

# NORTHEASTERN UNIVERSITY – PREPARING GRADUATES FOR GLOBAL SUCCESS

## TOPLINES REPORT

### National Public Opinion Poll of American Adults 18+ (N=1,000)

#### National Sample Conducted August 16 – 28, 2013 via Landline and Cell Phone

Report includes oversample data from Business Elite Survey – Preparing Graduates for Global Success Oversample of Hiring Decision Makers (N=263) Conducted July 10 – 15, 2013

Report includes tracking data from previous National Survey – Innovation in Higher Education National Phone Sample of American Adults 18+ (N=1,001) Conducted October 16 – 19, 2012

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1. To begin, which of the following skill sets do you think are most important for recent college graduates to possess?

<u>7/13*</u>	<u>8/13</u>	
60%	56%	Softer skills like oral and written communications and problem solving
40%	44%	Harder skills like applied training and industry-specific capabilities

2. Thinking about your personal experience, do you think college helped you more in developing

<u>8/13</u>		
67%		Softer skills like oral and written communications and problem solving
33%		Harder skills like applied training and industry-specific capabilities

3. Now, thinking about people on the job market today, which of the following comes closest to your view:

<u>7/13*</u>	<u>8/13</u>	
73%	65%	Being well-rounded with a range of abilities is more important than having industry expertise because job-specific skills can be learned at work
27%	35%	Having specific industry experience is more important than generalized abilities because applied skills are key to early success in a new position

4. Would you say that achieving a college degree is more or less important today than it was for your parents' generation?

<u>10/12**</u>	<u>8/13</u>	
75%	74%	More Important
11%	12%	Less Important
13%	14%	Equally Important
1%	1%	Don't Know/Refused (DKR)

10/12\*\* = National Tracker – Innovation in Higher Education

7/13\* = Business Elite Survey – Preparing Graduates for Global Success

8/13 = National Tracker – Preparing Graduates for Global Success

Note: Due to rounding, totals may not add to 100%

5. When today's children are of college age, do you think having a college degree will be more or less important than it was for your generation?

**8/13**

67% More Important  
 15% Less Important  
 17% Equally Important  
 1% Don't Know/Refused (DKR)

Please indicate how much you agree or disagree with each of the following statements:

	<b>TOTAL AGREE</b>	<b>TOTAL DISAGREE</b>	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
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6. Today's college graduates are less prepared in terms of the skills necessary to enter the workforce as compared to students who graduated 10-15 years ago

<b>7/13*</b>	<b>55%</b>	<b>16%</b>	18%	37%	30%	13%	3%
<b>8/13</b>	<b>50%</b>	<b>33%</b>	16%	34%	17%	28%	5%

7. It is more important for today's college graduates to have math, science or technology skills than to be creative or abstract thinkers

<b>7/13*</b>	<b>37%</b>	<b>27%</b>	13%	24%	37%	22%	5%
<b>8/13</b>	<b>57%</b>	<b>24%</b>	20%	37%	19%	20%	4%

8. The ability to think creatively is just as important as the ability to think critically

<b>7/13*</b>	<b>84%</b>	<b>4%</b>	27%	57%	13%	2%	2%
<b>8/13</b>	<b>87%</b>	<b>6%</b>	36%	51%	8%	5%	1%

9. Students with a global perspective and at least some time spent studying, traveling or working abroad are generally more successful employees

<b>7/13*</b>	<b>39%</b>	<b>21%</b>	8%	31%	40%	17%	4%
<b>8/13</b>	<b>58%</b>	<b>21%</b>	19%	39%	21%	18%	3%

10. Students with work experience from an internship or paid employment related to their field are generally more successful in their careers

<b>7/13*</b>	<b>74%</b>	<b>6%</b>	22%	52%	20%	4%	2%
<b>8/13</b>	<b>89%</b>	<b>3%</b>	37%	52%	6%	2%	1%

11. Colleges are not in tune with today's job market and are not preparing graduates accordingly

<b>8/13</b>	<b>48%</b>	<b>33%</b>	14%	34%	20%	27%	6%
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 8/13 = National Tracker – Preparing Graduates for Global Success

12. Did you have an internship or job in an area related to your chosen field while in college?

**8/13**  
 50% Yes  
 50% No

12b. How important was this internship or work experience to your personal and professional development?

