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116 New Montgomery  
Suite 600  
San Francisco, CA 94105  
Telephone: (415) 974-6620  
Facsimile: (415) 947-0260  
[www.glsresearch.com](http://www.glsresearch.com)

San Francisco  
Las Vegas

## County Residents Study:

A Study of San Mateo County Residents  
Who Express Interest in Taking  
College Courses in the Next Three Years

Prepared for:  
San Mateo County  
Community College District

October 2008

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## INTRODUCTION

The San Mateo County Community College District (SMCCCD), in an effort to better serve the residents of the county, asked GLS Research to design a study to interview residents who expressed at least some interest in taking college courses in the next three years to investigate the following topics:

- Course interests, to help SMCCCD determine what courses to offer.
- Preferences for time, day, and type of class (traditional classroom, Internet, etc.).
- Preferences for types of information received from SMCCCD (mail, Internet, etc.)
- Profiles of current and potential students by type (continuing education, 2- and 4-year degree, and technical/trade school) to help in targeting these groups.
- A demographic profile of these residents interested in taking college courses in the next three years, specifically to examine differences by North, Central, and South County.

## METHODOLOGY

GLS Research, in consultation with the SMCCCD, designed a survey instrument to examine the higher education interests of San Mateo County residents.

County residents had to meet the following criteria to be eligible for the survey:

- 18 years of age or older.
- Not employed by SMCCCD.
- At least some interest in taking college courses in the next three years (measured using a five-point scale where 1=not at all interested and 5=very interested, with those giving a response of two or higher being eligible).
- Not currently enrolled in a 4-year degree or graduate school program.

Because of budgetary considerations, interviews were conducted only in English, potentially under-representing some minority communities. Among all calls that resulted in someone answering the telephone, 10.7% were terminated because the person could not speak English.

1,202 random-digit-dial telephone interviews were conducted between January 28 and February 9, 2008. By design, a minimum of 400 interviews were conducted in the North, Central, and South County regions to permit regional comparisons.

The margin of error on a sample of 1,202 is  $\pm 2.8\%$  at the 95% level of confidence; for 400 the margin of error would be  $\pm 4.9\%$ .

The 95% level of confidence is typically used in all market research. It means that if the survey were repeated 100 times, then 95 times out of 100 the true measure would fall within the margin of error. Higher levels of confidence (98% or 99%) are not typically used in market research.

### A Note on the Sampling Methodology

Random digit dialing (RDD) is a method for selecting people for involvement in telephone statistical surveys, using a computer to generate telephone numbers at random for existing telephone exchanges (the first three digits of the phone number). Random digit dialing has the advantage that it includes unlisted numbers that would be missed if the numbers were selected from a phone book. In studies like this one, only residential/private numbers are included (business exchanges are excluded).

The RDD sample used for this study included both land lines and cell phones within San Mateo County. Some of the blocks of numbers include exchanges that are land-line only, some are cell phone only, and some are mixed land lines and cell phones. Because telephone area codes and the telephone exchanges sometimes overlap geographical boundaries, the sample is initially screened by zip code to make sure all numbers are within San Mateo County.

The sample contained a total of 132,616 individual phone numbers, of which 111,626 were dialed. Of those, 26,911 resulted in actual contact with a potential respondent, and 4,112 agreed to take the survey. Of those, 2,910 did not satisfy the screening criteria, leaving 1,202 who qualified and completed the survey.

Calls were made throughout the day and evening over the course of two weeks in order to maximize the variety of people we reached. If the person answering the phone was not qualified to complete the survey, he or she was asked if there was someone in the household who might qualify for the survey. If so, an interview was either conducted with that person or a callback appointment was made. Only one completed interview was accepted from each household.

## AN OVERVIEW OF THE FINDINGS

The analyses contained in this report focus on three student groups (continuing education students, 2- and 4-year degree students, and trade/technical school students). Preferences for class type and time of day, as well as how the District communicates with potential students, are discussed. Demographics for all respondents and by region are presented.

### Continuing Education Students

- By far the largest group of county residents interested in taking courses in the next three years (84%) classify themselves as continuing education students, suggesting that these residents should form the main target for SMCCCD communications and enrollment efforts. (See Figure 1.)
- Those interested in continuing education are more likely to be found among whites, women, residents of Central and South county, those 45 years old or older, those with middle- to high-income, and college graduates. (See Figure 2.)
- They are most interested in art, computer science, and foreign language courses, followed by business, history, music, and photography. (See Figure 3.)

### Two- and Four-Year Degree Students

- Seven percent (7%) of county residents interested in taking courses in the next three years are either currently enrolled or would like to become enrolled to pursue a 2-year degree (3.5%) or a 4-year degree (3.3%). (See Figure 1.)
- Residents interested in pursuing a degree are more likely to be found among those from North County, 18 to 44 years olds, minorities, and those have a high school diploma or some college and an income of less than \$80,000. (See Figure 4.)
- Their major fields of study are, or would be, business, followed at some distance by computer science, nursing, psychology, administration of justice, art, and education. (See Figure 5.)

### Trade/Technical School Students

- Five percent (5%) of county residents interested in taking courses in the next three years are interested in pursuing a vocational program. (See Figure 1.)
- Residents interested in vocational programs are more likely to be found among males, 18 to 54 years old, Hispanics, and those with a high school diploma or some college and an income of less than \$80,000. (See Figure 6.)
- The vocational programs they are most interested in are computer science, followed at some distance by building inspection technology, administration of justice, business, electronics technology, engineering technology, and a craft or trade. (See Figure 7.)

### Class Preferences

- Looking at all current and potential students, most (73%) are interested in a traditional classroom setting, while 17% are interested in classes via the Internet. Those over 65 have much less interest in Internet learning and much higher interest in older distance learning technologies like television and video and audio tapes. (See Figure 8 and Figure 9.)
- Weekday nights (45%) are the most popular time for classes, especially among those less than 55 years old. Weekday mornings (29%) is the second most popular time for classes – especially among those 55 and older. (See Figure 10 and Figure 11.)
- About equal proportions of county residents interested in taking courses in the next three years say they prefer to get information about educational opportunities in the mail (40%) or on the Internet (39%). Preference for these two different media vary with age, with mail being preferred by older residents and the Internet by younger residents. (See Figure 12.)

### Likelihood of Attending an SMCCCD College

- One-third (33%) of county residents interested in taking college courses *who are not currently attending an SMCCCD college* said they were likely to take a course at an SMCCCD college in the next three years. Higher proportions of residents of North and Central County, women, those age 45 to 54, those with some college, those with

household incomes of less than \$80,000, and Hispanics and other non-Asian minorities say they were relatively more likely to take courses at an SMCCCD college. This is the typical demographic profile of county residents who currently express greatest interest in attending SMCCCD colleges. (See Figure 13 and Figure 14.)

- Among those likely to attend an SMCCCD college, 40% said they would likely enroll at CSM, 29% to Skyline, and 26% to Cañada. Naturally North County residents were far more likely to say they would attend Skyline, a higher proportion of Central County residents would attend CSM, and South County residents were more likely to attend Cañada. (See Figure 15.)
- Those not likely to enroll at an SMCCCD college were asked what might encourage them to enroll. One-third (34%) said providing courses that met their educational needs, while 21% said courses close to home or work, and 9% said better availability of classes at times they could take them. (See Figure 16.)

### Demographics

- Respondents to this survey had to meet several criteria in order to qualify, with the most important being expressing at least some interest in taking college courses in the next three years. These respondents represent a distinct subset of all county residents – namely those interested in taking college courses in the next three years. As such this demographic profile describes that subgroup of residents and does not necessarily match a demographic profile of all county residents.
- Residents interested in taking college courses in the next three years were more likely to be female than male, with the highest proportion of females in South County. The average age is 51.3, and North County residents (50.1) were younger than South County residents (52.3). More than one-half of respondents have lived in the county for more than 20 years. Three-quarters of respondents were white, while 20% were a member of a minority group. There were higher concentrations of Hispanics in North County and Asians in North and Central county. More than six in ten have a college degree, with North County residents less likely than others to have a college degree. Household incomes were spread over a broad spectrum, with somewhat lower income levels recorded in North County and higher income levels in South County. (See Figure 17 and Figure 18.)

### Currently Enrolled Students

- This study was designed to get a picture of all residents of the county with interest in pursuing college coursework in the next three years. It just so happened that 84 of them (out of 1,202 total respondents) were currently enrolled at a Bay Area college, with 49 of them enrolled at an SMCCCD college and 35 at other Bay Area colleges. Because these numbers are so small, we found virtually no statistically reliable differences between those enrolled at an SMCCCD college and those enrolled at other Bay Area colleges. While proportional differences between these two groups sometimes appear large, because of the very small size of the groups, these apparent large differences are not statistically significant.
- Because nothing definitive can be deduced from these findings, they are presented in an appendix to this report.

## **CONCLUSIONS**

GLS Research believes these findings provide the SMCCCD with a number of opportunities to reach underserved county residents and increase enrollment while maintaining ongoing educational goals.

