

Squeeze Play 2010

Public Attitudes About College Access and Affordability

February 2010

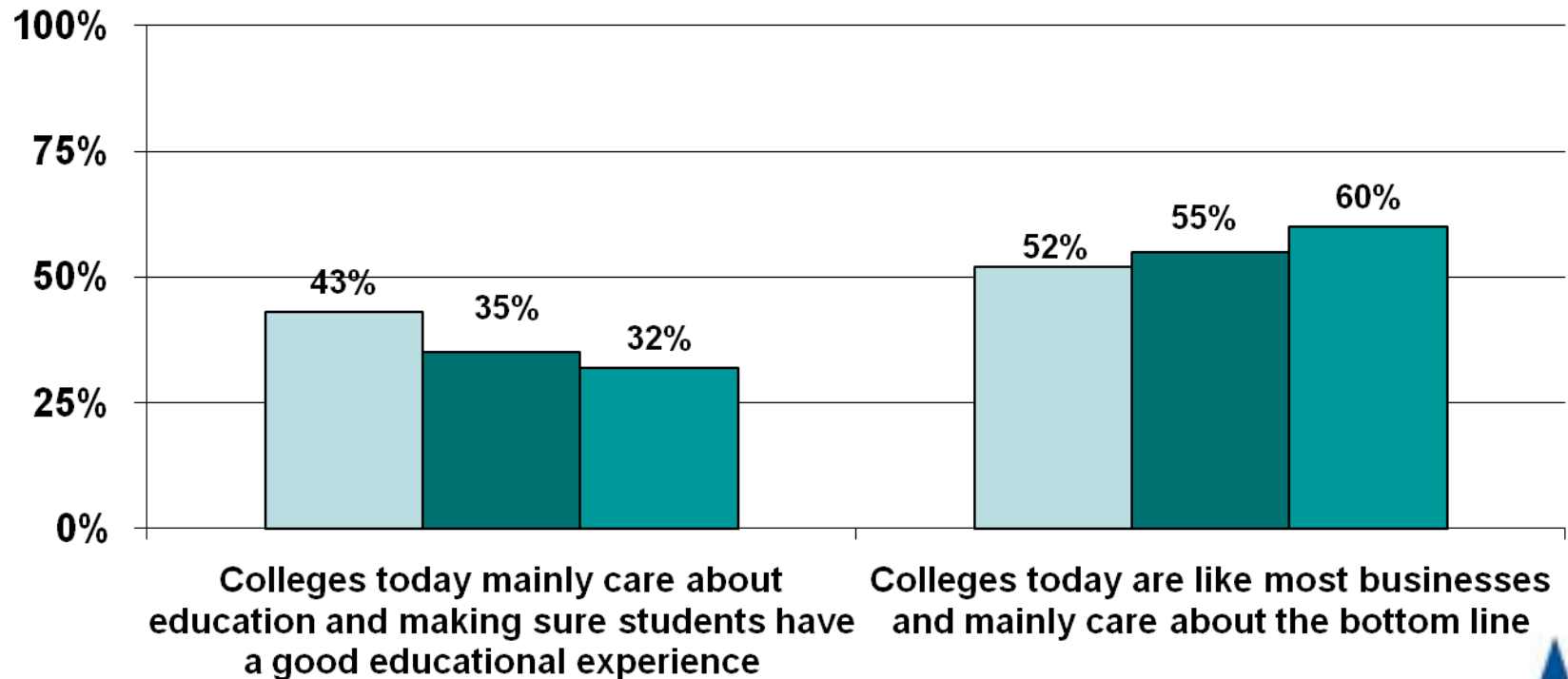


The Survey

- National survey of 1,031 adults; conducted December 9-13, 2009
- Margin of error: +/- 3 points
- Telephone interview using both landline and cell phones
- Interviews conducted in English and Spanish

Educating Students vs. The Bottom Line

Q: Which comes closest to your view?



