



PERCEPTION OF BIAS AND
IDEOLOGICAL AGENDAS AT U.S.
UNIVERSITIES

 McLaughlin & Associates



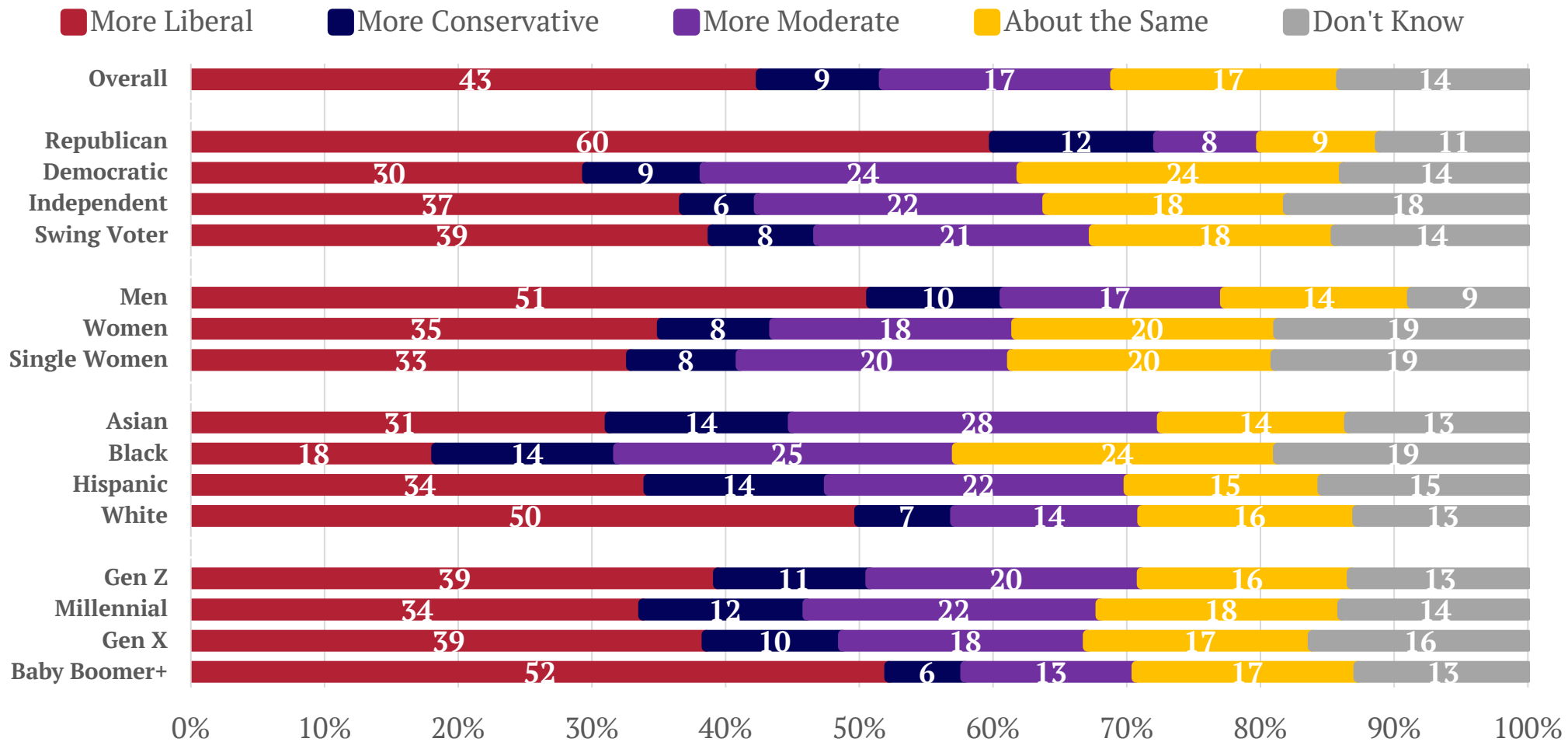
KEY TAKEAWAYS

- More than 6-in-10 voters are concerned about university professors and administrators pushing their own beliefs on students.
- Slightly less support a law requiring universities allow students to tape their classes to prove if professors are trying to push their beliefs on them.
- More than 4-in-10 Americans say university professors and administrators are more liberal than most Americans. Fewer than 2-in-10 say they are more moderate or conservative.
- More than 8-in-10 Americans agree that the goal of a university should be to teach students to think for themselves and to prepare them for the job market rather than to encourage students to be activists.

PLURALITY SAY UNIVERSITY PROFESSORS ARE MORE LIBERAL THAN MOST AMERICANS

Republicans and Men most likely to say more liberal.

From what you know, are university professors and administrators mostly more liberal, more conservative, more moderate, or about the same as most Americans?

