

## Interview Schedule

- Survey Conducted by Heart and Mind Strategies LLC on behalf of Indiana Commission for Higher Education
- Audience: n=2,711
  - High School Students (n=817)
  - Young Adult Students (n=497)
  - Adult Learners (n=301)
  - Parents of High School Students (n=798)
  - Parents and Family of Young Adult Students (n=298)
- Field Dates: May 18<sup>th</sup> – June 30<sup>th</sup> 2024
- Calculations may add to more/less of 100% by +/-1% due to rounding
- Question numbering may not be sequential due to programming logic and/or identical questions that were intentionally asked in a different order by audience (but have been combined here for ease of reading).

## SCREENING/QUALIFICATIONS

**BASE: ALL RESPONDENTS**  
**HQ116. HIDDEN 8 POINT GEO CODE**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Northwest	10%	15%	12%	13%	17%
Northeast	13%	15%	19%	14%	14%
West	13%	11%	14%	12%	11%
North	12%	11%	10%	11%	12%
East	15%	13%	11%	14%	13%
Central	12%	12%	13%	11%	13%
Southwest	13%	11%	11%	14%	9%
Southeast	12%	12%	10%	11%	11%

**BASE: AGE 19+**

**Q139.** Does anyone in your immediate family (e.g., parent, grandparent, aunt, uncle, sibling, child) fit the following description (Select all that apply)?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: AGE 19+</b>	-	<b>393</b>	<b>301</b>	<b>797</b>	<b>299</b>
Aged 19-24, who at some point, was enrolled in, but did not receive a degree or certification from any type of continuing education or training beyond a high school diploma such as certification programs, trade or vocational schools, or college but no degree or certification	-	19%	13%	6%	38%
Aged 19-24, who considered but did not enroll/pursue any form of continuing education or training beyond a high school diploma such as a certification program, trade or vocational school, or college	-	14%	8%	5%	35%
Aged 19-24, who is currently actively considering or pursuing any form of continuing education or training beyond a high school diploma such as enrolling in a certification program, trade or vocational school, or college (community college or a two- or four-year degree program)	-	35%	10%	8%	49%
None of the above	-	36%	70%	77%	-
Not sure	-	12%	8%	7%	-

**BASE: ALL RESPONDENTS****Q810.** Which of the following best describes *your* current employment status?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
<b>Employed (NET)</b>	<b>31%</b>	<b>66%</b>	<b>73%</b>	<b>85%</b>	<b>78%</b>
Employed full-time (at least 35 hours per week)	2%	30%	55%	67%	57%
Employed part-time (less than 35 hours per week)	25%	31%	11%	7%	13%
Self-employed	3%	5%	7%	10%	8%
Not employed	67%	32%	19%	12%	17%
Retired	-	0%	6%	3%	5%
Decline to answer	2%	2%	2%	0%	0%

**BASE: ALL RESPONDENTS****Q140.** What is the last formal grade of education *you, yourself*, have completed? [\[SINGLE RESPONSE ONLY\]](#)

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Less than high school degree / have not finished high school	96%	8%	-	2%	6%
High school graduate or received high school diploma or GED equivalent	3%	52%	47%	11%	24%
Some college but no degree	0%	24%	46%	8%	21%
Some trade or vocational school but no degree or certificate	-	%	7%	1%	1%
Degree or certification of completion from trade or vocational school	-	1%	-	7%	6%
Associate degree (two-year degree)	0%	4%	-	17%	13%
Bachelor's degree (four-year degree)	-	8%	-	33%	23%
Master's degree	-	1%	-	19%	5%
Professional degree	-		-	2%	1%
Doctorate degree	-	0%	-	2%	1%

**BASE: UNDER 18****Q150.** Are you currently enrolled in high school in Indiana?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: UNDER 18</b>	<b>818</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Yes	100%	-	-	-	-
No	-	-	-	-	-

**BASE: LESS THAN COLLEGE**

**Q155.** Are you currently enrolled in any education beyond a high school diploma such as college, trade schools, or certificate programs in Indiana?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: LESS THAN COLLEGE</b>	<b>33</b>	<b>289</b>	<b>301</b>	<b>127</b>	<b>144</b>
Yes	38%	56%	8%	8%	33%
No	62%	44%	92%	92%	67%

**BASE: CURRENTLY ENROLLED IN HIGH SCHOOL**

**Q160.** What grade level are you in currently? Please select the year you are finishing in 2024 (not beginning in fall of 2024)

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: CURRENTLY ENROLLED IN HIGH SCHOOL</b>	<b>817</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Lowerclassmen (NET)</b>	<b>50%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
9th	25%	-	-	-	-
10th	25%	-	-	-	-
<b>Upperclassmen (NET)</b>	<b>50%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
11th	26%	-	-	-	-
12th	24%	-	-	-	-

**BASE: HIGH SCHOOL STUDENTS**

**Q163** What high school degree track are you currently on?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: HIGH SCHOOL STUDENT AND PARENTS OF HIGH SCHOOL</b>	<b>817</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>General (NET)</b>	<b>30%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
General Diploma	30%	-	-	-	-
<b>Core 40 (NET)</b>	<b>31%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Core 40	31%	-	-	-	-
<b>Core 40 with Honors/IBD (NET)</b>	<b>37%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Core 40 with Academic Honors (AHD)	31%	-	-	-	-
Core 40 with Technical Honors (THD)	4%	-	-	-	-
International Baccalaureate	1%	-	-	-	-
Don't know/not sure	3%	-	-	-	-

**BASE: HIGH SCHOOL STUDENT AND PARENTS OF HIGH SCHOOL**

**Q164.** IF Q150:1, DISPLAY Are you; IF Q138:1-4, DISPLAY Is your teen currently taking any career or technical training (CTE) courses at school?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: HS STUDENTS AND PARENTS</b>	<b>817</b>	<b>-</b>	<b>11</b>	<b>797</b>	<b>20</b>
Yes	30%	-	34%	29%	26%
No	65%	-	62%	66%	74%
Unsure	5%	-	4%	5%	-

**BASE: HS STUDENTS AND PARENTS**

**Q200/Q215.** Thinking about the potential for you/your teen to pursue training and education beyond a high school diploma which best represents your/your teen's plans for the future?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: HS STUDENTS AND PARENTS</b>	<b>817</b>	<b>-</b>	<b>-</b>	<b>797</b>	<b>299</b>
Yes, plan on pursuing some form of training or education after high school. (this could include a 2 or 4 year degree, trade schools, or certificate programs)	86%	-	-	86%	70%
No, don't plan on pursuing additional education beyond high school. (this could include entrepreneurship or entering or continuing in the workforce)	6%	-	-	6%	16%
Unsure what plans are.	8%	-	-	8%	13%

