



OmniTrak Group Inc.

PEOPLE'S PULSE (WINTER 2015)

P-20 EDUCATION

(N=700 Hawaii Residents)

January 6, 2015

Hello, I'm ___ from OmniTrak Group, Inc., a professional research company in Honolulu. We are doing a short survey (this morning/afternoon/evening) about issues in Hawaii and I'd like to ask you a few questions if I may.

F1a. Thinking about the job market, either today or in the future, do you feel a 2- or 4-year college degree is an absolute necessity to get, helpful but not a necessity, or not necessary?

	<u>SUMMER '14</u>	<u>WINTER '15</u>
Absolutely a necessity to get.....	40%	40%
Helpful but not a necessity	42	45
Not necessary	15	13
[DON'T KNOW]	3	2

F1b. Why do you say **[ABSOLUTE A NECESSITY]**? Please elaborate. (N=280)

	<u>SUMMER '14</u>	<u>WINTER '15</u>
BETTER OPPORTUNITIES (NET)	67%	84%↑
Able to compete for jobs	11	29↑
Better job	16	15
Better pay	15	15
Many / better opportunities.....	6	9
Preferred candidate for the job.....	8	7
More jobs available to you	7	5
Ability to advance	2	4
MORE KNOWLEDGE IS HELPFUL (NET)	36	34
More knowledge is good	9	10
Employers looks for college degrees	7	7
A degree needed for chosen career or profession	8	6
More knowledge is helpful/needed	5	5
Technical knowledge is in demand	4	5
Continued education shows you are committed	1	1
Many with degrees can't find jobs.....	2	2
The cost of college is too high.....	1	1
I have a college degree.....	4	1
DEGREE IS NOT NEEDED (NET)	--	1
Some jobs do not require a degree.....	--	1
A degree is not needed in chosen profession.....	--	<1
Real life experience/skills more practical	2	--
It's not your education, it's who you know.....	1	1
I do not have a college degree.....	1	<1
College is useless	--	1
A person can succeed without a degree.....	1	<1
Dependent on the economy	1	1
Depends on the attitude/personality of student.....	1	<1
Trade/vocational education is better	1	<1
Other reasons.....	1	1
[DON'T KNOW]	2	1
(Bases =)	(279)	(280)

(Sum totals may exceed 100% due to multiple responses)

F1b. Why do you say **[HELPFUL BUT NOT A NECESSITY]**? Please elaborate. (N=312)

	<u>SUMMER '14</u>	<u>WINTER '15</u>
BETTER OPPORTUNITIES (NET)	25%	34%
Better jobs	5	10
Able to compete for jobs	1	6↑
Better pay	6	6
Many / better opportunities.....	5	5
More jobs available to you	4	3
Preferred candidate for the job.....	4	2
Ability to advance	--	2
DEGREE NOT NEEDED FOR PROFESSION (NET)	24	24
Some jobs do not require a degree.....	24	19
Degree not needed in chosen profession	--	5
Military does not require a degree	<1	<1
MORE KNOWLEDGE IS HELPFUL (NET).....	16	20
More knowledge is helpful/needed	5	5
A degree is needed for chosen career or profession.....	5	5
Continued education shows you are committed	2	2
Employers look for college degree.....	1	4
More knowledge is good	2	4
Technical knowledge is in demand	1	<1
Many with degrees can't find jobs.....	9	10
Real life experience/skills more practical	5	8
The cost of college is too high.....	6	7
Trade/vocational education is better	7	6
A person can succeed without a degree.....	19	6↓
Depends on attitude/personality of student.....	1	4
You end up in a different job than your degree.....	--	4
I have a college degree.....	1	4
It's not your education or skills, it's who you know	4	4
Dependent on the economy	<1	3
I do not have a college degree.....	2	2
College is useless/does not fulfill promises	1	<1
Other reasons.....	1	2
[DON'T KNOW]	5	1↓
(Bases =)	(295)	(312)

(Sum totals may exceed 100% due to multiple responses)

F1b. Why do you say **[NOT NECESSARY]**? Please elaborate. (N=91)

	<u>SUMMER '14</u>	<u>WINTER '15</u>
DEGREE NOT NEEDED FOR PROFESSION (NET)	19%	25
Some jobs do not require a degree.....	--	20
Military does not require a degree	--	3
Degree not needed in chosen profession	19	2
Many with degrees can't find jobs	25	23
The cost of college is too high.....	8	13
You end up in a different job than your degree.....	--	11
Trade/vocational education is better	--	11
It's not your education, it's who you know.....	8	8
Depends on attitude/personality of student.....	3	8
Real life experience/skills more practical	6	7
A person can succeed without a degree.....	21	7↓
MORE KNOWLEDGE IS HELPFUL (NET).....	4	6
A degree is needed for chosen career or profession.....	2	5
More knowledge is helpful/needed	<1	1
I did not have a college degree	5	6
BETTER OPPORTUNITIES (NET)	1	5
Preferred candidate for the job.....	--	3
Able to compete for jobs	--	1
Better pay	--	1
Ability to advance	--	<1
Many/better opportunities.....	1	--
Dependent on the economy	1	4
College is useless/does not fulfill promises	6	3
I have a college degree.....	--	2
Other reasons.....	<1	1
[DON'T KNOW]	1	<1
(Bases =)	(102)	(91)

(Sum totals may exceed 100% due to multiple responses)

F2a. Have you heard that Hawaii has an education goal set for the year 2025?

