



Hudson Adult Education Survey

**David Trechter
Denise Parks**

**Survey Research Center Report – 2005/06
May 2005**

Students working for the Survey Research Center were instrumental in the completion of this study. Danielle Rogers, Ashley Frye, Lindsey Thompson, Kristi Sirinek, Nathan Wilber, Corrie Ford, Bethany Barnett, Rachel Ehlert, and Adrienne Adolpson handled the mailings, data entry, and data verification. Danielle Rogers calculated the initial descriptive statistics for this study. Danielle, Kristi, Rachel, Bethany, Corrie and Adrienne proofread earlier drafts of the study. Their hard work and dedication are gratefully acknowledged.

Hudson Adult Education Survey Executive Summary

During February and March 2005, the Survey Research Center at the UW-River Falls sent surveys to a random sample of 1,600 households in Hudson, Wisconsin of which 412 were returned. We expect the survey results to be accurate to within plus or minus 5 percent. Some of the key findings of our survey include:

- The sample is similar in most ways to the overall population of Hudson. However, a significantly higher proportion of the sample (60 percent) have college or graduate degrees than is true of the overall population (38 percent) and they have higher incomes.
- More than one-third of survey respondents report having attended an educational offering at UW-River Falls. It has been more than 2 years since two-thirds of this sample has participated in one of our programs and few knew much about our current offerings.
- Offering interesting programs is by far the most important factor in the decision to participate in an educational offering. Academic quality and convenient schedules are also of importance to this audience. Women, who are generally more interested in adult education than are men, are more demanding in terms of programmatic focus, academic reputation, convenient schedules, cost, time commitment and availability in Hudson.
- While UW-River Falls generally enjoys an above average reputation with people in Hudson, we received our lowest rating in the category of offering interesting programs. In addition, we also are not seen as positively among the key demographic category of those less than 35 years of age.
- An estimated 7 percent of the Hudson adult population indicated an interest in pursuing completion of their undergraduate degree within the next 2 years. Most of these degrees would be in business or education and about 20 percent identified UW-River Falls as a likely place for completing these degrees. We estimate about 50 adults in Hudson might be expected to pursue their undergraduate degree with us.
- Approximately 42 Hudson residents might be expected to enroll in a masters degree program offered by UW-River Falls over the next couple of years according to our survey. Again, business and education are the most likely degrees to be pursued.
- Personal enrichment offerings focused on fine arts tours (music, theater, visual arts) sparked the strongest level of interest in this sample. There are, in addition, a number of lecture (current events, wellness, travelogues) and participatory (fitness, outdoor recreation, and foreign language instruction) programming that could be expected to attract a significant audience. International travel also appears to hold substantial interest for the Hudson market. Women and people with more formal education are interested in a broader array of programs than other demographic groups.
- Professional development programming appeals to a narrower slice of the adult population in Hudson (those in the workforce) and there are fewer topics that are likely to attract a significant audience. Programs on leadership development, business management, and computer skills (e.g. internet security, web design and GIS) attract the largest audiences. Key demographic groups for professional development offerings are those in the 35 – 44 age group and those with some college or a technical college degree.

Hudson Adult Education Survey

During February and March 2005, the Survey Research Center at the University of Wisconsin at River Falls sent surveys to a random sample of 1,600 households in Hudson, Wisconsin. We did two mailings of the survey, a copy of which is included in Appendix B. During the first, a total of 249 surveys were returned and during the second an additional 163 were returned for a total sample size of 412. The 2000 estimated adult population of Hudson is 5,617, so a random sample of 412 means that the estimates provided in this report should be accurate to within plus or minus 4.65 percent with 95 percent confidence.

Any survey has to be concerned with “non-response bias,” which exists when those people who don’t return a questionnaire are systematically different in their opinions than those who do. The standard way to test for non-response bias is to compare the responses of those who return the first questionnaire to those who return the second. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing) and we assume that they are representative of that group. We found a consistent set of significant differences between the first and second mailings in this survey and conclude that non-response bias is a concern. For example, in the survey we asked respondents to indicate their level of interest in about 20 personal enrichment educational programs (e.g. art tours) and if they would choose UW-River Falls to satisfy their educational needs in the given area. In more than half of these personal enrichment programs, there were statistically significant differences between those in the first and second mailings. Those who returned the first mailing were more likely to be interested in a given personal enrichment program and were also more likely to choose UW-River Falls for an educational program in this area. For example, when we asked respondents to rate their level of interest in a program that would take them to art festivals or art studios on a

scale ranging from high (= 1) to none (= 4), the first mailing group had an average level of interest of 2.64 compared to 2.87 for the second, and this difference is statistically significant. Further, 75 percent of the first group indicated they would choose UW-River Falls for this type of program compared to 62 percent for the second group. These response patterns are different at statistically significant levels.

