

Millennials and Public Education in the United States

September 2018

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Survey Overview

The GenForward Survey, founded by Dr. Cathy Cohen at the University of Chicago, is the first of its kind—a nationally representative survey of over 1,750 young adults ages 18-34 conducted bimonthly that pays special attention to the ways race and ethnicity influence how young adults, or Millennials, experience and think about the world.

Given the importance of race and ethnicity for shaping the diverse perspectives and lived experiences of young people, we believe researchers make a mistake when they present data on young adults in a manner that assumes a monolithic Millennial generation and young adult vote.

In this memo, we present an empirical overview of Millennials' views on sexual harassment in the United States, in their own lives, and in American politics. The data presented were collected between July 26th and August 13th, 2018 and is comprised of 506 African American, 273 Asian American, 503 Latinx, and 570 white Millennial respondents.

Key Findings (1 of 4)

- > Millennials, across race and ethnicity, name increasing school funding as the most important way to improve public education in their local school district. This is true even when given other options, such as increasing school choice, improving teacher training, and hiring more teachers.
- > Over 75% of Millennials, independent of race and ethnicity, believe paying teachers more would do more to improve public education than creating more charter schools.
- > Nearly three quarters of Millennials believe that expanding access to mental health resources would do more to improve public education than increasing the number of police officers in schools.
- > Given the choice between strengthening or weakening teacher's unions, over three quarters of Millennials believe that strengthening teacher's unions would do more to improve public education. While white millennials were the least likely to support strengthening teacher's unions when compared to millennials of color, over 70% of white millennials support strengthening teacher's unions.
- > Approximately 67% of white Millennials, 71% of Asian American, 84% of Latinx and 87% of African American Millennials support using government funds in the form of vouchers to pay a portion of the tuition for low income students who choose to attend private schools.

Key Findings (2 of 4)

- > Roughly 67% of African American, 54% of Asian American, 62% of Latinx, and 58% of white Millennials support charter schools.
- > Substantial numbers of Millennials, ranging from 69% of whites to 51% of Latinxs, believe there are many ways to success in today's world without a college education.
- > Over 70% of Millennials, independent of race and ethnicity, believe that students with fewer economic resources get a worse education than other students. But, substantial numbers of Millennials, ranging from 53% of African Americans and Latinx, to 57% of Asian Americans and 59% of white Millennials also believe that good schools can make up for the effects of poverty on educational outcomes.
- > Over 80% of Millennials, regardless of race and ethnicity, support a policy of free tuition at public colleges, even if requires it raising taxes.
- > Substantial majorities of Millennials across race and ethnicity support dropping standardized tests like the SAT and ACT from college admissions decisions, especially when they are informed that the tests do not do a good job of predicting college performance.

Key Findings (3 of 4)

- > Millennials exhibit mixed opinions when asked about the role of race in college admissions decisions. Our respondents expressed seemingly contradictory responses to a series of questions on race and college admissions.
 - > Significant majorities of Millennials of color support race-based affirmative action programs designed to increase the number of African American and Latinx/Hispanic students on college campuses compared to 49% of white Millennials.
 - > However, substantial numbers of Millennials of color also support the Department of Education's new guidelines discouraging colleges and university from using race as a factor in their admissions decisions.
- > Approximately 79% of Millennials of color believe there was “a great deal” or “some” progress made under the Obama administration to ensure all children are given access to quality education compared to about 20% believing the same to be true under the Trump administration. That gap is significantly smaller among white Millennials, 57% of whom believe there was more progress made under Obama compared to about 42% of white Millennials who believe there was “a great deal” or “some” progress made under the Trump administration.

Key Findings (4 of 4)

- > Approximately 59% to 65% of Millennials of color believe students of color get a worse education than whites. White millennials are evenly split between the idea that students of color get a worse education and that race plays very little role in determining education (46% each).
- > Near majorities of Millennials across racial and ethnic groups are “somewhat” or “very” worried about the possibility of a shooting happening at a school in their community.
- > Pluralities of Millennials of color are more likely to identify the Democratic Party as the party doing the most to improve public education. However, over a third of millennials of color say that neither party is “doing the most” to improve public education. Among white Millennials the most popular answer to this question was that neither party was doing the most, followed by 26% saying the Democratic Party and 20% saying the Republican Party were doing the most to improve public education.
- > Pluralities of Millennials have a “very” or “somewhat” unfavorable opinion of Secretary of Education, Betsy DeVos. However, nearly a third of Millennials indicate they don’t have a position on her favorability.

Evaluations & Improvements

Biggest challenge facing U.S. public education (version 1)

While there is some variation, Millennials largely agree on that the biggest challenges facing the U.S. public education system are rooted in the curriculum and resource/funding issues.

For African Americans and Latinx Millennials, school safety is also a top-three concern. Among Asian Americans and Whites, however, the achievement gap is more of a concern than school safety.

Very few Millennials, regardless of race and/or ethnicity, cite lack of school choice as the biggest or one of the biggest challenges facing public education.

Please indicate what you believe is the biggest challenge facing the U.S. public education system.

	African Americans	Asian Americans	Latinxs	Whites
Not enough school choice (i.e. there are no high-quality school options)	3	4	4	5
Funding is being diverted from traditional public schools to fund alternatives, like charter schools	9	14	17	10
Overcrowding	4	1	6	4
School safety	17	11	15	10
Ineffective teachers	4	2	5	6
Curriculum doesn't prepare students for college or careers	19	19	15	24
The federal government places too many requirements on states	2	*	3	6
The achievement gap (i.e. the subgroup differences in education outcomes based on race, class, and gender)	12	18	9	11
Racism	7	4	5	1
Too much testing	2	3	4	4
Lack of resources	13	17	9	15
Other	6	4	7	4

Biggest challenge facing U.S. public education (version 2)

While there is some variation, Millennials largely agree on that the biggest challenges facing the U.S. public education system are rooted in the curriculum and resource/funding issues.

For African Americans and Latinx Millennials, school safety is also a top-three concern. Among Asian Americans and Whites, however, the achievement gap is more of a concern than school safety.

Please indicate what you believe is the **biggest challenge** facing the U.S. public education system.

	African Americans	Asian Americans	Latinxs	Whites
1 st	Curriculum doesn't prepare students for college or careers (19%)	Curriculum doesn't prepare students for college or careers (19%)	Funding is being diverted from traditional public schools to fund alternatives, like charter schools (17%)	Curriculum doesn't prepare students for college or careers (24%)
2 nd	School safety (17%)	The achievement gap (i.e. differences in education outcomes based on race, class, and gender) (18%)	Curriculum doesn't prepare students for college or careers (15%)	Lack of resources (15%)
3 rd	Lack of resources (12%)	Lack of Resources (17%)	School safety (15%)	The achievement gap (i.e. differences in education outcomes based on race, class, and gender) (11%)

Grading schools in the community

In general, Millennials grade the schools in their community as worthy of a “B” or “C” grade.

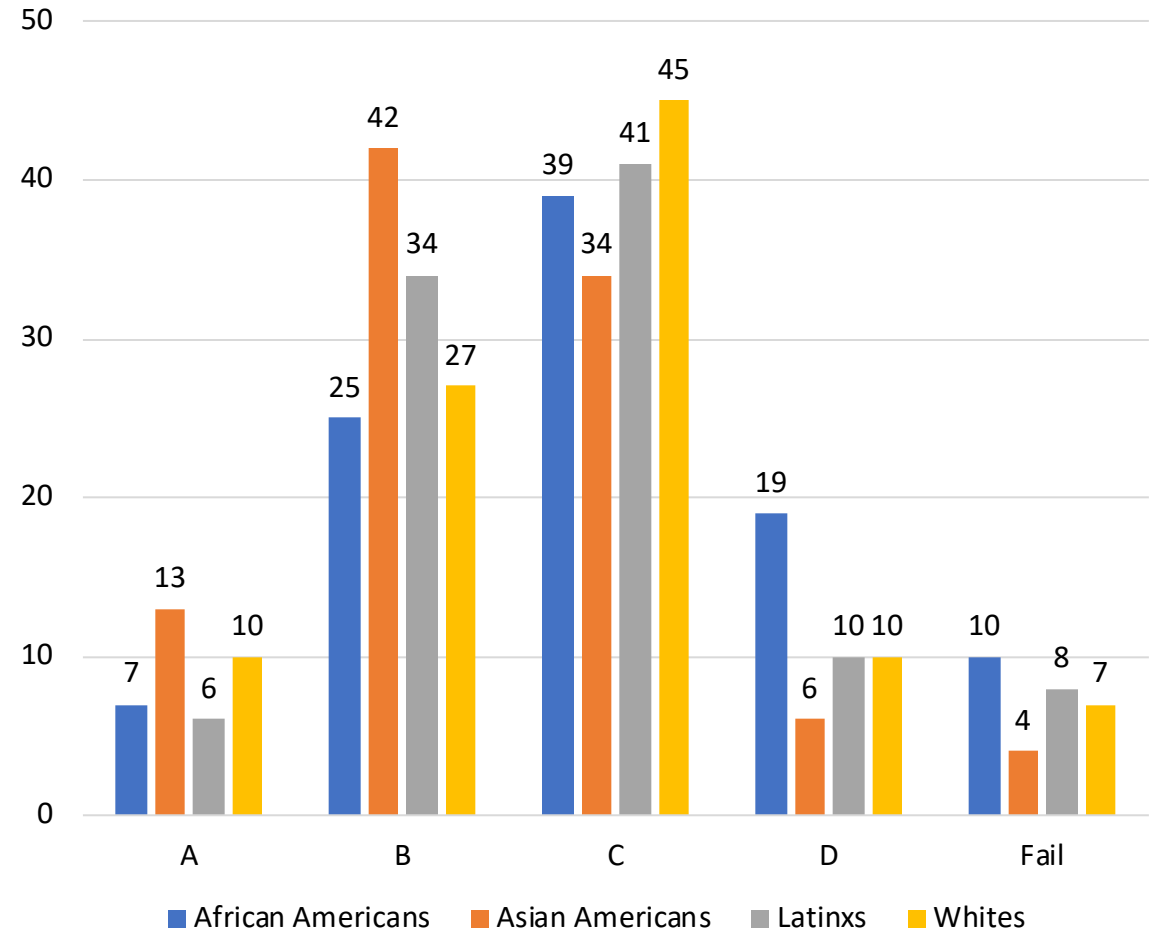
Pluralities of African American, Latinx, and white Millennials say that they would give the schools in their community a “C” grade while the plurality of Asian Americans say that they would give the schools in their a community a slightly higher grade of “B”.

African American Millennials are significantly more likely (+11 pts) than other groups to assign a “D” or “Fail” grade to their community schools.

Most commonly assigned grade by race/ethnicity:

- African Americans = C (39%)
- Asian Americans = B (42%)
- Latinxs = C (41%)
- Whites = C (45%)

What grade would you give the public schools in your community?



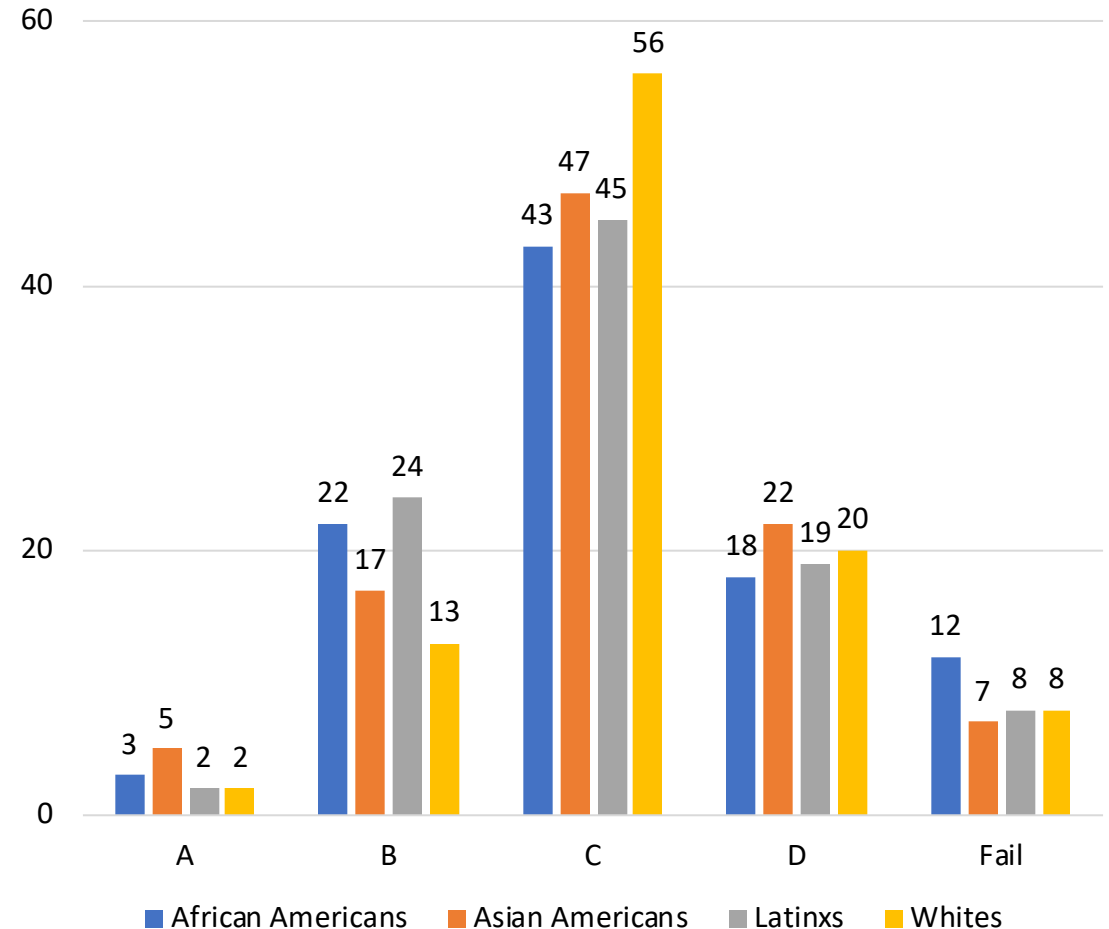
Grading schools in the nation

Millennial evaluations of school in the nation are middling, at best. Near majorities, and clear pluralities, of Millennials, independent of race/ethnicity, assign a grade of “C” to the public schools in the nation as a whole.

Percent to assigning a grade of “C”:

- African Americans (43%)
- Asian Americans (47%)
- Latinxs (45%)
- Whites (56%)

How about the public schools in the nation as a whole? What grade would you give them?



