



THIRD WAY



GS STRATEGY GROUP

What Do Republican Voters Want on Higher Education?

Results from a Third Way/GS Strategy Group survey of 500 nationwide Republican voters from February 4-7, 2025. Margin of error +/- 4.38%.



KEY TAKEAWAYS

01

Republican voters may be frustrated with higher education, but **they haven't abandoned their support**. They do not view colleges and universities as an enemy, and they believe in the value of a degree.

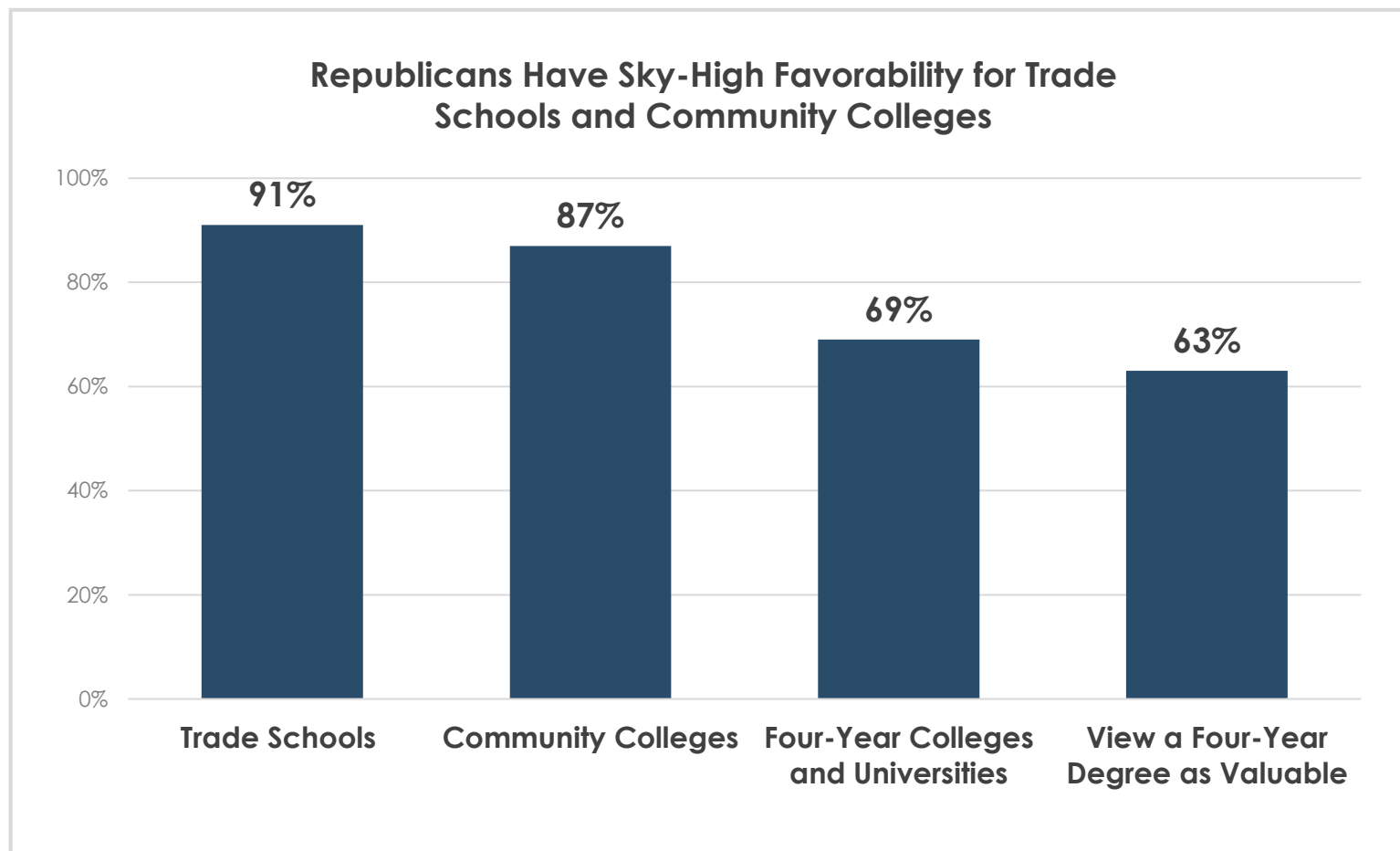
02

Republican voters support policies that increase **accountability**, help with **affordability**, and **ensure an ROI** for students and taxpayers.

