



# MTV/AP-NORC 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<br>9/1-19/2021 |
|-------------------------------|------------------------|
| Male                          | 49                     |
| Female                        | 49                     |
| <i>If adult</i><br>Non-binary | 1                      |
| Prefer not to answer          | *                      |
| <i>N=</i>                     | <i>3,764</i>           |

**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<br>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              | -                      |
| <i>N=</i>                           | <i>3,764</i>           |

*If age 21 or older:*

**PARENT. Are you the parent or guardian of any children under the age of 18?**

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

If yes in PARENT:

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

[CODED NUMERIC RESPONSE 0-10]

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

**Q6A. Of all the issues facing the country right now, what concerns you most?**

[CODED OPEN-ENDED QUESTION]

|   | AP-NORC<br>9/1-19/2021 |
|---|------------------------|
| COVID-19/Delta variant  | 29                     |
| The economy- jobs, debt, poverty, cost of living, wealth inequality                       | 17                     |
| Environment- climate change, natural disasters, etc.                                      | 6                      |
| Political climate- Lack of bipartisanship, division, no empathy, ideological differences. | 6                      |
| Equality/inequality- racial, women, LGBT, etc.  | 5                      |
| Concerns about Trump/Biden, leadership  | 5                      |
| Health care- costs, etc.  | 4                      |
| Terrorism/homeland security/national security   | 3                      |
| "Nothing"   | 3                      |
| War (Iraq, Afghanistan) or threat of nuclear war  | 2                      |
| Immigration/DACA/border wall- include crisis at the border here.                          | 2                      |
| "Everything"  | 1                      |
| Education- quality, costs   | 1                      |
| Abortion/women's rights   | 1                      |
| Foreign policy- international relations, mentions of specific countries, etc.             | 1                      |
| Gun laws- school shootings, gun control, Second Amendment, Assault Rifles, guns, etc.     | 1                      |
| Other issues  | 5                      |
| "Everything"  | 1                      |
| DON'T KNOW  | 1                      |
| SKIPPED ON WEB/REFUSED  | 4                      |

*N=*

*3,764*

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

[ITEMS RANDOMIZED]

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

*N= 3,764*

**Q51. How important are each of the following to you personally?**

[ITEMS RANDOMIZED]

| AP-NORC<br>9/1-19/2021                 | Not<br>important<br>at all/ Not<br>very<br>important<br>NET | Not<br>important<br>at all | Not very<br>important | Somewhat<br>important | Very/<br>Extremely<br>important<br>NET | Very<br>important | Extremely<br>important | DK | SKP/<br>REF |
|--|---|----------------------------|-----------------------|-----------------------|--|-------------------|------------------------|----|-------------|
| Being successful<br>in a career        | <b>12</b>   | 4                          | 8                     | 29                    | <b>58</b>                              | 33                | 25                     | -  | *           |
| Having fun                             | <b>8</b>  | 3                          | 4                     | <b>27</b>             | <b>65</b>                              | 38                | 27                     | -  | *           |
| Having a family<br>of your own         | <b>17</b>   | 7                          | 10                    | <b>22</b>             | <b>60</b>                              | 30                | 30                     | -  | *           |
| Having lots of<br>close friends        | <b>36</b>   | 11                         | 24                    | <b>32</b>             | <b>31</b>                              | 20                | 12                     | -  | 1           |
| Living a religious<br>life             | <b>41</b>   | 26                         | 15                    | <b>22</b>             | <b>37</b>                              | 20                | 17                     | -  | *           |
| Being wealthy                          | <b>33</b>   | 10                         | 23                    | <b>35</b>             | <b>32</b>                              | 18                | 13                     | -  | *           |
| Being financially<br>secure            | <b>6</b>  | 2                          | 3                     | <b>19</b>             | <b>76</b>                              | 36                | 40                     | -  | *           |
| Making a<br>difference in the<br>world | <b>14</b>   | 5                          | 10                    | <b>34</b>             | <b>51</b>                              | 30                | 21                     | -  | *           |
| Feeling like you<br>belong             | <b>17</b>   | 5                          | 13                    | <b>32</b>             | <b>50</b>                              | 32                | 19                     | -  | *           |
| Buying a house                         | <b>20</b>   | 9                          | 11                    | <b>27</b>             | <b>52</b>                              | 31                | 21                     | -  | *           |
| Retiring by age<br>65                  | <b>27</b>   | 10                         | 17                    | <b>31</b>             | <b>42</b>                              | 24                | 18                     | -  | *           |
| Education                              | <b>14</b>   | 4                          | 10                    | <b>27</b>             | <b>59</b>                              | 32                | 27                     | -  | *           |

