

***University of New Mexico – Westside Campus
Market Research Survey
Prospective Post-Secondary Students
(Westside/Rio Rancho)
June 2006***

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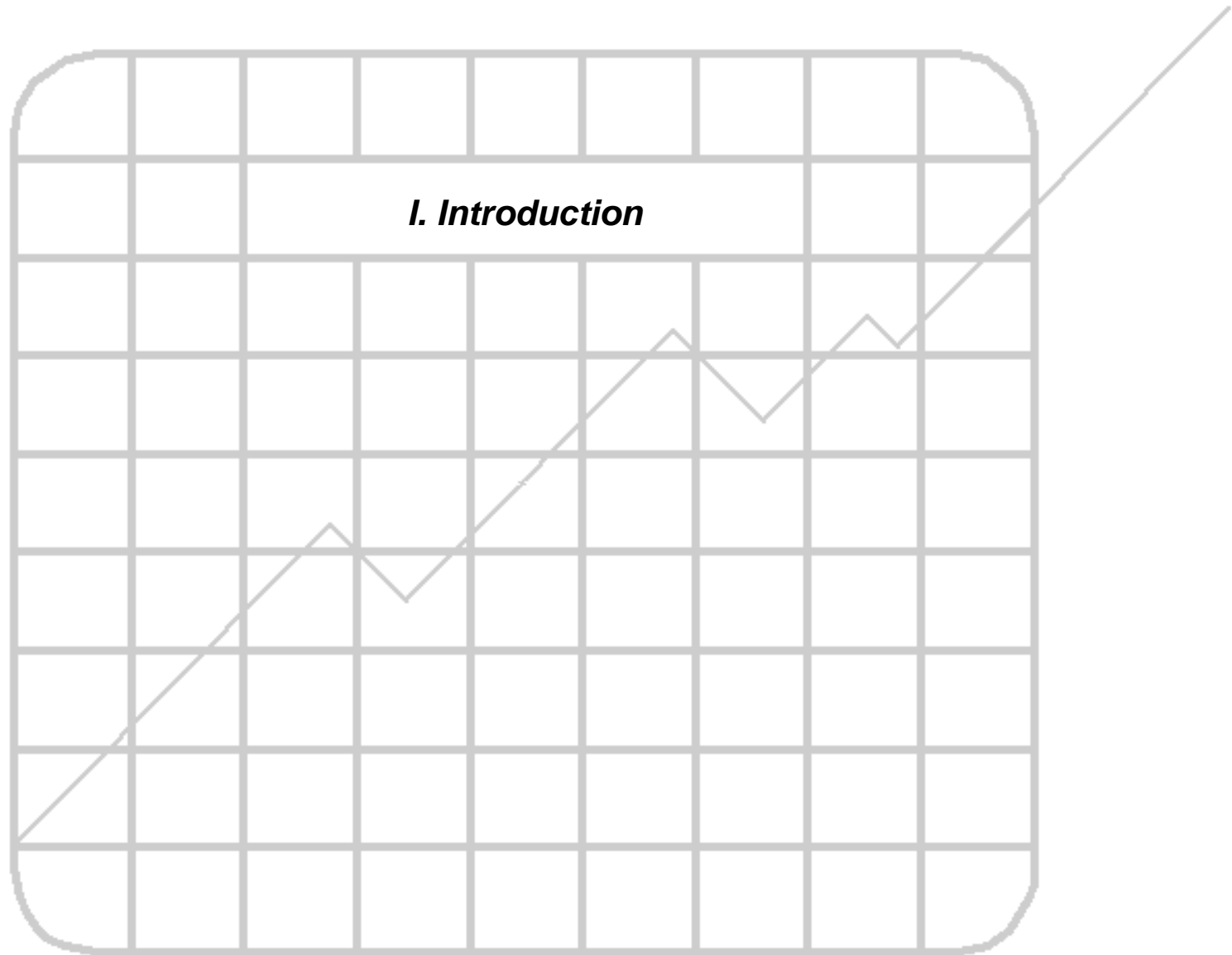
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Methodology

This research study was commissioned by the University of New Mexico to measure, among prospective post-secondary adult students in the Westside/Rio Rancho area, interest in attending classes at a proposed new campus in Rio Rancho.

The Interview

A random sample of adult residents in Rio Rancho, Westside Albuquerque, Corrales, and the rural areas of southern Sandoval County who have at least a high school education, but not a doctoral degree, and are either currently taking courses or express interest in taking courses within the next five years (“prospective post-secondary students”) were interviewed by telephone. Telephone numbers were generated from the Research & Polling, Inc. database. All interviews were conducted between June 5th and 11th, 2006.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument. A total of 400 prospective post-secondary students completed interviews.

Margin of Error

A sample size of 400 at a 95% confidence level provides a maximum margin of error of approximately $\pm 4.9\%$. In theory, in 95 out of 100 cases, the results based on a sample of 400 will differ by no more than 4.9 percentage points in either direction from what would have been obtained by interviewing all prospective post-secondary students in the Westside/Rio Rancho area.

Sample Bias

In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research & Polling, Inc. often sets quotas for various segments of the population who are historically undercounted. This has the effect of minimizing, but not necessarily eliminating, sampling bias.

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:

- Region of the market area
- Gender
- Ethnicity
- Age
- Annual household income
- Education
- Marital status
- Employment status
- Children under 18 years of age in the home
- Interest in taking courses within the next five years

Executive Summary

The University of New Mexico commissioned this study to measure the extent to which “prospective students” would consider taking courses at a school in Rio Rancho and to determine interest levels for attending certain schools if they were to be located in Rio Rancho. This survey was conducted among “prospective students”, or adult residents who live in Westside Albuquerque, Rio Rancho, Corrales, Placitas, and rural southern Sandoval County and either are currently taking courses or express interest in taking courses within the next five years.

When prospective students were asked (unprompted) which schools they would consider attending in the next five years, one-third mention either Albuquerque TVI–Westside (33%) or UNM’s Main Campus (31%). Interestingly, 29% say they would consider attending the UNM–Rio Rancho location.

Nearly three-quarters of prospective students (73%) say they would consider taking courses toward a degree at a school located in Rio Rancho and one-in-ten say it depends. When asked if they would prefer to take courses toward a degree from UNM, TVI, New Mexico Highlands University, or National American University, the majority (53%) say they would prefer UNM, while 29% would prefer TVI and 7% would prefer to take the courses at NMHU. Three percent mention they would prefer National American University.

When asked in an unaided, open-ended manner, prospective students place the most importance on convenient campus locations (27%) and cost/affordability (27%) when selecting an educational institution to further their education. The reputation of the school/program and the convenience of the course hours are also important qualities (25% and 24%, respectively).

When prospective students were read a list of various attributes and asked to rate (on a 5-point scale) the importance of each one, convenient course hours and the educational institution being accredited are seen as important by the vast majority of prospective students (94% and 92%, respectively), while approximately four-fifths rate affordability (81%), convenience of location (79%), and the reputation of the school (77%) as being important to them in their choice for a school. Prospective students place less value on the school being a university/four-year college (48%) and the school having a university campus atmosphere (28%).

Prospective students were asked if they are interested in furthering their education by: taking classes for personal interest, taking courses that are job-related or to assist them with their career, working towards earning a bachelor’s degree, by working towards earning a master’s degree, or for some other reason. Two-fifths (39%) of prospective students say they are interested in furthering their education by taking courses that are job-related or to assist them with their career, while over one-third (35%) are interested in furthering their education by taking classes for personal interest. One-fifth want to further their education by working towards earning a bachelor’s degree and 17% by working towards a master’s degree.

Currently, 6% of prospective students say they are attending UNM’s Main Campus, while 4% are currently attending Albuquerque TVI’s Main Campus. Other schools prospective students are currently attending include: Albuquerque TVI’s Westside Campus (2%) and Montoya Campus (1%), National American University (1%), and ITT Technical Institute (1%). Over four-fifths of prospective students (82%) are not currently attending classes. Furthermore, the vast majority of prospective students are not currently taking online or Instructional Television (ITV) courses (95% and 98%, respectively).

When read a list of schools and asked if they are aware of each one, most of the prospective students are aware of UNM–Main Campus (99%) and the vast majority are aware of Albuquerque TVI–Westside (93%), University of Phoenix–Albuquerque location (92%), and ITT Technical Institute–Albuquerque branch (89%). Four-fifths of prospective students are aware of New Mexico Highlands University–Rio Rancho location, while three-fifths are aware of the College of Santa Fe–Albuquerque Campus (61%) and National American University–Rio Rancho location (59%). Just over half of prospective students have heard of UNM–Rio Rancho location.

Approximately four-fifths of prospective students who have heard of UNM–Main Campus have a favorable impression of this school (79%). When asked unprompted, prospective students who are aware of UNM–Main Campus give a favorable rating to the school because it is a good school (37%), they either go there or went there (16%), and it has a good variety of classes (12%). Three-quarters (73%) of those who are aware of Albuquerque TVI–Westside have a favorable impression of this school.

Although the vast majority of prospective students (92%) have heard of University of Phoenix-Albuquerque location, only one-third of these prospective students have a favorable impression of this school, while one-fifth have an unfavorable impression and 17% have not formed an opinion of this school. Similar findings occur for ITT Technical Institute-Albuquerque branch.

New Mexico Highlands University-Rio Rancho location has a high rate of awareness among prospective students (80%), although only 38% of these prospective students have a favorable impression of NMHU-Rio Rancho location, one-fifth have not formed an opinion about this school and one-third give a neutral rating. Interestingly, although just over half of prospective students are aware of UNM-Rio Rancho location, the majority of these prospective students (53%) have a favorable impression of the school. However, one-fifth (21%) give a neutral rating to this school and 17% have not formed an opinion.

Prospective students who would consider taking courses toward a degree at a school in Rio Rancho say they would want to and be able to take an average of approximately three courses per semester. When asked in an

unaided manner, prospective students mention many different courses they would be interested in taking if offered at a school in Rio Rancho, from business and technical/computer courses to courses in the medical field and education. When asked their interest levels for taking various course methods, over three-quarters of prospective students (78%) would be interested in taking in-classroom live courses at a school in Rio Rancho, while nearly half (48%) would be interested in taking online courses. Over one-quarter (27%) express interest in taking ITV courses from a school in Rio Rancho.

The vast majority of prospective students (86%) say they would consider taking continuing education courses in Rio Rancho. These prospective students express interest in a variety of courses, including courses in business, arts, technical/computers, and languages.

Reason(s) For Interest in Furthering Education

(Top 5 Responses)

	<i>Total Sample (N=400)</i>
Taking courses that are job-related/assist with career	39%
Taking class(es) for personal interest	35%
Working towards earning a bachelor's degree	20%
Working towards earning a master's degree	17%
Don't know/won't say	4%

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

Qualities/Features That Are Important When Selecting an Educational Institution

(Top 7 Unaided Responses)

	<i>Total Sample (N=400)</i>
Convenient campus locations	27%
Cost/affordable	27%
Reputation of school/program	25%
Convenient course hours	24%
Classes/courses that interest me	13%
Availability of classes	12%
School being accredited	11%

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

Prospective students (defined as adult residents in Rio Rancho, Westside Albuquerque, Corrales, Placitas, and the rural areas of southern Sandoval County who have at least a high school education, but not a doctoral degree, and are either currently taking courses or express interest in taking courses within the next five years) were asked if they are either currently taking classes or are interested in furthering their education by taking courses for personal interest, to assist them with their career/job-related, towards earning a bachelor's degree, towards earning a master's degree, or for some other reason. Two-fifths of the prospective students (39%) say they are interested in furthering their education by taking courses that are job-related/to assist them with their career, while over one-third (35%) are interested in taking classes for personal interest. One-fifth are interested in working towards earning a bachelor's degree, while 17% are interested in working towards a master's degree.

It is interesting to note that 18-34 year-olds are more likely than others to say they are interested in furthering their education by working towards a bachelor's or master's degree (29% and 25%, respectively), while those who are 50 years of age or older are more apt to say they are interested in furthering their education by taking classes for personal interest (67%). Prospective students whose household income is less than \$40,000 annually are more likely than others to be interested in working towards earning a bachelor's degree (31%), while those who have an annual household income of \$75,000 or higher are interested in working towards earning a master's degree (24%).

When asked in an unaided, open-ended manner what qualities or features are important to them when selecting an educational institution to further their education, prospective students are most likely to mention convenient campus locations (27%) and cost/affordability (27%). One-quarter say the reputation of the school or program is most important, while one-quarter place importance on the course hours being convenient (24%). Other qualities or features prospective students place importance on when selecting an educational institution to further their education include: classes/courses of interest to them (13%), availability of classes (12%), and the school being accredited (11%).

Currently Attending Particular School(s)

(Top 8 Unaided Responses)

	<i>Total Sample (N=400)</i>
UNM Main Campus	6%
Albuquerque TVI Main Campus	4%
Albuquerque TVI Westside	2%
Albuquerque TVI Montoya Campus	1%
National American University	1%
ITT Technical Institute	1%
No, not currently a student taking courses	82%
Don't know/won't say	1%

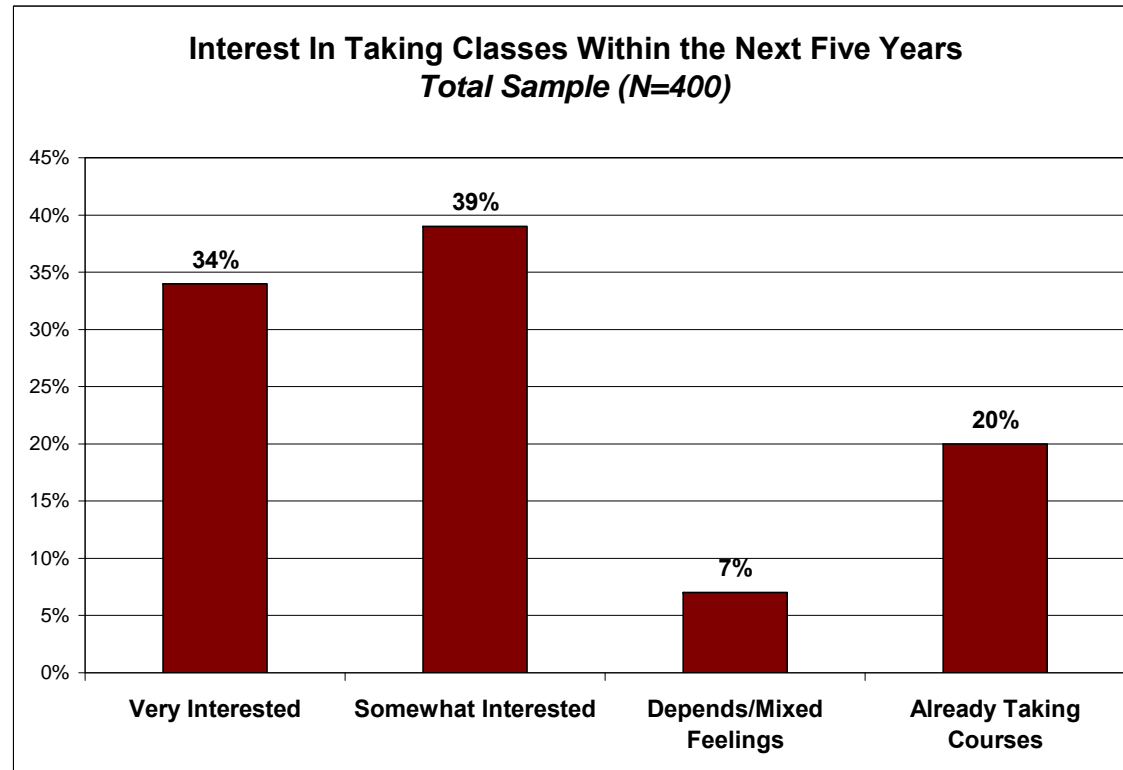
Currently Taking Online/ITV Courses At Particular School(s)

(Top 4 Unaided Responses for "Online")
Total Sample (N=400)

	<i>Online</i>	<i>ITV</i>
UNM Main Campus	1%	-
Albuquerque TVI Main Campus	1%	-
No, not currently taking courses	95%	98%
Don't know/won't say	1%	1%

When asked, in an unaided, open-ended manner, if they are (physically) attending classes at a university or community college in New Mexico, 6% of prospective students say they are currently attending UNM's Main Campus, while 4% are taking classes at TVI's Main Campus. Other schools where prospective students are taking classes include: TVI Westside (2%), TVI Montoya Campus (1%), National American University (1%), and ITT Technical Institute (1%). Over four-fifths of the prospective students (82%) are not currently taking courses.

When asked, in an unaided, open-ended manner, the vast majority of prospective students are not currently taking online or Instructional Television (ITV) courses (95% and 98%, respectively). A few of the students are taking online courses through UNM's Main Campus and Albuquerque TVI's Main Campus (1% and 1%, respectively).



When prospective students were asked their interest level in taking classes to further their education within the next five years, one-third (34%) say they are *very interested*, while two-fifths (39%) are *somewhat interested*. Seven percent of prospective students have mixed feelings or say it depends. One-fifth of prospective students are already taking courses.

Importance of Various Attributes When Choosing a School (Summary Table) <i>Ranked by Highest Percentage "Very Important"</i> Total Sample (N=400)							
	Very Important 5	4	3	2	Not At All Important 1	Don't Know/ Won't Say	Mean†
Educational institution is accredited (meets appropriate academic standards)	81%	11%	4%	2%	3%	*	4.7
Classes are offered at a time convenient for you	77%	17%	4%	1%	1%	*	4.7
Affordability	63%	18%	14%	3%	2%	*	4.4
Convenience of location	57%	22%	17%	3%	1%	-	4.3
Reputation of the school	48%	29%	16%	3%	3%	-	4.2
Multiple locations	31%	26%	22%	10%	10%	1%	3.6
The school is a university or 4-year college	30%	18%	28%	12%	10%	1%	3.5
University campus atmosphere	15%	13%	25%	23%	23%	*	2.7

† 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. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

* Less than 1% reported.

Prospective students were read a list of attributes and were asked to rate how important each one is to them when choosing where they will attend school, by using a 5-point scale (where a score of 5 means *very important* and a score of 1 means *not at all important*). Among the attributes listed, the educational institution being accredited (meets appropriate academic standards) and classes being offered at convenient times are rated as most important to prospective students, with the vast majority who rate these attributes as important (92% and 94%, respectively). In fact, over three-quarters of prospective students feel these attributes are *very important* (81% and 77%, respectively). Four-fifths of prospective students (81%) rate affordability as being important to them (63% feel it is *very important*), while just under four-fifths (79%) say convenience of location is important when choosing where they will go to school. The reputation of the school is rated as important for three-quarters of prospective students (77%).

When asked how important it is for the school to have multiple locations, the majority of prospective students (57%) rate it as important, while one-fifth do not feel this attribute is important. Nearly half of prospective students (48%) place importance on the school being a university or four-year college. However, over one-fifth (22%) do not feel it is important that the school they choose be a university or four-year college. It is interesting to note that prospective students who live in the Westside Albuquerque area are slightly more likely than others to say it is *very important* that the school be a university or four-year college (35%). Prospective students are least likely to feel it is important that the school have a university campus atmosphere, as just over one-quarter (28%) place importance on this attribute (15% *very important*). Hispanics and females are more likely than others to feel a university campus atmosphere is *very important* (score of 5) (25% and 19%, respectively). Anglos are more apt than others to say a university campus atmosphere is *not at all important* (27%).

**Awareness Level and Impression of Various Colleges and
Post-Secondary Educational Institutions
(Summary Table)**

Ranked by Highest Percentage “Very Favorable”

Ranked by Highest Percentage “Aware”

	Aware of School	Favorability Rating For School							
		Among Those Aware	Very Favorable 5	4	3	2	Very Unfavorable 1	Don't Know/Won't Say	Mean†
University of New Mexico – Main Campus	99%	N=394	51%	28%	13%	5%	1%	3%	4.3
Albuquerque TVI – Westside	93%	N=374	39%	34%	17%	3%	1%	6%	4.2
University of Phoenix – Albuquerque location	92%	N=369	14%	21%	28%	14%	6%	17%	3.3
ITT Technical Institute – Albuquerque branch	89%	N=355	14%	19%	32%	14%	6%	15%	3.3
New Mexico Highlands University – Rio Rancho Location	80%	N=319	10%	28%	31%	8%	3%	20%	3.4
College of Santa Fe – Albuquerque Campus	61%	N=244	13%	24%	36%	6%	4%	17%	3.4
National American University – Rio Rancho Location	59%	N=237	10%	10%	34%	16%	8%	22%	3.0
University of New Mexico – Rio Rancho Location	51%	N=204	26%	27%	21%	6%	3%	17%	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 Don't Know/Won't Say responses are excluded from the calculation of the mean.

