



PUBLIC AGENDA
February 7-June 7, 2013, Survey of adult prospective college students
Data collected by Social Science Research Solutions, Inc.

FINAL TOPLINE
Released November 2013

<http://www.publicagenda.org/pages/is-college-worth-it-for-me>

The following survey results appear in the Public Agenda report, **“Is College Worth It For Me? How Adults Without Degrees Think About Going (Back) to School”**. The data are based on a nationally representative survey of 803 adult prospective students conducted between February 7 and June 7, 2013, via phone and Internet.

For the purpose of this study, adult prospective students are defined as Americans who meet the following criteria:

- They are 18 to 55 years old.
- They do not hold an associate’s or bachelor’s degree (but they may have earned a postsecondary diploma or certificate).
- They are not entering college straight out of high school.
- They are not currently enrolled in any kind of higher education institution.
- They are considering enrolling in a certificate or degree program and say that it is likely they will do so within two years.

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 margin of error for the complete set of weighted data is +/- 4.28 percent. However, it is higher when comparing subgroups or question items that weren’t 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. Responses may not always total 100 percent due to rounding.

For more information, email research@publicagenda.org.

FULL SURVEY RESULTS

	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
Z-8. What is the last grade of school you completed? [Screener question: Only those who say "high school graduate," "some college" or "technical school/other" were included]			
Less than high school graduate	--	--	--
High school graduate	71	47	55
Some college (but no associate's degree)	29	51	43
Graduated college (four-year/bachelor's degree)	--	--	--
Graduate school or more	--	--	--
Technical school/other	*	2	2
Refused	--	--	--



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
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"]			
Certificate	6	18	15
Diploma	34	35	35
No degree, certificate or diploma	60	47	50
CP-3. How likely is it that you will enroll in a college, trade school, vocational school or technical school within the next two years? [Screener question: Only those who say "very likely" or "somewhat likely" were included]			
Very likely	67	42	51
Somewhat likely	33	58	49
Not likely at all	--	--	--
Don't know	--	--	--
Refused	--	--	--
CP-8. Would you be looking to graduate with a certificate, an associate's degree or a bachelor's degree, or are you more interested in taking classes but not completing a program? [Screener question: Only those who say "certificate," "associate's degree" or "bachelor's degree" were included]			
Certificate	16	27	23
Associate's degree	35	41	39
Bachelor's degree	49	32	38
Taking a few classes	--	--	--
Don't know	--	--	--
Refused	--	--	--
P1. Do you know what you want to study, have you narrowed it down to a few options or will you figure that out once you are in school?			
Yes, I know what I want to study	52	48	49
I have narrowed it down to a few options	33	25	28
I will figure it out once I'm in school	13	25	21
Don't know	1	2	1
Refused	--	--	--



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P2. & P3. What is it that you want to study? / What areas of study are you considering? [Respondents could give multiple answers—percents total more than 100] [Base: Respondents who say that they know what they want to study or that they have narrowed down what they want to study to a few options]			
Accounting	2	6	4
Arts (design arts/theater arts/etc.)	8	1	4
Automotive (mechanics/technicians)	2	1	2
Biology (microbiology/etc.)	2	1	1
Business administration	9	18	15
Child development/early childhood/child care	2	2	2
Computer sciences/web (computer engineering/networking/etc.)	14	10	12
Construction-type trades (electrical/HVAC/etc.)	2	3	2
Cosmetology	2	1	1
Criminal justice (criminology/police officer)	4	4	4
Culinary arts	3	4	4
Education/teaching	6	3	4
Engineering (mechanical/chemical/civil/etc.)	5	6	5
English (writing/literature/journalism/etc.)	6	1	3
Graphic design	2	1	1
Media/multimedia (video productions/film/etc.)	2	1	1
Medical administrative (office manager/medical billing/etc.)	--	3	2
Medical/health care	16	12	13
Miscellaneous law/legal careers	3	4	4
Music	1	2	2
Nursing	8	8	8
Pharmaceuticals (pharmacy tech/pharmacology)	2	1	1
Psychology	5	4	4
Sciences (physics/astrophysics/archaeology/etc.)	3	3	3
Social work/human services	2	2	2
Veterinary medicine (veterinarian/vet tech/etc.)	4	0	2
Welding	1	1	1
Other	18	18	18
Refused	4	1	2
Don't know	--	1	0
P4 does not exist.			
P5. Are you planning to enroll directly in a bachelor's program, to get an associate's degree first, to earn some credits at a two-year school before transferring to a four-year school, or are you not sure yet? [Base: Respondents who answered to CP-8 that they plan to earn a bachelor's degree]			
Enroll directly into bachelor's	27	31	29
Get associate's degree first	21	14	17
Earn credits at a two-year and transfer	27	10	18
Don't know	24	43	34
Refused	1	2	2