To address the issue of non-response bias, the values reported in this document are weighted to reflect the observed differences. Specifically, a substantially greater weight is given to the responses received in the second mailing. The first mailing represented about 16 percent of the overall sample. We assume that the second mailing is more representative of the 84 percent who did not respond to the first questionnaire, and have weighted the responses accordingly. The unweighted average level of interest in the art tour referenced in the preceding paragraph is 2.73. Giving the average level of interest from the first questionnaire (2.64) a weight of 16 percent and the average from the second group (2.87) a weight of 84 percent, gives an overall level of interest for the Hudson area of 2.83. Similarly, the proportion who would seek such a program from UW-River Falls declines from 71 percent for the unweighted average down to 64 percent for the weighted average. The weighted values are expected to better reflect the opinions of the overall Hudson population.

Demographic Profile of Sample

Table 1 summarizes the demographic profile of this sample. The values reported in Table 1 are unweighted so that they can be compared, when feasible, to data from the Census of Population. Further, there were no significant differences between the first and second mailings with respect to demographic variables. Table 1 shows that slightly more than one in ten respondents is a graduate of UW-River Falls and slightly more than half are male. Table 1 also

indicates that 15 percent of the sample are of retirement age, nearly two-thirds are between 35 and 65, and slightly more than one in five are under 34. The age distribution of the sample is nearly identical to the distribution reported in the 2000 Census (25 percent between 18 and 34, 60 percent between 35 and 64, and 15 percent more than 65).

	No	Yes					
UWRF Alumnus	89%	11%					
	Male	Female					
Gender	52%	48%					
	< 25	25-34	35-44	45-54	55-64	65-74	75+
Age	4%	18%	22%	25%	16%	11%	4%
	Some High School	High School	Tech College	Some College	College	Grad Degree	
Education	1%	9%	8%	21%	42%	18%	
	St. Croix Co	Minnesota	Not applicable	Wisconsin	Other		
Work in	28%	42%	22%	6%	3%		
	< \$15,000	\$15-\$34,999	\$35-\$49,999	\$50-\$74,999	\$75,00+		
Household Income	2%	11%	13%	30%	45%		

The sample is very highly educated, with 60 percent reporting a bachelor's or graduate degree. By comparison, the Census indicates that 38 percent of the population of Hudson has a bachelor's, graduate, or professional degree. Clearly, this sample is substantially more committed to higher education than the average person in Hudson.

Seventy percent of the sample work in either Minnesota or St. Croix County and the proportions reported match those in the Census very closely. More than 1 in 5 reported being out of the workforce (retired, disabled, stay-at-home parent). Appendix A includes a summary of additional locales in which sample participants work.

The sample is also very affluent, with 45 percent earning at least \$75,000. The Census reports that the median household income in Hudson is \$50,991 and only 30% report incomes in excess of \$75,000. In contrast, this sample has only 13 percent reporting household incomes of less than \$35,000 compared to more than twice that amount (27 percent) in the Census.

In summary, with the exception of education and income, the sample closely matches figures for Hudson from the Census of Population and Housing for 2000.

Impressions of UW-River Falls

More than one third of the adjusted sample have attended some sort of educational event at UW-River Falls, though in most cases their experience is quite dated. As Table 2 indicates, only about one-third of the sample has attended an educational event in the past two years; for nearly one-quarter more than 10 years have elapsed since their last experience with us. For all but a small minority of the people, the quality of the program offered by UW-River Falls met or exceeded their requirements. Finally, Table 2 indicates that the level of knowledge about adult education program offered by UW-River Falls is very low. More than 80 percent report a low (42 percent) level of knowledge of our adult offerings or none (41 percent) at all. Viewing the glass as half full, there is a great deal of growth potential in terms of acquainting our neighbors in Hudson about program availability on this campus.

There are a couple of demographic features that are significantly associated with the university's reputation in the Hudson market. People with more formal education are statistically more likely to report having attended an educational event at UW-River Falls, to have attended such an event more recently, and to know somewhat more about adult educational programming on our campus. Alumni of our university also report more awareness, at statistically significant levels, of UW-River Falls outreach programming than non-alumni. In

short, we appear to be much more successful in reaching those segments of the Hudson market who have already demonstrated an interest (and aptitude) for higher education. Given the relatively high level of education in this market, success in reaching this demographic group is not insignificant. However, we are doing very poorly in terms of attracting the nearly two-thirds of the population who don't have a college degree.

Table 2: Experiences with and impressions of UW-River Falls					
	No	Yes			
Attended educational event at UWRF	64%	36%			
	<1 year	1-2 years	2-5 years	5-10 years	10+ years
Last UWRF experience	16%	18%	25%	18%	23%
	Exceeded	Met	Nearly Met	Missed	
Quality of UWRF program	14%	81%	4%	2%	
	High	Medium	Low	None	
Knowledge of UWRF CEE programs	2%	15%	42%	41%	

Factors influencing decision to participate in educational offerings

Participants in the survey were asked to indicate how important a series of factors are in terms of their decision to participate in educational offerings (Table 3). Subsequently, they were asked about their impression of UW-River Falls with respect to some of these key factors.

