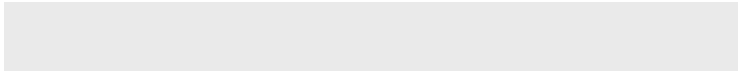


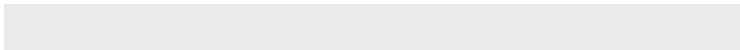
National Geographic - Roper 2002 Global Geographic Literacy Survey



Conducted by RoperASW for the
National Geographic Education Foundation

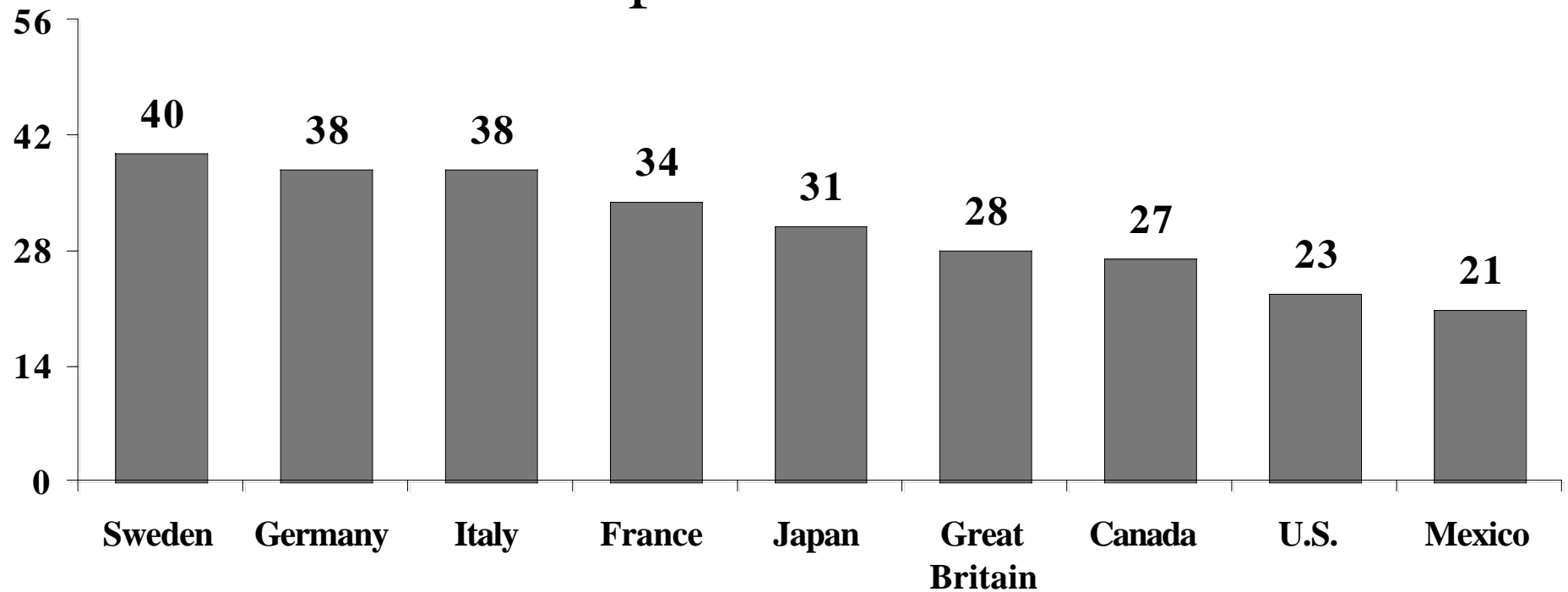


Methodology

- Survey of 18- to 24-year-olds in nine countries: Canada, France, Germany, Great Britain, Italy, Japan, Mexico, Sweden and the U.S.
 - 3,000 in-person, in-home interviews with a representative sample in each country
 - Additional sample of 25- to 34-year-olds in the U.S.
- 

Overall Results

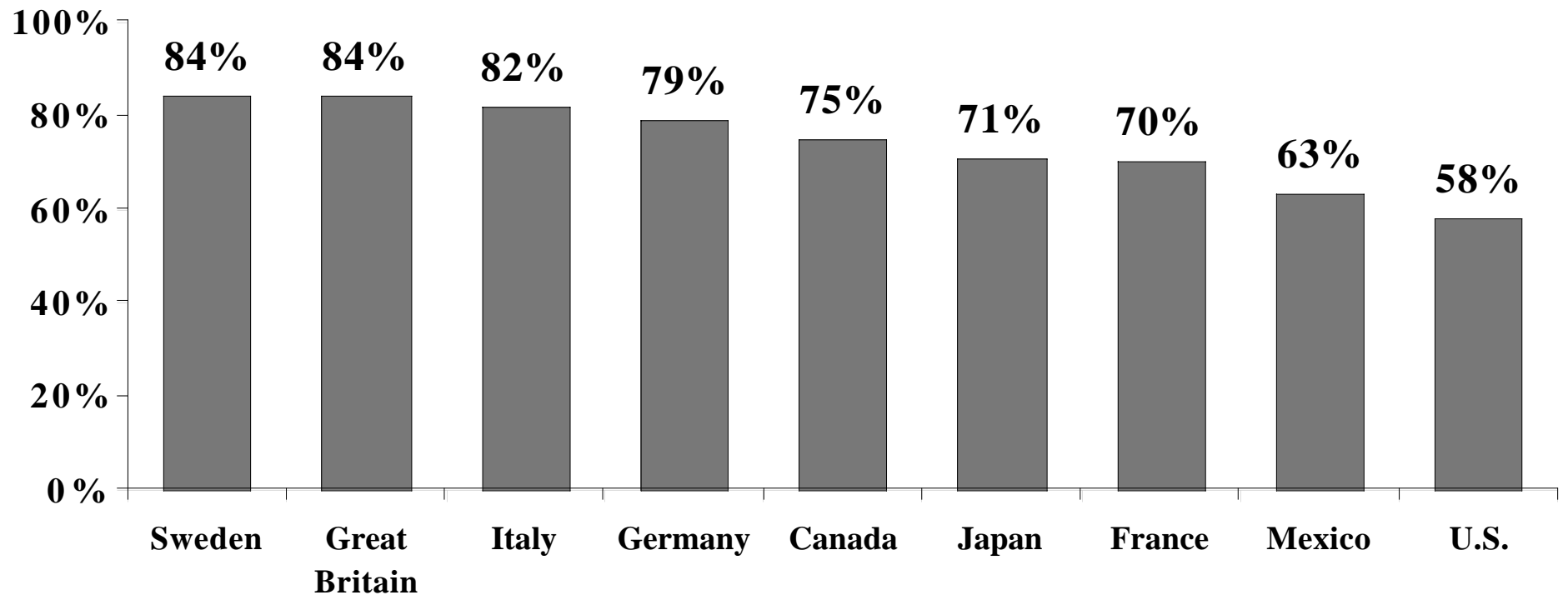
Average # of correct answers
out of a possible 56 correct



