



**Survey Questions\***  
**Varying Degrees 2025 Survey**  
**Conducted for: New America**  
**Conducted by: NORC at the University of Chicago**  
**Sample Source: AmeriSpeak Probability-Based Panel**  
**Sampled Population: General Population Age 18+ with oversamples**  
**Date Fielded: 03/13/2025-03/28/2025**

\*Although primarily a web survey, this survey was dual-mode, and some respondents took the survey through a telephone interview. The following questionnaire has been simplified to represent just the web mode version. Telephone respondents might have heard slightly different response options more befitting their mode of data collection. AmeriSpeak's standardized introduction and thank you informational screens are not included below. This survey was also in Spanish and English, but only English is represented here. At the end of the document, all of the demographic, socio-economic, and household profile measures that have been asked of AmeriSpeak respondents prior to the survey and included with the final delivered data are noted.

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New America Varying Degrees 2025

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**WINTRO\_1.**

Thank you for agreeing to participate in our new AmeriSpeak survey!

This survey is about higher education – or education beyond high school. This includes any formal education and/or training, including apprenticeships, technical education, vocational education, and coursework applicable to an associate, bachelor’s, or advanced degree.

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**SECTION 1: ENROLLMENT AND BORROWING STATUS**

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[THIS IS A COPY D4 IN SID 3519] 21222324

**D4.**

Are you currently enrolled in any education beyond high school? Education beyond high school includes any formal education and/or training, including apprenticeships, technical education, vocational education, and coursework applicable to an associate, bachelor’s, or advanced degree.

**RESPONSE OPTIONS:**

1. Yes, I am enrolled at the undergraduate level (e.g., associate or bachelor’s degree program, undergraduate certificate program, other undergraduate-level courses)
  2. Yes, I am enrolled at the graduate or professional level (e.g., master’s, doctoral, or professional degree programs, graduate-level certificate program, other graduate-level courses)
  3. No
- 

[THIS IS A COPY D5 IN SID 3519] 21222324

[SHOW IF D4=1]

**D5.**

Which of the following best describes the type of school you are currently attending for undergraduate study, which includes study for an associate degree, bachelor's degree, or sub-baccalaureate credential (such as a certificate program)?

**RESPONSE OPTIONS:**

1. Public 2-year college
2. Public 4-year college or university
3. Private non-profit 2-year or 4-year college or university
4. Private for profit 2-year or 4-year college or university
5. Other (Specify): [TEXTBOX]

- 6. Attending more than one school
  - 77. Don't know
- 

[THIS IS A COPY S1A IN SID 3519] 21222324

**S1A.**

Do you currently have student loans you borrowed for yourself and are responsible for paying? This is debt you may have taken out to pay for community college, university, or vocational schools -- even if you haven't finished your degree.

**RESPONSE OPTIONS:**

- 1. Yes
  - 2. No
- 

[THIS IS A COPY D3A IN SID 3519] 21222324

[SHOW IF S1A = 1]

**D3A.**

Are the student loans you borrowed for your own education for undergraduate, graduate education, or both?

**RESPONSE OPTIONS:**

- 1. Undergraduate education only
  - 2. Graduate education only
  - 3. Both undergraduate and graduate education
- 

[THIS IS A COPY QS1B IN SID 3519] 21222324

**S1B.**

Do you currently have student loans that you borrowed or co-signed for someone else and are responsible for paying? This is debt taken out to pay for community college, university, or vocational schools -- even if the student hasn't finished their degree.

**RESPONSE OPTIONS:**

- 1. Yes
  - 2. No
- 

**SECTION 2: EMPLOYMENT, FINANCIAL SECURITY, AND HIGHER EDUCATION IMPACT**

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[THIS IS A COPY Q1 IN SID 3519] 21222324

**Q1.**

How much do you agree or disagree that there are lots of well-paying, stable jobs that people can find with only a high school diploma or GED?

**RESPONSE OPTIONS:**

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

[THIS IS A COPY Q3 IN SID 3519] 21222324

**Q3.**

How much do you agree or disagree with the idea that, in general, it is easier to find a well-paying, stable career if you received the following levels of education compared to having no education beyond high school?

**GRID ITEMS**

- A. Some technical education or college, but no certificate or degree
- B. Technical certificate
- C. Associate degree (usually a two-year degree in a technical or liberal arts discipline)
- D. Bachelor's degree (usually a four-year degree)
- E. Advanced degree (e.g., master's or doctoral degree)
- F. Professional degree (e.g., degree in dentistry, law, medicine, pharmacy, or veterinary medicine)

**RESPONSE OPTIONS:**

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

IF RND\_00=0 SHOW Q6 HERE (EARLY CONDITION)

IF RND\_00=1 SHOW Q6 TOWARD END OF SURVEY (LATE CONDITION – IT IS FLAGGED THERE)

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[THIS IS A COPY Q6 IN SID 3519] 21222324

**Q6.**

As a reminder, higher education includes any formal education and/or training, including apprenticeships, technical education, vocational education, and coursework applicable to an associate, bachelor's, or advanced degree. How much do you agree or disagree that higher education in America is fine how it is?