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<br>9/1-19/2021 |
|---------------------------------|------------------------|
| <b>Never/Rarely NET</b>         | <b>18</b>              |
| Never                           | 3                      |
| Rarely                          | 15                     |
| <b>Sometimes/Frequently NET</b> | <b>81</b>              |
| 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<br>9/1-19/2021  | Major<br>source | Minor<br>source | Not a<br>source | DK | SKP/<br>REF |
|---|-----------------|-----------------|-----------------|----|-------------|
| The fear of getting COVID-19  | 29              | 41              | 30              | -  | *           |
| Discrimination you personally<br>experience                           | 14              | 35              | 51              | -  | *           |
| Uncertainty about how the<br>COVID-19 pandemic will be in<br>the fall | 35              | 43              | 23              | -  | *           |
| My family or other personal<br>relationships                          | 34              | 45              | 20              | -  | 1           |
| Social media  | 14              | 38              | 48              | -  | *           |
| <i>If a teen</i><br>Your family's finances<br><i>N=(1,658)</i>        | 23              | 43              | 35              | -  | *           |
| <i>If an adult</i><br>Your personal finances<br><i>N=(2,106)</i>      | 42              | 43              | 14              | -  | *           |
| Your body image   | 24              | 46              | 30              | -  | *           |
| Environmental issues, such as<br>climate change or forest fires       | 24              | 45              | 31              | -  | *           |

*N= 3,764*

**Q81. Would you say that unplugging from technology -- meaning no access to computer, cell phone, or TV -- would make you feel...**

**[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]**

|   | AP-NORC<br>9/1-19/2021 |
|---|------------------------|
| <b>A lot/A little more stressed NET</b> | <b>31</b>              |
| A lot more stressed                     | 11                     |
| A little more stressed                  | 19                     |
| <b>No difference</b>                    | <b>32</b>              |
| <b>A lot/A little less stressed NET</b> | <b>38</b>              |
| A little less stressed                  | 23                     |
| A lot less stressed                     | 15                     |
| DON'T KNOW                              | -                      |
| SKIPPED ON WEB/REFUSED                  | *                      |

N= 3,764

**Q56. How much do you think each of the following will get in the way of achieving your goals for the future?**

**[ITEMS RANDOMIZED]**

**[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]**

| AP-NORC<br>9/1-19/2021   | <b>A great<br/>deal/<br/>Quite a<br/>bit NET</b> | A great<br>deal | Quite a bit | <b>Somewhat</b> | <b>Not too<br/>much/Not<br/>at all NET</b> | Not too<br>much | Not at all | DK | SKP/<br>REF |
|--------------------------|--|-----------------|-------------|-----------------|--|-----------------|------------|----|-------------|
| Your race                | <b>17</b>  | 8               | 9           | <b>18</b>       | <b>64</b>                                  | 21              | 43         | -  | *           |
| Your gender              | <b>17</b>  | 7               | 9           | <b>20</b>       | <b>64</b>                                  | 23              | 41         | -  | *           |
| Your education<br>level  | <b>25</b>  | 12              | 13          | <b>25</b>       | <b>50</b>                                  | 24              | 26         | -  | *           |
| Your finances            | <b>39</b>  | 20              | 20          | <b>33</b>       | <b>27</b>                                  | 17              | 10         | -  | *           |
| Where you live           | <b>26</b>  | 11              | 14          | <b>28</b>       | <b>46</b>                                  | 23              | 22         | -  | *           |
| The government           | <b>33</b>  | 17              | 16          | <b>32</b>       | <b>34</b>                                  | 20              | 15         | -  | *           |
| Your family              | <b>24</b>  | 11              | 13          | <b>19</b>       | <b>56</b>                                  | 23              | 34         | -  | *           |
| The COVID-19<br>pandemic | <b>36</b>  | 16              | 20          | <b>33</b>       | <b>31</b>                                  | 16              | 15         | -  | *           |

