

**PEW SOCIAL AND DEMOGRAPHIC TRENDS  
JANUARY 2010 MILLENNIAL SURVEY  
FINAL QUESTIONNAIRE  
January 14, 2010**

Target N=1,500 GP + 500 oversample of 18-29, English and Spanish  
Field Period: January 14-27, 2010

**GP LANDLINE INTRO:**

Hello, I am \_\_\_\_\_ calling for SRBI Survey Research. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country. I'd like to ask a few questions of the  
[RANDOMIZE: "YOUNGEST MALE, 18 years of age or older, who is now at home" AND  
"YOUNGEST FEMALE, 18 years of age or older, who is now at home?"] [IF NO MALE/FEMALE,  
ASK: May I please speak with the YOUNGEST FEMALE/MALE, 18 years of age or older, who is now at home?]  
**GO TO MAIN INTERVIEW**

**GP CELL PHONE INTRO:**

Hello, I am \_\_\_\_ calling for SRBI Survey Research. We are conducting a survey for leading newspapers and TV stations around the country. I know I am calling you on a cell phone, as a small token of our appreciation for your time, we will pay all eligible respondents \$5 for participating in this survey.

This is not a sales call. **(IF R SAYS DRIVING/UNABLE TO TAKE CALL;** Thank you. We will try you another time...).

**VOICE MAIL MESSAGE (LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL):** I am calling for SRBI Survey Research. We are conducting a short national survey of cell phone users. This is NOT a sales call. We will try to reach you again.

**SCREENING INTERVIEW:**

S1. Are you under 18 years old , OR are you 18 or older?

- 1 Under 18
- 2 18 or older
- 9 Don't know/Refused

**IF S1=2, CONTINUE WITH MAIN INTERVIEW**

**IF S1=1,9 THANK AND TERMINATE:** This survey is limited to adults age 18 and over. I won't take any more of your time...

*Note to SRBI: Review these introductions carefully, and use your judgment to update as appropriate taking into account the oversamples, re-contacts, etc.*

**READ TO ALL CELL PHONE**

**INTRODUCTION TO MAIN INTERVIEW:** We're interested in learning more about people with cell phones. This will only take about 20 minutes. If you are now driving a car or doing any activity requiring your full attention, I need to call you back later. The first question is...

**INTERVIEWER:**

**IF R SAYS IT IS NOT A GOOD TIME, TRY TO ARRANGE A TIME TO CALL BACK. OFFER THE TOLL-FREE CALL-IN NUMBER THEY CAN USE TO COMPLETE THE SURVEY BEFORE ENDING THE CONVERSATION.**

\*\*\*\*\*

**FOR CELL PHONE OVERSAMPLE OF AGES 18-29**

Hello, I am \_\_\_\_ calling for SRBI Survey Research. We are conducting a survey for leading newspapers and TV stations around the country. I know I am calling you on a cell phone, as a small token of our appreciation for your time, we will pay all eligible respondents \$5 for participating in this survey.

This is not a sales call. **(IF R SAYS DRIVING/UNABLE TO TAKE CALL;** Thank you. We will try you another time...).

**VOICE MAIL MESSAGE (LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL):** I am calling for SRBI Survey Research. We are conducting a short national survey of cell phone users. This is NOT a sales call. We will try to reach you again.

S1. Are you under 18 years old , OR are you 18 or older?

- 1 Under 18
- 2 18 or older
- 9 Don't know/Refused

**IF S1=2, CONTINUE TO AGE**

**IF S1=1,9 THANK AND TERMINATE:** This survey is limited to adults age 18 and over. I won't take any more of your time...

**IF 18 OR OLDER (S1=2):**

And ...

AGE What is your age?

- \_\_\_\_\_ years
- 97 97 or older
- 99 Don't know/Refused (VOL.)

IF AGE<30, CONTINUE WITH INTRO. TO MAIN INTERVIEW

IF AGE>30 THANK AND TERMINATE: This survey is limited to adults ages 18 to 29. I won't take any more of your time...

**INTRODUCTION TO MAIN INTERVIEW:** We're interested in learning more about people with cell phones. This will only take about 20 minutes. If you are now driving a car or doing any activity requiring your full attention, I need to call you back later. The first question is...

**INTERVIEWER:**

**IF R SAYS IT IS NOT A GOOD TIME, TRY TO ARRANGE A TIME TO CALL BACK. OFFER THE TOLL-FREE CALL-IN NUMBER THEY CAN USE TO COMPLETE THE SURVEY BEFORE ENDING THE CONVERSATION.**

(S/O AGE)

\*\*\*\*\*

**INTRO FOR CALLBACKS TO *LANDLINE* SAMPLE:**

Hello, I am \_\_\_\_\_ calling for SRBI Survey Research. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country.

S2a. May I please speak with the **[INSERT AGE FROM SAMPLE]** year-old **[INSERT man/woman FROM SAMPLE]** in your household who participated in one of our surveys last year?

- 1 Target respondent answers phone and agrees to do interview –  
**GO TO S2c**
- 2 Target respondent is available for interview now –  
**GO TO S2c WHEN HE/SHE COMES TO THE PHONE**
- 3 Target respondent is NOT available for interview now –**GO TO S2b**
- 4 Target respondent is no longer in household or cannot be identified –**GO TO S2b**
- 9 Target respondent/Household refusal at this point – **TERMINATE**

S2b. Is there another person age 18 to 29 years old who is now at home?

