

Voters Want More Funding and Focus On Trade Skills

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About Data for Progress

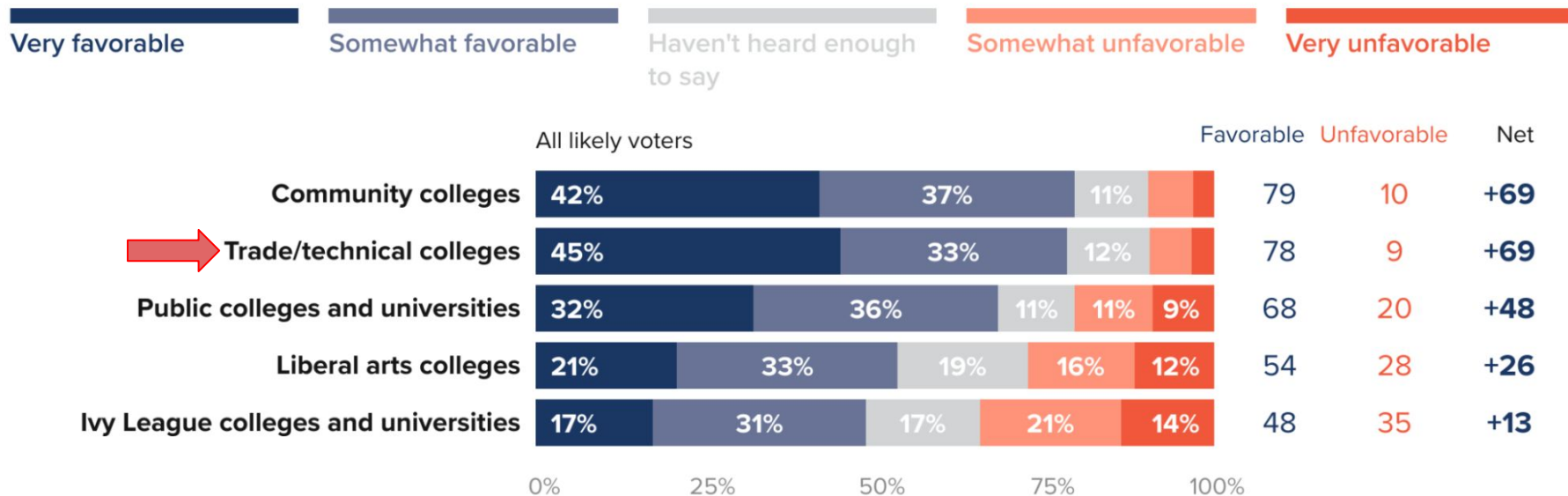


Data for Progress is a progressive think tank and polling firm which arms movements with data-driven tools to fight for a more equitable future.

Led by a team of data experts, we produce high quality polling and message testing for a wide range of progressive causes, and equip campaigns and candidates with the tools they need to win.

Most Voters View Trade/Technical Colleges Favorably

Do you have a favorable or unfavorable opinion of the following people or institutions?

