

## **PUBLIC USE FILE CODEBOOK**

- **MTV/AP-NORC Poll: Younger Generations Stand Out on Identity, Acceptance, and Progressive Policies**
- **Gen Z and the Toll of the Pandemic**

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PRESENTED BY:  
NORC  
at the  
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## Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research, with funding from MTV. Staff from NORC at the University of Chicago, The Associated Press, and MTV collaborated on all aspects of the study.

Data were collected using both probability and non-probability sample sources. Interviews for this survey were conducted between September 1 and 19, 2021, with people age 13 to 56 representing the 50 states and the District of Columbia.

The probability sample source is AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent 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.

Adult panel members age 18 to 56 were randomly drawn from AmeriSpeak, and 939 completed the survey – 929 via the web and 10 via telephone. Teen panel members age 13 to 17 were drawn from AmeriSpeak Teen, and 488 completed the survey – 484 via the web and 4 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference.

The final stage completion rate is 29.3 percent, the weighted household panel response rate is 18.6 percent, and the weighted household panel retention rate is 75.3 percent, for a cumulative response rate of 4.1 percent. The overall margin of sampling error for the AmeriSpeak sample is +/-4.3 percentage points at the 95 percent confidence level, including the design effect.

Dynata provided 2,337 non-probability interviews – 1,170 with people age 13-17 and 1,167 with people age 18-56. The Dynata sample was derived based on quotas related to age, race and ethnicity, gender, and education. Interviews were conducted in English and via the web only. For panel recruitment, Dynata uses invitations of all types including email invitations, phone alerts, banners, and messaging on panel community sites to include people with a diversity of motivations to take part in research. Because non-

probability panels do not start with a frame where there is known probability of selection, standard measures of sampling error and response rates cannot be calculated.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a raking process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling in both probability and non-probability samples resulting from the study specific sample design. Raking variables for both the probability and nonprobability samples included age, gender, census region, race/ethnicity, and education. Population control totals for the raking variables were obtained from the 2020 Current Population Survey. The weighted data reflect the U.S. population of people age 13-56.

In order to incorporate the nonprobability sample, NORC used TrueNorth calibration, an innovative hybrid calibration approach developed at NORC based on small area estimation methods in order to explicitly account for potential bias associated with the nonprobability sample. The purpose of TrueNorth calibration is to adjust the weights for the nonprobability sample so as to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates.

First, the nonprobability sample is raked for each age group of interest (13-17; 18-24; 25-56) to the following sociodemographic characteristics: sex, education level for adults 18-56, parent's highest level of education for teens 13-17, Census Region, and race/ethnicity. Additionally the nonprobability sample is raked to more granular age overall (13-14; 15-17; 18-24; 25-29; 30-39; 40-49; 50-56) and race/ethnicity by gender (NH White, Male; NH White Female; All other Male; All other Female). Second, the weighted AmeriSpeak sample and the calibrated nonprobability sample were used to develop a small area model to support domain-level estimates, where the domains were defined by race/ethnicity, age, education and gender. The dependent variables for the models were:

- Q3NEW3: Would you say the world your generation is facing is better than most other generations have faced, worse than most other generations have faced, or about the same?
- Q7BNEW: How much can people like you affect what the government does?
- Q8\_1: Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all? The fear of getting COVID-19

- C17: How much responsibility do you think a company has to take a stand on important social and political issues?

These were found to be key survey variables, in terms of model fit. The model included covariates, domain-level random effects, and sampling errors. The covariates were external data available from other national surveys such as health insurance, internet access, voting behavior, and housing type from the American Community Survey (ACS). Finally, the combined AmeriSpeak and nonprobability sample weights were derived such that for the combined sample, the weighted estimate reproduced the small domain estimates (derived using the small area model) for key survey variables.

The overall margin of error for the combined sample is +/- 3.3 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups. The overall margin of sampling error among those age 13-24 is +/-2.8 percentage points at the 95 percent confidence level, including the design effect. The overall margin of sampling error among those age 25-40 is +/-5.7 percentage points at the 95 percent confidence level, including the design effect. The overall margin of sampling error among those age 41-56 is +/-7.0 percentage points at the 95 percent confidence level, including the design effect.

For more information, email [info@apnorc.org](mailto:info@apnorc.org).

## About The Associated Press-NORC Center for Public Affairs Research

Celebrating its 10<sup>th</sup> anniversary this year, The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day.

[www.ap.org](http://www.ap.org)

- NORC at the University of Chicago is one of the oldest and most respected, objective social science research institutions in the world. [www.norc.org](http://www.norc.org)

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals. In its 10 years, The AP-NORC Center has conducted more than 250 studies exploring the critical issues facing the public, covering topics like health care, the economy, COVID-19, trust in media, and more. Learn more at [www.apnorc.org](http://www.apnorc.org)

## Index of Variables: *Listed in the order they appear in the file*

#	Variable	Question	Type	Len	Label
1	SU_ID	N/A	Num	8	SU_ID: CaseID
2	FINALWT1	N/A	Num	8	FINALWT1: TrueNorth post-stratification weights - 13-56 general population (N=3,764)
3	FINALWT2	N/A	Num	8	FINALWT2: TrueNorth post-stratification weights - 13-56 within-generation analysis (N=3,764)
4	SURV_MODE	N/A	Num	8	SURV_MODE: Survey interview mode (online or phone)
5	SURV_LANG	N/A	Num	8	SURV_LANG: Survey Interview Language
6	Q6A_CODE	Q6A	Num	8	Q6A: Of all the issues facing the country right now, what concerns you most?
7	Q1A	Q1	Num	8	Q1A: [Your gender] How important is each of the following to your identity?
8	Q1B	Q1	Num	8	Q1B: [Your sexual orientation] How important is each of the following to your identity?
9	Q1C	Q1	Num	8	Q1C: [Your race or ethnicity] How important is each of the following to your identity?
10	Q1D	Q1	Num	8	Q1D: [Your age] How important is each of the following to your identity?
11	Q1E	Q1	Num	8	Q1E: [Being a parent] How important is each of the following to your identity?
12	Q1F	Q1	Num	8	Q1F: [Your education] How important is each of the following to your identity?
13	Q1G	Q1	Num	8	Q1G: [Your job or profession] How important is each of the following to your identity?
14	Q1H	Q1	Num	8	Q1H: [Your personality] How important is each of the following to your identity?
15	Q1I	Q1	Num	8	Q1I: [Your political views or party] How important is each of the following to your identity?

#	Variable	Question	Type	Len	Label
16	Q1J	Q1	Num	8	Q1J: [The social issues you care about] How important is each of the following to your identity?
17	Q1K	Q1	Num	8	Q1K: [A talent or hobby such as sports, art, or music] How important is each of the following to your identity?
18	Q1L	Q1	Num	8	Q1L: [Who or what you are a fan of] How important is each of the following to your identity?
19	Q51A	Q51	Num	8	Q51A: [Being successful in a career] How important are each of the following to you personally?
20	Q51B	Q51	Num	8	Q51B: [Having fun] How important are each of the following to you personally?
21	Q51C	Q51	Num	8	Q51C: [Having a family of your own] How important are each of the following to you personally?
22	Q51D	Q51	Num	8	Q51D: [Having lots of close friends] How important are each of the following to you personally?
23	Q51E	Q51	Num	8	Q51E: [Living a religious life] How important are each of the following to you personally?
24	Q51F	Q51	Num	8	Q51F: [Being wealthy] How important are each of the following to you personally?
25	Q51G	Q51	Num	8	Q51G: [Being financially secure] How important are each of the following to you personally?
26	Q51H	Q51	Num	8	Q51H: [Making a difference in the world] How important are each of the following to you personally?
27	Q51I	Q51	Num	8	Q51I: [Feeling like you belong] How important are each of the following to you personally?
28	Q51J	Q51	Num	8	Q51J: [Buying a house] How important are each of the following to you personally?
29	Q51K	Q51	Num	8	Q51K: [Retiring by age 65] How important are each of the following to you personally?

#	Variable	Question	Type	Len	Label
30	Q51L	Q51	Num	8	Q51L: [Education] How important are each of the following to you personally?
31	Q8NEW	Q8NEW	Num	8	Q8NEW: In general, how often do you experience stress in your daily life?
32	Q8A	Q8	Num	8	Q8A: [The fear of getting COVID-19] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?
33	Q8B	Q8	Num	8	Q8B: [Discrimination you personally experience] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?
34	Q8C	Q8	Num	8	Q8C: [Uncertainty about how the COVID-19 pandemic will be in the fall] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?
35	Q8D	Q8	Num	8	Q8D: [My family or other personal relationships] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?
36	Q8E	Q8	Num	8	Q8E: [Social media] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?
37	Q8F	Q8	Num	8	Q8F: [Your personal finances/Your family's finances] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?
38	Q8G	Q8	Num	8	Q8G: [Your body image] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?

#	Variable	Question	Type	Len	Label
39	Q8H	Q8	Num	8	Q8H: [Environmental issues, such as climate change or forest fires] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?
40	Q81	Q81	Num	8	Q81: Would you say that unplugging from technology -- meaning no access to computer, cell phone, or TV -- would make you feel...
41	Q56A	Q56	Num	8	Q56A: [Your race] How much do you think each of the following will get in the way of achieving your goals for the future?
42	Q56B	Q56	Num	8	Q56B: [Your gender] How much do you think each of the following will get in the way of achieving your goals for the future?
43	Q56C	Q56	Num	8	Q56C: [Your education level] How much do you think each of the following will get in the way of achieving your goals for the future?
44	Q56D	Q56	Num	8	Q56D: [Your finances] How much do you think each of the following will get in the way of achieving your goals for the future?
45	Q56E	Q56	Num	8	Q56E: [Where you live] How much do you think each of the following will get in the way of achieving your goals for the future?
46	Q56F	Q56	Num	8	Q56F: [The government] How much do you think each of the following will get in the way of achieving your goals for the future?
47	Q56G	Q56	Num	8	Q56G: [Your family] How much do you think each of the following will get in the way of achieving your goals for the future?
48	Q56H	Q56	Num	8	Q56H: [The COVID-19 pandemic] How much do you think each of the following will get in the way of achieving your goals for the future?

#	Variable	Question	Type	Len	Label
49	Q7A	Q7	Num	8	Q7A: [Maintaining your mental health] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
50	Q7B	Q7	Num	8	Q7B: [Maintaining your physical health] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
51	Q7C	Q7	Num	8	Q7C: [Having fun] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
52	Q7D	Q7	Num	8	Q7D: [Maintaining good relationships with your family] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
53	Q7E	Q7	Num	8	Q7E: [Maintaining good relationships with your friends] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
54	Q7F	Q7	Num	8	Q7F: [Romantic relationships or dating] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
55	Q7G	Q7	Num	8	Q7G: [Maintaining your financial security] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
56	Q7H	Q7	Num	8	Q7H: [Personal growth] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?

