

APPENDIX 2: TOPLINE QUESTIONNAIRES

**PEW SOCIAL & DEMOGRAPHIC TRENDS
MARCH 2011 HIGHER EDUCATION SURVEY
FINAL GENERAL PUBLIC TOPLINE FOR SELECTED QUESTIONS
March 15 - 29, 2011
TOTAL N= 2,142**

NOTE: ALL NUMBERS ARE PERCENTAGES. THE PERCENTAGES GREATER THAN ZERO BUT LESS THAN 0.5 % ARE REPLACED BY AN ASTERISK (*). COLUMNS/ROWS MAY NOT TOTAL 100% DUE TO ROUNDING. UNLESS OTHERWISE NOTED, ALL TRENDS REFERENCE SURVEYS FROM SOCIAL & DEMOGRAPHIC TRENDS AND THE PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS.

ASK ALL:

Q.1 Generally, how would you say things are these days in your life—would you say that you are very happy, pretty happy, or not too happy?

	Very <u>happy</u>	Pretty <u>happy</u>	Not too <u>happy</u>	DK/Refused <u>(VOL.)</u>
Mar 2011	30	52	16	2
Jan 2010	28	54	16	2
Jul 2009	33	50	14	3
Apr 2009	29	52	16	4
Feb 2009	32	49	15	4
Oct 2008	29	51	17	3
Jun 2008	35	48	14	3
Sep 2006	36	51	12	1
Oct 2005	34	50	15	1
Late Mar 2003	29	51	16	4
Feb 2003	29	51	17	3
Sep 1996	34	53	11	2

ASK ALL:

Q.2 Next, please tell me whether you are satisfied or dissatisfied, on the whole, with the following aspects of your life: (First/Next) [READ AND RANDOMIZE] [IF NECESSARY: Are you satisfied or dissatisfied?]

REQUIRED PROBE: Would you say you are VERY (dis)satisfied or SOMEWHAT (dis)satisfied?

	Very <u>satisfied</u>	Somewhat <u>satisfied</u>	Somewhat <u>dissatisfied</u>	Very <u>dissatisfied</u>	Doesn't Apply <u>(VOL.)</u>	DK/Ref <u>(VOL.)</u>
a. Your family life	72	19	4	3	*	2
Oct 2010	75	19	4	2	*	1
Oct 2005	72	19	4	3	1	1
Jan 1999	71	20	4	3	0	2
Dec 1996	69	21	6	3	0	1
b. Your personal financial situation	28	39	17	14	*	2
Oct 2010	29	40	14	14	*	2
Feb 2009	23	43	18	13	*	3

Q.2 CONTINUED...

	Very <u>satisfied</u>	Somewhat <u>satisfied</u>	Somewhat <u>dissatisfied</u>	Very <u>dissatisfied</u>	Doesn't Apply (VOL.)	DK/Ref (VOL.)
c. Your present housing situation	56	29	7	5	*	2
Feb 2009 ²²	56	30	8	4	*	2
October 2005	63	25	6	5	*	1
January, 1999	61	28	6	4	0	1
December, 1996	56	31	7	5	0	1
d. Your education	50	32	10	5	1	2

Trend for comparison for Q2d²³:

Mar <u>2011</u>		National Conference for Community and Justice <u>2005</u>	National Conference for Community and Justice <u>2000</u>
82	Satisfied (NET)	80	78
15	Dissatisfied (NET)	19	21
1	Doesn't apply (VOL.)	1	1
2	Don't know/Refused (VOL.)	*	*

ASK ALL:

On another subject...

Q.3 Compared to your parents when they were the age you are now, do you think your own standard of living now is much better, somewhat better, about the same, somewhat worse, or much worse than theirs was?

	Much <u>better</u>	Somewhat <u>better</u>	About the <u>same</u>	Somewhat <u>worse</u>	Much <u>worse</u>	DK/Ref (VOL.)
Mar 2011	35	26	23	9	4	3
May 2010	31	26	23	11	6	3
Jan/Feb 2008	38	27	19	9	5	2
GSS 2008	31	31	21	11	5	1
GSS 2006	35	31	21	9	3	1
GSS 2004	39	31	18	8	3	1
GSS 2002	35	33	19	10	2	1
GSS 2000	35	31	21	9	3	1
GSS 1998	33	32	21	10	3	1
GSS 1996	33	29	21	12	3	2
GSS 1994	32	32	21	10	3	2

²² In previous years, the item was "your housing situation." In Feb 2009, the question read "Please tell me whether, on the whole, you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the following aspects of your life..."

²³ Surveys by the National Conference for Community and Justice did not probe for "very" or "somewhat" (dis)satisfied. The 2005 survey was conducted Jan13-Mar 30, 2005, and was based on a national adult sample of 2,558 telephone interviews. The 2000 survey was conducted Jan 20-Mar19, 2000, based on 2,584 national adults. Both surveys were conducted by Princeton Survey Research Associates International.

ASK ALL:

Q.4 When your children are at the age you are now, do you think their standard of living will be much better, somewhat better, about the same, somewhat worse, or much worse than yours is now?

	Much <u>better</u>	Somewhat <u>better</u>	About the <u>same</u>	Somewhat <u>worse</u>	Much <u>worse</u>	No children <u>(VOL.)</u>	DK/Ref <u>(VOL.)</u>
Mar 2011	26	22	19	12	9	6	5
May 2010	24	21	19	16	10	6	4
Jan/Feb 2008	26	23	20	14	7	5	5
GSS 2008	27	26	18	13	5	9	3
GSS 2006	28	29	18	11	3	10	1
GSS 2004	23	30	22	11	3	9	2
GSS 2002	26	35	18	8	2	9	2
GSS 2000	28	31	16	7	3	11	4
GSS 1998	22	33	20	9	3	9	4
GSS 1996	20	27	20	17	5	7	4
GSS 1994	16	29	22	15	5	9	4

ASK ALL:

Q.5 If you were asked to use one of these commonly used names for the social classes, which would you say you belong in? The upper class, upper-middle class, middle class, lower-middle class, or lower class?

Mar <u>2011</u>		May <u>2010</u>	Jan/Feb <u>2008</u>
2	Upper class	2	2
17	Upper-middle class	18	19
52	Middle class	50	53
20	Lower-middle class	21	19
7	Lower class	8	6
2	Don't know/Refused (VOL.)	1	1

ASK ALL:

Q.11 Now, I would like to read you a list of long-term financial goals. Whether or not you have already achieved some of these, please tell me how important each is for YOU PERSONALLY. First/Next, **[READ AND RANDOMIZE]** **[READ FOR FIRST ITEM, THEN REPEAT ONLY IF NECESSARY]**: Is this extremely important for you, very important, somewhat important, or not too important for you?

a. Being able to own your own home

35	Extremely important
42	Very important
12	Somewhat important
7	Not too important
3	Does not apply (VOL.)
1	Don't know/Refused (VOL.)

b. Being able to live comfortably in retirement

34	Extremely important
45	Very important
16	Somewhat important
4	Not too important
*	Does not apply (VOL.)
1	Don't know/Refused (VOL.)

Q.11 CONTINUED...

c. Being able to pay for your children's college education

26	Extremely important
35	Very important
13	Somewhat important
10	Not too important
15	Does not apply (VOL.)
1	Don't know/Refused (VOL.)

d. Being able to leave an inheritance for your children

20	Extremely important
30	Very important
28	Somewhat important
16	Not too important
5	Does not apply (VOL.)
1	Don't know/Refused (VOL.)

ASK ALL:

Q.12 Please tell me how important you think each of the following is in helping a young person succeed in the world today.
(First/Next) **[READ AND RANDOMIZE] [READ FOR FIRST ITEM, THEN REPEAT ONLY IF NECESSARY:**
Would you say this is extremely important, very important, somewhat important, or not too important in helping a young person succeed in the world today?

a. A college education

42	Extremely important
35	Very important
18	Somewhat important
4	Not too important
1	Don't know/Refused (VOL.)

b. Knowing how to get along with people

57	Extremely important
36	Very important
6	Somewhat important
1	Not too important
*	Don't know/Refused (VOL.)

c. A good work ethic

61	Extremely important
35	Very important
3	Somewhat important
*	Not too important
1	Don't know/Refused (VOL.)

Q.12 CONTINUED...

d. Work skills learned on the job

- 43 Extremely important
- 46 Very important
- 9 Somewhat important
- 1 Not too important
- * Don't know/Refused (VOL.)

