



The DeBruce Foundation – Youth Online Frequency Questionnaire

September 23-October 5, 2021

700 Respondents Age 16-24 in the Kansas City, St. Louis, Louisville, Nashville, Des Moines, Indianapolis, Minneapolis, and Wichita media markets.

Q.6 Are you currently:

	Total
Employed full time	30
Employed part time.....	29
Unemployed, looking for work.....	12
Unemployed, not looking for work	3
Homemaker	2
Student.....	31
Other.....	2
Not sure	0
Total Employed	59
Total Unemployed.....	14
(ref:EMPLOY)	

[410 Respondents]

Q.7 (IF EMPLOYED) And are you:

	Total
Working from home full time.....	16
Working in person full time.....	74
Working both from home and in person a few days a week.....	10
(ref:WFHNOW)	

Q.8 Which of the following best describes you:

	Total
High school student	31
Career/technical training student	3
2-year community college student	10
4-year college student.....	25
Post graduate student.....	8
Not a student	23
Not sure	0
Total Student.....	77
(ref:STUDENT)	

[146 Respondents]

Q.9 What is the last year of schooling that you have completed?

	Total
1 - 11th grade.....	13
High School graduate	54
Non-college post H.S.	3
Some college	16
College graduate	9
Post-graduate school	4
(Don't know/Refused)	-
(ref:EDUC)	

[218 Respondents]

Q.10 (IF CURRENTLY IN HIGH SCHOOL) What grade are you currently in this school year?

	Total
9th grade.....	2
10th grade.....	12
11th grade.....	31
12th grade.....	54
Not sure	1
(ref:HSGRADE)	

[173 Respondents]

Q.11 (IF HIGH SCHOOL, TECHNICAL, OR TWO-YEAR COLLEGE STUDENT) Do you plan on attending a 4-year college or university?

	Total
Yes.....	49
No.....	20
Not sure	31
(ref:CLLGPLAN)	

[4yr Respondents]

Q.12 (IF FOUR YEAR COLLEGE STUDENT) How many years of college have you completed?

	Total
1 year	20
2 years.....	18
3 years.....	16
4 years.....	27
More than 4 years.....	2
None (FIRST).....	18
Less than Four	71
Four or more	29

(ref:CLLGYEAR)

[290 Respondents]

Q.13 (SKIP IF EMPLOYED) Have you ever worked in a job, either full-time or part-time, for money?

	Total
Yes.....	66
No.....	34
Not sure	-

(ref:EMPLOY2)

[192 Respondents]

Q.14 (IF FORMERLY EMPLOYED) In your current or previous job, did you:

	Total
Work from home full time	9
Work in person full time.....	79
Work both from home and in person a few days a week.....	12
Not sure	-

(ref:PREVREM)

Q.15 Given the choice to work from home or in person, would you prefer:

	Total
Working from home full time.....	30
Working in person full time.....	45
Working both from home and in person a few days a week.....	26
Not sure	0

(ref:REMOTE)

Q.16 In the past year and half, have you lost a job or had your hours cut due to COVID-19?

	Total
Yes, lost job	14
Yes, had hours cut	23
Yes, both	9
No, neither	55
Not sure	-
Total Yes	45
(ref:LOSTJOB)	

Q.17 When it comes to careers, check the one that best describes you now:

	Total
I don't think about which career I want and don't want to yet.....	8
I would like to know more but don't spend time thinking about it.....	17
I spend some time thinking about the type of career I want.	40
I know which career I want.	35
Not thinking yet.....	25
Think about/Know	75
(ref:CAREER1)	

Q.18 At this point in your life, how seriously have you thought about your career or occupation?

	Total
Very seriously.....	45
Somewhat seriously	44
Not very seriously.....	9
Not seriously at all.....	2
Not sure	-
Very/Somewhat	90
Total Not.....	10
(ref:CAREER2)	

Q.19 In the last year, how many different careers have you considered pursuing?

	Total
None.....	9
1 to 2.....	58
3 to 5.....	30
6 to 10.....	2
10 or more	2
Not sure	-
(ref:CAREER3)	

[175 Respondents]

Q.20 (IF 1 OR 2 CONSIDERED) Have you mostly decided on your career or occupation?