■ 2007 ■ 2008 ■ 2009



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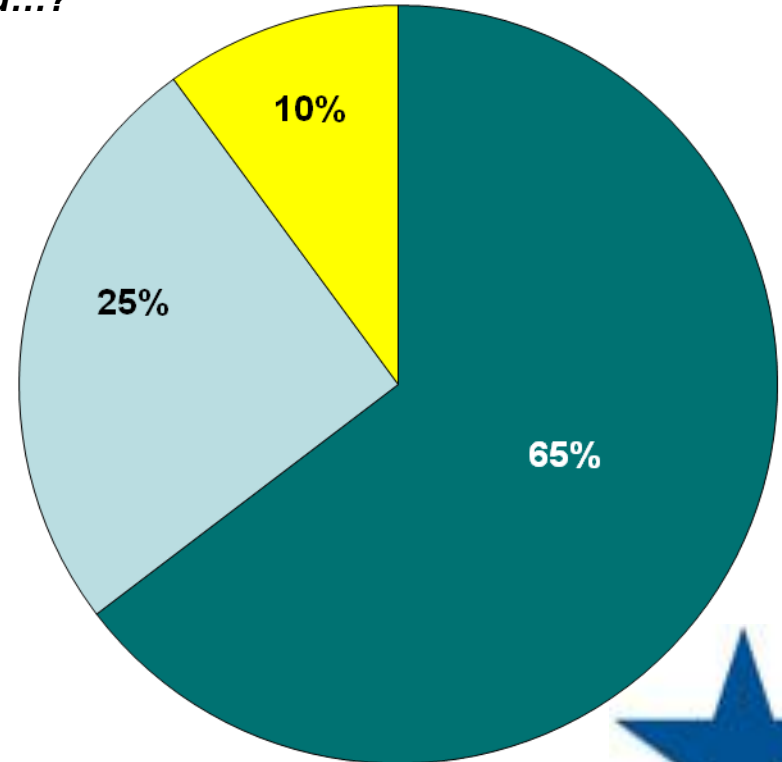


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Students Should Be Priority for Stimulus

Q: Do you think that colleges and states that receive federal stimulus money for higher education should...?

- Use all or part of it to hold down tuition and fees, even if that means colleges have less money to spend on operations and programs
- Use most of the money to maintain current operations and programs, even if that means increases in tuition and fees
- Don't know



NOTE: Totals differ slightly from those presented in the survey report due to rounding.



