

Outlook on Life Surveys

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Summary:

The 2012 Outlook Surveys, conducted by GfK Knowledge Networks on behalf of the University of California Irvine, were designed to study political and social attitudes in the United States. The project included two surveys fielded between August and December 2012 using a sample from an Internet panel. A total of 2,294 respondents participated in this study during Wave 1 and 1,601 were interviewed during Wave 2. The target population was comprised of four groups: African American/Black males aged 18 and older, African American/Black females aged 18 and older, White/other race males aged 18 and older, and White/other race females aged 18 older, all non-institutionalized and residing in the United States. The survey considered the ways in which social class, ethnicity, marital status, feminism, religiosity, political orientation, sexual behavior, and cultural beliefs or stereotypes influence opinion and behavior. Participants were asked an array of questions pertaining to voting preference, party identification, respondent perception of opportunity for success, and views on interracial dating. These variables and questions examine political and social attitudes in the United States. Additional questions addressed issues such as common fate, nationalism, equality, discrimination, and relations with law enforcement. Demographic variables include race ethnicity, age, gender, religious involvement, sexual orientation, citizenship, annual income, and education.

Methodology

Study Purpose: The purpose of the 2012 Outlook Surveys were to study political and social attitudes in the United States. The specific purpose of the survey is to consider the ways in which social class, ethnicity, marital status, feminism, religiosity, political orientation, and cultural beliefs or stereotypes influence opinion and behavior.

Study Design: The project included two surveys fielded between August and December 2012 using a sample from an Internet panel. A total of 2,294 respondents participated in this study; 1,601 were re-interviewed. The survey also contained a large oversample of Black ethnics.

Sample: Participants were drawn from the GfK Knowledge Network, a web panel designed to be representative of the United States population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the Internet and hardware if needed. Random-digit dialing and address-based sampling methodologies are used. The target population were non-institutionalized adults 18 years of age and older.

Time Method: Cross-sectional , Cross-sectional ad-hoc follow-up

Kind of Data: quantitative

Mode of Data Collection: web-based survey

Description of Variables: The data include variables pertaining to social class, ethnicity, marital status, feminism, religiosity, and political orientation. In addition there are variables

pertaining to gender, household composition and size, household income, employment status, education, and marital status.

Response Rates: Wave 1: 55.3 percent response rate. Wave 2: 75.1 percent response rate.