

National Geographic — Roper 2002 Global Geographic Literacy Survey

Prepared by RoperASW for:

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I. Introduction

A. Purpose of the Poll

The National Geographic-Roper 2002 Global Geographic Literacy Survey assesses the geographic knowledge of young adults ages 18 to 24 in nine countries including the United States, and 25- to 34-year-olds in the U.S. The research also assesses young adults attitudes towards the importance of geography and how aware they are of geography in the context of current events.

This study was conducted as a follow-up to a groundbreaking study conducted by the National Geographic Society in 1988, which found a poor level of geography knowledge among Americans in general and particularly among young adults (18- to 24-year-olds). The National Geographic--Roper 2002 Global Geographic Literacy Survey was commissioned to assess the current status of basic geography skills among the youngest generation of adults. The results are based on comparisons of geography knowledge among young adults 18- to 24-years-old in Canada, France, Germany, Great Britain, Italy, Japan, Mexico, Sweden, and the U.S., and by comparisons of knowledge among younger Americans to the next older generation (25- to 34-year-olds). Where possible, comparisons to the 1988 results are also made.

B. Geographic Literacy

Broad and integrated geographic knowledge is critical to becoming a global citizen — critical to understanding and succeeding in a world which has increasingly taken on an international perspective in key arenas such as business, cultural diversity, resource use, and environmental protection. Children in every nation will need to possess basic geographic skills, such as locating places and understanding the context of current events, in addition to developing a spatial perspective and learning to use geographic tools, such as maps and computerized geographic information systems. This survey was designed to shed light on the competency of respondents on the most basic components of geographic knowledge and skills: the building blocks of geographic literacy.

C. Methodology

The National Geographic-Roper 2002 Global Geographic Literacy Survey assessed the geographic knowledge of 3,250 young adults in nine countries including the U.S. In total, 2916 interviews with 18- to 24- year old adults were conducted using an in-home, in-person methodology. Interviews were conducted in the following countries: United States, Canada, Mexico, France, Germany, Italy, Sweden, Great Britain, and Japan. A total of 300 interviews were conducted in each country; in the U.S. nearly 500 interviews were conducted with 18-to 24-year-olds and an additional sample of over 300 25-to 34-year-olds.

All interviews were conducted using a representative sample of young adults. Interviews were conducted from mid-May to mid-July 2002.

A full description of the sampling methodology and procedures, copies of the questionnaires used in the study, and detailed results for the map locator questions are provided in the Appendix.

D. About This Report

Throughout this report, the primary respondent group of 18- to 24-year-olds are referred to as young adults, or, in the U.S., as young Americans. The supplementary group of 25- to 34-year-olds (in the U.S. only) are referenced separately.

All differences noted between key subgroups (such as age groups, 1988 and 2002 findings) are significant at the 95% confidence level.

II. Executive Summary

A. Highlights

Overall, knowledge of geography among young adults in the U.S. continues to trail that of young adults in most other countries surveyed, and there is little to no improvement since the 1988 survey. However, young Americans are not alone. Some of their peers outside the U.S. also struggled with basic geography facts, most notably young adults in Mexico, and to a lesser degree those in Canada and Great Britain.

Answering about 70% of questions correctly, young adults in Sweden, Germany and Italy ranked the highest of the nine countries surveyed. They were followed by the French (61%) and Japanese (55%). Respondents in Great Britain answered 50% correctly. Their peers in Canada, the U.S. and Mexico answered fewer than half the questions correctly.

Young adults in America are fairly knowledgeable about geographic issues closer to home that impact their lives — for example, the origin of most immigrants to the U.S. today — but young adults worldwide have a stronger grasp of some issues that are beyond their own borders compared with Americans. Out of 56 questions that were asked across all countries surveyed, on average, young Americans answer 23 questions correctly. Even on those questions where American young adults answered correctly, they still were ranked in the bottom third or below the half-way mark.

B. Noteworthy Results

- Young Americans show weak performance with regard to the Middle East and Asia. Despite the countries' almost daily presence in the news and the potential impact of current conflicts on everyone's lives, only one in seven can find Iraq (13%) or Iran (13%) on a map of Middle East/Asia. On average, fewer than one-fifth of all young adults worldwide could identify Iraq on a Middle East/Asia map.
- Worldwide, young adults' performance in locating Israel was very weak across the board. In no country could even half of young adults surveyed locate Israel on a Middle East/Asia map; on average, fewer than one-fourth of respondents could locate it, including only 14% of young Americans.
- By contrast, more young Americans (34%) could determine that the island used for the last season of the television show *Survivor* is in the South Pacific.

- While the majority of young Americans (58%) knew that the Taliban and al Qaeda are based in Afghanistan, they were the least likely of all young adults surveyed to get this question correct. Moreover, just 17% could find Afghanistan on a world map.
- A majority of young Americans grossly overstated the U.S. population. In fact, close to one-third (30%) said that the U.S. has 1 to 2 billion people, or roughly one-third of the world's population. Only one-fourth of American young adults (25%) correctly identified the U.S. population as falling within the range of 150 to 350 million. Respondents in all other countries were better able to identify the U.S. population than are young Americans.
- Young adults around the world showed only limited knowledge of geography in the context of some nuclear weapons issues. Overall, just 23% of young adults surveyed could name four countries that officially acknowledge having nuclear weapons.
- A sizable minority of young adults in France (24%) did not name their own country as officially acknowledging that it possesses nuclear weapons.
- Young adults worldwide are not well informed about global population issues, which affect, among other things, global food and energy consumption. With the exception of Sweden, only four in ten or fewer young adults in all countries surveyed correctly named China and India as the countries with more than one billion people.
- On average, young adults in other countries in the study were better able to locate other European countries than American young adults are to locate U.S. states.

C. What Young Adults Know (and Don't Know) About Geography

The experience of taking a geography course positively correlates to increased scores on the survey. To the extent it was measured, those who reported taking geography classes worldwide tended to perform better on the poll.

- The proportion of young Americans who reported having taken a geography course in school has increased significantly since 1988 (from 30% to 55%). To a lesser extent, those in the older group showed an increase as well (58%, up seven points).
- Overall, Americans who had taken a geography course tended to perform better on the country identification section of the quiz than those who had not. On average, they were able to identify more countries on maps of Europe and the world, and better identify states in the U.S.

Young adults outside the U.S. correctly identified their country's population, while many young Americans seemed to have an exaggerated image of America's size.

- Most nations had a clear sense of the size of their country's population in relation to the rest of the world. In all countries except the U.S. and Mexico, a majority of respondents — in some cases a large majority — could identify their country's population. Further, young adults outside the U.S. knew the size of the U.S. population better than did young Americans.
- A majority of young Americans grossly overstated the U.S. population. In fact, close to one-third (30%) said that the U.S. has 1 to 2 billion people, or roughly one-third of the world's population. Only one-fourth of American young adults (25%) correctly identified the U.S. population as falling within the range of 150 to 350 million; this is a seven-point drop from the 1988 study.

On a positive note, young Americans did seem more geographically literate on current events that occur near or in the U.S. or that affect U.S. life.

- A large majority of U.S. young adults (72%) knew that Africa has the highest percentage of its population affected by HIV/AIDS. This may be explained in part by the wide coverage of the AIDS crisis on youth-oriented media.
- More than six in ten (62%) knew that Christianity is the religion with the largest number of followers worldwide. International performance on this question was also strong; in fact, a large majority of young adults in Mexico (92%), Italy (73%), and Canada (62%) also answered correctly.
- A majority of U.S. young adults (57%) knew that today, more immigrants to the U.S. come from Mexico than from any other part of the world.
- Although only a minority answered the question correctly, young Americans were more likely than were those in other countries to know that El Niño is the phenomenon of drastic changes in ocean temperature that causes weather changes around the world (48% vs. an average of 38% for the other countries studied). Countries closer to the origins of the El Niño phenomenon (the Pacific Ocean), such as Japan and Canada, were also more likely to answer the question correctly.

Young adults in most countries had fairly strong navigational skills, including young Americans, whose performance has improved since 1988.

- When asked to identify the western-most city on a hypothetical map, seven in ten young Americans (70%) answered correctly — up 12 points from 1988.

- Similarly, nearly three-fourths of American young adults (73%) could identify the direction needed to travel between two hypothetical cities, on par with most other countries.

Although they appear to have fairly strong practical skills, those surveyed showed a general lack of world context. Young adults worldwide had trouble identifying locations and answering some basic questions about world events.

- While more than eight in ten 18- to 24-year-olds in the U.S. (81%) knew that the Middle East is the largest oil exporter, only 24% could find Saudi Arabia on a map of the Middle East/Asia.
- While the majority of young Americans (58%) knew that the Taliban and al Qaeda are based in Afghanistan, they were the least likely of all young adults surveyed to get this question correct. Moreover, just 17% could find Afghanistan on a world map.
- Young adults around the world showed only limited knowledge of geography in the context of some nuclear weapons issues. Overall, just 23% of young adults surveyed could name four countries that officially acknowledge having nuclear weapons. In addition, despite the potentially serious nuclear consequences of the conflict over Kashmir, 64% of young Americans did not know that India and Pakistan are the two countries clashing over that region.
- Young adults worldwide were not well informed about global population issues, which affect, among other things, global food and energy consumption. With the exception of Sweden, only four in ten or fewer young adults in all countries surveyed correctly named China and India as the countries with more than one billion people.

Young adults in the U.S. showed relatively little ability to find places on maps of Europe, Middle East/Asia, or the world — or even the United States. Although performance was generally better in other countries, it was not overwhelmingly strong.

- When asked to identify 12 countries on a map of Europe, the average young American could locate only about 3, compared to their counterparts in the other countries surveyed, who could locate an average of 5. Only one European country — Italy, with its geographically distinct boot — was correctly spotted by a majority of young Americans (64%). Just 37% could find England, despite the fact that Great Britain is the United States' closest political ally.

- Young Americans also showed weak performance with regard to the Middle East and Asia. Despite the countries' almost daily presence in the news and the potential impact of current conflicts on everyone's lives, only one in seven could find Iraq (13%) or Iran (13%) on a map of the Middle East/Asia.
- However, this was not entirely a U.S. phenomenon. Young adults' performance in locating Israel was very weak across the board. In no country could even half of young adults surveyed locate Israel on a map of the Middle East/Asia; on average, fewer than one-fourth of respondents could locate it, including only 14% of young Americans. Respondents did nearly as poorly in locating other hotspots, including Afghanistan, Iran, and Iraq.
- By contrast, more young Americans could determine that the island used for the latest season of the television show *Survivor* (34%) is in the South Pacific.
- On a world map, young Americans could find an average of about seven countries of 16 on the quiz. By contrast, young Swedes could find nearly 13 of 16, and Germans and Italians averaged 12 each. In fact, whereas only 16% of Americans could find Sweden, 93% of Swedes could find the United States.
- However, map skills were not particularly strong among young adults worldwide. Only young adults in Sweden, Germany, and Italy correctly identified at least 75% of the locations on the world map portion of the quiz. Despite sharing a 355 mile border with the Netherlands, however, 30% of Germans couldn't identify it on a map of Europe. A sizable proportion could not find the world's largest body of water, the Pacific Ocean — even in countries that border it. In Japan and Canada, nearly one-fifth (16% and 17%, respectively) could not locate the Pacific; in the U.S., nearly three in ten (29%) could not find it.
- At home, young Americans' performance was only slightly better than their worldwide performance. Of ten U.S. states asked about on the quiz, only two — California (89%) and Texas (89%) — were correctly identified by a large majority. Just half could find New York (51%), one of the nation's most populous states, and Pennsylvania (49%); only one-third (30%) could locate New Jersey.
- On average, young adults in other countries in the study were better able to locate other European countries than American young adults were to locate U.S. states.

D. Factors Influencing Performance

The age and gender of respondents were factors that influenced their performance on the survey. In addition, the following, perhaps interrelated, factors also influenced the performance of respondents: educational experience, international travel and language skills, Internet use, and media use.

1. Education

Respondents who completed more school and those who reported taking a geography course in school did somewhat better on the survey than those who did not.

- Those who had taken a geography course generally performed better than those who had not, particularly on country identification. In the U.S., for example, adults age 18 to 24 who had taken a formal geography course averaged 7.9 correct responses on the world map, of a possible 16. Those who had not taken a course averaged significantly fewer (6.7).
- In nearly all countries, respondents with higher levels of education tended to perform better on the quiz. Among young adults in the U.S., those with at least some college education averaged 30 of 56 correct responses on the quiz, compared to just 21 for those with less education. Similar differences were noticeable in those countries with sample sizes large enough to compare levels of education (i.e., Sweden, Mexico, Japan, Canada, France, and Great Britain).

2. International Travel and Language Skills

Respondents who travel internationally and/or speak more than one language did better on the survey.

- Countries that performed well on the quiz, such as Sweden, Germany and Italy, have a high incidence of international travel and multilingual abilities. Foreign travel is the norm in many other countries, particularly Europe, where countries are smaller and closer together and where vacation time is considerably longer for most people than it is in the U.S. In Sweden, for example, 89% of young adults speak more than one language, and 92% have traveled outside of their home country in the past three years. By comparison, just one-third (36%) of U.S. young adults reported speaking two or more languages and only 21% reported traveling outside the U.S. in the past three years.

- In the U.S., those respondents who had traveled outside the country in the past three years performed better than those who had not (average score of 31 vs. 22).

3. Internet Usage

Internet use is linked to strong performance on the survey.

- Internet use also appears to be linked to strong performance in the U.S. (average of 28 correct answers vs. 17 for non-Web-using respondents). The same is true in nearly all countries studied.

4. Media Usage

With a few exceptions, countries where young adults had a well-rounded diet of media sources generally performed better on the survey. Young people internationally reported making more varied use of media to keep up with current events than did those in the U.S.

- In top-performing countries such as Sweden and Germany, young people consumed international news through multiple sources. Although television was the predominant source for news among respondents in all countries, respondents in these nations reported using newspapers, radio, magazines, and the Internet to keep up with world current events far more frequently than did Americans.
- Like their international counterparts, eight in ten young Americans (82%) reported that they keep up with current events around the world by watching television — either network (50%) and/or cable (43%). However, just 38% get world news from newspapers, 13% from the radio, and 10% from magazines, compared to an average of 53%, 35%, and 23%, respectively, in other countries surveyed.
- Despite the prominence of the Internet, American young adults do not turn to their desktops for world news as much as their counterparts in other countries do. Just 11% of young adults in the U.S. reported using the Internet to keep up with current events around the world, compared to 25% in other countries studied.

5. Age (U.S. Only)

On some questions, young Americans age 18 to 24 performed more poorly than did their slightly older counterparts, 25- to 34-year-olds.

- Two-thirds (67%) of young Americans knew that Cuba is the only Communist country in the Western Hemisphere, compared to three-fourths (75%) of the older group.

- Similarly, roughly one-third (36%) correctly named India and Pakistan as the countries clashing over the Kashmir, versus nearly half (47%) of older (25- to 34-year-old) Americans.
- Younger Americans were also less likely than older Americans to know:
 - ◆ The U.S. population (25% vs. 31%)
 - ◆ That the EU endorses the Euro (44% vs. 52%)
 - ◆ What El Niño is (48% vs. 59%)
 - ◆ Where Israel (21% vs. 29%) and Afghanistan (17% vs. 23%) are on a world map

6. Gender

In all countries except France, men tended to answer more questions correctly than women. Across all nine countries surveyed male respondents answered an average of 29.2 questions correctly, while females answered 25.8 correctly.

