THIRD WAY – HIGHER EDUCATION SURVEY
CONDUCTED FEBRUARY 4 – 7, 2025
N = 500 Republican Voters Nationally
50% Phone / 50% Online
Margin of Error: +/- 4.38%

Table 1-1
Q1. When there is an election for President, do you always vote, almost always vote, vote most of the time, vote some of the time, hardly ever vote, or never vote?

	Nat
Total	500
Always	84.0
Almost always	8.8
Most of time	5.0
Sometimes	2.2

Table 3-1
Q3. For statistical purposes, what is your age?

	Nat
Total	500
18-34	16.2
18-29	10.6
30-34	5.6
35-44	16.2
35-39	7.0
40-44	9.2
45-54	14.0
55-64	18.8
55-60	10.6
61-64	8.2
65+	34.8
Mean	53.2

Table 4-1
Q4. What is your gender?
(NET DIF 1 - Percent male minus percent female)

	Nat
Total	500
Male	51.4
Female	48.4
Non-binary	0.2
NET DIF 1	3.0

Table 5-1
Q5. Are you Latino, Hispanic or of Latino, Hispanic or Spanish descent?
(NET DIF 1 - Percent yes minus percent no)

	Nat
Total	500
Yes	8.0
No	92.0
NET DIF 1	-84.0

Table 6-1
Q6. What is your race?

	Nat
Total	500
White	86.2
Non-White	13.8
Black	1.8
Hispanic	8.0
Asian/Pacific Islander	1.4
Native American	1.4
Multiple Races	1.2

Table 7-1
Q7. With which political party are you affiliated or registered?
(NET DIF 1 - Percent Republican minus percent Democratic)

	Nat
Total	500
Republican	100.0
NET DIF 1	100.0

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Table 8-1
Q8. If you had to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?
(NET DIF 1 - Percent conservative minus percent liberal)

	Nat
Total	500
Liberal	2.4
Somewhat Liberal	2.4
Moderate	21.0
Conservative	75.2
Somewhat Conservative	33.4
Very Conservative	41.8
Not sure	1.4
NET DIF 1	72.8

Table 9-1
Please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of each of the following people, groups or phrases.
If you have no opinion or have never heard of them, just say so.
Q9. Donald Trump
(NET DIF 1 - Percent favorable minus percent unfavorable)

	Nat
Total	500
Favorable	89.6
Very Favorable	67.6
Somewhat Favorable	22.0
Unfavorable	7.8
Somewhat Unfavorable	2.6
Very Unfavorable	5.2
No opinion	2.0
Not sure	0.6
NET DIF 1	81.8

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Table 10-1
Q10. Four-year Colleges and Universities
(NET DIF 1 - Percent favorable minus percent unfavorable)

                          Nat
                        ———————

Total                     500
Favorable                69.4
     Very Favorable      34.6
     Somewhat Favorable  34.8

Unfavorable              19.6
     Somewhat Unfavorable 11.4
     Very Unfavorable     8.2

No opinion                9.8
Never heard of            0.4
Not sure                  0.8
NET DIF 1                49.8

Table 11-1
Q11. Historically Black Colleges and Universities, or HBCUs
(NET DIF 1 - Percent favorable minus percent unfavorable)

                          Nat
                        ———————

Total                     500
Favorable                50.4
     Very Favorable      21.0
     Somewhat Favorable  29.4

Unfavorable              15.8
     Somewhat Unfavorable 8.0
     Very Unfavorable     7.8

No opinion               29.0
Never heard of            3.0
Not sure                  1.8
NET DIF 1                34.6
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Table 12-1
Q12. Community Colleges
(NET DIF 1 - Percent favorable minus percent unfavorable)

                         Nat
                        ———————

Total                    500
Favorable                87.2
      Very Favorable     51.4
      Somewhat Favorable 35.8

Unfavorable               4.2
      Somewhat Unfavorable 3.2
      Very Unfavorable    1.0

No opinion                7.4
Never heard of            0.4
Not sure                  0.8
NET DIF 1                83.0

Table 13-1
Q13. Trade Schools
(NET DIF 1 - Percent favorable minus percent unfavorable)

