

North Idaho College
Long Range Visioning and Planning
General Public Survey
Executive Summary Report
September 2011

Prepared by:

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Statement of Methodology

As part of a multi-methodology study, Robinson Research was commissioned by North Idaho College to conduct a 400-sample telephone study with adults in households in North Idaho. The purpose of the study was to evaluate the general public's attitudes and perceptions regarding NIC, to assist with NIC's Long Range Visioning and Planning.

Four hundred surveys were conducted between September 21, 2011 and October 1, 2011.

No fewer than fifteen percent (15%) of the interviews were monitored in their entirety, and an additional ten percent (10%) were called back by a supervisor for verification of key points of the data. Interim trial runs of the data were cross-tabulated by the interviewer as a quality assurance procedure.

A 400-sample survey has a margin of error of +/- 4.89 percent, which means that, in theory, results have a ninety-five percent (95%) chance of coming within +/- 4.89 percentage points of results that would have been obtained if all households in the five northern Idaho counties had been interviewed.

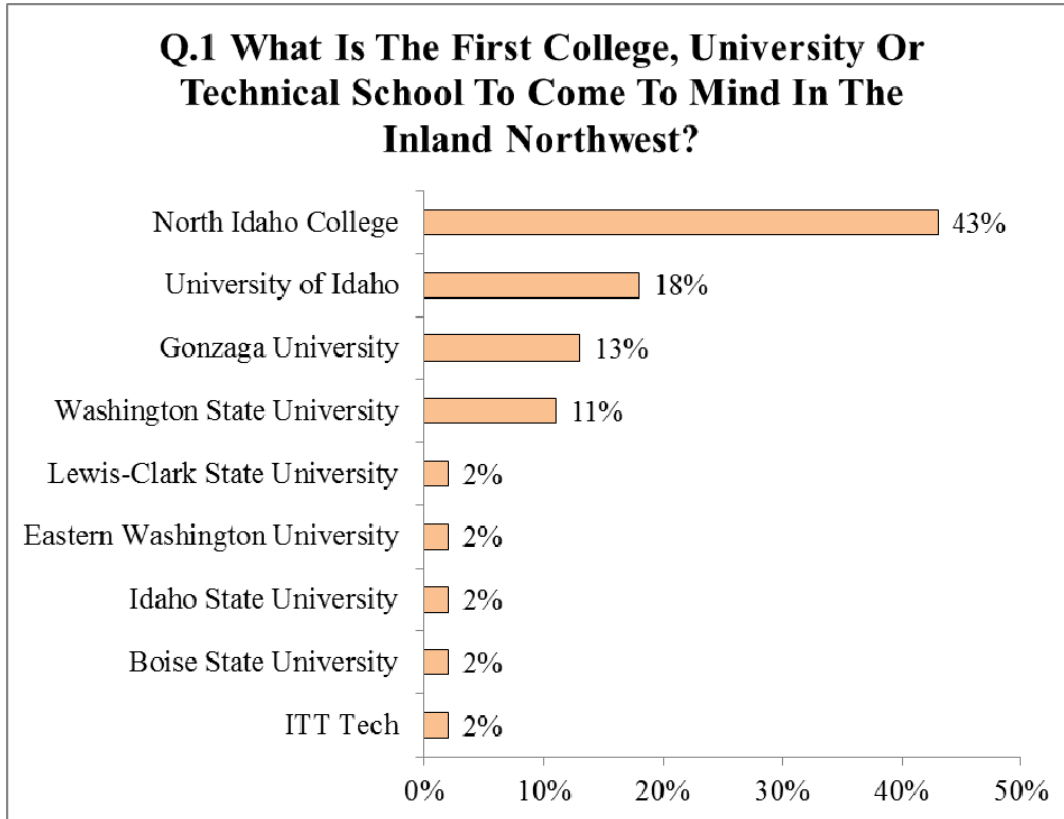
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Detailed Observations

Q.1 What is the first college, university or technical school to come to mind in the Inland Northwest?

A list of possible responses to this question was not read to respondents. Only one response was accepted.



Two-in-five (43%) respondents mentioned NIC as the first to come to mind.

Participants with a Bachelor's degree or Post Graduate education were less likely than average to mention NIC.

Respondents with a high school diploma or some high school were more likely than average to mention NIC.

Benewah County participants were less likely than average to mention NIC.