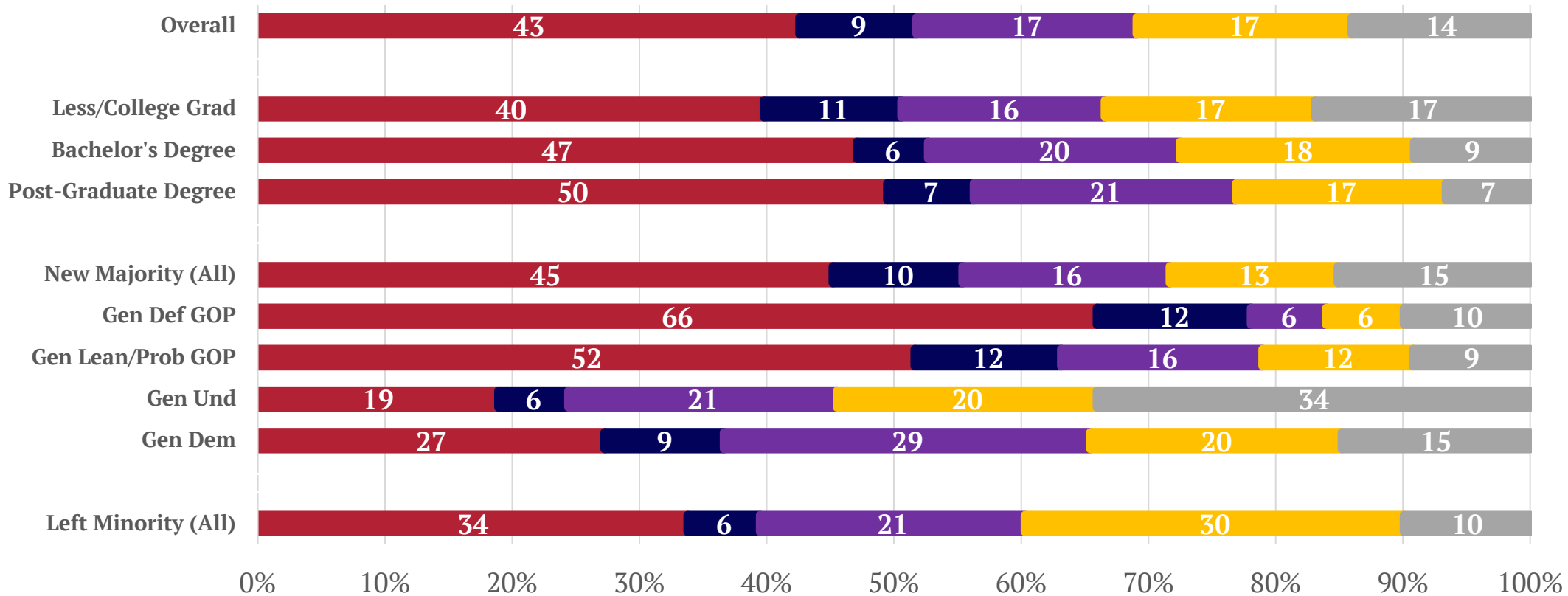


COLLEGE GRADUATES ARE MORE LIKELY TO SAY UNIVERSITY PROFESSORS MORE LIBERAL

GOP voters within New Majority much more likely to say more liberal.

From what you know, are university professors and administrators mostly more liberal, more conservative, more moderate, or about the same as most Americans?

■ More Liberal
 ■ More Conservative
 ■ More Moderate
 ■ About the Same
 ■ Don't Know

