



OAKLAND
COMMUNITY
COLLEGE

**Public Opinion and Awareness Study
Hospitality Program
Respondents Age 50 and Under
Fall 2002**

*Preliminary Report
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Introduction

Purpose of the Study

The purpose of this study is to gauge the public's general awareness and perceptions of Oakland Community College's Hospitality program, as well as other area collegiate hospitality programs. OCC's Hospitality department is initiating a new marketing campaign. The findings of this report will provide a baseline of information about the public's view of the current program. In addition, this study will be administered in one year to gain an understanding of changes in the general public's awareness and image of OCC's Hospitality Program.

Methodology

A stratified sample of 12,000 people between the ages of 18 and 50 was obtained from Practical Political Consulting, using the following geographic criteria:

- ✓ The sample includes all of Oakland County excluding the northeast, north central and northwest portions of Oakland County and also includes the eastern section of Livingston County.

Of this sample, Institutional Research compiled 518 completed surveys. The data analyzed within this report is based only on completed surveys from 215 respondents between the ages of 18 and 50. It was deemed necessary to use only these respondents as the Program Marketing team has identified their target market as individuals between 18 and 50. A copy of the survey in its entirety can be found in Appendix A. This document illustrates the skip patterns involved based upon respondents' answers.

Key Findings

- Most survey respondents were Caucasian (90%) and female (78%). In addition, 55% of respondents were between 40 and 49 years of age.
- Roughly two-thirds of respondents cited they had watched HGTV (67%) or read the Food section of the newspaper (60%) within the last 30 days.
- Schoolcraft is the culinary school most mentioned by respondents with nearly 40% of respondents citing this as a college they are aware of that offers culinary arts. Oakland Community College (OCC) followed with almost 30% of respondents naming OCC.
- Seventy-three percent (n=22) of all respondents citing Schoolcraft as the school with the highest quality culinary programs were 40 to 50 years old.
- The most frequent reply by respondents who were asked which school offers hotel/motel/restaurant management programs was “don’t know” (37%). Michigan State University (MSU) was the school most cited by the respondents (25%).
- Slightly over half (52%) of 40 to 50 year olds cited MSU first as a college with a hotel/motel/restaurant management program.
- Of those who did not cite OCC as a school with a culinary program of which they are aware, eighty-six percent of these same respondents did not know that OCC offers courses in the culinary arts and baking fields. Further, of these respondents, 20% live in southwest Oakland County and 19% in southeast Oakland County.
- Similarly, ninety percent of those polled (who didn’t mention OCC previously) were unaware that OCC has a program in hotel/motel and restaurant management. In addition, many of these respondents reside in southeast (24%) and central eastern (17%) Oakland County.

Key Findings (cont.)

- Those respondents stating they were aware of OCC's culinary or hotel/motel/restaurant management programs were asked to rate OCC in four areas compared to other college programs they named. It is important to note that the samples sizes for these questions are relatively small, as noted.
 - 89% rated OCC's reputation as slightly above average (67%) or far above average (22%). (N=27)
 - 87% rated the quality of OCC's faculty as slightly above average (65%) or far above average (22%) (N=23)
 - Sixty-four percent said they thought the quality of OCC's programs was slightly above average, while 20% said the quality was far above average. (N=25)
 - People ranked the reputation of OCC's hospitality program as slightly above average (72.2%) and far above average (16.7%). (N=18)

Frequencies

FOODCHNL have you watched food channel in last 30 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	95	44.2	45.7	45.7
	yes	113	52.6	54.3	100.0
	Total	208	96.7	100.0	
Missing	missing	7	3.3		
Total		215	100.0		

HGTV have you watched hgtv in last 30 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	70	32.6	33.2	33.2
	yes	141	65.6	66.8	100.0
	Total	211	98.1	100.0	
Missing	missing	4	1.9		
Total		215	100.0		

FOODSCTN have you read food section in last 30 days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	85	39.5	39.7	39.7
	yes	129	60.0	60.3	100.0
	Total	214	99.5	100.0	
Missing	missing	1	.5		
Total		215	100.0		

WORKHSP do you currently work in hospitality industry?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	195	90.7	92.4	92.4
	yes	16	7.4	7.6	100.0
	Total	211	98.1	100.0	
Missing	missing	4	1.9		
Total		215	100.0		

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CULFRST first - which colleges or institutions offer culinary/baking training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.5	.5	.5
	macomb cc	6	2.8	3.3	3.8
	michigan state university	8	3.7	4.4	8.2
	mott cc	1	.5	.5	8.7
	occ	55	25.6	30.1	38.8
	schoolcraft	96	44.7	52.5	91.3
	washtenaw cc	1	.5	.5	91.8
	other	15	7.0	8.2	100.0
	Total	183	85.1	100.0	
Missing	don't know	32	14.9		
Total		215	100.0		

CULSCND second - which colleges or institutions offer culinary/baking training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	henry ford cc	1	.5	1.8	1.8
	macomb cc	2	.9	3.5	5.3
	michigan state university	5	2.3	8.8	14.0
	occ	26	12.1	45.6	59.6
	schoolcraft	15	7.0	26.3	86.0
	other	8	3.7	14.0	100.0
	Total	57	26.5	100.0	
Missing	System	158	73.5		
Total		215	100.0		

CULTHIRD third - which colleges or institutions offer culinary/baking training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	macomb cc	1	.5	14.3	14.3
	michigan state university	2	.9	28.6	42.9
	occ	2	.9	28.6	71.4
	other	2	.9	28.6	100.0
	Total	7	3.3	100.0	
Missing	System	208	96.7		
Total		215	100.0		

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CULFORTH fourth - which colleges or institutions offer culinary/baking training?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	occ	1	.5	50.0	50.0
	other	1	.5	50.0	100.0
	Total	2	.9	100.0	
Missing	System	213	99.1		
Total		215	100.0		