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P6. Which of the following two statements best describes your view? [Base: Respondents who answered to CP-8 that they plan to earn a certificate or associate's degree]			
This will quickly prepare me for a job	57	63	61
This is an affordable first step to get a four-year degree	41	32	34
Neither	1	4	3
Don't know	1	1	1
Refused	1	--	*
P7. Thinking about how you plan to attend classes, would you say you are looking to 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	6	14	11
Mostly online	13	14	14
Half online and half in the classroom	22	28	26
Mostly in the classroom	26	19	22
All in the classroom	29	24	26
Don't know	3	1	1
Refused	--	*	*
P8. Will you most likely go to school full-time or part-time, or are you not sure yet?			
Full-time	43	16	26
Part-time	33	48	43
Not sure	23	36	31
Refused	*	--	*
P9. Which of the following best describes the MAIN reason you want to get this degree or certificate?			
To get ahead in your job or career	27	33	31
To get a different kind of job or career altogether	34	43	39
To get a good education and learn about the world	34	19	25
None of these	*	1	*
Other	2	4	3
Don't know	2	1	1
Refused	--	*	*
P10 does not exist.			
P11. In your view, which of the following is the MOST important thing employers want their workers to have?			
A college degree	31	26	28
The ability to work well with other people	28	25	26
Relevant work experience	38	43	41
All of these	2	5	4
Don't know	1	1	1
Refused	--	*	*



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P12. Here are some things that people sometimes worry about as they are thinking about going back to school. Please tell me how much you worry about each one:			
P12a does not exist.			
P12b. Balancing work and family responsibilities with the demands of school.			
A lot	42	37	39
Some	28	28	28
Only a little	18	14	15
Not at all	10	21	17
Don't know	1	--	*
Refused	1	*	*
P12c. Keeping up academically.			
A lot	38	28	32
Some	24	25	25
Only a little	22	19	20
Not at all	15	27	23
Don't know	1	--	*
Refused	--	*	*
P12d. Staying motivated and focusing on your schoolwork.			
A lot	40	24	30
Some	23	26	25
Only a little	19	19	19
Not at all	17	32	26
Don't know	1	--	*
Refused	--	*	*
P12e. Dropping out of the program.			
A lot	18	16	17
Some	16	11	13
Only a little	17	21	19
Not at all	48	52	50
Don't know	1	--	*
Refused	--	*	*
P12f. Fitting in with other students.			
A lot	12	7	9
Some	17	11	13
Only a little	21	10	14
Not at all	48	71	63
Don't know	1	--	*
Refused	*	1	*



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P12g. Taking on too much debt.			
A lot	47	48	48
Some	24	16	19
Only a little	12	13	13
Not at all	15	23	20
Don't know	1	--	*
Refused	*	1	*
P12h. Not gaining the skills and knowledge you need for a job.			
A lot	25	18	20
Some	27	22	24
Only a little	22	20	21
Not at all	23	40	34
Don't know	2	--	1
Refused	1	*	*
P12i. Getting the schedule and classes that will allow you to graduate on time.			
A lot	35	21	26
Some	27	24	25
Only a little	22	20	20
Not at all	15	35	28
Don't know	1	*	*
Refused	--	*	*
P13. How likely is it that you will take a remedial class in college (that is, a class to help you catch up with basic math or language skills that you'll need to succeed in college)?			
Very likely	24	30	27
Somewhat likely	34	30	31
Not too likely	16	13	14
Not likely at all	23	26	25
Don't know	2	1	2
Refused	*	*	*
P14. If you needed guidance and advice on choosing the right program and school for you, do you know somebody who will give you good advice and guidance? Would you say yes, no, or are you not sure?			
Yes	73	73	73
No	16	19	18
Not sure/Don't know	11	8	9
Refused	*	*	*
P15 does not exist.			
P16. And if you needed guidance and advice on how to pay for college, is there someone who can give you good financial advice? Would you say yes, no, or are you not sure?			
Yes	68	67	67
No	18	20	19
Not sure/don't know	13	12	12
Refused	1	*	1