The table on the preceding page shows the percentage of prospective students who are aware of various schools in the area (after being read each name). The right side of the table shows, among prospective students who are aware of each school, their impression of the schools (when rating each school on a 5-point scale, where a score of 5 means *very favorable* and a score of 1 means *very unfavorable*).

Among the schools listed, awareness levels are highest for the University of New Mexico–Main Campus, as most of the prospective students (99%) are aware of this school. The vast majority of prospective students are also aware of Albuquerque TVI–Westside (93%), University of Phoenix–Albuquerque location (92%), and ITT Technical Institute–Albuquerque Branch (89%). Four-fifths of prospective students are aware of the New Mexico Highlands University–Rio Rancho location. Three-fifths of prospective students are aware of the College of Santa Fe–Albuquerque Campus (61%) and the National American University–Rio Rancho location (59%), while the majority (51%) are aware of the UNM–Rio Rancho location.

Among the prospective students who are aware of UNM–Main Campus, over three-quarters (79%) have a favorable impression of the school (51% *very favorable*), while few (6%) have an unfavorable impression. Just under three-quarters (73%) of those who are aware of Albuquerque TVI–Westside have a favorable impression of this school, while just 4% have an unfavorable impression. The majority (53%) of prospective students who are aware of UNM–Rio Rancho location feel favorably about this school.

Nearly two-fifths of prospective students have a favorable impression of New Mexico Highlands University–Rio Rancho location (38%) and College of Santa Fe–Albuquerque Campus (37%) (among those who are aware of the respective schools). However, one-fifth of the prospective students have not formed an opinion about these schools (20% and 17%, respectively). One-third of students (who are aware of the schools) give a favorable rating to the University of Phoenix–Albuquerque location (35%) and ITT Technical Institute–Albuquerque branch (33%), while some of the prospective students have not formed an opinion about these schools (17% and 15%, respectively). Finally, National American University–Rio Rancho location has the lowest awareness level among prospective students and, among those who are aware of this school, just one-fifth have a favorable impression of NAU–Rio Rancho. One-quarter (24%) have an unfavorable rating of this school and one-fifth (22%) have not formed an opinion.

Reason for Impression of UNM
Among Those Who Are Aware of UNM – Main Campus

(Top 10 Unaided Responses)

	<i>Total Responses (N=394)</i>
<u>Favorable</u>	
Good school	37%
I go there/went there	16%
Good variety of classes	12%
Good professors	9%
Accredited colleges	8%
Good variety of degrees	5%
University/4-year college	5%
<u>Neutral</u>	
Expensive	6%
No reason in particular	9%
Don't know/won't say	6%

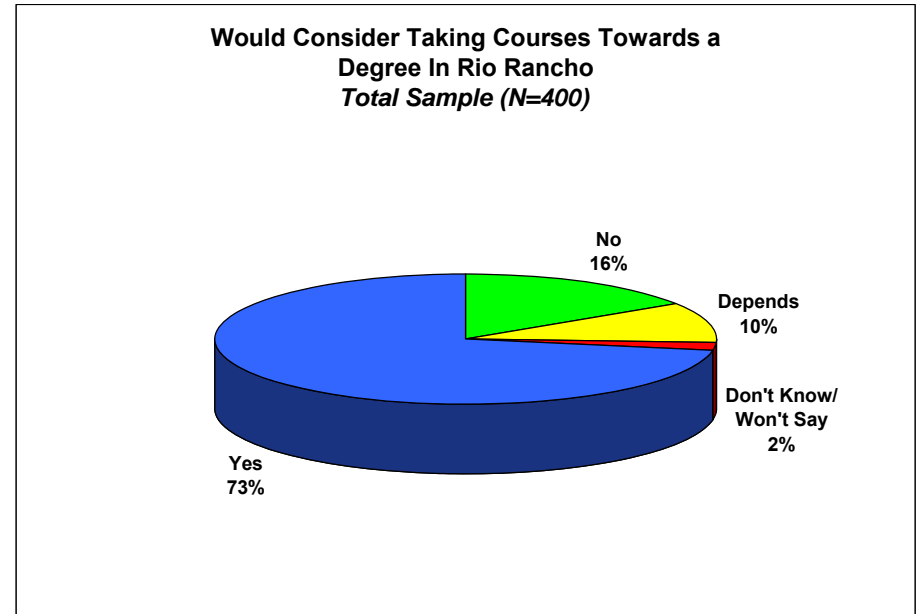
When prospective students who are aware of UNM-Main Campus were asked why they feel as they do about the school (in an unaided, open-ended manner), nearly two-fifths (37%) say it is a good school, while 16% say they go there or went there and 12% say UNM-Main Campus offers a good variety of classes. Other reasons for why prospective students feel favorably about UNM-Main Campus include: good professors (9%), accredited colleges (8%), good variety of degrees (5%), and it is a university/four-year college (5%). A reason why prospective students have a neutral opinion of UNM-Main Campus (as indicated by a score of 3) is because it is expensive (6%). Fifteen percent of the prospective students either say there is no reason in particular (9%) or they have not formed an opinion (6%).

Possible Schools For Continuing Education In Next Five Years In Westside/Rio Rancho Area

(Top 8 Unaided Responses)

	<i>Total Sample (N=400)</i>
Albuquerque TVI – Westside	33%
UNM – Main Campus	31%
UNM – Rio Rancho location	29%
New Mexico Highlands University – Rio Rancho	14%
Albuquerque TVI – Main Campus	12%
College of Santa Fe – Albuquerque Campus	4%
University of Phoenix	4%
Don't know/won't say	13%

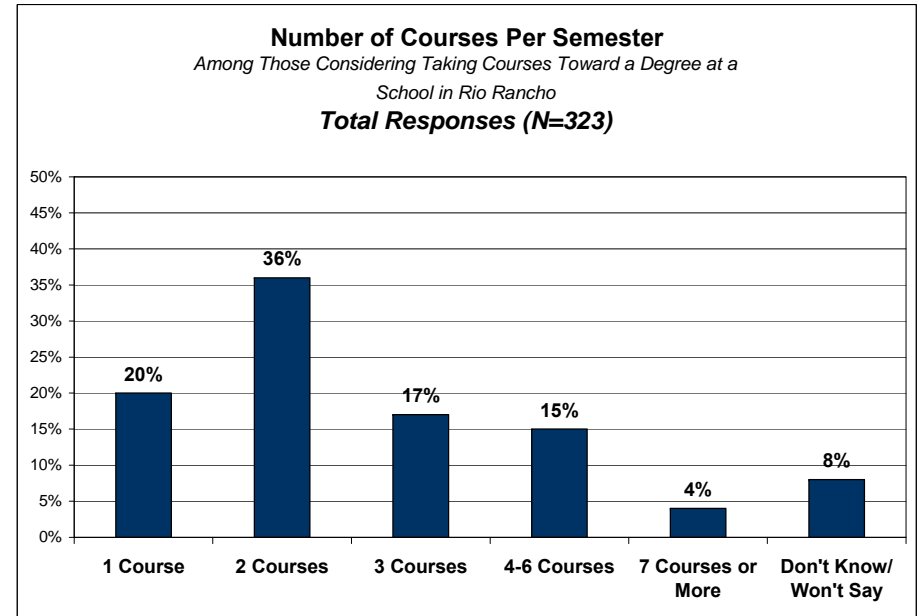
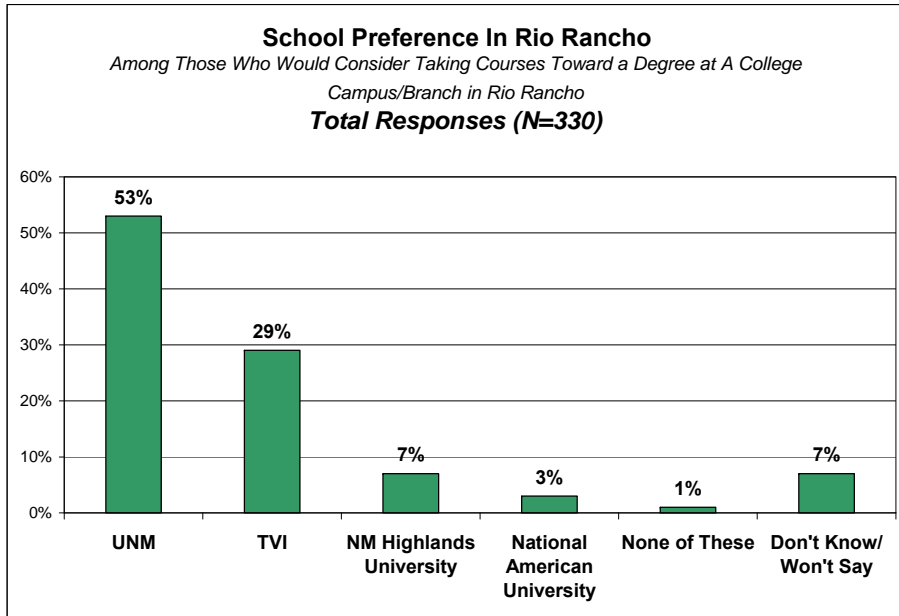
Note: The sum of the percentages exceeds 100% due to multiple responses.



When asked, in an unaided, open-ended manner, which local schools they would consider if they were to pursue furthering their education while living on the Westside or in Rio Rancho in the next five years, one-third of prospective students say they would consider Albuquerque TVI-Westside, while 31% would consider going to UNM-Main Campus and 29% would consider attending the UNM-Rio Rancho location. Fourteen percent of prospective students would consider going to New Mexico Highlands University, while 12% would consider Albuquerque TVI-Main Campus. Other schools prospective students would consider include: College of Santa Fe-Albuquerque Campus (4%) and University of Phoenix (4%). Thirteen percent of prospective students have not formed an opinion about which local schools they would consider.

As shown above, nearly three-quarters of prospective students (73%) say they would consider taking courses toward a degree at a college campus or branch located in Rio Rancho, while one-in-ten say it depends. Interestingly, among those who say it depends, the top most important qualities or features when selecting an educational institution to further their education are convenient campus locations and affordability.

When prospective students were asked what degree programs, certifications, or training courses they would be interested in taking if available in the Westside/Rio Rancho area, several different subjects were mentioned. The most often mentioned courses, degree programs, and certifications are in the area of business, technical/computers, the medical field, and education. The tables on pages 42-44 in this report display all of the courses, degree programs, and certifications that are of interest to prospective students.



Mean †: 2.6

Prospective students who would consider taking courses toward a degree at a college campus or branch located in Rio Rancho were asked which school they would prefer (if they had a choice of schools in Rio Rancho that they could take courses at): UNM, TVI, New Mexico Highlands University, or National American University. The majority (53%) say they would prefer to take courses at UNM if this school were located in Rio Rancho, while 29% would prefer TVI. Seven percent of the prospective students would prefer to take courses at New Mexico Highlands University and 3% at National American University. One percent would not prefer any of these schools, while 7% have not formed an opinion. Interestingly, prospective students who have a four-year college degree or have attended graduate school are more likely than others to say they would prefer to take courses at UNM in Rio Rancho (67% and 72%, respectively), while those who have a high school degree or some college education are more likely to prefer taking courses at TVI in Rio Rancho (55% and 40%, respectively).

When prospective students who would consider taking courses toward a degree at a school in Rio Rancho were asked how many courses they would want to and be able to take in a semester, one-fifth would want to and be able to take one course, while over one-third (36%) would want to and be able to take two courses. Just under one-fifth (17%) would want to and be able to take three courses, while 15% would want to and be able to take four to six courses. Four percent would want to and be able to take seven or more courses in a semester. The average number of courses prospective students would want to and be able to take is approximately three courses (among those who would consider taking courses toward a degree at a school in Rio Rancho).

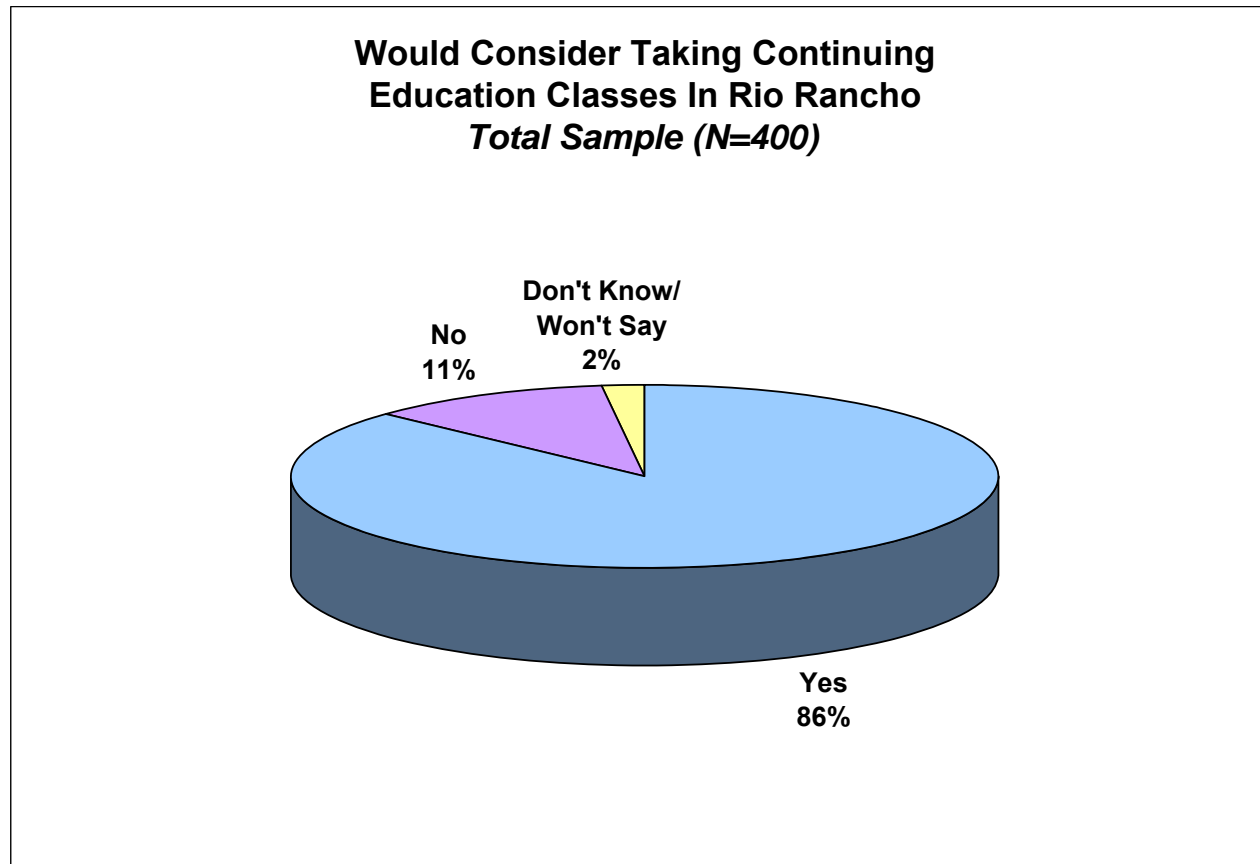
† The Don't Know/Won't Say responses are excluded from the calculation of the mean.

<p style="text-align: center;">Interest In Various Course Methods For Taking Courses At A College In Rio Rancho <i>Among Those Who Would Consider Taking Courses Toward a Degree at a School in Rio Rancho</i> (Summary Table)</p> <p style="text-align: center;"><i>Ranked by Highest Percentage “Very Interested”</i></p> <p style="text-align: center;"><i>Total Responses (N=330)</i></p>							
	<i>Very Interested 5</i>	<i>4</i>	<i>3</i>	<i>2</i>	<i>Not At All Interested 1</i>	<i>Don't Know/ Won't Say 6</i>	<i>Mean†</i>
In-classroom live courses	58%	20%	14%	4%	3%	1%	4.3
Online courses (courses taught over the Internet)	29%	19%	18%	14%	20%	*	3.2
Instructional Television (ITV) courses (courses either taught live over the television or available by tape)	12%	15%	19%	18%	34%	2%	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. The Don't Know/Won't Say responses are excluded from the calculation of the mean.

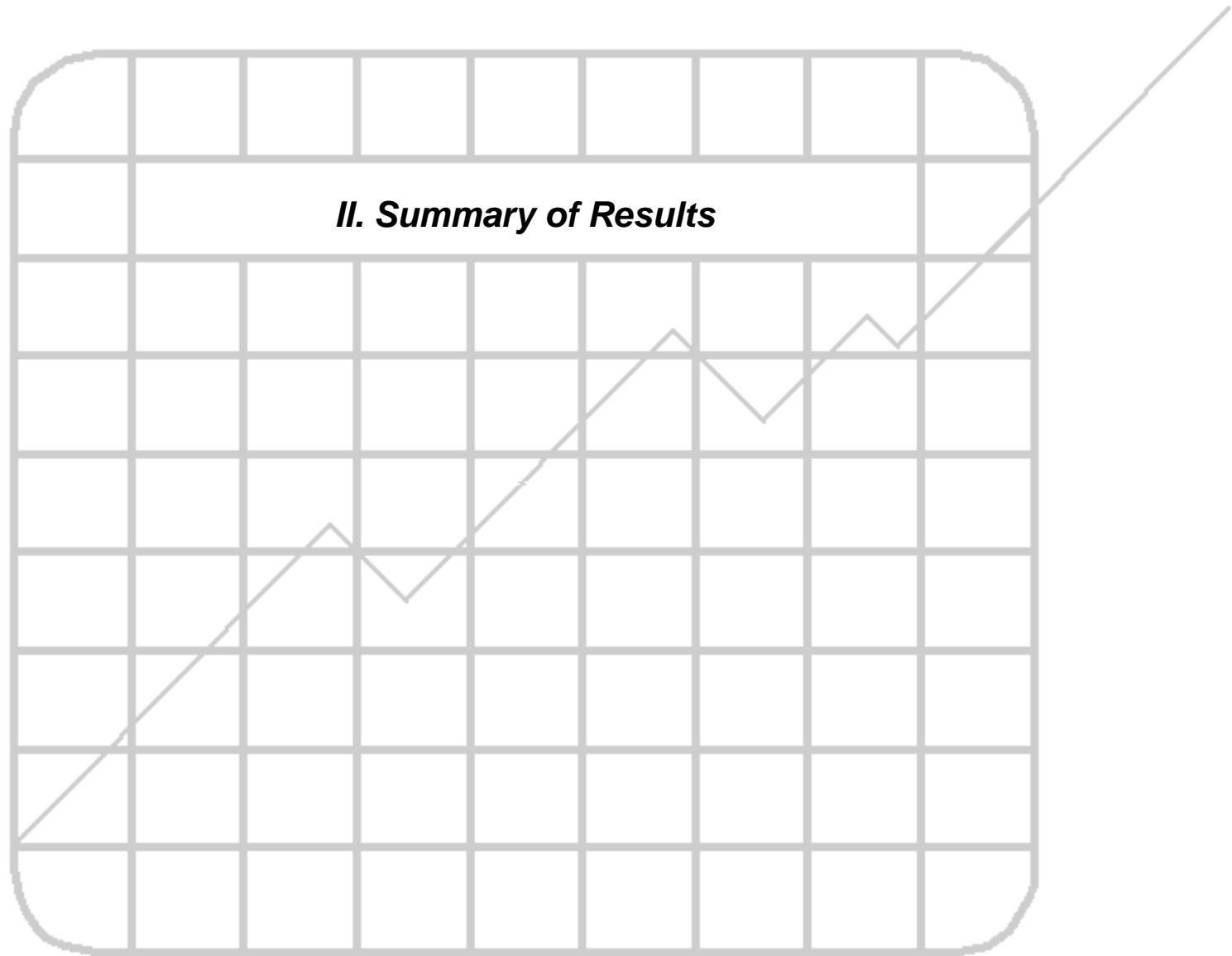
* Less than 1% reported.

