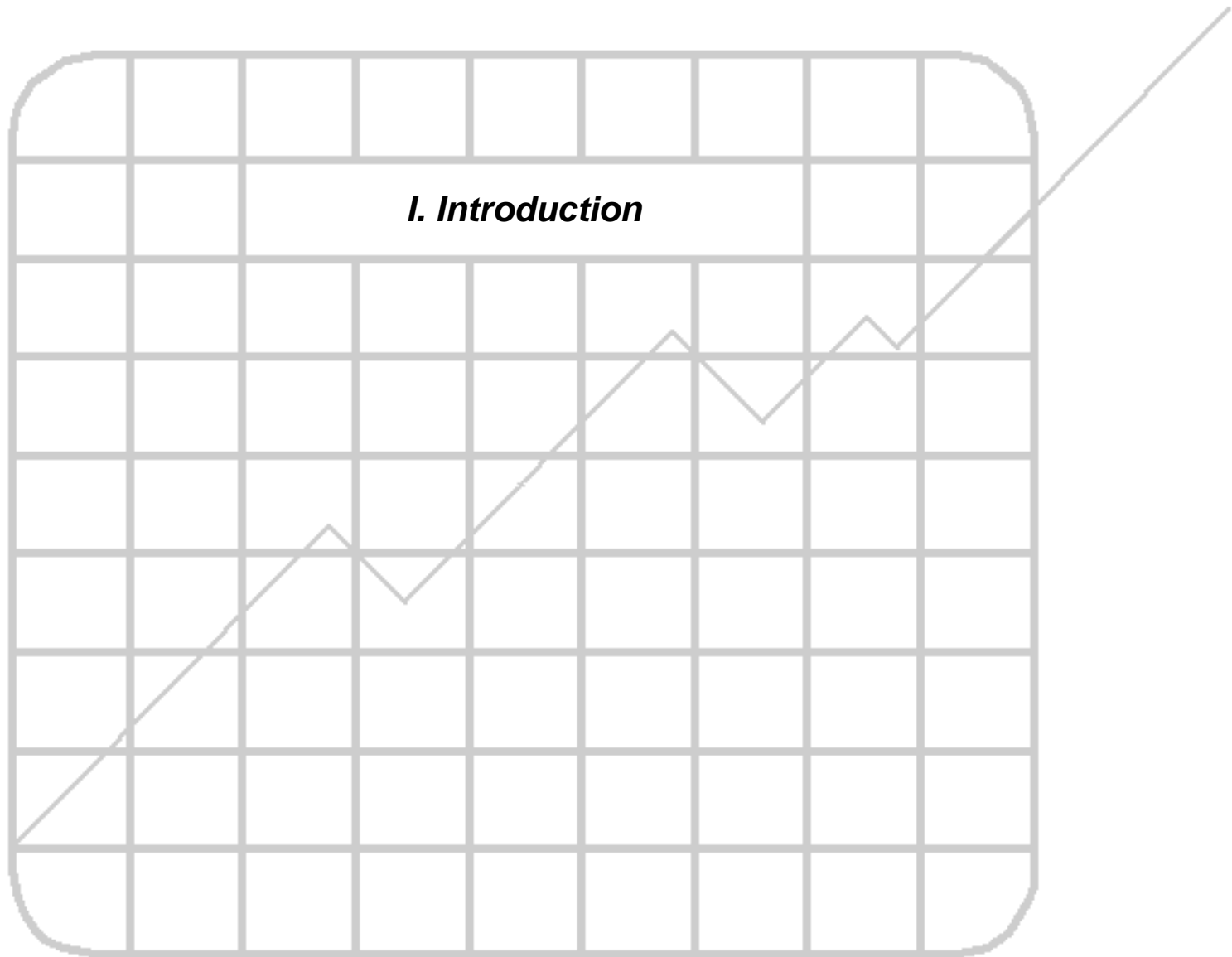


***University of New Mexico—
Westside Campus
College Interest Survey
May 2005***

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Methodology

This research study was commissioned by the University of New Mexico to measure interest levels, among juniors and seniors who attend Cibola High School (Westside Albuquerque), Rio Rancho High School, and Bernalillo High School, for taking courses at a proposed UNM Westside Campus location in Rio Rancho. This study also assessed the subjects in which students are interested in majoring or taking classes and which local schools they are considering attending.

The Interview

Surveys were distributed to juniors and seniors in three high schools: Bernalillo High School, Rio Rancho High School, and Cibola High School. For the Bernalillo High School sample, Research & Polling, Inc. representatives administered in-person surveys to juniors and seniors in the school's gymnasium, of which all juniors and seniors were invited to participate. Out of 367 students in attendance at Bernalillo High School at the time the survey was administered, 177 completed surveys. The surveys were completed on April 27, 2005.

For the Cibola High School sample, Research & Polling, Inc. representatives administered in-person surveys to juniors and seniors in the school's gymnasium, of which all juniors and seniors were invited to participate. Out of 1,207 juniors and seniors in attendance at Cibola during the time the survey was administered, 508 completed surveys. The surveys were completed on May 6, 2005.

For the Rio Rancho High School sample, survey packets were distributed to a random sample of 44 2nd period classes (through the teachers). A total of 328 juniors and seniors completed surveys in 32 classes (randomly selected to participate in the survey). The surveys were completed on May 3, 2005.

The Report

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic subgroups. The subgroups examined in this report include:

- high school
- interest in attending full-time/part-time
- status (junior/senior)
- ethnicity
- gender
- likelihood of attending college immediately after graduating from high school
- likelihood of attending college within 5 years from graduation from high school
- region

Executive Summary

University of New Mexico is proposing to locate a satellite campus in Rio Rancho within the next five years. UNM commissioned Research & Polling, Inc. to conduct a survey among juniors and seniors who attend high school in the area near the proposed site, which included students of Cibola High School (Westside Albuquerque), Rio Rancho High School, and Bernalillo High School, in order to measure interest levels for taking courses at a location in the Westside/Rio Rancho area. This study also measured the extent to which students would consider attending college and take courses in subjects they are interested in at the proposed UNM Westside campus.

The vast majority (91%) of students say they are likely to attend a college or university *within five years* after they graduate from high school, with over three-quarters (78%) who are likely to attend a college or university *immediately* after they graduate. Among those who are likely to attend college immediately, two-thirds (66%) say they are interested in going full-time. There are even some juniors and seniors (4%) who are currently taking courses at a college or university in New Mexico at campus locations such as Albuquerque TVI's Westside location and main campus and at UNM's main campus.

When looking at seniors specifically, the vast majority (91%) say they are likely to attend college *within five years* of graduating from high school (75% *very likely*), with 79% who say they are likely to attend college *immediately*. Sixty-two percent of seniors say they are interested in taking classes full-time.

When asked in an open-ended manner what local schools they are considering, two-thirds (64%) of students say they are considering going to UNM-Main Campus within the next five years, while two-fifths (42%) are considering Albuquerque TVI-Westside and 35% are considering Albuquerque TVI's main campus. Seventeen percent of students say they are not considering taking courses at a local school in the next five years. When choosing at which college or university they will attend, students are most likely to place importance on factors such as: the times classes are offered, school accreditation, and the cost to go to a particular school.

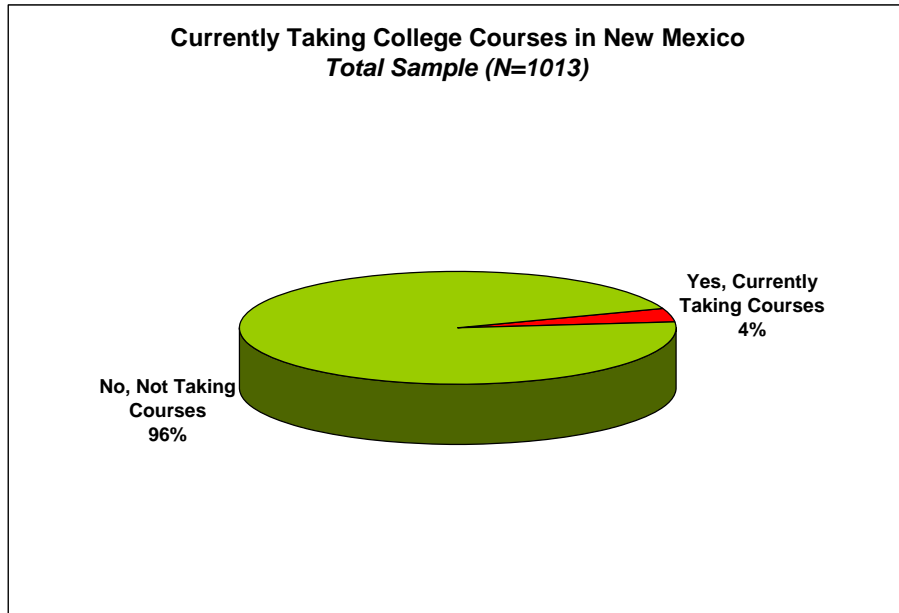
When asked in a general manner, two-thirds (67%) of students say they would consider taking courses at a Westside Albuquerque/Rio Rancho area campus. This proportion remains at two-thirds (65%) when students were given a description of the proposed UNM Westside satellite campus to be located in Rio Rancho and asked if they would consider taking courses at this proposed campus. Cibola High School students and Hispanic students are more likely than others to say they would consider taking courses at the proposed UNM Westside Campus. Interestingly, most students (80%) who would consider taking courses at the UNM Main Campus say they would consider taking courses at this proposed UNM Westside Campus. Even a portion of students (24%) who say they are not considering taking courses at a local school say they would consider going to the UNM Westside Campus to take courses.

UNM is perceived favorably by the majority of students (69% give a rating of 4 or 5 on a 5-point scale of favorability), while 11% have an unfavorable impression of the school. Over two-fifths (44%) of students have a favorable impression of the Albuquerque TVI Westside Campus. The UNM-Rio Rancho Center receives lower scores for favorability (28%), although many students (30%) are unaware of this branch. Similarly, just 15% of students give a favorable rating to the New Mexico Highlands University-Rio Rancho Center and 32% are unaware of this location. When students were asked, in an unaided, open-ended manner, the reasons for their impression of UNM, students mention attributes related to convenience of location ("near home/close by/good location"), quality of education ("good education/good school"), good reputation ("hear good things"), cost ("less/not expensive/affordable"), and interest in attending the school.

Students were asked to indicate up to three subjects they would consider majoring in or taking courses in. They were then asked to rate the likelihood that they would take classes in the subjects at the UNM Westside Campus. The top subjects students would consider majoring in include: medical field, business, nursing, psychology, engineering, and computers. The majority of students say they would be likely to go to the UNM Westside Campus to take classes in the subjects they mentioned, especially those who say they are interested in majoring in or taking courses in the field of nursing (94% likely to take courses at UNM Westside in this subject), medicine (91% likely), and psychology (88% likely).

Interestingly, students are most likely to say they intend to have their college expenses funded through the lottery scholarship (65%). The majority of students say their parents (52%) will fund their education or that they will

fund it through other scholarships (51%). Other sources through which students say they will fund their education include: student loan/financial aid/grants (49%) and paying for it themselves (48%).

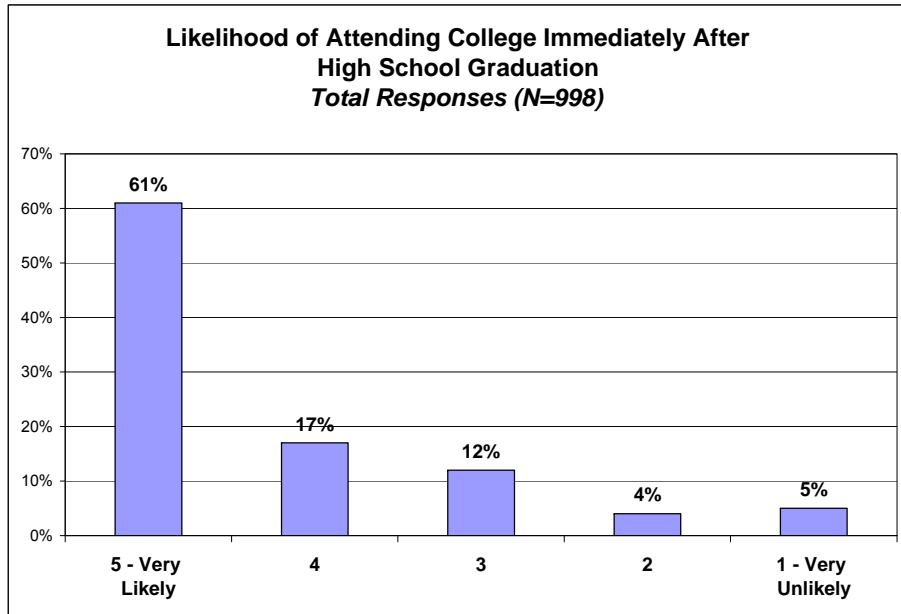


Location of Courses Being Taken
Among Those Who Are Currently Taking Courses At a University or Community College In New Mexico

	<i>Total Responses (N=45)</i>
Albuquerque TVI-Westside Campus	44%
Albuquerque TVI-Main Campus	14%
University of New Mexico-Main Campus	13%
University of New Mexico-Los Alamos	9%
New Mexico Highlands University-Rio Rancho Center	5%
University of New Mexico-Rio Rancho Center	5%
Albuquerque TVI-Montoya	5%
Albuquerque TVI-South Valley	3%
College of the Southwest, Hobbs	2%

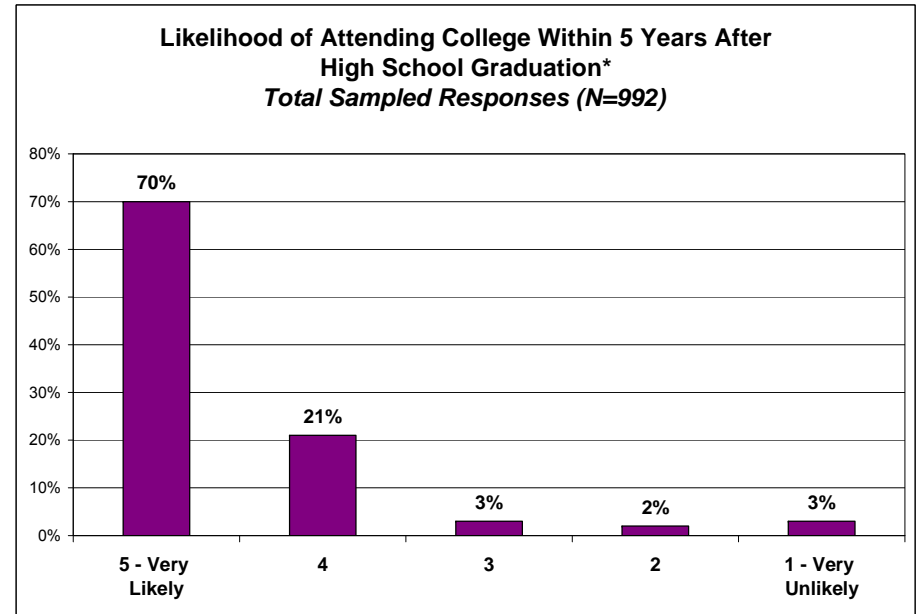
Four percent of students say they are currently taking courses at a university or community college in New Mexico.

