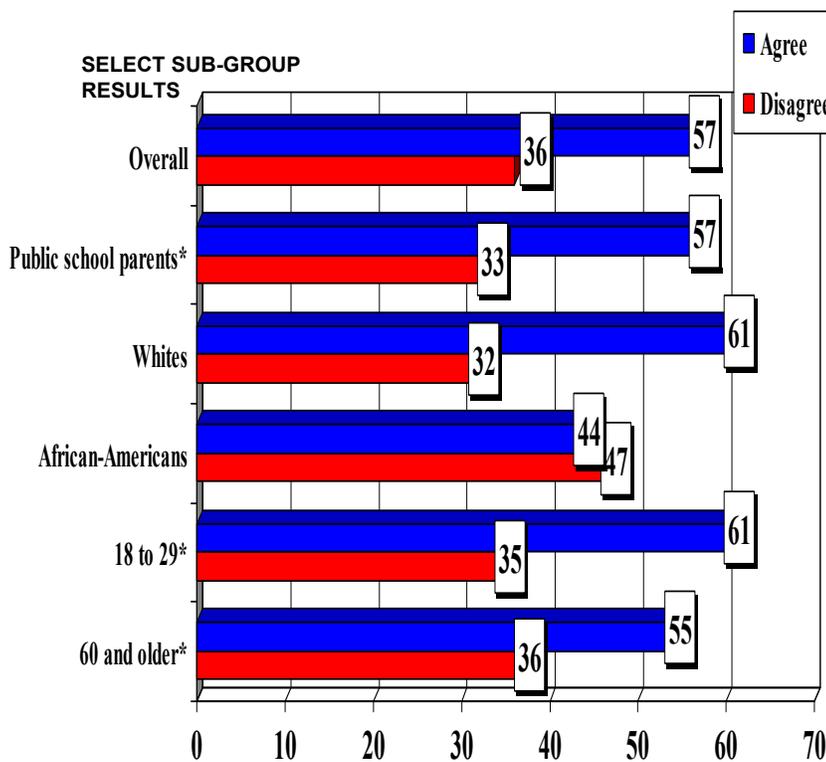
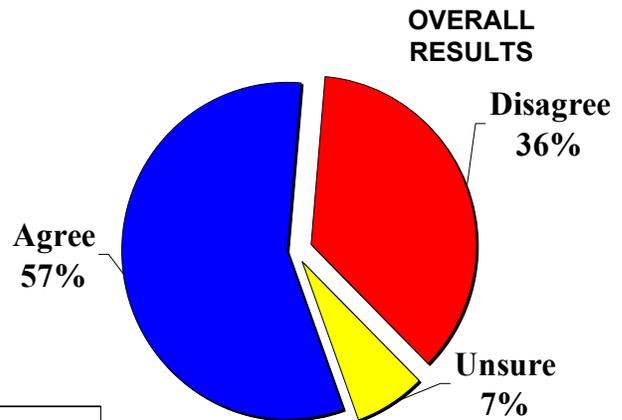


Ohio Voter Survey Results: Amid Changing Labor Market, Some Now Feel that College Degrees are No Longer Essential to Career Success

QUESTION WORDING:

“Do you agree or disagree that, because of the new types of skilled manufacturing jobs that employers say are now going unfilled, a college degree is no longer as important to have a good-paying career?”



Once regarded as the unrivaled gateway to success, the survey results indicate that the notion of a college degree may be losing its luster. Although this question has not been tested before, the results are somewhat surprising, given the number of esteemed colleges in Ohio and their presumptive effect on views about higher education. While there were no significant differences among school parents or by age group – that is, by generation – there was a notable difference by race, with African-Americans more likely to reject the premise of the diminished value of a degree, when compared with white respondents.

* Differences are not statistically significant

METHODS: This survey research data was gathered through telephone interviews that specially-trained interviewers conducted with 800 randomly-selected registered voters in the State of Ohio with histories of voting in recent November general elections, who had valid residential, VOIP or cellular telephone numbers. The interviews were performed during the period of September 13, 2017 through September 19, 2017. The overall estimated margin of sampling error is +/- 3.46%, based on a confidence level of 95%, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 3.46% of those provided herein. Adjustments were made to weight the results toward demographic and geographic characteristics of the state’s electorate, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias. **Please note that this survey question was not funded or commissioned by any organization or committee. Permission is granted for distribution to share this information with any interested parties.**

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