



at the UNIVERSITY of CHICAGO

How Americans Navigate the Modern Information Environment

A study commemorating the 75th Anniversary of NORC at the University of Chicago

Conducted by NORC at the University of Chicago

Interviews: 1/14-31/2016

1,007 adults

Margin of error: +/- 3.7 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

How Americans Navigate the Modern Information Environment

Q1. We are interested in learning about how Americans use different tools and sources to get information.

By information, we mean the information that you use to understand the world around you. This can include news, medical information, product reviews, how-to instructions, traffic and weather, financial tools and data, lifestyle, entertainment, or any other kinds of information that you need to understand the world around you.

How often do you get information for your daily life from...?

[ITEMS RANDOMIZED; HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	Never/ Rarely NET	Never	Rarely	Sometimes	Often/ Very often NET	Often	Very often	DK/ REF
Newspapers <u>including their print versions, websites, or apps</u>	33	10	23	27	40	20	20	*
TV stations <u>including their broadcasts, websites, or apps</u>	15	4	11	24	61	28	33	*
Radio stations <u>including their broadcasts, websites, or apps</u>	29	9	20	29	42	24	18	*
Using search engines such as Google or Bing	15	10	6	17	67	27	41	*
Social Media	34	21	13	20	46	23	23	*
Blogs	71	41	30	20	8	5	4	1
Word of mouth including friends, family members, neighbors, or coworkers	9	2	8	36	55	36	18	*
Magazines <u>including their print versions, websites, or apps</u>	38	15	24	32	29	19	10	*

N=1,007

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If rarely, sometimes, often, or very often in Q1

Q2. In your experience, how much do you trust the information you get from...?

[ITEMS RANDOMIZED; HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	Mostly cannot trust it	Can mostly trust it	Can completely trust it	DK/ REF
Newspapers <u>including their print versions, websites, or apps</u> (N=907)	9	77	13	*
TV stations <u>including their broadcasts, websites, or apps</u> (N=961)	14	74	11	1
Radio stations <u>including their broadcasts, websites, or apps</u> (N=910)	11	76	12	1
Using search engines such as Google or Bing (N=891)	11	76	13	1
Social Media (N=771)	45	47	6	2
Blogs (N=559)	42	50	5	4
Word of mouth including friends, family members, neighbors, or coworkers (N=982)	21	68	10	1
Magazines <u>including their print versions, websites, or apps</u> (N=859)	19	74	7	*

Q3. Do you ever feel overwhelmed by how much information comes to you? Would you say...

	NORC 1/14-31/2016
Yes, often	16
Not really, but sometimes it can be too much	62
No	22
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,007

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Q4. Have you ever decided not to search online for information about a topic because you didn't want to get a lot of ads and follow-up messages from someone trying to sell you something, or hasn't that happened?

	NORC 1/14-31/2016
Yes, often	24
Yes, once or twice	32
No	40
I never use the Internet	4
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	<i>1,007</i>

Q5. On a scale of 1 to 10 where 1 is little or none and 10 is almost all of it, how much of the information you find on the internet do you think is accurate?

	NORC 1/14-31/2016
1=Little or none	1
2	2
3	4
4	6
5	19
6	19
7	25
8	13
9	3
10=Almost all	4
I never use the Internet	4
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
<i>N=</i>	<i>1,007</i>

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Q6. Now think about all the information you use in your day to day life. Overall, compared to five years ago, do you think it is easier today or harder today to find useful information, or is there no real difference compared to five years ago?

	NORC 1/14-31/2016
Much easier today	53
Somewhat easier today	28
No real difference	12
Somewhat harder today	5
Much harder today	2
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,007

Q7. Now think about all the ways the internet connects you to information. Compared to five years ago, would you say that you are better informed, not as well informed, or about the same as five years ago on the following topics?

[ITEMS RANDOMIZED]

	Better informed	Same as five years ago	Not as well informed	I don't use the Internet for this	DK/REF
The hobbies and personal interests you have	66	25	4	5	*
Your health and fitness	63	27	3	7	1
International news	60	24	6	9	1
National news	59	28	5	7	1
Popular culture such as movies, music, and books	59	28	5	7	1
Your family or friends	56	30	4	9	1
Local news	54	31	6	8	1
Civic life and government activities in your community	49	34	8	9	*
Your neighborhood and your neighbors	36	38	12	14	1

N=1,007

Q8. The next questions are about the information you use when making a major purchase.

