the results should be interpreted with caution, respondents with annual household incomes of less than \$25,000 (73.1%) were more likely than their demographic cohorts to indicate that “the cost of college” has been one of the three most important factors preventing them from pursuing a college degree.

Time Needed to Go to College

Respondents in the following categories were more likely than their demographic cohorts to mention “time needed to go to college” as one of the three most important factors which have prevented them from pursuing a college degree: respondents aged 26 to 40 (58.0%), those who have completed some college (56.4%), and respondents who work more than 40 hours per week (54.0%). Meanwhile, respondents whose annual household incomes are less than \$25,000 (36.5%) and those who “might” be interested in pursuing a college degree (40.6%) were less likely to cite this factor as one of the top three reasons as to why they haven’t pursued a college degree.

III. FINDINGS: BENEFITS OF HAVING A COLLEGE DEGREE

Three Most Important Benefits of Having a College Degree (Unaided)

What do you think are three of the most important benefits of having a college degree? Please list in order of importance, starting with the most important benefit. [Unaided. Multiple responses were recorded.]

Top Answers*	Overall	#1 Factor	#2 Factor	#3 Factor
High income / better pay	60.1%	28.8%	24.0%	7.3%
Better jobs / careers	42.6%	28.3%	12.8%	1.5%
Education / more knowledge	20.0%	6.0%	9.0%	5.0%
More options / opportunities	18.8%	4.5%	8.3%	6.0%
Self-satisfaction / self-esteem	13.8%	4.8%	4.5%	4.5%
Better standard of living	6.6%	1.5%	2.3%	2.8%
Job security / stability	5.8%	2.0%	3.5%	0.3%

** Note: A complete list of answers to this question can be found in the crosstabulation tables (bound separately).*

Six in ten respondents (60.1%) said that “high income / better pay” is one of the top three benefits of having a college degree and 42.6% said “better jobs / careers.” While 20.0% of those surveyed mentioned “education / more knowledge” as one of the three top benefits of having a college degree, 18.8% said “more options / opportunities.” Other top answers cited include: “self-satisfaction / self-esteem” (13.8%), “better standard of living” (6.6%), and “job security / stability” (5.8%).

III. FINDINGS: WHAT WOULD MAKE PURSUING A COLLEGE DEGREE EASIER

Factors Which Would Make Pursuing a College Degree Easier (Aided)

I am going to read you a list of factors that might make it easier for you to go to college, and I would like to know how you feel about each one. Please use a scale from 1 to 5, where 1 means that the factor would not make it easier for you to go to college at all, and 5 means that the factor would make it much easier for you to go to college.

Respondents were asked to rate 15 factors on a scale from 1 to 5, where 1 means that the factor would not make it easier for them to go to college at all, and 5 means that the factor would make it much easier for them to go to college. Based on the combined ratings of “4”s and “5”s, the factor that would make it easiest for respondents to go to college degree is college being “low cost” (87.8%). This top factor was followed by “financial aid (scholarships and loans)” (85.0%), “degree offerings that lead to specific jobs you are interested in” (79.0%), and “convenient location” (78.0%). The following 9 factors were also rated strongly in terms of being factors that would make it easier for respondents to go to college: “ability to attend part-time” (68.1%), “convenient schedule – evening courses” (64.0%), “ability to transfer credits from one college to another” (60.0%), “help preparing for college” (59.8%), “small classes” (59.3%), “courses available over the Internet” (58.8%), “convenient schedule – weekend courses” (55.8%), “help with your coursework” (55.6%), and “help with career planning” (55.3%). The remaining two factors tested rated the lowest in terms of making it easier for respondents to go to college: “child care” (34.0%) and “convenient schedule – daytime courses” (32.5%).

Low Cost

There are no major demographic differences for this factor.

Help Preparing for College

Respondents in the following demographic categories were more likely to rate “help preparing for college” as either a “4” or “5”: respondents who work fewer than 40 hours per week (73.2%), high school graduates (65.6%), respondents who would likely go to college within the next two years (65.5%), those who are aged 41 to 55 (65.4%), and respondents who “might” be interested in going to college (64.1%).

Ability to Attend College Part-time

Respondents who are “somewhat” interested in pursuing a college degree (76.7%) were more likely than those who are “very much” interested in pursuing a college degree (67.5%) and those who “might” be interested in pursuing a college degree (64.1%) to rate “ability to attend college part-time” as either a “4” or “5.”

III. FINDINGS: WHAT WOULD MAKE PURSUING A COLLEGE DEGREE EASIER

Factors Which Would Make Pursuing a College Degree Easier (Continued)

	1 - Not any easier	2 - Not much easier	3 - Slightly easier	4 - Somewhat easier	5 - Much easier	Don't know	"4" and "5" combined
Low cost	4.3%	1.0%	7.0%	8.8%	79.0%	0.0%	87.8%
Help preparing for college	11.8%	8.0%	19.8%	23.8%	36.0%	0.8%	59.8%
Ability to attend college part-time	8.3%	6.8%	16.3%	24.3%	43.8%	0.8%	68.1%
Convenient schedule – Daytime courses	36.8%	9.3%	21.5%	11.5%	21.0%	0.0%	32.5%
Convenient schedule – Evening courses	12.0%	6.3%	17.8%	24.0%	40.0%	0.0%	64.0%
Convenient schedule – Weekend courses	19.3%	7.3%	17.0%	19.3%	36.5%	0.8%	55.8%
Convenient location	6.0%	3.3%	12.5%	25.0%	53.0%	0.3%	78.0%
Small classes	15.0%	8.5%	16.8%	20.3%	39.0%	0.5%	59.3%
Help with your coursework	13.3%	11.8%	19.3%	23.3%	32.3%	0.3%	55.6%
Ability to transfer credits from one college to another	17.8%	7.0%	13.5%	14.5%	45.5%	1.8%	60.0%
Degree offerings that lead to specific jobs you are interested in	3.3%	5.0%	11.0%	23.0%	56.0%	1.8%	79.0%
Financial aid (scholarships and loans)	4.5%	3.0%	7.3%	16.0%	69.0%	0.3%	85.0%
Courses available over the Internet	14.8%	8.8%	16.5%	19.5%	39.3%	1.3%	58.8%
Child care	48.0%	8.3%	7.3%	7.0%	27.0%	2.5%	34.0%
Help with career planning	11.3%	9.3%	22.8%	25.3%	30.0%	1.5%	55.3%