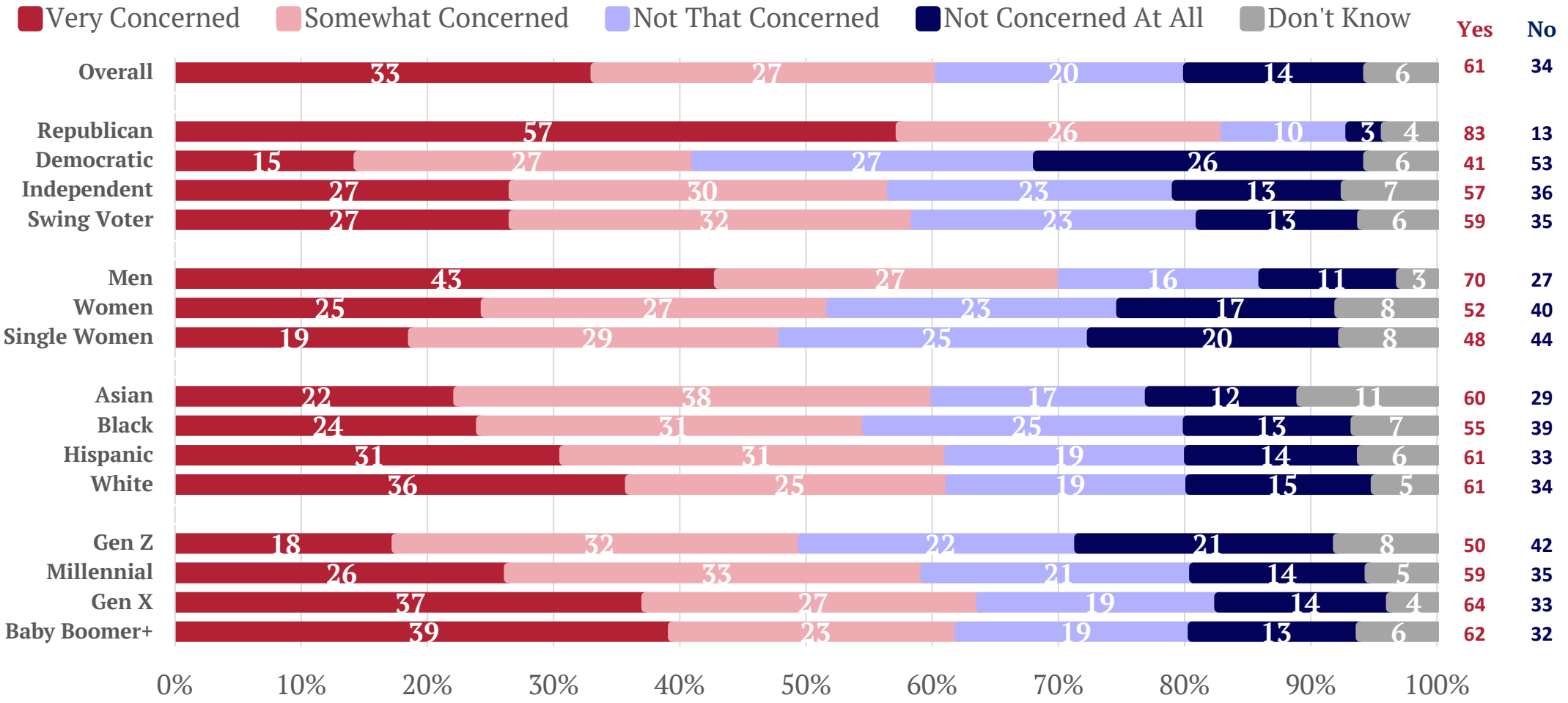


*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



MOST CONCERNED ABOUT UNIVERSITY PROFESSORS PUSHING THEIR BELIEFS ON STUDENTS

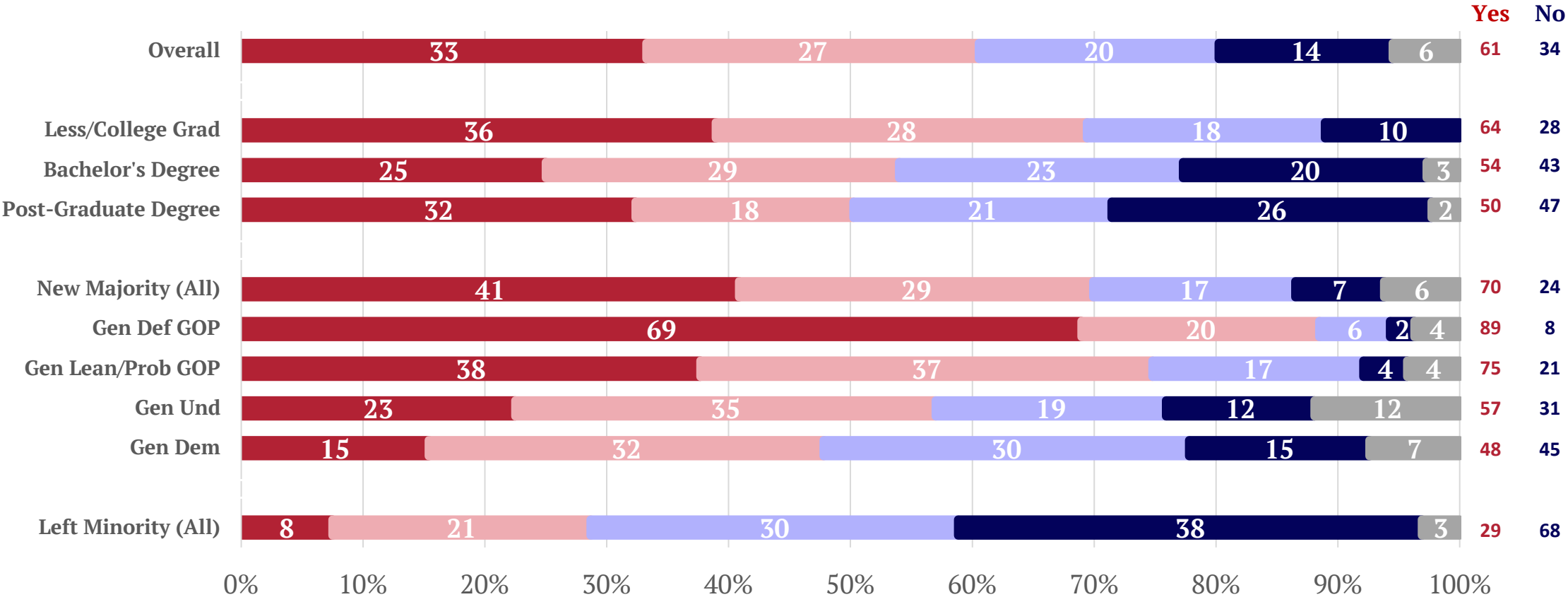
How concerned are you that university professors and administrators are trying to push their own beliefs on students, instead of teaching them to think for themselves and share different ideas?