- This study clearly shows that, among county residents interested in taking college courses in the next three years, the overwhelming educational interest is continuing education and personal enrichment courses. SMCCCD should consider focusing on attracting these residents to its three campuses with evening courses in the subjects that matter most – with art, computers, and foreign languages being at the top of desired continuing education courses, followed by business, history, music, and photography. Residents in this group are more likely to be found among whites, women, the college educated, those over 45, those living in Central and South County, and those with mid to high household incomes. This demographic profile should be kept in mind when targeting this group.
- However, if we look at the demographics of those likely to enroll in an SMCCCD college in the next three years<sup>1</sup>, the profile is somewhat different. Like those who are interested in continuing education, those likely to enroll in an SMCCCD college are more likely to be found

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<sup>1</sup> Respondents were asked how likely they are to enroll in one of the SMCCCD colleges in the next three years. Ratings were done on a five-point scale where five meant “very likely” and one meant “not at all likely.” Respondents who gave a rating of four or five were considered “likely” to attend.

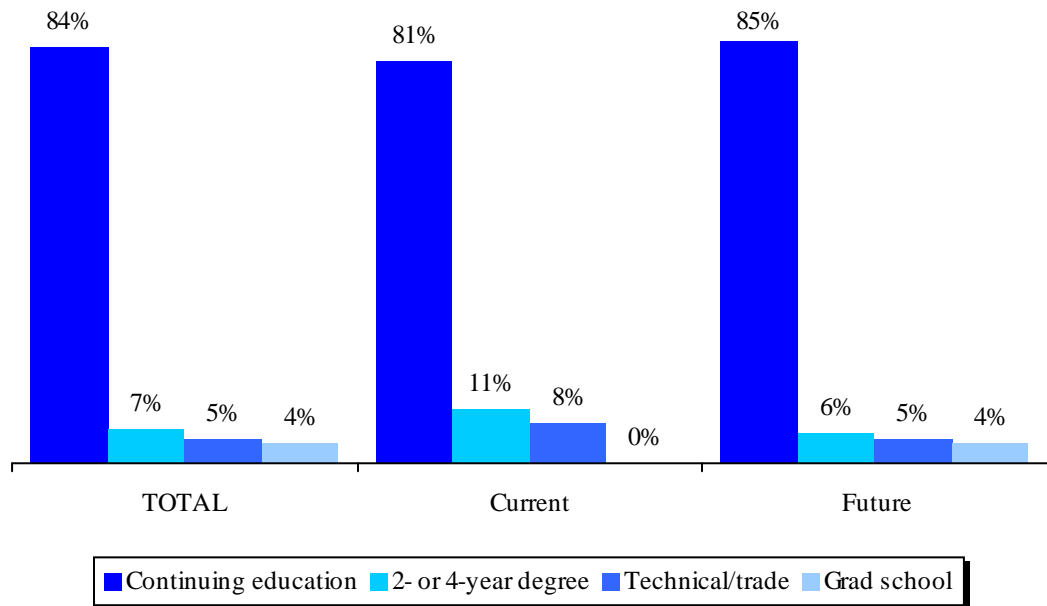
among women and those over 45, but they are also more likely to be found among Hispanic, those from North or Central County, those with some college education, and those with incomes of less than \$80,000 a year. This, then, represents the demographic profile of county residents currently being attracted to SMCCCD colleges.

- If SMCCCD wants to broaden its appeal and market more efficiently, it should consider focusing more on the demographic groups strongly represented among residents interested in continuing education courses.
- While the traditional classroom setting is preferred by most, about two in ten are most interested in distance education via the Internet. Relatively few are interested in other distance learning options, so SMCCCD should focus distance learning efforts on Internet courses.
- Residents are about equally divided about whether they prefer getting education information through the mail or on the Internet, so SMCCCD needs to do both. The Internet, which used to reach only a younger audience, is now embraced by all except those 65 and older, so putting resources into Internet communications will cover a broad group of people. At the same time, direct mail is a way residents expect to hear from community colleges, and the course catalog mailed to all residents probably remains a good recruiting tool.
- Two-year degree and technical certificate students will continue to be an important part of SMCCCD's mission. While they do not represent a large proportion of all county residents interested in taking college courses in the next three years, this study can point to the types of courses these students are hoping to find at the college they attend.
- Two-year degree students (and those hoping to transfer to a 4-year college) are most interested in business, followed by computer science, and nursing.
- Technical school students are looking for computer science, building inspection technology, administration of justice, and business.

## DETAILED FINDINGS

Among county residents who are interested in taking college courses in the next three years, 84% are interested in continuing education courses (Figure 1). Among those interested in a 2- or 4-year degree, about one-half are interested in a 2-year degree and one-half are interested in a 4-year degree.

Figure 1  
Current Status or Future Plans  
Regarding Taking College Courses



Interest in obtaining a 2- or 4-year degree declines with declining initial interest<sup>2</sup> in taking college courses, from 9% among those with the highest interest to 4% among those with the lowest interest. Conversely, interest in continuing education courses increases with declining initial interest in taking college courses, from 81% among those with the highest interest to 89% among those with the lowest interest.

<sup>2</sup> All county residents we interviewed were asked the following question: “People take college courses for many reasons. Some get a 2- or 4-year college degree; some get a vocational certificate; or some simply take courses for personal enrichment or continuing education. How interested are you in taking courses at a college, trade school, or vocational institute in the next 3 years? Please use a 5-point scale where 1 means “not at all interested” and 5 means “very interested. Feel free to choose any number between 1 and 5.” Those giving a rating of 1 (i.e., “not at all interested”) did not continue with the survey; those giving a rating of 2 to 5 (i.e., showing at least some interest) completed the survey and were analyzed for these findings.

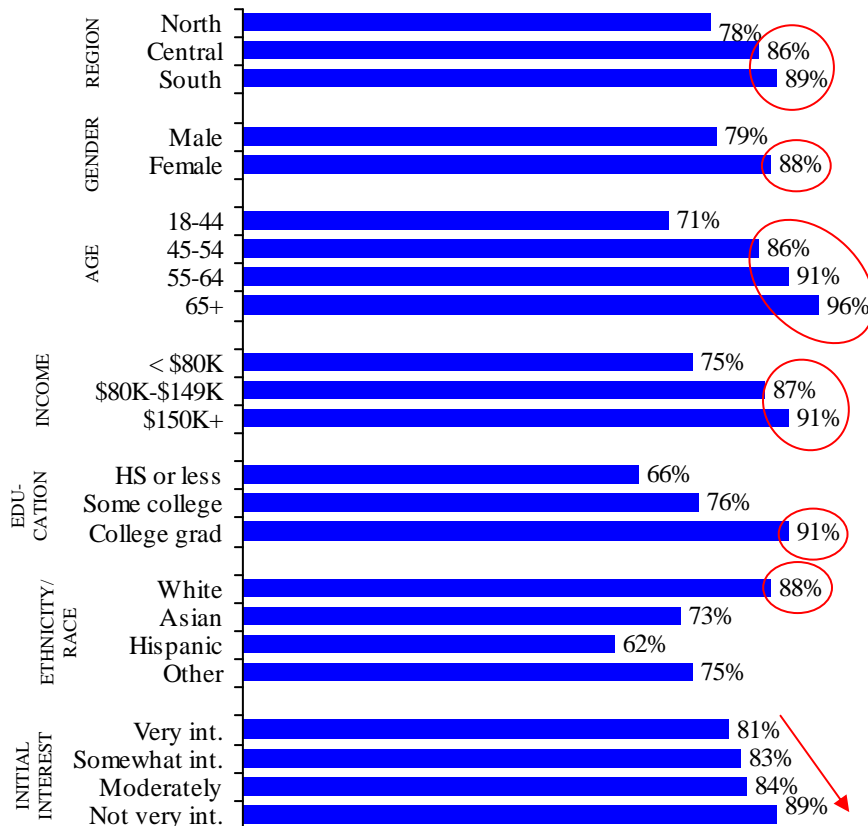
## CONTINUING EDUCATION STUDENTS

Continuing education students (Figure 2) are more likely to be found among...

- ... Residents of Central and South County.
- ... Women.
- ... Those who are 45 years old and older.
- ... Those with household incomes of \$80,000 or more.
- ... College graduates.
- ... Those who are white/Caucasian.

The proportion of residents who express interest in taking continuing education courses is high across all initial interest levels (see footnote on page 7) but increases from 81% at the highest initial interest level to 89% at the lowest interest level.

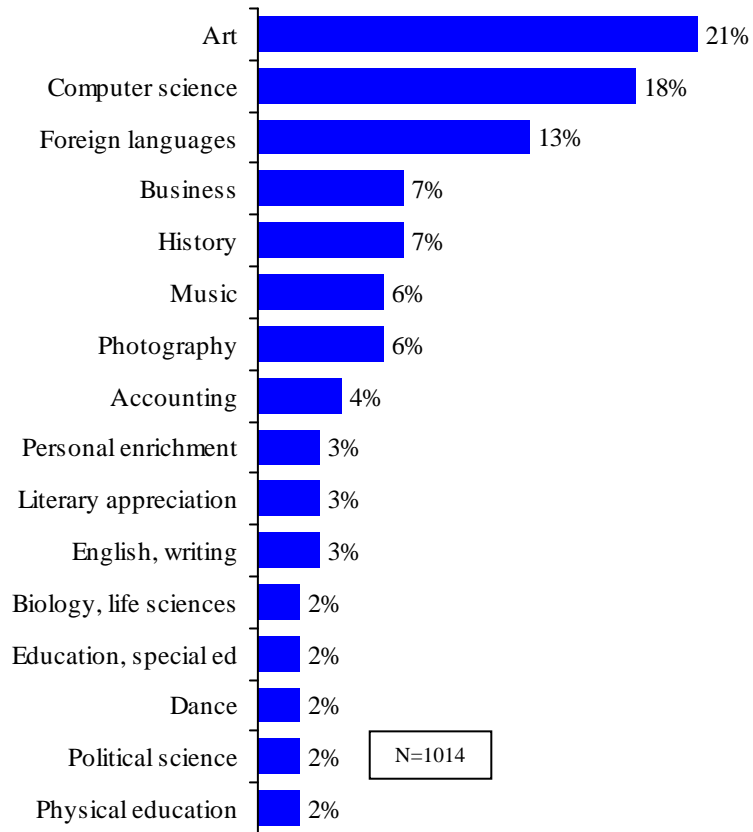
Figure 2  
Demographic Differences Among Current & Potential Continuing Education Students



Continuing education students show the following interests in courses (Figure 3):

- Art, computer science, and foreign languages form the top tier.
- Business, history, music, and photography make up the second tier.
- The third tier includes accounting, personal enrichment, literary appreciation, and English/writing.
- A variety of other courses were chosen by fewer, including biology, education, dance, political science, and physical education.

