




# **The GfK Group Project Report for the Young Adult Surveys**

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|                        |                 |
|------------------------|-----------------|
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## Study Design & Documentation

### Introduction

The GfK Group (GfK, formerly Knowledge Networks) conducted the Young Adult Surveys on behalf of the University of Chicago. Specifically, the study examined political attitudes, knowledge, and behaviors of young adults via the implementation of four cross-sectional surveys conducted over the life of the study. The surveys were conducted in English and Spanish using sample from KnowledgePanel®.

### Sample Definition

The target population consists of the following: non-institutionalized African American, Hispanic, and White adults aged 18-29 residing in the United States.

To sample the population, GfK sampled households from its KnowledgePanel, a probability-based web panel designed to be representative of the United States.

### Data Collection Field Period & Survey Length

The data collection field periods were as follows:

| Stage    | Start Date | End Date   |
|----------|------------|------------|
| Survey 1 | 11/21/2012 | 12/05/2012 |
| Survey 2 | 04/25/2013 | 05/13/2013 |
| Survey 3 | 12/12/2013 | 01/16/2014 |
| Survey 4 | 06/07/2014 | 06/27/2014 |

Participants completed the four surveys in 7, 5, 6, and 13 minutes (median), respectively.

### Survey Cooperation Enhancements

As a standard, email reminders to non-responders were sent on day three of the field period. Beyond the standard email reminder on day three of the field period, the following steps were also taken, as needed:

- Additional email reminders to non-responders were sent throughout the field period;
- Participants received a cash-equivalent of \$5-\$10 for their participation;
- Telephone reminder calls via Interactive Voice Response (IVR) and professional interviewers were made to selected non-responders.

### Survey Completion and Sample Sizes

The initial and resulting sample size and completion rate for each survey by race/ethnicity group are provided on the following page.

### Key Survey Response Statistics

| Sample Group      | Number Sampled | Number Completed | Completion Rate |
|-------------------|----------------|------------------|-----------------|
| Survey 1          |                |                  |                 |
| African Americans | 1,303          | 506              | 38.8%           |
| Hispanics         | 1,229          | 509              | 41.4%           |
| Whites            | 985            | 507              | 51.5%           |
| Survey 2          |                |                  |                 |
| African Americans | 1,125          | 501              | 44.5%           |
| Hispanics         | 1,288          | 505              | 39.2%           |
| Whites            | 998            | 507              | 50.8%           |
| Survey 3          |                |                  |                 |
| African Americans | 942            | 500              | 53.1%           |
| Hispanics         | 1,158          | 527              | 45.5%           |
| Whites            | 1,001          | 500              | 50.0%           |
| Survey 4          |                |                  |                 |
| African Americans | 694            | 330              | 47.6%           |
| Hispanics         | 1,249          | 521              | 41.7%           |
| Whites            | 1,110          | 511              | 46.0%           |

To achieve the target number of completions among African Americans for the fourth survey, members who had left KnowledgePanel within the past three years were contacted and asked to participate in the study. This effort added 194 completed surveys for a total of 524 completions in the African American group for that wave.

#### Data File Deliverables and Descriptions

Data were provided in SPSS format, and sampling weights were included in the final file for each survey. Along with the data from the survey, selected demographic variables from the existing KnowledgePanel profiles for respondents completing the current survey are included. The table on the next page shows the name and description of these demographic and selected supplemental variables delivered to the client. A series of variables documenting the order in which questions/response categories appeared to respondents (where applicable) was also provided. The names for these variables all begin with “Order” to facilitate their identification.

### Supplemental Variables

| Variable Name | Variable Description                             |
|---------------|--|
| CASEID        | Case Identification Number                       |
| XSPANISH      | Survey language                                  |
| TM_START      | Date and time interview started                  |
| TM_FINISH     | Date and time interview ended                    |
| DURATION      | Duration of interview in minutes                 |
| XPRIMELAN     | Language proficiency                             |
| XHISPAN       | Hispanic descent                                 |
| PPAGE         | Age  |
| PPAGECAT      | Age - 7 Categories                               |
| PPAGECT4      | Age - 4 Categories                               |
| PPEDUC        | Education (Highest Degree Received)              |
| PPEDUCAT      | Education (Categorical)                          |
| PPETHM        | Race / Ethnicity                                 |
| PPGENDER      | Gender   |
| PPHHHEAD      | Household Head                                   |
| PPHHSIZE      | Household Size                                   |
| PPHOUSE       | Housing Type                                     |
| PPINCIMP      | Household Income                                 |
| PPMARIT       | Marital Status                                   |
| PPMSACAT      | MSA Status                                       |
| PPREG4        | Region 4 - Based on State of Residence           |
| PPREG9        | Region 9 - Based on State of Residence           |
| PPRENT        | Ownership Status of Living Quarters              |
| PPSTATEN      | State  |
| PPT01         | Presence of Household Members - Children 0 - 2   |
| PPT25         | Presence of Household Members - Children 2 - 5   |
| PPT612        | Presence of Household Members - Children 6 - 12  |
| PPT1317       | Presence of Household Members - Children 13 - 17 |
| PPT18OV       | Presence of Household Members - Adults 18+       |
| PPWORK        | Current Employment Status                        |
| PPNET         | Household Internet Access                        |

### Key Personnel

Key personnel on the study include:

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## GfK Methodology

### Introduction

**The GfK Group (formerly Knowledge Networks)** is passionate about research in marketing, media, health, and social policy. We collaborate closely with client teams throughout the research process, while applying rigor in everything we do. We specialize in innovative online research that consistently gives leaders in business, government, and academia the confidence to make important decisions. GfK delivers affordable, statistically valid online research through KnowledgePanel® and leverages a variety of other assets, such as world-class advanced analytics, an industry-leading physician panel, an innovative platform for measuring online ad effectiveness, and a research-ready behavioral database of frequent supermarket and drug store shoppers.

GfK has recruited the first online research panel that is representative of the entire U.S. population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the Internet and hardware if needed.

GfK recruits panel members by using address-based sampling methods [formerly GfK relied on random-digit dialing methods]. Once household members are recruited for the panel and assigned to a study sample, they are notified by email for survey taking, or panelists can visit their online member page for survey taking (instead of being contacted by telephone or postal mail). This allows surveys to be fielded very quickly and economically. In addition, this approach reduces the burden placed on respondents, since email notification is less intrusive than telephone calls, and most respondents find answering Web questionnaires more interesting and engaging than being questioned by a telephone interviewer. Furthermore, respondents have the convenience to choose what time of day to complete their assigned survey.

Documentation regarding KnowledgePanel sampling, data collection procedures, weighting, and IRB-bearing issues are available at the below online resources.

- <http://www.knowledgenetworks.com/ganp/reviewer-info.html>
- <http://www.knowledgenetworks.com/knpanel/index.html>
- <http://www.knowledgenetworks.com/ganp/irbsupport/>

### The GfK Group

The GfK Group has a strong tradition in working with sophisticated academic, government, and commercial researchers to provide high quality research, samples, and analyses. The larger GfK Group offers the fundamental knowledge for governmental agencies, academics, industries, industry, retailers, services companies and the media need to provide exceptional quality in research to make effective decisions. It delivers a comprehensive range of information and consultancy services. GfK is one of the leading survey research organizations worldwide, operating in more than 100 countries with over 12,000 research staff. In 2012, the GfK Group's sales amounted to EUR 1.51 billion.



For further information, visit our website: [www.gfk.com](http://www.gfk.com).

