

PUBLIC USE FILE CODEBOOK

- **WSJ/NORC Poll March 2023**

OCTOBER 2023

PRESENTED BY:
NORC
at the
University of Chicago

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Study Methodology

This survey, funded by the Wall Street Journal, was conducted by NORC at the University of Chicago. Staff from NORC at the University of Chicago and the Wall Street Journal collaborated on all aspects of the study.

Data were collected using 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% 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.

Interviews for this survey were conducted between March 1-13, 2023 with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,019 completed the survey—980 via the web and 39 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in both English and Spanish, depending on respondent preference. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 25.5 percent, the weighted household panel response rate is 20.6 percent, and the weighted household panel retention rate is 79.9 percent, for a cumulative response rate of 4.3 percent. The overall margin of sampling error is +/- 4.1 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 47 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2021 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

Additional information on the AmeriSpeak Panel methodology is available at:
<https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx>.

For more information, email info@norc.org.

About NORC at the University of Chicago

NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge.

NORC conducts research in five main areas: Economics, Markets and the Workforce; Education, Training, and Learning; Global Development; Health and Well-Being; and Society, Media, and Public Affairs.

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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	FINALWT	N/A	Num	8	FINALWT: Post-stratification weights - 18+ general population (N=1,019)
3	SURV_MODE	N/A	Num	8	SURV_MODE: Survey interview mode (online or phone)
4	SURV_LANG	N/A	Num	8	SURV_LANG: Survey Interview Language
5	NATECON	NATECON	Num	8	NATECON: Would you describe the state of the nation's economy these days as...?
6	Q5B	Q5B	Num	8	Q5B: Over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?
7	SATFIN	SATFIN	Num	8	SATFIN: We are interested in how people are getting along financially these days. So far as you and your family are concerned, would you say that you are pretty well satisfied with your present financial situation, more or less satisfied, or not satisfied
8	FINALTER	FINALTER	Num	8	FINALTER: During the last few years, has your financial situation been getting better, worse, or has it stayed the same?
9	GOODLIFE	GOODLIFE	Num	8	GOODLIFE: The way things are in America, people like me and my family have a good chance of improving our standard of living - do you agree or disagree?
10	GEN	GEN	Num	8	GEN: Do you feel confident or not confident that life for our children's generation will be better than it has been for us?
11	FINGOAL	FINGOAL	Num	8	FINGOAL: Which of the following best describes your financial situation?

#	Variable	Question	Type	Len	Label
12	JOBFIND	JOBFIND	Num	8	JOBFIND: How easy would it be for you to find a job with another employer with approximately the same income and fringe benefits you have now?
13	COL1	COL1	Num	8	COL1: Thinking about you and your family, which of the following best describes your situation when it comes to the cost of living?
14	ECO2A	ECO2	Num	8	ECO2A: [Inflation] When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?
15	ECO2B	ECO2	Num	8	ECO2B: [Student loan debt] When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?
16	ECO2C	ECO2	Num	8	ECO2C: [Childcare costs] When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?
17	ECO2D	ECO2	Num	8	ECO2D: [Housing costs] When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?
18	ECO2E	ECO2	Num	8	ECO2E: [Health care and prescription drug costs] When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?
19	COLLEGE_DEGREE	COLLEGE_DEGREE	Num	8	COLLEGE_DEGREE: When it comes to getting a four-year college degree, which of the following statements comes closer to your point of view? A four-year college education is...

#	Variable	Question	Type	Len	Label
20	Q11	Q11	Num	8	Q11: Which of these statements best describes your opinion about the United States?
21	VAUESA	VALUES	Num	8	VAUESA: [Hard work] Now, we would like to ask you some questions about the American character, that is, about our values and who we are...
22	VAUES2B	VALUES	Num	8	VALUESB: [Tolerance for others] Now, we would like to ask you some questions about the American character, that is, about our values and who we are...
23	VAUESC	VALUES	Num	8	VAUESC: [Marriage] Now, we would like to ask you some questions about the American character, that is, about our values and who we are...
24	VAUESD	VALUES	Num	8	VAUESD: [Self-fulfillment] Now, we would like to ask you some questions about the American character, that is, about our values and who we are...
25	VAUESE	VALUES	Num	8	VAUESE: [Community involvement] Now, we would like to ask you some questions about the American character, that is, about our values and who we are...
26	VAUESF	VALUES	Num	8	VAUESF: [Patriotism] Now, we would like to ask you some questions about the American character, that is, about our values and who we are...
27	VAUESG	VALUES	Num	8	VAUESG: [Belief in God] Now, we would like to ask you some questions about the American character, that is, about our values and who we are...
28	VAUESH	VALUES	Num	8	VAUESH: [Religion] Now, we would like to ask you some questions about the American character, that is, about our values and who we are...

