



**PUBLIC AGENDA**  
**February 7-June 7, 2013, Survey of current for-profit college undergraduates**  
**Data collected by Social Science Research Solutions, Inc.**  
**FINAL TOPLINE**  
**Released January 2014**  
[www.publicagenda.org/pages/profitting-higher-education](http://www.publicagenda.org/pages/profitting-higher-education)

The following survey results appear in the Public Agenda report **"Profiting Higher Education? What Students, Alumni and Employers Think About For-Profit Colleges"**. The data are based on a nationally representative survey 197 current undergraduate students at for-profit colleges conducted between February 7 and June 7, 2013, via phone and Internet.

The survey was fielded by Social Science Research Solutions, Inc. (SSRS). SSRS was responsible for data collection only. Public Agenda designed the survey instrument and analyzed the data. If you would like to use this data, please cite Public Agenda.

The final data were weighted to correct for variance in the likelihood of selection for a given case and to balance the sample to known population parameters in order to correct for systematic under- or overrepresentation of different types of students. The margin of error for the weighted data is +/- 8.40 percent. However, it is higher for question items that were not asked of all respondents.

Survey results of less than 0.5 percent are signified by an asterisk, and results of zero are signified by a dash. Unless otherwise stated, "Don't know" and "Refused" are responses participants volunteered but weren't explicitly offered. Responses may not always total 100 percent due to rounding. For more information, email [research@publicagenda.org](mailto:research@publicagenda.org).

**FULL SURVEY RESULTS**

	<b>Current for-profit undergraduates N=197 %</b>
<b>Z-8. What is the last grade of school you completed? [Screener question: Respondents who say "high school graduate," "some college" or "technical school/other" are included]</b>	
High school graduate	25
Some college (including Associate's degree)	70
Technical school/other	4
Less than high school graduate	--
Graduated college (4 year/Bachelor's degree)	--
Graduate school or more	--
Refused	--
<b>CP-1. Are you currently a student at a college or at a vocational or technical school to complete a certificate or degree program? [Screener question: Respondents who say "yes" are included]</b>	
Yes	100
No	--
Refused	--
CP-5 and CP-5a asked respondents for the type of school they were enrolled at and its name. Respondents were screened out if they weren't enrolled at a for-profit school.	



Current for-profit  
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<b>CP-6. Are you looking to graduate from this school with a certificate, an associate's degree or with a bachelor's degree or are you taking classes but not looking to graduate from this school? [Screener question: Respondents who answer "don't know" and "refused" are not included; those who answer "taking classes" are included only if they answer CP-7 "yes," they are planning on transferring to a four-year college]</b>	
Certificate	26
Associate's degree	31
Bachelor's degree	42
Taking classes but not looking to graduate from this school	--
Some other degree, i.e. diploma	1
Don't know	--
Refused	--
<b>CP-7. Are you planning on transferring to a four-year college in the future? [Base: Respondents who are seeking a certificate, associate's, some other credential or are just taking classes at their current school] [Screener question: Respondents who answer "no" are not included if they also said they are just "taking classes" (CP-6)]</b>	
Yes	30
No	44
Don't know	26
Refused	--
<b>C1a. Which of these best describes the MAIN reason you are pursuing a (degree/certificate/diploma)?</b>	
To get ahead in your job or career	28
To get a different kind of job or career altogether	52
To get a good education and learn about the world	18
None of these/Other	3
Don't know	--
Refused	--
<b>C2. Are you a full-time or a part-time student?</b>	
Full-time	74
Part-time	26
Don't know	1
Refused	--



	<b>Current for-profit undergraduates N=197 %</b>
<b>C3. Are you taking your classes ...</b>	
All online	47
Mostly online	7
Half online and half in the classroom	5
Mostly in the classroom	7
All in the classroom	34
Don't know	--
Refused	--
<b>C4. For how many years have you been taking classes at your current school?</b>	
Less than 1 year	45
1 year but less than 2	29
2 years but less than 3	18
3 years but less than 4	7
4 years but less than 6	*
6 years or more	--
Don't know	1
Refused	1
C5. Uncoded open-end	
<b>C6. Overall, how satisfied or dissatisfied are you with your school?</b>	
Very satisfied	70
Somewhat satisfied	28
Somewhat dissatisfied	2
Very dissatisfied	*
Don't know	--
Refused	--



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<b>C7. What is your major or program of study, or have you not yet decided?</b>	
Accounting	5
Arts (design arts/theater arts/etc.)	1
Automotive (mechanics/technicians)	1
Business administration	8
Computer sciences/web (computer engineering/networking/etc.)	15
Construction type trades (electrical/hvac/etc.)	1
Cosmetology	4
Criminal justice (criminology/police officer)	5
Education/teaching	4
Engineering (mechanical/chemical/civil/etc.)	3
English (writing/literature/journalism/etc.)	*
Graphic design	*
Social work/human services	2
Media/multimedia (video productions/film/etc.)	3
Medical administrative (office manager/medical billing/etc.)	10
Medical/healthcare	12
Miscellaneous law/legal careers	*
Music	*
Nursing	2
Pharmaceuticals (pharmacy tech/pharmacology)	2
Psychology	3
Sciences (physics/astrophysics/archeology/etc.)	1
Welding	1
Not yet decided	5
Other	11
Refused	1

**C8a. Would you say you chose this field because it is your passion, because it is likely to improve your job prospects, both or neither? [Base: Respondents who have decided on a major]**

Passion	39
Likely to improve job prospects	15
Both	40
Neither	5
Don't know	--
Refused	--

**C9. No question.**



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<b>C10. In your view, which of the following is the MOST important thing employers want their workers to have?</b>	
A college degree	27
The ability to work well with other people	32
Relevant work experience	35
All of these/Don't know	6
Refused	--
<b>C11. Here are some things that students sometimes say they worry about. Please tell me how much you worry about each one.</b>	
a. No question	
<b>b. Balancing work and family responsibilities with the demands of school</b>	
A lot	41
Some	23
Only a little	15
Not at all	21
Don't know	*
Refused	--
<b>c. Keeping up academically</b>	
A lot	30
Some	26
Only a little	26
Not at all	17
Don't know	*
Refused	*
<b>d. Staying motivated and focusing on your school work</b>	
A lot	28
Some	23
Only a little	29
Not at all	19
Don't know	--
Refused	1
<b>e. Dropping out of the program</b>	
A lot	10
Some	6
Only a little	19
Not at all	62
Don't know	2
Refused	--



	<b>Current for-profit undergraduates N=197 %</b>
<b>f. Fitting in with other students</b>	
A lot	9
Some	9
Only a little	15
Not at all	67
Don't know	--
Refused	1
<b>g. Taking on too much debt</b>	
A lot	47
Some	21
Only a little	13
Not at all	18
Don't know	--
Refused	--
<b>h. Not gaining the skills and knowledge you need for a job</b>	
A lot	27
Some	19
Only a little	20
Not at all	33
Don't know	--
Refused	--
<b>i. Getting the schedule and classes that will allow you to graduate on time</b>	
A lot	15
Some	20
Only a little	26
Not at all	39
Don't know	1
Refused	--
<b>C12. Have remedial classes helped you become a better student, have they not helped, or have you not taken them?</b>	
They have helped	37
They have not helped	3
Have not taken them	59
Don't know	2
Refused	--
<b>C13. Which of the following two things are MORE important for you?</b>	
A clearly structured program that lays out the exact courses and exams you need to take to graduate on time	73
Being able to explore different classes and areas of interest before deciding what to focus on	22
Don't know/other	5
Refused	--