#	Variable	Question	Type	Len	Label
57	Q7I	Q7	Num	8	Q7I: [Pursuing passions or hobbies] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
58	Q7J	Q7	Num	8	Q7J: [Pursuing your career or educational goals] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
59	Q7K	Q7	Num	8	Q7K: [Practicing your religion or spirituality] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
60	Q7L	Q7	Num	8	Q7L: [Being happy] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?
61	Q3	Q3	Num	8	Q3: When thinking about the future of the United States, would you say that you feel...?
62	ECON3	ECON3	Num	8	ECON3: Compared to your parents when they were the age you are now, do you think your own standard of living now is better, worse, or about the same as theirs was?
63	Q3NEW3	Q3NEW3	Num	8	Q3NEW3: Would you say the world your generation is facing is better than most other generations have faced, worse than most other generations have faced, or about the same?
64	SYS2	SYS2	Num	8	SYS2: These days, do you feel optimistic that Americans of different political views can still come together and work out their differences, or are you pessimistic that Americans can do that now?

#	Variable	Question	Type	Len	Label
65	Q7BNEW	Q7BNEW	Num	8	Q7BNEW: How much can people like you affect what the government does?
66	MID12	MID12	Num	8	MID12: Which statement comes closer to your views, even if neither is exactly right?
67	Q3NEW2A	Q3NEW2	Num	8	Q3NEW2A: [Concerned about offending someone] When having a conversation about politics, how often would you say you are...
68	Q3NEW2B	Q3NEW2	Num	8	Q3NEW2B: [Offended by what someone else says] When having a conversation about politics, how often would you say you are...
69	Q3NEW2C	Q3NEW2	Num	8	Q3NEW2C: [Interested in understanding the other side of an issue] When having a conversation about politics, how often would you say you are...
70	Q4_1A	Q4_1	Num	8	Q4_1A: [Reducing funding for law enforcement agencies] Do you favor, oppose, or neither favor nor oppose each of the following?
71	Q4_1B	Q4_1	Num	8	Q4_1B: [A universal basic income, where each citizen is guaranteed a payment from the government] Do you favor, oppose, or neither favor nor oppose each of the following?
72	Q4_1C	Q4_1	Num	8	Q4_1C: [Reducing government regulation of business] Do you favor, oppose, or neither favor nor oppose each of the following?
73	Q4_1D	Q4_1	Num	8	Q4_1D: [Requiring Americans to be vaccinated against COVID-19 to enter public places like stores or restaurants] Do you favor, oppose, or neither favor nor oppose each of the following?
74	Q4_1E	Q4_1	Num	8	Q4_1E: [Requiring Americans to wear a mask in public places like stores or restaurants] Do you favor, oppose, or neither favor nor oppose each of the following?

#	Variable	Question	Type	Len	Label
75	Q4_1F	Q4_1	Num	8	Q4_1F: [Prohibiting workplace discrimination on the basis of gender identity] Do you favor, oppose, or neither favor nor oppose each of the following?
76	Q4_1G	Q4_1	Num	8	Q4_1G: [Increasing security at the U.S.-Mexico border] Do you favor, oppose, or neither favor nor oppose each of the following?
77	Q4_1H	Q4_1	Num	8	Q4_1H: [A nationwide ban on the sale of AR-15 rifles and similar semiautomatic weapons] Do you favor, oppose, or neither favor nor oppose each of the following?
78	Q4_2A	Q4_2	Num	8	Q4_2A: [A person choosing not to have children] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?
79	Q4_2B	Q4_2	Num	8	Q4_2B: [A person choosing not to marry their partner] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?
80	Q4_2C	Q4_2	Num	8	Q4_2C: [A person not identifying as either a man or a woman] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?
81	Q4_2D	Q4_2	Num	8	Q4_2D: [A person not believing in climate change] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?
82	Q4_2E	Q4_2	Num	8	Q4_2E: [A movie or TV show about a same-sex relationship] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?

#	Variable	Question	Type	Len	Label
83	Q4_2F	Q4_2	Num	8	Q4_2F: [An all-white cast on a movie or TV show] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?
84	Q4_2G	Q4_2	Num	8	Q4_2G: [An all-Black cast on a movie or TV show] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?
85	Q4_2H	Q4_2	Num	8	Q4_2H: [Pulling old movies or TV episodes off the air because they are offensive] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?
86	Q4_2I	Q4_2	Num	8	Q4_2I: [An all-white executive team] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?
87	Q4_2J	Q4_2	Num	8	Q4_2J: [An all-Black executive team] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?
88	Q4_2K	Q4_2	Num	8	Q4_2K: [An all-male executive team] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?
89	Q4_2L	Q4_2	Num	8	Q4_2L: [An all-female executive team] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?

#	Variable	Question	Type	Len	Label
90	Q4_3A	Q4_3	Num	8	Q4_3A: [Feminists] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?
91	Q4_3B	Q4_3	Num	8	Q4_3B: [Republicans] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?
92	Q4_3C	Q4_3	Num	8	Q4_3C: [Democrats] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?
93	Q4_3D	Q4_3	Num	8	Q4_3D: [Political independents] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?
94	Q4_3E	Q4_3	Num	8	Q4_3E: [Transgender people] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?
95	Q4_3F	Q4_3	Num	8	Q4_3F: [Gay or lesbian people] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?
96	Q4_3G	Q4_3	Num	8	Q4_3G: [People who <u>have</u> been vaccinated against COVID-19] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?
97	Q4_3H	Q4_3	Num	8	Q4_3H: [People who <u>have not</u> been vaccinated against COVID-19] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?
98	Q4_5A	Q4_5	Num	8	Q4_5A: [Measles] Do you favor, oppose, or neither favor nor oppose requiring each of the following vaccines for students to attend public high schools?

#	Variable	Question	Type	Len	Label
99	Q4_5B	Q4_5	Num	8	Q4_5B: [Chicken pox] Do you favor, oppose, or neither favor nor oppose requiring each of the following vaccines for students to attend public high schools?
100	Q4_5C	Q4_5	Num	8	Q4_5C: [The flu] Do you favor, oppose, or neither favor nor oppose requiring each of the following vaccines for students to attend public high schools?
101	Q4_5D	Q4_5	Num	8	Q4_5D: [COVID-19] Do you favor, oppose, or neither favor nor oppose requiring each of the following vaccines for students to attend public high schools?
102	C17	C17	Num	8	C17: How much responsibility do you think a company has to take a stand on important social and political issues?
103	C21A	C21	Num	8	C21A: [It has a reputation for being authentic] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
104	C21B	C21	Num	8	C21B: [It supports charitable causes you believe in] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
105	C21C	C21	Num	8	C21C: [It has been around for a long time] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
106	C21D	C21	Num	8	C21D: [It is popular or trendy] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
107	C21E	C21	Num	8	C21E: [It is environmentally conscious] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?

#	Variable	Question	Type	Len	Label
108	C21F	C21	Num	8	C21F: [It values diversity] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
109	C21G	C21	Num	8	C21G: [It shares your political beliefs] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
110	C21H	C21	Num	8	C21H: [It treats its employees fairly] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
111	C21I	C21	Num	8	C21I: [It offers good value] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
112	C21J	C21	Num	8	C21J: [It gets involved in your local community] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
113	C21K	C21	Num	8	C21K: [It shares your values] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
114	C21L	C21	Num	8	C21L: [Other people I know use the brand] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?
115	Q5A	Q5	Num	8	Q5A: [The pay or salary] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?

#	Variable	Question	Type	Len	Label
116	Q5B	Q5	Num	8	Q5B: [Benefits like vacation or sick leave] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?
117	Q5C	Q5	Num	8	Q5C: [Paid parental or family leave] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?
118	Q5D	Q5	Num	8	Q5D: [A pension, retirement fund, a 401k or other retirement fund contributions] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?
119	Q5E	Q5	Num	8	Q5E: [Health insurance benefits] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?
120	Q5F	Q5	Num	8	Q5F: [The option for working remotely or from home] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?

#	Variable	Question	Type	Len	Label
121	Q5G	Q5	Num	8	Q5G: [Your employer has diverse leadership] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?
122	Q5H	Q5	Num	8	Q5H: [Opportunity to have strong mentors] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?
123	Q5_1A	Q5_1	Num	8	Q5_1A: [Has a strong diversity and inclusion policy] How important is it to you that your employer...
124	Q5_1B	Q5_1	Num	8	Q5_1B: [Is committed to reducing their environmental impact] How important is it to you that your employer...
125	Q5_1C	Q5_1	Num	8	Q5_1C: [Has similar ideals to you] How important is it to you that your employer...
126	Q5_1D	Q5_1	Num	8	Q5_1D: [Has empathetic leadership] How important is it to you that your employer...
127	Q5_1E	Q5_1	Num	8	Q5_1E: [Provides training and development opportunities] How important is it to you that your employer...
128	Q5_1F	Q5_1	Num	8	Q5_1F: [Supports a good work/life balance] How important is it to you that your employer...
129	Q5_1G	Q5_1	Num	8	Q5_1G: [Provides mental health support resources] How important is it to you that your employer...
130	Q5_1H	Q5_1	Num	8	Q5_1H: [Has fun outings, events, or parties for staff] How important is it to you that your employer...

#	Variable	Question	Type	Len	Label
131	Q4_4A	Q4_4	Num	8	Q4_4A: [Institute a fully remote workplace] Do you think it would be good, bad, or neither good nor bad for <u>companies in the U.S.</u> to do each of the following?
132	Q4_4B	Q4_4	Num	8	Q4_4B: [Institute a hybrid work model with some days in the office and some days at home] Do you think it would be good, bad, or neither good nor bad for <u>companies in the U.S.</u> to do each of the following?
133	Q4_4C	Q4_4	Num	8	Q4_4C: [Require employees to work in the office 5 days a week] Do you think it would be good, bad, or neither good nor bad for <u>companies in the U.S.</u> to do each of the following?
134	Q4_4D	Q4_4	Num	8	Q4_4D: [Provide employees with paid days off for mental health] Do you think it would be good, bad, or neither good nor bad for <u>companies in the U.S.</u> to do each of the following?
135	Q30_1	Q30	Num	8	Q30_1: [I've volunteered for a social or community organization] Which of the following is true for you over the past 12 months?
136	Q30_2	Q30	Num	8	Q30_2: [I've donated money to a social cause] Which of the following is true for you over the past 12 months?
137	Q30_3	Q30	Num	8	Q30_3: [I've donated other non-monetary resources to a social cause] Which of the following is true for you over the past 12 months?
138	Q30_4	Q30	Num	8	Q30_4: [I've voted in an election] Which of the following is true for you over the past 12 months?
139	Q30_5	Q30	Num	8	Q30_5: [I've participated in a protest or demonstration] Which of the following is true for you over the past 12 months?

