

Appendix B: Topline Data Report

This appendix provides the complete question wording and topline results for data included in this report.

* = less than 0.5 percent. Items in all grid questions were presented in random order. Phrases shown in parentheses were rotated.

This survey is about the way people think about society, groups, values and public policy issues. We appreciate your time in answering our questions.

1. Please record your opinion about each item in the grid.

Summary Table—3/10/14		More positive			Less positive			
		NET	Is as good as it can be	Needs minor improvt.	NET	Needs major improvt.	Needs to be completely redesigned	No op.
a.	The criminal justice system in this country	31	4	27	69	50	19	*
b.	The public education system in this country	24	3	22	76	57	19	0
c.	The U.S. economic system	25	3	22	75	56	19	*
d.	The U.S. political system	19	3	16	81	52	29	*

2/2a. Thinking about the criminal justice system, in general do you think society would be better served by (stricter punishment for people convicted of crimes) or (greater effort to rehabilitate people convicted of crimes)? Do you feel strongly or somewhat that society is better served by [SELECTED ITEM]?

Punishment			Rehabilitation			No opinion
NET	Strongly	Somewhat	NET	Somewhat	Strongly	
54	37	17	46	23	23	*

3/3a. On another subject, which of these is more important to you: (maintaining traditional ways of doing things) or (trying new ways of doing things)? Do you feel strongly or somewhat that [SELECTED ITEM] is more important?

Traditional ways			New ways			
NET	Strongly	Somewhat	NET	Somewhat	Strongly	No opinion
29	13	16	71	39	32	*

4. Which of these is more important to you: (following traditional morality) or (developing your own moral standards)? Do you feel strongly or somewhat that [SELECTED ITEM] is more important?

Traditional morality			Own standards			
NET	Strongly	Somewhat	NET	Somewhat	Strongly	No opinion
47	30	17	52	19	33	*

5. Would you say American society offers equal opportunities for all groups, most groups, a good number of groups, just some groups or only a few groups?

More groups				Fewer groups			
NET	All	Most	A good number	NET	Just some	Only a few	No opinion
37	14	22	24	39	27	13	0

6. Each of the following items may be important. Please rank them, using a '1' for the item that is most important to you, a '2' for the second most important item, and so forth through '5'.

	1st	2nd	3rd	4th	5th	No opinion
a. Having compassion for people who are suffering	17	28	23	17	14	*
b. Treating everyone equally	27	22	21	16	14	*
c. Being loyal to your country	14	14	17	25	30	*
d. Showing respect for authority	6	14	16	30	33	*
e. Acting in an honorable way	35	22	22	12	9	*

7. Do you think (society functions better when there are some groups at the top and others at the bottom) or (society functions better when all groups have an equal chance in life)? Do you feel strongly or somewhat that [SELECTED ITEM]?

Groups at top/bottom			Equal chance			
NET	Strongly	Somewhat	NET	Somewhat	Strongly	No opinion
15	5	10	85	28	57	*

8. In this country, how often do you think the best person in an organization rises to the top?

More often			Less often				
NET	Almost always	Often	Sometimes	NET	Rarely	Almost never	No opinion
23	4	20	59	18	15	3	0

9. If one group has more opportunities in society than other groups, do you feel that’s entirely acceptable, mostly acceptable, somewhat acceptable, not so acceptable or not at all acceptable?

More acceptable				Less acceptable			
NET	Entirely	Mostly	Somewhat	NET	Not so	Not at all	No opinion
10	2	8	27	63	40	23	*

10. Political correctness aside, what do you think of the idea that some groups of people are smarter than other groups? Do you think this is definitely true, probably true, probably not true or definitely not true?

True			Not true			
NET	Definitely	Probably	NET	Probably	Definitely	No opinion
57	16	41	43	24	19	*

11. Do you think unequal treatment that disadvantages the groups listed below is a very serious problem in U.S. society, a somewhat serious problem, not so serious a problem or not a problem at all?

