



College Bribery Scandal
Fieldwork Dates: 13th - 14th March 2019

Conducted by YouGov
On behalf of YouGov Omnibus

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1259 adults. Fieldwork was undertaken between 13th - 14th March 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US_nat_internal Sample: 13th - 14th March 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

If you had the resources, which, if any, of the following would you do to help your child(ren)? Even if you do not have children, please try to guess what you would or would not do in order to help them.

KYC_q1_1. Pay for tutoring/test prep to help them get into a good college

Unweighted base	1257	556	701	19	379	370	401	88	-	-	243	249	461	304	877
Base: All US adults	1256	611	646	24	406	339	394	93	-	-	224	263	473	297	837
Definitely would	40%	38%	41%	28%	42%	45%	36%	27%	-	-	43%	37%	41%	38%	40%
				**	G	F.G		*	**	**					
Probably would	32%	33%	31%	29%	29%	27%	38%	35%	-	-	30%	32%	32%	32%	34%
				**			D.E	*	**	**					O
Probably would not	8%	8%	8%	11%	10%	7%	6%	17%	-	-	8%	6%	8%	12%	9%
				**	**			E.F*	**	**					Q
Definitely would not	11%	11%	10%	3%	7%	9%	16%	16%	-	-	9%	13%	11%	9%	10%
				**	**		D.E	D.E*	**	**					
Don't know	9%	10%	9%	30%	12%	12%	4%	6%	-	-	10%	12%	8%	10%	7%
				**	F	F	*	*	**	**					
Net: Definitely/probably would	72%	71%	72%	57%	72%	73%	74%	62%	-	-	74%	69%	73%	70%	73%
				**	**	G	*	*	**	**					P
Net: Definite/probably wouldn't	19%	19%	19%	14%	16%	16%	22%	33%	-	-	17%	19%	19%	20%	19%
				**	**	D.E	D.E	D.E.F*	**	**					Q

KYC_q1_2. Pay high school officials (teachers, counselors, etc.) for advantages to help them get into a good college

Unweighted base	1257	556	701	19	379	370	401	88	-	-	243	249	461	304	877
Base: All US adults	1256	611	646	24	406	339	394	93	-	-	224	263	473	297	837
Definitely would	8%	8%	7%	15%	10%	10%	3%	4%	-	-	9%	6%	9%	5%	6%
				**	F	F	*	*	**	**			M		
Probably would	9%	10%	7%	22%	14%	6%	5%	6%	-	-	11%	7%	8%	10%	7%
				**	E.F	*	*	*	**	**					
Probably would not	11%	11%	11%	18%	14%	10%	7%	12%	-	-	9%	11%	11%	12%	10%
				**	F	*	*	*	**	**					
Definitely would not	63%	60%	66%	27%	49%	61%	80%	72%	-	-	62%	65%	61%	65%	68%
				**	A	D	D.E	D*	**	**					P.Q
Don't know	10%	11%	9%	18%	13%	13%	5%	5%	-	-	10%	11%	11%	8%	8%
				**	F.G	F.G	*	*	**	**					
Net: Definitely/probably would	16%	19%	14%	37%	24%	16%	8%	11%	-	-	20%	12%	17%	15%	14%
				**	E.F.G	F	*	*	**	**					
Net: Definite/probably wouldn't	74%	71%	77%	45%	63%	71%	87%	85%	-	-	70%	76%	72%	77%	78%
				**	A	D	D.E	D.E*	**	**					P

KYC_q1_3. Pay college officials (admissions staff, athletic staff, etc.) to secure them a place at a good college

Unweighted base	1257	556	701	19	379	370	401	88	-	-	243	249	461	304	877
Base: All US adults	1256	611	646	24	406	339	394	93	-	-	224	263	473	297	837
Definitely would	8%	10%	6%	10%	12%	11%	2%	2%	-	-	12%	6%	8%	7%	7%
		B	**	**	F.G	F.G	*	*	**	**			K		
Probably would	7%	9%	5%	4%	13%	5%	3%	6%	-	-	8%	6%	8%	7%	5%
		B	**	**	E.F	*	*	*	**	**					
Probably would not	9%	9%	9%	6%	12%	7%	7%	10%	-	-	8%	10%	9%	9%	9%
				**	E.F	*	*	*	**	**					
Definitely would not	66%	62%	71%	57%	49%	65%	83%	78%	-	-	65%	67%	66%	67%	72%
		A	**	**	D	D.E	D.E	D.E*	**	**					P.Q
Don't know	10%	10%	9%	23%	14%	12%	5%	4%	-	-	8%	11%	10%	10%	8%
				**	F.G	F.G	*	*	**	**					
Net: Definitely/probably would	15%	19%	12%	14%	25%	16%	5%	9%	-	-	19%	12%	15%	14%	12%

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US_nat_internal Sample: 13th - 14th March 2019



Total	Race			Education				Marital Status						Children unde
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

If you had the resources, which, if any, of the following would you do to help your child(ren)? Even if you do not have children, please try to guess what you would or would not do in order to help them.

