



# Northland Pioneer College Community Intercept Survey Report

November 1, 2013



**BrandOutlook**

Brand Strategy + Market Research

# PROJECT OVERVIEW

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Established in 1974, Northland Pioneer College (NPC) is a two-year, commuter college with four campuses and five centers located in Northeastern Arizona. The college serves approximately 9,000 students annually in a wide range of programs, including GED preparation, two-year associate degrees, university transfer degrees, technical degrees and certificates, corporate training and small business development, and adult education and personal interest courses.

The Management Team at Northland Pioneer College is seeking to measure awareness and understand perceptions of Northland Pioneer College among residents in seven communities in Navajo County, Arizona.

The results will be used to determine the extent to which the College is achieving its mission, meeting the needs of the communities, to inform the college about its perceived place in the communities, and to address any incorrect or negative perceptions that may be identified.



# METHODOLOGY IMPLICATIONS

Due to restrictions imposed by some of the retailers (e.g., Safeway, Walmart, etc.) at the interview sites, interviewers were required to position themselves at a table and were not allowed to intercept potential respondents beyond a very limited area or in the parking lot. In some cases, they had to wait for potential respondents to approach the table in order to conduct an interview.

There may be some variations in the sample demographics that may be attributed to:

- Restrictions imposed by some of the retailers in regards to the interview radius
- The fact that we stopped providing respondent incentives on October 2nd
  - Respondents in Kayenta, Winslow, Holbrook and a few in Keams Canyon received incentives
  - Respondents in Snowflake, Show Low, Whiteriver and most of those in Keams Canyon did not receive an incentive for participation

Although interviewers worked multiple days in Show Low, participation was low due in part to the lack of incentives, the inability of interviewers to overtly approach potential respondents and inclement weather.

The percentage of Native American respondents was extremely high overall, as high as 98%-100% were Native American in three of the seven locations surveyed (Keams Canyon, Kayenta and White River).



# METHODOLOGY

BrandOutlook’s field operation team of Native American researchers conducted intercept interviews between September 28th and October 8th, 2013. Each interview lasted approximately 5-10 minutes. A total of 705 participants were interviewed across the following seven specified locations:

Survey Location	Completed Interviews
Holbrook	115
Kayenta	115
Winslow	115
Keams Canyon – Polacca	109
Whiteriver	107
Snowflake — Taylor	102
Show Low – Pinetop/Lakeside	42

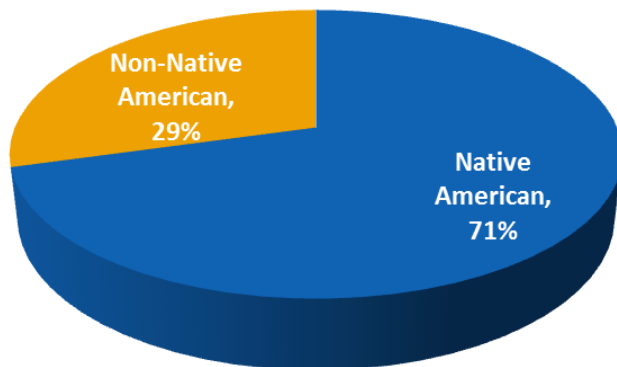


# PARTICIPANTS

In order to gain insights from Northland Pioneer College’s target audiences, participants were screened to ensure they met the following criteria:

- Full time residents of Navajo, Apache or Coconino counties
- Between 18 and 65 years of age
- Self-identify as Native American (minimum 30% of total respondents); see chart below for actual breakout
- Not currently enrolled as a student at NPC
- Not currently employed at NPC

**Respondent Ethnicity**



**Ethnicity by Location**

Location	Native American	Other Ethnicity (Non-Native American)
Keams Canyon	100%	0%
Whiteriver	100%	0%
Kayenta	98%	2%
Winslow	70%	30%
Holbrook	57%	43%
Snowflake/Taylor	17%	83%
Show Low/Lakeside	14%	86%



# EXECUTIVE SUMMARY

## Overall

- 31% of non-Native American respondents had earned an associate's degree or higher, compared to only 14% of Native Americans surveyed.
- Overall, the vast majority of respondents (92%), are not currently enrolled at a college or university. Of those who are enrolled in college, 85% were Native American.
- The most commonly used or potential resources for learning about educational opportunities are word of mouth, search engines and individual college/university websites.
- Overall, 83% of respondents indicated they have an interest in furthering their education. This interest was highest among respondents in the 18-29 age range, Native Americans and women.
- Respondents generally find traditional classroom teaching most appealing, followed by online classes. Audio classes are the least appealing approach to learning overall.
  - Respondents in Kayenta, men and Native Americans expressed the strongest preference for traditional classrooms.
  - In contrast, online classes were most appealing to respondents in Snowflake, women and Non-Native Americans.



# EXECUTIVE SUMMARY

## Overall (continued)

- In deciding which college to attend, the availability of extracurricular activities was most often identified as a key driver overall and across ethnicities. However, living on campus and having a sports team are significantly more important to Native Americans.

## Perceptions of Northland Pioneer College

In general, respondents had very positive opinions of Northland Pioneer College overall.

- When asked in open-ended format what they know or have heard about NPC, 33% of respondents overall did not have enough information to provide a comment.
  - Among those who provided a response, respondents most commonly said that it is close to home or “in my town” (22% of comments). Another 12% of overall comments described the college as a great school that provides a quality education, while 11% referenced affordability/low cost.

# EXECUTIVE SUMMARY

## Perceptions of Northland Pioneer College (continued)

- When rating specific aspects of Northland Pioneer College, ‘overall opinion’ was quite high across all segments (8.3 out of 10), followed closely by ‘quality of education’ (8.2) and ‘variety of classes offered’ (7.3).
  - ‘Overall opinion’ scores were significantly lower among respondents from Keams Canyon (6.9) while respondents in the youngest and oldest age ranges (8.6 for both) were slightly more likely to have a more positive opinion of NPC than those in the middle age ranges.
  - ‘Quality of education’ scores were highest among the youngest (8.5) and oldest (8.4) age groups and significantly lower among respondents in Keams Canyon (6.7).
  - Scores for ‘Variety of classes offered’ were relatively lower among those ages 30-39 (6.7) and significantly lower among Keams Canyon respondents (5.9).





# EXECUTIVE SUMMARY

## Perceptions of Northland Pioneer College (continued)

### Evaluating Northland Pioneer College against Attribute Statements

- Respondents were presented with a series of statements about NPC and asked whether they felt each statement was true or false. In the first series of statements, respondents were most likely to agree that NPC offers ‘a campus or center near me’ (93% agreement overall) and were least likely to feel that there are ‘a variety of classes over the internet’ (43% overall agreement).
- When evaluating the second series of statements, respondents were most likely to agree that the college offers ‘financial aid and scholarships’ (85% overall); and were least likely to agree that NPC offers ‘a range of non-credit personal interest classes’ (48% overall agreement).
- On the final set of statements, respondents were most likely to agree that NPC provides ‘a valuable service in my community’ (78% overall) and offers ‘direct-to-work programs’ (71%).



# EXECUTIVE SUMMARY

## Likelihood to Recommend

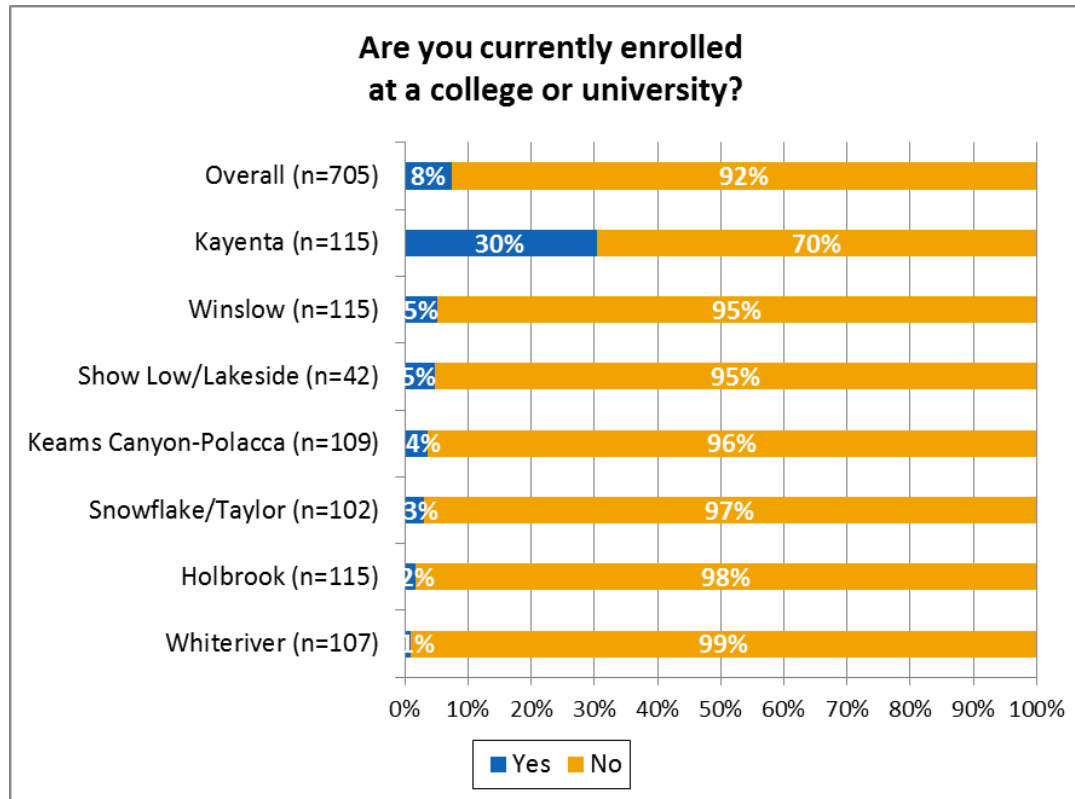
- When asked if they would recommend Northland Pioneer College to friends or family, the overwhelming majority (98%) indicated that they would.
  - Respondents provided open-ended responses supporting their rationale for their willingness to recommend NPC, with the most common mentions being about location (40% of comments), affordability (19%) and the importance of continued education (13%).



# Education Behaviors and Preferences







# COLLEGE ENROLLMENT



- Overall, the vast majority of respondents (92%), are not currently enrolled at a college or university. Of those who are enrolled in college, 85% are Native American.
- With exception of Kayenta, less than 6% of the respondents in each of the other communities are currently enrolled college students. The high percentage of college attendance in Kayenta may be partially due to the large number of respondents under the age of 30 interviewed in that location (64% compared to 41% or lower in other locations). In addition, college enrollment in Kayenta included those attending part-time and those taking online courses.

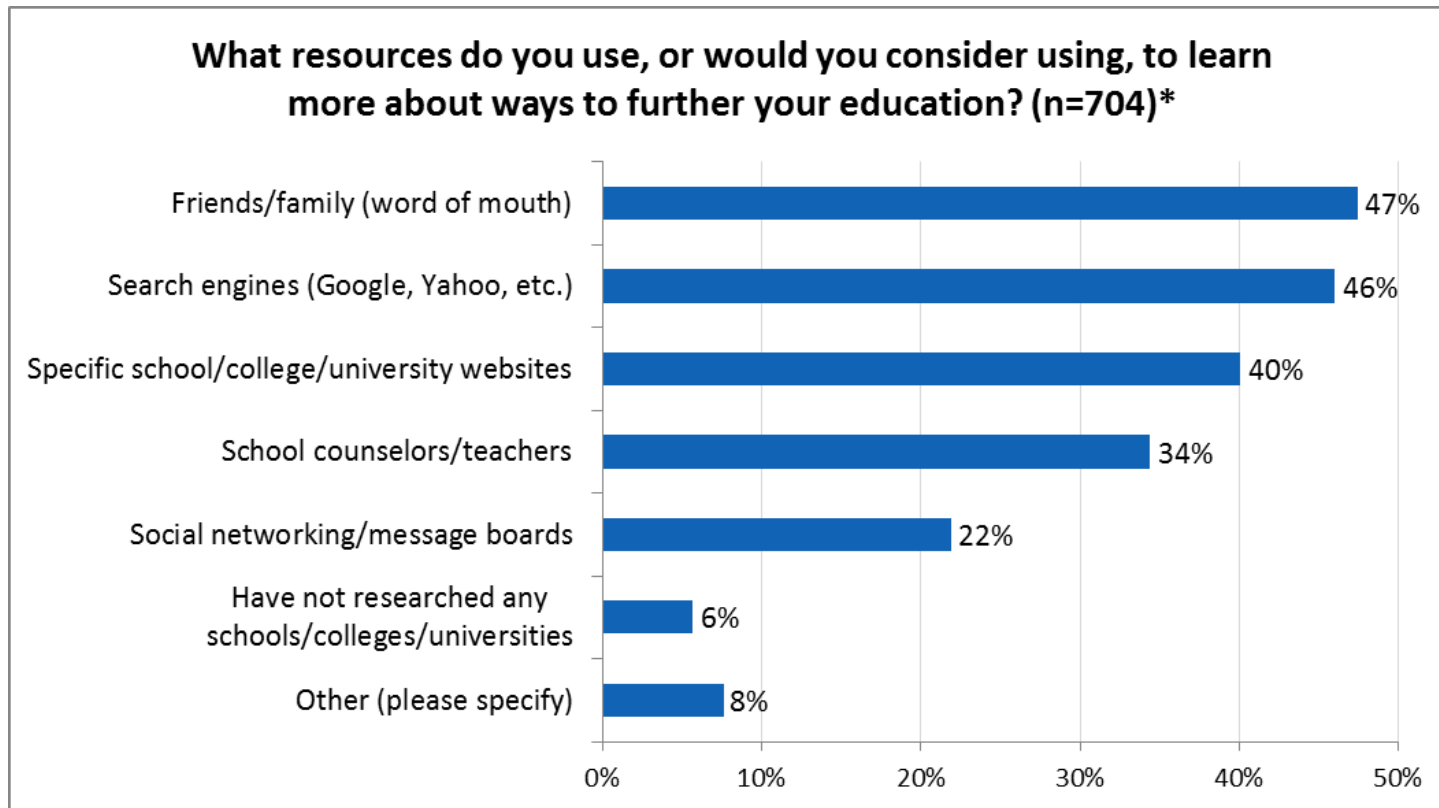


# COLLEGE ENROLLMENT

College or University	Native Americans (n=45)	Non-Native Americans (n=8)
	21	-
	11	-
	4	-
	2	-
Other	7	8

- Of the 53 respondents who indicated they are currently enrolled at a college or university, 21 are attending Diné College, 11 Navajo Technical College, and 4 are going to NAU.
- Some of the other mentions included: ASU, Grand Canyon University, University of Phoenix, Rio Salado and Knox Technical Seminary.

