



Internet Access and Usage Study  
Completed by Media Specialists  
October 2005

Confidential

Table of Contents

STUDY DETAILS ..... 3

EXECUTIVE ANALYSIS ..... 4

DEMOGRAPHICS..... 5

COMPUTER SKILLS..... 7

ONLINE PREFERENCES ..... 9

INTERNET ACCESS BY CITY, ETHNICITY, & EXPERTISE ..... 12

OVERALL RESULTS..... 14

PREDICTIVE ANALYSIS..... 15

RECOMMENDATION ..... 17

SURVEY RESPONCES ..... 18

SURVEY RESPONCES BY QUESTION ..... 21

    Are you male or female?.....21

    What age group best describes you?.....24

    Would you say your computer skills are . . . .....28

    Are you Caucasian, Hispanic, African-American, Asian or other? .....32

    What city do you live in?.....36

    Do you or anyone in your family attend West Hills Community College? .....41

## STUDY DETAILS

This study was conducted in the targeted geographic area on Friday, October 7 through Monday, October 16, 2005. Interviews were completed between 10:00am and 9:00pm local time with respondents between the ages of 18 and 54. Our team interviewed 400 total respondents. The study therefore has a confidence level of 95%, with a confidence interval (margin of error) of 5%. This is statistically valid data.

Our team used the random digit dialing methodology with digit add-on to reach unlisted households within the target area. No more than one (1) survey was completed with any household.

Once the data were collected, frequency and multi-cross tabular analyses were performed. Where statistics are cited, the figures are based on either chi-square or independent Z-score analyses performed on groups or cells, respectively. Based upon survey findings, a number of dichotomous predictor variables were constructed for utilization in logistic regression models for predicting what factors might be associated with the utilization of specific online resources as West Hills.

Did this study encompass the service community of the College?

City	Population	% of District
Lemoore	19,712	27%
Coalinga	13,188	18%
Avenal	8,938	12%
Mendota	7,890	11%
Huron	6,306	9%
Firebaugh	5,743	8%
San Joaquin	3,270	5%
Riverdale	2,416	3%
Kettleman City	1,499	2%
Stratford	1,264	2%
Tranquillity	813	1%
Cantua Creek	655	1%
<b>Total</b>	<b>71,694</b>	

What city do you live in?	
<i>Lemoore</i>	27.2%
<i>Coalinga</i>	18.89%
<i>Avenal</i>	13.35%
<i>Mendota</i>	10.83%
<i>Huron</i>	7.81%
<i>Firebaugh</i>	8.31%
<i>San Joaquin</i>	4.53%
<i>Other</i>	9.07%

Quota sampling was used in this study to ensure each city was surveyed as their population proportions are represented within the population of the West Hills Community College District. In order to preserve adequate sample sizes for the smaller cities, the city of Hanford was excluded from this study. It is important to note that more than 15% of WHCCD students come from the city of Hanford and that the population of Hanford is very similar to that of Lemoore.

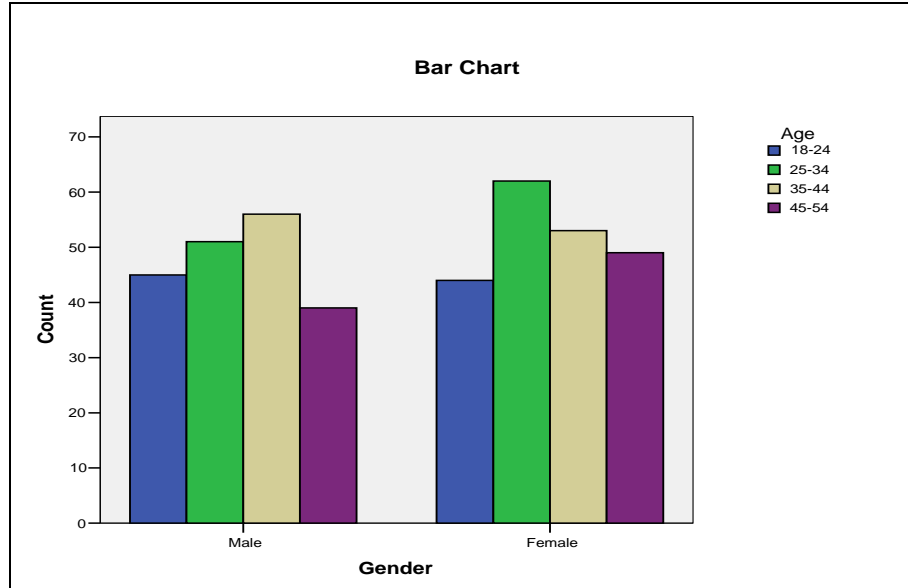
## EXECUTIVE ANALYSIS

### Summary of findings

- The survey appears to have successfully sampled the West Hills service community and an appropriate demographic cross-section.
- The sample included an adequate number of current students (28.25%) and prospective students.
- Significant fractions of both the student and non-student populations in the service community have at-home internet access; the student fraction is somewhat larger. This holds across gender, race and age but is not uniform across cities.
- For those with access, well over half utilize a number of different online services several times a week or more and consider themselves intermediate or more advanced users.
- Many students with online access do not choose to avail themselves on online resources such as catalogs, class schedules and admission applications.
- Statistical modeling from survey results provides little in the way of information for predicting who will use online services; among variables that appear to be predictive are the taking of online classes, frequency of use, level of expertise and being white or Hispanic.
- To increase online resource utilization it might help to offer more online classes as well as computer literacy classes.
- Also useful might be conducting another survey with open-ended questions aimed at determining what factors mitigate against utilization of online resources, e.g., what is it about online catalogs or schedules that keeps you from using them? What would make them more attractive?

## DEMOGRAPHICS

### Age and Gender



### Age Group vs Gender

	18-24	25-34	35-44	45-54
Male	23.44%	26.56%	29.69%	20.31%
Female	21.15%	29.81%	25.48%	23.56%

Age distribution of those attending West Hills

29.2%	25.66%	23.01%	22.12%
-------	--------	--------	--------

Of the total survey, approximately 52% of the sample were women and 48% were men. In age group breakouts, 25.75% of the total sample were 18-24, 28.25% were 25-34, 24% of the sample were 35-44. The 45-54 demo represented 22% of the total sample. As can be seen in the table above, the age distribution for those attending West Hills is slightly biased toward the lowest age category.

## Are the principal ethnic groups represented?

In this study 47.25% of the sample were Caucasian while 50.5% were Hispanic. This matches the geo-demographics of the target area. Additionally, 5% of the sample were African-Americans and Asians represented 6.25% of the study. The following table shows ethnic breakdown as a function of city.