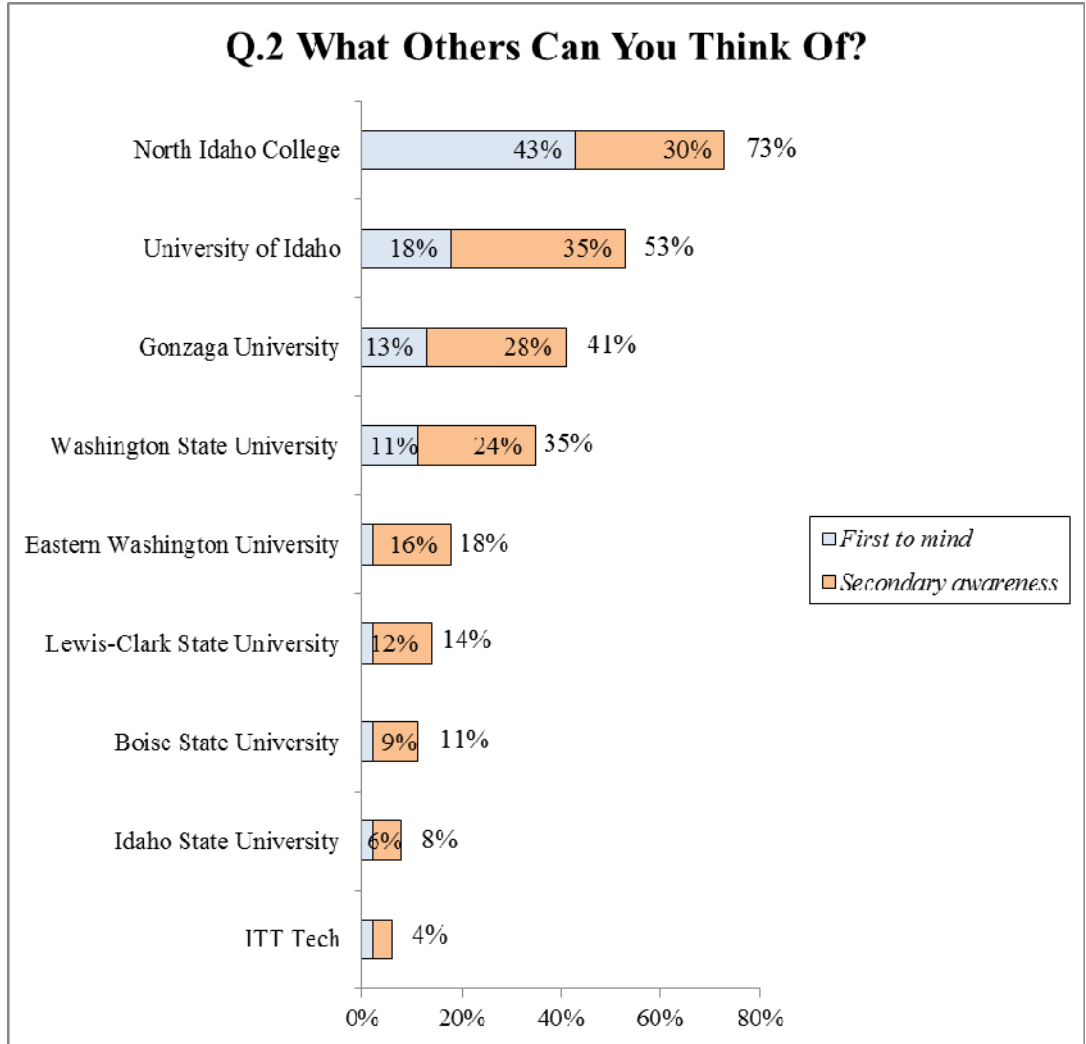
Respondents in the 25 to 34 age group were more likely than average to mention NIC.

Participants with a reported household income of \$75,001 to \$100,000 were less likely than average to mention NIC.

Q.2 What others can you think of?

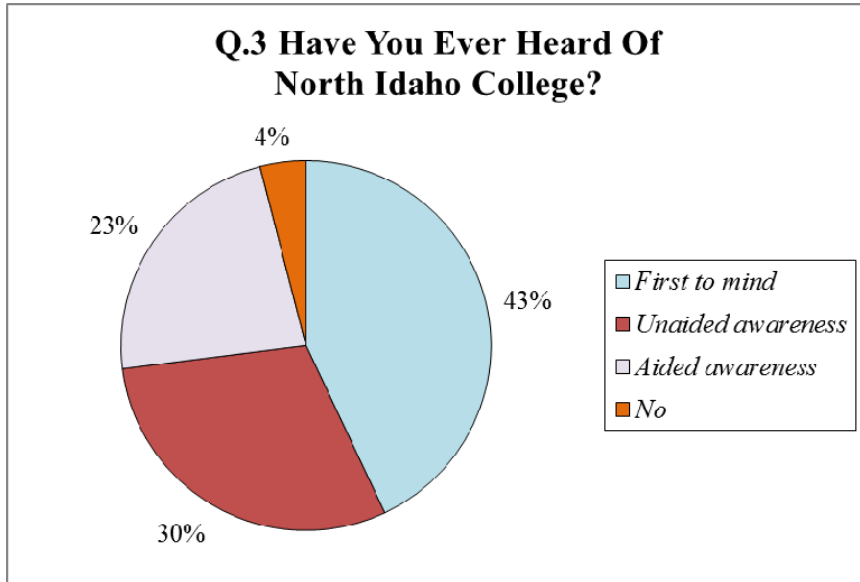
A list of possible responses to this question was not read to respondents. Multiple responses were accepted. Responses from Q.1 have been added to the following graph.

Three-in-four (73%) respondents demonstrated unaided awareness of NIC.



Q.3 Have you ever heard of North Idaho College?

This question was asked of the 109 respondents who did not mention NIC in the previous two questions. Responses from Q.1 and Q.2 have been added to the following graph.



