

**Data from Public Agenda’s *Taking Stock* report, “Not Yet Sold: What Employers and Community College Students Think About Online Education.” Released September 2013.**

The following data come from two surveys.

The first dataset comes from a representative survey of 656 human resources professionals (employers) from the Philadelphia, Los Angeles, Detroit and El Paso-Las Cruces metropolitan areas, who hire for positions that demand postsecondary credentials. Data were collected between April and May 2013 through telephone interviews. Data were weighted to correct for variance in the likelihood of selection for a given case and to balance the sample to known population parameters in order to correct for systematic under- or over-representation of different types of employers. The margin of error of the weighted data is +/- 4.18 percent.

The second dataset comes from a nationally representative survey of 215 current community college students. Data were collected between February and June 2013 through a combination of online and telephone interviews. Data were weighted to correct for variance in the likelihood of selection for a given case and to balance the sample to known population parameters in order to correct for systematic under- or over-representation of different types of community college students. The margin of error of the weighted data is +/- 7.9 percent.

The data were collected 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.

Totals may not equal 100 percent due to rounding. A star (\*) indicates a figure less than 0.5 percent. A dash (–) indicates zero.

<b>Survey of employers: Questions regarding online education</b>	
<b>N=656</b>	
<b>“Online-only degrees and certificates provide real opportunities for older students to get valuable college credentials.” [How close is the statement to your views?]</b>	
Very close	30.34%
Somewhat close	49.76%
Not too close, or	8.16%
Not at all close	8.48%
Don't know	3.10%
Refused	*
<b>“Online-only degrees and certificates provide real opportunities for younger, first-time college students to get a high quality education.” [How close is the statement to your views?]</b>	
Very close	9.12%
Somewhat close	40.88%
Not too close, or	28.01%
Not at all close	18.73%
Don't know	2.93%
Refused	*
<b>Compared to traditional degrees and certificate programs, is it your sense that online-only programs require more discipline from students, less discipline, or are things about the same?</b>	
More discipline	44.54%
Less discipline	23.16%
About the same	28.55%
Don't know/not sure	3.59%
Refused	*
<b>Compared to traditional degrees and certificate programs, is it your sense students learn more in online-only programs, less, or are things about the same?</b>	
Students learn more	3.75%
Students learn less	42.09%
About the same	48.94%
Don't know/not sure	4.89%
Refused	*
<b>Compared to traditional college degree and certificate programs, is it your sense that online-only programs are generally harder to pass, easier to pass, or are things about the same?</b>	
Harder to pass	13.21%
Easier to pass	38.66%
About the same	41.11%
Don't know/not sure	6.85%
Refused	*

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<b>Survey of employers: Questions regarding online education (continued)</b>	
<b>N=656</b>	
<b>"Hybrid programs that involve a mix of online and in-person instruction give students a better education than online-only programs." [How close is the following statement to your views?]</b>	
Very close	41.27%
Somewhat close	40.95%
Not too close	6.20%
Not at all close	7.01%
Don't know	4.40%
Refused	*
<b>Which of the following would be more appealing in a job candidate?</b>	
Having a degree from a top school that was completed entirely online.	17.48%
Having a degree from an average school that was completed entirely in the classroom.	56.37%
It doesn't matter	21.08%
Don't know	4.74%
Refused	*

<b>Survey of employers: Unweighted sample characteristics</b>	
<b>N=656</b>	
<b>Gender</b>	
Male	30.64%
Female	69.36%
<b>Age</b>	
18-24	1.22%
25-29	6.10%
30-49	45.12%
50-64	34.45%
65 and over	6.10%
Refused	7.01%
<b>Do you consider yourself...?</b>	
African American or Black	9.45%
Asian	4.12%
Hispanic	22.87%
White	55.34%
Native American/American Indian	*
Something else	2.74%
Don't know	0.91%
Refused	4.12%
<b>What is the highest level of education that you have completed?</b>	
Less than High school diploma or GED	*
High school diploma or GED	5.03%
Some college but no degree	7.62%
Certificate/diploma from a vocational or technical school	1.98%
2-yr college degree / Associate's degree	10.98%
4-yr college degree / Bachelor's degree	48.63%
Postgraduate degree (Master's or Ph.D.)	24.70%
Don't know	*
Refused	*
<b>How many years have you worked at your current position?</b>	
0-4	35.06%
5-9	25.15%
10-24	30.49%
25+	7.93%
Don't know	0.61%
Refused	0.76%

