

**CARNEGIE**

# Politics and College Perceptions

Part of the Summer Research Series from Carnegie and CollegeXpress

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June 2025

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# About This Research

Each year, Carnegie and CollegeXpress host a survey of graduating senior audiences on their perceptions of college, their journey to higher education, and opinions on key topics about the industry. In 2025, Carnegie expanded the audience of the survey to include future high school classes and parents of prospects, while preparing individual reports for each section of the research.

**The findings in this document come from more than 3,400 students and parents who answered questions about how politics impacts their perceptions of colleges, as well as other topics that will be reported on in Carnegie's Summer Research Series.**

This report includes key findings of the research as well as an extensive appendix with key breakouts across audience types, demographics, and the type of school that the prospect (or in the case of parents, their child) intends to attend. Carnegie believes these breakouts to be key to segmenting your strategies and communication to offer an effective human connection to various audiences.

Let's get started.

“

**I'd pick the perfect school  
no matter the state politics.  
My education is more important  
to me than those things.**

- Student Respondent

# The importance of politics to college choice is unchanged since our post-election report in 2024.

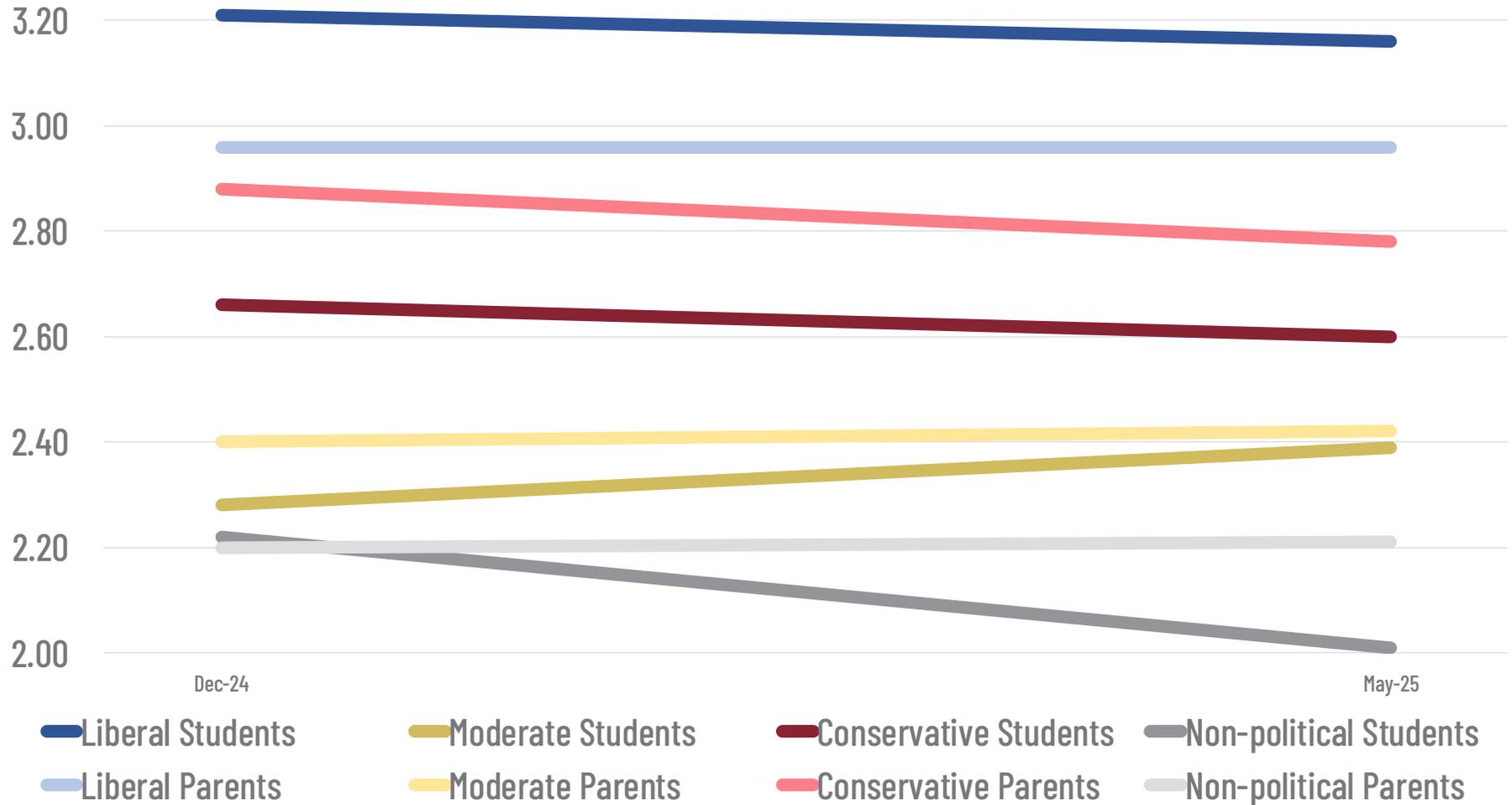
Despite significant news coverage and industry turmoil regarding politics in the higher education space, slightly less than a quarter of graduating seniors, rising students, and parents said the politics of a campus community were highly important to their college choice. This is almost the exact same outcome as a study completed by Carnegie in December 2024. This means that Trump's inauguration and his subsequent decisions regarding higher education have not shifted the overall narrative about politics on campus to audiences.

**Similarly, about 1 in 6 students said they would not consider a college in a state with political views that oppose their own; statistically the same amount as in the December 2024 study.** Not surprisingly, this opinion is led by those with the most polarized political beliefs. The amount jumps to 1 in 5 among respondents who identify as strongly liberal, for example.

# Importance of Campus Politics (5-point Scale)

How important is it for your (or your child's) campus population to have similar political views to your own?

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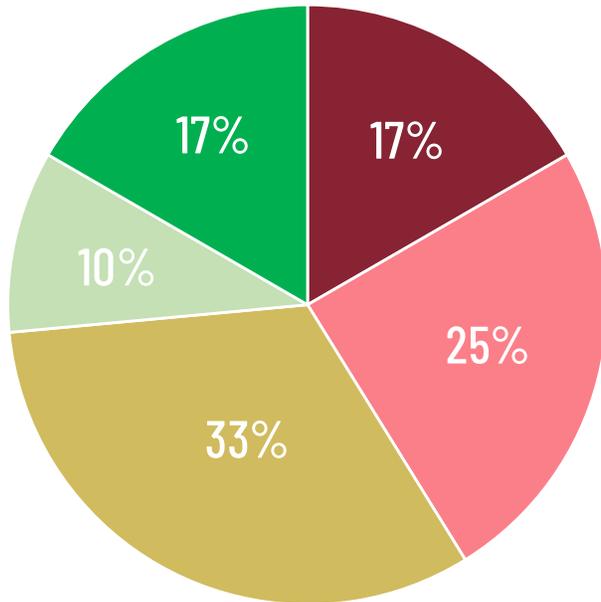


# Attendance Impact of State Politics

Consider a college or university that is otherwise a perfect fit for you. Would you consider attending/transferring to that college if the political affiliations of the state it is located in do not match your own?

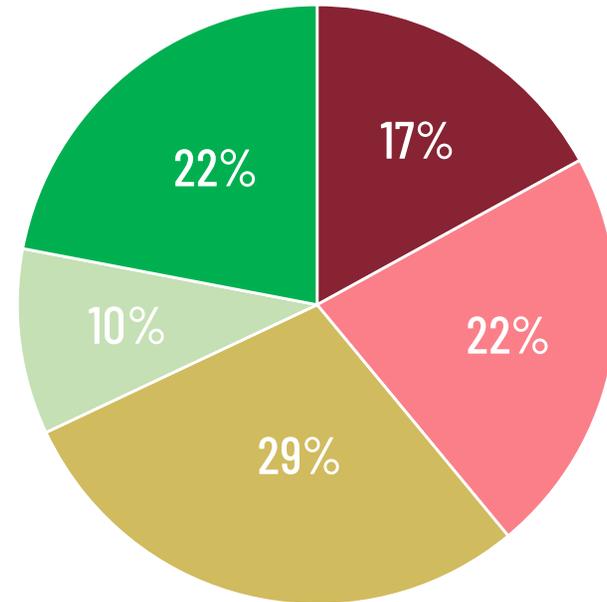
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December 2024



- Would Not Consider
- Slightly Consider
- Somewhat Consider
- Highly Consider
- State Politics Makes No Difference

May 2025



- Would Not Consider
- Slightly Consider
- Somewhat Consider
- Highly Consider
- State Politics Makes No Difference

# Apathy toward politics is a major reason impact is low.

Qualitative responses reveal that many respondents don't see state politics as important to their decision because of their own personal apathy toward politics in general. For example, a fifth of all respondents identified as non-political, with higher numbers among rising students than graduating seniors. This was the second most common selection for political affiliation, behind only those who identified as moderate.

**Even those respondents who felt strongly about their politics still commonly noted that institutional fit and opportunities are more important than the impact of state politics.** This was similar in the 2024 study and past research by Carnegie and other sources. Politics is a critical concern to some, but for a large swath of Americans, it does not register as being as important as other topics when picking a college.

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**I'm not sure why a college should be involved in politics at all.**

- Parent Respondent

**Colleges are places where people should get the chance to expand their minds and their understanding of complex issues.**

- Parent Respondent

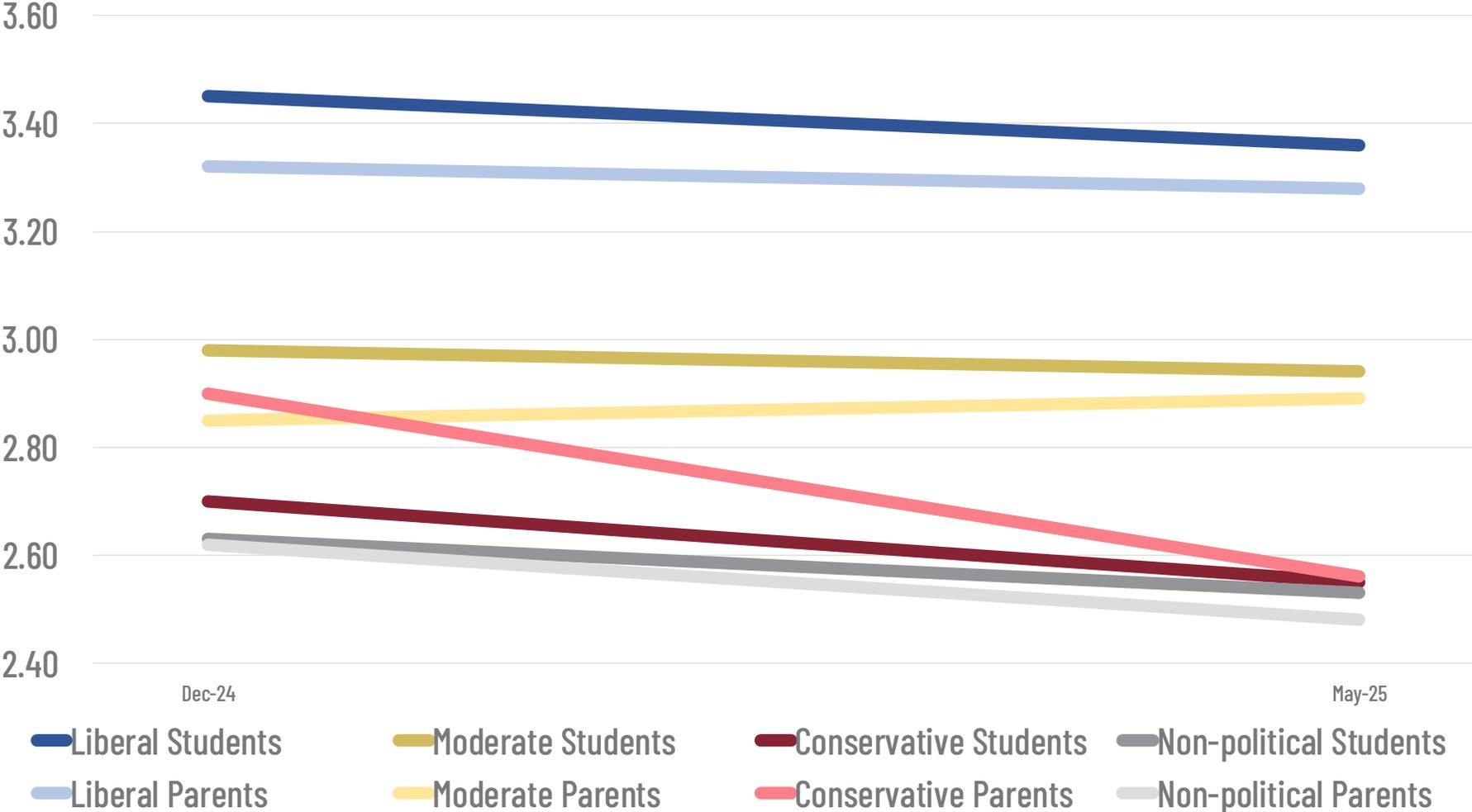
# Most respondents see value in a college helping students navigate and understand political issues.

About a third see this as a highly important function of higher education, while another third see it as "somewhat important." Only about 14-17% (depending on audience) see it as not at all important.

**This data matches with the 2024 study where respondents were asked if colleges had a duty to help support students with the political issues they care about most.** In that study, economic anxiety was a critical factor on the minds of respondents; this was mirrored in the data in May 2025. In other words, the issues respondents care about haven't changed much, either.

# College Role in Politics (5-point Scale)

How important is it for a college to help students navigate and understand politics and political issues?



# About 1 in 10 respondents says it's absolutely critical for university leaders to issue statements regarding political issues.

And much like the perceptions of a college's role in supporting students in understanding politics, about a third of respondents felt it was highly important for a college president to speak out.

**In particular, liberal prospects and parents have double the number of respondents saying it's a critical role of university presidents.** By contrast, strongly conservative respondents were the most likely to say it is not a function of that role, with strongly conservative parents having that sentiment nearly half the time.

“

**Everything Trump touches is a disaster. Education especially.**

- Student Respondent

**People need to give it more time. He's on the path of fixing college because it's totally broken and I think only he can fix it.**

- Student Respondent

# The Trump administration is not seen favorably on higher education policies.

About 3 out of 4 graduating seniors, 7 out of 10 rising students, and 2 out of 3 parents had a negative outlook on the changes to higher education proposed by or ordered by the Trump administration. Not surprisingly, this was highly politically polarized with only about 1 in 10 liberals approving of his work and 1 in 10 conservatives disapproving.

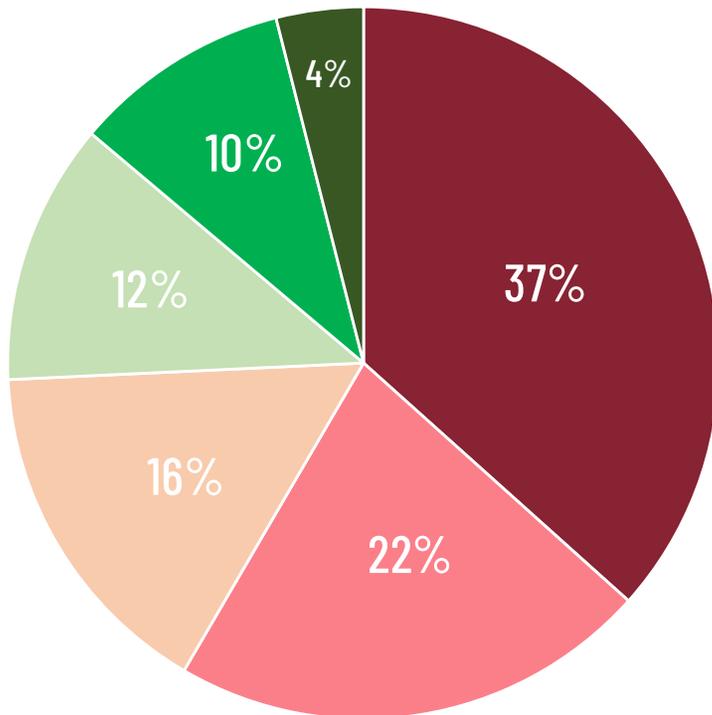
**Importantly, moderate and non-political respondents scored at or below the mean score on this measure.** That indicates that those people who claim to have no political affiliation are generally not positive about the Trump administration's policies related to higher education. Qualitative response theming revealed that much of this related to concern about people who may be harmed and how funding cuts, especially to research, will hamstring innovation in the country.

