



National Tracking Poll #2103139
March 23-26, 2021

Crosstabulation Results

Methodology:

This poll was conducted from March 23-26, 2021, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table BPC1: Considering the money and time involved in getting a college degree, do you think that getting a college degree or credential today is

Demographic	Definitely worth it		Probably worth it		Probably not worth it		Definitely not worth it		Don't know/No opinion		Total N
Adults	27%	(589)	33%	(720)	20%	(447)	9%	(191)	12%	(253)	2200
Gender: Male	30%	(317)	32%	(341)	20%	(216)	9%	(100)	8%	(87)	1062
Gender: Female	24%	(272)	33%	(379)	20%	(231)	8%	(91)	15%	(166)	1138
Age: 18-34	28%	(185)	34%	(223)	17%	(112)	6%	(39)	15%	(97)	655
Age: 35-44	31%	(111)	28%	(99)	22%	(79)	9%	(32)	10%	(37)	358
Age: 45-64	24%	(181)	30%	(229)	24%	(178)	11%	(81)	11%	(83)	751
Age: 65+	26%	(112)	39%	(170)	18%	(79)	9%	(39)	8%	(36)	436
GenZers: 1997-2012	20%	(54)	41%	(110)	17%	(45)	7%	(20)	16%	(42)	272
Millennials: 1981-1996	35%	(217)	28%	(170)	18%	(112)	7%	(44)	12%	(73)	616
GenXers: 1965-1980	23%	(124)	31%	(169)	24%	(129)	8%	(46)	13%	(72)	540
Baby Boomers: 1946-1964	26%	(177)	33%	(225)	22%	(147)	11%	(72)	9%	(61)	680
PID: Dem (no lean)	33%	(285)	37%	(317)	15%	(124)	6%	(55)	9%	(74)	855
PID: Ind (no lean)	21%	(146)	31%	(208)	24%	(165)	9%	(64)	14%	(98)	681
PID: Rep (no lean)	24%	(158)	29%	(195)	24%	(158)	11%	(72)	12%	(82)	665
PID/Gender: Dem Men	37%	(150)	35%	(141)	12%	(48)	7%	(30)	8%	(34)	404
PID/Gender: Dem Women	30%	(135)	39%	(176)	17%	(76)	5%	(25)	9%	(40)	451
PID/Gender: Ind Men	23%	(74)	33%	(106)	27%	(86)	10%	(31)	8%	(26)	322
PID/Gender: Ind Women	20%	(72)	28%	(102)	22%	(80)	9%	(33)	20%	(72)	358
PID/Gender: Rep Men	28%	(93)	28%	(94)	25%	(82)	12%	(39)	8%	(28)	336
PID/Gender: Rep Women	20%	(65)	31%	(101)	23%	(75)	10%	(33)	16%	(54)	329
Ideo: Liberal (1-3)	34%	(217)	40%	(256)	15%	(96)	6%	(36)	6%	(40)	644
Ideo: Moderate (4)	28%	(170)	32%	(194)	22%	(136)	8%	(52)	10%	(62)	613
Ideo: Conservative (5-7)	23%	(170)	31%	(223)	25%	(183)	11%	(81)	10%	(72)	729
Educ: < College	20%	(302)	31%	(475)	24%	(359)	10%	(150)	15%	(225)	1512
Educ: Bachelors degree	38%	(168)	36%	(158)	15%	(68)	7%	(31)	4%	(18)	444
Educ: Post-grad	49%	(118)	35%	(86)	8%	(19)	4%	(10)	4%	(10)	244
Income: Under 50k	21%	(222)	31%	(333)	22%	(240)	10%	(111)	15%	(162)	1067
Income: 50k-100k	28%	(197)	35%	(248)	20%	(144)	8%	(55)	10%	(68)	713
Income: 100k+	41%	(170)	33%	(139)	15%	(63)	6%	(24)	6%	(23)	420

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Table BPC1: Considering the money and time involved in getting a college degree, do you think that getting a college degree or credential today is

Demographic	Definitely worth it		Probably worth it		Probably not worth it		Definitely not worth it		Don't know/No opinion		Total N
Adults	27%	(589)	33%	(720)	20%	(447)	9%	(191)	12%	(253)	2200
Ethnicity: White	27%	(467)	33%	(562)	21%	(363)	9%	(153)	10%	(177)	1722
Ethnicity: Hispanic	23%	(80)	31%	(107)	25%	(87)	11%	(40)	10%	(37)	349
Ethnicity: Black	25%	(69)	34%	(94)	14%	(38)	9%	(25)	18%	(48)	274
Ethnicity: Other	26%	(53)	31%	(64)	22%	(45)	7%	(13)	14%	(28)	204
All Christian	29%	(306)	33%	(351)	22%	(227)	8%	(79)	8%	(87)	1049
All Non-Christian	47%	(69)	27%	(40)	9%	(13)	4%	(5)	13%	(20)	146
Atheist	16%	(18)	48%	(53)	19%	(21)	7%	(8)	10%	(11)	110
Agnostic/Nothing in particular	22%	(111)	31%	(154)	21%	(108)	11%	(54)	15%	(77)	504
Something Else	22%	(86)	31%	(123)	20%	(79)	12%	(45)	15%	(58)	391
Religious Non-Protestant/Catholic	46%	(71)	28%	(43)	10%	(16)	3%	(5)	13%	(20)	155
Evangelical	31%	(188)	28%	(171)	19%	(116)	9%	(55)	13%	(80)	609
Non-Evangelical	24%	(192)	36%	(294)	23%	(186)	9%	(69)	8%	(65)	807
Community: Urban	39%	(244)	33%	(208)	14%	(89)	4%	(27)	10%	(62)	630
Community: Suburban	23%	(231)	32%	(325)	25%	(249)	8%	(83)	12%	(123)	1012
Community: Rural	20%	(114)	33%	(186)	20%	(109)	15%	(81)	12%	(68)	559
Employ: Private Sector	33%	(233)	30%	(207)	21%	(144)	8%	(54)	8%	(58)	696
Employ: Government	35%	(40)	42%	(49)	15%	(17)	5%	(5)	4%	(4)	115
Employ: Self-Employed	25%	(49)	29%	(58)	25%	(48)	8%	(17)	13%	(25)	197
Employ: Homemaker	16%	(30)	25%	(46)	21%	(40)	11%	(20)	27%	(49)	185
Employ: Student	25%	(30)	52%	(61)	13%	(15)	4%	(5)	5%	(6)	116
Employ: Retired	23%	(120)	38%	(195)	20%	(101)	11%	(54)	8%	(42)	513
Employ: Unemployed	22%	(59)	30%	(79)	23%	(60)	9%	(24)	16%	(41)	263
Employ: Other	25%	(28)	22%	(26)	20%	(23)	10%	(11)	24%	(28)	116
Military HH: Yes	27%	(102)	32%	(121)	18%	(69)	11%	(41)	11%	(42)	376
Military HH: No	27%	(486)	33%	(599)	21%	(378)	8%	(150)	12%	(211)	1824
RD/WT: Right Direction	35%	(373)	36%	(393)	13%	(145)	6%	(61)	10%	(106)	1078
RD/WT: Wrong Track	19%	(216)	29%	(327)	27%	(302)	12%	(129)	13%	(147)	1122
Biden Job Approve	34%	(417)	37%	(456)	15%	(184)	6%	(71)	8%	(98)	1226
Biden Job Disapprove	19%	(154)	28%	(230)	28%	(230)	13%	(105)	13%	(105)	824

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Table BPC1: Considering the money and time involved in getting a college degree, do you think that getting a college degree or credential today is

Demographic	Definitely worth it		Probably worth it		Probably not worth it		Definitely not worth it		Don't know/No opinion		Total N
Adults	27%	(589)	33%	(720)	20%	(447)	9%	(191)	12%	(253)	2200
Biden Job Strongly Approve	41%	(290)	34%	(241)	12%	(87)	6%	(40)	7%	(52)	710
Biden Job Somewhat Approve	25%	(127)	42%	(215)	19%	(97)	6%	(32)	9%	(45)	516
Biden Job Somewhat Disapprove	19%	(44)	36%	(84)	24%	(57)	9%	(21)	11%	(26)	232
Biden Job Strongly Disapprove	19%	(110)	25%	(146)	29%	(173)	14%	(84)	13%	(79)	591
Favorable of Biden	33%	(407)	38%	(457)	15%	(182)	6%	(77)	8%	(93)	1217
Unfavorable of Biden	19%	(158)	28%	(239)	28%	(237)	13%	(108)	13%	(107)	849
Very Favorable of Biden	38%	(276)	36%	(260)	13%	(92)	5%	(37)	8%	(60)	725
Somewhat Favorable of Biden	27%	(131)	40%	(197)	18%	(90)	8%	(41)	7%	(33)	492
Somewhat Unfavorable of Biden	24%	(48)	36%	(73)	23%	(47)	7%	(15)	10%	(21)	204
Very Unfavorable of Biden	17%	(110)	26%	(166)	29%	(190)	14%	(93)	13%	(86)	645
#1 Issue: Economy	27%	(220)	34%	(271)	19%	(154)	9%	(71)	11%	(85)	801
#1 Issue: Security	24%	(84)	27%	(93)	27%	(94)	12%	(41)	9%	(30)	342
#1 Issue: Health Care	24%	(88)	39%	(141)	19%	(68)	5%	(19)	13%	(46)	362
#1 Issue: Medicare / Social Security	27%	(65)	35%	(83)	17%	(41)	8%	(20)	13%	(31)	239
#1 Issue: Women's Issues	25%	(32)	30%	(38)	27%	(34)	5%	(6)	13%	(16)	125
#1 Issue: Education	41%	(44)	33%	(35)	8%	(8)	7%	(8)	11%	(12)	107
#1 Issue: Energy	33%	(27)	21%	(17)	24%	(20)	13%	(11)	9%	(8)	83
#1 Issue: Other	22%	(30)	31%	(43)	19%	(27)	10%	(15)	18%	(25)	141
2020 Vote: Joe Biden	34%	(332)	37%	(362)	16%	(157)	6%	(61)	6%	(63)	975
2020 Vote: Donald Trump	23%	(159)	30%	(215)	25%	(179)	11%	(81)	10%	(73)	706
2020 Vote: Other	22%	(12)	41%	(22)	18%	(10)	16%	(8)	3%	(2)	53
2020 Vote: Didn't Vote	18%	(86)	26%	(122)	22%	(101)	9%	(40)	25%	(116)	466
2018 House Vote: Democrat	35%	(258)	37%	(271)	15%	(109)	7%	(49)	6%	(42)	730
2018 House Vote: Republican	26%	(160)	30%	(181)	24%	(146)	11%	(69)	9%	(57)	613
2018 House Vote: Someone else	28%	(15)	31%	(17)	18%	(10)	14%	(7)	10%	(5)	54
2016 Vote: Hillary Clinton	36%	(248)	35%	(243)	15%	(102)	6%	(44)	7%	(49)	685
2016 Vote: Donald Trump	24%	(172)	32%	(225)	24%	(174)	10%	(74)	9%	(67)	713
2016 Vote: Other	27%	(28)	29%	(30)	25%	(26)	14%	(15)	5%	(5)	104
2016 Vote: Didn't Vote	20%	(140)	31%	(217)	21%	(145)	8%	(58)	19%	(132)	693
Voted in 2014: Yes	32%	(393)	33%	(407)	20%	(244)	8%	(98)	8%	(94)	1236
Voted in 2014: No	20%	(196)	33%	(314)	21%	(203)	10%	(93)	16%	(159)	964

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Table BPC1: *Considering the money and time involved in getting a college degree, do you think that getting a college degree or credential today is*

Demographic	Definitely worth it		Probably worth it		Probably not worth it		Definitely not worth it		Don't know/No opinion		Total N
Adults	27%	(589)	33%	(720)	20%	(447)	9%	(191)	12%	(253)	2200
4-Region: Northeast	33%	(130)	29%	(113)	22%	(85)	7%	(27)	10%	(38)	394
4-Region: Midwest	22%	(100)	34%	(155)	22%	(103)	11%	(49)	12%	(54)	462
4-Region: South	26%	(218)	34%	(279)	19%	(153)	8%	(68)	13%	(106)	824
4-Region: West	27%	(141)	33%	(172)	20%	(105)	9%	(46)	11%	(55)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC2_1: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?
Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	52%	(1149)	35%	(772)	5%	(121)	1%	(23)	6%	(134)	2200
Gender: Male	54%	(571)	35%	(373)	5%	(58)	1%	(10)	5%	(50)	1062
Gender: Female	51%	(579)	35%	(399)	6%	(63)	1%	(13)	7%	(84)	1138
Age: 18-34	43%	(280)	37%	(245)	11%	(69)	1%	(7)	8%	(53)	655
Age: 35-44	58%	(207)	30%	(108)	5%	(19)	2%	(6)	5%	(18)	358
Age: 45-64	55%	(413)	36%	(268)	3%	(20)	1%	(6)	6%	(43)	751
Age: 65+	57%	(249)	35%	(151)	3%	(13)	1%	(4)	4%	(19)	436
GenZers: 1997-2012	36%	(98)	39%	(107)	15%	(42)	1%	(1)	8%	(23)	272
Millennials: 1981-1996	52%	(321)	32%	(199)	7%	(42)	2%	(12)	7%	(42)	616
GenXers: 1965-1980	53%	(286)	37%	(200)	3%	(16)	1%	(6)	6%	(32)	540
Baby Boomers: 1946-1964	58%	(395)	34%	(233)	3%	(19)	—	(3)	5%	(31)	680
PID: Dem (no lean)	53%	(454)	37%	(312)	5%	(44)	1%	(10)	4%	(34)	855
PID: Ind (no lean)	52%	(353)	34%	(234)	7%	(45)	1%	(4)	7%	(45)	681
PID: Rep (no lean)	52%	(343)	34%	(226)	5%	(31)	1%	(9)	8%	(55)	665
PID/Gender: Dem Men	51%	(208)	39%	(159)	4%	(16)	1%	(4)	4%	(16)	404
PID/Gender: Dem Women	55%	(246)	34%	(153)	6%	(28)	1%	(6)	4%	(18)	451
PID/Gender: Ind Men	56%	(182)	32%	(103)	8%	(25)	—	(2)	3%	(11)	322
PID/Gender: Ind Women	48%	(171)	36%	(131)	6%	(20)	1%	(2)	9%	(34)	358
PID/Gender: Rep Men	54%	(181)	33%	(111)	5%	(17)	1%	(4)	7%	(23)	336
PID/Gender: Rep Women	49%	(162)	35%	(116)	4%	(15)	1%	(5)	10%	(33)	329
Ideo: Liberal (1-3)	56%	(358)	36%	(229)	4%	(23)	1%	(9)	4%	(25)	644
Ideo: Moderate (4)	52%	(319)	35%	(213)	6%	(36)	2%	(10)	6%	(35)	613
Ideo: Conservative (5-7)	53%	(386)	35%	(253)	6%	(46)	1%	(4)	5%	(39)	729
Educ: < College	51%	(768)	35%	(526)	6%	(87)	1%	(20)	7%	(112)	1512
Educ: Bachelors degree	56%	(248)	35%	(155)	5%	(20)	1%	(3)	4%	(17)	444
Educ: Post-grad	54%	(133)	37%	(91)	6%	(14)	—	(1)	2%	(6)	244
Income: Under 50k	48%	(516)	35%	(377)	6%	(69)	2%	(18)	8%	(88)	1067
Income: 50k-100k	53%	(377)	35%	(252)	5%	(39)	1%	(5)	5%	(39)	713
Income: 100k+	61%	(256)	34%	(143)	3%	(13)	—	(0)	2%	(7)	420

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Table BPC2_1: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	52%	(1149)	35%	(772)	5%	(121)	1%	(23)	6%	(134)	2200
Ethnicity: White	53%	(907)	35%	(611)	5%	(83)	1%	(19)	6%	(102)	1722
Ethnicity: Hispanic	57%	(199)	33%	(114)	4%	(15)	—	(1)	6%	(20)	349
Ethnicity: Black	45%	(123)	34%	(94)	13%	(36)	1%	(3)	7%	(19)	274
Ethnicity: Other	59%	(119)	33%	(68)	1%	(2)	1%	(2)	7%	(14)	204
All Christian	55%	(573)	35%	(369)	5%	(51)	1%	(9)	4%	(46)	1049
All Non-Christian	55%	(80)	30%	(44)	6%	(9)	1%	(2)	8%	(12)	146
Atheist	50%	(55)	35%	(39)	8%	(9)	1%	(1)	6%	(6)	110
Agnostic/Nothing in particular	50%	(252)	34%	(170)	5%	(27)	2%	(8)	9%	(47)	504
Something Else	48%	(189)	39%	(151)	6%	(25)	1%	(4)	6%	(22)	391
Religious Non-Protestant/Catholic	55%	(86)	30%	(46)	5%	(9)	2%	(2)	8%	(12)	155
Evangelical	56%	(340)	33%	(202)	5%	(31)	1%	(3)	5%	(32)	609
Non-Evangelical	51%	(410)	39%	(311)	5%	(43)	1%	(9)	4%	(34)	807
Community: Urban	52%	(329)	35%	(223)	6%	(36)	1%	(6)	6%	(35)	630
Community: Suburban	52%	(524)	37%	(378)	4%	(44)	1%	(10)	5%	(55)	1012
Community: Rural	53%	(296)	31%	(171)	7%	(40)	1%	(7)	8%	(44)	559
Employ: Private Sector	54%	(374)	36%	(249)	5%	(34)	1%	(5)	5%	(33)	696
Employ: Government	48%	(55)	36%	(41)	10%	(12)	2%	(3)	3%	(4)	115
Employ: Self-Employed	57%	(112)	28%	(56)	9%	(17)	1%	(2)	5%	(10)	197
Employ: Homemaker	58%	(108)	30%	(55)	4%	(7)	2%	(4)	6%	(11)	185
Employ: Student	34%	(39)	47%	(55)	11%	(13)	—	(0)	8%	(9)	116
Employ: Retired	55%	(283)	35%	(180)	3%	(16)	1%	(6)	5%	(27)	513
Employ: Unemployed	48%	(126)	35%	(92)	6%	(17)	1%	(2)	10%	(26)	263
Employ: Other	46%	(53)	37%	(43)	4%	(5)	1%	(1)	12%	(14)	116
Military HH: Yes	55%	(206)	35%	(132)	5%	(19)	1%	(3)	4%	(17)	376
Military HH: No	52%	(944)	35%	(641)	6%	(102)	1%	(20)	6%	(118)	1824
RD/WT: Right Direction	54%	(585)	35%	(382)	4%	(47)	1%	(14)	5%	(51)	1078
RD/WT: Wrong Track	50%	(564)	35%	(391)	7%	(74)	1%	(9)	7%	(83)	1122

Continued on next page

Table BPC2_1: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?
Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	52%	(1149)	35%	(772)	5%	(121)	1%	(23)	6%	(134)	2200
Biden Job Approve	54%	(666)	35%	(430)	5%	(59)	1%	(17)	4%	(54)	1226
Biden Job Disapprove	53%	(438)	35%	(291)	5%	(40)	1%	(6)	6%	(48)	824
Biden Job Strongly Approve	57%	(405)	33%	(235)	4%	(32)	1%	(8)	4%	(30)	710
Biden Job Somewhat Approve	51%	(261)	38%	(195)	5%	(27)	2%	(8)	5%	(24)	516
Biden Job Somewhat Disapprove	49%	(114)	43%	(100)	5%	(11)	1%	(1)	2%	(6)	232
Biden Job Strongly Disapprove	55%	(324)	32%	(191)	5%	(29)	1%	(5)	7%	(42)	591
Favorable of Biden	55%	(672)	35%	(430)	5%	(58)	1%	(15)	3%	(42)	1217
Unfavorable of Biden	52%	(440)	36%	(302)	5%	(46)	1%	(8)	6%	(52)	849
Very Favorable of Biden	59%	(430)	32%	(232)	5%	(34)	1%	(8)	3%	(21)	725
Somewhat Favorable of Biden	49%	(242)	40%	(198)	5%	(24)	1%	(7)	4%	(21)	492
Somewhat Unfavorable of Biden	46%	(94)	40%	(81)	8%	(17)	1%	(2)	5%	(10)	204
Very Unfavorable of Biden	54%	(346)	34%	(221)	5%	(30)	1%	(6)	6%	(42)	645
#1 Issue: Economy	54%	(432)	34%	(272)	6%	(49)	1%	(8)	5%	(39)	801
#1 Issue: Security	54%	(186)	33%	(113)	7%	(22)	—	(1)	6%	(20)	342
#1 Issue: Health Care	53%	(191)	37%	(134)	4%	(13)	2%	(7)	5%	(17)	362
#1 Issue: Medicare / Social Security	56%	(133)	35%	(85)	2%	(4)	1%	(2)	6%	(15)	239
#1 Issue: Women's Issues	39%	(49)	36%	(45)	6%	(8)	3%	(4)	16%	(20)	125
#1 Issue: Education	40%	(43)	45%	(48)	8%	(9)	—	(0)	7%	(7)	107
#1 Issue: Energy	55%	(46)	21%	(17)	14%	(12)	1%	(1)	9%	(7)	83
#1 Issue: Other	50%	(71)	41%	(57)	2%	(3)	—	(0)	7%	(9)	141
2020 Vote: Joe Biden	57%	(551)	35%	(340)	4%	(41)	1%	(11)	3%	(31)	975
2020 Vote: Donald Trump	52%	(369)	36%	(255)	5%	(33)	1%	(5)	6%	(43)	706
2020 Vote: Other	58%	(31)	26%	(14)	15%	(8)	1%	(1)	—	(0)	53
2020 Vote: Didn't Vote	43%	(198)	35%	(164)	8%	(39)	1%	(6)	13%	(59)	466
2018 House Vote: Democrat	58%	(422)	34%	(251)	5%	(35)	1%	(8)	2%	(14)	730
2018 House Vote: Republican	57%	(348)	32%	(195)	5%	(30)	1%	(8)	5%	(32)	613
2018 House Vote: Someone else	42%	(23)	34%	(18)	11%	(6)	—	(0)	14%	(8)	54

Continued on next page

Table BPC2_1: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	52%	(1149)	35%	(772)	5%	(121)	1%	(23)	6%	(134)	2200
2016 Vote: Hillary Clinton	56%	(381)	36%	(249)	4%	(30)	1%	(7)	2%	(17)	685
2016 Vote: Donald Trump	54%	(388)	34%	(241)	5%	(37)	1%	(8)	5%	(38)	713
2016 Vote: Other	57%	(59)	29%	(30)	5%	(5)	2%	(3)	7%	(7)	104
2016 Vote: Didn't Vote	46%	(318)	36%	(249)	7%	(49)	1%	(5)	10%	(71)	693
Voted in 2014: Yes	57%	(710)	33%	(406)	4%	(54)	1%	(14)	4%	(52)	1236
Voted in 2014: No	46%	(440)	38%	(366)	7%	(67)	1%	(9)	9%	(82)	964
4-Region: Northeast	52%	(203)	38%	(150)	4%	(15)	1%	(4)	6%	(22)	394
4-Region: Midwest	50%	(233)	35%	(164)	7%	(35)	1%	(3)	6%	(28)	462
4-Region: South	52%	(429)	35%	(286)	5%	(45)	1%	(10)	7%	(54)	824
4-Region: West	55%	(285)	33%	(173)	5%	(26)	1%	(6)	6%	(30)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC2_2: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?
Effective communication, including writing and speaking skills

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	59%	(1290)	29%	(630)	6%	(124)	2%	(33)	6%	(123)	2200
Gender: Male	56%	(591)	32%	(336)	7%	(69)	2%	(21)	4%	(45)	1062
Gender: Female	61%	(699)	26%	(295)	5%	(54)	1%	(13)	7%	(77)	1138
Age: 18-34	53%	(348)	28%	(182)	9%	(61)	2%	(14)	8%	(50)	655
Age: 35-44	56%	(201)	32%	(113)	5%	(17)	2%	(6)	6%	(21)	358
Age: 45-64	61%	(461)	28%	(209)	5%	(37)	1%	(7)	5%	(38)	751
Age: 65+	64%	(280)	29%	(126)	2%	(9)	2%	(7)	3%	(14)	436
GenZers: 1997-2012	53%	(144)	23%	(62)	13%	(35)	3%	(8)	8%	(22)	272
Millennials: 1981-1996	55%	(337)	30%	(188)	6%	(39)	2%	(10)	7%	(43)	616
GenXers: 1965-1980	60%	(324)	30%	(161)	4%	(24)	1%	(5)	5%	(26)	540
Baby Boomers: 1946-1964	62%	(424)	29%	(194)	4%	(24)	1%	(10)	4%	(29)	680
PID: Dem (no lean)	62%	(526)	27%	(233)	7%	(56)	1%	(10)	4%	(31)	855
PID: Ind (no lean)	57%	(386)	30%	(208)	4%	(31)	2%	(12)	7%	(45)	681
PID: Rep (no lean)	57%	(379)	29%	(190)	6%	(37)	2%	(12)	7%	(47)	665
PID/Gender: Dem Men	60%	(240)	28%	(112)	8%	(32)	1%	(4)	4%	(16)	404
PID/Gender: Dem Women	63%	(286)	27%	(121)	5%	(24)	1%	(6)	3%	(15)	451
PID/Gender: Ind Men	54%	(173)	37%	(119)	4%	(12)	2%	(8)	3%	(11)	322
PID/Gender: Ind Women	59%	(212)	25%	(89)	5%	(19)	1%	(4)	10%	(34)	358
PID/Gender: Rep Men	53%	(177)	31%	(105)	8%	(26)	3%	(9)	6%	(19)	336
PID/Gender: Rep Women	61%	(202)	26%	(85)	3%	(11)	1%	(3)	9%	(28)	329
Ideo: Liberal (1-3)	66%	(422)	25%	(160)	5%	(34)	1%	(5)	3%	(22)	644
Ideo: Moderate (4)	57%	(348)	29%	(181)	6%	(38)	2%	(12)	6%	(35)	613
Ideo: Conservative (5-7)	56%	(409)	32%	(233)	6%	(41)	2%	(15)	4%	(30)	729
Educ: < College	57%	(862)	29%	(432)	6%	(89)	2%	(25)	7%	(104)	1512
Educ: Bachelors degree	61%	(270)	29%	(129)	6%	(25)	1%	(5)	3%	(14)	444
Educ: Post-grad	65%	(158)	28%	(69)	4%	(10)	1%	(3)	2%	(4)	244
Income: Under 50k	57%	(611)	27%	(290)	6%	(63)	2%	(22)	8%	(82)	1067
Income: 50k-100k	58%	(410)	30%	(210)	7%	(50)	1%	(9)	5%	(34)	713
Income: 100k+	64%	(269)	31%	(130)	3%	(11)	1%	(3)	2%	(7)	420

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Table BPC2_2: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Effective communication, including writing and speaking skills

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	59%	(1290)	29%	(630)	6%	(124)	2%	(33)	6%	(123)	2200
Ethnicity: White	57%	(986)	31%	(530)	5%	(89)	2%	(31)	5%	(86)	1722
Ethnicity: Hispanic	64%	(223)	18%	(64)	11%	(40)	1%	(5)	5%	(18)	349
Ethnicity: Black	62%	(171)	20%	(56)	9%	(25)	—	(0)	8%	(23)	274
Ethnicity: Other	66%	(134)	22%	(45)	5%	(10)	1%	(2)	6%	(13)	204
All Christian	59%	(621)	30%	(310)	6%	(62)	2%	(16)	4%	(41)	1049
All Non-Christian	61%	(89)	29%	(42)	3%	(4)	—	(0)	8%	(12)	146
Atheist	54%	(59)	28%	(31)	8%	(9)	3%	(4)	6%	(6)	110
Agnostic/Nothing in particular	55%	(277)	31%	(158)	5%	(25)	1%	(4)	8%	(40)	504
Something Else	62%	(243)	23%	(90)	6%	(24)	2%	(10)	6%	(23)	391
Religious Non-Protestant/Catholic	61%	(95)	29%	(45)	2%	(4)	—	(0)	8%	(12)	155
Evangelical	59%	(361)	29%	(175)	6%	(36)	1%	(8)	5%	(29)	609
Non-Evangelical	61%	(491)	27%	(218)	6%	(47)	2%	(15)	4%	(35)	807
Community: Urban	58%	(362)	28%	(178)	7%	(45)	2%	(10)	6%	(35)	630
Community: Suburban	61%	(622)	27%	(276)	6%	(56)	1%	(6)	5%	(52)	1012
Community: Rural	55%	(306)	32%	(177)	4%	(22)	3%	(18)	6%	(35)	559
Employ: Private Sector	55%	(380)	32%	(220)	7%	(47)	2%	(15)	5%	(33)	696
Employ: Government	55%	(63)	32%	(36)	5%	(5)	6%	(7)	3%	(3)	115
Employ: Self-Employed	63%	(123)	26%	(52)	6%	(11)	—	(1)	5%	(10)	197
Employ: Homemaker	62%	(115)	30%	(55)	3%	(6)	—	(0)	5%	(9)	185
Employ: Student	62%	(72)	16%	(19)	14%	(16)	2%	(2)	6%	(7)	116
Employ: Retired	61%	(314)	30%	(151)	4%	(19)	1%	(7)	4%	(22)	513
Employ: Unemployed	58%	(152)	26%	(69)	5%	(14)	—	(1)	10%	(27)	263
Employ: Other	61%	(70)	23%	(27)	4%	(5)	1%	(1)	11%	(13)	116
Military HH: Yes	64%	(240)	25%	(95)	5%	(18)	2%	(6)	4%	(16)	376
Military HH: No	58%	(1050)	29%	(535)	6%	(105)	1%	(27)	6%	(107)	1824
RD/WT: Right Direction	62%	(665)	27%	(292)	5%	(58)	2%	(18)	4%	(46)	1078
RD/WT: Wrong Track	56%	(625)	30%	(339)	6%	(66)	1%	(15)	7%	(77)	1122

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Table BPC2_2: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?
Effective communication, including writing and speaking skills

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	59%	(1290)	29%	(630)	6%	(124)	2%	(33)	6%	(123)	2200
Biden Job Approve	61%	(744)	28%	(342)	6%	(71)	1%	(18)	4%	(51)	1226
Biden Job Disapprove	58%	(477)	30%	(246)	5%	(44)	2%	(13)	5%	(43)	824
Biden Job Strongly Approve	65%	(458)	25%	(176)	5%	(34)	1%	(10)	4%	(31)	710
Biden Job Somewhat Approve	55%	(286)	32%	(166)	7%	(37)	1%	(8)	4%	(19)	516
Biden Job Somewhat Disapprove	55%	(129)	34%	(78)	6%	(13)	3%	(8)	2%	(5)	232
Biden Job Strongly Disapprove	59%	(349)	28%	(168)	5%	(31)	1%	(5)	7%	(39)	591
Favorable of Biden	62%	(758)	27%	(334)	6%	(69)	1%	(14)	3%	(42)	1217
Unfavorable of Biden	56%	(473)	32%	(268)	5%	(45)	2%	(20)	5%	(43)	849
Very Favorable of Biden	64%	(462)	26%	(188)	6%	(41)	1%	(8)	3%	(25)	725
Somewhat Favorable of Biden	60%	(297)	30%	(145)	6%	(28)	1%	(5)	3%	(17)	492
Somewhat Unfavorable of Biden	53%	(108)	35%	(70)	4%	(8)	4%	(9)	4%	(8)	204
Very Unfavorable of Biden	57%	(365)	31%	(197)	6%	(36)	2%	(11)	5%	(35)	645
#1 Issue: Economy	59%	(471)	30%	(243)	5%	(44)	1%	(6)	5%	(37)	801
#1 Issue: Security	57%	(195)	29%	(98)	8%	(27)	2%	(5)	5%	(17)	342
#1 Issue: Health Care	58%	(210)	29%	(106)	6%	(20)	3%	(10)	4%	(14)	362
#1 Issue: Medicare / Social Security	61%	(147)	28%	(67)	2%	(4)	3%	(8)	6%	(14)	239
#1 Issue: Women's Issues	51%	(64)	28%	(36)	4%	(5)	2%	(2)	14%	(18)	125
#1 Issue: Education	63%	(67)	22%	(24)	5%	(6)	—	(0)	9%	(10)	107
#1 Issue: Energy	56%	(47)	18%	(15)	18%	(15)	—	(0)	7%	(6)	83
#1 Issue: Other	63%	(89)	29%	(41)	2%	(3)	1%	(1)	5%	(8)	141
2020 Vote: Joe Biden	63%	(618)	27%	(264)	5%	(51)	1%	(12)	3%	(29)	975
2020 Vote: Donald Trump	55%	(389)	33%	(234)	5%	(34)	1%	(10)	5%	(39)	706
2020 Vote: Other	59%	(31)	34%	(18)	7%	(4)	—	(0)	—	(0)	53
2020 Vote: Didn't Vote	54%	(251)	24%	(114)	7%	(34)	3%	(12)	12%	(55)	466
2018 House Vote: Democrat	64%	(464)	29%	(208)	5%	(38)	1%	(7)	2%	(13)	730
2018 House Vote: Republican	59%	(361)	29%	(181)	6%	(35)	1%	(8)	5%	(29)	613
2018 House Vote: Someone else	48%	(26)	36%	(20)	—	(0)	1%	(1)	14%	(8)	54

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Table BPC2_2: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Effective communication, including writing and speaking skills

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	59%	(1290)	29%	(630)	6%	(124)	2%	(33)	6%	(123)	2200
2016 Vote: Hillary Clinton	62%	(427)	29%	(196)	6%	(39)	1%	(7)	2%	(17)	685
2016 Vote: Donald Trump	56%	(400)	33%	(233)	6%	(40)	1%	(9)	4%	(32)	713
2016 Vote: Other	60%	(62)	29%	(30)	4%	(4)	1%	(1)	7%	(7)	104
2016 Vote: Didn't Vote	58%	(399)	24%	(169)	6%	(41)	2%	(17)	10%	(67)	693
Voted in 2014: Yes	61%	(757)	29%	(357)	5%	(61)	1%	(12)	4%	(49)	1236
Voted in 2014: No	55%	(533)	28%	(273)	6%	(63)	2%	(21)	8%	(74)	964
4-Region: Northeast	57%	(223)	31%	(120)	6%	(24)	1%	(3)	6%	(23)	394
4-Region: Midwest	54%	(250)	33%	(154)	5%	(22)	2%	(8)	6%	(28)	462
4-Region: South	59%	(489)	27%	(226)	6%	(50)	2%	(13)	6%	(46)	824
4-Region: West	63%	(328)	25%	(130)	5%	(28)	2%	(9)	5%	(25)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC2_3: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?
Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	62%	(1355)	27%	(595)	4%	(92)	1%	(26)	6%	(132)	2200
Gender: Male	60%	(638)	30%	(319)	4%	(45)	1%	(10)	5%	(49)	1062
Gender: Female	63%	(717)	24%	(275)	4%	(47)	1%	(16)	7%	(83)	1138
Age: 18-34	57%	(371)	27%	(177)	7%	(44)	2%	(13)	8%	(51)	655
Age: 35-44	66%	(238)	23%	(84)	3%	(12)	1%	(3)	6%	(21)	358
Age: 45-64	62%	(466)	29%	(216)	3%	(25)	—	(4)	5%	(40)	751
Age: 65+	64%	(280)	27%	(119)	3%	(11)	2%	(7)	4%	(19)	436
GenZers: 1997-2012	51%	(140)	31%	(84)	9%	(26)	1%	(2)	8%	(21)	272
Millennials: 1981-1996	61%	(379)	25%	(152)	5%	(28)	2%	(12)	7%	(45)	616
GenXers: 1965-1980	64%	(343)	27%	(145)	3%	(17)	1%	(5)	6%	(30)	540
Baby Boomers: 1946-1964	64%	(437)	27%	(185)	3%	(20)	1%	(6)	5%	(33)	680
PID: Dem (no lean)	63%	(542)	26%	(226)	5%	(39)	1%	(10)	4%	(37)	855
PID: Ind (no lean)	66%	(451)	24%	(165)	2%	(16)	—	(3)	7%	(46)	681
PID: Rep (no lean)	55%	(362)	31%	(203)	6%	(37)	2%	(13)	7%	(49)	665
PID/Gender: Dem Men	60%	(242)	32%	(128)	3%	(13)	—	(2)	5%	(19)	404
PID/Gender: Dem Women	66%	(300)	22%	(98)	6%	(27)	2%	(9)	4%	(18)	451
PID/Gender: Ind Men	65%	(209)	28%	(89)	4%	(12)	—	(1)	3%	(11)	322
PID/Gender: Ind Women	67%	(241)	21%	(76)	1%	(4)	1%	(2)	10%	(35)	358
PID/Gender: Rep Men	56%	(186)	30%	(102)	6%	(20)	2%	(7)	6%	(19)	336
PID/Gender: Rep Women	53%	(176)	31%	(101)	5%	(17)	2%	(6)	9%	(29)	329
Ideo: Liberal (1-3)	66%	(428)	26%	(164)	4%	(26)	—	(2)	4%	(24)	644
Ideo: Moderate (4)	59%	(364)	29%	(176)	4%	(24)	2%	(13)	6%	(37)	613
Ideo: Conservative (5-7)	61%	(446)	27%	(199)	5%	(37)	1%	(11)	5%	(36)	729
Educ: < College	58%	(881)	28%	(428)	5%	(72)	1%	(21)	7%	(110)	1512
Educ: Bachelors degree	67%	(296)	25%	(113)	3%	(14)	1%	(3)	4%	(17)	444
Educ: Post-grad	73%	(178)	22%	(53)	2%	(6)	1%	(2)	2%	(5)	244
Income: Under 50k	57%	(608)	29%	(305)	4%	(47)	2%	(17)	9%	(91)	1067
Income: 50k-100k	65%	(462)	25%	(181)	4%	(29)	1%	(7)	5%	(33)	713
Income: 100k+	68%	(285)	26%	(109)	4%	(16)	—	(2)	2%	(7)	420

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Table BPC2_3: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	62%	(1355)	27%	(595)	4%	(92)	1%	(26)	6%	(132)	2200
Ethnicity: White	61%	(1045)	29%	(493)	4%	(72)	1%	(17)	5%	(94)	1722
Ethnicity: Hispanic	63%	(221)	23%	(80)	8%	(28)	1%	(3)	5%	(18)	349
Ethnicity: Black	66%	(182)	20%	(55)	3%	(7)	2%	(6)	9%	(24)	274
Ethnicity: Other	63%	(128)	23%	(47)	6%	(13)	2%	(3)	7%	(14)	204
All Christian	63%	(665)	27%	(280)	4%	(44)	1%	(13)	4%	(47)	1049
All Non-Christian	56%	(82)	27%	(40)	6%	(8)	1%	(2)	10%	(15)	146
Atheist	70%	(76)	22%	(24)	2%	(2)	—	(0)	6%	(6)	110
Agnostic/Nothing in particular	58%	(291)	30%	(150)	3%	(15)	1%	(5)	8%	(42)	504
Something Else	61%	(240)	26%	(101)	6%	(22)	2%	(6)	6%	(22)	391
Religious Non-Protestant/Catholic	57%	(89)	27%	(42)	5%	(8)	1%	(2)	9%	(15)	155
Evangelical	62%	(378)	28%	(169)	4%	(24)	1%	(9)	5%	(30)	609
Non-Evangelical	63%	(511)	26%	(207)	5%	(39)	1%	(10)	5%	(39)	807
Community: Urban	61%	(383)	27%	(167)	6%	(36)	1%	(8)	6%	(36)	630
Community: Suburban	63%	(634)	27%	(275)	4%	(36)	1%	(10)	6%	(57)	1012
Community: Rural	61%	(338)	27%	(153)	4%	(20)	2%	(9)	7%	(39)	559
Employ: Private Sector	63%	(436)	27%	(187)	4%	(29)	1%	(10)	5%	(33)	696
Employ: Government	62%	(72)	25%	(29)	6%	(7)	2%	(2)	4%	(5)	115
Employ: Self-Employed	62%	(122)	23%	(46)	8%	(17)	1%	(3)	5%	(10)	197
Employ: Homemaker	69%	(127)	22%	(41)	3%	(6)	2%	(3)	5%	(8)	185
Employ: Student	62%	(72)	24%	(28)	8%	(9)	1%	(1)	6%	(6)	116
Employ: Retired	61%	(315)	29%	(148)	3%	(17)	1%	(7)	5%	(27)	513
Employ: Unemployed	56%	(146)	32%	(85)	—	(1)	—	(1)	11%	(29)	263
Employ: Other	56%	(65)	27%	(31)	5%	(6)	1%	(1)	11%	(13)	116
Military HH: Yes	60%	(227)	32%	(119)	3%	(10)	1%	(3)	4%	(16)	376
Military HH: No	62%	(1128)	26%	(476)	4%	(82)	1%	(23)	6%	(116)	1824
RD/WT: Right Direction	64%	(695)	26%	(277)	4%	(46)	1%	(9)	5%	(51)	1078
RD/WT: Wrong Track	59%	(660)	28%	(318)	4%	(46)	2%	(17)	7%	(81)	1122

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Table BPC2_3: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?
Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	62%	(1355)	27%	(595)	4%	(92)	1%	(26)	6%	(132)	2200
Biden Job Approve	65%	(794)	26%	(314)	4%	(48)	1%	(12)	5%	(58)	1226
Biden Job Disapprove	60%	(493)	29%	(240)	4%	(31)	2%	(14)	5%	(45)	824
Biden Job Strongly Approve	69%	(487)	23%	(163)	3%	(23)	—	(3)	5%	(34)	710
Biden Job Somewhat Approve	59%	(306)	29%	(151)	5%	(25)	2%	(9)	5%	(24)	516
Biden Job Somewhat Disapprove	58%	(134)	33%	(78)	4%	(9)	2%	(4)	3%	(7)	232
Biden Job Strongly Disapprove	61%	(360)	27%	(162)	4%	(22)	2%	(10)	6%	(38)	591
Favorable of Biden	66%	(797)	26%	(314)	4%	(44)	1%	(14)	4%	(48)	1217
Unfavorable of Biden	59%	(503)	30%	(251)	4%	(38)	1%	(11)	5%	(46)	849
Very Favorable of Biden	68%	(496)	24%	(174)	2%	(18)	1%	(10)	4%	(27)	725
Somewhat Favorable of Biden	61%	(301)	28%	(140)	5%	(26)	1%	(4)	4%	(21)	492
Somewhat Unfavorable of Biden	52%	(106)	36%	(74)	6%	(11)	1%	(2)	5%	(10)	204
Very Unfavorable of Biden	62%	(398)	27%	(177)	4%	(26)	1%	(8)	6%	(36)	645
#1 Issue: Economy	65%	(519)	27%	(214)	2%	(18)	1%	(12)	5%	(38)	801
#1 Issue: Security	58%	(199)	27%	(92)	7%	(23)	2%	(6)	6%	(21)	342
#1 Issue: Health Care	65%	(233)	26%	(95)	4%	(16)	1%	(3)	4%	(15)	362
#1 Issue: Medicare / Social Security	57%	(137)	32%	(77)	3%	(8)	1%	(1)	7%	(16)	239
#1 Issue: Women's Issues	54%	(68)	27%	(33)	4%	(5)	—	(1)	15%	(19)	125
#1 Issue: Education	52%	(55)	31%	(33)	9%	(9)	—	(0)	9%	(10)	107
#1 Issue: Energy	59%	(49)	26%	(22)	8%	(6)	—	(0)	7%	(6)	83
#1 Issue: Other	67%	(94)	20%	(29)	5%	(7)	3%	(4)	5%	(8)	141
2020 Vote: Joe Biden	68%	(663)	23%	(227)	4%	(38)	1%	(13)	3%	(34)	975
2020 Vote: Donald Trump	58%	(408)	30%	(213)	4%	(30)	2%	(13)	6%	(42)	706
2020 Vote: Other	68%	(36)	29%	(15)	3%	(1)	—	(0)	—	(0)	53
2020 Vote: Didn't Vote	53%	(248)	30%	(139)	5%	(22)	—	(1)	12%	(56)	466
2018 House Vote: Democrat	70%	(511)	23%	(168)	3%	(25)	1%	(8)	2%	(17)	730
2018 House Vote: Republican	61%	(377)	27%	(163)	5%	(29)	2%	(10)	6%	(34)	613
2018 House Vote: Someone else	52%	(28)	28%	(15)	6%	(3)	—	(0)	14%	(8)	54

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Table BPC2_3: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	62%	(1355)	27%	(595)	4%	(92)	1%	(26)	6%	(132)	2200
2016 Vote: Hillary Clinton	68%	(465)	25%	(173)	3%	(20)	1%	(7)	3%	(20)	685
2016 Vote: Donald Trump	60%	(425)	29%	(208)	4%	(30)	2%	(12)	5%	(38)	713
2016 Vote: Other	64%	(66)	25%	(26)	4%	(4)	—	(0)	7%	(7)	104
2016 Vote: Didn't Vote	57%	(396)	27%	(185)	5%	(38)	1%	(7)	10%	(66)	693
Voted in 2014: Yes	67%	(822)	24%	(302)	3%	(42)	1%	(15)	4%	(55)	1236
Voted in 2014: No	55%	(533)	30%	(292)	5%	(50)	1%	(12)	8%	(77)	964
4-Region: Northeast	64%	(250)	25%	(98)	4%	(15)	1%	(5)	6%	(26)	394
4-Region: Midwest	60%	(279)	28%	(130)	4%	(20)	1%	(3)	6%	(30)	462
4-Region: South	61%	(503)	28%	(230)	3%	(28)	2%	(14)	6%	(48)	824
4-Region: West	62%	(322)	26%	(136)	6%	(29)	1%	(4)	5%	(28)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC2_4: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?
Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	46%	(1005)	38%	(826)	8%	(185)	2%	(41)	7%	(143)	2200
Gender: Male	40%	(425)	41%	(438)	10%	(111)	3%	(30)	5%	(57)	1062
Gender: Female	51%	(579)	34%	(387)	7%	(74)	1%	(12)	8%	(86)	1138
Age: 18-34	44%	(290)	37%	(239)	9%	(62)	1%	(5)	9%	(59)	655
Age: 35-44	51%	(184)	34%	(120)	8%	(27)	2%	(6)	5%	(20)	358
Age: 45-64	45%	(339)	37%	(280)	9%	(66)	3%	(20)	6%	(46)	751
Age: 65+	44%	(191)	43%	(186)	7%	(31)	2%	(11)	4%	(18)	436
GenZers: 1997-2012	46%	(126)	36%	(98)	8%	(23)	—	(1)	9%	(23)	272
Millennials: 1981-1996	47%	(290)	34%	(212)	9%	(57)	1%	(8)	8%	(49)	616
GenXers: 1965-1980	46%	(248)	38%	(203)	8%	(44)	3%	(15)	5%	(29)	540
Baby Boomers: 1946-1964	45%	(303)	40%	(271)	8%	(55)	2%	(15)	5%	(37)	680
PID: Dem (no lean)	50%	(426)	38%	(322)	7%	(63)	1%	(5)	5%	(39)	855
PID: Ind (no lean)	44%	(299)	38%	(260)	8%	(53)	2%	(12)	8%	(56)	681
PID: Rep (no lean)	42%	(280)	37%	(244)	10%	(69)	4%	(24)	7%	(48)	665
PID/Gender: Dem Men	45%	(181)	41%	(165)	9%	(36)	1%	(3)	5%	(20)	404
PID/Gender: Dem Women	54%	(245)	35%	(157)	6%	(28)	—	(2)	4%	(20)	451
PID/Gender: Ind Men	37%	(121)	43%	(140)	11%	(34)	2%	(7)	6%	(20)	322
PID/Gender: Ind Women	50%	(179)	33%	(120)	5%	(19)	1%	(5)	10%	(36)	358
PID/Gender: Rep Men	37%	(124)	40%	(133)	12%	(41)	6%	(20)	5%	(18)	336
PID/Gender: Rep Women	47%	(155)	34%	(111)	8%	(28)	1%	(5)	9%	(31)	329
Ideo: Liberal (1-3)	51%	(326)	38%	(248)	6%	(41)	1%	(4)	4%	(26)	644
Ideo: Moderate (4)	44%	(268)	38%	(235)	9%	(57)	1%	(8)	7%	(45)	613
Ideo: Conservative (5-7)	42%	(308)	39%	(284)	10%	(74)	4%	(27)	5%	(36)	729
Educ: < College	46%	(699)	36%	(539)	8%	(121)	2%	(31)	8%	(121)	1512
Educ: Bachelors degree	44%	(196)	41%	(183)	9%	(41)	1%	(7)	4%	(17)	444
Educ: Post-grad	45%	(109)	42%	(103)	9%	(23)	1%	(3)	2%	(5)	244
Income: Under 50k	45%	(482)	35%	(375)	9%	(92)	2%	(20)	9%	(97)	1067
Income: 50k-100k	44%	(315)	40%	(283)	9%	(61)	2%	(14)	5%	(39)	713
Income: 100k+	49%	(207)	40%	(167)	7%	(31)	2%	(7)	2%	(7)	420

