

## GALLUP NEWS SERVICE

### ONLINE EDUCATION

Results are based on telephone interviews with –1,025– national adults, aged 18+, conducted October 5-6, 2013. For results based on the total sample of National Adults, one can say with 95% confidence that the margin of error is  $\pm 4$  percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline and cell phone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

1. Next, if you had to choose, which do you think is more important for young people to succeed today--  
[ROTATED: earning a college degree from a well-respected university (or) obtaining the knowledge or skills needed to do a specific job]?

	<u>Degree from well- respected university</u>	<u>Obtaining knowledge and skills to do a job</u>	<u>No opinion</u>
2013 Oct 5-6	47	50	4

2. Next we have some questions about online education; that is, classes conducted entirely or partially over the Internet that can be taken for college credit, personal enrichment, professional development, or other business-related reasons. Just your opinion, do you think online education is better, the same, or worse than traditional classroom-based education in each of the following areas. [RANDOM ORDER]?

**2013 Oct 5-6**

***Sorted by "online education is better"***

	<u>Online better</u>	<u>The same</u>	<u>Online worse</u>	<u>No opinion</u>
Providing a wide range of options for curriculum	33	39	23	6
Providing good value for the money	33	34	27	6
Providing instruction tailored to each individual	23	31	41	4
Providing a format most students can succeed in	23	42	30	5
Providing high-quality instruction from well-qualified instructors	15	37	43	5
Providing a degree that will be viewed positively by employers	13	33	49	5
Providing rigorous testing and grading that can be trusted	11	39	45	5

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES: CRIME**

-- FINAL TOPLINE --

Timberline: 937008  
H: 740  
Princeton Job #: 13-10-016

Jeff Jones, Lydia Saad  
October 3-6, 2013

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Results are based on telephone interviews conducted October 3-6, 2013 with a random sample of **-1,028—** adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, one can say with 95% confidence that the margin of error is **±4** percentage points.

For results based on the samples of **-523—**national adults in Form A and **--505--** national adults in Form B, the margin of sampling error is **±5** percentage points.

For results based on the sample of **-309—**gun owners, the margin of sampling error is **±7** percentage points.

For results based on the sample of **-887—**Internet users, the margin of sampling error is **±4** percentage points.

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35. From what you know, how would you rate the quality of education offered by each of the following -- as generally excellent, good, only fair, or poor? [ITEM A READ FIRST, ITEMS B AND C ROTATED]

**A. Four-year colleges and universities**

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>No opinion</u>
2013 Oct 3-6	16	52	22	8	2

**B. Community colleges**

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>No opinion</u>
2013 Oct 3-6	13	51	27	6	3

**C. Internet-based college programs, in which the courses are conducted entirely online**

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>No opinion</u>
2013 Oct 3-6	5	29	34	18	13

36. Are you currently taking an online course, or not?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2013 Oct 3-6	5	95	--