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Research Objectives

In November 2007, North Idaho College commissioned Strategic Research Associates to conduct a telephone survey among adults living the boundaries of five northern Idaho counties (including Kootenai County). The primary objectives of the survey were to measure perceptions about North Idaho College's performance overall and on a number of specific education-related attributes and to investigate how North Idaho residents would prioritize the service-related priorities of the college. Other objectives included exploring degree of familiarity with and top-of-mind perceptions about the college.

These specific measurement areas are addressed in this report:

- **Familiarity with and top-of-mind perceptions about North Idaho College and other area colleges**
- **Perceptions about North Idaho College's current performance**
- **Recommendations about North Idaho College's priorities**
- **Perceptions about North Idaho College's communications and media image**
- **Differences by gender, age, and other background factors**

All reports that follow are sub-divided by the first four objectives. The last was a general objective applicable within all sections.



Review of Primary Findings

This two page *Executive Review* provides a quick summary of selected survey findings. The *Synopsis of Results* (pages 7 to 17) provides a more thorough summary.

- **How the survey was conducted**

Two-hundred respondents living in five North Idaho counties were interviewed by telephone in December 2007. Households were randomly sampled proportionate to county population, with one adult randomly chosen within each household. Interviewing was conducted primarily at night and on weekends, using a questionnaire script running 13 minutes on average. Results were weighted to ensure no gender or age group was over- or under-represented.

- **Familiarity with and top-of-mind perceptions about North Idaho College and other area colleges**

Among 200 respondents, one in four (39%) said they were “very familiar” with the college; 45%, “moderately” so; and 15%, “not very.” (Interviews with those indicating “not at all” were politely terminated.) Familiarity levels for Kootenai County residents, females, those with minor children in the household, and those with at least some college but no four-year degree were statistically higher than for others. “Very familiar” percentages for the University of Idaho (23%) and Lewis-Clark State College (10%) were lower. Respondents’ top-of-mind images of North Idaho College were generally favorable, but dominated by references to location and the attractive campus. Most (91%) were previously aware of the college’s community college status. Forty-two percent (42%) claimed to have taken classes at the college, 5% were currently enrolled, and 8% had received a degree from the college. Overall, 63% had taken classes or were living with another adult who had. (These percentages were biased, however, by excluding those “not at all” familiar with the college.)

- **Perceptions about North Idaho College’s current performance**

Respondents were asked to rate their perception of North Idaho College’s performance on each of 16 attributes (related to education, service, or program offerings). An attractive campus received a mean rating significantly higher than all others, while scores on nine attributes – a safe campus, preparing students to enter the workforce with a trade, contributions to the community, affordable tuition, quality of faculty, current technology for student use, school employees that are helpful, preparing students to enter a four year college, and high instructional quality – were above-average. Among the other attributes, respondents tended to most harshly grade research and scholarship, athletic programs, and high admission standards (although these also produced the highest number of “don’t know’s”). Twenty-three percent (23%) rated the college’s overall performance as “outstanding”; 60%, “good”; 14%, “just okay”; and 1%, “not very good.” Females, those more familiar with the college, and Kootenai County residents were statistically more likely than others to report a favorable rating.

- **Recommendations about North Idaho College’s priorities**

Respondents, asked to recommend (using a four-point scale) how much priority the college should place on each of the 16 performance areas, placed instructional quality, ethical standards, a safe campus, preparing students to enter the workforce with a trade, quality of faculty, affordable tuition, and current technology for student use at the top of the rank-order, and athletic programs at the bottom. Two areas – high instructional quality and high ethical standards – received above-median priority scores but below-median scores for performance, suggesting performance in these areas may not be meeting expectations. Half (50%) thought the college currently emphasizes preparation for entering the workforce, while 28% said it emphasizes preparing students for a four-year college.

Review of Primary Findings (cont.)

- **Perceptions about North Idaho College’s communications and media image**

Two in three (67%) recalled having received direct mail from the college; 42%, a personal contact; 28% at least one visit to the college’s website; and 15%, an e-mail notification. (Overall, 78% reported at least one type of contact.) Reactions to these contacts tended to be positive: About six in seven rated their personal and website contacts as “favorable” and 73% did the same for direct mail. Regarding media coverage, 67% recalled having read about the college in a newspaper and 59%, having heard about it or seen it on broadcast news. (Seventy-eight percent [78%] could recall media coverage of any type.) Among those recalling media coverage, about eight in ten characterized it as “favorable.” Older respondents – most likely to be traditional news consumers – were more likely than others to recall coverage and to describe it as “favorable.”

How the Survey was Conducted

● A telephone survey with 200 completed interviews

- The population of interest was defined to include residents, aged 18 and older, currently living within the boundary of any of five North Idaho counties (Kootenai, Benewah, Bonner, Boundary, and Shoshone), accessible by landline telephone, having lived in the area at least six months, and indicating at least a little familiarity with North Idaho College. (Interviews with those not meeting any of these criteria, including those rating themselves “not at all familiar” with the college, were politely terminated.)
- Interviewing was conducted between December 6 and December 12, 2007.
- Selection of respondents was conducted as follows:
 - Households were randomly selected using a form of random digit dialing. (Residential prefix numbers known to cover the five-county geographic target area were attached to randomly generated suffix numbers.) This provided coverage of both listed and unlisted numbers. To randomize respondent selection within the household, interviewers asked to speak to the adult aged 18 or older in the household having had the most recent birthday.
 - Younger adults (aged 18 to 34) were moderately under-represented in the final sample (reflecting the relatively greater difficulty in reaching this age group). To compensate, the sample data was weighted to force sample gender-by-age proportions to match the corresponding population proportions in the target geographic areas. All results listed in the *Synopsis* (except those in Table 6 of the *Synopsis Addendum*) were produced from weighted data. Table 1, showing a comparison of sample-versus-population proportions, lists the weights used.
 - Respondents were also selected proportionate to county population (for the five counties included in the survey’s target area). The majority (64%) were residents of Kootenai County.
- Most interviews were conducted between 4PM and 9PM (Pacific Time) on weekdays and between 10AM and 5PM on weekends. A few interviews were administered during weekday daytime hours to contact those difficult to reach in the evening. Interviewing was conducted by Mountain West Research Center, a professional field research organization located in Pocatello, Idaho. The computer-aided workstations used by interviewers for this survey allowed randomization and rotation of question order, reducing potential biases. A significant proportion of interviews were monitored on-line to verify for courtesy and completeness of interviewing. All interviewers working on this project were professionally trained and supervised.
- To reach a qualified contact, interviewers were allowed up to four call attempts per targeted telephone number.

● The questionnaire

The questionnaire included 68 questions, five of which were unaided (requiring respondents to answer in their own words rather than choosing among a list of options). Because of skip patterns, some respondents did not answer every question. The average interview took 13 minutes to complete.

How the Survey was Conducted (cont.)

- **Precision of estimates (for a sample of 200)**

- At 95% confidence: $\pm 6.9\%$
- At 90% confidence: $\pm 5.8\%$
- Margins of error for sub-groups (for example, females or those aged 18 to 34) are less precise.

- **Presentation of results**

This report is divided into sections. The presentation includes, in order, *Contents of this Report*, *Research Objectives*, *Executive Review of Primary Findings*, *How the Survey was Conducted*, and *Synopsis of Results*. Appendices include a *Verbatim Responses* section listing word-for-word responses to all unaided survey questions (Q2, Q3, Q4, Q13, and Q14) and a *Questionnaire* section displaying an annotated copy of the questionnaire with baseline results.

Appropriate statistical tests were sometimes conducted to determine whether chance could be excluded from the list of possible causes of differences or associations in the sample data. For statistical tests, a probability level of 0.05 was used as the criterion to determine a statistically significant result. (The term “marginally significant” is sometimes used to refer to a result significant at the 0.10 level.) Statistically significant results are noted in descriptions of results.

- **The sample versus target population**

To correct for sampling imbalances, the sample data was weighted to force sample gender-by-age proportions to match those for all adults living in the target geographic area. (Each respondent was assigned a weight representing the relative contribution that individual’s data would make to final results.) This procedure ensured no age or gender group was over- or under-represented in the sample and also helped to minimize sample-versus-population discrepancies for other background variables. Table 1 lists population targets, unweighted and weighted sample compositions, and the weights employed.

Table 1
Target Percentages and Compositions of Unweighted and Weighted Samples

Category*	Population Target	Unweighted Sample Outcome	Weighted Sample Outcome	Weight
Males 18 to 34	13.0%	10.0%	13.0%	1.3000
Males 35 to 54	21.0%	21.0%	21.0%	1.0000
Males 55+	15.0%	18.0%	15.0%	0.8333
Females 18 to 34	13.0%	11.0%	13.0%	1.1818
Females 35 to 54	21.5%	20.0%	21.5%	1.0770
Females 55+	16.5%	20.0%	16.5%	0.8250
Total*	100.0%	100.0%	100.0%	

* Population percentage targets are from Census data.

Unweighted and weighted background sub-group sample sizes are listed in the *Synopsis Addendum*.

Synopsis of Results

- **Familiarity with and top-of-mind perceptions about North Idaho College and other area colleges**

- **Familiarity with North Idaho College (Q1a):** Respondents were asked to rate (using a four-point scale) their familiarity with North Idaho College. (Interviews with those who replied “not at all familiar” were politely terminated.) Among those passing the screening, one in four (39%) said they were “very familiar” with the college, while 45% were “moderately” so, and 15%, “not very.”

Variations in this rating were significant for gender, location of residence, educational status, and parental status. Kootenai County residents were 1.6 times more likely than others to judge themselves “very familiar” with the college, and females 1.5 times more likely than males. Average familiarity levels for those with children aged 17 or younger in the household, and for those with at least some college but no four-year degree, were also statistically higher than for others. Variations for age and household income were not large enough to be statistically meaningful.

- **Familiarity with Lewis-Clark State College (Q1b) and University of Idaho (Q1c):** Respondents, also asked to rate their familiarity with two other North Idaho colleges, produced the results listed in Table 2. As the table indicates, respondents were more likely to be familiar with the University of Idaho than with Lewis-Clark State College.

Table 2
Familiarity Rating Results for North Idaho College

College	Degree of Familiarity				
	“Very”	“Moderately”	“Not Very”	“Not at All”	Don’t Know
University of Idaho	23%	35%	25%	17%	<0.5%
Lewis-Clark State College	10%	22%	28%	39%	1%

Base: n=200 (weighed) for each question
Unrounded percentages sum to 100% within each row.

When those answering “not at all” were eliminated from Table 2’s responses (to mimic the measurement procedure for North Idaho College), the resulting “very familiar” percentages – 28% for the University of Idaho and 16% for Lewis-Clark State College – were significantly lower than North Idaho College’s 39%. (This data manipulation, however, does not quite eliminate the bias in the familiarity rating comparison between North Idaho College and the others.)

This was also observed:

- **Familiarity with Lewis-Clark State College by background measurement:** The more highly educated and affluent, those with children of high school age or younger in the household, and Kootenai County residents were significantly more likely than their opposites to more highly rate their familiarity with this college. Those claiming relatively strong familiarity with North Idaho College were also much more likely than others to do the same with Lewis-Clark State College. Differences by gender and age were not meaningful.

Synopsis of Results (cont.)

- **Familiarity with the University of Idaho by background measurement:** Females, the more highly educated, and (marginally) those with children of high school age in the household were significantly more likely than others to report higher familiarity ratings, as were those reporting relatively strong familiarity with North Idaho College. Differences by age, county, and household income were not meaningful.
- **Top-of-mind images for North Idaho College (Q2), Lewis-Clark State College (Q3), and the University of Idaho (Q4):** Those claiming at least some familiarity with each of the three North Idaho Colleges were asked to describe, unaided, what comes to mind first when they hear each name. Table 3, listing the rank-ordered categorization of answers for each, indicates a generally favorable response outcome for North Idaho College, but with answers about the college dominated by general platitudes or references to location and campus attractiveness. The four-year colleges generated a slightly higher number of program-related references.

Table 3
Top-of-Mind Descriptions of Each of Three North Idaho Colleges

North Idaho College (n=200)	Lewis-Clark State College (n=123)	University of Idaho (n=165)
A favorable opinion: 15%	Good college: 9%	Good college: 19%
Good college: 14%	Liberal arts program: 8%	A party school: 11%
A two-year college: 9%	Favorable opinion: 7%	Vandals: 9%
Good location: 8%	Small campus size: 7%	Know student / staff: 8%
Know student / staff: 8%	Nursing program: 4%	Favorable opinion: 6%
Attractive campus: 8%	Athletic program: 4%	Large campus: 6%
Community college: 7%	Located in Lewiston: 4%	Located in Moscow: 6%
Small campus size: 6%	Good education: 3%	Good education: 5%
Near Lake Coeur d'Alene: 5%	A two-year college: 3%	Program variety: 5%
Good education: 4%	Program variety: 3%	Offers four-year programs: 4%
Important to community: 4%	Know student / staff: 2%	Agriculture program: 4%
Good staff: 3%	Located in Coeur d'Alene: 2%	Reputable: 3%
Nursing program: 3%	Affordable tuition: 2%	Athletic program: 3%
Learn a trade for workforce: 3%	Limited programs: 2%	Affordable tuition: 2%
Affordable tuition: 3%	Reputable: 2%	Heard good things: 2%
Program variety: 3%	Good location: 2%	Liberal arts program: 2%
Heard good things: 2%	Business program: 2%	Small campus size: 2%
Athletic program: 2%	Located near the river: 2%	Good staff: 2%
Automotive program: 1%	Expanding: 2%	Law program: 1%
Wrestling: 1%	Attractive campus: 1%	Attractive campus: 1%
Reputable: 1%	Learn a trade for workforce: 1%	Good location: 1%
Other responses: 12%	Heard good things: 1%	Attended university: 1%
Don't know / no answer: 3%	Other: 14%	Engineering program: 1%
	Don't know / no answer: 22%	Other: 9%
		Don't know / no answer: 5%

Percentages sum to more than 100% within each column because respondents were allowed more than one answer. Those rating themselves “not at all familiar” with a college were not asked to describe it.

- **Awareness that North Idaho College is a two year community college (Q5):** Most (91%) said they were previously aware of the college’s community college status. Those most likely to be unaware of it included respondents with a high school degree or less (among whom, only 81% were aware), those rating themselves “not very familiar” with the college (82%), and those never having taken classes at the college (84%).



Synopsis of Results (cont.)

- **Personal exposure to North Idaho College:** Respondents were asked if they had ever seen the North Idaho College campus, enrolled for classes, and whether another household member had ever taken classes. The results – 63% had personally taken a class at the college or were currently living with another adult who had – indicate wide exposure to the college. (These results, however, are biased by the exclusion of those rating themselves as “not at all familiar” with North Idaho College; see above.)
 - **Personally having seen the North Idaho College campus (Q6):** Almost all (94%) reported having previously seen at least some portion of the college campus. Among Kootenai County residents, 98% had seen the campus, versus 87% of those living in other counties.
 - **Having taken classes at North Idaho College (Q7):** Among the 200 respondents, about four in ten (42%) reported having taken classes at the college. Females were 1.6 times more likely than males to have done so, and Kootenai County residents (49% of whom had taken classes) were 1.6 times more likely than residents of other counties. Differences by age, parental status, and household income were not statistically significant.
 - **Currently taking classes at North Idaho College (Q8):** Five percent (5%) of the total sample said they are currently enrolled at the college. Among females, 8% claimed this status; among males, 1%.
 - **Possessing any type of degree from North Idaho College (Q9):** Eight percent (8%) of the total sample said they had previously earned a degree from North Idaho College.
 - **Use of North Idaho College by other household members (Q10):** Almost half (47%) reported other current household members had taken classes at North Idaho College. Those aged 35 to 54 were about 1.5 times less likely than others to acknowledge use of the college by a household member, but variations within other demographic background measurements were not significant.

In 26% of sampled households, both the respondent and other household members had taken a class at North Idaho College. For 21%, another household member had enrolled but not the respondent, while for 16%, the reverse was true. For 37%, neither the respondent nor members of the respondent’s household had taken a class at the college.