CULQUAL1 which school has the highest quality cul/baker program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	macomb cc	1	.5	2.4	2.4
	michigan state university	1	.5	2.4	4.9
	occ	6	2.8	14.6	19.5
	schoolcraft	30	14.0	73.2	92.7
	other	3	1.4	7.3	100.0
	Total	41	19.1	100.0	
Missing	don't know	14	6.5		
	missing	1	.5		
	System	159	74.0		
	Total	174	80.9		
Total		215	100.0		

HOSPFRST first - which colleges or institutions offer hotel/motel/restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	baker college owosso	3	1.4	2.5	2.5	
	central michigan university	2	.9	1.7	4.2	
	ferris state university	2	.9	1.7	5.9	
	henry ford cc	1	.5	.8	6.7	
	lansing cc	1	.5	.8	7.6	
	michigan state university	54	25.1	45.4	52.9	
	occ	23	10.7	19.3	72.3	
	schoolcraft	12	5.6	10.1	82.4	
	washtenaw cc	2	.9	1.7	84.0	
	other	19	8.8	16.0	100.0	
	Total	119	55.3	100.0		
	Missing	don't know	95	44.2		
		missing	1	.5		
Total		96	44.7			
Total		215	100.0			

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HOSPSCND second - which colleges or institutions offer hotel/motel/restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	1	.5	3.6	3.6
	ferris state university	1	.5	3.6	7.1
	macomb cc	1	.5	3.6	10.7
	michigan state university	8	3.7	28.6	39.3
	occ	5	2.3	17.9	57.1
	schoolcraft	5	2.3	17.9	75.0
	other	7	3.3	25.0	100.0
	Total	28	13.0	100.0	
Missing	System	187	87.0		
Total		215	100.0		

HOSPTHRD third - which colleges or institutions offer hotel/motel/restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	central michigan university	1	.5	11.1	11.1
	henry ford cc	1	.5	11.1	22.2
	michigan state university	1	.5	11.1	33.3
	schoolcraft	2	.9	22.2	55.6
	washtenaw cc	1	.5	11.1	66.7
	other	3	1.4	33.3	100.0
	Total	9	4.2	100.0	
Missing	System	206	95.8		
Total		215	100.0		

HOSPFRTH fourth - which colleges or institutions offer hotel/motel/restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	other	3	1.4	100.0	100.0
Missing	System	212	98.6		
Total		215	100.0		

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HOSQUAL1 which school has the highest quality hotel/motel/restaurant mgmt program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	baker college owosso	1	.5	5.3	5.3
	central michigan university	1	.5	5.3	10.5
	michigan state university	8	3.7	42.1	52.6
	occ	1	.5	5.3	57.9
	schoolcraft	3	1.4	15.8	73.7
	other	5	2.3	26.3	100.0
	Total	19	8.8	100.0	
Missing	don't know	9	4.2		
	System	187	87.0		
	Total	196	91.2		
Total		215	100.0		

OCCCUL did you know that occ offers courses in culinary arts & bakery fields?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	113	52.6	85.6	85.6
	yes	19	8.8	14.4	100.0
	Total	132	61.4	100.0	
Missing	System	83	38.6		
Total		215	100.0		

OCCHOSP did you know that occ offers courses in hotel/motel & restaurant mgmt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	169	78.6	90.4	90.4
	yes	18	8.4	9.6	100.0
	Total	187	87.0	100.0	
Missing	System	28	13.0		
Total		215	100.0		

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REPUTCL3 OCC - reputation of college

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	3.7	3.7
	slightly below average	2	.9	7.4	11.1
	slightly above average	18	8.4	66.7	77.8
	far above average	6	2.8	22.2	100.0
	Total	27	12.6	100.0	
Missing	don't know	6	2.8		
	missing	4	1.9		
	System	178	82.8		
	Total	188	87.4		
Total	215	100.0			

FACULTY3 OCC - quality of faculty?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	4.3	4.3
	slightly below average	2	.9	8.7	13.0
	slightly above average	15	7.0	65.2	78.3
	far above average	5	2.3	21.7	100.0
	Total	23	10.7	100.0	
Missing	don't know	10	4.7		
	missing	4	1.9		
	System	178	82.8		
	Total	192	89.3		
Total	215	100.0			

QUALITY3 OCC - quality of program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	4.0	4.0
	slightly below average	3	1.4	12.0	16.0
	slightly above average	16	7.4	64.0	80.0
	far above average	5	2.3	20.0	100.0
	Total	25	11.6	100.0	
Missing	don't know	8	3.7		
	missing	4	1.9		
	System	178	82.8		
	Total	190	88.4		
Total	215	100.0			

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REPUTAT3 OCC - reputation of hospitality program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	far below average	1	.5	5.6	5.6
	slightly below average	1	.5	5.6	11.1
	slightly above average	13	6.0	72.2	83.3
	far above average	3	1.4	16.7	100.0
	Total	18	8.4	100.0	
Missing	don't know	15	7.0		
	missing	4	1.9		
	System	178	82.8		
	Total	197	91.6		
	Total	215	100.0		

EDUCLVL what is the highest level of education completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than high school	1	.5	.5	.5
	high school diploma	23	10.7	10.8	11.3
	some college	54	25.1	25.4	36.6
	college - associates degree	24	11.2	11.3	47.9
	college - bachelors degree	76	35.3	35.7	83.6
	college - masters or higher	34	15.8	16.0	99.5
	other	1	.5	.5	100.0
	Total	213	99.1	100.0	
Missing	don't know/refused	2	.9		
	Total	215	100.0		

ETHNIC what is ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	caucasian	191	88.8	90.5	90.5
	african american	8	3.7	3.8	94.3
	hispanic	3	1.4	1.4	95.7
	asian	1	.5	.5	96.2
	multicultural	2	.9	.9	97.2
	other	6	2.8	2.8	100.0
	Total	211	98.1	100.0	
Missing	don't know/refused	4	1.9		
	Total	215	100.0		