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P17. Who is this person? [Base: Respondents who say there is someone from whom they could get good advice on how to pay for college]			
Parent	32	13	20
Partner	7	8	7
Other family member	21	27	25
Friend	10	14	13
Colleague or employer	6	6	6
A teacher	4	1	2
A financial aid adviser/other financial expert	14	22	19
Other	6	10	8
Don't know	--	*	*
Refused	--	--	--
P18. Thinking of the people closest to you, to what extent are they supportive and encourage you to go to school?			
A great deal	67	66	67
Somewhat	21	23	22
Only a little	6	7	7
Not at all	5	4	4
Don't know	1	--	*
Refused	--	*	*
P19a. What comes to mind—if anything—when you hear the term “for-profit college”?			
Answer given	37	49	44
Nothing comes to mind	63	51	55
Refused	*	1	1
P19. 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” (P19a)]			
Expensive/more expensive/higher tuition	9	15	14
More worried about making money/profit than the education of its students	22	25	24
General negative comments	5	5	5
A college that will earn me a good/better education/job/etc.	11	7	8
General positive comments	6	2	3
Private school	5	2	3
Public school	*	1	1
Technical/vocational/trade schools	1	1	1
Online school/education	1	*	*
Other type of school mentioned	2	6	5
Making money/is a business/in business to make money/etc.	25	23	24
Other	18	18	18
P20. 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” (P19a)]			
A lot	7	9	8
Some	19	15	17
Only a little	30	24	26
Nothing at all	42	50	48
Don't know	2	2	2
Refused	--	--	--



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
<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. Please think about this definition of for-profit colleges when answering the following questions.</p>			
P21. In general, is your impression of for-profit colleges mostly positive, mostly negative or neutral?			
Mostly positive	24	20	22
Mostly negative	21	14	16
Neutral	52	64	60
Don't know	3	2	2
Refused	--	--	--
P22a. When it comes to teaching important knowledge and skills, which schools generally do a better job: state universities, for-profit colleges, or is it about the same? [Base: Respondents who intend to enroll directly in a bachelor's program]			
State universities	31	37	34
For-profit colleges	18	24	21
About the same	41	35	38
Don't know	10	4	7
Refused	--	--	--
P23a. When it comes to helping students stay on track with schoolwork, which schools generally do a better job: state universities, for-profit colleges, or is it about the same? [Base: Respondents who intend to enroll directly in a bachelor's program]			
State universities	30	22	25
For-profit colleges	24	18	21
About the same	41	58	51
Don't know	5	2	3
Refused	--	--	--
P24a. Which do you think employers value more: a degree from a for-profit college, state university, or is it about the same? [Base: Respondents who intend to enroll directly in a bachelor's program]			
State universities	49	36	42
For-profit colleges	15	12	13
About the same	28	48	39
Don't know	8	4	6
Refused	--	--	--
P25a. As far as you know, which schools charge more in tuition and fees: state universities, for-profit colleges, or is it about the same? [Base: Respondents who intend to enroll directly in a bachelor's program]			
State universities	34	24	28
For-profit colleges	39	28	33
About the same	16	36	27
Don't know	11	12	11
Refused	--	--	--