# INFORMATION RESOURCES

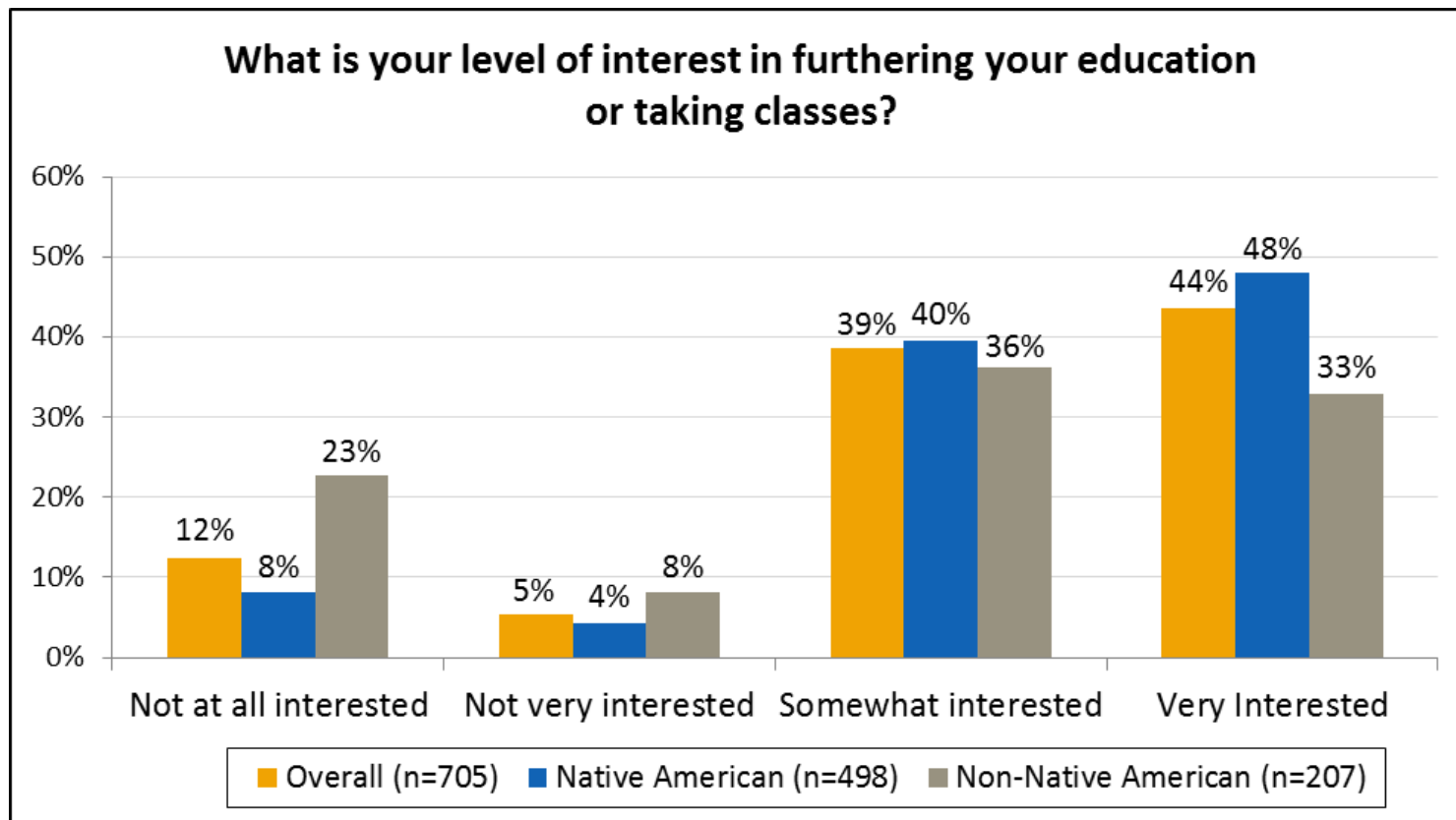


*\*Respondents were allowed to make multiple selections for this question; therefore, the percentages do not add up to 100%.*

- Most commonly, respondents rely on friends/family, search engines and specific college websites to learn more about educational opportunities.
- About a third (34%) reported relying on school counselors or teachers for information (selected most often by respondents from Kayenta and Winslow).
- The most common 'other' mentioned resources included information received at work, advertisements, independent research and direct mail pieces.



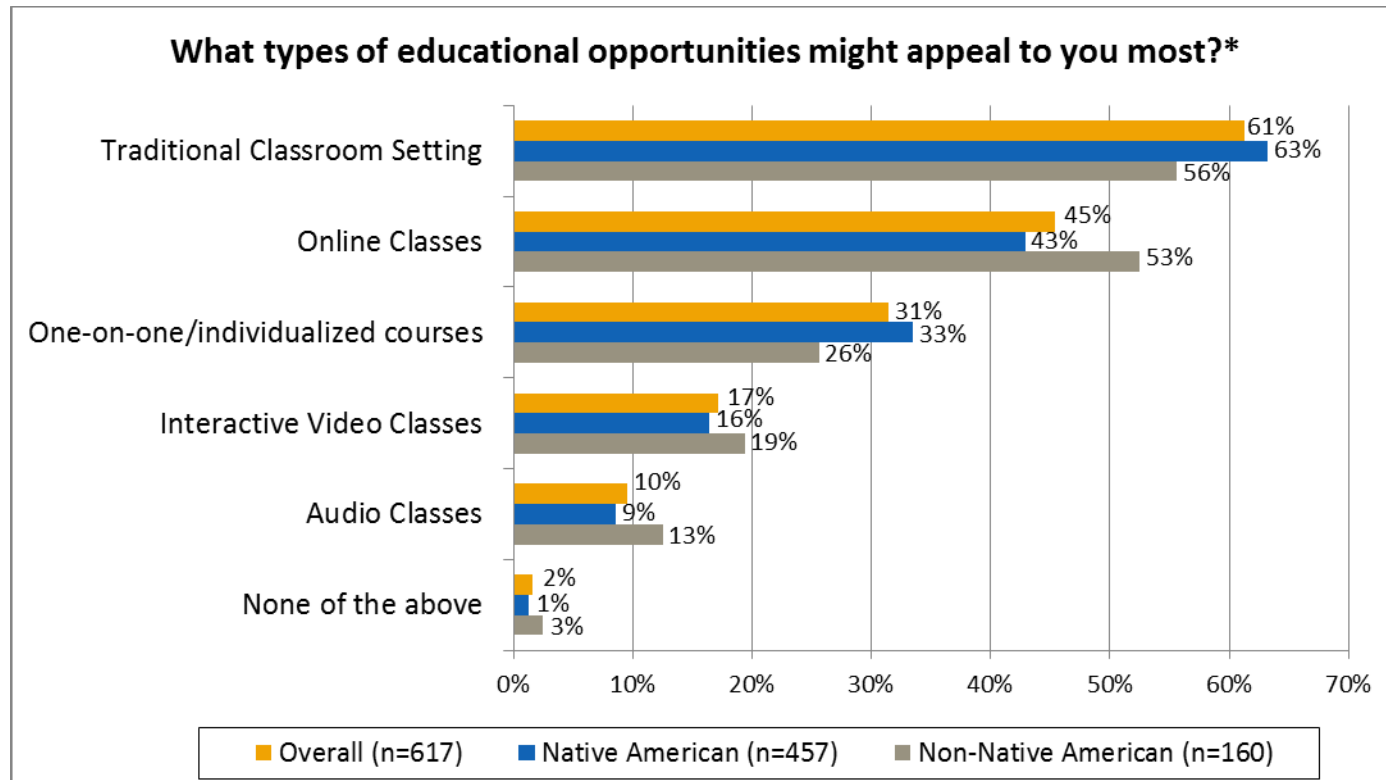
# INTEREST IN FURTHERING EDUCATION



- The majority of respondents overall (83%) indicated an interest in furthering their education; with 44% 'Very Interested' and 39% 'Somewhat Interested.'
- 88% of Native American respondents indicated an interest in advancing their educations; in contrast, only 69% of non-Native American respondents stated their interest in additional education.



# MOST APPEALING LEARNING OPPORTUNITIES



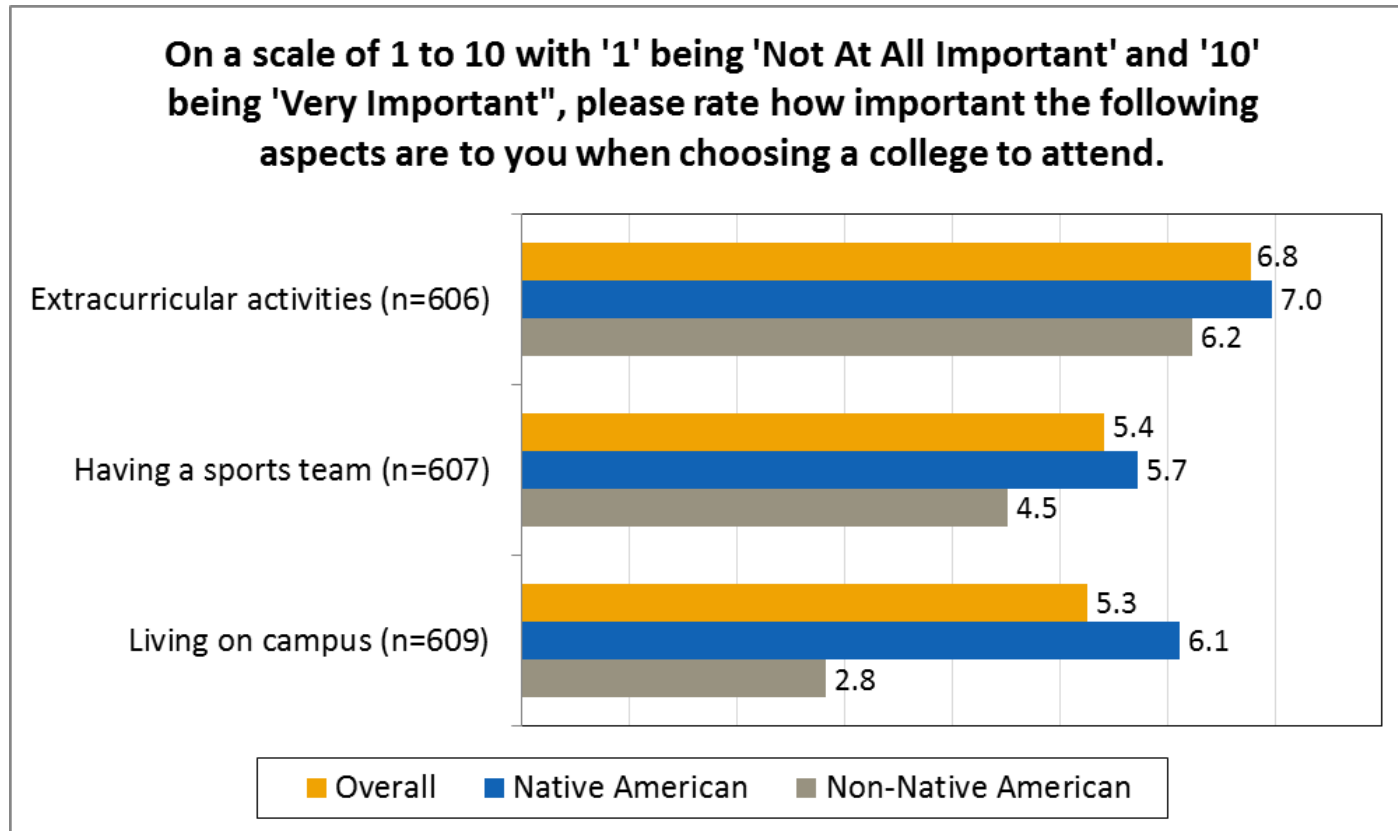
*\*Respondents who answered 'not at all interested' to the furthering their education question were not asked this question. Respondents were allowed to make multiple selections for this question; therefore, the percentages do not add up to 100%.*

- Overall, respondents found traditional classroom teaching most appealing (61%) followed by online classes (45%).
- In addition, online classes were significantly more appealing to non-Native American respondents.
- Audio classes was the least appealing approach to learning, with only 10% of overall respondents indicating a preference for this channel.





