YouGovNY

College

YouGov° What the world thinks		Ge	nder		Age			Reg	ion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
ZYC_q1. Are you the first in your immediate family to go to college/university?														
Unweighted base	714	323	391	195	230	289	121	130	242	221	519	61	62	72
Base: All US adults who have attended college/university	615	302	313	190	194	231	101	107	210	196	417	70	66	61
Yes, I am	33%	35%	31%	30%	33%	36%	39%	25%	32%	36%	32%	30%	46%	31%
No, I am not	65%	64%	66%	67%	67%	61%	59%	74%	67%	61%	67%	68%	47%	68%
Don't know	2%	1%	3%	3%	0%	2%	2%	1%	2%	3%	1%	2%	6%	2%
ZYC_q2. Which, if any, of the following was/is your major in college? Please select all that apply.														
Unweighted base	714	323	391	195	230	289	121	130	242	221	519	61	62	72
Base: All US adults who have attended college/university	615	302	313	190	194	231	101	107	210	196	417	70	66	61
							-							
Humanities (e.g., English, history, philosophy, anthropology, etc)	16%	15%	17%	20%	14%	14%	11%	11%	13%	23%	17%	9%	20%	11%
Hard sciences (e.g., chemistry, physics, biology, etc)	10%	13%	7%	15%	7%	8%	13%	10%	8%	11%	11%	3%	8%	16%
Soft sciences (e.g., psychology, sociology, political science, etc)	18%	15%	20%	24%	18%	12%	16%	20%	17%	19%	18%	17%	15%	23%
The arts (e.g., visual arts, performing arts, music, etc)	10%	9%	11%	15%	8%	8%	10%	12%	8%	12%	11%	3%	9%	12%
Pre-med	2%	3%	2%	6%	1%	1%	2%	3%	2%	3%	2%	-	2%	8%
Pre-law	4%	4%	3%	6%	4%	2%	7%	2%	4%	3%	3%	6%	1%	9%
Business	24%	26%	23%	15%	21%	34%	25%	20%	27%	23%	24%	28%	27%	20%
Technical skills (e.g., dental hygiene, nursing, engineering tech, etc)	18%	21%	15%	15%	21%	18%	24%	19%	14%	18%	18%	15%	16%	19%
Other	20%	21%	19%	17%	21%	21%	17%	19%	22%	20%	20%	28%	21%	11%
ZYC_q3. Which of the following college majors do you think your family would have found acceptable for you to pursue? Please select all that apply.														
Unweighted base	714	323	391	195	230	289	121	130	242	221	519	61	62	72
Base: All US adults who have attended college/university	615	302	313	190	194	231	101	107	210	196	417	70	66	61
Humanities (English, history, philosophy, anthropology, etc)	43%	40%	47%	51%	41%	39%	41%	53%	36%	47%	48%	30%	36%	39%
Hard sciences (chemistry, physics, biology, etc)	54%	57%	50%	64%	53%	46%	51%	66%	47%	56%	60%	29%	40%	55%
Soft sciences (psychology, sociology, political science, etc)	48%	48%	49%	57%	50%	40%	47%	60%	41%	51%	53%	35%	33%	49%
	35%	34%	35%	43%	35%	28%	34%	45%	25%	40%	39%	22%	24%	33%
The arts (visual arts, performing arts, music, etc) Pre-med	51%	50%	51%	60%	50%	43%	51%	43% 63%	45%	50%	56%	22%	45%	50%
Pre-law	49%	48%	50%	56%	49%	44%	50%	61%	43%	50%	55%	26%	43%	44%
Business	59%	60%	58%	60%	60%	58%	50%	71%	57%	60%	65%	39%	48%	52%
Technical skills (dental hygiene, nursing, engineering tech)	53%	53%	52%	56%	53%	50%	52%	66%	46%	52%	56%	41%	51%	44%
Other	18%	18%	19%	19%	17%	19%	17%	18%	17%	21%	18%	21%	15%	23%
	1070	10%	19%	1976	1770	19%	1770	10%	1770	2170	10%	2170	13%	23%
ZYC_q4. How oftern, if ever, were you a part of a racial minority in any of your college/university courses?														
Unweighted base	714	323	391	195	230	289	121	130	242	221	519	61	62	72
Base: All US adults who have attended college/university	615	302	313	190	194	231	101	107	210	196	417	70	66	61
Always	11%	14%	8%	10%	13%	9%	7%	8%	14%	11%	3%	27%	30%	23%
Often	8%	8%	7%	9%	9%	5%	10%	1%	8%	10%	4%	17%	9%	18%
Sometimes	8%	8%	9%	12%	7%	7%	12%	8%	6%	9%	5%	11%	15%	22%
Rarely	10%	8%	11%	12%	9%	9%	7%	11%	12%	8%	10%	9%	11%	10%
Never	54% 9%	55%	54%	47%	51% 11%	63%	53% 12%	66%	52% 9%	52% 9%	70%	25%	24%	14%
Don't know	370	7%	11%	9%	1170	7%	1270	7%	970	970	070	1170	1170	13%

