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NORC AmeriSpeak Omnibus Survey:

SURVEY: AMERICANS SEE COST AS THE BIGGEST BARRIER TO HIGHER EDUCATION

Interview Dates

March 17 – March 20, 2022

Nationally representative sample of 1,030 English-speaking adults age 18 and over, conducted using the AmeriSpeak Panel, the probability-based panel of NORC at the University of Chicago. Of the 1,030 respondents, 64 completed the survey via phone and 966 via the web.

The self-funded poll was conducted during a monthly Omnibus survey. It included 1,030 interviews with a nationally representative sample (margin of error +/- 4.04%) of adult Americans age 18+ using the AmeriSpeak Panel. AmeriSpeak[®] is NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box-only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings

NOTE: All results show percentages among respondents. "Other" includes don't know, skipped, and refused responses. Frequencies may not add to 100% due to rounding.



Trends indicate that fewer Americans are applying to and enrolling in college. Do you agree, disagree, or neither agree nor disagree with the following statements explaining why Americans are deciding *not* to attend college?

They can earn a good living without a college degree.

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
Strongly agree	22
Somewhat agree	37
Neither agree nor disagree	20
Somewhat disagree	13
Strongly disagree	6
Other	1

Trends indicate that fewer Americans are applying to and enrolling in college. Do you agree, disagree, or neither agree nor disagree with the following statements explaining why Americans are deciding *not* to attend college?

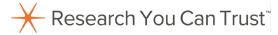
They need to work immediately.

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
Strongly agree	21
Somewhat agree	41
Neither agree nor disagree	26
Somewhat disagree	8
Strongly disagree	3
Other	1

Trends indicate that fewer Americans are applying to and enrolling in college. Do you agree, disagree, or neither agree nor disagree with the following statements explaining why Americans are deciding *not* to attend college?

They do not meet the academic standards required to attend college.

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
Strongly agree	7
Somewhat agree	28
Neither agree nor disagree	34
Somewhat disagree	20
Strongly disagree	11
Other	1



Trends indicate that fewer Americans are applying to and enrolling in college. Do you agree, disagree, or neither agree nor disagree with the following statements explaining why Americans are deciding *not* to attend college?

No one in their family has gone to college.

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
Strongly agree	6
Somewhat agree	23
Neither agree nor disagree	39
Somewhat disagree	18
Strongly disagree	13
Other	1

Trends indicate that fewer Americans are applying to and enrolling in college. Do you agree, disagree, or neither agree nor disagree with the following statements explaining why Americans are deciding *not* to attend college?

They can't afford the cost of college.

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)	
Strongly agree	45	
Somewhat agree	30	
Neither agree nor disagree	15	
Somewhat disagree	6	
Strongly disagree	3	
Other	1	

Trends indicate that fewer Americans are applying to and enrolling in college. Do you agree, disagree, or neither agree nor disagree with the following statements explaining why Americans are deciding *not* to attend college?

They don't have the information needed to know how to apply to college.

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
Strongly agree	8
Somewhat agree	22
Neither agree nor disagree	33
Somewhat disagree	23
Strongly disagree	12
Other	1

EDUCATION

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
Less than HS	10
HS graduate or equivalent	28
Vocational/tech school/some college/	27
associates	
BA+	35

Trends indicate that fewer Americans are applying to and enrolling in college. Do you agree, disagree, or neither agree nor disagree with the following statements explaining why Americans are deciding *not* to attend college?

They can't afford the cost of college by Education

AmeriSpeak (03/17/22– 03/20/22)	Less than HS	HS grad or equivalent	Some College/AA	BA or greater
Strongly agree	33	38	53	47
Somewhat agree	25	30	27	34
Neither agree nor disagree	31	19	13	9
Somewhat disagree	6	7	4	7
Strongly disagree	4	4	2	2
Other	1	1	2	0

Do you agree, disagree, or neither agree nor disagree with the following statements? In the United States today...

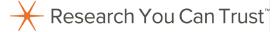
People accepted into a college program should be able to attend regardless of income.

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
Strongly agree	41
Somewhat agree	29
Neither agree nor disagree	18
Somewhat disagree	8
Strongly disagree	3
Other	1

Do you agree, disagree, or neither agree nor disagree with the following statements? In the United States today...

Most people should be able to pay for college without taking out loans.

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)	
Strongly agree	27	
Somewhat agree	21	
Neither agree nor disagree	22	
Somewhat disagree	16	
Strongly disagree	13	
Other	1	



Do you agree, disagree, or neither agree nor disagree with the following statements? In the United States today...

The value of a college education is worth it even if someone needs loans to attend.

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
Strongly agree	12
Somewhat agree	31
Neither agree nor disagree	22
Somewhat disagree	23
Strongly disagree	11
Other	1

Some high schools have dual enrollment programs that allow students to take collegelevel courses while students are still in high school. These courses count toward both a student's high school diploma and a college degree.

Were you aware that some schools in the United States offer this type of program to their high school students?

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
Yes	78
No	21
Other	1

Do you support, oppose, or neither support nor oppose dual-enrollment programs as a way to reduce the cost of college?

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
Strongly support	62
Somewhat support	20
Neither support nor oppose	13
Somewhat oppose	2
Strongly oppose	1
Other	1

AGE

AmeriSpeak (03/17/22–03/20/22)	All adults (N=1,030)
18–29	20
30–44	27
45–59	23
60+	30

Do you agree, disagree, or neither agree nor disagree with the following statements? In the United States today...

The value of a college education is worth it even if someone needs loans to attend.



AmeriSpeak (03/17/22– 03/20/22)	18–29	30–44	45–59	60+
Strongly agree	7	13	10	17
Somewhat agree	27	23	36	38
Neither agree nor disagree	23	26	21	19
Somewhat disagree	27	27	20	19
Strongly disagree	13	11	13	6
Other	2	0	0	1