Among those who are currently taking courses at a university or community college in New Mexico, two-thirds say they are taking courses at a branch of Albuquerque TVI (44% at Albuquerque TVI-Westside Campus, 14% at Albuquerque TVI-Main Campus, 5% at Albuquerque TVI-Montoya, and 3% at Albuquerque TVI-South Valley). Over one-quarter (27%) are currently taking courses at a UNM location (13% at UNM-Main Campus, 9% at UNM-Los Alamos, and 5% at UNM-Rio Rancho Campus). Other universities and community colleges in New Mexico at which students mention they are currently taking courses include: New Mexico Highlands University-Rio Rancho Center (5%) and College of the Southwest, Hobbs (2%).



Mean † 4.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very Likely response is assigned a value of 5; the Very Unlikely response is assigned a value of 1.



Mean † 4.5

* Note: This table includes students who indicated they would be likely (rating of 4 or 5) to attend college immediately after graduating from high school (see previous graph).

† The mean score is derived by taking the average score based on the 5-point scale. The Very Likely response is assigned a value of 5; the Very Unlikely response is assigned a value of 1.

Students were asked to rate, using a 5-point scale (where a score of 5 means *very likely* and a score of 1 means *very unlikely*), how likely they would be to go to a college or university immediately after they graduate from high school. Over three-quarters (78%) of students say they are likely to attend a college or university immediately after they graduate from high school (61% *very likely*), while one-in-ten students (9%) are unlikely.

Students who are more apt than others to say they are *very likely* to attend a college or university *immediately* after they graduate from high school include:

- Cibola High School students (70%) as compared to students at Rio Rancho High School (59%) and Bernalillo High School (44%);
- those who are interested in taking classes full-time (78%);
- seniors (66%) as compared to juniors (57%); and
- female students (67%) as compared to male students (56%).

When asked to rate, using a 5-point scale (where a score of 5 means *very likely* and a score of 1 means *very unlikely*), how likely they would be to go to a college or university *within five years* after they graduate from high school, the vast majority (91%) of students say they would be likely to do so (70% *very likely*), while 5% would be unlikely to go to a college or university within five years from graduating from high school.

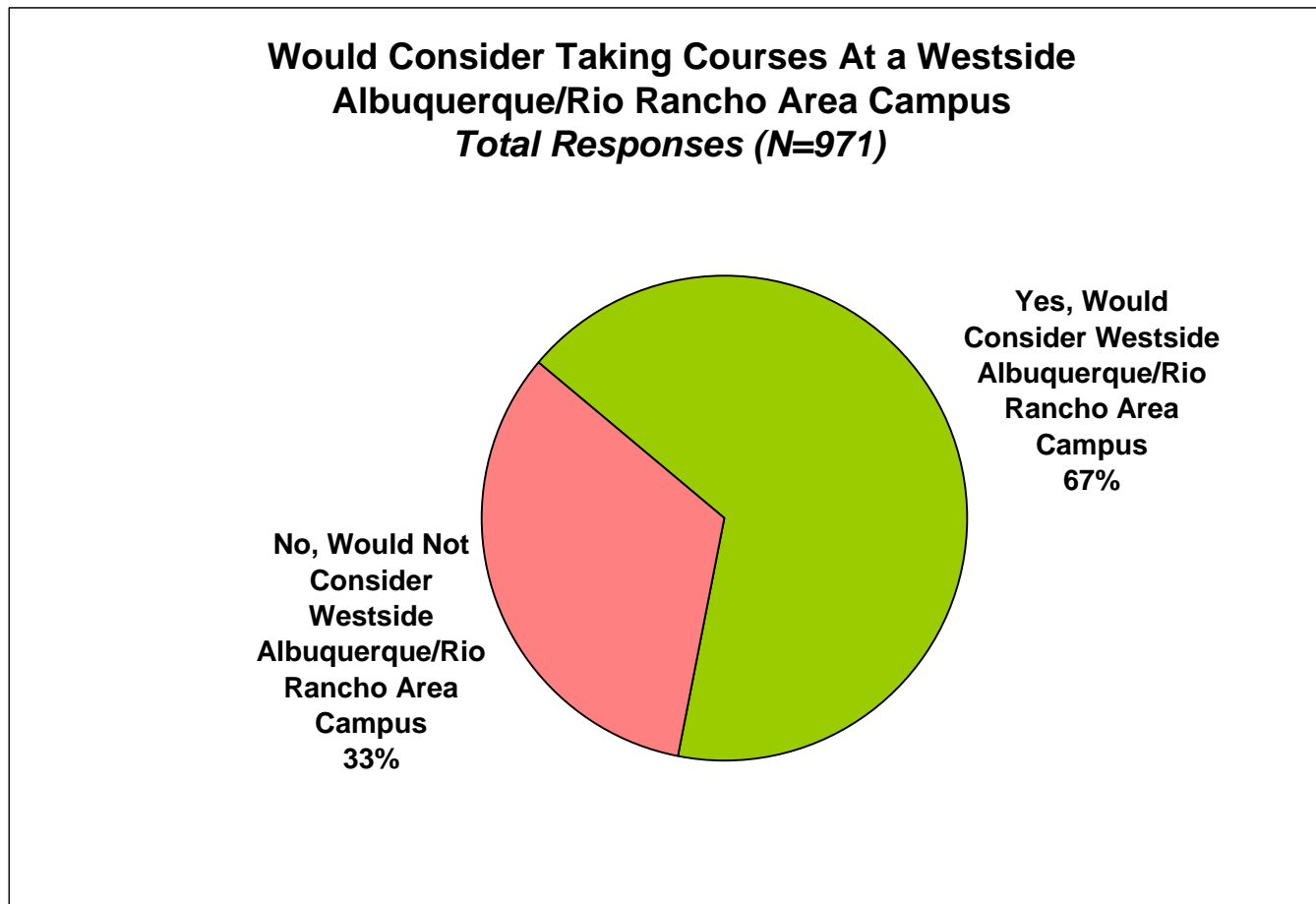
Students who are more apt than others to say they are *very likely* to attend a college or university within five years after they graduate from high school include:

- Cibola High School students (76%) and Rio Rancho High School students (69%) as compared to students at Bernalillo High School (54%);
- those who are interested in taking classes full-time (82%);
- seniors (75%) as compared to juniors (66%); and
- female students (75%) as compared to male students (65%).

Level of Importance of Factors In Choosing a College or University (Summary Table)						
<i>Ranked by Percentage "Very Important"</i>						
	Very Important 5	4	3	2	Not At All Important 1	Mean †
Classes are offered at good times for you (N=1002)	49%	29%	16%	3%	2%	4.2
College is accredited (meets appropriate academic standards) (N=1000)	45%	32%	17%	3%	3%	4.2
The cost to go to school there (N=1006)	44%	27%	22%	3%	5%	4.0
The school is a university or 4-year college (N=1000)	43%	23%	20%	8%	7%	3.9
The school has a campus environment (N=999)	33%	31%	25%	7%	5%	3.8
Reputation of school (N=1002)	33%	31%	24%	6%	5%	3.8
It is conveniently located (N=1004)	30%	28%	26%	9%	7%	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very Important response is assigned a value of 5; the Not At All Important response is assigned a value of 1.

Students were given a list of things to consider when choosing a college and for each one, were asked to rate, using a 5-point scale (where a score of 5 means *very important* and a score of 1 means *not at all important*), how important each one is to them when choosing where they will go to school. Students rated two factors as being most important: classes are offered at good times for you (78% give a rating of 4 or 5) and college is accredited (meets appropriate academic standards) (77% give a rating of 4 or 5). The cost to go to school is seen as important by 71% of students, while two-thirds feel it important that the school is a university or 4-year college. The majority of students also feel the following factors are important: the school has a campus environment (64%), the reputation of the school (64%), and it is conveniently located (58%).



When asked if they would consider taking courses at a campus located in the Westside Albuquerque/Rio Rancho area, two-thirds (67%) of high school students say they would consider it. It should be noted that students who live in Bernalillo, Placitas, or Algodones (57%) are slightly *less likely* than students who live in other areas to say they would consider taking courses at a campus located in the Westside Albuquerque/Rio Rancho area.

<p style="text-align: center;">Impression of Albuquerque Area Schools (Summary Table)</p> <p style="text-align: center;"><i>Ranked by Percentage "Very Favorable"</i></p>							
	Very Favorable 5	4	3	2	Very Unfavorable 1	Not Aware Of	Mean †
University of New Mexico (N=1004)	44%	25%	16%	5%	6%	4%	4.0
Albuquerque TVI - Westside Campus(N=1002)	22%	22%	26%	13%	11%	7%	3.3
University of New Mexico - Rio Rancho Center (N=996)	13%	15%	18%	11%	13%	30%	3.1
New Mexico Highlands University - Rio Rancho Center (N=997)	6%	9%	23%	14%	15%	32%	2.7

† The mean score is derived by taking the average score based on the 5-point scale. The Very Favorable response is assigned a value of 5; the Very Unfavorable response is assigned a value of 1. The Not Aware Of responses are excluded from the calculation of the mean.

Students were given a list of various schools in the Albuquerque area and were asked to rate their impression of each school using a 5-point scale (where a score of 5 means *very favorable* and a score of 1 means *very unfavorable*). Students were most likely to rate University of New Mexico highest among the schools being rated, with over two-thirds (69%) of students who give a favorable rating to UNM (44% *very favorable*), while 11% rate the school unfavorably. Few students (4%) are unaware of UNM.

Forty-four percent of students give a favorable rating to Albuquerque TVI-Westside, while one-quarter (24%) give an unfavorable rating to this school campus. Just 7% of students are unaware of this school campus. One-quarter (28%) of students rate the University of New Mexico-Rio Rancho Center favorably and 15% give a favorable rating to the New Mexico Highlands University-Rio Rancho Center. Approximately one-third of students indicate they are not aware of these school campuses.

Reason For Rating Given to the University of New Mexico
Among Those Who Have an Impression of UNM

(Top 6 Unaided Responses)

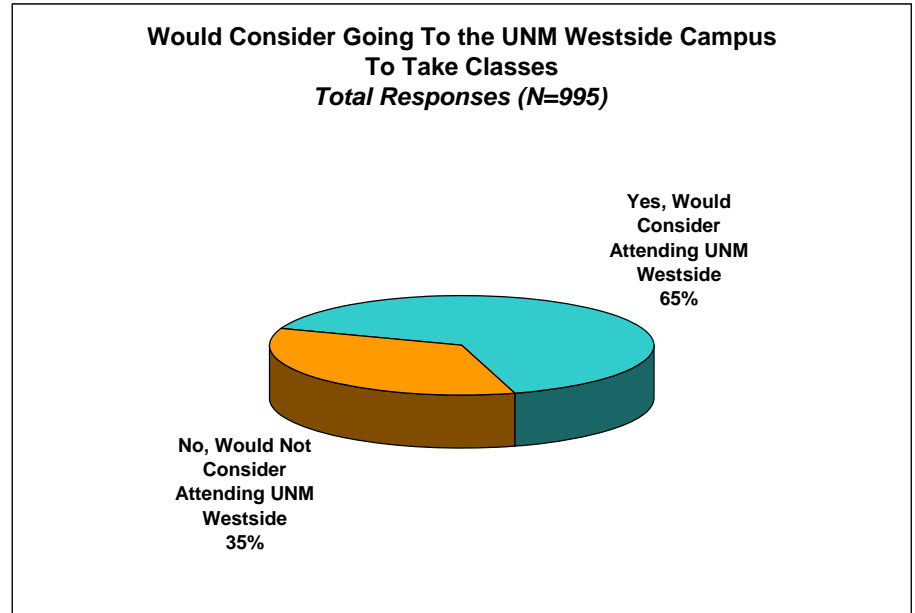
	<i>Total Responses (N=765)</i>
Near home/close by	25%
Good education/good school	20%
Hear good things/good reputation	13%
Less/not expensive/affordable/cost	11%
Interested/want to go there	11%
Good location	10%

Students who gave an impression of either the UNM Main Campus or UNM-Rio Rancho campus were asked, in an unaided, open-ended manner, the reasons underlying their impression of the school. One-quarter of the students mention the location of the school (near home/close by) as being the reason for their impression, while one-fifth mention good education/good school. Other reasons mentioned include: hear good things/good reputation (13%), less/not expensive/affordable/cost (11%), interested/want to go there (11%), and good location (10%).