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P22b. When it comes to teaching important knowledge and skills, which schools generally do a better job: community colleges, for-profit colleges, or is it about the same? [Base: Respondents who DO NOT intend to enroll directly in a bachelor's program]			
Community colleges	22	26	24
For-profit colleges	21	9	15
About the same	42	62	52
Don't know	15	2	8
Refused	--	2	1
P23b. When it comes to helping students stay on track with schoolwork, which schools generally do a better job: community colleges, for-profit colleges, or is it about the same? [Base: Respondents who DO NOT intend to enroll directly in a bachelor's program]			
Community colleges	24	20	22
For-profit colleges	22	13	17
About the same	40	57	49
Don't know	13	9	11
Refused	1	2	1
P24b. Which do you think employers value more: a degree from a for-profit college, a community college, or is it about the same? [Base: Respondents who DO NOT intend to enroll directly in a bachelor's program]			
Community college	16	15	16
For-profit college	25	21	23
About the same	50	57	54
Don't know	9	4	6
Refused		2	1
P25b. As far as you know, which schools charge more in tuition and fees: community colleges, for-profit colleges, or is it about the same? [Base: Respondents who DO NOT intend to enroll directly in a bachelor's program]			
Community colleges	13	4	8
For-profit colleges	54	64	59
About the same	19	17	18
Don't know	12	14	13
Refused	1	2	1
P26. Have you already decided on the school you are going to attend, have you narrowed it down to a few options, or are you just starting to think about a school?			
Have decided on a school	27	22	24
Narrowed it down	38	27	31
Just started to think about it	31	46	40
Don't know	4	5	4
Refused	--	*	*
P27, P28 and P29. Which school is it? / Which schools are you considering? / Are there any schools you have in mind? [Percent of prospective students who named the following types of school(s); respondents could give multiple answers—percents total more than 100] [Base: Respondents who have decided on a school, have narrowed it down or have just started to think about it]			
For-profit	16	13	14
Private nonprofit	7	8	8
Community college	31	30	31
Public university	31	18	23
Don't know or unknown school	31	39	36
Refused	--	--	--
P30 does not exist.			



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P31. How much would you say you know about the quality of the schools and the programs you are interested in? [Base: Respondents who say they have decided on a school to attend or they have narrowed it down]			
A great deal	45	50	48
Some	42	41	42
Only a little	9	6	8
Nothing	3	2	2
Don't know	--	--	*
Refused	1	*	1
P32. When you are choosing a school, how important are each of the following to you?			
P32a. The school's location is convenient.			
Absolutely essential	54	55	54
Important but not essential	36	34	35
Not important	9	10	10
Don't know	2	*	1
Refused	*	*	*
P32b. Tuition and fees are affordable.			
Absolutely essential	72	75	74
Important but not essential	22	22	22
Not important	3	3	3
Don't know	2	1	1
Refused	*	--	*
P32c. You'll gain skills and knowledge that are directly relevant in the workplace.			
Absolutely essential	72	69	70
Important but not essential	19	24	23
Not important	6	5	5
Don't know	2	1	1
Refused	1	*	*
P32d. Programs of study are set up for students to graduate quickly.			
Absolutely essential	45	40	42
Important but not essential	42	45	44
Not important	12	15	13
Don't know	1	*	1
Refused	--	--	--
P32e. Someone who graduated from there recommends it.			
Absolutely essential	31	24	26
Important but not essential	46	43	44
Not important	20	33	28
Don't know	2	*	1
Refused	*	*	*
P32f. The school offers classes in the evening and on weekends.			
Absolutely essential	43	50	48
Important but not essential	40	33	36
Not important	14	17	16
Don't know	2	--	1
Refused	--	*	*



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P32g. Online classes are available.			
Absolutely essential	31	41	37
Important but not essential	42	39	40
Not important	22	19	20
Don't know	3	1	2
Refused	1	*	1
P32h. There are extracurricular programs and social activities.			
Absolutely essential	32	14	21
Important but not essential	35	27	30
Not important	30	59	48
Don't know	2	--	1
Refused	1	--	*
P32i. You'll get the exact program of study you want.			
Absolutely essential	68	70	70
Important but not essential	26	25	25
Not important	3	4	3
Don't know	2	1	1
Refused	1	*	*
P32j. The school has an all-around good reputation.			
Absolutely essential	53	53	53
Important but not essential	40	39	40
Not important	4	7	6
Don't know	2	1	1
Refused	*	--	*
P32k. There are many other students your age.			
Absolutely essential	21	7	12
Important but not essential	32	17	22
Not important	45	76	65
Don't know	2	--	1
Refused	1	--	*
P32l. Class size is small.			
Absolutely essential	27	20	22
Important but not essential	44	48	47
Not important	26	32	30
Don't know	2	--	1
Refused	*	--	*
P32m. Instructors care about students and know how to teach.			
Absolutely essential	75	76	76
Important but not essential	20	21	20
Not important	3	3	3
Don't know	2	*	1
Refused	*	--	*
P32n. Students from this school successfully transfer into four-year colleges. [Base: Respondents whose immediate plan is to attend a two-year school or earn an associate's degree, regardless of their ultimate intentions]			
Absolutely essential	42	33	36
Important but not essential	41	45	44
Not important	15	20	18
Don't know	3	1	2
Refused	--	--	--