# Administration Impact

Do you believe the proposed changes from the Trump administration related to higher education will be mostly negative or mostly positive for students at colleges and universities?

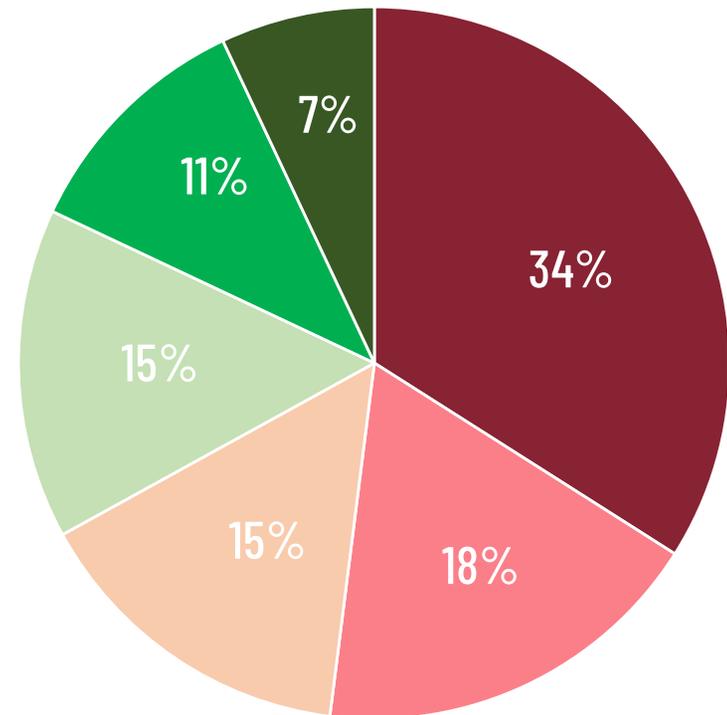
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## Graduating Seniors



- Strong Net Negative
- Moderate Net Negative
- Slight Net Negative
- Slight Net Positive
- Moderate Net Positive
- Strong Net Positive

## Parents



- Strong Net Negative
- Moderate Net Negative
- Slight Net Negative
- Slight Net Positive
- Moderate Net Positive
- Strong Net Positive

# Knowledge of what President Trump has proposed or ordered regarding higher education is low.

Although about 2 in 3 respondents said they are paying some or a lot of attention to what the president is doing in regards to higher education, follow-up in qualitative responses suggests that many people are not aware of individual policies. In fact, the second most common qualitative response to a question about Trump's administration was that they do not have enough knowledge to make a decision.

**As a result of this knowledge gap, a regression model predicting favorability toward Trump's administration found two strong predicting variables: political affiliation and attention to the issue.** In other words, people who paid less attention to what the Trump administration was doing were more likely to view its decisions positively, even when their political affiliation was taken into account.

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**We are in one of those moments in history where someone is going to stand up. I think this response (Harvard website note to Trump administration) is one of those things people will remember.**

- Student Respondent

# Awareness of Harvard's April response to the Trump administration was middling.

About one-third of students and one-quarter of parents said they had no knowledge of this interaction at all. A plurality said "somewhat aware," but this was much lower than scores on following Trump's administration as a whole.

**Awareness of Harvard's response to the Trump administration, much like other questions in the study, scored along party lines.** Liberal respondents were most aware, while conservative and non-political respondents were less likely to have heard about the news story.

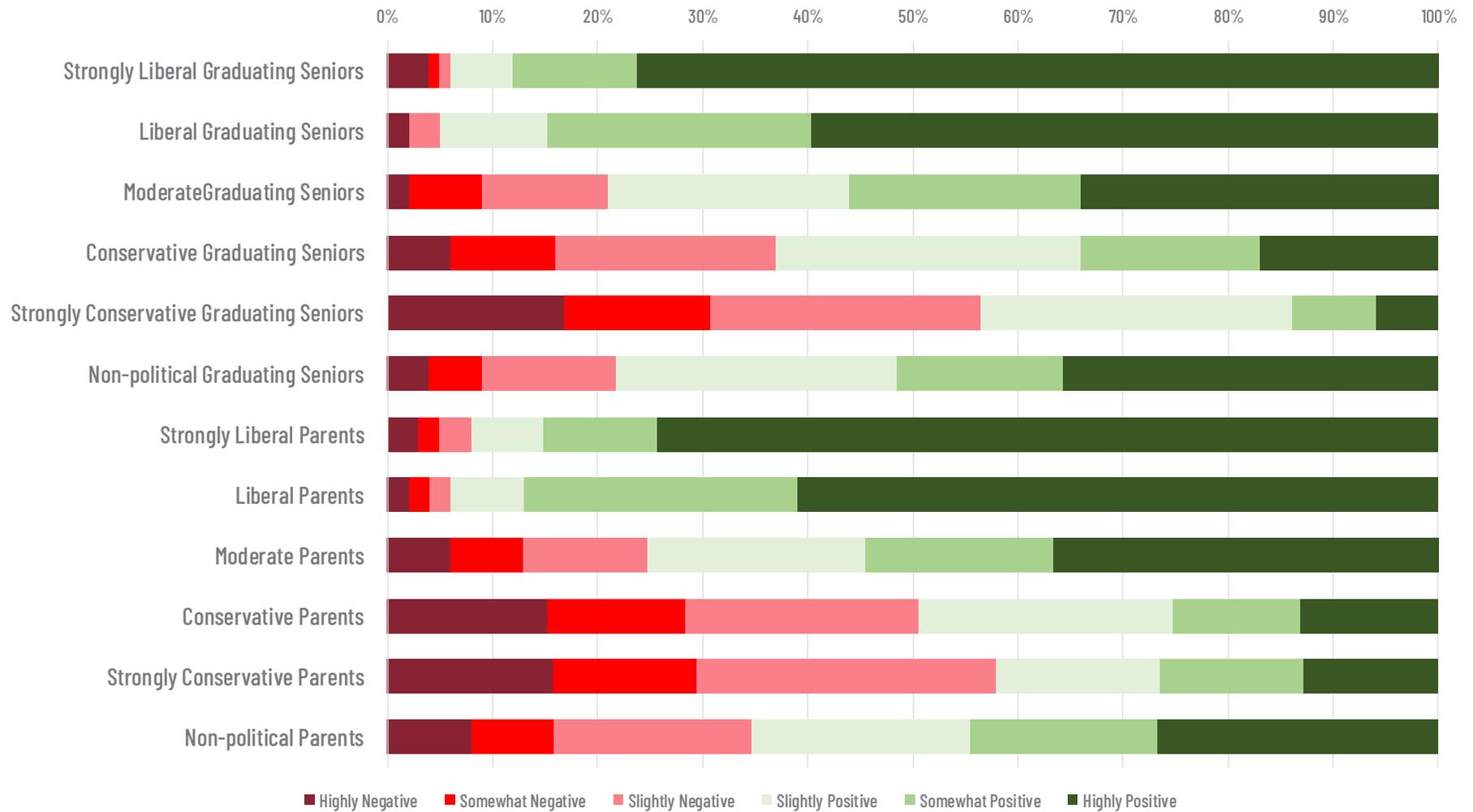
# Most respondents felt positive about the response given by Harvard on its website.

Approximately 4 in 5 graduating seniors and 3 in 4 rising students or parents felt positive about the response sent to the Trump administration on the Harvard website.

**While this result was still impacted by political affiliation, a slight majority of conservative respondents actually saw the message as positive.** There was an argument made by both sides that colleges should have academic freedom and should be shielded from government intervention. Many liberal respondents also noted that the website showed how advocating for students could be done in the best way possible. Still, there were some respondents who felt the university should simply "follow the directive of the president," but even among the most strongly conservative respondents, this was rare.

# Harvard Response Affinity

(After reading response from Harvard website about Trump Administration requests) How positively or negatively would you feel if the college or university you attended released a statement like this?



# Strategic Recommendations

How people in higher education can use this information moving forward.

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While politics can influence perceptions of colleges, especially at pivotal points in the decision process, **the overall impact remains nuanced and highly segmented**. For most students and parents, institutional fit, academic programs, and personal priorities still outweigh political considerations. However, institutions must remain attuned to the values and concerns of specific audiences—particularly those with strong political identities.

## Politics Still Matters—But Not Universally

Although the inauguration of President Trump and his administration's early actions generated significant public discourse, student and parent perspectives on the role of politics in college choice have remained relatively stable since our prior survey in late 2024. Institutions should remain aware of the political climate, they need not pivot messaging in reaction to every headline.

### *Stay Focused on What Matters Most to Students and Parents*

Academic strength, career outcomes, financial aid, and student life remain the top considerations for most families. Be outcome-oriented, value-driven, and student-focused in your messaging.

## Student Concerns, When Present, Are Pronounced

While the majority of respondents don't rank politics as a top concern, those who do tend to have strong opinions. A common theme of open-ended responses was concern about personal safety or perceived disadvantages because of a state's political climate.

### *Prepare Campus Communicators to Address Concerns*

Students and parents may bring concerns to one-on-one conversations, and these concerns may involve sensitive subjects like safety. Institutions should stay aware and informed of ongoing political developments, particularly those that affect their state, and be able to thoughtfully and accurately respond to student and parent concerns.

## Students and Parents Want Colleges to Help Navigate Political Issues

Roughly two-thirds of respondents indicated that they see at least some value in colleges helping students engage with or understand politics. This affirms a growing expectation among families that higher education institutions support students not only academically but also socially and civically.

### *Position Your Institution as a Supportive, Thoughtful Guide*

Showcase how your institution helps students think critically, understand complex issues, and navigate diverse perspectives. Highlight programs, forums, or coursework that provide structured, nonpartisan opportunities for exploration and learning.

# Strategic Recommendations

How people in higher education can use this information moving forward.

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## **Parent Perspectives Are Critical—And Sometimes More Politically Charged**

Parents continue to show greater concern than students about political climates, both at the state and institutional level. This group also includes the most polarized perspectives on institutional speech, particularly regarding presidential communications and responses to national events.

### ***Proactively Equip Your Campus Communicators to Engage with Parents***

Develop clear messaging frameworks and FAQs to help admissions staff and other frontline communicators address tough questions about political climate, institutional values, or current events. Provide talking points that address topics like academic freedom, safety, inclusion, and your school's role in preparing students for the real world, without inflaming political sensitivities.

## **Awareness and Information Gaps Persist**

While many respondents expressed strong opinions about the Trump administration's education policies, knowledge of specific proposals remains limited. Awareness of high-profile institutional responses, such as Harvard's, was middling, even among politically engaged audiences.

### ***Educate Without Overwhelming***

Do not assume students and parents are aware of the challenges the higher education industry is facing. When communicating institutional decisions and priorities, use plain language and offer background information where appropriate.

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+

# Data Appendix

Note: Throughout the data appendix, average scores with **(+)** indicate a statistically significantly higher score than the respondent average. Scores with **(-)** indicate a statistically lower score. In these cases, Carnegie has modeled the results using an ANOVA with post-hoc breakout comparisons. As such, this means that the statistical significance holds true when holding all other variables in the models constant, isolating the impact of each variable.

# Research Methodology and Sample

Background on how the data for the Summer Research Series was collected.

## APPROACH

Method: Online Survey  
 Distribution: Email List Send  
 Source: CollegeXpress User Database  
 Deployment Dates: 05/07/25–05/23/25  
 Incentives: Gift Card Drawing  
 Audience Inclusion:  
     Graduating Seniors OR  
     All Other High School Classes OR  
     Parents of High School Student  
     WITH College-bound Intent

## SURVEY STATISTICAL DETAILS

Active Emails in List Send: ~200,000  
 Total Surveys Started: 3,962  
 Outside Inclusion Parameters: 126  
 Incomplete/Speeding: 412  
**Final Sample: 3,424**  
 Response Rate: 1.7%  
 Completion Rate: 86%  
 Confidence Level: 99%  
 Max Confidence Interval: 2.19

## AUDIENCE TYPE

Graduating Seniors: 43%  
 Rising Students: 31%  
 Parents: 26%

## RESPONDENT GENDER

Woman: 72%  
 Man: 23%  
 Other: 5%

## RESPONDENT RACE

Asian: 11%  
 Black or African American: 20%  
 Hispanic or Latinx: 13%  
 Other Race: 11%  
 White/Caucasian: 45%

## GPA OUTCOMES (PARENTS REMOVED)

High Achievers (4.0+): 47%  
 Above Average (3.5–4.0): 38%  
 All Other Grades: 15%

## HOUSEHOLD INCOME

Low Income: 23%  
 Lower-middle-income: 29%  
 Upper-middle-income: 39%  
 High Income: 9%

## RESPONDENT POLITICAL AFFILIATION

Strongly Liberal: 16%  
 Slightly Liberal: 18%  
 Moderate: 23%  
 Slightly Conservative: 13%  
 Strongly Conservative: 10%  
 Non-political: 20%

## RESPONDENT RELIGION

Christian: 48%  
 Catholic: 17%  
 Other Religion: 13%  
 Non-religious: 22%

# Sample Details (Continued)

Additional information about the respondents to the Summer Research Series survey.

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## RESPONDENT LOCATION

East North Central (WI, IL, IN, MI, OH):	17%
West North Central (ND, SD, NE, KS, MN, IA, MO):	7%
Middle Atlantic (NY, NJ, PA):	11%
Mountain (MT, ID, NV, UT, AZ, WY, CO, NM):	9%
New England (CT, RI, MA, ME, NH, VT):	5%
Pacific (WA, OR, CA, AK, HI):	13%
South Atlantic (FL, GA, SC, NC, VA, WV, MD, DE, DC):	19%
East South Central (KY, TN, MS, AL):	5%
West South Central (TX, OK, AR, LA):	13%
International (Any Countries Outside US):	4%

## TYPE OF LOCATION

Fully Rural (Outside Towns or Cities):	9%
Small Town:	18%
Small City Suburban:	27%
Large City Suburban:	28%
Urban:	18%

## INSTITUTIONAL INTENT

2-Year College or Trade School:	8%
Small (<5K) Public 4-Year:	8%
Small (<5K) Private 4-Year:	8%
Small (<5K) Religious 4-Year:	7%
Midsized (5-15K) Public 4-Year:	26%
Midsized (5-15K) Private 4-Year:	9%
Midsized (5-15K) Religious 4-Year:	6%
Large (15-25K) Public 4-Year:	14%
Large (15-25K) Private/Religious 4-Year:	6%
Mega (>25K) Public 4-Year:	10%

# Importance of Campus Politics (Graduating Seniors)

How important is it to you for your school's campus population to have similar political views to your own?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Graduating Seniors	21%	18%	38%	19%	3%	2.65
Woman	21%	19%	38%	20%	3%	2.66
Man	24%	19%	38%	16%	3%	2.54
Other Gender	16%	13%	39%	27%	4%	2.90 (+)
Asian	22%	17%	35%	22%	4%	2.70
Black/African American	19%	14%	42%	20%	5%	2.76
Hispanic/Latinx	19%	17%	43%	18%	3%	2.68
Other Race	26%	17%	37%	19%	1%	2.52
White/Caucasian	22%	21%	36%	19%	3%	2.60
High Achievers GPA	19%	19%	35%	25%	3%	2.73
Above Average GPA	22%	19%	38%	17%	3%	2.60
All Other GPA	25%	14%	47%	10%	4%	2.55
Low Income	24%	19%	38%	16%	4%	2.57
Lower-middle-income	21%	18%	39%	19%	4%	2.66
Upper-middle-income	19%	18%	38%	22%	3%	2.71
High Income	22%	21%	36%	19%	2%	2.59
Strongly Liberal	7%	11%	33%	41%	9%	3.35 (+)
Slightly Liberal	9%	17%	46%	26%	3%	2.97 (+)
Moderate	27%	21%	39%	11%	2%	2.39 (-)
Slightly Conservative	24%	26%	39%	10%	2%	2.40 (-)
Strongly Conservative	10%	19%	39%	26%	5%	2.96 (+)
Non-political	45%	19%	29%	8%	0%	2.01 (-)
Christian	23%	19%	39%	17%	2%	2.57
Catholic	26%	22%	31%	18%	4%	2.53
Other Religious	23%	20%	36%	21%	1%	2.58
Non-religious	15%	14%	39%	26%	5%	2.92 (+)

