



# 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 9/1-19/2021
Male	49
Female	49
<i>If adult</i> 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 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 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 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 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	2
Crime/safety/violence	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
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	4
<i>N=</i>	<i>3,764</i>

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

[ITEMS RANDOMIZED]

AP-NORC 9/1-19/2021	<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 NET</b>	Very important	Extremely important	DK	SKP/ REF
Your gender	<b>30</b>	14	16	<b>26</b>	<b>43</b>	24	19	-	*
Your sexual orientation	<b>36</b>	17	19	<b>25</b>	<b>38</b>	21	18	-	*
Your race or 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> Being a parent <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 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 views or party	<b>34</b>	14	20	<b>36</b>	<b>29</b>	18	11	-	*
The social issues you care about	<b>18</b>	8	10	<b>33</b>	<b>48</b>	30	19	-	*
A talent or hobby such as sports, art, or music	<b>25</b>	9	16	<b>33</b>	<b>42</b>	27	15	-	*
Who or what 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 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	<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 of your own	<b>17</b>	7	10	<b>22</b>	<b>60</b>	30	30	-	*
Having lots of close friends	<b>36</b>	11	24	<b>32</b>	<b>31</b>	20	12	-	1
Living a religious 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 secure	<b>6</b>	2	3	<b>19</b>	<b>76</b>	36	40	-	*
Making a difference in the world	<b>14</b>	5	10	<b>34</b>	<b>51</b>	30	21	-	*
Feeling like you 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 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 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 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
<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 9/1-19/2021	<b>A great deal/ Quite a bit NET</b>	A great deal	Quite a bit	<b>Somewhat</b>	<b>Not too much/Not at all NET</b>	Not too much	Not at all	DK	SKP/ 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 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 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 9/1-19/2021	<b>Much/ Somewhat easier NET</b>	Much easier	Somewhat easier	<b>Neither easier nor more difficult</b>	<b>Much/ Somewhat more difficult</b>	Somewhat more difficult	Much more difficult	DK	SKP/ REF
Maintaining your mental health	<b>15</b>	6	9	<b>36</b>	<b>48</b>	30	18	-	*
Maintaining your physical 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 good relationships with your family	<b>24</b>	8	16	<b>45</b>	<b>31</b>	23	9	-	*
Maintaining good relationships with your friends	<b>18</b>	7	11	<b>41</b>	<b>41</b>	30	11	-	*
Romantic relationships or dating	<b>15</b>	6	9	<b>50</b>	<b>34</b>	20	14	-	*
Maintaining your financial 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 passions or hobbies	<b>21</b>	8	14	<b>37</b>	<b>40</b>	28	12	-	*
Pursuing your career or educational goals	<b>16</b>	6	9	<b>47</b>	<b>37</b>	26	11	-	*
Practicing your religion or 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 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 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 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 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 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 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 9/1-19/2021	<b>Always/ Often NET</b>	Always	Often	<b>Sometimes</b>	<b>Rarely/ Never NET</b>	Rarely	Never	DK	SKP /REF
Concerned about offending someone	<b>28</b>	11	17	<b>37</b>	<b>35</b>	21	15	-	*
Offended by what someone else says	<b>15</b>	5	11	<b>36</b>	<b>48</b>	32	16	-	*
Interested in understanding the other side of an 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 9/1-19/2021	<b>Strongly/ Somewhat favor NET</b>	Strongly favor	Somewhat favor	<b>Neither favor nor oppose</b>	<b>Somewhat /Strongly oppose NET</b>	Somewhat oppose	Strongly oppose	DK	SKP /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 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	<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 9/1-19/2021	<b>Very/ Somewhat positive NET</b>	Very positive	Somewhat positive	<b>Neither positive nor neg- ative</b>	<b>Somewhat /Very negative NET</b>	Somewhat negative	Very negative	DK	SKP /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 independents	<b>38</b>	17	21	<b>53</b>	<b>8</b>	6	2	-	1
Transgender people	<b>38</b>	23	14	<b>41</b>	<b>21</b>	12	9	-	*
Gay or lesbian people	<b>41</b>	25	16	<b>43</b>	<b>16</b>	9	8	-	*
People who <u>have</u> been vaccinated against COVID-19	<b>54</b>	35	19	<b>38</b>	<b>7</b>	5	3	-	*
People who <u>have</u> <u>not</u> been vaccinated against 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 9/1-19/2021	<b>Strongly/ Somewhat favor NET</b>	Strongly favor	Somewhat favor	<b>Neither favor nor oppose</b>	<b>Somewhat /Strongly oppose NET</b>	Somewhat oppose	Strongly oppose	DK	SKP /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 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 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	<b>Not important at all/ Not very important NET</b>	Not impor- tant at all	Not very important	<b>Somewhat important</b>	<b>Very/ Extremely important</b>	Very important	Extremely important	D K	SKP /REF
The pay or salary	<b>8</b>	3	5	<b>17</b>	<b>75</b>	28	46	-	*
Benefits like vacation or sick leave	<b>9</b>	4	5	<b>20</b>	<b>71</b>	31	39	-	*
Paid parental or family leave	<b>19</b>	9	10	<b>29</b>	<b>51</b>	25	26	-	*
A pension, retirement fund, a 401k or other retirement fund contributions	<b>12</b>	6	7	<b>23</b>	<b>64</b>	30	34	-	*
Health insurance benefits	<b>10</b>	4	6	<b>19</b>	<b>70</b>	29	41	-	*
The option for working remotely or from home	<b>24</b>	10	14	<b>33</b>	<b>43</b>	23	19	*	*
Your employer has diverse leadership	<b>27</b>	12	16	<b>33</b>	<b>39</b>	24	15	*	*
Opportunity to have 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 9/1-19/2021	<b>Very/ Somewhat good NET</b>	Very good	Somewhat good	<b>Neither good nor bad</b>	<b>Somewhat/ Very bad</b>	Somewhat bad	Very bad	D K	SKP /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 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> 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
Unknown	*
<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 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 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 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 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 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 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 9/1-19/2021
Married	53
Not married	47
<i>N</i> =	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](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)