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P33. And if you knew the following things about a school, would it make you a lot more interested in the school, a little more interested, or would it not matter to you?			
P33a. Guidance counselors will contact you frequently to make sure you stay on track.			
A lot more interested	49	50	50
A little more interested	33	28	30
Would not matter	16	21	19
Don't know	1	1	1
Refused	*	--	*
P33b. Tutors are easily available when you need help.			
A lot more interested	58	58	58
A little more interested	29	28	28
Would not matter	10	14	12
Don't know	2	1	1
Refused	1	--	*
P33c. There are opportunities for internships and work experiences.			
A lot more interested	67	55	59
A little more interested	24	23	23
Would not matter	6	22	16
Don't know	2	1	1
Refused	*	--	*
P33d. A lot of your work will be completed in teams with other students.			
A lot more interested	28	23	25
A little more interested	29	24	26
Would not matter	41	53	48
Don't know	2	1	1
Refused	*	--	*
P33e. Your instructors also work as professionals in their field.			
A lot more interested	67	59	62
A little more interested	21	28	25
Would not matter	9	13	12
Don't know	2	1	1
Refused	1	--	*
P33f. The school provides hands-on help with financial aid applications.			
A lot more interested	69	59	63
A little more interested	23	23	23
Would not matter	6	17	13
Don't know	2	1	1
Refused	--	--	--
P33g. The school will help you find a job in the field you want.			
A lot more interested	73	61	65
A little more interested	21	23	22
Would not matter	4	15	11
Don't know	1	1	1
Refused	1	--	*



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P34. How important is it for you to know the following things about a school or program before you decide to enroll?			
P34a. The school's graduation rate.			
Absolutely essential	56	42	47
Important but not essential	33	42	39
Not important	9	15	13
Don't know	1	1	1
Refused	*	--	*
P34b. What jobs and salaries graduates typically get.			
Absolutely essential	55	40	45
Important but not essential	35	43	40
Not important	7	16	13
Don't know	2	1	1
Refused	1	--	*
P34c. The amount of debt the average student graduates with.			
Absolutely essential	61	46	51
Important but not essential	31	36	34
Not important	7	17	13
Don't know	2	1	1
Refused	--	--	--
P35. Which of the following two things is MORE important for you?			
A clearly structured program that lays out the exact courses and exams you need to take to graduate on time	62	69	66
Being able to explore different classes and areas of interest before deciding what to focus on	31	26	28
Both	1	3	2
Neither	--	1	*
Don't know	5	1	3
Refused	--	--	--
P36. Which of the following three things is MOST important to you?			
Being excited about your classes	20	13	16
Graduating as quickly as possible	15	21	19
Gaining skills that are directly relevant in the workplace	61	60	61
All are important (volunteer answer)	1	4	3
None of these	--	*	*
Don't know	1	2	2
Refused	1	--	*
P37. When you hear the phrase "financial aid for students," do you think of grants, of loans or of both?			
Grants	15	12	13
Loans	15	15	15
Both	66	72	70
Neither	--	1	*
Don't know	3	1	2
Refused	--	--	--



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P38. Will you most likely take out loans to pay for school or not?			
Yes, will take out loans	47	46	46
No, won't take out loans	40	48	45
Don't know	13	5	8
Refused	--	*	*
P39. Will your parents or relatives help you pay for school or not?			
Yes, relatives will help	40	13	23
No, they won't	46	85	71
Don't know	14	2	6
Refused	*	--	*
P40 does not exist.			
P41. Have you ever used an interactive website that allowed you to rank and compare colleges according to personal priorities?			
Yes	23	15	18
No	73	84	80
Don't know	4	1	2
Refused	*	--	*
P42. How would you rate this website for helping you get the information you needed? [Base: Respondents who have used an interactive website that allowed them to rank and compare colleges]			
Excellent	38	27	32
Good	42	40	41
Fair	17	25	22
Poor	3	7	5
Don't know	--	1	1
Refused	--	--	--
P43. Have you met with a college guidance counselor in the past 12 months or not?			
Yes	34	14	21
No	63	85	77
Don't know	2	1	1
Refused	--	--	--
P44. How helpful was the information you got? [Base: Respondents who have met with a college guidance counselor in the past 12 months]			
Extremely helpful	50	53	51
Somewhat helpful	43	40	42
Not too helpful	6	1	4
Not helpful at all	1	3	2
Don't know	--	3	1
Refused	--	--	--
P45. Have you ever spoken to a college recruiter who promotes and markets a specific school?			
Yes	47	31	36
No	50	69	62
Don't know	3	1	1
Refused	1	--	*