RESPONSE OPTIONS:

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

IF RND\_01=0 SHOW Q8B FIRST AND Q8C SECOND

IF RND\_01=1 SHOW Q8C FIRST AND Q8B SECOND

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[THIS IS A COPY Q8B IN SID 3519] 21222324

**Q8B.**

What is the minimum level of education that you believe your immediate or close family members need to complete to ensure financial security?

RESPONSE OPTIONS:

1. High school diploma/GED
  2. Technical certificate
  3. Associate degree (usually a two-year degree in a technical or liberal arts discipline)
  4. Bachelor's degree (usually a four-year degree)
  5. Master's degree (e.g., Master of Business Administration, Master of Arts, Master of Science)
  6. Doctoral or professional degree (e.g., Ph.D. or degree in dentistry, law, medicine, pharmacy, or veterinary medicine)
- 

[THIS IS A COPY Q8C IN SID 3519] 21222324

**Q8C.**

What is the minimum level of education that you believe adults living in the United States need to complete to ensure financial security?

RESPONSE OPTIONS:

1. High school diploma/GED
  2. Technical certificate
  3. Associate degree (usually a two-year degree in a technical or liberal arts discipline)
  4. Bachelor's degree (usually a four-year degree)
  5. Master's degree (e.g., Master of Business Administration, Master of Arts, Master of Science)
  6. Doctoral or professional degree (e.g., Ph.D. or degree in dentistry, law, medicine, pharmacy, or veterinary medicine)
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IF RND\_00=0 SHOW Q9AA HERE (EARLY CONDITION)

IF RND\_00=1 SHOW Q9AA TOWARD END OF SURVEY (LATE CONDITION – IT IS FLAGGED THERE)

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[THIS IS A COPY Q9AA IN SID 3519] 21222324

**Q9AA.**

Overall, do you think colleges and universities are having a positive or negative effect on the way things are going in this country today?

RESPONSE OPTIONS:

1. Positive
  2. Negative
- 

IF RND\_00=0 SHOW Q9BB HERE (EARLY CONDITION)

IF RND\_00=1 SHOW Q9BB TOWARD END OF SURVEY (LATE CONDITION – IT IS FLAGGED THERE)

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[THIS IS A COPY Q9BB IN SID 3519] 21222324

**Q9BB.**

Overall, do you think colleges and universities are having a positive or negative effect on the way things are going within your local community today?

RESPONSE OPTIONS:

1. Positive
  2. Negative
- 

**SECTION 3: ATTITUDES ABOUT HIGHER EDUCATION QUALITY**

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[THIS IS A NEW ITEM]

**Q80.**

How important do you think it is for colleges and universities to do the following:

GRID ITEMS [RANDOMIZE]:

- A. Equip students with the necessary skills and knowledge to succeed in their chosen fields
- B. Help students become informed citizens
- C. Help students become critical thinkers
- D. Create an environment where students of all backgrounds feel supported

- E. Provide a platform for exploration of diverse ideas
- F. Conduct research to expand new understandings in various subjects
- G. Engage with and serve the community they are in
- H. Provide a skilled and educated workforce for the economy
- I. Foster cross-cultural understanding

**RESPONSE OPTIONS:**

- 1. Very important
  - 2. Somewhat important
  - 3. Not very important
  - 4. Not important at all
- 

[THIS IS A NEW ITEM]

**Q81.**

When you think about the *quality* of colleges and universities, how would you rate the importance of each of the following outcomes:

**GRID ITEMS [RANDOMIZE]:**

- A. Percentage of students who finish their programs within a period of time
- B. Percentage of graduates who find employment within their fields of study
- C. Rate at which individuals pay back their student loans after leaving the program
- D. Earnings of individuals graduating from the programs

**RESPONSE OPTIONS:**

- 1. Very important
  - 2. Somewhat important
  - 3. Not very important
  - 4. Not important at all
- 

[THIS IS A NEW ITEM]

**Q82.**

When you think about the *quality* of colleges and universities, how would you rate the importance of each of the following:

**GRID ITEMS [RANDOMIZE]:**

- A. Training and skill development for jobs in students' chosen fields
- B. Development of writing and communication skills
- C. Development of thinking and reasoning skills
- D. Faculty from diverse racial, ethnic, gender, political, and socioeconomic backgrounds
- E. Faculty's educational background

- F. The quality of faculty research
- G. Availability of research opportunities for students
- H. Availability of internships and other opportunities for students to apply their learning and gain real-life work experience
- I. Availability of student support services, including academic advising, career counseling, food, and housing support

**RESPONSE OPTIONS:**

- 1. Very important
  - 2. Somewhat important
  - 3. Not very important
  - 4. Not important at all
- 

**SECTION 4: ATTITUDES ABOUT CONFIDENCE IN HIGHER EDUCATION**

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**RANDOMIZE ORDER OF ALL ITEMS IN THIS SECTION**  
**DO NOT RECORD RANDOMIZATION ORDER**

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[THIS IS A NEW ITEM]

**Q83.**

To what extent do you think education after high school is needed for higher-paid jobs and more career opportunities?

