**PEW RESEARCH CENTER**

**AMERICAN TRENDS PANEL WAVE 3**

**DRAFT TOPLINE**

**APRIL 29-MAY 27, 2014**

**TOTAL N=3,243**

**WEB RESPONDENTS N=2,906**

**MAIL RESPONDENTS N=337[[1]](#footnote-1)**

**ASK ALL:**

LIFE1 Overall, are you satisfied or dissatisfied with the way things are going in your life today?

Apr 29-May 27

2014

17 Very satisfied

64 Mostly satisfied

15 Mostly dissatisfied

4 Very dissatisfied

1 No answer

**ASK ALL:**

LIFE2 Looking ahead to the next ten years, do you think your life, overall…

Apr 29-May 27

2014

62 Will be better

10 Will be worse

27 About the same as it is now

1 No answer

**ASK ALL:**

ECON1 Thinking about the nation’s economy…

How would you rate economic conditions in this country today?

Apr 29-May 27

2014

1 Excellent

18 Good

50 Only fair

30 Poor

1 No answer

**ASK ALL:**

ECON2 A year from now, what do you expect economic conditions in the country as a whole will be?

Apr 29-May 27

2014

22 Better

28 Worse

50 About the same

1 No answer

**RANDOMIZE ORDER OF BLOCK FAVPOL1 AND FAVPOL2; RANDOMIZE ORDER OF ITEMS IN EACH BLOCK.**

**ASK ALL:**

FAVPOL 1 What is your overall opinion of each of the following?

Apr 29-May 27, 2014 Never

-------Favorable------- ------Unfavorable------ heard of/

Total *Very* *Mostly* Total *Very* *Mostly* Not sure No answer

a. Barack Obama 47 *18 28* 50 *35 15* 3 1

b. Paul Ryan 32 *8 24* 36 *19 17* 31 1

c. Elizabeth Warren 22 *10 13* 22 *11 11* 54 2

d. Mitch McConnell 16 *2 15* 34 *17 17* 47 2

e. Rand Paul 29 *7 22* 34 *17 18* 35 2

f. Hillary Clinton 54 *21 33* 41 *25 15* 4 1

**RANDOMIZE ORDER OF BLOCK FAVPOL1 AND FAVPOL2; RANDOMIZE ORDER OF ITEMS IN EACH BLOCK.**

**ASK ALL:**

FAVPOL 2 What is your overall opinion of each of the following?

Apr 29-May 27, 2014 Never

-------Favorable------- ------Unfavorable------ heard of/

Total *Very* *Mostly* Total *Very* *Mostly* Not sure No answer

a. Ted Cruz 23 *7 16* 32 *20 12* 44 2

b. Michelle Obama 58 *27 31* 36 *22 14* 5 1

c. Nancy Pelosi 29 *6 23* 47 *31 16* 24 1

d. Marco Rubio 27 *6 20* 28 *14 14* 44 1

e. Jeb Bush 31 *5 26* 42 *19 23* 26 1

f. Chris Christie 32 *5 27* 41 *17 24* 25 2

**RANDOMIZE ORDER OF BLOCK (ME1 AND ME2 1st vs. ME3 and ME4 1st); RANOMIZE ORDER OF SET WITHIN BLOCK (e.g., ME1 1st vs ME2 1st)RANDOMIZE ORDER OF ITEMS IN EACH SET.**

**ASK ALL:**

ME1 Which of these describes you well? *(Check all that apply)* **[RANDOMIZE ITEMS]**

Apr 29-May 27, 2014

Applies No answer

a. Hunter, fisher, or sportsman 24 76

b. Trusting person 65 35

c. Spiritual person 52 48

d. Fast-food lover 18 82

e. Upbeat and optimistic 59 41

**RANDOMIZE ORDER OF BLOCK (ME1 AND ME2 1st vs. ME3 and ME4 1st); RANOMIZE ORDER OF SET WITHIN BLOCK (e.g., ME1 1st vs ME2 1st)RANDOMIZE ORDER OF ITEMS IN EACH SET.**

**ASK ALL:**

ME2 Which of these describes you well? *(Check all that apply)* **[RANDOMIZE ITEMS]**

Apr 29-May 27, 2014

Applies No answer

a. Couldn’t vacation without my smart phone 22 78

b. Honor and duty are my core values 52 48

c. Am sometimes uncomfortable being around

people not of my race 8 92

d. Think of myself as a typical American 65 35

e. Recycle and reuse as a daily habit 49 51

**ASK ALL:**

SOCIDEO When it comes to social and lifestyle issues, which of these do you consider yourself? **[RANDOMIZE OR ROTATE ORDER OF RESPONSE OPTIONS 1 and 3]**

Apr 29-May 27

2014

28 Socially conservative

46 Socially moderate

24 Socially liberal

1 No answer

**ASK ALL:**

TOPISSUE Which of these national policy issues are the most important to you, personally?