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GENDER gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	47	21.9	22.0	22.0
	female	167	77.7	78.0	100.0
	Total	214	99.5	100.0	
Missing	missing	1	.5		
Total		215	100.0		

ZONE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NW Oakland	3	1.4	1.4	1.4
	NE Oakland	2	.9	.9	2.3
	CW Oakland	29	13.5	13.6	16.0
	C Oakland	23	10.7	10.8	26.8
	CE Oakland	34	15.8	16.0	42.7
	SW Oakland	28	13.0	13.1	55.9
	SC Oakland	24	11.2	11.3	67.1
	SE Oakland	51	23.7	23.9	91.1
	Washtenaw Co.	3	1.4	1.4	92.5
	Livingston Co.	16	7.4	7.5	100.0
	Total	213	99.1	100.0	
Missing	missing	2	.9		
Total		215	100.0		

AGEGROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	25	11.6	11.6	11.6
	30-39	57	26.5	26.5	38.1
	40-49	118	54.9	54.9	93.0
	50	15	7.0	7.0	100.0
	Total	215	100.0	100.0	

Crosstabs by Age

FOODCHNL have you watched food channel in last 30 days? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
FOODCHNL have you watched food channel in last 30 days?	no	Count	10	25	53	7	95
		% within AGEGROUP	40.0%	44.6%	47.3%	46.7%	45.7%
	yes	Count	15	31	59	8	113
		% within AGEGROUP	60.0%	55.4%	52.7%	53.3%	54.3%
Total		Count	25	56	112	15	208
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

HGTV have you watched hgtv in last 30 days? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
HGTV have you watched hgtv in last 30 days?	no	Count	7	20	39	4	70
		% within AGEGROUP	28.0%	35.1%	33.9%	28.6%	33.2%
	yes	Count	18	37	76	10	141
		% within AGEGROUP	72.0%	64.9%	66.1%	71.4%	66.8%
Total		Count	25	57	115	14	211
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

FOODSCTN have you read food section in last 30 days? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
FOODSCTN have you read food section in last 30 days?	no	Count	16	31	33	5	85
		% within AGEGROUP	64.0%	54.4%	28.2%	33.3%	39.7%
	yes	Count	9	26	84	10	129
		% within AGEGROUP	36.0%	45.6%	71.8%	66.7%	60.3%
Total		Count	25	57	117	15	214
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

WORKHSP do you currently work in hospitality industry? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
WORKHSP do you currently work in hospitality industry?	no	Count	21	52	108	14	195
		% within AGEGROUP	84.0%	92.9%	93.9%	93.3%	92.4%
	yes	Count	4	4	7	1	16
		% within AGEGROUP	16.0%	7.1%	6.1%	6.7%	7.6%
Total		Count	25	56	115	15	211
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

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CULFRST first - which colleges or institutions offer culinary/baking training? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
CULFRST first - which colleges or institutions offer culinary/baking training?	henry ford cc	Count			1		1
		% within AGEGROUP			1.0%		.5%
	macomb cc	Count	3	1	2		6
		% within AGEGROUP	14.3%	2.2%	1.9%		3.3%
	michigan state university	Count		2	5	1	8
		% within AGEGROUP		4.4%	4.8%	7.7%	4.4%
	mott cc	Count			1		1
		% within AGEGROUP			1.0%		.5%
	occ	Count	9	19	24	3	55
		% within AGEGROUP	42.9%	42.2%	23.1%	23.1%	30.1%
schoolcraft	Count	7	19	61	9	96	
	% within AGEGROUP	33.3%	42.2%	58.7%	69.2%	52.5%	
washtenaw cc	Count			1		1	
	% within AGEGROUP			1.0%		.5%	
other	Count	2	4	9		15	
	% within AGEGROUP	9.5%	8.9%	8.7%		8.2%	
Total	Count	21	45	104	13	183	
	% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%	

CULSCND second - which colleges or institutions offer culinary/baking training? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
CULSCND second - which colleges or institutions offer culinary/baking training?	henry ford cc	Count		1			1
		% within AGEGROUP		9.1%			1.8%
	macomb cc	Count			2		2
		% within AGEGROUP			5.7%		3.5%
	michigan state university	Count	1		4		5
		% within AGEGROUP	33.3%		11.4%		8.8%
	occ	Count	1	6	14	5	26
		% within AGEGROUP	33.3%	54.5%	40.0%	62.5%	45.6%
	schoolcraft	Count	1	4	9	1	15
		% within AGEGROUP	33.3%	36.4%	25.7%	12.5%	26.3%
other	Count			6	2	8	
	% within AGEGROUP			17.1%	25.0%	14.0%	
Total	Count	3	11	35	8	57	
	% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%	

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CULTHIRD third - which colleges or institutions offer culinary/baking training? * AGEGROUP Crosstabulation

			AGEGROUP		Total
			30-39	40-49	
CULTHIRD third - which colleges or institutions offer culinary/baking training?	macomb cc	Count	1		1
		% within AGEGROUP	100.0%		14.3%
	michigan state university	Count		2	2
		% within AGEGROUP		33.3%	28.6%
	occ	Count		2	2
		% within AGEGROUP		33.3%	28.6%
	other	Count		2	2
		% within AGEGROUP		33.3%	28.6%
Total	Count	1	6	7	
	% within AGEGROUP	100.0%	100.0%	100.0%	

CULFORTH fourth - which colleges or institutions offer culinary/baking training? * AGEGROUP Crosstabulation

