



The Evergreen State College

Extended Education Survey Report

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Executive Summary

In order to assess the interest in non-degree, extended education classes, Evergreen State College contracted PRR, Inc to conduct a telephone survey of residents in Thurston County and several select Pierce County, Chehalis/Centralia, and Shelton zip codes. The survey was administered to 642 adults (25 years of age or older) who were not currently enrolled in a degree program at a higher education institution, but had participated in training in the last five years.

Key Findings

- Most of the findings apply to respondents regardless of geographic area.
- Most of the respondents have taken training in the last year (62%) and about half of these same respondents work for employers that require training. However most of the respondents are taking courses for personal enrichment (81%).
- Respondents use the Internet and mailed brochures for information on course opportunities.
- Respondents are most interested in computer classes, art classes, foreign language classes, business management classes, medical/nursing classes, and supervisory/management classes. They are also most likely to enroll in these same types of classes in the next 12 months.
- There is a noted interest in taking online courses. Since most of the respondents have broadband Internet access (69%), they are also willing to take online courses (56%).

- Almost two-thirds (64%) of respondents indicated they were willing to take a combination course; where part of the course is online and part is in-class.
- However, many still prefer traditional class formats that are preferably held on weekday evenings and weekend mornings.
- Overall most of the respondents want to travel 30 miles or less for a course, and they are willing to pay \$76 to \$150 for the course.
- Four customer segments were identified:
 - Segment 1 (19%) – Online limited, hesitant to take online courses. Most likely to be from Shelton, and most interested in art, computer and medical/nursing classes.
 - Segment 2 (41%) – Online connected, course limited, but willing to take online courses. Most likely to be from all four geographic areas and most interested in art, computer and business management classes.
 - Segment 3 (26%) – Online connected, experienced and enthusiastic to take online courses. Most likely to be from Thurston County, Centralia/Chehalis and Tacoma areas. Most interested in foreign language, art and computer classes.
 - Segment 4 (14%) – Online connected, course limited, but hesitant to take online courses. Most likely to come from Thurston County, Centralia/Chehalis and Tacoma areas. Most interested in art, supervisor/management and computer classes.

Introduction

Why is this study important? How can it provide direction for the Extended Education Program?

The Evergreen State College initiated this study to assess interest in a new Extended Education Program and to identify new markets for an existing Summer Program. Applications and admissions, especially at Washington State Community Colleges and from the transfer market are in decline for the second year. The need for new self-sustaining enrollment markets is a driver for expansion of Extended Education and Summer School, especially in light of declining state support for public higher education.

High schools are graduating larger classes, and our employers typically demand more than a high school education from its workforce. Many people are pursuing multiple careers in one lifetime, thus increasing the demand for retraining. The Evergreen State College also wants to be a good community member by offering non-degree and continuing education opportunities to local residents.

In order to create a new extended education and non-degree program, the Evergreen State College conducted this research to identify the following factors:

- The type of training and/or courses that people have been taking
- If the courses they take are required by their employer
- How they seek and find information on non-degree programs
- What courses they are interested in taking, particularly in the next year
- Their willingness and interest in taking online, or combination courses (both online and in-class)
- The class formats they prefer

- Their willingness to travel for courses
- Their willingness to pay for courses

How was the study conducted?

PRR, in collaboration with the Evergreen State College developed questions for a telephone survey. A random digit dial sample of Thurston County was used to survey adults 25 years or older, as well as targeted sample for additional zip codes of interest in Pierce County, Chehalis/Centralia, and Shelton. The survey was administered to 642 adults who were not currently enrolled in a degree program at a higher education institution, but had participated in training in the last five years. The overall margin of error was +/- 3.9 percent. Data analysis was conducted using various statistical techniques, including cluster analysis. A detailed description of the methodology can be found in Appendix A.

Are there any limitations to this study?

This study followed the most rigorous scientific methods, but every study has its limitations. The following potential limitations should be kept in mind when interpreting the results of this study:

- Questions that ask respondents to imagine what they would do in a theoretical situation (as we did when we asked respondents to tell us what classes they would enroll in the next twelve months, are a good measure of *what people think they would do*, but may not be as valid a measure of what *they will in fact do*.
- We do not know the effects of non-response bias. Whether or not those who responded to the survey are systematically and significantly different from those who did not respond to the survey is not known. However, since Evergreen State College is interested most in those who are likely to enroll in classes it may very well be that those who completed the survey are those most likely to take classes.

Results

What kinds of courses and training have they been taking, and why?

A little less than two-thirds (62%) of the respondents have taken training for work, to get a job, or for personal enrichment in the last year, and 81% have taken training for the same reasons in the last two years. About half of these same respondents (49%) work for employers that require continuing education.¹ At least half (56%) of these respondents also report that their employers pay for part or all of a class.² Overall, most of the respondents are taking courses for personal enrichment (81%) and training for future jobs and personal professional goals (57%).

Respondents that are required to take training are usually required to take a specific number of credit hours (22%), education type training (15%), or medical/healthcare (11%) types of training.

The actual non-degree courses they have taken in the last five years are supervisor/management classes (10%), art classes (10%), medical/healthcare classes (10%), computer training courses (10%), education/teaching classes (9%) and foreign language classes (6%). Of these types of classes, those most likely to be taken for personal enrichment purposes are art classes and foreign language classes. Not surprisingly, these are the same classes least likely to be paid for by employers.

How do they look for non-degree courses?

About half of the respondents use the Internet (57%), with less (40%) reading mailed brochures when they are seeking information about non-degree programs or course offerings. Respondents aged 36 to 55, who have broadband Internet service, have taken an online courses, and are willing to take a combination online and in-class course are more likely to use the Internet when looking for information about non-degree course offerings.³

Reason for taking the training

Personal Enrichment	81%
Training for future job/ personal professional goals	57%
Employer encouraged	47%
Employer required	39%

Non-degree courses taken

Supervisor/management classes	10.3%
Art classes	10.0%
Medical, healthcare, nursing classes	10.0%
Computer training classes	9.5%
Education/teaching classes	8.7%
Foreign language classes	6.3%

1 p=.000, CV=.22

2 p=.000, CV=.13

3 Age: p=.032, CV=.13; Broadband: p=.000, CV=.18; Online: p=.001, CV=.14; Combination: p=.003, CV=.15

Results

Factors in deciding on non-degree courses

Time offered	29%
Subject matter	26%
Usefulness of information	21%
Location	12%
Day of week offered	4%
Other	6%
Reputation of the institution	3%

When looking for course offerings (and if price were no object) respondents pay most attention to the time the courses are offered (29%), the subject matter of the course offerings (26%), the usefulness of the information in the course (21%), and the location of the course (12%).

What courses are they interested in and will enroll in the next year?

Respondents are most interested in computer classes, art classes, foreign language classes, business management classes, medical/nursing classes and supervisory/management classes. They are also most likely to enroll in these same types of classes in the next 12 months. Women are slightly more likely to take one of these classes in the next year.⁴

Non-degree Courses of Interest

First Choice (n=536)		First Choice (n=446)		Third Choice (n=307)	
Computers	8.0%	Art	7.6%	Art	10.3%
Art	7.4%	Foreign Language	5.6%	Exercise	5.3%
Foreign Language	6.6%	Computers	4.8%	Business management	4.8%
Business management	4.7%	Supervisor/management	4.4%	Writing	4.5%
Medical/nursing	4.6%	Medical/nursing	4.3%	Finance	3.9%
Supervisor/management	4.0%	Science	3.4%	Computers	3.3%

Non-degree Courses Likely to Enroll in Next 12 Months

First Choice (n=393)		First Choice (n=154)		Third Choice (n=108)	
Computers	6.5%	Art	7.9%	Art	8.9%
Foreign Language	6.2%	Computers	5.9%	Exercise	7.6%
Art	5.8%	Foreign Language	5.8%	Computers	7.5%
Medical/nursing	3.8%	Supervisor/management	4.5%	Business management	4.6%
Business management	3.4%	Business management	4.5%	Cooking	4.6%
Supervisor/management	3.2%	Medical/nursing	4.0%	Supervisor/management	4.5%

Because of the importance of identifying courses of interest in this study we have presented the top classes of interest by age groups and geographic areas. It should be noted that the n's for these tables are small and therefore should be used cautiously.