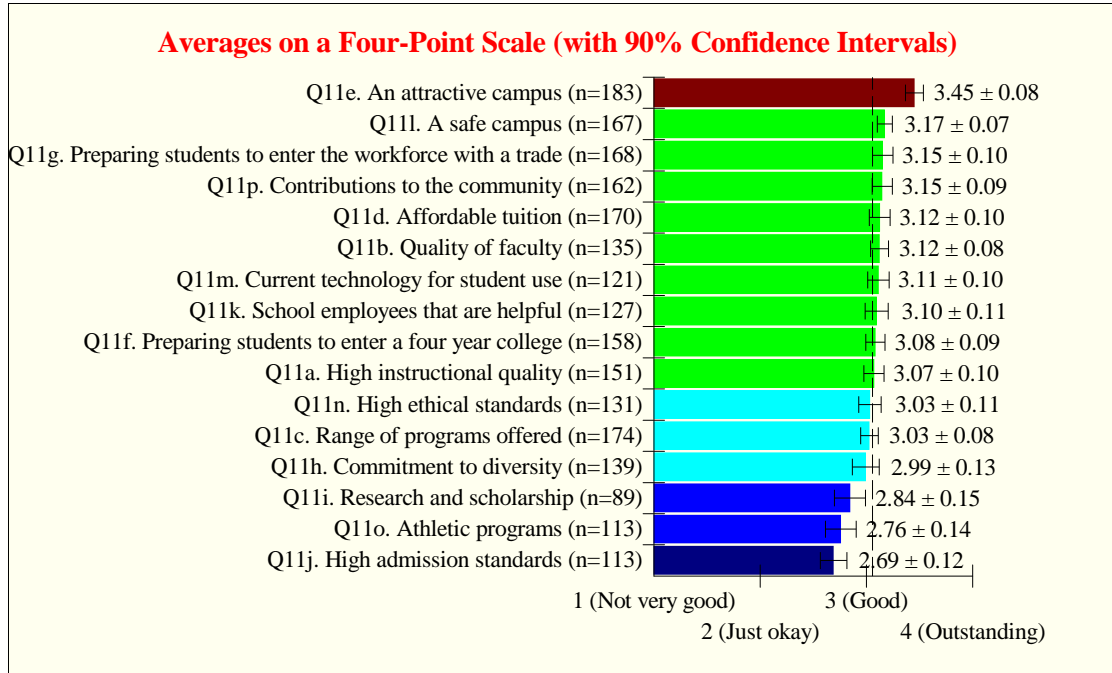
● Perceptions about North Idaho College’s current performance

- **North Idaho College’s performance on each of 16 specific attributes (Q11a-p):** Respondents were asked to rate (using a four-point scale ranging from “outstanding” to “not very good”) their perception of North Idaho College’s performance on each of 16 attributes (related to education, service, or program offerings). Figure 1 displays the average for each, with bars color-coded (in standard deviation units, a measure of variability) to indicate degrees of distance above or below the average bar length (the dashed line). The confidence intervals shown in Figure 1 indicate the likely ranges into which the population averages would fall if a census of all adults in the target population were to be conducted. (These intervals have been corrected to reflect weighting.)

In Figure 1, a difference of 0.11 of a rating point or more can be considered statistically meaningful.

Synopsis of Results (cont.)

Figure 1: Average Performance Ratings on 16 Attributes (Total sample, with “don’t know’s” excluded on any question; specific sample sizes are listed in chart)



Respondents produced these outcomes:

- **Well above-average performance (burgundy):** An attractive campus received a mean rating significantly higher than all others. Over half (54%) rated the college’s campus “outstanding.”
- **Slightly above-average performance (green):** Scores on these performance attributes – a safe campus, preparing students to enter the workforce with a trade, contributions to the community, affordable tuition, quality of faculty, current technology for student use, school employees that are helpful, preparing students to enter a four year college, and high instructional quality – were slightly above the grand average indicated in Figure 1 (the dashed line).
- **Slightly below-average performance (light blue):** Relative to all the items measured, three measurements – high ethical standards, range of programs offered, and commitment to diversity – produced slightly below-average ratings.
- **Well below-average performance (darker blues):** Respondents tended to rate research and scholarship, athletic programs, and high admission standards significantly less favorably than other attributes. Only 12% rated admission standards as “outstanding,” while 35% described it as “just okay” or “not very good.”

The sample sizes listed in Figure 1 indicate that some questions were hard for many to answer, resulting in a high number of “don’t know’s.” (The “don’t know” number for each is the difference between the sample size listed in Figure 1 and the total sample size, 200.) The three questions with the highest item non-response – research and scholarship (56% did not know), high

Synopsis of Results (cont.)

admission standards (43%), and athletic programs (43%) – also produced the lowest performance averages, as shown in Figure 1. This suggests that some of those responding to these questions may not have been confident in their own knowledge of these areas, which may help explain the relatively low rating.

- **North Idaho College overall as an institution of higher learning (Q12):** Among all respondents, 23% rated the college overall as “outstanding”; 60%, “good”; 14%, “just okay”; and 1%, “not very good.” Two percent (2%) had no opinion. (The rating average was 3.07, placing it approximately in the middle of Figure 1’s results.)

Females and those more familiar with North Idaho College (especially those having taken classes at the college) were significantly more likely than others to favorably rate the college’s overall performance. Residents of Kootenai County – twice as likely as others to say “outstanding” – were marginally more likely to do the same. Category variations for age, parental status, educational status, or household income were not large enough to be meaningful.

These specific attribute ratings had the highest (pairwise) rank-order correlation with Q12’s overall rating, providing an indication about what respondents may have been considering before offering their response to Q12:

- High instructional quality: +0.58
- Contributions to the community: +0.58
- Quality of faculty: +0.54
- High ethical standards: +0.52
- School employees that are helpful: +0.52
- Preparing students to enter the workforce with a trade: +0.51
- Commitment to diversity: +0.51

- **The one positive thing to mention about North Idaho College (Q13) and the area needing most improvement (Q14):** Respondents were asked to name the one positive thing most important to mention about the college, and the area(s) needing the most improvement. Table 4 lists the complete categorization of unaided responses to each question.

As Table 4 shows, respondents were most likely to praise the college’s attractive campus (17%), location (16%), affordable tuition (11%), its start to four-year programs (8%), and program variety (8%). Conversely, they were most likely to suggest improvements in the college’s range of programs (9%), parking (6%), existing programs (5%), academic standards (4%), development of four-year programs (4%), and campus expansion (4%). (Thirty-nine percent [39%] cited no areas to improve.)

Synopsis of Results (cont.)

Table 4
Top-of-Mind Responses to the One Most Positive Thing to Mention About North Idaho College
and the Area Needing the Most Improvement

The One Most Positive Thing to Mention (n=200)	Area Needing the Most Improvement (n=200)
Attractive campus: 17%	More range in program variety: 9%
Good location: 16%	Improve parking: 6%
Affordable tuition: 11%	Improve existing programs: 5%
Great start to four-year program: 8%	Better academic standards: 4%
Program variety: 8%	Develop four-year programs: 4%
Learn a trade for workforce: 5%	More classes for existing programs: 4%
Small class sizes: 5%	Expand the campus: 4%
Good education: 5%	Improve athletic program: 3%
Quality staff: 5%	Advertise the college more: 3%
Good college: 4%	More affordable tuition: 3%
Nursing program: 4%	More community outreach: 2%
Important to the community: 2%	Assistance with grants or finances: 1%
Small campus: 2%	Bring technologies up to date: 1%
Arts program: 2%	Increase faculty pay: 1%
Music program: 1%	Improve dormitories: 1%
Safe campus: 1%	Other: 12%
Other: 10%	Don't know / no answer: 39%
Don't know / no answer: 8%	

Percentages sum to more than 100% within each column because respondents were allowed more than one answer.

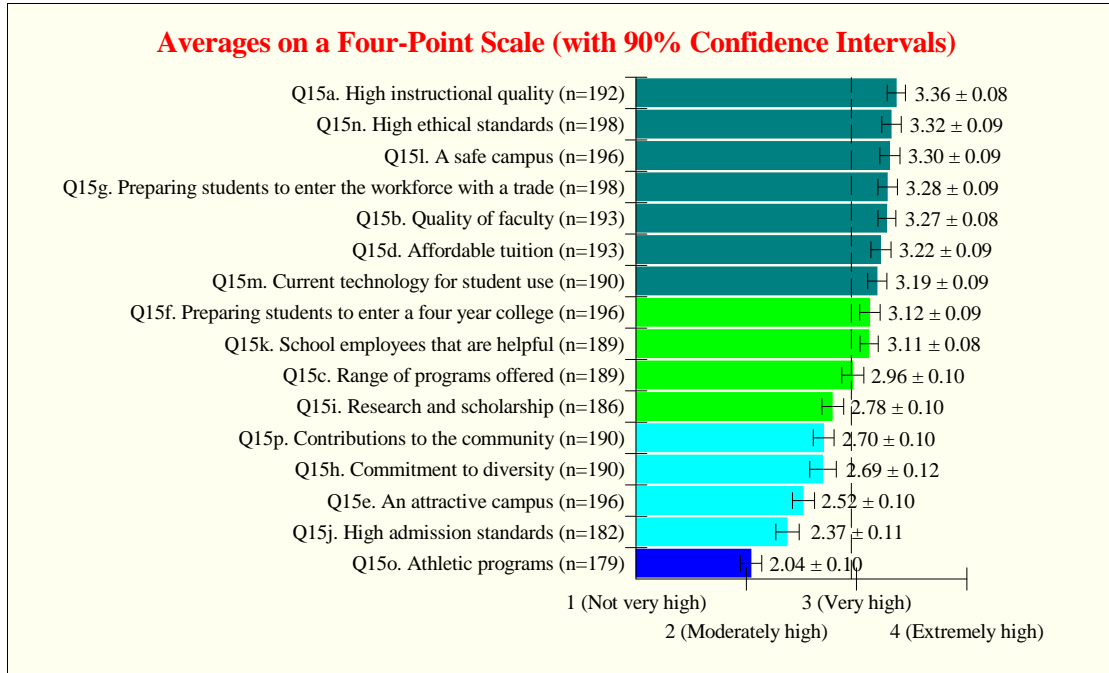
● Recommendations about North Idaho College’s priorities

- **Priority ratings Averages (Q15a-p):** Respondents were asked to recommend (using a four-point scale ranging from “extremely high” to “not very high”) how much priority North Idaho College should place on each of the 16 education, service, or program areas originally measured for performance. (See Figure 1.) Figure 2 displays average priority ratings for each, with bars again color-coded to indicate degrees of distance above or below the average bar length (the dashed line). The confidence intervals again indicate the likely ranges into which the population averages would fall given a census of the target population.

In Figure 2, a difference of 0.12 of a rating point can be considered meaningful.

Synopsis of Results (cont.)

Figure 2: Average Priority Ratings for 16 Attributes (Total sample, with “don’t know’s” excluded on any question; sample sizes are listed in chart)



These results were observed:

- **Above-average priority (turquoise):** Seven areas – instructional quality, ethical standards, a safe campus, preparing students to enter the workforce with a trade, quality of faculty, affordable tuition, and current technology for student use – generated rating averages that were well above the grand mean (the dashed line) shown in Figure 2. In each case, one-third or more recommended the area receive “extremely high” priority; the average among the seven was 42%.
 - **Average priority (green):** Respondents, as a group, placed these areas – preparing students to enter a four year college, helpfulness of school employees, range of programs, and research and scholarship – in the middle of the priority ranking. Between 20% and 34% recommended these receive “extremely high” priority; the average was 27%.
 - **Below-average priority (light blue):** Contributions to the community, commitment to diversity, campus attractiveness, and admission standards produced, relative to the other measurements, produced relatively lower average scores. Between 11% and 23% recommended “extremely high” priority for them; the average was 16%.
 - **Well below-average priority (dark blue):** Athletic programs received a priority score significantly below all others. Only 4% said this area should receive “extremely high” priority.
- **Comparing priority averages with those for performance:** Figure 3 compares average priority rating (listed in Figure 2) with average ratings for performance (listed in Figure 1). As Figure 3 shows, five attributes – a safe campus, preparing students to enter the workforce with a trade,

Synopsis of Results (cont.)

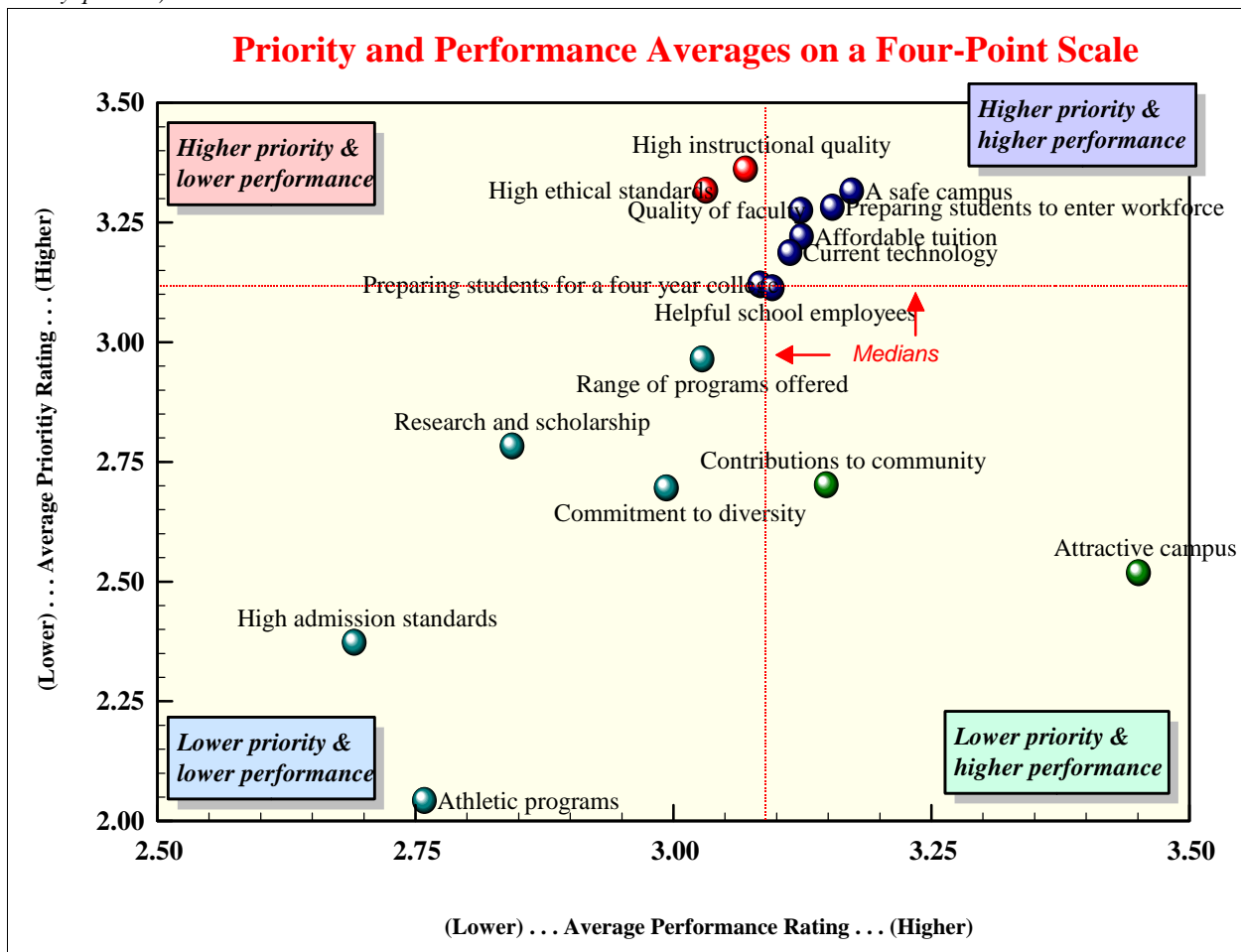
quality of faculty, affordable tuition, and current technology for student use – produced priority and performance scores that were higher-than-median. Respondents generally agreed that these areas seem important and that North Idaho College is generally meeting performance expectations on them.