Sample: 18- to 24-year-olds

World Hotspots

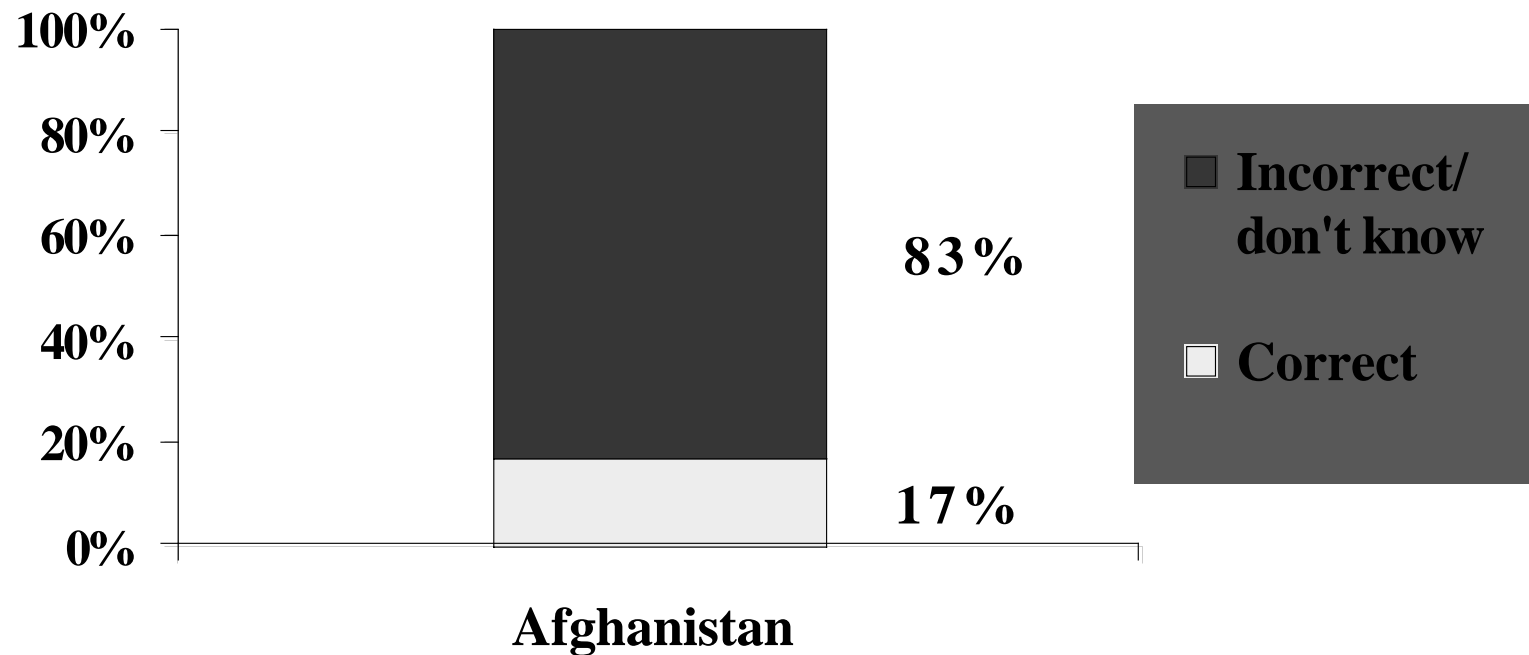
Percentage of young adults naming Afghanistan as the base of the Taliban/al Qaeda



