

# TEENS, YOUNG ADULTS, AND DIGITAL DISCRIMINATION

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## A Study from The Associated Press-NORC Center for Public Affairs Research and MTV

### INTRODUCTION

The prevalence of digital communications and networking through social media for teens and young adults raises questions about young people's online behavior. A growing body of research suggests that young people frequently encounter discriminatory language online. Are young people emboldened to say hurtful or discriminatory things online that they would never say face-to-face?

Seeking to contribute rigorous research on this issue, MTV and The Associated Press-NORC Center for Public Affairs Research conducted a national survey of 1,297 teens and young adults between the ages of 14 and 24 to track the exposure of young people in the United States to discriminatory and hurtful language online and to better understand where on the internet young people encounter these messages. This survey updates previous estimates from The Associated Press (AP) and MTV on the exposure of teens and young adults to discriminatory language online. The key findings are summarized below.

- Compared to 2011, fewer young people ages 14 to 24 believe it is okay to use discriminatory language, even when joking around, and a clear majority now says it is never okay to use discriminatory language, even among friends.

- Although young people's attitudes toward the use of discriminatory language online are shifting, its use is still commonplace. Fifty-three percent of teenagers and young adults who use the internet say they sometimes or often see or hear people using discriminatory language or images when browsing Facebook, Twitter, or other social networking sites, which is about equivalent to 2011 rates. Teenage girls and young women are more likely than teenage boys and young men to report encountering this behavior online.
- Exposure to discriminatory language and images varies by social networking site. Over half of teenagers and young adults who use YouTube; gaming communities such as Xbox Live, PlayStation Network, Steam, or Ventrillo; and Facebook say they sometimes or often personally encounter discriminatory language or images when using these platforms.

- Nearly three quarters of teenagers and young adults say they think people are somewhat or much more likely to use discriminatory language online or in text message interactions than in face-to-face conversations. Still, young people are less likely to intervene to stop the use of discriminatory language online than they would be if it were happening face-to-face.
- Young people perceive the intent of discriminatory language online to be mostly hurtful for many groups—including transgender people and Muslims; gay, lesbian, or bisexual people; men who dress or carry themselves in a feminine way; and those who are overweight—while they view the language as mostly “a joke” for many other groups.

- A majority of young people encounter sexist and homophobic words or phrases on the internet and via text message, but fewer find these words or phrases to be personally offensive when used against other people.

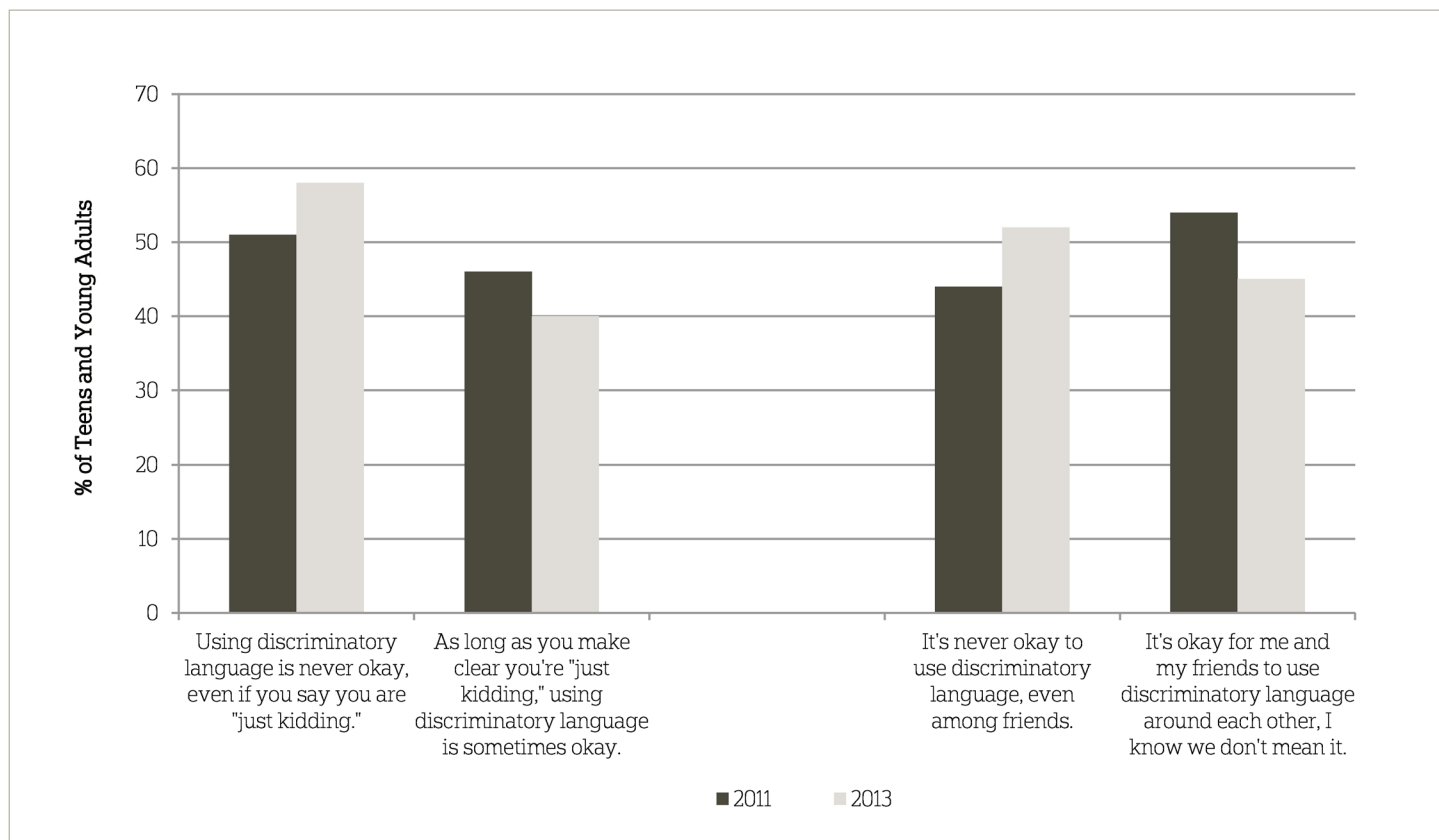
The survey provides important insights for public and private sector organizations that have initiated campaigns and interventions aimed at educating young people about appropriate online behavior and how to deal with these negative incidents when they occur. The key findings from the study provide much-needed information on these changing trends and contributes to an in-depth public discourse on the issue.

