Student Loan Perks poll
February 2020 - 2500 US college students

COLLEGE **PULSE**

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Q1. Do you think more companies' benefit packages should include helping employees pay off their student loans?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Yes	89%	85%	90%	84%	94%	83%	94%
No	11%	15%	10%	16%	6%	17%	6%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2495)	(741)	(1697)	(54)	(1278)	(1109)	(108)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Yes	89%	94%	89%	88%	89%	90%	95%	88%	75%
No	11%	6%	11%	12%	11%	10%	5%	12%	25%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2495)	(344)	(193)	(1241)	(1074)	(155)	(898)	(1220)	(367)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	89%	87%	92%	95%	90%	73%	91%	92%
No	11%	13%	8%	5%	10%	27%	9%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2495)	(1548)	(379)	(156)	(197)	(15)	(152)	(42)

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		Year			
	Total	2020	2021	2022	2023
Yes	89%	86%	88%	91%	92%
No	11%	14%	12%	9%	8%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2495)	(620)	(669)	(644)	(561)

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Q2. Which would you rather have as a full-time employee?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
$5,000 toward a 401K annually	64%	78%	62%	72%	57%	74%	53%
$5,000 toward student loans annually	36%	22%	38%	28%	43%	26%	47%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2493)	(741)	(1695)	(54)	(1276)	(1109)	(108)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
$5,000 toward a 401K annually	64%	55%	73%	68%	61%	53%	60%	65%	75%
$5,000 toward student loans annually	36%	45%	27%	32%	39%	47%	40%	35%	25%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2493)	(345)	(193)	(1240)	(1073)	(155)	(898)	(1219)	(366)

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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
$5,000 toward a 401K annually	64%	67%	67%	59%	57%	61%	65%	67%
$5,000 toward student loans annually	36%	33%	33%	41%	43%	39%	35%	33%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2493)	(1545)	(380)	(155)	(198)	(15)	(152)	(42)

		Year			
	Total	2020	2021	2022	2023
$5,000 toward a 401K annually	64%	69%	66%	63%	58%
$5,000 toward student loans annually	36%	31%	34%	37%	42%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2493)	(620)	(668)	(642)	(562)

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Q3. Do you expect to have student loan debt when you graduate?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Yes	64%	35%	70%	38%	67%	60%	71%
No	36%	65%	30%	62%	33%	40%	29%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2500)	(742)	(1701)	(54)	(1280)	(1112)	(108)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Yes	64%	67%	53%	63%	66%	65%	66%	62%	64%
No	36%	33%	47%	37%	34%	35%	34%	38%	36%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2500)	(346)	(193)	(1245)	(1076)	(155)	(899)	(1222)	(369)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	64%	64%	49%	69%	66%	60%	66%	64%
No	36%	36%	51%	31%	34%	40%	34%	36%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2500)	(1548)	(380)	(157)	(198)	(15)	(153)	(43)

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		Year			
	Total	2020	2021	2022	2023
Yes	64%	62%	65%	61%	68%
No	36%	38%	35%	39%	32%
Refused	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%
(Unweighted N)	(2500)	(621)	(669)	(646)	(563)

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Q4. How much do you expect to owe in student loans when you graduate?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Less than $25,000	38%	32%	38%	42%	40%	36%	30%
$26,000 - $50,000	30%	27%	31%	2%	30%	30%	31%
$51,000 - $75,000	13%	13%	13%	25%	12%	15%	16%
More than $75,000	11%	15%	10%	5%	10%	12%	14%
Not sure	8%	13%	8%	27%	9%	8%	9%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	101%	101%	100%
(Unweighted N)	(1443)	(245)	(1176)	(19)	(771)	(600)	(72)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Less than $25,000	38%	38%	41%	37%	36%	40%	41%	36%	35%
$26,000 - $50,000	30%	30%	29%	30%	31%	23%	28%	31%	32%
$51,000 - $75,000	13%	13%	13%	14%	14%	14%	12%	14%	14%
More than $75,000	11%	9%	11%	11%	11%	7%	12%	9%	12%
Not sure	8%	10%	7%	9%	8%	15%	7%	10%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	101%	100%	99%	100%	100%	101%
(Unweighted N)	(1443)	(206)	(98)	(706)	(639)	(92)	(531)	(692)	(216)

