

NANOTECHNOLOGY EDUCATION RESEARCH STUDY

Prepared for NanoProfessor by Synovate
February, 2010



OBJECTIVES

■ PRIMARY

- > Evaluate the importance a nanotechnology training program could have in the decision of which community college/technical institute a student would choose to attend

■ SECONDARY

- > Determine study areas of interest
- > Understand information/communication pathways for community colleges (unsolicited and sought)
- > Explore factors influencing community college consideration
- > Test awareness of nanotechnology (aided and unaided)



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METHODOLOGY

- Online survey among high school seniors and adults considering attending a community college/technical institute either full or part time
- Total of 507 interviews conducted

Total Interviews	High School Seniors	Adults Returning to School
507	402	105

- Data collection occurred January 11 to February 1, 2010
- Average length of each survey: 9.2 minutes



METHODOLOGY

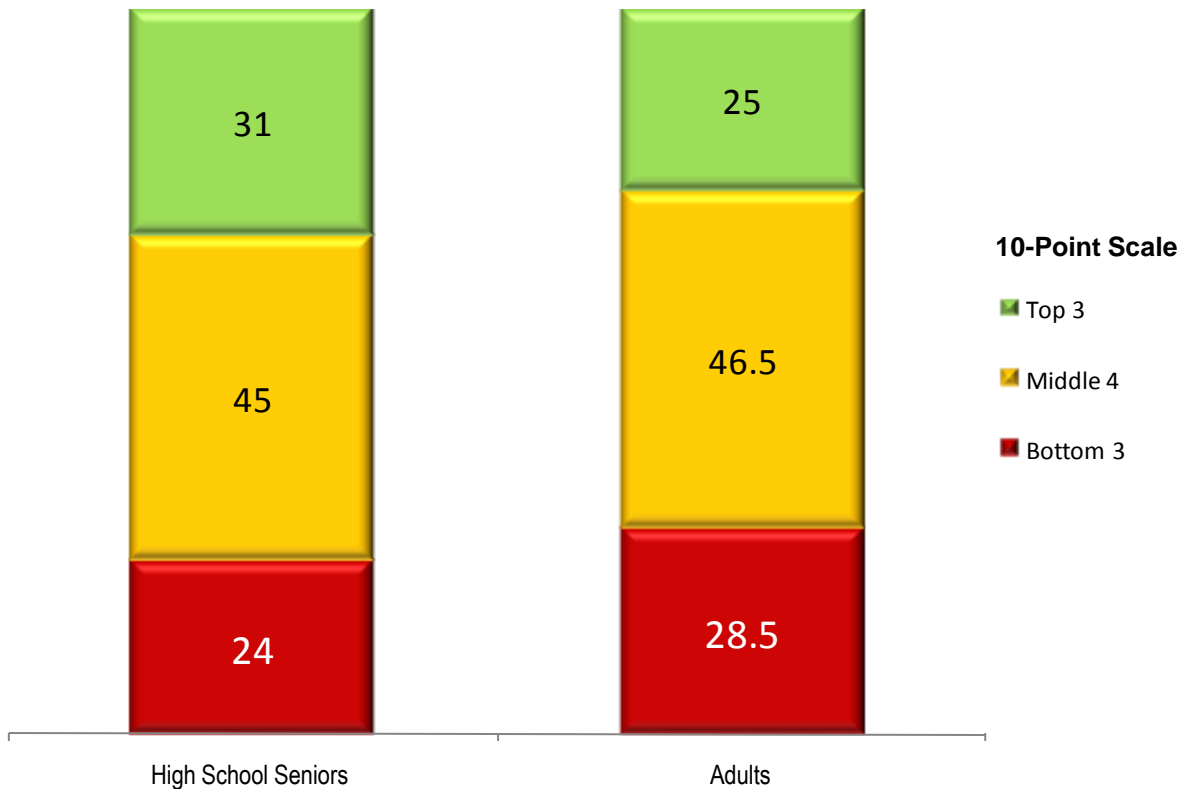
- Respondents screened based on the following criteria:
 - > Considering attending a community college/technical institute in the next year
 - > Interest in studying a science-related field
 - > More than one community college within 25 miles of their location

