

How the Survey was Conducted

Nature of the Sample: Exclusive *Point Taken*-Marist Poll of 572 National Adults

This survey of 572 adults was conducted April 14th 2016 by The Marist Poll sponsored and funded in partnership with WGBH's *Point Taken*. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. Assistance was provided by Luce Research for data collection. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Each percentage point represents 3.2 million people including children or 2.4 million adults 18 years of age and older. Results are statistically significant within ± 4.1 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults
		Col %
National Adults		100%
National Registered Voters		83%
Party Identification	Democrat	34%
	Republican	29%
	Independent	36%
	Other	2%
Political Ideology	Very liberal	7%
	Liberal	18%
	Moderate	36%
	Conservative	28%
	Very conservative	10%
Gender	Men	49%
	Women	51%
Age	Under 45	47%
	45 or older	53%
Age	18 to 29	22%
	30 to 44	25%
	45 to 59	26%
	60 or older	26%
Generation	Millennials (18-34)	31%
	Gen X (35-50)	25%
	Baby Boomers (51-69)	30%
	Silent-Greatest (Over 69)	14%
Race	White	62%
	African American	11%
	Latino	14%
	Other	12%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	48%
	\$50,000 or more	52%
Education	Not college graduate	62%
	College graduate	38%
Parents		28%
Interview Type	Landline	39%
	Cell phone	61%

Exclusive Point Taken-Marist Poll National Adults. Interviews conducted April 14th, 2016, n=572 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

How to Read Banners

'Banners' are a simple way to display tabular data. The following provides an explanation of how to read the banners.

1. Thinking of the entire table as a grid of cells, each cell contains a number. This number gives the *percentage* of respondents in a column in each cell.
2. Columns read vertically down the page.
3. The table headings present the people, or subgroup, each column represents. They are each noted with a letter.
4. The remaining rows present the column percentages for each valid response category to a question.
5. The banners include notations for statistical significance testing between columns. Each column is labeled with letters. If a letter is below a percent, it notes that this percent is statistically different from the percent of the lettered column. For example in the table below, the 44% in column B is statistically different from the 32% in column C.
6. Please note totals may not add to 100% due to rounding.

[Table B5160414PT](#)

Exclusive *Point Taken*-Marist Poll
April 2016

Is college worth the price tag, or not?

	Gender		Race		Age		Household Income		Education		
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	Have 4- Year College Degree	No 4-Year College Degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	55%	49%	61%	56%	54%	56%	55%	54%	58%	68%	47%
No	38%	44%	32%	36%	42%	38%	38%	42%	35%	24%	47%
Unsure	7%	7%	6%	8%	5%	6%	7%	4%	8%	8%	6%
Chi-Square Significance		8.492		3.815		1.279		5.649		31.02	

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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[Table B5160414PT](#)

Exclusive *Point Taken* -Marist Poll
April 2016

Is college worth the price tag, or not?

	Gender		Race		Age		Household Income		Education		
	=====		=====		=====		=====		=====		
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	Have 4- Year College Degree	No 4-Year College Degree
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	55%	49%	61%	56%	54%	56%	55%	54%	58%	68%	47%
No	38%	44%	32%	36%	42%	38%	38%	42%	35%	24%	47%
Unsure	7%	7%	6%	8%	5%	6%	7%	4%	8%	8%	6%
Chi-Square Significance		<-----8.492-----> 9		<-----3.815-----> 8		<-----.279-----> 1		<-----5.649-----> 9		<-----31.02-----> 1	

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

[Table BM160414PT](#)

Exclusive *Point Taken* -Marist Poll
April 2016

Which comes closer to your view: A college degree is a key to future success or A college degree is not worth the cost?