- 1 New 18-29 year old respondent is available for interview now –  
**GO TO S2c**
- 2 New respondent and target respondent are NOT available for interview now –  
**SCHEDULE A CALLBACK**
- 9 New respondent/Household refusal at this point – **TERMINATE**

S2c. **[IF TARGET OR NEW RESPONDENT DID NOT ANSWER (S2a=2 or S2b=1), READ:**  
(Hello, I am \_\_\_\_\_ calling from SRBI Survey Research.)] **[FOR TARGET RESPONDENT, READ:** We're calling you back to participate in a new survey. As a small token of our appreciation for your time, we will pay you \$10 for participating. This is the LAST TIME we'll ask for your help.] **[IF NEW RESPONDENT (S2b=1), READ:** We are conducting a telephone opinion survey for leading newspapers and TV stations around the country. As a small token of our appreciation for your time, we will pay you \$10 for participating.] **[IF R ASKS ABOUT LENGTH:** This will only take about 20 minutes...] **GO TO S3.**

S3. Before we start, I need to confirm you are between the ages of 18 and 29. Is that correct?

- 1 Yes, 18-29
- 2 No, under 18
- 3 No, over 29
- 9 Don't know/Refused

**IF S3=1, CONTINUE WITH MAIN INTERVIEW. IF S3=2,3,9 THANK AND TERMINATE:** This survey

\*\*\*\*\*

#### **INTRO FOR CALLBACKS TO CELL PHONE SAMPLE:**

Hello, I am \_\_\_\_\_ calling from SRBI Survey Research.)] Thank you for taking one of our surveys last year. We are calling you back to participate in new survey. This is the LAST TIME we'll ask for your help. **[INTERVIEWER: IF R VOLUNTEERS THAT THEY DID NOT PARTICIPATE IN A SURVEY PREVIOUSLY, THANK AND TERMINATE.]**

As a small token of our appreciation for your time, we will pay you \$10 for participating in this new survey. If you are now driving or doing any activity requiring your full attention, I need to call you back later. **[IF R ASKS ABOUT LENGTH:** This will only take about 20 minutes...]

**VOICE MAIL MESSAGE (LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL):** I am calling for SRBI Survey Research. We are calling you back for a new national survey of cell phone users. This is NOT a sales call. We will try to reach you again.

S4. Before we start, I need to confirm you are between the ages of 18 and 29. Is that correct?

- 1 Yes, 18-29
- 2 No, under 18
- 3 No, over 29
- 9 Don't know/Refused

**IF S4=1, CONTINUE WITH MAIN INTERVIEW. IF S3=2,3,9 THANK AND TERMINATE:** This survey is limited to adults ages 18 to 29. I won't take any more of your time...

**ASK ALL:**

Q.1 Generally, how would you say things are these days in your life – would you say that you are very happy, pretty happy, or not too happy?

- 1 Very happy
- 2 Pretty happy
- 3 Not too happy
- 9 Don't know/Refused (VOL.)

**RANDOMIZE Q.2 AND Q.3**

**ASK ALL:**

Q.2 All in all, are you satisfied or dissatisfied with the way things are going in this country today?

- 1 Satisfied
- 2 Dissatisfied
- 9 Don't know/Refused (VOL.)

**RANDOMIZE Q.2 AND Q.3**

**ASK ALL:**

Q.3 All in all, are you satisfied or dissatisfied with the way things are going in your local community today?

- 1 Satisfied
- 2 Dissatisfied
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.4 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

- 1 Most people can be trusted
- 2 Can't be too careful
- 3 Other/Depends (VOL.)
- 9 Don't know/Refused (VOL.)

**NO QUESTION 5**

**ASK ALL:**

Now I would like to ask you about the people of your generation...

Q.6 Do you think of your own age group as unique and distinct from other generations, or not?

- 1 Yes, unique and distinct
- 2 No, not
- 9 Don't know/Refused (VOL.)

**ASK IF YES (Q.6=1):**

Q.7 Can you tell me some ways in which your generation is unique or distinct? [OPEN-ENDED; RECORD VERBATIM RESPONSE. PROBE ONCE IF RESPONDENT ANSWERS "DON'T KNOW"; ACCEPT UP TO THREE RESPONSES]

- 1 Answer given
- 9 Don't know/Refused

**ASK ALL:**

Thinking about the government,

Q.7a Which comes closer to your view, even if neither is exactly right? [READ AND RANDOMIZE]?

- 1 Government should do more to solve problems [OR]
- 2 Government is doing too many things better left to businesses and individuals
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK ALL:**

Q.8 Here are some goals that people value in their lives. Some people say these things are very important to them. Others say they are not so important. Please tell me how important each is to you personally. First [INSERT FIRST ITEM; RANDOMIZE], is that one of the most important things in your life, very important but not the most, somewhat important, or not important? How about [INSERT NEXT ITEM]? [REPEAT AS NECESSARY "is that one of the most important things in your life, very important but not the most, somewhat important, or not important?"]

- a. Being successful in a high-paying career or profession
- b. Having a successful marriage
- c. Living a very religious life
- d. Being a good parent
- e. Having lots of free time to relax or do things you want to do
- f. Becoming famous
- g. Helping other people who are in need
- h. Owning your own home

**RESPONSE CATEGORIES:**

- 1 One of the most important things
- 2 Very important but not the most
- 3 Somewhat important
- 4 Not important
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

On another subject...

INT1 Do you use the internet, at least occasionally?

- 1 Yes
- 2 No
- 9 Don't Know/Refused (VOL.)

**ASK ALL:**

INT2 Do you send or receive email, at least occasionally?

- 1 Yes
- 2 No
- 9 Don't Know/Refused (VOL.)

**ASK ALL:**

Q.9 Here are some activities some people do and others do not. For each, please tell me if you have done this in the past 12 months or not. (First/next) In the past 12 months, have you... **[READ AND RANDOMIZE ITEMS IN BLOCKS a-d AND e-f. ALSO RANDOMIZE WITHIN BLOCKS]**, or not?

- a. Contacted a government official in person, by phone or by letter
- b. Contacted a government official by sending an email or posting a message on their website or social networking page
- c. Signed a petition online
- d. Signed a paper petition
- e. Bought a certain product or service because you like the social or political values of the company that provides it
- f. Decided NOT to buy a certain product or service because you disagree with the social or political values of the company that provides it

**RESPONSE CATEGORIES**

- 1 Yes, did this
- 2 No, did not
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.10 In the 2008 presidential election between Barack Obama and John McCain, did things come up that kept you from voting, or did you happen to vote?

- 1 Voted
- 2 Did not vote (includes too young to vote)
- 8 Don't remember if voted (VOL.)
- 9 Refused (VOL.)

**ASK IF YES (Q.10=1):**

Q.10a Did you vote for Obama, McCain or someone else?

- 1 Obama
- 2 McCain

- 3 Other candidate
- 4 Don't remember which candidate (VOL.)
- 9 Refused (VOL.)

**ASK IF NO OR DK/REF (Q.10=2,8,9):**

Q.10b Did you favor Obama, McCain or someone else?

- 1 Obama
- 2 McCain
- 3 Other candidate
- 4 Don't remember which candidate (VOL.)
- 9 Refused (VOL.)

**NO QUESTIONS 11-12**

**ASK ALL:**

Thinking more generally,

Q.13 How often would you say you vote... **[READ]**

- 1 Always
- 2 Nearly always
- 3 Part of the time [OR]
- 4 Seldom
- 5 **[VOL. DO NOT READ]** Never vote
- 6 **[VOL. DO NOT READ]** Other response
- 9 **[VOL. DO NOT READ]** Don't know/Refused

**ASK ALL:**

Q.14 Thinking about the 2008 election, Barack Obama said that if he was elected president, he would change the way things work in Washington. Since he's been in office, do you think the way things work in Washington has changed, or not?

- 1 Yes, has changed
- 2 No, has not changed
- 9 Don't know/Refused (VOL.)

**IF NO (Q.14=2), ASK:**

Q.15 What do you think is the main reason things have not changed in Washington? Is it because ... **[READ AND RANDOMIZE]?**

- 1 Obama hasn't really tried to change things [OR]
- 2 Opponents and special interests have prevented change
- 3 **[VOL. DO NOT READ]** Neither
- 9 **[VOL. DO NOT READ]** Don't know/Refused

**ASK ALL:**

Now, a few questions about yourself ...

AGE What is your age?

\_\_\_\_\_ years  
97 97 or older

99 Don't know/Refused (VOL.)

**ASK ALL:**

EDUC What is the last grade or class that you completed in school? [DO NOT READ]

- 1 None, or grade 1-8
- 2 High school incomplete (Grades 9-11)
- 3 High school graduate (Grade 12 or GED certificate)
- 4 Technical, trade, or vocational school AFTER high school
- 5 Some college, associate degree, no 4-year degree
- 6 College graduate (B.S., B.A., or other 4-year degree)
- 7 Post-graduate training or professional schooling after college  
(e.g., toward a master's Degree or Ph.D.; law or medical school)
- 9 Don't know/Refused (VOL.)

**ASK IF AGE < 65:**

SCHL Are you currently enrolled in school?

[IF YES, PROBE TO DETERMINE IF ATTENDING HIGH SCHOOL, TECHNICAL  
TRADE OR VOCATIONAL SCHOOL, A COLLEGE UNDERGRADUATE OR IN  
GRADUATE SCHOOL]

- 1 Yes, in High School
- 2 Yes, in Technical, trade, or vocational school
- 3 Yes, in College (Undergraduate)
- 4 Yes, in Graduate School
- 5 No
- 9 Don't know/Refused (VOL.)

**ASK IF AGE < 65 AND CURRENTLY ENROLLED IN SCHOOL (SCHL=1,2,3,4):**

SCHL2 How much further in school do you plan to go? [DO NOT READ]

- 1 Finish high school
- 2 Technical, trade, or vocational school
- 3 Attend college, no degree or 2 year/associate degree
- 4 Attend college, bachelor's degree
- 5 Graduate or professional school or degree
- 6 No further (VOL.)
- 7 Other (SPECIFY: \_\_\_\_\_) (VOL.)
- 9 Don't know/Refused (VOL.)

**NO QUESTION 16**

**ASK IF AGE < 65 AND NOT ENROLLED IN SCHOOL (SCHL=5,9):**

RSCHL Do you ever plan to return to school?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK IF AGE < 65 AND PLANS TO RETURN TO SCHOOL (RSCHL=1):**

RSCHL2 How much further in school do you plan to go? [DO NOT READ]



- 1 Finish high school
- 2 Technical, trade, or vocational school
- 3 Attend college, no degree or 2 year/associate degree
- 4 Attend college, bachelor's degree
- 5 Graduate or professional school or degree
- 6 No further **(VOL.)**
- 7 Other **(SPECIFY:\_\_\_\_\_)** **(VOL.)**
- 9 Don't know/Refused **(VOL.)**

**ASK IF <30 AND NO COLLEGE DEGREE AND NOT ENROLLED IN SCHOOL (AGE=18-29 AND EDUC=1-5 AND SCHL=5,9):**

Q.17 Which of the following is the MOST important reason why you are not currently in school  
[READ AND RANDOMIZE]?

