

**2015 HOOSIER SURVEY
PRINCETON SURVEY RESEARCH ASSOCIATES INTERNATIONAL FOR
BALL STATE UNIVERSITY**

N= 600 Indiana adults age 18 or older

Landline – 360
Cell Phone – 240

Regional Targets for LL sample completes (geo from SSI sample):

Northern IN	120 LL
Central IN	155 LL
Southern IN	85 LL

Interviewing dates: October 8-13, 2015

Pretest: October 6, 2015

Language: English only

Field House: PDS

PSRA Job# 35021

LANDLINE INTRODUCTION

Hello, my name is _____ and I'm calling on behalf of Ball State University to talk with Indiana residents about issues important to the state. It's very important that we include your household.

[READ IF NECESSARY: This survey is for research purposes ONLY. We won't ask you for money or try to sell you anything.]

May I please speak with the YOUNGEST **[RANDOMIZE RESPONDENT SELECTION (DO NOT RANDOMIZE BY FORM):** (MALE/FEMALE)], age 18 or older, who is now at home? **[IF NO MALE/FEMALE, ASK:** May I please speak with the YOUNGEST (FEMALE/MALE), age 18 or older, who is now at home?]

[Repeat introduction if respondent did not answer the telephone.]

GO TO CONTACT

CELL PHONE INTRODUCTION

Hello, I am _____ calling on behalf of Ball State University to talk with Indiana residents about issues important to the state. I know I am calling you on a cell phone. This is not a sales call.

[IF R SAYS DRIVING/UNABLE TO TAKE CALL: Thank you. We will try you another time...]

[IF NECESSARY: The survey usually takes about 20 minutes or less.]

VOICEMAIL MESSAGE [LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL]: I am calling on behalf of Ball State University. We are conducting a short survey of Indiana residents. This is NOT a sales call. We will try to call you again.

CELL PHONE SAMPLE SCREENING INTERVIEW

S1. Are you under 18 years old, OR are you 18 or older?

- 1 Under 18
- 2 18 or older
- 9 Don't know/Refused

IF S1=2, CONTINUE WITH CONTACT

IF S1=1, THANK AND TERMINATE – RECORD AS AGE INELIGIBLE: This survey is limited to adults age 18 and over. I won't take any more of your time...

IF S1=9, THANK AND TERMINATE – RECORD AS SCREENING REFUSAL: This survey is limited to adults age 18 and over. I won't take any more of your time...

CONTACT. We're working on an important statewide survey of Indiana residents. This is a confidential survey. Your answers will only be used for research purposes. Your cooperation is very important to the success of this study.

[READ TO ALL CELL PHONE RESPONDENTS (SAMPLE=2):

If you are now driving a car or doing any activity requiring your full attention, I need to call you back later.]

[TO LANDLINE AND CELL PHONE RESPONDENTS] Will you please help us in this study?

[IF NEEDED – LENGTH]: The survey usually takes about 20 minutes or less. Can we please begin now and finish later?

[IF NEEDED – HESITANT]: (IF APPLICABLE) I'm not selling anything. This study is designed to understand the opinions of Indiana residents on important issues. Your input is very important to the success of the study and we would really appreciate your participation. If this isn't a good time, I'd be happy to call back whenever is most convenient for you. When would be a good time? (SCHEDULE CALLBACK)

[IF NEEDED – NOT A GOOD TIME]: Your input is very important to us. I'd be happy to call back whenever is most convenient for you. When would be a good time?

[IF NEEDED – SURVEY TOPICS]: We'd like to ask some questions about your attitudes and opinions on important issues facing the state of Indiana. If you'll let me start, you can see what the questions are like.

[IF NEEDED – HOW SELECTED]: Your telephone number was randomly selected. Your input is very important to the success of the study.

IF YES – GO TO S2

IF NO – THANK AND TERMINATE – RECORD AS SCREENING REFUSAL: I won't take any more of your time...

INTERVIEWER: If R says it is not a good time, try to arrange a time to call back. Offer the toll-free call-in number they can use to complete the survey before ending the conversation.

SCREENING INTERVIEW (LANDLINE AND CELL SAMPLES):

S2. I need to confirm that you CURRENTLY live in the state of Indiana. Is that correct?