Regardless of age it appears that computer classes, art classes and foreign language classes are of most interest. Although less popular, medical/nursing classes also appeal across all age groups. Business management and supervisor/management classes appeal more to those in the 25 to 55 year age groups.

⁴ p=.043, CV=.09

Non-degree Courses of Interest by Age

	25–35 (n=100)	36–45 (n=100)	46–55 (n=100)	56–65 (n=100)	66+ (n=20)
Computers	9.0%	11.8%	16.3%	18.6%	14.2%
Art	24.7%	16.3%	19.2%	22.4%	37.9%
Foreign Language	15.9%	9.3%	12.0%	15.8%	14.2%
Business management	15.8%	11.3%	11.6%	4.5%	4.7%
Medical/nursing	9.1%	9.8%	9.3%	9.0%	14.2%
Supervisor/management	12.6%	14.2%	10.7%	5.2%	0.0%

Looking at classes of interest by geographic area shows some differences. For example:

- Computer classes seem to be of most interest in the Centralia/Chehalis area
- Art classes and business classes are of most interest in Thurston County and Shelton
- Medical/nursing classes are of most interest in Centralia/Chehalis
- Supervisor/management classes are of most interest in Thurston County and Shelton
- Foreign language classes are of most interest in Centralia/Chehalis, but the other areas also show a relatively high level of interest in such classes

Non-degree Courses of Interest by Area

	Thurston Co. (n=337)	Centralia/Chehalis (n=67)	Shelton (n=57)	Tacoma (n=75)
Computers	13.4%	24.7%	9.3%	12.8%
Art	22.7%	16.5%	24.1%	14.4%
Foreign Language	11.5%	18.0%	13.0%	14.3%
Business management	12.2%	6.5%	5.6%	10.3%
Medical/nursing	9.4%	13.0%	9.3%	7.3%
Supervisor/management	11.6%	4.9%	11.1%	8.7%

What about online courses? Is there interest? What about other class format preferences?

There is a noted interest in taking online courses. Since most of the respondents have broadband Internet access (69%), many (56%) are also willing to take online courses. Those with broadband Internet access are more likely to have higher incomes, to have already taken an online class, and are more willing to take an online class in the future.⁵ Those with higher incomes are more likely to have already taken an

⁵ Income: $p=.000$, $CV=.22$; Taken Online: $p=.012$, $CV=.12$; Willing Online: $p=.001$, $CV=.14$

online course, and those aged 25 to 55 are more willing to take an online course in the future.⁶

There is also an interest in taking combination type courses, where part of the course is online and part is in-class. Almost two-thirds (64%) of respondents indicated they were willing to take this type of combination course. Respondents between ages 46 to 55, and those willing to travel over 30 miles for a course are more willing to take this type of combination course.⁷

However, respondents still prefer other traditional types of class formats such as 2-hour 5 week classes (45%, especially the case among those aged 25 to 35); half day courses (39%); 2-hour 10 week classes (30%, especially among those younger than 56); or full day courses (30%, especially among those between 36 and 65). Regardless of age (except for those 66 and older), they also prefer classes that are on weekday evenings (61%) and weekend mornings (31%). Fall (59%) and winter (58%) are preferred times of the year to take courses, compared to Spring (49%) and Summer (41%).

Factors in deciding on non-degree courses	
Time offered	29%
Subject matter	26%
Usefulness of information	21%
Location	12%
Day of week offered	4%
Other	6%
Reputation of the institution	3%

How far are they willing to travel for a course?

At least three-quarters of the respondents (75%) want to travel 30 miles or less to take a course. This same group is more likely to use the Internet for finding information about non-degree course offerings and have incomes under \$35k.⁸

How much are they willing to pay for a non-degree course?

A little more than two-thirds (69%) are willing to pay \$76 or more for a non-degree course (with 38% willing to pay \$126-\$150). These same respondents are also more likely to use the Internet or mailed brochures to find information about these courses.⁹ Respondents with higher incomes (over \$35k) and males are slightly more likely to be willing to pay more for non-degree courses.¹⁰

Are there any important differences by geographic area?

The respondents were divided into four distinct geographic areas for analysis purposes:

- Thurston County
- Centralia/Chehalis
- Shelton
- Tacoma

6 Income: p=.023, CV=.17; Age: p=.024, CV=.13

7 Age: p=.002, CV=.13; Travel: p=.03, CV=.10

8 Internet info: p=.002, CV=.15; Income: p=.003, CV=.16

9 Internet: p=.000, CV=.19; Brochures: p=.042, CV=.14

10 Income: p=.000, CV=.18; Males: p=.036, CV=.14

For most factors there were no statistically significant differences among these four geographic areas. For example, regardless of area, respondents were about equally likely to:

- Have participated in training within the last year
- Have had an employer or profession that required continuing education
- Have had an employer pay for the training
- Have taken an online class (or be willing to take online or combination class)
- Be willing to pay more for classes (although Centralia/Chehalis is least willing to pay above \$125 per training)

There also were no large differences among the four areas in regard to:¹¹

- Reasons for taking past trainings (most had done so for personal/enrichment/leisure interest reasons)
- Where they look for information about trainings/classes (most use the internet and brochures)
- The type of class format (most prefer one half day or one 2-hour class for 5 weeks (although Shelton and Tacoma were more likely than other areas to also prefer a combination of online and in-class courses over several weeks)
- The time of day for classes (although Centralia/Chehalis showed a higher preference than the other areas for the weekday morning option)

However, statistically significant differences among the geographic areas were noted in:

- Likelihood to have broadband internet access (with Thurston County and Tacoma more likely)¹²
- Willingness to travel to take classes (with Thurston County and Tacoma willing to travel fewer miles)¹³

11 Because of the multiple response nature of these variables tests of statistical difference were not possible. However, a review of the crosstab tables indicated no striking differences by geographic area.

12 $p = .003$, $CV = .124$

13 $p = .000$, $CV = .133$

Are there any distinct customer segments?

A cluster analysis indicates four customer segments:

Segment 1 (19%)

Online Limited and Hesitant

Overall this group is less educated (many with high school educations), with lower incomes (less than \$35k) and they want less expensive (\$35 to \$50) courses that are closer to home (less than 30 miles). They are likely to be middle aged (46 to 55) and it has been longer since they took their last course. They are less likely to be required by their employer to take training. They are less likely to have broadband access and they are less likely to have taken an online course. They are also less willing to take online courses in the future, but they are somewhat more willing to take a combination course. This segment is most likely to be from the Shelton area (25%).

