Country:	United States
Title:	TESS Experiments: Backlash Effect? White Americans' Response to the Coronavirus Pandemic
Survey Organization(s):	NORC at the University of Chicago
Sponsor(s):	Stephens-Dougan, Lafleur
Field Dates:	May 21 - 26, 2020
Sample:	National White adults who completed the Public Affairs profile survey
Sample Size:	591
Sample Notes:	None
Interview method:	Web-based survey
Weight Location:	Columns 1-4 (x.xx) -- Varname: WEIGHT
No. of records per respondent:	1
Usage Notes:	The dataset contains two weight variables: WEIGHT is the normalized weight variable that totals to the sample size. WEIGHTpop is the population weight variable that totals to the size of the White adult population nationally. Not all demographic variables from the Standard Adult Profile are included on every survey. Variables for these questions can be found at the end of the dataset. Response rates for this survey are cumulative. See documentation for detailed summaries on response rates for this study.

✔ ROPER TRANSPARENCY PROJECT - TESS- 31120363

Greatly Exceeds Requirements (9.5)

CORE	AVAILABLE	NOT APPLICABLE
Survey organization	✔	☐
External survey sponsor	✔	☐
Grant funding source	✔	☐
Data collection dates	✔	☐
Universe	✔	☐
Geographic coverage	✔	☐
Justifications for claims of representativeness	✔	☐
Mode	✔	☐
Mode other: Description (filtered on previous)	☐	✔
Sample size	✔	☐
Sampling procedure: Summary	✔	☐
Sampling procedure: Respondent selection stage	✔	☐
Sampling frame	✔	☐
Weight variable	✔	☐
Weighting benchmark source	✔	☐
Variables used for weighting calculations	✔	☐
Response information	✔	☐
Response rate or disposition codes OR	✔	☐
Completion or participation rate and details of calculation	✔	☐
Survey language(s)	✔	☐
Full question wording with all interview instructions, prompts and visual aids	✔	☐
ADDITIONAL	**AVAILABLE**	**NOT APPLICABLE**
External sample provider(s)	✔	☐
Proportion of sample provided (filtered on previous)	✔	☐
Use of breakout routers or chains	✔	☐
Breakoff rate	✘	☐
Estimated size of noncovered population	✔	☐
Use of incentives	✔	☐
What incentive was provided (filter on previous)	✔	☐
Quality control summary	✔	☐
% respondents removed due to quality checks (filtered on above)	✘	☐

The Roper Center Transparency Score Project is intended to measure disclosure of key elements of survey research. The Transparency Score is not an indicator of data quality. Transparency Project scores are calculated as follows: (10 points for providing a dataset+2 points for every other applicable core item+1 point for every applicable additional item)/(total possible points) X 10. Studies with a score >=9 and <=10 greatly exceed Roper Center requirements; scores >=8 and <9 exceed requirements; and scores >=6 and <8 meet Roper Center requirements.

TESS 063 – STEPHENS-DOUGAN

AMERISPEAK FIELD REPORT

June 2, 2020

Client Contact:
LaFleur Stephens-Dougan | lafleurs@princeton.edu
NORC Account Manager:
Dan Costanzo | Costanzo-Daniel@norc.org
NORC Project Manager:
LeeAnn McCabe | McCabe-LeeAnn@norc.org

STUDY INTRODUCTION

NORC conducted the 063 TESS Stephens-Dougan Study on behalf of LaFleur Stephens-Dougan using NORC's AmeriSpeak® Panel for the sample source.

This study was offered in English-only and was self-administered on the web.

For more detailed information on the AmeriSpeak panel recruitment and management methodology, please see the Appendix ("Technical Notes on AmeriSpeak Methodology") attached to this AmeriSpeak Field Report.

STUDY-SPECIFIC DETAILS

Sampling

A sample of U.S. White adults age 18 and older was selected from NORC's AmeriSpeak Panel for this study.

The sample for a specific study is selected from the AmeriSpeak Panel using sampling strata based on age, race/ethnicity, education, and gender (48 strata in total). The size of the selected sample per sampling stratum is determined by the population distribution for each stratum. In addition, sample selection takes into account expected differential survey completion rates by demographic groups so that the set of panel members with a completed interview for a study is a representative sample of the target population. If panel household has one more than one active adult panel member, only one adult in the household is eligible for selection (random within-household sampling). Panelists selected for an AmeriSpeak study earlier in the business week are not eligible for sample selection until the following business week.

Field

A sub-sample AmeriSpeak panelists were invited to the survey on May 21, 2020 in a soft-launch. The initial data from the soft-launch was reviewed and the remainder of sampled AmeriSpeak panelists were invited to the survey on May 22, 2020 to collect the desired 575 completed interviews.

In field, NORC collected 591 interviews.

Gaining Respondent Cooperation and Data Collection Procedures

The study was in field from Thursday, May 21st through Tuesday, May 26th.

NORC took the following steps to notify and gain the cooperation of invited Panelists for this survey.

NORC sent invitation emails on Thursday, May 21st and Friday, May 22nd. An email reminder was sent to non-responders on Monday, May 25th to encourage cooperation.

NORC closed the survey on Tuesday, May 26th.

Panelists were offered the cash equivalent of $2 for completing the study.

Interviewed respondents took 7 minutes (median) to complete the survey.

Data processing

NORC prepared a fully labeled data file of respondent survey data and demographic data for LaFleur Stephens-Dougan.

Statistical Weighting

Statistical weights for the study eligible respondents were calculated using *panel base sampling weights* to start.

Panel base sampling weights for all sampled housing units are computed as the inverse of probability of selection from the NORC National Frame (the sampling frame that is used to sample housing units for AmeriSpeak) or address-based sample. The sample design and recruitment protocol for the AmeriSpeak Panel involves subsampling of initial non-respondent housing units. These subsampled non-respondent housing units are selected for an in-person follow-up. The subsample of housing units that are selected for the nonresponse follow-up (NRFU) have their panel base sampling weights inflated by the inverse of the subsampling rate. The base sampling weights are further adjusted to account for unknown eligibility and nonresponse among eligible housing units. The household-level nonresponse adjusted weights are then post-stratified to external counts for number of households obtained from the Current Population Survey. Then, these household-level post-stratified weights are assigned to each eligible adult in every recruited household. Furthermore, a person-level nonresponse adjustment accounts for nonresponding adults within a recruited household.

Finally, *panel weights* are raked to external population totals associated with age, sex, education, race/ethnicity, housing tenure, telephone status, and Census Division. The external population totals are obtained from the Current Population Survey.

Study-specific base sampling weights are derived using a combination of the final panel weight and the probability of selection associated with the sampled panel member. Since not all sampled panel members respond to the survey interview, an adjustment is needed to account for and adjust for survey non-respondents. This adjustment decreases potential nonresponse bias associated with sampled panel members who did not complete the survey interview for the study. Thus, the survey nonresponse adjusted weights for the study are adjusted via a raking ratio method to general population totals associated with the following socio-demographic characteristics: age, sex, education, race/ethnicity, and Census Division.

Response Rate Reporting

Weighted AAPOR RR3 Recruitment rate: 24.1
Weighted Household retention rate: 85.6
Survey completion rate: 30.9
Weighted AAPOR RR3 cumulative response rate: 6.4

Margin of error: 5.69%
Design effect: 1.99

Deliverables

The following files were created for LaFleur Stephens-Dougan as part of the study deliverables:

- Survey interview data file in SPSS format
- Codebook in Excel format
- Final programming questionnaire in Word document
- Field report documenting study procedures

TECHNICAL OVERVIEW OF THE AMERISPEAK® PANEL
NORC'S PROBABILITY-BASED HOUSEHOLD PANEL

Updated February 18, 2019
Prepared by J. Michael Dennis, Ph.D.

Funded and operated by NORC at the University of Chicago, AmeriSpeak® is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled with a known, non-zero probability of selection from the NORC National Frame and address-based sample, and then contacted by US mail, telephone interviewers, overnight express mailers, and field interviewers (face to face). AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of NORC's clients.

In 2018, the AmeriSpeak Panel expanded to approximately 30,000 households and will expand to 35,000 households in 2019. The AmeriSpeak Panel includes sample support for surveys of various segments through AmeriSpeak Latino, AmeriSpeak Teen, and AmeriSpeak Young Adult (which includes an oversample of African Americans, Hispanics, and Asians age 18-34). AmeriSpeak is also the probability-sample source for TrueNorth™, which combines probability-based AmeriSpeak and non-probability online samples using calibrating statistical weights derived from AmeriSpeak, the American Community Survey, and other data sources.[1]

Sample Frame

In order to provide a nationally representative sample, AmeriSpeak leverages the NORC National Frame, which provides sample coverage for over 97 percent of the U.S. households. The 2010 National Frame used a two-stage probability sample design to select a representative sample of households in the United States. The first stage—the sampling unit—is a National Frame Area (NFA), which is either an entire metropolitan area (made up of one or more counties) or a county (some counties were combined so that each NFA contains a population of at least 10,000). The largest NFAs with a population of at least 1,543,728 (0.5 percent of the 2010 Census U.S. population) were selected with certainty; these areas have a high-population density, and are dominated by tracts with street-style addresses. These areas contain 56 percent of the population within 8 percent of the geographic area of the United States. The remaining areas were stratified into areas where street-style addresses predominate, and the remaining areas, which are less likely to have street -style addresses. The latter stratum ("rural" areas) comprises 81 percent of the geographic area, but only 14 percent of the population.

Within the selected NFAs, the second stage sampling unit is a segment, defined in terms of either Census tracts or block groups, containing at least 300 housing units according to the 2010 Census. A stratified probability sample of 1,514 segments was selected with probability proportional to size. For most of the 1,514 segments, the U.S. Postal Service Delivery Sequence File (DSF) provided over 90 percent coverage of the segments in terms of city-style addresses that are geo-codeable. For the 123 segments where the DSF provided insufficient coverage, we enhanced the DSF address list with in-person listing. The National Frame contains almost 3 million households, including over 80,000 rural households added through the in-person listing.

---

[1] For more information, see "Estimation Methods for Nonprobability Samples with a Companion Probability Sample" authored by Michael Yang, N. Ganesh, Edward Mulrow, and Vicki Pineau. Published in the 2018 JSM Proceedings, Survey Research Methods Section. Alexandria, VA: American Statistical Association. 1715-1723. The paper is available at https://amerispeak.norc.org/research/. Please note that the TrueNorth™ trademarking was in progress when this paper was published. Hence, the authors do not reference the TrueNorth™ name on this paper.

The National Frame involves addresses in almost every state. For the states that are not included in the National Frame, AmeriSpeak selected an address-based sample (ABS) in 2016 through 2018 from the USPS DSF to assure AmeriSpeak sample representation for all US States and Washington, DC.

