



# The AP-NORC Center Teen Poll

Conducted by The Associated Press-NORC Center for Public Affairs Research  
With funding from NORC at the University of Chicago

*Interviews: 4/30-5/14/2025  
1,060 teens age 13-17*

*Margin of sampling error: +/- 4.2 percentage points at the 95% confidence level*

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

**Q1\_AP.** How closely do you follow U.S. politics?

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

	<b>Extremely/ very closely NET</b>	Extremely closely	Very closely	<b>Somewhat closely</b>	<b>Not very/not at all closely NET</b>	Not very closely	Not at all closely	DK	SKP/ REF
AP-NORC									
Teens 13-17 04/30-05/14/2025 <i>N=1,060</i>	<b>17</b>	6	11	<b>39</b>	<b>44</b>	25	19	-	*

**Q2\_AP.** For each of the following please indicate if you have an unfavorable or favorable impression.  
If you don't know enough to have an opinion, you can say that too.

**[GRID ITEMS RANDOMIZED]**

AP- NORC		<b>Very/ somewhat unfavorable NET</b>	Very unfavorable	Somewhat unfavorable	<b>Very/ somewhat favorable NET</b>	Somewhat favorable	Very favorable	Don't know enough to say	SKP/ REF
Donald Trump	Teens: 04/30- 5/14/20 25 <i>N=1,060</i>	<b>53</b>	40	13	<b>32</b>	16	16	14	*
	Adults: 04/17- 21/2025 <i>N=1,260</i>	57	44	12	<b>39</b>	15	25	4	*
The Demo- cratic Party	Teens: 04/30- 5/14/ 2025 <i>N=1,060</i>	<b>34</b>	20	14	<b>37</b>	24	13	29	*
	Adults: 05/01- 05/2025 <i>N=1,175</i>	<b>55</b>	32	23	<b>36</b>	27	9	8	*

AP-NORC		<b>Very/ somewhat unfavorable NET</b>	Very unfavorable	Somewhat unfavorable	<b>Very/ somewhat favorable NET</b>	Somewhat favorable	Very favorable	Don't know enough to say	SKP/ REF
The Repub- lican Party	Teens: 04/30- 5/14/ 2025 <i>N=1,060</i>	<b>39</b>	24	15	<b>32</b>	18	14	28	*
	Adults: 05/01- 05/2025 <i>N=1,175</i>	<b>52</b>	33	18	<b>41</b>	26	15	7	*
JD Vance	Teens: 04/30- 5/14/ 2025 <i>N=1,060</i>	<b>38</b>	27	11	<b>23</b>	12	11	39	1
	Adults: 04/17- 21/2025 <i>N=1,260</i>	46	36	11	33	13	20	20	*

**Q3\_AP.** How likely do you think it is that young people today will have a better standard of living than their parents?

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

AP-NORC	<b>Very/ somewhat likely NET</b>	Very likely	Somewhat likely	<b>Very/ somewhat unlikely NET</b>	Somewhat unlikely	Very unlikely	D K	SKP/ REF
Teens: 04/30-5/14/ 2025 <i>N=1,060</i>	<b>51</b>	11	39	<b>49</b>	32	17	-	1
Adults: 08/25- 29/2022 <i>N=1,014</i>	<b>45</b>	8	37	<b>54</b>	36	17	*	1

**Q4\_AP.** How important is completing college for each of the following?

**[GRID ITEMS RANDOMIZED; HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AP-NORC Teens 13-17 04/30- 05/14/2025 N=1,060	<b>Extremely / very important NET</b>	Extremely important	Very important	<b>Somewhat important</b>	<b>Not very/not at all important NET</b>	Not very important	Not at all important	DK	SKP/ REF
Getting a good job	<b>68</b>	35	33	<b>24</b>	<b>7</b>	5	2	-	*
Learning necessary life skills	<b>59</b>	29	30	<b>26</b>	<b>15</b>	10	5	-	*
Forming your personal identity	<b>49</b>	19	30	<b>31</b>	<b>20</b>	13	7	-	*
Becoming a more informed member of society	<b>50</b>	20	30	<b>35</b>	<b>15</b>	10	5	-	*

