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June 1 - 7, 2022

1000 Likely Voters
200 Hispanics, 180 African-Americans, and 200 Institution Leaders
Margin of Error: +/- 3.1%

Third Way Gainful Employment Survey

36099

S1. Are you currently registered to vote in [STATE]?

	Base	Institution Leaders
Yes	100%	100%
No	-	-
Not sure	-	-

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

	Base	Institution Leaders
Definitely	72%	63%
Probably	14	12
Chances 50-50.....	11	22
Probably not.....	2	3
Definitely not	1	1

P2. How important is politics to your personal identity?

	Base	Institution Leaders
Very important.....	40%	51%
Somewhat important.....	36	36
Not too important	16	13
Not at all important.....	7	-
 IMPORTANT (NET)	 77%	 87
NOT IMPORTANT (NET).....	23	13

Q1. [IF WORKS IN EDUCATIONAL SERVICES] Do you work for a higher education institution?

Yes	100%
No	-

Q2. [IF WORKS IN EDUCATIONAL SERVICES] Which of the following best describes the type of higher education institution that you work for?

A public institution.....	53%
A private, non-profit institution.....	24
A proprietary or for-profit institution	24

Q3. [IF WORKS IN EDUCATIONAL SERVICES] Which of the following best describes the type of higher education institution that you work for?

A vocational or trade school	17%
A community college	16
A four-year college or university.....	66

Q4. [IF WORKS IN EDUCATIONAL SERVICES] Which of the following best describes your role at the higher education institution you work for?

President	23%
Provost or Chancellor.....	10
Dean	38
College or university CFO	11
Other administration	18
Professor or instructor	-

Switching gears...

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.

	FAV		UNFAV		CR	NH	NET		
	Very	Some	Some	Very			FAV	UNFAV	FAM
• Vocational or trade schools in the United States									
Base	38%	43	5	3	10	1	81%	8	89
Institution Leaders	44%	41	11	4	*	-	85%	15	100
• Public community colleges in the United States									
Base	33%	47	7	4	9	1	79%	11	90
Institution Leaders	42%	51	5	2	-	-	92%	8	100
• Four-year colleges and universities in the United States									
Base	26%	42	15	8	7	1	69%	23	92
Institution Leaders	44%	38	13	5	*	-	82%	18	100
• The higher education system in the United States									
Base	20%	40	19	12	8	1	60%	31	91
Institution Leaders	35%	48	9	8	1	-	82%	17	99
• The U.S. Department of Education									
Base	15%	39	19	16	11	1	54%	35	88
Institution Leaders	34%	30	25	7	4	*	64%	32	96
• Democrats in Congress									
Base	19%	27	14	37	3	*	46%	51	96
Institution Leaders	33%	39	13	8	5	2	72%	22	93
• Donald Trump									
Base	29%	16	9	45	2	*	45%	53	98
Institution Leaders	25%	22	17	36	1	*	46%	53	99
• Republicans in Congress									
Base	17%	27	19	33	4	*	44%	52	96
Institution Leaders	21%	36	9	32	1	1	57%	41	98
• Joe Biden									
Base	19%	25	12	42	2	*	44%	54	98
Institution Leaders	32%	33	25	9	1	*	65%	34	99
• For-profit colleges in the United States									
Base	11%	31	23	18	13	4	42%	41	83
Institution Leaders	28%	33	28	8	3	*	61%	36	97
• Education Secretary Miguel Cardona									
Base	8%	20	9	16	19	28	28%	25	53
Institution Leaders	26%	38	9	4	15	8	64%	13	77

V1CONG. If the election for U.S. Congress were held today, for which candidate would you vote? [IF UNDECIDED] But if you had to choose based only on party affiliation, which way would you lean?

	<u>Base</u>	<u>Institution Leaders</u>
The Democratic candidate	43%	60%
Lean the Democratic candidate	2	2
Completely undecided	8	3
Lean the Republican candidate	2	1
The Republican candidate	45	33
THE DEMOCRATIC CANDIDATE (NET)	45%	63
THE REPUBLICAN CANDIDATE (NET)	47	35

B2. How important of a priority should each of the following be for your member of Congress?