III. FINDINGS: WHAT WOULD MAKE PURSUING A COLLEGE DEGREE EASIER

Factors Which Would Make Pursuing a College Degree Easier (continued)

Convenient Schedule – Daytime Courses

Respondents in the following demographic categories were more likely to rate “convenient schedule – daytime courses” as either a “4” or “5”: those who are not currently employed (56.0%), respondents who are “very much” interested in pursuing a college degree (47.5%), those who are likely to go to college within the next two years (38.0%), and females (37.1%).

Although the following demographic sub-groups are small and the results should be interpreted with caution, respondents aged 18 to 25 (43.6%) and those with annual household incomes of less than \$25,000 (42.3%) were more likely than their demographic cohorts to rate “convenient schedule – daytime courses” as a “4” or “5.”

Convenient Schedule – Evening Courses

Respondents in the following demographic categories were more likely to rate “convenient schedule – evening courses” as either a “4” or “5”: respondents who work 40 hours per week (77.4%), those who are “somewhat” interested in pursuing a college degree (68.9%), and high school graduates (68.3%).

Although the following demographic sub-group is small and the results should be interpreted with caution, respondents with annual household incomes of less than \$25,000 (42.3%) were less likely than their demographic cohorts to rate “convenient schedule – evening courses” as a “4” or “5.”

Convenient Schedule – Weekend Courses

Respondents who work 40 hours per week (67.7%) were more likely than their demographic cohorts to rate “convenient schedule – weekend courses” as either a “4” or “5.”

Although the following demographic sub-group is small and the results should be interpreted with caution, respondents aged 18 to 25 (48.7%) were less likely than their demographic cohorts to rate “convenient schedule – weekend courses” as a “4” or “5.”

Convenient Location

Although the following demographic sub-group is small and the results should be interpreted with caution, respondents aged 18 to 25 (66.7%) were less likely than their demographic cohorts to rate “convenient location” as a “4” or “5.”

III. FINDINGS: WHAT WOULD MAKE PURSUING A COLLEGE DEGREE EASIER

Factors Which Would Make Pursuing a College Degree Easier (continued)

Small Classes

Residents of Southern Maine (52.3%) were less likely than residents of Central/Western Maine (60.0%) or Northern/Down East Maine (67.8%) to rate “small classes” as a “4” or “5.” Meanwhile, respondents aged 41 to 55 (64.5%) were more likely than younger respondents to rate “small classes” as a “4” or “5.”

Help with Your Coursework

Respondents who have completed some college (48.1%) and those who are “very much” interested in pursuing a college degree (40.0%) were less likely than their demographic cohorts to rate “help with your coursework” as a “4” or “5.” Meanwhile, respondents aged 41 to 55 (63.0%) and those who work fewer than 40 hours per week (62.9%) were more likely than other respondents to rate “help with your coursework” as a “4” or “5.”

Ability to Transfer Credits from One College to Another

Respondents in the following demographic categories were less likely to rate “ability to transfer credits from one college to another” as either a “4” or “5”: respondents with annual household incomes of between \$40,000 and \$50,000 (50.8%), those who work more than 40 hours per week (52.4%), respondents between the ages of 26 and 40 (54.7%), and those who “might” be interested in pursuing a college degree (54.8%). Meanwhile, residents of Central/ Western Maine (70.8%) and respondents who have completed some college (68.4%) were more likely than their demographic cohorts to rate “ability to transfer credits from one college to another” as either a “4” or “5.”

Degree Offerings that Lead to Specific Jobs you are Interested in

Respondents who work more than 40 hours per week (70.6%) were less likely than their demographic cohorts to rate “degree offerings that lead to specific jobs you are interested in” as a “4” or “5.”

Financial Aid (Scholarships and Loans)

While those aged 18 to 25 (92.3%)*, those who are not employed (91.7%), and females (89.4%) were more likely to rate “financial aid (scholarships and loans)” as either a “4” or “5,” those with annual household incomes of \$50,000 or more (73.4%) and respondents who work more than 40 hours per week (76.2%) were less likely to do so.

** Note: This demographic sub-group is small and the results should be interpreted with caution.*

III. FINDINGS: WHAT WOULD MAKE PURSUING A COLLEGE DEGREE EASIER

Factors Which Would Make Pursuing a College Degree Easier (continued)

Courses Available Over the Internet

Respondents who have completed some college (67.7%) and residents of Northern/Down East Maine (66.1%) were more likely than their demographic cohorts to rate “courses available over the Internet” as either a “4” or “5.” Meanwhile, respondents who work more than 40 hours per week (52.4%) were less likely than their demographic cohorts to rate “courses available over the Internet” as either a “4” or “5.”

Child Care

While respondents aged 26 to 40 (52.7%), those with annual household incomes of between \$25,000 and \$40,000 (45.2%), and respondents who are not currently employed (44.0%) were more likely to rate “child care” as either a “4” or “5,” those aged 41 to 55 (19.4%), males (27.2%), respondents who work more than 40 hours per week (27.8%), those with annual household incomes of \$50,000 or more (29.0%), and respondents who “might” be interested in going to college (29.5%) were less likely to do so.

Help with Career Planning

Respondents in the following demographic categories were less likely to rate “help with career planning” as either a “4” or “5”: respondents who have completed some college (46.6%), those with annual household incomes of \$50,000 or more (47.6%), residents of Southern Maine (48.4%), respondents between the ages of 18 and 25 (48.7%)*, males (49.3%), and those who “might” be interested in pursuing a college degree (51.2%). Meanwhile, respondents who work less than 40 hours per week (64.9%) were more likely than their demographic cohorts to rate “help with career planning” as either a “4” or “5.”