*[Check all that apply].* **[RANDOMIZE ITEMS]**

**ASK IF SELECT MORE THAN ONE TOPIC ABOVE (TOPISSUE)**

TOPISSUE2 Of all the national policy issues you selected, rank the issues that are most important to you, personally[[2]](#footnote-2). *[Rank up to three.]*

Apr 29-May 27, 2014

**NET** Ranked inImportant, **Not**

**Important** top 3 *Ranked 1st Ranked 2nd Ranked 3rd* not in top 3 **selected**

**TOPISSUE** TOPISSUE2 *TOPISSUE2*[[3]](#footnote-3) *TOPISSUE2 TOPISSUE2* TOPISSUE2 **TOPISSUE**

a. Jobs **77** 47 *22 15 11* 29 **23**

b. Abortion **28** 8 *4 3 2* 20 **72**

c. The environment **54** 19 *7 6 7* 34 **46**

d. Immigration **42** 12 *3 4 5* 30 **58**

e. Health care **76** 45 *16 16 13* 30 **24**

f. The federal

budget deficit **51** 23 *10 7 6* 28 **49**

g. Same-sex

marriage **26** 8 *3 3 2* 18 **74**

h. Gun policy **45** 14 *4 5 5* 31 **55**

i. Tax policy **50** 16 *4 5 7* 34 **50**

j. Energy policy **43** 9 *2 4 4* 33 **57**

k. Security and anti-

terrorism policy **47** 17 *5 6 6* 30 **53**

l. Social security **63** 28 *9 9 10* 35 **37**

m. Help for the poor **56** 23 *7 7 9* 32 **44**

**ASK ALL:**

TOPISSUE3 When you are voting for Congress, what issue positions would be “deal breakers” for you, if any? **[OPEN END]**

Apr 29-May 27

2014

Gave response

Other

No answer

**RANDOMIZE ORDER OF AGREE1 AND AGREE2**

**ASK ALL:**

AGREE1 Do you agree or disagree with this statement?

**I enjoy challenging the opinions of others.**

Apr 29-May 27

2014

22 Strongly agree

50 Somewhat agree

21 Somewhat disagree

7 Strongly disagree

\* No answer

**ASK ALL:**

AGREE2 Do you agree or disagree with this statement?

**It makes me uncomfortable when people argue about politics.**

Apr 29-May 27

2014

12 Strongly agree

32 Somewhat agree

34 Somewhat disagree

21 Strongly disagree

\* No answer

**RANDOMIZE ORDER OF AGREE3 AND AGREE4**

**ASK ALL:**

AGREE3 Do you agree or disagree with this statement?

**Elected officials would help the country more if they would stop talking and just take action on important problems.**

Apr 29-May 27

2014

65 Strongly agree

27 Somewhat agree

7 Somewhat disagree

2 Strongly disagree

\* No answer

**RANDOMIZE ORDER OF AGREE3 AND AGREE4**

**ASK ALL:**

AGREE4 Do you agree or disagree with this statement?

**I would vote against any elected official who voted to raise taxes.**

Apr 29-May 27

2014

32 Strongly agree

28 Somewhat agree

26 Somewhat disagree

13 Strongly disagree

1 No answer

**RANDOMIZE ORDER OF BLOCK (ME1 AND ME2 1st vs. ME3 and ME4 1st); RANDOMIZE ORDER OF SET WITHIN BLOCK (e.g., ME1 1st vs ME2 1st) RANDOMIZE ORDER OF ITEMS IN EACH SET**

**ASK ALL:**

ME3 Which of these describes you well? [*Check all that apply*] **[RANDOMIZE ITEMS]**

|  |  |  |
| --- | --- | --- |
|  | Apr 29-May 27, 2014 | |
|  | Applies | Not selected/  No answer |
| 1. Video or Computer Gamer | 21 | 79 |
| 1. Outdoor person | 57 | 43 |
| 1. Libertarian | 14 | 86 |
| 1. Religious person | 46 | 54 |
| 1. Focused on health and fitness | 42 | 58 |