	Current for-profit undergraduates N=197 %
<b>C14. Thinking of the people closest to you, to what extent are they supportive of your education and encourage your studies?</b>	
A great deal	71
Somewhat	23
Only a little	5
Not at all	2
Don't know	*
Refused	--
<b>C15a. When you hear the term 'for-profit college' what - if anything - comes to mind?</b>	
Answer given	52
Nothing comes to mind	47
Don't know	--
Refused	1
<b>C15. When you hear the term 'for-profit college' what - if anything - comes to mind? [Base: Respondents who said something comes to mind when they hear the term "for-profit college"]</b>	
Expensive/more expensive/higher tuition	11
More worried about making money/profit than the education of their students	19
Lack/question quality of education	*
Diploma mill/you pay for your degree	1
Non-accredited/question if it's accredited	1
A college you have to pay for/get student loans	2
Other negative comments	4
A college that will earn me a good/better education/job/etc.	3
Better credibility/status	1
Gives me a positive opinion (non-specific)	4
Other positive comments	2
Private school	6
College/university/higher education institution (non-specific)	2
Other type of schools mentions	1
The school gets funding from students/student tuitions	1
The school gets funding from donors	*
Other funding sources mentions	1
Making money/is a business/in business to make money/etc.	17
Money (non-specific)	11
All colleges	1
It's okay/an okay college	1
Other neutral mentions	4
University of Phoenix	1
Other	6
Refused	2



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<b>C16. How much would you say you know about for-profit colleges? [Base: Respondents who said something comes to mind when they hear the term "for-profit college"]</b>	
A lot	8
Some	17
Only a little	35
Nothing at all	40
Don't know	--
Refused	1
<b>C16a. Is your school a for-profit college or not, or are you not sure?</b>	
Yes	20
No	12
Not sure/Don't know	65
Not asked	2
Refused	--
<p>Here is a description of "for-profit colleges." They are a growing number of schools that operate as profit-making businesses. Many for-profit colleges are small, private, vocational schools. Some are large, national enterprises such as: [Three random schools chosen from the following list] Ashford University, Capella University, American Public University, DeVry University, Everest College, Kaplan University, ITT Technical Institutes, Strayer University, The Art Institutes, University of Phoenix, Walden University, Grand Canyon University.</p> <p>Please think about this definition of for-profit colleges when answering the following questions.</p>	
<b>C17. In general, is your impression of for-profit colleges mostly positive, mostly negative or neutral?</b>	
Mostly positive	26
Mostly negative	11
Neutral	60
Don't know	3
Refused	--
<b>C18. (a) When it comes to teaching important knowledge and skills, which schools generally do a better job: for-profit colleges, community colleges, or is it about the same? [Base: Respondents who seek to graduate from their current schools with a certificate or associate's degree, or who are taking classes to transfer to a four-year school]</b>	
Community colleges	20
For-profit colleges	14
About the same	53
Don't know	12
Refused	--



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<b>C18. (b) When it comes to teaching important knowledge and skills, which schools generally do a better job: for-profit colleges, state universities, or is it about the same? [Base: Respondents who seek to graduate from their current school with a bachelor's degree]</b>	
State universities	22
For-profit colleges	13
About the same	53
Don't know	12
Refused	--
<b>C19. (a) When it comes to helping students stay on track with school work, which schools generally do a better job: for-profit colleges, community colleges, or is it about the same? [Base: Respondents who seek to graduate from their current schools with a certificate or associate's degree, or who are taking classes to transfer to a four-year school]</b>	
Community colleges	21
For-profit colleges	33
About the same	36
Don't know	10
Refused	--
<b>C19. (b) When it comes to helping students stay on track with school work, which schools generally do a better job: for-profit colleges, state universities, or is it about the same? [Base: Respondents who seek to graduate from their current school with a bachelor's degree]</b>	
State universities	24
For-profit colleges	24
About the same	40
Don't know	11
Refused	--
<b>C20. (a) Which do you think employers value more: a degree from a for-profit college, community colleges, or is it about the same? [Base: Respondents who seek to graduate from their current schools with a certificate or associate's degree, or who are taking classes to transfer to a four-year school]</b>	
Community colleges	21
For-profit colleges	32
About the same	39
Don't know	7
Refused	--
<b>C20. (b) Which do you think employers value more: a degree from a for-profit college, state universities, or is it about the same? [Base: Respondents who seek to graduate from their current school with a bachelor's degree]</b>	
State universities	43
For-profit colleges	6
About the same	41
Don't know	10
Refused	--



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<b>C21. (a) As far as you know, which schools charge more in tuition and fees: for-profit college, community colleges, or is it about the same? [Base: Respondents who seek to graduate from their current schools with a certificate or associate's degree, or who are taking classes to transfer to a four-year school]</b>	
Community colleges	21
For-profit colleges	54
About the same	18
Don't know	7
Refused	--
<b>C21 (a) As far as you know, which schools charge more in tuition and fees: for-profit college, state universities, or is it about the same? [Base: Respondents who seek to graduate from their current school with a bachelor's degree]</b>	
State universities	27
For-profit colleges	41
About the same	16
Don't know	14
Refused	2
<b>C22. Is your school conveniently located, or not?</b>	
Conveniently located	59
Not conveniently located	17
My school is only online	24
Don't know	1
Refused	--
<b>C23. Does your school offer lots of classes online, or not? [Base: Respondents who say they DO NOT take all or most of their classes online]</b>	
Lots of classes online	34
Not lots of classes online	56
Don't know	9
Refused	1
<b>C24. Overall, is getting the classes you need at the times you need them a problem, or not?</b>	
It is a problem getting the classes I need at the times I need them	10
It is not a problem	89
Don't know/other	1
Refused	--



	<b>Current for-profit undergraduates N=197 %</b>
<b>C25. Does your program allow you to make good progress, or does it hold you up from graduating as fast as you like?</b>	
Allow me to make good progress	92
It holds me up	6
Don't know/other	2
Refused	--
C26. No question	
<b>C27. How confident are you that your current school is teaching you skills and knowledge that you will need to succeed at a four-year college? [Base: Respondents who intend to transfer to a 4-year school.]</b>	
Very confident	58
Somewhat confident	35
Not too confident	7
Not at all confident	--
Don't know	--
Refused	--
<b>C28. If you needed career advice and guidance on how to prepare for the job market, is there someone at your college whose advice you trust?</b>	
Yes	92
No	5
Don't know	4
Refused	--
<b>C29. Would you say your school is very expensive, somewhat expensive, not too expensive, or not expensive at all?</b>	
Very expensive	26
Somewhat expensive	39
Not too expensive	29
Not expensive at all	6
Don't know	1
Refused	--
<b>C30. Compared to other colleges, is it your sense that your school's reputation among employers is excellent, good, fair, poor, or don't you know?</b>	
Excellent	29
Good	38
Fair	12
Poor	2
Don't know	20
Refused	--



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<b>C31. Please tell me whether your school is succeeding or falling short on each of the following.</b>	
<b>a. Giving students effective guidance so they can stay on track.</b>	
Succeeding	91
Falling short	5
Don't know	4
Refused	--
<b>b. Making top-notch tutors easily available when students need help.</b>	
Succeeding	72
Falling short	15
Don't know	11
Refused	1
<b>c. Providing good opportunities to work in teams with other students.</b>	
Succeeding	85
Falling short	10
Don't know	5
Refused	*
<b>d. Giving students hands-on help with financial aid applications.</b>	
Succeeding	83
Falling short	12
Don't know	5
Refused	--
<b>e. Having instructors who care about their students and know how to teach.</b>	
Succeeding	87
Falling short	12
Don't know	1
Refused	--
<b>f. Providing students with valuable internships and work experience.</b>	
Succeeding	62
Falling short	19
Don't know	19
Refused	1
<b>g. Keeping class size small.</b>	
Succeeding	85
Falling short	9
Don't know	6
Refused	--