- 1 Yes, current Indiana resident
- 2 No, live elsewhere
- 9 Don't know/Refused

IF S2=1 GO TO MAIN INTERVIEW

IF S2=2, THANK AND TERMINATE – RECORD AS 'NOT AN INDIANA RESIDENT':

This survey is limited to current Indiana residents. I won't take any more of your time...

IF S2=9, THANK AND TERMINATE – RECORD AS SCREENING REFUSAL: This survey is limited to current Indiana residents. I won't take any more of your time...

An asterisk () indicates a question asked in the Hoosier Poll.*

MAIN INTERVIEW

SEX. Record Respondent's sex [DO NOT ASK]

1	Male	48.3
2	Female	51.7

1. All in all, do you think things in Indiana are generally headed in the right direction, or do you think that things are off on the wrong track?

1	Right Direction	51.4
2	Wrong Direction	36.7
3	Mixed (VOL.)	5.1
4	Unsure (VOL.)	4.7
9	Refused (VOL.)	2.1

*2. Next...overall, do you approve or disapprove of the job Mike Pence is doing as Governor? **[IF DK ENTER AS DK. IF DEPENDS, PROBE ONCE WITH: Overall, do you approve or disapprove of the job Mike Pence is doing as Governor? IF STILL DEPENDS ENTER AS DK.]**

1	Approve	46.6
2	Disapprove	35.4
3	Never heard of (VOL.)	2.2
9	Don't know/Refused (VOL.)	15.8

*3. Overall, do you approve or disapprove of the job the Indiana General Assembly is doing? **[IF DK ENTER AS DK. IF DEPENDS, PROBE ONCE WITH: Overall, do you approve or disapprove of the job the Indiana General Assembly is doing? IF STILL DEPENDS ENTER AS DK.]**

1	Approve	44.6
2	Disapprove	33.2
3	Never heard of (VOL.)	3.3
9	Don't know/Refused (VOL.)	18.9

*4. Next, I'm going to ask you some questions about priorities for the state of Indiana. Please tell me if you think each of the following should be a TOP priority for the state, important but not a top priority, not too important, or not at all important. (First,/Next,) what about...**[INSERT ITEMS; RANDOMIZE]**?

READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Should this be a TOP priority for the state, important but not a top priority, not too important, or not at all important?

	Top	INT	NTI	NAA
a. Bringing more jobs to the state	69.9	25.9	2.2	1.1
b. Improving public transportation	25.7	44.8	20.5	6.9
c. Protecting the environment	50.3	38	7.6	3.1
d. Reducing illegal immigration	36.2	30.1	20	11.3
e. Improving local schools	67.6	26.1	3.5	1.6
f. Improving highways and roads	48	40.4	9.3	.8
g. Improving public safety and reducing crime	68.8	23.9	5.3	1.4

CATEGORIES

- 1 Top priority
- 2 Important but not a top priority
- 3 Not too important
- 4 Not at all important
- 9 Don't know/Refused (VOL.)

5. How satisfied are you with the record of the Indiana state government in attracting good paying jobs into the state... **[READ 1-4]:**

1	Very satisfied	8.5
2	Somewhat satisfied	48.8
3	Not too satisfied, OR	24.3
4	Not at all satisfied?	13.2
9	(DO NOT READ) Don't know/Refused	5.2

6. Do you feel you are financially better off, worse off, or about the same as you were four years ago?

1	Better off	28
2	Worse off	26.1
3	About the same	44.8
9	Don't know/Refused (VOL.)	1.1

7. As you may know, the minimum wage in Indiana has remained at \$7.25 an hour since 2009. Some state legislators are proposing an increase to \$10.10 an hour, while opponents argue that the increase might result in fewer jobs. Would you favor or oppose an increase in the minimum wage to \$10.10 an hour?

1	Favor	63.9
2	Oppose	32.4
9	Don't know/Refused (VOL.)	3.7

READ TO ALL: Thinking about other issues facing Indiana...