#	Variable	Question	Type	Len	Label
29	VAUESI	VALUES	Num	8	VALUESI: [Having children] Now, we would like to ask you some questions about the American character, that is, about our values and who we are...
30	VAUESJ	VALUES	Num	8	VALUESJ: [Money] Now, we would like to ask you some questions about the American character, that is, about our values and who we are...
31	HAPPY	HAPPY	Num	8	HAPPY: Taken all together, how would you say things are these days--would you say that you are very happy, pretty happy, or not too happy?
32	IDENTITYA	IDENTITY	Num	8	IDENTITYA: [Your religion] ...How important are each of these characteristics to your own personal identity?
33	IDENTITYB	IDENTITY	Num	8	IDENTITYB: [Your gender] ...How important are each of these characteristics to your own personal identity?
34	IDENTITYC	IDENTITY	Num	8	IDENTITYC: [Your racial background] ...How important are each of these characteristics to your own personal identity?
35	IDENTITYD	IDENTITY	Num	8	IDENTITYD: [Your political affiliation] ...How important are each of these characteristics to your own personal identity?
36	IDENTITYE	IDENTITY	Num	8	IDENTITYE: [Your occupation] ...How important are each of these characteristics to your own personal identity?
37	IDENTITYF	IDENTITY	Num	8	IDENTITYF: [Your family's ancestry or country of origin] ...How important are each of these characteristics to your own personal identity?
38	RELPERSN	RELPERSN	Num	8	RELPERSN: To what extent do you consider yourself a religious person? Are you...

#	Variable	Question	Type	Len	Label
39	GOD	GOD	Num	8	GOD: Which statement comes closest to expressing what you believe about God.
40	C17	C17	Num	8	C17: Do you think companies should take public stands on social and political issues, or not?
41	SCHLCONF	SCHLCONF	Num	8	SCHLCONF: How much confidence do you have in public schools?
42	TRANSGEND3A	TRANSGEND3	Num	8	TRANSGEND3A: [Accepting people who are transgender] For each of the following, has our society gone too far, not gone far enough, or is it about right?
43	TRANSGEND3B	TRANSGEND3	Num	8	TRANSGEND3B: [Promoting equality between men and women] For each of the following, has our society gone too far, not gone far enough, or is it about right?
44	TRANSGEND3C	TRANSGEND3	Num	8	TRANSGEND3C: [Accepting people who are gay, lesbian, or bisexual] For each of the following, has our society gone too far, not gone far enough, or is it about right?
45	TRANSGEND3D	TRANSGEND3	Num	8	TRANSGEND3D: [Businesses taking steps to promote racial and ethnic diversity] For each of the following, has our society gone too far, not gone far enough, or is it about right?
46	TRANSGEND3E	TRANSGEND3	Num	8	TRANSGEND3E: [Schools and universities taking steps to promote racial and ethnic diversity] For each of the following, has our society gone too far, not gone far enough, or is it about right?
47	AFFIRM	AFFIRM	Num	8	AFFIRM: Do you favor, oppose, or neither favor nor oppose colleges and universities considering a student's race and ethnicity when making decisions about student admissions?

#	Variable	Question	Type	Len	Label
48	VOUCHER	VOUCHER	Num	8	VOUCHER: Do you favor, oppose, or neither favor nor oppose states giving parents tax-funded vouchers they can use to help pay for tuition for their children to attend private or religious schools...?
49	SCHOOLBAN	SCHOOLBAN	Num	8	SCHOOLBAN: Which of these concerns you more about schools today?
50	Q5AA	Q5A	Num	8	Q5AA: [People identifying their pronouns...] Do you have a favorable, unfavorable, or neither favorable nor unfavorable view toward the following?
51	Q5AB	Q5A	Num	8	Q5AB: [Being asked to use gender-neutral pronouns...] Do you have a favorable, unfavorable, or neither favorable nor unfavorable view toward the following?
52	TRANSGEND	TRANSGEND	Num	8	TRANSGEND: Do you think transgender athletes should be able to play on sports teams that match their current gender identity...?
53	URBAN	URBAN	Num	8	URBAN: How would you describe the community you live in now?
54	KIDS1A	KIDS1	Num	8	KIDS1A: [A child 0-5] Are you the parent or guardian of...
55	KIDS1B	KIDS1	Num	8	KIDS1B: [A child 6-12] Are you the parent or guardian of...
56	KIDS1C	Q6	Num	8	KIDS1C: [A child 13-18] Are you the parent or guardian of...
57	KIDS1D	C17	Num	8	KIDS1D: [An adult age 18 or older] Are you the parent or guardian of...
58	POLITICS	PID1	Num	8	POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?