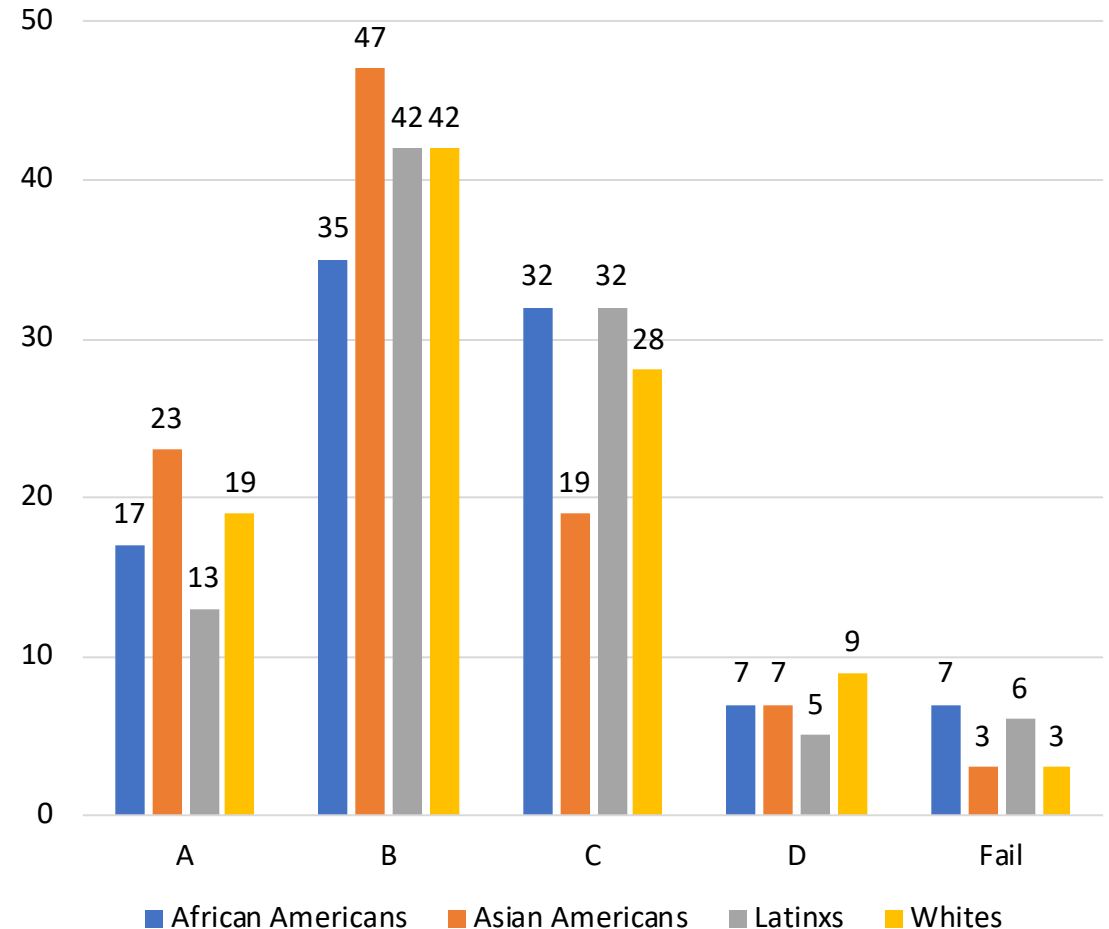
Grading one's own education

Evaluations of one's own school are relatively positive. The most commonly assigned grade for one's own education among Millennials, regardless of race and ethnicity, is a "B".

Most commonly assigned grade by race/ethnicity:

- African Americans = B (35%)
- Asian Americans = B (47%)
- Latinxs = B (42%)
- Whites = B (42%)

How about your own schooling? What grade would you give your own education?



Best way to improve K-12 education (version 1)

Millennials express remarkable consistency in their views on how to best improve K-12 education. Independent of race/ethnicity, Millennials agree that increasing school funding is the best way to improve education in the U.S. This is true even when given other options, such as increasing school choice, improving teacher training, and hiring more teachers.

Additional pathways for improving the education system listed by Millennials include increasing teaching pay, improving teacher training, investing in neighborhood schools, and returning to a curriculum that stresses reading, writing, and math.

In your opinion, what would be the best way to improve kindergarten through 12th grade education in your local district? Please select the most important option.

	African Americans	Asian Americans	Latinxs	Whites
Increase school choice (i.e. charter schools, vouchers)	5	4	5	9
Invest in neighborhood schools	14	8	8	4
Increase school funding	25	23	28	30
Improve teacher training	10	18	11	9
Give states more flexibility	3	3	6	4
Diversify teacher workforce	8	7	2	2
Increase teacher pay	11	12	10	11
Give parents better information about their schools	3	1	1	1
Back to the basic curriculum (reading/writing/math)	5	6	7	16
More parental involvement	6	4	9	6
More discipline	3	8	5	4
Hire more teachers	2	*	4	2
Spend more time in school (longer school days or longer school year)	2	4	1	1
More testing	1	*	1	*

Best way to improve K-12 education (version 2)

Millennials express remarkable consistency in their views on how to best improve K-12 education. Independent of race/ethnicity, Millennials agree that increasing school funding is the best way to improve education in the U.S.

Additional pathways for improving the education system also include increasing teaching pay, improving teacher training, investing in neighborhood schools, and returning to a curriculum that stresses reading, writing, and math.

In your opinion, what would be the best way to improve kindergarten through 12th grade education in your local district? Please select the most important option.

	African Americans	Asian Americans	Latinxs	Whites
1 st	Increase school funding (25%)	Increase school funding (23%)	Increase school funding (28%)	Increase school funding (30%)
2 nd	Invest in neighborhood schools (14%)	Improve teacher training (18%)	Improve teacher training (11%)	Back to the basic curriculum (reading/writing/math) (16%)
3 rd	Increase teacher pay (11%)	Increase teacher pay (12%)	Increase teacher pay (10%)	Increase teacher pay (11%)

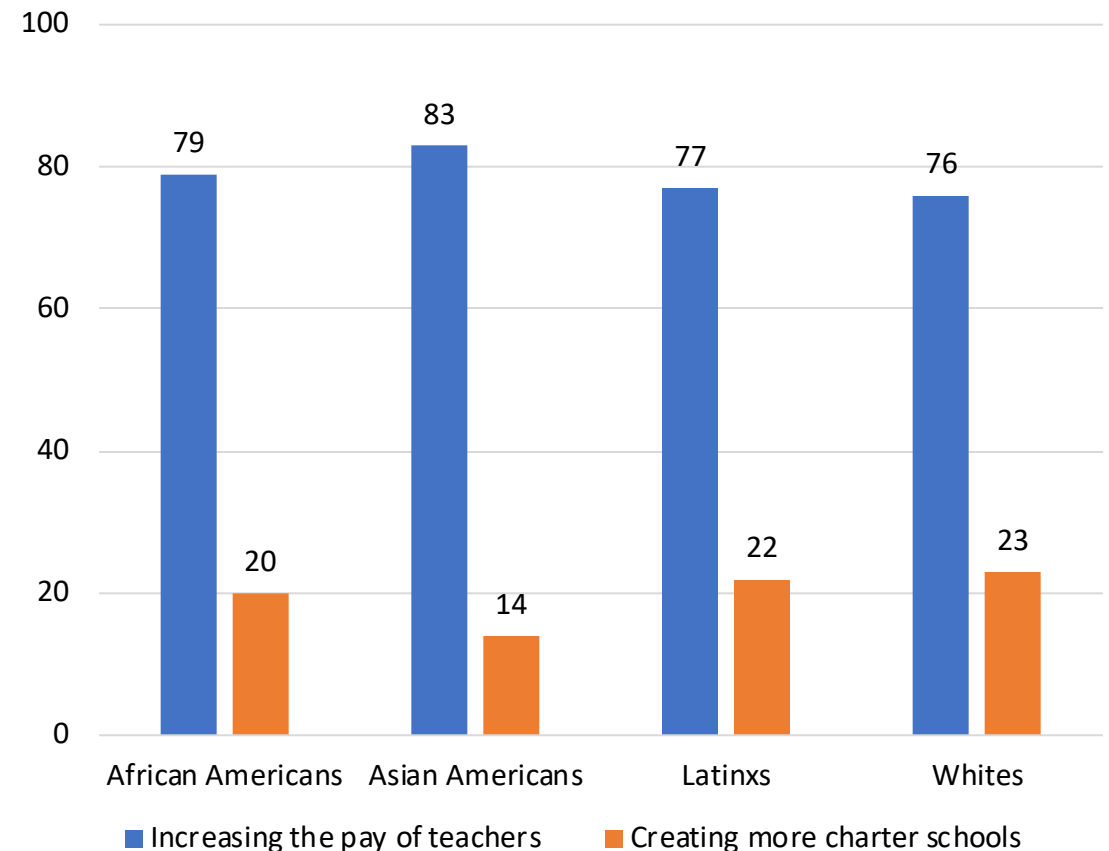
Charter schools vs. teacher pay

Given the choice between increasing the pay of teachers or creating more charter schools, over three quarters of Millennials believe that increasing teacher pay would do more to improve public education.

Percentage that chose increasing teacher pay over creating more public schools:

- African Americans (79%)
- Asian Americans (83%)
- Latinxs (77%)
- Whites (76%)

Of the two strategies listed below which do you think would do more to improve public education:



School funding vs. school vouchers

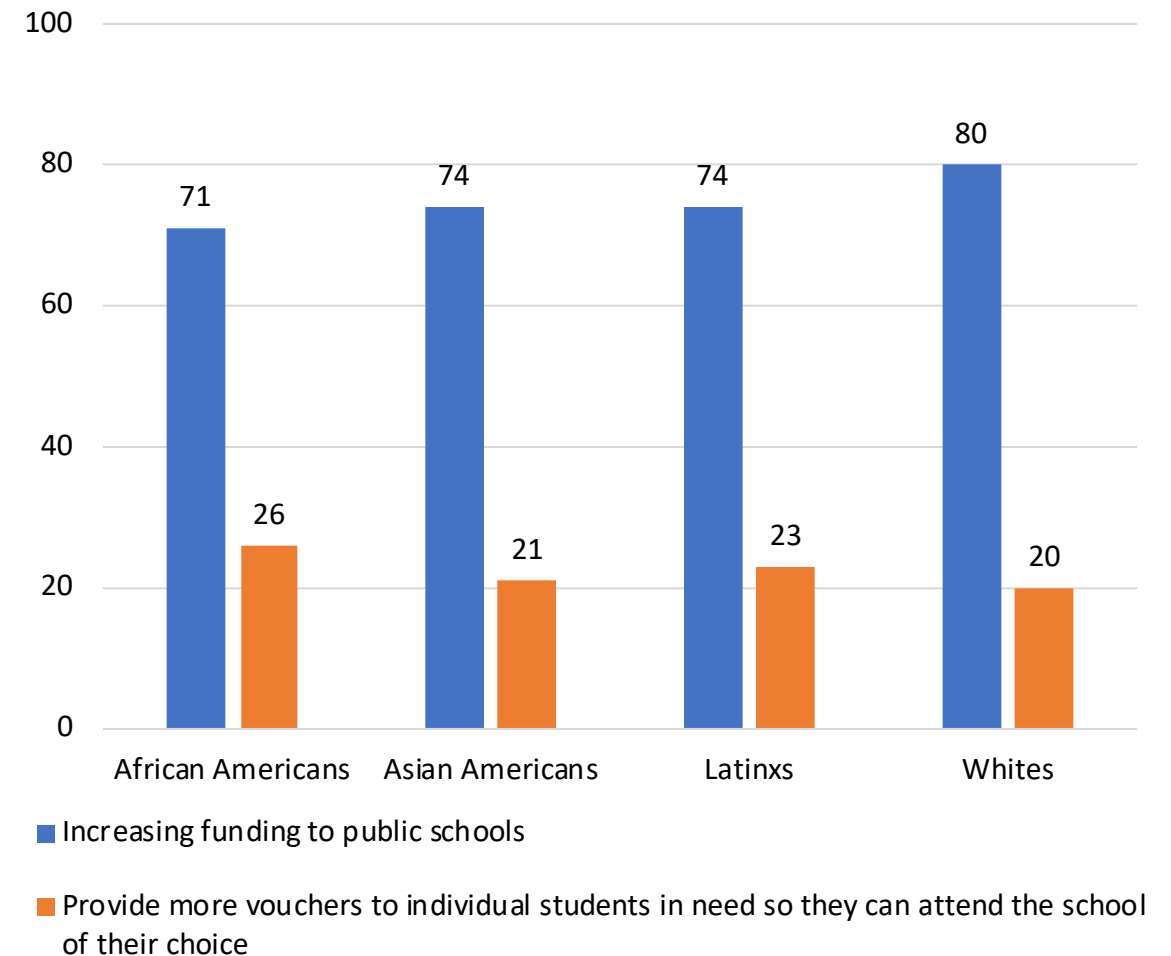
Given the choice between increasing funding to public schools or providing more vouchers so that students can attend schools of their choosing, over 71% of Millennials believe that increasing funding to public schools would do more to improve public education.