KYC_q1_1. Pay for tutoring/test prep to help them get into a good college

Unweighted base	1257	134	164	82	441	436	244	136	594	24	135	60	376	68	326
Base: All US adults	1256	146	197	77	508	389	230	129	565	25	139	66	393	69	316
Definitely would	40%	47%	33%	43%	36%	41%	44%	43%	40%	51%	43%	27%	40%	38%	42%
Probably would	32%	21%	29%	39%	27%	33%	38%	38%	35%	34%	28%	34%	31%	20%	32%
Probably would not	8%	4%	13%	2%	9%	8%	7%	8%	9%	3%	6%	12%	9%	5%	9%
Definitely would not	11%	16%	9%	8%	15%	10%	5%	8%	10%	7%	16%	14%	9%	13%	9%
Don't know	9%	12%	16%	8%	14%	7%	6%	3%	7%	4%	6%	13%	12%	23%	8%
Net: Definitely/probably would	72%	68%	62%	82%	63%	74%	81%	81%	74%	86%	71%	61%	71%	59%	74%
Net: Definite/probably wouldn't	19%	20%	22%	10%	23%	18%	12%	16%	19%	11%	23%	25%	18%	18%	17%

KYC_q1_2. Pay high school officials (teachers, counselors, etc.) for advantages to help them get into a good college

Unweighted base	1257	134	164	82	441	436	244	136	594	24	135	60	376	68	326
Base: All US adults	1256	146	197	77	508	389	230	129	565	25	139	66	393	69	316
Definitely would	8%	10%	9%	9%	9%	7%	6%	7%	8%	11%	5%	3%	9%	6%	11%
Probably would	9%	6%	14%	14%	10%	9%	5%	11%	9%	26%	7%	2%	10%	5%	12%
Probably would not	11%	8%	14%	17%	9%	14%	11%	8%	10%	7%	9%	16%	10%	18%	14%
Definitely would not	63%	63%	44%	55%	56%	63%	72%	74%	66%	54%	73%	65%	59%	49%	53%
Don't know	10%	13%	18%	4%	16%	7%	7%	2%	8%	4%	6%	15%	12%	22%	9%
Net: Definitely/probably would	16%	16%	24%	23%	18%	16%	10%	17%	16%	36%	12%	5%	19%	12%	24%
Net: Definite/probably wouldn't	74%	71%	58%	72%	66%	77%	83%	81%	76%	60%	82%	81%	69%	66%	67%

KYC_q1_3. Pay college officials (admissions staff, athletic staff, etc.) to secure them a place at a good college

Unweighted base	1257	134	164	82	441	436	244	136	594	24	135	60	376	68	326
Base: All US adults	1256	146	197	77	508	389	230	129	565	25	139	66	393	69	316
Definitely would	8%	9%	9%	13%	9%	6%	8%	8%	8%	11%	4%	8%	8%	14%	14%
Probably would	7%	6%	15%	13%	7%	9%	5%	6%	7%	30%	4%	5%	8%	5%	11%
Probably would not	9%	4%	12%	12%	9%	10%	7%	6%	8%	8%	9%	7%	10%	9%	10%
Definitely would not	66%	64%	47%	59%	59%	67%	76%	77%	69%	46%	77%	65%	62%	50%	55%
Don't know	10%	16%	18%	3%	16%	8%	4%	2%	7%	4%	6%	16%	13%	22%	10%
Net: Definitely/probably would	15%	16%	24%	26%	16%	15%	13%	15%	15%	40%	8%	12%	15%	19%	25%

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US_nat_internal Sample: 13th - 14th March 2019



Total	r the age of 18		Income				Type of Area Lived in			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL

If you had the resources, which, if any, of the following would you do to help your child(ren)? Even if you do not have children, please try to guess what you would or would not do in order to help them.

KYC_q1_1. Pay for tutoring/test prep to help them get into a good college

Unweighted base	1257	931	327	218	357	197	158	408	591	249	9
Base: All US adults	1256	941	332	215	350	195	165	412	595	242	8
Definitely would	40%	39%	35%	40%	42%	47%	35%	40%	41%	39%	18%
Probably would	32%	32%	29%	34%	34%	34%	28%	29%	33%	34%	20%
Probably would not	8%	8%	9%	8%	9%	6%	10%	7%	9%	8%	17%
Definitely would not	11%	11%	12%	11%	10%	8%	12%	12%	10%	11%	9%
Don't know	9%	10%	15%	6%	5%	6%	15%	14%	7%	7%	35%
Net: Definitely/probably would	72%	71%	64%	74%	76%	81%	63%	68%	74%	73%	39%
Net: Definite/probably wouldn't	19%	20%	21%	19%	19%	14%	22%	18%	19%	20%	26%

KYC_q1_2. Pay high school officials (teachers, counselors, etc.) for advantages to help them get into a good college