If you didn't make any major purchases last year, consider something major that you thought about buying but decided not to.

Think about a major purchase you made in the last year. What was the product or type of product you purchased?

If you made more than one major product purchase in the last year, tell us the most expensive product.

[Open-ended question coded.]

	NORC 1/14-31/2016
Vehicle	24
Home appliances	12
Personal electronic devices	11
Home electronics	8
Home repair and improvement	8
Furniture	5
Gave a dollar amount	4
Vehicle repair or improvement	2
Real estate	2
Sporting goods	2
General entertainment	2
Personal care	2
Other	2
Major bills	1
Jewelry	1
Lawn care equipment	1
NOTHING	4
DON'T KNOW	2
SKIPPED ON WEB/REFUSED	8

N=

1,007

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If open-ended response given in Q8

Q9. In deciding to buy or not buy this product, did you use any of these sources of information?

NORC 1/14-31/2016	Yes	No	DK/ REF
Newspapers <u>including their print versions, websites, or apps</u>	24	74	1
TV stations <u>including their broadcasts, websites, or apps</u>	17	82	1
Radio stations <u>including their broadcasts, websites, or apps</u>	6	93	1
Search engines such as Google or Bing	68	32	*
Social Media	15	84	1
Blogs	12	87	1
Word of mouth including friends, family members, neighbors, or coworkers	62	38	*
Magazines <u>including their print versions, websites, or apps</u>	20	79	1
User reviews (such as Amazon reviews, Yelp, or Angie's List)	42	57	*
Product testing sources (such as Consumer Reports or Car and Driver)	44	56	*
Sales representatives	42	57	1

N=852

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Q10. Now think about *all* major product purchases you might make. In general, when considering a major product purchase, how often do you seek out new sources of information in addition to those that you use on a regular basis?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	NORC 1/14-31/2016
Never/Rarely NET	15
Never	4
Rarely	11
Sometimes	33
Often/Very often NET	52
Often	29
Very often	23
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,007

Q11. On a scale of 1 to 10 where 1 is not important and 10 is very important, when making a major product purchase, how important is it that the source of your information...?

[ITEMS RANDOMIZED]

	1	2	3	4	5	6	7	8	9	10	DK/ REF	Average
Is easy to use	3	1	1	1	8	7	12	19	16	33	*	8.0
Is a person who seems knowledgeable	2	1	1	2	7	8	12	19	13	34	-	8.0
Was recommended by someone credible	4	1	1	2	8	8	13	17	14	32	-	7.8
Includes user reviews	4	1	2	3	8	6	10	18	16	33	1	7.8
Tells when it was last updated	4	1	2	3	10	7	11	18	13	33	*	7.8
Is free/no charge for use	6	1	3	2	10	7	9	13	13	36	1	7.6
Refers to experts	5	*	3	5	11	8	13	18	12	24	1	7.2
Refers to scientific evidence	5	2	2	3	14	10	12	15	13	22	1	7.1
Is a person you know well	6	2	3	4	11	9	13	17	11	24	*	7.1
Is based on government data	18	5	6	9	16	10	12	11	7	8	*	5.2

N=1,007

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Q12. On a scale of 1 to 10 where 1 is not very likely and 10 is quite likely, when making a major purchase, how likely are you to seek out additional information when...?

[ITEMS RANDOMIZED]

	1	2	3	4	5	6	7	8	9	10	DK/ REF	Average
Your gut tells you to beware	4	1	*	2	5	6	9	14	14	45	*	8.3
You find conflicting information from the sources you regularly use	3	2	1	3	9	7	10	15	14	36	*	7.8
No one source seems to provide a complete picture	4	1	1	3	10	6	10	16	13	36	1	7.8
A person whom you respect raises questions about the sources you regularly use that you hadn't known about	3	1	2	2	11	7	13	18	15	27	1	7.6

N=1,007

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Q13. Sometimes different sources of information conflict with each other. On a scale of 1 to 10 where 1=not very often and 10=quite often, when making a major purchase, how often do you do each of the following if you find that sources of information do not agree?

[ITEMS RANDOMIZED]

	1	2	3	4	5	6	7	8	9	10	DK/ REF	Average
Search for more information	2	1	1	1	5	6	10	16	15	43	*	8.3
Go with the information that feels right	5	1	2	3	12	9	17	16	12	22	*	7.3
Go with the majority opinion	7	3	5	5	17	10	20	15	9	9	1	6.2
Go with what is easiest or most convenient to do	20	6	6	9	17	9	13	7	5	8	1	5.0
Do something else	19	3	6	8	19	10	11	8	4	10	1	4.1
Flip a coin or otherwise make a random choice	59	7	7	6	8	4	3	2	1	3	1	2.5

N=1,007

Q14. The next questions are about information concerning national issues facing the United States today.