### *Ethnicity vs City in Service Community*

	Caucasian	Hispanic	A-A	Asian	Other
Lemoore	63.89%	23.15%	7.41%	3.7%	1.85%
Coalinga	62.67%	30.67%	1.33%	2.67%	2.67%
Avenal	24.53%	58.49%	3.77%	13.21%	0%
Mendota	23.26%	58.14%	2.33%	16.28%	0%
Huron	35.48%	41.94%	16.13%	6.45%	0%
Firebaugh	45.45%	51.52%	0%	3.03%	0%
San Joaquin	61.11%	22.22%	11.11%	5.56%	0%
Other	33.33%	61.11%	2.78%	2.78%	0%

### *Ethnicity vs College Attendance*

Attend?	Caucasian	Hispanic	A-A	Asian	Other
Yes	43.36%	45.13%	5.31%	6.19%	0%
No	48.92%	38.85%	4.68%	6.12%	1.44%
Overall	47.25%	40.5%	5%	6.25%	1%

For those surveyed who attend West Hills, there is no statistical difference in ethnicity with respect to the community at large. For both groups, the white and Hispanic populations are statistically different from the remaining groups at a 95% confidence level.

## COMPUTER SKILLS

What are the computer capabilities and online preferences for those attending West Hills?

The following crosstab tables demonstrated the survey findings for those attending vs those not attending. This information is important in the estimation of whether members of the service community can and/or will utilize online resources at West Hills. Note that we have combined the 'not attending' and 'unsure of attendance' categories into 'not attending' because the unsure category represents only 2.5% of the sample.

### *Would you say your computer skills are . . .*

Attend?	Expert	Advanced	Intermediate	Beginner	None
Yes	5.31%	15.93%	45.13%	22.12%	11.5%
No	5.04%	15.83%	35.25%	16.91%	26.98%

For those attending, the intermediate category is statistically significantly different at 95% confidence level. For those attending, approximately two-thirds rate their skills as intermediate or better. For those not attending 26.98% indicated having no computer skills.

---

### *Do you have a computer at home with access to the Internet?*

Attend?	Yes	No
Yes	63.72%	36.28%
No	52.16%	47.84%

Those attending WHC seem to have a slightly higher level of access (+11.56%) to computers and the internet from home.

---

***How often do you access the Internet?***

Attend?	Once+	Daily	Few Days	Once Week	Few Weeks	Once Month	Never
Yes	26.39%	36.11%	20.83%	5.56%	0%	6.94%	4.17%
No	18.18%	44.06%	16.08%	9.79%	1.4%	5.59%	4.9%

For both, attending and not attending, there is a statistically significant difference at the 95% confidence level between the 'once+', the 'daily' and the 'few days' categories and the remaining three categories. Both groups, with internet access, seem to frequent the internet on a regular basis.

***What activities are you comfortable with doing online? (pick all that apply)***

Attend?	Searching	Shopping	E-Mail	Games	Classes	Account Info	Personal	Other	None
Yes	21.38%	10.34%	18.85%	11.72%	11.03%	9.66%	9.89%	5.29%	1.84%
No	18.7%	12.86%	17.08%	12.11%	7.89%	10.59%	8.86%	4.97%	6.92%

For both attending and not attending groups, searching and using e-mail applications were the most frequently-cited categories of use. There are no significant differences between the attending and non-attending groups. In the study population taken as a whole, 19.66% say they use the computer to search while 17.48% use the computer for e-mail. Games and shopping tied with 11.94%. Gathering account information rated a 10.2% and doing personal business fell at 9.18%. Taking classes online represented almost 9% of the sample. We found no distinct correlation between age and activities however taking classes and gaming appeared more popular with the Hispanics and the younger users.

## ONLINE PREFERENCES

What are the computer capabilities and online preferences for those planning to attend West Hills?

Perhaps the most important question that needs to be addressed by this study is the extent to which potential students will utilize online resources at West Hills.

Representative of such resources are the online application, online catalog and online class schedule. The following three tables represent the results assessing the preferences of students, future students, and non-students for utilizing these resources:

**Do you or anyone in your family plan on attending West Hills Community College anytime soon?**

<i>Yes</i>	34.5%
<i>No</i>	54.5%
<i>Not Sure</i>	11%

(Note: for this comparison the category shown as “Yes” includes all respondents who indicated that they or someone in their family plan to attend WHC. This question was asked to all respondents including those who identified themselves as current students.)

---

***When provided the choice of completing an application online or using a paper form, I prefer. . .***

<b>Attending?</b>	<b>Online</b>	<b>Paper Form</b>	<b>Not Sure</b>
<i>Yes</i>	55.07%	37.68%	7.25%
<i>No</i>	31.65%	39.91%	28.44%
<i>Not Sure</i>	38.64%	34.09%	27.27%

The majority of those attending or planning to attend WHC prefer to complete applications online.

---

***When offered a choice of referencing a paper catalog or an online catalog, I prefer . . .***

Attending?	Paper	Online	Not Sure
Yes	51.45%	37.68%	10.87%
No	46.33%	27.52%	26.15%
Not Sure	36.36%	38.64%	25%

The majority of those attending or planning to attend WHC prefer paper catalogs.

---

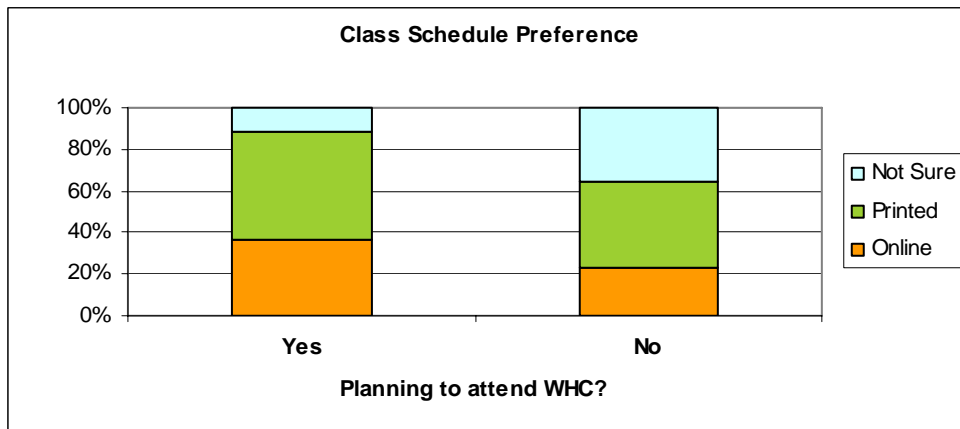
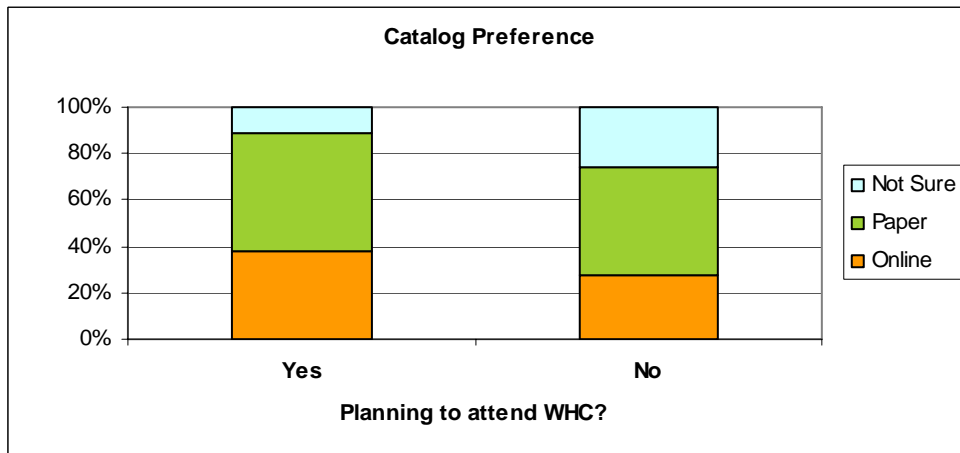
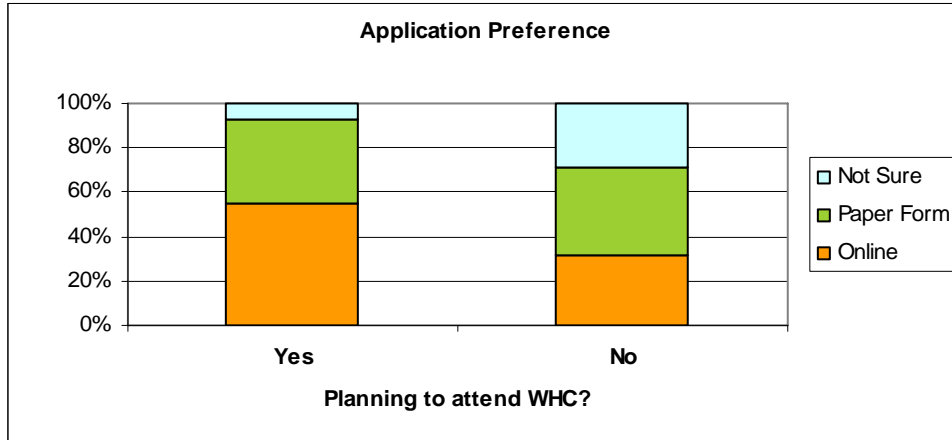
***When provided the choice a viewing a class schedule online, or reading a printed schedule, I would prefer . . .***