	More serious			Less serious			
	NET	Very	Somewhat	NET	Not so	Not at all	No opinion
a. Poor people	75	35	40	25	17	8	*
b. Latinos	52	16	36	48	34	14	*
c. Women	52	17	35	48	32	15	*
d. Undocumented immigrants	59	30	29	41	21	19	*
e. Gays and lesbians	55	21	34	45	28	17	*
f. Black men	57	21	36	43	29	14	*
g. Black women	55	20	35	44	31	14	*
h. Asian Americans	34	9	25	66	44	22	*
i. Native Americans	56	22	34	44	30	14	*
j. Whites	28	9	19	72	38	34	*
k. People who have served a prison sentence	60	19	41	40	29	11	*

12. To the extent that each of these groups experiences inequality today, why do you think that is: entirely because of their own behavior, mostly because of their own behavior, equally because of their own behavior and conditions in society, mostly because of conditions in society or entirely because of conditions in society?

	Own behavior				Social conditions			
	NET	Entirely	Mostly	Both equally	NET	Mostly	Entirely	No opin.
a. Poor people	15	4	10	35	50	33	17	*
b. Latinos	20	7	13	36	43	32	11	*
c. Women	13	5	7	30	57	40	16	1
d. Undocumented immigrants	36	21	15	28	36	22	14	*
e. Gays and lesbians	25	13	12	26	48	29	19	*
f. Black men	27	10	17	35	37	27	10	1
g. Black women	20	8	13	34	46	34	12	1
h. Asian Americans	19	6	13	36	44	34	10	1
i. Native Americans	13	5	9	29	57	39	18	*
j. Whites	28	11	17	34	37	23	13	1
k. People who have served a prison sentence	49	23	26	30	21	14	8	*

13. How often, if ever, have you personally felt that you were being treated unfairly because of your [ITEM]?

	More often			Less often			No opinion
	NET	Often	Sometimes	NET	Rarely	Never	
a. Race or ethnicity	31	9	22	69	24	45	0
b. Gender	32	7	25	68	25	43	*
c. Financial situation or economic class	39	10	29	61	28	34	*
d. Sexual orientation	11	3	8	89	13	75	0
e. Religious beliefs	19	5	14	81	25	56	*
f. Accent or level of fluency in English	15	4	11	85	15	70	*

14. To what extent, if at all, do you think people in these groups experience discrimination when trying to buy or rent a home or apartment?

	More discrimination				Less discrimination			
	NET	Great deal	Substantial amount	Just some	NET	Not so much	Not at all	No opin.
a. Women	16	5	11	33	51	34	17	*
b. Muslims	47	15	31	31	22	13	8	*
c. Single parents	23	7	17	38	39	27	12	*
d. Latinos	33	8	25	38	29	19	10	*
e. Blacks	38	13	25	37	25	16	9	*
f. Asian Americans	15	3	11	34	51	34	17	*
g. Native Americans	26	6	19	36	39	26	12	*
h. Undocumented immigrants	64	29	35	20	16	9	7	*
i. Gay and lesbian couples	40	12	28	31	29	19	10	*
j. People with disabilities	36	10	25	39	25	18	8	*
k. People who have served a prison sentence	70	31	39	20	10	5	4	*

15. Now thinking about the things that most define you personally, how important would you say each of the following is to who you are and how you think about yourself? Is it an essential part of who you are, a very important part of who you are, a somewhat important part of who you are, a not so important part of who you are or not at all an important part of who you are?

	More important				Less important			
	NET	Essential	Very	Somewhat	NET	Not so	Not at all	No opinion
a. Your race	46	25	22	26	28	16	12	*
b. Your ethnicity	44	23	21	26	29	16	13	*
c. Your national origin	47	24	23	25	28	16	13	*
d. Your gender	57	33	24	23	21	9	11	*
e. Your sexual orientation	44	25	19	23	33	15	17	*
f. Your financial situation or economic class	38	14	24	36	26	17	9	*
g. Your religious beliefs	50	30	20	22	28	13	15	*
h. Your political or ideological beliefs	37	15	22	33	31	19	12	*
i. Being a parent	56	34	22	14	29	6	23	*

16. (IF SELECTED TWO OR MORE ITEMS AS “ESSENTIAL” IN Q15) Among the items you selected as an essential part of who you are [IF SELECTED BEING A PARENT: excluding being a parent], which one would you say is the single most important?