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		Race						Year			
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other	2020	2021	2022	2023
Less than $25,000	38%	35%	40%	40%	47%	31%	22%	43%	34%	40%	35%
$26,000 - $50,000	30%	31%	31%	24%	26%	44%	47%	31%	30%	28%	29%
$51,000 - $75,000	13%	14%	6%	16%	12%	12%	7%	11%	16%	12%	14%
More than $75,000	11%	11%	9%	9%	11%	7%	17%	12%	12%	8%	11%
Not sure	8%	9%	14%	10%	2%	7%	7%	3%	8%	11%	11%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	99%	98%	101%	100%	100%	100%	99%	100%
(Unweighted N)	(1443)	(905)	(172)	(107)	(127)	(93)	(25)	(340)	(386)	(359)	(357)

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Q5. How worried are you about being able to make your student loan payments after graduation?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Very worried	23%	16%	23%	41%	27%	16%	40%
Somewhat worried	48%	49%	48%	48%	53%	40%	44%
Not too worried	24%	27%	24%	6%	17%	35%	11%
Not at all worried	5%	8%	5%	5%	2%	9%	5%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	99%	100%	100%
(Unweighted N)	(1441)	(244)	(1175)	(19)	(771)	(598)	(72)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Very worried	23%	34%	34%	14%	28%	27%	29%	21%	12%
Somewhat worried	48%	48%	41%	50%	47%	45%	49%	48%	42%
Not too worried	24%	14%	18%	29%	21%	23%	19%	25%	37%
Not at all worried	5%	4%	6%	7%	4%	5%	3%	6%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	100%	100%	100%	100%	100%	99%
(Unweighted N)	(1441)	(205)	(98)	(706)	(637)	(92)	(531)	(690)	(216)

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		Race						Year			
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other	2020	2021	2022	2023
Very worried	23%	19%	24%	30%	28%	33%	30%	22%	24%	22%	25%
Somewhat worried	48%	46%	51%	51%	50%	46%	60%	42%	50%	52%	47%
Not too worried	24%	28%	23%	16%	20%	17%	9%	26%	22%	23%	25%
Not at all worried	5%	7%	2%	3%	1%	4%	0%	9%	5%	4%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	99%	100%	99%	99%	101%	101%	100%
(Unweighted N)	(1441)	(903)	(173)	(107)	(127)	(93)	(24)	(340)	(385)	(358)	(357)

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Q6. How much, if at all, will student loans factor into the type of jobs you apply for after graduation?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Major factor	39%	36%	39%	50%	43%	31%	50%
Minor factor	46%	47%	46%	29%	47%	46%	37%
Not a factor	16%	18%	15%	21%	10%	23%	13%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	101%	100%	100%	100%	100%	100%
(Unweighted N)	(1439)	(245)	(1172)	(19)	(770)	(598)	(71)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Major factor	39%	42%	41%	37%	40%	31%	43%	39%	27%
Minor factor	46%	47%	44%	46%	45%	57%	45%	46%	47%
Not a factor	16%	11%	15%	17%	15%	12%	12%	15%	26%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1439)	(206)	(96)	(703)	(638)	(92)	(529)	(690)	(216)

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		Race						Year			
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other	2020	2021	2022	2023
Major factor	39%	33%	45%	44%	49%	42%	49%	38%	38%	36%	43%
Minor factor	46%	49%	41%	40%	43%	43%	48%	41%	45%	48%	49%
Not a factor	16%	18%	14%	16%	9%	15%	3%	21%	17%	16%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1439)	(903)	(173)	(106)	(126)	(92)	(25)	(339)	(384)	(358)	(357)