140	Q30_6	Q30	Num	8	Q30_6: [I've signed a petition] Which of the following is true for you over the past 12 months?
141	Q30_7	Q30	Num	8	Q30_7: [I've posted or reposted something on social media in support of a social cause] Which of the following is true for you over the past 12 months?
142	Q30_8	Q30	Num	8	Q30_8: [I have educated myself on a social cause] Which of the following is true for you over the past 12 months?
143	Q30_9	Q30	Num	8	Q30_9: [I've been civically engaged in other ways] Which of the following is true for you over the past 12 months?
144	Q30_10	Q30	Num	8	Q30_10: [None of these] Which of the following is true for you over the past 12 months?
145	QMEDIA	QMEDIA	Num	8	QMEDIA: In a typical week, about how many hours do you spend watching TV or video content?
146	PARENT	PARENT	Num	8	PARENT: Are you the parent or guardian of any children under the age of 18?
147	KIDS_R	KIDS	Num	8	KIDS_R: How many children do you have under the age of 18?
148	POLITICS	PID1, PIDA, PIDB, PIDI	Num	8	POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?
149	IDEO	D3, D4, D5	Num	8	IDEO: Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?
150	URBAN	DM5	Num	8	URBAN: How would you describe the community you live in now?
151	MARITAL	N/A	Num	8	MARITAL: Marital status
152	AGEGRP	N/A	Num	8	AGEGRP: Age
153	GENERATION	N/A	Num	8	GENERATION: Generation
154	EDUCATION	N/A	Num	8	EDUCATION: Educational attainment if age 18+
155	P_EDUCATION	N/A	Num	8	EDUCATION: Parents' highest education if age 13-17
156	RACETH	N/A	Num	8	RACETH: Race/ethnicity
157	GENDER	GENDER2	Num	8	GENDER: Gender

<b>158</b>	HHINCOME	N/A	Num	8	HHINCOME: Household income
<b>159</b>	EMPLOY2_1	EMPLOY2	Num	8	EMPLOY2_1: [Working full-time] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.
<b>160</b>	EMPLOY2_2	EMPLOY2	Num	8	EMPLOY2_2: [Working part-time] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.
<b>161</b>	EMPLOY2_3	EMPLOY2	Num	8	EMPLOY2_3: [Looking for work] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.
<b>162</b>	EMPLOY2_4	EMPLOY2	Num	8	EMPLOY2_4: [Home duties or not in the workforce] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.
<b>163</b>	EMPLOY2_5	EMPLOY2	Num	8	EMPLOY2_5: [Student] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.
<b>164</b>	EMPLOY2_6	EMPLOY2	Num	8	EMPLOY2_6: [Retired] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.
<b>165</b>	STATE	N/A	Char	2	STATE: State of residence
<b>166</b>	CENSUS_REGION	N/A	Num	8	CENSUS_REGION: Census region

Variables #6 and #147 are collapsed or recoded from original data, making the coding frame of these variables different from the survey questionnaire.

Variables #148-149 are collapsed or recoded from original data, making the coding frame of these variables different from the survey questionnaire. These variables are derived from more than one question.

Variables #151-156, #158, and #165-166 are AmeriSpeak profile variables for AmeriSpeak sample and were collected in the survey for Dynata sample. These variables are collapsed or recoded to minimize the risk of disclosing respondent privacy.

## Details of Variables

- “.” Or space: logic skip, respondent is not applicable to a specific question
- 99: missing, survey non-respondent

<b>SURV_MODE: Survey interview mode (online or phone)</b>			
<b>SURV_MODE</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Phone interview</b>	14	39	1.04
<b>(2) Web Interview</b>	3750	3725	98.97
<b>Total</b>	3764	3764	100.00

<b>SURV_LANG: Survey Interview Language</b>			
<b>SURV_LANG</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) English</b>	3735	3687	97.96
<b>(2) Spanish</b>	29	77	2.04
<b>Total</b>	3764	3764	100.00

<b>Q6A: Of all the issues facing the country right now, what concerns you most?</b>			
<b>Q6A_CODE</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) COVID-19/Delta variant	1275	1100	29.23
(2) The economy	459	637	16.92
(3) Education	97	48	1.28
(4) Health care	137	147	3.91
(5) Crime/safety/violence	68	61	1.62
(6) Gun laws/gun control/Second Amendment	19	19	0.50
(7) Immigration	49	73	1.93
(8) Environment/climate change	217	233	6.20
(9) Equality/inequality	233	183	4.86
(10) War (Iraq, Afghanistan), threat of war	83	82	2.19
(11) Foreign policy	22	23	0.62
(12) Trump/Biden/leadership	130	180	4.78
(13) Terrorism/homeland security/national security	92	95	2.52
(14) Political climate	157	228	6.06
(15) Other issues	149	175	4.64
(16) Everything	47	56	1.48
(17) Nothing	137	95	2.53
(18) Abortion	36	38	1.00
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	357	291	7.72
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1A: [Your gender] How important is each of the following to your identity?</b>			
<b>Q1A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	349	531	14.11
(2) Not very important	404	604	16.05
(3) Somewhat important	923	987	26.22
(4) Very important	1035	904	24.02
(5) Extremely important	1038	723	19.22
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	15	14	0.38
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1B: [Your sexual orientation] How important is each of the following to your identity?</b>			
<b>Q1B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	429	648	17.21
(2) Not very important	528	719	19.10
(3) Somewhat important	909	940	24.97
(4) Very important	906	773	20.53
(5) Extremely important	976	674	17.91
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	10	0.28
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1C: [Your race or ethnicity] How important is each of the following to your identity?</b>			
<b>Q1C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	500	683	18.15
(2) Not very important	580	735	19.52
(3) Somewhat important	838	964	25.60
(4) Very important	858	756	20.08
(5) Extremely important	972	620	16.46
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	7	0.18
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1D: [Your age] How important is each of the following to your identity?</b>			
<b>Q1D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	290	462	12.27
(2) Not very important	567	889	23.63
(3) Somewhat important	1131	1269	33.72
(4) Very important	947	692	18.38
(5) Extremely important	814	437	11.61
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	15	15	0.40
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1E: [Being a parent] How important is each of the following to your identity?</b>			
<b>Q1E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	2986	2437	64.75
<b>(1) Not important at all</b>	11	24	0.65
<b>(2) Not very important</b>	18	23	0.62
<b>(3) Somewhat important</b>	78	169	4.48
<b>(4) Very important</b>	230	398	10.59
<b>(5) Extremely important</b>	437	709	18.82
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	4	3	0.08
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1F: [Your education] How important is each of the following to your identity?</b>			
<b>Q1F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	125	248	6.59
<b>(2) Not very important</b>	245	447	11.88
<b>(3) Somewhat important</b>	767	1132	30.07
<b>(4) Very important</b>	1189	1043	27.71
<b>(5) Extremely important</b>	1419	880	23.38
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	19	14	0.38
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1G: [Your job or profession] How important is each of the following to your identity?</b>			
<b>Q1G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	323	413	10.98
<b>(2) Not very important</b>	393	507	13.46
<b>(3) Somewhat important</b>	967	1160	30.82
<b>(4) Very important</b>	1123	1023	27.19
<b>(5) Extremely important</b>	942	649	17.25
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	16	12	0.31
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1H: [Your personality] How important is each of the following to your identity?</b>			
<b>Q1H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	96	193	5.13
<b>(2) Not very important</b>	105	142	3.76
<b>(3) Somewhat important</b>	584	821	21.81
<b>(4) Very important</b>	1403	1426	37.89
<b>(5) Extremely important</b>	1562	1177	31.27
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	14	5	0.14
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1I: [Your political views or party] How important is each of the following to your identity?</b>			
<b>Q1I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	438	545	14.48
<b>(2) Not very important</b>	643	751	19.95
<b>(3) Somewhat important</b>	1206	1364	36.25
<b>(4) Very important</b>	845	683	18.16
<b>(5) Extremely important</b>	622	402	10.69
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	10	18	0.48
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1J: [The social issues you care about] How important is each of the following to your identity?</b>			
<b>Q1J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	166	293	7.78
<b>(2) Not very important</b>	260	388	10.31
<b>(3) Somewhat important</b>	1036	1259	33.45
<b>(4) Very important</b>	1234	1120	29.74
<b>(5) Extremely important</b>	1056	701	18.62
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	12	4	0.10
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1K: [A talent or hobby such as sports, art, or music] How important is each of the following to your identity?</b>			
<b>Q1K</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	180	335	8.91
<b>(2) Not very important</b>	365	590	15.68
<b>(3) Somewhat important</b>	1010	1246	33.11
<b>(4) Very important</b>	1186	1011	26.85
<b>(5) Extremely important</b>	1010	575	15.29
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	13	6	0.16
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q1L: [Who or what you are a fan of] How important is each of the following to your identity?</b>			
<b>Q1L</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	337	557	14.80
<b>(2) Not very important</b>	602	872	23.17
<b>(3) Somewhat important</b>	1158	1297	34.46
<b>(4) Very important</b>	897	619	16.45
<b>(5) Extremely important</b>	752	408	10.83
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	18	11	0.30
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q51A: [Being successful in a career] How important are each of the following to you personally?</b>			
<b>Q51A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	99	168	4.46
<b>(2) Not very important</b>	186	301	8.00
<b>(3) Somewhat important</b>	756	1102	29.28
<b>(4) Very important</b>	1245	1260	33.48
<b>(5) Extremely important</b>	1465	924	24.54
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	13	9	0.23
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q51B: [Having fun] How important are each of the following to you personally?</b>			
<b>Q51B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	63	121	3.23
(2) Not very important	132	169	4.48
(3) Somewhat important	754	1033	27.43
(4) Very important	1396	1427	37.91
(5) Extremely important	1403	1003	26.66
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	11	0.29
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q51C: [Having a family of your own] How important are each of the following to you personally?</b>			
<b>Q51C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	198	266	7.06
(2) Not very important	289	377	10.01
(3) Somewhat important	752	846	22.48
(4) Very important	1142	1146	30.43
(5) Extremely important	1371	1122	29.81
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	12	8	0.21
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q51D: [Having lots of close friends] How important are each of the following to you personally?</b>			
<b>Q51D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	260	429	11.41
(2) Not very important	597	918	24.39
(3) Somewhat important	1047	1221	32.43
(4) Very important	999	742	19.71
(5) Extremely important	842	435	11.56
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	19	19	0.51
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q51E: [Living a religious life] How important are each of the following to you personally?</b>			
<b>Q51E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	754	970	25.78
<b>(2) Not very important</b>	553	571	15.16
<b>(3) Somewhat important</b>	853	832	22.12
<b>(4) Very important</b>	791	743	19.73
<b>(5) Extremely important</b>	796	642	17.06
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	17	6	0.15
<b>Total</b>	3764	3764	100.00