03

While Republican voters **want change** in higher education, they are signaling a preference for **less-invasive reforms**.

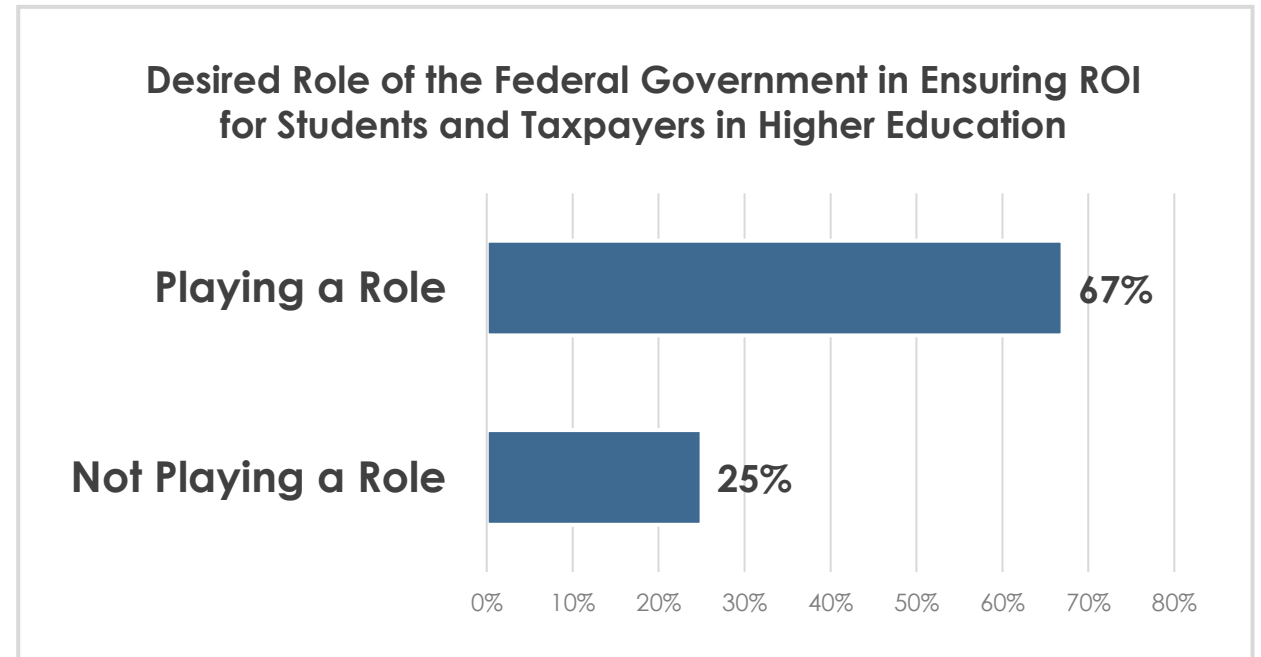
Republican Voters Like and Value Higher Ed



- Republicans also broadly **support** four-year colleges and universities (69%).
- Republicans see the **value of a four-year degree** in today's economy (63%).