Sample: 18- to 24-year-olds

World Hotspots

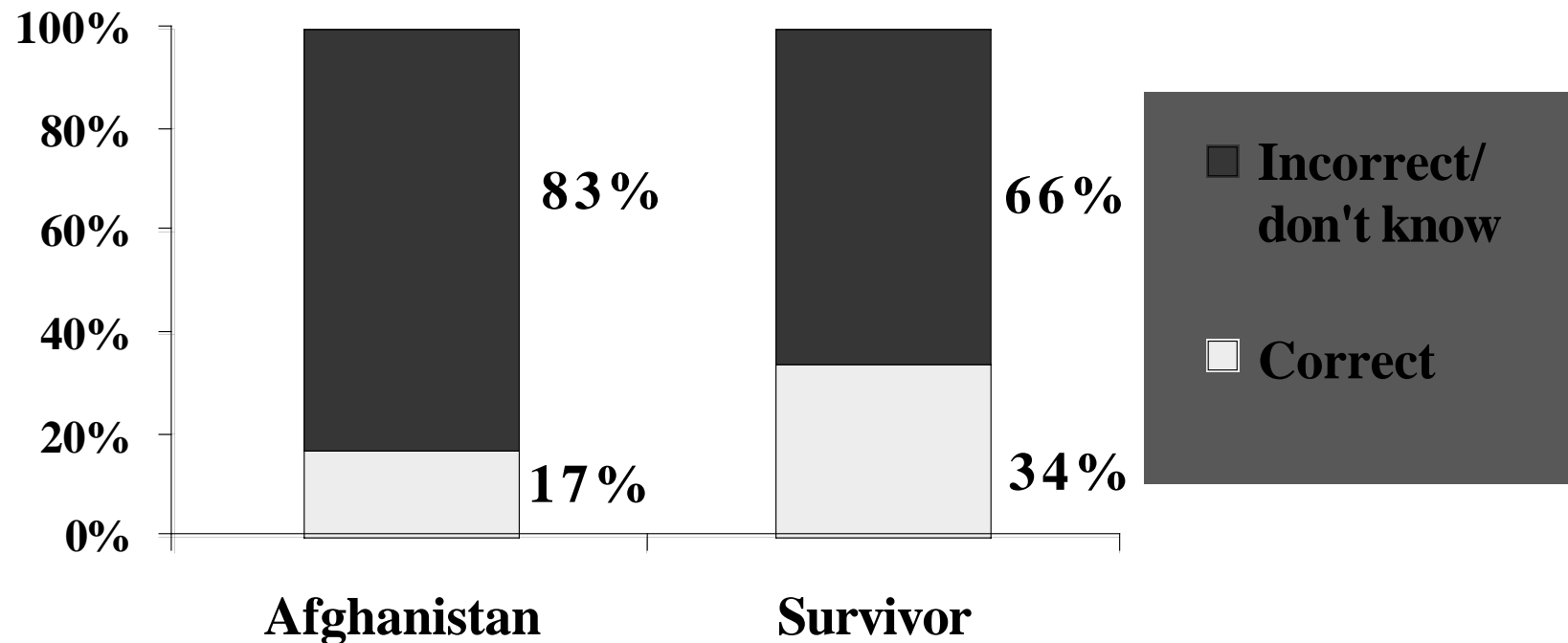
Percentage of young U.S. adults correctly identifying Afghanistan on a world map



Sample: U.S. 18- to 24-year-olds

Pop Culture

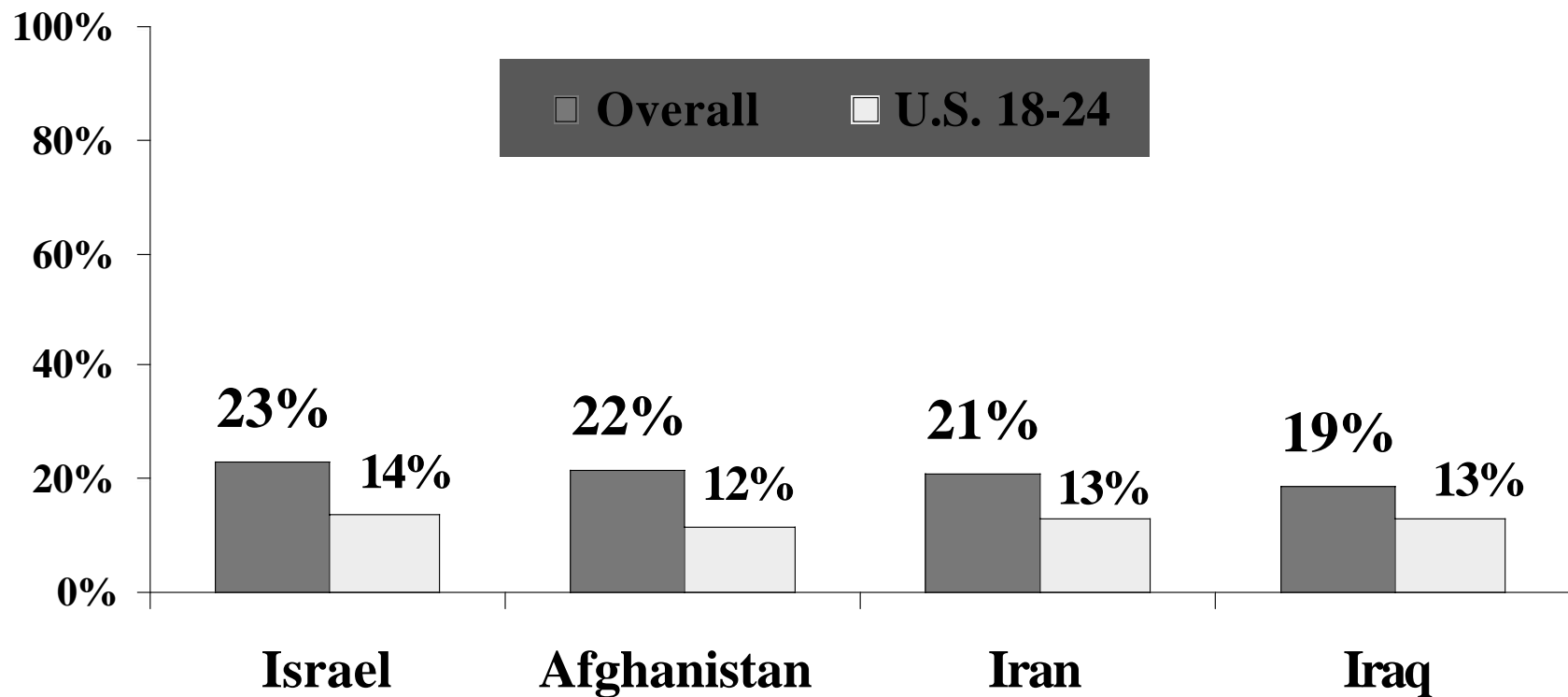
Percentage of young U.S. adults correctly identifying Afghanistan on a world map vs. knowing that last season's "Survivor" island was in the South Pacific