INTENSITY OF CONCERN VARIES GREATLY BY PARTY PREFERENCE AND EDUCATION LEVEL

How concerned are you that university professors and administrators are trying to push their own beliefs on students, instead of teaching them to think for themselves and share different ideas?

Very Concerned Somewhat Concerned Not That Concerned Not Concerned At All Don't Know

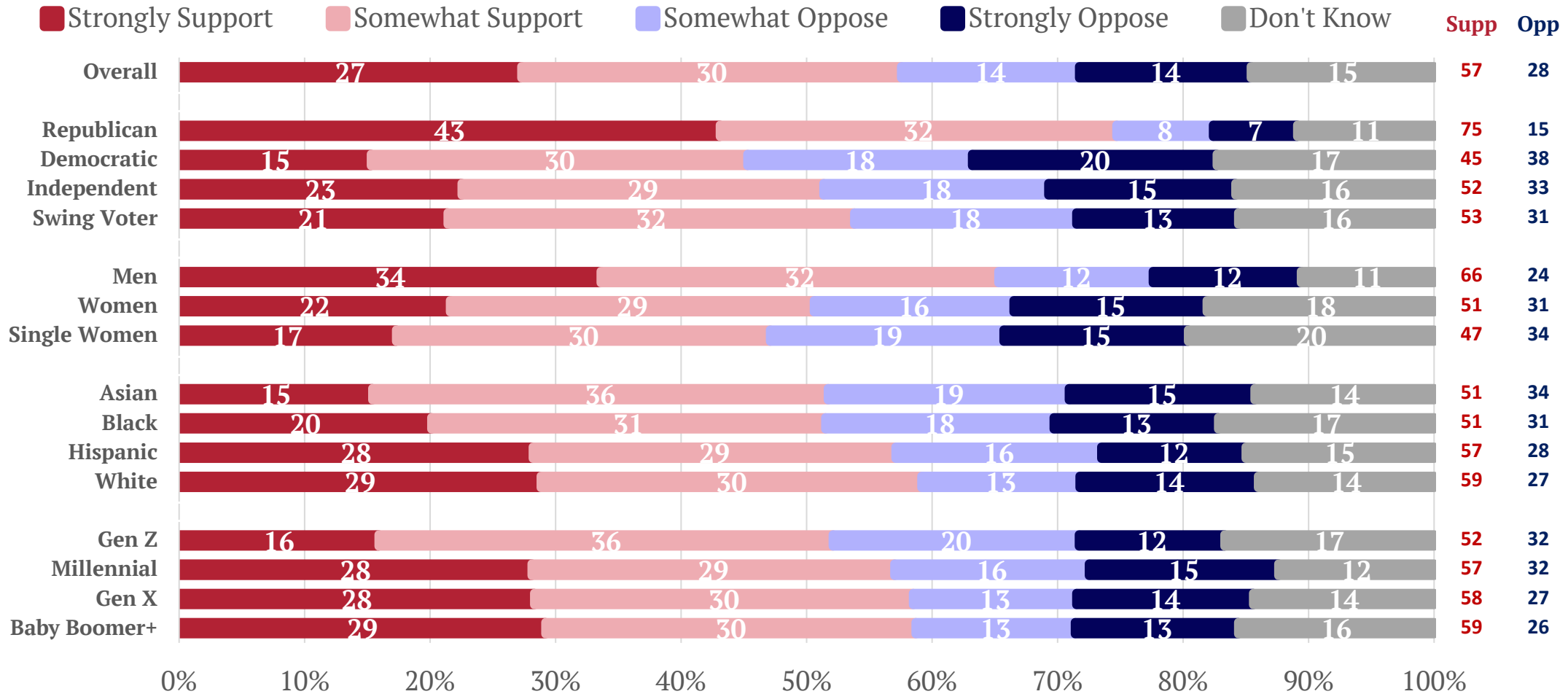


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REPUBLICANS & MEN SUPPORT ALLOWING STUDENTS TO TAPE CLASSES, OTHERS LUKEWARM

