



EAST TENNESSEE STATE  
UNIVERSITY

# THE TENNESSEE POLL

## Press Contact Information

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## About The Tennessee Poll

The Tennessee Poll is conducted by the Applied Social Research Lab (ASRL) in the Department of Sociology and Anthropology at East Tennessee State University. ASRL is directed by Dr. Kelly N. Foster, Professor of Sociology.

The Tennessee Poll is an annual public opinion poll funded by East Tennessee State University. The mission of The Tennessee Poll is to provide the citizens and governance of Tennessee with neutral, unbiased information on Tennesseans' perceptions of issues that impact their health, education, and quality of life.

The Applied Social Research Lab is a member of the Association of Academic Survey Research Organizations (AASRO) and adheres to the reporting requirements of the American Association for Public Opinion Research Transparency Initiative standards in research reporting.

East Tennessee State University The Tennessee Poll Summer 2024																
--- How important, if at all, is it that colleges & universities do the following: Provide a broad-based education that promotes intellectual growth?																
		Total	Gender		Party Affiliation			Race			Age					
			Male	Female	Republican & Leaning Republican	Independents	Democrat & Leaning Democrat	White	Black	Other	18-24	25-34	35-44	45-54	55-64	65 +
How important, if at all, is it that colleges & universities do the following: Provide a broad-based education that promotes intellectual growth?	Extremely important	42%	39%	44%	32%	45%	52%	39%	52%	52%	43%	54%	52%	35%	36%	32%
	Very important	37%	37%	38%	39%	38%	36%	39%	35%	31%	33%	31%	35%	40%	38%	45%
	Somewhat important	18%	23%	14%	24%	15%	12%	19%	13%	16%	22%	12%	11%	20%	23%	21%
	Not too important	3%	1%	4%	5%	2%	1%	4%			2%	2%	2%	5%	3%	2%
<b>Total</b>	<b>Unweighted Count</b>	699	334	358	298	181	209	523	111	59	82	131	101	101	108	176

East Tennessee State University The Tennessee Poll Summer 2024																
--- How important, if at all, is it that colleges & universities do the following: Provide a broad-based education that promotes intellectual growth?																
		Total	Generation				Education			Annual Income			Tennessee Grand Divisions			
			Baby Boomers	Gen X	Millennials	Gen Z	HS Diploma or less	Some College or Associates	Bachelors or Higher	LT \$50,000	\$50,000 - \$100,000	GT \$100,000	East TN	Middle TN	West TN	
How important, if at all, is it that colleges & universities do the following: Provide a broad-based education that promotes intellectual growth?	Extremely important	42%	34%	34%	57%	43%	42%	40%	44%	47%	43%	36%	37%	43%	45%	
	Very important	37%	42%	41%	31%	34%	36%	35%	40%	35%	37%	40%	40%	35%	38%	
	Somewhat important	18%	21%	22%	10%	19%	21%	21%	13%	16%	17%	20%	19%	19%	15%	
	Not too important	3%	3%	4%	2%	3%	1%	4%	4%	2%	2%	4%	4%	2%	2%	
<b>Total</b>	<b>Unweighted Count</b>	699	237	161	185	116	230	222	245	304	197	145	249	297	153	

East Tennessee State University The Tennessee Poll Summer 2024																
--- How important, if at all, is it that colleges & universities do the following: Provide training for a specific career or profession?																
		Gender			Party Affiliation			Race			Age					
		Total	Male	Female	Republican & Leaning Republican	Independents	Democrat & Leaning Democrat	White	Black	Other	18-24	25-34	35-44	45-54	55-64	65 +
How important, if at all, is it that colleges & universities do the following: Provide training for a specific career or profession?	Extremely important	46%	43%	49%	46%	50%	44%	44%	49%	61%	54%	53%	56%	53%	31%	37%
	Very important	40%	42%	39%	41%	35%	43%	41%	44%	23%	29%	28%	35%	41%	55%	48%
	Somewhat important	12%	13%	11%	11%	13%	12%	13%	7%	16%	11%	18%	8%	6%	13%	14%
	Not too important	2%	2%	1%	1%	2%	2%	2%			6%	1%	1%		1%	1%
<b>Total</b>	<b>Unweighted Count</b>	699	334	358	299	180	209	523	111	59	82	131	101	101	108	176