	TOTAL IMP	TOTAL NOT IMP	EXT IMP	VERY IMP	SMWT IMP	NOT VERY IMP	NOT AT ALL IMP
<b>8/13</b>	<b>82%</b>	<b>4%</b>	48%	34%	15%	3%	1%

13. Did you study or work abroad while in college?

**8/13**  
 16% Yes  
 84% No

13b. How important was this international experience to your personal and professional development?

	TOTAL IMP	TOTAL NOT IMP	EXT IMP	VERY IMP	SMWT IMP	NOT VERY IMP	NOT AT ALL IMP
<b>8/13</b>	<b>66%</b>	<b>16%</b>	35%	31%	18%	9%	7%

**INNOVATION AND VALUE IN HIGHER EDUCATION**

Some colleges and universities are developing new ways to educate students and prepare them for the workforce. From the list below, please indicate how important each of the following are for U.S. colleges and universities to focus on:

	TOTAL IMP	TOTAL NOT IMP	EXT IMP	VERY IMP	SMWT IMP	NOT VERY IMP	NOT AT ALL IMP
14. Using new technologies and interactive teaching methods to promote more student engagement in college courses							

**8/13**      **67%**      **5%**      24%      43%      29%      4%      1%

15. Incorporating more online classes to provide greater flexibility and access for students

**8/13**      **50%**      **16%**      17%      33%      34%      12%      4%

10/12\*\* = National Tracker – Innovation in Higher Education  
 7/13\* = Business Elite Survey – Preparing Graduates for Global Success  
 8/13 = National Tracker – Preparing Graduates for Global Success



Note: Due to rounding, totals may not add to 100%

16. Providing more opportunities for students to gain global experience from working or studying abroad

<b>8/13</b>	<b>42%</b>	<b>18%</b>	13%	29%	40%	14%	4%
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17. Integrating education programs with practical experience, such as internships with employers

<b>10/12**</b>	<b>77%</b>	<b>3%</b>	33%	44%	19%	2%	1%
<b>8/13</b>	<b>79%</b>	<b>2%</b>	32%	47%	19%	2%	0%

18. Providing opportunities for working professionals to gain new skills to re-enter the workforce

<b>10/12**</b>	<b>80%</b>	<b>3%</b>	32%	47%	17%	2%	1%
<b>8/13</b>	<b>79%</b>	<b>3%</b>	29%	50%	19%	2%	1%

Thinking about ways that colleges and universities in the U.S. can provide greater value to students, please indicate how important you think each of the following are:

<b>TOTAL IMP</b>	<b>TOTAL NOT IMP</b>	EXT IMP	VERY IMP	SMWT IMP	NOT VERY IMP	NOT AT ALL IMP
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19. Teaching students how to use new technologies and apply these skills in their chosen fields

<b>8/13</b>	<b>85%</b>	<b>1%</b>	32%	53%	14%	1%	0%
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20. Offering courses focused on applied communications skills, like intensive writing and public speaking

<b>8/13</b>	<b>64%</b>	<b>7%</b>	20%	44%	29%	6%	1%
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21. Providing comprehensive career services, including job placement and interview training

<b>8/13</b>	<b>79%</b>	<b>2%</b>	30%	49%	19%	2%	0%
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22. Offering students applied work experience through paid internships in their chosen fields

<b>10/12**</b>	<b>77%</b>	<b>3%</b>	33%	44%	19%	2%	1%
<b>7/13*</b>	<b>68%</b>	<b>3%</b>	22%	46%	30%	3%	0%
<b>8/13</b>	<b>77%</b>	<b>3%</b>	28%	49%	21%	2%	1%

23. Offering students networking opportunities with alumni and other professionals in their chosen field

<b>8/13</b>	<b>66%</b>	<b>4%</b>	22%	44%	30%	3%	1%
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24. Who do you think would step into the workforce and do a better job – someone with a college degree but no full-time work experience or someone with no college degree but some work experience?