	<u>SUMMER '14</u>	<u>WINTER '15</u>
Yes	30%	25%
No.....	67	73
[DON'T KNOW]	3	2

[IF YES, HEARD OF EDUCATION GOAL, ASK:]

F2b. What is the goal set by the state of Hawaii for 2025? What have you heard about this?

	<u>SUMMER '14</u>	<u>WINTER '15</u>
INCREASE THE NUMBER OF GRADUATES (NET).....	15%	18%
More college graduates.....	10	13
More high school graduates.....	2	3
Increase number of graduates.....	2	2
55 by 25 / 55 by 2025.....	33	14↓
Get more people educated.....	--	13
Improve quality of education//raise standards.....	9	11
Have students be college-ready.....	7	3
Encourage early education.....	6	3
Nothing / goal not possible.....	<1	2
Implement "common core".....	1	2
Unaware.....	11	1↓
Improve technological education.....	--	1
Have students be career ready.....	1	1
Tuition decrease.....	1	<1
Lower unemployment.....	1	<1
Other reasons.....	1	5
[DON'T KNOW/REFUSED].....	26	28
(Bases =)	(210)	(175)

(Sum totals may exceed 100% due to multiple responses)

ASK ALL:

F3. What would motivate you to pursue a community college or 4-year college degree for your children?

	<u>SUMMER '14</u>	<u>WINTER '15</u>
BETTER LIFE (NET).....	16%	20%
Better opportunities/better life/better future.....	11	16↑
Knowledge and wisdom gained.....	5	4
Positive personal experience.....	1	1
BETTER CAREER CHOICES (NET).....	19	17
Availability of jobs.....	5	6
Better jobs.....	13	6
Better pay.....	1	4↑
Better career choices.....	<1	2↑
COST (NET).....	11	16↑
Cost/affordability.....	7	10
Improved financial aid, scholarships or loans.....	4	6
PROGRAMS AVAILABLE (NET).....	11	12
Good program/curriculum offered and available.....	5	8
Quality education offered.....	3	3
Programs/curriculum available.....	<1	1↑
Degree(s) offered.....	1	<1↓
Trade/technical curriculum offered.....	1	<1
My child's motivation for college/career goals.....	9	10
UNIVERSITY OPTIONS (NET).....	5	7
School logistics (location, costs, transportation).....	4	3
Reputation of the facility.....	1	3
Easier application process.....	1	1
College/University options.....	--	<1
No motivation needed/belief in importance of college.....	14	6↓
Not applicable to me.....	2	3
Economic conditions.....	11	2
Nothing would motivate me.....	2	1
Flexible college/university schedule (hours, years).....	2	<1↓
Other reasons.....	3	3
[DON'T KNOW/REFUSED].....	22	18

(Sum totals may exceed 100% due to multiple responses)

[DEMOGRAPHICS]

D1. What is your ethnic identification? **(IF MORE THAN ONE:)** With which do you identify the most?

Hawaiian/part Hawaiian	22%
Caucasian	21
Japanese	17
Filipino	12
Mixed	6
Chinese	5
Hispanic.....	3
Other Polynesian.....	3
Other Asian	2
Portuguese	1
Korean.....	1
Samoa.....	1
Native American.....	1
African American.....	<1
REFUSED	4

D2. What was your age on your last birthday?

18 - 34	30%
35 - 44	15
45 - 54	15
55+	34
REFUSED	6
MEAN	46.8

D3. Which of the following broad categories includes your household's total annual income from all sources before taxes for 2013? Just stop me when I come to the correct category?

Less than \$15,000.....	3%
\$15,000 but less than \$25,000	6
\$25,000 but less than \$35,000	9
\$35,000 but less than \$50,000.....	14
\$50,000 but less than \$75,000	15
\$75,000 but less than \$100,000.....	12
\$100,000 but less than \$150,000.....	16
\$150,000 and over	7
DON'T KNOW/REFUSED	18

D4. How many years have you lived in Hawaii?

Less than one year.....	1%
One to four years.....	4
Five to nine years	4
10 to 19 years.....	12
20 years or more	28
Born here.....	51
DON'T KNOW/REFUSED	1

D5. What is your marital status?

Single, never married	36%
Married	44
Divorced, separated, widowed.....	18
REFUSED	2

D6. What is the last grade in school you completed?

Less than High School	2%
High School Graduate.....	27
Business/Trade School	2
Some college.....	20
College Grad/Post-Graduate.....	47
REFUSED	2

D7. What kind of main job do you have?

Professional.....	22%
Retired.....	21
Blue collar.....	10
Technical	8
Not employed	8
Service for hotel, restaurant, etc.	5
Administrative/clerical	5
Sales	4
Management	3
Partner/Owner/Proprietor	3
Self-employed	3
White collar.....	3
Homemaker/caregiver.....	2
Military	2
Disabled	1
Chairman/President/CEO.....	<1
Student	<1
DON'T KNOW/REFUSED	2

D8. Are you a government employee? **[N=493 employed]**

State government.....	8%
Federal government.....	4
Country government.....	2
Not government employee	80

D9. Including yourself, how many people are there in your household? **MEAN: 3.4**

D10. How many of those are children under the age of 18? **HOUSEHOLD WITH CHILDREN: 35%**
MEAN CHILDREN (without "zero"): **2.1 children**

D1. Are you or any member of your household a member of a labor union?

Yes	25%
No	75

D12. Do you rent or own your primary residence?

Rent.....	32%
Own	61
Other	6

D13. What is your Gender?

Male	50%
Female	50

These are all the questions I have for you. Thank you and have a nice day.