<b>Q51F: [Being wealthy] How important are each of the following to you personally?</b>			
<b>Q51F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	226	383	10.18
<b>(2) Not very important</b>	633	863	22.92
<b>(3) Somewhat important</b>	1129	1307	34.72
<b>(4) Very important</b>	872	694	18.43
<b>(5) Extremely important</b>	888	504	13.40
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	16	13	0.34
<b>Total</b>	3764	3764	100.00

<b>Q51G: [Being financially secure] How important are each of the following to you personally?</b>			
<b>Q51G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	61	81	2.15
<b>(2) Not very important</b>	95	126	3.35
<b>(3) Somewhat important</b>	569	700	18.59
<b>(4) Very important</b>	1322	1342	35.66
<b>(5) Extremely important</b>	1700	1507	40.04
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	17	8	0.22
<b>Total</b>	3764	3764	100.00

<b>Q51H: [Making a difference in the world] How important are each of the following to you personally?</b>			
<b>Q51H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	110	180	4.79
(2) Not very important	254	362	9.62
(3) Somewhat important	972	1293	34.34
(4) Very important	1227	1142	30.34
(5) Extremely important	1186	777	20.63
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	15	10	0.28
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q51I: [Feeling like you belong] How important are each of the following to you personally?</b>			
<b>Q51I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	124	185	4.90
(2) Not very important	263	471	12.50
(3) Somewhat important	938	1207	32.06
(4) Very important	1266	1197	31.80
(5) Extremely important	1156	697	18.51
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	17	9	0.23
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q51J: [Buying a house] How important are each of the following to you personally?</b>			
<b>Q51J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	210	326	8.67
(2) Not very important	362	425	11.29
(3) Somewhat important	858	1034	27.48
(4) Very important	1181	1174	31.20
(5) Extremely important	1139	796	21.14
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	14	9	0.23
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q51K: [Retiring by age 65] How important are each of the following to you personally?</b>			
<b>Q51K</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	298	374	9.94
<b>(2) Not very important</b>	622	636	16.91
<b>(3) Somewhat important</b>	1093	1159	30.78
<b>(4) Very important</b>	923	906	24.07
<b>(5) Extremely important</b>	807	673	17.87
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	21	16	0.43
<b>Total</b>	3764	3764	100.00

<b>Q51L: [Education] How important are each of the following to you personally?</b>			
<b>Q51L</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	73	159	4.23
<b>(2) Not very important</b>	183	361	9.58
<b>(3) Somewhat important</b>	724	1007	26.75
<b>(4) Very important</b>	1256	1206	32.04
<b>(5) Extremely important</b>	1505	1013	26.92
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	23	18	0.48
<b>Total</b>	3764	3764	100.00

<b>Q8NEW: In general, how often do you experience stress in your daily life?</b>			
<b>Q8NEW</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Never</b>	140	112	2.98
<b>(2) Rarely</b>	709	581	15.44
<b>(3) Sometimes</b>	1699	1830	48.63
<b>(4) Frequently</b>	1209	1220	32.43
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	7	20	0.53
<b>Total</b>	3764	3764	100.00

<b>Q8A: [The fear of getting COVID-19] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?</b>			
<b>Q8A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major source</b>	1497	1104	29.34
<b>(2) Minor source</b>	1398	1533	40.72
<b>(3) Not a source</b>	859	1116	29.65
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	10	11	0.29
<b>Total</b>	3764	3764	100.00

<b>Q8B: [Discrimination you personally experience] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?</b>			
<b>Q8B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major source</b>	829	544	14.44
<b>(2) Minor source</b>	1347	1306	34.70
<b>(3) Not a source</b>	1575	1906	50.63
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	13	9	0.23
<b>Total</b>	3764	3764	100.00

<b>Q8C: [Uncertainty about how the COVID-19 pandemic will be in the fall] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?</b>			
<b>Q8C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major source</b>	1617	1304	34.65
<b>(2) Minor source</b>	1475	1604	42.60
<b>(3) Not a source</b>	662	850	22.58
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	10	6	0.17
<b>Total</b>	3764	3764	100.00

<b>Q8D: [My family or other personal relationships] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?</b>			
<b>Q8D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major source</b>	1471	1295	34.40
<b>(2) Minor source</b>	1561	1703	45.25
<b>(3) Not a source</b>	723	741	19.69
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	9	25	0.65
<b>Total</b>	3764	3764	100.00

<b>Q8E: [Social media] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?</b>			
<b>Q8E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major source</b>	832	518	13.77
<b>(2) Minor source</b>	1509	1413	37.53
<b>(3) Not a source</b>	1409	1823	48.42
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	14	10	0.28
<b>Total</b>	3764	3764	100.00

<b>Q8F: [Your personal finances/Your family's finances] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?</b>			
<b>Q8F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major source</b>	1431	1503	39.94
<b>(2) Minor source</b>	1465	1629	43.27
<b>(3) Not a source</b>	852	625	16.61
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	16	7	0.18
<b>Total</b>	3764	3764	100.00

<b>Q8G: [Your body image] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?</b>			
<b>Q8G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major source</b>	1197	889	23.61
<b>(2) Minor source</b>	1575	1724	45.79
<b>(3) Not a source</b>	979	1146	30.44
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	13	6	0.15
<b>Total</b>	3764	3764	100.00

<b>Q8H: [Environmental issues, such as climate change or forest fires] Would you say each of the following is a major source of stress, a minor source of stress, or not a source of stress at all?</b>			
<b>Q8H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major source</b>	1222	901	23.94
<b>(2) Minor source</b>	1593	1692	44.96
<b>(3) Not a source</b>	938	1167	30.99
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	11	4	0.11
<b>Total</b>	3764	3764	100.00

<b>Q81: Would you say that unplugging from technology -- meaning no access to computer, cell phone, or TV -- would make you feel...</b>			
<b>Q81</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) A lot more stressed</b>	666	426	11.32
<b>(2) A little more stressed</b>	896	726	19.29
<b>(3) No difference</b>	956	1187	31.54
<b>(4) A little less stressed</b>	790	873	23.20
<b>(5) A lot less stressed</b>	445	549	14.59
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	11	3	0.07
<b>Total</b>	3764	3764	100.00

<b>Q56A: [Your race] How much do you think each of the following will get in the way of achieving your goals for the future?</b>			
<b>Q56A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	543	303	8.05
(2) Quite a bit	540	331	8.79
(3) Somewhat	705	695	18.48
(4) Not too much	715	797	21.18
(5) Not at all	1246	1628	43.26
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	15	9	0.24
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q56B: [Your gender] How much do you think each of the following will get in the way of achieving your goals for the future?</b>			
<b>Q56B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	554	271	7.20
(2) Quite a bit	490	352	9.36
(3) Somewhat	753	735	19.54
(4) Not too much	754	869	23.09
(5) Not at all	1196	1528	40.59
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	17	8	0.22
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q56C: [Your education level] How much do you think each of the following will get in the way of achieving your goals for the future?</b>			
<b>Q56C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	840	464	12.33
(2) Quite a bit	680	478	12.71
(3) Somewhat	819	940	24.96
(4) Not too much	677	912	24.22
(5) Not at all	735	962	25.55
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	13	8	0.22
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q56D: [Your finances] How much do you think each of the following will get in the way of achieving your goals for the future?</b>			
<b>Q56D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	902	739	19.63
(2) Quite a bit	844	745	19.79
(3) Somewhat	1012	1238	32.90
(4) Not too much	596	658	17.47
(5) Not at all	397	368	9.79
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	13	16	0.42
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q56E: [Where you live] How much do you think each of the following will get in the way of achieving your goals for the future?</b>			
<b>Q56E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	655	422	11.21
(2) Quite a bit	658	545	14.48
(3) Somewhat	939	1059	28.13
(4) Not too much	763	884	23.48
(5) Not at all	733	840	22.32
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	14	0.38
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q56F: [The government] How much do you think each of the following will get in the way of achieving your goals for the future?</b>			
<b>Q56F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	709	635	16.87
(2) Quite a bit	763	617	16.41
(3) Somewhat	1032	1211	32.18
(4) Not too much	731	740	19.65
(5) Not at all	513	554	14.71
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	7	0.18
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q56G: [Your family] How much do you think each of the following will get in the way of achieving your goals for the future?</b>			
<b>Q56G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	685	418	11.11
(2) Quite a bit	560	485	12.88
(3) Somewhat	710	729	19.38
(4) Not too much	739	850	22.58
(5) Not at all	1055	1274	33.85
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	15	7	0.20
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q56H: [The COVID-19 pandemic] How much do you think each of the following will get in the way of achieving your goals for the future?</b>			
<b>Q56H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	821	588	15.63
(2) Quite a bit	862	756	20.07
(3) Somewhat	1092	1230	32.69
(4) Not too much	563	614	16.30
(5) Not at all	411	569	15.12
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	15	7	0.19
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7A: [Maintaining your mental health] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Much easier	420	231	6.14
(2) Somewhat easier	507	344	9.14
(3) Neither easier nor more difficult	1202	1370	36.41
(4) Somewhat more difficult	1011	1144	30.39
(5) Much more difficult	612	671	17.83
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	12	4	0.11
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7B: [Maintaining your physical health] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Much easier	434	258	6.86
(2) Somewhat easier	585	421	11.17
(3) Neither easier nor more difficult	1282	1515	40.25
(4) Somewhat more difficult	983	1125	29.89
(5) Much more difficult	467	425	11.30
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	13	20	0.53
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7C: [Having fun] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Much easier	440	262	6.95
(2) Somewhat easier	513	348	9.24
(3) Neither easier nor more difficult	913	1081	28.73
(4) Somewhat more difficult	1167	1314	34.90
(5) Much more difficult	712	737	19.58
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	19	22	0.59
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7D: [Maintaining good relationships with your family] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Much easier	550	299	7.94
(2) Somewhat easier	709	590	15.68
(3) Neither easier nor more difficult	1385	1677	44.56
(4) Somewhat more difficult	778	864	22.96
(5) Much more difficult	328	320	8.51
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	14	13	0.35
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7E: [Maintaining good relationships with your friends] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Much easier	426	253	6.73
(2) Somewhat easier	529	417	11.07
(3) Neither easier nor more difficult	1236	1537	40.84
(4) Somewhat more difficult	1073	1130	30.01
(5) Much more difficult	490	413	10.98
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	10	14	0.38
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7F: [Romantic relationships or dating] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Much easier	377	232	6.16
(2) Somewhat easier	486	348	9.26
(3) Neither easier nor more difficult	1520	1878	49.89
(4) Somewhat more difficult	794	756	20.09
(5) Much more difficult	574	537	14.27
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	13	13	0.34
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7G: [Maintaining your financial security] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Much easier	378	198	5.25
(2) Somewhat easier	544	489	12.99
(3) Neither easier nor more difficult	1527	1702	45.22
(4) Somewhat more difficult	836	857	22.78
(5) Much more difficult	467	508	13.50
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	12	10	0.26
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7H: [Personal growth] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Much easier	484	289	7.68
(2) Somewhat easier	698	535	14.22
(3) Neither easier nor more difficult	1319	1639	43.55
(4) Somewhat more difficult	904	937	24.89
(5) Much more difficult	342	354	9.41
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	17	10	0.26
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7I: [Pursuing passions or hobbies] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Much easier	488	290	7.70
(2) Somewhat easier	687	534	14.19
(3) Neither easier nor more difficult	1066	1407	37.37
(4) Somewhat more difficult	1046	1052	27.94
(5) Much more difficult	461	463	12.31
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	18	0.49
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7J: [Pursuing your career or educational goals] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Much easier	379	230	6.12
(2) Somewhat easier	515	353	9.39
(3) Neither easier nor more difficult	1362	1777	47.20
(4) Somewhat more difficult	1030	970	25.77
(5) Much more difficult	464	427	11.36
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	14	6	0.17
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q7K: [Practicing your religion or spirituality] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7K</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Much easier</b>	418	278	7.39
<b>(2) Somewhat easier</b>	490	339	8.99
<b>(3) Neither easier nor more difficult</b>	1956	2240	59.50
<b>(4) Somewhat more difficult</b>	602	630	16.74
<b>(5) Much more difficult</b>	275	257	6.83
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	23	21	0.55
<b>Total</b>	3764	3764	100.00