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

N= 3,764

Q3. When thinking about the future of the United States, would you say that you feel...?

[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

|                        | AP-NORC<br>9/1-19/2021 |
|------------------------|------------------------|
| Generally optimistic   | 47                     |
| Generally pessimistic  | 53                     |
| DON'T KNOW             | -                      |
| SKIPPED ON WEB/REFUSED | *                      |
| <i>N=</i>              | <i>3,764</i>           |

ECON3. Compared to your parents when they were the age you are now, do you think your own standard of living now is better, worse, or about the same as theirs was?

|                                 | AP-NORC<br>9/1-19/2021 |
|---------------------------------|------------------------|
| <b>Much/Somewhat better NET</b> | <b>44</b>              |
| Much better                     | 17                     |
| Somewhat better                 | 27                     |
| <b>About the same</b>           | <b>26</b>              |
| <b>Somewhat/Much worse NET</b>  | <b>30</b>              |
| Somewhat worse                  | 19                     |
| Much worse                      | 11                     |
| DON'T KNOW                      | -                      |
| SKIPPED ON WEB/REFUSED          | *                      |
| <i>N=</i>                       | <i>3,764</i>           |

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?

|                                 | AP-NORC<br>9/1-19/2021 |
|---------------------------------|------------------------|
| <b>Much/Somewhat better NET</b> | <b>22</b>              |
| Much better                     | 6                      |
| Somewhat better                 | 15                     |
| <b>About the same</b>           | <b>25</b>              |
| <b>Somewhat/Much worse NET</b>  | <b>52</b>              |
| Somewhat worse                  | 34                     |
| Much worse                      | 18                     |
| DON'T KNOW                      | -                      |
| SKIPPED ON WEB/REFUSED          | 1                      |
| <i>N=</i>                       | <i>3,764</i>           |

**SYS2. These days, do you feel optimistic that Americans of different political views can still come together and work out their differences, or are you pessimistic that Americans can do that now?**

**[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]**

|                        | AP-NORC<br>9/1-19/2021 |
|------------------------|------------------------|
| Optimistic             | 39                     |
| Pessimistic            | 60                     |
| DON'T KNOW             | -                      |
| SKIPPED ON WEB/REFUSED | 1                      |
| <i>N=</i>              | <i>3,764</i>           |

**Q7Bnew. How much can people like you affect what the government does?**

**[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]**

|                                | AP-NORC<br>9/1-19/2021 |
|--------------------------------|------------------------|
| <b>A great deal/A lot NET</b>  | <b>11</b>              |
| A great deal                   | 5                      |
| A lot                          | 7                      |
| <b>A moderate amount</b>       | <b>27</b>              |
| <b>A little/Not at all NET</b> | <b>61</b>              |
| A little                       | 38                     |
| Not at all                     | 23                     |
| DON'T KNOW                     | -                      |
| SKIPPED ON WEB/REFUSED         | *                      |
| <i>N=</i>                      | <i>3,764</i>           |

**MID12. Which statement comes closer to your views, even if neither is exactly right?**

|   | AP-NORC<br>9/1-19/2021 |
|---|------------------------|
| My generation is feeling motivated to make positive changes in this country | 61                     |
| My generation isn't motivated to make positive changes in this country      | 38                     |
| DON'T KNOW  | -                      |
| SKIPPED ON WEB/REFUSED  | 1                      |
| <i>N=</i>   | <i>3,764</i>           |

