



National Geographic-Roper Public Affairs 2006 Geographic Literacy Survey

Survey Highlights

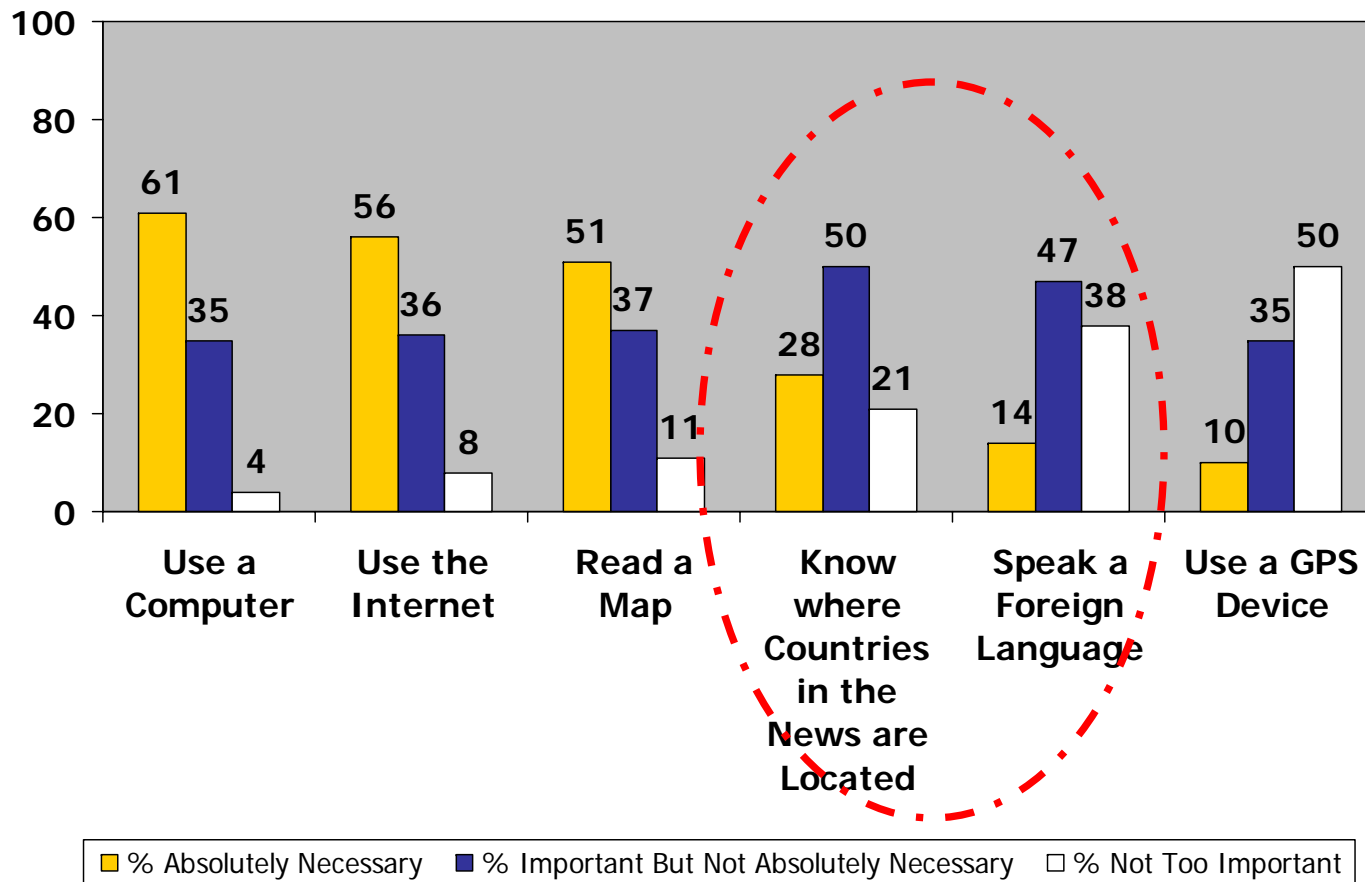
Survey Methodology

- 510 interviews with a representative sample of 18- to 24-year-olds in the continental United States
- In-home, face-to-face methodology
- Fieldwork dates: December 17, 2005 to January 20, 2006

