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

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?

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
<th>DK/REF (DNR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1.</td>
<td>a major company 6%</td>
<td>94%</td>
<td>*</td>
</tr>
<tr>
<td>C2.</td>
<td>an elected official 15%</td>
<td>84%</td>
<td>1%</td>
</tr>
</tbody>
</table>
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?

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

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

<table>
<thead>
<tr>
<th>SERIES RANKED BY % POSITIVE ROLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>C19. Disability</td>
</tr>
<tr>
<td>34% 21% 44% 1%</td>
</tr>
<tr>
<td>C14. Gender</td>
</tr>
<tr>
<td>28% 22% 48% 2%</td>
</tr>
<tr>
<td>C13. Race or ethnicity</td>
</tr>
<tr>
<td>27% 24% 47% 2%</td>
</tr>
<tr>
<td>C15. Sexual orientation</td>
</tr>
<tr>
<td>26% 23% 47% 4%</td>
</tr>
<tr>
<td>C18. Gender identity, such as transgender individuals</td>
</tr>
<tr>
<td>20% 29% 46% 5%</td>
</tr>
<tr>
<td>C16. Religion</td>
</tr>
<tr>
<td>18% 19% 59% 4%</td>
</tr>
<tr>
<td>C17. Age</td>
</tr>
<tr>
<td>18% 27% 53% 2%</td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th></th>
<th>MORE FAVORABLE</th>
<th>LESS FAVORABLE</th>
<th>NO DIFFERENCE</th>
<th>DK/REF (DNR)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SERIES RANKED BY % MORE FAVORABLE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C26. Disability</td>
<td>69%</td>
<td>5%</td>
<td>26%</td>
<td>*</td>
</tr>
<tr>
<td>C20. Race or ethnicity</td>
<td>62%</td>
<td>5%</td>
<td>32%</td>
<td>1%</td>
</tr>
<tr>
<td>C21. Gender</td>
<td>60%</td>
<td>6%</td>
<td>33%</td>
<td>1%</td>
</tr>
<tr>
<td>C24. Age</td>
<td>60%</td>
<td>5%</td>
<td>34%</td>
<td>1%</td>
</tr>
<tr>
<td>C22. Sexual orientation</td>
<td>56%</td>
<td>7%</td>
<td>36%</td>
<td>1%</td>
</tr>
<tr>
<td>C23. Religion</td>
<td>55%</td>
<td>7%</td>
<td>37%</td>
<td>1%</td>
</tr>
<tr>
<td>C25. Gender identity, such as transgender individuals</td>
<td>53%</td>
<td>10%</td>
<td>36%</td>
<td>1%</td>
</tr>
</tbody>
</table>
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 (DO NOT READ)

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 (DO NOT READ)  
1%    Refused (DO NOT READ)

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

38%  HIGH SCHOOL OR LESS  
25%  SOME COLLEGE  
37%  COLLEGE+

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 (DO NOT READ)
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)

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)

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)
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)

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)

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

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