



## Full Questionnaire

Q1 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

[TERMINATE IF Q1= STILL ENROLLED IN ONLINE DEGREE PROGRAM or COMPLETED SOME COURSES BUT DID NOT COMPLETE ONLINE DEGREE PROGRAM]

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

*A list including the last 5 years starting with 2022 (2022 – 2012 or earlier).*

Q3 Why did you choose to pursue your online degree program? (Select top 3 reasons.)

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)

Q4 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?

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)

Q5 Why did you choose the university you earned your online degree from? (Select top 3 reasons.)

1. Affordability of the tuition & fees
2. Time to complete the program
3. School/program accreditation
4. Relative 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)

Q6 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.)

	<b>Percent Allocation (Must add to 100%)</b>
Loans	
Grants	
Employer tuition-assistance program	
Scholarships	
Myself: income and/or savings	
Family	
Other (please specify) _____	

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

1. \$5,000 or less
2. \$5,001 – \$10,000
3. \$10,001 – \$15,000
4. \$15,001 – \$20,000
5. \$20,001 – \$25,000
6. \$25,001 – \$30,000
7. \$30,001 – \$35,000
8. \$35,001 – \$40,000
9. \$40,001 – \$45,000
10. \$45,001 – \$50,000
11. More than \$50,000

Q8 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 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

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

*Base: Q9=1 or 2, Employed working full-time or working part-time*

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

Q10a We would like to get a better estimate of what your annual salary (before taxes) was **prior to starting the degree program?**

*Base: Q10=1, Making \$75,000 or below*

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 We would like to get a better estimate of what your annual salary (before taxes) was **prior to starting the degree program?**

*Base: Q10=2, Making over \$75,000*

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

Q11 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

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

*Base: Q11=1 or 2, Employed, working full-time or part-time*

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

Q12a We would like to get a better estimate of what your **current** salary (before taxes) is?

*Base: Q12, Making \$75,000 or below*

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 We would like to get a better estimate of what your **current** salary (before taxes) is?

*Base: Q12, Making over \$75,000*

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

Q13 What is your occupation?

*Base: Q11= 1-3, Employed working full-time, part-time, or not employed, looking for Open-ended response*

Q14 Please rate your level of agreement with the statement below.

My degree helped me advance my career.

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

Q14a How did earning your degree advance your career?

*Base: Q14 agree or strongly agree*

*Open ended response*

Q15 Please rate your level of agreement with the statement below.

My degree was worth the investment.

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

Q15a Why do you feel your degree was or was not worth the investment?

*Open ended response*

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

0 Not at all likely

1

2

3

4

5

6

7

8

9

10 Extremely likely

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

*Open ended response*

### **About the Study**

From February 15 to March 3, 2023, a total of n=916 graduates across 25 AP partner institutions were surveyed online by Ipsos Public Affairs. Respondents were working either full- or part-time since starting their degree program and included graduates in key verticals: Education (n=410), Nursing (n=241), Business (n=218).

### **About Ipsos**

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Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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