Sample: U.S. 18- to 24-year-olds

World Hotspots

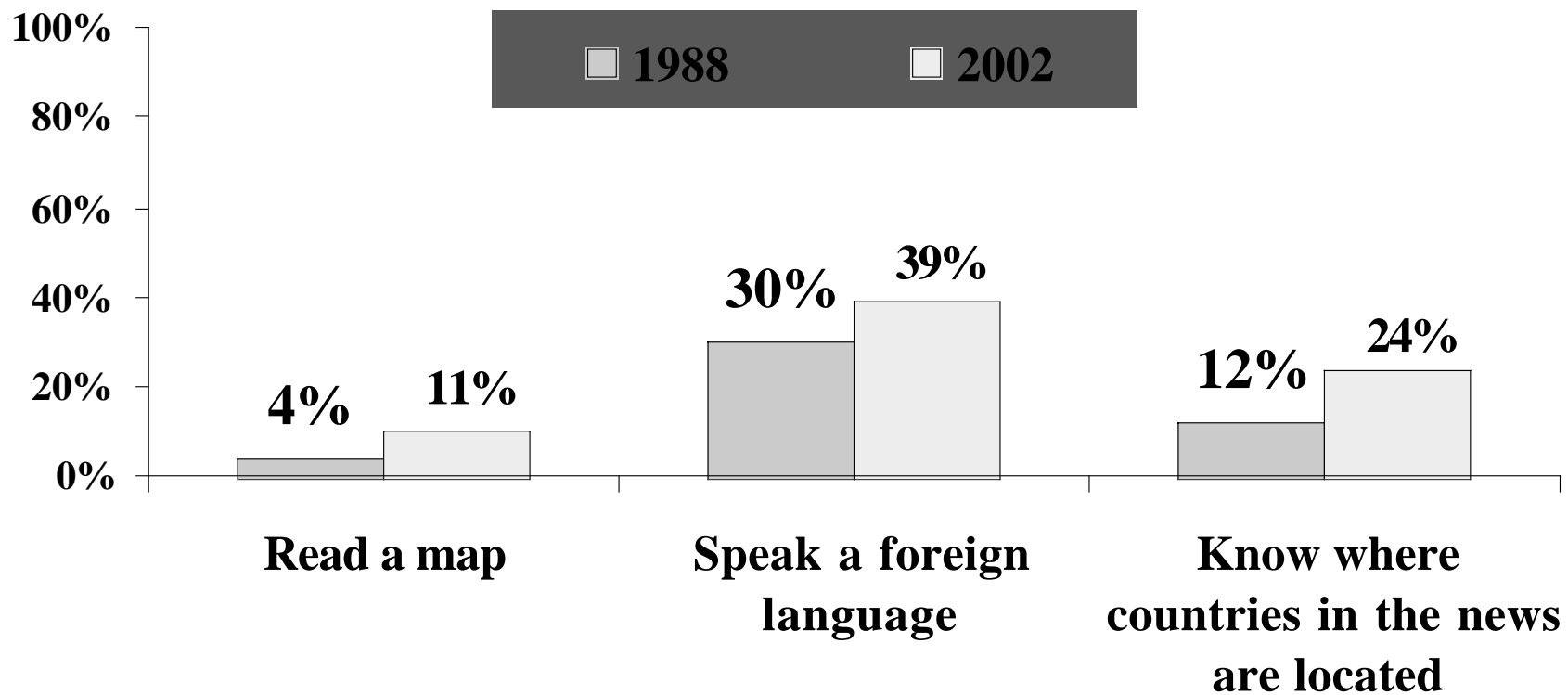
Percentage of young adults correctly identifying ___ on a map of Asia/Middle East



Sample: 18- to 24-year-olds

Importance of Geography Skills

Percentage of young Americans saying the skill is “not too important” in today’s world