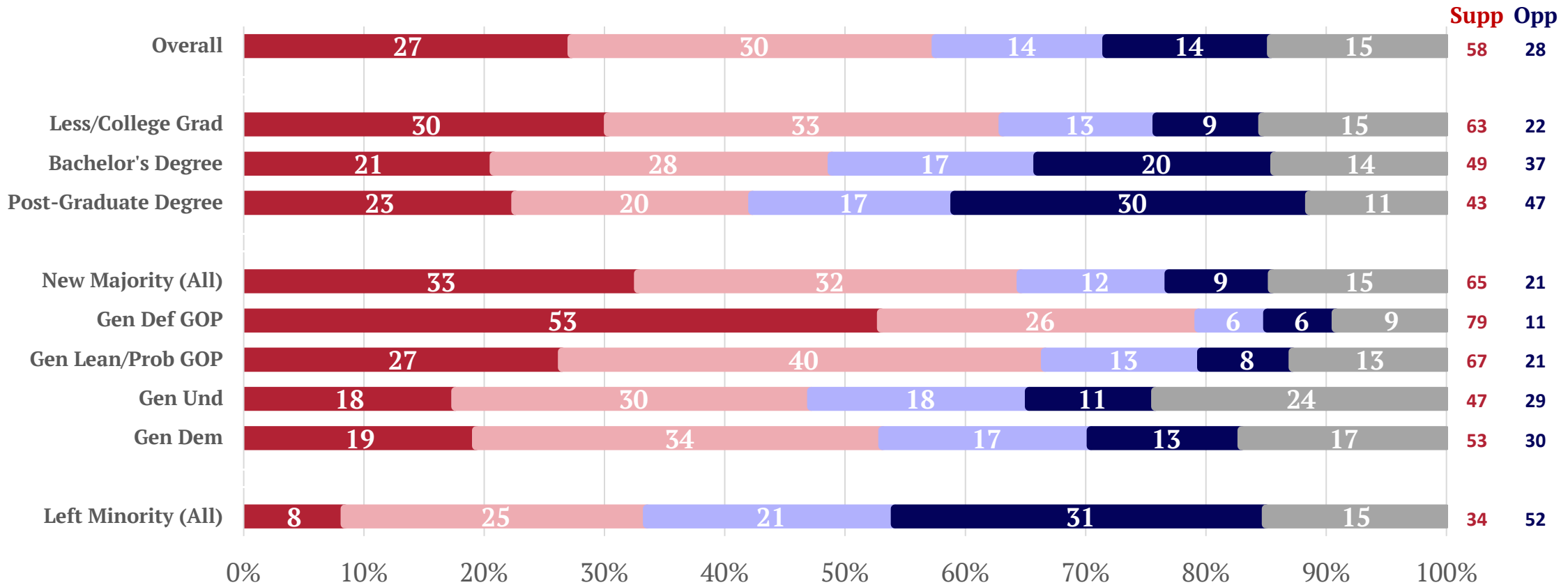
Would you support or oppose a law that makes universities that accept money from the government allow students to record their classes to prove if their professors are trying to push their own beliefs on them, instead of teaching them to think for themselves and share different ideas?



SHARP DIVIDE BETWEEN NEW MAJORITY AND LEFT MINORITY VOTERS, AS WELL AS BY EDUCATION

Would you support or oppose a law that makes universities that accept money from the government allow students to record their classes to prove if their professors are trying to push their own beliefs on them, instead of teaching them to think for themselves and share different ideas?

■ Strongly Support
 ■ Somewhat Support
 ■ Somewhat Oppose
 ■ Strongly Oppose
 ■ Don't Know



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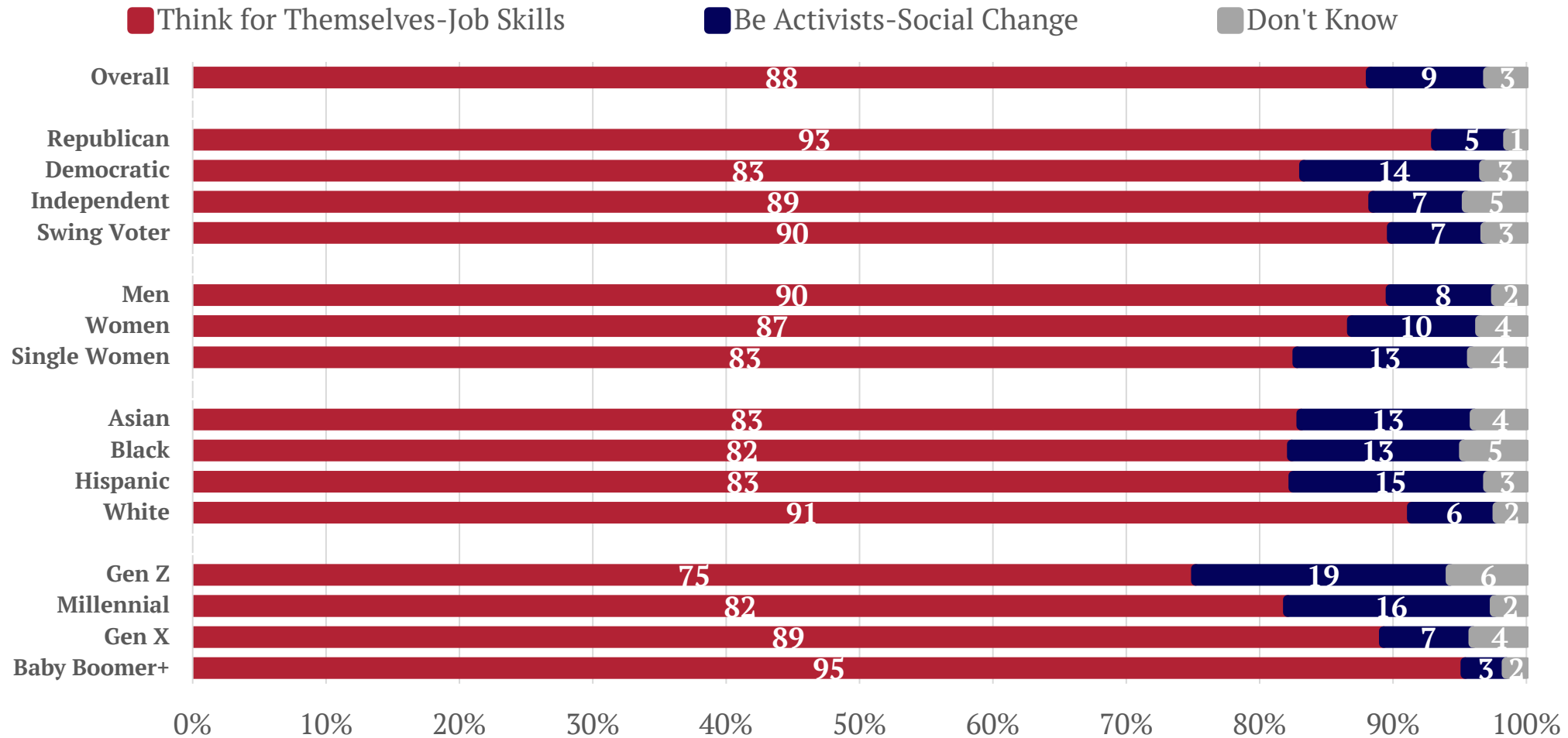


