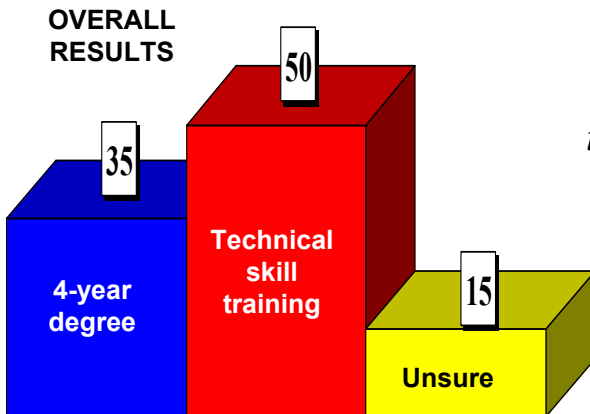


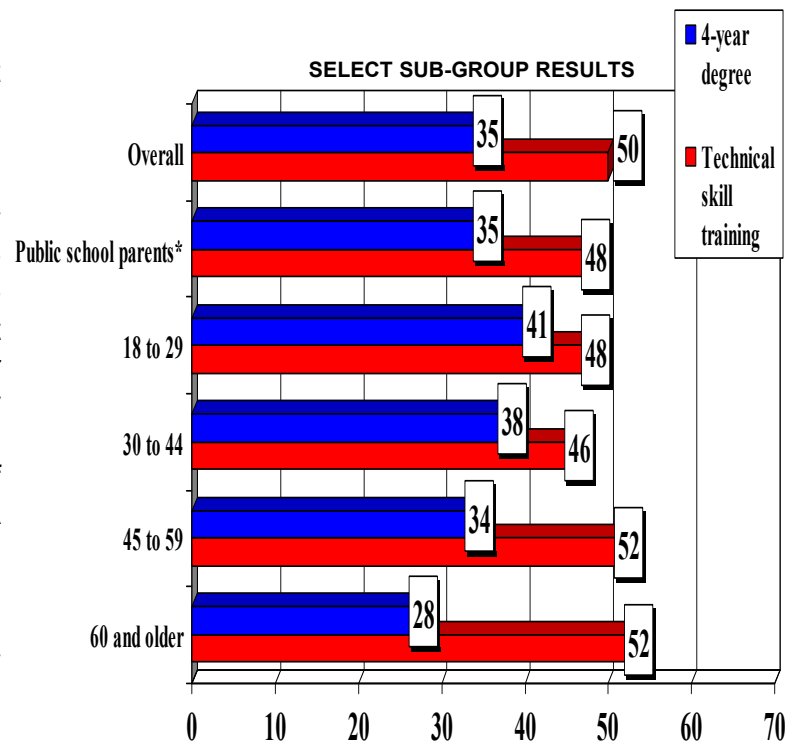
# Ohio Voter Survey Results: Parent and Voter Views Comparing the Investments of Technical Training and 4-Year College Degrees

## QUESTION WORDING:

*“When considering the cost, earning potential, availability of employment and time required, at this time, which is a better investment for a high school student in Ohio, a 4-year college degree, such as that from a university, or technical skill training, such as that from a high school-level career program?”*



Another indication that the college degree may be losing some of its luster, the most intriguing finding from the survey data is how consistent the results are among the spectrum of sub-groups. Among all the sub-groups tested, the only statistically significant differences were by age groups, and even those contrasts were modest ones. One pattern of note is that the perceived importance of the 4-year degree appears to be inversely associated with age, from a high of 41% among 18 to 29 year-olds to its nadir of 28% among those 60 and older. A cautionary note is that, anecdotally and evidence from other surveys indicate that, although views of the primacy of the 4-year degree may be waning, many parents still prefer for their children to pursue them, even if they also take part in high school career training.



\* 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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