Your race	11
Your ethnicity	8
Your national origin	8
Your gender	19
Your sexual orientation	4
Your financial situation or economic class	8
Your religious beliefs	36
Your political or ideological beliefs	7

17. Compared with other groups in this country, do you feel that the group you identify with most strongly has things much better, somewhat better, about the same, somewhat worse or much worse?

Better				Worse			
NET	Much	Somewhat	About the same	NET	Somewhat	Much	No opinion
41	12	29	44	15	11	4	*

18. What comes closer to your view: (each person is responsible for his or her own prosperity) or (the prosperity of each person is linked to the prosperity of all people)? Do you feel strongly or somewhat that [SELECTED ITEM]?

Responsible for own			Linked to others'			
NET	Strongly	Somewhat	NET	Somewhat	Strongly	No opinion
67	42	25	32	19	14	*

19. Economically, would you describe yourself as poor, lower-income but not poor, lower-middle income, middle income, upper middle income or better off than that?

Lower income					Upper income			
NET	Poor	Lower income	Lower middle	Middle income	NET	Upper middle	Better off than that	No opinion
48	7	18	22	38	14	12	2	*

20. To what extent do you feel that you personally have the ability to help change things for the better on issues that are important to you? Do you think you can have a great deal of impact, a good amount of impact, some impact, a little impact or no impact?

More impact				Less impact			
NET	Great deal	Good amount	Some	NET	A little	No impact	No opinion
24	6	18	37	39	28	11	*

21. How much do you feel that each group below has the ability to help change things for the better on issues that are important to them? Do you feel that these groups can have a great deal of ability to change things, a good amount of ability to change things, some ability to change things, a little ability to change things or no ability to change things?

	More ability				Less ability			
	NET	Great deal	Good amount	Some ability	NET	A little	No ability	No op.
a. Poor people	29	12	17	34	37	29	8	*
b. Black people	53	20	34	33	13	9	4	*
c. Women	61	24	37	29	9	7	3	*
d. Undocumented immigrants	25	11	13	26	49	31	18	*
e. Gays and lesbians	47	17	30	34	18	12	6	*

22. Say you were invited to take some action in support of an effort to improve opportunities for each of the groups listed below. For each group, how likely would you be to get involved, if at all? (If you already do any of these, just check that box.)

	More likely			Less Likely			Already do this	No opin.
	NET	Very	Somewhat	NET	Not so	Not at all		
a. Poor people	59	18	40	34	19	15	7	1
b. Latinos	39	9	30	58	30	28	2	1
c. Women	58	20	37	37	21	17	5	*
d. Undocumented immigrants	29	8	22	69	28	41	2	*
e. Gays and lesbians	34	9	25	62	25	37	3	*
f. Black men	38	10	28	59	30	29	3	1
g. Black women	43	11	31	54	27	27	3	*
h. Asian Americans	34	7	27	64	33	31	2	1
i. Native Americans	45	11	34	52	29	23	2	*
j. Whites	43	12	31	53	24	29	3	1
k. People who have served a prison sentence	29	6	24	68	34	34	2	1

23. Thinking now about issues instead of groups, say you were invited to take some action in support of efforts focused on each of the following issues. For each issue, how likely would you be to get involved, if at all? (If you already do any of these, just check that box.)

	Likely			Unlikely			Already do this	No op.
	NET	Very	Smwt	NET	Not so	Not at all		
a. Seeking fair treatment for minorities in the criminal justice system	46	16	31	52	29	23	2	*
b. Providing a path to citizenship for undocumented immigrants living in the U.S. today	39	13	27	60	28	32	1	*
c. Securing the U.S. border with Mexico	45	20	25	54	28	26	1	*
d. Reducing poverty in the United States	67	26	41	30	18	12	3	*
e. Encouraging equal opportunities for all groups	64	24	40	33	18	15	3	*

24. (IF VERY/SOMEWHAT LIKELY OR ALREADY DOING THIS FOR ANY GROUP IN Q22 OR ISSUE IN Q23) In taking action on behalf of any of the groups or issues we’ve mentioned, how likely are you to do each of the following items, if at all? (If you already do any of these, just check that box.)

