

## Demographics

1. What is the highest level of education you have completed?

2. Which of the following categories best describes your employment or student status?

- ☐ Employed, working full-time
- ☐ Employed, working part-time
- ☐ Not employed, looking for work
- ☐ Not employed, NOT looking for work
- ☐ Retired
- ☐ Disabled, not able to work
- ☐ Currently in college

\* 3. What is your zip code?

\* 4. What is your age?

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46-55
- ☐ 56 or older

5. What is your gender identity?

- ☐ Woman
- ☐ Man
- ☐ Genderqueer or non-binary
- ☐ Agender
- ☐ Not specified above, please specify

6. What is your race or ethnicity?

- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Middle Eastern or North African
- ☐ Multiracial or Multiethnic
- ☐ Native American or Alaska Native
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White
- ☐ Another race or ethnicity, please describe below

Self-describe below:

\* 7. What language do you mainly speak at home?

- ☐ English
- ☐ Spanish
- ☐ Chinese
- ☐ Portuguese
- ☐ Russian
- ☐ Vietnamese
- ☐ French

Other language (please specify)

\* 8. What is your annual household income?

- |   |  |
|---|--|
| <input type="radio"/> Less than \$25,000  | <input type="radio"/> Less than \$150,000  |
| <input type="radio"/> Less than \$50,000  | <input type="radio"/> More than \$150,000  |
| <input type="radio"/> Less than \$75,000  | <input type="radio"/> Prefer not to answer |
| <input type="radio"/> Less than \$100,000 |  |

9. Which of the following best describes the principal industry of your organization or an organization that you'd like to work in in the future?

\* 10. Please indicate your level of agreement with each statement.

	1 = Disagree strongly	2	3	4	5 = Agree strongly	Don't know
There are lots of good-paying jobs that do not require college.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easier to be successful with a college degree than without.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people who enroll in higher education benefit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vocational and technical programs are not considered "higher education" - only academic programs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 11. As you consider which college or university to attend, how important are the following?

	1 = Not at all important	2	3	4	5 = Very important
A safe campus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Academic transfer to a four-year college or university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accelerated degree program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apprenticeships/ internships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career and technical programs leading to a career	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classroom-based degree/program options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
College classes for high school students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customized training for employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
English as a Second Language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial aid opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graduates getting good jobs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Graduates getting into high-quality graduate programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High academic rankings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High quality in your major of interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High school completion and adult basic education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High value for the cost to attend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-quality academic facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-quality faculty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hybrid course/program options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online course/program options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational and leisure classes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious affiliation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scholarship opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of off-campus activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of on-campus activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workforce development programs for adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family support services (childcare, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services for mental health and wellbeing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. When you think of colleges in the area, which ones come to mind?

\* 13. Now, we'd like to understand how interested you are in education or training. In the next year or two, which of the following would you be most likely to do:

- ☐ Enroll in a college class
- ☐ Sign up to take a recreational or leisure class for fun, not related to job
- ☐ Seek or finish a college degree
- ☐ No plans to pursue additional education
- ☐ Improve your skills to move up in a current job or to get a new job
- ☐ Do not know/ Not sure
- ☐ Earn a professional certification or credential

\* 14. What level of degree are you thinking of pursuing?

- ☐ Micro-credential (short-term, 1-2 courses on a specific skill)
- ☐ Certificate
- ☐ Associate
- ☐ Bachelor's
- ☐ Master's
- ☐ Graduate or Professional
- ☐ Do not know/ Not sure

\* 15. Please select any and all of the following options that are very important reasons as to why you are considering pursuing a college degree?

- ☐ Getting promoted in my current career
- ☐ Changing careers
- ☐ For intellectual fulfillment
- ☐ For a sense of personal accomplishment
- ☐ To make my family proud/set a good example for my family
- ☐ Other (please specify)
- 

16. Please rate the extent to which the following would be challenges in terms of pursuing a degree.

	Not a concern at all	A slight concern	A major concern
Balancing family life with academics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Balancing work responsibilities with academics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paying for college	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My mental health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My physical health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing that the degree will enable me to accomplish my goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 17. What program area(s) would you consider pursuing? Please select all that apply.