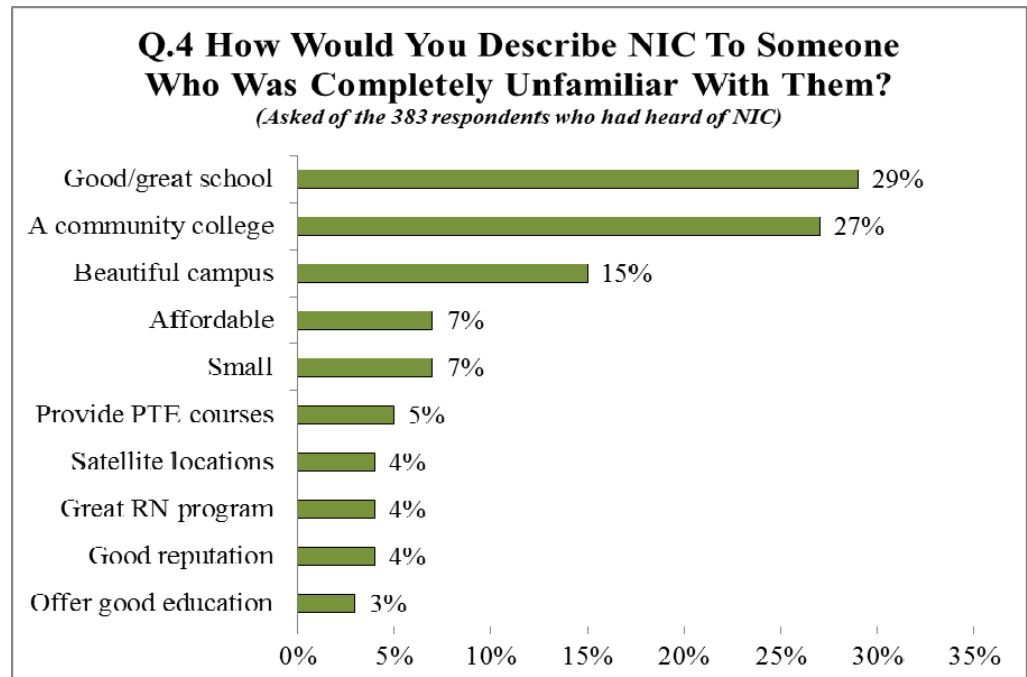
One-in-twenty-five (4%) respondents reported no awareness of NIC.

Participants aged 18 to 44 were significantly less likely than average to be unaware of NIC.

Q.4 How would you describe North Idaho College to someone who was completely unfamiliar with them?

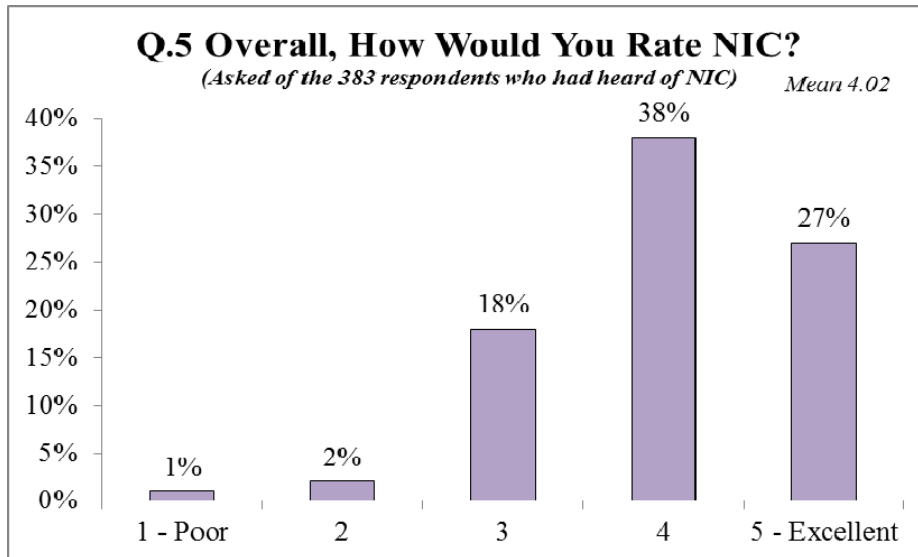
This question was asked of the 383 respondents who reported awareness of NIC. Responses were recorded verbatim and subsequently coded for ease of interpretation. The complete responses can be found under separate cover and are recommended reading.

Three-in-ten (29%) respondents described NIC as a good or great school.



Q.5 Overall, how would you rate NIC, using a one to five scale where one is poor and five is excellent?

This question was asked of the 383 respondents who reported awareness of NIC.



Two-in-three (65%) respondents rated NIC above the mid-point of the scale.

Participants who perceived themselves as very familiar with NIC were significantly more likely than average to give a higher rating.

Respondents who perceived themselves as not very familiar with NIC were significantly more likely than average to give a lower rating.

Participants who perceived NIC as placing too much emphasis on Professional Technical Education were more likely than average to give a lower rating.

Respondents with a Bachelor's degree were more likely than average to give a lower rating.

Participants in the \$25,000 to \$35,000 household income range were more likely than average to give a higher rating.

Respondents in the \$75,000 to \$100,000 household income group were more likely than average to give a lower rating.