Survey Conclusions

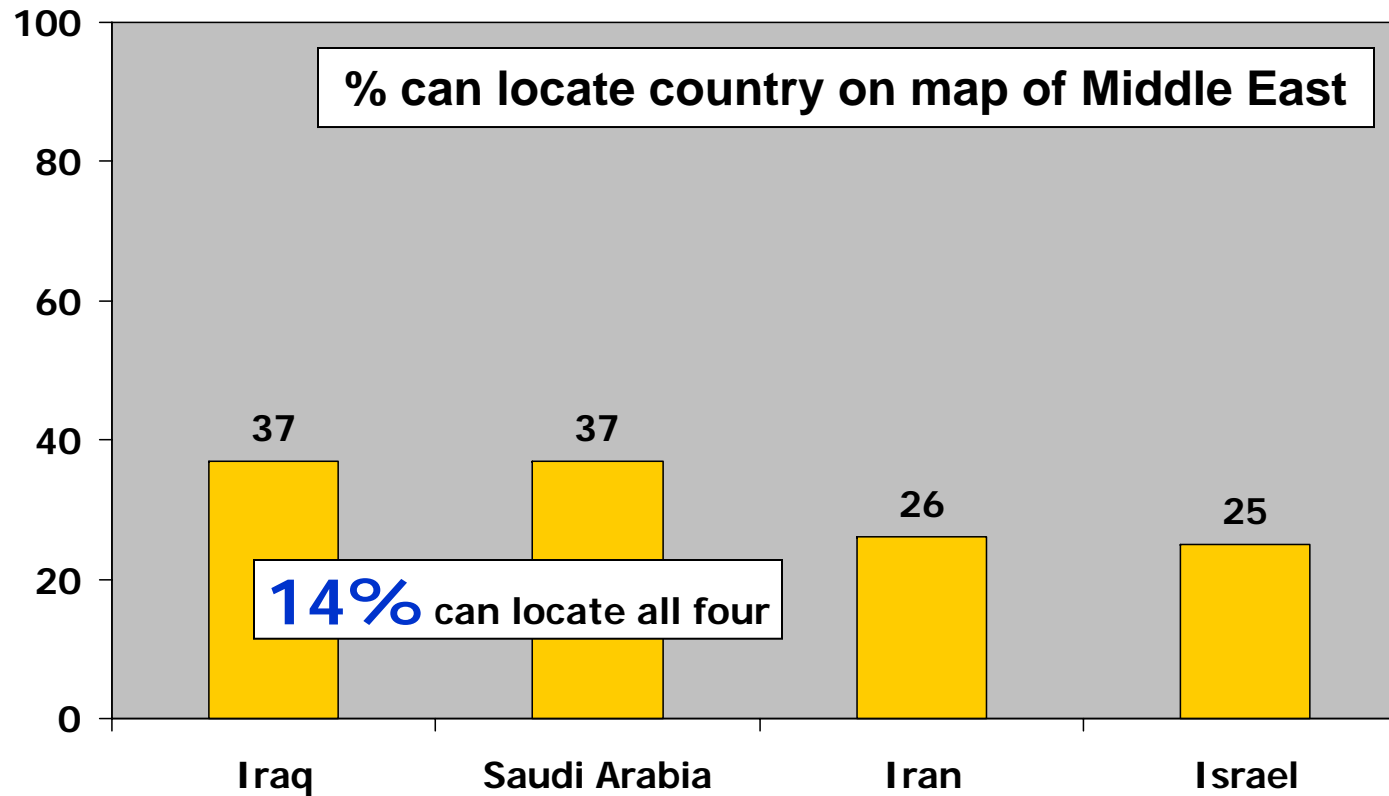
- Young people in the U.S. – the most recent graduates of our educational system – appear unprepared for an increasingly global future.
- Far too many lack basic skills for navigating the international economy or understanding the relationships among people and places that provide critical context for world events.