# IMPORTANCE OF COLLEGE FEATURES



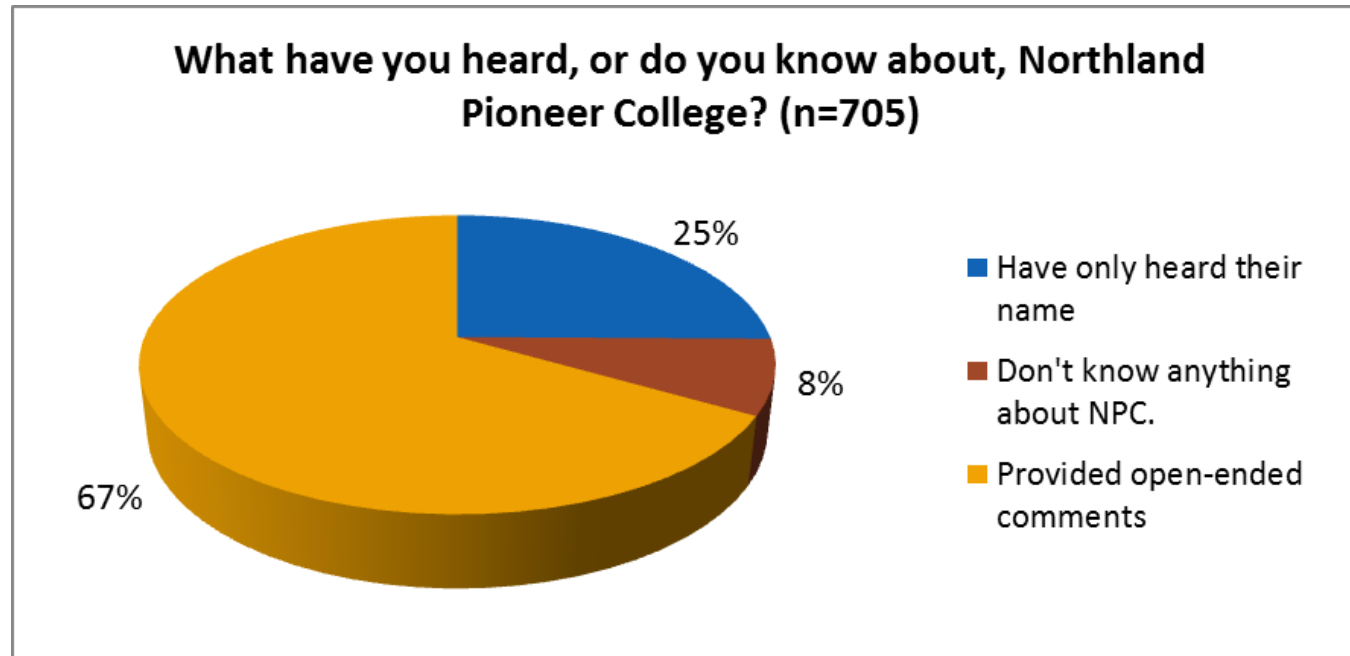
- Extracurricular activities were rated highest on average (6.8 out of 10 overall) and by both Native American respondents and those of other ethnicities.
- Having a sports team and living on campus received very similar ratings overall (5.4 and 5.3 respectively); both of these aspects were somewhat more important to Native American respondents than non-Native Americans.



# Perceptions of Northland Pioneer College



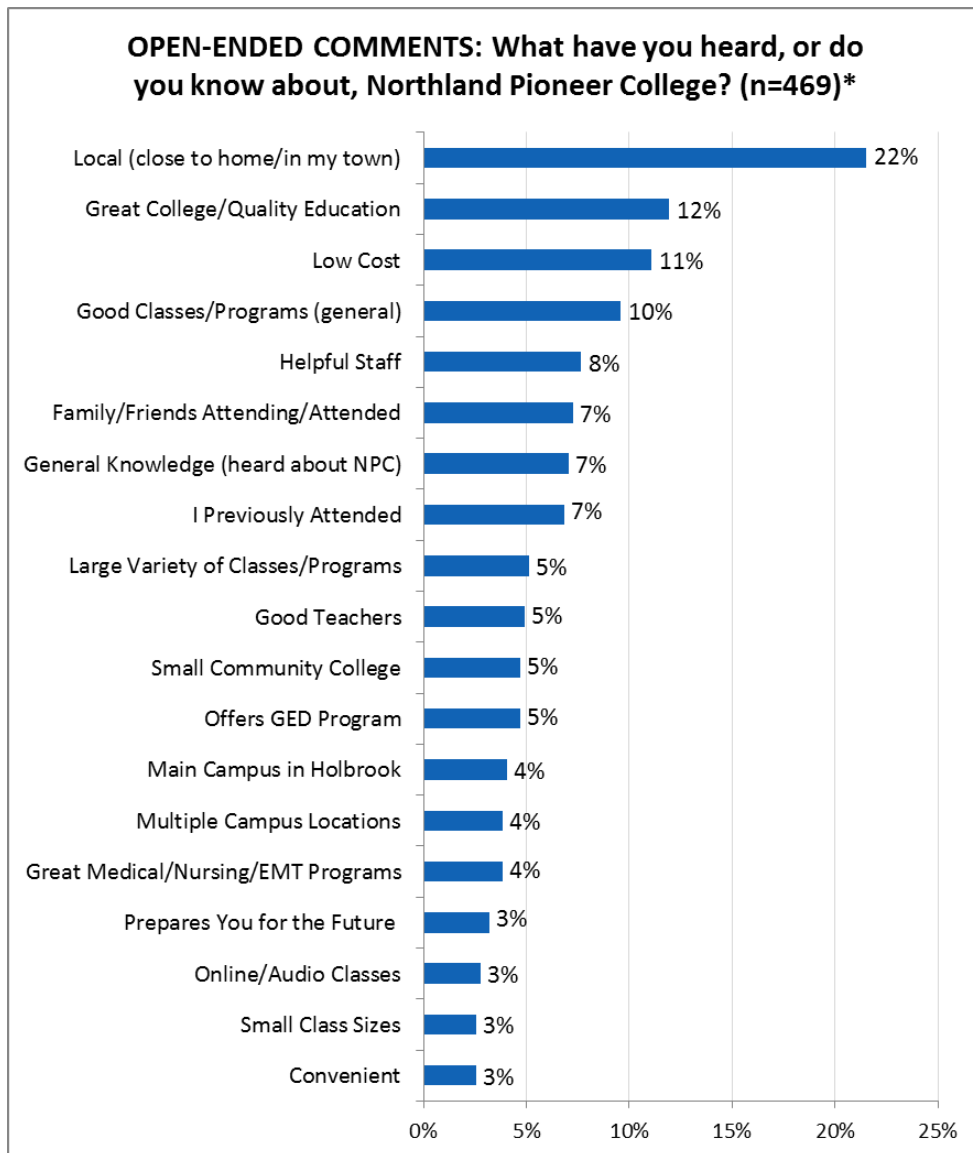
# AWARENESS OF NPC



- When asked what they know or have heard about Northland Pioneer College, 33% of respondents overall didn't have enough knowledge about the college to provide comments; 25% of respondents were only familiar with the name and another 8% stated they didn't know anything about the school.
- However, 67% of respondents provided comments regarding their perceptions of the school (as shown on next slide).



# UNAIDED PERCEPTIONS OF NPC



- When asked in open-ended format what they know or have heard about Northland Pioneer College, respondents most commonly mentioned that it was close to home or in their town (22%).
- Another 12% of overall comments described the college as providing a quality education, 11% mentioned affordability (low cost) and 10% stated the college offered good classes and programs.
- Although there were relatively few negative comments (less than 10% combined), most of them focused on perceived limitations to class availability – times, locations, in-person options, online choices, etc.

*\*Respondents were allowed to make multiple selections for this question; comments with 2% or fewer mentions are not shown.*



# UNAIDED PERCEPTIONS OF NPC

## **Positive Unaided Comments:**

- *“Fairly small classes, great staff, local and good trades.”*
- *“Regionally accredited school, local campus on Hopi nation, small classrooms.”*
- *“GED classes, it's local and a great place to go.”*
- *“Good classes, convenient, local, and variety of classes.”*
- *“Great local college and great medical education.”*
- *“It's a local college and more convenient.”*
- *“It's inexpensive, local, and conveniently located near my home.”*
- *“Low tuition, experienced teachers who are helpful and patient.”*
- *“Lowest tuition college, teachers work well with students, nice small class sizes.”*
- *“The best value in education, including excellent programs; early childhood development, medical (EMT, nursing), and welding.”*
- *“The programs offered are what we need here on the reservation and we can afford it.”*
- *“It's a great school with great staff.”*



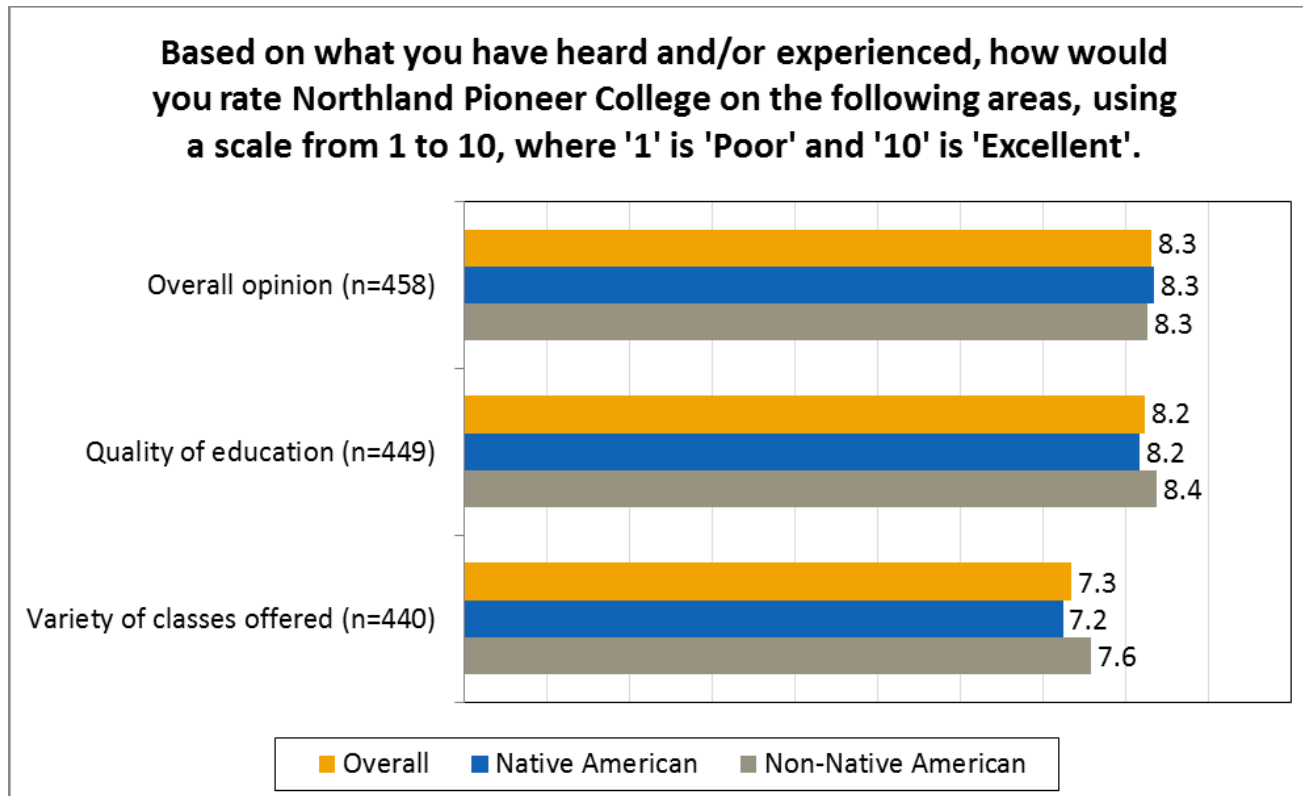
# UNAIDED PERCEPTIONS OF NPC

## ***Neutral or Negative Comments:***

- *“They need more classes on site where I live, more trade classes.”*
- *“Their classes fill up quick and not all classes are available all the time.”*
- *“NPC is close to home but very limited class setting. Had bad experience with audio classes and can't communicate with instructors.”*
- *“The nursing program needs to expand more. They need to have better faculty. They have rude workers who offer no help!”*
- *“It's expensive and they need a better GED program.”*
- *“Need housing, and more classes.”*
- *“No housing on campus and not many lab classes.”*
- *“Didn't like audio classes, and prefer real teachers.”*



