

S2. As you may know, there will be an election for President, Congress, and other offices in November 2020. How likely are you to vote in the November 2020 election?

Definitely	88%
Probably	8
Chances 50-50	5
Probably not	-
Definitely not	-

P1. When it comes to politics, do you generally think of yourself as a strong Democrat, not very strong Democrat, strong Republican, not very strong Republican, an independent, or some other political party? [IF INDEPENDENT/OTHER] Do you think of yourself as closer to the Democratic Party or the Republican Party?

Democrat	43%
Independent / Closer to the Democrats	8
Independent	10
Independent / Closer to the Republicans	7
Republican	32
DEMOCRAT (NET)	43%
INDEPENDENT (NET)	25
REPUBLICAN (NET)	32
DEMOCRAT W/ LEANERS (NET)	51%
REPUBLICAN W/ LEANERS (NET)	39

B1. You will now see the names of some different people and organizations. Please indicate how favorable or unfavorable you feel toward each. Some of the names and organizations are fairly broad and others are more specific, but do your best to give us your opinion on each. If you haven't heard of them or don't know enough about them to give a rating, please select that option.

	FAVORABLE		UNFAVORABLE		CR	NH	NET		
	Very	Some	Some	Very			FAV	UNFAV	FAMILIAR
• Vocational or trade schools in the United States ...	38%	45	6	2	8	1	83	8	91
• Public community colleges in the United States ...	36%	47	8	3	5	1	83	11	94
• Four-year colleges and universities in the United States	26%	43	18	8	5	*	69	26	95
• The higher education system in the United States	17%	39	26	12	5	1	55	38	94
• Democrats in Congress	18%	32	14	33	4	*	49	47	96
• The U.S. Department of Education	12%	32	30	18	8	1	43	48	91
• Donald Trump	25%	16	9	49	1	*	41	58	99
• Republicans in Congress	10%	25	22	38	4	*	35	61	96
• Proprietary or for-profit colleges in the United States	7%	27	26	20	11	9	34	46	80
• Betsy DeVos	6%	11	8	32	14	29	17	40	57

Q17. How would you rate the job that colleges and universities in the United States are doing to provide students a return on their investment?

Very good	8%
Good	43
Poor	38
Very poor	11
POSITIVE (NET)	51%
NEGATIVE (NET)	49

Q18. How would you rate the job that colleges and universities in your state are doing to provide students a return on their investment?

Very good	12%
Good	45
Poor	35
Very poor	8
POSITIVE (NET)	58%
NEGATIVE (NET)	42

B2. Now you are going to see a few statements. For each, indicate whether you agree or disagree.

	AGREE		DISAGREE		NET	
	Strong	Some	Some	Strong	AGREE	DISAGREE
• The skills required to be successful in today's job market are very different than those from just a decade ago	59%	34	6	1	93	7
• [SPLIT B] Students who attend higher education institutions should be able to get jobs that earn more than a high school graduate	53%	38	7	3	91	9
• [SPLIT A] Students who attend higher education institutions should be able to repay their student loans.....	50%	32	13	5	83	17
• Rising student loan debt has made me worry that higher education is not worth it.....	47%	37	12	4	84	16
• There are things higher education institutions can do to help more students graduate.....	44%	48	7	1	92	8
• The federal government could do more to help make sure students succeed in higher education.....	44%	34	14	7	78	22
• A vocational training certificate is worth the investment and usually pays off.....	42%	47	8	2	90	10
• Higher education institutions have a responsibility to ensure that most students who enroll graduate	35%	41	18	5	77	23
• A Bachelor's degree is worth the investment and usually pays off.....	20%	49	23	7	70	30
• Most higher education institutions in America provide a high-quality education to their students	18%	53	22	6	72	28
• An Associate's degree is worth the investment and usually pays off.....	18%	51	23	8	69	31
• The Trump Administration is working to improve higher education.....	15%	27	20	38	42	58
• Higher education institutions are doing a good job of training students for the careers of today and tomorrow.....	13%	46	30	10	59	41
• [SPLIT A] Students have all the information they need about which higher education institution will provide the best return on their investment.....	13%	30	39	18	44	56
• [SPLIT B] Students have all the information they need about how their money is spent by higher education institutions	6%	17	43	34	23	77

Q32. In your own words, what is the value of higher education today?