In 2017, a targeted address-based sample was added to AmeriSpeak recruitment in order to develop a new Latino Panel with adequate representation of Spanish-language-dominant Hispanics. Census tracts with high incidence (at least 30%) of Spanish-dominant Hispanics were targeted for this recruitment. Furthermore, within these Census tracts, households that were flagged as Hispanic based on consumer vendor data (that are typically used for direct-mail marketing) were oversampled. This new AmeriSpeak Latino Panel contains approximately 5,400 Hispanic panelists with 24% of those panelists being Spanish-language dominant. As of February 2019, 11% of AmeriSpeak Panel (including the Latino Panel) recruited adults were sourced from the targeted address-based sample and 89% from the National Frame. Proper weights allow the full use of the combined sample.

Sample Selection for Panel Recruitment

The 2014-2018 AmeriSpeak Panel sample consists of nationally representative housing units drawn primarily from the 2010 NORC National Sample Frame. To create AmeriSpeak Latino and provide sample coverage for states where the National Frame is not operative, a secondary source is address-based sampling, which accounts for 12% of the 2014-2018 sample. The 2010 NORC National Sample Frame is stratified based on segment (Census tract or Census block group) characteristics such as age and race/ethnicity composition of the segment, and then, a stratified simple random sample of housing units is selected. Specifically, based on Census tract-level data, segments were classified as having a higher concentration of 18-24 year old adults or not, and a higher concentration of Hispanics, non-Hispanic African Americans, and other. Based on these strata definitions, 6 strata (2 based on age times 3 based on race/ethnicity) were used to oversample housing units in segments higher in young adults and/or Hispanics and non-Hispanic African-Americans. This is referred to as the initial sample or first stage of panel recruitment.

In the second stage of panel recruitment, initially sampled but nonresponding housing units are subsampled for a nonresponse follow-up (NRFU). At this stage, consumer vendor data are matched to housing units, and housing units that are flagged (based on consumer vendor data) as having a young adult (18-34 years of age) or minority (Hispanic and non-Hispanic African American) are oversampled for the NRFU. Overall, approximately one in five initially nonresponding housing units are subsampled for NRFU. Due to NRFU, these initially nonresponding housing units have a much higher selection probability compared to the housing units that were recruited during the first stage of panel recruitment. Note that a small fraction of initially nonresponding housing units are not eligible for NRFU due to these housing units being classified as "hard refusals" or having an appointment for a call back from NORC.

In summary, there are mainly two reasons why the sampling design for AmeriSpeak Panel recruitment deviates from Equal Probability of Selection Method (EPSEM) sampling: (a) oversampling of housing units in segments with a higher concentration of young adults and minorities results in the sample selection probabilities being higher for housing units in these segments; and (b) the nonresponse follow-up effort results in initially nonresponding housing units having a much higher selection probability. Furthermore, oversampling associated with NRFU results in higher selection probabilities for initially nonresponding housing units that are flagged (based on consumer vendor data) using demographics that are correlated with sample member's propensity to respond. The initial and NRFU sampling procedures are examined and modified each year to more efficiently recruit types of panelists who are less likely to respond based on their certain demographic characteristics.

AmeriSpeak Panel Recruitment Procedures

Recruitment is a two-stage process: initial recruitment using less expensive methods and then non-response follow-up using personal interviewers. For the initial recruitment, sample units are invited to join AmeriSpeak online by visiting the panel website AmeriSpeak.org or by telephone (in-bound/outbound

supported). English and Spanish language are supported for both online and telephone recruitment. Study invitations are communicated via an over-sized pre-notification postcard, a USPS recruitment package in a 9"x12" envelope (containing a cover letter, a summary of the privacy policy, FAQs, and a study brochure), two follow-up post cards, and also contact by NORC's telephone research center for sample units matched to a telephone number.

The second-stage non-response follow-up targets a stratified random sub-sample of the non-responders from the initial recruitment. Units sampled for the non-response follow-up are sent by Federal Express a new recruitment package with an enhanced incentive offer. NORC field interviewers then make personal, face-to-face visits to the respondents' homes to encourage participation. NORC field interviewers administer the recruitment survey in-person using CAPI or else encourage the respondents to register at AmeriSpeak.org or call the toll-free AmeriSpeak telephone number to register.

Recruiting Non-Internet and "Net Averse" Households
Under certain conditions, AmeriSpeak gives panelists a choice regarding their preferred mode for future participation in AmeriSpeak surveys. As of February 2019, 83% of the active panelists were enrolled in AmeriSpeak to receive online surveys, while 17% of the active panelists agreed to participate in AmeriSpeak telephone mode surveys. For the 2016 through 2018 recruitment, respondents provided an option of online or telephone modes include: persons without internet access, persons whose only internet access is via a smartphone, and persons with internet access but unwilling to share an email address. A recruited household can consist of both web-mode and phone-mode panelists residing in the same household.

Impact of Non-Response Follow-up
The non-response follow-up (NRFU) is instrumental for producing a credible AAPOR response rate for the panel, boosting the panel recruitment response rate by a factor of 6.1 (AAPOR RR3, weighted to take into account selection probabilities). Additionally, NRFU reduces non-response bias significantly by improving the representativeness of the AmeriSpeak panel sample with respect to certain hard-to-reach segments of the population underrepresented by recruitment relying only mail and phone. NRFU improves representation for demographic segments (typically more reluctant to respond to surveys), including lower income households, cell-phone only households, renters, persons age 18 to 34, African Americans, Hispanics, and persons without a high school degree or have only a high school degree (no college). Even though NRFU panelists are more reluctant to complete surveys, the addition of NRFU panelists reduced total absolute bias on average 5-21% when compared to the initial stage recruits (among examined surveys).[2] Compared to panelists recruited in the initial stage, panelists recruited via the non-response follow-up campaign overall report more moderate opinions towards policy issues and are somewhat more conservative. Based on study specific findings, NRFU panelists report being less knowledgeable about science, report less interest in current events and topics in the news (such as climate change and energy resources), and are less likely to read a print newspaper (more likely to read the news online and use social media).[3] They are also more likely to attend church, less likely to be in favor of gun control policies, and more likely to eat at a fast food restaurant than the initial stage recruits. Accordingly, our extensive research on this topic illustrates that NRFU panelists make the substantive estimates in any AmeriSpeak study more inclusive and accurate.

AmeriSpeak Panel Recruitment Response Rate and Other Sample Metrics

---

[2] *See* "Nonresponse Follow-up Impact on AmeriSpeak Panel Sample Composition and Representativeness" authored by Ipek Bilgen, J. Michael Dennis, N. Ganesh. The paper is available at https://amerispeak.norc.org/research/;

Total Absolute Error = [Sum(|ACS 2016 Benchmark - Unweighted Variable Percentage Point|)]; see pages 8-13.

[3] *See* "The Undercounted: Measuring the Impact of 'Nonresponse Follow-up' on Research Data and Outcome Measures" authored by Ipek Bilgen, J. Michael Dennis, N. Ganesh. The paper will be soon available at https://amerispeak.norc.org/research/.

The AAPOR RR3 (response rate) for the 2014-2018 panel recruitment 34.2% (weighted to take into account selection probabilities).[4] The estimated cumulative AAPOR RR3 for client surveys is 10% to 20% (varying according to study parameters and taking into account all sources of non-response including panel recruitment, panel household attrition, and survey participation).[5] NORC documented the AAPOR response rate calculation methodology for 2014-2015 recruitment.[6]

Key statistics with respect to the 2014-2018 recruited households are as follows: 52% recruited via the non-response follow-up recruitment using overnight Federal Express mailers and face-to-face methodology (with NORC field staff visiting households); 22% indicated a preference for the telephone mode of data collection for participating in AmeriSpeak studies; 25% of the recruited households are non-Internet[7]; 79% are cell-phone only or cell-phone mostly; 17% are African-American and 23% Hispanic; and 35% have household income below $30,000 (compared to CPS benchmark of 26%).[8]

Mixed-Mode Data Collection
Panelists may participate in two to three AmeriSpeak Panel studies per month via online (computer, tablet, or smartphones) or by CATI phone. CATI phone mode respondents represent a population currently under-represented in web panels that exclude non-internet households or "net averse" persons. NORC's telephone interviewers administer the phone mode of survey questionnaires using a data collection system supporting both the phone and web modes of data collection, providing an integrated sample management and data collection platform. For panelists using smartphones for web-mode AmeriSpeak surveys, the NORC survey system renders an optimized presentation of the survey questions for these mobile users. For general population client studies, approximately 17% of the completed interviews by the active panelists are completed via the telephone mode.

Panel Management Policies
NORC maintains strict rules to limit respondent burden and reduce the risk of panel fatigue. On average, AmeriSpeak panel members typically participate in AmeriSpeak web-based or phone-based studies two to three times a month.

Because the risk of panel attrition increases with the fielding of poorly constructed survey questionnaires, the AmeriSpeak team works with NORC clients to create surveys that provide an appropriate user experience for AmeriSpeak panelists. AmeriSpeak will not field surveys that in our professional opinion will result in a poor user experience for our panelists and in panel attrition.

---

[4] The response rate calculation incorporates the selection probabilities of the samples for the initial recruitment and non-response follow-up stages, as calculated by the US Bureau of the Census for the American Community Survey.

[5] A properly calculated cumulative AAPOR response rate for panel-based research takes into account all sources of non-response at each stage of the panel recruitment, management, and survey administration process. A common misapplication of the term "response rate" in online panel surveys is to represent the survey-specific cooperation rate as the "cumulative survey response rate."

[6] *See* "Response Rate Calculation Methodology for Recruitment of a Two-Phase Probability-Based Panel: The Case of AmeriSpeak" authored by Robert Montgomery, J. Michael Dennis, N. Ganesh. The paper is available at https://amerispeak.norc.org/research/.

[7] The non-internet households (HHs) are those that do not select "High-speed, broadband internet at home (such as cable or DSL)" or "Dial-up internet at home" response options when they are asked "What kind of internet access do you have? Please select all that apply" item in the recruitment survey. The non-internet HHs include those that only use internet on a cell connection or mobile phone.

[8] For transparency purposes, unweighted percentages are presented in this section. Hence, these results do not take into account oversampling and selection probabilities. The base weighted distributions that take take into account selection probabilities can be provided upon request.

ABOUT NORC AT THE UNIVERSITY OF CHICAGO

As one of the world's foremost independent research institutions, NORC at the University of Chicago delivers objective data and meaningful analysis to help decision-makers and leading organizations make informed choices and identify new opportunities. Since 1941, NORC has applied sophisticated methods and tools, innovative and cost-effective solutions, and the highest standards of scientific integrity and quality to conduct and advance research on critical issues. Today, NORC expands on this tradition by partnering with government, business, and nonprofit clients to create deep insight across a broad range of topics and to disseminate useful knowledge throughout society.

Headquartered in downtown Chicago, NORC works in over 40 countries around the world, with additional offices on the University of Chicago campus, the DC metro area, Atlanta, Boston, and San Francisco.

