



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 held for later release

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

Q8f held for later release

[ASK ALL:]

Q8g. How much further in school do you plan to go, if at all?

Finish high school	4
Technical, trade or vocational school	6
College, no degree or two-year/associate's degree	15
College, bachelor's degree	35
Graduate or professional school	27
No further than current education level	12
Don't know [VOL]	2
Refused [VOL]	-

Based on:

N=1,104

[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

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

Now we're going to ask you a couple of questions about where you are in life today. One question will ask about factors in your life that you feel have helped you along the way, and the next will ask about any factors you feel have held you back.

Q13. Thinking about where you are in life now, how much have (INSERT LIST ITEM, PEOPLE AND INSTITUTIONS) HELPED you on your way - a lot, only some, a little or did [ITEM] not help at all?

[RANDOMIZE]	Helped a lot	Helped only some	Helped a little	Didn't help at all	N/A [VOL]	Don't know [VOL]	Refused [VOL]
[ALL] Your parents	74	10	8	8	*	*	-
[NOT CURRENT HIGH SCHOOL STUDENT] Your friends from high school (n=442)	31	27	24	18	*	-	-
[ALL] Your friends	46	24	18	11	*	*	-
[ALL] Your family	73	13	9	5	*	*	-
[ALL] Your high school teachers	41	27	17	15	*	*	-
[ALL] Your high school counselors	23	18	22	35	2	*	-
[ATTENDED COLLEGE] Your college teachers (n=663)	38	29	19	13	1	-	-
[ATTENDED COLLEGE] Your college counselors (n=663)	23	20	26	30	1	-	-
[EMPLOYED] Your current employer (n=621)	39	21	20	19	1	-	-
[EVER EMPLOYED] Your previous employers (n=1,002)	22	24	23	28	3	-	-
[ALL] Your family's financial situation	34	23	21	21	1	*	-
[ALL] The community where you grew up	24	22	21	32	1	*	-
[ALL] Community or religious programs	24	17	18	39	2	*	-
[ALL] Your own drive and ambition	77	13	7	3	*	1	-
[ALL] Your own natural abilities	70	20	7	3	*	*	-
[ALL] Your race or ethnicity	20	18	17	42	4	1	*
[ALL] Your gender	29	18	13	36	4	*	*
[ALL] Your sexual orientation	24	13	13	44	5	1	*

Based on: N=1,104

Q14. Thinking about where you are in life now, how much did (INSERT LIST ITEM, PEOPLE AND INSTITUTIONS) HOLD YOU BACK from where you've wanted to go - did [ITEM] get in the way a lot, get in the way only some, get in the way a little or not get in the way at all?

[Randomize Items]	Got in the way	Got in the way only some	Got in the way a little	Didn't get in the way at all	N/A [VOL]	Don't know [VOL]	Refused [VOL]
[ALL] Your parents	8	8	15	69	*	*	-
[NOT CURRENT HIGH SCHOOL STUDENT] Your friends from high school (n=442)	2	8	16	74	*	-	-
[ALL] Your friends	6	9	20	65	-	*	-
[ALL] Your family	8	8	15	69	1	-	-
[ALL] Your high school teachers	3	8	11	77	1	-	-
[ALL] Your high school counselors	4	5	11	79	1	-	-
[ATTENDED COLLEGE] Your college teachers (n=663)	1	6	9	83	1	-	-
[ATTENDED COLLEGE] Your college counselors (n=663)	2	2	10	85	1	-	-
[EMPLOYED] Your current employer (n=621)	4	5	12	79	1	-	-
[EVER EMPLOYED] Your previous employers (n=1,002)	4	6	12	77	1	*	-
[ALL] Your family's financial situation	15	15	25	45	*	*	-
[ALL] The community where you grew up	7	9	17	66	*	-	-
[ALL] Community or religious programs	2	3	8	86	2	-	-
[ALL] Your own drive and ambition	6	9	16	69	*	*	-
[ALL] Your own natural abilities	4	10	15	70	*	-	-
[ALL] Your race or ethnicity	3	6	9	82	1	*	-
[ALL] Your gender	3	4	9	84	*	*	*
[ALL] Your sexual orientation	3	4	5	87	1	*	*

Based on: N=1,104

Q15. Overall, how satisfied are you with the education you received in high school - extremely satisfied, very satisfied, somewhat satisfied, not too satisfied or not at all satisfied?

Extremely/Very satisfied	42
Extremely satisfied	11
Very satisfied	30
Somewhat satisfied	39
Not too/Not at all satisfied	19
Not too satisfied	11
Not at all satisfied	8
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=1,104

[ASK IF ATTENDED COLLEGE:]

Q16. Overall, how satisfied are you with the education you received in college - extremely satisfied, very satisfied, somewhat satisfied, not too satisfied or not at all satisfied?

Extremely/Very satisfied	59
Extremely satisfied	21
Very satisfied	39
Somewhat satisfied	32
Not too/Not at all satisfied	9
Not too satisfied	6
Not at all satisfied	3
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=663

Q17 held for later release

[ASK ALL:]

Q18. In general, how would you rate the job done by the high school you most recently attended in [ITEM]? Would you say your high school did an excellent, good, fair, poor or very poor job in [ITEM]?