Attending?	Online	Printed	Not Sure
Yes	36.23%	52.17%	11.59%
No	23.39%	40.83%	35.78%
Not Sure	38.64%	31.82%	29.55%

The majority of those attending or planning to attend WHC prefer printed class schedules.

---

From the above data, it may be inferred that those attending or planning to attend WHC are much more comfortable with services online (See charts below) compared to those not planning to attend WHC.



## INTERNET ACCESS BY CITY, ETHNICITY, & EXPERTISE

The survey sampled the West Hills Community College District service area including all principal ethnic groups in the region. The executive summary is focused on student and non student populations. More than 60% of the student population indicated having internet access at home compared to 52% of the non-student population. Over half of both, student and non-students, use computers on a frequent basis and consider their skills intermediate or better. *It is important to note that the survey does not measure internet access from alternate locations such as library, school, work, friend's house, and others.*

To further support these contentions, consider the following tables which represent survey results across the entire survey population for at-home internet access as a function of city, ethnicity and self-assessed expertise.

---

### *Do you have a computer at home with access to the Internet?*

	Yes	No
Lemoore	75%	25%
Coalinga	70.67%	29.33%
Avenal	49.06%	50.94%
Mendota	25.58%	74.42%
Huron	22.58%	77.42%
Firebaugh	48.48%	51.52%
San Joaquin	44.44%	55.56%
Other	47.22%	52.78%

More than 70% of respondents from Lemoore and Coalinga indicated having a computer at home with access to the internet. Coalinga and Lemoore students make up over 42% of the WHCCD student population.

Source: WHCCD Data Warehouse

***Do you have a computer at home with access to the Internet?***

	Yes	No
Caucasian	68.78%	31.22%
Hispanic	41.36%	58.64%
A-A	55%	45%
Asian	36%	64%
Other	50%	50%

Hispanic students account for 43% of the student population at WHCCD. Caucasian students account for 36% of the student population at WHCCD. African-American, Asian, and other account for 7%, 5%, and 5% of the student population respectively.

Source: WHCCD Data Warehouse

***How often do you access the Internet?***

	Once+	Daily	Few Days	Once Week	Few Weeks	Once Month	Never
Expert	27.78%	55.56%	16.67%	0%	0%	0%	0%
Advanced	29.79%	53.19%	10.64%	6.38%	0%	0%	0%
Intermediate	21.3%	42.59%	23.15%	6.48%	0.93%	4.63%	0.93%
Beginner	9.09%	24.24%	12.12%	27.27%	3.03%	12.12%	12.12%
None	0%	9.09%	9.09%	0%	0%	36.36%	45.45%

Approximately one-third of those classifying themselves as beginners claim to access the internet once a day or more. The fraction is much higher for the advanced and expert categories. Even some respondents who claim having no computer skills claim to access the internet, albeit infrequently.

## OVERALL RESULTS

### **Online Application**

Respondents in general slightly prefer completing applications online with 40.5% selecting online and 38.5% stating they prefer paper applications.

#### **By Gender**

Men prefer paper applications 40.1% to 36.98% for online. Women prefer online applications 43.75% to 37.02% for paper.

#### **By Age**

The younger demo overwhelmingly preferred online over paper applications 52.81% to 35.96% respectively. The oldest demo overwhelmingly preferred paper 45.45% to 31.82% online.

#### **By Ethnicity**

Caucasians prefer applications online at a rate of 47.62% to 33.86% paper. Hispanics prefer paper applications at a rate of 45.68% to 32.72% online. African Americans prefer online 50% to 25% paper. Asian Americans prefer paper 36% to 28%.

#### **By Computer Skills**

The more advanced the computer skills, the more likely respondents preferred an application online. In fact, "expert" computer users, preferred online by 85.71% to only 9.52% for paper.

Respondents in general prefer catalogs on paper. The study shows that 47% of respondents prefer using a paper catalog while 32.25% prefer a catalog online.

#### **By Gender**

Women prefer a paper catalog 45.19% to 35.58% online. Men preferred a paper catalog 48.96% to 28.65% online.

#### **By Ethnicity**

All ethnicities preferred a paper catalog except for African-Americans who preferred the catalog online 55% to 25% paper.

#### **By Age**

The younger the respondent, the more likely they preferred online resources. The oldest age group, 45-54, preferred online catalog at a rate of 23.86%. The 35-44 age group, preferred online catalogs at a rate of 29.09%. The 25-34 age group, preferred online catalogs at a rate of 32.74%. The 18-24s age group preferred online catalogs over paper with 43.82% preferring online and 42.7% preferring a paper catalog.

### **By Computer Skills**

The more advanced the computer skills, the more the respondents preferred the catalog online. Beginners preferred paper at a rate of 61.64% to 20.55% online. Experts preferred online at a rate of 71.43% online to 28.57% paper.

**Respondents in general prefer class schedules on paper.** From the total sample 43.75% prefer a printed schedule while only 29.5% prefer the class schedule online.

All age groups, genders, and ethnicities except African Americans, prefer a printed class schedule.

The more advanced the computer skills, the more the respondents preferred the catalog online. However, the "advanced" user was the only segment in the study to prefer online over a paper class schedule. This group preferred online at rate of 51.61% to 37.1%.