# AIDED PERCEPTIONS OF NPC

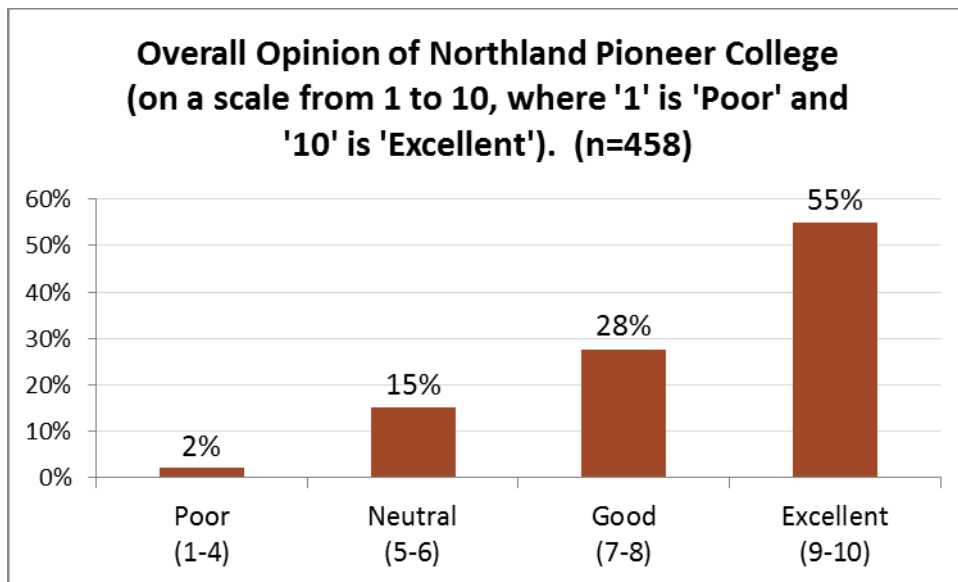


*Only those who were familiar with NPC answered this question; therefore, data represents a subset of the overall survey audience.*

- When rating specific aspects of Northland Pioneer College, ‘overall opinion’ was rated highest on average (8.3 out of 10), followed closely by ‘quality of education’ (8.2). ‘Variety of classes offered’ rated lowest with an overall score of 7.3.
- There were no significant differences seen between Native American respondents and non-Native American respondents.



# OVERALL OPINION OF NPC



*Only those who were familiar with NPC answered this question; therefore, data represents a subset of the overall survey audience.*

Respondents generally had a very positive opinion of Northland Pioneer College overall, with 83% rating it a 7 or higher on a 10-point scale.

- Respondents who provided an opinion rating of less than '5' were asked to explain why. Although there were very few respondents in this group (10 total), some of their comments are provided below.

## **Reasons for poor overall opinion rating (1-4):**

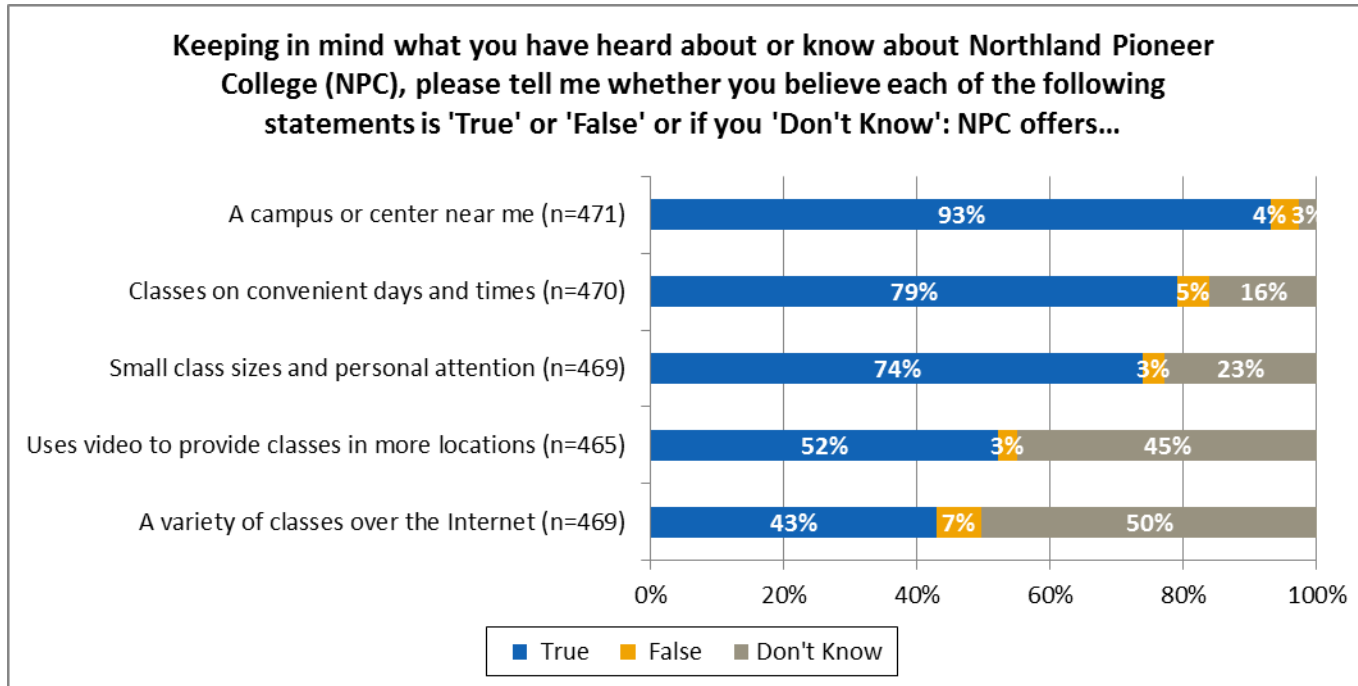
- ***“Some classes are only offered at certain times and then the next year they are not.”***
- ***“They don't have the classes for spring/fall, only one counselor.”***
- ***“Advisors make mistakes, cost me an entire year of classes. Educators seem burnt out, not the best.”***
- ***“NPC needs more in-class teaching, difficult to follow via video/audio.”***
- ***“A lot of people think they can afford it and then find out they can't.”***
- ***“It's small and haven't heard anything good.”***





# EVALUATION OF STATEMENTS ABOUT NPC

Respondents were asked to indicate whether they agreed or disagreed with several statements about NPC, based on their current perceptions or things they may have heard about the college.

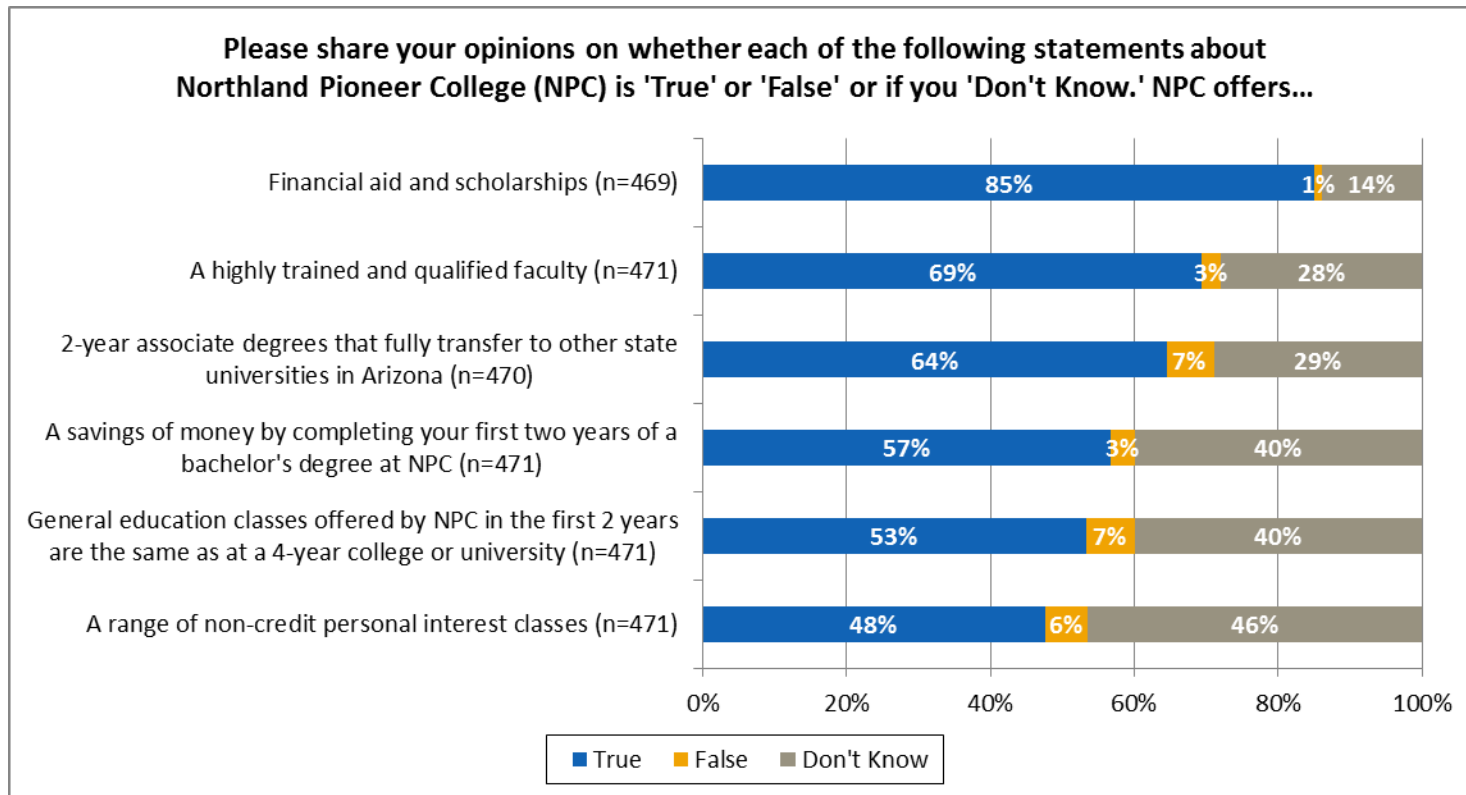


*Only those who were familiar with NPC answered this question; therefore, data represents a subset of the overall survey audience.*

- Respondents were most likely to agree that NPC offers ‘a campus or center near me’ (93% agreement overall) and has ‘classes on convenient days and times’ (79% agreement). A significant number of respondents (74%) also agreed that ‘small class sizes and personal attention’ were characteristics they associated with NPC.
- Respondents were least likely to feel that there are ‘a variety of classes over the internet’ (43% overall agreement), however, 50% indicated they don’t know if the statement is true.



# EVALUATION OF STATEMENTS ABOUT NPC

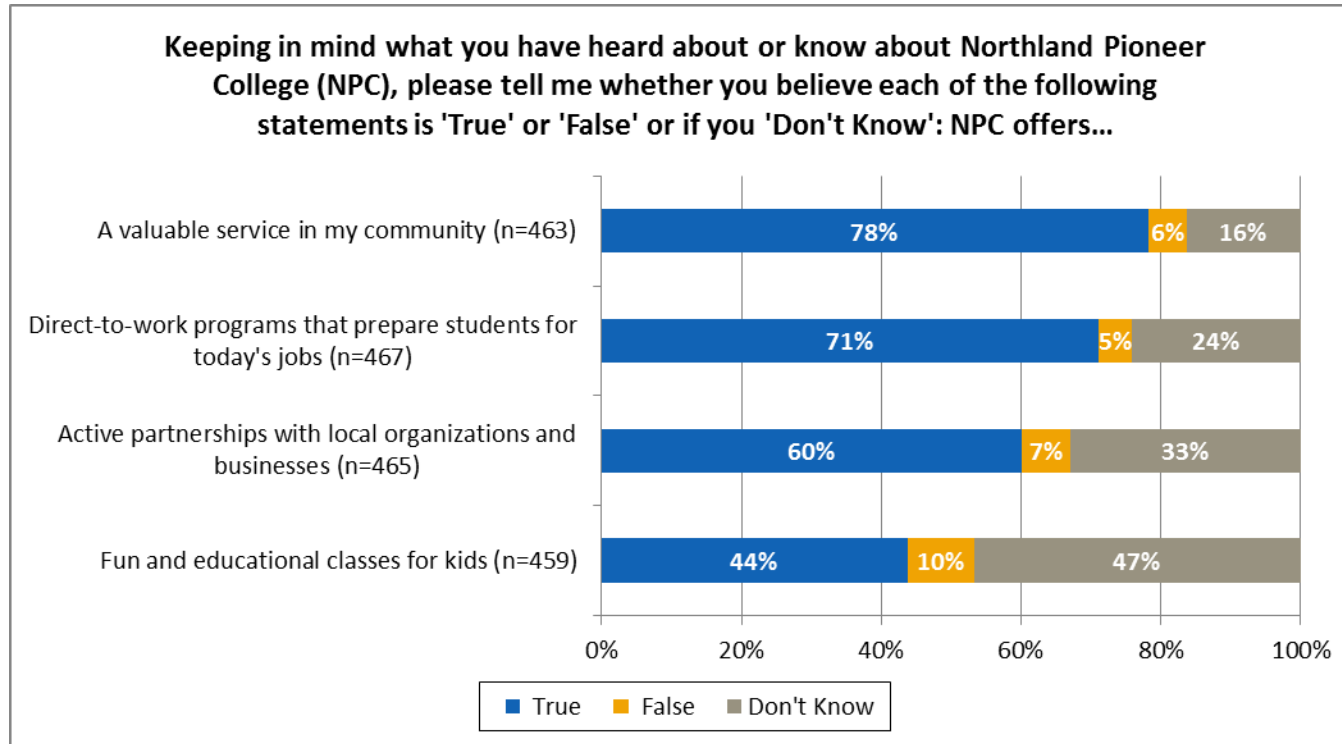


*Only those who were familiar with NPC answered this questions; therefore, data represents a subset of the overall survey audience.*