- High school seniors defined as students that either graduated in the last year or plan to graduate in 2010



KEY FINDINGS

Impact of Nanotechnology Offering (%)



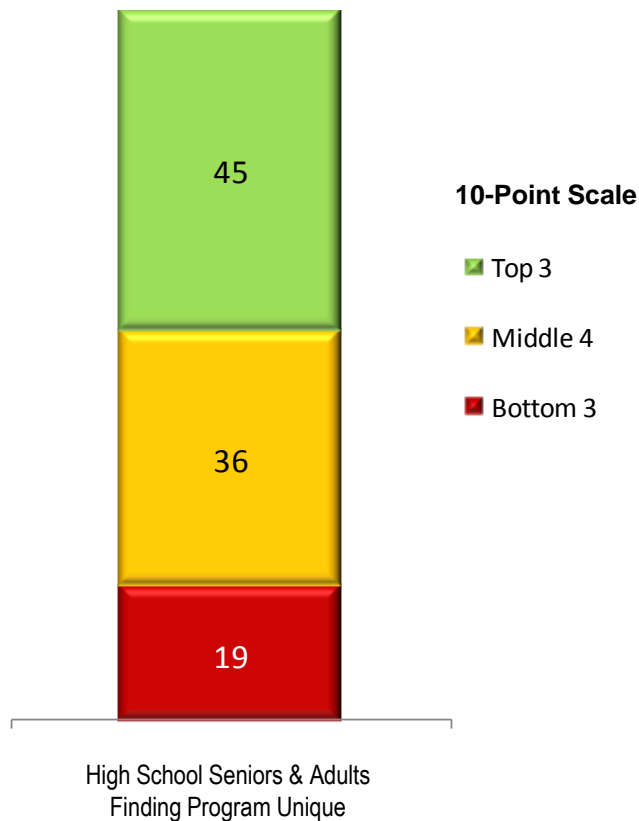
A nanotechnology educational curriculum was perceived as positively impacting the decision to attend a particular community college by approximately one-third of respondents.



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KEY FINDINGS

Impact of Nanotechnology Offering (%)



Among those respondents that found the NanoProfessor Program offering “unique”, the positive impact jumps to **45%**.



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KEY FINDINGS

■ AWARENESS OF NANOTECHNOLOGY

- > Among those respondents that were aware of nanotechnology *prior* to reading the NanoProfessor Program description, approximately one-third say that a school's offering of such a program would positively impact their decision to attend.
- > Over half (55%) of high school seniors say that they were aware of nanotechnology before reading the concept description. Significantly fewer adults were aware (unaided) of nanotechnology (38%).
- > After being exposed to the description, awareness of nanotechnology increased 6% among high school seniors to 61% and increased 14% among adults to over half (52%).

