Fact Forward Teen Survey

Interviews: 08/24/2024-9/9/2024
1,037 teens ages 13 to 17

Margin of sampling error: +/- 4.4 percentage points at the 95% confidence level among teens 13 to 17

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

TEENLIT1A. How important is it for high school students to graduate knowing how to do each of the following?

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

08/24-9/9/2024	Very important	Somewhat important	Not important	DK	SKP/REF
Statistical analysis	34	53	11	-	2
Interpret statistics from sources	42	49	8	-	2
Interpret research studies	44	47	7	-	2

N = 1,037

TEENLIT2. On your own, how well equipped are you to do each of the following?

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

08/24-9/9/2024	Very well equipped	Somewhat well equipped	Not well equipped	DK	SKP/REF
Statistical analysis	16	55	27	-	2
Interpret statistics from sources	20	57	21	-	2
Interpret research studies	21	61	16	-	2

N = 1,037

TEENLIT3. If your school offered classes on each of the following topics, which classes, if any, would you sign up to take? Please select all that apply.

[GRID ITEMS RANDOMIZED]

	08/24-9/9/2024
Financial literacy: Learning how to manage money, a budget, and file taxes	71
Digital literacy: Learning how to evaluate the accuracy of online information	46
Government literacy: Learning how the government operates and how to be engaged in the democratic process	36
Data literacy: Learning how data and statistics work	34
Media literacy: Understanding the ecosystem and biases of news sources	34
None of these	10
SKIPPED ON WEB/REFUSED	1
N =	*1,037*

PAREDU5. PARENTS HIGHEST EDUCATION IN HOUSEHOLD

	08/24-9/9/2024
Less than high school	8
High school graduate	20
Vocational/tech school/some college/associate's	25
Bachelor's degree	24
Post grad study/professional degree	23
N=	*1,037*

AGE

	08/24-9/9/2024
13-14	38
15-17	62
N=	*1,037*

GENDER

	08/24-9/9/2024
Male	51
Female	49
N=	*1,037*

RACE/ETHNICITY

	08/24-9/9/2024
White, non-Hispanic	51
Black or African American	13
Hispanic	26
2+, non-Hispanic	5
Other	5
N=	*1,037*

HOUSEHOLD INCOME

	08/24-9/9/2024
Under $10,000	6
$10,000 to under $20,000	5
$20,000 to under $30,000	8
$30,000 to under $40,000	8
$40,000 to under $50,000	6
$50,000 to under $75,000	17
$75,000 to under $100,000	15
$100,000 to under $150,000	18
$150,000 or more	15
N=	*1,037*

CENSUS REGION

	08/24-9/9/2024
Northeast NET	**16**
New England	3
Mid-Atlantic	13
Midwest NET	**20**
East North Central	13
West North Central	7
South NET	**39**
South Atlantic	18
East South Central	7
West South Central	14
West NET	**25**
Mountain	9
Pacific	15
N=	*1,037*

Study Methodology

This survey was conducted by NORC at the University of Chicago with funding from NORC at the University of Chicago.

Data were collected using the AmeriSpeak Teen Omnibus®, a quarterly multi-client survey. The survey included questions about other topics not included in this report. Data were collected using both probability and non-probability sample sources. Interviews for this survey were conducted between August 24 and September 9, 2024, with teens aged 13 to 17 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% 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. AmeriSpeak Teen members are recruited via parents in the AmeriSpeak Panel. They reside in the same household their parents, who are already a part of the AmeriSpeak panel, reside. Thus, the AmeriSpeak Teen Panel has the same probability-based design as the adult household panel and is similarly representative of the U.S. population.

Teen Panel members were randomly drawn from AmeriSpeak, and 452 completed the survey via the web. Panel members were invited by email. Interviews were conducted in English. Respondents were offered a small monetary incentive ($4) for completing the survey. The final stage completion rate is 46.3 percent, the weighted household panel response rate is 25.8 percent, and the weighted household panel retention rate is 77.1 percent, for a cumulative response rate of 9.2 percent.

Prodege provided 585 non-probability interviews with teens aged 13 to 17, after obtaining study-specific consent from parents/legal guardians. The non-probability sample was derived based on quotas related to age, race and ethnicity, and gender. Interviews were conducted in English and via the web. 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, standard measures of sampling error and response rates cannot be calculated.

Quality assurance checks were conducted to ensure data quality. In total, 5 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.

In order to incorporate the nonprobability and probability sample, NORC used TrueNorth calibration, an innovative approach developed at NORC to combine the two sample sources. TrueNorth leverages the fact that the nonprobability sample has a companion probability sample that, properly weighted, is assumed to be generally unbiased, and such data can be leveraged to correct for bias.

The final TrueNorth weights delivered with the data for the combined sample are developed in three major steps. First, fit a weighted tree model to the combined probability and nonprobability sample. Second, based on the fitted tree model, estimate the probabilities of inclusion in the combined probability and nonprobability sample and compute the initial weights as the inverse of the estimated probabilities. Third, poststratification adjustments, including calibration to benchmarks and weight trimming, are made to the initial weights to create the final weights.

Raking variables for both the probability and nonprobability samples included age, gender, Census Region, race/ethnicity, and Parent's highest level of education. Population control totals for the raking variables were obtained from the 2024 February Monthly Current Population Survey. The weighted data reflect the U.S. population of people aged 13 to 17.

The overall margin of sampling error for the combined sample is +/- 4.41 percentage points at the 95 percent confidence level, including the design effect. 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.

Additional information on the AmeriSpeak Panel methodology is available at: https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx.

For more information, email info@norc.org.