

***Citizens' Opinions
about
Career/Technical
Education
in Alabama***

**Conducted for
the Alabama
Department of
Education**

by

Southern Opinion Research

INTRODUCTION

This report presents the results of a telephone survey of a random sample of 501 Alabama registered voters. This survey was conducted for the Alabama Department of Education. The interviews for the survey were completed between April 3 and 6, 2003. A copy of the questionnaire used in survey is presented in Appendix A

Several topics were examined in the survey. First, respondents were asked about their general opinions regarding public education in Alabama. Next, citizens' beliefs about the importance of attending college were investigated. Finally, the survey examined respondents' opinions of and knowledge about Career/Technical Education programs offered in Alabama's public schools.

All probability samples contain some sampling error - the extent to which the views of respondents differ from the views held by the entire population from which the sample was selected. For this survey, one can be 95 percent confident that the results from the sample are not more than approximately 5 percent different from that of the entire population of Alabama registered voters. Sampling error is larger when sub-groups of respondents are examined. Sampling error does not reflect the influence of other factors, such as question wording, question order, or interviewer effect, which can also influence the result of the survey.

In the statistical tables presented here, percentages may not always sum to exactly 100 percent because of rounding error.

PUBLIC EDUCATION IN ALABAMA

Alabama citizens are concerned about the quality of the state's public schools. About 42 percent mention "education" when asked "what is the most important issue facing Alabama at the present time (Table 1)." Fewer respondents, about 17 percent, say that the economy is the most important issue in the state. The on-going war with Iraq is mentioned by about 9 percent.

Table 1

"What is the most important issue facing Alabama at the present time?"

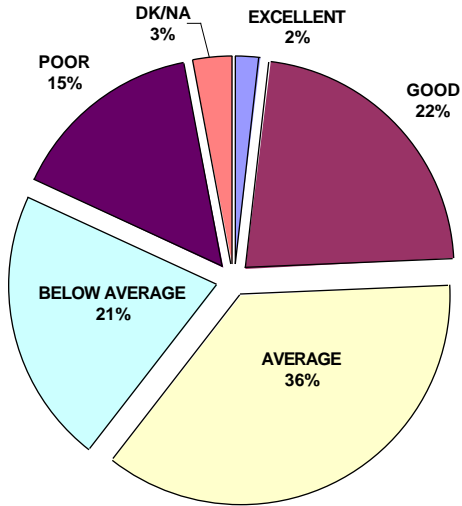
EDUCATION	42%
JOBS/ECONOMY	17
WAR WITH IRAQ	9
STATE BUDGET	5
QUALITY OF GOVERNMENT	3
SOCIAL SERVICES/HEALTH CARE	3
TAXES	3
CRIME/DRUGS	2
MORAL ISSUES	1
STATE CONSTITUTION	1
OTHER	5
DK/NA	9

Alabama citizens are also generally critical of the quality of the state's public schools (Table 2). About one-in-four citizens rate the "quality of public education" in the state as "excellent" (2 percent) or "good" (22 percent). In contrast, about 15 percent say that the quality of public education in Alabama is "poor" (15 percent) and 21 percent rate it as "below average" (21 percent). About 36 percent evaluate public education in Alabama as "average" (36 percent).

Table 2

"Overall how would you rate the quality of public education in Alabama -- it is excellent, good, average, below average, or poor?"

EXCELLENT	2%
GOOD	22
AVERAGE	36
BELOW AVERAGE	21
POOR	15
DK/NA	3



IMPORTANCE OF ATTENDING COLLEGE

Most Alabamians believe in the importance of attending college. About 60 percent say that "a traditional four-year college degree" is "necessary for a successful career" (Table 3). Similarly, about 70 percent say it would be "very important" for a child in their household to attend college.

Table 3

"In your opinion, is a traditional four-year college degree necessary for a successful career?"

YES	60%
NO	38
DK/NA	3

"Suppose you had a school age child in your household. How important do you think it is for that child to attend college -- is it very important, important, not very important or not at all important?"

VERY IMPORTANT	70%
IMPORTANT	26
NOT VERY IMPORTANT	3
NOT AT ALL IMPORTANT	0
DK/NA	0

Younger, lower income and African-American respondents are the most likely to say that a college education is necessary for a successful career (Table 4). More educated, higher income and African-American respondents are more likely than others to say that it would be "very important" for a child in their household to attend college. Middle-aged respondents are less likely to say it would be very important to attend college.

Table 4

Importance of college by respondents' characteristics

	College degree necessary	Child in household attend college	N	College degree necessary	Child in household attend college	N
	% YES	% VERY IMPORTANT		% YES	% VERY IMPORTANT	
Respondent's gender				Respondent's education		
Male	58%	66%	191	High school or less	63%	191
Female	61%	72%	310	Some post-high school	70%	147
				Bachelor degree or more	59%	157
Respondent's age				Respondent's income		
18-40 years	67%	77%	138	Less than \$30,000	66%	146
41-60 years	55%	64%	206	\$30-60,000	60%	157
61+ years	60%	72%	141	More than \$60,000	57%	123
Respondent's residence				Respondent's race		
Rural	57%	69%	183	White	55%	363
Less than 10,000	53%	66%	88	Black	73%	110
10-50,000	68%	75%	85			
50-100,000	60%	74%	43	Child/grandchildren in public school		
100,000+	65%	70%	77	Yes	61%	263
				No	58%	238

CAREER/TECHNICAL EDUCATION PROGRAMS

General opinions about Career/Technical Education Programs. In the survey, respondents were asked several general questions about Alabama's Career/Technical Education programs. First, respondents were asked "what word or words come to your mind when you think of Career/Technical education?" Table 5 shows that about 15 percent of respondents mentioned the value, need or usefulness of such programs. A specific type of job (i.e. auto mechanic, electrician) was identified by about 12 percent of the respondents. About 10 percent say that they thought of trade or vocational schools when they think about Career/Technical education.

Table 5

"Now let me ask you some questions about the Career/Technical education programs offered in Alabama's public schools. What word or words come to your mind when you think of Career/Technical education?"