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Table BPC2_4: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	46%	(1005)	38%	(826)	8%	(185)	2%	(41)	7%	(143)	2200
Ethnicity: White	44%	(765)	39%	(665)	9%	(155)	2%	(34)	6%	(103)	1722
Ethnicity: Hispanic	54%	(189)	30%	(104)	7%	(24)	2%	(8)	7%	(24)	349
Ethnicity: Black	48%	(131)	35%	(97)	9%	(24)	—	(0)	8%	(22)	274
Ethnicity: Other	53%	(108)	31%	(64)	3%	(6)	4%	(7)	9%	(19)	204
All Christian	45%	(467)	38%	(401)	9%	(100)	3%	(27)	5%	(54)	1049
All Non-Christian	49%	(71)	36%	(52)	7%	(10)	—	(0)	8%	(12)	146
Atheist	46%	(51)	39%	(43)	7%	(8)	2%	(3)	5%	(6)	110
Agnostic/Nothing in particular	42%	(211)	40%	(200)	8%	(41)	1%	(6)	9%	(46)	504
Something Else	52%	(204)	33%	(129)	7%	(27)	1%	(5)	7%	(26)	391
Religious Non-Protestant/Catholic	49%	(75)	36%	(56)	7%	(11)	—	(0)	8%	(12)	155
Evangelical	48%	(295)	34%	(207)	9%	(52)	3%	(16)	6%	(38)	609
Non-Evangelical	45%	(366)	39%	(313)	9%	(70)	2%	(16)	5%	(41)	807
Community: Urban	47%	(293)	38%	(240)	8%	(53)	1%	(7)	6%	(36)	630
Community: Suburban	47%	(475)	36%	(368)	8%	(85)	2%	(21)	6%	(63)	1012
Community: Rural	42%	(236)	39%	(218)	8%	(46)	2%	(13)	8%	(45)	559
Employ: Private Sector	42%	(289)	42%	(289)	10%	(70)	2%	(13)	5%	(35)	696
Employ: Government	46%	(53)	41%	(47)	9%	(11)	2%	(3)	2%	(2)	115
Employ: Self-Employed	48%	(95)	32%	(62)	9%	(17)	3%	(7)	8%	(16)	197
Employ: Homemaker	55%	(103)	31%	(57)	7%	(12)	2%	(4)	5%	(10)	185
Employ: Student	44%	(51)	43%	(50)	5%	(6)	—	(0)	8%	(9)	116
Employ: Retired	43%	(219)	41%	(208)	8%	(43)	3%	(14)	5%	(28)	513
Employ: Unemployed	54%	(141)	29%	(75)	6%	(16)	—	(1)	12%	(30)	263
Employ: Other	47%	(54)	33%	(38)	9%	(10)	1%	(1)	11%	(13)	116
Military HH: Yes	44%	(167)	39%	(148)	9%	(33)	3%	(11)	5%	(18)	376
Military HH: No	46%	(838)	37%	(678)	8%	(152)	2%	(31)	7%	(126)	1824
RD/WT: Right Direction	49%	(526)	38%	(407)	8%	(86)	1%	(7)	5%	(52)	1078
RD/WT: Wrong Track	43%	(478)	37%	(419)	9%	(99)	3%	(34)	8%	(91)	1122

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Table BPC2_4: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	46%	(1005)	38%	(826)	8%	(185)	2%	(41)	7%	(143)	2200
Biden Job Approve	49%	(595)	39%	(475)	7%	(82)	1%	(11)	5%	(63)	1226
Biden Job Disapprove	41%	(340)	37%	(307)	11%	(93)	4%	(31)	6%	(53)	824
Biden Job Strongly Approve	54%	(381)	35%	(249)	5%	(35)	1%	(4)	6%	(40)	710
Biden Job Somewhat Approve	42%	(214)	44%	(225)	9%	(47)	1%	(7)	4%	(22)	516
Biden Job Somewhat Disapprove	41%	(94)	40%	(94)	14%	(32)	2%	(5)	3%	(7)	232
Biden Job Strongly Disapprove	41%	(245)	36%	(213)	10%	(61)	4%	(26)	8%	(46)	591
Favorable of Biden	49%	(595)	39%	(475)	7%	(82)	1%	(11)	4%	(53)	1217
Unfavorable of Biden	41%	(347)	37%	(318)	12%	(101)	4%	(30)	6%	(53)	849
Very Favorable of Biden	51%	(367)	38%	(274)	6%	(45)	1%	(5)	5%	(33)	725
Somewhat Favorable of Biden	46%	(228)	41%	(201)	7%	(36)	1%	(6)	4%	(20)	492
Somewhat Unfavorable of Biden	42%	(85)	39%	(79)	13%	(26)	1%	(3)	5%	(11)	204
Very Unfavorable of Biden	41%	(262)	37%	(239)	12%	(75)	4%	(27)	7%	(43)	645
#1 Issue: Economy	45%	(357)	39%	(315)	8%	(68)	2%	(18)	5%	(43)	801
#1 Issue: Security	46%	(158)	33%	(114)	12%	(41)	3%	(10)	6%	(19)	342
#1 Issue: Health Care	49%	(176)	36%	(130)	8%	(29)	1%	(5)	6%	(21)	362
#1 Issue: Medicare / Social Security	44%	(106)	41%	(98)	6%	(15)	1%	(2)	8%	(18)	239
#1 Issue: Women's Issues	48%	(60)	29%	(37)	7%	(9)	1%	(1)	15%	(19)	125
#1 Issue: Education	42%	(45)	42%	(45)	7%	(7)	—	(0)	8%	(9)	107
#1 Issue: Energy	45%	(38)	37%	(30)	7%	(6)	2%	(2)	9%	(7)	83
#1 Issue: Other	45%	(64)	40%	(57)	8%	(11)	2%	(3)	5%	(7)	141
2020 Vote: Joe Biden	48%	(465)	39%	(385)	8%	(74)	1%	(11)	4%	(40)	975
2020 Vote: Donald Trump	39%	(276)	39%	(279)	11%	(79)	4%	(28)	6%	(44)	706
2020 Vote: Other	43%	(23)	39%	(21)	16%	(8)	1%	(1)	2%	(1)	53
2020 Vote: Didn't Vote	52%	(241)	30%	(141)	5%	(24)	—	(1)	13%	(58)	466
2018 House Vote: Democrat	47%	(343)	41%	(300)	8%	(57)	1%	(8)	3%	(21)	730
2018 House Vote: Republican	41%	(252)	37%	(227)	12%	(75)	4%	(24)	6%	(35)	613
2018 House Vote: Someone else	41%	(22)	30%	(16)	10%	(6)	1%	(1)	17%	(9)	54

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Table BPC2_4: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	46%	(1005)	38%	(826)	8%	(185)	2%	(41)	7%	(143)	2200
2016 Vote: Hillary Clinton	48%	(328)	40%	(275)	8%	(52)	1%	(6)	4%	(24)	685
2016 Vote: Donald Trump	39%	(278)	40%	(286)	11%	(82)	4%	(29)	5%	(38)	713
2016 Vote: Other	36%	(37)	44%	(46)	10%	(11)	2%	(2)	8%	(8)	104
2016 Vote: Didn't Vote	52%	(359)	31%	(216)	6%	(40)	1%	(4)	10%	(73)	693
Voted in 2014: Yes	44%	(539)	39%	(482)	10%	(123)	2%	(29)	5%	(62)	1236
Voted in 2014: No	48%	(465)	36%	(344)	6%	(62)	1%	(12)	8%	(81)	964
4-Region: Northeast	46%	(180)	39%	(152)	8%	(31)	2%	(8)	6%	(23)	394
4-Region: Midwest	38%	(178)	42%	(195)	9%	(44)	3%	(13)	7%	(33)	462
4-Region: South	48%	(398)	35%	(289)	8%	(69)	2%	(16)	6%	(51)	824
4-Region: West	48%	(248)	36%	(189)	8%	(41)	1%	(5)	7%	(36)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC2_5: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?
Civic learning and engagement, including an understanding of the democratic process

Demographic	A top priority	An important but not a top priority	Not too important of priority	Should not be a priority	Don't know/No opinion	Total N
Adults	29% (640)	43% (942)	15% (338)	4% (93)	9% (188)	2200
Gender: Male	27% (292)	46% (490)	16% (168)	5% (48)	6% (64)	1062
Gender: Female	31% (348)	40% (452)	15% (170)	4% (45)	11% (124)	1138
Age: 18-34	30% (196)	38% (252)	17% (113)	3% (18)	12% (77)	655
Age: 35-44	28% (101)	45% (160)	14% (51)	4% (15)	8% (30)	358
Age: 45-64	27% (200)	43% (325)	17% (125)	6% (43)	8% (57)	751
Age: 65+	33% (142)	47% (204)	11% (49)	4% (18)	5% (23)	436
GenZers: 1997-2012	26% (70)	37% (100)	25% (67)	1% (3)	12% (32)	272
Millennials: 1981-1996	32% (194)	40% (247)	14% (84)	4% (24)	11% (68)	616
GenXers: 1965-1980	27% (146)	43% (233)	16% (87)	6% (34)	7% (39)	540
Baby Boomers: 1946-1964	29% (197)	47% (317)	13% (91)	5% (31)	7% (44)	680
PID: Dem (no lean)	34% (287)	46% (391)	13% (114)	2% (16)	6% (47)	855
PID: Ind (no lean)	27% (181)	40% (274)	17% (113)	4% (28)	12% (84)	681
PID: Rep (no lean)	26% (172)	42% (277)	17% (110)	7% (49)	9% (57)	665
PID/Gender: Dem Men	29% (117)	48% (194)	15% (60)	3% (11)	5% (21)	404
PID/Gender: Dem Women	38% (169)	43% (196)	12% (55)	1% (5)	6% (26)	451
PID/Gender: Ind Men	24% (77)	49% (159)	16% (53)	4% (13)	6% (20)	322
PID/Gender: Ind Women	29% (104)	32% (115)	17% (60)	4% (15)	18% (64)	358
PID/Gender: Rep Men	29% (97)	41% (136)	17% (56)	7% (24)	7% (23)	336
PID/Gender: Rep Women	23% (74)	43% (141)	17% (55)	8% (26)	10% (34)	329
Ideo: Liberal (1-3)	36% (230)	45% (289)	13% (81)	3% (16)	4% (28)	644
Ideo: Moderate (4)	32% (197)	43% (265)	14% (89)	3% (19)	7% (44)	613
Ideo: Conservative (5-7)	24% (175)	44% (323)	17% (121)	7% (48)	8% (61)	729
Educ: < College	28% (422)	41% (626)	16% (236)	4% (64)	11% (164)	1512
Educ: Bachelors degree	32% (142)	45% (200)	14% (61)	5% (23)	4% (18)	444
Educ: Post-grad	31% (75)	47% (115)	17% (41)	3% (7)	3% (6)	244
Income: Under 50k	28% (298)	43% (460)	13% (139)	4% (46)	12% (125)	1067
Income: 50k-100k	30% (214)	41% (290)	19% (136)	3% (24)	7% (49)	713
Income: 100k+	30% (128)	46% (191)	15% (62)	6% (24)	3% (14)	420

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Table BPC2_5: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Civic learning and engagement, including an understanding of the democratic process

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	29%	(640)	43%	(942)	15%	(338)	4%	(93)	9%	(188)	2200
Ethnicity: White	29%	(492)	43%	(744)	15%	(264)	5%	(87)	8%	(135)	1722
Ethnicity: Hispanic	34%	(117)	38%	(132)	16%	(56)	4%	(13)	9%	(31)	349
Ethnicity: Black	31%	(86)	41%	(112)	14%	(38)	1%	(3)	13%	(34)	274
Ethnicity: Other	30%	(61)	42%	(85)	17%	(36)	2%	(3)	9%	(19)	204
All Christian	29%	(309)	45%	(468)	15%	(158)	5%	(50)	6%	(63)	1049
All Non-Christian	42%	(61)	36%	(53)	11%	(16)	2%	(3)	10%	(14)	146
Atheist	37%	(41)	36%	(39)	18%	(20)	5%	(6)	3%	(4)	110
Agnostic/Nothing in particular	23%	(116)	46%	(233)	15%	(78)	3%	(16)	12%	(62)	504
Something Else	29%	(113)	38%	(149)	17%	(66)	5%	(19)	12%	(45)	391
Religious Non-Protestant/Catholic	42%	(65)	36%	(55)	10%	(16)	3%	(4)	9%	(14)	155
Evangelical	30%	(184)	43%	(261)	14%	(84)	5%	(30)	8%	(51)	609
Non-Evangelical	28%	(228)	43%	(350)	17%	(136)	4%	(36)	7%	(57)	807
Community: Urban	36%	(228)	39%	(248)	12%	(72)	3%	(21)	10%	(61)	630
Community: Suburban	26%	(260)	46%	(463)	18%	(178)	4%	(44)	7%	(66)	1012
Community: Rural	27%	(152)	41%	(230)	16%	(87)	5%	(28)	11%	(61)	559
Employ: Private Sector	26%	(181)	47%	(326)	15%	(107)	5%	(35)	7%	(47)	696
Employ: Government	30%	(34)	41%	(47)	19%	(22)	6%	(7)	3%	(4)	115
Employ: Self-Employed	29%	(56)	44%	(87)	16%	(32)	4%	(8)	7%	(14)	197
Employ: Homemaker	35%	(66)	33%	(62)	15%	(28)	4%	(8)	12%	(22)	185
Employ: Student	32%	(37)	24%	(28)	29%	(34)	—	(0)	14%	(16)	116
Employ: Retired	30%	(152)	47%	(243)	12%	(64)	4%	(22)	6%	(32)	513
Employ: Unemployed	29%	(76)	39%	(104)	13%	(34)	4%	(10)	15%	(39)	263
Employ: Other	32%	(37)	39%	(45)	15%	(17)	2%	(3)	12%	(14)	116
Military HH: Yes	30%	(113)	38%	(145)	18%	(68)	5%	(18)	9%	(32)	376
Military HH: No	29%	(526)	44%	(797)	15%	(270)	4%	(75)	9%	(156)	1824
RD/WT: Right Direction	33%	(355)	45%	(490)	13%	(142)	2%	(19)	7%	(72)	1078
RD/WT: Wrong Track	25%	(285)	40%	(451)	17%	(195)	7%	(74)	10%	(116)	1122

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Table BPC2_5: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?
Civic learning and engagement, including an understanding of the democratic process

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	29%	(640)	43%	(942)	15%	(338)	4%	(93)	9%	(188)	2200
Biden Job Approve	33%	(405)	46%	(558)	13%	(157)	2%	(26)	7%	(80)	1226
Biden Job Disapprove	25%	(210)	40%	(332)	18%	(145)	8%	(62)	9%	(75)	824
Biden Job Strongly Approve	39%	(273)	45%	(320)	8%	(58)	1%	(9)	7%	(50)	710
Biden Job Somewhat Approve	26%	(132)	46%	(238)	19%	(98)	3%	(17)	6%	(30)	516
Biden Job Somewhat Disapprove	22%	(52)	47%	(110)	20%	(47)	5%	(10)	6%	(13)	232
Biden Job Strongly Disapprove	27%	(158)	38%	(222)	17%	(98)	9%	(51)	10%	(62)	591
Favorable of Biden	34%	(410)	46%	(557)	13%	(160)	2%	(20)	6%	(70)	1217
Unfavorable of Biden	24%	(204)	41%	(346)	18%	(155)	8%	(67)	9%	(76)	849
Very Favorable of Biden	37%	(272)	45%	(327)	10%	(73)	2%	(12)	6%	(41)	725
Somewhat Favorable of Biden	28%	(138)	47%	(229)	18%	(87)	2%	(9)	6%	(29)	492
Somewhat Unfavorable of Biden	19%	(39)	45%	(92)	22%	(44)	7%	(14)	7%	(15)	204
Very Unfavorable of Biden	26%	(166)	39%	(254)	17%	(111)	8%	(53)	10%	(62)	645
#1 Issue: Economy	28%	(227)	42%	(333)	18%	(143)	4%	(34)	8%	(64)	801
#1 Issue: Security	31%	(108)	44%	(152)	9%	(32)	7%	(24)	8%	(27)	342
#1 Issue: Health Care	28%	(103)	46%	(166)	15%	(53)	4%	(16)	7%	(24)	362
#1 Issue: Medicare / Social Security	31%	(74)	45%	(108)	12%	(30)	2%	(6)	9%	(23)	239
#1 Issue: Women's Issues	29%	(37)	36%	(45)	17%	(21)	3%	(4)	15%	(19)	125
#1 Issue: Education	24%	(25)	54%	(58)	11%	(12)	1%	(1)	10%	(11)	107
#1 Issue: Energy	32%	(26)	28%	(24)	26%	(21)	5%	(4)	9%	(8)	83
#1 Issue: Other	29%	(41)	41%	(57)	18%	(26)	3%	(5)	9%	(12)	141
2020 Vote: Joe Biden	32%	(316)	46%	(447)	15%	(145)	2%	(21)	5%	(45)	975
2020 Vote: Donald Trump	23%	(166)	45%	(320)	16%	(111)	7%	(53)	8%	(57)	706
2020 Vote: Other	38%	(20)	41%	(22)	13%	(7)	8%	(4)	—	(0)	53
2020 Vote: Didn't Vote	29%	(137)	33%	(152)	16%	(74)	3%	(16)	19%	(86)	466
2018 House Vote: Democrat	33%	(240)	50%	(362)	13%	(93)	2%	(12)	3%	(22)	730
2018 House Vote: Republican	27%	(167)	42%	(257)	15%	(95)	8%	(49)	7%	(45)	613
2018 House Vote: Someone else	32%	(17)	25%	(14)	17%	(9)	4%	(2)	22%	(12)	54

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Table BPC2_5: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how much of a priority, if at all, should it be for higher education to help students develop the following?

Civic learning and engagement, including an understanding of the democratic process

Demographic	A top priority		An important but not a top priority		Not too important of priority		Should not be a priority		Don't know/No opinion		Total N
Adults	29%	(640)	43%	(942)	15%	(338)	4%	(93)	9%	(188)	2200
2016 Vote: Hillary Clinton	34%	(236)	49%	(333)	12%	(84)	1%	(8)	3%	(23)	685
2016 Vote: Donald Trump	25%	(175)	44%	(315)	16%	(115)	7%	(53)	8%	(55)	713
2016 Vote: Other	23%	(24)	43%	(44)	19%	(20)	8%	(8)	8%	(8)	104
2016 Vote: Didn't Vote	29%	(203)	35%	(245)	17%	(119)	3%	(24)	15%	(101)	693
Voted in 2014: Yes	31%	(379)	46%	(568)	13%	(166)	4%	(55)	5%	(67)	1236
Voted in 2014: No	27%	(260)	39%	(374)	18%	(172)	4%	(38)	13%	(121)	964
4-Region: Northeast	29%	(116)	45%	(175)	16%	(63)	2%	(9)	8%	(31)	394
4-Region: Midwest	26%	(121)	47%	(215)	14%	(66)	4%	(19)	9%	(41)	462
4-Region: South	30%	(245)	40%	(329)	16%	(133)	5%	(43)	9%	(75)	824
4-Region: West	30%	(159)	43%	(222)	15%	(76)	4%	(21)	8%	(42)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC3_1: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(376)	19%	(316)	20%	(337)	23%	(385)	15%	(254)	1668
Gender: Male	26%	(212)	19%	(157)	20%	(161)	21%	(173)	14%	(118)	821
Gender: Female	19%	(165)	19%	(160)	21%	(176)	25%	(211)	16%	(136)	847
Age: 18-34	21%	(110)	18%	(92)	18%	(91)	24%	(122)	20%	(102)	516
Age: 35-44	22%	(54)	23%	(57)	16%	(41)	27%	(67)	12%	(31)	250
Age: 45-64	24%	(129)	18%	(98)	22%	(118)	23%	(128)	13%	(72)	545
Age: 65+	23%	(84)	19%	(69)	25%	(88)	19%	(67)	14%	(49)	357
GenZers: 1997-2012	19%	(42)	18%	(39)	18%	(40)	25%	(55)	20%	(44)	221
Millennials: 1981-1996	24%	(108)	20%	(92)	15%	(69)	23%	(107)	17%	(79)	455
GenXers: 1965-1980	23%	(87)	21%	(82)	19%	(74)	25%	(94)	12%	(46)	383
Baby Boomers: 1946-1964	22%	(119)	16%	(86)	26%	(139)	22%	(115)	13%	(70)	529
PID: Dem (no lean)	19%	(123)	20%	(133)	18%	(121)	26%	(169)	17%	(116)	661
PID: Ind (no lean)	25%	(127)	19%	(96)	22%	(115)	21%	(106)	13%	(69)	513
PID: Rep (no lean)	26%	(127)	18%	(88)	20%	(101)	22%	(109)	14%	(70)	495
PID/Gender: Dem Men	20%	(64)	19%	(61)	20%	(63)	25%	(82)	16%	(53)	323
PID/Gender: Dem Women	17%	(59)	21%	(72)	17%	(57)	26%	(88)	19%	(63)	339
PID/Gender: Ind Men	29%	(70)	23%	(55)	16%	(39)	19%	(46)	12%	(28)	237
PID/Gender: Ind Women	21%	(57)	15%	(41)	28%	(76)	22%	(60)	15%	(41)	276
PID/Gender: Rep Men	30%	(78)	16%	(41)	23%	(59)	18%	(46)	14%	(37)	262
PID/Gender: Rep Women	21%	(48)	20%	(47)	18%	(42)	27%	(63)	14%	(32)	233
Ideo: Liberal (1-3)	20%	(104)	18%	(92)	21%	(106)	20%	(104)	20%	(102)	508
Ideo: Moderate (4)	24%	(109)	17%	(78)	18%	(83)	27%	(122)	14%	(64)	457
Ideo: Conservative (5-7)	25%	(142)	21%	(119)	20%	(113)	21%	(116)	13%	(71)	561
Educ: < College	24%	(262)	18%	(195)	20%	(222)	23%	(253)	15%	(170)	1101
Educ: Bachelors degree	21%	(77)	20%	(72)	19%	(70)	24%	(88)	15%	(56)	362
Educ: Post-grad	18%	(37)	24%	(49)	22%	(45)	21%	(44)	14%	(29)	205
Income: Under 50k	24%	(180)	16%	(122)	20%	(156)	23%	(178)	17%	(129)	766
Income: 50k-100k	22%	(123)	20%	(114)	20%	(113)	23%	(131)	15%	(83)	564
Income: 100k+	22%	(73)	24%	(80)	20%	(68)	22%	(75)	13%	(42)	338
Ethnicity: White	24%	(307)	19%	(245)	21%	(275)	21%	(279)	15%	(197)	1303
Ethnicity: Hispanic	22%	(62)	20%	(55)	16%	(43)	23%	(62)	19%	(53)	276

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Table BPC3_1: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(376)	19%	(316)	20%	(337)	23%	(385)	15%	(254)	1668
Ethnicity: Black	14%	(30)	18%	(39)	19%	(41)	31%	(69)	19%	(41)	219
Ethnicity: Other	27%	(39)	22%	(33)	14%	(21)	25%	(37)	12%	(17)	146
All Christian	24%	(201)	19%	(156)	23%	(189)	21%	(175)	14%	(115)	835
All Non-Christian	24%	(25)	19%	(20)	13%	(13)	20%	(21)	23%	(24)	103
Atheist	28%	(25)	23%	(20)	13%	(12)	22%	(19)	13%	(12)	88
Agnostic/Nothing in particular	18%	(67)	23%	(83)	17%	(64)	27%	(100)	15%	(55)	370
Something Else	21%	(58)	13%	(36)	22%	(59)	25%	(69)	18%	(49)	271
Religious Non-Protestant/Catholic	24%	(26)	20%	(22)	13%	(14)	21%	(23)	22%	(24)	109
Evangelical	24%	(108)	18%	(81)	19%	(89)	23%	(104)	16%	(75)	457
Non-Evangelical	23%	(145)	17%	(108)	25%	(156)	22%	(136)	14%	(87)	632
Community: Urban	23%	(104)	19%	(87)	19%	(89)	20%	(93)	19%	(88)	461
Community: Suburban	22%	(176)	20%	(157)	22%	(169)	23%	(179)	13%	(103)	783
Community: Rural	23%	(97)	17%	(73)	18%	(79)	27%	(113)	15%	(64)	425
Employ: Private Sector	21%	(115)	26%	(138)	19%	(102)	22%	(117)	12%	(67)	540
Employ: Government	20%	(16)	13%	(11)	21%	(17)	34%	(28)	12%	(10)	83
Employ: Self-Employed	28%	(44)	15%	(24)	19%	(30)	23%	(36)	14%	(22)	156
Employ: Homemaker	18%	(28)	17%	(26)	20%	(31)	25%	(38)	20%	(30)	152
Employ: Student	23%	(23)	18%	(18)	17%	(17)	24%	(25)	18%	(18)	101
Employ: Retired	26%	(106)	17%	(69)	23%	(95)	20%	(81)	14%	(59)	410
Employ: Unemployed	19%	(32)	12%	(20)	18%	(29)	26%	(42)	25%	(42)	165
Employ: Other	20%	(13)	15%	(9)	24%	(15)	29%	(18)	12%	(7)	63
Military HH: Yes	20%	(58)	16%	(45)	18%	(51)	27%	(76)	20%	(57)	286
Military HH: No	23%	(318)	20%	(272)	21%	(286)	22%	(309)	14%	(198)	1382
RD/WT: Right Direction	21%	(175)	21%	(174)	20%	(167)	22%	(187)	16%	(135)	839
RD/WT: Wrong Track	24%	(201)	17%	(142)	20%	(170)	24%	(197)	14%	(119)	829
Biden Job Approve	21%	(203)	20%	(189)	21%	(203)	22%	(206)	15%	(145)	946
Biden Job Disapprove	25%	(155)	18%	(109)	19%	(118)	23%	(141)	16%	(97)	620

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Table BPC3_1: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(376)	19%	(316)	20%	(337)	23%	(385)	15%	(254)	1668
Biden Job Strongly Approve	20%	(106)	19%	(102)	21%	(111)	23%	(122)	17%	(87)	528
Biden Job Somewhat Approve	23%	(97)	21%	(87)	22%	(92)	20%	(84)	14%	(58)	418
Biden Job Somewhat Disapprove	24%	(44)	18%	(32)	23%	(41)	18%	(32)	18%	(32)	181
Biden Job Strongly Disapprove	25%	(111)	17%	(77)	17%	(77)	25%	(109)	15%	(65)	439
Favorable of Biden	21%	(199)	20%	(192)	21%	(193)	23%	(218)	15%	(138)	939
Unfavorable of Biden	24%	(155)	17%	(105)	20%	(129)	24%	(154)	14%	(92)	634
Very Favorable of Biden	22%	(120)	20%	(109)	20%	(107)	23%	(125)	15%	(80)	541
Somewhat Favorable of Biden	20%	(79)	21%	(83)	21%	(85)	24%	(94)	14%	(58)	399
Somewhat Unfavorable of Biden	24%	(38)	12%	(19)	24%	(38)	23%	(36)	17%	(26)	158
Very Unfavorable of Biden	25%	(117)	18%	(86)	19%	(91)	25%	(117)	14%	(65)	477
#1 Issue: Economy	20%	(119)	19%	(112)	21%	(125)	26%	(158)	14%	(83)	596
#1 Issue: Security	25%	(65)	19%	(51)	20%	(52)	24%	(63)	12%	(31)	261
#1 Issue: Health Care	27%	(74)	19%	(51)	20%	(53)	17%	(46)	17%	(45)	269
#1 Issue: Medicare / Social Security	27%	(51)	13%	(25)	24%	(45)	19%	(35)	17%	(31)	188
#1 Issue: Women's Issues	19%	(19)	23%	(23)	19%	(18)	22%	(21)	17%	(17)	98
#1 Issue: Education	16%	(13)	25%	(20)	11%	(9)	22%	(17)	25%	(19)	77
#1 Issue: Energy	21%	(14)	21%	(13)	18%	(12)	21%	(13)	19%	(12)	65
#1 Issue: Other	19%	(22)	19%	(21)	21%	(24)	28%	(32)	14%	(15)	114
2020 Vote: Joe Biden	21%	(164)	21%	(164)	19%	(145)	23%	(179)	15%	(115)	766
2020 Vote: Donald Trump	25%	(136)	19%	(103)	22%	(119)	22%	(121)	13%	(69)	549
2020 Vote: Didn't Vote	22%	(71)	14%	(46)	19%	(61)	23%	(74)	21%	(65)	317
2018 House Vote: Democrat	20%	(113)	20%	(113)	22%	(127)	24%	(134)	14%	(80)	566
2018 House Vote: Republican	24%	(115)	19%	(92)	22%	(106)	23%	(110)	12%	(56)	480
2016 Vote: Hillary Clinton	19%	(99)	21%	(108)	21%	(108)	24%	(125)	16%	(86)	526
2016 Vote: Donald Trump	24%	(134)	19%	(107)	21%	(120)	23%	(131)	12%	(67)	558
2016 Vote: Other	17%	(15)	19%	(16)	29%	(25)	24%	(20)	12%	(10)	85
2016 Vote: Didn't Vote	26%	(126)	17%	(86)	17%	(84)	22%	(107)	18%	(91)	494
Voted in 2014: Yes	22%	(212)	20%	(191)	22%	(208)	24%	(232)	12%	(119)	962
Voted in 2014: No	23%	(165)	18%	(125)	18%	(129)	22%	(152)	19%	(136)	707

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Table BPC3_1: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(376)	19%	(316)	20%	(337)	23%	(385)	15%	(254)	1668
4-Region: Northeast	19%	(60)	22%	(68)	20%	(63)	23%	(71)	16%	(50)	311
4-Region: Midwest	27%	(92)	17%	(59)	21%	(73)	24%	(82)	12%	(41)	347
4-Region: South	22%	(134)	18%	(112)	20%	(121)	22%	(137)	18%	(114)	618
4-Region: West	23%	(90)	20%	(77)	20%	(80)	24%	(95)	13%	(50)	393

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC3_2: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Effective communication, including writing and speaking skills

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(388)	26%	(425)	25%	(416)	16%	(269)	10%	(170)	1668
Gender: Male	20%	(165)	25%	(205)	28%	(226)	16%	(135)	11%	(91)	821
Gender: Female	26%	(223)	26%	(221)	22%	(190)	16%	(134)	9%	(80)	847
Age: 18-34	27%	(142)	23%	(121)	23%	(117)	14%	(73)	12%	(63)	516
Age: 35-44	22%	(54)	25%	(62)	22%	(55)	17%	(42)	15%	(38)	250
Age: 45-64	21%	(114)	27%	(148)	27%	(145)	18%	(96)	8%	(42)	545
Age: 65+	22%	(79)	27%	(95)	28%	(100)	16%	(57)	7%	(27)	357
GenZers: 1997-2012	29%	(63)	27%	(59)	19%	(42)	15%	(33)	10%	(23)	221
Millennials: 1981-1996	25%	(115)	21%	(97)	23%	(105)	16%	(71)	15%	(68)	455
GenXers: 1965-1980	20%	(75)	26%	(99)	28%	(106)	17%	(67)	9%	(36)	383
Baby Boomers: 1946-1964	21%	(111)	30%	(156)	25%	(133)	17%	(90)	7%	(39)	529
PID: Dem (no lean)	24%	(157)	23%	(151)	26%	(172)	15%	(97)	13%	(84)	661
PID: Ind (no lean)	23%	(119)	25%	(127)	27%	(137)	18%	(90)	8%	(39)	513
PID: Rep (no lean)	22%	(111)	30%	(148)	22%	(107)	17%	(82)	9%	(47)	495
PID/Gender: Dem Men	23%	(73)	24%	(78)	28%	(90)	13%	(42)	13%	(41)	323
PID/Gender: Dem Women	25%	(85)	22%	(73)	24%	(83)	16%	(55)	13%	(43)	339
PID/Gender: Ind Men	18%	(43)	21%	(51)	34%	(80)	19%	(45)	8%	(18)	237
PID/Gender: Ind Women	28%	(77)	28%	(77)	20%	(56)	16%	(45)	8%	(21)	276
PID/Gender: Rep Men	19%	(50)	29%	(76)	21%	(56)	18%	(48)	12%	(32)	262
PID/Gender: Rep Women	26%	(61)	31%	(71)	22%	(51)	15%	(34)	6%	(15)	233
Ideo: Liberal (1-3)	22%	(114)	25%	(125)	27%	(138)	14%	(73)	12%	(59)	508
Ideo: Moderate (4)	26%	(117)	23%	(103)	27%	(122)	16%	(71)	10%	(44)	457
Ideo: Conservative (5-7)	20%	(114)	28%	(159)	24%	(136)	17%	(96)	10%	(56)	561
Educ: < College	24%	(264)	25%	(272)	24%	(264)	17%	(186)	10%	(115)	1101
Educ: Bachelors degree	23%	(84)	26%	(94)	28%	(101)	14%	(49)	9%	(34)	362
Educ: Post-grad	19%	(40)	29%	(59)	25%	(51)	16%	(33)	11%	(22)	205
Income: Under 50k	25%	(190)	25%	(195)	25%	(194)	16%	(124)	8%	(63)	766
Income: 50k-100k	23%	(129)	24%	(137)	22%	(123)	18%	(100)	13%	(76)	564
Income: 100k+	20%	(69)	28%	(94)	29%	(99)	13%	(45)	9%	(32)	338
Ethnicity: White	22%	(291)	26%	(340)	25%	(327)	17%	(217)	10%	(128)	1303
Ethnicity: Hispanic	29%	(80)	19%	(52)	21%	(57)	18%	(50)	13%	(36)	276

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Table BPC3_2: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Effective communication, including writing and speaking skills

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(388)	26%	(425)	25%	(416)	16%	(269)	10%	(170)	1668
Ethnicity: Black	33%	(72)	24%	(53)	23%	(50)	13%	(28)	7%	(15)	219
Ethnicity: Other	17%	(25)	22%	(32)	26%	(39)	16%	(23)	19%	(28)	146
All Christian	21%	(175)	26%	(216)	25%	(208)	18%	(148)	11%	(89)	835
All Non-Christian	29%	(30)	24%	(24)	26%	(27)	5%	(5)	16%	(17)	103
Atheist	17%	(15)	21%	(18)	41%	(36)	14%	(12)	8%	(7)	88
Agnostic/Nothing in particular	29%	(107)	22%	(82)	23%	(85)	18%	(65)	8%	(31)	370
Something Else	23%	(62)	31%	(84)	22%	(59)	14%	(39)	10%	(27)	271
Religious Non-Protestant/Catholic	30%	(33)	24%	(26)	27%	(29)	4%	(5)	16%	(17)	109
Evangelical	23%	(106)	24%	(108)	25%	(116)	16%	(75)	11%	(52)	457
Non-Evangelical	20%	(127)	30%	(189)	23%	(147)	17%	(110)	9%	(59)	632
Community: Urban	23%	(107)	21%	(97)	24%	(113)	15%	(69)	16%	(75)	461
Community: Suburban	24%	(189)	28%	(217)	25%	(192)	17%	(131)	7%	(54)	783
Community: Rural	22%	(92)	26%	(112)	26%	(111)	16%	(69)	10%	(41)	425
Employ: Private Sector	22%	(119)	24%	(130)	25%	(137)	17%	(92)	11%	(62)	540
Employ: Government	21%	(18)	23%	(19)	29%	(24)	10%	(8)	17%	(14)	83
Employ: Self-Employed	17%	(26)	27%	(42)	27%	(42)	21%	(33)	8%	(12)	156
Employ: Homemaker	42%	(63)	22%	(33)	13%	(19)	16%	(25)	7%	(11)	152
Employ: Student	29%	(29)	30%	(30)	19%	(19)	7%	(7)	15%	(15)	101
Employ: Retired	22%	(88)	25%	(102)	29%	(117)	18%	(72)	7%	(30)	410
Employ: Unemployed	18%	(30)	29%	(47)	27%	(45)	15%	(25)	11%	(18)	165
Employ: Other	22%	(14)	34%	(21)	19%	(12)	11%	(7)	14%	(9)	63
Military HH: Yes	23%	(67)	32%	(92)	27%	(78)	11%	(33)	6%	(17)	286
Military HH: No	23%	(321)	24%	(333)	24%	(338)	17%	(236)	11%	(154)	1382
RD/WT: Right Direction	24%	(198)	24%	(198)	25%	(211)	16%	(133)	12%	(99)	839
RD/WT: Wrong Track	23%	(190)	27%	(228)	25%	(205)	16%	(136)	9%	(71)	829
Biden Job Approve	22%	(211)	25%	(237)	25%	(234)	16%	(150)	12%	(114)	946
Biden Job Disapprove	23%	(144)	27%	(170)	26%	(162)	16%	(97)	7%	(46)	620

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Table BPC3_2: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Effective communication, including writing and speaking skills

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(388)	26%	(425)	25%	(416)	16%	(269)	10%	(170)	1668
Biden Job Strongly Approve	22%	(114)	23%	(123)	26%	(139)	16%	(84)	13%	(68)	528
Biden Job Somewhat Approve	23%	(97)	27%	(114)	23%	(95)	16%	(66)	11%	(46)	418
Biden Job Somewhat Disapprove	25%	(45)	22%	(39)	30%	(55)	15%	(27)	8%	(15)	181
Biden Job Strongly Disapprove	23%	(99)	30%	(131)	24%	(107)	16%	(70)	7%	(31)	439
Favorable of Biden	23%	(214)	24%	(225)	25%	(236)	16%	(153)	12%	(111)	939
Unfavorable of Biden	22%	(142)	28%	(178)	26%	(167)	15%	(97)	8%	(50)	634
Very Favorable of Biden	22%	(118)	22%	(118)	27%	(144)	16%	(86)	14%	(74)	541
Somewhat Favorable of Biden	24%	(96)	27%	(107)	23%	(93)	17%	(67)	9%	(37)	399
Somewhat Unfavorable of Biden	23%	(37)	27%	(43)	29%	(45)	13%	(21)	8%	(12)	158
Very Unfavorable of Biden	22%	(105)	28%	(135)	26%	(122)	16%	(76)	8%	(38)	477
#1 Issue: Economy	24%	(145)	24%	(146)	26%	(154)	15%	(91)	10%	(61)	596
#1 Issue: Security	25%	(64)	24%	(62)	26%	(68)	13%	(35)	13%	(33)	261
#1 Issue: Health Care	24%	(64)	27%	(73)	23%	(62)	16%	(42)	11%	(28)	269
#1 Issue: Medicare / Social Security	26%	(49)	20%	(38)	25%	(46)	20%	(38)	9%	(17)	188
#1 Issue: Women's Issues	16%	(16)	26%	(25)	22%	(21)	24%	(23)	12%	(12)	98
#1 Issue: Education	15%	(12)	34%	(26)	25%	(19)	24%	(19)	2%	(2)	77
#1 Issue: Energy	13%	(9)	29%	(19)	23%	(15)	20%	(13)	15%	(10)	65
#1 Issue: Other	27%	(31)	32%	(37)	28%	(32)	7%	(8)	7%	(8)	114
2020 Vote: Joe Biden	23%	(176)	23%	(176)	28%	(218)	15%	(114)	11%	(82)	766
2020 Vote: Donald Trump	23%	(124)	27%	(150)	25%	(137)	17%	(92)	8%	(46)	549
2020 Vote: Didn't Vote	26%	(82)	25%	(81)	18%	(56)	18%	(58)	13%	(40)	317
2018 House Vote: Democrat	21%	(120)	22%	(124)	30%	(168)	17%	(96)	10%	(59)	566
2018 House Vote: Republican	23%	(108)	29%	(141)	24%	(116)	17%	(82)	7%	(33)	480
2016 Vote: Hillary Clinton	24%	(127)	23%	(119)	27%	(142)	16%	(85)	10%	(53)	526
2016 Vote: Donald Trump	23%	(130)	27%	(149)	24%	(133)	18%	(101)	8%	(45)	558
2016 Vote: Other	22%	(19)	33%	(28)	24%	(20)	14%	(12)	7%	(6)	85
2016 Vote: Didn't Vote	22%	(111)	26%	(127)	24%	(120)	14%	(71)	13%	(66)	494
Voted in 2014: Yes	22%	(212)	25%	(243)	26%	(252)	18%	(169)	9%	(85)	962
Voted in 2014: No	25%	(176)	26%	(182)	23%	(164)	14%	(99)	12%	(85)	707

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Table BPC3_2: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - *Effective communication, including writing and speaking skills*

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(388)	26%	(425)	25%	(416)	16%	(269)	10%	(170)	1668
4-Region: Northeast	24%	(76)	23%	(71)	26%	(80)	15%	(45)	13%	(39)	311
4-Region: Midwest	18%	(63)	28%	(97)	27%	(94)	15%	(53)	11%	(40)	347
4-Region: South	25%	(152)	26%	(161)	25%	(153)	16%	(102)	8%	(50)	618
4-Region: West	25%	(97)	25%	(96)	23%	(88)	18%	(69)	11%	(42)	393

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC3_3: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Total N
Adults	29% (484)	29% (487)	19% (316)	15% (243)	8% (138)	1668
Gender: Male	30% (249)	28% (234)	18% (147)	14% (118)	9% (74)	821
Gender: Female	28% (235)	30% (254)	20% (169)	15% (125)	8% (64)	847
Age: 18-34	26% (132)	29% (148)	20% (102)	15% (78)	11% (56)	516
Age: 35-44	29% (73)	30% (74)	19% (48)	12% (31)	10% (24)	250
Age: 45-64	31% (169)	30% (163)	17% (90)	16% (88)	6% (34)	545
Age: 65+	31% (110)	28% (102)	21% (76)	13% (47)	6% (23)	357
GenZers: 1997-2012	30% (66)	29% (64)	23% (51)	7% (15)	11% (25)	221
Millennials: 1981-1996	23% (106)	30% (135)	19% (86)	18% (81)	11% (48)	455
GenXers: 1965-1980	32% (122)	28% (109)	17% (64)	15% (59)	8% (29)	383
Baby Boomers: 1946-1964	32% (171)	29% (154)	19% (98)	14% (76)	6% (30)	529
PID: Dem (no lean)	30% (201)	28% (188)	17% (116)	14% (91)	10% (66)	661
PID: Ind (no lean)	30% (155)	30% (155)	18% (93)	15% (79)	6% (31)	513
PID: Rep (no lean)	26% (128)	29% (145)	22% (108)	15% (73)	8% (41)	495
PID/Gender: Dem Men	32% (103)	27% (88)	15% (49)	15% (48)	10% (34)	323
PID/Gender: Dem Women	29% (98)	29% (100)	20% (66)	13% (43)	10% (32)	339
PID/Gender: Ind Men	34% (80)	29% (69)	18% (43)	14% (33)	5% (12)	237
PID/Gender: Ind Women	27% (75)	31% (86)	18% (50)	17% (46)	7% (19)	276
PID/Gender: Rep Men	25% (65)	29% (77)	21% (54)	14% (37)	11% (29)	262
PID/Gender: Rep Women	27% (62)	29% (69)	23% (53)	16% (36)	5% (12)	233
Ideo: Liberal (1-3)	33% (166)	27% (139)	17% (85)	15% (76)	8% (41)	508
Ideo: Moderate (4)	25% (114)	29% (131)	21% (96)	14% (66)	11% (49)	457
Ideo: Conservative (5-7)	30% (171)	29% (163)	19% (106)	14% (81)	7% (40)	561
Educ: < College	25% (281)	31% (339)	19% (205)	16% (175)	9% (102)	1101
Educ: Bachelors degree	32% (115)	28% (102)	21% (78)	12% (45)	6% (22)	362
Educ: Post-grad	43% (88)	23% (47)	16% (33)	12% (24)	7% (14)	205
Income: Under 50k	26% (198)	30% (232)	18% (140)	15% (117)	10% (79)	766
Income: 50k-100k	29% (166)	30% (168)	20% (110)	15% (86)	6% (33)	564
Income: 100k+	35% (120)	26% (87)	19% (66)	12% (40)	7% (25)	338
Ethnicity: White	29% (381)	29% (384)	19% (245)	15% (193)	8% (100)	1303
Ethnicity: Hispanic	20% (56)	32% (87)	16% (43)	19% (51)	14% (38)	276

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Table BPC3_3: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	29%	(484)	29%	(487)	19%	(316)	15%	(243)	8%	(138)	1668
Ethnicity: Black	29%	(62)	25%	(55)	22%	(49)	16%	(36)	8%	(17)	219
Ethnicity: Other	28%	(41)	33%	(48)	16%	(23)	10%	(14)	14%	(21)	146
All Christian	29%	(246)	29%	(245)	18%	(148)	14%	(119)	9%	(78)	835
All Non-Christian	27%	(27)	20%	(20)	19%	(20)	26%	(27)	9%	(9)	103
Atheist	38%	(33)	21%	(18)	20%	(17)	11%	(10)	11%	(9)	88
Agnostic/Nothing in particular	29%	(109)	28%	(104)	22%	(81)	13%	(49)	7%	(28)	370
Something Else	25%	(68)	37%	(101)	18%	(49)	14%	(39)	5%	(14)	271
Religious Non-Protestant/Catholic	27%	(29)	20%	(22)	18%	(20)	25%	(28)	10%	(10)	109
Evangelical	26%	(121)	32%	(145)	20%	(93)	12%	(56)	9%	(43)	457
Non-Evangelical	30%	(190)	31%	(193)	16%	(103)	16%	(98)	7%	(47)	632
Community: Urban	26%	(120)	29%	(135)	17%	(78)	18%	(81)	10%	(47)	461
Community: Suburban	31%	(242)	29%	(226)	19%	(145)	14%	(108)	8%	(62)	783
Community: Rural	29%	(122)	30%	(126)	22%	(93)	13%	(55)	7%	(29)	425
Employ: Private Sector	30%	(164)	27%	(145)	18%	(97)	13%	(72)	11%	(61)	540
Employ: Government	31%	(25)	32%	(26)	19%	(16)	13%	(11)	5%	(4)	83
Employ: Self-Employed	29%	(45)	31%	(48)	20%	(31)	14%	(22)	6%	(10)	156
Employ: Homemaker	22%	(34)	30%	(45)	18%	(27)	22%	(34)	8%	(12)	152
Employ: Student	26%	(26)	32%	(33)	23%	(23)	8%	(8)	11%	(11)	101
Employ: Retired	30%	(124)	30%	(122)	20%	(81)	14%	(56)	7%	(27)	410
Employ: Unemployed	30%	(50)	31%	(51)	19%	(31)	16%	(27)	4%	(7)	165
Employ: Other	25%	(16)	25%	(16)	19%	(12)	22%	(14)	8%	(5)	63
Military HH: Yes	31%	(89)	27%	(78)	19%	(56)	14%	(40)	8%	(24)	286
Military HH: No	29%	(395)	30%	(410)	19%	(260)	15%	(203)	8%	(114)	1382
RD/WT: Right Direction	31%	(256)	29%	(240)	16%	(132)	15%	(123)	11%	(88)	839
RD/WT: Wrong Track	27%	(228)	30%	(247)	22%	(185)	15%	(121)	6%	(49)	829
Biden Job Approve	30%	(285)	28%	(265)	17%	(158)	15%	(141)	10%	(97)	946
Biden Job Disapprove	27%	(169)	30%	(185)	24%	(146)	13%	(82)	6%	(39)	620

