

Spring | 2017

State of the State Survey

A Check-in: Looking at the College Going Culture of Michigan Adults

MICHIGAN STATE
UNIVERSITY | Institute for Public Policy
and Social Research
State of the State Survey

MICHIGAN
COLLEGE ACCESS NETWORK

For more information about the State of the State Survey, see www.ippsr.msu.edu/SOSS/. MSU's State of the State Survey is a project of IPPSR's Office for Survey Research. IPPSR is a unit of MSU's College of Social Science.

The Michigan College Access Network works to increase college readiness, participation and completion in Michigan, particularly among low-income students, first-generation college-going students, and students of color. It is MCAN's goal to increase the percentage of Michigan residents with degrees or postsecondary certificates to 60 percent by the year 2025. For more information, visit www.micollegeaccess.org.

Executive Summary

Michigan has persistently lagged behind the national average in college attainment. Currently, 43.7% of the state's 5.2 million working-age adults (25-64 years old) hold a high-quality certificate or degree, which lags behind the national average of 46.9% (U.S. Census Bureau, American Community Survey 2016). It is critical to increase the educational attainment rate in Michigan because it is estimated that 70% of new jobs in Michigan will require a postsecondary certificate or degree by 2020 (Carnevale, Smith, Strohl, 2013).

The Michigan College Access Network (MCAN) has maintained a contract with the Institute for Public Policy and Social Research (IPPSR) at Michigan State University to annually measure the college-going culture of adults in the state of Michigan through the State of the State Survey (SOSS). The SOSS is a comprehensive survey administered quarterly to measure citizen opinion on critical issues. The SOSS allows for regular systematic monitoring of the public culture on a variety of topics. 2012 was the first time these questions were asked and MCAN intends to continue asking the questions on an annual basis.

SOSS survey data is collected through phone interviews to both landline and cellular phones. 954 individuals were surveyed between April 2017 and July 2017. This report focuses on the data from the college-going culture questions sponsored by the Michigan College Access Network. The statewide data has been weighted to provide a representative sampling (both geographically and demographically) of the state of Michigan. The regional data reported has not been weighted.

Results remain positive in the fourth year of the survey, as 90.4% of Michigan adults feel a college education is somewhat important or very important for a young person in Michigan to be successful in the labor market and their career. Also, aspirations are high among those with children under 18. Of those surveyed, 92.9% believe it is somewhat likely or very likely their child will get a college education.

Although questions one and two demonstrate adults believe a college education is important and aspire for their children to go to college, we know that aspirations and the reality of college completion data show a large gap. Michigan has persistently lagged behind the national average in college attainment.

In addition to this brief, MCAN monitors how Michigan is moving the needle on college access and success indicators and shares the data publicly through a Dashboard Community Report available at www.micollegeaccess.org/about/dashboard.



Central Questions

For the purposes of the college-going culture survey questions, a college education was defined to the survey respondent as: earning a degree or certificate from an accredited educational institution beyond high school, such as a technical school, community college, or university. The survey questions focused on college-going culture were as follows:

Question #1: For a young person in Michigan to be successful in the labor market and in their career, how important is it to have a college education?

Question #2: How likely is it that your child will get a college education?

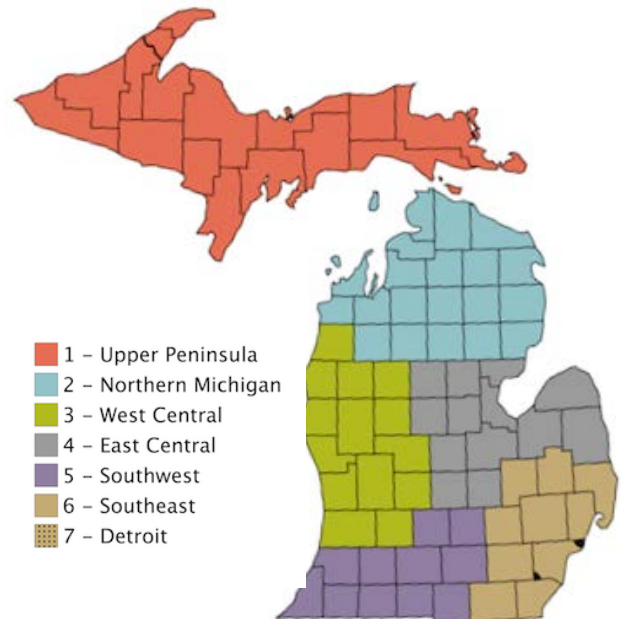
Question #3: At today's levels of tuition and financial aid, a college education is reasonably affordable for people in Michigan.