	<b>Current for-profit undergraduates N=197 %</b>
<b>C32. Do you feel your school cares MORE about making money or more about the education of its students?</b>	
Cares more about making money	20
Cares more about the education of its students	66
Neither	3
Don't know/Other	11
Refused	--
<b>C33. Do you know how many years it takes the average student to graduate from your school, or is that something you really don't know?</b>	
Yes, I do know	61
No, I don't know	39
Refused	--
<b>C34. And do you know how much debt the AVERAGE student graduates with from your school, or is that something you really don't know?</b>	
Yes, I do know	38
No, I don't know	61
Refused	1
C35. No question.	
<b>C36. How much do you know about the types of jobs and salaries graduates from your program of study get?</b>	
A great deal	31
Some	32
Only a little	20
Nothing at all	8
Don't know	9
Refused	--
C37. No question.	
<b>C38. Before you picked your current school, did you learn about colleges and programs from the following sources?</b>	
<b>a. Interactive websites that allow people to rank and compare college according to personal priorities.</b>	
Yes	50
No	49
Don't know	1
Refused	--
<b>b. Individual college websites.</b>	
Yes	69
No	31
Don't know	--
Refused	--



	<b>Current for-profit undergraduates N=197 %</b>
<b>c. College recruiters who promote and market their school.</b>	
Yes	30
No	66
Don't know	4
Refused	--
<b>d. High school guidance counselors.</b>	
Yes	32
No	65
Don't know	2
Refused	1
<b>e. Guidance counselors at individual colleges.</b>	
Yes	43
No	56
Don't know	1
Refused	*
<b>f. Financial aid advisers.</b>	
Yes	41
No	57
Don't know	2
Refused	--
<b>g. Books with information on colleges and programs.</b>	
Yes	33
No	67
Don't know	--
Refused	1
<b>h. Television commercials, billboards or other ads.</b>	
Yes	57
No	42
Don't know	1
Refused	1
<b>i. Friends, family or colleagues.</b>	
Yes	66
No	35
Don't know	--
Refused	--
<b>j. An employer.</b>	
Yes	22
No	77
Don't know	2
Refused	--



	<b>Current for-profit undergraduates N=197 %</b>
<b>C39. When it comes to choosing the right college and program, which of the following comes closest to your view?</b>	
There is a lack of information and advice for people to make good choices	24
There is enough information already out there, people just have to make the effort to find it	74
Both	*
Don't know	2
Refused	*
<b>C40. When it comes to making good decisions about college, could the following things help future students a great deal, somewhat, only a little, or not at all?</b>	
<b>a. Interactive websites that allow people to rank and compare colleges based according to personal priorities.</b>	
A great deal	59
Somewhat	28
Only a little	10
Not at all	2
Don't know	1
Refused	--
<b>b. Online forums where people can ask questions to current students and college experts.</b>	
A great deal	57
Somewhat	32
Only a little	8
Not at all	2
Don't know	*
Refused	*
<b>c. No question.</b>	
<b>d. A Facebook feature that connects people who search for colleges so that they can share information.</b>	
A great deal	38
Somewhat	27
Only a little	18
Not at all	12
Don't know	4
Refused	1
<b>e. No question.</b>	
<b>f. Workshops with college experts at community centers or public libraries.</b>	
A great deal	44
Somewhat	39
Only a little	12
Not at all	3
Don't know	3
Refused	--



	Current for-profit undergraduates N=197 %
<b>g. College information sessions at work sponsored by employers for their employees.</b>	
A great deal	46
Somewhat	28
Only a little	17
Not at all	3
Don't know	4
Refused	1
<b>C41. Suppose you were helping someone choose a school or program of study. Which of the following would you tell them is the MOST important to consider?</b>	
Being excited about your classes	19
Graduating as quickly as possible	6
Getting skills that are directly relevant in the workplace	75
Don't know	*
Refused	--
<b>C42. Compared to traditional in-person classes, is it your sense that online-only classes are generally harder to pass, easier to pass, or are things about the same?</b>	
Harder to pass	33
Easier to pass	26
About the same	32
Don't know	9
Refused	--
<b>C43. Compared to in-person classes, is it your sense that online-only classes require more discipline from students, less discipline, or are things about the same?</b>	
More discipline	62
Less discipline	16
About the same	17
Don't know	5
Refused	--
<b>C44. Compared to in-person classes, is it your sense students learn more in online-only classes, less, or are things about the same?</b>	
Students learn more	17
Students learn less	26
About the same	50
Don't know	7
Refused	--
<b>C45. Compared with traditional college degree programs - where instruction happens largely in-person - do you think that employers look at online-only degrees more favorably, less favorably or are things about equal?</b>	
More favorably	12
Less favorably	39
About equal	39
Don't know	10
Refused	--
<b>C46. No question.</b>	



	<b>Current for-profit undergraduates N=197 %</b>
<b>C47. Would you prefer to be taking more classes online, fewer, or are things about right? [Base: Respondents who are taking all, most, half, or some of their classes online.]</b>	
More classes online	29
Fewer classes online	13
About right	56
Don't know	1
Refused	--
<b>C48. Do you agree or disagree with the following statement: Schools where too many students drop out or default on their loans should be banned from receiving students' federal financial aid dollars.</b>	
Agree	37
Disagree	48
Don't know	15
Refused	--
<b>C49. Are you confident that completing your (certificate/degree) will greatly improve your job prospects, or are you worried that it won't?</b>	
Confident it will greatly improve job prospects	80
Worried that it won't	18
Neither/Don't know	2
Refused	--
<b>D62. Have you taken out loans to pay for college?</b>	
Yes	69
No	29
Don't know	1
Refused	1
<b>D63. Before enrolling at your school, did you enroll or did you seriously consider enrolling in at a different school?</b>	
Yes	39
No	60
Don't know	2
Refused	--
<b>D63a. Which school(s) did you consider/enroll at? [Respondents' replies fell into the following categories]</b>	
Considered not-for-profit schools	20
Considered only for-profit schools	9
Did not consider other schools	60
Don't know/unknown schools	12



<b>UNWEIGHTED SAMPLE CHARACTERISTICS</b>		<b>Current for-profit undergraduates N=197 %</b>
<b>Gender</b>		
	Male	34
	Female	66
<b>Race/ethnicity</b>		
	White	58
	Black or African-American	19
	Hispanic of any race	15
	Asian	2
	Native American / American Indian / Alaskan Native	3
	Native Hawaiian / Pacific Islander	1
	Other	2
	Refused	1
<b>Age</b>		
	18–24	24
	25–29	19
	30–39	29
	40–49	14
	50–55	13
	Refused	1
<b>Educational attainment</b>		
	High school or GED	23
	Some college (incl. postsecondary diploma or certificate)	77
	Associate's degree	--
	Bachelor's degree	--
<b>Marital status</b>		
	Single, never married	36
	Single, living with a partner	17
	Married	29
	Separated	5
	Widowed	2
	Divorced	10
	Refused	1
<b>Residence with parents [Base: Respondents who are single, never married]</b>		
	Yes	43
	No	57
	Don't know	--
	Refused	--