ADDITIONAL RESOURCES

To learn more about AmeriSpeak or to share an RFP, please contact AmeriSpeak at AmeriSpeak-BD@norc.org. Information about AmeriSpeak capabilities and research papers are available online at AmeriSpeak.NORC.org.

AMERISPEAK® PANEL DEMOGRAPHICS REPORT

Updated October 24, 2019

The AmeriSpeak Panel Demographics Report provides basic documentation on the sample representativeness of NORC's AmeriSpeak Panel. In 2019, the AmeriSpeak Panel expanded to 35,000 households.

The demographic representativeness of the probability-based AmeriSpeak Panel is enhanced by NORC's substantial investment in refusal conversion during the panel recruitment process. Face-to-face recruitment by NORC's professional field interviewers enables AmeriSpeak to engage population segments that are typically underrepresented in probability-based household panels, including: low-income, non-internet, and rural households; lesser educated persons; those with conservative religious and/or political outlooks; persons reporting little interest in following the news; those with negative attitudes towards science and technology; and less acculturated Spanish-speaking households, to list just a few.

A side-by-side comparison of the AmeriSpeak panel composition with the demographic benchmarks established by the US Census Current Population Survey (CPS) and the American Community Survey (ACS) illustrates AmeriSpeak's sample representativeness (see comparison tables below). The data are weighted for active AmeriSpeak Panel households and the Census benchmark data sources.

AmeriSpeak actually over-represents some population segments that are usually under-represented (e.g., lower-income households) because of our efforts to recruit hard-to-reach segments of society. We under-sample those segments, when appropriate for actual client surveys.

With some exceptions, AmeriSpeak's sample composition tends to be within 1 to 2 percentage points of the Census benchmark. Documentation on the panel recruitment methodology is available here.

AmeriSpeak Panel Composition Compared to Census Current Population Survey Benchmarks[1]

Measure	AmeriSpeak (Col %)	Census CPS (Col %)	Delta (Percentage Point)
Gender (Mar 2019 CPS)			
Male	48.3	48.4	-0.1
Female	51.7	51.6	0.1
Age (Mar 2019 CPS)			
18 - 24	11.6	11.6	0.0
25 - 34	17.9	18.0	-0.1
35 - 44	16.5	16.4	0.1
45 - 54	16.0	16.2	-0.2
55 - 64	17.1	16.7	0.4
65 - 74	13.5	12.6	0.9
75 +	7.4	8.5	-1.1
Educational Obtainment (Mar 2019 CPS)			
Less than High School	10.5	10.6	-0.1
High School Grad	28.4	28.3	0.1
Some College	27.7	27.8	-0.1
College Grad	20.1	21.3	-1.2
Postgrad Work	13.3	12.0	1.3
Race/Ethnicity (Mar 2019 CPS)			
Non-Hispanic White	63.1	63.1	0.0
Non-Hispanic Black	11.9	11.8	0.1
Hispanic	16.5	16.5	0.0
Non-Hispanic Asian or Pacific Islander	3.1	6.4	-3.3
Non-Hispanic All Other	5.4	2.2	3.2
Marital Status (Mar 2019 CPS)			
Currently Married or Living With Partner	46.3	53.0	-6.7
Separated/Divorced/Widowed/Single	53.7	47.0	6.7
Presence Of Children In HH (Mar 2019 CPS)			
With 1+ Children in HH	28.1	29.6	-1.5
Without Children under 18	71.9	70.4	1.5
Household Income in The Past Year (2017 1-Year ACS)			
<$25k	23.3	19.0	4.3
$25-50k	24.4	20.4	4.0
$50-75k	18.3	18.8	-0.5
$75-100k	13.5	13.9	-0.4
>=100k	20.5	27.9	-7.4
Household Ownership (2017 1-Year ACS)			
Owner Occupied	66.6	67.3	-0.7
Renter Occupied Or Other	33.4	32.7	0.7
Household Internet Access (2017 1-Year ACS)			
No Internet Access in the Household	6.8	7.2	-0.4
Has Internet Access in the Household	93.2	92.8	0.4
Telephone Type Access (2018 National Health Interview Survey)			
Landline Only	6.5	4.1	2.4
Dual User but Landline Mostly	11.7	19.1	-7.4
Cell Only Or Dual User but Cell Mostly	80.9	73.8	7.1
No Telephone Service	0.9	3	-2.1

---

[1] Both data sources are weighted: the total number of AmeriSpeak-active adults taking AmeriSpeak surveys and the Census CPS.

ABOUT NORC AT THE UNIVERSITY OF CHICAGO

As one of the world's foremost independent research institutions, NORC at the University of Chicago delivers objective data and meaningful analysis to help decision-makers and leading organizations make informed choices and identify new opportunities. Since 1941, NORC has applied sophisticated methods and tools, innovative and cost-effective solutions, and the highest standards of scientific integrity and quality to conduct and advance research on critical issues. Today, NORC expands on this tradition by partnering with government, business, and nonprofit clients to create deep insight across a broad range of topics and to disseminate useful knowledge throughout society. Headquartered in downtown Chicago, NORC works in over 40 countries around the world, with additional offices on the University of Chicago campus, the DC metro area, Atlanta, Boston, and San Francisco.

ADDITIONAL RESOURCES

To learn more about AmeriSpeak or to share an RFP, please contact AmeriSpeak at AmeriSpeak-BD@norc.org. Information about AmeriSpeak capabilities and research papers are available online at AmeriSpeak.norc.org.

STUDY NOTE

AmeriSpeak has conducted new panel recruitment yearly since 2014 and corrects imbalances in attrition across subgroups.

AmeriSpeak has three data quality checks. A respondent is recoded as a partial interview if they fail any of the three:

- Speeding on the web instrument (faster than 1/3 of the median time)
- Item missingness (skipped 50% or more of the questions seen)
- Straightlining (straightlined every applicable grid)

The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

```
Truncated Variable Names (SPSS portable file)

Abbreviated   Extended
Name          Name

HOME_TYP      HOME_TYPE
P_PARTYI      P_PARTYID7
PHONESER      PHONESERVICE
Q22_OR_1      Q22_ORD_2
Q22_OR_2      Q22_ORD_3
Q22_OR_3      Q22_ORD_4
Q22_ORD_      Q22_ORD_1
Q23_OR_1      Q23_ORD_2
Q23_OR_2      Q23_ORD_3
Q23_ORD_      Q23_ORD_1
RACETHNI      RACETHNICITY
SURV_LAN      SURV_LANG
SURV_MOD      SURV_MODE
WEIGHTpo      WEIGHTpop
```

```
Data Locations (ASCII file)

Variable            Rec     Start       End     Format
WEIGHT               1        1          4      F4.2
WEIGHTpop            1        5         14      F10.2
CaseId               1       15         18      F4.0
RND_01               1       19         19      F1.0
RND_02               1       20         20      F1.0
RND_03               1       21         21      F1.0
P_EXP                1       22         22      F1.0
P_PARTYID7           1       23         23      F1.0
P_IDEO               1       24         24      F1.0
P_RELIG              1       25         26      F2.0
P_ATTEND             1       27         27      F1.0
Q1                   1       28         28      F1.0
Q2                   1       29         30      F2.0
Q3                   1       31         32      F2.0
Q4                   1       33         33      F1.0
Q5                   1       34         35      F2.0
Q6                   1       36         37      F2.0
Q7                   1       38         38      F1.0
Q8                   1       39         40      F2.0
Q9A                  1       41         42      F2.0
Q9B                  1       43         44      F2.0
Q9C                  1       45         46      F2.0
Q9D                  1       47         48      F2.0
Q10                  1       49         49      F1.0
Q11                  1       50         51      F2.0
Q12                  1       52         53      F2.0
Q14                  1       54         54      F1.0
Q15                  1       55         56      F2.0
Q16                  1       57         58      F2.0
Q17                  1       59         60      F2.0
Q18                  1       61         62      F2.0
Q19                  1       63         64      F2.0
Q20                  1       65         66      F2.0
Q21                  1       67         68      F2.0
Q22_ORD_1            1       69         69      F1.0
Q22_ORD_2            1       70         70      F1.0
Q22_ORD_3            1       71         71      F1.0
Q22_ORD_4            1       72         72      F1.0
Q22A                 1       73         74      F2.0
Q22B                 1       75         76      F2.0
Q22C                 1       77         78      F2.0
Q22D                 1       79         80      F2.0
Q23_ORD_1            1       81         81      F1.0
Q23_ORD_2            1       82         82      F1.0
```

Q23_ORD_3	1	83	83	F1.0
Q23A	1	84	85	F2.0
Q23B	1	86	87	F2.0
Q23C	1	88	89	F2.0
STARTDT	1	90	100	Date11
ENDDT	1	101	111	Date11
duration	1	112	113	F2.0
SURV_MODE	1	114	114	F1.0
SURV_LANG	1	115	115	F1.0
Device	1	116	116	F1.0
GENDER	1	117	117	F1.0
AGE	1	118	119	F2.0
AGE4	1	120	120	F1.0
AGE7	1	121	121	F1.0
RACETHNICITY	1	122	122	F1.0
EDUC	1	123	124	F2.0
EDUC4	1	125	125	F1.0
MARITAL	1	126	126	F1.0
EMPLOY	1	127	127	F1.0
INCOME	1	128	129	F2.0
STATE	1	130	131	F2.0
REGION4	1	132	132	F1.0
REGION9	1	133	133	F1.0
METRO	1	134	134	F1.0
INTERNET	1	135	135	F1.0
HOUSING	1	136	136	F1.0
HOME_TYPE	1	137	137	F1.0
PHONESERVICE	1	138	138	F1.0
HHSIZE	1	139	139	F1.0
HH01	1	140	140	F1.0
HH25	1	141	141	F1.0
HH612	1	142	142	F1.0
HH1317	1	143	143	F1.0
HH18OV	1	144	144	F1.0

Client	Northwestern University
Project Name	TESS 063 – Stephens-Dougan
Project Number	8041.063
Survey length (median)	7 minute survey
Population	18+ White Adults
Pretest	N/A
Main	N=575
MODE	Web only
Language	English
Incentive	2,000
Survey description	COVID and Race
Eligibility Rate	100%

Standard demographic preloads:

Var Name	Include on Preload Testing-page?	Var Type	Var length	Variable Label
S_AGE	Y	Numeric	5	Age
S_GENDER	Y	String	8	Gender
S_RACETH	Y	Numeric	8	Race/ethnicity
S_EDUC	Y	Numeric	6	Education
S_MARITAL	Y	Numeric	9	Marital Status
S_EMPLOY	Y	Numeric	8	Current employment status
S_INCOME	Y	Numeric	8	Household income
S_STATE	Y	String	7	State
S_METRO	N	Numeric	7	Metropolitan area flag
S_INTERNET	N	Numeric	10	Household internet access
S_HOUSING	N	Numeric	9	Home ownership
S_HOME_TYPE	N	Numeric	11	Building type of panelist's residence
S_PHONESERVC	N	Numeric	11	Telephone service for the household
S_HHSIZE	N	Numeric	8	Household size (including children)
S_HH01	N	Numeric	6	Number of HH members age 0-1
S_HH25	N	Numeric	6	Number of HH members age 2-5
S_HH612	N	Numeric	7	Number of HH members age 6-12
S_HH1317	N	Numeric	8	Number of HH members age 13-17
S_HH18OV	N	Numeric	8	Number of HH members age 18+
S_file_date	N	Date	11	
S_GENFRACE	N	Numeric	8	GenF custom race

