Main Questionnaire

Screener

Base: All respondents
Intro.
We are seeking feedback on your decision-making process when you selected an online degree program, your satisfaction with the degree program you chose, and how it has impacted your career.

This survey will take about 15 minutes to complete. Thank you for your participation!

Base: All qualified respondents
Q18 [S]
What is your age?
1. 17 or younger - TERMINATE
2. 18-20
3. 21-25
4. 26-29
5. 30-35
6. 36-39
7. 40-45
8. 46-49
9. 50-55
10. 56-59
11. 60-65
12. 66 or older

Base: All respondents
Q1 [S]
What statement best describes your status?

1. Still enrolled in online degree program [END SURVEY]
2. Completed some courses but did not complete online degree program [END SURVEY]
3. Graduated from online degree program

Scripter: If Q1=1 or 2 terminate. All others continue.

Q2 [DROP DOWN]
When did you graduate from your online degree program?

Scripter: Allow a list including the years 2025 – 2013 or earlier that includes list of months for respondents to indicate both year and month graduated. Prompt if June-December if 2025.
_____ Year – please select one:

_____ Month – please select one:

Q3 [M, UP TO 3]
Why did you choose to pursue your online degree program? (Select your top reasons, up to 3.)

Scripter: Randomize list.

1. Aligns with my interests and personal goals
2. Career advancement within my current profession
3. Switch to a new career
4. Stay competitive in my current profession
5. Increase salary in my current profession
6. Broaden knowledge of a particular subject
7. Required for promotion or as part of current job
8. Required to apply for job
9. Re-entering workforce
10. Other (please specify) _____ [ANCHOR]

Q4 [S]
What is the main reason you chose an online degree program vs. an on-campus or hybrid (has both online and on-campus courses) program?

Scripter: Randomize list.

1. Allowed me to have a flexible schedule
2. Allowed me to work while earning my degree
3. Allowed me to care for my family while earning my degree
4. Affordability of the tuition & fees
5. Time to complete degree
6. Other (please specify) _____ [ANCHOR]

Q5 [M, UP TO 3]
Why did you choose the university you earned your online degree from? (Select your top reasons, up to 3.)

Scripter: Randomize list.

1. Affordability of the tuition & fees
2. Time to complete the program
3. School/program accreditation
4. Relevant program concentrations/specializations
5. Multiple start dates
6. Favorable admissions requirements
7. Admissions staff was quick to get back to me
8. Amount of transfer credits accepted
9. Location of the university
10. Expected career benefits
11. Reputation of the school/program
12. Other (please specify) _____ [ANCHOR]

Q5a [S]
Did your employer offer a tuition assistance program while you were attending your online degree program?
1. Yes
2. No
3. I don't know / I'm not sure

Q5b [S]
Did you use your employer's tuition assistance program to pay for your online degree program?
1. Yes
2. No

Q5c [M]
Why didn't you use your employer's tuition assistance program to pay for your online degree program? Select all that apply.

Scripter: Randomize list. Anchor Other

1. Had not worked at the company long enough
2. Did not offer enough money
3. Had to work through a specific program
4. Had to attend a specific university
5. Had to work at the company for a specific amount of time after finishing the program
6. Did not earn the benefit until after finishing the program
7. Had to have a certain grade / GPA to earn the assistance
8. Other (please specify)

Q6 [N, MUST ADD TO 100%]
How did you pay for your online degree program? (Please provide your best estimate of the percent paid for by each of the categories below. If you didn't use a category, you can allocate 0% to it.)

	Percent Allocation (Must add to 100%)
Federal (government) Loans	
Private Loans (banks, credit unions, or other private lenders)	
Federal (government) Grants	
Private Grants (non-government organizations)	
Scripter, show item only if Q5b = 1/Yes. Please auto-fill as 0% in program Employer tuition-assistance program	
Scholarships	
Myself: income and/or savings	
Family	
Other (please specify) _____ *Scripter, if respondent answers 1% or higher here, please force a response to the Other, please specify text.*	

Q7 [S]
How much did the total tuition (including fees) cost for all courses in your online degree program to be completed?