Personal interest in the program is the most important factor influencing the decision to participate in an educational offering as shown in the percentage ranking it as “very important” and in the proportion of the sample identifying it as the most important factor. Interestingly, the availability of personal free time and a UW-River Falls presence in Hudson are relatively unimportant factors in the decision to participate in continuing educational offerings.

Factors that influence participation decisions in educational offerings vary in statistically significant ways based on the demographic profile of the respondent.

- Women consistently rated all of the factors reported in Table 3 as more important factors in their decision to pursue additional education than did men.
- Younger people in Hudson rate all of these factors (except a Hudson location) as more important than do older people.
- Those with more formal education rate interest in the program, convenient schedules for offerings, and the quality of the program more highly than those with less education but are less concerned about program availability in Hudson
- Those working in St. Croix County or Minnesota are, not surprisingly, more concerned about cost, scheduling, availability of personal free time, and academic quality than those who are not working. Offerings in Hudson are significantly more important to those working in Minnesota and those not working than they are to people working in St. Croix County
- Those with lower household incomes are more concerned about scheduling and cost issues than are their more well-heeled neighbors

Table 3: Factors influencing educational programming participation						
	Very important	Important	Neutral	Unimportant	Very unimportant	Percent ranking 1
Interest in program	64%	25%	4%	3%	3%	44%
Academic quality of program	46%	38%	9%	3%	3%	16%
Convenient schedule	46%	36%	10%	3%	5%	14%
Affordability	30%	39%	19%	6%	7%	11%
Personal free time	22%	43%	28%	4%	3%	8%
Availability in Hudson	17%	31%	35%	13%	5%	7%

Table 4 indicates that citizens of Hudson have a generally positive impression of UW-River Falls with respect to the key factors affecting educational participation decisions. For a majority of respondents UW-River Falls is seen as a pretty average sort of institution but between a quarter and a third of respondents have a more favorable impression. We clearly have a locational advantage with this market since more than half of all respondents rated UW-River Falls as having a better or significantly more convenient location. Our greatest weakness is with

respect to offering programs that these respondents found interesting, and even in this category fewer than one in ten respondents rated us as worse than average.

Table 4: Impressions of UW-River Falls with respect to:					
	Significantly Better	Better	Average	Worse	Significantly Worse
Convenient location	11%	42%	45%	1%	1%
Affordability	5%	30%	65%	0%	0%
Academic quality	4%	30%	66%	0%	0%
Interesting programs	3%	20%	70%	7%	0%
Convenient schedule	2%	22%	75%	1%	0%

Unfortunately, UW-River Falls has a significantly worse reputation with younger segments of the Hudson population, those under 35, than with older residents. Younger respondents were more apt to rate our programs lower in terms of interest and in terms of convenient scheduling. Younger participants are also less likely to see UW-River Falls as a bargain from a cost perspective. Those working in Minnesota or other states other than Wisconsin, are significantly more critical of our schedule of educational offerings.

In contrast, our alumni living in Hudson feel that UW-River Falls is significantly better than average with respect to affordability and academic quality. This suggests that they continue to view their time with us as a good investment. In addition, respondents from the lower income categories rank the interest of our programs and their quality significantly higher than those who have already earned their college or graduate degrees.

Educational Goals

Participants in the survey were asked to indicate the likelihood that they would pursue an undergraduate or masters degree in the next two years, if so the field of study they would follow, and if they would choose UW-River Falls for this degree. Table 5 reports the adjusted average in each category for each question asked.

An estimated 7 percent of Hudson's population indicates that they are very likely (3 percent), or likely (4 percent), to pursue completion of an undergraduate degree in the next 1 – 2 years. More than a quarter of those indicating an interest in an undergraduate degree identified business as the field of study they would pursue. Education and nursing also drew a significant amount of interest. Finally, respondents were asked how likely they would be to choose UW-River Falls if they did pursue their undergraduate degree. Given that some of the key areas of interest identified are not offered here (e.g. nursing) and that more than 40 percent of this population work in Minnesota (and might be expected to pursue a degree closer to their job site), it is probably not surprising that only about 1 in 5 of those indicating an intention to pursue an undergraduate degree said that they would likely or very likely do so at UW-River Falls. See appendix A for a complete breakdown of prospective undergraduate degrees sought by participants.

Hudson's adult population is 5,617, of which 2,120 already have a bachelor's degree or higher according to the 2000 Census. Thus, if 7 percent of the 3,497 adults who don't have a bachelor's degree are interested in pursuing one, this means that there are an estimated 245 people with some likelihood of doing so within the next two years. With a margin of error of plus or minus 5 percent and a 95 percent confidence level, we would expect that there is only a 1 in 20 chance that the number of potential BA seekers in Hudson is less than 233 or more than 257. If about 20 percent would choose UW-River Falls for their bachelor's degree, this means a market of about 50 people. Roughly one-third of these would be expected to pursue a degree in business and one-sixth in education. The remainder are spread over a fairly large number majors.