Those in Segment 1 are most interested in:

- Art (34%)
- Computers (17%)
- Medical/nursing (15%)

Segment 2 (41%)

Online Connected, Course Limited, but Willing

Overall this group tends to be middle aged (46-55), with some college education, and lower incomes (\$35 to \$50k). However, they are willing to pay more (\$101 to \$125) and travel somewhat further (16 to 30 miles) for courses. Their employer is less likely to require training and they are more likely to have taken classes recently. They probably have broadband internet access but are not likely to have taken an online course. However, they are willing to take future online or combination courses. This segment is most likely to be from all four geographic areas (with the Shelton area having 51% of its respondents in this segment).

Those in Segment 2 are most interested in:

- Art (18%)
- Computers (15%)
- Business management (14%)

Segment 3 (26%)

Online Connected, Experienced and Enthusiastic

Overall this group tends to be middle aged (46 to 55), with higher education (bachelor degrees), and with the highest incomes (\$100 to 125k). They will travel further for courses (16 to 30 miles) and they will pay high (\$126 to \$150) for courses. Their employer is more likely to require training, but they have taken courses less recently. They are very likely to have broadband access and to have taken an online course. In fact, they are the most willing to take online or combination courses. This segment is most likely to be from the Thurston County, Centralia/Chehalis and Tacoma areas.

Those in Segment 3 are most interested in:

- Foreign language (15%)
- Art (15%)
- Computers (13%)

Segment 4 (14%)

Online Connected, Course Limited, but Hesitant

Overall this group tends to be older (56 and older), has more education (bachelor degree) with higher incomes (\$75 to \$100K). They are likely to have broadband access, but less likely to have taken an online class. They are slightly willing to try online courses and combination courses. They will travel somewhat further (16-30 miles), but want to pay less for classes (\$35 to \$50). It has been longer since they took a course and their employer is also less likely to require that they take courses. This segment is most likely to be from the Thurston County, Centralia/Chehalis and Tacoma areas.

Those in Segment 4 are most interested in:

- Art (24%)
- Supervisor/management (15%)
- Computers (11%)

Appendix A: Methodology

Survey Development

PRR, in collaboration with the Evergreen State College developed questions for the telephone survey (see Appendix B for the survey questions). This process involved several initial drafts of survey questions resulting in a draft ready for programming into our Computer Assisted Telephone Interviewing software and pre-testing.

The survey questions were pre-tested and monitored on the first night of the survey fielding. The pre-testing indicated that the survey questions were working well and only a minor change was made to one of the response categories for one of the questions. Based on the results of the pre-testing, the pretest completed surveys were included in the final sample.

Sampling Frame, Sample Quotas, and Survey Fielding

PRR purchased random digit dial sample for the Thurston County segment of the sampling frame, thereby allowing us to potentially include unlisted telephone numbers in the sample. Because the other sampling frame segments were individual zip code areas (where the use of random digit dialing would not be productive), telephone number lists targeted to these specific zip code areas were purchased.

Sampling quotas were set relative to the proportion of adults 25 years or older in each of the following zip code areas:

- | | |
|-----------------------------------|-----|
| • Thurston County | 63% |
| • Zip 98531 (Centralia) | 7% |
| • Zip 98532 (Chehalis) | 6% |
| • Zip 98584 (Shelton) | 10% |
| • Zip 98405 (Tacoma: UPS/Proctor) | 7% |
| • Zip 98406 (Tacoma: UPS/Proctor) | 7% |

Because the final sample slightly over-represented Thurston County (65% vs. 63%), the final data analysis involved weighting the data.

The survey was administered to a random sample of 642 persons who met the following criteria:

- 25 years of age or older
- Not currently enrolled in a degree program at a higher education institution
- Had participated (in the last five years) in training for work, to get a job, or for personal enrichment outside of a degree program (other than sexual harassment or anti-discrimination and ethics training)

The sample of 642 completed surveys results in an overall margin of error of +/- 4 percent. To reduce sample bias, up to four attempts per potential respondent were made to establish telephone contact at different times of the day and days of the week.

The response rate¹⁴ was a very acceptable 45 percent.

Data Processing and Analysis

Data processing consisted of coding and entering quantitative and qualitative responses with the use of a CATI (Computer-Assisted Telephone Interview) system. Qualitative survey answers were coded into categories in order to enhance the statistical analysis. Response range and logic checks were performed in order to check for miscoded variables thereby cleaning the final data file. Data analysis was conducted with SPSS (Statistical Package for the Social Sciences).

Data analysis involved the use of appropriate descriptive statistical techniques (frequencies, percentages and means) and explanatory statistical techniques (in this case Cramer's V) to test for the statistical significance of relationships between variables.¹⁵ Throughout this report, relationships between variables that are statistically significant at the .05 level or better, and that are meaningful to an understanding of the data will be reported. In addition, this report notes the lack of a relationship between variables where one might be expected. In these cases, the lack of a statistically significant relationship is *substantively significant*. Finally, cluster analysis was performed to identify any relevant market segments for more strategic communications approaches.

14 Response rate is defined as the number of completed surveys plus the number of those contacted who did not qualify *divided* by the number of completed surveys plus hard refusals plus the number contacted who did not qualify.

15 *Cramer's V* is a measure of the relationship between two variables and is appropriate to use when one or both of the variables are at the nominal level of measurement. *Cramer's V* ranges from 0 to +1 and indicates the strength of a relationship. The closer to +1, the stronger the relationship between the two variables. The accompanying "p" scores presented in this report for Cramer's V indicate the level of statistical significance.

Sample Demographics

Gender (n=642)

Male	34.7%
Female	65.3%

Age (n=642)

25-35	18.5%
36-45	24.8%
46-55	31.5%
56-65	21.7%
66 & older	3.6%

Income (n=642)

Under \$20,000	5.9%
\$20,000 to less than \$35,000	7.6%
\$35,000 to less than \$50,000	15.4%
\$50,000 to less than \$75,000	22.7%
\$75,000 to less than \$100,000	18.8%
\$100,000 to less than \$125,000	9.3%
\$125,000 to less than \$150,000	3.2%
\$150,000 or more	5.6%
Refused	11.4%

Education (n=642)

Less than high school degree	0.5%
High school diploma or GED	15.7%
Associate or 2 year college or technical school degree	25.9%
Bachelors or 4 year college degree	32.8%
Masters degree	21.9%
Doctorate	2.5%
Refused	0.8%

Appendix B: Survey Questions

Hello, my name is _____ and I'm calling on behalf of the Evergreen State College. I want to assure that this is not a sales call. The College is designing classes, workshops, and other educational experiences for adults who are interested in learning **outside of a degree program**. We want our offerings to best meet your needs. Please give us 5 to 7 minutes of your time to answer questions about what we can do to better tailor our programs to you. There are a few questions I would like to ask you first to make sure you qualify for our survey.

Screening Questions

1. Please tell me your zip code (record zip code; acceptable zip codes are all of Thurston County, 98531 (Centralia), 98532 (Chehalis), 98584 (Shelton), 98405 (Tacoma), 98406 (Tacoma); if not in our list of qualifying zip codes **- Thank you for your time, you are not part of the population we are targeting for this survey.**)
2. What age group are you in?
 - ☐ Under 25. **Thank you for your time, you are not part of the population we are targeting for this survey.**
 - ☐ 25-35
 - ☐ 36-45
 - ☐ 46-55
 - ☐ 56-65
 - ☐ 66 or older
 - ☐ Don't Know/Refused **(THANK AND TERMINATE)**
3. Are you currently enrolled in a degree program at a higher education institution?
 - ☐ Yes. **Thank you for your time, you are not part of the population we are targeting for this survey.**
 - ☐ No
4. Other than sexual harassment or anti-discrimination and ethics training, have you ever participated in training for work, to get a job, or for personal enrichment **outside of a degree program**?
 - ☐ Yes
 - ☐ No **Thank you for your time, you are not part of the population we are targeting for this survey.**

5. When was the last time you participated in training for work, to get a job, or for personal enrichment?

- ☐ Within the last year
- ☐ One to two years
- ☐ Three to five years
- ☐ More than five years ago. **Thank you for your time, you are not part of the population we are targeting for this survey.**
- ☐ Don't Know/Refused **(THANK AND TERMINATE)**

Required/Past Training or Classes

6. Does your employer or profession require continuing education?

- ☐ No
- ☐ Yes,

6A **(ASK IF YES AT Q6)** What training or continuing education are you required to take and how often?