	Gender		Race		Age		Household Income		Education		
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	Have 4- Year College Degree	No 4-Year College Degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A college degree is a key to future success	77%	74%	80%	77%	77%	80%	75%	73%	81%	88%	70%
A college degree is not worth the cost	20%	23%	17%	18%	22%	19%	21%	25%	17%	9%	27%
Unsure	3%	3%	3%	4%	1%	2%	4%	2%	2%	3%	3%
Chi-Square Significance											

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table B1A160414PT](#)

Exclusive *Point Taken* -Marist Poll
April 2016

Do you agree or disagree with the following statement: The need for a college degree is what the need for a high school degree used to be for an earlier generation?

	Gender		Race		Age		Household Income		Education		
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	Have 4- Year College Degree	No 4-Year College Degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering Agree	100% 77%	100% 74%	100% 79%	100% 77%	100% 76%	100% 80%	100% 73%	100% 77%	100% 79%	100% 80%	100% 74%
Disagree	19%	23%	15%	18%	20%	17%	21%	18%	19%	16%	21%
Unsure	4%	3%	5%	4%	4%	3%	6%	5%	2%	4%	5%
Chi-Square Significance	<-----6. 109-----> 9 5%		<-----. 288-----> 1 3%		<-----5. 469-----> 9 4%		<-----3. 421-----> 8 2%		<-----3 .32-----> 8 1%		

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table B1B160414PT](#)

Exclusive *Point Taken* -Marist Poll
April 2016

Do you agree or disagree with the following statement: A person will earn more money if they learn a trade or skill rather than going to college?

	Gender		Race		Age		Household Income		Education		
	=====		=====		=====		=====		=====		
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	Have 4- Year College Degree	No 4-Year College Degree
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering Agree	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	42%	47%	37%	40%	45%	38%	45%	44%	40%	29%	50%
Disagree	46%	43%	49%	47%	46%	50%	44%	45%	47%	56%	40%
Unsure	12%	10%	14%	13%	9%	12%	11%	10%	12%	15%	10%
Chi-Square Significance		<-----6.055-----> 9	<-----2.377-----> 5%	<-----2.7-----> 7	<-----7.3-----> 0%	<-----2.7-----> 7	<-----1.231-----> 4%	<-----1.231-----> 4	<-----24.538-----> 6%	<-----24.538-----> 1	<-----24.538-----> 00%

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table B1C160414PT](#)

Exclusive *Point Taken* -Marist Poll
April 2016

Do you agree or disagree with the following statement: The cost of a college degree is out of reach for most American families?

	Gender			Race		Age		Household Income		Education	
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	Have 4- Year College Degree	No 4-Year College Degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering Agree	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	75%	75%	74%	75%	74%	71%	78%	79%	73%	71%	77%
Disagree	23%	22%	24%	22%	24%	27%	19%	18%	25%	26%	21%
Unsure	2%	2%	2%	3%	2%	2%	3%	3%	2%	3%	2%
Chi-Square Significance		<-----1. 219-----> 1		<-----1. 289-----> 4		<-----5. 227-----> 9		<-----4. 395-----> 8		<-----3. 044-----> 7	

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table B1D160414PT](#)

Exclusive *Point Taken* -Marist Poll
April 2016

Do you agree or disagree with the following statement: The type of jobs a person can get without a college degree are very limited?

	Gender		Race		Age		Household Income		Education		
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	Have 4- Year College Degree	No 4-Year College Degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering Agree	100% 60%	100% 58%	100% 62%	100% 56%	100% 67% D	100% 63%	100% 58%	100% 66% i	100% 57%	100% 61%	100% 59%
Disagree	38%	40%	36%	41% E	31%	36%	39%	32%	42% H	38%	38%
Unsure	2%	2%	2%	2%	1%	1%	3%	2%	2%	1%	3% j
Chi-Square Significance	<-----1. 396-----> 5 0%		<-----6. 611-----> 9 6%		<-----2 .99-----> 7 8%		<-----5. 595-----> 9 4%		<-----3. 402-----> 8 2%		

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table B1E160414PT](#)

Exclusive *Point Taken* -Marist Poll
April 2016

Do you agree or disagree with the following statement: The growth and experience of a college education is worth the cost?