	<b>Current for-profit undergraduates N=197 %</b>
<b>Employment status</b>	
Full-time	34
Part-time	20
Not employed	44
Refused	2
<b>Employer offers tuition assistance [Base: Respondents who are employed]</b>	
Yes, fully	9
Yes, partly	16
No	74
Don't know	1
Refused	--
<b>Serving or served in the U.S. Armed Forces</b>	
Yes	14
No	86
Don't know	--
Refused	--
<b>Receives or received support from the Department of Veteran Affairs to pay for school [Base: Respondents who are serving or served in the U.S. Armed Forces]</b>	
Yes	43
No	43
Not asked	11
Don't know	4
<b>Household income</b>	
Less than \$15,000	20
\$15,000 but less than \$25,000	18
\$25,000 but less than \$30,000	15
\$30,000 but less than \$40,000	8
\$40,000 but less than \$50,000	11
\$50,000 but less than \$75,000	10
\$75,000 but less than \$100,000	7
\$100,000 and over	5
Don't know	4
Refused	3
<b>Household income follow-up [Base: Respondents who refused detailed income question]</b>	
Less than \$50,000	23
\$50,000 but less than \$100,000	--
Over \$100,000	--
Don't know	38
Refused	38



	<b>Current for-profit undergraduates N=197 %</b>
<b>Metro status</b>	
Urban	52
Suburban	24
Rural	22
Undetermined	2
<b>Region</b>	
Northeast	15
North Central	24
South	42
West	18
<b>Student status</b>	
Full-time	73
Part-time	26
Don't know	1
<b>Years taking classes at current school</b>	
Less than 1 year	43
1 year but less than 2	31
2 years but less than 3	16
3 years but less than 4	8
4 years but less than 6	1
6 years or more	--
Don't know	1
Refused	1
<b>Taken out loans to pay for college</b>	
Yes	70
No	27
Don't know	2
Refused	2
<b>Type of school attending</b>	
Less than two year for-profit	8
Two year for-profit	15
Four year or more for-profit	77



**PUBLIC AGENDA**  
**February 7-June 7, 2013, Survey of alumni of for-profit colleges**  
**Data collected by Social Science Research Solutions, Inc.**  
**FINAL TOPLINE**  
**Released January 2014**  
[www.publicagenda.org/pages/profitting-higher-education](http://www.publicagenda.org/pages/profitting-higher-education)

The following survey results appear in the Public Agenda report **"Profiting Higher Education? What Students, Alumni and Employers Think About For-Profit Colleges"**. The data are based on a nationally representative survey 249 alumni of for-profit colleges who graduated between 2006 and 2013 with a certificate, associate's or bachelor's degree. Data were collected between February 7 and June 7, 2013, via phone and Internet.

The survey was fielded by Social Science Research Solutions, Inc. (SSRS). SSRS was responsible for data collection only. Public Agenda designed the survey instrument and analyzed the data. If you would like to use this data, please cite Public Agenda.

The final data were weighted to correct for variance in the likelihood of selection for a given case and to balance the sample to known population parameters in order to correct for systematic under- or overrepresentation of different types of students. The margin of error for the weighted data is +/- 9.60 percent. However, it is higher for question items that were not asked of all respondents.

Survey results of less than 0.5 percent are signified by an asterisk, and results of zero are signified by a dash. Unless otherwise stated, "Don't know" and "Refused" are responses participants volunteered but weren't explicitly offered. Responses may not always total 100 percent due to rounding. For more information, email [research@publicagenda.org](mailto:research@publicagenda.org).

**FULL SURVEY RESULTS**

	<b>Alumni of for-profit colleges N=249 %</b>
<b>Z-8. What is the last grade of school you completed? [Screener question: Only those who say "some college," "graduated college" or "technical school/other" were included]</b>	
Less than high school graduate	--
High school graduate	--
Some college (including Associate's degree)	54
Graduated college (4 year/Bachelor's degree)	16
Technical school/other	31
Graduate school or more	--
Refused	--
<b>CP-1. Are you currently a student at a college or at a vocational or technical school to complete a certificate or degree program? [Screener question: Only those who say "no" were included]</b>	
No	100
Yes	--
Refused	--



Alumni of alumni  
of for-profit  
colleges  
N=249  
%

**CP-1a. Did you finish school with a certificate or diploma or an associate's degree, or do you not have a certificate, diploma or degree? [Base: Respondents who say they have completed "some college" or "technical school/other"] [Screener question: Only those who said "certificate," "diploma" or "associate's" were included]**

Certificate	54
Diploma	17
Associate's degree	29
No degree, certificate or diploma	--

Cp-2 and CP-2a asked respondents for the type of school from which they graduated and its name. Respondents were screened out if they did not graduate from a for-profit school.

**CP-2b. What year did you graduate or complete your certificate or diploma from this school? [Screener question: Only those who graduated between 2006 to 2013 were included]**

2006	9
2007	8
2008	11
2009	12
2010	14
2011	16
2012	28
2013	2

**A1. Were you a full-time or a part-time student?**

Full-time	79
Part-time	20
Don't know	2
Refused	--

**A2. Did you take your classes all online, mostly online, half online and half in the classroom mostly in the classroom, or all in the classroom?**

All online	19
Mostly online	3
Half online and half in the classroom	7
Mostly in the classroom	9
All in the classroom	63
Don't know	--
Refused	--



		<b>Alumni of for-profit colleges N=249 %</b>
<b>A3. What field or subject is your (certificate/diploma/degree) in?</b>		
Accounting		4
Automotive repair (auto/diesel/motorcycle/etc.)		6
Business administration		7
Computer sciences/web (computer engineering/networking/in...		11
Cosmetology		3
Criminal justice		1
Education		2
Fashion		1
Graphic design		3
History		*
Legal/law		1
Massage/massage therapy		4
Medical administrative/billing/coding		10
Medical assistant		11
Miscellaneous medical/healthcare		9
Medical/healthcare (non-specific)		2
Media/multimedia (audio/video productions/animation/etc.)		4
Miscellaneous construction-related trades		3
Nursing		3
Pharmacy		3
Veterinary		1
Other		11
Don't know		--
Refused		--
<b>A4a. Which of these best describes the MAIN reason you pursued this (certificate/diploma/degree)?</b>		
To get ahead in your job or career		32
To get a different kind of job or career altogether		46
To get a good education and learn about the world		18
None of these/other		3
Don't know		2



	<b>Alumni of for-profit colleges</b> <b>N=249</b> <b>%</b>
<b>A5. Uncoded open-end</b>	
<b>A6. Overall, how satisfied or dissatisfied were you with your school? Were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?</b>	
Very satisfied	46
Somewhat satisfied	32
Somewhat dissatisfied	10
Very dissatisfied	12
Don't know	--
Refused	--
<b>A7. Please tell me whether your school succeeded or fell short of each of the following.</b>	
<b>a. Giving students effective guidance so they could stay on track.</b>	
Succeeded	74
Fell short	23
Don't know/other	2
Refused	1
<b>b. Making top-notch tutors easily available when students needed help.</b>	
Succeeded	56
Fell short	34
Don't know/other	10
Refused	*
<b>c. Providing good opportunities to work in teams with other students.</b>	
Succeeded	82
Fell short	14
Don't know/other	3
Refused	1



	<b>Alumni of for-profit colleges N=249 %</b>
<b>d. Giving students hands-on help with financial aid applications.</b>	
Succeeded	63
Fell short	31
Don't know/other	5
Refused	--
<b>e. Giving students excellent help finding good jobs in their fields.</b>	
Succeeded	43
Fell short	50
Don't know/other	5
Refused	1
<b>f. Having instructors who cared about their students and knew how to teach.</b>	
Succeeded	77
Fell short	23
Don't know/other	*
Refused	--
<b>g. Keeping class size small.</b>	
Succeeded	81
Fell short	15
Don't know/other	3
Refused	--
<b>A8. Overall, do you feel your school cared more about making money or more about educating its students?</b>	
More about making money	44
More about educating its students	45
Don't know/other	11
Refused	--
<b>A9. Compared to other colleges, is it your sense that your school's reputation among employers is excellent, good, fair or poor?</b>	
Excellent	25
Good	33
Fair	21
Poor	13
Don't know	8
Refused	--