Unweighted base	1257	931	327	218	357	197	158	408	591	249	9
Base: All US adults	1256	941	332	215	350	195	165	412	595	242	8
Definitely would	8%	6%	10%	7%	7%	8%	4%	10%	6%	6%	-
Probably would	9%	7%	9%	8%	9%	9%	6%	12%	7%	6%	-
Probably would not	11%	10%	11%	9%	10%	12%	13%	11%	12%	8%	7%
Definitely would not	63%	66%	53%	68%	68%	66%	63%	53%	67%	71%	48%
Don't know	10%	10%	17%	9%	5%	5%	15%	14%	8%	9%	45%
Net: Definitely/probably would	16%	14%	19%	15%	17%	17%	10%	23%	14%	12%	-
Net: Definite/probably wouldn't	74%	76%	64%	77%	78%	78%	75%	64%	79%	79%	55%

KYC_q1_3. Pay college officials (admissions staff, athletic staff, etc.) to secure them a place at a good college

Unweighted base	1257	931	327	218	357	197	158	408	591	249	9
Base: All US adults	1256	941	332	215	350	195	165	412	595	242	8
Definitely would	8%	6%	10%	8%	8%	8%	4%	11%	6%	6%	-
Probably would	7%	6%	7%	7%	9%	5%	8%	10%	7%	4%	11%
Probably would not	9%	8%	12%	7%	7%	8%	8%	7%	9%	11%	7%
Definitely would not	66%	70%	55%	69%	70%	75%	67%	58%	70%	71%	37%
Don't know	10%	10%	17%	8%	5%	4%	14%	13%	7%	9%	45%
Net: Definitely/probably would	15%	12%	16%	15%	17%	13%	12%	21%	13%	10%	11%

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US_nat_internal Sample: 13th - 14th March 2019



Net: Definite/probably wouldn't

Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	B	A	**	E.F.G	F	D.E	*	**	**	K	76%	75%	76%	80%
75%	71%	79%	63%	61%	72%	90%	88%	-	-	73%	76%	75%	76%	O.P.Q

KYC_q1_4. Pay a college prep organization to take a college admittance test on their behalf to get them into a good college

Unweighted base

Base: All US adults

Definitely would

Probably would

Probably would not

Definitely would not

Don't know

Net: Definitely/probably would

Net: Definite/probably wouldn't

1257	556	701	19	379	370	401	88	-	-	243	249	461	304	877
1256	611	646	24	406	339	394	93	-	-	224	263	473	297	837
10%	13%	8%	25%	17%	10%	3%	3%	-	-	14%	8%	11%	8%	8%
10%	10%	9%	5%	15%	11%	5%	2%	-	-	9%	10%	9%	11%	8%
7%	9%	6%	16%	9%	6%	6%	14%	-	-	8%	6%	8%	9%	7%
64%	58%	69%	36%	47%	61%	81%	73%	-	-	61%	65%	63%	65%	70%
9%	10%	8%	18%	12%	11%	4%	8%	-	-	9%	11%	9%	7%	7%
20%	23%	17%	30%	32%	21%	9%	6%	-	-	22%	18%	21%	19%	16%
71%	67%	75%	52%	56%	67%	87%	86%	-	-	69%	71%	70%	74%	77%

KYC_q2. Which, if any, of the following have you ever done?

Please select all that apply.

Unweighted base

Base: All US adults

Paid someone to gain an advantage for yourself

Paid someone to gain an advantage for your child

Cheated on a pop quiz

Cheated on a final exam

Cheated on a standardized test (e.g., SAT, ACT, etc.)

Used recycled quizzes as study materials

Stored information in a hidden place so you can look at it during an exam

Paid someone else to complete a work/school assignment and taken credit for it

Lied on your resume

Lied to your boss about a project at work

None of these

Don't know/can't recall

Prefer not to say

1257	556	701	19	379	370	401	88	-	-	243	249	461	304	877
1256	611	646	24	406	339	394	93	-	-	224	263	473	297	837
3%	3%	3%	-	6%	2%	1%	-	-	-	3%	1%	3%	4%	2%
2%	3%	1%	-	4%	2%	0%	-	-	-	2%	1%	2%	3%	1%
10%	9%	10%	14%	16%	11%	4%	4%	-	-	8%	11%	10%	9%	10%
5%	7%	3%	21%	8%	5%	1%	-	-	-	4%	3%	6%	5%	4%
2%	4%	1%	4%	6%	1%	0%	-	-	-	1%	2%	5%	0%	2%
15%	15%	16%	18%	19%	18%	11%	11%	-	-	11%	17%	15%	18%	17%
8%	9%	7%	12%	14%	10%	3%	1%	-	-	4%	10%	9%	10%	8%
3%	4%	2%	-	6%	4%	-	-	-	-	3%	2%	4%	2%	2%
7%	8%	6%	-	11%	8%	3%	-	-	-	7%	7%	7%	6%	6%
6%	7%	5%	14%	9%	8%	3%	1%	-	-	5%	6%	7%	6%	7%
57%	54%	60%	15%	40%	55%	73%	80%	-	-	62%	56%	57%	54%	59%
6%	5%	6%	16%	4%	8%	6%	2%	-	-	4%	7%	8%	3%	5%
4%	5%	3%	15%	9%	2%	1%	1%	-	-	6%	4%	3%	6%	3%

To what extent do you agree or disagree with the following statements? Please select one option on each row.