Interest in pursuing an undergraduate degree is significantly associated with age and income. As you might expect, those listing their age as under 25 were much more likely to express an interest in programs leading to a bachelors degree (23 percent of the sample) than were those who are more than 55 years of age (0 percent of the sample). Similarly, those in the two lowest income categories (under \$15,000 and \$15,000 to \$24,999) were more than 5 times as likely to say they were very likely to seek an undergraduate degree (11 percent) as were those in the three income classes above this (2 percent). Given the high correlation between income and education and the overall high level of education in this sample, it is not surprising that many in the upper income categories already have their undergraduate degrees and don't appear

	Very Likely	Likely	Unlikely	Very Unlikely			
Pursue BA	3%	4%	16%	77%			
BA Major	Business	Education	Nursing	Social Sci	Computers	Natural Sci	Other
	26%	13%	10%	10%	10%	6%	26%
BA at UWRF	Very Likely	Likely	Unlikely	Very Unlikely			
	12%	9%	19%	60%			
Pursue MA	Very Likely	Likely	Unlikely	Very Unlikely			
	4%	7%	25%	64%			
MA Major	Business	Education	Nursing	Social Sci	Computers	Natural Sci	Other
	50%	22%	10%	10%	2%	0%	7%
MA at UWRF	Very Likely	Likely	Unlikely	Very Unlikely			
	16%	14%	14%	56%			

interested in another one. In short, undergraduate programs continue to appeal to the traditional markets in terms of age and still seem to be seen as a means of climbing the economic ladder.

Given the very high level of education for this sample, it is not surprising that there actually appears to be stronger interest in programs leading to a masters degree (11 percent saying it is likely or very likely that they will pursue a masters degree in the next two years) than in the bachelors degree offerings (7 percent likely or very likely). The focus of these masters degrees is heavily centered on marketable skills (business, education, and nursing – see Appendix A for additional details). Interestingly, 30 percent of this market indicate that they are likely or very likely to choose UW-River Falls for their masters degree.

According to the 2000 Census there are 1,680 people in Hudson with a bachelors degree. Of these, 1,285 are less than 45 years of age and, based on the responses in this sample, are the primary market for a graduate degree program. If 11 percent of the population expressed some interest in pursuing a graduate degree, this study suggests that the market is 141 such people in Hudson with an expected range of 134 to 148. If 30 percent utilized UW-River Falls, we could expect between 40 and 45 graduate students from this market. Half of these are interested in business degrees and one in five in education.

Personal enrichment program preferences

Since the availability of interesting programs was identified as the most important factor in deciding whether or not to participate in an educational offering, it is fortuitous that the bulk of this survey focused on the types of programs the citizens of Hudson want. In this section we will present the results of the survey with respect to personal enrichment courses. In the next segment we'll discuss professional development needs. In both the personal enrichment and

professional development questions, respondents were asked to indicate their level of interest and if they would choose UW-River Falls for an educational offering on the given topic.

With respect to personal enrichment courses we asked about three categories of offerings: discussions or lectures, participatory activities, and travel or touring options. Table 6 summarizes our findings with respect to personal enrichment offerings. A summary of additional written comments on personal enrichment offerings is included in Appendix A.

Table 6 indicates that there is fairly strong interest in a wide range of personal enrichment programs and that a majority of the people in Hudson would choose UW-River Falls for these programs. The fact that many of the programs about which we asked were of “high” interest to about 10 percent of the sample is an encouraging result. Given our expected level of precision (+/- 5 percent), if 10 percent of the adult population of Hudson are interested in a given program that means a potential audience of between 533 and 590. If half of these would choose UW-River Falls for such a class, we would have up to 295 potential students.

Because those who say that they have a “high” level of interest in a program would be expected to be the primary audience for personal enrichment programming, they merit additional analysis. Of the 412 people in the overall sample, 167 (41 percent) rated none of the programs listed as being of high interest to them. Of the 245 respondents who said that they have a high level of interest in at least one of the topics listed in Table 6, 31 percent put only one topic in this category, 29 percent identified 2-3 such topics, and 40 percent identified 4 or more topics in which they have a high level of interest. One intellectually voracious consumer placed 18 of the 20 items about which we asked in the “high interest” category!

Discussion and lecture series that focus on current events or health and recreation programming (e.g. wellness classes) have relatively high levels of interest and two-thirds or

more of the participants indicated they would choose UW-River Falls for these programs.

Travel-oriented presentations also might attract a significant audience given the percentages that signaled a high or moderate level of interest in such programming.