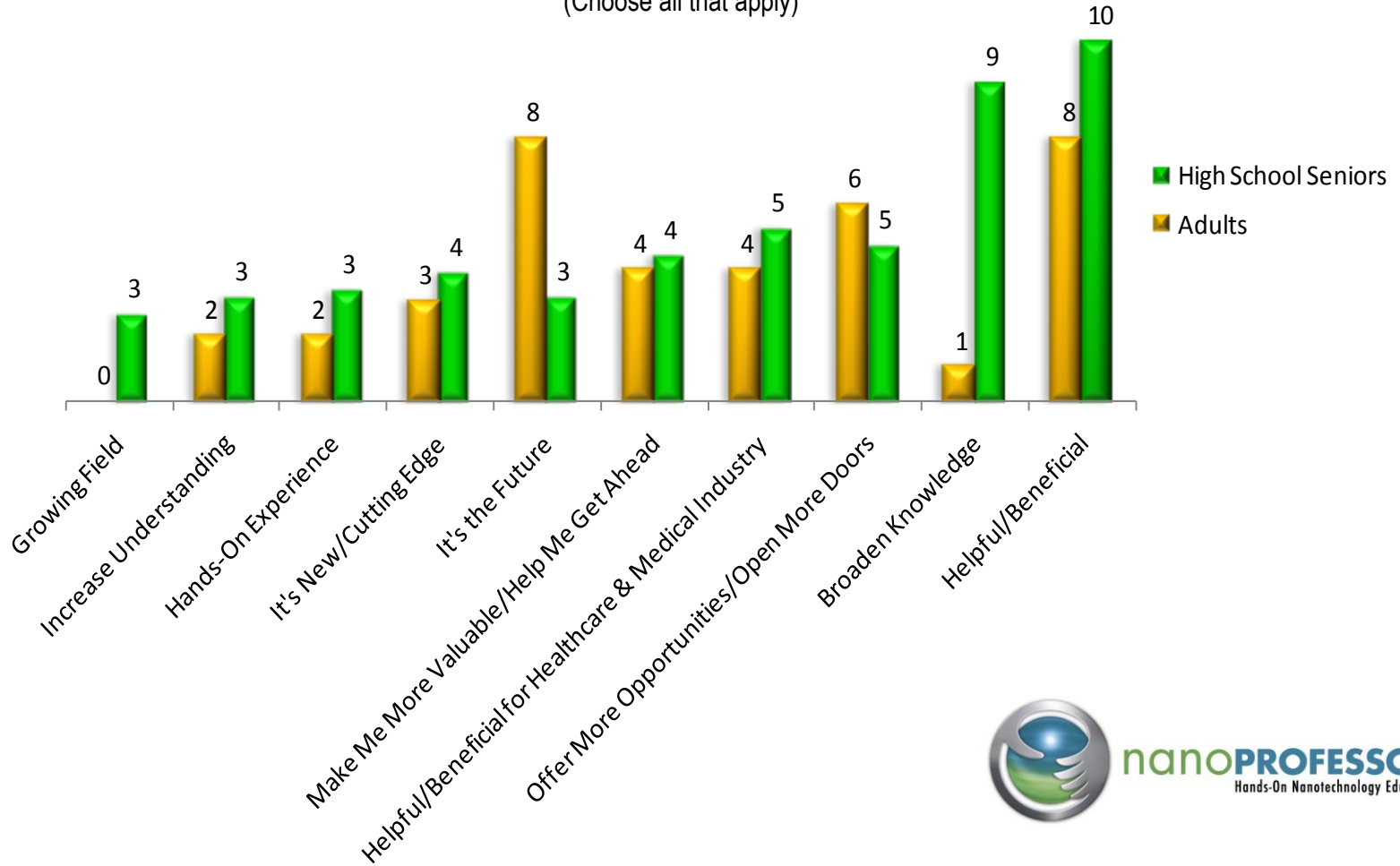


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KEY FINDINGS

How Nanotechnology Will Benefit Career (%)

(Choose all that apply)



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ADDITIONAL FINDINGS

■ CONSIDERATION OF COMMUNITY COLLEGES

- > On average, high school seniors and adults plan to apply to two community colleges.
- > High school seniors plan to spend slightly more time in school than adults (2.6 years vs. 2.3 years).
- > An associates degree is the most cited degree sought by high school senior and adult respondents (60%).
- > Healthcare appears to be the most popular area of study for high school seniors and adults.
- > Gathering information from a school's website is the most popular method used to aid in the decision process for both high school seniors and adults.
- > Price, subjects offered, and expertise of the professors are key drivers of selection of a community college/technical institute.