<b>Q7L: [Being happy] Would you say the COVID-19 pandemic has made each of the following easier, more difficult, or neither easier nor more difficult?</b>			
<b>Q7L</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Much easier</b>	432	236	6.26
<b>(2) Somewhat easier</b>	506	356	9.46
<b>(3) Neither easier nor more difficult</b>	1262	1530	40.64
<b>(4) Somewhat more difficult</b>	1066	1178	31.30
<b>(5) Much more difficult</b>	485	456	12.13
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	13	8	0.22
<b>Total</b>	3764	3764	100.00

<b>Q3: When thinking about the future of the United States, would you say that you feel...?</b>			
<b>Q3</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Generally optimistic</b>	2268	1757	46.69
<b>(2) Generally pessimistic</b>	1483	1992	52.93
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	13	14	0.38
<b>Total</b>	3764	3764	100.00

<b>ECON3: Compared to your parents when they were the age you are now, do you think your own standard of living now is better, worse, or about the same as theirs was?</b>			
<b>ECON3</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Much better</b>	1063	641	17.03
<b>(2) Somewhat better</b>	1192	1007	26.76
<b>(3) About the same</b>	831	969	25.75
<b>(4) Somewhat worse</b>	454	723	19.21
<b>(5) Much worse</b>	215	416	11.05
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	9	8	0.20
<b>Total</b>	3764	3764	100.00

<b>Q3NEW3: Would you say the world your generation is facing is better than most other generations have faced, worse than most other generations have faced, or about the same?</b>			
<b>Q3NEW3</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Much better</b>	587	239	6.36
<b>(2) Somewhat better</b>	911	580	15.40
<b>(3) About the same</b>	908	955	25.38
<b>(4) Somewhat worse</b>	908	1277	33.93
<b>(5) Much worse</b>	407	674	17.90
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	43	39	1.02
<b>Total</b>	3764	3764	100.00

<b>SYS2: These days, do you feel optimistic that Americans of different political views can still come together and work out their differences, or are you pessimistic that Americans can do that now?</b>			
<b>SYS2</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Optimistic</b>	2025	1477	39.23
<b>(2) Pessimistic</b>	1710	2253	59.86
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	29	34	0.91
<b>Total</b>	3764	3764	100.00

<b>Q7BNEW: How much can people like you affect what the government does?</b>			
<b>Q7BNEW</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) A great deal	563	200	5.31
(2) A lot	575	251	6.68
(3) A moderate amount	1083	1007	26.77
(4) A little	956	1412	37.51
(5) Not at all	575	877	23.31
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	12	16	0.43
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>MID12: Which statement comes closer to your views, even if neither is exactly right?</b>			
<b>MID12</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) My generation is feeling motivated to make positive changes in this country	2711	2311	61.40
(2) My generation isn't motivated to make positive changes in this country	1029	1420	37.72
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	24	33	0.88
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q3NEW2A: [Concerned about offending someone] When having a conversation about politics, how often would you say you are...</b>			
<b>Q3NEW2A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Always	602	397	10.53
(2) Often	851	640	16.99
(3) Sometimes	1196	1384	36.77
(4) Rarely	700	783	20.80
(5) Never	396	548	14.56
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	19	13	0.35
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q3NEW2B: [Offended by what someone else says] When having a conversation about politics, how often would you say you are...</b>			
<b>Q3NEW2B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Always</b>	361	179	4.76
<b>(2) Often</b>	576	396	10.52
<b>(3) Sometimes</b>	1262	1351	35.90
<b>(4) Rarely</b>	1037	1211	32.17
<b>(5) Never</b>	509	612	16.26
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	19	15	0.40
<b>Total</b>	3764	3764	100.00

<b>Q3NEW2C: [Interested in understanding the other side of an issue] When having a conversation about politics, how often would you say you are...</b>			
<b>Q3NEW2C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Always</b>	872	592	15.72
<b>(2) Often</b>	1173	1216	32.31
<b>(3) Sometimes</b>	1202	1370	36.40
<b>(4) Rarely</b>	307	332	8.83
<b>(5) Never</b>	186	240	6.39
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	24	13	0.34
<b>Total</b>	3764	3764	100.00

<b>Q4_1A: [Reducing funding for law enforcement agencies ] Do you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>Q4_1A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	663	475	12.62
<b>(2) Somewhat favor</b>	723	562	14.92
<b>(3) Neither favor nor oppose</b>	1063	1043	27.70
<b>(4) Somewhat oppose</b>	554	654	17.37
<b>(5) Strongly oppose</b>	748	1027	27.28
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	13	4	0.12
<b>Total</b>	3764	3764	100.00

<b>Q4_1B: [A universal basic income, where each citizen is guaranteed a payment from the government] Do you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>Q4_1B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Strongly favor	1047	826	21.95
(2) Somewhat favor	939	819	21.77
(3) Neither favor nor oppose	891	1007	26.76
(4) Somewhat oppose	396	463	12.31
(5) Strongly oppose	473	638	16.96
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	18	9	0.25
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_1C: [Reducing government regulation of business] Do you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>Q4_1C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Strongly favor	637	541	14.37
(2) Somewhat favor	862	789	20.95
(3) Neither favor nor oppose	1422	1557	41.37
(4) Somewhat oppose	514	541	14.36
(5) Strongly oppose	307	320	8.51
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	22	17	0.45
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_1D: [Requiring Americans to be vaccinated against COVID-19 to enter public places like stores or restaurants] Do you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>Q4_1D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Strongly favor	1219	1045	27.77
(2) Somewhat favor	780	690	18.34
(3) Neither favor nor oppose	750	773	20.53
(4) Somewhat oppose	346	353	9.39
(5) Strongly oppose	655	882	23.44
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	14	20	0.52
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_1E: [Requiring Americans to wear a mask in public places like stores or restaurants] Do you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>Q4_1E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Strongly favor	1454	1246	33.11
(2) Somewhat favor	810	760	20.20
(3) Neither favor nor oppose	735	840	22.32
(4) Somewhat oppose	339	382	10.16
(5) Strongly oppose	407	528	14.03
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	19	7	0.18
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_1F: [Prohibiting workplace discrimination on the basis of gender identity] Do you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>Q4_1F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Strongly favor	1658	1543	41.01
(2) Somewhat favor	782	672	17.84
(3) Neither favor nor oppose	821	1015	26.96
(4) Somewhat oppose	248	258	6.85
(5) Strongly oppose	226	254	6.74
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	29	22	0.59
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_1G: [Increasing security at the U.S.-Mexico border] Do you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>Q4_1G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Strongly favor	1026	958	25.44
(2) Somewhat favor	753	685	18.21
(3) Neither favor nor oppose	1171	1295	34.41
(4) Somewhat oppose	461	487	12.94
(5) Strongly oppose	335	323	8.58
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	18	16	0.42
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_1H: [A nationwide ban on the sale of AR-15 rifles and similar semiautomatic weapons] Do you favor, oppose, or neither favor nor oppose each of the following?</b>			
<b>Q4_1H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	1220	1058	28.10
<b>(2) Somewhat favor</b>	739	614	16.32
<b>(3) Neither favor nor oppose</b>	879	951	25.27
<b>(4) Somewhat oppose</b>	405	424	11.25
<b>(5) Strongly oppose</b>	504	704	18.71
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	17	13	0.35
<b>Total</b>	3764	3764	100.00

<b>Q4_2A: [A person choosing not to have children] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Completely acceptable</b>	1926	2046	54.36
<b>(2) Somewhat acceptable</b>	622	471	12.52
<b>(3) Neither acceptable nor unacceptable</b>	834	1010	26.83
<b>(4) Somewhat unacceptable</b>	228	144	3.82
<b>(5) Completely unacceptable</b>	136	83	2.21
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	18	10	0.26
<b>Total</b>	3764	3764	100.00

<b>Q4_2B: [A person choosing not to marry their partner] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Completely acceptable</b>	1555	1649	43.82
<b>(2) Somewhat acceptable</b>	699	501	13.31
<b>(3) Neither acceptable nor unacceptable</b>	994	1169	31.06
<b>(4) Somewhat unacceptable</b>	322	277	7.35
<b>(5) Completely unacceptable</b>	170	153	4.06
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	24	15	0.40
<b>Total</b>	3764	3764	100.00