East Tennessee State University The Tennessee Poll Summer 2024															
--- How important, if at all, is it that colleges & universities do the following: Provide training for a specific career or profession?															
		Generation					Education			Annual Income			Tennessee Grand Divisions		
		Total	Baby Boomers	Gen X	Millennials	Gen Z	HS Diploma or less	Some College or Associates	Bachelors or Higher	LT \$50,000	\$50,000 - \$100,000	GT \$100,000	East TN	Middle TN	West TN
How important, if at all, is it that colleges & universities do the following: Provide training for a specific career or profession?	Extremely important	46%	33%	46%	59%	50%	48%	51%	42%	55%	45%	39%	45%	44%	52%
	Very important	40%	50%	48%	28%	31%	38%	39%	44%	34%	40%	47%	43%	42%	32%
	Somewhat important	12%	15%	6%	11%	15%	13%	9%	13%	10%	13%	13%	10%	13%	13%
	Not too important	2%	1%	0%	1%	4%	1%	1%	2%	1%	2%	1%	2%	1%	3%
<b>Total</b>	<b>Unweighted Count</b>	699	237	161	185	116	230	222	245	304	197	146	249	296	154

**East Tennessee State University  
The Tennessee Poll  
Summer 2024**

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**How important, if at all, is it that colleges & universities do the following: Provide skills and knowledge that will be of general value in the working world?**

		Gender			Party Affiliation			Race			Age					
		Total	Male	Female	Republican & Leaning Republican	Independents	Democrat & Leaning Democrat	White	Black	Other	18-24	25-34	35-44	45-54	55-64	65 +
<b>How important, if at all, is it that colleges &amp; universities do the following: Provide skills and knowledge that will be of general value in the working world?</b>	<b>Extremely important</b>	51%	48%	53%	50%	50%	52%	51%	52%	51%	42%	63%	56%	64%	42%	38%
	<b>Very important</b>	37%	40%	35%	38%	37%	36%	38%	36%	31%	38%	29%	36%	29%	42%	48%
	<b>Somewhat important</b>	11%	11%	11%	12%	11%	12%	11%	11%	18%	17%	8%	9%	7%	14%	14%
	<b>Not too important</b>	0%	0%	1%		2%	0%	0%	1%		3%				1%	
<b>Total</b>	<b>Unweighted Count</b>	698	335	356	298	181	208	522	111	59	82	131	101	101	108	175

**East Tennessee State University  
The Tennessee Poll  
Summer 2024**

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**How important, if at all, is it that colleges & universities do the following: Provide skills and knowledge that will be of general value in the working world?**

		Generation					Education			Annual Income			Tennessee Grand		
		Total	Baby Boomers	Gen X	Millennials	Gen Z	HS Diploma or less	Some College or Associates	Bachelors or Higher	LT \$50,000	\$50,000 - \$100,000	GT \$100,000	East TN	Middle TN	West TN
<b>How important, if at all, is it that colleges &amp; universities do the following: Provide skills and knowledge that will be of general value in the working world?</b>	<b>Extremely important</b>	51%	35%	60%	63%	46%	54%	51%	48%	53%	51%	48%	47%	53%	53%
	<b>Very important</b>	37%	48%	34%	30%	36%	34%	38%	41%	36%	36%	41%	42%	37%	32%
	<b>Somewhat important</b>	11%	17%	6%	7%	17%	12%	10%	11%	11%	13%	10%	10%	10%	15%
	<b>Not too important</b>	0%	1%			2%	1%	1%	0%	0%			1%	0%	
<b>Total</b>	<b>Unweighted Count</b>	698	236	161	185	116	229	222	245	303	196	146	248	296	154

East Tennessee State University The Tennessee Poll Summer 2024 ---																	
How important, if at all, is it that colleges & universities do the following: Help students improve their future earning potential?																	
		Total	Gender		Party Affiliation			Race			Age						
			Male	Female	Republican & Leaning Republican	Independents	Democrat & Leaning Democrat	White	Black	Other	18-24	25-34	35-44	45-54	55-64	65 +	
How important, if at all, is it that colleges & universities do the following: Help students improve their future earning potential?	Extremely important	42%	41%	43%	37%	47%	45%	38%	56%	58%	55%	57%	50%	38%	33%	27%	
	Very important	38%	36%	40%	40%	36%	39%	41%	32%	22%	29%	34%	32%	42%	40%	48%	
	Somewhat important	18%	21%	15%	21%	15%	16%	19%	12%	19%	13%	9%	17%	18%	25%	23%	
	Not too important	2%	2%	2%	2%	2%	1%	2%		2%	3%	1%	1%	2%	2%	1%	
<b>Total</b>	<b>Unweighted Count</b>	698	335	356	298	180	209	522	111	59	82	131	101	101	107	176	

