

# *ST. CLOUD STATE UNIVERSITY SURVEY*

## *ANNUAL SPRING SURVEY OF SCSU STUDENTS MARCH 2010*

### *RESULTS FOR TECH FEE COMMITTEE*



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## **I. INTRODUCTION TO THE REPORT AND METHODS**

The SCSU Survey is an ongoing survey research extension of the Social Science Research Institute in the College of Social Sciences at St. Cloud State University. The SCSU Survey performs its research in the form of telephone interviews.

Dr. Stephen Frank began the survey in 1980 conducting several omnibus surveys a year of central Minnesota adults in conjunction with his Political Science classes. Presently, the omnibus surveys continue, but have shifted to a primary statewide focus. These statewide surveys are conducted once a year in the fall and focus on statewide issues such as election races, current events, and other important issues that are present in the state of Minnesota.

The primary mission of the SCSU Survey is to serve the academic community and public and nonprofit sector community through its commitment to high quality survey research and to provide education and experiential opportunities to researchers and students. We strive to assure that all SCSU students and faculty directors contribute to the research process, as all are essential in making a research project successful. This success is measured by our ability to obtain high quality survey data that is timely, accurate, and reliable, while maintaining an environment that promotes the professional and personal growth of each staff member. The survey procedures used by the SCSU Survey adhere to the highest quality academic standards. The SCSU Survey maintains the highest ethical standards in its procedures and methods. Both faculty and student directors demonstrate integrity and respect for dignity in all interactions with colleagues, clients, researchers, and survey participants.

## **II. SURVEY PERSONNEL**

The Survey's faculty directors are Dr. Steve Frank (SCSU Professor of Political Science), Dr. Steven Wagner (SCSU Professor of Political Science), Dr. David Robinson (SCSU Professor of Statistics and Computer Networking), Dr. Michelle Kukoleca Hammes (SCSU Associate Professor of Political Science) and Dr. Sandrine Zerbib (SCSU Assistant Professor of Sociology). The faculty directors are members of the Midwest Association of Public Opinion Research (M.A.P.O.R.) and the American Association of Public Opinion Research (A.A.P.O.R.). The directors subscribe to the code of ethics of A.A.P.O.R.

### **A. Stephen I. Frank**

Dr. Frank holds a Doctor of Philosophy in Political Science from Washington State University. Dr. Frank teaches courses in American Politics, Public Opinion and Research Methods at St. Cloud State University. Dr. Frank started the SCSU Survey in 1980, and since has played a major role in the development, administration and analysis of over 150 telephone surveys for local and state governments, school districts and a variety of nonprofit agencies. Dr. Frank has completed extensive postgraduate work in survey research at the University of Michigan. Dr. Frank coauthored with Dr. Wagner and published by Harcourt College, *"We Shocked the World!" A Case Study of Jesse Ventura's Election as Governor of Minnesota*. Revised Edition. He also recently published two academic book chapters: one appears in the current edition of *Perspectives on Minnesota Government and Politics* and the other, co-authored with Dr. Wagner, is contained in *Campaigns and Elections*, edited by Robert Watson and Colton Campbell. Dr. Frank is past chairperson of the SCSU

Department of Political Science and recently served as President of the Minnesota Political Science Association.

### **B. Steven C. Wagner**

Dr. Wagner holds a Doctor of Philosophy in Political Science and a Master of Public Administration from Northern Illinois University. Dr. Wagner earned his Bachelor of Science in Political Science from Illinois State University. Dr. Wagner teaches courses in American Politics and Public and Nonprofit Management at St. Cloud State University. Dr. Wagner joined the SCSU Survey in 1997. Before coming to SCSU, Dr. Wagner taught in Kansas where he engaged in community-based survey research and before that was staff researcher for the U.S. General Accounting Office. Dr. Wagner has written many papers on taxation, and state politics and has published articles on voting behavior, federal funding of local services and organizational decision making. Dr. Wagner, with Dr. Frank, recently published two texts on Jesse Ventura's election as Minnesota's Governor and a book chapter on the campaign. Dr. Wagner currently serves the SCSU Department of Political Science as its chairperson.

### **C. Michelle Kukoleca Hammes**

Dr. Kukoleca Hammes holds a Doctor of Philosophy in Political Science and a Masters in Political Science from the State University of New York at Binghamton. Dr. Kukoleca Hammes earned her Bachelor of Arts in Political Science from Niagara University. Dr. Kukoleca Hammes' is a comparativist with an area focus on North America and Western Europe. Her substantive focus is representative governmental institutions. She teaches courses in American Government, Introduction to Ideas and Institutions, Western European Politics, and a Capstone in Political Science at St. Cloud State University. Dr. Kukoleca Hammes, since joining the survey team, is using her extensive graduate school training in political methodology to aid in questionnaire construction and results analysis. She recently published a book chapter on Minnesota public participation in the Fifth Edition of *Perspectives on Minnesota Government and Politics*.

### **D. David H. Robinson**

Dr. Robinson holds a Doctor of Philosophy in Statistics and a Masters in Statistics from the University of Iowa. Dr. Robinson earned his Bachelor of Science in Mathematics from Henderson State University. At St. Cloud State University, Dr. Robinson teaches courses in survey planning and contingency tables, statistical methods for the social sciences, probability and computer simulation, and other statistical applications. Since coming to SCSU in 1985 and before that time, Dr. Robinson has served as statistical consultant for numerous statistical analyses of survey results. He has coauthored a book on computer simulation and analysis, and has published articles in the areas of nonparametric statistics, multivariate statistics, analysis of baseball statistics, and statistical analysis of computer network performance. Dr. Robinson recently served as chairperson for the SCSU Department of Statistics and Computer Networking.

### **E. Sandrine Zerbib**

Dr. Zerbib holds a Doctor of Philosophy in Sociology from the University of California Irvine and a Masters in Sociology from both California State University-Fullerton and University of Paris 10-Nanterre (France). Dr. Zerbib's ongoing research focuses on issues of immigration, sexuality and citizenship. Dr. Zerbib's current research analyzes the effect of domestic partnership laws on gay bi-

national couples leaving in France. She is currently collaborating with Dr. Downey on belly dance performance and gender politics. She teaches courses in Research Methods, Sociology of Gender, Immigration and Citizenship, and Advanced Research Methods

#### **F. John Kulas**

John Kulas is assistant professor of Industrial and Organizational Psychology at Saint Cloud State University. His applied background includes current and past appointments as a test publisher, an internal HR practitioner, and an external organizational consultant (focusing primarily on topics of personnel selection and performance assessment). He has authored over 20 conference and journal articles, dealing with issues of measurement in organizational settings. His works can be found in sources such as the *Journal of Psychology*, *Organizational Research Methods*, *Journal of Applied Measurement*, *Journal of Business and Psychology*, *Social Justice Research*, and *Journal of Research in Personality*. He has received research awards from the Society for Industrial and Organizational Psychology and the American Psychological Society.