ASK ALL:

Now I have some questions about your educational background.

EDUC What is the last grade or class that you completed in school? [DO NOT READ; IF 5 (SOME COLLEGE) PROBE TO DETERMINE IF RESPONDENT HAS AN ASSOCIATE OR TWO-YEAR DEGREE]

- 4 None, or grade 1-8
- 9 High school incomplete (Grades 9-11)
- 30 High school graduate (Grade 12 or GED certificate)
- 4 Technical, trade, or vocational school AFTER high school
- 20 Some college, no degree
- 5 2-year associate degree
- 18 College graduate (B.S., B.A., or other 4-year degree)
- Post-graduate training or professional schooling after college (e.g., toward a master's degree or Ph.D.; law or medical school)
- 10 degree or Ph.D.; law or medical school)
- * Don't know/Refused (VOL.)

ASK 2-YEAR OR 4-YEAR COLLEGE GRADUATES WHO DID NOT ATTEND GRADUATE SCHOOL (EDUC=6,7):
[n=639]

ED1 What year did you graduate from college? (OPEN-END, RECORD FOUR-DIGIT YEAR)

ASK COLLEGE GRADUATES WHO ATTENDED GRADUATE SCHOOL (EDUC=8): [n=292]

ED2 What year did you receive your undergraduate or bachelor's degree? (OPEN-END, RECORD FOUR-DIGIT YEAR)

- 12 '60s or earlier
- 15 '70s
- 17 '80s
- 22 '90s
- 30 2000 or later
- 4 Don't know/Refused (VOL.)

ASK IF AGE < 65: [n=1,698]

SCHL Are you currently enrolled in school?

[IF YES, PROBE TO DETERMINE IF ATTENDING HIGH SCHOOL, TECHNICAL TRADE OR VOCATIONAL SCHOOL, A COLLEGE UNDERGRADUATE OR IN GRADUATE SCHOOL]

<u>18-64</u>	<u>18-34</u>	<u>35-64</u>	
17	35	6	Yes
2	4	*	in high school
2	3	2	in technical, trade, or vocational school
11	23	3	in college (undergraduate)
3	5	1	in graduate school
83	64	94	No
*	1	0	Don't know/Refused (VOL)
	(n=781)	(n=917)	

SCHL CONTINUED...

Trends for ages 18-34:

Mar 2011		Jan 2010	Sep 2006 ²⁴
<u>18-34</u>		<u>18-34</u>	<u>18-34</u>
35	Yes	34	30
4	in high school	5	4
3	in technical, trade, or vocational school	3	1
23	in college (undergraduate)	21	20
5	in graduate school	6	5
83	No	66	70
*	Don't know/Refused (VOL)	0	*
(n=781)		(n=929)	(n=698)

ASK IF AGE < 65 AND CURRENTLY ENROLLED IN SCHOOL (SCHL=1,2,3,4): [n= 359]

SCHL2 How much further in school do you plan to go? [DO NOT READ]

Mar 2011		Jan 2010	Sep 2006
<u>18-34</u>		<u>18-34</u>	<u>18-34</u>
1	Finish high school	2	2
2	Technical, trade, or vocational school	4	3
10	Attend college, no degree or 2 year/associate degree	9	10
31	Attend college, bachelor's degree	31	27
47	Graduate or professional school or degree	48	54
3	No further (VOL)	0	1
1	Other [Specify] (VOL)	1	1
4	Don't know/Refused (VOL)	4	2
(n=297)		(n=368)	(n=295)

ASK IF AGE < 65 AND NOT ENROLLED IN SCHOOL (SCHL=5,9): [n=1,339]

RSCHL Do you ever plan to return to school?

<u>18-64</u>	<u>18-34</u>	<u>35-64</u>	
39	65	28	Yes
57	31	67	No
4	4	4	Don't know/Refused (VOL)
	(n=484)	(n=855)	

Trends:

Mar 2011		Jan 2010	Sep 2006
<u>18-34</u>		<u>18-34</u>	<u>18-34</u>
39	Yes	60	59
57	No	34	33
4	Don't know/Refused (VOL)	6	7
(n=484)		(n=561)	(n=403)

²⁴ In the Sept. 2006 survey, SCHL, SCHL2, and RSCHL were only asked of respondents younger than age 40.

ASK IF AGE <35 AND NO BACHELOR'S DEGREE, NOT ENROLLED IN SCHOOL, (AGE=18-34 AND EDUC=1-6 AND SCHL=5, 9): [n=311]

Q.13 Here are some reasons why people postpone or do not continue their education. For each one, please tell me whether it applies to you or not. (First/Next) **[READ AND RANDOMIZE]** **[READ IF NECESSARY: Does this apply to you or not?]**

a. You won't need more education for the career you want

34	Yes
65	No
1	Don't know/Refused (VOL.)

b. You can't afford to go on in school

48	Yes
52	No
0	Don't know/Refused (VOL.)

c. You would rather work and make money than go to school

57	Yes
41	No
2	Don't know/Refused (VOL.)

d. You need to help support your family

67	Yes
33	No
0	Don't know/Refused (VOL.)

e. You were not accepted at the schools where you wanted to go

5	Yes
93	No
2	Don't know/Refused (VOL.)

ASK ALL:

On another subject...

Q.14 Do you agree or disagree with the following statement: College costs in general are such that most people are able to afford to pay for a college education.

22	Agree
75	Disagree
3	Don't know/Refused (VOL.)

Trend for comparison:

Tell me if you agree or disagree with each of these statements... College costs in general are such that most people can afford to pay for a college education.

	<i>Council for Advancement and Support of Education Jun 1991²⁵</i>	<i>Council for Advancement and Support of Education Sep 1986²⁶</i>	<i>Council for Advancement and Support of Education Sep 1985²⁷</i>
Agree	25	32	39
Disagree	73	65	60
Don't know/Refused (VOL.)	2	3	1

ASK FORM 1 ONLY: [n=1,104]

Q.15F1 Do you agree or disagree with this statement: In order to get ahead in life these days, it's necessary for a woman to get a college education.

77	Agree
22	Disagree
2	Don't know/Refused (VOL.)

ASK FORM 2 ONLY: [n=1,038]

Q.16F2 Do you agree or disagree with this statement: In order to get ahead in life these days, it's necessary for a man to get a college education.

68	Agree
31	Disagree
1	Don't know/Refused (VOL.)

ASK ALL SURVEYED MARCH 15-23: [n=1,374]

G.1 As you may know, women are more likely than men these days to get a college degree. Overall, do you think this is a good thing for our society, a bad thing for our society, or doesn't it make much difference?

52	Good thing
7	Bad thing
39	Doesn't make much difference
2	Don't know/Refused (VOL.)

²⁵ Telephone interviews of a national sample of 1,012 adults, conducted by the Gallup Organization, June 10-16, 1991.

²⁶ Telephone interviews of a national sample of 1,010 adults, conducted by Opinion Research Corporation, Dec 12-15, 1986.

²⁷ Telephone interviews of a national sample of 1,004 adults, conducted by Opinion Research Corporation, Sep 27-Oct 7, 1985.

ASK ALL SURVEYED MARCH 23-29: [n=768]

G.2 As you may know, men are less likely than women these days to get a college degree. Overall, do you think this is a good thing for our society, a bad thing for our society, or doesn't it make much difference?