1. $10,000 or less
2. $10,001 – $20,000
3. $20,001 – $30,000
4. $30,001 – $40,000
5. $40,001 – $50,000
6. $50,001 – $60,000
7. $60,001 – $70,000
8. $70,001 – $80,000
9. $80,001 – $90,000
10. $90,001 – $100,000
11. More than $100,000

Q7_1 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $1,000 or less
2. $1,001 - $2,000
3. $2,001 - $3,000
4. $3,001 - $4,000
5. $4,001 - $5,000
6. $5,001 - $6,000
7. $6,001 - $7,000
8. $7,001 - $8,000
9. $8,001 - $9,000
10. $9,001 - $10,000

Q7_2 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $10,001 - $11,000
2. $11,001 - $12,000
3. $12,001 - $13,000
4. $13,001 - $14,000
5. $14,001 - $15,000
6. $15,001 - $16,000
7. $16,001 - $17,000
8. $17,001 - $18,000
9. $18,001 - $19,000
10. $19,001 - $20,000

Q7_3 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $20,001 - $21,000
2. $21,001 - $22,000
3. $22,001 - $23,000
4. $23,001 - $24,000
5. $24,001 - $25,000
6. $25,001 - $26,000
7. $26,001 - $27,000
8. $27,001 - $28,000
9. $28,001 - $29,000
10. $29,001 - $30,000

Q7_4 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $30,001 - $31,000
2. $31,001 - $32,000
3. $32,001 - $33,000
4. $33,001 - $34,000
5. $34,001 - $35,000
6. $35,001 - $36,000
7. $36,001 - $37,000
8. $37,001 - $38,000
9. $38,001 - $39,000
10. $39,001 - $40,000

Q7_5 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $40,001 - $41,000
2. $41,001 - $42,000
3. $42,001 - $43,000
4. $43,001 - $44,000
5. $44,001 - $45,000
6. $45,001 - $46,000
7. $46,001 - $47,000
8. $47,001 - $48,000
9. $48,001 - $49,000
10. $49,001 - $50,000

Q7_6 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $50,001 - $51,000
2. $51,001 - $52,000
3. $52,001 - $53,000
4. $53,001 - $54,000
5. $54,001 - $55,000
6. $55,001 - $56,000
7. $56,001 - $57,000
8. $57,001 - $58,000
9. $58,001 - $59,000
10. $59,001 - $60,000

Q7_7 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $60,001 - $61,000
2. $61,001 - $62,000
3. $62,001 - $63,000
4. $63,001 - $64,000
5. $64,001 - $65,000
6. $65,001 - $66,000
7. $66,001 - $67,000
8. $67,001 - $68,000
9. $68,001 - $69,000
10. $69,001 - $70,000

Q7_8 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $70,001 - $71,000
2. $71,001 - $72,000
3. $72,001 - $73,000
4. $73,001 - $74,000
5. $74,001 - $75,000
6. $75,001 - $76,000
7. $76,001 - $77,000
8. $77,001 - $78,000
9. $78,001 - $79,000
10. $79,001 - $80,000

Q7_9 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $80,001 - $81,000
2. $81,001 - $82,000
3. $82,001 - $83,000
4. $83,001 - $84,000
5. $84,001 - $85,000
6. $85,001 - $86,000
7. $86,001 - $87,000
8. $87,001 - $88,000
9. $88,001 - $89,000
10. $89,001 - $90,000

Q7_10 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $90,001 - $91,000
2. $91,001 - $92,000
3. $92,001 - $93,000
4. $93,001 - $94,000
5. $94,001 - $95,000
6. $95,001 - $96,000
7. $96,001 - $97,000
8. $97,001 - $98,000
9. $98,001 - $99,000
10. $99,001 - $100,000

Q7_11 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $100,001 - $101,000
2. $101,001 - $102,000
3. $102,001 - $103,000
4. $103,001 - $104,000
5. $104,001 - $105,000
6. $105,001 - $106,000
7. $106,001 - $107,000
8. $107,001 - $108,000
9. $108,001 - $109,000
10. $109,001 - $110,000
11. $110,001 or more (Please specify) $_____ Scripter, please change the format of the specify box to allow numbers only (numeric text box)

Q8 [S]
Approximately how long did it take you to complete your online degree program?