**BASE: DEFINITELY PURSUING TE**

**Q205.** You said that you were planning on pursuing training and education beyond a high school diploma. Which of the following options are you considering?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: DEFINITELY PURSUING TE</b>	<b>708</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>College (NET)</b>	<b>88%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Community college or a 2-year degree	24%	-	-	-	-
College / University for a 4-year degree	79%	-	-	-	-
<b>Trade School (NET)</b>	<b>17%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Technical / Trade / Vocational school	17%	-	-	-	-
<b>Certificates/Short Courses (NET)</b>	<b>17%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Skilled Trade Certificates - Mining, welding, plumbing, electrician, machine operator, mechanic, toolmaker, etc.	10%	-	-	-	-
Short courses - one-off class focused on a specific topic instead of several classes focusing on multiple topics	9%	-	-	-	-
<b>Military/Other (NET)</b>	<b>31%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Online education programs	17%	-	-	-	-
Apprenticeship or internship opportunities to learn a trade or job under another professional	15%	-	-	-	-
Military service	6%	-	-	-	-
Other (Specify)	1%	-	-	-	-

**BASE: DEFINITELY PURSUING TE****Q207.** How soon do you think you will begin pursuing those potential options?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: DEFINITELY PURSUING TE</b>	<b>708</b>	-	-	-	-
Within the next 12 months	33%	-	-	-	-
Within the next 2 years	31%	-	-	-	-
Within the next 2 to 5 years	34%	-	-	-	-
Over 5 years from now	2%	-	-	-	-

**BASE: UNSURE IF PURSUING****Q210.** You said that you were unsure about your future plans. Looking at the following list of options, which do you think would you be most likely to pursue?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: UNSURE IF PURSUING TE</b>	<b>38</b>	-	-	-	-
<b>College (NET)</b>	<b>39%</b>	-	-	-	-
Community college or a 2-year degree	12%	-	-	-	-
College / University for a 4-year degree	28%	-	-	-	-
<b>Trade School (NET)</b>	<b>5%</b>	-	-	-	-
Technical / Trade / Vocational school	5%	-	-	-	-
<b>Certificates/Short Courses (NET)</b>	<b>11%</b>	-	-	-	-
Skilled Trade Certificates - Mining, welding, plumbing, electrician, machine operator, mechanic, toolmaker, etc.	10%	-	-	-	-
Short courses - one-off class focused on a specific topic instead of several classes focusing on multiple topics	1%	-	-	-	-
<b>Military/Other (NET)</b>	<b>30%</b>	-	-	-	-
Online education programs	10%	-	-	-	-
Apprenticeship or internship opportunities to learn a trade or job under another professional	1%	-	-	-	-
Military service		-	-	-	-
Jobs that don't require further education	19%	-	-	-	-
Entrepreneurship - starting my own business	9%	-	-	-	-
Other (Specify)	5%	-	-	-	-

**BASE: LESS THAN COLLEGE****Q155YA.** Are you currently enrolled in any education beyond a high school diploma such as college, trade schools, or certificate programs in Indiana?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>-</b>	<b>104</b>	<b>4</b>	<b>19</b>	<b>16</b>
Yes	-	69%	46%	58%	62%
No	-	31%	54%	42%	38%

**BASE: CONSIDERED/PURSUING FORMAL EDUCATION****Q166.** And which of the following did you consider or pursue in Indiana?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: HS/YA AND CURRENTLY PURSUING/OR CONSIDERING TE</b>	-	<b>395</b>	<b>301</b>	<b>68</b>	<b>141</b>
Degree or certificate program	-	31%	48%	52%	41%
Trade/technical or vocational school	-	15%	31%	21%	19%
Community college or pursuing a 2-year college degree	-	21%	45%	35%	34%
Four-year college	-	56%	23%	20%	35%
None of these	-	-	-	-	-

**BASE: YA AND ADULTS WITH HS DEGREE/GED AND SOME ADDITIONAL TRAINING AND EDUCATION**

**Q165.** In Indiana, there are many types of additional education or training opportunities beyond high school/after one has graduated from high school, including online and/or in-person course work toward a degree or certificate; trade or vocational school; community college/associate degree/2 years of college and a four-year college degree. This additional education and training can take place at any time in your life.

Which of the following best describes you?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>BASE: YA AND ADULTS WITH HIGH SCHOOL DEGREE/GED AND SOME ADDITIONAL TE</b>	-	<b>393</b>	<b>301</b>	<b>126</b>	<b>155</b>
I never considered or enrolled in any type of additional education or training beyond high school and do not plan to	-	22%	-	46%	10%
I considered additional education or training beyond high school but did not enroll	-	21%	43%	19%	21%
I am currently pursuing additional education or training in Indiana	-	58%	-	11%	19%
I enrolled/began additional education or training in Indiana after high school, but withdrew/did not finish	-	-	39%	18%	22%
I'm actively considering additional education or training beyond high school currently, but have not yet enrolled.	-	-	18%	6%	29%
I pursued formal education or training exclusively outside of Indiana	-	-	-	-	-

**BASE: YOUNG ADULT OR ADULT WHO WAS ENROLLED BUT DIDN'T FINISH OR NEVER ENROLLED**

**Q168.** How likely are you to consider starting/resuming your training or education - whether that is college, trade school, or other technical programs -- in Indiana in the future?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: YA WAS ENROLLED BUT DIDN'T FINISH OR NEVER ENROLLED</b>	-	97	237	45	58
T2B: Extremely Likely/Likely (NET)	-	40%	31%	29%	38%
Extremely Likely	-	11%	8%	7%	7%
Likely	-	29%	23%	22%	31%
Neutral/Unsure	-	41%	40%	49%	45%
B2B: Not likely/Not at all likely (NET)	-	19%	29%	22%	17%
Not likely	-	9%	17%	17%	11%
Not at all likely	-	10%	12%	5%	6%

**BASE: AT LEAST LIKELY TO RESTART**

**Q169.** And if you were to restart, what training or educational pathway would you pursue in Indiana?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: LIKELY TO RESTART TE</b>	-	42	96	15	25
Degree or certificate program	-	34%	43%	55%	43%
Trade/technical or vocational school	-	23%	36%	56%	21%
Community college or pursuing a 2-year college degree	-	28%	30%	37%	48%
Four-year college	-	37%	26%	24%	28%
Not sure	-	9%	4%	12%	-

**BASE: PLAN TO PURSUE TRAINING AND EDUCATION BEYOND HS**

**Q170R** Training and educational programs are offered in many different formats. Which do you prefer?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: PLAN TO PURSUE TRAINING AND EDUCATION BEYOND HS</b>	279	80	6	145	12
In-person only	33%	16%	36%	27%	20%
Online only	4%	3%	-	4%	3%
Hybrid/Mix of in-person and online	53%	81%	64%	56%	67%
No preference	10%	-	-	13%	10%



**BASE: ALL QUALIFIED RESPONDENTS****Q170.** Did either of your parents complete a 4-year college or university degree?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL QUALIFIED RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Yes	63%	55%	29%	42%	42%
No	33%	39%	67%	56%	56%
Don't know/not sure	5%	6%	4%	2%	1%

**BASE: ALL STUDENTS AND PARENTS WITH TRAINING/EDUCATION PATH**

**Q299.** There are many different reasons that people choose the additional training and education option beyond high school that they do. As you think about your plans / your teen's plans / your young adult's plans for additional training and education beyond a high school diploma, please rank order the following in terms of which was most important to you / your teen / your young adult.

