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1. Completed Bachelor's Degree

Have you completed a bachelor's degree at a college or university?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Yes	30.5%	21.7%	37.8%	31.7%	28.5%	29.0%	31.9%	35.4%	16.3%	14.7%	44.2%
No	67.6%	75.1%	57.9%	67.7%	71.5%	69.8%	65.5%	63.7%	80.7%	80.2%	54.1%
Not sure	2.0%	3.2%	4.3%	0.7%	—	1.2%	2.6%	1.0%	3.0%	5.1%	1.7%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Yes	30.5%	10.3%	27.5%	39.0%	57.7%	30.3%	33.3%	23.5%
No	67.6%	87.1%	70.7%	61.0%	41.4%	67.3%	65.2%	74.1%
Not sure	2.0%	2.6%	1.8%	—	0.9%	2.4%	1.5%	2.4%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Total	Education				Higher education system		
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Yes	30.5%	—	—	—	99.2%	100.0%	33.8%	31.7%
No	67.6%	96.9%	97.3%	100.0%	—	—	65.9%	67.8%
Not sure	2.0%	3.1%	2.7%	—	0.8%	—	0.4%	0.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Yes	30.5%	38.9%	28.8%	47.8%	43.1%	33.4%	42.0%	35.1%	28.4%	27.4%
No	67.6%	60.5%	69.7%	52.2%	56.6%	66.6%	54.0%	64.4%	68.6%	70.1%
Not sure	2.0%	0.6%	1.4%	—	0.3%	—	4.0%	0.4%	3.0%	2.5%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted N)	(1,000)	(483)	(316)	(34)	(318)	(248)	(75)	(376)	(402)	(222)

2. Is the higher education system in the US going in the right direction

Do you think the higher education system in the U.S. is generally going in the right direction or the wrong direction?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Right direction	19.0%	23.7%	18.0%	19.4%	14.9%	19.7%	18.3%	15.0%	23.9%	28.6%	23.3%
Wrong direction	49.0%	45.0%	40.2%	53.3%	56.7%	55.1%	43.2%	56.8%	34.8%	30.4%	46.1%
Not sure	32.0%	31.3%	41.7%	27.4%	28.5%	25.2%	38.5%	28.2%	41.2%	41.0%	30.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Right direction	19.0%	20.1%	24.0%	18.9%	19.8%	25.4%	17.3%	14.2%
Wrong direction	49.0%	44.5%	41.5%	58.5%	55.3%	38.2%	51.8%	57.5%
Not sure	32.0%	35.3%	34.5%	22.6%	24.8%	36.4%	30.9%	28.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Total	Education					Higher education system	
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Right direction	19.0%	19.5%	17.4%	13.9%	20.6%	21.6%	100.0%	—
Wrong direction	49.0%	42.1%	56.4%	55.1%	51.5%	49.1%	—	100.0%
Not sure	32.0%	38.4%	26.2%	31.0%	27.9%	29.4%	—	—
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Right direction	19.0%	27.3%	9.7%	23.6%	28.5%	8.5%	6.8%	30.8%	12.3%	13.4%
Wrong direction	49.0%	34.9%	71.3%	52.7%	36.0%	76.2%	66.3%	32.0%	52.7%	65.7%
Not sure	32.0%	37.8%	19.1%	23.8%	35.6%	15.3%	26.9%	37.2%	35.0%	20.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

3. Which education option best prepares Americans for successful careers

What type of education option do you think does the best job of preparing Americans for successful careers?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
4-year colleges and universities	20.9%	25.1%	20.3%	21.2%	17.2%	21.3%	20.6%	18.6%	20.3%	29.9%	22.2%
Community colleges	7.3%	11.6%	7.0%	5.3%	6.5%	7.6%	7.0%	6.2%	9.8%	9.0%	8.5%
Businesses through experience and on-the-job training	16.9%	17.8%	13.1%	18.0%	18.8%	15.9%	17.8%	18.8%	12.4%	12.3%	18.1%
Technical educational programs (Building trades, automotive repair, nursing, etc.)	32.2%	21.1%	29.5%	34.7%	42.7%	32.1%	32.4%	35.4%	29.0%	24.4%	28.2%
Apprenticeship programs	7.9%	6.8%	6.9%	8.4%	9.4%	8.8%	7.0%	9.0%	10.0%	3.1%	5.8%
High school	7.6%	9.4%	11.4%	6.8%	2.3%	7.8%	7.4%	5.9%	10.8%	10.9%	8.6%
Non-profits, Community-based programs, or service-based learning	1.6%	1.8%	2.6%	1.1%	0.9%	0.9%	2.2%	1.1%	1.8%	2.4%	3.3%
Some other type of organization or experience	5.6%	6.4%	9.2%	4.5%	2.2%	5.5%	5.7%	4.9%	5.8%	8.1%	5.5%

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	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
4-year colleges and universities	20.9%	18.2%	23.3%	18.7%	29.8%	24.4%	20.7%	15.9%
Community colleges	7.3%	7.4%	8.9%	6.0%	8.6%	7.2%	8.4%	4.7%
Businesses through experience and on-the-job training	16.9%	14.5%	17.1%	21.6%	15.8%	15.1%	16.8%	20.1%
Technical educational programs (Building trades, automotive repair, nursing, etc.)	32.2%	29.4%	30.8%	38.4%	28.1%	24.8%	32.6%	41.9%
Apprenticeship programs	7.9%	9.2%	6.1%	7.3%	7.4%	7.7%	8.3%	7.4%
High school	7.6%	14.5%	5.4%	5.2%	1.9%	9.9%	6.9%	5.9%
Non-profits, Community-based programs, or service-based learning	1.6%	2.7%	1.2%	0.4%	0.8%	3.3%	1.2%	—
Some other type of organization or experience	5.6%	4.2%	7.2%	2.4%	7.6%	7.6%	5.1%	4.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Total	Education					Higher education system	
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
4-year colleges and universities	20.9%	18.4%	15.4%	17.2%	28.0%	31.0%	37.0%	14.1%
Community colleges	7.3%	4.9%	8.0%	23.4%	3.5%	9.1%	9.0%	6.9%
Businesses through experience and on-the-job training	16.9%	14.6%	22.0%	12.2%	18.5%	15.3%	13.2%	19.3%
Technical educational programs (Building trades, automotive repair, nursing, etc.)	32.2%	29.3%	36.9%	33.7%	31.8%	32.7%	20.0%	39.6%
Apprenticeship programs	7.9%	8.4%	7.3%	6.5%	9.3%	5.7%	2.7%	9.0%
High school	7.6%	15.5%	4.2%	2.0%	2.2%	—	10.0%	4.9%
Non-profits, Community-based programs, or service-based learning	1.6%	2.3%	1.3%	2.6%	0.9%	0.3%	2.7%	0.5%
Some other type of organization or experience	5.6%	6.5%	4.8%	2.5%	5.9%	6.0%	5.5%	5.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
4-year colleges and universities	20.9%	31.0%	9.7%	9.2%	30.8%	7.8%	10.5%	32.3%	15.7%	13.7%
Community colleges	7.3%	8.7%	5.6%	21.3%	8.4%	6.5%	5.2%	8.0%	6.9%	6.9%
Businesses through experience and on-the-job training	16.9%	13.9%	19.7%	23.7%	14.3%	19.9%	9.1%	16.4%	15.9%	19.1%
Technical educational programs (Building trades, automotive repair, nursing, etc.)	32.2%	25.9%	44.1%	37.4%	26.4%	48.0%	39.0%	21.3%	36.9%	39.7%
Apprenticeship programs	7.9%	8.0%	8.9%	3.2%	8.8%	7.8%	9.6%	6.9%	8.4%	8.6%
High school	7.6%	4.7%	7.1%	—	4.7%	5.3%	10.8%	5.8%	9.2%	7.4%
Non-profits, Community-based programs, or service-based learning	1.6%	2.7%	0.4%	—	2.2%	0.5%	2.6%	3.0%	0.9%	0.7%
Some other type of organization or experience	5.6%	5.1%	4.6%	5.1%	4.5%	4.3%	13.2%	6.3%	6.1%	4.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

4. Regarding future education plans, after high school who did you listen to the most

Thinking back to your decisions after high school regarding future education plans, who did you listen to most?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
I didn't seek out advice	44.4%	37.1%	43.1%	44.9%	52.2%	46.0%	42.9%	44.9%	37.5%	48.3%	42.6%
A parent or close family member	29.1%	35.8%	25.6%	28.9%	26.8%	28.2%	29.9%	33.1%	17.5%	19.7%	33.3%
High school guidance counselor	6.9%	4.7%	5.4%	9.0%	7.7%	6.4%	7.4%	5.2%	16.6%	6.9%	5.9%
A high school teacher	2.9%	2.1%	3.2%	3.0%	3.3%	4.0%	1.9%	2.5%	4.6%	5.0%	—
A leader in your community (eg. at your place of worship)	1.3%	4.1%	0.3%	0.4%	1.2%	1.7%	1.0%	0.9%	3.8%	1.8%	—
A website or YouTube video on the subject matter	1.5%	3.8%	2.8%	—	—	1.6%	1.4%	0.8%	2.5%	3.2%	1.9%
A book	0.8%	0.5%	1.6%	1.0%	—	0.9%	0.8%	1.0%	0.8%	0.9%	—
Your peers at the time	5.8%	4.3%	8.1%	6.2%	3.9%	7.2%	4.5%	6.1%	7.7%	4.0%	4.3%
Someone else	7.2%	7.5%	9.9%	6.6%	4.7%	4.0%	10.2%	5.5%	8.8%	10.1%	12.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted N)	(1,000)	(193)	(252)	(347)	(208)	(479)	(521)	(654)	(110)	(145)	(91)

	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
I didn't seek out advice	44.4%	55.8%	41.4%	41.9%	36.6%	43.7%	42.2%	50.7%
A parent or close family member	29.1%	19.7%	30.9%	30.3%	39.0%	26.9%	32.6%	23.3%
High school guidance counselor	6.9%	6.2%	6.8%	8.6%	5.6%	7.4%	6.9%	6.4%
A high school teacher	2.9%	2.2%	3.1%	4.4%	3.0%	2.9%	4.2%	—
A leader in your community (eg. at your place of worship)	1.3%	1.6%	1.8%	0.9%	1.1%	1.0%	1.4%	1.6%
A website or YouTube video on the subject matter	1.5%	1.8%	3.0%	0.5%	0.5%	1.9%	1.0%	2.2%
A book	0.8%	0.2%	0.6%	0.6%	2.7%	1.4%	0.6%	0.7%
Your peers at the time	5.8%	4.3%	6.5%	7.7%	6.1%	6.7%	5.8%	4.8%
Someone else	7.2%	8.2%	5.9%	5.2%	5.3%	8.2%	5.4%	10.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
I didn't seek out advice	44.4%	54.9%	46.6%	47.4%	26.9%	31.3%	35.5%	45.4%
A parent or close family member	29.1%	16.7%	28.9%	29.8%	44.5%	45.0%	31.5%	29.6%
High school guidance counselor	6.9%	7.2%	5.6%	8.8%	7.7%	5.9%	9.4%	5.9%
A high school teacher	2.9%	3.4%	1.1%	4.2%	3.9%	2.6%	4.8%	3.1%
A leader in your community (eg. at your place of worship)	1.3%	0.7%	2.7%	1.1%	0.8%	1.9%	3.9%	0.9%
A website or YouTube video on the subject matter	1.5%	2.3%	0.8%	—	1.7%	0.7%	3.8%	0.6%
A book	0.8%	0.4%	0.6%	—	1.8%	1.6%	—	0.9%
Your peers at the time	5.8%	4.5%	7.9%	3.8%	6.4%	6.7%	6.1%	6.3%
Someone else	7.2%	9.8%	5.7%	5.0%	6.3%	4.2%	5.0%	7.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
I didn't seek out advice	44.4%	40.8%	47.5%	37.8%	42.3%	44.8%	55.7%	42.3%	45.8%	44.9%
A parent or close family member	29.1%	33.0%	28.1%	27.2%	31.8%	30.6%	29.6%	29.1%	28.3%	30.3%
High school guidance counselor	6.9%	9.0%	5.7%	7.9%	10.7%	7.2%	2.3%	11.2%	3.4%	6.3%
A high school teacher	2.9%	3.0%	3.3%	—	3.7%	3.3%	1.9%	2.4%	3.6%	2.8%
A leader in your community (eg. at your place of worship)	1.3%	0.9%	0.7%	—	0.6%	0.7%	—	1.2%	1.5%	1.2%
A website or YouTube video on the subject matter	1.5%	1.6%	0.2%	—	0.8%	0.3%	—	1.5%	1.7%	1.3%
A book	0.8%	1.1%	0.7%	—	1.1%	0.9%	—	0.9%	1.1%	0.5%
Your peers at the time	5.8%	6.4%	6.8%	5.0%	5.1%	6.5%	3.6%	7.3%	4.1%	6.3%
Someone else	7.2%	4.4%	7.1%	22.1%	3.8%	5.6%	6.9%	4.1%	10.5%	6.4%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

5. Who would you recommend graduating high schoolers talk to regarding their education after high school

Making decisions about the right educational path after high school can be tough. Who would you recommend a graduating high schooler talk to about their options?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Their parents or close family member	33.4%	28.7%	24.7%	41.8%	35.3%	37.8%	29.2%	35.2%	26.0%	28.0%	40.3%
High school guidance counselor	29.0%	22.5%	25.4%	31.8%	35.4%	25.5%	32.3%	26.5%	37.5%	35.2%	23.6%
A high school teacher of theirs	7.5%	12.4%	5.5%	4.6%	9.6%	6.4%	8.6%	8.0%	7.0%	7.5%	4.4%
A leader in their community (eg. at their place of worship)	4.9%	5.4%	3.7%	3.8%	7.7%	4.2%	5.6%	6.0%	5.2%	1.4%	3.5%
A thoughtful website or YouTube video on the subject matter	4.3%	10.2%	5.6%	1.5%	1.3%	4.7%	4.0%	3.4%	7.3%	6.2%	2.9%
A book	1.6%	3.1%	2.5%	0.4%	0.8%	1.6%	1.6%	1.1%	3.7%	1.7%	2.2%
Someone else	19.3%	17.7%	32.5%	16.1%	9.8%	19.9%	18.7%	19.7%	13.4%	20.0%	23.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Their parents or close family member	33.4%	32.0%	30.2%	38.3%	33.9%	31.7%	33.2%	35.2%
High school guidance counselor	29.0%	27.6%	33.5%	30.1%	28.9%	27.2%	33.0%	22.0%
A high school teacher of theirs	7.5%	8.0%	7.6%	7.4%	8.5%	8.1%	6.7%	8.9%
A leader in their community (eg. at their place of worship)	4.9%	6.8%	5.1%	5.5%	2.6%	4.7%	4.2%	7.3%
A thoughtful website or YouTube video on the subject matter	4.3%	4.0%	3.1%	2.7%	5.5%	4.5%	4.3%	4.2%
A book	1.6%	0.7%	2.5%	0.6%	1.4%	1.8%	1.3%	2.0%
Someone else	19.3%	20.9%	18.0%	15.4%	19.1%	22.1%	17.3%	20.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Their parents or close family member	33.4%	36.0%	30.6%	19.6%	37.8%	32.1%	27.5%	39.7%
High school guidance counselor	29.0%	30.6%	25.0%	41.3%	26.2%	27.0%	41.9%	20.4%
A high school teacher of theirs	7.5%	6.1%	8.8%	8.3%	6.9%	10.2%	11.6%	7.3%
A leader in their community (eg. at their place of worship)	4.9%	3.3%	5.4%	7.3%	5.7%	6.8%	3.9%	6.7%
A thoughtful website or YouTube video on the subject matter	4.3%	3.5%	6.9%	2.5%	4.0%	4.2%	2.8%	3.9%
A book	1.6%	1.9%	1.9%	2.8%	1.1%	—	0.5%	1.0%
Someone else	19.3%	18.5%	21.5%	18.2%	18.3%	19.7%	11.8%	21.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Their parents or close family member	33.4%	24.2%	46.8%	16.8%	24.4%	48.1%	36.4%	23.4%	32.0%	48.5%
High school guidance counselor	29.0%	37.5%	20.2%	21.5%	39.7%	21.3%	22.3%	41.7%	22.0%	22.5%
A high school teacher of theirs	7.5%	10.0%	5.1%	11.7%	10.5%	5.0%	2.2%	8.1%	8.0%	6.0%
A leader in their community (eg. at their place of worship)	4.9%	3.6%	7.5%	11.9%	2.9%	8.8%	4.5%	3.1%	5.7%	6.3%
A thoughtful website or YouTube video on the subject matter	4.3%	4.1%	2.9%	2.7%	2.1%	2.6%	4.1%	3.8%	6.1%	2.5%
A book	1.6%	1.6%	0.9%	7.1%	0.7%	—	2.4%	1.5%	2.1%	0.9%
Someone else	19.3%	19.0%	16.6%	28.2%	19.7%	14.2%	28.1%	18.3%	24.1%	13.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

6. Which post-high school options did you hear about from a high school counselor

Which post-high school options did you hear about from a high school counselor, if any?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
I didn't talk about options with a high school counselor	48.3%	37.8%	40.5%	53.2%	60.4%	46.5%	50.0%	51.5%	43.0%	39.8%	48.6%
Traditional 4-year college	25.5%	31.7%	30.0%	22.7%	18.4%	26.2%	24.8%	28.4%	22.7%	17.8%	22.9%
Apprenticeship programs	2.7%	5.5%	2.4%	2.0%	1.4%	2.8%	2.7%	1.2%	4.7%	6.1%	5.0%
2-year associates degrees or community college programs	6.9%	10.7%	7.7%	5.4%	4.7%	7.2%	6.7%	4.4%	10.5%	13.1%	9.0%
Entering the workforce directly	5.0%	1.0%	3.3%	8.2%	6.1%	5.7%	4.4%	5.3%	3.7%	5.9%	3.0%
Something else	11.5%	13.3%	16.0%	8.6%	9.1%	11.7%	11.4%	9.3%	15.4%	17.3%	11.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
I didn't talk about options with a high school counselor	48.3%	54.6%	42.7%	46.2%	46.0%	40.6%	49.6%	56.3%
Traditional 4-year college	25.5%	15.3%	25.9%	31.4%	36.8%	31.5%	25.2%	18.1%
Apprenticeship programs	2.7%	2.5%	3.8%	3.4%	2.7%	3.4%	2.1%	3.2%
2-year associates degrees or community college programs	6.9%	7.7%	9.8%	7.1%	3.5%	7.3%	8.2%	2.7%
Entering the workforce directly	5.0%	4.5%	5.4%	3.4%	6.8%	3.4%	4.6%	8.3%
Something else	11.5%	15.4%	12.4%	8.5%	4.1%	13.8%	10.3%	11.5%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted N)	(1,000)	(254)	(245)	(184)	(174)	(291)	(513)	(194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
I didn't talk about options with a high school counselor	48.3%	55.1%	47.7%	44.2%	35.6%	50.7%	37.1%	50.7%
Traditional 4-year college	25.5%	9.5%	26.6%	20.9%	49.5%	40.6%	25.9%	27.3%
Apprenticeship programs	2.7%	2.5%	3.4%	5.6%	1.4%	2.3%	8.3%	2.1%
2-year associates degrees or community college programs	6.9%	7.0%	6.2%	21.3%	4.3%	2.3%	13.1%	5.1%
Entering the workforce directly	5.0%	7.1%	6.7%	1.6%	2.4%	1.5%	8.1%	6.1%
Something else	11.5%	18.8%	9.4%	6.4%	6.7%	2.6%	7.5%	8.6%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted N)	(1,000)	(365)	(219)	(83)	(213)	(120)	(194)	(478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
I didn't talk about options with a high school counselor	48.3%	44.7%	54.5%	42.1%	45.3%	56.5%	65.0%	44.2%	48.7%	53.0%
Traditional 4-year college	25.5%	31.2%	23.4%	36.1%	30.9%	23.3%	26.4%	29.2%	25.4%	20.8%
Apprenticeship programs	2.7%	2.8%	1.9%	8.7%	2.9%	2.1%	1.2%	2.9%	2.1%	3.3%
2-year associates degrees or community college programs	6.9%	7.3%	4.7%	9.1%	8.2%	3.9%	1.9%	9.6%	5.0%	6.2%
Entering the workforce directly	5.0%	4.8%	6.9%	—	3.8%	7.5%	1.8%	4.5%	4.5%	6.4%
Something else	11.5%	9.2%	8.7%	4.0%	8.9%	6.7%	3.8%	9.6%	14.1%	10.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

7. Would you recommend someone choose a job sponsored college program rather than a traditional 4-year college

Over the last few years, to attract job candidates, retailers like Walmart and Target have started offering to pay for their employees' tuition and textbooks at select colleges for select programs. Would you ever recommend someone take this approach rather than going straight from high school to a traditional full-time 4-year college or university?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Yes, I think it would be a good option	62.8%	57.0%	51.5%	68.2%	73.8%	61.5%	64.1%	66.6%	55.3%	60.7%	49.7%
No, I don't think it would be a good option	10.2%	14.4%	13.2%	7.4%	6.7%	14.0%	6.6%	9.2%	11.0%	11.5%	13.9%
Not sure	27.0%	28.6%	35.3%	24.4%	19.6%	24.5%	29.4%	24.2%	33.7%	27.8%	36.4%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Yes, I think it would be a good option	62.8%	58.3%	67.4%	69.6%	67.1%	61.0%	61.0%	69.5%
No, I don't think it would be a good option	10.2%	9.0%	9.1%	10.9%	12.3%	11.8%	11.0%	5.9%
Not sure	27.0%	32.8%	23.4%	19.5%	20.6%	27.1%	28.1%	24.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Total	Education				Higher education system		
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Yes, I think it would be a good option	62.8%	56.8%	62.3%	77.3%	70.1%	61.9%	70.0%	65.3%
No, I don't think it would be a good option	10.2%	9.2%	13.5%	8.3%	6.7%	14.1%	11.9%	11.5%
Not sure	27.0%	34.0%	24.2%	14.3%	23.2%	24.0%	18.1%	23.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Total	Presidential Vote 2020			Presidential Vote 2016			Political leanings		
		Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Yes, I think it would be a good option	62.8%	65.3%	68.2%	52.2%	65.5%	72.9%	52.3%	64.4%	58.3%	67.4%
No, I don't think it would be a good option	10.2%	8.0%	9.7%	18.9%	9.7%	7.9%	18.7%	8.7%	13.1%	7.7%
Not sure	27.0%	26.6%	22.1%	28.8%	24.8%	19.1%	29.0%	26.9%	28.6%	24.9%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

8. Statement Preference - Students should adjust to college experience, or colleges should adjust to student needs

Which statement do you agree with more?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
College is a tried and tested model that has lasted for centuries. Students should do a better job of being part of the traditional college experience.	16.4%	15.1%	13.4%	18.9%	17.3%	20.8%	12.2%	15.4%	21.0%	16.2%	17.8%
Colleges need to do a better job of changing to meet the needs and preferences of students.	61.1%	64.0%	59.7%	56.9%	66.5%	58.4%	63.7%	61.7%	57.3%	59.7%	64.7%
Not sure	22.5%	20.9%	26.9%	24.2%	16.2%	20.8%	24.1%	22.9%	21.8%	24.2%	17.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
College is a tried and tested model that has lasted for centuries. Students should do a better job of being part of the traditional college experience. Colleges need to do a better job of changing to meet the needs and preferences of students.	16.4%	16.6%	18.0%	18.0%	17.0%	18.3%	15.4%	15.8%
Not sure	22.5%	27.0%	19.9%	18.5%	13.6%	21.4%	21.8%	25.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
College is a tried and tested model that has lasted for centuries. Students should do a better job of being part of the traditional college experience. Colleges need to do a better job of changing to meet the needs and preferences of students.	16.4%	18.9%	12.2%	12.4%	16.3%	18.9%	30.9%	13.5%
Not sure	22.5%	31.6%	17.5%	12.8%	18.0%	15.6%	16.9%	17.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
College is a tried and tested model that has lasted for centuries. Students should do a better job of being part of the traditional college experience. Colleges need to do a better job of changing to meet the needs and preferences of students.	16.4%	16.9%	17.5%	12.8%	18.3%	15.6%	23.8%	18.9%	12.0%	19.5%
Not sure	22.5%	18.8%	20.5%	14.8%	17.1%	18.8%	17.7%	18.7%	27.8%	19.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

9. Education proposed change support level - – A system where traditional colleges and universities compete with alternatives outside of traditional college and universities

Below are ways in which the higher ed system could change, please indicate if you would support or oppose each of those changes.