#	Variable	Question	Type	Len	Label
59	IDEO	D3, D4, D5	Num	8	IDEO: Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?
60	RELIG	RELIG	Num	8	RELIG: What is your present religion, if any?
61	EVANGELICAL	EVANGELICAL	Num	8	EVANGELICAL: Indicates whether the respondent identifies as evangelical Christian
62	URBAN	DM5	Num	8	URBAN: How would you describe the community you live in now?
63	AGEGRP	N/A	Num	8	AGEGRP: Age
64	GENDER	N/A	Num	8	GENDER: Gender
65	RACETH	N/A	Num	8	RACETH: Race/ethnicity
66	MARITAL	N/A	Num	8	MARITAL: Marital Status
67	EMPLOY	N/A	Num	8	EMPLOY: Employment Status
68	EDUCATION	N/A	Num	8	EDUCATION: Educational attainment
69	HHINCOME	N/A	Num	8	HHINCOME: Household income
70	STATE	N/A	Char	2	STATE: State of residence
71	CENSUS_REGION	N/A	Num	8	CENSUS_REGION: Census region

Variable #60 is recoded from original data, making the coding frame of this variable different from the survey questionnaire. This variable is derived from more than one question.

Variables #62-71 are AmeriSpeak Omnibus® profile variables. 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

SURV_LANG: Survey Interview Language			
SURV_MODE	Frequency	Weighted Frequency	Percent
(1) Phone interview	39	52	5.11
(2) Web interview	980	967	94.89
Total	1,019	1,019	100.00

SURV_LANG: Survey Interview Language			
SURV_LANG	Frequency	Weighted Frequency	Percent
(1) English	985	990	97.15
(2) Spanish	34	29	2.85
Total	1,019	1,019	100.00

NATECON: Would you describe the state of the nation's economy these days as...?			
NATECON	Frequency	Weighted Frequency	Percent
(1) Excellent	8	8	0.74
(2) Good	214	192	18.80
(3) Not so good	532	553	54.31
(4) Poor	262	265	25.97
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	2	0.18
Total	1,019	1,019	100.00

Q5B: Over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?			
Q5B	Frequency	Weighted Frequency	Percent
(1) Will get better	152	149	14.65
(2) Will stay about the same	405	384	37.71
(3) Will get worse	452	480	47.07
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	10	6	0.57
Total	1,019	1,019	100.00

SATFIN: We are interested in how people are getting along financially these days. So far as you and your family are concerned, would you say that you are...?			
SATFIN	Frequency	Weighted Frequency	Percent
(1) Pretty well satisfied	171	166	16.25
(2) More or less satisfied	483	467	45.83
(3) Not satisfied at all	360	385	37.75
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	5	2	0.17
Total	1,019	1,019	100.00

FINALTER: During the last few years, has your financial situation been getting better, worse, or has it stayed the same?			
FINALTER	Frequency	Weighted Frequency	Percent
(1) Better	231	220	21.57
(2) Worse	403	397	38.93
(3) Stayed the same	382	399	39.12
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.39
Total	1,019	1,019	100.00

GOODLIFE: The way things are in America, people like me and my family have a good chance of improving our standard of living - do you agree or disagree?			
GOODLIFE	Frequency	Weighted Frequency	Percent
(1) Strongly agree	51	48	4.68
(2) Somewhat agree	239	235	23.09
(3) Neither agree nor disagree	276	280	27.50
(4) Somewhat disagree	292	281	27.58
(5) Strongly disagree	159	171	16.76
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	4	0.38
Total	1,019	1,019	100.00

GEN: Do you feel confident or not confident that life for our children's generation will be better than it has been for us?			
GEN	Frequency	Weighted Frequency	Percent
(1) Feel confident	210	216	21.24
(2) Do not feel confident	806	799	78.37
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.40
Total	1,019	1,019	100.00

FINGOAL: Which of the following best describes your financial situation?			
FINGOAL	Frequency	Weighted Frequency	Percent
(1) My finances are in worse condition than I expected for this stage in my life	453	448	43.97
(2) My finances are about where I expected them to be for this stage in my life	414	396	38.88
(3) My finances are in better condition than I expected for this stage in my life	149	171	16.74
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	4	0.41
Total	1,019	1,019	100.00

JOBFIND: How easy would it be for you to find a job with another employer with approximately the same income and fringe benefits you have now?			
JOBFIND	Frequency	Weighted Frequency	Percent
(1) Very easy	110	112	11.04
(2) Somewhat easy	345	343	33.62
(3) Not easy at all	537	534	52.40
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	27	30	2.95
Total	1,019	1,019	100.00

COL1: Thinking about you and your family, which of the following best describes your situation when it comes to the cost of living?			
COL1	Frequency	Weighted Frequency	Percent
(1) It's rising and creating major financial strains	267	290	28.48
(2) It's rising and creating minor financial strains	353	330	32.43
(3) It's not a problem for me now, but will become one if costs keep going up	326	331	32.44
(4) I'm not concerned with the cost of living	66	59	5.78
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	9	0.87
Total	1,019	1,019	100.00