Percentage that chose increasing funding to public schools over providing more vouchers:

- African Americans (71%)
- Asian Americans (64%)
- Latinxs (74%)
- Whites (80%)

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Of the two strategies listed below which do you think would do more to improve public education:



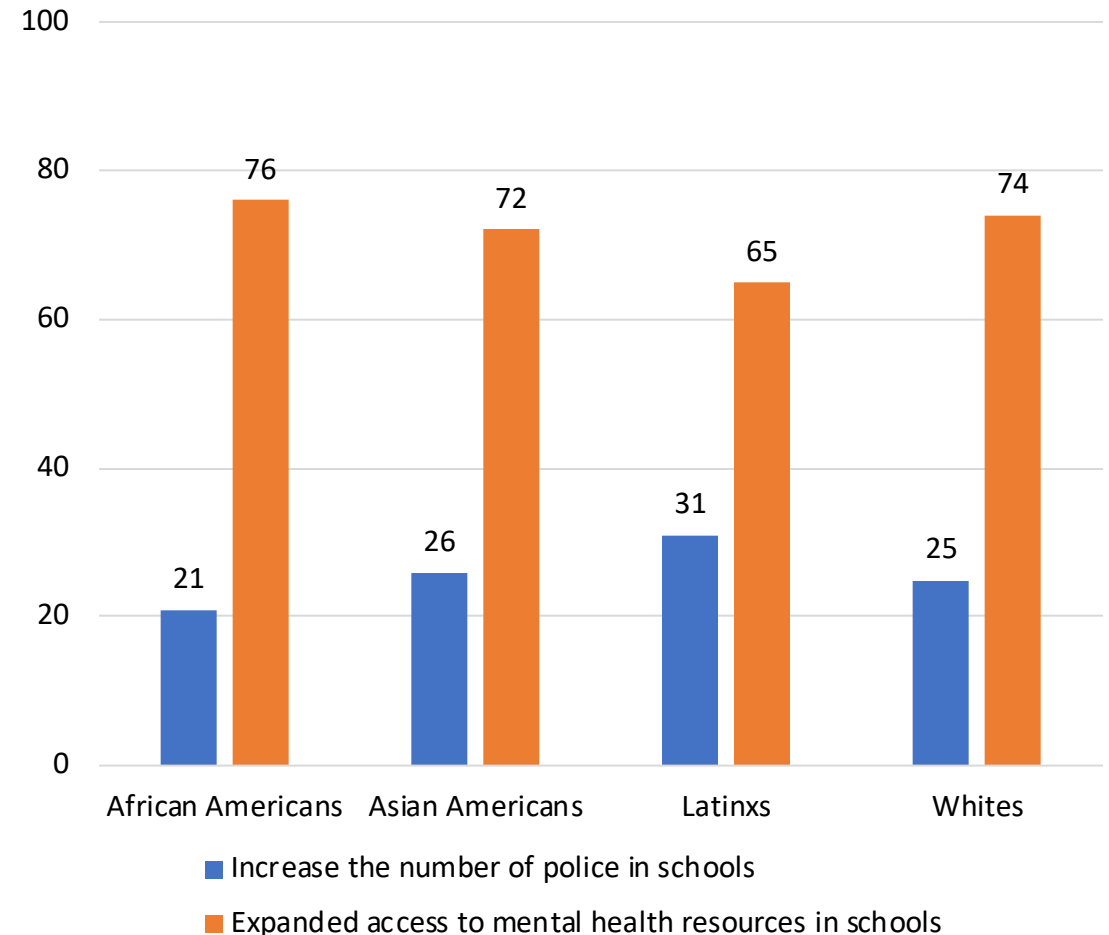
Police presence vs. mental health resources

When asked to choose between increasing the number of police or expanding access to mental health resources in schools, over 65% of Millennials believe that greater access to mental health resources would do more to improve public education.

Percentage that chose expanding access to mental health resources in schools over increasing the number of police:

- African Americans (76%)
- Asian Americans (71%)
- Latinxs (65%)
- Whites (74%)

Of the two strategies listed below which do you think would do more to improve public education:

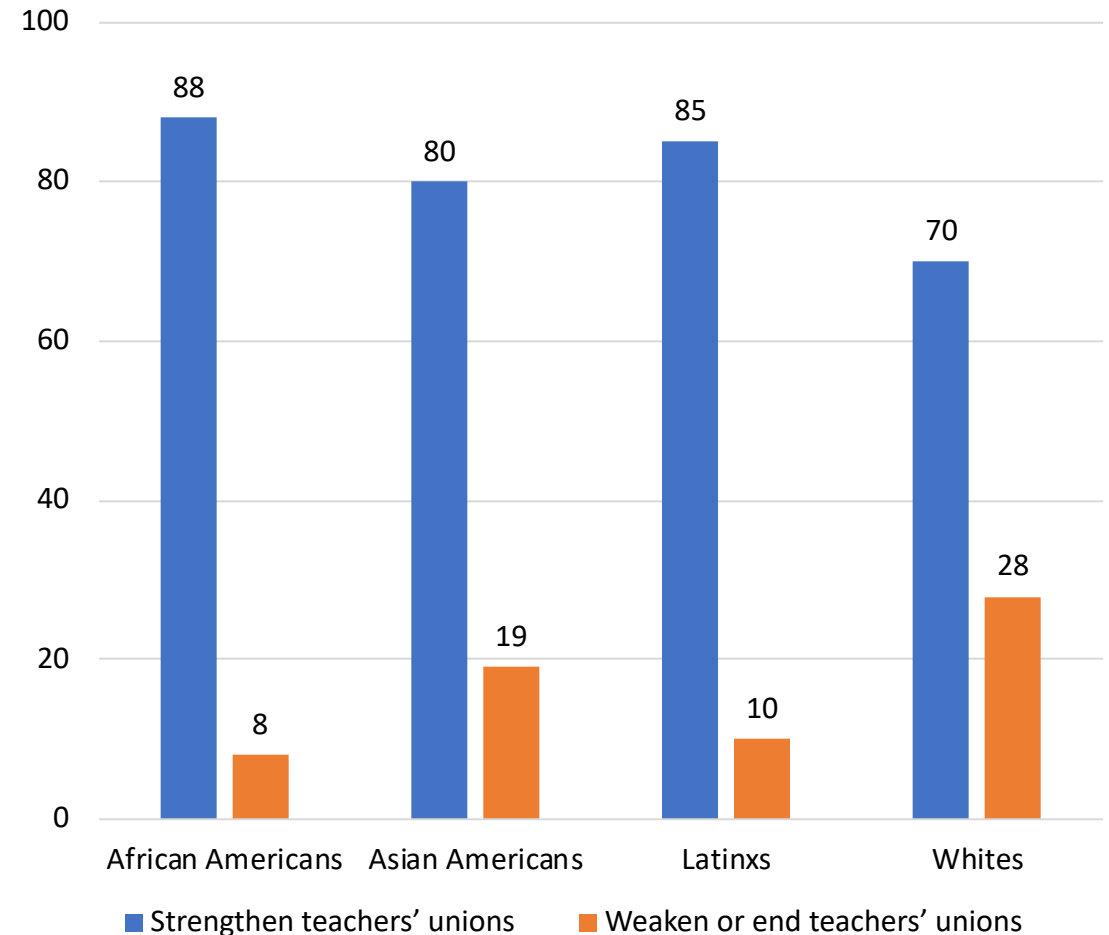


Strengthen/weaken teacher's unions

Given the choice between strengthening or weakening teacher's unions, over three quarters of Millennials believe that strengthening teacher's unions would do more to improve public education.

While white millennials were the least likely to support strengthening teacher's unions when compared to millennials of color, roughly 70% of white millennials support strengthening teacher's unions.

Of the two strategies listed below which do you think would do more to improve public education:



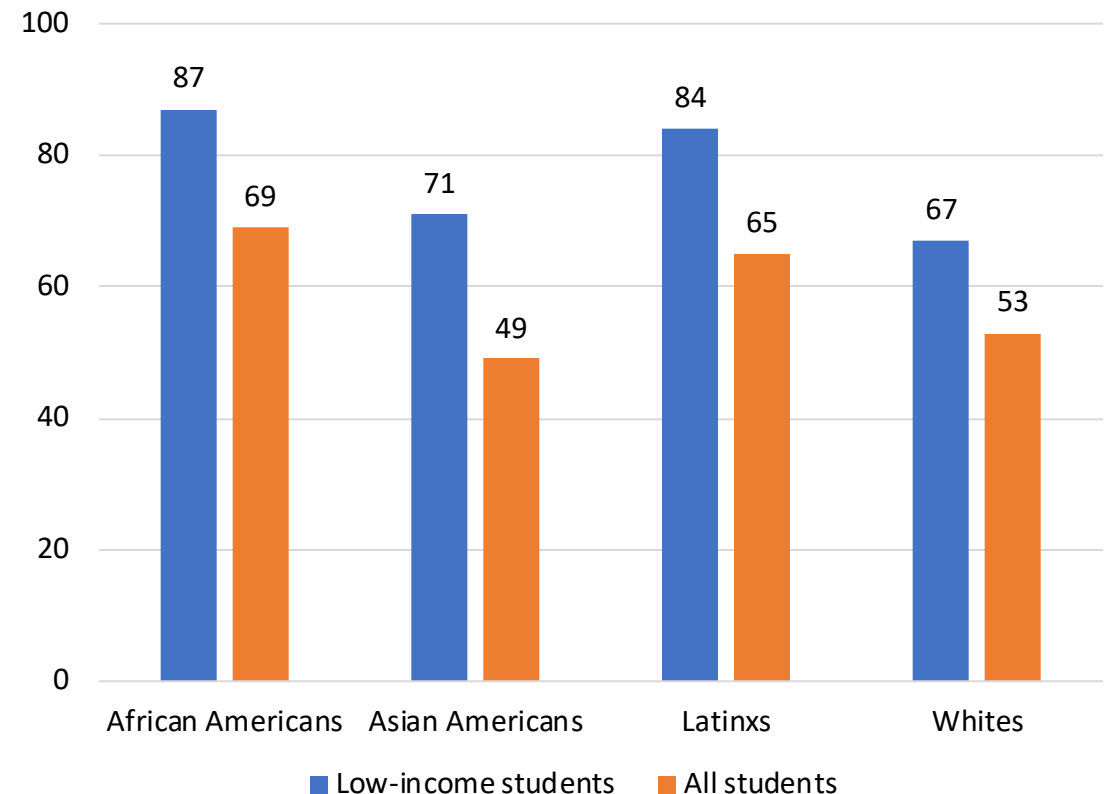
Access and Equity

Support for vouchers

Millennials across race and ethnicity are more likely to support school vouchers when they are especially targeted to aid low-income students rather than all students.

Despite this difference, majorities of African American, Latinx, and white Millennials favor providing all students with vouchers to pay some of the tuition for students that choose to attend private schools. Asian American Millennials are more evenly split (49%) when the voucher proposal is targeted to all students.

A proposal has been made that would use government funds in the form of vouchers to pay some of the tuition of [*low-income/all*] students who choose to attend private schools. Would you favor or oppose this proposal?



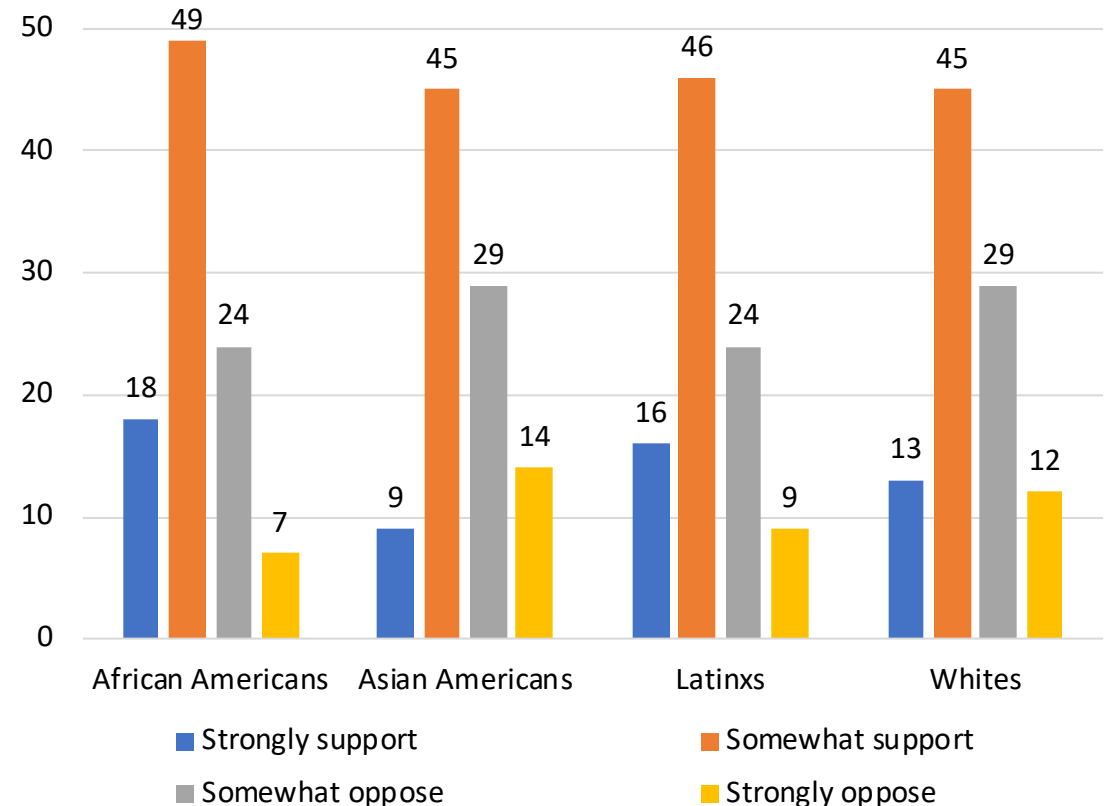
Support for charter schools

Majorities of Millennials, independent of race and ethnicity, support charter schools.

Nevertheless, views toward charter schools are not strong. Pluralities of African American, Asian American, Latinx, and white Millennials “somewhat” rather than “strongly” support charter schools.

Equally notable is that opposition to charter schools is also not strong. Instead, among those that oppose charter schools, most “somewhat” rather than “strongly” oppose charter schools.

Charter schools are publicly funded but are not managed by the local school board. These schools are expected to meet promised objectives, but are exempt from many state regulations. Do you support or oppose charter schools?