## GROWING NUMBERS OF YOUNG PEOPLE VIEW THE USE OF DISCRIMINATORY LANGUAGE AS INAPPROPRIATE EVEN WHEN JOKING AROUND WITH FRIENDS.

Compared to 2011, fewer young people believe it is okay to use discriminatory language even when joking around, and a majority now says it is never okay to use discriminatory language, even among friends. Fifty-eight percent of teenagers 14-17 and young adults 18-24 say that using discriminatory language is never okay, even if you say you are “just kidding,” a significant increase of 7 points from 2011. Forty percent of teenagers and young adults say that as long as you make clear you are “just kidding,” using discriminatory language is sometimes okay, a significant decrease of 6 points from 2011.

Fifty-two percent of teenagers and young adults say it is never okay to use discriminatory language, even among friends, up 8 points from 2011. Less than half of teenagers and young adults (45 percent) now say it is okay for them and their friends to use discriminatory language around each other because they know they do not mean it, down 9 points from 54 percent in 2011.

### Which of these statements comes closer to your own feelings...?



Boys and young men are more likely than girls and young women to believe the use of discriminatory language is okay under certain circumstances. Teenage boys (47 percent) and young men (49 percent) are more likely than teenage girls (36 percent) and young women (27 percent) to say using discriminatory language is sometimes okay, as long as it is clear you are “just kidding.” Similarly, men are divided on whether it is okay to use discriminatory language with friends because they do not mean it (49 percent think it is okay vs. 46 percent not), while women are mostly on the “never okay” side (57 percent never okay vs. 41 percent who think it is okay among friends).

Young people who report more exposure to discriminatory language or images are more likely than teenagers and young

adults who say they rarely or never hear people using discriminatory language or images to say it is okay to use discriminatory language with friends because they do not mean it (52 percent vs. 41 percent), and less likely to say it is never okay to use discriminatory language, even among friends (47 percent vs. 58 percent).

Additionally, teenagers and young adults who have friends or relatives who are gay, lesbian, or bisexual are more likely than teenagers and young adults who do not to say it is okay to use discriminatory language with friends because they do not mean it (51 percent vs. 40 percent), and less likely to say it is never okay to use discriminatory language, even among friends (47 percent vs. 58 percent).