<u>10/12**</u>	<u>7/13*</u>	<u>8/13</u>	
45%	38%	40%	College degree but no full-time work experience
55%	62%	60%	No college degree but some work experience

25. Thinking about your career, do you think you would have been better prepared for your job or career if you had completed a college degree?

<u>8/13</u>	
56%	Yes
44%	No

### IMPORTANCE OF PROGRAM REPUTATION

Some education programs offer online degrees through courses on the internet, as opposed to courses offered in traditional classrooms. When considering various types of degrees and credentials, please indicate how much you agree or disagree with the following statements.

As compared to traditional colleges or universities, an online program ..

	<b>TOTAL AGREE</b>	<b>TOTAL DISAGREE</b>	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
26. Provides a similar quality of education							
<b>10/12**</b>	<b>49%</b>	<b>42%</b>	11%	37%	6%	30%	12%
<b>7/13*</b>	<b>40%</b>	<b>32%</b>	11%	29%	28%	25%	7%
<b>8/13</b>	<b>41%</b>	<b>42%</b>	10%	31%	17%	31%	11%
27. Is equally reputable							
<b>7/13*</b>	<b>38%</b>	<b>32%</b>	11%	27%	29%	25%	7%
<b>8/13</b>	<b>40%</b>	<b>40%</b>	9%	31%	20%	31%	9%
28. Will be just as recognized and accepted among employers in the near future (5-7 years)							
<b>10/12**</b>	<b>53%</b>	<b>39%</b>	13%	40%	6%	28%	10%
<b>7/13*</b>	<b>49%</b>	<b>20%</b>	14%	35%	31%	16%	4%
<b>8/13</b>	<b>52%</b>	<b>32%</b>	13%	39%	15%	25%	7%

29. Has anyone in your family or among your close friends completed their college education online?

**8/13**

7% All Online  
 31% Some Online  
 62% None Online

30. Would you consider completing a college or advanced degree solely online?

**8/13**

37% Yes  
 64% No

31. How important is the type of granting institution (e.g., Ivy League, for-profit, online-only) in evaluating the quality of a graduate's online education?

	TOTAL IMP	TOTAL NOT IMP	EXT IMP	VERY IMP	SMWT IMP	NOT VERY IMP	NOT AT ALL IMP
<b>7/13*</b>	<b>39%</b>	<b>20%</b>	8%	31%	41%	14%	6%
<b>8/13</b>	<b>36%</b>	<b>20%</b>	11%	25%	45%	12%	8%

Some of the most prestigious universities in the country, including Harvard, M.I.T. and Princeton, are now offering Massive Open Online Courses (MOOCs). These classes are available to everyone online at little to no cost. Some provide a certificate of course completion, but these programs do not grant full university degrees. MOOCs have been called a revolution in education, with millions of students enrolling, including many from low-income nations around the world. Others believe the quality of these courses is not comparable to traditional, in-person courses.

Please indicate how much you agree or disagree with each of the following statements about MOOCs:

TOTAL AGREE	TOTAL DISAGREE	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
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32. MOOCs will fundamentally transform the way students are educated in this country

<b>7/13*</b>	<b>56%</b>	<b>9%</b>	16%	40%	35%	8%	1%
<b>8/13</b>	<b>56%</b>	<b>27%</b>	13%	43%	18%	22%	5%

33. MOOCs provide the same quality of education as in-person classes

<b>7/13*</b>	<b>28%</b>	<b>35%</b>	9%	19%	37%	27%	8%
<b>8/13</b>	<b>27%</b>	<b>53%</b>	5%	22%	20%	39%	14%

34. Students should be able to apply certificates from MOOCs for course credit at accredited colleges and universities

<b>7/13*</b>	<b>57%</b>	<b>7%</b>	17%	40%	35%	7%	0%
<b>8/13</b>	<b>63%</b>	<b>23%</b>	17%	46%	14%	17%	6%