Figure 3  
Course Taking or Interested in Taking Among  
Current & Potential Continuing Education Students



## TWO- AND FOUR-YEAR DEGREE STUDENTS

Seven percent (7%) of residents interested in taking college courses in the next three years are either currently enrolled or would like to become enrolled to pursue a 2-year degree (3.5%) or a 4-year degree (3.3%). (See Figure 1.)

Two- and four-year degree students (Figure 4) are more likely to be found among...

- ... Residents of North County.
- ... Those 18 to 44 years old and older.
- ... Those with household incomes of less than \$80,000.
- ... Those with a high school education or some college.
- ... Those who are Asian, Hispanic, or some other minority.

The proportion of residents who express interest in pursuing a 2- or 4-year degree varies by the level of initial interest (see footnote on page 7), decreasing from 9% at the highest initial interest level to 4% at the lowest interest level.

Figure 4  
Demographic Differences Among Current & Potential 2- and 4-Year Degree Students

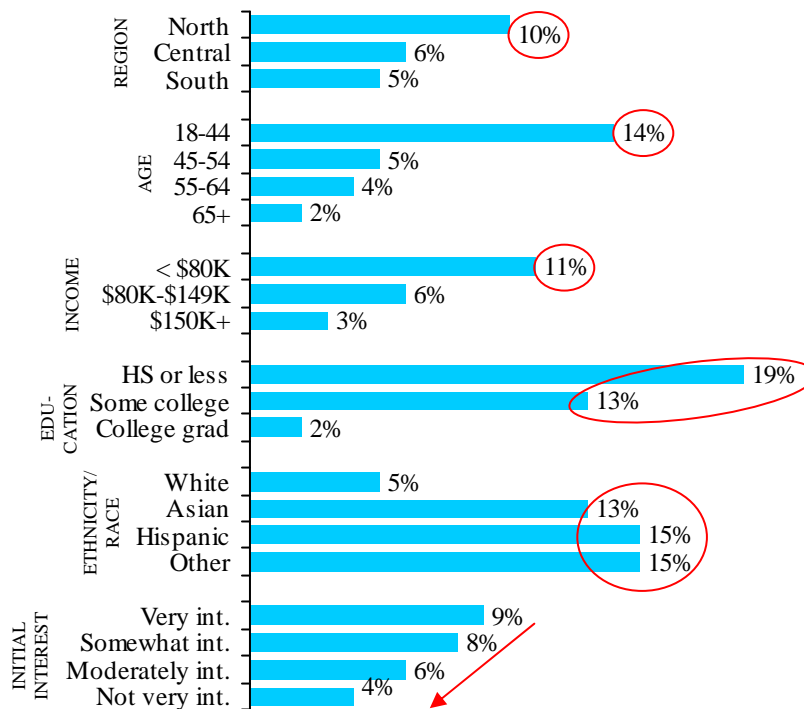
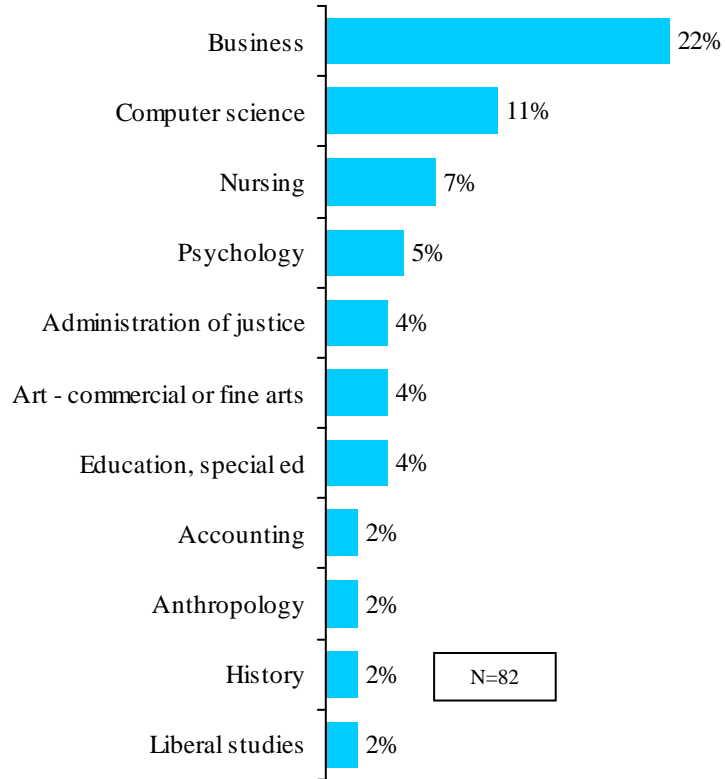


Figure 5  
Major Field of Study Among Current &  
Potential 2- and 4-Year Degree Students



Two- and four-year degree students show the following interests in majors (Figure 5):

- Business comes out on top, followed by computer science.
- Nursing, psychology, administration of justice, art, and education form the next tier.
- Accounting (which could be grouped with business) falls in the third tier, along with more traditional liberal arts majors.

## TRADE/TECHNICAL SCHOOL STUDENTS

Five percent (5%) of residents interested in taking college courses in the next three years are interested in technical/trade school (See Figure 1.)

Technical/trade school students (Figure 6) are more likely to be found among...

- ... Men.
- ... Those who are 18 to 44 years old.
- ... Those with household incomes of less than \$80,000.
- ... Those who have a high school diploma or some college.
- ... Hispanics.

Figure 6  
Demographic Differences Among Current & Potential Technical/Trade School Students

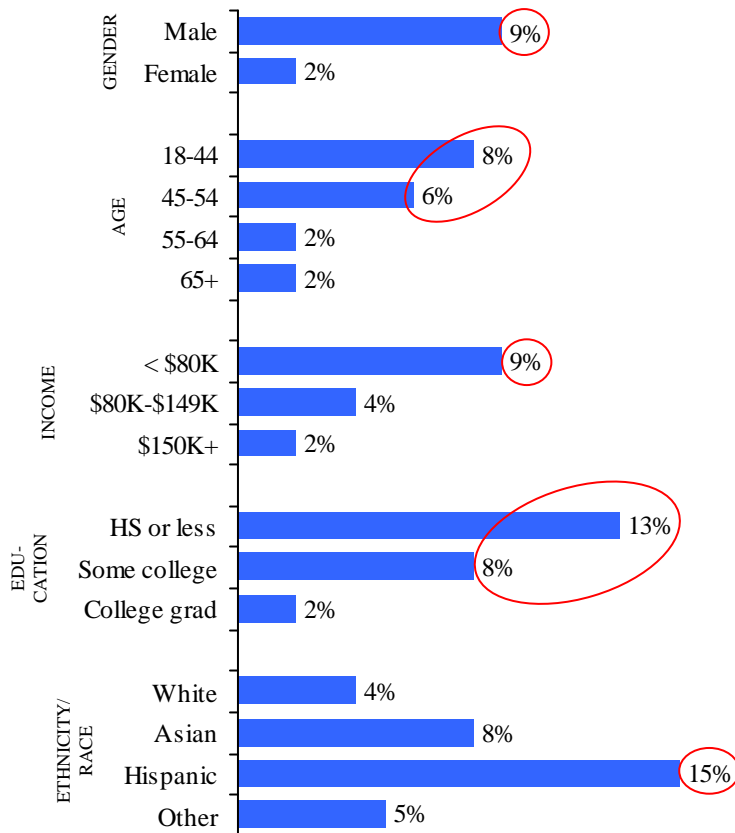
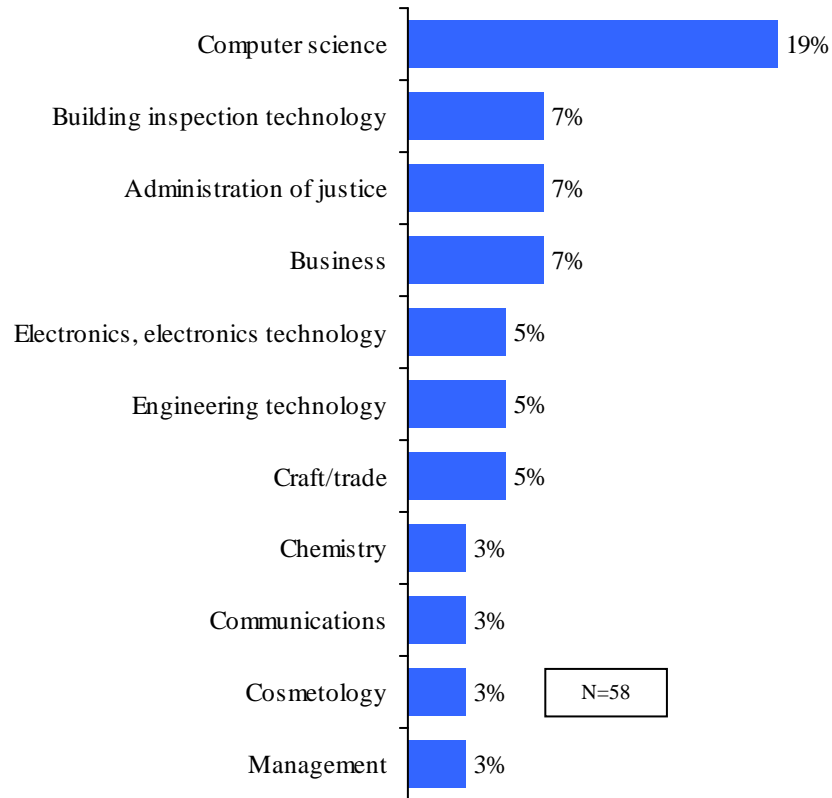