Surveyed: Adults = Persons 18 years of age and older, Number of adults = 954

Regional Alignment

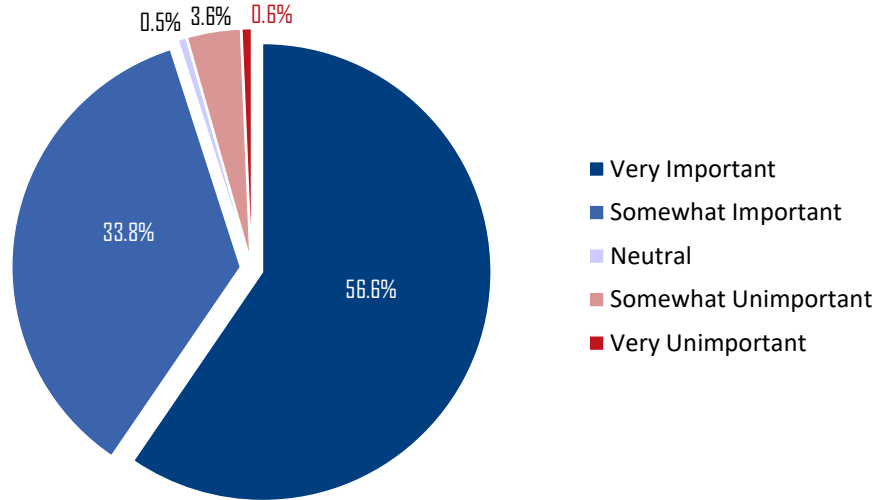
Regions as used in this survey are defined as follows:

- 1. Upper Peninsula:** Alger, Baraga, Chippewa, Delta, Dickinson, Gogebic, Houghton, Iron, Keweenaw, Luce, Ontonagon, Mackinac, Marquette, Menominee, Schoolcraft
- 2. Northern Michigan:** Alcona, Alpena, Antrim, Benzie, Charlevoix, Cheboygan, Crawford, Emmet, Grand Traverse, Iosco, Kalkaska, Leelanau, Missaukee, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Wexford
- 3. West Central:** Allegan, Barry, Ionia, Kent, Lake, Manistee, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa
- 4. East Central:** Arenac, Bay, Clare, Clinton, Gladwin, Gratiot, Huron, Isabella, Midland, Saginaw, Sanilac, Shiawassee, Tuscola
- 5. Southwest:** Berrien, Branch, Calhoun, Cass, Eaton, Hillsdale, Ingham, Jackson, Kalamazoo, St. Joseph, Van Buren
- 6. Southeast:** Genesee, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, Wayne [excluding Detroit]
- 7. Detroit:** City of Detroit proper



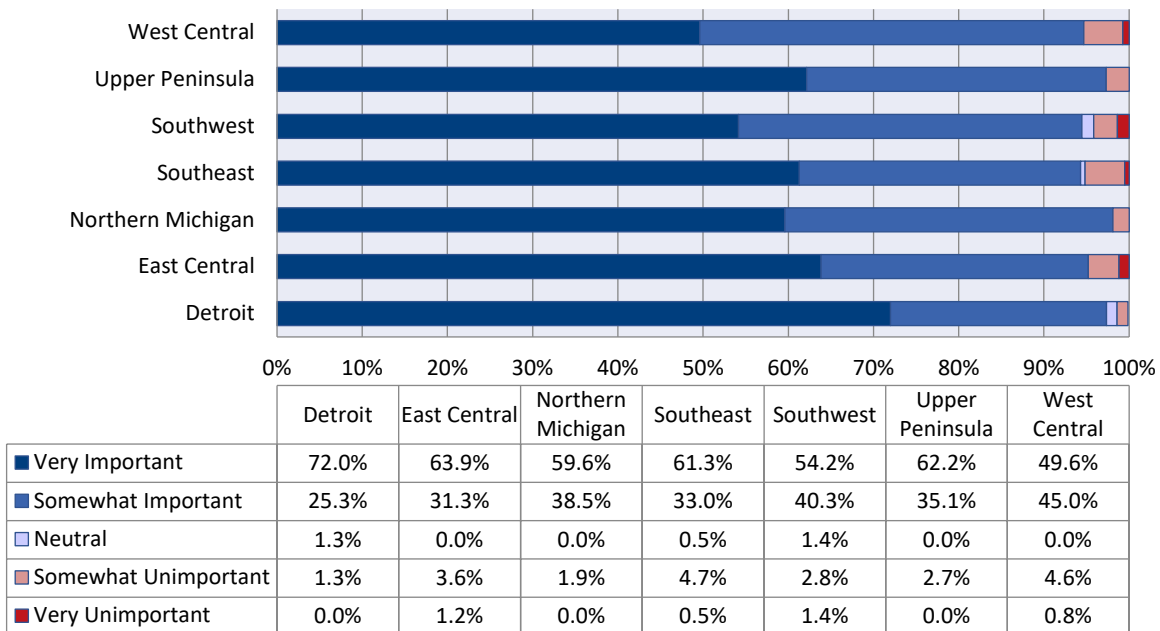
For a young person in Michigan to be successful in the labor market and in their career, how important is it to have a college education?

The 2017 report shows dramatic difference in terms of citizen beliefs on the importance of a college education. Still, over 90% of all Michiganders continue to believe college is somewhat or very important, but only 56.6% believe it is very important. While the percent of respondents with some level of agreement to the statement remains high, we see a 15% drop in the respondents who feel attending college is very important.