Sample: U.S. 18- to 24-year-olds

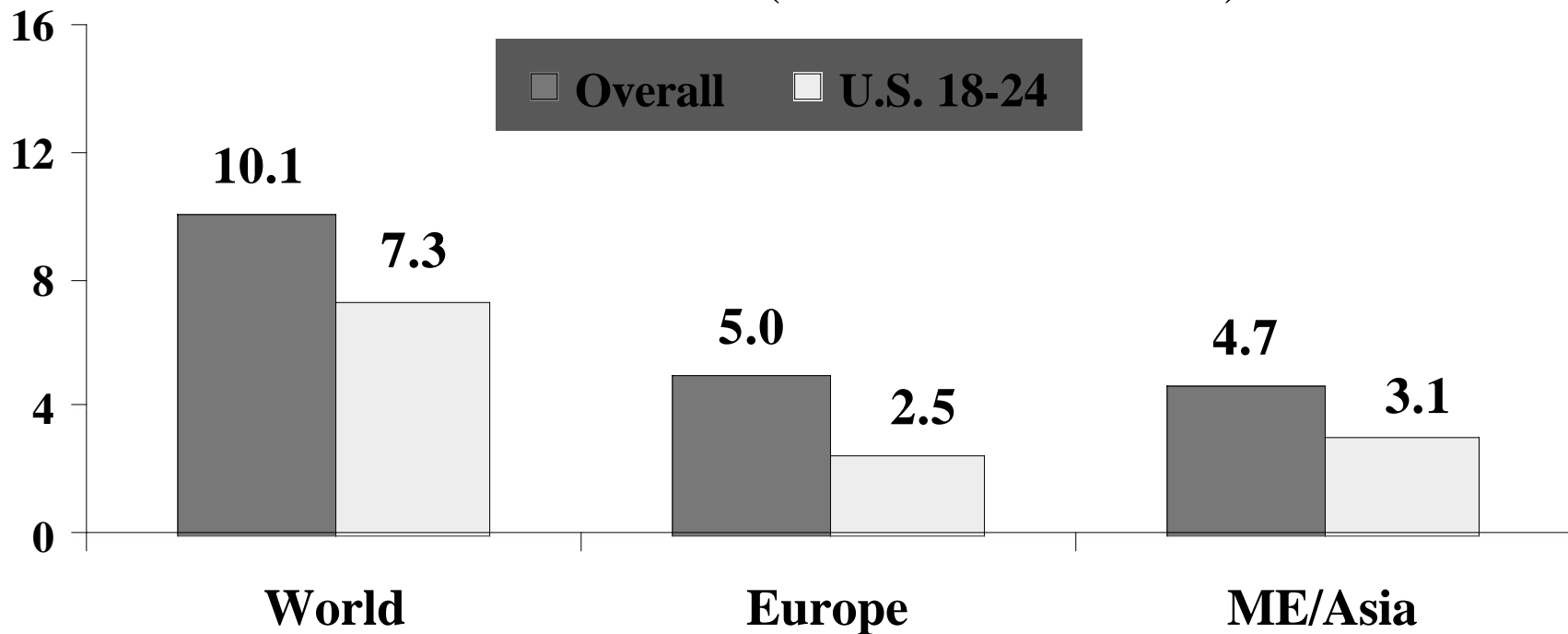
Country Location Skills

- Still, over 80% of young adults worldwide say it is “absolutely necessary” or “important” to:
 - Be able to read maps
 - Know where countries in the news are located
- ...but performance on these skills is poor.

Country Location Skills

Average # of countries correctly identified on maps of:

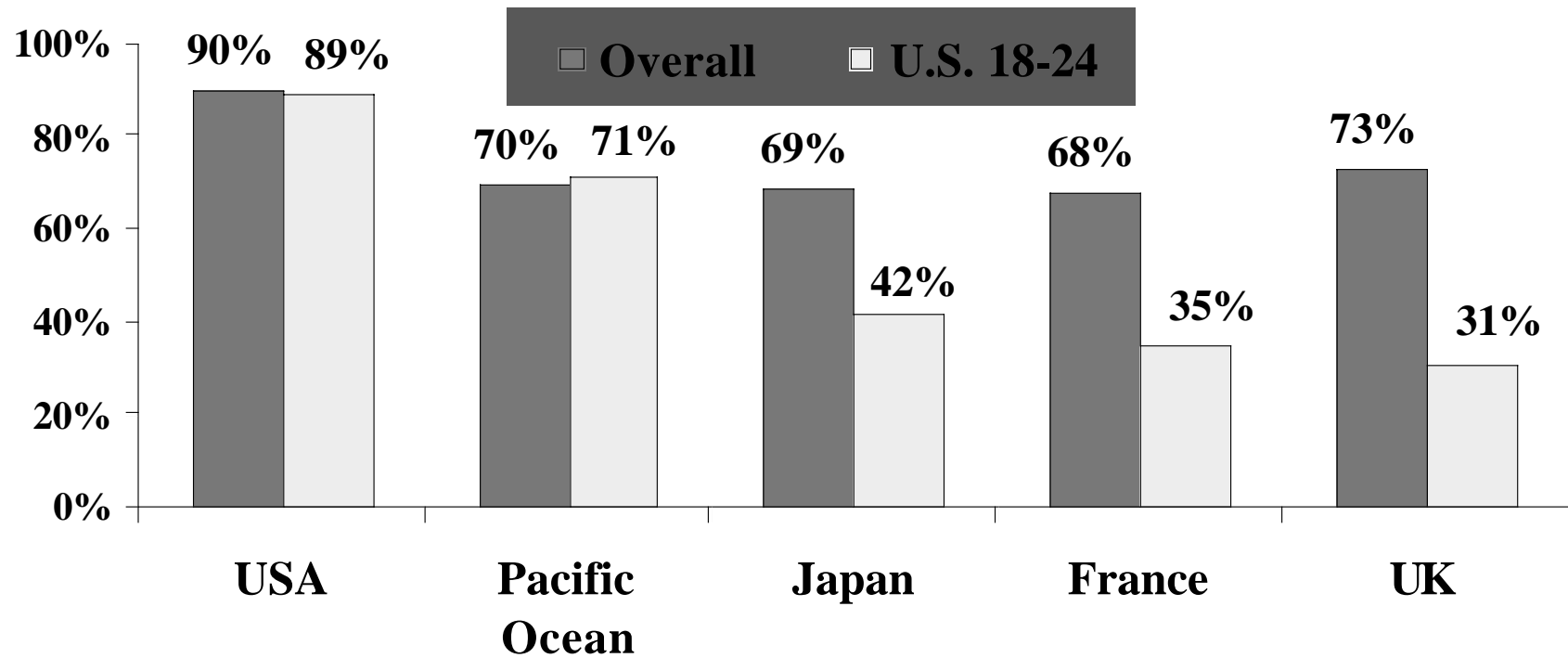
- The world (out of 16 countries)
- Europe (out of 12 countries)
- Middle East/Asia (out of 11 countries)