Figure 7  
Vocational Programs Among Current &  
Potential Vocational/Trade School Students



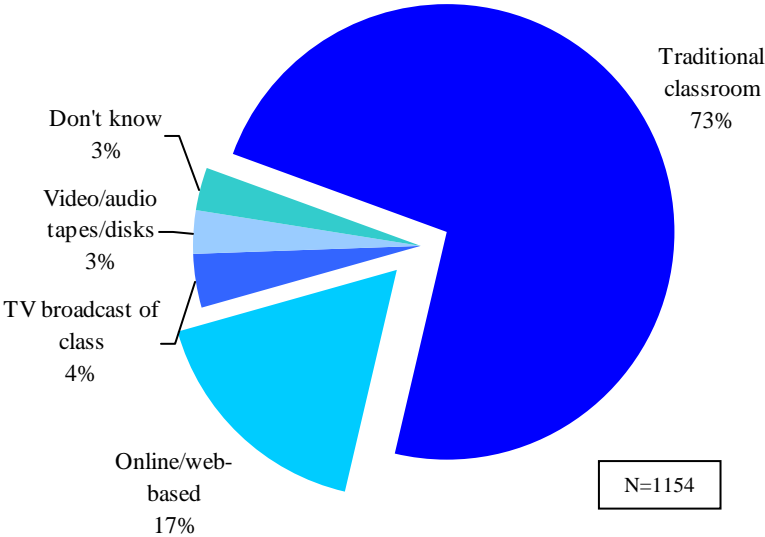
Technical/trade school students show the following interests in certificate programs (Figure 7):

- Computer science is the unsurprising top interest.
- It is followed by building inspection technology, administration of justice, and business.
- Other interests include electronics and engineering technologies, craft/trade programs, chemistry, communications, cosmetology, and management (which could be grouped with business).

**CLASS PREFERENCES**

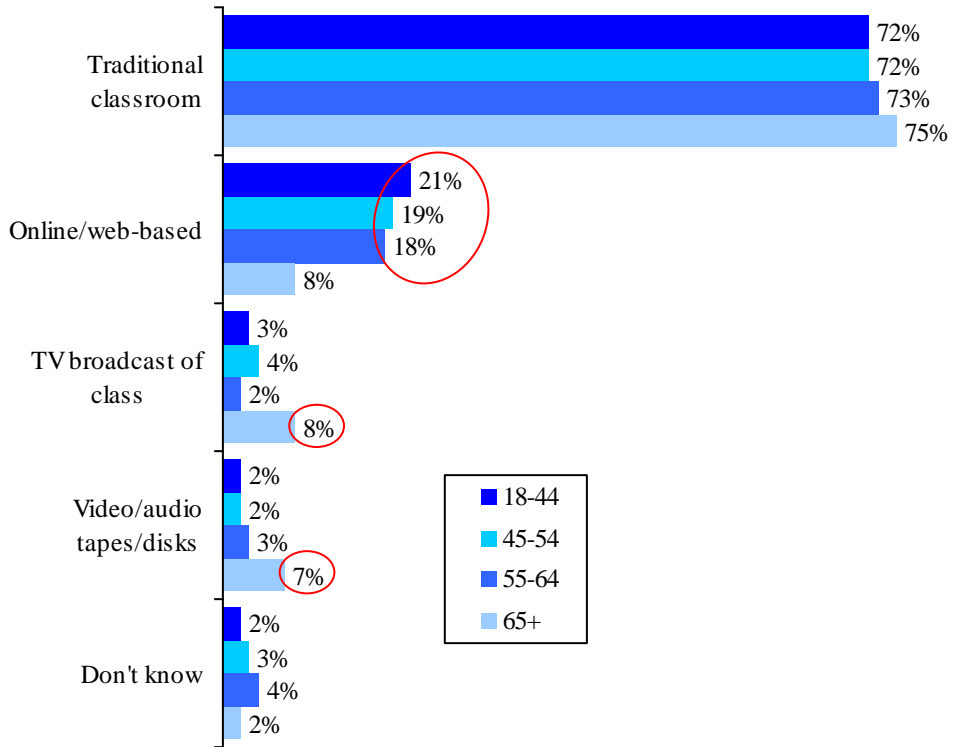
Among residents interested in taking college courses in the next three years, three-quarters of them prefer taking courses in a traditional classroom setting, while nearly two in ten express preference for online courses (Figure 8).

Figure 8  
Preferred Setting for Coursework<sup>3</sup>

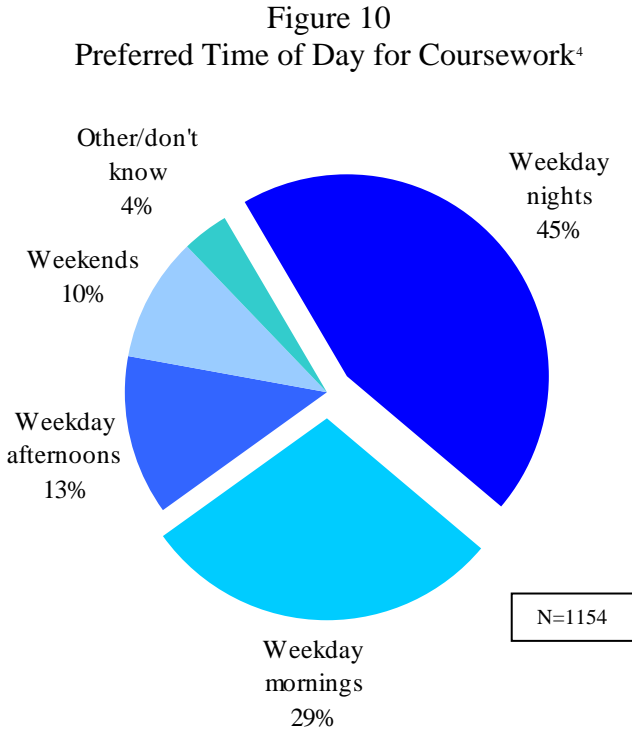


<sup>3</sup> Respondents who said they were planning on attending graduate school were excluded from this question.

Figure 9  
Preferred Setting for Coursework – Differences by Age



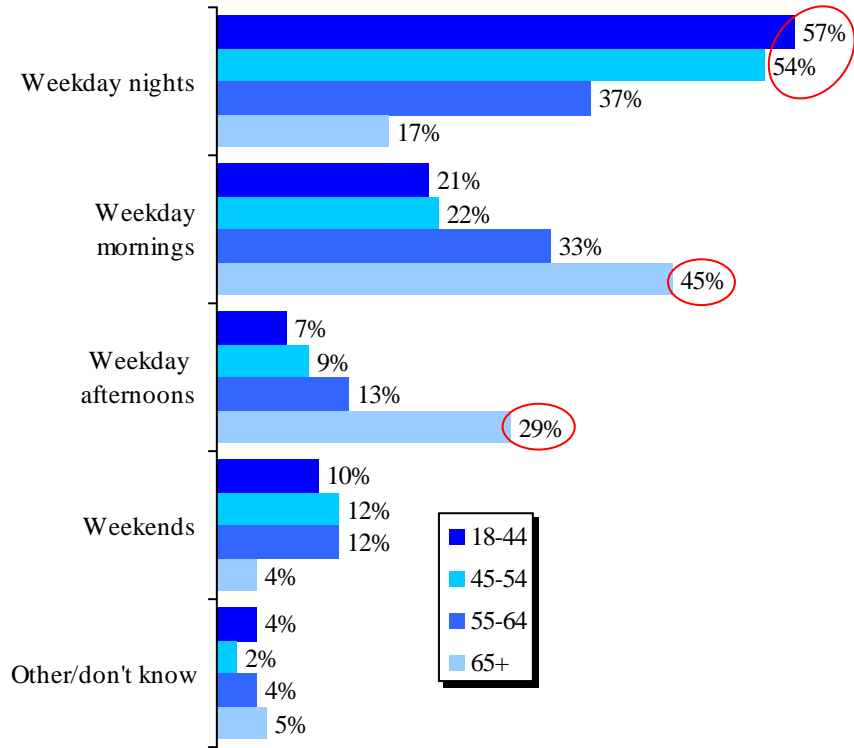
Interest in online courses is much higher among those less than 65 years old, whereas those 65 and older have a higher interest than others in TV broadcasts of classes and video/audio tapes (Figure 9).



