



# PUBLIC OPINION STRATEGIES

## Public Affairs Council Adult National Survey *Interview Schedule*

Project #16726  
Public Opinion Strategies  
September 12-17, 2016

N = 1000 Adults 18+  
(N = 550 land, N=450 cell)  
Margin of Error = ±3.10%

***In this Interview Schedule:***

- *An asterisk (\*) in a response category means that less than 0.5% of respondents chose that response category and a dash (-) represents no response.*

P1. Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

29%	RIGHT DIRECTION
65%	WRONG TRACK
4%	NO OPINION ( <b>DO NOT READ</b> )
2%	REFUSED ( <b>DO NOT READ</b> )

Now, getting started...

Over the last 12 months, have you contacted [INSERT ITEM, RANDOMIZE] about a social issue such as discrimination, the environment, or government services for the poor?

	YES	NO	DK/REF (DNR)
C1. a major company	6%	94%	*
C2. an elected official	15%	84%	1%

Do you feel **[INSERT ITEM, RANDOMIZE]** play a very positive, somewhat positive, somewhat negative or very negative role in helping people protect their rights as American citizens?

	<b>VERY POSITIVE</b>	<b>SOMEWHAT POSITIVE</b>	<b>SOMEWHAT NEGATIVE</b>	<b>VERY NEGATIVE</b>	<b>DK/REF (DNR)</b>
<b>SERIES RANKED BY % VERY POSITIVE</b>					
C5. Your state government	12%	44%	24%	16%	4%
	<b>56%</b>		<b>40%</b>		
C4. The federal government	10%	41%	24%	22%	3%
	<b>51%</b>		<b>46%</b>		
C3. Major companies	5%	36%	35%	15%	9%
	<b>41%</b>		<b>50%</b>		

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Now, thinking about something else...

How serious a problem do you think discrimination based on a person's [INSERT ITEM, RANDOMIZE] is in this country – (ROTATE TOP TO BOTTOM, BOTTOM TO TOP) a very serious problem, a somewhat serious problem, not too serious, or not at all serious?

(AFTER FIRST THREE ASKED, JUST READ:) And, how about based on a person's [INSERT ITEM, RANDOMIZE]? (REPEAT QUESTION IF NEEDED)

	VERY SERIOUS	SMWHT SERIOUS	NOT TOO SERIOUS	NOT AT ALL SERIOUS	DK/REF (DNR)
<b>SERIES RANKED BY % VERY SERIOUS</b>					
C6. Race or ethnicity	37%	37%	17%	8%	1%
	<b>74%</b>			<b>25%</b>	
C11. Gender identity, such as transgender individuals	37%	30%	18%	11%	4%
	<b>67%</b>			<b>29%</b>	
C8. Sexual orientation	28%	36%	25%	10%	1%
	<b>64%</b>			<b>35%</b>	
C12. Disability	27%	37%	25%	9%	2%
	<b>64%</b>			<b>34%</b>	
C9. Religion	27%	36%	24%	12%	1%
	<b>63%</b>			<b>36%</b>	
C7. Gender	23%	38%	27%	11%	1%
	<b>61%</b>			<b>38%</b>	
C10. Age	16%	39%	32%	12%	1%
	<b>55%</b>			<b>44%</b>	

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And, still thinking about discrimination, in your opinion, are major companies in the United States **(ROTATE)** – currently playing a positive role, currently playing a negative role, – or not making any difference currently in reducing discrimination based on a person’s **[INSERT ITEM, RANDOMIZE]**.

**(AFTER FIRST THREE ASKED, JUST READ:)** And, how about based on a person’s **[INSERT ITEM, RANDOMIZE]**? **(REPEAT QUESTION IF NEEDED)**

	<b>POSITIVE ROLE</b>	<b>NEGATIVE ROLE</b>	<b>NO DIFFERENCE</b>	<b>DK/REF (DNR)</b>
<b>SERIES RANKED BY % POSITIVE ROLE</b>				
C19. Disability	34%	21%	44%	1%
C14. Gender	28%	22%	48%	2%
C13. Race or ethnicity	27%	24%	47%	2%
C15. Sexual orientation	26%	23%	47%	4%
C18. Gender identity, such as transgender individuals	20%	29%	46%	5%
C16. Religion	18%	19%	59%	4%
C17. Age	18%	27%	53%	2%

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If major companies were to take steps to prevent discrimination based on a person's **[INSERT ITEM]** would that give you a more or less favorable opinion toward them or make no difference in how you feel about major companies.

**(AFTER FIRST THREE ASKED, JUST READ:) And, how about based on a person's [INSERT ITEM, RANDOMIZE]? (REPEAT QUESTION IF NEEDED)**

	<b>MORE FAVORABLE</b>	<b>LESS FAVORABLE</b>	<b>NO DIFFERENCE</b>	<b>DK/REF (DNR)</b>
<b>SERIES RANKED BY % MORE FAVORABLE</b>				
C26. Disability	69%	5%	26%	*
C20. Race or ethnicity	62%	5%	32%	1%
C21. Gender	60%	6%	33%	1%
C24. Age	60%	5%	34%	1%
C22. Sexual orientation	56%	7%	36%	1%
C23. Religion	55%	7%	37%	1%
C25. Gender identity, such as transgender individuals	53%	10%	36%	1%

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Now, I have just a few more questions for statistical purposes only...