YOUGOV What the world thinks			Educa	tion				Marita	Status		
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic civil partnership
ZYC_q1. Are you the first in your immediate family to go to college/university?											
Unweighted base	714		373	213	128	335	8	87	24	244	16
Base: All US adults who have attended college/university	615	-	338	180	96	276	7	71	19	230	12
Yes, I am	33%		31%	40%	28%	33%	50%	33%	38%	32%	43%
No, I am not	65%		67%	40 % 58%	72%	66%	34%	64%	62%	66%	43 <i>%</i> 57%
Don't know	2%	-	3%	2%	-	1%	16%	3%	-	2%	-
ZYC_q2. Which, if any, of the following was/is your major in college? Please select all that apply.											
Unweighted base	714		373	213	128	335	8	87	24	244	16
Base: All US adults who have attended college/university	615	-	338	180	96	276	7	71	19	230	12
Humanities (e.g., English, history, philosophy, anthropology, etc)	16%		13%	18%	23%	16%	16%	17%	13%	15%	24%
Hard sciences (e.g., chemistry, physics, biology, etc)	10%	•	7%	11%	20%	9%	31%	5%	18%	12%	7%
Soft sciences (e.g., psychology, sociology, political science, etc)	18%		13%	22%	27%	13%	50%	14%	16%	23%	18%
The arts (e.g., visual arts, performing arts, music, etc)	10%		8%	13%	11%	9%	31%	7%	8%	11%	18%
Pre-med	2%	-	2%	1%	6%	2%	28%	1%	-	3%	-
Pre-law	4%	-	3%	4%	6%	4%	31%	2%	-	3%	-
Business	24%	-	25%	27%	15%	25%	53%	34%	28%	19%	25%
Technical skills (e.g., dental hygiene, nursing, engineering tech, etc)	18%	-	21%	15%	11%	22%	26%	13%	15%	13%	28%
Other	20%	-	25%	14%	13%	19%	26%	19%	20%	22%	11%
ZYC_q3. Which of the following college majors do you think your family would have found acceptable for you to pursue? Please select all that apply.											
Unweighted base	714		373	213	128	335	8	87	24	244	16
Base: All US adults who have attended college/university	615	-	338	180	96	276	7	71	19	230	12
Humanities (English, history, philosophy, anthropology, etc)	43%	-	40%	43%	56%	42%	37%	46%	25%	46%	48%
Hard sciences (chemistry, physics, biology, etc)	54%	-	46%	58%	76%	56%	26%	48%	29%	55%	68%
Soft sciences (psychology, sociology, political science, etc)	48%	-	42%	51%	65%	49%	53%	41%	23%	51%	64%
The arts (visual arts, performing arts, music, etc)	35%	-	31%	36%	44%	36%	55%	33%	13%	35%	38%
Pre-med	51%	-	43%	54%	71%	51%	53%	43%	36%	53%	63%
Pre-law	49%	-	43%	52%	66%	50%	48%	46%	21%	51%	67%
Business	59%	-	54%	63%	68%	60%	37%	57%	40%	60%	73%
Technical skills (dental hygiene, nursing, engineering tech)	53%	-	52%	51%	58%	55%	26%	45%	49%	53%	59%
Other	18%		20%	16%	17%	16%	49%	17%	15%	21%	14%
ZYC_q4. How oftern, if ever, were you a part of a racial minority in any of your college/university courses?											
Unweighted base	714		373	213	128	335	8	87	24	244	16
Base: All US adults who have attended college/university	615	· ·	338	180	96	276	7	71	19	230	12
Always	11%	-	11%	11%	10%	10%	27%	9%	10%	12%	9%
Often	8%	-	7%	8%	10%	9%	-	2%	11%	8%	7%
Sometimes	8%		9%	8%	7%	9%	31%	7%	-	9%	-
Rarely	10%	•	9%	11%	10%	9%	13%	13%	13%	10%	7%
Never	54%	-	51%	58%	59%	54%	18%	62%	62%	52%	70%
Don't know	9%	•	13%	4%	4%	9%	11%	8%	4%	10%	8%

YouGovNY

College

US_nat Sample: 13th-14th July 2017

YouGov What the world thinks		Children unde	r the age of 18	Income					
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say		
ZYC_q1. Are you the first in your immediate family to go to college/university?									
Unweighted base	714	161	553	211	194	204	105		
Base: All US adults who have attended college/university	615	135	480	190	164	172	89		
Yes, I am	33%	35%	33%	39%	31%	30%	32%		
No, I am not	65%	64%	65%	58%	67%	70%	65%		
Don't know	2%	1%	2%	3%	2%	0%	3%		
ZYC_q2. Which, if any, of the following was/is your major in college? Please select all that apply.									
Unweighted base	714	161	553	211	194	204	105		
Base: All US adults who have attended college/university	615	135	480	190	164	172	89		
Humanities (e.g., English, history, philosophy, anthropology, etc)	16%	14%	16%	19%	16%	14%	12%		
Hard sciences (e.g., chemistry, physics, biology, etc)	10%	9%	10%	8%	6%	16%	12%		
Soft sciences (e.g., psychology, sociology, political science, etc)	18%	15%	18%	22%	15%	18%	15%		
The arts (e.g., visual arts, performing arts, music, etc)	10%	8%	11%	8%	12%	7%	17%		
Pre-med	2%	2%	3%	3%	2%	3%	2%		
Pre-law	4%	6%	3%	5%	4%	3%	2%		
Business	24%	21%	25%	25%	28%	23%	17%		
Technical skills (e.g., dental hygiene, nursing, engineering tech, etc)	18%	27%	15%	16%	21%	17%	16%		
Other	20%	18%	20%	22%	13%	20%	28%		
ZYC_q3. Which of the following college majors do you think your family would have found acceptable for you to pursue? Please select all that apply.									
Unweighted base	714	161	553	211	194	204	105		
Base: All US adults who have attended college/university	615	135	480	190	164	172	89		
Humanities (English, history, philosophy, anthropology, etc)	43%	36%	46%	40%	45%	47%	39%		
Hard sciences (chemistry, physics, biology, etc)	54%	50%	55%	40%	57%	65%	55%		
Soft sciences (psychology, sociology, political science, etc)	48%	48%	48%	42%	54%	53%	42%		
The arts (visual arts, performing arts, music, etc)	35%	34%	35%	32%	35%	35%	39%		
Pre-med	51%	44%	52%	40%	53%	59%	52%		
Pre-law	49%	41%	52%	41%	54%	57%	44%		

