

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: WORK AND EDUCATION

-- FINAL TOPLINE --

Timberline: 937614  
GAL 075  
Princeton Job #: 26-08-008

August 3-24, 2026

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Results are based on telephone interviews conducted August 3-24, 2026, with a random sample of –1,200— adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of –600—national adults in Form A and the sample of –600— national adults in Form B, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –507—adults who are employed full- or part-time, the maximum margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of –233—parents with children in Kindergarten through Grade 12, the maximum margin of sampling error is  $\pm 8$  percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 80% cell phone respondents and 20% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, party identification, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Party identification targets are based on the average of the three most recent Gallup polls. Population density targets are based on the 2020 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact [galluphelp@gallup.com](mailto:galluphelp@gallup.com).

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42. How important is a college education today -- very important, fairly important, or not too important?

|                | <u>Very<br/>important</u> | <u>Fairly<br/>important</u> | <u>Not too<br/>important</u> | <u>No<br/>opinion</u> |
|----------------|---------------------------|-----------------------------|------------------------------|-----------------------|
| 2026 Aug 3-24  | 31                        | 39                          | 29                           | 1                     |
| 2025 Aug 1-20  | 35                        | 40                          | 24                           | 1                     |
| 2019 Jun 19-30 | 53                        | 35                          | 11                           | *                     |
| 2019 Jun 3-16  | 49                        | 37                          | 14                           | *                     |
| 2013 Dec 5-8   | 70                        | 23                          | 6                            | *                     |

**For comparison: Gallup/Phi Delta Kappa Survey of Attitudes toward Public Schools**

|                | <u>Very<br/>important</u> | <u>Fairly<br/>important</u> | <u>Not too<br/>important</u> | <u>No<br/>opinion</u> |
|----------------|---------------------------|-----------------------------|------------------------------|-----------------------|
| 1985 May 17-20 | 64                        | 27                          | 7                            | 2                     |
| 1983 May 13-22 | 58                        | 31                          | 8                            | 3                     |
| 1978 Apr       | 36                        | 46                          | 16                           | 2                     |

**GALLUP POLL SOCIAL SURVEY**  
**August 2026**  
**Public Release Data**

**QN42: Importance of college education today BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

|                    | Total | Gender |        | Race I |           | Age   |       |     | Education    |              |                 | Party I.D. |             |          | Household Income   |                  |            |
|--------------------|-------|--------|--------|--------|-----------|-------|-------|-----|--------------|--------------|-----------------|------------|-------------|----------|--------------------|------------------|------------|
|                    |       | Male   | Female | White  | Non-white | 18-34 | 35-54 | 55+ | College Grad | Some College | HS Grad or Less | Republican | Independent | Democrat | Less than \$50,000 | \$50,000-100,000 | \$100,000+ |
| Very important     | 31%   | 24%    | 39%    | 27%    | 39%       | 30%   | 34%   | 32% | 35%          | 26%          | 33%             | 24%        | 31%         | 39%      | 39%                | 27%              | 28%        |
| Fairly important   | 39%   | 39%    | 39%    | 41%    | 36%       | 37%   | 36%   | 42% | 46%          | 42%          | 30%             | 35%        | 36%         | 46%      | 31%                | 39%              | 47%        |
| Not too important  | 29%   | 35%    | 22%    | 32%    | 24%       | 32%   | 29%   | 25% | 19%          | 30%          | 36%             | 40%        | 32%         | 15%      | 29%                | 33%              | 25%        |
| DON'T KNOW/REFUSED | 1%    | 1%     | 0%     | 1%     | 0%        | 1%    | 1%    | 1%  | 0%           | 1%           | 1%              | 1%         | 1%          | 0%       | 1%                 | 1%               | 0%         |

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