

2024 VOTER PRIORITIES

Nationwide Online and Text to Online Survey

N = 1000 Self-identified 2024 Voters | M.o.E. +/-3.1% | November 7-13, 2024

SEVEN
LETTER
INSIGHT



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WHAT YOU NEED TO KNOW:

- **Strong bipartisan majorities think college is unaffordable and support addressing education costs.**
Over 3/4ths of voters believe that college is currently unaffordable and nearly 3/4ths think that the Trump administration should prioritize reducing that cost.
- **Addressing college affordability is personal and has a political upside for the Trump administration.**
Nearly 2/3rds of voters say they would be personally impacted if college was made more affordable and majorities say that they would have a more positive impression of the administration if they took steps to address this – with very little downside.

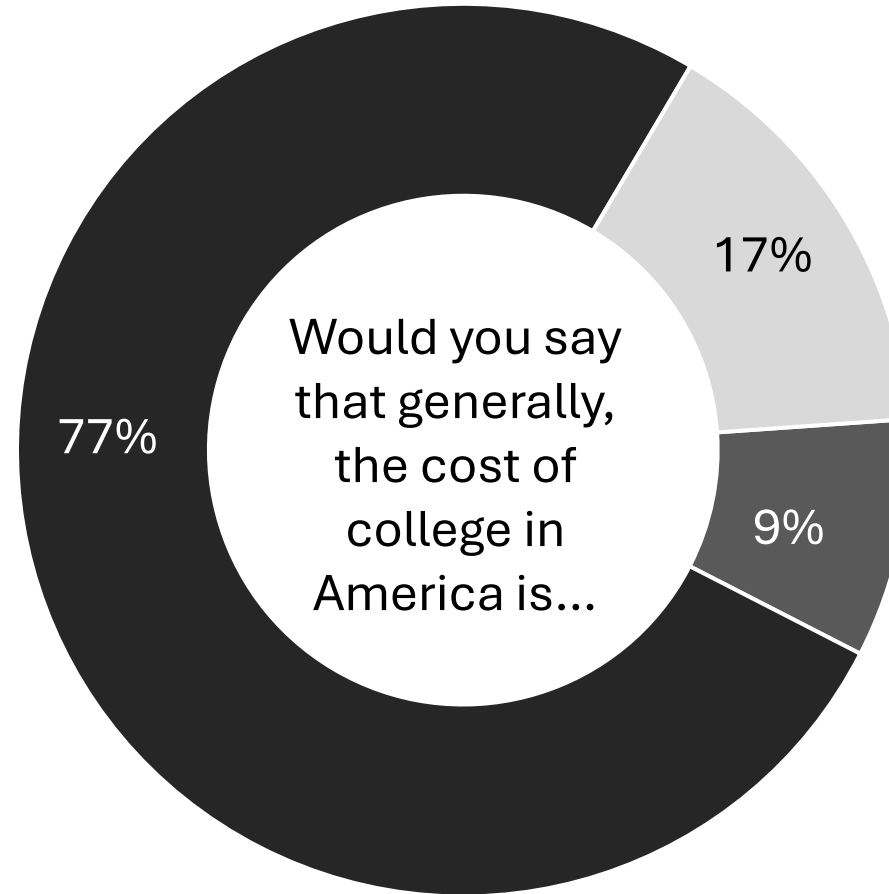
OVERWHELMING BELIEF: COLLEGE IS UNAFFORDABLE.

College in America is viewed as unaffordable across partisan lines.

Nearly equal levels of voters across all partisanship view college as unaffordable.