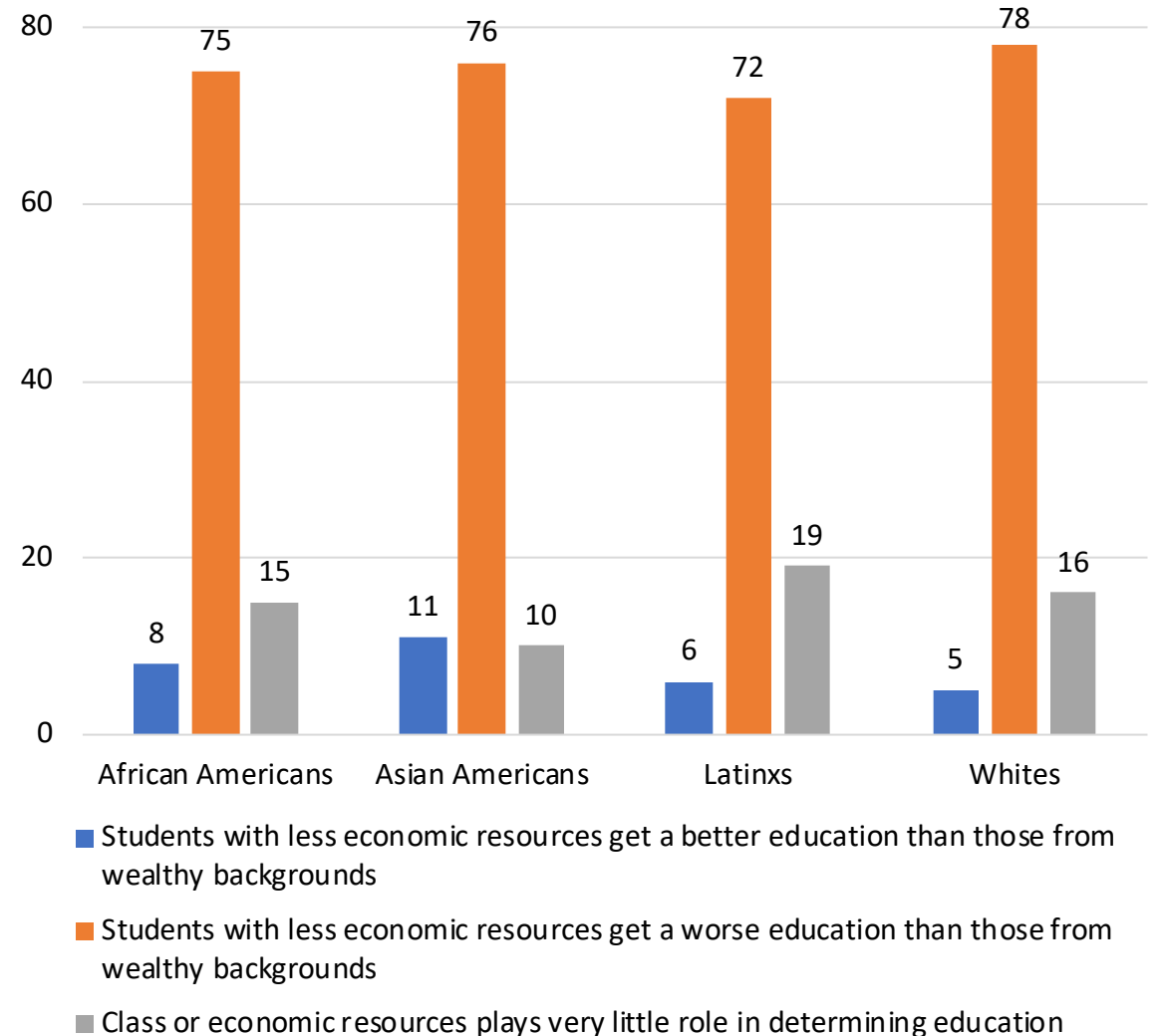


The role of class in determining education quality

Overwhelming majorities of Millennials, regardless of race and/or ethnicity, believe that students with fewer economic resources get a worse education than those from wealthy backgrounds.

- African Americans (75%)
- Asian Americans (76%)
- Latinxs (72%)
- Whites (78%)

Which of the following comes closer to your view?



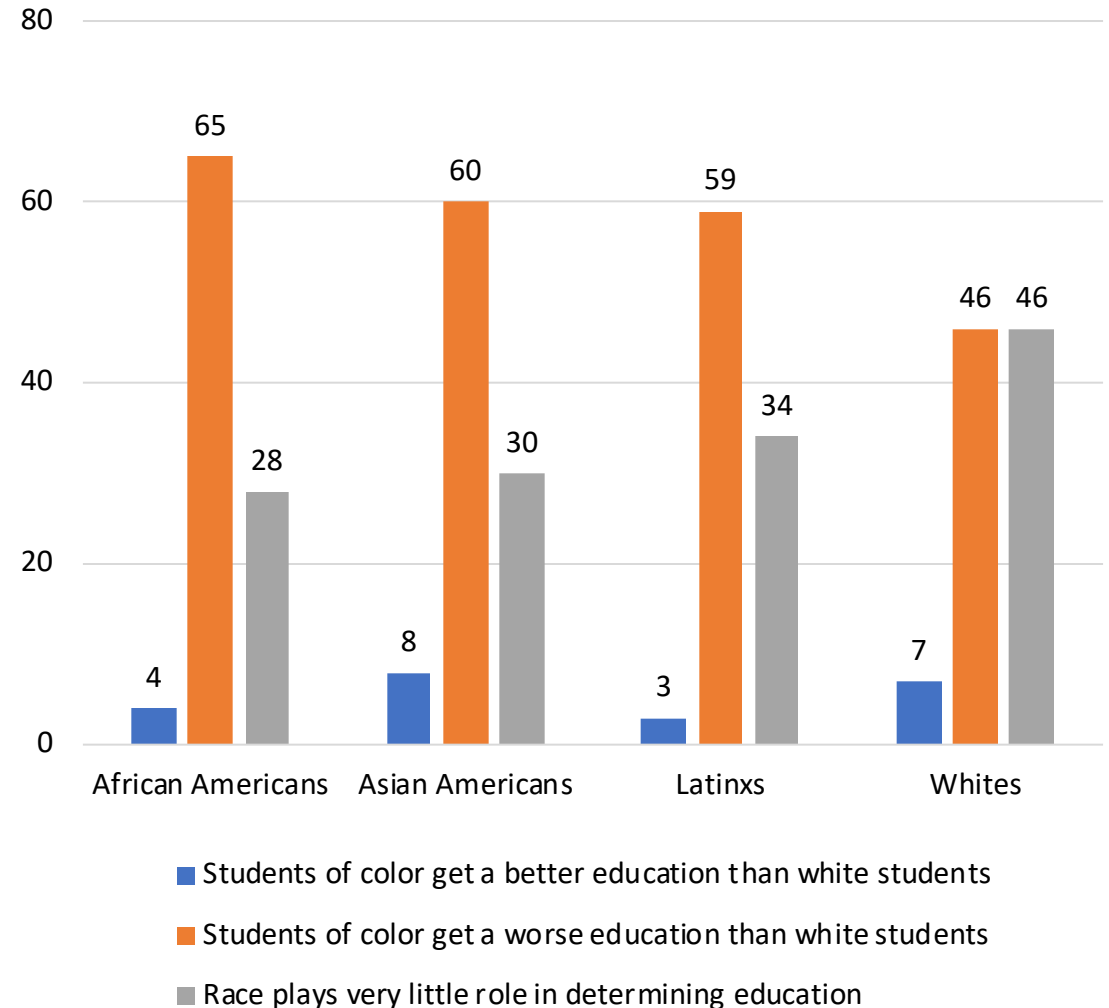
The role of race/ethnicity in determining education quality

Overwhelming majorities of Millennials of color believe that students of color get a worse education white students. White Millennials, on the other hand, are evenly split between believing that race plays very little role in determining educational outcomes and that students of color get a worse education.

Percent that believe students of color get a worse education than white students:

- African Americans (65%)
- Asian Americans (60%)
- Latinxs (59%)
- Whites (46%)

Which of the following comes closer to your view?

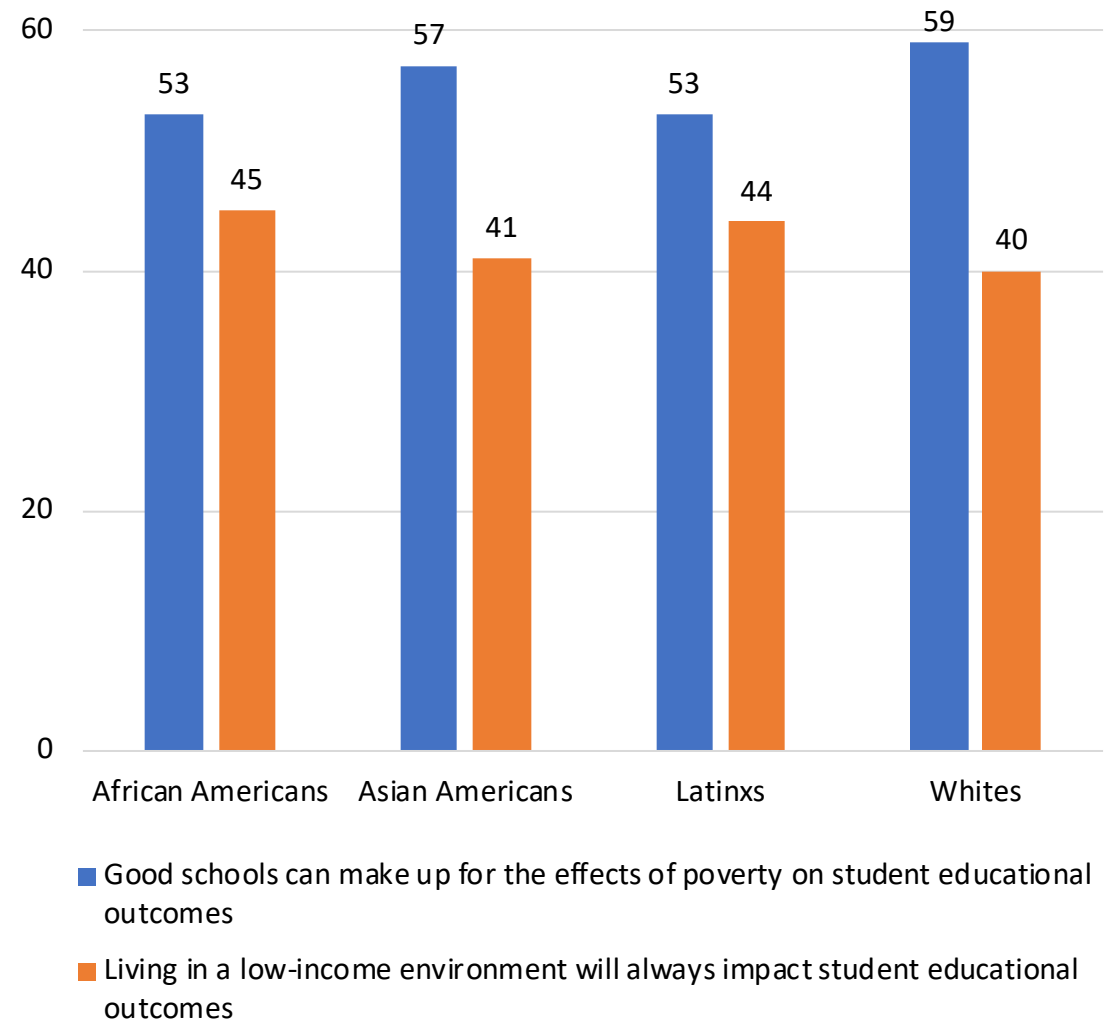


The effect of poverty on education

While substantial numbers of Millennials agree that living in a low-income environment will always impact student educational outcomes, majorities of Millennials, independent of race and/or ethnicity, believe that good schools can make up for the effects of poverty.

- African Americans (53%)
- Asian Americans (57%)
- Latinxs (53%)
- Whites (59%)

Which of the following comes closer to your view?

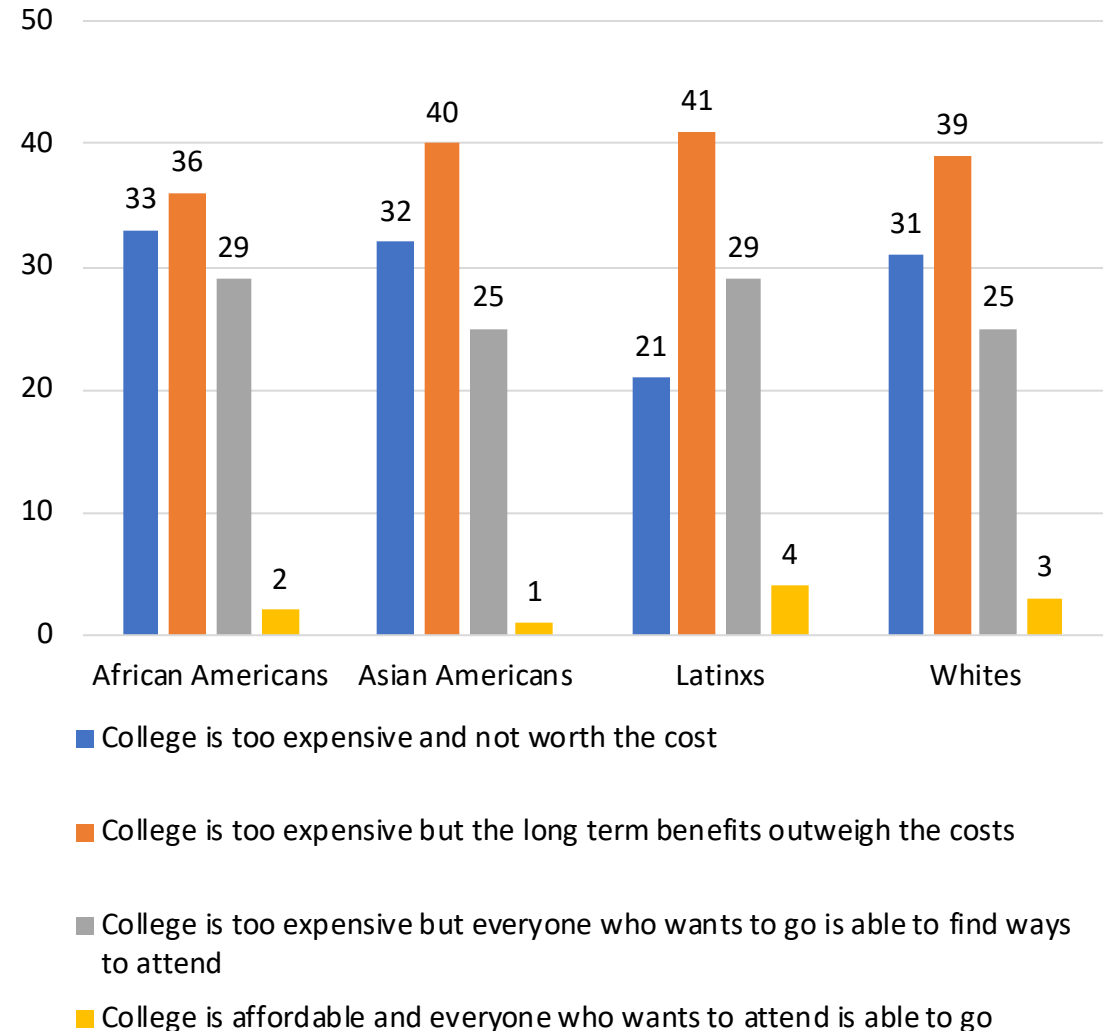


College affordability

Extremely few Millennials, almost negligible numbers, believe that college is affordable and anyone who wants to is able to attend. Instead, pluralities of Millennials across race/ethnicity believe that college is too expensive but that the long term benefits outweigh the costs.

