



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. When you think about how things are going in your life in general, would you say you are very happy, somewhat happy, neither happy nor unhappy, somewhat unhappy, or very unhappy?

Total happy	87
Very happy	47
Somewhat happy	40
Neither happy nor unhappy	5
Total unhappy	8
Somewhat unhappy	5
Very unhappy	3
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,104

There is no Q2

Q3/3b held for later release

- Q4. Would you describe the nation's economy these days as good, poor, or neither good nor poor?
 [IF "GOOD," ASK:] Is that very good or somewhat good?
 [IF "POOR," ASK:] Is that very poor or somewhat poor?
 [IF "NEITHER," ASK:] If you had to choose, do you lean more toward good or poor?

Total Good (net)	20
Very good	1
Somewhat good	8
Neither - lean good	12
(DNR) Neither - Don't lean	5
Total poor (net)	75
Neither - lean poor	15
Somewhat poor	36
Very poor	24
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,104

- 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

Q8f and Q8g held for later release

[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 your 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

Q11 held for later release

[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 Q26 held for later release

[ASK IF CURRENT COLLEGE/TECHNICAL SCHOOL STUDENT:]

Q27. What do you plan to do after you finish school? [READ LIST]

Find a job	53
Continue your education	30
Take time off to travel	5
Become a homemaker	1
Something else [specify]	6
Not sure	6
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=403

Q29a held for later release

[ASK IF Q27 < FIND A JOB:]

Q29b. How important was the number of available jobs in your field in deciding what to do after school - was it extremely important, very important, moderately important, not too important or not at all important?

Extremely/Very important	49
Extremely important	25
Very important	24
Somewhat important	26
Not too/Not at all important	24
Not too important	9
Not at all important	15
Don't know [VOL]	1
Refused [VOL]	-

Q30 through Q31 held for later release

[ASK ALL; RANDOMIZE ITEMS IN PARENTHESES:]

Q32. Compared to your parents, do you think it will be (easier), (harder) or about the same for you to [ITEM]?

[Randomize Items]	Easier	Harder	About the same	Don't know [VOL]	Refused [VOL]
Buy a house	25	56	19	-	-
Raise a family	27	42	31	1	-
Earn enough money to support the lifestyle you'd like to lead	29	45	27	*	-
Save money for your retirement	26	53	21	*	-

Based on: N=1,104

[ASK ALL:]

Q33. How confident are you that you will find a career that will bring you happiness - very confident, somewhat confident, not too confident or not at all confident?

Total Confident (net)	90
Very confident	54
Somewhat confident	36
Total Not Confident (net)	9
Not too confident	7
Not at all confident	2
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,104

[ASK ALL:]

Q34. Can you and your family afford to buy most of the things you want to buy, or are there many things you want to buy but can't afford?

Can afford to buy most of the things I want to buy	46
There are many things I want to buy but can't afford	53
Don't know [VOL]	1
Refused [VOL]	*

Based on:

N=1,104

[ASK ALL:]

Q35. How much do you worry about the finances of your parents?

A lot	37
A little	33
Not at all	30
Don't know [VOL]	-
Refused [VOL]	*

Based on:

N=1,104

[ASK ALL:]

Q36. In a typical week, how much do you worry about having enough money to make it through the week?

A lot	27
A little	38
Not at all	35
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,104

[ASK ALL:]

Q37. Do you depend on your parents or other family members for financial assistance, or not?

Yes	47
No	53
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=1,104

[ASK ALL:]

Q38. How big a factor was money in deciding [ITEM]? Was it the single most important factor, a big factor, a small factor or not a factor at all?

	The single most important factor	A big factor	A small factor	Not a factor at all	Don't know [VOL]	Refused [VOL]
[GRADUATED HIGH SCHOOL] Whether to continue your education past high school (N=870)	14	40	20	27	-	*
[ALL] How you [spent/spend] your summers as a student	8	36	27	28	1	*
[EVER EMPLOYED] The type of jobs you have had (N=1,002)	8	34	32	26	*	-
[ALL] The career you hope to have	11	44	23	22	1	-
[ATTENDED COLLEGE] Which colleges you would apply to (N=663)	10	38	28	23	*	*
[ATTENDED COLLEGE] Which college you would go to (N=663)	12	43	25	20	-	*

Based on: N=1,104

Q39 through Q42 held for later release

[ASK ALL:]

Q43. Since September 1, 2010, did either of your parents get laid off or otherwise lose a job, or not?

Yes	19
No	80
Don't know [VOL]	1
Refused [VOL]	*

Based on:

N=1,104

Q44 through Q48 held for later release

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-gfkpoll.com>.