**RESPONSE OPTIONS:**

- 1. Very much
  - 2. Somewhat
  - 3. Very little
  - 4. Not at all
- 

[THIS IS A NEW ITEM]

**Q84.**

To what extent do you think colleges and universities help individuals get ahead and succeed in life?

**RESPONSE OPTIONS:**

- 1. Very much
- 2. Somewhat
- 3. Very little
- 4. Not at all

[THIS IS A NEW ITEM]

**Q85.**

To what extent do you think colleges and universities provide a trained workforce needed for a strong economy?

**RESPONSE OPTIONS:**

1. Very much
  2. Somewhat
  3. Very little
  4. Not at all
- 

[THIS IS A NEW ITEM]

**Q86.**

To what extent do you think colleges and universities conduct high-quality research that drives innovation and scientific breakthroughs?

**RESPONSE OPTIONS:**

1. Very much
  2. Somewhat
  3. Very little
  4. Not at all
- 

[THIS IS A NEW ITEM]

**Q87.**

When it comes to individuals' political viewpoints, how would you describe the overall environment of colleges and universities?

**RESPONSE OPTIONS:**

1. A lot more welcoming toward liberal views
  2. Somewhat more welcoming toward liberal views
  3. Equally welcoming toward liberal and conservative views
  4. Somewhat more welcoming toward conservative views
  5. A lot more welcoming toward conservative views
- 

[THIS IS A NEW ITEM]

**Q88.**

When it comes to exposing students to different ideas, which of the following comes closest to how you think colleges and universities do this?

**RESPONSE OPTIONS:**

1. Colleges push their own views on students rather than encouraging students to be open to diverse ideas
  2. Colleges encourage students to be open to diverse ideas rather than pushing their own views on students
- 

[THIS IS A NEW ITEM]

**Q89.**

To what extent do you think colleges and universities prepare students with the relevant knowledge and skills demanded by employers?

**RESPONSE OPTIONS:**

1. Very much
  2. Somewhat
  3. Very little
  4. Not at all
- 

[THIS IS A NEW ITEM]

**Q90.**

To what extent do you think college and university graduates can find jobs in their field of training?

**RESPONSE OPITONS:**

1. Very much
  2. Somewhat
  3. Very little
  4. Not at all
- 

[THIS IS A NEW ITEM]

**Q91.**

To what extent do you think students are accumulating too much student loan debt as a result of attending colleges and universities?

**RESPONSE OPTIONS:**

1. Very much
2. Somewhat

3. Very little
  4. Not at all
  77. Don't know
- 

## SECTION 5: ATTITUDES ABOUT HIGHER EDUCATION VALUE AND ACCOUNTABILITY

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[THIS IS A COPY Q9B IN SID 3519] 24

### Q9B.

How much do you agree or disagree that education beyond high school offers a good return on investment for the student?

#### RESPONSE OPTIONS:

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

[THIS IS A COPY Q10 IN SID 3519] 2324

### Q10.

Compared to those who have not completed an associate or bachelor's degree, or an undergraduate certificate, how do you rate the following for individuals *who have completed* these undergraduate credentials?

#### GRID ITEMS, RANDOMIZE:

- A. Availability of jobs that pay a livable wage
- B. Job satisfaction
- C. Earnings from employment including salaries or wages
- D. Opportunities to build wealth
- E. Financial well-being
- F. Satisfaction with the communities where they live
- G. Good health

#### RESPONSE OPTIONS:

1. Much better
  2. Somewhat better
  3. About the same
  4. Somewhat worse
  5. Much worse
-

[THIS IS A COPY Q11 IN SID 3519 from years 2324 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS]

**Q11.**

Compared to those who have completed a bachelor's degree, how do you rate the following for individuals who have completed a graduate-level degree such as a master's, doctoral, or professional degree?

**GRID ITEMS, RANDOMIZE:**

- A. Availability of jobs that pay a livable wage
- B. Job satisfaction
- C. Earnings from employment including salaries or wages
- D. Opportunities to build wealth
- E. Financial well-being
- F. Satisfaction with the communities where they live
- G. Good health

**RESPONSE OPTIONS:**

- 1. Much better
- 2. Somewhat better
- 3. About the same
- 4. Somewhat worse
- 5. Much worse

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[THIS IS A COPY Q12 IN SID 3519] 2324

**Q12.**

How much, if at all, do you think individuals who complete an undergraduate program, such as an associate or bachelor's degree or certificate, offer the following to their communities?