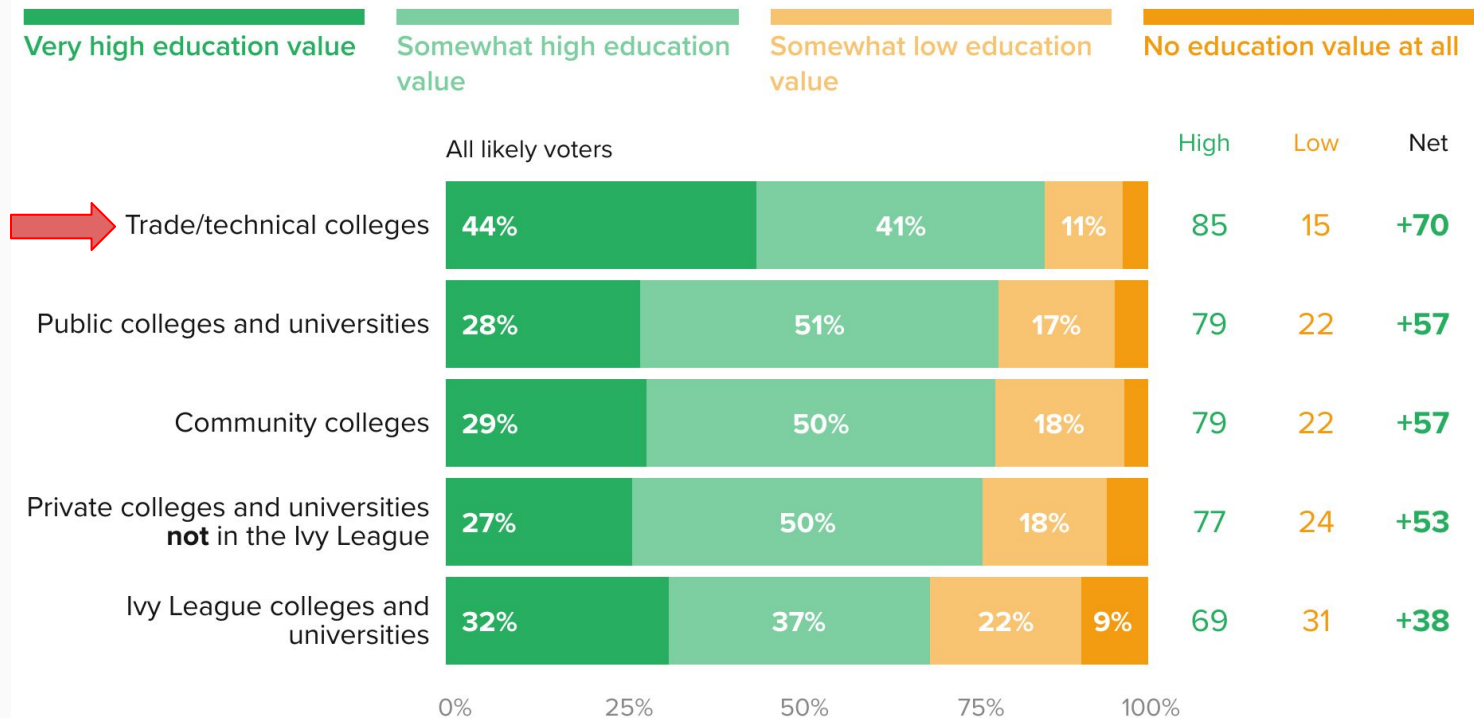


December 6–8, 2024 survey of 1,216 U.S. likely voters

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When Asked About Education Value, Trade/Technical Colleges Rise to the Top

How much education value do you think each of the following schools offer to students?



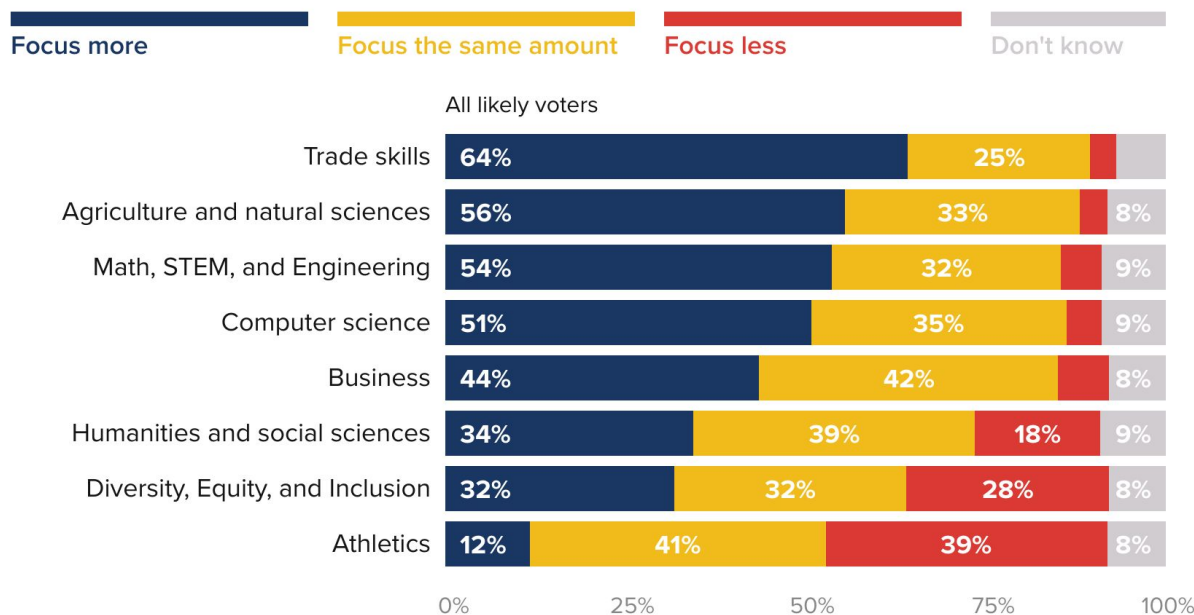
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64% of Voters Think Colleges Should Focus More on Trade Skills