# Importance of Campus Politics (Graduating Seniors)

How important is it to you for your school's campus population to have similar political views to your own?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Graduating Seniors	21%	18%	38%	19%	3%	2.65
East North Central	23%	21%	38%	15%	3%	2.54
West North Central	14%	24%	40%	21%	1%	2.72
Middle Atlantic	25%	16%	31%	25%	3%	2.65
Mountain	22%	18%	38%	20%	3%	2.64
New England	16%	14%	41%	20%	9%	2.92(+)
Pacific	21%	18%	38%	20%	3%	2.68
South Atlantic	18%	15%	45%	19%	4%	2.75
East South Central	20%	31%	30%	16%	3%	2.53
West South Central	27%	19%	35%	17%	2%	2.48(-)
International	23%	17%	34%	26%	0%	2.63
Fully Rural	27%	20%	31%	18%	5%	2.54
Small Town	28%	20%	35%	15%	3%	2.43(-)
Small City Suburban	17%	18%	41%	21%	3%	2.74
Large City Suburban	19%	20%	39%	19%	3%	2.67
Urban	21%	14%	39%	23%	4%	2.77(+)
2-Year College	29%	19%	37%	14%	1%	2.40(-)
Small Public	27%	18%	45%	10%	1%	2.40(-)
Small Private	21%	15%	39%	21%	4%	2.73
Small Religious	9%	23%	39%	22%	6%	2.92(+)
Midsize Public	24%	19%	37%	17%	2%	2.54
Midsize Private	21%	19%	37%	22%	2%	2.66
Midsize Religious	26%	20%	30%	23%	2%	2.54
Large Public	15%	22%	38%	22%	4%	2.78(+)
Large Private/Religious	20%	12%	37%	26%	5%	2.84(+)
Mega Public	21%	16%	38%	21%	4%	2.71

# Importance of Campus Politics (Rising Students)

How important is it to you for your school's campus population to have similar political views to your own?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Rising Students	23%	18%	37%	19%	4%	2.63
Woman	21%	17%	39%	19%	4%	2.67
Man	28%	20%	32%	18%	2%	2.47 (-)
Other Gender	18%	22%	31%	26%	4%	2.77
Asian	24%	15%	37%	23%	2%	2.63
Black/African American	19%	16%	43%	19%	3%	2.73
Hispanic/Latinx	26%	18%	34%	16%	6%	2.58
Other Race	28%	20%	29%	17%	7%	2.54
White/Caucasian	22%	19%	37%	19%	3%	2.62
High Achievers GPA	22%	17%	36%	20%	5%	2.69
Above Average GPA	24%	18%	36%	19%	3%	2.57
All Other GPA	20%	20%	43%	15%	2%	2.60
Low Income	26%	15%	39%	17%	3%	2.55
Lower-middle-income	22%	17%	38%	19%	5%	2.69
Upper-middle-income	22%	21%	35%	20%	3%	2.61
High Income	20%	18%	35%	22%	6%	2.76
Strongly Liberal	5%	9%	31%	41%	14%	3.50 (+)
Slightly Liberal	11%	19%	41%	26%	3%	2.93 (+)
Moderate	23%	19%	45%	12%	1%	2.50
Slightly Conservative	19%	32%	39%	10%	1%	2.41 (-)
Strongly Conservative	12%	13%	43%	30%	3%	3.00 (+)
Non-political	46%	17%	28%	7%	2%	2.00 (-)
Christian	24%	19%	37%	17%	2%	2.55
Catholic	15%	24%	38%	19%	4%	2.72
Other Religious	25%	14%	41%	18%	2%	2.61
Non-religious	23%	12%	36%	23%	6%	2.78 (+)

# Importance of Campus Politics (Rising Students)

How important is it to you for your school's campus population to have similar political views to your own?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Rising Students	23%	18%	37%	19%	4%	2.63
East North Central	24%	20%	40%	15%	2%	2.52
West North Central	23%	23%	27%	27%	0%	2.56
Middle Atlantic	18%	17%	41%	19%	6%	2.78
Mountain	23%	19%	37%	16%	5%	2.62
New England	10%	17%	41%	17%	14%	3.07(+)
Pacific	23%	18%	32%	24%	3%	2.66
South Atlantic	25%	14%	40%	19%	2%	2.60
East South Central	18%	21%	37%	20%	4%	2.69
West South Central	25%	18%	38%	18%	2%	2.55
International	28%	16%	24%	16%	16%	2.76
Fully Rural	26%	14%	38%	21%	1%	2.58
Small Town	22%	22%	36%	17%	3%	2.58
Small City Suburban	22%	16%	37%	22%	4%	2.69
Large City Suburban	23%	16%	41%	19%	2%	2.62
Urban	23%	23%	30%	16%	8%	2.63
2-Year College	17%	15%	44%	23%	2%	2.79(+)
Small Public	24%	16%	42%	13%	6%	2.61
Small Private	23%	18%	32%	13%	14%	2.77
Small Religious	24%	26%	27%	24%	0%	2.51
Midsize Public	24%	21%	38%	15%	2%	2.48(-)
Midsize Private	18%	19%	34%	25%	4%	2.79(+)
Midsize Religious	21%	23%	33%	21%	3%	2.61
Large Public	28%	15%	40%	15%	1%	2.46(-)
Large Private/Religious	16%	12%	34%	29%	9%	3.03(+)
Mega Public	26%	6%	43%	21%	4%	2.70

# Importance of Campus Politics (Parents)

How important is it to you that your child's college campus population has similar political views to your own?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Parents	22%	15%	41%	18%	4%	2.65
Woman	21%	15%	41%	19%	4%	2.69
Man	27%	14%	44%	13%	2%	2.48 (-)
Other Gender	22%	11%	36%	25%	6%	2.81(+)
Asian	22%	20%	39%	13%	6%	2.60
Black/African American	18%	16%	40%	22%	4%	2.78
Hispanic/Latinx	22%	19%	43%	15%	2%	2.57
Other Race	22%	8%	47%	17%	6%	2.77
White/Caucasian	24%	15%	41%	18%	3%	2.60
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	22%	16%	39%	19%	3%	2.66
Lower-middle-income	22%	16%	39%	18%	5%	2.67
Upper-middle-income	22%	14%	42%	19%	3%	2.66
High Income	21%	13%	54%	10%	2%	2.58
Strongly Liberal	5%	11%	44%	35%	5%	3.25(+)
Slightly Liberal	14%	20%	44%	21%	2%	2.75
Moderate	29%	15%	43%	12%	1%	2.42 (-)
Slightly Conservative	16%	21%	52%	12%	0%	2.60
Strongly Conservative	15%	11%	35%	28%	10%	3.07(+)
Non-political	43%	13%	29%	10%	5%	2.21 (-)
Christian	21%	16%	40%	19%	4%	2.70
Catholic	20%	18%	45%	13%	5%	2.67
Other Religious	23%	17%	42%	16%	4%	2.61
Non-religious	27%	10%	38%	24%	2%	2.64

# Importance of Campus Politics (Parents)

How important is it to you that your child's college campus population has similar political views to your own?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Parents	22%	15%	41%	18%	4%	2.65
East North Central	24%	18%	39%	16%	3%	2.57
West North Central	24%	11%	44%	22%	0%	2.63
Middle Atlantic	22%	11%	45%	15%	6%	2.71
Mountain	30%	14%	36%	16%	5%	2.52
New England	22%	17%	39%	22%	0%	2.61
Pacific	16%	24%	42%	15%	5%	2.69
South Atlantic	23%	12%	40%	21%	4%	2.70
East South Central	24%	21%	41%	10%	5%	2.50
West South Central	17%	13%	47%	21%	2%	2.79
International	37%	11%	26%	21%	5%	2.48 (-)
Fully Rural	26%	14%	37%	19%	5%	2.63
Small Town	24%	17%	36%	21%	2%	2.58
Small City Suburban	21%	13%	41%	23%	2%	2.72
Large City Suburban	22%	15%	47%	12%	4%	2.61
Urban	20%	18%	43%	15%	5%	2.68
2-Year College	20%	16%	37%	24%	3%	2.74
Small Public	30%	12%	38%	17%	3%	2.52
Small Private	25%	12%	40%	19%	3%	2.63
Small Religious	18%	22%	32%	18%	10%	2.80 (+)
Midsize Public	23%	13%	44%	17%	2%	2.63
Midsize Private	19%	17%	43%	20%	1%	2.69
Midsize Religious	20%	15%	38%	18%	9%	2.82 (+)
Large Public	21%	16%	46%	15%	3%	2.64
Large Private/Religious	11%	11%	53%	16%	11%	3.05 (+)
Mega Public	17%	35%	30%	17%	0%	2.48 (-)

# College Role in Politics (Graduating Seniors)

How important is it for a college to help students navigate and understand politics and political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Graduating Seniors	14%	17%	36%	31%	3%	2.93
Woman	12%	17%	36%	32%	3%	2.97
Man	19%	18%	35%	24%	3%	2.72 (-)
Other Gender	11%	10%	35%	39%	6%	3.18 (+)
Asian	11%	17%	37%	30%	5%	3.00
Black/African American	10%	14%	39%	33%	5%	3.07 (+)
Hispanic/Latinx	11%	16%	33%	35%	5%	3.08 (+)
Other Race	16%	14%	36%	30%	4%	2.93
White/Caucasian	17%	19%	34%	28%	2%	2.78 (-)
High Achievers GPA	13%	16%	34%	33%	3%	2.97
Above Average GPA	15%	19%	35%	29%	3%	2.87
All Other GPA	15%	13%	40%	27%	4%	2.92
Low Income	14%	14%	36%	31%	5%	2.98
Lower-middle-income	14%	15%	35%	33%	4%	2.97
Upper-middle-income	14%	19%	36%	28%	2%	2.86
High Income	14%	19%	33%	32%	2%	2.89
Strongly Liberal	3%	10%	34%	47%	6%	3.42 (+)
Slightly Liberal	6%	13%	34%	44%	3%	3.25 (+)
Moderate	10%	20%	39%	27%	4%	2.94
Slightly Conservative	19%	24%	36%	20%	2%	2.64 (-)
Strongly Conservative	28%	20%	29%	21%	2%	2.50 (-)
Non-political	27%	16%	35%	20%	2%	2.53 (-)
Christian	16%	19%	35%	26%	3%	2.80
Catholic	15%	18%	35%	27%	5%	2.89
Other Religious	8%	13%	41%	36%	2%	3.10 (+)
Non-religious	11%	13%	33%	41%	3%	3.13 (+)

# College Role in Politics (Graduating Seniors)

How important is it for a college to help students navigate and understand politics and political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Graduating Seniors	14%	17%	36%	31%	3%	2.93
East North Central	14%	17%	33%	33%	3%	2.94
West North Central	15%	18%	42%	25%	1%	2.79
Middle Atlantic	16%	15%	33%	32%	5%	2.94
Mountain	18%	19%	37%	25%	1%	2.73 (-)
New England	8%	13%	35%	41%	4%	3.19 (+)
Pacific	12%	15%	39%	32%	3%	2.99
South Atlantic	12%	16%	36%	32%	4%	3.01
East South Central	13%	26%	39%	20%	2%	2.70 (-)
West South Central	17%	18%	32%	28%	5%	2.86
International	21%	12%	35%	29%	3%	2.82
Fully Rural	17%	19%	35%	27%	3%	2.79
Small Town	17%	17%	37%	27%	3%	2.81
Small City Suburban	14%	18%	34%	30%	4%	2.91
Large City Suburban	12%	18%	35%	32%	3%	2.96
Urban	13%	10%	38%	35%	4%	3.06
2-Year College	18%	19%	31%	31%	1%	2.80
Small Public	20%	10%	40%	28%	3%	2.85
Small Private	15%	21%	29%	32%	3%	2.88
Small Religious	15%	17%	39%	26%	3%	2.83
Midsize Public	13%	14%	40%	28%	5%	2.98
Midsize Private	13%	16%	35%	34%	2%	2.96
Midsize Religious	15%	26%	31%	26%	2%	2.73 (-)
Large Public	12%	16%	34%	34%	4%	3.01
Large Private/Religious	12%	17%	35%	31%	6%	3.03
Mega Public	12%	18%	36%	32%	3%	2.97

# College Role in Politics (Rising Students)

How important is it for a college to help students navigate and understand politics and political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Rising Students	15%	18%	34%	29%	4%	2.90
Woman	14%	19%	34%	30%	4%	2.91
Man	17%	17%	35%	28%	4%	2.85
Other Gender	18%	14%	30%	34%	4%	2.92
Asian	10%	14%	41%	29%	5%	3.05
Black/African American	9%	15%	41%	30%	6%	3.09 (+)
Hispanic/Latinx	11%	19%	29%	36%	6%	3.06
Other Race	21%	17%	29%	26%	8%	2.82
White/Caucasian	18%	21%	31%	28%	2%	2.74 (-)
High Achievers GPA	16%	19%	33%	29%	4%	2.86
Above Average GPA	14%	18%	37%	28%	3%	2.88
All Other GPA	11%	18%	31%	34%	6%	3.07 (+)
Low Income	15%	15%	32%	33%	5%	2.98
Lower-middle-income	15%	18%	33%	30%	5%	2.92
Upper-middle-income	15%	20%	35%	28%	3%	2.85
High Income	13%	22%	36%	27%	2%	2.82
Strongly Liberal	4%	8%	31%	49%	9%	3.53 (+)
Slightly Liberal	7%	17%	32%	40%	5%	3.20 (+)
Moderate	12%	15%	37%	31%	5%	3.02
Slightly Conservative	27%	27%	31%	14%	1%	2.35 (-)
Strongly Conservative	24%	23%	30%	21%	2%	2.54 (-)
Non-political	18%	23%	36%	21%	2%	2.67 (-)
Christian	18%	20%	36%	26%	2%	2.74 (-)
Catholic	11%	20%	28%	36%	5%	3.04
Other Religious	11%	20%	41%	23%	6%	2.92
Non-religious	10%	16%	31%	38%	6%	3.13 (+)

# College Role in Politics (Rising Students)

How important is it for a college to help students navigate and understand politics and political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Rising Students	15%	18%	34%	29%	4%	2.90
East North Central	16%	17%	40%	25%	2%	2.80
West North Central	19%	18%	33%	30%	0%	2.75 (-)
Middle Atlantic	13%	19%	31%	31%	5%	2.95
Mountain	13%	19%	31%	33%	3%	2.94
New England	11%	14%	39%	21%	14%	3.14 (+)
Pacific	19%	19%	30%	30%	3%	2.80
South Atlantic	14%	20%	34%	27%	5%	2.88
East South Central	12%	15%	36%	30%	7%	3.04
West South Central	12%	18%	33%	34%	3%	2.97
International	16%	24%	28%	20%	12%	2.88
Fully Rural	20%	16%	34%	29%	1%	2.74 (-)
Small Town	18%	23%	27%	29%	3%	2.76
Small City Suburban	14%	19%	36%	28%	4%	2.90
Large City Suburban	13%	18%	36%	29%	3%	2.91
Urban	13%	15%	32%	33%	7%	3.06
2-Year College	17%	21%	25%	35%	2%	2.85
Small Public	10%	27%	28%	30%	6%	2.95
Small Private	5%	14%	38%	36%	7%	3.25 (+)
Small Religious	15%	19%	35%	32%	0%	2.83
Midsize Public	18%	16%	38%	25%	3%	2.79
Midsize Private	11%	22%	27%	36%	5%	3.04
Midsize Religious	15%	22%	40%	22%	0%	2.69
Large Public	19%	18%	35%	27%	2%	2.75
Large Private/Religious	11%	13%	33%	32%	10%	3.16 (+)
Mega Public	18%	18%	28%	29%	8%	2.92