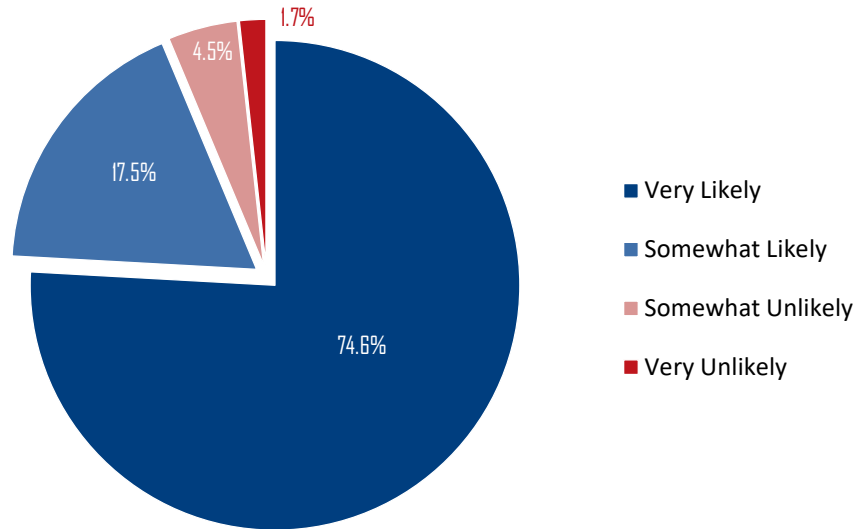
Looking regionally, the percentage of respondents who believe postsecondary education is somewhat or very important to be successful in the labor market is high in every region with little differentiation from the state average. Depending on the region, between 90% and 97% of respondents believe a college education is important for success in the labor market, a slight decrease from 2015.

Importance of a College Education



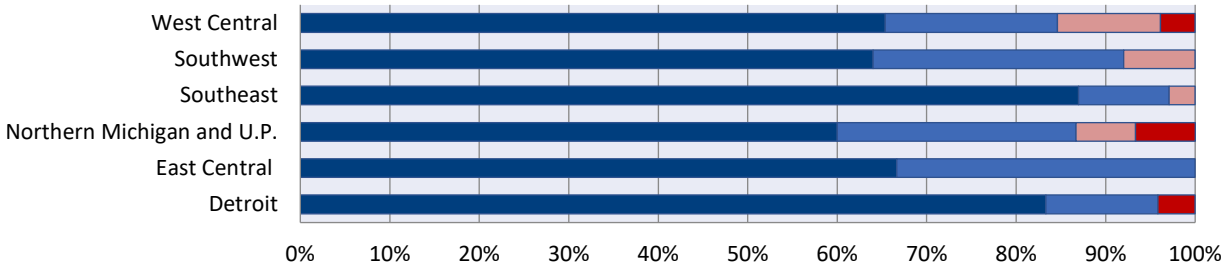
How likely is it that your child will get a college education?

Opinions have wavered only a little since 2015 on this question. Over 92% of Michigan adults believe their child is likely to attain a college education. The percent of respondents who believe it is very likely their child will attain a college education dropped slightly from 2015 to 75%.



The regional disaggregation shows some disparities, however, they are much smaller than we saw in 2015. Most regions had an increase in the percent of respondents who believe their child will attain a college degree or certificate, and over 80% of respondents in all regions agree with the statement. In the combined Northern Michigan and Upper Peninsula region, the change from 2015 to 2017 represented over a 30% increase. Further, 100% of respondents in the East Central region agreed with the statement.

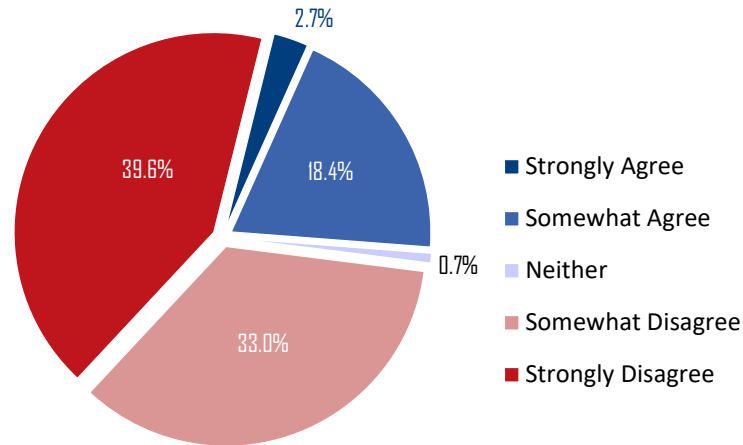
Likelihood Your Child Will Go to College



	Detroit	East Central	Northern Michigan and U.P.	Southeast	Southwest	West Central
Very Likely	83.3%	66.7%	60.0%	87.0%	64.0%	65.4%
Somewhat Likely	12.5%	33.3%	26.7%	10.1%	28.0%	19.2%
Somewhat Unlikely	0.0%	0.0%	6.7%	2.9%	8.0%	11.5%
Very Unlikely	4.2%	0.0%	6.7%	0.0%	0.0%	3.9%