The student group prefers online to paper for class schedules. Of This group, 38.98% prefer online and 29.14% prefer a paper class schedules.

## **PREDICTIVE ANALYSIS**

**The key question is: given that the student and non-student populations have and uses internet access on a frequent basis for a variety of tasks, why is the preference for the utilization of online resources disproportionately low.**

To examine the question we have utilized logistic regression in an attempt to gain insight into which factors may be positively or negatively predictive of the utilization of online resources at West Hills. Three dichotomous outcome variables (online application preference, online catalog preference and on class schedule preference have been modeled. These are indicated as 'Applic', 'Catalog' and 'Sched' in the table below. In each case, 17 predictor variables were utilized; these are shown numbered 1-17 running vertically in the table below. All variables have been dichotomized based upon survey findings. Variables 1-9 represent online activities and are coded in the model as 1 for yes and 0 for no. Gender is coded 0 for male and 1 for female. Age is coded as 18-34 =1 and 35-54=0. Race is coded white and Hispanic=1, AA, Asian and other =0. Access is coded as yes=1 and no=0. Frequency is coded as once+, daily and few days as 1 and everything else as 0. Expertise is coded as expert, advanced and intermediate=1 and beginner and none=0. Future student is coded as yes=1 and no or not sure =0. City is coded as Lemoore and Coalinga=1 and the remaining cities=0.

		Applic			Catalog			Sched		
		Chi-sq	=164.4	P=.00	Chi-sq	=31.4	P=.02	Chi-sq	=82.0	P=.00
		OR	Low	High	OR	Low	High	OR	Low	High
1	search	1.7004	0.7075	4.0866	0.8750	0.4285	1.7865	0.8748	0.3667	2.0869
2	shop	1.2609	0.6724	2.3643	0.8797	0.4966	1.5585	1.4249	0.7569	2.6824
3	email	1.3661	0.6545	2.8516	2.0892	1.0796	4.0430	1.1190	0.5216	2.4006
4	games	0.9839	0.5465	1.7714	0.9425	0.5598	1.5866	0.9372	0.5279	1.6641
5	classes	2.0625	1.1472	3.7082	0.7480	0.4392	1.2737	2.0489	1.1559	3.6317
6	Acct	1.0944	0.5747	2.0837	0.8081	0.4439	1.4711	0.6263	0.3210	1.2219
7	personal	1.3475	0.7274	2.4961	1.1922	0.6690	2.1243	1.3338	0.7178	2.4783
8	other	1.1003	0.5622	2.1536	0.7602	0.4230	1.3664	0.9465	0.4954	1.8085
9	none	0.8254	0.2263	3.0105	0.5305	0.2446	1.1510	1.0793	0.3383	3.4431
10	gender	1.1390	0.6811	1.9049	0.7580	0.4968	1.1567	1.5724	0.9569	2.5837
11	age	0.7173	0.4240	1.2134	1.0598	0.6878	1.6330	0.8472	0.5098	1.4077
12	race	0.9382	0.4162	2.1151	2.2053	1.1229	4.3312	0.5876	0.2776	1.2435
13	access	2.4532	0.8683	6.9309	0.5166	0.2522	1.0585	0.5729	0.2374	1.3830
14	freq	6.5845	2.3803	18.2150	0.2975	0.1363	0.6492	0.8748	0.3667	2.0869
15	expert	2.2489	1.1388	4.4411	0.6915	0.3792	1.2611	1.4249	0.7569	2.6824
16	future	1.9274	1.1277	3.2944	1.4242	0.9023	2.2479	1.1190	0.5216	2.4006
17	city	1.3440	0.7679	2.3524	1.1632	0.7343	1.8426	0.9372	0.5279	1.6641

The second row of the table shows the goodness of model fit based on a chi-square test; in all cases (i.e., for online application, online catalog and online schedule) the likelihood of the results occurring by chance are less than 2%. For each outcome variable there are three columns headed by 'OR', 'Low' and 'High'. These represent the odds ratios and 95% confidence intervals for each predictor variable. Those variables that have predictive significance based on the modeling results are highlighted in blue.

The results may be summarized as follows:

For the online application, the variables online classes, frequency of usage, self-stated expertise and planning to attend in the future are predictive.

For the online catalog, using email and being white or Hispanic are predictive.

For online class schedules, taking online classes is predictive and being female is weakly predictive.

## **RECOMMENDATION**

The market in general is quite comfortable with online services. The majority are using online services once a day or more. Access is somewhat limited by city size, however, the larger targeted cities do have acceptable access now and the smaller cities will in the very near future.

It is our recommendation that West Hills Community College continue to offer applications, catalogs and class schedules online.

## SURVEY RESPONCES



Survey administered 400 times.

Are you male or female?	
<i>Male</i>	48%
<i>Female</i>	52%

What age group best describes you?	
<i>18-24</i>	22.25%
<i>25-34</i>	28.25%
<i>35-44</i>	27.5%
<i>45-54</i>	22%

Are you Caucasian, Hispanic, African-American, Asian or other?	
<i>Caucasian</i>	47.25%
<i>Hispanic</i>	40.5%
<i>A-A</i>	5%
<i>Asian</i>	6.25%
<i>Other</i>	1%

Do you have a computer at home with access to the Internet?	
<i>Yes</i>	54.75%
<i>No</i>	45.25%

How often do you access the Internet?	
<i>Once+</i>	20.74%
<i>Daily</i>	41.47%
<i>Few Days</i>	17.51%
<i>Once Week</i>	8.76%
<i>Few Weeks</i>	0.92%
<i>Once Month</i>	5.99%

<i>Never</i>	4.61%
<b>Would you say your computer skills are . . .</b>	
<i>Expert</i>	5.25%
<i>Advanced</i>	15.5%
<i>Intermediate</i>	37.75%
<i>Beginner</i>	18.25%
<i>None</i>	23.25%

<b>What activities are you comfortable with doing online? (pick all that apply)</b>	
<i>Searching</i>	19.66%
<i>Shopping</i>	11.94%
<i>E-Mail</i>	17.48%
<i>Games</i>	11.94%
<i>Classes</i>	8.89%
<i>Account Info</i>	10.2%
<i>Personal</i>	9.18%
<i>Other</i>	5.03%
<i>None</i>	5.68%

<b>Do you or anyone in your family attend West Hills Community College?</b>	
<i>Yes</i>	28.25%
<i>No</i>	69.5%
<i>Not Sure</i>	2.25%

<b>Do you or anyone in your family plan on attending West Hills Community College anytime soon?</b>	
<i>Yes</i>	34.5%
<i>No</i>	54.5%
<i>Not Sure</i>	11%

<b>When provided the choice of completing an application online or using a paper form, I prefer. . .</b>	
<i>Online</i>	40.5%

<i>Paper Form</i>	38.5%
<i>Not Sure</i>	21%

---

**When offered a choice of referencing a paper catalog or an online catalog, I prefer . . .**

<i>Paper</i>	47%
<i>Online</i>	32.25%
<i>Not Sure</i>	20.75%

---

**When provided the choice a viewing a class schedule online, or reading a printed schedule, I would prefer . . .**

<i>Online</i>	29.5%
<i>Printed</i>	43.75%
<i>Not Sure</i>	26.75%

---

**What city do you live in?**

<i>Lemoore</i>	27.2%
<i>Coalinga</i>	18.89%
<i>Avenal</i>	13.35%
<i>Mendota</i>	10.83%
<i>Huron</i>	7.81%
<i>Firebaugh</i>	8.31%
<i>San Joaquin</i>	4.53%
<i>Other</i>	9.07%

---

## SURVEY RESPONCES BY QUESTION



Are you male or female?