KYC_q3_1. Wealthy parents cheating to get their children ahead is common

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Total	Race			Education				Marital Status					Children unde		
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	
	*	N	N*						**		*		X*	AC	
Net: Definite/probably wouldn't	75%	69%	59%	71%	68%	77%	83%	84%	78%	56%	85%	72%	72%	59%	65%
	*	N	N*	*		R	R	R	AA	**	Z.AA	*	AA	*	

KYC_q1_4. Pay a college prep organization to take a college admittance test on their behalf to get them into a good college

	Unweighted base	1257	134	164	82	441	436	244	136	594	24	135	60	376	68	326
Base: All US adults	1256	146	197	77	508	389	230	129	565	25	139	66	393	69	316	
Definitely would	10%	14%	14%	15%	12%	10%	8%	8%	8%	10%	7%	5%	15%	8%	17%	
Probably would	10%	10%	17%	14%	9%	12%	8%	12%	9%	36%	5%	9%	10%	15%	17%	
Probably would not	7%	3%	12%	5%	8%	8%	6%	4%	8%	-	7%	12%	6%	7%	6%	
Definitely would not	64%	60%	41%	60%	55%	64%	75%	74%	68%	51%	73%	57%	59%	46%	53%	
Don't know	9%	13%	16%	6%	16%	6%	3%	2%	6%	4%	8%	16%	11%	23%	8%	
Net: Definitely/probably would	20%	24%	31%	29%	20%	21%	16%	20%	18%	46%	12%	14%	24%	24%	34%	
Net: Definite/probably wouldn't	71%	63%	53%	65%	63%	73%	81%	78%	76%	51%	80%	70%	65%	53%	58%	

KYC_q2. Which, if any, of the following have you ever done? Please select all that apply.

	Unweighted base	1257	134	164	82	441	436	244	136	594	24	135	60	376	68	326
Base: All US adults	1256	146	197	77	508	389	230	129	565	25	139	66	393	69	316	
Paid someone to gain an advantage for yourself	3%	4%	6%	1%	3%	3%	1%	2%	2%	7%	3%	5%	3%	-	4%	
Paid someone to gain an advantage for your child	2%	3%	4%	2%	1%	3%	1%	1%	2%	4%	1%	1%	2%	1%	4%	
Cheated on a pop quiz	10%	12%	9%	8%	6%	12%	12%	14%	10%	3%	4%	6%	13%	11%	12%	
Cheated on a final exam	5%	8%	3%	6%	3%	5%	7%	4%	4%	4%	1%	1%	6%	9%	7%	
Cheated on a standardized test (e.g., SAT, ACT, etc.)	2%	3%	4%	1%	2%	3%	2%	3%	2%	8%	-	1%	4%	1%	4%	
Used recycled quizzes as study materials	15%	14%	9%	11%	8%	15%	26%	28%	16%	-	11%	10%	18%	13%	17%	
Stored information in a hidden place so you can look at it during an exam	8%	9%	9%	6%	7%	8%	11%	11%	8%	4%	5%	1%	12%	4%	11%	
Paid someone else to complete a work/school assignment and taken credit for it	3%	3%	4%	5%	2%	3%	3%	6%	4%	10%	-	3%	2%	3%	6%	
Lied on your resume	7%	12%	5%	6%	7%	8%	5%	3%	7%	13%	3%	7%	7%	4%	11%	
Lied to your boss about a project at work	6%	7%	3%	7%	3%	8%	9%	7%	8%	-	3%	4%	6%	5%	8%	
None of these	57%	52%	52%	57%	60%	56%	56%	50%	60%	62%	65%	68%	49%	46%	53%	
Don't know/can't recall	6%	10%	4%	6%	8%	5%	2%	2%	5%	-	10%	6%	7%	2%	4%	
Prefer not to say	4%	4%	9%	7%	8%	2%	2%	2%	3%	-	3%	-	5%	21%	4%	

To what extent do you agree or disagree with the following statements? Please select one option on each row.