Among prospective students who would consider taking courses toward a degree at a school located in Rio Rancho, over three-quarters of these prospective students (78%) express interest in taking in-classroom live courses, while few (7%) say they would not be interested in taking live courses. Nearly half (48%) would be interested in taking online courses (courses taught over the Internet) at a school in Rio Rancho (29% *very interested*), while one-third (34%) would not be interested in taking this type of course. Interestingly, prospective students who are women are slightly more likely than men to say they would be *very interested* in taking online courses (34% and 22%, respectively). When asked their interest level in taking Instructional Television (ITV) courses (courses either taught live over the television or available by tape) at a school in Rio Rancho, over one-quarter (27%) of prospective students would be interested in taking this method of course, while the majority (52%) do not express interest in this course method.



When prospective students were asked if they would consider taking continuing education courses (such as courses for personal interest, to complete a certification, or job-related classes) at a school in Rio Rancho, the vast majority (86%) say they would consider taking continuing education courses. Interestingly, prospective students who have children in the home are more likely to say they would consider taking continuing education courses, when compared to those who do not have children in the home (91% and 82%, respectively).

When prospective students who would consider taking continuing education courses at a school in Rio Rancho were asked what continuing education courses they would be interested in taking if available in the Westside/Rio Rancho area, several different subjects were mentioned. The most often mentioned continuing education courses are in the area of business, arts, technical/computers, and languages. The tables on pages 81-83 in this report display all of the continuing education courses that are of interest to these prospective students.



Currently Attending Particular School(s)
(Unaided Responses)

Question C: Are you currently a student or attending classes at a university or community college in New Mexico? Where are you currently taking courses?

	<i>Total Sample (N=400)</i>		<i>Total Sample (N=400)</i>
No, not currently a student taking courses	82%	Apollo College	*
University of New Mexico (UNM) Main Campus	6%	International Institute of the Americas	*
Albuquerque TVI - Main Campus	4%	George Mason	*
Albuquerque TVI - Westside	2%	New Mexico Highlands University	*
Albuquerque TVI - Montoya Campus	1%	SIPI	*
National American University	1%	Institute of Flamenco	*
ITT Technical Institute	1%	College of Santa Fe – Albuquerque Campus	*
University of New Mexico (UNM) Rio Rancho location	*	Don't know/won't say	1%
Urban Academy Albuquerque	*		
Albuquerque TVI - South Valley	*		
Art Center Design College	*		

* Less than 1% reported.

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

Currently Taking Online Courses At Particular School(s) (Unaided Responses)

Question D: Are you taking any courses: Online? Through which schools(s) are you currently taking online courses?

	<i>Total Sample (N=400)</i>
No, not currently a student taking courses	95%
University of New Mexico (UNM) Main Campus	1%
Albuquerque TVI - Main Campus	1%
ITT Technical Institute	*
National Insurance Training Academy	*
Nova Southeastern University	*
H&R Block Online Tax Courses	*
American International University	*
Santa Fe Community College	*
16 Hour Electric Code	*
International Life Coaching Association	*
University of New Mexico (UNM) Rio Rancho location	*
Don't know/won't say	1%

* Less than 1% reported.

Currently Taking Instructional Television (ITV) Courses At Particular School(s) (Unaided Responses)

Question E: Are you taking any courses: Through instructional television, or ITV? Through which schools(s) are you currently taking instructional television (ITV) courses?

	<i>Total Sample (N=400)</i>
No, not currently a student taking courses	98%
Colorado Trinidad State College	*
Albuquerque TVI - Westside	*
University of Phoenix	*
Albuquerque TVI - Montoya Campus	*
University of New Mexico (UNM) Rio Rancho location	*
Don't know/won't say	1%

* Less than 1% reported.

Interest In Taking Classes Within the Next Five Years

Question F: How interested are you in taking classes or courses to further your education in the next five years? Would you say you are very interested, somewhat interested, somewhat uninterested, or not at all interested?

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Very interested	34%	40%	28%	32%	23%	31%	33%	35%	40%	31%	37%	36%	27%
Somewhat interested	39%	39%	35%	35%	58%	33%	42%	36%	32%	41%	24%	41%	53%
Depends/mixed feelings	7%	7%	8%	6%	3%	10%	8%	6%	4%	9%	6%	7%	8%
Already taking courses	20%	15%	29%	26%	15%	26%	17%	23%	24%	19%	33%	16%	11%

	Total Sample (N=400)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Very interested	34%	26%	33%	40%	41%	39%	28%	36%	37%	32%	34%	34%	38%
Somewhat interested	39%	29%	41%	43%	40%	35%	32%	41%	47%	36%	22%	43%	45%
Depends/mixed feelings	7%	6%	7%	6%	6%	9%	5%	7%	6%	8%	7%	7%	5%
Already taking courses	20%	39%	20%	11%	13%	17%	36%	17%	10%	24%	37%	16%	11%

	Total Sample (N=400)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/ Depends	Already Taking Classes
Very interested	34%	33%	50%	48%	8%	19%	37%	38%	30%	100%	-	-
Somewhat interested	39%	41%	12%	31%	-	61%	47%	33%	45%	-	85%	-
Depends/mixed feelings	7%	7%	4%	8%	-	10%	5%	8%	6%	-	15%	-
Already taking courses	20%	19%	34%	13%	92%	9%	11%	22%	18%	-	-	100%

Reason(s) For Interest in Furthering Education

Question 1: Are you currently (taking classes to further/interested in furthering) your education by

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Taking courses that are job-related/assist you w/career	39%	39%	46%	40%	9%	39%	35%	42%	42%	38%	43%	43%	28%
Taking a class/some classes for personal interest	35%	32%	36%	38%	61%	29%	39%	33%	30%	38%	17%	30%	67%
Working towards earning a bachelor's degree	20%	18%	23%	28%	8%	21%	17%	22%	20%	17%	29%	21%	7%
Working towards earning a master's degree	17%	19%	12%	16%	16%	22%	17%	17%	19%	17%	25%	18%	5%
Don't know/won't say	4%	6%	1%	1%	12%	-	4%	4%	4%	4%	6%	3%	4%
Working towards earning a doctorate degree	1%	3%	-	-	-	-	1%	1%	-	2%	2%	2%	-
To have something to fall back on in the future	*	1%	-	-	-	-	-	1%	1%	-	1%	-	-

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Taking courses that are job-related/assist you w/career	39%	33%	44%	47%	42%	60%	36%	31%	35%	38%	40%	40%	34%
Taking a class/some classes for personal interest	35%	31%	33%	42%	36%	22%	37%	23%	39%	49%	32%	34%	50%
Working towards earning a bachelor's degree	20%	31%	13%	15%	19%	22%	39%	36%	6%	5%	27%	19%	6%
Working towards earning a master's degree	17%	17%	16%	12%	24%	6%	7%	20%	32%	13%	10%	20%	15%
Don't know/won't say	4%	4%	5%	4%	5%	4%	1%	2%	7%	5%	2%	5%	4%
Working towards earning a doctorate degree	1%	-	3%	2%	1%	-	-	-	1%	5%	-	1%	5%
To have something to fall back on in the future	*	1%	-	-	-	2%	-	-	-	-	1%	-	-

Reason(s) For Interest in Furthering Education (continued)

Question 1: Are you currently (taking classes to further/interested in furthering) your education by

	Employment							Children Under 18 Living in Home		Interested In Taking Courses		
	Total Sample (N=400)	Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
Taking courses that are job-related/assist you w/career	39%	45%	59%	50%	19%	8%	33%	41%	37%	49%	32%	37%
Taking a class/some classes for personal interest	35%	29%	32%	27%	21%	82%	34%	26%	45%	28%	47%	23%
Working towards earning a bachelor's degree	20%	22%	19%	18%	39%	4%	26%	24%	15%	20%	10%	41%
Working towards earning a master's degree	17%	20%	14%	18%	30%	5%	19%	23%	11%	22%	16%	10%
Don't know/won't say	4%	4%	1%	6%	-	5%	6%	4%	5%	2%	5%	6%
Working towards earning a doctorate degree	1%	1%	4%	-	-	-	2%	1%	2%	2%	*	1%
To have something to fall back on in the future	*	-	-	-	-	-	2%	-	1%	-	1%	-

* Less than 1% reported.

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

Qualities/Features That Are Important When Selecting an Educational Institution (Unaided Responses)

Question 2: What qualities or features are important to you when selecting an educational institution to further your education?

	<i>Total Sample (N=400)</i>		<i>Total Sample (N=400)</i>
Convenient campus locations	27%	Weekend degree programs/courses offered	2%
Cost/affordable	27%	Being a university/4-year college	1%
Reputation of school/program	25%	Quality education/teaching/curriculum	1%
Convenient course hours	24%	University campus atmosphere	1%
Classes/courses that interest me	13%	Offers Instructional Television (ITV)	1%
Availability of classes	12%	Child care	1%
School being accredited	11%	Teachers accessibility	*
Small class sizes	7%	Involvement in community	*
Quality teachers/professors	5%	Hands-on training	*
Credits easy to transfer	4%	Quality teaching staff	*
Evening degree programs/courses offered	4%	Accelerated courses	*
Availability of financial aid	3%	Professors should speak English	*
Offers online courses	3%	Nothing in particular	3%
Having a counselor/advisor	2%	Don't know/won't say	1%
Payment plan available	2%		

* Less than 1% reported.

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

Importance of Attributes When Choosing a School: Affordability

Question 3: 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 me the level of importance you would place on each attribute when choosing where you will attend school: **Affordability**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very important	63%	60%	68%	66%	42%	68%	51%	71%	68%	61%	66%	61%	61%
4	18%	19%	19%	18%	27%	3%	24%	14%	13%	21%	17%	22%	16%
3	14%	17%	8%	15%	21%	14%	19%	11%	15%	14%	13%	14%	17%
2	3%	1%	3%	1%	7%	12%	4%	2%	2%	3%	4%	2%	3%
1 - Not at all important	2%	2%	2%	-	2%	4%	2%	2%	2%	2%	1%	2%	3%
Don't know/won't say	*	-	1%	-	-	-	-	*	1%	-	-	-	1%
Mean †	4.4	4.4	4.5	4.5	4.0	4.2	4.2	4.5	4.4	4.4	4.4	4.4	4.3

	Total Sample (N=400)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
5 - Very important	63%	82%	66%	50%	52%	74%	75%	65%	54%	52%	68%	61%	64%
4	18%	11%	21%	25%	21%	13%	11%	17%	27%	19%	19%	18%	19%
3	14%	4%	12%	24%	20%	10%	13%	14%	14%	19%	8%	17%	13%
2	3%	2%	1%	-	5%	-	-	3%	4%	6%	4%	3%	-
1 - Not at all important	2%	2%	-	-	3%	2%	1%	1%	1%	5%	1%	1%	3%
Don't know/won't say	*	-	-	1%	-	-	-	-	1%	-	-	*	-
Mean †	4.4	4.7	4.5	4.3	4.1	4.6	4.6	4.4	4.3	4.1	4.5	4.3	4.4

Importance of Attributes When Choosing a School: Affordability (continued)

Question 3: 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 me the level of importance you would place on each attribute when choosing where you will attend school: **Affordability**

	Total Sample (N=400)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very important	63%	60%	54%	63%	60%	60%	80%	62%	64%	61%	62%	65%
4	18%	17%	29%	24%	18%	19%	11%	22%	15%	23%	15%	18%
3	14%	18%	11%	13%	13%	11%	8%	14%	15%	14%	18%	8%
2	3%	2%	5%	-	9%	6%	-	3%	3%	1%	3%	5%
1 - Not at all important	2%	3%	-	-	-	4%	-	*	3%	-	2%	4%
Don't know/won't say	*	-	1%	-	-	-	-	-	*	*	-	-
Mean †	4.4	4.3	4.3	4.5	4.3	4.2	4.7	4.4	4.4	4.5	4.3	4.3

* 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. The Don't know/won't say responses are excluded from the calculation of the mean.

Importance of Attributes When Choosing a School: Convenience of Location

Question 4: 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 me the level of importance you would place on each attribute when choosing where you will attend school: **Convenience of location**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very important	57%	58%	63%	46%	47%	53%	48%	64%	57%	55%	54%	54%	62%
4	22%	17%	23%	31%	32%	23%	27%	18%	25%	21%	19%	26%	21%
3	17%	20%	9%	23%	15%	16%	18%	16%	15%	19%	22%	16%	13%
2	3%	3%	5%	-	-	9%	6%	2%	2%	5%	5%	3%	3%
1 - Not at all important	1%	1%	-	-	5%	-	1%	1%	1%	1%	-	1%	2%
Mean †	4.3	4.3	4.4	4.2	4.2	4.2	4.1	4.4	4.3	4.3	4.2	4.3	4.4

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
5 - Very important	57%	62%	56%	60%	47%	70%	57%	61%	51%	51%	54%	57%	60%
4	22%	18%	22%	24%	28%	10%	17%	26%	31%	20%	20%	22%	27%
3	17%	14%	18%	16%	18%	15%	23%	9%	15%	21%	20%	17%	11%
2	3%	3%	3%	-	6%	5%	2%	2%	2%	6%	5%	3%	-
1 - Not at all important	1%	3%	-	-	1%	-	1%	2%	1%	1%	1%	1%	1%
Mean †	4.3	4.3	4.3	4.4	4.1	4.5	4.3	4.4	4.3	4.1	4.2	4.3	4.4

Importance of Attributes When Choosing a School: Convenience of Location (continued)

Question 4: 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 me the level of importance you would place on each attribute when choosing where you will attend school: **Convenience of location**

	Employment						Children Under 18 Living in Home		Interested In Taking Courses			
	Total Sample (N=400)	Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very important	57%	57%	42%	48%	32%	63%	74%	56%	57%	57%	59%	51%
4	22%	22%	30%	30%	-	24%	12%	24%	20%	21%	23%	21%
3	17%	14%	25%	20%	60%	12%	12%	16%	17%	17%	15%	22%
2	3%	5%	-	3%	8%	2%	-	3%	4%	2%	3%	6%
1 - Not at all important	1%	1%	2%	-	-	-	1%	1%	1%	3%	-	-
Mean †	4.3	4.3	4.1	4.2	3.6	4.5	4.6	4.3	4.3	4.3	4.4	4.2

† 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. The Don't know/won't say responses are excluded from the calculation of the mean.

Importance of Attributes When Choosing a School: Multiple Locations

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 me the level of importance you would place on each attribute when choosing where you will attend school: **Multiple locations**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very important	31%	36%	26%	32%	10%	30%	29%	32%	42%	25%	28%	33%	30%
4	26%	23%	30%	24%	30%	39%	24%	28%	30%	25%	23%	30%	27%
3	22%	20%	23%	24%	43%	5%	20%	23%	12%	26%	22%	19%	25%
2	10%	10%	10%	9%	7%	23%	14%	8%	8%	12%	15%	7%	10%
1 - Not at all important	10%	11%	10%	9%	9%	4%	14%	7%	7%	11%	12%	10%	7%
Don't know/won't say	1%	1%	1%	1%	-	-	-	2%	2%	1%	1%	-	2%
Mean †	3.6	3.6	3.5	3.6	3.2	3.7	3.4	3.7	4.0	3.4	3.4	3.7	3.6

	Total Sample (N=400)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
5 - Very important	31%	37%	27%	35%	26%	48%	33%	34%	21%	25%	27%	31%	33%
4	26%	26%	23%	24%	30%	21%	30%	27%	30%	21%	31%	25%	28%
3	22%	19%	27%	24%	20%	14%	16%	23%	28%	23%	18%	23%	19%
2	10%	8%	12%	3%	11%	3%	9%	10%	14%	14%	13%	10%	11%
1 - Not at all important	10%	9%	10%	13%	11%	13%	12%	5%	6%	14%	9%	10%	9%
Don't know/won't say	1%	1%	-	1%	1%	1%	-	1%	1%	2%	2%	*	-
Mean †	3.6	3.8	3.4	3.7	3.5	3.9	3.6	3.8	3.5	3.3	3.6	3.6	3.7

Importance of Attributes When Choosing a School: Multiple Locations (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 me the level of importance you would place on each attribute when choosing where you will attend school: **Multiple locations**

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very important	31%	33%	22%	26%	21%	28%	37%	31%	30%	31%	32%	26%
4	26%	28%	34%	27%	14%	27%	19%	24%	30%	26%	24%	31%
3	22%	19%	17%	36%	27%	22%	22%	24%	19%	18%	26%	16%
2	10%	10%	12%	7%	18%	14%	10%	9%	12%	12%	9%	11%
1 - Not at all important	10%	11%	13%	4%	12%	7%	11%	11%	8%	11%	8%	14%
Don't know/won't say	1%	-	1%	-	8%	1%	-	-	2%	1%	1%	2%
Mean †	3.6	3.6	3.4	3.6	3.2	3.6	3.6	3.5	3.6	3.6	3.6	3.5

* 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. The Don't know/won't say responses are excluded from the calculation of the mean.

Importance of Attributes When Choosing a School: Accredited Educational Institution

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 me the level of importance you would place on each attribute when choosing where you will attend school: **Educational institution is accredited (meets appropriate academic standards)**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very important	81%	83%	75%	89%	69%	76%	77%	83%	86%	79%	89%	84%	63%
4	11%	11%	12%	7%	19%	11%	12%	10%	8%	11%	6%	14%	14%
3	4%	3%	7%	1%	-	5%	4%	4%	3%	4%	3%	2%	9%
2	2%	1%	3%	-	-	8%	3%	1%	2%	2%	2%	-	4%
1 - Not at all important	3%	2%	2%	3%	12%	-	4%	1%	1%	2%	-	1%	9%
Don't know/won't say	*	-	1%	-	-	-	-	*	-	*	-	-	1%
Mean †	4.7	4.7	4.6	4.8	4.3	4.6	4.5	4.7	4.8	4.6	4.8	4.8	4.2

	Total Sample (N=400)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
5 - Very important	81%	86%	81%	83%	78%	88%	79%	75%	81%	81%	82%	81%	73%
4	11%	5%	10%	10%	16%	7%	12%	13%	13%	8%	6%	12%	18%
3	4%	4%	6%	1%	3%	4%	5%	3%	2%	5%	7%	3%	3%
2	2%	-	1%	1%	3%	-	2%	6%	2%	1%	2%	2%	-
1 - Not at all important	3%	5%	1%	4%	1%	-	2%	3%	2%	6%	4%	2%	6%
Don't know/won't say	*	-	-	-	-	-	1%	-	-	-	1%	-	-
Mean †	4.7	4.7	4.7	4.7	4.7	4.8	4.6	4.5	4.7	4.6	4.6	4.7	4.5

Importance of Attributes When Choosing a School: Accredited Educational Institution (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 me the level of importance you would place on each attribute when choosing where you will attend school: **Educational institution is accredited (meets appropriate academic standards)**

	Total Sample (N=400)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very important	81%	81%	79%	87%	100%	61%	88%	86%	74%	80%	76%	93%
4	11%	11%	7%	10%	-	20%	7%	11%	11%	9%	15%	5%
3	4%	4%	5%	1%	-	5%	4%	1%	8%	6%	4%	1%
2	2%	1%	4%	-	-	7%	1%	2%	2%	1%	3%	-
1 - Not at all important	3%	2%	5%	2%	-	6%	1%	1%	4%	4%	2%	1%
Don't know/won't say	*	-	-	-	-	2%	-	-	*	-	*	-
Mean †	4.7	4.7	4.5	4.8	5.0	4.3	4.8	4.8	4.5	4.6	4.6	4.9

* 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. The Don't know/won't say responses are excluded from the calculation of the mean.