	Total
Yes.....	49
No.....	51
Not sure	0
(ref:CAREER4)	

Q.21 Regardless of where you are now in terms of deciding on your career, how confident are you that you will ultimately be able to achieve your career goals and find an occupation that suits you?

	Total
Very confident.....	43
Somewhat confident.....	47
Not very confident	8
Not confident at all	2
Not sure	-
Total Confident	90
Total Not Confident.....	10
(ref:CAREER5)	

Q.22 Do you believe you will be more or less financially successful than your parents?

	Total
More	40
About the same.....	44
Less	15
Not sure	0
More - Less	25
(ref:PRENTFIN)	

Q.23 When it comes to knowing the things I need to be doing to prepare for a career:

	Total
I have no idea.....	7
I have a little bit of an idea.....	30
I have a pretty good idea.....	43
I have a very clear idea.....	20
No idea/Little bit	37
Pretty good/Very clear.....	63
(ref:CARPREP)	

Q.24 Which of the following steps have you taken to help you decide on a career or occupation? You may select as many as apply.

	Total
Talked to your parents	51
Researched careers online	50
Talked to your friends	48
Researched how much you would earn in a career	41
Figured out what qualifications/training/education you need.....	40
Taken a career aptitude test where you learned about your interests and what you might be good at in a career.....	39
Made a list of your strengths and interests.....	35
Talked to teachers or professors at school	34
Talked to people who work in careers that interest you.....	34
Made a list of potential occupations for you	33
Taken career-themed courses in school	32
Researched the demand for a particular career	32
Researched the cost of additional education and training you need for a particular career	28
Talked to guidance counselors at school	25
Applied for/taken jobs in chosen career	25
Applied for/accepted internships.....	15
Joined a professional organization/association in a field that interests you	13
None.....	4
(ref:STEPSTKN)	

[350 Respondents]

Q.25 (SPLIT A) How much has the COVID-19 pandemic changed your approach to your current or future job/career:

	Total
It has changed my approach completely.....	16
It has changed my approach some.....	30
It has changed my approach just a little.....	18
It has not changed my approach at all	28
Not sure	8
Completely/Some.....	45
Little/Not	46
(ref:COVID1)	

Q.26 Thinking about the career or jobs you're considering, please indicate how important each of the following factors are to you personally:

	Very Imp	Smwt Imp	A Little Imp	Not at All	Not Sure	Very/ Smwt	Total Not
33 Doing something I enjoy.....	66	21	8	4	3	86	11
34 Work-life balance	58	23	11	4	4	81	15
26 Salary or wages.....	57	27	9	4	4	83	13
28 Job security.....	52	29	11	3	5	82	13
27 Health care benefits	51	26	14	4	5	77	18
35 Working for employers that reflect my values	49	27	14	5	5	75	19
38 Location.....	45	30	15	5	5	75	20
30 Professional development opportunities	41	31	16	5	7	72	21
29 Paid leave policies	40	32	19	3	6	72	22
36 Regular or predictable hours.....	39	34	16	8	3	73	23
41 A job that is not vulnerable to economic disruption	36	32	19	5	9	67	24
40 A job or industry that is in-demand.....	35	31	18	8	8	66	27
37 Flexible or non-traditional hours.....	32	34	22	7	7	65	28
39 Level of training or education required.....	31	37	20	6	7	68	25
32 Ability to work remotely at least some of the time	26	28	22	18	7	54	40
31 Ability to work remotely full time..... (ref:JOBFACTO)	25	24	23	21	7	49	43

[350 Respondents]

Q.42 (SPLIT B) How much has the COVID-19 pandemic changed your approach to your current or future job/career:

	Total
It has changed my approach completely.....	25
It has changed my approach some.....	31
It has changed my approach just a little.....	16
It has not changed my approach at all	21
Not sure	7
Completely/Some.....	56
Little/Not	37

(ref:COVID2)

Q.43 Please indicate whether you agree or disagree with each of the following statements:

	Strng	Smwt	Nei	Smwt	Strng	Not	Total	Total	Agree
	Agree	Agree	ther	Dis	Dis	Sure	Agree	Dis	-
				agree	agree			agree	Dis
56 I am actively working on improving my work-related skills.....	35	33	17	7	3	6	68	10	57
52 I think more companies should adopt flexible work from home policies after the COVID-19 pandemic.....	34	26	24	7	3	6	61	10	50
44 I know which skills could help me advance my career.	31	36	19	6	2	6	67	8	59
47 I am very confident that my career path is the right one for me.	31	28	24	7	4	6	58	11	47
45 I know what I would need to do to learn skills that could help me advance my career.	29	33	21	8	3	5	62	11	51
48 I have compared different occupations to one another in terms of typical job characteristics (e.g., earnings opportunities, preparation requirements, employer features).	29	31	23	7	3	6	61	10	50

	Strng Agree	Smwt Agree	Nei ther	Smwt Dis agree	Strng Dis agree	Not Sure	Total Agree	Total Dis agree	Agree - Dis
43 I can easily navigate the process of applying for a new job (e.g., look up job postings, gather information, develop a resume or CV, fill out required forms, connect with employers, etc.).....	29	31	21	10	4	5	60	14	46
[509 Respondents]									
53 (IF EMPLOYED/UNEMPLOYED)									
There are currently a lot of jobs and job postings available to people like me.	28	28	22	11	6	5	56	17	39
49 I can determine how well my interests and strengths can be valuable in a variety of career opportunities.....	27	39	20	7	2	6	66	8	58
46 I can clearly communicate my work-related skills and interests to a prospective employer or recruiter.	26	33	21	10	3	7	60	12	47
55 I can rely on people in my network to help me find career opportunities.....	24	32	22	11	6	6	56	16	40
[509 Respondents]									
54 (IF EMPLOYED/UNEMPLOYED)									
Even though there are a lot of jobs available, there are few jobs available I am currently qualified for.....	23	31	20	11	7	7	54	18	36
51 I am worried about the current job market and am more likely to accept a role even if it does not fit exactly what I want.....	22	26	23	13	8	7	49	22	27
50 I am worried the COVID-19 pandemic will impact my career prospects for years to come..... (ref:WORKBAT)	21	26	21	14	11	6	47	25	22

Q.57 Below is a description of a career aptitude test called the Agile Work Profiler and the Career Exploration Tools that go with it. Please use the highlighter tool to highlight any words or phrases that stand out to you in a positive way.

The Agile Work Profiler will help you identify your work strengths and passions. This test helps people understand themselves and then connects them to careers that value what they have to contribute. Knowing your strengths and passions makes it easier to find work you enjoy and excel at doing. It also makes it faster to make career changes.

The economy is constantly changing. Recent studies show that 65 percent of children starting elementary school today will end up in jobs that do not yet exist. The COVID-19 pandemic has also caused some people to rethink their careers or what kind of job they want. The Agile Work Profiler does not limit people by matching them to a few specific jobs that might not exist in the future but helps them discover a set of skills that can be used for many different occupations across multiple industries. The test only takes 10 minutes to complete. You can take this test on your phone, tablet, or laptop computer.

When you're done, you'll get your top three Agilities out of a total number of ten. Agilities are groupings of work activities represented in all careers in the economy. Once you know your Agilities, you can use the Career Exploration Tools to see what jobs fit your strengths and passions, learn how much training or education they require, and compare things like average wages or the skills needed for different jobs. You can feature your Agilities on your resume or profile and in interviews to help companies and clients find someone just like you. They can also guide you on how to keep developing yourself in your current situation.

(ref:AWPCET)

Q.58 Assuming you are still interested in deciding on your career or occupation, how likely are you to take the career aptitude test described on the last screen?

	Total
Very likely	33
Somewhat likely	53
Not very likely.....	11
Not at all likely.....	3
Not sure	-
Total Likely	86
Total Not Likely.....	14
(ref:AWPLKLY)	

Q.59 And how likely are you to take the aptitude test described if you were charged a small fee?

	Total
Very likely	15
Somewhat likely	31
Not very likely.....	27
Not at all likely.....	27
Not sure	-
Total Likely	46
Total Not Likely.....	54
(ref:AWPPAY)	

Q.60 Here are some statements people have made about the Agile Work Profiler. For each statement, please indicate whether you find it a very appealing, somewhat appealing not very appealing, or not at all appealing statement about the Agile Work Profiler.