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Strongly Oppose	4.1%	2.9%	5.9%	3.2%	4.6%	5.3%	3.0%	3.6%	5.6%	3.8%	6.1%
Somewhat Oppose	7.4%	13.0%	5.2%	6.8%	5.2%	7.4%	7.3%	7.0%	7.9%	9.0%	6.0%
Support	37.1%	32.3%	32.0%	40.4%	42.7%	36.2%	37.8%	38.6%	28.5%	35.2%	41.5%
Strongly support	26.2%	24.7%	24.4%	27.4%	28.0%	29.7%	22.9%	27.5%	27.5%	23.5%	20.5%
Not sure	25.2%	27.1%	32.5%	22.1%	19.6%	21.2%	29.0%	23.3%	30.5%	28.5%	25.9%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Strongly Oppose	4.1%	7.4%	2.4%	2.4%	4.6%	6.1%	3.2%	3.7%
Somewhat Oppose	7.4%	8.9%	8.7%	7.0%	7.1%	11.2%	4.6%	8.9%
Support	37.1%	30.7%	40.6%	37.3%	44.9%	37.5%	37.6%	35.1%
Strongly support	26.2%	21.4%	25.5%	33.5%	24.5%	22.5%	27.8%	27.2%
Not sure	25.2%	31.7%	22.9%	19.8%	18.8%	22.6%	26.9%	25.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Strongly Oppose	4.1%	4.4%	4.5%	3.7%	1.5%	7.2%	7.3%	4.0%
Somewhat Oppose	7.4%	8.7%	8.8%	6.6%	3.8%	6.4%	13.8%	6.8%
Support	37.1%	32.5%	34.8%	41.4%	45.1%	40.3%	37.4%	35.9%
Strongly support	26.2%	19.9%	28.1%	33.5%	31.7%	29.9%	25.5%	34.0%
Not sure	25.2%	34.5%	23.8%	14.8%	17.9%	16.2%	16.0%	19.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020				Presidential Vote 2016			Political leanings		
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Strongly Oppose	4.1%	5.2%	2.6%	9.1%	5.7%	2.0%	10.6%	5.9%	4.4%	1.4%
Somewhat Oppose	7.4%	7.0%	6.4%	8.1%	7.2%	6.1%	3.8%	8.5%	5.5%	8.7%
Support	37.1%	39.3%	39.7%	24.6%	37.8%	42.1%	31.8%	37.1%	33.4%	42.3%
Strongly support	26.2%	24.7%	32.5%	21.5%	26.0%	32.9%	39.1%	24.8%	25.6%	29.0%
Not sure	25.2%	23.8%	18.8%	36.6%	23.3%	16.8%	14.7%	23.7%	31.1%	18.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

10. Education proposed change support level - - A system that offers more partnerships with external employers where work experience could also receive academic credit

Below are ways in which the higher ed system could change, please indicate if you would support or oppose each of those changes.

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Strongly Oppose	2.7%	1.8%	5.1%	2.2%	1.5%	4.3%	1.2%	1.6%	3.4%	3.2%	8.6%
Somewhat Oppose	3.2%	5.1%	2.5%	3.8%	1.5%	3.0%	3.5%	1.9%	3.0%	8.2%	4.1%
Support	29.9%	27.9%	24.0%	32.8%	34.4%	32.3%	27.6%	30.0%	29.5%	29.8%	29.7%
Strongly support	51.1%	47.5%	46.1%	53.1%	57.6%	47.7%	54.4%	56.6%	44.8%	40.5%	40.4%
Not sure	13.0%	17.7%	22.3%	8.1%	5.0%	12.7%	13.3%	9.9%	19.3%	18.3%	17.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Strongly Oppose	2.7%	4.8%	0.7%	4.0%	2.4%	5.0%	1.8%	1.7%
Somewhat Oppose	3.2%	3.7%	2.4%	3.3%	3.4%	3.0%	3.3%	3.5%
Support	29.9%	32.5%	29.4%	26.7%	32.2%	32.1%	29.0%	29.4%
Strongly support	51.1%	41.5%	55.8%	57.9%	55.2%	46.6%	53.4%	51.3%
Not sure	13.0%	17.6%	11.7%	8.0%	6.9%	13.3%	12.6%	14.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Strongly Oppose	2.7%	2.6%	3.0%	2.4%	3.1%	2.1%	4.5%	2.8%
Somewhat Oppose	3.2%	4.3%	2.4%	2.0%	1.7%	4.7%	5.2%	2.9%
Support	29.9%	33.5%	26.3%	32.3%	28.6%	25.0%	29.7%	28.8%
Strongly support	51.1%	39.0%	56.0%	57.1%	60.8%	62.5%	50.8%	57.2%
Not sure	13.0%	20.6%	12.2%	6.1%	5.8%	5.8%	9.9%	8.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020				Presidential Vote 2016			Political leanings		
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Strongly Oppose	2.7%	3.2%	2.9%	1.5%	2.6%	2.8%	9.1%	3.0%	3.3%	1.5%
Somewhat Oppose	3.2%	2.4%	1.6%	10.0%	2.5%	1.8%	1.9%	4.6%	2.6%	2.4%
Support	29.9%	28.4%	31.7%	19.2%	29.4%	31.9%	25.4%	30.2%	27.6%	32.9%
Strongly support	51.1%	53.6%	57.0%	57.6%	56.0%	60.2%	56.2%	50.5%	48.2%	56.2%
Not sure	13.0%	12.3%	6.9%	11.7%	9.6%	3.4%	7.3%	11.6%	18.3%	7.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

11. Education proposed change support level - – A system that provides more personalization or asynchronous learning, such as lectures done by recorded video and additional learning performed in-person

Below are ways in which the higher ed system could change, please indicate if you would support or oppose each of those changes.

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Strongly Oppose	4.1%	4.8%	4.8%	4.8%	1.5%	6.5%	1.9%	3.4%	–	8.4%	7.0%
Somewhat Oppose	12.2%	13.0%	7.8%	10.7%	18.8%	13.5%	10.9%	13.2%	6.6%	13.8%	9.3%
Support	38.4%	37.8%	34.3%	40.9%	40.0%	39.7%	37.1%	39.9%	40.7%	30.9%	37.8%
Strongly support	26.5%	28.7%	28.7%	25.0%	23.9%	25.3%	27.6%	26.6%	27.3%	24.3%	28.6%
Not sure	18.9%	15.7%	24.4%	18.7%	15.8%	15.1%	22.6%	16.9%	25.4%	22.5%	17.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Strongly Oppose	4.1%	4.6%	2.8%	5.3%	3.6%	6.8%	3.2%	2.5%
Somewhat Oppose	12.2%	13.1%	10.1%	12.0%	14.8%	10.3%	12.0%	15.4%
Support	38.4%	32.5%	41.1%	40.3%	42.9%	35.4%	39.2%	40.5%
Strongly support	26.5%	27.6%	27.0%	26.7%	26.0%	29.5%	27.9%	18.1%
Not sure	18.9%	22.2%	19.0%	15.7%	12.7%	18.0%	17.7%	23.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Strongly Oppose	4.1%	4.9%	3.5%	3.7%	4.1%	2.9%	7.6%	4.3%
Somewhat Oppose	12.2%	12.3%	13.1%	7.0%	10.8%	15.9%	6.0%	15.4%
Support	38.4%	30.0%	43.0%	45.1%	43.6%	44.2%	38.9%	39.3%
Strongly support	26.5%	25.3%	24.1%	36.0%	29.1%	23.9%	36.4%	26.2%
Not sure	18.9%	27.6%	16.2%	8.1%	12.5%	13.0%	11.2%	14.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020				Presidential Vote 2016			Political leanings		
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Strongly Oppose	4.1%	3.2%	4.7%	—	2.2%	4.8%	15.0%	3.7%	3.7%	5.3%
Somewhat Oppose	12.2%	9.6%	15.4%	22.9%	9.0%	15.2%	10.5%	11.0%	12.1%	13.8%
Support	38.4%	38.4%	41.7%	33.1%	41.3%	42.1%	40.5%	39.3%	36.0%	40.6%
Strongly support	26.5%	32.5%	22.5%	21.3%	31.2%	23.7%	24.7%	30.7%	23.7%	25.1%
Not sure	18.9%	16.3%	15.7%	22.7%	16.3%	14.1%	9.2%	15.3%	24.6%	15.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

12. Education proposed change support level - – A system with more choice in credentials, including non-degree credentials

Below are ways in which the higher ed system could change, please indicate if you would support or oppose each of those changes.

	Age					Gender		Race			
	Total	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Strongly Oppose	2.0%	1.3%	4.6%	1.7%	0.1%	3.1%	1.0%	1.5%	–	3.9%	4.9%
Somewhat Oppose	5.8%	4.5%	4.5%	6.5%	7.3%	8.2%	3.4%	6.3%	2.9%	3.4%	10.3%
Somewhat Support	36.7%	35.3%	27.4%	38.0%	47.2%	37.2%	36.2%	40.4%	28.5%	35.5%	23.8%
Strongly support	34.9%	36.9%	36.9%	35.0%	30.3%	32.9%	36.8%	32.9%	45.1%	32.2%	40.2%
Not sure	20.6%	22.0%	26.6%	18.8%	15.1%	18.6%	22.6%	19.0%	23.5%	25.0%	20.7%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Strongly Oppose	2.0%	4.2%	–	1.3%	2.3%	3.6%	1.5%	1.0%
Somewhat Oppose	5.8%	2.7%	7.7%	6.0%	7.1%	7.0%	5.0%	5.9%
Somewhat Support	36.7%	31.4%	38.8%	36.7%	48.6%	30.9%	38.4%	40.8%
Strongly support	34.9%	36.4%	39.8%	37.5%	28.3%	39.4%	33.5%	31.6%
Not sure	20.6%	25.4%	13.7%	18.5%	13.7%	19.1%	21.7%	20.7%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Strongly Oppose	2.0%	2.0%	2.7%	1.7%	2.0%	1.0%	2.2%	2.9%
Somewhat Oppose	5.8%	5.3%	7.2%	—	4.0%	11.5%	6.7%	7.7%
Support	36.7%	33.6%	33.1%	35.5%	41.9%	46.5%	38.1%	36.9%
Strongly support	34.9%	31.3%	39.0%	49.9%	36.2%	26.0%	41.2%	36.0%
Not sure	20.6%	27.8%	17.9%	12.9%	15.9%	15.0%	11.8%	16.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020				Presidential Vote 2016			Political leanings		
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Strongly Oppose	2.0%	1.6%	3.2%	1.5%	1.2%	1.9%	13.9%	1.8%	2.5%	1.7%
Somewhat Oppose	5.8%	3.9%	9.2%	6.9%	3.6%	9.0%	3.0%	4.1%	5.5%	8.3%
Support	36.7%	37.7%	39.4%	26.6%	36.9%	43.6%	36.2%	38.1%	33.4%	39.7%
Strongly support	34.9%	38.3%	31.4%	44.2%	40.3%	31.8%	30.9%	39.5%	31.9%	33.2%
Not sure	20.6%	18.6%	16.8%	20.8%	17.9%	13.7%	16.0%	16.6%	26.7%	17.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

13. Education proposed change support level - – A system where it is easier to transfer credits between colleges and universities for students interested in changing college or university

Below are ways in which the higher ed system could change, please indicate if you would support or oppose each of those changes.