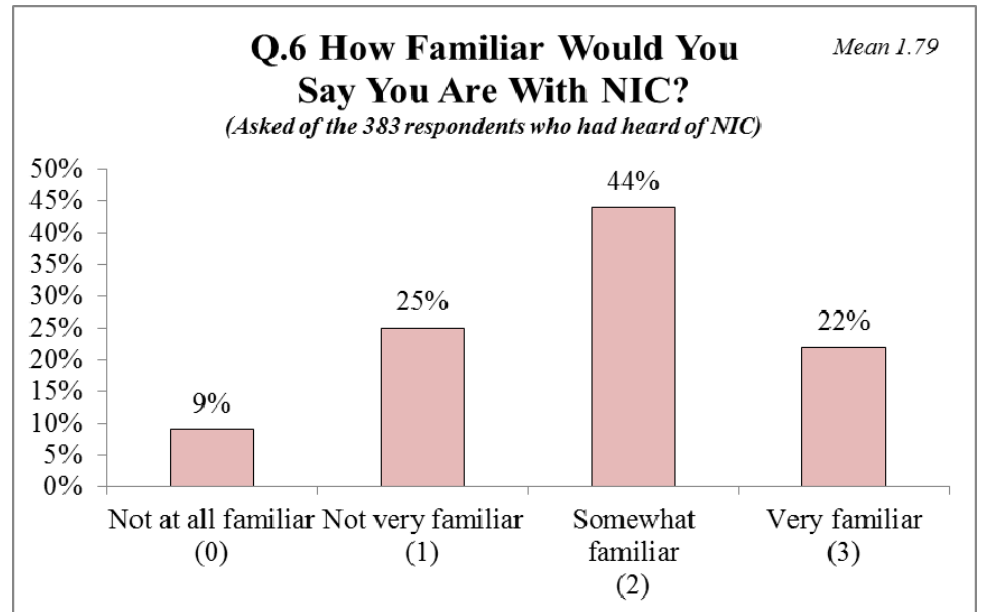
Q.6 How familiar would you say you are with NIC?

This question was asked of the 383 respondents who reported awareness of NIC.

Two-in-three (66%) respondents perceived themselves as somewhat or very familiar with NIC.

Participants who rated NIC as a four or five were significantly more likely than average to perceive themselves as more familiar with NIC.

Perceived familiarity increased with education.



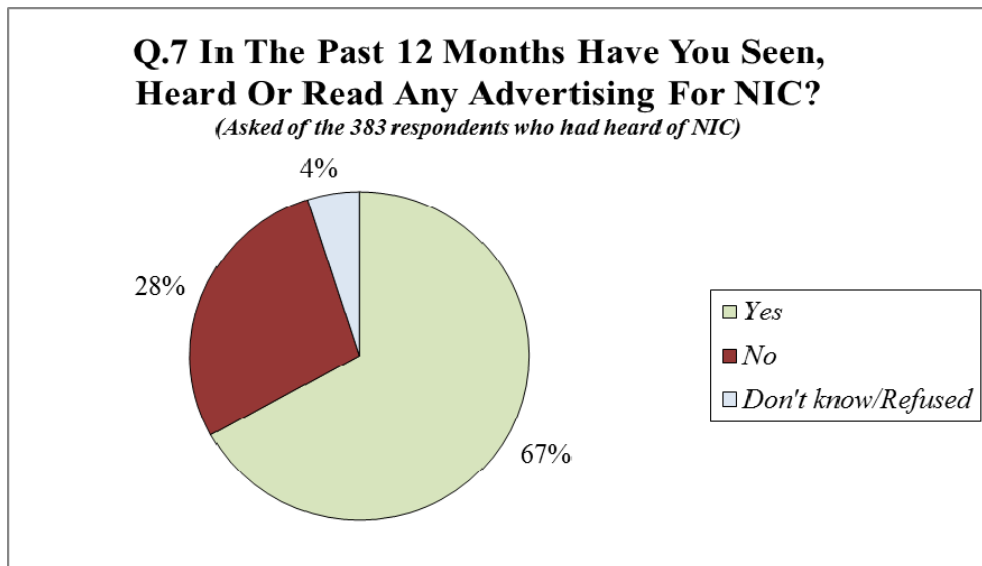
Bonner County respondents were more likely than average to perceive themselves as being less familiar.

Participants in the \$25,000 to \$35,000 household income group were more likely than average to perceive themselves as being less familiar with NIC.

Respondents with a reported household income of \$100,000 or more were more likely than average to perceive themselves as being more familiar.

Q.7 In the past 12 months have you seen, heard or read any advertising for NIC?

This question was asked of the 383 respondents who reported awareness of NIC.

