GALLUP NEWS SERVICE

COMMON CORE EDUCATIONAL STANDARDS

Results for national adults are based on telephone interviews with –1,010– national adults, aged 18+, conducted September 16-17, 2014. For results based on the total sample of National Adults, the margin of error is ±4 percentage points at the 95% confidence level.

Results for public school parents are based on telephone interviews with –532– public school parents, aged 18+, conducted September 16-21, 2014 in all 50 states and the District of Columbia. For results based on the total sample of public school parents, the margin of error is ±6 percentage points at the 95% confidence level.

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 time zone within region. Landline and cell phones 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 2013 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2013 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.