ECO2A: [Inflation] When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?			
ECO2A	Frequency	Weighted Frequency	Percent
(1) Major concern	671	664	65.18
(2) Minor concern	296	304	29.79
(3) Not a concern	46	46	4.50
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	6	0.54
Total	1,019	1,019	100.00

ECO2B: [Student loan debt] When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?			
ECO2B	Frequency	Weighted Frequency	Percent
(1) Major concern	166	170	16.72
(2) Minor concern	159	161	15.82
(3) Not a concern	688	683	67.03
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	4	0.43
Total	1,019	1,019	100.00

ECO2C: [Childcare costs] When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?			
ECO2C	Frequency	Weighted Frequency	Percent
(1) Major concern	130	150	14.69
(2) Minor concern	135	155	15.17
(3) Not a concern	744	702	68.90
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	10	13	1.24
Total	1,019	1,019	100.00

ECO2D: [Housing] When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?			
ECO2D	Frequency	Weighted Frequency	Percent
(1) Major concern	433	438	42.96
(2) Minor concern	320	323	31.70
(3) Not a concern	260	252	24.78
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	6	0.57
Total	1,019	1,019	100.00

ECO2E: [Health care and prescription drug costs] When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?			
ECO2E	Frequency	Weighted Frequency	Percent
(1) Major concern	419	415	40.76
(2) Minor concern	386	404	39.67
(3) Not a concern	210	196	19.22
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	4	0.35
Total	1,019	1,019	100.00

COLLEGE_DEGREE: When it comes to getting a four-year college degree, which of the following statements comes closer to your point of view? A four-year college education is...			
COLLEGE_DEGREE	Frequency	Weighted Frequency	Percent
(1) Worth the cost because people have a better chance to get a good job and earn more income over their lifetime	436	433	42.46
(2) Not worth the cost because people often graduate without specific job skills and with a large amount of debt to pay off	570	575	56.38
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	13	12	1.16
Total	1,019	1,019	100.00

Q11: Which of these statements best describes your opinion about the United States?			
Q11	Frequency	Weighted Frequency	Percent
(1) Stands above all countries in the world	213	216	21.19
(2) One of the greatest countries in the world, along with some others	536	509	49.95
(3) There are other countries better than the United States	260	272	26.65
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	10	22	2.21
Total	1,019	1,019	100.00

VALUESA: [Hard work] How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?			
VALUESA	Frequency	Weighted Frequency	Percent
(1) Very important	692	687	67.45
(2) Somewhat important	266	265	26.05
(3) Not that important	37	33	3.23
(4) Not important at all	17	26	2.52
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	8	0.75
Total	1,019	1,019	100.00

VALUESB: [Tolerance for others] How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?			
VALUESB	Frequency	Weighted Frequency	Percent
(1) Very important	612	591	58.01
(2) Somewhat important	322	330	32.34
(3) Not that important	65	66	6.46
(4) Not important at all	13	24	2.32
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	9	0.87
Total	1,019	1,019	100.00

VALUESC: [Marriage] How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?			
VALUESC	Frequency	Weighted Frequency	Percent
(1) Very important	436	441	43.29
(2) Somewhat important	272	274	26.84
(3) Not that important	194	184	18.07
(4) Not important at all	106	106	10.43
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	11	14	1.37
Total	1,019	1,019	100.00

VALUESD: [Self-fulfillment] How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?			
VALUESD	Frequency	Weighted Frequency	Percent
(1) Very important	547	544	53.37
(2) Somewhat important	390	388	38.09
(3) Not that important	55	54	5.27
(4) Not important at all	17	21	2.10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	10	12	1.18
Total	1,019	1,019	100.00

VALUESE: [Community involvement] How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?			
VALUESE	Frequency	Weighted Frequency	Percent
(1) Very important	286	279	27.41
(2) Somewhat important	529	538	52.82
(3) Not that important	168	167	16.34
(4) Not important at all	28	27	2.63
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	8	8	0.80
Total	1,019	1,019	100.00

VALUESF: [Patriotism] How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?			
VALUESF	Frequency	Weighted Frequency	Percent
(1) Very important	390	385	37.82
(2) Somewhat important	347	354	34.71
(3) Not that important	168	162	15.90
(4) Not important at all	107	110	10.75
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	8	0.81
Total	1,019	1,019	100.00

VALUESG: [Belief in God] How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?			
VALUESG	Frequency	Weighted Frequency	Percent
(1) Very important	487	489	47.94
(2) Somewhat important	197	177	17.39
(3) Not that important	131	149	14.66
(4) Not important at all	193	192	18.80
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	11	12	1.21
Total	1,019	1,019	100.00

