



**2010 COMMUNITY SURVEY**

**REGARDING**

**SINCLAIR COMMUNITY COLLEGE**

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**MAY 2010**

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# BACKGROUND

## Survey Methodology

This report presents the findings of a telephone survey completed with 600 active voters living in Montgomery, Warren and Greene counties. It was conducted between May 14 and 23, 2010.

- The interviews were distributed across the three counties in proportion to the current number of registered voters in each of the three counties. A sample of voters who voted once in the last four years was selected as active voters are often more informed and more interested in matters of public policy. The sample was also stratified about one-half male, one-half female.
- The survey results have an overall margin of error of +/- 4% at the 95% confidence level.
- Of the 600 interviews, 357 were completed with voters residing in Montgomery County, 136 interviews with adults living in Warren County and 107 interviews with adults in Greene County. For analysis, the service area was further divided into nine regions, five for Montgomery County, two for Warren County and two for Greene County. The nine regions are:
  1. Dayton & East - Wards 1, 2, 3, 8, 9, 10, 11, 12 and 20 in the City of Dayton as well as Harrison Township and the City of Riverside
  2. Dayton & West - Remaining wards in the City of Dayton (4 through 7 and 13 through 22) as well as Trotwood City and Jefferson Township
  3. North Suburbs - Englewood, Huber Heights, Union, Vandalia, Butler and Randolph.
  4. Southeast Suburbs - Kettering, Centerville, Oakwood and Washington Township.
  5. West Suburbs - Miamisburg, Moraine and West Carrollton, as well as Miami, Clay, German, Jackson and Perry townships
  6. The Franklin/Springboro/Lebanon region also includes Carlisle, Middletown, Monroe and Clearcreek, Massie, Salem, Turtlecreek, Union, Washington and Wayne townships.
  7. Mason/Deerfield also includes Loveland, and Hamilton and Harlan townships.
  8. Beaver creek, Fairborn and Bath in Greene County.
  9. The rest of Greene County, including Bellbrook, Xenia and east.

## Survey Purpose

The survey had three main purposes. They included:

1. Examining voters' opinion of Sinclair Community College, including their perceptions of the quality of education, the cost-value of attending Sinclair, why they have a favorable or unfavorable opinion of Sinclair, etc.
2. Assessing Sinclair's importance to the area, such as to the area's economy and the importance of increasing the number of college graduates in the area and offering classes to high school students, if they think supporting Sinclair is a good use of tax money, etc.
3. Measuring interest in taking classes at Sinclair, why they would go, kinds of classes they might take, which location is best for them, importance of getting a two-year or four-year degree, etc.

We have conducted numerous surveys for Sinclair, primarily in Montgomery County, but most of the comparisons in this report focus on five to six years ago since a change could have occurred in that time period. Also, the surveys we conducted in Montgomery County and Warren County in April 2005 were similar to this one since they were based on all registered voters. Also, in February 2005 we conducted a survey of all residents (not just active voters) in Greene County and those comparisons are also shown where possible.

## KEY FINDINGS

### The ratings for Sinclair are high in the Montgomery, Greene and Warren county area.

- Overall, 77% feel very or somewhat informed about Sinclair Community College.
- 87% have a very (50%) or somewhat (37%) favorable opinion of Sinclair, primarily because they or someone they know went there or because they think Sinclair is a good school, affordable, convenient and offers a lot of programs.
- 75% rated the quality of education excellent (32%) or good (43%). Just 6% rated it only fair and only two respondents rated it poor.
- 35% of all respondents have taken classes at Sinclair and 43% rated the quality excellent and 47% rated it good.
- 85% said the quality of education would be just as good (73%) or better (12%) if they completed their first two years of college at Sinclair and finished at a four-year college as it would be if they went all four years to public university in Ohio.
- And 58% think Sinclair is a very good value based on the cost and quality of education. Another 26% said it is just a good value.

For all of these questions, voters in Montgomery County were the most positive, followed by voters in Greene County while voters in Warren County trailed. However, voters in the central and northern half of Warren County were more knowledgeable and more positive towards Sinclair than their counterparts in the Mason/Deerfield area.

Similarly, in Greene County, voters on the western edge near Montgomery County (Beavercreek, Fairborn and Bath) were typically more informed and more favorable towards Sinclair than voters in Bellbrook, Xenia and the eastern part of the county.

There was high recognition and positive ratings for Sinclair throughout Montgomery County, but voters in Dayton, particularly on the west side and Trotwood were more favorable.

These general patterns were found in most survey questions.

### A large majority of voters also think Sinclair benefits the area in a number of ways.

- 68% of all voters said Sinclair is very important to the region's economic future and 27% said it is somewhat important. This was high in all three counties.
- Nearly everyone (95%) said increasing the number of people who graduate from college is important to the region's economy and of these 76% said it is very important.
- And 97% said it is important to increase the number of people in the area who get technical training or update their job skill, of which 80% said this is very important.
- Furthermore, 94% strongly agreed (40%) or agreed (54%) that everyone in the area benefits by having Sinclair here, not just the people who go there.
- 91% agreed that high school students should be able to earn college credit while in high school.
- 88% agreed that Sinclair helps local companies stay competitive by offering up-to-date training to employees.
- And 80% agreed that without Sinclair, many students in the area would not go to college.
- But there is some concern that there are not enough jobs in the area for people with an education that most college graduates have to leave the area as 59% agreed with this.

**There was also strong support for passing the levy two years ago for Sinclair in Montgomery County and for opening the branch campus in Mason in both Montgomery and Warren counties.**

- 81% of voters in Montgomery County said passing the tax for Sinclair two years ago that cost the average homeowner about \$3.50 a month more in taxes was worth it. Only 11% did not think it was worth it and 8% weren't sure.
- And 75% of Montgomery County voters were more likely think passing the tax was worth it when told that Sinclair's enrollment reached a record level and no students were turned away.
- Also in Montgomery County, 79% of voters said it was a good idea to open a branch campus in Warren County at no cost to taxpayers in Montgomery County.
- And 89% of them indicated that Sinclair should continue working with other counties and colleges in southwestern Ohio to offer classes where needed as long as their tax dollars stay in Montgomery County.
- Even though just 65% of Warren County voters were aware that Sinclair recently opened a branch campus in Warren County, 90% were in favor of the new campus. Of these, 45% strongly favored it. Many support it because it makes Sinclair or getting an education closer, more convenient.

**Sinclair is a strong college choice for area residents and two-fifths indicated an interest in taking classes at Sinclair either for themselves or a family member.**

- 90% of all voters are satisfied with the options for higher education in the area. Importantly, satisfaction increased 20-points in Warren County from 2004 (69%) to today (89%)
- Voters were divided on whether people who have a 2-year community or technical college education can find a good job today (43%) or if people need a 4-year degree to find a good job today (37%).
- But most (63%) think with today's economy, now is the time to find a way to go back to school and get more education while half as many (29%) said today's economy makes it too hard to go to college right now.
- If they were to take college classes or get job training, 45% named Sinclair as their first or second choice while 45% also chose Wright State. The University of Dayton was the third most frequently mentioned (22%). While the responses to the questions varied by county, Sinclair was one of the top two choices in all three counties.
- Many of those who would not consider Sinclair said they need a four-year college since they already have a degree.
- Most (58%) would go to Sinclair's main campus, while 16% chose the Mason campus.
- While 36% would go to college for self-improvement, others were divided between going to upgrade their job skills (18%), change careers (15%) or earn more money (12%).
- The top 3 study areas of interest were information technology (21%), health care (20%) and business (19%).
- Also, 22% were very interested in classes offered through Sinclair's Workforce Development program, and another 29% were somewhat interested.
- Sinclair was also a strong choice among Greene County residents with 65% picking it over Clark State if they were to take community college classes. Only 13% preferred Clark State.
- By the end of the survey, 42% of all respondents said they or a family member are very or somewhat likely to attend Sinclair in the next few years. Interest increased to 49% among voters aged 18 to 64 and it was highest among 35 to 49 year olds (55% likely).

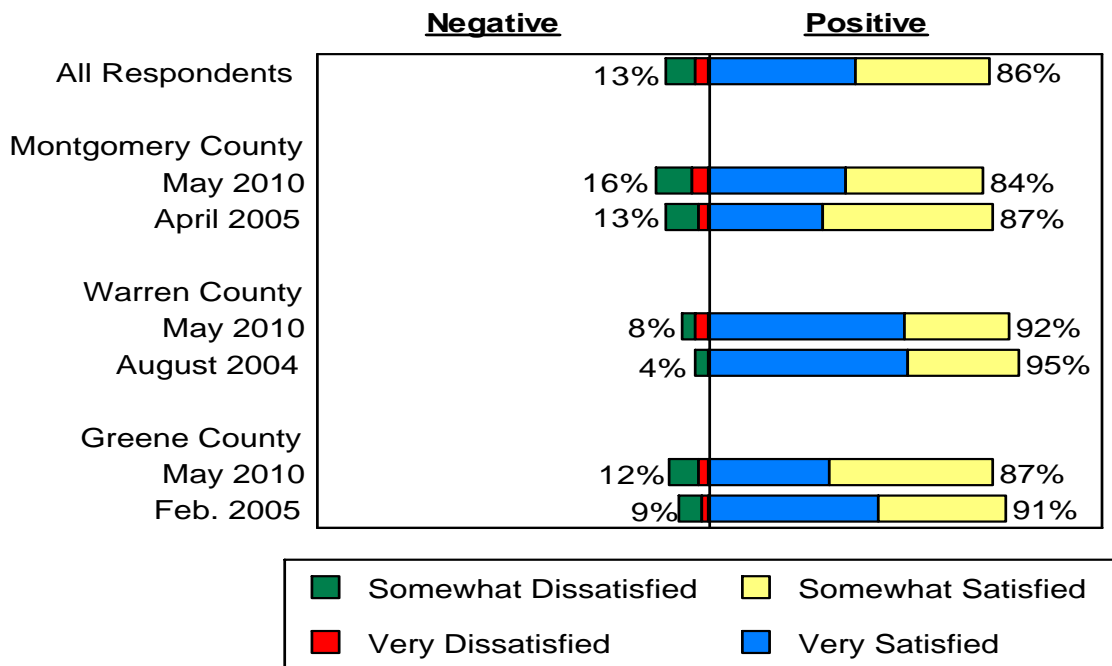
# I. Satisfaction with the Area

## Five-out-of-six residents are satisfied with the area as a place to live.

Overall, 86% of voters in the three-county area said they are very (45%) or somewhat (41%) satisfied with this part of Ohio as a place to live. Just 13% said they are somewhat (9%) or very (4%) dissatisfied. As shown below, voters in Warren County were most likely to be satisfied (92%), of which 60% are very satisfied with the area as a place to live. Most Montgomery County voters (82%) and Greene County voters (87%) also said they are satisfied, but just two-fifths each said they are very satisfied (42% and 37%, respectively).

Looking at the results to the same or similar question asked five or six years ago, we can see that today's results are about the same as those found in 2004 or 2005 for each of the three counties. Although voters in Greene County are less likely to be very satisfied today (37%) than all Greene County residents were in 2005 (52%).

### Q1 OVERALL SATISFACTION WITH THIS PART OF OHIO AS A PLACE TO LIVE



Subgroups less likely to be satisfied with the area as a place to live today included voters in the Dayton West/Trotwood region (69%) and those in the Dayton East region (78%) as well as non-white voters (73%), those with incomes under \$30,000 (72%) and 18 to 34 year olds (81%). Also, high school graduates (81%) and those with some college (80%) were less apt to be satisfied than adults with a 2-year (88%) or 4-year (90%) college degree.

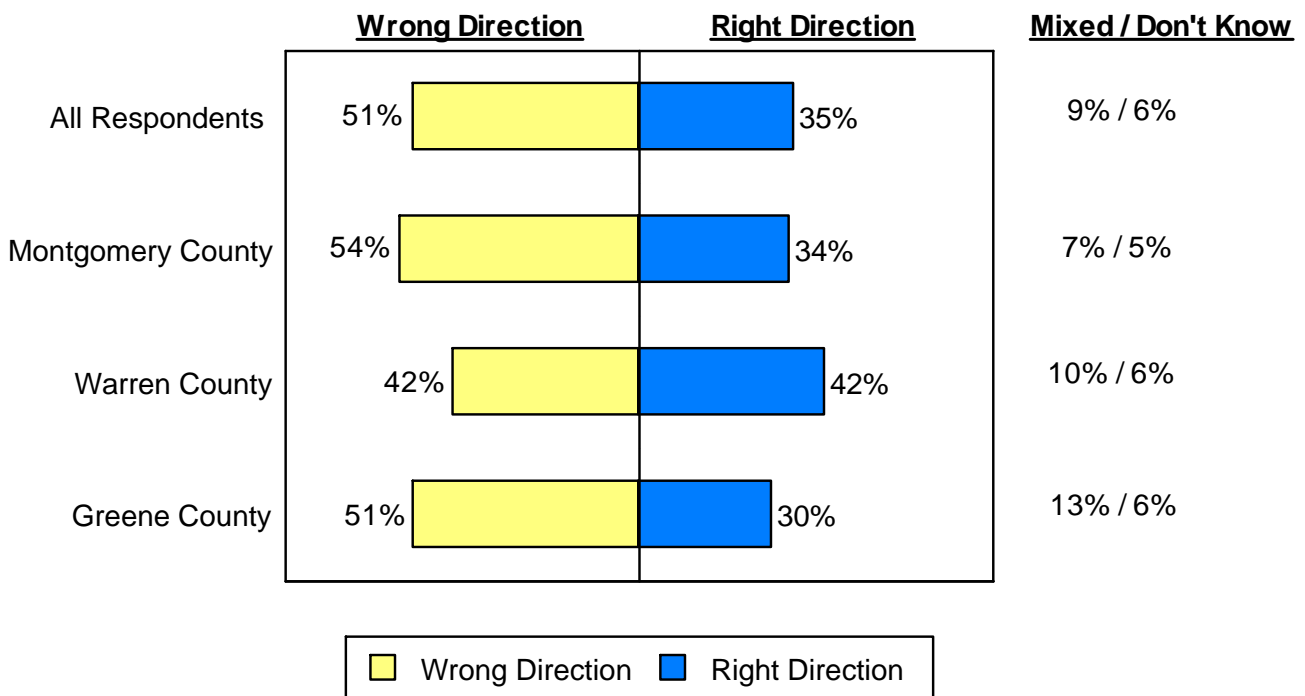
There was no difference in overall satisfaction between those who have attended Sinclair (86%) and those who have not (87%), but satisfaction dropped to 78% among those very likely to attend Sinclair compared to 86% satisfied among those somewhat likely to take classes and 89% satisfied among those not likely to attend Sinclair.