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Strongly Oppose	2.0%	2.5%	3.3%	2.1%	—	3.3%	0.8%	1.5%	1.6%	3.8%	3.1%
Somewhat Oppose	3.8%	8.0%	3.8%	2.8%	1.1%	4.6%	3.0%	2.3%	4.2%	8.4%	5.1%
Somewhat Support	22.3%	23.0%	19.6%	21.3%	26.5%	22.6%	22.1%	21.3%	18.2%	24.4%	31.2%
Strongly support	59.7%	52.7%	52.8%	64.7%	67.1%	57.0%	62.3%	64.5%	61.5%	45.9%	48.2%
Not sure	12.2%	13.8%	20.5%	9.2%	5.3%	12.6%	11.8%	10.3%	14.5%	17.4%	12.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Strongly Oppose	2.0%	4.7%	0.4%	1.2%	2.7%	4.4%	1.1%	0.8%
Somewhat Oppose	3.8%	4.0%	4.8%	2.1%	3.9%	5.5%	3.2%	2.9%
Somewhat Support	22.3%	20.8%	27.8%	21.2%	19.4%	22.5%	22.4%	22.0%
Strongly support	59.7%	51.9%	58.5%	65.9%	69.7%	54.0%	62.6%	60.1%
Not sure	12.2%	18.6%	8.5%	9.5%	4.2%	13.5%	10.6%	14.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Strongly Oppose	2.0%	2.8%	2.1%	1.5%	0.8%	1.6%	3.8%	2.3%
Somewhat Oppose	3.8%	5.1%	4.2%	3.2%	1.3%	3.3%	9.1%	2.7%
Support	22.3%	22.6%	21.0%	16.3%	24.2%	24.8%	22.1%	23.4%
Strongly support	59.7%	48.0%	62.9%	76.0%	68.6%	67.1%	56.6%	64.1%
Not sure	12.2%	21.6%	9.8%	3.0%	5.0%	3.1%	8.3%	7.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020				Presidential Vote 2016			Political leanings		
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Strongly Oppose	2.0%	2.2%	1.9%	—	0.8%	2.0%	11.2%	2.6%	2.0%	1.3%
Somewhat Oppose	3.8%	1.8%	3.0%	6.9%	1.9%	2.0%	—	3.0%	3.8%	4.8%
Support	22.3%	20.7%	25.3%	18.2%	19.7%	25.3%	20.5%	21.8%	21.0%	24.9%
Strongly support	59.7%	66.7%	60.1%	64.6%	70.3%	65.2%	63.5%	63.6%	55.7%	60.5%
Not sure	12.2%	8.7%	9.7%	10.2%	7.3%	5.5%	4.8%	9.0%	17.5%	8.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

14. Education proposed change support level - – A system with generally lower tuition, even if it meant cutting back on in-person learning and scaling back the use of physical space on campus

Below are ways in which the higher ed system could change, please indicate if you would support or oppose each of those changes.

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Strongly Oppose	3.8%	2.2%	6.0%	4.3%	2.1%	4.1%	3.6%	3.3%	0.7%	6.9%	5.9%
Somewhat Oppose	9.2%	10.0%	5.9%	9.6%	11.8%	9.9%	8.6%	9.4%	6.0%	9.0%	12.8%
Support	31.5%	28.8%	26.1%	32.9%	38.5%	32.8%	30.3%	33.2%	28.6%	27.9%	29.7%
Strongly support	36.0%	35.1%	37.4%	36.9%	33.6%	35.4%	36.5%	37.1%	39.8%	29.4%	34.7%
Not sure	19.5%	23.8%	24.7%	16.3%	14.0%	17.8%	21.1%	17.0%	24.8%	26.8%	17.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Strongly Oppose	3.8%	5.4%	3.1%	1.3%	5.6%	6.8%	2.3%	3.3%
Somewhat Oppose	9.2%	9.3%	10.7%	6.5%	14.2%	6.5%	10.0%	11.4%
Support	31.5%	27.1%	36.0%	36.5%	31.0%	29.7%	31.7%	34.0%
Strongly support	36.0%	32.3%	35.2%	42.8%	38.1%	33.4%	36.8%	36.6%
Not sure	19.5%	25.9%	15.0%	12.9%	11.0%	23.5%	19.2%	14.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Strongly Oppose	3.8%	4.0%	4.3%	3.0%	2.7%	4.7%	6.0%	4.4%
Somewhat Oppose	9.2%	9.9%	7.8%	9.7%	5.4%	16.1%	8.0%	9.8%
Support	31.5%	30.6%	27.5%	33.0%	34.8%	35.5%	32.6%	32.2%
Strongly support	36.0%	29.5%	38.7%	47.9%	42.4%	33.2%	39.5%	38.9%
Not sure	19.5%	26.0%	21.8%	6.4%	14.7%	10.5%	13.9%	14.7%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020				Presidential Vote 2016			Political leanings		
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Strongly Oppose	3.8%	3.2%	5.8%	0.9%	2.9%	4.9%	11.5%	2.8%	4.0%	5.0%
Somewhat Oppose	9.2%	9.4%	8.5%	—	9.2%	10.2%	2.9%	10.3%	8.8%	8.5%
Support	31.5%	31.8%	35.6%	13.9%	34.0%	33.5%	31.8%	32.6%	28.5%	34.4%
Strongly support	36.0%	38.5%	34.3%	43.1%	39.0%	38.3%	40.7%	38.7%	33.0%	36.7%
Not sure	19.5%	17.1%	15.8%	42.1%	14.9%	13.1%	13.1%	15.6%	25.8%	15.4%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

15. Education proposed change support level - -- De-bundling the college experience where people may only pay for coursework and academic resources but forgo additional amenities

Below are ways in which the higher ed system could change, please indicate if you would support or oppose each of those changes.

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Strongly Oppose	3.1%	3.9%	4.3%	2.2%	2.0%	4.4%	1.8%	2.5%	5.8%	2.3%	5.0%
Somewhat Oppose	7.9%	10.2%	5.2%	9.0%	7.4%	10.0%	6.0%	7.6%	6.7%	11.1%	6.0%
Support	32.3%	28.7%	25.8%	34.3%	40.5%	33.5%	31.2%	33.2%	26.4%	35.1%	28.9%
Strongly support	32.5%	30.9%	33.3%	33.0%	32.3%	31.5%	33.4%	36.0%	27.8%	23.4%	30.8%
Not sure	24.2%	26.2%	31.5%	21.5%	17.8%	20.6%	27.7%	20.7%	33.3%	28.3%	29.4%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Strongly Oppose	3.1%	4.7%	4.0%	1.8%	2.7%	6.4%	1.4%	2.5%
Somewhat Oppose	7.9%	5.7%	12.0%	6.5%	11.3%	9.0%	8.5%	5.1%
Support	32.3%	28.9%	32.6%	33.9%	40.3%	28.2%	32.8%	37.2%
Strongly support	32.5%	27.0%	29.7%	42.7%	30.0%	28.5%	35.0%	31.1%
Not sure	24.2%	33.6%	21.7%	15.1%	15.6%	27.9%	22.3%	24.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Strongly Oppose	3.1%	2.9%	3.6%	2.5%	2.0%	4.6%	5.7%	1.9%
Somewhat Oppose	7.9%	6.2%	8.3%	7.3%	8.5%	12.6%	17.1%	6.3%
Support	32.3%	30.0%	29.0%	39.2%	37.7%	32.5%	35.5%	34.2%
Strongly support	32.5%	27.1%	35.1%	32.1%	39.4%	34.4%	27.4%	39.2%
Not sure	24.2%	33.7%	24.0%	18.9%	12.5%	15.9%	14.3%	18.4%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020				Presidential Vote 2016			Political leanings		
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Strongly Oppose	3.1%	3.2%	3.7%	9.0%	3.1%	2.3%	7.2%	3.7%	2.3%	3.3%
Somewhat Oppose	7.9%	9.0%	7.0%	—	8.7%	8.1%	1.2%	11.5%	5.8%	6.5%
Support	32.3%	32.8%	35.6%	12.0%	33.4%	37.3%	34.4%	32.0%	30.0%	36.1%
Strongly support	32.5%	32.2%	35.6%	55.0%	33.8%	36.0%	41.6%	31.5%	33.3%	32.6%
Not sure	24.2%	22.8%	18.1%	24.0%	21.0%	16.2%	15.6%	21.4%	28.6%	21.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

16. More or less demand for online college classes in the future

Do you think there will be more or less demand for online classes at college in the future?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
More	62.0%	48.8%	55.5%	69.3%	71.6%	63.3%	60.8%	67.4%	58.1%	48.9%	53.5%
The same	15.1%	22.3%	16.5%	11.8%	11.3%	13.8%	16.3%	12.5%	19.3%	21.1%	16.3%
Less	7.4%	13.4%	7.4%	4.9%	5.4%	8.6%	6.3%	5.7%	8.0%	11.4%	11.4%
Not sure	15.5%	15.5%	20.6%	14.0%	11.6%	14.3%	16.6%	14.4%	14.6%	18.6%	18.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
More	62.0%	55.2%	63.2%	71.2%	66.2%	58.4%	63.5%	62.9%
The same	15.1%	16.0%	16.7%	12.8%	14.8%	15.3%	16.5%	11.3%
Less	7.4%	8.5%	5.7%	6.2%	10.8%	9.9%	5.7%	8.4%
Not sure	15.5%	20.3%	14.4%	9.9%	8.2%	16.3%	14.3%	17.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Total	Education				Higher education system		
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
More	62.0%	56.3%	60.2%	73.2%	66.9%	68.7%	66.5%	65.3%
The same	15.1%	15.2%	13.3%	14.0%	16.4%	16.9%	18.8%	13.1%
Less	7.4%	6.7%	11.0%	2.3%	7.9%	5.8%	6.7%	9.8%
Not sure	15.5%	21.8%	15.5%	10.6%	8.9%	8.6%	8.0%	11.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
More	62.0%	67.0%	64.3%	56.0%	72.4%	68.4%	62.4%	65.4%	59.1%	61.8%
The same	15.1%	15.3%	11.0%	19.1%	13.3%	11.6%	10.1%	17.6%	13.4%	14.3%
Less	7.4%	4.3%	9.8%	10.7%	2.5%	7.7%	11.2%	3.2%	9.8%	9.5%
Not sure	15.5%	13.4%	14.8%	14.2%	11.7%	12.3%	16.3%	13.8%	17.7%	14.4%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

17. Do employers value an all online degree more or less than an in-person degree

Do you think employers value an all online degree the more or less than an in-person degree?

	Age					Gender		Race			
	Total	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
More	4.6%	3.6%	6.1%	5.0%	3.5%	5.8%	3.6%	3.6%	6.0%	6.9%	5.9%
The same	28.6%	36.2%	25.4%	26.2%	28.3%	29.2%	27.9%	26.6%	36.4%	36.3%	17.2%
Less	36.0%	35.2%	32.9%	34.9%	42.1%	37.3%	34.7%	38.3%	26.8%	27.5%	48.1%
Not sure	30.8%	25.0%	35.7%	33.9%	26.0%	27.7%	33.8%	31.5%	30.9%	29.2%	28.9%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
More	4.6%	5.1%	4.8%	5.8%	2.5%	5.9%	4.7%	1.9%
The same	28.6%	29.0%	37.6%	32.5%	25.8%	31.4%	26.6%	29.0%
Less	36.0%	29.0%	33.7%	34.5%	52.9%	34.0%	35.8%	40.0%
Not sure	30.8%	36.9%	23.8%	27.2%	18.7%	28.7%	32.9%	29.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
More	4.6%	6.7%	1.9%	3.4%	6.4%	0.7%	8.2%	4.6%
The same	28.6%	29.7%	28.3%	37.1%	32.3%	12.7%	36.9%	28.4%
Less	36.0%	24.9%	41.4%	28.7%	38.2%	65.1%	31.4%	42.3%
Not sure	30.8%	38.7%	28.3%	30.8%	23.1%	21.5%	23.5%	24.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
More	4.6%	4.8%	4.9%	—	5.2%	5.3%	—	5.6%	3.7%	4.7%
The same	28.6%	25.8%	31.2%	20.9%	25.2%	30.1%	23.6%	28.3%	28.9%	28.4%
Less	36.0%	39.7%	35.6%	63.0%	41.9%	37.6%	43.0%	38.1%	32.5%	38.4%
Not sure	30.8%	29.7%	28.3%	16.1%	27.7%	26.9%	33.3%	28.0%	34.9%	28.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

18. Why will there be more demand for online college classes in the future

What is the main reason why you think there will be more demand for online college classes in the future?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
The quality of instruction will improve	2.5%	1.5%	3.2%	2.4%	2.8%	3.2%	1.9%	3.2%	—	1.4%	2.2%
It will better accommodate the schedules of all students	49.7%	56.2%	50.5%	48.7%	46.2%	48.4%	51.0%	51.8%	49.2%	38.2%	51.4%
It will allow for lower tuition	18.9%	11.4%	17.4%	19.7%	24.2%	20.4%	17.5%	18.7%	14.0%	30.1%	9.4%
It will allow colleges to offer more variety of majors, degrees, or credentials	11.4%	9.8%	7.1%	11.6%	15.9%	9.9%	12.8%	10.7%	14.8%	15.2%	5.8%
It would allow colleges to make more money	4.6%	9.2%	5.6%	3.6%	1.9%	5.5%	3.6%	3.8%	4.4%	7.5%	6.5%
It will allow students to live closer to family	4.1%	5.3%	3.8%	4.2%	3.6%	4.5%	3.8%	2.5%	14.2%	—	11.3%
Something else	8.8%	6.5%	12.4%	9.8%	5.4%	8.2%	9.4%	9.4%	3.4%	7.6%	13.3%
Totals (Unweighted N)	100.0% (633)	100.0% (100)	100.0% (142)	100.0% (242)	100.0% (149)	100.0% (311)	100.0% (322)	100.0% (444)	100.0% (62)	100.0% (77)	100.0% (50)