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Table BPC3_3: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	29%	(484)	29%	(487)	19%	(316)	15%	(243)	8%	(138)	1668
Biden Job Strongly Approve	31%	(163)	27%	(141)	16%	(86)	14%	(74)	12%	(65)	528
Biden Job Somewhat Approve	29%	(122)	30%	(124)	17%	(72)	16%	(67)	8%	(32)	418
Biden Job Somewhat Disapprove	23%	(41)	36%	(65)	21%	(38)	14%	(24)	7%	(13)	181
Biden Job Strongly Disapprove	29%	(128)	27%	(119)	25%	(108)	13%	(58)	6%	(26)	439
Favorable of Biden	30%	(282)	29%	(271)	17%	(163)	14%	(133)	10%	(91)	939
Unfavorable of Biden	29%	(182)	31%	(198)	21%	(136)	13%	(82)	6%	(37)	634
Very Favorable of Biden	30%	(162)	30%	(162)	17%	(91)	13%	(71)	10%	(54)	541
Somewhat Favorable of Biden	30%	(120)	27%	(109)	18%	(72)	15%	(62)	9%	(37)	399
Somewhat Unfavorable of Biden	23%	(37)	40%	(63)	16%	(25)	14%	(22)	7%	(10)	158
Very Unfavorable of Biden	30%	(145)	28%	(135)	23%	(110)	13%	(60)	6%	(26)	477
#1 Issue: Economy	27%	(163)	35%	(209)	16%	(96)	14%	(85)	7%	(44)	596
#1 Issue: Security	28%	(73)	29%	(74)	24%	(62)	11%	(30)	8%	(22)	261
#1 Issue: Health Care	28%	(76)	29%	(78)	18%	(49)	15%	(41)	9%	(25)	269
#1 Issue: Medicare / Social Security	21%	(39)	33%	(62)	22%	(41)	18%	(34)	7%	(12)	188
#1 Issue: Women's Issues	30%	(29)	16%	(16)	23%	(23)	18%	(18)	13%	(12)	98
#1 Issue: Education	33%	(26)	16%	(12)	29%	(22)	13%	(10)	9%	(7)	77
#1 Issue: Energy	52%	(33)	19%	(12)	9%	(6)	17%	(11)	3%	(2)	65
#1 Issue: Other	38%	(44)	21%	(24)	15%	(17)	13%	(15)	12%	(13)	114
2020 Vote: Joe Biden	32%	(249)	28%	(218)	17%	(130)	13%	(103)	9%	(66)	766
2020 Vote: Donald Trump	28%	(155)	29%	(159)	21%	(117)	14%	(78)	7%	(40)	549
2020 Vote: Didn't Vote	22%	(71)	32%	(101)	18%	(58)	19%	(59)	8%	(27)	317
2018 House Vote: Democrat	35%	(197)	30%	(168)	16%	(92)	13%	(74)	6%	(35)	566
2018 House Vote: Republican	28%	(135)	28%	(136)	19%	(89)	15%	(74)	9%	(45)	480
2016 Vote: Hillary Clinton	33%	(174)	28%	(146)	17%	(89)	15%	(79)	7%	(38)	526
2016 Vote: Donald Trump	28%	(155)	30%	(168)	20%	(111)	14%	(79)	8%	(45)	558
2016 Vote: Other	26%	(22)	34%	(29)	21%	(18)	13%	(11)	6%	(6)	85
2016 Vote: Didn't Vote	27%	(132)	29%	(144)	20%	(98)	15%	(73)	10%	(47)	494
Voted in 2014: Yes	31%	(301)	30%	(284)	18%	(178)	13%	(123)	8%	(76)	962
Voted in 2014: No	26%	(182)	29%	(204)	20%	(139)	17%	(121)	9%	(62)	707

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Table BPC3_3: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	29%	(484)	29%	(487)	19%	(316)	15%	(243)	8%	(138)	1668
4-Region: Northeast	31%	(96)	28%	(86)	18%	(57)	16%	(48)	7%	(23)	311
4-Region: Midwest	32%	(112)	29%	(101)	17%	(59)	13%	(47)	8%	(29)	347
4-Region: South	27%	(168)	29%	(180)	21%	(128)	15%	(94)	8%	(48)	618
4-Region: West	27%	(107)	31%	(121)	18%	(72)	14%	(55)	10%	(38)	393

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC3_4: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	19%	(316)	16%	(260)	23%	(386)	27%	(451)	15%	(255)	1668
Gender: Male	17%	(140)	16%	(129)	23%	(188)	27%	(224)	17%	(140)	821
Gender: Female	21%	(176)	16%	(131)	23%	(198)	27%	(227)	14%	(115)	847
Age: 18-34	19%	(97)	16%	(83)	24%	(123)	27%	(140)	14%	(73)	516
Age: 35-44	20%	(50)	14%	(34)	30%	(76)	22%	(55)	14%	(36)	250
Age: 45-64	19%	(106)	15%	(84)	23%	(125)	26%	(144)	16%	(87)	545
Age: 65+	18%	(64)	17%	(60)	17%	(62)	31%	(112)	17%	(59)	357
GenZers: 1997-2012	18%	(39)	15%	(33)	24%	(52)	30%	(67)	13%	(28)	221
Millennials: 1981-1996	20%	(90)	16%	(71)	27%	(121)	24%	(108)	14%	(64)	455
GenXers: 1965-1980	18%	(69)	14%	(55)	26%	(98)	24%	(93)	18%	(68)	383
Baby Boomers: 1946-1964	20%	(108)	16%	(84)	20%	(103)	30%	(158)	14%	(76)	529
PID: Dem (no lean)	21%	(137)	16%	(107)	23%	(152)	26%	(172)	14%	(94)	661
PID: Ind (no lean)	16%	(85)	16%	(83)	22%	(115)	27%	(138)	18%	(92)	513
PID: Rep (no lean)	19%	(94)	14%	(71)	24%	(119)	28%	(141)	14%	(69)	495
PID/Gender: Dem Men	18%	(59)	16%	(51)	22%	(73)	26%	(85)	17%	(55)	323
PID/Gender: Dem Women	23%	(78)	16%	(55)	23%	(79)	26%	(87)	11%	(39)	339
PID/Gender: Ind Men	15%	(36)	15%	(36)	22%	(51)	25%	(60)	22%	(53)	237
PID/Gender: Ind Women	17%	(48)	17%	(46)	23%	(64)	28%	(78)	14%	(39)	276
PID/Gender: Rep Men	17%	(44)	16%	(41)	24%	(64)	30%	(79)	12%	(33)	262
PID/Gender: Rep Women	21%	(50)	13%	(30)	24%	(55)	26%	(61)	16%	(37)	233
Ideo: Liberal (1-3)	17%	(85)	16%	(83)	21%	(106)	29%	(148)	17%	(85)	508
Ideo: Moderate (4)	18%	(84)	18%	(81)	24%	(111)	24%	(111)	15%	(69)	457
Ideo: Conservative (5-7)	18%	(102)	14%	(80)	23%	(130)	29%	(162)	15%	(87)	561
Educ: < College	20%	(224)	16%	(171)	24%	(267)	26%	(291)	13%	(147)	1101
Educ: Bachelors degree	18%	(64)	16%	(58)	19%	(70)	28%	(100)	19%	(69)	362
Educ: Post-grad	13%	(28)	15%	(31)	24%	(49)	29%	(59)	19%	(38)	205
Income: Under 50k	20%	(153)	17%	(131)	22%	(167)	27%	(205)	14%	(109)	766
Income: 50k-100k	19%	(108)	15%	(85)	25%	(144)	25%	(142)	15%	(86)	564
Income: 100k+	16%	(55)	13%	(45)	22%	(75)	31%	(104)	18%	(60)	338
Ethnicity: White	19%	(246)	15%	(202)	22%	(290)	27%	(347)	17%	(219)	1303
Ethnicity: Hispanic	17%	(48)	12%	(34)	28%	(78)	27%	(75)	15%	(40)	276

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Table BPC3_4: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	19%	(316)	16%	(260)	23%	(386)	27%	(451)	15%	(255)	1668
Ethnicity: Black	19%	(41)	18%	(40)	25%	(55)	27%	(59)	11%	(23)	219
Ethnicity: Other	19%	(28)	13%	(19)	28%	(41)	31%	(46)	9%	(13)	146
All Christian	18%	(152)	16%	(136)	23%	(195)	28%	(234)	14%	(118)	835
All Non-Christian	12%	(12)	18%	(19)	25%	(26)	28%	(29)	17%	(17)	103
Atheist	12%	(11)	24%	(21)	16%	(14)	29%	(26)	19%	(17)	88
Agnostic/Nothing in particular	18%	(67)	17%	(64)	25%	(94)	22%	(83)	17%	(61)	370
Something Else	27%	(74)	7%	(20)	21%	(57)	29%	(79)	15%	(41)	271
Religious Non-Protestant/Catholic	11%	(12)	18%	(19)	26%	(29)	27%	(30)	17%	(19)	109
Evangelical	21%	(95)	14%	(63)	22%	(99)	30%	(135)	14%	(64)	457
Non-Evangelical	20%	(128)	14%	(91)	24%	(149)	27%	(172)	14%	(91)	632
Community: Urban	19%	(89)	15%	(71)	22%	(103)	29%	(133)	14%	(65)	461
Community: Suburban	17%	(131)	15%	(119)	24%	(186)	28%	(219)	16%	(129)	783
Community: Rural	23%	(96)	17%	(71)	23%	(97)	23%	(99)	14%	(61)	425
Employ: Private Sector	20%	(108)	12%	(67)	24%	(129)	28%	(153)	15%	(83)	540
Employ: Government	20%	(16)	18%	(15)	22%	(19)	23%	(19)	17%	(14)	83
Employ: Self-Employed	19%	(30)	18%	(29)	20%	(32)	22%	(34)	21%	(32)	156
Employ: Homemaker	15%	(23)	15%	(22)	34%	(52)	21%	(33)	15%	(23)	152
Employ: Student	17%	(17)	16%	(16)	26%	(26)	34%	(34)	8%	(8)	101
Employ: Retired	17%	(70)	19%	(77)	19%	(78)	30%	(123)	15%	(62)	410
Employ: Unemployed	22%	(37)	16%	(27)	23%	(37)	25%	(41)	14%	(23)	165
Employ: Other	23%	(15)	13%	(8)	23%	(15)	23%	(15)	17%	(11)	63
Military HH: Yes	20%	(58)	14%	(39)	21%	(61)	30%	(87)	14%	(41)	286
Military HH: No	19%	(258)	16%	(221)	24%	(325)	26%	(364)	15%	(214)	1382
RD/WT: Right Direction	17%	(146)	16%	(131)	24%	(202)	28%	(233)	15%	(128)	839
RD/WT: Wrong Track	21%	(170)	16%	(129)	22%	(185)	26%	(218)	15%	(127)	829
Biden Job Approve	19%	(183)	15%	(144)	22%	(208)	28%	(264)	15%	(147)	946
Biden Job Disapprove	19%	(117)	16%	(100)	22%	(136)	28%	(174)	15%	(94)	620

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Table BPC3_4: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	19%	(316)	16%	(260)	23%	(386)	27%	(451)	15%	(255)	1668
Biden Job Strongly Approve	20%	(107)	16%	(83)	19%	(103)	28%	(146)	17%	(89)	528
Biden Job Somewhat Approve	18%	(75)	15%	(62)	25%	(105)	28%	(118)	14%	(57)	418
Biden Job Somewhat Disapprove	23%	(42)	13%	(23)	19%	(35)	30%	(55)	15%	(27)	181
Biden Job Strongly Disapprove	17%	(75)	18%	(77)	23%	(101)	27%	(119)	15%	(67)	439
Favorable of Biden	19%	(183)	15%	(144)	23%	(216)	27%	(252)	15%	(145)	939
Unfavorable of Biden	19%	(118)	16%	(100)	22%	(141)	28%	(175)	16%	(101)	634
Very Favorable of Biden	19%	(104)	16%	(86)	20%	(109)	27%	(148)	17%	(94)	541
Somewhat Favorable of Biden	20%	(79)	15%	(58)	27%	(107)	26%	(104)	13%	(51)	399
Somewhat Unfavorable of Biden	25%	(40)	14%	(21)	22%	(35)	27%	(43)	12%	(19)	158
Very Unfavorable of Biden	16%	(78)	16%	(78)	22%	(106)	28%	(132)	17%	(82)	477
#1 Issue: Economy	21%	(127)	14%	(84)	25%	(150)	28%	(164)	12%	(71)	596
#1 Issue: Security	15%	(39)	16%	(42)	19%	(50)	32%	(84)	17%	(45)	261
#1 Issue: Health Care	16%	(44)	15%	(41)	24%	(64)	27%	(73)	17%	(47)	269
#1 Issue: Medicare / Social Security	21%	(39)	18%	(33)	21%	(39)	23%	(43)	18%	(34)	188
#1 Issue: Women's Issues	25%	(24)	27%	(26)	13%	(13)	19%	(19)	16%	(15)	98
#1 Issue: Education	33%	(25)	9%	(7)	22%	(17)	27%	(21)	10%	(7)	77
#1 Issue: Energy	9%	(6)	10%	(6)	43%	(28)	10%	(7)	29%	(18)	65
#1 Issue: Other	11%	(12)	18%	(20)	22%	(26)	35%	(40)	14%	(16)	114
2020 Vote: Joe Biden	17%	(130)	16%	(124)	22%	(169)	28%	(217)	16%	(126)	766
2020 Vote: Donald Trump	20%	(108)	15%	(83)	21%	(118)	29%	(159)	15%	(81)	549
2020 Vote: Didn't Vote	21%	(66)	16%	(51)	29%	(92)	21%	(67)	13%	(41)	317
2018 House Vote: Democrat	18%	(102)	17%	(96)	21%	(119)	26%	(150)	18%	(100)	566
2018 House Vote: Republican	18%	(88)	15%	(70)	24%	(117)	29%	(140)	14%	(65)	480
2016 Vote: Hillary Clinton	18%	(95)	18%	(93)	22%	(118)	24%	(129)	17%	(92)	526
2016 Vote: Donald Trump	19%	(104)	16%	(87)	25%	(138)	27%	(153)	14%	(76)	558
2016 Vote: Other	22%	(19)	5%	(4)	21%	(18)	30%	(25)	22%	(19)	85
2016 Vote: Didn't Vote	20%	(98)	15%	(76)	22%	(110)	29%	(143)	14%	(68)	494
Voted in 2014: Yes	18%	(176)	16%	(154)	23%	(219)	26%	(253)	17%	(159)	962
Voted in 2014: No	20%	(139)	15%	(106)	24%	(167)	28%	(198)	14%	(96)	707

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Table BPC3_4: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	19%	(316)	16%	(260)	23%	(386)	27%	(451)	15%	(255)	1668
4-Region: Northeast	17%	(52)	18%	(55)	25%	(78)	28%	(88)	12%	(38)	311
4-Region: Midwest	17%	(58)	13%	(44)	24%	(84)	29%	(101)	17%	(60)	347
4-Region: South	21%	(129)	16%	(101)	21%	(132)	26%	(162)	15%	(94)	618
4-Region: West	20%	(77)	15%	(60)	24%	(92)	26%	(100)	16%	(63)	393

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC3_5: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Civic learning and engagement, including an understanding of the democratic process

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	6%	(105)	11%	(180)	13%	(213)	19%	(321)	51%	(850)	1668
Gender: Male	7%	(55)	12%	(98)	12%	(99)	21%	(171)	48%	(398)	821
Gender: Female	6%	(49)	10%	(82)	13%	(114)	18%	(150)	53%	(452)	847
Age: 18-34	7%	(36)	14%	(72)	16%	(84)	20%	(103)	43%	(222)	516
Age: 35-44	8%	(20)	9%	(23)	12%	(31)	22%	(55)	48%	(121)	250
Age: 45-64	5%	(28)	10%	(53)	12%	(67)	16%	(89)	57%	(308)	545
Age: 65+	6%	(21)	9%	(32)	9%	(32)	21%	(73)	56%	(199)	357
GenZers: 1997-2012	5%	(10)	11%	(25)	16%	(35)	23%	(50)	46%	(100)	221
Millennials: 1981-1996	8%	(36)	13%	(60)	16%	(74)	20%	(89)	43%	(195)	455
GenXers: 1965-1980	7%	(29)	10%	(39)	11%	(42)	18%	(70)	53%	(203)	383
Baby Boomers: 1946-1964	4%	(21)	9%	(49)	10%	(55)	17%	(90)	59%	(314)	529
PID: Dem (no lean)	7%	(43)	13%	(84)	15%	(101)	20%	(132)	46%	(302)	661
PID: Ind (no lean)	5%	(27)	10%	(53)	10%	(53)	19%	(100)	55%	(280)	513
PID: Rep (no lean)	7%	(35)	9%	(43)	12%	(60)	18%	(89)	54%	(268)	495
PID/Gender: Dem Men	7%	(24)	14%	(45)	15%	(47)	20%	(66)	44%	(141)	323
PID/Gender: Dem Women	6%	(19)	12%	(39)	16%	(53)	19%	(66)	48%	(161)	339
PID/Gender: Ind Men	3%	(8)	11%	(27)	10%	(23)	23%	(53)	53%	(125)	237
PID/Gender: Ind Women	7%	(19)	9%	(26)	11%	(30)	17%	(46)	56%	(155)	276
PID/Gender: Rep Men	9%	(24)	10%	(26)	11%	(29)	20%	(51)	50%	(132)	262
PID/Gender: Rep Women	5%	(11)	7%	(16)	13%	(31)	16%	(38)	59%	(136)	233
Ideo: Liberal (1-3)	8%	(38)	14%	(69)	14%	(73)	21%	(107)	44%	(221)	508
Ideo: Moderate (4)	7%	(32)	14%	(63)	10%	(44)	19%	(88)	50%	(229)	457
Ideo: Conservative (5-7)	6%	(33)	7%	(40)	13%	(76)	19%	(106)	55%	(307)	561
Educ: < College	6%	(71)	11%	(124)	13%	(142)	18%	(196)	52%	(568)	1101
Educ: Bachelors degree	6%	(21)	10%	(36)	12%	(44)	22%	(80)	50%	(181)	362
Educ: Post-grad	6%	(13)	10%	(20)	13%	(27)	22%	(45)	49%	(101)	205
Income: Under 50k	6%	(44)	11%	(86)	14%	(108)	18%	(141)	50%	(386)	766
Income: 50k-100k	7%	(38)	11%	(61)	13%	(74)	19%	(105)	51%	(286)	564
Income: 100k+	6%	(22)	10%	(33)	9%	(30)	22%	(74)	53%	(179)	338
Ethnicity: White	6%	(78)	10%	(132)	13%	(166)	21%	(267)	51%	(660)	1303
Ethnicity: Hispanic	11%	(30)	17%	(47)	20%	(54)	13%	(37)	39%	(108)	276

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Table BPC3_5: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Civic learning and engagement, including an understanding of the democratic process

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	6%	(105)	11%	(180)	13%	(213)	19%	(321)	51%	(850)	1668
Ethnicity: Black	6%	(13)	15%	(33)	11%	(24)	12%	(27)	56%	(122)	219
Ethnicity: Other	9%	(14)	10%	(14)	16%	(23)	18%	(26)	47%	(69)	146
All Christian	7%	(62)	10%	(82)	11%	(96)	19%	(160)	52%	(436)	835
All Non-Christian	8%	(9)	19%	(20)	16%	(17)	21%	(22)	35%	(36)	103
Atheist	5%	(4)	12%	(10)	10%	(9)	24%	(21)	50%	(44)	88
Agnostic/Nothing in particular	5%	(20)	10%	(37)	12%	(45)	20%	(73)	53%	(195)	370
Something Else	3%	(9)	11%	(30)	17%	(47)	17%	(45)	51%	(139)	271
Religious Non-Protestant/Catholic	9%	(9)	18%	(20)	16%	(18)	22%	(24)	35%	(39)	109
Evangelical	6%	(27)	13%	(61)	13%	(61)	19%	(87)	48%	(222)	457
Non-Evangelical	7%	(41)	8%	(50)	12%	(77)	18%	(116)	55%	(347)	632
Community: Urban	9%	(41)	16%	(72)	17%	(78)	18%	(85)	40%	(184)	461
Community: Suburban	6%	(45)	8%	(65)	11%	(90)	19%	(147)	56%	(436)	783
Community: Rural	4%	(18)	10%	(43)	11%	(45)	21%	(89)	54%	(229)	425
Employ: Private Sector	6%	(34)	11%	(60)	14%	(75)	20%	(105)	49%	(266)	540
Employ: Government	8%	(7)	13%	(11)	9%	(7)	20%	(16)	50%	(41)	83
Employ: Self-Employed	8%	(12)	8%	(13)	13%	(21)	20%	(31)	51%	(79)	156
Employ: Homemaker	2%	(4)	17%	(25)	15%	(23)	15%	(23)	50%	(76)	152
Employ: Student	5%	(5)	4%	(4)	16%	(16)	27%	(27)	49%	(49)	101
Employ: Retired	5%	(21)	10%	(39)	9%	(39)	19%	(78)	57%	(232)	410
Employ: Unemployed	10%	(16)	12%	(20)	14%	(23)	18%	(30)	46%	(76)	165
Employ: Other	10%	(6)	13%	(8)	14%	(9)	15%	(9)	48%	(30)	63
Military HH: Yes	5%	(14)	12%	(33)	14%	(41)	18%	(51)	52%	(148)	286
Military HH: No	7%	(90)	11%	(147)	12%	(172)	20%	(270)	51%	(703)	1382
RD/WT: Right Direction	8%	(64)	12%	(97)	15%	(128)	19%	(163)	46%	(387)	839
RD/WT: Wrong Track	5%	(41)	10%	(83)	10%	(85)	19%	(158)	56%	(463)	829
Biden Job Approve	7%	(65)	12%	(111)	15%	(143)	19%	(184)	47%	(442)	946
Biden Job Disapprove	6%	(35)	9%	(57)	9%	(58)	20%	(125)	56%	(345)	620

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Table BPC3_5: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Civic learning and engagement, including an understanding of the democratic process

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	6%	(105)	11%	(180)	13%	(213)	19%	(321)	51%	(850)	1668
Biden Job Strongly Approve	7%	(39)	15%	(79)	17%	(90)	19%	(102)	41%	(219)	528
Biden Job Somewhat Approve	6%	(26)	8%	(33)	13%	(54)	20%	(82)	54%	(224)	418
Biden Job Somewhat Disapprove	5%	(9)	12%	(22)	7%	(13)	24%	(43)	52%	(95)	181
Biden Job Strongly Disapprove	6%	(26)	8%	(35)	10%	(45)	19%	(82)	57%	(250)	439
Favorable of Biden	7%	(62)	12%	(109)	14%	(131)	20%	(183)	48%	(454)	939
Unfavorable of Biden	6%	(37)	9%	(54)	10%	(61)	20%	(127)	56%	(355)	634
Very Favorable of Biden	7%	(37)	12%	(66)	16%	(89)	20%	(111)	44%	(237)	541
Somewhat Favorable of Biden	6%	(25)	11%	(42)	11%	(42)	18%	(73)	54%	(217)	399
Somewhat Unfavorable of Biden	4%	(7)	7%	(11)	9%	(14)	23%	(36)	57%	(90)	158
Very Unfavorable of Biden	6%	(30)	9%	(43)	10%	(47)	19%	(91)	56%	(265)	477
#1 Issue: Economy	7%	(43)	8%	(47)	12%	(71)	17%	(99)	57%	(337)	596
#1 Issue: Security	7%	(19)	12%	(32)	11%	(30)	19%	(50)	50%	(130)	261
#1 Issue: Health Care	4%	(12)	10%	(27)	16%	(42)	25%	(66)	45%	(122)	269
#1 Issue: Medicare / Social Security	5%	(10)	16%	(29)	9%	(18)	20%	(38)	50%	(93)	188
#1 Issue: Women's Issues	10%	(10)	8%	(8)	23%	(22)	17%	(17)	42%	(41)	98
#1 Issue: Education	2%	(2)	16%	(12)	14%	(10)	13%	(10)	55%	(42)	77
#1 Issue: Energy	5%	(3)	22%	(14)	7%	(4)	32%	(21)	35%	(22)	65
#1 Issue: Other	5%	(6)	10%	(12)	14%	(16)	17%	(20)	54%	(61)	114
2020 Vote: Joe Biden	6%	(47)	11%	(85)	14%	(104)	20%	(153)	49%	(377)	766
2020 Vote: Donald Trump	5%	(27)	10%	(53)	11%	(58)	18%	(98)	57%	(313)	549
2020 Vote: Didn't Vote	9%	(27)	12%	(39)	16%	(50)	18%	(58)	45%	(142)	317
2018 House Vote: Democrat	6%	(34)	11%	(64)	11%	(61)	20%	(114)	52%	(293)	566
2018 House Vote: Republican	7%	(33)	8%	(40)	11%	(52)	15%	(74)	59%	(281)	480
2016 Vote: Hillary Clinton	6%	(31)	12%	(62)	13%	(68)	21%	(109)	49%	(256)	526
2016 Vote: Donald Trump	6%	(35)	8%	(47)	10%	(56)	17%	(95)	58%	(325)	558
2016 Vote: Other	12%	(10)	10%	(8)	5%	(4)	20%	(17)	53%	(45)	85
2016 Vote: Didn't Vote	6%	(27)	12%	(62)	17%	(82)	20%	(100)	45%	(223)	494
Voted in 2014: Yes	6%	(60)	9%	(91)	11%	(105)	19%	(185)	54%	(521)	962
Voted in 2014: No	6%	(45)	13%	(89)	15%	(108)	19%	(136)	47%	(329)	707

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Table BPC3_5: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important of a priority each of the following should be for higher education to help students develop the following from 1 to 5, 1 being the most important priority, and 5 being the least important priority. - Civic learning and engagement, including an understanding of the democratic process

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	6%	(105)	11%	(180)	13%	(213)	19%	(321)	51%	(850)	1668
4-Region: Northeast	9%	(27)	10%	(31)	10%	(32)	19%	(59)	52%	(161)	311
4-Region: Midwest	6%	(21)	13%	(45)	11%	(38)	19%	(65)	51%	(178)	347
4-Region: South	6%	(35)	10%	(65)	13%	(83)	20%	(124)	50%	(311)	618
4-Region: West	5%	(21)	10%	(39)	15%	(60)	19%	(73)	51%	(200)	393

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC4_1: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?
Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	61% (1332)	29% (648)	4% (95)	1% (12)	5% (113)	2200
Gender: Male	62% (660)	29% (309)	5% (49)	— (3)	4% (41)	1062
Gender: Female	59% (671)	30% (339)	4% (47)	1% (9)	6% (73)	1138
Age: 18-34	49% (324)	32% (212)	10% (64)	1% (6)	8% (49)	655
Age: 35-44	61% (220)	32% (114)	1% (4)	1% (3)	5% (16)	358
Age: 45-64	65% (488)	27% (200)	3% (23)	— (3)	5% (36)	751
Age: 65+	69% (300)	28% (121)	1% (4)	— (0)	3% (12)	436
GenZers: 1997-2012	46% (124)	33% (89)	14% (37)	2% (5)	6% (16)	272
Millennials: 1981-1996	58% (355)	30% (182)	5% (30)	1% (4)	7% (45)	616
GenXers: 1965-1980	58% (315)	33% (177)	4% (20)	1% (3)	5% (25)	540
Baby Boomers: 1946-1964	70% (475)	26% (175)	1% (7)	— (1)	3% (22)	680
PID: Dem (no lean)	61% (525)	30% (254)	5% (43)	— (4)	3% (29)	855
PID: Ind (no lean)	61% (413)	28% (192)	5% (31)	1% (4)	6% (40)	681
PID: Rep (no lean)	59% (394)	30% (202)	3% (21)	1% (4)	7% (44)	665
PID/Gender: Dem Men	64% (259)	27% (109)	4% (17)	1% (3)	4% (15)	404
PID/Gender: Dem Women	59% (265)	32% (144)	6% (26)	— (1)	3% (14)	451
PID/Gender: Ind Men	64% (207)	26% (85)	6% (19)	— (0)	3% (11)	322
PID/Gender: Ind Women	57% (205)	30% (107)	3% (12)	1% (4)	8% (29)	358
PID/Gender: Rep Men	58% (193)	34% (115)	4% (13)	— (1)	4% (14)	336
PID/Gender: Rep Women	61% (201)	27% (87)	3% (8)	1% (3)	9% (29)	329
Ideo: Liberal (1-3)	63% (408)	28% (179)	5% (34)	— (2)	3% (22)	644
Ideo: Moderate (4)	59% (362)	31% (190)	4% (24)	1% (4)	5% (33)	613
Ideo: Conservative (5-7)	61% (445)	30% (222)	3% (24)	1% (6)	4% (31)	729
Educ: < College	59% (891)	30% (447)	5% (73)	1% (8)	6% (94)	1512
Educ: Bachelors degree	62% (275)	30% (133)	4% (18)	1% (3)	3% (14)	444
Educ: Post-grad	68% (166)	28% (68)	2% (4)	— (1)	2% (5)	244
Income: Under 50k	56% (603)	30% (325)	6% (59)	— (4)	7% (77)	1067
Income: 50k-100k	63% (451)	28% (200)	4% (27)	1% (6)	4% (27)	713
Income: 100k+	66% (278)	29% (123)	2% (9)	— (1)	2% (9)	420
Ethnicity: White	61% (1047)	30% (516)	4% (65)	— (8)	5% (85)	1722

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Table BPC4_1: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?*Technical abilities, including job-specific skills, comfort with data, technological fluency*

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	61% (1332)	29% (648)	4% (95)	1% (12)	5% (113)	2200
Ethnicity: Hispanic	63% (220)	25% (87)	6% (22)	— (1)	5% (18)	349
Ethnicity: Black	57% (155)	30% (82)	8% (21)	— (1)	5% (15)	274
Ethnicity: Other	63% (129)	24% (50)	4% (9)	1% (3)	7% (14)	204
All Christian	63% (662)	30% (310)	4% (37)	— (3)	4% (37)	1049
All Non-Christian	58% (85)	27% (40)	3% (5)	1% (2)	10% (14)	146
Atheist	63% (69)	26% (28)	8% (9)	— (1)	3% (3)	110
Agnostic/Nothing in particular	56% (284)	30% (153)	6% (29)	— (0)	8% (38)	504
Something Else	59% (231)	30% (117)	4% (16)	2% (7)	5% (21)	391
Religious Non-Protestant/Catholic	59% (92)	27% (43)	3% (5)	1% (2)	9% (14)	155
Evangelical	62% (380)	30% (184)	2% (15)	1% (7)	4% (24)	609
Non-Evangelical	62% (501)	29% (234)	4% (36)	— (3)	4% (34)	807
Community: Urban	62% (390)	27% (169)	6% (36)	— (2)	5% (33)	630
Community: Suburban	59% (597)	31% (317)	4% (43)	1% (6)	5% (48)	1012
Community: Rural	62% (344)	29% (163)	3% (16)	1% (4)	6% (32)	559
Employ: Private Sector	59% (412)	33% (226)	3% (24)	— (2)	5% (32)	696
Employ: Government	53% (61)	37% (42)	5% (5)	3% (3)	3% (3)	115
Employ: Self-Employed	59% (116)	30% (60)	8% (15)	— (1)	3% (6)	197
Employ: Homemaker	57% (106)	32% (60)	4% (8)	— (0)	6% (11)	185
Employ: Student	43% (50)	32% (37)	15% (18)	— (1)	9% (10)	116
Employ: Retired	68% (351)	27% (137)	1% (7)	— (1)	4% (18)	513
Employ: Unemployed	64% (169)	21% (56)	5% (13)	1% (2)	9% (23)	263
Employ: Other	58% (67)	26% (30)	6% (7)	3% (3)	8% (10)	116
Military HH: Yes	70% (263)	25% (93)	2% (7)	— (0)	3% (13)	376
Military HH: No	59% (1069)	30% (555)	5% (88)	1% (12)	5% (100)	1824
RD/WT: Right Direction	61% (658)	29% (315)	5% (56)	— (3)	4% (46)	1078
RD/WT: Wrong Track	60% (673)	30% (333)	4% (39)	1% (9)	6% (67)	1122
Biden Job Approve	62% (763)	29% (356)	4% (52)	— (3)	4% (52)	1226
Biden Job Disapprove	62% (509)	30% (245)	3% (25)	1% (6)	5% (38)	824

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Table BPC4_1: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	61% (1332)	29% (648)	4% (95)	1% (12)	5% (113)	2200
Biden Job Strongly Approve	68% (485)	23% (164)	4% (28)	— (1)	4% (31)	710
Biden Job Somewhat Approve	54% (278)	37% (192)	5% (24)	— (2)	4% (20)	516
Biden Job Somewhat Disapprove	57% (131)	37% (86)	3% (7)	1% (3)	2% (5)	232
Biden Job Strongly Disapprove	64% (378)	27% (159)	3% (18)	1% (3)	6% (33)	591
Favorable of Biden	64% (773)	28% (342)	5% (55)	— (6)	3% (41)	1217
Unfavorable of Biden	61% (521)	30% (257)	3% (28)	1% (5)	4% (38)	849
Very Favorable of Biden	70% (508)	23% (163)	4% (30)	— (1)	3% (22)	725
Somewhat Favorable of Biden	54% (266)	36% (178)	5% (25)	1% (4)	4% (19)	492
Somewhat Unfavorable of Biden	57% (117)	38% (77)	2% (3)	— (0)	3% (6)	204
Very Unfavorable of Biden	63% (404)	28% (179)	4% (25)	1% (5)	5% (32)	645
#1 Issue: Economy	62% (499)	28% (224)	5% (39)	— (3)	4% (35)	801
#1 Issue: Security	58% (199)	29% (100)	6% (19)	1% (4)	6% (21)	342
#1 Issue: Health Care	62% (225)	31% (112)	4% (14)	— (0)	3% (11)	362
#1 Issue: Medicare / Social Security	70% (167)	25% (60)	— (1)	— (0)	5% (11)	239
#1 Issue: Women's Issues	46% (57)	26% (33)	13% (16)	1% (2)	13% (17)	125
#1 Issue: Education	52% (56)	40% (43)	1% (1)	— (1)	6% (6)	107
#1 Issue: Energy	55% (45)	34% (28)	2% (1)	2% (1)	8% (7)	83
#1 Issue: Other	59% (83)	34% (48)	3% (4)	— (1)	4% (5)	141
2020 Vote: Joe Biden	66% (643)	26% (258)	4% (37)	1% (5)	3% (31)	975
2020 Vote: Donald Trump	60% (424)	32% (227)	2% (15)	— (1)	5% (39)	706
2020 Vote: Other	65% (35)	27% (14)	8% (4)	— (0)	— (0)	53
2020 Vote: Didn't Vote	49% (229)	32% (149)	8% (38)	1% (5)	9% (44)	466
2018 House Vote: Democrat	66% (484)	27% (200)	4% (28)	— (2)	2% (16)	730
2018 House Vote: Republican	64% (393)	29% (177)	2% (13)	— (2)	5% (30)	613
2018 House Vote: Someone else	59% (32)	22% (12)	6% (3)	— (0)	13% (7)	54
2016 Vote: Hillary Clinton	63% (435)	30% (206)	4% (24)	— (3)	2% (17)	685
2016 Vote: Donald Trump	62% (444)	31% (218)	3% (18)	— (2)	4% (30)	713
2016 Vote: Other	67% (69)	23% (24)	3% (3)	— (0)	6% (7)	104
2016 Vote: Didn't Vote	55% (381)	28% (197)	7% (49)	1% (7)	8% (59)	693

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Table BPC4_1: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/No opinion		Total N
Adults	61%	(1332)	29%	(648)	4%	(95)	1%	(12)	5%	(113)	2200
Voted in 2014: Yes	66%	(815)	27%	(337)	3%	(31)	—	(3)	4%	(49)	1236
Voted in 2014: No	54%	(516)	32%	(311)	7%	(64)	1%	(9)	7%	(64)	964
4-Region: Northeast	63%	(249)	26%	(101)	5%	(18)	1%	(2)	6%	(22)	394
4-Region: Midwest	54%	(250)	35%	(164)	5%	(22)	1%	(3)	5%	(24)	462
4-Region: South	61%	(505)	30%	(249)	3%	(28)	1%	(4)	5%	(38)	824
4-Region: West	63%	(328)	26%	(134)	5%	(26)	1%	(3)	5%	(28)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC4_2: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Effective oral and written communication, including writing and speaking skills

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	64% (1415)	26% (576)	4% (78)	1% (27)	5% (104)	2200
Gender: Male	61% (652)	29% (311)	4% (43)	2% (18)	4% (37)	1062
Gender: Female	67% (763)	23% (265)	3% (35)	1% (8)	6% (66)	1138
Age: 18-34	59% (390)	27% (177)	5% (32)	2% (14)	7% (43)	655
Age: 35-44	60% (215)	29% (105)	5% (20)	1% (5)	4% (14)	358
Age: 45-64	67% (507)	24% (184)	3% (19)	1% (6)	5% (35)	751
Age: 65+	70% (304)	25% (111)	2% (7)	— (2)	3% (12)	436
GenZers: 1997-2012	62% (168)	25% (67)	3% (9)	4% (11)	6% (16)	272
Millennials: 1981-1996	59% (363)	28% (170)	6% (39)	1% (8)	6% (37)	616
GenXers: 1965-1980	63% (340)	29% (156)	3% (16)	1% (3)	5% (24)	540
Baby Boomers: 1946-1964	71% (485)	23% (158)	2% (12)	1% (5)	3% (21)	680
PID: Dem (no lean)	66% (565)	25% (214)	5% (40)	1% (7)	3% (28)	855
PID: Ind (no lean)	64% (436)	26% (176)	2% (15)	2% (13)	6% (41)	681
PID: Rep (no lean)	62% (414)	28% (186)	4% (24)	1% (7)	5% (35)	665
PID/Gender: Dem Men	63% (254)	26% (104)	6% (25)	1% (4)	4% (16)	404
PID/Gender: Dem Women	69% (311)	24% (110)	3% (14)	1% (3)	3% (13)	451
PID/Gender: Ind Men	61% (196)	31% (101)	1% (4)	3% (10)	3% (11)	322
PID/Gender: Ind Women	67% (240)	21% (75)	3% (11)	1% (3)	8% (29)	358
PID/Gender: Rep Men	60% (202)	32% (106)	4% (13)	1% (4)	3% (10)	336
PID/Gender: Rep Women	64% (212)	24% (80)	3% (10)	1% (2)	7% (24)	329
Ideo: Liberal (1-3)	67% (435)	25% (164)	3% (19)	1% (6)	3% (21)	644
Ideo: Moderate (4)	64% (395)	24% (150)	4% (26)	1% (7)	6% (34)	613
Ideo: Conservative (5-7)	65% (471)	26% (191)	4% (30)	2% (12)	3% (25)	729
Educ: < College	63% (958)	26% (392)	3% (52)	1% (22)	6% (88)	1512
Educ: Bachelors degree	64% (282)	29% (129)	4% (19)	1% (3)	3% (11)	444
Educ: Post-grad	72% (175)	23% (55)	3% (7)	1% (2)	2% (5)	244
Income: Under 50k	62% (663)	26% (280)	4% (40)	2% (18)	6% (66)	1067
Income: 50k-100k	64% (458)	27% (194)	3% (24)	1% (8)	4% (30)	713
Income: 100k+	70% (295)	24% (103)	3% (14)	— (1)	2% (8)	420
Ethnicity: White	63% (1092)	28% (478)	3% (55)	1% (24)	4% (73)	1722

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Table BPC4_2: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Effective oral and written communication, including writing and speaking skills

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	64% (1415)	26% (576)	4% (78)	1% (27)	5% (104)	2200
Ethnicity: Hispanic	63% (221)	24% (84)	3% (11)	3% (11)	6% (21)	349
Ethnicity: Black	66% (182)	22% (59)	6% (17)	— (1)	5% (15)	274
Ethnicity: Other	69% (141)	19% (38)	3% (7)	1% (2)	8% (16)	204
All Christian	65% (683)	27% (286)	3% (34)	1% (9)	4% (38)	1049
All Non-Christian	74% (108)	16% (24)	2% (3)	1% (1)	7% (10)	146
Atheist	62% (68)	24% (27)	6% (7)	4% (5)	3% (4)	110
Agnostic/Nothing in particular	59% (299)	28% (139)	5% (27)	1% (3)	7% (36)	504
Something Else	66% (258)	26% (100)	2% (7)	3% (10)	4% (16)	391
Religious Non-Protestant/Catholic	74% (115)	16% (25)	3% (4)	1% (1)	6% (10)	155
Evangelical	65% (397)	27% (165)	4% (23)	1% (4)	3% (20)	609
Non-Evangelical	65% (528)	26% (214)	2% (17)	2% (15)	4% (34)	807
Community: Urban	63% (397)	27% (172)	4% (28)	1% (5)	4% (28)	630
Community: Suburban	67% (676)	25% (249)	3% (26)	2% (18)	4% (43)	1012
Community: Rural	61% (343)	28% (155)	4% (24)	1% (3)	6% (33)	559
Employ: Private Sector	61% (424)	28% (194)	6% (41)	1% (8)	4% (29)	696
Employ: Government	63% (72)	28% (32)	5% (6)	2% (2)	2% (2)	115
Employ: Self-Employed	63% (124)	29% (56)	1% (2)	4% (8)	3% (6)	197
Employ: Homemaker	68% (126)	25% (47)	2% (4)	— (0)	5% (9)	185
Employ: Student	64% (75)	24% (28)	4% (4)	1% (1)	8% (9)	116
Employ: Retired	68% (349)	26% (132)	2% (10)	1% (5)	3% (16)	513
Employ: Unemployed	65% (170)	21% (56)	4% (11)	— (1)	9% (25)	263
Employ: Other	64% (75)	27% (31)	— (0)	2% (2)	7% (8)	116
Military HH: Yes	71% (265)	25% (92)	2% (7)	1% (3)	2% (8)	376
Military HH: No	63% (1150)	27% (484)	4% (71)	1% (23)	5% (95)	1824
RD/WT: Right Direction	66% (714)	25% (275)	4% (43)	1% (7)	4% (40)	1078
RD/WT: Wrong Track	63% (701)	27% (301)	3% (35)	2% (20)	6% (64)	1122
Biden Job Approve	66% (808)	26% (318)	4% (44)	1% (9)	4% (46)	1226
Biden Job Disapprove	64% (529)	27% (223)	4% (32)	1% (5)	4% (35)	824

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Table BPC4_2: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Effective oral and written communication, including writing and speaking skills

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	64% (1415)	26% (576)	4% (78)	1% (27)	5% (104)	2200
Biden Job Strongly Approve	70% (497)	23% (163)	3% (24)	— (1)	4% (25)	710
Biden Job Somewhat Approve	60% (311)	30% (155)	4% (21)	2% (8)	4% (21)	516
Biden Job Somewhat Disapprove	57% (133)	35% (81)	5% (11)	1% (1)	2% (6)	232
Biden Job Strongly Disapprove	67% (396)	24% (142)	3% (21)	1% (4)	5% (29)	591
Favorable of Biden	67% (813)	26% (312)	4% (46)	1% (7)	3% (39)	1217
Unfavorable of Biden	63% (538)	28% (235)	4% (31)	1% (10)	4% (34)	849
Very Favorable of Biden	69% (503)	24% (176)	3% (25)	— (2)	3% (19)	725
Somewhat Favorable of Biden	63% (310)	28% (136)	4% (20)	1% (5)	4% (20)	492
Somewhat Unfavorable of Biden	56% (115)	36% (74)	4% (8)	— (1)	3% (6)	204
Very Unfavorable of Biden	66% (423)	25% (161)	4% (24)	1% (9)	4% (28)	645
#1 Issue: Economy	66% (530)	26% (209)	3% (27)	— (4)	4% (32)	801
#1 Issue: Security	63% (215)	27% (92)	3% (9)	3% (10)	5% (17)	342
#1 Issue: Health Care	65% (235)	27% (99)	4% (14)	1% (5)	2% (8)	362
#1 Issue: Medicare / Social Security	68% (163)	23% (56)	4% (9)	1% (2)	4% (10)	239
#1 Issue: Women's Issues	53% (67)	26% (32)	5% (6)	3% (4)	13% (16)	125
#1 Issue: Education	57% (61)	33% (35)	4% (4)	— (0)	7% (7)	107
#1 Issue: Energy	55% (46)	28% (23)	5% (4)	2% (2)	9% (8)	83
#1 Issue: Other	70% (99)	21% (30)	4% (5)	— (1)	4% (6)	141
2020 Vote: Joe Biden	67% (656)	25% (241)	4% (37)	1% (10)	3% (31)	975
2020 Vote: Donald Trump	63% (446)	28% (201)	4% (26)	— (2)	4% (31)	706
2020 Vote: Other	66% (35)	33% (17)	2% (1)	— (0)	— (0)	53
2020 Vote: Didn't Vote	60% (279)	25% (117)	3% (14)	3% (15)	9% (41)	466
2018 House Vote: Democrat	69% (501)	25% (179)	4% (29)	1% (4)	2% (15)	730
2018 House Vote: Republican	66% (403)	27% (163)	3% (20)	— (3)	4% (25)	613
2018 House Vote: Someone else	57% (31)	25% (14)	5% (3)	— (0)	13% (7)	54
2016 Vote: Hillary Clinton	66% (453)	26% (181)	4% (28)	1% (5)	3% (18)	685
2016 Vote: Donald Trump	64% (456)	28% (197)	4% (27)	1% (5)	4% (28)	713
2016 Vote: Other	66% (69)	23% (24)	4% (5)	— (0)	6% (7)	104
2016 Vote: Didn't Vote	63% (435)	25% (170)	3% (19)	2% (17)	7% (51)	693

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Table BPC4_2: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Effective oral and written communication, including writing and speaking skills