- |   |   |
|---|---|
| <input type="checkbox"/> Agricultural/Animal/Plant/Veterinary Science and Related Fields                  | <input type="checkbox"/> Library Science                                      |
| <input type="checkbox"/> Architecture and Related Services  | <input type="checkbox"/> Manufacturing  |
| <input type="checkbox"/> Area, Ethnic, Cultural, Gender, and Group Studies                                | <input type="checkbox"/> Mathematics and Statistics                           |
| <input type="checkbox"/> Biological and Biomedical Sciences   | <input type="checkbox"/> Mechanic and Repair Technologies/Technicians         |
| <input type="checkbox"/> Business, Management, Marketing, and Related Support Services                    | <input type="checkbox"/> Military Technologies and Applied Sciences           |
| <input type="checkbox"/> Communication, Journalism, and Related Programs                                  | <input type="checkbox"/> Multi/Interdisciplinary Studies                      |
| <input type="checkbox"/> Communications Technologies/Technicians and Support Services                     | <input type="checkbox"/> Natural Resources and Conservation                   |
| <input type="checkbox"/> Computer and Information Sciences and Support Services                           | <input type="checkbox"/> Nursing  |
| <input type="checkbox"/> Construction Trades  | <input type="checkbox"/> Parks, Recreation, Leisure, Fitness, and Kinesiology |
| <input type="checkbox"/> Culinary, Entertainment, and Personal Services                                   | <input type="checkbox"/> Philosophy and Religious Studies                     |
| <input type="checkbox"/> Education  | <input type="checkbox"/> Physical Sciences                                    |
| <input type="checkbox"/> Engineering  | <input type="checkbox"/> Precision Production                                 |
| <input type="checkbox"/> Engineering/Engineering-related Technologies/Technicians                         | <input type="checkbox"/> Psychology   |
| <input type="checkbox"/> English Language and Literature/Letters  | <input type="checkbox"/> Public Administration and Social Service Professions |
| <input type="checkbox"/> Family and Consumer Sciences/Human Sciences                                      | <input type="checkbox"/> Science Technologies/Technicians                     |
| <input type="checkbox"/> Foreign Languages, Literatures, and Linguistics                                  | <input type="checkbox"/> Social Sciences                                      |
| <input type="checkbox"/> Health Professions and Related Programs  | <input type="checkbox"/> Theology and Religious Vocations                     |
| <input type="checkbox"/> History  | <input type="checkbox"/> Transportation and Materials Moving                  |
| <input type="checkbox"/> Homeland Security, Law Enforcement, Firefighting and Related Protective Services | <input type="checkbox"/> Visual and Performing Arts                           |
| <input type="checkbox"/> Legal Professions and Studies  |   |
| <input type="checkbox"/> Liberal Arts and Sciences, General Studies and Humanities                        |   |
| <input type="checkbox"/> Other (please specify)   |   |
| <input type="text"/>  |   |
| <input type="checkbox"/> None of the above  |   |

\* 18. What educational institution(s) would you consider attending? Please select all that apply.

- ☐ Academy Di Capelli-School of Cosmetology
- ☐ Albertus Magnus College
- ☐ American Institute of Healthcare & Technology
- ☐ American Institute-West Hartford



- ☐ American Sentinel College of Nursing and Health Sciences
- ☐ Asnuntuck Community College
- ☐ Belle Academy of Cosmetology LLC
- ☐ Branford Academy of Hair & Cosmetology-Bridgeport
- ☐ Branford Academy of Hair and Cosmetology
- ☐ Bristol Technical Education Center
- ☐ Capital Community College
- ☐ Central Connecticut State University
- ☐ Charter Oak State College
- ☐ Connecticut College
- ☐ CT State Community College
- ☐ Cortiva Institute
- ☐ CT Aerotech
- ☐ Dolce The Academy
- ☐ Eastern Connecticut State University
- ☐ Fairfield University
- ☐ Gateway Community College
- ☐ Goodwin University
- ☐ Hartford International University for Religion and Peace
- ☐ Holy Apostles College and Seminary
- ☐ Housatonic Community College
- ☐ Industrial Management Training Institute
- ☐ International Institute of Cosmetology
- ☐ Lincoln Technical Institute-East Windsor
- ☐ Lincoln Technical Institute-New Britain
- ☐ Lincoln Technical Institute-Shelton
- ☐ Manchester Community College
- ☐ Middlesex Community College
- ☐ Mitchell College
- ☐ Naugatuck Valley Community College
- ☐ New England Tractor Trailer Training School of Connecticut
- ☐ New England Tractor Trailer Training School of CT-Bridgeport
- ☐ Northwestern Connecticut Community College
- ☐ Norwalk Community College
- ☐ Oxford Academy of Hair Design Inc
- ☐ Paier College
- ☐ Paul Mitchell the School-North Haven

- ☐ Porter & Chester Institute
- ☐ Porter & Chester Institute of Hamden
- ☐ Post University
- ☐ Quinebaug Valley Community College
- ☐ Quinnipiac University
- ☐ Rensselaer at Hartford
- ☐ Ricci's Toni & Guy Hairdressing Academy/TIGI Creative School
- ☐ Sacred Heart University
- ☐ Southern Connecticut State University
- ☐ Stone Academy-East Hartford
- ☐ Stone Academy-Waterbury
- ☐ Stone Academy-West Haven
- ☐ Stratford School for Aviation Maintenance Technicians
- ☐ Three Rivers Community College
- ☐ TIGI Hairdressing Academy Guilford
- ☐ Trinity College
- ☐ Tunxis Community College
- ☐ United States Coast Guard Academy
- ☐ University of Bridgeport
- ☐ University of Connecticut
- ☐ University of Connecticut-Avery Point
- ☐ University of Connecticut-Hartford Campus
- ☐ University of Connecticut-Stamford
- ☐ University of Connecticut-Waterbury Campus
- ☐ University of Hartford
- ☐ University of New Haven
- ☐ University of Saint Joseph
- ☐ Wesleyan University
- ☐ Western Connecticut State University
- ☐ Yale University
- ☐ A school not listed
- ☐ Don't know