35. MOOCs will help students complete traditional college degrees by providing more flexibility, convenience and cost-effective ways to take college courses

<b>7/13*</b>	<b>68%</b>	<b>5%</b>	19%	49%	27%	4%	1%
<b>8/13</b>	<b>74%</b>	<b>12%</b>	19%	55%	14%	10%	2%

36. MOOCs will not become an accepted part of traditional college curriculum

<b>8/13</b>	<b>35%</b>	<b>44%</b>	7%	28%	21%	38%	6%
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## UNEMPLOYMENT/UNDEREMPLOYMENT

Today, over half (54%) of recent college graduates are jobless or underemployed, which is the highest share in at least 11 years. Please indicate how much you agree or disagree with each of the following statements:

<b>TOTAL AGREE</b>	<b>TOTAL DISAGREE</b>	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
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37. A primary reason for this trend is college graduates lack the necessary skills and relevant experience to fill entry-level positions

<b>7/13*</b>	<b>55%</b>	<b>16%</b>	17%	38%	29%	12%	4%
<b>8/13</b>	<b>49%</b>	<b>38%</b>	12%	37%	12%	31%	7%

38. This trend is primarily due to the recent economic downturn, the worst recession since the Great Depression

<b>7/13*</b>	<b>70%</b>	<b>6%</b>	25%	45%	23%	6%	0%
<b>8/13</b>	<b>72%</b>	<b>16%</b>	23%	49%	12%	14%	2%

39. This trend is largely due to companies moving operations and jobs overseas for more skilled and less expensive talent

<b>7/13*</b>	<b>61%</b>	<b>15%</b>	23%	38%	24%	13%	2%
<b>8/13</b>	<b>66%</b>	<b>21%</b>	21%	45%	13%	17%	4%

10/12\*\* = National Tracker – Innovation in Higher Education

7/13\* = Business Elite Survey – Preparing Graduates for Global Success

8/13 = National Tracker – Preparing Graduates for Global Success

40. To increase employment rates, there should be a greater push for college students to graduate with STEM (science, technology, engineering, and mathematics) degrees

<b>7/13*</b>	<b>55%</b>	<b>12%</b>	18%	37%	33%	10%	2%
<b>8/13</b>	<b>68%</b>	<b>15%</b>	20%	48%	16%	13%	2%

41. To increase employment rates, there should be a greater push for college students to graduate with communications, writing and critical thinking skills

<b>7/13*</b>	<b>63%</b>	<b>7%</b>	19%	44%	29%	7%	0%
<b>8/13</b>	<b>73%</b>	<b>16%</b>	22%	51%	12%	14%	2%

42. Many recent college graduates lack the initiative and drive necessary to get and keep their first jobs

<b>8/13</b>	<b>52%</b>	<b>34%</b>	16%	36%	14%	29%	5%
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In recent years, some in higher education and government have encouraged students to focus on strategic areas of study, even recommending that STEM degrees be offered to students at a cheaper price than other degrees like those in Liberal Arts, which focus on communications, writing and critical thinking. Please indicate how much you agree or disagree with each of the following statements:

<b>TOTAL AGREE</b>	<b>TOTAL DISAGREE</b>	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
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43. Liberal Arts majors tend to be more well-rounded and often have stronger communications and critical thinking skills than STEM majors

<b>7/13*</b>	<b>48%</b>	<b>20%</b>	16%	32%	32%	17%	3%
<b>8/13</b>	<b>53%</b>	<b>28%</b>	13%	40%	20%	23%	5%

44. STEM majors bring a specific skill set that tends to be difficult for Liberal Arts majors to learn on the job

<b>7/13*</b>	<b>64%</b>	<b>11%</b>	18%	46%	25%	9%	2%
<b>8/13</b>	<b>58%</b>	<b>22%</b>	11%	47%	20%	20%	2%

45. The government should do more to promote policies to increase the number of students graduating with STEM majors

<b>7/13*</b>	<b>51%</b>	<b>17%</b>	14%	37%	33%	14%	3%
<b>8/13</b>	<b>53%</b>	<b>27%</b>	13%	40%	20%	21%	6%

10/12\*\* = National Tracker – Innovation in Higher Education  
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 8/13 = National Tracker – Preparing Graduates for Global Success



46. Which of the following do you think has the greatest responsibility for training recent graduates for success in the workplace?