Very Important	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL STUDENTS WITH TE PATH</b>	<b>708</b>	<b>358</b>	<b>160</b>	<b>690</b>	<b>228</b>
Course/program offerings	85%	73%	79%	81%	74%
Career opportunities	84%	77%	74%	79%	79%
Cost to attend	67%	73%	83%	69%	73%
Financial aid offered	62%	71%	72%	67%	73%
Reputation of the institution	55%	56%	46%	57%	54%
Institution resources	54%	56%	51%	54%	46%
Flexibility and convenience	51%	56%	73%	45%	60%
Location	39%	52%	60%	45%	57%
Faculty/teachers	50%	43%	38%	46%	43%
Culture and environment	44%	51%	39%	45%	41%
Length of time to complete	38%	45%	67%	38%	49%

Moderately Important	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL STUDENTS WITH TE PATH</b>	<b>708</b>	<b>358</b>	<b>160</b>	<b>690</b>	<b>228</b>
Length of time to complete	51%	41%	30%	52%	42%
Culture and environment	47%	39%	44%	46%	46%
Faculty/teachers	39%	43%	47%	43%	44%
Location	44%	38%	33%	46%	35%
Institution resources	43%	37%	41%	40%	48%
Flexibility and convenience	43%	35%	22%	48%	35%
Reputation of the institution	41%	37%	41%	39%	39%
Financial aid offered	30%	22%	21%	25%	20%
Cost to attend	27%	21%	17%	26%	20%
Course/program offerings	14%	25%	17%	18%	24%
Career opportunities	15%	21%	25%	19%	17%

Not at all important	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL STUDENTS WITH TE PATH</b>	<b>708</b>	<b>358</b>	<b>160</b>	<b>690</b>	<b>228</b>
Faculty/teachers	11%	14%	16%	11%	13%
Location	17%	10%	7%	9%	7%
Length of time to complete	11%	14%	3%	10%	9%
Culture and environment	8%	10%	17%	9%	13%
Financial aid offered	8%	7%	7%	8%	6%
Flexibility and convenience	7%	8%	5%	7%	6%
Reputation of the institution	5%	8%	13%	4%	6%
Cost to attend	6%	6%	0%	5%	6%
Institution resources	3%	7%	8%	6%	7%
Career opportunities	1%	2%	2%	2%	4%
Course/program offerings	1%	1%	4%	1%	2%

### **BASE: ALL RESPONDENTS**

**Q305.** When you think about your goals / your goals for your teen / your goals for your young adult, how important is additional training and education beyond a high school diploma in achieving these goals?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
T2B: Extremely/Very important (NET)	81%	66%	46%	86%	74%
Extremely important	34%	30%	13%	43%	32%
Very important	47%	36%	32%	43%	42%
Somewhat important	17%	25%	40%	11%	20%
B2B: Not important (NET)	2%	9%	14%	3%	6%
Not very important	2%	6%	8%	2%	4%
Not at all important	1%	4%	6%	1%	1%

**BASE: ALL RESPONDENTS**

**Q310.** People have different thoughts about the importance of additional training and education beyond a high school diploma. To what extent does each of the following statements describe your personal opinion?

**ROTATE PRESENTATION ORDER OF Q310A AND Q310B.**

A. Additional training and education beyond a high school diploma is ...

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Worth the cost (NET)	96%	87%	90%	96%	92%
Absolutely/Very much worth the cost (SUB-NET)	70%	51%	49%	72%	64%
Absolutely worth the cost	28%	19%	16%	31%	25%
Very much worth the cost	43%	32%	33%	41%	39%
Somewhat worth the cost	26%	36%	42%	24%	28%
Not worth the cost (NET)	4%	13%	10%	4%	8%
Not really worth the cost	3%	8%	6%	2%	7%
Not worth the cost at all	0%	5%	3%	1%	2%

B. Additional training and education beyond a high school diploma is...

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Worthwhile investment (NET)	97%	93%	94%	98%	94%
Absolutely/Very much worthwhile investment (SUB-NET)	79%	62%	61%	81%	70%
Absolutely a worthwhile investment in the future	34%	22%	20%	40%	31%
Very much a worthwhile investment in the future	45%	39%	41%	41%	38%
A somewhat worthwhile investment in the future	18%	32%	34%	17%	24%
Not worthwhile investment (NET)	3%	7%	6%	2%	6%
Not really a worthwhile investment in the future	2%	4%	4%	1%	5%
Not at all a worthwhile investment in the future	1%	2%	2%	1%	1%

**BASE: ALL RESPONDENTS**

**Q400.** Below are the benefits of additional training and education beyond a high school diploma that may or may not be important to you personally / as you think about your teen / as you think about your young adult.

**[IF KNOWN EDUCATION PATH:**

Please rate each item based on how important that benefit is to you personally / as you think about your teen / as you think about your young adult.

**[IF UNCERTAIN ABOUT EDUCATION PATH:**

Please rate each item based on how important that benefit is to you personally / as you think about your teen / as you think about your young adult. As you respond, imagine if additional training and education beyond a high school diploma was possible for you / your teen / your young adult.

T2B (Absolutely essential / Very important)	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Leads to better paying jobs	78%	68%	69%	79%	73%
Provides more career options and possibilities	73%	64%	69%	81%	74%
Helps me find a job/career I love	77%	72%	69%	73%	69%
Provides a better quality of life	76%	65%	67%	78%	73%
Provides more possibilities and opportunities in my life	73%	66%	68%	79%	70%
Gives more opportunities for career growth	73%	66%	61%	77%	71%
Helps me be more self-sufficient	64%	60%	61%	74%	65%
Broadens and expands my horizons (what and who I'm exposed to)	58%	51%	48%	63%	62%
Helps me think more critically	51%	46%	43%	65%	60%
Set a good example for others	36%	39%	43%	44%	48%

#### **BASE: ALL RESPONDENTS**

**Q405.** Below are some of the benefits of additional training and education beyond a high school diploma that you rated as important. Which one of these is **most important/second most important** to you personally/as you think about your teen/as you think about your young adult.

Combined First and Second Most Important	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Leads to better paying jobs	35%	32%	38%	28%	27%
Helps me find a job/career I love	37%	38%	28%	26%	24%
Provides a better quality of life	26%	27%	39%	29%	34%
Provides more possibilities and opportunities in my life	20%	23%	19%	24%	21%
Provides more career options and possibilities	19%	17%	19%	23%	23%
Helps me be more self-sufficient	16%	15%	19%	19%	20%
Gives more opportunities for career growth	17%	17%	12%	19%	18%
Broadens and expands my horizons (what and who I'm exposed to)	14%	15%	9%	12%	16%
Helps me think more critically	8%	7%	8%	12%	8%
Set a good example for others	7%	9%	9%	7%	10%

**BASE: ALL RESPONDENTS**

**Q410.** Now, please think about the benefit of additional training and education beyond a high school diploma you rated as **most important / second most important** to your / your teen's / your young adult's future: [INSERT RESPONSE FROM Q405A, BOLD]

Below is a list of possible aspects or elements of training and education that may contribute to the most important/second most important benefit you just selected.

Which of the following contributing aspects is most important to you personally?