These populated as a pre-load when the panelists get sampled into the survey

Standard sample preloads

Variable Name	Include on Preload Testing-only page?	Variable Type	Variable Label
Username	N	Numeric	Analogous to Member_PIN
P_Batch	N	Numeric	Batch Number (if only one assignment, then everyone will be 1)
Dialmode	N	Numeric	CATI Dialmode (predictive, preview, etc)
P_LCS	N	Numeric	Life cycle stage, 0=released but not touched
Y_FCELLP	N	String	
Surveylength	N	Numeric	Estimated length of survey
Incentwcomma	N	String	Study specific
P_Hold01	N	Numeric	Prevents dialing cases without phone numbers

Custom survey-specific preloads

Variable Name	Program in VCC?	Include on Preload Testing-only page?	Variable Type	Variable Label
P_EXP	NO	YES	NUMERIC	1 – Experimental group A 2 – Experimental group B
P_PARTYID7	YES	YES	String	1 "Strong Democrat" 2 "Moderate Democrat" 3 "Lean Democrat" 4 "Don't Lean/Independent/None" 5 "Lean Republican" 6 "Moderate Republican" 7 "Strong Republican"
P_IDEO	YES	YES	Numeric	1 "Extremely Liberal" 2 "Liberal" 3 "Slightly Liberal" 4 "Moderate" 5 "Slightly Conservative" 6 "Conservative" 7 "Extremely Conservative" 8 "Haven't thought much about it" ***only preload responses IF NOT MISSING IDEO**
P_RELIG	N	Y	Numeric	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 "Nothing in particular" 12 "Just Christian" 13 "Unitarian (Universalist)" 14 "Something else"
P_ATTEND	N	Y	Numeric	1 "Never" 2 "Less than once a year"

				3 "About once or twice a year" 4 "Several times a year" 5 "About once a month" 6 "2-3 times a month" 7 "Nearly every week" 8 "Every week" 9 "Several times a week"

This survey will use the following RND_xx variables:
Note, these are randomized in the script (NOT preloads)

RND_xx	**Associated survey Qs**
RND_00	
RND_01	Q5, Q6
RND_02	Q7, Q8
RND_03	Q21
RND_04	
RND_05	
RND_06	

Please code refusals in CAWI:
       98 IMPLICIT REFUSAL, WEB SKIP
       Do not code 77 Don't Know/99 Refused options in CAWI unless written in item response options

---

Text shown in green includes researcher notes and should not be included in the programming.

[START OF SURVEY]

CREATE DATA-ONLY VARIABLE: QUAL
1=Qualified Complete
2=Not Qualified
3=In progress

AT START OF SURVEY COMPUTE QUAL=3 "IN PROGRESS"

CREATE MODE_START
1=CATI
2=CAWI

TESS 063 – Stephens-Dougan Draft
Date: May 11, 2020

[DISPLAY – WINTRO_1]
Thank you for agreeing to participate in our new AmeriSpeak survey! To thank you for sharing your opinions, we will give you a reward of [INCENTWCOMMA] AmeriPoints after completing the survey. As always, your answers are confidential.

Please use the "Continue" and "Previous" buttons to navigate between the questions within the questionnaire. Do not use your browser buttons.

PM: PLEASE MAKE SURE THE DATE TIME RULE ALWAYS FOLLOWS FIRST QUESTION
INSERT ITEM TIMESTAMPS: TIME_FIRST, DATE_FIRST

[SP]
Q1.
Here are a few statements about some things in our society. Please state whether you agree or disagree with each statement:
[SPACE]

Irish, Italians, Jewish and many other minorities overcame prejudice and worked their way up. Blacks/African Americans should do the same without any special favors.

RESPONSE OPTIONS:
1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree

[SP]
Q2.
Generations of slavery and discrimination have created conditions that make it difficult for Blacks/African Americans to work their way out of the lower class.

RESPONSE OPTIONS:
1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree

[SP]
Q3.
Over the past few years, Blacks/African Americans have gotten less than they deserve.

RESPONSE OPTIONS:
1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree

[SP]
Q4.
It's really a matter of some people not trying hard enough; if Blacks/African Americans would only try harder they could be just as well off as Whites.

RESPONSE OPTIONS:
1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree

IF RND_01=0 SHOW Q5 THEN Q6
IF RND_01=1 SHOW Q6 THEN Q5

[SP]
Q5.
[INSERT IF RND_01=0: Next, imagine a seven-point scale on which the characteristics of the people in a group can be rated. A score of "1" means that you think almost all of the people in that group tend to be LAZY. A score of "7" means that you think most people in the group are HARDWORKING. A score of "4" means that you think most people in the group are not closer to one end or the other, and of course, you may choose any number in between.]
[SPACE]
Please use the scale below to show how you would describe <u>Blacks/African Americans</u> as a group?

RESPONSE OPTIONS:
1. 1 - LAZY
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 - HARDWORKING

[SP]
Q6.
[INSERT IF RND_01=1: Next, imagine a seven-point scale on which the characteristics of the people in a group can be rated. A score of "1" means that you think almost all of the people in that group tend to be LAZY. A score of "7" means that you think most people in the group are HARDWORKING. A score of "4" means that you think most people in the group are not closer to one end or the other, and of course, you may choose any number in between.
[SPACE]
Please use the scale below to show how you would describe <u>Whites</u> as a group?

RESPONSE OPTIONS:
1. 1 - LAZY
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 - HARDWORKING

IF RND_02=0 SHOW Q7 THEN Q8
IF RND_02=1 SHOW Q8 THEN Q7

[SP]
Q7.
[INSERT IF RND_02=0: Imagine a seven-point scale on which the characteristics of the people in a group can be rated. A score of "1" means that you think almost all of the people in that group tend to be UNINTELLIGENT. A score of "7" means that you think most people in the group are INTELLIGENT. A score of "4" means that you think most people in the group are not closer to one end or the other, and of course, you may choose any number in between.]
[SPACE]
Please use the scale below to show how you would describe <u>Blacks/African Americans</u> as a group?

RESPONSE OPTIONS:
1. 1 -UNINTELLIGENT
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 - INTELLIGENT

[SP]
Q8.
[INSERT IF RND_02=1: Imagine a seven-point scale on which the characteristics of the people in a group can be rated. A score of "1" means that you think almost all of the people in that group tend to be UNINTELLIGENT. A score of "7" means that you think most people in the group are INTELLIGENT. A score of "4" means that you think most people in the group are not closer to one end or the other, and of course, you may choose any number in between.]
[SPACE]
Please use the scale below to show how you would describe <u>Whites</u> as a group?

RESPONSE OPTIONS:
1. 1 - UNINTELLIGENT
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 - INTELLIGENT

[GRID; SP]
Q9.
On average, Blacks/African Americans have worse health outcomes than White Americans.
[SPACE]
On a scale of 1 through 7, indicate how much each of the following factors contributes to these racial differences in health outcomes. A score of "1" means that you think the explanation is "Not at All" a factor, while a score of "7" means that you think the explanation contributes "A Great Deal" to racial differences in health outcomes.

GRID ITEMS, RANDOMIZE:
A. Genetic differences between Blacks/African Americans and Whites.
B. Blacks/African Americans have less access than Whites to health insurance, high quality healthcare and healthy food.
C. Blacks/African Americans make more unhealthy choices than Whites, such as eating unhealthy food and not exercising.
D. Blacks/African Americans face more discrimination than Whites, which can be linked to poor health outcomes.

RESPONSE OPTIONS:
1. 1 – NOT AT ALL
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7 – A GREAT DEAL

[SP]
Q10.
During the past week, on average, how many hours did you sleep per night?

RESPONSE OPTIONS:
1. 0-4
2. 5-7
3. 8-10
4. More than 10 hours

[SP]
Q11.
What was your biggest expense last week?

RESPONSE OPTIONS:
1. Food
2. Rent or Mortgage
3. Education Expenses

4. Debt Repayment
5. Sending Money to Family Members

[SP]
Q12.
During the past week, on average, how many days did you exercise?

RESPONSE OPTIONS:
1. 0 days
2. 2-3 days
3. 4-6 days
4. 7 days

[SHOW IF P_EXP=1]
[HIDE CONTINUE BUTTON FOR 30 SECONDS]
DISPLAY_A.
Next, we are interested in learning about your thoughts about the coronavirus (COVID-19) pandemic.
[SPACE]
Please read the following paragraph closely, once you have read the paragraph you will be able to move forward in the survey.
[SPACE]
As of May 21, 2020, there have been more than 1.5 million cases of coronavirus (COVID-19) in the United States. Over 93,000 Americans have died as a result of the coronavirus (COVID-19), but some places have been hit harder than others. In New York, which has the country's highest numbers of confirmed cases and deaths, over 22,000 people have died. In Michigan, over 5,000 people have died from the virus. In Louisiana, 2,485 people have died from the virus. Finally, in Illinois, 4,525 people have died from the coronavirus.

[SHOW IF P_EXP=2]
[HIDE CONTINUE BUTTON FOR 40 SECONDS]
DISPLAY_B.
Next, we are interested in learning about your thoughts about the coronavirus (COVID-19) pandemic.
[SPACE]
Please read the following paragraph closely, once you have read the paragraph you will be able to move forward in the survey.
[SPACE]
<UNBOLD>As of May 21, 2020, there have been more than 1.5 million cases of coronavirus (COVID-19) in the United States. Over 93,000 Americans have died as a result of the coronavirus (COVID-19), but some places have been hit harder than others, with Blacks/African Americans having disproportionate death rates**. In New York, which has the country's highest numbers of confirmed cases and deaths, over 22,000 people have died, <u>but Blacks/African Americans are three times as likely to die as Whites.</u> In Michigan, over 5,000 people have died from the virus, <u>but Blacks/African Americans are five times as likely as Whites to die from the virus.</u> In Louisiana, where 2,485 people have died from the virus, <u>Blacks/African Americans account for 60% of the coronavirus deaths, while they are

only 33% of the population. </u> Finally, in Illinois, 4,525 people have died from the coronavirus. <u> Blacks/African Americans account for 42% of the coronavirus deaths in Illinois, although they are only 15% of the population. Collectively, Blacks/African Americans represent 12.9% of the population nationwide, but have suffered 25.1% of deaths. </u> </UNBOLD>

[SP]
Q14.
The US should ease up on measures aimed at slowing the spread of the coronavirus soon, in order to open businesses and get the US economy going again, <u><i>*even if that means more people would get coronavirus and could die.*</u></i>

RESPONSE OPTIONS:
1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree

[SP]
Q15.
The United States should take measures aimed at slowing the spread of the coronavirus while more widespread testing becomes available, <u><i>*even if that means many businesses will have to stay closed*. </u></i>

RESPONSE OPTIONS:
1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree

[SP]
Q16.
State and local directives that ask people to "shelter in place" or to be "safer at home" are a threat to individual rights and freedom.