	High	Moderate	Low	None	Number	% who'd choose UWRF	Number
Discussions							
Current Events	12%	30%	31%	26%	378	71%	307
Health Recreation	11%	43%	24%	22%	379	68%	310
Travelogues	10%	28%	27%	34%	382	62%	303
Humanities	9%	18%	33%	39%	376	55%	287
Science	9%	22%	31%	39%	380	50%	297
Family Issues	8%	25%	33%	34%	375	57%	295
Social Science	6%	21%	33%	41%	379	52%	293
Other	41%	15%	4%	40%	52	72%	45
Participatory							
Health Recreation	12%	36%	28%	24%	379	63%	312
Outdoor activities	12%	35%	22%	32%	382	69%	302
Foreign language	12%	34%	25%	29%	384	68%	300
Technology	9%	34%	27%	30%	379	66%	307
Dance	6%	19%	30%	44%	380	51%	291
Crafts	6%	18%	28%	48%	378	52%	290
Other	23%	11%	6%	61%	33	47%	26
Travel							
Music focus	18%	34%	20%	27%	384	74%	317
Theater focus	17%	38%	19%	26%	383	71%	317
Art focus	13%	26%	25%	36%	378	63%	295
International tours	11%	25%	30%	35%	379	59%	298
Dance focus	8%	20%	26%	46%	376	53%	284
Natural history	7%	31%	33%	29%	379	64%	303
Local tours	5%	27%	33%	35%	377	63%	296

Participatory programming in the area of health and recreation (e.g. fitness programs, Pilates or yoga), outdoor activities (e.g. fly-fishing, gardening), and foreign language instruction (e.g. tourist-level French or Spanish) all have a high level of interest and willingness to consider UW-River Falls as the provider.

Table 7: Personal enrichment programs, key demographic segments	
Discussions	
Current Events	More formal education
Health Recreation	Females
Travelogues	
Humanities	Females, More formal education
Science	Males, More formal education
Family Issues	Females, Younger, Work in Pierce or St. Croix Counties
Social Science	Lower income
Participatory	
Health Recreation	Females, Younger
Outdoor activities	
Foreign language	Females, More formal education
Technology	Younger, Higher income
Dance	Females, Younger
Crafts	Females
Travel	
Music focus	Females, More formal education
Theater focus	Females, More formal education
Art focus	Females
International tours	
Dance focus	Females, More formal education
Natural history	Male
Local tours	Older

Of all the programs about which we asked, the travel/event have the highest level of interest. As Table 6 indicates, culturally-focused tours seem to have the widest appeal with 18 percent expressing a high level of interest in tours focused on music (e.g. going to concerts), 17 percent on theater tours (attending plays), and 13 percent interested in going to art festivals or artists' studios. Quite high proportions of the people in this sample with interests in culture tours

also indicated that they would choose UW-River Falls for these types of programs. Finally, international travel tours are also of high interest to a significant number of people in Hudson but UW-River Falls seems to face somewhat more competition in this area given the lower proportion that would look to this campus for such offerings.

Table 7 lists the demographic groups that have significant differences in their level of interest in a given topic. So, a lecture series on current events will appeal most strongly to people with higher levels of formal education and day trips focused on local culture appeals to older clientele. The pattern of results reported in Table 7 suggest that women are significantly more interested in a broader array of topics than are men, as is true of those with more formal education compared to those with less formal education.

Professional Development Programs

Table 8 summarizes the level of interest in professional development programs and the percent that would choose UW-River Falls for the program. In contrast to the personal enrichment programs, there are fewer professional development programs for which about 10 percent indicated a high level of interest. Leadership development, business management, and computer skills (security, web development, and geographic information systems) were the only programmatic offerings that exceeded the 10 percent level. Project management, financial planning and business communications approach the 10 percent level (see appendix A for additional details on interest in professional certificates). Encouragingly, the professional development programs for which there is the strongest interest are also those reporting the highest percentage of the sample population who would choose UW-River Falls for such a program.

Table 8: Professional development program preferences							
	High	Moderate	Low	None	Number	% who'd choose UWRF	Number
Leadership	13%	30%	25%	32%	380	65%	298
Business management	12%	29%	24%	35%	380	64%	290
Computer skills	11%	36%	24%	29%	377	68%	307
Project management	9%	27%	29%	36%	380	60%	289
Financial planning	8%	30%	24%	38%	380	60%	291
Business communications	8%	27%	25%	39%	376	64%	290
Regional planning	5%	12%	32%	50%	374	47%	268
Occupational Spanish	5%	15%	26%	53%	379	52%	281
Human resource management	5%	15%	29%	51%	376	53%	272
Real estate management	4%	16%	25%	55%	380	47%	270
Rec and nature tourism	4%	21%	29%	46%	375	55%	279
Health care administration	2%	12%	24%	62%	374	44%	260
Workplace ESL	1%	5%	22%	72%	377	39%	260