Young Americans Don't See... Importance of Some Key Skills



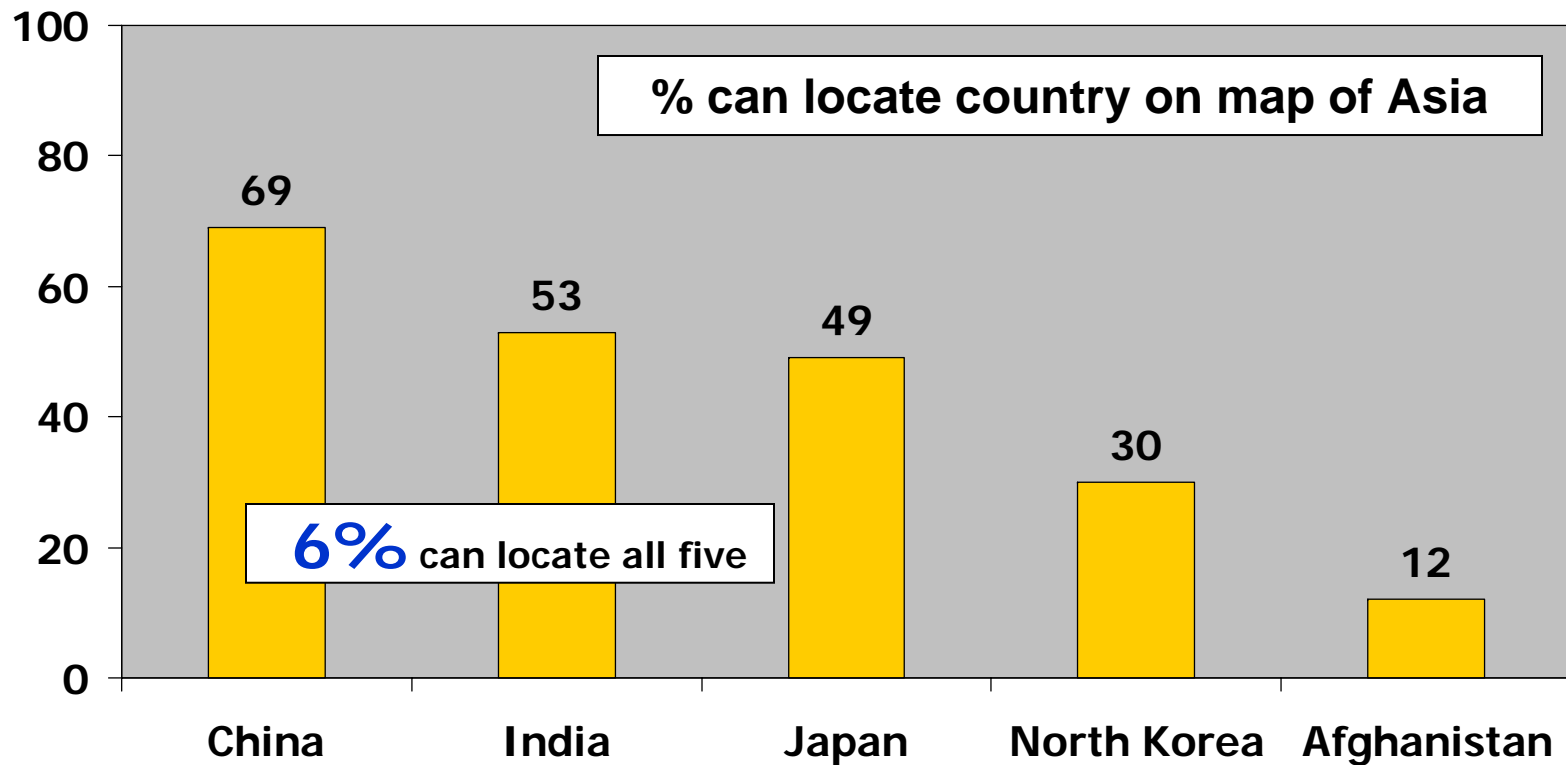
Note: Don't know/Refused answers not shown

Young Americans Don't Know... the Middle East



Young Americans Don't Know...