RESPONSE OPTIONS:
1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree

[SP]
Q17.

People who participate in large-scale protests and rallies to call for the reopening of the states should be fined or ticketed, because these protests and rallies may further enable the spread of the coronavirus.

RESPONSE OPTIONS:
1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree

[SP]
Q18.

How important is it that people stay home rather than participating in protests and rallies to pressure their governors to reopen their states?

RESPONSE OPTIONS:
1. Extremely Important
2. Very Important
3. Somewhat Important
4. Not Very Important
5. Not At All Important

[SP]
Q19.

There should be targeted aid packages, including monetary grants, to Black communities that have been disproportionately affected by the coronavirus.

RESPONSE OPTIONS:
1. Strongly Agree
2. Agree
3. Neither Agree Nor Disagree
4. Disagree
5. Strongly Disagree

[SP]
Q20.

How important is it for people to wear a mask when coming close to people outside of their home (because of the coronavirus outbreak)?

RESPONSE OPTIONS:
1. Extremely Important

2. Very Important
3. Somewhat Important
4. Not Very Important
5. Not At All Important

[SP]
Q21.
Which worries you more about responding to the coronavirus and restrictions that require most Americans to shelter in place and only leave home for essential needs?

RESPONSE OPTIONS:
IF RND_03=0, SHOW ORDER 1-2
IF RND_03=1, SHOW ORDER 2-1
1. That the United States will move too quickly in loosening restrictions and the virus will continue to spread with more lives being lost
2. That the United States will take too long in loosening restrictions and the economic impact will be worse with more jobs being lost

---

[GRID; SP]
Q22.
How often do you think the following groups follow social distancing guidelines?

GRID ITEMS, RANDOMIZE AND RECORD ORDER:
A. Blacks/African Americans
B. Whites
C. Hispanics/Latinx
D. Asian Americans

RESPONSE OPTIONS:
1. Always
2. Most of the time
3. About half of the time
4. Some of the time
5. Never

[GRID; SP]
Q23.
During the coronavirus outbreak, please indicate whether each of the following should be allowed without any restrictions, allowed but with restrictions on crowd size or physical distancing, or not allowed at all in the United States:

GRID ITEMS, RANDOMIZE AND RECORD ORDER:
A. Visiting parks, beaches, or other outdoor spaces
B. In-person religious services

    C. Protests, rallies, or marches in public

RESPONSE OPTIONS:
1. Allowed without any restrictions
2. Allowed with restrictions
3. Not allowed at all

PM PLEASE ALWAYS HAVE THIS AND THE FOLLOWING LOGIC FOLLOW THE FINAL SUBSTANTIVE
QUESTION OF THE SURVEY, AHEAD OF QFINAL
INSERT ITEM TIMESTAMPS: TIME_END, DATE_END

COMPUTE **TEST_TIME**
      TEST_TIME = TIME_END – TIME_START

COMPUTE **TEST_DATE** = DATE_END

DISPLAY TESTING-ONLY SCREEN WITH VALUE FOR **TEST_TIME** & **TEST_DATE**

RE-COMPUTE   QUAL=1 "COMPLETE"

SET CO_DATE, CO_TIME, CO_TIMER VALUES HERE

CREATE MODE_END
1=CATI
2=CAWI

SCRIPTING NOTES: PUT QFINAL1, QFINAL2, QFINAL3 in the same screen.
[SINGLE CHOICE]
QFINAL1.
Thank you for your time today. To help us improve the experience of AmeriSpeak members like yourself, please give us feedback on this survey.

[RED TEXT – CAWI ONLY] If you do not have any feedback for us today, please click "Continue" through to the end of the survey so we can make sure your opinions are counted and for you to receive your AmeriPoints reward.

Please rate this survey overall from 1 to 7 where 1 is Poor and 7 is Excellent.

Poor						Excellent
1	2	3	4	5	6	7

[SINGLE CHOICE – CAWI ONLY]
QFINAL2.

Did you experience any technical issues in completing this survey?

1. Yes – please tell us more in the next question
2. No

[TEXT BOX] [CATI version needs "no" option]
QFINAL3.
Do you have any general comments or feedback on this survey you would like to share? If you would like a response from us, please email support@AmeriSpeak.org or call (888) 326-9424.

[DISPLAY]
END.
[CAWI version]
Those are all the questions we have. You have earned a reward of [INCENTWCOMMA] AmeriPoints for completing the survey. If you have any questions at all for us, you can email us at support@AmeriSpeak.org or call us toll-free at **888-326-9424**. Thank you for participating in our new AmeriSpeak survey!

You can close your browser window now if you wish or click Continue below to be redirected to the AmeriSpeak member website.

AmeriSpeak Introductory Survey

PREPARED FOR NORC AMERISPEAK CLIENTS

BUSINESS CONFIDENTIAL – NOT FOR DISTRIBUTION WITHOUT THE PERMISSION OF NORC

FOR CATI VERSION: 77 DON'T KNOW
                      99 REFUSED
FOR CAWI VERSION: RESPONDENTS ARE ALLOWED TO SKIP OVER ANY QUESTION THEY DON'T WANT TO
                AND CODE THESE SKIPPED RESPONSES AS 98 (98 SKIPPED ON THE WEB)

[SINGLE CHOICE][RANDOMIZE THE ORDER OF THE STATEMENTS]
Please tell us how much you agree or disagree with each of the following statements.

> **NEWPROD**: I usually try new products before other people do
> **SHOP**: When I shop I look for what is new
> **BRANDTECH**: I like to tell others about new brands or technology

Strongly Disagree   Strongly Agree
              01   02   03   04   05

[SINGLE CHOICE]
Now we want to learn about news you might read, watch, or listen to from the media.

> **NEWSPRINT**: Do you happen to read any daily newspaper or newspapers **regularly**?
> **NEWSTV**: Do you happen to watch any TV news programs **regularly**?
> **NEWSRADIO**: Do you listen to news on the radio **regularly**?
> **NEWSONLINE**: Did you get any news **online yesterday**?
> **NEWSMOBILE**: Did you get any news on a smartphone, cell phone, tablet or other mobile handheld device **yesterday**?

01. Yes
02. No

NEWSKEEPUP How much do you enjoy keeping up with the news?

01. A lot
02. Some
03. Not much
04. Not at all

[SINGLE CHOICE]
LIBCONV When it comes to politics, do you usually think of yourself as . . . .

    01. Extremely Liberal
    02. Liberal
    03. Slightly Liberal
    04. Moderate
    05. Slightly Conservative
    06. Conservative
    07. Extremely Conservative
    08. Haven't thought much about it

[SINGLE CHOICE]
VOTENEW Are you currently registered to vote at your current address, registered at a different address, or not currently registered?

    01. Registered at current address
    02. Registered at a different address
    03. Not currently registered
    04. I'm not eligible to vote
    05. Not sure

[SINGLE CHOICE]
D1 Do you consider yourself a Democrat, a Republican, an independent or none of these?

    01. Democrat
    02. Republican
    03. Independent
    04. None of these

[IF D1=1] [SINGLE CHOICE]
D2D Do you consider yourself a strong or moderate Democrat?

    01. Strong Democrat
    02. Moderate Democrat

[IF D1=2] [SINGLE CHOICE]
D2R Do you consider yourself a strong or moderate Republican?

    01. Strong Republican
    02. Moderate Republican

[IF D1=3, 4, DON'T KNOW or REFUSE] [SINGLE CHOICE]
D2I Do you lean more toward the Democrats or the Republicans?

01. Lean Democrat
02. [Display if CATI] Don't lean
03. Lean Republican
04. [Display if CATI] Other (VOLUNTEERED RESPONSE)

[SINGLE CHOICE]
GOVENV Please tell us your opinion about the role of the Federal and State governments in protecting the environment.   Should the government be doing . . . .

01. A lot less
02. Somewhat less
03. The same
04. Somewhat more
05. A lot more
06. Haven't thought much about it

BRIDGE1 Thanks for sharing your opinions and a little about yourself! Now we'll learn more about your background. By asking you these questions now, we can avoid asking you these same questions in the future.

[NUMERIC BOX]
DOB What is your date of birth?

___ ___ / ___ ___ / ___ ___ ___ ___
  M   M   D   D   Y   Y   Y   Y

[IF DOB=REFUSE or DOBCONF=REFUSE or DOBCORR=REFUSE or DOBCONF=3] [NUMERIC BOX]
DOB2 Unfortunately, without **some information** about your date of birth, we cannot enroll you to AmeriSpeak. **If you are uncomfortable giving us your complete date of birth, you can tell us the month and year only.** We ask for your date of birth so that we can group your responses with others who are about your age. This is also used to determine an appropriate survey for you.

___ ___ / ___ ___ / ___ ___ ___ ___
  M   M   D   D   Y   Y   Y   Y

[IF DOB2=REFUSE]
DOBREF We're sorry, but to participate in AmeriSpeak, we must have a valid month and year of birth for you. Thank you for your interest in AmeriSpeak. If you have any questions, you can contact AmeriSpeak at 800-860-1178.

[IF DOB=NOT REFUSE or DOB2=NOT REFUSE or DOBCORR=NOT BLANK] [NUMERIC BOX]
DOBCONF You have entered [DISPLAY DOB or DOB2 IN FORMAT: LONG MONTH, DATE, YEAR]**.** Is this correct?

    01. Yes
    02. No
    03. [DISPLAY IF SURVEY_MODE=CATI or FIELDQ] Refuse to answer

[IF DOBCONF=2] [NUMERIC BOX] [ALLOW FOR BLANK DD]
DOBCORR What is your date of birth?

      ___ ___ / ___ ___ / ___ ___ ___ ___
       M M   D   D   Y   Y   Y   Y

[IF RESPONDENT UNDER THE AGE OF 18]
DOBTERM We're sorry. To join AmeriSpeak, you must be an adult age 18 or older. If you have any questions, you can contact AmeriSpeak at 800-860-1178.

[SINGLE CHOICE]
GENHEALTH2 Let's learn a little more about you. Would you say that in general your health is . . . .

    01. Poor
    02. Fair
    03. Good
    04. Very good
    05. Excellent

[MULTI-PUNCH] [CANNOT SELECT THIS COMBINATION: NO INTERNET AT ALL AND ANYTHING ELSE]
Q4WEB What kind of internet access do you have, or not have? Please select all that apply.