			AGEGROUP	Total
			40-49	
CULFORTH fourth - which colleges or institutions offer culinary/baking training?	occ	Count	1	1
		% within AGEGROUP	50.0%	50.0%
	other	Count	1	1
		% within AGEGROUP	50.0%	50.0%
Total	Count	2	2	
	% within AGEGROUP	100.0%	100.0%	

CULQUAL1 which school has the highest quality cul/baker program? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
CULQUAL1 which school has the highest quality cul/baker program?	macomb cc	Count		1			1
		% within AGEGROUP		12.5%			2.4%
	michigan state university	Count			1		1
		% within AGEGROUP			4.3%		2.4%
	occ	Count	1	1	3	1	6
		% within AGEGROUP	33.3%	12.5%	13.0%	14.3%	14.6%
	schoolcraft	Count	2	6	16	6	30
		% within AGEGROUP	66.7%	75.0%	69.6%	85.7%	73.2%
	other	Count			3		3
		% within AGEGROUP			13.0%		7.3%
Total	Count	3	8	23	7	41	
	% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%	

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HOSPFRST first - which colleges or institutions offer hotel/motel/restaurant mgmt? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
HOSPFRST first - which colleges or institutions offer hotel/motel/restaurant mgmt?	baker college owosso	Count		2	1		3
		% within AGEGROUP		5.9%	1.5%		2.5%
	central michigan university	Count		1	1		2
		% within AGEGROUP		2.9%	1.5%		1.7%
	ferris state university	Count		2			2
		% within AGEGROUP		5.9%			1.7%
	henry ford cc	Count			1		1
		% within AGEGROUP			1.5%		.8%
	lansing cc	Count		1			1
		% within AGEGROUP		2.9%			.8%
	michigan state university	Count	3	12	34	5	54
		% within AGEGROUP	30.0%	35.3%	51.5%	55.6%	45.4%
occ	Count	4	6	12	1	23	
	% within AGEGROUP	40.0%	17.6%	18.2%	11.1%	19.3%	
schoolcraft	Count		3	6	3	12	
	% within AGEGROUP		8.8%	9.1%	33.3%	10.1%	
washtenaw cc	Count	1		1		2	
	% within AGEGROUP	10.0%		1.5%		1.7%	
other	Count	2	7	10		19	
	% within AGEGROUP	20.0%	20.6%	15.2%		16.0%	
Total	Count	10	34	66	9	119	
	% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%	

HOSPSCND second - which colleges or institutions offer hotel/motel/restaurant mgmt? * AGEGROUP Crosstabulation

			AGEGROUP			Total
			30-39	40-49	50	
HOSPSCND second - which colleges or institutions offer hotel/motel/restaurant mgmt?	central michigan university	Count		1		1
		% within AGEGROUP		5.6%		3.6%
	ferris state university	Count		1		1
		% within AGEGROUP		5.6%		3.6%
	macomb cc	Count			1	1
		% within AGEGROUP			33.3%	3.6%
	michigan state university	Count	3	5		8
		% within AGEGROUP	42.9%	27.8%		28.6%
	occ	Count	2	1	2	5
		% within AGEGROUP	28.6%	5.6%	66.7%	17.9%
schoolcraft	Count	2	3		5	
	% within AGEGROUP	28.6%	16.7%		17.9%	
other	Count		7		7	
	% within AGEGROUP		38.9%		25.0%	
Total	Count	7	18	3	28	
	% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	

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HOSPTHR3 third - which colleges or institutions offer hotel/motel/restaurant mgmt? * AGEGROUP Crosstabulation

			AGEGROUP			Total
			30-39	40-49	50	
HOSPTHR3 third - which colleges or institutions offer hotel/motel/restaurant mgmt?	central michigan university	Count		1		1
		% within AGEGROUP		16.7%		11.1%
	henry ford cc	Count	1			1
		% within AGEGROUP	50.0%			11.1%
	michigan state university	Count		1		1
		% within AGEGROUP		16.7%		11.1%
	schoolcraft	Count		2		2
	% within AGEGROUP		33.3%		22.2%	
washtenaw cc	Count	1			1	
	% within AGEGROUP	50.0%			11.1%	
other	Count		2	1	3	
	% within AGEGROUP		33.3%	100.0%	33.3%	
Total	Count	2	6	1	9	
	% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	

HOSPFRT4 fourth - which colleges or institutions offer hotel/motel/restaurant mgmt? * AGEGROUP Crosstabulation

			AGEGROUP		Total
			30-39	40-49	
HOSPFRT4 fourth - which colleges or institutions offer hotel/motel/restaurant mgmt?	other	Count	1	2	3
		% within AGEGROUP	100.0%	100.0%	100.0%
Total	Count	1	2	3	
	% within AGEGROUP	100.0%	100.0%	100.0%	

HOSQUAL1 which school has the highest quality hotel/motel/restaurant mgmt program? * AGEGROUP Crosstabulation

			AGEGROUP			Total
			30-39	40-49	50	
HOSQUAL1 which school has the highest quality hotel/motel/restaurant mgmt program?	baker college owosso	Count	1			1
		% within AGEGROUP	20.0%			5.3%
	central michigan university	Count		1		1
		% within AGEGROUP		9.1%		5.3%
	michigan state university	Count	3	4	1	8
		% within AGEGROUP	60.0%	36.4%	33.3%	42.1%
	occ	Count		1		1
	% within AGEGROUP		9.1%		5.3%	
schoolcraft	Count		1	2	3	
	% within AGEGROUP		9.1%	66.7%	15.8%	
other	Count	1	4		5	
	% within AGEGROUP	20.0%	36.4%		26.3%	
Total	Count	5	11	3	19	
	% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	

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OCCCUL did you know that occ offers courses in culinary arts & bakery fields? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
OCCCUL did you know that occ offers courses in culinary arts & bakery fields?	no	Count	12	30	66	5	113
		% within AGEGROUP	75.0%	96.8%	84.6%	71.4%	85.6%
	yes	Count	4	1	12	2	19
		% within AGEGROUP	25.0%	3.2%	15.4%	28.6%	14.4%
Total		Count	16	31	78	7	132
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