**RANDOMIZE ORDER OF BLOCK (ME1 AND ME2 1st vs. ME3 and ME4 1st); RANDOMIZE ORDER OF SET WITHIN BLOCK (e.g., ME1 1st vs ME2 1st) RANDOMIZE ORDER OF ITEMS IN EACH SET**

**ASK ALL:**

ME4 Which of these describes you well? [*Check all that apply*] **[RANDOMIZE ITEMS]**

|  |  |  |
| --- | --- | --- |
|  | Apr 29-May 27, 2014 | |
|  | Applies | Not selected/ No answer |
| 1. Sports fan | 36 | 64 |
| 1. Rarely worry what others think of me | 52 | 48 |
| 1. Compassion and helping others are my core values | 74 | 26 |
| 1. Often feel proud to be American | 56 | 44 |
| 1. Skeptical of medical experts’ recommendations | 23 | 77 |

**RANDOMIZE ORDER OF PERS1 THROUGH PERS12; RANDOMIZE OR ROTATE ORDER OF END LABLES FOR ITEMS WITH 1 ALWAYS BEING ON LEFT AND 5 ALWAYS ON THE RIGHT; USE THE SAME SIZE RADIO BUTTONS AS WAVE 1 Q47-Q48.**

**ASK ALL:**

PERS1 Where would you place yourself on the following scale?

Apr 29-May 27

2014

12 1 (Extroverted)

21 2

41 3

15 4

5 5 (Introverted)

5 No Answer

**ASK ALL:**

PERS2 Where would you place yourself on the following scale?

Apr 29-May 27

2014

46 1 (Hard-working)

34 2

16 3

3 4

\* 5 (Lazy)

1 No Answer

**ASK ALL:**

PERS3 Where would you place yourself on the following scale?

Apr 29-May 27

2014

4 1 (Conventional thinker)

11 2

32 3

29 4

21 5 (Creative thinker)

2 No Answer

**ASK ALL:**

PERS4 Where would you place yourself on the following scale?

Apr 29-May 27

2014

4 1 (Nervous)

12 2

30 3

33 4

20 5 (Calm)

1 No Answer

**ASK ALL:**

PERS5 Where would you place yourself on the following scale?

Apr 29-May 27

2014

4 1 (Shy)

14 2

29 3

28 4

24 5 (Outgoing)

1 No Answer

**ASK ALL:**

PERS6 Where would you place yourself on the following scale?

Apr 29-May 27

2014

18 1 (Self-disciplined)

32 2

34 3

12 4

3 5 (Impulsive)

1 No Answer

**ASK ALL:**

PERS7 Where would you place yourself on the following scale?

Apr 29-May 27

2014

35 1 (Sympathetic)

37 2

21 3

4 4

2 5 (Unsympathetic)

1 No Answer

**ASK ALL:**

PERS8 Where would you place yourself on the following scale?

Apr 29-May 27

2014

2 1 (Disorganized)

12 2

27 3

34 4

24 5 (Organized)

1 No Answer

**ASK ALL:**

PERS9 Where would you place yourself on the following scale?

Apr 29-May 27

2014

23 1 (Analytical)

31 2

32 3

5 4

4 5 (Not analytical)

4 No Answer

**ASK ALL:**

PERS10 Where would you place yourself on the following scale?

Apr 29-May 27

2014

16 1 (Relaxed)

32 2

32 3

16 4

4 5 (Tense)

1 No Answer

**ASK ALL:**

PERS11 Where would you place yourself on the following scale?

Apr 29-May 27

2014

3 1 (Critical of others)

9 2

28 3

33 4

24 5 (Accepting of others)

2 No Answer

**ASK ALL:**

PERS12 Where would you place yourself on the following scale?

Apr 29-May 27

2014

25 1 (Intellectual)

42 2

27 3

3 4

2 5 (Not intellectual)

2 No Answer

**ASK ALL CITIZENS IF NEW PANELIST OR MISSING IN PRIOR WAVES [N=714]:**

REGSTATUS Which of these statements best describes you?

Apr 29-May 27

2014

77 I am registered to vote in **[FILL R’S STATE from RSTATE]**

I am registered to vote in a different state **[SPECIFY / DROPDOWN LIST OF 50 STATES**

2 **AND DC]**

15 I am not registered to vote

6 I am not sure if I’m registered to vote

1 No answer

**ASK ALL REGISTERED VOTERS AND ALL CITIZENS NOT ASKED REGSTATUS IN THIS WAVE [N=3,072]:**

UPDATE In the past 30 days, did you register to vote or update your voter registration?