Most Voters Want Colleges to Focus More on Trade Skills, Agriculture, and STEM

Should colleges focus more, the same amount, or less on each of the following:



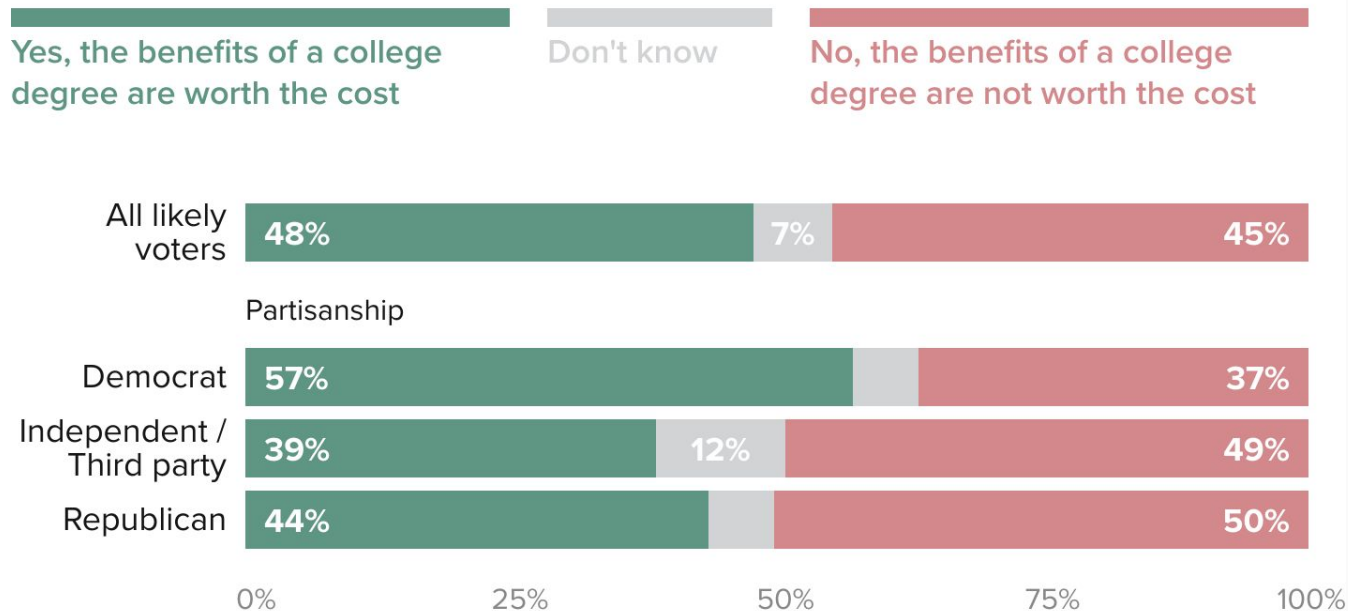
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Currently, just over half of voters (54%) think colleges and universities are effective at helping students secure a well-paying job.

Voters Are Split on Whether a College Degree Benefits Outweigh Its Costs

In general, do you think the benefits of earning a college degree are worth the cost of attending a U.S. college or university?



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Voters Across Party Lines Think Attending College Has Become Too Expensive

According to U.S. News & World Report, college costs, including tuition and housing fees, have risen in the last 20 years.

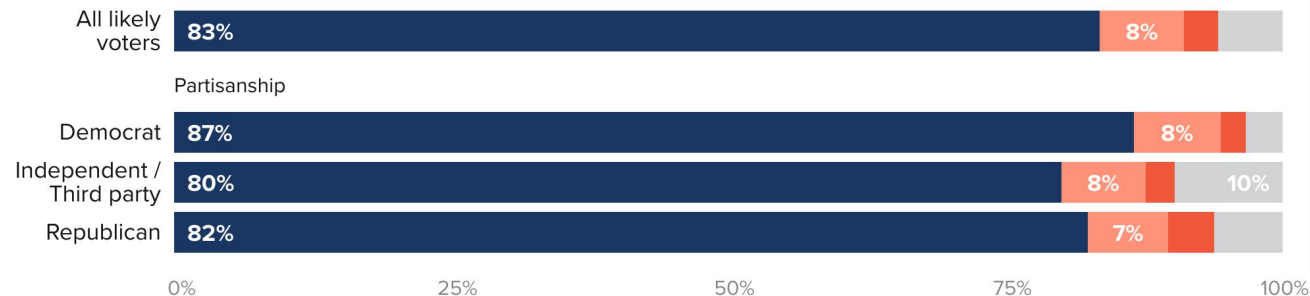
Do you think U.S. college prices have become too expensive for the average college student?