**Alumni of alumni  
of for-profit  
colleges  
N=249  
%**

<b>A10. When it comes to teaching you real-world skills that help you succeed in the workplace, would you say that your school did an excellent, good, fair or poor job?</b>	
Excellent	29
Good	29
Fair	27
Poor	11
Don't know	2
Refused	2
<b>A11. When it comes to your job prospects and salary level, how helpful was it to get this (certificate/diploma/degree)?</b>	
Very helpful	31
Somewhat helpful	34
Not too helpful	14
Not helpful at all	17
Don't know	3
Refused	--
<b>A12. And if you compare all the costs of getting the (certificate/diploma/degree) to all the benefits, would you say that it was well worth it or that it really wasn't worth it, or that it remains to be seen?</b>	
Well worth it	37
Wasn't really worth it	32
Remains to be seen	30
Don't know	*
Refused	--
<b>A13a. What comes to mind - if anything - when you hear the term 'for-profit college'?</b>	
Answer given	59
Nothing comes to mind	41
Refused	--



**Alumni of for-profit colleges**  
**N=249**  
 %

<b>A13. What comes to mind - if anything - when you hear the term 'for-profit college'? [Respondents could give multiple answers—percents total more than 100] [Base: Respondents who said something comes to mind when they hear the term "for-profit college"]</b>	
Expensive/more expensive/higher tuition	3
More worried about making money/profit than the education of their students	40
A scam/rip-off/robbery/shady operation	4
Lack/question quality of education	3
Diploma mill/you pay for your degree	0
Other negative comments	5
A college that will earn me a good/better education/job	8
Gives me a positive opinion (non-specific)	0
Other positive comments	2
Private school	0
Other type of schools mentions	2
The school gets funding from students/student tuitions	1
School that does not receive any government funding	0
Other funding sources mentions	2
Making money/is a business/in business to make money	14
Money (non-specific)	3
All colleges	1
Other neutral mentions	4
Other	10
Refused	--
<b>A14. How much would you say you know about for-profit colleges? [Base: Respondents who said something comes to mind when they hear the term "for-profit college"]</b>	
A lot	6
Some	25
Only a little	30
Nothing at all	33
Don't know	6
Refused	--
<b>A14a. Is your former school a for-profit college or not, or are you not sure?</b>	
Yes	28
No	4
Not sure/Don't know	63
Not asked	5
Refused	--



**Alumni of for-profit colleges**  
**N=249**  
**%**

Here is a description of “for-profit colleges.” They are a growing number of schools that operate as profit-making businesses. Many for-profit colleges are small, private, vocational schools. Some are large, national enterprises such as: [Three random schools chosen from the following list] Ashford University, Capella University, American Public University, DeVry University, Everest College, Kaplan University, ITT Technical Institutes, Strayer University, The Art Institutes, University of Phoenix, Walden University, Grand Canyon University.

Please think about this definition of for-profit colleges when answering the following questions.

**A15. In general, is your impression of for-profit colleges mostly positive, mostly negative, or neutral?**

Mostly positive	21
Mostly negative	34
Neutral	43
Don't know	2
Refused	--

**A16. (a) When it comes to teaching important knowledge and skills, which schools generally do a better job: for-profit colleges, community colleges, or is it about the same? [Base: Respondents who DO NOT have a Bachelor's degree]**

Community colleges	31
For-profit colleges	19
About the same	38
Don't know	12
Refused	*

**A16. (b) When it comes to teaching important knowledge and skills, which schools generally do a better job: for-profit colleges, state universities, or is it about the same? [Base: Respondents who have a Bachelor's degree]**

State universities	30
For-profit colleges	11
About the same	43
Don't know	17
Refused	--

**A17. (a) When it comes to helping students stay on track with school work, which schools generally do a better job: for-profit colleges, community colleges, or is it about the same? [Base: Respondents who DO NOT have a Bachelor's degree]**

Community colleges	31
For-profit colleges	18
About the same	37
Don't know	14
Refused	--



**Alumni of for-profit colleges**  
**N=249**  
**%**

<b>A17. (b) When it comes to helping students stay on track with school work, which schools generally do a better job: for-profit colleges, state universities, or are it about the same? [Base: Respondents who have a Bachelor's degree]</b>	
State universities	25
For-profit colleges	16
About the same	47
Don't know	12
Refused	1
<b>A18. (a) Which do you think employers value more: a degree from a for-profit college, community college, or is it about the same? [Base: Respondents who DO NOT have a Bachelor's degree]</b>	
Community colleges	28
For-profit colleges	18
About the same	46
Don't know	7
Refused	1
<b>A18. (b) Which do you think employers value more: a degree from a for-profit colleges, state universities, or is it about the same? [Base: Respondents who have a Bachelor's degree]</b>	
State universities	35
For-profit colleges	7
About the same	53
Don't know	5
Refused	--
<b>A19. (a) As far as you know, which schools charge more in tuition and fees: for-profit colleges, community colleges, or is it about the same? [Base: Respondents who DO NOT have a Bachelor's degree]</b>	
Community colleges	9
For-profit colleges	54
About the same	25
Don't know	12
Refused	*
<b>A19. (b) As far as you know, which schools charge more in tuition and fees: for-profit colleges, state universities, or is it about the same? [Base: Respondents who have a Bachelor's degree]</b>	
State universities	12
For-profit colleges	45
About the same	38
Don't know	6
Refused	--



	<b>Alumni of for-profit colleges N=249 %</b>
<b>A20. In your view, which of the following is the MOST important thing employers want their workers to have?</b>	
A college education	20
The ability to work well with other people	15
Relevant work experience	58
Don't know/other	6
Refused	--
<b>A21. Suppose you were helping someone choose a school or program of study. Which of the following would you tell them is the MOST important to consider?</b>	
Being excited about your classes	8
Graduating as quickly as possible	3
Getting skills that are directly relevant in the workplace	87
Don't know	2
Refused	--
<b>A22. How important would you say each of the following is to know BEFORE choosing a school?</b>	
<b>a. The school's location is convenient.</b>	
Absolutely essential	49
Important but not essential	47
Not important	3
Don't know	*
Refused	2
<b>b. Tuition and fees are affordable.</b>	
Absolutely essential	84
Important but not essential	12
Not important	3
Don't know	*
Refused	1
<b>c. You'll gain skills and knowledge that are directly relevant in the workplace.</b>	
Absolutely essential	85
Important but not essential	10
Not important	3
Don't know	1
Refused	*
<b>d. Programs of study are set up for students to graduate quickly.</b>	
Absolutely essential	25
Important but not essential	59
Not important	14
Don't know	2
Refused	--



	<b>Alumni of for-profit colleges N=249 %</b>
<b>e. Someone who graduated from there recommends it.</b>	
Absolutely essential	33
Important but not essential	53
Not important	13
Don't know	1
Refused	1
<b>f. The school offers classes in the evenings or on weekends.</b>	
Absolutely essential	49
Important but not essential	45
Not important	5
Don't know	1
Refused	--
<b>g. Online classes are available.</b>	
Absolutely essential	36
Important but not essential	47
Not important	16
Don't know	1
Refused	--
<b>h. Students from this school successfully transfer into four-year colleges.</b>	
Absolutely essential	41
Important but not essential	43
Not important	12
Don't know	4
Refused	--
<b>i. There are opportunities for internships and work experiences.</b>	
Absolutely essential	65
Important but not essential	29
Not important	2
Don't know	1
Refused	2
<b>j. There are extracurricular programs and social activities.</b>	
Absolutely essential	19
Important but not essential	47
Not important	31
Don't know	1
Refused	1
<b>k. You'll get the exact program of study you want.</b>	
Absolutely essential	82
Important but not essential	15
Not important	2
Don't know	2
Refused	--