OCCHOSP did you know that occ offers courses in hotel/motel & restaurant mgmt? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
OCCHOSP did you know that occ offers courses in hotel/motel & restaurant mgmt?	no	Count	20	41	97	11	169
		% within AGEGROUP	95.2%	83.7%	92.4%	91.7%	90.4%
	yes	Count	1	8	8	1	18
		% within AGEGROUP	4.8%	16.3%	7.6%	8.3%	9.6%
Total		Count	21	49	105	12	187
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

REPUTCL3 OCC - reputation of college * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
REPUTCL3 OCC - reputation of college	far below average	Count		1			1
		% within AGEGROUP		20.0%			3.7%
	slightly below average	Count			2		2
		% within AGEGROUP			12.5%		7.4%
	slightly above average	Count	2	4	10	2	18
		% within AGEGROUP	50.0%	80.0%	62.5%	100.0%	66.7%
	far above average	Count	2		4		6
		% within AGEGROUP	50.0%		25.0%		22.2%
Total		Count	4	5	16	2	27
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

FACULTY3 OCC - quality of faculty? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
FACULTY3 OCC - quality of faculty?	far below average	Count		1			1
		% within AGEGROUP		20.0%			4.3%
	slightly below average	Count			2		2
		% within AGEGROUP			15.4%		8.7%
	slightly above average	Count	2	3	9	1	15
		% within AGEGROUP	50.0%	60.0%	69.2%	100.0%	65.2%
	far above average	Count	2	1	2		5
		% within AGEGROUP	50.0%	20.0%	15.4%		21.7%
Total		Count	4	5	13	1	23
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

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QUALITY3 OCC - quality of program * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
QUALITY3 OCC - quality of program	far below average	Count		1			1
		% within AGEGROUP		20.0%			4.0%
	slightly below average	Count		1	2		3
		% within AGEGROUP		20.0%	13.3%		12.0%
	slightly above average	Count	2	3	10	1	16
		% within AGEGROUP	50.0%	60.0%	66.7%	100.0%	64.0%
	far above average	Count	2		3		5
		% within AGEGROUP	50.0%		20.0%		20.0%
Total	Count	4	5	15	1	25	
	% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%	

REPUTAT3 OCC - reputation of hospitality program? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
REPUTAT3 OCC - reputation of hospitality program?	far below average	Count		1			1
		% within AGEGROUP		25.0%			5.6%
	slightly below average	Count			1		1
		% within AGEGROUP			10.0%		5.6%
	slightly above average	Count	1	3	8	1	13
		% within AGEGROUP	33.3%	75.0%	80.0%	100.0%	72.2%
	far above average	Count	2		1		3
		% within AGEGROUP	66.7%		10.0%		16.7%
Total	Count	3	4	10	1	18	
	% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%	

EDUCLVL what is the highest level of education completed? * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
EDUCLVL what is the highest level of education completed?	less than high school	Count			1		1
		% within AGEGROUP			.9%		.5%
	high school diploma	Count	5	8	9	1	23
		% within AGEGROUP	20.0%	14.0%	7.8%	6.7%	10.8%
	some college	Count	4	12	33	5	54
		% within AGEGROUP	16.0%	21.1%	28.4%	33.3%	25.4%
	college - associates degree	Count	5	4	14	1	24
		% within AGEGROUP	20.0%	7.0%	12.1%	6.7%	11.3%
	college - bachelors degree	Count	10	19	43	4	76
		% within AGEGROUP	40.0%	33.3%	37.1%	26.7%	35.7%
	college - masters or higher	Count	1	14	15	4	34
		% within AGEGROUP	4.0%	24.6%	12.9%	26.7%	16.0%
	other	Count			1		1
		% within AGEGROUP			.9%		.5%
	Total	Count	25	57	116	15	213
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

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ETHNIC what is ethnicity * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
ETHNIC what is ethnicity	caucasian	Count	19	51	107	14	191
		% within AGEGROUP	76.0%	89.5%	93.9%	93.3%	90.5%
	african american	Count	3	2	3		8
		% within AGEGROUP	12.0%	3.5%	2.6%		3.8%
	hispanic	Count	2		1		3
		% within AGEGROUP	8.0%		.9%		1.4%
	asian	Count		1			1
		% within AGEGROUP		1.8%			.5%
	multicultural	Count		1	1		2
		% within AGEGROUP		1.8%	.9%		.9%
	other	Count	1	2	2	1	6
		% within AGEGROUP	4.0%	3.5%	1.8%	6.7%	2.8%
Total		Count	25	57	114	15	211
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

GENDER gender * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
GENDER gender	male	Count	6	13	26	2	47
		% within AGEGROUP	24.0%	23.2%	22.0%	13.3%	22.0%
	female	Count	19	43	92	13	167
		% within AGEGROUP	76.0%	76.8%	78.0%	86.7%	78.0%
Total		Count	25	56	118	15	214
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

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ZONE * AGEGROUP Crosstabulation