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ADDITIONAL FINDINGS

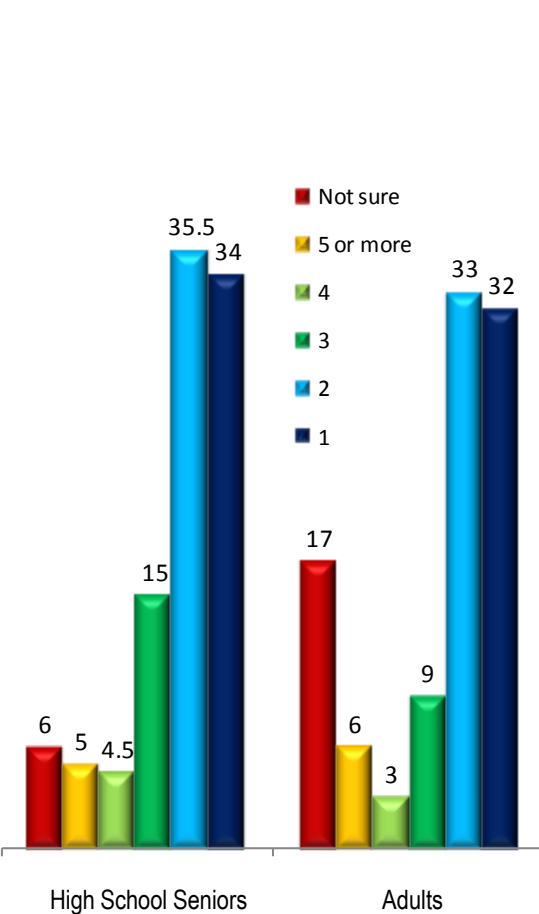
Education Program/Study Area	High School Seniors	Adults
(Choose all that apply)	402	105
	(%)	(%)
Planned Education Program Attendance		
A community college full time	67	28
A community college part time	39	63
A technical institute full time	17	21
A technical institute part time	10	40
A state 4-year college/university full time	13	11
A state 4-year college/university part time	6	17
A private 4-year college full time	5	10
A private 4-year college part time	2	9
Study Areas of Interest		
Healthcare	46	60
Engineering	25	25
Environmental Studies	19	20
Biology	16	9
Physics	14	8
Chemistry	12	9
Energy	10	18
Biotechnology	8	7
Other Science-Related Fields	29	20



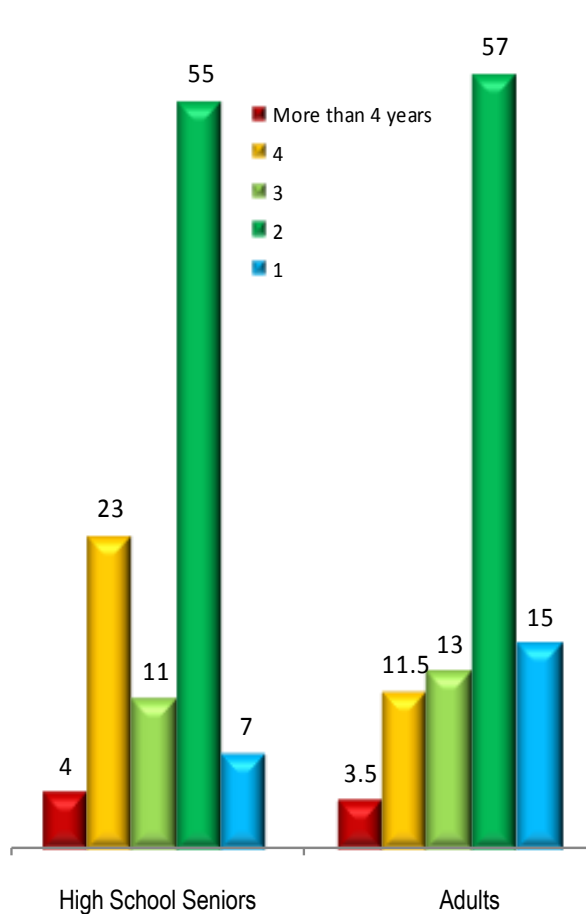
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ADDITIONAL FINDINGS