	<b>Alumni of for-profit colleges N=249 %</b>
<b>I. The school has an all-around good reputation.</b>	
Absolutely essential	59
Important but not essential	36
Not important	1
Don't know	3
Refused	1
<b>m. There are many other students your own age.</b>	
Absolutely essential	14
Important but not essential	31
Not important	51
Don't know	3
Refused	--
<b>n. Instructors also work as professionals in their field.</b>	
Absolutely essential	67
Important but not essential	27
Not important	2
Don't know	3
Refused	*
<b>A23. And how much attention should students pay to the following information before deciding which school to attend?</b>	
<b>a. The school's graduation rate</b>	
A great deal to this information	68
Some attention	23
Only a little attention	4
No attention at all	5
Don't know	1
Refused	--
<b>b. What jobs and salaries graduates typically get</b>	
A great deal to this information	72
Some attention	23
Only a little attention	4
No attention at all	1
Don't know	*
Refused	--
<b>c. The amount of debt the average student graduates with</b>	
A great deal to this information	70
Some attention	26
Only a little attention	2
No attention at all	1
Don't know	*
Refused	*



Alumni of for-profit colleges  
N=249  
%

<b>A24. When it comes to making good decisions about college, how much could the following things help future students?</b>	
<b>a. Interactive websites that allow people to rank and compare colleges according to personal priorities</b>	
A great deal	46
Somewhat	45
Only a little	3
Not at all	2
Don't know	3
Refused	1
<b>b. Online forums where people can ask questions to current students and college experts</b>	
A great deal	59
Somewhat	30
Only a little	8
Not at all	*
Don't know	2
Refused	*
c. No question.	
<b>d . A Facebook feature that connects people who search for colleges so they can share information</b>	
A great deal	24
Somewhat	46
Only a little	14
Not at all	14
Don't know	3
Refused	*
e. No question.	
<b>f. Workshops with college experts at community centers or public libraries</b>	
A great deal	51
Somewhat	38
Only a little	5
Not at all	1
Don't know	4
Refused	*
<b>g. College information sessions at work sponsored by employers for their employees</b>	
A great deal	52
Somewhat	35
Only a little	7
Not at all	2
Don't know	4
Refused	--



	Alumni of for-profit colleges N=249 %
<b>A25. Compared to traditional, in-person classes, is it your sense that online-only classes are generally harder to pass, easier to pass, or are things about the same?</b>	
Harder	36
Easier	20
About the same	35
Don't know	10
Refused	--
<b>A26. Compared to in-person classes, is it your sense that online-only classes require more discipline from students, less discipline, or are things about the same?</b>	
More discipline	57
Less discipline	14
About the same	20
Don't know	7
Refused	1
<b>A27. Compared to in-person classes, is it your sense students learn more in online-only classes, less, or are things about the same?</b>	
Students learn more	8
Students learn less	32
About the same	52
Don't know	9
Refused	--
<b>A28. Have you ever taken an online-only class, or not? [Base: Respondents who DID NOT say their classes were "all" or "mostly" online]</b>	
Have taken an online class	46
Have not	54
Don't know	--
Refused	--
<b>A29. In general, is your impression of online-only degree programs mostly positive, mostly negative, or neutral?</b>	
Mostly positive	30
Mostly negative	12
Neutral	55
Don't know	4
Refused	--
<b>A30. Compared with traditional college degree programs - where instruction happens largely in-person - do you think that employers look at online-only degrees more favorably, less favorably or are things about equal?</b>	
More favorably	3
Less favorably	46
About equal	43
Don't know	8
Refused	--



	Alumni of for-profit colleges N=249 %
<b>A31. Some people say that schools with a history of graduating too many students who can't find jobs and default on their loans, should be banned from receiving students' federal financial aid dollars. Do you agree or disagree with this idea?</b>	
Agree	45
Disagree	33
Don't know	22
Refused	--
<b>A32. Would you say your school was very expensive, somewhat expensive, not too expensive, or not expensive at all?</b>	
Very expensive	36
Somewhat expensive	41
Not too expensive	17
Not expensive at all	5
Don't know	*
Refused	1
<b>A33. Did you take out any loans to pay for this school, or not?</b>	
Yes	83
No	17
Don't know	--
Refused	--
<b>A34. Was the school upfront and clear about the financial obligations you were taking on or was this not the case?</b>	
Yes, it was upfront	79
No, it was not upfront	15
Don't know	6
Refused	--
<b>A35. Did your parents or other relatives help you pay for school, or not?</b>	
Yes	35
No	63
Don't know	2
Refused	--
<b>A36. Did an employer help you pay for school or not?</b>	
Yes	6
No	94
Don't know	--
Refused	--
<b>A37. Before enrolling at your school, did you enroll or did you seriously consider enrolling at a different school?</b>	
Yes	32
No	64
Don't know	3
Refused	--



---

	<b>Alumni of for-profit colleges N=249 %</b>
<b>A37a. Which school(s) did you consider/ enroll at? [Respondents' replies fell into the following categories]</b>	
Considered not-for-profit schools	11
Considered only for-profit schools	13
Did not consider other schools	64
Don't know/unknown schools	12

---



<b>UNWEIGHTED SAMPLE CHARACTERISTICS</b>		<b>Alumni of for-profit colleges N=249 %</b>
<b>Gender</b>		
Male		35
Female		65
<b>Race/ethnicity</b>		
White		75
Black or African-American		11
Hispanic of any race		8
Asian		2
Native American / American Indian / Alaskan Native		1
Native Hawaiian / Pacific Islander		1
Other		1
Refused		*
<b>Age</b>		
18–24		11
25–29		21
30–39		28
40–49		25
50–55		15
Refused		--
<b>Educational attainment</b>		
High school or GED		--
Some college (incl. postsecondary diploma or certificate)		40
Associate's degree		28
Bachelor's degree		33
<b>Marital status</b>		
Single, never married		25
Single, living with a partner		15
Married		43
Separated		2
Widowed		2
Divorced		13
Refused		--
<b>Employment status</b>		
Full-time		53
Part-time		10
Not employed		36
Refused		--



	<b>Alumni of alumni of for-profit colleges N=249 %</b>
<b>Serving or served in the U.S. Armed Forces</b>	
Yes	11
No	89
Don't know	--
Refused	--
<b>Receives or received support from the Department of Veteran Affairs to pay for school [Base: Respondents who are serving or served in the U.S. Armed Forces]</b>	
Yes	29
No	68
Not asked	4
Don't know	--
<b>Household income</b>	
Less than \$15,000	12
\$15,000 but less than \$25,000	12
\$25,000 but less than \$30,000	8
\$30,000 but less than \$40,000	18
\$40,000 but less than \$50,000	13
\$50,000 but less than \$75,000	15
\$75,000 but less than \$100,000	8
\$100,000 and over	6
Don't know	6
Refused	2
<b>Household income follow-up [Base: Respondents who refused detailed income question]</b>	
Less than \$50,000	25
\$50,000 but less than \$100,000	10
Over \$100,000	--
Don't know	40
Refused	25
<b>Metro status</b>	
Urban	54
Suburban	31
Rural	14
Undetermined	1
<b>Region</b>	
Northeast	14
North Central	31
South	29
West	26



	<b>Alumni of alumni of for-profit colleges N=249 %</b>
<b>Taken out loans to pay for college</b>	
Yes	80
No	20
Don't know	--
Refused	--
<b>Type of school attended</b>	
Less than two year for-profit	18
Two year for-profit	24
Four year or more for-profit	58



**PUBLIC AGENDA**  
**April 4-May 9, 2013, Survey of employers**  
**Data collected by Social Science Research Solutions, Inc.**  
**FINAL TOPLINE**  
**Released January 2014**  
[www.publicagenda.org/pages/profitting-higher-education](http://www.publicagenda.org/pages/profitting-higher-education)

The following survey results appear in the Public Agenda report **"Profiting Higher Education? What Students, Alumni and Employers Think About For-Profit Colleges"**. The data are based on a representative survey of 656 human resources professionals (employers) from the Philadelphia, Los Angeles, Detroit and El Paso-Las Cruces metropolitan areas, who hire for positions that demand postsecondary credentials in companies with 50 or more employees (the El-Paso-Las Cruces sample included employers with 10 or more employees). Data were collected between April 4 and May 9, 2013 through telephone interviews.