LARGE MAJORITIES SAY GOAL OF UNIVERSITY IS JOB SKILLS, NOT SOCIAL JUSTICE

What do you think should be the main goal of a university? Choose the option that fits your view best.

1. Teach students to think for themselves and give them skills to do well in their future jobs.

2. Encourage students to be activists and leaders who work for social change.



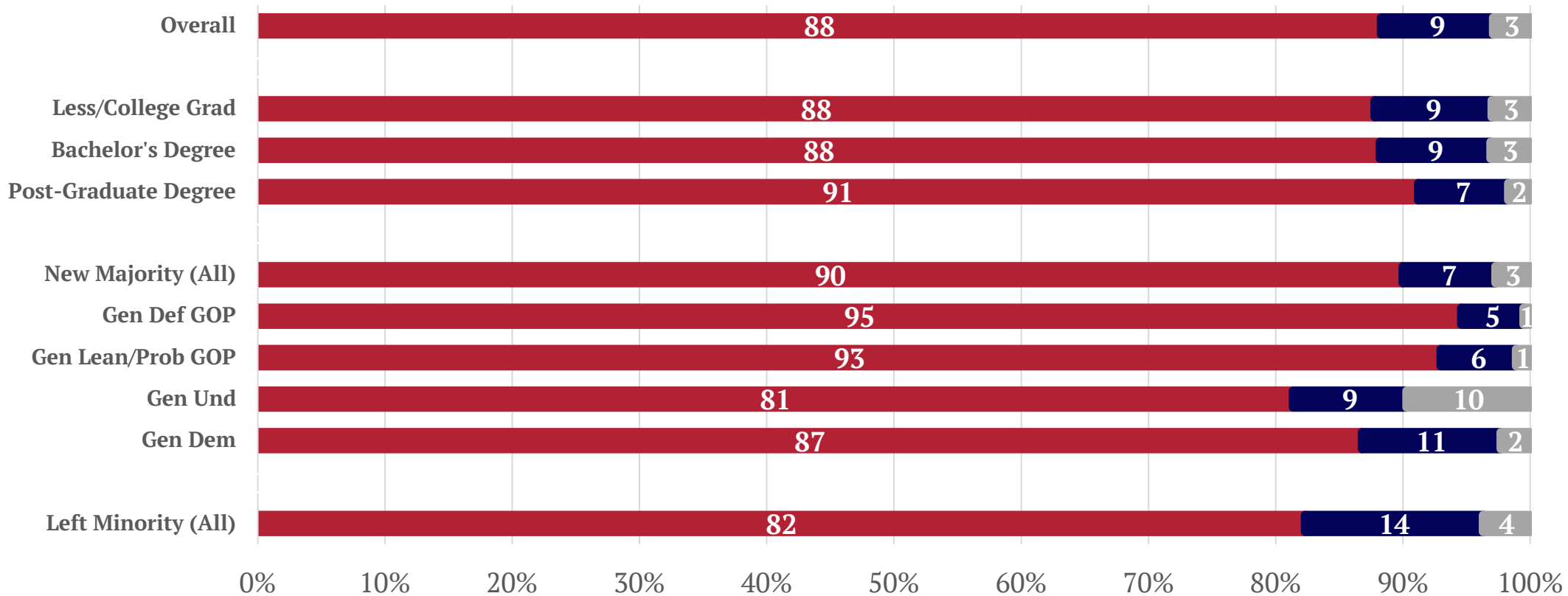
NEW MAJORITY AND LEFT MINORITY VOTERS AGREE ON WHAT SHOULD BE GOAL OF UNIVERSITY

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■ Think for Themselves-Job Skills
 ■ Be Activists-Social Change
 ■ Don't Know