Sample: 18- to 24-year-olds

Country Location Skills

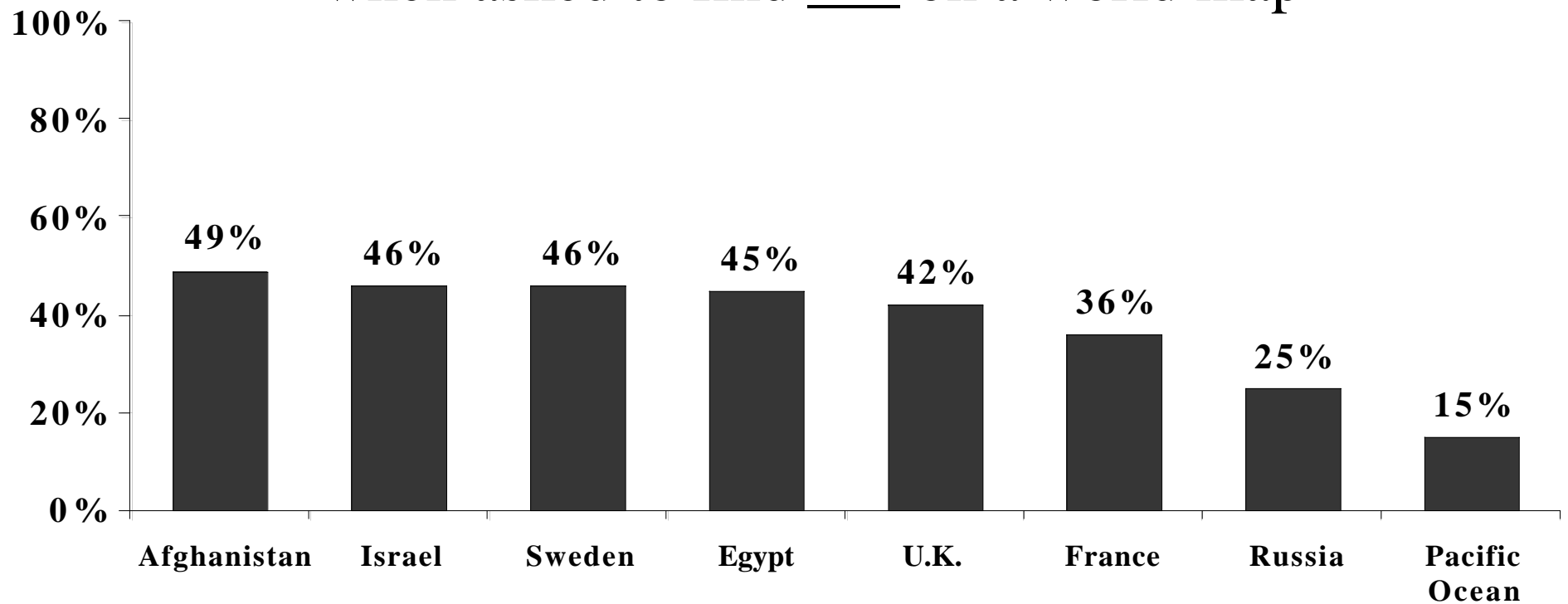
Percentage of young adults correctly identifying ___ on a world map



Sample: 18- to 24-year-olds

Country Location Skills

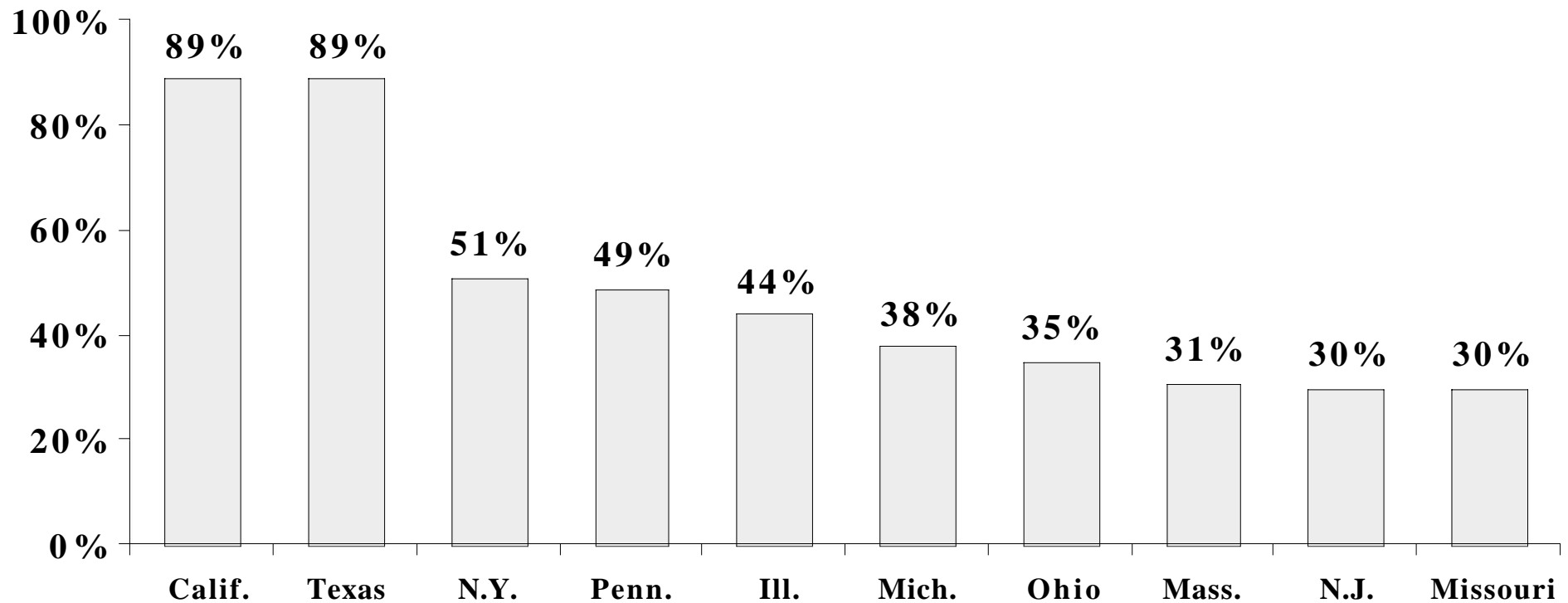
Percentage of young Americans who simply said
“I don’t know,”
when asked to find ___ on a world map



