

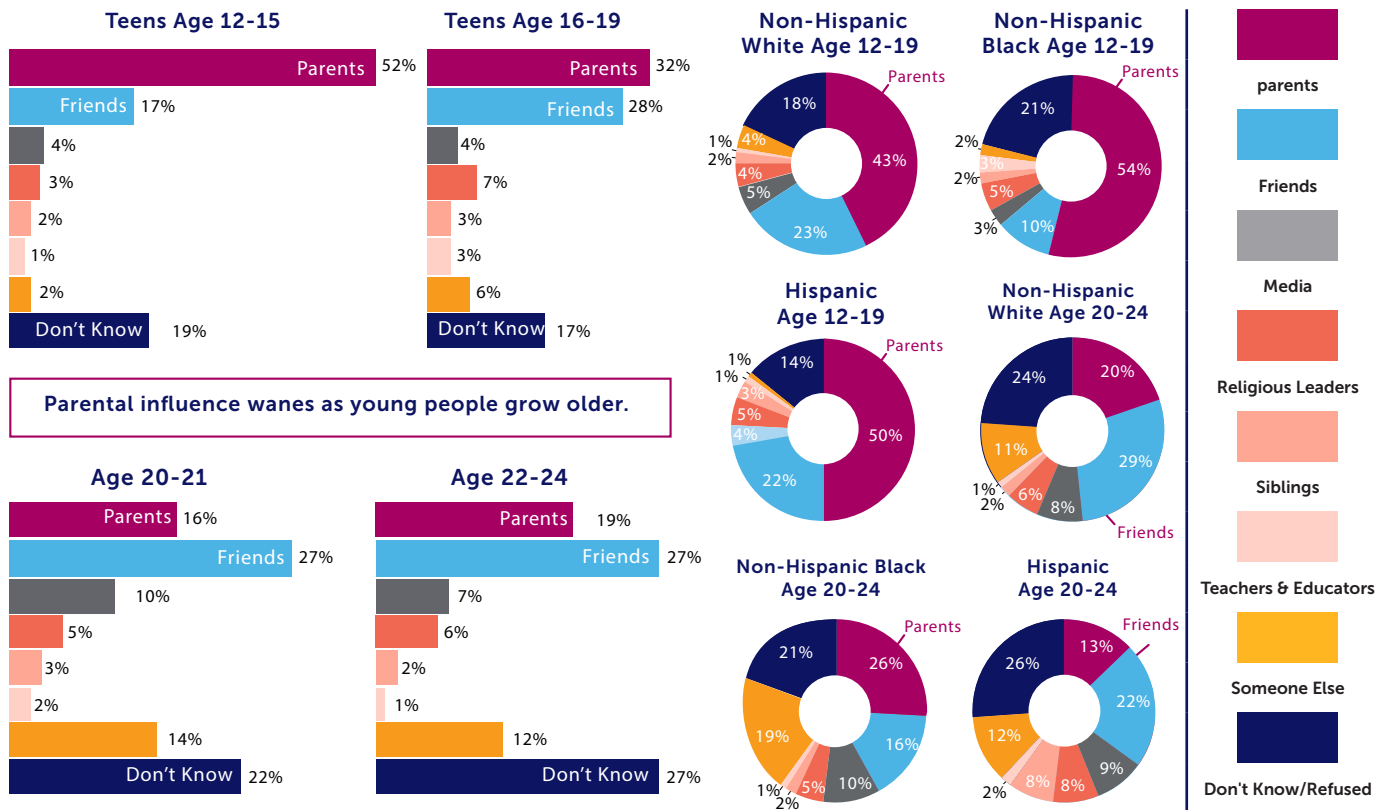
SURVEY SAYS

POWER TO DECIDE, THE CAMPAIGN TO PREVENT UNPLANNED PREGNANCY

Parent Power

Power to Decide has been assessing public sentiment on a number of topics for two decades. One of the most consistent findings over the years has been the power of parental influence. Specifically, in survey after survey, teens say parents most influence their decisions about sex. Our findings this year paint a similar picture: Parents matter. For the first time we have also asked centennials (age 12-19) and millennials (age 18-24) about who influences their decisions about sex. As the following make clear, parental influence wanes as young people grow older.

Who most influences your decisions about sex?



The following data are from the TRU Youth Monitor 2016, a survey of 3,038 individuals age 12-24 and fielded online in November and December 2015. The sample is representative of the U.S. population, including non-Hispanic Whites, Hispanics, and non-Hispanic Blacks. Hispanic respondents were able to take the survey in either English or Spanish. The margin of error is +/- 1.78% at the 95% confidence level.