



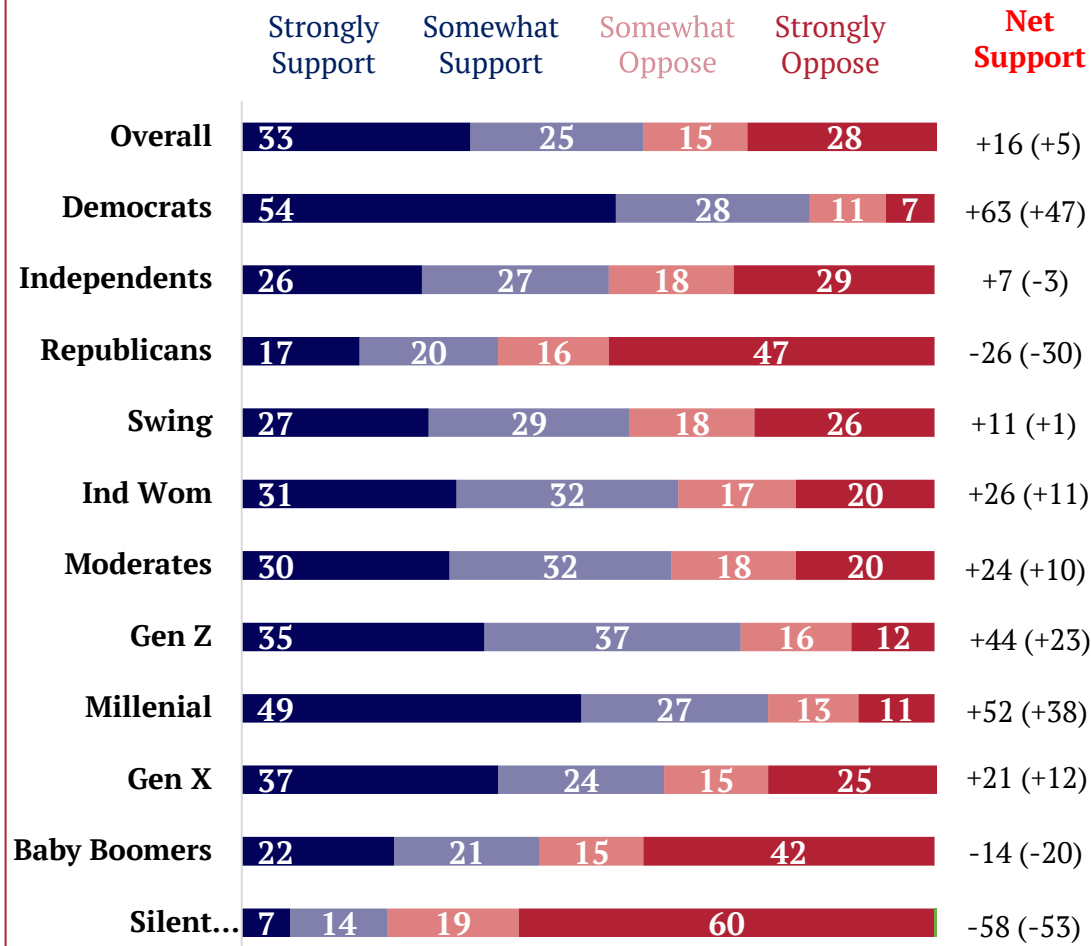
May 20, 2022

## Student Loan Cancellation – Effectiveness of Counterarguments

# Key Takeaways

- Support for President Biden cancelling student loan debt is modestly strong, with the strongest support coming from Democrats, Gen Z and Millennials and the strongest opposition coming from the Silent Generation and Republicans.
- Despite the support, a large majority of voters find arguments against cancelling student loan debt to be convincing.
- The most convincing arguments center around causing inflation and college tuition to increase further, and it being unfair to those who paid off their loans.
- However, even after reading these arguments, a narrow majority of voters still support cancelling debt.
- Support among those who initially supported cancelling student loans dropped the most among Independent Women and Moderates while dropping the least among Gen Z and Hispanics.
- Those who oppose cancelling student debt can effectively neutralize the issue with the right arguments, though not so much that support for cancellation can be made into a major liability.

President Biden is reportedly considering cancelling \$321 billion dollars in federal student loan debt, up to \$10,000 per borrower. Would you support or oppose it?



## Support for President Biden cancelling student loan debt is modestly strong.

The major dividing lines in support are among party and age.

Overall, 58 percent of likely voters support President Biden cancelling student debt, while 42 percent oppose. 33 percent strongly support while 28 percent strongly oppose.

There are significant partisan differences in support.

82 percent of Democrats support President Biden cancelling student debt, with 54% strongly supporting. Meanwhile, only 37 percent of Republicans support cancelling student debt with 47 percent strongly opposing.