VALUESH: [Religion] How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?			
VALUESH	Frequency	Weighted Frequency	Percent
(1) Very important	381	402	39.43
(2) Somewhat important	225	208	20.44
(3) Not that important	209	209	20.54
(4) Not important at all	200	197	19.38
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	2	0.21
Total	1,019	1,019	100.00

VALUESI: [Having children] How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?			
VALUESI	Frequency	Weighted Frequency	Percent
(1) Very important	299	303	29.77
(2) Somewhat important	355	363	35.65
(3) Not that important	192	181	17.75
(4) Not important at all	164	157	15.41
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	9	14	1.42
Total	1,019	1,019	100.00

VALUESJ: [Money] How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?			
VALUESJ	Frequency	Weighted Frequency	Percent
(1) Very important	420	442	43.41
(2) Somewhat important	487	478	46.94
(3) Not that important	88	73	7.15
(4) Not important at all	16	16	1.56
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	8	10	0.95
Total	1,019	1,019	100.00

HAPPY: Taken all together, how would you say things are these days--would you say that you are very happy, pretty happy, or not too happy?			
HAPPY	Frequency	Weighted Frequency	Percent
(1) Very happy	122	127	12.43
(2) Pretty happy	601	575	56.39
(3) Not too happy	288	307	30.10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	8	11	1.08
Total	1,019	1,019	100.00

IDENTITYA: [Your religion] ...How important are each of these characteristics to your own personal identity?			
IDENTITYA	Frequency	Weighted Frequency	Percent
(1) Essential to your identity	347	344	33.80
(2) Important but not essential	291	292	28.68
(3) Not too important	373	374	36.72
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	8	8	0.80
Total	1,019	1,019	100.00

IDENTITYB: [Your gender] ...How important are each of these characteristics to your own personal identity?			
IDENTITYB	Frequency	Weighted Frequency	Percent
(1) Essential to your identity	493	487	47.84
(2) Important but not essential	309	292	28.68
(3) Not too important	208	231	22.63
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	9	9	0.85
Total	1,019	1,019	100.00

IDENTITYC: [Your racial background] ...How important are each of these characteristics to your own personal identity?			
IDENTITYC	Frequency	Weighted Frequency	Percent
(1) Essential to your identity	212	217	21.30
(2) Important but not essential	407	415	40.71
(3) Not too important	392	378	37.08
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	8	9	0.91
Total	1,019	1,019	100.00

IDENTITYD: [Your political affiliation] ...How important are each of these characteristics to your own personal identity?			
IDENTITYD	Frequency	Weighted Frequency	Percent
(1) Essential to your identity	121	116	11.34
(2) Important but not essential	433	426	41.77
(3) Not too important	451	463	45.48
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	14	14	1.41
Total	1,019	1,019	100.00

IDENTITYE: [Your occupation] ...How important are each of these characteristics to your own personal identity?			
IDENTITYE	Frequency	Weighted Frequency	Percent
(1) Essential to your identity	202	219	21.49
(2) Important but not essential	546	533	52.26
(3) Not too important	257	255	25.01
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	14	13	1.24
Total	1,019	1,019	100.00

IDENTITYF: [Your family's ancestry or country of origin] ...How important are each of these characteristics to your own personal identity?			
IDENTITYF	Frequency	Weighted Frequency	Percent
(1) Essential to your identity	202	210	20.60
(2) Important but not essential	479	469	46.03
(3) Not too important	335	336	32.98
Total	1,019	1,019	100.00

RELPERSN: To what extent do you consider yourself a religious person? Are you...			
RELPERSN	Frequency	Weighted Frequency	Percent
(1) Very religious	171	171	16.82
(2) Moderately religious	313	312	30.67
(3) Slightly religious	241	236	23.17
(4) Not religious at all	288	294	28.87
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	6	5	0.47
Total	1,019	1,019	100.00

GOD: Which statement comes closest to expressing what you believe about God.			
GOD	Frequency	Weighted Frequency	Percent
(1) I don't believe in God.	81	88	8.64
(2) I don't know whether there is a God, and I don't believe there is any way to find out.	107	120	11.79
(3) I don't believe in a personal God, but I do believe in a Higher Power of some kind.	109	125	12.22
(4) I find myself believing in God some of the time, but not at others.	57	52	5.10
(5) While I have doubts, I feel that I do believe in God.	165	129	12.62
(6) I know God really exists and I have no doubts about it.	493	501	49.16
(99) DON'T KNOW/SKIPPED/REFUSED	7	5	0.48
Total	1,019	1,019	100.00

C17: Do you think companies should take public stands on social and political issues, or not?			
C17	Frequency	Weighted Frequency	Percent
(1) Yes, companies should take public stands on social and political issues	361	363	35.60
(2) No, companies should not take public stands on social and political issues	638	640	62.84
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	20	16	1.56
Total	1,019	1,019	100.00