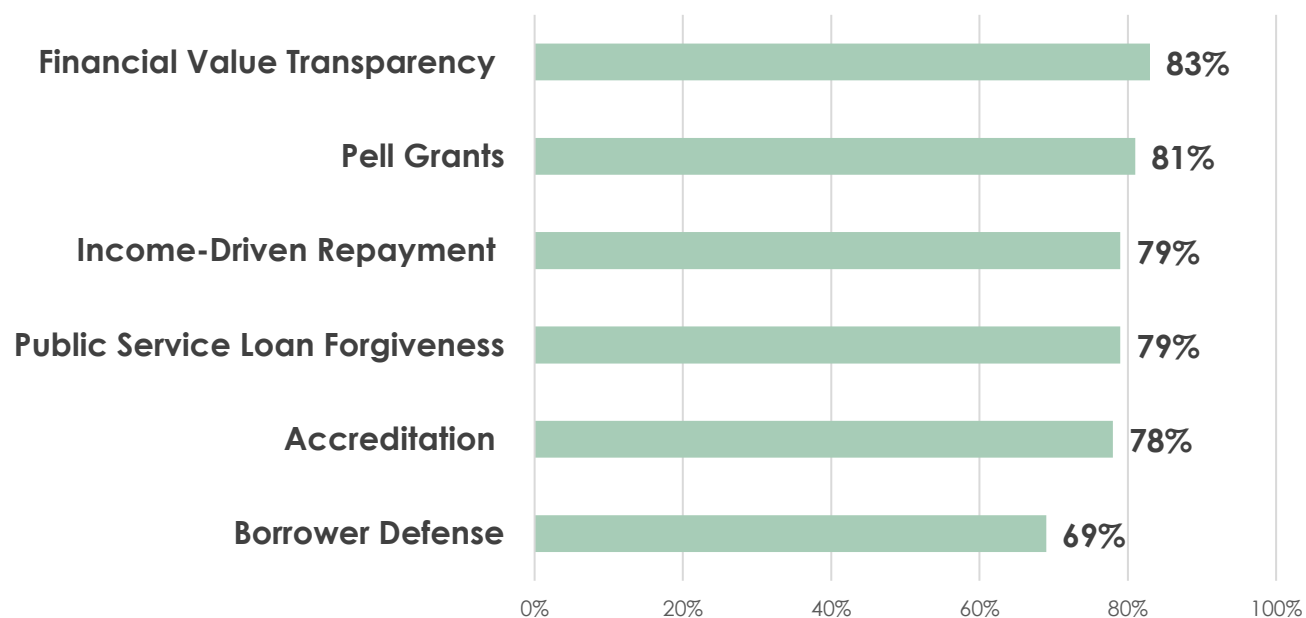
Republicans Want Accountability Across the Board, Not Just in Higher Ed

- Republicans want more **accountability** from everyone:
 - the federal government (90%)
 - health insurance companies (89%)
 - colleges and universities (87%)
- Republican voters (67%) see the **federal government** as an **important player** in ensuring that accredited colleges and universities provide a quality education that leads to good jobs.



Republican Voters Favor Higher Ed Policies that Control Costs and Protect Access

Republican Voter Support for Higher Education Policies



- Voters support policies like **financial value transparency** that promote clear information for students and families (83%).
- Republican voters support continued investment in the **Pell Grant** program (81%).
- Republicans also support **PSLF** and **IDR plans** to make paying student loans affordable (79% each).
- Policies that protect students from bad actors, like **borrower defense to repayment**, are also popular with a majority of Republican voters (69%).