	Very	Some what	Not Very	Not At All	Very/ Some what	Total Not
62 The Agile Work Profiler connects people's talents and desires with careers that value what they have to contribute.....	42	44	9	5	86	14
60 Unlike other career tests which focus mainly on skills and aptitudes, the Agile Work Profiler also focuses on passions and what people want to do.....	41	44	10	5	85	15
61 The Agile Work Profiler helps people discover themselves in terms of their skills and talents.	41	43	11	5	84	16
64 The Agile Work Profiler focuses on skills, agilities, and desires, rather than specific jobs.....	37	45	12	5	83	17
63 The Agile Work Profiler gives people the tools they need to find jobs available in their area.	37	44	13	5	82	18
66 The Agile Work Profiler lets you discover what makes you valuable in a career marketplace.....	38	43	13	5	82	18
65 Because the economy is constantly changing, the Agile Work Profiler does not limit people by matching them to a few specific jobs that might not exist in the future but helps them discover a set of skills that can be used for many different occupations. (ref:AWPBATT)	38	40	17	5	77	23

Q.67 At the conclusion of the Agile Work Profiler, the test can take you to some specific tools where you can further explore your career options. Please rate each item on a scale from 0 to 10, where 0 means it is not at all important to you and 10 means it is extremely important to you.

	Mean	% 10	% 8-10	% 6-10	% 0-5
70 Explore the career you are most interested in	7.5	34	64	78	22
68 Learn how much careers pay	7.2	29	55	75	25
79 Learn about the qualifications, training, and/or education required to be prepared for a particular career	6.9	24	51	73	27
78 Get or keep a more uplifting mindset about your career goals	7.0	23	51	75	25
71 Learn how to talk about yourself to a recruiter.....	6.8	23	50	69	31
73 Work on professional skills like communication.....	6.8	23	49	72	28
72 Learn how to write and update a resume	6.6	23	47	68	32
67 Get direction on which career skills to build next	6.9	21	48	72	28
74 Work on networking skills	6.7	20	44	68	32
69 Learn how much preparation is typically required for certain careers.....	6.8	19	47	72	28
75 Explore other careers you do not know about that might be a good option for you.....	6.7	18	45	71	29
81 Get information on careers that allow you to work from home	6.0	18	37	58	42
82 Get information on careers that are stable and less vulnerable to economic disruption	6.6	16	43	70	30
76 Learn what careers are in demand locally.....	6.5	16	43	67	33
77 Learn what careers are in demand nationally	6.3	16	37	63	37
80 Discover volunteering opportunities that can help sharpen your skills..... (ref:TOOLS2)	6.1	16	36	62	38

Q.83 What are your preferred methods of communicating with: Parents

	Total
Face to face	74
Phone call.....	43
Text messages	42
Video call.....	26
Social media apps like Facebook chat or Snapchat	12
Email	11
Messaging apps like WhatsApp or GroupMe	8
Business platforms like Slack or Teams	3
Not applicable	3
(ref:COMMPREF1)	

Q.84 What are your preferred methods of communicating with: Close friends

	Total
Face to face	73
Text messages	49
Phone call.....	43
Video call.....	40
Social media apps like Facebook chat or Snapchat	31
Messaging apps like WhatsApp or GroupMe	13
Email	11
Business platforms like Slack or Teams	3
Not applicable	2
(ref:COMMPREF2)	

Q.85 What are your preferred methods of communicating with: Coworkers

	Total
Face to face	56
Text messages	38
Phone call.....	30
Email	20
Video call.....	17
Social media apps like Facebook chat or Snapchat	12
Messaging apps like WhatsApp or GroupMe	10
Business platforms like Slack or Teams	9
Not applicable	7
(ref:COMMPREF3)	

Q.86 What are your preferred methods of communicating with: School classmates

	Total
Face to face	57
Text messages	38
Phone call.....	24
Social media apps like Facebook chat or Snapchat	22
Email	19
Video call.....	17
Messaging apps like WhatsApp or GroupMe	13
Business platforms like Slack or Teams	6
Not applicable	6
(ref:COMMPREF4)	

Q.87 What are your preferred methods of communicating with: Bosses or supervisors

	Total
Face to face	56
Phone call.....	39
Email	31
Text messages	29
Video call.....	14
Business platforms like Slack or Teams	12
Messaging apps like WhatsApp or GroupMe	6
Social media apps like Facebook chat or Snapchat	5
Not applicable	6
(ref:COMMPREF5)	