Local Schools Being Considered For Taking Courses Within the Next 5 Years

(Top 6 Responses)

	<i>Total Responses (N=963)</i>
University of New Mexico-Main Campus	64%
Albuquerque TVI-Westside Campus	42%
Albuquerque TVI-Main Campus	35%
University of New Mexico-Rio Rancho Center	24%
New Mexico Highlands University-Rio Rancho Center	9%
Not considering taking courses at a local school in the next 5 years	17%



When asked, in an open-ended manner, which local schools they would consider taking courses at in the next five years, two-thirds (64%) of students say University of New Mexico-Main Campus, while two-fifths (42%) say they are considering Albuquerque TVI-Westside and 35% Albuquerque TVI-Main Campus. One-quarter (24%) of students say they are considering taking courses at UNM-Rio Rancho Center, while 9% are considering New Mexico Highlands University-Rio Rancho Center. Seventeen percent of students are not considering taking courses at a local school in the next five years.

Students were given a description of the proposed satellite campus to be located in Rio Rancho within the next five years. They were then asked if they would consider going to the proposed UNM Westside Campus to take courses. Two-thirds (65%) of students say they would consider going to the proposed UNM Westside Campus to take courses. Cibola High School students (72%) and Hispanic students (72%) are more likely than others to say they would consider taking courses at the proposed UNM Westside Campus. Interestingly, most students (80%) who say they are considering taking courses at the UNM Main Campus say they would consider going to the UNM Westside Campus to take courses. Furthermore, among those who are not considering taking courses at a local school, one-quarter (24%) say they would consider going to the UNM Westside campus to take courses.

It is interesting to note that the percentage of students who say they would consider taking courses at a campus (in general) in the Westside/Rio Rancho area is very similar to the percentage who, after hearing a description of the proposed UNM - Westside campus, say they would consider going to this campus to take courses (67% and 65%, respectively).

Subjects Considering Majoring In or Taking Classes—First Choice (Summary Table)							
Class Subject (Top 6 Unaided Responses)	Total Responses (N=704)	Likelihood of Taking Classes In These Subjects At the UNM Westside Campus Among Those Who Would Consider Majoring In or Taking Classes In the Subject					
		Very Likely 5	4	3	2	Very Unlikely 1	Mean †
Business	9%	54%	17%	10%	5%	10%	4.0
Medical field/medicine	7%	71%	20%	5%	2%	-	4.6
Engineering	5%	65%	18%	12%	-	2%	4.4
Psychology	5%	74%	14%	6%	-	6%	4.5
Nursing	5%	74%	19%	-	-	5%	4.7
Computers/computer engineering	4%	45%	31%	8%	3%	11%	4.0

† The mean score is derived by taking the average score based on the 5-point scale. The *Very Likely* response is assigned a value of 5; the *Very Unlikely* response is assigned a value of 1.

Students were asked to indicate, in an unaided, open-ended manner, up to three subjects they would consider majoring in or taking classes in. Then, for each subject they indicate is of interest to them, they were asked to rate, using a 5-point scale (where a score of 5 means *very likely* and a score of 1 means *very unlikely*), how likely they would be to take classes on the subjects at the UNM Westside Campus. The results for all responses to these questions are displayed on pages 53-55.

Among the first subjects in which students indicate they would consider majoring or taking classes (n=704), 9% of students say they would consider majoring in or taking classes in the field of business. Seventy-one percent of these students indicate that they are likely (as indicated by a score of 4 or 5) to take classes in the field of medicine at the UNM Westside Campus (54% *very likely*). Seven percent of students mention the field of medicine as a subject they would consider majoring in or taking classes in and, among these students, 91% say they are likely to take medical field classes at the UNM Westside Campus.

Five percent of students say they would consider majoring in or taking courses in engineering, with 83% of them indicating they would be likely to take engineering courses at the UNM Westside Campus. Five percent of students say they would consider majoring in or taking classes in the field of psychology and, among these students, 88% indicate they would be likely (as indicated by a score of 4 or 5) to take psychology classes at the UNM Westside Campus. Nursing was mentioned by 5% of students as being a subject they would consider majoring in or taking classes in, with the vast majority (93%) who say they would be likely to take courses in nursing at the UNM Westside Campus. Four percent of students would consider majoring in or taking classes in computers/computer engineering and, among these students, three-quarters (76%) would be likely to take computer/computer engineering classes at the UNM Westside Campus.

Subjects Considering Majoring In or Taking Classes—Second Choice (Summary Table)							
Class Subject (Top 6 Unaided Responses)	<i>Total Responses (N=570)</i>	Likelihood of Taking Classes In These Subjects At the UNM Westside Campus Among Those Who Would Consider Majoring In or Taking Classes In the Subject					
		<i>Very Likely 5</i>	<i>4</i>	<i>3</i>	<i>2</i>	<i>Very Unlikely 1</i>	<i>Mean †</i>
Business	8%	42%	22%	27%	2%	8%	3.9
Art	4%	50%	29%	9%	9%	3%	4.2
Psychology	4%	11%	68%	14%	-	7%	3.7
Medical field/medicine	4%	49%	24%	21%	3%	3%	4.1
Education/teaching	4%	41%	15%	18%	7%	18%	3.4
Law	4%	31%	24%	28%	-	17%	3.5

† The mean score is derived by taking the average score based on the 5-point scale. The Very Likely response is assigned a value of 5; the Very Unlikely response is assigned a value of 1.

Among the subjects students indicate they would consider majoring in or taking classes in as a *second choice* (n=570), 8% of students say they would consider majoring in or taking classes in business. Two-thirds (64%) of these students indicate that they are likely (as indicated by a score of 4 or 5) to take classes in the field of business at the UNM Westside Campus. Four percent of students mention art or psychology as a subject they would consider majoring in or taking classes in and, among these students, 79% say they are likely to take classes in art or psychology at the UNM Westside Campus.

Four percent of students say, as a second choice, they would consider majoring in or taking classes in the field of medicine and, among these students, nearly three-quarters (73%) indicate they would be likely (as indicated by a score of 4 or 5) to take classes in the field of medicine at the UNM Westside Campus. Another 4% of students say they would consider majoring in or taking courses in the field of education/teaching, although these students are less inclined to say they would be likely to take courses in education at the UNM Westside Campus (56% indicate they would be likely and 25% say they are unlikely). Similarly, 4% mention the field of law as being a subject they would consider majoring in or taking classes in, with 55% who say they are likely to take courses in law at the UNM Westside Campus and 17% who are unlikely to take courses in law at that location.

Subjects Considering Majoring In or Taking Classes—Third Choice (Summary Table)							
Class Subject (Top 4 Unaided Responses)	Total Responses (N=400)	Likelihood of Taking Classes In These Subjects At the UNM Westside Campus Among Those Who Would Consider Majoring In or Taking Classes In the Subject					
		Very Likely 5	4	3	2	Very Unlikely 1	Mean †
Business	10%	25%	33%	25%	9%	8%	3.6
Education/teaching	5%	24%	24%	16%	7%	28%	3.2
English	4%	24%	31%	15%	15%	15%	3.5
Math	4%	19%	14%	31%	18%	18%	2.9

† The mean score is derived by taking the average score based on the 5-point scale. The Very Likely response is assigned a value of 5; the Very Unlikely response is assigned a value of 1.

Among the subjects students indicate they would consider majoring in or taking classes in as a *third choice* (n=400), 10% of students say they would consider majoring in or taking classes in the field of business. Nearly three-fifths (58%) of these students indicate that they are likely (as indicated by a score of 4 or 5) to take classes in the field of business at the UNM Westside Campus. The field of education/teaching was mentioned by 5% of students as a third subject they would consider majoring in or taking classes in, with just under half (48%) who say they would be likely to take education courses at the UNM Westside Campus. Four percent of students mention English as a subject they would consider majoring in or taking classes in and, among these students, 55% say they are likely to take English classes at the UNM Westside Campus.

Math was mentioned by 4% of students as a third subject they would consider majoring in or taking classes in and one-third of these students say they would be likely to take math courses at the UNM Westside Campus. It is important to note that students who indicate a third subject choice are less apt to say they are likely to take courses in the subject at the proposed UNM Westside campus. This is most likely due to students being less inclined to take classes on the subject they listed as their third choice.

Method of Payment For Classes Taken At a College or University

(Top 5 Responses)

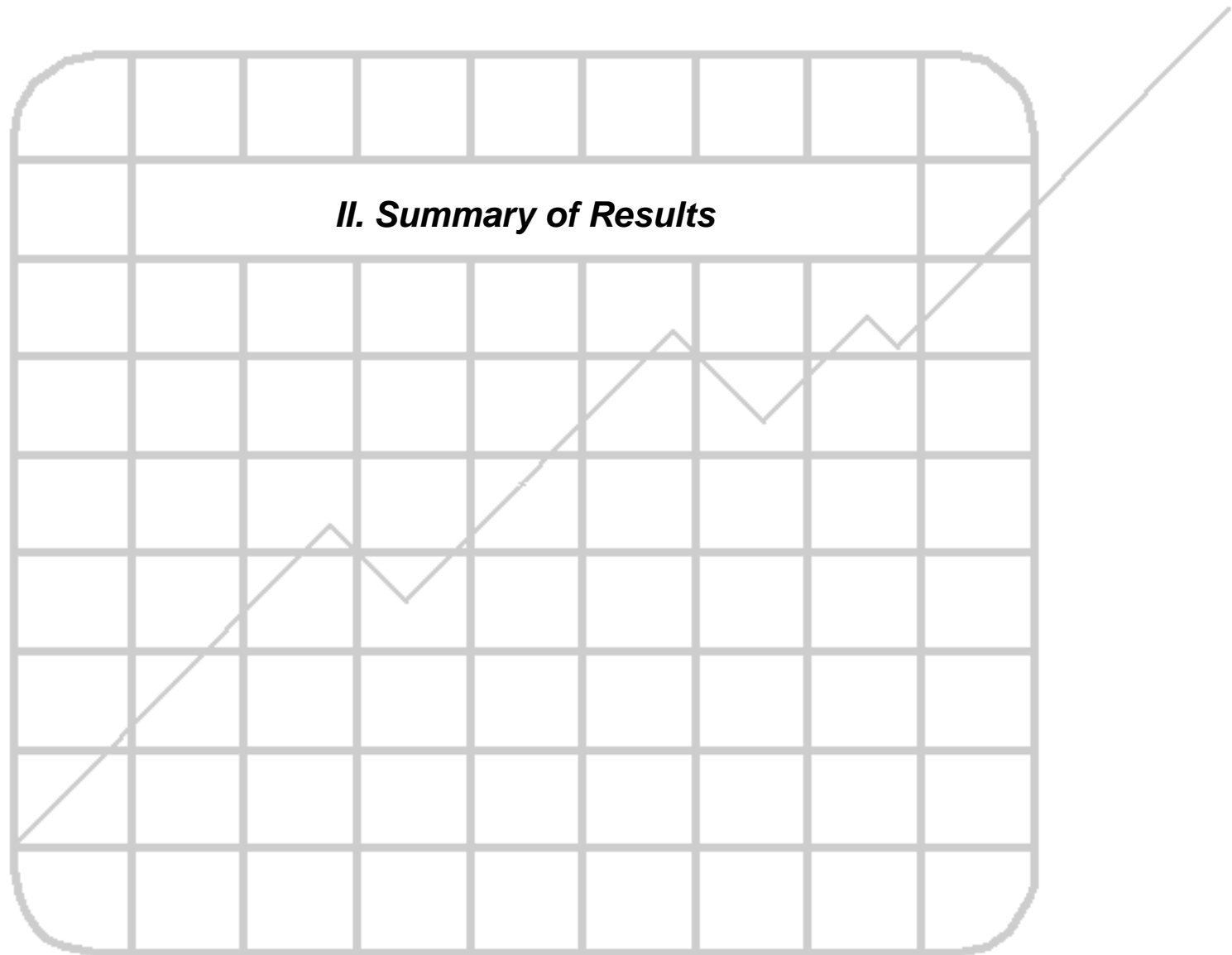
	<i>Total Responses (N=1169)</i>
Lottery scholarship	65%
Parents	52%
Other scholarship	51%
Student loan/financial aid/grants	49%
Self	48%

When asked open-ended, two-thirds (65%) of students say they plan to have the cost of taking classes at a college or university funded through the lottery scholarship, while half (52%) say their parents are going to pay for it. Half (49%) say they will pay for taking classes at a college or university through student loans/financial aid/grants and half (51%) through other scholarships. Forty-eight percent of students say they will pay for taking classes at a college or university themselves.