Importance of Attributes When Choosing a School: School Reputation

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 me the level of importance you would place on each attribute when choosing where you will attend school: **Reputation of the school**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very important	48%	49%	49%	52%	43%	34%	42%	52%	65%	42%	49%	52%	41%
4	29%	26%	30%	36%	29%	36%	31%	28%	22%	28%	29%	28%	32%
3	16%	18%	13%	10%	25%	19%	19%	14%	10%	21%	15%	15%	18%
2	3%	4%	3%	1%	-	7%	6%	2%	1%	5%	3%	3%	5%
1 - Not at all important	3%	3%	4%	-	3%	4%	2%	4%	2%	4%	4%	2%	4%
Mean \bar{x}	4.2	4.1	4.2	4.4	4.1	3.9	4.1	4.2	4.5	4.0	4.2	4.3	4.0

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
5 - Very important	48%	50%	44%	47%	56%	64%	39%	48%	49%	44%	40%	51%	47%
4	29%	32%	32%	31%	23%	11%	37%	37%	30%	29%	34%	29%	24%
3	16%	13%	19%	14%	14%	17%	16%	12%	19%	16%	17%	14%	22%
2	3%	1%	3%	2%	5%	3%	4%	1%	1%	8%	6%	3%	4%
1 - Not at all important	3%	4%	3%	6%	2%	5%	4%	2%	1%	3%	3%	3%	3%
Mean \bar{x}	4.2	4.2	4.1	4.1	4.2	4.3	4.0	4.3	4.2	4.0	4.0	4.2	4.1

Importance of Attributes When Choosing a School: School Reputation (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 me the level of importance you would place on each attribute when choosing where you will attend school: **Reputation of the school**

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very important	48%	52%	34%	47%	58%	51%	47%	49%	47%	51%	48%	44%
4	29%	25%	41%	30%	15%	30%	37%	31%	28%	27%	29%	33%
3	16%	17%	20%	17%	16%	10%	12%	15%	17%	16%	17%	13%
2	3%	3%	2%	6%	11%	6%	-	2%	6%	5%	2%	4%
1 - Not at all important	3%	4%	2%	-	-	2%	4%	3%	3%	1%	4%	5%
Mean †	4.2	4.2	4.0	4.2	4.2	4.2	4.2	4.2	4.1	4.2	4.1	4.1

† 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. The Don't know/won't say responses are excluded from the calculation of the mean.

Importance of Attributes When Choosing a School: University Campus Atmosphere

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 me the level of importance you would place on each attribute when choosing where you will attend school: **University campus atmosphere**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very important	15%	17%	15%	19%	7%	-	10%	19%	25%	11%	13%	16%	13%
4	13%	12%	9%	20%	19%	14%	15%	12%	15%	12%	14%	11%	16%
3	25%	25%	26%	19%	22%	40%	23%	26%	24%	25%	30%	24%	21%
2	23%	24%	20%	20%	25%	34%	23%	23%	20%	26%	23%	25%	22%
1 - Not at all important	23%	22%	29%	21%	26%	11%	28%	20%	14%	27%	20%	24%	28%
Don't know/won't say	*	-	1%	-	-	-	-	*	1%	-	-	-	1%
Mean †	2.7	2.8	2.6	3.0	2.6	2.6	2.6	2.9	3.2	2.5	2.8	2.7	2.6

	Total Sample (N=400)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
5 - Very important	15%	19%	16%	19%	9%	22%	16%	17%	10%	13%	15%	14%	20%
4	13%	14%	11%	10%	17%	15%	13%	14%	14%	11%	15%	12%	18%
3	25%	25%	35%	12%	21%	19%	26%	28%	20%	33%	23%	25%	29%
2	23%	18%	18%	30%	26%	17%	23%	20%	30%	21%	25%	23%	16%
1 - Not at all important	23%	23%	20%	27%	27%	27%	21%	21%	25%	22%	22%	25%	18%
Don't know/won't say	*	-	-	1%	-	-	-	-	1%	-	-	*	-
Mean †	2.7	2.9	2.9	2.6	2.6	2.9	2.8	2.9	2.5	2.7	2.8	2.7	3.1

Importance of Attributes When Choosing a School: University Campus Atmosphere (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 me the level of importance you would place on each attribute when choosing where you will attend school: **University campus atmosphere**

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very important	15%	12%	16%	11%	10%	16%	24%	15%	15%	13%	14%	20%
4	13%	12%	16%	12%	20%	19%	10%	11%	15%	14%	12%	16%
3	25%	26%	29%	13%	39%	20%	27%	26%	24%	24%	24%	29%
2	23%	22%	21%	41%	11%	23%	24%	25%	21%	24%	24%	20%
1 - Not at all important	23%	28%	18%	23%	20%	22%	15%	23%	24%	24%	26%	15%
Don't know/won't say	*	-	1%	-	-	-	-	-	*	*	-	-
Mean †	2.7	2.6	2.9	2.5	2.9	2.8	3.0	2.7	2.8	2.7	2.6	3.0

* 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. The Don't know/won't say responses are excluded from the calculation of the mean.

Importance of Attributes When Choosing a School: 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 me the level of importance you would place on each attribute when choosing where you will attend school: **The school is a university or 4-year college**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very important	30%	35%	22%	25%	38%	31%	26%	34%	44%	28%	33%	30%	25%
4	18%	16%	21%	23%	9%	16%	19%	17%	12%	17%	16%	21%	17%
3	28%	26%	24%	33%	31%	41%	31%	25%	31%	28%	30%	27%	26%
2	12%	11%	20%	7%	9%	8%	13%	12%	5%	15%	11%	13%	13%
1 - Not at all important	10%	10%	12%	10%	10%	5%	9%	11%	6%	10%	10%	6%	16%
Don't know/won't say	1%	2%	-	2%	3%	-	2%	1%	1%	2%	1%	1%	3%
Mean †	3.5	3.6	3.2	3.5	3.6	3.6	3.4	3.5	3.8	3.4	3.5	3.6	3.2

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
5 - Very important	30%	27%	31%	24%	36%	33%	18%	18%	40%	37%	26%	31%	35%
4	18%	19%	16%	23%	17%	14%	17%	22%	19%	18%	21%	16%	26%
3	28%	34%	30%	28%	21%	28%	33%	25%	26%	28%	35%	27%	14%
2	12%	7%	11%	14%	14%	14%	17%	19%	8%	6%	7%	15%	11%
1 - Not at all important	10%	12%	10%	11%	9%	9%	14%	14%	6%	10%	11%	10%	14%
Don't know/won't say	1%	1%	2%	-	2%	2%	1%	2%	2%	1%	1%	2%	-
Mean †	3.5	3.4	3.5	3.3	3.6	3.5	3.1	3.1	3.8	3.7	3.4	3.5	3.6

Importance of Attributes When Choosing a School: 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 me the level of importance you would place on each attribute when choosing where you will attend school: **The school is a university or 4-year college**

	Employment							Children Under 18 Living in Home		Interested In Taking Courses		
	Total Sample (N=400)	Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very important	30%	28%	31%	39%	45%	28%	32%	32%	29%	35%	27%	31%
4	18%	18%	22%	21%	-	21%	13%	17%	18%	18%	19%	16%
3	28%	30%	21%	16%	28%	26%	33%	29%	27%	28%	25%	33%
2	12%	12%	13%	16%	-	14%	14%	12%	12%	12%	15%	7%
1 - Not at all important	10%	11%	13%	9%	20%	8%	8%	9%	12%	7%	12%	10%
Don't know/won't say	1%	2%	-	-	7%	4%	-	1%	2%	-	2%	3%
Mean †	3.5	3.4	3.5	3.7	3.5	3.5	3.5	3.5	3.4	3.6	3.3	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. The Don't know/won't say responses are excluded from the calculation of the mean.

Importance of Attributes When Choosing a School: Convenient Class Schedule

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 me the level of importance you would place on each attribute when choosing where you will attend school: **Classes are offered at convenient time for you**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very important	77%	77%	85%	76%	74%	59%	69%	83%	86%	75%	74%	80%	77%
4	17%	17%	8%	22%	26%	34%	26%	11%	11%	18%	19%	17%	15%
3	4%	5%	5%	2%	-	5%	4%	4%	1%	6%	5%	3%	5%
2	1%	1%	1%	-	-	3%	*	1%	1%	*	1%	-	1%
1 - Not at all important	1%	1%	1%	-	-	-	2%	*	-	1%	2%	-	1%
Don't know/won't say	*	-	1%	-	-	-	-	*	1%	-	-	-	1%
Mean †	4.7	4.7	4.8	4.7	4.7	4.5	4.6	4.8	4.8	4.7	4.6	4.8	4.7

	Total Sample (N=400)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
5 - Very important	77%	84%	75%	76%	75%	92%	79%	79%	74%	67%	74%	79%	76%
4	17%	10%	21%	14%	18%	3%	17%	18%	22%	23%	20%	16%	20%
3	4%	5%	3%	6%	5%	5%	2%	3%	3%	6%	5%	4%	3%
2	1%	1%	-	-	1%	-	-	-	1%	2%	1%	1%	-
1 - Not at all important	1%	-	1%	3%	1%	-	2%	-	-	2%	1%	1%	1%
Don't know/won't say	*	-	-	1%	-	-	-	-	1%	-	-	*	-
Mean †	4.7	4.8	4.7	4.6	4.7	4.9	4.7	4.8	4.7	4.5	4.6	4.7	4.7

Importance of Attributes When Choosing a School: Convenient Class Schedule (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 me the level of importance you would place on each attribute when choosing where you will attend school: **Classes are offered at convenient time for you**

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very important	77%	83%	61%	76%	49%	72%	82%	76%	79%	76%	78%	76%
4	17%	13%	33%	22%	36%	21%	7%	19%	15%	18%	16%	19%
3	4%	3%	5%	3%	7%	7%	5%	4%	4%	4%	5%	4%
2	1%	1%	-	-	8%	-	1%	-	1%	1%	*	2%
1 - Not at all important	1%	1%	-	-	-	-	4%	1%	1%	1%	1%	-
Don't know/won't say	*	-	1%	-	-	-	-	-	*	*	-	-
Mean †	4.7	4.8	4.6	4.7	4.3	4.6	4.6	4.7	4.7	4.7	4.7	4.7

* 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. The Don't know/won't say responses are excluded from the calculation of the mean.

Types of Degree Programs, Certifications, or Training Courses of Interest If Available In The Westside/Rio Rancho Area

(Unaided Responses)

Question 11: What types of degree programs, certifications, or training courses would you be interested in taking if they were available to you in the Westside/Rio Rancho area?

	Total Sample (N=400)		Total Sample (N=400)		Total Sample (N=400)
<u>Business</u>		<u>Technical/Computers</u>		Dental	*
Business/Business courses	8%	Computer courses	4%	Health Science	*
Business Administration	1%	Anything to do with computer technology	*	Radiology	1%
Business Management	2%	Technical	1%	Nuclear Medicine	*
Management/Management courses	2%	Technology	2%	Medical assistant	*
Accounting/Accounting courses	4%	Computers	1%	X-Ray tech	*
Business Accounting	*	Computer Science	1%	Healing arts	*
CPA licensing	*	Computer Science degree	*	CPR	*
Finance	1%	Computer Programming	*	Emergency EMT paramedic	1%
Construction Management	1%	Computer instruction	*	First aid	*
Human Resources	1%	Computer Networking certification	*	Public health	*
Certification in Human Resources	*	IT programmer	*	Ultrasound	*
Leadership courses	1%	Management Information Systems	*	Vocational Rehabilitation	*
Real Estate/Real Estate classes	1%	Classes about the Internet	*	Pharmacy	*
Real Estate license/certification	*	Web Design	*	Medical technical courses	*
Administration	*	Animation	*	Medical coder	*
Economics	*	Visual Arts	*	Alternative Medicine	*
Marketing	*	Graphic art area	*	Chinese Medicine	*
Leadership	*	Network operations	*	Pharmacology	*
Bookkeeping	*	Graphic Design	*	Medical courses	*
Financial courses	*	Repair computers and upgrading	*	Medical degree	*
Operation Management courses	*	High technology management	*	Masters in Healthcare	*
Hotel hospitality	*	Computer Photography	*	Vet courses	*
Business Education	*	Teaching computers	*	Brain surgery	*
Administrative Management	*	Electronics	*	In the health field	*
Project Management	*			Different things in the medical field	*
Healthcare Management	*	<u>Medical</u>		Doctoring	*
Health-related management	*	Medical type	1%	Physical Therapy	1%
Healthcare business courses	*	Medical field classes	*	Occupational Therapy	*
Applied business classes	*	Medical field related programs	*	Prevention and treatment of	
Training courses for a business	*	Nursing	3%	athletic injury	*
Small business	*	Health related courses to become a		Occupational safety and health	
Spanish specifically management	*	CNA	*	administration instructor	*
Public Administration business course	*	Nursing degree programs	*		
Masters in Business Administration	2%	RN (registered nurse)	*	<u>Mathematics</u>	
Masters in International Business	1%	Nursing programs with		Math/Math classes	1%
Masters in Purchasing	*	transferable credits	*	Advanced math classes	*
Bachelors in Business Management	*	Continuing education for nursing	*	Geometry	*
Bachelors degree in Agri-Business	*	Bachelors in Nursing	*	Statistics classes	*
Insurance executive	*	Certified as a massage therapist	*	More math educational programs	*

**Types of Degree Programs, Certifications, or Training Courses of Interest If Available
In The Westside/Rio Rancho Area (continued)**
(Unaided Responses)

Question 11: What types of degree programs, certifications, or training courses would you be interested in taking if they were available to you in the Westside/Rio Rancho area?

	<i>Total Sample (N=400)</i>		<i>Total Sample (N=400)</i>		<i>Total Sample (N=400)</i>
<u>Engineering</u>		<u>Fine Arts</u>		<u>Cosmetology</u>	
Engineering	2%	Music/Music-related courses	2%	Cosmetology	1%
Civil Engineering	1%	Music engineering	1%		
Astrophysics aerospace	*	Art	1%	<u>English/Literature/Reading</u>	
Electronic Engineering	*	Art courses	1%	Literature	1%
Engineering courses	*	Art degree	*	English Literature	*
Highway construction engineer	*	Applied Art	*	English Composition	*
Computer Engineering	*	Photography	1%	English	*
Bachelors in Engineering	*	Fine Arts	1%	Masters in English	*
Mechanical education	*	Master of Fine Arts	1%	Writing	1%
Masters in Engineering	*	Arts	1%	Creative Writing	*
Biotechnology	*	Arts-like pottery and crafty things	1%	Reading certifications	*
		Woodworking	1%	Library Science	*
<u>Languages</u>		Performing Arts classes	1%	Book editing	*
Spanish	1%	Theater	*	Publishing	*
Language/Language courses	2%	Guitar lessons	*	Prose (poetry)	*
Japanese	1%	Universal Arts	*		
Spanish class	*	Digital Photography	*	<u>Communication/Journalism</u>	
Foreign language	*	Woodwork courses	*	Journalism	1%
Languages/Language Arts	1%	Guitar classes	*	Communications degree	*
Teaching foreign languages	*	Music Appreciation	*	Media	*
		Painting	*		
<u>Sciences</u>		Production and background design for movies and theatre	*	<u>Legal/Law/Political Science</u>	
Science	2%	Production	*	Legal courses	1%
Bachelors in Science	*	Film making	*	Law	*
Biology	1%			Law courses	*
Anatomy	1%	<u>General Degrees</u>		Law school	*
Forensic Science courses	1%	Bachelors degree	2%	Law degree	*
Biochemistry	*	Courses that lead to a bachelors degree	*	Law program	*
Chemistry	*	Doctorate/PhD	2%	Political Science	1%
Phlebotomy	*	Basic courses to further my doctorate	*	Politics	*
Physics	*	Masters degree	1%	Criminal Justice	2%
Astronomy	*	Associates degree	-	Contracts	*
Geology	*	Undergraduate basics	*	Criminology	*
Agriculture	*	General education	*		
Ecology	*	Continuing Education	1%	<u>Religious Courses</u>	
Anthropology	1%	Various professional certifications	*	Christian courses	*
Paleontology	1%			Christianity	*
Ornithology	*			Religion	*
Fire Science	*			Theology	*

**Types of Degree Programs, Certifications, or Training Courses of Interest If Available
In The Westside/Rio Rancho Area (continued)**
(Unaided Responses)

Question 11: What types of degree programs, certifications, or training courses would you be interested in taking if they were available to you in the Westside/Rio Rancho area?

	<i>Total Sample (N=400)</i>		<i>Total Sample (N=400)</i>		<i>Total Sample (N=400)</i>
<u>Education/Teaching</u>		<u>Computer Aided Drafting/Architecture/ Interior Design</u>		<u>History</u>	
Education/Education courses	5%	Architecture	*	History	3%
Masters degree in the education field	*	Drafting	*	History degree	*
Early Childhood Development	1%	Surveying	*	Local history	*
Physical Education	1%	Interior Decorating	*	State history	*
Teaching	1%	Interior Design	*	Art History	*
Teaching license	*	Surveying skills	*	Genealogy/Genealogy classes	1%
Teacher certification classes	*			New Mexico culture	-
Teaching certificate	*			New Mexico history	*
Teaching English as 2 nd language	1%	<u>Social Science</u>		<u>Home Economics/Culinary Arts</u>	
Special Education	1%	Psychology	1%	Babysitting	*
Music education	1%	PhD in Sociology	*	Cooking	*
Masters degree in Education	2%	Developmental Psychology	*	Gourmet cooking	*
Educational administration classes	*	Child Development	*	Cuisine	*
Bachelors in Education	1%	Sociology	*		
PhD in education-related courses	*	Philosophy	*	<u>Hobbies/Special Interest</u>	
Educational degrees of some sort	*	Human Relations	*	Gardening classes	*
Studies in education	*	Humanities	*	Landscaping	*
Children's education	*	<u>Vocational/Trade</u>		Basket weaving	1%
Early Childhood education	*	Aviation	2%	Crocheting	*
Getting into the college of education	*	Electrical	*	Personal interest	1%
Education specialist degrees	*	Diesel mechanics	*	Interpersonal skills	*
Elementary Education	*	Diagnostician courses	*	Adult Education	1%
		Plumbing	*	Current events	*
<u>Physical Education</u>		Trade courses	1%		
Exercise	1%	Construction trade courses	*	<u>Other</u>	
Aerobics	*	Anything that relates to construction	*	Job related	*
Yoga	*	Vocational welding	*	Jobs	*
Meditation yoga	*	Welding	*	More interest courses	*
Fitness	*	Mechanical specialties	*	Job related classes	*
Karate	*	Carpentry	*	Courses in financial aid	*
Sports	*	<u>Counseling/Social Work</u>		Courses related to my employment	*
Personal training	*	Social work	1%	Certificates that help you get what you want in certain area	*
Martial Arts	*	Personal development	*		
Outdoor recreation classes	*	Social service degree	*	<u>Don't Know/None/None Specific</u>	
Physical Education for adults	*	Nutritional Sciences counseling	*	Don't know/won't say	15%
		Bachelors in Counseling	*	None	2%

* Less than 1% reported

Awareness of Colleges and Post-Secondary Educational Institutions: New Mexico Highlands University - Rio Rancho Location

Question 12: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of: **New Mexico Highlands University - Rio Rancho location**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Yes	80%	79%	81%	86%	83%	64%	78%	81%	89%	77%	81%	81%	77%
No	20%	21%	19%	14%	17%	36%	22%	19%	11%	23%	19%	19%	23%

	Total Sample (N=400)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Yes	80%	74%	84%	86%	81%	71%	78%	74%	86%	86%	76%	82%	71%
No	20%	26%	16%	14%	19%	29%	22%	26%	14%	14%	24%	18%	29%

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interest-ed	SW In-terested/ Depends	Already Taking Classes
Yes	80%	81%	81%	81%	90%	72%	78%	80%	80%	80%	77%	84%
No	20%	19%	19%	19%	10%	28%	22%	20%	20%	20%	23%	16%

Impression of Colleges and Post-Secondary Educational Institutions: New Mexico Highlands University - Rio Rancho Location

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 13: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **New Mexico Highlands University - Rio Rancho location**

	Total Responses (N=319)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very favorable	10%	11%	7%	9%	6%	30%	6%	13%	24%	5%	11%	10%	8%
4	28%	26%	21%	36%	40%	37%	33%	24%	36%	23%	29%	26%	28%
3	31%	28%	32%	40%	24%	27%	32%	30%	25%	32%	28%	34%	30%
2	8%	10%	9%	1%	9%	6%	8%	8%	6%	9%	6%	9%	10%
1 - Very unfavorable	3%	5%	3%	3%	-	-	4%	3%	1%	3%	5%	3%	2%
Don't know/won't say	20%	21%	27%	10%	21%	-	16%	23%	8%	27%	22%	18%	21%
<i>Mean †</i>	<i>3.4</i>	<i>3.3</i>	<i>3.3</i>	<i>3.5</i>	<i>3.6</i>	<i>3.9</i>	<i>3.3</i>	<i>3.5</i>	<i>3.8</i>	<i>3.3</i>	<i>3.4</i>	<i>3.4</i>	<i>3.4</i>

	Total Responses (N=319)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated Widowed
5 - Very favorable	10%	14%	13%	7%	7%	18%	4%	10%	11%	9%	13%	9%	8%
4	28%	21%	33%	22%	31%	24%	26%	18%	29%	37%	28%	27%	32%
3	31%	28%	26%	43%	35%	29%	30%	33%	38%	22%	25%	33%	29%
2	8%	8%	7%	2%	10%	3%	4%	17%	4%	13%	12%	7%	6%
1 - Very unfavorable	3%	3%	2%	3%	3%	6%	6%	-	1%	6%	4%	3%	3%
Don't know/won't say	20%	25%	20%	23%	14%	20%	29%	23%	18%	13%	18%	21%	22%
<i>Mean †</i>	<i>3.4</i>	<i>3.5</i>	<i>3.6</i>	<i>3.4</i>	<i>3.3</i>	<i>3.6</i>	<i>3.3</i>	<i>3.3</i>	<i>3.6</i>	<i>3.4</i>	<i>3.4</i>	<i>3.4</i>	<i>3.5</i>

Impression of Colleges and Post-Secondary Educational Institutions: New Mexico Highlands University - Rio Rancho Location (continued)

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 13: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **New Mexico Highlands University Rio Rancho location**

	Total Responses (N=319)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very favorable	10%	9%	11%	11%	24%	4%	13%	13%	7%	14%	7%	12%
4	28%	31%	18%	33%	16%	32%	18%	26%	30%	23%	32%	27%
3	31%	30%	42%	36%	27%	32%	26%	31%	31%	30%	29%	35%
2	8%	6%	7%	3%	10%	20%	10%	6%	10%	10%	8%	4%
1 - Very unfavorable	3%	4%	-	2%	13%	-	3%	4%	2%	4%	2%	6%
Don't know/won't say	20%	20%	22%	16%	9%	12%	30%	20%	20%	19%	23%	16%
Mean †	3.4	3.4	3.4	3.6	3.3	3.2	3.4	3.5	3.4	3.4	3.4	3.4

† 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 Don't know/won't say responses are excluded from the calculation of the mean.