**GRID ITEMS, RANDOMIZE:**

- A. Increased public tax revenues due to higher wages of graduates
- B. Skilled workforce
- C. Improved public health
- D. Increased civic participation such as voting, volunteering, or other involvement within their communities
- E. Range of employment opportunities
- F. Low unemployment rates
- G. Support for local businesses
- H. Cultural participation and opportunities

**RESPONSE OPTIONS:**

- 1. Very much
- 2. Somewhat

3. Very little
  4. Not at all
- 

[THIS IS A COPY Q60 IN SID 3519] 24

**Q60.**

How much do you agree or disagree with the following statements?

**GRID ITEMS:**

- A. The value of an *associate* degree (usually a two-year degree in a technical or liberal arts discipline) is worth it even if someone needs loans to attend.
- B. The value of a *bachelor's* degree (usually a four-year degree) is worth it even if someone needs loans to attend.

**RESPONSE OPTIONS:**

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

[THIS IS A COPY Q43 IN SID 3519] 21222324

**Q43.**

How important is it for colleges and universities to provide publicly available data on key indicators of quality, such as graduation rates, graduates' employment rates, and earnings?

**RESPONSE OPTIONS:**

1. Very important
  2. Somewhat important
  3. Not very important
  4. Not important at all
- 

[THIS IS A COPY Q44 IN SID 3519] 21222324

**Q44.**

How much do you support or oppose the idea that colleges and universities should lose some access to taxpayer dollars if they have...

**GRID ITEMS, RANDOMIZE:**

- A. low graduation rates

- B. high default rates for student loan repayments
- C. low rates of graduates paying down their student loans
- D. low rates of graduates earning a living wage
- E. high rates of graduates earning less than the average high school graduate
- F. high student loan debt relative to their earnings

**RESPONSE OPTIONS:**

- 1. Strongly support
  - 2. Somewhat support
  - 3. Somewhat oppose
  - 4. Strongly oppose
- 

**SECTION 6: ATTITUDES ABOUT AFFORDABILITY**

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[THIS IS A NEW ITEM]

**Q94.**

What do you think is the single main reason that stops students from enrolling or completing their programs of study after high school?

**RESPONSE OPTIONS, RANDOMIZE:**

- 1. Cost of attending colleges and universities
  - 2. Time it takes to graduate
  - 3. Lack of motivation
  - 4. Difficulties balancing coursework with family responsibilities
  - 5. Difficulties balancing coursework with work responsibilities
  - 6. Health issues
  - 7. Enough jobs are available that do not require education after high school
  - 8. Other (Specify): [TEXTBOX][ANCHOR]
- 

[THIS IS A NEW ITEM]

**Q41\_X.**

What do you think is the single most important higher education issue President Trump and Congress should prioritize in the next four years?

**RESPONSE OPTIONS, RANDOMIZE:**

- 1. Making colleges and universities more affordable
- 2. Making data on college students' completion, earnings, employment, and student loan repayment rates publicly available
- 3. Creating affordable pathways to high-quality postsecondary credentials

4. Preparing students for well-paid jobs and careers
  5. Making sure more students complete their programs of study
  6. Making sure colleges are held accountable for students' outcomes, such as their completion, earnings, employment, and student loan repayment rates
  7. Other higher education issue (Specify): [TEXTBOX][ANCHOR]
- 

[THIS IS A COPY Q9A IN SID 3519] 24

**Q9A.**

How much do you agree or disagree that Americans can get a high-quality education after high school that is also affordable?

**RESPONSE OPTIONS:**

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

[THIS IS A COPY Q65 IN SID 3519] 24

**Q65.**

How much do you agree or disagree with the following statements?

**GRID ITEMS, RANDOMIZE:**

- A. The cost of attending colleges or universities is the biggest factor that blocks any individual from enrolling.
- B. The cost of attending colleges or universities is the biggest factor that blocks individuals from lower-income families from enrolling.
- C. The cost of attending colleges or universities is the biggest factor that blocks individuals who are the first in their families to attend college from enrolling.
- D. The cost of attending colleges or universities is the biggest factor that blocks individuals from racial and ethnic minorities from enrolling.

**RESPONSE OPTIONS:**

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

**SECTION 7: ATTITUDES ABOUT HIGHER EDUCATION FUNDING**

PUT Q67 and Q68 in the same screen.

[THIS IS A COPY Q67 IN SID 3519] 24

**Q67.**

Who should be *mainly* responsible for funding education beyond high school?

RESPONSE OPTIONS:

1. Federal government from federal taxpayer dollars
  2. State governments from state taxpayer dollars
  3. Students or families through household income, savings, or investments
  4. Students or families through loans
- 

[THIS IS A COPY Q68 IN SID 3519] 24

[SHOW IF Q67=1-4]

**Q68.**

Who should be the *second-most* responsible for funding education beyond high school?

RESPONSE OPTIONS:

1. [SHOW IF Q67=2,3 OR 4] Federal government from federal taxpayer dollars
  2. [SHOW IF Q67=1,3 OR 4] State governments from state taxpayer dollars
  3. [SHOW IF Q67=1,2, OR 4] Students or families through household income, savings, or investments
  4. [SHOW IF Q67=1,2, OR 3] Students or families through loans
- 

[THIS IS A COPY Q28 IN SID 3519] 21222324

**Q28.**

Who should be more responsible for funding higher education?