- 1 You can't afford school right now
- 2 You don't need more education right now
- 3 You couldn't get into a school you wanted to attend
- 4 You don't have time to be in school right now
- 5 [VOL. DO NOT READ] Other (SPECIFY)
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK ALL:**

On a different subject...

Q.18 Please tell me if you think each of the following trends is generally a good thing for our society, a bad thing for our society, or doesn't make much difference? (First/Next) [INSERT ITEM; RANDOMIZE] [READ IF NECESSARY: Is this generally a good thing for our society, a bad thing for our society, or doesn't it make much difference?]

- a. More single women deciding to have children without a male partner to help raise them
- b. More gay and lesbian couples raising children
- c. More people living together without getting married
- d. More mothers of young children working outside the home
- e. More people of different races marrying each other

**RESPONSE CATEGORIES:**

- 1 Good thing for society
- 2 Bad thing for society
- 3 Doesn't make much difference
- 9 Don't know/Refused (VOL.)

**ASK ALL INTERNET USERS (INT1=1 OR INT2=1):**

On another subject...

Q.19 Have you ever created your own profile on any social networking site like MySpace, Facebook or LinkedIn, or haven't you done this?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK IF HAS SNS PROFILE (Q.19=1):**

Q.20 How often do you visit the social networking site you use most often... several times a day, about once a day, every few days, once a week or less often?

- 1 Several times a day
- 2 About once a day
- 3 Every few days
- 4 Once a week
- 5 Less often
- 9 Don't know/Refused (VOL.)

**ASK ALL INTERNET USERS (INT1=1 OR INT2=1):**

Q.21 Do you ever use Twitter, or haven't you done this?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL INTERNET USERS (INT1=1 OR INT2=1):**

Q.22 When you are away from home or work, do you ever connect to the internet wirelessly using a laptop or handheld device, or not?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.23 I'm going to read some statements about technology such as the internet and cell phones. As I read each pair, please tell me which comes closer to your own views, even if neither is exactly right. The (first/next) pair is [INSERT ITEM; RANDOMIZE ITEMS a. THRU c. **AND RANDOMIZE STATEMENTS WITHIN ITEMS**] [REPEAT AS NECESSARY "which statement come closer to your own views, even if neither is exactly right?"]

- a. 1 -- New technology makes people closer to their friends and family [OR]  
2 -- New technology makes people more isolated
- b. 1 -- New technology makes people waste too much time [OR]  
2 -- New technology allows people to use their time more efficiently
- c. 1 -- New technology makes life easier [OR]  
2 -- New technology makes life more complicated

**RESPONSE CATEGORIES:**

- 1 Statement #1
- 2 Statement #2
- 3 Neither equally (VOL.)
- 4 Both equally (VOL.)
- 9 Don't know/Refused (VOL.)

**ASK ALL LANDLINE SAMPLE:**

L1. Now thinking about your telephone use... Do you have a working cell phone?

- 1 Yes, have cell phone
- 2 No, do not
- 9 Don't know/Refused (VOL.)

**ASK ALL CELL PHONE USERS (L1=1 OR CELL PHONE SAMPLE):**

Q.24 Do you ever use your cell phone to send or receive text messages, or not?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK IF YES (Q.24=1):**

Q.25 Thinking about the past 24 hours, about how many text messages did you send and receive on your cell phone?

**ENTER NUMBER OF TEXT MESSAGES (RANGE 0-500)**

999 Don't know/Refused (VOL.)

**ASK IF DON'T KNOW/REFUSED HOW MANY (Q.25=999):**

Q.25a Well, in the past 24 hours, did you send or receive [READ]

- 1 No text messages on your cell phone
- 2 1 to 10 text messages
- 3 11 to 20
- 4 21 to 50
- 5 51 to 100
- 6 101 to 200
- 7 More than 200 text messages
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK ALL:**

Q.26 [IF USES CELL PHONE TO TEXT (Q.24=1)]: Still thinking about the past 24 HOURS, did you [INSERT FIRST ITEM; RANDOMIZE] or not? In the past 24 hours, did you [INSERT NEXT ITEM], or not?

[IF NO CELL PHONE (L1=2,9) OR DOESN'T USE CELL PHONE TO TEXT (Q.24=2,9)]: Thinking about the past 24 HOURS, did you [INSERT FIRST ITEM; RANDOMIZE] or not? In the past 24 hours, did you [INSERT NEXT ITEM], or not?

**ASK ITEMS a, b AND c ONLY OF INTERNET USERS (INT1=1 OR INT2=1):**

- a. Post a message to someone's personal online profile
- b. Send or receive an email message
- c. Watch a video online
- d. Play video games
- e. Get some kind of VIGOROUS exercise, such as jogging, biking, or working out at a gym
- f. Watch more than an hour of television programming
- g. Read a daily newspaper [INTERVIEWER NOTE: ACCEPT PRINT OR ONLINE NEWSPAPER]

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**NO QUESTION 27-30**

**ASK ALL:**

On another subject...

EMPLOY Are you now employed full-time, part-time or not employed?

- 1 Full-time
- 2 Part-time

- 3 Not employed
- 9 Don't know/Refused (VOL.)