III. FINDINGS: WHAT WOULD MAKE PURSUING A COLLEGE DEGREE EASIER

Three Most Important Factors Which Would Make Pursuing a College Degree Easier (Unaided)

Of the items I just read, or any other factors that you may have thought about, what are the three most important factors that would make pursuing a college degree easier? Please list in order of importance, starting with the most important factor. [Unaided. Multiple responses were recorded.]

Top Answers*	Overall	#1 Factor	#2 Factor	#3 Factor
Low cost / money / affordable	37.2%	18.8%	13.6%	4.8%
Financial aid (scholarships and loans)	28.1%	14.3%	9.8%	4.0%
Convenient location	21.3%	7.0%	5.3%	9.0%
Child care	14.6%	5.0%	6.3%	3.3%
Time / time involved	14.3%	5.8%	5.5%	3.0%
Evening courses	10.8%	4.5%	3.3%	3.0%
Flexible / convenient scheduling	10.8%	3.5%	5.3%	2.0%
Courses available over the Internet	8.3%	4.0%	1.5%	2.8%
Help with career planning	6.5%	1.5%	2.5%	2.5%
Weekend courses	6.0%	0.5%	3.5%	2.0%

** Note: A complete list of answers to this question can be found in the crosstabulation tables (bound separately).*

While 37.2% of respondents said that “low cost / money / affordable” is one of the top three factors which would make pursuing a college education easier, 28.1% mentioned “financial aid (scholarships and loans)” and 21.3% said “convenient location.” These factors were followed by “child care” (14.6%) and “time / time involved” (14.3%). Other top answers cited include: “evening courses” (10.8%), “flexible / convenient scheduling” (10.8%), “courses available over the Internet” (8.3%), “help with career planning” (6.5%), and “weekend courses” (6.0%).

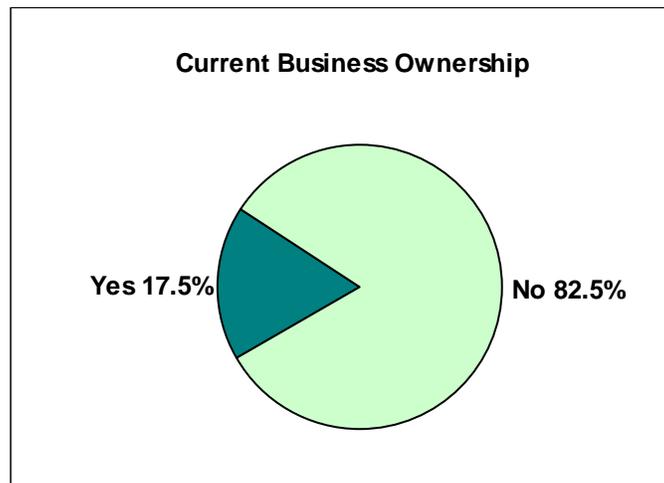
III. FINDINGS: BUSINESS OWNERSHIP

Current Business Ownership

Do you currently own a business?

Yes	17.5%
No	82.5%

Approximately 18 percent of respondents (17.5%) indicated that they currently own a business. The remaining 82.5% of those surveyed said that they do not currently own a business.



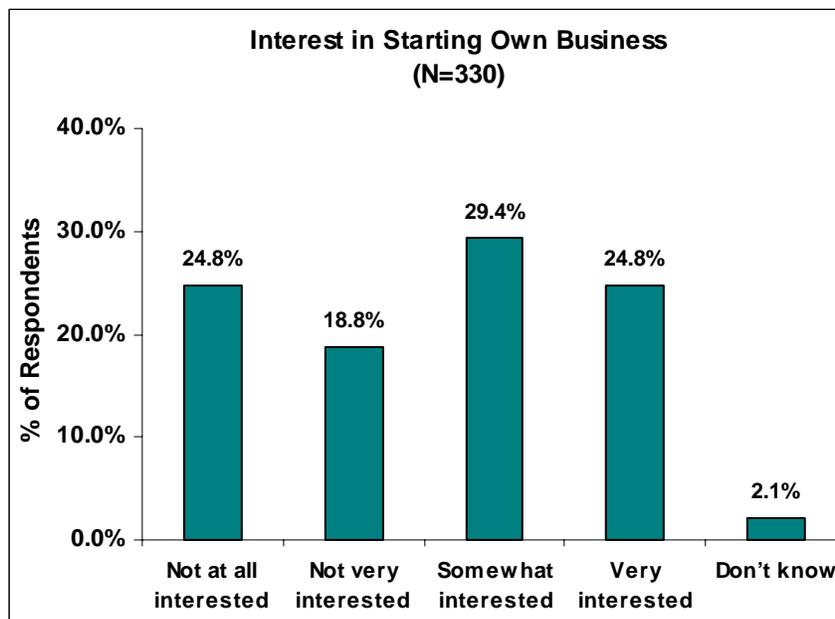
III. FINDINGS: BUSINESS OWNERSHIP

Interest in Starting Own Business

How interested would you be in starting your own business? [Options were rotated. Asked of those who do not currently own a business.]

(N=330)			
Not at all interested	24.8%	Not at all / Not very interested combined	43.6%
Not very interested	18.8%		
Somewhat interested	29.4%	Somewhat / Very interested combined	54.2%
Very interested	24.8%		
Don't know	2.1%		

Of the 330 respondents who do not currently own their own business, a total of 54.2% indicated that they would be “very interested” (24.8%) or “somewhat interested” (29.4%) in starting their own business. Forty-four percent (43.6%) of these 330 respondents said that they are either “not at all interested” (24.8%) or “not very interested” (18.8%) in starting their own business. Two percent (2.1%) of respondents indicated that they “don’t know.”