Asia

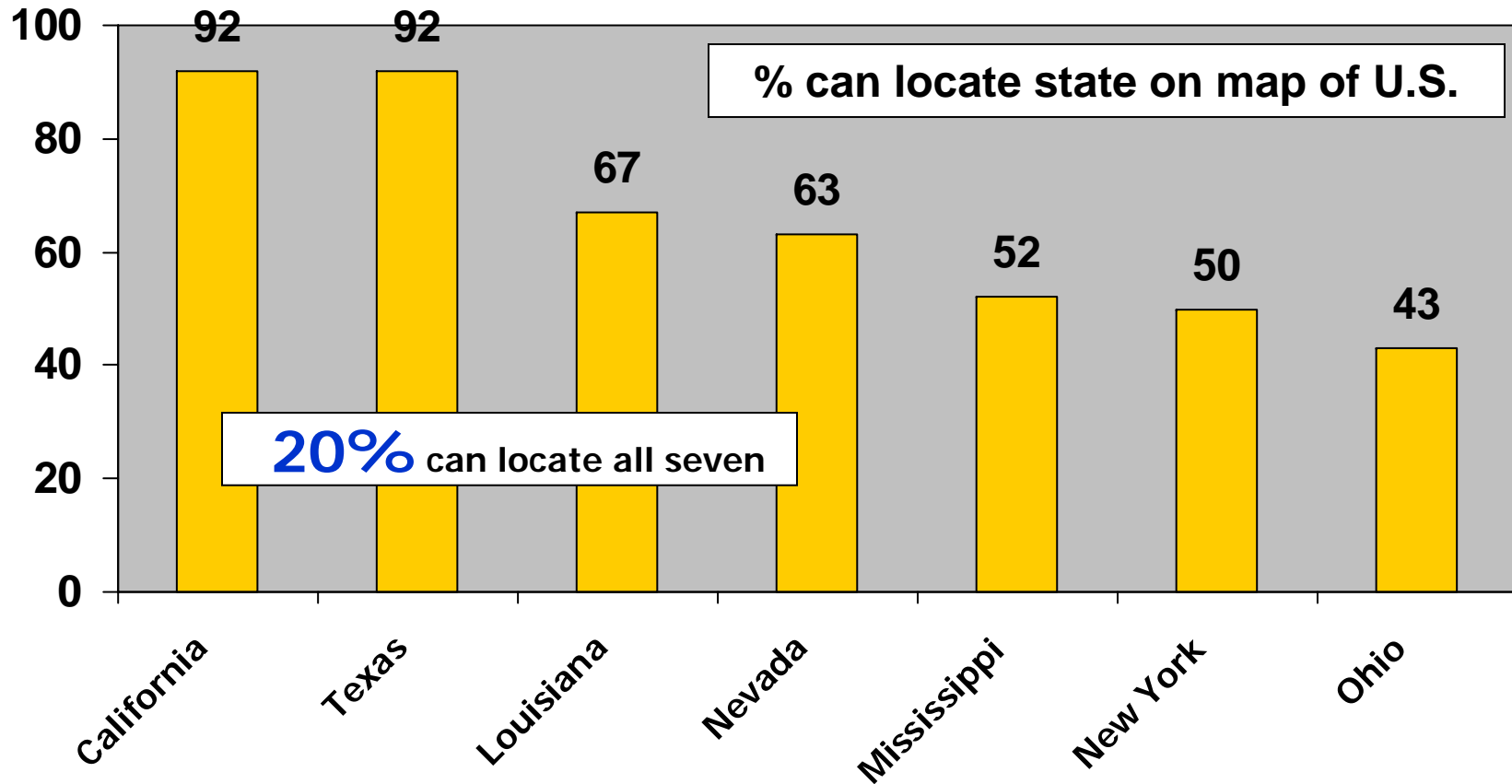


Young Americans Don't Know...

World Hotspots

- **7** in **10** can't find **North Korea** on a map of Asia
 - Nearly **two-thirds** don't know its border with South Korea is the most heavily-fortified in the world
- **9** in **10** can't find **Afghanistan** on a map of Asia
- Many don't know **Sudan** and **Rwanda** are in Africa
 - 20% think Sudan is in Asia, 10% put it in Europe

Young Americans Even Struggle With... U.S. Geography



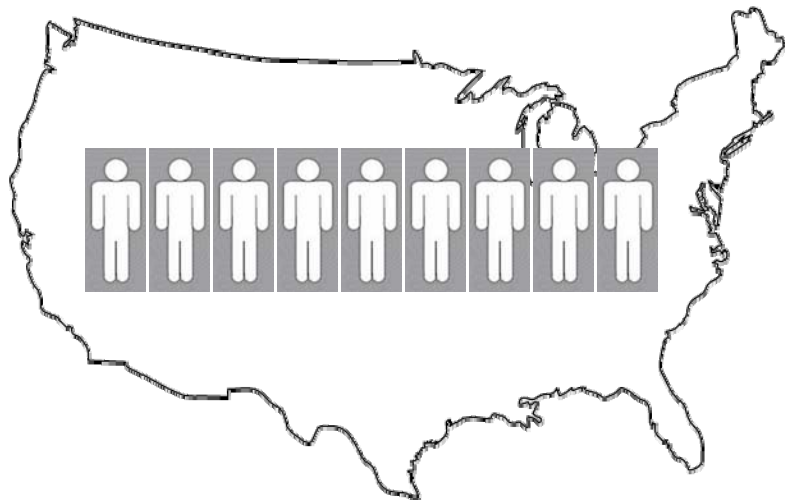
Young Americans Don't Know...