**ASK IF NOT EMPLOYED (EMPLOY=3):**

EMPLOY2 Is that because you are a student, because you are retired, because you choose not to work, or because you've lost or quit a job?

- 1 Student
- 2 Retired
- 3 Choose not to work
- 4 Lost or quit a job
- 5 Other reason (VOL: SPECIFY \_\_\_\_\_)
- 9 Don't know/Refused (VOL.)

**ASK IF EMPLOYED (EMPLOY=1,2):**

EMPLOY3 Are you self-employed, do you work for someone else, or do you do both?

- 1 Self-employed/own a business
- 2 Work for someone else
- 3 Both
- 9 Don't know/Refused (VOL.)

**ASK IF EMPLOYED (EMPLOY=1,2):**

Q.31 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?

- 1 A career
- 2 A stepping stone to a career
- 3 Just a job to get you by
- 9 Don't know/Refused (VOL.)

**ASK IF EMPLOYED (EMPLOY=1,2):**

Q.32 Do you now earn enough money to lead the kind of life you want, or not?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK IF NO (Q.32=2):**

Q.33 Do you think you will be able to earn enough money in the future to lead the kind of life you want, or not?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK IF NOT EMPLOYED OR DK/REF (EMPLOY=3,9):**

Q.34 Do you now have enough income to lead the kind of life you want, or not?

- 1 Yes
- 2 No

9 Don't know/Refused (VOL.)

**ASK IF NO (Q.34=2):**

Q.35 Do you think you will have enough income in the future to lead the kind of life you want, or not?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.36 How closely do you watch the amount of money you spend [READ]?

- 1 Very closely
- 2 Fairly closely
- 3 Not too closely
- 4 Not at all closely
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK IF EMPLOYED (EMPLOY=1,2):**

Q.37 Have you ever switched careers—that is, switched from one TYPE of work to another TYPE of work?

- 1 Yes
- 2 No
- 9 Don't know/Refused

**ASK IF EMPLOYED (EMPLOY=1,2):**

Q.38 How likely is it that you will switch careers (IF SWITCHED Q.37=1: again) sometime during your working life? [READ]

- 1 Very likely
- 2 Somewhat likely
- 3 Not very likely
- 4 Not at all likely
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK IF EMPLOYED (EMPLOY=1,2):**

Q.39 [IF NOT SELF-EMPLOYED (EMPLOY3>1)]: How likely is it that you will stay with your present employer for the remainder of your working life? Is it... [READ]  
[IF SELF-EMPLOYED (EMPLOY3=1)]: How likely is it you will stay self-employed for the remainder of your working life? Is it...[READ]

- 1 Very likely
- 2 Somewhat likely
- 3 Not very likely
- 4 Not at all likely
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK ALL:**

Q.40 Which of these do you think has the most influence over how you live your life these days [READ AND RANDOMIZE]?

- 1 The government [OR]
- 2 Business corporations
- 3 **[VOL. DO NOT READ]** Both
- 9 **[VOL. DO NOT READ]** Don't know/Refused

**ASK ALL:**

Q.41 Do you strongly favor, favor, oppose, or strongly oppose allowing gay and lesbian couples to marry legally?

- 1 Strongly favor
- 2 Favor
- 3 Oppose
- 4 Strongly oppose
- 9 Don't know/Refused **(VOL.)**

**ASK ALL:**

Q.42 On the whole, would you say you are saving and investing as much money as you should, or do you feel you should probably be saving and investing more?

- 1 Saving and investing as much as you should
- 2 Should be saving and investing more
- 9 Don't know/Refused

**ASK ALL:**

Q.43 Have you ever spent time participating in any community service or volunteer activity, or haven't you had time to do this? By volunteer activity, I mean actually working in some way to help others for no pay. **[IF YES: Have you done this in the last 12 months?]**

- 1 Yes have done it in last 12 months
- 2 Yes, but have not done it in last 12 months (or unsure if done in last 12 months)
- 3 No, have not ever done it
- 9 Don't know/ Refused **(VOL.)**

**ASK ALL:**

Q.44 And just a few questions about you. For each item, please just answer yes or no. First, **[INSERT ITEM; RANDOMIZE ITEMS a THRU f; WITH ITEMS g,h, and i LAST AND IN ORDER]**

- a. Do you recycle paper, plastic or glass from home?
- b. Do you have a close friend or family member who is gay?
- c. Do you happen to have any guns, rifles or pistols in your home?

**ASK ITEM d. IF R USES INTERNET (INT1=1 OR INT2=1)**

- d. Have you ever posted a video of yourself online?
- dd. Have you ever voted for a contestant in a televised talent contest such as American Idol or Dancing with the Stars?
- e. Do you try to buy green or environmentally-friendly products, even if they are more expensive?
- f. Do you try to buy organic foods, even if they are more expensive

**ASK ITEM g IF R USES CELL PHONE TO TEXT (Q.24=1)**

g. Have you ever sent or received a text message while driving?

**ASK ITEMS h AND i IF R HAS A CELL PHONE (L1=1 OR CELL SAMPLE)**

h. Have you ever talked on a cell phone while driving?

i. Have you ever placed your cell phone on or right next to your bed while sleeping?

**RESPONSE CATEGORIES:**

1 Yes

2 No

9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.45 Do you have [INSERT ITEM; RANDOMIZE]:

a. A tattoo

b. A piercing in a place other than your ear lobe

**RESPONSE CATEGORIES:**

1 Yes

2 No

9 Don't know/Refused (VOL.)

**ASK IF HAVE A TATTOO (Q.45a=1):**

Q.46 How many tattoos do you have?