8. As you may recall, earlier this year the state faced criticism for its handling of the Religious Freedom Restoration Act, which allows those with religious objections to withhold services from gay, lesbian, bisexual, and transgender clients. How closely did you follow news surrounding this controversy? **[READ]**

1	Very closely	36.2
2	Somewhat closely	34.9
3	Not too closely or	16.2
4	Not at all closely	12.2
9	(DO NOT READ) Don't know/Refused	.4

9. Who do you think was most responsible for negative national publicity surrounding the Religious Freedom Restoration Act? **[READ AND RANDOMIZE]**

1	Governor Pence	18.5
2	The General Assembly [or]	6.8
3	The media	64.2
4	(DO NOT READ) Someone else (SPECIFY)	
5	(DO NOT READ) All equally responsible	
9	(DO NOT READ) Don't know/Refused	

10. If a business provides wedding services, such as food catering or flower arrangements, should that business **[READ AND RANDOMIZE]**

1	Be allowed to refuse those services to same-sex couples for religious reasons [OR]	42.5
2	Be required to provide those services to same-sex couples as it would to all other customers	51.8
9	(DO NOT READ) Don't know/Refused	5.7

NO QUESTION 11

12. Would you favor or oppose an amendment to the Civil Rights Act in Indiana that would PROHIBIT discrimination based on sexual orientation and gender identity?

1	Favor	56.4
2	Oppose	35.8
9	Don't know/Refused (VOL.)	7.8

READ: Changing topics...

13. As you may know, Indiana has recently had problems maintaining roads and bridges, including having to shut down Interstate 65 North due to an unsafe bridge. In order to improve highway and bridge safety, which of the following revenue sources would you MOST favor? **[READ AND RANDOMIZE]**

1	Increasing the gas tax	14.3
2	Increasing funding from the annual state budget	44.8
3	Increasing tolls and user fees [OR]	18
4	Adding a mileage tax that charges a fee to motorists based upon the number of miles they drive	6.8
5	(DO NOT READ) Something else (SPECIFY)	
6	(DO NOT READ) None of these	
9	(DO NOT READ) Don't know/Refused	

*14. In general, how satisfied are you with the local public schools in your area? Are you... **[READ 1-4] [IF RESPONDENT VOLUNTEERS THEY HAVE NO CHILDREN: We'd like your opinion even if you don't personally have any children in school...]**

1	Very satisfied	26.2
2	Somewhat satisfied	41.3
3	Not too satisfied, OR	14.2
4	Not at all satisfied?	11.7
9	(DO NOT READ) Don't know/Refused	6.5

15. In your opinion, is there too much emphasis on standardized testing in the public schools in your community, not enough emphasis on testing, or about the right amount?

1	Too much emphasis	49.9
2	Not enough emphasis	11.7
3	About the right amount	31.7
9	Don't know/Refused (VOL.)	6.7

16. Please tell me how important you think each of the following is for improving public schools in your community. First, **[INSERT ITEM; RANDOMIZE]**. Is this very important, somewhat important, not too important, or not at all important when it comes to improving public schools in your community? How about, **[ITEM][IF NECESSARY: is this very important, somewhat important, not too important, or not at all important when it comes to improving public schools in your community?]**

		V	SW	NT	NA
a.	Quality of teachers	90.8	7	1.5	.3
b.	Expectations for what children should learn	68.2	26	2.1	1.3
c.	Effectiveness of principals	61.6	27.8	6.1	2.2
d.	How much money the schools have to spend	51.6	33.9	8.7	1.8
e.	Using tests to measure what students have learned	38.3	41	13.2	5.9
f.	Parental involvement	82.1	12.7	2.8	1.4

CATEGORIES

1	Very Important
2	Somewhat Important
3	Not too important
4	Not at all important
9	Don't know/Refused (VOL.)

17. As you may know, the Pence Administration recently increased public funding for vouchers that can be used by parents to send their children to the school of their choice, including private and charter schools. Do you support the use of vouchers in this way or would you prefer the money go directly to local public schools instead?

1	Support use of vouchers for private and charter schools	39.1
2	Would prefer the money go directly to local public schools	58
9	Don't know/Refused (VOL.)	

18. As you may know, Governor Mike Pence has temporarily allowed certain counties in the state to establish needle exchange programs to combat the spread of HIV/AIDS from intravenous **[PRONOUNCED: intra-VEE-nus]** drug use. Would you favor or oppose expanding these needle exchange programs to ALL counties in Indiana?