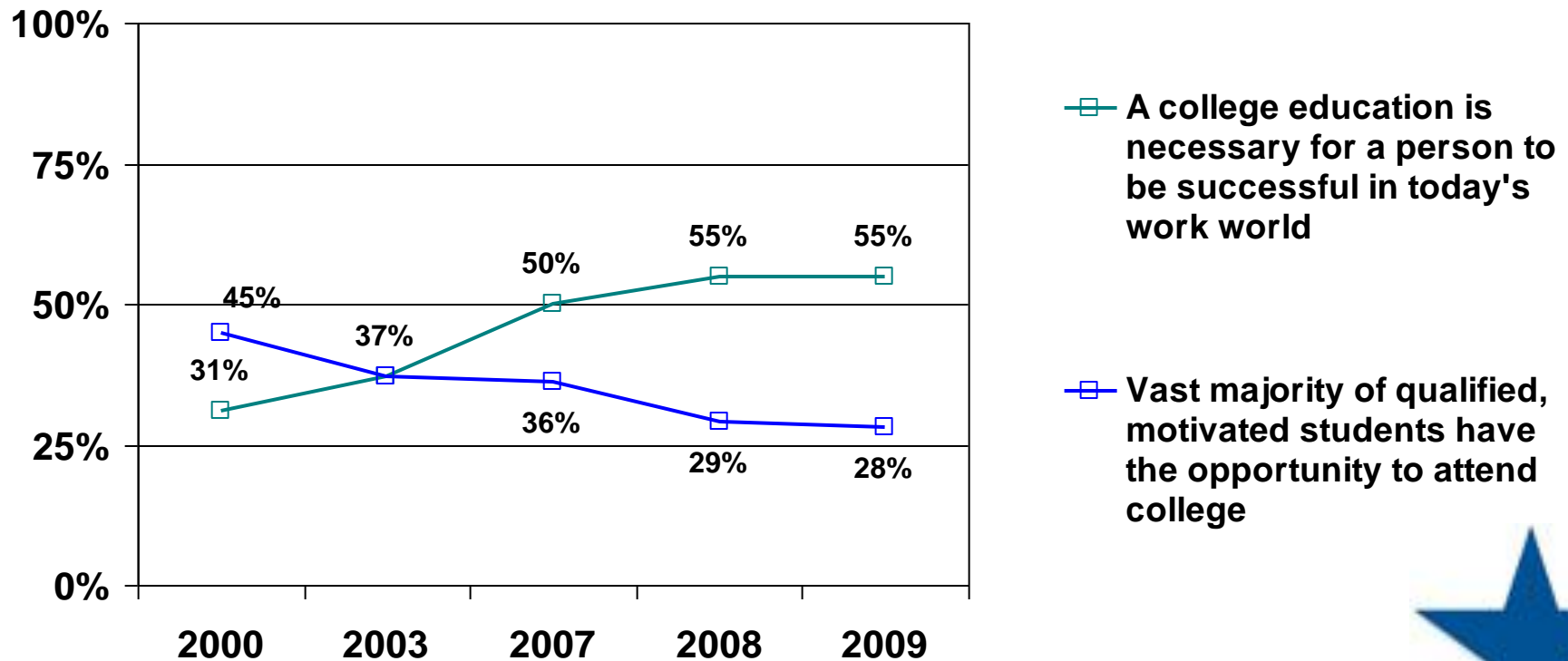
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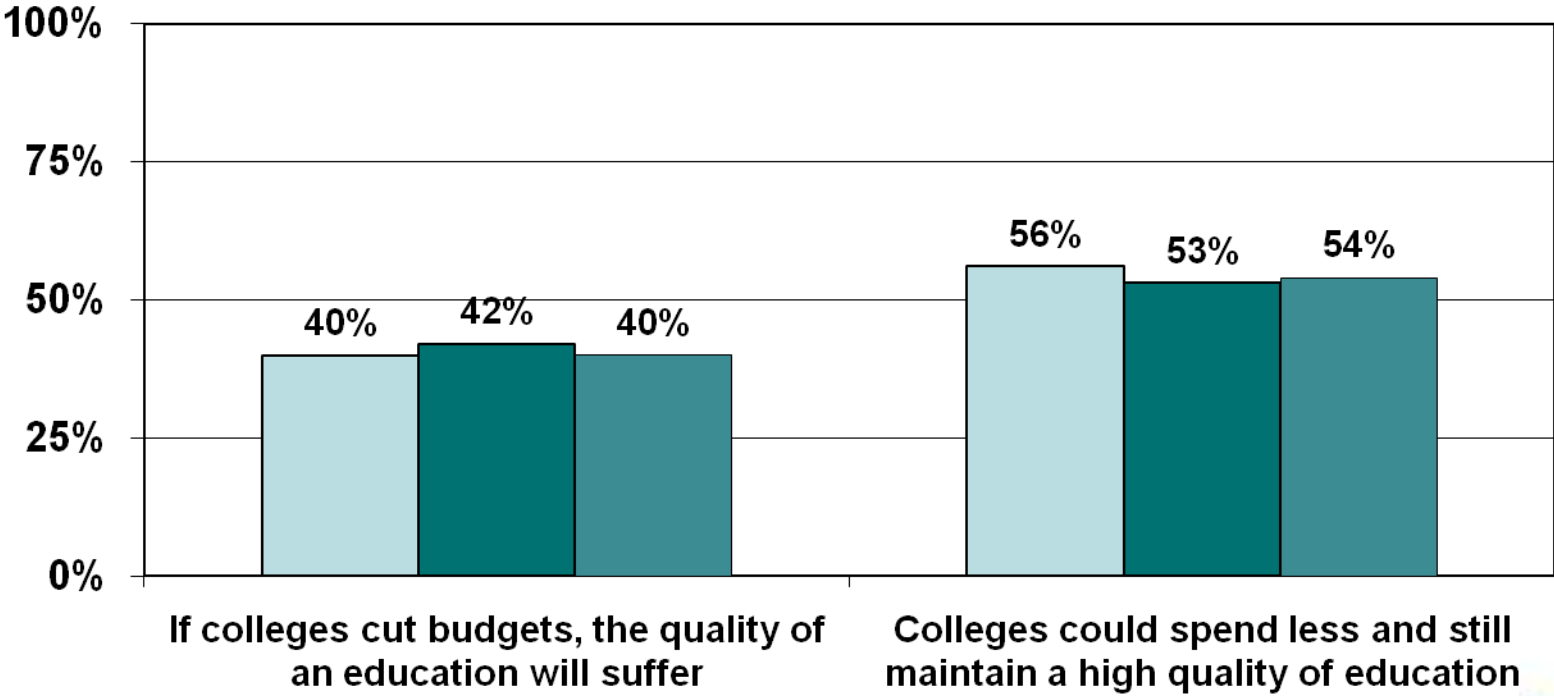
The Higher Education “Misery Index”

Q: Do you believe that...