III. Detailed Findings

In all countries, participants were asked about the importance of geographic skills and other basic skills in today's society. In the U.S., respondents were also asked to evaluate their own skills in academic areas in relation to other Americans, and Americans' skills compared to the rest of the world. Following this attitude assessment, respondents were asked a series of quiz-type questions about geography and world issues. The quiz was made up primarily of geographic knowledge related to current events, navigational skills, and country identification skills. Those in the U.S. were asked a few additional questions relating specifically to American life.

A. Attitudes Toward Geography

1. Importance of Basic Geographic Skills

In general, young adults in the U.S. believed that geographic skills are important, but not essential, in today's world. Nearly nine in ten respondents (88%) said that map-reading is absolutely necessary or important. This ranks map reading on par with knowledge of personal computers (93%) and calculator use (90%). Those in the 25-to-34-year-old group also found map-reading a key skill, with 90% rating map-reading as at least important.

Notably, however, the proportion of young Americans deeming map-reading absolutely necessary decreased significantly from 1988 (from 74% to 43% among 18-to 24-year-olds.)

Although a majority of young Americans (75%) also believed that it is at least important to know where countries in the news are located, this knowledge was considered less important than map-reading. Additionally, the proportion who rated it as absolutely necessary has dropped by ten points since 1988 (from 35% to 25%).

Importance of Skills/Abilities in Today s World Absolutely Necessary Responses

	U.S.					
	18-24			25-34		
	1988 %	2002 %	Change %	1988 %	2002 %	Change %
Read a map	74	43	-31	66	51	-15
Know where countries in news are located	35	25	-10	36	28	-8
Speak foreign language	16	17	+1	11	13	+2
Use a PC	49	49	0	45	52	+7
Use a calculator	57	41	-16	55	44	-11
Write a business letter	66	32	-34	63	41	-22

Young Americans, in general, placed more value on map-reading skills than did young adults in other countries; in fact, they were more likely than are young adults in Italy, Great Britain, and Japan to say that map-reading skills are absolutely necessary. However, Americans did not place a significantly higher value on knowing where countries in the news are located. In all countries studied, a majority felt that it is at least important to know where countries are.

Unlike young adults in most other countries, young adults in the U.S. did not believe that it is necessary to know a foreign language in today's world (just 17% said absolutely necessary). In fact, young adults in the three primarily English-speaking countries — the U.S., Canada, and Great Britain — were the least likely to believe that foreign language skills are essential. This is not surprising, given the worldwide prevalence of the English language.

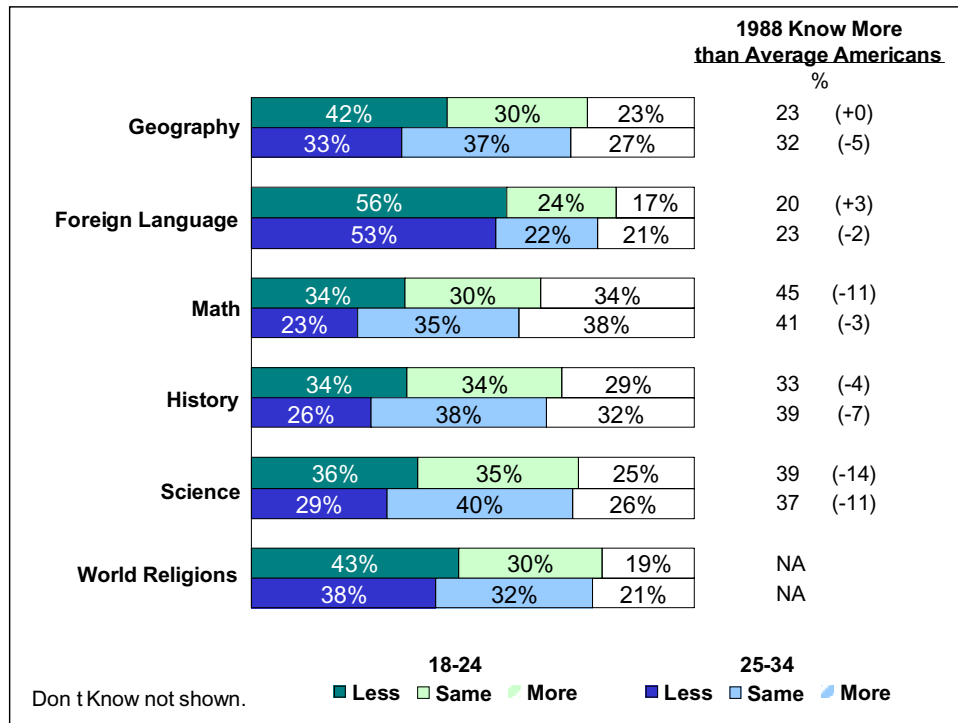
Importance of Geography/Cultural Skills in Today's World

	U.S. %	Canada %	France %	Germany %	Great Britain %	Italy %	Japan %	Mexico %	Sweden %
Read a map									
Necessary/ Important (net)*	88	86	87	76	75	77	74	83	82
Necessary	43	43	42	36	22	25	25	47	37
Important	46	44	45	40	54	52	50	36	46
Know where countries in news are located									
Necessary/ Important (net)*	75	75	91	77	70	94	85	87	76
Necessary	25	21	35	25	15	47	28	56	27
Important	50	54	56	52	56	47	58	31	49
Speak a foreign language									
Necessary/ Important (net)*	60	75	94	93	52	99	85	96	93
Necessary	17	26	45	54	13	84	40	77	60
Important	43	49	50	39	40	15	46	19	33
* Percentages may not add to nets because of rounding.									

2. Assessment of Skills

Young adults in the U.S. were fairly confident about their own geography skills in relation to their peers. More than half (53%) said that they know the same (30%) or more (23%) about geography than the average American. This is on par with 1988 findings (23% said they knew more).

**Self-Assessment of Skills Compared to Other Americans
U.S. Only**

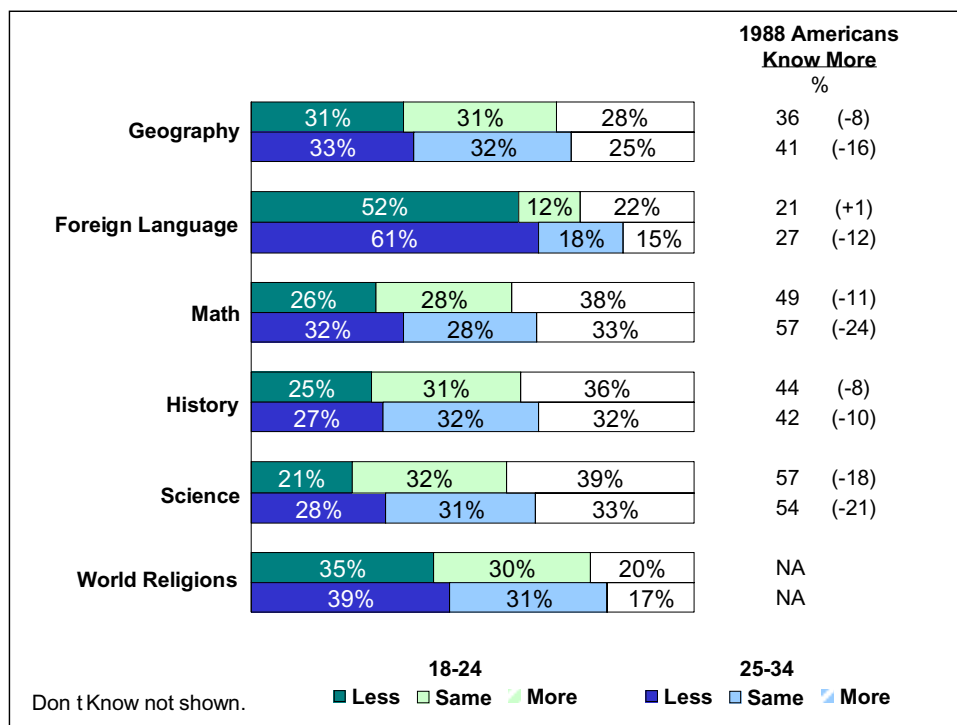


Similarly, a majority of young adults in the U.S. (59%) believe that Americans, in general, know the same amount of geography (31%) or more (28%) compared with people in other countries. Young adults in the U.S. are also fairly confident about Americans' knowledge in science versus the knowledge level of other nations (39% said that Americans know more), math (38%), and history (36%).

However, American young adults' confidence appears to be slipping. In fact, in many subjects, the proportion who said that Americans know more has fallen since 1988 — in science (down 18 points), math (down 11 points), history (down 8 points), and geography (down 8 points.)

Nevertheless, nearly three in ten young Americans (28%) did say that Americans have more geography knowledge than do those in other countries. Unfortunately, as we will see in the next section, this is not borne out in their actual performance on the quiz.

Assessment of Americans Skills U.S. Only



B. Overall Quiz Performance

Respondents in all countries were administered a geography quiz testing knowledge of current events, international issues, map-reading skills, and world geography. Those in the

U.S. received a slightly longer quiz; however, 56 questions were common to all countries studied.

Based on the number of correct responses (out of 56 possible), each respondent was assigned a letter grade for the quiz analogous to the grading system common to U.S. schools:

Grade	# Correct
A	42 to 56
B	34 to 41
C	27 to 33
D	19 to 26
F	0 to 18

Overall, Sweden, Germany, and Italy topped the rankings, averaging 40, 38, and 38 correct answers, respectively. However, even young adults in these countries averaged only a grade of B on the quiz. (Sweden and Germany performed strongly in the 1988 study. Italy, however, has improved significantly since 1988, when it ranked third from the bottom.)

The U.S. ranked second to last of the nine countries studied, with an average of 23 correct answers (or 41%) to 56 questions. This equates to a grade of D on the quiz. Mexico ranked lowest, with an average of 21 correct.

Interestingly, the other primarily English-speaking countries in the study, Great Britain (28) and Canada (27), performed only slightly better than the U.S.

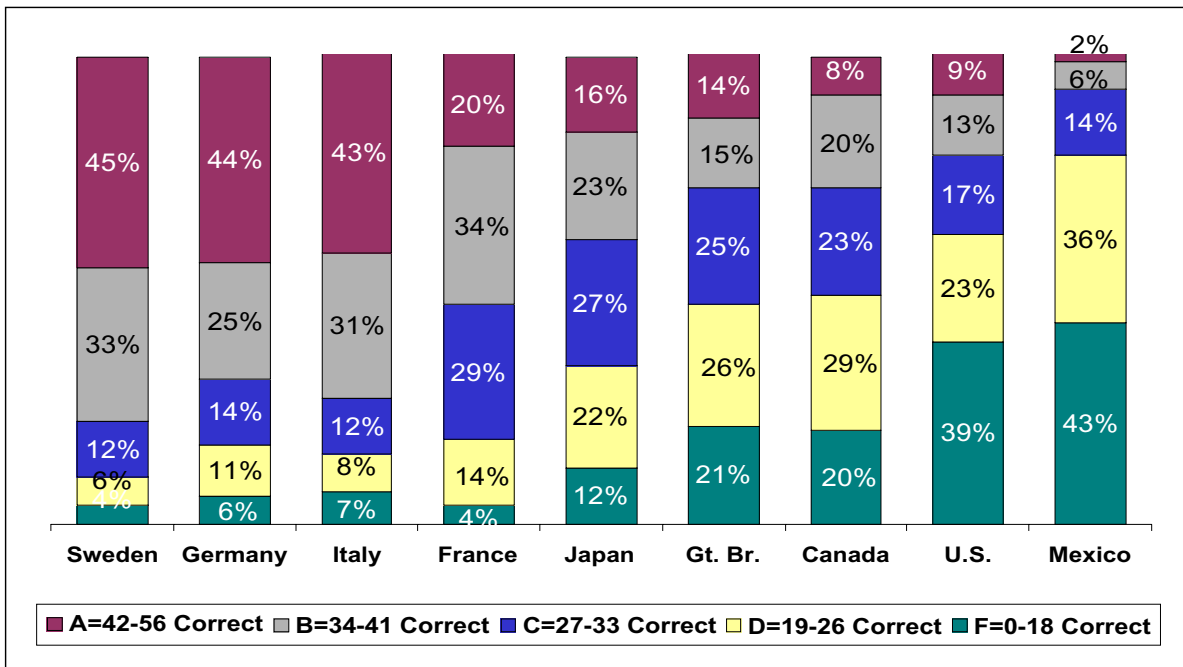
Overall Quiz Performance ***Average Number of Correct Answers***

Number Correct (Possible 56)

Sweden	40
Germany	38
Italy	38
France	34
Japan	31
Great Britain	28
Canada	27
U.S.	23
Mexico	21

As shown on the chart below, while each country was assigned an average grade, grades ranged from A-F within each nation. In Mexico, for example, 43% of 18-24-year-olds failed the quiz, and only 2% received an A grade. In Sweden, by contrast, 45% of respondents received an A and only 4% got an F.

Overall Quiz Performance Average Number of Correct Answers



Overall, in addition to age and gender, several possibly interrelated factors seemed to affect quiz performance: level of education, international travel, Internet use, and ability to speak a foreign language. In some cases, those who had taken a geography course performed better than those who had not, particularly in the country location questions among young Americans.

C. Map Skills

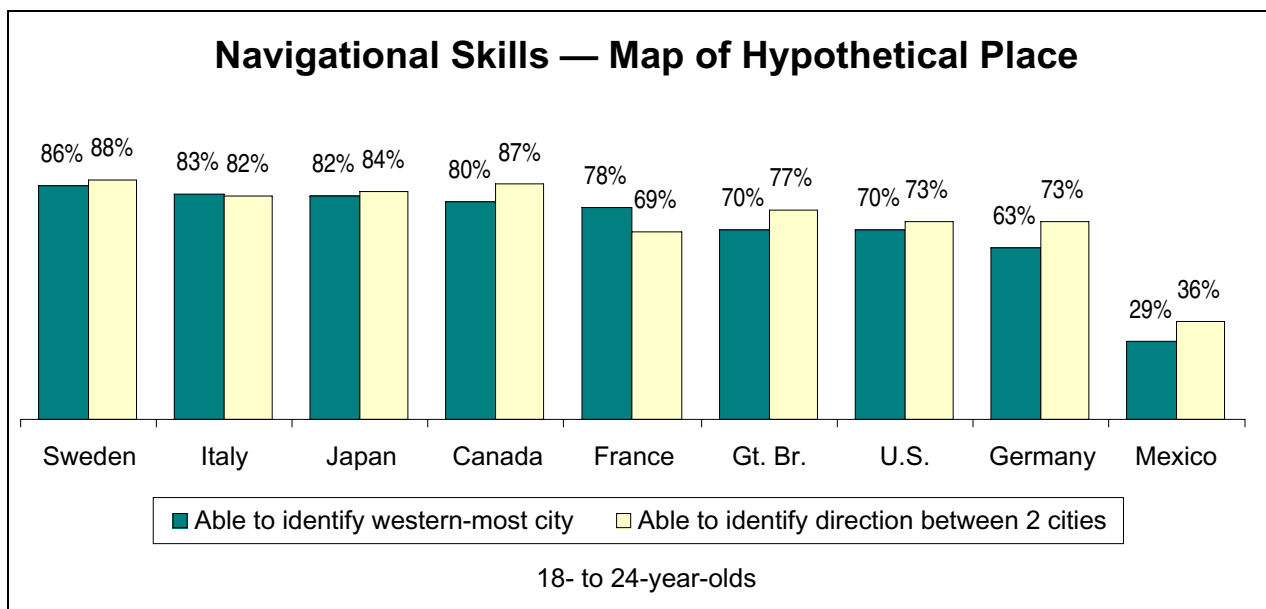
1. Navigational Skills

In general, young adults in most countries performed well on the navigational skills questions. A large majority of young adults in the U.S. could read maps of hypothetical places. When asked to name the western-most city on a map of a hypothetical place, seven in ten young Americans were able to do so; this represents a 12-point increase from the 1988 study. Similarly, 73% correctly identified the direction needed to travel between two points on a map of a hypothetical place; this is on par with 1988.