Among residents interested in taking college courses in the next three years, almost one-half (45%) prefer courses on weekday nights, with weekday mornings (29%) being the second choice (Figure 10).

<sup>4</sup> Respondents who said they were planning on attending graduate school were excluded from this question.

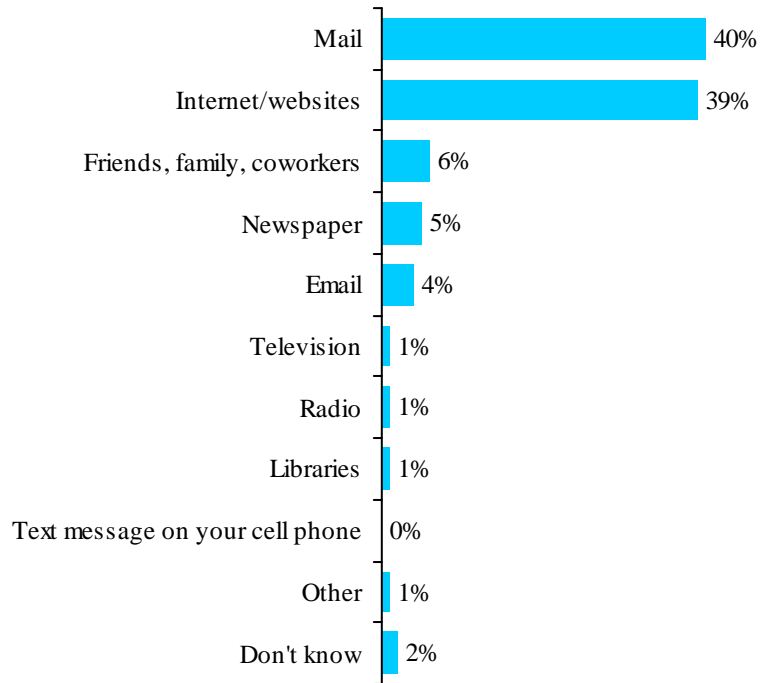
Figure 11  
Preferred Time of Day for Coursework – Differences by Age



Interest in weekday nights is highest among those 18 to 54 years old (working age).

Those 65 and older (likely retired) have a much higher interest in weekday mornings or afternoons (Figure 11).

Figure 12  
County Residents Prefer Getting Information  
About Higher Education by Mail or on the Internet



All county residents who are interested in taking courses in the next three years were asked how they prefer to get information about higher educational opportunities (Figure 12).

About equal proportions of residents said in the mail (40%) or from the Internet (39%).

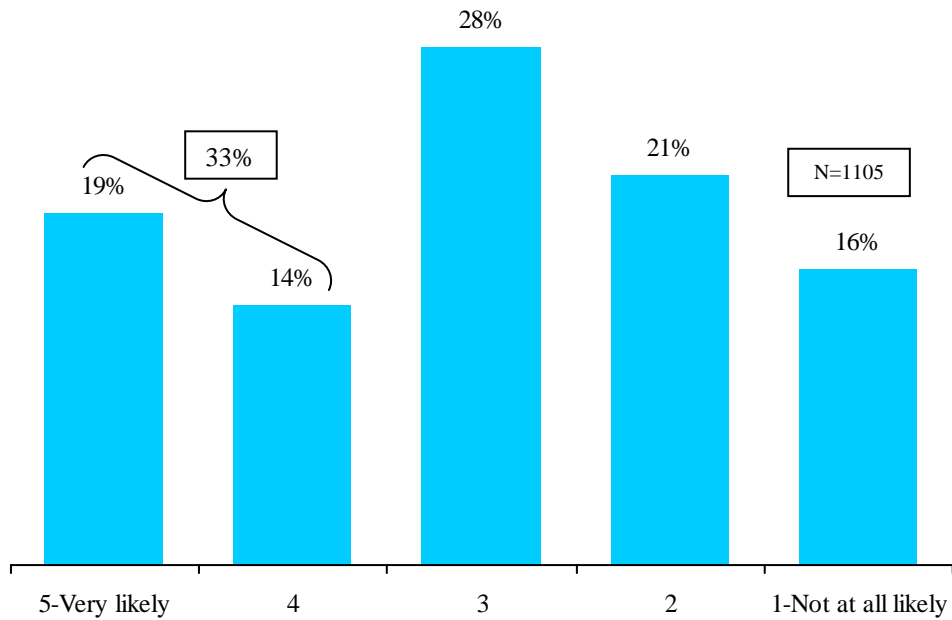
Preferring the Internet declines with age, from 50% among those 18 to 44 years old to 20% among those 65 and older.

Conversely, preferring to receive information in the mail increases with age, from 31% among those 18 to 44 years old to 52% among those 65 and older.

### LIKELIHOOD OF ATTENDING AN SMCCCD COLLEGE

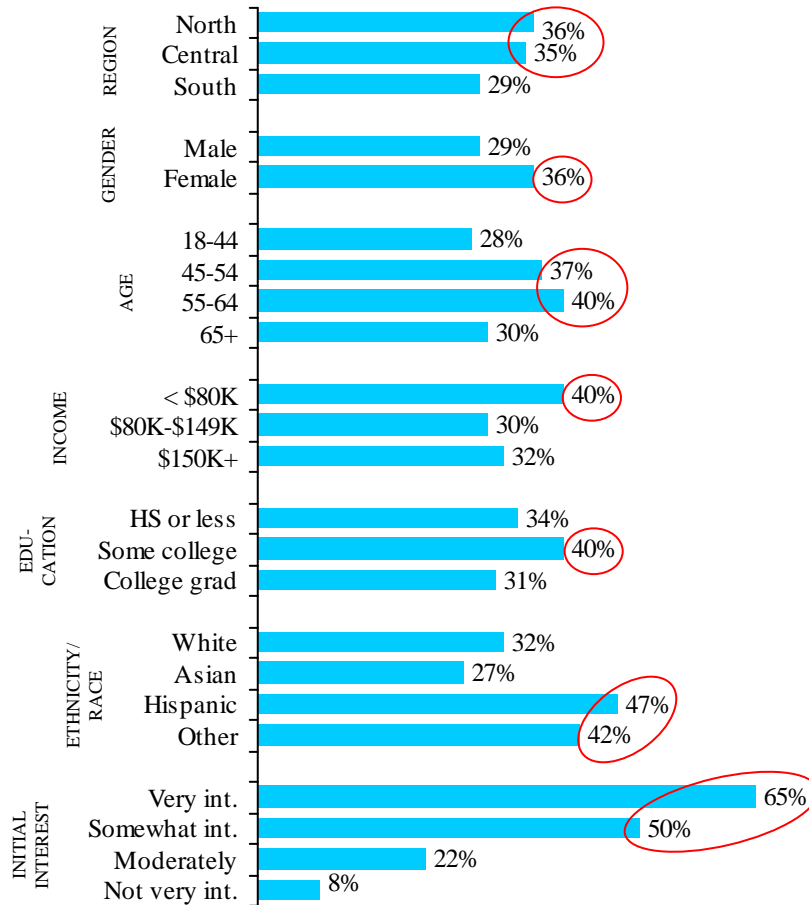
One-third (33%) of county residents interested in taking college courses in the next three years *who are not currently attending an SMCCCD college* said they would likely enroll, with 19% saying “very likely” (Figure 13). However, a larger proportion (37%) would be unlikely to enroll, with 16% saying “not at all likely.”

Figure 13  
Likelihood of Attending an SMCCCD College<sup>5</sup>



<sup>5</sup> Respondents currently attending an SMCCCD college were excluded from this question.

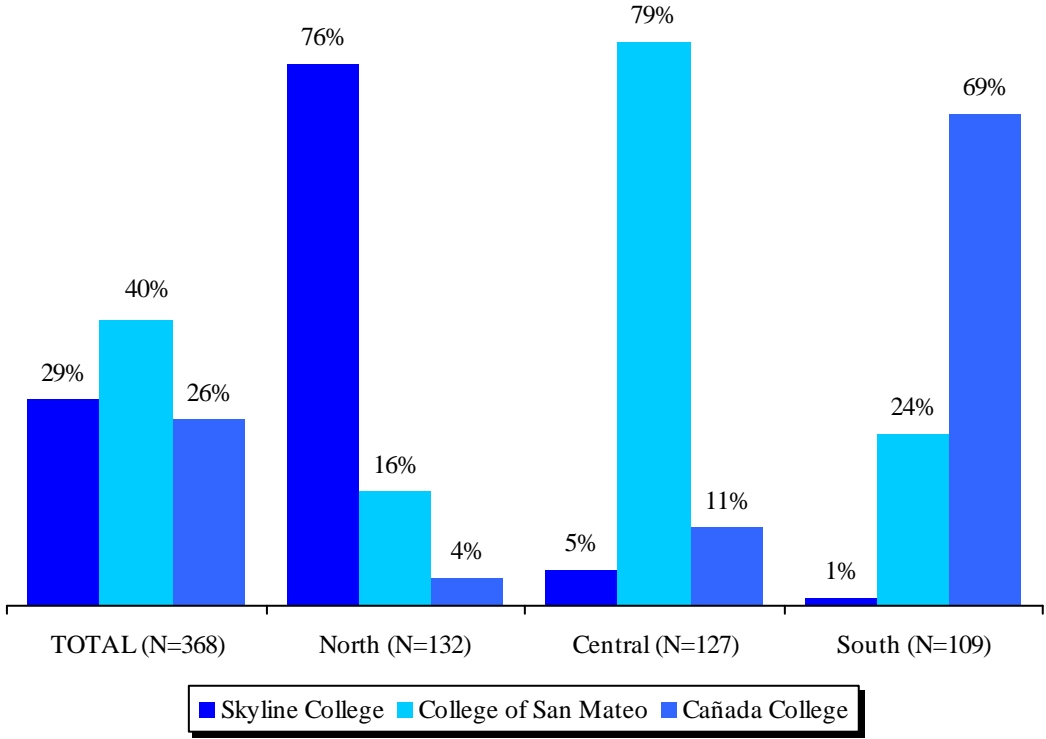
Figure 14  
Likelihood of Attending an SMCCCD College  
(Subgroup Differences)



Looking at those likely to enroll, they are found in greater proportions in the North and Central County, among women, among those 45 to 64 years old, those earning less than \$80,000, those with some college, and non-Asian minorities, especially Hispanics (Figure 14).

