MTV/AP-NORC Youth Culture Poll 2021

**Conducted by The Associated Press-NORC Center for Public Affairs Research
With funding from MTV**

*Interviews: 9/1-19/2021
3,764 respondents ages 13-56, including 1,658 teens ages 13-17 and 2,106 adults ages 18-56
Margin of sampling error: +/- 3.3 percentage points at the 95% confidence level among all adults*

NOTE: All results show percentages among all respondents, unless otherwise labeled.

GENDER2. Are you ….

	AP-NORC 9/1-19/2021
Male	49
Female	49
If adult Non-binary	1
Prefer not to answer	*
N=	*3,764*

EMPLOY2. What is your current employment status?

If you are a student, and another option is also applicable to you, you may select more than one.

	AP-NORC 9/1-19/2021
Working full-time	52
Working part-time	12
Looking for work	10
Home duties or not in the workforce	11
Student	17
Retired	4
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
N=	*3,764*

If age 21 or older:
PARENT. Are you the parent or guardian of any children under the age of 18?

	AP-NORC 9/1-19/2021
Yes	43
No	57
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=	*1,648*

If yes in PARENT:

KIDS. How many children do you have under the age of 18?

[CODED NUMERIC RESPONSE 0-10]

	AP-NORC 9/1-19/2021
1	43
2	38
3	12
4	4
5+	2
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N=	*778*

Q1. How important is each of the following to your identity?

[ITEMS RANDOMIZED]

AP-NORC 9/1-19/2021	Not important at all/ Not very important NET	Not important at all	Not very important	Somewhat important	Very/ Extremely important NET	Very important	Extremely important	DK	SKP/ REF
Your gender	30	14	16	26	43	24	19	-	*
Your sexual orientation	36	17	19	25	38	21	18	-	*
Your race or ethnicity	38	18	20	26	37	20	16	-	*
Your age	36	12	24	34	30	18	12	-	*
If parent Being a parent *N=(778)*	4	2	2	13	83	30	53	-	*
Your education	18	7	12	30	51	28	23	-	*
Your job or profession	24	11	13	31	44	27	17	-	*
Your personality	9	5	4	22	69	38	31	-	*
Your political views or party	34	14	20	36	29	18	11	-	*
The social issues you care about	18	8	10	33	48	30	19	-	*
A talent or hobby such as sports, art, or music	25	9	16	33	42	27	15	-	*
Who or what you are a fan of	38	15	23	34	27	16	11	-	*

N= 3,764

Q8NEW. In general, how often do you experience stress in your daily life?

[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 9/1-19/2021
Never/Rarely NET	**18**
Never	3
Rarely	15
Sometimes/Frequently NET	**81**
Sometimes	49
Frequently	32
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N=	*3,764*

Q8. Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?

[ITEMS RANDOMIZED]

AP-NORC 9/1-19/2021	Major source	Minor source	Not a source	DK	SKP/ REF
The fear of getting COVID-19	29	41	30	-	*
Discrimination you personally experience	14	35	51	-	*
Uncertainty about how the COVID-19 pandemic will be in the fall	35	43	23	-	*
My family or other personal relationships	34	45	20	-	1
Social media	14	38	48	-	*
If a teen Your family's finances *N=(1,658)*	23	43	35	-	*
If an adult Your personal finances *N=(2,106)*	42	43	14	-	*
Your body image	24	46	30	-	*
Environmental issues, such as climate change or forest fires	24	45	31	-	*

N= 3,764

Q7. Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?

[ITEMS RANDOMIZED]