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/No opinion		Total N
Adults	64%	(1415)	26%	(576)	4%	(78)	1%	(27)	5%	(104)	2200
Voted in 2014: Yes	67%	(826)	26%	(316)	3%	(40)	1%	(9)	4%	(44)	1236
Voted in 2014: No	61%	(589)	27%	(260)	4%	(38)	2%	(18)	6%	(60)	964
4-Region: Northeast	59%	(232)	31%	(120)	4%	(17)	2%	(6)	5%	(18)	394
4-Region: Midwest	60%	(276)	28%	(130)	5%	(22)	2%	(7)	6%	(27)	462
4-Region: South	66%	(544)	26%	(216)	3%	(24)	—	(4)	4%	(36)	824
4-Region: West	70%	(363)	21%	(110)	3%	(15)	2%	(10)	4%	(22)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC4_3: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	68% (1499)	23% (498)	3% (66)	1% (30)	5% (108)	2200
Gender: Male	67% (709)	25% (263)	3% (34)	1% (15)	4% (41)	1062
Gender: Female	69% (790)	21% (234)	3% (32)	1% (15)	6% (67)	1138
Age: 18-34	62% (405)	23% (151)	6% (37)	3% (20)	6% (42)	655
Age: 35-44	68% (242)	26% (92)	2% (6)	— (1)	5% (16)	358
Age: 45-64	71% (536)	21% (157)	2% (17)	— (3)	5% (37)	751
Age: 65+	73% (316)	22% (97)	1% (6)	1% (5)	3% (12)	436
GenZers: 1997-2012	61% (165)	22% (60)	8% (21)	5% (13)	5% (13)	272
Millennials: 1981-1996	64% (392)	25% (156)	3% (21)	1% (8)	7% (40)	616
GenXers: 1965-1980	69% (372)	23% (122)	3% (14)	— (3)	5% (28)	540
Baby Boomers: 1946-1964	74% (506)	20% (138)	1% (9)	1% (6)	3% (21)	680
PID: Dem (no lean)	72% (614)	21% (181)	3% (23)	1% (9)	3% (28)	855
PID: Ind (no lean)	68% (464)	22% (152)	3% (22)	— (3)	6% (39)	681
PID: Rep (no lean)	63% (421)	25% (164)	3% (21)	3% (18)	6% (41)	665
PID/Gender: Dem Men	70% (281)	23% (94)	3% (10)	1% (2)	4% (16)	404
PID/Gender: Dem Women	74% (333)	19% (87)	3% (12)	1% (7)	3% (12)	451
PID/Gender: Ind Men	69% (222)	24% (78)	4% (12)	— (1)	3% (10)	322
PID/Gender: Ind Women	68% (242)	21% (75)	3% (10)	1% (2)	8% (29)	358
PID/Gender: Rep Men	61% (206)	27% (91)	3% (12)	4% (12)	4% (15)	336
PID/Gender: Rep Women	65% (215)	22% (73)	3% (9)	2% (6)	8% (26)	329
Ideo: Liberal (1-3)	74% (477)	19% (124)	2% (13)	1% (9)	3% (21)	644
Ideo: Moderate (4)	65% (397)	25% (155)	4% (23)	1% (6)	5% (32)	613
Ideo: Conservative (5-7)	69% (501)	22% (163)	3% (22)	2% (13)	4% (31)	729
Educ: < College	66% (991)	24% (360)	3% (50)	1% (21)	6% (89)	1512
Educ: Bachelors degree	72% (322)	21% (91)	3% (12)	1% (6)	3% (13)	444
Educ: Post-grad	76% (186)	19% (46)	1% (4)	1% (2)	2% (6)	244
Income: Under 50k	64% (679)	24% (258)	4% (42)	1% (15)	7% (72)	1067
Income: 50k-100k	72% (514)	21% (147)	2% (14)	1% (10)	4% (28)	713
Income: 100k+	73% (306)	22% (92)	2% (9)	1% (4)	2% (8)	420
Ethnicity: White	67% (1154)	24% (409)	3% (57)	1% (21)	5% (81)	1722

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Table BPC4_3: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	68% (1499)	23% (498)	3% (66)	1% (30)	5% (108)	2200
Ethnicity: Hispanic	66% (230)	22% (76)	4% (15)	2% (8)	6% (21)	349
Ethnicity: Black	71% (194)	21% (58)	2% (5)	2% (6)	4% (12)	274
Ethnicity: Other	74% (151)	15% (31)	2% (4)	2% (3)	7% (15)	204
All Christian	70% (734)	23% (237)	2% (21)	2% (17)	4% (40)	1049
All Non-Christian	67% (97)	19% (27)	4% (6)	2% (3)	8% (12)	146
Atheist	67% (73)	25% (27)	3% (4)	— (1)	5% (5)	110
Agnostic/Nothing in particular	67% (340)	22% (113)	3% (13)	1% (6)	6% (32)	504
Something Else	65% (254)	24% (93)	6% (22)	1% (4)	5% (19)	391
Religious Non-Protestant/Catholic	68% (105)	19% (29)	4% (6)	2% (3)	8% (12)	155
Evangelical	68% (416)	23% (141)	4% (23)	1% (6)	4% (23)	609
Non-Evangelical	69% (555)	23% (186)	2% (19)	1% (11)	4% (36)	807
Community: Urban	69% (433)	21% (135)	3% (21)	2% (12)	5% (29)	630
Community: Suburban	69% (700)	23% (231)	3% (27)	1% (7)	5% (48)	1012
Community: Rural	66% (366)	24% (132)	3% (19)	2% (10)	6% (31)	559
Employ: Private Sector	65% (452)	26% (182)	3% (21)	1% (8)	5% (33)	696
Employ: Government	67% (77)	21% (25)	3% (4)	6% (7)	2% (3)	115
Employ: Self-Employed	69% (136)	20% (39)	8% (15)	2% (5)	1% (3)	197
Employ: Homemaker	73% (136)	19% (35)	3% (5)	— (0)	5% (10)	185
Employ: Student	68% (79)	21% (24)	3% (4)	1% (2)	7% (8)	116
Employ: Retired	72% (371)	22% (111)	1% (6)	1% (3)	4% (21)	513
Employ: Unemployed	66% (173)	20% (53)	4% (10)	1% (3)	9% (23)	263
Employ: Other	66% (77)	24% (28)	1% (1)	2% (2)	6% (7)	116
Military HH: Yes	70% (264)	24% (91)	2% (8)	— (1)	3% (12)	376
Military HH: No	68% (1235)	22% (407)	3% (58)	2% (29)	5% (96)	1824
RD/WT: Right Direction	70% (760)	22% (238)	2% (25)	1% (10)	4% (46)	1078
RD/WT: Wrong Track	66% (739)	23% (260)	4% (41)	2% (20)	6% (62)	1122
Biden Job Approve	72% (880)	21% (258)	2% (26)	1% (14)	4% (48)	1226
Biden Job Disapprove	66% (542)	25% (206)	3% (27)	2% (12)	5% (37)	824

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Table BPC4_3: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?
Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	68% (1499)	23% (498)	3% (66)	1% (30)	5% (108)	2200
Biden Job Strongly Approve	76% (540)	18% (128)	1% (8)	1% (6)	4% (29)	710
Biden Job Somewhat Approve	66% (340)	25% (130)	4% (18)	2% (8)	4% (20)	516
Biden Job Somewhat Disapprove	60% (140)	30% (70)	5% (12)	2% (5)	2% (6)	232
Biden Job Strongly Disapprove	68% (402)	23% (135)	3% (15)	1% (8)	5% (32)	591
Favorable of Biden	73% (887)	21% (257)	2% (26)	1% (9)	3% (38)	1217
Unfavorable of Biden	66% (558)	24% (207)	3% (27)	2% (19)	4% (37)	849
Very Favorable of Biden	78% (567)	17% (126)	1% (10)	1% (5)	2% (18)	725
Somewhat Favorable of Biden	65% (320)	27% (131)	3% (16)	1% (4)	4% (20)	492
Somewhat Unfavorable of Biden	63% (129)	28% (57)	2% (4)	4% (7)	3% (6)	204
Very Unfavorable of Biden	67% (429)	23% (150)	4% (23)	2% (11)	5% (31)	645
#1 Issue: Economy	70% (558)	23% (187)	2% (16)	1% (5)	4% (35)	801
#1 Issue: Security	66% (225)	23% (78)	4% (14)	2% (8)	5% (18)	342
#1 Issue: Health Care	71% (256)	22% (78)	4% (13)	1% (5)	3% (10)	362
#1 Issue: Medicare / Social Security	74% (177)	19% (46)	1% (3)	1% (2)	5% (11)	239
#1 Issue: Women's Issues	57% (71)	21% (27)	7% (9)	4% (5)	11% (14)	125
#1 Issue: Education	59% (63)	30% (32)	4% (5)	— (0)	7% (7)	107
#1 Issue: Energy	60% (50)	22% (18)	5% (4)	4% (3)	9% (8)	83
#1 Issue: Other	70% (99)	23% (33)	1% (2)	2% (2)	3% (5)	141
2020 Vote: Joe Biden	72% (706)	21% (202)	3% (28)	1% (9)	3% (28)	975
2020 Vote: Donald Trump	66% (469)	26% (180)	2% (11)	1% (9)	5% (37)	706
2020 Vote: Other	69% (37)	28% (15)	3% (2)	— (0)	— (0)	53
2020 Vote: Didn't Vote	62% (287)	22% (100)	5% (24)	3% (12)	9% (43)	466
2018 House Vote: Democrat	76% (553)	19% (142)	2% (15)	1% (4)	2% (16)	730
2018 House Vote: Republican	69% (424)	22% (134)	3% (17)	1% (8)	5% (31)	613
2018 House Vote: Someone else	50% (27)	36% (19)	1% (1)	— (0)	13% (7)	54
2016 Vote: Hillary Clinton	73% (501)	21% (146)	2% (15)	1% (4)	3% (19)	685
2016 Vote: Donald Trump	68% (486)	24% (170)	2% (15)	1% (8)	5% (34)	713
2016 Vote: Other	65% (67)	27% (28)	2% (2)	— (0)	6% (7)	104
2016 Vote: Didn't Vote	64% (444)	22% (151)	5% (31)	3% (17)	7% (49)	693

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Table BPC4_3: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	68% (1499)	23% (498)	3% (66)	1% (30)	5% (108)	2200
Voted in 2014: Yes	72% (893)	21% (256)	2% (28)	1% (8)	4% (51)	1236
Voted in 2014: No	63% (606)	25% (242)	4% (38)	2% (21)	6% (57)	964
4-Region: Northeast	68% (269)	22% (87)	3% (13)	1% (3)	6% (22)	394
4-Region: Midwest	64% (294)	27% (124)	3% (15)	1% (3)	6% (26)	462
4-Region: South	69% (570)	22% (183)	3% (22)	2% (15)	4% (34)	824
4-Region: West	70% (366)	20% (104)	3% (16)	2% (8)	5% (26)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC4_4: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	58% (1282)	31% (691)	4% (95)	1% (18)	5% (115)	2200
Gender: Male	54% (575)	36% (378)	5% (55)	1% (9)	4% (45)	1062
Gender: Female	62% (707)	27% (313)	4% (40)	1% (8)	6% (70)	1138
Age: 18-34	53% (350)	32% (210)	6% (37)	1% (6)	8% (52)	655
Age: 35-44	60% (214)	32% (113)	3% (12)	1% (5)	4% (13)	358
Age: 45-64	60% (450)	30% (226)	5% (35)	— (3)	5% (37)	751
Age: 65+	62% (268)	32% (142)	2% (11)	1% (4)	3% (12)	436
GenZers: 1997-2012	53% (144)	32% (87)	6% (16)	1% (2)	9% (23)	272
Millennials: 1981-1996	55% (340)	32% (198)	5% (30)	2% (9)	6% (39)	616
GenXers: 1965-1980	59% (318)	31% (169)	5% (25)	— (2)	5% (26)	540
Baby Boomers: 1946-1964	62% (422)	31% (209)	3% (23)	1% (5)	3% (22)	680
PID: Dem (no lean)	61% (523)	30% (259)	4% (38)	— (4)	4% (31)	855
PID: Ind (no lean)	55% (374)	34% (228)	4% (27)	1% (5)	7% (46)	681
PID: Rep (no lean)	58% (385)	31% (204)	4% (29)	1% (9)	6% (38)	665
PID/Gender: Dem Men	58% (235)	32% (129)	6% (23)	— (1)	4% (16)	404
PID/Gender: Dem Women	64% (288)	29% (130)	3% (16)	1% (2)	3% (15)	451
PID/Gender: Ind Men	49% (159)	40% (129)	4% (14)	1% (3)	5% (17)	322
PID/Gender: Ind Women	60% (215)	28% (99)	4% (13)	1% (2)	8% (29)	358
PID/Gender: Rep Men	54% (180)	36% (121)	5% (18)	1% (5)	4% (12)	336
PID/Gender: Rep Women	62% (205)	25% (83)	3% (11)	1% (4)	8% (26)	329
Ideo: Liberal (1-3)	61% (396)	30% (194)	4% (28)	1% (5)	3% (22)	644
Ideo: Moderate (4)	55% (339)	34% (209)	4% (26)	1% (4)	6% (35)	613
Ideo: Conservative (5-7)	59% (431)	31% (227)	4% (30)	1% (7)	5% (33)	729
Educ: < College	58% (877)	31% (467)	4% (59)	1% (11)	7% (98)	1512
Educ: Bachelors degree	57% (253)	35% (153)	5% (22)	1% (5)	2% (11)	444
Educ: Post-grad	62% (152)	29% (71)	6% (14)	1% (1)	2% (6)	244
Income: Under 50k	57% (607)	30% (319)	5% (55)	1% (7)	7% (79)	1067
Income: 50k-100k	59% (424)	31% (223)	4% (31)	1% (9)	4% (26)	713
Income: 100k+	60% (251)	35% (148)	2% (9)	1% (2)	2% (9)	420
Ethnicity: White	58% (996)	33% (560)	4% (67)	1% (13)	5% (85)	1722

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Table BPC4_4: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	58% (1282)	31% (691)	4% (95)	1% (18)	5% (115)	2200
Ethnicity: Hispanic	56% (195)	28% (98)	8% (28)	1% (2)	8% (26)	349
Ethnicity: Black	64% (174)	22% (61)	8% (21)	1% (3)	5% (15)	274
Ethnicity: Other	54% (111)	34% (69)	4% (8)	1% (1)	7% (15)	204
All Christian	58% (608)	33% (349)	4% (45)	1% (8)	4% (39)	1049
All Non-Christian	56% (82)	31% (45)	4% (5)	2% (3)	8% (11)	146
Atheist	56% (61)	34% (37)	7% (7)	— (0)	4% (4)	110
Agnostic/Nothing in particular	59% (297)	29% (148)	4% (20)	1% (3)	7% (35)	504
Something Else	60% (234)	29% (111)	4% (17)	1% (4)	6% (25)	391
Religious Non-Protestant/Catholic	57% (88)	31% (47)	4% (5)	2% (3)	7% (11)	155
Evangelical	62% (378)	30% (184)	4% (24)	1% (5)	3% (19)	609
Non-Evangelical	56% (453)	33% (267)	4% (36)	1% (7)	6% (44)	807
Community: Urban	58% (366)	31% (194)	6% (35)	1% (7)	4% (28)	630
Community: Suburban	60% (605)	31% (311)	3% (33)	1% (9)	5% (54)	1012
Community: Rural	56% (312)	33% (186)	5% (26)	— (2)	6% (33)	559
Employ: Private Sector	55% (382)	35% (244)	5% (31)	1% (9)	4% (29)	696
Employ: Government	60% (69)	32% (37)	4% (5)	1% (1)	2% (3)	115
Employ: Self-Employed	58% (115)	30% (59)	4% (8)	1% (2)	7% (13)	197
Employ: Homemaker	60% (111)	29% (53)	5% (9)	1% (2)	5% (10)	185
Employ: Student	55% (64)	26% (30)	12% (13)	— (0)	7% (8)	116
Employ: Retired	59% (304)	33% (171)	3% (16)	— (2)	4% (19)	513
Employ: Unemployed	60% (159)	27% (70)	3% (7)	1% (1)	10% (26)	263
Employ: Other	67% (78)	22% (26)	4% (5)	— (0)	6% (7)	116
Military HH: Yes	62% (233)	30% (112)	5% (19)	— (1)	3% (11)	376
Military HH: No	57% (1049)	32% (579)	4% (76)	1% (17)	6% (104)	1824
RD/WT: Right Direction	59% (641)	32% (347)	4% (43)	— (4)	4% (44)	1078
RD/WT: Wrong Track	57% (641)	31% (344)	5% (52)	1% (14)	6% (71)	1122
Biden Job Approve	60% (738)	31% (378)	5% (56)	— (3)	4% (50)	1226
Biden Job Disapprove	58% (481)	32% (261)	4% (35)	1% (12)	4% (35)	824

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Table BPC4_4: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	58% (1282)	31% (691)	4% (95)	1% (18)	5% (115)	2200
Biden Job Strongly Approve	66% (469)	25% (179)	4% (30)	— (1)	4% (30)	710
Biden Job Somewhat Approve	52% (268)	38% (198)	5% (26)	— (3)	4% (20)	516
Biden Job Somewhat Disapprove	53% (124)	39% (90)	5% (11)	1% (2)	2% (5)	232
Biden Job Strongly Disapprove	60% (357)	29% (171)	4% (24)	2% (9)	5% (30)	591
Favorable of Biden	61% (736)	31% (381)	4% (51)	— (6)	3% (42)	1217
Unfavorable of Biden	58% (493)	32% (271)	5% (38)	1% (11)	4% (36)	849
Very Favorable of Biden	65% (473)	27% (195)	4% (32)	— (2)	3% (23)	725
Somewhat Favorable of Biden	54% (264)	38% (187)	4% (19)	1% (4)	4% (18)	492
Somewhat Unfavorable of Biden	53% (107)	38% (77)	6% (12)	1% (2)	3% (6)	204
Very Unfavorable of Biden	60% (386)	30% (195)	4% (26)	1% (9)	5% (29)	645
#1 Issue: Economy	57% (457)	33% (264)	5% (41)	1% (6)	4% (33)	801
#1 Issue: Security	56% (190)	33% (113)	3% (10)	1% (5)	7% (24)	342
#1 Issue: Health Care	60% (216)	32% (116)	4% (14)	1% (2)	3% (12)	362
#1 Issue: Medicare / Social Security	65% (155)	29% (70)	1% (3)	— (0)	5% (11)	239
#1 Issue: Women's Issues	58% (72)	20% (25)	8% (10)	1% (2)	13% (16)	125
#1 Issue: Education	48% (51)	44% (47)	2% (2)	— (0)	6% (7)	107
#1 Issue: Energy	54% (44)	28% (23)	10% (8)	2% (2)	6% (5)	83
#1 Issue: Other	68% (96)	23% (33)	4% (5)	1% (1)	4% (6)	141
2020 Vote: Joe Biden	60% (587)	31% (306)	5% (46)	1% (5)	3% (31)	975
2020 Vote: Donald Trump	57% (403)	33% (236)	4% (26)	1% (9)	5% (32)	706
2020 Vote: Other	61% (33)	32% (17)	7% (4)	— (0)	— (0)	53
2020 Vote: Didn't Vote	56% (259)	28% (132)	4% (20)	1% (4)	11% (51)	466
2018 House Vote: Democrat	61% (444)	31% (228)	5% (37)	— (4)	2% (16)	730
2018 House Vote: Republican	59% (364)	31% (190)	4% (25)	1% (9)	4% (26)	613
2018 House Vote: Someone else	56% (30)	29% (16)	1% (1)	— (0)	13% (7)	54
2016 Vote: Hillary Clinton	60% (409)	32% (220)	5% (33)	1% (4)	3% (19)	685
2016 Vote: Donald Trump	58% (412)	32% (231)	5% (33)	1% (9)	4% (28)	713
2016 Vote: Other	53% (55)	36% (37)	5% (5)	— (0)	6% (7)	104
2016 Vote: Didn't Vote	58% (403)	29% (200)	3% (24)	1% (5)	9% (60)	693

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Table BPC4_4: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/No opinion		Total N
Adults	58%	(1282)	31%	(691)	4%	(95)	1%	(18)	5%	(115)	2200
Voted in 2014: Yes	60%	(737)	31%	(383)	4%	(55)	1%	(12)	4%	(49)	1236
Voted in 2014: No	56%	(545)	32%	(308)	4%	(40)	1%	(6)	7%	(66)	964
4-Region: Northeast	53%	(208)	36%	(143)	5%	(19)	1%	(2)	6%	(22)	394
4-Region: Midwest	53%	(246)	34%	(159)	6%	(29)	—	(2)	6%	(26)	462
4-Region: South	63%	(516)	28%	(230)	4%	(32)	1%	(10)	4%	(36)	824
4-Region: West	60%	(313)	31%	(160)	3%	(14)	1%	(3)	6%	(30)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC4_5: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Civic learning and engagement, including an understanding of the democratic process

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	35% (760)	40% (878)	14% (306)	4% (92)	7% (164)	2200
Gender: Male	33% (354)	40% (425)	17% (177)	4% (46)	6% (59)	1062
Gender: Female	36% (406)	40% (453)	11% (129)	4% (46)	9% (104)	1138
Age: 18-34	34% (221)	39% (254)	14% (92)	4% (24)	10% (63)	655
Age: 35-44	38% (137)	37% (132)	13% (45)	4% (13)	9% (31)	358
Age: 45-64	32% (241)	41% (305)	15% (112)	6% (44)	7% (50)	751
Age: 65+	37% (162)	43% (187)	13% (57)	2% (10)	5% (20)	436
GenZers: 1997-2012	30% (82)	38% (103)	19% (52)	5% (13)	8% (22)	272
Millennials: 1981-1996	37% (229)	37% (230)	11% (71)	3% (18)	11% (68)	616
GenXers: 1965-1980	32% (174)	41% (224)	14% (74)	6% (33)	6% (35)	540
Baby Boomers: 1946-1964	36% (242)	40% (275)	15% (103)	4% (26)	5% (34)	680
PID: Dem (no lean)	41% (354)	39% (336)	12% (106)	2% (20)	5% (39)	855
PID: Ind (no lean)	31% (210)	43% (291)	13% (87)	4% (29)	9% (64)	681
PID: Rep (no lean)	30% (196)	38% (251)	17% (113)	6% (43)	9% (61)	665
PID/Gender: Dem Men	40% (162)	37% (150)	14% (57)	4% (15)	5% (20)	404
PID/Gender: Dem Women	43% (192)	41% (186)	11% (49)	1% (5)	4% (19)	451
PID/Gender: Ind Men	29% (93)	47% (150)	17% (53)	3% (10)	5% (17)	322
PID/Gender: Ind Women	33% (118)	39% (140)	9% (33)	5% (19)	13% (48)	358
PID/Gender: Rep Men	30% (99)	37% (125)	20% (67)	6% (22)	7% (23)	336
PID/Gender: Rep Women	29% (97)	38% (126)	14% (46)	6% (21)	12% (38)	329
Ideo: Liberal (1-3)	43% (276)	38% (245)	12% (76)	3% (22)	4% (25)	644
Ideo: Moderate (4)	33% (200)	45% (275)	13% (82)	2% (13)	7% (43)	613
Ideo: Conservative (5-7)	31% (229)	39% (287)	16% (120)	6% (43)	7% (51)	729
Educ: < College	33% (498)	39% (595)	14% (212)	5% (69)	9% (137)	1512
Educ: Bachelors degree	37% (164)	41% (182)	14% (61)	4% (16)	5% (21)	444
Educ: Post-grad	40% (98)	41% (101)	13% (33)	3% (7)	2% (6)	244
Income: Under 50k	34% (365)	39% (414)	13% (142)	4% (47)	9% (100)	1067
Income: 50k-100k	34% (244)	39% (277)	16% (114)	5% (32)	6% (45)	713
Income: 100k+	36% (151)	45% (187)	12% (50)	3% (13)	5% (19)	420
Ethnicity: White	35% (594)	40% (685)	15% (250)	4% (69)	7% (124)	1722

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Table BPC4_5: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Civic learning and engagement, including an understanding of the democratic process

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	35% (760)	40% (878)	14% (306)	4% (92)	7% (164)	2200
Ethnicity: Hispanic	32% (111)	36% (126)	18% (61)	6% (22)	9% (30)	349
Ethnicity: Black	35% (97)	44% (122)	12% (32)	3% (8)	5% (15)	274
Ethnicity: Other	34% (69)	35% (71)	11% (23)	7% (15)	12% (25)	204
All Christian	34% (355)	44% (462)	13% (133)	4% (39)	6% (61)	1049
All Non-Christian	43% (62)	39% (57)	9% (13)	1% (1)	9% (13)	146
Atheist	34% (37)	39% (43)	14% (15)	9% (10)	4% (5)	110
Agnostic/Nothing in particular	34% (173)	37% (185)	15% (76)	3% (16)	11% (54)	504
Something Else	34% (134)	34% (131)	18% (69)	7% (25)	8% (32)	391
Religious Non-Protestant/Catholic	42% (65)	40% (62)	9% (14)	1% (1)	9% (14)	155
Evangelical	36% (219)	39% (238)	14% (87)	5% (30)	6% (36)	609
Non-Evangelical	32% (261)	43% (347)	14% (111)	4% (32)	7% (55)	807
Community: Urban	41% (259)	39% (243)	12% (77)	2% (14)	6% (38)	630
Community: Suburban	32% (327)	40% (403)	16% (164)	5% (46)	7% (72)	1012
Community: Rural	31% (175)	42% (232)	12% (65)	6% (32)	10% (54)	559
Employ: Private Sector	33% (232)	41% (288)	14% (97)	5% (32)	7% (47)	696
Employ: Government	37% (43)	39% (45)	16% (18)	6% (7)	2% (2)	115
Employ: Self-Employed	36% (72)	31% (60)	19% (38)	7% (14)	7% (13)	197
Employ: Homemaker	33% (61)	38% (70)	17% (31)	2% (4)	11% (20)	185
Employ: Student	32% (38)	39% (46)	10% (11)	6% (7)	13% (15)	116
Employ: Retired	37% (188)	42% (217)	12% (63)	4% (20)	5% (25)	513
Employ: Unemployed	32% (83)	39% (104)	13% (35)	3% (8)	12% (33)	263
Employ: Other	38% (44)	42% (48)	11% (13)	1% (1)	8% (10)	116
Military HH: Yes	39% (145)	36% (137)	15% (56)	5% (17)	5% (21)	376
Military HH: No	34% (615)	41% (741)	14% (250)	4% (75)	8% (143)	1824
RD/WT: Right Direction	39% (422)	41% (438)	12% (131)	2% (25)	6% (63)	1078
RD/WT: Wrong Track	30% (339)	39% (440)	16% (175)	6% (67)	9% (101)	1122
Biden Job Approve	40% (485)	41% (506)	12% (146)	2% (27)	5% (62)	1226
Biden Job Disapprove	31% (254)	39% (323)	15% (127)	7% (55)	8% (65)	824

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Table BPC4_5: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?
Civic learning and engagement, including an understanding of the democratic process

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	35% (760)	40% (878)	14% (306)	4% (92)	7% (164)	2200
Biden Job Strongly Approve	46% (324)	39% (280)	8% (60)	1% (10)	5% (35)	710
Biden Job Somewhat Approve	31% (161)	44% (226)	17% (86)	3% (16)	5% (27)	516
Biden Job Somewhat Disapprove	25% (59)	52% (121)	11% (25)	7% (17)	4% (10)	232
Biden Job Strongly Disapprove	33% (195)	34% (202)	17% (102)	6% (38)	9% (55)	591
Favorable of Biden	40% (489)	40% (493)	12% (152)	2% (27)	5% (56)	1217
Unfavorable of Biden	29% (250)	40% (337)	16% (138)	7% (58)	8% (66)	849
Very Favorable of Biden	47% (337)	38% (278)	9% (64)	3% (18)	4% (27)	725
Somewhat Favorable of Biden	31% (151)	44% (215)	18% (88)	2% (9)	6% (29)	492
Somewhat Unfavorable of Biden	25% (51)	50% (102)	14% (28)	6% (11)	5% (11)	204
Very Unfavorable of Biden	31% (199)	36% (235)	17% (110)	7% (46)	9% (55)	645
#1 Issue: Economy	34% (270)	40% (323)	15% (119)	3% (28)	8% (61)	801
#1 Issue: Security	32% (111)	39% (133)	14% (50)	8% (26)	7% (22)	342
#1 Issue: Health Care	37% (134)	40% (146)	15% (53)	4% (15)	4% (15)	362
#1 Issue: Medicare / Social Security	38% (92)	39% (93)	12% (28)	5% (11)	6% (15)	239
#1 Issue: Women's Issues	32% (40)	40% (50)	12% (15)	1% (1)	15% (19)	125
#1 Issue: Education	34% (37)	49% (53)	7% (7)	3% (3)	7% (7)	107
#1 Issue: Energy	33% (28)	37% (31)	17% (14)	1% (1)	12% (10)	83
#1 Issue: Other	35% (49)	35% (49)	15% (21)	5% (7)	11% (15)	141
2020 Vote: Joe Biden	39% (383)	40% (389)	13% (127)	3% (30)	5% (47)	975
2020 Vote: Donald Trump	29% (206)	42% (299)	16% (113)	5% (36)	7% (51)	706
2020 Vote: Other	39% (21)	40% (22)	19% (10)	1% (1)	— (0)	53
2020 Vote: Didn't Vote	32% (150)	36% (168)	12% (56)	5% (25)	14% (66)	466
2018 House Vote: Democrat	42% (303)	41% (299)	12% (86)	3% (19)	3% (22)	730
2018 House Vote: Republican	32% (193)	41% (252)	16% (96)	6% (34)	6% (38)	613
2018 House Vote: Someone else	34% (19)	31% (17)	15% (8)	1% (1)	18% (10)	54
2016 Vote: Hillary Clinton	41% (284)	41% (282)	12% (79)	3% (18)	3% (22)	685
2016 Vote: Donald Trump	30% (212)	42% (301)	16% (115)	6% (40)	6% (45)	713
2016 Vote: Other	27% (29)	42% (44)	17% (17)	4% (4)	10% (11)	104
2016 Vote: Didn't Vote	34% (234)	36% (248)	14% (95)	4% (30)	12% (86)	693

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Table BPC4_5: Below is a list of skills, knowledge areas, and personal characteristics. In your opinion, how important, if at all, are the following to be successful in today's workforce?

Civic learning and engagement, including an understanding of the democratic process

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/No opinion		Total N
Adults	35%	(760)	40%	(878)	14%	(306)	4%	(92)	7%	(164)	2200
Voted in 2014: Yes	37%	(455)	40%	(499)	14%	(174)	3%	(42)	5%	(65)	1236
Voted in 2014: No	32%	(305)	39%	(379)	14%	(132)	5%	(50)	10%	(99)	964
4-Region: Northeast	36%	(142)	40%	(157)	15%	(58)	3%	(12)	6%	(24)	394
4-Region: Midwest	31%	(143)	42%	(194)	14%	(67)	4%	(21)	8%	(37)	462
4-Region: South	36%	(293)	40%	(326)	14%	(113)	4%	(35)	7%	(56)	824
4-Region: West	35%	(181)	38%	(200)	13%	(67)	5%	(25)	9%	(46)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC5_1: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Total N
Adults	23% (371)	20% (337)	22% (355)	24% (391)	12% (192)	1646
Gender: Male	26% (209)	23% (187)	20% (166)	20% (166)	11% (87)	815
Gender: Female	19% (162)	18% (150)	23% (189)	27% (225)	13% (105)	831
Age: 18-34	20% (103)	19% (97)	17% (88)	26% (131)	18% (91)	510
Age: 35-44	22% (55)	24% (62)	22% (56)	20% (50)	12% (29)	252
Age: 45-64	25% (132)	18% (94)	24% (127)	26% (139)	7% (39)	530
Age: 65+	23% (81)	24% (84)	24% (86)	20% (70)	9% (33)	353
GenZers: 1997-2012	17% (37)	13% (29)	19% (42)	29% (63)	21% (46)	217
Millennials: 1981-1996	23% (105)	22% (101)	18% (82)	22% (101)	14% (66)	455
GenXers: 1965-1980	24% (87)	21% (77)	23% (83)	24% (89)	8% (31)	367
Baby Boomers: 1946-1964	23% (121)	21% (111)	25% (133)	22% (118)	8% (44)	528
PID: Dem (no lean)	20% (130)	19% (126)	23% (150)	24% (158)	13% (87)	651
PID: Ind (no lean)	24% (115)	23% (114)	19% (93)	24% (118)	10% (48)	489
PID: Rep (no lean)	25% (126)	19% (96)	22% (113)	23% (114)	11% (57)	506
PID/Gender: Dem Men	24% (74)	25% (76)	22% (68)	18% (54)	12% (36)	308
PID/Gender: Dem Women	16% (56)	15% (50)	24% (83)	30% (104)	15% (51)	344
PID/Gender: Ind Men	26% (61)	26% (62)	15% (36)	24% (56)	9% (20)	236
PID/Gender: Ind Women	21% (54)	21% (52)	22% (57)	25% (62)	11% (28)	252
PID/Gender: Rep Men	27% (74)	18% (49)	23% (62)	20% (55)	11% (31)	271
PID/Gender: Rep Women	22% (52)	20% (48)	21% (50)	25% (59)	11% (26)	235
Ideo: Liberal (1-3)	23% (117)	19% (95)	24% (119)	21% (105)	14% (69)	506
Ideo: Moderate (4)	25% (110)	18% (80)	20% (91)	26% (116)	11% (51)	448
Ideo: Conservative (5-7)	23% (128)	23% (128)	20% (111)	25% (140)	10% (54)	560
Educ: < College	23% (255)	19% (206)	21% (233)	24% (263)	12% (130)	1087
Educ: Bachelors degree	21% (74)	23% (84)	21% (76)	25% (89)	10% (35)	358
Educ: Post-grad	21% (41)	23% (47)	23% (46)	19% (39)	14% (27)	201
Income: Under 50k	22% (167)	19% (140)	22% (163)	26% (198)	12% (87)	755
Income: 50k-100k	23% (126)	22% (118)	22% (122)	22% (118)	12% (63)	547
Income: 100k+	23% (78)	23% (79)	21% (71)	22% (75)	12% (42)	345
Ethnicity: White	24% (312)	21% (279)	22% (284)	23% (297)	11% (139)	1310
Ethnicity: Hispanic	20% (51)	18% (46)	18% (46)	30% (76)	13% (34)	253

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Table BPC5_1: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(371)	20%	(337)	22%	(355)	24%	(391)	12%	(192)	1646
Ethnicity: Black	13%	(25)	18%	(32)	22%	(41)	36%	(66)	11%	(20)	184
Ethnicity: Other	23%	(35)	17%	(26)	20%	(30)	19%	(28)	22%	(33)	152
All Christian	24%	(199)	21%	(172)	21%	(176)	23%	(194)	10%	(87)	829
All Non-Christian	20%	(21)	14%	(15)	19%	(20)	27%	(29)	20%	(21)	107
Atheist	31%	(28)	18%	(16)	28%	(26)	12%	(11)	10%	(9)	90
Agnostic/Nothing in particular	24%	(86)	19%	(71)	23%	(83)	21%	(76)	13%	(48)	365
Something Else	14%	(36)	24%	(62)	20%	(50)	31%	(80)	11%	(27)	255
Religious Non-Protestant/Catholic	20%	(22)	15%	(17)	19%	(22)	26%	(30)	20%	(23)	113
Evangelical	22%	(99)	22%	(97)	20%	(89)	25%	(110)	10%	(45)	440
Non-Evangelical	21%	(133)	21%	(134)	21%	(134)	25%	(159)	10%	(65)	624
Community: Urban	21%	(97)	21%	(96)	18%	(81)	22%	(102)	18%	(80)	456
Community: Suburban	22%	(176)	22%	(173)	20%	(160)	25%	(197)	10%	(79)	784
Community: Rural	24%	(97)	17%	(68)	28%	(115)	23%	(92)	8%	(33)	406
Employ: Private Sector	26%	(140)	21%	(113)	17%	(90)	23%	(122)	13%	(68)	533
Employ: Government	16%	(13)	18%	(14)	23%	(18)	32%	(26)	12%	(9)	80
Employ: Self-Employed	20%	(30)	21%	(31)	22%	(32)	25%	(37)	13%	(19)	148
Employ: Homemaker	22%	(32)	12%	(18)	31%	(44)	29%	(41)	6%	(8)	143
Employ: Student	17%	(17)	18%	(18)	17%	(17)	31%	(31)	18%	(18)	101
Employ: Retired	23%	(94)	24%	(99)	25%	(102)	21%	(86)	8%	(32)	414
Employ: Unemployed	20%	(33)	20%	(32)	21%	(34)	21%	(33)	18%	(29)	161
Employ: Other	17%	(11)	19%	(13)	27%	(18)	22%	(15)	15%	(10)	67
Military HH: Yes	20%	(56)	25%	(71)	24%	(68)	22%	(63)	10%	(28)	286
Military HH: No	23%	(315)	20%	(265)	21%	(287)	24%	(328)	12%	(164)	1360
RD/WT: Right Direction	23%	(187)	20%	(161)	21%	(170)	24%	(194)	13%	(109)	821
RD/WT: Wrong Track	22%	(184)	21%	(176)	22%	(185)	24%	(197)	10%	(83)	825
Biden Job Approve	22%	(199)	21%	(191)	22%	(204)	22%	(201)	13%	(120)	915
Biden Job Disapprove	25%	(156)	21%	(130)	20%	(127)	24%	(154)	10%	(61)	628

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Table BPC5_1: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(371)	20%	(337)	22%	(355)	24%	(391)	12%	(192)	1646
Biden Job Strongly Approve	19%	(100)	18%	(94)	25%	(130)	25%	(128)	13%	(70)	522
Biden Job Somewhat Approve	25%	(99)	25%	(97)	19%	(74)	19%	(73)	13%	(51)	393
Biden Job Somewhat Disapprove	21%	(38)	21%	(37)	14%	(26)	31%	(55)	13%	(24)	179
Biden Job Strongly Disapprove	26%	(118)	21%	(93)	23%	(101)	22%	(99)	8%	(37)	449
Favorable of Biden	21%	(194)	20%	(180)	23%	(208)	23%	(207)	13%	(122)	912
Unfavorable of Biden	25%	(162)	21%	(134)	21%	(134)	24%	(152)	9%	(60)	642
Very Favorable of Biden	22%	(114)	16%	(87)	25%	(132)	24%	(127)	13%	(68)	528
Somewhat Favorable of Biden	21%	(80)	24%	(93)	20%	(76)	21%	(80)	14%	(54)	384
Somewhat Unfavorable of Biden	26%	(40)	16%	(25)	14%	(21)	30%	(46)	13%	(20)	152
Very Unfavorable of Biden	25%	(123)	22%	(109)	23%	(113)	22%	(106)	8%	(40)	490
#1 Issue: Economy	20%	(118)	20%	(118)	21%	(123)	26%	(148)	12%	(71)	578
#1 Issue: Security	24%	(64)	22%	(60)	21%	(57)	22%	(57)	11%	(28)	266
#1 Issue: Health Care	25%	(65)	19%	(50)	23%	(60)	22%	(58)	11%	(28)	262
#1 Issue: Medicare / Social Security	27%	(49)	22%	(40)	23%	(41)	22%	(41)	6%	(12)	181
#1 Issue: Women's Issues	14%	(15)	18%	(19)	25%	(27)	22%	(24)	20%	(22)	106
#1 Issue: Education	21%	(17)	24%	(19)	14%	(11)	29%	(23)	12%	(9)	79
#1 Issue: Energy	30%	(18)	18%	(11)	19%	(12)	15%	(9)	18%	(11)	62
#1 Issue: Other	22%	(25)	18%	(20)	23%	(25)	27%	(30)	10%	(11)	113
2020 Vote: Joe Biden	23%	(176)	18%	(139)	23%	(171)	23%	(174)	12%	(93)	754
2020 Vote: Donald Trump	25%	(142)	22%	(122)	21%	(117)	24%	(132)	8%	(44)	556
2020 Vote: Didn't Vote	16%	(47)	23%	(69)	21%	(63)	26%	(79)	14%	(42)	300
2018 House Vote: Democrat	22%	(121)	22%	(121)	25%	(141)	21%	(115)	10%	(56)	554
2018 House Vote: Republican	25%	(121)	22%	(108)	21%	(105)	23%	(115)	9%	(43)	491
2016 Vote: Hillary Clinton	20%	(105)	22%	(113)	25%	(132)	22%	(114)	11%	(58)	522
2016 Vote: Donald Trump	27%	(150)	22%	(126)	20%	(111)	24%	(133)	8%	(43)	563
2016 Vote: Other	27%	(21)	15%	(11)	26%	(20)	21%	(16)	11%	(9)	77
2016 Vote: Didn't Vote	20%	(95)	18%	(84)	19%	(92)	27%	(127)	17%	(80)	479
Voted in 2014: Yes	23%	(225)	22%	(214)	23%	(222)	22%	(211)	10%	(94)	966
Voted in 2014: No	21%	(145)	18%	(123)	20%	(133)	26%	(179)	14%	(98)	680

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Table BPC5_1: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Technical abilities, including job-specific skills, comfort with data, technological fluency

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(371)	20%	(337)	22%	(355)	24%	(391)	12%	(192)	1646
4-Region: Northeast	25%	(78)	19%	(60)	19%	(58)	24%	(73)	13%	(40)	309
4-Region: Midwest	25%	(83)	19%	(65)	22%	(75)	26%	(87)	7%	(24)	333
4-Region: South	21%	(131)	22%	(137)	23%	(140)	21%	(132)	13%	(77)	617
4-Region: West	20%	(79)	19%	(75)	21%	(83)	26%	(99)	13%	(50)	387

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC5_2: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Effective oral and written communication, including writing and speaking skills

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	19%	(310)	24%	(399)	25%	(411)	20%	(327)	12%	(199)	1646
Gender: Male	19%	(151)	23%	(191)	26%	(209)	19%	(155)	13%	(108)	815
Gender: Female	19%	(159)	25%	(207)	24%	(202)	21%	(172)	11%	(91)	831
Age: 18-34	20%	(100)	21%	(109)	24%	(123)	20%	(104)	15%	(75)	510
Age: 35-44	19%	(48)	20%	(51)	22%	(55)	21%	(52)	18%	(46)	252
Age: 45-64	19%	(99)	28%	(147)	27%	(145)	18%	(95)	8%	(43)	530
Age: 65+	18%	(63)	26%	(91)	25%	(88)	21%	(76)	10%	(35)	353
GenZers: 1997-2012	19%	(40)	26%	(56)	25%	(54)	21%	(45)	10%	(22)	217
Millennials: 1981-1996	21%	(94)	18%	(80)	22%	(101)	21%	(95)	18%	(84)	455
GenXers: 1965-1980	17%	(64)	26%	(96)	26%	(94)	18%	(66)	13%	(47)	367
Baby Boomers: 1946-1964	19%	(99)	28%	(148)	25%	(133)	22%	(114)	7%	(35)	528
PID: Dem (no lean)	18%	(116)	23%	(148)	25%	(163)	21%	(136)	14%	(89)	651
PID: Ind (no lean)	20%	(96)	22%	(109)	27%	(130)	20%	(99)	11%	(55)	489
PID: Rep (no lean)	19%	(98)	28%	(142)	23%	(118)	18%	(92)	11%	(56)	506
PID/Gender: Dem Men	18%	(57)	19%	(59)	25%	(77)	21%	(63)	17%	(52)	308
PID/Gender: Dem Women	17%	(59)	26%	(89)	25%	(86)	21%	(73)	11%	(36)	344
PID/Gender: Ind Men	20%	(47)	23%	(55)	31%	(74)	16%	(38)	9%	(22)	236
PID/Gender: Ind Women	19%	(49)	21%	(54)	22%	(57)	24%	(61)	13%	(33)	252
PID/Gender: Rep Men	17%	(47)	29%	(78)	22%	(59)	20%	(54)	13%	(34)	271
PID/Gender: Rep Women	22%	(52)	27%	(64)	25%	(59)	16%	(38)	9%	(22)	235
Ideo: Liberal (1-3)	17%	(86)	24%	(120)	22%	(114)	23%	(116)	14%	(70)	506
Ideo: Moderate (4)	20%	(89)	25%	(111)	22%	(100)	21%	(93)	12%	(55)	448
Ideo: Conservative (5-7)	19%	(105)	25%	(139)	29%	(162)	17%	(96)	10%	(58)	560
Educ: < College	19%	(205)	25%	(271)	24%	(256)	20%	(216)	13%	(139)	1087
Educ: Bachelors degree	20%	(71)	22%	(77)	26%	(93)	21%	(74)	12%	(42)	358
Educ: Post-grad	16%	(33)	25%	(50)	31%	(62)	19%	(38)	9%	(18)	201
Income: Under 50k	19%	(143)	25%	(191)	24%	(183)	20%	(150)	12%	(88)	755
Income: 50k-100k	20%	(107)	22%	(118)	23%	(125)	22%	(118)	15%	(79)	547
Income: 100k+	17%	(60)	26%	(90)	30%	(104)	17%	(59)	9%	(32)	345
Ethnicity: White	19%	(243)	25%	(329)	25%	(326)	19%	(253)	12%	(160)	1310
Ethnicity: Hispanic	20%	(51)	18%	(46)	24%	(60)	22%	(56)	16%	(40)	253

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Table BPC5_2: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Effective oral and written communication, including writing and speaking skills

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	19%	(310)	24%	(399)	25%	(411)	20%	(327)	12%	(199)	1646
Ethnicity: Black	23%	(43)	19%	(36)	26%	(48)	21%	(39)	10%	(19)	184
Ethnicity: Other	15%	(23)	22%	(34)	25%	(38)	24%	(36)	14%	(21)	152
All Christian	19%	(159)	23%	(193)	25%	(209)	20%	(163)	13%	(105)	829
All Non-Christian	23%	(24)	28%	(29)	19%	(20)	18%	(19)	13%	(14)	107
Atheist	22%	(20)	31%	(28)	18%	(17)	20%	(18)	8%	(8)	90
Agnostic/Nothing in particular	16%	(57)	22%	(81)	23%	(85)	26%	(96)	13%	(46)	365
Something Else	19%	(50)	26%	(67)	32%	(81)	12%	(31)	10%	(27)	255
Religious Non-Protestant/Catholic	24%	(27)	27%	(31)	19%	(21)	17%	(20)	13%	(15)	113
Evangelical	23%	(100)	20%	(88)	26%	(113)	19%	(83)	13%	(55)	440
Non-Evangelical	17%	(105)	27%	(167)	27%	(171)	18%	(110)	11%	(71)	624
Community: Urban	19%	(86)	20%	(92)	23%	(107)	23%	(104)	15%	(68)	456
Community: Suburban	19%	(152)	24%	(186)	28%	(217)	18%	(144)	11%	(86)	784
Community: Rural	18%	(73)	30%	(121)	21%	(87)	20%	(79)	11%	(45)	406
Employ: Private Sector	18%	(95)	22%	(118)	27%	(144)	18%	(97)	15%	(79)	533
Employ: Government	16%	(13)	20%	(16)	37%	(30)	14%	(11)	13%	(10)	80
Employ: Self-Employed	19%	(28)	25%	(38)	31%	(46)	17%	(25)	8%	(12)	148
Employ: Homemaker	30%	(43)	24%	(34)	14%	(19)	19%	(27)	14%	(20)	143
Employ: Student	18%	(18)	24%	(24)	22%	(22)	28%	(28)	8%	(8)	101
Employ: Retired	17%	(72)	26%	(108)	26%	(108)	21%	(88)	9%	(38)	414
Employ: Unemployed	17%	(28)	27%	(44)	17%	(28)	25%	(39)	14%	(22)	161
Employ: Other	17%	(12)	27%	(18)	21%	(14)	18%	(12)	17%	(11)	67
Military HH: Yes	21%	(60)	26%	(75)	23%	(65)	20%	(56)	11%	(30)	286
Military HH: No	18%	(250)	24%	(324)	25%	(346)	20%	(271)	12%	(169)	1360
RD/WT: Right Direction	18%	(145)	23%	(192)	23%	(191)	21%	(171)	15%	(123)	821
RD/WT: Wrong Track	20%	(165)	25%	(207)	27%	(220)	19%	(157)	9%	(77)	825
Biden Job Approve	17%	(152)	24%	(216)	23%	(213)	22%	(205)	14%	(129)	915
Biden Job Disapprove	21%	(129)	25%	(156)	28%	(175)	16%	(103)	10%	(66)	628

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Table BPC5_2: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Effective oral and written communication, including writing and speaking skills