### **KnowledgePanel Methodology Information**

Complete and current information about KnowledgePanel sampling and recruitment methodology and design is available at [http://marketing.gfkamerica.com/knowledgenetworks/knpanel/docs/KnowledgePanel\(R\)-Design-Summary-Description.pdf](http://marketing.gfkamerica.com/knowledgenetworks/knpanel/docs/KnowledgePanel(R)-Design-Summary-Description.pdf)

KnowledgePanel's probability-based recruitment was originally based exclusively on a national RDD frame. In April 2009, in response to the growing number of cellphone-only households that are outside of the RDD frame, GfK migrated to using an ABS frame for selecting panel members. This probability-based methodology improves population coverage. Currently, approximately 40% of panel members were recruited through RDD, while 60% were recruited using ABS. For both ABS and RDD recruitment, households without an Internet connection were provided with a web-enabled device and free Internet service. After initially accepting the invitation to join the panel, participants are asked to complete a short demographic survey (the initial profile survey); answers to these questions allow efficient panel sampling and weighting for surveys. Completion of the profile survey allows participants to become panel members. These procedures were established for the RDD-recruited panel members and continued with ABS recruited panel members. Respondents sampled from the RDD and ABS frames are provided the same privacy terms and confidentiality protections.

### **ABS Recruitment.**

ABS involves probability-based sampling of addresses from the U.S. Postal Service's Delivery Sequence File. The key advantage of the ABS sample frame is that it allows sampling of almost all U.S. households. An estimated 97% of households are "covered" in sampling nomenclature. Regardless of household telephone status, those households can be reached and contacted through postal mail. In late 2009 the ABS sample began incorporating a geographic stratification design. Census blocks with high density minority communities were oversampled (Stratum 1), and the balance of the census blocks (Stratum 2) were relatively under-sampled. The definition of high density and minority community and the relative proportion between strata differed among specific ABS samples. In 2010, the two strata were redefined to target high density Hispanic areas in Stratum 1 and all else in Stratum 2. In 2011, pre-identified ancillary information, rather than census block data, were used to construct and target four strata as follows: Hispanic ages 18-24, non-Hispanic ages 18-24, Hispanic ages 25+, and non-Hispanic ages 25+. Also in 2011, a separate sample targeting only persons ages 18-24 was fielded across the year, again using predictive ancillary information. Combined with the four-stratum sample, the base weight adjustment compensates for cases from this unique young adult oversample. In 2012, a similar four-stratum design was implemented, with the ages changed to 18-29 and 30+ for both the Hispanic and non-Hispanic strata. For every survey sample, an appropriate base weight adjustment is applied to each relevant sample to correct for these stratified designs.

Randomly sampled addresses are invited to join KnowledgePanel through a series of mailings, including an initial invitation letter, a reminder postcard, and a subsequent follow-up letter. Approximately 45% of the physical addresses selected for the sample can be matched to a corresponding valid telephone number. About 5 weeks after the initial mailing, telephone refusal-conversion calls are made to households for whom a telephone number was matched to the sampled address. Invited households can join the panel by:

- Completing and mailing back a paper form in a postage-paid envelope
- Calling a toll-free hotline phone number maintained by GfK
- Going to a designated GfK website and completing the recruitment form at the website

### **RDD Recruitment.**

For panel members who were recruited using RDD-based sampling (pre-April 2009), list-assisted RDD sampling techniques were used on the sample frame consisting of the entire U.S. residential telephone population. Only banks of telephone numbers (each consisting of 100 telephone numbers) that had zero or one directory-listed phone numbers were excluded. Two strata were defined using 2000 Census Decennial Census data which were appended to all telephone exchanges. The first stratum had a higher concentration of Black and Hispanic households, and the second stratum had a lower concentration of these groups relative to the national estimates. Telephone numbers were selected with equal probability of selection for each number within each of the two strata, with the higher concentration Black and Hispanic stratum being sampled at approximately twice the rate of the other stratum. The sampling was done without replacement to ensure that numbers already fielded would not be fielded again.

A valid postal address was recovered for about 60%-70% of all telephone numbers in the selected samples. The telephone numbers for which an address was recovered were selected with certainty. Until May 2007, between one-half and one-third of the remainder was subsampled randomly, depending on the recruitment period. From May 2007 to March 2009, subsampling was done at a rate of 75% for those households without a physical address. The households for which there was an address-matched telephone number received an advance mailing, typically 7 to 9 days before the recruitment telephone call. The letter informed them that they had been selected to participate in KnowledgePanel®.

Following the advance letter, the telephone recruitment process began for all sampled phone numbers. Cases sent to telephone interviewers were dialed for up to 90 days, with at least 10 dial attempts when no one answered the phone and when phone numbers were known to be associated with households. Extensive refusal conversion was also performed. Experienced interviewers conducted all recruitment interviews. The recruitment interview, which typically required about 10 minutes, began with the interviewer informing the household member that they had been selected to join KnowledgePanel.

### KnowledgePanel Latino<sup>SM</sup> Recruitment.

In 2008, KnowledgePanel Latino<sup>SM</sup> was developed to provide researchers with the capability to conduct representative online surveys with U.S. Hispanics. With the advent of KnowledgePanel Latino, the first U.S. online panel representative of Hispanics, including those without Internet access and those who speak only Spanish, was established. The sample for KnowledgePanel Latino is recruited using a hybrid telephone recruitment design, based on a dual-frame RDD methodology sampling U.S. Latinos and households with Hispanic-surnames. This geographically-balanced sample covers areas that, when aggregated, encompass approximately 93% of the nation's 45.5 million Latinos.

KnowledgePanel Latino samples Latinos residing in 70 DMAs (Designated Market Area) having Latino populations. The DMA-sampling approach was dedicated to recruiting Spanish-language-dominant adults who have been categorized as “unassimilated” on the basis of frequency of viewing Spanish-language television and use of Spanish as their primary spoken language at home. The 70 DMAs are grouped into five regions (Northeast, West, Midwest, Southeast, and Southwest). Each region is further divided into two groupings of census tracts: those with a “high-density” Latino population and the remaining tracts with a “low-density” Latino population. The threshold percentage for “high density” varies by region. The five regions, each divided into the two density groups, constitute 10 unique sample frames (5 x 2).

Using a geographic targeting approach, an RDD landline sample was generated to cover the high-density census tracts within each region. Due to the inaccuracy of telephone exchange coverage, there is always some spillage outside these tracts and a smaller degree of non-coverage within these tracts. About 32% of the Latino population across these five regions is covered theoretically by this targeted RDD landline sample. All the numbers generated were screened to locate a Latino, Spanish-speaking household.

The remaining 68% of the Latinos in these five regions were identified through a listed-surname sample. Listed surnames included only those households where the telephone subscriber had a surname that was pre-identified as likely to be a Latino surname. It is important to note that excluded from this low-density listed sample frame are: (a) the mixed Latino/non-Latino households where the subscriber does not have a Latino surname and (b) all the unlisted landline Latino households. The percent of listed vs. unlisted varies at the DMA level. The use of the listed surname was intended to utilize cost-effective screening to locate Latino households in these low-density areas since the rate of finding Latino households on this list, although not with 100% certainty, was still very high.

In 2011, the above described hybrid design was replaced with national RDD samples targeting telephone exchanges associated with census blocks that have a 45% or greater Latino population density (this density level covers just over 50% of the U.S. Hispanic population). Households are screened in the Spanish language to recruit only those homes where Spanish is spoken at least half the time. In 2012, the census block Hispanic density was raised to 65% to improve the eligibility efficiency of this RDD approach.

This all probability-based RDD Spanish-language sample supplements the Latino households (English and Spanish) that are now recruited through the KnowledgePanel's general ABS recruitment sample.

### **Household Member Recruitment.**

For all recruitment efforts, during the initial recruitment survey, all household members are enumerated. Following enumeration, attempts are made to recruit every household member who is at least 13 years old to participate in KnowledgePanel surveys. For household members aged 13 to 17, consent is collected from the parents or the legal guardian during the initial recruitment interview (detailed in section below - Procedures for Obtaining Consent for Surveys with Minors). If no consent is given, no further direct communication with the teenagers is attempted.

### **Survey Sampling from KnowledgePanel**

Once panel members are recruited and profiled, they become eligible for selection for client surveys. In most cases, the specific survey sample represents a simple random sample from the panel, for example, a general population survey. Customized stratified random sampling based on profile data can also be conducted as required by the study design.