Q33. Which of the following comes closest to your definition of the value of higher education?

The value of higher education is to set students up for success in their careers.....	24%
The value of higher education is to broaden the perspectives of students and make them better and more informed citizens	11
Both of these are good definitions of the value of higher education	58
Neither of these	7

Q39. Which of the following statements do you agree with more?

Higher education institutions need to keep up with the needs of the 21st Century economy and offer courses and degrees that allow students to be successful after graduation..... 68%
 The student must keep up with the needs of the 21st Century economy and make informed choices on what institutions to attend and what classes to take to be successful after graduation. 32

Q40. Which of the following statements do you agree with more?

The federal government should provide basic guardrails to ensure that students aren't encouraged to take out loans to attend predatory institutions that will leave them worse off than when they first enrolled..... 67%
 The federal government should not try to influence where students choose to attend college and spend their taxpayer-funded grants and loans..... 33

Q41. Which of the following statements do you agree with more?

The federal government should regulate for-profit, non-profit, and public higher education institutions to make sure they are providing a good return on investment to their students..... 70%
 The federal government should only regulate for-profit higher education institutions to make sure they are providing a good return on investment to their students. 30

Q42. What sanctions should higher education institutions face if they are receiving federal money but are leaving most of their students unable to earn enough to pay back their loans? Select all sanctions you think may be warranted.

They should be required to submit a plan for improvement to the Department of Education..... 65%
 They should be required to disclose their student outcomes publicly..... 58
 They should lose access to federal financial aid..... 51
 Other..... 4
 They should not face any sanctions..... 8

Q43. What sanctions should higher education institutions face if they are receiving federal money but have consistently low graduation rates? Select all sanctions you think may be warranted.

They should be required to submit a plan for improvement to the Department of Education..... 69%
 They should be required to disclose their student outcomes publicly..... 60
 They should lose access to federal financial aid..... 53
 Other..... 3
 They should not face any sanctions..... 7

B3. Now you will see some policies that lawmakers in the federal government could focus on concerning higher education. For each, please indicate whether you would support or oppose that policy.

	SUPPORT		OPPOSE		Not sure	NET	
	Strong	Some	Some	Strong		SUPPORT	OPPOSE
• Increasing investment in the Pell Grant program so that more low- and moderate-income students have the resources to enter and complete college.....	51%	31	5	3	9	82	9
• Simplifying the federal financial aid form [also known as FAFSA] and ensuring that low- and moderate-income students only have to fill it out one time.....	47%	31	7	4	10	78	11
• Increasing transparency by lifting the federal ban on collecting student data like graduation rates, loan repayment rates, job placement rates, and post-college earnings, to equip students and parents with the information to determine which school provides the best return on their investment before they enroll.	46%	33	7	3	12	78	10
• Requiring college accreditors to consider student outcomes, such as graduation rates, loan repayment rates, and post-college employment, as part of their review of institutions.....	45%	38	5	2	9	83	8
• Allowing students to earn a year of full tuition at any public institution in exchange for every year of service through programs like AmeriCorps or the Peace Corps.....	45%	35	7	5	8	80	12
• Prohibiting institutions from accessing federal financial aid such as grants and loans if their graduation rate is less than 15%.	43%	34	8	4	10	77	12

B3. Now you will see some policies that lawmakers in the federal government could focus on concerning higher education. For each, please indicate whether you would support or oppose that policy.