Navigational Skills Change in U.S. Performance

	U.S. Only					
	18-24			25-34		
	1988 %	2002 %	Change %	1988 %	2002 %	Change %
Identify western-most city on a map of a hypothetical place	58	70	+12	69	65	-4
Identify direction needed to travel between 2 cities	70	73	+3	76	70	-6

- Of note, Mexico ranked last on both items, with only 29% able to name the western-most city and 36% able to identify the direction to travel. Because Mexico is a developing country and the study was conducted there in major cities only, performance on this question was likely influenced by the fact that many young adults in Mexico do not drive a car. According to data from Roper Reports Worldwide, just 20% of young adults in major cities in Mexico drive a car. This may limit their exposure to practical navigational skills.



2. Country Identification

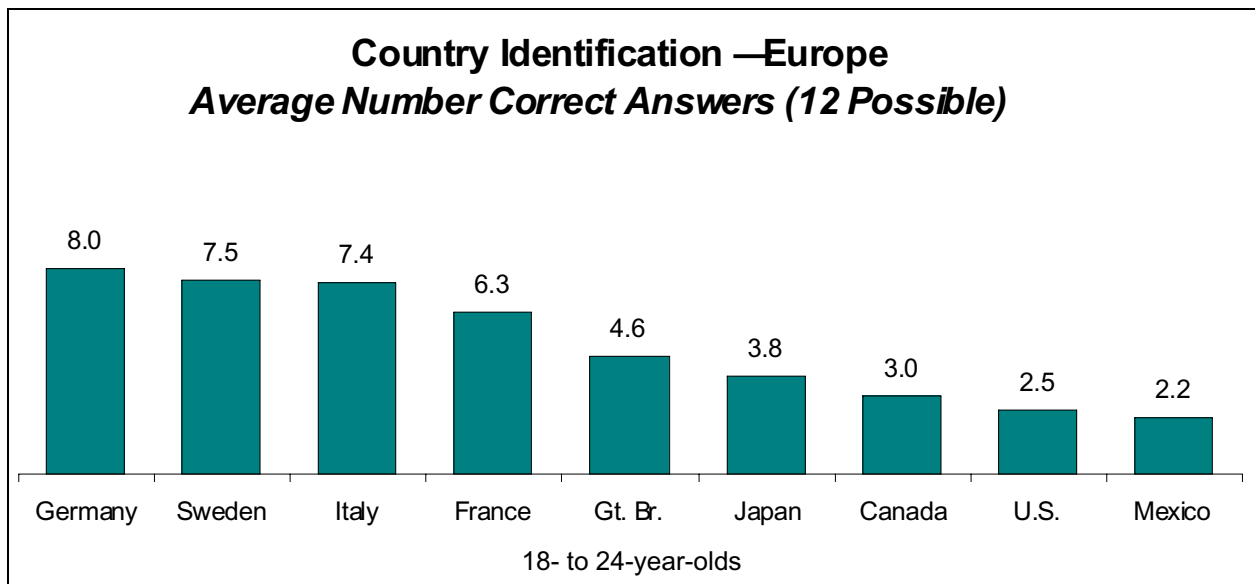
Respondents in all countries were shown three international outline maps (Europe, Middle East/Asia, and a world map) and were asked to locate specific countries on each map. American respondents were also shown a U.S. map and asked to find specific states. In the 2002 study, a map of Middle East/Asia was used instead of the South America map used in 1988 and the questions associated with the world map were slightly modified; therefore, comparisons to 1988 results are made for the maps of Europe and the U.S. only.

Overall, young Americans performed more poorly than did young adults in other countries on this section of the quiz; in fact, they ranked second to last or last on every international map. Further, English-speaking countries overall tended to rank in the bottom third. Those Americans who had taken a geography course or had at least some college education showed stronger results than did those who had no geography coursework or less education overall.

a) Europe Map

Whereas American young adults did relatively well in reading maps of hypothetical places, a serious weakness emerged when young Americans were presented with maps of the real world and asked to identify various numbered countries. On a map of Europe, the average American 18- to 24-year-old could name just two to three countries out of 12. Only one country, Italy, was identified by a majority of young Americans (64%). Fewer than half could identify England (37%), France (40%), or Spain (44%). This performance is similar to the 1988 study, when the average among this age group was about three out of 12 countries correct.

Not surprisingly, European nations ranked highest on this particular map, with Germany averaging eight countries out of 12, and Sweden and Italy averaging seven to eight. Great Britain, however, was notably weaker, with an average of just four to five correct answers.



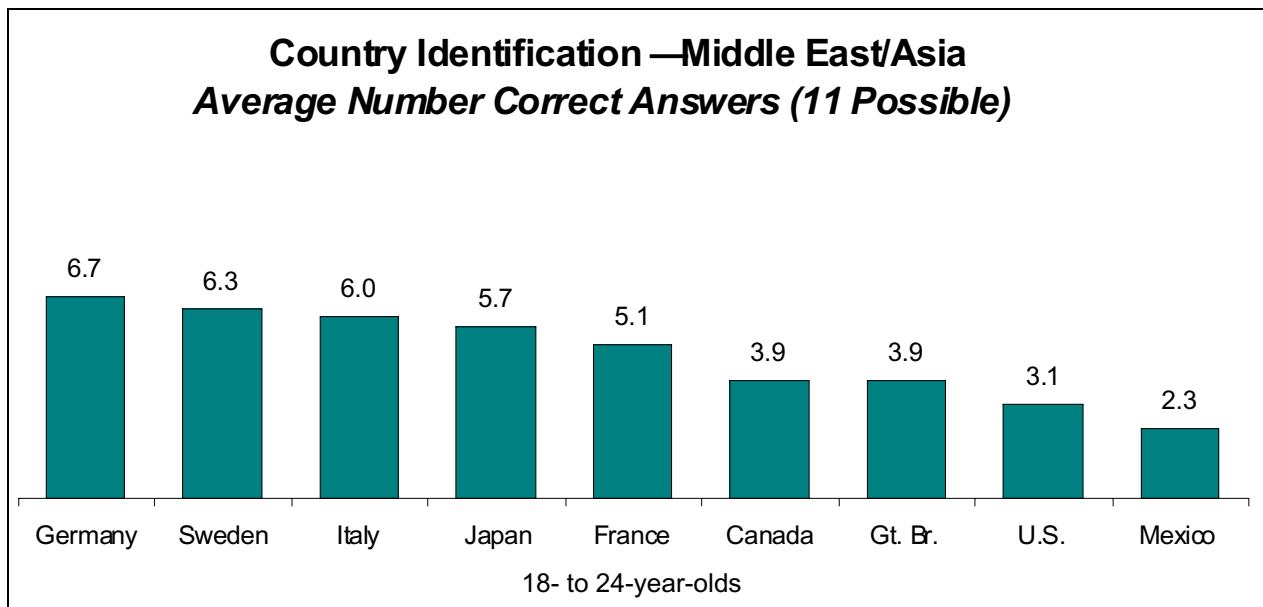
- Countries on European map quiz**
- | | |
|----------------|-------------|
| Bulgaria | Hungary |
| Croatia | Italy |
| Czech Republic | Netherlands |
| England | Poland |
| France | Romania |
| Greece | Spain |
- For full results, see the Appendix.

b) Middle East/Asia Map

U.S. young adults also fell short of their counterparts in most other nations surveyed when identifying countries on a map of the Middle East/Asia. On average, young Americans correctly found three of eleven countries on this map. A majority could find China (63%) and Russia (61%), both large land masses, but only a small minority could locate countries frequently in the news, such as Iran (13%), Iraq (13%), and Afghanistan (12%).

Americans in the older group (aged 25 to 34) did not perform significantly better, averaging three to four correct answers.

Although they by no means aced the Middle East/Asia section of the survey, young people in most other countries studied performed notably better than their U.S. peers. Young Germans averaged about seven countries correct, and Swedes averaged six. Only Mexicans (about two correct) ranked below young Americans. Once again, the other predominantly English-speaking countries, Great Britain and Canada (four each), join the U.S. at the bottom of the rankings.



Countries on Middle East/Asia map quiz

Afghanistan	Iran	Pakistan
China	Iraq	Russia
India	Israel	Saudi Arabia
Indonesia	Japan	

For full results, see the Appendix.

c) World Map

Young Americans ranked last when asked to identify countries and oceans on a world map. The average American 18- to 24-year-old could identify just 7.3 items out of a possible 16. Mexico, with about eight countries correct, and Great Britain and Canada (with nine correct each) all did slightly better than the U.S. Swedish respondents identified about 13 of 16 correct, followed by Germany (about 12), and Italy (12).

Americans in the older group did not perform much better, averaging 7.7 of 16 countries. Although both U.S. age groups did poorly, the older group was more likely than the younger group to find Israel (29% vs. 21%) and Afghanistan (23% vs. 17%), but their other responses were on par with 18- to 24-year-olds.

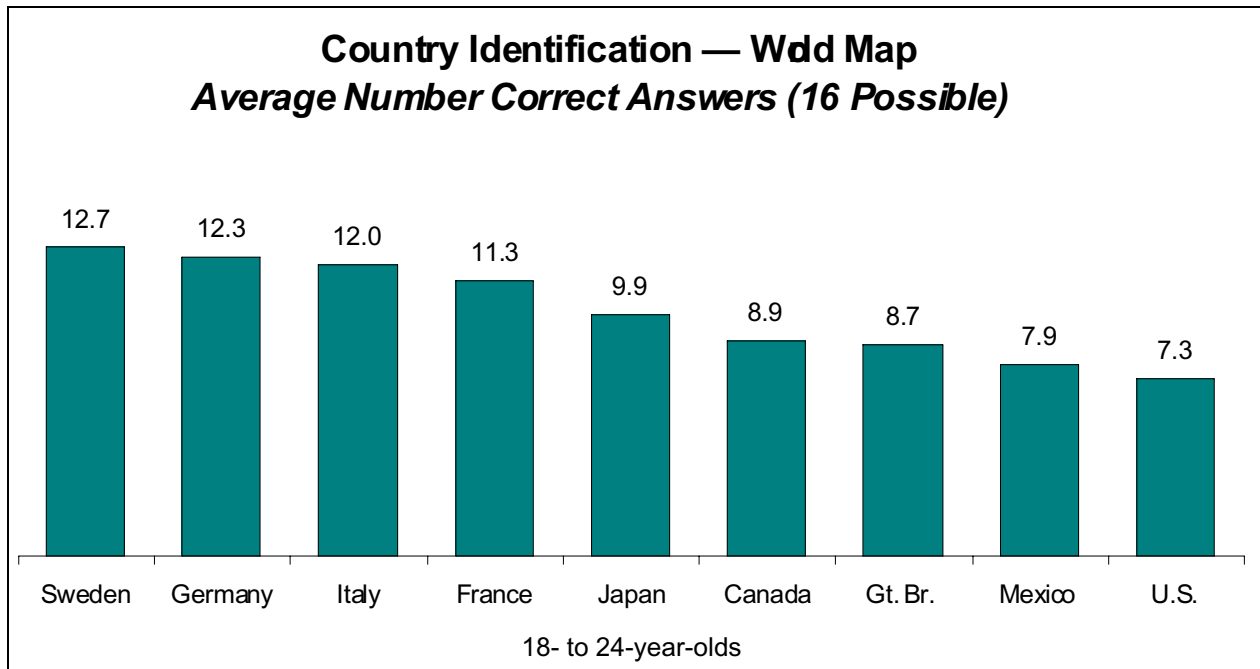
In general, those Americans who had taken a geography course performed better than those who had not — they averaged nine correct countries on the world map, compared to just seven among those who had not taken a class. Similarly, those who had at least some college education performed better than less educated respondents (average of nine to ten correct, versus six for non-college-educated respondents).

Although the base size is small, *National Geographic* readers in the U.S. (age 18 to 24) averaged ten correct countries, versus seven for nonreaders.

Other points of interest:

- Nine in ten young Americans (89%) could correctly locate the United States on a map of the world; this is up seven points from the 1988 study. Nevertheless, it is still surprising that more than one in ten young Americans could not locate the U.S.
- In general, Americans did well in finding locations close to our borders. Seven in ten (71%) correctly found the Pacific Ocean, the world's largest body of water. This is higher than the performance of young adults in several European countries, but lower than that of Japan (84%) and Canada (83%), two other countries that border the Pacific.
- Not surprisingly, Americans performed well in locating other North American countries, outperforming the European countries in this area. More than eight in ten (84%) identified Canada, and 80% could find Mexico.

- By contrast, fewer than one-third of young Americans could locate Egypt (26%), Germany (19%), and Israel (21%).



Countries on world map quiz

Afghanistan	Germany	Pacific Ocean
Argentina	Israel	Russia
Canada	Italy	Sweden
Cuba	Japan	United Kingdom
Egypt	Mexico	United States
France		

For full results, see the Appendix.

3. U.S. Map

American young adults were also asked to locate several U.S. states. Although performance might be expected to be stronger in their home country, American young adults averaged only 4.9 correct answers out of a possible 10. This is on par with 1988 findings (4.6). Scores have fallen among the slightly older age group, from an average of 5.7 correct answers to 4.9.

A large majority of Americans could identify the two largest states in the contiguous U.S.: Texas (89%) and California (89%). However, about half or fewer correctly found any of the others. Just 51% could locate New York, which is one of the most populous states in the country; similarly, only about one in three could find New Jersey (30%) and Michigan (38%).

State Identification — U.S. Map

	U.S. Only					
	18-24			25-44		
	1988 %	2002 %	Change %	1988 %	2002 %	Change %
California	86	89	+3	89	89	0
Texas	89	89	0	92	91	-1
New York	45	51	+6	51	39	-12
Pennsylvania	47	49	+2	64	51	-13
Illinois	42	44	+2	50	41	-9
Michigan	35	38	+3	47	38	-9
Ohio	36	35	-1	52	42	-10
Massachusetts	24	31	+7	42	32	-10
New Jersey	34	30	-4	44	31	-13
Missouri	26	30	+4	42	36	-6
Average correct (10 possible)	4.6	4.9	+0.3	5.7	4.9	-0.8

D. Knowledge of Geography Related to World Issues and Current Events

In general, young adults in all countries seemed to perform best on items that either directly affect their lives or have been in the news or popular culture for the past several years. For instance, in the U.S., performance on issues related to oil supply, AIDS, and El Niño was strong relative to other countries.