Q.88 What are your preferred methods of communicating with: Potential employers or recruiters

	Total
Face to face	58
Phone call.....	37
Email	34
Text messages	24
Video call.....	20
Business platforms like Slack or Teams	9
Social media apps like Facebook chat or Snapchat	6
Messaging apps like WhatsApp or GroupMe	5
Not applicable	6
(ref:COMMPREF6)	

Q.89 What are your preferred methods of communicating with: Teachers or professors

	Total
Face to face	59
Email	37
Phone call.....	21
Text messages	18
Video call.....	16
Messaging apps like WhatsApp or GroupMe	7
Business platforms like Slack or Teams	5
Social media apps like Facebook chat or Snapchat	4
Not applicable	6

(ref:COMMPREF7)

Q.90 How much time (in hours) do you spend each day online?

	Total
Less than 3 hours	12
4 to 6 hours	31
7 to 9 hours	23
10 to 12 hours.....	21
13 or more hours	12
Not Sure	-
Mean.....	7.9

(ref:ONLINE)

Q.91 Do you have any of the following social media platforms? Please check all that apply.

	Total
YouTube	86
Instagram	75
Snapchat	70
TikTok.....	63
Facebook.....	61
Twitter.....	45
Pinterest.....	34
Reddit.....	29
LinkedIn.....	13
Tumblr.....	10
I do not have any of these social media accounts.....	1

(ref:SOCMEDIA)

Q.92 Generally speaking, in the last month, how often have you used or visited these social media platforms?

	Hourly	Couple Times a Day	Once a Day	Every Couple Days	Once a Week	Less than Weekly	Never	Not Sure	Once a Day or More	Once a Wk or More
[440 Respondents]										
100 Tik Tok	40	39	7	6	4	5	0	-	85	95
[491 Respondents]										
95 Snapchat.....	40	35	10	7	3	4	1	-	84	94
[527 Respondents]										
94 Instagram	31	37	15	9	4	4	0	-	82	96
[600 Respondents]										
101 YouTube	33	36	12	12	3	3	1	-	81	96
[430 Respondents]										
92 Facebook	25	38	11	11	4	9	3	-	74	89
[316 Respondents]										
93 Twitter	17	26	11	18	9	17	3	-	54	80
[205 Respondents]										
96 Reddit	14	20	14	23	7	19	3	-	48	78
[92 Respondents]										
98 LinkedIn.....	10	20	10	18	17	20	5	-	40	75
[238 Respondents]										
99 Pinterest.....	6	15	13	28	14	22	2	-	34	76
[70 Respondents]										
97 Tumblr	13	10	7	15	7	38	11	-	30	52
(ref:SOCMDBAT)										

Q.102 In the last month, how often have you posted or commented on these social media platforms?

	Hourly	Couple Times Day	Once a Day	Every Couple Days	Once a Week	Less than Weekly	Never	Not Sure	Once a Day or More	Once a Wk or More
[491 Respondents]										
105 Snapchat.....	26	24	13	10	7	10	9	-	63	81
[440 Respondents]										
110 Tik Tok	21	19	9	8	6	15	22	-	49	63
[430 Respondents]										
102 Facebook	20	20	7	8	6	20	18	0	47	61
[527 Respondents]										
104 Instagram	17	18	8	13	9	20	15	0	43	65
[600 Respondents]										
111 YouTube	18	13	6	10	7	15	31	-	38	54
[316 Respondents]										
103 Twitter	11	19	4	10	8	21	28	-	34	51
[92 Respondents]										
108 LinkedIn	12	13	7	10	4	30	25	-	31	46
[205 Respondents]										
106 Reddit	9	15	6	12	6	12	40	-	30	48
[238 Respondents]										
109 Pinterest	5	15	8	10	6	17	39	1	27	43
[70 Respondents]										
107 Tumblr..... (ref:SOCMDUSE)	11	8	3	9	8	20	41	-	22	39

Q.112 Approximately how many friends or followers do you have on these social media platforms?