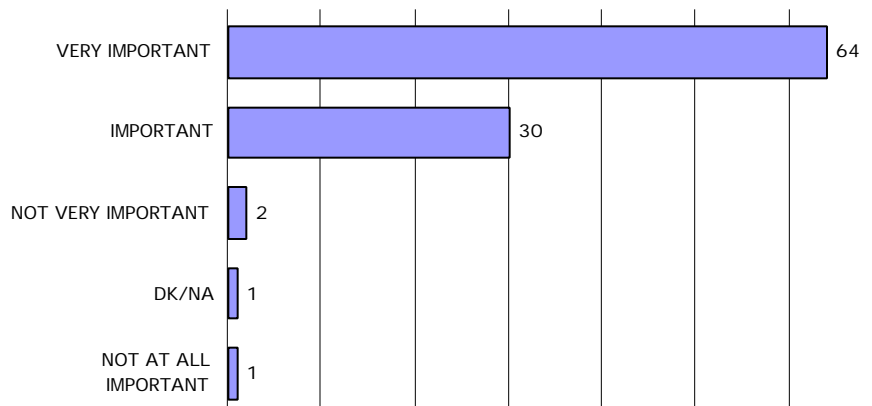
OPPORTUNITY/NEED/POSITIVE RESPONSE	15%
SPECIFIC TYPE OF JOB/CAREER	12
TRADE-VOCATIONAL SCHOOL/COMMUNITY COLLEGE	10
COMPUTERS/TECHNOLOGY	9
TRAINING	5
GOOD JOB/GOOD PAY	4
EDUCATION	4
NOT NEED/NEGATIVE RESPONSE	3
TRADES/BLUE COLLAR JOB	3
NOT GOOD JOB/NOT GOOD PAY	1
OTHER	6
DK/NA	27

About two-thirds (64 percent) of citizens say it is "very important" for Alabama's public schools to offer Career/Technical Education programs (Table 6). An additional 30 percent say it is "important" for the state's public schools to offer these programs.

Table 6

"Career/Technical Education programs offer students the opportunity to learn a skilled profession, while meeting the same academic standards as other students. How important do you think it is for the public schools to offer these type programs -- is it very important, important, not very important or not at all important?"

VERY IMPORTANT	64%
IMPORTANT	30
NOT VERY IMPORTANT	2
NOT AT ALL IMPORTANT	1
DK/NA	1



Middle-aged citizens are more likely than others to say that it is very important for the public schools to offer Career/Technical Education programs (Table 7). Citizens living outside the state's largest cities, and more education respondents are also more likely than others to say the public school should offer these programs.

Table 7

"Career/Technical Education programs offer students the opportunity to learn a skilled profession, while meeting the same academic standards as other students. How important do you think it is for the public schools to offer these type programs -- is it very important, important, not very important or not at all important?"

	% "VERY IMPORTANT"		% "VERY IMPORTANT"
Respondent's gender		Respondent's income	
Male	61%	Less than \$30,000	65%
Female	67%	\$30-60,000	65%
		More than \$60,000	68%
Respondent's age		Respondent's race	
18-40 years	56%	White	63%
41-60 years	71%	Black	70%
61+ years	61%		
Respondent's residence		Child/grandchildren in public school	
Rural	64%	Yes	64%
Less than 10,000	72%	No	65%
10-50,000	66%		
50-100,000	67%		
100,000+	56%		
Respondent's education			
High school or less	60%		
Some post-high school	69%		
Bachelor degree or more	66%		

Who benefits from Career/Technical Education Programs? A wide variety of opinions are expressed when citizens are asked "What types of students do you think are likely to benefit the most from Career/Technical programs?" About 15 percent of respondents say that "all students" benefit from Career/Technical programs (Table 9). Other respondents say that Career/Technical programs benefit particular types of students. In particular, "average students" most benefit from the programs according to about 9 percent of the respondents. An equal number (9 percent) say that Career/Technical programs most benefit "below average students."

Similarly, about 4 percent say that the programs most benefit "middle" income or class students, while 7 percent say that "lower" income or class students will be helped the most.

Additionally, about 5 percent say that those who cannot "afford" college benefit from Career/Technical programs. About 10 percent say that the programs aids students who are "not interested" in attending college.

Table 8

"What types of students do you think are likely to benefit the most from Career/Technical programs?"

ALL STUDENTS	15%
ABOVE AVERAGE STUDENTS	3
AVERAGE STUDENTS	9
BELOW AVERAGE STUDENTS	9
NOT BOOK LEARNING/GOOD WITH HANDS	5
MIDDLE INCOME-CLASS	4
LOWER INCOME-CLASS	7
NOT AFFORD COLLEGE	5
NOT INTERESTED COLLEGE	10
MOTIVATED STUDENTS	7
NOT MOTIVATED STUDENTS	1
INTERESTED IN SPECIFIC JOB	2
MALE STUDENTS	1
MINORITY STUDENTS	1
OTHER	8
DK/NA	13

These opinions are reflected in the results of a series of closed-ended questions asking respondents how much different types of students "will benefit from Career/Technical programs." Table 9 shows that about 67 percent of respondents say that "students not likely to attend college" will benefit "a great deal" from Career/Technical education programs. Further, about half of the respondents believe that "students with learning disabilities" (54 percent) and "students in general" (50 percent) will benefit a great deal with the programs. "higher performing students (43 percent) and "college bound students" (36 percent) are seen as less likely to benefit a great deal from the programs.

Table 9

"How much do you think each of the following types of students will benefit from Career/Technical programs -- a great deal, some, not very much or not at all?"

	GREAT DEAL	NOT SOME	NOT MUCH	AT ALL	DK/NA
students not likely to attend college	67%	21	6	3	4
students with learning disabilities	54%	32	7	3	4
students in general	50%	42	4	1	3
higher performing students	43%	36	11	7	3
college bound students	36%	38	14	8	4

Knowledge of Career/Technical programs. Respondents were asked several items designed to measure their level of knowledge and familiarity with Career/Technical Education programs in Alabama. Table 10 shows that about 30 percent of respondents say that Career/Technical students are "able to received advanced high school diplomas." Additionally, about 46 percent say that Career/Technical students "receive the credits or take the classes which allow them to attend college?"