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	19%	(310)	24%	(399)	25%	(411)	20%	(327)	12%	(199)	1646
Biden Job Strongly Approve	20%	(102)	23%	(121)	22%	(115)	21%	(110)	14%	(74)	522
Biden Job Somewhat Approve	13%	(50)	24%	(95)	25%	(98)	24%	(95)	14%	(55)	393
Biden Job Somewhat Disapprove	26%	(46)	19%	(35)	30%	(53)	15%	(27)	10%	(19)	179
Biden Job Strongly Disapprove	19%	(83)	27%	(121)	27%	(121)	17%	(76)	11%	(47)	449
Favorable of Biden	18%	(161)	24%	(223)	23%	(210)	22%	(197)	13%	(121)	912
Unfavorable of Biden	20%	(126)	24%	(155)	28%	(177)	17%	(112)	11%	(71)	642
Very Favorable of Biden	18%	(96)	24%	(128)	23%	(122)	21%	(112)	13%	(70)	528
Somewhat Favorable of Biden	17%	(65)	25%	(95)	23%	(87)	22%	(85)	13%	(51)	384
Somewhat Unfavorable of Biden	23%	(36)	20%	(31)	28%	(43)	18%	(27)	10%	(15)	152
Very Unfavorable of Biden	18%	(91)	25%	(125)	27%	(134)	17%	(85)	11%	(56)	490
#1 Issue: Economy	21%	(122)	22%	(125)	28%	(160)	19%	(111)	10%	(59)	578
#1 Issue: Security	16%	(44)	25%	(66)	30%	(79)	15%	(40)	13%	(36)	266
#1 Issue: Health Care	17%	(45)	24%	(62)	20%	(52)	24%	(62)	15%	(40)	262
#1 Issue: Medicare / Social Security	22%	(40)	26%	(48)	19%	(34)	21%	(38)	12%	(22)	181
#1 Issue: Women's Issues	19%	(20)	28%	(30)	15%	(16)	25%	(27)	12%	(13)	106
#1 Issue: Education	19%	(15)	26%	(20)	23%	(18)	20%	(16)	11%	(9)	79
#1 Issue: Energy	10%	(6)	26%	(16)	23%	(14)	28%	(17)	13%	(8)	62
#1 Issue: Other	15%	(17)	27%	(31)	33%	(38)	14%	(15)	10%	(11)	113
2020 Vote: Joe Biden	18%	(137)	23%	(176)	24%	(182)	22%	(164)	13%	(95)	754
2020 Vote: Donald Trump	18%	(101)	26%	(145)	28%	(153)	19%	(105)	9%	(52)	556
2020 Vote: Didn't Vote	23%	(68)	23%	(68)	20%	(61)	17%	(52)	17%	(50)	300
2018 House Vote: Democrat	18%	(100)	24%	(131)	26%	(143)	20%	(109)	13%	(70)	554
2018 House Vote: Republican	19%	(92)	26%	(127)	28%	(137)	18%	(86)	10%	(50)	491
2016 Vote: Hillary Clinton	19%	(98)	21%	(112)	25%	(129)	21%	(110)	14%	(74)	522
2016 Vote: Donald Trump	19%	(107)	25%	(142)	26%	(147)	19%	(106)	11%	(61)	563
2016 Vote: Other	13%	(10)	36%	(28)	28%	(21)	16%	(13)	7%	(5)	77
2016 Vote: Didn't Vote	20%	(94)	24%	(117)	23%	(111)	21%	(98)	12%	(59)	479
Voted in 2014: Yes	19%	(181)	24%	(236)	26%	(252)	20%	(197)	10%	(100)	966
Voted in 2014: No	19%	(129)	24%	(163)	23%	(159)	19%	(130)	15%	(99)	680

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Table BPC5_2: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Effective oral and written communication, including writing and speaking skills

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	19%	(310)	24%	(399)	25%	(411)	20%	(327)	12%	(199)	1646
4-Region: Northeast	17%	(54)	24%	(75)	27%	(82)	20%	(62)	11%	(35)	309
4-Region: Midwest	19%	(64)	23%	(78)	25%	(85)	15%	(48)	18%	(59)	333
4-Region: South	20%	(124)	23%	(144)	24%	(145)	23%	(141)	10%	(62)	617
4-Region: West	18%	(68)	26%	(102)	26%	(99)	19%	(75)	11%	(43)	387

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC5_3: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Total N
Adults	29% (486)	28% (457)	21% (338)	14% (234)	8% (131)	1646
Gender: Male	30% (242)	27% (222)	20% (161)	16% (127)	8% (62)	815
Gender: Female	29% (244)	28% (235)	21% (176)	13% (107)	8% (69)	831
Age: 18-34	28% (142)	25% (125)	20% (102)	14% (72)	14% (70)	510
Age: 35-44	29% (74)	26% (67)	21% (53)	15% (39)	8% (19)	252
Age: 45-64	29% (156)	34% (181)	19% (102)	13% (68)	4% (23)	530
Age: 65+	32% (114)	24% (84)	23% (81)	16% (56)	5% (19)	353
GenZers: 1997-2012	28% (61)	27% (60)	17% (37)	10% (23)	17% (37)	217
Millennials: 1981-1996	26% (116)	25% (116)	23% (103)	17% (77)	9% (42)	455
GenXers: 1965-1980	31% (114)	32% (117)	18% (64)	13% (48)	6% (23)	367
Baby Boomers: 1946-1964	32% (168)	28% (150)	23% (122)	12% (64)	5% (24)	528
PID: Dem (no lean)	30% (197)	28% (185)	19% (121)	13% (82)	10% (66)	651
PID: Ind (no lean)	33% (163)	27% (134)	22% (106)	13% (63)	5% (24)	489
PID: Rep (no lean)	25% (126)	27% (139)	22% (111)	18% (90)	8% (41)	506
PID/Gender: Dem Men	28% (86)	29% (89)	19% (58)	15% (47)	9% (28)	308
PID/Gender: Dem Women	32% (111)	28% (96)	19% (64)	10% (35)	11% (38)	344
PID/Gender: Ind Men	36% (85)	29% (67)	19% (45)	12% (28)	5% (11)	236
PID/Gender: Ind Women	31% (78)	26% (66)	24% (61)	14% (35)	5% (13)	252
PID/Gender: Rep Men	26% (71)	24% (66)	22% (59)	19% (52)	8% (23)	271
PID/Gender: Rep Women	23% (55)	31% (73)	22% (51)	16% (37)	8% (19)	235
Ideo: Liberal (1-3)	31% (155)	31% (157)	17% (84)	12% (60)	10% (50)	506
Ideo: Moderate (4)	30% (134)	23% (105)	24% (107)	14% (61)	9% (41)	448
Ideo: Conservative (5-7)	30% (167)	29% (162)	21% (118)	15% (84)	5% (29)	560
Educ: < College	26% (288)	28% (310)	22% (234)	15% (161)	9% (94)	1087
Educ: Bachelors degree	33% (120)	27% (98)	18% (65)	14% (49)	8% (28)	358
Educ: Post-grad	39% (78)	25% (50)	19% (39)	12% (24)	5% (10)	201
Income: Under 50k	28% (208)	28% (210)	18% (139)	17% (129)	9% (69)	755
Income: 50k-100k	29% (159)	30% (165)	22% (118)	13% (70)	6% (35)	547
Income: 100k+	34% (118)	24% (83)	23% (80)	10% (36)	8% (27)	345
Ethnicity: White	29% (380)	28% (362)	22% (284)	15% (192)	7% (92)	1310
Ethnicity: Hispanic	28% (70)	34% (87)	19% (48)	13% (34)	6% (15)	253

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Table BPC5_3: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	29%	(486)	28%	(457)	21%	(338)	14%	(234)	8%	(131)	1646
Ethnicity: Black	26%	(48)	29%	(53)	18%	(33)	14%	(26)	13%	(24)	184
Ethnicity: Other	38%	(58)	28%	(43)	14%	(21)	11%	(17)	9%	(14)	152
All Christian	29%	(240)	28%	(234)	22%	(184)	13%	(111)	7%	(59)	829
All Non-Christian	27%	(29)	21%	(23)	28%	(29)	14%	(14)	11%	(11)	107
Atheist	29%	(26)	24%	(22)	17%	(15)	18%	(17)	12%	(11)	90
Agnostic/Nothing in particular	32%	(117)	28%	(102)	20%	(71)	14%	(52)	6%	(23)	365
Something Else	29%	(74)	30%	(76)	15%	(38)	16%	(40)	10%	(26)	255
Religious Non-Protestant/Catholic	28%	(32)	22%	(24)	28%	(31)	13%	(14)	10%	(11)	113
Evangelical	25%	(110)	29%	(127)	21%	(93)	15%	(65)	10%	(45)	440
Non-Evangelical	32%	(197)	29%	(179)	20%	(125)	14%	(84)	6%	(39)	624
Community: Urban	28%	(129)	24%	(110)	22%	(99)	16%	(72)	10%	(46)	456
Community: Suburban	30%	(239)	30%	(233)	20%	(158)	13%	(104)	6%	(50)	784
Community: Rural	29%	(118)	28%	(114)	20%	(81)	14%	(58)	9%	(35)	406
Employ: Private Sector	30%	(158)	27%	(144)	22%	(115)	15%	(81)	7%	(36)	533
Employ: Government	32%	(26)	38%	(31)	14%	(11)	8%	(6)	8%	(6)	80
Employ: Self-Employed	26%	(39)	25%	(37)	23%	(34)	14%	(21)	12%	(18)	148
Employ: Homemaker	27%	(38)	36%	(51)	22%	(32)	12%	(17)	4%	(5)	143
Employ: Student	32%	(33)	21%	(21)	21%	(21)	9%	(9)	17%	(17)	101
Employ: Retired	32%	(134)	27%	(113)	20%	(83)	15%	(63)	5%	(20)	414
Employ: Unemployed	21%	(34)	33%	(53)	18%	(28)	16%	(26)	13%	(20)	161
Employ: Other	36%	(24)	13%	(9)	21%	(14)	17%	(12)	13%	(9)	67
Military HH: Yes	33%	(94)	25%	(72)	18%	(51)	17%	(48)	8%	(22)	286
Military HH: No	29%	(392)	28%	(386)	21%	(287)	14%	(186)	8%	(109)	1360
RD/WT: Right Direction	30%	(247)	28%	(229)	20%	(163)	13%	(106)	9%	(76)	821
RD/WT: Wrong Track	29%	(239)	28%	(228)	21%	(175)	15%	(128)	7%	(55)	825
Biden Job Approve	30%	(274)	27%	(243)	20%	(180)	14%	(127)	10%	(91)	915
Biden Job Disapprove	28%	(178)	29%	(180)	22%	(135)	16%	(99)	6%	(35)	628

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Table BPC5_3: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	29%	(486)	28%	(457)	21%	(338)	14%	(234)	8%	(131)	1646
Biden Job Strongly Approve	29%	(150)	28%	(148)	17%	(87)	13%	(70)	13%	(67)	522
Biden Job Somewhat Approve	32%	(124)	24%	(95)	24%	(93)	14%	(57)	6%	(25)	393
Biden Job Somewhat Disapprove	27%	(49)	34%	(62)	26%	(46)	11%	(19)	2%	(3)	179
Biden Job Strongly Disapprove	29%	(129)	26%	(119)	20%	(89)	18%	(80)	7%	(32)	449
Favorable of Biden	30%	(276)	27%	(247)	20%	(184)	13%	(120)	9%	(85)	912
Unfavorable of Biden	28%	(182)	29%	(185)	21%	(133)	16%	(104)	6%	(38)	642
Very Favorable of Biden	29%	(153)	28%	(150)	19%	(100)	13%	(68)	11%	(57)	528
Somewhat Favorable of Biden	32%	(123)	25%	(96)	22%	(84)	14%	(52)	7%	(28)	384
Somewhat Unfavorable of Biden	21%	(32)	37%	(56)	27%	(40)	12%	(19)	3%	(5)	152
Very Unfavorable of Biden	31%	(150)	26%	(129)	19%	(93)	17%	(85)	7%	(33)	490
#1 Issue: Economy	28%	(163)	30%	(176)	21%	(121)	14%	(84)	6%	(34)	578
#1 Issue: Security	29%	(76)	28%	(74)	18%	(48)	19%	(52)	6%	(16)	266
#1 Issue: Health Care	31%	(82)	30%	(77)	20%	(53)	9%	(25)	9%	(25)	262
#1 Issue: Medicare / Social Security	29%	(52)	22%	(40)	24%	(43)	16%	(30)	9%	(16)	181
#1 Issue: Women's Issues	30%	(32)	24%	(26)	29%	(31)	8%	(8)	9%	(9)	106
#1 Issue: Education	24%	(19)	29%	(22)	12%	(9)	22%	(17)	14%	(11)	79
#1 Issue: Energy	36%	(22)	21%	(13)	16%	(10)	10%	(6)	17%	(10)	62
#1 Issue: Other	36%	(40)	25%	(28)	20%	(22)	11%	(13)	8%	(9)	113
2020 Vote: Joe Biden	31%	(237)	29%	(218)	19%	(145)	12%	(89)	9%	(65)	754
2020 Vote: Donald Trump	29%	(161)	27%	(148)	21%	(119)	15%	(86)	8%	(43)	556
2020 Vote: Didn't Vote	24%	(73)	27%	(81)	23%	(69)	18%	(54)	8%	(23)	300
2018 House Vote: Democrat	34%	(191)	27%	(151)	18%	(100)	13%	(70)	8%	(43)	554
2018 House Vote: Republican	28%	(138)	28%	(139)	21%	(104)	16%	(80)	6%	(30)	491
2016 Vote: Hillary Clinton	34%	(179)	29%	(150)	17%	(91)	12%	(64)	8%	(39)	522
2016 Vote: Donald Trump	27%	(151)	28%	(155)	23%	(127)	16%	(90)	7%	(39)	563
2016 Vote: Other	33%	(25)	28%	(22)	16%	(13)	23%	(17)	1%	(1)	77
2016 Vote: Didn't Vote	27%	(128)	27%	(130)	22%	(106)	13%	(62)	11%	(52)	479
Voted in 2014: Yes	31%	(297)	28%	(273)	20%	(195)	14%	(138)	7%	(64)	966
Voted in 2014: No	28%	(189)	27%	(184)	21%	(143)	14%	(97)	10%	(67)	680

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Table BPC5_3: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Critical thinking and problem-solving skills, including the ability to apply knowledge to real-world settings

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	29%	(486)	28%	(457)	21%	(338)	14%	(234)	8%	(131)	1646
4-Region: Northeast	32%	(99)	30%	(92)	18%	(56)	12%	(37)	8%	(24)	309
4-Region: Midwest	29%	(95)	28%	(92)	18%	(59)	17%	(57)	9%	(29)	333
4-Region: South	27%	(164)	28%	(175)	24%	(149)	14%	(86)	7%	(42)	617
4-Region: West	33%	(127)	25%	(98)	19%	(73)	14%	(53)	9%	(35)	387

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC5_4: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Total N
Adults	23% (373)	20% (325)	22% (358)	23% (372)	13% (218)	1646
Gender: Male	19% (157)	18% (146)	23% (189)	24% (199)	15% (123)	815
Gender: Female	26% (216)	22% (179)	20% (170)	21% (173)	11% (94)	831
Age: 18-34	23% (117)	25% (125)	23% (117)	18% (92)	12% (59)	510
Age: 35-44	22% (54)	19% (48)	24% (60)	21% (52)	15% (38)	252
Age: 45-64	24% (125)	15% (80)	21% (111)	28% (147)	13% (67)	530
Age: 65+	22% (76)	20% (72)	20% (71)	23% (80)	15% (54)	353
GenZers: 1997-2012	25% (54)	26% (56)	26% (57)	16% (34)	8% (16)	217
Millennials: 1981-1996	23% (103)	22% (100)	21% (95)	19% (88)	15% (68)	455
GenXers: 1965-1980	22% (81)	15% (55)	24% (88)	25% (92)	14% (51)	367
Baby Boomers: 1946-1964	23% (124)	18% (94)	20% (105)	27% (141)	12% (65)	528
PID: Dem (no lean)	25% (162)	19% (125)	22% (141)	21% (134)	14% (88)	651
PID: Ind (no lean)	18% (89)	22% (106)	22% (108)	23% (110)	15% (75)	489
PID: Rep (no lean)	24% (122)	18% (94)	22% (109)	25% (128)	11% (55)	506
PID/Gender: Dem Men	23% (69)	16% (50)	23% (72)	22% (67)	16% (50)	308
PID/Gender: Dem Women	27% (93)	22% (76)	20% (69)	20% (68)	11% (39)	344
PID/Gender: Ind Men	13% (30)	18% (42)	24% (57)	27% (65)	18% (43)	236
PID/Gender: Ind Women	24% (60)	25% (64)	21% (52)	18% (45)	12% (31)	252
PID/Gender: Rep Men	21% (58)	20% (55)	22% (60)	25% (68)	11% (30)	271
PID/Gender: Rep Women	27% (64)	17% (39)	21% (49)	25% (60)	10% (24)	235
Ideo: Liberal (1-3)	23% (117)	18% (91)	24% (124)	23% (117)	11% (57)	506
Ideo: Moderate (4)	20% (89)	23% (104)	22% (98)	22% (96)	14% (61)	448
Ideo: Conservative (5-7)	21% (120)	18% (103)	21% (118)	25% (139)	14% (81)	560
Educ: < College	24% (265)	20% (220)	22% (241)	20% (216)	13% (146)	1087
Educ: Bachelors degree	20% (72)	19% (70)	22% (80)	26% (92)	12% (44)	358
Educ: Post-grad	18% (36)	18% (36)	19% (38)	32% (64)	14% (27)	201
Income: Under 50k	24% (181)	20% (148)	24% (178)	20% (148)	13% (100)	755
Income: 50k-100k	22% (122)	21% (115)	23% (127)	20% (111)	13% (72)	547
Income: 100k+	20% (70)	18% (62)	15% (53)	33% (114)	13% (45)	345
Ethnicity: White	22% (290)	19% (243)	21% (274)	25% (322)	14% (182)	1310
Ethnicity: Hispanic	22% (55)	21% (52)	29% (73)	13% (34)	16% (40)	253

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Table BPC5_4: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(373)	20%	(325)	22%	(358)	23%	(372)	13%	(218)	1646
Ethnicity: Black	29%	(54)	24%	(45)	22%	(41)	12%	(22)	12%	(23)	184
Ethnicity: Other	19%	(29)	25%	(38)	29%	(44)	18%	(28)	8%	(13)	152
All Christian	22%	(182)	20%	(163)	21%	(176)	22%	(186)	15%	(122)	829
All Non-Christian	19%	(20)	26%	(28)	18%	(20)	25%	(27)	11%	(12)	107
Atheist	16%	(14)	23%	(21)	25%	(23)	24%	(22)	12%	(11)	90
Agnostic/Nothing in particular	23%	(84)	21%	(78)	21%	(76)	23%	(84)	12%	(43)	365
Something Else	28%	(72)	14%	(36)	25%	(64)	21%	(53)	12%	(30)	255
Religious Non-Protestant/Catholic	18%	(20)	25%	(28)	19%	(21)	26%	(30)	12%	(13)	113
Evangelical	23%	(102)	21%	(91)	23%	(102)	20%	(90)	12%	(55)	440
Non-Evangelical	23%	(146)	17%	(106)	21%	(132)	23%	(145)	15%	(95)	624
Community: Urban	23%	(107)	21%	(97)	23%	(106)	21%	(94)	11%	(52)	456
Community: Suburban	21%	(168)	19%	(151)	23%	(177)	22%	(176)	14%	(112)	784
Community: Rural	24%	(97)	19%	(77)	19%	(75)	25%	(103)	13%	(53)	406
Employ: Private Sector	20%	(109)	20%	(108)	21%	(113)	23%	(122)	15%	(82)	533
Employ: Government	27%	(22)	17%	(13)	17%	(13)	30%	(24)	10%	(8)	80
Employ: Self-Employed	23%	(33)	20%	(30)	14%	(21)	24%	(36)	19%	(28)	148
Employ: Homemaker	16%	(22)	21%	(31)	24%	(34)	25%	(35)	14%	(20)	143
Employ: Student	25%	(25)	27%	(27)	29%	(29)	14%	(14)	6%	(6)	101
Employ: Retired	21%	(88)	18%	(74)	23%	(94)	24%	(99)	14%	(59)	414
Employ: Unemployed	35%	(56)	15%	(25)	28%	(44)	21%	(33)	1%	(2)	161
Employ: Other	26%	(17)	26%	(18)	14%	(9)	14%	(9)	20%	(13)	67
Military HH: Yes	23%	(66)	17%	(50)	26%	(74)	21%	(61)	13%	(36)	286
Military HH: No	23%	(307)	20%	(275)	21%	(285)	23%	(311)	13%	(181)	1360
RD/WT: Right Direction	22%	(183)	19%	(159)	24%	(198)	23%	(187)	11%	(94)	821
RD/WT: Wrong Track	23%	(190)	20%	(166)	19%	(161)	22%	(185)	15%	(124)	825
Biden Job Approve	24%	(222)	20%	(185)	22%	(205)	22%	(197)	12%	(107)	915
Biden Job Disapprove	22%	(136)	18%	(115)	21%	(131)	25%	(156)	14%	(89)	628

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Table BPC5_4: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(373)	20%	(325)	22%	(358)	23%	(372)	13%	(218)	1646
Biden Job Strongly Approve	24%	(127)	20%	(102)	25%	(130)	20%	(105)	11%	(57)	522
Biden Job Somewhat Approve	24%	(95)	21%	(83)	19%	(74)	23%	(92)	13%	(49)	393
Biden Job Somewhat Disapprove	21%	(38)	19%	(35)	19%	(35)	25%	(46)	15%	(26)	179
Biden Job Strongly Disapprove	22%	(98)	18%	(80)	21%	(96)	25%	(111)	14%	(63)	449
Favorable of Biden	23%	(214)	21%	(188)	22%	(204)	21%	(193)	12%	(113)	912
Unfavorable of Biden	22%	(144)	19%	(121)	21%	(134)	25%	(162)	13%	(81)	642
Very Favorable of Biden	23%	(124)	20%	(108)	21%	(113)	22%	(116)	13%	(67)	528
Somewhat Favorable of Biden	24%	(90)	21%	(80)	24%	(91)	20%	(77)	12%	(46)	384
Somewhat Unfavorable of Biden	24%	(37)	20%	(31)	21%	(32)	27%	(41)	8%	(12)	152
Very Unfavorable of Biden	22%	(107)	18%	(90)	21%	(102)	25%	(121)	14%	(69)	490
#1 Issue: Economy	25%	(144)	18%	(107)	19%	(111)	23%	(136)	14%	(81)	578
#1 Issue: Security	21%	(55)	15%	(39)	24%	(63)	22%	(59)	19%	(50)	266
#1 Issue: Health Care	18%	(46)	21%	(56)	27%	(71)	25%	(65)	9%	(24)	262
#1 Issue: Medicare / Social Security	20%	(37)	26%	(47)	22%	(40)	17%	(31)	15%	(26)	181
#1 Issue: Women's Issues	28%	(30)	25%	(26)	12%	(12)	28%	(29)	8%	(8)	106
#1 Issue: Education	29%	(23)	15%	(12)	29%	(23)	15%	(12)	12%	(9)	79
#1 Issue: Energy	21%	(13)	18%	(11)	31%	(19)	22%	(14)	8%	(5)	62
#1 Issue: Other	23%	(26)	24%	(27)	17%	(19)	24%	(27)	13%	(15)	113
2020 Vote: Joe Biden	21%	(156)	20%	(150)	24%	(180)	23%	(173)	12%	(94)	754
2020 Vote: Donald Trump	23%	(129)	19%	(103)	21%	(115)	24%	(133)	14%	(76)	556
2020 Vote: Didn't Vote	27%	(82)	21%	(62)	18%	(55)	20%	(58)	14%	(42)	300
2018 House Vote: Democrat	20%	(112)	19%	(103)	22%	(124)	26%	(144)	13%	(72)	554
2018 House Vote: Republican	23%	(113)	18%	(88)	21%	(103)	25%	(122)	13%	(64)	491
2016 Vote: Hillary Clinton	21%	(108)	19%	(99)	21%	(111)	24%	(125)	15%	(79)	522
2016 Vote: Donald Trump	22%	(122)	18%	(102)	22%	(124)	25%	(140)	13%	(74)	563
2016 Vote: Other	19%	(15)	16%	(12)	27%	(21)	28%	(21)	10%	(8)	77
2016 Vote: Didn't Vote	27%	(127)	23%	(109)	21%	(103)	18%	(84)	12%	(55)	479
Voted in 2014: Yes	21%	(200)	18%	(172)	22%	(214)	25%	(243)	14%	(137)	966
Voted in 2014: No	25%	(173)	22%	(153)	21%	(144)	19%	(129)	12%	(81)	680

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Table BPC5_4: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Personal aptitudes and dispositions, including empathy, drive or work ethic, leadership, and the ability to work on a team

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	23%	(373)	20%	(325)	22%	(358)	23%	(372)	13%	(218)	1646
4-Region: Northeast	20%	(60)	19%	(58)	22%	(67)	26%	(81)	14%	(43)	309
4-Region: Midwest	22%	(74)	20%	(66)	22%	(72)	23%	(76)	13%	(45)	333
4-Region: South	25%	(151)	21%	(129)	21%	(128)	22%	(138)	12%	(71)	617
4-Region: West	23%	(88)	18%	(71)	24%	(92)	20%	(77)	15%	(59)	387

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC5_5: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Civic learning and engagement, including an understanding of the democratic process

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	6%	(107)	8%	(129)	11%	(183)	20%	(321)	55%	(906)	1646
Gender: Male	7%	(56)	8%	(68)	11%	(89)	21%	(167)	53%	(434)	815
Gender: Female	6%	(51)	7%	(62)	11%	(94)	19%	(154)	57%	(471)	831
Age: 18-34	10%	(49)	11%	(54)	16%	(82)	22%	(111)	42%	(215)	510
Age: 35-44	8%	(20)	10%	(25)	11%	(29)	23%	(59)	47%	(120)	252
Age: 45-64	4%	(19)	5%	(28)	9%	(45)	15%	(80)	67%	(358)	530
Age: 65+	5%	(19)	6%	(22)	8%	(27)	20%	(71)	60%	(213)	353
GenZers: 1997-2012	11%	(24)	8%	(17)	13%	(29)	24%	(52)	44%	(95)	217
Millennials: 1981-1996	8%	(36)	13%	(57)	16%	(74)	20%	(93)	43%	(195)	455
GenXers: 1965-1980	6%	(21)	6%	(22)	10%	(37)	19%	(72)	59%	(215)	367
Baby Boomers: 1946-1964	3%	(17)	5%	(26)	7%	(35)	17%	(90)	68%	(359)	528
PID: Dem (no lean)	7%	(46)	10%	(67)	12%	(76)	22%	(141)	49%	(322)	651
PID: Ind (no lean)	5%	(25)	5%	(26)	11%	(52)	20%	(99)	59%	(287)	489
PID: Rep (no lean)	7%	(35)	7%	(37)	11%	(56)	16%	(82)	59%	(297)	506
PID/Gender: Dem Men	7%	(22)	11%	(33)	11%	(34)	25%	(76)	46%	(142)	308
PID/Gender: Dem Women	7%	(24)	10%	(33)	12%	(42)	19%	(65)	52%	(179)	344
PID/Gender: Ind Men	5%	(12)	4%	(10)	11%	(25)	21%	(50)	59%	(139)	236
PID/Gender: Ind Women	5%	(13)	6%	(16)	10%	(26)	19%	(49)	59%	(148)	252
PID/Gender: Rep Men	8%	(22)	9%	(24)	11%	(30)	15%	(42)	57%	(153)	271
PID/Gender: Rep Women	6%	(13)	5%	(13)	11%	(25)	17%	(40)	61%	(144)	235
Ideo: Liberal (1-3)	6%	(30)	8%	(43)	13%	(65)	21%	(107)	51%	(260)	506
Ideo: Moderate (4)	6%	(26)	11%	(49)	12%	(52)	18%	(82)	54%	(240)	448
Ideo: Conservative (5-7)	7%	(40)	5%	(30)	9%	(51)	18%	(101)	60%	(338)	560
Educ: < College	7%	(73)	7%	(80)	11%	(124)	21%	(232)	53%	(579)	1087
Educ: Bachelors degree	6%	(21)	9%	(31)	12%	(43)	15%	(54)	58%	(208)	358
Educ: Post-grad	6%	(12)	9%	(18)	8%	(16)	18%	(36)	59%	(118)	201
Income: Under 50k	7%	(55)	9%	(68)	12%	(92)	17%	(130)	54%	(410)	755
Income: 50k-100k	6%	(33)	6%	(32)	10%	(55)	24%	(130)	54%	(297)	547
Income: 100k+	5%	(18)	9%	(30)	11%	(37)	18%	(61)	58%	(199)	345
Ethnicity: White	6%	(85)	8%	(100)	11%	(142)	19%	(247)	56%	(737)	1310
Ethnicity: Hispanic	11%	(27)	9%	(22)	10%	(26)	21%	(54)	49%	(125)	253

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Table BPC5_5: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Civic learning and engagement, including an understanding of the democratic process

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	6%	(107)	8%	(129)	11%	(183)	20%	(321)	55%	(906)	1646
Ethnicity: Black	8%	(15)	10%	(18)	12%	(22)	17%	(31)	53%	(98)	184
Ethnicity: Other	5%	(7)	8%	(11)	13%	(19)	29%	(43)	47%	(71)	152
All Christian	6%	(49)	8%	(68)	10%	(84)	21%	(174)	55%	(455)	829
All Non-Christian	11%	(12)	11%	(12)	16%	(17)	16%	(17)	46%	(49)	107
Atheist	2%	(2)	3%	(3)	12%	(11)	25%	(23)	57%	(52)	90
Agnostic/Nothing in particular	6%	(21)	9%	(33)	14%	(50)	15%	(57)	56%	(205)	365
Something Else	9%	(23)	5%	(14)	9%	(22)	20%	(51)	57%	(145)	255
Religious Non-Protestant/Catholic	10%	(12)	11%	(13)	15%	(17)	18%	(20)	46%	(52)	113
Evangelical	7%	(29)	8%	(37)	9%	(42)	21%	(92)	55%	(240)	440
Non-Evangelical	7%	(43)	6%	(39)	10%	(62)	20%	(126)	57%	(354)	624
Community: Urban	8%	(37)	13%	(61)	14%	(64)	18%	(84)	46%	(210)	456
Community: Suburban	6%	(49)	5%	(42)	9%	(72)	21%	(164)	58%	(457)	784
Community: Rural	5%	(21)	7%	(26)	12%	(47)	18%	(72)	59%	(239)	406
Employ: Private Sector	6%	(31)	10%	(51)	13%	(71)	21%	(111)	50%	(269)	533
Employ: Government	9%	(7)	8%	(6)	9%	(7)	16%	(13)	58%	(46)	80
Employ: Self-Employed	12%	(18)	9%	(13)	10%	(15)	20%	(30)	49%	(73)	148
Employ: Homemaker	5%	(7)	7%	(10)	9%	(13)	16%	(23)	63%	(89)	143
Employ: Student	7%	(7)	11%	(11)	12%	(12)	18%	(18)	52%	(52)	101
Employ: Retired	6%	(24)	5%	(21)	6%	(27)	19%	(77)	64%	(265)	414
Employ: Unemployed	6%	(10)	5%	(8)	16%	(26)	18%	(29)	55%	(88)	161
Employ: Other	4%	(3)	15%	(10)	17%	(12)	28%	(19)	36%	(24)	67
Military HH: Yes	4%	(11)	7%	(19)	10%	(28)	20%	(58)	59%	(169)	286
Military HH: No	7%	(95)	8%	(110)	11%	(155)	19%	(263)	54%	(737)	1360
RD/WT: Right Direction	7%	(58)	10%	(80)	12%	(99)	20%	(163)	51%	(420)	821
RD/WT: Wrong Track	6%	(48)	6%	(49)	10%	(84)	19%	(158)	59%	(485)	825
Biden Job Approve	7%	(68)	9%	(80)	12%	(114)	20%	(185)	51%	(469)	915
Biden Job Disapprove	5%	(29)	8%	(48)	10%	(60)	18%	(116)	60%	(376)	628

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Table BPC5_5: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Civic learning and engagement, including an understanding of the democratic process

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	6%	(107)	8%	(129)	11%	(183)	20%	(321)	55%	(906)	1646
Biden Job Strongly Approve	8%	(42)	11%	(57)	11%	(59)	21%	(109)	49%	(255)	522
Biden Job Somewhat Approve	7%	(26)	6%	(23)	14%	(54)	20%	(77)	54%	(214)	393
Biden Job Somewhat Disapprove	5%	(8)	6%	(11)	11%	(20)	18%	(33)	60%	(108)	179
Biden Job Strongly Disapprove	5%	(20)	8%	(37)	9%	(40)	18%	(83)	60%	(269)	449
Favorable of Biden	7%	(66)	8%	(74)	12%	(107)	21%	(195)	52%	(470)	912
Unfavorable of Biden	4%	(28)	7%	(48)	10%	(63)	17%	(112)	61%	(391)	642
Very Favorable of Biden	8%	(41)	10%	(55)	12%	(61)	20%	(105)	50%	(266)	528
Somewhat Favorable of Biden	7%	(25)	5%	(19)	12%	(45)	23%	(90)	53%	(204)	384
Somewhat Unfavorable of Biden	5%	(8)	6%	(9)	10%	(15)	13%	(19)	66%	(100)	152
Very Unfavorable of Biden	4%	(20)	8%	(38)	10%	(48)	19%	(93)	59%	(291)	490
#1 Issue: Economy	5%	(30)	9%	(52)	11%	(64)	17%	(99)	58%	(332)	578
#1 Issue: Security	10%	(27)	10%	(26)	7%	(19)	22%	(58)	51%	(136)	266
#1 Issue: Health Care	9%	(24)	6%	(16)	10%	(26)	20%	(51)	55%	(145)	262
#1 Issue: Medicare / Social Security	2%	(5)	4%	(8)	13%	(23)	23%	(42)	57%	(104)	181
#1 Issue: Women's Issues	9%	(9)	5%	(5)	18%	(20)	17%	(18)	51%	(54)	106
#1 Issue: Education	7%	(5)	7%	(5)	21%	(17)	14%	(11)	52%	(41)	79
#1 Issue: Energy	4%	(3)	17%	(10)	11%	(7)	25%	(15)	44%	(27)	62
#1 Issue: Other	4%	(4)	6%	(7)	8%	(9)	24%	(27)	59%	(66)	113
2020 Vote: Joe Biden	6%	(47)	9%	(70)	10%	(76)	20%	(153)	54%	(407)	754
2020 Vote: Donald Trump	4%	(24)	7%	(39)	9%	(52)	18%	(100)	61%	(341)	556
2020 Vote: Didn't Vote	10%	(30)	7%	(20)	17%	(52)	19%	(56)	47%	(142)	300
2018 House Vote: Democrat	6%	(31)	9%	(47)	8%	(46)	21%	(116)	57%	(314)	554
2018 House Vote: Republican	6%	(28)	6%	(31)	8%	(41)	18%	(87)	62%	(304)	491
2016 Vote: Hillary Clinton	6%	(33)	9%	(48)	11%	(60)	21%	(109)	52%	(272)	522
2016 Vote: Donald Trump	6%	(33)	7%	(39)	9%	(53)	17%	(93)	61%	(345)	563
2016 Vote: Other	8%	(6)	6%	(5)	3%	(2)	13%	(10)	71%	(54)	77
2016 Vote: Didn't Vote	7%	(35)	8%	(38)	14%	(68)	22%	(106)	48%	(232)	479
Voted in 2014: Yes	6%	(62)	8%	(73)	9%	(84)	18%	(176)	59%	(571)	966
Voted in 2014: No	7%	(44)	8%	(56)	15%	(99)	21%	(145)	49%	(335)	680

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Table BPC5_5: Below is the same list of skills, knowledge areas, and personal characteristics. Please rank how important each of the following are to be successful in today's workforce with 1 to 5, 1 being the most important, and 5 being the least important. - Civic learning and engagement, including an understanding of the democratic process

Demographic	Rank: 1		Rank: 2		Rank: 3		Rank: 4		Rank: 5		Total N
Adults	6%	(107)	8%	(129)	11%	(183)	20%	(321)	55%	(906)	1646
4-Region: Northeast	6%	(18)	8%	(25)	15%	(45)	18%	(54)	54%	(166)	309
4-Region: Midwest	5%	(17)	10%	(32)	13%	(43)	19%	(64)	53%	(177)	333
4-Region: South	8%	(47)	5%	(32)	9%	(55)	19%	(120)	59%	(363)	617
4-Region: West	6%	(25)	10%	(40)	10%	(40)	21%	(83)	52%	(199)	387

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC6_1: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Producing versatile students who can adapt to problems as they arise

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	59% (1293)	31% (673)	5% (99)	1% (20)	5% (114)	2200
Gender: Male	55% (581)	34% (361)	6% (66)	1% (15)	4% (39)	1062
Gender: Female	63% (712)	27% (313)	3% (33)	— (6)	7% (75)	1138
Age: 18-34	55% (360)	29% (190)	8% (53)	1% (7)	7% (44)	655
Age: 35-44	61% (219)	26% (93)	5% (19)	1% (4)	6% (23)	358
Age: 45-64	59% (446)	32% (242)	3% (21)	1% (8)	5% (34)	751
Age: 65+	62% (269)	34% (148)	1% (6)	— (1)	3% (13)	436
GenZers: 1997-2012	57% (154)	25% (68)	9% (25)	1% (3)	8% (22)	272
Millennials: 1981-1996	57% (349)	29% (178)	7% (45)	1% (7)	6% (38)	616
GenXers: 1965-1980	58% (311)	33% (176)	3% (15)	2% (8)	6% (30)	540
Baby Boomers: 1946-1964	63% (428)	32% (216)	2% (14)	— (2)	3% (22)	680
PID: Dem (no lean)	63% (540)	29% (245)	4% (33)	1% (11)	3% (26)	855
PID: Ind (no lean)	60% (410)	29% (196)	4% (29)	— (2)	6% (44)	681
PID: Rep (no lean)	52% (344)	35% (232)	6% (37)	1% (8)	7% (44)	665
PID/Gender: Dem Men	57% (231)	33% (133)	5% (20)	2% (7)	3% (12)	404
PID/Gender: Dem Women	68% (309)	25% (112)	3% (13)	1% (4)	3% (14)	451
PID/Gender: Ind Men	59% (191)	32% (102)	6% (18)	— (1)	3% (10)	322
PID/Gender: Ind Women	61% (218)	26% (94)	3% (11)	— (1)	9% (34)	358
PID/Gender: Rep Men	47% (159)	37% (125)	8% (29)	2% (6)	5% (17)	336
PID/Gender: Rep Women	56% (185)	32% (107)	3% (9)	— (1)	8% (27)	329
Ideo: Liberal (1-3)	66% (423)	26% (170)	4% (23)	1% (9)	3% (18)	644
Ideo: Moderate (4)	60% (371)	30% (183)	5% (28)	— (2)	5% (30)	613
Ideo: Conservative (5-7)	53% (385)	36% (264)	6% (41)	1% (8)	4% (30)	729
Educ: < College	59% (890)	29% (443)	5% (70)	1% (14)	6% (96)	1512
Educ: Bachelors degree	56% (249)	35% (155)	5% (21)	1% (5)	3% (14)	444
Educ: Post-grad	63% (154)	31% (76)	3% (8)	1% (2)	2% (4)	244
Income: Under 50k	57% (614)	29% (310)	4% (48)	1% (12)	8% (85)	1067
Income: 50k-100k	59% (423)	31% (224)	5% (37)	1% (6)	3% (22)	713
Income: 100k+	61% (257)	33% (139)	4% (15)	1% (3)	2% (7)	420
Ethnicity: White	58% (993)	32% (554)	4% (76)	1% (14)	5% (85)	1722

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Table BPC6_1: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Producing versatile students who can adapt to problems as they arise

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	59% (1293)	31% (673)	5% (99)	1% (20)	5% (114)	2200
Ethnicity: Hispanic	64% (225)	29% (101)	5% (17)	1% (5)	1% (2)	349
Ethnicity: Black	63% (174)	23% (63)	5% (13)	2% (5)	7% (20)	274
Ethnicity: Other	62% (127)	28% (57)	5% (10)	1% (2)	5% (9)	204
All Christian	57% (602)	35% (370)	4% (46)	1% (7)	2% (24)	1049
All Non-Christian	62% (90)	25% (36)	3% (4)	1% (1)	10% (15)	146
Atheist	50% (54)	32% (35)	11% (12)	2% (3)	5% (6)	110
Agnostic/Nothing in particular	60% (301)	26% (131)	4% (22)	1% (5)	9% (46)	504
Something Else	63% (246)	26% (102)	4% (15)	1% (5)	6% (23)	391
Religious Non-Protestant/Catholic	62% (96)	25% (39)	3% (4)	1% (2)	10% (15)	155
Evangelical	59% (358)	32% (197)	4% (24)	1% (8)	4% (23)	609
Non-Evangelical	59% (476)	33% (269)	5% (36)	— (1)	3% (24)	807
Community: Urban	58% (364)	29% (182)	6% (38)	1% (9)	6% (36)	630
Community: Suburban	59% (593)	32% (322)	4% (44)	1% (6)	4% (45)	1012
Community: Rural	60% (336)	30% (169)	3% (17)	1% (5)	6% (32)	559
Employ: Private Sector	54% (376)	36% (247)	5% (32)	2% (14)	4% (27)	696
Employ: Government	54% (62)	40% (46)	2% (2)	1% (1)	3% (3)	115
Employ: Self-Employed	59% (116)	27% (54)	10% (19)	1% (2)	3% (6)	197
Employ: Homemaker	69% (128)	22% (42)	1% (2)	— (0)	7% (14)	185
Employ: Student	67% (77)	19% (22)	7% (9)	1% (1)	7% (8)	116
Employ: Retired	61% (311)	34% (174)	2% (9)	— (1)	3% (18)	513
Employ: Unemployed	58% (154)	24% (64)	7% (19)	— (0)	10% (26)	263
Employ: Other	60% (70)	22% (25)	6% (7)	1% (2)	10% (12)	116
Military HH: Yes	59% (223)	33% (126)	3% (12)	— (0)	4% (16)	376
Military HH: No	59% (1070)	30% (548)	5% (88)	1% (20)	5% (98)	1824
RD/WT: Right Direction	61% (660)	30% (322)	4% (46)	1% (14)	3% (36)	1078
RD/WT: Wrong Track	56% (633)	31% (351)	5% (53)	1% (6)	7% (77)	1122
Biden Job Approve	63% (777)	27% (331)	4% (55)	1% (15)	4% (48)	1226
Biden Job Disapprove	54% (448)	36% (297)	4% (33)	— (4)	5% (43)	824

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Table BPC6_1: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Producing versatile students who can adapt to problems as they arise

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	59% (1293)	31% (673)	5% (99)	1% (20)	5% (114)	2200
Biden Job Strongly Approve	68% (484)	23% (162)	4% (27)	1% (6)	4% (30)	710
Biden Job Somewhat Approve	57% (293)	33% (169)	5% (27)	2% (9)	3% (18)	516
Biden Job Somewhat Disapprove	51% (119)	42% (98)	2% (6)	1% (2)	3% (8)	232
Biden Job Strongly Disapprove	56% (329)	34% (199)	5% (27)	— (1)	6% (35)	591
Favorable of Biden	65% (785)	27% (323)	5% (56)	1% (14)	3% (39)	1217
Unfavorable of Biden	54% (459)	36% (309)	4% (34)	1% (5)	5% (42)	849
Very Favorable of Biden	68% (493)	23% (170)	4% (31)	1% (7)	3% (24)	725
Somewhat Favorable of Biden	59% (291)	31% (154)	5% (25)	1% (7)	3% (15)	492
Somewhat Unfavorable of Biden	48% (97)	43% (88)	5% (9)	1% (2)	4% (8)	204
Very Unfavorable of Biden	56% (362)	34% (221)	4% (25)	1% (3)	5% (34)	645
#1 Issue: Economy	61% (487)	31% (250)	4% (32)	1% (4)	3% (27)	801
#1 Issue: Security	54% (185)	34% (118)	5% (16)	2% (5)	5% (18)	342
#1 Issue: Health Care	59% (212)	30% (108)	6% (21)	1% (3)	5% (18)	362
#1 Issue: Medicare / Social Security	59% (140)	36% (86)	1% (2)	— (1)	4% (10)	239
#1 Issue: Women's Issues	55% (69)	21% (26)	10% (12)	1% (1)	14% (17)	125
#1 Issue: Education	57% (61)	31% (33)	2% (3)	1% (2)	8% (8)	107
#1 Issue: Energy	56% (46)	27% (22)	9% (8)	— (0)	8% (7)	83
#1 Issue: Other	66% (93)	21% (30)	4% (6)	3% (4)	6% (8)	141
2020 Vote: Joe Biden	65% (636)	28% (271)	3% (30)	1% (10)	3% (27)	975
2020 Vote: Donald Trump	54% (380)	35% (248)	5% (34)	1% (5)	6% (39)	706
2020 Vote: Other	63% (34)	28% (15)	9% (5)	— (0)	— (0)	53
2020 Vote: Didn't Vote	52% (243)	30% (139)	6% (30)	1% (6)	10% (48)	466
2018 House Vote: Democrat	64% (468)	29% (215)	3% (24)	1% (5)	2% (17)	730
2018 House Vote: Republican	57% (351)	34% (211)	4% (24)	1% (4)	4% (23)	613
2018 House Vote: Someone else	57% (31)	28% (15)	8% (4)	— (0)	7% (4)	54
2016 Vote: Hillary Clinton	63% (432)	30% (204)	4% (25)	1% (9)	2% (14)	685
2016 Vote: Donald Trump	55% (390)	34% (245)	5% (36)	1% (5)	5% (36)	713
2016 Vote: Other	61% (63)	33% (35)	4% (4)	— (0)	2% (2)	104
2016 Vote: Didn't Vote	58% (405)	27% (187)	5% (34)	1% (7)	9% (61)	693

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Table BPC6_1: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?