1	Favor	68.9
2	Oppose	24.7
9	Don't know/Refused (VOL.)	

19. In dealing with drug policy, should government focus more on (prosecuting) people who use illegal drugs such as heroin and cocaine, or do you think it should focus more on (providing treatment for) people who use these types of drugs? **[ROTATE ITEMS IN PARENTHESIS]**

1	Prosecuting	26
2	Providing treatment for	63.3
3	Both equally (VOL.)	7.1
9	Don't know/Refused (VOL.)	

- Q.20 Please tell me if you would favor or oppose the following proposals about gun policy. First, **[INSERT ITEM; RANDOMIZE]**? What about **[NEXT ITEM]**? **[IF NECESSARY: Would you favor or oppose [ITEM]?**

		Favor	Oppose
a.	Laws to prevent people with mental illness from purchasing guns	83.3	14.7
b.	Making private gun sales and sales at gun shows subject to background checks	83.3	15.9
c.	A ban on assault style weapons	51.3	44.4
d.	Creating a federal government database to track all gun sales	69.2	29.2

RESPONSE CATEGORIES:

1	Favor
2	Oppose
9	Don't know/Refused (VOL.)

READ: Changing topics...

21. If the 2016 election for governor were being held TODAY and you had to choose between **[READ AND RANDOMIZE]** who would you vote for?

1	Mike Pence, the Republican incumbent [OR]	41.6
2	John Gregg, the Democrat challenger	37.2
3	(DO NOT READ) Other candidate	3.5
9	(DO NOT READ) Don't know/Refused (VOL.)	17.8

RANDOMIZE Q22 AND Q23

22. I'm going to read you a list of Republican candidates for U.S. Senate from Indiana. Not everyone will have heard of them. For each one that I name, please tell me whether or not you have heard of this person. First, **[INSERT NAME; RANDOMIZE NAMES]**, have you heard of **[REPEAT NAME]** or not?

[ASK IF HAVE HEARD: How much of a chance is there that you would vote for **(REPEAT NAME)** if (he/she) is a candidate for U.S. Senate in 2016 — is there a good chance, some chance, or no chance?]

Have you heard of **[INSERT NEXT NAME]** or not? **[ASK IF HAVE HEARD:** Is there a good chance, some chance, or no chance that you would vote for **(REPEAT NAME)** for Senate?]

[INTERVIEWER CAN ACCEPT VOLUNTEERED RESPONSE “good chance/some chance/no chance” BEFORE FINISHING READING ENTIRE LIST, IF RESPONDENT HAS BEEN READ FULL LIST AT LEAST TWICE] {Modified Pew August 2011 trend}

	H/G	H/S	H/N	H/DK	NH	DK
a. Eric Holcomb	5.5	8.3	9.6	5.8	67	3.7
b. Marlin Stutzman	7.7	7.9	8.3	5.7	66.6	3.7
c. Todd Young	6.8	10.8	11.9	6.5	59.8	4.1

CATEGORIES:

- 1 Have heard / Good chance
- 2 Have heard / Some chance
- 3 Have heard / No chance
- 4 Have heard / Don't know if would vote for **(VOL.)**
- 5 Have not heard of
- 9 Don't know/Refused **(VOL.)**

RANDOMIZE Q22 AND Q23

23. I'm going to read you a list of Democratic candidates for U.S. Senate from Indiana. Not everyone will have heard of them. For each one that I name, please tell me whether or not you have heard of this person. First, **[INSERT NAME; RANDOMIZE NAMES]**, have you heard of **[REPEAT NAME]** or not?

[ASK IF HAVE HEARD: How much of a chance is there that you would vote for **(REPEAT NAME)** if (he/she) is a candidate for U.S. Senate in 2016 — is there a good chance, some chance, or no chance?]

Have you heard of **[INSERT NEXT NAME]** or not? **[ASK IF HAVE HEARD:** Is there a good chance, some chance, or no chance that you would vote for **(REPEAT NAME)** for Senate?]