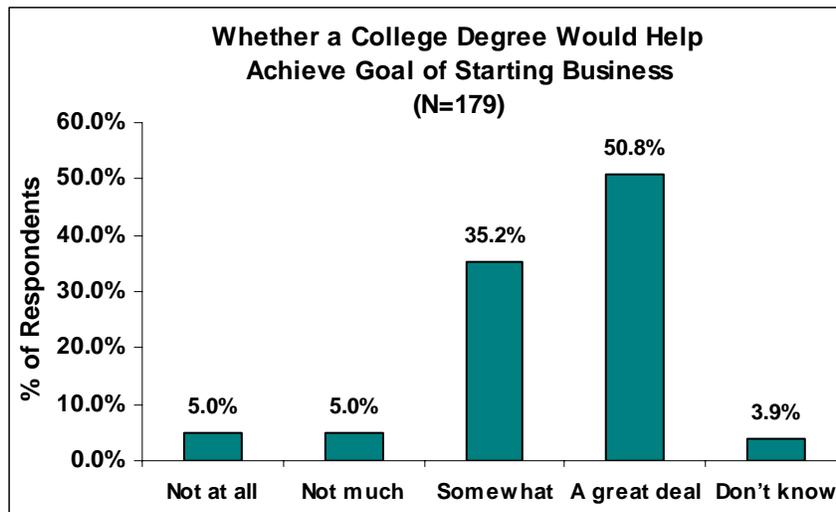
III. FINDINGS: BUSINESS OWNERSHIP

Whether a College Degree Would Help Achieve Goal of Starting Business

To what extent do you think the 2 or 4-year college degree of your choosing would help you achieve this goal? [Options were rotated. Asked of those who do not currently own a business, but would be “somewhat” or “very” interested in doing so.]

(N=179)			
Not at all	5.0%	Not at all / Not much combined	10.0%
Not much	5.0%		
Somewhat	35.2%	Somewhat / A great deal combined	86.0%
A great deal	50.8%		
Don't know	3.9%		

Of the 179 respondents who do not currently own their own business but would be interested in doing so, a total of 86.0% indicated that they think that the 2 or 4-year college degree of their choosing would help achieve this goal either “a great deal” (50.8%) or “somewhat” (35.2%). Ten percent (10.0%) of these 179 respondents indicated that they believe that the 2 or 4-year college degree of their choosing would help achieve the goal of owning their own business either “not much” (5.0%) or “not at all” (5.0%). Four percent (3.9%) of respondents indicated that they “don’t know.”



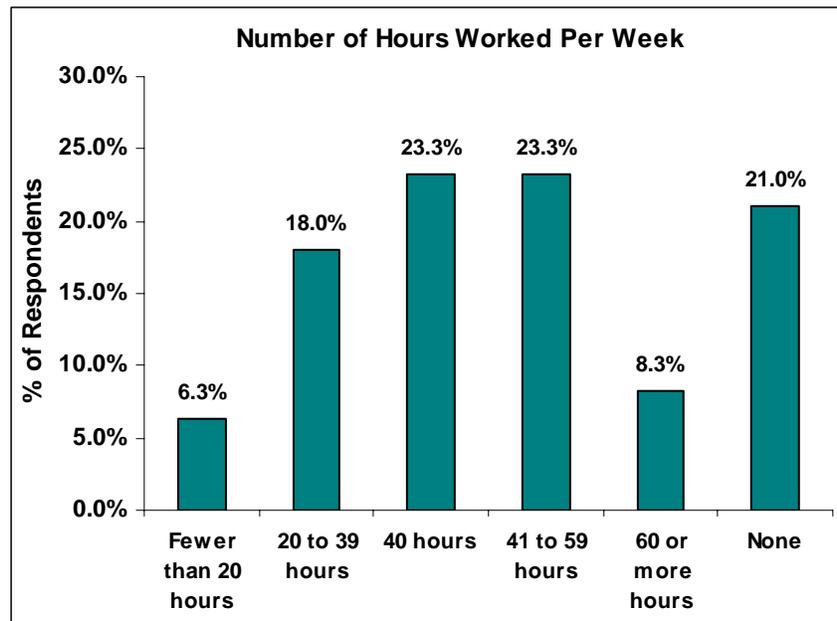
III. FINDINGS: CURRENT EMPLOYMENT INFORMATION

Hours Worked Per Week

How many hours per week do you work? [Unaided.]

Fewer than 20 hours	6.3%	Fewer than 40 hours	24.3%
20 to 39 hours	18.0%		
40 hours	23.3%	40 hours	23.3%
41 to 59 hours	23.3%	More than 40 hours	31.6%
60 or more hours	8.3%		
None	21.0%	None	21.0%

Approximately one-fourth of those surveyed (23.3%) each indicated that they work either “40 hours” or “41 to 59 hours” per week. Eighteen percent (18.0%) of respondents said that they work “20 to 39 hours” on a weekly basis. While 8.3% of those surveyed indicated that they work “60 or more hours” per week, 6.3% of respondents said that they work “fewer than 20 hours.” Twenty-one percent (21.0%) of those surveyed indicated that they do not work.



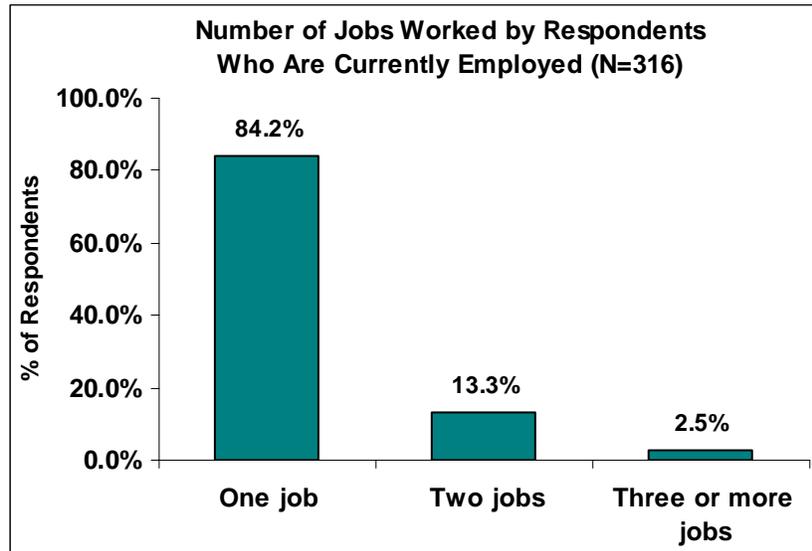
III. FINDINGS: CURRENT EMPLOYMENT INFORMATION

Number of Jobs Worked

How many jobs do you currently have? [Asked of those who are currently employed.]