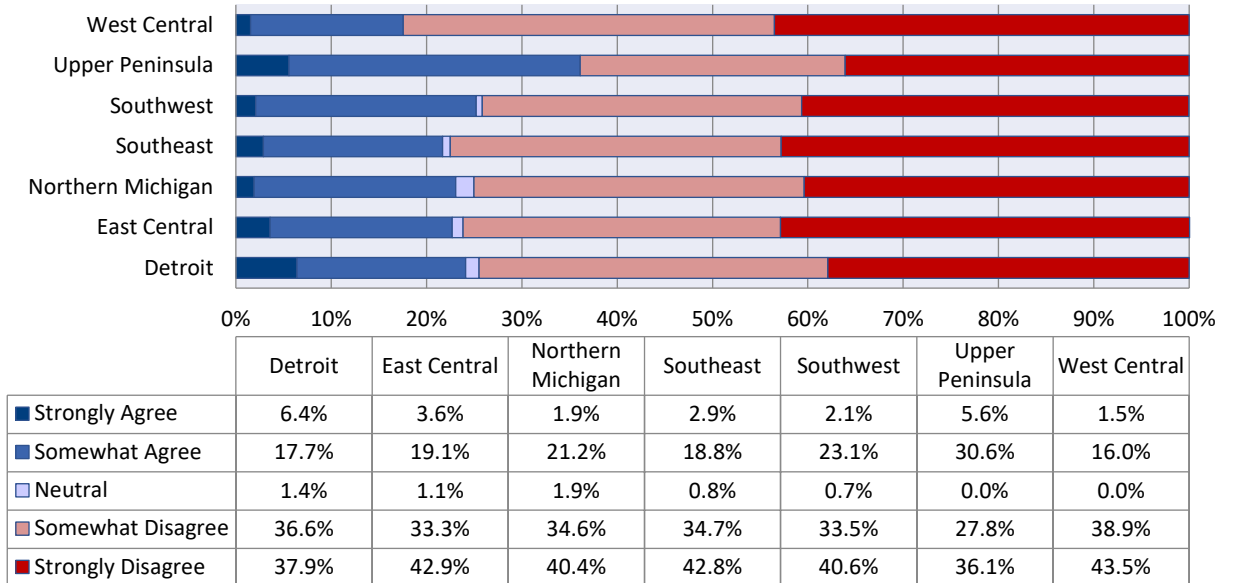
At today's levels of tuition and financial aid, a college education is reasonably affordable for people in Michigan.

Similar to data from 2015, the vast majority of respondents believe a college education is not reasonably affordable. 72.6% of Michigan adults, a slight increase from 2015, disagree with the notion that a college education is reasonably affordable. Nearly 40% of all Michigan adults strongly disagree that a college education is reasonably affordable. It is worth noting, that over 20% of the respondents do believe that a college education is reasonably affordable.



While the first two questions reveal a strong understanding of the importance of college education for Michigan, question three reveals that affordability remains a problem.

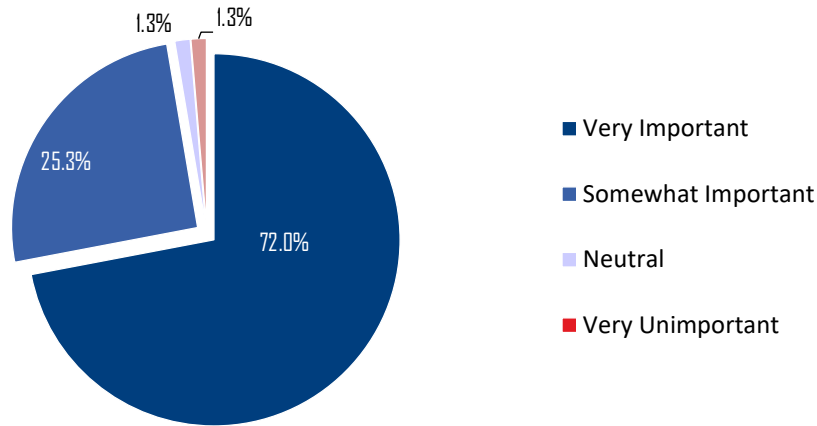
A College Education is Reasonably Affordable



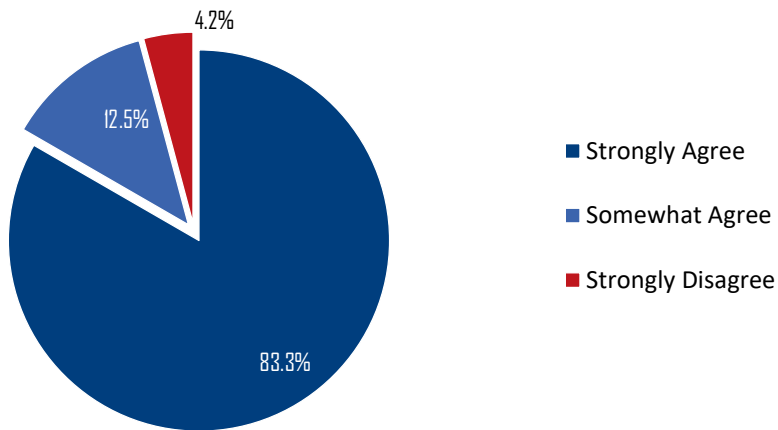
The results from this survey reveal an important fact regarding Michigan adults' perceptions about higher education; Michigan adults definitively agree that a college education is important, and also believe their children are likely to attend college despite their belief that a college education is not reasonably affordable today.