SCHLCONF: How much confidence do you have in public schools?			
SCHLCONF	Frequency	Weighted Frequency	Percent
(1) A great deal	55	59	5.74
(2) Quite a bit	209	216	21.20
(3) Some	418	406	39.81
(4) Very little	232	228	22.38
(5) None at all	101	106	10.40
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	4	5	0.47
Total	1,019	1,019	100.00

TRANSGEND3A: [Accepting people who are transgender] For each of the following, has our society gone too far, not gone far enough, or is it about right?			
TRANSGEND3A	Frequency	Weighted Frequency	Percent
(1) Our society has gone too far	436	442	43.40
(2) Our society has not gone far enough	355	333	32.66
(3) Our society has been about right	217	232	22.79
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	11	12	1.15
Total	1,019	1,019	100.00

TRANSGEND3B: [Promoting equality between men and women] For each of the following, has our society gone too far, not gone far enough, or is it about right?			
TRANSGEND3B	Frequency	Weighted Frequency	Percent
(1) Our society has gone too far	129	119	11.67
(2) Our society has not gone far enough	502	492	48.28
(3) Our society has been about right	373	384	37.72
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	15	24	2.33
Total	1,019	1,019	100.00

TRANSGEND3C: [Accepting people who are gay, lesbian, or bisexual] For each of the following, has our society gone too far, not gone far enough, or is it about right?			
TRANSGEND3C	Frequency	Weighted Frequency	Percent
(1) Our society has gone too far	279	292	28.70
(2) Our society has not gone far enough	404	382	37.44
(3) Our society has been about right	323	326	32.04
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	13	19	1.82
Total	1,019	1,019	100.00

TRANSGEND3D: [Businesses taking steps to promote racial and ethnic diversity] For each of the following, has our society gone too far, not gone far enough, or is it about right?			
TRANSGEND3D	Frequency	Weighted Frequency	Percent
(1) Our society has gone too far	281	286	28.08
(2) Our society has not gone far enough	413	402	39.45
(3) Our society has been about right	311	311	30.55
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	14	20	1.92
Total	1,019	1,019	100.00

TRANSGEND3E: [Schools and universities taking steps to promote racial and ethnic diversity] For each of the following, has our society gone too far, not gone far enough, or is it about right?			
TRANSGEND3E	Frequency	Weighted Frequency	Percent
(1) Our society has gone too far	313	307	30.13
(2) Our society has not gone far enough	369	351	34.49
(3) Our society has been about right	320	332	32.60
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	17	28	2.78
Total	1,019	1,019	100.00

AFFIRM: Do you favor, oppose, or neither favor nor oppose colleges and universities considering a student's race and ethnicity when making decisions about student admissions?			
AFFIRM	Frequency	Weighted Frequency	Percent
(1) Strongly favor	54	52	5.12
(2) Somewhat favor	98	98	9.59
(3) Neither favor nor oppose	292	286	28.06
(4) Somewhat oppose	172	184	18.10
(5) Strongly oppose	396	387	37.96
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	7	12	1.17
Total	1,019	1,019	100.00

VOUCHER: Do you favor, oppose, or neither favor nor oppose states giving parents tax-funded vouchers they can use to help pay for tuition for their children to attend private or religious schools...?			
VOUCHER	Frequency	Weighted Frequency	Percent
(1) Strongly favor	170	165	16.18
(2) Somewhat favor	173	177	17.37
(3) Neither favor nor oppose	279	296	29.05
(4) Somewhat oppose	157	146	14.31
(5) Strongly oppose	230	228	22.39
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	10	7	0.70
Total	1,019	1,019	100.00

SCHOOLBAN: Which of these concerns you more about schools today?			
SCHOOLBAN	Frequency	Weighted Frequency	Percent
(1) That some schools may ban books and censor topics that are educationally important	641	624	61.20
(2) That some schools may teach books and topics that some students or their parents feel are inappropriate or offensive	357	370	36.27
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	21	26	2.53
Total	1,019	1,019	100.00

Q5AA: [People identifying their pronouns...] Do you have a favorable, unfavorable, or neither favorable nor unfavorable view toward the following?			
Q5AA	Frequency	Weighted Frequency	Percent
(1) Very favorable	128	124	12.15
(2) Somewhat favorable	93	85	8.37
(3) Neither favorable nor unfavorable	380	377	36.96
(4) Somewhat unfavorable	153	161	15.78
(5) Very unfavorable	264	271	26.55
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	1	2	0.19
Total	1,019	1,019	100.00

Q5AB: [Being asked to use gender-neutral pronouns...] Do you have a favorable, unfavorable, or neither favorable nor unfavorable view toward the following?			
Q5AB	Frequency	Weighted Frequency	Percent
(1) Very favorable	114	112	11.04
(2) Somewhat favorable	67	69	6.81
(3) Neither favorable nor unfavorable	324	329	32.30
(4) Somewhat unfavorable	155	148	14.51
(5) Very unfavorable	356	357	35.01
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	3	3	0.33
Total	1,019	1,019	100.00