12	Good thing
46	Bad thing
38	Doesn't make much difference
4	Don't know/Refused (VOL.)

ASK ALL:

Q.17 How would you rate the job the higher education system in this country is doing in terms of providing VALUE for the money spent by students and their families? Would you say... [READ]

5	Excellent
35	Good
42	Only fair
15	Or poor
4	Don't know/Refused (VOL.)

ASK 2-YEAR OR 4-YEAR COLLEGE GRADUATES WHO ARE NOT CURRENTLY ENROLLED (EDUC=6,7,8 & SCHL=5,9): [n=641]

Q.18 What about your own experience? Thinking about what you or your family paid for your (IF EDUC= 6-7, INSERT: college education; IF EDUC=8, INSERT undergraduate education), would you say that college for you HAS been a good investment, has NOT been a good investment, or are you not sure?

84	Has been a good investment
7	Has not been a good investment
8	Not sure
1	Don't know/Refused (VOL.)

ASK IF CURRENTLY ENROLLED IN COLLEGE (SCHL=3): [n=212]

Q.19 What about you? Thinking about what you or your family are paying for your college education, do you think that college WILL be a good investment, will NOT be a good investment, or are you not sure?

84	Will be a good investment
2	Will not be a good investment
14	Not sure
0	Don't know/Refused (VOL.)

ASK ALL:

Q.20 Still thinking about college, which comes closer to your view, even if neither is exactly right. The main purpose of college should be... [READ AND ROTATE]

39	To help an individual grow personally and intellectually
47	To teach specific skills and knowledge that can be used in the workplace
12	[VOL. DO NOT READ] Both equally
2	Don't know/Refused (VOL.)

ASK ALL:

Q.20a In general, who should pay the largest share of a student's college expenses, including tuition and room and board? Should it be... **[READ IN ORDER]**?

- 48 Students or their families
- 12 The state government
- 18 The federal government OR
- 5 Private donations and endowments
- 13 **[VOL. DO NOT READ]** Some combination
- 4 Don't know/Refused **(VOL.)**

ASK RESPONDENTS WITH ANY POST-SECONDARY EXPERIENCE (EDUC=4-8) & (SCHL=5,9): [n=878]

Q.21 People often rely on different sources to pay for their education. How did YOU pay for most of your **(IF EDUC=4, INSERT: educational expenses; IF EDUC=5,6,7, INSERT: college expenses; IF EDUC=8, INSERT: undergraduate college expenses)**? This includes tuition and room and board if you lived away from home. **[READ AND RANDOMIZE]**

ASK IF SOME COMBINATION (Q.21=5):

Q.22 What would you say was the MAIN source? **[RE-READ CATEGORIES FROM Q.21 ONLY IF NECESSARY]**

- 27 Did your parents pay most of the cost?
- 28 Did you pay most of the cost yourself using your own income and savings?
- 17 Did you rely mainly on student loans that you had to pay back later?
- 22 Did you receive scholarship money or financial aid that covered most of the cost?
- 1 **[VOL. DO NOT READ]** All sources equal/No main source
- 4 **[VOL. DO NOT READ]** Some other source **(SPECIFY)**
- 1 Don't know/Refused **(VOL.)**

ASK IF RESPONDENT DID NOT MENTION LOANS IN Q.21 OR Q.22 (Q.21 NE 3 AND Q.22 NE 3): [n=733]

Q.23 Did you take out any loans at all to help finance your **(IF EDUC= 6-7, INSERT: college education; IF EDUC=8, INSERT undergraduate education)**, or not?

- 27 Yes
- 73 No
- 0 Don't know/Refused **(VOL.)**

ASK IF CURRENTLY ENROLLED IN COLLEGE OR TECHNICAL SCHOOL (SCHL=2, 3): [n=245]

Q.24 People often rely on different sources to pay for their education. How are YOU paying for most of your **(IF SCHL=2, INSERT: educational expenses; IF SCHL=3, INSERT: college expenses)**? This includes tuition and room and board if you live away from home. **[READ AND RANDOMIZE]**

ASK IF SOME COMBINATION (Q.24=5):

Q.25 What would you say is the MAIN source? **[RE-READ CATEGORIES FROM Q.24 ONLY IF NECESSARY]**

- 12 Are your parents paying most of the cost?
- 17 Are you paying most of the cost yourself using your own income and savings?
- 27 Are you relying mainly on student loans that you will have to pay back later?
- 38 Are you receiving scholarship money or financial aid that covers most of the cost?
- 1 **[VOL. DO NOT READ]** All sources equal/No main source
- 5 **[VOL. DO NOT READ]** Some other source **(SPECIFY)**
- 2 Don't know/Refused **(VOL.)**

ASK IF RESPONDENT DID NOT MENTION LOANS IN Q.24 OR Q.25 (Q.24 NE 3 AND Q.25 NE 3): [n=193]

Q.26 Have you taken out any loans at all to help finance your college education, or not?

- 26 Yes
- 73 No
- 1 Don't know/Refused **(VOL.)**

ASK IF NOT CURRENTLY ENROLLED AND TOOK OUT LOANS [SCHL=5,9 AND (Q.21=3 OR Q.22=3 OR Q.23=1)]: [n=332]

Q.27 Do you happen to know approximately how much money you borrowed to finance your (IF EDUC= 6-7, INSERT: college education; IF EDUC=8, INSERT: undergraduate education)? Was it... [READ]?

- 44 Less than \$10,000
- 30 Between \$10,000 and \$20,000
- 11 Between \$20,000 and \$30,000
- 5 Between \$30,000 and \$40,000
- 7 More than \$40,000
- 3 Don't know/Refused (VOL.)

ASK IF NOT CURRENTLY ENROLLED AND TOOK OUT LOANS [SCHL=5,9 AND (Q.21=3 OR Q.22=3 OR Q.23=1)]: [n=332]

Q.28 Have you paid back all the money you owe in (IF EDUC=8, INSERT: undergraduate) student loans, or are you still in the process of paying the money back?

- 63 Have paid off loans
- 35 Still paying off loans (includes deferment)
- * Haven't started to pay them off yet (VOL.)
- 2 Don't know/Refused (VOL.)

ASK IF NOT CURRENTLY ENROLLED AND TOOK OUT LOANS [SCHL=5,9 AND (Q.21=3 OR Q.22=3 OR Q.23=1)]: [n=332]

Q.29 (IF Q.28=1, INSERT: Did; IF Q.28=2,3,9, INSERT: Has) having to pay back your student loans (IF Q.28=1, INSERT: affect; IF Q.28=2,3,9, INSERT: affected) you in any of the following ways, or not? (First/Next)... (INSERT AND RANDOMIZE)

a. (IF Q.28=1, INSERT: Did it make; IF Q.28=2,3,9, INSERT: Has it made) it harder for you to buy a home, or not?

- 25 Yes
- 74 No
- * Don't know/Refused (VOL.)

b. (IF Q.28=1, INSERT: Did it cause; IF Q.28=2,3,9, INSERT: Has it caused) you to delay getting married or starting a family, or not?

- 7 Yes
- 92 No
- 1 Don't know/Refused (VOL.)

c. (IF Q.28=1, INSERT: Did it have; IF Q.28=2,3,9, INSERT: Has it had) an impact on the kind of career you are pursuing, or not?

- 24 Yes
- 76 No
- 1 Don't know/Refused (VOL.)

d. (IF Q.28=1, INSERT: Did it make; IF Q.28=2,3,9, INSERT: Has it made) it harder for you to pay other bills or make ends meet, or not?

- 48 Yes
- 52 No
- * Don't know/Refused (VOL.)

ASK ALL:

KIDS1 Do you have any children under age 18?

IF YES (KIDS1=1) ASK: [n=618]

KIDSNUM How many children under age 18 do you have?

33	Yes, have children under age 18 (NET)
13	One child under 18
20	Two or more children under 18
67	No children under age 18
*	Don't know/Refused

ASK IF RESPONDENT HAS ONE OR MORE CHILDREN UNDER 18 (KIDS1=1): [n=618]

Q.30 Do you think (IF KIDSNUM =1, INSERT: this child; IF KIDSNUM>1, INSERT: any of these children) will go to college, or not?