<b>7/13*</b>	<b>8/13</b>	
21%	29%	College/graduating institutions
37%	36%	Companies/employers
43%	35%	Employees/graduates themselves

47. Please indicate how important you consider each of the following factors for a candidate's success in today's job market?

	<b>TOTAL IMP</b>	<b>TOTAL NOT IMP</b>	<b>EXT IMP</b>	<b>VERY IMP</b>	<b>SMWT IMP</b>	<b>NOT VERY IMP</b>	<b>NOT AT ALL IMP</b>
<b>8/13</b>	<b>40%</b>	<b>15%</b>	10%	30%	45%	9%	6%
<b>8/13</b>	<b>23%</b>	<b>50%</b>	7%	16%	27%	20%	30%
<b>8/13</b>	<b>70%</b>	<b>4%</b>	22%	48%	26%	3%	1%
<b>8/13</b>	<b>14%</b>	<b>68%</b>	4%	10%	19%	24%	44%
<b>8/13</b>	<b>19%</b>	<b>59%</b>	5%	14%	23%	27%	32%

48. How would you rate the job the higher education system in this country is currently doing in terms of preparing recent college graduates for the workforce?

<b>8/13</b>	
5%	Excellent
33%	Good
41%	Fair
21%	Poor

49. And what about your personal experience – how well did the courses you took in college prepare you for your first job after graduation?

	<b>TOTAL WELL</b>	<b>TOTAL NOT WELL</b>	<b>VERY WELL</b>	<b>SMWHT WELL</b>	<b>NOT VERY WELL</b>	<b>NOT AT ALL WELL</b>
<b>8/13</b>	<b>79%</b>	<b>21%</b>	42%	37%	12%	9%

50. And, was your first job after college related to your major or area of study?

**8/13**

73% Yes

27% No

51. Moving on, which, if any, of the following applies to you (please indicate all that apply).  
I have taken

**10/12\*\***

**8/13**

31%	25%	A course through my employer to develop a specialization or area of expertise
30%	22%	A course on my own to develop my technical or applied skills
20%	20%	A course to develop my own, non-work related interests
11%	8%	A free online course
15%	12%	An online course that I paid for
29%	13%	Don't Know/Refused (DKR)

## GLOBAL COMPETITIVENESS

52. Businesses and companies in the U.S. are increasingly struggling to find the candidates they need to fill particular positions. Which of the following do you consider to be the most important reason for this trend?

**7/13\***

**8/13**

23%	12%	Graduates lack the basic skills and training needed
24%	18%	Colleges/universities are not in tune with industry needs and are not preparing graduates accordingly
15%	15%	Many companies are overly-selective in making hiring decisions
17%	28%	Companies are not investing enough in training new hires to fill these positions
4%	7%	Graduates do not have the relevant degrees needed
13%	13%	Graduates do not have the relevant work experience needed
4%	8%	International graduates tend to be better trained than U.S. graduates

Please indicate the extent to which you agree or disagree with each of the following statements:

<b>TOTAL AGREE</b>	<b>TOTAL DISAGREE</b>	<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>
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53. The U.S. higher education system needs to change to retain a workforce that is competitive with other countries around the world

<b>10/12**</b>	<b>83%</b>	<b>11%</b>	34%	49%	4%	10%	1%
<b>7/13*</b>	<b>83%</b>	<b>2%</b>	37%	46%	N/A	2%	0%
<b>8/13</b>	<b>87%</b>	<b>13%</b>	35%	52%	N/A	11%	2%

54. To remain globally competitive, our government should grant visas to international students that graduate college in the U.S. so they can remain in the country and work here