Further, in the survey, respondents were also asked if they could name "any of the Career/Technical Education Programs being offered by your local school?" About 57 percent could not identify any program. Those who did respond most frequently mentioned programs in the area of auto mechanics/repair (N=79), welding (N=34), health care/nursing (N=32) cosmetology (N=31), computer repair/applications (N=29), carpentry/wood working (N=28) and drafting/graphics (N=21). Other respondents simply mentioned the name of a local school offering Career/Technical courses.*

Table 10

"Now let me ask you two questions to which you may or may not know the answer. First, at the present time, are Career/Technical students in Alabama able to receive advanced high school diplomas?"

YES	30%
NO	16
DK/NA	54

"At the present time do Career/Technical students in Alabama receive the credits or take the classes which allow them to attend college?"

YES	46%
NO	13
DK/NA	40

* The substantive answers given to the item asking respondents to name Career/Technical Education Programs being offered by their local school are presented in Appendix B.

Participation in Career/Technical Education programs. Several items in the survey explored whether respondents would encourage students to participate in Career/Technical programs. First, respondents were asked what they thought was the earning potential of a certified auto mechanic (Table 11). Only 3 percent of the respondents know that an auto mechanic can have an annual salary of more than \$100,000.

After being told of this fact, about 61 percent of the respondents say that they were more likely to encourage a " family member to become an auto mechanic."

Table 11

"Now imagine that someone in your family wanted to become an auto mechanic. What would you guess is the potential annual income of someone who is a certified auto mechanic -- is it less than \$30,000, between \$30 and 40,000, between \$40 and 60,000, between \$60 and 80,000 or more than \$80,000?"

LESS THAN \$30,000	24%
BETWEEN \$30 AND 40,000	43
BETWEEN \$40 AND 60,000	20
BETWEEN \$60 AND 80,000	2
MORE THAN \$80,000	3
DK/NA	7

"[You are correct] In fact a certified auto mechanic could make more than \$100,000 a year. Knowing this, would you be more likely or less likely to encourage your family member to become an auto mechanic?"

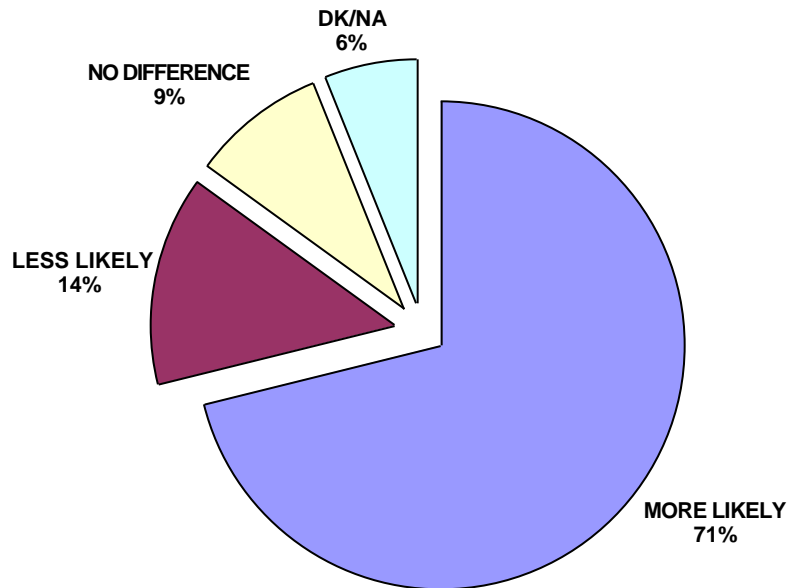
MORE LIKELY	61%
LESS LIKELY	20
NO DIFFERENCE	14
DK/NA	5

Similarly, respondents were told that "the salary potential for many of the other skilled professions taught in Career/Technical programs are in the same range as a certified auto mechanic." They were then asked if this made them "more or less likely to encourage a family member to pursue one of these careers." Table 12 shows that about 71 percent say that these salary potentials made them more likely to encourage a family member to pursue a Career/Technical program related career.

Table 12

"The salary potential for many of the other skilled professions taught in Career/Technical programs are in the same range as a certified auto mechanic. Knowing this, would you be more likely or less likely to encourage a family member to pursue one of these careers?"

MORE LIKELY	71%
LESS LIKELY	14
NO DIFFERENCE	9
DK/NA	6

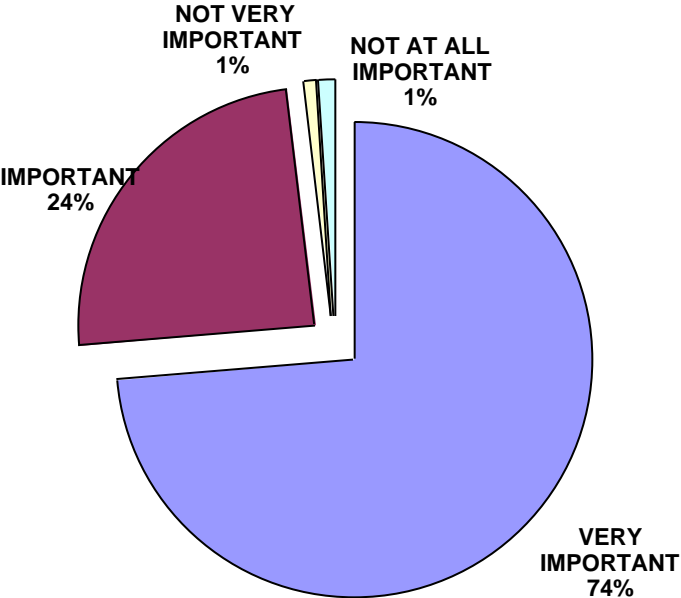


Relationship with local businesses. About three-quarters (73 percent) of respondents say that it is "very important" for Career/Technical instructors to work closely with local businesses (Table 13). An additional 24 percent say that it is "important" for Career/Technical programs to be connected with local businesses.

Table 13

"In designing their programs, how important is it for Career/Technical instructors in your community's school to work closely with local business -- is it very important, important, not very important or not at all important?"