East Tennessee State University The Tennessee Poll Summer 2024 ---															
How important, if at all, is it that colleges & universities do the following: Help students improve their future earning potential?															
		Total	Generation				Education			Annual Income			Tennessee Grand Divisions		
			Baby Boomers	Gen X	Millennials	Gen Z	HS Diploma or less	Some College or Associates	Bachelors or Higher	LT \$50,000	\$50,000 - \$100,000	GT \$100,000	East TN	Middle TN	West TN
How important, if at all, is it that colleges & universities do the following: Help students improve their future earning potential?	Extremely important	42%	28%	38%	57%	52%	45%	41%	40%	50%	41%	36%	44%	39%	48%
	Very important	38%	46%	41%	32%	31%	36%	36%	43%	35%	39%	41%	39%	38%	37%
	Somewhat important	18%	24%	20%	11%	16%	18%	20%	16%	14%	18%	22%	14%	22%	14%
	Not too important	2%	2%	2%	1%	2%	1%	3%	1%	1%	2%	1%	3%	1%	2%
<b>Total</b>	<b>Unweighted Count</b>	698	236	161	185	116	230	222	244	304	196	146	249	297	152

East Tennessee State University The Tennessee Poll Summer 2024																
How important, if at all, is it that colleges & universities do the following: Promote personal growth and maturity?																
		Gender			Party Affiliation			Race			Age					
		Total	Male	Female	Republican & Leaning Republican	Independents	Democrat & Leaning Democrat	White	Black	Other	18-24	25-34	35-44	45-54	55-64	65 +
How important, if at all, is it that colleges & universities do the following: Promote personal growth and maturity?	Extremely important	43%	41%	44%	38%	44%	49%	40%	57%	46%	55%	55%	53%	41%	27%	34%
	Very important	37%	37%	38%	37%	40%	36%	39%	32%	30%	27%	35%	32%	40%	41%	43%
	Somewhat important	16%	18%	15%	20%	13%	15%	16%	11%	23%	15%	9%	12%	14%	28%	18%
	Not too important	3%	4%	3%	5%	3%	1%	4%		1%	3%	1%	3%	4%	3%	5%
<b>Total</b>	<b>Unweighted Count</b>	695	334	354	295	181	208	520	111	58	82	131	100	101	107	174

East Tennessee State University The Tennessee Poll Summer 2024																
How important, if at all, is it that colleges & universities do the following: Promote personal growth and maturity?																
		Generation					Education			Annual Income			Tennessee Grand Divisions			
		Total	Baby Boomers	Gen X	Millennials	Gen Z	HS Diploma or less	Some College or Associates	Bachelors or Higher	LT \$50,000	\$50,000 - \$100,000	GT \$100,000	East TN	Middle TN	West TN	
How important, if at all, is it that colleges & universities do the following: Promote personal growth and maturity?	Extremely important	43%	31%	36%	55%	56%	46%	43%	39%	51%	42%	39%	43%	42%	44%	
	Very important	37%	43%	42%	34%	25%	34%	39%	39%	32%	43%	36%	42%	34%	37%	
	Somewhat important	16%	21%	18%	9%	16%	15%	16%	18%	13%	13%	21%	11%	21%	15%	
	Not too important	3%	4%	4%	2%	3%	4%	2%	4%	3%	2%	4%	4%	3%	4%	
<b>Total</b>	<b>Unweighted Count</b>	695	235	160	184	116	228	221	244	302	195	145	247	294	154	