For some key issues, however, young adults worldwide showed a general lack of world context. Their performance was spotty on geography related to world issues and current events, especially considering that the majority of questions on this portion of the quiz were in multiple-choice format. That is, a limited selection of possible answers, including the correct answer, was provided for each question.

1. Population

In all countries except Mexico and the U.S., a majority of respondents correctly chose their own country's population; in fact, in Sweden (95%) and Japan (84%), the overwhelming majority answered correctly.

Compared with their counterparts in other countries, young Americans were far less likely to estimate the population of their own country correctly. Just one-fourth of young American adults (25%) selected the proper range — 150 million to 350 million — from four choices. This represents a decrease from the 1988 study, when 32% answered correctly.

Interestingly, young Americans who answered the question incorrectly tended to grossly overstate the U.S. population. In fact, three in ten (30%) said that the U.S. population is 1 billion to 2 billion people, or nearly one-third of the total world population.

Americans in the older age group (25 to 34) were more likely than their younger counterparts to answer correctly (31%), but a majority also overstated the U.S. population. Additionally, as in the younger group, fewer adults age 25 to 34 answered correctly than did in 1988 (31% vs. 41%).

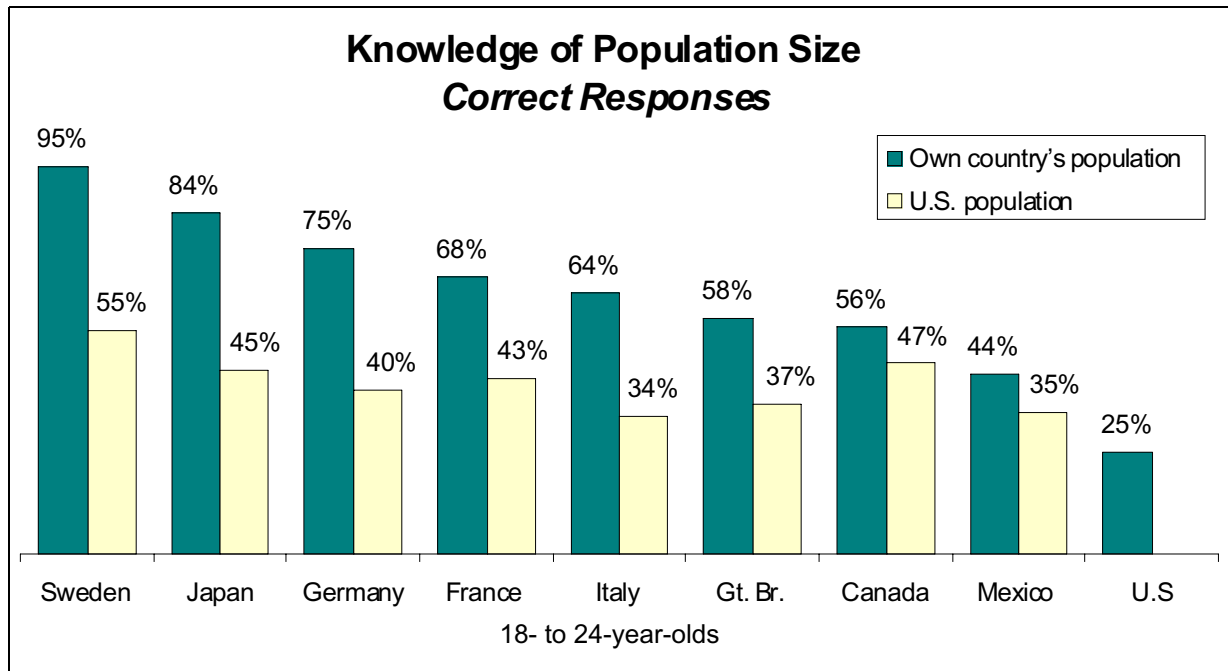
U.S. Population Estimates

	U.S.					
	18-24			25-34		
	1988 %	2002 %	Change %	1988 %	2002 %	Change %
10-50 million	5	6	+1	4	6	+2
150-350 million ^{*1}	32	25	-7	41	31	-10
500-750 million	23	28	+5	29	25	-4
1-2 billion	31	30	-1	18	29	+11
Don t know	9	12	+3	9	10	+1

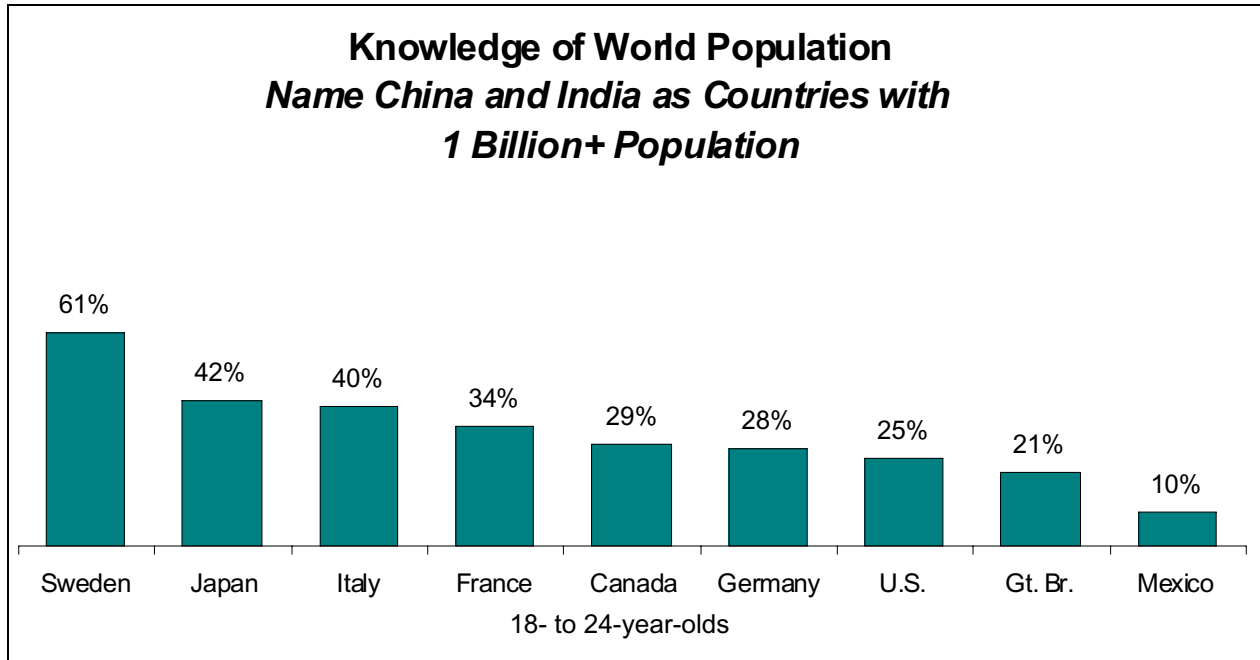
* Correct response

¹Range was 150-300 million in 1988.

Notably, respondents in every other country surveyed were not only more able to select their home country s population than were young adults in the U.S., but they also more frequently estimated the correct *United States* population. (Note: Response choices for each country were scaled according to the size of that country s population.)

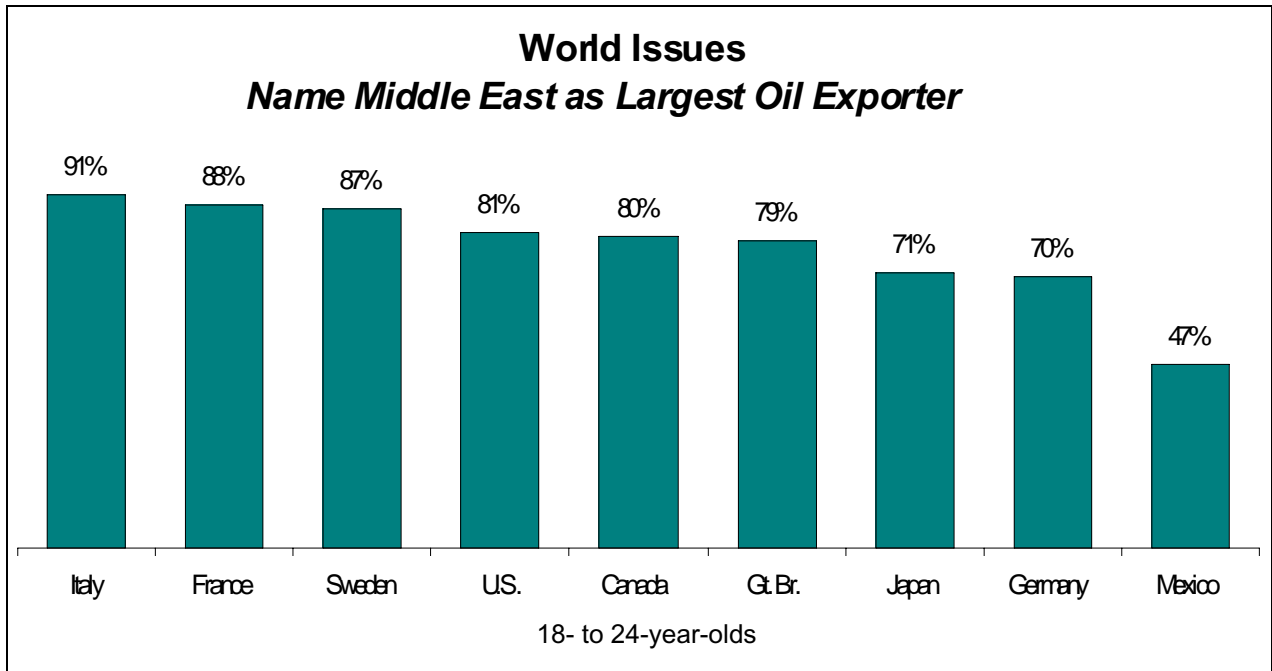


In all countries but Sweden, fewer than half of young adults could identify China and India as the two countries with a population of more than 1 billion.

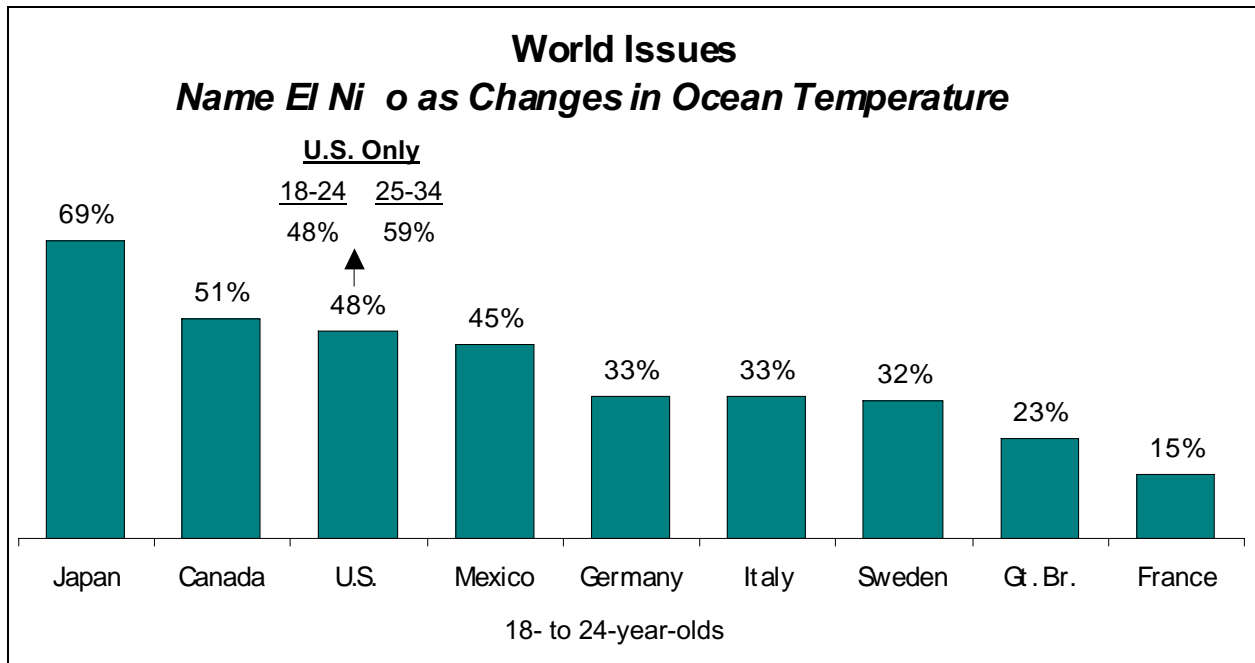


2. Natural Resources and Weather

In all countries except Mexico, a large majority of respondents knew that the Middle East is the largest exporter of oil.

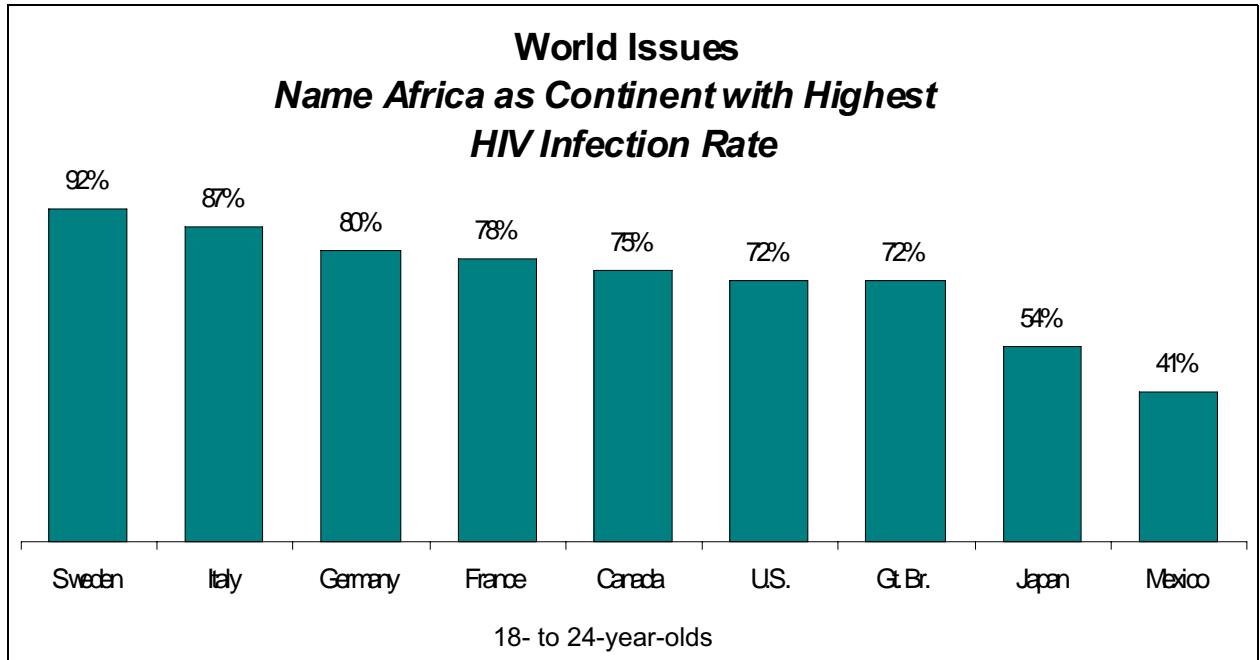


Respondents in countries bordering the Pacific Ocean—where El Niño originates—were more likely than their European counterparts to name El Niño as the phenomenon of drastic ocean temperature changes that causes weather changes around the world.