**ENTER NUMBER (RANGE 1-50)**

99 Don't know/Refused

**ASK IF ONE OR MORE TATTOOS (Q.45a=1):**

Q.47 (IF Q.46=1:) Is your tattoo usually visible or not? (IF Q.46>1:) Are your tattoos usually visible or not?

1 Yes, visible

2 No, not visible

3 Depends on what I'm wearing (VOL.)

4 Some visible, some not (VOL.)

9 Don't know/Refused (VOL.)

**ASK ALL:**

Q.48 Have you ever had a tattoo removed?

1 Yes

2 No

9 Don't know/Refused (VOL.)

**ASK ALL:**

**MARITAL**

Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married? [IF R SAYS "SINGLE," PROBE TO DETERMINE WHICH CATEGORY IS APPROPRIATE]

1 Married



- 2 Living with a partner
- 3 Divorced
- 4 Separated
- 5 Widowed
- 6 Never been married
- 9 Don't know/Refused (VOL.)

**ASK ALL NOT LIVING WITH PARTNER (MARITAL=1,3,4,5,6,9):**

LWP2 Have you ever lived together with a partner without being married, or not?

- 1 Yes, have
- 2 No, have not
- 9 Don't know/Refused (VOL.)

**ASK IF YES TO LWP2 AND MARRIED (LWP2=1 & MARITAL=1):**

LWP3 Did you live with your current spouse before you got married, did you live with someone else, or have you done both?

- 1 Lived with current spouse before married
- 2 Lived with someone else
- 3 Lived with both current spouse and someone else
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

KIDSA

Do you have any children under the age of 18?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

FAM1 During the time you were growing up, who did you live with MOST of the time? Did you live with ... [READ]

- 1 Both parents
- 2 Only your mother
- 3 Only your father
- 4 Neither parent
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK ALL:**

FAM2 What was the marital status of your parents during most of the time you were growing up – were they married, divorced, separated, widowed or never married to each other?

- 1 Married
- 2 Divorced
- 3 Separated
- 4 Widowed
- 5 Never married
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

Finally, just a few questions for statistical purposes only.

SEX [ENTER RESPONDENT'S SEX:]

- 1 Male
- 2 Female

**ASK RANDOM ONE HALF-SAMPLE HISP2, OTHER HALF-SAMPLE HISP3**

**[NOTE: DO NOT SPLIT BY FORM]:**

HISP2 Are you Spanish, Hispanic, or Latino [PAUSE] or not?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK RANDOM ONE HALF-SAMPLE HISP2, OTHER HALF-SAMPLE HISP3**

**[NOTE: DO NOT SPLIT BY FORM]:**

HISP3 Are you of Hispanic, Latino, or Spanish origin [PAUSE] or not?

- 1 Yes
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

RACE1 Which of the following describes your race? You can select as many as apply.

**[READ LIST. RECORD UP TO FOUR RESPONSES IN ORDER MENTIONED]**

- 1 White
- 2 Black or African-American
- 3 Asian or Asian-American
- 4 Or some other race
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK ALL:**

HH1 How many people, including yourself, live in your household?

**INTERVIEWER NOTE: HOUSEHOLD MEMBERS INCLUDE PEOPLE WHO THINK OF THIS HOUSEHOLD AS THEIR PRIMARY PLACE OF RESIDENCE, INCLUDING THOSE WHO ARE TEMPORARILY AWAY ON BUSINESS, VACATION, IN A HOSPITAL, OR AWAY AT SCHOOL. THIS INCLUDES INFANTS, CHILDREN AND ADULTS.**

**ENTER NUMBER (RANGE 1-50)**

99 Don't know/Refused

**ASK IF MORE THAN ONE PERSON IN HH (HH1=2-50):**

HH2 How many of these are children under the age of 18?

**ENTER NUMBER (RANGE 0-50)**

99 Don't know/Refused

**ASK ALL LANDLINE RECONTACT IF MORE THAN ONE PERSON IN HH (HH1=2-50):**

HH30 How many of these are between the ages of 18 and 29?

**ENTER NUMBER (RANGE 0-50)**

99 Don't know/Refused

**ASK ALL:**

RELIG What is your present religion, if any? Are you Protestant, Roman Catholic, Mormon, Orthodox such as Greek or Russian Orthodox, Jewish, Muslim, Buddhist, Hindu, atheist, agnostic, something else, or nothing in particular?

**[INTERVIEWER: IF R VOLUNTEERS "nothing in particular, none, no religion, etc." BEFORE REACHING END OF LIST, PROMPT WITH: And would you say that's atheist, agnostic, or just nothing in particular?]**

- 1 Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
- 2 Roman Catholic (Catholic)
- 3 Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
- 4 Orthodox (Greek, Russian, or some other orthodox church)
- 5 Jewish (Judaism)
- 6 Muslim (Islam)
- 7 Buddhist
- 8 Hindu
- 9 Atheist (do not believe in God)
- 10 Agnostic (not sure if there is a God)
- 11 Something else (**SPECIFY: \_\_\_\_\_**)
- 12 Nothing in particular
- 13 Christian (**VOL.**)
- 14 Unitarian (Universalist) (**VOL.**)
- 99 Don't Know/Refused (**VOL.**)

**ASK IF SOMETHING ELSE OR DK/REF (RELIG=11, 99):**

CHR Do you think of yourself as a Christian or not?