<b>Q4_2C: [A person not identifying as either a man or a woman] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Completely acceptable	1260	1097	29.14
(2) Somewhat acceptable	605	467	12.41
(3) Neither acceptable nor unacceptable	967	1116	29.66
(4) Somewhat unacceptable	427	473	12.56
(5) Completely unacceptable	492	602	15.99
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	13	9	0.25
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_2D: [A person not believing in climate change] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Completely acceptable	711	677	17.98
(2) Somewhat acceptable	608	489	13.00
(3) Neither acceptable nor unacceptable	1045	1258	33.42
(4) Somewhat unacceptable	650	622	16.52
(5) Completely unacceptable	728	710	18.85
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	22	9	0.24
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_2E: [A movie or TV show about a same-sex relationship] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Completely acceptable	1531	1438	38.20
(2) Somewhat acceptable	664	532	14.13
(3) Neither acceptable nor unacceptable	862	1000	26.57
(4) Somewhat unacceptable	342	377	10.01
(5) Completely unacceptable	346	409	10.86
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	19	8	0.22
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_2F: [An all-white cast on a movie or TV show] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Completely acceptable	1127	1101	29.25
(2) Somewhat acceptable	777	597	15.87
(3) Neither acceptable nor unacceptable	1111	1346	35.76
(4) Somewhat unacceptable	460	453	12.04
(5) Completely unacceptable	272	248	6.58
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	17	19	0.50
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_2G: [An all-Black cast on a movie or TV show] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Completely acceptable	1536	1502	39.92
(2) Somewhat acceptable	715	608	16.14
(3) Neither acceptable nor unacceptable	1000	1173	31.15
(4) Somewhat unacceptable	317	307	8.16
(5) Completely unacceptable	179	162	4.30
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	17	13	0.34
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_2H: [Pulling old movies or TV episodes off the air because they are offensive] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Completely acceptable	699	428	11.36
(2) Somewhat acceptable	791	579	15.38
(3) Neither acceptable nor unacceptable	950	1061	28.20
(4) Somewhat unacceptable	617	675	17.94
(5) Completely unacceptable	683	1001	26.60
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	24	19	0.51
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_2I: [An all-white executive team] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Completely acceptable	1042	951	25.26
(2) Somewhat acceptable	696	585	15.55
(3) Neither acceptable nor unacceptable	1075	1279	33.98
(4) Somewhat unacceptable	505	519	13.78
(5) Completely unacceptable	427	419	11.14
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	19	11	0.28
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_2J: [An all-Black executive team] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Completely acceptable	1315	1260	33.47
(2) Somewhat acceptable	690	564	14.99
(3) Neither acceptable nor unacceptable	1073	1277	33.93
(4) Somewhat unacceptable	415	400	10.62
(5) Completely unacceptable	244	253	6.71
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	27	11	0.28
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_2K: [An all-male executive team] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2K</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Completely acceptable	1034	970	25.78
(2) Somewhat acceptable	701	593	15.75
(3) Neither acceptable nor unacceptable	1080	1205	32.03
(4) Somewhat unacceptable	531	592	15.74
(5) Completely unacceptable	390	384	10.21
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	28	19	0.50
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_2L: [An all-female executive team] Would you say each of the following is socially acceptable, socially unacceptable or neither acceptable nor unacceptable to you personally?</b>			
<b>Q4_2L</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Completely acceptable</b>	1381	1298	34.48
<b>(2) Somewhat acceptable</b>	754	628	16.70
<b>(3) Neither acceptable nor unacceptable</b>	1033	1307	34.72
<b>(4) Somewhat unacceptable</b>	374	342	9.09
<b>(5) Completely unacceptable</b>	199	171	4.54
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	23	18	0.48
<b>Total</b>	3764	3764	100.00

<b>Q4_3A: [Feminists] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?</b>			
<b>Q4_3A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Very positive</b>	880	622	16.53
<b>(2) Somewhat positive</b>	838	687	18.26
<b>(3) Neither positive nor negative</b>	1321	1534	40.77
<b>(4) Somewhat negative</b>	462	611	16.23
<b>(5) Very negative</b>	245	299	7.95
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	18	10	0.27
<b>Total</b>	3764	3764	100.00

<b>Q4_3B: [Republicans] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?</b>			
<b>Q4_3B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Very positive</b>	596	440	11.70
<b>(2) Somewhat positive</b>	658	539	14.33
<b>(3) Neither positive nor negative</b>	1340	1497	39.78
<b>(4) Somewhat negative</b>	632	685	18.21
<b>(5) Very negative</b>	514	582	15.46
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	24	20	0.52
<b>Total</b>	3764	3764	100.00

<b>Q4_3C: [Democrats] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?</b>			
<b>Q4_3C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very positive	938	570	15.15
(2) Somewhat positive	897	828	21.99
(3) Neither positive nor negative	1189	1383	36.75
(4) Somewhat negative	403	495	13.16
(5) Very negative	309	472	12.55
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	28	15	0.41
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_3D: [Political independents] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?</b>			
<b>Q4_3D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very positive	759	643	17.07
(2) Somewhat positive	941	797	21.18
(3) Neither positive nor negative	1723	2013	53.49
(4) Somewhat negative	225	226	6.02
(5) Very negative	88	65	1.73
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	28	19	0.51
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_3E: [Transgender people] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?</b>			
<b>Q4_3E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very positive	1097	876	23.27
(2) Somewhat positive	627	541	14.38
(3) Neither positive nor negative	1288	1530	40.64
(4) Somewhat negative	404	454	12.06
(5) Very negative	328	351	9.32
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	20	13	0.33
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_3F: [Gay or lesbian people] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?</b>			
<b>Q4_3F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Very positive</b>	1131	948	25.17
<b>(2) Somewhat positive</b>	662	587	15.60
<b>(3) Neither positive nor negative</b>	1310	1600	42.50
<b>(4) Somewhat negative</b>	346	333	8.85
<b>(5) Very negative</b>	301	284	7.55
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	14	12	0.31
<b>Total</b>	3764	3764	100.00

<b>Q4_3G: [People who <u>have</u> been vaccinated against COVID-19] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?</b>			
<b>Q4_3G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Very positive</b>	1394	1314	34.92
<b>(2) Somewhat positive</b>	788	715	18.99
<b>(3) Neither positive nor negative</b>	1163	1444	38.35
<b>(4) Somewhat negative</b>	268	188	4.99
<b>(5) Very negative</b>	133	94	2.50
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	18	9	0.25
<b>Total</b>	3764	3764	100.00

<b>Q4_3H: [People who <u>have not</u> been vaccinated against COVID-19] Would you say you have a positive, negative, or neither positive nor negative view of each of the following groups?</b>			
<b>Q4_3H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Very positive</b>	600	459	12.20
<b>(2) Somewhat positive</b>	497	366	9.73
<b>(3) Neither positive nor negative</b>	1335	1543	41.01
<b>(4) Somewhat negative</b>	742	763	20.27
<b>(5) Very negative</b>	570	619	16.44
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	20	13	0.36
<b>Total</b>	3764	3764	100.00

<b>Q4_5A: [Measles] Do you favor, oppose, or neither favor nor oppose requiring each of the following vaccines for students to attend public high schools?</b>			
<b>Q4_5A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Strongly favor	1784	1775	47.16
(2) Somewhat favor	767	658	17.49
(3) Neither favor nor oppose	798	866	23.00
(4) Somewhat oppose	199	193	5.13
(5) Strongly oppose	199	258	6.86
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	17	13	0.36
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_5B: [Chicken pox] Do you favor, oppose, or neither favor nor oppose requiring each of the following vaccines for students to attend public high schools?</b>			
<b>Q4_5B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Strongly favor	1701	1688	44.84
(2) Somewhat favor	771	613	16.27
(3) Neither favor nor oppose	856	965	25.64
(4) Somewhat oppose	192	182	4.82
(5) Strongly oppose	223	301	8.00
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	21	16	0.43
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_5C: [The flu] Do you favor, oppose, or neither favor nor oppose requiring each of the following vaccines for students to attend public high schools?</b>			
<b>Q4_5C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Strongly favor	1366	1113	29.57
(2) Somewhat favor	795	649	17.24
(3) Neither favor nor oppose	961	1145	30.41
(4) Somewhat oppose	293	352	9.35
(5) Strongly oppose	333	494	13.13
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	11	0.30
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_5D: [COVID-19] Do you favor, oppose, or neither favor nor oppose requiring each of the following vaccines for students to attend public high schools?</b>			
<b>Q4_5D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Strongly favor</b>	1582	1461	38.82
<b>(2) Somewhat favor</b>	666	520	13.80
<b>(3) Neither favor nor oppose</b>	749	818	21.74
<b>(4) Somewhat oppose</b>	281	336	8.93
<b>(5) Strongly oppose</b>	466	616	16.38
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	20	12	0.33
<b>Total</b>	3764	3764	100.00

<b>C17: How much responsibility do you think a company has to take a stand on important social and political issues?</b>			
<b>C17</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) A great deal</b>	1039	632	16.79
<b>(2) A lot</b>	1013	756	20.08
<b>(3) Some</b>	1103	1374	36.50
<b>(4) Not much</b>	283	402	10.68
<b>(5) None at all</b>	314	590	15.66
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	12	11	0.28
<b>Total</b>	3764	3764	100.00

<b>C21A: [It has a reputation for being authentic] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1899	1583	42.06
<b>(2) Minor reason</b>	1292	1428	37.94
<b>(3) Not a reason at all</b>	549	726	19.29
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	24	27	0.71
<b>Total</b>	3764	3764	100.00

<b>C21B: [It supports charitable causes you believe in] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1527	999	26.54
<b>(2) Minor reason</b>	1511	1713	45.51
<b>(3) Not a reason at all</b>	691	1012	26.90
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	35	40	1.05
<b>Total</b>	3764	3764	100.00

<b>C21C: [It has been around for a long time] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1337	1077	28.62
<b>(2) Minor reason</b>	1625	1778	47.22
<b>(3) Not a reason at all</b>	771	887	23.56
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	31	23	0.60
<b>Total</b>	3764	3764	100.00

<b>C21D: [It is popular or trendy] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1216	732	19.44
<b>(2) Minor reason</b>	1493	1467	38.97
<b>(3) Not a reason at all</b>	1022	1545	41.03
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	33	21	0.55
<b>Total</b>	3764	3764	100.00

<b>C21E: [It is environmentally conscious] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1698	1281	34.04
<b>(2) Minor reason</b>	1411	1597	42.43
<b>(3) Not a reason at all</b>	623	858	22.79
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	32	28	0.74
<b>Total</b>	3764	3764	100.00

<b>C21F: [It values diversity] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1574	1126	29.92
<b>(2) Minor reason</b>	1322	1369	36.38
<b>(3) Not a reason at all</b>	834	1245	33.06
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	34	24	0.63
<b>Total</b>	3764	3764	100.00

<b>C21G: [It shares your political beliefs] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1002	688	18.28
<b>(2) Minor reason</b>	1423	1344	35.71
<b>(3) Not a reason at all</b>	1315	1715	45.56
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	24	17	0.45
<b>Total</b>	3764	3764	100.00