**Half think things in the area are going in the wrong direction.**

Overall, more voters said things in this part of Ohio are going in the wrong direction (51%) than think things are going in the right direction (35%).

Warren County voters were evenly divided with 42% saying right direction and 42% saying wrong direction, while over half of voters in both Montgomery County (34/54; right/wrong direction) and Greene County (30/51) were pessimistic about the direction of things in the area.

**Q2 DO YOU THINK THINGS IN THIS PART OF OHIO ARE GOING IN THE RIGHT DIRECTION OR THE WRONG DIRECTION**



The only subgroup more apt to say things are going in the right direction than the wrong direction were residents in the Mason/Deerfield region in Warren County (54/33; right/wrong). A few other groups were more evenly divided including those in Montgomery County's Southeast suburbs (43/47), those with a four-year college degree or more (40/43) and those with household incomes of \$75,000 or more (43/44).

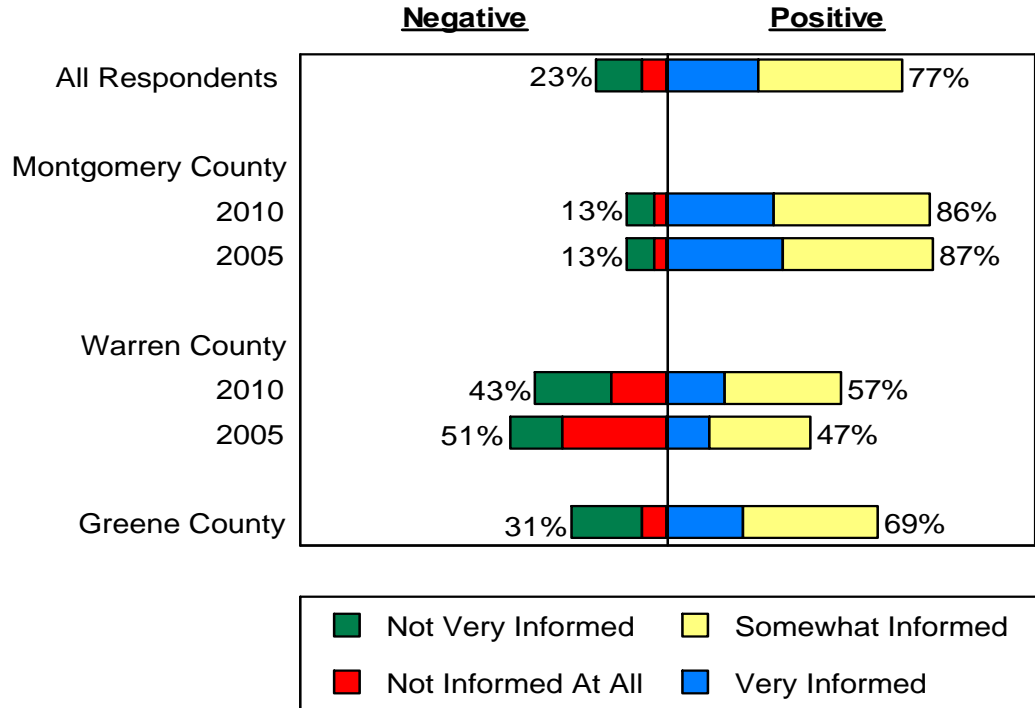
Groups most apt to say things are going the wrong way were voters in Dayton, both east (60%) and west (65%) and those with a high school education (62%).

## II. Opinion of Sinclair Community College

### Three-fourths of voters in the 3-county area are informed about Sinclair.

First we see that 77% of all voters said they are very (30%) or somewhat (47%) informed about Sinclair Community College, while the other 23% said they are not very (15%) or not at all (8%) informed about Sinclair.

### Q3 HOW INFORMED ABOUT SINCLAIR COMMUNITY COLLEGE



Montgomery County voters were more likely to be informed about Sinclair (86% very or somewhat), followed by voters in Greene County (69%) and then Warren County voters (57%).

As we've seen before in Warren County, voters in the Franklin/Springboro/Lebanon area were more likely to be informed about Sinclair (71%) than voters in the Mason/Deerfield area (41%).

There was no difference in the level of awareness of Sinclair in Greene County between voters who live in Beaver Creek/Fairborn area (68/32) and those in the Xenia, Bellbrook and East region (69/30).

The percent very or somewhat informed about Sinclair was high across all of Montgomery County, but it was highest in the Dayton East region (92/6).

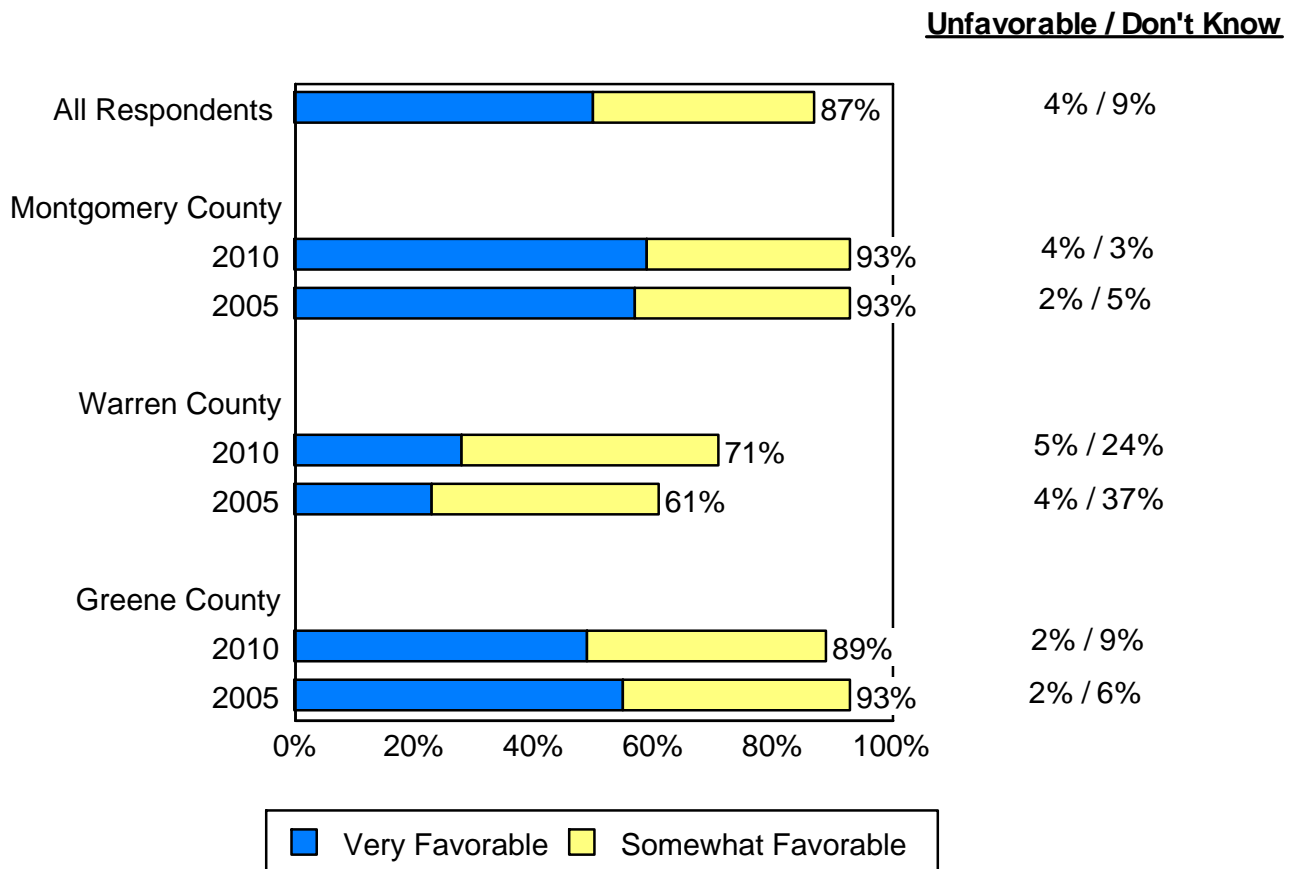
As we might expect, most of those who have taken classes at Sinclair said they are informed about the college (91%), but even 69% of those who haven't attended feel informed. Along with this, 87% of those very likely to attend and 90% of those somewhat likely to attend said they are informed while this decreased to 69% among those not likely to go to Sinclair.

The percent informed was also a little lower among 18 to 34 year olds (69%), high school graduates (67%) and those with incomes under \$30,000 (68%) as well as senior citizens (68%).

## Nearly nine-in-ten voters have a favorable opinion of Sinclair.

Half of all respondents (50%) said they have a very favorable opinion of Sinclair Community College, while 37% have a somewhat favorable opinion of the College. Just 4% have a somewhat or very unfavorable opinion of Sinclair. The remaining 9% said they don't know. These results were virtually identical to the results obtained in the 2009 survey of 18 to 59 year old residents in Montgomery and Greene counties last year (52% very favorable, 39% somewhat favorable, 4% unfavorable and 6% don't know).

### Q4 OVERALL OPINION OF SINCLAIR COMMUNITY COLLEGE



Here too Montgomery County voters were most likely to have a very or somewhat favorable opinion of Sinclair (93%), followed by voters in Greene County (89%).

But today, 71% of voters in Warren County have a favorable opinion of Sinclair, which is 10-points higher than in 2005 (61%). Sinclair's favorable rating continues to be higher in Franklin/Springboro/Lebanon (82%) than in Mason/Deerfield (59%). But both of these are improvements compared to the 2005 survey when the results for the two regions were: Lebanon and North (77% favorable) and South of Lebanon (45% favorable).

The Greene County results are about the same this year as in February 2005 when 93% had a positive opinion of Sinclair. But note that five years ago, 55% of residents were very favorable compared to 49% of active voters today. Also, 94% of voters in the Beavercreek/Fairborn area have a positive opinion of Sinclair compared to 83% of those in the eastern part of Greene County while 15% of them did not know.

The favorable/unfavorable rating for Sinclair in Montgomery County has been consistently high in all the various surveys and there has been no change since 2005 (93% favorable). This year, 86% of voters in the Southeast suburbs have a favorable opinion of Sinclair while 10% have a somewhat unfavorable opinion.

In addition, 67% of those who have personally attended Sinclair have a very favorable opinion of the College and another 28% have a somewhat favorable opinion compared to 41% very favorable and 42% somewhat favorable among those who have not attended.

Very few respondents in any demographic group had an unfavorable opinion of Sinclair.

## Voters have a favorable opinion of Sinclair for a variety of reasons.

Many of those who have a favorable opinion of Sinclair said they, their children or someone they know go there or went there or they work with someone who goes to Sinclair (43%), while others said it helps people who otherwise would not go to college (5%) or it's a good place to start (4%).

Many others mentioned something positive about Sinclair, including that it is good school (13%), offers a good education (7%), has good or a lot of programs (8%) and has good teachers (4%), as well as that it's affordable (19%) and convenient (5%).

A few also said Sinclair benefits the community saying it is an asset or helps the community (6%) and it helps bring in jobs (2%). And 13% said they've heard good things about Sinclair.

<b>Q5 REASONS FOR HAVING A FAVORABLE OPINION OF SINCLAIR</b>	
	<b>Of Those Saying Favorable %</b>
<b>Benefits me, students</b>	
I go/went there, kids/grandkids go/went there, kids graduated from there, know people who go/went there, work with people who went there	43
Helps young people, helps people who otherwise would not go to college	5
Good place to start education, for those that don't want to go to a 4-year college, go away, credits transfer	4
Am an educator, work there, know someone who works there	4
<b>Pro-College</b>	
College is affordable, well-priced, economic, good, best value	19
Sinclair is a good school, good community college, has a good reputation, does a good job, is a good education	13
Has good programs, variety of classes, programs, online classes, senior programs	8
Good quality of education, high level of education, knowledgeable graduates	7
Local, convenient, more accessible, close to home, good locations	5
Good teachers, knowledgeable, like the teachers	4
Smaller classes, more one-on-one, classes are more relaxed, student oriented	1
Well run school, well managed	1
<b>Benefits community</b>	
Sinclair is an asset to the community, important, good, helps the community, good investment	6
Helps bring in jobs, good for the economy	2
<b>Other</b>	
Heard or read good things about Sinclair, haven't heard anything bad	13
Don't know enough about Sinclair, need more information, not that familiar with Sinclair	5
Other	4
Don't know/Refused	2

## Only a few people have an unfavorable opinion of Sinclair.

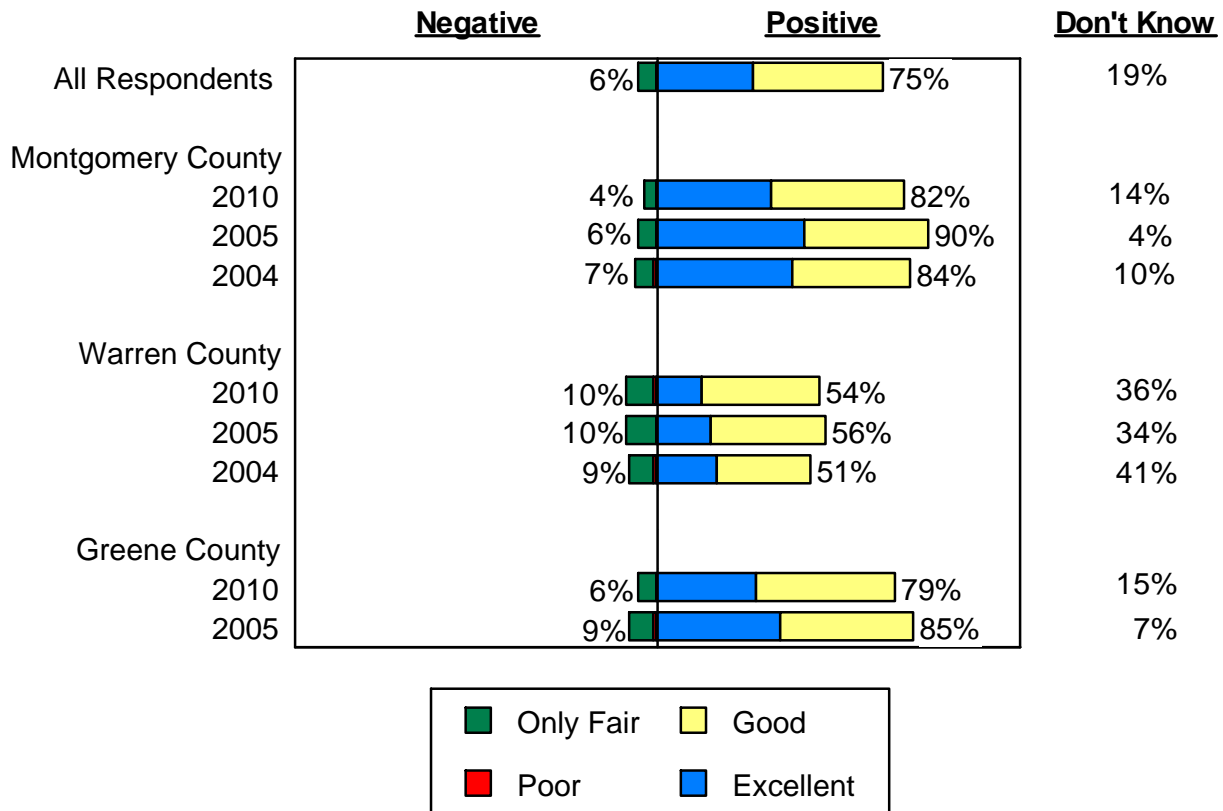
When the 26 respondents who had an unfavorable opinion of Sinclair were asked why, five said that's just their opinion and six said they don't know enough about Sinclair to say, they don't hear much about it. Of those with a reason ...