	Gender		Race		Age		Household Income		Education		
										Have 4- Year College Degree	No 4-Year College Degree
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	College Degree	College Degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	67%	61%	72%	67%	68%	73%	61%	65%	69%	74%	62%
			B			G				K	
Disagree	28%	32%	25%	27%	29%	23%	33%	30%	27%	21%	33%
		c					F				J
Unsure	5%	7%	3%	6%	3%	3%	6%	5%	4%	4%	6%
		c									
Chi-Square Significance		<-----9. 927-----> 9		<-----2. 112-----> 6		<-----9. 699-----> 9		<-----1. 097-----> 4		<-----9. 677-----> 9	

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

[Table B3160414PT](#)

Exclusive *Point Taken* -Marist Poll
April 2016

Do you think your life would be better, worse or no different if you did not have a college education?

	Gender		Race		Age		Household Income		Education		
	=====		=====		=====		=====		=====		
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	Have 4- Year College Degree	No 4-Year College Degree
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Asked of those with a 4-year college degree											
Better	4%	6%	3%	5%	4%	6%	3%	*	3%	4%	-
Worse	78%	77%	79%	78%	79%	81%	76%	*	83%	78%	-
No different	15%	14%	15%	14%	17%	12%	17%	*	13%	15%	-
Unsure	3%	3%	3%	4%	-	2%	4%	*	2%	3%	-
Chi-Square Significance		<-----1. 546-----> 3 3%*		<-----2 .83-----> 5 8%*		<-----2 .98-----> 6 1%*		<-----9. 323-----> 9 7%*		<----- .0-----> %*	

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

"**" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

* Sample size too small for analysis

[Table B4160414PT](#)

Exclusive *Point Taken* -Marist Poll
April 2016

Do you think your life would be better, worse or no different if you had a four-year college degree?

	Gender			Race		Age		Household Income		Education	
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	Have 4- Year College Degree	No 4-Year College Degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%
Asked of those without a 4-year college degree											
Better	44%	44%	44%	38%	54% D	51% G	39%	48%	44%	-	44%
Worse	4%	7% C	2%	3%	6%	5%	4%	2%	9% H	-	4%
No different	48%	45%	51%	55% E	36%	39%	54% F	46%	44%	-	48%
Unsure	4%	4%	3%	4%	4%	4%	3%	4%	3%	-	4%
Chi-Square Significance		<-----5. 377-----> 8 5%*		<-----12 .527-----> 9 9%*		<-----7 .51-----> 9 4%*		<-----9. 165-----> 9 7%*		<----- .0-----> 0 %*	

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

[Table B6160414PT](#)

Exclusive *Point Taken* -Marist Poll
April 2016

Which comes closer to your view: The cost of a college education is worth the risk because of the potential for future earnings and career opportunities or The cost of a college education is not worth the risk because of the amount of debt students will take on?

	Gender		Race		Age		Household Income		Education		
	National Adults	Men	Women	White	Non-white	Under 45	45 or older	Less than \$50,000	\$50,000 or more	Have 4- Year College Degree	No 4-Year College Degree
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The cost of a college education is worth the risk because of the potential for future earnings and career opportunities	65%	58%	71%	66%	62%	69%	62%	62%	70%	75%	58%
			B						h	K	
The cost of a college education is not worth the risk because of the amount of debt students will take on	29%	34%	24%	27%	33%	26%	31%	33%	26%	18%	36%
		C									J
Unsure	6%	7%	5%	7%	5%	5%	7%	5%	4%	6%	6%
Chi-Square Significance		<-----10.249-----> 9		<-----2.419-----> 7		<-----3.188-----> 8		<-----3.616-----> 8		<-----20.883-----> 1	

Comparison Groups: BC/DE/FG/HI/JK

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.