Awareness of Colleges and Post-Secondary Educational Institutions: Albuquerque TVI - Westside

Question 14: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of: **Albuquerque TVI - Westside**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Yes	93%	95%	95%	91%	92%	82%	90%	96%	95%	95%	94%	94%	91%
No	7%	5%	5%	9%	8%	18%	10%	4%	5%	5%	6%	6%	9%

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Yes	93%	94%	92%	95%	94%	91%	94%	91%	95%	95%	89%	94%	98%
No	7%	6%	8%	5%	6%	9%	6%	9%	5%	5%	11%	6%	2%

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/ Depends	Already Taking Classes
Yes	93%	94%	86%	91%	100%	95%	95%	95%	91%	94%	90%	98%
No	7%	6%	14%	9%	-	5%	5%	5%	9%	6%	10%	2%

Impression of Colleges and Post-Secondary Educational Institutions: Albuquerque TVI - Westside

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 15: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **Albuquerque TVI - Westside**

	Total Responses (N=374)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur- rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very favorable	39%	38%	42%	44%	28%	43%	33%	44%	48%	38%	38%	38%	42%
4	34%	36%	28%	33%	52%	30%	40%	31%	35%	33%	35%	35%	32%
3	17%	19%	14%	21%	10%	16%	20%	15%	13%	17%	22%	15%	15%
2	3%	2%	6%	-	-	5%	3%	3%	1%	3%	1%	5%	2%
1 - Very unfavorable	1%	*	1%	-	3%	6%	*	1%	-	1%	-	1%	2%
Don't know/won't say	6%	5%	9%	2%	8%	-	5%	7%	4%	8%	3%	7%	8%
<i>Mean †</i>	4.2	4.2	4.2	4.2	4.1	4.0	4.1	4.2	4.3	4.1	4.1	4.1	4.2

	Total Responses (N=374)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated Widowed
5 - Very favorable	39%	52%	41%	37%	29%	55%	51%	40%	28%	31%	46%	39%	30%
4	34%	28%	33%	28%	42%	26%	25%	39%	42%	35%	31%	35%	33%
3	17%	5%	19%	27%	21%	7%	17%	12%	23%	21%	12%	19%	21%
2	3%	2%	-	6%	4%	4%	1%	2%	1%	6%	4%	2%	-
1 - Very unfavorable	1%	2%	1%	-	1%	-	2%	-	1%	1%	1%	1%	4%
Don't know/won't say	6%	11%	6%	1%	4%	9%	5%	6%	6%	5%	6%	5%	12%
<i>Mean †</i>	4.2	4.4	4.2	4.0	4.0	4.4	4.3	4.3	4.0	3.9	4.2	4.1	4.0

Impression of Colleges and Post-Secondary Educational Institutions: Albuquerque TVI - Westside (continued)

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 15: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **Albuquerque TVI - Westside**

	Total Responses (N=374)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very favorable	39%	37%	39%	27%	39%	45%	48%	38%	41%	34%	41%	44%
4	34%	34%	32%	48%	38%	30%	27%	34%	33%	38%	32%	34%
3	17%	20%	23%	10%	15%	14%	15%	20%	14%	23%	15%	12%
2	3%	2%	3%	7%	9%	2%	-	1%	4%	-	3%	6%
1 - Very unfavorable	1%	1%	-	-	-	2%	2%	1%	1%	1%	1%	1%
Don't know/won't say	6%	6%	3%	7%	-	8%	8%	6%	6%	5%	8%	3%
Mean †	4.2	4.1	4.1	4.0	4.1	4.2	4.3	4.1	4.2	4.1	4.2	4.2

* Less than 1% reported.

† 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 Don't know/won't say responses are excluded from the calculation of the mean.

Awareness of Colleges and Post-Secondary Educational Institutions: University of Phoenix - Albuquerque Location

Question 16: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of: **University of Phoenix - Albuquerque location**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Yes	92%	94%	89%	94%	95%	88%	92%	92%	93%	92%	90%	92%	94%
No	8%	6%	11%	6%	5%	12%	8%	8%	7%	8%	10%	8%	6%

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Yes	92%	86%	96%	93%	92%	83%	91%	92%	96%	95%	93%	92%	90%
No	8%	14%	4%	7%	8%	17%	9%	8%	4%	5%	7%	8%	10%

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/ Depends	Already Taking Classes
Yes	92%	95%	82%	83%	100%	94%	90%	90%	94%	90%	96%	87%
No	8%	5%	18%	17%	-	6%	10%	10%	6%	10%	4%	13%

Impression of Colleges and Post-Secondary Educational Institutions: University of Phoenix - Albuquerque Location

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 17: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **University of Phoenix - Albuquerque location**

	Total Responses (N=369)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur- rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very favorable	14%	12%	16%	10%	11%	33%	13%	14%	18%	12%	10%	16%	13%
4	21%	24%	20%	18%	8%	14%	24%	18%	20%	21%	18%	24%	18%
3	28%	28%	25%	36%	35%	31%	28%	29%	28%	26%	30%	27%	30%
2	14%	15%	9%	21%	20%	-	14%	14%	15%	14%	19%	11%	11%
1 - Very unfavorable	6%	8%	5%	2%	-	14%	8%	5%	8%	6%	8%	6%	3%
Don't know/won't say	17%	13%	25%	13%	26%	8%	12%	21%	11%	20%	14%	15%	24%
<i>Mean †</i>	3.3	3.2	3.4	3.1	3.1	3.6	3.2	3.3	3.3	3.2	3.0	3.4	3.4

	Total Responses (N=369)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated Widowed
5 - Very favorable	14%	17%	13%	9%	11%	23%	13%	14%	11%	12%	22%	9%	25%
4	21%	10%	19%	24%	29%	17%	20%	21%	24%	19%	15%	24%	14%
3	28%	31%	31%	31%	29%	16%	25%	34%	36%	26%	25%	31%	23%
2	14%	17%	15%	14%	14%	15%	14%	13%	13%	15%	18%	13%	11%
1 - Very unfavorable	6%	2%	7%	8%	7%	6%	3%	3%	5%	13%	4%	6%	9%
Don't know/won't say	17%	23%	16%	14%	10%	22%	25%	15%	10%	16%	16%	17%	18%
<i>Mean †</i>	3.3	3.3	3.2	3.1	3.2	3.4	3.4	3.4	3.2	3.0	3.4	3.2	3.4

Impression of Colleges and Post-Secondary Educational Institutions: University of Phoenix - Albuquerque Location (continued)

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 17: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **University of Phoenix - Albuquerque location**

	Total Responses (N=369)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very favorable	14%	15%	14%	10%	7%	10%	15%	11%	17%	13%	16%	10%
4	21%	24%	23%	22%	7%	13%	16%	23%	19%	24%	24%	8%
3	28%	28%	36%	39%	7%	33%	23%	31%	27%	30%	28%	26%
2	14%	13%	7%	20%	25%	10%	18%	14%	15%	16%	10%	21%
1 - Very unfavorable	6%	8%	4%	-	8%	7%	4%	5%	6%	8%	4%	9%
Don't know/won't say	17%	12%	16%	9%	48%	26%	24%	17%	18%	10%	19%	26%
Mean †	3.3	3.3	3.4	3.3	2.6	3.1	3.3	3.2	3.3	3.2	3.5	2.9

† 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 Don't know/won't say responses are excluded from the calculation of the mean.

Awareness of Colleges and Post-Secondary Educational Institutions: National American University – Rio Rancho Location

Question 18: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of: **National American University - Rio Rancho location**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Yes	59%	60%	54%	71%	62%	44%	58%	60%	66%	57%	64%	56%	59%
No	41%	40%	46%	29%	38%	56%	42%	40%	34%	43%	36%	44%	41%

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Yes	59%	62%	62%	62%	63%	55%	62%	64%	56%	59%	54%	63%	48%
No	41%	38%	38%	38%	37%	45%	38%	36%	44%	41%	46%	37%	52%

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interest-ed	SW In-terested/ Depends	Already Taking Classes
Yes	59%	63%	55%	56%	74%	50%	60%	61%	58%	56%	57%	68%
No	41%	37%	45%	44%	26%	50%	40%	39%	42%	44%	43%	32%

Impression of Colleges and Post-Secondary Educational Institutions: National American University - Rio Rancho Location

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 19: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **National American University - Rio Rancho location**

	Total Responses (N=237)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very favorable	10%	4%	12%	23%	5%	32%	9%	12%	9%	10%	13%	13%	3%
4	10%	14%	6%	6%	7%	4%	13%	7%	13%	9%	4%	13%	13%
3	34%	33%	37%	36%	48%	18%	39%	31%	30%	34%	33%	36%	35%
2	16%	18%	10%	21%	5%	17%	16%	15%	25%	9%	25%	9%	12%
1 - Very unfavorable	8%	9%	9%	3%	4%	21%	9%	7%	6%	11%	6%	13%	5%
Don't know/won't say	22%	22%	27%	13%	32%	6%	13%	28%	16%	28%	19%	16%	32%
<i>Mean †</i>	3.0	2.8	3.0	3.3	3.0	3.1	2.9	3.0	2.9	3.0	2.9	3.0	3.0

	Total Responses (N=237)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated Widowed
5 - Very favorable	10%	20%	6%	14%	9%	24%	16%	3%	7%	7%	13%	11%	-
4	10%	13%	6%	14%	11%	16%	7%	18%	5%	7%	8%	9%	20%
3	34%	28%	42%	36%	34%	36%	28%	36%	37%	34%	31%	37%	25%
2	16%	10%	16%	12%	19%	6%	17%	9%	25%	15%	24%	14%	5%
1 - Very unfavorable	8%	5%	9%	5%	13%	-	5%	6%	8%	18%	9%	8%	7%
Don't know/won't say	22%	24%	22%	19%	13%	18%	27%	27%	18%	19%	14%	22%	42%
<i>Mean †</i>	3.0	3.4	2.8	3.3	2.8	3.7	3.2	3.0	2.7	2.6	2.9	3.0	3.0

Impression of Colleges and Post-Secondary Educational Institutions: National American University - Rio Rancho Location (continued)

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 19: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **National American University - Rio Rancho location**

	Total Responses (N=237)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very favorable	10%	12%	8%	11%	9%	7%	8%	13%	7%	11%	6%	17%
4	10%	10%	5%	7%	-	11%	13%	11%	8%	11%	12%	2%
3	34%	34%	52%	36%	25%	24%	32%	33%	36%	37%	36%	28%
2	16%	18%	9%	21%	11%	6%	14%	16%	16%	17%	15%	15%
1 - Very unfavorable	8%	8%	6%	8%	12%	17%	6%	8%	8%	11%	5%	10%
Don't know/won't say	22%	17%	19%	17%	43%	36%	27%	19%	25%	12%	25%	28%
Mean †	3.0	3.0	3.0	2.9	2.7	2.8	3.0	3.1	2.9	2.9	3.0	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. The Don't know/won't say responses are excluded from the calculation of the mean.

Awareness of Colleges and Post-Secondary Educational Institutions: ITT Technical Institute – Albuquerque Branch

Question 20: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of: **ITT Technical Institute - Albuquerque Branch**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Yes	89%	89%	88%	91%	80%	88%	90%	88%	91%	86%	93%	92%	79%
No	11%	11%	12%	9%	20%	12%	10%	12%	9%	14%	7%	8%	21%

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Yes	89%	89%	89%	89%	88%	89%	93%	90%	88%	84%	90%	90%	76%
No	11%	11%	11%	11%	12%	11%	7%	10%	12%	16%	10%	10%	24%

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interest-ed	SW In-terested/ Depends	Already Taking Classes
Yes	89%	90%	93%	88%	100%	73%	91%	94%	83%	89%	86%	94%
No	11%	10%	7%	12%	-	27%	9%	6%	17%	11%	14%	6%

Impression of Colleges and Post-Secondary Educational Institutions: ITT Technical Institute - Albuquerque Branch

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 21: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **ITT Technical Institute - Albuquerque Branch**

	Total Responses (N=355)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very favorable	14%	12%	15%	23%	-	31%	11%	17%	25%	9%	18%	15%	6%
4	19%	18%	19%	23%	38%	12%	18%	20%	14%	21%	16%	23%	20%
3	32%	34%	30%	30%	36%	20%	37%	27%	34%	29%	28%	36%	30%
2	14%	15%	13%	13%	9%	17%	16%	11%	9%	16%	17%	11%	14%
1 - Very unfavorable	6%	7%	6%	4%	3%	4%	7%	4%	7%	5%	7%	5%	5%
Don't know/won't say	15%	16%	17%	9%	14%	15%	10%	20%	13%	20%	14%	11%	25%
<i>Mean †</i>	3.3	3.2	3.3	3.5	3.3	3.6	3.1	3.4	3.5	3.2	3.2	3.4	3.1

	Total Responses (N=355)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
5 - Very favorable	14%	23%	17%	8%	11%	32%	14%	16%	11%	5%	22%	13%	7%
4	19%	23%	17%	17%	16%	16%	22%	18%	20%	18%	23%	18%	18%
3	32%	23%	35%	37%	36%	27%	31%	33%	29%	38%	25%	32%	40%
2	14%	18%	13%	8%	15%	13%	7%	15%	18%	14%	15%	14%	9%
1 - Very unfavorable	6%	3%	9%	4%	6%	5%	3%	3%	7%	9%	1%	7%	8%
Don't know/won't say	15%	11%	8%	26%	15%	6%	23%	16%	15%	15%	14%	16%	19%
<i>Mean †</i>	3.3	3.5	3.2	3.2	3.1	3.6	3.5	3.4	3.1	3.0	3.6	3.2	3.1

Impression of Colleges and Post-Secondary Educational Institutions: ITT Technical Institute - Albuquerque Branch (continued)

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 21: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **ITT Technical Institute - Albuquerque Branch**

	Total Responses (N=355)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very favorable	14%	12%	23%	13%	21%	7%	23%	17%	12%	17%	11%	17%
4	19%	19%	17%	28%	18%	16%	16%	19%	20%	16%	22%	18%
3	32%	38%	29%	32%	7%	22%	22%	28%	35%	30%	32%	33%
2	14%	11%	5%	23%	33%	18%	17%	14%	14%	15%	14%	9%
1 - Very unfavorable	6%	7%	6%	2%	-	10%	3%	6%	4%	7%	4%	6%
Don't know/won't say	15%	13%	19%	1%	21%	26%	19%	15%	16%	14%	16%	17%
Mean †	3.3	3.2	3.6	3.3	3.4	2.9	3.5	3.3	3.3	3.2	3.3	3.4

† 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 Don't know/won't say responses are excluded from the calculation of the mean.

Awareness of Colleges and Post-Secondary Educational Institutions: College of Santa Fe - Albuquerque Campus

Question 22: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of: **College of Santa Fe - Albuquerque Campus**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Yes	61%	66%	50%	66%	66%	47%	60%	62%	72%	57%	60%	63%	59%
No	39%	34%	50%	34%	34%	53%	40%	38%	28%	43%	40%	37%	41%

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Yes	61%	58%	64%	58%	61%	58%	63%	53%	59%	70%	58%	63%	51%
No	39%	42%	36%	42%	39%	42%	37%	47%	41%	30%	42%	37%	49%

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/ Depends	Already Taking Classes
Yes	61%	67%	55%	53%	90%	56%	49%	59%	62%	59%	60%	67%
No	39%	33%	45%	47%	10%	44%	51%	41%	38%	41%	40%	33%

Impression of Colleges and Post-Secondary Educational Institutions: College of Santa Fe - Albuquerque Campus

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 23: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **College of Santa Fe - Albuquerque Campus**

	Total Responses (N=244)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very favorable	13%	15%	9%	13%	8%	23%	10%	16%	20%	12%	11%	12%	16%
4	24%	22%	25%	26%	33%	26%	23%	25%	16%	28%	23%	22%	30%
3	36%	37%	38%	40%	23%	27%	41%	32%	32%	36%	38%	41%	27%
2	6%	8%	5%	4%	-	-	8%	5%	9%	5%	8%	6%	4%
1 - Very unfavorable	4%	1%	7%	8%	-	10%	4%	4%	7%	2%	7%	4%	1%
Don't know/won't say	17%	17%	16%	9%	36%	15%	14%	19%	15%	16%	13%	15%	22%
<i>Mean †</i>	3.4	3.5	3.3	3.4	3.8	3.6	3.3	3.5	3.4	3.5	3.3	3.4	3.7

	Total Responses (N=244)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated Widowed
5 - Very favorable	13%	10%	14%	18%	15%	21%	8%	5%	14%	18%	13%	14%	13%
4	24%	26%	23%	30%	22%	13%	26%	26%	25%	27%	22%	24%	36%
3	36%	44%	41%	30%	36%	32%	37%	34%	40%	34%	34%	38%	17%
2	6%	4%	4%	-	13%	-	5%	5%	9%	8%	4%	7%	5%
1 - Very unfavorable	4%	9%	5%	4%	-	15%	1%	4%	3%	-	8%	3%	-
Don't know/won't say	17%	8%	13%	18%	14%	19%	24%	25%	10%	12%	19%	15%	28%
<i>Mean †</i>	3.4	3.3	3.4	3.7	3.5	3.3	3.5	3.3	3.4	3.6	3.3	3.5	3.8

Impression of Colleges and Post-Secondary Educational Institutions: College of Santa Fe - Albuquerque Campus *(continued)*

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 23: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **College of Santa Fe - Albuquerque Campus**

	Total Responses (N=244)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very favorable	13%	10%	17%	17%	7%	17%	26%	15%	12%	15%	14%	10%
4	24%	24%	18%	31%	25%	26%	19%	21%	27%	25%	20%	30%
3	36%	41%	36%	34%	37%	20%	33%	40%	32%	27%	40%	41%
2	6%	6%	5%	8%	9%	11%	-	8%	5%	10%	3%	5%
1 - Very unfavorable	4%	4%	10%	-	-	-	5%	1%	6%	8%	3%	-
Don't know/won't say	17%	16%	15%	9%	21%	25%	17%	15%	19%	15%	20%	14%
Mean †	3.4	3.4	3.3	3.6	3.4	3.7	3.8	3.5	3.4	3.3	3.5	3.5

† 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 Don't know/won't say responses are excluded from the calculation of the mean.