- 7 respondents said they aren't impressed with Sinclair, their opinion is unfavorable based on what they've heard about it.
- 2 people said it takes too long to get a 2-year degree there.
- 3 people cited taxes.
- And 3 others had a bad experience with Sinclair.

**Sinclair’s quality of education rating is very positive and it has remained fairly consistent since 2004.**

Overall, 75% rated the quality of education at Sinclair Community College excellent (32%) or good (43%). Just 6% rated it only fair while less than 1% said it is poor. About a fifth of the voters in the 3-county area (19%) could not rate it.

**Q10 OVERALL QUALITY OF EDUCATION RATING AT SINCLAIR COMMUNITY COLLEGE**



As we can see, Sinclair’s quality rating was much higher in Montgomery (82% excellent or good) and Greene (79%) counties than it was in Warren County (54%), even though it was a better in the northern half of the county (65/7) than it was in the Mason area (41/14). In fact, 45% of voters in the Mason/Deerfield area weren’t able to rate Sinclair’s quality.

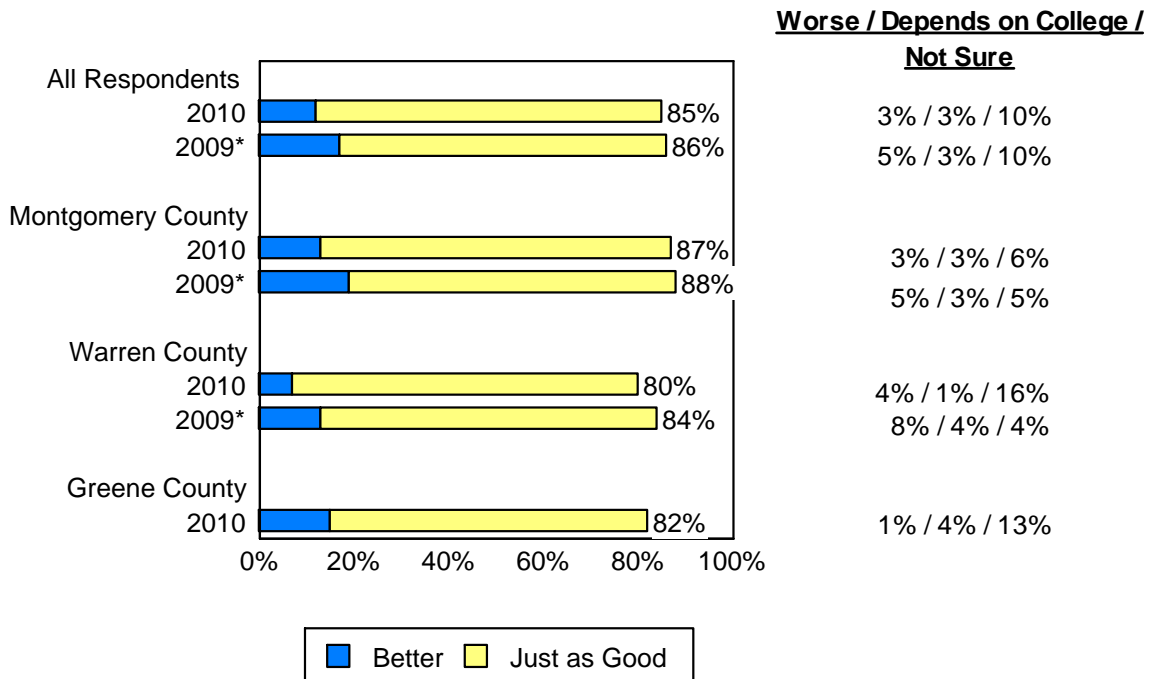
A tenth or less of all other demographic groups rated Sinclair’s quality only fair while a large majority of each subgroup rated it positively. Of those who attended Sinclair, 43% rated its quality excellent, 47% rated it good, 5% said only fair and 5% refused to say. But even 67% of those who have not attended rated Sinclair’s quality positively while only 7% said fair or poor and 27% could not rate it.

## Starting at Sinclair compared very favorably to going all four years to a public university in Ohio.

Last year's survey of 18 to 59 year olds in Montgomery and Warren counties was the first time respondents were asked to compare the quality of starting at Sinclair to going all four years to a public university in Ohio. And similar to that survey, 85% of today's voters said the quality of education would be just as good (73%) or better (12%) if they completed their first two years of college at Sinclair and finished at a 4-year college as it would be if they went all four years to a public university in Ohio. Just 3% said starting at Sinclair would be worse than going all four years to a public university.

In the 2009 survey, 86% of 18 to 59 year olds in Montgomery and Warren counties said it would just as good (69%) or better (17%) spending the first two years at Sinclair.

### Q11 QUALITY OF EDUCATION STARTING AT SINCLAIR COMPARED TO GOING ALL FOUR YEARS TO A PUBLIC UNIVERSITY IN OHIO



\* Survey of 18 to 59 year old respondents

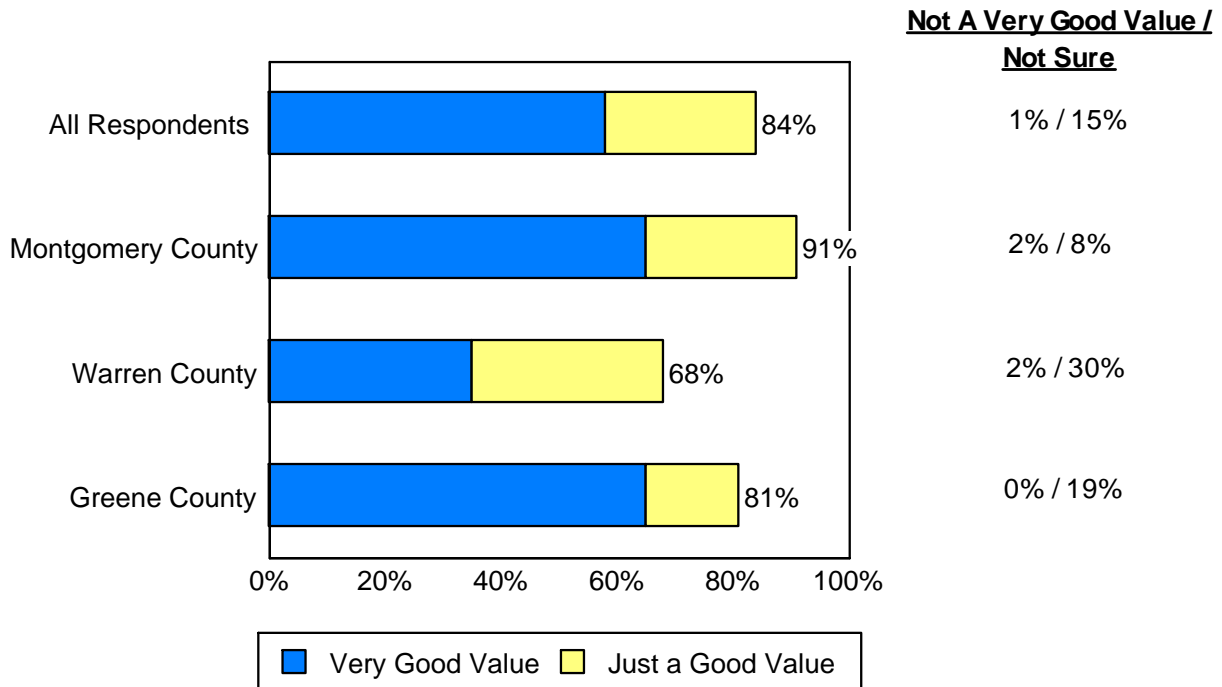
There was little difference on this by county with four-fifths or more of voters in Montgomery (87%), Warren (80%) and Greene (82%) counties saying the quality of education would be just as good or better if they started at Sinclair.

In addition, more than four-fifths of nearly all subgroups said this. The only two exceptions were senior citizens (77%) and voters in northern Warren County (77%). About a fifth of voters in these two subgroups did not know (17% and 18%). On the other hand, 91% of those who have attended Sinclair said the quality would be just as good or better.

**Most voters also think Sinclair is a good value.**

Overall, 58% of voters in the 3-county area said Sinclair is a very good value based on the cost of attending and the quality of education. Another 26% said it is a good value. Only 1% said it is not a very good value. The remaining 15% did not know.

**Q12 BASED ON THE COST OF ATTENDING AND THE QUALITY OF EDUCATION IS SINCLAIR A VERY GOOD VALUE, JUST A GOOD VALUE OR NOT A VERY GOOD VALUE**



There was some difference in the response by county.

- 91% of voters in Montgomery County said attending Sinclair is a very good (65%) or just good value (26%).
- 81% of Greene County voters also said Sinclair is very good (65%) or just good (16%) value. Also, 70% of the voters in the Beavercreek/Fairborn area said Sinclair is a very good value compared to 58% of those in the rest of the county.
- 68% of voters in Warren County said Sinclair is a very good (35%) or just good (33%) value, but 30% could not say. Here too, the response was more positive in the northern part of the county (71%) than in the southern part (65%).

A large majority of all other subgroups said Sinclair is a good value and in most cases, over half said it is a very good value.

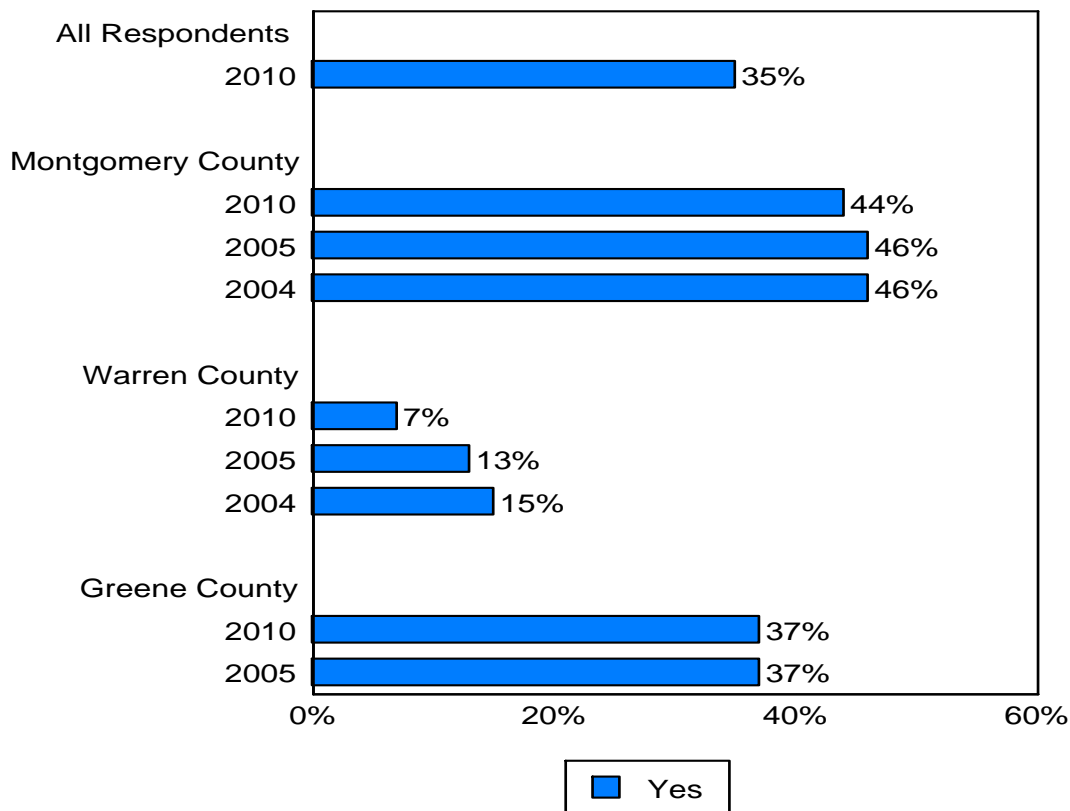
## A third of voters in the 3-county area have taken classes at Sinclair.

While overall, 35% said they personally have taken classes at Sinclair, this increased to 44% in Montgomery County, the primary service area. And this is about the same as in 2005 and 2004 (46% each). The percent who have taken classes at Sinclair was higher in Dayton east (50%) and west (48%) and the North suburbs (48%) than it was in the Southeast (41%) and West (34%) suburbs.

Nearly two-fifths of voters in Greene County (37%) indicated that they have attended Sinclair and this was the same as five years ago (37%). Attendance was higher in Beaver Creek/Fairborn (41%) than in the eastern part of the county (31%).

Only 7% of voters in Warren County have taken classes at Sinclair, which is lower than in 2005 (13%). This is probably because Warren County is growing. And past attendance was higher in the northern part of the county (11%) than in the Mason area (4%).