	(N=316)
One	84.2%
Two	13.3%
Three or more	2.5%

Of the 316 respondents who indicated that they are currently employed, 84.2% said that they currently have “one” job. While 13.3% of these 316 respondents currently have “two” jobs, 2.5% have “three or more” jobs.



III. FINDINGS: CURRENT EMPLOYMENT INFORMATION

Primary Job Classification

[If one job] What is it? [If more than one job] What are they? [Unaided. Multiple responses were recorded for respondents who have more than one job. Asked of those who are currently employed.]*

Top Answers, Coded into Occupation Categories*	(N=316)
Trade / Manufacturing / Labor	22.2%
Administrative	14.6%
Managerial / Supervisory	12.7%
Sales / Purchasing	12.3%
Education / Child care	9.8%
Professional / Technical	7.9%
Hospitality / Food service	6.6%
Human Services / Health care	3.5%
Government	3.2%
Other	5.7%
Refused	1.6%

** Note: The table above includes only the first response mentioned. A complete list of all of the jobs mentioned (uncoded) can be found in the crosstabulation tables (bound separately).*

Of the 316 respondents who are currently employed, 22.2% indicated that their primary job belongs in the "Trade / Manufacturing / Labor" occupational category. Fifteen percent (14.6%) of these 316 respondents said that they do "Administrative" work, while 12.7% work in a "Managerial / Supervisory" position and 12.3% work in "Sales / Purchasing". Other top job classifications include: "Education / Child care" (9.8%), "Professional / Technical" (7.9%), "Hospitality / Food service" (6.6%), "Human Services / Health care" (3.5%), and "Government" (3.2%). Six percent (5.7%) of currently employed respondents have primary jobs that are in "Other" occupation categories. Two percent (1.6%) of the 316 respondents refused to answer this question.

III. FINDINGS: CURRENT EMPLOYMENT INFORMATION

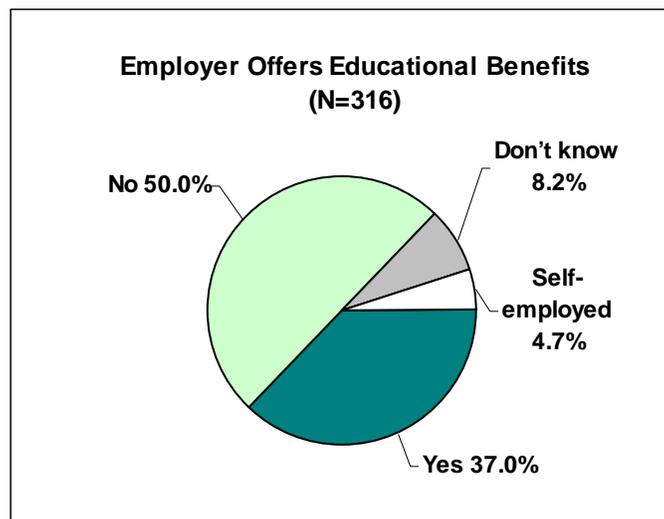
Employer Offers Educational Benefits

Do(es) your employer(s) offer you any educational benefits, such as helping to pay for college courses or providing flex-time or time off to attend courses? [Asked of those who are currently employed.]

	(N=316)
Yes	37.0%
No	50.0%
Don't know	8.2%
Not applicable – self-employed	4.7%

Of the 316 respondents who are currently employed, 37.0% said that their employers offer them educational benefits, such as helping to pay for college courses or providing flex-time or time off to attend courses. While 50.0% of the 316 respondents indicated that their employers do not offer them educational benefits, 8.2% were unsure. Five percent (4.7%) of currently employed respondents indicated that this question did not apply to them as they are self-employed.

Respondents who are “very much” interested in pursuing a college degree (48.2%) were more likely than their demographic cohorts to indicate that their employers offer them educational benefits. Not surprisingly, respondents who work fewer than 40 hours per week (24.7%) were less likely than those working 40 hours per week (45.2%) or more than 40 hours per week (40.5%) to say that they receive educational benefits through their employer.



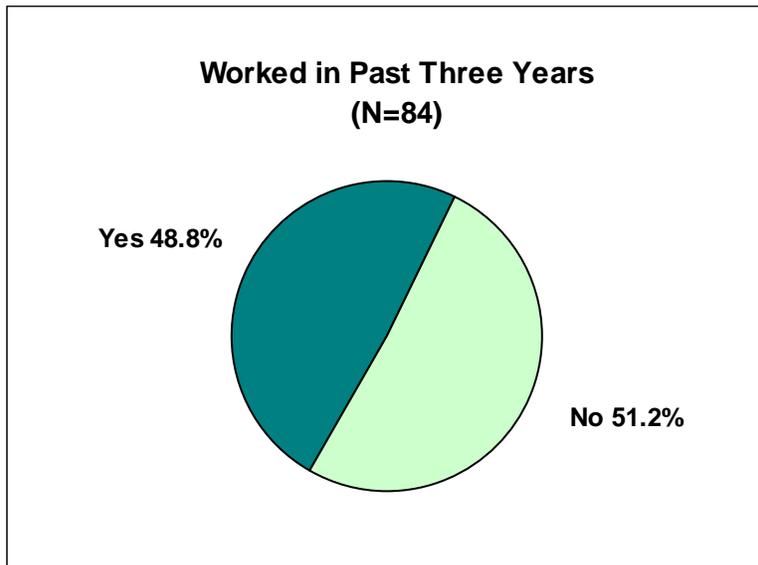
III. FINDINGS: PAST EMPLOYMENT INFORMATION

Worked in the Past Three Years

Have you worked at all in the past three years? [Asked of those who are not currently employed.]