Awareness of Colleges and Post-Secondary Educational Institutions: University of New Mexico - Main Campus

Question 24: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of: **University of New Mexico - Main Campus**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Yes	99%	99%	97%	99%	100%	100%	98%	99%	100%	98%	99%	99%	98%
No	1%	1%	3%	1%	-	-	2%	1%	-	2%	1%	1%	2%

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Yes	99%	99%	100%	100%	97%	96%	98%	100%	99%	100%	100%	98%	98%
No	1%	1%	-	-	3%	4%	2%	-	1%	-	-	2%	2%

	Total Sample (N=400)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/ Depends	Already Taking Classes
Yes	99%	99%	100%	100%	100%	98%	96%	98%	99%	99%	97%	100%
No	1%	1%	-	-	-	2%	4%	2%	1%	1%	3%	-

Impression of Colleges and Post-Secondary Educational Institutions: University of New Mexico - Main Campus

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 25: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **University of New Mexico - Main Campus**

	Total Responses (N=394)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very favorable	51%	51%	43%	57%	56%	63%	50%	51%	72%	43%	52%	52%	47%
4	28%	31%	31%	20%	28%	18%	31%	26%	16%	33%	29%	25%	33%
3	13%	10%	17%	12%	15%	12%	13%	12%	6%	15%	14%	10%	15%
2	5%	5%	4%	7%	-	7%	5%	5%	2%	5%	2%	9%	2%
1 - Very unfavorable	1%	1%	1%	2%	-	-	1%	1%	1%	1%	-	1%	2%
Don't know/won't say	3%	3%	4%	2%	-	-	-	5%	3%	2%	4%	3%	1%
Mean †	4.3	4.3	4.1	4.3	4.4	4.4	4.2	4.3	4.6	4.2	4.3	4.2	4.2

	Total Responses (N=394)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated Widowed
5 - Very favorable	51%	57%	44%	54%	53%	57%	47%	52%	54%	43%	52%	50%	59%
4	28%	21%	36%	23%	29%	26%	28%	31%	27%	31%	22%	31%	24%
3	13%	14%	12%	14%	11%	12%	13%	9%	14%	14%	15%	11%	14%
2	5%	3%	5%	2%	6%	-	8%	4%	3%	8%	7%	4%	4%
1 - Very unfavorable	1%	2%	2%	-	-	-	1%	1%	1%	2%	2%	1%	-
Don't know/won't say	3%	3%	-	8%	1%	5%	2%	3%	2%	3%	2%	3%	-
Mean †	4.3	4.3	4.2	4.4	4.3	4.5	4.2	4.3	4.3	4.1	4.2	4.3	4.4

Impression of Colleges and Post-Secondary Educational Institutions: University of New Mexico - Main Campus (continued)

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 25: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **University of New Mexico - Main Campus**

	Total Responses (N=394)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very favorable	51%	53%	49%	49%	38%	46%	49%	50%	52%	52%	50%	51%
4	28%	26%	36%	29%	24%	35%	29%	32%	25%	27%	32%	24%
3	13%	14%	10%	11%	17%	11%	18%	10%	15%	16%	10%	13%
2	5%	5%	2%	11%	11%	3%	-	4%	6%	4%	5%	7%
1 - Very unfavorable	1%	1%	-	-	-	2%	-	1%	1%	1%	*	2%
Don't know/won't say	3%	2%	2%	-	10%	3%	4%	4%	1%	2%	3%	3%
Mean †	4.3	4.3	4.4	4.2	4.0	4.3	4.3	4.3	4.2	4.3	4.3	4.2

† 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 Don't know/won't say responses are excluded from the calculation of the mean.

Awareness of Colleges and Post-Secondary Educational Institutions: University of New Mexico - Rio Rancho Location

Question 26: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of: **University of New Mexico - Rio Rancho location**

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Yes	51%	51%	48%	51%	52%	65%	50%	52%	63%	46%	49%	50%	55%
No	49%	49%	52%	49%	48%	35%	50%	48%	37%	54%	51%	50%	45%

	Total Sample (N=400)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Yes	51%	42%	54%	59%	50%	47%	41%	49%	48%	69%	45%	53%	55%
No	49%	58%	46%	41%	50%	53%	59%	51%	52%	31%	55%	47%	45%

	Total Sample (N=400)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interest-ed	SW In-terested/ Depends	Already Taking Classes
Yes	51%	51%	49%	42%	48%	65%	50%	46%	57%	53%	48%	54%
No	49%	49%	51%	58%	52%	35%	50%	54%	43%	47%	52%	46%

Impression of Colleges and Post-Secondary Educational Institutions: University of New Mexico - Rio Rancho Location

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 27: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **University of New Mexico - Rio Rancho location**

	Total Responses (N=204)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very favorable	26%	25%	27%	18%	35%	31%	26%	25%	39%	21%	23%	28%	23%
4	27%	33%	22%	24%	22%	24%	31%	25%	27%	26%	32%	24%	28%
3	21%	15%	26%	27%	24%	34%	22%	21%	19%	19%	21%	20%	25%
2	6%	7%	6%	8%	-	-	3%	8%	3%	8%	4%	9%	3%
1 - Very unfavorable	3%	3%	-	9%	-	-	4%	2%	3%	3%	4%	1%	3%
Don't know/won't say	17%	17%	19%	14%	20%	11%	14%	20%	10%	23%	16%	18%	18%
<i>Mean †</i>	3.8	3.9	3.9	3.4	4.1	4.0	3.8	3.8	4.1	3.7	3.8	3.8	3.8

	Total Responses (N=204)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated Widowed
5 - Very favorable	26%	35%	27%	7%	28%	36%	29%	28%	19%	23%	31%	25%	21%
4	27%	25%	38%	32%	23%	34%	19%	27%	29%	28%	24%	28%	32%
3	21%	23%	13%	23%	28%	19%	27%	26%	24%	15%	23%	21%	21%
2	6%	8%	4%	7%	7%	5%	2%	2%	7%	9%	7%	6%	-
1 - Very unfavorable	3%	-	9%	-	-	-	5%	-	5%	2%	7%	2%	-
Don't know/won't say	17%	9%	8%	31%	14%	5%	18%	18%	17%	23%	9%	18%	25%
<i>Mean †</i>	3.8	4.0	3.8	3.6	3.9	4.1	3.8	4.0	3.6	3.8	3.7	3.8	4.0

Impression of Colleges and Post-Secondary Educational Institutions: University of New Mexico - Rio Rancho Location (continued)

Among Those Who Are Aware of This College/ Post-Secondary Educational Institution

Question 27: For the list of various colleges or other post-secondary educational institutions, please tell me whether or not you are aware of each one. Then, 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: **University of New Mexico - Rio Rancho location**

	Total Responses (N=204)	Employment						Children Under 18 Living in Home		Interested In Taking Courses		
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very favorable	26%	25%	33%	38%	14%	17%	25%	22%	28%	21%	32%	19%
4	27%	29%	28%	19%	27%	41%	12%	30%	26%	29%	27%	25%
3	21%	22%	25%	21%	-	21%	27%	21%	22%	25%	16%	27%
2	6%	3%	4%	12%	19%	3%	13%	7%	5%	5%	4%	11%
1 - Very unfavorable	3%	3%	-	-	-	3%	3%	1%	4%	6%	1%	-
Don't know/won't say	17%	17%	11%	11%	40%	16%	20%	19%	15%	13%	20%	18%
Mean †	3.8	3.8	4.0	3.9	3.6	3.8	3.5	3.8	3.8	3.6	4.1	3.6

† 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 Don't know/won't say responses are excluded from the calculation of the mean.

Reason For Perception of UNM

Among Those Who Are Aware of University of New Mexico – Main Campus
(Unaided Responses)

Question 28: Why do you feel this way about the University of New Mexico?

	<i>Total Responses (N=394)</i>		<i>Total Responses (N=394)</i>
Good school	37%	Diversity of students	1%
I go there/went there	16%	Offer weekend classes	1%
Good variety of classes	12%	Small classes	1%
Good professors	9%	Offers online courses	1%
Accredited colleges	8%	Not enough variety of degrees	1%
Expensive	6%	Too big	*
Good variety of degrees	5%	No courses offered during the day	*
University/4-year college	5%	Not very much financial aid	*
Classes too big	4%	Offer night classes	*
Inexpensive	4%	Lottery scholarships	*
Good/convenient location	4%	Diverse	*
Bad/inconvenient location	3%	Security issue	*
Poor professors	3%	Restrooms dirty	*
Convenient course hours	3%	OK school	*
Not enough variety of classes	3%	Long wait to get help in financial office	*
Inconvenient course hours	3%	Dateline special	*
Does not offer courses I am interested in	2%	Athletic program	*
Bad school	2%	Inadequate library system	*
Parking problems	2%	School newspaper	*
Local school	2%	Don't like administration	*
State school	1%	No reason in particular	9%
Familiar with it	1%	Don't know/won't say	6%
Family/friends go there	1%		
Too liberal	1%		

* Less than 1% reported.

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

Possible Schools For Furthering Education In Next Five Years In Westside/Rio Rancho Area
(Unaided Responses)

Question 29: If you were to pursue furthering your education while living on the Westside or in Rio Rancho in the next five years, which local schools would you consider?

	<i>Total Sample (N=400)</i>
Albuquerque TVI - Westside	33%
University of New Mexico (UNM) Main Campus	31%
University of New Mexico (UNM) Rio Rancho location	29%
New Mexico Highlands University	14%
Albuquerque TVI - Main Campus	12%
College of Santa Fe – Albuquerque Campus	4%
University of Phoenix	4%
National American University	3%
ITT Technical Institute	1%
Albuquerque TVI - Montoya Campus	1%
Albuquerque TVI - South Valley	1%
New Mexico State University	1%
Urban Academy Albuquerque	*
Art Center Design College	*
Weber University	*
Petroglyph	*
TVI	*
Gospel Light Baptist Institute	*
Don't know/won't say	13%

* Less than 1% reported.

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

Interest In Taking College Classes In Rio Rancho

Question 30: Would you consider taking courses toward a degree at a college campus or branch located in Rio Rancho?

	Total Sample (N=400)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Yes	73%	73%	77%	77%	62%	64%	67%	77%	81%	73%	73%	78%	64%
No	16%	17%	11%	11%	24%	29%	23%	10%	11%	17%	15%	9%	26%
Depends	10%	10%	9%	9%	13%	7%	8%	11%	5%	8%	10%	12%	8%
Don't know/won't say	2%	1%	3%	3%	-	-	1%	2%	2%	2%	2%	1%	3%

	Total Sample (N=400)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Yes	73%	72%	78%	81%	73%	79%	73%	77%	77%	61%	63%	77%	68%
No	16%	18%	10%	11%	18%	10%	7%	15%	16%	29%	17%	14%	23%
Depends	10%	9%	11%	5%	7%	6%	20%	6%	6%	9%	15%	8%	5%
Don't know/won't say	2%	2%	1%	3%	1%	6%	-	2%	1%	1%	5%	*	4%

	Total Sample (N=400)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interest-ed	SW In-terested/ Depends	Already Taking Classes
Yes	73%	75%	71%	79%	62%	56%	82%	79%	66%	72%	74%	72%
No	16%	12%	19%	16%	20%	30%	12%	9%	23%	15%	18%	13%
Depends	10%	12%	7%	4%	18%	7%	5%	10%	9%	10%	7%	15%
Don't know/won't say	2%	1%	3%	-	-	6%	2%	1%	2%	3%	1%	-

* Less than 1% reported.

School Preference For Taking Courses Toward a Degree At a School In Rio Rancho
Among Those Who Express Interest in Taking Courses Toward a Degree at a College Campus/Branch in Rio Rancho

Question 31: If you had a choice of schools in Rio Rancho that you could take courses at, which school would you prefer?

	Total Responses (N=330)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
UNM	53%	54%	56%	45%	64%	42%	53%	53%	51%	54%	55%	54%	49%
TVI	29%	28%	28%	36%	10%	34%	33%	26%	30%	28%	31%	25%	31%
New Mexico Highlands University	7%	6%	6%	11%	12%	15%	4%	10%	14%	4%	9%	8%	5%
Don't know/won't say	7%	9%	6%	1%	10%	9%	6%	8%	2%	10%	2%	10%	10%
National American University	3%	1%	5%	5%	4%	-	2%	3%	3%	2%	4%	3%	2%
None of these	1%	2%	-	2%	-	-	3%	*	-	1%	-	1%	3%

	Total Responses (N=330)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
UNM	53%	41%	51%	65%	60%	32%	39%	51%	67%	72%	37%	56%	69%
TVI	29%	37%	35%	19%	19%	55%	40%	26%	14%	15%	44%	25%	16%
New Mexico Highlands University	7%	13%	4%	4%	9%	3%	9%	8%	10%	6%	7%	7%	10%
Don't know/won't say	7%	2%	7%	6%	7%	6%	5%	11%	8%	7%	6%	8%	5%
National American University	3%	6%	2%	4%	2%	3%	5%	4%	2%	-	4%	3%	-
None of these	1%	-	1%	2%	3%	2%	2%	-	1%	1%	1%	1%	-

	Total Responses (N=330)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/ Depends	Already Taking Classes
UNM	53%	50%	61%	43%	59%	62%	62%	51%	54%	48%	57%	54%
TVI	29%	29%	28%	31%	31%	21%	27%	30%	27%	28%	26%	34%
New Mexico Highlands University	7%	8%	6%	12%	10%	7%	6%	8%	6%	10%	5%	7%
Don't know/won't say	7%	7%	2%	14%	-	8%	5%	6%	8%	9%	9%	-
National American University	3%	4%	4%	-	-	-	-	3%	3%	4%	1%	5%
None of these	1%	2%	-	-	-	3%	-	1%	2%	1%	2%	1%

* Less than 1% reported.

Number of Courses Per Semester

Among Those Who Express Interest in Taking Courses Toward a Degree at a College Campus/Branch in Rio Rancho

Question 32: How many courses would you want to and be able to take in a semester?

	Region						Gender		Ethnicity		Age		
	Total Responses (N=323)	Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
7 classes or more	4%	5%	4%	-	4%	15%	5%	4%	6%	3%	4%	5%	5%
4-6 courses	15%	9%	20%	23%	17%	16%	13%	16%	15%	14%	25%	10%	7%
3 courses	17%	20%	9%	20%	8%	40%	18%	17%	19%	16%	18%	20%	9%
2 courses	36%	39%	35%	38%	37%	-	37%	35%	39%	36%	33%	39%	34%
1 course	20%	21%	18%	14%	24%	30%	22%	19%	19%	23%	9%	20%	36%
Don't know/won't say	8%	6%	14%	5%	11%	-	6%	9%	3%	9%	10%	6%	9%

	Annual Household Income					Education				Marital Status			
	Total Responses (N=323)	Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
7 classes or more	4%	6%	2%	8%	6%	3%	3%	7%	3%	7%	3%	4%	15%
4-6 courses	15%	27%	15%	12%	10%	13%	19%	21%	13%	7%	23%	13%	9%
3 courses	17%	12%	16%	19%	19%	16%	14%	19%	21%	16%	13%	19%	6%
2 courses	36%	34%	38%	29%	39%	41%	33%	26%	35%	43%	42%	34%	40%
1 course	20%	7%	21%	27%	23%	12%	17%	18%	25%	28%	8%	23%	22%
Don't know/won't say	8%	13%	8%	6%	3%	14%	14%	9%	4%	-	10%	7%	7%

	Employment							Children Under 18 Living in Home		Interested In Taking Courses		
	Total Responses (N=323)	Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/ Depends	Already Taking Classes
7 classes or more	4%	6%	3%	6%	-	2%	2%	4%	5%	4%	5%	4%
4-6 courses	15%	10%	23%	13%	70%	22%	9%	17%	12%	15%	5%	34%
3 courses	17%	13%	31%	22%	30%	8%	26%	17%	16%	21%	12%	22%
2 courses	36%	39%	29%	47%	-	35%	25%	37%	34%	37%	35%	34%
1 course	20%	26%	5%	8%	-	21%	26%	18%	22%	14%	34%	1%
Don't know/won't say	8%	6%	9%	4%	-	12%	12%	7%	9%	9%	9%	5%

Interest In Course Types Provided By College In Rio Rancho: Online Courses

Among Those Who Express Interest in Taking Courses Toward a Degree at a College Campus/Branch in Rio Rancho

Question 33: 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 (courses taught over the Internet)** through a college campus or branch located in Rio Rancho?

	Total Responses (N=330)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very interested	29%	29%	34%	28%	8%	26%	22%	34%	31%	29%	30%	33%	21%
4	19%	17%	16%	20%	29%	29%	19%	18%	20%	18%	18%	23%	14%
3	18%	19%	12%	21%	34%	10%	18%	18%	16%	18%	20%	15%	18%
2	14%	15%	14%	10%	-	20%	18%	11%	13%	15%	13%	15%	14%
1 - Not at all interested	20%	18%	24%	21%	30%	15%	21%	20%	19%	20%	19%	15%	33%
Don't know/won't say	*	1%	-	-	-	-	1%	-	1%	-	-	-	-
Mean †	3.2	3.3	3.2	3.3	2.8	3.3	3.0	3.3	3.3	3.2	3.3	3.4	2.8

	Total Responses (N=330)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated Widowed
5 - Very interested	29%	24%	29%	31%	35%	36%	27%	34%	24%	30%	19%	31%	47%
4	19%	22%	19%	19%	20%	11%	13%	20%	28%	16%	16%	21%	5%
3	18%	20%	21%	11%	19%	18%	19%	17%	22%	12%	29%	15%	17%
2	14%	10%	15%	16%	15%	12%	15%	8%	9%	26%	15%	14%	14%
1 - Not at all interested	20%	24%	17%	20%	12%	21%	25%	21%	17%	17%	21%	19%	17%
Don't know/won't say	*	-	-	3%	-	2%	-	-	-	-	-	*	-
Mean †	3.2	3.1	3.3	3.3	3.5	3.3	3.0	3.4	3.3	3.2	3.0	3.3	3.5

Interest In Course Types Provided By College In Rio Rancho: Online Courses (continued)

Among Those Who Express Interest in Taking Courses Toward a Degree at a College Campus/Branch in Rio Rancho

Question 33: 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 (courses taught over the Internet)** through a college campus or branch located in Rio Rancho?

	Total Responses (N=330)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very interested	29%	29%	16%	57%	21%	11%	36%	33%	24%	32%	27%	27%
4	19%	20%	8%	26%	10%	17%	18%	21%	15%	17%	22%	15%
3	18%	18%	37%	3%	8%	18%	12%	16%	21%	20%	14%	23%
2	14%	13%	23%	6%	22%	15%	11%	12%	17%	14%	12%	18%
1 - Not at all interested	20%	19%	16%	9%	39%	39%	23%	18%	23%	16%	25%	17%
Don't know/won't say	*	1%	-	-	-	-	-	1%	-	1%	-	-
Mean †	3.2	3.3	2.8	4.2	2.5	2.5	3.3	3.4	3.0	3.4	3.1	3.2

* Less than 1% reported.

† 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. The Don't know/won't say responses are excluded from the calculation of the mean.

Interest In Course Types Provided By College In Rio Rancho: Instructional Television (ITV) Courses

Among Those Who Express Interest in Taking Courses Toward a Degree at a College Campus/Branch in Rio Rancho

Question 34: 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 (courses either taught live over the television or available by tape)** through a college campus or branch located in Rio Rancho?