Money and Quality

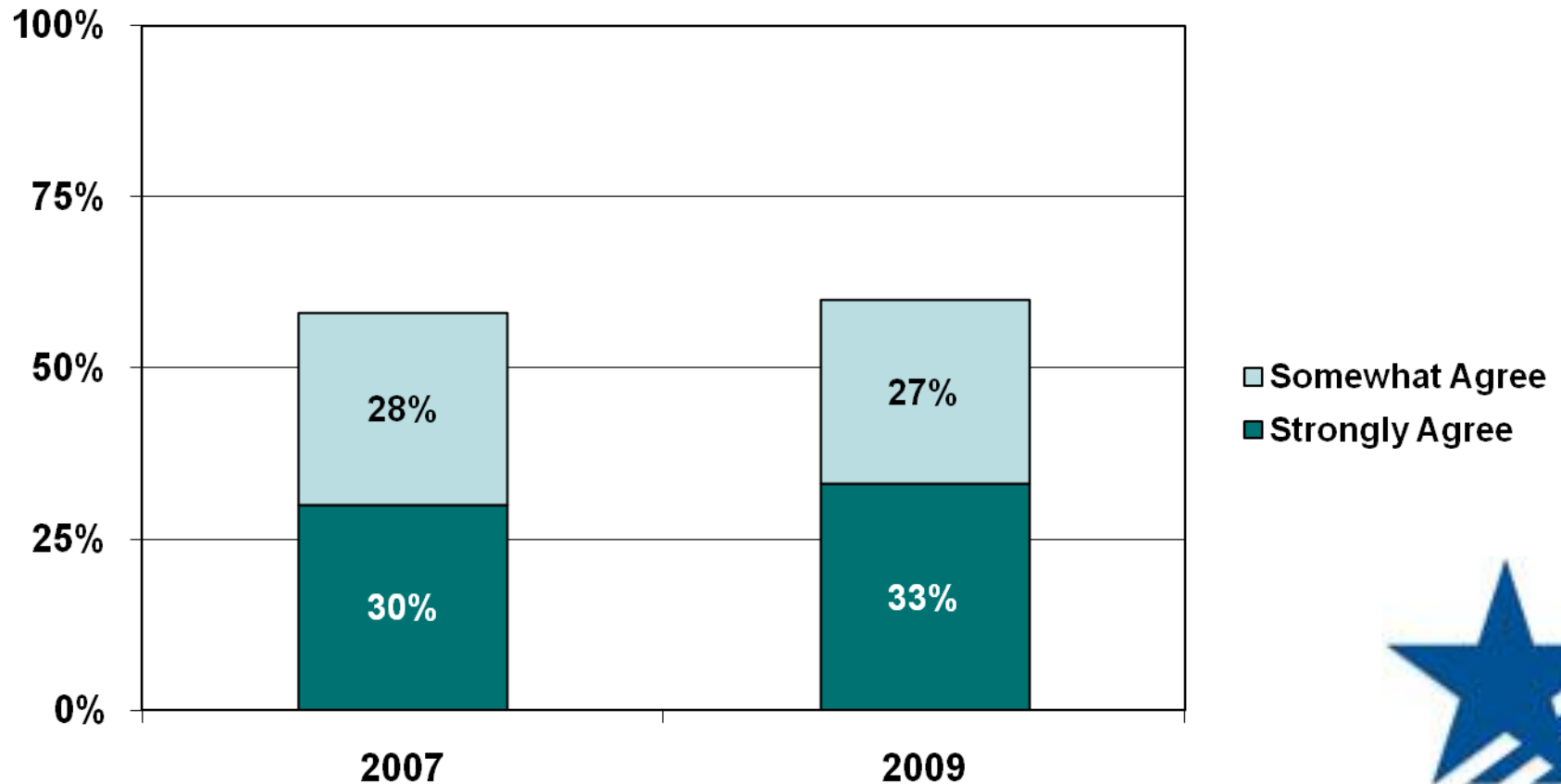
Q: Which comes closest to your own view?



2007 2008 2009

Access, Cost and Quality

**Q: Colleges could take a lot more students without lowering quality or raising prices.
Agree or Disagree?**



For More Information

National Center for Public Policy and Higher Education

Pat Callan / 408-271-2699

www.highereducation.org

Public Agenda

Jean Johnson / 212-686-6610

www.publicagenda.org



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