	(N=84)	
	Number of responses	Percent of responses
Yes	41	48.8%
No	43	51.2%

Of the 84 respondents who are not currently working, 41 respondents (or 48.8%) said that they have worked in the past three years. The remaining 43 respondents (or 51.2%) of this sub-sample indicated that they have not worked in the past three years. **Thus, a total of 357 respondents – 89.3% of the total sample – are currently working or have worked in the past three years.**



III. FINDINGS: PAST EMPLOYMENT INFORMATION

Current Wages Compared with Three Years Ago

How would you describe how your wages have changed over the past three years? Have your wages increased, decreased, or stayed the same? Is that a significant, moderate, or slight increase/decrease? [Asked of those who are currently employed or have been employed in the past three years.]

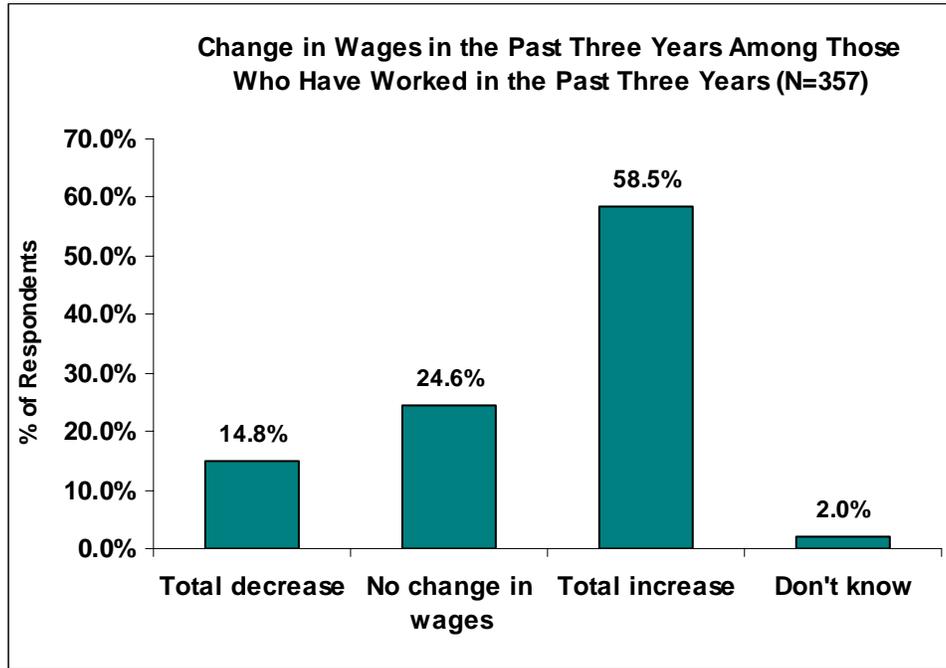
(N=357)			
Significant decrease	5.9%	Total decrease	14.8%
Moderate decrease	3.9%		
Slight decrease	5.0%		
Stayed the same	24.6%		
Slight increase	30.0%	Total increase	58.5%
Moderate increase	17.6%		
Significant increase	10.9%		
Don't know	2.0%		

Of the 357 respondents who are currently working or who have worked in the past three years, a total of 58.5% indicated that they have experienced a “slight” (30.0%), “moderate” (17.6%), or “significant” (10.9%) increase in their wages in the past three years. A total of 14.8% of these 357 respondents said that they have experienced a “slight” (5.0%), “moderate” (3.9%), or “significant” (5.9%) decrease in their wages since three years ago. While 24.6% of respondents indicated that their wages haven’t changed in the past three years, 2.0% of respondents were unsure of how their current wages compare to their wages of three years ago.

Not surprisingly, the demographic sub-group that had the highest percentage of respondents indicating that their wages have “decreased” in the past three years are those who are currently not working (48.8%). Residents of Central/Western Maine (8.1%) were more likely than those living in Southern Maine (16.7%) and Northern/Down East Maine (19.4%) to indicate that their wages have “decreased” in the past three years.

III. FINDINGS: PAST EMPLOYMENT INFORMATION

Current Wages Compared with Three Years Ago (continued)



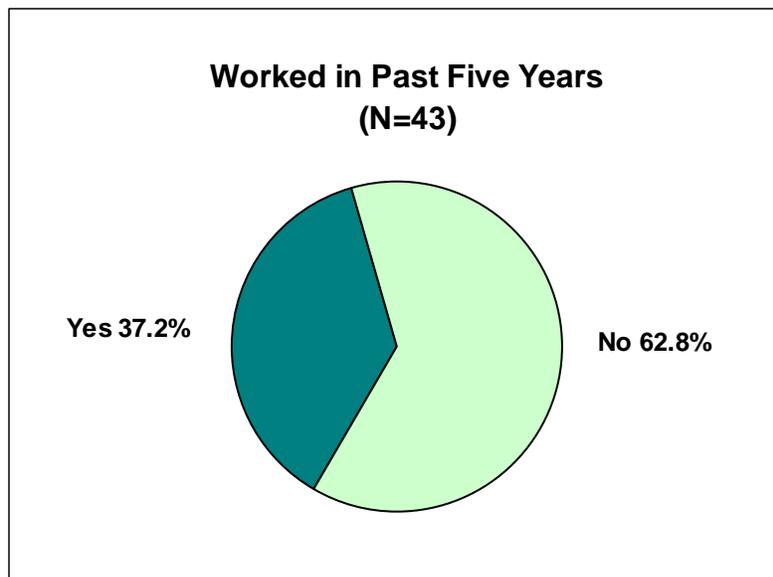
III. FINDINGS: PAST EMPLOYMENT INFORMATION

Worked in the Past Five Years

Have you worked at all in the past five years? [Asked of those who are not currently employed and have not worked in the past three years.]