### **III. CALL CENTER SUPERVISORS AND INTERVIEWERS**

#### **Lead Student Directors**

**Mr. Derrek Lee Helmin**

4th Year Student, Political Science and Economics Major, Foley, MN

#### **Assistant Lead Directors**

**Ms. Kaelynn M Kampa**

4th Year Student, Public Administration Major and Management minor, Rice, MN.

**Mr. Brady A. Haggstrom**

3rd Year Student, Psychology and Political Science Major, Fergus Falls, MN

#### **Survey Lab Student Directors**

**Mr. Frederico Saucedo**

3rd Year Student, Statistics Major, Eagan, MN

**Ms. Melat Yimamu**

3rd Year Student, Political Science and International Relations, Addis Abeba, Ethiopia

**Ms. Julie Archer**

3rd year student, History and Political Science Majors, Minnetonka, MN

**Mr. Zach Kellar**

2nd year student, Statistics Major, Callender, Iowa

**Mr. Lucas Edberg**

3rd year student, Statistics Major, Belle Plaine, MN.

**Mr. Mark Schwichtenberg**

1st year student, Aviation Major, Dayton, MN.

## **Student Technical Consultant**

### **Daniel Paul Getzke**

3rd year student, Computer Science Major, Eagan, MN.

## **STUDENT CALLERS**

The survey employs highly trained paid callers who undergo intensive training prior to calling. Student directors conducted both general training sessions and one-on-one training sessions as well as monitoring all calling shifts. Faculty directors monitor all training and calling. The callers came from the classes of Drs. Frank, Robinson, and Zerbib.

## **IV. Methodology**

### **Introduction**

The March 2010 St. Cloud State University Survey findings are based on telephone interviews with a representative sample of 555 currently enrolled SCSU students. The sample included both landline phones and cell phones. Interviews were conducted from March 21 to March 29, 2010 at St. Cloud State University Survey Lab. The sample was obtained from David Kosel, Center for Information Systems.

### **Sample Design**

#### **Sample Design**

The sample was designed to represent all currently enrolled SCSU students with a phone number (landline or cell phone). The phone numbers were drawn systematically from a stratified database of all SCSU students: (a) 500 dorm residents were chosen from a population of 2,752 SCSU dorm residents with available phone numbers; (b) 1,500 off-campus residents were chosen from a population of 13,912 SCSU off-campus residents with available phone numbers.

### **Contact Procedures**

Before calling began, the original sample was comprised of 2000 students, including 500 dorm residents and 1,500 off-campus residents. After completing the survey, the total weighted sample consisted was 555 respondents.

Several steps were taken to ensure that the telephone sample of students was representative of the larger SCSU student population. Phone numbers with no initial contact were called up to 10 times over different days and times to increase the possibility of contact. In addition, appointments were made as necessary to interview the designated respondent at his/her convenience. Calling was completed between 4:30 pm to 9:30 pm to maximize contacts and ensure equal opportunities to respond among various respondent demographic groups. Attempts to convert initial refusals commenced almost immediately and continued throughout the survey. The final few nights of interviewing were almost exclusively devoted to contacting hard to reach respondents.

### **Technology**

The SCSU Survey operates a Computer Assisted Telephone Interviewing (CATI) Lab on the St. Cloud State University campus. The CATI Lab is equipped with 19 interviewer stations; each includes a computer, a phone, and a headset. In addition to the interviewer stations, there is the Supervisor

Station, which is used to monitor the survey while it is in progress. The SCSU Survey has its own server designated solely for the use of the SCSU Survey.

The SCSU Survey is licensed to use Sawtooth Software's Ci3 Questionnaire Authoring Version 4.1, a state-of-the-art windows-based computer-assisted interviewing package. This program allows us to develop virtually any type of questionnaire while at the same time programming edit and consistency checks and other quality control measures to ensure the most valid data. The instrument was pre-tested prior to interviewing to make certain that all equipment and programming was in working order and to verify that the questionnaire was clear.

All interview stations are networked for complete, ongoing sample management. Sawtooth Software's Ci3 allows immediate data updating, ensuring maximum data integrity and allowing clients to get progress reports anytime. The Survey directors are able to review data for quality and consistency. Question answers are entered directly into the computer, thus keypunching is eliminated, which decreases human error and facilitates immediate data analysis. The calling system is programmed to store call record keeping automatically, allowing interviewers and supervisors to focus on the interviewing task. Callbacks are programmed through the computer network and made on a schedule.

### **Sample Error**

The margin of sampling error for the complete set of weighted data is  $\pm 5$  percent at the 95 percent confidence level. In all sample surveys there are other possible sources of error for which precise estimates cannot be calculated. These include interviewer and coder error, respondent misinterpretation, and analysis errors. When analysis is made of sub-samples such as respondent gender, the sample error may be larger.

### **Sample Weighting**

Weighting is generally used in survey analysis to compensate for patterns of non-response that might bias results. The interviewed sample of all students was weighted to match parameters for gender and dorm residence. All statistics reported are weighted.

Weighting was accomplished using statistical raking, a special iterative sample weighting technique that simultaneously balances the distributions of all variables. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the SCSU student population.

The total survey consisted of 48 variables. Respondent gender, dorm resident or not, ethnic status, year born, international student or not and class standing were imported from the database. Of the 48 questions, the six asked for the Computer Technology Fee Committee are reported herein and the remainder is reported to the applicable clients. The complete questionnaire is viewable by going to the SCSU Survey web site and following the links to the spring SCSU student 2010 contract survey. <http://www.stcloudstate.edu/scsusurvey>.

<b>Sample Disposition</b>	
1982	Total Numbers Dialed
6	Business / Government
1	Computer/Fax
355	Other Not-Working
1620	Working numbers
82%	Working Rate
104	No Answer
12	Busy
114	Answering Machine
34	Other Non-Contacts
1356	Contacted numbers
84%	Household Contact Rate
680	Callbacks/Never Call
676	Respondents Contacted
50%	Participant Contact Rate
7	Language/Hearing Barrier
18	Screenouts
651	Eligible numbers
96%	Eligibility Rate
74	Refusal after case determined eligible
22	Partially complete
555	Completes
85%	Cooperation Rate
36%	Response Rate



## V. Substantive Questions for Technology Fee Committee

### Question TECH1

Currently SCSU students pay a technology fee of 4 dollars 59 cents per credit. The fee is used to purchase and maintain over 400 computers in the General Access labs, provide access to the campus e-mail system and maintain 15 of the electronic classrooms. Generally, are you very satisfied, satisfied, dissatisfied, or very dissatisfied with the student-related computer services available to all students?