The general sampling rule is to assign no more than one survey per week to individual members. Allowing for rare exceptions during some weeks, this limits a member's total assignments per month to four or six surveys. In certain cases, a survey sample calls for pre-screening, that is, members are drawn from a subsample of the panel (such as females, Republicans, grocery shoppers, etc.). In such cases, care is taken to ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that remains representative of the panel distributions.

### **Survey Administration**

Once assigned to a survey, members receive a notification email letting them know there is a new survey available for them to take. This email notification contains a link that sends them to the survey questionnaire. No login name or password is required. The field period depends on the client's needs and can range anywhere from a few hours to several weeks.

After three days, automatic email reminders are sent to all non-responding panel members in the sample. If email reminders do not generate a sufficient response, an automated telephone reminder call can be initiated. The usual protocol is to wait at least three to four days after the email reminder before calling. To assist panel members with their survey taking, each individual has a personalized "home page" that lists all the surveys that were assigned to that member and have yet to be completed.

GfK also operates an ongoing modest incentive program to encourage participation and create member loyalty. Members can enter special raffles or can be entered into special sweepstakes with both cash rewards and other prizes to be won.

The typical survey commitment for panel members is one survey per week or four per month with duration of 10 to 15 minutes per survey. In the case of longer surveys, an additional incentive is typically provided.

### Sample Weighting

The design for KnowledgePanel® recruitment begins as an equal probability sample with several enhancements incorporated to improve efficiency. Since any alteration in the selection process is a deviation from a pure equal probability sample design, statistical weighting adjustments are made to the data to offset known selection deviations. These adjustments are incorporated in the sample's **base weight**.

There are also several sources of survey error that are an inherent part of any survey process, such as non-coverage and non-response due to panel recruitment methods and to inevitable panel attrition. We address these sources of sampling and non-sampling error by using a **panel demographic post-stratification weight** as an additional adjustment.

Prior to this adjustment, Spanish-speaking Latinos are separately weighted before they are merged and re-weighted with the overall panel. This ethnic group is augmented with an independent, geographically targeted, dual frame sample screened for Spanish-language-dominant households. A **Spanish-language base weight** incorporating selection and language usage adjustments will be described in more detail below. The overall panel demographic post-stratification weight, when calculated for all panel members, proportionally adjusts for the Spanish-speaking U.S. population.

All the above weighting is done before the study sample is drawn. Once a study sample is finalized (all data collected and a final data set made), a set of **study-specific post-stratification weights** are constructed so that the study data can be adjusted for the study's sample design and for survey non-response.

A description of these types of weights follows.

### The Base Weight

In a KnowledgePanel sample there are eight known sources of deviation from an equal probability of selection design. These are corrected in the Base Weight and are described below.

1. Under-sampling of telephone numbers unmatched to a valid mailing address

An address match is attempted on all the Random Digit Dial (RDD)-generated telephone numbers in the sample after the sample has been purged of business and institutional numbers and screened for non-working numbers. The success rate for address matching is in the 60 to 70% range. Households having telephone numbers with valid addresses are sent an advance letter, notifying them that they will be contacted by phone to join

KnowledgePanel. The remaining, unmatched numbers are under-sampled as a recruitment efficiency strategy. Advance letters improve recruitment success rates. Under-sampling was suspended between July 2005 and April 2007. It was resumed in May 2007, using a sampling rate of 0.75. RDD recruitment ended in July 2009.

2. RDD selection proportional to the number of telephone landlines reaching the household

As part of the field data collection operation, information is collected on the number of separate telephone landlines in each selected household. The probability of selecting a multiple-line household is down-weighted by the inverse of the number of landlines. RDD recruitment ended in July 2009.

3. Some minor oversampling of Chicago and Los Angeles in early pilot surveys

Two pilot surveys carried out in Chicago and Los Angeles when the panel was initially being built increased the relative size of the sample from these two cities. With natural attrition and growth in size of the overall panel, that impact has declined over time. It remains part of our base adjustment weighting because of a small number of extant panel members from that initial panel cohort.

4. Early oversampling the four largest states and central region states

At the time when the panel was first being built, survey demand in the four largest states (California, New York, Florida, and Texas) necessitated oversampling during January–October 2000. Similarly, the central region states were oversampled for a brief period of time. These now diminishing effects still remain in the panel membership and thus weighting adjustments are required for these geographic areas.

5. Under-sampling of households not covered by the MSN<sup>®</sup> TV service network

Certain small areas of the U.S. are not serviced by MSN<sup>®</sup>, thus the MSN<sup>®</sup> TV units (Web-TV) distributed to non-Internet households prior to January 2009 could not be used for those recruited non-Internet households. Overall, the result is a small residual under-sample in those geographic areas which requires a minor weighting adjustment for those locations. Since January 2010, laptop computers with dial-up access are being distributed to non-Internet households, thus eliminating this under-coverage component.

6. RDD oversampling of African American and Hispanic telephone exchanges

As of October 2001, oversampling of telephone exchanges with a higher density of minority households (specifically, African American and Hispanic) was implemented to increase panel membership for those groups. These exchanges were oversampled at

approximately twice the rate of other exchanges. This oversampling is corrected in the base weight. RDD recruitment ended in July 2009.

#### 7. Address-based sample phone match adjustment

Toward the end of 2008, GfK began recruiting panel members by using an address-based sample (ABS) frame in addition to RDD recruitment. Once recruitment through the mail, including follow-up mailings to ABS non-respondents was completed, telephone recruitment was added. Non-responding ABS households where a landline telephone number could be matched to an address were subsequently called and telephone recruitment was initiated. This effort resulted in a slight overall disproportionate number of landline households being recruited in a given ABS sample. A base weight adjustment is applied to return the ABS recruitment panel members to the sample's correct national proportion of phone-match and no phone-match households.

#### 8. ABS oversample stratification adjustment

In late 2009 the ABS sample began incorporating a geographic stratification design. Census blocks with high density minority communities were oversampled (Stratum 1) and the balance of the census blocks (Stratum 2) were relatively under-sampled. The definition of high density and minority community and the relative proportion between strata differed among specific ABS samples. In 2010, the two strata were redefined to target high density Hispanic areas in Stratum 1 and all else in Stratum 2. In 2011, pre-identified ancillary information and not census block data were used to construct and target four strata as follows: Hispanic ages 18-24, Non-Hispanic ages 18-24, Hispanic ages 25+ and Non-Hispanic ages 25+. An appropriate base weight adjustment is applied to each relevant sample to correct for these stratified designs. Also in 2011, a separate sample targeting only persons ages 18-24 was fielded across the year also using predictive ancillary information. Combined with the four-stratum sample, the base weight adjustment compensates for cases from this unique young adult over-sample. In 2012, a similar four-stratum design is used but the ages have been changed to 18-29 and 30+ for both the Hispanic and Non-Hispanic strata.

### **The Spanish Language Base Weight**

From 2008 through 2010, as an augmentation to KnowledgePanel, Spanish language-specific panel members were recruited through a geographically targeted dual frame sample that was screened for Spanish-language dominant households. Generally, these are households in which members speak Spanish and completed the recruitment interview in Spanish. Eleven geographic regions covering approximately 95% of the national Latino population was screened. Each region had both high and low density Hispanic population areas. High density areas were screened by using RDD methods, whereas low density areas were screened by using

Hispanic surname listed samples. Two adjustments are incorporated in the Spanish language base weight.

1. Selection proportional to the number of telephone landlines reaching the household  
As part of the field data collection operation, information was collected on the number of separate telephone landlines in each eligible (Spanish-speaking) household. A multiple-line household's selection probability is down-weighted by the inverse of its number of landlines.

2. Geographic frame balancing for RDD and listed surname samples

The recruitment sample frame has a given proportional distribution across 11 regions, each consisting of both a high and low Hispanic population density area (ranging from 0.3% density to 13.9%; average = 4.6%). This adjustment factor returns the recruited households by area to their correct relative proportion across the 22 geographic density areas.