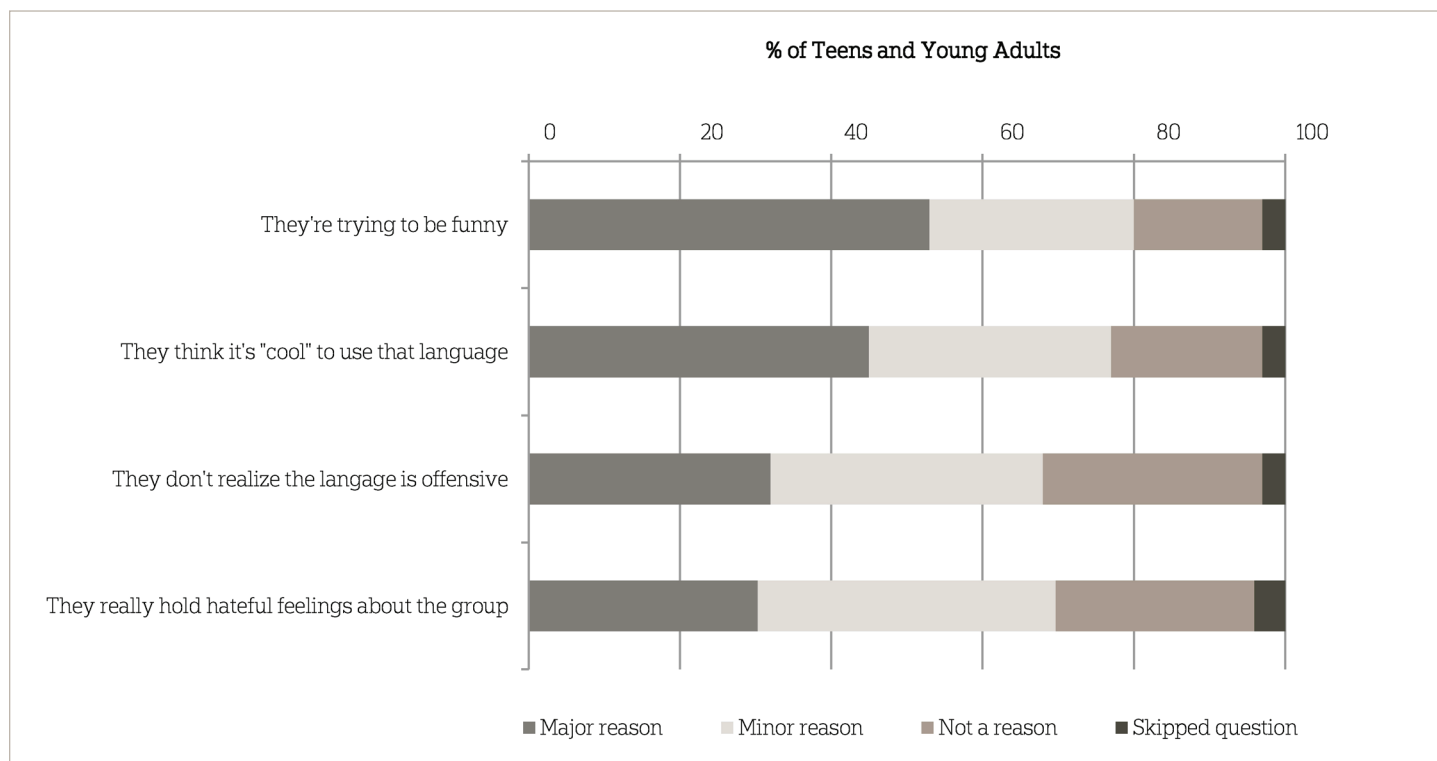
## MOST YOUNG PEOPLE ARE ABLE TO RECOGNIZE WHEN PEOPLE ARE BEING DISCRIMINATORY ONLINE, AND THEY BELIEVE THEIR PEERS ARE USING THAT LANGUAGE IN AN ATTEMPT TO BE FUNNY.

A majority of young people think it is more often easy to tell when someone is being discriminatory or offensive online. Sixty-two percent of teenagers and young adults say it is sometimes or often easy to tell when someone is being discriminatory or offensive online, and 33 percent say it is sometimes or often hard to tell when someone is being discriminatory or offensive online.

The reasons teenagers and young adults cite for why people use discriminatory language online or in text messages are

varied. Over half of teenagers and young adults (53 percent) cite “they’re trying to be funny” as a major reason why people would use discriminatory language online or in text messages, and 45 percent cite “they think it’s ‘cool’ to use that language” as a major reason. Less frequently cited as major reasons for why people would use discriminatory language online or in text messages are “they don’t realize the language is offensive” (32 percent) and “they really hold hateful feelings about the group” (30 percent). These percentages are roughly equivalent to the 2011 rates.

**For each of the following statements, please say whether it is a major reason, a minor reason, or not a reason why people would use discriminatory language online or in text messages.**

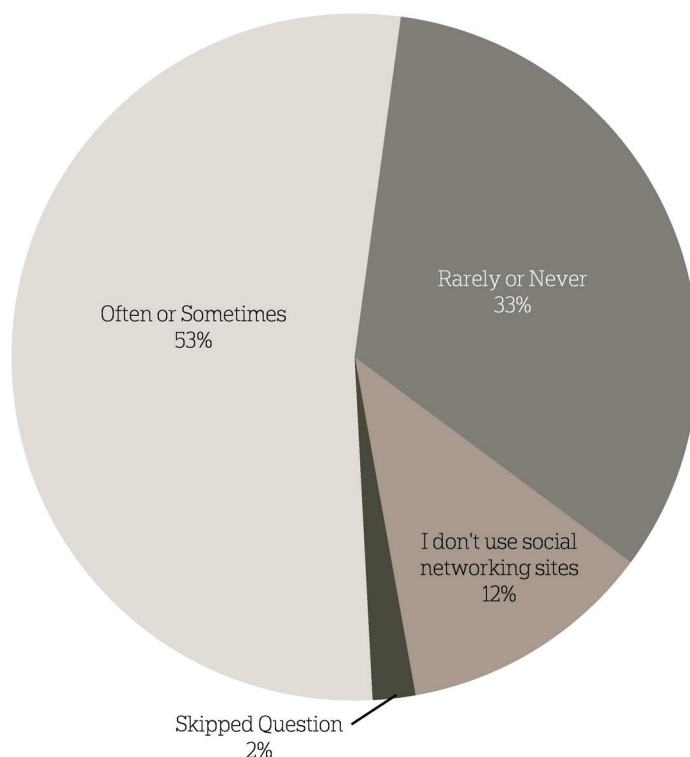


## ALTHOUGH YOUNG PEOPLE'S ATTITUDES TOWARD THE USE OF DISCRIMINATORY LANGUAGE ONLINE ARE SHIFTING, ITS USE IS STILL COMMONPLACE.