### Q35 HAVE YOU PERSONALLY TAKEN CLASSES AT SINCLAIR COMMUNITY COLLEGE (Ranked by Percent Saying Yes)



In addition, more than two-fifths of the following groups said they have taken classes at Sinclair:

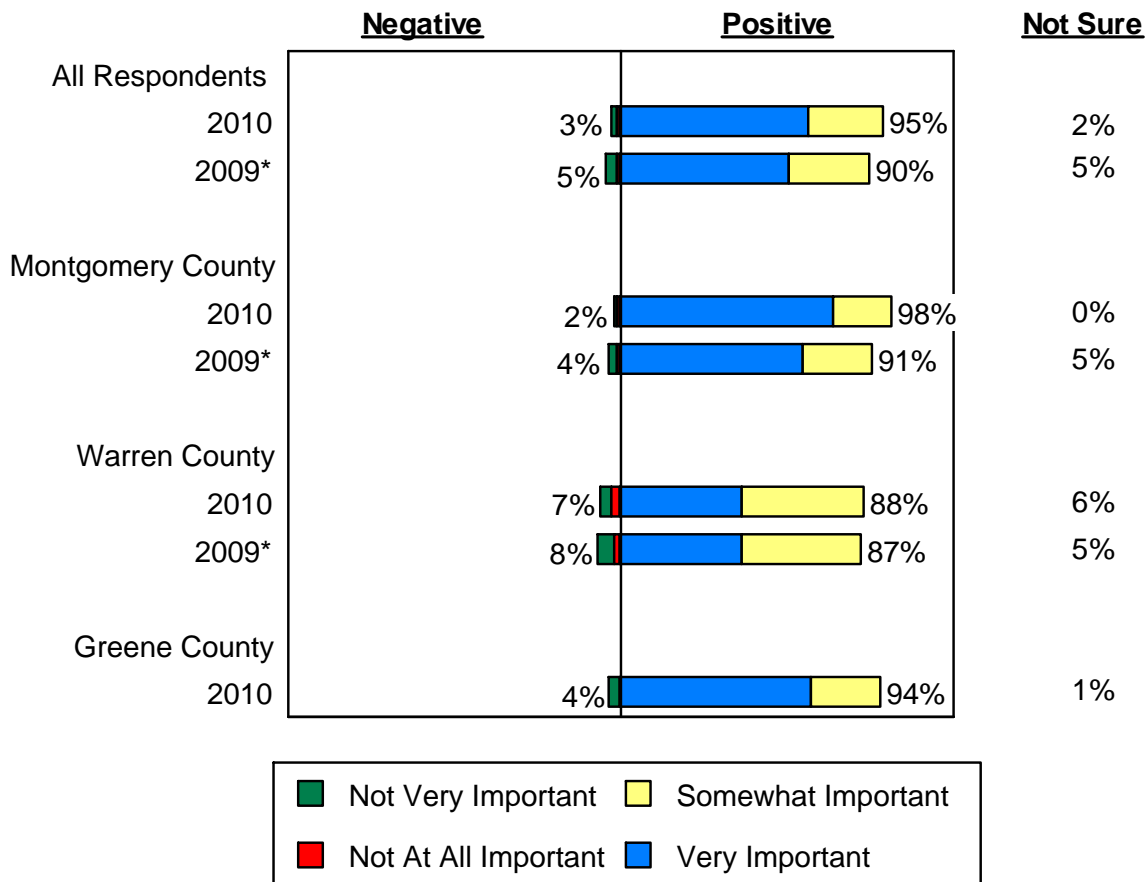
- Those with some college (48%) or a 2-year degree (45%)
- 18 to 34 year olds (40%) and 50 to 64 year olds (42%)
- Non-white adults (47%) and
- Those very (54%) or somewhat (44%) likely to take classes at Sinclair in the near future.

### III. Importance of Sinclair & Education to the Area

**Most people think Sinclair is important to the region's economic future.**

In fact, two-thirds (68%) said Sinclair is very important to the region's economic future, while another fourth (27%) said it is somewhat important. Just 3% said Sinclair is not very important or not important at all to the region's economic future while 2% weren't sure. These results are similar to last year's survey of 18 to 59 year olds in Montgomery and Warren counties (61% very important, 29% somewhat important).

#### Q18 IMPORTANCE OF SINCLAIR COMMUNITY COLLEGE TO THE REGION'S ECONOMIC FUTURE



There was a high agreement in all three counties and little change from 2009. Nearly all of the voters in Montgomery County (98%) said Sinclair is very (77%) or somewhat (21%) important to the region's economy as did 94% of Greene County voters (69% and 25% very and somewhat important).

In Warren County, 88% said Sinclair is important to the region's economic future, but only 44% said it is very important, which is the same as in 2009. But 61% of voters in the north region said it is very important compared to 24% of voters in the Mason area.

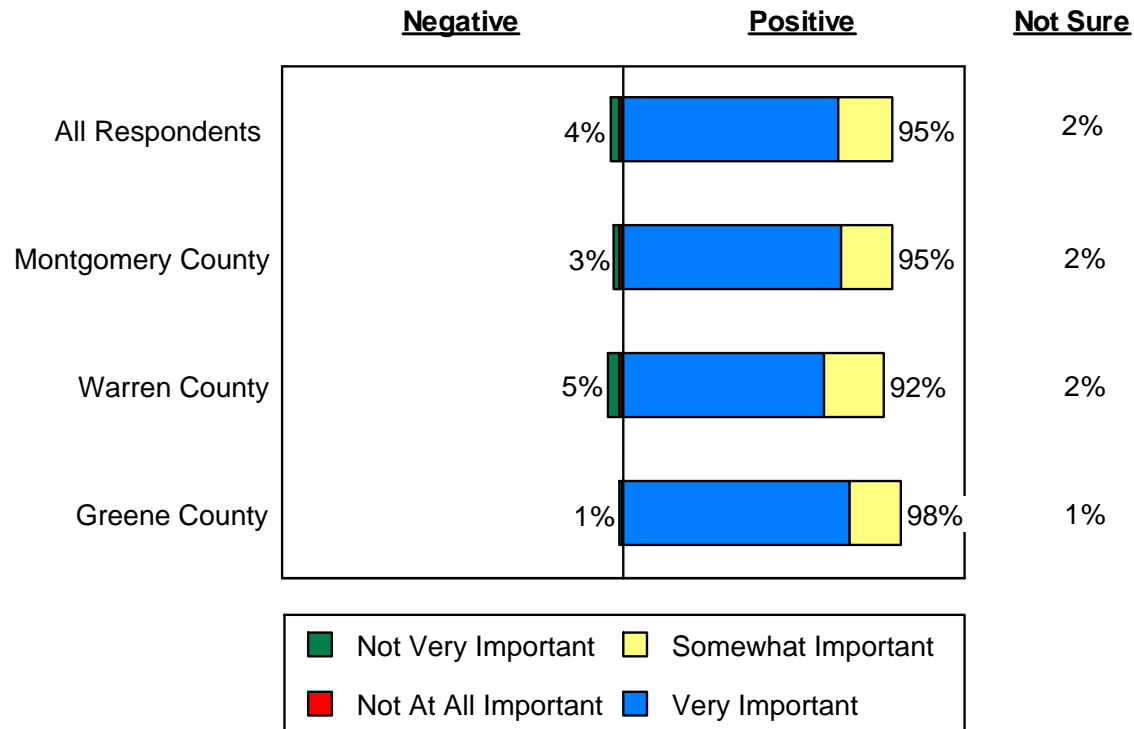
With the exception of 18 to 34 year olds (60%), two-thirds or more of all demographic groups said Sinclair is very important to the region's economy.

**Nearly everyone also said increasing the number of college graduates is important to the region's economy.**

Here too 95% said increasing the number of people who graduate from college is important to improving the region's economy, of which 76% said this is very important and 19% said somewhat important.

These results are also similar to 2009 when 90% of 18 to 59 year olds in Montgomery and Warren counties strongly agreed (44%) or agreed (46%) that increasing the number of people who go to college here and stay to work in this area is one of the most important things to do to help the region's economy.

**Q19 IMPORTANCE OF INCREASING THE NUMBER OF PEOPLE WHO GRADUATE FROM COLLEGE TO IMPROVE THE REGION'S ECONOMY**

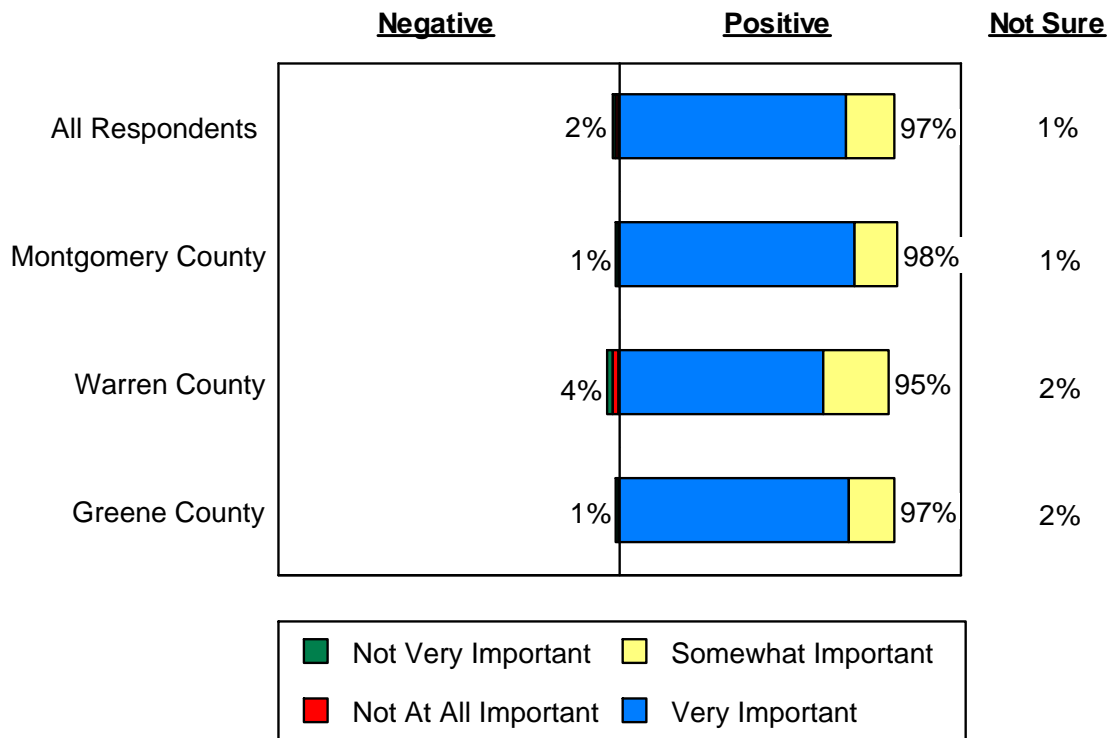


More than nine-in-ten respondents in all demographic groups said increasing the number of college graduates is important to the region's economy, and about two-thirds or more said it is very important.

**Similarly, 97% think it's important to increasing the number of people who get technical training.**

Fully, 80% said increasing the number of people in the area who get technical training or update their job skills so they can keep, find or advance in their jobs is very important to the region's economy. Another 17% said this is somewhat important.

**Q20 IMPORTANCE OF INCREASING THE NUMBER OF PEOPLE WHO GET TECHNICAL TRAINING OR UPDATE THEIR JOB SKILLS SO THEY CAN KEEP, FIND OR ADVANCE IN THEIR JOBS**

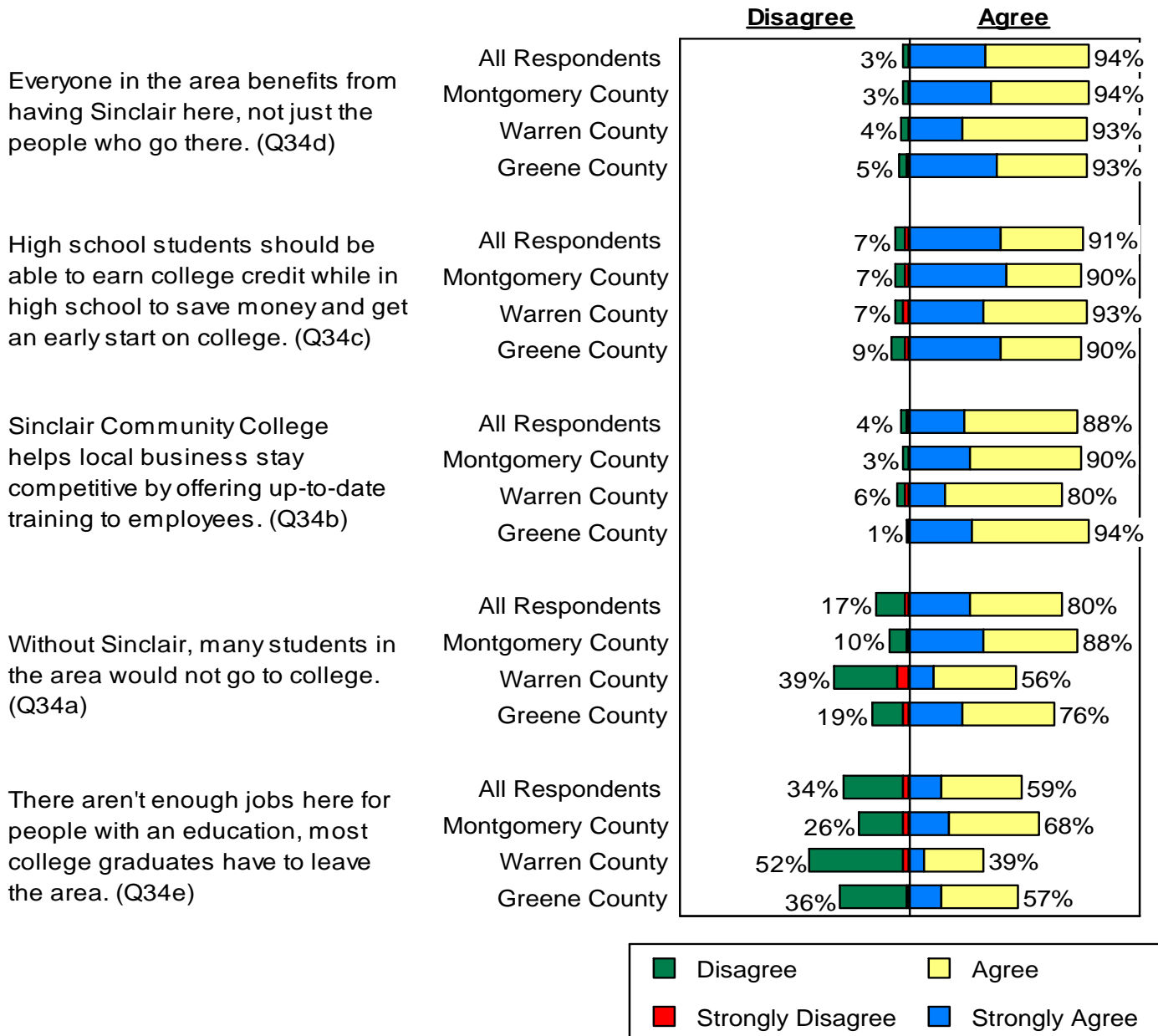


Here too, more than 90% of all demographic groups said increasing the number of people who get technical training or update their job skills is important to the region's economy. And about three-fourths or more of most subgroups said this is very important. The one exception was voters in the Mason area (66% very important).