**Q3NEW2. When having a conversation about politics, how often would you say you are...**

**[ITEMS RANDOMIZED]**

**[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]**

| AP-NORC<br>9/1-19/2021  | <b>Always/<br/>Often NET</b> | Always | Often | <b>Sometimes</b> | <b>Rarely/<br/>Never NET</b> | Rarely | Never | DK | SKP<br>/REF |
|---|------------------------------|--------|-------|------------------|------------------------------|--------|-------|----|-------------|
| Concerned about<br>offending<br>someone                         | <b>28</b>                    | 11     | 17    | <b>37</b>        | <b>35</b>                    | 21     | 15    | -  | *           |
| Offended by what<br>someone else says                           | <b>15</b>                    | 5      | 11    | <b>36</b>        | <b>48</b>                    | 32     | 16    | -  | *           |
| Interested in<br>understanding the<br>other side of an<br>issue | <b>48</b>                    | 16     | 32    | <b>36</b>        | <b>15</b>                    | 9      | 6     | -  | *           |

*N=3,764*

**Q4\_1. Do you favor, oppose, or neither favor nor oppose each of the following?**

**[ITEMS RANDOMIZED]**

| AP-NORC<br>9/1-19/2021  | <b>Strongly/<br/>Somewhat<br/>favor NET</b> | Strongly<br>favor | Somewhat<br>favor | <b>Neither<br/>favor<br/>nor<br/>oppose</b> | <b>Somewhat<br/>/Strongly<br/>oppose<br/>NET</b> | Somewhat<br>oppose | Strongly<br>oppose | DK | SKP<br>/REF |
|---|---|-------------------|-------------------|---|--|--------------------|--------------------|----|-------------|
| Reducing funding for law enforcement agencies   | <b>28</b>                                   | 13                | 15                | <b>28</b>                                   | <b>45</b>  | 17                 | 27                 | -  | *           |
| A universal basic income, where each citizen is guaranteed a payment from the government                | <b>44</b>                                   | 22                | 22                | <b>27</b>                                   | <b>29</b>  | 12                 | 17                 | -  | *           |
| Reducing government regulation of business  | <b>35</b>                                   | 14                | 21                | <b>41</b>                                   | <b>23</b>  | 14                 | 9                  | -  | *           |
| Requiring Americans to be vaccinated against COVID-19 to enter public places like stores or restaurants | <b>46</b>                                   | 28                | 18                | <b>21</b>                                   | <b>32</b>  | 9                  | 23                 | -  | 1           |
| Requiring Americans to wear a mask in public places like stores or restaurants                          | <b>53</b>                                   | 33                | 20                | <b>22</b>                                   | <b>24</b>  | 10                 | 14                 | -  | *           |
| Prohibiting workplace discrimination on the basis of gender identity                                    | <b>59</b>                                   | 41                | 18                | <b>27</b>                                   | <b>14</b>  | 7                  | 7                  | -  | 1           |
| Increasing security at the U.S.-Mexico border   | <b>44</b>                                   | 25                | 18                | <b>34</b>                                   | <b>22</b>  | 13                 | 9                  | -  | *           |
| A nationwide ban on the sale of AR-15 rifles and similar semiautomatic weapons                          | <b>44</b>                                   | 28                | 16                | <b>25</b>                                   | <b>30</b>  | 11                 | 19                 | -  | *           |