	Total Responses (N=330)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Sur-rounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very interested	12%	16%	13%	5%	-	13%	11%	13%	14%	10%	13%	10%	15%
4	15%	10%	16%	30%	23%	6%	13%	16%	21%	14%	15%	17%	11%
3	19%	20%	17%	6%	26%	33%	22%	16%	20%	17%	12%	20%	27%
2	18%	18%	15%	25%	13%	15%	23%	14%	15%	18%	21%	18%	12%
1 - Not at all interested	34%	33%	39%	33%	38%	33%	29%	38%	29%	39%	39%	33%	33%
Don't know/won't say	2%	3%	1%	2%	-	-	1%	2%	1%	3%	1%	2%	2%
<i>Mean †</i>	2.5	2.6	2.5	2.5	2.3	2.5	2.5	2.5	2.7	2.4	2.4	2.5	2.6

	Total Responses (N=330)	Annual Household Income					Education				Marital Status		
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
5 - Very interested	12%	11%	13%	10%	14%	19%	16%	4%	12%	9%	8%	13%	18%
4	15%	9%	16%	26%	14%	8%	10%	16%	20%	18%	11%	16%	14%
3	19%	14%	22%	10%	24%	15%	11%	26%	17%	28%	18%	20%	7%
2	18%	21%	17%	17%	20%	18%	15%	20%	18%	19%	22%	16%	20%
1 - Not at all interested	34%	45%	30%	34%	25%	36%	46%	30%	31%	27%	40%	33%	41%
Don't know/won't say	2%	-	2%	3%	3%	4%	2%	3%	1%	-	1%	2%	-
<i>Mean †</i>	2.5	2.2	2.6	2.6	2.7	2.5	2.3	2.4	2.6	2.6	2.2	2.6	2.5

Interest In Course Types Provided By College In Rio Rancho: Instructional Television (ITV) Courses *(continued)*

Among Those Who Express Interest in Taking Courses Toward a Degree at a College Campus/Branch in Rio Rancho

Question 34: 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 (courses either taught live over the television or available by tape)** through a college campus or branch located in Rio Rancho?

	Total Responses (N=330)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very interested	12%	12%	6%	13%	10%	7%	22%	15%	7%	19%	9%	9%
4	15%	15%	15%	19%	16%	14%	17%	13%	18%	17%	16%	10%
3	19%	20%	16%	14%	-	34%	12%	18%	19%	13%	22%	20%
2	18%	15%	42%	17%	22%	12%	10%	17%	18%	25%	11%	21%
1 - Not at all interested	34%	36%	21%	33%	51%	30%	39%	34%	36%	23%	40%	40%
Don't know/won't say	2%	2%	-	5%	-	3%	-	2%	1%	3%	2%	-
Mean †	2.5	2.5	2.4	2.6	2.1	2.5	2.7	2.6	2.4	2.8	2.4	2.3

† 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. The Don't know/won't say responses are excluded from the calculation of the mean.

Interest In Course Types Provided By College In Rio Rancho: In-Classroom Live Courses

Among Those Who Express Interest in Taking Courses Toward a Degree at a College Campus/Branch in Rio Rancho

Question 35: 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** through a college campus or branch located in Rio Rancho?

	Total Responses (N=330)	Region					Gender		Ethnicity		Age		
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
5 - Very interested	58%	55%	53%	71%	69%	73%	50%	64%	65%	58%	59%	60%	53%
4	20%	21%	23%	14%	12%	25%	28%	16%	12%	21%	22%	19%	21%
3	14%	16%	15%	12%	6%	3%	15%	13%	17%	14%	10%	16%	16%
2	4%	5%	4%	-	7%	-	4%	4%	3%	4%	6%	1%	5%
1 - Not at all interested	3%	3%	4%	2%	6%	-	3%	4%	2%	2%	2%	4%	4%
Don't know/won't say	1%	1%	1%	-	-	-	1%	*	1%	*	-	-	1%
Mean †	4.3	4.2	4.2	4.5	4.3	4.7	4.2	4.3	4.4	4.3	4.3	4.3	4.1

	Total Responses (N=330)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated Widowed
5 - Very interested	58%	66%	56%	57%	49%	62%	60%	44%	60%	63%	65%	56%	63%
4	20%	17%	22%	25%	25%	16%	19%	26%	18%	26%	20%	21%	16%
3	14%	13%	14%	12%	16%	16%	12%	21%	14%	8%	11%	15%	10%
2	4%	3%	6%	2%	4%	-	6%	5%	4%	2%	4%	4%	5%
1 - Not at all interested	3%	1%	2%	-	6%	5%	2%	4%	3%	2%	-	3%	7%
Don't know/won't say	1%	-	-	4%	-	2%	-	-	1%	-	-	1%	-
Mean †	4.3	4.4	4.2	4.4	4.1	4.3	4.3	4.0	4.3	4.5	4.5	4.2	4.2

Interest In Course Types Provided By College In Rio Rancho: In-Classroom Live Courses *(continued)*

Among Those Who Express Interest in Taking Courses Toward a Degree at a College Campus/Branch in Rio Rancho

Question 35: 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** through a college campus or branch located in Rio Rancho?

	Employment							Children Under 18 Living in Home		Interested In Taking Courses		
	Total Responses (N=330)	Employed Full-Time	Employed Part-Time	Self Employed/Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/Depends	Already Taking Classes
5 - Very interested	58%	52%	61%	54%	74%	68%	70%	58%	59%	60%	54%	65%
4	20%	21%	25%	21%	8%	13%	17%	22%	18%	22%	21%	17%
3	14%	18%	5%	20%	-	8%	9%	15%	13%	12%	19%	7%
2	4%	4%	8%	2%	8%	7%	-	3%	5%	5%	1%	6%
1 - Not at all interested	3%	4%	1%	3%	10%	4%	3%	2%	4%	*	5%	4%
Don't know/won't say	1%	1%	-	-	-	-	1%	1%	*	1%	*	-
Mean †	4.3	4.1	4.4	4.2	4.3	4.4	4.5	4.3	4.2	4.4	4.2	4.3

* Less than 1% reported.

† 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. The Don't know/won't say responses are excluded from the calculation of the mean.

Interest In Taking Continuing Education Classes In Rio Rancho

Question 36: Would you consider taking continuing education courses, such as courses for personal interest, to complete a certification, or job-related classes, at a school in Rio Rancho?

	Total Sample (N=400)	Region				Gender		Ethnicity		Age			
		Westside ABQ	Southern Rio Rancho	Northern Rio Rancho	Corrales	Surrounding Area	Male	Female	Hispanic	Anglo	18-34 Years	35-49 Years	50 Years And Over
Yes	86%	86%	89%	93%	86%	68%	84%	88%	90%	87%	86%	89%	82%
No	11%	12%	9%	7%	14%	19%	14%	9%	8%	11%	12%	7%	16%
Don't know/won't say	2%	2%	2%	-	-	13%	2%	2%	2%	2%	2%	3%	1%

	Total Sample (N=400)	Annual Household Income				Education				Marital Status			
		Less than \$40,000	\$40,000 to \$59,999	\$60,000 to \$74,999	\$75,000 And Over	High School Degree	Some College	2-Year Assoc./ Cert.	4-Year College Degree	Attended Graduate School	Single	Married	Divorced/ Separated/ Widowed
Yes	86%	82%	87%	88%	92%	89%	89%	82%	91%	80%	86%	88%	76%
No	11%	15%	12%	6%	8%	8%	10%	16%	9%	16%	10%	10%	24%
Don't know/won't say	2%	3%	1%	6%	1%	4%	2%	2%	-	4%	4%	2%	-

	Total Sample (N=400)	Employment					Children Under 18 Living in Home		Interested In Taking Courses			
		Employed Full-Time	Employed Part-Time	Self Employed/ Owner	Full-Time Student	Retired	Not Employed	Yes	No	Very Interested	SW Interested/ Depends	Already Taking Classes
Yes	86%	89%	90%	89%	74%	80%	82%	91%	82%	86%	86%	89%
No	11%	10%	10%	11%	15%	18%	12%	7%	16%	12%	12%	9%
Don't know/won't say	2%	2%	-	-	11%	2%	6%	2%	3%	2%	2%	2%

Continuing Education Courses of Interest
Among Those Who Would Consider Taking Continuing Education Courses
(Unaided Responses)

Question 37: Which continuing education courses would you be interested in taking at a school in Rio Rancho? (Among those who would consider taking continuing education courses)

	<i>Total Responses (N=346)</i>		<i>Total Responses (N=346)</i>		<i>Total Responses (N=346)</i>
<u>Business</u>		<u>Arts</u>		Business computer	*
Business	6%	Art	5%	Business IT courses	*
General business courses	*	Photography	2%	Business Computer degree	*
B.A. in Business	-	Music	2%	IT Programmer	*
Accounting	5%	Art degree	1%	Electronics	1%
Accounting Principals	*	Pottery	1%	Graphic Design	1%
Tax Accounting	*	Pottery classes	*	Digital Photography	*
Finance	3%	Theater	*	Web Design	1%
Office Finance	*	Creative Arts	*	Web Technology	*
Business Administration	2%	Graphic Arts	*	Web Development	-
Business Management	2%	Photography courses	*	Internet classes	*
Business Psychology	*	Woodworking	*	Computer Photography	*
Management	1%	Woodworking courses	*	Technical	*
Construction Management	1%	Glass Art	*	Technology classes	1%
Real Estate	2%	Photography classes	*	Flash computer program	*
Real Estate license	*	Music oriented classes	*	Animation	*
Real Estate appraisal	*	Arts	*	Geographic Information Systems (GIS)	*
Public Administration	*	Painting	*		
Administration	*	Fine Art	*	<u>Medical</u>	
Administrative Management	*	Art classes	*	Nursing	2%
Leadership courses	*	Graphics	*	Medical base course	1%
Economics	*	Glass Blowing	*	Medical	2%
Macro and Micro Economics	*	Ceramics	-	Medical assistant	*
Bookkeeping	*	Art related courses	*	Radiology	1%
Certification in Human Resources	*	Film Making	*	Massage Therapy	1%
Human Resources assistant	*	Music related courses	*	Certification courses for medical tech	*
Public Relations	*			Dental Hygienist	*
Art business 101 if there is such a thing/entrepreneurial	*	<u>Technical/Computers</u>		Pharmacy Technician	*
Project Management courses	*	Computer/Computer classes	6%	Lab technician	*
Banking	*	Personal computers	1%	Health	*
Masters degree in Administration	*	Excel class	*	Healthcare Industry	1%
Marketing	*	Computer software course	1%	Dental related	*
Management health job-related	*	Computer Programming	2%	Hygiene	*
Agri-Business	*	Computer Technology	*	First Aid/CPR	*
Education Administration	*	Computer Literacy	*	Emergency medical technician courses	*
Educational system budget/Finance	*	Computer Science	1%	Pharmacology	*
Small Business training	*	Computer Graphics	*	X-Ray tech	*
Professional Development	*	Computer tech	*	Alternative Medicine	*
				Chinese Medicine	*
				Vocational Rehabilitation	*

Continuing Education Courses of Interest (continued)
Among Those Who Would Consider Taking Continuing Education Courses
(Unaided Responses)

Question 37: Which continuing education courses would you be interested in taking at a school in Rio Rancho? (Among those who would consider taking continuing education courses)

	Total Responses (N=346)		Total Responses (N=346)		Total Responses (N=346)
<u>Physical Education/Recreational</u>		<u>Education/Teaching</u>		<u>Science</u>	
Physical Education classes	1%	Education/Education classes	5%	Geology	1%
Physical Fitness	*	Teaching	1%	Anthropology	1%
Fitness	1%	Education certification	*	Lab	1%
Dance	1%	Teaching certificates	*	Organic Chemistry	*
Personal training	*	Masters degree in Education	1%	Physics	*
Ballroom dancing	*	Education Arts	*	Forensic Science	*
Salsa dancing	*	Music Education	*	Biosciences	*
Sports	*	New Mexico teaching certificate	*	Science	*
Swimming	*	Teaching different languages	*	Natural Science	*
Tai Chi classes	*	Education courses to qualify for teaching	*	Nutritional Sciences	*
Tennis	*	Classroom teacher classes	*	Genealogy	*
Any kind of sporting	*	Preschool class	*	History of Genealogy	*
Yoga	*	Early Child Development	1%	Geography	*
Weight training	-	Classroom management technology for elementary school	*	Biology	*
		Elementary Education	*	Forensics DNA	-
				Archaeology	*
<u>Languages</u>		<u>Engineering</u>		Library Science	*
Language classes	4%	Engineering	2%		
Spanish	4%	Civil Engineering	1%	<u>Vocational/Trade</u>	
Conversational Spanish	*	Engineering courses	*	Carpentry	1%
Communicative Spanish reading specialists	*	Electrical Engineering	*	Welding	1%
Foreign languages	*	Mechanical	*	Vocational or career classes	1%
Japanese	1%	Engineering courses any type	*	Trades	1%
Second language	*	Petroleum Engineering	*	Diesel Mechanics	1%
Sign language classes	*	Chemical Engineering classes	*	Plumbing	*
French	*	Metallurgy (Metal Engineering)	*	Contracting classes	*
				Courses that continue electrician	*
<u>Legal/Political Science</u>		<u>Social Sciences</u>		Anything in construction field	*
Criminal Justice	2%	Psychology	2%	Construction-related	*
Political Science	1%	Sociology	2%	Elementary education courses	*
Law	1%	Developmental Psychology	*	Aviation	*
Legal classes	*	Humanities	*	Advanced Aviation	*
		Liberal Arts	*	Mechanical specialist for irrigation	*
<u>Home Economics/Culinary</u>		<u>Counseling/Social Work</u>			
Cooking	1%	Social work	1%	<u>Computer Aided Drafting/Architecture</u>	
Culinary Arts	1%	Mediation	*	Surveying	1%
Food/Cuisine	1%			Land Surveying	*
Asian cooking	*				
Household courses	*				
Interior Design	*				

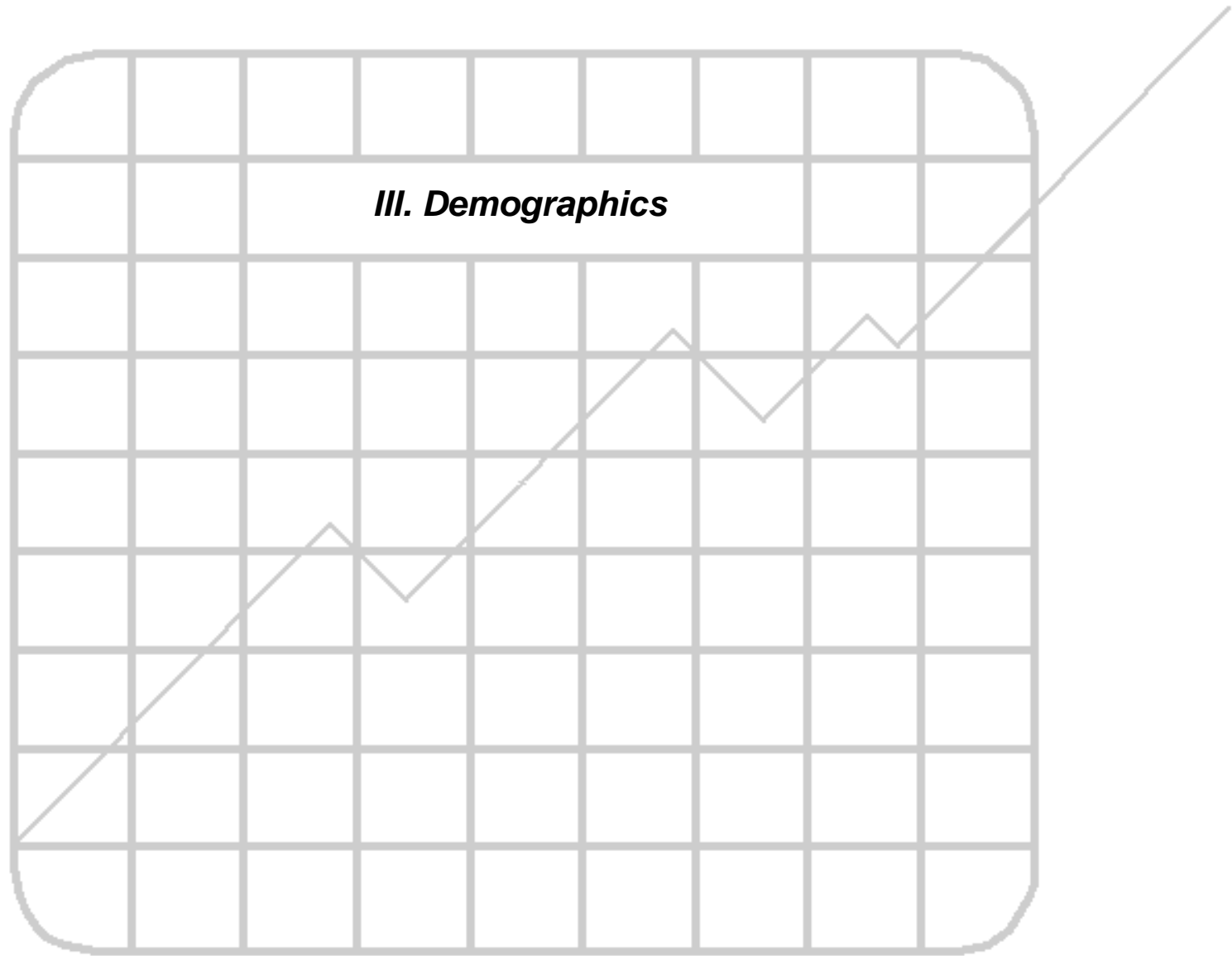
Continuing Education Courses of Interest (continued)
*Among Those Who Would Consider Taking Continuing Education Courses
(Unaided Responses)*

Question 37: Which continuing education courses would you be interested in taking at a school in Rio Rancho? (Among those who would consider taking continuing education courses)

	<i>Total Responses (N=346)</i>		<i>Total Responses (N=346)</i>		<i>Total Responses (N=346)</i>
<u>English/Literature/Writing/Reading</u>		<u>Hobbies/Special Interests</u>		<u>Other</u>	
Literature	1%	Wine and beer brewing classes	1%	UNM personal interest	*
English	1%	Basket weaving	*	TVI	*
Creative Writing	1%	Chess	*	Basics	*
Writing classes	1%	Sand Painting	*	Job-related	*
Reading	*	Jewelry making	*	CID courses	*
Literacy	*	Landscaping	*	AR degrees	*
Journalism	*	Crafts	*		
Book editing	*	Weaving	1%	<u>None/Don't Know/None Specific</u>	
Publishing	*	Craft things	-	Anything	1%
		Landscaping	*	Something fun	1%
<u>Math</u>		Gardening	1%	Not sure what kind of classes are offered	1%
Math classes	1%	Silversmithing	*	None	*
Calculus	*	Interior Decorating	*	Job-related	2%
Statistics	*			Don't know/won't say	13%
Higher math	*	<u>Communication/Journalism</u>			
Computer-related math classes	*	Interacting with people	*		
		Communications	*		
<u>History/Culture</u>		Media	*		
History	2%				
New Mexico History	1%	<u>General Personal Enrichment</u>			
Art History	*	Personal interests	1%		
Southwest History	*	Health Insurance	*		
American History	*	Life Insurance	*		
Educational-related history	1%	Insurance-related	*		
		General education	*		
<u>Cosmetology</u>		Adult education	*		
Cosmetology	1%	Creative thinking courses	*		
Nails and feet (cosmetology)	*				
		<u>Religious</u>			
		Religion	*		

* Less than 1% reported.

