



The AP-Viacom Survey of Youth on Education March, 2011

By Stanford University
Conducted by GfK Roper Public Affairs & Corporate Communications

A telephone survey of the American young adult population (ages 18-24)

Interview dates: February 18 – March 6, 2011

Number of interviews: 1,104

Margin of error for the total sample: +/- 3.5 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Please refer to the exact sample number at the bottom of each table.

All results shown are percentages unless otherwise labeled.



Q1 previously released

There is no Q2

Q3/3b previously released

Q4 previously released

Q5. Do you currently have a job, or not? [If "YES," ASK: Is that a full-time job or a part-time job?]

Yes, full-time	28
Yes, part-time	29
Yes, sometimes full-time and sometimes part-time	1
No	42
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=1,104

[ASK IF NOT CURRENTLY EMPLOYED:]

Q5a. Have you ever had a job, or not?

Yes	80
No	20
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=483

Q6 held for later release

[ASK ALL:]

Q7. Have you graduated from high school, or not? [IF NO: Are you currently attending high school or not currently attending high school?]

Yes	72
No, currently attending high school	16
No, NOT currently attending high school	13
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,104

[ASK IF GRADUATED FROM HIGH SCHOOL:]

Q8a. Have you ever attended college, or not?

Yes	67
No	33
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=870

[ASK IF ATTENDED COLLEGE:]

Q8b. Did you earn a college degree, or not? [IF YES: Is that an associates or two-year degree or a bachelor's degree?]

Yes, associates/two-year	9
Yes, bachelors	19
No	73
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=663

[ASK IF ATTENDED COLLEGE:]

Q8c. Have you ever attended graduate or professional school, or not?

Yes	9
No	91
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=663

[ASK IF ATTENDED GRADUATE SCHOOL:]

Q8d. Did you earn an advanced degree there, or not?

Yes	39
No	61
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=63

Education summary Q7-Q8d:

Less than high school graduate	29
Currently attending high school	16
Not attending high school	13
High school graduate	71
Have not attended college	24
Attended college	47
Have a college degree	12
<i>Associates/two-year</i>	<i>4</i>
<i>Bachelor's</i>	<i>8</i>
Do not have a college degree	35
Attended graduate or professional school	3
Have an advanced degree	2

Based on:

N=1,104

[ASK ALL:]

Q8e. Have you ever attended technical or vocational school, or not? [IF YES: Did you complete the program, or not?]

Yes	16
Yes, completed program	8
Yes, did not complete program	7
No	84
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,104

[ASK IF HAVE BACHELORS DEGREE:]

Q8f. How many years did it take you to complete your college degree?

Less than four years	13
Four years	62
More than four years	24
Don't know [VOL]	2
Refused [VOL]	-

Based on:

N=124

Q8g previously released

[ASK ALL:]

Q9. Are you currently a student, either full-time or part-time, or not? [If "YES," ASK: Are you a full-time student or a part-time student?]

Yes, a student	50
Yes, full-time	40
Yes, part-time	10
No	50
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,104

[ASK IF STUDENT:]

Q10. And at which type of institution are you currently studying?

High school	30
Four-year public university or college	27
Four-year private university or college	12
Two-year or community college	21
Technical or vocational school	4
Graduate or professional school	3
Other (specify)	4
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=566

[ASK IF COMPLETED HIGH SCHOOL:]

Q11. How many different schools have you attended since graduating high school, if any?

One school	50
Two schools	16
Three or more schools	9
Have not taken any classes since graduating high school	25
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=870

[ASK IF CURRENT COLLEGE/TECHNICAL SCHOOL/GRADUATE STUDENT:]

Q12. What is your major or field of study?

Health	12
Business	9
Arts and Humanities	5
Education	2
Computer and Information Sciences	4
Social Sciences	3
Natural Sciences and Mathematics	3
Engineering and Engineering Technology	2
Communications	2
General Education	2
Vocational Programs	*
University Transfer	-
Other	50
Don't know [VOL]	2
Refused [VOL]	-

Based on:

N=422

Q13 through Q16 previously released

[ASK IF ATTENDED COLLEGE:]

Q17. Do you think your college education so far has been worth the time and money you have spent on it, in terms of the benefits it will bring you later in life, or has it not been worth it?

[IF "YES, WORTH IT" ASK: Is that definitely worth it or probably worth it?][IF "NO, NOT WORTH IT" ASK: Is that definitely not worth it or probably not worth it?]