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<b>Survey of employers: Unweighted sample characteristics (continued)</b>	
<b>N=656</b>	
<b>When hiring, how often do positions in your company demand a post-high school certificate, college degree, or more education?</b>	
Always	26.98%
Often	37.65%
Sometimes	35.37%
<b>Thinking about the entry-level positions at your company, are they...?</b>	
All salaried positions	4.88%
Mostly salaried positions	10.67%
Half salaried and half paid by the hour	17.68%
Mostly paid by the hour	37.20%
All paid by the hour	29.42%
Refused	*
<b>Total Number of Employees</b>	
10-49	11.74%
50-99	38.26%
100-299	32.77%
300-999	11.13%
1000+	6.10%
<b>Region</b>	
Philadelphia	26.98%
Detroit	25.61%
El Paso	21.49%
Los Angeles	25.91%

<b>Survey of community college students: Questions regarding online education</b>	
<b>N=215</b>	
<b>Compared to in-person classes, is it your sense that online-only classes require more discipline from students, less discipline, or are things about the same?</b>	
More discipline	61.07%
Less discipline	13.03%
About the same	23.89%
Don't know	1.36%
Refused	0.65%
<b>Compared to in-person classes, is it your sense students learn more in online-only classes, less, or are things about the same?</b>	
Students learn more	3.47%
Students learn less	41.53%
About the same	52.67%
Don't know	1.68%
Refused	0.65%
<b>Compared to traditional in-person classes, is it your sense that online-only classes are generally harder to pass, easier to pass, or are things about the same?</b>	
Harder to pass	37.84%
Easier to pass	18.15%
About the same	39.38%
Don't know	3.95%
Refused	0.69%
<b>Are you taking your classes ...</b>	
All online	4.57%
Mostly online	10.31%
Half online and half in the classroom	11.13%
Mostly in the classroom	19.91%
All in the classroom	54.03%
Don't know	-
Refused	-

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<b>Survey of community college students: Questions regarding online education (continued)</b>	
<b>N=215</b>	
<b>Would you prefer to be taking more classes online, fewer, or are things about right? [Base: Community college students who are taking at least some of their classes online.]</b>	
More classes online	20.21%
Fewer classes online	41.30%
About right	38.50%
Don't know	-
Refused	-

<b>Survey of community college students: Unweighted sample characteristics</b>	
<b>N=215</b>	
<b>Gender</b>	
Male	48.37%
Female	51.63%
<b>Age</b>	
18-24	54.88%
25-29	15.35%
30-49	21.40%
50-64	8.37%
<b>Race</b>	
African-American or Black	18.60%
Asian	3.26%
Hispanic of any race	19.07%
White	53.02%
Native American / American Indian / Alaskan Native	2.33%
Native Hawaiian / Pacific Islander	1.40%
Refused	2.33%
<b>Census Region</b>	
Northeast	16.28%
North Central	17.21%
South	38.60%
West	27.91%
<b>Currently, are you yourself employed full-time, part-time, or not at all?</b>	
Full-time	33.02%
Part-time	31.63%
Not employed	34.42%
Refused	0.93%
<b>Are you ...?</b>	
Single, never married, lives with parents	35.81%
Single, never married, does not live with parents	23.26%
Single, living with a partner	11.63%
Married	19.07%
Separated	0.93%
Widowed	0.93%
Divorced	7.91%
Refused	0.47%
<b>Is your total annual household income from all sources, and before taxes ...?</b>	
Less than \$50,000	63.26%
\$50,000 but less than \$100,000	22.79%
Over \$100,000	5.12%
Don't know	6.05%
Refused	2.79%

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<b>Survey of community college students: Unweighted sample characteristics (continued) N=215</b>	
<b>Are you a full-time or a part-time student?</b>	
Full-time	55.35%
Part-time	44.65%
<b>For how many years have you been taking classes at your current school?</b>	
Less than 1 year	38.14%
1 year but less than 2	23.26%
2 years but less than 3	16.28%
3 years but less than 4	10.23%
4 years but less than 6	6.51%
6 years or more	4.65%
Don't know	0.93%
<b>Have you taken out loans to pay for college?</b>	
Yes	34.42%
No	65.12%
Refused	*
<b>Does your employer help pay for college tuition and other college expenses? [Base: Community college students who are employed]</b>	
Yes, fully	12.95%
Yes, partly	17.99%
No	67.63%
Don't know	1.44%
<b>Do your parents or relatives help you pay for college?</b>	
Yes, fully	9.30%
Yes, partly	19.07%
No	71.16%
Refused	*
<b>Have you or are you serving in the US Armed Forces?</b>	
Yes	5.12%
No	94.42%
Refused	*
<b>Are you receiving support from the Department of Veteran Affairs to pay for your school, or not? [Base: Community college students who are serving or have served in the US Armed Forces]</b>	
Yes	54.55%
No	45.45%