**Q5\_AP.** Thinking about goals for your life, how important are each of the following to you personally? <sup>1</sup>

**[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AP-NORC		<b>Extremely / very important NET</b>	Extremely important	Very important	<b>Some- what important</b>	<b>Not very/ not at all important NET</b>	Not very important	Not at all important	DK	SKP / REF
Owning a home	Teens: 04/30-5/14/ 2025 N=1,060	<b>72</b>	41	31	<b>21</b>	<b>7</b>	5	2	-	*
	Adults: 08/25- 29/2022 N=1,014	<b>70</b>	36	34	<b>20</b>	<b>9</b>	5	3	-	1

<sup>1</sup> UChicago Harris/AP-NORC Poll question read: How important to you are each of the following?

AP-NORC		<b>Extremely / very important NET</b>	Extremely important	Very important	<b>Some- what important</b>	<b>Not very/ not at all important NET</b>	Not very important	Not at all important	D K	SKP / REF
Graduating from college	Teens: 04/30-5/14/ 2025 <i>N=1,060</i>	<b>62</b>	34	28	<b>24</b>	<b>13</b>	8	4	-	*
	Adults: 08/25- 29/2022 <i>N=1,014</i>	<b>41</b>	21	20	<b>27</b>	<b>30</b>	15	15	*	1
Raising a family	Teens: 04/30-5/14/ 2025 <i>N=1,060</i>	<b>54</b>	27	27	<b>30</b>	<b>16</b>	11	5	-	1
	Adults: 08/25- 29/2022 <i>N=1,014</i>	<b>67</b>	37	31	<b>15</b>	<b>17</b>	8	9	*	1
Having a successful career	Teens: 04/30-5/14/ 2025 <i>N=1,060</i>	<b>80</b>	47	33	<b>15</b>	<b>4</b>	3	2	-	1
	Adults: 08/25- 29/2022 <i>N=1,014</i>	<b>63</b>	25	38	<b>26</b>	<b>10</b>	6	5	-	1
Contributing to your community	Teens: 04/30-5/14/ 2025 <i>N=1,060</i>	<b>53</b>	18	35	<b>34</b>	<b>12</b>	10	2	-	1
	Adults: 08/25- 29/2022 <i>N=1,014</i>	<b>47</b>	16	31	<b>41</b>	<b>11</b>	8	3	*	1
Having a good standard of living	Teens: 04/30-5/14/ 2025 <i>N=1,060</i>	<b>81</b>	40	42	<b>14</b>	<b>4</b>	3	1	-	1
	Adults: 08/25- 29/2022 <i>N=1,014</i>	<b>81</b>	36	45	<b>16</b>	<b>2</b>	2	1	*	1
Traveling or seeing the world	Teens: 04/30-5/14/ 2025 <i>N=1,060</i>	<b>47</b>	20	27	<b>37</b>	<b>15</b>	12	3	-	1
	Adults: 08/25- 29/2022 <i>N=1,014</i>	<b>45</b>	20	25	<b>31</b>	<b>22</b>	15	8	-	2

AP-NORC		<b>Extremely / very important NET</b>	Extremely important	Very important	<b>Some-what important</b>	<b>Not very/ not at all important NET</b>	Not very important	Not at all important	D K	SKP / REF
Being able to pursue what you enjoy	Teens: 04/30-5/14/ 2025 N=1,060	<b>82</b>	48	34	<b>13</b>	<b>4</b>	3	1	-	1
	Adults: 08/25-29/2022 N=1,014	<b>79</b>	40	39	<b>17</b>	<b>3</b>	1	2	-	1

**Q6\_AP.** Compared to your parents, do you think each of the following has become easier to achieve, harder to achieve, or neither easier nor harder to achieve for you? <sup>2</sup>