East Tennessee State University The Tennessee Poll Summer 2024																
--- How important, if at all, is it that colleges & universities do the following: Provide continuing education for adults of all ages?																
		Gender			Party Affiliation			Race			Age					
		Total	Male	Female	Republican & Leaning Republican	Independents	Democrat & Leaning Democrat	White	Black	Other	18-24	25-34	35-44	45-54	55-64	65 +
How important, if at all, is it that colleges & universities do the following: Provide continuing education for adults of all ages?	Extremely important	40%	34%	45%	36%	46%	42%	38%	44%	51%	53%	48%	56%	48%	26%	19%
	Very important	37%	37%	37%	37%	36%	37%	37%	41%	27%	29%	34%	29%	35%	44%	46%
	Somewhat important	20%	24%	16%	24%	14%	20%	22%	14%	17%	17%	15%	14%	15%	27%	29%
	Not too important	3%	4%	2%	3%	3%	1%	3%	1%	4%	0%	3%	1%	2%	2%	6%
<b>Total</b>	<b>Unweighted Count</b>	699	335	357	298	181	209	523	111	59	82	131	101	101	108	176

East Tennessee State University The Tennessee Poll Summer 2024																
--- How important, if at all, is it that colleges & universities do the following: Provide continuing education for adults of all ages?																
		Generation					Education			Annual Income			Tennessee Grand Divisions			
		Total	Baby Boomers	Gen X	Millennials	Gen Z	HS Diploma or less	Some College or Associates	Bachelors or Higher	LT \$50,000	\$50,000 - \$100,000	GT \$100,000	East TN	Middle TN	West TN	
How important, if at all, is it that colleges & universities do the following: Provide continuing education for adults of all ages?	Extremely important	40%	20%	42%	55%	48%	40%	43%	39%	48%	38%	35%	36%	40%	46%	
	Very important	37%	48%	35%	30%	31%	35%	36%	39%	34%	39%	39%	39%	37%	35%	
	Somewhat important	20%	27%	21%	13%	18%	22%	17%	20%	15%	20%	25%	20%	21%	19%	
	Not too important	3%	5%	2%	1%	2%	3%	3%	2%	2%	3%	2%	5%	2%	1%	
<b>Total</b>	<b>Unweighted Count</b>	699	237	161	185	116	230	221	246	303	197	146	248	297	154	

East Tennessee State University The Tennessee Poll Summer 2024																
How important, if at all, is it that colleges & universities do the following: Ensure that all qualified students have equal access to a college education?																
		Gender			Party Affiliation			Race			Age					
		Total	Male	Female	Republican & Leaning Republican	Independents	Democrat & Leaning Democrat	White	Black	Other	18-24	25-34	35-44	45-54	55-64	65+
How important, if at all, is it that colleges & universities do the following: Ensure that all qualified students have equal access to a college education?	Extremely important	51%	45%	58%	42%	58%	61%	48%	63%	62%	60%	62%	54%	53%	42%	43%
	Very important	32%	34%	29%	37%	26%	28%	34%	31%	18%	27%	25%	33%	29%	35%	39%
	Somewhat important	14%	16%	11%	17%	13%	9%	14%	6%	20%	11%	12%	12%	13%	18%	15%
	Not too important	3%	5%	2%	5%	3%	1%	4%			2%	1%	1%	5%	5%	4%
<b>Total</b>	<b>Unweighted Count</b>	695	334	354	298	179	207	520	110	59	81	131	101	101	107	174

East Tennessee State University The Tennessee Poll Summer 2024															
How important, if at all, is it that colleges & universities do the following: Ensure that all qualified students have equal access to a college education?															
		Generation					Education			Annual Income			Tennessee Grand Divisions		
		Total	Baby Boomers	Gen X	Millennials	Gen Z	HS Diploma or less	Some College or Associates	Bachelors or Higher	LT \$50,000	\$50,000 - \$100,000	GT \$100,000	East TN	Middle TN	West TN
How important, if at all, is it that colleges & universities do the following: Ensure that all qualified students have equal access to a college education?	Extremely important	51%	43%	49%	60%	57%	54%	49%	50%	58%	54%	45%	47%	54%	53%
	Very important	32%	37%	32%	27%	30%	29%	32%	35%	26%	31%	37%	38%	27%	31%
	Somewhat important	14%	17%	13%	12%	11%	15%	14%	11%	14%	13%	13%	11%	15%	14%
	Not too important	3%	3%	6%	1%	2%	2%	5%	4%	2%	2%	5%	3%	4%	2%
<b>Total</b>	<b>Unweighted Count</b>	695	234	161	185	115	229	222	242	303	197	144	248	295	152