Producing versatile students who can adapt to problems as they arise

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	59% (1293)	31% (673)	5% (99)	1% (20)	5% (114)	2200
Voted in 2014: Yes	60% (745)	32% (394)	4% (46)	1% (8)	3% (43)	1236
Voted in 2014: No	57% (548)	29% (279)	6% (53)	1% (13)	7% (71)	964
4-Region: Northeast	54% (211)	34% (133)	6% (23)	1% (4)	6% (23)	394
4-Region: Midwest	56% (260)	30% (138)	6% (30)	1% (3)	7% (32)	462
4-Region: South	61% (501)	31% (255)	2% (18)	1% (10)	5% (41)	824
4-Region: West	62% (322)	28% (148)	5% (28)	1% (5)	3% (18)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC6_2: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Teaching students adequate technical skills for employment

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	63% (1388)	27% (604)	3% (71)	1% (26)	5% (112)	2200
Gender: Male	59% (629)	31% (334)	4% (43)	2% (19)	3% (36)	1062
Gender: Female	67% (759)	24% (269)	2% (28)	1% (6)	7% (77)	1138
Age: 18-34	57% (376)	28% (185)	5% (32)	3% (17)	7% (45)	655
Age: 35-44	62% (223)	28% (102)	3% (10)	1% (3)	6% (20)	358
Age: 45-64	66% (492)	25% (190)	4% (26)	1% (5)	5% (37)	751
Age: 65+	68% (296)	29% (126)	1% (3)	— (0)	2% (11)	436
GenZers: 1997-2012	56% (153)	28% (75)	4% (12)	4% (10)	8% (22)	272
Millennials: 1981-1996	60% (371)	28% (174)	4% (28)	2% (10)	6% (35)	616
GenXers: 1965-1980	62% (334)	28% (149)	3% (18)	1% (5)	6% (32)	540
Baby Boomers: 1946-1964	69% (471)	26% (177)	2% (13)	— (0)	3% (20)	680
PID: Dem (no lean)	65% (551)	28% (235)	4% (34)	1% (5)	3% (29)	855
PID: Ind (no lean)	64% (436)	26% (177)	2% (16)	1% (10)	6% (42)	681
PID: Rep (no lean)	60% (400)	29% (191)	3% (21)	2% (11)	6% (42)	665
PID/Gender: Dem Men	59% (240)	32% (131)	5% (18)	1% (2)	3% (12)	404
PID/Gender: Dem Women	69% (311)	23% (105)	4% (16)	1% (2)	4% (17)	451
PID/Gender: Ind Men	61% (197)	30% (97)	3% (10)	3% (8)	3% (10)	322
PID/Gender: Ind Women	67% (239)	22% (80)	2% (6)	— (2)	9% (32)	358
PID/Gender: Rep Men	57% (192)	32% (107)	4% (15)	3% (9)	4% (14)	336
PID/Gender: Rep Women	63% (209)	26% (84)	2% (6)	1% (2)	9% (28)	329
Ideo: Liberal (1-3)	67% (433)	25% (158)	4% (25)	1% (6)	3% (21)	644
Ideo: Moderate (4)	59% (361)	32% (199)	3% (19)	1% (4)	5% (31)	613
Ideo: Conservative (5-7)	63% (459)	27% (200)	3% (25)	2% (15)	4% (29)	729
Educ: < College	64% (962)	26% (400)	2% (37)	1% (18)	6% (95)	1512
Educ: Bachelors degree	62% (274)	29% (129)	5% (22)	1% (5)	3% (14)	444
Educ: Post-grad	62% (151)	31% (75)	5% (12)	1% (3)	2% (4)	244
Income: Under 50k	61% (653)	27% (289)	3% (30)	1% (15)	8% (81)	1067
Income: 50k-100k	65% (462)	27% (192)	4% (26)	1% (9)	3% (24)	713
Income: 100k+	65% (273)	29% (123)	4% (15)	— (1)	2% (8)	420
Ethnicity: White	63% (1083)	28% (476)	3% (57)	1% (23)	5% (83)	1722

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Table BPC6_2: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
 Teaching students adequate technical skills for employment

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	63% (1388)	27% (604)	3% (71)	1% (26)	5% (112)	2200
Ethnicity: Hispanic	68% (238)	23% (81)	4% (15)	3% (12)	1% (3)	349
Ethnicity: Black	61% (167)	29% (79)	3% (7)	1% (2)	7% (19)	274
Ethnicity: Other	68% (138)	24% (49)	4% (7)	— (0)	5% (9)	204
All Christian	65% (686)	28% (295)	3% (34)	1% (10)	2% (24)	1049
All Non-Christian	60% (87)	24% (35)	7% (10)	— (0)	9% (13)	146
Atheist	66% (73)	23% (25)	4% (4)	1% (1)	6% (7)	110
Agnostic/Nothing in particular	57% (285)	31% (157)	3% (14)	— (2)	9% (46)	504
Something Else	66% (257)	23% (91)	2% (8)	3% (12)	6% (22)	391
Religious Non-Protestant/Catholic	60% (94)	24% (38)	7% (10)	— (0)	8% (13)	155
Evangelical	65% (397)	27% (162)	3% (20)	1% (5)	4% (25)	609
Non-Evangelical	66% (532)	27% (218)	3% (21)	2% (13)	3% (22)	807
Community: Urban	59% (371)	30% (186)	5% (32)	1% (7)	5% (33)	630
Community: Suburban	63% (641)	28% (285)	3% (29)	1% (13)	4% (44)	1012
Community: Rural	67% (376)	24% (133)	2% (10)	1% (5)	6% (35)	559
Employ: Private Sector	60% (415)	31% (215)	5% (32)	1% (9)	4% (25)	696
Employ: Government	57% (66)	33% (38)	3% (4)	3% (3)	4% (4)	115
Employ: Self-Employed	61% (120)	24% (48)	6% (12)	5% (10)	4% (7)	197
Employ: Homemaker	66% (122)	23% (43)	2% (3)	— (0)	10% (18)	185
Employ: Student	69% (80)	18% (21)	3% (4)	3% (3)	7% (8)	116
Employ: Retired	66% (338)	29% (149)	2% (10)	— (0)	3% (16)	513
Employ: Unemployed	65% (172)	25% (65)	2% (5)	— (1)	8% (20)	263
Employ: Other	65% (76)	21% (24)	2% (3)	— (0)	12% (13)	116
Military HH: Yes	66% (247)	26% (98)	3% (11)	1% (3)	5% (17)	376
Military HH: No	63% (1141)	28% (505)	3% (60)	1% (22)	5% (95)	1824
RD/WT: Right Direction	64% (687)	28% (307)	3% (37)	1% (6)	4% (41)	1078
RD/WT: Wrong Track	62% (700)	26% (296)	3% (34)	2% (19)	6% (72)	1122
Biden Job Approve	65% (794)	27% (329)	4% (46)	1% (10)	4% (47)	1226
Biden Job Disapprove	63% (523)	28% (227)	3% (24)	1% (9)	5% (41)	824

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Table BPC6_2: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Teaching students adequate technical skills for employment

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	63% (1388)	27% (604)	3% (71)	1% (26)	5% (112)	2200
Biden Job Strongly Approve	70% (494)	24% (169)	2% (16)	— (2)	4% (28)	710
Biden Job Somewhat Approve	58% (299)	31% (160)	6% (30)	2% (8)	4% (19)	516
Biden Job Somewhat Disapprove	58% (134)	34% (78)	4% (10)	— (1)	4% (9)	232
Biden Job Strongly Disapprove	66% (388)	25% (149)	2% (15)	1% (8)	5% (31)	591
Favorable of Biden	66% (806)	27% (328)	3% (37)	1% (6)	3% (39)	1217
Unfavorable of Biden	63% (534)	27% (231)	4% (34)	1% (11)	5% (39)	849
Very Favorable of Biden	71% (515)	24% (171)	2% (15)	— (2)	3% (23)	725
Somewhat Favorable of Biden	59% (292)	32% (157)	5% (22)	1% (4)	3% (16)	492
Somewhat Unfavorable of Biden	54% (109)	35% (72)	6% (13)	1% (2)	4% (8)	204
Very Unfavorable of Biden	66% (425)	25% (159)	3% (21)	1% (9)	5% (32)	645
#1 Issue: Economy	62% (495)	31% (245)	4% (29)	— (4)	3% (27)	801
#1 Issue: Security	66% (227)	23% (77)	3% (9)	3% (11)	5% (17)	342
#1 Issue: Health Care	61% (219)	30% (109)	4% (14)	1% (3)	5% (18)	362
#1 Issue: Medicare / Social Security	69% (165)	25% (61)	1% (1)	1% (2)	4% (10)	239
#1 Issue: Women's Issues	66% (83)	12% (15)	7% (8)	1% (1)	15% (19)	125
#1 Issue: Education	61% (65)	32% (34)	1% (1)	— (0)	6% (6)	107
#1 Issue: Energy	52% (43)	27% (22)	8% (7)	5% (4)	8% (7)	83
#1 Issue: Other	64% (90)	29% (41)	1% (1)	1% (1)	6% (8)	141
2020 Vote: Joe Biden	67% (648)	25% (245)	4% (39)	1% (7)	4% (35)	975
2020 Vote: Donald Trump	64% (450)	27% (192)	3% (22)	1% (6)	5% (37)	706
2020 Vote: Other	58% (31)	40% (22)	1% (1)	— (0)	— (0)	53
2020 Vote: Didn't Vote	56% (258)	31% (145)	2% (9)	3% (13)	9% (41)	466
2018 House Vote: Democrat	67% (487)	26% (187)	4% (27)	— (2)	4% (27)	730
2018 House Vote: Republican	65% (397)	26% (160)	4% (27)	1% (6)	4% (23)	613
2018 House Vote: Someone else	62% (34)	27% (15)	— (0)	3% (2)	7% (4)	54
2016 Vote: Hillary Clinton	64% (441)	27% (185)	5% (31)	1% (4)	3% (23)	685
2016 Vote: Donald Trump	62% (444)	29% (203)	4% (26)	1% (7)	5% (33)	713
2016 Vote: Other	63% (65)	33% (35)	1% (1)	1% (1)	3% (3)	104
2016 Vote: Didn't Vote	62% (432)	26% (180)	2% (14)	2% (13)	8% (53)	693

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Table BPC6_2: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
 Teaching students adequate technical skills for employment

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	63% (1388)	27% (604)	3% (71)	1% (26)	5% (112)	2200
Voted in 2014: Yes	66% (819)	26% (316)	3% (42)	1% (8)	4% (51)	1236
Voted in 2014: No	59% (569)	30% (287)	3% (29)	2% (18)	6% (61)	964
4-Region: Northeast	60% (235)	29% (114)	4% (17)	2% (6)	5% (21)	394
4-Region: Midwest	62% (286)	28% (130)	2% (11)	1% (5)	7% (31)	462
4-Region: South	63% (523)	28% (234)	3% (22)	— (2)	5% (43)	824
4-Region: West	66% (343)	24% (125)	4% (22)	2% (12)	3% (17)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC6_3: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Providing students with a well-rounded education

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	62% (1354)	27% (601)	5% (99)	1% (27)	5% (119)	2200
Gender: Male	58% (611)	31% (333)	5% (54)	2% (21)	4% (44)	1062
Gender: Female	65% (743)	24% (268)	4% (45)	1% (6)	7% (76)	1138
Age: 18-34	59% (387)	26% (169)	6% (39)	2% (13)	7% (48)	655
Age: 35-44	65% (231)	22% (80)	5% (17)	2% (7)	6% (23)	358
Age: 45-64	61% (462)	29% (220)	4% (30)	1% (4)	5% (35)	751
Age: 65+	63% (274)	30% (132)	3% (13)	1% (4)	3% (13)	436
GenZers: 1997-2012	63% (170)	21% (57)	5% (14)	3% (9)	8% (22)	272
Millennials: 1981-1996	59% (364)	27% (164)	6% (39)	1% (9)	7% (41)	616
GenXers: 1965-1980	61% (328)	29% (159)	3% (19)	1% (4)	6% (30)	540
Baby Boomers: 1946-1964	64% (434)	29% (194)	4% (25)	1% (4)	3% (23)	680
PID: Dem (no lean)	67% (572)	25% (210)	5% (39)	— (4)	3% (30)	855
PID: Ind (no lean)	61% (417)	26% (178)	4% (25)	2% (14)	7% (47)	681
PID: Rep (no lean)	55% (364)	32% (213)	5% (35)	1% (10)	6% (43)	665
PID/Gender: Dem Men	61% (247)	30% (119)	5% (19)	1% (4)	3% (14)	404
PID/Gender: Dem Women	72% (324)	20% (91)	4% (20)	— (0)	3% (16)	451
PID/Gender: Ind Men	59% (189)	30% (97)	4% (11)	4% (11)	4% (14)	322
PID/Gender: Ind Women	64% (228)	23% (81)	4% (14)	1% (2)	9% (33)	358
PID/Gender: Rep Men	52% (174)	35% (117)	7% (24)	2% (5)	5% (15)	336
PID/Gender: Rep Women	58% (190)	29% (96)	4% (12)	1% (4)	8% (27)	329
Ideo: Liberal (1-3)	69% (447)	23% (149)	3% (22)	1% (6)	3% (20)	644
Ideo: Moderate (4)	62% (380)	25% (154)	6% (38)	1% (5)	6% (37)	613
Ideo: Conservative (5-7)	55% (398)	34% (251)	5% (37)	2% (14)	4% (28)	729
Educ: < College	64% (962)	24% (368)	4% (60)	1% (20)	7% (102)	1512
Educ: Bachelors degree	56% (247)	34% (153)	6% (27)	1% (4)	3% (13)	444
Educ: Post-grad	59% (145)	33% (80)	5% (12)	1% (3)	2% (4)	244
Income: Under 50k	60% (643)	26% (280)	3% (37)	2% (17)	8% (90)	1067
Income: 50k-100k	63% (448)	27% (192)	6% (42)	1% (7)	3% (23)	713
Income: 100k+	63% (263)	31% (128)	5% (20)	1% (2)	2% (7)	420
Ethnicity: White	59% (1022)	29% (505)	5% (84)	1% (23)	5% (88)	1722

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Table BPC6_3: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Providing students with a well-rounded education

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	62% (1354)	27% (601)	5% (99)	1% (27)	5% (119)	2200
Ethnicity: Hispanic	66% (229)	25% (86)	4% (15)	3% (10)	3% (9)	349
Ethnicity: Black	69% (190)	21% (58)	1% (4)	1% (3)	7% (20)	274
Ethnicity: Other	69% (141)	18% (38)	6% (11)	1% (2)	6% (12)	204
All Christian	62% (645)	30% (313)	5% (53)	1% (12)	2% (26)	1049
All Non-Christian	65% (95)	20% (29)	5% (8)	— (1)	9% (13)	146
Atheist	63% (70)	20% (22)	7% (8)	3% (4)	6% (6)	110
Agnostic/Nothing in particular	58% (294)	28% (143)	4% (20)	— (2)	9% (45)	504
Something Else	64% (250)	24% (93)	3% (11)	2% (9)	7% (29)	391
Religious Non-Protestant/Catholic	66% (102)	20% (31)	5% (8)	— (1)	8% (13)	155
Evangelical	62% (379)	27% (164)	5% (31)	1% (8)	4% (27)	609
Non-Evangelical	62% (502)	29% (237)	4% (30)	1% (11)	3% (27)	807
Community: Urban	63% (394)	26% (161)	6% (36)	— (2)	6% (37)	630
Community: Suburban	59% (602)	29% (298)	4% (44)	2% (17)	5% (51)	1012
Community: Rural	64% (358)	25% (141)	4% (20)	1% (8)	6% (32)	559
Employ: Private Sector	58% (406)	32% (221)	5% (35)	1% (6)	4% (28)	696
Employ: Government	52% (60)	34% (39)	8% (9)	3% (3)	3% (3)	115
Employ: Self-Employed	60% (119)	24% (48)	7% (13)	5% (10)	4% (7)	197
Employ: Homemaker	69% (128)	22% (41)	2% (4)	— (0)	6% (12)	185
Employ: Student	70% (81)	18% (20)	4% (4)	2% (3)	7% (8)	116
Employ: Retired	62% (320)	30% (155)	3% (17)	1% (3)	3% (17)	513
Employ: Unemployed	63% (164)	20% (52)	5% (14)	— (1)	12% (31)	263
Employ: Other	66% (76)	21% (24)	1% (2)	1% (1)	11% (13)	116
Military HH: Yes	61% (231)	28% (104)	6% (21)	1% (3)	5% (18)	376
Military HH: No	62% (1123)	27% (497)	4% (78)	1% (24)	6% (102)	1824
RD/WT: Right Direction	65% (699)	27% (294)	4% (43)	— (3)	4% (41)	1078
RD/WT: Wrong Track	58% (655)	27% (307)	5% (56)	2% (25)	7% (79)	1122
Biden Job Approve	66% (804)	26% (314)	4% (53)	— (3)	4% (51)	1226
Biden Job Disapprove	57% (469)	31% (259)	5% (45)	2% (13)	5% (38)	824

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Table BPC6_3: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Providing students with a well-rounded education

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/No opinion		Total N
Adults	62%	(1354)	27%	(601)	5%	(99)	1%	(27)	5%	(119)	2200
Biden Job Strongly Approve	71%	(502)	22%	(156)	3%	(22)	—	(0)	4%	(30)	710
Biden Job Somewhat Approve	59%	(303)	31%	(159)	6%	(31)	1%	(3)	4%	(21)	516
Biden Job Somewhat Disapprove	51%	(119)	40%	(92)	5%	(11)	1%	(3)	3%	(8)	232
Biden Job Strongly Disapprove	59%	(350)	28%	(167)	6%	(34)	2%	(10)	5%	(30)	591
Favorable of Biden	67%	(816)	25%	(307)	4%	(48)	—	(4)	3%	(42)	1217
Unfavorable of Biden	57%	(485)	31%	(262)	6%	(49)	2%	(13)	5%	(40)	849
Very Favorable of Biden	71%	(514)	23%	(164)	3%	(21)	—	(1)	3%	(25)	725
Somewhat Favorable of Biden	61%	(302)	29%	(143)	5%	(27)	1%	(3)	3%	(17)	492
Somewhat Unfavorable of Biden	54%	(110)	34%	(70)	6%	(13)	1%	(2)	5%	(9)	204
Very Unfavorable of Biden	58%	(376)	30%	(192)	6%	(36)	2%	(11)	5%	(31)	645
#1 Issue: Economy	59%	(472)	31%	(249)	5%	(43)	1%	(8)	4%	(29)	801
#1 Issue: Security	59%	(203)	28%	(94)	5%	(16)	3%	(11)	5%	(18)	342
#1 Issue: Health Care	60%	(217)	28%	(102)	6%	(20)	1%	(4)	5%	(19)	362
#1 Issue: Medicare / Social Security	71%	(170)	24%	(57)	1%	(3)	—	(0)	4%	(10)	239
#1 Issue: Women's Issues	61%	(76)	20%	(25)	5%	(6)	1%	(1)	13%	(17)	125
#1 Issue: Education	60%	(64)	29%	(31)	1%	(1)	1%	(1)	9%	(10)	107
#1 Issue: Energy	60%	(50)	23%	(19)	7%	(6)	2%	(1)	8%	(7)	83
#1 Issue: Other	72%	(102)	17%	(24)	3%	(4)	—	(1)	7%	(10)	141
2020 Vote: Joe Biden	66%	(645)	25%	(248)	5%	(46)	—	(4)	3%	(30)	975
2020 Vote: Donald Trump	57%	(403)	32%	(227)	5%	(32)	1%	(7)	5%	(37)	706
2020 Vote: Other	64%	(34)	29%	(15)	2%	(1)	5%	(3)	—	(0)	53
2020 Vote: Didn't Vote	58%	(272)	24%	(110)	4%	(19)	3%	(13)	11%	(52)	466
2018 House Vote: Democrat	65%	(474)	28%	(201)	4%	(31)	1%	(4)	3%	(20)	730
2018 House Vote: Republican	58%	(359)	30%	(187)	6%	(36)	1%	(7)	4%	(25)	613
2018 House Vote: Someone else	65%	(35)	23%	(13)	5%	(3)	—	(0)	7%	(4)	54
2016 Vote: Hillary Clinton	64%	(440)	28%	(195)	5%	(31)	—	(3)	2%	(17)	685
2016 Vote: Donald Trump	57%	(404)	32%	(230)	5%	(37)	1%	(9)	5%	(33)	713
2016 Vote: Other	53%	(55)	34%	(35)	9%	(10)	1%	(1)	3%	(3)	104
2016 Vote: Didn't Vote	65%	(453)	20%	(139)	3%	(20)	2%	(14)	10%	(66)	693

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Table BPC6_3: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
 Providing students with a well-rounded education

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/No opinion		Total N
Adults	62%	(1354)	27%	(601)	5%	(99)	1%	(27)	5%	(119)	2200
Voted in 2014: Yes	62%	(770)	28%	(346)	5%	(65)	1%	(7)	4%	(47)	1236
Voted in 2014: No	60%	(583)	26%	(255)	4%	(34)	2%	(20)	7%	(72)	964
4-Region: Northeast	59%	(232)	28%	(110)	5%	(20)	2%	(8)	6%	(25)	394
4-Region: Midwest	55%	(253)	31%	(144)	6%	(29)	1%	(6)	7%	(32)	462
4-Region: South	65%	(537)	26%	(211)	3%	(25)	1%	(5)	6%	(46)	824
4-Region: West	64%	(333)	26%	(137)	5%	(25)	2%	(9)	3%	(17)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC6_4: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success? Helping students develop 'non-technical skills' (e.g. critical thinking)

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	54% (1186)	33% (720)	6% (129)	2% (35)	6% (131)	2200
Gender: Male	50% (531)	36% (381)	8% (86)	2% (18)	4% (45)	1062
Gender: Female	58% (655)	30% (338)	4% (42)	1% (17)	8% (87)	1138
Age: 18-34	50% (326)	32% (208)	8% (55)	3% (17)	7% (49)	655
Age: 35-44	55% (197)	29% (105)	8% (27)	1% (4)	7% (25)	358
Age: 45-64	57% (430)	32% (241)	5% (34)	1% (9)	5% (37)	751
Age: 65+	53% (233)	38% (165)	3% (13)	1% (5)	5% (21)	436
GenZers: 1997-2012	52% (142)	28% (77)	9% (24)	3% (7)	8% (22)	272
Millennials: 1981-1996	50% (307)	33% (206)	8% (50)	2% (13)	7% (42)	616
GenXers: 1965-1980	57% (306)	30% (162)	6% (34)	1% (4)	6% (34)	540
Baby Boomers: 1946-1964	57% (386)	34% (233)	3% (21)	2% (11)	4% (30)	680
PID: Dem (no lean)	58% (496)	33% (280)	5% (42)	1% (10)	3% (27)	855
PID: Ind (no lean)	55% (375)	30% (201)	6% (40)	2% (14)	7% (51)	681
PID: Rep (no lean)	47% (314)	36% (239)	7% (47)	2% (11)	8% (54)	665
PID/Gender: Dem Men	52% (211)	37% (149)	7% (29)	1% (2)	3% (12)	404
PID/Gender: Dem Women	63% (285)	29% (130)	3% (13)	2% (8)	3% (15)	451
PID/Gender: Ind Men	56% (179)	31% (100)	7% (23)	3% (11)	3% (10)	322
PID/Gender: Ind Women	55% (196)	28% (102)	5% (17)	1% (3)	11% (41)	358
PID/Gender: Rep Men	42% (141)	40% (133)	10% (34)	1% (5)	7% (22)	336
PID/Gender: Rep Women	53% (173)	32% (106)	4% (13)	2% (6)	9% (31)	329
Ideo: Liberal (1-3)	63% (406)	28% (182)	5% (31)	— (3)	3% (22)	644
Ideo: Moderate (4)	51% (313)	34% (210)	7% (44)	2% (13)	5% (33)	613
Ideo: Conservative (5-7)	51% (372)	35% (254)	6% (45)	2% (17)	6% (40)	729
Educ: < College	51% (775)	34% (509)	6% (88)	2% (31)	7% (109)	1512
Educ: Bachelors degree	58% (257)	32% (141)	6% (25)	1% (2)	4% (19)	444
Educ: Post-grad	63% (154)	29% (70)	6% (15)	— (1)	2% (4)	244
Income: Under 50k	50% (535)	32% (347)	6% (66)	3% (28)	9% (92)	1067
Income: 50k-100k	57% (408)	32% (227)	6% (44)	1% (4)	4% (28)	713
Income: 100k+	58% (243)	35% (146)	4% (18)	— (2)	3% (11)	420
Ethnicity: White	53% (917)	34% (579)	6% (98)	2% (27)	6% (101)	1722

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Table BPC6_4: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success? Helping students develop 'non-technical skills' (e.g. critical thinking)

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	54% (1186)	33% (720)	6% (129)	2% (35)	6% (131)	2200
Ethnicity: Hispanic	60% (209)	29% (102)	7% (24)	2% (7)	2% (7)	349
Ethnicity: Black	54% (149)	30% (81)	7% (20)	3% (7)	6% (16)	274
Ethnicity: Other	59% (120)	29% (59)	5% (10)	— (1)	7% (14)	204
All Christian	54% (565)	35% (370)	6% (67)	1% (12)	3% (35)	1049
All Non-Christian	52% (76)	33% (48)	5% (8)	1% (1)	10% (14)	146
Atheist	62% (68)	26% (28)	6% (6)	2% (2)	5% (6)	110
Agnostic/Nothing in particular	51% (255)	32% (159)	6% (30)	1% (7)	10% (53)	504
Something Else	57% (223)	29% (114)	4% (17)	3% (13)	6% (24)	391
Religious Non-Protestant/Catholic	54% (84)	31% (48)	6% (9)	1% (1)	9% (14)	155
Evangelical	53% (321)	34% (206)	7% (41)	2% (10)	5% (31)	609
Non-Evangelical	56% (453)	34% (273)	5% (41)	2% (14)	3% (26)	807
Community: Urban	52% (328)	32% (200)	8% (49)	2% (11)	7% (42)	630
Community: Suburban	56% (566)	33% (333)	5% (49)	1% (13)	5% (50)	1012
Community: Rural	52% (292)	34% (187)	5% (30)	2% (10)	7% (39)	559
Employ: Private Sector	51% (354)	35% (245)	8% (56)	1% (10)	4% (30)	696
Employ: Government	54% (62)	31% (35)	9% (10)	3% (3)	3% (4)	115
Employ: Self-Employed	56% (110)	30% (59)	7% (14)	3% (7)	4% (7)	197
Employ: Homemaker	54% (101)	32% (58)	2% (4)	2% (4)	10% (18)	185
Employ: Student	60% (69)	26% (31)	6% (7)	— (0)	8% (9)	116
Employ: Retired	52% (266)	40% (204)	3% (16)	1% (5)	4% (22)	513
Employ: Unemployed	60% (158)	23% (59)	6% (14)	1% (3)	11% (28)	263
Employ: Other	57% (66)	23% (27)	5% (6)	3% (4)	11% (13)	116
Military HH: Yes	57% (216)	31% (115)	6% (21)	— (1)	6% (23)	376
Military HH: No	53% (970)	33% (604)	6% (107)	2% (34)	6% (108)	1824
RD/WT: Right Direction	56% (608)	34% (365)	5% (55)	1% (7)	4% (44)	1078
RD/WT: Wrong Track	52% (578)	32% (355)	7% (74)	2% (28)	8% (88)	1122
Biden Job Approve	59% (727)	30% (373)	5% (62)	1% (10)	4% (53)	1226
Biden Job Disapprove	49% (401)	36% (293)	7% (61)	2% (16)	6% (53)	824

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Table BPC6_4: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success? Helping students develop 'non-technical skills' (e.g. critical thinking)

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	54% (1186)	33% (720)	6% (129)	2% (35)	6% (131)	2200
Biden Job Strongly Approve	64% (452)	27% (194)	4% (30)	— (3)	4% (31)	710
Biden Job Somewhat Approve	53% (275)	35% (179)	6% (32)	1% (7)	4% (22)	516
Biden Job Somewhat Disapprove	45% (105)	40% (92)	9% (22)	1% (3)	4% (10)	232
Biden Job Strongly Disapprove	50% (296)	34% (201)	7% (39)	2% (12)	7% (43)	591
Favorable of Biden	60% (731)	32% (384)	4% (53)	1% (11)	3% (38)	1217
Unfavorable of Biden	49% (419)	35% (295)	8% (65)	2% (14)	7% (55)	849
Very Favorable of Biden	64% (462)	28% (204)	4% (30)	1% (10)	3% (20)	725
Somewhat Favorable of Biden	55% (269)	37% (180)	5% (23)	— (1)	4% (19)	492
Somewhat Unfavorable of Biden	44% (89)	42% (86)	9% (19)	1% (1)	4% (8)	204
Very Unfavorable of Biden	51% (330)	32% (208)	7% (46)	2% (13)	7% (48)	645
#1 Issue: Economy	55% (439)	35% (282)	5% (44)	1% (7)	4% (30)	801
#1 Issue: Security	50% (173)	32% (110)	5% (18)	6% (19)	7% (22)	342
#1 Issue: Health Care	54% (196)	34% (124)	5% (18)	— (1)	6% (22)	362
#1 Issue: Medicare / Social Security	50% (120)	39% (93)	5% (12)	1% (2)	5% (12)	239
#1 Issue: Women's Issues	55% (68)	18% (23)	9% (11)	3% (4)	15% (19)	125
#1 Issue: Education	52% (55)	37% (40)	5% (5)	1% (1)	5% (5)	107
#1 Issue: Energy	54% (44)	20% (17)	17% (14)	1% (1)	8% (7)	83
#1 Issue: Other	64% (90)	22% (31)	4% (6)	— (0)	10% (14)	141
2020 Vote: Joe Biden	60% (589)	30% (296)	5% (49)	1% (10)	3% (32)	975
2020 Vote: Donald Trump	48% (343)	37% (259)	7% (47)	2% (11)	7% (47)	706
2020 Vote: Other	63% (34)	31% (17)	5% (3)	— (0)	1% (1)	53
2020 Vote: Didn't Vote	47% (221)	32% (148)	7% (30)	3% (14)	11% (52)	466
2018 House Vote: Democrat	61% (445)	31% (223)	5% (34)	1% (6)	3% (22)	730
2018 House Vote: Republican	51% (316)	35% (217)	6% (39)	2% (11)	5% (31)	613
2018 House Vote: Someone else	59% (32)	32% (17)	2% (1)	1% (1)	7% (4)	54
2016 Vote: Hillary Clinton	59% (405)	31% (214)	5% (38)	1% (8)	3% (19)	685
2016 Vote: Donald Trump	49% (350)	37% (261)	7% (51)	1% (9)	6% (42)	713
2016 Vote: Other	60% (62)	33% (34)	4% (5)	1% (1)	2% (3)	104
2016 Vote: Didn't Vote	53% (367)	30% (206)	5% (35)	2% (17)	10% (67)	693

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Table BPC6_4: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success? Helping students develop 'non-technical skills' (e.g. critical thinking)

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/No opinion		Total N
Adults	54%	(1186)	33%	(720)	6%	(129)	2%	(35)	6%	(131)	2200
Voted in 2014: Yes	56%	(697)	33%	(412)	4%	(54)	1%	(18)	4%	(55)	1236
Voted in 2014: No	51%	(489)	32%	(308)	8%	(74)	2%	(17)	8%	(76)	964
4-Region: Northeast	53%	(208)	31%	(122)	8%	(30)	2%	(7)	7%	(26)	394
4-Region: Midwest	48%	(224)	38%	(174)	5%	(24)	1%	(5)	8%	(36)	462
4-Region: South	56%	(462)	31%	(259)	6%	(47)	1%	(10)	6%	(46)	824
4-Region: West	56%	(292)	32%	(165)	5%	(27)	2%	(13)	4%	(23)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC6_5: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Exposing students to STEM fields

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	33% (735)	35% (779)	11% (233)	2% (51)	18% (403)	2200
Gender: Male	35% (372)	37% (394)	12% (131)	2% (22)	14% (144)	1062
Gender: Female	32% (363)	34% (385)	9% (102)	3% (29)	23% (259)	1138
Age: 18-34	33% (213)	39% (255)	13% (82)	3% (23)	13% (82)	655
Age: 35-44	43% (152)	34% (120)	8% (30)	2% (7)	13% (48)	358
Age: 45-64	35% (263)	31% (233)	10% (78)	2% (13)	22% (163)	751
Age: 65+	24% (107)	39% (170)	10% (42)	2% (8)	25% (109)	436
GenZers: 1997-2012	30% (81)	41% (111)	12% (33)	6% (17)	11% (30)	272
Millennials: 1981-1996	40% (244)	36% (220)	10% (62)	2% (12)	13% (78)	616
GenXers: 1965-1980	37% (199)	31% (167)	10% (55)	1% (7)	21% (111)	540
Baby Boomers: 1946-1964	30% (203)	35% (239)	11% (73)	2% (14)	22% (152)	680
PID: Dem (no lean)	39% (338)	35% (301)	8% (70)	3% (25)	14% (121)	855
PID: Ind (no lean)	34% (232)	35% (239)	10% (68)	2% (13)	19% (128)	681
PID: Rep (no lean)	25% (165)	36% (239)	14% (95)	2% (13)	23% (153)	665
PID/Gender: Dem Men	41% (165)	37% (148)	8% (32)	3% (11)	12% (47)	404
PID/Gender: Dem Women	38% (172)	34% (153)	8% (38)	3% (14)	16% (74)	451
PID/Gender: Ind Men	35% (114)	39% (126)	13% (41)	1% (4)	11% (37)	322
PID/Gender: Ind Women	33% (119)	32% (113)	8% (27)	2% (9)	25% (91)	358
PID/Gender: Rep Men	28% (93)	36% (120)	17% (58)	2% (6)	18% (59)	336
PID/Gender: Rep Women	22% (73)	36% (119)	11% (37)	2% (7)	29% (94)	329
Ideo: Liberal (1-3)	40% (256)	38% (246)	8% (51)	2% (14)	12% (78)	644
Ideo: Moderate (4)	36% (223)	34% (209)	9% (57)	3% (16)	18% (107)	613
Ideo: Conservative (5-7)	27% (194)	36% (263)	15% (107)	2% (12)	21% (153)	729
Educ: < College	31% (474)	33% (505)	11% (171)	2% (34)	22% (327)	1512
Educ: Bachelors degree	37% (163)	38% (170)	10% (44)	2% (10)	13% (57)	444
Educ: Post-grad	40% (98)	43% (104)	7% (18)	3% (6)	8% (19)	244
Income: Under 50k	29% (309)	34% (364)	11% (118)	3% (31)	23% (245)	1067
Income: 50k-100k	37% (264)	35% (248)	11% (77)	2% (16)	15% (107)	713
Income: 100k+	39% (162)	40% (166)	9% (38)	1% (4)	12% (51)	420
Ethnicity: White	32% (543)	36% (616)	11% (191)	2% (30)	20% (342)	1722

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Table BPC6_5: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Exposing students to STEM fields

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	33% (735)	35% (779)	11% (233)	2% (51)	18% (403)	2200
Ethnicity: Hispanic	43% (149)	32% (113)	9% (32)	4% (14)	12% (41)	349
Ethnicity: Black	40% (109)	33% (91)	10% (26)	6% (17)	11% (31)	274
Ethnicity: Other	40% (82)	35% (72)	8% (16)	2% (4)	15% (30)	204
All Christian	34% (352)	37% (391)	10% (103)	2% (22)	17% (180)	1049
All Non-Christian	42% (61)	33% (48)	10% (15)	2% (3)	13% (19)	146
Atheist	38% (41)	33% (36)	9% (10)	7% (8)	13% (14)	110
Agnostic/Nothing in particular	31% (155)	36% (181)	11% (56)	1% (5)	21% (108)	504
Something Else	32% (125)	31% (122)	12% (48)	4% (14)	21% (81)	391
Religious Non-Protestant/Catholic	42% (66)	33% (51)	10% (15)	2% (3)	12% (19)	155
Evangelical	33% (204)	36% (216)	10% (64)	2% (14)	18% (111)	609
Non-Evangelical	33% (262)	36% (293)	10% (83)	3% (21)	18% (147)	807
Community: Urban	39% (248)	34% (214)	9% (58)	4% (22)	14% (87)	630
Community: Suburban	33% (333)	37% (370)	12% (117)	2% (16)	17% (176)	1012
Community: Rural	28% (154)	35% (195)	10% (58)	2% (12)	25% (139)	559
Employ: Private Sector	36% (253)	40% (275)	9% (63)	2% (15)	13% (90)	696
Employ: Government	45% (51)	35% (40)	10% (12)	4% (5)	6% (6)	115
Employ: Self-Employed	35% (68)	31% (60)	15% (30)	3% (7)	17% (33)	197
Employ: Homemaker	33% (62)	34% (63)	7% (14)	1% (1)	25% (46)	185
Employ: Student	31% (36)	38% (44)	10% (12)	10% (11)	11% (13)	116
Employ: Retired	26% (133)	37% (189)	13% (65)	1% (5)	23% (120)	513
Employ: Unemployed	36% (94)	29% (76)	9% (24)	2% (5)	24% (64)	263
Employ: Other	33% (38)	27% (32)	12% (14)	1% (1)	26% (31)	116
Military HH: Yes	39% (147)	31% (115)	11% (41)	2% (7)	18% (66)	376
Military HH: No	32% (588)	36% (664)	11% (192)	2% (44)	18% (336)	1824
RD/WT: Right Direction	39% (419)	36% (386)	9% (94)	2% (18)	15% (162)	1078
RD/WT: Wrong Track	28% (316)	35% (393)	12% (139)	3% (33)	21% (240)	1122
Biden Job Approve	39% (480)	36% (435)	9% (104)	3% (31)	14% (174)	1226
Biden Job Disapprove	26% (216)	35% (288)	14% (113)	2% (17)	23% (190)	824

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Table BPC6_5: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Exposing students to STEM fields

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	33% (735)	35% (779)	11% (233)	2% (51)	18% (403)	2200
Biden Job Strongly Approve	46% (324)	33% (234)	5% (37)	3% (20)	13% (95)	710
Biden Job Somewhat Approve	30% (156)	39% (202)	13% (67)	2% (11)	15% (80)	516
Biden Job Somewhat Disapprove	22% (51)	42% (98)	14% (32)	3% (6)	19% (45)	232
Biden Job Strongly Disapprove	28% (165)	32% (190)	14% (81)	2% (11)	24% (145)	591
Favorable of Biden	39% (480)	36% (443)	8% (95)	2% (27)	14% (171)	1217
Unfavorable of Biden	27% (225)	34% (292)	14% (119)	3% (23)	22% (189)	849
Very Favorable of Biden	44% (319)	33% (239)	7% (48)	3% (19)	14% (100)	725
Somewhat Favorable of Biden	33% (161)	41% (203)	10% (47)	2% (9)	15% (71)	492
Somewhat Unfavorable of Biden	21% (43)	43% (87)	16% (32)	3% (5)	18% (37)	204
Very Unfavorable of Biden	28% (182)	32% (205)	14% (87)	3% (18)	24% (153)	645
#1 Issue: Economy	35% (278)	38% (301)	10% (82)	2% (17)	15% (123)	801
#1 Issue: Security	31% (104)	31% (104)	13% (44)	3% (10)	23% (79)	342
#1 Issue: Health Care	37% (133)	33% (119)	12% (45)	3% (9)	15% (55)	362
#1 Issue: Medicare / Social Security	26% (62)	33% (79)	13% (30)	2% (4)	27% (65)	239
#1 Issue: Women's Issues	40% (50)	29% (36)	9% (11)	5% (6)	18% (22)	125
#1 Issue: Education	36% (38)	52% (55)	4% (4)	1% (1)	8% (9)	107
#1 Issue: Energy	33% (27)	36% (30)	10% (8)	4% (4)	17% (14)	83
#1 Issue: Other	30% (43)	38% (54)	6% (8)	— (1)	25% (35)	141
2020 Vote: Joe Biden	41% (396)	37% (360)	7% (70)	2% (22)	13% (125)	975
2020 Vote: Donald Trump	26% (184)	36% (255)	13% (94)	2% (13)	23% (160)	706
2020 Vote: Other	45% (24)	38% (20)	8% (4)	— (0)	9% (5)	53
2020 Vote: Didn't Vote	28% (131)	31% (143)	14% (64)	3% (15)	24% (112)	466
2018 House Vote: Democrat	41% (298)	37% (267)	7% (54)	2% (16)	13% (95)	730
2018 House Vote: Republican	30% (182)	36% (220)	13% (78)	2% (11)	20% (122)	613
2018 House Vote: Someone else	44% (24)	29% (16)	3% (1)	1% (1)	23% (13)	54
2016 Vote: Hillary Clinton	41% (281)	38% (258)	8% (53)	2% (13)	12% (79)	685
2016 Vote: Donald Trump	27% (190)	36% (258)	14% (100)	2% (14)	21% (152)	713
2016 Vote: Other	31% (32)	44% (46)	6% (7)	1% (2)	17% (17)	104
2016 Vote: Didn't Vote	33% (231)	31% (213)	11% (73)	3% (22)	22% (154)	693

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Table BPC6_5: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
 Exposing students to STEM fields

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/No opinion		Total N
Adults	33%	(735)	35%	(779)	11%	(233)	2%	(51)	18%	(403)	2200
Voted in 2014: Yes	36%	(450)	36%	(444)	10%	(124)	2%	(25)	16%	(193)	1236
Voted in 2014: No	30%	(285)	35%	(335)	11%	(109)	3%	(26)	22%	(210)	964
4-Region: Northeast	34%	(133)	38%	(151)	10%	(41)	2%	(7)	15%	(61)	394
4-Region: Midwest	28%	(130)	38%	(176)	8%	(39)	3%	(15)	22%	(101)	462
4-Region: South	34%	(281)	34%	(278)	12%	(96)	2%	(16)	19%	(153)	824
4-Region: West	37%	(190)	33%	(174)	11%	(57)	2%	(12)	17%	(87)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC6_6: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Fostering a sense of social justice

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	32% (698)	37% (811)	14% (314)	9% (192)	8% (185)	2200
Gender: Male	29% (312)	35% (369)	17% (182)	13% (136)	6% (63)	1062
Gender: Female	34% (385)	39% (442)	12% (133)	5% (57)	11% (121)	1138
Age: 18-34	33% (218)	38% (247)	13% (88)	4% (29)	11% (73)	655
Age: 35-44	36% (128)	35% (125)	12% (44)	9% (32)	8% (29)	358
Age: 45-64	30% (227)	37% (275)	15% (110)	11% (81)	8% (57)	751
Age: 65+	29% (125)	37% (163)	17% (72)	12% (51)	6% (26)	436
GenZers: 1997-2012	32% (88)	40% (110)	12% (33)	3% (8)	12% (32)	272
Millennials: 1981-1996	37% (227)	34% (210)	13% (82)	6% (38)	10% (59)	616
GenXers: 1965-1980	27% (146)	38% (207)	14% (77)	11% (61)	9% (49)	540
Baby Boomers: 1946-1964	32% (215)	36% (247)	15% (100)	12% (78)	6% (40)	680
PID: Dem (no lean)	45% (383)	37% (313)	10% (82)	3% (28)	6% (48)	855
PID: Ind (no lean)	28% (188)	39% (267)	14% (97)	9% (60)	10% (69)	681
PID: Rep (no lean)	19% (126)	35% (231)	20% (135)	16% (104)	10% (68)	665
PID/Gender: Dem Men	42% (171)	35% (142)	13% (53)	4% (17)	5% (21)	404
PID/Gender: Dem Women	47% (212)	38% (171)	6% (29)	3% (12)	6% (27)	451
PID/Gender: Ind Men	24% (78)	37% (118)	19% (63)	14% (46)	5% (18)	322
PID/Gender: Ind Women	31% (110)	41% (148)	10% (34)	4% (14)	14% (51)	358
PID/Gender: Rep Men	19% (63)	32% (109)	20% (66)	22% (73)	7% (25)	336
PID/Gender: Rep Women	19% (63)	37% (122)	21% (69)	9% (31)	13% (43)	329
Ideo: Liberal (1-3)	47% (304)	38% (243)	8% (54)	3% (16)	4% (27)	644
Ideo: Moderate (4)	31% (188)	43% (265)	12% (77)	6% (39)	7% (44)	613
Ideo: Conservative (5-7)	19% (138)	33% (238)	23% (167)	17% (122)	9% (63)	729
Educ: < College	31% (467)	37% (560)	14% (207)	8% (125)	10% (152)	1512
Educ: Bachelors degree	31% (137)	37% (163)	16% (70)	11% (49)	6% (25)	444
Educ: Post-grad	38% (94)	36% (87)	15% (37)	8% (19)	3% (8)	244
Income: Under 50k	33% (355)	35% (378)	13% (137)	8% (82)	11% (115)	1067
Income: 50k-100k	30% (212)	39% (276)	15% (109)	10% (69)	6% (46)	713
Income: 100k+	31% (130)	37% (156)	16% (68)	10% (42)	6% (23)	420
Ethnicity: White	30% (514)	37% (642)	15% (261)	10% (167)	8% (139)	1722

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Table BPC6_6: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Fostering a sense of social justice

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	32% (698)	37% (811)	14% (314)	9% (192)	8% (185)	2200
Ethnicity: Hispanic	37% (130)	34% (119)	16% (54)	10% (34)	3% (12)	349
Ethnicity: Black	37% (103)	38% (103)	11% (31)	4% (11)	10% (27)	274
Ethnicity: Other	40% (82)	32% (66)	11% (23)	7% (15)	9% (18)	204
All Christian	30% (317)	38% (395)	15% (154)	11% (116)	6% (67)	1049
All Non-Christian	40% (59)	39% (57)	7% (10)	3% (4)	11% (17)	146
Atheist	34% (37)	34% (38)	16% (18)	8% (9)	7% (8)	110
Agnostic/Nothing in particular	31% (155)	35% (179)	15% (75)	7% (36)	12% (60)	504
Something Else	33% (129)	37% (143)	15% (58)	7% (28)	9% (34)	391
Religious Non-Protestant/Catholic	40% (62)	37% (58)	8% (12)	4% (6)	11% (17)	155
Evangelical	33% (199)	35% (211)	17% (102)	9% (52)	7% (45)	609
Non-Evangelical	29% (237)	40% (322)	13% (107)	11% (86)	7% (54)	807
Community: Urban	41% (258)	35% (220)	11% (69)	5% (29)	9% (54)	630
Community: Suburban	27% (270)	38% (386)	17% (169)	11% (115)	7% (71)	1012
Community: Rural	30% (170)	37% (204)	14% (76)	9% (49)	11% (59)	559
Employ: Private Sector	31% (218)	36% (253)	15% (102)	10% (70)	8% (53)	696
Employ: Government	33% (38)	37% (43)	17% (20)	8% (9)	5% (6)	115
Employ: Self-Employed	28% (55)	37% (73)	15% (30)	13% (27)	6% (12)	197
Employ: Homemaker	29% (54)	36% (67)	15% (28)	8% (14)	12% (22)	185
Employ: Student	34% (39)	45% (52)	9% (10)	3% (4)	10% (11)	116
Employ: Retired	29% (148)	38% (194)	17% (88)	11% (55)	5% (27)	513
Employ: Unemployed	38% (101)	35% (91)	11% (28)	3% (8)	14% (35)	263
Employ: Other	40% (46)	32% (38)	7% (8)	5% (6)	15% (18)	116
Military HH: Yes	34% (126)	29% (110)	19% (70)	11% (41)	8% (29)	376
Military HH: No	31% (571)	38% (700)	13% (245)	8% (152)	9% (156)	1824
RD/WT: Right Direction	42% (449)	38% (413)	11% (124)	3% (30)	6% (62)	1078
RD/WT: Wrong Track	22% (248)	35% (397)	17% (190)	14% (162)	11% (123)	1122
Biden Job Approve	42% (514)	40% (485)	10% (122)	2% (31)	6% (75)	1226
Biden Job Disapprove	19% (158)	33% (270)	21% (170)	18% (151)	9% (75)	824

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Table BPC6_6: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
Fostering a sense of social justice

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	32% (698)	37% (811)	14% (314)	9% (192)	8% (185)	2200
Biden Job Strongly Approve	51% (361)	36% (257)	7% (46)	2% (11)	5% (35)	710
Biden Job Somewhat Approve	30% (153)	44% (228)	15% (75)	4% (20)	8% (40)	516
Biden Job Somewhat Disapprove	24% (55)	42% (98)	19% (45)	8% (18)	7% (17)	232
Biden Job Strongly Disapprove	18% (104)	29% (172)	21% (125)	22% (133)	10% (58)	591
Favorable of Biden	42% (513)	40% (491)	10% (116)	3% (33)	5% (64)	1217
Unfavorable of Biden	19% (162)	31% (267)	21% (181)	18% (155)	10% (84)	849
Very Favorable of Biden	50% (362)	37% (271)	7% (48)	2% (16)	4% (28)	725
Somewhat Favorable of Biden	31% (151)	45% (220)	14% (68)	3% (17)	7% (36)	492
Somewhat Unfavorable of Biden	24% (50)	38% (78)	22% (45)	7% (14)	8% (17)	204
Very Unfavorable of Biden	17% (112)	29% (189)	21% (136)	22% (141)	10% (67)	645
#1 Issue: Economy	28% (224)	38% (302)	17% (138)	10% (79)	7% (58)	801
#1 Issue: Security	24% (83)	28% (96)	19% (64)	18% (63)	11% (37)	342
#1 Issue: Health Care	36% (131)	41% (150)	11% (39)	4% (15)	7% (27)	362
#1 Issue: Medicare / Social Security	34% (83)	43% (104)	12% (30)	5% (11)	5% (12)	239
#1 Issue: Women's Issues	44% (55)	28% (35)	6% (8)	3% (4)	18% (23)	125
#1 Issue: Education	29% (31)	50% (53)	8% (9)	1% (2)	11% (12)	107
#1 Issue: Energy	43% (35)	31% (26)	15% (12)	4% (3)	7% (6)	83
#1 Issue: Other	39% (55)	32% (45)	10% (13)	12% (16)	8% (11)	141
2020 Vote: Joe Biden	42% (410)	40% (386)	10% (101)	3% (28)	5% (51)	975
2020 Vote: Donald Trump	15% (109)	34% (242)	21% (145)	20% (145)	9% (65)	706
2020 Vote: Other	35% (19)	34% (18)	20% (10)	9% (5)	3% (2)	53
2020 Vote: Didn't Vote	34% (160)	35% (165)	12% (58)	3% (15)	15% (68)	466
2018 House Vote: Democrat	43% (312)	39% (281)	12% (88)	3% (20)	4% (29)	730
2018 House Vote: Republican	18% (111)	34% (208)	21% (126)	20% (120)	8% (48)	613
2018 House Vote: Someone else	44% (24)	23% (13)	10% (5)	11% (6)	13% (7)	54
2016 Vote: Hillary Clinton	43% (295)	40% (276)	10% (70)	3% (19)	4% (26)	685
2016 Vote: Donald Trump	17% (121)	34% (240)	21% (152)	19% (133)	9% (67)	713
2016 Vote: Other	27% (28)	43% (44)	16% (16)	10% (11)	5% (5)	104
2016 Vote: Didn't Vote	36% (253)	36% (247)	11% (77)	4% (30)	13% (87)	693