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Q7. If you saw that a company offered student loan repayment while searching for jobs after graduation, how much, if at all, would that factor into your decision about applying?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Major factor	57%	54%	57%	67%	65%	44%	61%
Minor factor	40%	40%	40%	29%	33%	50%	31%
Not a factor	4%	6%	3%	5%	2%	6%	8%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	101%	100%	100%	100%
(Unweighted N)	(1438)	(245)	(1171)	(19)	(768)	(600)	(70)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Major factor	57%	61%	49%	50%	61%	58%	64%	53%	46%
Minor factor	40%	37%	46%	46%	36%	39%	34%	42%	50%
Not a factor	4%	2%	5%	4%	3%	4%	2%	5%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	100%	100%	101%	100%	100%	100%
(Unweighted N)	(1438)	(206)	(97)	(705)	(635)	(92)	(529)	(689)	(216)

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		Race						Year			
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other	2020	2021	2022	2023
Major factor	57%	51%	60%	66%	63%	64%	56%	53%	55%	58%	59%
Minor factor	40%	44%	35%	32%	37%	34%	44%	42%	41%	37%	39%
Not a factor	4%	5%	5%	2%	1%	2%	0%	4%	4%	5%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%
(Unweighted N)	(1438)	(900)	(173)	(107)	(127)	(92)	(25)	(339)	(385)	(356)	(357)

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Q8. If a company offered to match employees' student loan payments up to a certain amount each year, what's the LOWEST amount that would grab your attention when applying for jobs?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
$500 per year	12%	8%	12%	10%	12%	12%	6%
$1,000 per year	23%	19%	24%	21%	25%	22%	24%
$1,500 per year	14%	13%	14%	29%	15%	12%	17%
$2,000 per year	25%	31%	25%	16%	25%	26%	26%
$2,500 per year	7%	5%	7%	5%	7%	7%	5%
$3,000 per year	15%	15%	15%	10%	15%	15%	16%
None of the above	4%	8%	4%	10%	3%	6%	7%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	101%	101%	102%	100%	101%
(Unweighted N)	(1434)	(244)	(1168)	(19)	(769)	(595)	(70)

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		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
$500 per year	12%	14%	15%	11%	11%	6%	9%	13%	13%
$1,000 per year	23%	27%	26%	24%	23%	13%	24%	24%	20%
$1,500 per year	14%	15%	18%	10%	16%	14%	15%	13%	13%
$2,000 per year	25%	20%	15%	28%	24%	39%	24%	24%	30%
$2,500 per year	7%	6%	8%	6%	9%	5%	8%	6%	6%
$3,000 per year	15%	14%	12%	17%	14%	15%	16%	16%	12%
None of the above	4%	3%	7%	5%	3%	8%	3%	5%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	101%	101%	100%	100%	99%	101%	100%
(Unweighted N)	(1434)	(205)	(98)	(701)	(635)	(92)	(529)	(685)	(216)

		Race						Year			
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other	2020	2021	2022	2023
$500 per year	12%	14%	13%	5%	11%	9%	3%	10%	13%	15%	9%
$1,000 per year	23%	25%	19%	19%	24%	29%	15%	29%	23%	22%	20%
$1,500 per year	14%	13%	12%	19%	14%	18%	9%	12%	14%	13%	16%
$2,000 per year	25%	25%	26%	28%	25%	20%	24%	23%	25%	23%	30%
$2,500 per year	7%	7%	7%	8%	6%	6%	0%	6%	7%	7%	6%
$3,000 per year	15%	13%	17%	19%	18%	15%	22%	14%	15%	15%	17%
None of the above	4%	5%	6%	2%	3%	3%	27%	5%	5%	5%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	102%	100%	100%	101%	100%	100%	99%	102%	100%	100%
(Unweighted N)	(1434)	(897)	(173)	(105)	(127)	(93)	(25)	(339)	(381)	(355)	(358)

Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 2500 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 240,000 verified students representing more than 800 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IFP) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is ±2.2%. Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit https://collegepulse.com