In 2011, the above telephone recruitment method was replaced with a pure probability-based RDD sample targeting telephone exchanges that covered Hispanic population areas of 45% or greater density based on census block data. In 2012, the density level was raised to 65%. The Spanish-language base weight compensates for this RDD sample approach when combined with other Hispanic panel.

### **The Panel Demographic Post-stratification Weight**

To reduce the effects of any non-response and non-coverage bias in the overall panel membership (before the study sample is drawn), a post-stratification adjustment is applied based on demographic distributions from the most recent data from the Current Population Survey (CPS). Spanish language usage, however, is based on the 2010 Pew Hispanic Center Survey (most recently available published data at this time). Language usage adjustments allow for the correct proportional fitting of Spanish-speaking members relative to other English-speaking Hispanic and non-Hispanic panel members within Census regions. The benchmark distributions for Internet access among the U.S. population of adults are obtained from the most recent special CPS supplemental survey measuring Internet access (October 2010).

The overall panel post-stratification variables include:

- Gender (Male/Female)
- Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Household income (under \$10k, \$10k to <\$25k, \$25K to <\$50k, \$50K to <\$75k, \$75K to <\$100k, \$100K+)



- Home ownership status (Own, Rent/Other)
- Metropolitan Area (Yes, No)
- Internet Access (Yes, No)
- Member-level Primary Language by Census Region (Non-Hispanic, Hispanic English Proficient, Hispanic Bilingual, Hispanic Spanish Proficient)

The Panel Demographic Post-stratification weight is applied prior to a probability proportional to size (PPS) selection of a study sample from KnowledgePanel. This weight is designed for sample selection purposes.

### **Study-Specific Post-Stratification Weights**

Once the sample has been selected and fielded, and all the study data are collected and made final, a post-stratification process is used to adjust for any survey non-response as well as any non-coverage or under- and over-sampling resulting from the study-specific sample design.

For the current study, demographic and geographic distributions for the non-institutionalized, civilian population ages 18-29 from the most recent CPS are used as benchmarks in this adjustment. The following benchmark distributions were utilized:

- Gender (Male/Female)
- Age (18-24, 25-29)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Hispanic)
- Education (Less than High School/High School, Some College, Bachelors and higher)
- Household income (under \$25k, \$25K to <\$50k, \$50K to <\$75k, \$75K+)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Area (Yes, No)
- Primary Language by Census Region (Non-Hispanic, Hispanic English Proficient, Hispanic Bilingual, Hispanic Spanish Proficient)

Comparable distributions are calculated by using all completed cases from the field data. Since study sample sizes are typically too small to accommodate a complete cross-tabulation of all the survey variables with the benchmark variables, a raking procedure is used for the post-stratification weighting adjustment. Using the base weight as the starting weight, this procedure adjusts the sample data back to the selected benchmark proportions. Through an iterative convergence process, the weighted sample data are optimally fitted to the marginal distributions.

After this final post-stratification adjustment, the distribution of the calculated weights are examined to identify and, if necessary, trim outliers at the extreme upper and lower tails of the weight distribution. The post-stratified and trimmed weights are then scaled to the sum of the total sample size of all eligible respondents.

## **Appendix A: Questionnaire – Survey 1**

[SP]

[PROMPT]

Q1. In talking to people about elections, we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time. How about you, did you vote in the 2012 Presidential election?

Yes .....1  
[SKIP TO Q2]No .....2

[ASK IF Q1 = 1]

[SP]

Q1b. Who did you vote for?

Barack Obama .....1  
Mitt Romney .....2  
[TEXT BOX]Someone else (please  
specify): .....3

[ASK IF Q1 = 1]

[SP]

Q1b2. When did you vote?

On election day .....1  
Early but at the polls .....2  
Early using an absentee ballot .....3

[ASK IF Q1 = 1]

[SP]

Q1c. When you went to vote were you asked to show any version of identification?

Yes .....1  
No .....2

[ASK IF Q1c = 1]

[SP]

Q1c2. Were you required to show an identification with a picture (photo-ID)?

Yes .....1  
No .....2

[ASK IF Q1 = 1]

[SP]

[PROMPT]

Q1d. Did you encounter any problems while voting?

Yes .....1  
[SKIP TO Q1F]No .....2

**[ASK IF Q1D = 1]**

**[MP]**

Q1e. Specifically, what kinds of problems did you encounter?

1. Officials could not find my name on the list
2. Difficulty operating voting equipment
3. Could not figure out location of polling place
4. Lines were very long at the place where I vote
5. Did not have the required identification
6. Needed assistance
7. Other

**[ASK IF Q1 = 1]**

**[SP]**

**[PROMPT]**

Q1f Was this the first election in which you voted?

**[SKIP TO Q4]**Yes .....1  
**[SKIP TO Q3]**No .....2

**[ASK IF Q1 = 2]**

**[MP]**

Q2. There are several reasons why people were unable to vote in the 2012 Presidential election. Please tell us why you were not able to vote?

1. Not registered to vote
2. Disinterested in politics
3. Did not approve of the candidates
4. Officials could not find my name on the list
5. Could not figure out location of polling place
6. Lines were very long at the place where I vote
7. Did not have the required identification
8. Other

**[SP]**

Q3. Please tell us the first time you voted in a presidential or mid-term federal election.

2010 .....1  
2008 .....2  
2006 .....3  
2004 .....4  
2002 .....5  
2000 .....6  
I have never voted .....7

**[SP]**

Q4. Some people don't pay much attention to political campaigns. How about you? How interested have you been in the 2012 Presidential campaign?

Very much interested .....1  
Somewhat interested .....2  
Not much interested .....3  
Not at all interested .....4

**[PROMPT]**

**[NUMERIC GRID; RANGE 0-100]**

**[RANDOMIZE AND RECORD ORDER OF Q5A-Q5D]**

Q5. Now we would like to get your feelings towards political candidates. Please rate the following people on a scale from 0 to 100. Ratings between 50 and 100 mean that you feel favorably and warm towards that person. Ratings between 0 and 50 mean that you feel cool and don't care much for that person. A 50 degree rating means you are in the middle. You may use any number between 0 and 100.

- a. Mitt Romney
- b. Barack Obama
- c. Joe Biden
- d. Paul Ryan

**[PROGRAM NOTE: PLEASE RANDOMIZE AND RECORD RESPONSE OPTIONS FOR Q6 QUESTION SERIES INDEPENDENTLY OF THE RANDOMIZATION AND RECORD OF THE Q20 SERIES]**

**[SP]**

**[RANDOMIZE AND RECORD ORDER OF RESPONSE OPTIONS 1-17]**

**[PROMPT]**

Q6a. We would also like to know your perspective on some of the major issues discussed throughout the 2012 campaign season. Of the following options, please select the **MOST** important issue for **THE NATION**.

|   |    |
|---|----|
| Federal budget deficit .....  | 1  |
| Healthcare law passed in 2010<br>(Affordable Care Act also known<br>as "Obamacare") ..... | 2  |
| Unemployment/creating jobs .....  | 3  |
| Affirmative Action .....  | 4  |
| Terrorism .....   | 5  |
| Military engagement overseas<br>(Afghanistan, Libya, Middle East).....                    | 6  |
| Taxes .....   | 7  |
| Energy.....   | 8  |
| Gun violence .....  | 9  |
| The gap between the rich and the<br>poor .....  | 10 |
| Same-sex marriage.....  | 11 |
| Women's Issues (abortion,<br>contraceptives, etc.) .....                                  | 12 |
| Immigration .....   | 13 |
| Ensuring the long-term stability of<br>Social Security & Medicare.....                    | 14 |
| Law enforcement .....   | 15 |
| Education .....   | 16 |
| Environmental concerns .....  | 17 |
| Other .....   | 18 |

**[ASK IF Q6A NOT REFUSED]**

**[SP]**

**[PROMPT]**

Q6b. We would also like to know your perspective on some of the major issues discussed throughout the 2012 campaign season. Of the remaining options, please select the **SECOND** most important issue for **THE NATION**.