	<u>IMPORTANT</u>			<u>NOT</u>		<u>NET</u>	
	<u>Top priority</u>	<u>Not top priority</u>	<u>Some</u>	<u>Not that</u>	<u>Not at all</u>	<u>IMPORTANT</u>	<u>NOT</u>
• Making higher education affordable and ensuring it provides a good value to students.....							
Base	49%	25	18	5	3	92%	8
Institution Leaders	50%	27	17	6	-	94%	6
• Cracking down on predatory programs that advertise worthless degrees to students who take out loans to pay tuition.....							
Base	45%	28	19	5	4	92%	8
Institution Leaders	46%	30	20	3	1	96%	4
• Requiring higher education programs meet certain standards of quality before they can receive taxpayer dollars like grants and loans							
Base	38%	31	21	6	4	90%	10
Institution Leaders	39%	35	24	1	-	99%	1
• Allowing students who have been defrauded by predatory schools to have their loans forgiven.....							
Base	37%	24	21	9	8	83%	17
Institution Leaders	46%	34	13	6	2	92%	8
• Requiring programs to leave most graduates earning enough to reasonably pay down their loans to gain access to federal student loans							
Base	31%	30	26	9	4	86%	14
Institution Leaders	36%	40	10	14	-	86%	14
• Making higher education free.....							
Base	29%	22	17	13	19	68%	32
Institution Leaders	42%	32	11	9	6	85%	15
• Requiring higher education programs demonstrate a track record of its graduates getting good jobs before they can receive taxpayer dollars like grants and loans							
Base	28%	32	24	11	5	84%	16
Institution Leaders	36%	31	19	11	3	86%	14

B2. How important of a priority should each of the following be for your member of Congress?

	IMPORTANT			NOT		NET	
	<u>Top priority</u>	<u>Not top priority</u>	<u>Some</u>	<u>Not that</u>	<u>Not at all</u>	<u>IMPORTANT</u>	<u>NOT</u>
<ul style="list-style-type: none"> Requiring programs to leave most graduates with manageable student loan debt in order to gain access to federal student loans 							
Base	27%	33	24	10	6	85%	15
Institution Leaders	42%	34	17	6	1	93%	7
<ul style="list-style-type: none"> Canceling all student loan debt..... 							
Base	25%	18	18	13	27	60%	40
Institution Leaders	37%	30	18	6	9	85%	15
<ul style="list-style-type: none"> Requiring accreditors to consider student outcomes, such as loan repayment rates and post-college earnings, before providing higher education programs access to taxpayer dollars like grants and loans 							
Base	24%	30	28	11	6	83%	17
Institution Leaders	31%	35	23	10	*	89%	11
<ul style="list-style-type: none"> Giving students complete freedom to decide where they use federal taxpayer-funded student grants and loans for higher education..... 							
Base	23%	30	26	13	8	79%	21
Institution Leaders	38%	33	16	10	2	88%	12
<ul style="list-style-type: none"> Requiring programs to leave most graduates earning more than the typical high school graduate in their state to gain access to federal student loans 							
Base	22%	29	27	15	7	78%	22
Institution Leaders	35%	35	20	9	2	90%	10

Q28. Which of the following comes closest to your view of the federal government's role regarding higher education funding?

	<u>Base</u>	<u>Institution Leaders</u>
The federal government should allow higher education programs to receive taxpayer funding only if the program meets certain standards of quality.....	61%	58%
The federal government should provide taxpayer funding for higher education programs regardless of the quality of their program	21	40
Neither of these.....	18	2

Q29. Which of the following comes closest to your view of the federal government's role regarding higher education funding?

	<u>Base</u>	<u>Institution Leaders</u>
The federal government should allow higher education programs to receive taxpayer funding only if the program adequately prepares their students for success after graduation.....	56%	67%
The federal government should provide taxpayer funding for higher education programs regardless of their students' outcomes after graduation.....	23	27
Neither of these.....	21	6

Now, you will see a series of statement pairs. Please select the one you agree with more.

Q30. [RESPONSIBILITY] Which of the following statements do you agree with more?