Two areas – high instructional quality and high ethical standards – received above-median priority scores but below-median performance ratings, suggesting that the college’s performances in these areas may not be meeting expectations.

Two other areas – contributions to the community and an attractive campus – received excellent grades for performance, but relatively lower priority scores. While respondents appreciated the college’s efforts in these areas, they did not see them as the focus of the college’s mission.

The five areas (color-coded teal in Figure 3) in the lower left quadrant in Figure 3 produced lower-than-median performance scores, but overall expectations for these areas were also relatively low. The college should continue to monitor these areas.

Figure 3: Priority Averages Matched to Those for Performance for 16 Attributes (Total sample, excluding “don’t know’s” on any question)



Synopsis of Results (cont.)

- **Orientation of North Idaho College (Q16):** Respondents were asked if the college was currently more oriented toward preparing students “to enter the workforce with a trade” or “to enter a four-year college.” Half (50%) said they see the college being more oriented to preparing students to enter the workforce and 28%, to enter a four-year college. (Twenty-two percent [22%] did not know.)

Age variations were marginally significant, with younger adults more likely than their older counterparts to say that the college currently emphasizes preparing students to enter the workforce. Although the difference was not large enough to be significant, respondents having taken classes at the college also tended to lean more toward the idea of the college preparing students for the workforce. Variations for gender, parental status, educational level, household income, and self-described degree of familiarity with the college were not large enough to be meaningful.

- **Perceptions about North Idaho College’s communications and media image**

- **Reactions to personal communications from North Idaho College (Q17a-d and Q18a-d):** Respondents were asked whether they personally had received one or more communications from North Idaho College within the last 12 months, and how they had reacted to them. Table 5 summarizes these results.

Table 5
Recall of Communications from North Idaho College and Reactions to Them

Type of Contact	“Yes” Within the Last 12 Months	Reaction Among Those Receiving Communication			
		“Favorable”	“Neutral”	“Unfavorable”	Don’t know
Receiving any direct mailing from the college or seeing any in your household	67%	72%	23%	4%	2%
Having personal contact with any college employee	42%	86%	7%	7%	0%
Accessing the college’s website	28%	84%	11%	5%	0%
Receiving an e-mail notification from the college	15%	58%	30%	4%	8%

Base: n=200 (weighted) for recall of communications. Reaction sub-sample sizes were, from the top, 133, 85, 55, and 30. Unrounded reaction percentages sum to 100% within each row.

As Table 5 indicates, two in three (67%) recalled having received direct mail from the college; 42%, a personal contact; 28% at least one visit to the college’s website; and 15%, an e-mail notification. Most (78%) reported at least one type of contact. Reactions to these contacts tended to be positive: About six in seven rated their personal and website contacts as “favorable” and 72% did the same for direct mail.



Synopsis of Results (cont.)

This was also observed:

- **Background variations for direct mail:** Kootenai County residents were over twice as likely as others to recall having received a direct mail piece from the college. Those claiming higher familiarity with the college were also more likely to recall receiving this type of communication. Among the 133 having received direct mail, the “favorable” percentage among older respondents was statistically higher than for younger ones, but there were no other meaningful background differences.
 - **Background variations for personal contact:** Older, more highly educated respondents and those living in Kootenai County were more likely than others to report this type of contact. Among the 85 reporting it, the “favorable” percentage was marginally higher for older respondents, but no other meaningful differences were found.
 - **Background variations for website access:** Younger respondents were significantly more likely than others to recall having accessed the college’s website, while females and the more affluent were marginally more likely to have done so. Among the 55 having accessed the website, the less highly educated were more satisfied than their opposites. Other differences were not significant.
 - **Background variations for e-mail notification:** Those more familiar with the college were much more likely than others to recall an e-mail communication. Among the 30 having received it, those with at least some college were much more satisfied than those with only a high school education. Other differences were not significant.
- **Reactions to media coverage of North Idaho College (Q17d-e and Q18d-e):** Respondents were asked whether they could recall media coverage about the college, and if this coverage had been “favorable,” “neutral,” or “unfavorable.” The results are listed in Table 6.

Table 6
Recall of Median Coverage of North Idaho College and Reactions to the Coverage

Type of Coverage	“Yes” Within the Last 12 Months	Description of Coverage About the College			
		“Favorable”	“Neutral”	“Unfavorable”	Don’t know
Reading news about the college in a local newspaper	67%	81%	15%	3%	1%
Hearing news about the college on local television or radio news	59%	78%	16%	4%	2%

Base: n=200 (weighted) for recall of media. Description sub-sample sizes were, from the top, 135 and 117. Unrounded description percentages sum to 100% within each row.

Two in three (67%) could recall reading something about the college in a newspaper and 59%, hearing or seeing it on broadcast news. (Half [48%] recalled coverage in both types of media and 78%, in at least one.) Among those having read or heard news about the college, about eight in ten characterized it as “favorable.”



Synopsis of Results (cont.)

These background variations were found:

- **Background variations for newspaper:** Older, more highly educated respondents – those most likely to read any newspaper – were significantly more likely than others to recall having seen something about the college in a local newspaper. Kootenai County residents were also more likely to have done so. Among the 135 recalling newspaper coverage, older respondents were statistically more likely than younger ones to characterize it as “favorable.” No other meaningful differences in the “favorable” percentage were found.
- **Background variations for broadcast media:** Older respondents were statistically more likely than others to recall reading or hearing news about the college on local television or radio. (The recall rate difference between Kootenai County residents and other respondents were not significant.) Among 117 recalling broadcast media coverage, older respondents and those living in Kootenai County were statistically more likely than others to describe it as “favorable”; the more affluent were marginally more likely to do so. Other differences were not significant.

Synopsis Addendum

Table 7
Unweighted and Weighted Sub-Sample Sizes

Measurement	Category	Unweighted Count	Unweighted Percent of Sample	Weighted Count	Weighted Percent of Sample
Total sample	Total	200	100%	200	100%
Gender	Males	98	49%	98	49%
	Females	102	51%	102	51%
Age	18 to 34	42	21%	52	26%
	35 to 54	82	41%	85	43%
	55 and older	76	38%	63	32%
Parental status	Parent of HS-aged or younger child	69	35%	74	37%
	Not a parent of HS-aged or younger child	131	66%	126	63%
Educational status	HS degree of less	44	22%	44	22%
	Some college but no four-year degree	76	38%	78	39%
	Four-year degree or higher	78	39%	76	38%
Household income	Less than \$50k HH income	80	40%	80	40%
	\$50k or more HH income	104	52%	105	53%
County	Resident of Kootenai County	128	64%	128	64%
	Resident of another county	72	36%	72	36%
Personal exposure to NIC	Classes personally taken at NIC	84	42%	84	42%
	No classes personally taken	116	58%	116	58%

Sixteen respondents refused to provide income data and two, information for educational status. The income and education counts above do not include these respondents. Weighted counts are rounded to integer digits.

Crosstabulated Results Explained

An example of a table crosstabulating household income (rows) with gender and age (columns)

① Is the total household income for all members in your household, aged 18 and over, above or below \$50,000 a year?		③					
		===GENDER==			=====AGE=====		
		②					
		Total	Male	Female	18-34	35-54	55+
		-----	-----	-----	-----	-----	-----
		(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	④	500	240	260	144	183	173
		100.0	100	100.0	100.0	100.0	100.0
⑤	⑥						
(1)	UNDER \$20,000	63	22	42	22	10	32
		12.6%	9.0%	16.0%	15.0%	5.4%	18.3%
				B	E		E
(2)	\$20,000 TO JUST UNDER \$35,000	100	44	55	30	33	36
		20.0%	19%	21.3%	21.0%	18.1%	21.1%
(3)	\$35,000 TO JUST UNDER \$50,000	92	43	50	27	33	33
		18.5%	18%	19.1%	18.9%	17.8%	18.8%
(4)	\$50,000 TO JUST UNDER \$75,000	125	63	62	38	58	29
		25.1%	26%	23.8%	26.4%	31.8%	16.8%
					F	F	
(5)	\$75,000 AND ABOVE	61	42	19	12	35	13
		12.1%	17%	7.2%	8.0%	19.4%	7.8%
			⑧C			DF	
*	REFUSED	59	26	33	15	14	30
		11.8%	11%	12.6%	10.7%	7.5%	17.2%
							DE
MEAN	⑦	3.05	3.28	2.83	2.90	3.45	2.70
			C			DF	

Comparison Groups: BC/DEF
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 90% level.
 * Mean figure calculations do not include "REFUSED" responses.

to under \$35,000, 92 (18.5%) between \$35,000 to just under \$50,000, 125 (25.1%) between \$50,000 to just under \$75,000, 61 (12.1%) \$75,000 and above, and 59 (11.8%) refused to answer. The banner columns work the same way. Of the 500 sampled, 240 were male. Twenty-two (22 or 9%) males reported incomes under \$20,000, 44 (19%) between \$20,000 to under \$35,000, 43 (18%) between \$35,000 to just under \$50,000, 63 (26%) between \$50,000 to just under \$75,000, 47 (17%) \$75,000 and above, and 26 (11%) refused to answer.

- ③ Banner Columns: The columns contain information about sub-groups (that is, males and females and age groups 18 to 34, 35 to 54, and 55+). Respondent characteristics of interest can be compared among columns to locate meaningful differences among groups.
- ④ Total Respondents: The total number of respondents answering the question appears in the "total" row. In this case, 500 people were asked this question. Moving across, 240 (of 500) were male, 260 female, 144 aged 18 to 34, 183 aged 35 to 54, and 173 ages 55+.
- ⑤ Response Numeric Code: A response numeric code is attached to a response category to allow the calculation of means and other statistics. For example, the response category "under \$20,000" was given the coded value of "1".
- ⑥ Response Category: These were the response(s) read to the respondent for closed-ended type questions. If the question was open-ended, responses were recorded as given and then categorized. (Responses are sometimes ranked by averages or frequency-of-response.)
- ⑦ Mean: The mean, or arithmetic average, is equal to the sum of the response codes divided by the number of responses. For example, when moving down the total column, there were 63 one's, 100 two's, 92 three's, 125 four's, and 61 five's. To calculate the mean, the values are totaled and divided by the number of respondents minus those not answering the question.
- ⑧ Significance Testing: A capital letter appearing under any statistic (percentage or mean) indicates a statistically significant difference between the two categories being compared. A letter indicates the inference (about the difference between the populations) is made with 90% (or 95%) confidence. The letter itself is placed under the larger of the statistics being compared. For instance, the proportion of males (column B) with income of \$75,000 and above was significantly higher than the corresponding proportion for females (C).

- ① Question: This is the question being asked of the respondent as it appears on the questionnaire.
- ② Total Column: This is the number of responses given by all respondents asked the particular question. Of the 500 people asked this question, 63 (or 12.6%) reported incomes under \$20,000, 100 (20.0%) between \$20,000

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Table 31	Page 32	Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? o. Athletic programs
Table 32	Page 33	Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good? p. Contributions to the community
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Table 50	Page 52	Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College? p. Contributions to the community
Table 51	Page 53	Q16. From what you know or have read about the college, do you think North Idaho College is currently more oriented to prepare students <INSERT LIST>?
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Table 53	Page 55	Mean Summary Table: Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
Table 54	Page 56	Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable? a. Receiving any direct mailing from the college or seeing any in your household

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Table 55 Page 57.....Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
b. Accessing the college's website

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c. Receiving an e-mail notification from the college

Table 57 Page 59.....Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
d. Having personal contact with any college employee

Table 58 Page 60.....Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
e. Reading news about the college in a local newspaper

Table 59 Page 61.....Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
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Table 60 Page 62.....D1. Are you the parent or guardian of at least one child of high school age or younger? Yes or no?

Table 61 Page 63.....D2. What's the highest level of education you've had the opportunity to complete?

Table 62 Page 64.....D3. Is the total household income for all members in your household, aged 18 and over, above or below \$50,000 a year?

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S1. RECORD GENDER BY OBSERVATION:

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD	INCOME
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	98	98	-	26	42	30	55	43	37	55
	49.0%	100.0%		50.0%	49.4%	47.6%	45.4%	56.0%	45.9%	52.6%
FEMALE	102	-	102	26	43	33	67	33	43	50
	51.0%		100.0%	50.0%	50.6%	52.4%	54.6%	44.0%	54.1%	47.4%

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 2 Page 2

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S2. First, please stop me when I read your correct age category. Are you aged <READ LIST>?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD	INCOME
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) 18 TO 24	15	9	6	15	-	-	10	5	7	5
	7.5%	9.3%	5.8%	28.9%			8.1%	6.7%	9.3%	4.8%
(2) 25 TO 34	37	17	20	37	-	-	30	7	19	18
	18.5%	17.2%	19.7%	71.1%			24.2%	9.8%	23.2%	17.5%
							H			
(3) 35 TO 44	30	16	14	-	30	-	18	12	7	23
	15.0%	16.3%	13.7%		35.3%		14.4%	16.4%	9.0%	21.6%
										I
(4) 45 TO 54	55	26	29	-	55	-	30	24	18	33
	27.5%	26.5%	28.5%		64.7%		24.8%	31.2%	22.1%	31.6%
(5) 55 TO 64	30	16	14	-	-	30	16	13	12	16
	14.9%	16.2%	13.7%			47.4%	12.9%	17.5%	15.6%	15.0%
(6) 65 OR OLDER	33	14	19	-	-	33	19	14	17	10
	16.6%	14.5%	18.6%			52.6%	15.6%	18.5%	20.7%	9.5%
									J	
MEAN	3.74	3.66	3.80	1.71	3.65	5.53	3.57	3.99	3.74	3.63
					D	DE				

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 3 Page 3

North Idaho College:
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GENDER BY AGE

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD	INCOME
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
M18-34	26	26	-	26	-	-	18	8	13	12
	13.0%	26.5%		50.0%			14.9%	10.2%	16.3%	11.1%
M35-54	42	42	-	-	42	-	23	19	12	27
	21.0%	42.9%			49.4%		18.9%	25.0%	15.0%	25.6%
M55+	30	30	-	-	-	30	14	16	12	17
	15.0%	30.6%				47.6%	11.6%	20.8%	14.6%	15.8%
	-	-	-	-	-	-	-	-	-	-
F18-34	26	-	26	26	-	-	21	5	13	12
	13.0%		25.5%	50.0%			17.4%	6.2%	16.3%	11.2%
							H			
F35-54	43	-	43	-	43	-	25	17	13	29
	21.5%		42.2%		50.6%		20.3%	22.6%	16.1%	27.6%
F55+	33	-	33	-	-	33	21	12	17	9
	16.5%		32.4%			52.4%	16.9%	15.2%	21.7%	8.6%
									J	

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 4 Page 4

North Idaho College:
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S4. What county do you currently reside in?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD	INCOME
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BENEWAH	6	3	3	-	5	1	5	1	3	3
	3.0%	3.1%	2.9%		6.1%	1.3%	4.2%	1.1%	3.8%	2.8%
BONNER	43	22	21	10	18	15	22	21	20	18
	21.4%	22.1%	20.7%	19.5%	20.8%	23.7%	18.0%	27.3%	24.4%	17.5%
BOUNDARY	12	3	8	5	4	2	9	3	7	4
	5.8%	3.2%	8.3%	9.3%	5.0%	3.9%	7.2%	3.6%	8.3%	3.9%
KOOTENAI	128	67	61	33	55	40	77	49	46	75
	64.0%	68.1%	60.1%	64.3%	64.5%	63.2%	63.2%	64.5%	57.0%	71.2%
										I
SHOSHONE	12	3	8	4	3	5	9	3	5	5
	5.8%	3.6%	8.0%	6.8%	3.7%	7.9%	7.4%	3.5%	6.4%	4.7%