                         Nat
                        ———————

Total                    500
Favorable                90.8
      Very Favorable     67.8
      Somewhat Favorable 23.0

Unfavorable               2.8
      Somewhat Unfavorable 2.0
      Very Unfavorable    0.8

No opinion                5.0
Never heard of            1.2
Not sure                  0.2
NET DIF 1                88.0
```

GSSG

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Table 14-1
Q14. For-Profit Colleges
(NET DIF 1 - Percent favorable minus percent unfavorable)

                          Nat
                         _____

Total                     500
Favorable                37.0
     Very Favorable       11.0
     Somewhat Favorable   26.0

Unfavorable              33.6
     Somewhat Unfavorable 18.8
     Very Unfavorable     14.8

No opinion               21.0
Never heard of            4.8
Not sure                  3.6
NET DIF 1                 3.4


Table 16-1
Q15. Generally speaking, do you think a four-year college degree is valuable or not valuable in today's economy?
(NET DIF 1 - Percent valuable minus percent not valuable)

                          Nat
                         _____

Total                     500
Valuable                 63.2
     Very valuable        22.4
     Somewhat valuable    40.8

Not Valuable             33.2
     Not very valuable    23.6
     Not valuable at all   9.6
Not sure                  3.6
NET DIF 1                30.0


Table 17-1
Q16. What type of role would you say the federal government should play when it comes to ensuring accredited colleges provide
quality education that leads to good jobs?
(NET DIF 1 - Percent major minus percent minor)

                          Nat
                         _____

Total                     500
Major role               26.6
Minor role               39.6
No role at all           25.4
Not sure                  8.4
NET DIF 1               -13.0
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Table 18-1
Q17. What do you think is most needed in higher education in America today?

                              Nat
                             ———————

Total                         500
Affordability                 47.8
Accountability                33.2
Transparency                  14.4
Not sure                       4.6

Table 19-1
Q18. Which of the following statements do you agree with more?
(NET DIF 1 - Percent cost out of control minus percent equipped to get a job)

                              Nat
                             ———————

Total                         500
The cost of higher education  44.0
is out of control. Lowering
costs should be the top
priority for higher
education.

Ensuring students who         48.6
graduate are equipped to get
a job to support themselves
and their families should be
the top priority for higher
education. Higher education
can increase career pathways
and earning potential.

Not sure                       7.4
NET DIF 1                     -4.6

Table 20-1
Q19. Which of the following statements do you agree with more?
(NET DIF 1 - Percent reliable indicator minus percent not a reliable indicator)

                              Nat
                             ———————

Total                         500
A college being accredited    37.0
is a reliable indicator that
it offers high-quality
education.

A college being accredited    50.6
is not a reliable indicator
of the quality of education
it offers.

Not sure                      12.4
```

GSSG

Table 21-1
I am now going to read you some segments of industry and the government. After hearing each, please tell me if they need a lot more accountability, a little more accountability, not very much more accountability, or no more accountability.
Q20. Law Enforcement
(NET DIF 1 - Percent accountability minus percent not accountability)

	Nat
Total	500
Accountability	78.6
A lot more accountability	41.8
A little more accountability	36.8
Not Accountability	16.8
Not very much more accountability	11.8
No more accountability	5.0
Not sure	4.6
NET DIF 1	61.8

Table 22-1
Q21. Colleges and universities
(NET DIF 1 - Percent accountability minus percent not accountability)

	Nat
Total	500
Accountability	87.2
A lot more accountability	56.8
A little more accountability	30.4
Not Accountability	8.8
Not very much more accountability	5.2
No more accountability	3.6
Not sure	4.0
NET DIF 1	78.4

GSSG

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Table 23-1
Q22. Health Insurance Companies
(NET DIF 1 - Percent accountability minus percent not accountability)

                         Nat
                        _____

Total                     500
Accountability           89.0
    A lot more            69.4
    accountability

    A little more         19.6
    accountability

Not Accountability        8.0
    Not very much more     4.4
    accountability

    No more accountability 3.6

Not sure                  3.0
NET DIF 1                81.0


Table 24-1
Q23. Prescription Drug Companies
(NET DIF 1 - Percent accountability minus percent not accountability)