There are fairly clear differences in the level of interest in professional development programs based on age and the closely related factor, employment status. As expected, those who are older and those who are retired, disabled or not working outside the home, are not very interested in professional development programs. Table 9 reports the average level of interest by age group for the professional development offerings with statistically significant differences. Participants were asked to indicate if their level of interest in a given professional development program as high (= 1), moderate (= 2), low (= 3), or none (= 4), so the lower the average in Table 9, the higher the level of interest. Table 9 indicates that the average level of interest in these

professional development programs is moderate to low for all age groups and virtually non-existent in those older than 65. We found comparable results for those who are retired, disabled or those not working outside the home. Given that citizens older than 65 and those who are not working outside the home have little interest in professional development programs, the 4,765 people who reported being in the workforce in the 2000 Census are the relevant audience in Hudson for professional development programs. So, if 10 percent of the working adult population in Hudson is interested in a program and half were to choose UW-River Falls, given the level of accuracy of the survey, the maximum number of expected students would be about 250 students. As noted earlier, a high level of interest doesn't automatically translate into action. Further, professional development preferences are likely to be somewhat more long-term in nature. Thus, even if there are 250 students in Hudson wanting a given program, they are unlikely to all want to pursue it in the next year or two.

Table 9: Average professional development program preferences by age group
(1 = high, 2 = moderate, 3 = low, 4 = none)

	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74
Leadership	2.4	2.3	2.7	3.1	3.4
Management	2.6	2.4	2.9	3.1	3.5
Computer skills	2.8	2.4	2.5	2.6	3.0
Project management	2.7	2.5	3.0	3.1	3.5
Business communications	2.7	2.7	2.9	3.1	3.5
Financial planning	2.9	2.8	2.8	2.9	3.1
Recreational/Nature tourism	3.1	3.0	3.0	3.1	3.5
Spanish	3.3	3.1	3.3	3.3	3.4
Real estate management	3.2	3.1	3.4	3.3	3.7
Human resource management	3.1	3.1	3.3	3.2	3.6
Regional/Community planning	3.2	3.1	3.3	3.3	3.6
Healthcare administration	3.3	3.4	3.5	3.6	3.7

In addition to the demand differences for older and non-employed populations in Hudson, there are also interesting differences in demand for these programs based on age, education, income, gender, and UW-River Falls alumni. With respect to age categories, Table 9 shows that

there tends to be an inverted U-shaped demand with those in the youngest and oldest categories having low demand for professional development programs. Demand peaks in the 35 to 44 age categories for all topics with statistically significant differences.

The age and education demographic slices are particularly interesting. With respect to educational levels we found the following:

- those with more formal education are statistically more interested in programs on leadership development, management and human resource management than those with other education levels
- those with technical college degrees are interested in project management, real estate management, and financial planning
- those with some college (but not a 4-year degree) are interested in occupational Spanish and business communications,

Those with higher levels of household income are more interested in leadership development, project management and management programs. Our alumni are statistically more interested in a fairly wide set of professional development programs: leadership development, business communications, project management, management, human resource management, and financial planning management. In terms of gender, women are more interested in ESL programs, business communications, and healthcare facilities administration while men are more interested in financial planning.

Conclusions

Even after correcting for non-response bias, which was necessary to avoid overstating demand for adult education, there seems to be a reasonably strong market for educational programming in Hudson. This conclusion should, however, be tempered by one additional possible source of sample bias. The sample has a significantly higher percentage of people with bachelors degrees or more (60 percent) than is true of the overall population in Hudson (38 percent). Since people who have already invested in education might be expected to be more

likely to be interested in additional education, the fact that we have a large proportion of such people in our sample means the results reported in this paper may overstate the size of the market for adult education in Hudson.

The decision to participate in adult education programs is most heavily influenced by the individual's personal interest in the program topic. This population appears very willing to travel to attend programs that are of interest to them since the availability of such program in Hudson was the least important factor in their decision-making process. While UW-River Falls generally has a "better than average" reputation with the people of Hudson, three other results of this survey should give us pause:

1. more than 80 percent say they know little or nothing about our outreach programs
2. fewer than one-quarter feel that we offer outreach programs that are above-average interest
3. younger adults are more critical of UW-River Falls with respect to cost, reputation, convenience, and offering interesting programs than are older Hudson residents

The number of people in the Hudson market who might be expected to look to UW-River Falls for bachelors or masters degrees is relatively small, approximately 50 and 42 respectively. The two areas in which there are significant number of degree seekers are business and education.

There are a fairly large number of personal enrichment courses that at least 10 percent of the population in Hudson might find interesting. Programs focused on the fine arts tours (attending concerts and musical festivals, theater productions, and the visual arts) attracted the largest audiences. There appears to be audiences for lecture series (current events, wellness, travel) and participatory activities (fitness, outdoor recreation, foreign language instruction) as well. The primary audience for a given program varies substantially but women generally

expressed more interest than men, and those with higher incomes more interest than those with lower incomes.

Professional development program offerings have a somewhat narrower potential clientele, both in terms of the types of programs and in the audiences to which they will appeal. On the other hand, a higher proportion of this market sees UW-River Falls as the provider of choice. The professional development programs with the widest audience appeal tend to be in the area of basic business skills (leadership development, management, and computer skills). The strongest audience for professional development programming is between 35 and 44 years old and has either a technical college degree or something less than a completed four-year undergraduate degree.

