

## SURVEY METHODOLOGY

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research with funding from NORC at the University of Chicago.

Data were collected using both probability and non-probability sources. Interviews for this survey were conducted online between April 30 through May 14, 2025, with teens aged 13 to 17 representing the 50 states and the District of Columbia.

The probability source is AmeriSpeak Teen Omnibus®, a quarterly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. teenagers ages 13 to 17. The survey was part of a larger study that included questions about other topics not included in this report. 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 email and telephone via standard text message. 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.

Panel members were drawn from AmeriSpeak Teen, and 719 completed the survey. Respondents were offered a small monetary incentive for completing the survey. Panel members were invited by email or by phone via standard text message. Interviews were conducted in English on the web only. The final stage completion rate is 50.5 percent, the weighted household panel response rate is 26.1 percent, and the weighted household panel retention rate is 77.8 percent, for a cumulative response rate of 10.3 percent.

Quality assurance checks were conducted to ensure data quality. In total, 11 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Prodege provided 341 non-probability interviews with teens aged 13 to 17. The Prodege sample was derived based on quotas related to age, race and ethnicity, and sex. Interviews were conducted in English. For panel recruitment, Prodege 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 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, sex, census region, race/ethnicity, and parent's highest education. Population control totals for the raking variables were obtained from the February 2024 Current Population Survey. The weighted data reflect the U.S. population of teens aged 13 to 17.

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 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.



The overall margin of sampling error for the combined sample is +/- 4.2 percentage points at the 95 percent confidence level, including the design effect. Under TrueNorth calibration, combined probability and nonprobability sample weights yield approximately unbiased population estimates. The margin of error reported here reflects the sampling variation of the probability sample as well as the TrueNorth model-assisted calibration procedures that generate the combined sample weights. As such, it is reasonable for analysts using this data to employ standard methods for approximating margins of error and statistical significance, although there is currently no statistically agreed upon approach to variance estimation when utilizing nonprobability samples. The margin of sampling error may be higher for subgroups. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Complete questions and results are available at: [apnorc.org](https://apnorc.org).

Additional information on the TrueNorth approach can be found here:

<https://amerispeak.norc.org/ourcapabilities/Pages/TrueNorth.aspx>.

Additional information on the AmeriSpeak Panel methodology is available at:

<https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx>.

Additional information on the AmeriSpeak Teen Panel is available at:

<https://amerispeak.norc.org/us/en/amerispeak/our-capabilities/amerispeak-teen.html>

For more information, email [info@apnorc.org](mailto:info@apnorc.org).

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- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. [www.norc.org](http://www.norc.org)

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. Learn more at [www.apnorc.org](http://www.apnorc.org).

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