- When presented with a second series of statements about NPC, respondents were most likely to agree that the college offers ‘financial aid and scholarships’ (85% overall); 69% of respondents agreed that NPC has ‘highly trained and qualified faculty.’
- Overall, respondents were least likely to feel NPC offers ‘a range of non-credit personal interest classes’ (48% overall agreement) and almost as many people (46%) replied ‘don’t know’ to this statement



# EVALUATION OF STATEMENTS ABOUT NPC

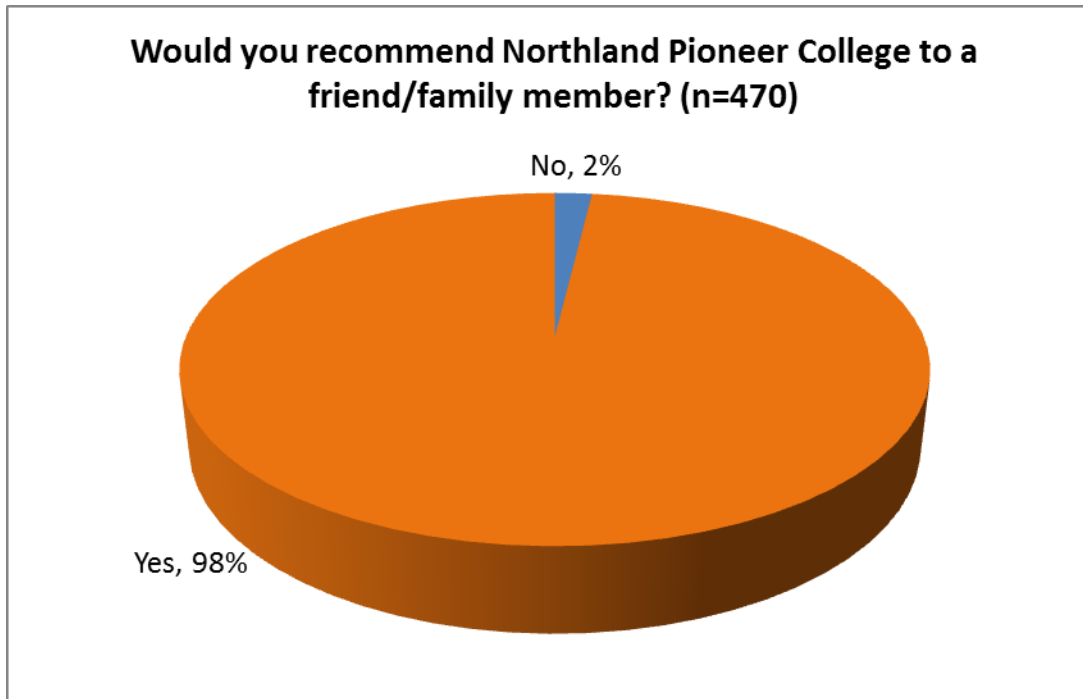


*Only those who were familiar with NPC answered this questions; therefore, data represents a subset of the overall survey audience.*

- On the final set of statements, respondents were most likely to agree that NPC provides 'a valuable service in my community' (78% overall) and offers 'direct-to-work programs' (71%).
- 'NPC offers fun and educational classes for kids' received the lowest overall agreement (44%) and had the highest number of 'don't know' responses (47%) in this set of statements.

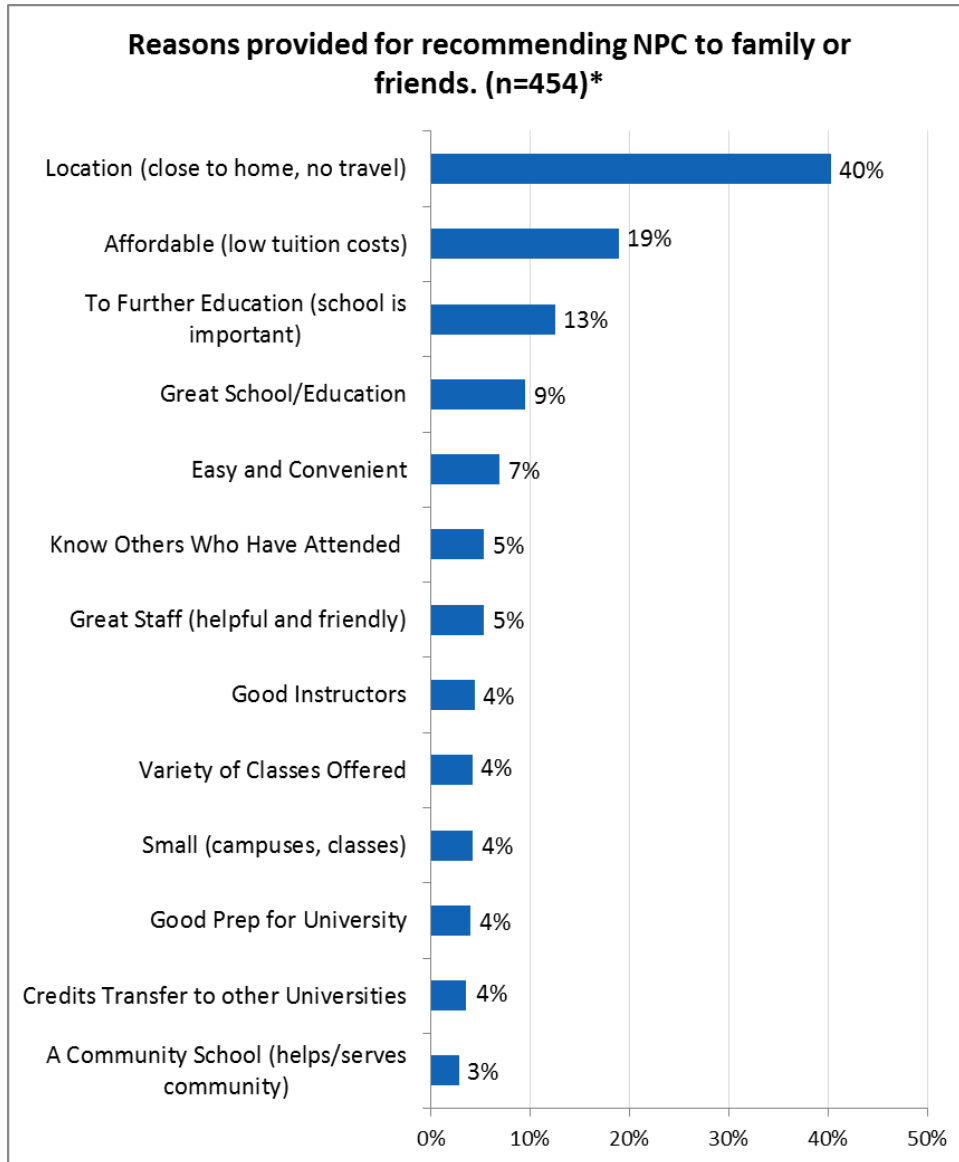


# LIKELIHOOD TO RECOMMEND NPC



- When asked if they would recommend Northland Pioneer College to family or friends, the vast majority (98%) indicated that they would.

# RATIONALE FOR RECOMMENDING NPC



Respondents who indicated they would recommend NPC to a family member or friends were asked to explain why.

- Overall, respondents most commonly mentioned the location (40% of comments), stating it was close to home and they didn't incur any travel costs.
- Another 19% of comments described the college as affordable and 13% of comments involved the importance of advancing their education.

*\*Respondents were allowed to make multiple selections for this question; comments with 2% or fewer mentions are not shown.*



# In-Depth Analysis: Crosstabs and Detailed Findings

*Please note that there are relatively small sample sizes associated with sub-groups of the overall survey sample; therefore, there is generally not statistical significance to the perceived differences among these sub-populations and differences should not be used to generalize results to the overall population.*

*Significance provided at a 95% confidence level; confidence intervals vary depending on number of respondents in each segment/sub-population. All data highlighted in yellow on the following slides represents statistically significant differences*



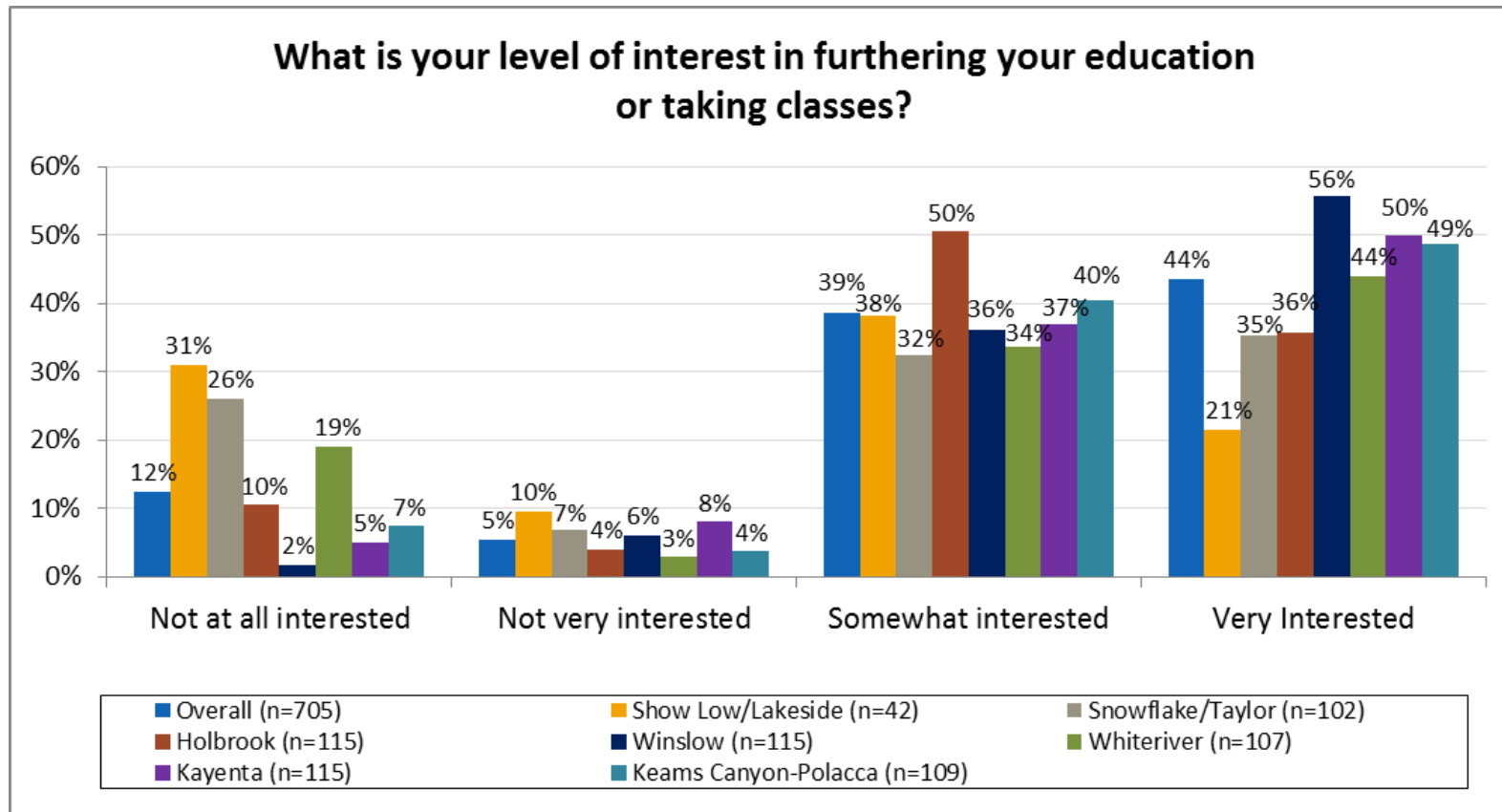
# CROSSTABS: INFORMATION RESOURCES

% who would use resource to learn about furthering their education					
	Friends/ Family (word of mouth)	Search Engines (Google, Yahoo)	Specific School/ College Website	School Counselors/ Teachers	Social Networking/ Message Boards
Women (n=402)	46%	45%	<b>44%</b>	<b>36%</b>	<b>24%</b>
Men (n=301)	<b>50%</b>	<b>47%</b>	35%	32%	19%
Native American (n=498)	<b>49%</b>	40%	39%	<b>36%</b>	21%
Non-Native American (n=207)	43%	<b>59%</b>	<b>42%</b>	31%	<b>23%</b>
Holbrook (n=115)	44%	49%	37%	26%	24%
Winslow (n=115)	52%	55%	<b>46%</b>	35%	23%
Kayenta (n=115)	<b>57%</b>	25%	44%	<b>60%</b>	22%
Keams Canyon (n=109)	44%	41%	42%	27%	17%
Whiteriver (n=107)	50%	44%	32%	26%	24%
Snowflake/Taylor (n=102)	36%	<b>62%</b>	42%	34%	24%
Show Low/Lakeside (n=42)	45%	50%	31%	26%	14%

- Native American respondents were significantly less likely than others to utilize search engines to locate information on education.
- Women were more likely to use college/university websites as a source of information than were men.
- Respondents from Kayenta were considerably more likely than those in other locations to rely on school counselors and teachers for assistance. This may be a reflection of the higher percentage of area residents currently enrolled in a college class.