VERY IMPORTANT	73%
IMPORTANT	24
NOT VERY IMPORTANT	1
NOT AT ALL IMPORTANT	1
DK/NA	1



Information sources. Respondents were asked what was the best way to communicate with them regarding local Career/Technical programs. Newspapers are identified as the best source of information by about 30 percent of the respondents, while 26 percent mention the mail. About 19 percent say that television is the best way to communicate with them about Career/Technical programs.*

Table 14
"What would be the best source of information for your local school to use in order to communicate with you about their Career/Technical programs -- newspapers, television, radio, the mail, or some other way?"

NEWSPAPERS	30%
MAIL	26
TELEVISION	19
RADIO	6
OTHER	17
DK/NA	2

* The responses of those identifying an "other" method of communication are presented in Appendix C.

Evaluation of Career/Technical programs. About 55 percent of the respondents say that they have a school age child or grandchild (Table 15). Of these, about 31 percent say that they have a child or grandchild who participated in a Career/Technical Education program. Among these respondents, about 31 percent say that their child's or grandchild's Career/Technical program was "excellent." An additional 35 percent rated the program as "good."*

Table 15

"Do you currently have any children or grandchildren attending an elementary, middle or high school?"

YES	55%
NO	45
DK/NA	0

(If "YES") "Have any of your children or grandchildren ever participated in a Career/Technical Education program at his or her school?" (N=275)

YES	31%
NO	61
DK/NA	8

(If "YES") " Overall, would you say the Career/Technical Program was excellent, good, average, below average, or poor? (N=85)

EXCELLENT	31%
GOOD	35
AVERAGE	21
BELOW AVERAGE	4
POOR	2
DK/NA	7

* See Appendix D for information about the number of respondents with children or grandchildren in different schools.

APPENDIX A, QUESTIONNAIRE

Career/Technical Education Survey Questionnaire
April, 2003

Hello. My name is _____ and I am calling for Southern Opinion Research. We are conducting a survey about important issues facing Alabama.

Is this _____? (READ ENTIRE NUMBER, IF NOT CORRECT NUMBER, TERMINATE INTERVIEW)

It is important that we interview a random sample of people so that the results of our survey will truly represent all citizens of Alabama. We have found that the easiest way to obtain this random sample is to interview the registered voter living in this household who had the last or most recent birthday. Is the registered voter whose birthday occurred most recently at home?

IF RESPONDENT AVAILABLE: start questionnaire

IF RESPONDENT NOT AVAILABLE: arrange callback:

(a) When would be a good time for us to call in order to talk with this person? (RECORD ON CALL SHEET)

(b) Who should we ask to speak with?
(RECORD ON CALL SHEET. REPEAT NAME BACK TO BE SURE YOU HAVE IT. IF RESPONDENT OBJECTS, SAY 'WE ONLY NEED THE PERSON'S FIRST NAME, THE LAST NAME IS UNNECESSARY,')

IF NECESSARY: Hello. This is _____ calling from Southern Opinion Research.

ALL RESPONDENTS: (As I stated before) We are conducting a survey about important issues facing Alabama. We would greatly appreciate your help in doing this survey. The interview will only take about _____ minutes. All your answers will be held completely confidential.

PROBES

What do you mean by that?

Tell me more about that.

STUDY _ _ _

IDENTIFICATION _ _ _

Respondent's sex: 1 MALE
 2 FEMALE

Q-1 First, what is the most important issue facing Alabama at the present time?

Q-2 Overall how would you rate the quality of public education in Alabama -- it is excellent, good, average, below average, or poor?

- 1 EXCELLENT
- 2 GOOD
- 3 AVERAGE
- 4 BELOW AVERAGE
- 5 POOR
- 9 DK/NA

Q-3 In your opinion, is a traditional four-year college degree necessary for a successful career?

- 1 YES
- 2 NO
- 9 DK/NA

Q-4 Suppose you had a school age child in your household. How important do you think it is for that child to attend college -- is it very important, important, not very important or not at all important?

- 1 VERY IMPORTANT
- 2 IMPORTANT
- 3 NOT VERY IMPORTANT
- 4 NOT AT ALL IMPORTANT
- 9 DK/NA

Q-5 Now let me ask you some questions about the Career/Technical education programs offered in Alabama's public schools. What word or words come to your mind when you think of Career/Technical education?

Q-6 Career/Technical Education programs offer students the opportunity to learn a skilled profession, while meeting the same academic standards as other students.. How important do you think it is for the public schools to offer these type programs -- is it very important, important, not very important or not at all important?

- 1 VERY IMPORTANT
- 2 IMPORTANT
- 3 NOT VERY IMPORTANT
- 4 NOT AT ALL IMPORTANT
- 9 DK/NA

Q-7 What types of students do you think are likely to benefit the most from Career/Technical programs?

Q-8 How much do you think each of the following types of students will benefit from Career/Technical programs -- a great deal, some, not very much or not at all?
(Rotate order of Q-8a to Q-8e)

- 1 GREAT DEAL
- 2 SOME
- 3 NOT MUCH
- 4 NOT AT ALL
- 9 DK/NA

- (a) college bound students —
- (b) students not likely to attend college —
- (c) students with learning disabilities —
- (d) higher performing students —
- (e) students in general —

Q-9 Now let me ask you two questions to which you may or may not know the answer. First, at the present time, are Career/Technical students in Alabama able to receive advanced high school diplomas?

- 1 YES
- 2 NO
- 9 DK/NA

Q-10 Okay. At the present time do Career/Technical students in Alabama receive the credits or take the classes which allow them to attend college?

- 1 YES
- 2 NO
- 9 DK/NA

Q-11 Now imagine that someone in your family wanted to become an auto mechanic. What would you guess is the potential annual income of someone who is a certified auto mechanic -- is it less than \$30,000, between \$30 and 40,000, between \$40 and 60,000, between \$60 and 80,000 or more than \$80,000?

- 1 LESS THAN \$30,000
- 2 BETWEEN \$30 AND 40,000
- 3 BETWEEN \$40 AND 60,000
- 4 BETWEEN \$60 AND 80,000
- 5 MORE THAN \$80,000
- 9 DK/NA

Q-12 [You are correct] In fact a certified auto mechanic could make more than \$100,000 a year. Knowing this, would you be more like or less likely to encourage your family member to become an auto mechanic?