RESPONSE OPTIONS:

1. The government, because it is good for society
  2. Students, because they personally benefit
- 

[THIS IS A COPY Q9D IN SID 3519] 24

**Q9D.**

How much do you agree or disagree that the federal government should spend more tax dollars on education opportunities after high school to make them more affordable?

RESPONSE OPTIONS:

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

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[THIS IS A COPY Q69 from year 24 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS]

**Q69.**

The Pell Grant program is the largest federal postsecondary student aid grant program that is based on financial need. How much do you agree or disagree that the federal government should increase the maximum Pell Grant amount so that students with the greatest financial need receive more grant-based assistance to enroll in education beyond high school? In 2024-2025, the maximum amount students could receive from a Pell Grant was \$7,395 per year.

**RESPONSE OPTIONS:**

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

**RESPONSE OPTIONS:**

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree

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[THIS IS A COPY Q71 IN SID 3519 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS] 24

**Q71.**

How much do you agree or disagree with the following statements?

**GRID ITEMS, RANDOMIZE:**

- A. States should spend more state tax dollars on their public *two-year* community colleges to make them more affordable.
- B. States should spend more state tax dollars on their public *four-year* colleges and universities to make them more affordable.
- C. States should spend more state tax dollars on public two- and four-year colleges and universities because individuals with postsecondary credentials contribute to a strong workforce.
- D. State governments should increase the amount of need-based grants so that students with the greatest financial need in their state receive more grant-based assistance to enroll in education beyond high school.

RESPONSE OPTIONS:

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

[THIS IS A COPY Q72 IN SID 3519 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS] 24

**Q72.**

How much do you agree or disagree that public colleges and universities should be able to use state funding for initiatives that help students from all backgrounds feel included?

RESPONSE OPTIONS:

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

SECTION 8: ATTITUDES ABOUT HIGHER EDUCATION INSTITUTIONS

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[THIS IS A NEW ITEM]

**Q92.**

When it comes to students who enroll in colleges and universities, about how many do you think are completing their programs of study?

RESPONSE OPTIONS:

1. All
  2. Most
  3. About half
  4. Not too many
  5. None
- 

[THIS IS A COPY Q21 IN SID 3519] 222324

**Q21.**

In your opinion, how much, if at all, do students attending colleges and universities need support or services from their schools in the following areas?

GRID ITEMS, RANDOMIZE AND RECORD:

- A. Financial aid
- B. Academic support, such as course and major selection
- C. Career-related support, such as career exploration, securing internships, and finding jobs
- D. Health services
- E. Mental health services
- F. Secure housing
- G. Food security
- H. On-campus childcare
- I. Transportation expenses

**RESPONSE OPTIONS:**

- 1. Very much
- 2. Somewhat
- 3. Very little
- 4. Not at all
- 77. Don't know

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[THIS IS A COPY Q29 IN SID 3519] 2324

**Q29.**

How much do you agree or disagree with the following statements?

**GRID ITEMS, RANDOMIZE AND RECORD:**

- A. Everyone who wants to enroll in education beyond high school has an equal opportunity to do so
- B. Education beyond high school is affordable for anyone who wants to pursue it
- C. Everyone who enrolls in education beyond high school has an equal opportunity to complete their program of study
- D. All colleges and universities should ensure the quality of their educational programs so that graduates achieve desirable outcomes
- E. Colleges and universities should recruit and admit more students from groups who have been historically underrepresented in higher education, such as individuals from lower-income families, those who are the first in their families to attend college, those with disabilities, and those from racial and ethnic minorities
- F. State and federal governments should ensure that groups who have been historically underrepresented at colleges and universities, such as individuals from lower-income families, those who are the first in their families to attend college, those with disabilities, and those from racial and ethnic minorities have access to education beyond high school
- G. Colleges and universities should ensure that adequate support services are provided to all students who need them
- H. State and federal governments should ensure that they are providing adequate funding to colleges and universities for student support services

**RESPONSE OPTIONS:**

- 1. Strongly agree
- 2. Somewhat agree

3. Somewhat disagree
4. Strongly disagree

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RANDOMIZE ORDER OF Q22, Q23, Q24, Q25, and Q26  
DO NOT RECORD RANDOMIZATION ORDER

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[THIS IS A COPY Q22 from years 222324 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS]

**Q22.**

How much do you agree or disagree with the following statements regarding public community colleges?

Public community colleges...

GRID ITEMS, RANDOMIZE:

- A. are worth the cost
- B. provide benefits to their local community
- C. contribute to a strong American workforce
- D. are institutions I am comfortable supporting with my tax dollars
- E. spend money wisely
- F. run efficiently
- G. are underfunded by state and federal government

RESPONSE OPTIONS:

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
77. Don't know [ONLY DISPLAY FOR ITEMS E, F, & G]

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[THIS IS A COPY Q23 from years 222324 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS]

**Q23.**

How much do you agree or disagree with the following statements regarding public four-year colleges or universities?