1. Less than 1 year
2. 1 year
3. 1.5 years
4. 2 years
5. 2.5 years
6. 3 years
7. 3.5 years
8. 4 years
9. More than 4 years

Q9 [S]
Which of the following categories best describe your employment status **prior to starting your degree program?**

1. Employed, working full-time
2. Employed, working part-time
3. Not employed, looking for work
4. Not employed, NOT looking for work
5. Retired
6. Disabled, not able to work

Q9a [S]Please select the reason that best describes why you were not employed and looking for work.

Scripter: Randomize list, anchor Other.

1. Recently graduated
2. Completed previous employment
3. Lost previous job due to layoff or termination
4. Career change or transitioning to a new field
5. Relocation to a new area
6. Personal circumstances
7. Other (please specify)

Q9b [S]
Please select the reason that best describes why you were not employed and NOT looking for work.

Scripter: Randomize list, anchor Other.

1. Pursuing further education or training
2. Taking care of family responsibilities
3. Personal health prevented working
4. Undecided about what work to pursue
5. Other (please specify)

Q10 [S]
What was your annual salary (before taxes) **prior to starting the degree program?**

1. $75,000 or below
2. Over $75,000

Q10a [S]
Please provide a more specific estimate of what your annual salary (before taxes) was **prior to starting the degree program**?

1. Less than $10,000
2. $10,001 – $15,000
3. $15,001 – $20,000
4. $20,001 – $25,000
5. $25,001 – $30,000
6. $30,001 – $35,000
7. $35,001 – $40,000
8. $40,001 – $45,000
9. $45,001 – $50,000
10. $50,001 – $55,000
11. $55,001 – $60,000
12. $60,001 – $65,000
13. $65,001 – $70,000
14. $70,001 – $75,000

Q10b [S]

Please provide a more specific estimate of what your annual salary (before taxes) was **prior to starting the degree program**?

1. $75,001 – $80,000
2. $80,001 – $85,000
3. $85,001 – $90,000
4. $90,001 – $95,000
5. $95,001 – $100,000
6. $100,001 – $105,000
7. $105,001 – $110,000
8. $110,001 – $115,000
9. $115,001 – $120,000
10. $120,001 – $125,000
11. $125,001 – $130,000
12. $130,001 – $135,000
13. $135,001 – $140,000
14. $140,001 – $145,000
15. $145,001 – $150,000
16. More than $150,000

Q10j [S]

Which of the following best describes your working status **WHILE** you were attending your online degree program?

1. Employed <u>full</u>-time while attending my degree program
2. Employed <u>part</u>-time while attending my degree program
3. Employed a <u>mix</u> of full- and part-time while attending my degree program
4. NOT employed while attending my degree program

Q11 [S]

Which of the following categories best describe your **current employment status?**

1. Employed, working full-time
2. Employed, working part-time
3. Not employed, looking for work
4. Not employed, NOT looking for work
5. Retired
6. Disabled, not able to work

Q11a [S]
Please select the reason that best describes why you are not employed and looking for work.

Scripter: Randomize list, anchor Other.

1. Recently graduated
2. Completed previous employment
3. Lost previous job due to layoff or termination
4. Career change or transitioning to a new field
5. Relocation to a new area
6. Personal circumstances
7. Other (please specify)_____Scripter, please make the Specify text a required response if #7/Other is selected

Q11b [S]
Please select the reason that best describes why you are not employed and NOT looking for work.

Scripter: Randomize list, anchor Other.

1. Pursuing further education or training
2. Taking care of family responsibilities
3. Personal health prevented working
4. Undecided about what work to pursue
5. Other (please specify)

Q12 [S]
What is your **current** annual salary (before taxes)?