Unaffordable

*DEM Response: 75%
IND Response: 81%
GOP Response: 75%*



Affordable

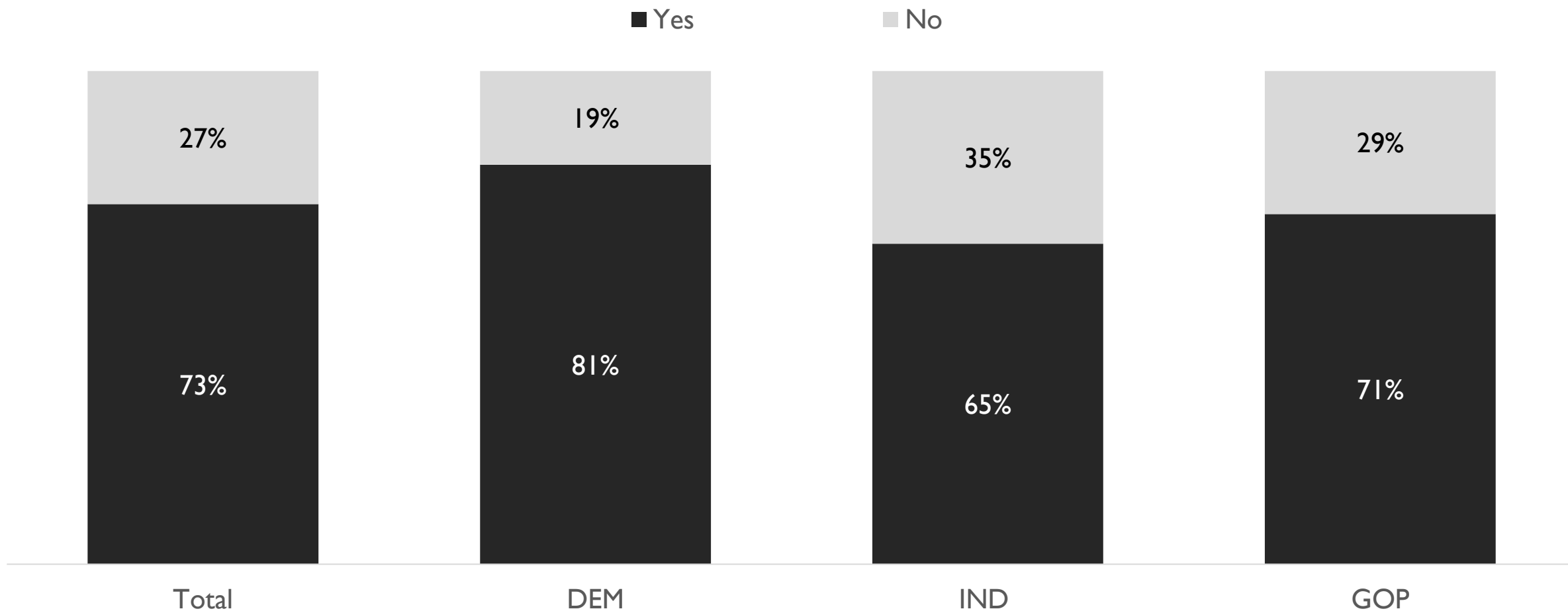
*DEM Response: 17%
IND Response: 17%
GOP Response: 17%*

About right

*DEM Response: 10%
IND Response: 9%
GOP Response: 9%*

BIPARTISAN SUPPORT FOR REDUCING THE COST OF COLLEGE.

Do you think that the incoming Trump administration should prioritize reducing the cost of college?