	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
The quality of instruction will improve	2.5%	2.6%	1.4%	2.6%	3.9%	3.2%	2.4%	1.9%
It will better accommodate the schedules of all students	49.7%	46.8%	49.6%	51.9%	51.8%	56.0%	47.6%	46.9%
It will allow for lower tuition	18.9%	21.8%	18.1%	18.4%	22.8%	13.0%	20.4%	23.6%
It will allow colleges to offer more variety of majors, degrees, or credentials	11.4%	10.6%	11.6%	12.4%	9.3%	11.9%	11.3%	11.0%
It would allow colleges to make more money	4.6%	5.5%	4.9%	4.1%	3.0%	5.5%	4.6%	3.3%
It will allow students to live closer to family	4.1%	1.9%	4.5%	3.9%	2.6%	3.6%	3.7%	4.7%
Something else	8.8%	10.7%	9.8%	6.7%	6.5%	6.8%	10.0%	8.6%
Totals (Unweighted N)	100.0% (633)	100.0% (141)	100.0% (160)	100.0% (132)	100.0% (116)	100.0% (177)	100.0% (330)	100.0% (124)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
The quality of instruction will improve	2.5%	3.1%	3.0%	1.5%	1.5%	2.7%	4.8%	2.2%
It will better accommodate the schedules of all students	49.7%	42.5%	56.7%	42.2%	53.3%	57.9%	51.2%	47.5%
It will allow for lower tuition	18.9%	26.1%	12.9%	10.6%	19.2%	15.0%	14.5%	19.8%
It will allow colleges to offer more variety of majors, degrees, or credentials	11.4%	11.0%	8.5%	21.6%	14.3%	4.5%	14.2%	9.5%
It would allow colleges to make more money	4.6%	5.2%	4.6%	4.6%	3.2%	5.0%	5.5%	5.4%
It will allow students to live closer to family	4.1%	5.3%	4.3%	7.8%	1.9%	1.5%	2.0%	4.3%
Something else	8.8%	6.8%	10.1%	11.7%	6.6%	13.4%	7.9%	11.4%
Totals (Unweighted N)	100.0% (633)	100.0% (209)	100.0% (141)	100.0% (58)	100.0% (142)	100.0% (83)	100.0% (130)	100.0% (318)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
The quality of instruction will improve	2.5%	2.4%	3.2%	—	1.8%	3.7%	5.7%	1.7%	2.6%	3.6%
It will better accommodate the schedules of all students	49.7%	49.6%	48.9%	49.1%	49.8%	46.3%	48.5%	51.7%	48.4%	48.9%
It will allow for lower tuition	18.9%	20.5%	18.8%	9.5%	23.4%	18.1%	24.0%	20.3%	17.8%	18.5%
It will allow colleges to offer more variety of majors, degrees, or credentials	11.4%	13.0%	9.5%	28.8%	11.8%	9.8%	—	12.2%	10.1%	12.0%
It would allow colleges to make more money	4.6%	4.6%	3.5%	3.4%	3.8%	4.5%	3.0%	2.6%	6.7%	4.3%
It will allow students to live closer to family	4.1%	4.3%	3.3%	—	4.2%	4.2%	2.7%	4.0%	5.4%	2.7%
Something else	8.8%	5.6%	12.8%	9.3%	5.2%	13.5%	16.1%	7.7%	9.0%	10.0%
Totals (Unweighted N)	100.0% (633)	100.0% (331)	100.0% (204)	100.0% (20)	100.0% (231)	100.0% (169)	100.0% (50)	100.0% (249)	100.0% (242)	100.0% (142)

19. Opinion of quality of education in hybrid classes compared to regular in-person classes

Many current college students have expressed an increased interest in hybrid classes—those taught both in-person and on-line to some extent. Do you think hybrid classes would be better, worse, or the same in terms of the quality of education compared to regular in-person classes?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Hybrid classes would be better	26.5%	24.8%	27.8%	27.7%	24.4%	26.2%	26.7%	24.4%	27.5%	31.1%	31.0%
Hybrid classes would be about the same	34.1%	35.5%	28.6%	33.6%	40.1%	32.7%	35.4%	35.2%	32.3%	34.4%	28.0%
Hybrid classes would be worse	12.2%	14.5%	11.4%	12.6%	10.5%	14.3%	10.2%	14.0%	7.9%	6.4%	15.9%
Not sure	27.2%	25.2%	32.2%	26.1%	25.0%	26.8%	27.7%	26.3%	32.3%	28.0%	25.1%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Hybrid classes would be better	26.5%	28.6%	24.1%	24.9%	29.1%	31.7%	23.1%	27.0%
Hybrid classes would be about the same	34.1%	26.7%	43.9%	41.0%	32.1%	27.2%	39.2%	30.8%
Hybrid classes would be worse	12.2%	7.3%	10.3%	14.2%	19.1%	13.9%	11.6%	11.6%
Not sure	27.2%	37.4%	21.7%	20.0%	19.7%	27.2%	26.1%	30.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Hybrid classes would be better	26.5%	22.6%	27.3%	37.9%	29.4%	24.7%	29.2%	28.3%
Hybrid classes would be about the same	34.1%	31.2%	30.6%	38.0%	40.8%	36.7%	43.3%	33.9%
Hybrid classes would be worse	12.2%	7.1%	15.5%	9.0%	15.9%	19.6%	10.5%	15.3%
Not sure	27.2%	39.1%	26.6%	15.2%	13.9%	19.0%	16.9%	22.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Hybrid classes would be better	26.5%	32.6%	24.0%	20.8%	34.3%	23.3%	27.7%	30.1%	25.4%	23.2%
Hybrid classes would be about the same	34.1%	34.5%	34.7%	35.2%	34.4%	38.0%	29.5%	38.4%	29.1%	35.6%
Hybrid classes would be worse	12.2%	11.4%	15.1%	8.8%	10.5%	15.9%	17.9%	10.4%	11.9%	15.0%
Not sure	27.2%	21.5%	26.2%	35.2%	20.8%	22.8%	25.0%	21.0%	33.5%	26.1%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

20. Is it better to get a credential from a reputable tech company or attend a prestigious college

Suppose a family member is trying to decide between a credential provided by a reputable tech company with a high likelihood of landing a job or attending a highly prestigious college. Which direction would you generally advise them to go?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Online education program provided by tech company	50.7%	45.7%	41.7%	55.8%	58.3%	49.0%	52.3%	53.1%	53.4%	45.3%	39.6%
Prestigious college	15.9%	18.9%	14.4%	15.9%	14.8%	19.1%	13.0%	14.6%	12.4%	17.2%	28.4%
Not sure	33.4%	35.4%	43.8%	28.3%	26.9%	32.0%	34.7%	32.3%	34.2%	37.5%	32.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Online education program provided by tech company	50.7%	44.7%	54.5%	61.1%	44.1%	45.0%	52.8%	53.6%
Prestigious college	15.9%	15.2%	15.4%	14.4%	26.0%	18.2%	14.3%	17.0%
Not sure	33.4%	40.0%	30.1%	24.6%	29.9%	36.8%	32.9%	29.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Online education program provided by tech company	50.7%	48.2%	55.1%	63.8%	54.4%	34.8%	50.0%	58.2%
Prestigious college	15.9%	13.6%	14.9%	8.8%	15.3%	32.3%	23.2%	14.9%
Not sure	33.4%	38.2%	30.1%	27.4%	30.3%	32.9%	26.7%	26.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Online education program provided by tech company	50.7%	46.8%	61.5%	28.8%	45.7%	67.6%	46.4%	45.8%	49.4%	59.0%
Prestigious college	15.9%	21.7%	9.6%	24.7%	22.4%	8.0%	31.6%	23.0%	12.7%	11.5%
Not sure	33.4%	31.5%	28.9%	46.5%	31.9%	24.3%	22.0%	31.3%	37.9%	29.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

21. Effect on likelihood to recommend online education - -- There was a strong guarantee of a good job after completion of the program

For the situations below, would they make you much more likely, somewhat more likely, or not more likely to recommend they pursue the online education program?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Not more likely	4.5%	4.2%	5.6%	4.8%	3.0%	5.4%	3.7%	3.0%	4.8%	5.5%	12.6%
Somewhat more likely	25.1%	29.2%	20.0%	24.1%	28.6%	23.9%	26.2%	23.4%	25.2%	32.2%	23.9%
Much more likely	56.4%	48.0%	51.2%	60.3%	64.9%	58.0%	54.9%	61.0%	53.7%	44.2%	49.7%
Not sure	14.0%	18.6%	23.2%	10.7%	3.5%	12.7%	15.2%	12.5%	16.3%	18.1%	13.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Not more likely	4.5%	5.3%	5.4%	2.9%	3.8%	6.0%	4.4%	2.4%
Somewhat more likely	25.1%	22.7%	26.1%	25.0%	29.3%	28.3%	25.0%	20.9%
Much more likely	56.4%	49.9%	58.9%	63.1%	62.5%	51.2%	56.7%	62.6%
Not sure	14.0%	22.1%	9.6%	8.9%	4.3%	14.5%	13.8%	14.1%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Not more likely	4.5%	3.8%	6.4%	3.1%	3.3%	6.1%	4.3%	5.8%
Somewhat more likely	25.1%	24.9%	23.7%	23.6%	25.6%	28.7%	27.7%	25.1%
Much more likely	56.4%	49.6%	60.2%	63.3%	61.1%	59.4%	59.5%	59.4%
Not sure	14.0%	21.7%	9.7%	10.0%	10.0%	5.9%	8.5%	9.7%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Not more likely	4.5%	5.8%	3.6%	15.8%	6.3%	1.6%	17.5%	5.6%	5.1%	2.2%
Somewhat more likely	25.1%	25.3%	22.7%	8.9%	25.8%	24.0%	16.7%	27.4%	22.8%	25.4%
Much more likely	56.4%	56.9%	63.0%	56.2%	57.3%	68.3%	56.4%	55.4%	53.6%	61.9%
Not sure	14.0%	12.0%	10.7%	19.1%	10.6%	6.1%	9.4%	11.6%	18.5%	10.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

22. Effect on likelihood to recommend online education - - The experience simply gave them more fulfillment than attending college

For the situations below, would they make you much more likely, somewhat more likely, or not more likely to recommend they pursue the online education program?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Not more likely	17.8%	12.6%	17.3%	19.6%	20.7%	21.3%	14.4%	18.3%	13.6%	14.0%	26.7%
Somewhat more likely	31.0%	38.6%	21.3%	32.0%	33.3%	29.8%	32.1%	29.6%	37.9%	32.4%	28.4%
Much more likely	31.2%	28.0%	34.0%	31.5%	30.4%	31.5%	30.9%	33.5%	26.6%	29.4%	23.9%
Not sure	20.1%	20.8%	27.4%	16.9%	15.7%	17.4%	22.6%	18.6%	22.0%	24.1%	20.9%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Not more likely	17.8%	15.6%	16.1%	25.8%	20.3%	16.1%	18.6%	18.3%
Somewhat more likely	31.0%	22.0%	38.5%	27.3%	39.4%	31.1%	32.2%	28.2%
Much more likely	31.2%	32.7%	31.9%	32.0%	31.7%	34.2%	29.4%	30.3%
Not sure	20.1%	29.7%	13.5%	14.9%	8.5%	18.6%	19.8%	23.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Not more likely	17.8%	9.9%	18.3%	22.8%	21.2%	34.3%	13.9%	21.9%
Somewhat more likely	31.0%	28.4%	32.6%	39.0%	31.5%	29.9%	30.6%	32.7%
Much more likely	31.2%	33.3%	31.1%	24.6%	32.5%	26.2%	42.7%	29.9%
Not sure	20.1%	28.3%	18.0%	13.6%	14.7%	9.5%	12.8%	15.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Not more likely	17.8%	16.9%	21.4%	16.4%	20.3%	21.1%	27.7%	19.7%	13.2%	22.0%
Somewhat more likely	31.0%	31.7%	32.1%	14.6%	32.6%	31.7%	28.1%	30.9%	30.9%	31.2%
Much more likely	31.2%	33.4%	30.2%	48.3%	32.6%	32.3%	23.4%	32.3%	30.5%	30.8%
Not sure	20.1%	18.0%	16.3%	20.7%	14.6%	15.0%	20.8%	17.2%	25.4%	16.1%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