# College Role in Politics (Parents)

How important is it for a college to help students navigate and understand politics and political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Parents	17%	17%	34%	29%	3%	2.85
Woman	17%	17%	34%	30%	3%	2.86
Man	19%	15%	36%	26%	5%	2.83
Other Gender	22%	19%	27%	32%	0%	2.70 (-)
Asian	17%	19%	42%	15%	6%	2.73
Black/African American	10%	15%	34%	36%	6%	3.13 (+)
Hispanic/Latinx	14%	17%	32%	30%	7%	3.01 (+)
Other Race	20%	17%	32%	27%	4%	2.77
White/Caucasian	21%	17%	34%	28%	1%	2.71
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	15%	16%	35%	30%	4%	2.92
Lower-middle-income	18%	16%	34%	28%	4%	2.84
Upper-middle-income	17%	17%	35%	28%	3%	2.83
High Income	19%	18%	27%	34%	2%	2.81
Strongly Liberal	5%	7%	30%	52%	6%	3.47 (+)
Slightly Liberal	6%	18%	33%	42%	2%	3.17 (+)
Moderate	15%	16%	38%	27%	4%	2.89
Slightly Conservative	23%	17%	35%	24%	1%	2.63 (-)
Strongly Conservative	26%	19%	37%	15%	3%	2.51 (-)
Non-political	29%	20%	29%	19%	3%	2.48 (-)
Christian	19%	16%	33%	29%	3%	2.80
Catholic	13%	20%	39%	25%	4%	2.89
Other Religious	16%	16%	29%	36%	4%	2.96
Non-religious	11%	12%	34%	40%	2%	3.09 (+)

# College Role in Politics (Parents)

How important is it for a college to help students navigate and understand politics and political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Parents	17%	17%	34%	29%	3%	2.85
East North Central	17%	21%	31%	29%	2%	2.78
West North Central	18%	15%	36%	31%	0%	2.80
Middle Atlantic	16%	12%	40%	27%	5%	2.94
Mountain	13%	20%	30%	36%	2%	2.94
New England	20%	13%	26%	39%	2%	2.91
Pacific	15%	15%	35%	33%	2%	2.94
South Atlantic	17%	17%	34%	27%	5%	2.87
East South Central	24%	12%	39%	20%	5%	2.68 (-)
West South Central	18%	18%	35%	28%	2%	2.77
International	26%	16%	26%	26%	5%	2.69
Fully Rural	35%	22%	30%	12%	1%	2.23 (-)
Small Town	22%	16%	33%	28%	1%	2.71
Small City Suburban	15%	18%	34%	30%	4%	2.92
Large City Suburban	15%	14%	39%	29%	4%	2.93
Urban	11%	16%	33%	36%	4%	3.05 (+)
2-Year College	16%	15%	35%	34%	0%	2.87
Small Public	20%	19%	42%	17%	2%	2.62 (-)
Small Private	6%	12%	36%	43%	3%	3.25 (+)
Small Religious	14%	20%	34%	28%	4%	2.88
Midsize Public	18%	17%	30%	32%	4%	2.88
Midsize Private	16%	18%	28%	37%	2%	2.90
Midsize Religious	22%	16%	40%	18%	4%	2.65 (-)
Large Public	20%	18%	34%	24%	4%	2.74
Large Private/Religious	16%	11%	42%	21%	11%	3.00 (+)
Mega Public	18%	9%	41%	32%	0%	2.86

# Attendance Impact of State Politics (Graduating Seniors)

Consider a college or university that is otherwise a perfect fit for you. Would you consider attending/transferring to that college if the political affiliations of the state it is located in do not match your own?

Audience	Would Not Consider	Slightly Consider	Somewhat Consider	Highly Consider	State Politics Makes No Difference	Average Score
All Graduating Seniors	17%	22%	29%	10%	22%	2.97
Woman	16%	23%	29%	10%	22%	2.98
Man	20%	20%	27%	10%	23%	2.96
Other Gender	14%	23%	37%	11%	14%	2.88
Asian	13%	18%	31%	15%	23%	3.17(+)
Black/African American	19%	23%	28%	10%	20%	2.90
Hispanic/Latinx	24%	20%	28%	8%	21%	2.81
Other Race	18%	22%	30%	10%	20%	2.92
White/Caucasian	15%	24%	28%	10%	22%	3.00
High Achievers GPA	16%	24%	30%	11%	19%	2.94
Above Average GPA	18%	22%	26%	11%	25%	3.03
All Other GPA	20%	20%	32%	7%	22%	2.91
Low Income	20%	25%	27%	7%	21%	2.84(-)
Lower-middle-income	19%	21%	29%	9%	22%	2.96
Upper-middle-income	16%	21%	29%	14%	21%	3.05
High Income	11%	26%	33%	8%	23%	3.06
Strongly Liberal	19%	23%	35%	15%	9%	2.72(-)
Slightly Liberal	11%	29%	35%	11%	14%	2.89
Moderate	19%	22%	23%	11%	25%	3.01
Slightly Conservative	12%	20%	30%	9%	30%	3.26(+)
Strongly Conservative	16%	22%	33%	11%	18%	2.92
Non-political	25%	15%	22%	5%	34%	3.07
Christian	15%	20%	29%	11%	26%	3.13(+)
Catholic	20%	24%	27%	8%	21%	2.87
Other Religious	18%	24%	29%	9%	20%	2.88
Non-religious	16%	24%	31%	11%	18%	2.91

# Attendance Impact of State Politics (Graduating Seniors)

Consider a college or university that is otherwise a perfect fit for you. Would you consider attending/transferring to that college if the political affiliations of the state it is located in do not match your own?

Audience	Would Not Consider	Slightly Consider	Somewhat Consider	Highly Consider	State Politics Makes No Difference	Average Score
All Graduating Seniors	17%	22%	29%	10%	22%	2.97
East North Central	16%	24%	29%	10%	22%	2.98
West North Central	8%	21%	32%	12%	28%	3.30 (+)
Middle Atlantic	15%	24%	30%	11%	20%	2.97
Mountain	20%	22%	29%	11%	19%	2.86
New England	19%	29%	21%	14%	17%	2.80 (-)
Pacific	22%	22%	29%	9%	18%	2.79 (-)
South Atlantic	19%	21%	30%	12%	20%	2.93
East South Central	13%	25%	36%	5%	21%	2.97
West South Central	18%	21%	25%	7%	29%	3.09
International	14%	17%	25%	14%	31%	3.31 (+)
Fully Rural	15%	17%	32%	12%	25%	3.15 (+)
Small Town	23%	22%	22%	7%	26%	2.89
Small City Suburban	16%	27%	29%	10%	19%	2.88
Large City Suburban	16%	21%	30%	13%	21%	3.02
Urban	15%	21%	32%	10%	22%	3.02
2-Year College	19%	18%	32%	6%	24%	2.98
Small Public	18%	22%	26%	11%	24%	3.01
Small Private	17%	25%	24%	10%	24%	2.99
Small Religious	16%	22%	33%	10%	18%	2.91
Midsized Public	17%	25%	30%	9%	20%	2.91
Midsized Private	14%	22%	26%	19%	20%	3.07
Midsized Religious	12%	22%	20%	13%	33%	3.35 (+)
Large Public	18%	25%	27%	11%	20%	2.91
Large Private/Religious	10%	21%	34%	13%	23%	3.19 (+)
Mega Public	20%	21%	30%	9%	21%	2.88

# Attendance Impact of State Politics (Rising Students)

Consider a college or university that is otherwise a perfect fit for you. Would you consider attending/transferring to that college if the political affiliations of the state it is located in do not match your own?

Audience	Would Not Consider	Slightly Consider	Somewhat Consider	Highly Consider	State Politics Makes No Difference	Average Score
All Rising Students	12%	23%	29%	11%	25%	3.13
Woman	12%	24%	29%	12%	24%	3.11
Man	14%	19%	31%	10%	26%	3.16
Other Gender	10%	22%	28%	10%	31%	3.32 (+)
Asian	8%	28%	30%	7%	27%	3.16
Black/African American	9%	23%	36%	15%	17%	3.08
Hispanic/Latinx	11%	26%	27%	10%	27%	3.15
Other Race	9%	15%	30%	14%	32%	3.47 (+)
White/Caucasian	16%	22%	27%	11%	25%	3.07
High Achievers GPA	12%	20%	29%	13%	26%	3.20
Above Average GPA	11%	25%	31%	9%	24%	3.11
All Other GPA	15%	25%	27%	11%	22%	2.98 (-)
Low Income	14%	19%	31%	10%	26%	3.15
Lower-middle-income	12%	25%	28%	11%	24%	3.10
Upper-middle-income	12%	22%	29%	13%	24%	3.15
High Income	8%	29%	30%	11%	21%	3.09
Strongly Liberal	15%	28%	31%	16%	10%	2.79 (-)
Slightly Liberal	8%	25%	34%	13%	19%	3.10
Moderate	11%	20%	31%	10%	28%	3.24
Slightly Conservative	11%	22%	22%	18%	27%	3.29 (+)
Strongly Conservative	8%	22%	38%	15%	17%	3.11
Non-political	17%	21%	23%	5%	35%	3.19
Christian	11%	22%	28%	14%	25%	3.20
Catholic	15%	19%	27%	12%	27%	3.17
Other Religious	13%	23%	33%	7%	25%	3.08
Non-religious	15%	26%	27%	9%	24%	3.00

# Attendance Impact of State Politics (Rising Students)

Consider a college or university that is otherwise a perfect fit for you. Would you consider attending/transferring to that college if the political affiliations of the state it is located in do not match your own?

Audience	Would Not Consider	Slightly Consider	Somewhat Consider	Highly Consider	State Politics Makes No Difference	Average Score
All Rising Students	12%	23%	29%	11%	25%	3.13
East North Central	13%	22%	26%	14%	25%	3.16
West North Central	14%	19%	30%	18%	19%	3.08
Middle Atlantic	13%	27%	27%	11%	23%	3.03
Mountain	12%	17%	36%	14%	21%	3.14
New England	10%	28%	35%	0%	28%	3.07
Pacific	12%	26%	30%	10%	22%	3.03
South Atlantic	11%	26%	27%	7%	28%	3.15
East South Central	13%	15%	28%	13%	32%	3.36 (+)
West South Central	12%	22%	29%	13%	25%	3.16
International	4%	29%	38%	4%	25%	3.17
Fully Rural	16%	13%	31%	12%	28%	3.22
Small Town	13%	19%	33%	13%	24%	3.16
Small City Suburban	13%	23%	27%	12%	26%	3.15
Large City Suburban	10%	26%	31%	9%	24%	3.12
Urban	13%	25%	25%	13%	23%	3.07
2-Year College	10%	27%	23%	15%	25%	3.17
Small Public	18%	28%	27%	7%	20%	2.82 (-)
Small Private	14%	20%	21%	14%	30%	3.27 (+)
Small Religious	19%	15%	28%	15%	24%	3.11
Midsize Public	11%	26%	27%	9%	27%	3.15
Midsize Private	10%	21%	33%	13%	23%	3.19
Midsize Religious	13%	21%	27%	16%	23%	3.14
Large Public	11%	23%	32%	11%	24%	3.15
Large Private/Religious	11%	21%	34%	11%	22%	3.12
Mega Public	14%	19%	35%	10%	23%	3.10

# Attendance Impact of State Politics (Parents)

Consider a college that is otherwise a perfect fit for your child. Would you want them to consider that college if the political affiliations of the state it is located in do not match your own?

Audience	Would Not Consider	Slightly Consider	Somewhat Consider	Highly Consider	State Politics Makes No Difference	Average Score
All Parents	14%	19%	23%	9%	35%	3.31
Woman	15%	19%	23%	9%	35%	3.31
Man	13%	16%	25%	10%	36%	3.40
Other Gender	11%	24%	35%	8%	22%	3.05 (-)
Asian	15%	24%	35%	7%	19%	2.91 (-)
Black/African American	12%	17%	20%	14%	37%	3.48 (+)
Hispanic/Latinx	25%	26%	20%	7%	22%	2.75 (-)
Other Race	11%	11%	36%	7%	35%	3.44
White/Caucasian	13%	20%	21%	8%	39%	3.39
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	16%	14%	26%	10%	34%	3.31
Lower-middle-income	16%	17%	17%	9%	41%	3.43
Upper-middle-income	12%	22%	27%	8%	31%	3.24
High Income	15%	19%	24%	8%	34%	3.27
Strongly Liberal	18%	13%	31%	15%	23%	3.12 (-)
Slightly Liberal	11%	25%	24%	12%	28%	3.21
Moderate	9%	14%	28%	8%	41%	3.57 (+)
Slightly Conservative	15%	21%	26%	6%	32%	3.18
Strongly Conservative	16%	27%	17%	9%	30%	3.10 (-)
Non-political	21%	15%	13%	4%	47%	3.42
Christian	13%	20%	25%	8%	35%	3.33
Catholic	16%	17%	23%	6%	37%	3.31
Other Religious	10%	22%	27%	8%	34%	3.35
Non-religious	16%	16%	21%	16%	32%	3.31

# Attendance Impact of State Politics (Parents)

Consider a college that is otherwise a perfect fit for your child. Would you want them to consider that college if the political affiliations of the state it is located in do not match your own?

Audience	Would Not Consider	Slightly Consider	Somewhat Consider	Highly Consider	State Politics Makes No Difference	Average Score
All Parents	14%	19%	23%	9%	35%	3.31
East North Central	18%	11%	28%	8%	34%	3.29
West North Central	4%	23%	32%	5%	36%	3.46
Middle Atlantic	13%	20%	29%	3%	35%	3.26
Mountain	11%	14%	16%	11%	48%	3.72 (+)
New England	15%	17%	28%	11%	28%	3.20
Pacific	16%	24%	24%	13%	22%	3.00 (-)
South Atlantic	15%	22%	17%	8%	39%	3.35
East South Central	19%	24%	17%	7%	33%	3.12 (-)
West South Central	13%	17%	25%	13%	32%	3.34
International	11%	21%	21%	11%	37%	3.42
Fully Rural	17%	15%	15%	9%	44%	3.48 (+)
Small Town	14%	22%	23%	8%	33%	3.23
Small City Suburban	16%	21%	23%	8%	33%	3.21
Large City Suburban	11%	18%	27%	9%	36%	3.39
Urban	14%	16%	25%	10%	35%	3.35
2-Year College	16%	18%	25%	15%	27%	3.18
Small Public	20%	20%	17%	9%	34%	3.17
Small Private	18%	17%	21%	11%	33%	3.24
Small Religious	16%	16%	32%	4%	32%	3.20
Midsize Public	15%	20%	24%	7%	34%	3.25
Midsize Private	10%	16%	26%	9%	40%	3.53 (+)
Midsize Religious	7%	15%	26%	6%	47%	3.71 (+)
Large Public	9%	23%	20%	12%	37%	3.45
Large Private/Religious	16%	26%	32%	11%	16%	2.84 (-)
Mega Public	9%	17%	26%	9%	39%	3.52

“

# Qualitative Themes

Please explain why you would or would not consider an otherwise perfect fit college if it's in a state where the politics do not match yours.

## Theme 1: Would Consider Because Other Factors Are More Important

*“The perfect school might not be in the perfect place in this situation but the academics and cost are far more important factors to me.”*

*“College is a place for studying and getting better at your future career. That's more important than anything related to politics.”*

*“I am there to get my degree and do not care about the politics in the process.”*

## Theme 2: No Impact Due to a Lack of Political Interest

*“As long as I am getting my degree there is no issue. I don't care for politics.”*

*“I don't care about politics. Everyone has their own opinions.”*

*“I avoid politics as much as possible – but when an institution begins forcing their political views on students is when I wouldn't want to attend that place.”*

## Theme 3: Won't Consider Due to Personal Safety

*“A queer person like myself would likely be in significant danger to their property and life if they attended a school in a state that doesn't support them.”*

*“Due to the current political climate, some states are becoming unsafe for me or my peers to occupy.”*

*“I don't think it's safe for women in many states now. I won't consider a school in a state where the right to choose has been taken away.”*

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*\*Quotes may be adjusted slightly for grammar and clarity.*

“

# Qualitative Themes

Please explain why you would or would not consider an otherwise perfect fit college if it's in a state where the politics do not match yours.

## Theme 4: Won't Consider Because Human Rights Are Important

*"A lot of politics currently is attached to the human rights of some and if someone disagrees with me on someone else's right to exist, that is not negotiable."*

*"I would not be able to go to a school for four years surrounded by peers who support racism, misogyny, and general xenophobia."*

*"States that are killing diversity initiatives don't understand what they mean to students like my son or my family. It's pretty awful what is happening right now."*

## Theme 5: Would Consider by Respecting Differences

*"I think people should believe what they believe and a college should not infuse their political ideas into it."*

*"I respect everyone's political values and do not mind attending an institution which has different political affiliations."*

## Theme 6: Less Likely to Consider Due to Education Differences

*"I don't believe education is equal in all states, so I probably wouldn't go to states that have really bad education outcomes and those tend to be red states."*

*"I refuse to be in a place that doesn't share my political values because it puts me at a disadvantage."*

*"It wouldn't be perfect because states like that have awful education standards."*

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*\*Quotes may be adjusted slightly for grammar and clarity.*

# Political Attention (Graduating Seniors)

How much attention have you paid to the Trump administration's orders of higher education institutions?