	<u>Base</u>	<u>Institution Leaders</u>
If a student takes out loans to attend a predatory higher education program that defrauds those who enroll, the federal government should make the student whole and hold the school accountable	65%	57%
If a student takes out loans to attend a predatory higher education program that defrauds those who enroll, they should be responsible for paying back that debt	35	43

Q31. [FUNDING ACCESS] Which of the following statements do you agree with more?

	<u>Base</u>	<u>Institution Leaders</u>
Higher education programs should only be allowed access to taxpayer funding if their typical graduate can get a good paying job and repay their loans.....	62%	57%
Higher education programs should be allowed to access taxpayer funding whether or not the programs' graduates can get good paying jobs.....	38	43

Q32. [CAREER OPPORTUNITIES] Which of the following statements do you agree with more?

	<u>Base</u>	<u>Institution Leaders</u>
Career education programs are responsible for providing high quality education and setting their students up for success so that they can secure good paying jobs in their chosen field after they graduate	64%	64%
Students are responsible for securing good paying jobs in their chosen field after they graduate, regardless of the quality of their career education program	36	36

Q33. [LOAN REPAYMENT] Which of the following statements do you agree with more?

	<u>Base</u>	<u>Institution Leaders</u>
Students that graduate from a higher education program that are funded by taxpayer dollars should be able to earn enough money to pay back their loans	74%	68%
Higher education programs that are funded by taxpayer dollars have no responsibility to prepare their graduates to make enough money to pay back their loans	26	32

V1GE. As you may or may not know, the Department of Education is considering new requirements to determine if higher education programs should lose access to taxpayer-funded grants and loans if they have consistently poor student outcomes. The purpose of these requirements, called the "gainful employment rule," is to hold federally-funded higher education programs accountable for the quality of their degrees, so that graduates can find employment, earn more than the average high school graduate, and repay their federal student loans after graduation.

	<u>Base</u>	<u>Institution Leaders</u>
Strongly support.....	40%	36%
Somewhat support.....	37	44
Somewhat oppose.....	8	8
Strongly oppose.....	5	12
Not sure.....	10	*
SUPPORT (NET).....	77%	80
OPPOSE (NET).....	13	20

Based on what you just read, do you support or oppose the gainful employment rule?

Now you will see some more information about the proposed gainful employment rule.

Q34E. [SPLIT E] One proposal would compare how much debt the typical graduate has compared to their average earnings a few years out of school. If most graduates from that program don't earn enough money to start paying down the debt they had to take on to earn their degree, that program would "fail" and lose access to taxpayer dollars. The thinking is that in order to have access to taxpayer funding, a program should prepare students for employment that allows them to pay off their student loans.

	<u>Base</u>	<u>Institution Leaders</u>	<u>SEEN FIRST</u>	
			<u>37</u>	<u>38</u>
Strongly support.....	35%	37%	40%	34%
Somewhat support.....	38	36	29	41
Somewhat oppose.....	11	9	7	10
Strongly oppose.....	6	15	21	10
Not sure.....	10	4	3	5
SUPPORT (NET).....	73%	73	68	76
OPPOSE (NET).....	17	24	28	20

Based on what you just read, do you support or oppose this idea?

Q35E. [SPLIT E] Another proposal would measure the average earnings of graduates from career education programs and compare those to the earnings of people with only a high school degree in the same state. If most graduates of a program do not earn more than the typical high school graduate, that program would "fail" and lose access to taxpayer dollars. The thinking is that in order to have access to taxpayer funding and student loans, a program should leave students better off than someone who never enrolled in higher education in the first place.

Based on what you just read, do you support or oppose this idea?

	Base	Institution Leaders	SEEN FIRST	
			37	38
Strongly support	33%	28%	23%	31%
Somewhat support	37	45	39	49
Somewhat oppose.....	14	9	9	8
Strongly oppose	6	14	20	9
Not sure.....	11	5	9	2
SUPPORT (NET)	70%	73	61	81
OPPOSE (NET).....	19	22	29	17

Q34F. [SPLIT F] One proposal would make higher education programs ineligible for taxpayer funding if most of their graduates aren't able to repay their student loans a few years out of school.

Based on what you just read, do you support or oppose this idea?