Level of Interest In Taking Various Types of Courses (Summary Table)						
<i>Ranked by Percentage "Very Interested"</i>						
	<i>Very Interested</i> 5	4	3	2	<i>Not At All Interested</i> 1	<i>Mean †</i>
In-classroom live courses (N=986)	59%	20%	10%	4%	6%	4.2
Online courses (N=987)	19%	20%	24%	14%	23%	3.0
Instructional Television courses (ITV) (N=980)	11%	13%	22%	19%	35%	2.5

† The mean score is derived by taking the average score based on the 5-point scale. The Very Interested response is assigned a value of 5; the Not At All Interested response is assigned a value of 1.

Students were given a list of various course types they could take and for each one, asked to rate their level of interest in taking courses of each type, using a 5-point scale (where a score of 5 means *very interested* and a score of 1 means *not at all interested*). The majority of students (79%) say they would be interested in taking in-classroom live courses (59% *very interested*), while one-in-ten students would not be interested in taking this type of course. Two-fifths (39%) of students express interest in taking online courses, while 37% would not be interested. When asked about instructional television courses (ITV), one-quarter (24%) say they would be interested in taking this type of course, while the majority (54%) express disinterest in taking ITV courses. Interestingly, students who say they are interested in going to college part-time are more apt to express interest in taking courses online and through instructional television (ITV).



Currently Taking Courses in New Mexico

Question 1: Are you currently taking any courses at a university or community college in New Mexico?

	Total Sample (N=1013)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full- time	Part- time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
Yes	4%	6%	5%	4%	6%	2%	9%	3%	6%	4%	4%	5%	4%
No	96%	94%	95%	96%	94%	98%	91%	97%	94%	96%	96%	95%	96%

	Total Sample (N=1013)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
Yes	4%	5%	3%	1%	5%	2%	1%
No	96%	95%	97%	99%	95%	98%	99%

	Total Sample (N=1013)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/ Placitas/ Algodones	Corrales	Pueblos	Other
Yes	4%	3%	5%	5%	3%	2%	7%	11%
No	96%	97%	95%	95%	97%	98%	93%	89%

Location of Courses Being Taken

Among Those Who Are Currently Taking Courses At a University or Community College In New Mexico

Question 2: Where are you taking courses?

	<i>Total Responses (N=45)</i>
Albuquerque TVI-Westside Campus	44%
Albuquerque TVI-Main Campus	14%
University of New Mexico-Main Campus	13%
University of New Mexico-Los Alamos	9%
New Mexico Highlands University-Rio Rancho Center	5%
University of New Mexico-Rio Rancho Center	5%
Albuquerque TVI-Montoya	5%
Albuquerque TVI-South Valley	3%
College of the Southwest, Hobbs	2%

Note: The sum of the percentages exceeds 100% due to multiple responses

Likelihood of Attending College Immediately After High School Graduation

Question 3: How likely are you to go to a college or university immediately after you graduate from high school? Rate the likelihood using a 5-point scale, where 1 means very unlikely and 5 means very likely.

	Total Responses (N=998)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very likely	61%	44%	59%	70%	78%	42%	19%	57%	66%	65%	66%	56%	67%
4	17%	20%	19%	15%	14%	23%	6%	21%	13%	16%	16%	19%	15%
3	12%	25%	11%	9%	5%	21%	18%	13%	11%	12%	10%	14%	10%
2	4%	6%	5%	2%	1%	7%	2%	4%	3%	3%	5%	5%	3%
1 - Very unlikely	5%	4%	6%	5%	1%	6%	55%	5%	6%	5%	4%	6%	4%
Mean †	4.3	3.9	4.2	4.4	4.7	3.9	2.3	4.2	4.3	4.3	4.4	4.1	4.4

	Total Responses (N=998)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very likely	61%	78%	-	-	69%	-	-
4	17%	22%	-	-	19%	-	-
3	12%	-	100%	-	9%	45%	32%
2	4%	-	-	42%	2%	31%	13%
1 - Very unlikely	5%	-	-	58%	1%	24%	55%
Mean †	4.3	4.8	3.0	1.4	4.5	2.2	1.8

† The mean score is derived by taking the average score based on the 5-point scale. The Very likely response is assigned a value of 5; the Very unlikely response is assigned a value of 1.

Likelihood of Attending College Immediately After High School Graduation (continued)

Question 3: How likely are you to go to a college or university immediately after you graduate from high school? Rate the likelihood using a 5-point scale, where 1 means very unlikely and 5 means very likely.

	Total Responses (N=998)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/ Placitas/ Algodones	Corrales	Pueblos	Other
5 - Very likely	61%	67%	60%	53%	58%	85%	32%	48%
4	17%	15%	20%	20%	18%	6%	20%	16%
3	12%	10%	10%	19%	11%	4%	32%	25%
2	4%	2%	4%	3%	8%	2%	17%	5%
1 - Very unlikely	5%	6%	6%	5%	5%	2%	-	5%
Mean †	4.3	4.4	4.2	4.1	4.2	4.7	3.7	4.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very likely response is assigned a value of 5; the Very unlikely response is assigned a value of 1.

Likelihood of Attending College Within 5 Years After High School Graduation

Question 4: How likely are you to go to a college or university within 5 years after you graduate from high school? Rate the likelihood using a 5-point scale, where 1 means very unlikely and 5 means very likely.

	Total Responses (N=992)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Berna- lillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full- time	Part- time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very likely	70%	54%	69%	76%	82%	58%	20%	66%	75%	73%	75%	65%	75%
4	21%	28%	22%	18%	16%	30%	14%	25%	16%	20%	19%	24%	18%
3	3%	10%	3%	1%	2%	5%	6%	4%	2%	2%	2%	5%	2%
2	2%	4%	2%	1%	1%	3%	17%	2%	3%	2%	1%	3%	1%
1 - Very unlikely	3%	4%	3%	3%	*	4%	42%	4%	3%	3%	3%	4%	3%
Mean †	4.5	4.2	4.5	4.6	4.8	4.4	2.5	4.5	4.6	4.6	4.6	4.4	4.6

	Total Responses (N=992)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very likely	70%	78%	48%	24%	77%	-	-
4	21%	22%	25%	9%	23%	-	-
3	3%	-	12%	21%	-	100%	-
2	2%	-	5%	19%	-	-	39%
1 - Very unlikely	3%	-	10%	27%	-	-	61%
Mean †	4.5	4.8	4.0	2.9	4.8	3.0	1.4

Likelihood of Attending College Within 5 Years After High School Graduation (continued)

Question 4: How likely are you to go to a college or university within 5 years after you graduate from high school? Rate the likelihood using a 5-point scale, where 1 means very unlikely and 5 means very likely.

	Total Responses (N=992)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/ Placitas/ Algodones	Corrales	Pueblos	Other
5 - Very likely	70%	74%	69%	60%	69%	85%	38%	69%
4	21%	19%	23%	24%	21%	13%	43%	21%
3	3%	2%	3%	6%	1%	-	16%	9%
2	2%	1%	2%	6%	3%	-	3%	-
1 - Very unlikely	3%	3%	3%	5%	6%	2%	-	2%
Mean †	4.5	4.6	4.5	4.3	4.4	4.8	4.2	4.5

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Very likely response is assigned a value of 5; the Very unlikely response is assigned a value of 1.

Level of Importance of Factors In Choosing a College or University: The Cost To Go To School There

Question 5: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **The cost to go to school there**

	Total Responses (N=1006)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very important	44%	48%	43%	44%	42%	48%	36%	43%	46%	51%	41%	42%	46%
4	27%	21%	29%	26%	29%	26%	15%	27%	27%	27%	28%	27%	27%
3	22%	24%	20%	23%	22%	22%	17%	24%	19%	18%	23%	21%	22%
2	3%	4%	2%	3%	4%	1%	6%	2%	3%	1%	3%	4%	2%
1 - Not at all important	5%	3%	5%	4%	3%	4%	26%	5%	5%	3%	6%	6%	3%
Mean †	4.0	4.1	4.0	4.0	4.0	4.1	3.3	4.0	4.1	4.2	4.0	4.0	4.1

	Total Responses (N=1006)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very important	44%	44%	50%	39%	45%	43%	39%
4	27%	28%	28%	14%	27%	18%	19%
3	22%	22%	19%	26%	21%	34%	20%
2	3%	3%	1%	5%	3%	2%	5%
1 - Not at all important	5%	4%	2%	16%	4%	2%	17%
Mean †	4.0	4.1	4.2	3.5	4.1	4.0	3.6

Level of Importance of Factors In Choosing a College or University: The Cost To Go To School There (continued)

Question 5: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **The cost to go to school there**

	Total Responses (N=1006)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very important	44%	43%	47%	51%	43%	29%	40%	31%
4	27%	28%	27%	26%	26%	22%	17%	29%
3	22%	22%	20%	17%	17%	40%	33%	32%
2	3%	3%	2%	4%	5%	2%	5%	4%
1 - Not at all important	5%	4%	4%	2%	8%	7%	5%	4%
Mean †	4.0	4.0	4.1	4.2	3.9	3.6	3.8	3.8

† The mean score is derived by taking the average score based on the 5-point scale. The Very important response is assigned a value of 5; the Not at all important response is assigned a value of 1.

Level of Importance of Factors In Choosing a College or University: It Is Conveniently Located

Question 6: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **It is conveniently located**

	Total Responses (N=1004)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very important	30%	32%	29%	30%	30%	31%	18%	25%	35%	35%	29%	27%	32%
4	28%	23%	26%	33%	29%	28%	20%	25%	32%	31%	28%	31%	26%
3	26%	31%	27%	24%	25%	27%	27%	30%	21%	25%	23%	26%	26%
2	9%	10%	10%	7%	9%	8%	8%	11%	7%	5%	13%	7%	10%
1 - Not at all important	7%	5%	8%	7%	7%	6%	27%	9%	5%	4%	7%	9%	5%
Mean †	3.6	3.7	3.6	3.7	3.7	3.7	2.9	3.5	3.9	3.9	3.6	3.6	3.7

	Total Responses (N=1004)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very important	30%	31%	26%	20%	30%	16%	26%
4	28%	30%	29%	14%	30%	23%	19%
3	26%	25%	29%	35%	25%	36%	28%
2	9%	8%	10%	12%	9%	18%	5%
1 - Not at all important	7%	6%	6%	18%	6%	7%	22%
Mean †	3.6	3.7	3.6	3.0	3.7	3.2	3.2

Level of Importance of Factors In Choosing a College or University: It Is Conveniently Located (continued)

Question 6: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **It is conveniently located**

	Total Responses (N=1004)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very important	30%	29%	29%	34%	33%	26%	26%	28%
4	28%	34%	27%	29%	21%	22%	21%	24%
3	26%	23%	28%	24%	24%	37%	33%	35%
2	9%	7%	9%	10%	12%	9%	7%	11%
1 - Not at all important	7%	7%	8%	3%	10%	7%	12%	2%
Mean †	3.6	3.7	3.6	3.8	3.6	3.5	3.4	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very important response is assigned a value of 5; the Not at all important response is assigned a value of 1.

Level of Importance of Factors In Choosing a College or University: College Is Accredited

Question 7: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **College is accredited (meets appropriate academic standards)**

	Total Responses (N=1000)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very important	45%	41%	45%	48%	55%	35%	16%	43%	48%	49%	46%	39%	51%
4	32%	31%	34%	30%	30%	36%	23%	32%	32%	32%	32%	33%	31%
3	17%	22%	17%	16%	13%	22%	26%	19%	15%	16%	16%	20%	14%
2	3%	4%	2%	3%	1%	4%	8%	2%	4%	2%	3%	4%	1%
1 - Not at all important	3%	2%	2%	4%	1%	2%	27%	3%	2%	1%	3%	3%	2%
Mean †	4.2	4.0	4.2	4.2	4.4	4.0	2.9	4.1	4.2	4.2	4.2	4.0	4.3

	Total Responses (N=1000)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very important	45%	50%	29%	29%	48%	37%	23%
4	32%	34%	27%	21%	34%	25%	18%
3	17%	13%	34%	29%	16%	29%	32%
2	3%	1%	6%	9%	2%	7%	10%
1 - Not at all important	3%	1%	4%	13%	1%	2%	17%
Mean †	4.2	4.3	3.7	3.4	4.2	3.9	3.2

Level of Importance of Factors In Choosing a College or University: College Is Accredited (continued)

Question 7: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **College is accredited (meets appropriate academic standards)**

	Total Responses (N=1000)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very important	45%	45%	45%	48%	46%	61%	38%	32%
4	32%	32%	31%	32%	35%	28%	29%	40%
3	17%	16%	19%	14%	15%	9%	26%	26%
2	3%	3%	3%	5%	1%	-	5%	-
1 - Not at all important	3%	4%	1%	2%	2%	2%	2%	2%
Mean †	4.2	4.1	4.2	4.2	4.2	4.5	4.0	4.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very important response is assigned a value of 5; the Not at all important response is assigned a value of 1.