Business Technical skills (dental hygiene, nursing, engineering tech)

ZYC_q4. How oftern, if ever, were you a part of a racial minority in any of your college/university courses?

minority in any of your conege/university courses?							
Unweighted base	714	161	553	211	194	204	105
Base: All US adults who have attended college/university	615	135	480	190	164	172	89
Always	11%	13%	10%	10%	12%	8%	14%
Often	8%	15%	6%	7%	9%	11%	3%
Sometimes	8%	9%	8%	12%	4%	8%	8%
Rarely	10%	11%	9%	10%	11%	8%	10%
Never	54%	40%	58%	52%	59%	58%	44%
Don't know	9%	12%	8%	10%	5%	6%	21%

48%

51%

14%

62%

53%

20%

54%

47%

22%

63%

54%

12%

66%

57%

16%

50%

55%

27%

59%

53%

18%

Other

YouGov What the world thinks		L						Social networ	ks membership						
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
ZYC_q1. Are you the first in your immediate family to go to college/university?															
Unweighted base	714	574	308	263	209	42	224	75	223	3	138	14	18	1	81
Base: All US adults who have attended college/university	615	493	277	220	183	38	197	74	203	2	127	19	17	1	69
Yes, I am	33%	34%	36%	33%	35%	51%	39%	43%	39%	29%	43%	77%	43%	-	29%
No, I am not	65%	65%	62%	67%	64%	49%	59%	57%	60%	71%	57%	23%	57%	100%	65%
Don't know	2%	1%	1%	1%	2%	-	1%	-	1%	-	1%	-	-	-	6%
ZYC_q2. Which, if any, of the following was/is your major in college? Please select all that apply.															
Unweighted base	714	574	308	263	209	42	224	75	223	3	138	14	18	1	81
Base: All US adults who have attended college/university	615	493	277	220	183	38	197	74	203	2	127	19	17	1	69
Humanities (e.g., English, history, philosophy, anthropology, etc)	16%	17%	21%	17%	17%	28%	19%	28%	22%	-	22%	64%	14%	-	9%
Hard sciences (e.g., chemistry, physics, biology, etc)	10%	10%	9%	13%	14%	19%	9%	16%	11%		15%	25%	5%	100%	8%
Soft sciences (e.g., psychology, sociology, political science, etc)	18%	19%	21%	24%	23%	27%	20%	28%	22%	33%	28%	25%	16%		11%
The arts (e.g., visual arts, performing arts, music, etc) Pre-med	10% 2%	11% 2%	13% 3%	12% 4%	11% 5%	21% 11%	12% 4%	14% 6%	12% 5%	-	12% 8%	19% 25%	4% 5%	-	4%
Pre-law	4%	4%	4%	6%	5%	11%	4%	7%	5%	-	5%	20%	5%		- 3%
Business	24%	22%	21%	26%	19%	26%	20%	14%	20%	67%	25%	34%	31%	-	41%
Technical skills (e.g., dental hygiene, nursing, engineering tech,	18%	19%	18%	19%	25%	29%	19%	18%	19%	-	17%	24%	12%		10%
etc) Other	20%	19%	19%	13%	16%	21%	23%	21%	15%	-	11%	10%	33%		23%
ZYC_q3. Which of the following college majors do you think your family would have found acceptable for you to pursue? Please select all that apply.	74.4	574	200	000	000	42	004	75	000	3	400	14	10	1	
Unweighted base	714	574	308	263	209		224		223		138		18		81
Base: All US adults who have attended college/university	615	493	277	220	183	38	197	74	203	2	127	19	17	1	69
Humanities (English, history, philosophy, anthropology, etc)	43%	46%	50%	48%	46%	39%	49%	53%	52%	33%	55%	64%	64%	100%	25%
Hard sciences (chemistry, physics, biology, etc)	54%	57%	62%	67%	54%	40%	56%	65%	64%	62%	67%	75%	66%	100%	37%
Soft sciences (psychology, sociology, political science, etc)	48%	51%	55%	55%	54%	50%	53%	66%	60%	71%	64%	64%	65%	100%	31%
The arts (visual arts, performing arts, music, etc)	35%	37%	39%	40%	34%	36%	40%	46%	41%		48%	57%	41%	100%	18%
Pre-med	51%	53%	56%	61%	48%	37%	58%	62%	59%	33%	66%	74%	59%	100%	36%
Pre-law	49%	51%	55%	58%	46%	30%	54%	63%	56%	71%	61%	77%	46%	100%	44%
Business	59%	59%	62%	63%	53%	43%	62%	65%	60%	71%	70%	77%	64%	100%	61%
Technical skills (dental hygiene, nursing, engineering tech)	53%	54%	57%	58%	51%	39%	60%	68%	54%	33%	55%	69%	70%	100%	40%
Other	18%	17%	15%	15%	17%	20%	14%	8%	14%	-	14%	11%	10%	-	21%
ZYC_q4. How oftern, if ever, were you a part of a racial minority in any of your college/university courses?															
Unweighted base	714	574	308	263	209	42	224	75	223	3	138	14	18	1	81
Base: All US adults who have attended college/university	615	493	277	220	183	38	197	74	203	2	127	19	17	1	69
Always	11%	11%	12%	10%	10%	15%	6%	10%	12%	-	8%	5%	-	-	14%
Often	8% 8%	7% 8%	8% 9%	8% 10%	12% 12%	20% 11%	9% 9%	8% 11%	11% 9%	29%	11% 12%	8% 20%	5% 11%	-	9% 7%
Sometimes Rarely	8% 10%	8%	9% 11%	10%	12%	11%	9% 12%	7%	9%	-	9%	20%	11% 21%	-	7% 8%
Never	54%	56%	54%	54%	46%	30%	56%	59%	47%	71%	56%	57%	63%	100%	50%
Don't know	9%	9%	6%	7%	6%	4%	8%	5%	7%	-	4%	-	-	-	13%