Substantial numbers—from roughly a fifth among Latinxs to approximately a third among African Americans—report that college is too expensive and not worth the cost.

Which of the following comes closer to your view?

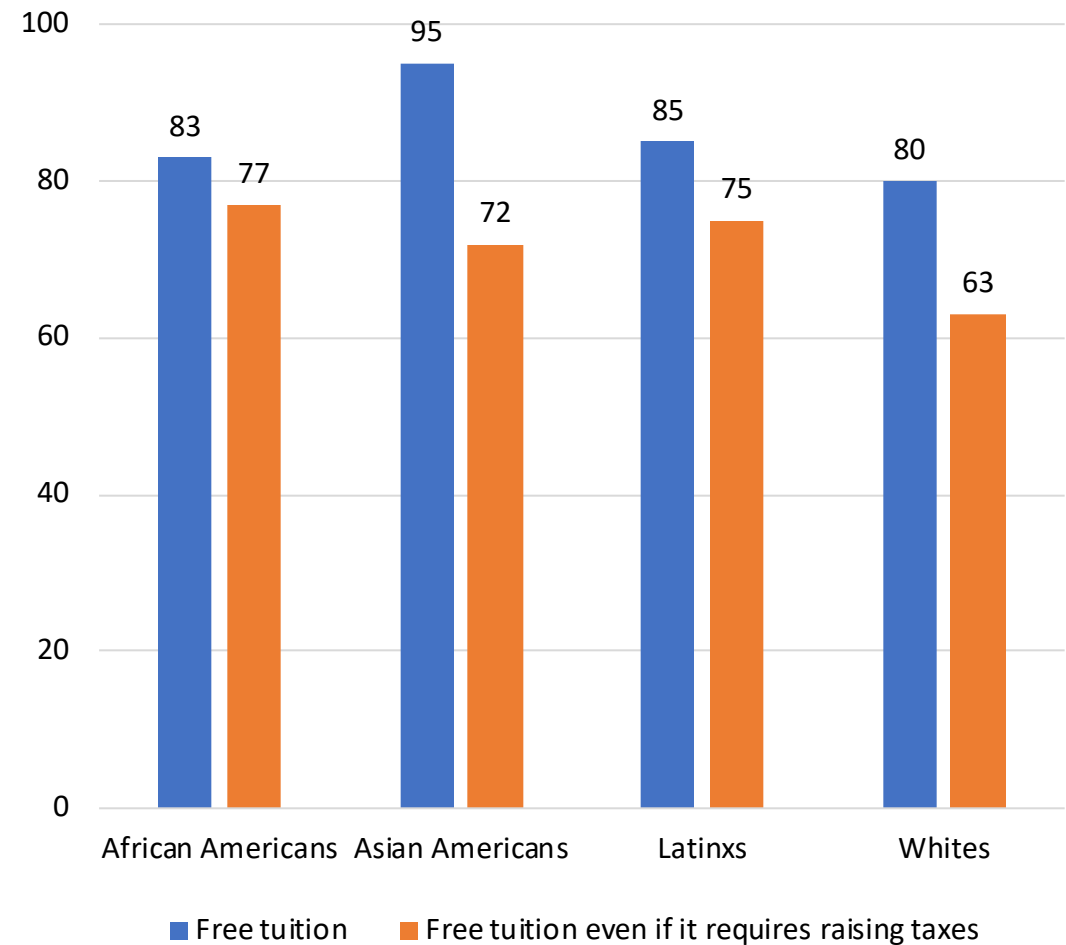


Support for free tuition

Millennials are overwhelmingly supportive of free tuition at public colleges—over 80% of African American, Latinx, and white Millennials, and 95% of Asian American Millennials—are in favor of free tuition.

Support drops by between 23 points at the high end among Asian Americans and 6 points at the low end among African Americans, but remains high (over 63%) overall when Millennials are told that free tuition would require taxes.

Do you support or oppose free tuition at public colleges [even if it requires raising taxes]?



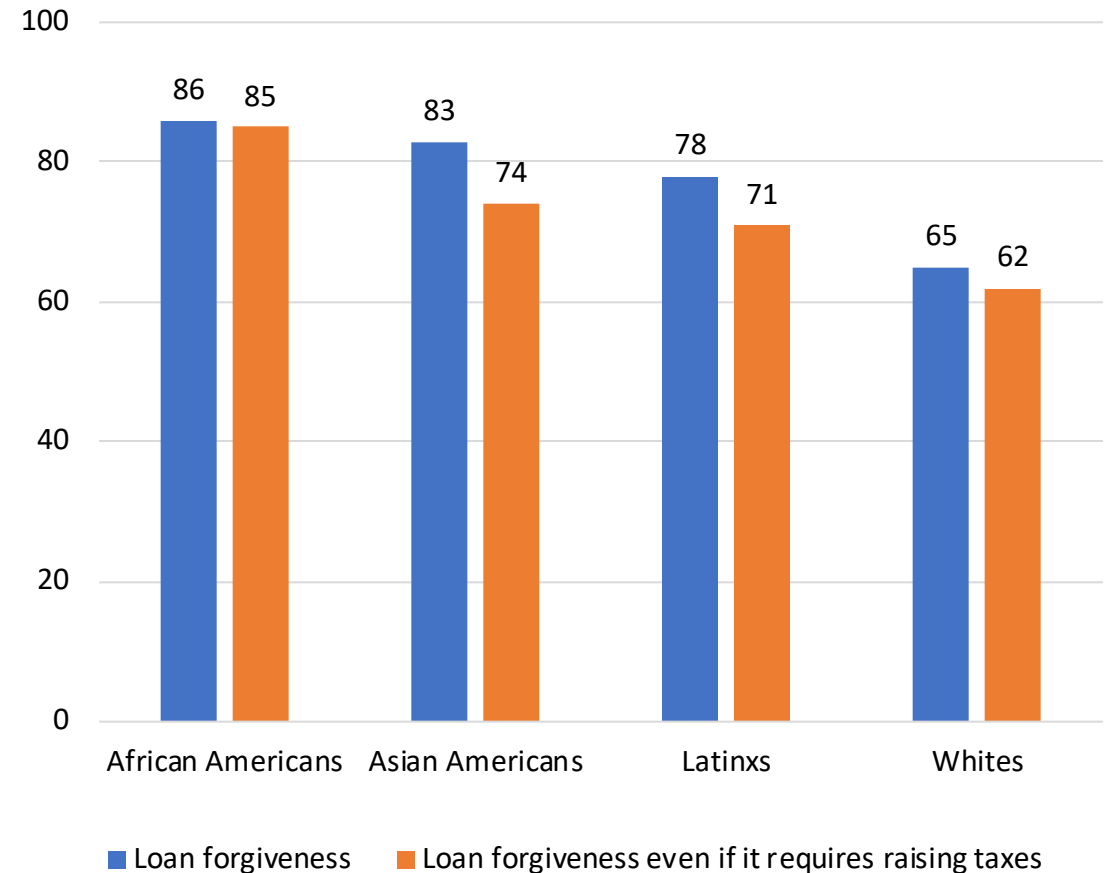
Support for loan forgiveness

When asked if they favor or oppose the federal government forgiving all student loan debt for low-income students, majorities of Millennials, independent of race/ethnicity, favor a loan forgiveness policy.

While white millennials were the least likely to support loan forgiveness for low-income students, over 60% of white Millennials support a loan forgiveness policy.

Support for loan forgiveness remains high—over 62% among whites at the low end and roughly 85% among African Americans at the high end—even if doing so requires raising taxes.

Do you favor or oppose the federal government forgiving all student loan debt for low-income college students [even it requires raising taxes]?

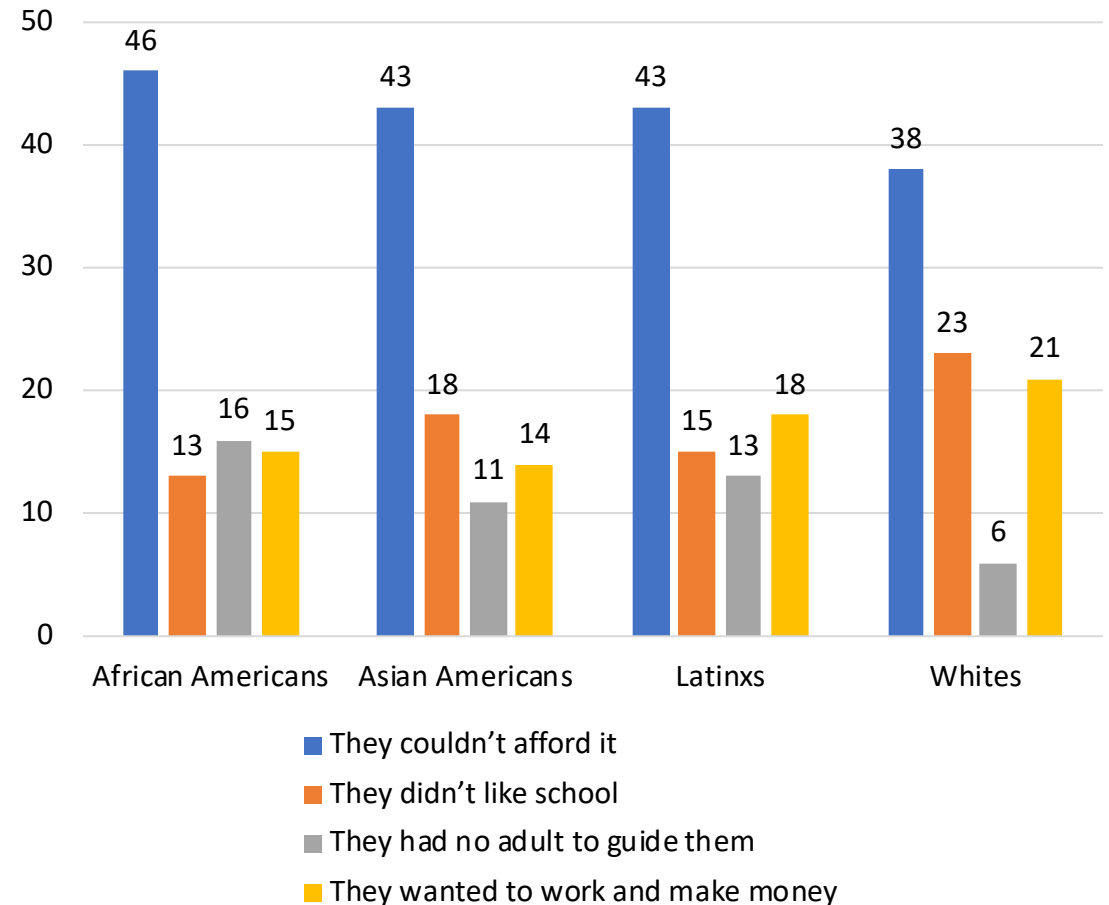


Reasons for not attending college

The number one reason Millennials, regardless of race and ethnicity, give for why people they know personally did not go to college is because they couldn't afford it.

- African Americans (46%)
- Asian Americans (43%)
- Latinxs (43%)
- Whites (38%)

Thinking about people you know who didn't go to college, which reason below most closely explains why they did not go to college:



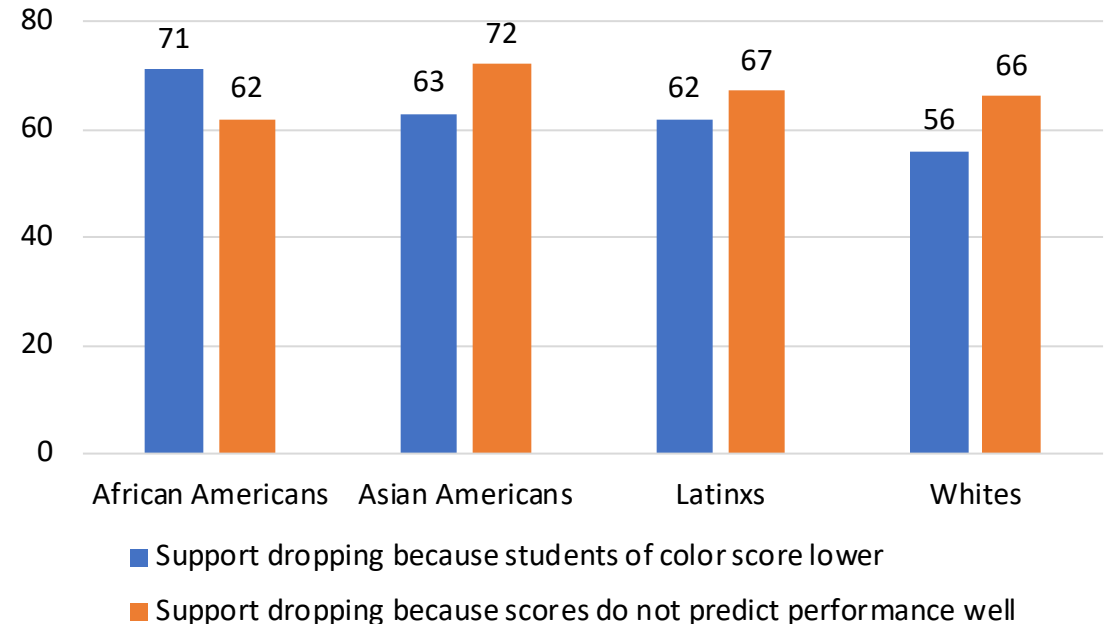
Dropping standardized tests from college admissions

Asian American, Latinx, and white Millennials are slightly more supportive (5 to 10 points) of dropping standardized test scores from college admissions decisions when they are told that test scores do not predict academic performance very well.

African American Millennials, are roughly 9 points more likely to support dropping test scores from admissions considerations when they hear that students of color score lower on the tests than other students.

Regardless of whether Millennials believe that students of color score lower or that scores do not predict performance, majorities of Millennials believe that standardized tests like SAT and ACT should not be used in college admissions decisions.

There's been a lot of discussion about whether colleges and universities should use standardized test scores, such as SAT and ACT, in their admission decisions. For instance, [students of color often score lower on these tests/scores do not do a good job of predicting how students perform in college]. Do you support or oppose dropping the SAT and ACT as part of admissions decisions?