Regional Disaggregation Summary: Detroit

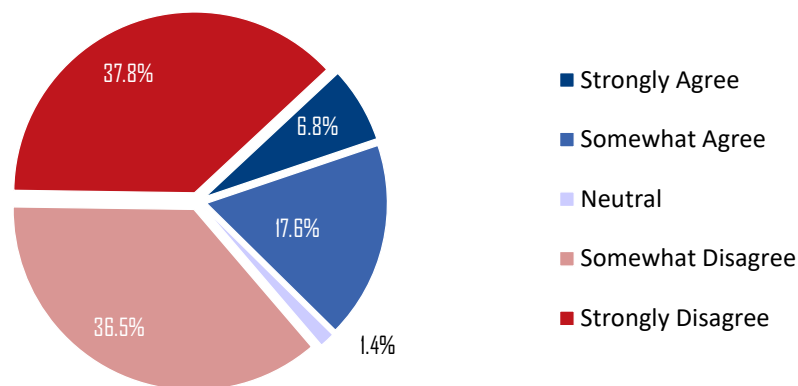
Importance of Going to College



Likelihood Your Child Will Go to College

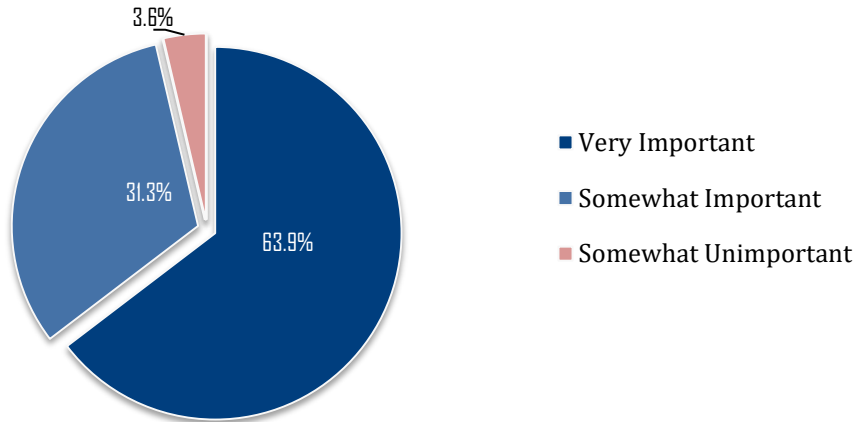


A College Education is Reasonably Affordable

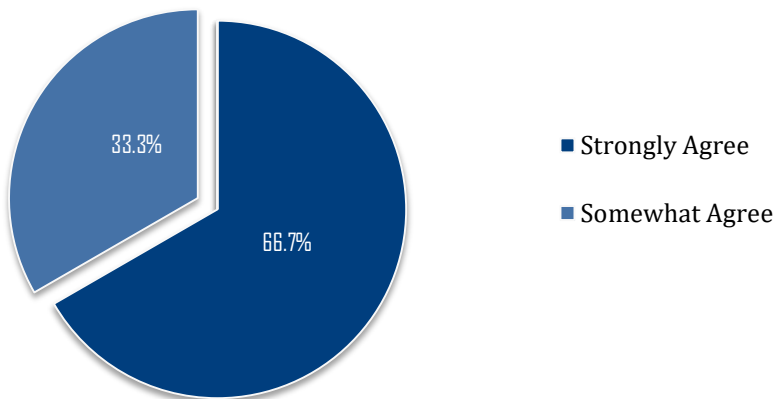


Regional Disaggregation Summary: East Central

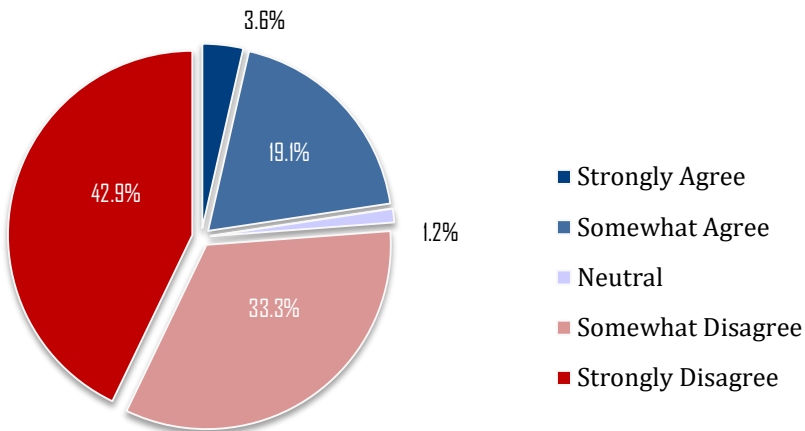
Importance of Going to College



Likelihood Your Child will Go to College

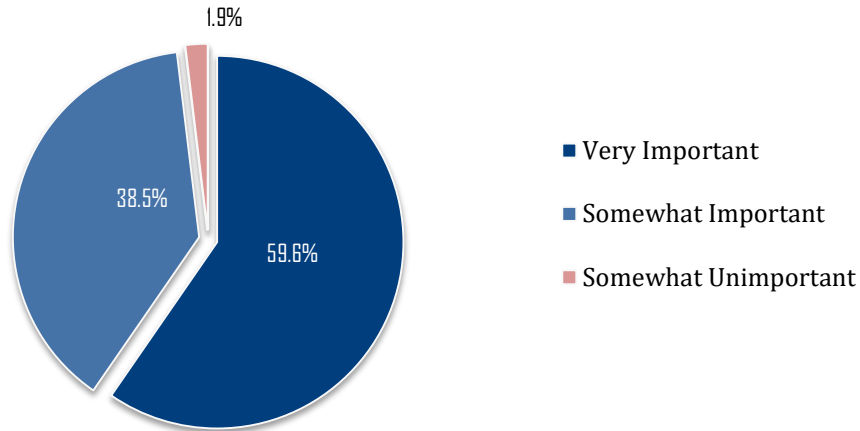