YouGovNY

College

US_nat Sample: 13th-14th July 2017

YouGov What the world thinks		Gender			Age			Reg	jion		Race			
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET
ZYC_q5. For which, if any, of the following reasons did you														
decide to attend college/university? Please select all that														
apply.														
Unweighted base	714	323	391	195	230	289	121	130	242	221	519	61	62	72
Base: All US adults who have attended college/university	615	302	313	190	194	231	101	107	210	196	417	70	66	61
In hopes of landing a well-paying job	54%	54%	55%	54%	55%	53%	60%	58%	53%	50%	54%	52%	56%	58%
To learn	56%	55%	56%	60%	57%	51%	49%	55%	55%	61%	57%	44%	60%	55%
To later pursue a higher degree	30%	27%	32%	44%	27%	21%	32%	26%	30%	31%	26%	40%	31%	45%
To make my family proud	21%	21%	21%	33%	19%	12%	21%	17%	20%	23%	20%	15%	26%	29%
I felt pressured by my family	9%	10%	7%	12%	6%	9%	9%	8%	7%	11%	10%	6%	4%	7%
It seemed like the next logical step	43%	40%	46%	51%	40%	40%	33%	50%	40%	49%	45%	26%	47%	48%
Other	7%	7%	7%	9%	7%	6%	4%	6%	7%	9%	7%	7%	6%	9%
ZYC_q6. Did you attend a public or private college/university? If you attended more than one college/university please think about the one you attended most recently.														
Unweighted base	714	323	391	195	230	289	121	130	242	221	519	61	62	72
Base: All US adults who have attended college/university	615	302	313	190	194	231	101	107	210	196	417	70	66	61
Public	73%	71%	74%	67%	71%	78%	67%	75%	70%	76%	73%	67%	85%	64%
Private	24%	26%	21%	26%	26%	20%	28%	22%	25%	21%	24%	27%	10%	32%
Don't know / can't recall	4%	3%	5%	7%	3%	2%	5%	3%	4%	3%	3%	6%	5%	4%
YC_q7. How often, if ever, have you ever felt pressure from rour family to succeed career-wise?														
Unweighted base	714	323	391	195	230	289	121	130	242	221	519	61	62	72
Base: All US adults who attended college/university	615	302	313	190	194	231	101	107	210	196	417	70	66	61
Always	9%	9%	10%	11%	12%	6%	8%	10%	9%	10%	8%	15%	12%	11%
Often	14%	11%	16%	25%	11%	7%	16%	12%	12%	16%	14%	10%	10%	17%
Sometimes	23%	24%	21%	26%	24%	20%	19%	24%	23%	24%	23%	19%	19%	27%
Rarely	21%	25%	17%	19%	18%	25%	20%	23%	23%	18%	21%	15%	24%	20%
Never	29%	28%	30%	16%	29%	40%	32%	28%	31%	27%	30%	36%	24%	21%
Don't know	4%	3%	5%	4%	6%	2%	4%	4%	3%	5%	3%	5%	11%	3%
ZYC_q8. Do you think college/university tuition prices are														
oo high, too low, or just right?	4004	450	005	074	000	404	000	000	202	000	000	00	404	00
Unweighted base	1084	459 514	625 540	271 316	322 304	491 434	200	208	393 402	283 270	800 684	90	101 160	93 92
Base: All US adults	1054 65%	514 63%	540 66%	316	304 63%	434 69%	191	191 67%	402 63%	65%	684	118 61%	160 60%	92 56%
Much too high Somewhat too high	65% 19%	63% 20%	18%	60% 19%	63% 19%	69% 20%	17%	67% 19%	20%	65% 20%	68% 19%	61% 17%	60% 20%	23%
Somewnat too nign Just right	19% 6%	20%	18%	19%	19% 9%	20%	9%	19%	20%	20%	19%	17%	20%	23%
Somewhat too low	1%	2%	1%	2%	2%	2%	9%	3%	1%	1%	1%	0%	1%	9%
Much too low	0%	0%	0%	1%	1%	-	1%		1%	-	0%	-	1%	570
Don't know	8%	7%	9%	8%	6%	9%	7%	6%	10%	6%	7%	14%	11%	3%
DOITE KNOW	070	170	570	070	070	370	170	070	1070	070	170	1770	1170	070