### *What age group best describes you?*

	18-24	25-34	35-44	45-54
Male	23.44%	26.56%	29.69%	20.31%
Female	21.15%	29.81%	25.48%	23.56%

### *Are you Caucasian, Hispanic, African-American, Asian or other?*

	Caucasian	Hispanic	A-A	Asian	Other
Male	45.83%	36.98%	8.33%	7.81%	1.04%
Female	48.56%	43.75%	1.92%	4.81%	0.96%

### *Do you have a computer at home with access to the Internet?*

	Yes	No
Male	51.04%	48.96%
Female	58.17%	41.83%

### *How often do you access the Internet?*

	Once+	Daily	Few Days	Once Week	Few Weeks	Once Month	Never
Male	17.71%	43.75%	19.79%	8.33%	0%	5.21%	5.21%
Female	23.14%	39.67%	15.7%	9.09%	1.65%	6.61%	4.13%

***Would you say your computer skills are . . .***

	Expert	Advanced	Intermediate	Beginner	None
Male	4.69%	13.54%	38.02%	16.67%	27.08%
Female	5.77%	17.31%	37.5%	19.71%	19.71%

***What activities are you comfortable with doing online? (pick all that apply)***

	Searching	Shopping	E-Mail	Games	Classes	Account Info	Personal	Other	None
Male	20.1%	11.74%	17.2%	12.22%	8.68%	9.49%	9.65%	4.66%	6.27%
Female	19.31%	12.12%	17.71%	11.72%	9.05%	10.79%	8.79%	5.33%	5.19%

***Do you or anyone in your family attend West Hills Community College?***

	Yes	No	Not Sure
Male	29.17%	67.71%	3.13%
Female	27.4%	71.15%	1.44%

***Do you or anyone in your family plan on attending West Hills Community College anytime soon?***

	Yes	No	Not Sure
Male	28.13%	60.94%	10.94%
Female	40.38%	48.56%	11.06%

***When provided the choice of completing an application online or using a paper form, I prefer . . .***

	Online	Paper Form	Not Sure
Male	36.98%	40.1%	22.92%
Female	43.75%	37.02%	19.23%

---

***When offered a choice of referencing a paper catalog or an online catalog, I prefer . . .***

	Paper	Online	Not Sure
Male	48.96%	28.65%	22.4%
Female	45.19%	35.58%	19.23%

---

***When provided the choice a viewing a class schedule online, or reading a printed schedule, I would prefer . . .***

	Online	Printed	Not Sure
Male	24.48%	42.71%	32.81%
Female	34.13%	44.71%	21.15%

---

***What city do you live in?***

	Lemoore	Coalinga	Avenal	Mendota	Huron	Firebaugh	San Joaquin	Other
Male	24.21%	17.37%	14.74%	14.21%	10.53%	6.84%	5.79%	6.32%
Female	29.95%	20.29%	12.08%	7.73%	5.31%	9.66%	3.38%	11.59%

---



What age group best describes you?

*Are you male or female?*

	Male	Female
18-24	50.56%	49.44%
25-34	45.13%	54.87%
35-44	51.82%	48.18%
45-54	44.32%	55.68%

*Are you Caucasian, Hispanic, African-American, Asian or other?*

	Caucasian	Hispanic	A-A	Asian	Other
18-24	38.2%	55.06%	2.25%	4.49%	0%
25-34	41.59%	46.9%	4.42%	5.31%	1.77%
35-44	56.36%	24.55%	5.45%	12.73%	0.91%
45-54	52.27%	37.5%	7.95%	1.14%	1.14%

*Do you have a computer at home with access to the Internet?*

	Yes	No
18-24	50.56%	49.44%
25-34	55.75%	44.25%
35-44	51.82%	48.18%
45-54	61.36%	38.64%

***How often do you access the Internet?***

	Once+	Daily	Few Days	Once Week	Few Weeks	Once Month	Never
18-24	20%	40%	24.44%	6.67%	0%	4.44%	4.44%
25-34	25.4%	41.27%	15.87%	9.52%	0%	6.35%	1.59%
35-44	16.36%	47.27%	14.55%	9.09%	1.82%	9.09%	1.82%
45-54	20.37%	37.04%	16.67%	9.26%	1.85%	3.7%	11.11%

***Would you say your computer skills are . . .***

	Expert	Advanced	Intermediate	Beginner	None
18-24	7.87%	14.61%	48.31%	17.98%	11.24%
25-34	6.19%	21.24%	36.28%	16.81%	19.47%
35-44	3.64%	15.45%	31.82%	16.36%	32.73%
45-54	3.41%	9.09%	36.36%	22.73%	28.41%

***What activities are you comfortable with doing online? (pick all that apply)***

	Searching	Shopping	E-Mail	Games	Classes	Account Info	Personal	Other	
18-24	19.88%	10.95%	17.29%	14.41%	10.95%	8.65%	9.22%	6.05%	
25-34	18.54%	13.91%	16.34%	11.92%	8.83%	12.14%	9.27%	5.08%	
35-44	19.82%	11.71%	17.72%	11.71%	7.81%	9.31%	8.71%	4.2%	
45-54	21.25%	10%	19.58%	8.75%	7.5%	10%	9.58%	4.58%	

---

***Do you or anyone in your family attend West Hills Community College?***

	<b>Yes</b>	<b>No</b>	<b>Not Sure</b>
18-24	37.08%	61.8%	1.12%
25-34	25.66%	69.91%	4.42%
35-44	23.64%	74.55%	1.82%
45-54	28.41%	70.45%	1.14%

---

***Do you or anyone in your family plan on attending West Hills Community College anytime soon?***

	<b>Yes</b>	<b>No</b>	<b>Not Sure</b>
18-24	42.7%	47.19%	10.11%
25-34	32.74%	56.64%	10.62%
35-44	30.91%	54.55%	14.55%
45-54	32.95%	59.09%	7.95%

---

***When provided the choice of completing an application online or using a paper form, I prefer. . .***

	<b>Online</b>	<b>Paper Form</b>	<b>Not Sure</b>
18-24	52.81%	35.96%	11.24%
25-34	43.36%	38.05%	18.58%
35-44	34.55%	35.45%	30%
45-54	31.82%	45.45%	22.73%

---

*When offered a choice of referencing a paper catalog or an online catalog, I prefer . . .*

	Paper	Online	Not Sure
18-24	42.7%	43.82%	13.48%
25-34	48.67%	32.74%	18.58%
35-44	44.55%	29.09%	26.36%
45-54	52.27%	23.86%	23.86%

*When provided the choice a viewing a class schedule online, or reading a printed schedule, I would prefer . . .*

	Online	Printed	Not Sure
18-24	38.2%	44.94%	16.85%
25-34	29.2%	46.9%	23.89%
35-44	25.45%	40.91%	33.64%
45-54	26.14%	42.05%	31.82%

*What city do you live in?*

	Lemoore	Coalinga	Avenal	Mendota	Huron	Firebaugh	San Joaquin	Other
18-24	20.45%	14.77%	13.64%	17.05%	9.09%	7.95%	5.68%	11.36%
25-34	35.4%	17.7%	15.04%	3.54%	9.73%	8.85%	2.65%	7.08%
35-44	22.73%	21.82%	10.91%	13.64%	6.36%	9.09%	6.36%	9.09%
45-54	29.07%	20.93%	13.95%	10.47%	5.81%	6.98%	3.49%	9.3%



Would you say your computer skills are . . .