Combined First and Second Most Important	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Increasing my knowledge	32%	27%	34%	24%	27%
Career/job placement services	27%	25%	26%	31%	30%
Internships/hands on experience	23%	23%	12%	24%	20%
Meeting new people/future networking/professional connections	20%	22%	16%	21%	22%
Exploring my interests	23%	15%	15%	19%	14%
Gaining technical knowledge	17%	15%	12%	14%	15%
Classes/coursework/areas of study	11%	10%	10%	15%	15%
Learning from qualified/credentialed teachers/faculty/staff	8%	12%	4%	14%	10%
Online course/program availability	4%	7%	23%	4%	5%
Being a role model	6%	9%	6%	5%	7%
Mentoring/coaching/advising opportunities	6%	6%	6%	6%	9%
Social offerings/Campus life/Clubs	4%	7%	4%	3%	3%

**BASE: ALL RESPONDENTS**

**Q415.** Next, please think about the benefit you rated **most important / second most important**: [INSERT RESPONSE FROM Q405A, BOLD]. When you see or experience this most important / second most important benefit, how does it make you feel personally?

Combined First and Second Most Important	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Successful	43%	44%	30%	26%	32%
Optimistic/excited	25%	18%	24%	31%	33%
Motivated/driven/energized	28%	28%	27%	14%	17%
Relieved/less stressed	14%	18%	24%	26%	25%
Independent/mature/responsible	26%	19%	19%	16%	13%
Confident/in control	23%	19%	19%	15%	12%
Intelligent/smart/challenged	17%	15%	14%	12%	11%
Like a good parent/spouse/partner	2%	6%	12%	28%	24%
Worldly/well-rounded	7%	8%	7%	5%	4%
Like a good role model/community member	4%	7%	4%	6%	8%

**BASE: ALL RESPONDENTS**

**Q420.** Now please think about the feeling you rated most important/second most important: [INSERT RESPONSE FROM Q415A, BOLD]. When you feel this way, which of the following does it give you a sense of?

Combined First and Second Most Important	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Accomplishment	30%	26%	26%	23%	26%
Security/Stability (financial, physical, personal)	28%	28%	35%	19%	19%
Satisfaction	26%	21%	13%	26%	19%
Peace of mind	19%	18%	19%	28%	26%
Joy/Happiness	20%	21%	17%	25%	25%
Fulfillment	20%	20%	17%	19%	19%
Self Esteem/Self-Worth	20%	17%	26%	13%	14%
Pride	8%	8%	12%	22%	16%
Freedom	11%	15%	10%	5%	8%
Belonging	5%	8%	1%	3%	3%

**BASE: ALL RESPONDENTS**

**Q500.** As with any choice in life, there can be barriers that need to be overcome to make that choice a reality. How challenging do you anticipate each of the following barriers will be for you personally / for your teen; for your young adult.]in pursuit of additional training and education beyond a high school diploma?

T2B (Very or Extremely Challenging)	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>798</b>	<b>298</b>
The cost of tuition, books, and other expenses	46%	54%	61%	44%	48%
Cost of housing	40%	47%	38%	38%	44%
Knowing what career path to pursue/what educational options fit the desired job/career	38%	35%	35%	34%	35%
Personal anxiety or fears	32%	42%	41%	28%	37%
Time away from work/earning less money/balancing school and work	30%	42%	48%	26%	38%
Difficulty of coursework/requirements	33%	32%	29%	27%	27%
Schedules and times when courses are available	27%	26%	31%	20%	26%
Lack of interest in pursuing additional training and education	21%	25%	24%	22%	25%
Transportation availability	21%	27%	18%	17%	24%
Needed to care for a family member (child, parent or other family member)	13%	24%	29%	10%	24%
Personal health concerns	14%	22%	24%	12%	19%

B2B (Not at all/Not very challenging)	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>798</b>	<b>298</b>
Needed to care for a family member (child, parent or other family member)	67%	51%	43%	76%	49%
Personal health concerns	65%	52%	57%	69%	56%
Transportation availability	47%	46%	60%	53%	48%
Lack of interest in pursuing additional training and education	49%	44%	39%	46%	44%
Schedules and times when courses are available	37%	32%	24%	43%	34%
Personal anxiety or fears	34%	26%	27%	38%	28%
Time away from work/earning less money/balancing school and work	35%	21%	24%	41%	27%
Cost of housing	28%	23%	41%	29%	21%
Difficulty of coursework/requirements	24%	28%	28%	33%	26%
Knowing what career path to pursue/what educational options fit the desired job/career	26%	29%	26%	23%	24%
The cost of tuition, books, and other expenses	22%	17%	14%	20%	20%

#### **BASE: CARE FOR FAMILY MEMBER IS A BARRIER**

Q500A. For which family member(s) are you providing care?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Care For Family Member Is A Barrier</b>	<b>284</b>	<b>253</b>	<b>175</b>	<b>197</b>	<b>167</b>
Child/children	8%	28%	58%	11%	29%
Parent(s)	46%	37%	23%	37%	31%
Sibling(s)	24%	21%	8%	18%	16%
Grandparent(s)	15%	11%	2%	17%	16%
Other	19%	22%	21%	25%	16%

**BASE: ALL RESPONDENTS**

Q505. Which one of the following do you think will be the biggest barrier for you / your teen/ your young adult in pursuing additional training and education beyond a high school diploma?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
The cost of tuition, books, and other expenses	26%	23%	26%	26%	26%
Knowing what career path to pursue/what educational options fit the desired job/career	19%	12%	8%	16%	15%
Personal anxiety or fears	14%	12%	10%	15%	14%
Cost of housing	9%	13%	5%	10%	7%
Time away from work/earning less money/balancing school and work	8%	12%	15%	5%	11%
Difficulty of coursework/requirements	7%	4%	5%	7%	6%
Lack of interest in pursuing additional training and education	4%	5%	4%	8%	5%
Schedules and times when courses are available	6%	5%	8%	4%	5%
Transportation availability	3%	4%	3%	4%	5%
Needed to care for a family member (child, parent or other family member)	1%	8%	8%	1%	5%
Personal health concerns	3%	2%	7%	2%	2%

**BASE: PLAN TO PURSUE TE BEYOND HS**

Q535. Once enrolled, there are many different reasons that may cause someone to change their plans for additional training and education beyond a high school diploma. Which of the following do you think could be the biggest barrier to you personally/ as you think about your teen / as you think about your young adult completing additional training and education beyond a high school diploma? Please select all that apply.