Level of Importance of Factors In Choosing a College or University: The School Has a Campus Environment

Question 8: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **The school has a campus environment**

	Total Responses (N=999)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very important	33%	36%	29%	36%	36%	30%	20%	31%	35%	33%	30%	30%	35%
4	31%	32%	30%	31%	33%	30%	13%	31%	30%	34%	29%	30%	32%
3	25%	25%	27%	22%	23%	27%	29%	27%	23%	24%	28%	26%	23%
2	7%	3%	8%	6%	5%	9%	6%	6%	7%	5%	9%	7%	6%
1 - Not at all important	5%	4%	5%	5%	4%	4%	31%	5%	5%	4%	5%	6%	3%
Mean †	3.8	3.9	3.7	3.9	3.9	3.7	2.9	3.8	3.8	3.9	3.7	3.7	3.9

	Total Responses (N=999)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very important	33%	35%	25%	24%	33%	29%	34%
4	31%	33%	25%	18%	32%	24%	11%
3	25%	23%	32%	31%	25%	34%	25%
2	7%	6%	11%	10%	6%	3%	8%
1 - Not at all important	5%	3%	6%	17%	4%	10%	22%
Mean †	3.8	3.9	3.5	3.2	3.8	3.6	3.3

Level of Importance of Factors In Choosing a College or University: The School Has a Campus Environment (continued)

Question 8: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **The school has a campus environment**

	Total Responses (N=999)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very important	33%	35%	29%	37%	28%	45%	41%	31%
4	31%	31%	30%	34%	34%	24%	29%	23%
3	25%	22%	29%	21%	27%	18%	22%	25%
2	7%	7%	8%	3%	3%	11%	7%	15%
1 - Not at all important	5%	5%	5%	5%	8%	2%	-	6%
Mean †	3.8	3.9	3.7	3.9	3.7	4.0	4.0	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very important response is assigned a value of 5; the Not at all important response is assigned a value of 1.

Level of Importance of Factors In Choosing a College or University: The School Is a University or 4-Year College

Question 9: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **The school is a university or 4-year college**

	Total Responses (N=1000)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very important	43%	41%	39%	47%	52%	32%	12%	42%	43%	44%	40%	40%	45%
4	23%	24%	24%	22%	24%	24%	10%	24%	22%	25%	25%	25%	22%
3	20%	23%	22%	17%	15%	25%	34%	21%	19%	19%	20%	20%	20%
2	8%	9%	9%	6%	6%	11%	4%	7%	8%	7%	7%	8%	8%
1 - Not at all important	7%	3%	7%	8%	4%	8%	41%	5%	9%	5%	7%	8%	5%
Mean †	3.9	3.9	3.8	4.0	4.2	3.6	2.5	3.9	3.8	4.0	3.8	3.8	3.9

	Total Responses (N=1000)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very important	43%	49%	19%	16%	45%	32%	16%
4	23%	24%	23%	16%	24%	14%	16%
3	20%	17%	32%	28%	19%	38%	31%
2	8%	6%	17%	15%	7%	7%	11%
1 - Not at all important	7%	4%	8%	25%	5%	10%	26%
Mean †	3.9	4.1	3.3	2.8	4.0	3.5	2.9

Level of Importance of Factors In Choosing a College or University: The School Is a University or 4-Year College (continued)

Question 9: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **The school is a university or 4-year college**

	Total Responses (N=1000)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very important	43%	47%	36%	41%	47%	54%	48%	28%
4	23%	22%	25%	27%	24%	20%	19%	23%
3	20%	17%	25%	18%	17%	17%	21%	21%
2	8%	7%	7%	9%	6%	6%	10%	24%
1 - Not at all important	7%	8%	7%	4%	6%	2%	2%	4%
Mean †	3.9	3.9	3.8	3.9	4.0	4.2	4.0	3.5

† The mean score is derived by taking the average score based on the 5-point scale. The Very important response is assigned a value of 5; the Not at all important response is assigned a value of 1.

Level of Importance of Factors In Choosing a College or University: Classes Are Offered At Good Times For You

Question 10: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **Classes are offered at good times for you**

	Total Responses (N=1002)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very important	49%	50%	50%	48%	48%	53%	34%	48%	51%	56%	44%	45%	53%
4	29%	20%	29%	32%	30%	29%	21%	32%	27%	30%	34%	32%	27%
3	16%	26%	16%	14%	17%	14%	14%	16%	16%	12%	16%	17%	16%
2	3%	2%	3%	3%	3%	3%	2%	2%	3%	1%	4%	3%	3%
1 - Not at all important	2%	2%	2%	3%	2%	*	30%	2%	3%	2%	2%	3%	2%
Mean †	4.2	4.1	4.2	4.2	4.2	4.3	3.3	4.2	4.2	4.4	4.1	4.1	4.3

	Total Responses (N=1002)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very important	49%	51%	45%	38%	51%	23%	46%
4	29%	30%	31%	24%	30%	46%	11%
3	16%	15%	21%	23%	15%	26%	21%
2	3%	3%	2%	2%	3%	2%	2%
1 - Not at all important	2%	1%	1%	13%	1%	2%	19%
Mean †	4.2	4.3	4.2	3.7	4.3	3.8	3.6

Level of Importance of Factors In Choosing a College or University: Classes Are Offered At Good Times For You (continued)

Question 10: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **Classes are offered at good times for you**

	Total Responses (N=1002)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very important	49%	48%	48%	54%	57%	50%	50%	33%
4	29%	33%	31%	21%	19%	30%	19%	38%
3	16%	13%	15%	21%	19%	17%	29%	25%
2	3%	3%	4%	2%	3%	-	2%	2%
1 - Not at all important	2%	3%	2%	3%	1%	2%	-	2%
Mean †	4.2	4.2	4.2	4.2	4.3	4.3	4.2	4.0

* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Very important response is assigned a value of 5; the Not at all important response is assigned a value of 1.

Level of Importance of Factors In Choosing a College or University: Reputation of School

Question 11: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **Reputation of school**

	Total Responses (N=1002)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very important	33%	31%	32%	36%	39%	28%	14%	33%	33%	35%	31%	32%	35%
4	31%	32%	30%	33%	33%	30%	24%	31%	32%	35%	34%	29%	33%
3	24%	30%	26%	20%	20%	31%	21%	25%	23%	23%	23%	25%	24%
2	6%	4%	7%	6%	6%	7%	2%	6%	7%	4%	8%	8%	5%
1 - Not at all important	5%	4%	5%	5%	3%	4%	38%	5%	5%	3%	4%	6%	4%
Mean †	3.8	3.8	3.8	3.9	4.0	3.7	2.7	3.8	3.8	4.0	3.8	3.7	3.9

	Total Responses (N=1002)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very important	33%	36%	28%	17%	35%	27%	23%
4	31%	34%	21%	27%	33%	28%	20%
3	24%	22%	36%	28%	24%	27%	28%
2	6%	5%	9%	9%	6%	12%	3%
1 - Not at all important	5%	3%	6%	19%	3%	7%	26%
Mean †	3.8	4.0	3.6	3.1	3.9	3.6	3.1

Level of Importance of Factors In Choosing a College or University: Reputation of School (continued)

Question 11: Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school: **Reputation of school**

	Total Responses (N=1002)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very important	33%	37%	30%	30%	33%	39%	43%	20%
4	31%	32%	29%	31%	33%	41%	31%	30%
3	24%	20%	25%	30%	29%	13%	21%	36%
2	6%	6%	9%	4%	1%	4%	5%	11%
1 - Not at all important	5%	5%	6%	5%	3%	2%	-	2%
Mean †	3.8	3.9	3.7	3.8	3.9	4.1	4.1	3.6

† The mean score is derived by taking the average score based on the 5-point scale. The Very important response is assigned a value of 5; the Not at all important response is assigned a value of 1.

Would Consider Taking Courses At a Westside Albuquerque/Rio Rancho Area Campus

Question 12: Would you consider taking courses at a campus located in the Westside Albuquerque/Rio Rancho area?

	Total Responses (N=971)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
Yes	67%	66%	66%	67%	65%	72%	33%	65%	69%	74%	66%	63%	70%
No	33%	34%	34%	33%	35%	28%	67%	35%	31%	26%	34%	37%	30%

	Total Responses (N=971)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
Yes	67%	69%	65%	54%	68%	49%	52%
No	33%	31%	35%	46%	32%	51%	48%

	Total Responses (N=971)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
Yes	67%	68%	72%	65%	57%	59%	59%	55%
No	33%	32%	28%	35%	43%	41%	41%	45%

Impression of Albuquerque Area Schools: New Mexico Highlands University – Rio Rancho Center

Question 13: Using a 5-point scale, where a score of 5 means you have a very favorable impression and a score of 1 means you have a very unfavorable impression, please rate how favorable of an overall impression you have of each of the following various schools in the Albuquerque area: **New Mexico Highlands University - Rio Rancho Center**

	Total Responses (N=997)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very favorable	6%	6%	6%	6%	7%	6%	6%	6%	6%	6%	5%	7%	6%
4	9%	14%	9%	9%	7%	13%	4%	10%	9%	10%	7%	10%	8%
3	23%	35%	25%	17%	20%	27%	21%	23%	24%	25%	20%	23%	23%
2	14%	13%	14%	14%	15%	13%	8%	12%	16%	15%	14%	12%	15%
1 - Very unfavorable	15%	13%	14%	17%	18%	10%	22%	15%	15%	13%	16%	18%	12%
Not aware of	32%	19%	32%	37%	33%	31%	40%	34%	30%	29%	38%	30%	35%
Mean \bar{x}	2.7	2.9	2.7	2.6	2.5	2.9	2.4	2.7	2.6	2.7	2.5	2.6	2.7

	Total Responses (N=997)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very favorable	6%	5%	6%	10%	6%	12%	8%
4	9%	9%	12%	3%	9%	9%	11%
3	23%	22%	31%	21%	23%	35%	25%
2	14%	14%	10%	14%	14%	18%	9%
1 - Very unfavorable	15%	16%	11%	11%	16%	7%	11%
Not aware of	32%	33%	29%	40%	33%	19%	36%
Mean \bar{x}	2.7	2.6	2.9	2.8	2.6	3.0	2.9

Impression of Albuquerque Area Schools: New Mexico Highlands University – Rio Rancho Center *(continued)*

Question 13: Using a 5-point scale, where a score of 5 means you have a very favorable impression and a score of 1 means you have a very unfavorable impression, please rate how favorable of an overall impression you have of each of the following various schools in the Albuquerque area: **New Mexico Highlands University - Rio Rancho Center**

	Total Responses (N=997)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/ Placitas/ Algodones	Corrales	Pueblos	Other
5 - Very favorable	6%	6%	6%	8%	6%	-	7%	11%
4	9%	8%	11%	10%	5%	6%	20%	12%
3	23%	18%	24%	32%	26%	11%	37%	33%
2	14%	14%	11%	14%	19%	26%	10%	14%
1 - Very unfavorable	15%	17%	13%	16%	14%	22%	15%	11%
Not aware of	32%	36%	35%	21%	32%	35%	12%	18%
Mean †	2.7	2.6	2.8	2.8	2.6	2.0	2.9	3.0

† The mean score is derived by taking the average score based on the 5-point scale. The Very favorable response is assigned a value of 5; the Very Unfavorable response is assigned a value of 1.

Impression of Albuquerque Area Schools: Albuquerque TVI – Westside Campus

Question 14: Using a 5-point scale, where a score of 5 means you have a very favorable impression and a score of 1 means you have a very unfavorable impression, please rate how favorable of an overall impression you have of each of the following various schools in the Albuquerque area: **Albuquerque TVI - Westside Campus**

	Total Responses (N=1002)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very favorable	22%	24%	18%	25%	19%	27%	10%	19%	25%	27%	18%	20%	23%
4	22%	20%	23%	20%	20%	26%	10%	22%	22%	24%	21%	20%	24%
3	26%	26%	27%	25%	27%	25%	23%	28%	24%	23%	29%	26%	26%
2	13%	16%	13%	12%	16%	9%	8%	13%	13%	10%	15%	14%	12%
1 - Very unfavorable	11%	10%	11%	12%	12%	9%	25%	13%	10%	9%	11%	14%	9%
Not aware of	7%	4%	7%	6%	6%	5%	25%	6%	7%	6%	6%	7%	6%
Mean \bar{x}	3.3	3.4	3.3	3.4	3.2	3.6	2.6	3.2	3.4	3.5	3.2	3.2	3.4

	Total Responses (N=1002)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very favorable	22%	21%	28%	22%	22%	16%	16%
4	22%	21%	29%	13%	22%	11%	19%
3	26%	27%	18%	30%	26%	47%	26%
2	13%	14%	10%	9%	13%	17%	5%
1 - Very unfavorable	11%	12%	11%	9%	12%	5%	15%
Not aware of	7%	6%	4%	15%	6%	5%	19%
Mean \bar{x}	3.3	3.3	3.6	3.4	3.3	3.2	3.2

Impression of Albuquerque Area Schools: Albuquerque TVI – Westside Campus (continued)

Question 14: Using a 5-point scale, where a score of 5 means you have a very favorable impression and a score of 1 means you have a very unfavorable impression, please rate how favorable of an overall impression you have of each of the following various schools in the Albuquerque area: **Albuquerque TVI - Westside Campus**

	Total Responses (N=1002)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/ Placitas/ Algodones	Corrales	Pueblos	Other
5 - Very favorable	22%	25%	19%	26%	14%	15%	22%	29%
4	22%	22%	22%	18%	26%	7%	20%	25%
3	26%	25%	29%	25%	27%	17%	29%	20%
2	13%	11%	13%	17%	11%	30%	17%	5%
1 - Very unfavorable	11%	12%	10%	9%	14%	20%	7%	9%
Not aware of	7%	5%	7%	4%	8%	11%	5%	11%
Mean †	3.3	3.4	3.3	3.4	3.2	2.6	3.3	3.7

† The mean score is derived by taking the average score based on the 5-point scale. The Very favorable response is assigned a value of 5; the Very Unfavorable response is assigned a value of 1. The Not aware of responses are excluded from the calculation of the mean.