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Table BPC6_6: Below is a list of focus areas for higher education institutions to prepare students for long-term career success. In your opinion, how important, if at all, should each of the following be to higher education institutions to prepare students for long-term career success?
 Fostering a sense of social justice

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/No opinion		Total N
Adults	32%	(698)	37%	(811)	14%	(314)	9%	(192)	8%	(185)	2200
Voted in 2014: Yes	31%	(385)	37%	(456)	15%	(191)	10%	(127)	6%	(77)	1236
Voted in 2014: No	32%	(313)	37%	(355)	13%	(124)	7%	(65)	11%	(108)	964
4-Region: Northeast	32%	(127)	35%	(137)	16%	(63)	10%	(38)	7%	(29)	394
4-Region: Midwest	27%	(125)	41%	(188)	14%	(64)	7%	(32)	12%	(53)	462
4-Region: South	32%	(265)	37%	(308)	13%	(111)	9%	(75)	8%	(65)	824
4-Region: West	35%	(181)	34%	(176)	15%	(78)	9%	(48)	7%	(38)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC7_1: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Producing versatile students who can adapt to problems as they arise

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	17% (282)	21% (355)	23% (379)	20% (336)	12% (208)	7% (114)	1674
Gender: Male	19% (155)	21% (169)	20% (163)	22% (181)	13% (106)	5% (44)	818
Gender: Female	15% (127)	22% (186)	25% (215)	18% (155)	12% (101)	8% (70)	855
Age: 18-34	16% (81)	16% (81)	20% (101)	22% (111)	14% (72)	10% (50)	496
Age: 35-44	14% (36)	15% (37)	24% (59)	27% (68)	11% (28)	8% (21)	247
Age: 45-64	18% (101)	25% (139)	25% (139)	16% (90)	12% (66)	5% (26)	561
Age: 65+	17% (65)	26% (98)	22% (80)	18% (67)	12% (43)	5% (17)	370
GenZers: 1997-2012	21% (42)	17% (35)	17% (33)	17% (35)	16% (32)	12% (23)	200
Millennials: 1981-1996	13% (60)	15% (66)	24% (106)	26% (118)	13% (58)	10% (43)	452
GenXers: 1965-1980	16% (63)	26% (101)	24% (91)	18% (71)	10% (38)	5% (21)	385
Baby Boomers: 1946-1964	19% (104)	23% (125)	23% (127)	18% (101)	14% (75)	4% (19)	552
PID: Dem (no lean)	18% (120)	17% (114)	23% (155)	19% (124)	13% (87)	9% (63)	663
PID: Ind (no lean)	15% (78)	22% (111)	25% (124)	20% (101)	12% (60)	6% (30)	504
PID: Rep (no lean)	17% (85)	26% (130)	20% (100)	22% (111)	12% (61)	4% (21)	507
PID/Gender: Dem Men	24% (75)	17% (53)	20% (64)	20% (63)	12% (37)	7% (21)	314
PID/Gender: Dem Women	13% (44)	18% (61)	26% (90)	18% (61)	14% (50)	12% (42)	349
PID/Gender: Ind Men	16% (39)	23% (55)	20% (47)	22% (53)	15% (35)	4% (10)	240
PID/Gender: Ind Women	14% (38)	21% (55)	29% (77)	18% (48)	9% (25)	8% (20)	263
PID/Gender: Rep Men	15% (40)	23% (61)	20% (52)	24% (64)	13% (34)	5% (13)	264
PID/Gender: Rep Women	18% (45)	29% (70)	20% (48)	19% (46)	11% (27)	3% (8)	243
Ideo: Liberal (1-3)	17% (89)	19% (96)	24% (125)	20% (102)	12% (63)	7% (38)	513
Ideo: Moderate (4)	18% (80)	22% (101)	23% (103)	20% (93)	11% (48)	7% (30)	455
Ideo: Conservative (5-7)	16% (91)	24% (141)	21% (124)	20% (114)	14% (81)	5% (26)	578
Educ: < College	15% (166)	21% (226)	24% (259)	21% (229)	12% (132)	8% (84)	1096
Educ: Bachelors degree	19% (69)	22% (82)	21% (77)	20% (74)	13% (49)	5% (20)	370
Educ: Post-grad	22% (46)	23% (48)	20% (43)	16% (34)	13% (27)	5% (11)	208
Income: Under 50k	14% (112)	21% (164)	23% (176)	21% (163)	13% (97)	8% (64)	776
Income: 50k-100k	19% (104)	20% (113)	23% (125)	20% (108)	12% (67)	6% (35)	552
Income: 100k+	19% (66)	23% (79)	22% (78)	19% (65)	13% (44)	4% (15)	346
Ethnicity: White	17% (221)	22% (300)	23% (301)	20% (262)	13% (177)	5% (72)	1333
Ethnicity: Hispanic	15% (38)	17% (42)	27% (69)	25% (63)	13% (33)	4% (10)	256

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Table BPC7_1: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Producing versatile students who can adapt to problems as they arise

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	17% (282)	21% (355)	23% (379)	20% (336)	12% (208)	7% (114)	1674
Ethnicity: Black	11% (21)	18% (37)	19% (38)	24% (49)	11% (22)	17% (34)	201
Ethnicity: Other	28% (40)	13% (19)	28% (39)	18% (25)	6% (8)	6% (9)	140
All Christian	18% (150)	22% (189)	24% (209)	19% (159)	12% (105)	5% (42)	854
All Non-Christian	16% (17)	12% (13)	17% (18)	32% (34)	15% (16)	7% (7)	106
Atheist	20% (18)	24% (22)	16% (14)	24% (21)	10% (9)	6% (5)	90
Agnostic/Nothing in particular	16% (55)	22% (78)	23% (81)	20% (72)	10% (34)	9% (32)	352
Something Else	15% (41)	20% (53)	21% (57)	18% (50)	16% (43)	10% (27)	271
Religious Non-Protestant/Catholic	18% (20)	12% (13)	18% (20)	32% (36)	15% (17)	7% (7)	113
Evangelical	16% (76)	20% (91)	25% (113)	19% (90)	13% (61)	7% (30)	461
Non-Evangelical	17% (111)	23% (149)	23% (146)	18% (117)	13% (82)	6% (38)	643
Community: Urban	19% (87)	15% (67)	24% (111)	24% (110)	12% (53)	7% (32)	460
Community: Suburban	16% (126)	23% (181)	22% (173)	19% (146)	13% (103)	8% (60)	789
Community: Rural	16% (69)	25% (107)	22% (95)	19% (80)	12% (51)	5% (23)	425
Employ: Private Sector	18% (99)	20% (109)	24% (130)	19% (107)	13% (70)	6% (33)	548
Employ: Government	25% (21)	20% (18)	23% (20)	14% (12)	13% (11)	5% (5)	87
Employ: Self-Employed	11% (17)	21% (32)	24% (35)	22% (33)	16% (24)	5% (7)	149
Employ: Homemaker	9% (13)	18% (26)	16% (23)	30% (43)	15% (22)	11% (15)	143
Employ: Student	24% (23)	15% (14)	19% (18)	18% (17)	11% (11)	13% (12)	95
Employ: Retired	19% (79)	25% (108)	22% (95)	18% (77)	10% (44)	5% (20)	424
Employ: Unemployed	10% (17)	22% (36)	28% (46)	20% (33)	10% (17)	11% (18)	168
Employ: Other	20% (12)	19% (12)	17% (10)	22% (14)	14% (9)	7% (4)	61
Military HH: Yes	22% (61)	24% (67)	25% (70)	18% (52)	7% (20)	5% (13)	282
Military HH: No	16% (221)	21% (289)	22% (309)	20% (284)	13% (188)	7% (101)	1392
RD/WT: Right Direction	16% (136)	19% (158)	24% (198)	22% (181)	11% (91)	9% (75)	838
RD/WT: Wrong Track	17% (146)	24% (197)	22% (181)	19% (155)	14% (117)	5% (40)	836
Biden Job Approve	17% (162)	18% (171)	24% (226)	20% (187)	12% (109)	9% (84)	940
Biden Job Disapprove	16% (104)	26% (165)	21% (133)	20% (128)	13% (81)	4% (25)	636

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Table BPC7_1: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Producing versatile students who can adapt to problems as they arise

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	17% (282)	21% (355)	23% (379)	20% (336)	12% (208)	7% (114)	1674
Biden Job Strongly Approve	17% (91)	18% (99)	23% (123)	18% (98)	12% (66)	12% (66)	543
Biden Job Somewhat Approve	18% (71)	18% (72)	26% (103)	23% (89)	11% (43)	5% (18)	397
Biden Job Somewhat Disapprove	22% (41)	23% (43)	19% (36)	19% (35)	13% (25)	3% (6)	185
Biden Job Strongly Disapprove	14% (63)	27% (122)	21% (97)	21% (94)	12% (56)	4% (19)	451
Favorable of Biden	17% (162)	18% (168)	24% (223)	20% (184)	12% (110)	9% (84)	931
Unfavorable of Biden	17% (108)	26% (169)	20% (132)	21% (135)	12% (76)	4% (26)	647
Very Favorable of Biden	17% (92)	16% (89)	25% (134)	19% (106)	12% (66)	11% (60)	548
Somewhat Favorable of Biden	18% (70)	21% (79)	23% (88)	20% (78)	11% (44)	6% (23)	383
Somewhat Unfavorable of Biden	22% (35)	23% (37)	17% (27)	22% (35)	10% (15)	5% (8)	157
Very Unfavorable of Biden	15% (73)	27% (133)	21% (105)	20% (100)	12% (61)	4% (18)	489
#1 Issue: Economy	20% (121)	22% (133)	20% (121)	19% (113)	14% (83)	4% (24)	595
#1 Issue: Security	16% (42)	23% (59)	23% (59)	19% (49)	15% (40)	4% (9)	258
#1 Issue: Health Care	15% (40)	18% (50)	22% (60)	25% (69)	8% (21)	12% (33)	275
#1 Issue: Medicare / Social Security	14% (27)	19% (35)	23% (44)	21% (41)	13% (24)	10% (19)	189
#1 Issue: Women's Issues	9% (9)	17% (17)	27% (28)	23% (23)	9% (9)	16% (16)	103
#1 Issue: Education	14% (12)	27% (23)	23% (19)	14% (12)	13% (11)	8% (7)	84
#1 Issue: Energy	18% (10)	20% (12)	27% (16)	18% (10)	16% (9)	1% (1)	58
#1 Issue: Other	18% (20)	23% (25)	28% (31)	17% (18)	9% (10)	5% (5)	111
2020 Vote: Joe Biden	17% (128)	20% (154)	23% (178)	19% (145)	13% (100)	9% (69)	773
2020 Vote: Donald Trump	16% (88)	27% (151)	21% (118)	22% (124)	11% (63)	4% (21)	564
2020 Vote: Didn't Vote	20% (60)	16% (47)	24% (72)	20% (59)	13% (38)	8% (22)	299
2018 House Vote: Democrat	18% (101)	19% (112)	24% (136)	18% (106)	13% (77)	7% (42)	574
2018 House Vote: Republican	17% (82)	24% (117)	21% (102)	22% (107)	13% (62)	5% (25)	495
2016 Vote: Hillary Clinton	17% (93)	20% (107)	22% (117)	19% (100)	16% (84)	7% (37)	538
2016 Vote: Donald Trump	16% (91)	25% (144)	22% (128)	21% (122)	12% (68)	5% (28)	580
2016 Vote: Other	18% (15)	19% (17)	31% (27)	24% (20)	4% (3)	4% (4)	86
2016 Vote: Didn't Vote	18% (83)	19% (88)	23% (107)	20% (92)	11% (51)	9% (44)	464
Voted in 2014: Yes	17% (165)	22% (221)	22% (224)	20% (202)	13% (125)	6% (61)	998
Voted in 2014: No	17% (117)	20% (134)	23% (155)	20% (134)	12% (83)	8% (53)	675

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Table BPC7_1: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Producing versatile students who can adapt to problems as they arise

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	17% (282)	21% (355)	23% (379)	20% (336)	12% (208)	7% (114)	1674
4-Region: Northeast	17% (53)	21% (65)	22% (68)	14% (44)	19% (59)	7% (21)	311
4-Region: Midwest	15% (51)	22% (76)	24% (84)	23% (80)	10% (33)	7% (26)	352
4-Region: South	16% (102)	22% (141)	22% (139)	23% (143)	9% (59)	7% (43)	626
4-Region: West	20% (76)	19% (73)	23% (87)	18% (70)	15% (56)	6% (24)	385

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC7_2: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Teaching students adequate technical skills for employment

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	24% (400)	21% (347)	19% (323)	15% (255)	13% (217)	8% (132)	1674
Gender: Male	24% (200)	18% (150)	20% (160)	15% (120)	13% (107)	10% (81)	818
Gender: Female	23% (200)	23% (197)	19% (163)	16% (135)	13% (111)	6% (50)	855
Age: 18-34	21% (103)	18% (88)	19% (93)	16% (78)	16% (82)	11% (53)	496
Age: 35-44	23% (58)	16% (40)	23% (56)	14% (34)	14% (35)	10% (25)	247
Age: 45-64	25% (142)	23% (131)	17% (95)	17% (95)	11% (59)	7% (39)	561
Age: 65+	26% (97)	24% (88)	22% (80)	13% (48)	11% (41)	4% (15)	370
GenZers: 1997-2012	19% (37)	17% (33)	16% (33)	20% (40)	18% (36)	10% (21)	200
Millennials: 1981-1996	20% (90)	18% (81)	21% (97)	13% (60)	16% (74)	11% (50)	452
GenXers: 1965-1980	31% (121)	20% (76)	17% (67)	14% (53)	10% (38)	8% (30)	385
Baby Boomers: 1946-1964	24% (133)	24% (134)	19% (107)	16% (90)	11% (59)	5% (29)	552
PID: Dem (no lean)	18% (117)	20% (130)	21% (138)	17% (114)	16% (105)	9% (59)	663
PID: Ind (no lean)	25% (127)	23% (116)	17% (85)	13% (68)	12% (62)	9% (46)	504
PID: Rep (no lean)	31% (157)	20% (101)	20% (100)	14% (73)	10% (50)	5% (26)	507
PID/Gender: Dem Men	16% (51)	16% (49)	21% (66)	17% (52)	17% (54)	13% (41)	314
PID/Gender: Dem Women	19% (65)	23% (82)	21% (72)	18% (61)	15% (51)	5% (18)	349
PID/Gender: Ind Men	29% (68)	22% (53)	18% (44)	12% (28)	10% (24)	9% (23)	240
PID/Gender: Ind Women	22% (58)	24% (62)	15% (41)	15% (40)	15% (38)	9% (24)	263
PID/Gender: Rep Men	31% (81)	18% (48)	19% (50)	15% (40)	11% (29)	7% (17)	264
PID/Gender: Rep Women	31% (76)	22% (53)	21% (50)	14% (33)	9% (21)	4% (9)	243
Ideo: Liberal (1-3)	18% (90)	16% (82)	22% (114)	16% (85)	18% (91)	10% (51)	513
Ideo: Moderate (4)	28% (125)	21% (95)	19% (85)	14% (62)	14% (62)	6% (26)	455
Ideo: Conservative (5-7)	29% (168)	21% (122)	18% (105)	15% (86)	9% (52)	8% (43)	578
Educ: < College	26% (281)	22% (242)	17% (190)	15% (165)	13% (138)	7% (80)	1096
Educ: Bachelors degree	21% (78)	20% (73)	23% (86)	15% (55)	12% (46)	8% (31)	370
Educ: Post-grad	20% (41)	15% (32)	23% (47)	16% (34)	16% (33)	10% (21)	208
Income: Under 50k	23% (181)	20% (158)	20% (152)	16% (122)	13% (103)	8% (60)	776
Income: 50k-100k	26% (142)	22% (124)	17% (95)	15% (82)	13% (71)	7% (38)	552
Income: 100k+	22% (77)	19% (66)	22% (76)	15% (50)	12% (43)	10% (34)	346
Ethnicity: White	26% (344)	21% (274)	20% (265)	15% (198)	12% (155)	7% (97)	1333
Ethnicity: Hispanic	20% (51)	24% (61)	17% (44)	13% (34)	17% (43)	9% (23)	256

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Table BPC7_2: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Teaching students adequate technical skills for employment

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	24% (400)	21% (347)	19% (323)	15% (255)	13% (217)	8% (132)	1674
Ethnicity: Black	13% (26)	17% (34)	22% (45)	17% (35)	20% (39)	11% (22)	201
Ethnicity: Other	21% (30)	28% (39)	9% (13)	16% (22)	16% (23)	9% (13)	140
All Christian	26% (221)	21% (179)	21% (176)	14% (121)	12% (103)	6% (54)	854
All Non-Christian	19% (20)	12% (13)	20% (21)	19% (21)	21% (23)	9% (10)	106
Atheist	20% (18)	12% (11)	26% (24)	17% (15)	17% (15)	9% (8)	90
Agnostic/Nothing in particular	24% (83)	22% (77)	17% (60)	13% (46)	14% (49)	10% (37)	352
Something Else	22% (59)	25% (68)	16% (43)	19% (52)	10% (27)	8% (23)	271
Religious Non-Protestant/Catholic	18% (20)	14% (16)	19% (22)	19% (21)	21% (23)	9% (10)	113
Evangelical	23% (106)	22% (104)	20% (94)	16% (72)	11% (50)	8% (35)	461
Non-Evangelical	27% (170)	21% (137)	19% (119)	15% (98)	12% (77)	6% (42)	643
Community: Urban	21% (96)	19% (87)	18% (84)	14% (63)	18% (82)	11% (49)	460
Community: Suburban	26% (206)	20% (155)	19% (148)	17% (133)	12% (94)	7% (53)	789
Community: Rural	23% (99)	25% (106)	22% (92)	14% (58)	10% (42)	7% (29)	425
Employ: Private Sector	22% (123)	19% (105)	21% (113)	14% (78)	15% (80)	9% (48)	548
Employ: Government	24% (21)	12% (10)	27% (23)	11% (10)	18% (15)	9% (8)	87
Employ: Self-Employed	23% (34)	21% (32)	14% (20)	16% (23)	9% (13)	18% (26)	149
Employ: Homemaker	25% (36)	25% (36)	20% (28)	13% (19)	11% (16)	6% (8)	143
Employ: Student	21% (20)	22% (20)	14% (13)	11% (11)	23% (22)	9% (9)	95
Employ: Retired	26% (109)	23% (99)	20% (83)	16% (68)	11% (47)	4% (18)	424
Employ: Unemployed	26% (43)	20% (34)	20% (34)	20% (33)	9% (15)	5% (8)	168
Employ: Other	25% (15)	18% (11)	13% (8)	21% (13)	13% (8)	10% (6)	61
Military HH: Yes	24% (69)	21% (60)	17% (47)	16% (46)	16% (46)	5% (15)	282
Military HH: No	24% (332)	21% (287)	20% (276)	15% (209)	12% (171)	8% (117)	1392
RD/WT: Right Direction	22% (184)	21% (179)	17% (145)	15% (123)	16% (134)	9% (73)	838
RD/WT: Wrong Track	26% (217)	20% (168)	21% (178)	16% (132)	10% (83)	7% (59)	836
Biden Job Approve	20% (189)	22% (204)	18% (172)	15% (143)	15% (143)	9% (89)	940
Biden Job Disapprove	29% (187)	19% (123)	22% (142)	16% (100)	9% (59)	4% (26)	636

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Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	24% (400)	21% (347)	19% (323)	15% (255)	13% (217)	8% (132)	1674
Biden Job Strongly Approve	17% (93)	21% (116)	20% (108)	16% (89)	16% (85)	9% (51)	543
Biden Job Somewhat Approve	24% (96)	22% (89)	16% (63)	14% (54)	15% (58)	10% (38)	397
Biden Job Somewhat Disapprove	26% (48)	17% (31)	23% (43)	20% (37)	9% (17)	5% (9)	185
Biden Job Strongly Disapprove	31% (138)	20% (92)	22% (99)	14% (63)	9% (42)	4% (17)	451
Favorable of Biden	22% (202)	22% (202)	18% (169)	15% (139)	14% (135)	9% (84)	931
Unfavorable of Biden	29% (186)	20% (128)	21% (138)	17% (107)	9% (61)	4% (26)	647
Very Favorable of Biden	19% (105)	21% (113)	19% (105)	16% (89)	16% (86)	9% (49)	548
Somewhat Favorable of Biden	25% (97)	23% (88)	17% (64)	13% (49)	13% (49)	9% (36)	383
Somewhat Unfavorable of Biden	27% (42)	16% (24)	19% (30)	24% (37)	10% (16)	5% (8)	157
Very Unfavorable of Biden	29% (144)	21% (104)	22% (108)	14% (70)	9% (45)	4% (18)	489
#1 Issue: Economy	26% (157)	20% (121)	19% (115)	15% (89)	12% (72)	7% (41)	595
#1 Issue: Security	21% (54)	23% (60)	24% (63)	13% (33)	11% (29)	7% (19)	258
#1 Issue: Health Care	24% (67)	16% (45)	13% (37)	17% (48)	18% (49)	10% (29)	275
#1 Issue: Medicare / Social Security	28% (54)	30% (56)	22% (41)	9% (17)	7% (13)	4% (8)	189
#1 Issue: Women's Issues	18% (18)	23% (23)	23% (24)	14% (14)	16% (17)	6% (6)	103
#1 Issue: Education	22% (18)	11% (9)	21% (18)	26% (22)	11% (9)	10% (8)	84
#1 Issue: Energy	15% (9)	10% (6)	17% (10)	27% (15)	19% (11)	11% (7)	58
#1 Issue: Other	21% (23)	24% (27)	14% (16)	14% (15)	15% (16)	12% (14)	111
2020 Vote: Joe Biden	20% (156)	21% (160)	19% (146)	15% (120)	15% (116)	10% (75)	773
2020 Vote: Donald Trump	29% (166)	21% (118)	21% (119)	15% (84)	10% (55)	4% (22)	564
2020 Vote: Didn't Vote	22% (67)	20% (61)	18% (54)	15% (44)	13% (40)	11% (34)	299
2018 House Vote: Democrat	19% (110)	21% (121)	19% (109)	14% (83)	16% (93)	10% (57)	574
2018 House Vote: Republican	27% (134)	21% (102)	22% (111)	16% (78)	10% (47)	5% (23)	495
2016 Vote: Hillary Clinton	18% (98)	20% (107)	20% (107)	14% (78)	16% (87)	11% (61)	538
2016 Vote: Donald Trump	29% (166)	23% (132)	21% (119)	14% (80)	10% (58)	4% (26)	580
2016 Vote: Other	26% (23)	26% (22)	25% (21)	12% (11)	4% (4)	6% (5)	86
2016 Vote: Didn't Vote	25% (114)	19% (86)	16% (74)	18% (83)	15% (68)	8% (39)	464
Voted in 2014: Yes	23% (233)	20% (203)	21% (212)	14% (145)	13% (127)	8% (79)	998
Voted in 2014: No	25% (167)	21% (144)	16% (111)	16% (110)	13% (90)	8% (53)	675

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Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	24% (400)	21% (347)	19% (323)	15% (255)	13% (217)	8% (132)	1674
4-Region: Northeast	22% (68)	18% (57)	23% (71)	15% (46)	12% (37)	10% (32)	311
4-Region: Midwest	26% (91)	22% (79)	19% (66)	16% (55)	11% (39)	6% (23)	352
4-Region: South	24% (151)	19% (119)	19% (118)	17% (109)	13% (82)	8% (47)	626
4-Region: West	24% (91)	24% (92)	18% (68)	12% (45)	15% (59)	8% (30)	385

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC7_3: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Providing students with a well-rounded education

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	27% (456)	19% (322)	15% (258)	19% (324)	12% (193)	7% (121)	1674
Gender: Male	25% (203)	18% (151)	17% (140)	21% (168)	12% (97)	7% (59)	818
Gender: Female	29% (252)	20% (171)	14% (118)	18% (156)	11% (96)	7% (62)	855
Age: 18-34	21% (104)	21% (105)	16% (81)	21% (105)	12% (61)	8% (40)	496
Age: 35-44	28% (70)	24% (60)	12% (30)	15% (38)	12% (30)	8% (20)	247
Age: 45-64	28% (159)	14% (77)	18% (99)	21% (118)	11% (64)	8% (43)	561
Age: 65+	33% (122)	22% (80)	13% (48)	17% (63)	11% (39)	5% (18)	370
GenZers: 1997-2012	22% (45)	20% (40)	21% (42)	22% (44)	10% (21)	4% (9)	200
Millennials: 1981-1996	24% (108)	23% (102)	13% (57)	19% (84)	13% (58)	10% (44)	452
GenXers: 1965-1980	24% (93)	17% (67)	19% (74)	21% (79)	11% (44)	7% (28)	385
Baby Boomers: 1946-1964	31% (170)	18% (98)	14% (76)	19% (106)	12% (64)	7% (37)	552
PID: Dem (no lean)	29% (190)	19% (123)	13% (86)	17% (115)	13% (84)	10% (65)	663
PID: Ind (no lean)	26% (133)	20% (100)	17% (84)	20% (102)	12% (60)	5% (24)	504
PID: Rep (no lean)	26% (133)	20% (100)	17% (88)	21% (106)	10% (49)	6% (32)	507
PID/Gender: Dem Men	27% (85)	17% (54)	15% (47)	16% (51)	13% (40)	12% (37)	314
PID/Gender: Dem Women	30% (105)	20% (69)	11% (39)	18% (64)	13% (44)	8% (28)	349
PID/Gender: Ind Men	26% (62)	15% (37)	18% (44)	26% (61)	12% (29)	3% (7)	240
PID/Gender: Ind Women	27% (71)	24% (62)	15% (41)	16% (41)	12% (31)	6% (16)	263
PID/Gender: Rep Men	22% (57)	23% (60)	19% (49)	21% (56)	11% (28)	5% (14)	264
PID/Gender: Rep Women	31% (76)	16% (40)	16% (38)	21% (50)	9% (21)	7% (18)	243
Ideo: Liberal (1-3)	29% (151)	18% (94)	14% (70)	17% (88)	12% (63)	9% (47)	513
Ideo: Moderate (4)	23% (104)	25% (112)	14% (65)	20% (90)	11% (50)	7% (34)	455
Ideo: Conservative (5-7)	27% (156)	15% (87)	18% (105)	22% (128)	11% (66)	6% (35)	578
Educ: < College	29% (314)	20% (223)	16% (171)	19% (203)	11% (118)	6% (66)	1096
Educ: Bachelors degree	26% (95)	17% (61)	13% (49)	22% (82)	12% (44)	10% (38)	370
Educ: Post-grad	23% (47)	18% (38)	18% (37)	18% (38)	15% (31)	8% (17)	208
Income: Under 50k	30% (229)	20% (153)	15% (118)	19% (151)	10% (75)	6% (50)	776
Income: 50k-100k	25% (136)	20% (112)	15% (82)	19% (104)	14% (77)	7% (41)	552
Income: 100k+	26% (90)	16% (57)	17% (58)	20% (69)	12% (42)	9% (31)	346
Ethnicity: White	27% (356)	19% (254)	15% (201)	21% (274)	11% (149)	8% (100)	1333
Ethnicity: Hispanic	28% (72)	17% (44)	13% (33)	24% (61)	13% (32)	5% (14)	256

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Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	27% (456)	19% (322)	15% (258)	19% (324)	12% (193)	7% (121)	1674
Ethnicity: Black	32% (64)	23% (46)	15% (31)	14% (29)	10% (20)	5% (11)	201
Ethnicity: Other	25% (35)	16% (22)	19% (27)	15% (21)	18% (25)	7% (10)	140
All Christian	26% (226)	20% (167)	14% (119)	19% (166)	12% (107)	8% (69)	854
All Non-Christian	22% (24)	27% (29)	20% (21)	12% (13)	11% (11)	7% (8)	106
Atheist	22% (20)	21% (19)	21% (19)	21% (18)	12% (10)	5% (4)	90
Agnostic/Nothing in particular	31% (109)	18% (65)	15% (54)	18% (64)	10% (36)	7% (24)	352
Something Else	29% (78)	16% (42)	16% (44)	23% (62)	11% (29)	6% (16)	271
Religious Non-Protestant/Catholic	23% (26)	27% (31)	19% (22)	12% (13)	11% (13)	8% (9)	113
Evangelical	29% (133)	17% (80)	15% (71)	17% (80)	13% (58)	9% (40)	461
Non-Evangelical	26% (164)	20% (126)	14% (88)	22% (144)	12% (76)	7% (44)	643
Community: Urban	24% (112)	23% (106)	14% (62)	18% (82)	11% (51)	10% (47)	460
Community: Suburban	28% (217)	17% (137)	15% (122)	19% (153)	14% (107)	7% (53)	789
Community: Rural	30% (126)	19% (79)	17% (74)	21% (89)	8% (36)	5% (21)	425
Employ: Private Sector	25% (135)	19% (103)	15% (85)	20% (109)	12% (64)	10% (52)	548
Employ: Government	17% (15)	25% (21)	17% (15)	17% (15)	17% (15)	7% (6)	87
Employ: Self-Employed	25% (38)	20% (30)	13% (19)	23% (34)	10% (14)	9% (13)	149
Employ: Homemaker	30% (42)	22% (31)	8% (12)	18% (26)	17% (24)	6% (8)	143
Employ: Student	26% (25)	22% (20)	23% (22)	19% (18)	2% (2)	8% (8)	95
Employ: Retired	34% (143)	19% (80)	15% (63)	17% (74)	10% (44)	5% (20)	424
Employ: Unemployed	30% (50)	13% (22)	20% (33)	19% (33)	13% (22)	5% (8)	168
Employ: Other	14% (9)	22% (14)	16% (10)	25% (15)	14% (8)	9% (6)	61
Military HH: Yes	27% (77)	19% (54)	16% (45)	20% (56)	12% (35)	6% (16)	282
Military HH: No	27% (379)	19% (268)	15% (213)	19% (268)	11% (158)	8% (105)	1392
RD/WT: Right Direction	27% (230)	20% (167)	15% (125)	18% (153)	11% (96)	8% (67)	838
RD/WT: Wrong Track	27% (226)	19% (156)	16% (133)	20% (170)	12% (97)	6% (54)	836
Biden Job Approve	28% (262)	18% (173)	15% (141)	18% (172)	12% (110)	9% (82)	940
Biden Job Disapprove	28% (177)	19% (121)	17% (105)	19% (123)	12% (76)	6% (35)	636

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Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	27% (456)	19% (322)	15% (258)	19% (324)	12% (193)	7% (121)	1674
Biden Job Strongly Approve	28% (151)	18% (96)	17% (91)	18% (98)	12% (64)	8% (43)	543
Biden Job Somewhat Approve	28% (111)	19% (77)	13% (50)	19% (74)	12% (46)	10% (39)	397
Biden Job Somewhat Disapprove	27% (50)	20% (37)	16% (30)	16% (30)	11% (21)	10% (18)	185
Biden Job Strongly Disapprove	28% (127)	19% (84)	17% (76)	21% (93)	12% (55)	4% (17)	451
Favorable of Biden	28% (263)	18% (171)	15% (143)	18% (169)	11% (106)	9% (79)	931
Unfavorable of Biden	28% (180)	20% (127)	16% (100)	19% (124)	13% (81)	5% (34)	647
Very Favorable of Biden	28% (155)	19% (104)	16% (89)	17% (95)	12% (64)	7% (41)	548
Somewhat Favorable of Biden	28% (108)	17% (67)	14% (54)	19% (74)	11% (42)	10% (38)	383
Somewhat Unfavorable of Biden	26% (41)	24% (38)	15% (23)	15% (24)	12% (18)	8% (13)	157
Very Unfavorable of Biden	28% (139)	18% (89)	16% (77)	20% (100)	13% (63)	4% (22)	489
#1 Issue: Economy	26% (154)	18% (107)	14% (83)	23% (135)	13% (79)	6% (37)	595
#1 Issue: Security	29% (76)	18% (47)	16% (42)	22% (57)	9% (24)	5% (12)	258
#1 Issue: Health Care	24% (66)	19% (53)	18% (48)	18% (50)	11% (30)	10% (29)	275
#1 Issue: Medicare / Social Security	38% (71)	23% (44)	10% (19)	11% (21)	11% (21)	6% (12)	189
#1 Issue: Women's Issues	30% (31)	20% (21)	14% (15)	12% (12)	9% (9)	15% (15)	103
#1 Issue: Education	19% (16)	26% (22)	22% (19)	12% (10)	15% (13)	6% (5)	84
#1 Issue: Energy	28% (16)	15% (9)	19% (11)	27% (16)	6% (4)	4% (2)	58
#1 Issue: Other	22% (25)	17% (19)	20% (22)	21% (23)	11% (13)	8% (9)	111
2020 Vote: Joe Biden	29% (221)	17% (132)	15% (119)	19% (143)	12% (89)	9% (68)	773
2020 Vote: Donald Trump	28% (157)	19% (108)	16% (90)	19% (105)	12% (70)	6% (34)	564
2020 Vote: Didn't Vote	23% (68)	24% (71)	15% (45)	23% (67)	10% (31)	6% (16)	299
2018 House Vote: Democrat	29% (164)	20% (115)	13% (73)	18% (101)	12% (68)	9% (52)	574
2018 House Vote: Republican	28% (137)	18% (88)	14% (71)	21% (102)	13% (64)	6% (32)	495
2016 Vote: Hillary Clinton	29% (158)	19% (102)	13% (71)	18% (99)	12% (63)	9% (46)	538
2016 Vote: Donald Trump	28% (164)	18% (106)	14% (83)	21% (120)	12% (70)	6% (38)	580
2016 Vote: Other	27% (23)	18% (16)	9% (8)	25% (21)	14% (12)	6% (6)	86
2016 Vote: Didn't Vote	24% (109)	21% (99)	20% (94)	18% (83)	10% (48)	7% (30)	464
Voted in 2014: Yes	28% (282)	20% (198)	13% (131)	19% (191)	12% (122)	8% (75)	998
Voted in 2014: No	26% (173)	18% (125)	19% (127)	20% (133)	11% (71)	7% (46)	675

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Table BPC7_3: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Providing students with a well-rounded education

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	27% (456)	19% (322)	15% (258)	19% (324)	12% (193)	7% (121)	1674
4-Region: Northeast	25% (76)	16% (49)	18% (57)	20% (62)	14% (43)	7% (22)	311
4-Region: Midwest	27% (93)	23% (83)	13% (46)	20% (72)	9% (32)	8% (26)	352
4-Region: South	28% (176)	20% (122)	17% (104)	16% (103)	12% (74)	7% (46)	626
4-Region: West	28% (110)	18% (68)	13% (51)	23% (87)	11% (44)	7% (26)	385

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC7_4: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Helping students develop 'non-technical skills' (e.g. critical thinking)

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	18% (300)	20% (337)	25% (414)	17% (287)	13% (216)	7% (120)	1674
Gender: Male	16% (133)	20% (161)	26% (211)	17% (137)	14% (119)	7% (57)	818
Gender: Female	20% (167)	21% (176)	24% (203)	18% (150)	11% (98)	7% (62)	855
Age: 18-34	21% (104)	19% (94)	24% (120)	10% (52)	16% (79)	9% (47)	496
Age: 35-44	22% (55)	24% (60)	20% (50)	16% (39)	9% (22)	9% (22)	247
Age: 45-64	16% (91)	22% (123)	25% (138)	20% (113)	12% (67)	5% (30)	561
Age: 65+	14% (50)	17% (61)	29% (106)	23% (84)	13% (48)	6% (21)	370
GenZers: 1997-2012	13% (26)	15% (31)	30% (60)	12% (24)	18% (37)	11% (22)	200
Millennials: 1981-1996	25% (114)	22% (99)	20% (91)	12% (54)	12% (55)	9% (40)	452
GenXers: 1965-1980	18% (68)	21% (80)	22% (85)	20% (75)	14% (53)	6% (24)	385
Baby Boomers: 1946-1964	15% (83)	21% (115)	28% (156)	20% (112)	10% (54)	6% (31)	552
PID: Dem (no lean)	19% (125)	21% (136)	24% (160)	14% (93)	13% (88)	9% (59)	663
PID: Ind (no lean)	20% (100)	21% (104)	24% (120)	18% (89)	11% (58)	7% (33)	504
PID: Rep (no lean)	15% (74)	19% (97)	26% (133)	21% (104)	14% (71)	5% (28)	507
PID/Gender: Dem Men	16% (52)	21% (65)	25% (80)	14% (44)	14% (44)	10% (30)	314
PID/Gender: Dem Women	21% (74)	20% (71)	23% (81)	14% (50)	13% (44)	8% (29)	349
PID/Gender: Ind Men	15% (35)	22% (54)	28% (68)	19% (47)	12% (29)	3% (8)	240
PID/Gender: Ind Women	24% (64)	19% (50)	20% (52)	16% (43)	11% (29)	9% (25)	263
PID/Gender: Rep Men	17% (46)	16% (42)	24% (63)	18% (47)	18% (47)	7% (20)	264
PID/Gender: Rep Women	12% (29)	23% (55)	29% (70)	24% (57)	10% (24)	3% (8)	243
Ideo: Liberal (1-3)	19% (96)	22% (110)	22% (115)	15% (75)	14% (70)	9% (47)	513
Ideo: Moderate (4)	19% (88)	18% (82)	24% (107)	18% (82)	13% (57)	9% (39)	455
Ideo: Conservative (5-7)	16% (94)	21% (123)	26% (151)	19% (110)	12% (70)	5% (30)	578
Educ: < College	17% (182)	19% (205)	26% (285)	18% (202)	13% (145)	7% (77)	1096
Educ: Bachelors degree	20% (75)	22% (81)	24% (90)	14% (51)	13% (49)	6% (23)	370
Educ: Post-grad	21% (43)	24% (51)	18% (39)	16% (34)	11% (22)	9% (20)	208
Income: Under 50k	16% (125)	19% (149)	25% (194)	18% (138)	13% (104)	9% (66)	776
Income: 50k-100k	19% (106)	19% (104)	26% (145)	17% (96)	13% (73)	5% (28)	552
Income: 100k+	20% (69)	24% (84)	22% (75)	15% (53)	11% (40)	7% (26)	346
Ethnicity: White	17% (228)	20% (273)	25% (335)	19% (247)	12% (156)	7% (94)	1333
Ethnicity: Hispanic	24% (61)	18% (46)	29% (74)	9% (24)	11% (28)	9% (23)	256

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Table BPC7_4: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Helping students develop 'non-technical skills' (e.g. critical thinking)

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	18% (300)	20% (337)	25% (414)	17% (287)	13% (216)	7% (120)	1674
Ethnicity: Black	23% (47)	18% (37)	22% (44)	11% (22)	18% (37)	7% (15)	201
Ethnicity: Other	18% (25)	20% (28)	25% (35)	13% (18)	17% (24)	8% (11)	140
All Christian	17% (147)	20% (173)	24% (208)	19% (160)	13% (111)	7% (56)	854
All Non-Christian	24% (26)	18% (19)	20% (21)	11% (12)	17% (18)	10% (11)	106
Atheist	23% (21)	24% (22)	15% (14)	12% (11)	18% (17)	7% (6)	90
Agnostic/Nothing in particular	18% (65)	21% (74)	23% (80)	16% (57)	13% (47)	9% (31)	352
Something Else	15% (42)	18% (50)	34% (91)	18% (48)	9% (24)	6% (16)	271
Religious Non-Protestant/Catholic	24% (27)	18% (20)	20% (22)	12% (14)	17% (19)	9% (11)	113
Evangelical	16% (72)	20% (93)	23% (106)	20% (94)	13% (62)	7% (34)	461
Non-Evangelical	18% (114)	19% (124)	30% (191)	17% (109)	11% (69)	6% (36)	643
Community: Urban	18% (83)	17% (78)	24% (108)	15% (71)	14% (64)	12% (56)	460
Community: Suburban	17% (136)	22% (176)	26% (206)	17% (131)	13% (104)	4% (35)	789
Community: Rural	19% (80)	19% (83)	24% (100)	20% (85)	11% (48)	7% (29)	425
Employ: Private Sector	18% (100)	23% (126)	21% (114)	15% (81)	15% (82)	8% (45)	548
Employ: Government	19% (16)	30% (26)	13% (11)	17% (15)	9% (8)	12% (11)	87
Employ: Self-Employed	19% (28)	17% (26)	29% (43)	17% (25)	14% (20)	5% (7)	149
Employ: Homemaker	28% (40)	20% (28)	30% (43)	13% (19)	7% (10)	3% (4)	143
Employ: Student	8% (7)	18% (17)	31% (30)	10% (9)	24% (23)	9% (9)	95
Employ: Retired	14% (59)	19% (79)	29% (121)	23% (95)	11% (48)	5% (22)	424
Employ: Unemployed	21% (35)	16% (26)	22% (37)	19% (32)	11% (19)	11% (19)	168
Employ: Other	24% (15)	17% (10)	26% (16)	16% (10)	10% (6)	6% (4)	61
Military HH: Yes	15% (44)	21% (60)	25% (70)	18% (49)	15% (41)	6% (18)	282
Military HH: No	18% (256)	20% (277)	25% (344)	17% (238)	13% (175)	7% (102)	1392
RD/WT: Right Direction	19% (156)	20% (167)	24% (202)	15% (122)	14% (116)	9% (74)	838
RD/WT: Wrong Track	17% (143)	20% (170)	25% (212)	20% (165)	12% (100)	5% (45)	836
Biden Job Approve	18% (172)	21% (194)	24% (223)	15% (140)	14% (130)	9% (82)	940
Biden Job Disapprove	16% (102)	20% (128)	25% (156)	22% (137)	12% (77)	6% (36)	636

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Table BPC7_4: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Helping students develop 'non-technical skills' (e.g. critical thinking)

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	18% (300)	20% (337)	25% (414)	17% (287)	13% (216)	7% (120)	1674
Biden Job Strongly Approve	19% (104)	19% (103)	23% (123)	14% (79)	15% (82)	9% (51)	543
Biden Job Somewhat Approve	17% (67)	23% (91)	25% (100)	16% (62)	12% (47)	8% (30)	397
Biden Job Somewhat Disapprove	17% (31)	20% (38)	22% (41)	18% (33)	14% (27)	9% (17)	185
Biden Job Strongly Disapprove	16% (71)	20% (91)	26% (115)	23% (105)	11% (50)	4% (19)	451
Favorable of Biden	17% (161)	21% (198)	24% (220)	15% (137)	14% (131)	9% (84)	931
Unfavorable of Biden	15% (98)	20% (127)	27% (173)	21% (137)	12% (78)	5% (33)	647
Very Favorable of Biden	18% (98)	21% (116)	22% (122)	14% (77)	15% (84)	9% (52)	548
Somewhat Favorable of Biden	16% (63)	21% (82)	26% (99)	16% (60)	12% (48)	8% (32)	383
Somewhat Unfavorable of Biden	13% (21)	20% (31)	32% (50)	21% (33)	9% (15)	4% (7)	157
Very Unfavorable of Biden	16% (77)	20% (96)	25% (123)	21% (104)	13% (63)	5% (26)	489
#1 Issue: Economy	17% (100)	21% (125)	28% (167)	16% (98)	9% (53)	9% (51)	595
#1 Issue: Security	17% (44)	18% (46)	21% (55)	22% (56)	16% (41)	6% (15)	258
#1 Issue: Health Care	22% (61)	21% (57)	27% (74)	13% (35)	13% (35)	5% (13)	275
#1 Issue: Medicare / Social Security	8% (16)	18% (35)	27% (51)	26% (50)	15% (28)	6% (11)	189
#1 Issue: Women's Issues	20% (20)	23% (23)	10% (10)	13% (14)	29% (29)	6% (6)	103
#1 Issue: Education	24% (20)	10% (8)	16% (13)	21% (18)	13% (11)	16% (14)	84
#1 Issue: Energy	14% (8)	34% (20)	24% (14)	7% (4)	12% (7)	9% (5)	58
#1 Issue: Other	27% (30)	20% (22)	27% (30)	12% (13)	11% (12)	4% (4)	111
2020 Vote: Joe Biden	18% (141)	22% (167)	23% (181)	15% (115)	13% (104)	8% (65)	773
2020 Vote: Donald Trump	15% (87)	18% (102)	26% (148)	22% (122)	13% (76)	5% (29)	564
2020 Vote: Didn't Vote	22% (66)	20% (61)	23% (70)	15% (46)	11% (34)	7% (22)	299
2018 House Vote: Democrat	21% (123)	21% (120)	22% (127)	16% (94)	11% (65)	8% (45)	574
2018 House Vote: Republican	16% (78)	21% (104)	26% (127)	20% (99)	14% (68)	4% (20)	495
2016 Vote: Hillary Clinton	21% (113)	22% (119)	23% (125)	14% (73)	10% (55)	10% (53)	538
2016 Vote: Donald Trump	16% (92)	19% (109)	26% (153)	21% (121)	13% (74)	5% (31)	580
2016 Vote: Other	17% (14)	21% (18)	25% (22)	15% (13)	17% (15)	5% (5)	86
2016 Vote: Didn't Vote	17% (79)	19% (89)	25% (114)	17% (79)	15% (72)	7% (31)	464
Voted in 2014: Yes	18% (183)	19% (194)	24% (240)	18% (180)	13% (129)	7% (73)	998
Voted in 2014: No	17% (117)	21% (143)	26% (174)	16% (107)	13% (87)	7% (47)	675

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Table BPC7_4: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Helping students develop 'non-technical skills' (e.g. critical thinking)

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	18% (300)	20% (337)	25% (414)	17% (287)	13% (216)	7% (120)	1674
4-Region: Northeast	23% (72)	22% (70)	20% (62)	18% (56)	9% (29)	7% (22)	311
4-Region: Midwest	17% (59)	17% (59)	28% (97)	19% (68)	13% (47)	6% (22)	352
4-Region: South	18% (115)	20% (126)	22% (139)	19% (116)	13% (83)	8% (47)	626
4-Region: West	14% (53)	21% (83)	30% (115)	12% (47)	15% (57)	8% (29)	385

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC7_5: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Exposing students to STEM fields