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Plan To Pursue TE Beyond HS</b>	<b>682</b>	<b>338</b>	<b>160</b>	<b>690</b>	<b>228</b>
The cost of tuition, fees, books, and other related expenses	47%	47%	43%	44%	37%
The cost of living expenses	42%	39%	31%	32%	39%
Schedule of classes	25%	23%	38%	17%	22%
Time commitment to complete coursework	28%	22%	35%	21%	25%
Lack of advising/mentoring availability	24%	15%	18%	22%	16%
Lack of internship opportunities	24%	17%	10%	19%	19%
Program or degree requirements	27%	19%	21%	20%	20%
Availability of financial aid, scholarships, or loans	40%	40%	45%	35%	47%
Childcare availability on site/on campus	5%	7%	10%	4%	8%
Transportation options to/from home	15%	14%	16%	12%	15%
None of these	5%	5%	4%	14%	8%



**BASE: LACK OF ADVISING/MENTORING**

Q535A. Which of the following types of advising and mentoring is most important to you personally as you think about your teen/ as you think about your young adult?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Lack Of Advising/Mentoring</b>	<b>123</b>	<b>50</b>	<b>29</b>	<b>185</b>	<b>40</b>
Academic	70%	51%	67%	77%	58%
Career	85%	76%	71%	85%	72%
Other	1%	3%	9%	-	1%

**BASE: ALL RESPONDENTS – MAX DIFF**

Q600. You will be presented with groups of statements. Please pick the one that is **most motivating** to you as you think about the importance and value of additional training and education beyond a high school diploma to you / as you think about your teen/ as you think about your young adult. Please pick the one that is **least motivating** to you as you think about the importance and value of additional training and education beyond a high school diploma] to you / as you think about your teen / as you think about your young adult.

\*These are results from a max diff exercise. The data in the above table represents utility scores derived from multivariate analysis.\*

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: ALL RESPONDENTS</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Gives access to knowledge and training, leading to higher paying jobs/career	13.1	12.8	13.5	12.5	11.9
Provides skills and experience for access to opportunities you wouldn't have otherwise	9.9	9.6	10.5	10.0	10.9
Links you to a network of connections in Indiana that can help throughout your career	9.9	9.2	8.1	9.6	8.1
Illuminates potential personal and professional pathways for your future	7.2	7.9	6.5	7.3	8.3
Allows you to pursue your personal interests and passions	10.0	10.5	9.8	9.5	10.6
Gives you the foundation to build a financially secure life	13.8	14.4	15.0	13.3	14.7
Provides you with the knowledge and tools to be independent	8.5	9.0	9.1	9.4	10.9
Exposes you to experiences, knowledge and people to be the best version of yourself	10.8	10.5	9.3	11.7	10.1
Affordable through Indiana programs that provide easy access to financial assistance	10.8	10.5	11.8	10.5	9.3
Accessible through Indiana programs that guarantee admission	6.1	5.6	6.3	6.1	5.2

**BASE: TRAINING AND EDUCATION NOT OF HIGH IMPORTANCE**

Q605. Earlier, you indicated that you think additional training and education beyond a high school diploma is [INSERT RESPONSE FROM Q305, BOLD] to achieving your / your teen's / your young adult's goals for the future. Which one of the following statements would cause you to believe that training and education is [INSERT RESPONSE THAT IS ONE SCALE POINT HIGHER THAN Q305] or just slightly more important to achieving your / your teen's / your young adult's goals for the future?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: TRAINING AND EDUCATION NOT OF HIGH IMPORTANCE</b>	<b>152</b>	<b>164</b>	<b>142</b>	<b>104</b>	<b>70</b>
Gives you the foundation to build a financially secure life	17%	23%	23%	18%	31%
Gives access to knowledge and training, leading to higher paying jobs/careers	23%	16%	14%	11%	13%
Allows you to pursue your personal interests and passions	17%	12%	11%	23%	6%
Provides skills and experience for access to opportunities you wouldn't have otherwise	7%	12%	9%	2%	13%
Provides you with the knowledge and tools to be independent	6%	9%	8%	11%	4%
Affordable through Indiana programs providing easy access to financial assistance	7%	5%	12%	3%	8%
Illuminates potential personal and professional pathways for your future	9%	6%	1%	3%	8%
Exposes you to experiences, knowledge and people to be the best version of yourself	5%	3%	5%	4%	6%
Links you to a network of connections in Indiana that can help throughout your job/career	4%	4%	4%	2%	1%
Accessible through Indiana programs that guarantee	1%	0%	4%	-	2%
None of these	4%	9%	10%	24%	9%

**BASE: ALL RESPONDENTS**

Q615Ar1. How believable is each statement to you? – **Indiana is ranked first in the Midwest and fifth in the nation in providing need-based financial aid to students.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Believable (NET)	71%	68%	60%	70%	62%
Extremely/Very believable (SUB-NET)	35%	28%	23%	35%	29%
Extremely believable	10%	10%	6%	10%	8%
Very believable	25%	19%	17%	25%	21%
Somewhat believable	36%	39%	37%	34%	34%
Not very believable	12%	14%	21%	14%	17%
Not at all believable	5%	7%	7%	5%	6%
Never heard of/not aware of	12%	11%	13%	11%	14%

**BASE: ALL RESPONDENTS**

Q615Ar2. How believable is each statement to you? – **Indiana provides more than \$400 million per year in state financial aid.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Believable (NET)	72%	64%	67%	75%	70%
Extremely/Very believable (SUB-NET)	41%	29%	27%	39%	31%
Extremely believable	13%	9%	7%	13%	9%
Very believable	29%	19%	20%	25%	22%
Somewhat believable	31%	36%	40%	36%	39%
Not very believable	13%	17%	16%	11%	12%
Not at all believable	4%	8%	4%	3%	5%
Never heard of/not aware of	11%	11%	13%	11%	13%

**BASE: ALL RESPONDENTS**

Q615Ar3. How believable is each statement to you? – **Indiana colleges and universities are sixth in the nation maintaining tuition costs. When accounting for inflation, tuition rates have actually decreased by two percent.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Believable (NET)	68%	62%	57%	70%	58%
Extremely/Very believable (SUB-NET)	31%	25%	19%	35%	25%
Extremely believable	10%	8%	5%	9%	7%
Very believable	21%	16%	14%	26%	18%
Somewhat believable	36%	37%	37%	35%	33%
Not very believable	15%	15%	23%	13%	15%
Not at all believable	6%	9%	8%	8%	13%
Never heard of/not aware of	11%	13%	12%	9%	14%

**BASE: ALL RESPONDENTS**

Q615Ar4. How believable is each statement to you? – **Eligible Indiana students who meet the requirements receive a two or four year scholarship that pays up to 100% tuition at an eligible Indiana college or university.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Believable (NET)	72%	61%	61%	71%	62%
Extremely/Very believable (SUB-NET)	40%	32%	24%	42%	31%
Extremely believable	17%	12%	7%	15%	13%
Very believable	23%	20%	16%	26%	18%
Somewhat believable	32%	29%	37%	29%	32%
Not very believable	12%	18%	20%	10%	16%
Not at all believable	5%	10%	5%	7%	8%
Never heard of/not aware of	10%	11%	14%	12%	14%

**BASE: ALL RESPONDENTS**

Q615Ar5. How believable is each statement to you? – **The Indiana 2023 high school graduating class did not use \$76 million in federal scholarship aid because they did not file the FAFSA form.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Believable (NET)	66%	66%	66%	70%	68%
Extremely/Very believable (SUB-NET)	34%	34%	35%	40%	36%
Extremely believable	11%	10%	10%	15%	13%
Very believable	23%	25%	25%	25%	23%
Somewhat believable	32%	32%	31%	30%	32%
Not very believable	15%	11%	13%	12%	9%
Not at all believable	4%	8%	5%	6%	6%
Never heard of/not aware of	15%	15%	17%	12%	16%