The survey was fielded by Social Science Research Solutions, Inc. (SSRS). SSRS was responsible for data collection only. Public Agenda designed the survey instrument and analyzed the data. If you would like to use this data, please cite Public Agenda.

The final data were weighted to correct for variance in the likelihood of selection for a given case and to balance the sample to known population parameters in order to correct for systematic under- or over-representation of different types of employers. The margin of error of the weighted data is +/- 4.18 percent. However, it is higher for question items that were not asked of all respondents.

Survey results of less than 0.5 percent are signified by an asterisk. Results of zero are signified by a dash. "Don't know" and "Refused" were volunteered responses unless otherwise stated. "Vol." indicates a response other than "Don't know" and "Refused" that was volunteered by the respondent and not an explicitly offered choice. Responses may not always total 100 percent due to rounding. For more information, email [research@publicagenda.org](mailto:research@publicagenda.org).

**FULL SURVEY RESULTS**

	<b>Employers N=656 %</b>
<b>3. Thinking about the entry-level positions at your company, are they...?</b>	
All salaried positions	5
Mostly salaried positions	10
Half salaried and half paid by the hour	19
Mostly paid by the hour	37
All paid by the hour	28
Don't know	--
Refused	*
<b>4. Which of the following is most important for an entry-level job applicant to be hired at your company (in a salaried position/in a position that is paid by the hour)?</b>	
A college degree	16
The ability to work well with other people	30



Relevant work experience	52
Don't know	1
Refused	*

**Employers  
N=656  
%**

**5. And which is most important for a mid-level or managerial job applicant to get hired at your company?**

A college degree	22
The ability to work well with other people	12
Relevant work experience	63
Don't know	2
Refused	1

**5a. When hiring, how often do positions in your company demand a post-high school certificate, college degree, or more education? Would you say...?**

Always	27
Often	36
Sometimes	38
Rarely	--
Never	--
Don't know	--

**6. How close does each of the following statements come to your views?**

**6A. It is hard to find well qualified entry-level workers.**

Very close	25
Somewhat close	34
Not too close	24
Not close at all	17
Don't know	*

**6B. It is hard to find well qualified mid-level or managerial workers.**

Very close	22
Somewhat close	43
Not too close	21
Not close at all	13
Don't know	1

**6C. The [Philadelphia, Los Angeles, Detroit and El Paso-Las Cruces] area LACKS colleges, universities and vocational schools that are both affordable AND offer high-quality education.**

Very close	14
Somewhat close	28
Not too close	18
Not close at all	35
Don't know	4

**7. Do you feel schools that provide higher education today care MORE about making money or more about the education of their students?**

Care more about making money	49
Care more about the education of their students	35
Neither (Vol.)	1
Both (Vol.)	5



Don't know	9
Refused	1

**Employers  
N=656  
%**

**8A. How about public universities in the [Philadelphia, Los Angeles, Detroit and El Paso-Las Cruces] area? Do these schools do an excellent, good, only fair, or poor job of preparing workers to succeed in your company or organization?**

Excellent	12
Good	57
Only fair	19
Poor	2
Not applicable (Vol.)	3
Don't know	8
Refused	*

**8B. And how about community colleges in the [Philadelphia, Los Angeles, Detroit and El Paso-Las Cruces] area? Do these schools do an excellent, good, only fair, or poor job of preparing workers to succeed in your company or organization?**

Excellent	11
Good	50
Only fair	26
Poor	5
Not applicable (Vol.)	3
Don't know	5
Refused	*

**8C. And how about technical and vocational schools in the (area/region)? Do these schools do an excellent, good, only fair, or poor job of preparing workers to succeed in your company or organization?**

Excellent	10
Good	43
Only fair	23
Poor	7
Not applicable (Vol.)	10
Don't know	7
Refused	*

**8D. And how about online and distance learning schools? Do these schools do an excellent, good, only fair, or poor job of preparing workers to succeed in your company or organization?**

Excellent	3
Good	20
Only fair	37
Poor	11
Not applicable (Vol.)	12
Don't know	16
Refused	*



9. No question.



	<b>Employers N=656 %</b>
<b>10. Please rate how competent new entry-level hires are on average in each of the following areas when they start working at your company.</b>	
<b>10A. Computer literacy</b>	
Very competent	38
Somewhat competent	49
Not too competent	6
Not at all competent	3
Not applicable (Vol.)	3
Don't know	1
<b>10E. Technical skills and knowledge</b>	
Very competent	22
Somewhat competent	62
Not too competent	11
Not at all competent	1
Not applicable (Vol.)	3
Don't know	*
Refused	--
<b>10F. Communication skills</b>	
Very competent	22
Somewhat competent	62
Not too competent	13
Not at all competent	2
Not applicable (Vol.)	1
Don't know	*
Refused	*
<b>10H. Ability to work as part of a team</b>	
Very competent	28
Somewhat competent	62
Not too competent	9
Not at all competent	1
Not applicable (Vol.)	1
Don't know	*
<b>11. Does your company have a remedial program for employees to teach them skills they should have learned in their post-high school training?</b>	
Yes	28
No	71
Post-high school training is not required (Vol.)	*
Don't know	*



**Employers**  
**N=656**  
**%**

<b>12. I am going to read a list of school names that you may or may not be familiar with. Please tell me whether you consider the quality of education and training for each school to be excellent, good, only fair, or poor. Or tell me that you have not heard anything about this school.</b> [School names were selected randomly for each respondent from pre-defined lists of up to five schools in each of the five categories below. To see the lists of specific schools included in this study, across the four metropolitan areas where the survey was conducted, e-mail Public Agenda at <a href="mailto:research@publicagenda.org">research@publicagenda.org</a> .]	
<b>12A. What about (local, independent for-profit school)?</b>	
Excellent	4
Good	13
Only fair	6
Poor	1
Have not heard anything about this school/don't know	76
<b>12B. What about (national chain or online for-profit institution)?</b>	
Excellent	5
Good	29
Only fair	12
Poor	3
Have not heard anything about this school/don't know	50
<b>12C. What about (community college)?</b>	
Excellent	11
Good	36
Only fair	11
Poor	1
Have not heard anything about this school/don't know	41
<b>12D. What about (public university)?</b>	
Excellent	35
Good	47
Only fair	4
Poor	*
Have not heard anything about this school/don't know	13
<b>12C. What about (private not-for-profit four-year school)?</b>	
Excellent	33
Good	36
Only fair	4
Poor	*
Have not heard anything about this school/don't know	26
<b>14. How much would you say you know about for-profit colleges?</b>	
A lot	11
Some	30
Only a little	33
Nothing at all	26
Don't know	*



**Employers**  
**N=656**  
**%**

Here is a description of “for-profit colleges.” They are a growing number of schools that operate as profit-making businesses. Many for-profit colleges are small, private, vocational schools. Some are large, national enterprises such as: [three random schools chosen from the following list] Ashford University, Capella University, American Public University, DeVry University, Everest College, Kaplan University, ITT Technical Institutes, Strayer University, The Art Institutes, University of Phoenix, Walden University, Grand Canyon University. Please think about this definition of for-profit colleges when answering the following questions.