**IF R NAMED A NON-CHRISTIAN RELIGION IN PREVIOUS QUESTION (e.g. Native American, Wiccan, Pagan, etc.), DO NOT READ (ENTER "NO" CODE 2)**

- 1 Yes
- 2 No
- 9 Don't know/Refused (**VOL.**)

**ASK IF CHRISTIAN (RELIG=1-4, 13 OR CHR=1):**

BORN Would you describe yourself as a "born again" or evangelical Christian, or not?

- 1 Yes, would
- 2 No, would not
- 9 Don't know/Refused (**VOL.**)

**ASK ALL:**

**ATTEND**

Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

- 1 More than once a week
- 2 Once a week
- 3 Once or twice a month
- 4 A few times a year
- 5 Seldom
- 6 Never
- 9 Don't know/Refused (**VOL.**)

**ASK ALL:**

**INCOME**

Last year, that is in 2009, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. **[READ]**

- 1 Less than \$10,000
- 2 10 to under \$20,000
- 3 20 to under \$30,000
- 4 30 to under \$40,000
- 5 40 to under \$50,000
- 6 50 to under \$75,000
- 7 75 to under \$100,000
- 8 100 to under \$150,000
- 9 \$150,000 or more
- 10 **[VOL. DO NOT READ]** Don't know/Refused

**ASK IF AGE <40:**

**FINAN**

Do you depend on your parents or other family members for financial assistance, or not?

- 1 Yes
- 2 No
- 9 Don't know/Refused (**VOL.**)

**ASK ALL:**

**HEALTH**

Are you, yourself, now covered by any form of health insurance or health plan or are you not covered at this time? **[READ IF NECESSARY: A health plan would include any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid]**

- 1 Covered by health insurance
- 2 Not covered by health insurance
- 9 Don't know/Refused (**VOL.**)

**ASK ALL:**

**REGIST**

These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

- 1 Yes, registered

- 2 No, not registered
- 9 Don't know/Refused (VOL.)

**ASK IF RESPONDENT ANSWERED '1' YES IN REGIST:**

REGICERT Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

- 1 Absolutely certain
- 2 Chance registration has lapsed
- 9 Don't know/Refused (VOL.)

**ASK ALL:**

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

- 1 Republican
- 2 Democrat
- 3 Independent
- 4 No preference (VOL.)
- 5 Other party (VOL.)
- 9 Don't know/Refused (VOL.)

**IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:**

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

- 1 Republican
- 2 Democrat
- 9 Other/Don't know/Refused (VOL.)

**ASK ALL:**

IDEO In general, would you describe your political views as... [READ]

- 1 Very conservative
- 2 Conservative
- 3 Moderate
- 4 Liberal [OR]
- 5 Very liberal
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK IF HISPANIC (HISP2=1 or HISP3=1):**

BIRTH\_HISP Were you born on the island of Puerto Rico, in the United States, or in another country?

- 1 Puerto Rico
- 2 U.S.
- 3 Another country
- 9 Don't know/Refused (VOL.)

**ASK IF HISPANIC (HISP2=1 or HISP3=1) AND IF BORN IN U.S. (BIRTH\_HISP=2):**

MOTHER\_HISP Was your mother born on the island of Puerto Rico, in the United States, or in another country?

- 1 Puerto Rico
- 2 U.S.
- 3 Another country
- 9 Don't know/Refused (VOL.)

**ASK IF HISPANIC (HISP2=1 or HISP3=1) AND IF BORN IN U.S. (BIRTH\_HISP=2):**

FATHER\_HISP Was your father born on the island of Puerto Rico, in the United States, or in another country?

- 1 Puerto Rico
- 2 U.S.
- 3 Another country
- 9 Don't know/Refused (VOL.)

**ASK IF AGE >29:**

HOME Do you own or rent your home?

- 1 Own
- 2 Rent
- 3 Other arrangement (VOL.)
- 9 Don't know/Refused (VOL.)

**ASK IF AGE < 30:**

HOME2 Do you own your home, rent, live in a dorm or live with your parents?

- 1 Own
- 2 Rent
- 3 Live in a dorm
- 4 Live with parents
- 5 Other arrangement (VOL.)
- 9 Don't know/Refused (VOL.)

**ASK IF NO CELL PHONE AND MULTI-PERSON HOUSEHOLD (L1=2,9 AND HH1>1):**

You mentioned earlier that you do not have a cell phone.

L1a. Does anyone in your household have a working cell phone?

- 1 Yes, someone in household has cell phone
- 2 No
- 9 Don't know/Refused (VOL.)

**ASK IF DUAL REACHED ON LANDLINE AND SINGLE-PERSON HOUSEHOLD (L1=1 AND HH1=1):**

You mentioned earlier that you have a cell phone.

L2. Of all the telephone calls that you receive, do you get [READ AND RANDOMIZE OPTIONS 1 AND 3—KEEP 2 ALWAYS IN THE MIDDLE]?

- 1 All or almost all calls on a cell phone
- 2 Some on a cell phone and some on a regular home phone
- 3 All or almost all calls on a regular home phone
- 9 [VOL. DO NOT READ] Don't know/Refused

**ASK IF DUAL REACHED ON LANDLINE AND MULTI-PERSON HOUSEHOLD ((L1=1 OR L1a=1) AND HH1>1):**

L3. Thinking about all the people in your household, including yourself, of all the telephone calls that your household receives, are **[READ AND RANDOMIZE OPTIONS 1 AND 3—KEEP 2 ALWAYS IN THE MIDDLE]**?