Public four-year colleges or universities...

GRID ITEMS, RANDOMIZE:

- A. are worth the cost
- B. provide benefits to their local community
- C. contribute to a strong American workforce

- D. are institutions I am comfortable supporting with my tax dollars
- E. spend money wisely
- F. run efficiently
- G. are underfunded by state and federal government

**RESPONSE OPTIONS:**

- 1. Strongly agree
  - 2. Somewhat agree
  - 3. Somewhat disagree
  - 4. Strongly disagree
  - 77. Don't know [ONLY DISPLAY FOR ITEMS E, F, & G]
- 

[THIS IS A COPY Q24 from years 222324 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS]

**Q24.**

How much do you agree or disagree with the following statements regarding private, non-profit colleges or universities?

Private, non-profit colleges or universities...

**GRID ITEMS, RANDOMIZE:**

- A. are worth the cost
- B. provide benefits to their local community
- C. contribute to a strong American workforce
- D. are institutions I am comfortable supporting with my tax dollars
- E. spend money wisely
- F. run efficiently
- G. are underfunded by state and federal government

**RESPONSE OPTIONS:**

- 1. Strongly agree
  - 2. Somewhat agree
  - 3. Somewhat disagree
  - 4. Strongly disagree
  - 77. Don't know [ONLY DISPLAY FOR ITEMS E, F, &G]
- 

[THIS IS A COPY Q25 from years 222324 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS]

**Q25.**

How much do you agree or disagree with the following statements regarding for-profit colleges or universities?

For-profit colleges or universities...

GRID ITEMS, RANDOMIZE:

- A. are worth the cost
- B. provide benefits to their local community
- C. contribute to a strong American workforce
- D. are institutions I am comfortable supporting with my tax dollars
- E. spend money wisely
- F. run efficiently
- G. are underfunded by state and federal government

RESPONSE OPTIONS:

- 1. Strongly agree
- 2. Somewhat agree
- 3. Somewhat disagree
- 4. Strongly disagree
- 77. Don't know [ONLY DISPLAY FOR ITEMS E, F, & G]

---

[THIS IS A COPY Q26 from years 222324 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS]

Q26.

Minority Serving Institutions in the U.S. include Historically Black Colleges and Universities (HBCUs), Hispanic-Serving Institutions (HSIs), Tribal Colleges and Universities (TCUs), and Asian American and Native American Pacific Islander-Serving Institutions (AANAPISIs). How much do you agree or disagree with the following statements regarding Minority Serving Institutions?

Minority Serving Institutions...

GRID ITEMS, RANDOMIZE:

- A. are worth the cost
- B. provide benefits to their local community
- C. contribute to a strong American workforce
- D. are institutions I am comfortable supporting with my tax dollars
- E. spend money wisely
- F. run efficiently
- G. are underfunded by state and federal government

RESPONSE OPTIONS:

- 1. Strongly agree
- 2. Somewhat agree
- 3. Somewhat disagree
- 4. Strongly disagree
- 77. Don't know [ONLY DISPLAY FOR ITEMS E, F, & G]

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SECTION 8: ATTITUDES ABOUT ONLINE AND IN-PERSON EDUCATION AS WELL AS ARTIFICIAL INTELLIGENCE

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[THIS IS A COPY Q27A IN SID 3519 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS] 2324

**Q27A.**

As a reminder, higher education includes any formal education and/or training, including apprenticeships, technical education, vocational education, and coursework applicable to an associate, bachelor's, or advanced degree. Do you believe that online higher education programs should be less expensive, cost the same, or be more expensive than in-person programs?

**RESPONSE OPTIONS:**

1. Less expensive
  2. Cost the same
  3. More expensive
- 

[THIS IS A COPY Q27C IN SID 3519 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS] 2324

**Q27C.**

Do you believe the quality of online instruction in higher education is better, the same, or worse than in-person instruction?

**RESPONSE OPTIONS:**

1. Better
  2. The same
  3. Worse
- 

[THIS IS A COPY DISP\_AI IN SID 3519 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS] 24

**DISP\_AI.**

Artificial intelligence (AI) includes a broad range of applications, including tools like generative AI for creating text and images, predictive analytics using historical or real-time data for forecasting, and machine learning for finding patterns. It also includes applications like chatbots, virtual assistants, language translation, text summarization, and speech-to-text systems. Colleges and universities can adopt AI in a number of ways. For example, students can use AI as a personal tutor and for writing and research tools. Faculty can use AI to help with grading and curriculum design. Administrative staff can use AI to assist with student support and evaluating college applications.

---

[THIS IS A COPY Q74 from year 24 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS]

**Q74.**

Do you think students utilizing AI tools to aid them with their coursework in education after high school has a positive, negative, or no impact on their learning?

**RESPONSE OPTIONS:**

1. Positive impact
  2. Negative impact
  3. No impact
- 

[THIS IS A COPY Q75 from year 24 WITH UPDATED QUESTION TEXT/RESPONSE OPTIONS]

**Q75.**

Do you think faculty incorporation of AI tools in their teaching has a positive, negative, or no impact on students' learning?