Total Worth it	79
Definitely worth it	57
Probably worth it	22
Neutral, not sure if it was worth it or not [VOL]	3
Total Not worth it	18
Probably not worth it	12
Definitely not worth it	6
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=663

Q18 through Q20 previously released

Q21 held for later release

[ASK IF ATTENDED COLLEGE:]

Q22. Please tell me if you ever did any of the following during college. The first is [ITEM], did you ever do that, or not? [IF YES: Did you consider it a valuable part of your college experience, or not?]

	Yes, valuable	Yes, but not valuable	No, did not do this	Don't know [VOL]	Refused [VOL]
[Randomize Items]					
Take a class geared toward planning for the future	36	7	57	*	-
Go see a guest speaker who talked about the working world	48	9	44	-	-
Take a "how-to-be-happy" class for students in your major	7	1	92	-	-

Based on: N=663

[ASK IF ATTENDED COLLEGE:]

Q23. Have you ever received recommendations from your peers about professors and instructors at your school?

Yes	75
No	25
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=663

[ASK IF YES, RECEIVED RECOMMENDATIONS:]

Q24. How valuable were those recommendations in choosing your coursework, were they extremely valuable, somewhat valuable, moderately valuable, not too valuable or not valuable at all?

Extremely/very valuable	46
Extremely valuable	33
Very valuable	13
Somewhat valuable	48
Not too/at all valuable	6
Not too valuable	3
Not at all valuable	3
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=469

[ASK ALL; ROTATE ITEMS IN PARENTHESES:]

Q25. Which type of college experience do you think is more worth the money: (An education that is focused on success in the working world) or (An education that is focused on general knowledge and critical thinking)?

An education focused on success in the working world	55
An education focused on general knowledge and critical thinking	40
Both equally valuable [VOL]	4
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=1,104

Q26 and Q27 previously released

[ASK IF Q27=FIND A JOB:]

Q29a. Do you think you'll be able to find a job in your field, or not? [IF NOT: Do you think you will take any job that's available or wait for one in your field?]

Will be able to find a job in your field	89
Will not be able to find a job in your field, will take any job available	6
Will not be able to find a job in your field, will wait for one in your field	5
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=219

Q29b previously released

[ASK ALL:]

Q30. How important is it for a student to gain each of the following from a college education - is it extremely important, very important, moderately important, not too important or not at all important for a student to [ITEM]?

[Randomize Items]	Extremely important	Very important	Moderately important	Not too important	Not at all important	Don't know [VOL]	Refused [VOL]
Broaden their general knowledge and expand their mind	44	43	11	1	1	*	-
Meet new people	30	43	22	3	2	-	-
Have new experiences	38	42	17	2	2	*	-
Train in a specific field and prepare for a career	38	42	16	2	1	-	-
Gain life skills that prepare them for adulthood	42	44	11	2	1	*	-

Based on: N=1,104

Q30a previously released

[ASK ALL:]

Q30b. Which recommendation comes closest to your view? [ROTATE ORDER]

Pick a school and stick with it—it's best to finish what you started	14
Switch schools if you're not getting exactly what you want—find the program that's perfect for you	86
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,104

[ASK ALL:]

Q30c. Which recommendation comes closest to your view? [ROTATE ORDER]

It's important to get through college in four years—the traditional route	25
It's not necessary to finish college in the traditional four year time span—it's more important to take your time and make sure you've done it exactly how you want	75
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,104

[ASK IF ATTENDED COLLEGE:]

Q31. We'd like to know about the approach you've taken to making college work for your personal needs. Which of the following have you done?

[RANDOMIZE]	Yes, have done this	No, have not done this	Don't know [VOL]	Refused [VOL]
Scheduled classes with the goal of completing college in four years	69	31	-	-
Scheduled classes with the goal of finishing school early	41	59	*	-
Took on another major to increase your options after graduation	34	66	-	-
Took on another major because the topic interested you	46	54	-	-
Saved time and money by taking classes in high school that qualified for college credit	58	43	-	-
Saved time and money by taking requisite college courses at a community college before moving on to a bachelor's program	49	51	*	-
Took more classes from my major early on, rather than basic coursework, to make sure I really enjoyed that field before continuing on	58	42	*	-
Have done or plan to do internships in my field	68	32	-	-

Based on: N=663

Q32 through Q38 previously released

[ASK IF CURRENT COLLEGE OR HIGHER STUDENTS:]

Q39. Do you rely on any of the following sources to finance your education? The first is [ITEM], do you rely on [ITEM] to finance your education, or not?