94	Yes, at least one child will
4	No
2	Don't know/Refused (VOL.)

ASK THOSE WHO THINK AT LEAST ONE CHILD WILL GO TO COLLEGE (Q.30=1): [n=584]

Q.31 I want to ask about saving for your (IF KIDSNUM =1, INSERT: child's; IF KIDSNUM >1, INSERT: children's) college education. Do you have any money saved or invested for your (IF KIDSNUM =1, INSERT: child's; IF KIDSNUM >1, INSERT: children's) college education, or not?

53	Yes
47	No
*	Don't know/Refused (VOL.)

ASK THOSE WHO HAVE SAVED OR INVESTED (Q.31=1): [n=332]

Q.32 How do you feel about the progress you have made so far in saving for your (IF KIDSNUM =1, INSERT: child's; IF KIDSNUM >1, INSERT: children's) college education? Do you feel you are ahead, behind, or just about where you should be at this point?

11	Ahead
46	Behind
42	Just about right
2	Don't know/Refused (VOL.)

ASK IF GRADUATED FROM A 2-YEAR OR 4-YEAR COLLEGE (EDUC=6,7,8): [n=931]

Now just a few more questions about your educational background...

Q.33a Thinking about the (IF EDUC=8, INSERT: undergraduate) college you graduated from, was it a private college or university or was it a public college or university?

32	Private college/university
66	Public college/university
2	Don't know/Refused (VOL.)

ASK IF CURRENTLY IN COLLEGE (SCHL=3): [n=212]

Q.33b Thinking about the college you attend, is it a private college or university or is it a public college or university?

17	Private college/university
82	Public college/university
*	Don't know/Refused (VOL.)

ASK IF GRADUATED FROM A 2-YEAR OR 4-YEAR COLLEGE (EDUC= 6,7,8): [n=931]

Q.34a What was your major field of study in college? [OPEN-END; RECORD VERBATIM RESPONSE; ACCEPT UP TO TWO RESPONSES BUT DO NOT PROBE FOR MORE THAN ONE.]

26	(NET) Business
20	Business management/Finance/Marketing/Accounting/Human Resources
3	Communications/Broadcasting
3	Economics
20	(NET) Science
13	Life sciences/Health sciences/Medicine
3	Science (unspecified)
2	Natural sciences
1	Agriculture
16	(NET) Liberal Arts
4	Art
3	English/Literature
2	Liberal arts/Humanities/General studies
2	Philosophy/Religion/Theology
2	Music
2	Journalism
1	Foreign languages
1	History
12	(NET) Social Science/Law
6	Social sciences (unspecified)
5	Psychology/Behavioral science
1	Social work
1	Law
11	(NET) Engineering
7	Engineering/drafting
4	Computer and information sciences
1	Mathematics/Statistics
6	(NET) Vocational
3	Vocational/Technical
3	Police and protective services/Criminal justice
10	Education
4	Other
2	Don't know/Refused

ASK IF CURRENTLY IN COLLEGE (SCHL=3) [n=212]:

Q.34b What is your major field of study in college? [OPEN-END; RECORD VERBATIM RESPONSE; ACCEPT UP TO TWO RESPONSES BUT DO NOT PROBE FOR MORE THAN ONE.]

25	(NET) Science
22	Life sciences/Health sciences/Medicine
2	Natural sciences
1	Science (unspecified)
22	(NET) Business
19	Business management/Finance/Marketing/Accounting/Human Resources
1	Economics
1	Communications/Broadcasting
13	(NET) Social Science/Law
6	Psychology/Behavioral science
4	Social sciences (unspecified)
2	Social work
12	(NET) Engineering
7	Computer and information sciences
5	Engineering/drafting
12	(NET) Liberal Arts
5	Art
2	Music
2	Architecture
1	Liberal arts/Humanities/General studies
1	Philosophy/Religion/Theology
1	History
7	(NET) Vocational
6	Vocational/Technical
1	Police and protective services/Criminal justice
3	Education
9	Other
2	Don't know/Refused

ASK IF GRADUATED FROM A 2-YEAR OR 4-YEAR COLLEGE (EDUC 6,7,8): [n=931]

Q.35 How useful was your [IF EDUC= 6-7, INSERT: college education; IF EDUC=8, INSERT undergraduate education] in [READ AND RANDOMIZE]? [READ FOR FIRST ITEM, THEN REPEAT ONLY IF NECESSARY: Would you say very useful, fairly useful, not too useful, or not useful at all?

a. Preparing you for a job or career

55	Very useful
32	Fairly useful
9	Not too useful
4	Not at all useful
1	Don't know/Refused (VOL.)

Q.35 CONTINUED...

b. Helping you grow and mature as a person

67	Very useful
24	Fairly useful
5	Not too useful
3	Not at all useful
1	Don't know/Refused (VOL.)

c. Increasing your knowledge and helping you to grow intellectually

72	Very useful
23	Fairly useful
3	Not too useful
1	Not at all useful
1	Don't know/Refused (VOL.)

ASK ALL:

E3 Are you now employed full-time, part-time or not employed? **[INTERVIEWER: IF RESPONDENT VOLUNTEERS THAT THEY WORK IN THE HOME, I.E. CARING FOR THEIR KIDS OR BEING A HOMEMAKER, ASK: Are you now employed FOR PAY full-time, part-time, or not employed for pay.]**

Mar <u>2011</u>		Oct <u>2010</u>
61	Employed(NET)	58
45	Full-time	46
16	Part-time	12
40	Not employed (NET)	41
29	Not employed	27
10	Retired (VOL.)	12
1	Student (VOL.)	1
*	Don't know/Refused (VOL.)	1

ASK IF EMPLOYED (E3=1,2): [n=1,281]

Q.36a Overall are you satisfied or dissatisfied with your current job or career?

REQUIRED PROBE: Would you say you are VERY (dis)satisfied or SOMEWHAT (dis)satisfied?

82	Satisfied (NET)
45	Very satisfied
37	Somewhat satisfied
17	Dissatisfied (NET)
10	Somewhat dissatisfied
7	Very dissatisfied
1	Don't know/Refused (VOL.)

ASK IF EMPLOYED (E3=1,2): [n=1,281]

Q.36b Still thinking about your current job, would you say you have more qualifications than the job requires, the right amount of qualifications, or only some of the qualifications the job requires?

Mar 2011		May 2010 ²⁸
40	More	41
50	Right amount	51
9	Only some	7
1	Don't know/Refused (VOL.)	2

ASK IF EMPLOYED (E3=1,2): [n=1,281]

Q.37 Generally speaking, would you describe your work as very interesting, fairly interesting, not too interesting or not at all interesting?

52	Very interesting
33	Fairly interesting
9	Not too interesting
5	Not at all interesting
1	Don't know/Refused (VOL.)

ASK IF EMPLOYED (E3=1,2): [n=1,281]

Q.38 Does your current job require a college degree or not?

28	Yes
71	No
*	Job requires associate degree (VOL.)
*	Don't know/Refused (VOL.)

ASK IF NO COLLEGE DEGREE (EDUC=1-5): [n=1,198]

Q.39 Just your best guess, if you had a college degree, how much MORE money, if any, do you think you would earn each year? Would you say... **[READ IN ORDER]**

16	About \$10,000 more a year
18	\$20,000
12	\$30,000
7	\$40,000
10	\$50,000 or more, OR
26	Do you think you would earn about the same amount of money you are earning now
6	[VOL. DO NOT READ] Does not apply
*	[VOL. DO NOT READ] Other (SPECIFY)
5	Don't know/Refused (VOL.)

²⁸ In May 2010, the question read "Would you say you have more qualifications than the job requires, the right amount of qualifications that the job requires or only some of the qualifications the job requires?"

