



ATLANTA REGIONAL COUNCIL
for HIGHER EDUCATION

GEORGIANS' PERCEPTIONS OF HIGHER EDUCATION:

An ARCHE report on results from the Peach State Poll

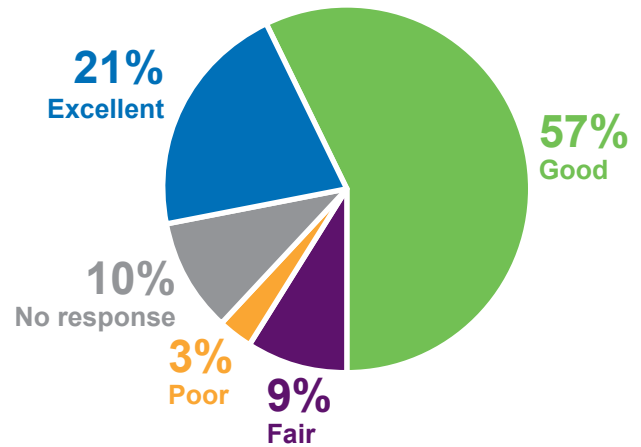
As part of its mission to increase awareness of the size, scope, impact and value of Atlanta-area higher education, the **Atlanta Regional Council for Higher Education (ARCHE)** partnered with the **University of Georgia's Carl Vinson Institute of Government** to gauge how Georgians view higher education in our state.

The data in this report are taken from the Peach State Poll conducted by the Carl Vinson Institute between November 19 and December 2, 2007. The poll included 800 telephone interviews of randomly selected adults in Georgia. The results are presented here.

For more information on polling methodology, ARCHE and the Carl Vinson Institute, please see page 6.

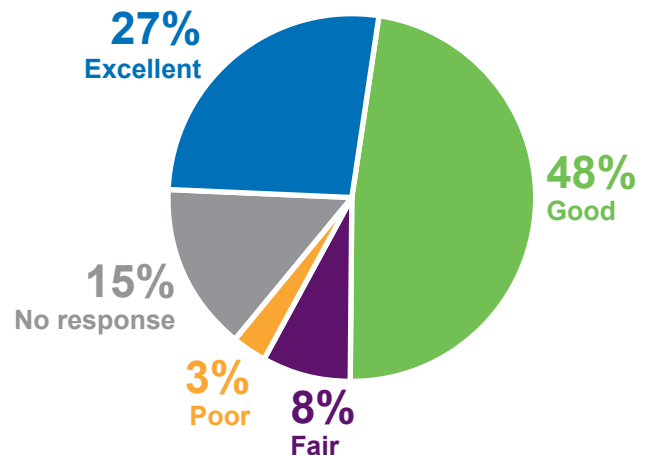
High marks for higher ed in Georgia...

Overall, how would you rate the quality of Georgia's public and private four-year colleges and universities?



...and high marks for higher ed in Atlanta-Athens

How would you rate the quality of public and private four-year colleges and universities in the Atlanta-Athens area only?



Higher ed is seen as vital to individual success...

How important do you think a college education is in order for an individual person to succeed in life today?



...and vital to Georgia's economic growth and quality of life

How important do you think Georgia's colleges and universities are to economic growth in the state?



How important do you think Georgia's colleges and universities are to improving the quality of life for Georgia residents?



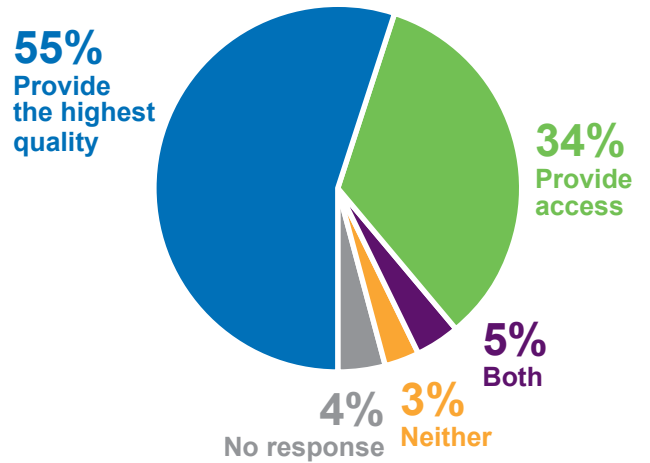
In importance, quality ranks above access

Which statement comes closer to your own view:

It is more important to **provide access** to all Georgians who want to attend a four-year college, even if it means lowering the quality of education.

or

It is more important to **provide the highest quality** education even if that means that all Georgians who want to attend a four-year college cannot do so.