**Voters also think Sinclair helps the area in other ways.**

First we see that 94% of all respondents agreed that *everyone in the area benefits from having Sinclair here, not just the people who go there*. Of these, 40% strongly agreed.

**AGREE/DISAGREE STATEMENTS REGARDING IMPORTANCE OF EDUCATION AND GETTING A COLLEGE EDUCATION**



In addition, there was strong agreement that Sinclair is important to businesses, high school students and others who are interested in attending college. That is...

- 91% agreed that *high school students should be able to earn college credit while in high school to save money and get an early start on college*. Of these, 48% strongly agreed.
- 88% agreed *Sinclair helps local business stay competitive by offering up-to-date training to employees*. Over a fourth (29%) strongly agreed with this.
- And 80% agreed that *without Sinclair, many students in the area would not go to college*. Here 32% strongly agreed.

But voters are concerned about there being enough jobs in the area for college graduates. That is, 59% agreed that *there aren't enough jobs here for people with an education, most college graduates have to leave the area*. Just a third (34%) disagreed with this statement. This result is the same as in last year's survey of 18 to 59 year olds (60% agreed, 33% disagreed).

A large majority of voters in all subgroups agreed with the first three statements that Sinclair benefits everyone, Sinclair helps businesses stay competitive and high school students should be able earn college credits. But on each one, Warren County voters were less likely to strongly agree.

On the fourth item, just over half of respondents in Warren County (56%) agreed that without Sinclair, many students in the area would not go to college, while 39% disagreed. But this looked much different in the northern part of the county (73/22; agree/disagree) than in the Mason area (39/59). A large majority of all other groups agreed that many students would not go to college if Sinclair weren't in the area. This included three-fourths of those with a four-year degree or more (75%) or those with household incomes of \$75,000 or more (72%).

Most demographic groups were also more apt to agree than disagree that there aren't enough jobs in the area for people with a college education. The only exception was voters in Warren County where only 39% agreed and 52% disagreed. Disagreement increased to 59% among those in the Mason area, but voters in the Franklin/Springboro/Lebanon area were evenly divided (47/47).

Groups most likely to agree that there aren't enough jobs here for college graduates included voters in the two Dayton regions (74%), non-white adults (73%), those with incomes under \$30,000 (72%) and adults with a high school education or less (69%).

Also, two-thirds of those who attended Sinclair (68%) and those with some college (67%) or a two-year degree (66%) agreed that there aren't enough jobs here for college graduates compared to 50% of those with a four-year degree or more and 55% of those who have not taken classes at Sinclair.

## Most Montgomery County voters think Sinclair's recent tax was worth it.

Voters in Montgomery County were asked a few additional questions about Sinclair. First they were told that two years ago, voters passed a levy for Sinclair that cost the average homeowner about \$3.50 a month more in taxes. And 81% said they thought passing this tax for Sinclair was worth it. Only 11% did not think the tax was worth it, while 8% weren't sure. Three-fourths or more of every subgroup in Montgomery County said passing the tax for Sinclair two years ago was worth it.

<b>Q29 WAS PASSING A TAX FOR SINCLAIR TWO YEARS AGO WORTH IT</b>	
	<b>Of Montgomery County Voters %</b>
Yes	81
No	11
Not Sure	8

Respondents who said the \$3.50 monthly tax increase for Sinclair was worth it were asked why they felt that way and many cited reasons about the college. That is, 13% said Sinclair needed the money to maintain or improve programs, 12% said Sinclair is important, more people can go to college, 11% said it's affordable, good value, keep costs down and 7% said it is an excellent or good school.

<b>Q30 REASONS FOR SAYING PASSING SINCLAIR TAX WAS WORTH IT</b>	
	<b>Of Those Saying Worth It %</b>
<b>Pro College</b>	
School needs the money, deserves money, money needed to maintain programs, continue improvements	13
Sinclair is important, needed, allows more people to go to college	12
It's affordable, cheaper, good value for the money, keeps costs down	11
An excellent school, offers a good quality education, convenient	7
<b>Community-Related</b>	
Good for the community, an asset, good for property values	14
Helps the economy, brings in jobs, helps the quality of the workforce, benefits the area/everyone	11
<b>Pro Education</b>	
Believe in education, education is important	11
Support all levies for education, need to support Sinclair	6
Funding is important for the kids, young people, helps people with financial aid, need to support the kids	6
People need more education, continuing education	5
<b>Other</b>	
Not much of an increase, worth it, good investment	8
Know someone who goes/went there, /kids/grandkids go/went there	2
Other	4
Don't know/Refused	1

Others said Sinclair is important to community because it keeps property values up (14%) and it helps bring in jobs or keeps the workforce trained (11%).

Still others think the levy was worth it because they believe in education, think it's important (11%), they support all levies for education (6%) and it's important for the students (6%).

Also, 8% said it was worth it because it was a small increase.

Just 41 respondents said the tax was not worth it and a third of them said it wasn't worth it because taxes are too high already, while a tenth said it was bad time, bad economy. A fourth said Sinclair or the tax doesn't benefit them either because they are a property owner or because they don't have kids that went or will go there. Other reasons given by one to three respondents each were that students should pay their own way, Sinclair raised tuition, don't believe in Sinclair and didn't need the money.

**And voters were even more likely to think the tax was worth it knowing enrollment reached record levels, but no students were turned away.**

Three-fourths of Montgomery County voters (75%) said they would be more likely to think passing the tax levy for Sinclair was worth it knowing that Sinclair's enrollment has increased to a record level at the main campus and their learning centers, but no students were turned away. Only 9% were less supportive of the tax knowing this while 11% said it made no difference to them and 4% weren't sure.

<b>Q31 MORE/LESS LIKELY TO THINK PASSING TAX FOR SINCLAIR WAS WORTH IT KNOWING ENROLLMENT REACHED RECORD LEVEL AND NO STUDENTS WERE TURNED AWAY</b>	
	<b>Of Montgomery County Voters</b>
	<b>%</b>
More Likely	75
Less Likely	9
No Difference	11
Not Sure	4

All groups were positively impacted by this including 83% of those who thought the tax for Sinclair was worth it. However, it had little impact with those who did not think passing the tax was worth it (24% more likely, 39% less likely).

## There was also strong support for Sinclair opening the branch campus in Warren County.

Overall, 79% of voters in Montgomery County said *opening a branch campus in Warren County at no cost to taxpayers in Montgomery County* was a good idea. Only 6% said it was a bad idea while 3% were mixed and 12% weren't sure.

<b>Q32 OPINION OF SINCLAIR OPENING A BRANCH CAMPUS IN WARREN COUNTY</b>	
	<b>Of Montgomery County Voters</b>
	<b>%</b>
Good Idea	79
Bad Idea	6
Mixed (Vol.)	3
Not Sure	12

Here too three-fourths or more of every subgroup said it was a good idea to open a branch campus in Warren County at no cost to Montgomery County taxpayers. Even 63% of voters who did not think the Sinclair tax was worth it said opening the branch in Warren County was a good idea. And 81% of those who said the tax was worth it agreed.

## Support for Sinclair working with others to offer classes in more parts of southwestern Ohio was even higher.

Fully, 89% said *Sinclair should continue working with other counties and colleges in southwestern Ohio to offer college classes where needed as long as our tax dollars from the local levy stay here in Montgomery County*. Only 6% did not think Sinclair should do this while 5% weren't sure.

<b>Q33 SHOULD SINCLAIR CONTINUE WORKING TO OFFER CLASSES IN OTHER AREAS OF SOUTHWESTERN OHIO</b>	
	<b>Of Montgomery County Voters</b>
	<b>%</b>
Yes	89
No	6
Not Sure	5

Four-fifths or more of all groups agreed that Sinclair should continue working with other counties and colleges to offer college classes in southwestern Ohio as long as their local tax dollars stay in Montgomery County. This included 57% of those who did not think opening the branch in Warren County was a good idea.

**There was also strong support in Warren County for Sinclair’s new branch campus.**

When asked, 65% of voters in Warren County were aware that Sinclair recently opened a branch campus in Warren County while 34% were not aware of the new Sinclair branch.

<b>Q23 AWARE SINCLAIR RECENTLY OPENED A BRANCH CAMPUS IN WARREN COUNTY</b>	
	<b>Of Warren County Voters</b>
	<b>%</b>
Yes, aware	65
No, not aware	34
Not Sure	1

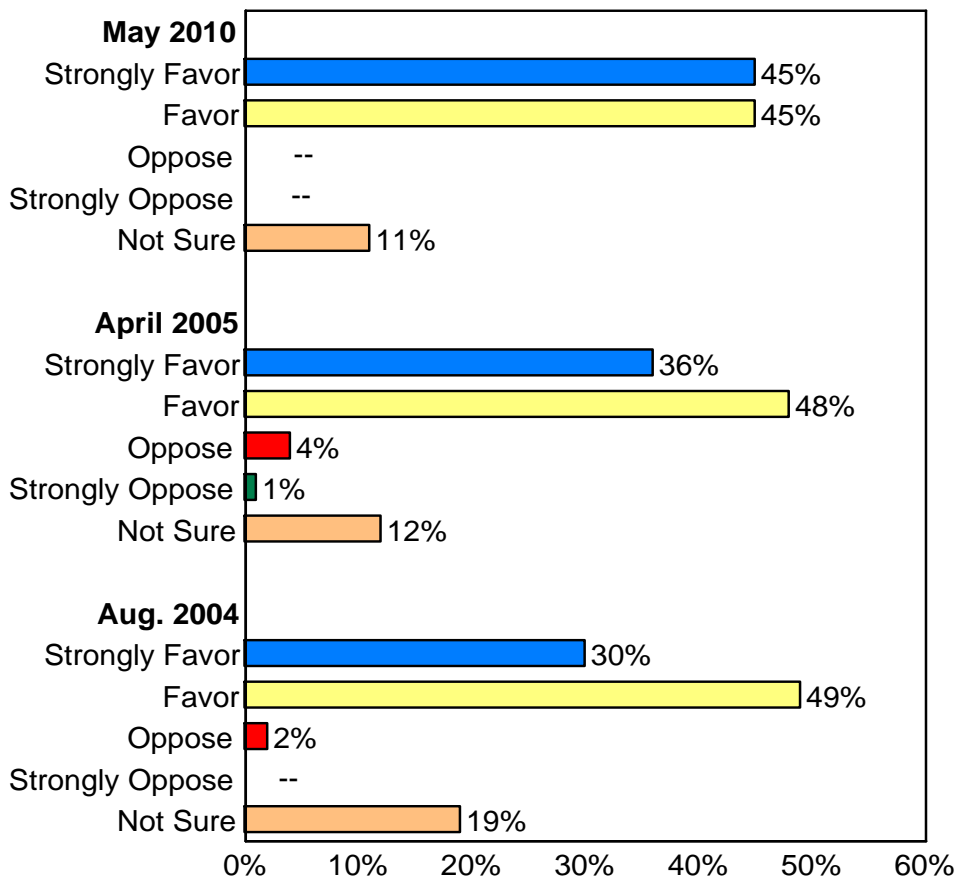
Awareness of Sinclair’s branch campus was higher in the Franklin/Springboro/Lebanon area (70%) than in the Mason/Deerfield area (60%). Also, only 40% of 18 to 34 year olds in the county were aware of the new campus, but the number of respondents in this subgroup is small.

**No one in Warren County was opposed to Sinclair opening a branch campus in the county.**

In fact, 45% of Warren County voters strongly favored Sinclair operating a branch campus in Warren County and 44% favored it. The remaining 11% weren't sure while no one opposed it.

Support for Sinclair opening the branch in Warren County is even higher today than it was in 2004 (79%) and 2005 (84%). This included the percent strongly in favor.

**Q24 OPINION OF OPENING CAMPUS IN WARREN COUNTY  
(Asked in Warren County only)**



There was no difference by region on this (North - 46/44; strongly favor/favor and South - 44/43).

But those who were aware of Sinclair's new branch campus in Warren County were more likely to strongly favor it (57% strongly favor, 38% favor) than those who were not aware of the new campus (24% strongly favor, 53% favor), while 22% of them weren't sure.

## **Many Warren County voters favored the branch because it makes Sinclair closer and more convenient.**

Two-fifths of the respondents who favored Sinclair opening a branch campus in Warren County cited the convenience, saying it is closer, more accessible, more convenient (41%).