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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S5. For about how long have you lived in North Idaho?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD	INCOME
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) SIX MONTHS TO LESS THAN TWO YEARS	6 3.1%	4 4.2%	2 2.0%	2 4.8%	2 2.4%	2 2.6%	2 1.9%	4 5.0%	1 1.5%	5 4.7%
(2) TWO YEARS TO LESS THAN FIVE YEARS	22 10.9%	14 14.7%	7 7.2%	6 11.8%	8 9.6%	7 11.9%	9 7.7%	12 16.2%	9 10.9%	12 11.5%
(3) FIVE YEARS OR MORE	172 86.0%	79 81.1%	93 90.8%	43 83.4%	75 88.1%	54 85.5%	110 90.4%	60 78.7%	70 87.6%	88 83.8%
MEAN	2.83	2.77	2.89	2.79	2.86	2.83	2.89 H	2.74	2.86	2.79

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Mean Summary Table: Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A. NORTH IDAHO COLLEGE	198	97	101	52	85	61	120	76	79	105
	3.25	3.11	3.38	3.35	3.19	3.24	3.27	3.20	3.25	3.25
			B							
B. LEWIS-CLARK STATE COLLEGE	198	97	100	52	85	61	120	75	80	104
	2.03	2.00	2.07	1.88	2.22	1.91	1.80	2.39	1.87	2.14
								G		
C. UNIVERSITY OF IDAHO	199	98	101	52	85	62	121	76	80	105
	2.64	2.48	2.78	2.66	2.47	2.84	2.43	2.97	2.62	2.62
			B			E		G		

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
Perceptions about North Idaho College
Weighted Crosstabulated Results
Feb. 7, 2008

Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?
a. North Idaho College

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY FAMILIAR	79	30	48	23	30	25	49	29	32	40
	39.3%	30.7%	47.5%	44.5%	35.9%	39.5%	40.0%	38.0%	40.1%	37.7%
			B							
(3) MODERATELY FAMILIAR	91	48	43	24	40	26	56	34	34	52
	45.3%	48.6%	42.2%	45.9%	47.4%	42.1%	45.7%	44.5%	43.1%	49.1%
(2) NOT VERY FAMILIAR	29	19	10	5	14	10	16	13	13	14
	14.6%	19.8%	9.5%	9.5%	16.7%	15.8%	12.9%	17.6%	15.8%	13.2%
		C								
(1) NOT AT ALL FAMILIAR	-	-	-	-	-	-	-	-	-	-
* DON'T KNOW / NO ANSWER	2	1	1	-	-	2	2	-	1	-
	0.8%	0.9%	0.8%			2.6%	1.4%		1.0%	
MEAN	3.25	3.11	3.38	3.35	3.19	3.24	3.27	3.20	3.25	3.25
			B							

Comparison Groups: BC/DEF/GH/IJ
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?

b. Lewis-Clark State College

	=====WEIGHTED=====									
	=====GENDER=====			=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY FAMILIAR	20	13	7	5	10	4	5	15	5	13
	9.8%	13.3%	6.4%	9.8%	12.2%	6.6%	4.2%	19.1%	5.7%	12.3%
								G		
(3) MODERATELY FAMILIAR	45	15	30	10	23	12	23	20	18	24
	22.3%	15.0%	29.4%	18.9%	27.4%	18.4%	19.0%	26.9%	22.5%	22.6%
			B							
(2) NOT VERY FAMILIAR	56	28	28	11	26	19	35	20	20	33
	27.9%	28.6%	27.2%	21.1%	30.3%	30.3%	28.3%	26.9%	24.7%	30.9%
(1) NOT AT ALL FAMILIAR	77	41	36	26	26	26	58	20	38	35
	38.7%	42.1%	35.4%	50.2%	30.1%	40.8%	47.2%	26.1%	47.0%	33.4%
				E			H			
* DON'T KNOW / NO ANSWER	2	1	2	-	-	2	2	1	-	1
	1.2%	0.9%	1.6%			3.9%	1.4%	1.1%		0.8%
MEAN	2.03	2.00	2.07	1.88	2.22	1.91	1.80	2.39	1.87	2.14
								G		

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q1. How familiar are you with <INSERT>: very, moderately, not very, or not at all familiar?
 c. University of Idaho

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) VERY FAMILIAR	46	17	29	10	18	18	18	28	19	22
	22.9%	17.1%	28.5%	18.6%	21.1%	29.0%	14.5%	37.0%	23.9%	21.3%
								G		
(3) MODERATELY FAMILIAR	70	34	36	22	25	22	44	25	27	38
	34.8%	34.4%	35.2%	43.0%	29.3%	35.5%	36.1%	32.5%	33.6%	36.5%
(2) NOT VERY FAMILIAR	49	28	21	12	22	15	32	16	19	27
	24.5%	28.2%	20.9%	23.9%	25.5%	23.7%	26.2%	21.1%	23.4%	25.3%
(1) NOT AT ALL FAMILIAR	35	20	15	8	21	7	28	7	15	18
	17.4%	20.3%	14.5%	14.5%	24.1%	10.5%	22.5%	9.5%	19.1%	16.9%
					F		H			
* DON'T KNOW / NO ANSWER	1	-	1	-	-	1	1	-	-	-
	0.4%		0.8%			1.3%	0.7%			
MEAN	2.64	2.48	2.78	2.66	2.47	2.84	2.43	2.97	2.62	2.62
			B			E		G		

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q5. Were you aware before this interview that North Idaho College is a two year community college? Yes or no?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	181	89	92	50	74	58	110	69	72	96
	90.5%	91.0%	90.1%	95.2%	86.5%	92.1%	90.0%	91.2%	90.7%	91.6%
NO / DON'T KNOW	19	9	10	2	11	5	12	7	7	9
	9.5%	9.0%	9.9%	4.8%	13.5%	7.9%	10.0%	8.8%	9.3%	8.4%
REFUSED	-	-	-	-	-	-	-	-	-	-

North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q6. Have you personally ever seen any portion of the North Idaho College campus? Yes or no?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD	INCOME
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	188	91	97	50	79	60	114	72	77	99
	94.0%	92.9%	95.1%	95.2%	92.8%	94.7%	93.6%	94.5%	95.9%	94.3%
NO / DON'T KNOW	12	7	5	2	6	3	8	4	3	6
	6.0%	7.1%	4.9%	4.8%	7.2%	5.3%	6.4%	5.5%	4.1%	5.7%
REFUSED	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q7. Have you ever taken classes at North Idaho College? Yes or no?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	188	91	97	50	79	60	114	72	77	99
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	84	31	53	25	31	29	55	27	35	44
	44.8%	34.5%	54.5%	49.9%	38.8%	48.6%	48.3%	37.8%	45.5%	44.1%
			B							
NO / DON'T KNOW	104	60	44	25	48	31	59	45	42	56
	55.2%	65.5%	45.5%	50.1%	61.2%	51.4%	51.7%	62.2%	54.5%	55.9%
		C								
REFUSED	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q8. Are you currently taking classes at North Idaho College? Yes or no?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	84	31	53	25	31	29	55	27	35	44
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	9	1	8	2	5	2	7	2	4	4
	11.1%	3.2%	15.7%	9.6%	17.3%	5.7%	13.2%	7.4%	11.9%	9.9%
			B							
NO / DON'T KNOW	75	30	45	22	25	27	48	25	31	39
	88.9%	96.8%	84.3%	90.4%	82.7%	94.3%	86.8%	92.6%	88.1%	90.1%
		C								
REFUSED	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q9. Do you have any type of degree from North Idaho College? Yes or no?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD	INCOME
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	84	31	53	25	31	29	55	27	35	44
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	16	7	10	7	6	2	9	8	5	10
	19.4%	20.9%	18.4%	30.1%	20.9%	8.6%	15.7%	28.2%	15.0%	22.4%
NO / DON'T KNOW	68	25	43	17	24	26	47	20	30	34
	80.6%	79.1%	81.6%	69.9%	79.1%	91.4%	84.3%	71.8%	85.0%	77.6%
REFUSED	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q10. Has any member of your current household other than yourself ever taken classes at North Idaho College? Yes or no?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	94	46	48	28	31	35	62	31	40	47
	46.8%	46.8%	46.7%	53.0%	36.7%	55.2%	50.4%	40.6%	49.7%	45.0%
						E				
NO / DON'T KNOW	106	52	54	24	54	28	60	45	40	58
	53.2%	53.2%	53.3%	47.0%	63.3%	44.8%	49.6%	59.4%	50.3%	55.0%
					F					
REFUSED	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 16 Page 16

North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Mean Summary Table: Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?

	=====WEIGHTED=====									
	=====GENDER=====			=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
E. AN ATTRACTIVE CAMPUS	183	89	94	51	74	59	111	70	76	96
	3.45	3.37	3.53	3.40	3.50	3.44	3.48	3.41	3.40	3.52
L. A SAFE CAMPUS	167	85	83	48	67	51	104	61	68	88
	3.17	3.17	3.17	3.25	3.15	3.13	3.17	3.20	3.08	3.25
G. PREPARING STUDENTS TO ENTER THE WORKFORCE WITH A TRADE	168	80	87	48	66	53	102	64	71	85
	3.15	3.07	3.23	3.12	3.08	3.28	3.16	3.14	3.11	3.24
P. CONTRIBUTIONS TO THE COMMUNITY	162	80	83	41	67	55	95	65	64	86
	3.15	3.09	3.20	2.96	3.26	3.15	3.15	3.16	3.14	3.20
D. AFFORDABLE TUITION	170	80	90	51	70	50	106	62	67	92
	3.12	3.12	3.13	3.11	3.06	3.23	3.04	3.30	3.15	3.15
B. QUALITY OF FACULTY	135	67	68	42	51	42	85	48	58	69
	3.12	3.04	3.20	3.14	3.08	3.16	3.18	3.03	3.12	3.15
M. CURRENT TECHNOLOGY FOR STUDENT USE	121	61	60	38	50	33	78	42	51	62
	3.11	3.02	3.21	3.11	3.02	3.25	3.14	3.08	3.19	3.09
K. SCHOOL EMPLOYEES THAT ARE HELPFUL	127	63	65	38	51	38	78	48	51	68
	3.10	3.03	3.16	3.06	3.00	3.26	3.13	3.11	3.20	3.08
F. PREPARING STUDENTS TO ENTER A FOUR YEAR COLLEGE	158	71	87	43	63	52	95	62	65	81
	3.08	3.01	3.14	2.99	3.02	3.24	3.06	3.13	3.08	3.10
A. HIGH INSTRUCTIONAL QUALITY	151	74	77	42	60	48	94	56	67	76
	3.07	2.98	3.16	2.96	3.05	3.19	3.12	2.99	3.03	3.13
N. HIGH ETHICAL STANDARDS	131	64	67	40	51	41	84	46	53	69
	3.03	2.88	3.17	2.88	2.98	3.24	2.99	3.12	3.04	3.01

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 16 Page 17
(Continued)

North Idaho College:
Perceptions about North Idaho College
Weighted Crosstabulated Results
Feb. 7, 2008

Mean Summary Table: Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
C. RANGE OF PROGRAMS OFFERED	174	83	91	48	73	53	106	66	69	94
	3.03	3.01	3.04	3.07	2.93	3.13	3.05	3.02	2.94	3.10
H. COMMITMENT TO DIVERSITY	139	68	71	43	50	46	91	47	63	67
	2.99	2.96	3.03	2.90	3.00	3.07	3.02	2.97	2.93	3.08
I. RESEARCH AND SCHOLARSHIP	89	41	48	31	36	22	61	28	40	43
	2.84	2.74	2.93	2.83	2.74	3.04	2.94	2.64	2.73	2.94
O. ATHLETIC PROGRAMS	113	58	56	34	49	31	71	41	49	58
	2.76	2.68	2.84	2.54	2.83	2.89	2.74	2.84	2.77	2.84
J. HIGH ADMISSION STANDARDS	113	52	61	38	45	30	71	41	50	55
	2.69	2.51	2.84	2.63	2.63	2.86	2.86	2.45	2.68	2.71
			B				H			
STATISTIC BASE	2303	1114	1188	678	922	703	1431	850	962	1190

Comparison Groups: BC/DEF/GH/IJ
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 a. High instructional quality

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	39	15	24	10	15	14	24	15	16	22
	19.3%	15.0%	23.4%	18.9%	17.3%	22.4%	19.7%	19.2%	19.4%	21.1%
(3) GOOD	88	46	42	24	35	29	58	29	39	43
	43.9%	47.1%	40.8%	45.2%	41.5%	46.1%	47.3%	38.1%	49.1%	41.1%
(2) JUST OKAY	21	9	12	6	9	5	11	10	11	8
	10.4%	9.2%	11.5%	12.3%	11.1%	7.9%	8.6%	13.5%	13.5%	7.5%
(1) NOT VERY GOOD	4	4	-	3	1	-	1	2	1	2
	1.8%	3.7%		5.0%	1.2%		1.1%	3.0%	1.6%	2.2%
* DON'T KNOW	49	24	25	10	25	15	28	20	13	30
	24.6%	24.9%	24.3%	18.6%	28.9%	23.7%	23.3%	26.2%	16.4%	28.2%
MEAN	3.07	2.98	3.16	2.96	3.05	3.19	3.12	2.99	3.03	3.13

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 b. Quality of faculty

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	31	12	20	10	12	10	23	8	12	17
	15.6%	11.8%	19.2%	18.6%	13.6%	15.8%	18.6%	11.1%	15.2%	16.5%
(3) GOOD	90	47	43	28	33	29	55	34	41	45
	45.2%	48.4%	42.2%	54.8%	38.8%	46.1%	44.9%	44.4%	50.9%	42.9%
(2) JUST OKAY	12	7	6	4	5	3	7	5	5	5
	6.2%	6.9%	5.6%	7.5%	6.1%	5.3%	6.0%	6.7%	6.6%	4.8%
(1) NOT VERY GOOD	1	1	-	-	1	-	-	1	-	1
	0.5%	1.0%			1.2%			1.3%		0.9%
* DON'T KNOW	65	31	34	10	34	21	37	28	22	37
	32.5%	31.8%	33.1%	19.1%	40.3%	32.9%	30.5%	36.4%	27.3%	34.8%
					D					
MEAN	3.12	3.04	3.20	3.14	3.08	3.16	3.18	3.03	3.12	3.15

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 c. Range of programs offered

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	37	17	19	13	8	15	23	14	11	24
	18.4%	17.7%	19.0%	25.9%	9.9%	23.7%	18.8%	18.2%	14.1%	22.7%
				E		E				
(3) GOOD	107	50	57	25	52	31	65	42	43	57
	53.7%	50.9%	56.3%	47.5%	61.1%	48.7%	53.5%	55.3%	54.0%	54.1%
(2) JUST OKAY	28	14	14	10	11	7	18	9	14	12
	14.1%	14.8%	13.5%	19.5%	13.5%	10.5%	14.5%	11.4%	17.2%	11.6%
(1) NOT VERY GOOD	2	1	1	-	1	1	-	2	1	1
	0.9%	1.0%	0.8%		1.2%	1.3%		2.4%	1.0%	0.9%
* DON'T KNOW	26	15	11	4	12	10	16	10	11	11
	12.9%	15.6%	10.3%	7.0%	14.4%	15.8%	13.2%	12.7%	13.6%	10.7%
MEAN	3.03	3.01	3.04	3.07	2.93	3.13	3.05	3.02	2.94	3.10

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 d. Affordable tuition

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	53	25	27	17	17	19	29	24	23	28
	26.4%	25.9%	26.9%	33.0%	19.5%	30.3%	23.7%	31.5%	28.9%	26.5%
(3) GOOD	94	43	51	26	43	25	59	33	35	53
	46.8%	43.7%	49.7%	50.0%	50.2%	39.5%	48.8%	43.3%	43.9%	50.6%
(2) JUST OKAY	16	8	8	4	8	4	11	5	5	8
	8.1%	8.4%	7.8%	7.3%	9.8%	6.6%	8.8%	7.2%	6.7%	7.2%
(1) NOT VERY GOOD	8	4	4	4	2	2	7	-	4	3
	3.9%	4.0%	3.7%	7.5%	2.5%	2.6%	5.6%		4.6%	3.0%
* DON'T KNOW	30	18	12	1	15	13	16	14	13	13
	14.9%	18.0%	11.8%	2.3%	18.0%	21.1%	13.1%	18.1%	15.9%	12.7%
					D	D				
MEAN	3.12	3.12	3.13	3.11	3.06	3.23	3.04	3.30	3.15	3.15
								G		