AP-NORC 9/1-19/2021	Much/ Somewhat easier NET	Much easier	Somewhat easier	Neither easier nor more difficult	Much/ Somewhat more difficult	Somewhat more difficult	Much more difficult	DK	SKP/ REF
Maintaining your mental health	**15**	6	9	**36**	**48**	30	18	-	*
Maintaining your physical health	**18**	7	11	**40**	**41**	30	11	-	1
Having fun	**16**	7	9	**29**	**54**	35	20	-	1
Maintaining good relationships with your family	**24**	8	16	**45**	**31**	23	9	-	*
Maintaining good relationships with your friends	**18**	7	11	**41**	**41**	30	11	-	*
Romantic relationships or dating	**15**	6	9	**50**	**34**	20	14	-	*
Maintaining your financial security	**18**	5	13	**45**	**36**	23	14	-	*
Personal growth	**22**	8	14	**44**	**34**	25	9	-	*
Pursuing passions or hobbies	**21**	8	14	**37**	**40**	28	12	-	*
Pursuing your career or educational goals	**16**	6	9	**47**	**37**	26	11	-	*
Practicing your religion or spirituality	**16**	7	9	**60**	**24**	17	7	-	1
Being happy	**16**	6	9	**41**	**43**	31	12	-	*

N= 3,764

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PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

If Democrat:
PIDA. Do you consider yourself a strong or not so strong Democrat?
If Republican:
PIDB. Do you consider yourself a strong or not so strong Republican?
If independent, none of these, don't know, skipped, or refused:
PIDI. Do you lean more toward the Democrats or the Republicans?

Combines PID1, PIDI, PIDA, and PIDB.

	AP-NORC 9/1-19/2021
Democrat NET	**44**
Strong Democrat	20
Not so strong Democrat	14
Lean Democrat	9
Independent/None – Don't lean	**23**
Republican NET	**33**
Lean Republican	9
Not so strong Republican	11
Strong Republican	13
N=	*3,764*

D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?

If liberal:
D4. Do you consider yourself very liberal or somewhat liberal?
If conservative:
D5. Do you consider yourself very conservative or somewhat conservative?

Combines D3, D4, D5:

	AP-NORC 9/1-19/2021
Liberal NET	**26**
Very liberal	14
Somewhat liberal	12
Moderate	**48**
Conservative NET	**24**
Somewhat conservative	14
Very conservative	10
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	*3,764*

DM5. How would you describe the community you live in now?

	AP-NORC 9/1-19/2021
Urban	33
Suburban	48
Rural	19
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N=	*3,764*

AGE

	AP-NORC 9/1-19/2021
13-17	11
18-29	28
30-39	25
40-56	36
N=	*3,764*

GENERATION

	AP-NORC 9/1-19/2021
Gen Z (age 13-24)	26
Millennial (age 25-40)	39
Gen X (age 41-56)	34
N=	*3,764*

RACE/ETHNICITY

	AP-NORC 9/1-19/2021
White	59
Black or African American	12
Hispanic	19
Other	10
N=	*3,764*

If AmeriSpeak sample or age 18+

HOUSEHOLD INCOME

	AP-NORC 9/1-19/2021
Under $10,000	9
$10,000 to under $20,000	8
$20,000 to under $30,000	12
$30,000 to under $40,000	9
$40,000 to under $50,000	7
$50,000 to under $75,000	16
$75,000 to under $100,000	14
$100,000 to under $150,000	15
$150,000 or more	9
N=	*2,594*

If age 18+

MARITAL STATUS

	AP-NORC 9/1-19/2021
Married	53
Not married	47
N=	*2,106*

If age 18+

EDUCATION

	AP-NORC 9/1-19/2021
Less than a high school diploma	9
High school graduate or equivalent	26
Some college	28
College graduate or above	22
Post grad study/professional degree	15
N=	*2,106*

If age 13-17

PARENTS EDUCATION LEVEL

	AP-NORC 9/1-19/2021
Less than a high school diploma	8
High school graduate or equivalent	19
Some college	23
College graduate or above	26
Post grad study/professional degree	24
N=	*1,170*

Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research, with funding from MTV. Staff from NORC at the University of Chicago, The Associated Press, and MTV collaborated on all aspects of the study.

Data were collected using both probability and non-probability sample sources. Interviews for this survey were conducted between September 1 and 19, 2021, with people age 13 to 56 representing the 50 states and the District of Columbia.

The probability sample source is AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Adult panel members age 18 to 56 were randomly drawn from AmeriSpeak, and 939 completed the survey – 929 via the web and 10 via telephone. Teen panel members age 13 to 17 were drawn from AmeriSpeak Teen, and 488 completed the survey – 484 via the web and 4 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference.