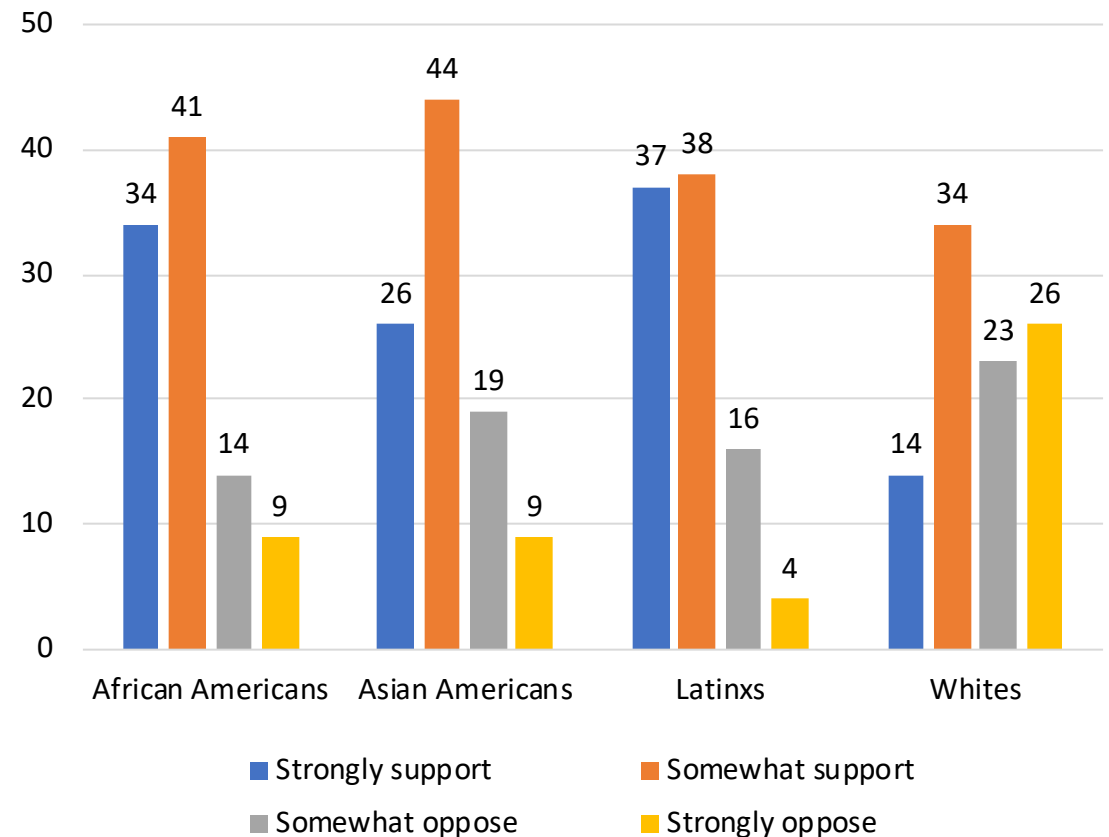


Support for affirmative action

Millennials of color are strongly supportive of affirmative action programs on college campuses, with over 75% of African Americans, 70% of Asian Americans, and 75% of Latinxs expressing support in affirmative action. White Millennials, on the other hand, are more evenly split – 49% of white Millennials oppose affirmative action on college campuses.

When disaggregating support and opposition, over a quarter of white Millennials “strongly” oppose affirmative action. Nevertheless, the plurality of white Millennials “somewhat” support affirmative action.

Do you support or oppose race-based affirmative action programs designed to increase the number of African Americans and Hispanic students on college campuses?



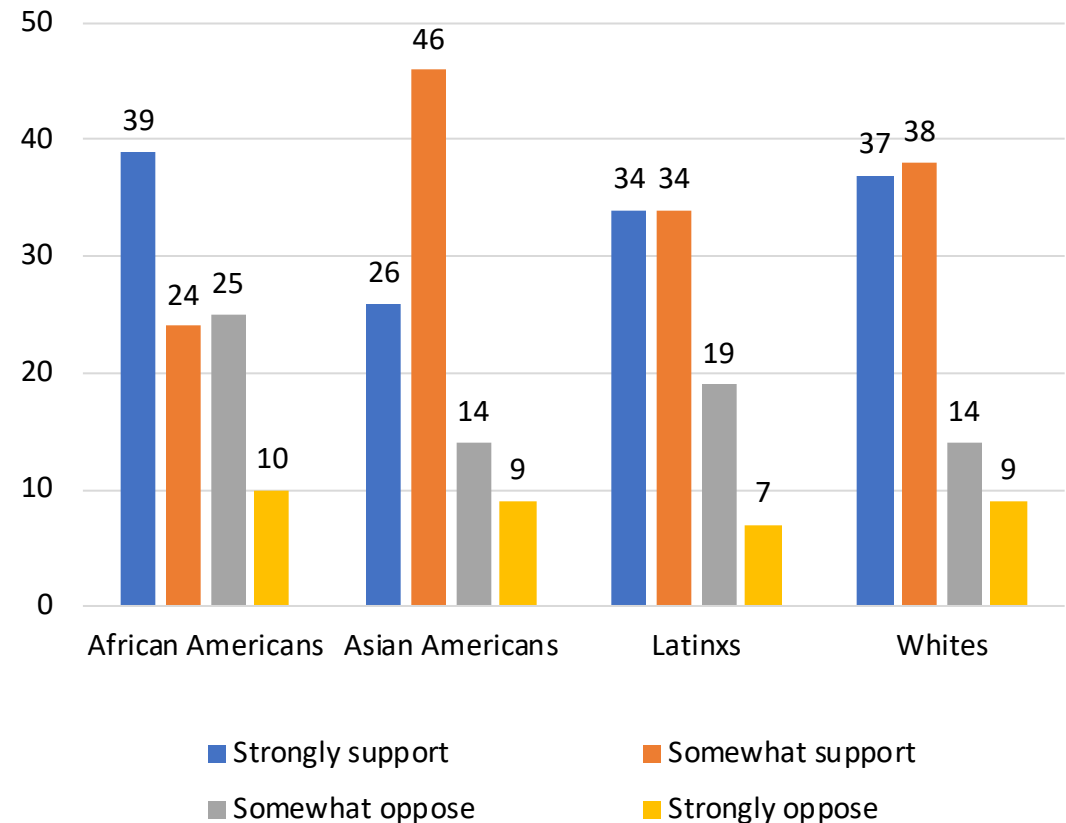
The Federal Government & Education

Dropping race from admissions decisions – should we include??

Majorities of Millennials, independent of race and/or ethnicity, support the Department of Education's new guidelines discouraging colleges and universities from using race as a factor in their admissions decisions.

- African Americans (63%)
- Asian Americans (72%)
- Latinxs (68%)
- Whites (75%)

The Department of Education recently issued new guidelines discouraging colleges and universities from using race as a factor in its admissions decisions. Do you support or oppose this change?



Access to education under Obama vs. Trump

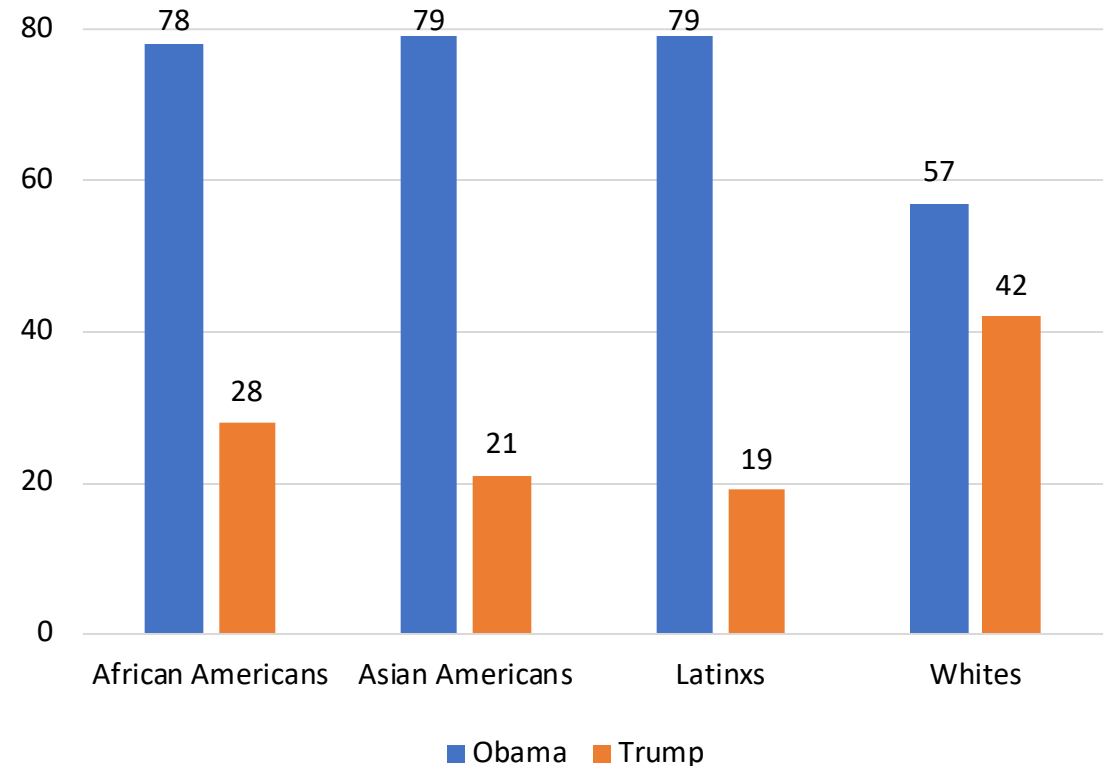
Overwhelming majorities (nearly 80%) of Millennials of color believe that the country made “a great deal” or “some” progress in making sure that all children, regardless of race/ethnicity, were given equal access to a quality education under the Obama administration. Very few (less than 28%), on the hand, believe the same under the Trump administration.

Fewer, though still a majority, of white Millennials also believe believe that the country made substantial progress in making sure that all children were given equal access to a quality education under Obama. Nevertheless, a substantial number (42%) believe hold the same view of the Trump administration.

Differences between views on the Obama and Trump administration:

- African Americans = 50 points
- Asian Americans = 58 points
- Latinxs = 60 points
- Whites = 15 points

How much progress do you believe the country made under the [Obama/Trump] administration in making sure all children, regardless of race and ethnicity, are given equal access to a quality education? (% that say *a great deal/some*)

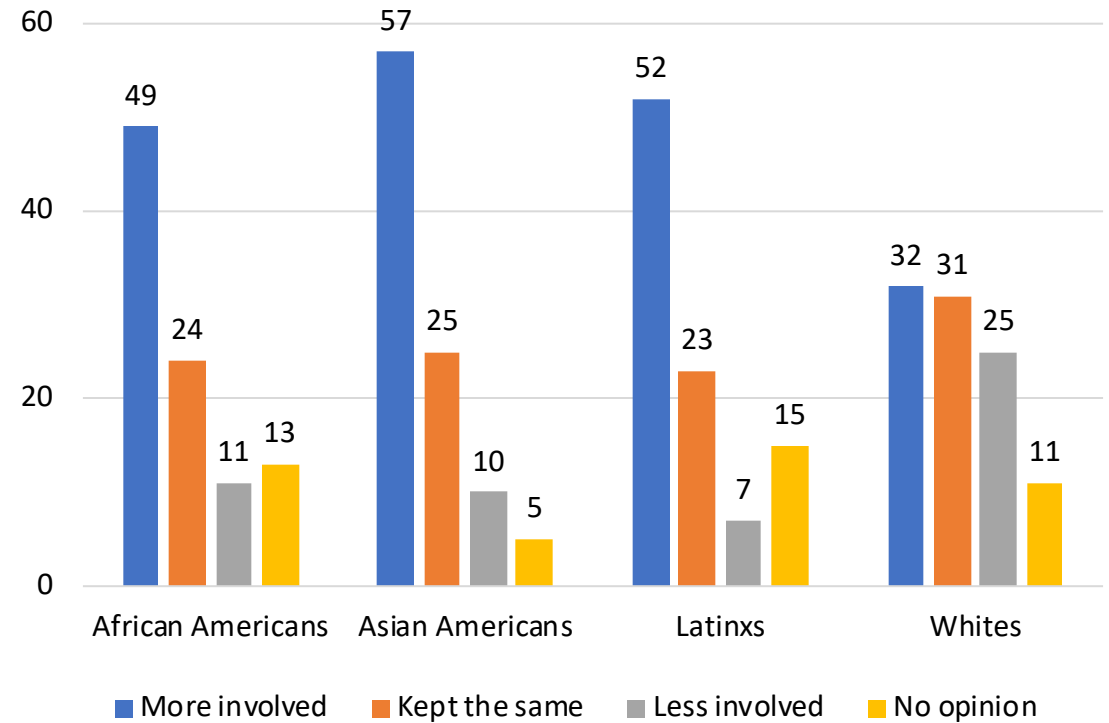


Involvement of the federal government

Clear majorities of Asian American (57%) and Latinx (52%) Millennials, and a near majority of African Americans (49%), believe that the federal government should be more involved in public education than it currently is.

White Millennials are more divided in their views. Equivalent percentages of whites believe that the federal government should be more involved and that the level of involvement of the federal government should be kept at its current level. Roughly a quarter of whites, which is more than double that of any other group, believe that the federal government should be less involved in education.

In terms of public education in this country, do you think the federal government should be more involved in education than it currently is, should keep its involvement about the same, or should be less involved in education than it currently is?