**15. In general, is your impression of for-profit colleges mostly positive, mostly negative, or neutral?**

Mostly positive	18
Mostly negative	14
Neutral	66
Mixed (Vol.)	1
Don't know	2

**16. First, I'd like you to compare for-profit schools to your local community colleges. When it comes to teaching important knowledge and skills, which schools generally do a better job: for-profit colleges, community colleges, or is it about the same?**

Community colleges	28
For-profit colleges	11
About the same	52
Don't know	9
Refused	*

17. No question.

**18. When it comes to preparing students to work at your company, which schools generally do a better job, for-profit colleges, community colleges, or is it about the same?**

Community colleges	31
For-profit colleges	11
About the same	51
Not applicable (Vol.)	3
Don't know	5
Refused	*

**19. And which schools generally provide the better professional development opportunities for your workers, for-profit colleges, community colleges, or is it about the same?**

Community colleges	24
For-profit colleges	16
About the same	52
Not applicable (Vol.)	2
Don't know	6
Refused	*



	<b>Employers N=656 %</b>
<b>20. When it comes to teaching important knowledge and skills, which schools generally do a better job: for-profit colleges, public universities, or is it about the same?</b>	
Public universities	45
For-profit schools	7
About the same	41
Don't know	6
Refused	1
21. No question.	
<b>22. When it comes to preparing students to work at your company, which schools generally do a better job: for-profit colleges, public universities, or is it about the same?</b>	
Public universities	41
For-profit schools	5
About the same	46
Not applicable (Vol.)	1
Don't know	7
Refused	*
<b>23. And which schools generally provide the better professional development opportunities for your workers, for-profit colleges, public universities, or is it about the same?</b>	
Public universities	39
For-profit schools	8
About the same	46
Not applicable	1
Don't know	6
Refused	*
<b>24. Have you hired someone from a for-profit school in the past year, have you not or you are unsure?</b>	
Yes	22
No	47
Unsure/Don't know	31
Refused	*
<b>25. When you don't recognize the name of a school on a resume, does your company typically check whether or not this school is accredited, or do you not typically check that?</b>	
Yes, we typically check	56
No, we don't	41
Do not consider applicants from schools I do not recognize. (Vol.)	*
Don't know	2
Refused	*
26. No question.	
27. No question.	



	<b>Employers N=656 %</b>
<b>28. In general, is your impression of online-only college degree programs mostly positive, mostly negative, or neutral?</b>	
Mostly positive	17
Mostly negative	21
Neutral	60
Don't know	2
Refused	*
<b>29. Compared to traditional college degree and certificate programs, is it your sense that online-only programs are generally harder to pass, easier to pass, or are things about the same?</b>	
Harder to pass	13
Easier to pass	39
About the same	41
Don't know/not sure	7
Refused	*
<b>30. Compared to traditional degrees and certificate programs, is it your sense that online-only programs require more discipline from students, less discipline, or are things about the same?</b>	
More discipline	45
Less discipline	23
About the same	29
Don't know/not sure	4
Refused	*
<b>31. Compared to traditional degrees and certificate programs, is it your sense students learn more in online-only programs, less, or are things about the same?</b>	
Students learn more	4
Students learn less	42
About the same	49
Don't know/not sure	5
Refused	*
<b>32. How close is each of the following statements to your views?</b>	
<b>32A. Online-only degrees and certificates provide real opportunities for older students to get valuable college credentials?</b>	
Very close	30
Somewhat close	50
Not too close, or	8
Not at all close	8
Don't know	3
Refused	*



	<b>Employers N=656 %</b>
<b>32B. How close is each of the following statements to your views? Online-only degrees and certificates provide real opportunities for younger, first-time college students to get a high quality education?</b>	
Very close	9
Somewhat close	41
Not too close, or	28
Not at all close	19
Don't know	3
Refused	*
<b>32C. How close is each of the following statements to your views? Hybrid programs that involve a mix of online and in-person instruction give students a better education than online-only programs do?</b>	
Very close	41
Somewhat close	41
Not too close, or	6
Not at all close	7
Don't know	4
Refused	*
<b>32e. Which of the following would be more appealing in a job candidate?</b>	
Having a degree from a top school that was completed entirely online	17
Having a degree from an average school that was completed entirely in the classroom	56
It doesn't matter (Vol.)	21
Don't know	5
Refused	*
33. No question.	
<b>34. Does your company work with local colleges or vocational schools on curriculum development, or by offering internships for their students, or not?</b>	
Yes	45
No	55
Don't know/not sure	*
<b>35. Do colleges, universities or vocational schools visit your company to recruit your workers into their programs, or not?</b>	
Yes	16
No	84
Don't know	*
<b>37. Does your company offer tuition support to workers to take classes at vocational schools or colleges, or not?</b>	
Yes	49
No	50
Don't know	1



	<b>Employers N=656 %</b>
<b>38. Does your company's tuition support include online education, or not? [Base: Respondents whose companies offer tuition support to workers]</b>	
Yes	77
No	18
Don't know	5
<b>39. Does your company's tuition support extend to for-profit schools, or not? [Base: Respondents whose companies offer tuition support to workers]</b>	
Yes	72
No	18
Don't know	10
<b>40. Does your company offer scheduling flexibility to employees who are taking classes at vocational schools or colleges, or not?</b>	
Yes	70
No	28
Don't know	2
Refused	--
<b>41. Have you taken, or are you currently taking, a class online for credit?</b>	
Yes	23
No	77
Refused	*



<b>UNWEIGHTED SAMPLE CHARACTERISTICS</b>		<b>Employers N=656 %</b>
<b>Gender</b>		
Male		31
Female		69
<b>Age</b>		
18-24		1
25-29		6
30-49		45
50-64		34
65 and over		6
Refused		7
<b>Race/ethnicity</b>		
African American or Black		9
Asian		4
Hispanic		23
White		55
Native American/American Indian		*
Something else		3
Don't know		1
Refused		4
<b>Educational attainment</b>		
Less than High school diploma or GED		*
High school diploma or GED		5
Some college but no degree		8
Certificate/diploma from a vocational or technical school		2
2-yr college degree / Associate's degree		11
4-yr college degree / Bachelor's degree		49
Postgraduate degree (Master's or Ph.D.)		25
Don't know		*
Refused		*
<b>Years in current position</b>		
0-4		35
5-9		25
10-24		30
25+		8
Don't know		1
Refused		1



	<b>Employers N=656 %</b>
<b>How often, when hiring, positions in their company demand a post-high school certificate, college degree, or more education [Screener question: Respondents were excluded if they answered "never," "don't know" or "refused."]</b>	
Always	27
Often	38
Sometimes	35
Never	--
Don't know	--
Refused	--
<b>Company's balance of salaried versus hourly positions</b>	
All salaried positions	5
Mostly salaried positions	11
Half salaried and half paid by the hour	18
Mostly paid by the hour	37
All paid by the hour	29
Don't know	--
Refused	*
<b>Total Number of Employees</b>	
10-49	12
50-99	38
100-299	33
300-999	11
1000+	6
<b>Region</b>	
Philadelphia	27
Detroit	26
El Paso	21
Los Angeles	26
<b>SIC code</b>	
I: Services	48
D: Manufacturing	14
G: Retail Trade	11
F: Wholesale Trade	7
E: Transportation, Communications, Electric, Gas, And Sanitary Services	5
H: Finance, Insurance, And Real Estate	5
J: Public Administration	5
C: Construction	4
A: Agriculture, Forestry, And Fishing	0