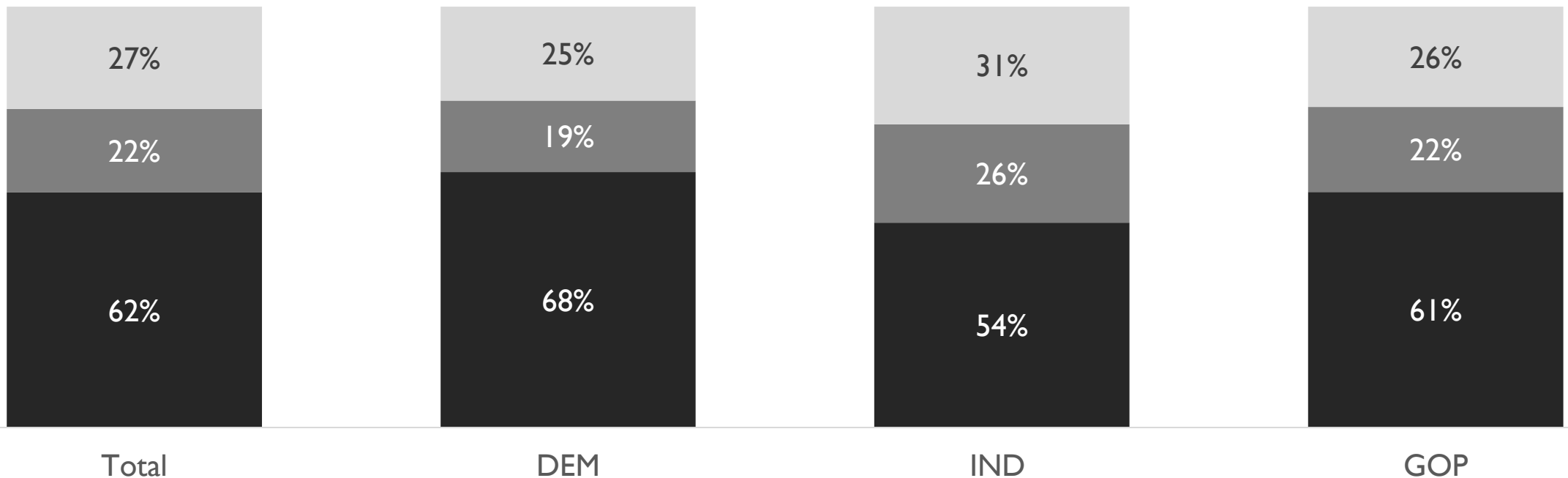


NEARLY 2/3 OF VOTERS WOULD BE PERSONALLY IMPACTED.

Do you agree or disagree with the following statement?

If the next administration took steps to make public community college and public four-year college tuition-free, I or a member of my family would be more likely to pursue additional education and training.

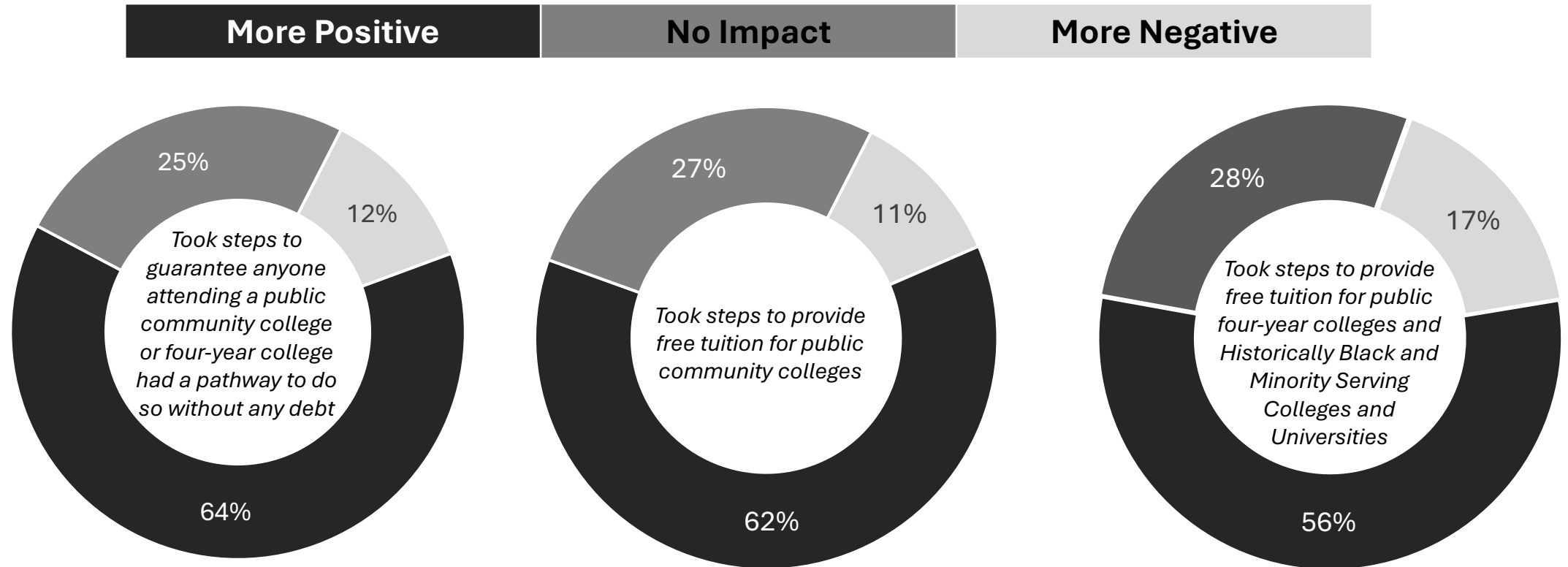
■ Agree ■ Neither agree nor disagree ■ Disagree



Majorities across all partisanships say they or a member of their family would be more likely to pursue education or training if public college was tuition free.

SUPPORT FOR ADDRESSING COLLEGE AFFORDABILITY.

Would you have a more positive or negative impression of the incoming administration if they...