In short, Hudson appears to be an interesting market for adult education. It is a population with a proven commitment to higher education and a fairly wide-ranging set of interests. UW-River Falls does not have as strong a reputation or as high a level of awareness in this market as we might like.

APPENDIX A – Written Comments by Question:

Q4: I work in:

- 19x retired
- 10x Pierce Co
- 8x MN and WI
- 5x Other WI towns
- 5x Work from home
- 4x Dunn Co
- 2x Disabled
- 2x Out of MN and WI
- 1x Polk Co

Q6a: If very likely or likely to pursue completion of an undergraduate degree, what would be your area of degree?

- 8x Business
- 7x Misc.
- 4x Education
- 4x Nursing/Medical Science
- 4x Technology/Engineering
- 3x Computer Science/Tech.
- 2x Biology
- 2x Unknown

Q7a: If very likely or likely to pursue completion of a graduate degree, what would be your area of degree?

- 36x MBA
- 12x Education
- 7x Nursing/Sciences
- 6x Misc.
- 4x Poli Sci/ Law Enforcement
- 2x Engineering

Q31/26 (1st /2nd mailing): Personal Enrichment-Discussions/Lectures, Other

- 11x Business
- 6x Art/Music
- 5x History
- 5x Misc.
- 5x Sciences
- 4x Education
- 3x Personal Care (child, senior, problematic)
- 2x Agriculture
- 1x Collecting/Memorabilia
- 1x Journalism

Q38/33 (1st/2nd mailing): Personal Enrichment- Participatory Activities, Other

9x Art Classes

4x Sports

2x "Home Ec" Type Classes

2x Landscaping/Gardening

2x Trade Skills

1x Small Business Development

Q60/55 (1st/2nd mailing): Educational Program Area, Professional Certificate In

14x Business/Insurance/Real Estate/ Finance

8x Education/Instructor

4x Engineering/Inspection

3x Computer Tech

3x Misc.

2x Computer Science

2x Paralegal

1x Land Surveying

Q61: Educational Program Area, Other

1x Business/Acctg.

Additional Comments:

7x No post Bach. Offered/not enough info on UWRF

3x Survey did not apply

1x Need weekend/part-time classes

1x Waste of money

Hudson- Gold Survey

Q11:

1x Marketing for small business

1x Spanish for beginners

APPENDIX B – Survey Instrument

A. Demographic Profile. Please circle the appropriate response to the following:

1. My gender is: Male Female
2. I am: Less than 25 25-34 35-44 45-54 55-64 65-74 75+
3. My highest level of education is: Some high school Tech school College grad
High school grad Some college Grad degree
- 3a. Please check box if you are a UW-RF Graduate**
4. I work in: St. Croix County Minnesota
Not Applicable Other: _____
5. My family household income is: less than \$14,999 \$35,000-49,999 \$75,000+
\$15,000-34,999 \$50,000-74,999

B. Educational Goals

Please circle the response that best describes your current educational goals and choice of an educational institution.

Educational Goals	(Circle One)
6. How likely are you to pursue completion of an undergraduate degree in the next 1-2 years?	Very Likely Likely Unlikely Very Unlikely If you circled “very likely” or “likely”, go to 6a. Else go to 7
6a. If very likely or likely to pursue completion of an undergraduate degree , what would be your area of degree?	_____
6b. How likely would you be to select UW-River Falls for this undergraduate degree ?	Very Likely Likely Unlikely Very Unlikely
7. How likely are you to pursue completion of a graduate degree in the next 1-2 years?	Very Likely Likely Unlikely Very Unlikely If you circled “very likely” or “likely”, go to 7a. Else go to 8
7a. If very likely or likely to pursue completion of a graduate degree , what would be your area of degree?	_____
7b. How likely would you be to select UW-River Falls for this graduate degree ?	Very Likely Likely Unlikely Very Unlikely

ID No. ___ _ _

C. UW-River Falls Impressions

Please circle the response that best describes your experience with UW-RF.

UW-RF Familiarity	(Circle One)				
8. Have you ever attended a program, class or educational event (conference, lecture) at UW-RF?	Yes	No			
If yes, go to 9. If no, go to 11.					
9. How long ago was your most recent experience at UW-RF?	<1 year	1-2 yrs.	2-5 yrs.	5-10 yrs	>10 years
10. Please indicate how well the UW-RF program, class or educational event met your requirements.	Exceeded	Met	Nearly Met	Missed	
11. My level of knowledge about the adult education programs offered by UW-RF is...	High	Medium	Low	None	

D. Factors that influence my decision to participate in educational opportunities.

Please circle the response that best describes how important the following factors are in your decision to participate in educational programming.