Sample: U.S. 18- to 24-year-olds

State Location Skills

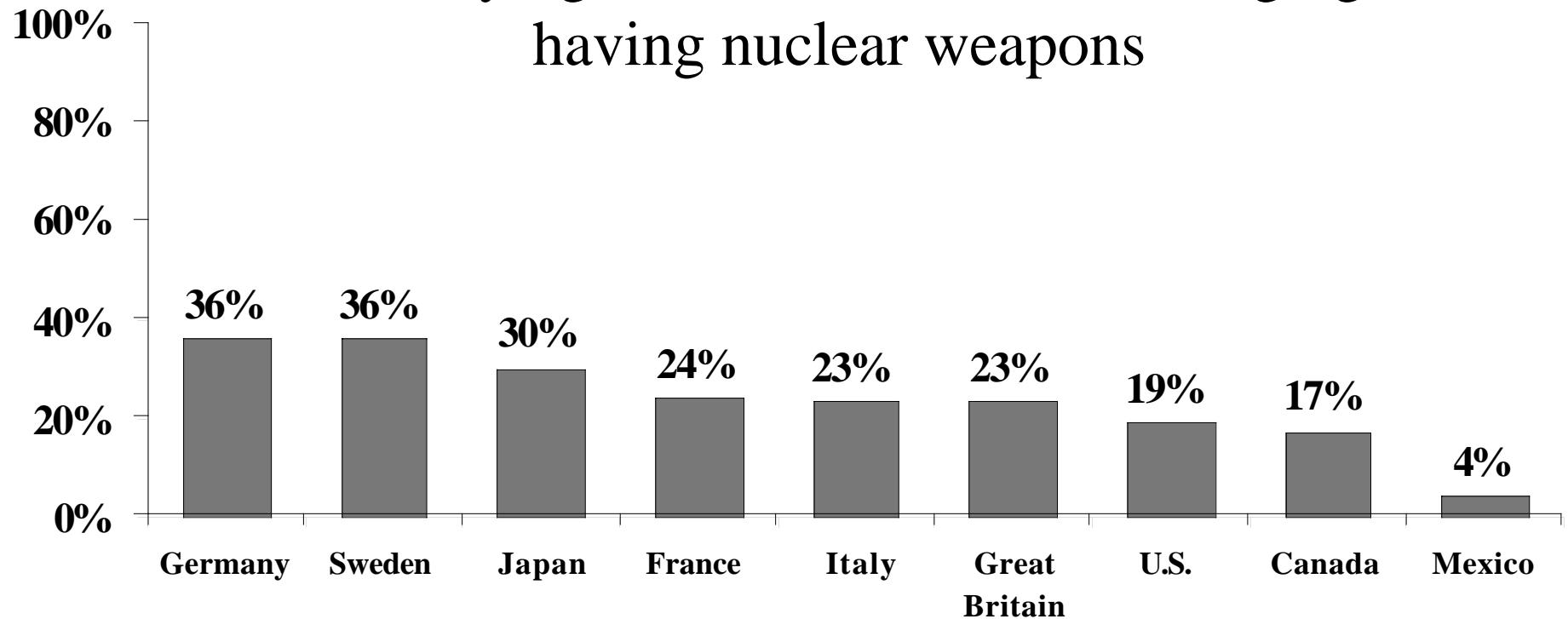
Percentage of young Americans correctly identifying
___ on a map of the United States



Sample: U.S. 18- to 24-year-olds

Nuclear Weapons

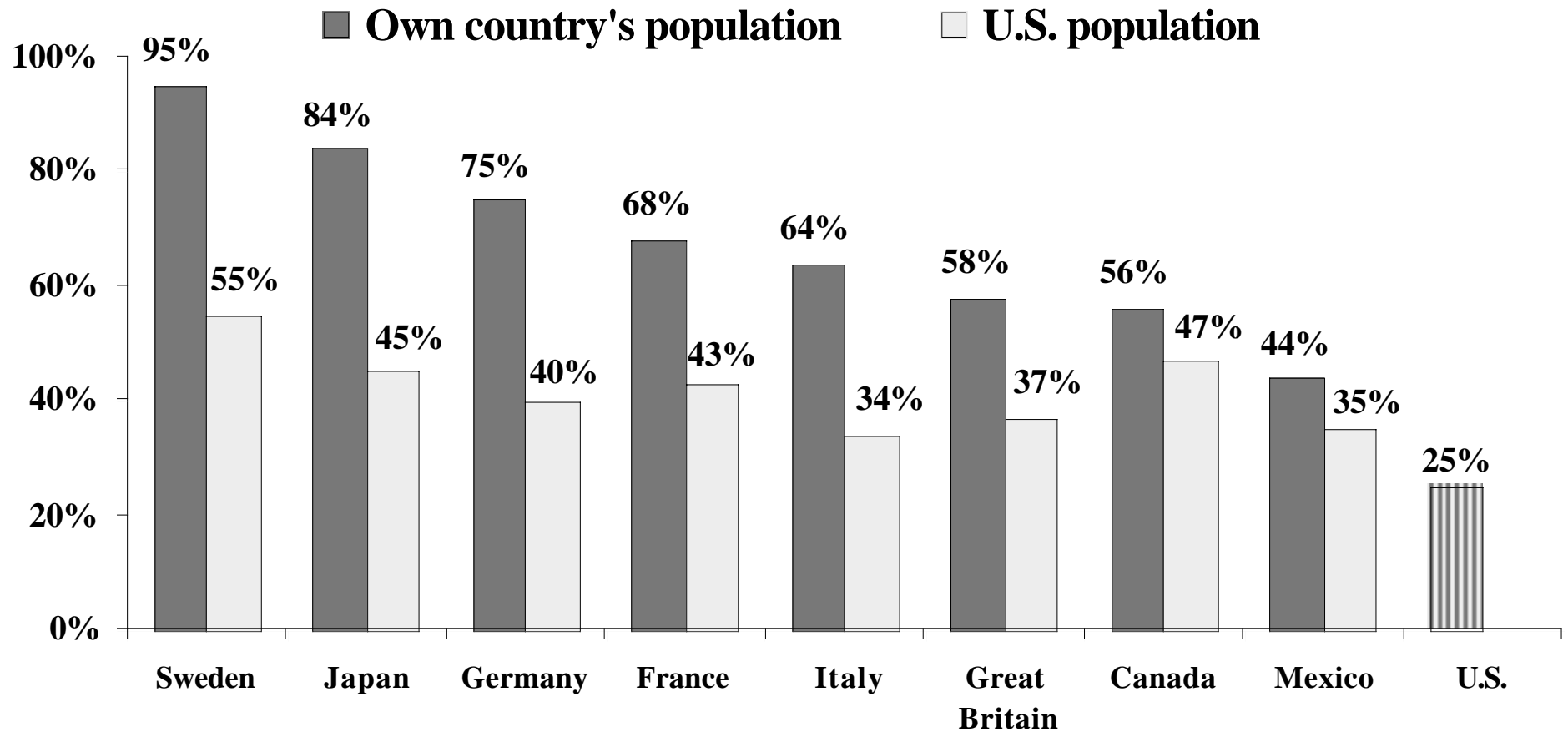
Percentage of young adults correctly identifying four countries acknowledging having nuclear weapons