Fifty-three percent of teenagers and young adults who use the internet say they sometimes or often see or hear people using discriminatory language or images when browsing Facebook, Twitter, or other social networking sites, and 33 percent say they rarely or never see this, about equivalent to the 2011 rates. Teenage girls (60 percent) and young women (59 percent) are more likely than teenage boys (42 percent) to say they sometimes or often see or hear people using

discriminatory language or images when browsing social networking sites. Young people who identify as gay, lesbian, or bisexual, or who have gay relatives or friends, are more likely than those who do not to say they sometimes or often see or hear people using discriminatory language or images when browsing social networking sites (62 percent vs. 42 percent).

**When you browse Facebook, Twitter, or other social networking sites, how often do you see or hear people using discriminatory language or images?**



Teenagers and young adults who use internet and social networking sites say they most often see or hear people using language or images that are discriminatory toward those who are overweight (54 percent); gay, lesbian, or bisexual people (50 percent); and African Americans (46 percent). They least often report seeing or hearing people using discriminatory language or images toward Asian Americans (24 percent), Jews (22 percent), and those with physical disabilities (20

percent). With one exception, the percentages of teenagers and young adults who sometimes or often see these groups being targeted has remained stable since 2011. Twenty-five percent of young people say they sometimes or often see or hear people using language or images that are discriminatory toward those with mental disabilities, a significant decrease of 6 points from 31 percent in 2011.

**When you browse Facebook, Twitter, or other social networking sites such as Tumblr, how often do you see or hear people using language or images that are discriminatory toward each of the following groups?**

	<b>Percent Often/ Sometimes</b>	<b>Percent Often</b>	<b>Percent Sometimes</b>	<b>Percent Rarely/ Never</b>	<b>Percent Rarely</b>	<b>Percent Never</b>	<b>Percent Skipped Question</b>
Those who are overweight	<b>54</b>	20	33	<b>44</b>	25	20	2
Gay, lesbian, or bisexual people	<b>50</b>	19	31	<b>48</b>	28	20	2
African Americans	<b>46</b>	17	29	<b>52</b>	29	23	2
Women	<b>44</b>	14	30	<b>54</b>	30	24	2
Men who dress or carry themselves in a feminine way	<b>42</b>	14	28	<b>56</b>	29	27	2
Immigrants	<b>34</b>	12	22	<b>64</b>	32	33	2
Latinos	<b>32</b>	10	23	<b>66</b>	34	32	2
Muslims	<b>31</b>	10	22	<b>67</b>	34	33	2
Women who dress or carry themselves in a masculine way	<b>31</b>	8	23	<b>67</b>	35	32	2
Transgender people	<b>31</b>	9	22	<b>67</b>	28	38	2
Christians	<b>27</b>	7	20	<b>70</b>	31	39	2
Those with mental disabilities	<b>25</b>	8	17	<b>73</b>	32	41	2
Asian Americans	<b>24</b>	5	19	<b>74</b>	37	37	2
Jews	<b>22</b>	5	17	<b>76</b>	34	42	2
Those with physical disabilities	<b>20</b>	5	15	<b>78</b>	34	44	2

Young people seem more apt to notice discrimination aimed at people like them, with women more likely than men to say they often or sometimes see discriminatory language or images used against women (48 percent vs. 40 percent), and non-whites are more apt to notice discriminatory content aimed at African Americans (55 percent vs. 40 percent) or Latinos (39 percent vs. 27 percent).

Young people who reported higher levels of general exposure to discriminatory language or images online are more likely to say they sometimes or often see or hear people using discriminatory language or images toward every group asked about, including: those who are overweight (67 percent vs. 33 percent); gay, lesbian, or bisexual people (63 percent vs. 30 percent); and African Americans (61 percent vs. 22 percent).

## PERCEPTIONS OF WHETHER DISCRIMINATORY LANGUAGE USED ONLINE IS MEANT AS A JOKE OR MEANT TO BE HURTFUL VARIES WIDELY BY THE GROUP BEING TARGETED.

Young people perceive the intent of discriminatory language online to be mostly hurtful for some groups, including transgender people and Muslims, and mostly “a joke” for other groups, including Asian Americans, Jews, and women. Teenagers and young adults are most likely to perceive discriminatory language or images directed at transgender people (63 percent); Muslims (60 percent); gay, lesbian, or bisexual people (54 percent); men who dress or carry themselves in a feminine way (53 percent); and those who are overweight (53 percent) to be meant as hurtful.