- 1 All or almost all calls on a cell phone
- 2 Some on a cell phone and some on a regular home phone
- 3 All or almost all calls on a regular home phone
- 9 **[VOL. DO NOT READ]** Don't know/Refused

**ASK ALL CELL PHONE SAMPLE:**

C1. Now thinking about your telephone use... Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

- 1 Yes home telephone
- 2 No, home telephone
- 9 Don't know/Refused (**VOL.**)

**ASK IF DUAL REACHED ON CELL PHONE AND SINGLE-PERSON HOUSEHOLD (C1=1 AND HH1=1):**

C2. Of all the telephone calls that you receive, do you get **[READ AND RANDOMIZE OPTIONS 1 AND 3—KEEP 2 ALWAYS IN THE MIDDLE]**?

- 1 All or almost all calls on a cell phone
- 2 Some on a cell phone and some on a regular home phone
- 3 All or almost all calls on a regular home phone
- 9 **[VOL. DO NOT READ]** Don't know/Refused

**ASK IF DUAL REACHED ON CELL PHONE AND MULTI-PERSON HOUSEHOLD (C1=1 AND HH1>1):**

C3. Now thinking about all the people in your household, including yourself, of all the telephone calls that your household receives, are **[READ AND RANDOMIZE OPTIONS 1 AND 3—KEEP 2 ALWAYS IN THE MIDDLE]**?

- 1 All or almost all calls on a cell phone
- 2 Some on a cell phone and some on a regular home phone
- 3 All or almost all calls on a regular home phone
- 9 **[VOL. DO NOT READ]** Don't know/Refused

**ASK ALL:**

ZIPCODE What is your zipcode?

- \_\_\_\_\_ Enter Zipcode
- 9 Don't know/Refused (**VOL.**)

**END OF INTERVIEW.**

**ASK ALL CELL PHONE SAMPLE:**

MONEY That's the end of the interview. We'd like to send you \$5 for your time. Can I please have your full name and a mailing address where we can send you the money? **[INTERVIEWER**

**NOTE:** If R does not want to give full name, explain we only need it so we can send the \$5 to them personally.] {QID:MONEY}

- 1 **[ENTER FULL NAME] – INTERVIEWER: PLEASE VERIFY SPELLING**
- 2 **[ENTER MAILING ADDRESS]**
- 3 **[City]**
- 4 **[State]**
- 5 **CONFIRM ZIP from above**
- 9 **(VOL.) Respondent does not want the money**

**ASK ALL RECONTACT SAMPLE (LANDLINE AND CELL):**

MONEY10 That's the end of the interview. We'd like to send you \$10 for your time. Can I please have your full name and a mailing address where we can send you the money? **[INTERVIEWER**

**NOTE:** If R does not want to give full name, explain we only need it so we can send the \$10 to them personally.].

- 1 **[ENTER FULL NAME] – INTERVIEWER: PLEASE VERIFY SPELLING**
- 2 **[ENTER MAILING ADDRESS]**
- 3 **[City]**
- 4 **[State]**
- 5 **CONFIRM ZIP from above**
- 9 **(VOL.) Respondent does not want the money**

**ASK RDD AND OVERSAMPLE ONLY (DO NOT INCLUDE RECONTACT SAMPLE)**

**ASK RANDOM QUARTER OF AGES 18-29 WHO WERE INTERVIEWED IN ENGLISH:**

CONTACT At a later date, news reporters may want to talk further with people who took part in this survey. Would you be willing to talk to a reporter about the survey topics at a convenient time?

- 1 Yes
- 2 No -- **GO TO WEBSITE**
- 9 Don't know/Refused -- **GO TO WEBSITE**

**IF NAME GIVEN IN MONEY OR MONEY10 PLEASE DO NOT ASK AND JUST PROGRAM NAME TO SHOW HERE**

**ASK IF YES (1 IN CONTACT):**

NAME So that a reporter might reach you more easily, can you tell me your first name? {QID:NAME}

- 1 Gave name (**SPECIFY**)
- 2 Declined to be contacted at this point

**ASK ALL:**

WEBSITE: Thank you very much for your time. This survey is being conducted by the Pew Research Center, which will be issuing a report on the results of this survey on their website, *pewresearch dot ORG*, in the coming weeks. *{see mod for Spanish--language interviews??}*



**THANK YOU** again for you help! Have a nice day/evening.

I HEREBY ATTEST THAT THIS IS A TRUE AND HONEST INTERVIEW.

INTERVIEWER GENDER:

ISEX

- 1 Male
- 2 Female

INTERVIEWER RACE:

IHISP1 Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- 1 Yes
- 2 No
- 9 Don't know/Refused (**VOL.**)

IRACE1 Which of the following describes your race? You can select as many as apply.  
**[READ LIST. RECORD UP TO FOUR RESPONSES IN ORDER MENTIONED]**

- 1 White
- 2 Black or African-American
- 3 Asian or Asian-American
- 4 Or some other race
- 9 **[VOL. DO NOT READ]** Don't know/Refused

**[PLEASE MAKE THE FOLLOWING TEXT AVAILABLE TO INTERVIEWERS ANYTIME A RESPONDENT ASKS ABOUT THE NATURE OF THE PEW RESEARCH CENTER]**The Pew Research Center is an independent nonpartisan public opinion research organization. The Center has no connection to the government, political parties, or any campaigns. Reports about its surveys are made available free of charge on their website *pewresearch dot* ORG.