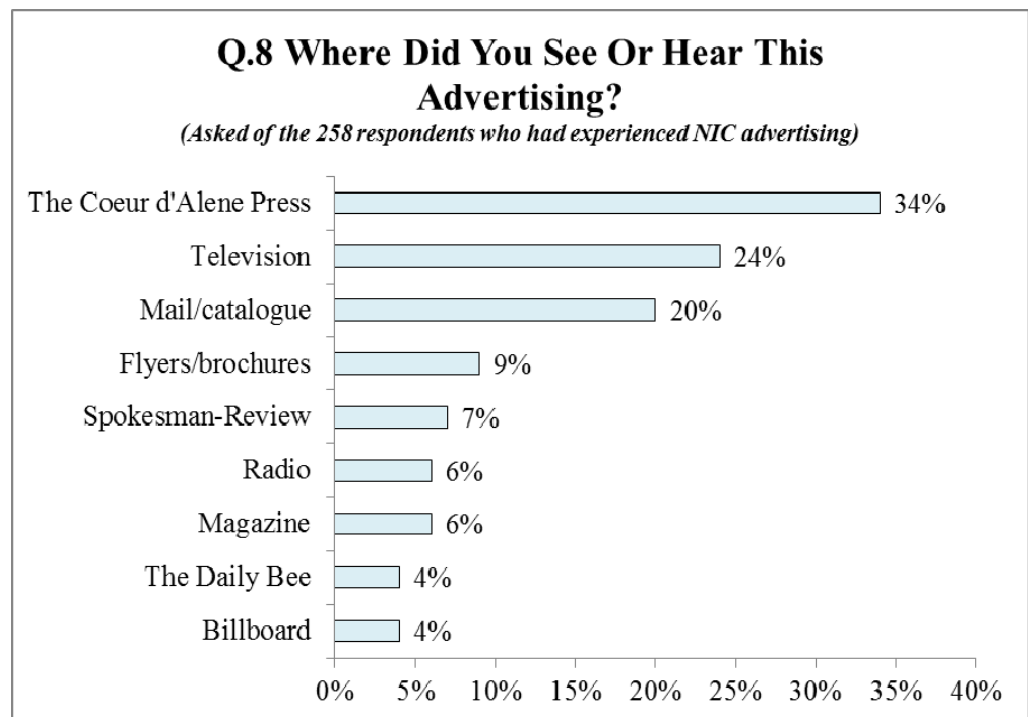


Two-in-three (67%) respondents reported awareness of advertising for NIC in the previous twelve months.

Q.8 Where did you see or hear this advertising?

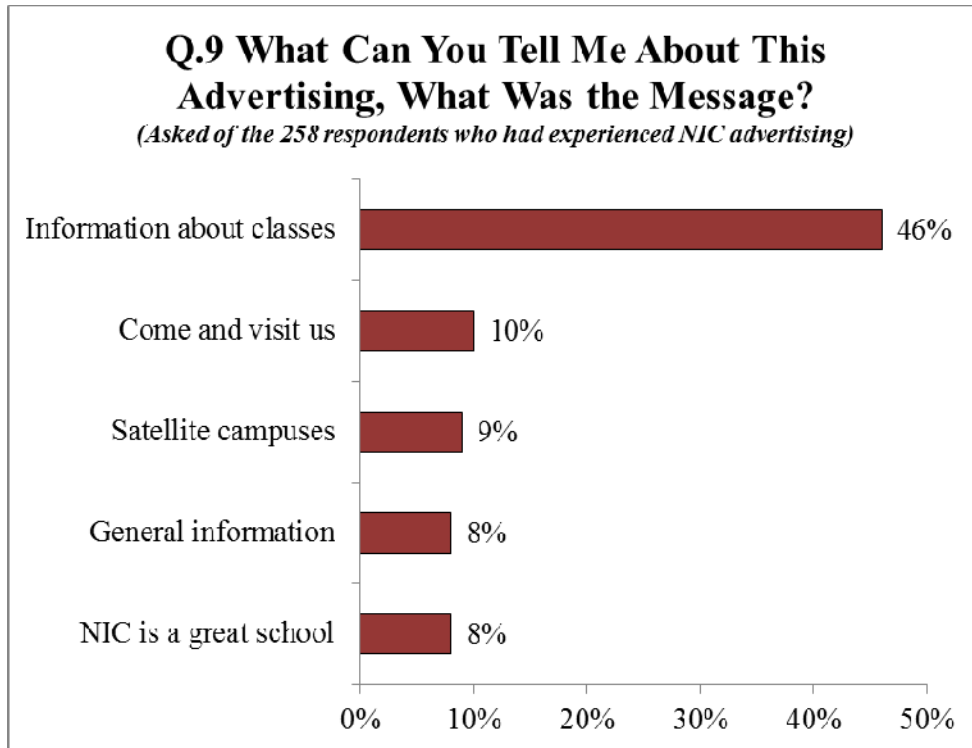
This question was asked of the 258 respondents who reported awareness of advertising for NIC. A list of possible responses to this question was not read to respondents. Multiple responses were accepted.

One-in-three (34%) participants reported seeing the advertising in the *Coeur d'Alene Press*.



Q.9 What can you tell me about this advertising?

This question was asked of the 258 respondents who reported awareness of advertising for NIC. Responses were recorded verbatim and subsequently coded for ease of interpretation. The complete responses can be found under separate cover and are recommended reading.