3. Health

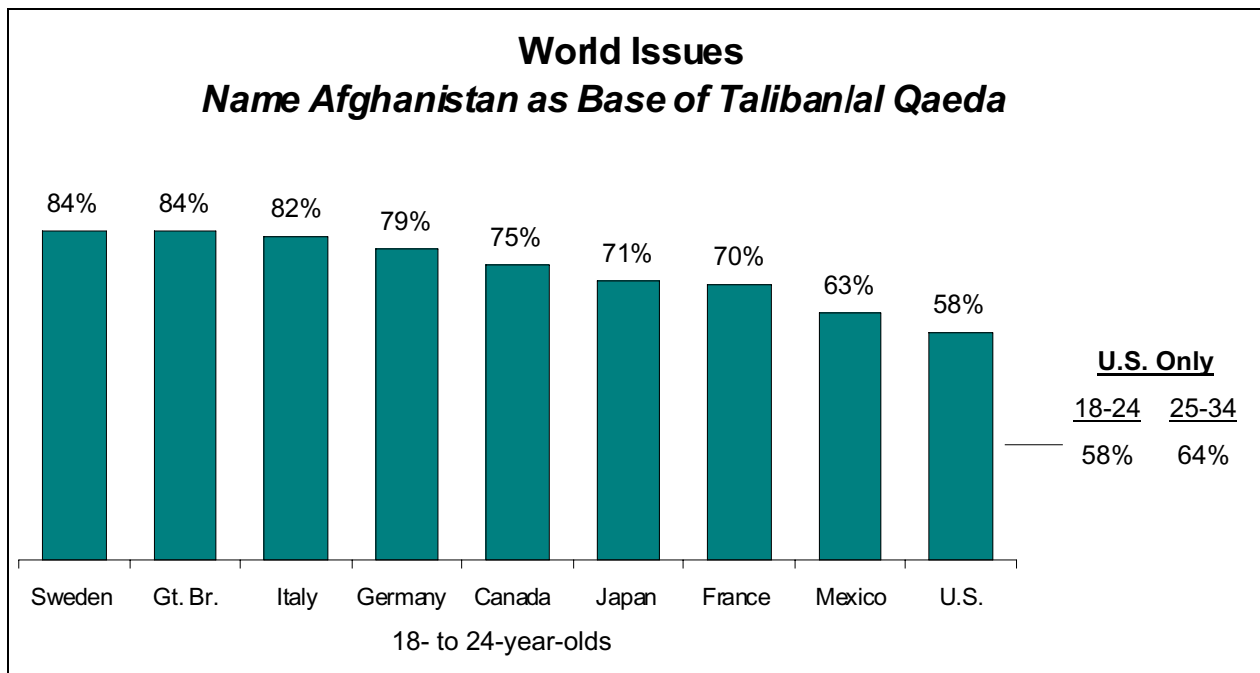
With the exception of those in Japan and Mexico, a large majority of 18- to 24-year-old respondents was able to name Africa as the region with the highest proportion of its population infected with HIV.



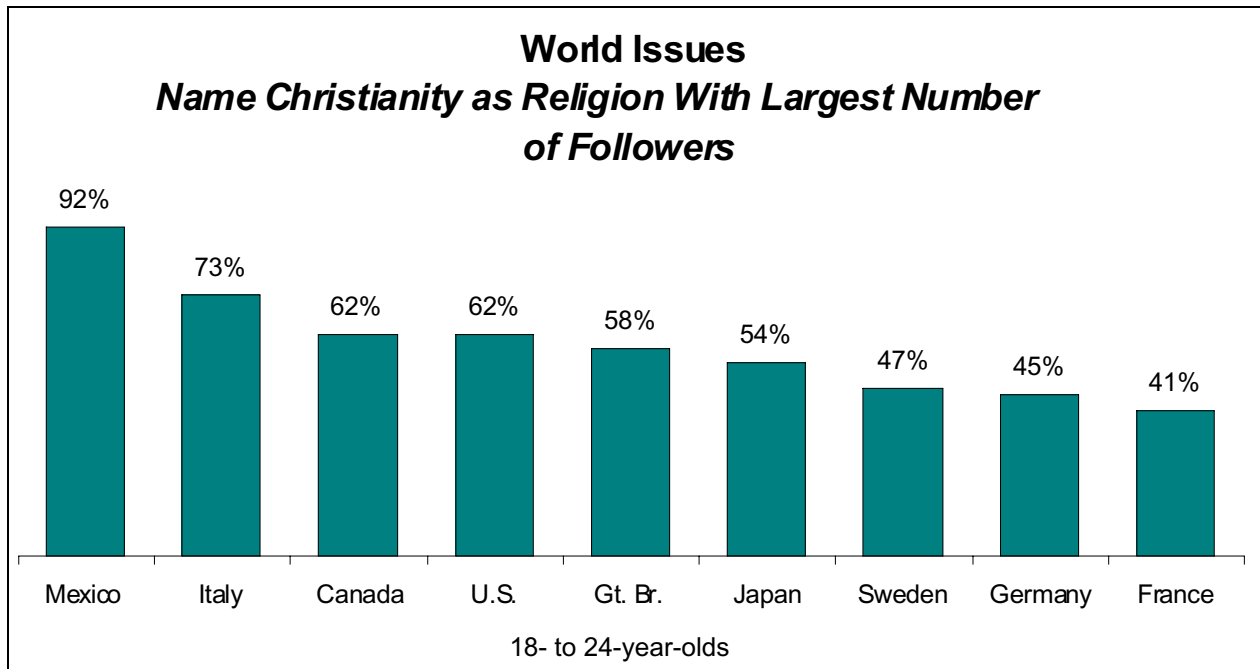
4. Religion and Politics

Young Americans were the least likely of all countries to know that the Taliban and al Qaeda movements were both based in Afghanistan. Although a majority (58%) gave the correct answer, this falls short of other countries performance: 84% in Sweden and Great Britain, 82% in Italy, 79% in Germany, and 75% in Canada. Young adults in countries that have not been key targets of al Qaeda showed more awareness on this issue than did Americans, despite the post-September 11 media coverage of Afghanistan.

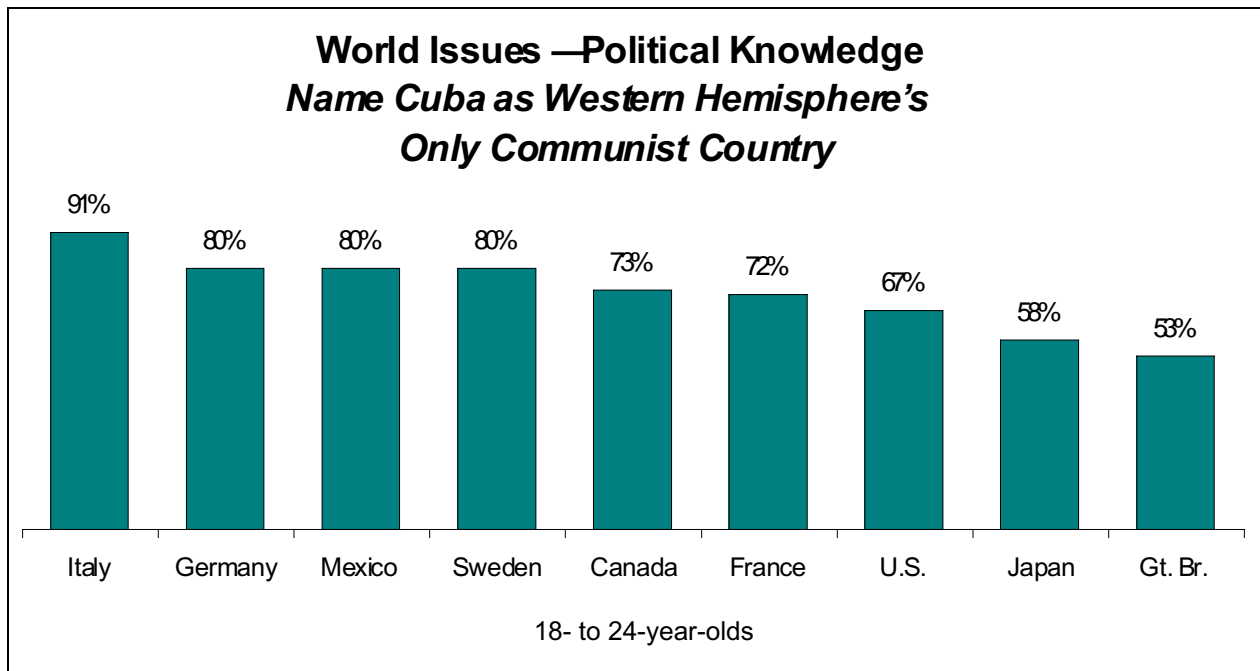
- Americans in the older age group (25 to 34) performed slightly better than the younger group on this question (64% name Afghanistan).



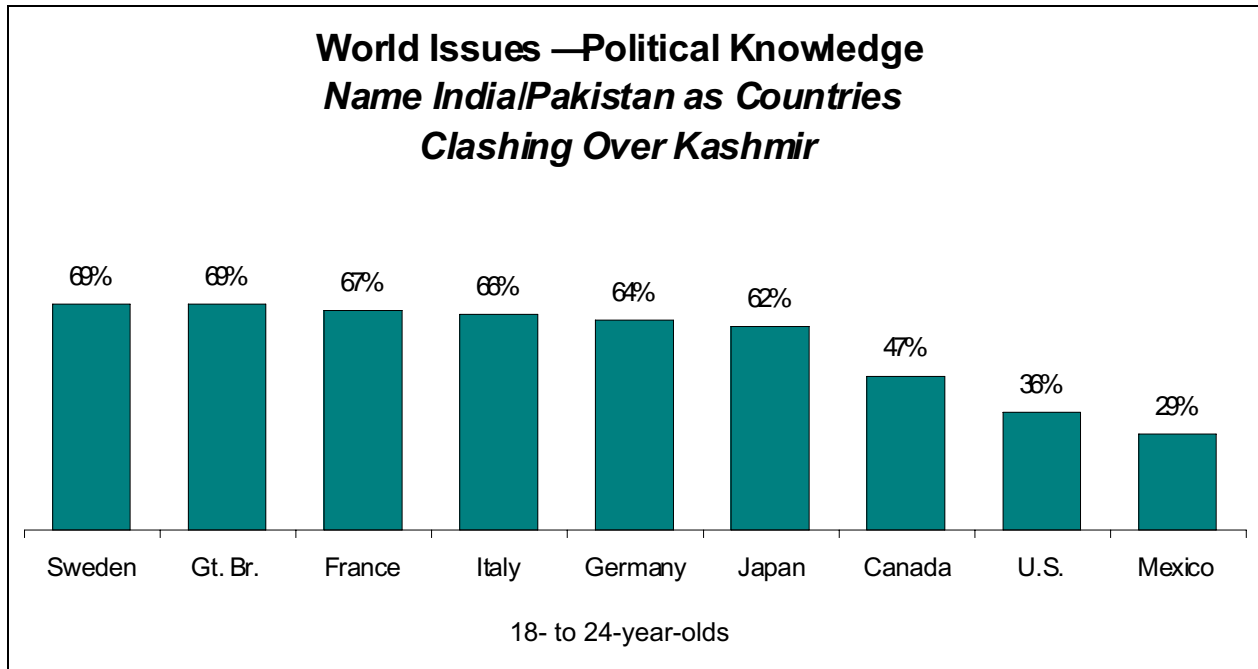
In the U.S., more than six in ten (62%) young adults correctly stated that Christianity is the religion with the largest number of followers in the world.



Italian respondents were most likely to know that Cuba is the only Communist country in the Western Hemisphere. Despite the United States proximity to Cuba, young adults in the U.S. were among the least likely to answer correctly (67%), although a sizable majority were able to do so.



Despite the nuclear threat posed by the continuing dispute over Kashmir, only a minority of young adults in the U.S. (36%) correctly selected India and Pakistan as the countries in conflict over the region of Kashmir. Young adults in other countries generally performed much better on this question.



On both of these issues, the older U.S. group outperformed 18- to 24-year-olds. They were more likely to know that Cuba is the Western Hemisphere's only Communist country (75% vs. 67%) and to identify India and Pakistan as the nations clashing over Kashmir (47% vs. 36%).

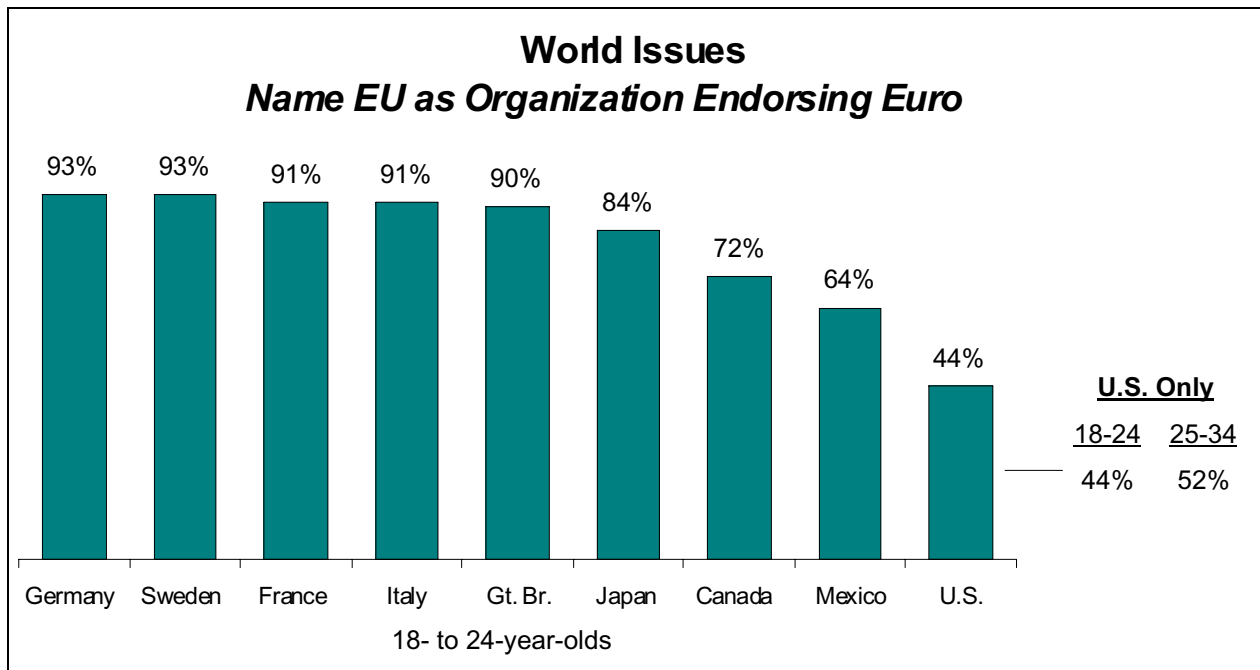
World Issues — Political Knowledge

	U.S. Only	
	18-24	25-34
	%	%
Name Cuba as western hemisphere's only Communist country	67	75
Name India/Pakistan as countries clashing over Kashmir	36	47

5. Economics

Not surprisingly, Europeans were most likely to name the European Union (EU) as the organization endorsing the Euro. In fact, nearly all in Sweden (93%), Germany (93%), France (91%), Italy (91%), and Great Britain (90%) answered correctly. The U.S. ranked last on this item by a wide margin (44%, compared to second-lowest Mexico at 64%).