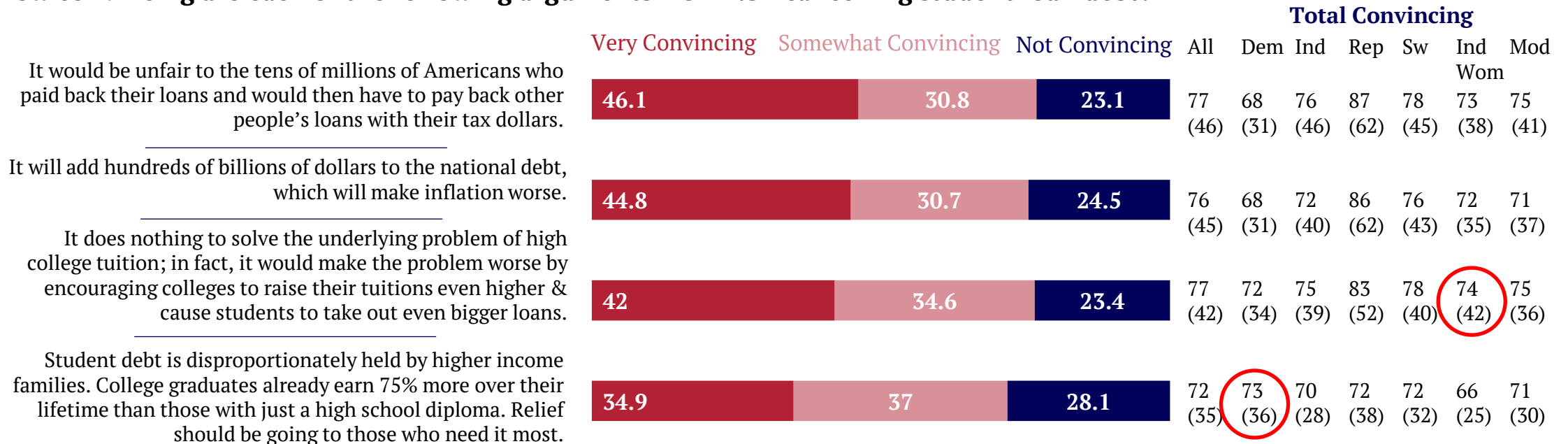
The most supportive age group of cancelling student debt is millennials, with 76% supporting (49% strongly) and only 24% opposing, followed closely by Gen Z (72–28).

The Silent Generation is the most opposed subgroup, with just 21% supporting and 79% opposing (60% strongly).

# The most convincing arguments against cancelling student loan debt center around its unfairness and that it will cause inflation and college tuition to increase even more.

The argument playing up the relatively privileged nature of those with student debt was not as effective overall but performed best with Democrats. Independent women, meanwhile, found the argument about cancelling student debt making the underlying problems worse most convincing.