			AGEGROUP				Total
			18-29	30-39	40-49	50	
ZONE	NW Oakland	Count		2	1		3
		% within AGEGROUP		3.5%	.9%		1.4%
	NE Oakland	Count		1	1		2
		% within AGEGROUP		1.8%	.9%		.9%
	CW Oakland	Count		8	17	4	29
		% within AGEGROUP		14.0%	14.7%	26.7%	13.6%
	C Oakland	Count	7	4	11	1	23
		% within AGEGROUP	28.0%	7.0%	9.5%	6.7%	10.8%
	CE Oakland	Count	2	6	24	2	34
		% within AGEGROUP	8.0%	10.5%	20.7%	13.3%	16.0%
	SW Oakland	Count	3	6	16	3	28
		% within AGEGROUP	12.0%	10.5%	13.8%	20.0%	13.1%
	SC Oakland	Count	2	5	15	2	24
		% within AGEGROUP	8.0%	8.8%	12.9%	13.3%	11.3%
	SE Oakland	Count	11	15	22	3	51
		% within AGEGROUP	44.0%	26.3%	19.0%	20.0%	23.9%
	Washtenaw Co.	Count		1	2		3
		% within AGEGROUP		1.8%	1.7%		1.4%
	Livingston Co.	Count		9	7		16
		% within AGEGROUP		15.8%	6.0%		7.5%
Total		Count	25	57	116	15	213
		% within AGEGROUP	100.0%	100.0%	100.0%	100.0%	100.0%

**Total Responses to Question Asking
Which Colleges Offer Culinary Programs**

HOS Public Opinion Survey "Which colleges offer culinary/baking training?" N=183, Total Number of Responses = 279		
School Name	Percent of Respondents Answering* (N=183)	Percent of Total Responses (N=279)
Schoolcraft	60.7%	39.8%
Oakland CC	45.4%	29.7%
Don't know	17.5%	11.5%
Other	9.3%	6.1%
MSU	8.2%	5.4%
Macomb CC	4.9%	3.2%
Washtenaw CC	4.9%	3.2%
Henry Ford CC	1.1%	.7%
Mott CC	.5%	.4%

** NOTE: The figures in this column do not equal 100%, as respondents were allowed to give multiple responses.*

**Total Responses to Questions Asking
 Which Colleges Offer Hotel/Motel and Restaurant Management Programs**

HOS Public Opinion Survey		
“Which colleges offer hotel/motel/restaurant management training?”		
N=119, Total Number of Responses = 254		
School Name	Percent of Respondents Answering* (N=119)	Percent of Total Responses (N=254)
Don't know	79.8%	37.4%
Michigan State Univ.	52.9%	24.8%
Other	26.9%	12.5%
Oakland CC	23.5%	11.0%
Schoolcraft CC	15.1%	7.1%
Central Michigan Univ.	3.4%	1.6%
Baker College	2.5%	1.2%
Washtenaw CC	2.5%	1.2%
Ferris State Univ.	2.5%	1.2%
Macomb CC	1.7%	.8%
Henry Ford CC	1.7%	.8%
Lansing CC	.8%	.4%

** NOTE: The figures in this column do not equal 100%, as respondents were allowed to give multiple responses.*

Geographic Summary:
**“Did you know that OCC offers courses in the
Culinary Arts and Baking fields?””**

*Those responding “No” by zone; and did not mention
 OCC as a college offering culinary arts/baking courses*

Zone	Frequency	Percent
SW Oakland	22	19.6%
SE Oakland	21	18.8%
CE Oakland	20	17.9%
CW Oakland	13	11.6%
C Oakland	13	11.6%
Livingston Co.	11	9.8%
SC Oakland	9	8.0%
Washtenaw Co.	2	1.8%
NW Oakland	1	.9%
<i>Total</i>	<i>112</i>	<i>100.0%</i>

Geographic Summary:
**“Did you know that OCC offers courses in Hotel/Motel
and Restaurant Management?”**

*Those responding “No” by zone, and did not mention OCC
as a college offering hotel/motel/restaurant management courses*

Zone	Frequency	Percent
SE Oakland	40	23.7%
CE Oakland	29	17.2%
SW Oakland	24	14.2%
CW Oakland	21	12.4%
SC Oakland	19	11.2%
C Oakland	18	10.7%
Livingston Co.	14	8.3%
Washtenaw Co.	3	1.8%
NW Oakland	1	.6%
<i>Total</i>	<i>169</i>	<i>100.0%</i>

“Why do you think this college has the highest quality culinary program? (Open-End Responses for Schoolcraft (n=30) and OCC (n=6) only)”

Schoolcraft

- The other one is just a high school dropout program.
- The reputation of the college. A lot of kids go there. My son is in Culinary in Pittsburgh
- When people want to learn to cook, that is where they go.
- Whenever one of the nicer restaurants opens it seems it has an alumnus of Schoolcraft on the staff.
- Chefs at various restaurants being educated there. Word-of-mouth says it's supposed to be very fine.
- Friend attends (Schoolcraft)
- Friends have attended this program and are employed in very nice restaurants.
- Have eaten in Harvest Cafe several times & the food was excellent!
- Have read more about it in the newspaper.
- Heard they had wonderful programs.
- I am more familiar with the program at Schoolcraft.
- I base my opinion on what I pick up being in the business & talking with many associates. Just a general impression.
- I have heard a lot about their program & I attended the school in another program...
- I have heard the most about and read about in the papers.
- I have seen their products and their graduates (I used to work in the industry).
- I know people who went to different events & said the food was excellent. Basically word of mouth.
- I like the level of instruction and quality of teaching materials used as well as access to good library sources.
- It's at a college level & they probably pay their teachers more.
- It's better known. My husband attended briefly & it's a great program.
- I've heard good things about them.
- I've heard that it's excellent!
- Just from overhearing other people talk
- Just heard more positive things.
- More emphasis on food and preparation. Students are sharp and focused.
- Mother attended Schoolcraft & she really liked the dinner planning.
- Personally knows director of program. Knows people who have completed the program.

“Why do you think this college has the highest quality culinary program?” (Open-End Responses for OCC (n=6) and Schoolcraft (n=30) only) (cont.)

OCC

- Heard all good things about it. Restaurant at the facility is supposed to be excellent.
- Heard of the program, ate their food.
- I think it's a larger school. No other reason.
- Just what she has heard.
- Seen them compete against other school; also attended OCC.