1. VERY SATISFIED
2. SATISFIED
3. DISSATISFIED
4. VERY DISSATISFIED
5. NEUTRAL [VOLUNTEERED]
8. DON'T KNOW
9. REFUSED

### Question TECH2

Now I would like to ask you how you would spend the technology fee money if it were your choice. I will read you a list of possible ways to spend this money. Please indicate whether you think the technology fee money should be spent on that technology or not.

Would you...

[READ RESPONSES 1-10-MULTIPLE RESPONSES ALLOWED

1. Increase the number of general access computers available to students?
2. Provide more technical and user support staff at the SCSU HelpDesk?
3. Provide more technology training to students?
4. Provide access to new technologies?
5. Provide new technologies specifically for instructional purposes?
6. Increase the number of laptops available for student checkout?
7. Improve the access capabilities for hand-held devices?
8. Subsidize student software purchases?
9. Provide more technical support in the general access labs?
10. Increase the number of virtual lab software titles?
11. OTHER [VOLUNTEERED]
12. DON'T KNOW
13. REFUSED
14. NO OTHER RESPONSE

### Question TECH3

I am now going to read you a list of technologies. Please indicate which ones you use for school work. Do you use?

[READ RESPONSES 1 THROUGH 10 - MULTIPLE RESPONSES ALLOWED]

1. Wikis
2. Blogs
3. Gmail/Google
4. You Tube
5. Podcasts Provide
6. Social networks

7. Flickr
8. Social bookmarking
9. Digital video
10. Clickers
11. OTHER [VOLUNTEERED]
12. DON'T KNOW
13. REFUSED
14. NO OTHER RESPONSE

**Question TECH4**

Do you find having an SCSU/HuskyNet e-mail account to be very valuable, somewhat valuable, not very valuable, or not at all valuable?

1. Very valuable
2. Somewhat valuable
3. Not very valuable
4. Not at all valuable
8. DON'T KNOW
9. REFUSED

**Question TECH5**

Do you consider your SCSU/HuskyNet e-mail to be your primary e-mail account or a secondary e-mail account?

1. Primary
2. Secondary
3. I DON'T USE E-MAIL [volunteered]
8. DON'T KNOW
9. REFUSED

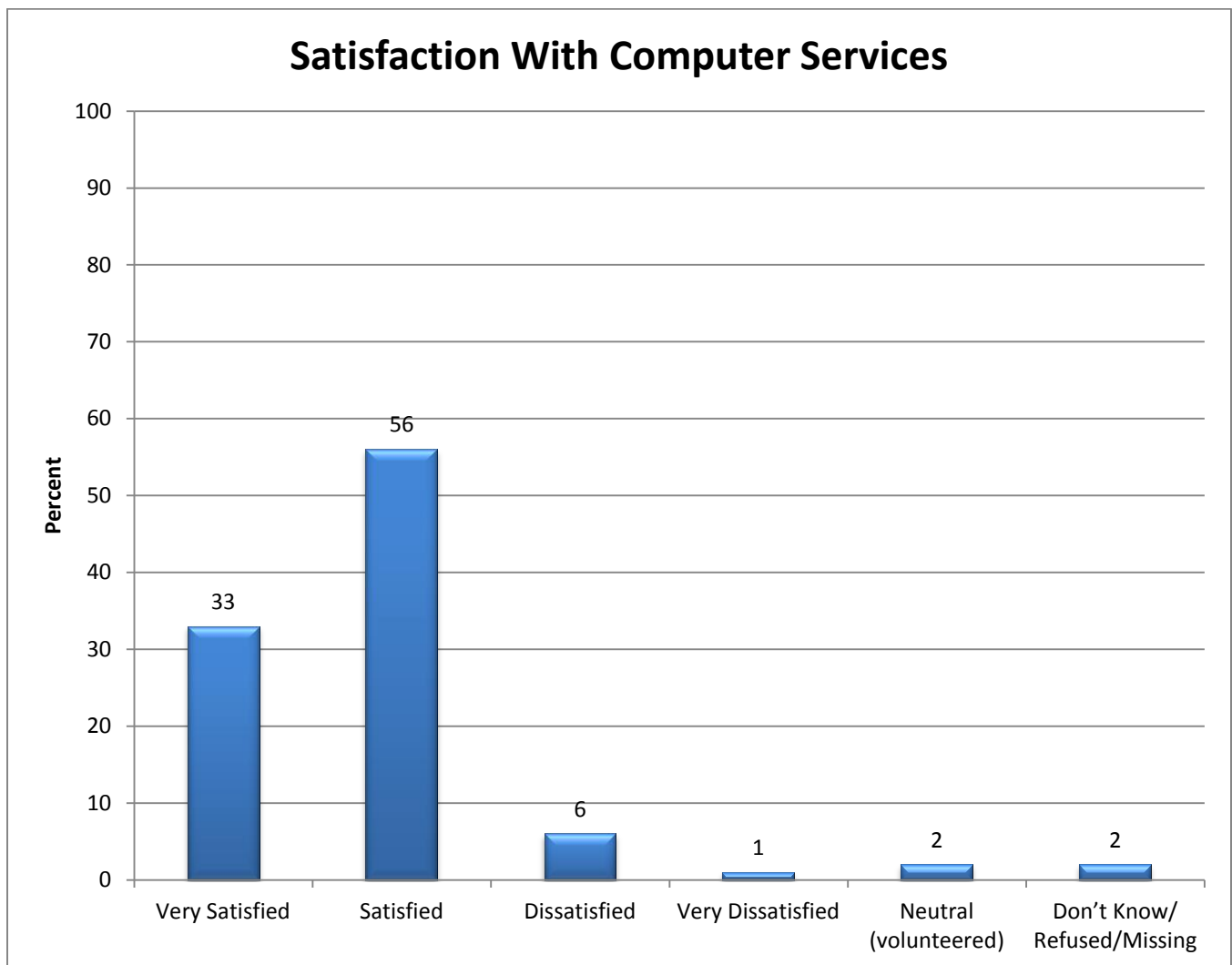
**Question TECH6**

Would you like to see web content from SCSU designed for your mobile device (Smartphone, iPhone, iTouch)?

1. Yes
5. No
7. I DON'T USE THESE DEVICES [volunteered]
8. DON'T KNOW
9. REFUSED

## VI. Substantive Findings

<b>Satisfaction with Computer Services</b>		
<p>Currently SCSU students pay a technology fee of 4 dollars 59 cents per credit. The fee is used to purchase and maintain over 400 computers in the General Access labs, provide access to the campus e-mail system and maintain 15 of the electronic classrooms. Generally, are you very satisfied, satisfied, dissatisfied, or very dissatisfied with the student-related computer services available to all students?</p>		
	<b>Frequency</b>	<b>Percent</b>
Very Satisfied	183	33
Satisfied	311	56
Dissatisfied	31	6
Very Dissatisfied	9	1
Neutral (volunteered)	11	2
Don't Know/ Refused/Missing	11	2
<b>TOTAL</b>	<b>553</b>	<b>100%</b>



## Use of Technology Fee

Now I would like to ask you how you would spend the technology fee money if it were your choice. I will read you a list of possible ways to spend this money. Please indicate whether you think the technology fee money should be spent on that technology or not.