    01. High-speed, broadband internet at home (such as cable or DSL)
    02. Dial-up internet at home
    03. Internet on a cell connection on a mobile phone
    04. Internet at work, or office, or other location that you can use for taking surveys on a computer or tablet
    05. No internet access at all

[IF POBOX=NULL OR 0] [SINGLE CHOICE]
RESADDRESS Here is the **residential address or home address** we have for your household. Please review it and correct it if necessary.
       [ADDRESS1]
       [ADDRESS2]
       [CITY], [STATE] [ZIPCODE]

    01. Yes, this is my home/residential address
    02. No, my home/residential address is different

[IF RESADDRESS=2 or POBOX=1] [TEXT BOX]
RESADDRESS2 What is your residential or home address?
      [ADDRESS1]
      [ADDRESS2]
      [CITY], [STATE] [ZIPCODE]

[SINGLE CHOICE]
MAILADDRESS1
[DISPLAY IF IS_PRIMARY=1 AND (POBOX= NULL OR 0)]
Is this the same address that we should use to **mail** you any rewards or panel communications?
[DISPLAY IF IS_PRIMARY=2]
Is this the address that we should use to **mail** you any rewards or panel communications?
      [RESADDRESS1.ADDRESS1 or RESADDRESS2.ADDRESS1]
      [RESADDRESS1.ADDRESS2 or RESADDRESS2.ADDRESS2]
      [RESADDRESS1.CITY or RESADDRESS2.CITY], [RESADDRESS1.STATE or RESADDRESS2.STATE]
      [RESADDRESS1.ZIPCODE or RESADDRESS2.ZIPCODE]
[DISPLAY IF IS_PRIMARY=1 and (POBOX=1)]
Is this the address that we should use to **mail** you any rewards or panel communications?
      V_ADDRESS1
      V_ADDRESS2
      V_CITY, V_STATE VZIPCODE

      01. Yes, this is my **mailing address**
      02. No, I have a different **mailing address**

[IF MAILADDRESS1=2] [TEXT BOX]
MAILADDRESS2 What is your **mailing address**?
      [ADDRESS1]
      [ADDRESS2]
      [CITY], [STATE] [ZIPCODE]

[IF Q4WEB = NO Internet Access at all OR through Smartphone ONLY or Refused] [SINGLE CHOICE]
MODEPREF Our next question is about <u>how</u> you would like to participate in AmeriSpeak. Would you prefer AmeriSpeak to send you survey invitations via emails and make them available to you on your own personal online member page <u>my.AmeriSpeak.org</u>, or do you prefer we call you on the phone for telephone surveys?

      01. Online surveys
      02. Call me for phone surveys

[IF Q4WEB=1, 2, 4 or MODEPREF=1] [TEXT BOX]
EMAILS Since you mentioned having internet access, we would like to set you up to take your surveys on the web. When you are selected for a survey, we will send an email invitation to you that includes a link to the survey. Can I please have an email address that we can use for sending you survey invitations and information about your memberships and rewards?

      Primary email address: [EMAIL ADDRESS COLLECTION]
      Alternate email address: [EMAIL ADDRESS COLLECTION]

[IF EMAILS=REFUSE] [SINGLE CHOICE]
EMAILTERM
[DISPLAY IF CAWI] Because you cannot give us your email address, we cannot complete your enrollment in AmeriSpeak at this time. However, if you would like to continue to register for AmeriSpeak and conduct future surveys by phone, we are happy to accommodate you that way. Please just call (800) 860-1178 to speak with one of our specialists.

[DISPLAY IF CATI or FIELDQ] That's okay. Instead, when you are selected for a survey, we will call you, and you can complete the survey by phone with one of our interviewers. Does that work for you?

    01. Complete via phone
    02. Do not want to give email and do not want to complete via phone

[IF EMAILTERM=2]
EMAILTERM2 We're sorry to hear that you won't be joining AmeriSpeak. If you change your mind, please call us at (800) 860-1178.

[(IF EMAILTERM=1 AND NEWPHONE1=2) OR (MODEPREF=2 AND (NEWPHONE1=2 OR SURVEY_MODE=WEB))] [NUMERIC BOX] [SINGLE CHOICE]
PHONE2 What are the best and second best phone numbers for us to call to reach you when you have a new survey available?

	Phone number	Cell or Landline?
Best	(__ __ __) __ __ __ - __ __ __ __	Cell / Landline
Second Best	(__ __ __) __ __ __ - __ __ __ __	Cell / Landline

[IF PHONE2=REFUSE]
PHONETERM
Because you cannot give us your email address or your phone number, we cannot enroll you at AmeriSpeak at this time. If you change your mind, please call us at (800) 860-1178.

[IF SURVEY_MODE=CAWI and MODE_PREF=1] [NUMERIC BOX]
PHONE3 What are the best and second best phone numbers for us to call to reach you?

	Phone number	Cell or Landline?
Best	(__ __ __) __ __ __ - __ __ __ __	Cell / Landline
Second Best	(__ __ __) __ __ __ - __ __ __ __	Cell / Landline

[IF PHONE1=1 or NEWPHONE1=1] [NUMERIC BOX]
ALTPHONE What are the second best phone numbers for us to call to reach you?

	Phone number	Cell or Landline?
Best	(__ __ __) __ __ __ - __ __ __ __	Cell / Landline

[IF PHONE1=1 or NEWPHONE1=1] [NUMERIC BOX]
ALTPHONE
What are the second best phone numbers for us to call to reach you?

	Phone number	Cell or Landline?
Second Best	(__ __ __) __ __ __ - __ __ __ __	Cell / Landline

[IF MODE_PREF=CATI] [TEXT BOX] [SINGLE CHOICE]
EMAILCAT You have indicated that you'd prefer to complete your future AmeriSpeak surveys via phone. However, is there an email address you can give us so that, in addition to phone calls, we can send you invitations and information via email?

> [Text box to collect email address]
> 01. I don't have an email

[SINGLE CHOICE]
TXTALERT1 The majority of our surveys are only available for a limited time period, ranging from 3 days to 14 days. So you won't miss out on giving your opinions and earn rewards, we can also send you **text** invitations and reminders to your cell phone. Can we send you **text** invitations, reminders, and notifications?

> 01. Yes: Collect cell phone number
> 02. No
> 03. I don't have a cell phone

[GRID]
SOCMEDIA1 Have you ever used…?

> YES/NO
>
> Twitter
> Facebook
> Instagram
> Snapchat

[IF SOCMEDIA1.TWITTER=YES] [TEXT BOX]
SOCMEDIA2 As mentioned previously, the majority of our surveys are only available for a limited time period, ranging from 3 days to 14 days. So you won't miss out on giving your opinions and earn rewards, we may soon have the capability to send you invitations and reminders to your Twitter account. Can we send you Twitter messages?

01. Yes: What is your Twitter username or handle?
02. No

[IF SURVEY_MODE=WEB] [SINGLE CHOICE]
Q4DEVICE Are you taking this survey on a . . . .

01. Laptop, netbook, or personal computer
02. Smartphone or mobile phone
03. Tablet
04. Something else (Please specify_____)

[IF IS_PRIMARY=1] [SINGLE CHOICE]
HHSIZE1 Tell us a little about your household. Including yourself, how many persons currently live in your household at least 3 months in any given year? Please include any children as well as adults.

01. One person, I live by myself
02. Two persons
03. Three persons
04. Four persons
05. Five persons
06. Six or more persons

[IF IS_PRIMARY=1 AND HHSIZE1=6] [NUMERIC BOX]
HHSIZE2 You said six or more persons live in your household. Please enter the total number of adult and children who live in your household for at least 3 months in any given year below.
[NUMERIC BOX]

[IF IS_PRIMARY=1] [SINGLE CHOICE]
Q5PHONE What best describes your telephone service for your household?

01. Landline telephone only
02. Have a landline, but mostly use cellphone
03. Have cellphone, but mostly use landline
04. Cellphone only
05. [DO NOT SHOW FOR OUTBOUND CATI] No telephone service

[SINGLE CHOICE]
EDUCAT What is the highest level of school you have completed?

01. No formal education
02. 1st, 2nd, 3rd, or 4th grade
03. 5th or 6th grade
04. 7th or 8th grade
05. 9th grade
06. 10th grade
07. 11th grade
08. 12th grade NO DIPLOMA
09. HIGH SCHOOL GRADUATE – high school DIPLOMA or the equivalent (GED)
10. Some college, no degree
11. Associate degree
12. Bachelor's degree
13. Master's degree
14. Professional or Doctorate degree

[IF EDUCAT >= 9] [SINGLE CHOICE]
STUDENT_TYPE Are you ….

01. A full-time college student
02. A part-time college student
03. Not a college student

[SINGLE CHOICE]
EMPLOY Which statement best describes your current employment status?

01. Working – as a paid employee
02. Working – self-employed
03. Not working – on temporary layoff from a job
04. Not working – looking for work
05. Not working – retired
06. Not working – disabled
07. Not working – other

[TEXT BOX, SINGLE CHOICE]
OCCUPY
[DISPLAY IF EMPLOY=1 or 2] What kind of work do you do for your current **main** job?   [TEXT BOX]
[DISPLAY IF EMPLOY=3-7 OR NULL] What kind of work did you for your last **main** job? [TEXT BOX]
[DISPLAY IF EMPLOY=6, 7 OR NULL]: Never work

[SINGLE CHOICE]
VETERAN Have you ever served on active duty in the U.S. Armed Forces, military Reserves, or National Guard?

01. Yes
02. No

[IF VETERAN=1] [SINGLE CHOICE]
VETERAN2 Are you currently on active duty in the U.S. Armed Forces, military Reserves, or National Guard?

    01. Yes
    02. No

[SINGLE CHOICE]
HISPAN   We ask questions about race and ethnicity now so that we will not have to ask you these questions on this topic after each survey. This is about Hispanic ethnicity. Are you of Spanish, Hispanic, or Latino descent?

    01. No, I am not
    02. Yes, Mexican, Mexican-American, Chicano
    03. Yes, Puerto Rican
    04. Yes, Cuban
    05. Yes, Central American
    06. Yes, South American
    07. Yes, Caribbean
    08. Yes, Other Spanish/Hispanic/Latino

INTRORACE. Please indicate what you consider your racial background to be. We greatly appreciate your help. The categories we use may not fully describe you, but they do match those used by the Census Bureau. It helps us to know how similar the group of participants is to the U.S. population.

[MULTIPUNCH]
RACE_1 Please check one or more categories below to indicate what race or races you consider yourself to be.

    01. White
    02. Black Or African American
    03. American Indian or Alaska Native – Type in Name of Enrolled or Principal Tribe. [Text Box]
    04. Asian Indian
    05. Chinese
    06. Filipino
    07. Japanese
    08. Korean
    09. Vietnamese
    10. Other Asian – Type In Race [Text Box]
    11. Native Hawaiian
    12. Guamanian Or Chamorro
    13. Samoan
    14. Other Pacific Islander – Type In Race [Text Box]
    15. Some Other Race – Type In Race [Text Box]

[IF 2 OR MORE RACES CHECKED IN RACE_1] [SINGLE CHOICE]
RACE_2 Which of these races do you identify with **<u>most</u>** closely? Please select one.
    [LIST ALL RACES CHECKED IN RACE_1, INCLUDING OPEN-ENDED RESPONSES]

[IF RACE_1=2] [MP]
BLACK1 Since you've selected Black or African American as your race, we would like to find out more about your background. Do you identify yourself as …?
Please select one or more categories.