“Why do you think this college has the highest hotel/motel restaurant management program? (Open-End Responses for MSU (n=8) only)

- Good business
- Heard more about that college over any other.
- It's a bigger college. As a barber, I've talked with more MSU students than OCC students.
- It's a bigger school so they would do more research and study topics in more depth.
- Neighbor attends school and teacher stays on top of students -- very easy to get jobs after graduation.
- Probably the size of the university. The money they have available to spend. Its good reputation draws the best students.
- Student at Michigan State. Have friends who completed program.
- The only one I know of.

Hospitality Public Opinion Poll Survey

APPENDIX A

2002 Hospitality Public Awareness and Image Survey

**INTERVIEWER: ENTER BELOW AFTER
SURVEY COMPLETED.**

Name: _____
Phone No: _____

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) or
(second name listed) ?*

**INTERVIEWER: IF NEITHER OF THESE PEOPLE IS AVAILABLE, ASK FOR THIRD NAME LISTED. IF
THE THIRD PERSON LISTED IS NOT AVAILABLE OR THERE IS NO THIRD NAME, THANK AND
TERMINATE.**

*We're conducting a study about the public's awareness of educational and training
choices in the culinary and food management industry. Would you please take a few
minutes to answer some brief questions? For your information, this call may be
monitored for training purposes.*

(SCREENING QUESTIONS)

INTERVIEWER: IF THE ANSWER TO QUESTIONS 1, 2, 3, OR 4 IS "YES," CONTINUE. IF THE ANSWER TO ALL OF THE BELOW QUESTIONS IS "NO," THANK AND TERMINATE.

1. First, within the last 30 days, have you watched the Food Network on cable television?

0 No

1 Yes

88 *Don't Know*

99 *Missing*

2. Within the last 30 days, have you watched HGTV, the Home & Garden Channel, on cable television?

0 No

1 Yes

88 *Don't Know*

99 *Missing*

3. Within the last 30 days, have you read the Food section of the newspaper?

0 No

1 Yes

88 *Don't Know*

99 *Missing*

4. Do you currently work in the restaurant, hotel, or hospitality industry?

0 No (Continue if answered "Yes" to at least 1, 2 or 3.)

1 Yes

88 *Don't Know*

99 *Missing*

INTERVIEWER: IF THE ANSWER TO QUESTIONS 1, 2, 3, OR 4 IS "YES," CONTINUE. IF THE ANSWER TO ALL OF THE ABOVE QUESTIONS IS "NO," THANK AND TERMINATE BY SAYING: "THAT'S ALL THE QUESTIONS I HAVE. THANK YOU FOR YOUR TIME."

(UNAIDED AWARENESS/IMAGE QUESTIONS)

Next, I would like to ask you about your awareness of Culinary and Baking training programs in Southeast Michigan.

5. **Can you tell me which local colleges or schools offer education and training specifically in the culinary or baking fields?**

INTERVIEWER: DON'T READ LIST. SIMPLY RECORD ALL RESPONSES MENTIONED IN ORDER OF HOW THEY WERE MENTIONED. FOR EXAMPLE, IF SCHOOLCRAFT COLLEGE WAS MENTIONED FIRST, PLACE A "1" IN "RANKING", IF MONROE COUNTY COMMUNITY COLLEGE WAS MENTIONED SECOND, PLACE A "2" IN "RANKING", ETC.

<u>Ranking</u>	<u>College</u>
_____	Central Michigan University
_____	Ferris State University
_____	Henry Ford Community College
_____	Lansing Community College
_____	Macomb Community College
_____	Michigan State University
_____	Monroe Community College
_____	Mott Community College
_____	Oakland Community College
_____	Schoolcraft College
_____	Washtenaw Community College
_____	Other
_____	_____
_____	Other
_____	_____
_____	Other
_____	_____

88 Don't know INTERVIEWER: GO TO QUESTION #8, PAGE 6 AND INCLUDE INTRODUCTORY STATEMENT

INTERVIEWER: IF RESPONDENT ONLY MENTIONS ONE SCHOOL OR COLLEGE (INCLUDING OCC), GO TO QUESTION 7B, ON PAGE 5.

6. **In your opinion, which ONE of these schools has the highest quality program in Culinary and/or Baking Arts?** INTERVIEWER: REMIND RESPONDENT OF WHICH COLLEGES THEY MENTIONED. RESPONDENT MAY ONLY SELECT ONE COLLEGE.

<u>Ranking</u>	<u>College</u>
___	Central Michigan University
___	Ferris State University
___	Henry Ford Community College
___	Lansing Community College
___	Macomb Community College
___	Michigan State University
___	Monroe Community College
___	Mott Community College
___	Oakland Community College
___	Schoolcraft College
___	Washtenaw Community College
___	Other
___	_____
___	Other
___	_____
___	Other
___	_____
___	88 Don't know (INTERVIEWER: SKIP TO QUESTION #8, PAGE 6)

7. **Why do you think** INTERVIEWER: ADD SELECTED SCHOOL NAME **has the highest quality in Culinary and/or Baking program?**

INTERVIEWER: PROBE FOR AS MUCH DETAIL AS POSSIBLE

88 Don't know/indifferent

7b. Based upon what you know about this school, please tell me if you consider that school's culinary program to be **far below average**, **slightly below average**, **slightly above average**, or **far above average** on the following items: **INTERVIEWER: PLEASE READ CHOICES EXCEPT GRAY AREAS.**

		Far Below Average	Slightly Below Average	Slightly Above Average	Far Above Average	<i>(don't read) Don't Know</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 Program(s)	1	2	3	4	88	99
d.	Reputation of Hospitality Program	1	2	3	4	88	99

Now I would like to find out about your awareness of Hotel, Motel and Restaurant Management training programs in Southeast Michigan.