**BASE: ALL RESPONDENTS**

Q615Ar6. How believable is each statement to you? – **The variety of options and ways to pursue additional training and education beyond a high school diploma in Indiana means there is a place for everyone.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Believable (NET)	81%	73%	75%	79%	73%
Extremely/Very believable (SUB-NET)	46%	32%	31%	44%	41%
Extremely believable	19%	11%	13%	16%	11%
Very believable	27%	22%	18%	28%	30%
Somewhat believable	35%	40%	44%	36%	32%
Not very believable	10%	13%	11%	11%	14%
Not at all believable	2%	7%	4%	4%	7%
Never heard of/not aware of	7%	7%	9%	6%	6%

**BASE: ALL RESPONDENTS**

Q615Br1. How important is this information to you and the decision to pursue additional training and education? – **Indiana is ranked first in the Midwest and fifth in the nation in providing need-based financial aid to students.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Important (NET)	87%	87%	88%	89%	88%
Absolutely essential/Very important (SUB-NET)	58%	51%	51%	58%	57%
Absolutely essential	21%	18%	11%	19%	22%
Very important	37%	33%	40%	39%	35%
Somewhat important	30%	36%	37%	32%	31%
Not very/ Not at all important (NET)	13%	13%	12%	11%	12%
Not very important	9%	10%	9%	7%	10%
Not at all important	4%	4%	3%	4%	2%

**BASE: ALL RESPONDENTS**

Q615Br2. How important is this information to you and the decision to pursue additional training and education? – **Indiana provides more than \$400 million per year in state financial aid.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Important (NET)	90%	87%	92%	90%	93%
Absolutely essential/Very important (SUB-NET)	67%	57%	65%	66%	67%
Absolutely essential	25%	21%	23%	26%	28%
Very important	42%	36%	42%	39%	39%
Somewhat important	24%	30%	27%	25%	26%
Not very/ Not at all important (NET)	10%	13%	8%	10%	7%
Not very important	6%	9%	5%	6%	6%
Not at all important	3%	4%	3%	3%	1%

**BASE: ALL RESPONDENTS**

Q615Br3. How important is this information to you and the decision to pursue additional training and education? – **Indiana colleges and universities are sixth in the nation maintaining tuition costs. When accounting for inflation, tuition rates have actually decreased by two percent.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Important (NET)	87%	87%	85%	89%	88%
Absolutely essential/Very important (SUB-NET)	56%	47%	45%	58%	54%
Absolutely essential	17%	17%	10%	19%	17%
Very important	39%	30%	36%	39%	37%
Somewhat important	31%	40%	40%	31%	34%
Not very/ Not at all important (NET)	13%	13%	15%	11%	12%
Not very important	9%	9%	11%	8%	8%
Not at all important	4%	4%	3%	3%	4%

**BASE: ALL RESPONDENTS**

Q615Br4. How important is this information to you and the decision to pursue additional training and education? – **Eligible Indiana students who meet the requirements receive a two or four year scholarship that pays up to 100% tuition at an eligible Indiana college or university.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Important (NET)	94%	87%	89%	92%	93%
Absolutely essential/Very important (SUB-NET)	71%	58%	66%	71%	65%
Absolutely essential	31%	26%	25%	30%	29%
Very important	40%	32%	41%	41%	36%
Somewhat important	23%	29%	23%	22%	29%
Not very/ Not at all important (NET)	6%	13%	11%	8%	7%
Not very important	4%	10%	8%	5%	4%
Not at all important	3%	3%	3%	3%	2%

**BASE: ALL RESPONDENTS**

Q615Br5. How important is this information to you and the decision to pursue additional training and education? – **The Indiana 2023 high school graduating class did not use \$76 million in federal scholarship aid because they did not file the FAFSA form.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Important (NET)	80%	78%	76%	82%	81%
Absolutely essential/Very important (SUB-NET)	46%	46%	44%	51%	51%
Absolutely essential	19%	16%	14%	18%	19%
Very important	27%	30%	31%	33%	32%
Somewhat important	35%	32%	31%	32%	30%
Not very/ Not at all important (NET)	20%	22%	24%	18%	19%
Not very important	14%	13%	16%	11%	12%
Not at all important	6%	9%	8%	7%	7%

**BASE: ALL RESPONDENTS**

Q615Br6. How important is this information to you and the decision to pursue additional training and education? – **The variety of options and ways to pursue additional training and education beyond a high school diploma in Indiana means there is a place for everyone.**

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Important (NET)	90%	86%	89%	92%	94%
Absolutely essential/Very important (SUB-NET)	62%	51%	58%	65%	65%
Absolutely essential	27%	20%	22%	25%	25%
Very important	35%	31%	36%	40%	41%
Somewhat important	28%	35%	31%	27%	28%
Not very/ Not at all important (NET)	10%	14%	11%	8%	6%
Not very important	7%	9%	10%	5%	5%
Not at all important	3%	5%	1%	2%	2%

**BASE: ALL RESPONDENTS**

Q620. Today, many people question the value or return on investment of additional training and education beyond a high school diploma. The statements below are all things that Indiana is currently doing. Looking at the same statements again, which one of the following statements would cause you to believe that the benefits that comes from training and education is worth the cost?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Eligible Indiana students who meet the requirements receive a two- or four-year scholarship that pays up to 100% tuition at an eligible Indiana college or university.	35%	35%	37%	34%	32%
The variety of options and ways to pursue additional training and education beyond a high school diploma in Indiana means there is a place for everyone.	21%	17%	18%	21%	22%
Indiana provides more than \$400 million per year in state financial aid.	17%	18%	15%	15%	14%
Indiana is ranked first in the Midwest and fifth in the nation in providing need-based financial aid to students.	9%	11%	14%	11%	11%
Indiana colleges and universities are sixth in the nation maintaining tuition costs. When accounting for inflation, tuition rates have actually decreased by two percent.	9%	11%	10%	10%	10%
The Indiana 2023 high school graduating class did not use \$76 million in federal scholarship aid because they did not file the FAFSA form.	9%	8%	7%	9%	13%



**BASE: ALL RESPONDENTS**

Q705. How often do you rely on the following people and institutions when it comes to providing guidance and advice about additional training and education beyond a high school diploma for you / your teen / your young adult?

ALWAYS RELY ON	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
My parents/guardian	67%	47%	28%	36%	39%
Teachers/Coaches	52%	34%	20%	44%	36%
Guidance counselors	47%	28%	17%	44%	32%
Representatives from training and education programs and institutions	33%	22%	19%	31%	26%
My friends	25%	33%	19%	17%	21%
Indiana State Government	22%	16%	11%	18%	11%
Employers	11%	16%	12%	14%	17%
Churches/Faith Communities	11%	19%	10%	15%	16%
Co-workers	9%	14%	10%	15%	11%
Community Organizations/Not-for-Profit Organizations	12%	14%	9%	12%	14%
Social media/media	12%	13%	7%	7%	12%
Local celebrities or sports figures that have overcome similar challenges	7%	9%	4%	6%	10%

**BASE: ALL RESPONDENTS**

Q705. How often do you rely on the following people and institutions when it comes to providing guidance and advice about additional training and education beyond a high school diploma for you / your teen / your young adult?