Factor	Level of Importance (Circle One)				
12. Affordability of the program	Very Important	Important	Neutral	Unimportant	Very Unimportant
13. Interest in the program	Very Important	Important	Neutral	Unimportant	Very Unimportant
14. Class schedule (time, flexibility)	Very Important	Important	Neutral	Unimportant	Very Unimportant
15. Availability in Hudson	Very Important	Important	Neutral	Unimportant	Very Unimportant
16. Personal free time	Very Important	Important	Neutral	Unimportant	Very Unimportant
17. Academic quality	Very Important	Important	Neutral	Unimportant	Very Unimportant

18. Which of the items 12 through 17 is **most important** to you? _____ (write number here)

Please circle the response that best describes your impression of how UW-River Falls rates in terms of:

Areas	(Circle One)				
19. Affordability of programs	Significantly Better	Better	Average	Worse	Significantly Worse
20. Offering programs of interest	Significantly Better	Better	Average	Worse	Significantly Worse
21. Convenient scheduling of programs	Significantly Better	Better	Average	Worse	Significantly Worse
22. Convenient location (e.g. near home or work)	Significantly Better	Better	Average	Worse	Significantly Worse
23. Academic quality	Significantly Better	Better	Average	Worse	Significantly Worse

E. Personal Enrichment Programs

Please circle the response that best describes your interest in the following personal enrichment programming. Then circle if you would be likely to choose UW-River Falls for that program.

Discussions/Lectures	Level of Interest (Circle One)				Would you choose UW-River Falls for this Program?	
24. Humanities (e.g. book discussions)	High	Moderate	Low	None	Yes	No
25. Health/Recreation (e.g. wellness classes)	High	Moderate	Low	None	Yes	No
26. Social Sciences (e.g. criminal justice)	High	Moderate	Low	None	Yes	No
27. Travelogues (e.g. Europe, Antarctica)	High	Moderate	Low	None	Yes	No
28. Current Events Speakers	High	Moderate	Low	None	Yes	No
29. Science (e.g. bioethics, space exploration)	High	Moderate	Low	None	Yes	No
30. Family Issues (e.g. parenting)	High	Moderate	Low	None	Yes	No
31. Other: _____	High	Moderate	Low	None	Yes	No
Participatory Activities						
32. Foreign Language (e.g. learning tourist-level Spanish)	High	Moderate	Low	None	Yes	No
33. Health/Recreation (e.g. fitness program, Pilates, yoga)	High	Moderate	Low	None	Yes	No
34. Dance (e.g. salsa dancing lessons)	High	Moderate	Low	None	Yes	No
35. Outdoor Activities (gardening, fly fishing)	High	Moderate	Low	None	Yes	No
36. Technology (e.g. web page design)	High	Moderate	Low	None	Yes	No
37. Crafts (knitting, jewelry making)	High	Moderate	Low	None	Yes	No
38. Other: _____	High	Moderate	Low	None	Yes	No
Travel/Events						
39. Art (e.g. go to festivals or studios)	High	Moderate	Low	None	Yes	No
40. Music (e.g. attend concerts)	High	Moderate	Low	None	Yes	No
41. Dance (e.g. attend ballet)	High	Moderate	Low	None	Yes	No
42. Theater (e.g. attend plays)	High	Moderate	Low	None	Yes	No
43. Natural history tours (e.g. the geology of WI)	High	Moderate	Low	None	Yes	No
44. Local culture tours (e.g. day tours)	High	Moderate	Low	None	Yes	No
45. International travel tours	High	Moderate	Low	None	Yes	No
46. Other: _____	High	Moderate	Low	None	Yes	No

F. Professional Development Programs

Please circle the response that best describes your interest in the following educational programming area and then circle how likely you would be to choose UW-River Falls for that educational program.

Educational Program Area	Level of Interest (Circle One)	Would you choose UW-River Falls for this Educational Program?
47. Leadership development	High Moderate Low None	Yes No
48. Workplace English as a Second Language (ESL)	High Moderate Low None	Yes No
49. Occupational Spanish	High Moderate Low None	Yes No
50. Communications (Business writing, marketing communications, etc.)	High Moderate Low None	Yes No
51. Project management	High Moderate Low None	Yes No
52. Business management	High Moderate Low None	Yes No
53. Real estate management	High Moderate Low None	Yes No
54. Human resources management	High Moderate Low None	Yes No
55. Healthcare facilities administration	High Moderate Low None	Yes No
56. Financial planning/advising	High Moderate Low None	Yes No
57. Computer skills (security, web development, GIS, etc.)	High Moderate Low None	Yes No
58. Regional community planning and development	High Moderate Low None	Yes No
59. Recreational and nature tourism	High Moderate Low None	Yes No
60. Professional Certificate In: _____	High Moderate Low None	Yes No
61. Other: _____	High Moderate Low None	Yes No

Thank you for completing the survey. Please return the completed survey by **February 25, 2005**.

If the stamped, addressed envelope for returning the questionnaire has been misplaced, please return to:

Survey Research Center
Center for Regional Development
University of Wisconsin River Falls
410 S. Third Street
River Falls, Wisconsin 54022