Audience	None At All	Just a Little	Some Attention	A Lot of Attention	Most Important News to Me	Average Score
All Graduating Seniors	16%	20%	35%	25%	4%	2.80
Woman	17%	21%	34%	24%	4%	2.78
Man	16%	19%	36%	27%	3%	2.81
Other Gender	13%	12%	37%	30%	8%	3.07 (+)
Asian	10%	19%	36%	32%	4%	3.00 (+)
Black/African American	16%	18%	35%	25%	6%	2.86
Hispanic/Latinx	12%	18%	36%	29%	6%	2.99 (+)
Other Race	20%	21%	39%	16%	5%	2.66 (-)
White/Caucasian	19%	22%	33%	24%	2%	2.69
High Achievers GPA	14%	19%	37%	27%	4%	2.88
Above Average GPA	19%	21%	33%	24%	4%	2.73
All Other GPA	17%	22%	34%	23%	3%	2.73
Low Income	20%	16%	35%	26%	4%	2.77
Lower-middle-income	16%	23%	34%	22%	5%	2.77
Upper-middle-income	15%	20%	35%	26%	4%	2.84
High Income	12%	23%	37%	28%	0%	2.81
Strongly Liberal	5%	8%	26%	54%	8%	3.53 (+)
Slightly Liberal	6%	13%	41%	34%	5%	3.17 (+)
Moderate	17%	23%	36%	21%	4%	2.72
Slightly Conservative	18%	31%	40%	9%	2%	2.47 (-)
Strongly Conservative	16%	22%	41%	19%	2%	2.68
Non-political	36%	23%	28%	10%	2%	2.20 (-)
Christian	20%	21%	37%	20%	3%	2.66 (-)
Catholic	16%	22%	29%	27%	5%	2.84
Other Religious	17%	17%	38%	22%	5%	2.82
Non-religious	9%	15%	32%	40%	4%	3.16 (+)

# Political Attention (Graduating Seniors)

How much attention have you paid to the Trump administration's orders of higher education institutions?

Audience	None At All	Just a Little	Some Attention	A Lot of Attention	Most Important News to Me	Average Score
All Graduating Seniors	16%	20%	35%	25%	4%	2.80
East North Central	20%	24%	26%	26%	4%	2.70
West North Central	16%	25%	36%	23%	1%	2.69
Middle Atlantic	16%	15%	37%	29%	4%	2.90
Mountain	15%	19%	37%	27%	3%	2.83
New England	6%	17%	44%	29%	4%	3.07 (+)
Pacific	15%	18%	38%	24%	5%	2.86
South Atlantic	17%	18%	38%	23%	5%	2.81
East South Central	8%	25%	36%	28%	3%	2.94 (+)
West South Central	19%	26%	28%	23%	4%	2.67
International	29%	12%	35%	21%	3%	2.56 (-)
Fully Rural	22%	19%	37%	19%	4%	2.65
Small Town	20%	25%	34%	17%	3%	2.58
Small City Suburban	14%	18%	36%	29%	3%	2.88
Large City Suburban	14%	21%	35%	26%	4%	2.84
Urban	17%	16%	33%	28%	7%	2.91
2-Year College	22%	26%	30%	19%	3%	2.55 (-)
Small Public	21%	19%	31%	25%	4%	2.71
Small Private	13%	15%	36%	30%	7%	3.03 (+)
Small Religious	24%	22%	39%	14%	2%	2.47 (-)
Midsize Public	19%	23%	32%	24%	3%	2.69
Midsize Private	10%	20%	40%	27%	3%	2.93
Midsize Religious	23%	25%	30%	23%	0%	2.53 (-)
Large Public	16%	16%	34%	28%	6%	2.92
Large Private/Religious	11%	17%	42%	26%	5%	2.98 (+)
Mega Public	10%	19%	37%	29%	5%	3.00 (+)

# Political Attention (Rising Students)

How much attention have you paid to the Trump administration's orders of higher education institutions?

Audience	None At All	Just a Little	Some Attention	A Lot of Attention	Most Important News to Me	Average Score
All Rising Students	19%	22%	32%	24%	4%	2.70
Woman	20%	21%	33%	23%	3%	2.68
Man	17%	25%	32%	23%	3%	2.71
Other Gender	22%	14%	18%	35%	12%	3.02 (+)
Asian	10%	22%	37%	25%	6%	2.95 (+)
Black/African American	18%	21%	34%	24%	4%	2.74
Hispanic/Latinx	18%	21%	30%	25%	6%	2.79
Other Race	16%	20%	36%	26%	3%	2.79
White/Caucasian	23%	23%	30%	22%	3%	2.58
High Achievers GPA	18%	20%	33%	26%	4%	2.77
Above Average GPA	21%	23%	32%	21%	3%	2.64
All Other GPA	20%	24%	29%	23%	4%	2.66
Low Income	20%	20%	31%	24%	5%	2.75
Lower-middle-income	20%	19%	30%	28%	3%	2.75
Upper-middle-income	19%	25%	35%	19%	3%	2.64
High Income	18%	24%	27%	28%	3%	2.74
Strongly Liberal	7%	8%	27%	45%	13%	3.50 (+)
Slightly Liberal	8%	17%	36%	35%	5%	3.13 (+)
Moderate	13%	26%	35%	25%	1%	2.76
Slightly Conservative	25%	28%	36%	10%	1%	2.33 (-)
Strongly Conservative	18%	17%	42%	21%	2%	2.73
Non-political	37%	27%	24%	10%	2%	2.12 (-)
Christian	22%	25%	34%	18%	1%	2.52 (-)
Catholic	19%	22%	32%	22%	6%	2.76
Other Religious	21%	16%	30%	31%	2%	2.79
Non-religious	13%	18%	27%	35%	7%	3.04 (+)

# Political Attention (Rising Students)

How much attention have you paid to the Trump administration's orders of higher education institutions?

Audience	None At All	Just a Little	Some Attention	A Lot of Attention	Most Important News to Me	Average Score
All Rising Students	19%	22%	32%	24%	4%	2.70
East North Central	23%	23%	34%	18%	3%	2.55 (-)
West North Central	18%	25%	32%	25%	0%	2.65
Middle Atlantic	11%	18%	42%	25%	4%	2.92 (+)
Mountain	23%	26%	29%	19%	4%	2.55 (-)
New England	4%	21%	21%	46%	7%	3.32 (+)
Pacific	21%	19%	32%	23%	6%	2.72
South Atlantic	22%	21%	28%	25%	4%	2.69
East South Central	12%	29%	30%	24%	5%	2.82
West South Central	21%	18%	34%	25%	1%	2.68
International	16%	20%	32%	28%	4%	2.84
Fully Rural	21%	19%	38%	18%	3%	2.63
Small Town	27%	21%	28%	19%	5%	2.56
Small City Suburban	16%	23%	33%	25%	2%	2.74
Large City Suburban	18%	22%	31%	25%	4%	2.75
Urban	19%	21%	32%	24%	4%	2.74
2-Year College	25%	17%	27%	29%	2%	2.67
Small Public	35%	18%	27%	16%	4%	2.35 (-)
Small Private	9%	18%	41%	25%	7%	3.04 (+)
Small Religious	24%	20%	41%	15%	0%	2.46 (-)
Midsize Public	19%	27%	31%	20%	3%	2.60
Midsize Private	10%	21%	28%	36%	6%	3.07 (+)
Midsize Religious	25%	24%	29%	19%	3%	2.51 (-)
Large Public	21%	20%	36%	21%	1%	2.61
Large Private/Religious	14%	20%	32%	26%	8%	2.92
Mega Public	20%	14%	31%	31%	4%	2.86 (+)

# Political Attention (Parents)

How much attention have you paid to the Trump administration's orders of higher education institutions?

Audience	None At All	Just a Little	Some Attention	A Lot of Attention	Most Important News to Me	Average Score
All Parents	13%	13%	34%	34%	5%	3.04
Woman	14%	14%	33%	34%	6%	3.03
Man	11%	13%	38%	35%	3%	3.07
Other Gender	8%	8%	46%	32%	5%	3.19 (+)
Asian	7%	17%	52%	22%	2%	2.95
Black/African American	16%	11%	29%	37%	7%	3.10
Hispanic/Latinx	19%	10%	31%	36%	4%	2.97
Other Race	15%	12%	38%	31%	5%	2.99
White/Caucasian	12%	15%	34%	35%	5%	3.07
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	23%	14%	31%	30%	2%	2.75 (-)
Lower-middle-income	18%	15%	33%	27%	7%	2.89 (-)
Upper-middle-income	7%	11%	36%	40%	5%	3.24 (+)
High Income	8%	13%	34%	39%	6%	3.22 (+)
Strongly Liberal	6%	3%	22%	57%	12%	3.67 (+)
Slightly Liberal	6%	8%	28%	47%	12%	3.52 (+)
Moderate	14%	15%	37%	32%	2%	2.95
Slightly Conservative	14%	14%	52%	20%	0%	2.78 (-)
Strongly Conservative	10%	21%	32%	32%	4%	2.99
Non-political	28%	17%	35%	18%	3%	2.51 (-)
Christian	14%	15%	35%	32%	5%	2.99
Catholic	18%	8%	35%	34%	5%	2.99
Other Religious	10%	14%	42%	26%	8%	3.10
Non-religious	4%	8%	25%	55%	9%	3.55 (+)

# Political Attention (Parents)

How much attention have you paid to the Trump administration's orders of higher education institutions?

Audience	None At All	Just a Little	Some Attention	A Lot of Attention	Most Important News to Me	Average Score
All Parents	13%	13%	34%	34%	5%	3.04
East North Central	15%	8%	36%	36%	5%	3.09
West North Central	13%	9%	38%	34%	7%	3.14
Middle Atlantic	6%	15%	38%	38%	3%	3.17
Mountain	9%	17%	34%	28%	11%	3.14
New England	15%	7%	30%	41%	7%	3.17
Pacific	7%	11%	48%	33%	1%	3.10
South Atlantic	16%	15%	24%	38%	7%	3.06
East South Central	24%	14%	38%	21%	2%	2.64 (-)
West South Central	17%	16%	35%	29%	4%	2.88 (-)
International	21%	21%	21%	37%	0%	2.74 (-)
Fully Rural	22%	20%	33%	21%	4%	2.64 (-)
Small Town	17%	16%	34%	31%	3%	2.87 (-)
Small City Suburban	12%	11%	33%	38%	6%	3.16
Large City Suburban	10%	11%	36%	37%	6%	3.19 (+)
Urban	12%	14%	34%	35%	6%	3.07
2-Year College	23%	11%	29%	36%	1%	2.81 (-)
Small Public	11%	16%	44%	25%	4%	2.93
Small Private	8%	2%	34%	43%	13%	3.54 (+)
Small Religious	20%	12%	30%	30%	8%	2.94
Midsize Public	15%	14%	32%	36%	4%	3.01
Midsize Private	10%	10%	33%	41%	6%	3.23 (+)
Midsize Religious	11%	20%	36%	27%	6%	2.97
Large Public	9%	14%	38%	34%	5%	3.13
Large Private/Religious	16%	21%	21%	37%	5%	2.95
Mega Public	13%	17%	39%	26%	4%	2.91

# Administration Impact (Graduating Seniors)

Do you believe the proposed changes from the Trump administration related to higher education will be mostly negative or mostly positive for students at colleges and universities?

Audience	Strong Net Negative	Moderate Net Negative	Slight Net Negative	Slight Net Positive	Moderate Net Positive	Strong Net Positive	Average Score
All Graduating Seniors	37%	22%	16%	12%	10%	4%	2.45
Woman	37%	23%	16%	10%	10%	3%	2.43
Man	32%	20%	17%	17%	8%	6%	2.67(+)
Other Gender	57%	25%	4%	7%	7%	1%	1.86 (-)
Asian	39%	28%	17%	8%	6%	2%	2.19 (-)
Black/African American	45%	22%	18%	5%	9%	0%	2.11 (-)
Hispanic/Latinx	43%	21%	15%	11%	6%	4%	2.29 (-)
Other Race	30%	26%	13%	13%	13%	4%	2.67(+)
White/Caucasian	32%	20%	15%	16%	11%	5%	2.70(+)
High Achievers GPA	39%	24%	14%	11%	9%	3%	2.37
Above Average GPA	36%	22%	16%	12%	10%	4%	2.50
All Other GPA	35%	18%	19%	14%	11%	3%	2.55
Low Income	38%	22%	17%	11%	8%	3%	2.37
Lower-middle-income	37%	19%	17%	11%	11%	5%	2.53
Upper-middle-income	37%	24%	13%	13%	11%	3%	2.46
High Income	36%	27%	16%	13%	6%	3%	2.36
Strongly Liberal	77%	14%	5%	2%	2%	0%	1.39 (-)
Slightly Liberal	52%	35%	7%	2%	3%	2%	1.73 (-)
Moderate	26%	27%	25%	14%	7%	2%	2.54
Slightly Conservative	4%	13%	26%	35%	17%	6%	3.65(+)
Strongly Conservative	0%	2%	8%	26%	43%	21%	4.74(+)
Non-political	32%	29%	24%	9%	6%	1%	2.31 (-)
Christian	28%	17%	21%	16%	13%	5%	2.85(+)
Catholic	38%	28%	10%	10%	11%	4%	2.41
Other Religious	36%	27%	19%	8%	6%	5%	2.36
Non-religious	57%	27%	7%	5%	2%	1%	1.73 (-)

# Administration Impact (Graduating Seniors)

Do you believe the proposed changes from the Trump administration related to higher education will be mostly negative or mostly positive for students at colleges and universities?

Audience	Strong Net Negative	Moderate Net Negative	Slight Net Negative	Slight Net Positive	Moderate Net Positive	Strong Net Positive	Average Score
All Graduating Seniors	37%	22%	16%	12%	10%	4%	2.45
East North Central	38%	20%	17%	14%	9%	3%	2.44
West North Central	32%	26%	13%	13%	14%	2%	2.57
Middle Atlantic	46%	20%	16%	8%	7%	4%	2.23 (-)
Mountain	28%	16%	15%	27%	9%	5%	2.89 (+)
New England	41%	34%	14%	6%	3%	3%	2.03 (-)
Pacific	41%	31%	11%	8%	6%	4%	2.20 (-)
South Atlantic	40%	19%	13%	14%	12%	3%	2.47
East South Central	28%	23%	21%	13%	8%	8%	2.71 (+)
West South Central	31%	20%	23%	7%	13%	6%	2.68 (+)
International	32%	14%	36%	0%	18%	0%	2.59
Fully Rural	30%	12%	17%	21%	8%	12%	2.99 (+)
Small Town	28%	23%	19%	14%	12%	5%	2.73 (+)
Small City Suburban	42%	22%	14%	10%	8%	3%	2.31
Large City Suburban	37%	26%	13%	12%	9%	3%	2.37
Urban	42%	21%	18%	8%	11%	1%	2.29 (-)
2-Year College	29%	20%	22%	10%	12%	6%	2.74 (+)
Small Public	37%	19%	19%	11%	12%	4%	2.53
Small Private	47%	24%	10%	8%	6%	4%	2.14 (-)
Small Religious	26%	14%	16%	24%	17%	3%	3.02 (+)
Midsized Public	35%	24%	15%	11%	11%	4%	2.51
Midsized Private	50%	23%	11%	11%	4%	2%	2.01 (-)
Midsized Religious	27%	25%	18%	16%	9%	5%	2.68 (+)
Large Public	40%	24%	15%	11%	9%	2%	2.30 (-)
Large Private/Religious	34%	16%	18%	19%	12%	1%	2.64 (+)
Mega Public	38%	26%	16%	9%	7%	4%	2.34

# Administration Impact (Rising Students)

Do you believe the proposed changes from the Trump administration related to higher education will be mostly negative or mostly positive for students at colleges and universities?