    01. African
    02. Afro-Caribbean
    03. West Indian
    04. Caribbean-American
    05. Central American
    06. South American
    07. Other: [TEXT BOX]
    08. None of the above

[SINGLE CHOICE]
GENDER1 What sex were you assigned at birth, on your original birth certificate?

    01. Male
    02. Female

[SINGLE CHOICE]
GENDER2 How do you describe yourself?

    01. Male
    02. Female
    03. Transgender
    04. Do not identify as male, female, or transgender

[IF GENDER2=3] [SINGLE CHOICE]
GENDER3 Would you say you are?

    01. Transgender, male to female
    02. Transgender, female to male
    03. Transgender, gender non-conforming
    04. Other (please specify) _____

[IF (GENDER1=1 AND GENDER2=2) OR (GENDER1=2 AND GENDER2=1)] [SINGLE CHOICE]
GENDER4 Just to confirm, you were assigned <GENDER1> at birth and now describe yourself as <GENDER2>. Is that correct?

    01. Yes
    02. No

[SINGLE CHOICE]

LGBT This next question is about sexual orientation. Which of the following best represents how you think of yourself?

    01. [IF GENDER1 = 1 DISPLAY] Gay;
    02. [IF GENDER1<>1 DISPLAY] Lesbian or gay
    03. [IF GENDER1 = 1 DISPLAY] Straight, that is, not gay;
    04. [IF GENDER1<>1 DISPLAY] Straight, that is, not lesbian or gay
    05. Bisexual
    06. Something else
    07. I don't know the answer

[SINGLE CHOICE]

Marital   Are you ….

    01. Married
    02. Widowed
    03. Divorced
    04. Separated
    05. Never married
    06. Living with partner

[SINGLE CHOICE]

HOUSING   Share with us a little about where you live.   Are your living quarters. . .

    01. Owned or being bought by you or someone in your household
    02. Rented for cash
    03. Occupied without payment of cash rent

[SINGLE CHOICE]

HOME_NAME Is your primary residence in . . .

    01. Your name only
    02. Your name with someone else's name (jointly owned or rented)
    03. Someone else's name only

[IF IS_PRIMARY=1] [SINGLE CHOICE]

HOME_TYPE Which best describes the building where you live?

    01. A one-family house detached from any other house
    02. A one-family house attached to one or more houses
    03. A building with 2 or more apartments
    04. A mobile home or trailer
    05. Boat, RV, van.

[IF HISPAN=2-8] [SINGLE CHOICE]
ENGLISHTALK How well do you speak English?

    01. Very well
    02. Well
    03. Not well
    04. Not at all

[IF HISPAN=2-8] [SINGLE CHOICE]
ENGLISHREAD How well do you read English?

    01. Very well
    02. Well
    03. Not well
    04. Not at all

[SINGLE CHOICE]
LANGOTHER1 Do you speak a language other than English at home?

    01. Yes
    02. No

[IF LANGOTHER1=1] [SINGLE CHOICE]
LANGOTHER2N What is this language?

    01. Spanish
    02. Arabic
    03. Chinese
    04. French
    05. German
    06. Korean
    07. Polish
    08. Russian
    09. Tagalog
    10. Vietnamese
    11. Other Language (Please specify_____)

[IF LANG_OTHER1 = YES] [SINGLE CHOICE]
LANGOTHER3 When you watch televisions, read news online or in print, or listen to the radio, which language is the one you use the most?

    01. English
    02. [FILL IN LANGUAGE SELECTED AT LANGOTHER2N]

[IF HISPAN=2-8 OR LANGOTHER2N=1] [SINGLE CHOICE]
LANGUAGE Would you prefer to take surveys from us in ….

    01. English, or
    02. Spanish

[IF IS_PRIMARY=1 AND HHSIZE1=2-6] [NUMERIC BOX and DROP DOWN]
SECAGESEX Please tell us the age and gender of other persons living in your household, including both children and adults.

      Age in years   Gender
    [NUMERIC BOX]   01. Male 02. Female

[IF IS_PRIMARY=1 and HHSIZE FOR 0-17 IS 1 OR MORE] [DROP DOWN]
PARENT For each of the person under the age of 18 that you have listed, can you please tell us whether you are the parent or guardian?

      Age in years   Gender   Are YOU the Parent or Legal Guardian?
        PRE-POP   PRE-POP   01. Yes 02. No

[IF IS_PRIMARY=2 AND HHSIZE>2] [SINGLE CHOICE]
SEC_WMINOR Is there one or more people under the age of 18 living with you?

    01. Yes
    02. No

[IF IS_PRIMARY=2 AND SEC_WMINOR=1] [SINGLE CHOICE]
SEC_PARENT Are you the parent or legal guardian of any of the minors under the age of 18 living with you?

    01. Yes
    02. No

[IF IS_PRIMARY=1 AND HHSIZE FOR ADULTS IS 2 OR MORE]
SECNAMES Others in your household are invited to join AmeriSpeak and receive valuable rewards just like you will. With your help, we will send each adult in your household a personal invitation to join AmeriSpeak. There will never be any cost to you, and we will never try to sell you anything. We only want to hear your opinions. All the information you and others provide is kept strictly confidential. Please tell us a little more about the other adult(s) in your household so that we can invite (him/ her/them) to AmeriSpeak.

Age	Gender	First Name	Last Name	Contact by phone?	Contact by email?
PRE-POP	PRE-POP	[TEXT BOX]	[TEXT BOX]	01. Yes 02. No	01. Yes 02. No

[IF R SELECTS YES FOR CONTACT FOR AT LEAST ONE ADULT] [MULTI-GRID]
SECCONTACT Thank you! Please let us know (his/her/their) contact information so that we can invite (him/her/them).

First Name PRE-POP	Last Name PRE-POP	Best Phone Number [TEXT BOX]	Is this a landline or a cellphone? 01. Landline 02. Cellphone	Best Email address [TEXT BOX]	[DISPLAY IF SURVLANG=2 OR LANGUAGE=2] Contact language 01. English 02. Spanish

[SINGLE CHOICE]
FAMILIAR_MON Every household is different when it comes to managing personal finances. So that we can give you appropriate surveys, let us know how familiar or not familiar you are about the finances in your household….

  01. Not very familiar
  02. Slightly familiar
  03. Somewhat familiar
  04. Moderately familiar
  05. Extremely familiar

[IF IS_PRIMARY=1 OR IS_PRIMARY=2 AND KNOWMONEY = 1]
HHINCINTRO The next question is about the total income of YOUR HOUSEHOLD for <insert last year eg: 2014 if today is 2015>. Please include your own income PLUS the income of all members living in your household (including cohabiting partners and armed forces members living at home). Please count income BEFORE TAXES and from all sources (such as wages, salaries, tips, net income from a business, interest, dividends, child support, alimony, and Social Security, public assistance, pensions, or retirement benefits).

[IF IS_PRIMARY=1 OR (IF IS_PRIMARY=2 AND KNOWMONEY = 1)] [SINGLE CHOICE]
HHINC_1 Was your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> …

  01. Below $40,000
  02. $40,000 or more
  03. Don't know

[IF HHINC_1=1] [SINGLE CHOICE]
HHINC_1A And was your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> …

  01. Below $20,000
  02. $20,000 or more
  03. Don't know

[IF HHINC_1A=1] [SINGLE CHOICE]
HHINC_1B Which one of the following includes your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> before taxes?

    01. Less than $5,000
    02. $5,000 to $9,999
    03. $10,000 to $14,999
    04. $15,000 to $19,999
    05. Don't know

[IF HHINC_1A=2] [SINGLE CHOICE]
HHINC_1C Which one of the following includes your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> before taxes?

    01. $20,000 to $24,999
    02. $25,000 to $29,999
    03. $30,000 to $34,999
    04. $35,000 to $39,999
    05. Don't know

[IF HHINC_1=2] [SINGLE CHOICE]
HHINC_2 Was your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> …

    01. Below $85,000
    02. $85,000 or more
    03. Don't know

[IF HHINC_2=1] [SINGLE CHOICE]
HHINC_2B Which one of the following includes your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> before taxes?

    01. $40,000 to $49,999
    02. $50,000 to $59,999
    03. $60,000 to $74,999
    04. $75,000 to $84,999
    05. Don't know

[IF HHINC_2=2] [SINGLE CHOICE]

HHINC_2C Which one of the following includes your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> before taxes?

01. $85,000 to $99,999
02. $100,000 to $124,999
03. $125,000 to $149,999
04. $150,000 to $174,999
05. $175,000 to $199,999
06. $200,000 or more
07. Don't know

[SINGLE CHOICE]

QFINAL1. Thank you for your time today. To help us improve the experience of AmeriSpeak member like yourself, please give us feedback on this survey. Please rate this survey overall from 1 to 7 where 1 is Poor and 7 is Excellent.

Poor						Excellent
1	2	3	4	5	6	7

[CAWI ONLY]
[SINGLE CHOICE]

QFINAL2. Did you experience any technical issues in completing this survey?

01 Yes – please tell us more in the next question
02 No

[TEXT BOX]

QFINAL3. Do you have any general comments or feedback on this survey you would like to share? If you would like a response from us, please email support@AmeriSpeak.org or call (888) 326-9424.