**RESPONSE OPTIONS:**

1. Positive impact
  2. Negative impact
  3. No impact
- 

[THIS IS A NEW ITEM]

**Q93.**

Do you think staff's use of AI tools in education after high school has a positive, negative, or no impact on their ability to support students?

**RESPONSE OPTIONS:**

1. Positive impact
  2. Negative impact
  3. No impact
- 

[THIS IS A COPY Q76 IN SID 3519] 24

**Q76.**

Do you think the use of AI in the workplace makes credentials earned after high school, such as vocational certificates and associate or bachelor's degrees, more valuable, less valuable, or does this not change the value of these credentials?

**RESPONSE OPTIONS:**

1. More valuable
  2. Less valuable
  3. Does not change the value
- 

**SECTION 9: ATTITUDES ABOUT HIGHER EDUCATION IMPACT**

---

IF RND\_00=0 SHOW Q6 AT BEGINNING OF SURVEY (EARLY CONDITION – IT IS FLAGGED THERE)  
IF RND\_00=1 SHOW Q6 HERE (LATE CONDITION)

---

[THIS IS A COPY Q6 IN SID 3519] 21222324

**Q6.**

As a reminder, higher education includes any formal education and/or training, including apprenticeships, technical education, vocational education, and coursework applicable to an associate, bachelor's, or advanced degree. How much do you agree or disagree that higher education in America is fine how it is?

**RESPONSE OPTIONS:**

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

IF RND\_00=0 SHOW Q9AA AT BEGINNING OF SURVEY (EARLY CONDITION – IT IS FLAGGED THERE)  
IF RND\_00=1 SHOW Q9AA HERE (LATE CONDITION)

---

[THIS IS A COPY Q9AA IN SID 3519] 21222324

**Q9AA.**

Overall, do you think colleges and universities are having a positive or negative effect on the way things are going in this country today?

**RESPONSE OPTIONS:**

1. Positive
  2. Negative
- 

IF RND\_00=0 SHOW Q9BB AT BEGINNING OF SURVEY (EARLY CONDITION – IT IS FLAGGED THERE)  
IF RND\_00=1 SHOW Q9BB HERE (LATE CONDITION)

---

[THIS IS A COPY Q9BB IN SID 3519] 21222324

**Q9BB.**

Overall, do you think colleges and universities are having a positive or negative effect on the way things are going within your local community today?

**RESPONSE OPTIONS:**

1. Positive
  2. Negative
- 

**SECTION 10: DEMOGRAPHICS**

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[THIS IS A COPY D1 IN SID 3519] 24

**D1.**

How much do you agree or disagree that the quality of your home internet currently meets the needs of your household?

**RESPONSE OPTIONS:**

1. Strongly agree
  2. Somewhat agree
  3. Somewhat disagree
  4. Strongly disagree
- 

[THIS IS A COPY D2 IN SID 3519] 21222324

**D2.**

How many dependents age 17 or younger do you care for at least 50 percent of the time?

**RESPONSE OPTIONS:**

0. 0
  1. 1
  2. 2
  3. 3
  4. 4
  5. 5
  6. 6+
- 

[THIS IS A COPY Q73 IN SID 3519] 24

**Q73.**

Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

**RESPONSE OPTIONS:**

1. Never served in the military
  2. Only on active duty for training in the Reserves or National Guard
  3. Now on active duty
  4. On active duty in the past, but not now
- 

[THIS IS A COPY PID1 IN SID 3519] 21222324

**PID1.**

Do you consider yourself a Democrat, a Republican, an Independent or none of these?

**RESPONSE OPTIONS:**

1. Democrat
  2. Republican
  3. Independent
  4. None of these
- 

IF RND\_02=0 SHOW SPOLVIEW FIRST AND EPOLVIEW SECOND  
IF RND\_02=1 SHOW EPOLVIEW FIRST AND SPOLVIEW SECOND

---

[THIS IS A COPY SPOLVIEW IN SID 3519] 24

**SPOLVIEW**

Consider a seven-point scale on which the political views that people might hold are arranged from extremely liberal (point 1) to extremely conservative (point 7). In terms of *social* policies, where would you place yourself on this scale?

**RESPONSE OPTIONS:**

1. Extremely liberal
  2. Liberal
  3. Slightly liberal
  4. Moderate, middle of the road
  5. Slightly conservative
  6. Conservative
  7. Extremely conservative
  77. Don't know
  78. Can't pick one label
- 

[THIS IS A COPY EPOLVIEW IN SID 3519] 24

## EPOLVIEW

Consider a seven-point scale on which the political views that people might hold are arranged from extremely liberal (point 1) to extremely conservative (point 7). In terms of *economic* policies, where would you place yourself on this scale?