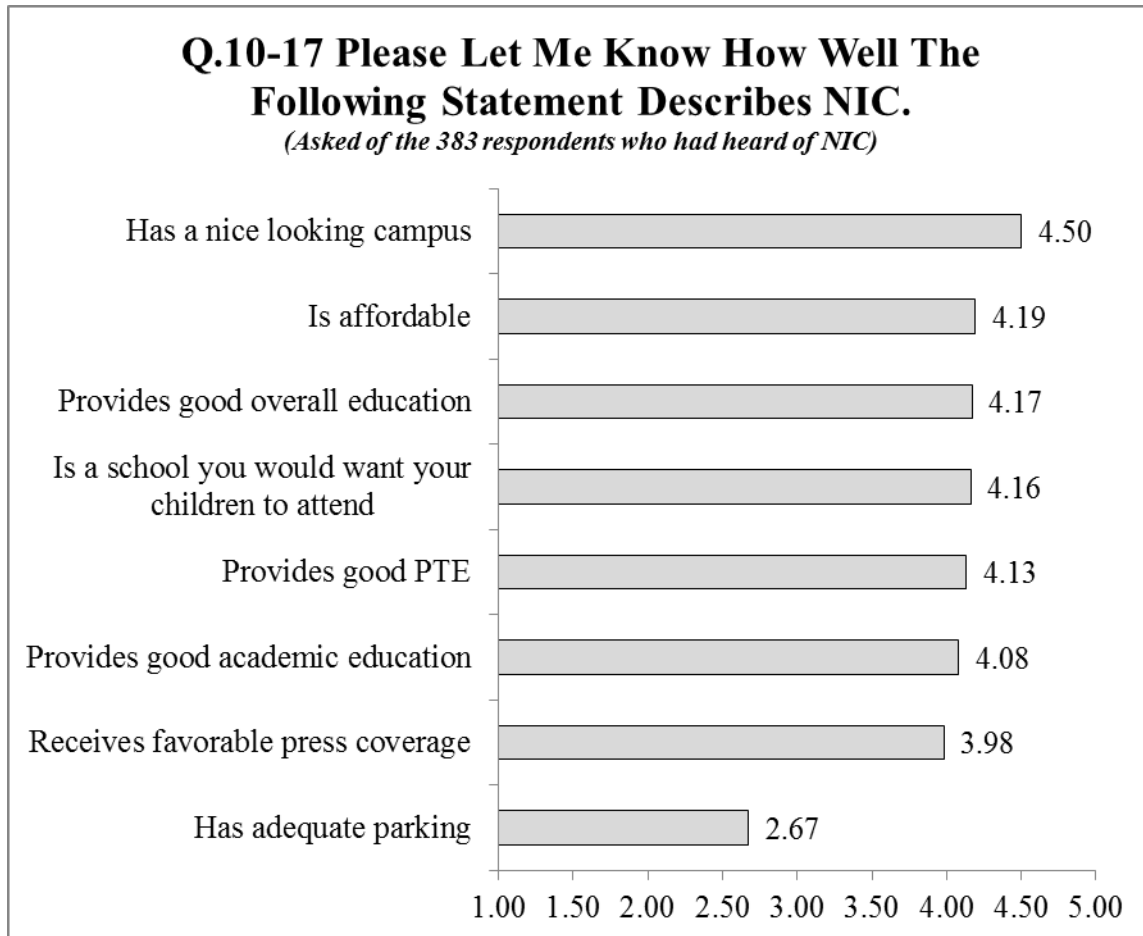


Half (46%) of respondents reported that the advertising contained information about classes offered by NIC.

One-in-five (19%) participants were unable to recall anything specific about the advertising message.

I will now read a list of statements, please let me know how well each describes NIC. Please use a scale of one to five where one means does not describe at all and five means describes completely, if you are unfamiliar with that area of the college please let me know and I will move to the next question. The first one is...

This question was asked of the 383 respondents who reported awareness of NIC. The following graph displays the mean score for each tested descriptor.



Q.10 Has adequate parking

This descriptor was ranked last of the eight tested, with a mean score of 2.67.

Boundary County respondents were more likely than average to give a higher rating.

Q.11 Has a nice looking campus

This descriptor was ranked first among the eight tested, with a mean score of 4.50.

Participants who reported being very familiar with NIC were more likely than average to give a higher rating.

Shoshone County participants were more likely than average to give a higher rating.

Q.12 Is a school you would want your children to attend

This descriptor was ranked fourth of the eight tested, with a mean score 4.16.

Respondents with a Bachelor’s Degree were more likely than average to give a lower rating.

Q.13 Is affordable

This descriptor was ranked second among the eight tested, with a mean score of 4.19.

Respondents who perceived themselves as very familiar with NIC were more likely than average to give a higher rating.

Participants who perceived themselves as not very familiar with NIC were more likely than average to give a lower rating.

Respondents who reported not being exposed to advertising for NIC were more likely than average to give a lower rating.

Participants in the 35 to 44 age group were more likely than average to give a higher rating.

Q.14 Provides good overall education

This descriptor was ranked third of the eight tested, with a mean score of 4.17.

Respondents who perceived themselves as very familiar with NIC were more likely than average to give a higher rating.

Participants with some college were more likely than average to give a higher rating.

Respondents with a Bachelor’s Degree were more likely than average to give a lower rating.

Participants in the \$50,000 to \$75,000 income group were more likely than average to give a lower rating.

Q.15 Provides a good academic education

This descriptor was ranked sixth among the eight tested, with a mean score of 4.08.

Respondents who perceived themselves as very familiar with NIC were more likely than average to give a higher rating.

Participants who perceived themselves as not very familiar with NIC were more likely than average to give a lower rating.

Respondents who were currently enrolled in a university, college or technical institute were significantly more likely than average to give a higher rating.

Respondents with a Bachelor's Degree were more likely than average to give a lower rating.

Q.16 Provides a good professional and technical education

This descriptor was ranked fifth of the eight tested, with a mean score of 4.12.

Respondents who perceived themselves as very familiar with NIC were more likely than average to give a higher rating.

Q.17 Receives favorable press coverage

This descriptor was ranked second to last among the eight tested, with a mean score of 3.98.