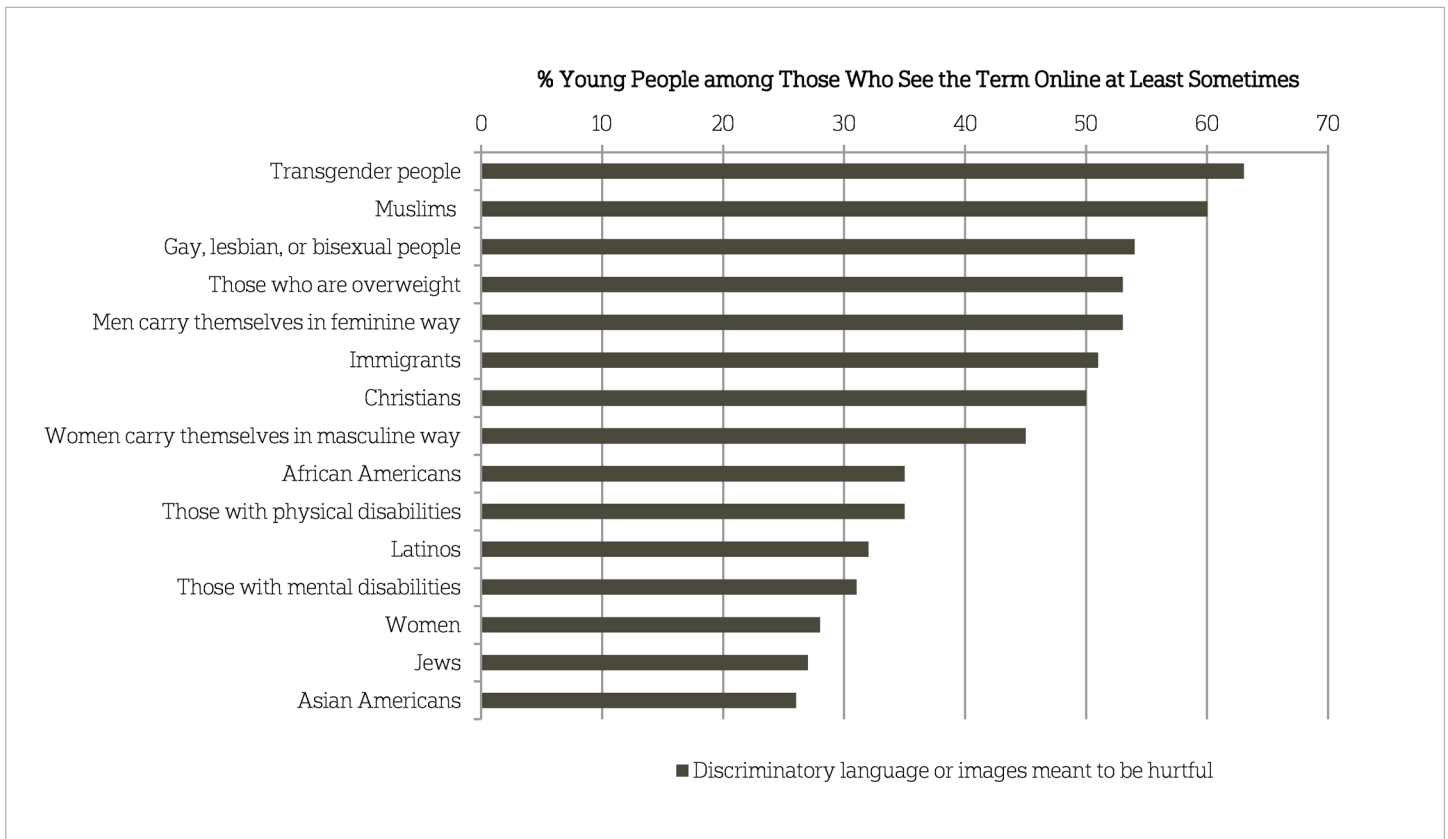
Teenagers and young adults are most likely to perceive as a joke discriminatory language or images that are directed at Asian Americans (73 percent), Jews (73 percent), women (71 percent), those with mental disabilities (68 percent), Latinos (67 percent), those with physical disabilities (65 percent), African Americans (64 percent), and women who dress or carry themselves in a masculine way (55 percent).

Young people are divided on their perception of discriminatory language or images directed at immigrants and Christians. Forty-nine percent say discriminatory language or

images directed at immigrants is most often meant as a joke, and 51 percent say it is most often meant to be hurtful. Forty-nine percent say discriminatory language or images directed at Christians is most often meant as a joke, and 50 percent say it is most often meant to be hurtful.

Of the groups that were asked about in 2011, only the perception of discriminatory language or images directed at Muslims and immigrants had a significant shift in how teenagers and young adults view the intent. Sixty percent of teenagers and young adults say the discriminatory language or images they see directed toward Muslims are most often meant to be hurtful, a significant increase of 13 points from 47 percent in 2011. Fifty-one percent of teenagers and young adults say the discriminatory language or images they see directed toward immigrants are most often meant to be hurtful, a significant increase of 12 points from 39 percent in 2011.

**For each group below, please indicate whether the discriminatory language or images you see directed at that group are most often meant as a joke or most often meant to be hurtful.**



## **A MAJORITY OF YOUNG PEOPLE ENCOUNTER SEXIST AND HOMOPHOBIC WORDS OR PHRASES ON THE INTERNET AND VIA TEXT MESSAGE, BUT LESS THAN A MAJORITY VIEW THESE WORDS OR PHRASES TO BE OFFENSIVE WHEN USED AGAINST OTHER PEOPLE.**

More than six in 10 teenagers and young adults say they sometimes or often see people using the word “bitch” online or in text messages against other people, 48 percent say they sometimes or often see people using the word “slut,” 44 percent say they sometimes or often see people using the word “whore,” and 42 percent say they sometimes or often see people using the word “pussy.” Teenage girls and young women are more likely than teenage boys and young men to say they sometimes or often see people using the words “slut” (56 percent vs. 39 percent) and “whore” (51 percent vs. 39 percent) against other people online.