Would you...

[READ RESPONSES 1-10-MULTIPLE RESPONSES ALLOWED]

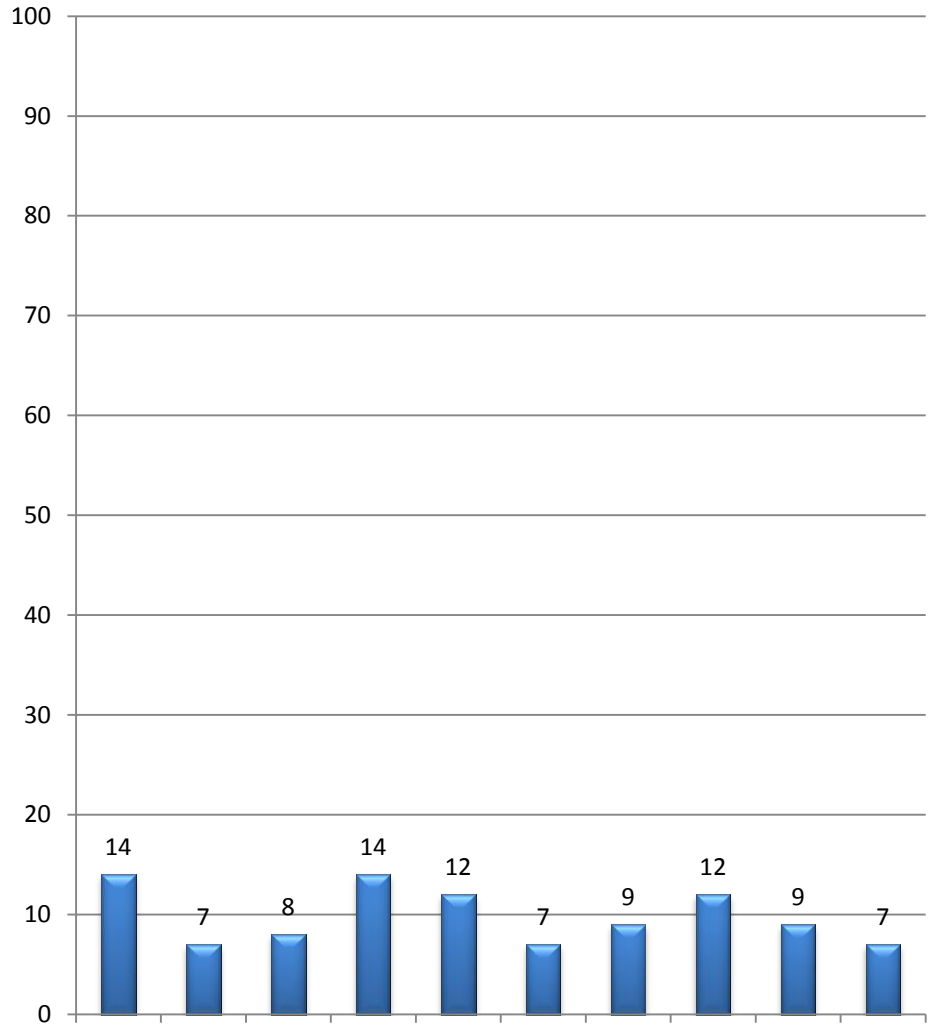
1. Increase the number of general access computers available to students?
2. Provide more technical and user support staff at the SCSU HelpDesk?
3. Provide more technology training to students?
4. Provide access to new technologies?
5. Provide new technologies specifically for instructional purposes?
6. Increase the number of laptops available for student checkout?
7. Improve the access capabilities for hand-held devices?
8. Subsidize student software purchases?
9. Provide more technical support in the general access labs?
10. Increase the number of virtual lab software titles?
11. OTHER [VOLUNTEERED]
12. DON'T KNOW
13. REFUSED
14. NO OTHER RESPONSE

Program	Frequency	Percent of Responses	Percent of Respondents
Increase the number of general access computers available to students	358	14	67
Provide more technical and user support staff at the SCSU HelpDesk	196	7	36
Provide more technology training to students	223	8	41
Provide access to new technologies	378	14	70
Provide new technologies specifically for instructional purposes	307	12	57
Increase the number of laptops available for student checkout	182	7	34
Improve the access capabilities for hand-held devices	239	9	44
Subsidize student software purchases	309	12	57
Provide more technical support in the general access labs	234	9	43
Increase the number of virtual lab software titles	190	7	35
Other (volunteered)	7	<1	1
Don't Know/Refused/Missing	14	<1	2
<b>TOTAL</b>	2636 Responses from 555 Respondents	100%	≠ 100% <sup>1</sup>

<sup>1</sup> Will not total 100% since respondents could choice multiple responses.