                         Nat
                        _____

Total                     500
Accountability           87.4
    A lot more            74.6
    accountability

    A little more         12.8
    accountability

Not Accountability        9.4
    Not very much more     6.6
    accountability

    No more accountability 2.8

Not sure                  3.2
NET DIF 1                78.0
```

Table 25-1
Q24. The federal government
(NET DIF 1 - Percent accountability minus percent not accountability)

	Nat
Total	500
Accountability	90.2
A lot more accountability	76.6
A little more accountability	13.6
Not Accountability	7.2
Not very much more accountability	5.0
No more accountability	2.2
Not sure	2.6
NET DIF 1	83.0

Table 29-1
Next are some potential policies that Congress and the Trump Administration could focus on concerning higher education. Please tell me for each, whether you would strongly support, somewhat support, somewhat oppose or strongly oppose.
Q25. Requiring college accreditors to consider student outcomes, such as graduation rates, loan repayment rates, and post-college employment as a part of their review of institutions.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	500
Support	78.4
Strongly Support	43.0
Somewhat Support	35.4
Oppose	9.6
Somewhat Oppose	5.4
Strongly Oppose	4.2
Not Sure	12.0
NET DIF 1	68.8

Table 30-1
Q26. Allowing borrowers with federal loans to have their loans discharged if the school they attended engaged in fraud, misrepresentation, or illegal conduct.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	500
Support	69.2
Strongly Support	42.0
Somewhat Support	27.2
Oppose	18.6
Somewhat Oppose	8.8
Strongly Oppose	9.8
Not Sure	12.2
NET DIF 1	50.6

Table 31-1
Q27. Increasing financial value transparency by requiring the Department of Education to publish data on college programs' costs, debt, and earnings outcomes. This information helps students and families determine which program would provide the best return on their investment before enrolling.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	500
Support	82.6
Strongly Support	54.0
Somewhat Support	28.6
Oppose	7.6
Somewhat Oppose	4.4
Strongly Oppose	3.2
Not Sure	9.8
NET DIF 1	75.0

Table 32-1
Q28. Allowing people who go into public service, like the military, law enforcement, and public-school teaching, to earn loan forgiveness after working in these fields for a certain amount of time and making a required number of payments.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	500
Support	78.8
Strongly Support	49.8
Somewhat Support	29.0
Oppose	14.0
Somewhat Oppose	7.4
Strongly Oppose	6.6
Not Sure	7.2
NET DIF 1	64.8

Table 33-1
Q29. Allowing students to enroll in a federal loan repayment program that is income-driven, meaning payments are fixed at a certain percentage of your income to make them affordable and help prevent loan default.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	500
Support	78.8
Strongly Support	48.0
Somewhat Support	30.8
Oppose	13.8
Somewhat Oppose	7.4
Strongly Oppose	6.4
Not Sure	7.4
NET DIF 1	65.0

Table 34-1
Q30. Implement 'risk sharing', a program where colleges would be responsible for repaying portions of loans that their students cannot repay to ensure schools are accountable for providing a return on investment.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	500
Support	59.2
Strongly Support	29.6
Somewhat Support	29.6
Oppose	26.2
Somewhat Oppose	11.8
Strongly Oppose	14.4
Not Sure	14.6
NET DIF 1	33.0

Table 35-1
Q31. Increasing accountability for the return on investment graduate programs must provide to students in order to access the federal Grad PLUS loan program.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	500
Support	62.8
Strongly Support	29.6
Somewhat Support	33.2
Oppose	13.0
Somewhat Oppose	7.8
Strongly Oppose	5.2
Not Sure	24.2
NET DIF 1	49.8

Table 36-1
Q32. Ensuring continued financial support for Pell Grants, which help low- to moderate-income students access higher education.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	500
Support	81.0
Strongly Support	49.4
Somewhat Support	31.6
Oppose	11.6
Somewhat Oppose	7.6
Strongly Oppose	4.0
Not Sure	7.4
NET DIF 1	69.4

Table 37-1
Q33. Moving all student loans from the Department of Education to private banks or lenders.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	500
Support	53.8
Strongly Support	27.8
Somewhat Support	26.0
Oppose	24.4
Somewhat Oppose	11.6
Strongly Oppose	12.8
Not Sure	21.8
NET DIF 1	29.4

Table 38-1
Q34. Supporting federal programs that help borrowers who are in default with their student loans.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	500
Support	51.2
Strongly Support	23.4
Somewhat Support	27.8
Oppose	35.8
Somewhat Oppose	16.2
Strongly Oppose	19.6
Not Sure	13.0
NET DIF 1	15.4

Table 39-1
Q35A. Requiring career training programs to demonstrate their students earn more than the typical high school graduate and have reasonable student debt levels to receive
federal aid.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	267
Support	70.4
Strongly Support	36.3
Somewhat Support	34.1
Oppose	13.1
Somewhat Oppose	8.2
Strongly Oppose	4.9
Not Sure	16.5
NET DIF 1	57.3

Table 40-1
Q35B. Requiring all undergraduate programs to demonstrate their students earn more than the typical high school graduate and have reasonable student debt levels to receive federal aid.
(NET DIF 1 - Percent support minus percent oppose)

	Nat
Total	233