7. Please tell me about up to three of your favorite NON-DEGREE trainings or classes that you have taken within the last five years:

What was the name of the training or class?	Did employer pay for the class? Would you say ... (READ LIST)	Why did you take the training? Would you say ... (READ LIST; Check all that apply)	Where was it located? Institution/ Agency and city
	<input type="checkbox"/> Yes, All <input type="checkbox"/> Yes, Part <input type="checkbox"/> No	<input type="checkbox"/> Employer required <input type="checkbox"/> Employer encouraged <input type="checkbox"/> Training for a future job/personal professional goals <input type="checkbox"/> Personal enrichment/ leisure interest <input type="checkbox"/> Other _____	
	<input type="checkbox"/> Yes, All <input type="checkbox"/> Yes, Part <input type="checkbox"/> No	<input type="checkbox"/> Employer required <input type="checkbox"/> Employer encouraged <input type="checkbox"/> Training for a future job/personal professional goals <input type="checkbox"/> Personal enrichment/ leisure interest <input type="checkbox"/> Other _____	
	<input type="checkbox"/> Yes, All <input type="checkbox"/> Yes, Part <input type="checkbox"/> No	<input type="checkbox"/> Employer required <input type="checkbox"/> Employer encouraged <input type="checkbox"/> Training for a future job/personal professional goals <input type="checkbox"/> Personal enrichment/ leisure interest <input type="checkbox"/> Other _____	

Information Sources and Factors Influencing Course Choices

8. If you were interested in a **non-degree** class workshop or other training, where would you get this information? (do not read)
- ☐ Work
 - ☐ Internet
 - ☐ Newspaper
 - ☐ Television
 - ☐ Radio
 - ☐ Brochures of class listings (mailings)
 - ☐ Family or friends
 - ☐ Other (please explain) _____
9. If price was no object, what is the biggest factor in deciding to take a **non-degree** class, workshop, or other training? Would you say (rotate and read):
- ☐ Subject matter
 - ☐ Location
 - ☐ Reputation of institution offering training/class
 - ☐ Usefulness of the information
 - ☐ Time offered
 - ☐ Day of week offered
 - ☐ or some other factor (specify) _____

Preferred Training/Class Topics and Format

10. Please tell me the **top three** specific training or class topics you are interested in pursuing?

(IF DON'T KNOW / REFUSED / NONE, SKIP TO Q12)

11. Of these (two/three) topics, which would you **actually enroll for** in the next 12 months? (READ LIST IF NECESSARY. RECORD ALL THAT APPLY)
12. (IF DK/REFUSED/NONE AT Q10 OR NO/DK AT Q11, SAY "If you would take a class in the next 12 months, what format or formats would you prefer?") (IF ONE OR MORE TOPICS SELECTED AT Q11, SAY "For this training or class(es) that you say you would take in the next 12 months, what format or formats would you prefer?")

Would you say ... (DO NOT ROTATE; READ LIST; choose all that apply)

- ☐ One half day (e.g. 4 hours)
- ☐ One full day (e.g. 8 hours)
- ☐ 2-3 consecutive full days
- ☐ One 2-hour class per week for 5 weeks
- ☐ One 2-hour per week for 10 weeks

- ☐ A combination of online and in-class for several weeks
- ☐ Other (please specify)

13. Do you have broadband internet access at home?

- ☐ Yes
- ☐ No
- ☐ Don't Know

14. Have you ever taken a class on line?

- ☐ Yes
- ☐ No

15. Would you be willing to take an on-line class?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Don't Know

16. Would you be willing to take a class that was a combination of online and in-class?

- ☐ Yes
- ☐ No
- ☐ Maybe
- ☐ Don't Know

Logistics of Training/Classes

17. (IF DK/REFUSED/NONE AT Q10 OR NO/DK AT Q11, SAY "If you would take a class, what is the farthest you would be willing to travel in miles one way at your own expense?")

(IF ONE OR MORE TOPICS CHOSEN AT Q11, SAY "What is the farthest you would be willing to travel in miles one way at **your own expense** for a class in (insert courses listed in Q11)?")

Would you say:

- ☐ 1-15 miles
- ☐ 16-30 miles
- ☐ 31-60 miles
- ☐ 60 or more miles

18. What time of day would be best for you to attend this class (IF ONE OR MORE TOPICS CHOSEN AT Q11, SAY "in (insert courses listed in Q11)?")

Would you say: (Select all that apply.)

- ☐ During weekday mornings
- ☐ Weekday afternoons
- ☐ Weekday evenings

- ☐ Weekend morning
- ☐ Weekend afternoon
- ☐ Weekend evenings
- ☐ Other _____

19. What time of year would be most convenient for you to take this class (IF ONE OR MORE TOPICS CHOSEN AT Q 11, SAY "in (insert courses listed in Q 11)")
? Would you say: (Select all that apply)

- ☐ Spring
- ☐ Summer
- ☐ Fall
- ☐ Winter

20. Where would be the most convenient place for you to take this class (IF ONE OR MORE TOPICS CHOSEN AT Q 11, SAY "in (insert courses listed in Q 11)")? (rotate and read)

- ☐ The Evergreen State College Olympia Campus
- ☐ Downtown Olympia
- ☐ Tacoma
- ☐ Hawks Prairie
- ☐ Centralia
- ☐ Shelton
- ☐ Tumwater
- ☐ Chehalis
- ☐ On-line
- ☐ Other _____

Impact of Price

21. What price would you be willing to pay for this class (IF ONE OR MORE TOPICS CHOSEN AT Q 11, SAY "in (insert courses listed in Q 11)")? Would you say: (identify highest price range willing to pay)

- ☐ \$126 to \$150
- ☐ \$101 to \$125
- ☐ \$76 to \$100
- ☐ \$51 to \$75
- ☐ \$35 to \$50
- ☐ Less than \$35

Respondent Profile

22. What is the highest level of education you have completed? Would you say:

- ☐ Less than high school degree
- ☐ High school diploma or GED
- ☐ Associate or 2 year college or technical school degree
- ☐ Bachelors or 4 year college degree
- ☐ Masters Degree
- ☐ Doctorate
- ☐ Refused

23. Which of the following income ranges includes your household's total pre-tax 2005 income?

- ☐ Less than \$20,000
- ☐ \$20,000 to less than \$35,000
- ☐ \$35,000 to less than \$50,000
- ☐ \$50,000 to less than \$75,000
- ☐ \$75,000 to less than \$100,000
- ☐ \$100,000 to less than \$125,000
- ☐ \$125,000 to less than \$150,000
- ☐ \$150,000 or more
- ☐ Refused

24. Record respondent gender

25. Confirm phone number: _____

26. Do we have your permission to mail or e-mail information to you about the programs you are helping us create?

- ☐ No Thank them and terminate
- ☐ Yes.