	(N=43)	
	Number of responses	Percent of responses
Yes	16	37.2%
No	27	62.8%

Of the 43 respondents who are not currently working and have not worked in the past three years, 16 (or 37.2%) said that they have worked in the past five years. The remaining 27 respondents (or 62.8%) of this sub-sample indicated that they have not worked in the past five years. **Thus, a total of 373 respondents – 93.3% of the total sample – are currently working or have worked in the past five years.**



III. FINDINGS: PAST EMPLOYMENT INFORMATION

Employment Experiences in the Past Five Years

During the past five years, have you...? [Asked of those who are currently employed or who have been employed in the past five years.]

During the past five years, have ...	(N=373)*
... you been unemployed not by your choice at any time?	26.0%
... you had a reduction in work hours?	27.3%
... you had an increase in work hours?	36.2%
... you changed employers?	36.7%
... your wages generally met your needs?	66.5%
... you been promoted or moved to a better job?	33.2%

** Note: Percentages signify affirmative responses to each question.*

Of the 373 respondents who are currently employed or who have worked during the past five years, 66.5% indicated that their “wages generally met their needs”. Approximately one-third of the 373 respondents said that they: “changed employers” (36.7%), “had an increase in work hours” (36.2%), and/or “were promoted or moved to a better job” (33.2%) in the past five years. While 27.3% of this respondent sub-group indicated that they have experienced “a reduction in work hours,” 26.0% of respondents have “been unemployed not by their choice” in the past five years.

Been Unemployed Not by Choice

Respondents in the following demographic sub-groups were more likely to indicate that they have “been unemployed not by choice” in the past five years: respondents with annual household incomes of less than \$25,000 (56.8%)**, those who are not currently employed (52.6%), and respondents who indicated that they will likely go to college within two years (32.4%).

*** Note: This demographic sub-group is small and the results should be interpreted with caution.*

Reduction in Work Hours

Respondents who will likely go to college in three or more years (20.6%) and those who have completed some college (21.1%) were less likely to indicate that they have experienced a “reduction in work hours” in the past five years. However, respondents with annual household incomes of less than \$25,000 (63.6%), those who aren’t currently working (47.4%), and respondents who work fewer than 40 hours per week (35.1%) were more likely than their demographic cohorts to indicate that they have experienced a “reduction in work hours” within the past five years.

III. FINDINGS: PAST EMPLOYMENT INFORMATION

Employment Experiences in the Past Five Years

Increase in Work Hours

Residents of Central/Western Maine (26.9%) were less likely than those living in Northern/Down East Maine (39.6%) or Southern Maine (41.3%) to indicate that they have experienced an “increase in work hours” in the past five years. Respondents who work more than 40 hours per week (53.2%) were substantially more likely than those who are not currently employed (14.0%) to indicate that they have experienced an “increase in work hours” within the past five years.

Changed Employers

Although the following demographic sub-groups are small and the results should be interpreted with caution, respondents with annual household incomes of less than \$25,000 (54.5%) and those aged 18 to 25 (50.0%) were more likely than their demographic cohorts to indicate that they have “changed employers” in the past five years.

Wages Have Generally Met Your Needs

Respondents in the following categories were more likely than their demographic cohorts to indicate that their “wages have generally met their needs” in the past five years: respondents with annual household incomes of more than \$50,000 (82.4%), those who work more than 40 hours per week (73.0%), and respondents who are “somewhat” interested in pursuing a college degree (70.4%).

Promoted or Moved to a Better Job

Respondents in the following categories were more likely than their demographic cohorts to indicate that they “have been promoted or moved to a better job” in the past five years: respondents between the ages of 18 and 25 (44.1%)*, those with annual household incomes of \$50,000 or more (43.7%), males (42.6%), respondents working 40 hours per week (40.9%), and those working more than 40 hours per week (39.7%).

** Note: This demographic sub-group is small and the results should be interpreted with caution.*

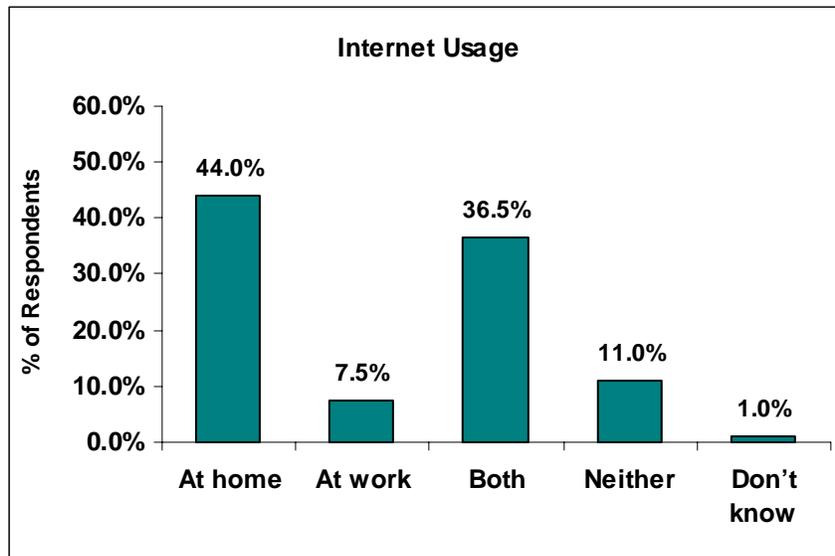
III. FINDINGS: INTERNET USAGE

Internet Usage

Do you use a computer with Internet access at home, at work, or both?

At home	44.0%
At work	7.5%
Both at home and at work	36.5%
Never use a computer with Internet access	11.0%
Don't know	1.0%

Forty-four percent (44.0%) of those surveyed indicated that they use the Internet “at home”, and 7.5% of respondents said that they use the Internet “at work.” While 36.5% of respondents indicated that they use the Internet “both at home and at work,” 11.0% of those surveyed said that they don’t use the Internet in either location. One percent (1.0%) of respondents indicated that they “don’t know.”