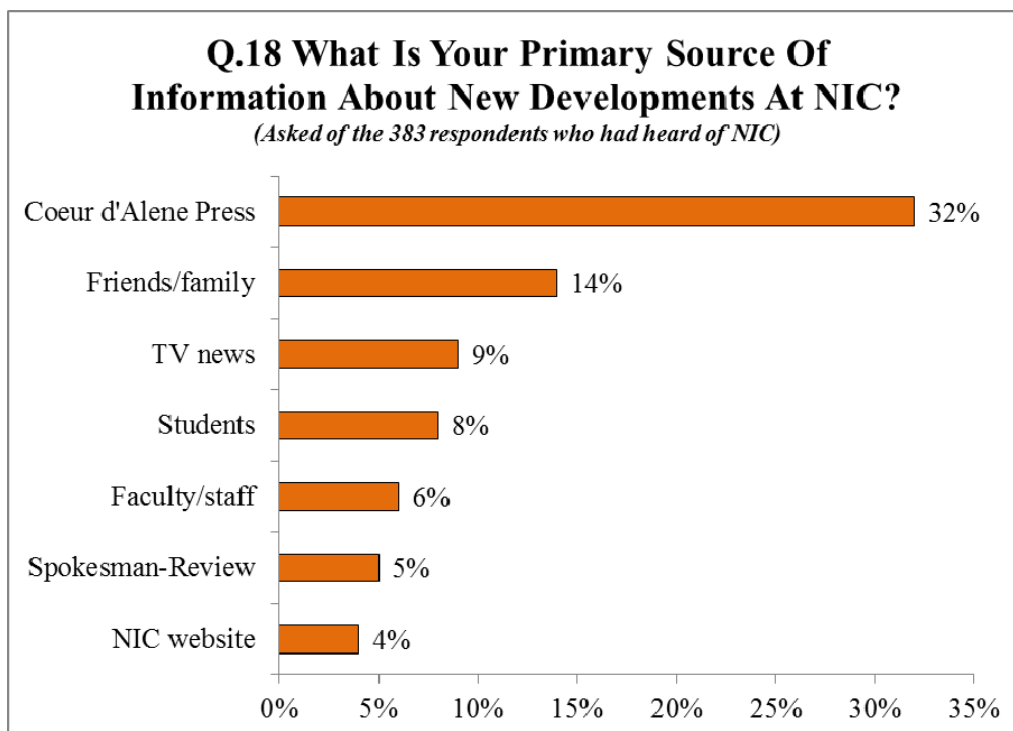
Respondents who reported not being exposed to advertising for NIC were more likely than average to give a lower rating.

Participants in the 18 to 24 age group were more likely than average to give a lower rating.

Respondents aged 65 and older were more likely than average to give a higher rating.

Q.18 What is your primary source of information about new developments at NIC?

This question was asked of the 383 respondents who reported awareness of NIC. A list of possible responses to this question was not read to respondents. Only one response was accepted.



One-in-three (32%) respondents reported that the *Coeur d'Alene Press* was their main source of information for new developments at NIC.

Participants in the 18 to 24 age group were less likely than average to mention the *Coeur d'Alene Press*.

Respondents with a reported household income of \$15,000 or less were less likely than average to mention the *Coeur d'Alene Press*.

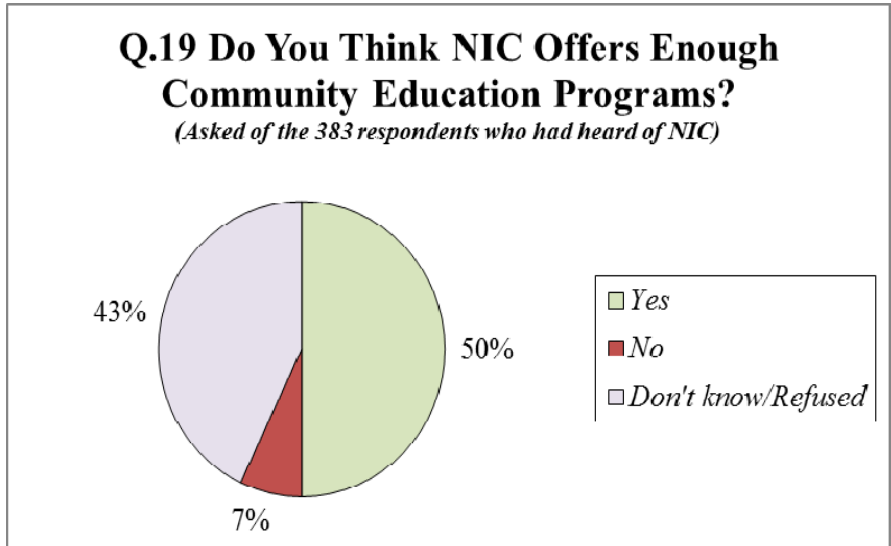
Q.19 Do you think NIC offers enough community education programs, such as healthy living, gardening and financial fitness classes?

This question was asked of the 383 respondents who reported awareness of NIC.

Half (50%) of respondents reported that NIC offered enough community education programs.

Participants in Kootenai County were significantly more likely than average to respond in the affirmative.

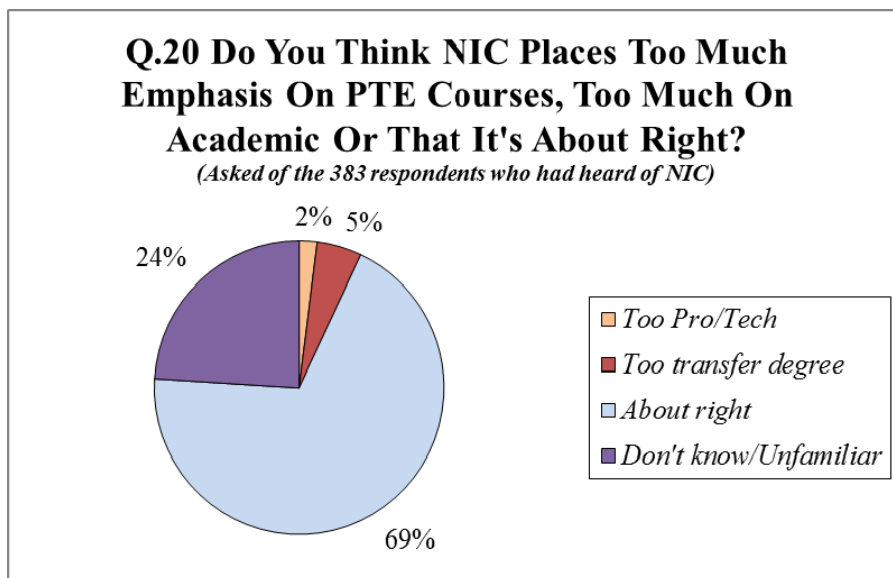
Bonner, Shoshone and Benewah County respondents were less likely than average to respond in the affirmative.