- 1 MORE LIKELY
- 2 LESS LIKELY
- 3 NO DIFFERENCE (Volunteered)
- 9 DK/NA

Q-13 The salary potential for many of the other skilled professions taught in Career/Technical programs are in the same range as a certified auto mechanic. Knowing this, would you be more like or less likely to encourage a family member to pursue one of these careers?

- 1 MORE LIKELY
- 2 LESS LIKELY
- 3 NO DIFFERENCE (Volunteered)
- 9 DK/NA

Q-14 Can you give me the names of any of the Career/Technical Education Programs being offered by your local school?

Q-15 In designing their programs, how important is it for Career/Technical instructors in your community's school to work closely with local business -- is it very important, important, not very important or not at all important?

- 1 VERY IMPORTANT
- 2 IMPORTANT
- 3 NOT VERY IMPORTANT
- 4 NOT AT ALL IMPORTANT
- 9 DK/NA

Q-16 What would be the best source of information for your local school to use in order to communicate with you about their Career/Technical programs -- newspapers, television, radio, the mail, or some other way?

- 1 NEWSPAPERS
- 2 TELEVISION
- 3 RADIO
- 4 MAIL
- 6 OTHER _____
- 9 DK/NA

Q-30 Do you currently have any children or grandchildren attending an elementary, middle or high school?

- 1 YES
- 2 NO Skip to Q-80
- 9 DK/NA Skip to Q-80

Q-31 Are any of them attending a public or private elementary school?

- 1 YES - PUBLIC
- 2 YES - PRIVATE
- 3 YES - BOTH PUBLIC AND PRIVATE
- 4 NO
- 9 DK/NA

Q-32 Are any of them attending a public or private middle school?

- 1 YES - PUBLIC
- 2 YES - PRIVATE
- 3 YES - BOTH PUBLIC AND PRIVATE
- 4 NO
- 9 DK/NA

Q-33 Are any of them attending a public or private high school?

- 1 YES - PUBLIC
- 2 YES - PRIVATE
- 3 YES - BOTH PUBLIC AND PRIVATE
- 4 NO
- 9 DK/NA

Q-34 Have any of your children or grandchildren ever participated in a Career/Technical Education program at his or her school?

1 YES

2 NO Skip to Q-80

9 DK/NA Skip to Q-80

Q-35 Overall, would you say the Career/Technical Program was excellent, good, average, below average, or poor?

1 EXCELLENT

2 GOOD

3 AVERAGE

4 BELOW AVERAGE

5 POOR

9 DK/NA

Q-80 Now, for statistical reasons, let me ask a few questions about you. When was the last time you visited a public school? (Do not read responses)

1 WITHIN ONE YEAR

2 BETWEEN ONE AND FIVE YEARS

3 BETWEEN FIVE AND TEN YEARS

4 MORE THAN TEN YEARS

5 NEVER (volunteered)

9 DK/NA

Q-81 In what county do you live? _____
(DO NOT READ RESPONSES)

01 AUTAUGA	25 DEKALB	49 MOBILE
02 BALDWIN	26 ELMORE	50 MONROE
03 BARBOUR	27 ESCAMBIA	51 MONTGOMERY
04 BIBB	28 ETOWAH	52 MORGAN
05 BLOUNT	29 FAYETTE	53 PERRY
06 BULLOCK	30 FRANKLIN	54 PICKENS
07 BUTLER	31 GENEVA	55 PIKE
08 CALHOUN	32 GREENE	56 RANDOLPH
09 CHAMBERS	33 HALE	57 RUSSELL
10 CHEROKEE	34 HENRY	58 ST CLAIR
11 CHILTON	35 HOUSTON	59 SHELBY
12 CHOCTAW	36 JACKSON	60 SUMTER
13 CLARKE	37 JEFFERSON	61 TALLADEGA
14 CLAY	38 LAMAR	62 TALLAPOOSA
15 CLEBURNE	39 LAUDERDALE	63 TUSCALOOSA
16 COFFEE	40 LAWRENCE	64 WALKER
17 COLBERT	41 LEE	65 WASHINGTON
18 CONECUH	42 LIMESTONE	66 WILCOX
19 COOSA	43 LOWNDES	67 WINSTON
20 COVINGTON	44 MACON	
21 CRENSHAW	45 MADISON	98 OTHER ____
22 CULLMAN	46 MARENGO	99 DK/NA
23 DALE	47 MARION	
24 DALLAS	48 MARSHALL	

Q-82 What was your age on your last birthday? _____

Q-85 When it comes to national politics, do you think of yourself as a Republican, a Democrat, an Independent or what?

1 REPUBLICAN - Go to Q-87, Skip Q-86
2 DEMOCRAT - Go to Q-87, Skip Q-86
3 INDEPENDENT - Go to Q-86
9 DK/NA - Go to Q-87; Skip Q-86

Q-86 Do you think of yourself as closer to the Republican or the Democratic party?

1 REPUBLICAN
2 DEMOCRAT
3 NEITHER
9 DK/NA

Q-87 When it comes to state politics, do you think of yourself as a Republican, a Democrat, an Independent or what?

- 1 REPUBLICAN - Go to Q-89, Skip Q-88
- 2 DEMOCRAT - Go to Q-89, Skip Q-88
- 3 INDEPENDENT - Go to Q-88
- 9 DK/NA - Go to Q-89; Skip Q-88

Q-88 Do you think of yourself as closer to the Republican or the Democratic party?

- 1 REPUBLICAN
- 2 DEMOCRAT
- 3 NEITHER
- 9 DK/NA

Q-89 Which of the following best describes where you now live -- on a farm, in the country but not on a farm, in a city with a population of less than 10,000 people, in a city with between 10 and 50,000 people, in a city with between 50 and 100,000 people or in a city more than 100,000 people?