19. Why would you consider attending these colleges?

Academy Di Capelli-  
School of Cosmetology

Albertus Magnus  
College

American Institute of  
Healthcare &  
Technology

American Institute-  
West Hartford

American Sentinel  
College of Nursing and  
Health Sciences

Asnuntuck Community  
College

Belle Academy of  
Cosmetology LLC

Branford Academy of  
Hair & Cosmetology-  
Bridgeport

Branford Academy of  
Hair and Cosmetology

Bristol Technical  
Education Center

Capital Community  
College

Central Connecticut  
State University

Charter Oak State  
College

Connecticut College

CT State Community  
College

Cortiva Institute

CT Aerotech

Dolce The Academy

Eastern Connecticut  
State University

Fairfield University

Gateway Community  
College

Goodwin University

Hartford International  
University for Religion  
and Peace

Holy Apostles College  
and Seminary

Housatonic  
Community College

Industrial  
Management Training  
Institute

International Institute  
of Cosmetology

Lincoln Technical  
Institute-East Windsor

Lincoln Technical  
Institute-New Britain

Lincoln Technical  
Institute-Shelton

Manchester  
Community College

Middlesex Community  
College

Mitchell College

Naugatuck Valley  
Community College

New England Tractor  
Trailer Training  
School of Connecticut

New England Tractor  
Trailer Training  
School of CT-  
Bridgeport

Northwestern  
Connecticut  
Community College

Norwalk Community  
College

Oxford Academy of  
Hair Design Inc

Paier College

Paul Mitchell the  
School-North Haven

Porter & Chester  
Institute

Porter & Chester  
Institute of Hamden

Post University

Quinebaug Valley Community College	
Quinnipiac University	
Rensselaer at Hartford	
Ricci's Toni & Guy Hairdressing Academy/TIGI Creative School	
Sacred Heart University	
Southern Connecticut State University	
Stone Academy-East Hartford	
Stone Academy- Waterbury	
Stone Academy-West Haven	
Stratford School for Aviation Maintenance Technicians	
Three Rivers Community College	
TIGI Hairdressing Academy Guilford	
Trinity College	
Tunxis Community College	
United States Coast Guard Academy	
University of Bridgeport	
University of Connecticut	
University of Connecticut-Avery Point	
University of Connecticut-Hartford Campus	
University of Connecticut-Stamford	
University of Connecticut- Waterbury Campus	
University of Hartford	

University of New  
Haven

University of Saint  
Joseph

Wesleyan University

Western Connecticut  
State University

Yale University

A school not listed

Don't know

\* 20. Programming can be delivered in various ways to make it more convenient for you to attend. How likely would you be to enroll in the following delivery formats?

	Unlikely	Unsure	Likely
Accelerated – less than half the time of a traditional program with some classroom work and some online work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional Instructor-led	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekend only programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hybrid – some on campus and some online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evening classes only	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cohort program – set time each week for a period of time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Apprenticeship/ Internship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. When would you be most likely to attend classes?

	Early Morning, 5am to 8am	Morning, 8am to Noon	Afternoon, Noon to 5pm	Evening , 5pm to 7pm	Later Evening, 7pm to 10pm	Not sure
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. When would you prefer classes to start?

- ☐ Three start times a year – in August, January, May
- ☐ Every eight weeks – in January, March, May, July, September, November
- ☐ Does not matter

23. What is your preference for individual course duration?

- ☐ 15 weeks (standard)
- ☐ 8 weeks (accelerated)
- ☐ 7 weeks (extra accelerated)



\* 24. How do you learn about colleges and universities? Please select all that apply.

- |  |  |
|--|--|
| <input type="checkbox"/> Billboards              | <input type="checkbox"/> Online ads    |
| <input type="checkbox"/> Brochures               | <input type="checkbox"/> Pandora       |
| <input type="checkbox"/> Bus ads                 | <input type="checkbox"/> Radio         |
| <input type="checkbox"/> Email                   | <input type="checkbox"/> Television    |
| <input type="checkbox"/> Facebook ads            | <input type="checkbox"/> Twitter       |
| <input type="checkbox"/> LinkedIn                | <input type="checkbox"/> Website       |
| <input type="checkbox"/> Material mailed to home | <input type="checkbox"/> Word-of-mouth |
| <input type="checkbox"/> Newspaper               | <input type="checkbox"/> YouTube       |