Natural Disasters

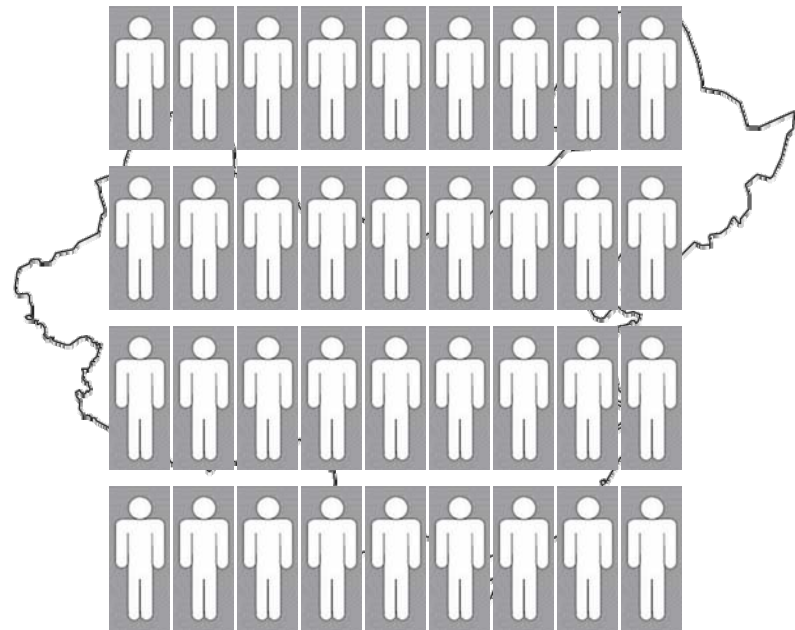
- Wrath of Katrina: **One-third** can't find **Louisiana**, **half** can't find **Mississippi** on a U.S. map
- **Two-thirds** don't select **Pakistan** – from only four possible choices -- as the correct location of the October 2005 earthquake that killed over 70,000
- **Half** can't even place tsunami-ravaged **Sri Lanka** on the right continent: Asia

Young Americans Don't Know... China

- **45%** think China's population is just **twice** that of U.S...
- it's actually more than **four times** the U.S. population



298 million



1.3 billion

Young Americans Don't Know...

China

- **Half** think **China** is the world's largest exporter in dollar value

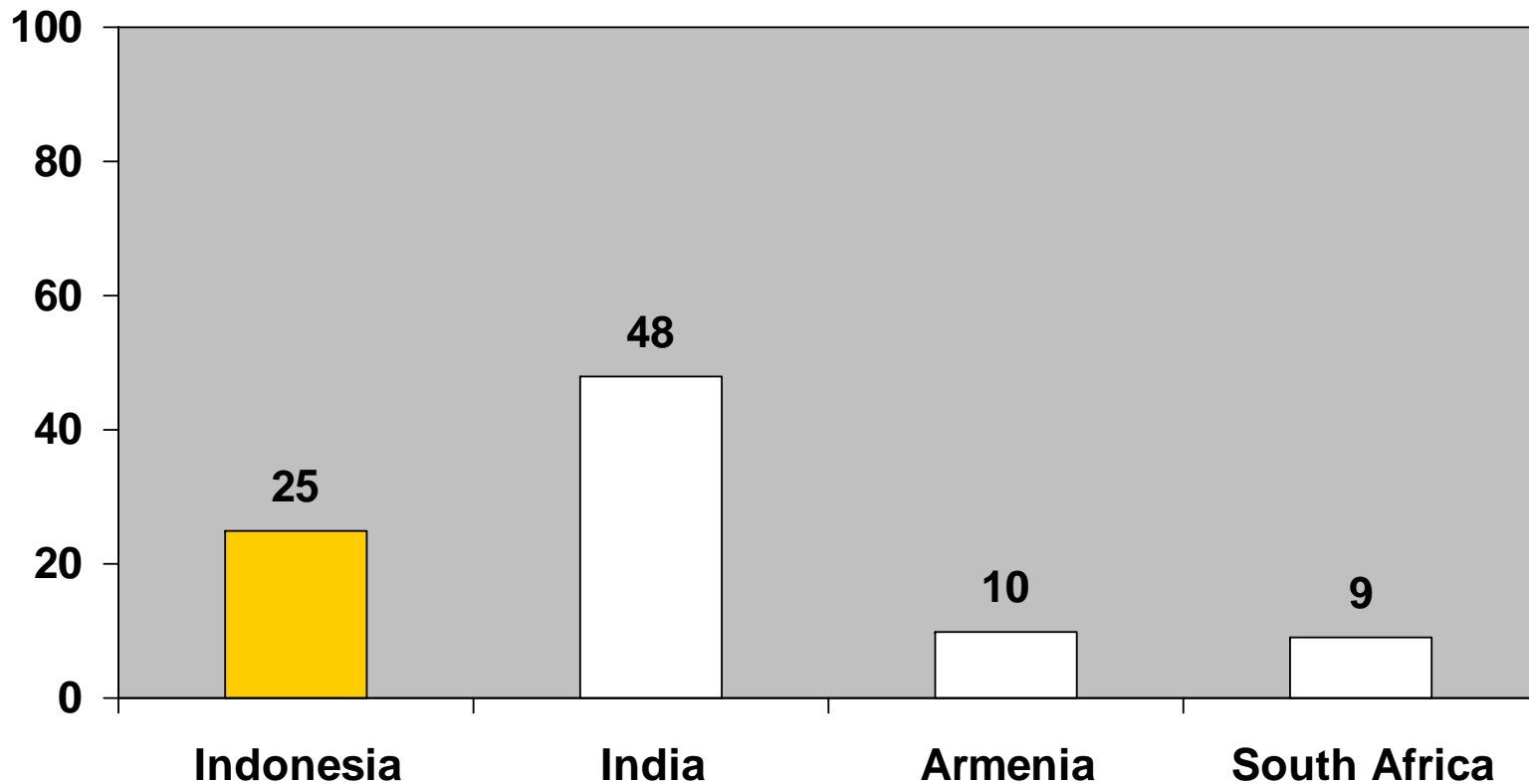
- The correct answer is the **United States**