N= 3,764

**Q4\_2. Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?**

**[ITEMS RANDOMIZED]**

| AP-NORC<br>9/1-19/2021   | Completely<br>/<br>Somewhat<br>acceptable<br>NET | Completely<br>acceptable | Somewhat<br>acceptable | Neither<br>acceptable<br>nor un-<br>acceptable | Somewhat/<br>Completely<br>un-<br>acceptable | Somewhat<br>un-<br>acceptable | Completely<br>un-<br>acceptable | D<br>K | SKP<br>/REF |
|--|--|--------------------------|------------------------|--|--|-------------------------------|---------------------------------|--------|-------------|
| A person choosing not to have children                                   | <b>67</b>  | 54                       | 13                     | <b>27</b>                                      | <b>6</b>                                     | 4                             | 2                               | -      | *           |
| A person choosing not to marry their partner                             | <b>57</b>  | 44                       | 13                     | <b>31</b>                                      | <b>11</b>                                    | 7                             | 4                               | -      | *           |
| A person not identifying as either a man or a woman                      | <b>42</b>  | 29                       | 12                     | <b>30</b>                                      | <b>29</b>                                    | 13                            | 16                              | -      | *           |
| A person not believing in climate change                                 | <b>31</b>  | 18                       | 13                     | <b>33</b>                                      | <b>35</b>                                    | 17                            | 19                              | -      | *           |
| A movie or TV show about a same-sex relationship                         | <b>52</b>  | 38                       | 14                     | <b>27</b>                                      | <b>21</b>                                    | 10                            | 11                              | -      | *           |
| An all-white cast on a movie or TV show                                  | <b>45</b>  | 29                       | 16                     | <b>36</b>                                      | <b>19</b>                                    | 12                            | 7                               | -      | 1           |
| An all-Black cast on a movie or TV show                                  | <b>56</b>  | 40                       | 16                     | <b>31</b>                                      | <b>12</b>                                    | 8                             | 4                               | -      | *           |
| Pulling old movies or TV episodes off the air because they are offensive | <b>27</b>  | 11                       | 15                     | <b>28</b>                                      | <b>45</b>                                    | 18                            | 27                              | -      | 1           |
| An all-white executive team  | <b>41</b>  | 25                       | 16                     | <b>34</b>                                      | <b>25</b>                                    | 14                            | 11                              | -      | *           |
| An all-Black executive team  | <b>48</b>  | 33                       | 15                     | <b>34</b>                                      | <b>17</b>                                    | 11                            | 7                               | -      | *           |
| An all-male executive team   | <b>42</b>  | 26                       | 16                     | <b>32</b>                                      | <b>26</b>                                    | 16                            | 10                              | -      | 1           |
| An all-female executive team   | <b>51</b>  | 34                       | 17                     | <b>35</b>                                      | <b>14</b>                                    | 9                             | 5                               | -      | *           |

N= 3,764

**Q4\_3. Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?**

[ITEMS RANDOMIZED]

| AP-NORC<br>9/1-19/2021  | <b>Very/<br/>Somewhat<br/>positive<br/>NET</b> | Very<br>positive | Somewhat<br>positive | <b>Neither<br/>positive<br/>nor neg-<br/>ative</b> | <b>Somewhat<br/>/Very<br/>negative<br/>NET</b> | Somewhat<br>negative | Very<br>negative | DK | SKP<br>/REF |
|---|--|------------------|----------------------|--|--|----------------------|------------------|----|-------------|
| Feminists   | <b>35</b>                                      | 17               | 18                   | <b>41</b>  | <b>24</b>                                      | 16                   | 8                | -  | *           |
| Republicans   | <b>26</b>                                      | 12               | 14                   | <b>40</b>  | <b>34</b>                                      | 18                   | 15               | -  | 1           |
| Democrats   | <b>37</b>                                      | 15               | 22                   | <b>37</b>  | <b>26</b>                                      | 13                   | 13               | -  | *           |
| Political<br>independents   | <b>38</b>                                      | 17               | 21                   | <b>53</b>  | <b>8</b>                                       | 6                    | 2                | -  | 1           |
| Transgender<br>people   | <b>38</b>                                      | 23               | 14                   | <b>41</b>  | <b>21</b>                                      | 12                   | 9                | -  | *           |
| Gay or lesbian<br>people  | <b>41</b>                                      | 25               | 16                   | <b>43</b>  | <b>16</b>                                      | 9                    | 8                | -  | *           |
| People who <u>have</u><br>been vaccinated<br>against COVID-19               | <b>54</b>                                      | 35               | 19                   | <b>38</b>  | <b>7</b>                                       | 5                    | 3                | -  | *           |
| People who <u>have</u><br><u>not</u> been<br>vaccinated against<br>COVID-19 | <b>22</b>                                      | 12               | 10                   | <b>41</b>  | <b>37</b>                                      | 20                   | 16               | -  | *           |