D2. In what year were you born?

11%	18 to 24
21%	25 to 34
15%	35 to 44
15%	45 to 54
20%	55 to 64
17%	65 and over
1%	REFUSED ( <b>DO NOT READ</b> )

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D3. Other than being an American, what is your main ethnic or racial heritage?

12%	African American or Black
73%	White
11%	Hispanic or Latino American
1%	Asian American
1%	American Indian
1%	Other ( <b>DO NOT READ</b> )
1%	Refused ( <b>DO NOT READ</b> )

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D4. And what was the last grade you completed in school? (**DO NOT READ CATEGORIES**)

<b>38%</b>	<b>HIGH SCHOOL OR LESS</b>
<b>25%</b>	<b>SOME COLLEGE</b>
<b>37%</b>	<b>COLLEGE+</b>
1%	SOME GRADE SCHOOL
5%	SOME HIGH SCHOOL
32%	GRADUATED HIGH SCHOOL
3%	TECHNICAL OR VOCATIONAL SCHOOL
22%	SOME COLLEGE
20%	GRADUATED COLLEGE
17%	GRADUATE/PROFESSIONAL SCHOOL
*	REFUSED ( <b>DO NOT READ</b> )

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D5. And for statistical purposes only...is your total annual household income greater or less than \$60,000 dollars?

- 12% UNDER \$20,000
  - 20% BETWEEN \$20,000 - \$40,000
  - 12% OVER \$40,000
  
  - 14% UNDER \$80,000
  - 11% BETWEEN \$80,000 - \$100,000
  - 24% OVER \$100,000
  
  - 7% REFUSED (**DO NOT READ**)
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D6. And in politics today, do you consider yourself... (**ROTATE**)

a Republican,  
a Democrat,  
or something else?

**(IF REPUBLICAN OR DEMOCRAT, ASK:)** Would you call yourself a STRONG (REPUBLICAN/DEMOCRAT) or a NOT-SO-STRONG (REPUBLICAN/ DEMOCRAT)?

**(IF SOMETHING ELSE, ASK:)** Do you think of yourself as closer to the Republican or to the Democratic party?

- 33% TOTAL REPUBLICAN**
  - 44% TOTAL DEMOCRAT**
  
  - 16% STRONG REPUBLICAN
  - 7% NOT-SO-STRONG REPUBLICAN
  - 10% LEAN TO REPUBLICANS
  
  - 21% SOMETHING ELSE/INDEPENDENT
  
  - 10% LEAN TO DEMOCRATS
  - 10% NOT-SO-STRONG DEMOCRAT
  - 24% STRONG DEMOCRAT
  
  - 1% DON'T KNOW (**DO NOT READ**)
  - 1% REFUSED (**DO NOT READ**)
-

D7. And do you consider yourself to be...(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

conservative,  
moderate  
...or...  
liberal

**(IF CONSERVATIVE/LIBERAL, ASK:)** And would you consider yourself to be VERY (CONSERVATIVE/LIBERAL), or just SOMEWHAT (CONSERVATIVE/LIBERAL)?

**32% TOTAL CONSERVATIVE**

**30% TOTAL LIBERAL**

16% VERY CONSERVATIVE

16% SOMEWHAT CONSERVATIVE

34% MODERATE

16% SOMEWHAT LIBERAL

14% VERY LIBERAL

2% UNDECIDED/NOT SURE **(DO NOT READ)**

2% REFUSED **(DO NOT READ)**

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And thinking back to the presidential election in 2012...

D8. Regardless of how you feel now, for whom did you vote ... **(ROTATE)**

31% Mitt Romney  
...OR...

53% Barack Obama

4% SOMEONE ELSE **(DO NOT READ)**

9% DID NOT VOTE **(DO NOT READ)**

1% DON'T KNOW/DON'T RECALL **(DO NOT READ)**

2% REFUSED **(DO NOT READ)**

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C27. How often would you say you attend religious services... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

**27%** **Weekly or more**  
**19%** **Frequently/monthly**  
  
9% More than once a week  
18% Weekly  
4% Almost every week  
15% Once or twice a month  
26% A few times a year  
27% Never  
\* DON'T KNOW **(DO NOT READ)**  
1% REFUSED **(DO NOT READ)**

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D9. **GENDER (BY OBSERVATION, BUT ASK EVERYONE)** Are you currently employed, a student, a stay-at-home (mom/dad), retired, or unemployed and looking for work?

**48%** **TOTAL MALE**  
**52%** **TOTAL FEMALE**  
  
**58%** **TOTAL EMPLOYED**  
**41%** **TOTAL NOT EMPLOYED**  
  
30% MALE/EMPLOYED  
4% MALE/STUDENT  
2% MALE/STAY AT HOME  
9% MALE/RETIRED  
3% MALE/UNEMPLOYED AND LOOKING  
\* MALE/REFUSED **(DO NOT READ)**  
  
28% FEMALE/EMPLOYED  
3% FEMALE/STUDENT  
6% FEMALE/STAY AT HOME  
12% FEMALE/RETIRED  
2% FEMALE/UNEMPLOYED AND LOOKING  
1% FEMALE/REFUSED **(DO NOT READ)**

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D12. Are you registered to vote in **[INSERT STATE]**?

88% Yes  
11% No  
1% Not sure/ Refused **(DO NOT READ)**

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