[INTERVIEWER CAN ACCEPT VOLUNTEERED RESPONSE “good chance/some chance/no chance” BEFORE FINISHING READING ENTIRE LIST, IF RESPONDENT HAS BEEN READ FULL LIST AT LEAST TWICE] {Modified Pew August 2011 trend}

	H/G	H/S	H/N	H/DK	NH	DK
a. Baron Hill	10.6	14	13.7	6.7	52.2	2.8
b. John Dickerson	4.4	11.4	8.4	6.5	66	3.2

CATEGORIES:

- 1 Have heard / Good chance
- 2 Have heard / Some chance
- 3 Have heard / No chance
- 4 Have heard / Don't know if would vote for **(VOL.)**
- 5 Have not heard of
- 9 Don't know/Refused **(VOL.)**

RANDOMIZE Q24 AND Q25

24. Next, I'm going to read you a list of Republican presidential candidates. Not everyone will have heard of them. For each one that I name, please tell me whether or not you have heard of this person. First, **[INSERT NAME; RANDOMIZE NAMES]**, have you heard of **[REPEAT NAME]** or not?

[ASK IF HAVE HEARD: How much of a chance is there that you would vote for **(REPEAT NAME)** if (he/she) is a candidate for president in 2016 — is there a good chance, some chance, or no chance?]

Have you heard of **[INSERT NEXT NAME]** or not? **[ASK IF HAVE HEARD:** Is there a good chance, some chance, or no chance that you would vote for **(REPEAT NAME)** for president?]

[INTERVIEWER CAN ACCEPT VOLUNTEERED RESPONSE “good chance/some chance/no chance” BEFORE FINISHING READING ENTIRE LIST, IF RESPONDENT HAS BEEN READ FULL LIST AT LEAST TWICE] {Modified Pew August 2011 trend}

	H/G	H/S	H/N	H/DK	NH	DK
a. Jeb Bush	9.8	26.9	50	2.1	9.6	1.6
b. Marco Rubio	11.9	22.5	30.1	4.7	28	2.7
c. Donald Trump	23.1	16.8	56.5	1.1	1.7	.7
d. Ben Carson	21.4	24.4	24	2.5	25.5	2.3
e. Ted Cruz	12.1	16.6	36.2	3.2	30	1.9
f. Rand Paul	9.9	21.8	40	2.1	23.1	3.1
g. John Kasich	5.1	15.3	21.1	3.9	51.9	2.7
h. Carly Fiorina	11.7	19.1	25.7	2.3	39.4	1.8

CATEGORIES:

- 1 Have heard / Good chance
- 2 Have heard / Some chance
- 3 Have heard / No chance
- 4 Have heard / Don't know if would vote for (VOL.)
- 5 Have not heard of
- 9 Don't know/Refused (VOL.)

RANDOMIZE Q24 AND Q25

25. Next, I'm going to read you a list of Democratic presidential candidates. Not everyone will have heard of them. For each one that I name, please tell me whether or not you have heard of this person. First, **[INSERT NAME; RANDOMIZE NAMES]**, have you heard of **[REPEAT NAME]** or not?

[ASK IF HAVE HEARD: How much of a chance is there that you would vote for **(REPEAT NAME)** if (he/she) is a candidate for president in 2016 — is there a good chance, some chance, or no chance?]

Have you heard of **[INSERT NEXT NAME]** or not? **[ASK IF HAVE HEARD:** Is there a good chance, some chance, or no chance that you would vote for **(REPEAT NAME)** for president?]

[INTERVIEWER CAN ACCEPT VOLUNTEERED RESPONSE “good chance/some chance/no chance” BEFORE FINISHING READING ENTIRE LIST, IF RESPONDENT HAS BEEN READ FULL LIST AT LEAST TWICE] {Modified Pew August 2011 trend}

	H/G	H/S	H/N	H/DK	NH	DK
a. Hillary Clinton	21.9	21.4	54.1	1.1	.8	.7
b. Joe Biden	18.5	28.3	44.3	1.4	6.4	1
c. Bernie Sanders	18.6	18.3	33.3	1.9	25.5	2.5
d. Martin O'Malley	3	7.6	19.9	2.3	64.4	2.8

CATEGORIES:

- 1 Have heard / Good chance
- 2 Have heard / Some chance
- 3 Have heard / No chance
- 4 Have heard / Don't know if would vote for (VOL.)
- 5 Have not heard of
- 9 Don't know/Refused (VOL.)

DEMOGRAPHICS

READ TO ALL: I have one last set of questions to help us better understand the people who took part in our survey.