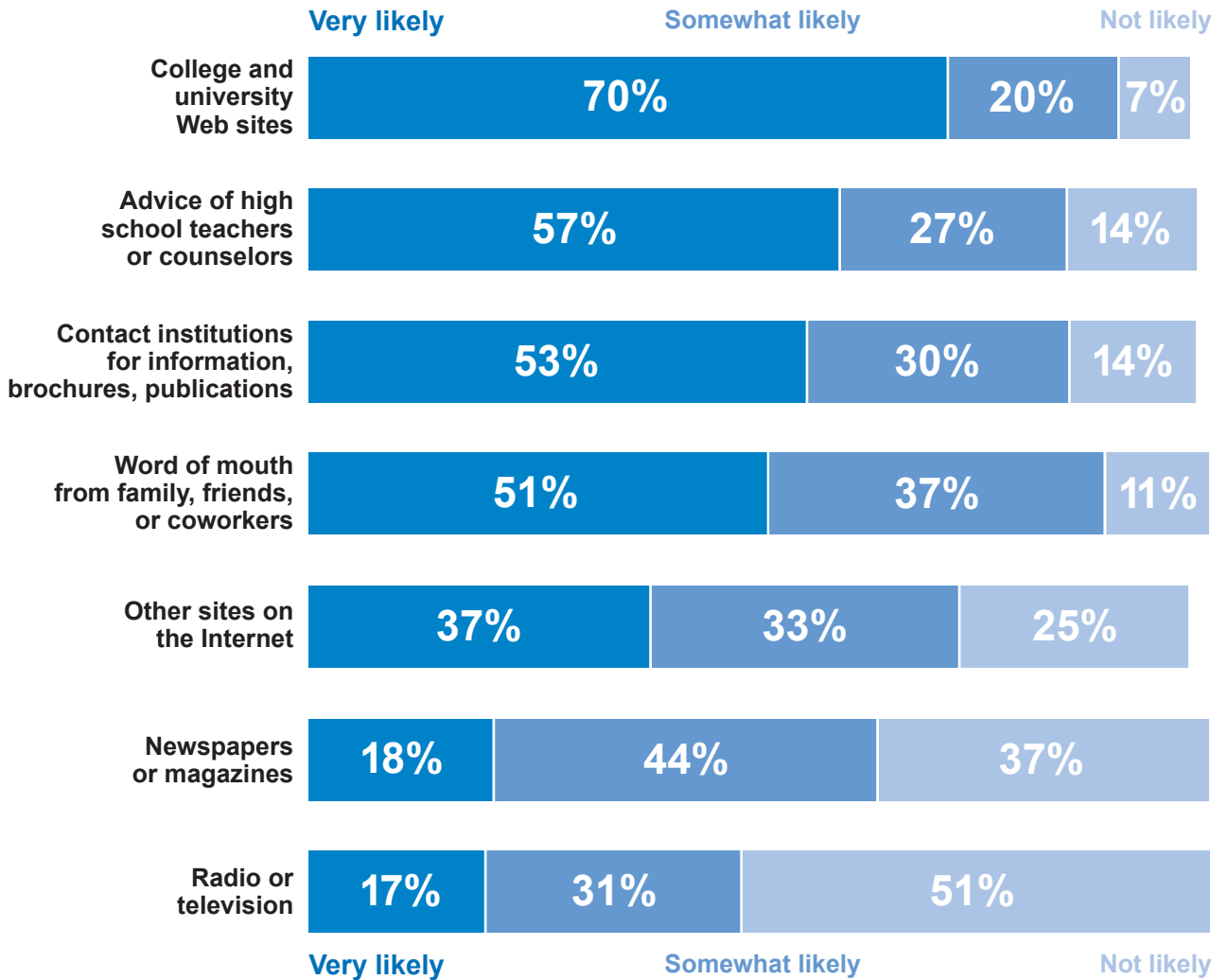
When quality is seen as good or excellent, access and cost become priorities

Which of the following do you think should be the single highest priority for the state of Georgia in regards to higher education? The next highest priority?