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LARGE MAJORITIES ALSO SAY GOAL OF UNIVERSITY

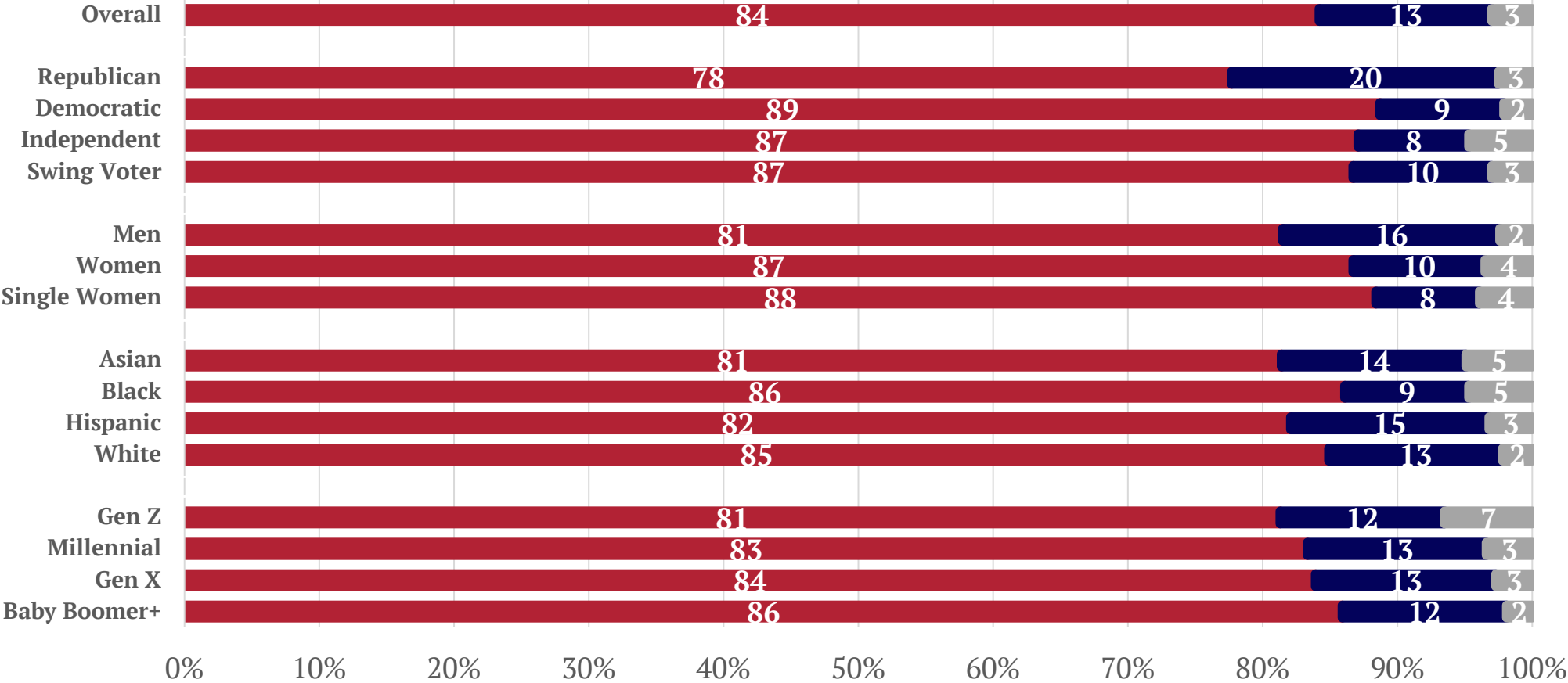
IS JOB SKILLS, NOT PATRIOTISM

What do you think should be the main goal of a university? Choose the option that fits your view best.