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 e. An attractive campus

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	99	42	56	26	41	32	60	38	40	53
	49.3%	43.0%	55.3%	49.3%	47.7%	51.3%	48.8%	49.8%	49.5%	50.2%
(3) GOOD	72	40	32	21	29	22	45	26	28	41
	35.9%	40.5%	31.5%	40.9%	34.1%	34.2%	37.1%	33.9%	35.6%	38.5%
(2) JUST OKAY	10	6	4	3	4	3	7	3	7	3
	5.0%	6.6%	3.5%	5.0%	4.8%	5.3%	5.3%	4.6%	8.9%	2.7%
(1) NOT VERY GOOD	3	1	2	1	-	2	-	3	1	-
	1.5%	1.3%	1.6%	2.5%		2.6%		3.9%	1.0%	
* DON'T KNOW	17	8	8	1	11	4	11	6	4	9
	8.4%	8.7%	8.0%	2.3%	13.4%	6.6%	8.8%	7.9%	5.0%	8.6%
					D					
MEAN	3.45	3.37	3.53	3.40	3.50	3.44	3.48	3.41	3.40	3.52

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 f. Preparing students to enter a four year college

	=====WEIGHTED=====									
	=====GENDER=====			=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	38	17	21	7	12	19	19	18	17	18
	19.0%	17.8%	20.1%	14.1%	13.6%	30.3%	16.0%	24.2%	21.6%	17.2%
						DE				
(3) GOOD	100	40	60	29	43	28	64	35	38	55
	50.2%	41.2%	58.9%	56.6%	50.4%	44.7%	52.6%	46.2%	47.7%	52.2%
			B							
(2) JUST OKAY	15	10	5	5	6	3	8	7	6	6
	7.4%	10.1%	4.8%	10.0%	7.3%	5.3%	6.5%	9.0%	8.0%	5.9%
(1) NOT VERY GOOD	5	3	2	1	2	2	3	2	3	2
	2.5%	3.4%	1.6%	2.5%	2.4%	2.6%	2.6%	2.4%	3.7%	1.9%
* DON'T KNOW	42	27	15	9	22	11	27	14	15	24
	21.0%	27.6%	14.7%	16.8%	26.4%	17.1%	22.4%	18.2%	19.1%	22.9%
		C								
MEAN	3.08	3.01	3.14	2.99	3.02	3.24	3.06	3.13	3.08	3.10

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 g. Preparing students to enter the workforce with a trade

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	55	25	29	16	16	23	34	21	22	31
	27.3%	25.9%	28.8%	30.7%	18.3%	36.8%	28.0%	27.0%	28.0%	29.1%
						E				
(3) GOOD	89	40	49	25	42	23	53	35	36	46
	44.7%	40.9%	48.4%	47.3%	49.0%	36.9%	43.4%	46.6%	44.6%	44.1%
(2) JUST OKAY	18	11	8	5	8	5	13	5	10	6
	9.1%	10.8%	7.6%	9.8%	9.7%	7.9%	10.7%	6.9%	13.0%	5.5%
(1) NOT VERY GOOD	5	4	1	3	1	2	2	3	2	2
	2.6%	4.5%	0.8%	5.0%	1.2%	2.6%	1.7%	4.1%	2.7%	2.2%
* DON'T KNOW	32	18	15	4	19	10	20	12	9	20
	16.2%	18.0%	14.4%	7.3%	21.9%	15.8%	16.2%	15.5%	11.7%	19.1%
					D					
MEAN	3.15	3.07	3.23	3.12	3.08	3.28	3.16	3.14	3.11	3.24

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 h. Commitment to diversity

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	39	18	21	11	14	15	26	14	17	21
	19.7%	18.6%	20.8%	21.1%	15.9%	23.7%	21.2%	17.9%	21.2%	19.8%
(3) GOOD	72	37	36	22	27	23	50	22	32	36
	36.1%	37.3%	34.9%	42.5%	31.6%	36.9%	40.7%	29.5%	40.1%	33.8%
(2) JUST OKAY	14	6	8	5	5	3	7	7	7	6
	6.9%	5.7%	8.0%	9.8%	6.3%	5.3%	5.5%	9.2%	8.3%	6.0%
(1) NOT VERY GOOD	13	8	6	5	4	4	9	4	7	5
	6.6%	7.9%	5.4%	9.8%	4.8%	6.6%	7.0%	5.2%	9.2%	4.4%
* DON'T KNOW	61	30	31	9	35	17	31	29	17	38
	30.7%	30.5%	30.9%	16.8%	41.4%	27.6%	25.6%	38.1%	21.2%	35.9%
					D					I
MEAN	2.99	2.96	3.03	2.90	3.00	3.07	3.02	2.97	2.93	3.08

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 i. Research and scholarship

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	19	7	11	9	4	6	16	3	7	10
	9.3%	7.6%	11.0%	16.6%	5.0%	9.2%	12.9%	3.8%	9.2%	10.0%
							H			
(3) GOOD	43	19	24	10	21	12	28	15	18	21
	21.4%	19.0%	23.7%	18.6%	24.3%	19.7%	22.9%	19.5%	22.3%	20.3%
(2) JUST OKAY	22	12	11	11	9	2	15	8	12	10
	11.2%	11.9%	10.6%	21.8%	11.1%	2.6%	12.0%	10.2%	15.0%	9.1%
				F	F					
(1) NOT VERY GOOD	5	3	2	1	2	2	2	3	3	2
	2.5%	3.2%	1.9%	2.5%	2.4%	2.6%	1.9%	3.5%	4.0%	1.7%
* DON'T KNOW	111	57	54	21	49	41	61	48	40	62
	55.5%	58.4%	52.8%	40.5%	57.1%	65.8%	50.2%	62.9%	49.5%	58.9%
						D				
MEAN	2.84	2.74	2.93	2.83	2.74	3.04	2.94	2.64	2.73	2.94

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 j. High admission standards

	=====WEIGHTED=====									
	=====GENDER=====			=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	13	5	8	6	3	4	11	3	4	8
	6.7%	5.4%	8.0%	11.8%	3.7%	6.6%	8.6%	3.8%	5.6%	7.7%
(3) GOOD	60	22	38	16	25	19	42	18	28	27
	29.9%	22.7%	36.9%	30.2%	29.5%	30.3%	34.7%	23.0%	35.4%	25.5%
			B							
(2) JUST OKAY	31	18	13	13	14	5	16	16	13	16
	15.7%	18.3%	13.2%	24.5%	16.0%	7.9%	12.9%	20.5%	16.7%	15.1%
				F						
(1) NOT VERY GOOD	9	6	2	4	3	2	2	5	3	4
	4.3%	6.4%	2.2%	7.3%	3.6%	2.6%	2.0%	6.5%	4.4%	3.8%
* DON'T KNOW	87	46	41	14	40	33	51	35	30	50
	43.4%	47.3%	39.7%	26.1%	47.2%	52.6%	41.8%	46.1%	37.9%	47.9%
					D	D				
MEAN	2.69	2.51	2.84	2.63	2.63	2.86	2.86	2.45	2.68	2.71
			B				H			

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 k. School employees that are helpful

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	36	13	22	11	12	13	21	14	18	15
	17.8%	13.5%	22.0%	20.9%	13.6%	21.1%	17.6%	18.7%	22.4%	14.5%
(3) GOOD	73	41	32	21	30	22	47	26	25	45
	36.4%	41.5%	31.5%	40.9%	35.3%	34.2%	38.2%	34.4%	31.8%	42.5%
(2) JUST OKAY	14	7	8	4	7	3	7	6	8	6
	7.2%	6.7%	7.6%	7.3%	8.5%	5.2%	6.0%	8.1%	9.6%	5.5%
(1) NOT VERY GOOD	5	2	2	2	2	-	2	1	-	2
	2.3%	2.3%	2.2%	4.8%	2.4%		1.8%	1.7%		2.1%
* DON'T KNOW	73	35	37	14	34	25	44	28	29	37
	36.3%	35.9%	36.8%	26.1%	40.2%	39.5%	36.4%	37.1%	36.2%	35.4%
MEAN	3.10	3.03	3.16	3.06	3.00	3.26	3.13	3.11	3.20	3.08

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 1. A safe campus

	=====WEIGHTED=====									
	=====GENDER=====			=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	41	20	21	15	15	11	23	18	10	28
	20.4%	20.4%	20.4%	28.2%	18.2%	17.1%	19.0%	23.3%	12.6%	26.7%
										I
(3) GOOD	115	59	56	31	48	36	76	38	55	54
	57.6%	60.3%	55.1%	59.8%	56.1%	57.9%	62.2%	50.5%	68.5%	51.4%
										J
(2) JUST OKAY	10	5	4	3	3	4	4	5	2	6
	4.9%	5.5%	4.3%	5.0%	3.6%	6.6%	3.1%	6.9%	3.1%	5.7%
(1) NOT VERY GOOD	1	-	1	-	1	-	1	-	1	-
	0.5%		1.1%		1.3%		0.9%		1.3%	
* DON'T KNOW	33	13	19	4	18	12	18	15	12	17
	16.5%	13.7%	19.1%	7.0%	20.8%	18.4%	15.0%	19.3%	14.4%	16.1%
					D					
MEAN	3.17	3.17	3.17	3.25	3.15	3.13	3.17	3.20	3.08	3.25

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 m. Current technology for student use

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	31	14	17	12	7	12	21	10	16	14
	15.5%	14.7%	16.4%	23.4%	8.6%	18.5%	16.9%	13.7%	19.4%	12.9%
				E						
(3) GOOD	75	36	40	20	37	18	49	26	29	41
	37.6%	36.3%	38.9%	38.0%	43.9%	28.9%	40.0%	34.7%	36.9%	39.4%
					F					
(2) JUST OKAY	13	9	4	5	4	3	8	4	6	6
	6.4%	8.9%	4.0%	10.0%	5.0%	5.3%	6.3%	5.6%	7.6%	5.6%
(1) NOT VERY GOOD	2	2	-	1	1	-	1	1	-	1
	1.2%	2.3%		2.5%	1.2%		0.8%	1.7%		0.9%
* DON'T KNOW	79	37	42	14	35	30	44	34	29	43
	39.3%	37.8%	40.8%	26.1%	41.4%	47.3%	36.0%	44.3%	36.1%	41.2%
						D				
MEAN	3.11	3.02	3.21	3.11	3.02	3.25	3.14	3.08	3.19	3.09

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 n. High ethical standards

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	29	9	20	7	8	14	16	13	12	14
	14.7%	9.2%	20.1%	13.6%	9.8%	22.3%	13.4%	17.3%	14.9%	13.4%
			B			E				
(3) GOOD	83	43	39	25	35	22	54	27	34	45
	41.3%	44.2%	38.4%	47.7%	41.5%	35.6%	44.7%	35.4%	42.9%	42.4%
(2) JUST OKAY	13	7	7	4	5	4	8	5	5	7
	6.7%	6.7%	6.6%	7.5%	6.2%	6.6%	6.7%	6.7%	5.6%	6.4%
(1) NOT VERY GOOD	6	5	1	4	2	-	5	1	3	3
	3.0%	5.0%	1.1%	7.5%	2.4%		3.8%	1.7%	3.3%	3.2%
* DON'T KNOW	69	34	35	12	34	22	38	30	27	36
	34.4%	34.9%	33.8%	23.6%	40.1%	35.5%	31.4%	38.9%	33.4%	34.6%
MEAN	3.03	2.88	3.17	2.88	2.98	3.24	2.99	3.12	3.04	3.01
			B			DE				

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 o. Athletic programs

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	25	11	14	5	12	8	15	10	9	16
	12.3%	10.9%	13.6%	9.1%	13.6%	13.2%	12.3%	12.6%	11.0%	15.0%
(3) GOOD	48	24	24	12	22	14	29	19	24	22
	24.1%	24.2%	24.0%	23.6%	25.6%	22.4%	23.9%	24.9%	29.9%	21.3%
(2) JUST OKAY	29	17	12	13	11	5	21	8	13	15
	14.6%	17.4%	11.9%	24.5%	13.5%	7.9%	17.2%	10.8%	16.1%	14.4%
				F						
(1) NOT VERY GOOD	11	6	5	4	4	3	6	4	4	5
	5.7%	6.2%	5.1%	7.3%	5.0%	5.3%	5.1%	5.2%	4.5%	4.8%
* DON'T KNOW	87	40	46	18	36	32	51	35	31	47
	43.4%	41.3%	45.4%	35.5%	42.4%	51.3%	41.5%	46.5%	38.6%	44.5%
MEAN	2.76	2.68	2.84	2.54	2.83	2.89	2.74	2.84	2.77	2.84

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q11. For <INSERT STATEMENT>, is North Idaho College's current performance outstanding, good, just okay, or not very good?
 p. Contributions to the community

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	52	22	30	9	26	17	31	21	21	28
	25.9%	22.6%	29.2%	16.4%	30.6%	27.6%	25.1%	27.9%	26.4%	26.9%
(3) GOOD	85	44	41	24	32	29	49	35	32	47
	42.4%	45.1%	39.8%	45.2%	37.9%	46.1%	40.0%	45.9%	40.4%	45.0%
(2) JUST OKAY	24	12	12	8	8	7	16	7	10	11
	11.8%	12.2%	11.3%	14.8%	9.9%	11.8%	13.1%	8.7%	12.9%	10.2%
(1) NOT VERY GOOD	2	1	1	1	-	1	-	2	1	-
	1.1%	1.3%	0.8%	2.5%		1.3%		2.8%	1.0%	
* DON'T KNOW	38	18	19	11	18	8	27	11	15	19
	18.9%	18.8%	18.9%	21.1%	21.7%	13.1%	21.7%	14.7%	19.3%	17.8%
MEAN	3.15	3.09	3.20	2.96	3.26	3.15	3.15	3.16	3.14	3.20

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q12. Considering everything you know about North Idaho College, how would you rate this college overall as an institution of higher learning?

