

YouGovNY
College

US_nat Sample: 13th-14th July 2017



Total	Gender		Age			Region				Race			
	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%
The arts (visual arts, performing arts, music, etc)	35%	34%	35%	43%	35%	28%	34%	45%	25%	40%	39%	22%	24%	33%
Pre-med	51%	50%	51%	60%	50%	43%	51%	63%	45%	50%	56%	26%	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%

ZYC_q4. How often, 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%	55%	54%	47%	51%	63%	53%	66%	52%	52%	70%	25%	24%	14%
Don't know	9%	7%	11%	9%	11%	7%	12%	7%	9%	9%	8%	11%	11%	13%

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Total	Education				Marital Status					
	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%	58%	72%	66%	34%	64%	62%	66%	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 often, 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%

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Total	Children under the age of 18		Income			
	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?

	714	161	553	211	194	204	105
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.

	714	161	553	211	194	204	105
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.

	714	161	553	211	194	204	105
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	59%	48%	62%	54%	63%	66%	50%
Technical skills (dental hygiene, nursing, engineering tech)	53%	51%	53%	47%	54%	57%	55%
Other	18%	14%	20%	22%	12%	16%	27%

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

	714	161	553	211	194	204	105
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%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYC_q1. Are you the first in your immediate family to go to college/university?

	714	574	308	263	209	42	224	75	223	3	138	14	18	1	81
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.

	714	574	308	263	209	42	224	75	223	3	138	14	18	1	81
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)	10%	11%	13%	12%	11%	21%	12%	14%	12%	-	12%	19%	4%	-	4%
Pre-med	2%	2%	3%	4%	5%	11%	4%	6%	5%	-	8%	25%	5%	-	-
Pre-law	4%	4%	4%	6%	5%	12%	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, etc)	18%	19%	18%	19%	25%	29%	19%	18%	19%	-	17%	24%	12%	-	10%
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.

	714	574	308	263	209	42	224	75	223	3	138	14	18	1	81
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 (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 often, if ever, were you a part of a racial minority in any of your college/university courses?

	714	574	308	263	209	42	224	75	223	3	138	14	18	1	81
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%	7%	8%	8%	12%	20%	9%	8%	11%	29%	11%	8%	5%	-	9%
Sometimes	8%	8%	9%	10%	12%	11%	9%	11%	9%	-	12%	20%	11%	-	7%
Rarely	10%	10%	11%	10%	13%	19%	12%	7%	14%	-	9%	10%	21%	-	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%

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Total	Gender		Age			Region				Race			
	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%	

ZYC_q7. How often, if ever, have you ever felt pressure from your 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 too high, too low, or just right?

	Unweighted base	1084	459	625	271	322	491	200	208	393	283	800	90	101	93
Base: All US adults		1054	514	540	316	304	434	191	191	402	270	684	118	160	92
Much too high	65%	63%	66%	60%	63%	69%	66%	67%	63%	65%	68%	61%	60%	56%	
Somewhat too high	19%	20%	18%	19%	19%	20%	17%	19%	20%	20%	19%	17%	20%	23%	
Just right	6%	7%	6%	10%	9%	2%	9%	4%	6%	8%	6%	8%	7%	9%	
Somewhat too low	1%	2%	1%	2%	2%	0%	0%	3%	1%	1%	1%	-	1%	9%	
Much too low	0%	0%	0%	1%	1%	-	1%	-	1%	-	0%	-	1%	-	
Don't know	8%	7%	9%	8%	6%	9%	7%	6%	10%	6%	7%	14%	11%	3%	

Cell Contents (Column Percentages)

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

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	7%	-	9%	4%	5%	6%	27%	5%	13%	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	-	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
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%

ZYC_q7. How often, if ever, have you ever felt pressure from your 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%	-

ZYC_q8. Do you think college/university tuition prices are too 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%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

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	161	553	211	194	204	105
Base: All US adults who have attended college/university		615	135	480	190	164	172	89
In hopes of landing a well-paying job	54%	52%	55%	52%	55%	58%	50%	
To learn	56%	50%	57%	49%	61%	54%	64%	
To later pursue a higher degree	30%	27%	31%	30%	27%	35%	25%	
To make my family proud	21%	19%	21%	23%	18%	21%	20%	
I felt pressured by my family	9%	5%	10%	11%	6%	9%	8%	
It seemed like the next logical step	43%	30%	47%	45%	41%	43%	44%	
Other	7%	6%	8%	10%	4%	5%	12%	

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	161	553	211	194	204	105
Base: All US adults who have attended college/university		615	135	480	190	164	172	89
Public	73%	68%	74%	82%	68%	64%	77%	
Private	24%	28%	23%	14%	28%	35%	15%	
Don't know / can't recall	4%	4%	3%	4%	3%	1%	8%	

ZYC_q7. How often, if ever, have you ever felt pressure from your family to succeed career-wise?

	Unweighted base	714	161	553	211	194	204	105
Base: All US adults who attended college/university		615	135	480	190	164	172	89
Always	9%	12%	9%	7%	8%	13%	9%	
Often	14%	18%	13%	18%	8%	17%	11%	
Sometimes	23%	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%	

ZYC_q8. Do you think college/university tuition prices are too 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%	0%	0%	-	-	1%	
Don't know	8%	7%	8%	9%	5%	2%	15%	

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	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.

	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
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%