***Are you male or female?***

	Male	Female
Expert	42.86%	57.14%
Advanced	41.94%	58.06%
Intermediate	48.34%	51.66%
Beginner	43.84%	56.16%
None	55.91%	44.09%

***What age group best describes you?***

	18-24	25-34	35-44	45-54
Expert	33.33%	33.33%	19.05%	14.29%
Advanced	20.97%	38.71%	27.42%	12.9%
Intermediate	28.48%	27.15%	23.18%	21.19%
Beginner	21.92%	26.03%	24.66%	27.4%
None	10.75%	23.66%	38.71%	26.88%

***Are you Caucasian, Hispanic, African-American, Asian or other?***

	Caucasian	Hispanic	A-A	Asian	Other
Expert	71.43%	23.81%	0%	4.76%	0%
Advanced	56.45%	29.03%	8.06%	3.23%	3.23%
Intermediate	47.68%	39.07%	5.96%	6.62%	0.66%
Beginner	47.95%	43.84%	2.74%	5.48%	0%
None	34.41%	51.61%	4.3%	8.6%	1.08%

***Do you have a computer at home with access to the Internet?***

	Yes	No
Expert	85.71%	14.29%
Advanced	75.81%	24.19%
Intermediate	71.52%	28.48%
Beginner	45.21%	54.79%
None	13.98%	86.02%

***How often do you access the Internet?***

	Once+	Daily	Few Days	Once Week	Few Weeks	Once Month	Never
Expert	27.78%	55.56%	16.67%	0%	0%	0%	0%
Advanced	29.79%	53.19%	10.64%	6.38%	0%	0%	0%
Intermediate	21.3%	42.59%	23.15%	6.48%	0.93%	4.63%	0.93%
Beginner	9.09%	24.24%	12.12%	27.27%	3.03%	12.12%	12.12%
None	0%	9.09%	9.09%	0%	0%	36.36%	45.45%

***What activities are you comfortable with doing online? (pick all that apply)***

	Searching	Shopping	E-Mail	Games	Classes	Account Info	Personal	Other	None
Expert	16.36%	14.55%	15.45%	11.82%	9.09%	13.64%	12.73%	6.36%	0%
Advanced	18.95%	12.75%	18.63%	11.11%	10.46%	12.42%	11.11%	4.25%	0.33%
Intermediate	20.73%	12.92%	19.78%	12.28%	8.77%	10.69%	9.73%	4.15%	0.96%
Beginner	22.22%	10.67%	16.44%	14.22%	8.89%	8%	7.11%	8.44%	4%
None	13.33%	3.81%	4.76%	7.62%	4.76%	1.9%	0.95%	3.81%	59.05%

---

***Do you or anyone in your family attend West Hills Community College?***

	Yes	No	Not Sure
Expert	28.57%	66.67%	4.76%
Advanced	29.03%	70.97%	0%
Intermediate	33.77%	64.9%	1.32%
Beginner	34.25%	64.38%	1.37%
None	13.98%	80.65%	5.38%

---

***Do you or anyone in your family plan on attending West Hills Community College anytime soon?***

	Yes	No	Not Sure
Expert	66.67%	33.33%	0%
Advanced	50%	46.77%	3.23%
Intermediate	36.42%	46.36%	17.22%
Beginner	31.51%	58.9%	9.59%
None	16.13%	74.19%	9.68%

---

*When provided the choice of completing an application online or using a paper form, I prefer . . .*

	Online	Paper Form	Not Sure
Expert	85.71%	9.52%	4.76%
Advanced	72.58%	20.97%	6.45%
Intermediate	50.99%	35.76%	13.25%
Beginner	26.03%	57.53%	16.44%
None	3.23%	46.24%	50.54%

*When offered a choice of referencing a paper catalog or an online catalog, I prefer . . .*

	Paper	Online	Not Sure
Expert	28.57%	71.43%	0%
Advanced	33.87%	61.29%	4.84%
Intermediate	51.66%	35.76%	12.58%
Beginner	61.64%	20.55%	17.81%
None	40.86%	7.53%	51.61%

*When provided the choice a viewing a class schedule online, or reading a printed schedule, I would prefer . . .*

	Online	Printed	Not Sure
Expert	47.62%	47.62%	4.76%
Advanced	51.61%	37.1%	11.29%
Intermediate	38.41%	45.03%	16.56%
Beginner	15.07%	60.27%	24.66%
None	7.53%	32.26%	60.22%

***What city do you live in?***

	Lemoore	Coalinga	Avenal	Mendota	Huron	Firebaugh	San Joaquin	Other
Expert	61.9%	19.05%	0%	4.76%	9.52%	0%	4.76%	0%
Advanced	41.94%	24.19%	8.06%	3.23%	4.84%	3.23%	4.84%	9.68%
Intermediate	27.33%	24%	12.67%	9.33%	2.67%	10.67%	2.67%	10.67%
Beginner	22.22%	12.5%	18.06%	11.11%	12.5%	11.11%	6.94%	5.56%
None	13.04%	11.96%	17.39%	19.57%	14.13%	7.61%	5.43%	10.87%



Are you Caucasian, Hispanic, African-American, Asian or other?