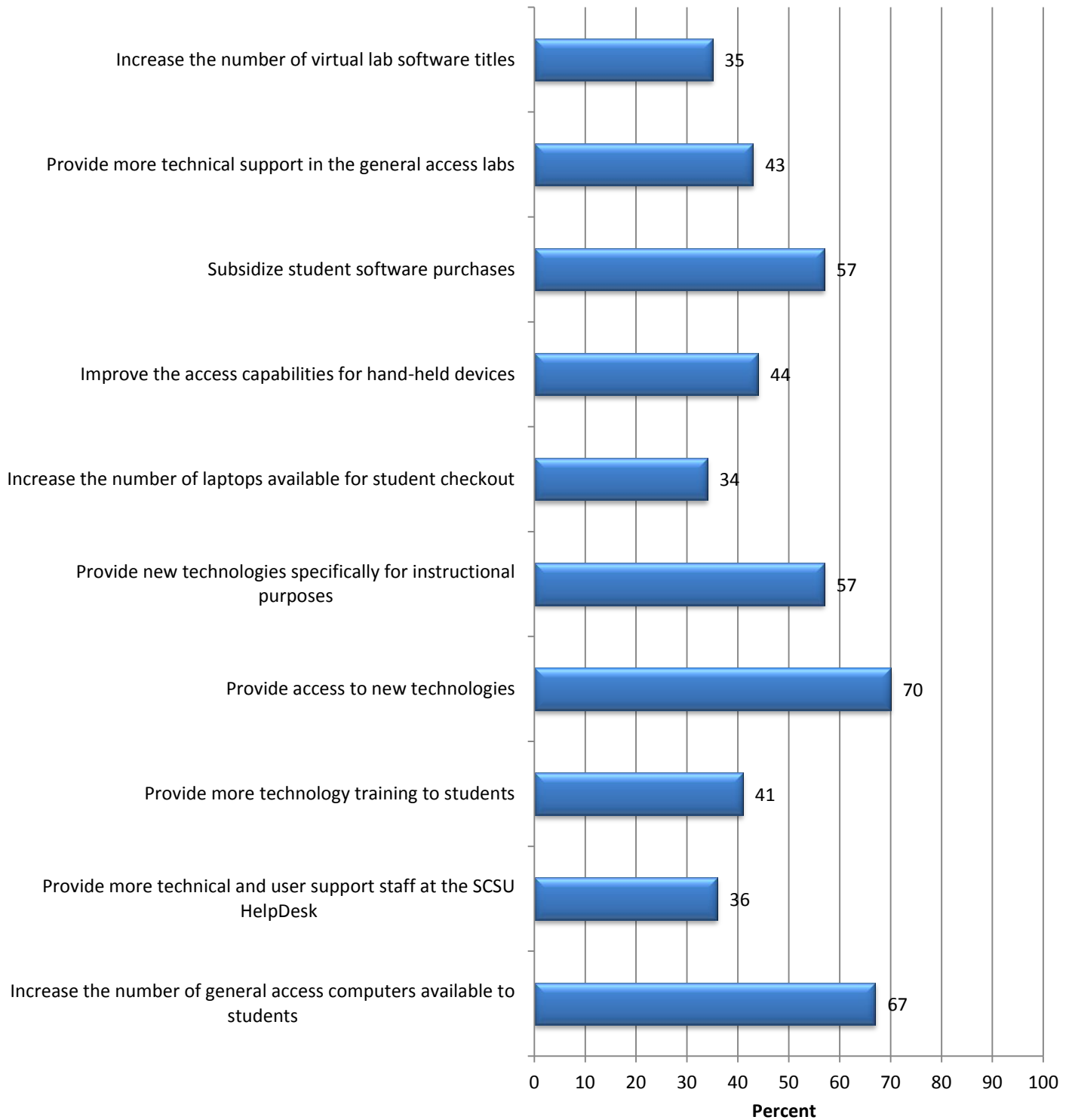
# Use of Technology Fee

Percent



Increase the number of general access computers available to students  
Provide more technical and user support staff at the SCSU HelpDesk  
Provide more technology training to students  
Provide access to new technologies  
Provide new technologies specifically for instructional purposes  
Increase the number of laptops available for student checkout  
Improve the access capabilities for hand-held devices  
Subsidize student software purchases  
Provide more technical support in the general access labs  
Increase the number of virtual lab software titles

## Use of Technology Fee Percent of Respondents



## Use of Technology for School Work

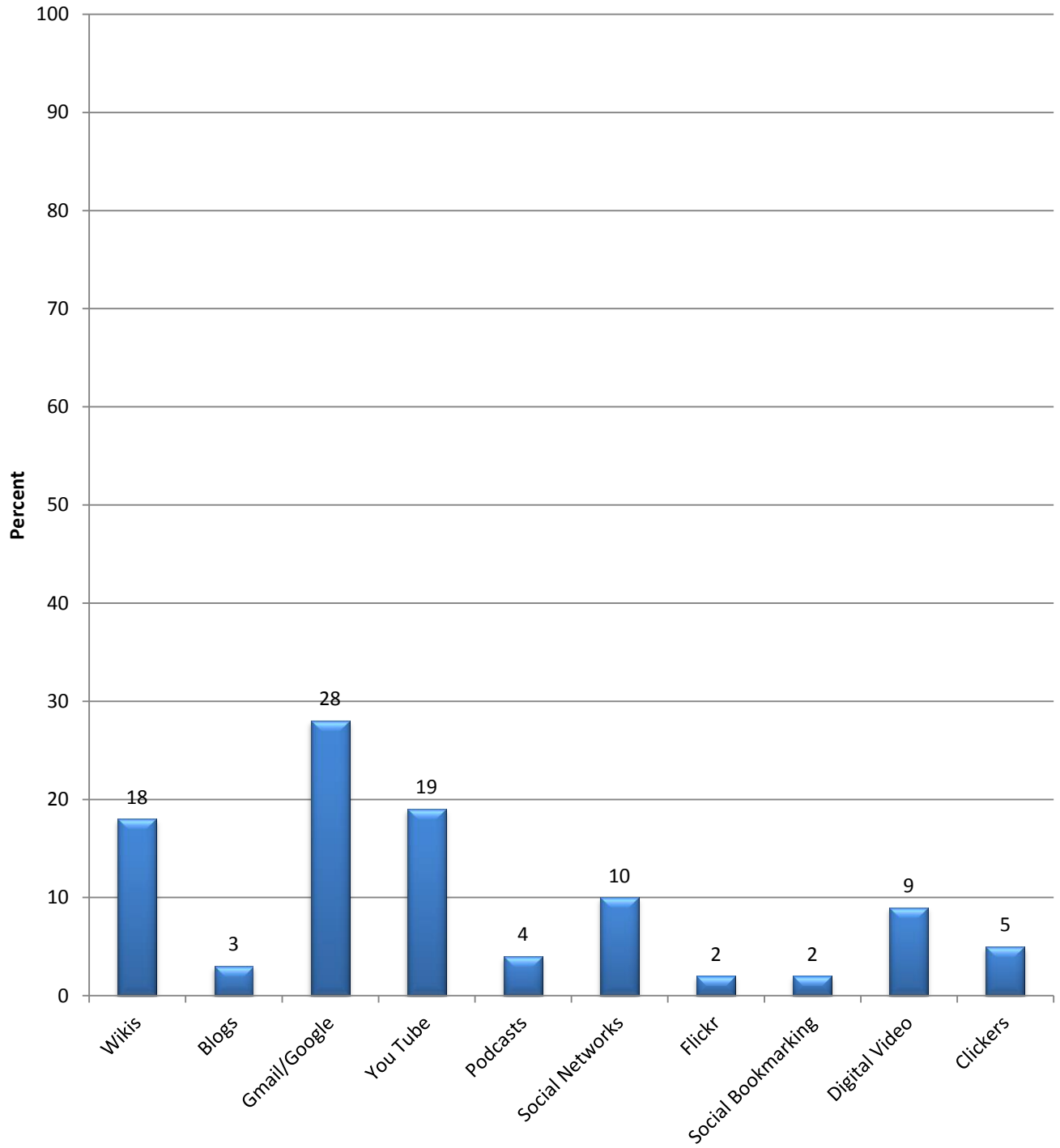
I am now going to read you a list of technologies. Please indicate which ones you use for school work. Do you use?  
 [READ RESPONSES 1 THROUGH 10 - MULTIPLE RESPONSES ALLOWED]