Cell Contents (Column Percentages)

US_nat Sample: 13th-14th July 2017

YOUGOV What the world thinks			Educa	ition				Marita	Status		
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic civil partnershi
ZYC_q5. For which, if any, of the following reasons did you decide to attend college/university? Please select all that apply.											
Unweighted base	714	-	373	213	128	335	8	87	24	244	16
Base: All US adults who have attended college/university	615		338	180	96	276	7	71	19	230	12
In hopes of landing a well-paying job	54%	-	50%	61%	55%	55%	45%	49%	61%	55%	41%
To learn	56%		53%	56%	66%	51%	37%	63%	38%	59%	81%
To later pursue a higher degree	30%		25%	28%	49%	24%	42%	21%	7%	41%	36%
To make my family proud	21%		18%	24%	26%	15%	44%	10%	38%	29%	24%
I felt pressured by my family	9%		9%	10%	7%	7%	16%	10%	8%	11%	7%
It seemed like the next logical step	43%		38%	49%	51%	39%	53%	39%	29%	52%	24%
Other	43%		9%	43%	5%	6%	27%	5%	13%	9%	2-7/0
ollege/university? If you attended more than one ollege/university please think about the one you attended nost recently.	714		373	213	128	335	8	87	24	244	16
Unweighted base	/ 14	-	313	213	120			07	24	244	10
Base: All US adults who have attended college/university	615	•	338	180	96	276	7	71	19	230	12
Public	73%	•	78%	68%	60%	72%	72%	77%	78%	70%	77%
Private	24%	•	16%	31%	39%	25%	28%	22%	22%	24%	10%
Don't know / can't recall	4%	-	6%	1%	1%	3%	-	1%	-	6%	13%
YC_q7. How often, if ever, have you ever felt pressure from our family to succeed career-wise?											
Unweighted base	714	-	373	213	128	335	8	87	24	244	16
Base: All US adults who attended college/university	615		338	180	96	276	7	71	19	230	12
Always	9%	-	9%	8%	13%	9%	27%	8%	9%	10%	17%
Often	14%		12%	15%	19%	12%	-	2%	19%	20%	7%
Sometimes	23%		19%	28%	26%	21%	16%	21%	9%	26%	42%
Rarely	21%		22%	20%	17%	25%	47%	23%	15%	16%	6%
Never	29%		34%	24%	22%	30%	10%	45%	48%	22%	28%
Don't know	4%	-	4%	5%	3%	4%	-	1%	-	5%	-
YC_q8. Do you think college/university tuition prices are to high, too low, or just right?											
Unweighted base	1084	370	373	213	128	521	13	126	47	346	31
Base: All US adults	1054	439	338	180	96	475	13	126	40	374	26
Much too high	65%	59%	70%	70%	63%	68%	38%	62%	68%	64%	43%
Somewhat too high	19%	19%	19%	18%	25%	17%	14%	29%	18%	18%	33%
Just right	6%	7%	5%	6%	10%	7%	32%	3%	-	7%	7%
Somewhat too low	1%	2%	1%	2%	1%	1%	16%	-	-	2%	-
Much too low	0%	1%	-	-	-	1%	-	-	-	0%	-
Don't know	8%	13%	5%	4%	2%	6%	-	6%	14%	9%	17%