# INTEREST IN FURTHERING EDUCATION



*\*Note: The number of respondents in Show Low is relatively small and caution should be used when extending these results to the overall population.*

- Respondents from Winslow expressed the greatest interest (92% ‘somewhat’ or ‘very interested’) in furthering their education while those from Show Low (59%) and Snowflake (67%) were somewhat less interested.





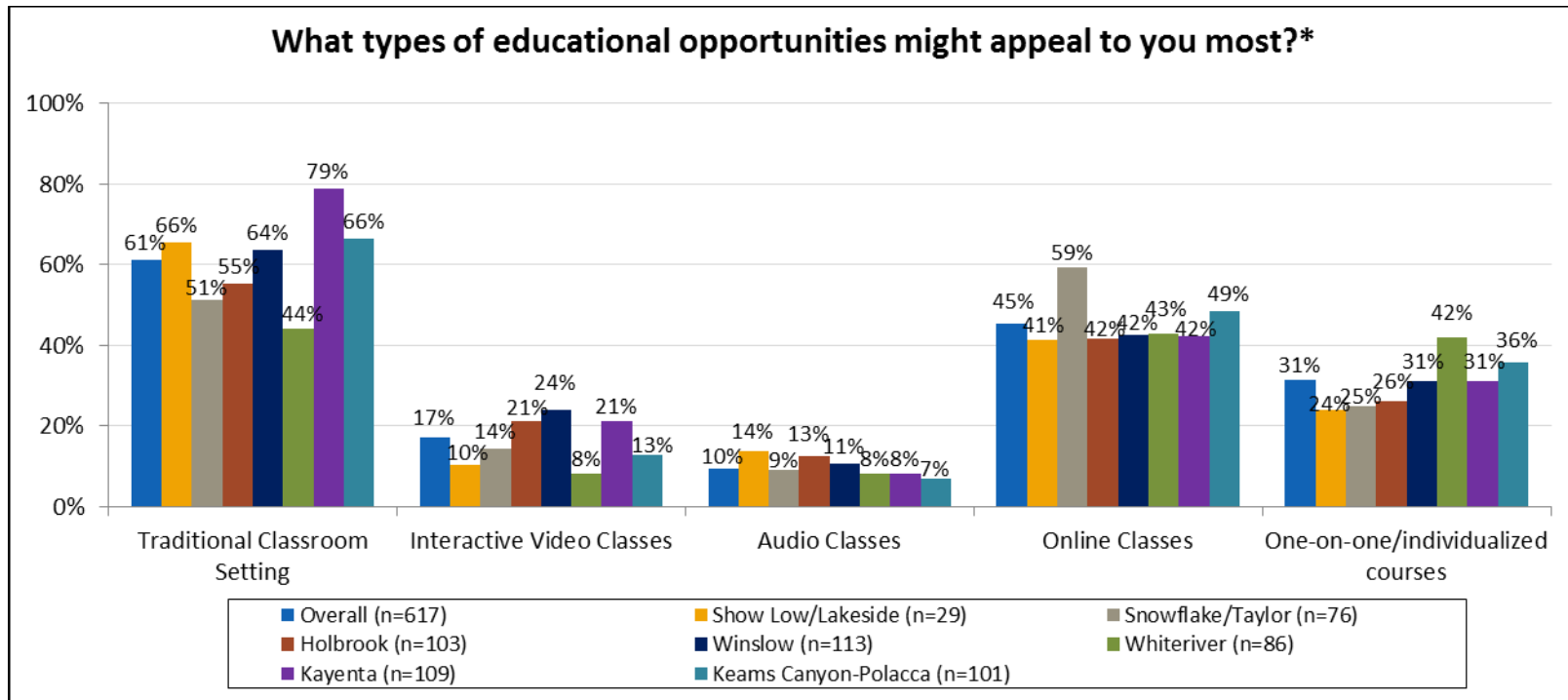
# CROSSTABS: FURTHERING EDUCATION

% interested in furthering their education or taking classes	
Subset	Top 2 Box Score*
Women (n=402)	<b>85%</b>
Men (n=301)	78%
Native American (n=498)	<b>88%</b>
Non-Native American (n=207)	69%
Ages 18-29 (n=259)	<b>91%</b>
Ages 30-39 (n=153)	86%
Ages 40-49 (n=127)	87%
Ages 50-65 (n=166)	<b>61%</b>

*\*Reflects the percentage who answered "Very Interested" or "Somewhat Interested" in furthering their education or taking classes (on a four-point rating scale).*

- Women and Native American respondents were significantly more interested in furthering their education than were men or non-Native Americans.
- Those in the 50-65 age range were much less interested in pursuing additional education. In general as the age of the respondent increased, the interest in taking classes decreased.

# MOST APPEALING LEARNING OPPORTUNITIES



\*Respondents who answered 'not at all interested' to the furthering their education question were not asked this question. Respondents were allowed to make multiple selections for this question; therefore, the percentages do not add up to 100%. 'None of the above' responses not shown (represents 2% of responses overall).

- Respondents in Kayenta expressed the strongest preference for the traditional classroom setting (79%), while online classes were most appealing to respondents in Snowflake (59%).
- Interactive video classes were more resonant with respondents in Winslow (24%), and least appealing to those in Whiteriver (8%).



# CROSSTABS: LEARNING OPPORTUNITIES

% who found educational opportunity appealing*					
	Traditional Classroom	Online Classes	One-on-One/ Individualized Courses	Interactive Video Classes	Audio Classes
Women (n=358)	59%	<b>51%</b>	30%	14%	8%
Men (n=257)	<b>65%</b>	38%	<b>33%</b>	<b>22%</b>	<b>11%</b>
Native American (n=457)	<b>63%</b>	43%	<b>33%</b>	16%	9%
Non-Native American (n=160)	56%	<b>53%</b>	26%	<b>19%</b>	<b>13%</b>
Ages 18-29 (n=247)	62%	45%	32%	17%	<b>10%</b>
Ages 30-39 (n=137)	<b>66%</b>	45%	31%	<b>20%</b>	9%
Ages 40-49 (n=116)	64%	<b>47%</b>	<b>35%</b>	15%	<b>10%</b>
Ages 50-65 (n=117)	52%	45%	27%	18%	9%

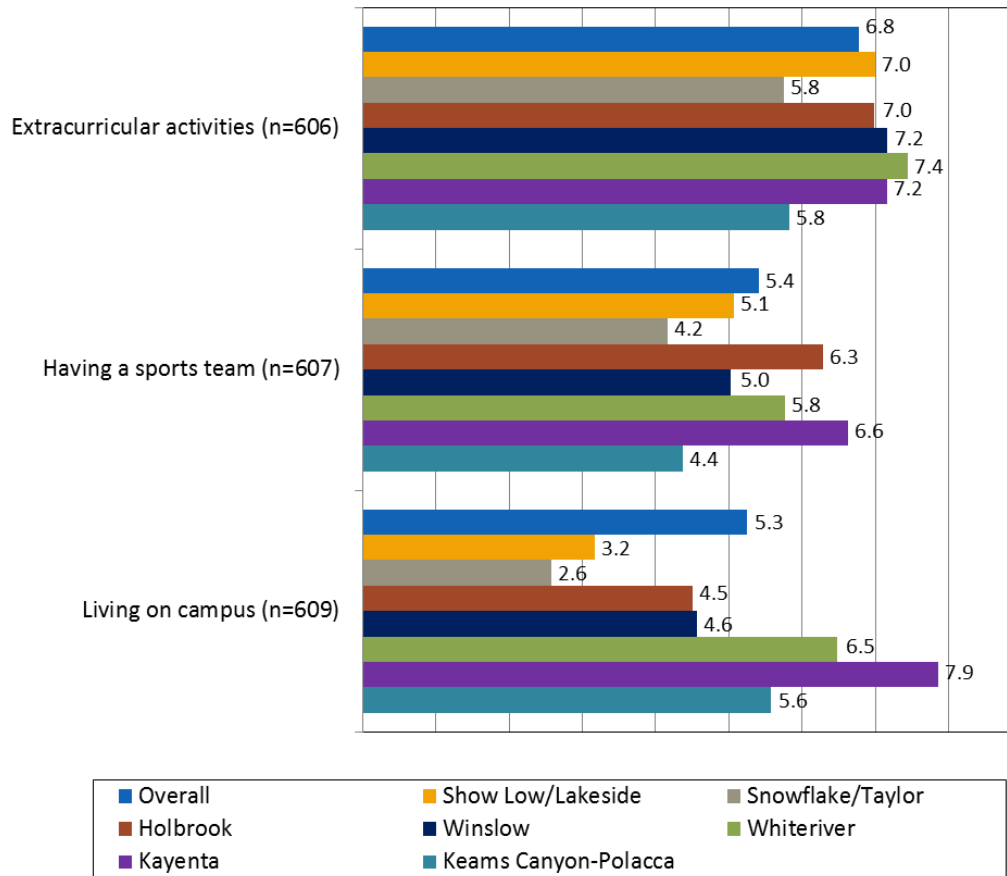
*\*Respondents who answered 'not at all interested' to the furthering their education question were not asked this question. Respondents were allowed to make multiple selections for this question; therefore, the percentages do not add up to 100%. 'None of the above' responses not shown (represents 2% of responses overall).*

- Online classes were most appealing to women and non-Native American respondents; while men found interactive video classes more appealing than women.
- No significant differences were noted between the age groups.



# IMPORTANCE OF COLLEGE FEATURES

On a scale of 1 to 10 with '1' being 'Not At All Important' and '10' being 'Very Important,' please rate how important the following aspects are to you when choosing a college to attend.



Respondents who answered 'not at all interested' to the furthering their education question were not asked this question.

- Opportunities for extracurricular activities was rated highest for respondents across all locations with the exception of Kayenta, where living on campus was rated the most important aspect to choosing a college.
  - Living on campus was significantly less important to respondents in Show Low and Snowflake.
- Having a sports team was more important to Kayenta and Holbrook respondents than those in other locations.



# CROSSTABS: COLLEGE FEATURES

Average score on a 1-10 scale: Importance of attribute in choosing a college*			
	Extracurricular Activities	Having a Sports Team	Living on Campus
Women (n=355)	6.59	4.98	5.01
Men (n=252)	<b>7.01</b>	<b>5.98</b>	<b>5.57</b>
Native American (n=451)	<b>6.97</b>	<b>5.73</b>	<b>6.11</b>
Non-Native American (n=159)	6.23	4.51	2.82
Ages 18-29 (n=244)	<b>7.31</b>	<b>5.71</b>	<b>5.85</b>
Ages 30-39 (n=136)	6.41	5.34	5.47
Ages 40-49 (n=115)	6.32	5.19	5.00
Ages 50-65 (n=114)	6.50	5.06	<b>3.98</b>

\*Respondents who answered 'not at all interested' to the furthering their education question were not asked this question.

- In rating the importance of each attribute on a 10-point scale, all attributes were more important to Native American respondents, with sports teams and living on campus being significantly more important.
- Having a sports team was considerably more important to men than to women.
- Not surprisingly, availability of extracurricular activities was most important to those in the youngest age range (18-29), and living on campus was considerably less important to those in the 50-65 age range.