<b>10/12**</b>	<b>64%</b>	<b>27%</b>	22%	43%	7%	18%	9%
<b>7/13*</b>	<b>41%</b>	<b>21%</b>	11%	30%	N/A	13%	8%
<b>8/13</b>	<b>64%</b>	<b>36%</b>	17%	47%	N/A	25%	11%

55. Our government should promote legislation to provide more opportunities for American students to work and study abroad while in college

<b>7/13*</b>	<b>51%</b>	<b>18%</b>	16%	35%	N/A	13%	5%
<b>8/13</b>	<b>66%</b>	<b>33%</b>	22%	44%	N/A	26%	7%

56. Currently, Congress is debating business immigration system reform legislation, including ways to reduce current visa backlogs and fast track residency for immigrants who have degrees in STEM fields from U.S. universities. To what extent do you support or oppose these reform efforts?

<b>TOTAL SUPPORT</b>	<b>TOTAL OPPOSE</b>	<b>STRONGLY SUPPORT</b>	<b>SUPPORT</b>	<b>OPPOSE</b>	<b>STRONGLY OPPOSE</b>
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<b>7/13*</b>	<b>62%</b>	<b>37%</b>	10%	52%	27%	10%
<b>8/13</b>	<b>67%</b>	<b>34%</b>	18%	49%	20%	14%

57. Thinking about emerging economies, such as China, India and Brazil, and in mature economies such as Japan and many nations in the European Union, how do you think the U.S. ranks in terms of preparing students for the workforce?

<b>TOTAL AHEAD</b>	<b>TOTAL BEHIND</b>	<b>AHEAD OF ALL</b>	<b>AHEAD OF MOST</b>	<b>BEHIND MOST</b>	<b>BEHIND ALL</b>
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<b>7/13*</b>	<b>33%</b>	<b>67%</b>	4%	29%	62%	5%
<b>8/13</b>	<b>46%</b>	<b>54%</b>	5%	41%	47%	7%

10/12\*\* = National Tracker – Innovation in Higher Education  
 7/13\* = Business Elite Survey – Preparing Graduates for Global Success  
 8/13 = National Tracker – Preparing Graduates for Global Success

58. Which of the following do you think is the most important step the U.S. can take to better prepare students?

<u>7/13*</u>	<u>8/13</u>	
15%	13%	Increase government investments in STEM education
49%	36%	Expand apprenticeship/professional work programs for college students
14%	26%	Increase private sector investments in training new hires on the job
16%	12%	Develop outcome measures to evaluate the quality of colleges and universities
5%	13%	Provide more opportunities for students to work and study abroad during college

59. From which of the following sources do you receive most of your information about US colleges and universities?

<u>8/13</u>	
22%	Friends and family
7%	Co-workers
13%	College Rankings and Lists (e.g., US News and World Report)
23%	Newspaper and Magazine Articles
4%	Printed Advertisements
15%	Television and Radio Advertisements
17%	Online Advertisements

10/12\*\* = National Tracker – Innovation in Higher Education  
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*Note: Due to rounding, totals may not add to 100%*

## Demographics

### NATIONAL SURVEY

#### Gender

**8/13**

50% Male  
50% Female

#### Age

**8/13**

15% 18 – 29  
11% 30 – 39  
13% 40 – 49  
21% 50 – 59  
11% 60 – 64  
29% 65+

Which of the following best describes your current employment status?

**8/13**

33% Employed full-time  
12% Employed part-time  
29% Retired  
6% Student  
8% Homemaker  
5% Unemployed and looking for work  
6% Unemployed but not looking for work  
1% Don't Know / Refused

What is the highest level of education you have completed to date?

**8/13**

4% Less than a High School Degree  
17% Graduated High School  
5% Technical, trade or vocational after High School  
17% Some college (did not graduate)  
8% 2 year associate degree  
24% College graduate  
25% Post graduate training/degree

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Which of the following best describes your current status as a student? Are you in

**8/13**

6%	High School
6%	A technical, trade or vocational school
25%	A 2 year college
33%	A 4 year public college
16%	A 4 year private college
13%	Graduate/professional School
1%	Don't Know/Refused

Among your family and close friends, would you say most have

**8/13**

3%	Less than a High School Degree
18%	A High School Degree
5%	Technical, trade or vocational training after High School
14%	Some college (did not graduate)
5%	A 2 year associate degree
38%	A College degree
15%	A graduate/professional degree
4%	Don't know/Refused

Which of the following best describes your current relationship status? Are you . . .