1. Wikis
2. Blogs
3. Gmail/Google
4. You Tube
5. Podcasts
6. Social networks
7. Flickr
8. Social bookmarking
9. Digital video
10. Clickers
11. OTHER [VOLUNTEERED]
12. DON'T KNOW
13. REFUSED

Program	Frequency	Percent of Responses	Percent of Respondents
Wikis	300	18	55
Blogs	53	3	10
Gmail/Google	472	28	87
You Tube	323	19	60
Podcasts	70	4	13
Social Networks	177	10	33
Flickr	26	2	5
Social Bookmarking	26	2	5
Digital Video	145	9	27
Clickers	80	5	15
Other (volunteered)	6	<1	1
Don't Know/Refused/Missing	9	1	2
<b>TOTAL</b>	1687 Responses from 555 Respondets	100%	≠ 100% <sup>2</sup>

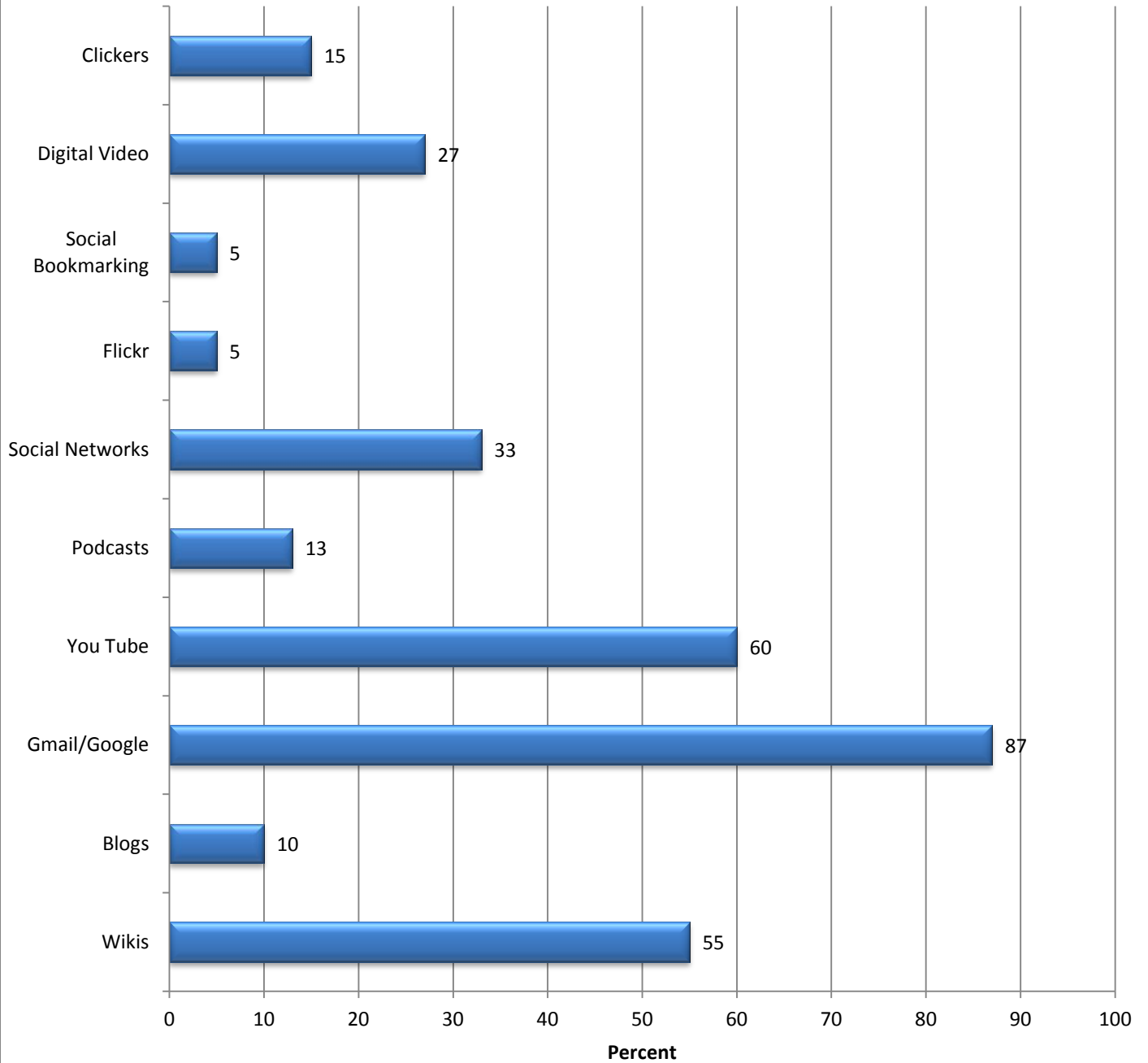
<sup>2</sup> Will not total 100% since respondents could choice multiple responses.