[IF YES: Is that a major source of financing for your education or a minor source?]

[Randomize Items]	Yes, major source	Yes, minor source	No, not a source	Don't know [VOL]	Refused [VOL]
Money from your parents	38	22	40	-	*
Scholarships	35	25	40	-	*
A part-time or full-time job	31	32	37	-	*
Student loans	35	22	42	-	*
Personal savings	21	30	49	*	*
Money from other family members	15	20	65	-	*

Based on: N=422

Q40. How comfortable are you with having student loans, would you say you are [READ LIST]?

Total comfortable	37
Very comfortable	12
Somewhat comfortable	25
Neither comfortable nor uncomfortable	14
Total uncomfortable	48
Somewhat uncomfortable	27
Very uncomfortable	22
Don't know [VOL]	1
Refused [VOL]	*

Based on:

N=1,104

[ASK IF CURRENT COLLEGE STUDENT:]

Q41. Over the past three months, was there a time when you seriously considered leaving or dropping out of college, or not?

Yes	22
No	78
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=378

[ASK IF "YES" IN Q.41 – CONSIDERED DROPPING OUT:]

Q42. Were any of the following a factor in why you considered dropping out of college? The first one is [ITEM], was [ITEM] a factor in considering dropping out of college?

	Yes, was a factor	No, not a factor	Don't know [VOL]	Refused [VOL]
[RANDOMIZE]				
Financial problems	58	42	-	-
Family problems	33	67	-	-
Academic problems/poor grades	26	74	-	-
Feeling too depressed or lonely to stay in school	26	74	-	-

Based on: N=84

Q43 previously released

Q44 and Q45 held for later release

Q46 through Q48 previously released

PID1/
PID2.

Do you consider yourself a Democrat, a Republican, an Independent, or none of these?
 [IF "DEMOCRAT," ASK:] Do you consider yourself a strong or moderate Democrat?
 [IF "REPUBLICAN," ASK:] Do you consider yourself a strong or moderate Republican?
 [IF "INDEPENDENT" OR "NONE," ASK:] Do you lean more toward the Democrats or the Republicans?

Total Democrat	34
Democrat – strong	8
Democrat – moderate	18
Independent – lean Democratic	9
None – lean Democratic	-
Total Republican	24
Republican – strong	7
Republican – moderate	12
Independent – lean Republican	6
None – lean Republican	-
[VOL] Independent – don't lean	3
[VOL] None – don't lean	-
[VOL] Other	*
Don't know	38
Refused	-

Based on:

N=1,104

G11a. Generally speaking, do you consider yourself a liberal, moderate, or conservative?

IF "Liberal," ASK: Would you say you are strongly or somewhat liberal?
 IF "Conservative," ASK: Would you say you are strongly or somewhat conservative?

Liberal	25
Liberal - strongly	9
Liberal - somewhat	17
Conservative	36
Conservative - strongly	12
Conservative - somewhat	25
Moderate	31
Don't know	6
Refused	1

Based on:

N=1,104

[INTERVIEWER READ:] The following questions are for classification purposes only. Be assured that your responses will be aggregated with those of other participants to this survey.

DM1. What is your marital status? Are you... [READ EACH ITEM]

Married/Living as Married/Co-habiting	16
Separated	1
Divorced	1
Widowed	*
Never Married	81
Don't know [VOL]	*
Refused [VOL]	1

Based on:

N=1,104

DM5. Which one of the following best describes where you live? [READ EACH ITEM]

Urban area	31
Suburban area	38
Rural area	27
Don't know [VOL]	3
Refused [VOL]	1

Based on:

N=1,104

DM8. How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used ONLY for faxes or modems.

None	46
One Line	48
Two lines	3
Three or more lines	1
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=1,104

DM9. And on how many different cell-phone numbers, if any, could I have reached you for this call?

None	6
One	83
Two	7
Three or more	3
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=1,104

DM10. [IF BOTH LAND AND CELLPHONE, ASK:] Generally speaking, would you say you use your landline phone most of the time, your cell phone most of the time, or would you say you use both about equally?

Landline	8
Cell phone	70
Both equally	22
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=615

DM10a. [ASK CELL-PHONE SAMPLE ONLY] How many adults, in addition to you, carry and use this cell phone at least once a week or more?