KYC_q3_1. Wealthy parents cheating to get their children ahead is common

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Net: Definite/probably wouldn't

Total	r the age of 18		Income				Type of Area Lived in			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
	75%	78% AB	67%	77% AD	78% AD	83% AD	74%	AJ.AK 65%	80% AI	82% AI

KYC_q1_4. Pay a college prep organization to take a college admittance test on their behalf to get them into a good college

Unweighted base	1257	931	327	218	357	197	158	408	591	249	9
Base: All US adults	1256	941	332	215	350	195	165	412	595	242	8
Definitely would	10%	8%	12%	8%	11%	11%	7%	13%	9%	8%	**
Probably would	10%	7%	10%	12%	11%	8%	6%	14% AJ.AK	8%	8%	- **
Probably would not	7%	8%	10% AG	6%	8%	4%	7%	6%	8%	8%	7% **
Definitely would not	64%	67% AB	51% AD	67% AD	67% AD	73% AD	64% AD	55% AI	68% AI	68% AI	48% **
Don't know	9%	10%	17% AE.AF.AG	6%	3%	4%	17% AE.AF.AG	12% AJ	7%	8%	45% **
Net: Definitely/probably would	20%	15%	22% AH	20%	22% AH	19%	13% AJ.AK	27% AJ.AK	17%	16%	- **
Net: Definite/probably wouldn't	71%	75% AB	61% AD	74% AD	75% AD	77% AD	71% AD	61% AI	76% AI	76% AI	55% **

KYC_q2. Which, if any, of the following have you ever done? Please select all that apply.

Unweighted base	1257	931	327	218	357	197	158	408	591	249	9
Base: All US adults	1256	941	332	215	350	195	165	412	595	242	8
Paid someone to gain an advantage for yourself	3%	2%	3% AH	3% AH	3% AH	4% AH	-	4%	2%	1%	- **
Paid someone to gain an advantage for your child	2%	1%	2%	1%	2%	3% AH	-	4% AJ.AK	1%	1%	- **
Cheated on a pop quiz	10%	9%	10%	7%	13% AE.AH	11%	6%	12% AK	10%	7%	- **
Cheated on a final exam	5%	4%	4%	2%	7% AE	5%	3%	7% AJ.AK	4%	2%	- **
Cheated on a standardized test (e.g., SAT, ACT, etc.)	2%	2%	2% AH	3% AH	4% AH	3%	-	4%	2%	1%	- **
Used recycled quizzes as study materials	15%	15%	8%	13%	19% AD	25% AD.AE.AH	14%	17% AK	16% AK	11%	- **
Stored information in a hidden place so you can look at it during an exam	8%	7%	7%	8%	11% AH	8%	4%	12% AJ.AK	8%	4%	- **
Paid someone else to complete a work/school assignment and taken credit for it	3%	2%	2%	1%	6% AD.AE.AH	3%	1%	4%	3%	2%	- **
Lied on your resume	7%	5%	6%	8%	7% AD.AE.AH	8%	3%	9% AJ	5%	6%	- **
Lied to your boss about a project at work	6%	5%	4%	5%	9% AD.AH	8%	3%	8% AJ	5%	5%	- **
None of these	57%	58%	58% AG	58% AG	56% AG	54% AG	57% AG	49% AI	59% AI	65% AI	46% **
Don't know/can't recall	6%	6%	7% AG	7% AG	5% AG	1% AG	7% AG	5% AI	6% AI	6% AI	19% **
Prefer not to say	4%	5%	6% AE.AF	1% AE.AF	1% AE.AF	3% AF	13% AD.AE.AF.AG	6% AJ	3%	3%	35% **

To what extent do you agree or disagree with the following statements? Please select one option on each row.

KYC_q3_1. Wealthy parents cheating to get their children ahead is common

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US_nat_internal Sample: 13th - 14th March 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1257	556	701	19	379	370	401	88	-	-	243	249	461	304	877
Base: All US adults	1256	611	646	24	406	339	394	93	-	-	224	263	473	297	837
Strongly agree	32%	34%	30%	21% **	32%	34%	33%	27% *	- **	- **	37%	30%	32%	32%	30%
Somewhat agree	33%	32%	33%	37% **	28%	29%	39% D.E	37% *	- **	- **	32%	31%	33%	34%	37% O.P.Q
Neither agree nor disagree	17%	17%	16%	19% **	19% F	18%	13%	15% *	- **	- **	14%	21% J	16%	17%	15%
Somewhat disagree	5%	4%	5%	- **	7%	5%	4%	4% *	- **	- **	4%	5%	6%	4%	5%
Strongly disagree	3%	3%	4%	3% **	3%	4%	4%	4% *	- **	- **	5%	2%	3%	4%	3%
Don't know	10%	10%	10%	21% **	11%	11%	7%	13% *	- **	- **	9%	11%	11%	9%	9%
Net: Agree	65%	66%	64%	57% **	60%	62%	72% D.E	64% *	- **	- **	69%	61%	64%	66%	67% P
Net: Disagree	8%	7%	10%	3% **	9%	8%	8%	9% *	- **	- **	9%	7%	9%	9%	8%