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P46. Which school did this recruiter represent? [Percent of prospective students who named the following types of school(s); respondents could give multiple answers—percents total more than 100] [Base: Respondents who have spoken to a college recruiter]			
For-profit	24	51	38
Private nonprofit	12	6	9
Community college	14	21	18
Public university	24	11	17
Don't know or unknown school	36	21	28
Refused	--	--	--
P47. And how helpful did you find the information this person provided you with? [Base: Respondents who have spoken to a college recruiter]			
Extremely helpful	30	44	37
Somewhat helpful	51	42	46
Not too helpful	13	5	9
Not helpful at all	4	8	6
Didn't provide me with any information	--	2	1
Don't know	1	--	*
Refused	1	--	*
P48. Have you learned about colleges from each of the following sources?			
P48a. Individual college websites.			
Yes	72	45	55
No	25	55	44
Don't know	2	--	1
Refused	1	--	*
P48b. Financial aid advisers.			
Yes	39	25	30
No	57	75	68
Don't know	3	--	1
Refused	1	*	*
P48c. Books with information on colleges and programs.			
Yes	52	40	45
No	44	59	54
Don't know	4	--	1
Refused	*	1	*
P48d. Television commercials, billboards or other ads.			
Yes	63	64	64
No	34	36	35
Don't know	3	--	1
Refused	--	--	--
P48e. Friends, family or colleagues.			
Yes	79	74	76
No	17	26	23
Don't know	2	--	1
Refused	1	--	*
P48f. An employer.			
Yes	27	24	25
No	70	76	73
Don't know	3	*	1
Refused	1	--	*



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P49. When it comes to choosing the right college and program, which of the following comes closest to your view?			
There is a lack of information and advice for people to make good choices	20	21	21
There is enough information already out there, people just have to make the effort to find it	74	77	76
Both	--	1	1
Neither	--	*	*
Don't know	6	*	3
P50. When it comes to making good decisions about college, could the following help future students a great deal, somewhat, only a little or not at all?			
P50a. Interactive websites that allow people to rank and compare colleges according to personal priorities. [Base: Respondents who have not used an interactive website that allowed them to rank and compare colleges, or they don't know or refused the question]			
A great deal	52	42	46
Somewhat	32	39	37
Only a little	10	11	11
Not at all	2	6	5
Don't know	3	1	2
Refused	*	--	*
P50b. Online forums where people can ask questions of current students and college experts.			
A great deal	52	46	48
Somewhat	32	38	36
Only a little	9	9	9
Not at all	4	6	5
Don't know	2	2	2
Refused	1	--	*
P50c does not exist.			
P50d. A Facebook feature that connects people who search for colleges so they can share information.			
A great deal	39	32	35
Somewhat	31	36	34
Only a little	13	16	15
Not at all	13	14	14
Don't know	3	2	2
Refused	*	--	*
P50e does not exist.			
P50f. Workshops with college experts at community centers or public libraries.			
A great deal	55	50	52
Somewhat	29	36	34
Only a little	10	6	8
Not at all	3	6	5
Don't know	3	1	2
Refused	*	--	*



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
P50g. College information sessions at work sponsored by employers for their employees.			
A great deal	44	47	46
Somewhat	36	34	35
Only a little	12	10	11
Not at all	5	7	6
Don't know	3	2	2
Refused	*	--	*
P51-53 do not exist.			
P54. In general, is your impression of online-only degree programs mostly positive, mostly negative or neutral?			
Mostly positive	29	27	28
Mostly negative	18	17	17
Neutral	51	54	53
Don't know	3	1	2
P55. 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?			
More favorably	12	8	9
Less favorably	39	41	40
About equal	41	47	45
Don't know	8	5	6
Z-4. Currently, are you yourself employed full-time, part-time or not at all?			
Full-time	33	53	46
Part-time	24	17	20
Not employed	43	30	35
Refused	*	--	*
Z-9. What is your total annual household income from all sources, before taxes?			
Less than \$15,000	21	17	18
\$15,000 but less than \$25,000	20	12	15
\$25,000 but less than \$30,000	12	9	10
\$30,000 but less than \$40,000	13	13	13
\$40,000 but less than \$50,000	9	15	12
\$50,000 but less than \$75,000	8	15	12
\$75,000 but less than \$100,000	3	6	5
\$100,000 and over	3	5	4
Don't know	12	3	6
Refused	1	6	4
Z-9a. What is your total annual household income from all sources, before taxes? [Base: Respondents who said "don't know" or "refused" to Z-9]			
Less than \$50,000	18	5	11
\$50,000 but less than \$100,000	15	2	9
Over \$100,000		2	1
Don't know	64	30	46
Refused	3	60	33
Z-6. Dependent children (under 18) living in house [Recoded: In Z-6, respondents were asked a battery of questions about the number and characteristics of people living in their household]			
Yes	40	47	45
No	59	52	54
Don't know	--	--	--
Refused	1	1	1