None	46
One	34
Two	12
Three or more	7
Don't know [VOL]	1
Refused [VOL]	1

Based on:

N=501

DM12. Do you consider yourself a born-again or evangelical Christian, or not?

Yes, born-again/evangelical	33
No	64
Don't know [VOL]	2
Refused [VOL]	2

Based on:

N=1,104

DM13. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination?

Protestant	13
Catholic	24
Mormon	2
Jewish	1
Muslim	1
Other religion [SPECIFY]	27
Don't belong to religious denomination	30
Don't know [VOL]	1
Refused [VOL]	2

Based on:

N=1,104

DM14. [IF "OTHER RELIGION" IN DM13, ASK:] Do you consider yourself a Christian, or not?

Yes, a Christian	84
No, not a Christian	16
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=287

DM16. Are you of Hispanic, Latino or Spanish origin?

Yes	19
No	80
Don't know [VOL]	*
Refused [VOL]	2

Based on:

N=1,104

- DM17. [IF SPANISH/HISPANIC/LATINO (D16=1), ASK:] In addition to being Hispanic, Latino or Spanish, what race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]
- DM18. [IF NOT SPANISH/HISPANIC/LATINO (D16=2), ASK:] What race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

White	60
Black, African-American, or Negro	14
Asian Indian	2
American Indian or Alaska Native	1
Korean	1
Vietnamese	*
Chinese	*
Filipino	*
Native Hawaiian	*
Guamanian or Chamorro	*
Samoan	-
Japanese	-
Other Asian	*
Other Pacific Islander	*
Some other race [SPECIFY]	4
Hispanic, Latino or Spanish only	10
Multiple races [VOL]	2
Don't know [VOL]	2
Refused [VOL]	2

Based on:

N=1,104

- DM19. Does your total household [IF SINGLE: "PERSONAL"] income fall below \$50,000 dollars, or is it \$50,000 or higher? [READ LIST]

Below \$50,000	62
\$50,000+	27
Don't know [VOL]	7
Refused [VOL]	4

Based on:

N=1,104

DM20. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall? [READ LIST]

Under \$10,000	16
\$10,000 to under \$20,000	12
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	11
\$75,000 to under \$100,000	7
\$100,000 to under \$150,000	4
\$150,000 or more	3
Don't know [VOL]	10
Refused [VOL]	6

Based on:

N=1,104

DM25. [INTERVIEWER RECORD:] Respondent's Gender:

Male	51
Female	49

Based on:

N=1,104

REGION:

Northeast	16
Midwest	23
South	35
West	27

Based on:

N=1,104

AP-GfK Poll Methodology

The **Associated Press-Viacom Survey of Youth on Education** was conducted from February 18 through March 6, 2011, by GfK Roper Public Affairs & Corporate Communications – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,104 18 to 24 year olds.

Interviews were conducted with 603 respondents on landlines and 501 respondents on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The sample included the contiguous 48 states, Alaska, and Hawaii. Interviews were conducted in both English and Spanish, depending on respondent preference.

The combined landline and cell phone data were weighted to account for probabilities of selection, as well as age, sex, education and race, using targets from the March 2009 supplement of the Current Population Survey. In addition to these factors, the weighting takes into account the patterns of land and cell phone usage by region from the 2009 Fall estimates provided by Mediamark Research Inc.

The collection of African Americans interviews (n=253) was based on two sampling approaches. A portion (n=153) were found through the dual frame approach and thus carry a first stage weight computed as part of the core survey of n=1,000 18-24 year olds. An over-sample (n=100) were interviewed from a disproportionate stratification sample, in which random digit dial (RDD) landline telephone exchanges were arrayed by concentration of the African American population to form five strata based on population density. The sample was randomly selected from each strata, with disproportionately more selected from denser strata and fewer from the less dense strata. Selection probabilities were computed for each strata to correct for unequal selection probabilities. These strata weights are the first stage weights for this sample. These two sample sources were combined and rim weighted to reflect the African American 18-24 year old population on Hispanic ethnicity, educational attainment, region, and age within sex.

The margin of sampling error is plus or minus 3.5 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.

Trend data are displayed for selected questions from previous AP-GfK Polls that also consisted of telephone interviews with nationally-representative probability samples of adults age 18 or older. Details about all AP-GfK Polls are available at <http://www.ap-gfkipoll.com>.