N= 3,764

**Q4\_5. Do you favor, oppose, or neither favor nor oppose requiring each of the following vaccines for students to attend public high schools?**

[ITEMS RANDOMIZED]

| AP-NORC<br>9/1-19/2021 | <b>Strongly/<br/>Somewhat<br/>favor NET</b> | Strongly<br>favor | Somewhat<br>favor | <b>Neither<br/>favor<br/>nor<br/>oppose</b> | <b>Somewhat<br/>/Strongly<br/>oppose<br/>NET</b> | Somewhat<br>oppose | Strongly<br>oppose | DK | SKP<br>/REF |
|------------------------|---|-------------------|-------------------|---|--|--------------------|--------------------|----|-------------|
| Measles                | <b>65</b>                                   | 47                | 17                | <b>23</b>                                   | <b>12</b>  | 5                  | 7                  | -  | *           |
| Chicken pox            | <b>61</b>                                   | 45                | 16                | <b>26</b>                                   | <b>13</b>  | 5                  | 8                  | -  | *           |
| The flu                | <b>47</b>                                   | 30                | 17                | <b>30</b>                                   | <b>22</b>  | 9                  | 13                 | -  | *           |
| COVID-19               | <b>53</b>                                   | 39                | 14                | <b>22</b>                                   | <b>25</b>  | 9                  | 16                 | -  | *           |

N= 3,764

**C17. How much responsibility do you think a company has to take a stand on important social and political issues?**

|                                 | AP-NORC<br>9/1-19/2021 |
|---------------------------------|------------------------|
| <b>A great deal/A lot NET</b>   | <b>37</b>              |
| A great deal                    | 17                     |
| A lot                           | 20                     |
| <b>Some</b>                     | <b>37</b>              |
| <b>Not much/None at all NET</b> | <b>26</b>              |
| Not much                        | 11                     |
| None at all                     | 16                     |
| DON'T KNOW                      | -                      |
| SKIPPED ON WEB/REFUSED          | *                      |

N=

3,764

**C21. Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?**

[ITEMS RANDOMIZED]

| AP-NORC<br>9/1-19/2021                       | Major<br>reason | Minor<br>reason | Not a<br>reason at<br>all | DK | SKP<br>/REF |
|--|-----------------|-----------------|---------------------------|----|-------------|
| It has a reputation for being authentic      | 42              | 38              | 19                        | -  | 1           |
| It supports charitable causes you believe in | 27              | 46              | 27                        | -  | 1           |
| It has been around for a long time           | 29              | 47              | 24                        | -  | 1           |
| It is popular or trendy                      | 19              | 39              | 41                        | -  | 1           |
| It is environmentally conscious              | 34              | 42              | 23                        | -  | 1           |
| It values diversity                          | 30              | 36              | 33                        | -  | 1           |
| It shares your political beliefs             | 18              | 36              | 46                        | -  | *           |
| It treats its employees fairly               | 41              | 37              | 21                        | -  | *           |
| It offers good value                         | 67              | 22              | 10                        | -  | *           |
| It gets involved in your local community     | 28              | 42              | 29                        | -  | 1           |
| It shares your values                        | 31              | 42              | 26                        | -  | 1           |
| Other people I know use the brand            | 24              | 46              | 29                        | -  | 1           |

N= 3,764



**Q5.**

*If teen or student*

**Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?**

*If adult and not student*

**When you are looking for a new job, how important are each of the following to you?**

**[ITEMS RANDOMIZED]**

| AP-NORC<br>9/1-19/2021   | <b>Not<br/>important<br/>at all/ Not<br/>very<br/>important<br/>NET</b> | Not<br>impor-<br>tant at<br>all | Not very<br>important | <b>Somewhat<br/>important</b> | <b>Very/<br/>Extremely<br/>important</b> | Very<br>important | Extremely<br>important | D<br>K | SKP<br>/REF |
|--|---|---------------------------------|-----------------------|-------------------------------|--|-------------------|------------------------|--------|-------------|
| The pay or salary  | <b>8</b>  | 3                               | 5                     | <b>17</b>                     | <b>75</b>                                | 28                | 46                     | -      | *           |
| Benefits like vacation<br>or sick leave  | <b>9</b>  | 4                               | 5                     | <b>20</b>                     | <b>71</b>                                | 31                | 39                     | -      | *           |
| Paid parental or family<br>leave   | <b>19</b>   | 9                               | 10                    | <b>29</b>                     | <b>51</b>                                | 25                | 26                     | -      | *           |
| A pension, retirement<br>fund, a 401k or other<br>retirement fund<br>contributions | <b>12</b>   | 6                               | 7                     | <b>23</b>                     | <b>64</b>                                | 30                | 34                     | -      | *           |
| Health insurance<br>benefits   | <b>10</b>   | 4                               | 6                     | <b>19</b>                     | <b>70</b>                                | 29                | 41                     | -      | *           |
| The option for<br>working remotely or<br>from home                                 | <b>24</b>   | 10                              | 14                    | <b>33</b>                     | <b>43</b>                                | 23                | 19                     | *      | *           |
| Your employer has<br>diverse leadership  | <b>27</b>   | 12                              | 16                    | <b>33</b>                     | <b>39</b>                                | 24                | 15                     | *      | *           |
| Opportunity to have<br>strong mentors  | <b>18</b>   | 6                               | 12                    | <b>34</b>                     | <b>48</b>                                | 29                | 19                     | -      | *           |

*N= 3,764*

**Q5\_1. How important is it to you that your employer...**

**[ITEMS RANDOMIZED]**

|   | <b>Not important at all/ Not very important NET</b> | Not important at all | Not very important | <b>Somewhat important</b> | <b>Very/ Extremely important</b> | Very important | Extremely important | D K | SKP /REF |
|---|---|----------------------|--------------------|---------------------------|----------------------------------|----------------|---------------------|-----|----------|
| AP-NORC 9/1-19/2021                                 |   |                      |                    |                           |                                  |                |                     |     |          |
| Has a strong diversity and inclusion policy         | <b>22</b>   | 10                   | 12                 | <b>31</b>                 | <b>47</b>                        | 26             | 21                  | -   | 1        |
| Is committed to reducing their environmental impact | <b>23</b>   | 8                    | 15                 | <b>36</b>                 | <b>40</b>                        | 24             | 16                  | -   | 1        |
| Has similar ideals to you                           | <b>19</b>   | 6                    | 13                 | <b>38</b>                 | <b>42</b>                        | 26             | 16                  | -   | *        |
| Has empathetic leadership                           | <b>11</b>   | 4                    | 7                  | <b>31</b>                 | <b>57</b>                        | 32             | 25                  | -   | *        |
| Provides training and development opportunities     | <b>9</b>  | 4                    | 5                  | <b>27</b>                 | <b>64</b>                        | 35             | 29                  | -   | 1        |
| Supports a good work/life balance                   | <b>8</b>  | 3                    | 5                  | <b>21</b>                 | <b>71</b>                        | 32             | 38                  | -   | 1        |
| Provides mental health support resources            | <b>19</b>   | 7                    | 12                 | <b>33</b>                 | <b>47</b>                        | 25             | 23                  | -   | *        |
| Has fun outings, events, or parties for staff       | <b>36</b>   | 14                   | 22                 | <b>36</b>                 | <b>27</b>                        | 16             | 11                  | -   | 1        |

N= 3,764

**Q4\_4. Do you think it would be good, bad, or neither good nor bad for companies in the U.S. to do each of the following?**

**[ITEMS RANDOMIZED]**

| AP-NORC<br>9/1-19/2021   | <b>Very/<br/>Somewhat<br/>good NET</b> | Very<br>good | Somewhat<br>good | <b>Neither<br/>good nor<br/>bad</b> | <b>Somewhat/<br/>Very bad</b> | Somewhat<br>bad | Very bad | D<br>K | SKP<br>/REF |
|--|--|--------------|------------------|-------------------------------------|-------------------------------|-----------------|----------|--------|-------------|
| Institute a fully remote workplace   | <b>40</b>                              | 19           | 21               | <b>43</b>                           | <b>16</b>                     | 12              | 4        | -      | *           |
| Institute a hybrid work model with some days in the office and some days at home | <b>56</b>                              | 27           | 30               | <b>35</b>                           | <b>8</b>                      | 6               | 3        | -      | *           |
| Require employees to work in the office 5 days a week                            | <b>24</b>                              | 10           | 14               | <b>49</b>                           | <b>27</b>                     | 18              | 9        | -      | *           |
| Provide employees with paid days off for mental health                           | <b>66</b>                              | 38           | 28               | <b>24</b>                           | <b>9</b>                      | 6               | 3        | -      | 1           |

*N= 3,764*

**Q30. Which of the following is true for you over the past 12 months?**

*Select all that apply.*

**[ITEMS RANDOMIZED]**

|  | AP-NORC<br>9/1-19/2021 |
|--|------------------------|
| I've volunteered for a social or community organization                        | 17                     |
| I've donated money to a social cause   | 22                     |
| I've donated other non-monetary resources to a social cause                    | 14                     |
| <i>If age &gt;= 18</i><br>I've voted in an election<br><i>N=(2,371)</i>        | 49                     |
| I've participated in a protest or demonstration                                | 7                      |
| I've signed a petition   | 26                     |
| I've posted or reposted something on social media in support of a social cause | 28                     |
| I have educated myself on a social cause                                       | 39                     |
| I've been civically engaged in other ways                                      | 11                     |
| None of these  | 22                     |
| DON'T KNOW   | -                      |
| SKIPPED ON WEB/REFUSED   | 1                      |

*N=*

*3,764*

**QMEDIA. In a typical week, about how many hours do you spend watching TV or video content?**

By “TV or video content,” we mean all types of short and long video on any device including movies, full episodes of shows/series, and clips and short videos, regardless of how you watch them, for example on TV, on social media, recorded on a DVR, streaming, or video on demand.

[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

|                        | AP-NORC<br>9/1-19/2021 |
|------------------------|------------------------|
| Less than 5 hours      | 19                     |
| 5 to 10 hours          | 24                     |
| 11 to 20 hours         | 28                     |
| 21 to 30 hours         | 16                     |
| 31 or more hours       | 12                     |
| DON'T KNOW             | -                      |
| SKIPPED ON WEB/REFUSED | 1                      |
| <i>N=</i>              | <i>3,764</i>           |

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

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

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

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

**AGE**

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

**GENERATION**

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

**RACE/ETHNICITY**

|                           | AP-NORC<br>9/1-19/2021 |
|---------------------------|------------------------|
| White                     | 59                     |
| Black or African American | 12                     |
| Hispanic                  | 19                     |
| Other                     | 10                     |
| <i>N</i> =                | 3,764                  |

*If AmeriSpeak sample or age 18+*

**HOUSEHOLD INCOME**

|                              | AP-NORC<br>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                      |
| <i>N</i> =                   | 2,594                  |

*If age 18+*

**MARITAL STATUS**

|             | AP-NORC<br>9/1-19/2021 |
|-------------|------------------------|
| Married     | 53                     |
| Not married | 47                     |
| <i>N</i> =  | 2,106                  |

*If age 18+*

**EDUCATION**

|                                     | AP-NORC<br>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<br>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](mailto:info@apnorc.org).

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

Celebrating its 10<sup>th</sup> 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](http://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](http://www.apnorc.org)