***Are you male or female?***

	Male	Female
Caucasian	46.56%	53.44%
Hispanic	43.83%	56.17%
A-A	80%	20%
Asian	60%	40%
Other	50%	50%

***What age group best describes you?***

	18-24	25-34	35-44	45-54
Caucasian	17.99%	24.87%	32.8%	24.34%
Hispanic	30.25%	32.72%	16.67%	20.37%
A-A	10%	25%	30%	35%
Asian	16%	24%	56%	4%
Other	0%	50%	25%	25%

***Do you have a computer at home with access to the Internet?***

	Yes	No
Caucasian	68.78%	31.22%
Hispanic	41.36%	58.64%
A-A	55%	45%
Asian	36%	64%
Other	50%	50%

***How often do you access the Internet?***

	Once+	Daily	Few Days	Once Week	Few Weeks	Once Month	Never
Caucasian	26.56%	42.19%	16.41%	6.25%	0.78%	3.91%	3.91%
Hispanic	11.94%	37.31%	20.9%	13.43%	1.49%	8.96%	5.97%
A-A	18.18%	54.55%	9.09%	0%	0%	9.09%	9.09%
Asian	11.11%	55.56%	0%	22.22%	0%	11.11%	0%
Other	0%	0%	100%	0%	0%	0%	0%

***Would you say your computer skills are . . .***

	Expert	Advanced	Intermediate	Beginner	None
Caucasian	7.94%	18.52%	38.1%	18.52%	16.93%
Hispanic	3.09%	11.11%	36.42%	19.75%	29.63%
A-A	0%	25%	45%	10%	20%
Asian	4%	8%	40%	16%	32%
Other	0%	50%	25%	0%	25%

***What activities are you comfortable with doing online? (pick all that apply)***

	Searching	Shopping	E-Mail	Games	Classes	Account Info	Personal	Other	None
Caucasian	20%	13.08%	19.25%	10.53%	7.67%	11.13%	10.23%	4.36%	3.76%
Hispanic	19.63%	11.11%	15.56%	12.96%	10%	8.89%	7.41%	6.67%	7.78%
A-A	21.88%	10.94%	17.19%	14.06%	10.94%	9.38%	10.94%	0%	4.69%
Asian	16.67%	10%	15.56%	14.44%	10%	11.11%	11.11%	3.33%	7.78%
Other	14.29%	7.14%	21.43%	14.29%	7.14%	14.29%	7.14%	7.14%	7.14%

***Do you or anyone in your family attend West Hills Community College?***

	Yes	No	Not Sure
Caucasian	25.93%	71.96%	2.12%
Hispanic	31.48%	66.67%	1.85%
A-A	30%	65%	5%
Asian	28%	68%	4%
Other	0%	100%	0%

***Do you or anyone in your family plan on attending West Hills Community College anytime soon?***

	Yes	No	Not Sure
Caucasian	33.33%	57.14%	9.52%
Hispanic	37.04%	48.77%	14.2%
A-A	30%	60%	10%
Asian	32%	64%	4%
Other	25%	75%	0%

*When provided the choice of completing an application online or using a paper form, I prefer . . .*

	Online	Paper Form	Not Sure
Caucasian	47.62%	33.86%	18.52%
Hispanic	32.72%	45.68%	21.6%
A-A	50%	25%	25%
Asian	28%	36%	36%
Other	50%	50%	0%

*When offered a choice of referencing a paper catalog or an online catalog, I prefer . . .*

	Paper	Online	Not Sure
Caucasian	51.32%	31.75%	16.93%
Hispanic	46.3%	29.63%	24.07%
A-A	25%	55%	20%
Asian	36%	32%	32%
Other	50%	50%	0%

*When provided the choice a viewing a class schedule online, or reading a printed schedule, I would prefer . . .*

	Online	Printed	Not Sure
Caucasian	30.16%	46.56%	23.28%
Hispanic	27.16%	44.44%	28.4%
A-A	50%	30%	20%
Asian	24%	36%	40%
Other	25%	0%	75%

*What city do you live in?*

	Lemoore	Coalinga	Avenal	Mendota	Huron	Firebaugh	San Joaquin	Other
Caucasian	36.7%	25%	6.91%	5.32%	5.85%	7.98%	5.85%	6.38%
Hispanic	15.63%	14.37%	19.38%	15.63%	8.13%	10.63%	2.5%	13.75%
A-A	40%	5%	10%	5%	25%	0%	10%	5%
Asian	16%	8%	28%	28%	8%	4%	4%	4%
Other	50%	50%	0%	0%	0%	0%	0%	0%



What city do you live in?

*Are you male or female?*

	Male	Female
Lemoore	42.59%	57.41%
Coalinga	44%	56%
Avenal	52.83%	47.17%
Mendota	62.79%	37.21%
Huron	64.52%	35.48%
Firebaugh	39.39%	60.61%
San Joaquin	61.11%	38.89%
Other	33.33%	66.67%

***What age group best describes you?***

	18-24	25-34	35-44	45-54
Lemoore	16.67%	37.04%	23.15%	23.15%
Coalinga	17.33%	26.67%	32%	24%
Avenal	22.64%	32.08%	22.64%	22.64%
Mendota	34.88%	9.3%	34.88%	20.93%
Huron	25.81%	35.48%	22.58%	16.13%
Firebaugh	21.21%	30.3%	30.3%	18.18%
San Joaquin	27.78%	16.67%	38.89%	16.67%
Other	27.78%	22.22%	27.78%	22.22%

***Are you Caucasian, Hispanic, African-American, Asian or other?***

	Caucasian	Hispanic	A-A	Asian	Other
Lemoore	63.89%	23.15%	7.41%	3.7%	1.85%
Coalinga	62.67%	30.67%	1.33%	2.67%	2.67%
Avenal	24.53%	58.49%	3.77%	13.21%	0%
Mendota	23.26%	58.14%	2.33%	16.28%	0%
Huron	35.48%	41.94%	16.13%	6.45%	0%
Firebaugh	45.45%	51.52%	0%	3.03%	0%
San Joaquin	61.11%	22.22%	11.11%	5.56%	0%
Other	33.33%	61.11%	2.78%	2.78%	0%

***Do you have a computer at home with access to the Internet?***

	Yes	No
Lemoore	75%	25%
Coalinga	70.67%	29.33%
Avenal	49.06%	50.94%
Mendota	25.58%	74.42%
Huron	22.58%	77.42%
Firebaugh	48.48%	51.52%
San Joaquin	44.44%	55.56%
Other	47.22%	52.78%

***How often do you access the Internet?***

	Once+	Daily	Few Days	Once Week	Few Weeks	Once Month	Never
Lemoore	33.33%	40.74%	14.81%	6.17%	0%	2.47%	2.47%
Coalinga	20.75%	43.4%	20.75%	7.55%	1.89%	5.66%	0%
Avenal	11.54%	38.46%	11.54%	23.08%	0%	7.69%	7.69%
Mendota	0%	20%	10%	20%	0%	30%	20%
Huron	0%	50%	33.33%	0%	0%	16.67%	0%
Firebaugh	12.5%	43.75%	18.75%	6.25%	0%	12.5%	6.25%
San Joaquin	0%	50%	25%	0%	12.5%	0%	12.5%
Other	11.76%	47.06%	23.53%	5.88%	0%	0%	11.76%

***Would you say your computer skills are . . .***

	Expert	Advanced	Intermediate	Beginner	None
Lemoore	12.04%	24.07%	37.96%	14.81%	11.11%
Coalinga	5.33%	20%	48%	12%	14.67%
Avenal	0%	9.43%	35.85%	24.53%	30.19%
Mendota	2.33%	4.65%	32.56%	18.6%	41.86%
Huron	6.45%	9.68%	12.9%	29.03%	41.94%
Firebaugh	0%	6.06%	48.48%	24.24%	21.21%
San Joaquin	5.56%	16.67%	22.22%	27.78%	27.78%
Other	0%	16.67%	44.44%	11.11%	27.78%