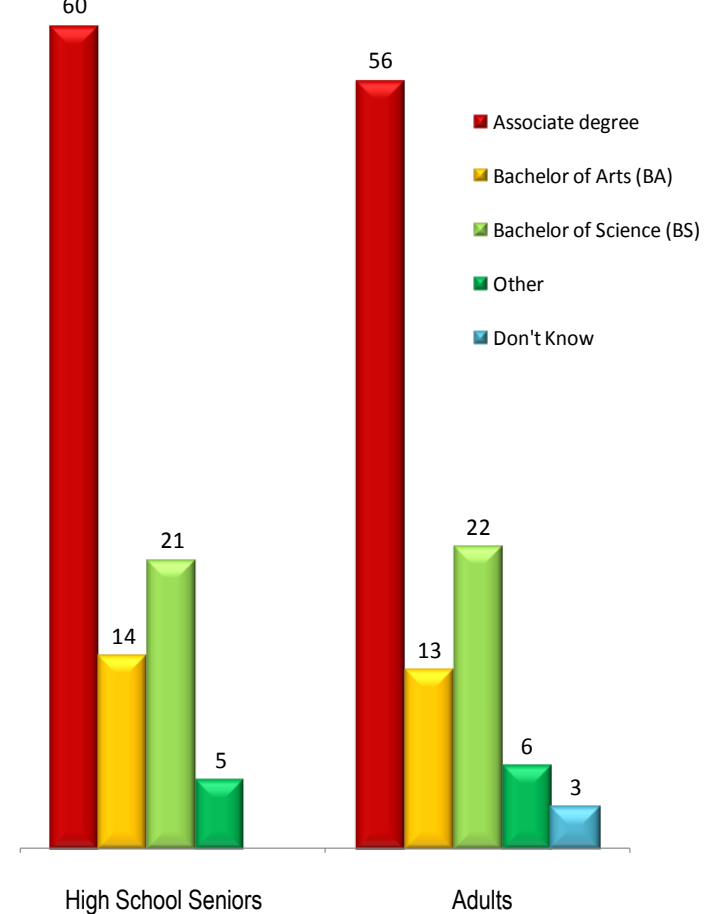
Number of Community Colleges Applying To (%)



Time Planning to Attend (%)



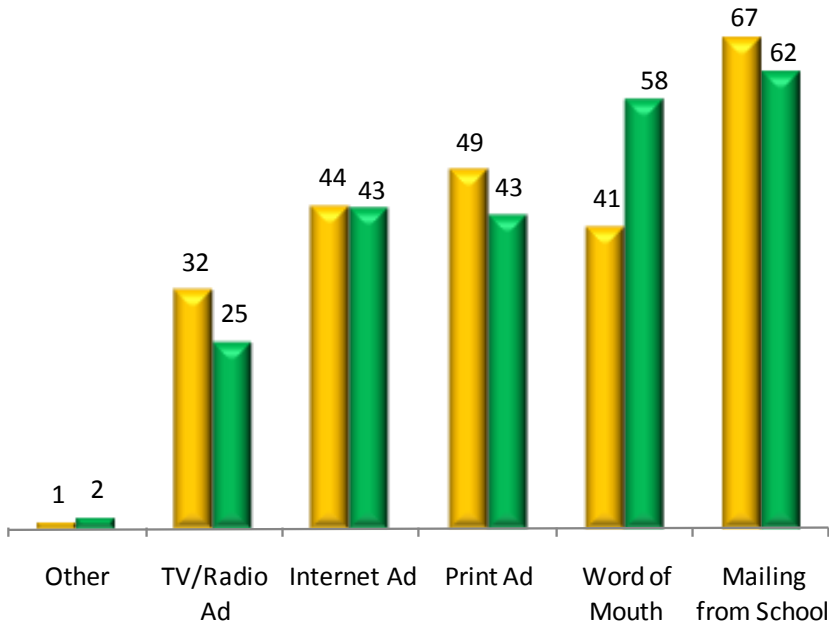
Degree Planning on Pursuing (%)