Name _____

Do you prefer:

- ☐ E-mail (get e-mail address) _____
- ☐ Mail (get full address)

On behalf of The Evergreen State College, thank you for your help in making learning happen.

Appendix C: Results for Each Survey Question

Q1 - Quota areas

					Cumulative
Valid	Thurston County	404	63.0	63.0	63.0
	Zip 98531	45	7.0	7.0	70.0
	Zip 98532	39	6.0	6.0	76.0
	Zip 98584	64	10.0	10.0	86.0
	Zip 98405	45	7.0	7.0	93.0
	Zip 98406	45	7.0	7.0	100.0
	Total	642	100.0	100.0	

Q2 - Age

					Cumulative
Valid	25 to 35	119	18.5	18.5	18.5
	36 to 45	159	24.8	24.8	43.3
	46 to 55	202	31.5	31.5	74.8
	56 to 65	139	21.7	21.7	96.4
	66 or older	23	3.6	3.6	100.0
	Total	642	100.0	100.0	

Q5 - When was the last time you participated in training for work, to get a job, or for personal enrichment?

					Cumulative
Valid	Within the past year	400	62.3	62.3	62.3
	One to two years ago	123	19.1	19.1	81.4
	Three to five years ago	119	18.6	18.6	100.0
	Total	642	100.0	100.0	

Q6 - Does your employer or profession require continuing education?

					Cumulative
Valid	No	326	50.8	50.8	50.8
	Yes	316	49.2	49.2	100.0
	Total	642	100.0	100.0	

Q6a - Training or continuing education required by profession or employer

employer	Legal courses (law, paralegal, etc.)	10	3.2
required	Psychology classes / Mental health	5	1.6
classes	Foreign language classes (French, German, Spanish, etc.)	1	.3
	Math related classes (math, statistics, etc.)	1	.3
	Environment studies / sciences classes	3	1.0
	Education / Teaching classes (non-specific)	47	15.0
	Early Childhood Education	8	2.6
	Computer classes / Computer training (non-specific)	14	4.4
	Computer software classes	6	1.9
	Computer programming classes / Networking	1	.3
	Medical / Health care / Nursing classes (non-specific)	35	11.0
	CPR / First aid classes	15	4.8
	Communications (non-specific)	1	.3
	Writing classes	2	.6
	Accounting classes (non-specific)	4	1.4
	Finance / Financial classes	14	4.6
	Art classes (ceramics, painting, etc.)	1	.3
	Music classes	2	.6
	Supervising / Management / Leadership classes	13	4.0
	Marketing / Advertising classes	2	.6
	Business / Business Management classes	3	1.0
	Human resources classes	4	1.2
	Cooking classes	1	.3
	Personal enrichment / Personal growth classes	4	1.3
	Exercise classes	2	.6
	Gardening / Horticulture classes	3	.9
	Real Estate courses (non-specific)	18	5.7
	Customer service classes	1	.3
	Listed number of credit hours taken/needed	69	21.8
	Computer certification classes	1	.3
	Science classes (biology, physics, etc.)	3	.9
	Wood carving / Metal carving and welding classes	1	.3
	Electrical / Electronics classes	5	1.5
	Insurance classes	9	2.9
	Criminal justice classes	3	1.0
	Automotive classes	3	.9
	Parenting / Family-related classes	2	.6
	Sales classes	4	1.3
	Health and wellness classes	3	.9
	Language / Literature / Reading classes	2	.6
	Workplace training classes	18	5.7
	Youth issues (abuse, autism, etc.)	3	.9
	Technology (non-specific)	10	3.1
	Other	42	13.4
	Don't know / Not sure / No response	2	.6

Q7a - Non-degree training or classes taken in last 5 years

Classes taken in last 5 years	Legal courses (law, paralegal, etc.)	16	2.5
	Psychology classes / Mental health	36	5.4
	Religious studies	10	1.6
	Foreign language classes (French, German, Spanish, etc.)	40	6.3
	History classes (non-specific)	8	1.3
	Math related classes (math, statistics, etc.)	14	2.2
	Environment studies / sciences classes	4	.6
	Education / Teaching classes (non-specific)	56	8.7
	Early Childhood Education	9	1.4
	Computer classes / Computer training (non-specific)	61	9.5
	Computer software classes	61	9.4
	Computer programming classes / Networking	12	1.9
	Website design / development classes	10	1.6
	Medical / Health care / Nursing classes (non-specific)	64	10.0
	CPR / First aid classes	31	4.8
	Communications (non-specific)	16	2.5
	Writing classes	26	4.0
	Accounting classes (non-specific)	11	1.7
	Finance / Financial classes	21	3.3
	Art classes (ceramics, painting, etc.)	64	10.0
	Music classes	15	2.3
	Photography classes	13	2.0
	Supervising / Management / Leadership classes	66	10.3
	Marketing / Advertising classes	9	1.4
	Business / Business Management classes	10	1.6
	Human resources classes	8	1.2
	Cooking classes	9	1.4
	Personal enrichment / Personal growth classes	23	3.5
	Exercise classes	36	5.6
	Gardening / Horticulture classes	17	2.6
	Real Estate courses (non-specific)	13	2.0
	Customer service classes	8	1.2
	Listed number of credit hours taken/needed	3	.5
	Computer certification classes	12	1.8
	Science classes (biology, physics, etc.)	17	2.6
	Wood carving / Metal carving and welding classes	12	1.9
	Electrical / Electronics classes	8	1.2
	Insurance classes	6	1.0
	Criminal justice classes	9	1.4
	Automotive classes	7	1.1
	Politics / Political science classes	6	1.0
	Parenting / Family-related classes	5	.8
	Sales classes	5	.8
	Health and wellness classes	9	1.4
	Language / Literature / Reading classes	13	2.0
	Workplace training classes	43	6.7
	Youth issues (abuse, autism, etc.)	15	2.3
	Technology (non-specific)	5	.8
	Theatrical classes (movies, acting, directing)	8	1.3
	Other	172	26.7
	No classes or training taken, planned, needed	5	.8
	Don't know / Not sure / No response	34	5.3

Q7b - Did employer pay for class?

	Did your employer pay for the 1st class		Did your employer pay for the 2nd class		Did your employer pay for the 3rd class	
Nb	307	47.9%	161	47.8%	66	40.0%
Yes, part	35	5.5%	17	5.0%	6	3.7%
Yes, all	299	46.6%	159	47.2%	93	56.4%
Total	642	100.0%	336	100.0%	165	100.0%

Q7c - Why did you take the training?

Why did you take the training	Employer required	248	38.6
	Employer encouraged	300	46.8
	Training for a future job / personal professional goals	366	56.9
	Personal enrichment / leisure interest	521	81.1
	Other	42	6.6

Q8 - Where would you look for info on non-degree classes, workshop or training

Where would you look for info on classes?	Work	67	10.4
	Internet	365	56.9
	Newspaper	65	10.1
	Television	8	1.2
	Radio	10	1.5
	Brochures of class listings (mailings)	254	39.6
	Family or friends	47	7.3
	Other	116	18.1

Q9 - If price was no object, what is the biggest factor in deciding to take a non-degree class, workshop, or other training?