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) OUTSTANDING	47	15	31	14	20	12	32	15	21	23
	23.4%	15.7%	30.7%	27.7%	23.4%	19.7%	26.0%	19.7%	26.2%	22.2%
			B							
(3) GOOD	119	60	59	28	51	40	72	46	46	66
	59.5%	61.5%	57.6%	54.8%	59.7%	63.2%	58.8%	60.6%	57.1%	62.5%
(2) JUST OKAY	29	18	11	8	10	11	15	13	10	15
	14.4%	18.3%	10.7%	15.0%	12.1%	17.1%	12.4%	17.0%	12.4%	14.4%
(1) NOT VERY GOOD	2	2	-	1	1	-	1	1	1	1
	1.2%	2.3%		2.5%	1.2%		1.1%	1.3%	1.6%	0.9%
* DON'T KNOW / REFUSED	3	2	1	-	3	-	2	1	2	-
	1.5%	2.0%	1.1%		3.6%		1.7%	1.3%	2.6%	
MEAN	3.07	2.93	3.20	3.08	3.09	3.03	3.12	3.00	3.11	3.06
			B							

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Mean Summary Table: Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

	=====WEIGHTED=====									
	=====GENDER=====			=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A. HIGH INSTRUCTIONAL QUALITY	192	94	98	52	83	57	117	73	78	103
	3.36	3.26	3.46	3.19	3.42	3.43	3.28	3.48	3.30	3.43
			B							
N. HIGH ETHICAL STANDARDS	198	97	101	52	85	61	121	75	79	105
	3.32	3.24	3.39	3.28	3.33	3.32	3.31	3.32	3.34	3.36
L. A SAFE CAMPUS	196	98	98	52	84	61	120	74	79	104
	3.30	3.21	3.40	3.38	3.33	3.21	3.30	3.30	3.29	3.36
G. PREPARING STUDENTS TO ENTER THE WORKFORCE WITH A TRADE	198	96	102	52	84	62	120	76	78	105
	3.28	3.25	3.31	3.33	3.34	3.16	3.29	3.26	3.36	3.27
B. QUALITY OF FACULTY	193	92	101	51	82	61	117	74	78	103
	3.27	3.22	3.32	3.29	3.24	3.30	3.32	3.22	3.25	3.32
D. AFFORDABLE TUITION	193	93	100	52	83	58	117	74	78	103
	3.22	3.12	3.31	3.27	3.23	3.16	3.24	3.16	3.31	3.24
M. CURRENT TECHNOLOGY FOR STUDENT USE	190	94	96	52	81	57	114	74	75	102
	3.19	3.12	3.25	3.23	3.17	3.17	3.24	3.12	3.17	3.20
F. PREPARING STUDENTS TO ENTER A FOUR YEAR COLLEGE	196	95	100	52	83	61	118	76	77	103
	3.12	3.18	3.06	3.18	3.19	2.97	3.10	3.15	3.11	3.15
K. SCHOOL EMPLOYEES THAT ARE HELPFUL	189	93	95	50	82	57	114	72	76	98
	3.11	3.09	3.14	3.20	3.14	3.00	3.17	3.01	3.23	3.08
C. RANGE OF PROGRAMS OFFERED	189	93	96	52	80	57	114	74	77	102
	2.96	2.83	3.10	3.00	2.96	2.94	3.01	2.88	3.01	2.97
			B							
I. RESEARCH AND SCHOLARSHIP	186	89	98	51	82	54	112	72	77	98
	2.78	2.68	2.87	2.80	2.74	2.83	2.88	2.62	2.72	2.87
							H			

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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Table 34 Page 36
(Continued)

North Idaho College:
Perceptions about North Idaho College
Weighted Crosstabulated Results
Feb. 7, 2008

Mean Summary Table: Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
	(A)	Males (B)	Females (C)	18-34 (D)	35-54 (E)	55+ (F)	<4yr dgr (G)	4yr+ dgr (H)	<\$50K (I)	\$50K+ (J)
P. CONTRIBUTIONS TO THE COMMUNITY	190 2.70	93 2.56	96 2.83 B	51 2.67	81 2.79	58 2.60	115 2.82 H	72 2.52	76 2.71	102 2.72
H. COMMITMENT TO DIVERSITY	190 2.69	91 2.47	99 2.90 B	52 2.60	82 2.67	56 2.82	114 2.81	74 2.54	77 2.76	101 2.65
E. AN ATTRACTIVE CAMPUS	196 2.52	96 2.51	100 2.53	52 2.59	84 2.46	60 2.54	119 2.59	75 2.42	78 2.59	104 2.47
J. HIGH ADMISSION STANDARDS	182 2.37	87 2.25	95 2.48	51 2.18	79 2.43	52 2.48	110 2.47	71 2.23	71 2.43	99 2.35
O. ATHLETIC PROGRAMS	179 2.04	88 1.92	91 2.16 B	48 2.12	78 2.03	53 1.98	109 2.10	69 1.96	70 2.02	99 2.09
STATISTIC BASE	3057	1490	1567	821	1312	924	1851	1177	1226	1631

Comparison Groups: BC/DEF/GH/IJ
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?
 a. High instructional quality

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
	(A)	Males (B)	Females (C)	18-34 (D)	35-54 (E)	55+ (F)	<4yr dgr (G)	4yr+ dgr (H)	<\$50K (I)	\$50K+ (J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	93	39	53	21	43	29	50	42	34	55
	46.4%	40.2%	52.2%	40.2%	50.4%	46.0%	41.0%	54.7%	42.7%	52.6%
(3) VERY HIGH	76	39	37	20	32	24	50	25	34	35
	38.0%	39.9%	36.2%	38.2%	37.7%	38.2%	40.8%	33.3%	42.0%	33.6%
(2) MODERATELY HIGH	23	15	8	11	8	4	17	6	11	12
	11.7%	15.5%	8.1%	21.6%	9.5%	6.6%	13.9%	8.5%	13.2%	11.2%
				F						
(1) NOT VERY HIGH	-	-	-	-	-	-	-	-	-	-
* DON'T KNOW	8	4	4	-	2	6	5	3	2	3
	3.9%	4.4%	3.5%		2.4%	9.2%	4.3%	3.5%	2.1%	2.6%
MEAN	3.36	3.26	3.46	3.19	3.42	3.43	3.28	3.48	3.30	3.43
			B							

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

b. Quality of faculty

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	76	36	40	21	32	22	48	28	27	47
	37.8%	36.5%	39.0%	40.2%	37.9%	35.5%	39.0%	36.7%	33.6%	45.0%
(3) VERY HIGH	96	42	54	24	39	34	60	35	44	43
	48.1%	43.0%	53.0%	45.5%	45.5%	53.9%	48.8%	45.7%	55.0%	40.5%
(2) MODERATELY HIGH	20	13	7	6	10	4	10	10	7	12
	10.2%	13.4%	7.2%	11.8%	11.9%	6.6%	8.5%	13.2%	9.1%	11.4%
(1) NOT VERY HIGH	1	1	-	-	1	-	-	1	-	1
	0.5%	1.0%			1.2%			1.3%		0.9%
* DON'T KNOW	7	6	1	1	3	2	4	2	2	2
	3.4%	6.1%	0.8%	2.5%	3.5%	4.0%	3.7%	3.0%	2.3%	2.2%
		C								
MEAN	3.27	3.22	3.32	3.29	3.24	3.30	3.32	3.22	3.25	3.32

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?
 c. Range of programs offered

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	55	20	35	14	26	15	33	21	21	31
	27.4%	20.6%	34.0%	26.1%	31.0%	23.7%	27.0%	27.3%	26.9%	29.5%
			B							
(3) VERY HIGH	78	39	39	26	28	24	51	27	36	40
	39.0%	39.5%	38.6%	50.0%	32.9%	38.2%	42.2%	34.9%	45.1%	37.5%
(2) MODERATELY HIGH	51	32	19	11	21	18	27	23	18	28
	25.5%	33.0%	18.2%	21.6%	25.2%	29.0%	22.1%	30.5%	22.7%	26.5%
			C							
(1) NOT VERY HIGH	5	2	3	1	4	-	2	3	1	3
	2.7%	2.0%	3.3%	2.3%	4.9%		1.9%	4.0%	1.5%	3.0%
* DON'T KNOW	11	5	6	-	5	6	8	2	3	4
	5.4%	4.9%	5.9%		6.0%	9.2%	6.9%	3.3%	3.8%	3.5%
MEAN	2.96	2.83	3.10	3.00	2.96	2.94	3.01	2.88	3.01	2.97
			B							

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?
 d. Affordable tuition

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	78	33	46	21	36	22	49	28	32	45
	39.1%	33.2%	44.7%	40.5%	41.9%	34.2%	39.9%	36.3%	39.9%	43.0%
(3) VERY HIGH	82	42	40	24	33	25	49	33	39	39
	41.0%	42.5%	39.6%	45.7%	39.2%	39.5%	39.9%	43.8%	48.5%	36.8%
(2) MODERATELY HIGH	30	17	13	7	12	11	19	12	7	18
	15.0%	17.7%	12.5%	13.9%	14.2%	17.1%	15.2%	15.2%	9.4%	17.5%
(1) NOT VERY HIGH	3	2	1	-	2	1	1	2	-	1
	1.4%	2.0%	0.8%		2.4%	1.3%	0.7%	2.6%		0.9%
* DON'T KNOW	7	4	2	-	2	5	5	2	2	2
	3.5%	4.6%	2.4%		2.4%	7.9%	4.4%	2.2%	2.3%	1.7%
MEAN	3.22	3.12	3.31	3.27	3.23	3.16	3.24	3.16	3.31	3.24

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
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North Idaho College:
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?
 e. An attractive campus

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
	(A)	Males (B)	Females (C)	18-34 (D)	35-54 (E)	55+ (F)	<4yr dgr (G)	4yr+ dgr (H)	<\$50K (I)	\$50K+ (J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	28	14	13	9	8	11	19	9	13	11
	13.8%	14.6%	13.0%	16.4%	9.7%	17.1%	15.4%	11.5%	16.8%	10.7%
(3) VERY HIGH	63	29	34	17	29	17	41	21	24	36
	31.5%	29.4%	33.6%	33.4%	34.3%	26.3%	33.9%	27.1%	29.9%	34.5%
(2) MODERATELY HIGH	88	45	43	22	39	27	50	39	37	47
	44.2%	45.8%	42.6%	43.0%	46.4%	42.1%	40.7%	50.8%	45.7%	44.6%
(1) NOT VERY HIGH	17	8	9	4	7	6	9	7	4	10
	8.4%	8.4%	8.4%	7.3%	8.5%	9.2%	7.4%	9.2%	5.5%	9.3%
* DON'T KNOW	4	2	2	-	1	3	3	1	2	1
	2.2%	1.9%	2.4%		1.2%	5.3%	2.7%	1.3%	2.1%	0.9%
MEAN	2.52	2.51	2.53	2.59	2.46	2.54	2.59	2.42	2.59	2.47

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

f. Preparing students to enter a four year college

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	68	36	33	20	32	16	40	28	26	39
	34.2%	36.4%	32.0%	38.9%	38.1%	25.0%	32.4%	36.4%	32.0%	36.7%
(3) VERY HIGH	85	42	43	21	36	28	52	33	36	42
	42.7%	43.1%	42.2%	40.2%	42.6%	44.7%	43.0%	43.1%	44.6%	40.2%
(2) MODERATELY HIGH	39	16	23	11	12	16	24	15	15	21
	19.5%	16.6%	22.3%	20.9%	14.6%	25.0%	20.0%	19.2%	18.8%	20.4%
(1) NOT VERY HIGH	3	1	2	-	2	1	2	1	1	1
	1.5%	1.0%	1.9%		2.4%	1.3%	1.6%	1.3%	1.3%	0.9%
* DON'T KNOW	4	3	2	-	2	2	4	-	3	2
	2.2%	2.9%	1.6%		2.4%	3.9%	3.0%		3.3%	1.7%
MEAN	3.12	3.18	3.06	3.18	3.19	2.97	3.10	3.15	3.11	3.15

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
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North Idaho College:
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

f. Preparing students to enter the workforce with a trade

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	87	40	47	24	41	23	52	34	35	49
	43.7%	41.2%	46.1%	45.2%	47.8%	36.9%	42.6%	45.1%	43.8%	46.5%
(3) VERY HIGH	81	42	40	24	32	26	51	29	36	38
	40.7%	42.5%	38.9%	45.5%	37.7%	40.8%	42.0%	38.5%	45.7%	36.0%
(2) MODERATELY HIGH	27	12	15	4	10	13	17	10	7	16
	13.6%	12.1%	15.0%	6.8%	12.1%	21.0%	13.9%	13.3%	8.2%	15.3%
						D				
(1) NOT VERY HIGH	2	2	-	1	1	-	-	2	-	2
	1.2%	2.3%		2.5%	1.2%			3.0%		2.2%
* DON'T KNOW	2	2	-	-	1	1	2	-	2	-
	0.9%	1.9%			1.2%	1.3%	1.5%		2.3%	
MEAN	3.28	3.25	3.31	3.33	3.34	3.16	3.29	3.26	3.36	3.27

North Idaho College:
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

h. Commitment to diversity

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
	(A)	Males (B)	Females (C)	18-34 (D)	35-54 (E)	55+ (F)	<4yr dgr (G)	4yr+ dgr (H)	<\$50K (I)	\$50K+ (J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	45	18	27	12	22	11	33	12	18	26
	22.5%	18.6%	26.3%	23.6%	25.9%	17.1%	26.7%	16.3%	23.1%	24.3%
(3) VERY HIGH	68	26	42	16	25	27	40	28	31	32
	34.1%	26.6%	41.4%	30.5%	29.5%	43.4%	33.0%	36.7%	39.2%	30.0%
			B							
(2) MODERATELY HIGH	50	27	23	15	21	14	28	20	18	27
	24.8%	27.7%	22.1%	28.6%	24.3%	22.4%	23.2%	26.7%	22.2%	25.4%
(1) NOT VERY HIGH	27	19	7	9	14	3	13	13	10	17
	13.3%	19.9%	7.0%	17.3%	16.8%	5.3%	10.6%	16.9%	12.2%	16.0%
		C			F					
* DON'T KNOW	10	7	3	-	3	7	8	2	3	4
	5.2%	7.3%	3.2%		3.5%	11.9%	6.5%	3.3%	3.3%	4.3%
						E				
MEAN	2.69	2.47	2.90	2.60	2.67	2.82	2.81	2.54	2.76	2.65
			B							

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

i. Research and scholarship

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	39	15	24	10	18	12	24	14	12	26
	19.5%	15.7%	23.2%	18.6%	20.9%	18.4%	19.7%	18.7%	15.0%	24.9%
(3) VERY HIGH	72	34	39	21	28	23	52	19	33	35
	36.2%	34.4%	38.0%	40.7%	33.1%	36.8%	42.6%	25.5%	41.3%	33.3%
							H			
(2) MODERATELY HIGH	70	36	34	20	33	17	35	36	31	33
	35.2%	36.6%	33.7%	38.2%	38.9%	27.6%	28.4%	46.9%	38.5%	31.6%
								G		
(1) NOT VERY HIGH	5	4	1	-	3	2	2	3	2	3
	2.3%	3.9%	0.8%		3.5%	2.6%	1.4%	3.9%	2.1%	2.8%
* DON'T KNOW	14	9	4	1	3	9	10	4	2	8
	6.8%	9.3%	4.3%	2.5%	3.6%	14.5%	8.0%	5.0%	3.1%	7.3%
						DE				
MEAN	2.78	2.68	2.87	2.80	2.74	2.83	2.88	2.62	2.72	2.87
							H			

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
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North Idaho College:
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?
 j. High admission standards

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
	(A)	Males (B)	Females (C)	18-34 (D)	35-54 (E)	55+ (F)	<4yr dgr (G)	4yr+ dgr (H)	<\$50K (I)	\$50K+ (J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	21	7	15	4	13	5	17	5	9	12
	10.7%	6.9%	14.2%	7.0%	14.9%	7.9%	13.7%	6.1%	11.7%	11.4%
(3) VERY HIGH	47	24	23	11	17	19	31	16	20	25
	23.6%	24.5%	22.9%	20.7%	20.5%	30.3%	25.3%	21.6%	25.0%	23.6%
(2) MODERATELY HIGH	91	40	51	27	40	24	50	40	34	48
	45.5%	41.1%	49.7%	52.7%	46.5%	38.1%	40.6%	52.9%	42.7%	45.3%
(1) NOT VERY HIGH	22	16	6	9	9	4	13	10	8	14
	11.1%	16.2%	6.3%	17.0%	10.9%	6.6%	10.4%	12.5%	10.0%	13.5%
		C								
* DON'T KNOW	18	11	7	1	6	11	12	5	8	6
	9.1%	11.4%	7.0%	2.5%	7.2%	17.1%	10.0%	6.9%	10.6%	6.1%
						D				
MEAN	2.37	2.25	2.48	2.18	2.43	2.48	2.47	2.23	2.43	2.35

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

k. School employees that are helpful

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	54	28	26	19	24	12	37	16	26	26
	27.0%	28.5%	25.5%	35.7%	27.9%	18.4%	30.3%	20.9%	32.0%	25.1%
				F						
(3) VERY HIGH	103	46	57	22	47	34	60	42	43	54
	51.5%	47.3%	55.5%	42.7%	55.1%	53.9%	48.9%	55.8%	53.4%	51.6%
(2) MODERATELY HIGH	31	18	13	9	10	12	18	13	8	16
	15.3%	18.2%	12.5%	16.8%	12.1%	18.4%	14.5%	17.0%	10.1%	15.6%
(1) NOT VERY HIGH	1	1	-	-	1	-	-	1	-	1
	0.5%	1.0%			1.2%			1.3%		0.9%
* DON'T KNOW	11	5	7	2	3	6	8	4	4	7
	5.7%	4.9%	6.5%	4.8%	3.7%	9.2%	6.3%	5.0%	4.5%	6.7%
MEAN	3.11	3.09	3.14	3.20	3.14	3.00	3.17	3.01	3.23	3.08