**[DISPLAY RESPONSE OPTIONS SHOWN IN Q6A (IN THE SAME ORDER) EXCEPT FOR THE RESPONSE SELECTED IN Q6A]**

**[ASK IF Q6B NOT REFUSED]**

**[SP]**

**[PROMPT]**

Q6c. We would also like to know your perspective on some of the major issues discussed throughout the 2012 campaign season. Of the remaining options, please select the **THIRD** most important issue for **THE NATION**.

**[DISPLAY RESPONSE OPTIONS SHOWN IN Q6A (IN THE SAME ORDER) EXCEPT FOR THE RESPONSE SELECTED IN Q6A AND Q6B]**

**[SP]**

Q7. Now we want to ask you a few questions about forms of identification. Do you have a valid driver's license with your current address and name on it?

Yes .....1  
No .....2

**[PROMPT]**

**[MP]**

Q8. Do you have any of the following forms of identification where you can access them?

U.S. Birth Certificate .....1  
U.S. Passport.....2  
Military Identification .....3  
Official State Identification (with  
photo) .....4  
U.S. Naturalization Papers.....5  
University or College Identification  
with your photo, your signature  
AND an expiration date .....6

**[DISPLAY]**

Now we want to ask some questions about your activities during the 2012 Presidential Election.

[SP]

Q9. Did you go to any political meetings, rallies, speeches, dinners, or things like that in support of a particular candidate?

Yes .....1  
No .....2

[SP]

Q10. Have you worn a campaign or political button, put a campaign or political sticker on your car or placed a sign in your window or in front of your house?

Yes .....1  
No .....2

[SP]

[PROMPT]

Q11. During this election season have you given money to or helped raise money for a candidate, political party, or other political cause?

Yes .....1  
[SKIP TO Q12]No .....2

[ASK IF Q11 = 1]

[SP]

Q11.1. Did you raise or donate money online (via website, Facebook, text, etc.)?

Yes .....1  
No .....2

[SP]

Q12. Have you signed up to receive information from candidates or campaigns via email or text?

Yes .....1  
No .....2

[SP]

Q13. Have you volunteered on a political campaign, for a candidate or for a political cause?

Yes .....1  
No .....2

[SP]

Q14. Have you contacted a public official or agency?

Yes .....1  
No .....2

**[SP]**

Q15. Have you supported a candidate, political party, or political issue by starting or joining a political group on a **social network site** (like MySpace or Facebook)?

Yes .....1  
No .....2

**[SP]**

Q16. Have you used Internet sites such as YouTube or campaign websites to see the candidate debates, interviews with candidates, campaign commercials or a candidate's speech or announcement?

Yes .....1  
No .....2

**[SP]**

Q17. Did you write an email or blog about a political campaign, candidate, or issue?

Yes .....1  
No .....2

**[SP]**

Q18. Have you contributed your own article, blog, picture or video about a political campaign, candidate, or issue?

Yes .....1  
No .....2

[SP]Q18b. Have you forwarded or circulated an article, blog, picture or video about a political campaign, candidate, or issue?

Yes .....1  
No .....2

**[PROMPT]**

**[MP]**

Q19. Please tell us if any of the types of organizations or individuals listed here contacted you to vote in the presidential election.

1. Democratic Party
2. Republican Party
3. Romney Campaign
4. Obama Campaign
5. Social or recreational group
6. Organization promoting the interests of your racial/ethnic group
7. Youth group
8. Place of worship
9. Organization working in your neighborhood
10. **[TEXT BOX]**Other (please specify):



[SP]

[PROMPT]

[RANDOMIZE AND RECORD RESPONSE OPTIONS 1-17]

Q20a. We would like to know which issues President Obama should prioritize to address the concerns of young adults under 30 years old like you. Of the following options, please select the **MOST** important issue for **young adults under 30 years old like you**.

|   |    |
|---|----|
| Federal budget deficit .....  | 1  |
| Healthcare law passed in 2010<br>(Affordable Care Act also known<br>as "Obamacare") ..... | 2  |
| Unemployment/creating jobs .....  | 3  |
| Affirmative Action .....  | 4  |
| Terrorism .....   | 5  |
| Military engagement overseas<br>(Afghanistan, Libya, Middle East).....                    | 6  |
| Taxes .....   | 7  |
| Energy.....   | 8  |
| Gun violence .....  | 9  |
| The gap between the rich and the<br>poor .....  | 10 |
| Same-sex marriage.....  | 11 |
| Women's Issues (abortion,<br>contraceptives, etc.) .....                                  | 12 |
| Immigration .....   | 13 |
| Ensuring the long-term stability of<br>Social Security & Medicare.....                    | 14 |
| Law enforcement .....   | 15 |
| Education .....   | 16 |
| Environmental concerns .....  | 17 |
| Other .....   | 18 |

[ASK IF Q20A NOT REFUSED]

[SP]

[PROMPT]

Q20b. We would like to know which issues President Obama should prioritize to address the concerns of young adults under 30 years old like you. Of the remaining options, please select the **SECOND** most important issue for **young adults under 30 years old like you**.

[DISPLAY RESPONSE OPTIONS SHOWN IN Q20A (IN THE SAME ORDER) EXCEPT FOR THE RESPONSE SELECTED IN Q20A]

**[ASK IF Q20B NOT REFUSED]**

**[SP]**

**[PROMPT]**

Q20c. We would like to know which issues President Obama should prioritize to address the concerns of young adults under 30 years old like you. Of the remaining options, please select the **THIRD** most important issue for **young adults under 30 years old like you**.

**[DISPLAY RESPONSE OPTIONS SHOWN IN Q20A (IN THE SAME ORDER) EXCEPT FOR THE RESPONSE SELECTED IN Q20A AND Q20B]**

## **Appendix B: Questionnaire – Survey 2**

**[GRID SP ACROSS]**

Do you support or oppose each of the following proposals to reduce gun violence:

| Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose |
|------------------|------------------|-----------------|-----------------|
| 1                | 2                | 3               | 4               |

Q1. A nationwide ban on **semi-automatic weapons** that rapidly fire a high number of rounds

Q2. More police or armed security guards in public places like schools, movie theaters, and malls

Q3. Criminal background checks for all gun sales

Q4. Better mental health screening and treatment

Q5. A nationwide ban on **high-capacity magazines** that allow a shooter to fire more rounds without

manually reloading

Q6. Stiffer penalties for people convicted of violating existing gun laws

**[SP]**

Q7. How afraid are you that a member of your family, or a close friend, or you yourself might be the victim of gun violence during the coming year?

- Very afraid.....1
- Somewhat afraid .....2
- A little bit afraid .....3
- Not afraid .....4

**[SP]**

Q8. Have you or someone you know carried a gun in the last month?

- No .....1
- Yes.....2

**[RANDOMIZE AND RECORD ORDER OF Q9 AND Q10]**

**[SP]**

Q9. Have you or someone you know experienced gun violence (for example, by being threatened with a gun or as the victim of a shooting) in the last year?

- No .....1
- Yes.....2

**[SP]**

Q10. In your neighborhood, how much of a problem is gun violence?

- A big problem .....1
- Somewhat of a problem .....2
- Not much of a problem .....3
- No problem at all .....4

[SP]

Q11. What do you think is more important – to protect the right of Americans to own guns, OR to control gun ownership?

Protect right to own guns .....1  
Control gun ownership .....2

[SP]

Q12. How much do you agree with the following statements:

“Stricter gun laws would make it more difficult for people to protect their homes and families”.

Strongly agree.....1  
Somewhat agree.....2  
Somewhat disagree .....3  
Strongly disagree .....4

[SP; SHOW ON SAME PAGE AS Q12]

Q13. “Owning a gun makes me feel safer in my community.”