- 1 FARM
- 2 IN THE COUNTRY BUT NOT ON A FARM
- 3 CITY WITH LESS THAN 10,000
- 4 CITY WITH BETWEEN 10-50,000
- 5 CITY WITH BETWEEN 50-100,000
- 6 CITY WITH 100,000 OR MORE
- 7 OTHER _____
- 9 DK/NA

Q-90 What was the last grade or year of school you attended?
(DO NOT READ RESPONSES)

- 1 0-8 GRADES
- 2 9-11 GRADES
- 3 COMPLETED HIGH SCHOOL
- 4 BUSINESS/TECHNICAL SCHOOL
- 5 SOME COLLEGE
- 6 COMPLETED COLLEGE
- 7 GRADUATE/PROFESSIONAL SCHOOL
- 9 DK/NA

Q-91 I am going to read several income categories to you. Please stop me when I get to the category including your family's total income last year, before taxes.

- 01 LESS THAN \$10,000
- 02 \$10-20,000
- 03 \$20-30,000
- 04 \$30-40,000
- 05 \$40-50,000
- 06 \$50-60,000
- 07 \$60-70,000
- 08 \$70-80,000
- 09 MORE THAN \$80,000
- 99 DK/NA

Q-92 Finally, can you tell me if you are white, black, Hispanic or a member of some other group?

- 1 WHITE
- 2 BLACK
- 3 HISPANIC
- 4 OTHER
- 9 DK/NA

Respondent's sex: 1 MALE
 2 FEMALE

Date of interview: _____

telephone number: _____

APPENDIX B

"Can you give me the names of any of the Career/Technical Education Programs being offered by your local school?"

NO/DON'T KNOW (N=285)

- COMPUTER SKILLS, TECHNOLOGY CARPENTRY
- BISHOP STATE AND WELDING
- WELDING
- AUTO MACHANIC
- MUSCLE SHOWS
- BUSINESS
- WELDING, NURSING, CLOTHING PRODUCTION, AUTO MECHANIC AND AUTO BODY, BUSINESS, AGRICULTURE
- REFRIGERATION AUTO MECHANIC COSMETOLOGY DIESEL & MECHANIC
- COMPUTER OFFICE ADMINISTRATION;
- ALTHORTON
- AUTOMOTIVE
- AUTO MECHANICS NURSING ,VISUAL COM ,
- NURSING, COSMETOLOGY
- NURSING AND MECHANIC
- COMPUTER
- THERE IS NONE. MOST OF THEM IS ONLY TAKE AUTO MECHANICS.
- AUTOMOBILES AND AGRICULTURE
- ARITECTURE
- OFFICE BUSINESS MANAGEMENT TELLERNG
- LPN AUTO BODY REPAIR, WELDING, COMPUTERS COSMETOLOGY
- COMPUTER TRAINING
- AUTO MECHANIC BOOK KEEPING BODY AND FENDER
- AUTO MECHANIC, NURSING, COSMETOLOGY, ELECTRONIC
- BASKETBALL SCHOLARSHIP OR ATHLETIC
- NO BISHOP STATE OFFERS SOME
- WELDING
- NURSE
- AUTO MECHANICS AND HORTICULTURE
- COOKING; CARPENTRY; AUTO MECHANIC.
- CARPENTRY WELDING AUTO MECHANICS COSMETOLOGY
- WOOD SHOP; ROTC; AUTO BODY SHOP.
- WELDING AUTO MECHANICS GRAPHIC DESIGN AND DRAFTING
- BISHOP STATE

----- HEALTH SCIENCE
----- AUTO MECHANIC WORK AND DRAFTING
----- BREWER STATE
----- INDUSTRIAL WELDING, AUTO MECHANICS, COMPUTER
----- COMPUTER TECHNOLOGY
----- MEDICAL ASSISTANT
----- "NURSING, LAWNMOWER, AND REFRIGERATION, ARTS CRAFTS COMPUTER
CLASSES"
----- BRICK LAYING NURSING
----- WALLACE STATE
----- CTC PROGRAM
----- COSMETOLOGY' DRAFTING
----- AUTO MECHANICS
----- METAL MACHINE
----- COMPUTER TRAINING, WELDING, AND ELECTRICIAN
----- AUTO BODY AUTO MECHANIC
----- CLEVELAND AREA BO TECH
----- DRAFTING MARKETING HEALTH AUTO TECH
----- AUTO MECHANICS AND ELECTRICAL
----- WELDING; COOKING.
----- NURSING PROGRAM
----- AUTO MECHANIC, WOODWORK, NURSERY
----- SCHOOL CLOSED BECAUSE OF FUNDING.
----- MECHANIC BRICK MASONRY CARPENTRY BUSINESS AND NURSING
----- WELDING
----- WELDING, HOME AND CONSUMER SCIENCES, REFRIGERATION, CPU TECHNICAL,
MACHINE SHOP
----- COMPUTER CLASSES
----- WOOD WORKING
----- WELL AT THE HIGH SCHOOL I THINK THEY OFFER A LOT OF CAREERS FOR
KIDS
----- AUTO BODY AND SMALL ENGINE WOOD SHOP
----- AUTO BODY DAYCARE VOCATIONAL
----- AUTO MECHANIC, DATA PROCESSING,
----- WELDING AND AUTO BODY AND MECHANIC
----- BRYANT CENTER
----- SOUTH WEST
----- TCT
----- COMPUTER NETWORK PROGRAM AND BRICK MASON
----- AUTO MECHANIC AND CARPENTRY
----- COMPUTER , SPORTS , AND SCIENCE PROGRAMS
----- PLUMBER, NURSING, BEAUTICIAN, AND LOCK SMITH
----- AGRICULTURE TO WELD MACHINERY
----- AUTO MAN. AIR CON.
----- JUST ABOUT ANYTHING A COLLEGE WOULD OFFER