Cell Contents (Cc

C_q5. For which, if any, of the following reasons did you cide to attend college/university? Please select all that ply. Unweighted base 714 Base: All US adults who have attended college/university 615 In hopes of landing a well-paying job 54% To later pursue a higher degree 30% To make my family proud 21% I feit pressured by my family 9% It seemed like the next logical step 43% Other 7% C_q6. Did you attend a public or private lilege/university? If you attended more than one lilege/university? If you attended college/university 615 Probate 24% Don't know / can't recail 4% C_q7. How often, if ever, have you ever felt pressure from ur family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 9% Othen 144% Sometimes 23%	Yes 161 135 52% 50% 27% 19% 5% 30% 6% 161 135 68% 28% 4% 161 135	No 553 480 55% 57% 31% 21% 10% 47% 8% 553 480 74% 23% 3%	Under \$40k	\$40k to \$80k 194 164 55% 61% 27% 18% 6% 41% 4% 194 194 164 66% 28% 3%	\$80k+ 204 172 58% 54% 35% 21% 9% 43% 5% 2% 204 172 64% 35% 1%	Prefer not to say 105 89 50% 64% 25% 20% 8% 12% 105 89 77% 15% 8%
cide to attend college/university? Please select all that ply. Unweighted base 714 Base: All US adults who have attended college/university 615 In hopes of landing a well-paying job 54% To later pursue a higher degree 70 make my family proud 21% I felt pressured by my family 9% It seemed like the next logical step 00ther 7% C_q6. Did you attend a public or private llege/university? If you attended more than one llege/university? If you attended college/university 615 Public Public C_q6. Did you attend a public or private llege/university all you attended college/university 615 Don't know / can't recail 4% C_q7. How often, if ever, have you ever felt pressure from ur family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 9% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	135 52% 50% 27% 19% 5% 30% 6% 6% 161 135 68% 28% 4%	480 55% 57% 31% 21% 10% 47% 8% 553 480 74% 23% 3%	190 52% 49% 30% 23% 11% 45% 10% 211 190 82% 14%	164 55% 61% 27% 18% 6% 41% 4%	172 55% 54% 35% 21% 9% 43% 5% 204 172 64% 35%	89 50% 64% 25% 20% 8% 44% 12% 105 89 77% 15%
cide to attend college/university? Please select all that ply. Unweighted base 714 Base: All US adults who have attended college/university 615 In hopes of landing a well-paying job 54% To later pursue a higher degree 70 make my family proud 21% I felt pressured by my family 9% It seemed like the next logical step 00ther 7% C_q6. Did you attend a public or private llege/university? If you attended more than one llege/university? If you attended college/university 615 Public Public C_q6. Did you attend a public or private llege/university all you attended college/university 615 Don't know / can't recail 4% C_q7. How often, if ever, have you ever felt pressure from ur family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 9% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	135 52% 50% 27% 19% 5% 30% 6% 6% 161 135 68% 28% 4%	480 55% 57% 31% 21% 10% 47% 8% 553 480 74% 23% 3%	190 52% 49% 30% 23% 11% 45% 10% 211 190 82% 14%	164 55% 61% 27% 18% 6% 41% 4%	172 55% 54% 35% 21% 9% 43% 5% 204 172 64% 35%	89 50% 64% 25% 20% 8% 44% 12% 105 89 77% 15%
Unweighted base 714 Base: All US adults who have attended college/university 615 In hopes of landing a well-paying job 70 make my family proud 21% To later pursue a higher degree 30% To later pursue a higher degree 30% To later pursue a higher degree 30% To make my family proud 21% I felt pressured by my family 9% It seemed like the next logical step 7% C_q6. Did you attend a public or private liege/university? If you attended more than one liege/university? If you attended college/university 615 Public Priviat Base: All US adults who have attended college/university 615 C_q7. How often, if ever, have you ever felt pressure from ur family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 0% Othen 14% Sometimes 23%	135 52% 50% 27% 19% 5% 30% 6% 6% 161 135 68% 28% 4%	480 55% 57% 31% 21% 10% 47% 8% 553 480 74% 23% 3%	190 52% 49% 30% 23% 11% 45% 10% 211 190 82% 14%	164 55% 61% 27% 18% 6% 41% 4%	172 55% 54% 35% 21% 9% 43% 5% 204 172 64% 35%	89 50% 64% 25% 20% 8% 44% 12% 105 89 77% 15%
In hopes of landing a well-paying job To learn To later pursue a higher degree To later musue a higher degree To later my family product 1 feit pressured by my family 9% I tele pressured by my family 9% It seemed like the next logical step 00ther 7% C_q6. Did you attend a public or private llege/university? If you attended more than one llege/university? If you attended more than one st recently. Unweighted base 714 Base: All US adults who have attended college/university 00ther 73% 7% C_q7. How often, if ever, have you ever felt pressure from ur family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 9% 00ther 100 714 Base: All US adults who attended college/university 615 00ther 100 714 Base: All US adults who attended college/university 615 00ther 23%	52% 50% 27% 19% 5% 30% 6% 6% 161 135 68% 28% 4%	55% 57% 31% 21% 10% 47% 8% 553 480 74% 23% 3%	52% 49% 30% 23% 11% 45% 10% 211 190 82% 14%	55% 61% 27% 18% 6% 41% 4% 194 194 164 68% 28%	58% 54% 35% 21% 9% 43% 5% 204 172 64% 35%	50% 64% 25% 8% 44% 12% 105 89 77% 15%
In hopes of landing a well-paying job To learn To later pursue a higher degree 30% To make my family provide 1 felt pressured by my family 9% It seemed like the next logical step 43% Other 7% C_q6. Did you attended protection to make my family provide lege/university? If you attended more than one lege/university? If you attended more than one lege/university please think about the one you attended st recently. Unweighted base 714 Base: All US adults who have attended college/university Private C_q7. How often, if ever, have you ever felt pressure from ir family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 9% Sometimes 23%	50% 27% 19% 5% 30% 6% 6% 161 135 68% 28% 4%	57% 31% 21% 10% 47% 8% 553 480 74% 23% 3%	49% 30% 23% 11% 45% 10% 211 190 82% 14%	61% 27% 18% 6% 41% 4% 194 194 164 68% 28%	54% 35% 21% 9% 43% 5% 204 172 64% 35%	64% 25% 20% 8% 44% 12% 105 89 77% 15%
To learn To learn To learn To learn To learn To learn To later pursue a higher degree 30% To make my family proud 1 felt pressured by my family 9% It seemed like the next logical step 2_q6. Did you attended more than one lege/university? If you attended more than one lege/university? If you attended more than one lege/university please think about the one you attended st recently. Unweighted base 714 Base: All US adults who have attended college/university Private C_q7. How often, if ever, have you ever felt pressure from r family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 0% Other 146 Sometimes 23%	50% 27% 19% 5% 30% 6% 6% 161 135 68% 28% 4%	57% 31% 21% 10% 47% 8% 553 480 74% 23% 3%	49% 30% 23% 11% 45% 10% 211 190 82% 14%	61% 27% 18% 6% 41% 4% 194 194 164 68% 28%	54% 35% 21% 9% 43% 5% 204 172 64% 35%	64% 25% 20% 8% 44% 12% 105 89 77% 15%