SOMETIMES RELY ON	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
My friends	60%	54%	62%	68%	62%
Employers	57%	56%	64%	59%	57%
Co-workers	57%	55%	61%	58%	57%
Representatives from training and education programs and institutions	52%	47%	55%	53%	55%
Community Organizations/Not-for-Profit Organizations	46%	45%	43%	53%	50%
Teachers/Coaches	42%	47%	48%	48%	53%
Social media/media	50%	48%	39%	44%	41%
Guidance counselors	44%	46%	43%	45%	51%
Indiana State Government	41%	39%	43%	43%	49%
My parents/guardian	31%	43%	42%	43%	42%
Churches/Faith Communities	40%	30%	34%	41%	39%
Local celebrities or sports figures that have overcome similar challenges	33%	34%	22%	26%	30%

**BASE: ALL RESPONDENTS**

Q705. How often do you rely on the following people and institutions when it comes to providing guidance and advice about additional training and education beyond a high school diploma for you / your teen / your young adult?

NEVER RELY ON	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Local celebrities or sports figures that have overcome similar challenges	60%	57%	74%	68%	59%
Churches/Faith Communities	49%	51%	56%	44%	45%
Social media/media	38%	39%	54%	49%	46%
Indiana State Government	37%	45%	46%	39%	40%
Community Organizations/Not-for-Profit Organizations	42%	41%	47%	35%	36%
Co-workers	34%	32%	29%	27%	32%
Employers	32%	28%	24%	27%	25%
Representatives from training and education programs and institutions	15%	31%	26%	15%	19%
Guidance counselors	10%	26%	40%	10%	17%
My friends	15%	13%	19%	15%	17%
My parents/guardian	3%	10%	31%	21%	19%
Teachers/Coaches	6%	19%	32%	8%	11%

**BASE: ALL HIGH SCHOOL STUDENTS**

Q710. How influential are your parents/guardian(s) in your decision of your chosen path and direction after you graduate from high school?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: High School Students</b>	<b>817</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Influential (NET)	95%	-	-	-	-
Extremely/Very influential (SUB-NET)	72%	-	-	-	-
Extremely influential	27%	-	-	-	-
Very influential	45%	-	-	-	-
Somewhat influential	24%	-	-	-	-
Not very/ Not at all influential (NET)	5%	-	-	-	-
Not very influential	3%	-	-	-	-
Not at all influential	1%	-	-	-	-

**BASE: ALL RESPONDENTS**

Q715SUM. Only heard the name/Never heard of [UNABLE TO RATE]

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Frank O'Bannon Grant	48%	48%	71%	48%	55%
Learn More Indiana	44%	48%	69%	49%	50%
Indiana's Outreach Coordinators	43%	52%	63%	48%	50%
Indiana Pre-Admissions	39%	47%	65%	45%	45%
Workforce Ready Grant	43%	46%	55%	45%	44%
Indiana College Core	31%	44%	62%	36%	43%
CTE/Career and Technical Education	27%	39%	60%	28%	39%
21 <sup>st</sup> Century Scholars Program	22%	23%	41%	21%	24%
FAFSA (Free Application for Federal Student Aid)	19%	18%	21%	13%	9%

**BASE: AWARE OF FAFSA**

Q715r1. How favorable are you toward each of the following? - FAFSA

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Aware of FAFSA</b>	<b>683</b>	<b>422</b>	<b>243</b>	<b>711</b>	<b>271</b>
Favorable (NET)	85%	82%	89%	87%	84%
Extremely/Very favorable (SUB-NET)	59%	56%	51%	59%	57%
Extremely favorable	30%	30%	24%	32%	31%
Very favorable	30%	25%	27%	26%	26%
Somewhat favorable	26%	26%	38%	28%	27%
Not very/ Not at all favorable (NET)	15%	18%	11%	13%	16%
Not very favorable	11%	11%	8%	9%	8%
Not at all favorable	4%	7%	3%	4%	7%

**BASE: AWARE OF LEARN MORE INDIANA**

Q715r2. How favorable are you toward each of the following? – Learn More Indiana

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Aware of Learn More Indiana</b>	<b>496</b>	<b>283</b>	<b>120</b>	<b>492</b>	<b>168</b>
Favorable (NET)	84%	72%	87%	90%	85%
Extremely/Very favorable (SUB-NET)	46%	36%	46%	50%	48%
Extremely favorable	17%	14%	16%	21%	15%
Very favorable	29%	22%	30%	28%	33%
Somewhat favorable	38%	37%	41%	41%	37%
Not very/ Not at all favorable (NET)	16%	28%	13%	10%	15%
Not very favorable	11%	15%	8%	7%	11%
Not at all favorable	5%	13%	5%	3%	4%

**BASE: AWARE OF 21st CENTURY SCHOLARS PROGRAM**

Q715r3. How favorable are you toward each of the following? – 21st Century Scholars Program

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Aware of 21st Century Scholars Program</b>	<b>652</b>	<b>400</b>	<b>189</b>	<b>668</b>	<b>239</b>
Favorable (NET)	86%	79%	91%	89%	91%
Extremely/Very favorable (SUB-NET)	56%	47%	53%	61%	58%
Extremely favorable	26%	22%	25%	33%	26%
Very favorable	29%	25%	28%	29%	31%
Somewhat favorable	30%	32%	38%	28%	34%
Not very/ Not at all favorable (NET)	14%	21%	9%	11%	9%
Not very favorable	11%	12%	8%	6%	4%
Not at all favorable	3%	9%	1%	4%	4%

**BASE: AWARE OF INDIANA COLLEGE CORE**

Q715r4. How favorable are you toward each of the following? – Indiana College Core

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Aware of Indiana College Core</b>	<b>585</b>	<b>305</b>	<b>139</b>	<b>568</b>	<b>192</b>
Favorable (NET)	87%	77%	85%	88%	86%
Extremely/Very favorable (SUB-NET)	46%	41%	39%	50%	39%
Extremely favorable	16%	16%	12%	20%	15%
Very favorable	30%	25%	27%	30%	24%
Somewhat favorable	41%	36%	46%	38%	47%
Not very/ Not at all favorable (NET)	13%	23%	15%	12%	14%
Not very favorable	10%	16%	15%	8%	9%
Not at all favorable	3%	7%	0%	4%	5%

**BASE: AWARE OF WORKFORCE READY GRANT**

Q715r5. How favorable are you toward each of the following? – Workforce Ready Grant

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Aware of Workforce Ready Grant</b>	<b>490</b>	<b>295</b>	<b>157</b>	<b>516</b>	<b>187</b>
Favorable (NET)	84%	75%	87%	91%	82%
Extremely/Very favorable (SUB-NET)	53%	37%	47%	56%	47%
Extremely favorable	21%	13%	21%	20%	15%
Very favorable	32%	24%	26%	36%	32%
Somewhat favorable	32%	38%	40%	35%	36%
Not very/ Not at all favorable (NET)	16%	25%	13%	9%	18%
Not very favorable	10%	17%	13%	7%	12%
Not at all favorable	5%	8%	0%	2%	6%