In your opinion, what was the most important problem facing the United States during the last year?

[Open-ended question coded.]

	NORC 1/14-31/2016
Foreign policy issues	29
The economy	25
Domestic issues	23
Politics	10
Personal finance issues	3
Other	3
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	6

N=

1,007

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If open-ended response given in Q14

Q15. In forming your opinion about this issue, did you use any of these sources of information?

[ITEMS RANDOMIZED]

	Yes	No	DK/ REF
Newspapers <u>including their print versions, websites, or apps</u>	65	35	*
TV stations <u>including their broadcasts, websites, or apps</u>	79	20	1
Radio stations <u>including their broadcasts, websites, or apps</u>	54	46	-
Search engines such as Google or Bing	57	42	*
Social Media (such as Facebook or Twitter)	49	51	*
Blogs	19	80	1
Word of mouth including friends, family members, neighbors, or coworkers	74	26	*
Magazines <u>including their print versions, websites, or apps</u>	45	55	*
Government agencies	44	56	*
Political leaders	52	48	*
Political candidates	46	54	*
Issue organizations (such as the Sierra Club for environmental issues or AARP for retirement issues)	32	68	-
Other	16	80	4

N=939

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Q16. Now think about *any* national issue facing the United States today. It can include domestic or foreign policy issues. When considering *any* national issue, how often do you seek out new sources of information in addition to those that you use on a regular basis?

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	NORC 1/14-31/2016
Never/Rarely NET	27
Never	9
Rarely	19
Sometimes	41
Often/Very often NET	31
Often	20
Very often	12
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N=

1,007

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Q17. On a scale of 1 to 10 where 1 is not important and 10 is very important, when thinking about *any* national issue, how important is it that the source of your information...

[ITEMS RANDOMIZED]

	1	2	3	4	5	6	7	8	9	10	DK/ REF	Average
Tells when it was last updated	2	1	1	3	9	7	12	14	13	36	1	7.9
Is a person who seems knowledgeable	2	*	1	3	11	9	15	17	13	28	1	7.7
Refers to experts	4	1	2	3	11	8	15	18	12	25	1	7.5
Refers to scientific evidence	6	1	2	3	11	8	12	17	13	27	1	7.4
Was recommended by someone credible	4	1	1	3	13	7	15	19	12	24	1	7.4
Is easy to use	4	1	2	3	11	10	14	16	14	25	1	7.4
Is free/no charge for use	8	2	3	3	12	6	10	10	11	34	1	7.3
Is a person you know well	6	2	3	4	17	10	14	14	11	19	1	6.8
Is based on government data	9	4	5	6	16	11	15	14	6	13	1	6.1
Refers to views of government officials	11	4	9	6	19	11	12	10	6	12	1	5.7

N=1,007

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Q18. On a scale of 1 to 10 where 1 is not very likely and 10 is quite likely, when thinking about *any* national issue, how likely are you to seek out additional information when...?

[ITEMS RANDOMIZED]

	1	2	3	4	5	6	7	8	9	10	DK/ REF	Average
Your gut tells you to beware	3	1	2	2	9	7	11	15	12	38	1	7.9
You find conflicting information from the sources you regularly use	3	1	2	2	12	8	15	15	12	29	1	7.6
No one source seems to provide a complete picture	4	1	2	1	9	11	10	16	14	31	1	7.6
A person whom you respect raises questions about the sources you regularly use that you hadn't known about	4	1	1	2	12	9	14	18	13	23	2	7.4
Your regular sources of information seem biased toward one side of the issue	4	1	2	4	14	10	14	13	12	26	1	7.3

N=1,007

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Q19. Sometimes different sources of information conflict with each other. On a scale of 1 to 10 where 1=not very often and 10=quite often, when thinking about *any* national issue, how often do you do each of the following if you find that sources of information do not agree?