Impression of Albuquerque Area Schools: University of New Mexico

Question 15: Using a 5-point scale, where a score of 5 means you have a very favorable impression and a score of 1 means you have a very unfavorable impression, please rate how favorable of an overall impression you have of each of the following various schools in the Albuquerque area: **University of New Mexico**

	Total Responses (N=1004)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very favorable	44%	48%	41%	48%	48%	41%	18%	40%	49%	52%	44%	39%	49%
4	25%	22%	24%	27%	26%	25%	16%	25%	24%	26%	24%	29%	21%
3	16%	18%	18%	13%	14%	19%	16%	19%	13%	12%	19%	17%	15%
2	5%	8%	4%	4%	3%	7%	2%	5%	4%	3%	4%	4%	5%
1 - Very unfavorable	6%	4%	8%	5%	6%	6%	19%	7%	6%	4%	6%	7%	6%
Not aware of	4%	-	5%	3%	3%	2%	29%	3%	5%	3%	2%	4%	4%
<i>Mean †</i>	4.0	4.0	3.9	4.1	4.1	3.9	3.2	3.9	4.1	4.2	4.0	3.9	4.1

	Total Responses (N=1004)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very favorable	44%	50%	28%	20%	47%	30%	14%
4	25%	25%	31%	18%	25%	18%	22%
3	16%	14%	22%	23%	15%	25%	26%
2	5%	3%	9%	11%	4%	19%	5%
1 - Very unfavorable	6%	5%	9%	15%	6%	7%	14%
Not aware of	4%	3%	2%	14%	3%	-	19%
<i>Mean †</i>	4.0	4.1	3.6	3.2	4.1	3.5	3.2

Impression of Albuquerque Area Schools: University of New Mexico (continued)

Question 15: Using a 5-point scale, where a score of 5 means you have a very favorable impression and a score of 1 means you have a very unfavorable impression, please rate how favorable of an overall impression you have of each of the following various schools in the Albuquerque area: **University of New Mexico**

	Total Responses (N=1004)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very favorable	44%	47%	43%	52%	41%	44%	49%	27%
4	25%	27%	21%	19%	25%	35%	27%	33%
3	16%	13%	17%	17%	18%	9%	12%	27%
2	5%	4%	6%	7%	4%	-	7%	5%
1 - Very unfavorable	6%	6%	9%	4%	7%	2%	5%	2%
Not aware of	4%	3%	4%	-	6%	11%	-	6%
Mean †	4.0	4.1	3.9	4.1	4.0	4.3	4.1	3.8

† The mean score is derived by taking the average score based on the 5-point scale. The Very favorable response is assigned a value of 5; the Very Unfavorable response is assigned a value of 1. The Not aware of responses are excluded from the calculation of the mean.

Impression of Albuquerque Area Schools: University of New Mexico – Rio Rancho Center

Question 16: Using a 5-point scale, where a score of 5 means you have a very favorable impression and a score of 1 means you have a very unfavorable impression, please rate how favorable of an overall impression you have of each of the following various schools in the Albuquerque area: **University of New Mexico - Rio Rancho Center**

	Total Responses (N=996)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very favorable	13%	14%	16%	9%	14%	12%	6%	11%	15%	14%	14%	12%	14%
4	15%	18%	15%	15%	14%	18%	6%	15%	15%	19%	12%	16%	15%
3	18%	28%	14%	20%	18%	19%	12%	18%	19%	18%	18%	18%	18%
2	11%	11%	10%	11%	9%	13%	12%	10%	11%	11%	9%	11%	10%
1 - Very unfavorable	13%	13%	12%	14%	13%	11%	29%	15%	10%	11%	14%	16%	10%
Not aware of	30%	16%	32%	32%	31%	27%	35%	30%	29%	28%	34%	27%	33%
Mean \bar{x}	3.1	3.1	3.2	2.9	3.1	3.1	2.2	2.9	3.2	3.2	3.1	3.0	3.2

	Total Responses (N=996)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very favorable	13%	14%	6%	9%	14%	2%	5%
4	15%	16%	15%	7%	16%	11%	8%
3	18%	18%	23%	17%	18%	35%	21%
2	11%	9%	20%	11%	10%	14%	15%
1 - Very unfavorable	13%	12%	16%	17%	12%	14%	23%
Not aware of	30%	30%	21%	39%	30%	24%	27%
Mean \bar{x}	3.1	3.2	2.7	2.7	3.1	2.7	2.4

Impression of Albuquerque Area Schools: University of New Mexico – Rio Rancho Center (continued)

Question 16: Using a 5-point scale, where a score of 5 means you have a very favorable impression and a score of 1 means you have a very unfavorable impression, please rate how favorable of an overall impression you have of each of the following various schools in the Albuquerque area: **University of New Mexico - Rio Rancho Center**

	Total Responses (N=996)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very favorable	13%	8%	17%	16%	15%	4%	10%	18%
4	15%	15%	15%	13%	15%	13%	29%	18%
3	18%	20%	14%	27%	14%	22%	22%	27%
2	11%	11%	8%	13%	14%	17%	15%	7%
1 - Very unfavorable	13%	14%	13%	14%	12%	7%	10%	11%
Not aware of	30%	31%	33%	17%	30%	37%	15%	18%
Mean †	3.1	2.9	3.2	3.0	3.1	2.9	3.2	3.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very favorable response is assigned a value of 5; the Very Unfavorable response is assigned a value of 1. The Not aware of responses are excluded from the calculation of the mean.

Reason For Rating Given to the University of New Mexico
Among Those Who Have an Impression of UNM
(Unaided Responses)

Question 17: Why did you give the rating you did to the University of New Mexico (in Q.15 and/or Q.16)?

	<i>Total Responses (N=765)</i>		<i>Total Responses (N=765)</i>		<i>Total Responses (N=765)</i>		<i>Total Responses (N=765)</i>
Near home/close by	25%	Bad location	2%	Campus is ugly	1%	Doesn't have good engineering program	*
Good education/good school	20%	Need more information	2%	Have a place to live	1%	Good performing arts program	*
Hear good things/ good reputation	13%	Heard poor things	2%	Diverse	1%	Highest freshman drop out rate	*
Less/not expensive/ affordable/cost	11%	Good instructors	2%	Prestige	1%	Very violent	*
Interested/want to go there	11%	Inconvenient	2%	People want me to go there	*	UNM doesn't offer one on one help	*
		Cost high/expensive	2%	Going to another school	*	Won't accept transfer credits	*
		Want to attend a better school	2%	Low standards	*		
Good location	10%	Accredited	2%	Going to Rio Rancho location would be easier	*	Good doctoral programs	*
Offer the courses I want	7%	Offer a broad variety of classes	2%	Good music program	*	Good photography program	*
Have a good medical school	7%	Too big	2%	Not going to college	*	Don't have research opportunities	*
Beautiful/great campus	7%	Going to TVI	1%	More teacher assistants teaching classes	*	My parents won't approve	*
Don't want to go there/ not interested	6%	New Mexico sucks/ hate New Mexico	1%	Wouldn't want to go to a school in Rio Rancho	*	Many good leaders there	*
Want to go away/out of state	5%	Don't like the school	1%			Have a softball team	*
Environment	5%	Good Nursing program	1%			No reason in particular	*
I've been accepted/going there	5%	Sports programs/ athletic programs	1%	I/family work there	*		
They don't support my major/ don't have classes I want	5%	Have a good law school	1%	Want to join the military	*		
Know people that go there	5%	Good Engineering department	1%	No choices	*		
My family went there	4%	Crowded	1%	Don't know/won't say	*		
I've been there/familiar with it	4%	Not all that great	1%	Don't have to go out-of-state	*		
Lottery scholarship	4%	Average academics	1%	Too much of a hassle	*		
It's well known	4%	Don't want to go to a 4-year school	1%	Conservation opinions not taken seriously	*		
Convenience	3%	So much opportunity there	1%	Good Architecture program	*		
It's a 4-year university	3%	Admissions	1%	Hard for transportation	*		
Scholarships	3%	Good business school	1%	Don't know if they would accept me	*		
It's big	3%	Too liberal	1%	Didn't offer a scholarship	*		
Like the Lobos	3%						

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

Local Schools Being Considered For Taking Courses Within the Next 5 Years

Question 18: Which local schools would you consider taking courses at in the next 5 years?

	<i>Total Responses (N=963)</i>
University of New Mexico-Main Campus	64%
Albuquerque TVI-Westside Campus	42%
Albuquerque TVI-Main Campus	35%
University of New Mexico-Rio Rancho Center	24%
New Mexico Highlands University-Rio Rancho Center	9%
NMSU	3%
New Mexico Tech	1%
Art Center Design College	1%
ITT Technical Institute	*
Eastern University	*
Pima Medical School	*
Western NM	*
Santa Fe Community College	*
Pratt University	*
Los Alamos	*
Apollo College	*
San Juan College	*
College of the Southwest, Hobbs	*
IAIA	*
NAI Tech.	*
Not considering taking courses at local school in next 5 years	17%

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

Would Consider Going To the UNM Westside Campus To Take Classes

Question 19: The University of New Mexico might be locating a satellite campus in Rio Rancho within the next 5 years. The UNM Westside campus will be a full-service campus similar to UNM's main campus. This new campus will have student services available on-campus, such as a library, bookstore, and a student union building. Also on campus will be admissions, advisement, career planning and placement, and financial aid facilities. The campus will offer a variety of courses and degrees in many subject areas. If it were built, would you consider going to the UNM Westside campus to take courses?

	Total Responses (N=995)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
Yes	65%	62%	61%	72%	68%	66%	28%	67%	64%	72%	66%	62%	68%
No	35%	38%	39%	28%	32%	34%	72%	33%	36%	28%	34%	38%	32%

	Total Responses (N=995)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
Yes	65%	68%	67%	43%	68%	56%	37%
No	35%	32%	33%	57%	32%	44%	63%

	Total Responses (N=995)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/ Placitas/ Algodones	Corrales	Pueblos	Other
Yes	65%	72%	65%	61%	54%	70%	60%	53%
No	35%	28%	35%	39%	46%	30%	40%	47%

Subjects Considering Majoring In or Taking Classes (First Choice) (Unaided Responses)

Question 20A: What subjects would you consider majoring in or taking classes in? [1st response]

	<i>Total Responses (N=704)</i>		<i>Total Responses (N=704)</i>		<i>Total Responses (N=704)</i>		<i>Total Responses (N=704)</i>
Medical Field/Medicine	7%	History	1%	Philosophy	*	Design	*
Business	6%	Electronics	1%	Physics	*	Astronomy	*
Psychology	5%	Drafting	1%	Environmental Studies	*	Biochemistry	*
Engineering	5%	Business Management	1%	Film Production	*	Public Relations	*
Nursing	5%	Sports Medicine	1%	Welding	*	Web Publishing	*
Computers/Computer Engineering	4%	Fashion	1%	Zoology	*	Crime Scene Investigation	*
		Aviation sciences	1%	Creative Writing	*	Health	*
Law	3%	Communication	1%	Social Work	*	Stenographer	*
Architecture	3%	Political Science	1%	Media Arts	*	Broadcasting	*
Biology	3%	Dentistry	1%	Chemistry	*	Surgical Tech	*
Math	3%	Electrical Engineering	1%	Economics	*	Marine Biology	*
Education/Teaching	3%	Fine Arts	1%	Truck Driving	*	Heating/Cooling	*
Auto Mechanics	3%	Animation	1%	Child Development	*	Botany	*
Art	2%	Dance/Choreographer	1%	EMS	*	Plumbing	*
Pharmacy	2%	Photography	1%	Nutrition	*	Farming/Ranching	*
Criminal Justice	2%	Marketing	1%	Physical Education	*	Massage Therapy	*
Culinary Arts	2%	Forensics	1%	German	*	Robotics	*
Science	2%	International Relations	1%	Sociology	*	Anatomy	*
Journalism	2%	Fire Science/Firefighter	1%	Religion	*	Herbalism	*
Mechanical Engineering	2%	Advertising	1%	Occupational Therapy	*		
Criminology	2%	Civil Engineering	1%	Archeology	*		
English	1%	Optometry	*	Chemical Engineering	*		
Theatre Arts	1%	Pediatrics	*	ROTC	*		
Music	1%	Interior Design	*	Carpentry	*		
Veterinary Medicine	1%	Foreign Language	*	Linguistics	*		
Physical Therapy	1%	Geology	*	French	*		
Graphic Design	1%	Radiology	*	Cosmetology	*		
Accounting	1%	EMT	*	Liberal Arts	*		

* Less than 1% reported.