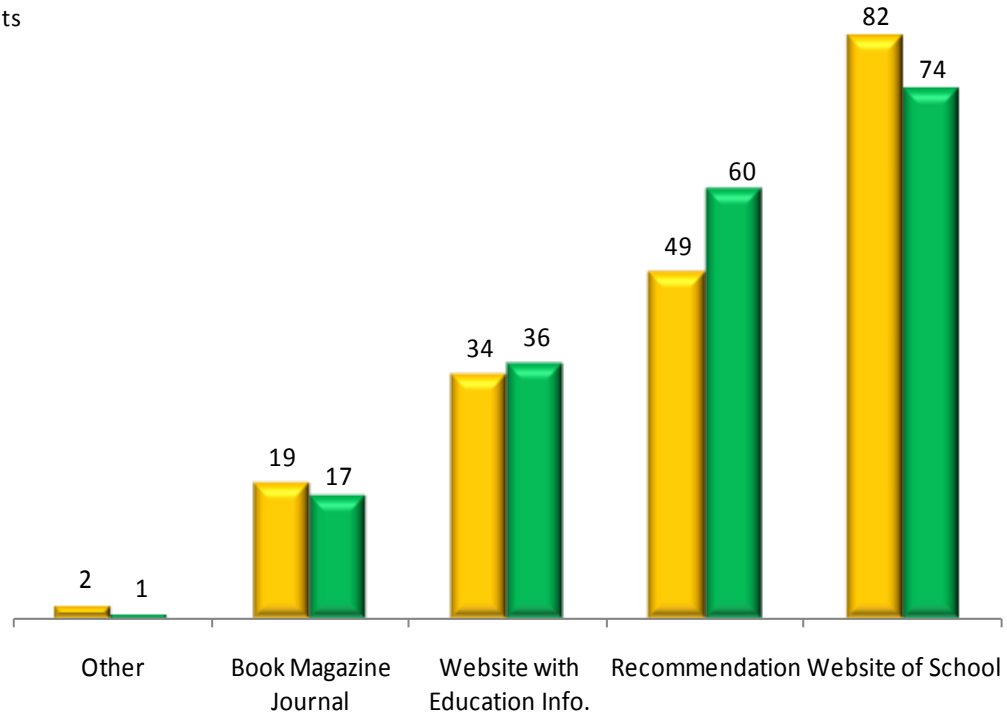
ADDITIONAL FINDINGS

Information/Communication Received (%) (Choose all that apply)

■ High School Seniors
■ Adults



Information/Communication Sought (%)



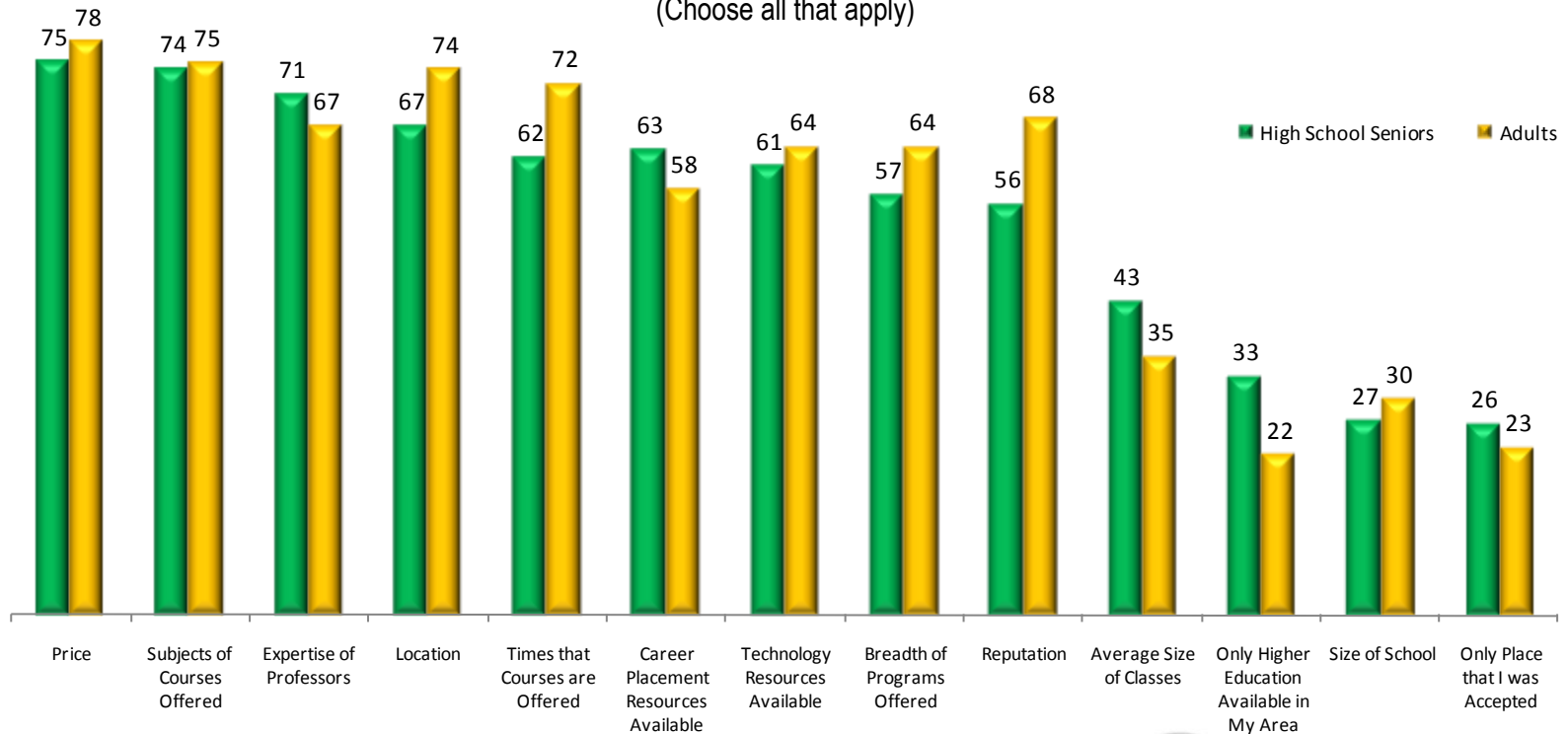
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ADDITIONAL FINDINGS