1. $75,000 or below
2. Over $75,000

Q12a [S]
Please provide a more specific estimate of what your current annual salary (before taxes) is.

1. Less than $10,000
2. $10,001 – $15,000
3. $15,001 – $20,000
4. $20,001 – $25,000
5. $25,001 – $30,000
6. $30,001 – $35,000
7. $35,001 – $40,000
8. $40,001 – $45,000
9. $45,001 – $50,000
10. $50,001 – $55,000
11. $55,001 – $60,000
12. $60,001 – $65,000
13. $65,001 – $70,000
14. $70,001 – $75,000

Q12b [S]
Please provide a more specific estimate of what your current annual salary (before taxes) is.

1. $75,001 – $80,000
2. $80,001 – $85,000
3. $85,001 – $90,000
4. $90,001 – $95,000
5. $95,001 – $100,000
6. $100,001 – $105,000
7. $105,001 – $110,000
8. $110,001 – $115,000
9. $115,001 – $120,000
10. $120,001 – $125,000
11. $125,001 – $130,000
12. $130,001 – $135,000
13. $135,001 – $140,000
14. $140,001 – $145,000
15. $145,001 – $150,000
16. More than $150,000

Q12c [S]
Did you receive a promotion or salary increase within the first 12 months after completing your degree program?

1. Yes
2. No

Q13 [S]
What is your current occupation?

1. Nursing
2. Teaching
3. School Counseling
4. School Administration
5. Healthcare Management / Administration
6. Accounting
7. Marketing
8. Project Management
9. Sales
10. Financial Planning
11. Human Resources
12. Law Enforcement
13. Public Administration
14. Social Work
15. Information Technology
16. Other (please specify)

Q13c [S]
What was your most recent occupation?

1. Nursing
2. Teaching
3. School Counseling
4. School Administration
5. Healthcare Management / Administration
6. Accounting
7. Marketing
8. Project Management
9. Sales
10. Financial Planning
11. Human Resources
12. Law Enforcement
13. Public Administration
14. Social Work
15. Information Technology
16. Other (please specify)

Q13a [S]
What industry do you work in?

Scripter: Randomize list, anchor Other.

1. Education
2. Healthcare and Social Assistance
3. Retail and E-commerce
4. Manufacturing
5. Government and Public Administration
6. Hospitality and Food Services
7. Business and Consulting Services
8. Information Technology (IT) and Software
9. Energy and Utilities
10. Real Estate and Construction
11. Finance and Insurance
12. Nonprofit and Philanthropy
13. Transportation and Logistics
14. Legal Services
15. Marketing, Advertising, and Public Relations
16. Media, Communications, and Entertainment
17. Engineering and Architecture
18. Science and Research
19. Military and Defense
20. Entrepreneurship / Self Employed
21. Other (please specify)

Q13d [S]
What industry did you work in most recently?

Scripter: Randomize list, anchor Other.
1. Education
2. Healthcare and Social Assistance
3. Retail and E-Commerce
4. Manufacturing
5. Government and Public Administration
6. Hospitality and Food Services
7. Consulting and Professional Services
8. Information Technology (IT) and Software
9. Energy and Utilities
10. Real Estate and Construction
11. Finance and Insurance
12. Nonprofit and Philanthropy
13. Transportation and Logistics
14. Legal Services
15. Marketing, Advertising, and Public Relations
16. Media, Communications, and Entertainment
17. Engineering and Architecture
18. Science and Research
19. Military and Defense
20. Entrepreneurship / Self Employed
21. Other (please specify)

Q14 [S, Accordion grid]
Please rate your level of agreement with the statement below.

Statement:
1. My degree helped me advance my career.

Responses:
1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree
6. Not Applicable or Don't Know

Q14a [O]
How did earning your degree advance your career?

Scripter: Include text box.

_____

Q15 [S, Accordion grid]
Please rate your level of agreement with the statement below.

Statement:
1. My degree was worth the investment.

