

# 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.**

<b>AmeriSpeak (03/17/22–03/20/22)</b>	<b>All adults (N=1,030)</b>
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.**

<b>AmeriSpeak (03/17/22–03/20/22)</b>	<b>All adults (N=1,030)</b>
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.**

<b>AmeriSpeak (03/17/22–03/20/22)</b>	<b>All adults (N=1,030)</b>
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**

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

<b>AmeriSpeak (03/17/22–03/20/22)</b>	<b>Less than HS</b>	<b>HS grad or equivalent</b>	<b>Some College/AA</b>	<b>BA or greater</b>
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.**

<b>AmeriSpeak (03/17/22–03/20/22)</b>	<b>All adults (N=1,030)</b>
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.**

<b>AmeriSpeak (03/17/22–03/20/22)</b>	<b>All adults (N=1,030)</b>
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 college-level 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.

<b>AmeriSpeak (03/17/22– 03/20/22)</b>	<b>18–29</b>	<b>30–44</b>	<b>45–59</b>	<b>60+</b>
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