Subjects Considering Majoring In or Taking Classes (Second Choice)

(Unaided Responses)

Question 20B: What subjects would you consider majoring in or taking classes in? [2nd response]

	<i>Total Responses (N=570)</i>		<i>Total Responses (N=570)</i>		<i>Total Responses (N=570)</i>		<i>Total Responses (N=570)</i>
Business	6%	Forensics	1%	Radiology	1%	Crime Scene Investigation	*
Art	4%	Criminal Justice	1%	Construction	*	Pipe Fitting	*
Medical Field/Medicine	4%	Chemical Engineering	1%	Economics	*	Financial Management	*
Law	4%	Physical Education	1%	Film Production	*	Health	*
Psychology	4%	Foreign Language	1%	Dance/Choreographer	*	Space Operations	*
Education/Teaching	4%	Physics	1%	Liberal Arts	*	Video Staff	*
Music	3%	Welding	1%	Real Estate	*	ROTC	*
History	3%	Physical Therapy	1%	Archeology	*	Kinesiology	*
Math	3%	Auto Mechanics	1%	Entrepreneurship	*	C.A.D.	*
Computers/ Computer Engineering	3%	Sports	1%	Social Work	*	Fine Arts	*
English	3%	Child Development	1%	Design	*	Anesthesiology	*
Engineering	3%	Fire Science/Firefighter	1%	Technology	*	Media Arts	*
Science	3%	Interior Design	1%	Criminology	*	Cultural Studies	*
		Veterinary Medicine	1%	Drafting	*	American Sign Language (ASL)	*
Nursing	2%	German	1%	Anatomy	*	Native American Studies	*
Biology	2%	Anthropology	1%	International Relations	*	Fashion	*
Accounting	2%	Civil Engineering	1%	Advertising	*	Massage Therapy	*
Culinary Arts	2%	Animation	1%	Marine Biology	*	Religion	*
Photography	2%	Journalism	1%	Hotel and Tourism	*	Zoology	*
Architecture	1%	EMT	1%	Counseling	*	Dentistry	*
Pharmacy	1%	Cosmetology	1%	French	*	Forestry	*
Sociology	1%	Sports Medicine	1%	Pediatrics	*		
Theatre Arts	1%	Sports Trainer	1%	Astronomy	*		
Business Management	1%	Mechanical Engineering	1%	Nutrition	*		
Graphic Design	1%	Biochemistry	1%	Occupational Therapy	*		
Electrical Engineering	1%	Political Science	1%	Philosophy	*		
Marketing	1%	Broadcasting	1%	Web Publishing	*		
Chemistry	1%	Creative Writing	1%	Optometry	*		

* Less than 1% reported.

Subjects Considering Majoring In or Taking Classes (Third Choice) (Unaided Responses)

Question 20C: What subjects would you consider majoring in or taking classes in? [3rd response]

	<i>Total Responses (N=400)</i>		<i>Total Responses (N=400)</i>		<i>Total Responses (N=400)</i>		<i>Total Responses (N=400)</i>
Business	7%	Physical Therapy	1%	EMT	1%	Custodial Arts	*
Education/Teaching	5%	Philosophy	1%	Cosmetology	1%	Health	*
Math	4%	Photography	1%	Technology	1%	Sports Trainer	*
English	4%	Auto Mechanics	1%	Creative Writing	*	Video Staff	*
Engineering	3%	Pediatrics	1%	Ceramics	*	Physical Education	*
Medical Field/Medicine	3%	Marketing	1%	Exercise Science/Aerobics	*	Communication	*
Art	3%	Spanish	1%	Cultural Studies	*	Anesthesiology	*
Psychology	3%	Science	1%	Civil Engineering	*	Carpentry	*
Theatre Arts	3%	Pharmacy	1%	Environmental Studies	*	Hotel and Tourism	*
Law	2%	Child Development	1%	Geology	*	Drafting	*
Music	2%	Design	1%	Meteorology	*	Heating/Cooling	*
Architecture	2%	Accounting	1%	Fashion	*	Massage Therapy	*
Sociology	2%	Mechanical Engineering	1%	Welding	*	Electrical Engineering	*
Culinary Arts	2%	Interior Design	1%	French	*	Economics	*
Biology	2%	Animation	1%	Sports Medicine	*	Sports Agent	*
Journalism	2%	Anatomy	1%	Construction	*	Paleontology	*
Computers/ Computer Engineering	2%	Business Management	1%	Religion	*	Activism	*
Forensics	2%	Advertising	1%	Zoology	*		
Graphic Design	2%	International Relations	1%	Dentistry	*		
History	1%	Fire Science/Firefighter	1%	Veterinary Medicine	*		
		Linguistics	1%	Aviation sciences	*		
Biochemistry	1%	Anthropology	1%	Visual Arts	*		
Criminal Justice	1%	Sports	1%	Nutrition	*		
Dance/Choreographer	1%	Criminology	1%	Film Production	*		
Chemistry	1%	Foreign Language	1%	Landscaping	*		
Physics	1%	Chemical Engineering	1%	Entrepreneurship	*		
Political Science	1%	Paint and body	1%	Optometry	*		
Nursing	1%	Astronomy	1%	Family Studies	*		

* Less than 1% reported.

Method of Payment For Classes Taken At a College or a University

Question 21: If you plan to take classes at a college or university, how would you pay for it?

	<i>Total Responses (N=1169)</i>
Lottery scholarship	65%
Parents	52%
Other scholarship	51%
Student loan/financial aid/grants	49%
Self	48%
Military	1%
GI Bill	1%
Tribe	*

* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

Level of Interest In Taking Various Types of Courses: Online Courses

Question 22: Using a 5-point scale, where a score of 5 means very interested and a score of 1 means not at all interested, how interested would you be in taking: **Online courses**

	Total Responses (N=987)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Berna-lillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very interested	19%	19%	17%	21%	15%	25%	12%	18%	21%	19%	17%	19%	19%
4	20%	20%	20%	19%	17%	25%	6%	21%	19%	19%	22%	18%	22%
3	24%	25%	24%	23%	25%	23%	14%	25%	22%	24%	24%	24%	24%
2	14%	12%	14%	15%	16%	13%	6%	14%	15%	15%	17%	16%	12%
1 - Not at all interested	23%	24%	24%	22%	27%	14%	62%	23%	23%	23%	21%	24%	23%
Mean \bar{x}	3.0	3.0	2.9	3.0	2.8	3.4	2.0	3.0	3.0	2.9	3.0	2.9	3.0

	Total Responses (N=987)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very interested	19%	18%	19%	23%	19%	24%	17%
4	20%	18%	28%	22%	19%	27%	18%
3	24%	23%	27%	24%	23%	24%	27%
2	14%	16%	10%	4%	15%	12%	4%
1 - Not at all interested	23%	24%	17%	27%	23%	14%	34%
Mean \bar{x}	3.0	2.9	3.2	3.1	3.0	3.3	2.8

Level of Interest In Taking Various Types of Courses: Online Courses (continued)

Question 22: Using a 5-point scale, where a score of 5 means very interested and a score of 1 means not at all interested, how interested would you be in taking: **Online courses**

	Total Responses (N=987)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/ Placitas/ Algodones	Corrales	Pueblos	Other
5 - Very interested	19%	21%	16%	20%	20%	13%	17%	23%
4	20%	19%	22%	15%	17%	15%	32%	23%
3	24%	25%	21%	28%	27%	26%	17%	22%
2	14%	14%	15%	9%	12%	19%	12%	25%
1 - Not at all interested	23%	21%	26%	28%	24%	28%	22%	8%
Mean †	3.0	3.0	2.9	2.9	3.0	2.7	3.1	3.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very interested response is assigned a value of 5; the Not at all interested response is assigned a value of 1.

Level of Interest In Taking Various Types of Courses: Instructional Television (ITV) Courses

Question 23: Using a 5-point scale, where a score of 5 means very interested and a score of 1 means not at all interested, how interested would you be in taking: **Instructional Television (ITV) courses**

	Total Responses (N=980)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very interested	11%	11%	11%	10%	9%	12%	10%	10%	12%	12%	8%	10%	11%
4	13%	14%	11%	16%	10%	20%	6%	14%	13%	14%	12%	14%	13%
3	22%	23%	24%	20%	20%	26%	18%	24%	20%	22%	23%	26%	19%
2	19%	21%	18%	19%	21%	18%	2%	19%	19%	18%	20%	17%	20%
1 - Not at all interested	35%	31%	36%	35%	40%	25%	64%	34%	36%	34%	36%	32%	37%
Mean †	2.5	2.5	2.4	2.5	2.3	2.8	2.0	2.5	2.5	2.5	2.4	2.5	2.4

	Total Responses (N=980)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very interested	11%	10%	12%	14%	10%	9%	11%
4	13%	12%	19%	16%	12%	27%	18%
3	22%	22%	31%	17%	22%	26%	22%
2	19%	21%	13%	11%	20%	14%	8%
1 - Not at all interested	35%	36%	25%	42%	35%	24%	41%
Mean †	2.5	2.4	2.8	2.5	2.4	2.8	2.5

Level of Interest In Taking Various Types of Courses: Instructional Television (ITV) Courses (continued)

Question 23: Using a 5-point scale, where a score of 5 means very interested and a score of 1 means not at all interested, how interested would you be in taking: **Instructional Television (ITV) courses**

	Total Responses (N=980)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very interested	11%	10%	9%	9%	15%	6%	12%	17%
4	13%	16%	14%	11%	7%	17%	17%	9%
3	22%	23%	23%	25%	24%	11%	27%	17%
2	19%	18%	19%	23%	16%	33%	12%	15%
1 - Not at all interested	35%	33%	36%	32%	38%	33%	32%	41%
Mean †	2.5	2.5	2.4	2.4	2.5	2.3	2.7	2.5

† The mean score is derived by taking the average score based on the 5-point scale. The Very interested response is assigned a value of 5; the Not at all interested response is assigned a value of 1.

Level of Interest In Taking Various Types of Courses: In Classroom Live Courses

Question 24: Using a 5-point scale, where a score of 5 means very interested and a score of 1 means not at all interested, how interested would you be in taking: **In-classroom live courses**

	Total Responses (N=986)	Component			Interest in Going to College Classes			Status		Ethnicity		Gender	
		Bernalillo H.S.	Rio Rancho H.S.	Cibola H.S.	Full-time	Part-time	Not Taking Classes	Junior	Senior	Hispanic	Anglo	Male	Female
5 - Very interested	59%	60%	56%	63%	71%	48%	12%	56%	63%	60%	63%	54%	64%
4	20%	17%	23%	17%	18%	25%	10%	22%	18%	22%	22%	22%	18%
3	10%	11%	11%	9%	5%	18%	12%	13%	7%	9%	8%	11%	10%
2	4%	8%	4%	4%	2%	7%	10%	4%	5%	4%	4%	5%	4%
1 - Not at all interested	6%	4%	5%	7%	4%	3%	56%	5%	7%	5%	3%	7%	4%
Mean †	4.2	4.2	4.2	4.3	4.5	4.1	2.1	4.2	4.3	4.3	4.4	4.1	4.3

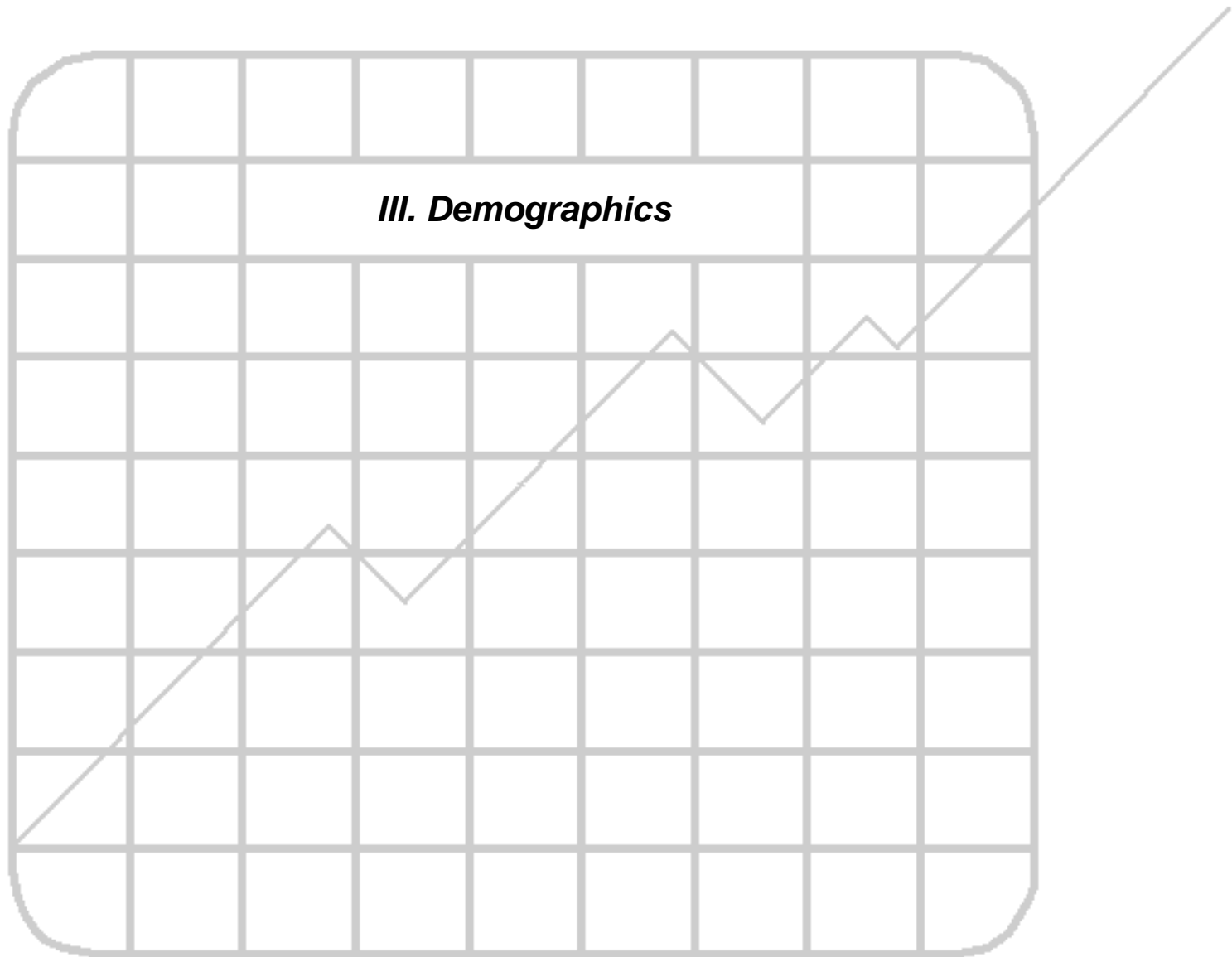
	Total Responses (N=986)	Likely to Attend College Immediately			Likely to Attend College Within 5 Years of Graduating		
		Likely (5&4)	3	Unlikely (2&1)	Likely (5&4)	3	Unlikely (2&1)
5 - Very interested	59%	66%	39%	29%	63%	31%	14%
4	20%	20%	21%	18%	20%	38%	17%
3	10%	7%	26%	21%	9%	19%	21%
2	4%	3%	9%	13%	4%	2%	17%
1 - Not at all interested	6%	4%	6%	20%	4%	10%	32%
Mean †	4.2	4.4	3.8	3.2	4.3	3.8	2.7