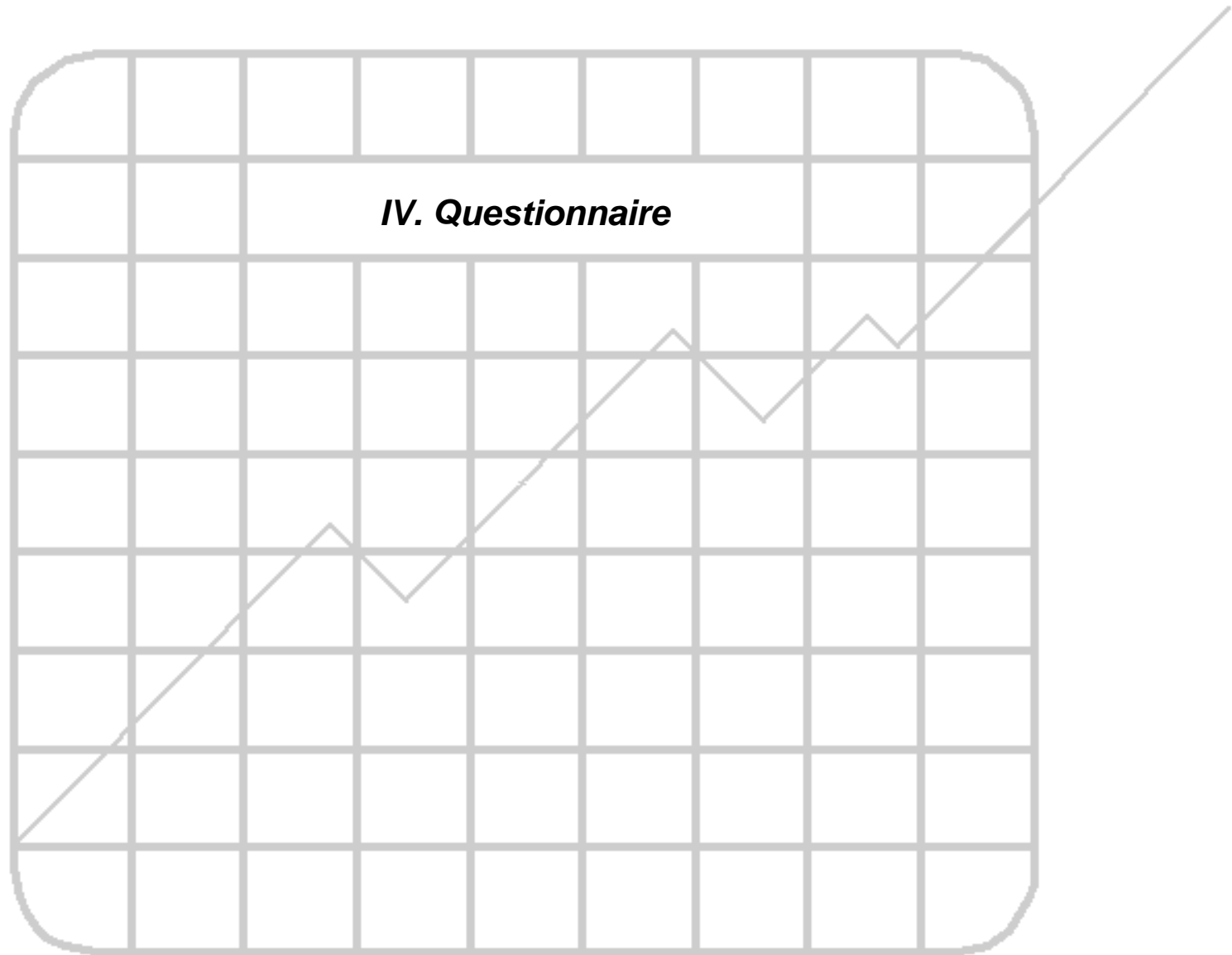
Note: The sum of the percentages exceeds 100% due to multiple responses.



Demographics of Sample

	<i>Total Sample (N=400)</i>		<i>Total Sample (N=400)</i>
<u>Gender</u>		<u>Employment</u>	
Male	43%	Employed full-time	52%
Female	57%	Employed part-time	12%
		Self-employed/owner	11%
		A full-time student	4%
		Retired	10%
		A homemaker	8%
		Not employed at this time	7%
		Don't know/won't say	*
<u>Age</u>		<u>Marital Status</u>	
18 to 24 years	10%	Single	24%
25 to 34 years	25%	Married	67%
35 to 49 years	38%	Divorced	6%
50 to 64 years	19%	Separated	*
65 years and over	7%	Widowed	2%
Won't say	2%	Won't say	1%
		<u>Region</u>	
<u>Ethnicity</u>		Westside	48%
Hispanic	27%	Southern Rio Rancho	25%
Anglo	57%	Northern Rio Rancho	14%
Black/African-American	2%	Corrales	6%
Native American Indian	3%	Surrounding area	6%
Other	8%	Don't know/won't say	1%
Won't say	2%	<u>Education Level</u>	
<u>Household Income</u>		High school degree	16%
Less than \$30,000	10%	Some college	21%
\$30,000 to \$39,999	11%	2-year associate degree or certificate	15%
\$40,000 to \$49,999	12%	4-year college degree	27%
\$50,000 to \$59,999	14%	Attended graduate school	21%
\$60,000 to \$74,999	13%		
\$75,000 and over	27%		
Won't say	13%		
		<u>Children Under 18 Living At Home</u>	
Yes	52%		
No	47%		
Don't know/won't say	1%		

* Less than 1% reported.



**University of New Mexico - Westside Campus
Market Research Survey
May 2006
FINAL
N=400 (Westside/Rio Rancho Prospective Post-Secondary Students)**

Hello. My name is (YOUR NAME) from Research & Polling, Inc. We are conducting a survey about educational issues in your area. I assure you we are not selling anything, and we would greatly appreciate your opinions.

A. Are you 18 years of age or older?

1. Yes
2. No (*ASK TO SPEAK TO SOMEONE IN THE HOUSEHOLD WHO IS 18 YEARS OF AGE OR OLDER; REPEAT INTRO OR THANK & TERMINATE*)
3. Won't say (*THANK & TERMINATE*)

B. What is the highest level of education you have completed? (READ CATEGORIES)

01. Some high school (*ASK IF THERE IS ANYONE IN THE HOUSEHOLD WITH A HIGH SCHOOL DEGREE OR HIGHER; IF NOT, THANK & TERMINATE*)
02. High school degree
03. Some college
04. 2-year associates degree or certificate
05. 4-year college degree
06. Attended graduate school
07. Master's degree
08. Doctoral degree (*ASK IF THERE IS ANOTHER ADULT IN THE HOUSEHOLD WITH LESS THAN A DOCTORAL DEGREE; IF NOT, THANK & TERMINATE*)
09. Other (*DO NOT READ*) (*THANK & TERMINATE*)
10. Won't say (*DO NOT READ*) (*THANK & TERMINATE*)

C. Are you currently a student or attending classes at a university or community college in New Mexico? (IF YES, ASK...) Where are you currently taking courses? (DO NOT READ CATEGORIES) (TAKE UP TO TWO RESPONSES)

POLLER NOTE: CLARIFY THAT THE COURSES MUST BE TAKEN PHYSICALLY AT THE UNIVERSITY/COMMUNITY COLLEGE.

POLLER NOTE: IF RESPONDENT SAYS “UNIVERSITY OF NEW MEXICO (UNM)” OR “ALBUQUERQUE TVI”, CLARIFY WHICH CAMPUS OR LOCATION.

- | | |
|---|--|
| 01. University of New Mexico (UNM) – Main Campus | 09. College of Santa Fe – Albuquerque Campus |
| 02. University of New Mexico (UNM) – Rio Rancho location | 10. ITT Technical Institute |
| 03. Albuquerque TVI – Main Campus | 11. National American University |
| 04. Albuquerque TVI Westside | 12. New Mexico State University |
| 05. Albuquerque TVI – Montoya Campus | |
| 06. Albuquerque TVI – South Valley Campus | 98. No, not currently a student/taking courses |
| 07. University of Phoenix | 99. Don't know/won't say |
| 08. New Mexico Highlands University – Rio Rancho location | |

Other (SPECIFY) _____

Are you taking any courses...:

D. Online? (IF YES, ASK...) Through which school(s) are you currently taking online courses? (DO NOT READ CATEGORIES) (TAKE UP TO TWO RESPONSES)

POLLER NOTE: IF RESPONDENT SAYS “UNIVERSITY OF NEW MEXICO (UNM)” OR “ALBUQUERQUE TVI”, CLARIFY WHICH CAMPUS OR LOCATION.

- | | |
|---|--|
| 01. University of New Mexico (UNM) – Main Campus | 09. College of Santa Fe – Albuquerque Campus |
| 02. University of New Mexico (UNM) – Rio Rancho location | 10. ITT Technical Institute |
| 03. Albuquerque TVI – Main Campus | 11. National American University |
| 04. Albuquerque TVI Westside | 12. New Mexico State University |
| 05. Albuquerque TVI – Montoya Campus | |
| 06. Albuquerque TVI – South Valley Campus | 98. No, not currently a student/taking courses |
| 07. University of Phoenix | 99. Don't know/won't say |
| 08. New Mexico Highlands University – Rio Rancho location | |

Other (SPECIFY) _____

E. Through instructional television, or ITV? (IF YES, ASK...) Through which school(s) are you currently taking instructional television (ITV) courses? (DO NOT READ CATEGORIES) (TAKE UP TO TWO RESPONSES)

POLLER NOTE: IF RESPONDENT SAYS “UNIVERSITY OF NEW MEXICO (UNM)” OR “ALBUQUERQUE TVI”, CLARIFY WHICH CAMPUS OR LOCATION.

- | | |
|---|--|
| 01. University of New Mexico (UNM) – Main Campus | 09. College of Santa Fe – Albuquerque Campus |
| 02. University of New Mexico (UNM) – Rio Rancho location | 10. ITT Technical Institute |
| 03. Albuquerque TVI – Main Campus | 11. National American University |
| 04. Albuquerque TVI Westside | 12. New Mexico State University |
| 05. Albuquerque TVI – Montoya Campus | |
| 06. Albuquerque TVI – South Valley Campus | 98. No, not currently a student/taking courses |
| 07. University of Phoenix | 99. Don't know/won't say |
| 08. New Mexico Highlands University – Rio Rancho location | |

Other (SPECIFY) _____

POLLER NOTE: DID RESPONDENT ANSWER “98. No” or “99. Don't know/won't say” TO ALL OF SCREENERS C, D AND E?

1. Answered No to all (CONTINUE)
2. Answered a school to one or more (SKIP TO QUESTION 1)

F. How interested are you in taking classes or courses to further your education in the next five years? Would you say you are very interested, somewhat interested, somewhat uninterested, or not at all interested?

1. Very interested
2. Somewhat interested
3. Depends/Mixed Feelings (VOLUNTEERED)
4. Somewhat uninterested
5. Not at all interested
6. Don't know/won't say

POLLER: IF ANSWER IS 4, 5 OR 6, ASK IF THERE IS ANOTHER ADULT IN THE HOUSEHOLD THAT IS CURRENTLY TAKING COURSES OR MIGHT BE INTERESTED (START OVER AT A); IF NOT, THANK & TERMINATE.

1. **Are you currently (taking classes to further/interested in furthering) your education by... (READ CATEGORIES) ? (TAKE UP TO THREE RESPONSES)**

- 01. Taking a class/some classes for personal interest
- 02. Taking courses that are job-related or to assist you with your career
- 03. Working towards earning a bachelor's degree
- 04. Working towards earning a master's degree

OR some other reason?

(SPECIFY) _____

- 99. Don't know/won't say

2. **What qualities or features are important to you when selecting an educational institution to further your education? (DO NOT READ CATEGORIES) (TAKE UP TO THREE RESPONSES)**

- | | |
|---|---|
| 01. Convenient course hours | 12. School being accredited |
| 02. Convenient campus locations | 13. University campus atmosphere |
| 03. Credits easy to transfer | 14. Being a university/4-year college |
| 04. Evening degree programs/courses offered | 15. Offers online courses |
| 05. Weekend degree programs/courses offered | 16. Offers Instructional Television (ITV) courses |
| 06. Cost/affordable | 17. Reputation of school/program |
| 07. Having a counselor/advisor | 18. Availability of classes |
| 08. Payment plan available | |
| 09. Small class sizes | 98. Nothing in particular |
| 10. Classes/courses that interest me | 99. Don't know/won't say |
| 11. Availability of financial aid | |

Other (SPECIFY) _____

I am going to read you a list of attributes certain colleges offer to students. 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 me the level of importance you would place on each attribute when choosing where you will attend school. The first one is: (RANDOMIZE)

	<u>VERY</u> <u>IMPORTANT</u>					<u>NOT AT ALL</u> <u>IMPORTANT</u>	<u>DON'T KNOW/ WON'T SAY</u>				
3. Affordability	5	4	3	2	1	6
4. Convenience of location	5	4	3	2	1	6
5. Multiple locations	5	4	3	2	1	6
6. Educational institution is accredited (meets appropriate academic standards)	5	4	3	2	1	6
7. Reputation of the school	5	4	3	2	1	6
8. University campus atmosphere	5	4	3	2	1	6
9. The school is a university or 4-year college	5	4	3	2	1	6
10. Classes are offered at convenient times for you	5	4	3	2	1	6
11. What types of degree programs, certifications, or training courses would you be interested in taking if they were available to you in the Westside/Rio Rancho area? (TAKE UP TO FIVE RESPONSES)											

(Enter verbatim) _____
 (Enter verbatim) _____
 (Enter verbatim) _____
 (Enter verbatim) _____
 (Enter verbatim) _____

500. Don't know/won't say

Now I am going to read you a list of various colleges or other post-secondary educational institutions. First, I would like for you to tell me whether or not you are aware of each one. Then, 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. The first one is: (RANDOMIZE 12, 14, 16, 18, 20, 22 ONLY)

	→ <u>YES</u>	↓ <u>NO</u>		<u>VERY FAVORABLE</u>	<u>VERY UNFAVORABLE</u>	<u>DON'T KNOW/ WON'T SAY</u>
12. New Mexico Highlands University – Rio Rancho location	1	2	13.	5	4	3
14. Albuquerque TVI -- Westside	1	2	15.	5	4	3
16. University of Phoenix – Albuquerque location	1	2	17.	5	4	3
18. National American University – Rio Rancho location	1	2	19.	5	4	3
20. ITT Technical Institute – Albuquerque Branch.....	1	2	21.	5	4	3
22. College of Santa Fe – Albuquerque Campus.....	1	2	23.	5	4	3
24. University of New Mexico – Main Campus.....	1	2	25.	5	4	3
26. University of New Mexico – Rio Rancho location	1	2	27.	5	4	3

POLLER NOTE: DID RESPONDENT SAY "1" IN QUESTION 24?

1. Yes
2. No (SKIP TO QUESTION 29)

28. Why do you feel this way about the University of New Mexico? (DO NOT READ CATEGORIES) (TAKE UP TO THREE RESPONSES)

POSITIVE

- 01. Good school
- 02. Inexpensive
- 03. Good variety of classes
- 04. Good variety of degrees
- 05. Good professors
- 06. Small classes
- 07. Offer night classes
- 08. Offer weekend classes
- 09. Convenient course hours
- 10. Good/convenient location
- 11. Accredited colleges
- 12. University/4-year college
- 13. I go there/went there
- 14. Offers online courses
- 15. Offers Instructional Television (ITV) courses
- 16. Local school
- 17. State school

NEGATIVE

- 18. Bad school
- 19. Expensive
- 20. Not enough variety of classes
- 21. Not enough variety of degrees
- 22. Poor professors
- 23. Classes too big
- 24. No courses offered during the day
- 25. Does not offer courses I am interested in
- 26. Inconvenient course hours
- 27. Bad/inconvenient location

- 98. No reason in particular
- 99. Don't know/won't say

Other (SPECIFY) _____

29. If you were to pursue furthering your education while living on the Westside or in Rio Rancho in the next five years, which local schools would you consider? (DO NOT READ CATEGORIES) (TAKE UP TO THREE RESPONSES)

POLLER NOTE: IF RESPONDENT SAYS "UNIVERSITY OF NEW MEXICO (UNM)" OR "ALBUQUERQUE TVI", CLARIFY WHICH CAMPUS OR LOCATION.

- 01. University of New Mexico (UNM) – Main Campus
- 02. University of New Mexico (UNM) – Rio Rancho location
- 03. Albuquerque TVI – Main Campus
- 04. Albuquerque TVI Westside
- 05. Albuquerque TVI – Montoya Campus
- 06. Albuquerque TVI – South Valley Campus
- 07. University of Phoenix

- 08. New Mexico Highlands University – Rio Rancho location
- 09. College of Santa Fe – Albuquerque Campus
- 10. ITT Technical Institute
- 11. National American University
- 12. New Mexico State University

- 99. Don't know/won't say

Other (SPECIFY) _____

30. Would you consider taking courses toward a degree at a college campus or branch located in Rio Rancho?

1. Yes
2. No (*SKIP TO QUESTION 36*)
3. Depends
3. Don't know/won't say (*SKIP TO QUESTION 36*)

31. If you had a choice of schools in Rio Rancho that you could take courses at, which school would you prefer: UNM, TVI, New Mexico Highlands University, or National American University? (*RANDOMIZE ORDER OF SCHOOL NAMES IN QUESTION*) (*TAKE ONLY ONE RESPONSE*)

1. UNM
 2. TVI
 3. New Mexico Highlands University
 4. National American University
98. None of these (*VOLUNTEERED*)
99. Don't know/won't say

32. How many courses would you want to and be able to take in a semester?

00. None
- _____ (*ENTER EXACT NUMBER OF COURSES*)
98. 98 courses or more
99. Don't know/won't say

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 (READ BELOW) through a college campus or branch located in Rio Rancho? (RANDOMIZE QUESTIONS 33-35)

- | | <u>VERY
INTERESTED</u> | | <u>NOT AT ALL
INTERESTED</u> | <u>DON'T KNOW/
WON'T SAY</u> | | | | | | | |
|---|----------------------------|-------|----------------------------------|----------------------------------|---|-------|---|-------|---|-------|---|
| 33. Online courses (courses taught over the Internet) | 5 | | 4 | | 3 | | 2 | | 1 | | 6 |
| 34. Instructional Television (ITV) courses (courses either taught live over television or available by tape) | 5 | | 4 | | 3 | | 2 | | 1 | | 6 |
| 35. In-classroom live courses | 5 | | 4 | | 3 | | 2 | | 1 | | 6 |
| 36. Would you consider taking continuing education courses, such as courses for personal interest, to complete a certification, or job-related classes, at a school in Rio Rancho? | | | | | | | | | | | |
| 1. Yes | | | | | | | | | | | |
| 2. No (SKIP TO INTRO BEFORE QUESTION 38) | | | | | | | | | | | |
| 3. Don't know/won't say (SKIP TO INTRO BEFORE QUESTION 38) | | | | | | | | | | | |
| 37. Which continuing education courses would you be interested in taking at a school in Rio Rancho? (DO NOT READ CATEGORIES) (TAKE UP TO FIVE RESPONSES) | | | | | | | | | | | |
| (Enter verbatim) _____ | | | | | | | | | | | |
| (Enter verbatim) _____ | | | | | | | | | | | |
| (Enter verbatim) _____ | | | | | | | | | | | |
| (Enter verbatim) _____ | | | | | | | | | | | |
| (Enter verbatim) _____ | | | | | | | | | | | |
| 500. Don't know/won't say | | | | | | | | | | | |

THANK YOU FOR YOUR PATIENCE, WE ARE ALMOST DONE. I WOULD LIKE TO ASK SOME QUESTIONS FOR STATISTICAL PURPOSES ONLY.

38. Which age category do you fit into? (READ CATEGORIES)

1. 18 to 24 years
2. 25 to 34 years
3. 35 to 49 years
4. 50 to 64 years
5. 65 years and over
6. Won't say

39. Do you consider yourself to be Hispanic, Anglo, African-American, Native American Indian or of other descent?

1. Hispanic
2. Anglo
3. Black/African-American
4. Native American Indian
5. Other
6. Won't say

40. Which of the following categories does your total household income fit into? (READ CATEGORIES)

1. Less than \$30,000
2. \$30,000 to \$39,999
3. \$40,000 to \$49,999
4. \$50,000 to \$59,999
5. \$60,000 to \$74,999
6. \$75,000 and over
7. Won't say

41. What is your marital status? (DO NOT READ CATEGORIES)

1. Single
2. Married
3. Divorced
4. Separated
5. Widowed
6. Won't Say

42. Are you: (READ CATEGORIES) (TAKE UP TO TWO RESPONSES)

1. Employed full-time
 2. Employed part-time
 3. Self-employed/owner
 4. A full-time student
 5. Retired
 6. A homemaker
- OR
7. Not employed at this time
 8. Don't know/won't say (DO NOT READ)

43. What is your zip code:

01. 87001
 02. 87004
 03. 87043
 04. 87048
 05. 87114
 06. 87124
 07. 87144
99. Don't know/won't say

Other (SPECIFY) _____

44. Do you have any children under 18 years old living at home?

1. Yes
2. No
3. Won't say

THIS CONCLUDES OUR SURVEY. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY.

NOTE TO POLLER, WAS RESPONDENT:

1. Male
2. Female

Respondent's Phone Number _____

Poller Name _____

Poller Code _____