[Randomize Items]	Excellent	Good	Fair	Poor	Very poor	Don't know [VOL]	Refused [VOL]
Preparing you for further education	24	32	24	14	6	*	*
Helping you choose and be prepared for a future career	16	30	30	18	9	*	*
Helping you find relevant internships or other work experience	10	22	27	27	13	1	*
Exposing you to the latest technology relevant to your career interests	16	25	26	19	13	1	-
Preparing you for the workforce	15	30	29	17	9	1	-
Giving you the practical skills you will need to survive as an adult	17	32	28	15	8	*	-
Teaching you the technical skills you will need outside of school	17	31	31	15	6	*	*
Helping you find funding for higher education	14	25	27	20	13	1	*
Helping you find the right college or trade school	19	25	23	21	12	1	*
Helping you choose a specific field of study	15	27	26	23	10	*	-

Based on: N=1,104

[ASK IF ATTENDED COLLEGE:]

Q19. In general, how would you rate the job done by the college you [attend/most recently attended] in [ITEM]? Would you say your school [does/did] an excellent, good, fair, poor or very poor job in [ITEM]?

[RANDOMIZE]	Excellent	Good	Fair	Poor	Very poor	Don't know [VOL]	Refused [VOL]
Preparing you for further education	32	41	21	5	1	1	-
Helping you choose and be prepared for a future career	32	41	20	5	2	1	-
Helping you find relevant internships or other work experience	28	36	21	11	4	1	-
Exposing you to the latest technology relevant to your career interests	32	39	22	6	1	*	-
Preparing you for the workforce	30	42	20	6	2	*	-
Giving you the practical skills you will need to survive as an adult	25	44	24	6	1	*	-
Teaching you the technical skills you will need outside of school	29	39	25	5	2	*	-
Helping you find funding for higher education	23	37	23	13	3	1	-
Helping you find the right college or trade school	20	39	25	10	3	3	-
Helping you choose a specific field of study	30	39	21	8	2	1	-

Based on: N=663

[ASK ALL; ROTATE ITEMS IN PARENTHESES:]

Q20. Thinking about the education children just now entering elementary school will receive, do you think their education will be (better), (worse) or about the same as the one you received?

Better	51
Worse	19
About the same	30
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,104

Q21 through Q24 held for later release

[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

[ASK ALL:]

Q26. Based on your experience, how much would you say the education system understands your values and goals, would you say it completely understands your values and goals, mostly understands them, understands them about halfway, understands them a little or does not understand them at all?

Completely/Mostly	37
Completely	8
Mostly	29
About halfway	36
A little/Not at all	27
A little	17
Not at all	9
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,104

Q27 previously released

Q29a held for later release

Q29b previously released

Q30 held for later release

[ASK ALL:]

Q30a. Which comes closest to your view? [ROTATE ORDER]

Students should aim to go to college, even if they aren't sure yet what career they want to pursue	67
Students should only aim to go to college once they know what career path they want to take	32
Don't know [VOL]	1
Refused [VOL]	*

Based on:

N=1,104

Q30b through Q31 held for later release

Q32 through Q38 previously released

Q39 through Q42 held for later release

Q43 previously released

Q44 and Q45 held for later release

[ASK ALL:]

Q46. For each of the following media, please tell me how much your exposure to each outside the classroom has affected your education. First is [ITEM], has this had a big effect, a small effect, or no effect at all on your education?

	A big effect	A small effect	No effect	Don't know [VOL]	Refused [VOL]
[Randomize Items]					
Television	24	38	38	*	-
The Internet	53	24	22	*	*
Social media networks	23	34	42	*	-
Radio	14	32	54	*	-
Magazines	7	32	60	*	*
Newspapers	17	33	50	*	-
Movies	14	38	48	*	-
Books	51	23	26	*	-

Based on: N=1,104

[ASK IF CURRENT STUDENT:]

Q47. Please tell me if you think social networking sites are an excellent, good, fair, not so good or poor way to do each of the following. First is [ITEM]. Are social networking sites an excellent, good, fair, not so good or poor way to [ITEM]?

[Randomize Items]	Excellent	Good	Fair	Not so good	Poor	Don't know [VOL]	Refused [VOL]
Make connections that will help with your future career	24	36	20	9	10	*	*
Find people who might give you career advice	18	37	22	11	12	*	-
Keep in touch with your friends and family	53	36	7	1	3	-	-
Interact with your fellow students	37	45	10	3	4	*	-
[IF EMPLOYED] Interact with your co-workers (N=294)	20	42	20	7	11	-	-
Distract yourself	41	33	10	8	8	*	-
Get information on class assignments	26	38	17	8	12	*	-
Form study groups and collaborate with other students	28	43	16	6	7	*	-
Keep informed about school events	28	44	15	6	7	-	-
Look up ratings of the school's instructors	17	36	18	12	16	1	-

Based on: N=566

[ASK IF CURRENT STUDENT:]

Q48. Thinking of the current term of this school year, have you used any of the following devices to take notes during a class, or not? First is [ITEM]?

	Yes, have used	No, have not used	Don't know [VOL]	Refused [VOL]
[Randomize Items]				
A laptop computer	49	51	-	-
A tablet computer, such as an iPad or Galaxy	14	86	-	-
A cell phone or smart phone	35	65	-	-
A camcorder or other video recording device	9	91	*	-
A camera or other device capable of taking pictures	18	82	-	*
An audio-recording device	15	86	-	-

Based on: N=566

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>.