					Cumulative
Valid	Subject matter	164	25.6	25.6	25.6
	Location	74	11.5	11.5	37.1
	Reputation of institution offering training/class	18	2.8	2.8	39.9
	Usefulness of the information	135	21.0	21.0	61.0
	Time offered	187	29.1	29.1	90.1
	Day of week offered	27	4.2	4.2	94.2
	Other	37	5.8	5.8	100.0
	Total	642	100.0	100.0	

Q10a - First non-degree class of interest

				Cumulative
Valid	Legal courses (law, paralegal, etc.)	8	1.3	1.5
	Psychology classes / Mental health	7	1.1	2.9
	Religious studies	7	1.0	4.1
	Foreign language classes (French, German, Spanish, etc.)	35	5.5	10.7
	History classes (non-specific)	8	1.3	12.2
	Math related classes (math, statistics, etc.)	6	.9	13.3
	Environment studies / sciences classes	5	.8	14.2
	Education / Teaching classes (non-specific)	20	3.1	17.9
	Early Childhood Education	3	.5	18.5
	Computer classes / Computer training (non-specific)	43	6.7	26.5
	Computer software classes	5	.8	27.4
	Computer programming classes / Networking	9	1.4	29.1
	Website design / development classes	5	.8	30.0
	Medical / Health care / Nursing classes (non-specific)	25	3.8	34.6
	CPR / First aid classes	1	.1	34.8
	Communications (non-specific)	9	1.4	36.5
	Writing classes	10	1.5	38.3
	Accounting classes (non-specific)	11	1.7	40.4
	Finance / Financial classes	14	2.2	43.0
	Art classes (ceramics, painting, etc.)	40	6.2	50.4
	Music classes	12	1.8	52.5
	Photography classes	13	2.0	55.0
	Supervising / Management / Leadership classes	22	3.4	59.0
	Marketing / Advertising classes	2	.3	59.4
	Business / Business Management classes	25	3.9	64.1
	Human resources classes	7	1.1	65.4
	Cooking classes	13	2.1	67.9
	Personal enrichment / Personal growth classes	6	.9	69.0
	Exercise classes	11	1.8	71.1
	Gardening / Horticulture classes	11	1.7	73.1
	Real Estate courses (non-specific)	2	.3	73.4
	Customer service classes	1	.1	73.6
	Computer certification classes	2	.3	74.0
	Science classes (biology, physics, etc.)	11	1.7	76.0
	Wood carving / Metal carving and welding classes	7	1.1	77.3
	Insurance classes	2	.3	77.7
	Criminal justice classes	3	.5	78.3
	Automotive classes	2	.4	78.7
	Politics / Political science classes	5	.7	79.6
	Sales classes	2	.3	80.0
	Health and wellness classes	5	.8	81.0
	Language / Literature / Reading classes	15	2.3	83.7
	Workplace training classes	4	.6	84.5
	Youth issues (abuse, autism, etc.)	3	.5	85.0
	Technology (non-specific)	8	1.2	86.5
	Theatrical classes (movies, acting, directing)	6	1.0	87.6
	Other	61	9.5	99.0
	No classes or training taken, planned, needed	5	.8	100.0
	Total	536	83.5	100.0
Missing	System	106	16.5	
Total		642	100.0	

Appendix C: Results for Each Survey Question

Q10b - Second non-degree class of interest

					Cumulative
Valid	Legal courses (law, paralegal, etc.)	4	.6	.9	.9
	Psychology classes / Mental health	14	2.1	3.0	3.9
	Religious studies	4	.6	.9	4.9
	Foreign language classes (French, German, Spanish, etc.)	25	3.9	5.6	10.5
	History classes (non-specific)	8	1.3	1.8	12.3
	Math related classes (math, statistics, etc.)	4	.6	.9	13.2
	Environment studies / sciences classes	9	1.4	2.0	15.2
	Education / Teaching classes (non-specific)	12	1.9	2.8	17.9
	Early Childhood Education	2	.3	.5	18.4
	Computer classes / Computer training (non-specific)	21	3.3	4.8	23.2
	Computer software classes	5	.8	1.1	24.3
	Computer programming classes / Networking	10	1.6	2.3	26.5
	Website design / development classes	3	.5	.7	27.2
	Medical / Health care / Nursing classes (non-specific)	19	3.0	4.3	31.6
	CPR / First aid classes	2	.3	.5	32.0
	Communications (non-specific)	8	1.3	1.8	33.8
	Writing classes	12	1.8	2.7	36.5
	Accounting classes (non-specific)	10	1.6	2.2	38.7
	Finance / Financial classes	9	1.4	2.0	40.7
	Art classes (ceramics, painting, etc.)	34	5.3	7.6	48.4
	Music classes	12	1.8	2.7	51.0
	Photography classes	12	1.9	2.7	53.7
	Supervising / Management / Leadership classes	20	3.1	4.4	58.1
	Marketing / Advertising classes	3	.4	.6	58.8
	Business / Business Management classes	15	2.3	3.3	62.1
	Human resources classes	1	.1	.2	62.3
	Cooking classes	7	1.1	1.6	63.9
	Personal enrichment / Personal growth classes	8	1.3	1.8	65.7
	Exercise classes	14	2.2	3.1	68.8
	Gardening / Horticulture classes	14	2.2	3.2	72.0
	Real Estate courses (non-specific)	5	.8	1.1	73.1
	Customer service classes	1	.2	.2	73.4
	Computer certification classes	1	.1	.2	73.6
	Science classes (biology, physics, etc.)	15	2.3	3.4	76.9
	Wood carving / Metal carving and welding classes	9	1.4	2.0	78.9
	Electrical / Electronics classes	2	.3	.5	79.4
	Insurance classes	3	.5	.7	80.0
	Criminal justice classes	3	.4	.6	80.7
	Automotive classes	4	.6	.9	81.6
	Politics / Political science classes	9	1.4	2.0	83.5
	Parenting / Family-related classes	3	.5	.7	84.2
	Sales classes	2	.3	.4	84.7
	Health and wellness classes	3	.5	.7	85.3
	Language / Literature / Reading classes	5	.7	1.1	86.4
	Workplace training classes	7	1.1	1.6	88.0
	Youth issues (abuse, autism, etc.)	4	.6	.9	88.9
	Technology (non-specific)	3	.5	.8	89.6
	Theatrical classes (movies, acting, directing)	3	.4	.6	90.3
	Other	39	6.1	8.8	99.1
	No classes or training taken, planned, needed	2	.3	.5	99.6
	Don't know / Not sure / No response	2	.3	.4	100.0
	Total	446	69.5	100.0	
Missing	System	196	30.5		
Total		642	100.0		