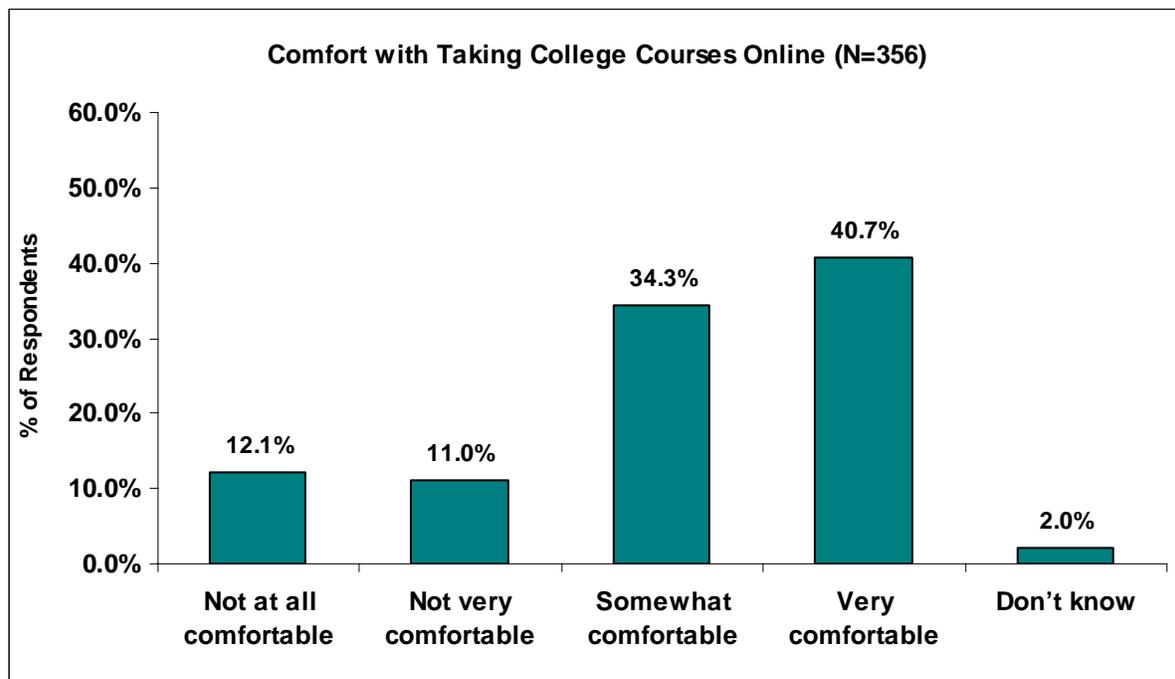
III. FINDINGS: INTERNET USAGE

Comfort with Taking a College Course Online

How comfortable would you be taking a college course online? [Options were rotated. Asked of those who answered “At home,” “At work,” “Both,” or “Don’t know” to the previous question.]

(N=356)			
Not at all comfortable	12.1%	Not at all comfortable / Not very comfortable combined	23.1%
Not very comfortable	11.0%		
Somewhat comfortable	34.3%	Somewhat / Very comfortable combined	75.0%
Very comfortable	40.7%		
Don't know	2.0%		

Of the 356 respondents in this sub-group, a total of 75.0% indicated that they would be either “very comfortable” (40.7%) or “somewhat comfortable” (34.3%) taking a college course online. Twenty-three percent (23.1%) of these 356 respondents said that they would be either “not at all comfortable” (12.1%) or “not very comfortable” (11.0%) with taking a college course online. Two percent (2.0%) of respondents indicated that they “don’t know.”



IV. DEMOGRAPHIC QUESTIONS

Age

Into which of the following categories does your age fall?

Less than 18	0.0%*
18 to 25	9.8%
26 to 40	37.5%
41 to 55	52.8%
56 or older	0.0%*

** Note: Respondents <18 years of age and those >55 years of age were excluded from the survey.*

Education

What is the highest level of education you have completed?

8 th grade or less	0.5%
Some high school	8.3%
GED	3.0%
Attending high school	0.5%
High school diploma	54.5%
Some college	33.3%
Two year college degree	0.0%*
Four year college degree	0.0%*
Post graduate degree	0.0%*

** Note: Respondents who have 2 year or 4 year college degrees were excluded from the survey.*

IV. DEMOGRAPHIC QUESTIONS

Have Parents or Guardians Complete a College Degree

Did either of your parents or guardians complete a college degree?

Yes	27.0%
No	72.3%
Don't know	0.8%

Head of Household

Are you the head or joint head of your household?

Yes	93.5%
No	6.5%

Number of People in Household

How many people live in your household? [Asked of those who are the head or a joint head of household]

	(N=374)
One	7.0%
Two	28.1%
Three	21.9%
Four	28.6%
Five or more	13.6%
Refused	0.8%

IV. DEMOGRAPHIC QUESTIONS

Household Income

For tabulation purposes only, please tell me which of the following categories includes your total household income in 2005, before taxes? [Asked of those who are the head or a joint head of household]

	(N=374)
Less than \$15,000	5.9%
\$15,000 to \$19,999	4.5%
\$20,000 to \$24,999	3.5%
\$25,000 to \$29,999	7.8%
\$30,000 to \$39,999	14.7%
\$40,000 to \$49,999	15.8%
\$50,000 to \$59,999	11.8%
\$60,000 to \$69,999	7.2%
\$70,000 or more	14.2%
Refused	14.7%

IV. DEMOGRAPHIC QUESTIONS

Individual Income

For tabulation purposes only, please tell me which of the following categories includes your total individual income in 2005, before taxes? [Asked of those who are not the head or a joint head of household]

	(N=26)
Do not work	26.9%
Less than \$5,000	11.5%
\$5,000 to \$9,999	7.7%
\$10,000 to \$14,999	7.7%
\$15,000 to \$19,999	7.7%
\$20,000 to \$24,999	7.7%
\$25,000 to \$29,999	7.7%
\$30,000 to \$39,999	7.7%
\$40,000 to \$49,999	0.0%
\$50,000 or more	0.0%
Refused	15.4%

Gender

Gender of respondents [Interviewer observation.]

Male	34.0%
Female	66.0%