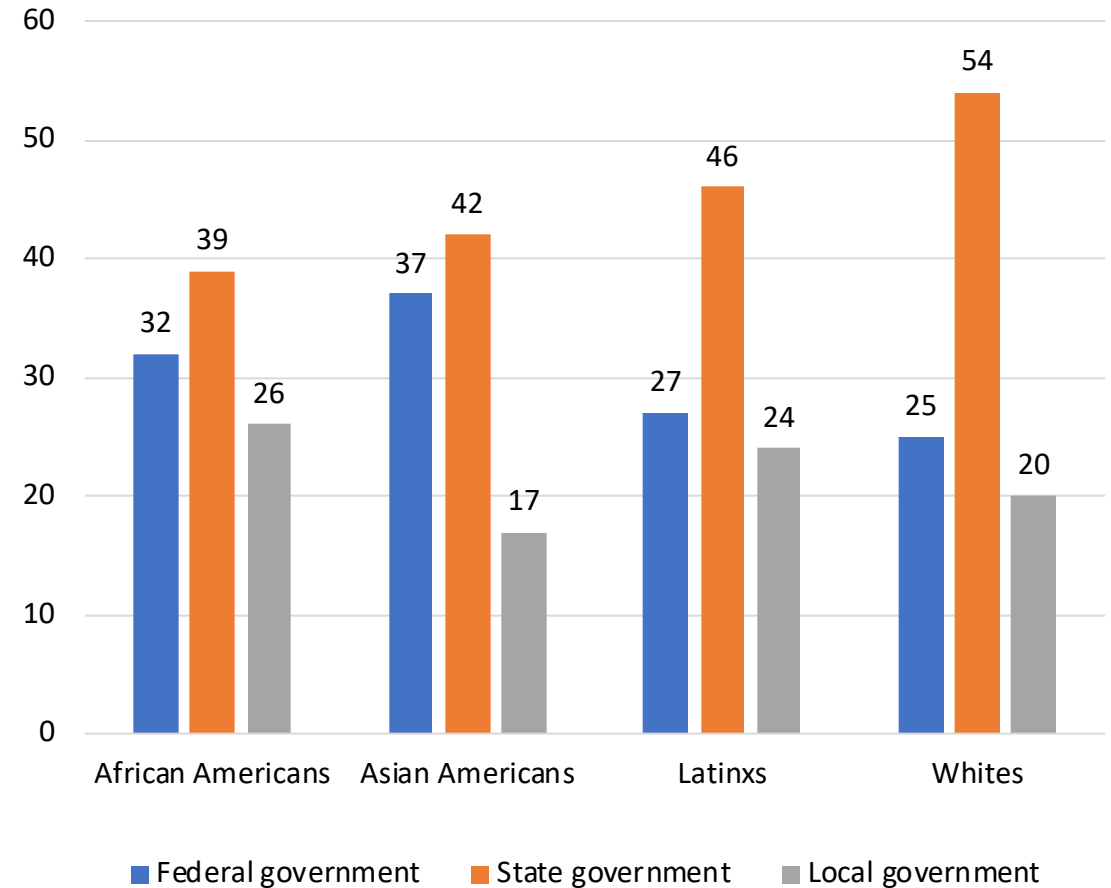


Federal, state, and local government responsibility

Pluralities of African Americans, Asian Americans, and Latinxs—and a majority of whites—believe that the state government should play the biggest role in setting educational standards.

- African Americans (39%)
- Asian Americans (42%)
- Latinxs (46%)
- Whites (54%)

What level of government should play the biggest role setting educational standards for what students should know?

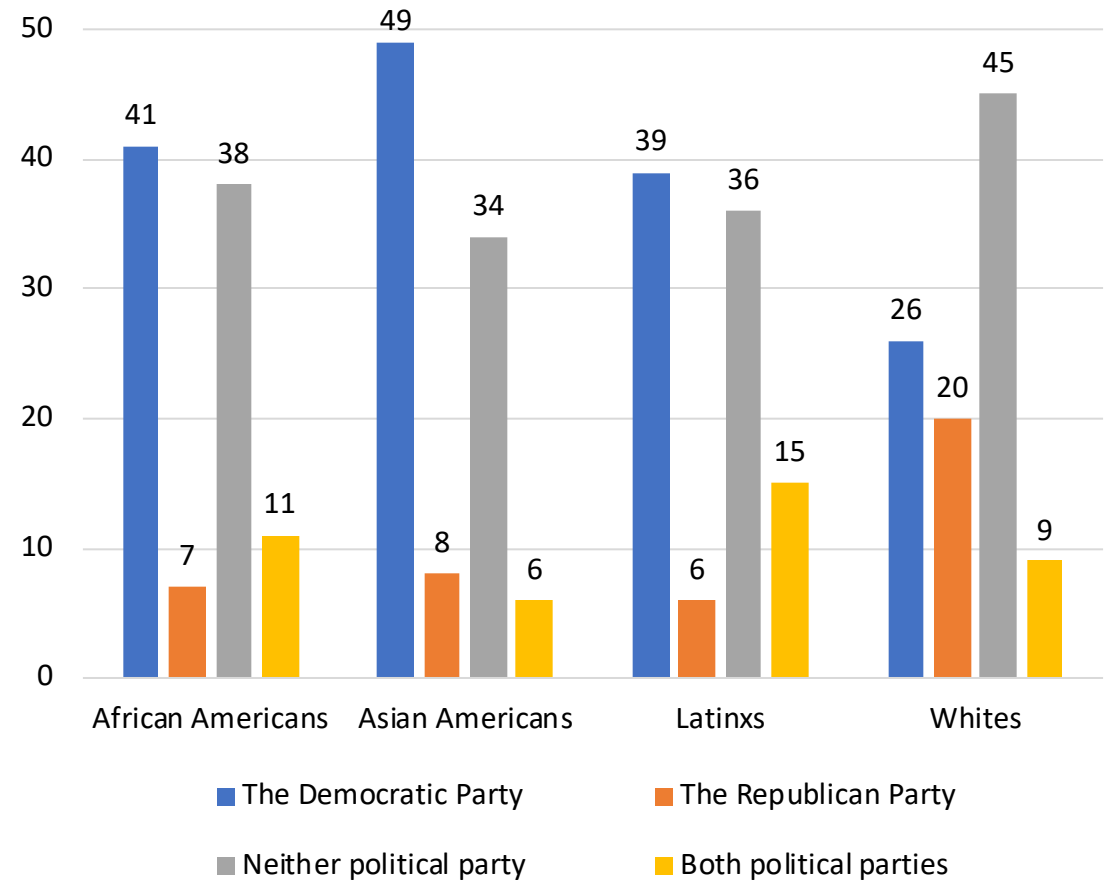


Political party responsible for improving education

While pluralities of African Americans, Asian Americans, and Latinxs believe that the Democratic Party is doing the most compared to other parties to improve public education, substantial numbers of Millennials say that neither political party is doing a lot to improve public education. Indeed, the plurality and near majority of whites say that neither party is doing much, compared to 26% of whites who say the Democratic Party and 20% who say the Republican Party.

- African Americans = Democratic Party (41%)
- Asian Americans = Democratic Party (49%)
- Latinxs = Democratic Party (39%)
- Whites = Neither party (45%)

Which political party do you believe is doing the most to improve public education for all children in the United States?

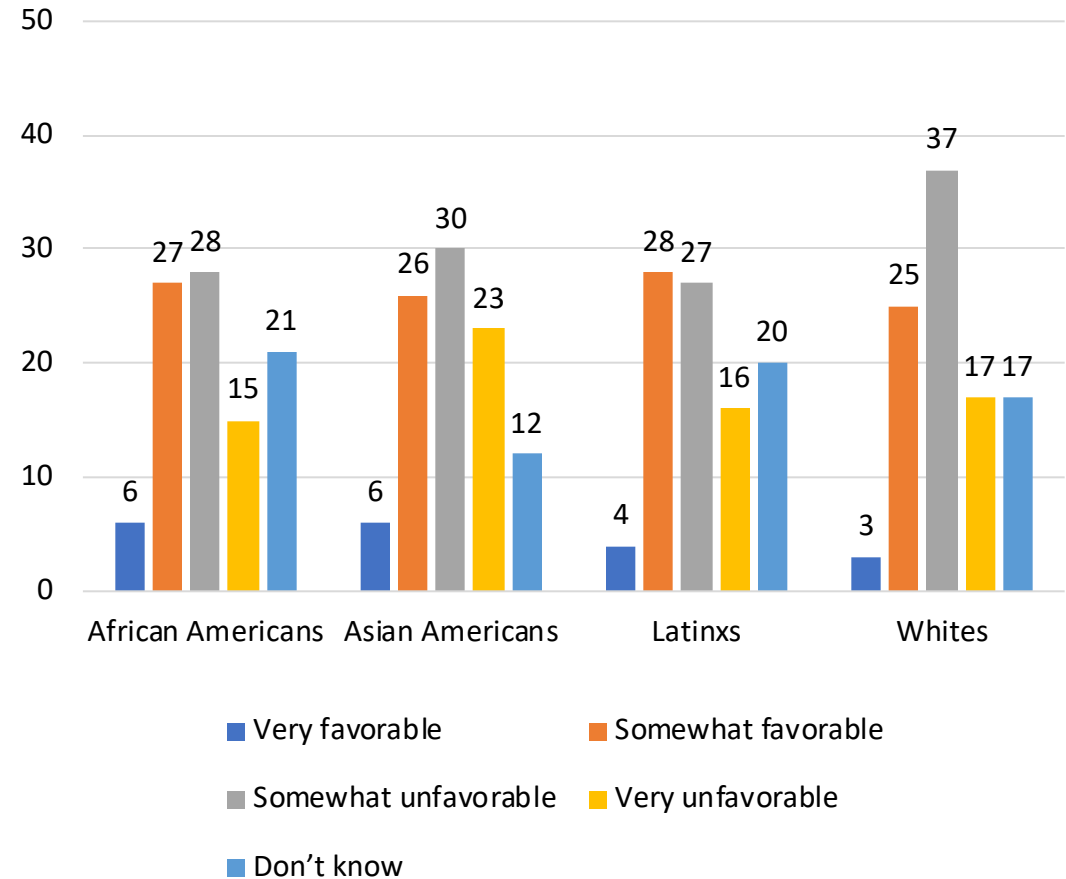


Favorability of the Department of Education

Many Millennials have middling opinions toward the U.S. Department of Education. Most Millennials, across race/ethnicity, are fairly divided between having “somewhat” favorable and “somewhat” unfavorable views of the agency.

The exception being white Millennials, who are 12 points more likely to hold a somewhat unfavorable view compared to a somewhat favorable view.

Is your overall opinion of the DEPARTMENT OF EDUCATION very favorable, mostly favorable, mostly unfavorable, or very unfavorable?



Favorability of Betsy DeVos, U.S. Secretary of Education

Majorities of Millennials, independent of race and ethnicity, either hold a “strongly” unfavorable view of Secretary of Education Betsy DeVos or have not heard of her.

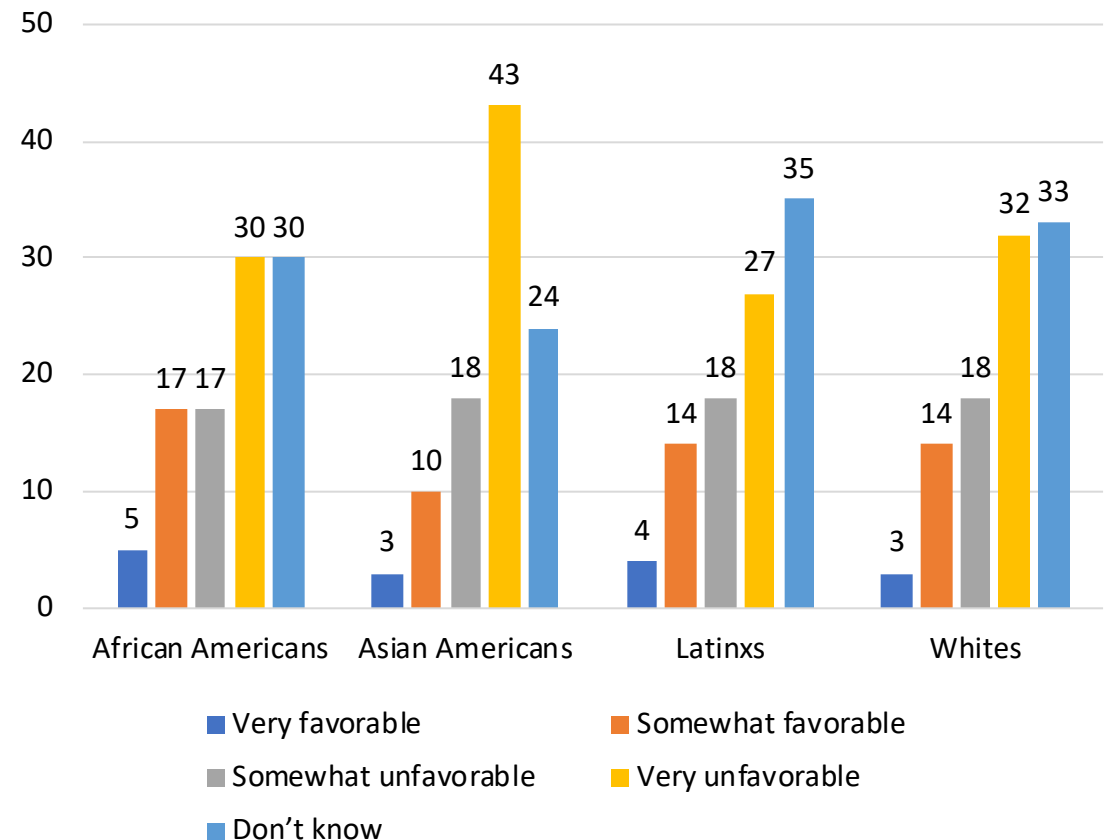
Percent expressing an unfavorable opinion:

- African Americans (47%)
- Asian Americans (61%)
- Latinxs (45%)
- Whites (50%)

Most common response by race:

- African Americans = evenly divided between strongly unfavorable and don't know (30%)
- Asian Americans = Strongly unfavorable (43%)
- Latinxs = Don't know (35%)
- Whites = Evenly divided between strongly unfavorable and don't know (32% and 33%)

Is your overall opinion of the BETSY DEVOS, THE SECRETARY OF THE DEPARTMENT OF EDUCATION, very favorable, mostly favorable, mostly unfavorable, or very unfavorable?