### RESPONSE OPTIONS:

1. Extremely liberal
  2. Liberal
  3. Slightly liberal
  4. Moderate, middle of the road
  5. Slightly conservative
  6. Conservative
  7. Extremely conservative
  77. Don't know
  78. Can't pick one label
- 

[THIS IS A COPY PIDD1 IN SID 3519] 2324

[SHOW IF PID1=1, 3, 4, 77, 98, 99]

### PIDD1.

The Democratic party represents my political views...

#### RESPONSE OPTIONS:

1. Very well
  2. Somewhat well
  3. Very little
  4. Not at all
- 

[THIS IS A COPY PIDR1 IN SID 3519] 2324

[SHOW IF PID1=2, 3, 4, 77, 98, 99]

### PIDR1.

The Republican party represents my political views...

#### RESPONSE OPTIONS:

1. Very well
  2. Somewhat well
  3. Very little
  4. Not at all
- 

[THIS IS A COPY PID2 IN SID 3519] 24

### PID2.

Do you consider your political views to be...

**RESPONSE OPTIONS:**

1. Very liberal
2. Liberal
3. Moderate
4. Conservative
5. Very conservative

**Demographic Profile:  
Additional questions asked of panelists prior to this survey  
and are included in the survey data**

Variable	Values
Gender	1 = Male
	2 = Female
Age	Age in years
Age (7 categories)	1 = 18-24; 2 = 25-34; 3 = 35-44; 4 = 45-54; 5 = 55-64; 6 = 65-74; 7 = 75+
Age (4 categories)	1 = 18-29; 2 = 30-44; 3 = 45-59; 4 = 60+
Education (5 categories)	1 = Less than HS
	2 = HS graduate
	3 = Some college/associates degree
	4 = Bachelor's degree
	5 = Post grad study/professional degree
Race/Ethnicity	1 = White, Non-Hispanic
	2 = Black, Non-Hispanic
	3 = Other, Non-Hispanic
	4 = Hispanic
	5 = 2+ races, Non-Hispanic
	6 = Asian/Pacific Islander, Non-Hispanic
Housing Type	1 = A one-family house detached from any other house
	2 = A one-family house attached to one or more houses
	3 = A building with 2 or more apartments
	4 = A mobile home or trailer
	5 = Boat, RV, van, etc.
Household Income (18 categories)	1 = Less than \$5,000      2 = \$5,000 to \$9,999
	3 = \$10,000 to \$14,999      4 = \$15,000 to \$19,999
	5 = \$20,000 to \$24,999      6 = \$25,000 to \$29,999
	7 = \$30,000 to \$34,999      8 = \$35,000 to \$39,999
	9 = \$40,000 to \$49,999      10 = \$50,000 to \$59,999
	11 = \$60,000 to \$74,999      12 = \$75,000 to \$84,999
	13 = \$85,000 to \$99,999      14 = \$100,000 to \$124,999
	15 = \$125,000 to \$149,999      16 = \$150,000 to \$174,999

	17 = \$175,000 to \$199,999    18 = \$200,000 or more
Household Income (9 categories)	1 = Less than \$10,000
	2 = \$10,000 to \$19,999
	3 = \$20,000 to \$29,999
	4 = \$30,000 to \$39,999
	5 = \$40,000 to \$49,999
	6 = \$50,000 to \$74,999
	7 = \$75,000 to \$99,999
	8 = \$100,000 to \$149,999
	9 = \$150,000 or more
Household Income (4 categories)	1 = Less than \$30,000
	2 = \$30,000 to \$59,999
	3 = \$60,000 to \$99,999
	4 = \$100,000 or more
Marital Status	1 = Married
	2 = Widowed
	3 = Divorced
	4 = Separated
	5 = Never married
Metropolitan Statistical Area Status	0 = Non-Metro
	1 = Metro (as defined US OMB Core-Based Statistical Area)
Home Internet Access	0 = No
	1 = Yes
Telephone Service	1 = Landline telephone only
	2 = Have a landline, but mostly use cellphone
	3 = Have cellphone, but mostly use landline
	4 = Cellphone only
	5 = No telephone service
Ownership of Living Quarters	1 = Owned or being bought by you or someone in your household
	2 = Rented for cash
	3 = Occupied without payment of cash rent
Region 4 (US Census)	1 = Northeast
	2 = Midwest
	3 = South
	4 = West
Region 9 (US Census)	1 = New England
	2 = Mid-Atlantic
	3 = East-North Central
	4 = West-North Central
	5 = South Atlantic
	6 = East-South Central

	7 = West-South Central
	8 = Mountain
	9 = Pacific
State	State of residence
Household Size	Total number of members in household
Current Employment Status	1 = Working - as a paid employee
	2 = Working - self-employed
	3 = Not working - on temporary layoff from a job
	4 = Not working - looking for work
	5 = Not working – retired
	6 = Not working – disabled
	7 = Not working – other
P_SAMPOVER	1 = Genpop
	2 = Oversample
P_RACEOVER	1 = AA/Black Oversample
	2 = Asian Oversample
	3 = Hispanic/Latino Oversample