Other reasons in favor were:

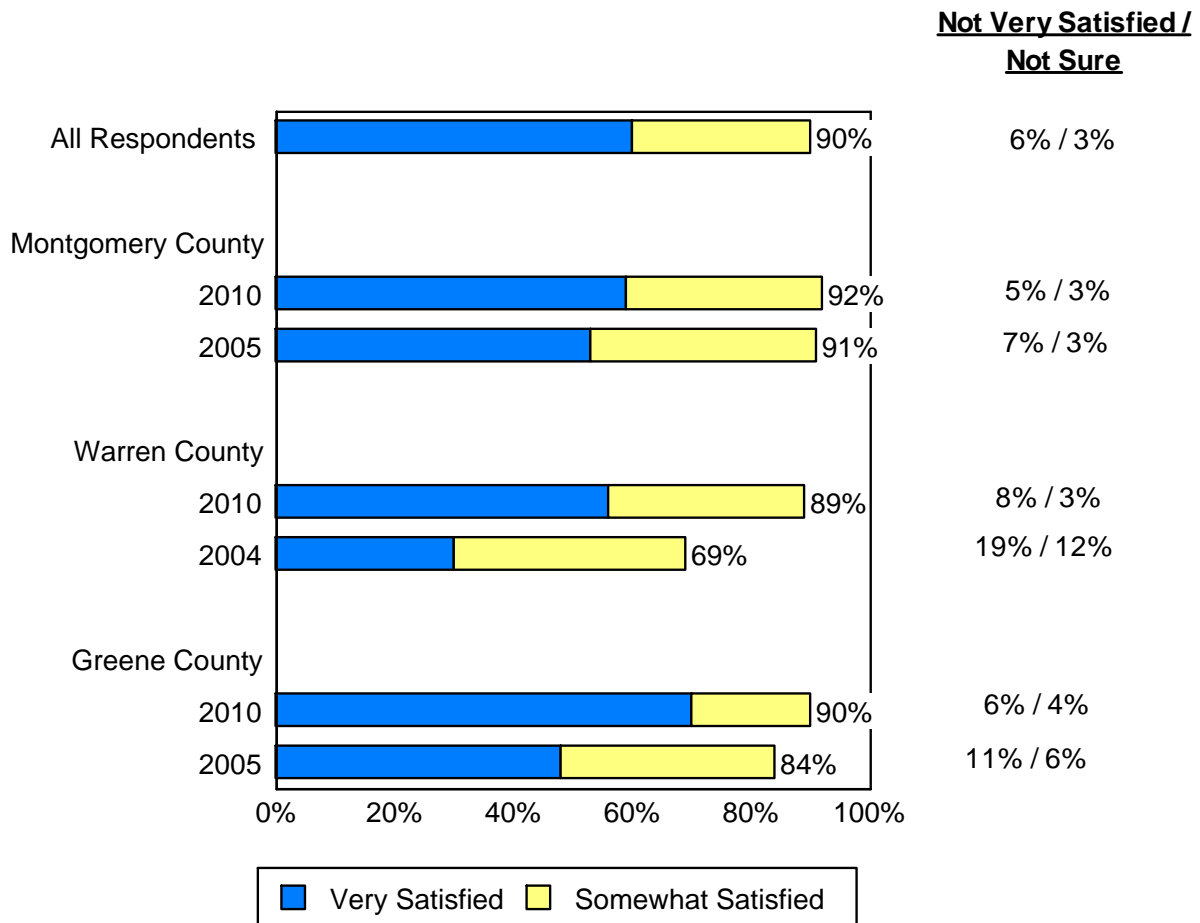
- Gives more people the opportunity to go to college, everyone should have access to education (25%)
- Warren County needs a community college, it's growing, need a local option, gives people a choice (13%)
- Would benefit county/residents, would bring in jobs (11%)
- Education is important, offers more educational opportunities, advancements (5%)
- Affordable tuition, more competition (5%)
- Good school, good place to go (2%)
- Have kids, grandkids who might go there, benefit from it (1%) and
- No reason, not my decision (2%).

## IV. Interest in Taking Classes at Sinclair

### Most are satisfied with the higher education options in the area.

Overall, 90% of voters said they are satisfied with the availability of higher education options in the area, of which 60% are very satisfied and 30% are somewhat satisfied. Just 6% said they are not very satisfied with the options available and 3% weren't sure.

### Q6 SATISFACTION WITH THE AVAILABILITY OF HIGHER EDUCATION IN THE AREA



There was no difference in the percent very or somewhat satisfied with the higher education options available in the area by county, but importantly, the percent satisfied increased 20-points in Warren County since 2004 (89% vs. 69%). Overall satisfaction also increased 6-points in Greene County and today 70% of Greene County voters are very satisfied compared 48% in 2005.

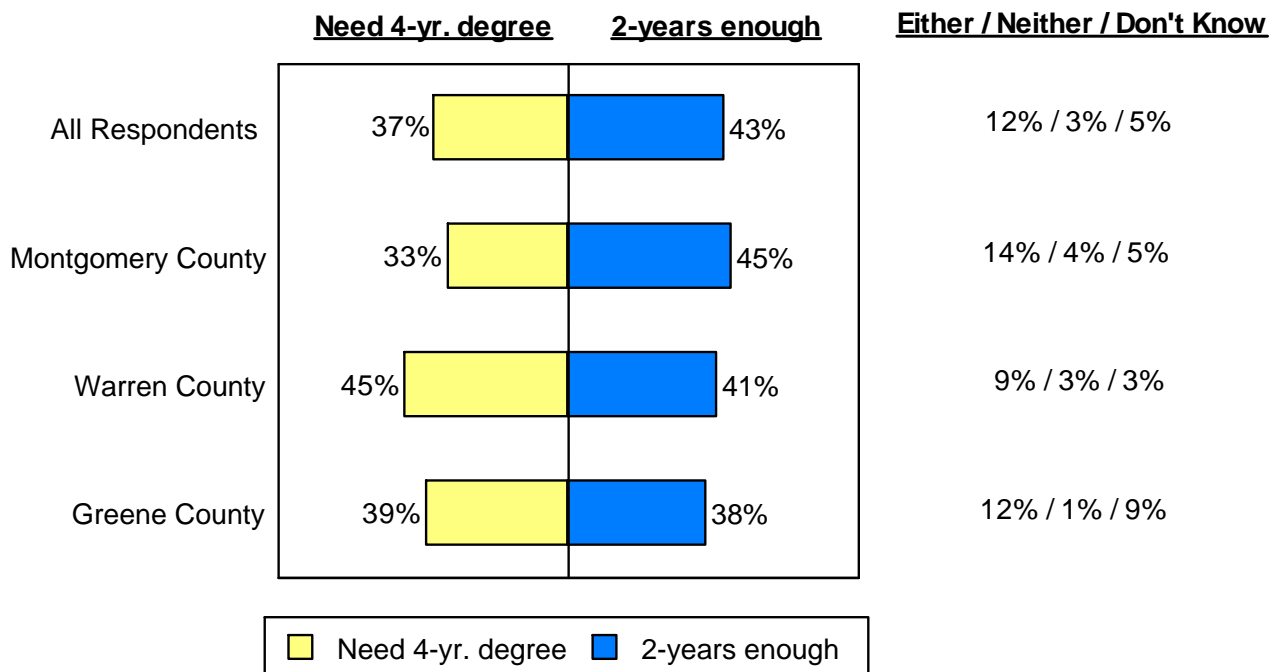
Just over half of voters in Montgomery (59%) and Warren (56%) counties were very satisfied, while in the Dayton West/Trotwood region (45%) and the northern part of Warren County (49%), less than half of voters were very satisfied. Also, just 46% of high school graduates and 37% of those with incomes under \$30,000 were very satisfied with the higher education options in the area.

**Voters were divided on how much education is needed today.**

Slightly more respondents think people who have a two-year community or technical college education can find a good job today (43%) than said people need a four-year college degree to find a good job today (37%). There were 12% who voluntarily said either is enough while only 3% said neither is needed and 5% did not know.

But as we can see below, this differed by region with voters in Montgomery County more likely to say a two-year education is enough is to find a good job today (45/33). However, voters in the North suburbs were divided on this (41/40).

**Q21 CAN PEOPLE WHO HAVE A 2-YEAR DEGREE FIND A JOB TODAY OR DO THEY NEED A 4-YEAR COLLEGE DEGREE**



Voters in Greene County were evenly divided (38/39 two-year degree is enough/need four-year degree), but voters in Bellbrook/Xenia and east tended to say people with a two-year degree can find a good job today (44/37) while those in Beavercreek/Fairborn were more likely to say a four-year degree is needed today (33/41).

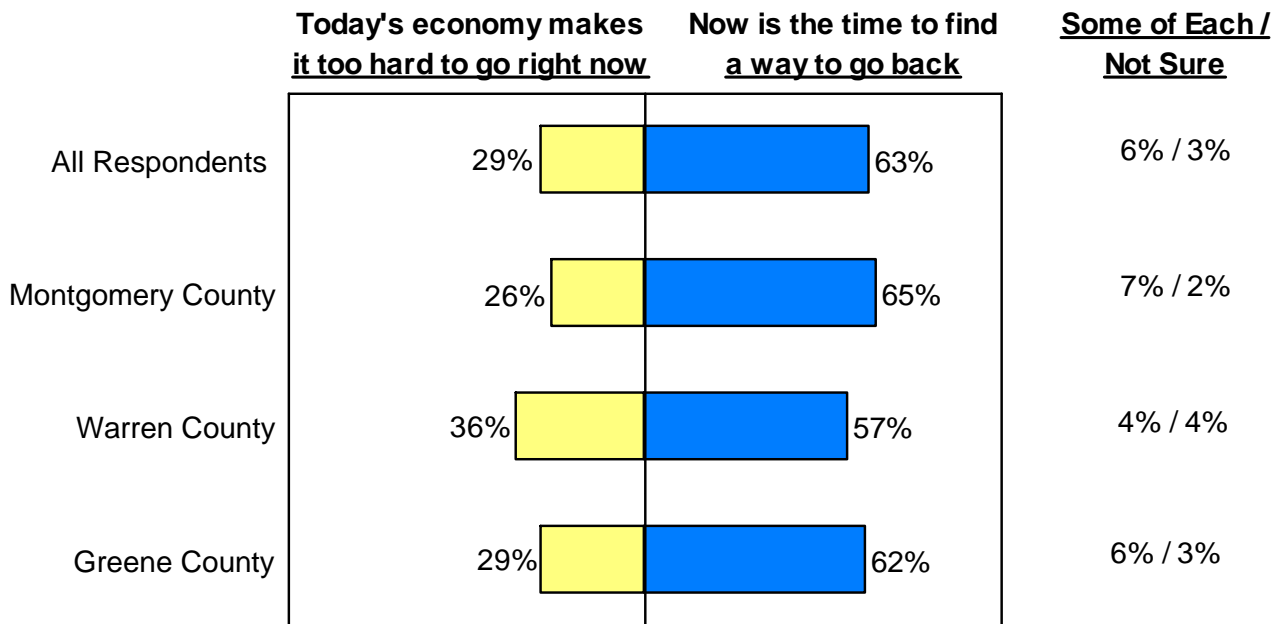
Similarly, voters in Warren County overall were slightly more apt to feel that people need a four-year degree to find a good job today (41/45). But here too this differed by region with over half of those in the Mason/Deerfield area saying a four-year degree is needed (39/55; two-year/four year) while those in the Franklin/Springboro/Lebanon area were more inclined to say two-years of college is enough (43/37).

Most subgroups tended to say someone with a two-year degree can find a good job today. But a few groups were slightly more likely to say a four-year degree is needed to find a good job today, including those with a four-year degree or more (39/42), those with incomes of \$75,000 or more (42/43) and those not likely to attend Sinclair (35/41).

**Nearly two-thirds think now is the time to find a way to go back to school.**

When asked which statement about going back to school they agreed with more, 63% of all voters agreed more that *with today's economy, now is the time to find a way to go back to school and get more education*. Half as many (29%) agreed more that *today's economy makes it too hard to go to college right now*. Of the remaining tenth, 6% volunteered 'some of each' and 3% weren't sure.

**Q22 WHICH STATEMENT ABOUT GOING BACK TO SCHOOL DO YOU AGREE WITH MORE:**



Over half of every subgroup said now is the time to go back to school, while a third or less of most groups said it's too hard to go back right now. But over a third of high school graduates (36%) and those with some college (38%) said it's too hard to go to college right now as did 41% of those in the Lebanon and north region of Warren County.

Also, 35% of those somewhat likely to attend Sinclair said it is too hard to go right now compared to 23% of those very likely to attend.

## Sinclair is a strong choice for residents if they were to take college or job training classes in the future.

When asked which college or university would be their first and second choices if they were to take college classes or get job training in the near future, 45% chose Sinclair, with 34% giving it as their first choice. Just as many (45%) named Wright State University, but only 17% gave it as their first choice.

The University of Dayton was third with 22% giving it as their first (10%) or second (12%) choice. A tenth named the University of Cincinnati (10%), while 4% each said Miami University Oxford or Middletown, while another 4% chose Xavier and 2% preferred Central State.

There was little interest in the other community colleges, with just 2% choosing Clark State, although it was more popular in Greene County (13%), 1% preferring Cincinnati State and less than one percent mentioning Edison State.

There was also little interest in the two online colleges with just 1% each who would consider the University of Phoenix or Indiana Wesleyan.

<b>Q7a&amp;b IF YOU WERE TO TAKE COLLEGE CLASSES OR GET JOB TRAINING, WHERE WOULD YOU GO</b>				
	<b>All Respondents</b>	<b>Montgomery County</b>	<b>Warren County</b>	<b>Greene County</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Sinclair Community College	45	55	25	36
Wright State University	45	51	18	59
University of Dayton	22	26	5	32
University of Cincinnati	10	1	39	--
Miami University – Oxford	4	4	5	2
Miami University - Middletown	4	1	12	4
Xavier University	4	1	17	--
Central State	2	2	1	1
Clark State	2	--	--	13
Edison State	<1	<1	--	--
Cincinnati State Community Col.	1	1	3	--
University of Phoenix	1	1	1	--
Indiana Wesleyan	1	--	1	2
Other (Volunteered)	19	18	22	19
None (Volunteered)	10	10	9	8
Not Sure	16	15	23	12

Many of the other responses were Ohio State or another four-year university including Bowling Green, Ohio University, Northern Kentucky and Antioch College. But others mentioned Warren County Career Center, MacGregor School of Business, Raymond Walters, RETS Tech, DeVry and Kettering College of Medical Arts.

As we can see in the table above, there were some differences by county. Sinclair was a popular choice in Montgomery County (55%) along with Wright State (51%) and the University of Dayton (26%). The only exception was in the Southeast suburbs where only 32% gave Sinclair as their first or second choice of college, while 42% preferred the University of Dayton and 50% chose Wright State.

In Warren County, 62% of voters in the Mason/Deerfield area chose the University of Cincinnati. This was followed by Xavier (28%), Sinclair (10%) and Wright State (9%). In Franklin/Springboro/Lebanon, Sinclair (38%) and Wright State (26%) were the top two college choices, followed by the University of Cincinnati (18%) and Miami University Middletown (17%).