# CROSSTABS: QUALITY OF EDUCATION

Average score for NPC on 'Quality of education' on a 1-10 scale*	
	Average Score*
Women (n=272)	8.14
Men (n=175)	<b>8.35</b>
Native American (n=316)	8.17
Non-Native American (n=133)	<b>8.38</b>
Ages 18-29 (n=151)	<b>8.48</b>
Ages 30-39 (n=99)	7.90
Ages 40-49 (n=91)	7.95
Ages 50-65 (n=108)	8.42
Holbrook (n=77)	8.61
Winslow (n=69)	<b>8.91</b>
Kayenta (n=79)	8.28
Keams Canyon (n=70)	6.69
Whiteriver (n=62)	8.42
Snowflake/Taylor (n=69)	8.43
Show Low/Lakeside (n=23)	8.30

- In looking at differences between age groups, scores regarding the 'quality of education' at NPC were relatively higher among those in the youngest (18-29) and oldest (50-65) age ranges.
- The 'quality of education' score was significantly lower for respondents in Keams Canyon than those in other locations.
- No significant differences were noted between genders or Native American respondents and respondents of other ethnicities.

*\*Average score based on a 1-10 rating scale, where 1 is "Poor" and 10 is "Excellent." \*Respondents who answered 'not at all interested' to the furthering their education question were not asked this question.*



# CROSSTABS: VARIETY OF CLASSES OFFERED

Average score for NPC on 'Variety of classes offered' on a 1-10 scale*	
	Average Score*
Women (n=269)	<b>7.38</b>
Men (n=170)	7.28
Native American (n=308)	7.24
Non-Native American (n=132)	<b>7.58</b>
Ages 18-29 (n=146)	7.60
Ages 30-39 (n=99)	6.74
Ages 40-49 (n=91)	7.14
Ages 50-65 (n=104)	<b>7.73</b>
Holbrook (n=77)	<b>8.03</b>
Winslow (n=69)	7.91
Kayenta (n=78)	7.47
Keams Canyon (n=70)	5.86
Whiteriver (n=57)	7.21
Snowflake/Taylor (n=68)	7.43
Show Low/Lakeside (n=21)	7.48

- Scores were significantly lower among those ages 30-39 than those in the oldest and youngest age groups for 'Variety of classes offered' at Northland Pioneer College.
- This statement found relatively less agreement among Keams Canyon respondents and more agreement among those in Holbrook.
- No significant differences were noted between genders or ethnicities.

*\*Average score based on a 1-10 rating scale, where 1 is "Poor" and 10 is "Excellent." \*Respondents who answered 'not at all interested' to the furthering their education question were not asked this question.*



# CROSSTABS: OVERALL OPINION OF NPC

Average score for NPC on 'Overall opinion' on a 1-10 scale*	
	Average Score*
Women (n=280)	8.24
Men (n=176)	<b>8.43</b>
Native American (n=317)	<b>8.34</b>
Non-Native American (n=141)	8.27
Ages 18-29 (n=154)	<b>8.58</b>
Ages 30-39 (n=101)	7.88
Ages 40-49 (n=92)	8.04
Ages 50-65 (n=111)	<b>8.58</b>
Holbrook (n=80)	8.46
Winslow (n=71)	<b>8.96</b>
Kayenta (n=79)	8.56
Keams Canyon (n=70)	<b>6.87</b>
Whiteriver (n=62)	8.71
Snowflake/Taylor (n=73)	8.22
Show Low/Lakeside (n=23)	8.65

- 'Overall opinion' scores of Northland Pioneer College were significantly lower among respondents from Keams Canyon.
- Respondents in the youngest and oldest age ranges were slightly more likely to have a more positive opinion of NPC than those in the middle age ranges.
- Once again, no significant differences were noted between genders or ethnicities.

*\*Average score based on a 1-10 rating scale, where 1 is "Poor" and 10 is "Excellent." \*Respondents who answered 'not at all interested' to the furthering their education question were not asked this question.*

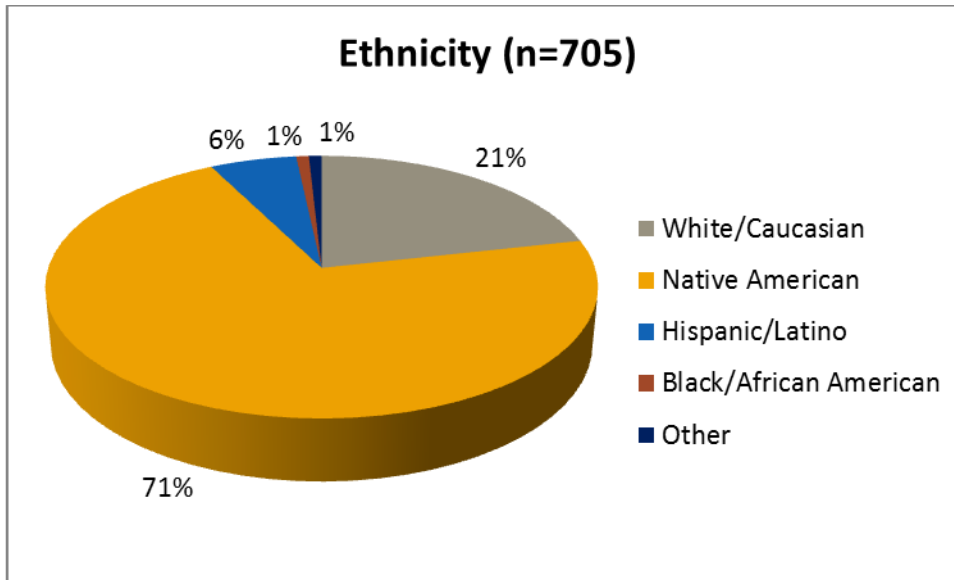




# DEMOGRAPHICS



# ETHNICITY



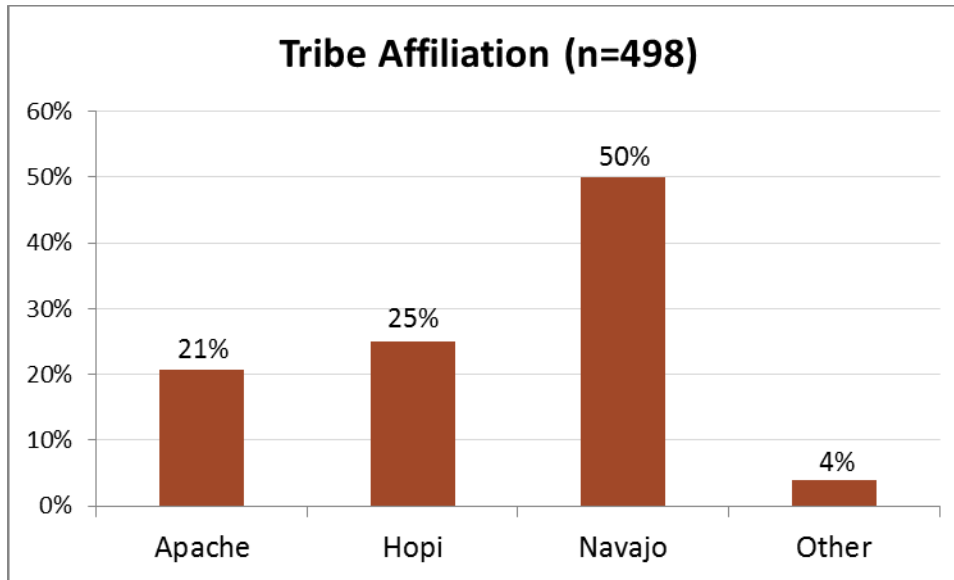
- 71% of respondents overall self-identified as Native American.
- Every respondent interviewed in Keams Canyon and Whiteriver was a Native American.
- The fewest number of Native Americans were surveyed in Snowflake/Taylor and Show Low/Lakeside (17% and 14% respectively).

Ethnicity by Location		
Location	Native American	Other Ethnicity (Non-Native American)
Keams Canyon	100%	0%
Whiteriver	100%	0%
Kayenta	98%	2%
Winslow	70%	30%
Holbrook	57%	43%
Snowflake/Taylor	17%	83%
Show Low/Lakeside	14%	86%

*\*Keams Canyon (n=109), Kayenta (n=115), Whiteriver (n=107), Winslow (n=115), Holbrook (n=115), Snowflake/Taylor (n=102) and Show Low/Lakeside (n=42).*



# TRIBE

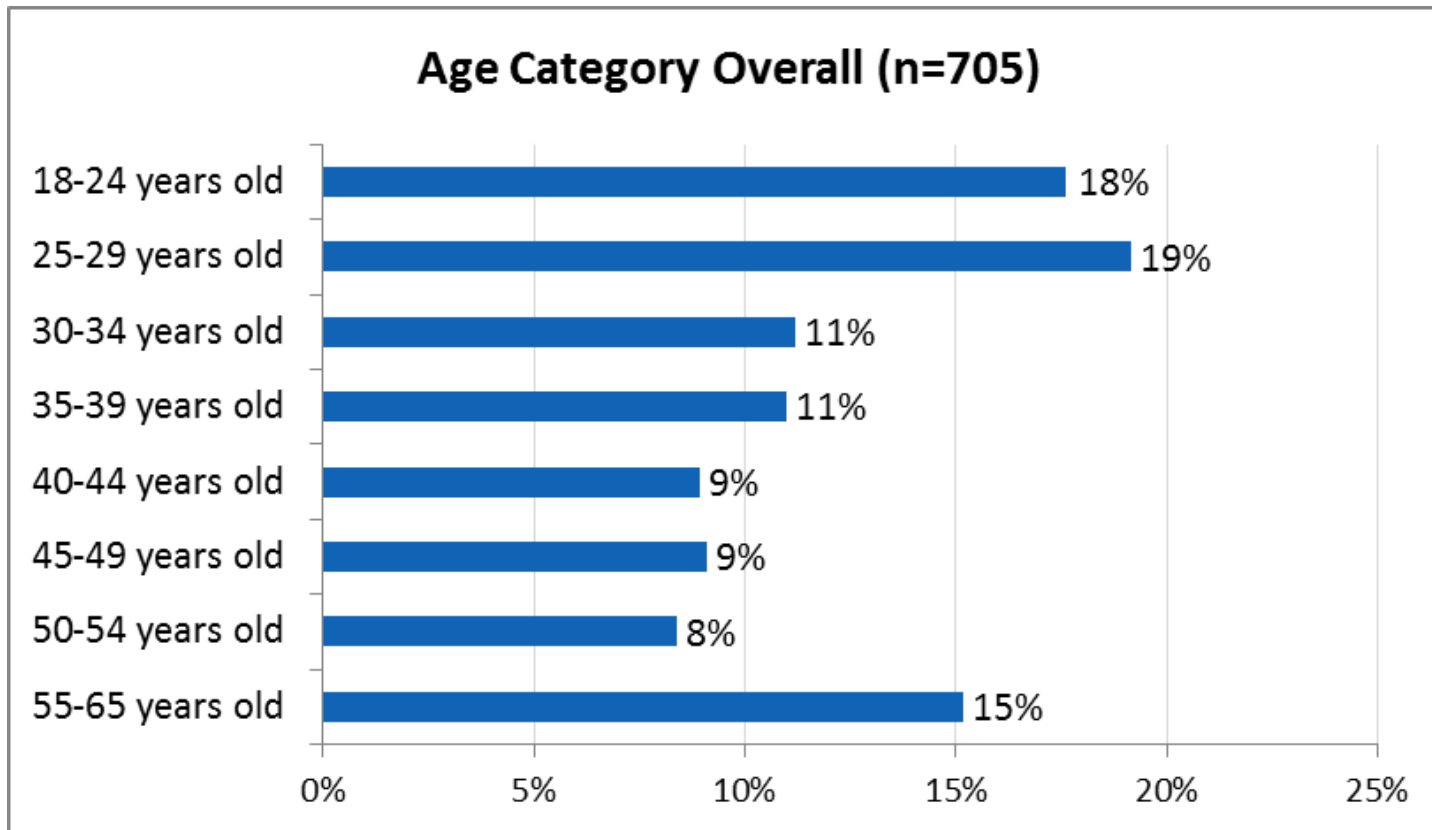


Other Tribe Mentions	
Tribe	# of Respondents
Cherokee	4
Laguna Pueblo	3
Kewa Pueblo (Santo Domingo)	2
Miwok	2
Sioux	2
Tohono O'odham	2
Alaskan Native American	1
Caddo	1
Comanche	1
Gila	1
Kiowa	1
Lakota	1
Mixed	1
Paiute	1
Tewa	1
Yavapi	1

- 50% of respondents indicated they were members of the Navajo Nation.
- The next two most represented tribes were the Hopi (25%) and the Apache (21%).
- The most mentioned 'other' write-in tribes included the Cherokee and Laguna Pueblo.