The final stage completion rate is 29.3 percent, the weighted household panel response rate is 18.6 percent, and the weighted household panel retention rate is 75.3 percent, for a cumulative response rate of 4.1 percent. The overall margin of sampling error for the AmeriSpeak sample is +/-4.3 percentage points at the 95 percent confidence level, including the design effect.

Dynata provided 2,337 non-probability interviews – 1,170 with people age 13-17 and 1,167 with people age 18-56. The Dynata sample was derived based on quotas related to age, race and ethnicity, gender, and education. Interviews were conducted in English and via the web only. For panel recruitment, Dynata uses invitations of all types including email invitations, phone alerts, banners, and messaging on panel community sites to include people with a diversity of motivations to take part in research. Because non-probability panels do not start with a frame where there is known probability of selection, standard measures of sampling error and response rates cannot be calculated.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a raking process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling in both probability and non-probability samples resulting from the study specific sample design. Raking variables for both the probability and nonprobability samples included age, gender, census region, race/ethnicity, and education. Population control totals for the raking variables were obtained from the 2020 Current Population Survey. The weighted data reflect the U.S. population of people age 13-56.

In order to incorporate the nonprobability sample, NORC used TrueNorth calibration, an innovative hybrid calibration approach developed at NORC based on small area estimation methods in order to explicitly account for potential bias associated with the nonprobability sample. The purpose of TrueNorth calibration is to adjust the weights for the nonprobability sample so as to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates.

First, the nonprobability sample is raked for each age group of interest (13-17; 18-24; 25-56) to the following sociodemographic characteristics: sex, education level for adults 18-56, parent's highest level of education for teens 13-17, Census Region, and race/ethnicity. Additionally the nonprobability sample is raked to more granular age overall (13-

14; 15-17; 18-24; 25-29; 30-39; 40-49; 50-56) and race/ethnicity by gender (NH White, Male; NH White Female; All other Male; All other Female). Second, the weighted AmeriSpeak sample and the calibrated nonprobability sample were used to develop a small area model to support domain-level estimates, where the domains were defined by race/ethnicity, age, education and gender. The dependent variables for the models were:

- Q3NEW3: Would you say the world your generation is facing is better than most other generations have faced, worse than most other generations have faced, or about the same?
- Q7BNEW: How much can people like you affect what the government does?
- Q8_1: Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all? The fear of getting COVID-19
- C17: How much responsibility do you think a company has to take a stand on important social and political issues?

These were found to be key survey variables, in terms of model fit. The model included covariates, domain-level random effects, and sampling errors. The covariates were external data available from other national surveys such as health insurance, internet access, voting behavior, and housing type from the American Community Survey (ACS). Finally, the combined AmeriSpeak and nonprobability sample weights were derived such that for the combined sample, the weighted estimate reproduced the small domain estimates (derived using the small area model) for key survey variables.

The overall margin of error for the combined sample is +/- 3.3 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups. The overall margin of sampling error among those age 13-24 is +/-2.8 percentage points at the 95 percent confidence level, including the design effect. The overall margin of sampling error among those age 25-40 is +/-5.7 percentage points at the 95 percent confidence level, including the design effect. The overall margin of sampling error among those age 41-56 is +/-7.0 percentage points at the 95 percent confidence level, including the design effect.

For more information, email info@apnorc.org.

About the Associated Press-NORC Center for Public Affairs Research
Celebrating its 10th anniversary this year, 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 (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day. Online: www.ap.org
- 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 for Public Affairs Research 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 research reveals. In its 10 years, The AP-NORC Center has conducted more than 250 studies exploring the critical issues facing the public, covering topics like health care, the economy, COVID-19, trust in media, and more. Learn more at www.apnorc.org

About MTV
MTV is the leading youth media brand inspired by music, in nearly 180 countries and 450 million homes around the world, connecting with over 350 million fans across all social media platforms. A unit of Viacom Inc. (NASDAQ: VIAB, VIA), MTV operations span cable and mobile networks, live events, and the new MTV Studios unit which produces original and reimagined content for SVOD and linear networks based on MTV's library of over 200+ youth titles and franchises.