A College Education is Reasonably Affordable

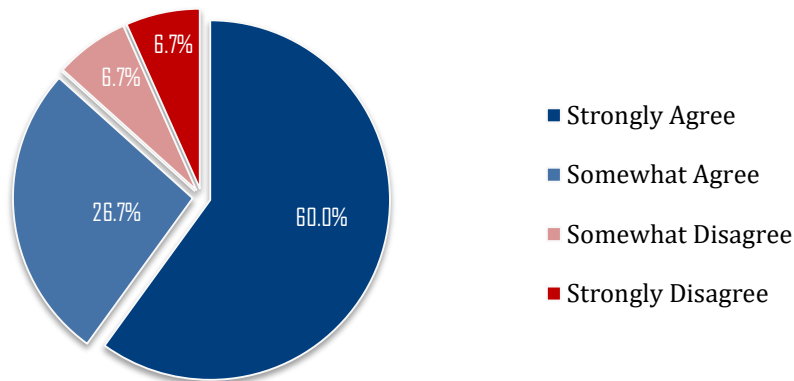


Regional Disaggregation Summary: Northern Michigan

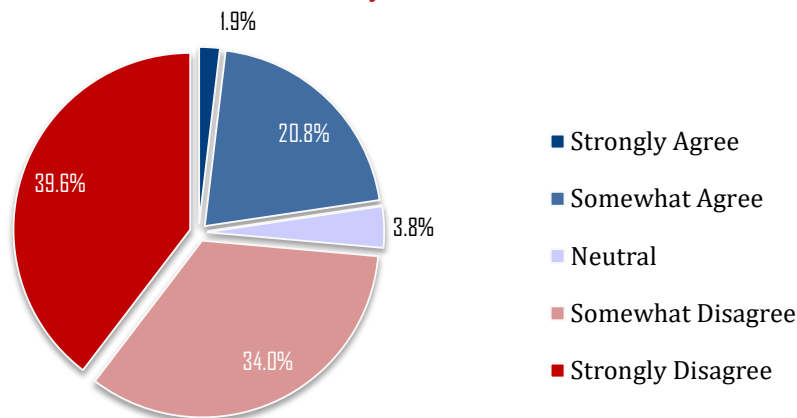
Importance of Going to College



Likelihood Your Child will Go to College *includes Upper Peninsula*

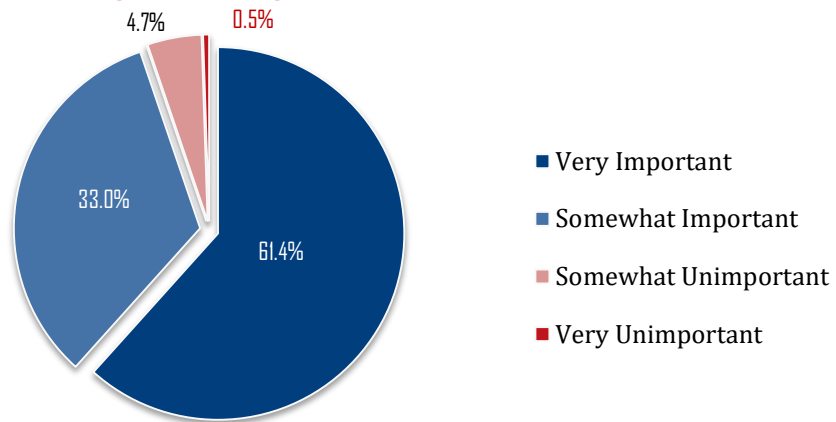


A College Education is Reasonably Affordable

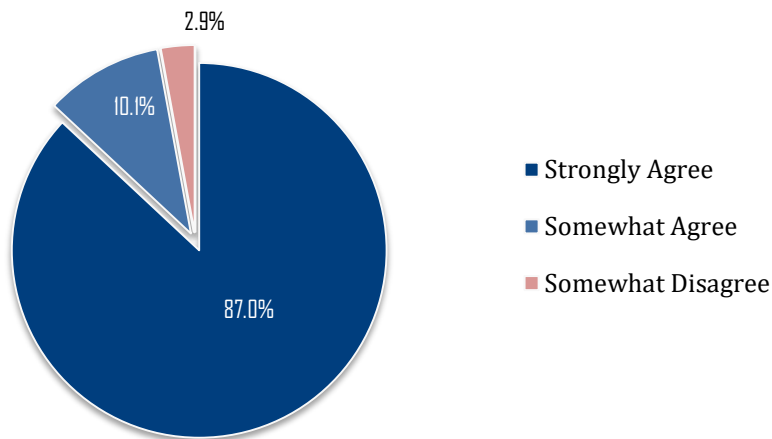


Regional Disaggregation Summary: Southeast

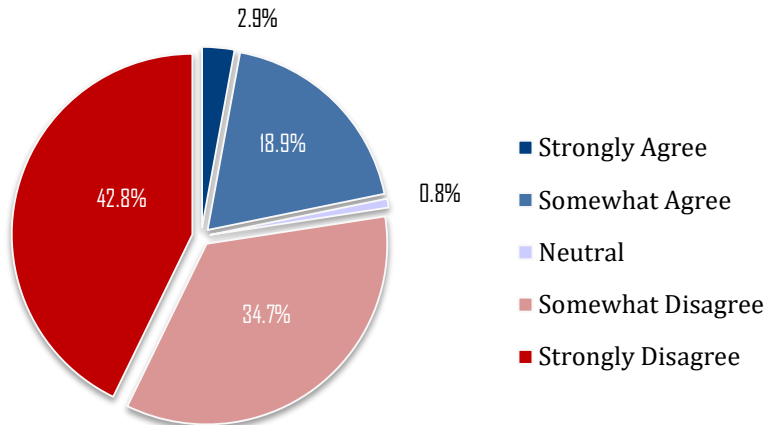