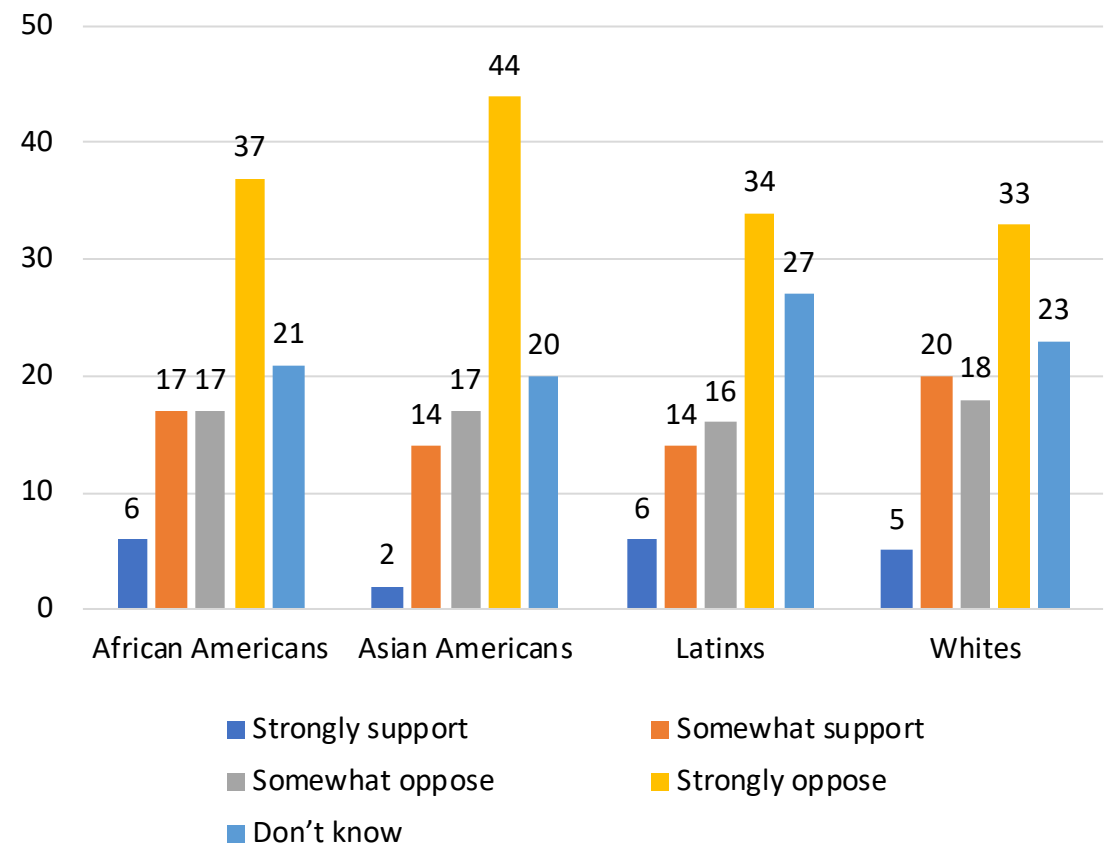
Views on merging the Departments of Education and Labor

Pluralities of Millennials strongly oppose merging the Department of Education and the Department of Labor, as the Trump administration has recently suggested.

Percent expressing strong opposition:

- African Americans (37%)
- Asian Americans (44%)
- Latinxs (34%)
- Whites (33%)

The Trump administration recently proposed merging the Department of Education and the Department of Labor. Do you support or oppose this proposed change?



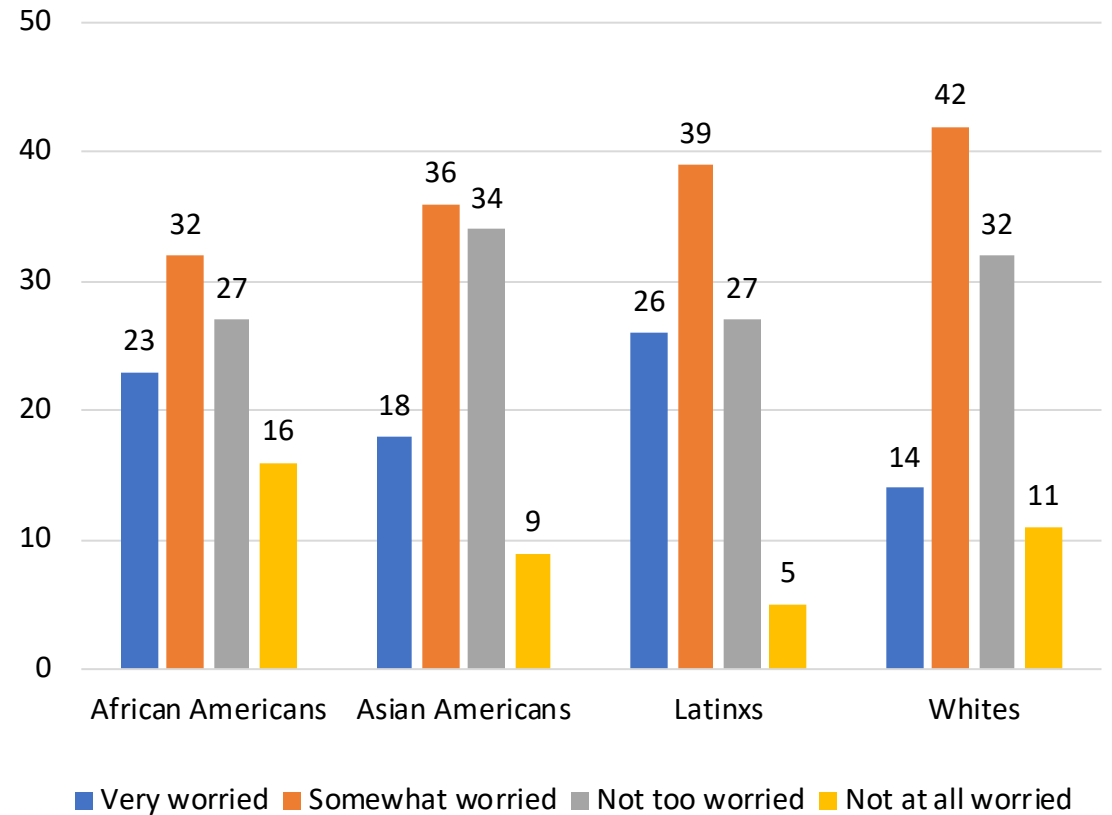
School Safety

Concern of school shootings in one's community

Majorities of Millennials across racial and ethnic groups are “somewhat” or “very” worried about the possibility of a shooting happening at a school in their community.

- African Americans (55%)
- Asian Americans (54%)
- Latinxs (65%)
- Whites (56%)

How worried, if at all, are you about the possibility of a shooting happening at a school in your community?

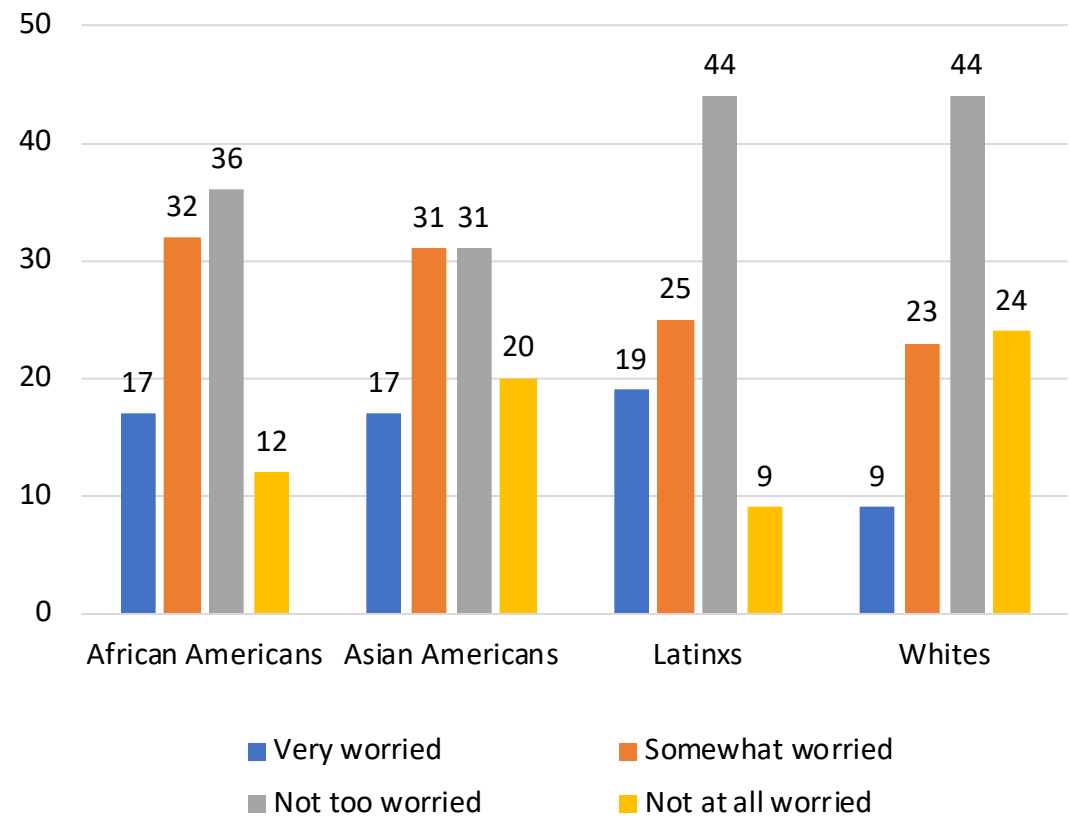


Worry about shootings in the community

Millennials of color are much more likely to “somewhat” or “very” worried about the possibility of a student will be shot on their way to school because of violence in their neighborhood.

- African Americans (49%)
- Asian Americans (48%)
- Latinxs (44%)
- Whites (32%)

How worried are you that a student will be shot on their way to school because of violence in the neighborhood?



Best way to prevent school shootings

Millennials have varied views on the best way to prevent mass shootings in schools. On the one hand, Millennials express support for policies typically associated with Republicans, such as increasing the number of police on campus and installing metal detectors and security checkpoints.

On the other hand, Millennials also express support for policies associated with the Democratic Party, including banning the sale of semi-automatic weapons, increasing support services like mental health counselors, and requiring background checks for all gun sales.

What is the best way to prevent mass shootings in schools?

	African Americans	Asian Americans	Latinxs	Whites
1 st	Installing metal detectors and security checkpoints (22%)	Banning the sale of semi-automatic weapons such as the AR-15 (23%)	Increased presence of police, safety officers, and security guards (20%)	Increasing the number of support services and mental health counselors in the school (21%)
2 nd	Increasing the number of support services and mental health counselors in the school (17%)	Increasing the number of support services and mental health counselors in the school (20%)	Installing metal detectors and security checkpoints (18%)	Increased presence of police, safety officers, and security guards (14%)
3 rd	Increased presence of police, safety officers, and security guards (15%)	Increased presence of police, safety officers, and security guards (17%)	Requiring background checks for all gun sales / Instituting new programs to identify and report students who may pose a threat (10%)	Banning the sale of semi-automatic weapons such as the AR-15 /Having teachers or other school officials with appropriate training carry guns at school (13%)

Best way to increase school safety

What is the best way to increase safety at schools?

When asked about the best way to increase school safety, Millennials are divided among traditionally “liberal” and “conservative” intervention options. On the one hand, Millennials express support for policies typically associated with Republicans, such as increasing the number of police on campus and installing metal detectors and security checkpoints.

On the other hand, Millennials also express support for policies associated with the Democratic Party, including banning the sale of semi-automatic weapons, increasing support services like mental health counselors, and requiring background checks for all gun sales.

	African Americans	Asian Americans	Latinxs	Whites
1 st	Increased presence of police, safety officers, and security guards (26%)	Banning the sale of semi-automatic weapons such as the AR-15 (28%)	Increased presence of police, safety officers, and security guards (16%)	Increased presence of police, safety officers, and security guards (21%)
2 nd	Installing metal detectors and security checkpoints (13%)	Increasing the number of support services and mental health counselors in the school (18%)	Installing metal detectors and security checkpoints / Banning the sale of semi-automatic weapons such as the AR-15 (13%)	Increasing the number of support services and mental health counselors in the school (17%)
3 rd	Increasing the number of support services and mental health counselors in the school (12%)	Requiring background checks for all gun sales (12%)	Increasing the number of support services and mental health counselors in the school (12%)	Having teachers or other school officials with appropriate training carry guns at school / Installing metal detectors and security checkpoints (13%)

Survey Methodology

Survey Methodology (1 of 2)

The GenForward March survey is a project of Professor Cathy J. Cohen at the University of Chicago. Interviews were conducted with a representative sample from GenForwardSM, a nationally representative survey panel of adults ages 18-34 recruited and administered by NORC at the University of Chicago and funded by grants to the Black Youth Project at the University of Chicago from the John D. and Catherine T. MacArthur Foundation and the Ford Foundation.

A total of 1,910 interviews were conducted between July 26 and August 13, 2018 with adults ages 18-34 representing the 50 states and the District of Columbia, including completed interviews with 506 African American young adults, 273 Asian American young adults, 503 Latinx young adults, 570 white young adults, and 58 young adults with other racial and ethnic backgrounds. The survey was offered in English and Spanish and via telephone and web modes.

The GenForward survey was built from two sample sources:

Sixty-five percent of the completed interviews are sourced from NORC's AmeriSpeak® Panel. AmeriSpeak is a probability-based panel that also uses address-based sample but sourced from the NORC National Frame with enhanced sample coverage. During the initial recruitment phase of the AmeriSpeak panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face).

Thirty-five percent of the completed interviews are sourced from the Black Youth Project (BYP) panel of young adults recruited by NORC. The BYP sample is from a probability-based household panel that uses an address-based sample from a registered voter database of the entire U.S. Households were selected using stratified random sampling to support over-sampling of households with African Americans, Latinxs, and Asian Americans ages 18-34. NORC contacted sampled households by U.S. mail and by telephone, inviting them to register and participate in public opinion surveys twice a month.

Survey Methodology (2 of 2)

Panelists on both the BYP and AmeriSpeak panels are invited to register for the panel via the web or by telephone to participate in public opinion surveys.

Of the 1,910 completed interviews in the GenForward March survey, 93 percent were completed by web and 7 percent by telephone. The survey completion rate is 27 percent. The weighted AAPOR RR3 panel recruitment rate is 17.5 percent and the weighted household panel retention rate is 85.8 percent, for a cumulative AAPOR Response Rate 3 of 4.1 percent. The overall margin of sampling error is +/- 3.8 percentage points at the 95 percent confidence level, including the design effect. Among subgroups, the margin of sampling error at the 95 percent confidence level is +/- 6.01 percentage points for African Americans, +/- 7.16 percentage points for Asian Americans, +/- 6.61 percentage points for Latinxs, and +/- 5.58 percentage points for whites.

To encourage cooperation, respondents were offered incentives for completing the survey that ranged from the cash-equivalent of \$4 to the cash-equivalent of \$11.

The interviews from the two probability-based sample sources were combined for statistical weighting and analysis. The combined panel samples provide 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. The statistical weights incorporate the appropriate probability of selection for the BYP and AmeriSpeak samples, nonresponse adjustments, and also, raking ratio adjustments to population benchmarks for 18-34-year-old adults. A poststratification process is used to adjust for any survey nonresponse as well as any non-coverage or under- and over-sampling resulting from the study-specific sample design. The poststratification process was done separately for each racial/ethnic group and involved the following variables: age, gender, education, and census region. The weighted data, which reflect the U.S. population of adults ages 18-34, and the 18-34-year-old populations for African Americans, Latinxs, Asian Americans, and non-Latinx whites, were used for all analyses.

Full details are available at www.genforwardsurvey.com