	Single highest priority	Next highest priority
Improving the quality of education at colleges and universities	21%	30%
Making sure there are options to obtain an education for anyone who wants to attend college	45%	33%
Keeping the costs to students as low as possible	32%	35%

For college info, Georgians look to the Web

How likely are you to get information about colleges and universities from the following sources:



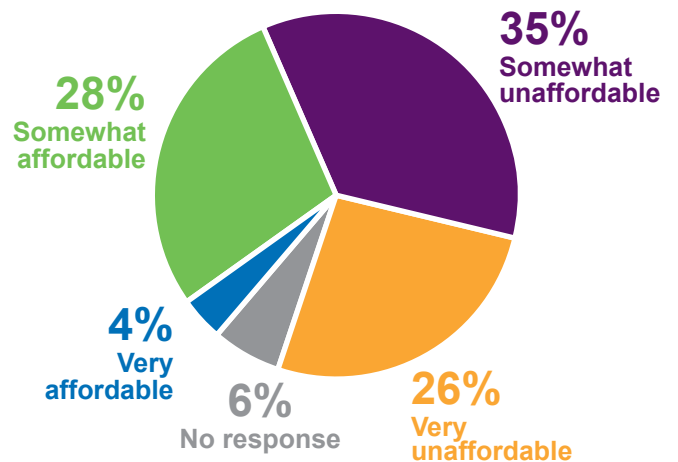
Parents: Children are likely to go to college, probably in Georgia

	Very likely	Somewhat likely	Not likely
How likely is it that your (oldest) child not yet in college will attend a four-year college or university after graduating high school?	80%	12%	5%
How likely is it that this child will attend a four-year college or university within the state of Georgia?	58%	32%	7%

NOTE: Asked only of those respondents with children under age 18 in the household.

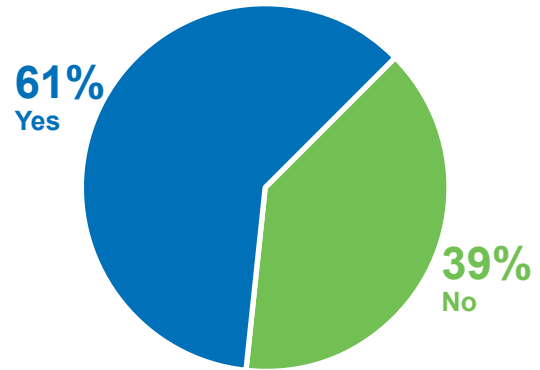
Four-year affordability: Mixed views

How affordable or unaffordable do you think a four-year college education is today in Georgia for someone who does not receive the HOPE scholarship?



Most Georgians are saving for children's higher education

Have you started saving to help pay for your child(ren)'s college education?



NOTE: Asked only of those respondents with children under age 18 in the household.

Methodology and Sources

The data in this report are taken from a Peach State Poll conducted by the University of Georgia's Carl Vinson Institute of Government between November 19 and December 2, 2007. The poll included 800 telephone interviews of randomly selected adults in Georgia. For a sample of this size, the margin of error at the 95 percent confidence level is +/- 3.5 percent for questions reporting the full sample. Although sampling error is only one source of potential survey error, precautions have been taken to minimize other sources of error for this survey.

Some charts or tables in this report may not total 100 percent because of rounding or because the "no response" results are not shown if those are small (less than 3 percent).

The Carl Vinson Institute of Government, a public service and outreach unit of the University of Georgia, as part of its mission seeks to provide policymakers with systematic, objective research to inform policy decisions. In accordance with that mission, the Peach State Poll aims to give voice to the public on important policy matters and issues pertaining to political, social and economic life in Georgia. For more information on the Institute, visit www.cviog.uga.edu.

The Atlanta Regional Council for Higher Education (ARCHE) brings together 19 of the Atlanta region's public and private colleges and universities. ARCHE builds awareness of the size, scope, impact and value of higher education and helps its members share strengths through cooperative programs such as cross registration for courses and library sharing. Founded in 1938, ARCHE's membership also includes six affiliated libraries and 13 corporate and nonprofit community partners. Visit www.atlantahighered.org for information about ARCHE, its members and its research reports.

The Carl Vinson Institute consulted with ARCHE in developing the survey questions. The Institute conducted the poll independently and performed all analysis of the data.

For more information on this report or ARCHE, contact ARCHE president Michael A. Gerber at mgerber@atlantahighered.org or 404.651.2668. For more information on the Peach State Poll or the Carl Vinson Institute of Government, contact Dr. Richard Clark, manager of the Survey Research Unit, at clark@cviog.uga.edu or 706.542.9404.