

## How the Survey was Conducted

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

This survey of 572 adults was conducted April 14<sup>th</sup> 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  $\pm 4.1$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.



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[Table B5160414PT](#)

Exclusive *Point Taken* -Marist Poll  
April 2016

Is college worth the price tag, or not?

	Generation					Parents with Children under 18	National Registered Voters	Party Identification			Political Ideology		
	National Adults	Millennials (18-34)	Gen X (35-50)	Baby Boomers (51-69)	Silent- Greatest (Over 69)			Democrat	Republican	Independent	Very liberal- Liberal	Moderate	Conservative- Very conservative
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	55%	62%	51%	54%	54%	51%	55%	68%	49%	50%	69%	49%	55%
No	38%	32%	43%	40%	34%	38%	38%	26%	44%	43%	27%	42%	39%
Unsure	7%	6%	6%	6%	12%	11%	7%	7%	7%	7%	4%	9%	7%
Chi-Square Significance			9 .049						14.004			11.677	
									99%			98%	

Comparison Groups: BCDE/HIJ/KLM

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?

	Generation					Parents with Children under 18	National Registered Voters	Party Identification			Political Ideology		
	National Adults	Millennials (18-34)	Gen X (35-50)	Baby Boomers (51-69)	Silent-Greatest (Over 69)			Democrat	Republican	Independent	Very liberal-Liberal	Moderate	Conservative-Very conservative
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	77%	82%	77%	73%	71%	76%	76%	84%	69%	78%	86%	76%	71%
Disagree	19%	15%	19%	23%	18%	23%	19%	13%	25%	18%	13%	19%	23%
Unsure	4%	2%	4%	4%	11%	1%	5%	3%	6%	4%	1%	5%	6%
Chi-Square Significance	<-----12.794----->					<-----9.551----->			<-----9.552----->			<----->	
	95%					95%			95%				

Comparison Groups: BCDE/HIJ/KLM  
 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?

	Generation						Party Identification			Political Ideology			
	National Adults	Millennials (18-34)	Gen X (35-50)	Baby Boomers (51-69)	Silent-Greatest (Over 69)	Parents with Children under 18	National Registered Voters	Democrat	Republican	Independent	Very liberal-Liberal	Moderate	Conservative-Very conservative
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	42%	32%	47%	45%	45%	42%	42%	29%	47%	47%	34%	45%	44%
Disagree	46%	56%	44%	42%	44%	48%	45%	57%	45%	38%	52%	43%	45%
Unsure	12%	13%	9%	13%	11%	10%	12%	14%	8%	15%	14%	12%	11%
Chi-Square Significance	-----11.154----- 92%						-----17.903----- 100%			-----4.054----- 60%			

Comparison Groups: BCDE/HIJ/KLM

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?

	Generation						Party Identification			Political Ideology			
	National Adults	Millennials (18-34)	Gen X (35-50)	Baby Boomers (51-69)	Silent-Greatest (Over 69)	Parents with Children under 18	National Registered Voters	Democrat	Republican	Independent	Very liberal-Liberal	Moderate	Conservative-Very conservative
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	75%	67%	79%	76%	82%	71%	75%	80%	71%	75%	83%	73%	72%
Disagree	23%	30%	20%	23%	13%	26%	22%	19%	26%	22%	17%	25%	25%
Unsure	2%	3%	1%	2%	5%	3%	2%	1%	3%	2%	0%	2%	3%
Chi-Square Significance		-----13.412----- 96%*						-----2.944----- 43%*			-----6.67----- 85%*		

Comparison Groups: BCDE/HIJ/KLM

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.







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?

	Generation						Party Identification			Political Ideology			
	National Adults	Millennials (18-34)	Gen X (35-50)	Baby Boomers (51-69)	Silent-Greatest (Over 69)	Parents with Children under 18	National Registered Voters	Democrat	Republican	Independent	Very liberal-Liberal	Moderate	Conservative-Very conservative
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Asked of those with a 4-year college degree</b>													
Better	4%	*	1%	*	*	6%	5%	1%	*	*	*	4%	*
Worse	78%	*	80%	*	*	75%	78%	90%	*	*	*	76%	*
No different	15%	*	17%	*	*	19%	14%	8%	*	*	*	15%	*
Unsure	3%	*	2%	*	*	-	3%	1%	*	*	*	4%	*
Chi-Square Significance		<-----16.023----->						<-----13.127----->			<-----4.5----->		
		93%*						96%*			39%*		

Comparison Groups: BCDE/HIJ/KLM

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?

	Generation						Party Identification			Political Ideology			
	National Adults	Millennials (18-34)	Gen X (35-50)	Baby Boomers (51-69)	Silent-Greatest (Over 69)	Parents with Children under 18	National Registered Voters	Democrat	Republican	Independent	Very liberal-Liberal	Moderate	Conservative-Very conservative
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Total Answering	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Asked of those without a 4-year college degree</b>													
Better	44%	59% CD	36%	43%	*	39%	42%	48%	*	47%	*	46%	35%
Worse	4%	3%	7%	5%	*	6%	4%	1%	*	6%	*	2%	4%
No different	48%	32%	56%	50%	*	51%	51%	48%	*	43%	*	49%	58%
Unsure	4%	6%	1% B	2% B	*	3%	3%	2%	*	4%	*	3%	2%
Chi-Square Significance	<----- 24.7 ----->						<----- 14.329 ----->			<----- 5.427 ----->			
	1 00%*						97%*			51%*			

Comparison Groups: BCDE/HIJ/KLM

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 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?

	Generation						Party Identification			Political Ideology				
	National Adults	Millennials (18-34)	Gen X (35-50)	Baby Boomers (51-69)	Silent-Greatest (Over 69)	Parents with Children under 18	National Registered Voters	Democrat	Republican	Independent	Very liberal-Liberal	Moderate	Conservative-Very conservative	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	
Total Answering	100%	100%	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%	72% dE	64%	61%	58%	65%	65%	77% IJ	61%	58%	78% LM	64%	58%	
The cost of a college education is not worth the risk because of the amount of debt students will take on	29%	21%	33% b	33% B	30%	30%	29%	18%	31% H	35% H	19%	29% k	35% K	
Unsure	6%	7%	3%	6%	12% CD	5%	6%	5%	7%	7%	3%	6%	7%	
Chi-Square Significance		<-----15.256----->						<-----14.309-->			<-----11.953--->			
			98%						99%			98%		

Comparison Groups: BCDE/HIJ/KLM  
 T-Test for Means, Z-Test for Percentages  
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 Lowercase letters indicate significance at the 90% level.