	Base	Institution Leaders	SEEN FIRST	
			37	38
Strongly support	25%	32%	37%	26%
Somewhat support	37	43	43	43
Somewhat oppose.....	17	20	13	28
Strongly oppose	9	3	6	-
Not sure.....	11	1	*	3
SUPPORT (NET)	62%	75	80	70
OPPOSE (NET).....	26	23	19	28

Q35F. [SPLIT F] Another proposal would make higher education programs ineligible for taxpayer funding if most of their graduates don't earn more than the typical person with only a high school degree in their state.

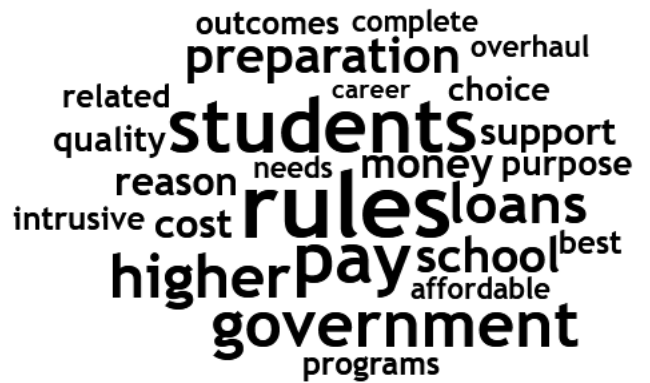
Based on what you just read, do you support or oppose this idea?

	Base	Institution Leaders	SEEN FIRST	
			37	38
Strongly support	28%	22%	25%	19%
Somewhat support	36	46	52	39
Somewhat oppose.....	17	18	9	28
Strongly oppose	7	12	14	11
Not sure.....	12	1	*	3
SUPPORT (NET)	64%	68	77	59
OPPOSE (NET).....	24	31	23	39

Q36. [IF SUPPORT ABOVE] In your opinion, what is the best reason to support these rules?



Q37. [IF OPPOSE ABOVE] In your opinion, what is the best reason to oppose these rules?



Q38. Thinking about colleges, universities, and other post-secondary training programs, which of the following do you agree with more?

	<u>Base</u>	<u>Institution Leaders</u>
Colleges need to be held more accountable for providing a return on investment to students.....	76%	58%
Colleges are already providing enough return on investment to students.....	24	42

Q39. Below are some possible higher education policy proposals. Please rank these proposals in order of importance for you, from most important [1] to least important [4].

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>MEAN</u>
• Ensure that any student who attends a public institution of higher education is able to graduate and earn enough to easily pay back any debt.					
Base	36%	28	18	18	2.17
Institution Leaders	28%	22	19	31	2.53
• Ensure that any student who attends a public institution of higher education is able to graduate without taking on massive debt.....					
Base	32%	35	19	14	2.16
Institution Leaders	27%	30	27	15	2.31
• Ensure that any student who attends a public institution of higher education is able to graduate without any debt.....					
Base	19%	19	36	26	2.69
Institution Leaders	27%	19	33	20	2.46

Q39. Below are some possible higher education policy proposals. Please rank these proposals in order of importance for you, from most important [1] to least important [4].

		<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>MEAN</u>
• Ensure that any student who attends a public institution of higher education is able to graduate without paying any tuition or fees.....	Base	14%	18	27	41	2.95
	Institution Leaders	18%	30	21	32	2.66

B3. For each of the following statements, please indicate if you agree or disagree.

		AGREE		DISAGREE		NET	
		Strongly	Some	Some	Strongly	AGREE	DISAGREE
• [SPLIT B] Higher education programs could do a better job of preparing students for the job market.....	Base	53%	38	9	1	91%	9
	Institution Leaders	59%	37	3	*	97%	3
• Students who graduate from a federally-funded higher education program should be able to earn enough to repay their student loans.....	Base	52%	38	8	2	90%	10
	Institution Leaders	50%	40	8	3	90%	10
• There are steps the federal government could take to make sure predatory higher education programs don't continue to take advantage of students.....	Base	52%	39	7	3	91%	9
	Institution Leaders	49%	43	8	-	92%	8
• Students who graduate from a federally-funded higher education program should be able to get jobs that allow them to earn more than a high school graduate.....	Base	48%	41	9	2	89%	11
	Institution Leaders	50%	40	8	2	90%	10
• Increasing students' ability to repay their debt would stimulate the economy.....	Base	40%	46	10	4	86%	14
	Institution Leaders	34%	53	10	2	88%	12
• Too many higher education programs are passing off worthless degrees to students and leaving them in massive debt.....	Base	40%	43	14	3	83%	17
	Institution Leaders	39%	36	23	2	75%	25
• The federal government could do more to help make sure students succeed in higher education.....	Base	39%	40	14	7	79%	21
	Institution Leaders	44%	46	9	1	90%	10