- Americans in the 25- to 34-year-old group were more likely to link the Euro with the EU (52% vs. 44%).

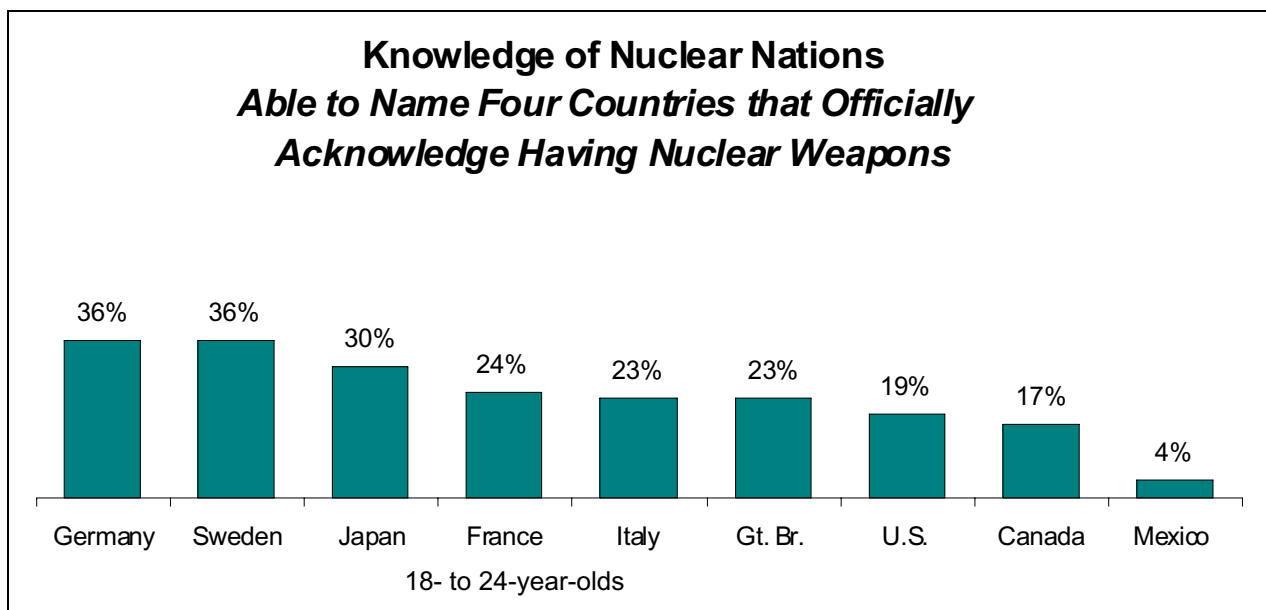


6. Nuclear Weapons

Only a minority of young adults worldwide were able to name four countries that officially acknowledge having nuclear weapons (i.e., any four among the U.S., Russia, China, Great Britain,* France, India, and Pakistan).

Although a large majority of young adults in the U.S. were able to name the U.S. (83%) and Russia (62%) as nations officially acknowledging having nuclear weapons, only one in five (19%) correctly named at least four nuclear states.

Interestingly, a sizable minority of young adults in France (24%) did not name their own country as officially acknowledging that it possesses nuclear weapons.



* England was counted as a correct response.

Knowledge of Nuclear Nations

	18-24 Year Olds								
	U.S. %	Canada %	France %	Germany %	Gr. Br. %	Italy %	Japan %	Mexico %	Sweden %
United States	83	85	96	84	75	91	85	78	88
Russia	62	69	55	70	58	79	56	46	74
China	44	38	34	38	22	26	36	20	28
India	18	18	9	20	20	20	22	6	38
Pakistan	16	20	8	19	25	20	12	12	28
Great Britain*	9	8	11	17	28	12	12	15	6
France	5	7	76	31	13	24	32	12	29

Interestingly, Americans overall performance on this question has not changed significantly since 1988, when the Cold War was still in full bloom and nuclear warfare was a key issue. As might be expected, young Americans in 1988 were significantly more likely to name Russia (the question cited the U.S.S.R. at the time) as a nuclear power (82%), and a sizable minority also mentioned Great Britain* (32% vs. just 9% this year).

- Awareness of China and India as nuclear powers has increased significantly, as 44% of young Americans named China and 18% named India as nuclear states in the 2002 study, compared to just 18% and 4%, respectively, in 1988.

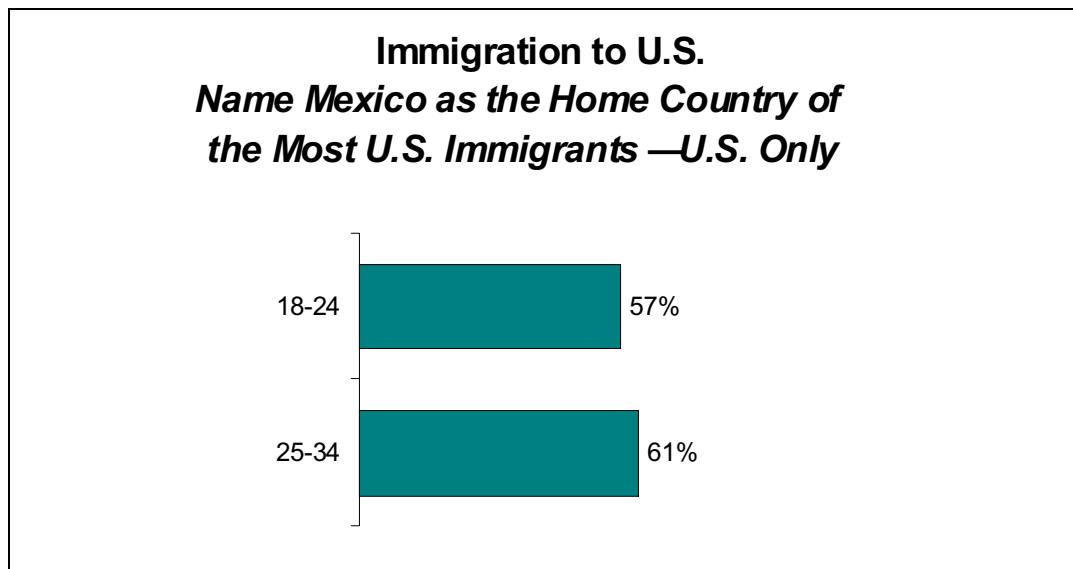
Knowledge of Nuclear Nations

	U.S. Only					
	18-24			25-34		
	1988 %	2002 %	Change %	1988 %	2002 %	Change %
U.S.	88	83	-5	90	83	-7
Russia (or U.S.S.R.)	82	62	-20	85	70	-15
Great Britain*	32	9	-23	29	9	-20
France	17	5	-12	17	6	-11
China	18	44	+26	23	43	+20
India	4	18	+14	9	25	+16
Pakistan	NA	16	NA	NA	18	NA
Name 4 correctly	16	19	+3	21	24	+3

* England was counted as a correct response.

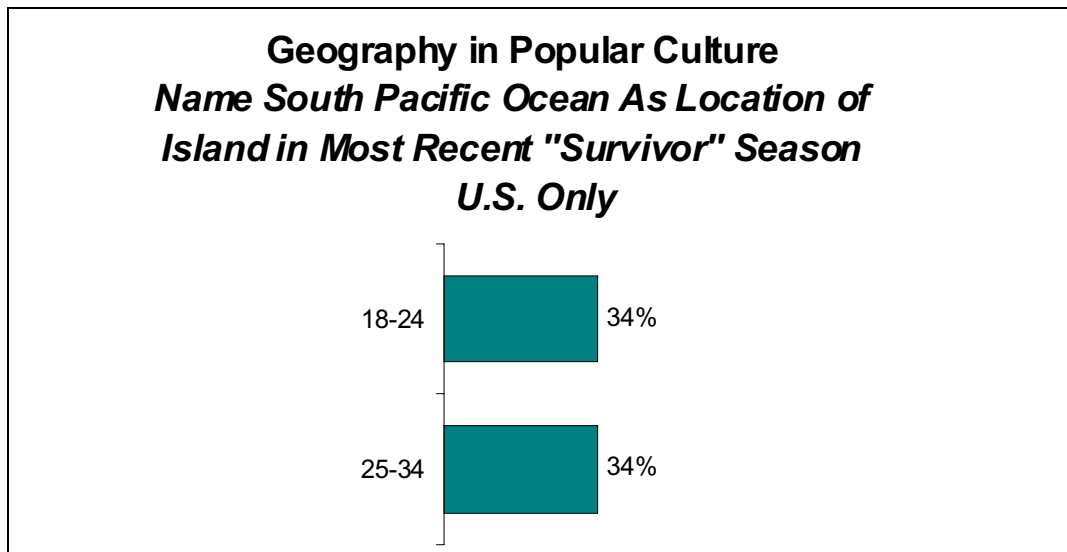
7. U.S. Immigration

Young Americans in general appear to know where the majority of today's immigrants to the U.S. come from. More than half (57%) of 18- to 24-year-olds (and six in ten 24- to 34-year-olds) correctly stated that more immigrants to the U.S. today come from Mexico than from any other part of the world.



8. Geography in Popular Culture

As an indication of the influence of pop culture, more than one-third of young Americans (34% in both age groups) were able to determine that the island where the most recently concluded season of the television show *Survivor* was filmed is in the South Pacific. While not a majority, this is still higher than the proportion who could correctly estimate the U.S. population (25%).



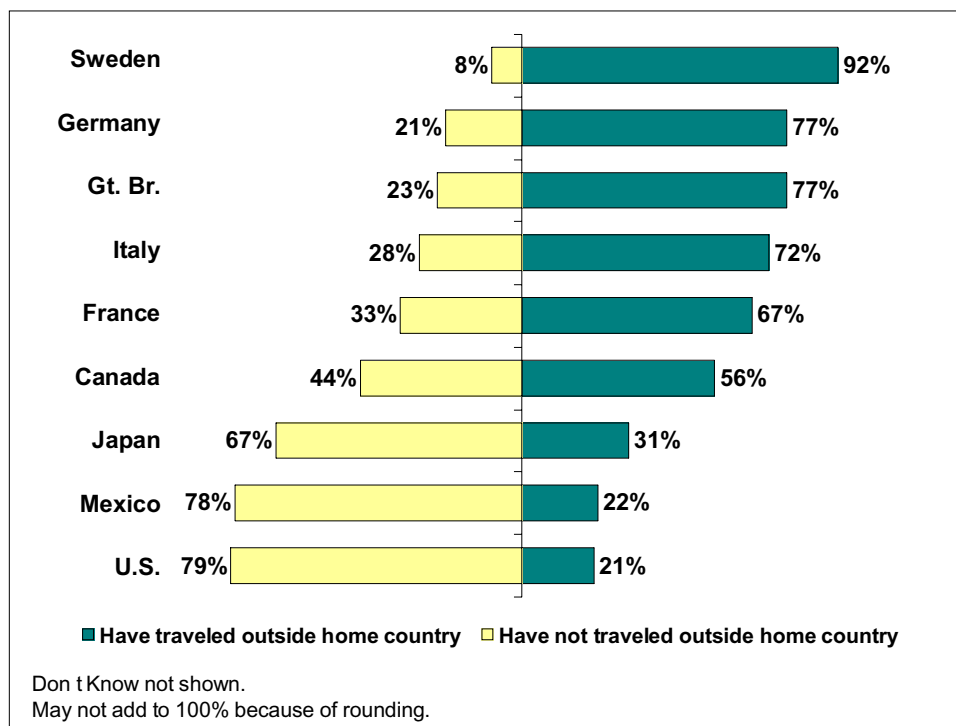
E. Demographic Profile

1. Travel and Language

Young adults in the U.S. and Mexico were the least well-traveled of those in all countries studied. The overwhelming majority of those in the U.S. (79%) and Mexico (78%) had not been out of their country of residence in the past three years.

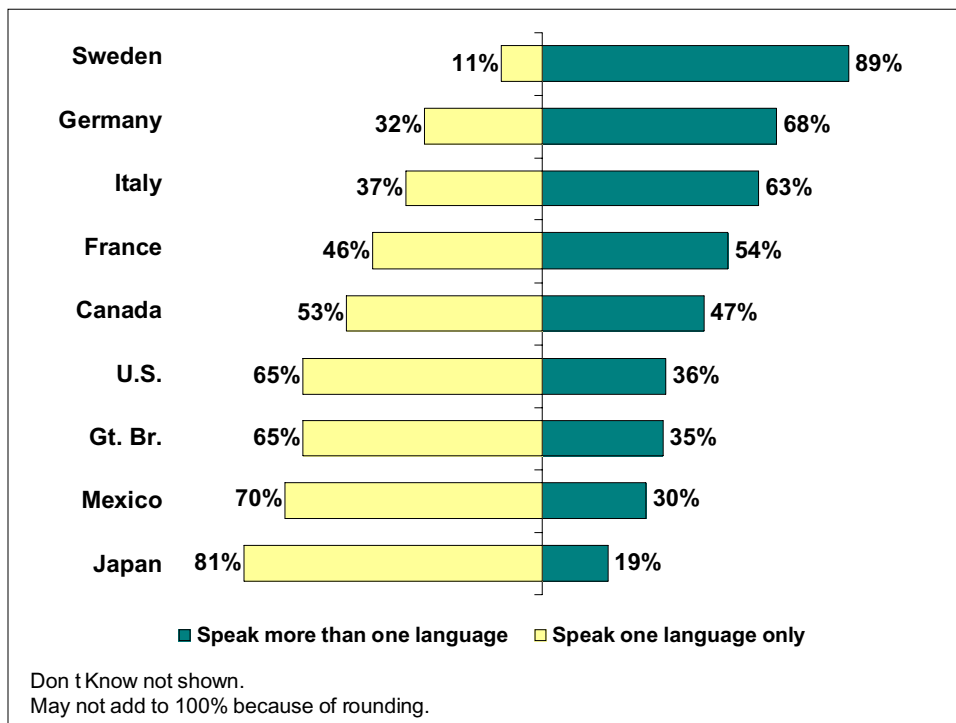
By contrast, those in European countries were far more internationally well-traveled. In fact, six in ten Swedish young adults (61%) had left their country at least three times in the past three years.

Foreign Travel Experience in Past Three Years



The three countries with the highest overall quiz scores also were those where young adults are the most likely to speak more than one language: Sweden (89%), Germany (68%), and Italy (63%). In comparison, only 36% of young Americans speak more than one language. Only young adults in Great Britain (35%), Mexico (30%), and Japan (19%) are less likely to do so.