Bipartisan support for addressing college affordability – with little downside.

Pluralities across partisan lines would have a more positive impression of the Trump administration if they took steps to make college more affordable and very few voters across partisan lines would have a more negative impression.

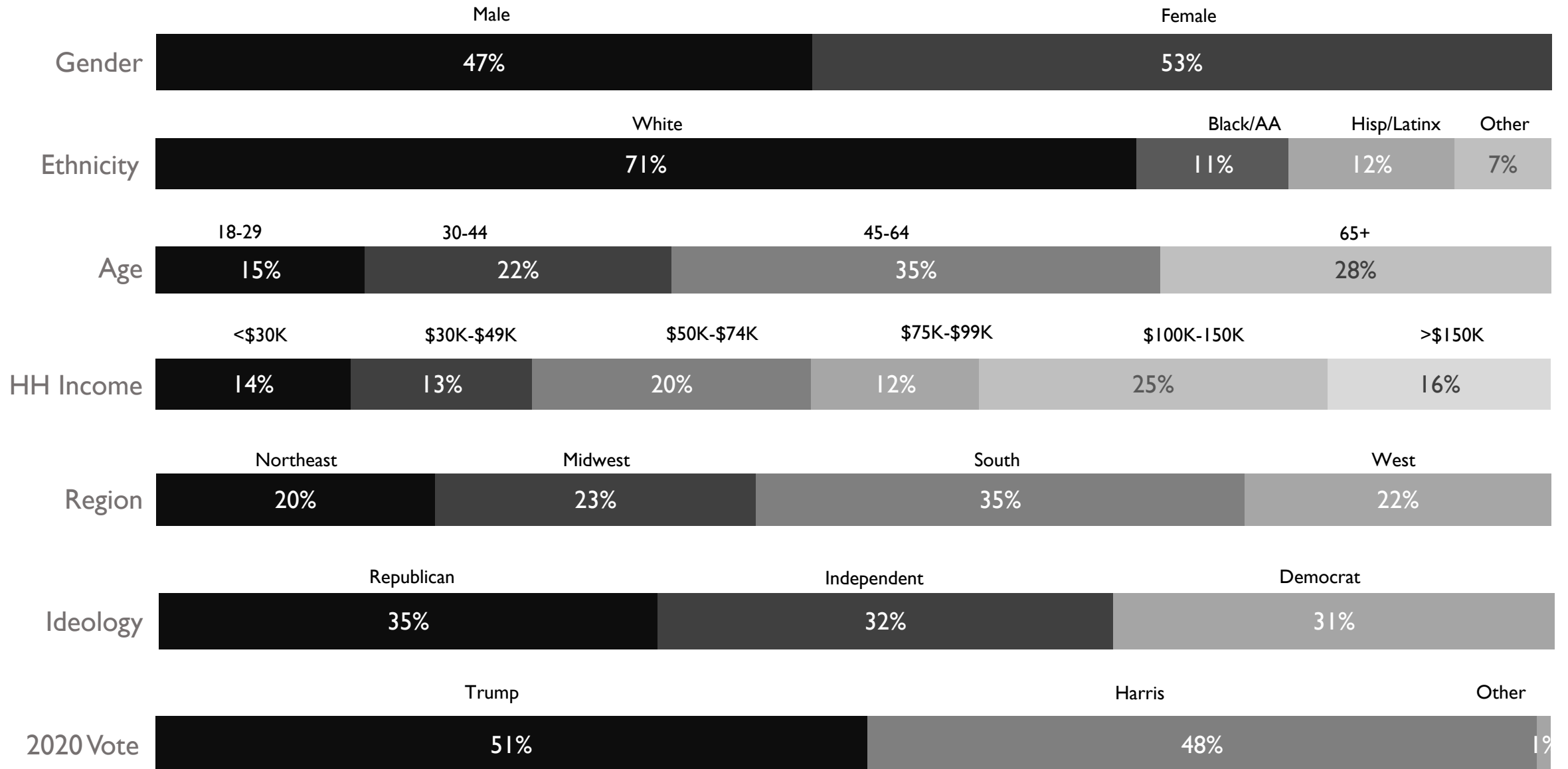
METHODOLOGY



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QUANTITATIVE: NATIONAL VOTER SAMPLE BREAKDOWN: N=1000

(N = 1000 | Fielded 11-7-2024 to 11-13-2024 | M.o.E +/- 3.1%)



THANK YOU!

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