**[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]**

AP-NORC		Easier	Harder	Neither easier nor harder	DK	SKP/ REF
Owning a home	Teens: 04/30-5/14/ 2025 N=1,060	<b>11</b>	70	18	-	1
	Adults: 08/25-29/2022 N=1,014	23	56	19	*	2
Graduating from college	Teens: 04/30-5/14/ 2025 N=1,060	<b>23</b>	42	33	-	1
	Adults: 08/25-29/2022 N=1,014	<b>35</b>	37	26	1	2
Raising a family	Teens: 04/30-5/14/ 2025 N=1,060	<b>12</b>	55	32	-	1
	Adults: 08/25-29/2022 N=1,014	<b>20</b>	51	27	*	2
Having a successful career	Teens: 04/30-5/14/ 2025 N=1,060	<b>19</b>	52	28	-	1
	Adults: 08/25-29/2022 N=1,014	<b>29</b>	41	29	*	2
Contributing to your community	Teens: 04/30-5/14/ 2025 N=1,060	<b>32</b>	25	42	-	2
	Adults: 08/25-29/2022 N=1,014	<b>30</b>	24	44	*	2

<sup>2</sup> UChicago Harris/AP-NORC Poll question included much and somewhat follow-ups. <sup>2</sup>

AP-NORC		Easier	Harder	Neither easier nor harder	DK	SKP/ REF
Having a good standard of living	Teens: 04/30-5/14/ 2025 N=1,060	19	53	27	-	1
	Adults: 08/25-29/2022 N=1,014	31	46	22	*	1
Traveling or seeing the world	Teens: 04/30-5/14/ 2025 N=1,060	22	52	26	-	1
	Adults: 08/25-29/2022 N=1,014	40	39	20	*	1
Being able to pursue what you enjoy	Teens: 04/30-5/14/ 2025 N=1,060	31	39	30	-	1
	Adults: 08/25-29/2022 N=1,014	34	38	26	*	1

**Q7\_AP.** In general, how important is it for people to vote?

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

AP-NORC	Extremely / very important NET	Extremely important	Very important	Somewhat important	Not very/not at all important NET	Not very important	Not at all important	DK	SKP /REF
Teens 13-17 04/30-05/14/2025 N=1,060	<b>71</b>	43	28	<b>22</b>	<b>6</b>	4	2	-	1

**Q8\_AP.** In general, how well do you think the political system is working in the United States today?

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

AP-NORC	Extremely / very well NET	Extremely well	Very well	Somewhat well	Not very/not at all well NET	Not very well	Not at all well	DK	SKP /REF
Teens 13-17 04/30-05/14/2025 N=1,060	<b>15</b>	4	11	<b>34</b>	<b>48</b>	29	19	-	3

**AGE**

	Teens 13-17 04/30-05/14/2025
13-14	38
15-17	62
<i>N=</i>	<i>1,060</i>

**GENDER**

	Teens 13-17 04/30-05/14/2025
Male	51
Female	49
<i>N=</i>	<i>1,060</i>

**RACE/ETHNICITY**

	Teens 13-17 04/30-05/14/2025
White, non-Hispanic	49
Black or African American	13
Hispanic	27
Other	11
<i>N=</i>	<i>1,060</i>

**EDUCATION of PARENTS**

	Teens 13-17 04/30-05/14/2025
Less than a high school diploma	3
High school graduate or equivalent	25
Some college	24
Bachelor's degree	26
Post graduate study or professional degree	22
<i>N=</i>	<i>1,060</i>



**CENSUS REGION**

	Teens 13-17 04/30-05/14/2025
<b>Northeast NET</b>	<b>16</b>
New England	3
Mid-Atlantic	13
<b>Midwest NET</b>	<b>20</b>
East North Central	13
West North Central	7
<b>South NET</b>	<b>40</b>
South Atlantic	21
East South Central	6
West South Central	13
<b>West NET</b>	<b>24</b>
Mountain	6
Pacific	18

*N=**1,060***INCOME**

	Teens 13-17 04/30-05/14/2025
Under \$10,000	5
\$10,000 to under \$20,000	6
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	7
\$40,000 to under \$50,000	5
\$50,000 to under \$75,000	16
\$75,000 to under \$100,000	16
\$100,000 to under \$150,000	22
\$150,000 or more	13

*N=**1,060*

## Study 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).

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

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

- The Associated Press 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. [www.ap.org](https://www.ap.org)
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. [www.norc.org](https://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](https://www.apnorc.org).

