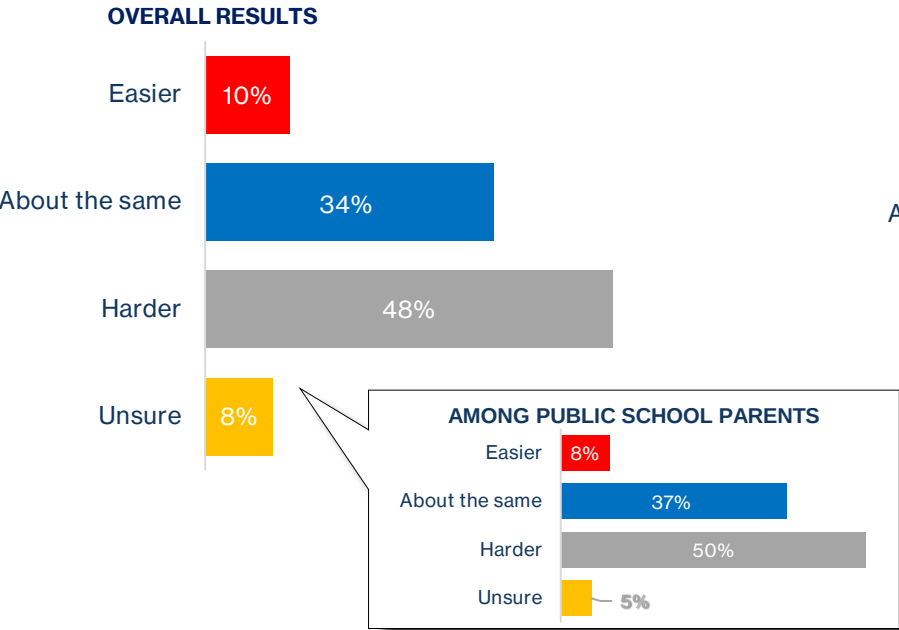
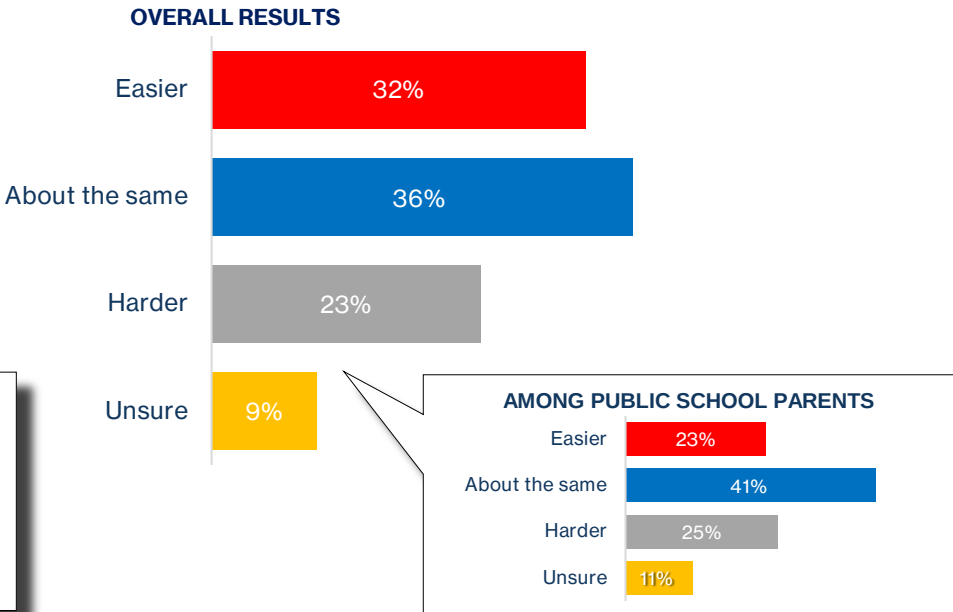


Effect of Career Technical Education on Making a Good Living in Ohio (split sample testing*)

VERSION A: At this time in Ohio, do you think that it is easier, about the same or harder to make a good living without a college degree?



VERSION B: At this time in Ohio, for students who graduate high school after attending career technical training programs, do you think that it is easier, about the same or harder to make a good living without a college degree?



What It Means

The differences in the results between the two different versions of the question wording hint at some cachet for career technical training and its perceived impact on earning prospects for students who attend such programs. Interestingly, the sentiment was much more prevalent among the general population when compared with public school parents, which suggests that the case for it still needs to be made to bolster the standing of career technical training programs among parents who are pondering allowing their children to enroll in them.

*** SPLIT SAMPLE TESTING:** Respondents were randomly assigned to receive one of the two different versions of the question about the same concept, in order to test for differences based on the wording of the questions

This opinion research data was gathered through a combination of live telephone interviews and secure SMS/text-to-web surveys conducted with 529 adults 18 years of age or older residing in Ohio who had valid residential, VOIP or cellular telephone numbers. The interviews and surveys were completed during the period of January 29, 2025 through February 1, 2025. The overall estimated margin of sampling error is +/- 4.26 percent, based on a confidence level of 95 percent, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 4.26 percent of those provided herein. Some adjustments were made to weight the results toward estimates of geographic and demographic characteristics of the state's adult population, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this opinion survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias.