



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
<i>If adult</i> 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

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

[CODED OPEN-ENDED QUESTION]

	AP-NORC 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 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	-	*
<i>If parent</i> Being a parent <i>N=(778)</i>	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

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

[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
Being successful in a career	12	4	8	29	58	33	25	-	*
Having fun	8	3	4	27	65	38	27	-	*
Having a family of your own	17	7	10	22	60	30	30	-	*
Having lots of close friends	36	11	24	32	31	20	12	-	1
Living a religious life	41	26	15	22	37	20	17	-	*
Being wealthy	33	10	23	35	32	18	13	-	*
Being financially secure	6	2	3	19	76	36	40	-	*
Making a difference in the world	14	5	10	34	51	30	21	-	*
Feeling like you belong	17	5	13	32	50	32	19	-	*
Buying a house	20	9	11	27	52	31	21	-	*
Retiring by age 65	27	10	17	31	42	24	18	-	*
Education	14	4	10	27	59	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 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	-	*
<i>If a teen</i> Your family's finances <i>N=(1,658)</i>	23	43	35	-	*
<i>If an adult</i> Your personal finances <i>N=(2,106)</i>	42	43	14	-	*
Your body image	24	46	30	-	*
Environmental issues, such as 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 9/1-19/2021
A lot/A little more stressed NET	31
A lot more stressed	11
A little more stressed	19
No difference	32
A lot/A little less stressed NET	38
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 9/1-19/2021	A great deal/ Quite a bit NET	A great deal	Quite a bit	Somewhat	Not too much/Not at all NET	Not too much	Not at all	DK	SKP/ REF
Your race	17	8	9	18	64	21	43	-	*
Your gender	17	7	9	20	64	23	41	-	*
Your education level	25	12	13	25	50	24	26	-	*
Your finances	39	20	20	33	27	17	10	-	*
Where you live	26	11	14	28	46	23	22	-	*
The government	33	17	16	32	34	20	15	-	*
Your family	24	11	13	19	56	23	34	-	*
The COVID-19 pandemic	36	16	20	33	31	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 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

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 9/1-19/2021
Generally optimistic	47
Generally pessimistic	53
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=	3,764

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

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

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 9/1-19/2021
Optimistic	39
Pessimistic	60
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

3,764

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

[HALF SAMPLE SHOWN RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 9/1-19/2021
A great deal/A lot NET	11
A great deal	5
A lot	7
A moderate amount	27
A little/Not at all NET	61
A little	38
Not at all	23
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N=

3,764

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

	AP-NORC 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

N=

3,764

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

N=3,764

Q4_1. Do you favor, oppose, or neither favor nor oppose each of the following?

[ITEMS RANDOMIZED]

AP-NORC 9/1-19/2021	Strongly/ Somewhat favor NET	Strongly favor	Somewhat favor	Neither favor nor oppose	Somewhat /Strongly oppose NET	Somewhat oppose	Strongly oppose	DK	SKP /REF
Reducing funding for law enforcement agencies	28	13	15	28	45	17	27	-	*
A universal basic income, where each citizen is guaranteed a payment from the government	44	22	22	27	29	12	17	-	*
Reducing government regulation of business	35	14	21	41	23	14	9	-	*
Requiring Americans to be vaccinated against COVID-19 to enter public places like stores or restaurants	46	28	18	21	32	9	23	-	1
Requiring Americans to wear a mask in public places like stores or restaurants	53	33	20	22	24	10	14	-	*
Prohibiting workplace discrimination on the basis of gender identity	59	41	18	27	14	7	7	-	1
Increasing security at the U.S.-Mexico border	44	25	18	34	22	13	9	-	*
A nationwide ban on the sale of AR-15 rifles and similar semiautomatic weapons	44	28	16	25	30	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 9/1-19/2021	Completely / Somewhat acceptable NET	Completely acceptable	Somewhat acceptable	Neither acceptable nor un- acceptable	Somewhat/ Completely un- acceptable	Somewhat un- acceptable	Completely un- acceptable	D K	SKP /REF
A person choosing not to have children	67	54	13	27	6	4	2	-	*
A person choosing not to marry their partner	57	44	13	31	11	7	4	-	*
A person not identifying as either a man or a woman	42	29	12	30	29	13	16	-	*
A person not believing in climate change	31	18	13	33	35	17	19	-	*
A movie or TV show about a same-sex relationship	52	38	14	27	21	10	11	-	*
An all-white cast on a movie or TV show	45	29	16	36	19	12	7	-	1
An all-Black cast on a movie or TV show	56	40	16	31	12	8	4	-	*
Pulling old movies or TV episodes off the air because they are offensive	27	11	15	28	45	18	27	-	1
An all-white executive team	41	25	16	34	25	14	11	-	*
An all-Black executive team	48	33	15	34	17	11	7	-	*
An all-male executive team	42	26	16	32	26	16	10	-	1
An all-female executive team	51	34	17	35	14	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 9/1-19/2021	Very/ Somewhat positive NET	Very positive	Somewhat positive	Neither positive nor neg- ative	Somewhat /Very negative NET	Somewhat negative	Very negative	DK	SKP /REF
Feminists	35	17	18	41	24	16	8	-	*
Republicans	26	12	14	40	34	18	15	-	1
Democrats	37	15	22	37	26	13	13	-	*
Political independents	38	17	21	53	8	6	2	-	1
Transgender people	38	23	14	41	21	12	9	-	*
Gay or lesbian people	41	25	16	43	16	9	8	-	*
People who <u>have</u> been vaccinated against COVID-19	54	35	19	38	7	5	3	-	*
People who <u>have</u> <u>not</u> been vaccinated against COVID-19	22	12	10	41	37	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 9/1-19/2021	Strongly/ Somewhat favor NET	Strongly favor	Somewhat favor	Neither favor nor oppose	Somewhat /Strongly oppose NET	Somewhat oppose	Strongly oppose	DK	SKP /REF
Measles	65	47	17	23	12	5	7	-	*
Chicken pox	61	45	16	26	13	5	8	-	*
The flu	47	30	17	30	22	9	13	-	*
COVID-19	53	39	14	22	25	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 9/1-19/2021
A great deal/A lot NET	37
A great deal	17
A lot	20
Some	37
Not much/None at all NET	26
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 9/1-19/2021	Major reason	Minor reason	Not a reason at all	DK	SKP /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 9/1-19/2021	Not important at all/ Not very important NET	Not impor- tant at all	Not very important	Somewhat important	Very/ Extremely important	Very important	Extremely important	D K	SKP /REF
The pay or salary	8	3	5	17	75	28	46	-	*
Benefits like vacation or sick leave	9	4	5	20	71	31	39	-	*
Paid parental or family leave	19	9	10	29	51	25	26	-	*
A pension, retirement fund, a 401k or other retirement fund contributions	12	6	7	23	64	30	34	-	*
Health insurance benefits	10	4	6	19	70	29	41	-	*
The option for working remotely or from home	24	10	14	33	43	23	19	*	*
Your employer has diverse leadership	27	12	16	33	39	24	15	*	*
Opportunity to have strong mentors	18	6	12	34	48	29	19	-	*

N= 3,764

Q5_1. How important is it to you that your employer...

[ITEMS RANDOMIZED]

AP-NORC 9/1-19/2021	Not important at all/ Not very important NET	Not impor- tant at all	Not very important	Somewhat important	Very/ Extremely important	Very important	Extremely important	D K	SKP /REF
Has a strong diversity and inclusion policy	22	10	12	31	47	26	21	-	1
Is committed to reducing their environmental impact	23	8	15	36	40	24	16	-	1
Has similar ideals to you	19	6	13	38	42	26	16	-	*
Has empathetic leadership	11	4	7	31	57	32	25	-	*
Provides training and development opportunities	9	4	5	27	64	35	29	-	1
Supports a good work/life balance	8	3	5	21	71	32	38	-	1
Provides mental health support resources	19	7	12	33	47	25	23	-	*
Has fun outings, events, or parties for staff	36	14	22	36	27	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 9/1-19/2021	Very/ Somewhat good NET	Very good	Somewhat good	Neither good nor bad	Somewhat/ Very bad	Somewhat bad	Very bad	D K	SKP /REF
Institute a fully remote workplace	40	19	21	43	16	12	4	-	*
Institute a hybrid work model with some days in the office and some days at home	56	27	30	35	8	6	3	-	*
Require employees to work in the office 5 days a week	24	10	14	49	27	18	9	-	*
Provide employees with paid days off for mental health	66	38	28	24	9	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 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 ≥ 18</i> I've voted in an election <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 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 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
<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 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.