Although the percentage of teenagers and young adults who say they see people using homophobic words or phrases has declined significantly since 2011, “that’s so gay” remains a common phrase on the internet and in text messages. Just over half (52 percent) of teens and young adults say they sometimes or often encounter the phrase online or in text messages against other people, representing a significant decrease of 13 points from 65 percent in 2011. Forty-three percent of teens and young adults say they sometimes or often see people using the word “fag” online or in text messages against other people, representing a significant decrease of 10 points from 53 percent in 2011. Forty-one

percent say they sometimes or often see people using the word “homo.” This word did not appear on previous versions of this survey. Teenagers and young adults who have friends or relatives who are gay, lesbian, or bisexual are more likely than those who do not to say they sometimes or often see people using the phrase “that’s so gay” (61 percent vs. 41 percent) and the word “homo” (46 percent vs. 33 percent) against other people online or in text messages.

When asked about the prevalence of other derogatory phrases online, nearly half (47 percent) of teenagers and young adults say they sometimes or often see people using the word “retard.” Forty-one percent say they sometimes or often see people using the word “nigger.” Significantly fewer say they sometimes or often see people using the words “cracker” (15 percent), “beaner” (14 percent), and “terrorist” (12 percent).

Of the offensive words teenagers and young adults were asked about, only the use of the terms “nigger,” “whore,” and “slut” on the internet or in cell phone text messages offended more young people than not when used against other people. Teenage girls and young women are especially likely to be offended by the use of the terms “slut” and “whore” relative to teenage boys and young men (47 percent vs. 30 percent and



50 percent vs. 30 percent, respectively). The terms or phrases that teenagers and young adults say they are least likely to be offended by when used against other people are: “beaner,” “that’s so gay,” and “cracker.”

When asked how offended they would be if these terms were used against them personally, a majority of teenagers and young adults would be extremely or very offended if the term “slut” were used against them. “Whore,” “terrorist,” and “bitch” offend more teenagers and young people than not when used against them. The terms or phrases that teenagers and young adults say they are least likely to be offended by when used against them personally are the same as those least likely to offend when used against others: “beaner,” “cracker,” and “that’s so gay.” None of the terms or phrases that were asked in 2011 saw a significant change in the percentages of teenagers or young adults who are offended by their use.

Teenage girls and young women are more likely than teenage boys and young men to say they would be offended by the use of the term “whore” (66 percent vs. 24 percent), “slut” (66 percent vs. 36 percent), “bitch” (56 percent vs. 29 percent), “terrorist” (51 percent vs. 33 percent), “nigger” (48 percent vs. 35 percent), “fag” (47 percent vs. 29 percent), “retard” (46 percent vs. 26 percent), and “cracker” (24 percent vs. 15 percent) against them online or in text messages. Additionally, non-white teens and young adults are more likely than whites to say they would be offended by the terms “nigger” (50 percent vs. 34 percent) and “beaner” (28 percent vs. 18 percent) if they were used against them personally.

**If you saw someone using this word or phrase online or in cell phone text messages against \_\_\_\_\_, how offended would you be personally?**

	Used against Other People			Used against You		
	Percent Offended	Percent Moderately Offended	Percent Not Offended	Percent Offended	Percent Moderately Offended	Percent Not Offended
Nigger	46	17	35	41	14	43
Whore	40	20	38	44	16	39
Slut	39	21	38	52	13	34
Fag	34	21	41	38	19	39
Homo	32	24	41	33	18	46
Retard	32	25	41	37	19	41
Terrorist	31	22	45	42	15	41
Bitch	28	19	50	42	17	38
Pussy	25	23	49	35	21	41
Beaner	22	16	58	22	12	62
That’s so gay	18	21	59	18	21	58
Cracker	17	16	64	19	13	66

## YOUNG PEOPLE ARE LESS LIKELY TO INTERVENE TO STOP THE USE OF DISCRIMINATORY LANGUAGE ONLINE THAN THEY WOULD BE IF IT WERE HAPPENING FACE-TO-FACE.