Apr 29-May 27

2014

11 Yes, I registered to vote

5 Yes, I updated my registration

83 No, I am registered to vote and made no changes in the past 30 days

1 No answer

**ASK IF STATE IS PRE-PRIMARY AND NOT LA, ALL CITIZENS; ASKED ON WEB ONLY [N=293]:**

PLANTOP As you May know, primary elections, where parties select their nominees, take place in the months before general elections. How likely are you to vote in the primary elections for Congress this year?

Apr 29-May 27

2014

36 I definitely will vote in the primary elections

30 I probably will vote

24 I probably will not vote

10 I definitely will not vote

\* I have already voted in the primary elections

0 No answer

**ASK IF STATE IS PRE-PRIMARY AND NOT WA, OR, LA, ALL CITIZENS WHO REPORT HAVING VOTED IN PRIMARY (PLANTOP=5) ASKED ON WEB ONLY [N=2]:**

PEVOTE How did you vote in the primary election?

Apr 29-May 27

2014

Voted in person on Election Day

Voted in person before Election Day

Mailed in ballot

No answer

**ASK IF STATE IS POST-PRIMARY AND NOT LA, ALL REGISTERED VOTERS WHO DID NOT REPORT VOTING IN PRIMARY IN EARLIER WAVES (PLANTOP=1-4) ASKED ON WEB ONLY [N=412]:**

PRIMARY14 As you May know, primary electionstake place in the months before general elections. Did you happen to vote in the primary election this year?

Apr 29-May 27

2014

24 Yes, voted in person on Election Day

10 Yes, voted in person before Election Day

3 Yes, mailed in ballot

63 No, did not vote this year

1 No answer

**ASK IF MISSING IN PRIOR WAVES AND DEFINITELY/PROBABLY WILL VOTE IN PRIMARY (PLANTOP=1,2) (NOT ASKED IN LA) ASKED ON WEB ONLY [N=218]:**

PLAN2P Do you plan to cast your vote in the primary election before Election Day or on Election Day?

Apr 29-May 27

2014

25 BEFORE Election Day

55 ON Election Day

20 Not sure

0 No answer

**ASK IF PLAN TO VOTE EARLY (PLAN2P=1) ASKED ON WEB ONLY [N=59]:**

EARLY1P Do you plan to vote in the primary election in person or will you mail in your ballot?

Apr 29-May 27

2014

Vote in person

Mail in ballot

Not sure

**ASK ALL CITIZENS [N=3,176]**

CONTACT1 In the past 30 days, have you been personally contacted by any candidate, party, or other organization offering you information about an upcoming election?

Apr 29-May 27

2014

25 Yes

75 No

\* No answer

**ASK IF YES (CONTACT1=1) [N=1,036]**

CONWHO Who contacted you with information about an election? *[Check all that apply.]* **[RANDOMIZE A-D, KEEPING E LAST]**

Apr 29-May 27, 2014

Yes Not selected/ No answer

a. A candidate running for office or his/her campaign 67 33

b. A political party 39 61

c. Politically oriented groups other than parties and

candidates 35 65

d. A state or local election office, such as the Board of

Elections or the Secretary of State’s office 21 79

e. Other **[please specify]** 7 93

**ASK ALL CITIZENS [N=3,176]:**

SEARCH And in the past 30 days, have you searched for information about an upcoming election?

Apr 29-May 27

2014

21 Yes

79 No

\* No answer

**IF YES, SEARCHED (SEARCH=1) [N=811]:**

SEARCHWHAT Did you search for any of the following types of information? *Check all that apply.* **[RANDOMIZE A-G]**

Apr 29-May 27, 2014

Yes Not selected/

No answer

a. Information about your voter registration status 13 87

b. The date of an upcoming election 39 61

NO ITEM C

d. The location of your polling place 22 78

e. A sample ballot 17 83

f. Any information about the rules or requirements

for voting 11 89

g. Information about a candidate or candidates in

an election 80 20

**IF YES TO ANY INFORMATION ABOUT RULES (SEARCHWHAT.F=1) ASKED ON WEB ONLY [N=78]:**

SEARCHRULES Did the information about the rules or requirements for voting include any of the following? *Check all that apply*. **[RANDOMIZE A- D]**

|  |
| --- |
| 1. What type of identification you will need to vote |
| 1. Who is eligible to participate in a primary election |
| 1. How to cast a vote before Election Day by absentee ballot or early voting |

**IF YES TO “HOW TO CAST A VOTE BEFORE ELECTION DAY” (SEARCHRULES.C=1 AND REGSTATUS STATE NE WA, OR, CO) ASKED ON WEB ONLY [N=32]:**

REQUEST Did you request an absentee ballot or not?