TRANSGEND: Do you think transgender athletes should be able to play on sports teams that match their current gender identity...?			
TRANSGEND	Frequency	Weighted Frequency	Percent
(1) Able to play on teams that match gender identity	174	174	17.10
(2) Only play on teams that match the sex assigned at their birth	565	574	56.30
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	280	271	26.60
Total	1,019	1,019	100.00

URBAN: How would you describe the community you live in now?			
URBAN	Frequency	Weighted Frequency	Percent
(1) Urban	244	233	22.86
(2) Suburban	499	499	48.94
(3) Rural	271	282	27.72
(99) DON'T KNOW/REFUSED/SKIPPED ON WEB	5	5	0.49
Total	1,019	1,019	100.00

KIDS1A: [A child 0-5] Are you the parent or guardian of...			
KIDS1A	Frequency	Weighted Frequency	Percent
(1) Yes	136	142	13.91
(2) No	785	783	76.88
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	98	94	9.22
Total	1,019	1,019	100.00

KIDS1B: [A child 6-12] Are you the parent or guardian of...			
KIDS1B	Frequency	Weighted Frequency	Percent
(1) Yes	166	161	15.78
(2) No	769	782	76.79
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	84	76	7.43
Total	1,019	1,019	100.00

KIDS1C: [A child 13-18] Are you the parent or guardian of...			
KIDS1C	Frequency	Weighted Frequency	Percent
(1) Yes	145	155	15.23
(2) No	777	765	75.07
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	97	99	9.70
Total	1,019	1,019	100.00

KIDS1D: [An adult age 18 or older] Are you the parent or guardian of...			
KIDS1D	Frequency	Weighted Frequency	Percent
(1) Yes	416	398	39.04
(2) No	563	587	57.62
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	40	34	3.35
Total	1,019	1,019	100.00

POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?			
POLITICS	Frequency	Weighted Frequency	Percent
(1) Strong Democrat	164	160	15.70
(2) Not so strong Democrat	166	178	17.50
(3) Lean Democrat	113	106	10.37
(4) Do not lean	174	184	18.02
(5) Lean Republican	106	116	11.39
(6) Not so strong Republican	134	117	11.50
(7) Strong Republican	160	154	15.06
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED	2	5	0.44
Total	1,019	1,019	100.00

IDEO: Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?			
IDEO	Frequency	Weighted Frequency	Percent
(1) Very liberal	155	129	12.00
(2) Somewhat liberal	121	127	11.83
(3) Moderate	490	508	47.42
(4) Somewhat conservative	164	171	15.97
(5) Very conservative	124	123	11.44
(99) DON'T KNOW/ REFUSED/SKIPPED ON WEB	17	14	1.33
Total	1,071	1,071	100.00

AGEGRP: Age			
RELIG1	Frequency	Weighted Frequency	Percent
.	25	41	4.02
(1) Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)	267	257	25.19
(2) Roman Catholic (Catholic)	216	202	19.79
(3) Mormon (Church of Jesus Christ of Latter-day Saints/LDS)	14	10	1.02
(4) Orthodox (Greek, Russian, or some other orthodox church)	5	4	0.36
(5) Jewish (Judaism)	18	15	1.51
(6) Muslim (Islam)	7	9	0.88
(7) Buddhist	9	17	1.65
(8) Atheist (do not believe in God)	51	43	4.26
(9) Agnostic (not sure if there is a God)	68	77	7.57
(10) Nothing in particular	119	120	11.82
(11) Just Christian	183	196	19.24
(12) Unitarian (Universalist)	13	10	0.94
(13) Something else	24	18	1.74
Total	1,019	1,019	100.00

EVANGELICAL: Indicates whether the respondent identifies as evangelical Christian			
EVANGELICAL	Frequency	Weighted Frequency	Percent
.	315	342	33.59
Yes, evangelical	232	220	21.57
No, not evangelical	472	457	44.84
Total	1,019	1,019	100.00

ATTEND: How often do you attend religious services?			
ATTEND	Frequency	Weighted Frequency	Percent
(1) Never	303	324	31.78
(2) Less than once a year	196	195	19.10
(3) About once or twice a year	105	90	8.84
(4) Several times a year	86	86	8.45
(5) About once a month	31	26	2.53
(6) 2-3 times a month	51	55	5.43
(7) Nearly every week	53	46	4.49
(8) Every week	130	131	12.87
(9) Several times a week	57	58	5.64
(99) DON'T KNOW/SKIPPED/REFUSED	7	9	0.87
Total	1,019	1,019	100.00