To later pursue a higher degree To make my family proud I felt pressured by my family It seemed like the next logical step (43%) Other 7% C_q6. Did you attend a public or private lege/university please think about the one you attended st recently. Unweighted base Private 24% Don't know / can't recal 4% C_q7. How often, if ever, have you ever felt pressure from r family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Private 24% Don't know / can't recal 4% C_q7. How often, if ever, have you ever felt pressure from r family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 0ften 14% Sometimes	27% 19% 5% 30% 6% 161 135 68% 28% 4%	31% 21% 10% 47% 8% 553 480 74% 23% 3%	30% 23% 11% 45% 10% 211 190 82% 14%	27% 18% 6% 41% 4% 194 164 68% 28%	35% 21% 9% 43% 5% 204 172 64% 35%	25% 20% 8% 44% 12% 105 89 77% 15%
To make my family proud I felt pressured by my family It seemed like the next logical step C_q6. Did you attend a public or private lege/luniversity? If you attended more than one lege/luniversity please think about the one you attended st recently. Unweighted base Public Privite 24% Don't know / can't recall 4% C_q7. How often, if ever, have you ever felt pressure from Ir family to succeed career-wise? Unweighted base 714 Base: All US adults who have attended college/university 615 Public 24% Don't know / can't recall 4% C_q7. How often, if ever, have you ever felt pressure from Ir family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 0/then 14% Sometimes	19% 5% 30% 6% 161 135 68% 28% 4%	21% 10% 47% 8% 553 480 74% 23% 3%	23% 11% 45% 10% 211 190 82% 14%	18% 6% 41% 4% 194 164 68% 28%	21% 9% 43% 5% 204 172 64% 35%	20% 8% 44% 12% 105 89 77% 15%
I felt pressured by my family It seemed like the next logical step Qther 7% C-g6. Did you attende a public or private ge/kniversity? If you attended more than one ge/kniversity please think about the one you attended st recently. Unweighted base 7/14 Base: All US adults who have attended college/university Public Public Public C-g7. How often, if ever, have you ever felt pressure from r family to succeed career-wise? Unweighted base 7/14 Base: All US adults who attended college/university C-g7. How often, if ever, have you ever felt pressure from r family to succeed career-wise? Unweighted base 7/14 Base: All US adults who attended college/university 6/15 Always Other 14/4 Sometimes 23%	5% 30% 6% 161 135 68% 28% 4%	10% 47% 8% 553 480 74% 23% 3%	11% 45% 10% 211 190 82% 14%	6% 41% 4% 194 164 68% 28%	9% 43% 5% 204 172 64% 35%	8% 44% 12% 105 89 77% 15%
It seemed like the next logical step 43% Other 7% C_q6. Did you attend a public or private lege/university? If you attended more than one lege/university please think about the one you attended st recently. Unweighted base 714 Base: All US adults who have attended college/university 615 Public 73% Private 24% Don't know / can't recal 4% C_q7. How often, if ever, have you ever felt pressure from ir family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 9% Often 141% Sometimes 23%	30% 6% 161 135 68% 28% 4%	47% 8% 553 480 74% 23% 3%	45% 10% 211 190 82% 14%	41% 4% 194 164 68% 28%	43% 5% 204 172 64% 35%	44% 12% 105 89 77% 15%
Cother 7% C q6. Did you attend a public or private lege/university? If you attended more than one lege/university please think about the one you attended st recently. Base: All US adults who have attended college/university Public 73% Public 73% Publ	6% 161 135 68% 28% 4% 161	8% 553 480 74% 23% 3%	10% 211 190 82% 14%	4% 194 164 68% 28%	5% 204 172 64% 35%	12% 105 89 77% 15%
C_q6. Did you attend a public or private llege/university? If you attended more than one llege/university? If you attended more than one llege/university? If you attended more than one llege/university? If you attended more than one unweighted base 714 Base: All US adults who have attended college/university Privite 24% Don't know / can't recail 4% C_q7. How often, if ever, have you ever felt pressure from ur family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 9% Often 144% Sometimes	161 135 68% 28% 4%	553 480 74% 23% 3%	211 190 82% 14%	194 164 68% 28%	204 172 64% 35%	105 89 77% 15%
Base: All US adults who have attended college/university Public Private 24% Don't know / can't recal 4% C q7. How often, if ever, have you ever felt pressure from r family to succeed career-wise? Unweighted base Always 9% Often 144% Sometimes 23%	135 68% 28% 4%	480 74% 23% 3%	190 82% 14%	164 68% 28%	172 64% 35%	89 77% 15%
Public Private 24% Don't know / can't recal 4% C_q7. How often, if ever, have you ever felt pressure from ar family to succeed career-wise? Unweighted base Always 9% Often 144% Sometimes	68% 28% 4%	74% 23% 3%	82% 14%	68% 28%	64% 35%	77% 15%
Private 24% Don't know / can't recal 4% C, q7. How often, if ever, have you ever felt pressure from ar family to succeed career-wise? Unweighted base 714 Base: All US adults who attended college/university 615 Always 9% Often 141% Sometimes 23%	28% 4%	23% 3%	14%	28%	35%	15%
Don't know / can't recail 4% C_q7. How often, if ever, have you ever felt pressure from ir family to succeed career-wise? Unweighted base 7/14 Base: All US adults who attended college/university 615 Always 9% Often 141% Sometimes 23%	4%	3%				
q7. How often, if ever, have you ever felt pressure from family to succeed career-wise? Unweighted base Always Often 144% Sometimes 23%	161		4%	3%	1%	8%
r family to succeed career-wise? Unweighted base Base: All US adults who attended college/university Always Often Sometimes 23%						
Base: All US adults who attended college/university Always 9% Often 144% Sometimes 23%		553	211	194	204	105
Always 9% Often 14% Sometimes 23%		480	190	164	172	89
Often 14% Sometimes 23%						
Sometimes 23%	12%	9%	7%	8%	13%	9%
	18%	13%	18%	8%	17%	11%
	23%	23%	22%	25%	19%	27%
Rarely 21%	15%	22%	22%	21%	21%	18%
Never 29%	27%	30%	27%	36%	27%	28%
Don't know 4%	6%	3%	4%	3%	4%	7%
C_q8. Do you think college/university tuition prices are high, too low, or just right?						
Unweighted base 1084	236	848	388	287	243	166
Base: All US adults 1054	235	819	413	271	211	159
Much too high 65%	58%	67%	59%	72%	66%	64%
Somewhat too high 19%	22%	18%	23%	16%	21%	13%
Just right 6%	12%	5%	7%	5%	10%	4%
Somewhat too low 1%	1%	2%	2%	0%	1%	2%
Much too low 0%	1%	001	0%	-	-	1%
Don't know 8%	170	0%			2%	15%