- **Three-quarters** think the world's most-spoken native tongue is **English**

- The correct answer is **Mandarin Chinese**, selected correctly from a list of four choices by only **18%** of young Americans

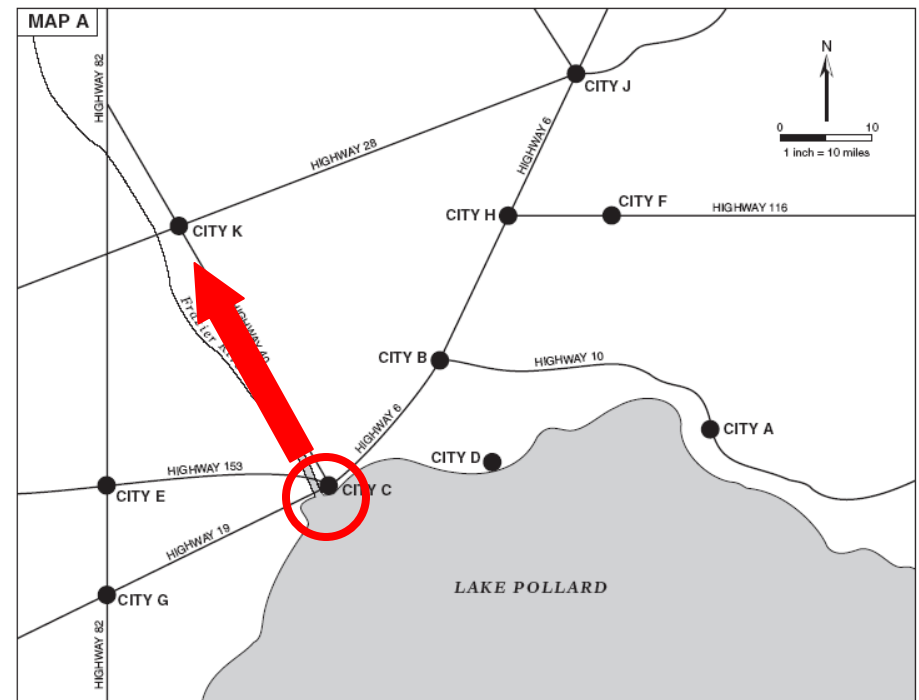
Young Americans Don't Understand... People and Places

In which country is a majority of the population Muslim?



Though better at practical map skills, many are still deficient

- Told to evacuate to the Northwest to escape a hurricane headed for City C, **one-third** head the wrong way.
- A full **third** also don't know the time in LA if it's noon in New York City.



Summary

- Young Americans show limited knowledge of the world within and beyond our borders
- Many lack skills to navigate the international economy
- They don't understand the relationships between people and places that give context to world events
- Many are unprepared for a global future