Support	67.0
Strongly Support	34.3
Somewhat Support	32.6
Oppose	19.3
Somewhat Oppose	10.7
Strongly Oppose	8.6
Not Sure	13.7
NET DIF 1	47.6

Table 45-1
Q36. Currently, one of the few places aspiring doctors and scientists can get loans for their graduate school program is through the federal government. These loans are typically repaid at a higher rate than undergraduate loans because of these student's earning potential upon graduation. There are ongoing discussions about how to reform this program moving forward. Which plan makes the most sense to you?
(NET DIF 1 - Percent eliminating the program entirely minus percent limiting the amount students can borrow)

	Nat
Total	500
Eliminating the program entirely to save the government money, even if that means leaving medical and doctoral students with nowhere to get loans.	14.0
Limiting the amount students can borrow to reduce government spending, while continuing to provide a lending option for aspiring doctors and scientists.	67.6
Not sure	18.4
NET DIF 1	-53.6

Table 46-1
Q37. And do you think that graduate school loan program would be better served by across-the-board lending cuts or greater accountability from colleges and universities to improve their return on investment?
(NET DIF 1 - Percent across-the-board cuts minus percent greater accountability)

	Nat
Total	500
Across-the-board cuts	19.8
Greater accountability	62.4
Not sure	17.8
NET DIF 1	-42.6

Table 47-1

Now I want to give you some arguments from supporters and opponents of these various plans. After hearing each set of arguments, tell me which side you agree with more:

supporters or opponents.

Q38. • Supporters of more transparency in higher education say it would 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.

• Opponents of more transparency in higher education say it would invade students' privacy by allowing the government to collect personal data on students and create unnecessary burdens for colleges and universities.

(NET DIF 1 - Percent supporters minus percent opponents)

	Nat
Total	500
Supporters	64.8
Opponents	14.0
Not Sure	21.2
NET DIF 1	50.8

Table 48-1

Q39. • Supporters of public service loan forgiveness say the government should encourage people to enter vital but sometimes lower-paying professions like the military, law enforcement, and public education. Providing a path to earn partial loan forgiveness is the least we can do for these workers.

• Opponents of public service loan forgiveness say that students who borrow to attend college should have the responsibility to pay back their student loans on their own, no matter what job they choose after graduation.

(NET DIF 1 - Percent supporters minus percent opponents)

	Nat
Total	500
Supporters	45.6
Opponents	38.8
Not Sure	15.6
NET DIF 1	6.8

Table 49-1

Q40. • Supporters of increased accountability in higher education say colleges should lose access to taxpayer dollars if they are failing to provide a return on investment to students who enroll.

• Opponents of increased accountability in higher education say it isn't fair to hold schools accountable, because it's the responsibility of students to find the best program for them, graduate, and get a job.

(NET DIF 1 - Percent supporters minus percent opponents)

	Nat
Total	500
Supporters	48.0
Opponents	31.8
Not Sure	20.2
NET DIF 1	16.2

Table 52-1

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement. If you aren't sure, just say so.

Q41. The federal government should continue to play a role in higher education by requiring transparency from institutions and accrediting schools and programs based on the value they provide to students.

(NET DIF 1 - Percent agree minus percent disagree)

	Nat
Total	500
Agree	71.0
Strongly Agree	35.8
Somewhat Agree	35.2
Disagree	14.8
Somewhat Disagree	8.2
Strongly Disagree	6.6
Not Sure	14.2
NET DIF 1	56.2

Table 53-1

Q42. With the ever-increasing cost of a college education, it is critical for the federal government to provide guardrails against bad actors who charge students for worthless degrees that won't help them get a job.

(NET DIF 1 - Percent agree minus percent disagree)

	Nat
Total	500
Agree	71.2
Strongly Agree	45.4
Somewhat Agree	25.8
Disagree	14.2
Somewhat Disagree	8.4
Strongly Disagree	5.8
Not Sure	14.6
NET DIF 1	57.0

Table 54-1
Q43. Most students who don't finish their degree struggle to pay back their college debt. One of the best ways the government can reduce student loan default is by supporting programs that help students graduate and get higher-paying jobs that allow them to pay off their debt.
(NET DIF 1 – Percent agree minus percent disagree)

	Nat
Total	500
Agree	68.2
Strongly Agree	34.2
Somewhat Agree	34.0
Disagree	17.8
Somewhat Disagree	9.8
Strongly Disagree	8.0
Not Sure	14.0
NET DIF 1	50.4

Table 55-1
Q44. If politicians want to lower the cost of living for middle-class families, demanding more accountability from colleges and universities is a clear way to lower costs and equip students for better jobs when they graduate.
(NET DIF 1 – Percent agree minus percent disagree)

	Nat
Total	500
Agree	62.4
Strongly Agree	27.8
Somewhat Agree	34.6
Disagree	16.8
Somewhat Disagree	11.6
Strongly Disagree	5.2
Not Sure	20.8
NET DIF 1	45.6

Table 59-1
Now just a few more questions for statistical purposes.
Q45. Have you ever or do you currently have student loan debt?
(NET DIF 1 – Percent yes minus percent no)

	Nat
Total	500
Yes	25.0
No	68.2
Not sure	6.8
NET DIF 1	-43.2