Wright State University was the most frequent choice in Greene County (59%) and this was true in both Beavercreek/Fairborn (65%) and the rest of the county (51%). In addition, 35% of voters in the Beavercreek/Fairborn area chose the University of Dayton and 27% would consider Sinclair while only 8% preferred Clark State Community College. In the rest of Greene County, nearly as many preferred Sinclair (46%) as Wright State (51%) while 18% would consider Clark State and 28% mentioned the University of Dayton.

## Many of those who preferred a college other than Sinclair want or need a four-year degree or a graduate degree.

Respondents who did not give Sinclair as their first or second choice of college were asked why they did not choose Sinclair. As might be expected, many preferred a four-year college. A third of these respondents (33%) said Sinclair is a two-year college and they already have a two-year degree or more. Another 12% said Sinclair doesn't offer the curriculum or classes they need and 2% said other colleges offer more options.

In addition, some aren't familiar with Sinclair (13%), are more familiar with other colleges (4%), they went to another college (1%) or said other colleges are closer, Sinclair is too far away (9%). Also, 8% said they don't need to go to college.

Just a handful of respondents gave a negative reason for not choosing Sinclair with 2% each saying they are not impressed with Sinclair, they've heard bad things about it including that it's not safe, and it is more of a vocational school, and 1% said it costs too much to go there.

<b>Q9 REASONS FOR NOT CHOOSING SINCLAIR</b>	
	<b>Of Those NOT Choosing Sinclair %</b>
<b>Neutral Responses</b>	
Sinclair is a two-year college, need a 4-year college, doesn't offer advanced degrees, already have a higher degree than Sinclair offers, already have a degree, have a 2-year degree from Sinclair	33
Not familiar with Sinclair, don't know much about it	13
Sinclair doesn't offer curriculum I need	12
Sinclair is too far away, hard to get to, other colleges are closer	9
Retired, not going back to school, too old to go to school, no need to go to college	8
More familiar with other colleges, other colleges better known, more recognition, better quality	4
Other colleges have more options, more choices	2
Depends on what going to college for	2
Went to another college	1
<b>Negative Responses</b>	
Not impressed with Sinclair, not for me, doesn't interest me, education not up to par	2
Heard bad things about Sinclair, not in a safe area, don't like downtown Dayton	2
Sinclair is more of a vocational school, a community college, only has 2-year programs	2
Not affordable, costs too much	1
Other	6
No reason, don't know	4

The 11% of respondents (n=67) who gave Sinclair as their second choice of college were asked why it wasn't their first choice. The most frequent reasons given were because it is not a 4-year college, they already have a 2-year degree (23%), Sinclair does not offer a variety of courses or programs, doesn't offer bachelor's or master's degrees (16%), went to Wright State (17%) and graduated from another university (9%).

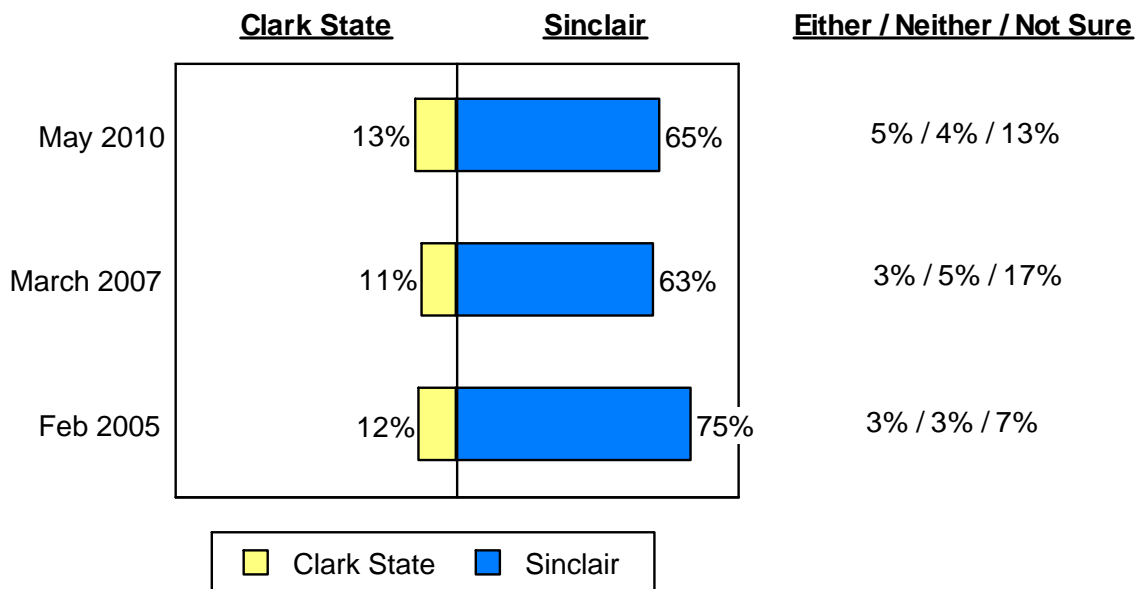
Other reasons given by a handful of respondents each included:

- Other colleges are closer (11%)
- Don't know enough about Sinclair, more familiar with other colleges (7%)
- Depends on situation, what you're going to college for (7%)
- Know someone who went to other university or worked at other university (6%)
- Personal preference, want to experience college life, dorms (5%)
- Sinclair is downtown, not safe (3%) and
- Warren County is cheaper (1%).

## Sinclair continues to be the more popular choice of community college in Greene County.

Greene County residents were specifically asked if they would go to Clark State Community College or Sinclair Community College if they were to take community college classes. And 65% chose Sinclair while 13% chose Clark State. Of the remaining fifth, 5% said either one, 4% said neither one and 13% weren't sure. This is the same as in the March 2007 survey which was of 18 to 49 year old residents.

### Q26 WOULD YOU GO TO CLARK STATE OR SINCLAIR IF YOU WERE GOING TO TAKE COMMUNITY COLLEGE CLASSES (Asked in Greene County Only)



Voters in Beavercreek and Fairborn were even more likely to prefer Sinclair (76%) over Clark State (9%). But even half of those in Xenia, Bellbrook and east region said they would go to Sinclair (53%) while 19% chose Clark State.

Also, a third of those with a 2-year degree (32%) chose Clark State compared to less than a fifth of those with a high school diploma (17%) or some college (15%). But keep in mind that the number of respondents in these subgroups is small, since only a total 107 calls were completed in Greene County.

## Greene County voters preferred each college because of its location.

When respondents who preferred Sinclair were asked why they chose it, 38% said it is close to home and 1% said it is close to work. In addition, 29% cited the quality of education, while 13% said it is low cost and 10% liked the choice of programs. Another 10% volunteered that they are more familiar with Sinclair, it's been there longer or they've been there. Also one person cited the athletic facilities.

Note that respondents in the Beavercreek area were more apt to prefer Sinclair because it's close to home (43%) while those in the rest of the county who preferred Sinclair cited its quality of education (41%).

<b>Q27 REASONS FOR PREFERRING SINCLAIR (Of Greene County Voters)</b>	
	<b>Of Those Choosing Sinclair N=70 %</b>
Close to home	38
Quality of education	29
Low cost	13
Choice of programs	10
More familiar with Sinclair (Vol.)	10
Close to work	1
For athletic facilities (Vol.)	1
Can complete degree in Dayton	--
Not Sure/Refused	1

Similarly, most of those who would rather go to Clark State instead of Sinclair said it's because Clark State is closer (43%). But about a fourth preferred Clark State either because Sinclair is in downtown Dayton (19%) or there isn't any parking (4%). No one said it's too big.

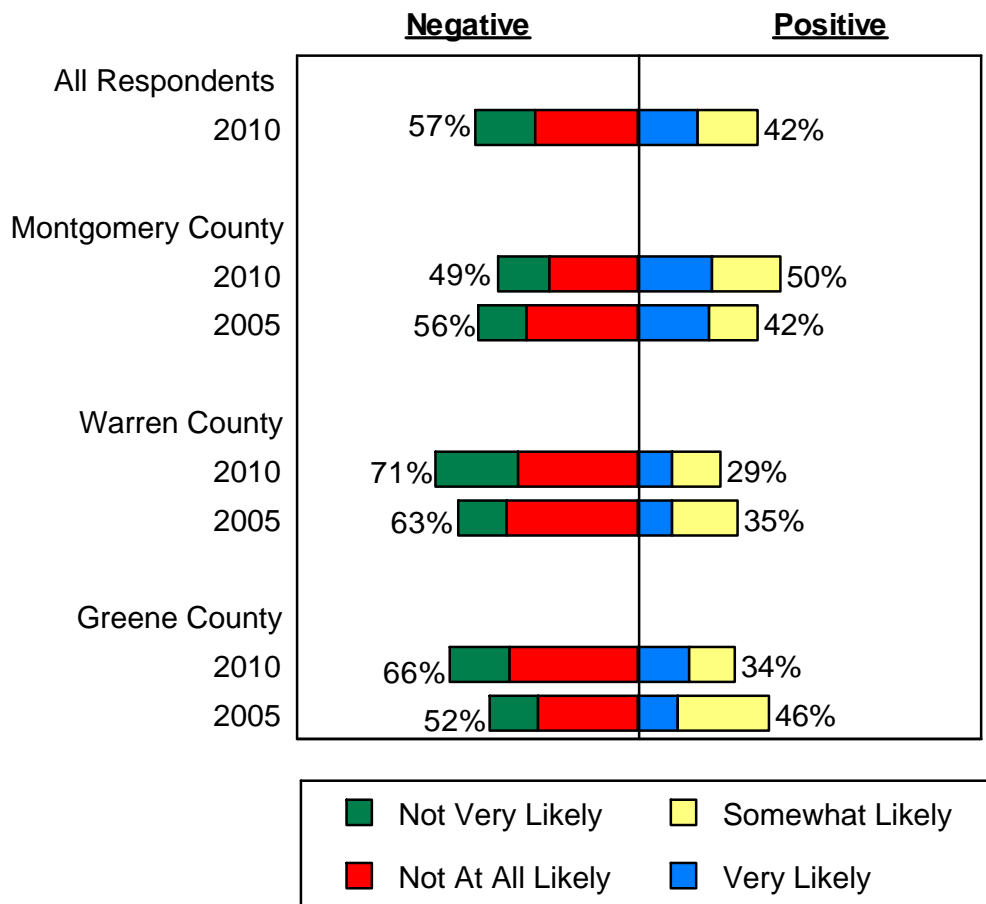
A few cited the quality with 4% saying Clark State is better quality and 4% saying Sinclair doesn't have what they need. Another fourth (28%) either had no reason for preferring Clark State or refused to say.

<b>Q28 REASONS FOR PREFERRING CLARK STATE (Of Greene County Voters)</b>	
	<b>Of Those Choosing Clark State N=37 %</b>
Clark State is closer	43
Sinclair is in downtown Dayton	19
No parking at Sinclair	4
Sinclair doesn't have what I need	4
Clark State better quality	4
Sinclair is too big	--
Not Sure/Refused	28

**Two-fifths of all respondents are interested in taking classes at Sinclair.**

Towards the end of the survey, respondents were asked how likely it is that they or someone in their household will take classes at Sinclair in the near future. Overall, 42% said it is very (21%) or somewhat (21%) likely that they or a household member will take classes at Sinclair. Over half (57%) said that it is not very likely (21%) or not likely at all (36%) that they or a family member will attend Sinclair in the near future.

**Q36 LIKELIHOOD OF YOU OR SOMEONE IN YOUR HOUSEHOLD TAKING CLASSES AT SINCLAIR IN THE NEXT FEW YEARS**



However, half of Montgomery County voters (50%) said they or household member would be likely to take classes at Sinclair, and this was highest in the Dayton West/Trotwood region (58%).

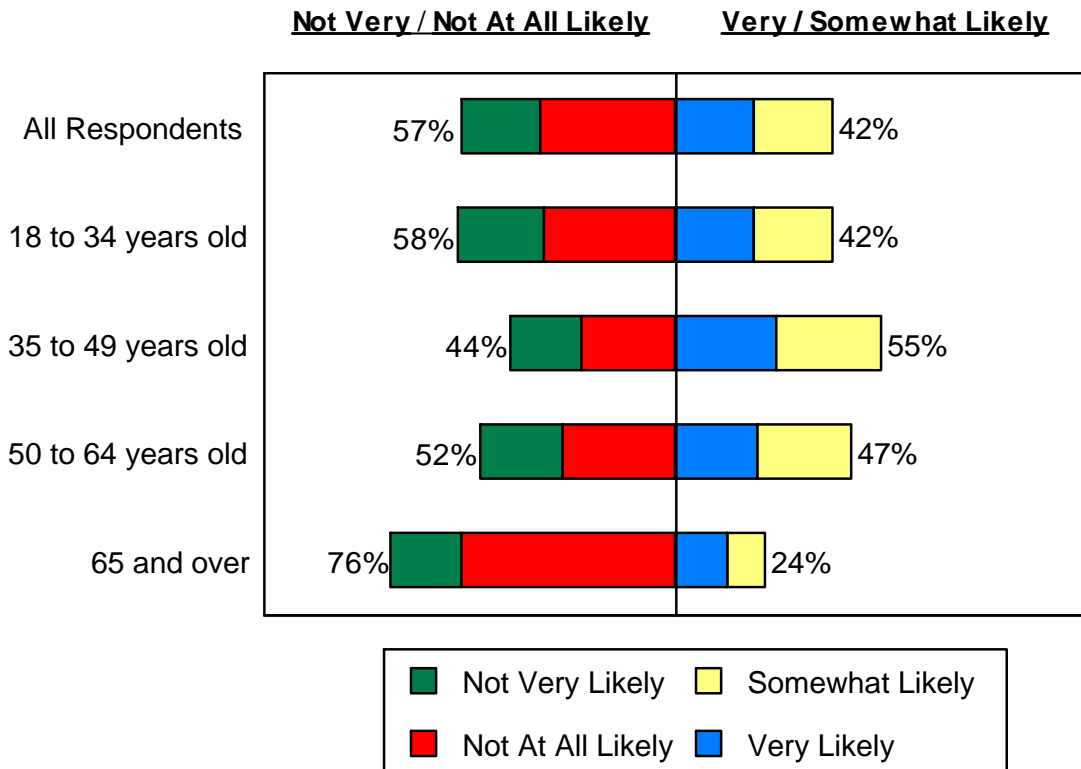
In Warren County, 29% were interested in taking classes at Sinclair, and it was much higher in the Lebanon and north region (41%) than in the Mason area (17%).