Strongly agree.....1  
Somewhat agree.....2  
Somewhat disagree .....3  
Strongly disagree .....4

[MP; ONLY ALLOW SELECTION OF UP TO TWO ANSWERS]

[RANDOMIZE AND RECORD ORDER OF RESPONSE OPTIONS]

[PROGRAM NOTE: CHANGE DEFAULT TEXT ABOVE RESPONSE OPTIONS FROM ‘SELECT ALL ANSWERS THAT APPLY’ TO ‘Select the two most important reasons’]

[PROGRAM NOTE: IF RESPONDENT SELECTS LESS THAN 2 RESPONSES FOR Q14, PROMPT WITH BELOW MESSAGE:]

You have the option to select two answers for this question. Please take a moment to review the below question responses and select the two most important reasons for high levels of gun violence in some urban areas. If you have finished answering this question, please select the “Next” button to move to the next question page.

Q14. In your opinion, what are the TWO most important reasons for high levels of gun violence in some **urban areas**?

1. Too many guns in circulation
2. Violence in television, movies, and video games
3. Gangs and organized criminal activity
4. Too many restrictions on gun ownership by law-abiding citizens
5. Lack of adult supervision for young people
6. Impoverished neighborhoods
7. Unemployment/lack of jobs
8. Illegal drugs
9. Too many violent people live in cities
10. Ineffective policing
11. Too many people with no respect for American values live in cities

**[GRID SP ACROSS]**

Please tell us whether you support or oppose each of these proposals about immigration reform:

|                  |                  |                 |                 |
|------------------|------------------|-----------------|-----------------|
| Strongly Support | Somewhat Support | Somewhat Oppose | Strongly Oppose |
| 1                | 2                | 3               | 4               |

- Q15. Require employers to verify that all new hires are living in the U.S. legally
- Q16. Creating a path to citizenship in which law-abiding immigrants currently living in this country illegally are allowed to eventually apply for citizenship
- Q17. Increase government spending on security measures and enforcement at U.S. borders
- Q18. Allow undocumented immigrants brought to the U.S. as children to gain citizenship when they receive a degree from a U.S. college or university
- Q19. Grant citizenship to undocumented immigrants who serve in the U.S. military
- Q20. Expanding 'guest worker' programs that would give a temporary visa to non-citizens who want to work legally in the United States
- Q21. Identify and deport all immigrants currently living in this country illegally

**[GRID SP ACROSS]**

Please tell us whether you agree or disagree with the following statements:

|                |                |                   |                   |
|----------------|----------------|-------------------|-------------------|
| Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree |
| 1              | 2              | 3                 | 4                 |

- Q22. Immigrants, especially immigrants from Latin America, Asia, and Africa, take jobs, housing, and healthcare away from people who were born in the United States.
- Q23. Immigrants who come to the U.S. should be eligible for government services such as Medicaid, Food Stamps, and welfare before they become citizens.
- Q24. Immigrants are changing American culture and way of life for the better.
- Q25. The government treats most immigrants **better** than it treats most Black people born in this country.

## **Appendix C: Questionnaire – Survey 3**

**[DISPLAY]**

Thank you for participating in our survey. We would like to begin by asking you some questions about your health and the health care system.

**[SP]**

Q1. Would you say your health is...?

- Excellent .....1
- Very good .....2
- Good .....3
- Fair .....4
- Poor .....5

**[SP]**

Q2. How do you rate the quality of the health care **you** receive?

- Excellent .....1
- Very good .....2
- Good .....3
- Fair .....4
- Poor .....5

**[SP]**

Q3. How do you rate the quality of health care **in this country**?

- Excellent .....1
- Very good .....2
- Good .....3
- Fair .....4
- Poor .....5

**[SP]**

Q4. How do you rate **your** health care coverage?

- Excellent .....1
- Very good .....2
- Good .....3
- Fair .....4
- Poor .....5

**[SP]**

Q5. Do you currently have health insurance coverage?

- Yes .....1
- No .....2

**[SP]**

Q6. Do you approve or disapprove of the health care law passed by Barack Obama and Congress in 2010, known as the Affordable Care Act or Obamacare?

- Strongly approve .....1
- Somewhat approve .....2
- Somewhat disapprove .....3
- Strongly disapprove .....4



**[SP]**

Q7. Have you already signed up for health insurance, or do you plan to sign up for health insurance by March, as the law requires all people to do?

- I have health coverage through my employer or private insurer .....1
- I have signed up for health care coverage since October 1 through the health care exchanges .....2
- I will sign up before the deadline.....3
- I don't plan to sign up for health insurance .....4

**[SP]**

Q8. Regardless of your current health insurance status, do you support or oppose the individual mandate, or the requirement that all people sign up for health insurance, or otherwise pay a penalty of \$95 or 1% of your income, whichever is greater?

- Strongly support.....1
- Somewhat support .....2
- Somewhat oppose .....3
- Strongly oppose .....4

**[SP]**

Q9. Do you agree or disagree with the statement that the Affordable Care Act will improve the quality of *your* health care coverage?

- Strongly agree.....1
- Agree .....2
- Disagree.....3
- Strongly disagree .....4

**[SP]**

Q10. Do you agree or disagree with the statement that the Affordable Care Act will improve the quality of health care coverage *in this country*?

- Strongly agree.....1
- Agree .....2
- Disagree.....3
- Strongly disagree .....4

**[DISPLAY]**

Now we would like to ask you some questions about your views toward politics and government.

**[GRID SP ACROSS]**

How much do you agree or disagree with the following statements about the government and American society:

| Strongly agree | Agree | Disagree | Strongly disagree |
|----------------|-------|----------|-------------------|
| 1              | 2     | 3        | 4                 |

Q11. In the United States, everyone has an equal chance to succeed.

Q12. Generally the American legal system treats all groups equally.

Q13. In the American economic system, everyone has a fair chance.

Q14. I believe in the fundamentals of our political system like the Constitution.

Q15. In the United States each person's vote is counted and valued equally.

**[SP]**

Q16. I believe that by participating in politics I can make a difference. Would you say you...

- Strongly agree.....1
- Agree .....2
- Disagree.....3
- Strongly disagree .....4

**[SP]**

Q17. The leaders in government care very little about people like me. Do you...

- Strongly agree.....1
- Agree .....2
- Disagree.....3
- Strongly disagree .....4

**[SP]**

Q18. I have the skills and knowledge necessary to participate in politics. Do you...

- Strongly agree.....1
- Agree .....2
- Disagree.....3
- Strongly disagree .....4

**[SP]**

Q19. The government treats most immigrants better than it treats most Black people born in this country. Do you...

- Strongly agree.....1
- Agree .....2
- Disagree.....3
- Strongly disagree .....4

**[SP]**

Q20. Generally, I feel like a full and equal citizen in this country with all the rights and protections that other people have. Do you...

- Strongly agree.....1
- Agree .....2
- Disagree.....3
- Strongly disagree .....4

**[SP]**

- Q21. Do you agree that in the U.S. poor people are treated as second-class citizens?
- Strongly agree.....1
  - Agree .....2
  - Disagree.....3
  - Strongly disagree .....4

**[SP]**

- Q22. Some people say that the election of Barack Obama as president of the United States suggests that racism no longer exists in American society and politics. Would you say that...
- Racism remains a major problem in our society .....1
  - Racism exists today but is not a major problem.....2
  - Racism once existed but no longer exists in our society .....3
  - Racism has never been a major problem in our society .....4

**[GRID SP ACROSS]**

Please tell us what you think about racial equality in the U.S.

| Have achieved racial equality | Will soon achieve racial equality | Will not achieve racial equality in your lifetime | Will never achieve racial equality |
|-------------------------------|-----------------------------------|---|------------------------------------|
| 1                             | 2                                 | 3   | 4                                  |

- Q23. Do you think Blacks:  
 Q24. Do you think Hispanics/Latinos:  
 Q25. Do you think Asians:

**[SLIDERS; RANGE 0-100]**

**[PROGRAM NOTE: PLEASE REFER TO SNO 17273 Q74 FOR THE TYPE OF SLIDER THAT CAN BE USED FOR EACH Q26A-Q28A]**

**[PROMPT]**

Now we'd like to get your feelings toward groups of people and individuals. We will use something we call the feeling thermometer and here is how it works: Listed below is the name of a group or individual, and we'd like you to rate that group or person on a scale of 0-100. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward them.