Yes

No

No answer

**ASK ALL CITIZENS IF NEW PANELIST OR MISSING IN ALL PRIOR WAVES [N=459]:**

VOTE1014 These days, many people are so busy they can't find time to vote in elections. Thinking about the elections that have been held since 2010, including the 2012 presidential election, did you happen to vote in any of them?

Apr 29-May 27

2014

52 Yes

25 No

23 No answer

**IF YES, VOTE1014=1 [N=306]:**

HOWVOTE In which of the following ways did you vote in elections since 2010? (*Check all that apply.)*

|  |  |  |
| --- | --- | --- |
|  | Apr 29-May 27, 2014 | |
|  | Yes | Not selected/ No Answer |
| 1. In person at a polling place on Election Day | 77 | 23 |
| 1. By mail | 17 | 83 |
| 1. In person at a polling place before Election Day | 12 | 88 |
| 1. Some other way **(specify)** | 1 | 99 |

**ASK ALL:**

KIDTRAIT In general, which of these qualities do you consider especially important to teach children? *[Check all that apply]* **RANDOMIZE**

|  |  |  |
| --- | --- | --- |
|  | Apr 29-May 27, 2014 | |
|  | Important | Not selected/ No Answer |
| 1. Independence | 77 | 23 |
| 1. Hard work | 89 | 11 |
| 1. Being responsible | 93 | 7 |
| 1. Creativity | 72 | 28 |
| 1. Being well-mannered | 84 | 16 |
| 1. Helping others | 84 | 16 |
| 1. Persistence | 64 | 36 |
| 1. Religious faith | 53 | 47 |
| 1. Obedience | 60 | 40 |
| 1. Empathy for others | 68 | 32 |
| 1. Curiosity | 59 | 41 |
| 1. Tolerance | 65 | 35 |

**ASK ALL:**

KIDTRAIT In general, which of these qualities do you consider especially important to teach children? *[Check all that apply]* **RANDOMIZE**

**ASK ALL WHO SELECTED MORE THAN ONE OPTION IN KIDTRAIT:**

KIDTRAIT2 Of all the qualities you selected, which do you consider the most important to teach children? *[Choose up to three]* [[4]](#footnote-4)

Apr 29-May 27, 2014

Not Not selected

Ranked ranked most as important/

most important[[5]](#footnote-5) important No answer

KIDTRAIT2 KIDTRAIT2 KIDTRAIT

a. Independence 18 59 23

b. Hard work 42 48 11

c. Being responsible 55 38 7

d. Creativity 11 61 28

e. Being well-mannered 22 62 16

f. Helping others 22 62 16

g. Persistence 10 55 36

h. Religious faith 30 23 47

i. Obedience 12 48 40

j. Empathy for others 15 53 32

k. Curiosity 8 51 41

l. Tolerance 11 55 35

**ASK ALL:**

TRANSPORT Thinking about a typical month, how often, if ever, do you use public transportation? (That is a bus, subway or rail system.)

Apr 29-May 27

2014

9 More than once a week

3 Once a week

10 Once or twice a month

78 Never

1 No answer

**ASK ALL:**

INVEST Which of the following best describes your own level of investment in the stock market? **[RANDOMIZE OR ROTATE ORDER OF RESPONSE OPTIONS 1 AND 3]**

Apr 29-May 27

2014

3 I trade stocks and other funds pretty regularly

I have some long-term investments like retirement accounts,

42 but don’t trade stocks regularly

54 I don’t have any money in the stock market

1 No answer

**ASK ALL:**

GUN1 Do you happen to have any guns, rifles or pistols in your home?

Apr 29-May 27

2014

34 Yes

63 No

3 No answer

**ASK ALL:**

UNIONHH Are you or is anyone in your household a member of a labor union?

Apr 29-May 27

2014

8 Yes, I am

6 Yes, someone else in household

2 Yes, both myself and someone else

83 No, nobody in household

1 No answer

**RANDOMIZE ORDER (TYPEREP/TYPEDEM); RANDOMIZE ORDER OF ITEMS IN EACH (e.g., items a to h); ROTATE ORDER OF LABELS IN EACH SET WITH SCALE ALWAYS SHOWING 1 ON LEFT AND 5 ON RIGHT.**

**ASK ALL:**

TYPREP Which of these terms best describes people who are **Republicans**?