----- DRAFTING WELDING AUTO MECHANICS AND NURSING ETC.
----- AUTO MECHANICS, WELDING, REFRIGERATION, THAT'S ALL I CAN THINK OF
RIGHT NOW.
----- WELDING; MASONRY; AUTO BODY REPAIR, COSMETOLOGY COMPUTER
REPAIRS; HEALTH OCCUPATIONS; GRAPHIC DESIGNS.
----- HEATING & AIR CONDITIONER, ELECTRONICS,
----- ENGINE REPAIR, NURSING
----- AUTO MECHANIC, PARAMEDIC, SECRETARY
----- COSMETOLOGY, UPHOLSTERY, AGRICULTURE AND SECRETARIAL MECHANICS
----- HORTICULTURE
----- HOME ECONOMICS
----- AUTO CONT.
----- HEALTH CARE NURSING
----- FISH PROGRAM
----- COMPUTER REPAIR
----- ELECTRICAL, AUTO BODY WORK, PLUMBING, FURNITURE REFINISHING AND
COSMETOLOGY
----- JOB CORP
----- BEVILL STATE OFFERS A LOT OF TECHNICAL LIKE BUSINESS, COMPUTERS,
REFRIGERATION...I KNOW THE HIGH SCHOOLS OFFER COMPUTERS, TYPING,
ACCOUNTING
----- WELDING, MECHANICS, BODY SHOP, DRAFTING.
----- HEALTH CARE AND COMPUTER TECH
----- COUNTING COURSE
----- COSMETOLOGY
----- AUTO MECHANICS, COMPUTER
----- AUTO TECH, COOKING, AND WELDING
----- UPPER BOUND BETA CLUB
----- DRAFTING, AUTO BODY MECHANICS, WOODWORKING
----- BELL BROWN AREA VOCATIONAL CENTER
----- COSMETOLOGY ,EDUCATION
----- NURSING
----- I REALLY DONT KNOW WHAT THEY OFFER IN HIGH SCHOOL I THINK ELECTRI-
CAL MAKING WOOD WORK AND THINGS LIKE THAT
----- BRICK MASONRY, AUTO MECHANICS, COSMETOLOGY
----- ROTC OR MILITARY;GEORGE WASH.
----- AUTO MECHANIC, CARPENTER
----- VOCATIONAL BRICK LAYERS CARPENTRY LABOR JOBS
----- MY SON IS IN A CENTER NOW ...HE GOES HALF A DAY. THEY ARE OFFERING
PLUMBING, WELDING , AGRICULTURE , AND COMPUTER
----- ACCOUNTING, BUSINESS
----- PHOTOGRAPHY, DRAFTING, SEWING AND MECHANICS
----- REBUILT ENGINES IN A TECH CLASS
----- AUTO MECHANIC , HOME ECONOMICS

----- WELDING COSMETOLOGY CABINET BUILDER
----- AGRICULTURE
----- COMPUTERIZED DRAFTING
----- AIR CONDITIONING COURSES IN LEEDS
----- AUTO MECHANICS
----- CARPENTRY DATA ENTRY
----- VIRGINIA TECHNICAL COLLEGE
----- BISHOP STATE
----- THERE ARE NONE THAT I KNOW OF
----- ROTC
----- CARPENTRY AND ELECTRONICS
----- SHELTON STATE
----- VOCATIONAL TECHNICAL SCHOOL
----- COMPUTER TECH GRAPHIC ARTS WELDING
----- BESSEMER TECH
----- GADSDEN STATE, GADSDEN BUSINESS COLLEGE,
----- MECHANICS
----- AUTOMOTIVE, COMPUTER GRAPHICS, CARPENTRY, WELDING, GRAPHIC ARTS,
COMPUTER PROGRAMMING
----- ENTERPRISE OZART TECHNICAL SCHOOL
----- COSMETOLOGY
----- BEVILL STATE HAS A TECH SCHOOL, WALKER COUNTY TECH
----- HEALTH CARE ACCOUNTING AUTO BODY
----- AGRICULTURE
----- CARPENTRY, PLUMPING. AND ELECTRICAL.
----- WATCH MAKING; WELDING; WOODSHOP.
----- COSMETOLOGY , BUSINESS , NURSING. AIR CONDITIONING.
----- DRAFTING, BARBERING, COSMETICS
----- WELDING, AUTO BODY
----- ELECTRONICS, COMPUTERS
----- NURSING, AUTO BODY, AUTO REPAIR
----- CULLMAN AREA VOCATIONAL SCHOOL
----- WELDING, CARPENTRY, ACCOUNTING, BOOKKEEPING
----- DRAFTING MACHINIST WELDING
----- SHOP.
----- TECH CAREER SCHOOL
----- AUTO MECHANIC
----- VOCATIONAL AGRICULTURE
----- , AUTO MECHANICS, PRE-NURSING, COMPUTER, SMALL ENGINE REPAIR, AND
WOOD WORKING
----- CARPENTRY, MECHANICS, AND I DON'T KNOW IF THEY ARE OFFERING NURS-
ING.
----- CHEF
----- ALA SOUTHERN
----- DRAFTING, GRAPHIC DESIGN, BOTANY, AUTO MECHANICS COSMETOLOGY

----- AGRICULTURE WELDING
----- MACHINE SHOP
----- MASONRY, CARPENTRY, AND NURSING
----- AUTO MECHANICS, ELECTRONICS
----- AUTO MECHANIC AND COSMETOLOGY
----- ITT TECH AND HERZING
----- COSMETOLOGY, CARPENTRY ,NURSING, WELDING AND AUTO MECHANIC S
AND BODY
----- BLUE-TECH
----- WELDING AND PLUMBING
----- AUTO MECHANICS, WOOD SHOP AND NURSING
----- MASONRY BUILD AND TRADES
----- NURSING ASST. BARBERING, BRICK MASONRY
----- WELDING, MECHANICS SMALL ENGINE AND LARGE ENGINE, BUSINESS
COURSES, NURSING USE TO BE OFFERED
----- AUTO MECHANIC I DONT THINK TOO MUCH IS BEING OFFER. WE LIVE IN A
SMALL TOWN
----- DABBS VOC SCHOOL;
----- COSMETOLOGY, COMPUTER AIDED DESIGN, AUTO MECHANICS CLASS
----- "BUSINESS, AUTO MANIC, AND NURSING"
----- MURPHY HIGH SCHOOL
----- TCT
----- MACHINE TOOL TECH ENGINEERING DRAFTING AND INTEGRATED MANUFAC-
TURING
----- NURSING, COSMETOLOGY, COMPUTER SCIENCE, AGRI-BUSINESS
----- COSMETOLOGY
----- BRICK LAYING, CARPENTRY, DRAFTING
----- AUTO MECHANIC, CULINARY SCHOOL, TRIGONOMETRY.
----- WELDING, AUTO MECHANIC
----- DRAFTING
----- SHOP AND COMPUTER TECH
----- AUTO MECHANICS; DRAFTING; ELECTRONICS; HEAVY EQUIPMENT; REFRIG-
ERATION.
----- AUTO MECHANIC
----- ROTC
----- AUTO MECHANIC
----- BRICK MASONS AUTO MECHANIC COMPUTERS
----- "CARPENTRY, MECHANICS , COMPUTER, AND COSMETOLOGY.
----- APPLIANCE REPAIR
----- MECHANIC AND SMALL MOTORS
----- WALKER VOCATIONAL SCHOOL OFFERS AUTO MECHANIC
----- COLUMBUS TECH SIGN LANGUAGE
----- DOTHAN TECH. SCHOOL
----- NURSING, ELECTRICIAN, DRAFTING, COSMETOLOGIST,