Importance of Going to College



Likelihood Your Child will Go to College

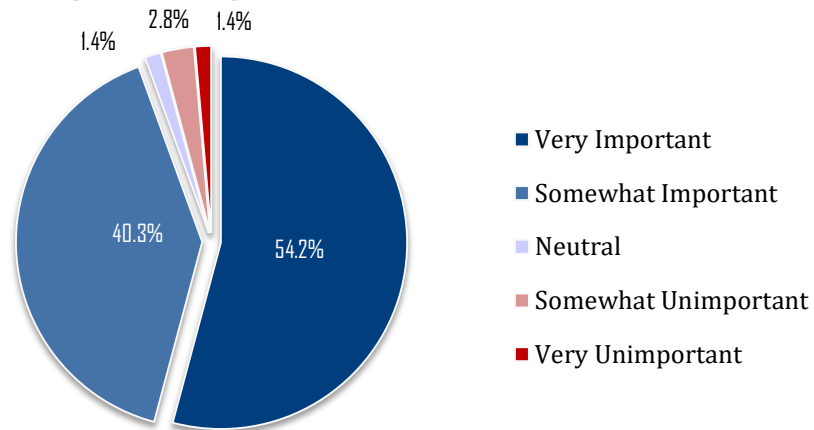


A College Education is Reasonably Affordable

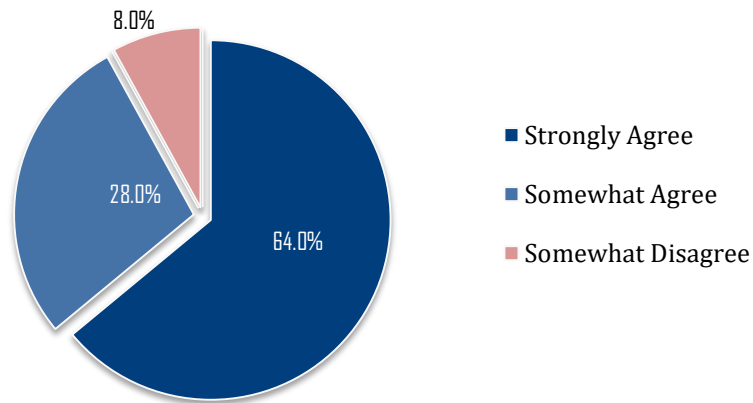


Regional Disaggregation Summary: Southwest

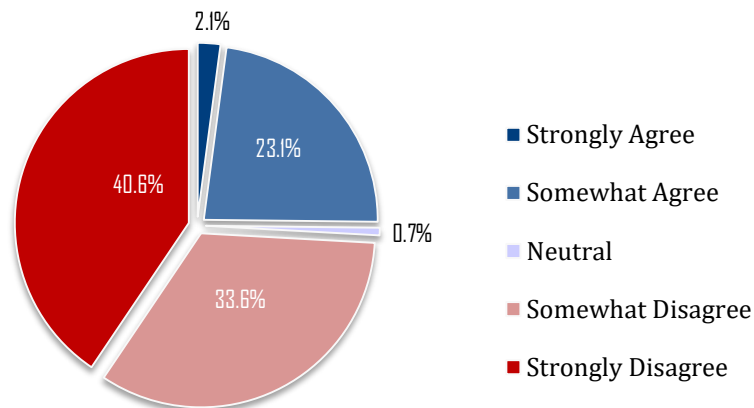
Importance of Going to College



Likelihood Your Child will Go to College

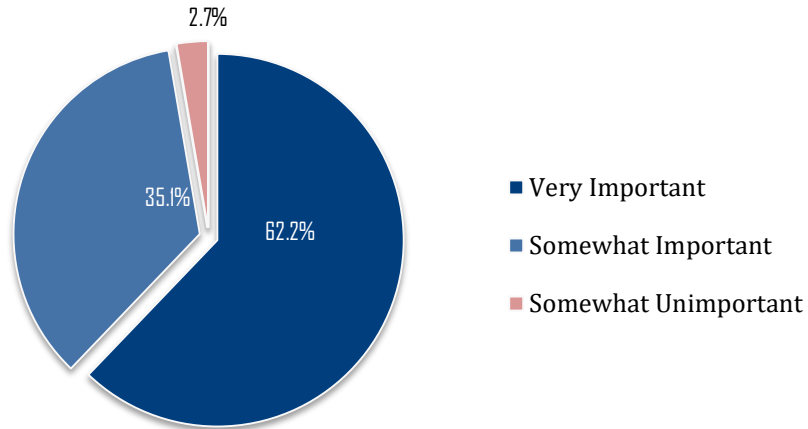


A College Education is Reasonably Affordable

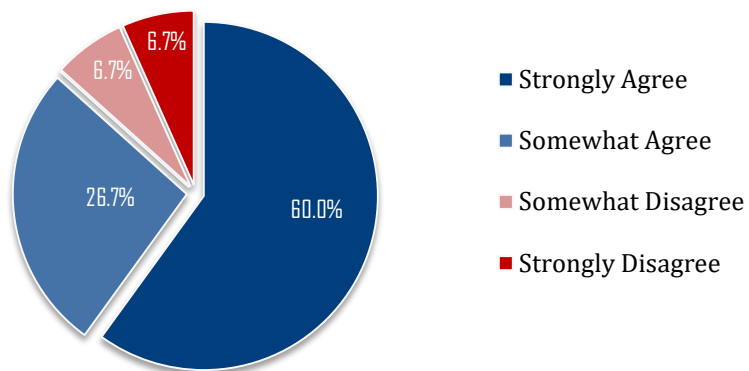