## Use of Technology For School Work Percent of Responses





## Use of Technology For School Work Percent of Respondents

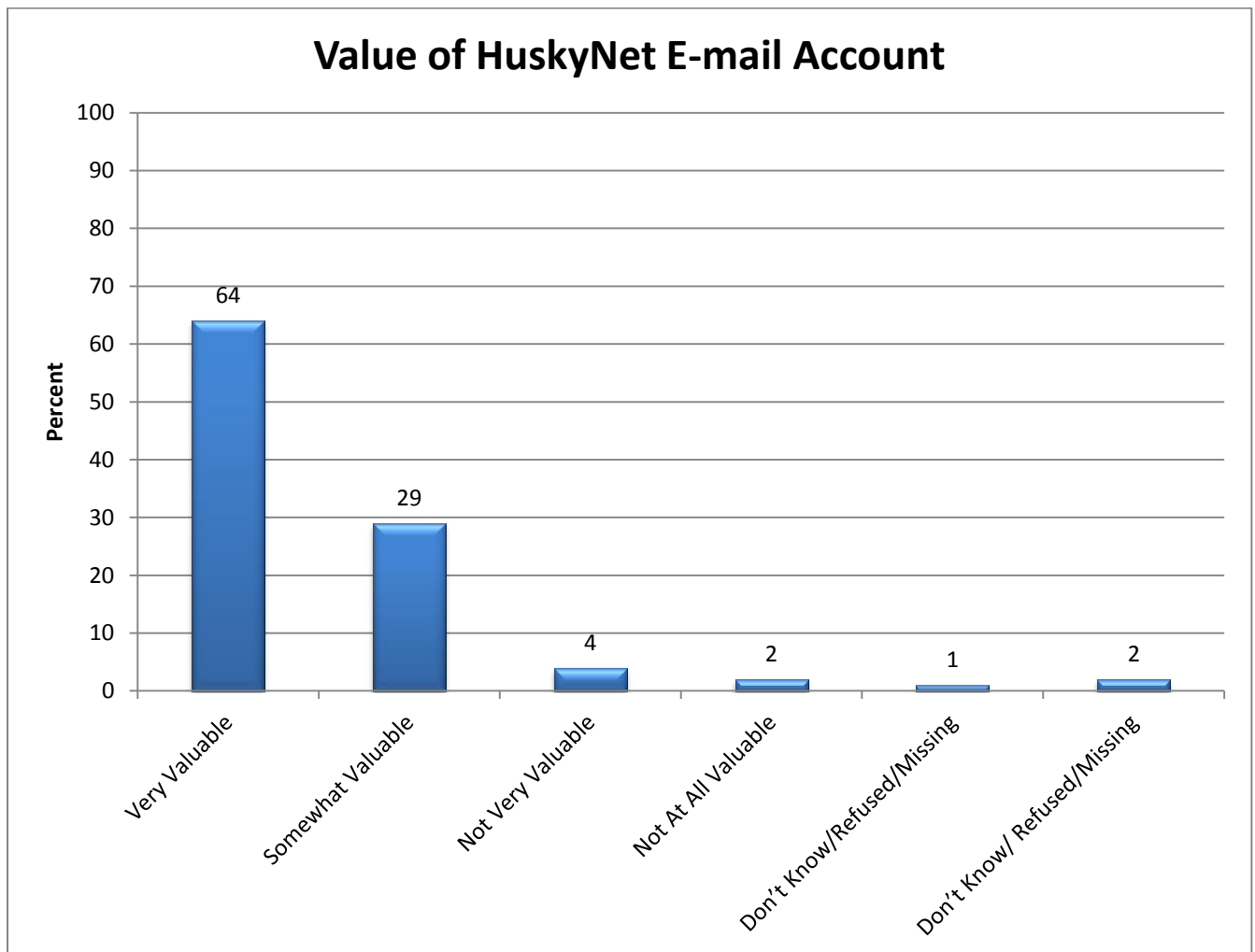


## Value of HuskyNet E-mail Account

Do you find having an SCSU/HuskyNet e-mail account to be very valuable, somewhat valuable, not very valuable, or not at all valuable?

- 1. Very valuable
- 2. Somewhat valuable
- 3. Not very valuable
- 4. Not at all valuable
- 8. DON'T KNOW
- 9. REFUSED

Program	Frequency	Percent
Very Valuable	354	64
Somewhat Valuable	159	29
Not Very Valuable	24	4
Not At All Valuable	12	2
Don't Know/Refused/Missing	5	1
<b>TOTAL</b>	<b>555</b>	<b>100%</b>

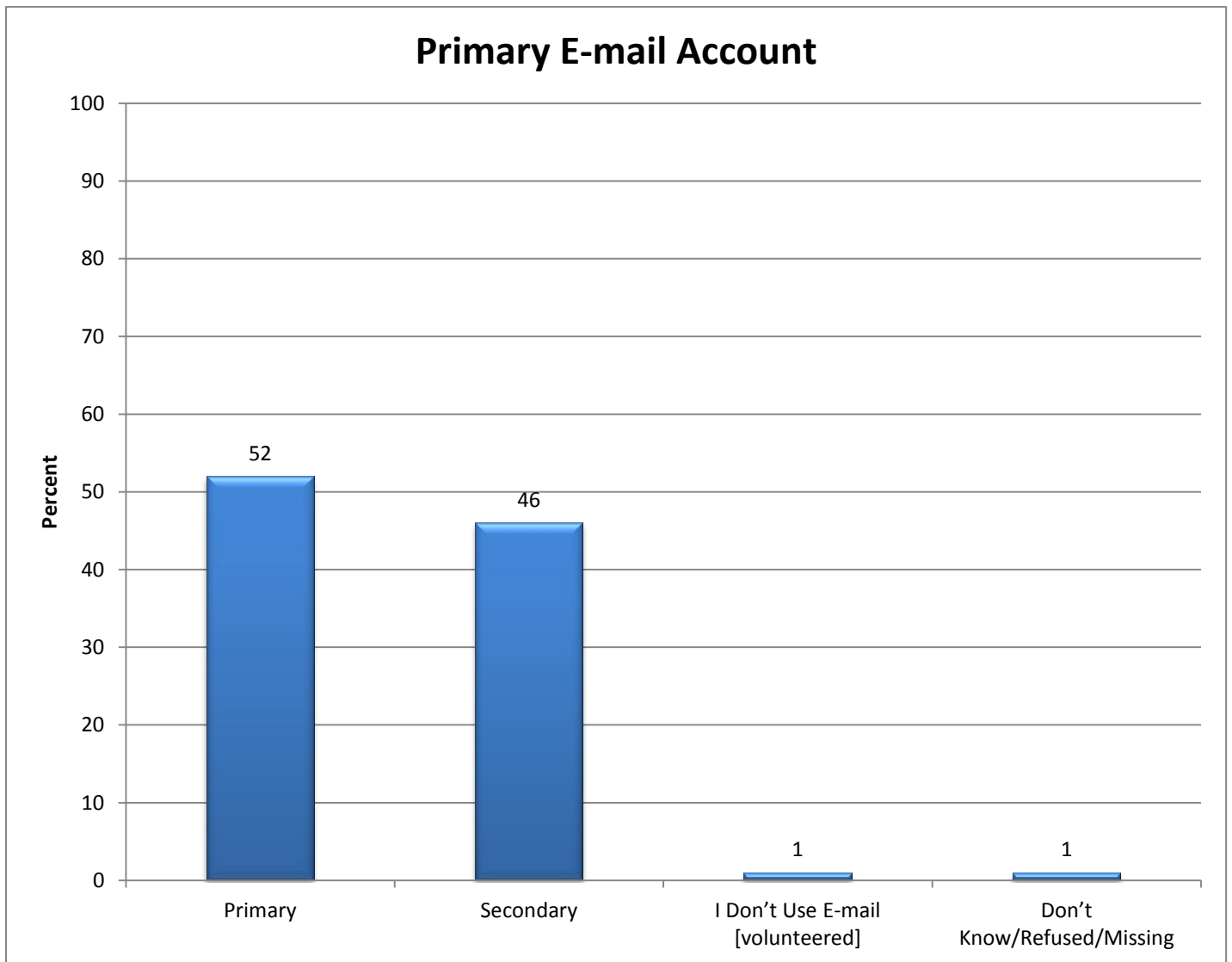


## Primary E-Mail Account

Do you consider your SCSU/HuskyNet e-mail to be your primary e-mail account or a secondary e-mail account?