<b>C21H: [It treats its employees fairly] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1906	1556	41.33
<b>(2) Minor reason</b>	1292	1399	37.18
<b>(3) Not a reason at all</b>	543	793	21.06
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	23	16	0.42
<b>Total</b>	3764	3764	100.00

<b>C21I: [It offers good value] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	2507	2519	66.91
<b>(2) Minor reason</b>	918	836	22.21
<b>(3) Not a reason at all</b>	309	391	10.38
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	30	18	0.49
<b>Total</b>	3764	3764	100.00

<b>C21J: [It gets involved in your local community] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1449	1050	27.90
<b>(2) Minor reason</b>	1497	1591	42.28
<b>(3) Not a reason at all</b>	785	1102	29.28
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	33	20	0.54
<b>Total</b>	3764	3764	100.00

<b>C21K: [It shares your values] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21K</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1555	1178	31.30
<b>(2) Minor reason</b>	1485	1577	41.89
<b>(3) Not a reason at all</b>	692	986	26.19
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	32	23	0.61
<b>Total</b>	3764	3764	100.00

<b>C21L: [Other people I know use the brand] Would you say each of the following is a major reason, a minor reason, or not a reason you choose to buy a specific brand?</b>			
<b>C21L</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Major reason</b>	1268	901	23.94
<b>(2) Minor reason</b>	1666	1744	46.33
<b>(3) Not a reason at all</b>	795	1095	29.10
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	35	24	0.63
<b>Total</b>	3764	3764	100.00

<b>Q5A: [The pay or salary] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?</b>			
<b>Q5A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	124	126	3.36
<b>(2) Not very important</b>	197	170	4.52
<b>(3) Somewhat important</b>	606	640	17.01
<b>(4) Very important</b>	1152	1070	28.43
<b>(5) Extremely important</b>	1664	1744	46.33
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	21	13	0.34
<b>Total</b>	3764	3764	100.00

<b>Q5B: [Benefits like vacation or sick leave] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?</b>			
<b>Q5B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	117	137	3.65
(2) Not very important	206	194	5.15
(3) Somewhat important	772	765	20.31
(4) Very important	1222	1175	31.21
(5) Extremely important	1430	1484	39.42
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	17	10	0.26
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5C: [Paid parental or family leave] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?</b>			
<b>Q5C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	214	336	8.93
(2) Not very important	334	376	9.99
(3) Somewhat important	969	1107	29.40
(4) Very important	1108	936	24.87
(5) Extremely important	1113	992	26.35
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	26	18	0.47
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5D: [A pension, retirement fund, a 401k or other retirement fund contributions] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?</b>			
<b>Q5D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	165	209	5.55
(2) Not very important	253	245	6.50
(3) Somewhat important	868	871	23.14
(4) Very important	1167	1144	30.40
(5) Extremely important	1294	1280	34.01
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	17	15	0.39
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5E: [Health insurance benefits] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?</b>			
<b>Q5E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	117	144	3.83
<b>(2) Not very important</b>	226	223	5.92
<b>(3) Somewhat important</b>	726	731	19.43
<b>(4) Very important</b>	1122	1093	29.03
<b>(5) Extremely important</b>	1554	1559	41.42
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	19	14	0.36
<b>Total</b>	3764	3764	100.00

<b>Q5F: [The option for working remotely or from home] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?</b>			
<b>Q5F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	278	366	9.72
<b>(2) Not very important</b>	537	540	14.35
<b>(3) Somewhat important</b>	1135	1242	33.00
<b>(4) Very important</b>	930	869	23.09
<b>(5) Extremely important</b>	865	731	19.43
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	19	15	0.40
<b>Total</b>	3764	3764	100.00

<b>Q5G: [Your employer has diverse leadership] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?</b>			
<b>Q5G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Not important at all</b>	283	435	11.55
<b>(2) Not very important</b>	413	593	15.75
<b>(3) Somewhat important</b>	1051	1252	33.25
<b>(4) Very important</b>	1022	904	24.02
<b>(5) Extremely important</b>	973	565	15.02
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	22	16	0.41
<b>Total</b>	3764	3764	100.00

<b>Q5H: [Opportunity to have strong mentors] Thinking about when you have finished your education and are looking for a job, how important are each of the following to you?/When you are looking for a new job, how important are each of the following to you?</b>			
<b>Q5H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	167	234	6.23
(2) Not very important	318	445	11.81
(3) Somewhat important	1063	1274	33.86
(4) Very important	1186	1077	28.62
(5) Extremely important	1008	718	19.08
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	22	15	0.40
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5_1A: [Has a strong diversity and inclusion policy] How important is it to you that your employer...</b>			
<b>Q5_1A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	220	372	9.89
(2) Not very important	326	463	12.31
(3) Somewhat important	943	1154	30.66
(4) Very important	1111	975	25.91
(5) Extremely important	1134	776	20.61
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	30	24	0.63
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5_1B: [Is committed to reducing their environmental impact] How important is it to you that your employer...</b>			
<b>Q5_1B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	190	285	7.56
(2) Not very important	387	574	15.24
(3) Somewhat important	1183	1371	36.43
(4) Very important	1048	913	24.25
(5) Extremely important	931	596	15.82
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	25	26	0.69
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5_1C: [Has similar ideals to you] How important is it to you that your employer...</b>			
<b>Q5_1C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	154	231	6.14
(2) Not very important	385	493	13.10
(3) Somewhat important	1216	1439	38.23
(4) Very important	1131	992	26.35
(5) Extremely important	853	594	15.79
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	25	15	0.39
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5_1D: [Has empathetic leadership] How important is it to you that your employer...</b>			
<b>Q5_1D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	106	135	3.58
(2) Not very important	213	269	7.14
(3) Somewhat important	973	1184	31.47
(4) Very important	1274	1202	31.93
(5) Extremely important	1169	956	25.40
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	29	18	0.47
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5_1E: [Provides training and development opportunities] How important is it to you that your employer...</b>			
<b>Q5_1E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	90	139	3.70
(2) Not very important	196	201	5.34
(3) Somewhat important	825	1008	26.78
(4) Very important	1276	1308	34.76
(5) Extremely important	1345	1088	28.90
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	32	19	0.52
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5_1F: [Supports a good work/life balance] How important is it to you that your employer...</b>			
<b>Q5_1F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	89	127	3.37
(2) Not very important	157	172	4.58
(3) Somewhat important	717	790	21.00
(4) Very important	1270	1212	32.19
(5) Extremely important	1502	1444	38.36
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	29	19	0.50
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5_1G: [Provides mental health support resources] How important is it to you that your employer...</b>			
<b>Q5_1G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	157	264	7.02
(2) Not very important	351	461	12.24
(3) Somewhat important	1023	1240	32.94
(4) Very important	1068	935	24.85
(5) Extremely important	1134	848	22.52
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	31	16	0.42
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q5_1H: [Has fun outings, events, or parties for staff] How important is it to you that your employer...</b>			
<b>Q5_1H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Not important at all	332	535	14.21
(2) Not very important	605	819	21.75
(3) Somewhat important	1165	1373	36.48
(4) Very important	877	588	15.63
(5) Extremely important	759	430	11.43
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	26	19	0.50
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_4A: [Institute a fully remote workplace] Do you think it would be good, bad, or neither good nor bad for <u>companies in the U.S.</u> to do each of the following?</b>			
<b>Q4_4A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very good	812	720	19.12
(2) Somewhat good	924	798	21.21
(3) Neither good nor bad	1318	1610	42.79
(4) Somewhat bad	508	470	12.49
(5) Very bad	177	149	3.96
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	25	17	0.44
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_4B: [Institute a hybrid work model with some days in the office and some days at home] Do you think it would be good, bad, or neither good nor bad for <u>companies in the U.S.</u> to do each of the following?</b>			
<b>Q4_4B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very good	1104	998	26.51
(2) Somewhat good	1164	1125	29.89
(3) Neither good nor bad	1069	1308	34.76
(4) Somewhat bad	272	216	5.74
(5) Very bad	134	99	2.64
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	21	17	0.45
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_4C: [Require employees to work in the office 5 days a week] Do you think it would be good, bad, or neither good nor bad for <u>companies in the U.S.</u> to do each of the following?</b>			
<b>Q4_4C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very good	581	368	9.78
(2) Somewhat good	689	525	13.96
(3) Neither good nor bad	1510	1856	49.32
(4) Somewhat bad	651	665	17.66
(5) Very bad	312	333	8.84
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	21	17	0.45
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>Q4_4D: [Provide employees with paid days off for mental health] Do you think it would be good, bad, or neither good nor bad for <u>companies in the U.S.</u> to do each of the following?</b>			
<b>Q4_4D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Very good</b>	1574	1436	38.14
<b>(2) Somewhat good</b>	1021	1047	27.82
<b>(3) Neither good nor bad</b>	760	909	24.16
<b>(4) Somewhat bad</b>	240	226	6.00
<b>(5) Very bad</b>	142	122	3.25
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	27	24	0.64
<b>Total</b>	3764	3764	100.00

<b>Q30_1: [I've volunteered for a social or community organization] Which of the following is true for you over the past 12 months?</b>			
<b>Q30_1</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	2983	3140	83.41
<b>(1) Yes</b>	781	624	16.59
<b>Total</b>	3764	3764	100.00

<b>Q30_2: [I've donated money to a social cause] Which of the following is true for you over the past 12 months?</b>			
<b>Q30_2</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	2929	2926	77.73
<b>(1) Yes</b>	835	838	22.27
<b>Total</b>	3764	3764	100.00

<b>Q30_3: [I've donated other non-monetary resources to a social cause] Which of the following is true for you over the past 12 months?</b>			
<b>Q30_3</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	3175	3223	85.64
<b>(1) Yes</b>	589	541	14.36
<b>Total</b>	3764	3764	100.00

<b>Q30_4: [I've voted in an election] Which of the following is true for you over the past 12 months?</b>			
<b>Q30_4</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	1392	329	8.73
<b>(0) No</b>	1412	1759	46.73
<b>(1) Yes</b>	960	1676	44.54
<b>Total</b>	3764	3764	100.00

<b>Q30_5: [I've participated in a protest or demonstration] Which of the following is true for you over the past 12 months?</b>			
<b>Q30_5</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	3378	3494	92.83
<b>(1) Yes</b>	386	270	7.17
<b>Total</b>	3764	3764	100.00

<b>Q30_6: [I've signed a petition] Which of the following is true for you over the past 12 months?</b>			
<b>Q30_6</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	2846	2774	73.70
<b>(1) Yes</b>	918	990	26.30
<b>Total</b>	3764	3764	100.00