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?
 1. A safe campus

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	90	39	52	26	40	25	57	33	37	52
	45.2%	39.5%	50.6%	49.5%	46.7%	39.5%	46.5%	42.8%	45.7%	49.3%
(3) VERY HIGH	80	43	36	20	34	26	45	34	31	41
	39.8%	44.3%	35.6%	38.4%	40.0%	40.8%	36.9%	44.4%	38.4%	39.3%
(2) MODERATELY HIGH	22	13	9	6	8	7	16	6	10	8
	10.9%	13.5%	8.5%	12.0%	9.6%	11.8%	13.0%	7.8%	12.5%	7.8%
(1) NOT VERY HIGH	5	3	2	-	2	2	2	2	2	3
	2.3%	2.7%	1.9%		2.4%	4.0%	2.0%	2.7%	2.1%	2.8%
* DON'T KNOW	4	-	4	-	1	2	2	2	1	1
	1.8%		3.5%		1.3%	3.9%	1.6%	2.2%	1.3%	0.8%
MEAN	3.30	3.21	3.40	3.38	3.33	3.21	3.30	3.30	3.29	3.36

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

m. Current technology for student use

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	69	32	37	20	29	20	45	24	25	39
	34.3%	32.4%	36.0%	37.7%	34.2%	31.6%	36.5%	31.5%	31.2%	37.4%
(3) VERY HIGH	88	42	46	25	36	27	52	35	38	43
	44.2%	43.1%	45.2%	47.5%	42.7%	43.4%	42.6%	46.3%	47.5%	41.0%
(2) MODERATELY HIGH	33	20	13	8	16	10	17	15	12	19
	16.6%	20.7%	12.6%	14.8%	18.3%	15.8%	14.0%	20.0%	15.6%	18.1%
(1) NOT VERY HIGH	-	-	-	-	-	-	-	-	-	-
* DON'T KNOW	10	4	6	-	4	6	8	2	5	4
	5.0%	3.7%	6.2%		4.9%	9.2%	6.8%	2.2%	5.7%	3.5%
MEAN	3.19	3.12	3.25	3.23	3.17	3.17	3.24	3.12	3.17	3.20

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?
 n. High ethical standards

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	93	42	51	24	43	27	55	37	37	55
	46.5%	42.7%	50.1%	45.2%	50.4%	42.1%	44.8%	48.9%	46.5%	52.0%
(3) VERY HIGH	78	38	40	21	29	28	49	28	32	36
	38.8%	38.4%	39.2%	40.0%	33.7%	44.7%	40.4%	36.1%	40.1%	34.0%
(2) MODERATELY HIGH	25	16	9	6	12	7	17	8	10	12
	12.7%	16.7%	8.9%	12.3%	14.6%	10.5%	14.1%	10.7%	12.4%	11.8%
(1) NOT VERY HIGH	2	1	1	1	1	-	-	2	-	2
	1.2%	1.3%	1.1%	2.5%	1.3%			3.1%		2.3%
* DON'T KNOW	2	1	1	-	-	2	1	1	1	-
	0.8%	0.9%	0.8%			2.6%	0.7%	1.1%	1.0%	
MEAN	3.32	3.24	3.39	3.28	3.33	3.32	3.31	3.32	3.34	3.36

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?
 o. Athletic programs

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	7	3	4	4	1	2	6	1	5	2
	3.6%	3.0%	4.2%	7.0%	1.3%	4.0%	5.2%	1.1%	5.9%	2.4%
(3) VERY HIGH	35	11	24	11	17	7	25	10	9	26
	17.7%	11.5%	23.6%	21.1%	19.9%	11.8%	20.4%	13.7%	11.2%	24.3%
			B							I
(2) MODERATELY HIGH	94	49	45	21	43	30	51	43	39	50
	47.2%	50.2%	44.2%	40.5%	51.1%	47.4%	41.4%	56.2%	48.6%	47.4%
							G			
(1) NOT VERY HIGH	42	24	18	13	16	13	27	15	17	21
	21.1%	24.8%	17.6%	24.3%	19.3%	21.0%	21.9%	19.4%	21.7%	20.0%
* DON'T KNOW	21	10	11	4	7	10	13	7	10	6
	10.4%	10.5%	10.3%	7.0%	8.5%	15.8%	11.1%	9.7%	12.5%	5.9%
MEAN	2.04	1.92	2.16	2.12	2.03	1.98	2.10	1.96	2.02	2.09
			B							

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
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Q15. Do you think <INSERT STATEMENT> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College?

p. Contributions to the community

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
	(A)	Males (B)	Females (C)	18-34 (D)	35-54 (E)	55+ (F)	<4yr dgr (G)	4yr+ dgr (H)	<\$50K (I)	\$50K+ (J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(4) EXTREMELY HIGH	30	9	20	10	16	4	21	8	10	19
	14.9%	9.6%	20.1%	18.9%	18.7%	6.6%	16.9%	10.8%	12.8%	17.6%
			B		F					
(3) VERY HIGH	81	41	40	18	35	27	57	24	36	42
	40.5%	41.6%	39.4%	35.5%	41.4%	43.5%	46.5%	31.9%	45.0%	39.7%
							H			
(2) MODERATELY HIGH	71	36	35	19	27	26	35	37	27	36
	35.5%	37.1%	34.0%	35.9%	31.5%	40.8%	28.3%	48.0%	34.2%	34.0%
								G		
(1) NOT VERY HIGH	8	7	1	4	3	1	4	3	2	5
	3.9%	7.0%	0.8%	7.5%	3.5%	1.3%	3.0%	4.3%	2.9%	5.2%
			C							
* DON'T KNOW	10	4	6	1	4	5	7	4	4	4
	5.2%	4.6%	5.7%	2.3%	4.9%	7.9%	5.4%	4.9%	5.1%	3.6%
MEAN	2.70	2.56	2.83	2.67	2.79	2.60	2.82	2.52	2.71	2.72
			B				H			

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q16. From what you know or have read about the college, do you think North Idaho College is currently more oriented to prepare students
 <INSERT LIST>?

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TO ENTER A FOUR-YEAR COLLEGE	56	29	27	13	23	21	40	16	19	30
	28.0%	29.6%	26.5%	24.1%	26.8%	32.9%	32.4%	21.6%	24.0%	28.5%
TO ENTER THE WORKFORCE WITH A TRADE	100	48	51	31	46	23	58	41	41	57
	49.8%	49.1%	50.5%	59.3%	53.6%	36.8%	47.3%	54.0%	51.4%	53.9%
				F	F					
DON'T KNOW / REFUSED	44	21	23	9	17	19	25	19	20	19
	22.2%	21.3%	23.0%	16.6%	19.6%	30.3%	20.3%	24.4%	24.6%	17.6%

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
Perceptions about North Idaho College
Weighted Crosstabulated Results
Feb. 7, 2008

Summary Table: Q17. From what you know or have read about the college, do you think North Idaho College is currently more oriented to prepare students <INSERT LIST>?

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
E. READING NEWS ABOUT THE COLLEGE IN A LOCAL NEWSPAPER	135	65	70	27	60	47	74	59	50	74
	67.3%	66.2%	68.3%	52.0%	70.8%	75.0%	60.6%	77.1%	62.6%	70.3%
					D	D		G		
A. RECEIVING ANY DIRECT MAILING FROM THE COLLEGE OR SEEING ANY IN YOUR HOUSEHOLD	133	65	68	31	61	41	84	48	49	75
	66.7%	66.5%	67.0%	59.3%	72.0%	65.8%	68.6%	63.0%	61.3%	71.4%
F. HEARING NEWS ABOUT THE COLLEGE ON LOCAL TELEVISION OR RADIO NEWS	117	60	57	24	53	41	68	49	42	65
	58.5%	61.4%	55.7%	45.2%	62.2%	64.5%	55.9%	64.2%	52.8%	62.1%
						D				
D. HAVING PERSONAL CONTACT WITH ANY COLLEGE EMPLOYEE	85	42	43	16	38	31	38	46	31	48
	42.5%	43.2%	41.7%	30.7%	45.0%	48.7%	31.2%	60.4%	39.0%	45.8%
						D		G		
B. ACCESSING THE COLLEGE'S WEBSITE	55	21	34	17	28	10	32	23	26	28
	27.7%	21.7%	33.4%	33.2%	33.2%	15.8%	26.3%	30.6%	33.0%	26.3%
				F	F					
C. RECEIVING AN E-MAIL NOTIFICATION FROM THE COLLEGE	30	15	14	10	11	8	20	10	14	15
	14.8%	15.5%	14.2%	19.1%	13.5%	13.2%	16.4%	12.8%	16.9%	14.6%

Comparison Groups: BC/DEF/GH/IJ
Independent T-Test for Means, Independent Z-Test for Percentages
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North Idaho College:
Perceptions about North Idaho College
Weighted Crosstabulated Results
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Mean Summary Table: Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD	INCOME
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
D. HAVING PERSONAL CONTACT WITH ANY COLLEGE EMPLOYEE	85	42	43	16	38	31	38	46	31	48
	2.80	2.75	2.84	2.61	2.73	2.97	2.80	2.79	2.74	2.86
						DE				
	0.55	0.59	0.49	0.77	0.61	0.17	0.52	0.57	0.59	0.46
	0.06	0.09	0.08	0.21	0.10	0.03	0.09	0.08	0.11	0.07
E. READING NEWS ABOUT THE COLLEGE IN A LOCAL NEWSPAPER	134	64	70	27	59	47	74	58	50	74
	2.78	2.80	2.77	2.59	2.76	2.93	2.82	2.73	2.76	2.82
						DE				
	0.49	0.48	0.50	0.66	0.51	0.26	0.42	0.57	0.57	0.42
	0.04	0.06	0.06	0.14	0.07	0.03	0.05	0.07	0.08	0.05
B. ACCESSING THE COLLEGE'S WEBSITE	55	21	34	17	28	10	32	23	26	28
	2.78	2.79	2.78	2.71	2.93	2.50	2.93	2.58	2.75	2.89
					F		H			
	0.53	0.55	0.53	0.61	0.27	0.80	0.26	0.72	0.57	0.31
	0.07	0.12	0.09	0.16	0.05	0.23	0.05	0.15	0.11	0.06
F. HEARING NEWS ABOUT THE COLLEGE ON LOCAL TELEVISION OR RADIO NEWS	115	58	57	24	51	41	68	47	42	64
	2.75	2.74	2.77	2.57	2.76	2.86	2.76	2.75	2.65	2.86
						D			I	
	0.52	0.48	0.57	0.60	0.52	0.46	0.52	0.53	0.62	0.38
	0.05	0.06	0.08	0.14	0.07	0.07	0.06	0.08	0.10	0.05
A. RECEIVING ANY DIRECT MAILING FROM THE COLLEGE OR SEEING ANY IN YOUR HOUSEHOLD	131	64	67	31	59	41	83	47	48	74
	2.69	2.68	2.70	2.56	2.67	2.82	2.69	2.68	2.65	2.72
						D				
	0.54	0.56	0.52	0.58	0.57	0.44	0.52	0.59	0.56	0.53
	0.05	0.07	0.06	0.12	0.08	0.06	0.06	0.09	0.08	0.06
C. RECEIVING AN E-MAIL NOTIFICATION FROM THE COLLEGE	27	14	13	10	11	6	18	9	13	15
	2.58	2.52	2.65	2.24	2.81	2.71	2.49	2.77	2.36	2.77
					D					
	0.59	0.68	0.50	0.70	0.41	0.50	0.64	0.44	0.69	0.44
	0.12	0.18	0.14	0.25	0.12	0.19	0.16	0.15	0.20	0.12

Comparison Groups: BC/DEF/GH/IJ
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
 a. Receiving any direct mailing from the college or seeing any in your household

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	133	65	68	31	61	41	84	48	49	75
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) FAVORABLE	96	47	49	19	43	35	60	35	33	57
	71.9%	71.5%	72.2%	60.2%	69.6%	84.0%	71.2%	72.0%	68.0%	75.3%
						D				
(2) NEUTRAL	30	15	16	11	14	6	21	10	13	15
	22.8%	22.3%	23.3%	36.0%	22.1%	14.0%	24.9%	20.0%	25.7%	19.4%
				F						
(1) UNFAVORABLE	5	3	2	1	3	1	2	3	2	3
	3.8%	4.6%	2.9%	3.8%	4.9%	2.0%	2.6%	5.9%	4.1%	4.0%
* DON'T KNOW	2	1	1	-	2	-	1	1	1	1
	1.6%	1.5%	1.6%		3.4%		1.3%	2.1%	2.2%	1.3%
MEAN	2.69	2.68	2.70	2.56	2.67	2.82	2.69	2.68	2.65	2.72
						D				

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
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Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
 b. Accessing the college's website

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	55	21	34	17	28	10	32	23	26	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) FAVORABLE	46	18	28	14	26	7	30	16	22	25
	83.7%	85.3%	82.6%	78.8%	92.6%	66.7%	93.2%	70.5%	81.7%	89.5%
							H			
(2) NEUTRAL	6	2	4	2	2	2	2	4	3	3
	11.0%	8.6%	12.5%	13.7%	7.4%	16.7%	6.8%	16.8%	12.1%	10.5%
(1) UNFAVORABLE	3	1	2	1	-	2	-	3	2	-
	5.3%	6.1%	4.8%	7.5%		16.6%		12.7%	6.3%	
* DON'T KNOW	-	-	-	-	-	-	-	-	-	-
MEAN	2.78	2.79	2.78	2.71	2.93	2.50	2.93	2.58	2.75	2.89
					F		H			

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
 c. Receiving an e-mail notification from the college

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	30	15	14	10	11	8	20	10	14	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) FAVORABLE	17	9	8	4	9	4	10	7	6	11
	57.7%	57.9%	57.4%	36.9%	81.2%	50.0%	51.4%	70.7%	43.8%	73.0%
					D					
(2) NEUTRAL	9	4	5	5	2	2	7	2	5	3
	29.6%	28.1%	31.2%	50.0%	18.8%	20.1%	33.9%	20.8%	40.5%	21.6%
(1) UNFAVORABLE	1	1	-	1	-	-	1	-	1	-
	4.4%	8.6%		13.1%			6.5%		9.6%	
* DON'T KNOW	2	1	2	-	-	2	2	1	1	1
	8.4%	5.5%	11.4%			29.9%	8.3%	8.6%	6.1%	5.4%
MEAN	2.58	2.52	2.65	2.24	2.81	2.71	2.49	2.77	2.36	2.77
					D					

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
 d. Having personal contact with any college employee

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	85	42	43	16	38	31	38	46	31	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) FAVORABLE	73	35	38	12	31	30	33	40	25	43
	86.1%	82.4%	89.7%	76.3%	81.1%	97.3%	85.7%	86.1%	81.7%	90.0%
						E				
(2) NEUTRAL	6	4	2	1	4	1	3	3	3	3
	7.4%	9.8%	5.0%	8.1%	10.8%	2.7%	8.9%	6.3%	11.1%	5.9%
(1) UNFAVORABLE	6	3	2	2	3	-	2	3	2	2
	6.5%	7.8%	5.3%	15.6%	8.0%		5.4%	7.6%	7.3%	4.1%
* DON'T KNOW	-	-	-	-	-	-	-	-	-	-
MEAN	2.80	2.75	2.84	2.61	2.73	2.97	2.80	2.79	2.74	2.86
						DE				

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
 Upper case letters indicate significance at the 95% level.
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North Idaho College:
 Perceptions about North Idaho College
 Weighted Crosstabulated Results
 Feb. 7, 2008

Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
 e. Reading news about the college in a local newspaper