ASK IF LANDLINE SAMPLE

- L1. Now thinking about your telephone use... Do you have a working cell phone?
- 1 Yes, have cell phone
 - 2 No, do not
 - 9 Don't know/Refused (VOL.)

ASK IF DO NOT PERSONALLY HAVE CELL PHONE/DK (L1=2-9)

- L1a. Does anyone else in your household have a working cell phone?
- 1 Yes, someone in household has cell phone
 - 2 No
 - 9 Don't know/Refused (VOL.)

ASK IF CELL PHONE SAMPLE

- C1. Now thinking about your telephone use... Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?
- 1 Yes, has a home telephone
 - 2 No, no home telephone
 - 9 Don't know/Refused (VOL.)

ASK ALL

HH1. How many adults, age 18 and over, currently live in your household INCLUDING YOURSELF?

___ **[RECORD EXACT NUMBER 1-5]**

- 6 6 or greater
- 9 Don't know/Refused (VOL.)

D2b. Generally speaking would you call yourself a strong Republican, leaning Republican, an Independent, someone who leans Democrat, or a strong Democrat?

- | | | |
|---|--|------|
| 1 | Strong Republican | 17.2 |
| 2 | Leans Republican | 11.7 |
| 3 | Independent | 34.6 |
| 4 | Leans Democrat | 13.3 |
| 5 | Strong Democrat | 14.2 |
| 6 | No party/Not interested in politics (VOL.) | 4.6 |
| 7 | Other party (SPECIFY)(VOL.) | 1.8 |
| 9 | Don't know/Refused (VOL.) | 2.7 |

D3. How would you describe your views on most political matters? Do you consider yourself to be...
[READ 1-3]

1	Liberal	19
2	Conservative, OR	36.3
3	Moderate?	38.8
9	(DO NOT READ) Don't know/Refused	5.9

D4. Are you currently registered to vote in Indiana, or not?

1	Yes, currently registered to vote	82.7
2	No, not currently registered to vote	16.5
9	Don't know/Refused (VOL.)	.8

ASK REGISTERED VOTERS (D4=1)

D5. Did you happen to vote in the 2012 general election, or did something come up that kept you from voting?

1	Voted	73.6
2	Did not vote	23.8
9	Don't know/Refused (VOL.)	2.6

ASK ALL

AGE. What is your age?

___	[RECORD EXACT AGE 18-96]
97	97 or older
99	Don't know/Refused

EDUC2. What is the highest level of school you have completed or the highest degree you have received?
[DO NOT READ] [INTERVIEWER NOTE: Enter code 3-HS grad if R completed training that did NOT count toward a degree]

1	Less than high school (Grades 1-8 or no formal schooling)	1.8
2	High school incomplete (Grades 9-11 or Grade 12 with NO diploma)	5.6
3	High school graduate (Grade 12 with diploma or GED certificate)	37.1
4	Some college, no degree (includes some community college)	18.1
5	Two year associate degree from a college or university	13.5
6	Four year college or university degree/Bachelor's degree	13.1
7	Some postgraduate or professional schooling, no postgraduate degree	1.1
8	Postgraduate or professional degree, including master's, doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD)	8.8
9	Don't know/Refused	

[MAKE FULL NOTE AVAILABLE FOR INTERVIEWERS: Enter code 3-HS graduate if R completed vocational, business, technical, or training courses after high school that did NOT count toward an associate degree from a college, community college or university (e.g., training for a certificate or an apprenticeship)]

HISP. Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- 1 Yes
- 2 No
- 8 Don't know (VOL.)
- 9 Refused (VOL.)

RACE. What is your race? Are you white, black, Asian, or some other race?

IF R SAYS 'HISPANIC' OR 'LATINO', PROBE: Do you consider yourself a WHITE Hispanic/Latino or a BLACK Hispanic/Latino? **THEN CODE AS WHITE (1) OR BLACK (2).**
IF R REFUSES TO CHOOSE BETWEEN WHITE AND BLACK HISPANIC, THEN CODE AS OTHER/MIXED RACE (4).