Q10c - Third non-degree class of interest

					Cumulative
Valid	Legal courses (law, paralegal, etc.)	2	.3	.6	.6
	Psychology classes / Mental health	8	1.2	2.6	3.2
	Foreign language classes (French, German, Spanish, etc.)	9	1.4	3.0	6.2
	History classes (non-specific)	9	1.4	2.8	9.0
	Math related classes (math, statistics, etc.)	4	.6	1.3	10.3
	Woodworking classes	1	.1	.3	10.6
	Environment studies / sciences classes	3	.5	1.0	11.6
	Education / Teaching classes (non-specific)	8	1.2	2.6	14.2
	Computer classes / Computer training (non-specific)	10	1.6	3.3	17.5
	Computer software classes	2	.3	.6	18.1
	Computer programming classes / Networking	3	.5	1.0	19.1
	Website design / development classes	4	.6	1.3	20.4
	Medical / Health care / Nursing classes (non-specific)	4	.6	1.4	21.8
	Communications (non-specific)	3	.5	1.0	22.8
	Writing classes	14	2.1	4.5	27.2
	Accounting classes (non-specific)	5	.8	1.6	28.9
	Finance / Financial classes	12	1.9	3.9	32.8
	Art classes (ceramics, painting, etc.)	32	4.9	10.3	43.1
	Music classes	10	1.5	3.2	46.3
	Photography classes	5	.8	1.6	47.9
	Supervising / Management / Leadership classes	7	1.1	2.2	50.2
	Marketing / Advertising classes	2	.3	.7	50.8
	Business / Business Management classes	15	2.3	4.8	55.6
	Human resources classes	3	.5	1.0	56.6
	Cooking classes	5	.8	1.6	58.3
	Personal enrichment / Personal growth classes	7	1.1	2.3	60.6
	Exercise classes	16	2.5	5.3	65.9
	Gardening / Horticulture classes	8	1.3	2.6	68.5
	Real Estate courses (non-specific)	1	.2	.4	68.9
	Science classes (biology, physics, etc.)	8	1.3	2.7	71.6
	Wood carving / Metal carving and welding classes	3	.5	1.0	72.6
	Electrical / Electronics classes	2	.3	.7	73.2
	Criminal justice classes	2	.3	.7	73.9
	Automotive classes	3	.5	1.0	74.9
	Politics / Political science classes	5	.8	1.6	76.5
	Parenting / Family-related classes	1	.1	.3	76.9
	Sales classes	1	.1	.3	77.2
	Health and wellness classes	8	1.3	2.6	79.8
	Language / Literature / Reading classes	4	.6	1.3	81.1
	Workplace training classes	3	.5	1.0	82.1
	Youth issues (abuse, autism, etc.)	8	1.2	2.6	84.7
	Technology (non-specific)	2	.3	.7	85.4
	Theatrical classes (movies, acting, directing)	2	.3	.7	86.0
	Other	37	5.7	12.0	98.1
	No classes or training taken, planned, needed	3	.5	1.0	99.1
	Don't know / Not sure / No response	3	.4	.9	100.0
	Total	307	47.8	100.0	
Missing	System	335	52.2		
Total		642	100.0		

Q11 - Yes, would take classes of interest in next 12 months?

Would take class in next 12 months	1st class mentioned	304	56.8
	2nd class mentioned	154	28.7
	3rd class mentioned	108	20.1
	None	89	16.5

Q11a - First class you would take in next 12 months

					Cumulative
Valid	Legal courses (law, paralegal, etc.)	4	.6	1.0	1.0
	Psychology classes / Mental health	1	.2	.3	1.3
	Religious studies	3	.4	.7	2.0
	Foreign language classes (French, German, Spanish, etc.)	24	3.8	6.2	8.2
	History classes (non-specific)	4	.6	1.0	9.2
	Math related classes (math, statistics, etc.)	4	.6	1.0	10.2
	Environment studies / sciences classes	4	.6	1.0	11.2
	Education / Teaching classes (non-specific)	11	1.8	2.9	14.1
	Early Childhood Education	1	.1	.2	14.4
	Computer classes / Computer training (non-specific)	26	4.0	6.5	20.9
	Computer software classes	3	.5	.8	21.6
	Computer programming classes / Networking	5	.8	1.2	22.9
	Website design / development classes	4	.6	1.0	23.9
	Medical / Health care / Nursing classes (non-specific)	15	2.3	3.8	27.6
	CPR / First aid classes	1	.1	.2	27.9
	Communications (non-specific)	6	.9	1.5	29.4
	Writing classes	6	.9	1.5	30.9
	Accounting classes (non-specific)	7	1.1	1.8	32.7
	Finance / Financial classes	9	1.4	2.3	35.1
	Art classes (ceramics, painting, etc.)	23	3.6	5.8	40.9
	Music classes	8	1.2	2.0	42.9
	Photography classes	9	1.4	2.3	45.2
	Supervising / Management / Leadership classes	12	1.9	3.2	48.4
	Marketing / Advertising classes	1	.1	.2	48.6
	Business / Business Management classes	13	2.1	3.4	52.0
	Human resources classes	4	.6	1.0	53.0
	Cooking classes	5	.8	1.3	54.2
	Personal enrichment / Personal growth classes	5	.8	1.3	55.5
	Exercise classes	9	1.5	2.4	57.9
	Gardening / Horticulture classes	7	1.1	1.7	59.6
	Computer certification classes	2	.3	.5	60.1
	Science classes (biology, physics, etc.)	4	.6	1.0	61.1
	Wood carving / Metal carving and welding classes	5	.7	1.2	62.3
	Insurance classes	2	.3	.5	62.8
	Criminal justice classes	2	.3	.5	63.3
	Politics / Political science classes	3	.4	.7	64.1
	Sales classes	2	.3	.5	64.6
	Health and wellness classes	4	.7	1.1	65.7
	Language / Literature / Reading classes	8	1.2	2.0	67.7
	Workplace training classes	2	.3	.5	68.2
	Technology (non-specific)	2	.3	.5	68.7
	Theatrical classes (movies, acting, directing)	5	.8	1.3	70.0
	Other	29	4.6	7.5	77.5
	No classes or training taken, planned, needed	89	13.8	22.5	100.0
	Total	393	61.2	100.0	
Missing	System	249	38.8		
Total		642	100.0		

Q11b - Second class you would take in next 12 months

				Cumulative
Valid	Legal courses (law, paralegal, etc.)	1	.1	.6
	Psychology classes / Mental health	6	1.0	4.1
	Religious studies	1	.1	.6
	Foreign language classes (French, German, Spanish, etc.)	9	1.4	5.8
	History classes (non-specific)	3	.5	2.1
	Math related classes (math, statistics, etc.)	2	.3	1.3
	Environment studies / sciences classes	3	.5	1.9
	Education / Teaching classes (non-specific)	4	.7	2.7
	Early Childhood Education	2	.3	1.3
	Computer classes / Computer training (non-specific)	9	1.4	5.9
	Computer software classes	1	.1	.6
	Medical / Health care / Nursing classes (non-specific)	6	1.0	4.0
	CPR / First aid classes	1	.1	.6
	Communications (non-specific)	5	.8	3.3
	Writing classes	2	.3	1.2
	Finance / Financial classes	3	.4	1.9
	Art classes (ceramics, painting, etc.)	12	1.9	7.9
	Music classes	4	.6	2.6
	Photography classes	5	.8	3.2
	Supervising / Management / Leadership classes	7	1.1	4.5
	Business / Business Management classes	7	1.1	4.5
	Human resources classes	1	.1	.6
	Cooking classes	2	.3	1.2
	Personal enrichment / Personal growth classes	1	.2	.7
	Exercise classes	5	.8	3.3
	Gardening / Horticulture classes	5	.8	3.4
	Real Estate courses (non-specific)	4	.6	2.7
	Computer certification classes	1	.1	.6
	Science classes (biology, physics, etc.)	5	.7	3.1
	Wood carving / Metal carving and welding classes	2	.3	1.2
	Electrical / Electronics classes	1	.1	.6
	Insurance classes	3	.5	1.9
	Criminal justice classes	3	.4	1.9
	Automotive classes	1	.2	.7
	Politics / Political science classes	3	.4	1.9
	Parenting / Family-related classes	3	.5	2.0
	Sales classes	1	.1	.6
	Health and wellness classes	2	.3	1.2
	Language / Literature / Reading classes	1	.1	.6
	Workplace training classes	6	.9	4.0
	Youth issues (abuse, autism, etc.)	4	.6	2.6
	Theatrical classes (movies, acting, directing)	1	.1	.6
	Other	6	.9	3.8
	Total	154	24.0	100.0
Missing	System	488	76.0	
Total		642	100.0	