	More likely			Less likely			Already do this	No op.
	NET	Very	Smwt	NET	Not so	Not at all		
a. Contact an elected official	46	11	34	48	29	18	7	*
b. Volunteer with community or political organizations	46	10	36	46	28	19	8	*
c. Take part in a protest, march, or demonstration	28	6	23	69	36	32	3	*
d. Write or post something online or in print to persuade or motivate others	36	9	27	58	32	26	5	*
e. Donate money	46	9	37	43	26	17	11	*
f. Sign a written or online petition	63	21	41	29	17	12	8	*
g. Boycott products or vendors because of their practices and policies	53	16	38	40	24	17	6	*
h. Talk with people you know about your views	67	21	46	24	15	8	9	*
i. Participate in creative or artistic projects that bring attention to the issue	37	9	28	61	34	26	2	*

25. Not counting any work-related activities, in the last 12 months have you had a meal with a friend who is a member of any of the following groups, or not?

	Yes				No	Don't know	No opin.
	NET	Often	Sometimes	Rarely			
a. Black	61	17	25	18	39	NA	*
b. White	85	52	24	9	15	"	*
c. Latino	54	15	23	15	46	"	*
d. Poor, as far as you know	58	15	26	18	32	10	0
e. Gay or lesbian, as far as you know	49	12	22	15	42	9	*
f. An undocumented immigrant as far as you know	19	4	7	7	66	15	0
g. Asian American	43	11	17	15	57	NA	*

26. Should each of these government programs be expanded, kept the same as it is now, or cut back?

	Expanded	Kept the same	Cut back	No opinion
a. Making interest payments on mortgages tax-deductible	43	46	10	1
b. Offering tax breaks to encourage developers to build more affordable housing	42	44	13	1

27. Do you feel that government programs that try to reduce discrimination are working very well, somewhat well, not so well or not well at all?

NET	Well		Less well			No opinion
	Very	Somewhat	NET	Not so	Not at all	
41	4	37	59	43	16	*

28. Do you think laws designed to prevent discrimination in housing are too weak, about right or too strong?

Too weak	About right	Too strong	No opinion
31	59	9	1

29. Thinking now about efforts to reduce poverty: What priority, if any, do you personally think each of these items should receive in attempts to reduce poverty in the United States—very high priority, high priority, moderate priority, low priority or not a priority?

	High				Low/none			
	NET	Very	High	Moderate	NET	Low	Not	No op.
a. Increasing the minimum wage	52	28	24	27	21	12	9	*
b. Improving public education	77	45	32	17	6	3	2	*
c. Expanding gov't-funded job-training programs	45	18	28	36	19	12	7	*
d. Cutting business taxes in an effort to encourage job creation	43	18	25	34	22	16	7	*
e. Increasing spending on highways, bridges, and other public works projects in an effort to encourage job creation	44	17	27	39	16	12	5	*
f. Avoiding cutbacks in Social Security	65	38	28	24	10	6	4	*
g. Holding down interest rates on student loans	62	30	32	27	10	7	4	*

30. For each program listed below, should federal funding be increased, kept the same, or decreased?

	Increased	Kept the same	Decreased	No opinion
a. Unemployment benefits	28	53	18	*
b. School lunch programs for low-income students	44	48	8	*
c. Food stamps for low-income families	31	47	22	*
d. College loans for low-income students	47	43	10	*

31. Alternative sentencing programs for people who have been convicted of a non-violent offense can include probation, treatment, counseling and payment of damages instead of jail time. Do you think the use of these programs should be increased, kept about the same, or decreased?

Increased	Kept about the same	Decreased	No opinion
48	43	9	*

32. Thinking about employment opportunities for people who have served a prison sentence, would you support or oppose the following?

	Support	Oppose	No opinion
a. Increased spending on job training and job placement programs for people who have served a prison sentence	67	33	1
b. Tax incentives for employers to hire people who have served a prison sentence	55	44	1
c. Laws restricting discrimination in hiring against people who have served a prison sentence	56	43	1

33/34. Do you think it should be legal or illegal to possess [ITEM] for personal use?

	Legal	Illegal	No opinion
a. Marijuana	52	47	1
b. Cocaine	8	92	*

33a/34a. (FOR EACH, IF ILLEGAL, Q33/Q34) Please check any items that should be considered as a penalty for people convicted of possessing [ITEM] for personal use. (MULTIPLE RESPONSE)

	Marijuana	Cocaine
Prison sentence	27	53
Fine	75	69
Drug treatment	58	73
Community service	66	56
Probation	46	47
No opinion	*	*

35. On another subject, how do you feel about police officers stopping and searching people solely because of their race or ethnicity? Do you think (this should be permitted), (individual officers who do this should be retrained) or (policies and system-wide training programs should be put in place to prevent this)?