23. Effect on likelihood to recommend online education - - It would prevent them from going into debt

For the situations below, would they make you much more likely, somewhat more likely, or not more likely to recommend they pursue the online education program?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Not more likely	6.3%	3.5%	7.7%	6.2%	7.2%	7.1%	5.5%	4.5%	2.3%	12.2%	13.3%
Somewhat more likely	23.5%	29.6%	16.9%	23.9%	24.6%	24.0%	23.0%	22.9%	21.4%	25.8%	26.4%
Much more likely	55.9%	46.7%	52.4%	60.4%	62.5%	55.3%	56.5%	59.6%	57.9%	43.8%	49.8%
Not sure	14.3%	20.2%	23.0%	9.5%	5.6%	13.6%	15.0%	13.1%	18.4%	18.2%	10.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Not more likely	6.3%	9.3%	6.1%	3.6%	7.9%	6.0%	6.4%	6.2%
Somewhat more likely	23.5%	19.4%	25.2%	31.6%	22.6%	20.9%	25.0%	23.2%
Much more likely	55.9%	48.8%	61.2%	54.9%	64.3%	56.1%	56.2%	54.8%
Not sure	14.3%	22.5%	7.6%	9.9%	5.2%	16.9%	12.3%	15.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Not more likely	6.3%	6.6%	6.2%	6.8%	5.4%	6.2%	6.5%	6.4%
Somewhat more likely	23.5%	20.8%	23.6%	20.5%	26.1%	30.1%	32.3%	22.1%
Much more likely	55.9%	51.8%	57.6%	62.7%	59.0%	56.9%	53.0%	60.7%
Not sure	14.3%	20.8%	12.6%	10.0%	9.5%	6.8%	8.2%	10.9%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Not more likely	6.3%	6.2%	6.5%	4.2%	5.6%	5.5%	17.0%	6.8%	6.6%	5.0%
Somewhat more likely	23.5%	24.4%	22.4%	24.8%	24.9%	22.5%	18.1%	25.3%	20.2%	26.0%
Much more likely	55.9%	58.6%	59.4%	60.3%	60.4%	64.0%	54.7%	56.7%	53.7%	58.3%
Not sure	14.3%	10.9%	11.7%	10.8%	9.1%	8.1%	10.2%	11.2%	19.5%	10.8%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

24. Effect on likelihood to recommend online education - - It would lower time commitment of the program

For the situations below, would they make you much more likely, somewhat more likely, or not more likely to recommend they pursue the online education program?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Not more likely	12.4%	14.1%	12.7%	12.0%	11.1%	13.4%	11.6%	12.1%	9.4%	12.7%	18.3%
Somewhat more likely	29.1%	27.4%	24.9%	29.7%	34.9%	28.6%	29.6%	30.3%	24.1%	28.8%	27.8%
Much more likely	37.9%	34.4%	34.2%	42.6%	38.8%	38.9%	37.1%	38.5%	41.7%	33.0%	37.8%
Not sure	20.5%	24.0%	28.3%	15.7%	15.2%	19.2%	21.8%	19.0%	24.8%	25.5%	16.1%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Not more likely	12.4%	8.8%	14.5%	9.8%	18.9%	13.7%	13.4%	7.7%
Somewhat more likely	29.1%	20.8%	31.8%	36.6%	38.6%	28.1%	30.6%	27.1%
Much more likely	37.9%	39.1%	39.0%	39.3%	34.8%	36.1%	36.4%	44.1%
Not sure	20.5%	31.3%	14.8%	14.2%	7.6%	22.0%	19.5%	21.1%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Not more likely	12.4%	8.0%	13.1%	12.3%	15.0%	22.2%	13.8%	14.4%
Somewhat more likely	29.1%	22.9%	28.6%	28.7%	39.4%	33.9%	31.1%	31.4%
Much more likely	37.9%	39.6%	40.3%	46.8%	33.8%	28.6%	41.7%	38.2%
Not sure	20.5%	29.5%	17.9%	12.2%	11.9%	15.3%	13.4%	16.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Not more likely	12.4%	15.8%	10.3%	13.8%	15.0%	10.6%	25.7%	14.8%	11.7%	10.4%
Somewhat more likely	29.1%	31.8%	29.5%	33.0%	33.5%	29.6%	37.9%	31.0%	27.2%	29.3%
Much more likely	37.9%	35.4%	42.1%	36.8%	36.0%	44.8%	22.4%	38.0%	34.7%	42.7%
Not sure	20.5%	17.0%	18.1%	16.4%	15.5%	15.1%	14.0%	16.2%	26.4%	17.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

25. Effect on likelihood to recommend online education - -- Only if they decided to also attend college

For the situations below, would they make you much more likely, somewhat more likely, or not more likely to recommend they pursue the online education program?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Not more likely	27.5%	29.5%	28.1%	25.0%	28.8%	29.7%	25.4%	31.3%	23.0%	18.7%	23.0%
Somewhat more likely	25.7%	22.5%	18.9%	28.4%	32.9%	23.6%	27.8%	24.9%	26.9%	32.0%	18.3%
Much more likely	15.4%	16.4%	13.7%	17.8%	12.8%	17.3%	13.7%	12.2%	18.0%	22.2%	22.8%
Not sure	31.3%	31.7%	39.3%	28.8%	25.4%	29.4%	33.1%	31.6%	32.1%	27.2%	35.9%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Not more likely	27.5%	22.5%	24.4%	33.4%	35.4%	25.5%	28.5%	27.7%
Somewhat more likely	25.7%	24.2%	30.1%	27.7%	25.2%	25.1%	27.7%	22.0%
Much more likely	15.4%	18.1%	18.7%	12.6%	17.1%	16.8%	12.8%	19.4%
Not sure	31.3%	35.2%	26.7%	26.2%	22.3%	32.6%	30.9%	30.9%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Not more likely	27.5%	21.1%	30.3%	35.7%	30.7%	32.8%	18.9%	36.0%
Somewhat more likely	25.7%	24.4%	27.1%	27.8%	29.1%	20.4%	29.9%	24.6%
Much more likely	15.4%	16.2%	14.3%	16.0%	13.8%	17.4%	30.7%	12.3%
Not sure	31.3%	38.3%	28.3%	20.6%	26.5%	29.3%	20.6%	27.1%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Not more likely	27.5%	26.7%	33.1%	43.5%	27.2%	34.0%	47.5%	24.9%	30.2%	27.1%
Somewhat more likely	25.7%	24.9%	27.3%	18.0%	25.9%	29.5%	19.4%	27.4%	19.6%	32.5%
Much more likely	15.4%	19.5%	11.0%	5.2%	19.1%	11.5%	7.0%	21.4%	11.9%	12.9%
Not sure	31.3%	28.9%	28.6%	33.3%	27.8%	25.1%	26.0%	26.3%	38.3%	27.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

26. Effect on likelihood to recommend online education - -- The tech company had a good reputation for producing quality goods and services

For the situations below, would they make you much more likely, somewhat more likely, or not more likely to recommend they pursue the online education program?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Not more likely	8.4%	9.4%	11.4%	7.3%	5.4%	9.7%	7.2%	7.3%	6.5%	9.2%	17.2%
Somewhat more likely	30.2%	39.4%	25.5%	27.0%	31.7%	28.9%	31.5%	30.0%	26.1%	33.2%	32.2%
Much more likely	42.4%	27.0%	34.9%	48.7%	56.7%	44.2%	40.6%	45.2%	42.4%	37.4%	30.9%
Not sure	19.0%	24.2%	28.1%	17.0%	6.2%	17.2%	20.7%	17.5%	25.0%	20.3%	19.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Not more likely	8.4%	5.3%	11.5%	6.0%	13.2%	9.2%	9.9%	3.4%
Somewhat more likely	30.2%	22.6%	30.3%	33.8%	37.9%	35.1%	29.1%	26.4%
Much more likely	42.4%	42.8%	46.4%	49.1%	40.2%	35.9%	42.5%	50.6%
Not sure	19.0%	29.3%	11.8%	11.2%	8.7%	19.9%	18.4%	19.6%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Not more likely	8.4%	5.8%	6.4%	7.7%	8.8%	20.9%	10.2%	9.2%
Somewhat more likely	30.2%	25.3%	35.3%	28.1%	34.8%	31.1%	34.5%	31.7%
Much more likely	42.4%	43.8%	41.7%	51.5%	40.3%	35.6%	42.6%	44.8%
Not sure	19.0%	25.1%	16.6%	12.7%	16.1%	12.4%	12.7%	14.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Not more likely	8.4%	12.6%	4.8%	16.4%	11.9%	2.6%	27.4%	11.4%	7.9%	5.1%
Somewhat more likely	30.2%	30.1%	30.0%	23.8%	28.2%	30.8%	29.2%	29.3%	30.1%	31.6%
Much more likely	42.4%	39.5%	50.3%	36.4%	43.3%	56.1%	32.6%	42.7%	37.7%	48.8%
Not sure	19.0%	17.8%	14.9%	23.4%	16.6%	10.4%	10.8%	16.6%	24.3%	14.5%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

27. Effect on likelihood to recommend online education - - A friend or trusted source also recommended the program

For the situations below, would they make you much more likely, somewhat more likely, or not more likely to recommend they pursue the online education program?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Not more likely	8.7%	8.9%	9.4%	9.5%	6.7%	10.7%	6.9%	6.8%	9.0%	10.7%	18.8%
Somewhat more likely	36.2%	41.2%	29.3%	37.2%	38.0%	36.3%	36.2%	38.2%	34.7%	35.9%	25.1%
Much more likely	33.5%	22.9%	32.7%	35.3%	42.5%	32.2%	34.8%	34.1%	34.8%	30.2%	33.5%
Not sure	21.5%	27.1%	28.6%	18.0%	12.8%	20.8%	22.2%	20.9%	21.6%	23.2%	22.5%
Totals (Unweighted N)	100.0% (999)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (207)	100.0% (478)	100.0% (521)	100.0% (653)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Not more likely	8.7%	6.0%	9.3%	6.8%	14.0%	10.1%	9.9%	4.1%
Somewhat more likely	36.2%	32.0%	31.4%	45.3%	42.1%	35.5%	36.6%	36.3%
Much more likely	33.5%	32.3%	40.8%	32.9%	33.9%	32.5%	32.7%	36.8%
Not sure	21.5%	29.6%	18.5%	15.1%	10.0%	21.9%	20.8%	22.9%
Totals (Unweighted N)	100.0% (999)	100.0% (254)	100.0% (245)	100.0% (183)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (193)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Not more likely	8.7%	8.6%	3.3%	11.1%	7.1%	20.6%	6.5%	11.0%
Somewhat more likely	36.2%	28.5%	44.8%	33.9%	41.4%	38.8%	34.8%	38.7%
Much more likely	33.5%	34.5%	33.0%	41.0%	33.4%	26.3%	46.7%	32.1%
Not sure	21.5%	28.4%	18.8%	14.0%	18.1%	14.3%	12.1%	18.1%
Totals (Unweighted N)	100.0% (999)	100.0% (365)	100.0% (218)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (477)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Not more likely	8.7%	12.1%	5.9%	8.1%	11.7%	4.2%	21.1%	11.3%	9.2%	4.6%
Somewhat more likely	36.2%	35.7%	40.9%	39.3%	35.7%	42.4%	44.5%	33.0%	37.0%	39.4%
Much more likely	33.5%	34.9%	35.4%	21.6%	36.6%	39.7%	22.6%	38.6%	26.7%	37.1%
Not sure	21.5%	17.3%	17.8%	31.0%	16.0%	13.7%	11.8%	17.1%	27.2%	18.9%
Totals (Unweighted N)	100.0% (999)	100.0% (483)	100.0% (315)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (221)

28. Biggest hurdle for someone trying a new type of credential vs traditional college

Similarly, what do you think would be the biggest hurdle for someone to try a new type of credential compared to a traditional college or university degree?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
The potential of lower prestige of such a credential	10.0%	13.1%	10.3%	9.0%	8.1%	11.6%	8.5%	9.6%	15.7%	8.6%	7.5%
The uncertainty around what employers will think about a graduate of that program	22.8%	20.1%	18.2%	26.7%	25.0%	24.8%	20.9%	26.6%	11.4%	20.0%	16.3%
The uncertainty around how valuable that credential will be years after completion	22.5%	29.3%	17.9%	24.8%	17.8%	20.9%	24.0%	22.6%	24.4%	22.7%	18.9%
Too many bad actors/reputation for poor outcomes	6.7%	4.8%	7.7%	6.6%	7.7%	7.7%	5.8%	5.0%	9.2%	8.4%	13.1%
Far too many choices – it's confusing	6.2%	6.1%	4.8%	6.0%	8.2%	4.5%	7.7%	5.8%	9.1%	6.1%	4.6%
Not enough information	20.9%	17.5%	22.3%	18.7%	26.1%	20.7%	21.1%	21.4%	18.6%	22.0%	18.5%
Some other factor	10.9%	9.1%	18.8%	8.3%	7.1%	9.6%	12.0%	8.9%	11.5%	12.2%	21.2%