COL	&	-	0	1	2	3	4	5	6	7	8	9	BLANK	OTHER	NONBLNK	COL
1	0	0	0	133	48	19	5	4	1	0	0	0	381	0	210	1
2	0	0	0	0	0	0	0	0	0	0	0	0	0	591	591	2
3	0	0	43	89	89	79	62	50	51	44	53	31	0	0	591	3
4	0	0	58	60	64	56	53	47	60	61	71	61	0	0	591	4
5	0	0	0	13	0	0	0	0	0	0	0	0	578	0	13	5
6	0	0	3	133	100	58	38	27	20	14	9	7	182	0	409	6
7	0	0	50	50	57	77	62	61	67	50	56	59	2	0	589	7
8	0	0	66	56	52	49	45	57	55	76	65	70	0	0	591	8
9	0	0	68	61	65	47	46	64	57	59	64	60	0	0	591	9
10	0	0	67	68	68	55	59	48	58	61	60	47	0	0	591	10
11	0	0	62	53	47	60	58	56	63	59	66	67	0	0	591	11
12	0	0	0	0	0	0	0	0	0	0	0	0	0	591	591	12
13	0	0	53	53	67	56	55	50	58	72	68	59	0	0	591	13
14	0	0	58	59	52	53	55	56	60	64	63	71	0	0	591	14
15	0	0	0	284	0	0	0	0	0	0	0	0	307	0	284	15
16	0	0	30	68	63	58	51	59	71	62	52	61	16	0	575	16
17	0	0	55	58	64	53	68	66	55	62	51	59	0	0	591	17
18	0	0	56	48	68	51	58	66	53	71	54	66	0	0	591	18
19	0	0	283	308	0	0	0	0	0	0	0	0	0	0	591	19
20	0	0	299	292	0	0	0	0	0	0	0	0	0	0	591	20
21	0	0	301	290	0	0	0	0	0	0	0	0	0	0	591	21
22	0	0	0	288	303	0	0	0	0	0	0	0	0	0	591	22
23	0	0	0	66	73	81	83	86	104	72	0	0	26	0	565	23
24	0	0	0	40	119	83	117	46	112	19	29	0	26	0	565	24
25	0	0	0	229	0	0	0	0	0	0	0	0	362	0	229	25
26	0	0	29	279	177	16	23	10	1	2	0	23	31	0	560	26
27	0	0	0	144	102	84	58	21	26	29	67	32	28	0	563	27
28	0	0	0	91	167	147	109	77	0	0	0	0	0	0	591	28
29	0	0	0	0	0	0	0	0	0	0	0	3	588	0	3	29
30	0	0	0	88	189	96	152	63	0	0	3	0	0	0	591	30
31	0	0	0	0	0	0	0	0	0	0	0	1	590	0	1	31
32	0	0	0	68	135	147	166	74	0	0	1	0	0	0	591	32
33	0	0	0	45	117	169	157	103	0	0	0	0	0	0	591	33
34	0	0	0	0	0	0	0	0	0	0	0	4	587	0	4	34
35	0	0	0	10	11	73	271	134	54	34	4	0	0	0	591	35
36	0	0	0	0	0	0	0	0	0	0	0	2	589	0	2	36
37	0	0	0	4	9	41	278	172	61	24	2	0	0	0	591	37
38	0	0	0	4	6	39	290	146	65	41	0	0	0	0	591	38
39	0	0	0	0	0	0	0	0	0	0	0	1	590	0	1	39
40	0	0	0	2	2	26	278	172	69	41	1	0	0	0	591	40
41	0	0	0	0	0	0	0	0	0	0	0	3	588	0	3	41
42	0	0	0	104	78	52	165	124	34	31	3	0	0	0	591	42
43	0	0	0	0	0	0	0	0	0	0	0	4	587	0	4	43
44	0	0	0	95	57	56	107	112	64	96	4	0	0	0	591	44
45	0	0	0	0	0	0	0	0	0	0	0	2	589	0	2	45
46	0	0	0	104	58	84	198	91	36	18	2	0	0	0	591	46
47	0	0	0	0	0	0	0	0	0	0	0	3	588	0	3	47
48	0	0	0	77	67	57	114	117	76	80	3	0	0	0	591	48
49	0	0	0	32	422	136	1	0	0	0	0	0	0	0	591	49
50	0	0	0	0	0	0	0	0	0	0	0	4	587	0	4	50
51	0	0	0	280	209	7	85	6	0	0	4	0	0	0	591	51
52	0	0	0	0	0	0	0	0	0	0	0	1	590	0	1	52
53	0	0	0	155	251	118	66	0	0	0	1	0	0	0	591	53
54	0	0	0	85	130	116	151	109	0	0	0	0	0	0	591	54
55	0	0	0	0	0	0	0	0	0	0	0	3	588	0	3	55
56	0	0	0	99	178	116	132	63	0	0	3	0	0	0	591	56
57	0	0	0	0	0	0	0	0	0	0	0	4	587	0	4	57
58	0	0	0	69	92	101	177	148	0	0	4	0	0	0	591	58
59	0	0	0	0	0	0	0	0	0	0	0	3	588	0	3	59
60	0	0	0	82	132	155	107	112	0	0	3	0	0	0	591	60
61	0	0	0	0	0	0	0	0	0	0	0	1	590	0	1	61
62	0	0	0	178	153	133	69	57	0	0	1	0	0	0	591	62
63	0	0	0	0	0	0	0	0	0	0	0	1	590	0	1	63
64	0	0	0	66	132	180	128	84	0	0	1	0	0	0	591	64
65	0	0	0	0	0	0	0	0	0	0	0	1	590	0	1	65
66	0	0	0	207	143	140	57	43	0	0	1	0	0	0	591	66
67	0	0	0	0	0	0	0	0	0	0	0	3	588	0	3	67
68	0	0	0	321	267	0	0	0	0	0	3	0	0	0	591	68
69	0	0	0	138	142	153	158	0	0	0	0	0	0	0	591	69
70	0	0	0	156	145	148	142	0	0	0	0	0	0	0	591	70
71	0	0	0	152	158	134	147	0	0	0	0	0	0	0	591	71
72	0	0	0	145	146	156	144	0	0	0	0	0	0	0	591	72
73	0	0	0	0	0	0	0	0	0	0	0	5	586	0	5	73
74	0	0	0	15	184	212	159	16	0	0	5	0	0	0	591	74
75	0	0	0	0	0	0	0	0	0	0	0	4	587	0	4	75
76	0	0	0	13	184	253	121	16	0	0	4	0	0	0	591	76
77	0	0	0	0	0	0	0	0	0	0	0	4	587	0	4	77
78	0	0	0	12	190	220	146	19	0	0	4	0	0	0	591	78
79	0	0	0	0	0	0	0	0	0	0	0	5	586	0	5	79

COL	&	-	0	1	2	3	4	5	6	7	8	9	BLANK	OTHER	NONBLNK	COL
80	0	0	0	47	298	157	72	12	0	0	5	0	0	0	591	80
81	0	0	0	196	193	202	0	0	0	0	0	0	0	0	591	81
82	0	0	0	203	195	193	0	0	0	0	0	0	0	0	591	82
83	0	0	0	192	203	196	0	0	0	0	0	0	0	0	591	83
84	0	0	0	0	0	0	0	0	0	0	0	2	589	0	2	84
85	0	0	0	126	434	29	0	0	0	0	2	0	0	0	591	85
86	0	0	0	0	0	0	0	0	0	0	0	1	590	0	1	86
87	0	0	0	100	369	121	0	0	0	0	1	0	0	0	591	87
88	0	0	0	0	0	0	0	0	0	0	0	2	589	0	2	88
89	0	0	0	100	327	162	0	0	0	0	2	0	0	0	591	89
90	0	0	0	0	591	0	0	0	0	0	0	0	0	0	591	90
91	0	0	0	41	320	92	34	92	12	0	0	0	0	0	591	91
92	0	591	0	0	0	0	0	0	0	0	0	0	0	0	591	92
93	0	0	0	0	0	0	0	0	0	0	0	0	0	591	591	93
94	0	0	0	0	0	0	0	0	0	0	0	0	0	591	591	94
95	0	0	0	0	0	0	0	0	0	0	0	0	0	591	591	95
96	0	591	0	0	0	0	0	0	0	0	0	0	0	0	591	96
97	0	0	0	0	591	0	0	0	0	0	0	0	0	0	591	97
98	0	0	591	0	0	0	0	0	0	0	0	0	0	0	591	98
99	0	0	0	0	591	0	0	0	0	0	0	0	0	0	591	99
100	0	0	591	0	0	0	0	0	0	0	0	0	0	0	591	100
101	0	0	0	0	591	0	0	0	0	0	0	0	0	0	591	101
102	0	0	0	36	310	96	35	100	14	0	0	0	0	0	591	102
103	0	591	0	0	0	0	0	0	0	0	0	0	0	0	591	103
104	0	0	0	0	0	0	0	0	0	0	0	0	0	591	591	104
105	0	0	0	0	0	0	0	0	0	0	0	0	0	591	591	105
106	0	0	0	0	0	0	0	0	0	0	0	0	0	591	591	106
107	0	591	0	0	0	0	0	0	0	0	0	0	0	0	591	107
108	0	0	0	0	591	0	0	0	0	0	0	0	0	0	591	108
109	0	0	591	0	0	0	0	0	0	0	0	0	0	0	591	109
110	0	0	0	0	591	0	0	0	0	0	0	0	0	0	591	110
111	0	0	591	0	0	0	0	0	0	0	0	0	0	0	591	111
112	0	0	0	176	27	11	0	0	1	0	0	0	376	0	215	112
113	0	0	51	30	36	31	53	79	102	70	72	67	0	0	591	113
114	0	0	0	0	591	0	0	0	0	0	0	0	0	0	591	114
115	0	0	0	591	0	0	0	0	0	0	0	0	0	0	591	115
116	0	0	0	280	297	14	0	0	0	0	0	0	0	0	591	116
117	0	0	0	290	301	0	0	0	0	0	0	0	0	0	591	117
118	0	0	0	5	67	118	86	102	117	71	22	3	0	0	591	118
119	0	0	53	66	65	65	64	46	59	53	51	69	0	0	591	119
120	0	0	0	72	162	144	213	0	0	0	0	0	0	0	591	120
121	0	0	0	32	112	90	83	124	100	50	0	0	0	0	591	121
122	0	0	0	591	0	0	0	0	0	0	0	0	0	0	591	122
123	0	0	0	484	0	0	0	0	0	0	0	0	107	0	484	123
124	0	0	173	86	134	73	19	1	4	4	4	93	0	0	591	124
125	0	0	0	14	93	259	225	0	0	0	0	0	0	0	591	125
126	0	0	0	335	27	55	7	123	44	0	0	0	0	0	591	126
127	0	0	0	316	55	0	29	127	27	37	0	0	0	0	591	127
128	0	0	0	367	0	0	0	0	0	0	0	0	224	0	367	128
129	0	0	46	68	38	94	94	67	44	39	46	55	0	0	591	129
130	0	0	0	117	116	103	132	7	0	0	0	0	116	0	475	130
131	0	0	52	38	27	62	77	135	71	23	52	54	0	0	591	131
132	0	0	0	77	195	182	137	0	0	0	0	0	0	0	591	132
133	0	0	0	29	48	121	74	103	33	46	49	88	0	0	591	133
134	0	0	113	478	0	0	0	0	0	0	0	0	0	0	591	134
135	0	0	41	550	0	0	0	0	0	0	0	0	0	0	591	135
136	0	0	0	445	136	10	0	0	0	0	0	0	0	0	591	136
137	0	0	0	432	44	97	16	2	0	0	0	0	0	0	591	137
138	0	0	0	20	158	62	349	2	0	0	0	0	0	0	591	138
139	0	0	0	101	209	99	72	47	63	0	0	0	0	0	591	139
140	0	0	586	5	0	0	0	0	0	0	0	0	0	0	591	140
141	0	0	540	30	19	2	0	0	0	0	1	0	0	0	591	141
142	0	0	514	37	29	6	4	0	1	0	0	0	0	0	591	142
143	0	0	530	40	16	4	1	0	0	0	0	0	0	0	591	143
144	0	0	0	173	254	97	32	20	15	0	0	0	0	0	591	144