1. Teach students to think for themselves and give them skills to do well in their future jobs.

2. Encourage students to be patriotic Americans who work to support and maintain American values.

■ Think for Themselves-Job Skills ■ Patriotic-American Values ■ Don't Know

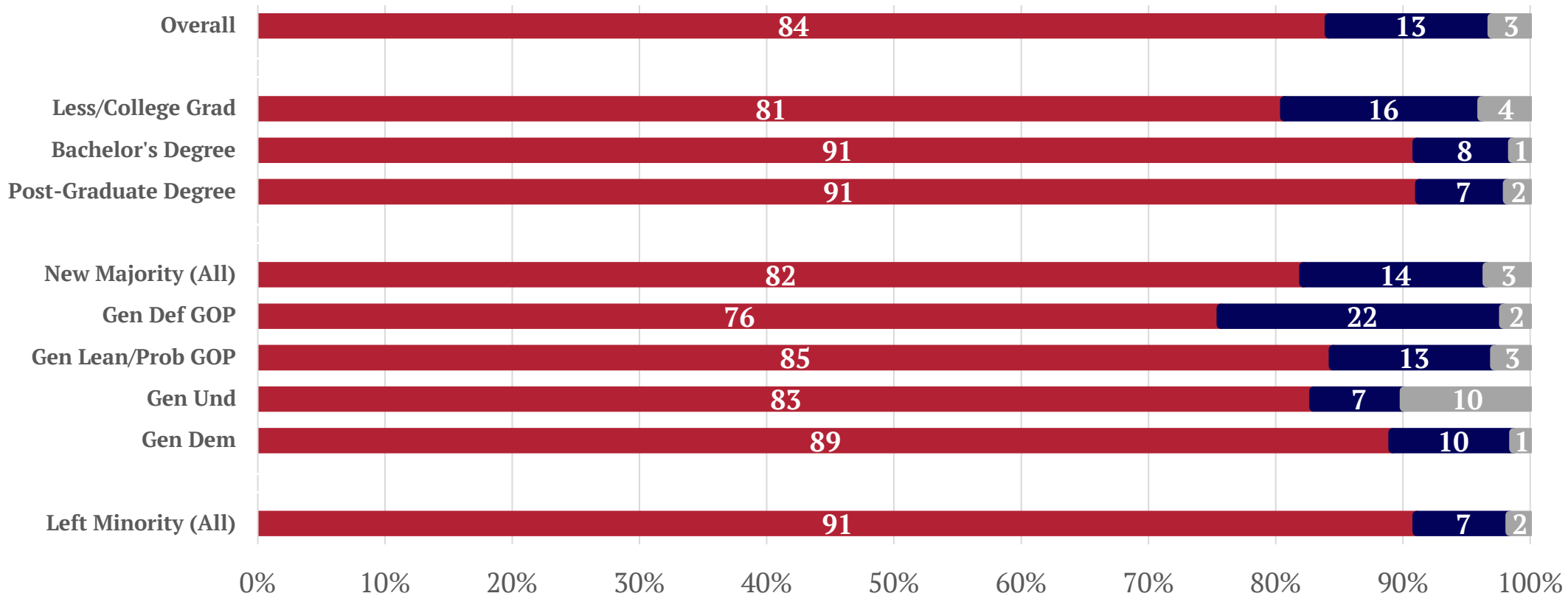


NEW MAJORITY AND LEFT MINORITY VOTERS AGREE ON WHAT SHOULD BE GOAL OF UNIVERSITY

What do you think should be the main goal of a university? Choose the option that fits your view best.

1. Teach students to think for themselves and give them skills to do well in their future jobs.
2. Encourage students to be patriotic Americans who work to support and maintain American values.

■ Think for Themselves-Job Skills
 ■ Patriotic-American Values
 ■ Don't Know



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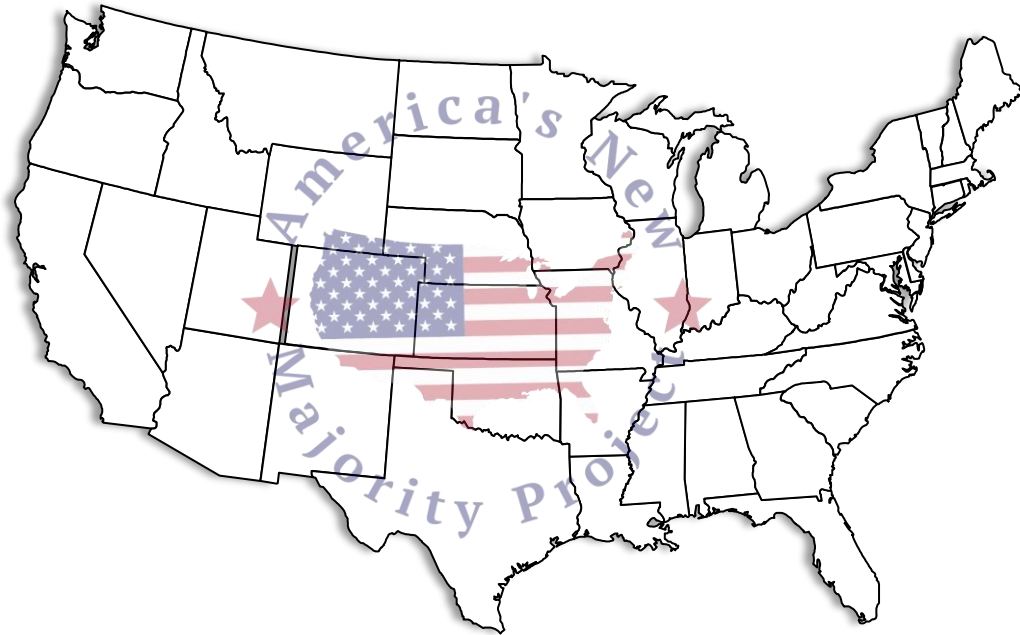


Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between January 11-14, 2024.

All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual general election turnout.

The sample of 2,000 registered voters has an accuracy of +/- 2.2% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.



New England	5%
Middle Atlantic	13%
East North Central	16%
West North Central	6%
South Atlantic	21%
East South Central	6%
West South Central	11%
Mountain	7%
Pacific	15%

18-29	15%
30-40	17%
41-55	25%
56-65	19%
66+	24%

White	68%
Hispanic	13%
Black	13%
Asian	4%
Other	2%

Male	47%
Female	53%

Democratic	36%
Republican	37%
Independent	27%

Less/4yr College	66%
Bachelor's/P.G	34%