Language Experience



2. Level of Geography Education

More than half of young Americans (55%) said that they had a course in school devoted to geography. This is up sharply from the 1988 study, when just 30% of 18- to 24-year-olds had taken a geography course. Interestingly, a similar proportion of those in the 25- to 34-year-old group (58%) also reported having taken a course. Those who reported having taken a geography course performed better on the quiz.

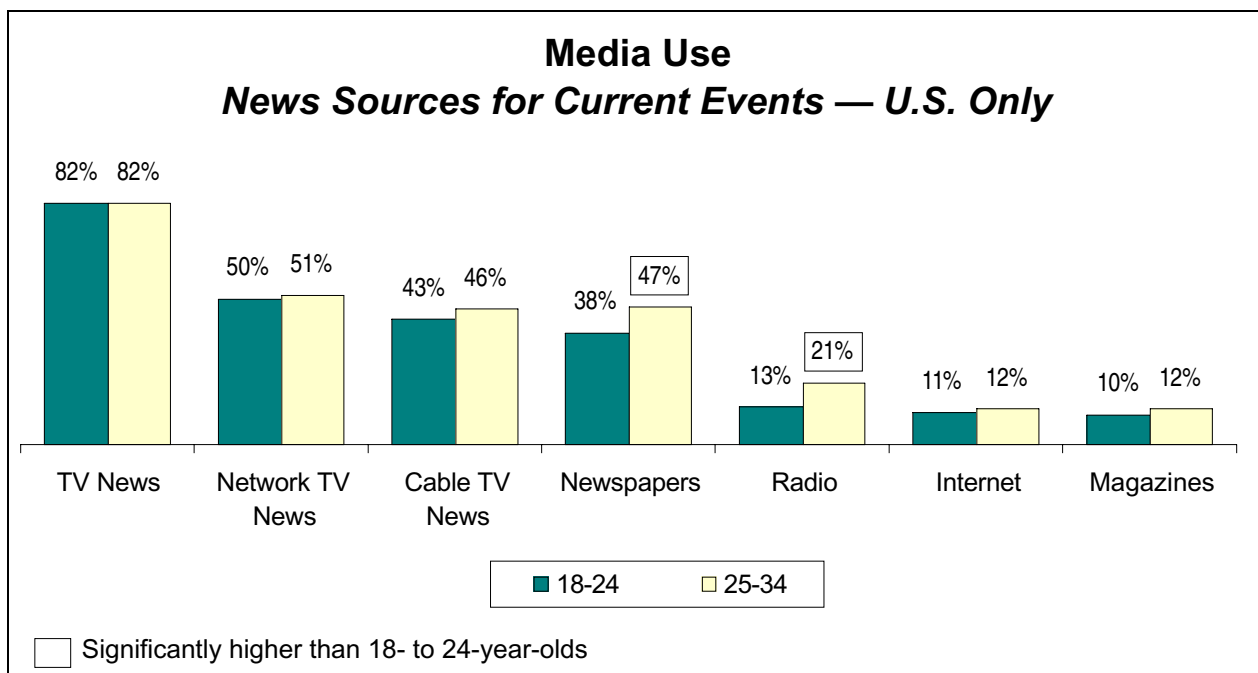
Educational Experience

	U.S. Only					
	18-24			25-34		
	1988 %	2002 %	Change %	1988 %	2002 %	Change %
Took geography course in school	30	55	+25	51	58	+7

3. Media Use

Overall, young Americans are most likely to get information about world current events from television news; this is true of both age groups (82% each) and is on par with results in other countries. Half of young Americans reported that they keep up with world events through network news, and slightly fewer (43%) watch cable TV news.

A minority of American 18- to 24-year-olds (38%) keep up with current events around the world by reading newspapers or by listening to the radio (13%). By contrast, the slightly older (25- to 34-year-old) group is significantly more likely to do so (47% read newspapers, and 21% listen to radio for world current events).



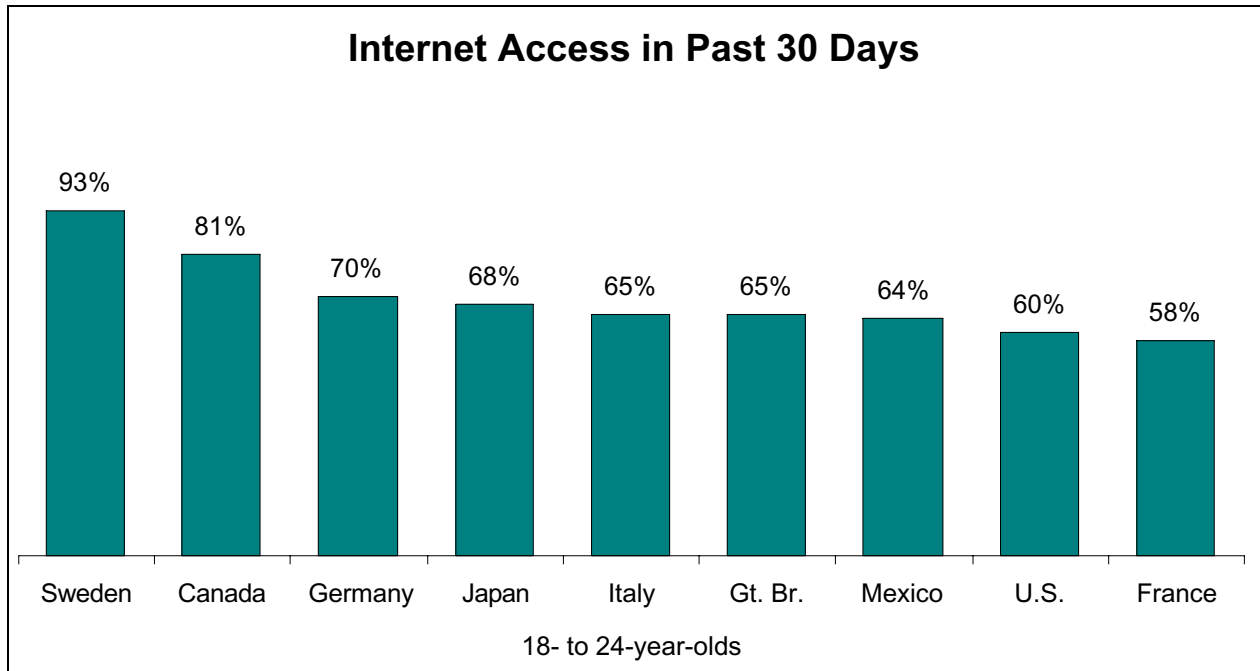
Although young adults in other countries use television as much as young Americans do, they are more likely to balance their media intake, as large proportions read newspapers, listen to the radio, or use the Internet for world current events. In fact, despite the perception that young people are increasingly reliant on the Internet, young adults in the U.S. were the least likely to report using the Internet for current events (11%, compared to an average of 25% in other countries). Countries where young adults had a more well-rounded media diet generally performed better on the quiz.

Media Use — News Sources for Current Events

	18-24 Year Olds								
	U.S. %	Canada %	France %	Germany %	Great Britain %	Italy %	Japan %	Mexico %	Sweden %
TV News	82	85	89	88	84	83	93	82	85
Newspapers	38	57	47	60	64	43	49	35	66
Radio	13	44	42	58	37	20	9	29	41
Internet	11	29	18	31	20	14	20	25	40
Magazines	10	23	25	29	23	15	14	13	41

4. Internet Use

A majority of all respondents in all countries reported accessing the Internet in the past thirty days. Internet usage among young adults was highest in Sweden (93%) and Canada (81%). Those who accessed the Internet in the past 30 days performed better on the quiz.



5. Family Members Born in U.S.

A majority of young Americans (62%) reported that their great-grandparents or earlier ancestors were their first family members to be born in the U.S. However, the older group was less likely to give this response (54%).

First Family Member Born in U.S.

	U.S. Only	
	18-24	25-34
	%	%
I was first	2	5
Child	1	2
Parents	6	8
Grandparents	17	21
Great-grandparents or earlier	62	54
None born in U.S.	5	4

Don't know/Refused not shown.

IV. Appendix

A. Screener and Questionnaire

2002 Geography Literacy Poll GLOBAL MASTER QUESTIONNAIRE

COUNTRY (ENTER CODE): |___| |___| (1-2/)

QUESTIONNAIRE ID NUMBER: |___| |___| |___| |___| (3-6/)

Hello, my name is [FIRST AND LAST NAME]. I represent a research company called [INSERT NAME]. We are interviewing people about some topics of interest. I am not selling anything. This survey is for research purposes only and all of your responses will be completely confidential.

[IF NECESSARY: This is a national survey; your household was selected at random.]

[IF NECESSARY: The length of the survey varies depending on your responses to questions. We generally find that this survey takes about 15 minutes.]

May I please speak to someone in the household between the ages of 18 and 24 (*U.S. ONLY*: 18 and 34)?

S1 May I confirm your age please?

18-20	3
21-24	4
25-29	5
30-34	6

7/

(CHECK QUOTAS)

S2. Record Gender:

Male	1
Female	2

8/

9-10/B(Blank)
Cd1

First, I'd like to ask you a few questions about your attitudes and opinions. There are no right or wrong answers to these questions, we are just interested in your own opinion

1. I am going to name some skills or abilities that people may or may not have. Please tell me how important you think it is to have each of these skills or abilities in today's world. Would you say absolutely necessary, important but not absolutely necessary, or not too important? First, how important is it to be able to .°. [READ EACH ITEM IN TURN]

	Absolutely Necessary	Important But Not Absolutely Necessary	Not Too Important	Don't Know (Vol)	
a) use a personal computer	1	2	3	9	11/
b) use a calculator	1	2	3	9	12/
c) read a map	1	2	3	9	13/
d) write a business letter	1	2	3	9	14/
e) speak a foreign language	1	2	3	9	15/
f) know where countries in the news are located	1	2	3	9	16/

(i)

2. (ASK IN THE U.S. ONLY) Compared to the average person, would you say you know more or know less about each of these subjects?

	Know more	Know less	Same (Vol)	Don't Know (Vol)	
a) foreign languages	1	2	3	9	17/
b) math	1	2	3	9	18/
c) history	1	2	3	9	19/
d) geography	1	2	3	9	20/
e) science	1	2	3	9	21/
f) world religions	1	2	3	9	22/

3. (ASK IN THE U.S. ONLY) How much do you think Americans, in general, know about each of the following subjects compared to people in other countries? Would you say Americans know more or know less about....

	Know more	Know less	Same (Vol)	Don t Know (Vol)	
a) foreign languages	1	2	3	9	23/
b) math	1	2	3	9	24/
c) history	1	2	3	9	25/
d) geography	1	2	3	9	26/
e) science	1	2	3	9	27/
f) world religions	1	2	3	9	28/

29-30/B

Now, I d like to ask you some questions about the world and world events. If you are not sure of an answer please don t be reluctant to say so. Very few people will know the answers to all of these questions. We are not interested in EVALUATING YOUR KNOWLEDGE. We just want to get an idea of what people IN GENERAL know. Your responses, remember, are being kept strictly confidential, so let s just have some fun with this.

SHOW CARD 4 (DIFFERENT IN EACH COUNTRY)

4. Which of the ranges on this card contains the correct population of (LOCAL COUNTRY) today? Just read off the letter please.

RESPONSE LIST FOR THE UNITED KINGDOM :

A	2 million — 10 million	1
B	40 million — 80 million*	2
C	100 million — 150 million	3
D	200 million — 400 million	4
	Don t know	9

30/

* Correct response

SHOW CARD 4a

4a. (ASK IN ALL COUNTRIES EXCEPT THE U.S.) Which of the ranges on this card contains the correct population of the United States today? Just read off the letter please.

A	10 million — 50 million	1
B	150 million — 350 million*	2
C	500 million — 750 million	3
D	1 billion — 2 billion	4
	Don t know	9

31/

* *Correct response*

SHOW CARD 5

5. Which of the following religions has the largest number of followers worldwide? Just read off the letter please.

A	Christianity*	1
B	Islam	2
C	Judaism	3
D	Buddhism	4
E	Hinduism	5
	Don t Know	9

32/

* *Correct response*

NO CARD — DO NOT READ LIST

6. (ASK IN THE U.S. ONLY) Where would you say most immigrants to the U.S. come from today? (MULTIPLE RESPONSES PERMITTED)

1	Africa	01
2	Asia	02
3	Caribbean	03
4	Central America	04
5	China	05
6	Cuba	06
7	Europe	07
8	India	08
9	Latin America	09
10	Mexico*	10
11	Philippines	11
12	Russia	12
13	South America	13
14	Other (SPECIFY) _____	88

	Don t Know	99

33-52/

* *Correct response*

53-58/B

SHOW CARD 7

7. The Taliban and Al Qaeda (pronounce: al-kay-duh) movements were both based in which country? Just read off the letter, please.

A	Iraq	1	59/
B	Pakistan	2	
C	Israel	3	
D	Albania	4	
E	Afghanistan*	5	
	Don t Know	9	

* Correct response

SHOW CARD 8

8. Which of the following organizations endorses the euro as the common currency for its members? Just read off the letter, please.

A	World Trade Organization (WTO)	1	60/
B	North Atlantic Treaty Organization (NATO)	2	
C	European Union (EU)*	3	
D	Organization of Petroleum Exporting Countries (OPEC)	4	
E	North American Free Trade Agreement (NAFTA)	5	
	Don t Know	9	

* Correct response

SHOW CARD 9

- Q9 (ASK IN THE U.S. ONLY) The most recent installment of the popular television series *Survivor* was filmed on the island of Nuku Hiva (pronounce: noo-koo-he-vuh), a distant neighbor of Tahiti that is part of the Marquesas (pronounce: mar-kay-suss) Islands. In what body of water are these islands located? Just read off the letter, please.

A	Caribbean Sea	1	61/
B	South Pacific Ocean*	2	
C	Mediterranean Sea	3	
D	South China Sea	4	
E	Indian Ocean	5	
	Don t know	9	

* Correct response

SHOW CARD 10

10. Which region of the world is currently the largest exporter of oil? Just read off the letter, please.

A	Middle East*	1
B	Southeast Asia	2
C	Latin America	3
D	Australia	4
	Don't know	9

62/

* Correct response

63-64/B

SHOW CARD 11

11. Which two countries have had a longstanding conflict over the region of Kashmir (pronounce: cash-mere)? Just read off the letter, please.

A	Israel and Egypt	1
B	India and Pakistan*	2
C	China and Russia	3
D	Iran and Iraq	4
	Don't Know	9

65/

* Correct response

SHOW CARD 12

12. Periodically, drastic changes in ocean temperature cause weather changes around the world. What is the name of this occurrence? Just read off the letter, please.

A	El Niño*	1
B	Tornado	2
C	Gulf Stream	3
D	Global Warming	4
	Don't Know	9

66/

* Correct response

SHOW CARD 13

13. Which of the following has the highest percentage of its population infected with HIV, the virus that causes the disease AIDS? Just read off the letter, please.

A	North America	1
B	Central America	2
C	South America	3
D	Europe	4
E	Africa*	5
F	Asia	6
G	Australia	7
	Don t Know	9

67/

* Correct response

SHOW CARD 14

14. Which of the following is the only communist country in the Western Hemisphere? Just read off the letter, please.

A	Haiti	1
B	Dominican Republic	2
C	Cuba*	3
D	Jamaica	4
	Don t Know	9

68/

* Correct response

69-78/B - End Cd1 79-80/01
Repeat cols 1-6

Cd2-07-08/B

(No Q.15)

SHOW CARD 16-17

On this card are listed many, though by no means all, of the countries in the world. Countries in the same part of the world are listed together to help you find the name of the one you are looking for. Take a moment to familiarize yourself with the card — you will need to refer to it to answer the following questions.