Sample: 18- to 24-year-olds

U.S. Population

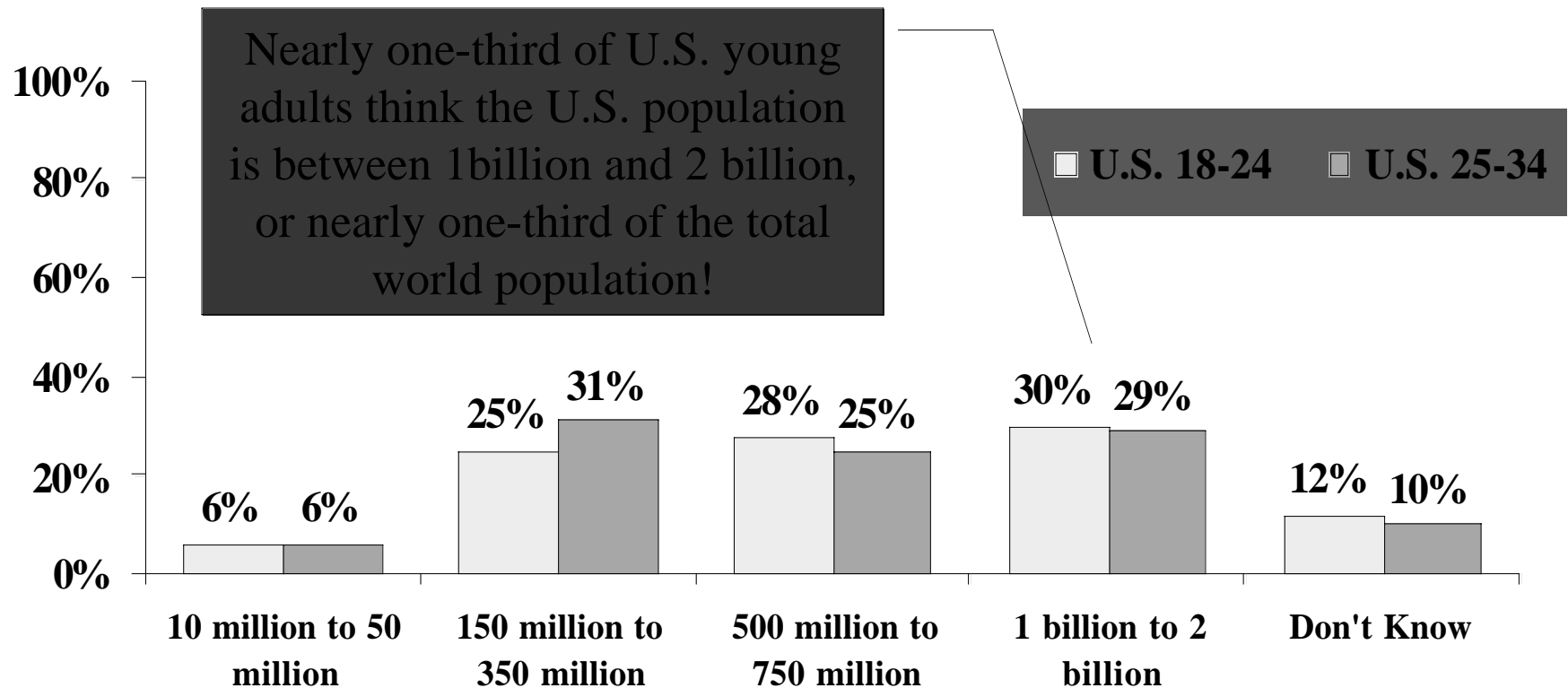
Percentage of young adults correctly identifying...



Sample: 18- to 24-year-olds

U.S. Population

Percentage of young Americans believing the U.S. population falls within the following ranges



Sample: U.S. respondents

Life-Affecting Issues

- Young adults tend to perform better on questions that directly affect their lives.

U.S. young adults score well on:

-Oil supply

-AIDS

-El Niño

Geography Education

- Young U.S. adults who reported taking a geography course in school performed better on the quiz.
- 55% report having taken geography courses (up from 30% in 1988).

Factors Influencing Performance

Factors that seem to influence performance:

- Level of education
- International travel and language skills
 - Internet usage
 - Media usage