Yes, the price of attending a U.S. college or university has become too expensive.

No, the price of attending a U.S. college or university has not become too expensive and is where it needs to be.

No, the price of attending a U.S. college or university has not become too expensive and should be higher.

Don't know



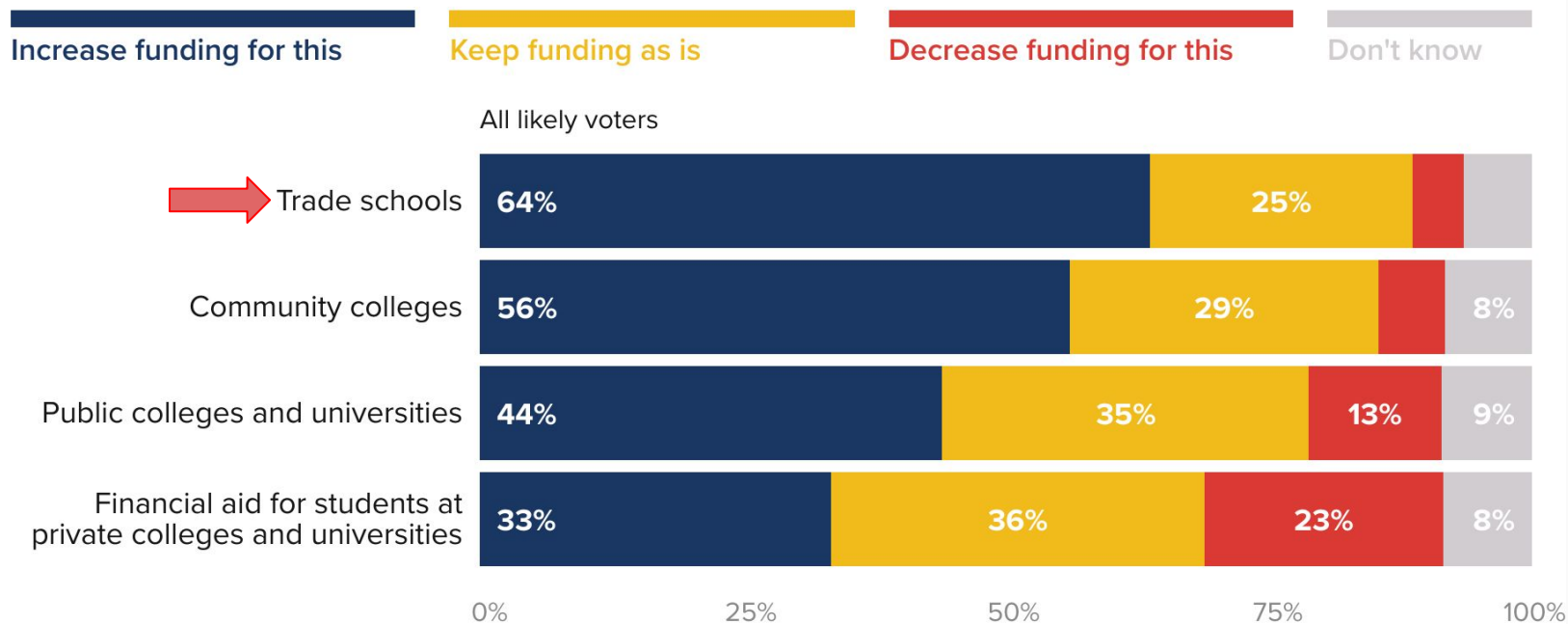
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Additionally, when voters 18-39 who have not attended college are asked why they did not enroll, the most common response is that college is too expensive.

64% of Voters Also Say the Government Should Increase Funding for Trade Schools

Do you think the U.S. government should increase funding, decrease funding, or keep funding as is for the following items?



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Key Takeaways

- Voters have a very positive opinion of trade/technical colleges, and a strong majority support increased federal funding for trade schools and increased focus on trade skills.
- Voters generally think all higher education institutions offer education value, and they think trade/technical colleges (85%) offer the highest value.
- However, voters are split on whether the cost of a college degree is worth it in general, as an overwhelming majority think it's become too expensive.
- Just over half of voters (54%) think colleges and universities are effective at helping students secure a well-paying job.

Any questions?

Please contact me at **evangel@dataforprogress.org**