	SUPPORT		OPPOSE		Not sure	NET	
	Strong	Some	Some	Strong		SUPPORT	OPPOSE
• Eliminating tuition at community colleges to help more students access higher education.	38%	28	14	14	6	66	28
• Allowing the Department of Education to automatically enroll delinquent federal student loan borrowers in income-driven repayment plans where their payments may drop to a more affordable amount, allowing them to avoid default.	38%	36	8	5	13	74	12
• Establishing a new grant program that provides additional resources to higher education institutions dedicated to improving outcomes among low-income students and students of color.	38%	35	10	8	9	73	18
• Withholding some federal funding from higher education institutions that do not spend at least a third of a student's tuition on teaching.	36%	39	8	3	13	75	11
• Eliminating tuition at all public colleges and universities to help more students gain access to a college degree.	32%	26	17	19	7	57	36
• Providing additional resources to schools that are spending at least a third of a student's tuition on teaching.	31%	44	7	5	13	75	12
• Prohibiting institutions from accessing federal financial aid such as grants and loans if most of their students cannot pay back at least 1 dollar of principal on their loans within 3 years of leaving school. .	30%	33	10	7	19	63	18
• Prohibiting institutions from accessing federal financial aid such as grants and loans if most of their graduates do not earn more than the typical person with only a high school degree.	29%	32	14	10	15	61	24
• Requiring colleges whose students regularly cannot repay their loans to pay back a portion of the federal funds the school receives and give that money to other institutions that are better serving students.	22%	36	15	9	18	58	24
• Eliminating rules that say for-profit higher education institutions cannot receive more than 90% of their revenue from federal financial aid.	22%	25	14	15	24	47	29
• Allowing colleges to offer degree programs even if most classes are taught by a separate third party which may or may not be accredited.	10%	20	27	27	16	30	54

B4. Now you will see a few more areas where Congress could focus on improving higher education policies. On a scale of 1 to 5, where 1 means "not important at all" and 5 means "very important" how important do you feel it is for Congress to act on each of the following?

	IMPORTANT		Neutral (3)	NOT IMPORTANT		NET		MEAN
	Very (5)	Some (4)		Not very (2)	Not at all (1)	IMPORTANT	NOT IMPORTANT	
• Addressing the cost of higher education.	64%	22	10	3	1	86	4	4.45
• Increasing guardrails to protect students from predatory and poor-performing schools.	52%	30	13	3	2	82	5	4.27
• Ensuring higher education institutions are providing a return on investment to students.	49%	34	13	3	1	83	4	4.26

Now you are going to read a few pairs of statements about policies that lawmakers in the federal government could focus on concerning higher education. For each pair, please indicate which statement you agree with more, even if you don't agree with either completely.

Q64A. [SPLIT A] Which statement do you agree with more, even if you don't agree with either statement completely?

(GUIDANCE) Choosing a good college is the key for many students' long-term ability to get a good job, make a decent salary, and pay their bills without struggling to make ends meet. The federal ban on collecting data on how students do after enrolling in a college should be lifted because students, parents, and important stakeholders, like high school guidance counselors, will have more access to information that can help students choose a college that is a right fit where they will be successful. 66%

(PRIVACY) It's very important to keep students' personal information private, which is why there is a ban on collecting data on student outcomes like graduation rates, loan repayment rates, job placement rates, and earnings. If that ban is lifted, the personal data of millions of students will be vulnerable to privacy leaks and hacking. Lifting the ban is just another attempt to track Americans from the cradle to the grave..... 34

Q64B. [SPLIT B] Which statement do you agree with more, even if you don't agree with either statement completely?

(FED DOLLARS) Taxpayers spend over \$120 billion a year to subsidize higher education in the United States, and they should know that their money is providing a return on investment. The federal ban on collecting data on how students do after enrolling in a college should be lifted because the federal government and other key stakeholders should know how colleges and other higher education institutions are doing with our taxpayer dollars. 60%

(PRIVACY) It's very important to keep students' personal information private, which is why there is a ban on collecting data on student outcomes like graduation rates, loan repayment rates, job placement rates, and earnings. If that ban is lifted, the personal data of millions of students will be vulnerable to privacy leaks and hacking. Lifting the ban is just another attempt to track Americans from the cradle to the grave..... 40

Q65A. [SPLIT A] Which statement do you agree with more, even if you don't agree with either statement completely?