KYC_q3_2. The education system in the US is rigged in favor of wealthy students

Unweighted base	1257	556	701	19	379	370	401	88	-	-	243	249	461	304	877
Base: All US adults	1256	611	646	24	406	339	394	93	-	-	224	263	473	297	837
Strongly agree	37%	35%	40%	34% **	38% G	38% G	40% G	25% *	- **	- **	42%	38%	35%	36%	37%
Somewhat agree	29%	30%	29%	34% **	26%	26%	32%	45% D.E.F*	- **	- **	26%	26%	29%	35% J.K	33% P.Q
Neither agree nor disagree	17%	18%	16%	- **	20% F	20% F	14%	13% *	- **	- **	15%	18%	19%	16%	16%
Somewhat disagree	5%	5%	6%	3% **	5%	5%	5%	10% *	- **	- **	6%	6%	6%	4%	5%
Strongly disagree	4%	5%	3%	8% **	4%	3%	4%	2% *	- **	- **	4%	4%	4%	3%	5%
Don't know	7%	7%	7%	21% **	8% F	8% F	4%	6% *	- **	- **	6%	8%	7%	6%	5%
Net: Agree	67%	65%	68%	68% **	63%	64%	72% D.E	69% *	- **	- **	68%	64%	65%	71%	70% P
Net: Disagree	9%	10%	9%	11% **	9%	8%	9%	12% *	- **	- **	10%	9%	10%	7%	10%

KYC_q3_3. Most parents would pay to get their children ahead if they had the means to do so

Unweighted base	1257	556	701	19	379	370	401	88	-	-	243	249	461	304	877
Base: All US adults	1256	611	646	24	406	339	394	93	-	-	224	263	473	297	837
Strongly agree	16%	18%	14%	13% **	21% F	18% F	11%	12% *	- **	- **	17%	13%	16%	19%	14%
Somewhat agree	28%	32% B	25%	18% **	30%	24%	29%	36% E*	- **	- **	30%	27%	29%	27%	30%
Neither agree nor disagree	22%	22%	22%	5% **	21%	21%	25%	20% *	- **	- **	19%	24%	23%	21%	20%
Somewhat disagree	14%	10%	18%	22% **	10%	16%	15%	16% *	- **	- **	18%	15%	11%	15%	17% O.P.Q
Strongly disagree	12%	10%	13%	11% **	7%	13% D	17% D	11% *	- **	- **	9%	12%	13%	12% Q	
Don't know	8%	8%	7%	32% **	10% F	7%	4%	5% *	- **	- **	7%	9%	8%	7%	6%
Net: Agree	44%	50% B	39%	31% **	51% E.F	42%	39%	48% *	- **	- **	47%	40%	45%	45%	44%

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	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1257	134	164	82	441	436	244	136	594	24	135	60	376	68	326
Base: All US adults	1256	146	197	77	508	389	230	129	565	25	139	66	393	69	316
Strongly agree	32%	46% N.P*	30%	40%	32%	31%	35%	31%	30%	20%	30%	29%	36%	39%	33%
Somewhat agree	33%	23% *	24%	23%	28%	36% R	36% R	34%	35%	29% **	35%	38% *	29%	23% *	33%
Neither agree nor disagree	17%	14% *	23% N	19% *	19%	14%	14%	21%	15%	15% **	17%	17% *	18%	19% *	17%
Somewhat disagree	5%	5% *	4%	8% *	4%	6%	4%	8% R	5%	15% **	6%	7% AA*	4%	- *	5%
Strongly disagree	3%	4% *	4%	2% *	3%	4% U	4%	1%	4%	4% **	5%	3% *	3%	2% *	3%
Don't know	10%	10% *	14%	9% *	15% S.T.U	8%	6%	5%	10%	16% **	6%	6% *	10%	17% X*	9%
Net: Agree	65%	68% P*	54%	62% *	60%	67% R	71% R	65%	65%	49% **	66%	67% *	65%	63% *	65%
Net: Disagree	8%	9% *	8%	10% *	7%	11%	8%	9%	9%	19% AA	12%	10% *	6%	2% *	9%

KYC_q3_2. The education system in the US is rigged in favor of wealthy students

Unweighted base	1257	134	164	82	441	436	244	136	594	24	135	60	376	68	326
Base: All US adults	1256	146	197	77	508	389	230	129	565	25	139	66	393	69	316
Strongly agree	37%	40%	35%	47% *	31%	40% R	46% R	40%	34%	22% **	44% V	30% *	42% V	43% *	35%
Somewhat agree	29%	25% *	18%	22% *	29%	28%	30%	35%	34% Z.AA	24% **	25%	22% *	27% *	20% *	28%
Neither agree nor disagree	17%	18% *	23% N	15% *	20%	16%	15%	13%	16%	24% **	18%	30% V.Z.AA*	16%	12% *	20%
Somewhat disagree	5%	6% *	6%	4% *	5%	5%	4%	8%	5%	13% **	5%	7% *	5%	7% *	6%
Strongly disagree	4%	1% *	2%	4% *	3%	6%	2%	3%	5%	4% **	3%	4% *	3%	- *	4%
Don't know	7%	11% N*	14% N	9% *	12% S.T.U	6% U	3%	-	6%	13% **	4%	6% *	7% *	17% V.X.Z*	6%
Net: Agree	67%	65% *	53%	69% P*	60%	68% R	75% R.S	75% R	68% Y	46% **	70% Y	53% *	69% Y	63% *	64%
Net: Disagree	9%	7% *	9%	7% *	8%	11%	6%	12%	10%	16% **	8%	11% *	8%	7% *	10%