1. Primary
2. Secondary
3. I DON'T USE E-MAIL [volunteered]
8. DON'T KNOW
9. REFUSED

Program	Frequency	Percent
Primary	288	52
Secondary	253	46
I Don't Use E-mail [volunteered]	7	1
Don't Know/Refused/Missing	8	1
<b>TOTAL</b>	<b>555</b>	<b>100%</b>



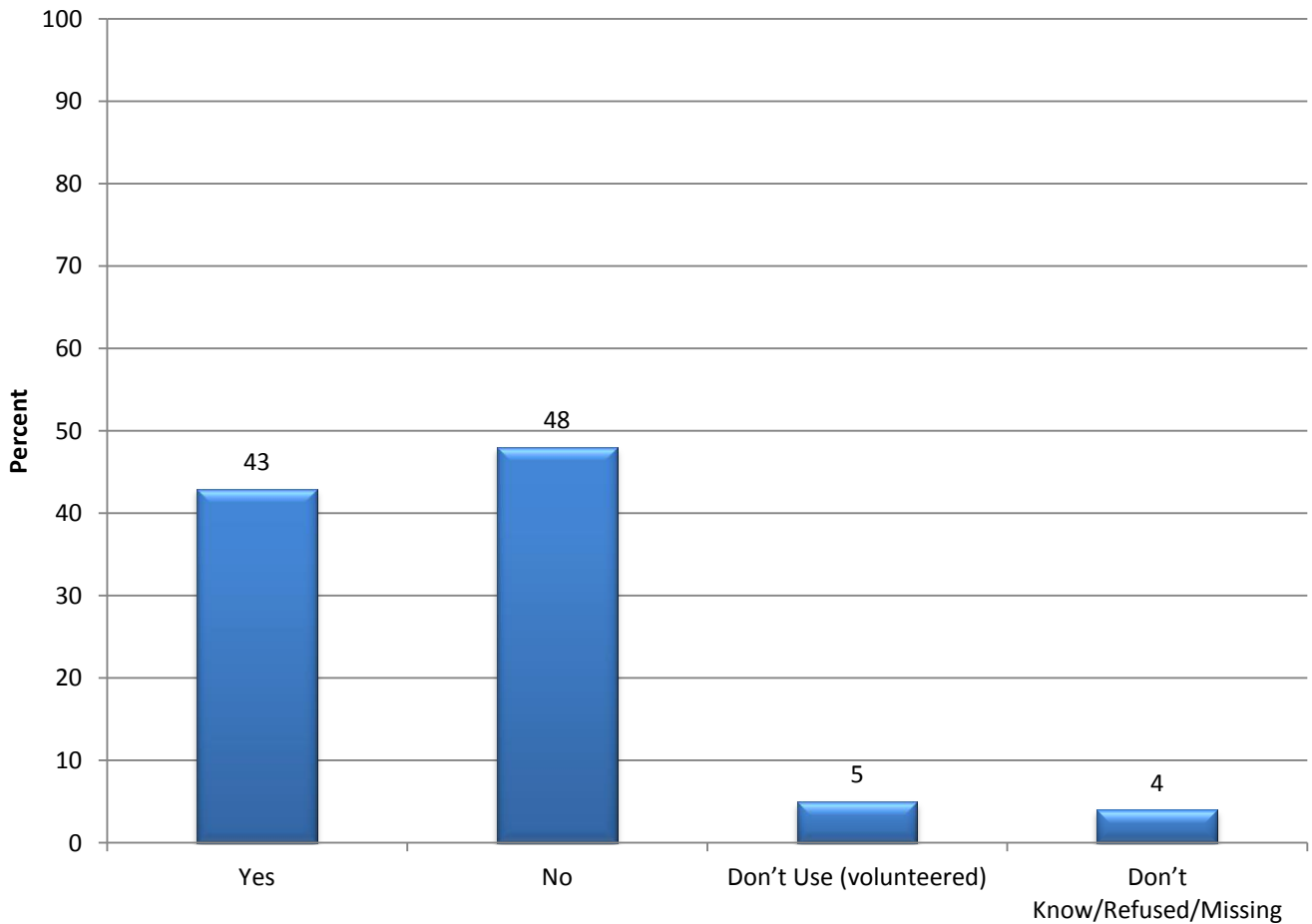
## Web Content

Would you like to see web content from SCSU designed for your mobile device (Smartphone, iPhone, iTouch)?

- 1. Yes
- 5. No
- 7. I DON'T USE THESE DEVICES [volunteered]
- 8. DON'T KNOW
- 9. REFUSED

Program	Frequency	Percent
Yes	236	43
No	265	48
Don't Use (volunteered)	32	5
Don't Know/Refused/Missing	23	4
<b>TOTAL</b>	<b>555</b>	<b>100%</b>

## Web Content



## VII. Demographics

<b>Gender</b>		
From SCSU Data Base		
<b>Program</b>	<b>Frequency</b>	<b>Percent</b>
Male	267	48
Female	287	52
Missing	1	<1
<b>TOTAL</b>	<b>555</b>	<b>100%</b>

<b>Age Group</b>		
From SCSU Data Base (Collapsed From Year of Birth)		
<b>Program</b>	<b>Frequency</b>	<b>Percent</b>
18-24 (or younger)	370	67
25-39 Years	133	24
40 Years and Older	52	9
<b>TOTAL</b>	<b>555</b>	<b>100%</b>

<b>Residency</b>		
From SCSU Data Base		
<b>Program</b>	<b>Frequency</b>	<b>Percent</b>
Off Campus	464	83
On Campus	91	17
<b>TOTAL</b>	<b>555</b>	<b>100%</b>

<b>Ethnic Classification</b>		
From SCSU Data Base		
<b>Program</b>	<b>Frequency</b>	<b>Percent</b>
Black	24	4
Asian	33	6
White	464	84
Hispanic	6	1
Native American	4	1
Pacific Islander	0	0
Missing	23	4
<b>TOTAL</b>	<b>555</b>	<b>100%</b>

<b>Class Standing</b>		
From SCSU Data Base		
<b>Program</b>	<b>Frequency</b>	<b>Percent</b>
Freshman	104	19
Sophomore	92	17
Junior	93	17
Senior	157	28
Previous Degree	22	4
Special	24	4
Graduate Student	63	11
<b>TOTAL</b>	<b>555</b>	<b>100%</b>

<b>GPA</b>		
Self Reported		
<b>Program</b>	<b>Frequency</b>	<b>Percent</b>
Less than 1.6	5	1
1.6-2.0	13	2
2.1-2.5	34	6
2.6-3.0	119	22
3.1-3.5	167	30
3.6 or higher	173	31
Don't Know/Refused/Missing	44	8
<b>TOTAL</b>	<b>555</b>	<b>100%</b>