Just a third of residents overall in Greene County (34%) indicated that they or a family member were likely to attend Sinclair, and there was little difference by region (36% in Beavercreek/Fairborn and 31% in Bellbrook, Xenia and east).

**But interest in taking classes at Sinclair increased to half among voters under age 65.**

About half of residents aged 18 to 64 (49%) indicated that they or a household member would be likely to attend Sinclair compared to 24% of residents aged 65 and over. As shown below, interest was highest among 35 to 49 year olds (55%), followed by 50 to 64 year olds (47%) and then 18 to 34 year olds (42%). Keep in mind that we asked about the respondent or a household member being likely to take classes at Sinclair.

**LIKELIHOOD OF TAKING CLASSES AT SINCLAIR BY AGE**



The same was true by county. That is, in Montgomery County 59% of voters aged 18 to 64 were very (29%) or somewhat (30%) likely to take classes at Sinclair. In Warren County 34% of voters under age 65 were likely to attend while in Greene County, 40% of younger voters expressed an interest in going in Sinclair in the near future.

Other groups more likely to say they or a family member would be very or somewhat likely to take classes at Sinclair in the near future included:

- Those with some college or technical school (56%) or a 2-year degree (50%)
- Non-white adults (60%)
- Those with household incomes between \$30,000 and \$50,000 (51%)
- Females (49%)
- Those with children (53%) and
- Former Sinclair students (60%).

## Most would go to Sinclair's main campus in Dayton.

Earlier in the survey respondents were asked which location they would go to if they were to take classes at Sinclair, and over half (58%) would go to the main campus in Dayton. There were 16% who would go to the Mason campus while another sixth chose one of the learning centers in Englewood (7%), Huber Heights (4%) or Research Park (4%). Also, 6% preferred taking online classes.

Q13 PREFERRED SINCLAIR LOCATION				
	All Respondents	Mont. County	Warren County	Greene County
	%	%	%	%
Main campus in Dayton	58	67	18	74
Mason campus	16	1	69	--
Englewood	7	12	--	--
Huber Heights	4	6	--	1
Research Park	4	4	1	7
Online classes	6	5	5	8
None, wouldn't attend (Vol.)	2	2	1	4
Not Sure	4	2	6	6

But there were some differences by region. In Montgomery County, two-thirds would go to the downtown campus (67%) while about a fifth would go to one of the learning centers in Englewood (12%), Huber Heights (6%) or Research Park (4%). But only 38% of residents in the North suburbs would attend main campus while 43% preferred the Englewood Learning Center and 13% preferred the Huber Heights location. Also, 68% of residents in Southeast suburbs would go to the main campus, but about a tenth each were interested in the Research Park location (11%) or taking online classes (13%).

Most of those in Warren County would go to Mason campus (69%), and this included nearly all of those who live in the Mason area (95%). But residents in Lebanon and north were divided between attending the campus in Mason (46%) and the main campus in Dayton (35%).

Overall, 74% of Greene County residents said they would go to Sinclair's main campus in Dayton, and there was little difference by region (77% in Beavercreek/Fairborn and 71% in Bellbrook, Xenia and east). A few of them would also go to the Research Park location (8% and 6%, respectively), but 12% of residents in the Xenia region were interested in taking online classes compared to only 4% in the western part of Greene County.

Most of those very or somewhat likely to take classes at Sinclair would go to the main campus (68% and 61%), but slightly more of those somewhat likely to attend would go to the Mason campus (13%).

## Respondents would go to college for various reasons.

If residents were to get more education, 36% would go back for general self improvement. The rest would go back to school for a variety of reasons with between a tenth and a fifth saying it would be to upgrade their job skills (18%), change careers (15%), earn more money (12%), earn a degree (11%) or find a good job (9%). Just 4% are looking for more job security.

<b>Q14 REASONS FOR TAKING COLLEGE CLASSES</b>				
	<b>All Respondents</b>	<b>Mont. County</b>	<b>Warren County</b>	<b>Greene County</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Self improvement	36	34	33	47
Upgrade job skills	18	17	13	26
Change careers	15	18	11	9
Earn more money	12	11	20	5
Earn a degree	11	9	17	10
Find a good job	9	11	9	4
More job security	4	6	4	<1
Other (vol.)	1	2	1	<1
Not Sure	4	2	6	6

There was some difference by county, most notably that 47% of residents in Greene County would go back for general self improvement.

Perhaps more importantly, 37% of those very likely to attend Sinclair would go to school for self improvement, while a tenth or more mentioned each of the other six reasons. For those somewhat likely to attend Sinclair, 27% would go for self improvement and 27% would upgrade their job skills.

Also, by age, nearly half of residents aged 50 and over would go back to school for general self improvement (46%), compared to just a fifth of those aged 18 to 49 (22%). Younger respondents were more likely to take classes to change careers (24%), upgrade their job skills (21%) and earn more money (18%). And 21% of 18 to 34 year olds would like to earn a degree.

## Residents were interested in many different areas of study.

Of 10 different areas of study read to respondents, about a fifth each were interested in studying information technology (21%), health care (20%) and business (19%).

About a tenth each chose communications, arts and humanities (13%), science, math or engineering (11%), education (10%) and police, fire, childcare, human services (9%). Just 6% were interested in training for green energy jobs, 3% in manufacturing and 1% in other job training programs.

<b>Q15 ONE OR TWO AREAS OF STUDY MOST INTERESTED IN *</b>				
	<b>All Respondents</b>	<b>Mont. County</b>	<b>Warren County</b>	<b>Greene County</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Information Technology	21	21	16	26
Health Care	20	18	24	21
Business	19	21	18	14
Communications, arts, humanities	13	15	10	11
Science, math, engineering	11	9	14	13
Education	10	9	12	11
Police, fire, childcare, human services	9	10	9	6
Training for green energy jobs	6	6	6	5
Manufacturing	3	2	4	3
Other job training programs	1	2	1	1
Other (Volunteered)	1	2	--	--
Depends (Volunteered)	<1	--	--	1
None (Volunteered)	3	3	2	3
Not Sure	3	3	4	3

\* Two responses accepted

There was little difference by county. But those very likely to take classes at Sinclair were more interested in information technology (26%) and police and fire training (14%) than respondents overall. Similarly, those somewhat likely to attend Sinclair were more interested in information technology (32%) and health care (25%) than overall.

Over a fourth of high school graduates (27%), those with some college (29%), females (28%) and those in the Franklin/Springboro/Lebanon area (30%) were interested in the health care field.

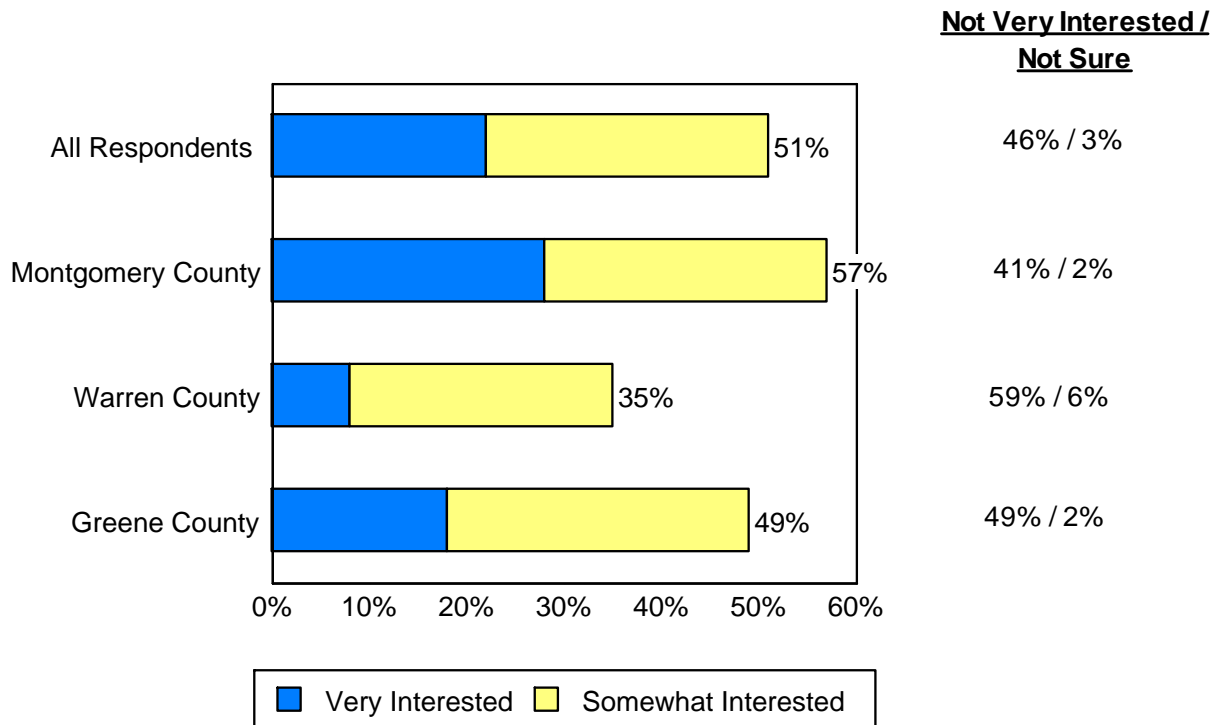
Greene County residents were more interested in information technology (26%) and this was true in both regions of the county. Also, 30% of 50 to 64 year olds and 26% of those with incomes of \$75,000 or more would study information technology.

A fourth of 18 to 34 year olds (25%) were interested in science, math and engineering.

**About half were interested in Sinclair’s Workforce Development and continuing education classes.**

Respondents were told that Sinclair’s Workforce Development program offers both credit and non-credit continuing education classes and skills updating classes for employees to stay current in their jobs. Knowing that, 22% were very interested in taking these kinds of classes and another 29% were somewhat interested. Nearly half (46%) were not very interested.

**Q16 HOW INTERESTED IN TAKING CONTINUING EDUCATION OR SKILLS UPDATING CLASSES AT SINCLAIR**



By county, interest was highest in Montgomery County (57% very or somewhat), particularly in the Dayton West region (72%). Half of Greene County residents (49%) were also interested in Sinclair’s Workforce Development programs and this was higher in the Xenia region (56%). Only a third of Warren County residents (35%) were interested and there was no difference by the two regions.

Importantly, 43% of those very likely to attend Sinclair were very interested in the Workforce Development programs and another 30% were somewhat interested. Similarly, 70% of those somewhat likely to go to Sinclair were very (29%) or somewhat (41%) interested in the continuing education or skills updating classes Sinclair offers.

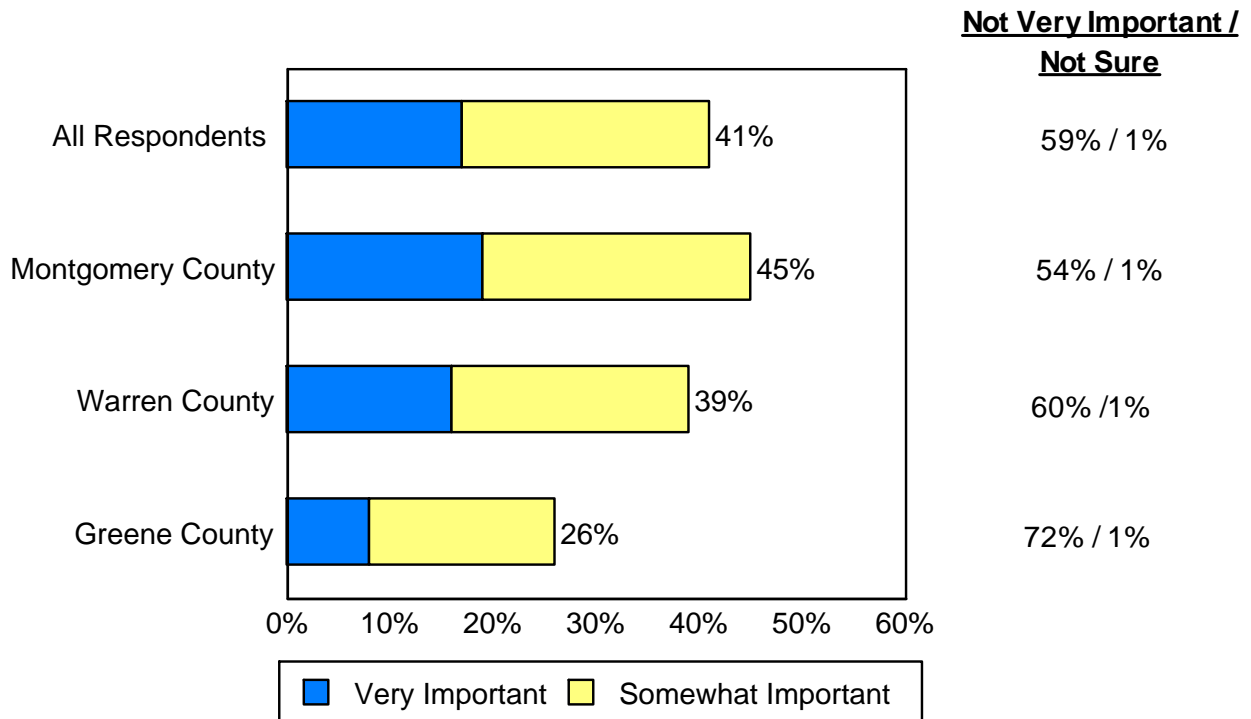
Interest in these continuing education or skills updating classes was also higher among ...

- Those who have attended Sinclair (65%)
- 35 to 49 year olds (62%) and 50 to 64 year olds (57%)
- Those with some college (62%) or a 2-year degree (54%) and
- Non-white residents (70%).

**Fewer were interested in the campus clubs and organizations available at Sinclair.**

Two-fifths (41%) said it is very important (17%) or somewhat important to them (24%) that Sinclair has more than 40 active clubs and organizations on campus including sports teams, music and theater groups, and networking and social clubs. Three-fifths (59%) said this is not very important to them.

**Q17 IMPORTANCE OF KNOWING THAT SINCLAIR HAS MORE THAN 40 ACTIVE CLUBS OR ORGANIZATIONS ON CAMPUS**



But we notice that a fourth of those very likely to attend Sinclair (26%), 18 to 34 year olds (25%) and high school graduates (24%) said knowing about Sinclair's clubs and organizations is very important to them.