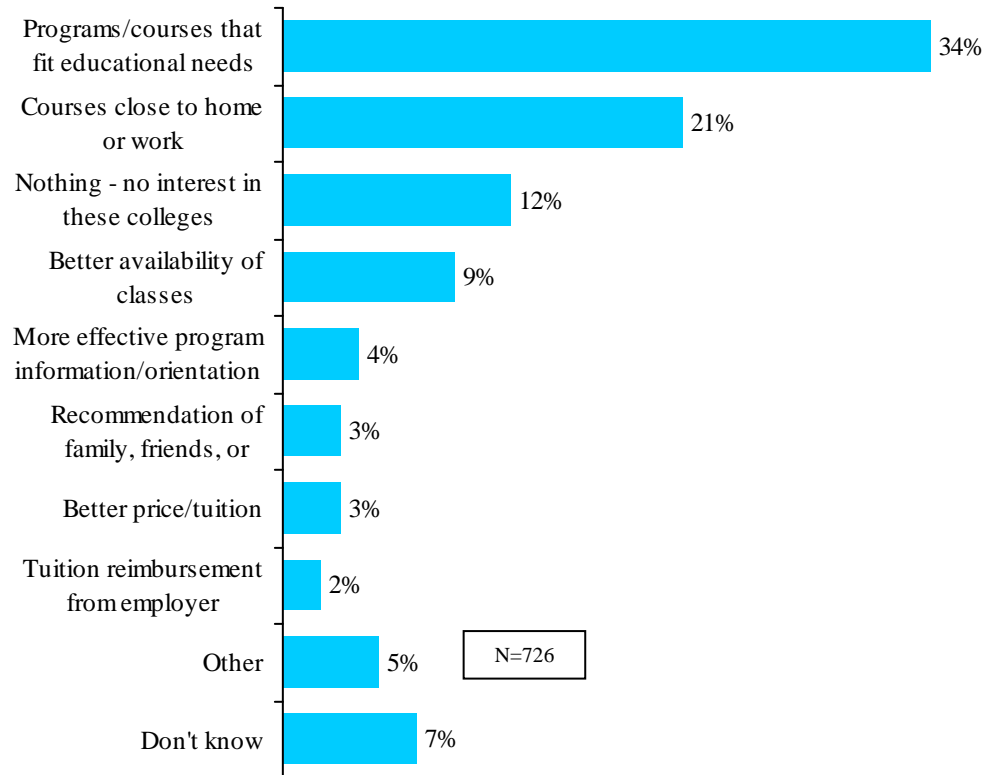
County residents who initially gave a high rating score to their interest in taking college courses in the next three years (labeled here as “very” or “somewhat” interested) were significantly more likely than those with less initial interest to say they were likely to take courses at an SMCCCD college in the next three years.

Figure 15  
Which College Would Likely Attend  
(Among Those Likely to Enroll)



Those likely to enroll in an SMCCCD college were asked which one that would be. Four in ten (40%) said CSM, 29% said Skyline, and 26% said Cañada (Figure 15). Where people live in the county largely determines which college they would pick.

Figure 16  
What Might Encourage People to Enroll in an SMCCCD College  
(Among Those Less Likely to Enroll)



Those less likely to enroll in an SMCCCD college were asked what might encourage them to enroll (Figure 16).

The most common response (34%) was programs and courses that fit the educational needs of the potential student. Another two in ten (21%) said courses closer to home or work, and 9% said better availability of classes. Twelve percent (12%) said nothing would encourage them...that they simply have no interest in these colleges.

## DEMOGRAPHICS

This study was conducted among San Mateo County residents who expressed at least some minimal interest in taking college courses in the next three years.

These tables show the demographic profiles of survey respondents.

Survey respondents were far more likely to be female (61%) than male (39%), and South County produced a higher concentration of female respondents than North or Central County (Figure 17).

- Over one-half of respondents have lived in the county for more than 20 years.
- The average age is 51.3, with South County residents (52.3) having a significantly higher average age than North County residents (50.1).

Figure 17  
Respondent Characteristics

		TOTAL	North County	Central County	South County
<b>Gender</b>					
	Male	39%	41%	41%	34%
	Female	61%	59%	59%	66%
<b>Length of County Residence</b>					
	10 years or less	24%	21%	27%	25%
	11 to 20 years	19%	21%	16%	21%
	More than 20 years	55%	58%	56%	53%
<b>Age</b>					
	18 to 44	31%	32%	30%	30%
	45 to 54	28%	28%	30%	27%
	55 to 64	23%	22%	23%	25%
	65 and older	16%	16%	16%	17%
	Refused/no answer	2%	2%	2%	2%
	MEAN	51.3	50.1	51.3	52.3
<b>BASE</b>		(1202)	(402)	(400)	(400)

**NOTE: Respondents to this survey had to meet several criteria in order to qualify, with the most important being expressing at least some interest in taking college courses in the next three years. These respondents represent a distinct *subset* of all county residents – namely those interested in taking college courses in the next three years. As such this demographic profile describes that subgroup of residents and will *not* match a demographic profile of all county residents.**

Figure 18  
Respondent Characteristics  
(Continued/2)

		TOTAL	North County	Central County	South County
<b>Ethnicity/Race</b>					
	White/Caucasian	76%	66%	78%	83%
	<b>MINORITY</b>	<b>20%</b>	<b>29%</b>	<b>17%</b>	<b>13%</b>
	Asian/Asian American	9%	13%	10%	4%
	Hispanic/Latino	6%	11%	4%	3%
	Black/African American	2%	2%	2%	4%
	Mixed Race	1%	2%	1%	1%
	Native American	0%	1%	1%	0%
	Other (Specify:)	1%	1%	1%	1%
	Refused/no answer	5%	5%	5%	5%
<b>Education</b>					
	High school or less	11%	16%	8%	8%
	Some college/trade school	25%	34%	23%	20%
	College grad or higher	63%	48%	69%	72%
<b>Household Income</b>					
	Less than \$80,000	30%	39%	29%	22%
	\$80,000 - \$149,999	28%	30%	28%	27%
	\$150,000 or more	20%	12%	24%	26%
	Refused/no answer	22%	19%	20%	26%
<b>BASE</b>		(1202)	(402)	(400)	(400)

Three-quarters of respondents (76%) were white/Caucasian, and 20% belonged to a minority group (Figure 18).

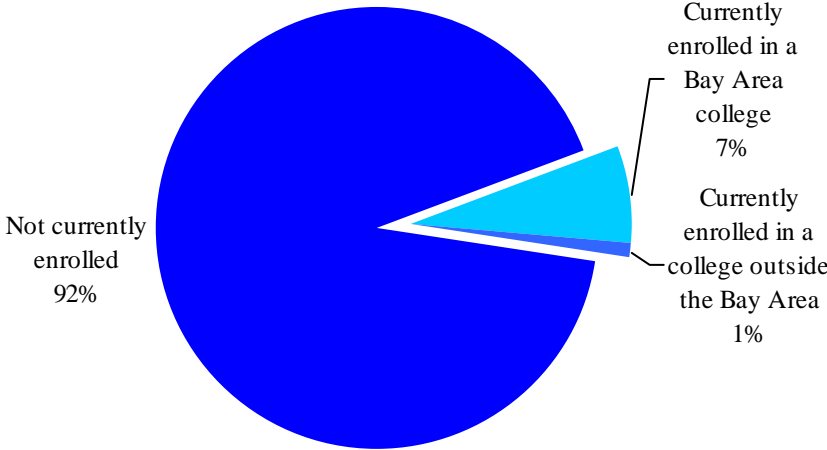
- Asians are more common in North and Central County, while Hispanics are more common in North County than in Central or South County.
- More than six in ten respondents have a college degree. Far larger proportions of North County residents do not have a college degree, compared to Central and South County.
- Household incomes are generally lowest in North County and highest in South County, with Central County fitting in between.