----- ROTC; AUTO MECHANIC; BAND.
----- NURSING
----- MACHINE SHOP, WELDING, COSMETOLOGY BRICK MASON
----- AUTO MECHANIC AND SHOP
----- COSMETOLOGY, CHEF, PLC
----- AIRCRAFT MAINTENANCE, HOME CONSTRUCTING, ELECTRICAL WORK
----- THERE WAS AUTO MECHANIC?
----- THEY HAVE ONE IN MOBILE BUT I CAN'T REMEMBER THE NAME
----- "PROBABLY HAIR DRESSING , AUTO MECHANIC, PROBABLY WOODWORKING,
AND LAB TECH".
----- COSMETOLOGY INSTRUMENTATION COMP. TECH
----- AUTO MECHANICS,
----- AUTO MECHANIC
----- AUTO MECHANICS COSMETOLOGIST DRAFTING MEDICAL TECH LAND SCAPE

APPENDIX C

"What would be the best source of information for your local school to use in order to communicate with you about their Career/Technical programs -- newspapers, television, radio, the mail, or some other way?"

"Other responses"

COMPUTER AND TV

SEND PAMPHLET HOME WITH CHILDREN FROM SCHOOL

ALL

TV AND RADIO

ALL

TELEPHONE

DIRECT MAIL

TELEVISION AND STUDENT INFO PACKETS

CITY GOVERNMENT

COMMUNITY ORGANIZATION

THE SCHOOL SYSTEM

GUIDANCE COUNSELORS

ALL OF THE ABOVE

CHAMBER OF COMMERCE

IN PERSON

INDIVIDUAL BUSINESS

BY WORD OF MOUTH

INDIRECT MAIL

ALL

ALL OF THE ABOVE.

PTA MEETINGS AND MAIL

ALL OF THOSE.

SEND INSTRUCTORS INTO THE HIGH SCHOOLS TO LET THE KNOW WHAT IS AVAILABLE ON CAREER DAY IE. COURT RECORDING TALKS TO THOSE WHEN THE HIGH SCHOOLS LET THEM IN

ALL OF THE ABOVE

INFO FROM THE SCHOOL ITSELF

INTERNET

PUBLIC SCHOOLS

PRESENTATION OR ORIENTATION

PERSONAL INTERVIEW

ALL OF ABOVE

ALL OF THE ABOVE

THROUGH THE MEDIA, TV
MEETING WITH PARENTS ON THE BASIS TO LET THEM KNOW WHATS GOING ON IN
SCHOOL GIVE PARENTS THE OPPORTUNITY TO VOICE THEIR OPINION
GET WITH THE PARENTS
OPEN HOUSE
SCHOOL DISTRICT NEWS LETTER
SEMINARS.
PAMPHLET AT SCHOOL
EMAIL
THE BIG 3 TV, RADIO, NEWSPAPER ARE MOSTLY THE BEST
SEND HOME BY THE CHILD
WEBSITE
SHE NEEDS IT ON TAPE AS SHE'S LEGALLY BLIND
ALL OF THEM
PARENTS
CALL SOMEONE
ANY WAY THEY WANT
GO INTO SCHOOLS AND TALK TO STUDENTS
THE CHAMBER OF COMMERCE
PLANT TOUR AND TOUR FACILITIES
ALL OF THE ABOVE
BETTER TO REPRESENTIVES TO THE SCHOOL.
WORD OF MOUTH
ANY OF THOSE
INTERNET
EITHER ONE
ALL OF THOSE.
ALL
NEWSPAPER AND THE TV
ONE ON ONE
ALL
NEWSPAPERS AND TV
THROUGH THE SCHOOL
BY VISITING THE NEIGHBORHOOD.

APPENDIX D

Attendance in Alabama schools

Percent of respondents saying have child/grandchild attending-

an elementary school	41%
a public elementary school	36%
an middle school	24%
a public middle school	21%
a high school	25%
a public high school	23%



Southern Opinion Research

Southern Opinion Research is a private, independent survey research firm that specializes in media analysis, intellectual property, politics and public policy and general professional and consumer research. Based in Tuscaloosa, Alabama, the firm has gained a reputation for accurate and reliable survey research in Alabama and throughout the South.

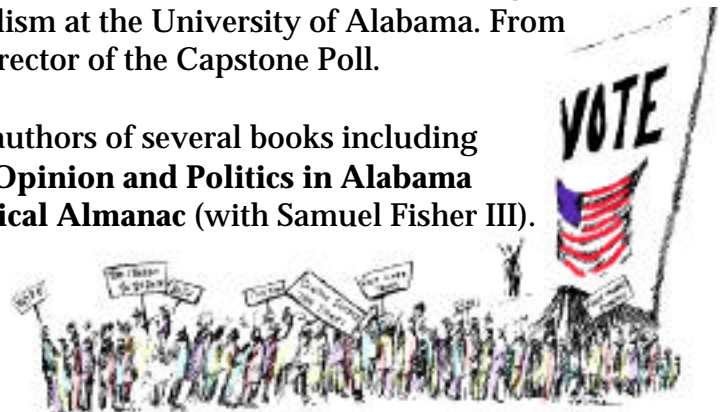
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Dr. Patrick R. Cotter is a widely published scholar in the field of survey research and is currently a professor of political science at the University of Alabama. From 1980-1987, Cotter served as co-director of the Capstone Poll, the University of Alabama's survey research unit.

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