**Table 7.1 What was the percentage change in program revenue, if any, between 2011-12 and 2012-13?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Mean | Median | Minimum | Maximum |
| Entire sample | 8.55 | 7.00 | -8.00 | 63.00 |

**Table 7.2 What was the percentage change in program revenue, if any, between 2011-12 and 2012-13? Broken out by Type of College**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type of College | Mean | Median | Minimum | Maximum |
| Community College | 4.40 | 5.00 | -8.00 | 10.00 |
| BA Granting | 14.80 | 1.00 | 0.00 | 63.00 |
| Advanced-Degree | 8.00 | 7.50 | 7.00 | 10.00 |

**Table 7.3 What was the percentage change in program revenue, if any, between 2011-12 and 2012-13? Broken out by Public or Private**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Public or Private | Mean | Median | Minimum | Maximum |
| Public | 8.99 | 7.00 | -8.00 | 63.00 |
| Private | 5.50 | 5.50 | 1.00 | 10.00 |

**Table 7.4 What was the percentage change in program revenue, if any, between 2011-12 and 2012-13? Broken out by Annual Tuition**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Annual Tuition | Mean | Median | Minimum | Maximum |
| Less than $3,000 | 2.31 | 3.42 | -8.00 | 10.00 |
| $3,000 to $10,000 | 14.00 | 7.50 | 0.00 | 63.00 |
| More than $10,000 | 5.50 | 5.50 | 1.00 | 10.00 |

**Table 7.5 What was the percentage change in program revenue, if any, between 2011-12 and 2012-13? Broken out by Enrollment in Distance Learning Courses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Enrollment in Distance Learning Courses | Mean | Median | Minimum | Maximum |
| Less than 500 | 4.46 | 3.42 | 1.00 | 10.00 |
| 500 to 2,500 | 26.67 | 10.00 | 7.00 | 63.00 |
| More than 2,500 | 4.33 | 7.00 | -8.00 | 10.00 |

**Table 12.2.1 What are your plans for Advertising on Facebook?**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | No Answer | Have never used this type of advertising in our distance learning program and will not use it next year | Will decrease spending | Will hold spending constant | Will increase Spending | Will Increase Spending Significantly |
| Entire sample | 23.33% | 30.00% | 3.33% | 26.67% | 16.67% | 0.00% |

**Table 12.2.2 What are your plans for Advertising on Facebook? Broken out by Type of College**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Type of College | No Answer | Have never used this type of advertising in our distance learning program and will not use it next year | Will decrease spending | Will hold spending constant | Will increase Spending | Will Increase Spending Significantly |
| Community College | 15.38% | 46.15% | 0.00% | 15.38% | 23.08% | 0.00% |
| BA Granting | 0.00% | 25.00% | 12.50% | 50.00% | 12.50% | 0.00% |
| Advanced-Degree | 55.56% | 11.11% | 0.00% | 22.22% | 11.11% | 0.00% |

**Table 12.2.3 What are your plans for Advertising on Facebook? Broken out by Public or Private**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Public or Private | No Answer | Have never used this type of advertising in our distance learning program and will not use it next year | Will decrease spending | Will hold spending constant | Will increase Spending | Will Increase Spending Significantly |
| Public | 24.00% | 32.00% | 4.00% | 24.00% | 16.00% | 0.00% |
| Private | 20.00% | 20.00% | 0.00% | 40.00% | 20.00% | 0.00% |

**Table 12.2.4 What are your plans for Advertising on Facebook? Broken out by Annual Tuition**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Annual Tuition | No Answer | Have never used this type of advertising in our distance learning program and will not use it next year | Will decrease spending | Will hold spending constant | Will increase Spending | Will Increase Spending Significantly |
| Less than $3,000 | 18.18% | 45.45% | 0.00% | 27.27% | 9.09% | 0.00% |
| $3,000 to $10,000 | 23.08% | 23.08% | 7.69% | 23.08% | 23.08% | 0.00% |
| More than $10,000 | 33.33% | 16.67% | 0.00% | 33.33% | 16.67% | 0.00% |

**Table 12.2.5 What are your plans for Advertising on Facebook? Broken out by Enrollment in Distance Learning Courses**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Enrollment in Distance Learning Courses | No Answer | Have never used this type of advertising in our distance learning program and will not use it next year | Will decrease spending | Will hold spending constant | Will increase Spending | Will Increase Spending Significantly |
| Less than 500 | 10.00% | 50.00% | 0.00% | 30.00% | 10.00% | 0.00% |
| 500 to 2,500 | 33.33% | 11.11% | 11.11% | 22.22% | 22.22% | 0.00% |
| More than 2,500 | 27.27% | 27.27% | 0.00% | 27.27% | 18.18% | 0.00% |