Respondents in the 18 to 24 age group were more likely than average to respond in the affirmative.

Q.20 NIC currently offers professional courses, such as nursing and welding, which prepare students for the workforce and academic courses, such as history and English, which prepare students to transfer to a 4-year university. Do you think NIC places too much emphasis on professional courses, too much emphasis on academic courses or that it's about right?

This question was asked of the 383 respondents who reported awareness of NIC.



One-in-fourteen (7%) respondents perceived NIC as putting too much emphasis on one subject area or the other.

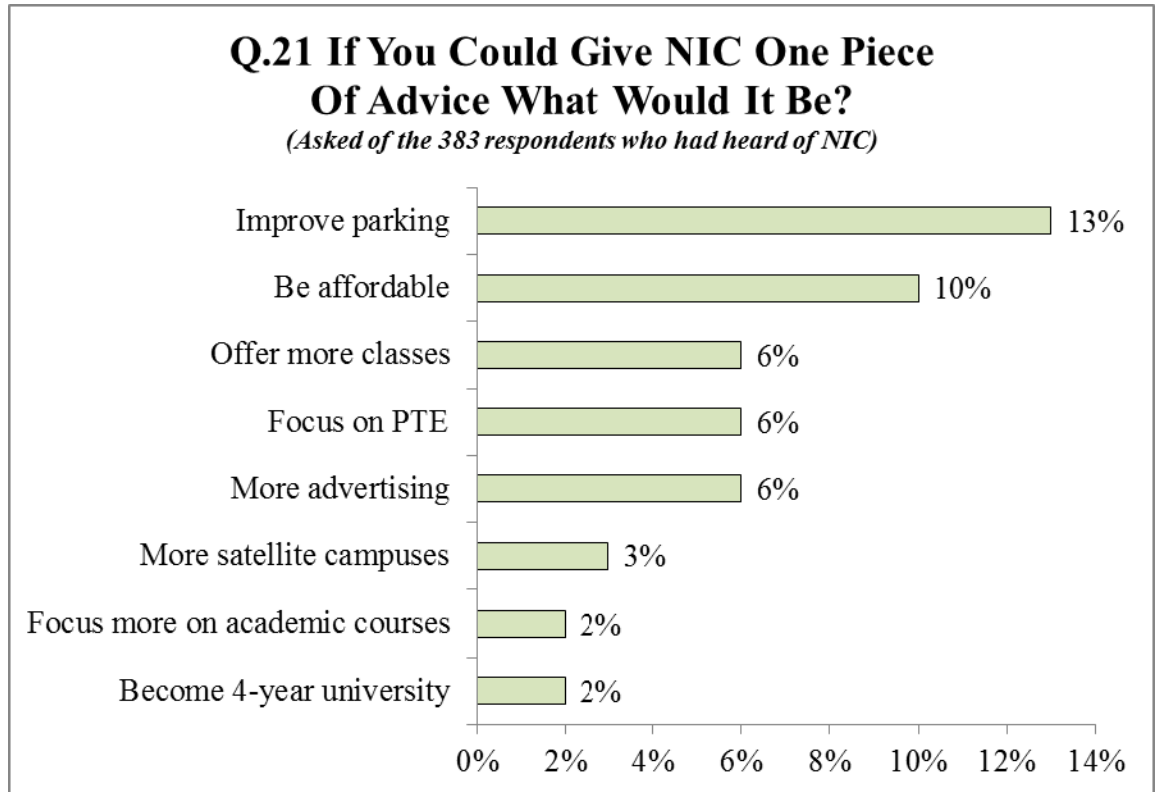
Responses spanned the tested subsets quite evenly.

Q.21 If you could give NIC one piece of advice what would it be?

This question was asked of the 383 respondents who reported awareness of NIC. Responses were recorded verbatim and subsequently coded for ease of interpretation. The complete responses can be found under separate cover and are recommended reading.

One-in-eight (13%) respondents mentioned improve parking as advice for NIC.

Two-in-five (37%) were unable or unwilling to give any advice.



Respondent Profile

- The average participant reported 14.55 years of education
- Two percent of respondents reported being currently enrolled at NIC
- One percent of respondents reported being currently enrolled at UofI
- One percent of respondents reported being currently enrolled at Lewis-Clark State College
- County Totals:
 - ✓ 55% Kootenai County
 - ✓ 21% Bonner County
 - ✓ 9% Shoshone County
 - ✓ 8% Benewah County
 - ✓ 7% Boundary County
- The mean age was 57.5 (typical for a survey of adults in North Idaho)
- The average reported household income was \$49,800
- Forty-nine percent of respondents were male (quotas were established)