



Americans See the Value of College

A college degree is the way to a good job and good life.

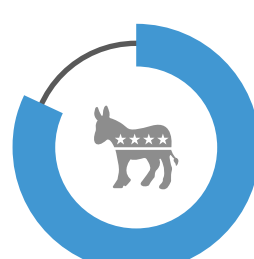
Over two-thirds (78%) of Americans say completing additional education after high school helps an individual's well-being.

This is true for those who do and do not have a degree,

and it is a belief held by the vast majority of both political parties.



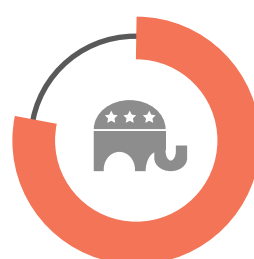
73%
OF THOSE WITHOUT A
DEGREE AGREE IT HELPS



82%
OF DEMOCRATS



84%
OF THOSE WITH A DEGREE
AGREE IT HELPS



78%
OF REPUBLICANS

Two-thirds of people say you need to complete education after high school to have a good life.

Most people say completing education after a high school diploma helps an individual's employment opportunities and earnings. The top three reasons include:

Greater employment opportunities

66%

Salary potential

63%

Potential for career advancement

59%

75% of Americans hope their child or loved one will earn a degree.

This sentiment is strongly held across races



76% WHITE

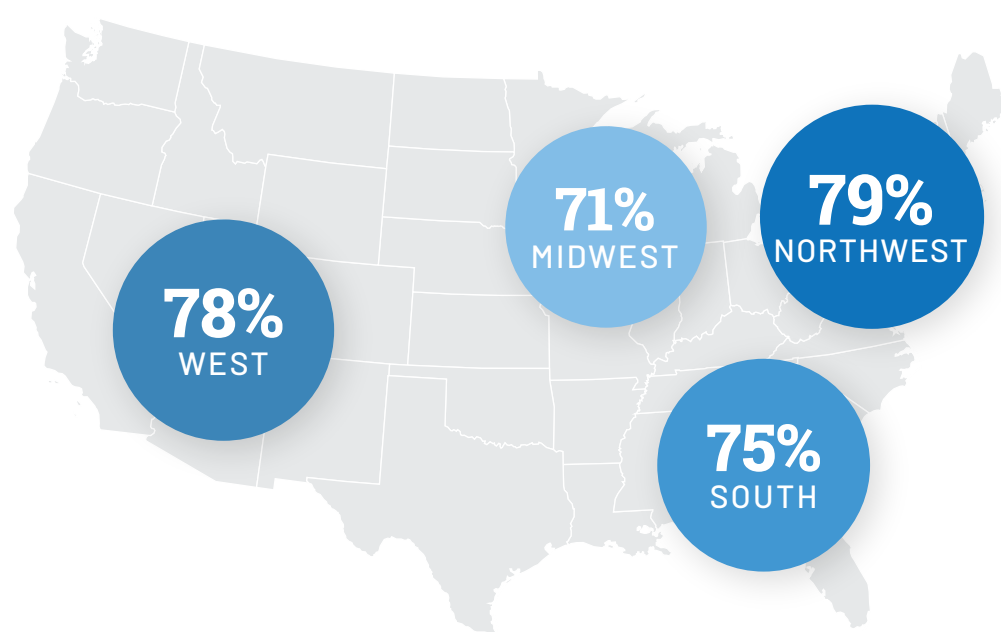


77% HISPANIC



79% BLACK

and regions of the country.



To increase the value of a degree, Americans want policymakers to:

**REDUCE THE COST
OF COLLEGE**

(44%)

**ENSURE A JOB
WILL EXIST UPON
COMPLETION**

(33%)

**CREATE INCENTIVES FOR
COLLEGES AND EMPLOYERS
TO ESTABLISH BETTER
JOB PIPELINES**

(33%)

To learn more about post-high school education in your state, see:

STRONGER NATION

METHODOLOGY

This poll was conducted by Morning Consult between May 23 – June 17, 2023 among a sample of 6,605 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points. Some results shown have been rebased to exclude a “Don’t know/No opinion” answer option.