***What activities are you comfortable with doing online? (pick all that apply)***

	Searching	Shopping	E-Mail	Games	Classes	Account Info	Personal	Other	None
Lemoore	19.1%	14.61%	16.85%	11.01%	8.76%	12.36%	9.89%	4.04%	3.37%
Coalinga	19.39%	12.93%	21.67%	9.89%	7.22%	10.27%	10.27%	4.94%	3.42%
Avenal	18.72%	8.02%	17.65%	12.3%	11.23%	8.56%	9.63%	6.95%	6.95%
Mendota	20.66%	9.92%	16.53%	14.88%	11.57%	7.44%	6.61%	2.48%	9.92%
Huron	18.67%	10.67%	13.33%	13.33%	6.67%	10.67%	6.67%	6.67%	13.33%

Firebaugh	21.1%	10.09%	17.43%	13.76%	7.34%	8.26%	8.26%	9.17%	4.59%
San Joaquin	27.5%	10%	15%	15%	10%	7.5%	7.5%	0%	7.5%

***Do you or anyone in your family attend West Hills Community College?***

	Yes	No	Not Sure
Lemoore	17.59%	80.56%	1.85%
Coalinga	38.67%	57.33%	4%
Avenal	37.74%	58.49%	3.77%
Mendota	30.23%	67.44%	2.33%
Huron	22.58%	77.42%	0%
Firebaugh	30.3%	69.7%	0%
San Joaquin	27.78%	66.67%	5.56%
Other	22.22%	77.78%	0%

***Do you or anyone in your family plan on attending West Hills Community College anytime soon?***

	Yes	No	Not Sure
Lemoore	33.33%	57.41%	9.26%
Coalinga	42.67%	49.33%	8%
Avenal	35.85%	43.4%	20.75%
Mendota	27.91%	65.12%	6.98%
Huron	35.48%	61.29%	3.23%
Firebaugh	45.45%	39.39%	15.15%
San Joaquin	27.78%	66.67%	5.56%
Other	19.44%	61.11%	19.44%

***When provided the choice of completing an application online or using a paper form, I prefer. . .***

	Online	Paper Form	Not Sure
Lemoore	54.63%	31.48%	13.89%
Coalinga	49.33%	28%	22.67%
Avenal	28.3%	39.62%	32.08%
Mendota	23.26%	51.16%	25.58%
Huron	29.03%	35.48%	35.48%
Firebaugh	30.3%	57.58%	12.12%
San Joaquin	44.44%	33.33%	22.22%

***When offered a choice of referencing a paper catalog or an online catalog, I prefer . . .***

	Paper	Online	Not Sure
Lemoore	44.44%	44.44%	11.11%
Coalinga	50.67%	30.67%	18.67%
Avenal	37.74%	26.42%	35.85%
Mendota	51.16%	25.58%	23.26%
Huron	35.48%	29.03%	35.48%
Firebaugh	57.58%	33.33%	9.09%
San Joaquin	44.44%	27.78%	27.78%

***When provided the choice a viewing a class schedule online, or reading a printed schedule, I would prefer . . .***

	Online	Printed	Not Sure
Lemoore	36.11%	42.59%	21.3%
Coalinga	36%	37.33%	26.67%
Avenal	28.3%	37.74%	33.96%
Mendota	18.6%	44.19%	37.21%
Huron	12.9%	48.39%	38.71%
Firebaugh	30.3%	54.55%	15.15%
San Joaquin	33.33%	38.89%	27.78%
Other	25%	52.78%	22.22%



Do you or anyone in your family attend West Hills Community College?

***Are you male or female?***

	Male	Female
Yes	49.56%	50.44%
No	46.76%	53.24%
Not Sure	66.67%	33.33%

***What age group best describes you?***

	18-24	25-34	35-44	45-54
Yes	29.2%	25.66%	23.01%	22.12%
No	19.78%	28.42%	29.5%	22.3%
Not Sure	11.11%	55.56%	22.22%	11.11%

***Are you Caucasian, Hispanic, African-American, Asian or other?***

	Caucasian	Hispanic	A-A	Asian	Other
Yes	43.36%	45.13%	5.31%	6.19%	0%
No	48.92%	38.85%	4.68%	6.12%	1.44%
Not Sure	44.44%	33.33%	11.11%	11.11%	0%

---

***Do you have a computer at home with access to the Internet?***

	Yes	No
Yes	63.72%	36.28%
No	52.16%	47.84%
Not Sure	22.22%	77.78%

---

***How often do you access the Internet?***

	Once+	Daily	Few Days	Once Week	Few Weeks	Once Month	Never
Yes	26.39%	36.11%	20.83%	5.56%	0%	6.94%	4.17%
No	18.18%	44.06%	16.08%	9.79%	1.4%	5.59%	4.9%
Not Sure	0%	50%	0%	50%	0%	0%	0%

---

***Would you say your computer skills are . . .***

	Expert	Advanced	Intermediate	Beginner	None
Yes	5.31%	15.93%	45.13%	22.12%	11.5%
No	5.04%	15.83%	35.25%	16.91%	26.98%
Not Sure	11.11%	0%	22.22%	11.11%	55.56%

---

***What activities are you comfortable with doing online? (pick all that apply)***

	Searching	Shopping	E-Mail	Games	Classes	Account Info	Personal	Other	None
Yes	21.38%	10.34%	18.85%	11.72%	11.03%	9.66%	9.89%	5.29%	1.84%
No	18.7%	12.86%	17.08%	12.11%	7.89%	10.59%	8.86%	4.97%	6.92%
Not Sure	30.77%	0%	0%	7.69%	7.69%	0%	7.69%	0%	46.15%

***Do you or anyone in your family plan on attending West Hills Community College anytime soon?***

	Yes	No	Not Sure
Yes	69.03%	23.01%	7.96%
No	21.22%	68.71%	10.07%
Not Sure	11.11%	11.11%	77.78%

***When provided the choice of completing an application online or using a paper form, I prefer. . .***

	Online	Paper Form	Not Sure
Yes	54.87%	35.4%	9.73%
No	35.61%	40.29%	24.1%
Not Sure	11.11%	22.22%	66.67%

***When offered a choice of referencing a paper catalog or an online catalog, I prefer . . .***

	Paper	Online	Not Sure
Yes	51.33%	34.51%	14.16%
No	46.04%	32.01%	21.94%
Not Sure	22.22%	11.11%	66.67%

***When provided the choice a viewing a class schedule online, or reading a printed schedule, I would prefer . . .***

	Online	Printed	Not Sure
Yes	40.71%	45.13%	14.16%
No	25.54%	43.88%	30.58%
Not Sure	11.11%	22.22%	66.67%

***What city do you live in?***

	Lemoore	Coalinga	Avenal	Mendota	Huron	Firebaugh	San Joaquin	Other
Yes	17.12%	26.13%	18.02%	11.71%	6.31%	9.01%	4.5%	7.21%
No	31.41%	15.52%	11.19%	10.47%	8.66%	8.3%	4.33%	10.11%
Not Sure	22.22%	33.33%	22.22%	11.11%	0%	0%	11.11%	0%