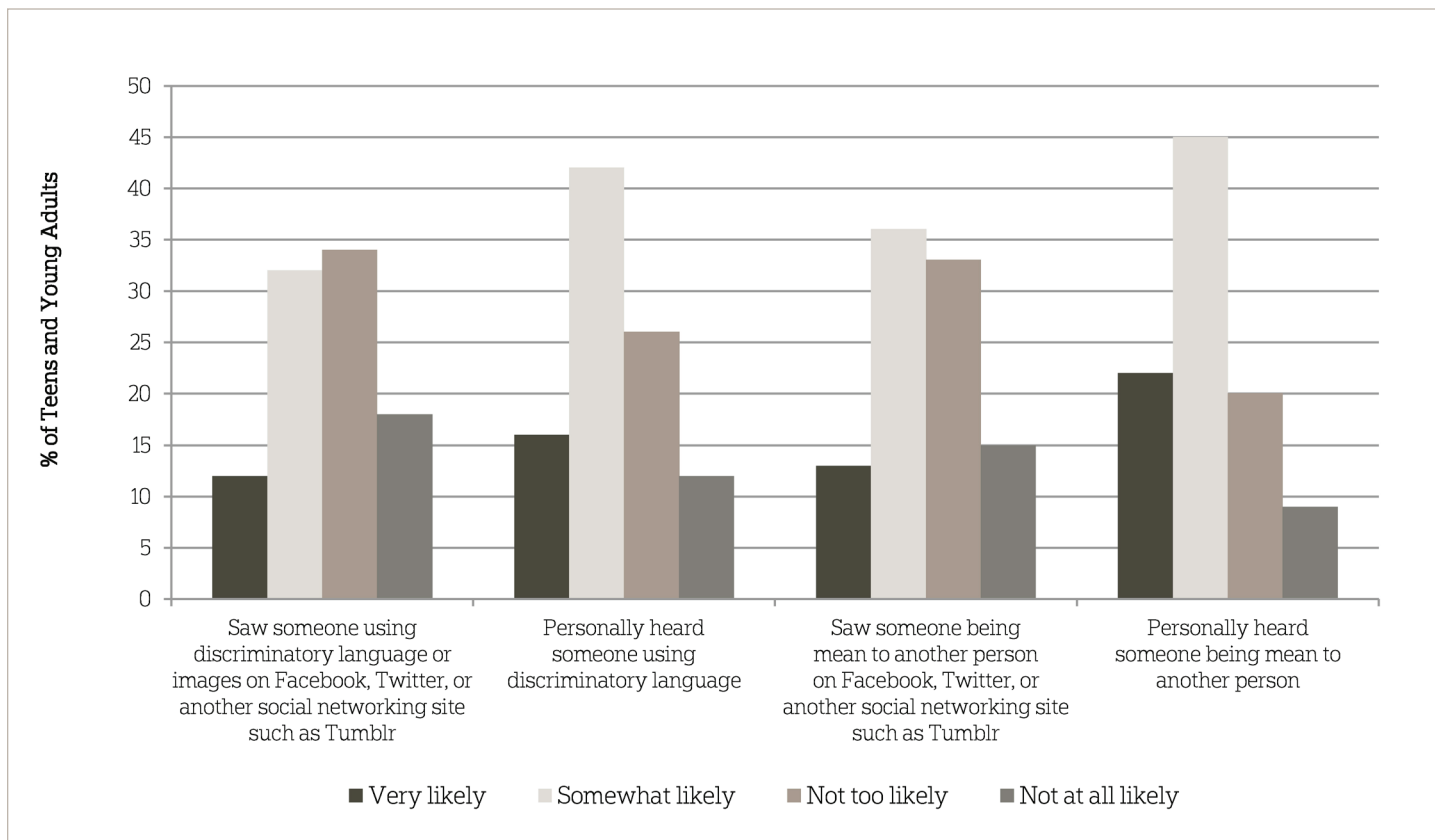
A large majority (73 percent) of teenagers and young adults say they think people are somewhat or much more likely to use discriminatory language online or in text message interactions than in face-to-face conversations, 15 percent say they think people are no more or less likely, and 9 percent say they are somewhat or much less likely, about equivalent to the 2011 rates. This is especially true for young people who use the internet several times a day (77 percent) relative to those who use the internet once a day (61 percent) and those who use the internet less than once a day (58 percent).

Less than half of all young people think they would intervene if they witnessed someone using discriminatory language or images on social media, significantly fewer say they would respond if they saw it happening in person. Forty-four percent of teenagers and young adults say they would be somewhat or very likely to ask someone to stop using discriminatory language or images on Facebook, Twitter, or other social networking sites, a significant decrease of 7 points from 2011. On the other hand, 58 percent say they would be somewhat or very likely to ask someone to stop if they saw them using discriminatory language in person.

Whether in person or online, discrimination provokes less of a response from teens and young adults than does online meanness or bullying. They are more apt to intervene if they see someone being mean online (49 percent very or somewhat likely) or in person (67 percent) than if they see someone using discriminatory language in either scenario (44 percent and 58 percent, respectively).

Of the teenagers and young adults who say they would be not at all likely to intervene if they witnessed someone using discriminatory language or images on social media or in person, 86 percent say it is because they wouldn't be comfortable intervening, and just 13 percent say it is because they do not see anything wrong with this type of behavior.

#### How likely would you be to respond if you...?



Forty-four percent of teenagers and young adults say it is very or extremely important to them personally that people who use discriminatory language or images online be held accountable for their actions, 34 percent say it is somewhat important, and 18 percent say it is not too or not at all important. This is especially true for teenagers compared to

young adults (52 percent vs. 39 percent). Teenage girls and young women (53 percent) are more likely than teenage boys and young men (35 percent) to say it is very or extremely important that people who use discriminatory language or images online be held accountable for their actions.

### EXPOSURE TO DISCRIMINATORY LANGUAGE AND IMAGES VARIES BY SOCIAL NETWORKING SITE, WITH A MAJORITY OF USERS ON YOUTUBE, ONLINE GAMING COMMUNITIES, AND FACEBOOK REPORTING THAT THEY ENCOUNTER DISCRIMINATION.