Q11c - Third class you would take in next 12 months

					Cumulative
Valid	Legal courses (law, paralegal, etc.)	1	.1	.9	.9
	Psychology classes / Mental health	4	.6	3.7	4.6
	Foreign language classes (French, German, Spanish, etc.)	3	.4	2.7	7.3
	History classes (non-specific)	1	.1	.9	8.2
	Environment studies / sciences classes	1	.2	1.0	9.2
	Education / Teaching classes (non-specific)	1	.1	.9	10.1
	Computer classes / Computer training (non-specific)	8	1.2	7.4	17.5
	Computer software classes	1	.1	.9	18.4
	Computer programming classes / Networking	2	.3	1.8	20.2
	Website design / development classes	1	.2	1.0	21.2
	Medical / Health care / Nursing classes (non-specific)	3	.5	2.9	24.0
	Communications (non-specific)	3	.5	2.8	26.8
	Writing classes	2	.3	1.9	28.7
	Accounting classes (non-specific)	1	.1	.9	29.6
	Finance / Financial classes	3	.5	3.0	32.6
	Art classes (ceramics, painting, etc.)	10	1.5	8.9	41.4
	Music classes	5	.7	4.4	45.9
	Photography classes	2	.3	1.9	47.8
	Supervising / Management / Leadership classes	5	.8	4.5	52.3
	Marketing / Advertising classes	2	.3	1.9	54.2
	Business / Business Management classes	5	.8	4.6	58.8
	Cooking classes	5	.8	4.6	63.4
	Personal enrichment / Personal growth classes	2	.3	1.9	65.3
	Exercise classes	8	1.3	7.6	72.9
	Gardening / Horticulture classes	3	.5	2.9	75.8
	Wood carving / Metal carving and welding classes	1	.2	1.0	76.8
	Criminal justice classes	1	.1	.9	77.7
	Politics / Political science classes	4	.6	3.7	81.3
	Health and wellness classes	3	.5	2.8	84.2
	Workplace training classes	1	.2	1.0	85.1
	Youth issues (abuse, autism, etc.)	2	.3	1.8	86.9
	Technology (non-specific)	1	.2	1.0	88.0
	Theatrical classes (movies, acting, directing)	1	.1	.9	88.9
	Other	12	1.9	11.1	100.0
	Total	108	16.8	100.0	
Missing	System	534	83.2		
Total		642	100.0		

Q12 - Preferred class format

Preferred class format	One half day (e.g. 4 hours)	252	39.3
	One full day (e.g. 8 hours)	190	29.6
	2-3 consecutive full days	158	24.6
	One 2-hour class per week for 5 weeks	290	45.2
	One 2-hour per week for 10 weeks	195	30.3
	A combination of online and in-class for several weeks	229	35.7
	Other	52	8.1

Q13 - Do you have broadband Internet access at home?

					Cumulative
Valid	No	192	29.9	29.9	29.9
	Yes	442	68.9	68.9	98.7
	Don't know	8	1.3	1.3	100.0
	Total	642	100.0	100.0	

Q14 - Have you ever taken a class on line?

					Cumulative
Valid	No	461	71.9	71.9	71.9
	Yes	181	28.1	28.1	100.0
	Total	642	100.0	100.0	

Q15 - Would you be willing to take an on-line class?

					Cumulative
Valid	No	176	27.4	27.4	27.4
	Yes	360	56.1	56.1	83.4
	Maybe	98	15.3	15.3	98.8
	Don't know	8	1.2	1.2	100.0
	Total	642	100.0	100.0	

Q16 - Would you be willing to take a class that was a combination of online and in-class?

				Cumulative
Valid	No	124	19.3	19.3
	Yes	413	64.4	83.7
	Maybe	97	15.1	98.8
	Don't know	8	1.2	100.0
	Total	642	100.0	100.0

Q17 - What is the farthest you would be willing to travel in miles one way at your own expense for a class?

				Cumulative
Valid	1 to 15 miles	245	38.2	38.2
	16 to 30 miles	238	37.1	75.3
	31 to 60 miles	97	15.2	90.5
	More than 60 miles	61	9.5	100.0
	Total	642	100.0	100.0

Q18 - Preferred time of day

Preferred time of day	Weekday mornings	164	25.7
	Weekday afternoons	137	21.6
	Weekday evenings	389	61.2
	Weekend mornings	195	30.7
	Weekend afternoons	142	22.4
	Weekend evenings	137	21.5

Q19 - Preferred time of year

Preferred time of year	Spring	317	49.4
	Summer	261	40.6
	Fall	379	59.1
	Winter	370	57.6

Q20 - Where would be the most convenient place for you to take this class?

					Cumulative
Valid	The Evergreen State College Olympia Campus	136	21.1	21.1	21.1
	Downtown Olympia	115	18.0	18.0	39.1
	Tacoma	87	13.6	13.6	52.6
	Hawks Prairie	60	9.4	9.4	62.1
	Centralia	57	8.8	8.8	70.9
	Shelton	45	7.0	7.0	77.9
	Tumwater	58	9.0	9.0	87.0
	Chehalis	25	3.8	3.8	90.8
	On-line	44	6.9	6.9	97.7
	Other	15	2.3	2.3	100.0
	Total	642	100.0	100.0	

Q21 - What price would you be willing to pay for this class?

					Cumulative
Valid	Less than \$35	73	11.4	11.4	11.4
	\$35 to \$50	71	11.1	11.1	22.5
	\$51 to \$75	57	8.9	8.9	31.4
	\$76 to \$100	106	16.5	16.5	47.9
	\$101 to \$125	92	14.4	14.4	62.3
	\$126 to \$150	242	37.7	37.7	100.0
	Total	642	100.0	100.0	

Q22 - What is the highest level of education you have completed?

					Cumulative
Valid	Less than high school degree	3	.5	.5	.5
	High school diploma or GED	101	15.7	15.7	16.2
	Associate or 2 year college or technical school degree	166	25.9	25.9	42.1
	Bachelors or 4 year college degree	211	32.8	32.8	74.9
	Masters Degree	140	21.9	21.9	96.8
	Doctorate	16	2.5	2.5	99.2
	Refused	5	.8	.8	100.0
	Total	642	100.0	100.0	

Q23 - Which of the following income ranges includes your household's total pre-tax 2005 income?

					Cumulative
Valid	Less than \$20,000	38	5.9	5.9	5.9
	\$20,000 to less than \$35,000	49	7.6	7.6	13.5
	\$35,000 to less than \$50,000	99	15.4	15.4	28.9
	\$50,000 to less than \$75,000	146	22.7	22.7	51.7
	\$75,000 to less than \$100,000	121	18.8	18.8	70.5
	\$100,000 to less than \$125,000	60	9.3	9.3	79.8
	\$125,000 to less than \$150,000	20	3.2	3.2	83.0
	\$150,000 or more	36	5.6	5.6	88.6
	Refused	73	11.4	11.4	100.0
	Total	642	100.0	100.0	

Q24 - Gender

					Cumulative
Valid	Male	223	34.7	34.7	34.7
	Female	419	65.3	65.3	100.0
	Total	642	100.0	100.0	

Q26 - Do we have your permission to mail or e-mail information to you about the programs you are helping us create?

					Cumulative
Valid	No	231	36.0	36.0	36.0
	Yes	411	64.0	64.0	100.0
	Total	642	100.0	100.0	

Q26a - Do you prefer e-mail or mail?

					Cumulative
Valid	E-mail	150	23.3	36.4	36.4
	Mail	261	40.7	63.6	100.0
	Total	411	64.0	100.0	
Missing	System	231	36.0		
Total		642	100.0		