- | | | |
|---|---------------------------|------|
| 1 | White | 83.5 |
| 2 | Black or African-American | 7.9 |
| 3 | Other/Hispanic | 8.5 |
| 9 | Refused (VOL.) | |

INC. Last year -- that is, in 2014 -- approximately what was your total household income from all sources, before taxes? Just tell me when I get to the right category. **[READ 1-6] [IF INCOME OVERLAPS TWO CATEGORIES, RECORD IN THE HIGHER CATEGORY]**

- | | | |
|---|---------------------------------|------|
| 1 | Under \$20,000 | 13.9 |
| 2 | Between 20 and \$30,000 | 14.9 |
| 3 | Between 30 and \$50,000 | 20.8 |
| 4 | Between 50 and \$75,000 | 17.3 |
| 5 | Between 75 and \$100,000, OR | 13.0 |
| 6 | \$100,000 or more | 10.6 |
| 8 | (DO NOT READ) Don't know | |
| 9 | (DO NOT READ) Refused | |

ASK IF ANSWERED INCOME "DON'T KNOW" OR "REFUSED" (INC=8-9)

INC1a. It's important for us to have some information about household finances to make sure our survey is accurate. Keeping in mind that this is a completely confidential survey, can you please tell me if your total household income BEFORE taxes last year was over or under \$75,000?

- 1 Over \$75,000 (includes exactly \$75,000)
- 2 Under \$75,000
- 8 Don't know (VOL.)
- 9 Refused (VOL.)

ASK IF INCOME UNDER \$75K (INC1a=2)

INC1b. Was it over or under \$50,000?

- 1 Over \$50,000 (includes exactly \$50,000)
- 2 Under \$50,000
- 8 Don't know (VOL.)
- 9 Refused (VOL.)

ASK IF INCOME UNDER \$50K (INC1b=2)

INC1c. Was it over or under \$30,000?

- 1 Over \$30,000 (includes exactly \$30,000)
- 2 Under \$30,000
- 8 Don't know (**VOL.**)
- 9 Refused (**VOL.**)

ASK ALL

RZIPCODE. What is your five-digit ZIP code at your home address? [INTERVIEWER: If zip code given is invalid, then record as 99998=Don't know/Refused]

IF NECESSARY: This question is used only for classification purposes. You cannot be contacted based on this information._____ **[RECORD 5-DIGIT CODE; ACCEPT ONLY 46001-47997]**

99998 Don't know/Refused

ASK RZIP2 IF NAMED ANY VALID ZIP CODE IN RZIPCODE (RZIPCODE=46001-47997)

RZIP2. Just to check, let me read that back to you. [INSERT AND READ 5-DIGIT CODE FROM RZIPCODE]... Is that correct?

- 1 Yes, correct
- 2 No [**MAKE CORRECTIONS; ACCEPT ONLY ZIP CODES IN RANGE 46001-47997**]

END OF INTERVIEW -- THANK RESPONDENT: Thank you very much for participating! We greatly appreciate the time and effort you spent answering these questions. [**DO NOT READ FOR PRE-TEST:** If you have any questions about the study at a later time, you can always call us back at 1-800.420.8915.”]

Table 1: Sample Demographics

	<u>Parameter</u>	<u>Unweighted</u>	<u>Weighted</u>
<u>Gender</u>			
	Male	48.3	44.7
	Female	51.7	55.3
<u>Age</u>			
	18-24	13.5	9.1
	25-34	16.7	8.0
	35-44	16.8	9.6
	45-54	18.2	14.5
	55-64	16.8	22.8
	65+	18.0	36.0
<u>Education</u>			
	HS Grad or less	46.6	38.9
	Some College/Assoc degree	31.4	29.4
	College Graduate	22.0	31.7
<u>Race/Ethnicity</u>			
	White/not Hispanic	83.3	87.9
	Black/not Hispanic	8.2	6.0
	Hispanic/Other	8.5	6.1
<u>Region</u>			
	Northern	32.6	33.1
	Central	43.5	42.4
	Southern	23.9	24.6
<u>County Pop. Density</u>			
	1 - Lowest	22.5	27.6
	2	23.5	23.6
	3	32.5	29.6
	4	7.6	7.3
	5 - Highest	13.9	12.0
<u>Household Phone Use</u>			
	LLO	10.0	8.0
	Dual	42.3	69.3
	CPO	47.7	22.8
<u># of adults in HH</u>			
	One	19.3	26.1
	Two	54.7	49.8
	Three +	26.0	24.1