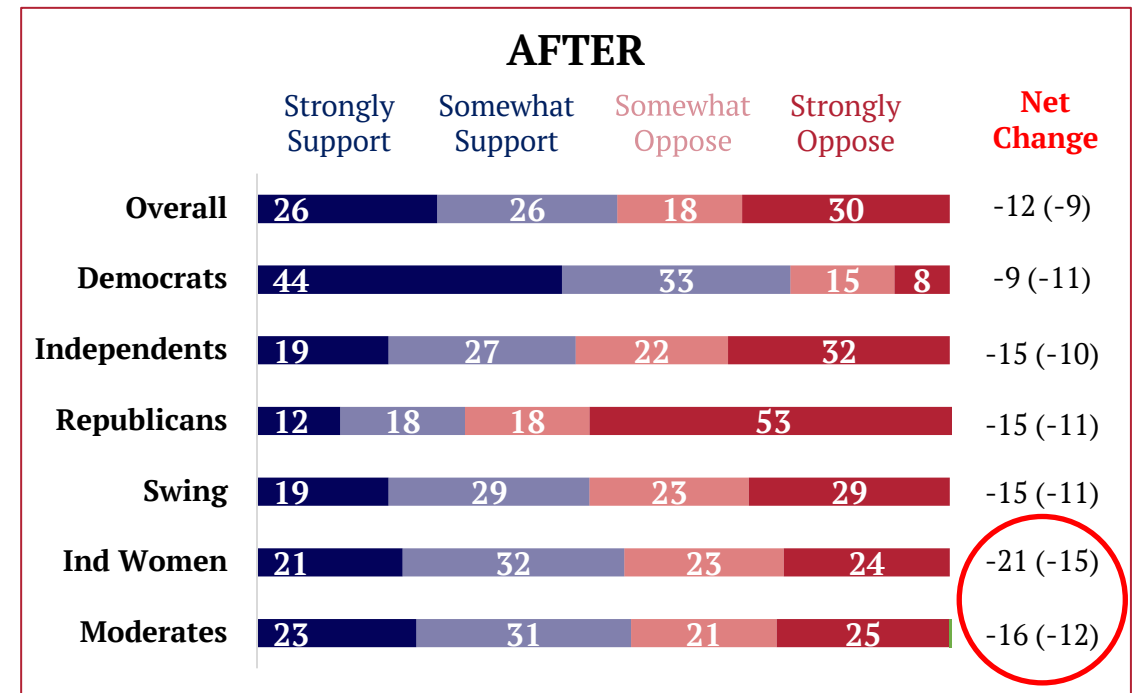
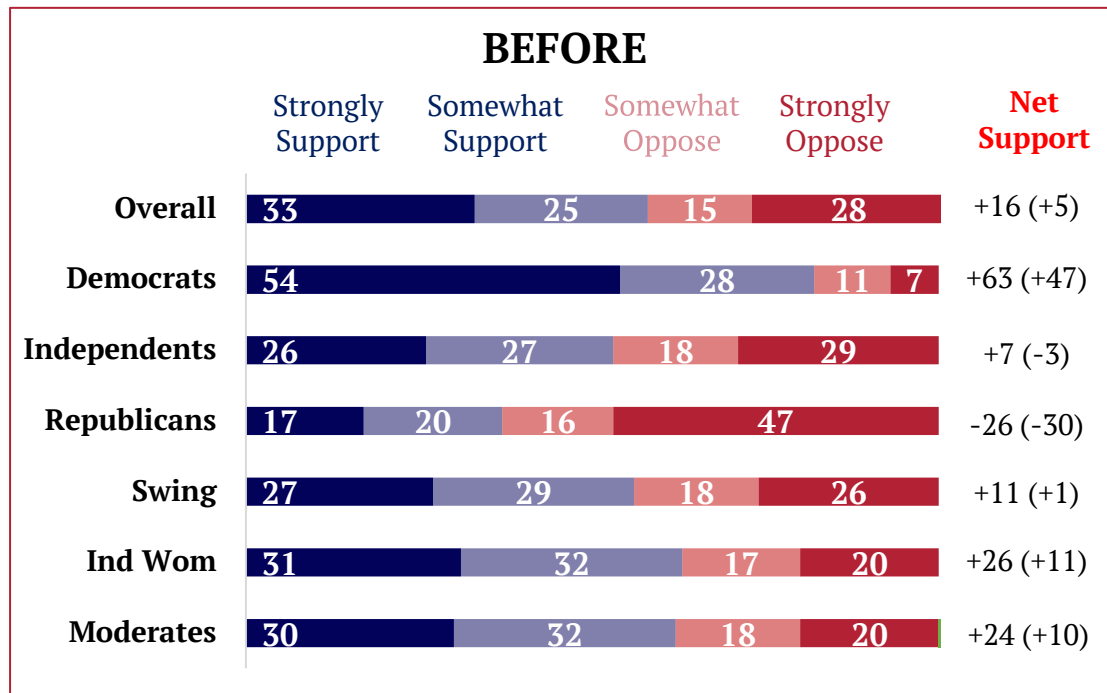
## How convincing are each of the following arguments AGAINST cancelling student loan debt?



# Overall support for student debt cancellation drops modestly after hearing arguments against but the net change in the difference between strong support and strong opposition is significant.

After hearing arguments against, more strongly oppose cancelling student debt than strongly support. The most significant drops in strong and overall support occurred among Independent Women and Moderates.

President Biden is reportedly considering cancelling \$321 billion dollars in federal student loan debt, up to \$10,000 per borrower. Would you support or oppose it?



# Conclusion

- Those who oppose cancelling student debt can effectively neutralize the issue with the right arguments, though not so much that support for cancellation can be made into a major liability.
- Potential Language:

*The high cost of college is a major problem and so I understand why some people would support cancelling student debt, but I'm not ready to support it at this time. First, its not fair to the people who did pay off their debt to have to pay for other people's debt with their tax dollars. Second, it will add hundreds of billions of dollars to the national debt and make inflation worse. Third, it doesn't solve the underlying problem of high tuition - and could actually make it worse by encouraging colleges to raise their tuitions even more and students to take out bigger loans.*





## About The American Majority Project

The American Majority Project is committed to helping a wide range of Americans — Republicans, Democrats, and Independents — find common ground to solve the extraordinary challenges threatening American prosperity, safety and freedom.

The American Majority Project will identify issues and language that unify 70 - 80 percent of the American people. As issues are identified and language is developed, the American Majority Project will produce materials to educate and train activists, candidates, and campaign staff to win elections and govern successfully.

## About The Study

Analysis based on poll of 2000 likely voters conducted by McLaughlin & Associates on behalf of The American Majority Project from May 9 – 12, 2022.

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