ASK IF 2-YEAR OR 4-YEAR COLLEGE GRADUATES (EDUC=6,7): [n=639]

Q.40 Just your best guess, if you did NOT have a college degree, how much LESS money, if any, do you think you would earn each year? Would you say... **[READ IN ORDER]**

- 19 About \$10,000 more a year
- 21 \$20,000
- 13 \$30,000
- 5 \$40,000
- 8 \$50,000 or more, OR
- 23 Do you think you would earn about the same amount of money you are earning now
- 7 **[VOL. DO NOT READ]** Does not apply
- * **[VOL. DO NOT READ]** Other (**SPECIFY**)
- 4 Don't know/Refused (**VOL.**)

ASK IF RESPONDENT WENT TO GRADUATE SCHOOL (EDUC=8): [n=292]

Q.41 Just your best guess, if you had NOT gone to graduate school after college, how much LESS money, if any, do you think you would earn each year? Would you say... **[READ IN ORDER]**

- 28 About \$10,000 more a year
- 14 \$20,000
- 7 \$30,000
- 6 \$40,000
- 18 \$50,000 or more, OR
- 21 Do you think you would earn about the same amount of money you are earning now
- 1 **[VOL. DO NOT READ]** Does not apply
- 1 **[VOL. DO NOT READ]** Other (**SPECIFY**)
- 4 Don't know/Refused (**VOL.**)

ASK THOSE WITHOUT A 2-YEAR OR 4-YEAR COLLEGE DEGREE (EDUC=1-5): [n=1,198]

Q.43 Please tell me if either of these things has ever happened to you or not? **[READ AND ROTATE]**

a. Have you applied for a job and been turned down because you did not have a college degree, or has this never happened to you?

- 13 Yes, has happened
- 87 No, has never happened
- 1 Don't know/Refused (**VOL.**)

b. Have you wanted to apply for a job but didn't because you did not have a college degree, or has this never happened to you?

- 29 Yes, has happened
- 70 No, has never happened
- 1 Don't know/Refused (**VOL.**)

**PEW SOCIAL & DEMOGRAPHIC TRENDS
FINAL TOPLINE FOR SELECTED QUESTIONS
March 15 - April 24, 2011 HIGHER EDUCATION SURVEY
WEB SURVEY OF COLLEGE PRESIDENTS
TOTAL N=1,055**

NOTE: ALL NUMBERS ARE PERCENTAGES. THE PERCENTAGES GREATER THAN ZERO BUT LESS THAN 0.5 % ARE REPLACED BY AN ASTERISK (*). COLUMNS/ROWS MAY NOT TOTAL 100% DUE TO ROUNDING.

ASK ALL:

Q.1 Thinking about the higher education system overall in the United States today, do you think it is generally going in the right direction or the wrong direction?

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
60	Right direction	64	63	69	35
38	Wrong direction	35	33	30	65
1	No answer	2	4	1	0
		(n=412)	(n=253)	(n=315)	(n=75)

NO QUESTIONS 2-3**ASK ALL:**

Q.4 Compared with the rest of the world, how would you rate the quality of the higher education system in the United States today? Do you think it is ...? [F1 DISPLAY RESPONSE CATEGORIES IN THIS ORDER, F2 DISPLAY IN REVERSE ORDER]

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
19	The best in the world	25	30	13	8
51	One of the best in the world	57	51	52	40
17	Above average	14	15	20	24
10	Average	3	3	14	23
1	Below average	*	1	2	4
*	No answer	*	*	0	1

ASK ALL:

Q.5 Thinking ahead 10 years from now, do you think the higher education system in the United States will be...? [F1 DISPLAY RESPONSE CATEGORIES IN THIS ORDER, F2 DISPLAY IN REVERSE ORDER]

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
7	The best in the world	9	6	9	3
46	One of the best in the world	58	53	40	29
28	Above average	23	29	30	33
12	Average	8	9	15	17
6	Below average	2	3	6	17
*	No answer	*	*	*	0

ASK ALL:

Q.6 Do you agree or disagree with the following statement: College costs in general are such that most people can afford to pay for a college education.

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
42	Agree	44	53	35	42
57	Disagree	56	47	65	58
*	No answer	*	*	0	0

ASK ALL:

Q.7 Thinking from the perspective of the students who attend colleges and universities today, how would you rate the job the higher education system is doing in terms of providing **value** for the money spent by students and their families?

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<i>Private</i>	<i>Public</i>	<i>Private/Public</i>	
17	Excellent	17	32	12	9
59	Good	66	58	62	44
21	Only fair	15	10	24	36
3	Poor	2	0	1	10
*	No answer	0	*	0	1

ASK ALL:

Q.8 Compared with 10 years ago, would you say the value students get for the money they spend on a college education today is...? **[F1 DISPLAY RESPONSE CATEGORIES IN THIS ORDER, F2 DISPLAY IN REVERSE ORDER]**

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<i>Private</i>	<i>Public</i>	<i>Private/Public</i>	
22	Greater than 10 years ago	27	32	15	10
44	About the same as 10 years ago	50	44	44	33
34	Less than 10 years ago	22	23	41	57
*	No answer	1	*	*	0

ASK ALL:

Q.9 Compared with 10 years ago, how would you rate the job public high schools in this country are doing today preparing students for college? **[F1 DISPLAY RESPONSE CATEGORIES IN THIS ORDER, F2 DISPLAY IN REVERSE ORDER]**

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<i>Private</i>	<i>Public</i>	<i>Private/Public</i>	
6	Better than 10 years ago	3	8	8	6
36	About the same as 10 years ago	40	40	37	22
58	Worse than 10 years ago	56	52	55	72
1	No answer	1	*	*	0

NO QUESTION 10**ASK ALL:**

Q.11 Compared with college students 10 years ago, how would you characterize the amount of studying college students do these days? Would you say that college students today study ...? **[F1 DISPLAY RESPONSE CATEGORIES IN THIS ORDER, F2 DISPLAY IN REVERSE ORDER]**

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<i>Private</i>	<i>Public</i>	<i>Private/Public</i>	
7	More than college students 10 years ago	9	8	7	3
40	About the same amount as college students 10 years ago	43	46	36	33
52	Less than college students 10 years ago	46	44	56	62
2	No answer	2	2	1	2

ASK ALL:

Q.12 Overall, do you think the faculty at your institution grade the [undergraduate]²⁹ students...? [F1 DISPLAY RESPONSE CATEGORIES IN THIS ORDER, F2 DISPLAY IN REVERSE ORDER]

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
1	Too stringently	*	0	1	0
73	About right	66	75	77	73
27	Too leniently	33	24	21	27
*	No answer	1	1	*	0

ASK ALL:

Q.13 President Obama has set a goal that by 2020 the United States will have the highest share of young adults with a college degree or certificate of any country in the world. How likely do you think it is that the U.S. will achieve this goal?

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
3	Very likely	4	2	5	2
32	Somewhat likely	31	35	37	24
50	Not too likely	49	52	48	54
14	Not at all likely	16	12	10	20
*	No answer	1	*	*	0

ASK ALL:

Q.14 Do you think President Obama's goal places ...? [F1 DISPLAY RESPONSE CATEGORIES IN THIS ORDER, F2 DISPLAY IN REVERSE ORDER]

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
24	Too much emphasis on completion	27	18	28	17
62	The right amount of emphasis on completion	60	67	63	58
11	Too little emphasis on completion	9	12	7	20
3	No answer	4	3	2	4

Next we have a few questions about your institution. If you oversee more than one branch or location of your institution, please think about the institution as a whole.

ASK ALL:

Q.15 Is your institution:

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
49	Public	0	100	98	0
51	Private	100	0	2	100
0	No answer	0	0	0	0

ASK ALL:

Q.16 Is your institution:

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
18	For profit	0	0	0	100
81	Not for profit	100	98	99	0
1	No answer	0	2	1	0

²⁹ Throughout the survey, for presidents who oversee institutions with graduate programs, "undergraduate" was specified to ensure comparability with presidents who oversee undergraduate-only institutions.

ASK ALL:

Q.17 Is your institution:

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
21	Affiliated with a particular religion	60	1	2	0
79	Unaffiliated	40	98	98	100
*	No answer	*	1	0	0

ASK IF AFFILIATED WITH A RELIGION: [n=256]

Q.18 What religious denomination is your institution affiliated with?