Important in Attending a Community College/Technical Institute (%)

(Top 3 box level on a 10-point scale)

(Choose all that apply)



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DEMOGRAPHICS

Education/Year of HS Graduation/Number of Colleges Near Home	High School Seniors	Adults
	402	105
	(%)	(%)
Education Level		
Some high school	29	0
High school graduate	71	75
Some college	0	19
College graduate	0	5
Post-college graduate	0	1
Graduate High School (Base: Graduated High School/Plan to Graduate High School)		
This year (2010)	29	0
Within the last year	71	0
1 to 2 years ago	0	7
More than 2 years ago	0	93
Number of Community Colleges within 25 Miles of Home		
1	0	0
2	40	22
3	28.5	23
4	13	12
5 or more	18.5	43
Not sure	0	0
Mean	3.1	3.8



DEMOGRAPHICS

Employment/Income/Area	High School Seniors	Adults
	402	105
	(%)	(%)
Employment Status		
Employed full time (35+ hours per week)	4	46
Employed part time (less than 35 hours per week)	22	9.5
Self-employed	2	10
On active military duty	0	1
A student	47.5	6
A homemaker	1.5	9.5
Not employed	23	14
Retired	0	4
Income – Estimated Total Household		
Under \$25,000	30	11
\$25,000 to less than \$50,000	23	29.5
\$50,000 to less than \$75,000	13	22
\$75,000 to less than \$100,000	8	17
\$100,000 to less than \$150,000	4	7.5
\$150,000 or more	2	2
Mean	48.5	61.9
Not sure	10	1
Prefer not to answer	10	10
Area		
Urban	34.5	26
Suburban	50	59
Rural	15.5	15



DEMOGRAPHICS

Age/Gender	High School Seniors	Adults
	402	105
	(%)	(%)
Age		
17 years or younger	21	0
18-19 years old	79	0
20-24 years old	0	17
25-29 years old	0	24
30-34 years old	0	14
35-39 years old	0	9.5
40-44 years old	0	10.5
45-59 years old	0	22
60 years old or older	0	3
Mean	18.0	35.2
Gender		
Male	50	61
Female	50	39



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DEMOGRAPHICS

Race/Children	High School Seniors	Adults
	402	105
	(%)	(%)
Race		
Caucasian	53	64
African American	9	7.5
Hispanic/Latino	24	19
Asian	8	5
Other	3	3.5
Prefer not to answer	3	1
Children		
Yes	N/A	57
No	N/A	43



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