B3. For each of the following statements, please indicate if you agree or disagree.

	AGREE		DISAGREE		NET	
	Strongly	Some	Some	Strongly	AGREE	DISAGREE
• Higher education programs exist to improve the career outcomes of their graduates.....						
Base	38%	47	11	4	85%	15
Institution Leaders	42%	43	11	5	85%	15
• Low-quality higher education programs should not receive taxpayer dollars like grants and student loans						
Base	34%	40	18	8	74%	26
Institution Leaders	34%	38	24	4	72%	28
• [SPLIT A] Higher education programs are not adequately preparing graduates for today's job market.....						
Base	32%	46	19	3	78%	22
Institution Leaders	39%	43	17	1	82%	18
• Higher education programs don't need any more oversight to make sure they are providing quality degrees for a reasonable price.....						
Base	14%	28	32	25	43%	57
Institution Leaders	36%	29	18	17	65%	35

V2GE. Once again, the Department of Education is considering new requirements to determine if higher education programs should lose access to taxpayer-funded grants and loans if they have consistently poor student outcomes. The purpose of these requirements, called the "gainful employment rule," is to hold federally-funded higher education programs accountable for the quality of their degrees, so that graduates can find employment, earn more than the average high school graduate, and repay their federal student loans after graduation.

	Base	Institution Leaders
Strongly support.....	38%	35%
Somewhat support.....	40	43
Somewhat oppose.....	8	13
Strongly oppose.....	5	9
Not sure.....	8	*
SUPPORT (NET).....	78%	78
OPPOSE (NET).....	14	22

Based on what you know now, do you support or oppose the gainful employment rule?

V2CONGC. Once again, if the election for U.S. Congress were held today, for which candidate would you vote? [IF UNDECIDED] But if you had to choose based only on party affiliation, which way would you lean?

	Base	Institution Leaders
A Democratic candidate who supports the gainful employment rule.....	49%	64%
Lean A Democratic candidate who supports the gainful employment rule.....	1	2
Completely undecided.....	11	1
Lean A Republican candidate who opposes the gainful employment rule.....	5	1
A Republican candidate who opposes the gainful employment rule.....	33	31
DEMOCRAT WHO SUPPORTS GAINFUL EMPLOYMENT (NET).....	50%	66
REPUBLICAN WHO OPPOSES GAINFUL EMPLOYMENT (NET).....	38	33

V2CONGD. Once again, if the election for U.S. Congress were held today, for which candidate would you vote? [IF UNDECIDED] But if you had to choose based only on party affiliation, which way would you lean?

	<u>Base</u>	<u>Institution Leaders</u>
A Democratic candidate who opposes the gainful employment rule	28%	53%
Lean A Democratic candidate who opposes the gainful employment rule	7	8
Completely undecided	15	1
Lean A Republican candidate who supports the gainful employment rule	4	1
A Republican candidate who supports the gainful employment rule	47	37
DEMOCRAT WHO OPPOSES GAINFUL EMPLOYMENT (NET)	35%	61
REPUBLICAN WHO SUPPORTS GAINFUL EMPLOYMENT (NET)	51	38

V3GE. Once again, the Department of Education is considering new requirements to determine if higher education programs should lose access to taxpayer-funded grants and loans if they have consistently poor student outcomes. The purpose of these requirements, called the "gainful employment rule," is to hold federally-funded higher education programs accountable for the quality of their degrees, so that graduates can find employment, earn more than the average high school graduate, and repay their federal student loans after graduation.