Audience	Strong Net Negative	Moderate Net Negative	Slight Net Negative	Slight Net Positive	Moderate Net Positive	Strong Net Positive	Average Score
All Rising Students	32%	22%	17%	14%	10%	5%	2.62
Woman	33%	24%	18%	12%	9%	4%	2.53
Man	24%	21%	15%	23%	13%	5%	2.96 (+)
Other Gender	54%	13%	8%	8%	13%	5%	2.28 (-)
Asian	37%	25%	18%	12%	6%	2%	2.30 (-)
Black/African American	46%	29%	15%	6%	2%	1%	1.94 (-)
Hispanic/Latinx	30%	29%	21%	12%	6%	2%	2.40 (-)
Other Race	25%	14%	19%	16%	19%	7%	3.10 (+)
White/Caucasian	26%	18%	16%	19%	14%	7%	3.00 (+)
High Achievers GPA	34%	20%	18%	12%	12%	4%	2.60
Above Average GPA	29%	24%	16%	17%	9%	5%	2.71
All Other GPA	32%	26%	17%	16%	7%	4%	2.51
Low Income	30%	24%	18%	14%	7%	7%	2.63
Lower-middle-income	34%	23%	14%	16%	10%	4%	2.57
Upper-middle-income	31%	21%	19%	14%	12%	3%	2.66
High Income	37%	20%	14%	13%	11%	6%	2.59
Strongly Liberal	74%	17%	3%	2%	1%	2%	1.46 (-)
Slightly Liberal	47%	38%	11%	2%	1%	1%	1.74 (-)
Moderate	20%	29%	27%	15%	7%	2%	2.66
Slightly Conservative	1%	9%	22%	41%	22%	6%	3.91 (+)
Strongly Conservative	3%	5%	2%	24%	41%	24%	4.66 (+)
Non-political	30%	19%	29%	16%	5%	1%	2.49 (-)
Christian	22%	18%	19%	20%	14%	7%	3.06 (+)
Catholic	27%	32%	18%	10%	10%	3%	2.53
Other Religious	44%	23%	11%	10%	8%	3%	2.24 (-)
Non-religious	50%	23%	14%	8%	4%	2%	1.98 (-)

# Administration Impact (Rising Students)

Do you believe the proposed changes from the Trump administration related to higher education will be mostly negative or mostly positive for students at colleges and universities?

Audience	Strong Net Negative	Moderate Net Negative	Slight Net Negative	Slight Net Positive	Moderate Net Positive	Strong Net Positive	Average Score
All Rising Students	32%	22%	17%	14%	10%	5%	2.62
East North Central	26%	25%	19%	18%	7%	6%	2.70
West North Central	33%	22%	14%	12%	16%	4%	2.67
Middle Atlantic	38%	19%	20%	15%	7%	2%	2.40 (-)
Mountain	25%	21%	18%	17%	15%	3%	2.87 (+)
New England	52%	15%	11%	7%	7%	7%	2.26 (-)
Pacific	29%	34%	15%	12%	9%	2%	2.44 (-)
South Atlantic	40%	19%	17%	13%	7%	5%	2.42 (-)
East South Central	28%	16%	14%	20%	16%	6%	2.99 (+)
West South Central	30%	22%	18%	13%	11%	6%	2.71
International	17%	22%	28%	6%	17%	11%	3.17 (+)
Fully Rural	15%	12%	15%	25%	20%	13%	3.64 (+)
Small Town	24%	21%	17%	15%	16%	7%	2.99 (+)
Small City Suburban	36%	24%	16%	13%	7%	4%	2.43 (-)
Large City Suburban	34%	24%	16%	12%	10%	3%	2.49 (-)
Urban	36%	24%	21%	13%	4%	1%	2.29 (-)
2-Year College	36%	14%	14%	8%	22%	6%	2.83 (+)
Small Public	36%	22%	13%	20%	4%	4%	2.48 (-)
Small Private	45%	29%	14%	8%	2%	2%	2.00 (-)
Small Religious	12%	22%	20%	22%	20%	5%	3.30 (+)
Midsized Public	28%	22%	21%	17%	9%	3%	2.66
Midsized Private	39%	26%	15%	11%	4%	4%	2.26 (-)
Midsized Religious	13%	10%	19%	21%	23%	15%	3.75 (+)
Large Public	31%	29%	15%	12%	12%	2%	2.50
Large Private/Religious	40%	14%	21%	10%	10%	4%	2.48 (-)
Mega Public	36%	24%	5%	14%	10%	12%	2.74

# Administration Impact (Parents)

Do you believe the proposed changes from the Trump administration related to higher education will be mostly negative or mostly positive for students at colleges and universities?

Audience	Strong Net Negative	Moderate Net Negative	Slight Net Negative	Slight Net Positive	Moderate Net Positive	Strong Net Positive	Average Score
All Parents	34%	18%	15%	15%	11%	7%	2.73
Woman	35%	20%	15%	14%	9%	6%	2.60 (-)
Man	24%	13%	17%	20%	19%	8%	3.22 (+)
Other Gender	36%	7%	10%	19%	16%	13%	3.13
Asian	18%	22%	32%	6%	16%	6%	2.98 (+)
Black/African American	44%	27%	12%	9%	4%	4%	2.16 (-)
Hispanic/Latinx	35%	19%	21%	9%	5%	12%	2.65
Other Race	30%	14%	15%	21%	12%	8%	2.96 (+)
White/Caucasian	32%	15%	13%	19%	14%	7%	2.90 (+)
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	31%	15%	19%	15%	13%	7%	2.85
Lower-middle-income	31%	17%	15%	16%	13%	9%	2.92
Upper-middle-income	35%	20%	14%	17%	9%	5%	2.59
High Income	38%	22%	15%	7%	10%	8%	2.53
Strongly Liberal	70%	18%	4%	3%	2%	3%	1.54 (-)
Slightly Liberal	58%	27%	12%	2%	2%	0%	1.63 (-)
Moderate	28%	26%	23%	12%	8%	3%	2.56 (-)
Slightly Conservative	7%	9%	17%	36%	23%	10%	3.89 (+)
Strongly Conservative	0%	3%	15%	29%	29%	24%	4.54 (+)
Non-political	23%	21%	18%	21%	11%	7%	2.99 (+)
Christian	29%	18%	13%	15%	17%	8%	2.98 (+)
Catholic	34%	14%	17%	15%	11%	10%	2.85
Other Religious	29%	29%	16%	16%	8%	3%	2.52 (-)
Non-religious	54%	21%	10%	10%	4%	3%	1.97 (-)

# Administration Impact (Parents)

Do you believe the proposed changes from the Trump administration related to higher education will be mostly negative or mostly positive for students at colleges and universities?

Audience	Strong Net Negative	Moderate Net Negative	Slight Net Negative	Slight Net Positive	Moderate Net Positive	Strong Net Positive	Average Score
All Parents	34%	18%	15%	15%	11%	7%	2.73
East North Central	38%	19%	11%	13%	13%	5%	2.59 (-)
West North Central	42%	13%	17%	8%	13%	8%	2.62
Middle Atlantic	31%	26%	14%	16%	6%	8%	2.64
Mountain	36%	19%	16%	14%	10%	5%	2.59
New England	39%	21%	26%	5%	3%	8%	2.36 (-)
Pacific	42%	12%	21%	5%	13%	7%	2.58
South Atlantic	39%	21%	8%	19%	7%	6%	2.51 (-)
East South Central	6%	22%	28%	13%	22%	9%	3.50 (+)
West South Central	19%	13%	18%	25%	17%	8%	3.30 (+)
International	25%	8%	8%	33%	8%	17%	3.41 (+)
Fully Rural	19%	15%	12%	24%	20%	10%	3.42 (+)
Small Town	30%	18%	16%	22%	11%	4%	2.77
Small City Suburban	34%	19%	15%	12%	11%	8%	2.71
Large City Suburban	35%	21%	17%	10%	9%	8%	2.61
Urban	40%	16%	13%	16%	10%	5%	2.56
2-Year College	28%	24%	9%	9%	17%	13%	3.03 (+)
Small Public	23%	18%	21%	21%	9%	9%	3.01 (+)
Small Private	46%	33%	8%	7%	5%	2%	1.97 (-)
Small Religious	16%	18%	11%	21%	26%	8%	3.47 (+)
Midsized Public	37%	18%	16%	18%	8%	5%	2.56 (-)
Midsized Private	50%	11%	13%	10%	7%	10%	2.41 (-)
Midsized Religious	14%	10%	18%	16%	27%	14%	3.73 (+)
Large Public	38%	17%	19%	12%	11%	2%	2.46 (-)
Large Private/Religious	20%	13%	7%	20%	13%	27%	3.73 (+)
Mega Public	35%	25%	10%	20%	5%	5%	2.50 (-)

“

# Qualitative Themes

Thoughts on the impact of Trump administration policies on higher education in the US.

## Theme 1: Concern About People

*“He is making it less safe for people to go to college.”*

*“I get more worried about my son and two daughters every day because they want to go to college and this man is making that impossible.”*

*“Many of the funding changes as well as protection for students may be detrimental.”*

*“I think deporting students that are getting their education with a visa is stupid.”*

## Theme 2: Not Enough Information

*“I am not too aware of this information.”*

*“I don't really know what he plans to do.”*

## Theme 3: Negative Views of Funding Cuts

*“Cutting funding will lead to less enrollment of minority or financially impacted students.”*

*“It seems as if they are gutting programs and institutions because they do not agree with the administration.”*

*“Gutting research for no reason. That hurts everyone.”*

*“Removing funding for higher education is an obviously terrible idea.”*

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\*Quotes may be adjusted slightly for grammar and clarity.

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# Qualitative Themes

Thoughts on the impact of Trump administration policies on higher education in the US.

## Theme 4: Vendettas

*“Many of the policies make it incredibly difficult to pursue higher education which was already hard enough. It creates a tone that the goal is to keep people uneducated and not promote critical thinking.”*

*“Trump seeks to take revenge on colleges for their defiance against many of the Trump administration’s demands.”*

*“He is trying to censor higher education and those in it when the whole idea of the United States of America was built on the idea of free speech and due process and I think this is a gross and neglectful overreach from them.”*

## Theme 5: Wait It Out for the Positives

*“When his policies make economy does go up, more people will be able to attend college.”*

*“All he's doing is helping. People just aren't patient enough to see the outcomes.”*

*“It's kind of unfair to say because the things he's doing now will pay off a year or two from now so maybe hold your judgment until then.”*

## Theme 6: Chaos and Uncertainty Leading to Anxiety

*“He changes his mind daily. I don't know how I'm supposed to plan around that.”*

*“If Trump can just jot down executive orders left and right and no one stops him it makes the whole thing a lot less safe for international students like me.”*

*“It's hard to keep track of all of it. Most of it is bad.”*

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*\*Quotes may be adjusted slightly for grammar and clarity.*

# Harvard Event Awareness (Graduating Seniors)

In April, Harvard University announced that it would not accept an agreement proposed by the Trump administration that could result in the suspension of funds for research. How aware were you of this news?

Audience	Not Aware At All	Slightly Aware	Somewhat Aware	Highly Aware	Completely Aware	Average Score
All Graduating Seniors	30%	19%	24%	15%	12%	2.60
Woman	32%	19%	24%	14%	11%	2.53
Man	25%	20%	23%	17%	16%	2.77(+)
Other Gender	29%	17%	26%	19%	10%	2.65
Asian	21%	17%	26%	19%	17%	2.93(+)
Black/African American	29%	16%	24%	20%	12%	2.70
Hispanic/Latinx	30%	18%	26%	15%	11%	2.59
Other Race	28%	18%	31%	13%	10%	2.59
White/Caucasian	34%	22%	21%	12%	12%	2.46(-)
High Achievers GPA	25%	20%	25%	17%	13%	2.72
Above Average GPA	34%	20%	21%	12%	13%	2.50
All Other GPA	35%	15%	27%	15%	9%	2.48
Low Income	30%	17%	26%	16%	11%	2.60
Lower-middle-income	32%	21%	23%	13%	12%	2.52
Upper-middle-income	30%	18%	25%	15%	12%	2.60
High Income	22%	26%	17%	17%	18%	2.84
Strongly Liberal	11%	12%	26%	23%	29%	3.48(+)
Slightly Liberal	15%	19%	31%	22%	14%	3.01(+)
Moderate	29%	19%	27%	14%	11%	2.58
Slightly Conservative	42%	26%	19%	8%	5%	2.09(-)
Strongly Conservative	42%	23%	19%	10%	6%	2.15(-)
Non-political	49%	21%	17%	9%	5%	1.99(-)
Christian	37%	20%	23%	12%	8%	2.33(-)
Catholic	27%	19%	21%	20%	13%	2.72
Other Religious	26%	17%	29%	15%	13%	2.71
Non-religious	19%	19%	25%	19%	18%	2.96(+)

# Harvard Event Awareness (Graduating Seniors)

In April, Harvard University announced that it would not accept an agreement proposed by the Trump administration that could result in the suspension of funds for research. How aware were you of this news?

Audience	Not Aware At All	Slightly Aware	Somewhat Aware	Highly Aware	Completely Aware	Average Score
All Graduating Seniors	30%	19%	24%	15%	12%	2.60
East North Central	33%	18%	21%	15%	13%	2.58
West North Central	35%	23%	22%	12%	9%	2.37 (-)
Middle Atlantic	26%	19%	23%	17%	15%	2.77 (+)
Mountain	36%	19%	19%	13%	13%	2.49 (-)
New England	17%	20%	25%	24%	14%	2.99 (+)
Pacific	26%	22%	23%	17%	12%	2.68
South Atlantic	29%	18%	29%	13%	11%	2.60
East South Central	30%	13%	30%	12%	16%	2.72
West South Central	36%	19%	24%	13%	8%	2.39 (-)
International	46%	15%	18%	15%	6%	2.22 (-)
Fully Rural	31%	18%	24%	14%	13%	2.61
Small Town	42%	18%	22%	10%	9%	2.26 (-)
Small City Suburban	27%	19%	24%	17%	14%	2.71
Large City Suburban	26%	22%	27%	14%	12%	2.65
Urban	28%	18%	22%	19%	13%	2.70
2-Year College	41%	16%	26%	12%	4%	2.22 (-)
Small Public	36%	23%	19%	15%	7%	2.35 (-)
Small Private	23%	17%	25%	17%	18%	2.90 (+)
Small Religious	48%	20%	21%	8%	4%	2.01 (-)
Midsized Public	29%	22%	26%	12%	11%	2.55
Midsized Private	15%	25%	23%	20%	18%	3.01 (+)
Midsized Religious	45%	15%	13%	13%	13%	2.35 (-)
Large Public	28%	16%	23%	19%	15%	2.78 (+)
Large Private/Religious	27%	16%	31%	10%	17%	2.75
Mega Public	23%	20%	25%	18%	14%	2.80 (+)

# Harvard Event Awareness (Rising Students)

In April, Harvard University announced that it would not accept an agreement proposed by the Trump administration that could result in the suspension of funds for research. How aware were you of this news?

Audience	Not Aware At All	Slightly Aware	Somewhat Aware	Highly Aware	Completely Aware	Average Score
All Rising Students	35%	19%	22%	13%	12%	2.49
Woman	35%	20%	22%	13%	11%	2.46
Man	35%	17%	22%	15%	12%	2.53
Other Gender	33%	14%	18%	16%	20%	2.74 (+)
Asian	16%	19%	29%	17%	20%	3.05 (+)
Black/African American	34%	16%	25%	15%	9%	2.49
Hispanic/Latinx	29%	19%	22%	14%	16%	2.70 (+)
Other Race	37%	14%	16%	16%	16%	2.61
White/Caucasian	41%	20%	20%	11%	9%	2.27 (-)
High Achievers GPA	33%	18%	21%	14%	14%	2.59
Above Average GPA	36%	19%	23%	12%	9%	2.40
All Other GPA	38%	18%	22%	14%	8%	2.35 (-)
Low Income	34%	17%	21%	16%	13%	2.58
Lower-middle-income	36%	17%	18%	15%	13%	2.53
Upper-middle-income	34%	22%	23%	10%	10%	2.42
High Income	36%	12%	28%	14%	10%	2.51
Strongly Liberal	19%	12%	25%	20%	24%	3.17 (+)
Slightly Liberal	16%	17%	32%	15%	19%	3.05 (+)
Moderate	26%	20%	26%	15%	13%	2.70 (+)
Slightly Conservative	53%	15%	16%	12%	5%	2.00 (-)
Strongly Conservative	41%	23%	16%	14%	5%	2.20 (-)
Non-political	49%	20%	16%	8%	6%	2.03 (-)
Christian	42%	20%	19%	11%	7%	2.20 (-)
Catholic	28%	19%	27%	15%	11%	2.62
Other Religious	32%	20%	20%	11%	18%	2.63
Non-religious	28%	14%	26%	16%	18%	2.83 (+)

# Harvard Event Awareness (Rising Students)

In April, Harvard University announced that it would not accept an agreement proposed by the Trump administration that could result in the suspension of funds for research. How aware were you of this news?