<b>Q30_7: [I've posted or reposted something on social media in support of a social cause] Which of the following is true for you over the past 12 months?</b>			
<b>Q30_7</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	2522	2692	71.52
<b>(1) Yes</b>	1242	1072	28.48
<b>Total</b>	3764	3764	100.00

<b>Q30_8: [I have educated myself on a social cause] Which of the following is true for you over the past 12 months?</b>			
<b>Q30_8</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	2276	2296	61.00
<b>(1) Yes</b>	1488	1468	39.00
<b>Total</b>	3764	3764	100.00

<b>Q30_9: [I've been civically engaged in other ways ] Which of the following is true for you over the past 12 months?</b>			
<b>Q30_9</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	3347	3351	89.02
<b>(1) Yes</b>	417	413	10.98
<b>Total</b>	3764	3764	100.00

<b>Q30_10: [None of these] Which of the following is true for you over the past 12 months?</b>			
<b>Q30_10</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	2934	2924	77.68
<b>(1) Yes</b>	830	840	22.32
<b>Total</b>	3764	3764	100.00

<b>QMEDIA: In a typical week, about how many hours do you spend watching TV or video content?</b>			
<b>QMEDIA</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(1) Less than 5 hours</b>	512	733	19.48
<b>(2) 5 to 10 hours</b>	892	900	23.92
<b>(3) 11 to 20 hours</b>	1208	1061	28.20
<b>(4) 21 to 30 hours</b>	712	611	16.22
<b>(5) 31 or more hours</b>	418	434	11.53
<b>(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)</b>	22	24	0.65
<b>Total</b>	3764	3764	100.00

<b>PARENT: Are you the parent or guardian of any children under the age of 18?</b>			
<b>PARENT</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	2116	669	17.77
<b>(1) Yes</b>	778	1327	35.25
<b>(2) No</b>	863	1765	46.89
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	7	4	0.09
<b>Total</b>	3764	3764	100.00

<b>KIDS_R: How many children do you have under the age of 18?</b>			
<b>KIDS_R</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	2986	2437	64.75
(1) 1	357	574	15.25
(2) 2	296	509	13.53
(3) 3	85	155	4.11
(4) 4	21	52	1.39
(5) 5+	8	26	0.70
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	11	11	0.28
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?</b>			
<b>POLITICS</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(-1) Unknown	13	8	0.20
(1) Strong Democrat	1042	742	19.72
(2) Not so strong Democrat	572	537	14.27
(3) Lean Democrat	370	357	9.47
(4) Don't Lean/Independent/None	785	872	23.18
(5) Lean Republican	274	342	9.08
(6) Not so strong Republican	282	400	10.62
(7) Strong Republican	426	506	13.45
<b>Total</b>	<b>3764</b>	<b>3,764</b>	<b>100.00</b>

<b>IDEO: Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?</b>			
<b>IDEO</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Very liberal	689	523	13.90
(2) Somewhat liberal	451	453	12.03
(3) Moderate	1834	1815	48.21
(4) Somewhat conservative	397	535	14.22
(5) Very conservative	337	383	10.19
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	56	55	1.46
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>URBAN: How would you describe the community you live in now?</b>			
<b>URBAN</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Urban	1685	1238	32.89
(2) Suburban	1453	1793	47.63
(3) Rural	587	705	18.73
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	39	28	0.75
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>MARITAL: Marital status</b>			
<b>MARITAL</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	1658	409	10.86
(1) Married	791	1468	38.99
(2) Widowed	20	43	1.14
(3) Divorced	71	261	6.94
(4) Separated	40	78	2.06
(5) Never married	942	1209	32.11
(6) Living with partner	242	297	7.90
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>AGEGRP: Age</b>			
<b>AGEGRP</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) 13 to 17	1658	409	10.86
(2) 18 to 29	1176	1039	27.61
(3) 30 to 39	456	945	25.09
(4) 40 to 56	474	1371	36.44
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>GENERATION: Generation</b>			
<b>GENERATION</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Gen Z, age 13-24	2683	1005	26.70
(2) Millennials, age 25-40	668	1485	39.44
(3) Gen X, age 41-56	413	1274	33.85
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>EDUCATION: Educational attainment if age 18+</b>			
<b>EDUCATION</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Less than a high school diploma	1773	698	18.54
(2) High school graduate or equivalent	521	881	23.41
(3) Some college	696	952	25.28
(4) College graduate or above	774	1233	32.77
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>EDUCATION: Parents' highest education if age 13-17</b>			
<b>P_EDUCATION</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	2594	3516	93.41
(1) Less than a high school diploma	40	19	0.51
(2) High school graduate or equivalent	105	47	1.26
(3) Some college	188	57	1.53
(4) College graduate or above	837	124	3.30
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>RACETH: Race/ethnicity</b>			
<b>RACETH</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) White	2356	2208	58.66
(2) Black or African American	404	466	12.37
(3) Hispanic	590	701	18.63
(4) Other	414	389	10.33
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>GENDER: Gender</b>			
<b>GENDER</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
(1) Male	1860	1862	49.48
(2) Female	1859	1852	49.20
(3) Non-Binary	31	36	0.96
(99) Prefer not to answer	14	14	0.37
<b>Total</b>	<b>3764</b>	<b>3764</b>	<b>100.00</b>

<b>HHINCOME: Household income</b>			
<b>HHINCOME</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	1170	248	6.59
<b>(1) Under \$10,000</b>	250	304	8.08
<b>(2) \$10,000 to under \$20,000</b>	226	283	7.53
<b>(3) \$20,000 to under \$30,000</b>	308	434	11.52
<b>(4) \$30,000 to under \$40,000</b>	243	333	8.85
<b>(5) \$40,000 to under \$50,000</b>	165	250	6.65
<b>(6) \$50,000 to under \$75,000</b>	386	570	15.14
<b>(7) \$75,000 to under \$100,000</b>	330	489	12.98
<b>(8) \$100,000 to under \$150,000</b>	418	536	14.24
<b>(9) \$150,000 or more</b>	268	317	8.41
<b>Total</b>	3764	3764	100.00

<b>EMPLOY2_1: [Working full-time] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.</b>			
<b>EMPLOY2_1</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	2519	1797	47.75
<b>(1) Yes</b>	1245	1967	52.25
<b>Total</b>	3764	3764	100.00

<b>EMPLOY2_2: [Working part-time] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.</b>			
<b>EMPLOY2_2</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	3344	3297	87.60
<b>(1) Yes</b>	420	467	12.40
<b>Total</b>	3764	3764	100.00

<b>EMPLOY2_3: [Looking for work] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.</b>			
<b>EMPLOY2_3</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	3496	3399	90.31
<b>(1) Yes</b>	268	365	9.69
<b>Total</b>	3764	3764	100.00

<b>EMPLOY2_4: [Home duties or not in the workforce] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.</b>			
<b>EMPLOY2_4</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	3535	3352	89.06
<b>(1) Yes</b>	229	412	10.94
<b>Total</b>	3764	3764	100.00

<b>EMPLOY2_5: [Student] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.</b>			
<b>EMPLOY2_5</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	1821	3122	82.94
<b>(1) Yes</b>	1943	642	17.06
<b>Total</b>	3764	3764	100.00

<b>EMPLOY2_6: [Retired] What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.</b>			
<b>EMPLOY2_6</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
<b>(0) No</b>	3719	3614	96.02
<b>(1) Yes</b>	45	150	3.98
<b>Total</b>	3764	3764	100.00

<b>STATE: State of residence</b>			
<b>STATE</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
	1170	248	6.59
<b>AK. Alaska</b>	6	9	0.23
<b>AL. Alabama</b>	47	65	1.73
<b>AR. Arkansas</b>	27	33	0.86
<b>AZ. Arizona</b>	50	54	1.44
<b>CA. California</b>	270	422	11.21
<b>CO. Colorado</b>	42	82	2.17
<b>CT. Connecticut</b>	17	20	0.52
<b>DC. District of Columbia</b>	6	3	0.08
<b>DE. Delaware</b>	12	11	0.28
<b>FL. Florida</b>	213	228	6.05
<b>GA. Georgia</b>	119	154	4.09
<b>HI. Hawaii</b>	8	14	0.38
<b>IA. Iowa</b>	20	19	0.50

<b>ID. Idaho</b>	26	38	1.02
<b>IL. Illinois</b>	135	169	4.49
<b>IN. Indiana</b>	45	69	1.82
<b>KS. Kansas</b>	19	23	0.62
<b>KY. Kentucky</b>	57	77	2.04
<b>LA. Louisiana</b>	44	47	1.25
<b>MA. Massachusetts</b>	38	84	2.23
<b>MD. Maryland</b>	36	29	0.78
<b>ME. Maine</b>	8	12	0.32
<b>MI. Michigan</b>	76	73	1.95
<b>MN. Minnesota</b>	46	69	1.84
<b>MO. Missouri</b>	62	73	1.94
<b>MS. Mississippi</b>	22	21	0.56
<b>MT. Montana</b>	10	18	0.47
<b>NC. North Carolina</b>	90	146	3.88
<b>ND. North Dakota</b>	6	12	0.32
<b>NE. Nebraska</b>	24	34	0.91
<b>NH. New Hampshire</b>	5	5	0.14
<b>NJ. New Jersey</b>	43	69	1.82
<b>NM. New Mexico</b>	13	22	0.59
<b>NU</b>	1	0	0.00
<b>NV. Nevada</b>	22	39	1.03
<b>NY. New York</b>	139	203	5.40
<b>OH. Ohio</b>	104	97	2.58
<b>OK. Oklahoma</b>	36	27	0.72
<b>OR. Oregon</b>	11	23	0.62
<b>PA. Pennsylvania</b>	89	156	4.15
<b>RI. Rhode Island</b>	5	5	0.13
<b>SC. South Carolina</b>	42	71	1.90
<b>SD. South Dakota</b>	12	30	0.80
<b>TN. Tennessee</b>	53	55	1.47
<b>TX. Texas</b>	196	277	7.36
<b>UT. Utah</b>	34	49	1.31
<b>VA. Virginia</b>	65	93	2.47
<b>VT. Vermont</b>	3	12	0.33
<b>WA. Washington</b>	49	74	1.97
<b>WI. Wisconsin</b>	69	67	1.78
<b>WV. West Virginia</b>	18	28	0.75
<b>WY. Wyoming</b>	4	4	0.10
<b>Total</b>	3764	3764	100.00

<b>CENSUS_REGION: Census region</b>			
<b>CENSUS_REGION</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Weighted Percent</b>
.	1171	248	6.59
<b>(1) Northeast</b>	347	566	15.05
<b>(2) Midwest</b>	618	736	19.56
<b>(3) South</b>	1083	1365	36.26
<b>(4) West</b>	545	848	22.53
<b>Total</b>	3764	3764	100.00

# Map of Census Regions