Ratings between 0 degrees and 50 degrees mean that you feel cool or don't care much for that person or group. And a 50 degree rating means you don't feel either warm or cold; you are in the middle. You are free to pick any number between 0 and 100.

- Q26a. Blacks  
 Q27a. Latinos  
 Q28a. Whites

**[IF REFUSED Q26, Q27, AND Q28]**

**[NUMBER BOX GRID, RANGE 0-100; QUESTION FORMAT ALSO USED IN SNO 17273 Q74B]**

Now we'd like to get your feelings toward groups of people and individuals. We will use something we call the feeling thermometer and here is how it works: Listed below is the name of a group or individual, and we'd like you to rate that group or person on a scale of 0-100. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward them.

Ratings between 0 degrees and 50 degrees mean that you feel cool or don't care much for that person or group. And a 50 degree rating means you don't feel either warm or cold; you are in the middle. You are free to pick any number between 0 and 100.

Q26b. Blacks

Q27b. Latinos

Q28b. Whites

**[SP]**

Q29. Please tell us how much you agree or disagree with the following statement: It is hard for young Black people to get ahead because they face so much discrimination. Do you...

- Strongly agree.....1
- Agree .....2
- Disagree.....3
- Strongly disagree .....4

## Appendix D: Questionnaire – Survey 4

[SP]

Q1. Which of the following best describes your current employment status?

I am employed full-time. ....1  
 I am employed part-time. ....2  
 I am not employed. ....3

[TERMINATE IF Q1 REFUSED]

[SP]

Q2. Would you say there are plenty of jobs available in your community or are jobs difficult to find?

Plenty of jobs are available .....1  
 Jobs are difficult to find .....2

[SP]

Q3. Whether or not you are currently employed, are you looking for a new job?

No .....1  
 Yes .....2

[IF Q3= 2 (YES)]

Q3A. Over the last year, has finding a job become harder, easier, or has there been no change?

Much harder .....1  
 Somewhat harder .....2  
 No change .....3  
 Somewhat easier .....4  
 Much easier .....5

[IF Q3=2 (YES)]

Q3B. How long have you been looking for work?

One week or less .....1  
 A few weeks .....2  
 About a month .....3  
 A few months .....4  
 3-6 months .....5  
 6 months to 1 year .....6  
 1-2 years .....7  
 More than 2 years .....8

[SP]

Q4. Have you experienced discrimination based on your **race** while looking for a job?

Yes .....1  
 No .....2

DATA-ONLY VARIABLE: DOV\_JOB [SP]

LOGIC: IF Q1 = 1 OR 2 ASSIGN TO DOV\_JOB =1; IF Q1 = 3 ASSIGN TO DOV\_JOB = 2.

Q1 = 1 or 2 .....1  
 Q1 = 3 .....2

[SP]

Q5. In your [IF DOV\_JOB = 1: current; IF DOV\_JOB = 2: most recent job], have you experienced discrimination in the workplace based on your **race**?

Yes .....1  
No .....2

[SP]

Q6. Have you experienced discrimination based on your **sex**—meaning female or male—while looking for a job?

Yes .....1  
No .....2

[SP]

Q7. In your [IF DOV\_JOB = 1: current; IF DOV\_JOB = 2: most recent job], have you experienced discrimination in the workplace based on your **sex**?

Yes .....1  
No .....2

[SP]

Q8. Would you say you are satisfied or dissatisfied with your [IF DOV\_JOB = 1: current; IF DOV\_JOB = 2: last job]?

Very satisfied .....1  
Somewhat satisfied .....2  
Somewhat dissatisfied .....3  
Very dissatisfied .....4

[IF Q1 = 1-2 (CURRENTLY EMPLOYED)]

Q9A. Do you think of your current job as a career, a stepping stone to a career, or do you think of it as just a job to get you by?

A career .....1  
A stepping stone to a career .....2  
Just a job to get me by .....3

[IF Q1 = 3 (CURRENTLY UNEMPLOYED)]

Q9B. Thinking about your most recent job, did you think of it as a career, a stepping stone to a career, or did you think of it as just a job to get you by?

A career .....1  
A stepping stone to a career .....2  
Just a job to get me by .....3

[SP]

Q10. Still thinking about the most recent job you [IF DOV\_JOB = 1: have; IF DOV\_JOB = 2: had], would you say you [IF DOV\_JOB = 1: have; IF DOV\_JOB = 2: had] more qualifications than the job requires, the right amount of qualifications, or only some of the qualifications the job requires?

- I [IF DOV\_JOB = 1: have; IF DOV\_JOB = 2: had] more qualifications than the job requires. ....1
- I [IF DOV\_JOB = 1: have; IF DOV\_JOB = 2: had] about the right amount of qualifications for the job. ....2
- I [IF DOV\_JOB = 1: have; IF DOV\_JOB = 2: had] only some of the qualifications that the job requires. ....3

[SP]

Q11. Considering the kind of work you [IF DOV\_JOB = 1: do; IF DOV\_JOB = 2: did] and how much you [IF DOV\_JOB = 1: get; IF DOV\_JOB = 2: got] done, [IF DOV\_JOB = 1: do; IF DOV\_JOB = 2: did] you think you [IF DOV\_JOB = 1: get; IF DOV\_JOB = 2: were] paid enough, or [IF DOV\_JOB = 1: don't get; IF DOV\_JOB = 2: were not] paid enough?

- [IF DOV\_JOB = 1: Get; IF DOV\_JOB = 2: Were] paid enough .....1
- [IF DOV\_JOB = 1: Do; IF DOV\_JOB = 2: Were] not paid enough .....2

[SP]

Q12. In your [IF DOV\_JOB = 1: current; IF DOV\_JOB = 2: most recent] job, about how much money do you make **per week**?

- Less than \$100 .....1
- \$100-\$250 .....2
- \$250-\$500 .....3
- \$500-\$750 .....4
- \$750-\$1000 .....5
- \$1000-\$1500 .....6
- \$1500-\$2000 .....7
- \$2000 or more.....8

[SP]

Q13. [IF DOV\_JOB = 1: Does; IF DOV\_JOB = 2: did] this amount of pay enable you to fulfill your financial obligations?

- No .....1
- Yes .....2



[HORIZONTAL SLIDER, RANGE 1-7]

[PLEASE HAVE SLIDER DEFAULT AT THE "1" POSITION = "GOVERNMENT SHOULD SEE TO JOB AND GOOD STANDARD OF LIVING"; THE OTHER EXTREME OF THE SLIDER WILL BE AT THE "7" POSITION = "GOVERNMENT SHOULD LET EACH PERSON GET AHEAD ON HIS/HER OWN". FOR EXAMPLE OF SLIDER DEFAULT POSITION CHANGED, SEE SNO 15911]

[PROMPT]

Q14. Some people feel that the government in Washington should see to it that every person has a job and a good standard of living. Others think the government should just let each person get ahead on his/her own. Where would you place yourself on this scale?

- 1. Government should see to job and good standard of living
- 2.
- 3.
- 4.
- 5.
- 6.
- 7. Government should let each person get ahead on his/her own

[SP]

Q15. Do you think politicians in Washington, D.C. are currently doing ENOUGH to create new jobs, should be doing MORE to create new jobs, or are doing TOO MUCH to create new jobs?