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	8% (131)	10% (172)	10% (174)	14% (239)	25% (412)	33% (547)	1674
Gender: Male	8% (65)	13% (107)	10% (84)	15% (119)	24% (198)	30% (245)	818
Gender: Female	8% (66)	8% (65)	10% (90)	14% (120)	25% (213)	35% (302)	855
Age: 18-34	12% (58)	12% (61)	11% (53)	14% (68)	18% (90)	34% (167)	496
Age: 35-44	7% (16)	13% (31)	12% (30)	14% (34)	32% (79)	23% (58)	247
Age: 45-64	6% (34)	10% (57)	11% (59)	16% (90)	27% (151)	30% (169)	561
Age: 65+	6% (23)	6% (23)	9% (32)	13% (47)	25% (91)	42% (154)	370
GenZers: 1997-2012	14% (28)	15% (30)	7% (14)	9% (19)	17% (34)	38% (75)	200
Millennials: 1981-1996	9% (42)	11% (52)	13% (58)	15% (69)	23% (103)	28% (128)	452
GenXers: 1965-1980	6% (23)	10% (38)	11% (43)	16% (62)	30% (114)	27% (105)	385
Baby Boomers: 1946-1964	6% (33)	9% (50)	9% (51)	15% (82)	26% (146)	34% (190)	552
PID: Dem (no lean)	11% (73)	10% (69)	10% (64)	14% (94)	20% (134)	35% (229)	663
PID: Ind (no lean)	6% (31)	10% (50)	11% (57)	17% (84)	24% (123)	31% (158)	504
PID: Rep (no lean)	5% (27)	10% (52)	10% (52)	12% (61)	30% (155)	31% (160)	507
PID/Gender: Dem Men	11% (36)	13% (40)	8% (26)	16% (49)	20% (63)	32% (101)	314
PID/Gender: Dem Women	10% (37)	8% (29)	11% (39)	13% (45)	20% (71)	37% (128)	349
PID/Gender: Ind Men	6% (15)	13% (31)	11% (27)	14% (35)	24% (59)	31% (74)	240
PID/Gender: Ind Women	6% (16)	7% (19)	12% (31)	19% (49)	24% (64)	32% (84)	263
PID/Gender: Rep Men	5% (14)	14% (36)	12% (32)	13% (35)	29% (77)	26% (70)	264
PID/Gender: Rep Women	5% (13)	7% (17)	8% (20)	11% (26)	32% (77)	37% (90)	243
Ideo: Liberal (1-3)	10% (51)	12% (61)	7% (34)	16% (80)	20% (102)	36% (186)	513
Ideo: Moderate (4)	7% (34)	7% (33)	15% (68)	14% (65)	23% (105)	33% (150)	455
Ideo: Conservative (5-7)	6% (34)	12% (69)	11% (62)	14% (79)	30% (174)	28% (159)	578
Educ: < College	8% (83)	10% (106)	10% (110)	12% (137)	24% (268)	36% (392)	1096
Educ: Bachelors degree	8% (30)	12% (43)	11% (42)	16% (60)	24% (88)	28% (105)	370
Educ: Post-grad	8% (18)	11% (22)	10% (22)	20% (42)	26% (55)	24% (50)	208
Income: Under 50k	8% (64)	11% (82)	10% (81)	12% (90)	23% (181)	36% (277)	776
Income: 50k-100k	7% (38)	9% (52)	11% (63)	14% (78)	24% (133)	34% (188)	552
Income: 100k+	8% (29)	11% (38)	9% (29)	20% (71)	28% (98)	24% (82)	346
Ethnicity: White	7% (96)	10% (135)	10% (127)	14% (184)	26% (344)	34% (447)	1333
Ethnicity: Hispanic	5% (13)	17% (44)	9% (24)	14% (37)	19% (48)	35% (91)	256

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Table BPC7_5: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Exposing students to STEM fields

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	8% (131)	10% (172)	10% (174)	14% (239)	25% (412)	33% (547)	1674
Ethnicity: Black	14% (29)	12% (24)	13% (27)	16% (32)	19% (39)	25% (50)	201
Ethnicity: Other	4% (6)	9% (13)	14% (20)	16% (23)	21% (29)	35% (49)	140
All Christian	7% (62)	12% (100)	10% (82)	15% (130)	23% (200)	33% (281)	854
All Non-Christian	13% (13)	10% (11)	18% (19)	11% (12)	19% (20)	29% (31)	106
Atheist	6% (6)	9% (8)	13% (12)	8% (8)	25% (22)	39% (35)	90
Agnostic/Nothing in particular	7% (25)	8% (28)	12% (41)	16% (57)	28% (100)	29% (101)	352
Something Else	9% (26)	9% (26)	7% (20)	12% (32)	25% (69)	37% (99)	271
Religious Non-Protestant/Catholic	12% (13)	10% (12)	18% (21)	12% (13)	20% (22)	28% (32)	113
Evangelical	10% (45)	11% (50)	9% (40)	14% (66)	25% (114)	32% (145)	461
Non-Evangelical	6% (41)	11% (73)	9% (60)	14% (91)	23% (150)	35% (228)	643
Community: Urban	13% (58)	12% (55)	12% (53)	13% (61)	21% (95)	30% (138)	460
Community: Suburban	6% (48)	11% (86)	11% (84)	14% (112)	26% (207)	32% (251)	789
Community: Rural	6% (25)	7% (31)	8% (36)	15% (65)	26% (109)	37% (158)	425
Employ: Private Sector	10% (54)	11% (62)	11% (62)	17% (93)	25% (139)	25% (138)	548
Employ: Government	8% (7)	7% (6)	12% (11)	25% (21)	24% (21)	23% (20)	87
Employ: Self-Employed	6% (9)	12% (19)	12% (18)	12% (18)	22% (33)	35% (52)	149
Employ: Homemaker	6% (8)	12% (17)	12% (17)	20% (29)	26% (38)	24% (34)	143
Employ: Student	17% (16)	9% (9)	6% (5)	6% (6)	19% (18)	43% (41)	95
Employ: Retired	5% (20)	8% (33)	9% (38)	12% (51)	26% (109)	40% (172)	424
Employ: Unemployed	5% (8)	12% (20)	9% (15)	11% (19)	23% (39)	40% (67)	168
Employ: Other	13% (8)	9% (6)	13% (8)	4% (2)	23% (14)	39% (23)	61
Military HH: Yes	7% (20)	7% (20)	9% (24)	16% (45)	26% (74)	35% (98)	282
Military HH: No	8% (111)	11% (151)	11% (149)	14% (193)	24% (337)	32% (449)	1392
RD/WT: Right Direction	10% (80)	9% (79)	10% (88)	15% (122)	23% (189)	33% (280)	838
RD/WT: Wrong Track	6% (51)	11% (93)	10% (86)	14% (117)	27% (222)	32% (267)	836
Biden Job Approve	10% (95)	10% (95)	10% (97)	14% (128)	21% (199)	35% (325)	940
Biden Job Disapprove	5% (30)	11% (67)	10% (65)	15% (96)	29% (187)	30% (192)	636

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Table BPC7_5: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Exposing students to STEM fields

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	8% (131)	10% (172)	10% (174)	14% (239)	25% (412)	33% (547)	1674
Biden Job Strongly Approve	12% (64)	11% (59)	8% (46)	15% (83)	20% (108)	34% (183)	543
Biden Job Somewhat Approve	8% (32)	9% (36)	13% (51)	11% (45)	23% (91)	36% (142)	397
Biden Job Somewhat Disapprove	4% (8)	15% (28)	10% (18)	16% (30)	24% (45)	31% (57)	185
Biden Job Strongly Disapprove	5% (22)	9% (39)	10% (47)	15% (66)	31% (142)	30% (135)	451
Favorable of Biden	9% (88)	10% (93)	10% (95)	14% (134)	21% (199)	34% (321)	931
Unfavorable of Biden	6% (36)	10% (63)	11% (70)	14% (88)	30% (191)	31% (198)	647
Very Favorable of Biden	11% (62)	11% (59)	8% (46)	15% (82)	20% (111)	34% (188)	548
Somewhat Favorable of Biden	7% (26)	9% (35)	13% (49)	14% (53)	23% (88)	35% (133)	383
Somewhat Unfavorable of Biden	5% (9)	12% (19)	9% (14)	11% (17)	29% (46)	33% (52)	157
Very Unfavorable of Biden	6% (27)	9% (44)	11% (56)	15% (72)	30% (145)	30% (146)	489
#1 Issue: Economy	7% (43)	11% (63)	12% (73)	14% (83)	24% (145)	32% (189)	595
#1 Issue: Security	6% (17)	11% (30)	11% (29)	13% (33)	30% (77)	28% (74)	258
#1 Issue: Health Care	10% (27)	13% (35)	12% (32)	12% (33)	22% (61)	32% (88)	275
#1 Issue: Medicare / Social Security	5% (10)	8% (16)	7% (12)	16% (30)	23% (43)	41% (78)	189
#1 Issue: Women's Issues	13% (13)	9% (10)	11% (11)	18% (18)	24% (25)	26% (26)	103
#1 Issue: Education	12% (10)	7% (6)	7% (6)	18% (15)	28% (23)	28% (23)	84
#1 Issue: Energy	9% (5)	10% (6)	4% (2)	6% (4)	22% (13)	49% (29)	58
#1 Issue: Other	6% (6)	7% (8)	8% (8)	21% (23)	23% (26)	36% (40)	111
2020 Vote: Joe Biden	10% (76)	10% (77)	10% (77)	16% (124)	23% (175)	32% (244)	773
2020 Vote: Donald Trump	6% (35)	10% (55)	10% (58)	14% (82)	29% (161)	31% (173)	564
2020 Vote: Didn't Vote	6% (18)	12% (35)	12% (35)	10% (30)	21% (64)	39% (117)	299
2018 House Vote: Democrat	8% (46)	9% (52)	12% (68)	17% (100)	22% (129)	31% (179)	574
2018 House Vote: Republican	6% (32)	11% (55)	12% (58)	13% (63)	27% (135)	31% (153)	495
2016 Vote: Hillary Clinton	8% (45)	10% (55)	12% (63)	18% (99)	22% (120)	29% (156)	538
2016 Vote: Donald Trump	6% (36)	10% (57)	10% (60)	15% (84)	28% (163)	31% (180)	580
2016 Vote: Other	7% (6)	11% (9)	10% (9)	8% (7)	31% (27)	33% (28)	86
2016 Vote: Didn't Vote	10% (44)	10% (48)	9% (42)	10% (48)	22% (100)	39% (181)	464
Voted in 2014: Yes	7% (75)	11% (106)	12% (117)	15% (148)	25% (251)	30% (302)	998
Voted in 2014: No	8% (56)	10% (66)	8% (57)	13% (91)	24% (160)	36% (245)	675

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Table BPC7_5: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Exposing students to STEM fields

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	8% (131)	10% (172)	10% (174)	14% (239)	25% (412)	33% (547)	1674
4-Region: Northeast	6% (19)	12% (38)	11% (34)	17% (52)	26% (80)	28% (87)	311
4-Region: Midwest	7% (24)	10% (37)	10% (35)	11% (40)	27% (95)	35% (122)	352
4-Region: South	9% (55)	10% (63)	11% (68)	13% (84)	25% (157)	32% (198)	626
4-Region: West	9% (34)	9% (33)	10% (37)	16% (62)	21% (80)	36% (139)	385

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC7_6: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - Fostering a sense of social justice

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	6% (105)	8% (140)	8% (126)	14% (234)	26% (428)	38% (640)	1674
Gender: Male	7% (61)	10% (80)	7% (60)	11% (94)	23% (191)	41% (332)	818
Gender: Female	5% (44)	7% (60)	8% (66)	16% (140)	28% (237)	36% (308)	855
Age: 18-34	9% (46)	14% (67)	10% (49)	17% (82)	23% (113)	28% (139)	496
Age: 35-44	5% (14)	8% (19)	9% (23)	15% (36)	22% (54)	41% (102)	247
Age: 45-64	6% (33)	6% (34)	5% (30)	10% (55)	28% (154)	45% (254)	561
Age: 65+	3% (12)	5% (20)	7% (24)	16% (60)	29% (107)	39% (146)	370
GenZers: 1997-2012	10% (21)	16% (31)	9% (18)	20% (39)	21% (41)	25% (50)	200
Millennials: 1981-1996	8% (38)	11% (52)	10% (43)	15% (67)	23% (105)	33% (147)	452
GenXers: 1965-1980	4% (17)	6% (23)	6% (24)	12% (45)	26% (99)	46% (177)	385
Baby Boomers: 1946-1964	5% (28)	5% (29)	6% (35)	11% (61)	28% (154)	44% (245)	552
PID: Dem (no lean)	6% (39)	14% (90)	9% (59)	18% (122)	25% (164)	28% (188)	663
PID: Ind (no lean)	7% (35)	5% (24)	6% (32)	12% (60)	28% (141)	42% (212)	504
PID: Rep (no lean)	6% (31)	5% (26)	7% (35)	10% (52)	24% (123)	47% (240)	507
PID/Gender: Dem Men	5% (15)	17% (53)	10% (31)	18% (55)	24% (76)	27% (84)	314
PID/Gender: Dem Women	7% (24)	11% (37)	8% (28)	19% (67)	25% (88)	30% (104)	349
PID/Gender: Ind Men	8% (20)	4% (10)	4% (10)	7% (17)	27% (66)	49% (118)	240
PID/Gender: Ind Women	6% (15)	5% (14)	8% (22)	16% (43)	29% (75)	36% (94)	263
PID/Gender: Rep Men	10% (27)	7% (17)	7% (19)	8% (22)	19% (50)	49% (130)	264
PID/Gender: Rep Women	2% (5)	4% (9)	7% (16)	12% (30)	30% (73)	45% (110)	243
Ideo: Liberal (1-3)	7% (36)	14% (70)	11% (56)	16% (83)	24% (123)	28% (145)	513
Ideo: Moderate (4)	5% (24)	7% (31)	6% (26)	14% (64)	29% (133)	39% (176)	455
Ideo: Conservative (5-7)	6% (34)	6% (35)	5% (30)	10% (60)	23% (135)	49% (284)	578
Educ: < College	6% (70)	9% (93)	7% (81)	15% (160)	27% (296)	36% (397)	1096
Educ: Bachelors degree	6% (22)	8% (30)	7% (24)	13% (47)	25% (93)	41% (153)	370
Educ: Post-grad	6% (13)	8% (17)	10% (21)	13% (28)	19% (39)	43% (90)	208
Income: Under 50k	8% (64)	9% (70)	7% (55)	14% (111)	28% (216)	33% (259)	776
Income: 50k-100k	5% (26)	9% (48)	7% (41)	15% (84)	24% (131)	40% (222)	552
Income: 100k+	4% (15)	6% (22)	9% (30)	11% (38)	23% (80)	46% (159)	346
Ethnicity: White	7% (87)	7% (97)	8% (105)	13% (168)	26% (353)	39% (523)	1333
Ethnicity: Hispanic	8% (21)	7% (19)	5% (13)	15% (38)	28% (71)	37% (96)	256

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Table BPC7_6: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - *Fostering a sense of social justice*

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	6% (105)	8% (140)	8% (126)	14% (234)	26% (428)	38% (640)	1674
Ethnicity: Black	7% (14)	12% (23)	8% (16)	17% (34)	22% (44)	34% (69)	201
Ethnicity: Other	3% (5)	14% (20)	4% (5)	22% (31)	23% (32)	34% (48)	140
All Christian	6% (49)	5% (47)	7% (60)	14% (119)	27% (229)	41% (352)	854
All Non-Christian	6% (7)	20% (22)	6% (6)	14% (14)	17% (18)	38% (40)	106
Atheist	9% (8)	10% (9)	9% (8)	19% (17)	19% (17)	35% (32)	90
Agnostic/Nothing in particular	4% (16)	9% (31)	10% (36)	16% (56)	24% (86)	36% (126)	352
Something Else	10% (26)	12% (32)	6% (17)	10% (26)	29% (79)	33% (91)	271
Religious Non-Protestant/Catholic	6% (7)	19% (22)	6% (6)	14% (16)	17% (19)	39% (44)	113
Evangelical	6% (29)	9% (43)	8% (36)	13% (59)	25% (116)	38% (177)	461
Non-Evangelical	7% (42)	5% (34)	6% (39)	13% (84)	29% (188)	40% (256)	643
Community: Urban	5% (25)	15% (67)	9% (42)	16% (73)	25% (115)	30% (138)	460
Community: Suburban	7% (55)	7% (54)	7% (56)	14% (113)	22% (175)	43% (336)	789
Community: Rural	6% (26)	4% (19)	7% (28)	11% (48)	33% (139)	39% (166)	425
Employ: Private Sector	7% (37)	8% (43)	8% (44)	15% (81)	20% (112)	42% (230)	548
Employ: Government	7% (6)	6% (5)	8% (7)	16% (14)	19% (16)	44% (38)	87
Employ: Self-Employed	15% (23)	7% (11)	9% (13)	10% (15)	29% (44)	29% (44)	149
Employ: Homemaker	3% (4)	3% (4)	14% (20)	5% (7)	24% (34)	51% (73)	143
Employ: Student	4% (4)	14% (14)	7% (7)	36% (34)	20% (19)	18% (17)	95
Employ: Retired	3% (13)	6% (26)	5% (23)	14% (58)	31% (131)	41% (173)	424
Employ: Unemployed	9% (16)	17% (29)	2% (3)	10% (18)	33% (56)	28% (47)	168
Employ: Other	4% (2)	14% (9)	15% (9)	12% (7)	26% (16)	29% (18)	61
Military HH: Yes	5% (13)	7% (21)	9% (26)	12% (34)	23% (66)	44% (123)	282
Military HH: No	7% (92)	9% (119)	7% (100)	14% (200)	26% (362)	37% (518)	1392
RD/WT: Right Direction	6% (52)	11% (88)	10% (81)	16% (137)	25% (211)	32% (269)	838
RD/WT: Wrong Track	6% (53)	6% (52)	5% (46)	12% (97)	26% (217)	44% (371)	836
Biden Job Approve	6% (60)	11% (103)	9% (81)	18% (169)	26% (249)	30% (279)	940
Biden Job Disapprove	6% (37)	5% (32)	6% (35)	8% (53)	25% (158)	51% (322)	636

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Table BPC7_6: Below is the same list of focus areas for higher education institutions to prepare students for long-term career success. Please rank how important each of the following should be to higher education institutions to prepare students for long-term career success 1 to 6, 1 being the most important, and 6 being the least important. - *Fostering a sense of social justice*

Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	6% (105)	8% (140)	8% (126)	14% (234)	26% (428)	38% (640)	1674
Biden Job Strongly Approve	7% (39)	13% (70)	10% (52)	18% (96)	25% (137)	27% (149)	543
Biden Job Somewhat Approve	5% (21)	8% (32)	7% (29)	19% (73)	28% (112)	33% (130)	397
Biden Job Somewhat Disapprove	4% (8)	5% (9)	10% (18)	11% (21)	28% (51)	42% (79)	185
Biden Job Strongly Disapprove	6% (29)	5% (23)	4% (17)	7% (32)	24% (107)	54% (244)	451
Favorable of Biden	6% (55)	11% (99)	9% (81)	18% (168)	27% (249)	30% (278)	931
Unfavorable of Biden	6% (38)	5% (32)	5% (34)	8% (55)	25% (159)	51% (329)	647
Very Favorable of Biden	6% (36)	12% (67)	9% (52)	18% (99)	25% (137)	29% (158)	548
Somewhat Favorable of Biden	5% (20)	8% (32)	8% (29)	18% (69)	29% (112)	31% (120)	383
Somewhat Unfavorable of Biden	6% (9)	5% (8)	9% (14)	7% (11)	30% (47)	44% (69)	157
Very Unfavorable of Biden	6% (29)	5% (24)	4% (21)	9% (43)	23% (112)	53% (260)	489
#1 Issue: Economy	3% (20)	8% (46)	6% (37)	13% (77)	27% (163)	43% (253)	595
#1 Issue: Security	10% (26)	6% (16)	4% (11)	11% (30)	18% (47)	50% (129)	258
#1 Issue: Health Care	5% (14)	13% (35)	8% (23)	15% (40)	29% (80)	30% (83)	275
#1 Issue: Medicare / Social Security	6% (11)	2% (4)	11% (22)	17% (31)	31% (60)	33% (62)	189
#1 Issue: Women's Issues	11% (11)	8% (8)	15% (16)	20% (21)	13% (14)	32% (33)	103
#1 Issue: Education	9% (8)	19% (16)	11% (9)	8% (7)	20% (17)	32% (27)	84
#1 Issue: Energy	16% (10)	10% (6)	8% (4)	15% (9)	25% (15)	25% (14)	58
#1 Issue: Other	5% (6)	9% (10)	4% (4)	17% (18)	31% (34)	35% (39)	111
2020 Vote: Joe Biden	7% (51)	11% (83)	9% (72)	16% (126)	24% (189)	33% (252)	773
2020 Vote: Donald Trump	6% (33)	5% (29)	5% (31)	9% (48)	25% (139)	51% (285)	564
2020 Vote: Didn't Vote	7% (20)	8% (24)	8% (22)	18% (53)	31% (92)	29% (88)	299
2018 House Vote: Democrat	5% (30)	9% (54)	11% (60)	16% (90)	25% (141)	35% (198)	574
2018 House Vote: Republican	6% (32)	6% (30)	5% (26)	9% (46)	24% (118)	49% (242)	495
2016 Vote: Hillary Clinton	6% (31)	9% (48)	10% (56)	16% (89)	24% (130)	34% (184)	538
2016 Vote: Donald Trump	5% (32)	6% (33)	6% (38)	9% (52)	25% (148)	48% (278)	580
2016 Vote: Other	5% (4)	5% (4)	— (0)	16% (14)	29% (25)	45% (39)	86
2016 Vote: Didn't Vote	7% (35)	11% (53)	7% (33)	17% (79)	27% (125)	30% (139)	464
Voted in 2014: Yes	6% (60)	8% (77)	7% (74)	13% (134)	25% (245)	41% (408)	998
Voted in 2014: No	7% (45)	9% (63)	8% (52)	15% (100)	27% (183)	34% (232)	675

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Demographic	Rank: 1	Rank: 2	Rank: 3	Rank: 4	Rank: 5	Rank: 6	Total N
Adults	6% (105)	8% (140)	8% (126)	14% (234)	26% (428)	38% (640)	1674
4-Region: Northeast	7% (22)	10% (32)	6% (17)	16% (51)	20% (63)	41% (126)	311
4-Region: Midwest	10% (34)	5% (18)	7% (24)	11% (37)	30% (106)	38% (133)	352
4-Region: South	4% (27)	9% (54)	9% (58)	11% (71)	27% (171)	39% (244)	626
4-Region: West	6% (22)	9% (36)	7% (26)	19% (74)	23% (89)	36% (137)	385

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BPC11_1: Do you support or oppose the following actors working to ensure that higher education promotes racial equity?
Higher education institutions

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	Total N
Adults	40% (882)	28% (610)	8% (172)	9% (204)	15% (331)	2200
Gender: Male	39% (412)	31% (327)	8% (84)	12% (126)	11% (113)	1062
Gender: Female	41% (470)	25% (284)	8% (88)	7% (79)	19% (217)	1138
Age: 18-34	48% (314)	24% (159)	7% (44)	5% (33)	16% (105)	655
Age: 35-44	43% (153)	33% (116)	5% (17)	6% (20)	14% (51)	358
Age: 45-64	35% (261)	30% (224)	10% (76)	11% (81)	15% (109)	751
Age: 65+	35% (154)	26% (111)	8% (36)	16% (70)	15% (65)	436
GenZers: 1997-2012	52% (140)	21% (56)	5% (13)	3% (9)	20% (53)	272
Millennials: 1981-1996	46% (282)	28% (174)	7% (41)	6% (35)	14% (85)	616
GenXers: 1965-1980	34% (183)	32% (174)	9% (47)	9% (51)	16% (84)	540
Baby Boomers: 1946-1964	37% (252)	27% (180)	9% (64)	13% (91)	14% (93)	680
PID: Dem (no lean)	57% (489)	27% (228)	5% (39)	3% (23)	9% (76)	855
PID: Ind (no lean)	37% (250)	28% (192)	7% (49)	8% (57)	19% (132)	681
PID: Rep (no lean)	21% (143)	29% (190)	13% (85)	19% (125)	18% (122)	665
PID/Gender: Dem Men	58% (233)	30% (123)	5% (19)	3% (14)	4% (15)	404
PID/Gender: Dem Women	57% (256)	23% (105)	4% (20)	2% (9)	14% (61)	451
PID/Gender: Ind Men	33% (106)	32% (102)	7% (23)	12% (39)	16% (52)	322
PID/Gender: Ind Women	40% (144)	25% (91)	7% (26)	5% (18)	22% (80)	358
PID/Gender: Rep Men	22% (73)	30% (102)	13% (42)	22% (72)	14% (47)	336
PID/Gender: Rep Women	21% (70)	27% (88)	13% (43)	16% (52)	23% (76)	329
Ideo: Liberal (1-3)	62% (399)	23% (151)	5% (31)	2% (11)	8% (51)	644
Ideo: Moderate (4)	39% (242)	35% (212)	7% (40)	5% (34)	14% (85)	613
Ideo: Conservative (5-7)	21% (156)	28% (204)	13% (97)	20% (149)	17% (123)	729
Educ: < College	37% (560)	27% (404)	8% (125)	9% (143)	19% (280)	1512
Educ: Bachelors degree	44% (194)	31% (136)	8% (34)	9% (42)	8% (37)	444
Educ: Post-grad	52% (128)	29% (70)	5% (13)	8% (20)	5% (13)	244
Income: Under 50k	39% (415)	25% (270)	6% (69)	9% (96)	20% (217)	1067
Income: 50k-100k	41% (292)	30% (211)	10% (72)	9% (63)	10% (75)	713
Income: 100k+	42% (175)	31% (129)	7% (31)	11% (46)	9% (39)	420
Ethnicity: White	37% (638)	28% (489)	8% (139)	10% (180)	16% (276)	1722
Ethnicity: Hispanic	47% (165)	25% (88)	10% (34)	7% (24)	11% (37)	349

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Table BPC11_1: Do you support or oppose the following actors working to ensure that higher education promotes racial equity?
Higher education institutions

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	40%	(882)	28%	(610)	8%	(172)	9%	(204)	15%	(331)	2200
Ethnicity: Black	48%	(133)	25%	(69)	8%	(23)	6%	(16)	12%	(34)	274
Ethnicity: Other	55%	(111)	26%	(52)	6%	(11)	4%	(8)	10%	(21)	204
All Christian	37%	(390)	28%	(298)	9%	(94)	12%	(128)	13%	(139)	1049
All Non-Christian	53%	(78)	24%	(35)	9%	(13)	3%	(5)	10%	(15)	146
Atheist	49%	(54)	17%	(18)	9%	(10)	9%	(10)	17%	(19)	110
Agnostic/Nothing in particular	43%	(215)	29%	(144)	4%	(20)	7%	(34)	18%	(91)	504
Something Else	37%	(146)	29%	(115)	9%	(35)	7%	(28)	17%	(67)	391
Religious Non-Protestant/Catholic	52%	(81)	24%	(37)	9%	(14)	5%	(7)	10%	(16)	155
Evangelical	37%	(225)	27%	(164)	9%	(52)	11%	(68)	16%	(100)	609
Non-Evangelical	38%	(303)	30%	(240)	9%	(75)	11%	(85)	13%	(104)	807
Community: Urban	52%	(328)	26%	(164)	7%	(43)	4%	(27)	11%	(68)	630
Community: Suburban	35%	(352)	30%	(303)	8%	(84)	12%	(120)	15%	(152)	1012
Community: Rural	36%	(201)	26%	(144)	8%	(46)	10%	(57)	20%	(111)	559
Employ: Private Sector	43%	(297)	31%	(215)	8%	(53)	8%	(56)	11%	(75)	696
Employ: Government	36%	(41)	39%	(45)	12%	(14)	9%	(10)	5%	(5)	115
Employ: Self-Employed	42%	(84)	23%	(46)	5%	(11)	10%	(21)	18%	(36)	197
Employ: Homemaker	34%	(62)	20%	(37)	10%	(18)	8%	(15)	28%	(53)	185
Employ: Student	52%	(60)	31%	(36)	5%	(6)	4%	(4)	9%	(10)	116
Employ: Retired	33%	(172)	27%	(139)	9%	(46)	16%	(80)	15%	(76)	513
Employ: Unemployed	48%	(125)	24%	(63)	6%	(16)	4%	(10)	18%	(48)	263
Employ: Other	37%	(42)	26%	(30)	8%	(9)	7%	(8)	23%	(27)	116
Military HH: Yes	39%	(148)	25%	(94)	9%	(32)	13%	(49)	14%	(53)	376
Military HH: No	40%	(734)	28%	(516)	8%	(140)	9%	(156)	15%	(278)	1824
RD/WT: Right Direction	55%	(589)	29%	(317)	4%	(41)	3%	(32)	9%	(99)	1078
RD/WT: Wrong Track	26%	(293)	26%	(293)	12%	(131)	15%	(173)	21%	(232)	1122
Biden Job Approve	55%	(677)	29%	(352)	5%	(56)	3%	(33)	9%	(108)	1226
Biden Job Disapprove	20%	(164)	27%	(225)	13%	(106)	20%	(167)	20%	(162)	824

Continued on next page

Table BPC11_1: Do you support or oppose the following actors working to ensure that higher education promotes racial equity?
Higher education institutions

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	40%	(882)	28%	(610)	8%	(172)	9%	(204)	15%	(331)	2200
Biden Job Strongly Approve	66%	(468)	22%	(154)	4%	(28)	2%	(13)	7%	(48)	710
Biden Job Somewhat Approve	41%	(209)	38%	(198)	5%	(28)	4%	(20)	12%	(60)	516
Biden Job Somewhat Disapprove	30%	(71)	34%	(79)	13%	(30)	5%	(10)	18%	(42)	232
Biden Job Strongly Disapprove	16%	(93)	25%	(146)	13%	(76)	26%	(156)	20%	(120)	591
Favorable of Biden	56%	(682)	29%	(358)	4%	(48)	2%	(30)	8%	(99)	1217
Unfavorable of Biden	20%	(166)	27%	(231)	13%	(112)	20%	(169)	20%	(171)	849
Very Favorable of Biden	66%	(478)	22%	(158)	4%	(26)	2%	(15)	7%	(48)	725
Somewhat Favorable of Biden	41%	(203)	41%	(200)	5%	(23)	3%	(15)	10%	(51)	492
Somewhat Unfavorable of Biden	32%	(64)	34%	(69)	12%	(25)	6%	(12)	16%	(34)	204
Very Unfavorable of Biden	16%	(102)	25%	(162)	13%	(87)	24%	(157)	21%	(137)	645
#1 Issue: Economy	37%	(299)	32%	(259)	8%	(64)	10%	(77)	13%	(101)	801
#1 Issue: Security	26%	(90)	25%	(86)	11%	(38)	18%	(63)	19%	(66)	342
#1 Issue: Health Care	49%	(177)	26%	(94)	8%	(27)	3%	(10)	15%	(54)	362
#1 Issue: Medicare / Social Security	40%	(96)	25%	(60)	8%	(19)	9%	(21)	18%	(44)	239
#1 Issue: Women's Issues	53%	(67)	21%	(26)	6%	(7)	5%	(7)	15%	(18)	125
#1 Issue: Education	48%	(51)	35%	(38)	4%	(4)	—	(0)	13%	(13)	107
#1 Issue: Energy	52%	(43)	14%	(12)	7%	(6)	13%	(11)	14%	(12)	83
#1 Issue: Other	42%	(60)	26%	(37)	4%	(6)	12%	(16)	16%	(22)	141
2020 Vote: Joe Biden	57%	(555)	29%	(279)	5%	(49)	2%	(19)	7%	(73)	975
2020 Vote: Donald Trump	18%	(125)	30%	(210)	12%	(85)	22%	(158)	18%	(128)	706
2020 Vote: Other	46%	(25)	28%	(15)	7%	(3)	6%	(3)	12%	(7)	53
2020 Vote: Didn't Vote	38%	(177)	23%	(105)	8%	(35)	5%	(24)	27%	(124)	466
2018 House Vote: Democrat	57%	(419)	28%	(206)	6%	(40)	3%	(21)	6%	(43)	730
2018 House Vote: Republican	20%	(125)	28%	(173)	13%	(81)	23%	(139)	16%	(97)	613
2018 House Vote: Someone else	37%	(20)	33%	(18)	1%	(1)	13%	(7)	16%	(9)	54
2016 Vote: Hillary Clinton	57%	(390)	28%	(193)	5%	(33)	3%	(20)	7%	(49)	685
2016 Vote: Donald Trump	21%	(153)	30%	(214)	12%	(89)	21%	(148)	15%	(109)	713
2016 Vote: Other	39%	(40)	32%	(33)	6%	(6)	6%	(6)	17%	(18)	104
2016 Vote: Didn't Vote	43%	(296)	24%	(167)	6%	(45)	4%	(30)	22%	(154)	693

Continued on next page

Table BPC11_1: Do you support or oppose the following actors working to ensure that higher education promotes racial equity?
Higher education institutions

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	40%	(882)	28%	(610)	8%	(172)	9%	(204)	15%	(331)	2200
Voted in 2014: Yes	40%	(492)	29%	(362)	8%	(103)	12%	(148)	11%	(131)	1236
Voted in 2014: No	40%	(390)	26%	(248)	7%	(70)	6%	(56)	21%	(200)	964
4-Region: Northeast	42%	(163)	24%	(96)	7%	(26)	11%	(44)	16%	(64)	394
4-Region: Midwest	33%	(154)	31%	(144)	8%	(35)	9%	(41)	19%	(89)	462
4-Region: South	39%	(319)	28%	(229)	10%	(78)	9%	(75)	15%	(123)	824
4-Region: West	47%	(247)	27%	(142)	6%	(34)	8%	(44)	10%	(54)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table BPC11_2: Do you support or oppose the following actors working to ensure that higher education promotes racial equity?
Policymakers**

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know/No opinion	Total N
Adults	30% (656)	28% (613)	13% (276)	11% (236)	19% (418)	2200
Gender: Male	29% (308)	31% (324)	14% (149)	13% (140)	13% (140)	1062
Gender: Female	31% (349)	25% (289)	11% (127)	8% (96)	24% (278)	1138
Age: 18-34	33% (213)	29% (187)	11% (69)	5% (36)	23% (149)	655
Age: 35-44	33% (119)	31% (112)	11% (39)	7% (24)	18% (64)	358
Age: 45-64	28% (208)	27% (202)	15% (112)	13% (100)	17% (129)	751
Age: 65+	27% (116)	26% (112)	13% (56)	18% (76)	17% (76)	436
GenZers: 1997-2012	33% (89)	28% (75)	11% (30)	4% (10)	25% (67)	272
Millennials: 1981-1996	33% (206)	29% (179)	11% (66)	6% (39)	20% (126)	616
GenXers: 1965-1980	27% (144)	30% (161)	14% (77)	11% (59)	18% (99)	540
Baby Boomers: 1946-1964	29% (198)	26% (175)	13% (87)	16% (112)	16% (109)	680
PID: Dem (no lean)	45% (385)	30% (253)	9% (76)	3% (24)	14% (116)	855
PID: Ind (no lean)	25% (172)	29% (195)	11% (78)	10% (70)	24% (166)	681
PID: Rep (no lean)	15% (99)	25% (165)	18% (122)	21% (142)	21% (136)	665
PID/Gender: Dem Men	46% (187)	32% (129)	10% (39)	4% (16)	8% (32)	404
PID/Gender: Dem Women	44% (198)	27% (124)	8% (37)	2% (8)	19% (84)	451
PID/Gender: Ind Men	23% (73)	34% (110)	12% (39)	12% (40)	18% (60)	322
PID/Gender: Ind Women	27% (98)	24% (86)	11% (38)	8% (29)	30% (107)	358
PID/Gender: Rep Men	14% (47)	25% (86)	21% (71)	25% (84)	15% (49)	336
PID/Gender: Rep Women	16% (52)	24% (80)	16% (51)	18% (58)	27% (88)	329
Ideo: Liberal (1-3)	49% (318)	29% (187)	8% (54)	2% (15)	11% (69)	644
Ideo: Moderate (4)	27% (163)	34% (211)	13% (77)	7% (42)	19% (120)	613
Ideo: Conservative (5-7)	15% (112)	25% (179)	17% (127)	23% (169)	20% (143)	729
Educ: < College	27% (413)	26% (394)	12% (188)	11% (159)	24% (358)	1512
Educ: Bachelors degree	32% (143)	31% (139)	14% (63)	12% (55)	10% (45)	444
Educ: Post-grad	41% (100)	33% (81)	11% (26)	9% (22)	7% (16)	244
Income: Under 50k	30% (315)	24% (260)	13% (134)	9% (96)	25% (263)	1067
Income: 50k-100k	30% (216)	29% (206)	13% (92)	12% (88)	16% (112)	713
Income: 100k+	30% (125)	35% (148)	12% (50)	13% (53)	10% (44)	420
Ethnicity: White	27% (461)	30% (510)	13% (224)	12% (208)	19% (319)	1722
Ethnicity: Hispanic	35% (123)	25% (88)	13% (45)	9% (33)	17% (60)	349

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Table BPC11_2: Do you support or oppose the following actors working to ensure that higher education promotes racial equity?
Policymakers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	30%	(656)	28%	(613)	13%	(276)	11%	(236)	19%	(418)	2200
Ethnicity: Black	39%	(108)	19%	(52)	13%	(35)	5%	(13)	24%	(66)	274
Ethnicity: Other	43%	(87)	25%	(51)	8%	(17)	7%	(15)	16%	(33)	204
All Christian	27%	(286)	27%	(287)	14%	(150)	14%	(151)	17%	(176)	1049
All Non-Christian	44%	(64)	26%	(39)	10%	(14)	4%	(6)	16%	(23)	146
Atheist	36%	(39)	26%	(28)	15%	(17)	7%	(7)	17%	(18)	110
Agnostic/Nothing in particular	31%	(156)	28%	(141)	10%	(49)	8%	(40)	24%	(119)	504
Something Else	29%	(112)	30%	(119)	12%	(46)	8%	(32)	21%	(82)	391
Religious Non-Protestant/Catholic	43%	(67)	26%	(40)	10%	(15)	5%	(8)	16%	(25)	155
Evangelical	30%	(181)	26%	(156)	13%	(82)	13%	(80)	18%	(110)	609
Non-Evangelical	26%	(212)	30%	(242)	13%	(108)	12%	(100)	18%	(144)	807
Community: Urban	39%	(246)	32%	(200)	9%	(59)	5%	(29)	15%	(96)	630
Community: Suburban	27%	(276)	27%	(273)	13%	(133)	14%	(142)	19%	(189)	1012
Community: Rural	24%	(134)	25%	(141)	15%	(84)	12%	(66)	24%	(134)	559
Employ: Private Sector	32%	(220)	32%	(223)	13%	(88)	9%	(64)	14%	(101)	696
Employ: Government	32%	(37)	36%	(41)	16%	(18)	10%	(11)	7%	(7)	115
Employ: Self-Employed	32%	(63)	26%	(51)	9%	(18)	13%	(26)	20%	(39)	197
Employ: Homemaker	23%	(43)	17%	(31)	11%	(20)	8%	(15)	41%	(76)	185
Employ: Student	39%	(46)	31%	(36)	11%	(13)	1%	(1)	17%	(20)	116
Employ: Retired	26%	(135)	26%	(131)	14%	(70)	17%	(89)	17%	(87)	513
Employ: Unemployed	29%	(76)	30%	(78)	12%	(31)	7%	(18)	23%	(59)	263
Employ: Other	30%	(34)	20%	(23)	15%	(18)	10%	(12)	25%	(29)	116
Military HH: Yes	27%	(102)	26%	(99)	14%	(51)	16%	(59)	17%	(65)	376
Military HH: No	30%	(554)	28%	(514)	12%	(225)	10%	(177)	19%	(353)	1824
RD/WT: Right Direction	43%	(461)	32%	(343)	8%	(88)	3%	(34)	14%	(152)	1078
RD/WT: Wrong Track	17%	(195)	24%	(270)	17%	(188)	18%	(202)	24%	(266)	1122
Biden Job Approve	44%	(539)	32%	(395)	9%	(108)	2%	(27)	13%	(156)	1226
Biden Job Disapprove	11%	(92)	23%	(188)	20%	(163)	24%	(198)	22%	(183)	824

Continued on next page

Table BPC11_2: Do you support or oppose the following actors working to ensure that higher education promotes racial equity?
Policymakers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	30%	(656)	28%	(613)	13%	(276)	11%	(236)	19%	(418)	2200
Biden Job Strongly Approve	54%	(381)	27%	(192)	7%	(52)	2%	(12)	10%	(72)	710
Biden Job Somewhat Approve	31%	(158)	39%	(203)	11%	(56)	3%	(15)	16%	(84)	516
Biden Job Somewhat Disapprove	16%	(38)	36%	(85)	17%	(39)	7%	(16)	23%	(54)	232
Biden Job Strongly Disapprove	9%	(54)	17%	(103)	21%	(124)	31%	(181)	22%	(129)	591
Favorable of Biden	44%	(539)	33%	(402)	8%	(102)	2%	(25)	12%	(149)	1217
Unfavorable of Biden	11%	(93)	22%	(191)	20%	(169)	24%	(202)	23%	(195)	849
Very Favorable of Biden	52%	(378)	27%	(195)	8%	(58)	2%	(16)	11%	(78)	725
Somewhat Favorable of Biden	33%	(162)	42%	(207)	9%	(44)	2%	(9)	14%	(71)	492
Somewhat Unfavorable of Biden	18%	(36)	30%	(62)	21%	(43)	7%	(15)	23%	(48)	204
Very Unfavorable of Biden	9%	(57)	20%	(129)	19%	(125)	29%	(187)	23%	(148)	645
#1 Issue: Economy	27%	(217)	32%	(253)	13%	(101)	11%	(84)	18%	(146)	801
#1 Issue: Security	17%	(59)	21%	(71)	22%	(77)	19%	(67)	20%	(69)	342
#1 Issue: Health Care	41%	(150)	27%	(97)	9%	(32)	4%	(13)	19%	(70)	362
#1 Issue: Medicare / Social Security	29%	(69)	30%	(71)	9%	(22)	10%	(25)	22%	(53)	239
#1 Issue: Women's Issues	36%	(45)	24%	(30)	14%	(18)	9%	(11)	17%	(21)	125
#1 Issue: Education	32%	(34)	41%	(44)	7%	(8)	5%	(5)	16%	(17)	107
#1 Issue: Energy	42%	(34)	17%	(14)	8%	(7)	15%	(12)	18%	(15)	83
#1 Issue: Other	34%	(48)	24%	(34)	8%	(11)	14%	(19)	20%	(28)	141
2020 Vote: Joe Biden	46%	(446)	32%	(314)	8%	(80)	2%	(24)	11%	(111)	975
2020 Vote: Donald Trump	11%	(80)	25%	(177)	19%	(132)	26%	(181)	19%	(136)	706
2020 Vote: Other	18%	(9)	41%	(22)	20%	(11)	8%	(4)	12%	(7)	53
2020 Vote: Didn't Vote	26%	(121)	22%	(100)	11%	(53)	6%	(26)	35%	(165)	466
2018 House Vote: Democrat	46%	(338)	33%	(244)	8%	(59)	4%	(26)	9%	(62)	730
2018 House Vote: Republican	14%	(86)	24%	(148)	18%	(110)	26%	(160)	18%	(109)	613
2018 House Vote: Someone else	9%	(5)	27%	(15)	21%	(11)	11%	(6)	32%	(17)	54
2016 Vote: Hillary Clinton	46%	(313)	33%	(223)	8%	(52)	4%	(24)	11%	(73)	685
2016 Vote: Donald Trump	14%	(99)	26%	(185)	18%	(128)	24%	(169)	18%	(131)	713
2016 Vote: Other	22%	(23)	34%	(35)	14%	(15)	8%	(8)	22%	(22)	104
2016 Vote: Didn't Vote	32%	(220)	24%	(165)	12%	(81)	5%	(34)	28%	(192)	693

Continued on next page

Table BPC11_2: Do you support or oppose the following actors working to ensure that higher education promotes racial equity?
 Policymakers

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/No opinion		Total N
Adults	30%	(656)	28%	(613)	13%	(276)	11%	(236)	19%	(418)	2200
Voted in 2014: Yes	30%	(375)	30%	(365)	13%	(162)	14%	(174)	13%	(159)	1236
Voted in 2014: No	29%	(281)	26%	(248)	12%	(114)	6%	(62)	27%	(259)	964
4-Region: Northeast	32%	(125)	27%	(107)	8%	(33)	14%	(53)	19%	(76)	394
4-Region: Midwest	25%	(117)	28%	(129)	13%	(58)	10%	(45)	24%	(113)	462
4-Region: South	28%	(235)	28%	(229)	14%	(115)	11%	(91)	19%	(154)	824
4-Region: West	35%	(179)	29%	(148)	13%	(70)	9%	(47)	15%	(76)	520

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	272	12%
	Millennials: 1981-1996	616	28%
	GenXers: 1965-1980	540	25%
	Baby Boomers: 1946-1964	680	31%
	N	2108	
xpid3	PID: Dem (no lean)	855	39%
	PID: Ind (no lean)	681	31%
	PID: Rep (no lean)	665	30%
	N	2200	
xpidGender	PID/Gender: Dem Men	404	18%
	PID/Gender: Dem Women	451	20%
	PID/Gender: Ind Men	322	15%
	PID/Gender: Ind Women	358	16%
	PID/Gender: Rep Men	336	15%
	PID/Gender: Rep Women	329	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	644	29%
	Ideo: Moderate (4)	613	28%
	Ideo: Conservative (5-7)	729	33%
	N	1986	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1067	49%
	Income: 50k-100k	713	32%
	Income: 100k+	420	19%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1049	48%
	All Non-Christian	146	7%
	Atheist	110	5%
	Agnostic/Nothing in particular	504	23%
	Something Else	391	18%
N	2200		
xdemReligOther	Religious Non-Protestant/Catholic	155	7%
xdemEvang	Evangelical	609	28%
	Non-Evangelical	807	37%
	N	1416	
xdemUsr	Community: Urban	630	29%
	Community: Suburban	1012	46%
	Community: Rural	559	25%
	N	2200	
xdemEmploy	Employ: Private Sector	696	32%
	Employ: Government	115	5%
	Employ: Self-Employed	197	9%
	Employ: Homemaker	185	8%
	Employ: Student	116	5%
	Employ: Retired	513	23%
	Employ: Unemployed	263	12%
	Employ: Other	116	5%
	N	2200	
xdemMilHH1	Military HH: Yes	376	17%
	Military HH: No	1824	83%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1078	49%
	RD/WT: Wrong Track	1122	51%
	N	2200	
xdemBidenApprove	Biden Job Approve	1226	56%
	Biden Job Disapprove	824	37%
	N	2049	
xdemBidenApprove2	Biden Job Strongly Approve	710	32%
	Biden Job Somewhat Approve	516	23%
	Biden Job Somewhat Disapprove	232	11%
	Biden Job Strongly Disapprove	591	27%
	N	2049	
xdemBidenFav	Favorable of Biden	1217	55%
	Unfavorable of Biden	849	39%
	N	2065	
xdemBidenFavFull	Very Favorable of Biden	725	33%
	Somewhat Favorable of Biden	492	22%
	Somewhat Unfavorable of Biden	204	9%
	Very Unfavorable of Biden	645	29%
	N	2065	
xnr3	#1 Issue: Economy	801	36%
	#1 Issue: Security	342	16%
	#1 Issue: Health Care	362	16%
	#1 Issue: Medicare / Social Security	239	11%
	#1 Issue: Women's Issues	125	6%
	#1 Issue: Education	107	5%
	#1 Issue: Energy	83	4%
	#1 Issue: Other	141	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	975	44%
	2020 Vote: Donald Trump	706	32%
	2020 Vote: Other	53	2%
	2020 Vote: Didn't Vote	466	21%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	730	33%
	2018 House Vote: Republican	613	28%
	2018 House Vote: Someone else	54	2%
	N	1397	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	685	31%
	2016 Vote: Donald Trump	713	32%
	2016 Vote: Other	104	5%
	2016 Vote: Didn't Vote	693	31%
	<i>N</i>	2194	
xsubVote14O	Voted in 2014: Yes	1236	56%
	Voted in 2014: No	964	44%
	<i>N</i>	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	<i>N</i>	2200	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