- 16. Can you name four countries that officially acknowledge having nuclear weapons? Just give me the numbers, please. (IF DON T KNOW ANY, WRITE 99 ON FIRST LINE)

(FILL IN NUMBERS)

_____	09-10/
_____	11-12/
_____	13-14/
_____	15-16/

Correct responses: United States, Russia, China, Great Britain (England also accepted), France, India, Pakistan

- 17. Which two countries in the world have a population of more than 1 billion? Just give me the numbers, please. (IF DON T KNOW ANY, WRITE 99 ON FIRST LINE)

(FILL IN NUMBERS)	China _____	17-18/
	India _____	19-20/

TAKE BACK CARD

21-25/B
Cd2

HAND RESPONDENT MAP A (Fictional Place)

Take a minute and look at this map. Please refer to the map to answer the next two questions.

18. What is the western-most city on this map?

a)	City A	01
b)	City B	02
c)	City C	03
d)	City D	04
e)	City E	05
f)	City F	06
g)	City G*	07
h)	City H	08
i)	City I	09
j)	City J	10
k)	City K	11
	Don t know	99

* Correct response

26-27/

LEAVE MAP A IN FRONT OF RESPONDENT**SHOW CARD 19**

19. To travel from City B to City G you would need to go in which of the directions listed on this card? Just call off the letter please.

a)	North	1
b)	South	2
c)	East	3
d)	West	4
e)	Northeast	5
f)	Northwest*	6
g)	Southeast	7
h)	Southwest	8
Don t know		9

* Correct response

28/

Cd2

Here's something that's fun to do. I'm going to give you some maps, one at a time, and ask you to identify where certain places are. Again, please don't be too concerned if you don't know the answer to many of these. Most people can't answer as many as they think they ought to. Just do the best that you can and have fun with it.

HAND RESPONDENT MAP B (Europe)

20. Will you please tell me the number on this map which locates each of the following? Just call off the numbers please. (IF DON'T KNOW, CODE 99)

a)	England	18	29-30/
b)	Greece	17	31-32/
c)	Italy	13	33-34/
d)	Netherlands	3	35-36/
e)	Hungary	10	37-38/
f)	Czech Republic	2	39-40/
g)	France	11	41-42/
h)	Croatia	8	43-44/
i)	Spain	20	45-46/
j)	Bulgaria	14	47-48/
k)	Romania	5	49-50/
l)	Poland	12	51-52/

53-54/B

HAND RESPONDENT MAP C (Asia)

21. Here s another map. Again, will you please tell me the number on this map that locates each of the following countries. Just call off the numbers please.

(IF DON T KNOW, CODE 99)

a)	Israel	2	55-56/
b)	Russia	5	57-58/
c)	Afghanistan	3	59-60/
d)	India	4	61-62/
e)	Iran	7	63-64/
f)	Pakistan	11	65-66/
g)	Iraq	8	67-68/
h)	China	1	69-70/
i)	Saudi Arabia	10	71-72/
j)	Indonesia	6	73-74/
k)	Japan	12	75-76/

77-78/B - End Cd 2 79-80/02
Repeat cols 1-6
Cd3

HAND RESPONDENT MAP D (United States)

22. (*ASK IN THE U.S. ONLY*) Now, a little closer to home, here is a map of the continental United States. Will you please tell me the number on this map that locates each of the following states? Just call off the numbers please. (IF DON T KNOW, CODE 99)

a)	New York	10	07-08/
b)	Pennsylvania	11	09-10/
c)	Illinois	28	11-12/
d)	Ohio	21	13-14/
e)	California	46	15-16/
f)	Texas	37	17-18/
g)	Michigan	22	19-20/
h)	Massachusetts	4	21-22/
i)	New Jersey	7	23-24/
j)	Missouri	27	25-26/

27-28/B

HAND RESPONDENT MAP E (World Map)

23 Will you please tell me the number on this map which locates each of the following places? Just call off the numbers please.

(IF DON T KNOW, CODE 99)

a)	United States of America	15	29-30
b)	Russia	27	31-32
c)	Japan	17	33-34
d)	Canada	10	35-36
e)	France	14	37-38
f)	Mexico	21	39-40
g)	Italy	1	41-42
h)	Sweden	43	43-44
i)	United Kingdom	5	45-46
j)	Germany	8	47-48
k)	Pacific Ocean	30	49-50
l)	Egypt	13	51-52
m)	Afghanistan	41	53-54
n)	Israel	58	55-56
o)	Cuba	59	57-58
p)	Argentina	22	59-60

61-78/B — End card 3 — 79-80/03
Repeat Cols 1-6

Cd4

The following questions are for background purposes only.

24. In the past three years, approximately how many times have you traveled outside of your country of residence?

None	0
One	1
Two	2
Three or more	3
Don t know	9

07/

25. How many languages can you speak fluently other than your native language?

None	0
One	1
Two	2
Three or more	3

08/


26. When you were in junior high and high school (grades 7-12), did you ever have a course devoted entirely to geography?

Yes	1
No	2
Don t know	9

09/

SHOW CARD 27

27. Which of the following news sources, if any, do you use regularly to keep up with current events around the world?

1 Newspapers	01
2 Magazines	02
3 Radio	03
4 Television News: 	04
(2) (ASK IN THE U.S. ONLY:) If TV News, Ask: Is that Cable or Network News?	
5 Cable TV News (e.g., CNN, MSNBC)	05
6 Network TV News (e.g., NBC, ABC, CBS, FOX)	06
7 Internet/Web	07
Don t know	09

10-23/

Cd4

28. Which of the magazines listed on this card does your household subscribe to or buy on a regular basis, that is at least 3 out of every 4 issues? Just call off the letters please.

(DIFFERENT LIST IN EACH COUNTRY. LIST FOR THE U.S. BELOW)

A	Time	001
B	Newsweek	002
C	People	003
D	Smithsonian	004
E	National Geographic	005
F	Sports Illustrated	006
G	Money	007
H	Business Week	008
I	Reader s Digest	009
	None	000

29. Have you personally accessed the Internet in the past 30 days?

Yes	1
No	2
Don t know	9

51/

DEMOGRAPHICS

- C1. What is your age?

18	26
19	27
20	28
21	29
22	30
23	31
24	32
25	33
	34

52-53/

Refused 99

Cd4

C2. What was the last grade or class you completed in school?

(DIFFERENT LIST IN EACH COUNTRY. LIST FOR THE U.S. BELOW)

Less than high school graduate	01
High school graduate	02
Technical or trade school	03
Some college	04
College graduate	05
Post-graduate or professional school	06
Refuse	09

54-55/

SHOW CARD C3

C3. (ASK IN THE U.S. ONLY) Of all the people listed on this card, who was the first member of your family to be born in the United States? Just call off the letter please.

A	I was the first	1
B	My child	2
C	One of my parents	3
D	One of my grandparents	4
E	One of my great-grandparents or earlier ancestors	5
	(VOL) None in family born in the US	0
	Don't know	9

CHECK DAY OF WEEK INTERVIEW WAS COMPLETED

1 Mon	2 Tues	3 Wed	4 Thurs	5 Fri	6 Sat	7 Sun
-------	--------	-------	---------	-------	-------	-------

57/

58-78/B — End Cd 4 79-80/4

ASK EVERYONE:

So that my office can check my work in this interview, if it wants, may I have your name, address and telephone number, please?

NAME: _____

ADDRESS: _____

CITY: _____

STATE/PROVINCE/COUNTY: _____ ZIP/POSTAL CODE: _____

TELEPHONE: _____

=====

I hereby attest that this is a true and honest interview:

(Interviewer signature)

(Date)

B. Methodology**2002 GLOBAL GEOGRAPHIC LITERACY STUDY
METHODOLOGY REPORT****1. Population Represented**

- Men and women aged 18 to 24 in the United States, Canada, France, Germany, Italy, Japan, Mexico, Sweden and Great Britain.
- Additionally, men and women aged 25 to 34 in the United States only

2. Geographic Coverage

Canada	Nationally representative (English; 75%, French 25%)
France	Nationally representative
Germany	Nationally representative
Italy	Nationally representative
Japan	Kanto Region (Tokyo, Yokohama, Chiba, and Saitama prefectures, proportional to population)
Mexico	Mexico City (50%), Guadalajara (25%), Monterrey (25%)
Sweden	Nationally representative
Great Britain	Nationally representative of the target population of Great Britain (i.e., Northern Ireland not included)
U.S.	Nationally representative

3. Target Sample

A randomly selected sample was designed in each country to represent the target population nationally or in selected urban areas, depending on geographic coverage.

In all countries except the U.S.: A total of 300 men and women aged 18 to 24 in every country with quotas by age group (45% in the 18-20 age group and 55% in the 21-24 age group) and by sex (50% males/50% females). The quotas reflect the structure of the population in the 18-24 age in all countries.

Additionally, in the U.S.: A total of 800 men and women aged 18 to 34 including:

- 500 young adults aged 18 to 24 with quotas by age group (45% in the 18-20 age group and 55% in the 21-24 age group) and by sex (50% males/50% females)
- 300 adults aged 25 to 34 with quotas by age group (48% in the 25-29 age group and 52% in the 30-34 age group) and by sex (50% males/50% females)

The assigned quotas reflect the structure of the population in the 18-24 and 25-34 age groups in all countries.

4. Achieved Sample

	Total Age 18-24	Age 18-20	Age 21-24	Males	Females
Canada	313	146	167	155	158
France	303	136	167	150	153
Germany	300	135	165	149	151
Italy	303	139	164	151	152
Japan	300	135	165	150	150
Mexico	301	136	165	152	149
Sweden	300	136	164	150	150
Great Britain	301	149	152	152	149
USA	495	232	263	253	242

	Total Age 25-34	Age 25-29	Age 30-34	Males	Females
USA	334	153	181	161	173

5. Sampling and Interviewing Method

A multistage, stratified area probability sample applied down to the Secondary Sampling Unit (SSU) stage (i.e. street/block group or similar classification) was used for this research. For the selection of households, interviewers followed randomly selected, pre-determined interviewing routes with skip intervals. At the household level, quotas for sex and age were applied for respondent selection.

Interviews in all countries were conducted face-to-face, at respondents' homes.

Guidelines were provided to ensure that the sample reflects proportions in terms of student/employment status among the target population represented. To ensure a proper proportion of men and women who are students or employed, most interviews were conducted in the evening and on weekends. Respondents were not screened based on their general literacy level.

Furthermore, in Mexico, quotas by socio-economic level were assigned to reflect that of the target population.

6. Interviewing Period

Interviews in all countries were conducted between May 24 and July 2, 2002. In the U.S., a small number of interviews were conducted through July 26th.

7. Survey Materials

Survey materials included a questionnaire in the local language (English, French, German, Italian, Japanese, Spanish or Swedish), show cards and maps in the local language provided by the National Geographic Society.

The international questionnaire was identical in all countries. Many questions were identical or comparable to those asked in a study conducted by the Gallup Organization for the National Geographic Society in 1988. Depending on the language, the length of the international questionnaire ranged from 15 to 25 minutes.

Additional questions making up about 10 more interviewing minutes were asked in the United States.

8. Data Processing and Weighting

All data collected were coded, keypunched and edited. All data were centrally tabulated by RoperASW.

The U.S. data were weighted for sample balancing by sex and age. Data from other countries were not weighted as the sex and age quotas were respected in all countries, the sample size was smaller than in the U.S. and all interviews were among the 18-24 age group only.

In some of the tabulations, data from several or all countries were aggregated to provide on a European and Global totals. Weights based on the population of the age group in each country were applied to apportion each country to the respective size of its population within each aggregate. The weights were based on figures from the International Database of the U.S. Census Bureau.

C. Complete Tables for Map Locator Questions

The charts in this section show full results for the map identification questions (Europe, Asia/Middle East, and World maps).

Country Identification Europe

Country on map:	18-24 Year Olds								
	U.S. %	Canada %	France %	Germany %	Gr. Br. %	Italy %	Japan %	Mexico %	Sweden %
Italy	64	79	96	95	82	97	87	79	98
Spain	44	43	96	94	69	96	48	37	92
France	40	52	98	90	81	95	53	33	88
England	37	59	96	90	96	95	85	35	96
Greece	22	24	68	77	44	87	31	12	86
Poland	13	9	36	82	20	49	10	3	75
Netherlands	8	11	71	70	31	64	27	8	59
Romania	6	5	15	33	9	31	5	3	37
Hungary	5	7	16	41	11	36	8	4	31
Czech Republic	5	4	8	63	7	24	12	4	34
Croatia	2	4	12	39	8	49	5	1	19
Bulgaria	2	3	13	26	6	17	6	3	34
Average correct (12 possible)	2.5	3.0	6.3	8.0	4.6	7.4	3.8	2.2	7.5

Country Identification Asia/Middle East

Country on map:	18-24 Year Olds								
	U.S. %	Canada %	France %	Germany %	Gr. Br. %	Italy %	Japan %	Mexico %	Sweden %
China	63	76	84	87	68	89	95	49	92
Russia	61	84	90	94	73	91	90	52	97
India	44	57	75	80	64	87	85	44	84
Japan	42	61	70	79	44	77	99	43	81
Saudi Arabia	24	20	46	61	23	71	34	14	57
Pakistan	16	23	25	47	40	32	29	5	39
Israel	14	12	28	47	14	30	16	3	41
Iran	13	13	18	40	12	27	26	5	33
Iraq	13	11	21	36	10	27	19	6	30
Afghanistan	12	14	22	49	20	31	19	6	26
Indonesia	11	19	30	47	25	40	53	5	55
Average correct (11 possible)	3.1	3.9	5.1	6.7	3.9	6.0	5.7	2.3	6.3

Country Identification World Map

Country on map:	18-24 Year Olds								
	U.S. %	Canada %	France %	Germany %	Gr. Br. %	Italy %	Japan %	Mexico %	Sweden %
USA	89	95	95	88	79	88	91	96	93
Canada	84	94	92	86	72	86	85	90	94
Mexico	80	82	71	71	51	72	55	97	86
Pacific Ocean	71	83	60	71	52	76	84	74	59
Russia	62	86	94	94	76	93	92	70	97
Italy	56	78	98	93	81	97	84	74	97
Cuba	52	56	55	67	33	74	37	69	67
Japan	42	68	74	77	46	81	98	52	85
France	35	52	95	86	80	93	61	30	87
United Kingdom	31	57	92	93	93	90	81	26	95
Argentina	27	33	51	61	38	69	46	54	62
Egypt	26	24	52	59	29	63	49	12	59
Israel	21	19	49	63	25	51	22	10	60
Germany	19	25	92	94	60	86	46	15	90
Afghanistan	17	21	25	55	28	37	27	12	40
Sweden	16	21	33	70	28	46	33	7	97
Average correct (16 possible)	7.3	8.9	11.3	12.3	8.7	12.0	9.9	7.9	12.7

D. Maps/Materials Used During Interviews