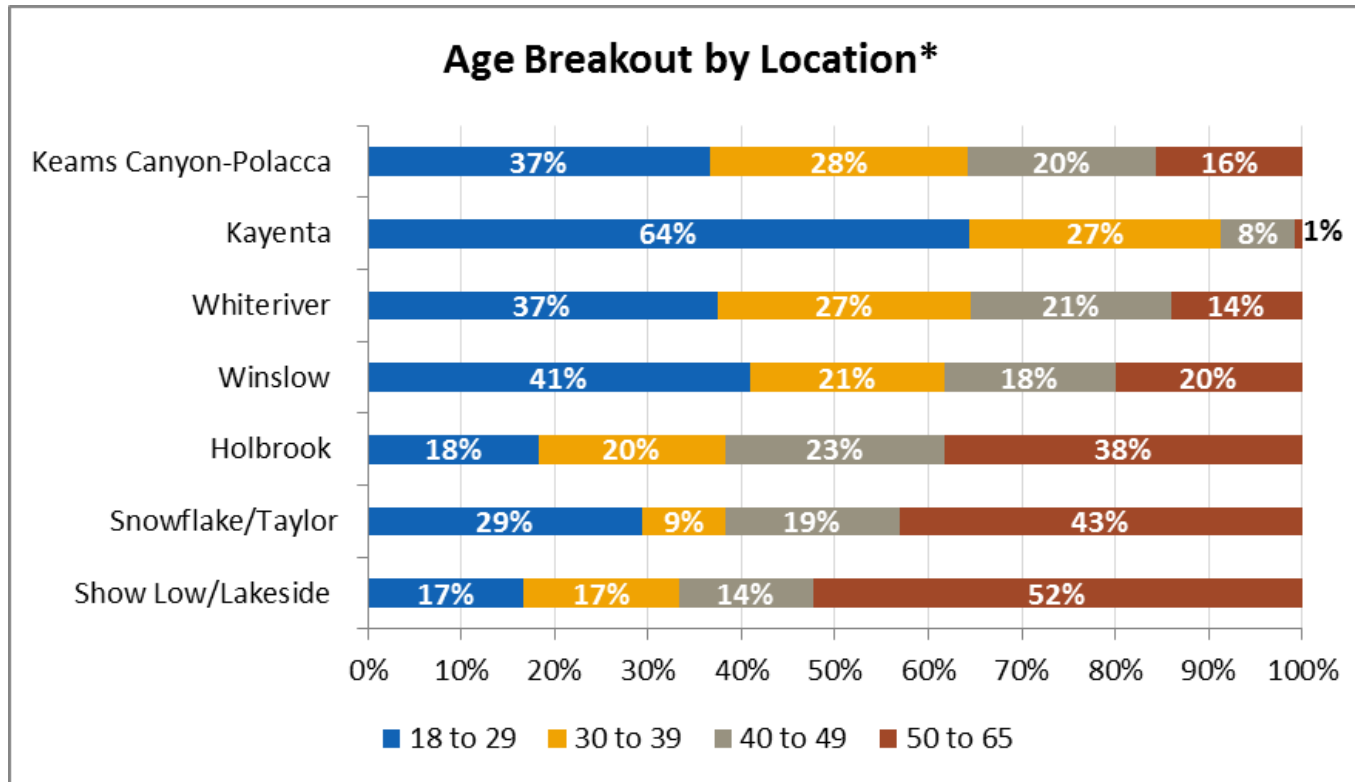
# AGE CATEGORY



- 59% of respondents overall were 39 years old or younger; 41% were between the ages of 40 and 65.



# AGE BY LOCATION



\*Keams Canyon (n=109), Kayenta (n=115), Whiteriver (n=107), Winslow (n=115), Holbrook (n=115), Snowflake/Taylor (n=102) and Show Low/Lakeside (n=42).

- Kayenta had the youngest survey respondents (64% under 30) while Show Low/Lakeside had the oldest respondents surveyed with 52% between the ages of 50 and 65.

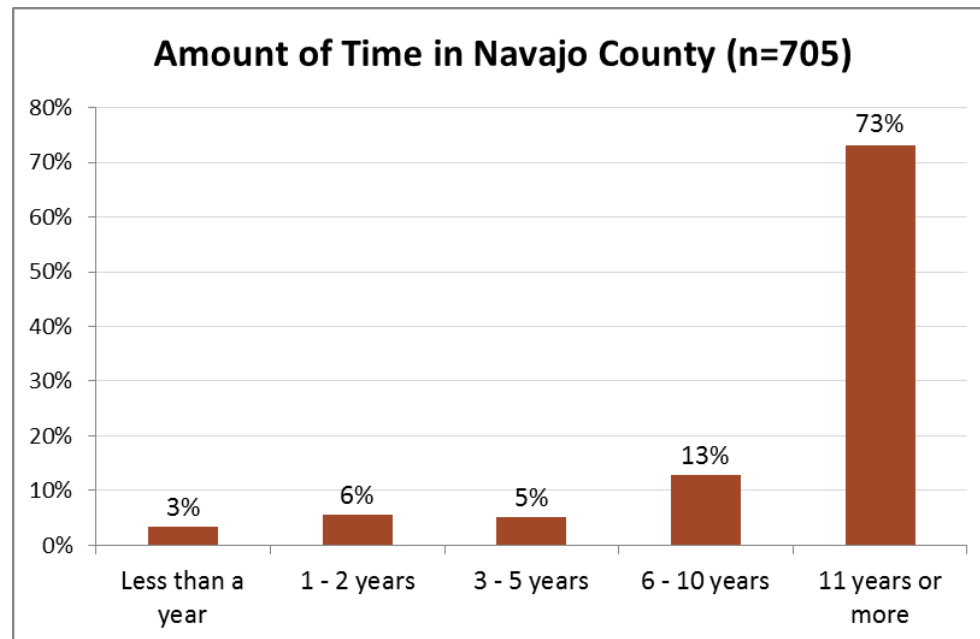


# TOWN OF RESIDENCE & LENGTH OF RESIDENCY

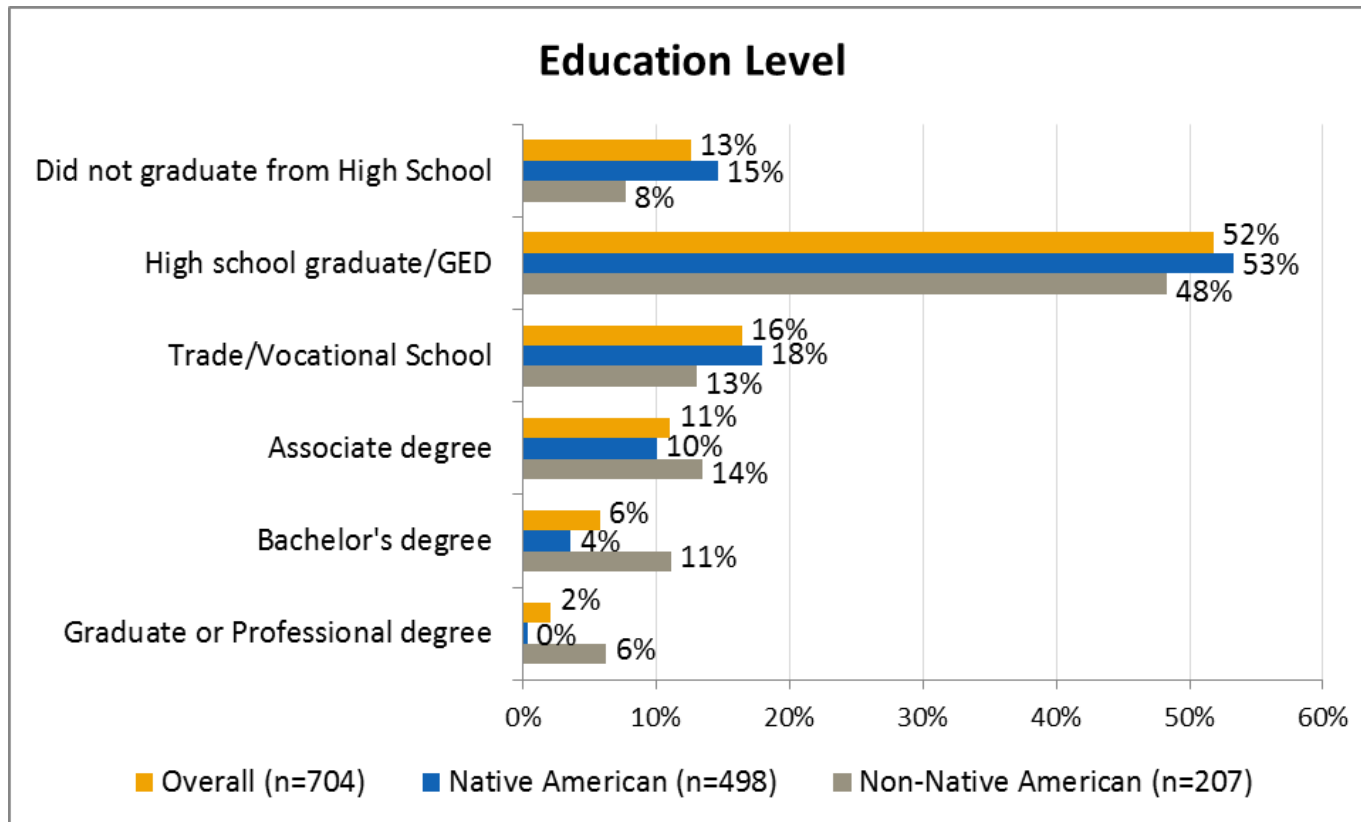
Primary Residence - TOWN	
Town	Overall
Kayenta	16%
Winslow	13%
White River	13%
Holbrook	12%
Snowflake	9%
Shungopavi	6%
Taylor	4%
Show Low	4%
Second Mesa	3%
Kykotsmovi	3%
Other*	17%

*\*Includes towns with 1% or fewer respondents.*

- Kayenta had the highest town representation overall, with 16% of respondents.
- Winslow and Whiteriver were also well represented, each with 13% of respondents; followed closely by Holbrook at 12%.
- The majority of respondents (73%) have lived in Navajo county for 11 years or more.



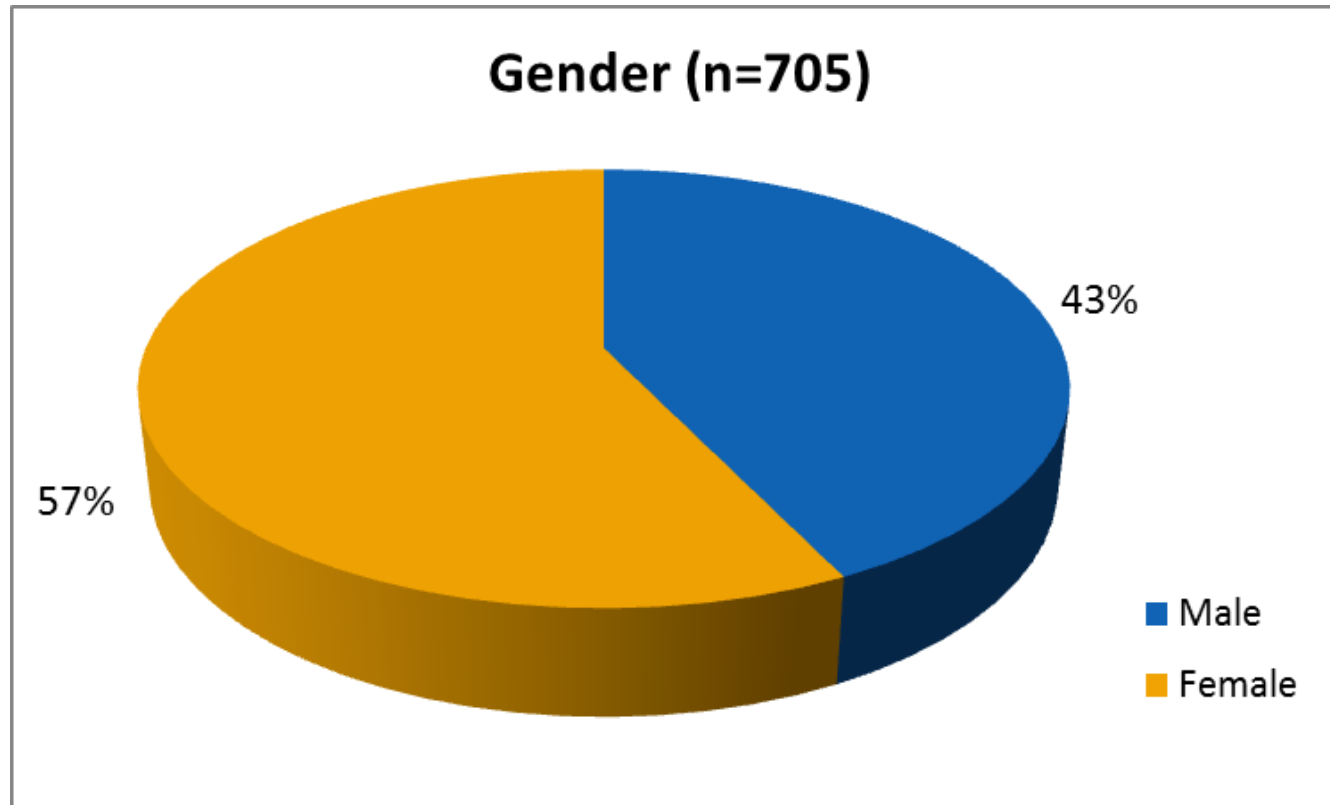
# EDUCATION LEVEL



- Overall, 19% of the survey population had achieved an associates degree or higher.
- 14% of Native American survey participants had achieved an associates degree or higher; in contrast, approximately 31% of non-Native American respondents had earned an associate's degree or higher.



# GENDER



- 57% of respondents surveyed were female, 43% male.





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