**BASE: AWARE OF CTE/CAREER AND TECHNICAL EDUCATION**

Q715r6. How favorable are you toward each of the following? – CTE/Career and Technical Education

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Aware of CTE/Career and Technical Education</b>	<b>620</b>	<b>331</b>	<b>143</b>	<b>620</b>	<b>192</b>
Favorable (NET)	84%	77%	86%	92%	87%
Extremely/Very favorable (SUB-NET)	49%	37%	44%	57%	46%
Extremely favorable	20%	16%	15%	21%	16%
Very favorable	29%	21%	29%	36%	30%
Somewhat favorable	35%	39%	43%	35%	41%
Not very/ Not at all favorable (NET)	16%	23%	14%	8%	13%
Not very favorable	13%	16%	9%	6%	6%
Not at all favorable	3%	7%	5%	2%	7%

**BASE: AWARE OF INDIANA'S OUTREACH COORDINATORS**

Q715r7. How favorable are you toward each of the following? – Indiana's Outreach Coordinators

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Aware of Indiana's Outreach Coordinators</b>	<b>497</b>	<b>272</b>	<b>137</b>	<b>501</b>	<b>168</b>
Favorable (NET)	82%	74%	89%	90%	82%
Extremely/Very favorable (SUB-NET)	45%	34%	47%	49%	39%
Extremely favorable	15%	12%	13%	15%	16%
Very favorable	30%	22%	34%	34%	23%
Somewhat favorable	37%	40%	43%	41%	43%
Not very/ Not at all favorable (NET)	18%	26%	11%	10%	18%
Not very favorable	15%	18%	9%	7%	13%
Not at all favorable	3%	8%	2%	3%	5%

**BASE: AWARE OF FRANK O'BANNON GRANT**

Q715r8. How favorable are you toward each of the following? – Frank O'Bannon Grant

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Aware of Frank O'Bannon Grant</b>	<b>451</b>	<b>282</b>	<b>117</b>	<b>492</b>	<b>154</b>
Favorable (NET)	80%	77%	91%	89%	89%
Extremely/Very favorable (SUB-NET)	51%	41%	53%	57%	58%
Extremely favorable	20%	18%	22%	25%	28%
Very favorable	31%	23%	31%	32%	30%
Somewhat favorable	29%	36%	38%	31%	32%
Not very/ Not at all favorable (NET)	20%	23%	9%	11%	11%
Not very favorable	15%	15%	7%	8%	6%
Not at all favorable	5%	7%	2%	3%	4%

**BASE: AWARE OF INDIANA PRE-ADMISSIONS**

Q715r9. How favorable are you toward each of the following? – Indiana Pre-Admissions

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Aware of Frank O'Bannon Grant</b>	<b>526</b>	<b>293</b>	<b>132</b>	<b>527</b>	<b>182</b>
Favorable (NET)	85%	76%	90%	88%	83%
Extremely/Very favorable (SUB-NET)	47%	34%	48%	53%	39%
Extremely favorable	16%	11%	11%	19%	15%
Very favorable	31%	23%	37%	34%	24%
Somewhat favorable	37%	41%	42%	35%	44%
Not very/ Not at all favorable (NET)	15%	24%	10%	12%	17%
Not very favorable	13%	19%	9%	10%	12%
Not at all favorable	3%	5%	1%	3%	5%

**BASE: BELIEVE COST IS A BARRIER**

Q810\_A. How believable is this information to you?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Believe Cost is A Barrier</b>	<b>320</b>	<b>151</b>	<b>71</b>	<b>307</b>	<b>85</b>
Believable (NET)	81%	77%	71%	76%	65%
Extremely/Very believable (SUB-NET)	36%	38%	31%	39%	34%
Extremely believable	5%	11%	12%	6%	9%
Very believable	31%	27%	19%	33%	25%
Somewhat believable	45%	39%	40%	37%	31%
Not very/Not at all believable (NET)	19%	23%	29%	24%	35%
Not very believable	15%	16%	29%	20%	28%
Not at all believable	3%	7%	-	4%	7%

**BASE: ALL RESPONDENTS**

Q810\_B. Regardless of your / your teen's / your young adult's choice for additional training and education beyond a high school diploma, do you believe that this is a cost that you are able to find a way to pay for (out-of-pocket and/or with financial aid)?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: All Respondents</b>	<b>817</b>	<b>497</b>	<b>301</b>	<b>797</b>	<b>299</b>
Yes, could find a way to pay (NET)	89%	78%	59%	84%	74%
Yes, definitely could find a way to pay	34%	24%	17%	36%	31%
Yes, probably could find a way to pay	55%	54%	43%	48%	43%
No, definitely could not find a way to pay	11%	22%	41%	16%	26%

**BASE: HIGH SCHOOL STUDENT OR PARENT**

Q815. Which of the following best describes the type of high school you / your teen currently attends?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: High School Student or Parent</b>	<b>817</b>	<b>-</b>	<b>-</b>	<b>797</b>	<b>-</b>
Public School	68%	-	-	71%	-
Private School (Including faith-based schools)	27%	-	-	21%	-
Charter School	2%	-	-	2%	-
I don't know	1%	-	-	1%	-
Other (Specify)	2%	-	-	4%	-



**BASE: EMPLOYED**

Q815.1. And in what industry are you currently employed?

	HS Students	YA Students	Adult Learners	Parents of HS Students	Parents and Family of YA Students
<b>Base: Employed</b>	<b>168</b>	<b>271</b>	<b>217</b>	<b>705</b>	<b>227</b>
Sales worker	15%	15%	11%	5%	6%
Food preparation or service	30%	20%	8%	3%	7%
Office and administrative support worker	2%	2%	2%	4%	5%
Manufacturing or production worker	3%	4%	16%	7%	11%
Construction or mining worker	0%	2%	3%	3%	5%
Building and grounds cleaning and maintenance	1%	3%	2%	1%	1%
Healthcare support	4%	7%	8%	6%	13%
Transportation and material moving	2%	2%	6%	2%	3%
Arts, design, entertainment, sports, and media	5%	3%	1%	3%	1%
Healthcare practitioners and technical workers	1%	6%	6%	8%	6%
Personal care and service worker	4%	2%	1%	1%	1%
Small business owner	1%	3%	5%	4%	2%
Manager, executive or official	-	2%	3%	10%	6%
Business, financial, insurance, real estate, or consulting	1%	2%	4%	10%	3%
Computer and mathematical	2%	1%	3%	3%	3%
Community and social services	2%	1%	1%	1%	1%
Education, training, and library	5%	6%	3%	12%	8%
Architecture or engineering	-	1%	1%	4%	3%
Installation, maintenance, or repair worker	3%	1%	2%	1%	1%
Security and protective services	1%	2%	1%	1%	2%
Farming, fishing, or forestry worker	1%	2%	1%	0%	2%
Life, physical, and social sciences	0%	2%	-	1%	0%
Military	0%	1%	-	0%	0%
Legal	0%	0%	1%	1%	2%
Other (Specify)	14%	11%	14%	8%	9%

--END--