KYC_q3_3. Most parents would pay to get their children ahead if they had the means to do so

Unweighted base	1257	134	164	82	441	436	244	136	594	24	135	60	376	68	326
Base: All US adults	1256	146	197	77	508	389	230	129	565	25	139	66	393	69	316
Strongly agree	16%	18% N	21%	27% N*	15%	16%	20%	16%	16%	14% Y	13%	5% *	19% Y	18% Y*	22% AC
Somewhat agree	28%	26% *	23%	27% *	26%	33% R.U	26%	24%	25%	26% **	35% V	38% *	30% *	23% *	26%
Neither agree nor disagree	22%	25% *	25%	29% *	25%	20%	21%	20%	21%	30% **	24%	27% *	21%	24% *	20%
Somewhat disagree	14%	7% *	9%	6% *	12%	15%	14%	20% R	18% Z	7% **	14%	15% *	10%	9% *	12%
Strongly disagree	12%	11% *	11%	5% *	11%	11%	12%	16% R	14%	11% **	10%	8% *	10%	9% *	13%
Don't know	8%	12% N*	12% N	6% *	12% S.T.U	5%	6%	3%	6%	13% **	3%	6% *	10% V.X	17% V.X*	7%
Net: Agree	44%	44% *	43%	54% *	41%	49% R	46%	40%	41%	38% **	48%	44% *	49% V	41% *	48%

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	Total	r the age of 18		Income				Type of Area Lived in			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
Unweighted base	1257	931	327	218	357	197	158	408	591	249	9
Base: All US adults	1256	941	332	215	350	195	165	412	595	242	8
Strongly agree	32%	32%	30%	36%	32%	38%	24%	34%	31%	31%	27%
				AH		AH					**
Somewhat agree	33%	33%	29%	37%	34%	34%	29%	28%	36%	35%	-
									AI		**
Neither agree nor disagree	17%	16%	20%	11%	17%	12%	21%	16%	17%	15%	64%
			AE,AG				AE,AG				**
Somewhat disagree	5%	5%	4%	6%	5%	8%	1%	6%	4%	5%	-
				AH	AH	AH					**
Strongly disagree	3%	3%	4%	3%	3%	1%	5%	5%	2%	4%	9%
							AG				**
Don't know	10%	11%	12%	7%	8%	7%	19%	12%	9%	10%	-
							AE,AF,AG				**
Net: Agree	65%	65%	59%	74%	66%	72%	54%	62%	67%	66%	27%
				AD,AH	AH	AD,AH					**
Net: Disagree	8%	8%	9%	9%	9%	9%	6%	10%	7%	9%	9%
											**

KYC_q3_2. The education system in the US is rigged in favor of wealthy students

Unweighted base	1257	931	327	218	357	197	158	408	591	249	9
Base: All US adults	1256	941	332	215	350	195	165	412	595	242	8
Strongly agree	37%	38%	38%	42%	35%	44%	29%	40%	37%	36%	27%
				AH		AH					**
Somewhat agree	29%	30%	25%	28%	35%	26%	32%	27%	31%	30%	-
					AD,AG						**
Neither agree nor disagree	17%	16%	20%	17%	16%	13%	19%	17%	16%	18%	56%
											**
Somewhat disagree	5%	5%	6%	4%	4%	7%	7%	5%	5%	7%	7%
											**
Strongly disagree	4%	4%	2%	4%	6%	5%	2%	3%	4%	3%	9%
					AD	AD					**
Don't know	7%	7%	10%	6%	4%	4%	12%	9%	6%	5%	-
			AF,AG				AF,AG				**
Net: Agree	67%	68%	63%	70%	70%	70%	61%	66%	68%	66%	27%
					AD						**
Net: Disagree	9%	9%	8%	8%	9%	12%	8%	7%	10%	10%	17%
											**

KYC_q3_3. Most parents would pay to get their children ahead if they had the means to do so

Unweighted base	1257	931	327	218	357	197	158	408	591	249	9
Base: All US adults	1256	941	332	215	350	195	165	412	595	242	8
Strongly agree	16%	14%	17%	19%	15%	21%	8%	20%	14%	16%	18%
			AH	AH		AH		AJ			**
Somewhat agree	28%	29%	29%	29%	30%	26%	24%	26%	30%	27%	20%
											**
Neither agree nor disagree	22%	23%	22%	27%	21%	16%	25%	21%	22%	24%	52%
			AG				AG				**
Somewhat disagree	14%	15%	12%	12%	15%	20%	12%	12%	15%	17%	-
						AD,AE					**
Strongly disagree	12%	12%	9%	9%	14%	14%	15%	11%	13%	11%	9%
					AD						**
Don't know	8%	8%	11%	4%	5%	2%	16%	10%	7%	6%	-
			AE,AF,AG				AE,AF,AG				**
Net: Agree	44%	43%	46%	48%	45%	47%	32%	46%	44%	43%	39%
			AH	AH	AH	AH					**

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Total	Gender		Generation							Region				White
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
26%	21%	31% A	32% **	18%	29% D	32% D	27% *	- **	- **	27%	27%	25%	27%	30% O.P.Q

Net: Disagree

KYC_q4. Dozens of wealthy parents were recently charged for participating in a scheme in which they bribed college coaches and others to get their children into US colleges. How surprised are you that they allegedly did this?