(SET UP FOR SUCCESS - GRAD RATES) Of course students have the ultimate responsibility when it comes to choosing their field and finding a job. But students invest in higher education to gain the skills and tools to succeed. There are many institutions with graduation rates under 10% that continue to take student tuition and government grants while leaving 9 in 10 students without a degree. These institutions are simply cashing checks without providing any value to students, and the federal government shouldn't continue to encourage students to take out loans to attend those schools. 83%

(DEGREE FACTORIES) It is unfair to hold higher education institutions accountable for things like graduation rates and what students earn in the future. Many students drop out a little early because they've already learned what they need to get a good job, and it's certainly not the schools' fault if a student gets a job in a lower paying field. 17

Q65B. [SPLIT B] Which statement do you agree with more, even if you don't agree with either statement completely?

(SET UP FOR SUCCESS - DEFAULT) Of course students have the ultimate responsibility when it comes to choosing their field and finding a job, but students invest in higher education to gain the skills and tools to succeed. There are many institutions receiving federal funding where students are more likely to default than graduate. These schools are simply taking tuition checks without providing any value to students, and the federal government shouldn't continue to encourage students to take out loans to attend those schools. 81%

(DEGREE FACTORIES) It is unfair to hold higher education institutions accountable for things like graduation rates and what students earn in the future. Many students drop out a little early because they've already learned what they need to get a good job, and it's certainly not the schools' fault if a student gets a job in a lower paying field. 19

Q66A. [SPLIT A] Which statement do you agree with more, even if you don't agree with either statement completely?

(QUALITY - ACCOUNTABLE) It doesn't matter how much access or ability one has to attend school if the quality of that education isn't good enough to get a decent paying job. Many of these schools with especially low graduation rates purposely target those who are most vulnerable. Having some accountability measures in place ensures that schools are playing by the rules..... 67%

(ACCESS) Many of the policies designed to hold schools accountable for whether their students succeed would limit the ability of many students to access a higher education. These policies would hit colleges attended by people of color and low-income students especially hard, cutting off much needed paths to the middle class..... 33

Q66B. [SPLIT B] Which statement do you agree with more, even if you don't agree with either statement completely?

(QUALITY - TOOLS TO SUCCEED) It doesn't help a student to have access to attend a college if that school won't equip them to get a decent paying job. Many of the schools with especially low graduation and loan repayment rates purposely target those who are most vulnerable. Holding colleges accountable for some basic measures of student success will ensure that schools are not ripping off students by cashing their checks while doing nothing to provide them the tools they need to graduate, get a job, and repay their loans. 74%

(ACCESS) Many of the policies designed to hold schools accountable for whether their students succeed would limit the ability of many students to access a higher education. These policies would hit colleges attended by people of color and low-income students especially hard, cutting off much needed paths to the middle class..... 26

D120. What is your current employment status?

Employed full-time 35%

Employed part-time 12

Not employed, but looking for work 9

Retired 28

Student 5

Homemaker 8

Other..... 5

Q67. Have you ever or do you currently have student loan debt?

Yes, I've had or currently have student loan debt 40%

No, I've never had and don't currently have student loan debt 58

Prefer not to say 2

Q68. [IF HAD DEBT] How much student loan debt do you currently have?

Less than \$6,000 40%

\$6,000 - \$14,999 13

\$15,000 - \$24,999 10

\$25,000 - \$49,999 14

\$50,000 - \$99,999 10

\$100,000 or more 5

Prefer not to say 7

D140. How would you describe the area where you live?

City 26%

Suburban area 42

Small town 14

Rural area 17

D105. When it comes to politics, do you generally think of yourself as:

Liberal..... 31%

Moderate 35

Conservative..... 34

DAGE. What is your age?

18-29 14%

30-44 23

45-54 19

55-64 20

65+..... 23

REGION. Coded National Region [4-WAY]

Northeast	18%
Midwest	23
South	38
West	21

D100. What is your gender?

Male	46%
Female	54

D102. What is the last grade of school or level of education you completed?

Did not complete high school	2%
Graduated high school	15
Attended technical/vocational school	5
Attended some college but no degree	27
Graduated two-year college with Associate's degree	13
Graduated four-year college with Bachelor's degree	27
Obtained Master's, PhD, or other professional degree (MD, DMD, etc.)	12

DRACE. To ensure we have a representative sample, please indicate your race. [IF BLACK/WHITE/OTHER] Do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

Black/African-American	12%
White/Caucasian	77
Hispanic/Latino	8
Asian-American	2
Native American	1
Other	1