30	Roman Catholic
9	Baptist
15	United Methodist
8	Presbyterian
29	Other Protestant (please specify)
0	Jewish
2	Some other (please specify)
7	No answer

NO QUESTION 19-20

These next few questions are about colleges and universities generally, not specifically about your institution.

ASK ALL:

Q.21 Thinking about the role that colleges and universities play in the lives of their [undergraduate] students... How important, if at all, is it that colleges and universities do each of the following? **RANDOMIZE LIST.**

a. Provide a broad-based education that promotes intellectual growth

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
81	Very important	92	95	78	54
16	Somewhat important	6	5	20	40
2	Not too important	1	0	1	6
0	Not at all important	0	0	0	0
*	No answer	1	0	1	0

b. Provide skills and knowledge that will be of general value in the working world

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
86	Very important	81	88	89	84
14	Somewhat important	18	11	10	16
0	Not too important	0	0	0	0
*	Not at all important	0	*	0	0
*	No answer	*	0	*	0

c. Provide training for a specific career or profession

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
50	Very important	26	39	71	71
42	Somewhat important	60	50	27	28
7	Not too important	13	9	2	1
1	Not at all important	1	1	0	*
*	No answer	*	1	*	0

Q.21 CONTINUED...

d. Help students improve their future earning potential

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
58	Very important	43	50	68	76
38	Somewhat important	51	46	29	24
3	Not too important	5	4	3	0
*	Not at all important	*	1	*	0
*	No answer	*	*	*	0

e. Promote personal growth and maturity

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
75	Very important	87	77	69	59
24	Somewhat important	11	22	30	39
2	Not too important	2	1	1	2
0	Not at all important	0	0	0	0
*	No answer	1	0	1	0

ASK IF RESPONDENT RANKED MORE THAN ONE ITEM “VERY IMPORTANT” IN Q.21: [n=1,017]

Q.22 Which of these would you say is the most important role colleges and universities play in the lives of their students?

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
45	Provide a broad-based education that promotes intellectual growth	64	65	30	13
28	Provide skills and knowledge that will be of general value in the working world	20	21	38	34
13	Provide training for a specific career or profession	3	5	17	33
7	Help students improve their future earning potential	3	3	7	18
6	Promote personal growth and maturity	9	5	7	2
1	No answer	1	1	1	0

Q.21/Q.22, **BASED ON TOTAL**³⁰

Which of these would you say is the most important role colleges and universities play in the lives of their students?

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
44	Provide a broad-based education that promotes intellectual growth	63	66	29	13
27	Provide skills and knowledge that will be of general value in the working world	19	21	37	33
13	Provide training for a specific career or profession	3	4	17	32
8	Help students improve their future earning potential	3	3	8	20
6	Promote personal growth and maturity	9	5	7	2
2	None is “very important”/No answer	3	1	2	0

³⁰ Percentages are based on combined responses from Q.21 and Q.22. Respondents who ranked more than one item as “very important” in Q.21 were asked to name the “most important” role in Q.22. If a respondent ranked only one response “very important” in Q.21, that is included as the “most important” role in this combined table.

ASK ALL:

Q.23 Thinking about the role that colleges and universities play in society more broadly, how important, if at all, is it that colleges and universities do each of the following? **RANDOMIZE LIST WITH f. AND g. ALWAYS COMING LAST IN ORDER.**

- a. Conduct research to help solve medical, scientific, social, and other national problems

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	
54	Very important	51	76	57	30
40	Somewhat important	45	22	37	53
5	Not too important	3	1	6	12
1	Not at all important	*	0	1	4
*	No answer	*	0	*	0

- b. Prepare young people to be responsible citizens

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	
73	Very important	86	83	68	48
23	Somewhat important	13	17	30	39
3	Not too important	1	*	1	12
*	Not at all important	0	*	*	0
*	No answer	*	0	1	1

- c. Prepare students to be productive members of the workforce

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	
74	Very important	62	70	82	85
25	Somewhat important	37	29	17	15
*	Not too important	*	1	0	0
*	Not at all important	0	*	0	0
*	No answer	1	0	1	0

- d. Provide continuing education for adults of all ages

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	
37	Very important	28	35	45	43
52	Somewhat important	57	54	47	48
10	Not too important	14	9	6	8
1	Not at all important	1	1	*	1
1	No answer	1	*	1	0

- e. Ensure that all qualified students have equal access to a college education

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	
72	Very important	65	74	77	71
24	Somewhat important	29	24	20	21
4	Not too important	5	2	2	8
*	Not at all important	*	*	*	0
*	No answer	1	0	*	0

Q.23 CONTINUED...

f. Provide cultural events and enrichment to the surrounding community

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
17	Very important	19	27	16	5
57	Somewhat important	57	61	62	46
23	Not too important	22	11	20	38
3	Not at all important	1	*	1	10
*	No answer	*	*	*	0

g. Contribute to the economic development of their region or locality

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
52	Very important	36	60	71	41
42	Somewhat important	57	38	27	44
6	Not too important	7	1	2	15
*	Not at all important	*	0	0	0
*	No answer	*	*	*	0

ASK IF RESPONDENT RANKED MORE THAN ONE ITEM “VERY IMPORTANT” IN Q.23: [n=963]

Q.24 Which of these would you say is the most important role colleges and universities play in society?

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
40	Prepare students to be productive members of the workforce	24	28	49	68
28	Prepare young people to be responsible citizens	50	31	13	9
21	Ensure that all qualified students have equal access to a college education	16	25	25	15
4	Contribute to the economic development of their region or locality	1	5	8	3
4	Conduct research to help solve medical, scientific, social, and other national problems	5	7	3	1
2	Provide continuing education for adults of all ages	2	1	1	4
2	None is “very important”/ No answer	3	3	1	1

Q.23/Q.24, **BASED ON TOTAL**³¹

Which of these would you say is the most important role colleges and universities play in society?

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
38	Prepare students to be productive members of the workforce	23	28	47	63
27	Prepare young people to be responsible citizens	48	31	14	8
21	Ensure that all qualified students have equal access to a college education	16	24	25	20
4	Contribute to the economic development of their region or locality	2	5	8	2
4	Conduct research to help solve medical, scientific, social, and other national problems	5	8	3	1
2	Provide continuing education for adults of all ages	2	1	1	3
3	None is "very important"/No answer	4	4	3	2

ASK ALL:

Q.25 Generally, how would you rate the job the higher education system is doing providing academic programs that meet the needs of today's economy?

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
9	Excellent	10	14	10	3
67	Good	72	72	70	47
22	Only fair	17	13	19	47
1	Poor	*	0	1	4
*	No answer	*	1	0	0

ASK ALL:

Q.26 Compared with 10 years ago, how is the higher education system doing providing academic programs that meet the needs of the economy? [F1 DISPLAY RESPONSE CATEGORIES IN THIS ORDER, F2 DISPLAY IN REVERSE ORDER]

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
25	Better than 10 years ago	21	32	30	16
60	About the same as 10 years ago	66	55	56	61
15	Worse than 10 years ago	12	12	14	23
*	No answer	*	*	*	0

³¹ Percentages are based on combined responses from Q.23 and Q.24. Respondents who ranked more than one item as "very important" in Q.23 were asked to name the "most important" role in Q.24. If a respondent ranked only one response "very important" in Q.23, that is included as the "most important" role in this combined table.

Next we have a few questions about the cost of higher education.

ASK ALL:

Q.27 In general, who should pay the largest share of a student's college expenses, including tuition and room and board (if applicable) at institutions like yours?

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	
63	Students or their families	84	41	46	78
22	The state government	1	50	39	1
10	The federal government	7	7	12	17
2	Private donations (endowments, alumni, other)	6	0	0	3
2	No answer	2	2	2	1

ASK ALL:

Q.28 Thinking of your institution specifically, which of the following best describes how the typical [undergraduate] student at your institution pays for the biggest share of his or her educational expenses these days?