Audience	Not Aware At All	Slightly Aware	Somewhat Aware	Highly Aware	Completely Aware	Average Score
All Rising Students	35%	19%	22%	13%	12%	2.49
East North Central	42%	18%	20%	14%	7%	2.26 (-)
West North Central	41%	14%	24%	13%	8%	2.32 (-)
Middle Atlantic	17%	18%	29%	18%	17%	3.00 (+)
Mountain	41%	29%	15%	8%	8%	2.13 (-)
New England	11%	25%	18%	18%	29%	3.29 (+)
Pacific	33%	12%	25%	15%	15%	2.66 (+)
South Atlantic	34%	16%	25%	14%	12%	2.54
East South Central	36%	25%	17%	16%	5%	2.29 (-)
West South Central	35%	18%	23%	11%	13%	2.49
International	52%	9%	4%	13%	22%	2.43
Fully Rural	46%	25%	13%	12%	4%	2.04 (-)
Small Town	43%	21%	16%	10%	10%	2.23 (-)
Small City Suburban	30%	18%	26%	14%	11%	2.57
Large City Suburban	31%	18%	23%	15%	13%	2.62
Urban	33%	16%	22%	14%	16%	2.64
2-Year College	44%	19%	6%	19%	13%	2.38
Small Public	42%	25%	20%	4%	9%	2.12 (-)
Small Private	20%	16%	20%	24%	20%	3.07 (+)
Small Religious	47%	23%	21%	6%	4%	1.97 (-)
Midsize Public	39%	18%	23%	13%	7%	2.30 (-)
Midsize Private	17%	18%	23%	19%	23%	3.13 (+)
Midsize Religious	54%	13%	16%	15%	3%	2.00 (-)
Large Public	33%	22%	23%	15%	8%	2.42
Large Private/Religious	27%	18%	27%	8%	21%	2.79 (+)
Mega Public	31%	10%	31%	8%	21%	2.79 (+)

# Harvard Event Awareness (Parents)

In April, Harvard University announced that it would not accept an agreement proposed by the Trump administration that could result in the suspension of funds for research. How aware were you of this news?

Audience	Not Aware At All	Slightly Aware	Somewhat Aware	Highly Aware	Completely Aware	Average Score
All Parents	23%	17%	24%	20%	16%	2.90
Woman	23%	17%	23%	20%	16%	2.88
Man	18%	18%	29%	19%	18%	3.01
Other Gender	22%	11%	22%	33%	11%	3.00
Asian	17%	23%	26%	17%	17%	2.94
Black/African American	25%	12%	28%	20%	15%	2.88
Hispanic/Latinx	28%	14%	24%	21%	13%	2.76 (-)
Other Race	22%	19%	21%	24%	15%	2.93
White/Caucasian	21%	19%	23%	20%	18%	2.94
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	32%	25%	19%	17%	7%	2.41 (-)
Lower-middle-income	28%	18%	24%	16%	15%	2.71 (-)
Upper-middle-income	15%	16%	27%	23%	20%	3.16 (+)
High Income	20%	6%	20%	32%	22%	3.29 (+)
Strongly Liberal	13%	10%	15%	25%	37%	3.63 (+)
Slightly Liberal	9%	11%	30%	26%	24%	3.45 (+)
Moderate	22%	17%	29%	18%	14%	2.87
Slightly Conservative	28%	17%	25%	21%	9%	2.66 (-)
Strongly Conservative	24%	27%	24%	20%	6%	2.58 (-)
Non-political	39%	22%	20%	14%	6%	2.27 (-)
Christian	21%	19%	26%	21%	13%	2.87
Catholic	22%	15%	23%	22%	18%	2.99
Other Religious	18%	15%	29%	21%	18%	3.06 (+)
Non-religious	13%	17%	25%	17%	28%	3.31 (+)

# Harvard Event Awareness (Parents)

In April, Harvard University announced that it would not accept an agreement proposed by the Trump administration that could result in the suspension of funds for research. How aware were you of this news?

Audience	Not Aware At All	Slightly Aware	Somewhat Aware	Highly Aware	Completely Aware	Average Score
All Parents	23%	17%	24%	20%	16%	2.90
East North Central	21%	15%	26%	22%	17%	2.98
West North Central	18%	21%	16%	25%	20%	3.07(+)
Middle Atlantic	19%	18%	27%	21%	17%	2.99
Mountain	22%	20%	28%	13%	17%	2.83
New England	13%	20%	18%	38%	11%	3.13(+)
Pacific	18%	15%	22%	23%	22%	3.15(+)
South Atlantic	25%	14%	24%	19%	18%	2.91
East South Central	32%	22%	24%	20%	2%	2.39(-)
West South Central	28%	18%	27%	16%	11%	2.65(-)
International	28%	28%	11%	11%	22%	2.72(-)
Fully Rural	33%	32%	16%	12%	6%	2.26(-)
Small Town	22%	17%	30%	22%	9%	2.77
Small City Suburban	19%	15%	21%	23%	23%	3.16(+)
Large City Suburban	20%	19%	26%	17%	19%	2.98
Urban	26%	12%	25%	22%	15%	2.86
2-Year College	29%	16%	18%	29%	7%	2.69(-)
Small Public	29%	16%	22%	21%	12%	2.73
Small Private	10%	13%	22%	24%	30%	3.50(+)
Small Religious	27%	16%	20%	22%	14%	2.81
Midsize Public	20%	21%	25%	18%	17%	2.89
Midsize Private	15%	19%	25%	22%	20%	3.14(+)
Midsize Religious	30%	17%	34%	9%	9%	2.51(-)
Large Public	27%	10%	26%	19%	19%	2.93
Large Private/Religious	16%	21%	32%	21%	11%	2.90
Mega Public	14%	23%	14%	36%	14%	3.13(+)

# Harvard Response Affinity (Graduating Seniors)

(After reading response from Harvard website about Trump Administration requests) How positively or negatively would you feel if the college or university you attended released a statement like this?

Audience	Strongly Negative	Moderately Negative	Slightly Negative	Slightly Positive	Moderately Positive	Strongly Positive	Average Score
All Graduating Seniors	4%	5%	11%	19%	18%	42%	4.67
Woman	4%	5%	11%	20%	19%	41%	4.69
Man	5%	7%	13%	18%	17%	40%	4.53
Other Gender	5%	2%	7%	16%	18%	53%	4.99 (+)
Asian	1%	3%	11%	19%	18%	48%	4.96 (+)
Black/African American	6%	4%	7%	16%	19%	48%	4.81 (+)
Hispanic/Latinx	5%	4%	10%	19%	15%	47%	4.75
Other Race	5%	6%	13%	20%	18%	39%	4.58
White/Caucasian	4%	7%	13%	21%	19%	36%	4.53
High Achievers GPA	3%	5%	10%	18%	21%	43%	4.77
Above Average GPA	6%	6%	11%	21%	17%	40%	4.59
All Other GPA	6%	6%	13%	20%	13%	43%	4.59
Low Income	4%	4%	12%	20%	17%	43%	4.70
Lower-middle-income	5%	5%	9%	21%	17%	43%	4.70
Upper-middle-income	5%	6%	12%	18%	20%	40%	4.60
High Income	3%	6%	8%	17%	22%	44%	4.79
Strongly Liberal	4%	1%	1%	6%	12%	77%	5.52 (+)
Slightly Liberal	2%	0%	3%	10%	25%	59%	5.35 (+)
Moderate	2%	7%	12%	23%	22%	34%	4.56
Slightly Conservative	6%	10%	21%	29%	17%	17%	3.92 (-)
Strongly Conservative	17%	14%	26%	30%	8%	6%	3.15 (-)
Non-political	4%	5%	13%	27%	16%	36%	4.55
Christian	6%	7%	14%	23%	19%	32%	4.39 (-)
Catholic	5%	6%	12%	22%	17%	40%	4.59
Other Religious	5%	5%	10%	21%	15%	45%	4.69
Non-religious	1%	2%	5%	10%	19%	63%	5.35 (+)

# Harvard Response Affinity (Graduating Seniors)

(After reading response from Harvard website about Trump Administration requests) How positively or negatively would you feel if the college or university you attended released a statement like this?

Audience	Strongly Negative	Moderately Negative	Slightly Negative	Slightly Positive	Moderately Positive	Strongly Positive	Average Score
All Graduating Seniors	4%	5%	11%	19%	18%	42%	4.67
East North Central	4%	4%	11%	19%	16%	46%	4.76
West North Central	6%	8%	11%	21%	19%	35%	4.45 (-)
Middle Atlantic	4%	5%	10%	18%	15%	49%	4.81 (+)
Mountain	5%	5%	13%	28%	11%	38%	4.49
New England	2%	5%	6%	21%	20%	46%	4.90 (+)
Pacific	3%	4%	10%	18%	21%	44%	4.82 (+)
South Atlantic	5%	5%	13%	19%	18%	40%	4.58
East South Central	7%	7%	13%	23%	21%	30%	4.35 (-)
West South Central	6%	6%	10%	15%	25%	38%	4.64
International	0%	7%	10%	19%	23%	42%	4.84
Fully Rural	5%	7%	16%	25%	14%	33%	4.35 (-)
Small Town	5%	6%	13%	24%	18%	36%	4.51
Small City Suburban	5%	5%	9%	20%	16%	45%	4.72
Large City Suburban	4%	5%	13%	15%	23%	42%	4.73
Urban	4%	5%	8%	19%	18%	46%	4.80
2-Year College	6%	6%	13%	21%	15%	39%	4.50
Small Public	5%	10%	11%	21%	24%	29%	4.36 (-)
Small Private	0%	1%	17%	14%	14%	55%	5.06 (+)
Small Religious	4%	7%	18%	30%	18%	24%	4.23 (-)
Midsized Public	4%	6%	9%	21%	21%	39%	4.64
Midsized Private	2%	2%	8%	19%	19%	50%	5.00 (+)
Midsized Religious	7%	3%	5%	25%	22%	38%	4.67
Large Public	7%	4%	11%	17%	21%	40%	4.60
Large Private/Religious	5%	7%	12%	16%	17%	43%	4.61
Mega Public	4%	5%	8%	17%	15%	51%	4.88 (+)

# Harvard Response Affinity (Rising Students)

(After reading response from Harvard website about Trump Administration requests) How positively or negatively would you feel if the college or university you attended released a statement like this?

Audience	Strongly Negative	Moderately Negative	Slightly Negative	Slightly Positive	Moderately Positive	Strongly Positive	Average Score
All Rising Students	4%	6%	13%	21%	18%	39%	4.60
Woman	3%	6%	12%	21%	17%	41%	4.66
Man	5%	7%	15%	23%	20%	31%	4.37 (-)
Other Gender	2%	4%	10%	18%	16%	50%	4.92 (+)
Asian	3%	2%	10%	20%	23%	43%	4.86 (+)
Black/African American	3%	4%	7%	13%	21%	53%	5.05 (+)
Hispanic/Latinx	2%	6%	16%	18%	16%	43%	4.67
Other Race	2%	9%	19%	27%	12%	32%	4.33 (-)
White/Caucasian	5%	7%	13%	26%	17%	32%	4.38 (-)
High Achievers GPA	3%	5%	14%	23%	17%	39%	4.62
Above Average GPA	3%	6%	11%	22%	21%	37%	4.62
All Other GPA	7%	9%	12%	15%	16%	41%	4.46
Low Income	5%	9%	13%	17%	14%	43%	4.55
Lower-middle-income	5%	3%	14%	20%	18%	40%	4.63
Upper-middle-income	3%	5%	12%	24%	20%	36%	4.62
High Income	1%	9%	10%	24%	16%	40%	4.64
Strongly Liberal	2%	1%	2%	5%	11%	79%	5.58 (+)
Slightly Liberal	0%	2%	3%	8%	25%	63%	5.44 (+)
Moderate	3%	7%	15%	20%	20%	36%	4.57
Slightly Conservative	7%	10%	21%	41%	14%	7%	3.66 (-)
Strongly Conservative	10%	19%	28%	25%	8%	10%	3.33 (-)
Non-political	4%	4%	13%	28%	20%	32%	4.52
Christian	5%	6%	15%	28%	17%	29%	4.32 (-)
Catholic	1%	8%	13%	21%	18%	39%	4.64
Other Religious	2%	2%	15%	17%	20%	42%	4.77 (+)
Non-religious	2%	3%	5%	12%	19%	60%	5.23 (+)

# Harvard Response Affinity (Rising Students)

(After reading response from Harvard website about Trump Administration requests) How positively or negatively would you feel if the college or university you attended released a statement like this?

Audience	Strongly Negative	Moderately Negative	Slightly Negative	Slightly Positive	Moderately Positive	Strongly Positive	Average Score
All Rising Students	4%	6%	13%	21%	18%	39%	4.60
East North Central	5%	6%	16%	25%	20%	29%	4.36 (-)
West North Central	2%	3%	14%	24%	19%	38%	4.70
Middle Atlantic	2%	10%	13%	22%	14%	39%	4.55
Mountain	5%	7%	15%	20%	18%	35%	4.46
New England	0%	7%	14%	7%	7%	64%	5.07 (+)
Pacific	2%	8%	9%	19%	21%	40%	4.71
South Atlantic	4%	2%	12%	18%	20%	44%	4.78 (+)
East South Central	4%	7%	15%	30%	12%	32%	4.37 (-)
West South Central	5%	5%	10%	20%	18%	42%	4.66
International	0%	10%	5%	33%	10%	43%	4.72
Fully Rural	9%	10%	19%	23%	17%	22%	3.93 (-)
Small Town	4%	7%	19%	22%	14%	34%	4.35 (-)
Small City Suburban	3%	7%	11%	17%	22%	40%	4.67
Large City Suburban	3%	4%	11%	25%	17%	41%	4.71
Urban	2%	3%	9%	20%	18%	48%	4.92 (+)
2-Year College	4%	6%	13%	19%	26%	32%	4.51
Small Public	7%	7%	15%	30%	13%	28%	4.17 (-)
Small Private	2%	4%	11%	13%	18%	53%	5.00 (+)
Small Religious	6%	11%	13%	32%	17%	21%	4.06 (-)
Midsized Public	3%	5%	16%	22%	19%	35%	4.56
Midsized Private	3%	4%	7%	14%	18%	55%	5.07 (+)
Midsized Religious	8%	8%	15%	31%	18%	21%	4.07 (-)
Large Public	4%	7%	10%	21%	17%	41%	4.62
Large Private/Religious	0%	6%	10%	15%	18%	52%	5.00 (+)
Mega Public	8%	6%	14%	24%	12%	37%	4.38 (-)

# Harvard Response Affinity (Parents)

(After reading response from Harvard website about Trump Administration requests) How positively or negatively would you feel if the college your child attended released a statement like this?

Audience	Strongly Negative	Moderately Negative	Slightly Negative	Slightly Positive	Moderately Positive	Strongly Positive	Average Score
All Parents	8%	7%	14%	16%	17%	39%	4.44
Woman	7%	7%	13%	16%	17%	40%	4.49
Man	9%	8%	15%	20%	17%	31%	4.21 (-)
Other Gender	16%	10%	10%	7%	23%	36%	4.17 (-)
Asian	9%	7%	13%	26%	15%	30%	4.18 (-)
Black/African American	9%	5%	7%	10%	21%	47%	4.71 (+)
Hispanic/Latinx	5%	6%	9%	17%	23%	40%	4.65 (+)
Other Race	10%	10%	15%	17%	14%	35%	4.19 (-)
White/Caucasian	7%	7%	17%	18%	15%	37%	4.36
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	9%	4%	17%	21%	17%	31%	4.28 (-)
Lower-middle-income	9%	6%	16%	13%	19%	38%	4.40
Upper-middle-income	6%	9%	11%	18%	16%	41%	4.52
High Income	12%	5%	12%	11%	15%	46%	4.49
Strongly Liberal	3%	2%	3%	7%	11%	75%	5.48 (+)
Slightly Liberal	2%	2%	2%	7%	26%	61%	5.36 (+)
Moderate	6%	7%	12%	21%	18%	37%	4.48
Slightly Conservative	15%	13%	22%	24%	12%	13%	3.45
Strongly Conservative	16%	14%	29%	16%	14%	13%	3.35
Non-political	8%	8%	19%	21%	18%	27%	4.16 (-)
Christian	8%	9%	15%	16%	21%	31%	4.27 (-)
Catholic	10%	7%	13%	19%	13%	39%	4.34
Other Religious	8%	8%	14%	19%	14%	36%	4.30
Non-religious	3%	3%	6%	14%	11%	64%	5.20 (+)

# Harvard Response Affinity (Parents)

(After reading response from Harvard website about Trump Administration requests) How positively or negatively would you feel if the college your child attended released a statement like this?