- Politicians in Washington are doing enough .....1
- Politicians in Washington should be doing more .....2
- Politicians in Washington are doing too much .....3

[DISPLAY]

[GRID, SP]

Thinking about government policies, please indicate whether you support or oppose the following proposals:

|                  |                  |                 |                 |
|------------------|------------------|-----------------|-----------------|
| Strongly support | Somewhat support | Somewhat oppose | Strongly oppose |
| 1                | 2                | 3               | 4               |

[RANDOMIZE AND RECORD QUESTION ORDER]

Q16. An increase in the federal minimum wage from \$7.25 per hour to \$10.10 per hour.

Q17. Extending federal unemployment benefits for people who have been out of work for a long time.

Q18. Increasing government spending for education and job training for the unemployed.

Q19. A federal jobs creation law designed to create one million new jobs.

[DISPLAY]

[GRID, SP]

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

|                |                |                   |                   |
|----------------|----------------|-------------------|-------------------|
| Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree |
| 1              | 2              | 3                 | 4                 |

Q20. Our communities are safer when we send people to prison who are convicted of certain non-violent offenses.

Q21. The criminal justice system should try to rehabilitate criminals, not just punish them.

Q22. Serving time in prison or jail reduces the likelihood a person will commit more crime in the future.

[DISPLAY]

[GRID,SP]

For each of the following offenses, please indicate whether it is always, usually, sometimes, rarely, or never necessary to incarcerate a person in prison or in jail:

|        |         |           |        |       |
|--------|---------|-----------|--------|-------|
| Always | Usually | Sometimes | Rarely | Never |
| 1      | 2       | 3         | 4      | 5     |

Q23. Possession or use of illegal drugs, with no intention to sell and not while driving.

Q24. Petty property crimes or theft of property worth less than \$400.

Q25. Disturbing the peace or loitering.

Q26. Solicitation of prostitution.

Q27. Violations of the conditions of probation or parole, such as failing to attend counseling meetings, or failing a routine drug test, without committing any new crimes.

[MP]

Q28. For non-violent offenses, which of the following alternatives to incarceration would you support:

- A. Place young offenders in community prevention programs instead of prison
- B. Place mentally ill offenders in treatment
- C. Supervised community service or probation
- D. Serve prison time in the evenings or on weekends
- E. Reduce length of prison sentences

[RANDOMIZE AND RECORD RESPONSE ORDER]

[SP]

Q29. Which of the following do you think should be the most important priority for dealing with crime?

- Prevention, such as education and youth programs .....1
- Rehabilitation, such as education and job training for prisoners .....2
- Punishment, such as longer sentences and more prisons .....3
- Enforcement, such as putting more police officers on the streets .....4

[SP]

Q30. As of today, are you registered to vote?

No .....1  
Yes .....2

[SP]

Q31. Did you vote in the 2012 presidential election?

No .....1  
Yes .....2

[SP]

Q32. How interested are you in following the midterm congressional elections that will occur this November?

Very interested .....1  
Somewhat interested .....2  
Not very interested .....3  
Not interested at all .....4

[SP]

Q33. How likely is it that you will vote in the general election in November?

Very likely .....1  
Somewhat likely .....2  
Not very likely .....3  
Not at all likely .....4

[RANDOMIZE AND RECORD RESPONSE ITEMS 1-3]

[SP]

Q34. If the election were held today, would you vote for the Republican candidate for Congress in your district, or the Democratic candidate for Congress in your district?

Republican candidate .....1  
Democratic candidate .....2  
Third-party/other candidate .....3

[DISPLAY]

[GRID, SP]

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

|                |                |                   |                   |
|----------------|----------------|-------------------|-------------------|
| Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree |
| 1              | 2              | 3                 | 4                 |

Q35. It makes no difference which party wins in the November elections.

Q36. I believe that by participating in politics I can make a difference.

Q37. The leaders in government care very little about people like me.

**[RANDOMIZE AND RECORD ORDER OF SLIDERS 1-3]**

**[SLIDERS; RANGE 0-100]**

**[PROGRAM NOTE: PLEASE CREATE 3 SLIDERS AND DISPLAY THEM ON THE SAME PAGE; PLEASE REFER TO SNO 17273 Q74 FOR THE TYPE OF SLIDER THAT CAN BE USED IN Q38.]**

**[PROMPT]**

Q38. We would like to get your feelings towards politicians and political parties. Please rate the following people on a scale from 0 to 100. Ratings between 50 and 100 mean that you feel favorably and warm towards that person. Ratings between 0 and 50 mean that you feel cool and don't care much for that person. A 50 degree rating means you are in the middle. You may use any number between 0 and 100.

Barack Obama **[SLIDER, RANGE 0-100]**

Democrats in Congress **[SLIDER, RANGE 0-100]**

Republicans in Congress **[SLIDER, RANGE 0-100]**

**[RANDOMIZE AND RECORD ORDER OF RESPONSE OPTIONS A THROUGH F]**

**[GRID, SP ACROSS, MP DOWN]**

Q39. How much discrimination is there against each of these groups in our society today?

|       |      |               |             |
|-------|------|---------------|-------------|
| A lot | Some | Only a little | None at all |
| 1     | 2    | 3             | 4           |

- A. African-Americans
- B. Hispanic Americans
- C. Gay men and Lesbians
- D. Transgender Individuals
- E. Women
- F. Muslim Americans

**[RANDOMIZE AND RECORD ORDER OF RESPONSE OPTIONS A THROUGH G]**

**[GRID, SP ACROSS, MP DOWN]**

Q40. Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the following policy issues?

|                |                |                 |                 |
|----------------|----------------|-----------------|-----------------|
| Strongly Favor | Somewhat Favor | Somewhat Oppose | Strongly Oppose |
| 1              | 2              | 3               | 4               |

- a) Allowing gays and lesbians to marry legally.
- b) Allowing gays and lesbians to legally adopt children.
- c) Equal employment rights for lesbian, gay, bisexual and transgender individuals.
- D) More efforts aimed at prevention and treatment of HIV and AIDS.
- E) Sensitivity training of police around the issues of transgender individuals.
- F) Support for organizations that provide services to LGBT youth.
- G) Coverage of transgender health issues by health insurance.

**[SP]**

Q41. Which statement comes closer to your own views –even if neither is completely right?

- a) The push for same-sex marriage has taken too much focus away from other issues important to LGBT people.

**[ADD SPACE]**

- b) Same-sex marriage should be the top priority for LGBT people right now, even if this means other issues do not get much attention.

**[SP]**

Q42. Which statement comes closer to your own views –even if neither is completely right?

- a) All LGBT individuals benefit when mainstream LGBT organizations fight for their basic rights.

**[ADD SPACE]**

- b) The issues confronting LGBT individuals in communities of color (i.e. black, Hispanic, Asian and Native American) are very different that the issues being promoted by mainstream LGBT organizations.

**[RANDOMIZE AND RECORD ORDER OF RESPONSE OPTIONS A THROUGH I]**

**[GRID, SP ACROSS, MP DOWN]**

Q43. How important do you believe it is for LGBT organizations and activists to fight for the following issues?

| Not at all important | Not too important | Somewhat important | Very important |
|----------------------|-------------------|--------------------|----------------|
| 1                    | 2                 | 3                  | 4              |

- a. HIV/AIDS
- b. Violence against LGBT Youth
- c. Bullying
- d. Same-sex marriage
- e. Poverty
- f. Equal Employment Rights
- g. Legal adoption of children
- h. Services for homeless LGBT youth
- i. Decriminalization of LGBT youth

[SP]

Q44. Which of these issues do you think is the **most important** issue for LGBT organizations and activists to address?

- HIV/AIDS .....1
- Violence against LGBT Youth .....2
- Bullying .....3
- Same-sex marriage .....4
- Poverty .....5
- Equal Employment Rights .....6
- Legal adoption of children .....7
- Services for homeless LGBT youth .....8
- Decriminalization of LGBT youth .....9

[SP]

Q45. Which of the following best describes your sexual orientation or identity?

- Lesbian .....1
- Gay .....2
- Bisexual .....3
- Transgender .....4
- Heterosexual (Straight) .....5