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	
21	They or their parents pay out of pocket, using their own income or savings	26	30	23	2
37	They rely on loans	28	37	19	85
40	They rely on scholarships or grants	44	33	57	9
2	No answer	2	0	1	4

ASK ALL:

Q.29 What percentage of [undergraduate] students at your institution are receiving some type of financial assistance, including loans? Just your best estimate is fine.

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	
8	0 to 49%	2	7	17	3
17	50 to 69%	9	24	29	5
41	70 to 89%	26	59	47	38
32	90% or more	63	10	6	42
3	No answer	0	1	1	12

ASK ALL:

Q.30 Over the past 10 years, has the percentage of [undergraduate] students at your institution who receive some financial aid ...? [F1 DISPLAY RESPONSE CATEGORIES IN THIS ORDER, F2 DISPLAY IN REVERSE ORDER]

<u>All</u>		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	<i>For profit</i>
		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	
75	Increased	71	79	89	55
22	Stayed the same	27	17	9	36
1	Decreased	1	2	1	3
2	No answer	*	1	1	6

ASK ALL:

Q.31 Among the students who borrow money to attend your institution, how much educational debt do you think the typical [undergraduate] borrower has when he or she leaves your institution?

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
26	Less than \$10,000	5	13	69	9
30	\$10,000-\$19,999	28	48	22	26
27	\$20,000-\$29,999	47	32	4	24
8	\$30,000-\$39,999	14	3	*	16
5	\$40,000 or more	5	2	*	16
4	No answer	2	2	4	8

NO QUESTION 32**ASK ALL:**

Q.33 Over the past 5 years, what has been the **average annual increase** in tuition and mandatory fees at your institution?

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
16	Less than 3%	7	13	19	31
37	3-4%	56	24	26	33
29	5-6%	34	39	24	15
8	7-9%	2	11	11	9
8	10% or higher	*	12	17	3
2	No answer	0	0	1	8

NO QUESTION 34**ASK ALL:**

Q.35 Overall, how would you say the intercollegiate athletic program at your institution impacts the institution's financial situation? **[ROTATE RESPONSE CATEGORIES 1 AND 2]**

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
21	It has a positive financial impact	39	26	11	1
15	It has a negative financial impact	15	22	18	2
27	It doesn't impact finances one way or the other	32	42	27	0
36	Don't have an athletic program	13	8	42	97
1	No answer	1	2	1	0

ASK ALL:

Q.36 If given the choice, which of the following would you prefer make up most of the faculty at your institution?

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
24	Full-time, tenured	30	50	11	4
31	Full-time, long-term contracts	40	36	29	13
38	Full-time, annual contracts	27	12	57	54
6	Part-time	2	*	2	24
2	No answer	1	1	*	5

ASK ALL:

Q.37 As your institution competes with other institutions to attract students, how important, if at all, do you consider each of the following? **RANDOMIZE LIST.**

a. Tuition and mandatory fees

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
52	Very important	54	50	60	35
44	Somewhat important	42	46	36	56
4	Not too important	3	4	3	6
*	Not at all important	*	0	*	0
1	No answer	0	*	1	2

b. Quality of the faculty

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
80	Very important	83	78	79	77
18	Somewhat important	17	19	18	21
1	Not too important	1	2	2	0
0	Not at all important	0	0	0	0
1	No answer	0	*	1	2

c. Strength of the academic programs

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
84	Very important	90	87	81	77
14	Somewhat important	10	13	17	19
1	Not too important	1	*	2	2
*	Not at all important	0	0	*	0
*	No answer	0	0	*	2

d. Campus location and student amenities

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
45	Very important	46	53	46	32
49	Somewhat important	48	43	47	58
5	Not too important	4	3	6	6
1	Not at all important	2	1	1	2
1	No answer	0	*	*	2

e. Quality of student life

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
45	Very important	67	57	28	23
40	Somewhat important	27	38	52	44
12	Not too important	4	4	18	25
2	Not at all important	1	1	1	6
1	No answer	*	*	*	2

Q.37 CONTINUED...

f. Flexibility of academic scheduling, for example, online learning and night courses

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
50	Very important	27	36	72	72
32	Somewhat important	42	39	25	20
13	Not too important	24	22	1	4
3	Not at all important	7	4	0	0
1	No answer	*	0	1	4

g. Strength of the athletic program

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
5	Very important	10	5	2	0
30	Somewhat important	48	47	15	6
24	Not too important	24	36	28	5
38	Not at all important	16	11	52	82
2	No answer	1	1	3	6

ASK IF RESPONDENT RANKED MORE THAN ONE ITEM “VERY IMPORTANT” IN Q.37: [n=999]Q.38 Which one would you say is the **most** important factor as your institution competes with other institutions to attract students?

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
52	Strength of the academic programs	59	60	38	52
15	Tuition and mandatory fees	14	10	21	10
14	Flexibility of academic scheduling	6	7	21	25
8	Quality of the faculty	7	8	10	6
8	Campus location and student amenities	6	9	10	7
3	Quality of student life	6	4	1	0
*	Strength of the athletic program	*	0	0	0
1	No answer	1	1	0	0

Q.37/Q.38, **BASED ON TOTAL**³²

Which one would you say is the most important factor as your institution competes with other institutions to attract students?

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
50	Strength of the academic programs	57	57	37	50
14	Tuition and mandatory fees	14	10	21	8
15	Flexibility of academic scheduling	7	8	21	25
8	Quality of the faculty	7	8	11	5
7	Campus location and student amenities	6	9	9	6
3	Quality of student life	6	4	1	0
*	Strength of the athletic program	*	0	0	0
2	None is “very important”/No answer	2	3	1	5

³² Percentages are based on combined responses from Q.37 and Q.38. Respondents who ranked more than one item as “very important” in Q.37 were asked to name the “most important” role in Q.38. If a respondent ranked only one response “very important” in Q.37, that is included as the “most important” role in this combined table.

ASK ALL:

Thinking more broadly ...

Q.39 How effective, if at all, do you think each of the following is as an indicator for the public to use in assessing the overall quality of a college or university? **RANDOMIZE LIST.**

a. Admission rates, selectivity

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
5	Very effective	7	7	4	1
40	Somewhat effective	46	48	31	34
38	Not too effective	39	36	34	46
16	Not at all effective	7	9	29	19
1	No answer	1	0	2	0

b. Standardized-test scores, SAT/ACT

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
4	Very effective	6	7	2	3
44	Somewhat effective	53	54	39	25
39	Not too effective	33	33	40	55
11	Not at all effective	6	6	17	16
1	No answer	1	0	1	1

c. Peer assessment/reputation surveys

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
13	Very effective	9	12	17	16
45	Somewhat effective	43	43	48	48
30	Not too effective	35	34	24	24
11	Not at all effective	13	11	7	12
1	No answer	*	0	3	0

d. Graduation rates

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
34	Very effective	37	33	26	41
49	Somewhat effective	49	51	49	48
13	Not too effective	12	14	19	7
3	Not at all effective	1	2	4	3
1	No answer	*	*	2	1

e. Performance on national assessment tests or student-engagement surveys

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
17	Very effective	18	16	18	14
56	Somewhat effective	59	58	51	56
22	Not too effective	20	23	25	22
5	Not at all effective	4	3	5	9
1	No answer	*	*	1	0

Q.39 CONTINUED...

f. Accreditation

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
41	Very effective	34	33	51	43
43	Somewhat effective	42	47	38	48
13	Not too effective	18	17	10	6
3	Not at all effective	5	3	2	3
*	No answer	1	0	1	0

g. Rankings – such as U.S. News & World Report

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
3	Very effective	4	4	2	4
23	Somewhat effective	24	27	21	18
40	Not too effective	42	41	39	39
33	Not at all effective	30	28	36	39
1	No answer	1	1	2	0

ASK IF RESPONDENT RANKED MORE THAN ONE ITEM “VERY EFFECTIVE” IN Q.39: [n=344]

Q.40 Which of these would you say is the **most** effective indicator for the public to use in assessing the overall quality of a college or university?