Unweighted base	1257	556	701	19	379	370	401	88	-	-	243	249	461	304	877
Base: All US adults	1256	611	646	24	406	339	394	93	-	-	224	263	473	297	837
Very surprised	11%	10%	11%	11% **	12%	10%	10%	11% *	- **	- **	14% K.M	8%	12%	8%	11%
Somewhat surprised	17%	16%	18%	19% **	20%	15%	14%	26% E.F*	- **	- **	18%	15%	17%	19%	17%
Not very surprised	23%	24%	23%	19% **	19%	22%	28% D	30% D*	- **	- **	22%	21%	25%	24%	25% P
Not at all surprised	42%	42%	42%	32% **	38%	44%	47% D.G	32% *	- **	- **	41%	47% L	39%	42%	43% P
Don't know	7%	8%	6%	19% **	11% F.G	9% F.G	1% F.G	1% *	- **	- **	5%	8%	7%	7%	4%
Net: Very/somewhat surprised	28%	27%	29%	29% **	32% F	25%	24%	37% E.F*	- **	- **	32% K	23%	29%	28%	28%
Net: Not very/not at all surprised	65%	65%	65%	52% **	57%	66% D	75% D.E.G	61% *	- **	- **	63%	69%	64%	65%	68% P

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, Minimum Base: 30 (**), Small Base: 100 (*)

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Total	Race			Education				Marital Status					Children unde	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
26%	19% *	20%	10% *	23%	26%	27%	36% R.S	32% Z.AA	18% **	24%	23% *	21%	18% *	25%

Net: Disagree

KYC_q4. Dozens of wealthy parents were recently charged for participating in a scheme in which they bribed college coaches and others to get their children into US colleges. How surprised are you that they allegedly did this?

Unweighted base	1257	134	164	82	441	436	244	136	594	24	135	60	376	68	326
Base: All US adults	1256	146	197	77	508	389	230	129	565	25	139	66	393	69	316
Very surprised	11%	12% *	12%	5% *	12% U	11%	11%	5%	11%	14% **	10%	10% *	12%	7% *	12%
Somewhat surprised	17%	11% *	20%	23% O*	15%	16%	17%	30% R.S.T	19%	12% **	16%	17% *	18%	9% *	20%
Not very surprised	23%	21% *	17%	23% *	24%	25%	21%	21%	25%	20% **	27%	32% *	20%	16% *	22%
Not at all surprised	42%	49% P*	33%	41% *	37%	44% R	48% R	43%	41%	36% **	42%	36% *	43%	48% *	37%
Don't know	7%	7% *	18% N.O.Q	7% *	12% S.T.U	4% U	3% U	-	5%	17% **	4%	6% *	8% V	21% V.X.Y.Z*	8%
Net: Very/somewhat surprised	28%	23% *	33%	29% *	27%	27%	28%	35%	29% AA	26% **	27%	27% *	29% AA	16% *	32%
Net: Not very/not at all surprised	65%	70% P*	49%	64% P*	61%	69% R	69% R	65%	66% AA	57% **	70%	67% *	63% AA	63% *	59%

Cell Contents (Col

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Net: Disagree

Total	Under the age of 18	Income					Type of Area Lived in			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other
26%	26%	21%	21%	29%	35%	27%	22%	28%	28%	9%
				AD	AD, AE					**

KYC_q4. Dozens of wealthy parents were recently charged for participating in a scheme in which they bribed college coaches and others to get their children into US colleges. How surprised are you that they allegedly did this?

Unweighted base	1257	931	327	218	357	197	158	408	591	249	9
Base: All US adults	1256	941	332	215	350	195	165	412	595	242	8
Very surprised	11%	10%	15%	7%	12%	10%	7%	14%	9%	8%	-
			AE, AH					AJ, AK			**
Somewhat surprised	17%	16%	17%	16%	20%	16%	17%	18%	18%	14%	-
											**
Not very surprised	23%	24%	19%	31%	25%	22%	19%	20%	25%	26%	28%
			AD, AG, AH								**
Not at all surprised	42%	43%	38%	43%	40%	48%	42%	39%	42%	46%	9%
					AD						**
Don't know	7%	6%	11%	3%	4%	4%	14%	10%	5%	5%	62%
			AE, AF, AG				AE, AF, AG	AJ, AK			**
Net: Very/somewhat surprised	28%	27%	31%	22%	31%	26%	25%	32%	28%	23%	-
			AE		AE			AK			**
Net: Not very/not at all surprised	65%	67%	57%	75%	65%	71%	62%	58%	67%	72%	38%
		AB	AD, AF, AH	AD	AD			AI	AI		**

Cell Contents (Col