**8/13**

22%	Single and never married
54%	Married
3%	Not married but living together with a partner
10%	Separated or Divorced
10%	Widowed
1%	Don't Know/Refused

Regarding children, which of the following applies to you?

**8/13**

21%	I have one or more children under age 18
52%	I have one or more adult children age 18 or older
12%	I have no children but plan to in the future
14%	I have no children and don't plan to have children in the future
1%	Don't Know / Refused

How many of your children attend or have attended a college or university?

**8/13**

11%	None
28%	One
36%	Two
16%	Three
6%	Four
2%	Five or More
0%	Don't Know/Refused

How likely do you think it is that your child/children will go to college in the future?

**8/13**

52%	Extremely likely
11%	Somewhat likely
7%	Not very likely
28%	Not at all likely
2%	Don't Know / Refused

In your current role, are you involved in recruiting or making hiring decisions for your employer?

**8/13**

32%	Yes
68%	No

Is your company a Regional, National or Global company?

**8/13**

52%	Regional
24%	National
23%	Global

Please tell me which of the following categories best applies to your total household income for 2011

**8/13**

9%	Less than \$15,000
14%	\$15,000 to less than \$30,000
14%	\$30,000 to less than \$50,000
18%	\$50,000 to less than \$75,000
14%	\$75,000 to less than \$100,000
17%	\$100,000 to less than \$200,000

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5%	\$200,000 or more
10%	Don't know/Refused

And, for statistical purposes only, could you tell me your main ethnic or racial background?

**8/13**

70%	White/Caucasian
8%	Hispanic/Latino
8%	African-American/Black
3%	Asian-American/Asian
2%	Native American
5%	Other
4%	Don't know/Refused

### BUSINESS ELITE SURVEY

Gender

**7/13\***

52%	Male
48%	Female

Region

**7/13\***

24%	East
23%	Midwest
33%	South
21%	West

Which statement below best describes your involvement in hiring employees at your company?

**7/13\***

47%	I am the sole decision maker.
26%	I'm one of several decision makers.
27%	I recommend, or provide input on the resource selection, but do not make the final decision.



Is your company a National or Global company?

**7/13\***

84%	National
16%	Global

What is the number of employees at your company?

**7/13\***

41%	1-49
11%	50-199
12%	200-999
11%	1,000-4,999
6%	5,000-9,999
15%	10,000 or more
5%	Don't know

What is your company's annual revenue?

**7/13\***

48%	\$0 - \$49 million
6%	\$50 - \$99 million
5%	\$100 - \$499 million
5%	\$500 - \$999 million
8%	\$1 billion - \$4.9 billion
7%	\$5 billion or more
21%	Don't know

What industry are you in?

**7/13\***

8%	Manufacturing
19%	Service
10%	Retail
13%	Healthcare
8%	Finance
11%	Technology
10%	Education
2%	Arts
2%	Government
2%	Consulting
2%	Non-profit
15%	Other

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What Level/type of candidate do you typically recruit or target?

**7/13\***

55%	Entry-level
46%	Professional Level & First-Level Management
21%	Mid-Level Management
18%	Technical & Engineering
9%	Executive and Senior-Level Management

What is the geographic location of your company headquarters?

**7/13\***

<1%	Asia Pacific
1%	Europe
<1%	Middle East
<1%	Africa
<1%	Latin America
97%	North America

What is your job title?

**7/13\***

19%	Owner
18%	Manager
7%	Director
5%	Assistant
5%	C-Suite (CEO, COO, CIO)
5%	Teacher/Principal
3%	Supervisor
3%	Vice President/Assistant Director
3%	President
2%	Associate
2%	HR Director/Manager
2%	Analyst
2%	Sales Agent/Manager
2%	Engineer/Technician
22%	Other

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