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
37	Graduation rates	45	48	24	36
28	Accreditation	17	19	39	35
15	Performance on national assessment tests or student-engagement surveys	17	7	18	15
13	Peer assessment/reputation surveys	7	14	17	13
3	Admission rates, selectivity	5	4	1	0
3	Standardized-test scores, SAT/ACT	6	4	0	0
1	Rankings – such as U.S. News & World Report	0	2	1	0
1	No answer	3	1	0	0

Q.39/Q.40, **BASED ON TOTAL**³³

Which of these would you say is the most effective indicator for the public to use in assessing the overall quality of a college or university?

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
22	Graduation rates	26	22	14	26
25	Accreditation	18	18	35	27
9	Performance on national assessment tests or student-engagement surveys	10	5	9	9
7	Peer assessment/reputation surveys	5	8	9	7
1	Admission rates, selectivity	2	2	*	0
1	Standardized-test scores, SAT/ACT	2	2	0	0
1	Rankings – such as U.S. News & World Report	1	1	*	0
35	None is “very effective”/No answer	36	42	33	31

³³ Percentages are based on combined responses from Q.39 and Q.40. Respondents who ranked more than one item as “very effective” in Q.39 were asked to name the “most effective” role in Q.40. If a respondent ranked only one response “very effective” in Q.39, that is included as the “most important” role in this combined table.

QUESTION 41 THROUGH 51 HELD FOR LATER RELEASE

ASK ALL:

Q.52 Now a question about the admissions process in higher education. Assuming that academic qualifications are already taken into account, please rate how important, if at all, each of the following factors should be in making decisions about college admissions. **RANDOMIZE ITEMS WITH ITEM c. ALWAYS COMING BEFORE g.**

a. Socioeconomic status

<u>All</u>		<i>4-year</i> <u>Private</u>	<i>4-year</i> <u>Public</u>	<i>2-year</i> <u>Private/Public</u>	<u>For profit</u>
12	A major factor	10	15	11	15
29	A minor factor	41	38	19	16
56	Not a factor	47	45	67	68
2	No answer	2	2	3	2

b. Race or ethnicity

<u>All</u>		<i>4-year</i> <u>Private</u>	<i>4-year</i> <u>Public</u>	<i>2-year</i> <u>Private/Public</u>	<u>For profit</u>
10	A major factor	14	13	8	4
34	A minor factor	48	45	23	17
54	Not a factor	37	40	66	77
2	No answer	1	2	3	2

c. Athletic ability

<u>All</u>		<i>4-year</i> <u>Private</u>	<i>4-year</i> <u>Public</u>	<i>2-year</i> <u>Private/Public</u>	<u>For profit</u>
4	A major factor	8	6	1	3
33	A minor factor	50	46	19	12
60	Not a factor	40	47	78	83
2	No answer	2	1	3	2

d. Ability to pay full tuition

<u>All</u>		<i>4-year</i> <u>Private</u>	<i>4-year</i> <u>Public</u>	<i>2-year</i> <u>Private/Public</u>	<u>For profit</u>
13	A major factor	14	7	11	22
35	A minor factor	46	34	26	28
50	Not a factor	39	57	59	47
2	No answer	1	1	3	2

e. Gender

<u>All</u>		<i>4-year</i> <u>Private</u>	<i>4-year</i> <u>Public</u>	<i>2-year</i> <u>Private/Public</u>	<u>For profit</u>
5	A major factor	6	5	2	6
25	A minor factor	36	32	17	12
68	Not a factor	57	61	78	80
2	No answer	2	1	3	2

f. Legacy

<u>All</u>		<i>4-year</i> <u>Private</u>	<i>4-year</i> <u>Public</u>	<i>2-year</i> <u>Private/Public</u>	<u>For profit</u>
4	A major factor	6	3	1	5
32	A minor factor	57	33	14	13
62	Not a factor	36	63	81	78
2	No answer	1	1	4	4

Q.52 CONTINUED...

g. Artistic or other special talent

		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	
<u>All</u>		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	<u>For profit</u>
17	A major factor	25	27	7	9
43	A minor factor	55	49	37	25
38	Not a factor	19	24	52	63
2	No answer	2	1	3	2

h. Where the student is from, geography

		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	
<u>All</u>		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	<u>For profit</u>
10	A major factor	10	10	10	14
37	A minor factor	50	49	25	23
50	Not a factor	38	41	61	62
2	No answer	2	1	3	2

These last questions ask about your background. As with all your survey answers, responses to these demographic questions will be completely confidential.

ASK ALL:

AGE What is your age?

		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	
<u>All</u>		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	<u>For profit</u>
14	16-49	9	5	10	39
64	50-64	64	68	67	56
20	65+	26	23	21	3
2	No answer	2	4	2	2

ASK ALL:

RSEX What is your gender?

		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	
<u>All</u>		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	<u>For profit</u>
74	Male	74	77	70	79
25	Female	25	23	30	20
*	No answer	*	0	0	1

ASK ALL:

HISP1 Are you yourself of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

		<i>4-year</i>	<i>4-year</i>	<i>2-year</i>	
<u>All</u>		<u>Private</u>	<u>Public</u>	<u>Private/Public</u>	<u>For profit</u>
4	Yes	1	5	4	6
95	No	98	94	95	90
1	No answer	1	2	1	3

ASK ALL:

RACE1 Which of the following describes your race? You can select as many as apply.

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
89	White	92	86	90	87
5	Black or African-American	3	8	6	4
1	Asian or Asian-American	2	1	1	1
3	Some other race	1	5	3	7
2	No answer	2	3	1	3

HISP1/RACE1

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
86	White, non-Hispanic	92	80	86	82
5	Black, non-Hispanic	3	7	6	4
4	Hispanic	1	5	4	6
4	Other/Mixed race, non-Hispanic	2	5	4	4
2	No answer	2	2	1	3

ASK ALL:

RELIG What is your present religion, if any?

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
42	Protestant	50	40	47	23
26	Roman Catholic	25	23	25	34
8	Other Christian denomination	4	5	8	15
6	Jewish	7	6	3	7
2	Some other (please specify)	1	2	2	2
12	No religion, not a believer, atheist, agnostic	10	18	10	11
5	No answer	2	6	5	8

ASK ALL:

ATTEND Aside from weddings and funerals, how often do you attend religious services:

<u>All</u>		<u>4-year</u> <u>Private</u>	<u>4-year</u> <u>Public</u>	<u>2-year</u> <u>Private/Public</u>	<u>For profit</u>
10	More than once a week	20	1	5	9
29	Once a week	35	27	29	20
15	Once or twice a month	15	16	16	13
16	A few times a year	10	18	17	21
15	Seldom	10	17	19	17
11	Never	7	15	11	13
4	No answer	3	6	3	6

ASK ALL:

EDUC For each of the following, please tell us if you have earned this degree or not.

a. Bachelor's degree

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
90	Yes	91	94	89	87
*	No	*	*	*	0
10	No answer	9	6	11	13

b. Master's degree

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
82	Yes	80	85	88	71
7	No	7	5	1	20
11	No answer	13	10	11	9

c. Doctorate degree (Ph.D., Ed.D., etc.)

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
73	Yes	78	90	86	25
14	No	9	4	8	45
12	No answer	13	6	6	30

d. Professional degree (J.D., M.D. Psy.D., etc.)

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
10	Yes	16	11	4	9
38	No	30	32	42	50
52	No answer	54	57	54	41

ASK ALL:

FAC Were you previously a college faculty member before becoming an administrator?

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
69	Yes	68	84	68	58
31	No	32	16	32	42
*	No answer	*	*	0	0

ASK ALL:

PRES How many years have you been president or director of your institution?

<u>All</u>		<u>4-year Private</u>	<u>4-year Public</u>	<u>2-year Private/Public</u>	<u>For profit</u>
35	0-3 years	28	36	37	44
18	4-5 years	17	20	17	18
23	6-10 years	27	22	19	21
12	11-15 years	14	12	14	3
11	16 years or more	12	9	11	11
2	No answer	2	1	1	3