8. **Can you tell me which local colleges or schools offer education and training specifically in Hotel/Motel Management, and/or Restaurant Management?**

INTERVIEWER: DON'T READ LIST. SIMPLY RECORD ALL RESPONSES MENTIONED IN ORDER OF HOW THEY WERE MENTIONED. FOR EXAMPLE, IF SCHOOLCRAFT COLLEGE WAS MENTIONED FIRST, PLACE A "1" IN "RANKING", IF MONROE COUNTY COMMUNITY COLLEGE WAS MENTIONED SECOND, PLACE A "2" IN "RANKING", ETC.

<u>Ranking</u>	<u>College</u>
—	Baker College of Owosso
—	Central Michigan University
—	Ferris State University
—	Henry Ford Community College
—	Lansing Community College
—	Macomb Community College
—	Michigan State University
—	Monroe Community College
—	Oakland Community College
—	Schoolcraft College
—	Washtenaw Community College
—	Other
—	Other
—	Other
—	88 Don't know INTERVIEWER: GO TO QUESTION #11, PAGE 9 AND INCLUDE INTRODUCTORY STATEMENT.

INTERVIEWER: IF RESPONDENT ONLY MENTIONS ONE SCHOOL OR COLLEGE (INCLUDING OCC), GO TO QUESTION 10B, ON PAGE 8.

9. **In your opinion, which ONE of these schools has the highest quality Hotel, Motel, and Restaurant Management programs?** INTERVIEWER: REMIND RESPONDENT OF WHICH COLLEGES THEY MENTIONED. RESPONDENT MAY ONLY SELECT ONE COLLEGE.

<u>Ranking</u>	<u>College</u>
___	Baker College of Owosso
___	Central Michigan University
___	Ferris State University
___	Henry Ford Community College
___	Macomb Community College
___	Michigan State University
___	Monroe Community College
___	Oakland Community College
___	Schoolcraft College
___	Washtenaw Community College
___	Other
___	_____
___	Other
___	_____
___	Other
___	_____
___	88 Don't know (INTERVIEWER: SKIP TO QUESTION #11, PAGE 9)

10. **Why do you think** INTERVIEWER: ADD SELECTED SCHOOL NAME **has the highest quality Hotel, Motel, or Restaurant Management program?** INTERVIEWER: PROBE FOR AS MUCH DETAIL AS POSSIBLE.

88 Don't know/indifferent

10b. Based upon what you know about this school, please tell me if you consider that school's hotel/motel, restaurant management program to be **far below average**, **slightly below average**, **slightly above average**, or **far above average** on the following items:

INTERVIEWER: PLEASE READ CHOICES EXCEPT GRAY AREAS.

		Far Below Average	Slightly Below Average	Slightly Above Average	Far Above Average	<i>(don't read) Don't Know</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 Program(s)	1	2	3	4	88	99
d.	Reputation of Hospitality Program	1	2	3	4	88	99

IMPORTANT: IF RESPONDENT MENTIONED ONLY OCC IN BOTH QUESTIONS #5 AND #8, GO TO QUESTION #14 ON PAGE 10 (LOOK ON WORKSHEET).

(AIDED AWARENESS AND IMAGE QUESTIONS)

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.

11. **INTERVIEWER: IF RESPONDENT MENTIONED OCC IN QUESTION #5, GO TO QUESTION #12 (LOOK ON WORKSHEET).**

Did you know that OCC offers courses in Culinary, Baking and Pastry Studies?

- 0 No
1 Yes
99 Missing

12. **INTERVIEWER: IF RESPONDENT MENTIONED OCC IN QUESTION #8, GO TO QUESTION #14 (LOOK ON WORKSHEET).**

Did you know that OCC offers courses in Hotel/Motel and Restaurant Management?

- 0 No
1 Yes
99 Missing

INTERVIEWER: IF RESPONDENT ANSWERED "YES" TO EITHER QUESTIONS #11 OR #12, GO TO QUESTION #13. IF RESPONDENT ANSWERED "NO" TO BOTH QUESTIONS #11 AND #12, GO TO QUESTION #14.

INTERVIEWER: IF RESPONDENT ANSWERED "DON'T KNOW" TO QUESTIONS #5 AND #8 (ASKING OF WHICH HOSPITALITY PROGRAMS THEY ARE AWARE), GO TO NEXT PAGE STARTING WITH QUESTION #14 (LOOK ON WORKSHEET).

13. INTERVIEWER: IF NECESSARY, REMIND RESPONDENT OF SCHOOLS THEY MENTIONED EARLIER.

Keeping in mind the other institutions that you mentioned earlier, could you please tell me if you consider OCC to be **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	(don't read) Missing
a.	Reputation of College	1	2	3	4	88	99
b.	Reputation of Faculty	1	2	3	4	88	99
c.	Quality of Program(s)	1	2	3	4	88	99
d.	Reputation of Hospitality Program	1	2	3	4	88	99

I have a couple more questions that will assure we have a representative sample of our population.

14. What is the highest level of education you have completed?

INTERVIEWER: READ LIST ONLY IF NECESSARY.

- ___ **Less than high school**
- ___ **High school diploma**
- ___ **Some college**
- ___ **College – Associates degree**
- ___ **College – Bachelor degree**
- ___ **College – Master's degree or higher**
- ___ **Other _____**

15. The following question is optional: Would you describe yourself as . . .

INTERVIEWER: READ CATEGORIES.

- ___ **Caucasian**
- ___ **African American**
- ___ **Hispanic**
- ___ **Native American/Alaskan Eskimo**
- ___ **Asian/Pacific Islander**
- ___ **Multicultural**
- ___ **Other _____**
- ___ **Don't know/refused**

That's all the questions I have today. I'd like to thank you very much for your time.

INTERVIEWER:

PLEASE COMPLETE GENDER IF KNOWN:

____ **Male**
____ **Female**
____ **Don't know**

ENTER YEAR OF BIRTH FROM LABEL: 19 _____