## APPENDIX:

### Currently Enrolled Students

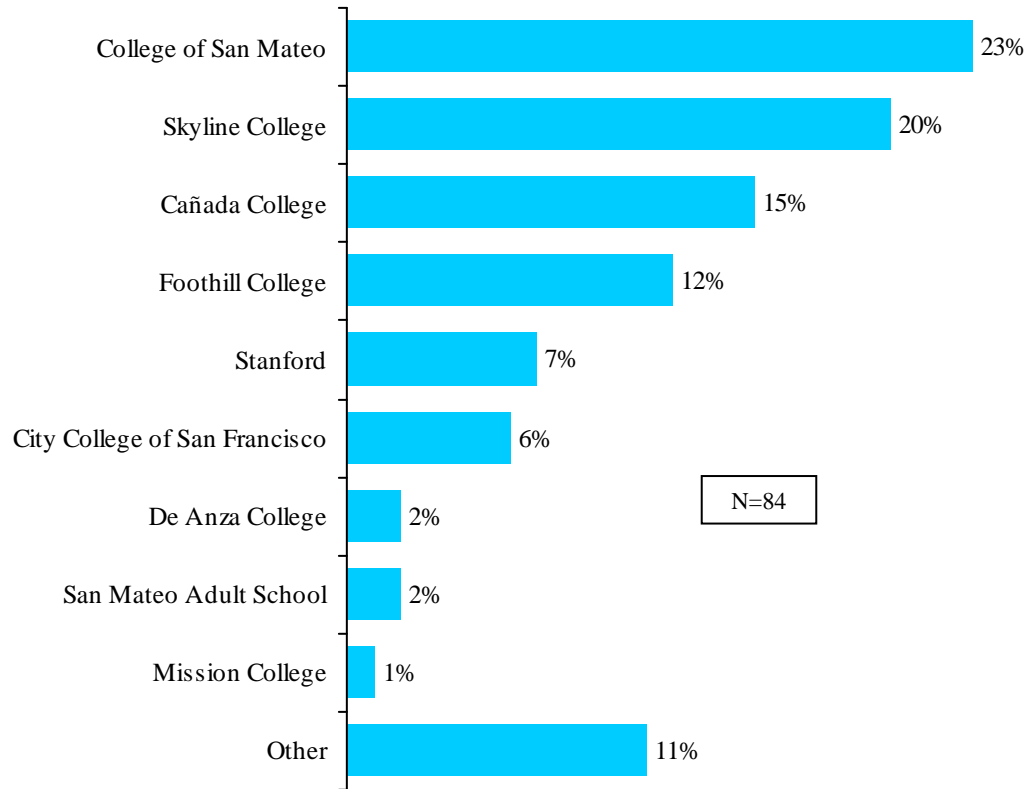
*(Only 84 students in this study are currently enrolled in Bay Area colleges, of whom 49 are students at SMCCCD colleges and 35 are students at other Bay Area colleges. These subgroup bases sizes are too small to produce statistically meaningful differences. Therefore, these findings should be used with caution as they cannot be interpreted as definitive, but rather are only suggestive of possible differences.)*

Figure 19  
Whether Currently Enrolled in College



Only 7% of San Mateo County residents who are interested in college courses in the next three years are currently enrolled in a Bay Area college (Figure 19).

Figure 20  
College Currently Attending  
(Among Those Enrolled at a Bay Area College)

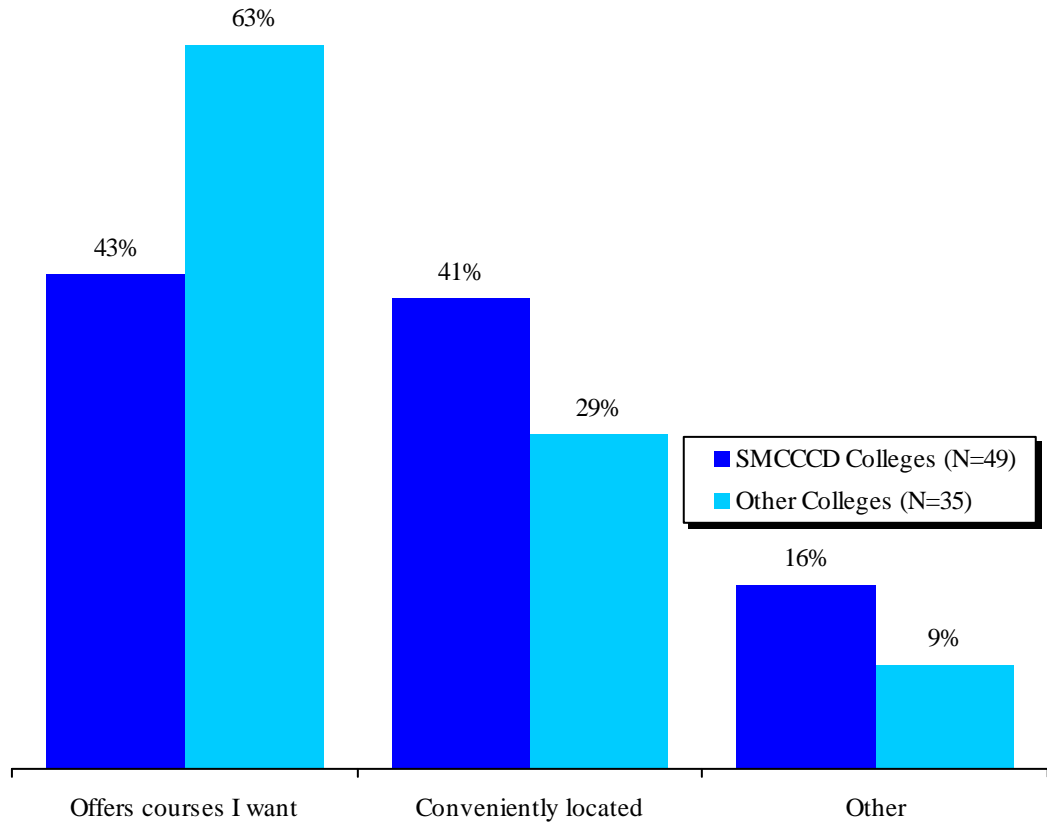


Among those currently enrolled in a Bay Area college, 58% are enrolled at an SMCCCD college – with 23% at CSM, 20% at Skyline, and 15% at Cañada (Figure 20).

Twelve percent (12%) are enrolled at Foothill College and 7% at Stanford – both representing South County competition for Cañada.

(Note that all Stanford students are continuing education students.)

Figure 21  
Main Reason for Attending the College Where Currently Enrolled  
(Among Those Enrolled at a Bay Area College)



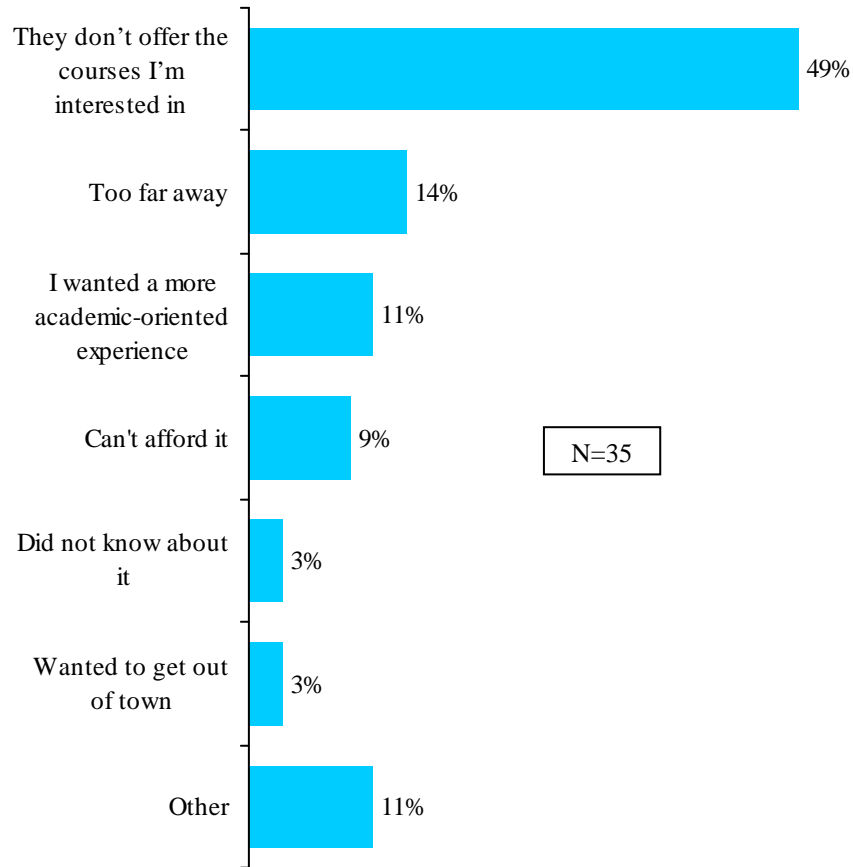
All students currently enrolled in a Bay Area college were asked for the main reason they attend that college (Figure 21).

Those enrolled at an SMCCCD college were about equally likely to say the college “offers the courses I want” (43%) or “is conveniently located” (41%).

Those enrolled at other Bay Area colleges are more likely to say the college “offers the courses I want” (63%) than “is conveniently located” (29%).

(NOTE: Because the base sizes are small, these differences between SMCCCD and non-SMCCCD students are not statistically significant.)