Republican Voters Want More Transparency and Accountability in Today's Economy

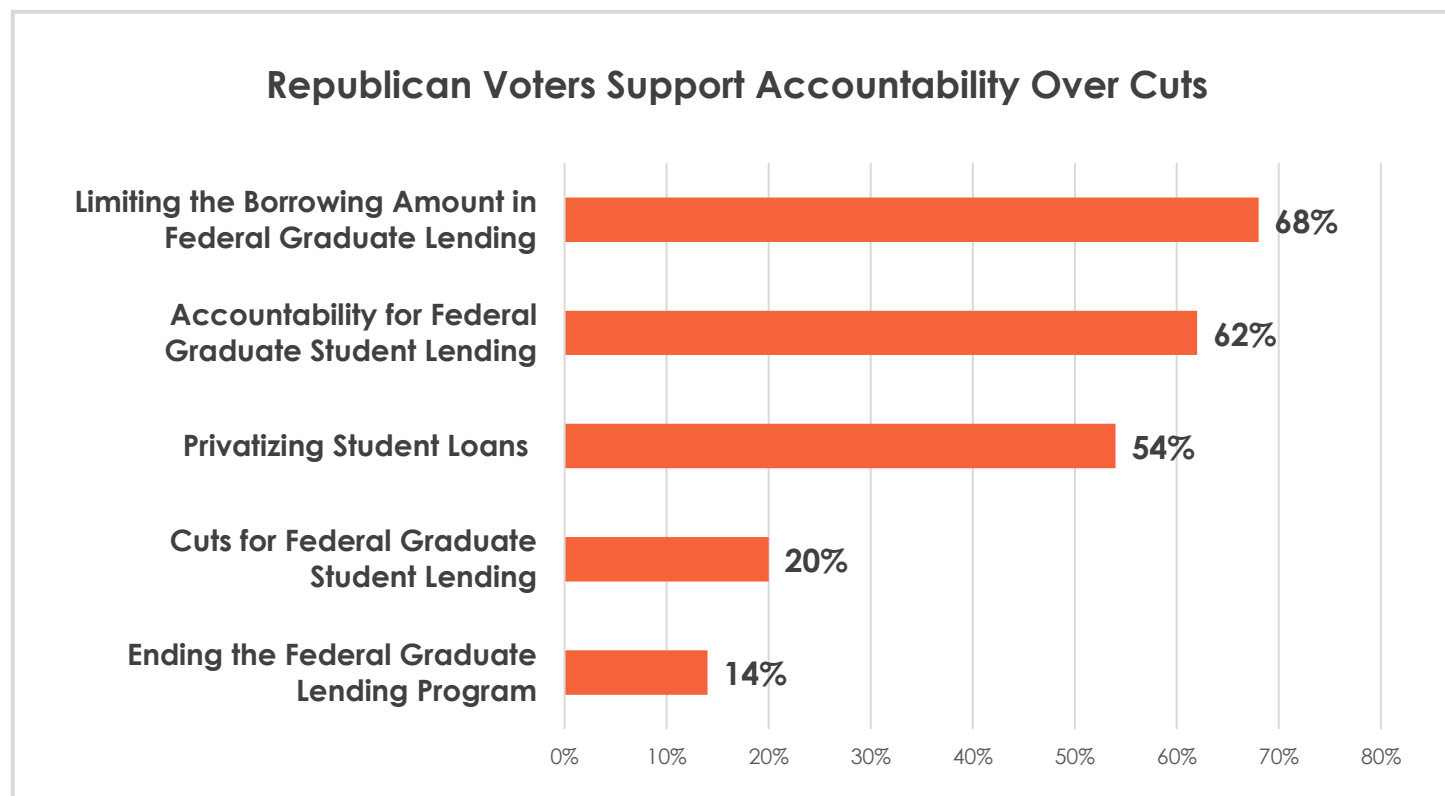
65% MORE TRANSPARENCY

Republican voters want the focus on the cost of living for middle-class families. They believe in **more transparency** to shed light on underperforming programs that don't lead to good jobs, improve the ability of students to repay their loans, and improve the return on investment students get from college.

62% MORE ACCOUNTABILITY

Demanding more **accountability** from colleges and universities to **lower costs** and equip students with better jobs when they graduate is popular.

Republican Voters Prefer Less Invasive Solutions for the Student Loan Program



- Compared to other policies that support accountability for institutions, **fully privatizing student loans** (54%) ranked number 11 of 12—**nearly last** and almost 30 percentage points lower than the top-supported policy.
- Republican voters support **accountability** (62%) **over cuts** in federal graduate student lending and prefer **limiting** the amount a student can borrow for graduate school (68%) **over eliminating** the federal graduate student lending program.



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