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	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
The potential of lower prestige of such a credential	10.0%	6.5%	12.4%	15.1%	7.4%	13.1%	9.2%	7.6%
The uncertainty around what employers will think about a graduate of that program	22.8%	14.9%	28.7%	26.4%	30.0%	21.6%	24.2%	21.4%
The uncertainty around how valuable that credential will be years after completion	22.5%	21.3%	19.8%	18.4%	31.7%	21.3%	25.3%	17.6%
Too many bad actors/reputation for poor outcomes	6.7%	8.5%	6.5%	4.0%	7.9%	6.5%	6.4%	8.0%
Far too many choices – it's confusing	6.2%	9.5%	5.4%	4.4%	4.1%	7.0%	4.9%	8.3%
Not enough information	20.9%	23.7%	19.3%	24.1%	14.8%	17.0%	22.1%	23.3%
Some other factor	10.9%	15.6%	7.9%	7.7%	4.0%	13.6%	7.8%	13.9%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Total	Education					Higher education system	
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
The potential of lower prestige of such a credential	10.0%	10.2%	10.9%	10.2%	10.0%	7.6%	13.4%	9.9%
The uncertainty around what employers will think about a graduate of that program	22.8%	17.4%	21.2%	18.8%	34.1%	28.2%	24.1%	25.7%
The uncertainty around how valuable that credential will be years after completion	22.5%	15.3%	28.0%	27.3%	21.5%	34.8%	27.6%	21.9%
Too many bad actors/reputation for poor outcomes	6.7%	6.8%	6.1%	7.7%	6.0%	8.2%	5.7%	7.4%
Far too many choices – it's confusing	6.2%	8.8%	6.5%	3.5%	5.2%	–	6.4%	5.4%
Not enough information	20.9%	24.1%	20.4%	24.1%	18.3%	13.2%	14.2%	20.8%
Some other factor	10.9%	17.3%	7.0%	8.4%	4.9%	8.0%	8.6%	9.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
The potential of lower prestige of such a credential	10.0%	11.1%	11.0%	2.3%	10.4%	10.1%	10.6%	11.8%	8.1%	10.5%
The uncertainty around what employers will think about a graduate of that program	22.8%	24.0%	25.0%	26.9%	25.9%	26.9%	25.5%	22.6%	21.2%	25.4%
The uncertainty around how valuable that credential will be years after completion	22.5%	26.3%	18.7%	22.1%	26.4%	20.4%	21.3%	25.7%	20.9%	20.7%
Too many bad actors/reputation for poor outcomes	6.7%	7.7%	6.0%	6.7%	8.3%	6.0%	6.9%	9.1%	5.8%	5.0%
Far too many choices – it's confusing	6.2%	4.4%	6.5%	14.4%	3.3%	8.5%	4.5%	5.8%	3.6%	10.5%
Not enough information	20.9%	18.4%	24.4%	11.7%	17.1%	21.5%	24.4%	17.1%	25.8%	18.7%
Some other factor	10.9%	8.2%	8.5%	15.9%	8.6%	6.7%	6.8%	7.7%	14.7%	9.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

29. Will educational credentials offered by businesses compete with traditional 4-year degrees

Thinking about education after high school, we're starting to see more companies, like Google, Microsoft, and IBM, the National Retail Federation, and consulting companies like Accenture and Ernst & Young, offering educational credentials intended to set up students for a job at their companies and across their industries. Do you see these types of programs directly competing with a traditional 4-year college degree?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Yes, these credential programs offered by companies will compete directly with a 4-year college degree	43.8%	41.8%	35.0%	49.4%	47.9%	47.2%	40.7%	46.4%	46.8%	38.4%	31.4%
No, they are different things and don't compete with each other	27.5%	23.9%	28.2%	26.1%	32.1%	28.7%	26.3%	26.2%	19.6%	30.4%	41.6%
Not sure	28.7%	34.4%	36.7%	24.5%	20.0%	24.2%	33.0%	27.3%	33.6%	31.2%	27.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Yes, these credential programs offered by companies will compete directly with a 4-year college degree	43.8%	43.3%	44.8%	49.5%	44.1%	39.2%	46.2%	44.5%
No, they are different things and don't compete with each other	27.5%	24.0%	28.8%	27.3%	37.0%	32.3%	25.8%	25.0%
Not sure	28.7%	32.7%	26.4%	23.2%	18.9%	28.4%	28.0%	30.5%
Totals (Unweighted N)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(1,000)	(254)	(245)	(184)	(174)	(291)	(513)	(194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Yes, these credential programs offered by companies will compete directly with a 4-year college degree	43.8%	38.3%	49.8%	53.8%	47.5%	38.0%	49.3%	49.5%
No, they are different things and don't compete with each other	27.5%	21.9%	23.2%	28.9%	31.4%	47.1%	32.3%	28.3%
Not sure	28.7%	39.8%	27.0%	17.3%	21.1%	14.9%	18.4%	22.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Yes, these credential programs offered by companies will compete directly with a 4-year college degree	43.8%	42.7%	51.1%	44.3%	43.0%	56.2%	38.3%	40.4%	44.0%	48.1%
No, they are different things and don't compete with each other	27.5%	32.4%	24.0%	24.1%	36.2%	24.5%	40.2%	35.1%	21.9%	25.6%
Not sure	28.7%	24.9%	25.0%	31.6%	20.8%	19.4%	21.6%	24.4%	34.2%	26.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

30. Is it possible in the future that credentials from private businesses become more popular than traditional 4-year colleges

Do you ever see a future where educational credentials (degree, certificate, etc.) offered by a private business not fully focused on education, like Microsoft, Walmart, IBM, or Google, becomes more popular than a traditional 4-year college degree from a college or university?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Yes, that future is coming fairly soon	30.0%	21.2%	22.2%	35.1%	40.4%	33.0%	27.2%	30.0%	37.8%	29.9%	20.5%
Yes, that future is coming but not for a long time	22.3%	30.2%	19.0%	21.0%	20.2%	21.5%	23.0%	21.5%	17.0%	27.8%	24.5%
No, I don't see that future coming	17.1%	17.0%	18.3%	15.8%	17.7%	18.4%	15.8%	17.1%	13.9%	15.2%	24.8%
Not sure	30.6%	31.6%	40.5%	28.1%	21.6%	27.0%	34.0%	31.4%	31.4%	27.1%	30.2%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Yes, that future is coming fairly soon	30.0%	32.9%	31.4%	36.8%	25.4%	27.9%	30.0%	33.3%
Yes, that future is coming but not for a long time	22.3%	21.2%	21.5%	25.0%	25.4%	24.8%	20.4%	23.5%
No, I don't see that future coming	17.1%	10.5%	17.0%	17.4%	31.5%	20.0%	17.7%	11.6%
Not sure	30.6%	35.4%	30.1%	20.7%	17.6%	27.3%	31.9%	31.7%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Education					Higher education system		
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Yes, that future is coming fairly soon	30.0%	30.5%	30.5%	39.4%	28.7%	23.2%	33.3%	35.5%
Yes, that future is coming but not for a long time	22.3%	19.7%	26.1%	25.7%	22.7%	20.5%	25.8%	24.0%
No, I don't see that future coming	17.1%	10.7%	16.4%	16.2%	21.2%	34.0%	20.8%	17.6%
Not sure	30.6%	39.1%	27.0%	18.7%	27.4%	22.3%	20.1%	22.8%

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	Education						Higher education system		
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction	
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)	

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Yes, that future is coming fairly soon	30.0%	27.2%	37.5%	14.8%	29.2%	42.4%	16.8%	27.6%	27.5%	37.1%
Yes, that future is coming but not for a long time	22.3%	23.8%	19.8%	41.7%	23.0%	19.0%	22.1%	25.1%	19.0%	23.4%
No, I don't see that future coming	17.1%	19.9%	15.2%	13.0%	22.3%	15.0%	27.9%	21.3%	14.4%	15.5%
Not sure	30.6%	29.1%	27.5%	30.6%	25.5%	23.5%	33.2%	26.0%	39.1%	24.1%
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

31. When employers hire someone, what is more important: Skills or Degree

When an employer is considering hiring someone, what do you think is more important to them, skills or a degree?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Skills	66.4%	58.7%	55.7%	74.5%	74.3%	65.2%	67.5%	68.1%	62.3%	61.5%	68.9%
The degree	15.4%	22.4%	13.8%	12.3%	14.9%	16.8%	14.0%	13.7%	20.4%	20.9%	10.1%
Not sure	18.2%	18.9%	30.5%	13.2%	10.8%	18.0%	18.5%	18.2%	17.2%	17.6%	21.0%
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Skills	66.4%	63.6%	64.0%	72.9%	71.5%	67.1%	64.7%	69.9%
The degree	15.4%	16.8%	18.7%	13.2%	12.4%	14.4%	16.5%	14.0%
Not sure	18.2%	19.6%	17.3%	13.8%	16.1%	18.5%	18.8%	16.1%
Totals (Unweighted N)	100.0% (1,000)	100.0% (254)	100.0% (245)	100.0% (184)	100.0% (174)	100.0% (291)	100.0% (513)	100.0% (194)

	Total	Education					Higher education system	
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Skills	66.4%	60.8%	69.9%	67.9%	72.6%	67.4%	71.6%	70.4%
The degree	15.4%	16.6%	14.9%	19.2%	11.8%	15.3%	14.2%	16.3%
Not sure	18.2%	22.6%	15.2%	12.9%	15.6%	17.4%	14.2%	13.3%
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Skills	66.4%	68.5%	73.2%	60.9%	69.7%	79.3%	63.6%	68.3%	60.9%	71.9%
The degree	15.4%	13.1%	12.9%	21.9%	12.6%	10.5%	10.9%	15.3%	15.1%	15.8%
Not sure	18.2%	18.3%	13.9%	17.2%	17.7%	10.2%	25.4%	16.3%	24.0%	12.3%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted N)	(1,000)	(483)	(316)	(34)	(318)	(248)	(75)	(376)	(402)	(222)

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Total	Age				Gender		Race			
	18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other

32. Argument Preference - Degrees should not or should be demanded

Below are two arguments from two managers at a large American business regarding hiring people for their company. Please select which argument you agree with more.