Responses:
1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree
6. Not Applicable or Don't Know

Q15a [O]
Why do you feel your degree **was or was not** worth the investment?

Scripter: Include text box.

_____

Q16 [S]
How likely are you to recommend your online degree program to a friend or colleague?

1. 0 Not at all likely
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9
11. 10 Extremely likely

Q16a [S]
How important was it for you to remain living and/or working in your community while completing your degree?

1. Not at all important
2. Not very important
3. Somewhat important
4. Very important
5. Extremely important

Q16c [S per item, accordion grid]
Please rate your level of agreement with each of the following statements:

Statements, randomize
1. Because of my online degree program, I was able to continue living and working in my local community
2. After completing my online degree, I was able to make a positive impact in my local community
3. The university where I earned my online degree is an institution I trust

Responses:
1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree
6. Not Applicable or Don't Know

Q17 [O]
Please share any additional comments related to your student experience, satisfaction, or outcome achieved.

Scripter: Include text box. Please make this an optional response / respondents can advance without answering.

_____

Demographics

DISP.
Thank you for your feedback! We would like to get to know you better. Please spend another minute answering some demographic questions.

Q19 [S]
How do you identify?

1. Female
2. Male
3. Non-binary (neither female, nor male)
4. Prefer to self-describe: _____
5. Prefer not to answer

Q20 [S]
How far do you currently **live** from the university where you completed your online degree?

1. 0 to 50 miles
2. 51 to 100 miles
3. More than 100 miles
4. Prefer not to answer

Q20a [S]
How far do you currently **work** from the university where you completed your online degree?

1. 0 to 50 miles
2. 51 to 100 miles
3. More than 100 miles
4. Not applicable

Q20b [S]
In what country do you currently reside?

1. Scripter, please feature the Qualtrics standard set of countries, with the US positioned first / top
2. Prefer not to answer

Q21 [Drop down]
In what state do you currently reside?

Scripter: Include drop down with list of states.

1. Alabama
2. Alaska
3. Arizona
4. Arkansas
5. California
6. Colorado
7. Connecticut
8. Delaware
9. District of Columbia
10. Florida
11. Georgia
12. Hawaii
13. Idaho
14. Illinois
15. Indiana
16. Iowa
17. Kansas
18. Kentucky
19. Louisiana
20. Maine
21. Maryland
22. Massachusetts
23. Michigan

24. Minnesota
25. Mississippi
26. Missouri
27. Montana
28. Nebraska
29. Nevada
30. New Hampshire
31. New Jersey
32. New Mexico
33. New York
34. North Carolina
35. North Dakota
36. Ohio
37. Oklahoma
38. Oregon
39. Pennsylvania
40. Rhode Island
41. South Carolina
42. South Dakota
43. Tennessee
44. Texas
45. Utah
46. Vermont
47. Virginia
48. Washington
49. West Virginia
50. Wisconsin
51. Wyoming

Base: All qualified respondents
Q22a [S]
Are you of Hispanic or Latino origin?

1. Yes
2. No
3. Prefer not to answer

Base: All qualified respondents
Q22b [M]
Which of the following best describes you? Please select all that apply.

1. Asian or Pacific Islander
2. Black or African American
3. Native American or Alaskan Native
4. White or Caucasian
5. Multiracial or Biracial
6. A race/ethnicity not listed here: _____ (Specify)
7. Prefer not to answer [S]

Q23 [S]
Have you ever served on active duty in the U.S. Armed Forces, Military Reserves, or National Guard?

1. Yes
2. No
3. Prefer not to answer

Q24 [S]
Were you a first-generation student (i.e., your parents did not pursue education at a college or university)?

1. Yes
2. No
3. Prefer not to answer

Q25
Thank you for your time and input today!

Would you like to be entered into the random drawing for 1 of 5 $250 Amazon gift cards?

The winner will be randomly selected and notified via email after the survey closes. Note: Giveaway is only open to US residents. Sweepstakes Official Rules are available here: Sweepstakes Official Rules

1. Yes
2. No