Over half of teenagers and young adults who use YouTube, gaming communities such as Xbox Live, PlayStation Network, Steam, or Ventrillo; and Facebook say they sometimes or often personally encounter discriminatory language or images when using these platforms (56 percent, 54 percent, and 53 percent, respectively). Forty-nine percent of young people who use Twitter say they sometimes or often encounter discriminatory language or images when using the platform. About four in 10 young people who use Tumblr (43 percent),

Vine (42 percent), Reddit (42 percent), and Instagram (37 percent) say they sometimes or often encounter discriminatory language or images when using these platforms. Twenty-six percent of young people who use Snapchat say they sometimes or often encounter discriminatory language or images when using the platform.



**How often do you personally encounter discriminatory language or images when using each of the following?**

<b>Platform</b>	<b>Percent of Young People Who Use Platform</b>	<b>Percent of All Users Who Sometimes or Often Encounter Discriminatory Language or Images on Platform</b>
YouTube	78	56
Gaming communities	41	54
Facebook	77	53
Twitter	39	49
Tumblr	25	43
Vine	27	42
Reddit	18	42
Instagram	38	37
Snapchat	30	26

A majority of teenagers and young adults have seen memes, images, GIFs, or videos that have “gone viral,” but few report sharing them. Sixty-eight percent of teenagers and young adults say they sometimes or often see items on the internet that have generated a lot of hits, shares, or likes in a short period of time, and 28 percent say they rarely or never see them. Less than three in ten (28 percent) say they sometimes or often share viral memes, images, GIFs, or videos, and 68 percent say they rarely or never share these items.

Seventy-two percent of teenagers and young adults find the memes, images, GIFs, or videos posted online as sometimes or often funny, 62 percent find them to be sometimes or often cute, 57 percent find them to be sometimes or often worth sharing, and 52 percent find them to be sometimes or often not funny. Less than half of teenagers and young adults find the memes, images, GIFs, or videos posted online as sometimes or often offensive (41 percent), confusing (39 percent), discriminatory (38 percent), or explicit (35 percent).

## STUDY METHODOLOGY

This survey was conducted by GfK using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate but do not already have internet access, GfK provides, at no cost, a laptop and ISP connection. People who already have computers and internet service are permitted to participate using their own equipment. Panelists then receive unique login information for accessing surveys online, and they are sent emails throughout each month inviting them to participate in the research.

The study design was a collaborative effort between MTV and the AP-NORC Center for Public Affairs Research. Funding for the study was provided by MTV. The authors thank Emily Alvarez of NORC at the University of Chicago and Dennis Junius of the AP for their assistance in the data processing and analysis.

Interviews were conducted in English between September 27 and October 7, 2013, with 1,297 young people ages 14–24 (489 people ages 14–17; 808 people ages 18–24). A total of 4,321 panel members were randomly drawn from GfK’s KnowledgePanel®, and 1,297 of those members (excluding breakoffs) responded to the invitation, yielding a final stage completion rate of 30.0 percent. The recruitment rate for this study, reported by GfK,

was 13.2 percent and the profile rate was 66.7 percent, for a cumulative response rate of 2.6 percent. The overall margin of error is +/- 3.7 percentage points at the 95 percent confidence level.

Once the sample has been selected and fielded, and all the study data has been collected and made final, a post-stratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and oversampling resulting from the study-specific sample design. Post-stratification variables included age, sex, education, race, and metropolitan status using the August 2013 Current Population Survey. The weighted data, which reflect the U.S. population of 14–24-year-olds, were used for all analyses.

All analyses were conducted using STATA (version 13), which allows for adjustment of standard errors for complex sample designs. All differences reported between subgroups of the U.S. population are at the 95 percent level of statistical significance, meaning that there is only a 5 percent (or lower) probability that the observed differences could be attributed to chance variation in sampling. A comprehensive listing of all study questions, complete with tabulations of top-level results for each question, is available on the AP-NORC Center website: [www.apnorc.org](http://www.apnorc.org).

## About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected independent research institutions in the world.

The two organizations have established the AP-NORC Center to conduct, analyze, and distribute social science research in the public interest on newsworthy topics and to use the power of journalism to tell the stories that the research reveals.

The founding principles of the AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.

## About MTV

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its Emmy®, Grammy® and Peabody® award-winning content built around compelling storytelling, music discovery, and activism across TV, online, and mobile. MTV's sibling networks MTV2 and mtvU each deliver unparalleled customized content for young males, music fans, and college students, and its online hub MTV.com is the leading destination for music, news, and pop culture. MTV is part of MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), one of the world's leading creators of programming and content across all media platforms. For more information, go to [www.mtvpress.com](http://www.mtvpress.com).

## About GfK

GfK is one of the world's largest research companies, with more than 13,000 experts working to discover new insights into the way people live, think and shop, in over 100 markets, every day. GfK is constantly innovating and using the latest technologies and the smartest methodologies to give its clients the clearest understanding of the most important people in the world: their customers. In 2012, GfK's sales amounted to €1.51 billion. To find out more, [visit www.gfk.com](http://www.gfk.com).

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