Figure 22  
Why Did Not Attend an SMCCCD College  
(Among Those Enrolled at a Bay Area College That is Not an SMCCCD College)

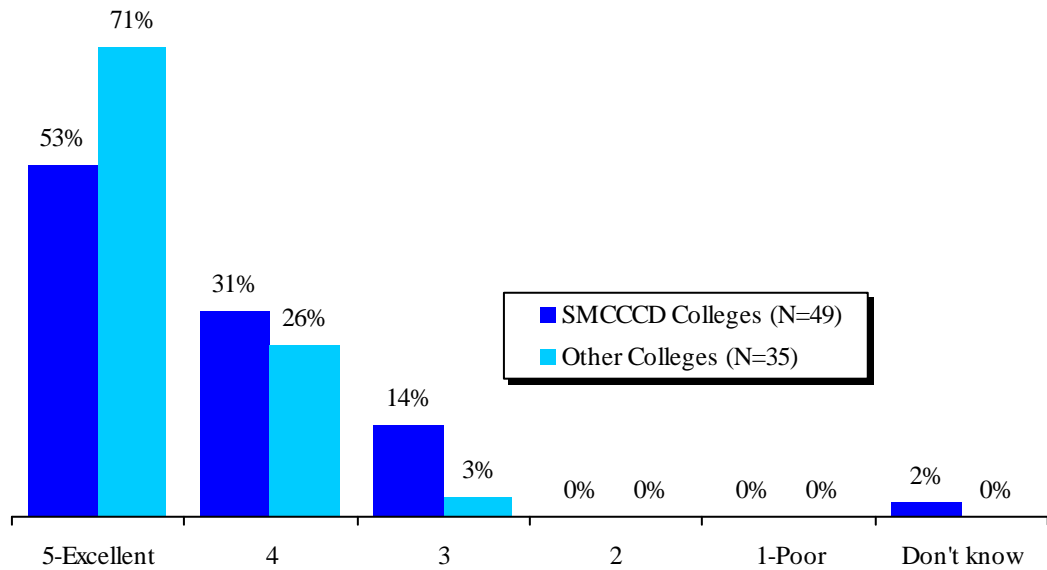


Those currently attending a non-SMCCCD college were asked why they did not enroll in one of the SMCCCD colleges (Figure 22).

Nearly one-half (49%) of these students said it was because “they don’t offer the courses I’m interested in.”

Other reasons given were “too far away” (14%), “I wanted a more academic-oriented experience” (11%), and “can’t afford it” (9%).

Figure 23  
Colleges Evaluated in Terms of Meeting Educational Needs  
(Among Those Enrolled at a Bay Area College)

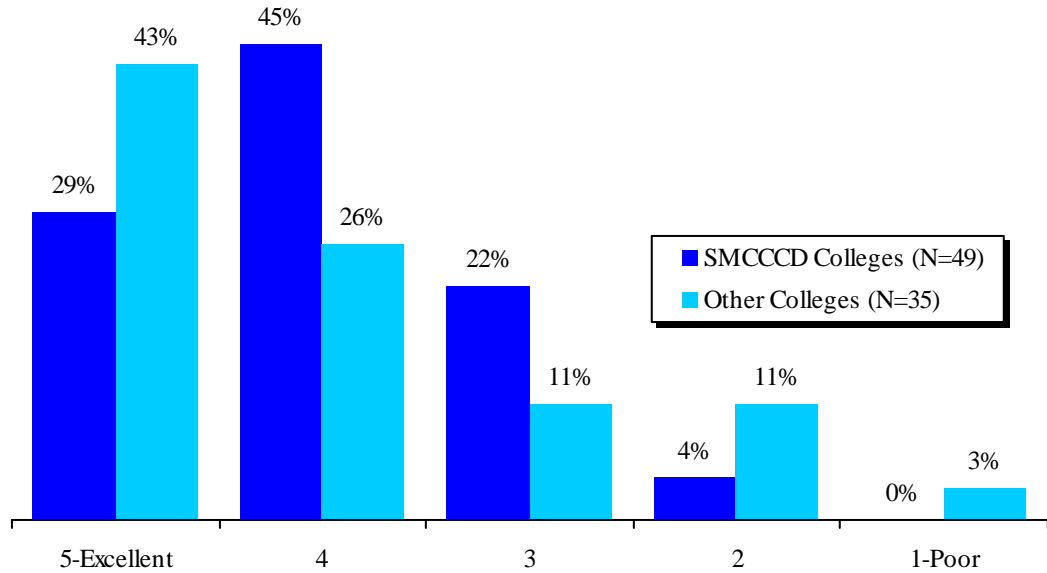


Students were asked to evaluate the college they are currently attending in terms of meeting their educational needs (Figure 23).

About one-half of SMCCCD college students rated their college as “excellent.” Seven in ten students (71%) at other Bay Area colleges rated their college as “excellent.”

(NOTE: Because the base sizes are small, these differences between SMCCCD and non-SMCCCD students are not statistically significant.)

Figure 24  
Colleges Evaluated in Terms of Facilities  
(Among Those Enrolled at a Bay Area College)

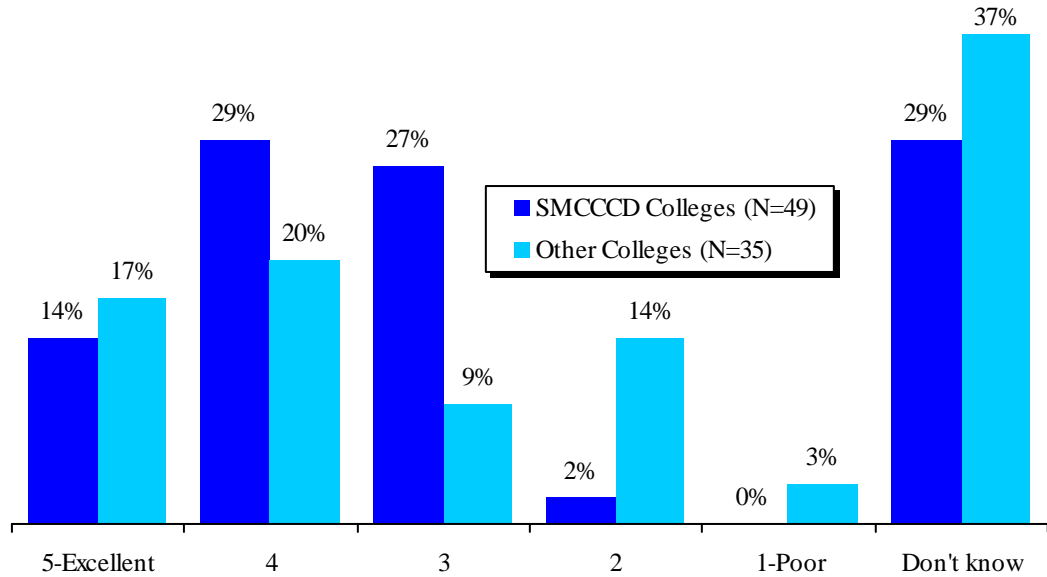


Students were asked to evaluate the college they are currently attending in terms of the facilities like the campus itself, the buildings, classrooms, equipment, etc. (Figure 24).

Three in ten SMCCCD college students (29%) rated their college as “excellent.” Four in ten students (43%) at other Bay Area colleges rated their college as “excellent.”

(NOTE: Because the base sizes are small, these differences between SMCCCD and non-SMCCCD students are not statistically significant.)

Figure 25  
Colleges Evaluated in Terms of Auxiliary Services  
(Among Those Enrolled at a Bay Area College)

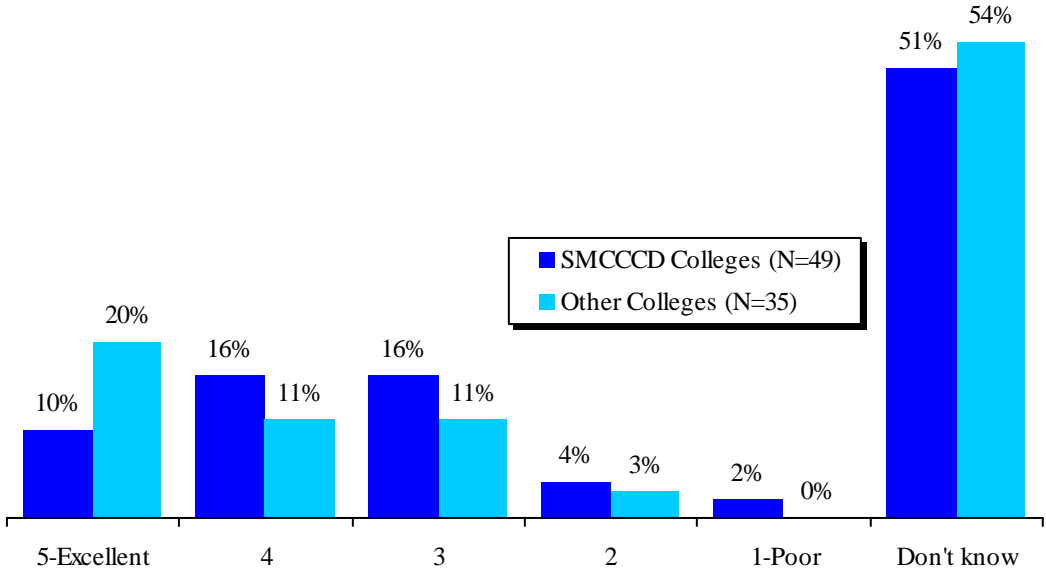


Students were asked to evaluate the college they are currently attending in terms of auxiliary services like the college book store, food services, etc. (Figure 25).

Fourteen percent (14%) of SMCCCD college students – and 17% of students at other Bay Area colleges – rated their college as “excellent.” However, fairly large numbers of students said they did not know enough to evaluate the college they are attending on this measure.

(NOTE: Because the base sizes are small, these differences between SMCCCD and non-SMCCCD students are not statistically significant.)

Figure 26  
Colleges Evaluated in Terms of Student Life  
(Among Those Enrolled at a Bay Area College)



Most students said they did not know how to evaluate the college they are currently attending in terms of student life – at least partly because most current students are continuing education students who do not participate in student life (Figure 26).