Apr 29-May 27, 2014

(Term 1) (Term 2)

1 2 3 4 5 No answer

a. Warm, Cold 7 13 43 19 16 3

b. Intellectual, Not intellectual 12 23 41 11 9 4

c. Self-disciplined, Impulsive 12 26 42 8 9 3

d. Critical of others, Accepting of others 24 23 35 10 5 3

e. Hard-working, Lazy 18 25 42 6 6 3

f. Weak, Strong 6 7 46 23 15 3

g. Open-minded, Closed-minded 6 12 33 22 23 4

h. Sympathetic, Unsympathetic 6 13 37 21 19 3

**ASK ALL:**

TYPDEM Which of these terms best describes people who are **Democrats**?

Apr 29-May 27, 2014

(Term 1) (Term 2)

1 2 3 4 5 No answer

a. Warm, Cold 15 22 45 9 7 3

b. Intellectual, Not intellectual 14 24 44 10 5 3

c. Self-disciplined, Impulsive 8 13 49 16 11 3

d. Critical of others, Accepting of others 12 12 33 22 17 3

e. Hard-working, Lazy 17 19 42 13 7 2

f. Weak, Strong 7 12 48 17 13 3

g. Open-minded, Closed-minded 19 22 30 11 14 3

h. Sympathetic, Unsympathetic 21 27 34 9 7 3

**ASK ALL:**

POLKNO1 Which of these terms best describes someone whose political views emphasize individual freedom by limiting the role of government? **[RANDOMIZE ORDER OF RESPONSE OPTIONS]** *(Just your best guess)*

Apr 29-May 27

2014

57 Libertarian **(CORRECT ANSWER)**

6 Authoritarian

7 Unitarian

6 Communist

20 Progressive

5 No answer (web)/Don’t know/Multiple responses (paper)

**ASK RANDOM HALF OF SAMPLE: [N=1,671]**

METECH Which of these describes you well when it comes to technology?*[Check all that apply]* **[RANDOMIZE ITEMS]**

|  |  |  |
| --- | --- | --- |
|  | Apr 29-May 27, 2014 | |
|  | Applies | Not selected/  No answer |
| 1. Usually try new products before others do | 15 | 85 |
| 1. Prefer my tried and trusted brands | 32 | 68 |
| 1. Like being able to tell others about new brands and products I have tried | 28 | 72 |
| 1. Like the variety of trying new products | 34 | 66 |
| 1. Feel more comfortable using familiar brands and products | 46 | 54 |
| 1. Wait until I hear about others’ experiences before I try new products | 38 | 62 |

**ASK RANDOM HALF OF SAMPLE: [N=1,563]**

MEFOOD Which of these describes you well when it comes to grocery shopping? *[Check all that apply]* **[RANDOMIZE ITEMS]**

|  |  |  |
| --- | --- | --- |
|  | Apr 29-May 27, 2014 | |
|  | Applies | Not selected/  No answer |
| 1. Usually try new products before others do | 17 | 83 |
| 1. Prefer my tried and trusted brands | 40 | 60 |
| 1. Like being able to tell others about new brands and products I have tried | 31 | 69 |
| 1. Like the variety of trying new products | 45 | 55 |
| 1. Feel more comfortable using familiar brands and products | 49 | 51 |
| 1. Wait until I hear about others’ experiences before I try new products | 16 | 84 |

1. Question wording in this topline is that from the web version of the survey. Question wording and format was adapted for the paper questionnaire delivered by mail; this questionnaire is available on request. All questions asked in both modes unless noted. [↑](#footnote-ref-1)
2. If respondent selected two items in TOPISSUE, the respondent was asked to rank up to two items. If respondent selected three or more items in TOPISSUE, the respondent was asked to rank up to three items. Percentages add up to more than 100% because multiple responses were accepted. [↑](#footnote-ref-2)
3. First choice percentages include respondents who selected only one item in TOPISSUE. [↑](#footnote-ref-3)
4. If respondent selected two items in KIDTRAIT, the respondent was asked to select up to two items. If respondent selected three or more items in KIDTRAIT, the respondent was asked to select up to three items. [↑](#footnote-ref-4)
5. First choice percentages include respondents who selected only one item in TOPISSUE. [↑](#footnote-ref-5)