	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
D61. Does your employer help pay for college tuition and other college expenses? [Base: Respondents who are employed]			
Yes, fully	8	14	12
Yes, partly	14	26	22
No	68	59	62
Don't know	9	2	4
Refused	1	0	0
D61c. Do you currently pay off your own or your children's college loans?			
Yes	14	30	24
No	82	69	74
Don't know	4	1	2
Refused	0	0	0
D61b. You mentioned you have been enrolled at a college before; which school was that? [Percent of prospective students who named the following types of school(s); respondents could give multiple answers—percents total more than 100] [Base: Respondents who said they have been enrolled at a college before]			
For-profit	16	11	12
Private nonprofit	4	8	7
Community college	40	42	42
Public university	26	20	22
Don't know or unknown school	16	21	20



CHARACTERISTICS OF THE SAMPLE			
	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
Gender			
Male	53	50	51
Female	47	50	49
Race/ethnicity			
White	58	56	57
Black or African-American	14	22	18
Hispanic of any race	20	16	18
Asian	3	1	2
Native American / American Indian / Alaskan Native	1	*	1
Native Hawaiian / Pacific Islander	*	1	1
Other	2	2	2
Refused	*	2	1
Age			
18–24	100	--	50
25–29	--	23	12
30–39	--	33	16
40–49	--	27	14
50–55	--	14	7
Refused	*	2	1
Educational attainment			
High school graduate	69	42	56
Some college (but not associate's degree)	31	55	43
Technical school/other	*	2	1
Employment status			
Full-time	33	52	42
Part-time	26	16	21
Not employed	41	32	37
Refused	*	--	*
Marital status			
Single, never married	68	29	48
Single, living with a partner	21	14	17
Married	9	36	23
Separated	1	6	4
Widowed	*	1	*
Divorced	*	13	7
Refused	--	1	*
Residence with parents [Base: Respondents who are single, never married]			
Yes	61	33	53
No	38	67	47
Don't know	*	--	*
Refused	1	--	1
Employer offers tuition assistance [Base: Respondents who are employed]			
Yes, fully	8	13	11
Yes, partly	14	25	20
No	69	59	64
Don't know	8	2	5
Refused	*	*	*



CHARACTERISTICS OF THE SAMPLE (continued)			
	18–24 yrs. n=402 %	25–55 yrs. n=401 %	Total N=803 %
Paying off own or a child's student loans			
Yes	15	31	23
No	82	68	75
Don't know	3	*	2
Refused	*	*	*
Serving, or has been serving, in the U.S. Armed Forces			
Yes	6	12	9
No	92	88	90
Don't know	1	*	1
Refused	*	--	*
Household income			
Less than \$15,000	18	15	17
\$15,000 but less than \$25,000	19	15	17
\$25,000 but less than \$30,000	12	10	11
\$30,000 but less than \$40,000	11	13	12
\$40,000 but less than \$50,000	8	12	10
\$50,000 but less than \$75,000	8	15	11
\$75,000 but less than \$100,000	4	7	5
\$100,000 and over	4	4	4
Don't know	14	3	9
Refused	1	6	3
Household income follow-up [Base: Respondents who refused detailed income question]			
Less than \$50,000	20	14	18
\$50,000 but less than \$100,000	15	5	11
Over \$100,000	--	3	1
Don't know	62	22	46
Refused	3	57	24
Metro status			
Urban	52	54	53
Suburban	24	21	22
Rural	21	22	21
Undetermined	4	3	4
Region			
Northeast	19	19	19
North Central	22	23	23
South	38	38	38
West	21	21	21