```
Table 60-1
Q46. Do you have children under the age of 18 - yes or no?
(NET DIF 1 - Percent yes minus percent no)

                          Nat
                          _____

Total                     500
Yes                       25.0
No                        68.6
Prefer not to say          6.4
NET DIF 1                 -43.6

Table 61-1
Q47. What is the highest level of education you have completed?

                          Nat
                          _____

Total                     500
High school               22.0
      Some high school     1.2
      Graduated high school  20.8

Some college/Assoc/Trade  36.4
      Some college        18.4
      Two-year college degree  11.0
      Trade or technical   7.0
      school certificate

Four-year college degree  20.0

Graduate school           15.0
      Some graduate school  2.2
      Graduate degree     12.8
Prefer not to say          6.6

Table 62-1
Q48. What is your current household income?

                          Nat
                          _____

Total                     500
Under $50,000             29.8

50,001 to $100,000        30.4
      50,001 to $75,000   17.4
      $75,001-$100,000    13.0

$101,000+                 23.4
      $101,000-$150,000   11.8
      $150,001-$250,000    5.0
      Over $250,000        6.6
Prefer not to say         16.4
```

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Table 67-1
QREG. Area breaks: Census regions

                        Nat
                      ———————

Total                   500
Northeast              14.0
      New England        3.4
      Middle Atlantic   10.6

Midwest                22.8
      East North Central 14.8
      West North Central  8.0

South                  43.0
      South Atlantic    21.2
      East South Central  8.6
      West South Central 13.2

West                   20.2
      Mountain           9.2
      Pacific           11.0
```

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Table 63-1
Q49. Survey Type:

                        Nat
                      ———————

Total                   500
Online                 50.0
Cell                   29.4
Land                   20.6
```

```
Table 64-1
QTYPE1. Survey:

                        Nat
                      ———————

Total                   500
National              100.0
```

```
Table 65-1
QTYPE2. Survey/Method:

                        Nat
                      ———————

Total                   500
National Phone         50.0
National Online        50.0
```