

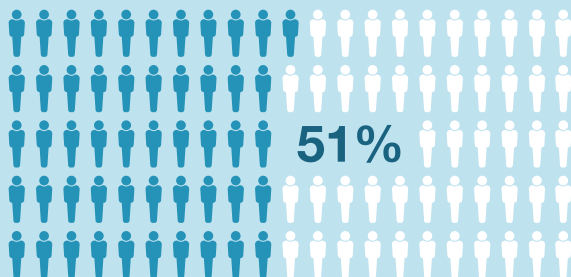
Consumer insights have traditionally been absent from postsecondary education. The Education Consumer Pulse fills that gap.

By understanding what previous students would change about their paths, future students are better positioned to secure and advance in their careers, especially ones that are rewarding and allows each person to meet their life goals.

ON SECOND THOUGHT:

EDUCATION CONSUMERS AND THEIR POSTSECONDARY EXPERIENCES

More than half of U.S. adults would change at least one of their education decisions if they had to do it all over again



36% would choose a different major



28% would choose a different school



12% would pursue a different degree



59% of those with some college, but no degree would reconsider at least one of these three education decisions

BACHELOR'S DEGREE

40% would choose a different major



Among those who started or completed a degree

TECHNICAL/VOCATIONAL PROGRAM

31% would change their field of study



Among those who completed a program

U.S. adults who received their degrees later in life are more positive about their education choices

younger than 30 **less positive** about their choices



30 and older **more positive** about their choices



More than four out of five U.S. adults who completed a credential or a degree either agree or strongly agree that they received a high-quality education

About the Education Consumer Pulse

The Education Consumer Pulse is listening to the voice of education consumers and shaping the future of postsecondary education. The groundbreaking research platform from Gallup and Strada Education Network is set to become the most extensive database of education consumer insights to date. Visit stradaeducation.gallup.com to learn more about the Education Consumer Pulse, and to sign up to receive the latest reports and information.

Methodology

The Education Consumer Pulse is a daily survey of approximately 350 U.S. adults, with more than 122,500 interviews annually exploring the extent to which students in the U.S. are pursuing and completing postsecondary education programs that advance their chosen career and life goals. These results for the Education Consumer Pulse are based on telephone surveys conducted June 29, 2016 – March 26, 2017, with a random sample of 89,492 respondents aged 18 and older, living in all 50 U.S. states and the District of Columbia.