Level of Interest In Taking Various Types of Courses: In Classroom Live Courses (continued)

Question 24: Using a 5-point scale, where a score of 5 means very interested and a score of 1 means not at all interested, how interested would you be in taking: **In-classroom live courses**

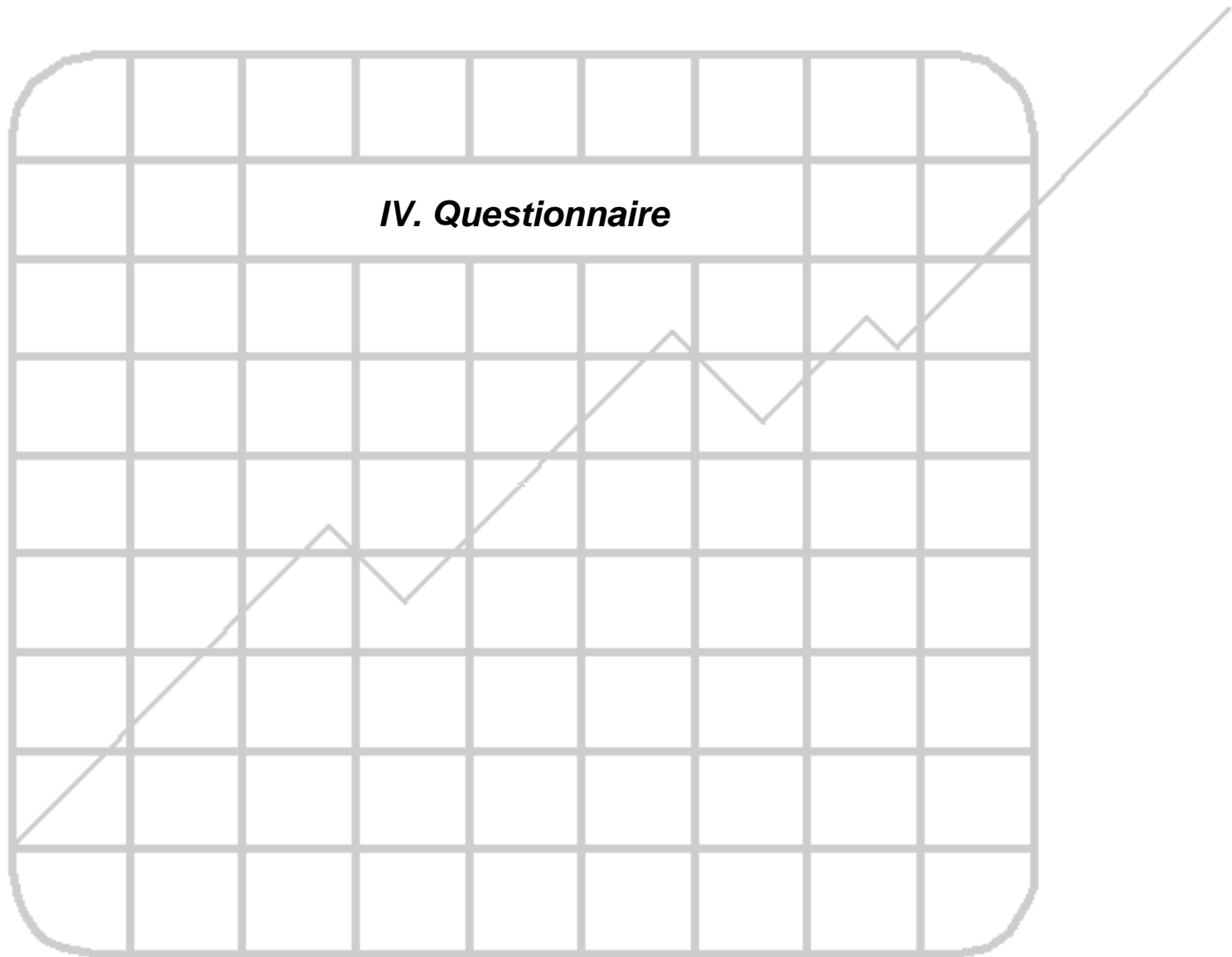
	Total Responses (N=986)	Region						
		Westside	Rio Rancho (87124)	Rio Rancho (87144)	Bernalillo/Placitas/Algodones	Corrales	Pueblos	Other
5 - Very interested	59%	64%	55%	65%	53%	74%	56%	53%
4	20%	18%	23%	15%	22%	8%	22%	34%
3	10%	8%	12%	8%	14%	9%	12%	5%
2	4%	3%	4%	7%	8%	4%	7%	3%
1 - Not at all interested	6%	7%	6%	6%	3%	4%	2%	4%
Mean †	4.2	4.3	4.2	4.3	4.1	4.4	4.2	4.3

† The mean score is derived by taking the average score based on the 5-point scale. The Very interested response is assigned a value of 5; the Not at all interested response is assigned a value of 1.



Demographics of Sample

	<i>Total Responses (N=1012)</i>		<i>Total Responses (N=1013)</i>
<u>Gender</u>		<u>Junior/Senior</u>	
Male	49%	Junior	55%
Female	51%	Senior	45%
	<i>Total Responses (N=1009)</i>		<i>Total Responses (N=1013)</i>
<u>Ethnicity</u>		<u>School</u>	
Hispanic	37%	Bernalillo High School	12%
Anglo/Caucasian	37%	Rio Rancho High School	49%
African-American	3%	Cibola High School	39%
Native American Indian	9%		
Asian American	3%		
Other	12%		
	<i>Total Responses (N=1006)</i>		<i>Total Responses (N=1012)</i>
<u>Expected Enrollment Status</u>		<u>Region</u>	
Full-Time	56%	Westside	36%
Part-time	40%	Rio Rancho (87124)	32%
Not planning on taking college classes	4%	Rio Rancho (87144)	13%
		Bernalillo/Placitas/Algodones	8%
		Corrales	4%
		Pueblos	3%
		Other	4%



College Interest Survey Among High School Students 2005

Hello. We are interested in finding out your opinions and thoughts about area colleges and universities. Please take a few minutes to fill out this survey completely and return it to us when you are finished. Please do not write your name or any other identifying information on this survey; your input is completely anonymous. Thanks so much for your help with this important research.

1. Are you currently taking any courses at a university or community college in New Mexico?

- 1 Yes 2 No (SKIP TO QUESTION 3)

2. Where are you taking courses? (CHECK ALL THAT APPLY)

- 1 New Mexico Highlands University – Rio Rancho Center
- 2 Albuquerque TVI – Westside Campus
- 3 Albuquerque TVI – Main Campus
- 4 University of New Mexico – Rio Rancho Center
- 5 University of New Mexico – Main Campus
- 6 Other _____

3. How likely are you to go to a college or university immediately after you graduate from high school? Rate the likelihood using a 5-point scale, where 1 means very unlikely and 5 means very likely.

<u>VERY LIKELY</u> 5	<u>4</u>	<u>3</u>	<u>2</u>	<u>VERY UNLIKELY</u> 1
<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
SKIP TO QUESTION 5				

4. How likely are you to go to a college or university within 5 years after you graduate from high school? Rate the likelihood using a 5-point scale, where 1 means very unlikely and 5 means very likely.

<u>VERY LIKELY</u> 5	<u>4</u>	<u>3</u>	<u>2</u>	<u>VERY UNLIKELY</u> 1
<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

Below is a list of things to consider when choosing a college. Using a 5-point scale, where a score of 5 means very important and a score of 1 means not at all important, please tell us how important each one is when choosing where you will go to school.

	<u>VERY IMPORTANT</u> 5	<u>4</u>	<u>3</u>	<u>2</u>	<u>NOT AT ALL IMPORTANT</u> 1
5. The cost to go to school there	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
6. It is conveniently located	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
7. College is accredited (meets appropriate academic standards)	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
8. The school has a campus environment	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
9. The school is a university or 4-year college	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
10. Classes are offered at good times for you	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
11. Reputation of school	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

12. Would you consider taking courses at a campus located in the Westside Albuquerque/Rio Rancho area?

- 1 Yes
- 2 No

Below is a list of various schools located in the Albuquerque area. Using a 5-point scale, where a score of 5 means you have a very favorable impression and a score of 1 means you have a very unfavorable impression, please rate how favorable of an overall impression you have of each one. If you are not aware of the school, please check box 6 next to that school.

	<u>VERY FAVORABLE</u> 5	4	3	2	<u>VERY UNFAVORABLE</u> 1	<u>NOT AWARE</u> <u>OF</u>
13. New Mexico Highlands University – Rio Rancho Center	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 6
14. Albuquerque TVI – Westside	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 6
15. University of New Mexico	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 6
16. University of New Mexico – Rio Rancho Center	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	<input type="checkbox"/> 6

17. Why did you give the rating you did to the University of New Mexico (in Question 15 and/or Question 16)? (GIVE UP TO 3 REASONS)

1st Reason _____
 2nd Reason _____
 3rd Reason _____

18. Which local schools would you consider taking courses at in the next 5 years? (CHECK ALL THAT APPLY)

- 1 New Mexico Highlands University – Rio Rancho Center
- 2 Albuquerque TVI – Westside
- 3 Albuquerque TVI – Main Campus
- 4 University of New Mexico – Rio Rancho Center
- 5 University of New Mexico – Main Campus
- 6 Other _____
- 99 Not considering taking courses at a local school in the next 5 years

The University of New Mexico might be locating a satellite campus in Rio Rancho within the next 5 years. The UNM Westside campus will be a full-service campus similar to UNM’s main campus. This new campus will have student services available on-campus, such as a library, bookstore, and student union building. Also on campus will be admissions, advisement, career planning and placement, and financial aid facilities. The campus will offer a variety of courses and degrees in many subject areas.

19. If it were built, would you consider going to the UNM Westside campus to take courses?

- 1 Yes 2 No

20. What subjects would you consider majoring in or taking classes in? Please write in your first three choices of majors or classes. Then, using a 5-point scale, where a score of 5 means very likely and a score of 1 means very unlikely, rate how likely you would be to take classes on each of those subjects at the UNM Westside campus?

Subjects you would consider majoring in or take classes in: (PLEASE WRITE IN YOUR 1ST, 2ND, AND 3RD CHOICE OF SUBJECTS)	Likelihood of taking classes on the subjects at the UNM Westside campus:				
	<u>VERY LIKELY</u> 5	4	3	2	<u>VERY UNLIKELY</u> 1
1st Choice:	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
2nd Choice:	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
3rd Choice:	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

21. If you plan to take classes at a college or university, how would you pay for it? (CHECK ALL THAT APPLY)

- 1 Student loan/financial aid/grants
- 2 Lottery scholarship
- 3 Other Scholarship
- 4 Parents
- 5 Self
- 6 Other _____

- 99 Do not plan to take classes at a college or university

Using a 5-point scale, where a score of 5 means very interested and a score of 1 means not at all interested, how interested would you be in taking:

	<u>VERY INTERESTED</u> 5	4	3	2	<u>NOT AT ALL INTERESTED</u> 1
22. Online courses (courses taught over the Internet)	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
23. Instructional Television (ITV) courses (courses taught over television)	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1
24. In-classroom live courses	<input type="checkbox"/> 5	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1

25. Would you be interested in going to classes full-time or part-time?

- 1 Full-time
- 2 Part-time
- 3 Not planning on taking college classes

26. Are you a sophomore, junior or senior?

- 1 Sophomore 2 Junior 3 Senior

27. Do you consider yourself to be:

- 1 Hispanic
2 Anglo/Caucasian
3 African-American
4 Native American Indian
5 Asian American
6 Other _____

28. What is your zip code?

____ _

29. Are you male or female?

- 1 Male 2 Female

THANK YOU FOR TAKING THE TIME TO FILL OUT OUR SURVEY.