College Going Culture: Upper Peninsula

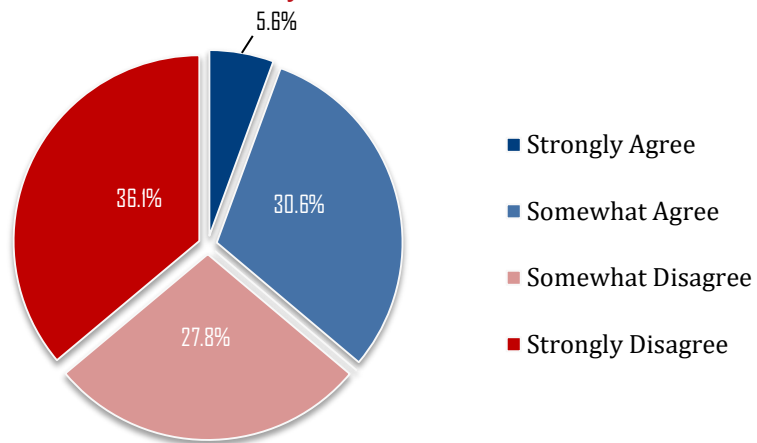
Importance of Going to College



Likelihood Your Child will Go to College *includes Northern Michigan*

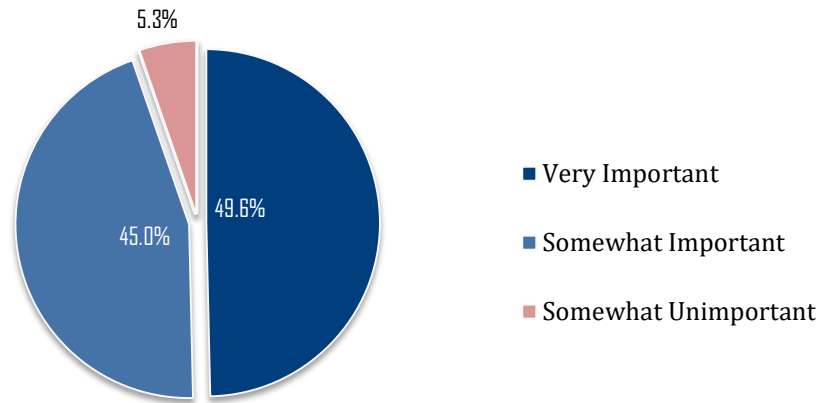


A College Education is Reasonably Affordable

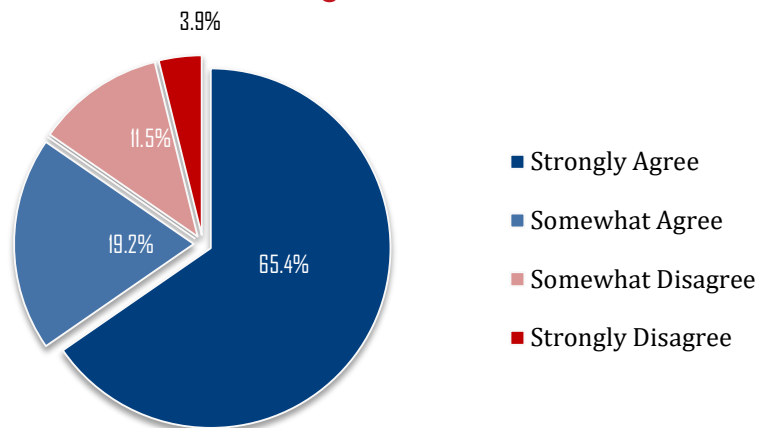


Regional Disaggregation Summary: West Central

Importance of Going to College



Likelihood Your Child will Go to College



A College Education is Reasonably Affordable