	=====WEIGHTED=====									
	Total	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	135	65	70	27	60	47	74	59	50	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) FAVORABLE	109	53	56	18	47	44	62	45	42	61
	81.1%	81.9%	80.4%	68.1%	77.6%	93.0%	83.7%	77.2%	83.2%	82.9%
						DE				
(2) NEUTRAL	20	9	11	6	10	3	11	9	5	12
	14.9%	13.5%	16.2%	23.1%	17.4%	7.0%	14.9%	15.3%	10.1%	15.8%
(1) UNFAVORABLE	4	2	2	2	2	-	1	3	3	1
	3.2%	3.1%	3.4%	8.7%	3.3%		1.4%	5.7%	6.7%	1.4%
* DON'T KNOW	1	1	-	-	1	-	-	1	-	-
	0.7%	1.5%			1.7%			1.7%		
MEAN	2.78	2.80	2.77	2.59	2.76	2.93	2.82	2.73	2.76	2.82
						DE				

Comparison Groups: BC/DEF/GH/IJ
 Independent T-Test for Means, Independent Z-Test for Percentages
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Q18. On average, has your personal reaction to the contacts by <INSERT ITEM> been favorable, neutral, or unfavorable?
 f. Hearing news about the college on local television or radio news

	=====WEIGHTED=====									
	=====GENDER=====		=====AGE=====			=====EDUCATION=====		=====HOUSEHOLD INCOME=====		
	Total	Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	117	60	57	24	53	41	68	49	42	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(3) FAVORABLE	92	44	48	15	41	37	54	37	31	56
	78.4%	73.1%	83.9%	62.3%	76.7%	89.8%	79.7%	76.5%	73.0%	86.1%
						D				
(2) NEUTRAL	18	13	5	8	8	2	11	7	8	7
	15.7%	21.9%	9.2%	32.7%	15.6%	6.1%	16.3%	14.9%	19.3%	11.1%
				F						
(1) UNFAVORABLE	5	1	4	1	2	2	3	2	3	1
	4.2%	1.7%	6.9%	5.0%	3.9%	4.1%	4.0%	4.5%	7.7%	1.3%
* DON'T KNOW	2	2	-	-	2	-	-	2	-	1
	1.7%	3.3%			3.8%			4.1%		1.5%
MEAN	2.75	2.74	2.77	2.57	2.76	2.86	2.76	2.75	2.65	2.86
						D				I

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D1. Are you the parent or guardian of at least one child of high school age or younger? Yes or no?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD	INCOME
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	74	34	40	25	45	5	48	27	24	49
	37.2%	35.1%	39.2%	47.3%	52.7%	7.9%	39.0%	35.2%	29.9%	46.2%
				F	F					I
NO	126	64	62	27	40	58	74	49	56	57
	62.8%	64.9%	60.8%	52.7%	47.3%	92.1%	61.0%	64.8%	70.1%	53.8%
						DE			J	
REFUSED	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DEF/GH/IJ
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North Idaho College:
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D2. What's the highest level of education you've had the opportunity to complete?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD	INCOME
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) HIGH SCHOOL DEGREE OR LESS	44	18	26	14	17	14	44	-	25	14
	22.2%	18.7%	25.5%	26.4%	19.5%	22.3%	36.4%		31.6%	13.1%
									J	
(2) 1 TO 2 YEARS COLLEGE OR TECHNICAL SCHOOL	56	26	29	18	25	12	56	-	25	30
	27.9%	27.0%	28.7%	35.5%	29.3%	19.7%	45.7%		31.4%	28.4%
(3) 3 TO 4 YEARS COLLEGE, NO DEGREE	22	11	11	7	6	8	22	-	7	12
	10.9%	10.8%	11.0%	14.1%	7.3%	13.2%	17.9%		8.8%	11.8%
(4) 4 YEAR COLLEGE DEGREE	40	19	21	10	22	8	-	40	9	30
	20.1%	19.2%	21.0%	19.3%	25.8%	13.1%		52.9%	11.8%	28.0%
					F					I
(5) GRADUATE SCHOOL WORK OR GRAD DEGREE	36	24	12	2	14	19	-	36	13	19
	17.9%	24.3%	11.8%	4.8%	16.8%	30.3%		47.1%	16.5%	17.9%
		C			D	DE				
* NO ANSWER / REFUSED	2	-	2	-	1	1	-	-	-	1
	1.0%		1.9%		1.3%	1.3%				0.8%
MEAN	2.84	3.03	2.64	2.41	2.91	3.10	1.82	4.47	2.50	3.09
					D	D		G		I

Comparison Groups: BC/DEF/GH/IJ
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North Idaho College:
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D3. Is the total household income for all members in your household, aged 18 and over, above or below \$50,000 a year?

	=====WEIGHTED=====									
	Total	GENDER		AGE			EDUCATION		HOUSEHOLD INCOME	
		Males	Females	18-34	35-54	55+	<4yr dgr	4yr+ dgr	<\$50K	\$50K+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL	200	98	102	52	85	63	122	76	80	105
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
(1) UNDER \$20,000	10	6	4	2	3	4	8	2	10	-
	4.9%	5.9%	3.8%	4.8%	3.6%	6.6%	6.6%	2.2%	12.1%	
(2) \$20,000 TO JUST UNDER \$35,000	28	10	18	9	7	12	18	10	28	-
	13.9%	9.7%	17.9%	16.8%	8.8%	18.4%	15.0%	12.5%	34.8%	
(3) \$35,000 TO JUST UNDER \$50,000	42	21	21	15	14	13	31	11	42	-
	21.2%	21.8%	20.7%	28.4%	16.9%	21.0%	25.4%	15.0%	53.1%	
(4) \$50,000 TO JUST UNDER \$75,000	57	29	28	13	29	15	37	21	-	57
	28.7%	30.0%	27.5%	25.9%	34.1%	23.7%	30.0%	27.4%		54.5%
(5) \$75,000 TO JUST UNDER \$100,000	27	11	16	6	14	7	12	14	-	27
	13.3%	10.8%	15.6%	11.8%	16.2%	10.6%	10.1%	18.7%		25.2%
(6) \$100,000 AND ABOVE	21	15	6	4	13	4	7	13	-	21
	10.7%	15.7%	5.8%	7.5%	15.6%	6.6%	5.9%	17.5%		20.3%
			C					G		
* REFUSED	15	6	9	2	4	8	9	5	-	-
	7.4%	6.1%	8.7%	4.8%	4.8%	13.1%	7.1%	6.7%		
MEAN	3.69	3.82	3.56	3.48	4.02	3.38	3.43	4.08	2.41	4.66
					DF			G		I

Comparison Groups: BC/DEF/GH/IJ
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S4. Which county do you currently reside in? **[DON'T READ]**

- BENEWAH 1
- BONNER 2
- BOUNDARY 3
- KOOTENAI 4
- SHOSHONE 5
- OTHER / DK **POLITELY TERMINATE**

S5. For about how long have you lived in North Idaho? **[READ LIST]**

- LESS THAN 6 MONTHS **POLITELY TERMINATE**
- SIX MONTHS TO LESS THAN TWO YEARS 1
- TWO YEARS TO LESS THAN FIVE YEARS 2
- FIVE YEARS OR MORE 3
- DK / REFUSED **[DON'T READ]** ... **POLITELY TERM**

Overall Familiarity with North Idaho Colleges

Q1. Now, I'm going to name several colleges and universities located in North Idaho and I'm going to ask you how familiar you are with each. And by "familiar," i mean the degree to which you know enough about the school to have an opinion about it. First . . .

How familiar are you with **<INSERT NAME; RANDOMIZE b-c; ORDER Q3-Q4 TO MATCH>**: very, moderately, not very, or not at all familiar? **[REVERSE SCALE]**

	VERY	MODERATELY	NOT VERY	NOT AT ALL	DK
a. North Idaho College	4	3	2	POLITELY TERM	5
b. Lewis-Clark State College	4	3	2	1	5
c. University of Idaho	4	3	2	1	5

Q2. **[ASK OF ALL RESPONDENTS]**

From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "North Idaho College"? And this could be anything; a description, an image, favorable or unfavorable.

[TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]

Q3. **[IF Q1b="NOT AT ALL" THEN SKIP TO Q4]**

From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "Lewis-Clark State College"?

[TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]

Q4. **[IF Q1c="NOT AT ALL" THEN SKIP TO Q5]**

From what you've experienced or heard, how would you best describe what first comes to your mind when you hear the name "University of Idaho"?

[TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]

Exposure to and Perceptions About North Idaho College

- Q5. Now, I'd like to concentrate on just one college, North Idaho College. First . . .
 Were you aware before this interview that North Idaho College is a two year community college? Yes or no?
 YES 1
 NO 2
 REFUSED 3
- Q6. Have you personally ever seen any portion of the North Idaho College campus? Yes or no?
 YES 1
 [SKIP TO Q10] ← NO 2
 REFUSED 3
- Q7. Have you ever taken classes at North Idaho College? Yes or no?
 YES 1
 [SKIP TO Q10] ← NO 2
 REFUSED 3
- Q8. Are you currently taking classes at North Idaho College? Yes or no?
 YES 1
 NO 2
 REFUSED 3
- Q9. Do you have any type of degree from North Idaho College? Yes or no?
 YES 1
 NO 2
 REFUSED 3
- Q10. Has any member of your current household other than yourself ever taken classes at North Idaho College? Yes or no?
 YES 1
 NO / DK 2
 REFUSED 3
- Q11. Now, I'm going to read some characteristics associated with colleges. From what you've experienced, read, or heard, I'd like you to tell me how well you think North Idaho College is currently performing on each. And if you don't know, just say so.

For <INSERT STATEMENT; RANDOMIZE>, is North Idaho College's current performance outstanding, good, just okay, or not very good? [REVERSE SCALE]

[AFTER FIRST STATEMENT JUST SAY:] Outstanding, good, just okay, or not very good performance?

	OUT- STANDING	GOOD	JUST OKAY	NOT VERY GOOD	DK
a. High instructional quality	4	3	2	1	5
b. Quality of faculty	4	3	2	1	5
c. Range of programs offered	4	3	2	1	5
d. Affordable tuition	4	3	2	1	5
e. An attractive campus	4	3	2	1	5
f. Preparing students to enter a four year college	4	3	2	1	5
g. Preparing students to enter the workforce with a trade	4	3	2	1	5
h. Commitment to diversity	4	3	2	1	5

	OUT- STANDING	GOOD	JUST OKAY	NOT VERY GOOD	DK
i. Research and scholarship	4	3	2	1	5
j. High admission standards	4	3	2	1	5
k. School employees that are helpful	4	3	2	1	5
l. A safe campus	4	3	2	1	5
m. Current technology for student use	4	3	2	1	5
n. High ethical standards	4	3	2	1	5
o. Athletic programs	4	3	2	1	5
p. Contributions to the community	4	3	2	1	5

Q12. Considering everything you know about North Idaho College, how would you rate this college **overall** as an institution of higher learning? **[READ LIST; REVERSE]**

OUTSTANDING 1
 GOOD 2
 JUST OKAY 3
 NOT VERY GOOD 4
 DON'T KNOW / REFUSED [DON'T READ] 5

Q13. If someone not familiar with North Idaho College asked you to describe the college, what one positive thing would be most important to mention? **TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]**

Q14. And in what area or areas, if any, would you say that North Idaho College needs to make the most improvements? **[TRY AND GET A SPECIFIC ANSWER; MORE THAN ONE RESPONSE IS OKAY IF OFFERED]**

Priority of Services

Q15. How high a priority do you think each of the following should be for North Idaho College? First . . .

Do you think <INSERT STATEMENT; RANDOMIZE> should be an extremely high, very high, moderately high, or not very high priority for North Idaho College? **[REVERSE SCALE]**

[AFTER FIRST STATEMENT JUST SAY:] An extremely high, very high, moderately high, or not very high priority?

	EXTREMELY HIGH	VERY HIGH	MODERATELY HIGH	NOT VERY HIGH	DK
a. High instructional quality	4	3	2	1	5
b. Quality of faculty	4	3	2	1	5
c. Range of programs offered	4	3	2	1	5
d. Affordable tuition	4	3	2	1	5
e. An attractive campus	4	3	2	1	5
f. Preparing students to enter a four year college	4	3	2	1	5
g. Preparing students to enter the workforce with a trade	4	3	2	1	5

	EXTREMELY HIGH	VERY HIGH	MODERATELY HIGH	NOT VERY HIGH	DK
h. Commitment to diversity	4	3	2	1	5
i. Research and scholarship	4	3	2	1	5
j. High admission standards	4	3	2	1	5
k. School employees that are helpful	4	3	2	1	5
l. A safe campus	4	3	2	1	5
m. Current technology for student use	4	3	2	1	5
n. High ethical standards	4	3	2	1	5
o. Athletic programs	4	3	2	1	5
p. Contributions to the community	4	3	2	1	5

Q16. From what you know or have read about the college, do you think North Idaho College is currently more oriented to prepare students **<INSERT LIST; REVERSE>**?

TO ENTER A FOUR-YEAR COLLEGE 1
 TO ENTER THE WORKFORCE WITH A TRADE . . . 2
 DON'T KNOW / REFUSED **[DON'T READ]** 3

Communications and Media

Q17-Q18. Thinking about North Idaho College . . .

Q17a-f. Within the last 12 months, do you recall **<INSERT STATEMENT; RANDOMIZE>**? Yes or no?

Q18a-d. **[IF Q17a-d = "YES," OTHERWISE SKIP:]** On average, has your personal reaction to the contacts by <direct mail / website / e-mail / personal contact> been favorable, neutral, or unfavorable? **[REVERSE SCALE]**

Q18e-f. **[IF Q17e-f = "YES," OTHERWISE SKIP:]** Did the <newspaper / television or radio > coverage that you recall tend overall to be favorable, neutral, or unfavorable? **[REVERSE SCALE]**

	Q17a-f.			Q18a-f			
	YES	NO	DK	FAVOR- ABLE	NEUTRAL	UNFAVOR- ABLE	DK
a. Receiving any direct mailing from the college or seeing any in your household	1	2	3	3	2	1	4
b. Accessing the college's website	1	2	3	3	2	1	4
c. Receiving an e-mail notification from the college	1	2	3	3	2	1	4
d. Having personal contact with any college employee	1	2	3	3	2	1	4
e. Reading news about the college in a local newspaper	1	2	3	3	2	1	4
f. Hearing news about the college on local television or radio news	1	2	3	3	2	1	4

Classification

Finally, I've got a few last questions for classifying your answers, and we're done.

D1. Are you the parent or guardian of at least one child of high school age or younger? Yes or no?

- YES 1
- NO 2
- REFUSED 3

D2. What's the highest level of education you've had the opportunity to complete? **[READ LIST]**

- A HIGH SCHOOL DEGREE OR LESS 1
- 1 TO 2 YEARS COLLEGE OR TECHNICAL SCHOOL 2
- 3 TO 4 YEARS COLLEGE BUT NO 4-YEAR DEGREE ... 3
- A 4-YEAR COLLEGE DEGREE 4
- GRADUATE SCHOOL WORK OR GRADUATE DEGREE . 5
- REFUSED **[DON'T READ]** 6

D3. Is the total household income for all members in your household, aged 18 and over, *above* or *below* \$50,000 a year? **[GET "BELOW" OR "ABOVE" AND THEN:]** Please stop me when I reach your correct income category **[IF "BELOW" READ 1 TO 3, ELSE READ 4 TO 6]**

- [IF BELOW \$50K, ASK:] →** UNDER \$20,000 1
- \$20,000 TO JUST UNDER \$35,000 2
- \$35,000 TO JUST UNDER \$50,000 3

- [IF ABOVE \$50K, ASK:] →** \$50,000 TO JUST UNDER \$75,000 4
- \$75,000 TO JUST UNDER \$100,000 5
- \$100,000 AND ABOVE 6

- REFUSED **[DON'T READ]** 7

D4. Finally, may I ask for your first name only, in case my supervisor decides to call back to verify the courtesy and completeness of this interview?

Thank you so much for your time.