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other

"Our best employees don't always have college degrees, so to encourage more applications we shouldn't demand a job candidate have a college degree in the interview process."	59.3%	50.5%	53.5%	63.7%	67.9%	59.0%	59.6%	65.5%	49.9%	43.9%	56.1%
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"Although it's true that the best employees do not always have college degrees, it's still the best predictor of someone who will work well at our company, and so we should still demand a college degree to interview at this company."	19.3%	28.1%	16.0%	17.8%	16.6%	21.3%	17.3%	15.3%	22.5%	32.4%	19.1%
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	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Totals (Unweighted N)	100.0% (1,000)	100.0% (193)	100.0% (252)	100.0% (347)	100.0% (208)	100.0% (479)	100.0% (521)	100.0% (654)	100.0% (110)	100.0% (145)	100.0% (91)

	Income - 4				Urbanicity			
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
"Our best employees don't always have college degrees, so to encourage more applications we shouldn't demand a job candidate have a college degree in the interview process."	59.3%	55.7%	58.1%	67.0%	61.5%	57.2%	61.9%	56.6%
"Although it's true that the best employees do not always have college degrees, it's still the best predictor of someone who will work well at our company, and so we should still demand a college degree to interview at this company."	19.3%	20.5%	20.6%	16.8%	21.5%	18.7%	18.5%	21.8%
Not sure	21.5%	23.8%	21.3%	16.2%	16.9%	24.2%	19.6%	21.7%

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		Income - 4				Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Totals (Unweighted N)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	(1,000)	(254)	(245)	(184)	(174)	(291)	(513)	(194)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
"Our best employees don't always have college degrees, so to encourage more applications we shouldn't demand a job candidate have a college degree in the interview process."	59.3%	52.2%	66.2%	74.4%	60.3%	57.3%	54.9%	67.2%
"Although it's true that the best employees do not always have college degrees, it's still the best predictor of someone who will work well at our company, and so we should still demand a college degree to interview at this company."	19.3%	18.9%	15.9%	12.2%	21.5%	28.3%	26.8%	17.4%
Not sure	21.5%	28.9%	17.8%	13.4%	18.2%	14.3%	18.3%	15.4%

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	Total	Education					Higher education system	
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Totals (Unweighted N)	100.0% (1,000)	100.0% (365)	100.0% (219)	100.0% (83)	100.0% (213)	100.0% (120)	100.0% (194)	100.0% (478)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
"Our best employees don't always have college degrees, so to encourage more applications we shouldn't demand a job candidate have a college degree in the interview process."	59.3%	59.3%	66.6%	76.6%	61.1%	69.9%	63.9%	57.0%	60.3%	60.8%
"Although it's true that the best employees do not always have college degrees, it's still the best predictor of someone who will work well at our company, and so we should still demand a college degree to interview at this company."	19.3%	19.0%	17.4%	5.8%	18.3%	15.8%	16.6%	20.9%	17.7%	19.5%
Not sure	21.5%	21.7%	16.0%	17.7%	20.6%	14.3%	19.4%	22.1%	22.1%	19.7%

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	Presidential Vote 2020			continued from previous page Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Totals (Unweighted N)	100.0% (1,000)	100.0% (483)	100.0% (316)	100.0% (34)	100.0% (318)	100.0% (248)	100.0% (75)	100.0% (376)	100.0% (402)	100.0% (222)

33. Did college directly advance your current career path

Do you think going to college directly advanced your current career path?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Yes, very much	47.6%	51.3%	36.9%	49.9%	58.0%	54.7%	41.5%	49.0%	29.4%	42.1%	52.7%
Yes, a little	24.6%	21.5%	25.3%	23.0%	28.4%	24.7%	24.5%	23.6%	44.7%	24.8%	19.9%
No	18.3%	14.0%	22.5%	20.4%	11.4%	16.8%	19.6%	18.5%	14.1%	23.5%	16.1%
Not sure	9.5%	13.2%	15.2%	6.7%	2.2%	3.8%	14.3%	8.9%	11.9%	9.6%	11.2%
Totals (Unweighted N)	100.0% (331)	100.0% (53)	100.0% (97)	100.0% (115)	100.0% (66)	100.0% (155)	100.0% (176)	100.0% (238)	100.0% (22)	100.0% (29)	100.0% (42)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Yes, very much	47.6%	37.7%	36.6%	50.1%	58.9%	51.6%	44.8%	49.1%
Yes, a little	24.6%	32.9%	29.0%	14.4%	28.7%	23.8%	24.9%	25.8%
No	18.3%	18.9%	25.4%	28.8%	6.4%	17.8%	19.5%	15.5%
Not sure	9.5%	10.5%	9.0%	6.7%	5.9%	6.8%	10.9%	9.6%
Totals (Unweighted N)	100.0% (331)	100.0% (30)	100.0% (70)	100.0% (75)	100.0% (104)	100.0% (99)	100.0% (185)	100.0% (46)

	Total	Education					Higher education system	
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Yes, very much	47.6%	—	—	—	39.7%	60.9%	66.5%	45.4%
Yes, a little	24.6%	—	—	—	30.2%	15.1%	13.5%	28.0%
No	18.3%	—	—	—	19.1%	16.9%	14.3%	20.6%
Not sure	9.5%	—	—	—	10.9%	7.0%	5.7%	5.9%
Totals (Unweighted N)	100.0% (331)	0.0% (-)	0.0% (-)	0.0% (-)	100.0% (211)	100.0% (120)	100.0% (73)	100.0% (162)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Yes, very much	47.6%	56.5%	39.5%	21.8%	56.6%	40.0%	30.5%	48.5%	46.0%	48.6%
Yes, a little	24.6%	20.4%	32.0%	14.9%	20.4%	30.8%	26.6%	27.4%	22.8%	22.4%
No	18.3%	16.7%	18.7%	33.1%	16.3%	18.4%	33.9%	18.5%	16.7%	20.5%
Not sure	9.5%	6.4%	9.8%	30.3%	6.7%	10.8%	9.0%	5.5%	14.4%	8.5%
Totals (Unweighted N)	100.0% (331)	100.0% (194)	100.0% (92)	100.0% (18)	100.0% (144)	100.0% (82)	100.0% (33)	100.0% (139)	100.0% (128)	100.0% (64)

34. At college, do you wish you had selected a different major

At college do you wish that you had selected a different major?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Yes	34.4%	25.3%	40.1%	36.4%	29.0%	30.0%	38.2%	30.3%	42.5%	38.4%	51.5%
No	51.3%	55.7%	38.2%	51.6%	68.2%	59.5%	44.2%	54.4%	36.3%	48.6%	42.5%
Not sure	14.3%	19.0%	21.8%	12.0%	2.9%	10.5%	17.6%	15.3%	21.2%	12.9%	6.1%
Totals (Unweighted N)	100.0% (331)	100.0% (53)	100.0% (97)	100.0% (115)	100.0% (66)	100.0% (155)	100.0% (176)	100.0% (238)	100.0% (22)	100.0% (29)	100.0% (42)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Yes	34.4%	43.0%	32.2%	26.2%	36.4%	42.3%	32.8%	26.3%
No	51.3%	42.6%	54.6%	63.0%	49.5%	41.3%	54.2%	58.4%
Not sure	14.3%	14.4%	13.3%	10.8%	14.1%	16.4%	13.0%	15.3%
Totals (Unweighted N)	100.0% (331)	100.0% (30)	100.0% (70)	100.0% (75)	100.0% (104)	100.0% (99)	100.0% (185)	100.0% (46)

	Total	Education				Higher education system		
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Yes	34.4%	—	—	—	31.7%	39.0%	33.6%	35.7%
No	51.3%	—	—	—	52.5%	49.3%	52.6%	56.1%
Not sure	14.3%	—	—	—	15.8%	11.8%	13.8%	8.1%
Totals (Unweighted N)	100.0% (331)	0.0% (-)	0.0% (-)	0.0% (-)	100.0% (211)	100.0% (120)	100.0% (73)	100.0% (162)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Yes	34.4%	40.7%	28.1%	44.5%	43.0%	24.9%	32.4%	36.7%	33.9%	31.3%
No	51.3%	48.4%	58.3%	36.2%	46.7%	59.8%	42.0%	50.6%	50.3%	54.0%
Not sure	14.3%	10.9%	13.6%	19.3%	10.3%	15.3%	25.7%	12.7%	15.8%	14.7%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
(Unweighted N)	(331)	(194)	(92)	(18)	(144)	(82)	(33)	(139)	(128)	(64)

35. Do you wish you had selected a more affordable college

Do you wish you had selected a more affordable college or university?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Yes	20.4%	17.0%	29.0%	20.4%	9.6%	20.4%	20.5%	17.6%	22.8%	25.5%	32.4%
No	66.0%	62.1%	55.3%	68.5%	81.5%	68.6%	63.7%	69.5%	49.6%	64.9%	54.9%
Not sure	13.6%	20.9%	15.7%	11.2%	8.9%	11.0%	15.8%	12.9%	27.7%	9.6%	12.6%
Totals (Unweighted N)	100.0% (331)	100.0% (53)	100.0% (97)	100.0% (115)	100.0% (66)	100.0% (155)	100.0% (176)	100.0% (238)	100.0% (22)	100.0% (29)	100.0% (42)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Yes	20.4%	48.6%	17.4%	20.4%	20.6%	27.2%	18.0%	17.1%
No	66.0%	37.6%	66.2%	74.8%	68.1%	61.4%	66.9%	70.3%
Not sure	13.6%	13.8%	16.4%	4.8%	11.3%	11.4%	15.1%	12.6%
Totals (Unweighted N)	100.0% (331)	100.0% (30)	100.0% (70)	100.0% (75)	100.0% (104)	100.0% (99)	100.0% (185)	100.0% (46)

	Total	Education				Higher education system		
		HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Yes	20.4%	—	—	—	21.2%	19.2%	25.7%	18.4%
No	66.0%	—	—	—	63.0%	71.0%	65.4%	72.6%
Not sure	13.6%	—	—	—	15.9%	9.8%	8.9%	9.0%
Totals (Unweighted N)	100.0% (331)	0.0% (-)	0.0% (-)	0.0% (-)	100.0% (211)	100.0% (120)	100.0% (73)	100.0% (162)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Yes	20.4%	21.1%	17.7%	35.4%	19.7%	18.4%	18.7%	22.2%	22.0%	15.0%
No	66.0%	66.9%	70.7%	43.3%	66.3%	71.4%	67.0%	67.2%	60.7%	72.0%
Not sure	13.6%	12.0%	11.6%	21.2%	14.0%	10.1%	14.3%	10.6%	17.3%	13.0%
Totals (Unweighted N)	100.0% (331)	100.0% (194)	100.0% (92)	100.0% (18)	100.0% (144)	100.0% (82)	100.0% (33)	100.0% (139)	100.0% (128)	100.0% (64)

36. Do you wish you had picked another post-secondary education option instead of college

Knowing what you know now, do you wish that you had picked another post-secondary education option instead of college such as an apprenticeship, technical degree, 2-year associates degree, or some other credential?

	Total	Age				Gender		Race			
		18-29	30-44	45-64	65+	Male	Female	White	Black	Hispanic	Other
Yes, I wish I had pursued a different post-secondary education option	17.5%	18.1%	19.4%	17.0%	15.2%	14.9%	19.8%	15.2%	33.3%	30.4%	14.9%
No, getting a college degree was right for me	66.5%	66.9%	56.8%	70.0%	75.4%	71.0%	62.6%	69.3%	58.7%	46.4%	66.6%
Not sure	16.0%	15.0%	23.8%	13.1%	9.5%	14.2%	17.6%	15.5%	7.9%	23.1%	18.6%
Totals (Unweighted N)	100.0% (331)	100.0% (53)	100.0% (97)	100.0% (115)	100.0% (66)	100.0% (155)	100.0% (176)	100.0% (238)	100.0% (22)	100.0% (29)	100.0% (42)

	Total	Income - 4				Urbanicity		
		Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Yes, I wish I had pursued a different post-secondary education option	17.5%	43.5%	23.0%	15.9%	9.4%	28.1%	12.6%	15.9%
No, getting a college degree was right for me	66.5%	46.5%	61.9%	69.4%	75.5%	59.1%	71.0%	63.1%
Not sure	16.0%	10.0%	15.0%	14.7%	15.2%	12.8%	16.4%	21.0%

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	Income - 4					Urbanicity		
	Total	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	Urban	Suburban	Rural
Totals (Unweighted N)	100.0% (331)	100.0% (30)	100.0% (70)	100.0% (75)	100.0% (104)	100.0% (99)	100.0% (185)	100.0% (46)

	Education						Higher education system	
	Total	HS or less	Some college	2-year College Degree	University	Post Grad	Right direction	Wrong direction
Yes, I wish I had pursued a different post-secondary education option	17.5%	—	—	—	21.8%	10.4%	20.8%	15.8%
No, getting a college degree was right for me	66.5%	—	—	—	60.6%	76.2%	66.6%	70.5%
Not sure	16.0%	—	—	—	17.6%	13.4%	12.6%	13.7%
Totals (Unweighted N)	100.0% (331)	0.0% (-)	0.0% (-)	0.0% (-)	100.0% (211)	100.0% (120)	100.0% (73)	100.0% (162)

	Presidential Vote 2020			Presidential Vote 2016			Political leanings			
	Total	Joe Biden	Donald Trump	Other	Clinton	Trump	Other	Democrat	Independent (w other/not sure)	Republican
Yes, I wish I had pursued a different post-secondary education option	17.5%	18.4%	16.4%	28.0%	17.3%	15.0%	18.1%	16.5%	23.0%	10.9%
No, getting a college degree was right for me	66.5%	68.9%	66.2%	42.4%	68.4%	70.2%	64.8%	69.9%	56.6%	75.6%
Not sure	16.0%	12.6%	17.4%	29.6%	14.3%	14.7%	17.1%	13.5%	20.4%	13.5%
Totals (Unweighted N)	100.0% (331)	100.0% (194)	100.0% (92)	100.0% (18)	100.0% (144)	100.0% (82)	100.0% (33)	100.0% (139)	100.0% (128)	100.0% (64)