	Should be permitted	NET	Officers should be retrained	System-wide training should be enacted	No opinion
Should not be permitted	13	86	23	63	*

36. Do you support or oppose a path to citizenship for undocumented immigrants now living in the United States?

Support	Oppose	No opinion
56	43	1

37. (IF OPPOSE) What if undocumented immigrants were first required to pay a fine, pay back taxes, learn English and pass background checks—in that case would you support or oppose a path to citizenship for undocumented immigrants now living in the United States?

Support	Oppose	No opinion
63	37	0

36/37 NET:

NET	At first	If conditions are met	Oppose	No opinion
83	56	27	16	1

38/39. Generally speaking, do you think of yourself as a Republican, Democrat, independent, or another party? If Democrat/Republican, would you call yourself a strong [Democrat/Republican] or a not very strong [Democrat/Republican]?

Republican NET	25
Strong	13
Less strong	11
Democrat NET	35
Strong	21
Less strong	14
Independent NET	22
Other	1
No preference	17

40. In general, do you think of yourself as extremely liberal, liberal, slightly liberal, moderate, middle of the road, slightly conservative, conservative or extremely conservative?

Liberal NET	32
Extremely	4
Liberal	18
Slightly	10
Moderate	35
Conservative NET	33
Extremely	11
Liberal	18
Slightly	4

41. Do you consider yourself to be heterosexual or straight, gay, lesbian, bisexual or other (please specify)?

Heterosexual	Not Heterosexual				
	NET	Gay	Lesbian	Bisexual	Other
94	6	2	1	2	1

42/43. Do you actively participate in any of the following types of organizations or groups?

	Yes	No
Service club or fraternal organization	4	96
Veterans group	4	96
Religious group	20	80
Senior citizen's center or group	5	95
Women's group	5	95
Issue-oriented political organization	2	98
Non-partisan civic organization	3	97
School club or association	8	92
Hobby, sports team, or youth group	14	86
Neighborhood association or community group	9	91
Group representing racial/ethnic interests	2	98

44. People may be involved in their communities in many different ways. In the past 12 months, have you...

	Yes	No
Attended a PTA/school group meeting	12	88
Attended a community group meeting	14	86
Donated blood	13	87
Given money to a charity	48	52
Worked for a charity or your church	24	76

45. People may also be involved in civic and political activities. In the past 12 months, have you...

	Yes	No
Attended a political protest or rally	4	96
Contacted a government official	14	86
Volunteered or worked for a presidential campaign	2	98
Volunteered or worked for another political candidate, issue, or cause	3	97
Given money to a presidential campaign	8	92
Given money to another political candidate, issue, or cause	7	93
Worked with others in your community to solve a problem	8	92
Served on a community board	3	97
Written a "letter to the editor"	3	97
Commented about politics on a message board or internet site	9	91
Held a publicly elected office	1	99

46. Do you actively participate in any of the following political movements?

	Yes	No
Tea Party Movement	3	97
Environmental Rights Movement	2	98
Women’s Rights Movement	2	98
Racial Equality Movement	1	99
Right to Life Movement	3	97
Peace/Anti-War Movement	2	98
Lesbian, Gay, Bisexual and Transgender Rights Movement	3	97
Occupy Movement	1	99

47. How often do you get information about politics from each of the following sources—every day, three times a week or more, almost every week, one to three times a month, less than once a month or never?

	More than 1/wk			1/wk or less				Never
	NET	Daily	3+/wk	NET	Wkly	1-3/mo	<1/mo	
a. Radio	34	20	14	43	16	13	15	23
b. Internet news sites	33	21	12	40	16	11	13	26
c. Print newspapers	30	19	10	46	17	12	16	25
d. Television	56	38	18	35	17	11	8	9
e. Magazines	8	3	5	55	12	18	25	37
f. Internet blogs	10	5	4	31	8	9	14	60
g. Social media websites	17	9	8	34	12	10	13	49