Audience	Strongly Negative	Moderately Negative	Slightly Negative	Slightly Positive	Moderately Positive	Strongly Positive	Average Score
All Parents	8%	7%	14%	16%	17%	39%	4.44
East North Central	11%	2%	17%	18%	15%	37%	4.34
West North Central	20%	7%	9%	20%	11%	34%	3.96 (-)
Middle Atlantic	6%	5%	13%	19%	18%	38%	4.52
Mountain	5%	3%	13%	16%	19%	45%	4.77 (+)
New England	2%	7%	11%	16%	16%	49%	4.83 (+)
Pacific	5%	4%	13%	8%	19%	52%	4.89 (+)
South Atlantic	5%	8%	12%	15%	18%	43%	4.62 (+)
East South Central	7%	20%	17%	17%	10%	29%	3.91 (-)
West South Central	8%	11%	15%	21%	22%	23%	4.08 (-)
International	27%	7%	20%	7%	0%	40%	3.67 (-)
Fully Rural	17%	9%	13%	23%	17%	22%	3.80 (-)
Small Town	5%	8%	17%	19%	19%	33%	4.36
Small City Suburban	8%	7%	12%	13%	17%	44%	4.56
Large City Suburban	6%	6%	11%	18%	17%	42%	4.60 (+)
Urban	8%	6%	15%	15%	16%	40%	4.44
2-Year College	9%	7%	15%	17%	23%	29%	4.26 (-)
Small Public	11%	8%	14%	25%	17%	27%	4.08 (-)
Small Private	3%	2%	9%	14%	17%	55%	5.06 (+)
Small Religious	4%	15%	15%	21%	17%	29%	4.19 (-)
Midsized Public	8%	5%	11%	16%	17%	43%	4.57
Midsized Private	12%	9%	9%	12%	9%	50%	4.47
Midsized Religious	13%	8%	26%	11%	19%	23%	3.83 (-)
Large Public	5%	9%	15%	14%	16%	42%	4.54
Large Private/Religious	0%	6%	28%	17%	17%	33%	4.45
Mega Public	4%	4%	13%	13%	26%	39%	4.69 (+)

“

# Qualitative Themes

Explaining affinity toward or against the Harvard website response to the Trump Administration.

## Theme 1: Defending Academic Freedom

*“Universities and colleges, private or public, should be able to teach their curriculum without the looming threat of a government attempting to suppress education.”*

*“It’s important for colleges to remain independent and not be controlled by the government.”*

*“Government should not control what colleges do or don’t teach or who they enroll.”*

## Theme 2: Advocating for Students

*“I would be excited that my university protects its students and exercises their constitutional rights.”*

*“A college that sticks up for its students’ rights has the right to continue educating and helping future leaders.”*

*“It’s amazing to be in a college that stands up for its beliefs and its students in the face of something that will be in the history books.”*

## Theme 3: Finding Common Ground With Government

*“We don’t need to fight against the government... if they are funding you, just keep those funds coming in so that you can expand your research and make student life better.”*

*“There must be a mutual ground. It is the administration’s responsibility on both sides to determine where that lies.”*

*“Both sides need to listen more and stop fighting.”*

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*\*Quotes may be adjusted slightly for grammar and clarity.*

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# Qualitative Themes

Explaining affinity toward or against the Harvard website response to the Trump Administration.

## Theme 4: Collective Courage

*“Higher education is important and it's important that institutions stand up for those rights.”*

*“A school like Harvard has to stand up because other schools won't have that ability.”*

*“Harvard has always been my first choice so to see them stand up like this was very special.”*

*“I believe that it shows a community's and college's strength, if they are willing to stand up for their rights against the federal government.”*

## Theme 5: Professional

*“The message was professional and strong. I don't think there's anything wrong with that.”*

*“You can tell this was written very carefully and thoughtfully. It projects very well on the institution, and I'd want my son to go there if he could get in.”*

## Theme 6: Pro-Compliance

*“I don't care who the president is, we should support the decision. I don't like what my boss does every day but I support his decisions because it's the right thing to do.”*

*“Of course it's a liberal private college fighting against THE PRESIDENT because they are so sad they lost an election. Boo hoo.”*

*“If the president tells you to do something you don't question it.”*

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*\*Quotes may be adjusted slightly for grammar and clarity.*

# Leadership Response Importance (Graduating Seniors)

How important is it for the president of a college or university to issue statements regarding political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Graduating Seniors	16%	17%	36%	22%	9%	2.90
Woman	15%	17%	38%	21%	9%	2.93
Man	23%	17%	32%	20%	9%	2.76 (-)
Other Gender	12%	15%	32%	33%	9%	3.12 (+)
Asian	10%	16%	36%	27%	11%	3.12 (+)
Black/African American	8%	15%	33%	29%	15%	3.27 (+)
Hispanic/Latinx	13%	14%	37%	25%	12%	3.10 (+)
Other Race	25%	14%	34%	21%	7%	2.72 (-)
White/Caucasian	21%	20%	38%	16%	5%	2.65 (-)
High Achievers GPA	16%	19%	37%	20%	9%	2.87
Above Average GPA	19%	17%	33%	23%	9%	2.86
All Other GPA	14%	11%	43%	22%	10%	3.04
Low Income	14%	14%	36%	25%	11%	3.05
Lower-middle-income	13%	16%	39%	22%	10%	2.98
Upper-middle-income	19%	20%	35%	20%	7%	2.76 (-)
High Income	23%	16%	33%	21%	7%	2.72 (-)
Strongly Liberal	2%	9%	32%	37%	20%	3.63 (+)
Slightly Liberal	6%	13%	42%	29%	10%	3.23 (+)
Moderate	14%	19%	37%	22%	8%	2.91
Slightly Conservative	27%	24%	36%	10%	3%	2.37 (-)
Strongly Conservative	31%	22%	35%	11%	2%	2.31 (-)
Non-political	26%	18%	34%	14%	8%	2.59 (-)
Christian	19%	18%	38%	18%	6%	2.74 (-)
Catholic	19%	18%	35%	18%	10%	2.83
Other Religious	12%	15%	35%	24%	13%	3.11 (+)
Non-religious	10%	14%	36%	29%	12%	3.19 (+)

# Leadership Response Importance (Graduating Seniors)

How important is it for the president of a college or university to issue statements regarding political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Graduating Seniors	16%	17%	36%	22%	9%	2.90
East North Central	19%	19%	29%	24%	10%	2.87
West North Central	24%	18%	38%	16%	5%	2.59 (-)
Middle Atlantic	11%	14%	40%	27%	8%	3.07 (+)
Mountain	19%	21%	36%	17%	8%	2.73 (-)
New England	14%	11%	42%	26%	8%	3.04
Pacific	13%	16%	35%	26%	11%	3.05
South Atlantic	17%	15%	38%	21%	9%	2.90
East South Central	18%	16%	46%	10%	10%	2.77
West South Central	14%	23%	34%	19%	10%	2.88
International	27%	9%	35%	21%	9%	2.76
Fully Rural	23%	25%	33%	13%	6%	2.53 (-)
Small Town	20%	18%	40%	14%	7%	2.71 (-)
Small City Suburban	16%	15%	36%	24%	10%	2.96
Large City Suburban	15%	18%	35%	22%	10%	2.94
Urban	12%	14%	36%	30%	9%	3.10 (+)
2-Year College	21%	16%	36%	20%	8%	2.78
Small Public	15%	21%	38%	17%	9%	2.84
Small Private	18%	15%	37%	24%	7%	2.88
Small Religious	30%	16%	30%	17%	6%	2.52 (-)
Midsize Public	16%	15%	36%	23%	10%	2.97
Midsize Private	13%	16%	37%	22%	12%	3.04
Midsize Religious	18%	23%	38%	13%	8%	2.71 (-)
Large Public	9%	18%	42%	24%	8%	3.02
Large Private/Religious	16%	14%	35%	26%	10%	3.00
Mega Public	15%	18%	34%	22%	11%	2.94

# Leadership Response Importance (Rising Students)

How important is it for the president of a college or university to issue statements regarding political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Rising Students	17%	20%	34%	21%	8%	2.83
Woman	16%	20%	34%	22%	8%	2.85
Man	19%	20%	34%	17%	10%	2.80
Other Gender	15%	23%	27%	29%	6%	2.90
Asian	8%	11%	42%	27%	12%	3.25 (+)
Black/African American	10%	15%	33%	28%	14%	3.20 (+)
Hispanic/Latinx	9%	20%	39%	24%	8%	3.01 (+)
Other Race	27%	27%	28%	12%	7%	2.46 (-)
White/Caucasian	22%	23%	32%	17%	5%	2.60
High Achievers GPA	19%	21%	32%	21%	7%	2.75
Above Average GPA	14%	19%	37%	21%	9%	2.92
All Other GPA	16%	19%	33%	23%	9%	2.92
Low Income	12%	18%	34%	26%	10%	3.02 (+)
Lower-middle-income	15%	20%	34%	20%	12%	2.94
Upper-middle-income	20%	20%	35%	20%	5%	2.70
High Income	19%	28%	32%	17%	6%	2.63 (-)
Strongly Liberal	5%	11%	32%	35%	17%	3.50 (+)
Slightly Liberal	6%	15%	34%	34%	12%	3.29 (+)
Moderate	13%	23%	40%	19%	6%	2.83
Slightly Conservative	37%	25%	30%	7%	2%	2.13 (-)
Strongly Conservative	29%	26%	28%	12%	4%	2.37 (-)
Non-political	19%	21%	36%	16%	8%	2.72
Christian	22%	22%	32%	18%	6%	2.65
Catholic	16%	21%	34%	21%	8%	2.83
Other Religious	14%	18%	37%	22%	10%	2.94
Non-religious	11%	13%	37%	30%	10%	3.15 (+)

# Leadership Response Importance (Rising Students)

How important is it for the president of a college or university to issue statements regarding political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Rising Students	17%	20%	34%	21%	8%	2.83
East North Central	20%	21%	33%	17%	9%	2.74
West North Central	19%	27%	18%	29%	7%	2.76
Middle Atlantic	11%	18%	35%	27%	10%	3.07 (+)
Mountain	21%	19%	38%	14%	8%	2.69 (-)
New England	4%	22%	33%	30%	11%	3.22 (+)
Pacific	19%	19%	33%	20%	8%	2.79
South Atlantic	16%	18%	34%	22%	10%	2.91
East South Central	12%	29%	29%	24%	7%	2.84
West South Central	16%	18%	41%	21%	5%	2.82
International	29%	10%	33%	10%	19%	2.81
Fully Rural	27%	13%	33%	19%	8%	2.68 (-)
Small Town	21%	19%	30%	23%	7%	2.76
Small City Suburban	16%	21%	35%	21%	7%	2.82
Large City Suburban	15%	23%	34%	21%	7%	2.80
Urban	12%	17%	37%	21%	14%	3.08 (+)
2-Year College	19%	15%	38%	23%	4%	2.79
Small Public	16%	14%	35%	27%	9%	2.99
Small Private	8%	21%	38%	26%	8%	3.05 (+)
Small Religious	26%	26%	35%	11%	2%	2.37 (-)
Midsize Public	16%	23%	36%	20%	5%	2.74
Midsize Private	11%	13%	33%	27%	16%	3.26 (+)
Midsize Religious	37%	20%	23%	17%	4%	2.32 (-)
Large Public	18%	24%	35%	16%	8%	2.72
Large Private/Religious	9%	18%	33%	24%	16%	3.20 (+)
Mega Public	23%	23%	21%	21%	12%	2.75

# Leadership Response Importance (Parents)

How important is it for the president of a college or university to issue statements regarding political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Parents	25%	15%	33%	19%	8%	2.70
Woman	23%	16%	33%	20%	8%	2.74
Man	33%	12%	32%	19%	4%	2.48 (-)
Other Gender	26%	17%	29%	17%	11%	2.71
Asian	19%	13%	37%	26%	6%	2.87(+)
Black/African American	14%	13%	38%	25%	12%	3.09(+)
Hispanic/Latinx	14%	14%	31%	34%	6%	3.03(+)
Other Race	29%	12%	32%	18%	9%	2.66
White/Caucasian	33%	17%	31%	13%	7%	2.44 (-)
High Achievers GPA	N/A	N/A	N/A	N/A	N/A	N/A
Above Average GPA	N/A	N/A	N/A	N/A	N/A	N/A
All Other GPA	N/A	N/A	N/A	N/A	N/A	N/A
Low Income	17%	17%	34%	23%	9%	2.89(+)
Lower-middle-income	26%	14%	32%	20%	8%	2.70
Upper-middle-income	26%	14%	33%	19%	8%	2.71
High Income	31%	19%	37%	10%	2%	2.31 (-)
Strongly Liberal	3%	12%	27%	31%	26%	3.66(+)
Slightly Liberal	6%	18%	44%	26%	7%	3.12(+)
Moderate	24%	15%	42%	16%	3%	2.61(-)
Slightly Conservative	36%	17%	30%	15%	2%	2.28 (-)
Strongly Conservative	47%	17%	23%	11%	2%	2.04 (-)
Non-political	37%	15%	23%	19%	6%	2.42 (-)
Christian	28%	17%	34%	16%	5%	2.52 (-)
Catholic	25%	14%	32%	24%	6%	2.72
Other Religious	21%	11%	38%	21%	8%	2.84
Non-religious	15%	13%	33%	22%	17%	3.14(+)

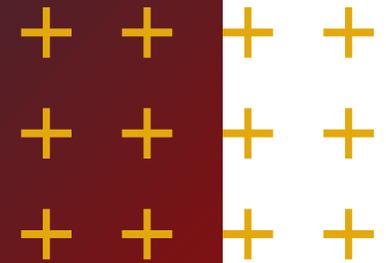
# Leadership Response Importance (Parents)

How important is it for the president of a college or university to issue statements regarding political issues?

Audience	Not at All Important	Slightly Important	Somewhat Important	Highly Important	Absolutely Critical	Average Score
All Parents	25%	15%	33%	19%	8%	2.70
East North Central	30%	16%	30%	14%	11%	2.61
West North Central	27%	18%	34%	20%	2%	2.52 (-)
Middle Atlantic	18%	16%	38%	19%	8%	2.83
Mountain	20%	17%	36%	22%	5%	2.74
New England	22%	20%	28%	24%	7%	2.74
Pacific	12%	12%	36%	33%	7%	3.09 (+)
South Atlantic	24%	16%	35%	17%	8%	2.70
East South Central	37%	7%	34%	15%	7%	2.48 (-)
West South Central	33%	13%	29%	18%	7%	2.54
International	33%	13%	13%	20%	20%	2.80
Fully Rural	46%	13%	28%	9%	4%	2.11 (-)
Small Town	29%	22%	26%	19%	5%	2.48 (-)
Small City Suburban	26%	10%	36%	17%	11%	2.78
Large City Suburban	19%	15%	36%	26%	4%	2.80
Urban	16%	17%	34%	20%	12%	2.96 (+)
2-Year College	26%	19%	22%	25%	9%	2.71
Small Public	27%	14%	33%	19%	7%	2.65
Small Private	18%	12%	35%	23%	12%	2.98 (+)
Small Religious	33%	10%	33%	17%	6%	2.52 (-)
Midsize Public	23%	16%	33%	21%	7%	2.74
Midsize Private	29%	13%	33%	19%	6%	2.59
Midsize Religious	32%	17%	35%	11%	6%	2.43 (-)
Large Public	24%	15%	32%	19%	10%	2.75
Large Private/Religious	11%	11%	42%	21%	16%	3.21 (+)
Mega Public	26%	17%	48%	0%	9%	2.48 (-)

# CARNEGIE

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