US_nat Sample: 13th-14th July 2017

YouGov What the world thinks								Social networ	ks membership						
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
ZYC_q5. For which, if any, of the following reasons did you															
decide to attend college/university? Please select all that															
apply.	74.4	574	200	000	200	10	224	75	000	3	400	14	40	1	04
Unweighted base	714	574	308	263	209	42		75	223		138		18		81
Base: All US adults who have attended college/university	615	493	277	220	183	38	197	74	203	2	127	19	17	1	69
In hopes of landing a well-paying job	54%	56%	56%	62%	53%	47%	58%	51%	60%	38%	62%	70%	40%	-	46%
To learn	56%	55%	60%	59%	57%	55%	57%	72%	62%	100%	63%	91%	63%	-	56%
To later pursue a higher degree	30%	32%	36%	38%	34%	32%	38%	55%	42%	-	51%	82%	26%	-	18%
To make my family proud	21%	23%	26%	25%	25%	41%	30%	38%	31%	-	37%	62%	21%	-	8%
I felt pressured by my family	9%	9%	10%	10%	12%	17%	9%	14%	8%	-	10%	12%	5%	100%	7%
It seemed like the next logical step	43%	43%	47%	50%	41%	33%	47%	51%	48%	33%	59%	73%	31%	-	50%
Other	7%	7%	6%	4%	4%	3%	6%	4%	6%	-	3%	6%	10%	-	9%
ZYC_q6. Did you attend a public or private college/university? If you attended more than one college/university please think about the one you attended most recently.															
Unweighted base	714	574	308	263	209	42	224	75	223	3	138	14	18	1	81
Base: All US adults who have attended college/university	615	493	277	220	183	38	197	74	203	2	127	19	17	1	69
Public	73%	73%	70%	71%	74%	64%	70%	64%	69%	33%	70%	82%	75%	-	75%
Private	24%	24%	28%	27%	24%	36%	26%	33%	28%	67%	27%	18%	20%	100%	20%
Don't know / can't recall	4%	3%	2%	2%	3%	-	3%	3%	3%	-	3%	-	5%	-	5%
ZYC_q7. How often, if ever, have you ever felt pressure from your family to succeed career-wise?															
Unweighted base	714	574	308	263	209	42	224	75	223	3	138	14	18	1	81
Base: All US adults who attended college/university	615	493	277	220	183	38	197	74	203	2	127	19	17	1	69
Always	9%	9%	11%	9%	14%	27%	10%	6%	10%	-	11%	17%	16%	100%	8%
Often	14%	15%	17%	15%	19%	14%	15%	23%	21%	33%	22%	15%	6%	-	5%
Sometimes	23%	23%	25%	25%	24%	23%	28%	23%	22%	29%	29%	25%	27%	-	21%
Rarely	21%	20%	22%	22%	21%	13%	19%	23%	22%	-	21%	36%	28%	-	20%
Never	29%	28%	23%	24%	20%	22%	26%	22%	22%	38%	16%	8%	25%	-	40%
Don't know	4%	4%	3%	4%	2%	2%	3%	3%	3%	-	1%	-	-	-	7%
ZYC_q8. Do you think college/university tuition prices are too high, too low, or just right?															
Unweighted base	1084	849	407	315	282	62	316	94	302	3	184	16	24	5	151
Base: All US adults	1054	834	404	280	278	62	294	100	309	2	196	26	23	6	136
Much too high	65%	64%	69%	67%	62%	50%	69%	57%	62%	33%	60%	22%	64%	48%	68%
Somewhat too high	19%	21%	18%	20%	17%	17%	19%	28%	23%	67%	24%	48%	8%	-	16%
Just right	6%	6%	6%	6%	9%	17%	5%	9%	7%	-	8%	10%	13%	-	3%
Somewhat too low	1%	1%	1%	1%	3%	-	0%	1%	0%	-	0%	-	-	-	1%
Much too low	0%	0%	0%	1%	-	3%	1%	-	1%	-	-	-	8%	-	2%
Don't know	8%	7%	6%	5%	9%	13%	6%	6%	7%		7%	19%	7%	52%	10%

Cell Contents (Cc