	1-10	11-50	51-100	101-500	501-1000	Over 1000
[527 Respondents]						
114 Instagram	14	13	10	34	18	11
[430 Respondents]						
112 Facebook	16	17	13	33	11	11
[491 Respondents]						
115 Snapchat.....	18	30	15	22	8	7
[440 Respondents]						
120 Tik Tok	32	24	17	14	5	9
[316 Respondents]						
113 Twitter	45	24	7	18	3	3
[92 Respondents]						
118 LinkedIn	48	17	13	13	5	4
[70 Respondents]						
117 Tumblr	54	15	19	8	3	1
[238 Respondents]						
119 Pinterest	68	17	6	6	2	0
[600 Respondents]						
121 YouTube	69	17	5	5	1	2
[205 Respondents]						
116 Reddit	84	10	4	2	1	0
(ref:SOCMSIZE)						

Q.122 If you were using social media to explore potential careers and occupations, which platform would you use? Please check all that apply.

	Total
YouTube	46
Facebook.....	43
Instagram	42
LinkedIn.....	27
Tik Tok	27
Twitter.....	19
Snapchat	18
Reddit.....	11
Pinterest.....	8
Tumblr.....	4
I do not have any of these social media accounts.....	4
(ref:SOCMWCH)	

Q.123 Are your parents currently:

	Total
Married	43
Divorced.....	17
Separated.....	7
Widowed.....	3
Never married.....	30
Not sure	0
Total Unmarried	57
(ref:PRNTMAR)	

Q.124 Thinking about your parents, or the people who raised you, what is the last year of schooling they completed? Please include all the parents or adults who helped raise you.

	Less than H.S.	H.S. Grad	NoCol Post HS	Some Coll/ Assoc	Coll Grad	Post Grad	Not Sure
124 Parent 1.....	14	28	4	15	25	14	-
[692 Respondents]							
125 Parent 2.....	13	26	6	19	25	11	-
[281 Respondents]							
126 Parent 3.....	15	29	9	20	19	8	-
[256 Respondents]							
127 Parent 4.....	14	30	9	18	21	9	-
[245 Respondents]							
128 Parent 5.....	17	29	10	16	16	12	-
(ref:PRNTEDUC)							

Q.129 What is your race?

	Total
White	70
Black.....	21
Hispanic.....	12
Asian.....	3
Other.....	4
Prefer not to say.....	-
(ref:RACE)	

[410 Respondents]

Q.131 (IF EMPLOYED) What kind of work do you do?

	Total
Food preparation and serving	11
Sales and related occupations.....	10
Health care support occupations	8
Production, machine operation, transportation	6
Construction, extraction	6
Office, administrative, legal support	5
Maintenance, installation, repair	4
Health care professional	4
Business/Finance support	4
Hospitality	4
Entertainment, music, arts, and design.....	4
Personal care.....	3
Teacher, instructor, librarian.....	3
Farming, fishing, forestry	2
Computer programmer, coder, software developer, web developer	2
Engineer	2
Management.....	2
Life, physical, social science occupations	1
Writer, editor, journalist, media.....	1
Protective service occupations, military	1
Legal professional.....	1
Community and social services occupations	0
Government administration.....	0
Other.....	9
Not sure	7
Total Manual	18
Total Service.....	18
Total Science	16
Sales and related	10
Office/admin/legal supp	5
Business/Finance supp	4
Teach/instruct/librarian	3
Management.....	2
Other	16
Not sure	7

(ref:WORKTYPE)

Q.132 To the best of your knowledge, did your family own or rent the home you grew up in?

	Total
Own.....	70
Rent.....	30
Not sure	-
(ref:RENTOWN)	

Q.133 Would you consider your family:

	Total
Working class	28
Lower middle class	32
Upper middle class.....	36
Upper class.....	4
Not sure	0
Total Lower	60
Total Upper	40
(ref:SCIOECON)	

Q.134 What is your current marital status?

	Total
Married	10
Living with partner	10
Single.....	77
Separated/Divorced	1
Widowed.....	1
(Don't know/Refused)	-
(ref:MARITAL)	

Q.135 How many siblings do you have?

	Total
0	5
1-2	46
3-5	35
6 or more	14
(Don't know/Refused)	2
Mean.....	3.1
(ref:SIBLINGS)	

Q.4 In what year were you born?

	Total
16	6
17	12
18	16
19	9
20	8
21	16
22	8
23	8
24	16
16 - 17	18
18 - 24	82
(ref:AGE)	

Q.5 What is your gender?

	Total
Male	50
Female.....	50
Something else/Non-binary	-
(ref:GENDER)	