	<u>Base</u>	<u>Institution Leaders</u>
Strongly support	31%	36%
Somewhat support	43	37
Somewhat oppose	10	14
Strongly oppose	5	11
Not sure	11	2
SUPPORT (NET)	74%	73
OPPOSE (NET)	15	25

Based on what you know now, do you support or oppose the gainful employment rule?

Here are a few final questions for statistical purposes.

Q51. Have you ever or do you currently have student loan debt?

	<u>Base</u>	<u>Institution Leaders</u>
Yes, I've had or currently have student loan debt.....	34%	55%
No, I've never had and don't currently have student loan debt	64	44
Prefer not to say.....	2	1

Q52. [IF HAVE HAD STUDENT LOAN DEBT] How much student loan debt do you currently have?

	<u>Base</u>	<u>Institution Leaders</u>
Less than \$6,000	43%	11%
\$6,000 - \$14,999	14	13
\$15,000 - \$24,999	11	13
\$25,000 - \$49,999	10	26
\$50,000 - \$99,999	11	23
\$100,000 or more.....	6	7
Prefer not to say.....	6	7

DAGE. What is your age?

	Base	Institution Leaders
18-29	11%	17%
30-44	21	37
45-54	19	23
55-64	22	17
65+	26	6
VOL: (Refused)	-	-

REGION. What state do you live in?

	Base	Institution Leaders
Northeast	17%	21%
Midwest	23	21
South	37	34
West	23	23

REGION9. Coded National Region [9-WAY]

	Base	Institution Leaders
New England	5%	6%
Middle Atlantic	12	15
East North Central	15	14
West North Central	7	7
South Atlantic	21	20
East South Central	6	4
West South Central	10	10
Mountain	8	7
Pacific	15	17

D100. What is your gender?

	Base	Institution Leaders
A man	47%	50%
A woman	53	50
Self-describe	*	-

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

	Base	Institution Leaders
Black/African-American	12%	8%
White/Caucasian	74	72
Hispanic/Latino	8	8
Asian American	3	10
Native American	1	2
Other	2	1

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, and independent, or some other political party? [IF INDEPENDENT/OTHER] Do you think of yourself as closer to the Democratic Party or the Republican Party?

	<u>Base</u>	<u>Institution Leaders</u>
Strong Democrat.....	27%	40%
Weak Democrat	13	10
Independent / Closer to the Democrats	5	10
Independent.....	13	8
Independent / Closer to the Republicans.....	5	6
Weak Republican.....	12	8
Strong Republican	25	18
DEMOCRAT (NET).....	40%	49
INDEPENDENT (NET).....	23	25
REPUBLICAN (NET)	37	26
DEMOCRAT W/ LEANERS (NET)	45%	59
REPUBLICAN W/ LEANERS (NET)	42	33

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

	<u>Base</u>	<u>Institution Leaders</u>
City	26%	51%
Suburban area	48	41
Small town	8	4
Rural area	18	3

VH20. Thinking back, in the November 2020 general election for President, who did you vote for? Or did you not vote in that election?

	<u>Base</u>	<u>Institution Leaders</u>
Voted for Democrat Joe Biden.....	45%	65%
Voted for Republican Donald Trump	43	31
Voted for someone else	2	1
Did not vote.....	11	3

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

	<u>Base</u>	<u>Institution Leaders</u>
Liberal	29%	44%
Moderate.....	35	36
Conservative	36	19

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

	<u>Base</u>	<u>Institution Leaders</u>
Did not complete high school.....	2%	-
Graduated high school.....	20	-
Attended technical/vocational school.....	4	-
Attended some college but no degree	22	-
Graduated two-year college with Associate's degree.....	12	8
Graduated four-year college with Bachelor's degree.....	27	42
Obtained Master's, PhD, or other professional degree (MD, DMD, etc.)	13	49

D120. What is your current employment status?

	<u>Base</u>	<u>Institution Leaders</u>
Employed full-time	42%	99%
Employed part-time.....	9	1
Not employed, but looking for work	7	-
Retired	29	-
Student.....	2	-
Homemaker	7	-
Other	4	-