AGEGRP: Age			
AGEGRP	Frequency	Weighted Frequency	Weighted Percent
(1) 18 to 29	174	203	19.87
(2) 30 to 39	172	179	17.56
(3) 40 to 59	321	329	32.25
(4) 60 to 64	110	85	8.30
(5) 65 or older	242	224	22.01
Total	1,019	1,019	100.00

GENDER: Gender			
GENDER	Frequency	Weighted Frequency	Weighted Percent
(1) Male	472	497	48.79
(2) Female	547	522	51.21
Total	1,019	1,019	100.00

RACETH: Race/ethnicity			
RACETH	Frequency	Weighted Frequency	Weighted Percent
(1) White	683	632	62.06
(2) Black or African American	95	123	12.03
(3) Hispanic	167	175	17.17
(4) Other	74	89	8.74
Total	1,019	1,019	100.00

MARITAL: Marital Status			
MARITAL	Frequency	Weighted Frequency	Weighted Percent
(1) Married	534	515	50.49
(2) Widowed	33	29	2.89
(3) Divorced	127	116	11.40
(4) Separated	41	43	4.18
(5) Never married	284	316	31.04
Total	1,019	1,019	100.00

EDUCATION: Educational attainment			
EDUCATION	Frequency	Weighted Frequency	Weighted Percent
(1) Less than a high school diploma	76	97	9.56
(2) High school graduate or equivalent	176	298	29.20
(3) Some college	394	269	26.44
(4) College degree or above	215	207	20.32
(5) Post grad study/professional degree	158	148	14.49
Total	1,019	1,019	100.00

HHINCOME: Household income			
HHINCOME	Frequency	Weighted Frequency	Weighted Percent
(1) Under \$10,000	34	35	3.45
(2) \$10,000 to under \$20,000	77	91	8.90
(3) \$20,000 to under \$30,000	96	101	9.91
(4) \$30,000 to under \$40,000	76	69	6.80
(5) \$40,000 to under \$50,000	83	78	7.62
(6) \$50,000 to under \$75,000	224	204	20.02
(7) \$75,000 to under \$100,000	160	162	15.91
(8) \$100,000 to under \$150,000	172	168	16.53
(9) \$150,000 or more	97	111	10.86
Total	1,019	1,019	100.00

STATE: State of residence			
STATE	Frequency	Weighted Frequency	Weighted Percent
(AL) Alabama	18	21	2.09
(AR) Arkansas	6	7	0.73
(AZ) Arizona	25	20	1.97
(CA) California	107	107	10.45
(CO) Colorado	23	22	2.18
(CT) Connecticut	5	3	0.28
(DC) District of Columbia	3	2	0.19
(DE) Delaware	7	8	0.79
(FL) Florida	72	73	7.20
(GA) Georgia	21	19	1.91
(HI) Hawaii	5	3	0.34
(IA) Iowa	13	7	0.67
(ID) Idaho	16	13	1.24
(IL) Illinois	56	34	3.32
(IN) Indiana	25	28	2.72
(KS) Kansas	7	5	0.48
(KY) Kentucky	17	16	1.57
(LA) Louisiana	10	10	1.03
(MA) Massachusetts	15	24	2.36
(MD) Maryland	10	11	1.08
(ME) Maine	7	9	0.86
(MI) Michigan	35	26	2.59
(MN) Minnesota	9	9	0.93
(MO) Missouri	37	33	3.24
(MS) Mississippi	6	9	0.89
(MT) Montana	2	1	0.10
(NC) North Carolina	33	37	3.66
(ND) North Dakota	1	0	0.04
(NE) Nebraska	10	4	0.36
(NH) New Hampshire	5	5	0.48
(NJ) New Jersey	26	33	3.23
(NM) New Mexico	6	6	0.60
(NV) Nevada	6	6	0.54
(NY) New York	49	59	5.77
(OH) Ohio	43	32	3.18
(OK) Oklahoma	13	14	1.40
(OR) Oregon	25	21	2.10
(PA) Pennsylvania	34	38	3.73

(RI) Rhode Island	4	7	0.71
(SC) South Carolina	9	21	2.03
(SD) South Dakota	7	7	0.64
(TN) Tennessee	14	14	1.33
(TX) Texas	71	90	8.83
(UT) Utah	8	8	0.81
(VA) Virginia	26	28	2.73
(WA) Washington	30	33	3.25
(WI) Wisconsin	28	25	2.44
(WV) West Virginia	11	9	0.84
(WY) Wyoming	3	1	0.10
Total	1,019	1,019	100.00

CENSUS REGION: Census region			
CENSUS_REGION	Frequency	Weighted Frequency	Weighted Percent
(1) Northeast	145	177	17.41
(2) Midwest	271	210	20.61
(3) South	347	390	38.28
(4) West	256	241	23.69
Total	1,019	1,019	100.00

Map of Census Regions