[ITEMS RANDOMIZED]

	1	2	3	4	5	6	7	8	9	10	DK/ REF	Average
Search for more information	2	2	1	2	9	6	12	14	17	35	1*	7.9
Go with the information that feels right	5	2	3	3	15	13	16	16	10	17	1*	6.9
Go with the majority opinion	17	4	7	8	21	12	13	8	5	5	1*	5.1
Go with what is easiest or most convenient to do	27	7	8	9	14	9	9	6	4	6	1*	4.3
Do something else	25	5	7	9	17	6	8	6	4	11	2*	3.6
Flip a coin or otherwise make a random choice	60	7	6	6	7	5	2	2	1	3	1*	2.5

N=1,007

Q20. The following questions describe differing ways two people approach decision making about different topics. Please indicate on the scale from 1 to 10 which of the two ways is closer to the way you make decisions on these topics.

Two people are discussing how they make decisions about buying major consumer products.

Person A relies on gut feelings rather than collecting a lot of information.

Person B collects as much information and expert opinion as possible.

Which is closer to the way you make decisions about buying a major product?

Please use a scale of 1 to 10, where 1 means you are like Person A and 10 means you are like Person B.

[HALF SAMPLE ASKED OPTIONS FOR PERSON A AND PERSON B IN REVERSE ORDER]

	NORC 1/14-31/2016
1=I am like person A	5
2	1
3	1
4	3
5	7
6	8
7	9
8	15
9	7
10=I am like person B	44
Average	7.9
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N=

1,007

Q21. Two people are discussing how they make decisions about important public policy issues, for example, about the health care reforms that were passed by Congress in 2010 or sending troops to the Middle East.

Person A relies on gut feelings rather than collecting a lot of information.

Person B collects as much information and expert opinion as possible.

Which view is closer to the way you make decisions about important public policy issues?

Again, this is a scale of 1 to 10.

[HALF SAMPLE ASKED OPTIONS FOR PERSON A AND PERSON B IN REVERSE ORDER]

	NORC 1/14-31/2016
1=I am like person A	4
2	1
3	3
4	3
5	7
6	10
7	11
8	14
9	9
10=I am like person B	37
Average	7.7
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,007

Q22. Two patients are discussing a new treatment for a serious illness that many people say has been very effective, but most doctors say its effectiveness has not been proven.

Patient A says we should go ahead and use it.

Patient B says that we should wait until doctors agree that it is effective.

Which view is closer to the way you make these decisions?

Again, this is a scale of 1 to 10.

[HALF SAMPLE ASKED OPTIONS FOR PATIENT A AND PATIENT B IN REVERSE ORDER]

	NORC 1/14-31/2016
1=I am like patient A	8
2	2
3	6
4	7
5	12
6	13
7	8
8	11
9	5
10=I am like patient B	29
Average	6.7
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,007

Q23. Two people are discussing climate change.

Person A says this is a matter for science and we should take the actions that scientists recommend.

Person B says that experts always disagree and that we should pay more attention to what seems right from our own experience than to what scientists say.

Which view is closer to the way you think about climate change?

Again, this is a scale of 1 to 10.

[HALF SAMPLE ASKED OPTIONS FOR PERSON A AND PERSON B IN REVERSE ORDER]

	NORC 1/14-31/2016
1=I am like person A	12
2	2
3	4
4	5
5	12
6	12
7	8
8	10
9	5
10=I am like person B	30
Average	6.7
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,007

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Q24. Here are some statements that describe people. How would you describe yourself? Please use a scale of 1 to 10 where 1=I am not like this at all and 10=this describes me very well.

[ITEMS RANDOMIZED]

	1	2	3	4	5	6	7	8	9	10	DK/ REF	Average
I weigh alternatives carefully before acting.	2	1	1	4	10	10	17	16	13	26	*	7.5
I am comfortable with modern computer technology.	6	2	4	5	9	6	11	13	15	31	1	7.4
My friends view me as someone who always thinks things through before I act.	3	*	3	4	13	9	15	16	13	22	1	7.3
I make up my own mind and am not influenced by what others think.	3	2	5	5	17	8	13	16	10	21	*	6.9
I try to avoid conflict.	6	2	5	6	14	8	10	14	10	26	*	6.9
I enjoy a friendly debate.	6	2	4	6	15	9	12	14	10	22	*	6.8
I have strong opinions on most subjects and don't change my mind easily.	4	2	4	6	19	10	16	15	7	17	1	6.7
I agonize over decisions and try to get lots of information before deciding on something.	7	3	4	5	17	12	13	13	9	17	1	6.5
I tend to be suspicious of others, particularly those I do not know well.	6	3	7	6	17	10	13	12	9	18	1	6.4
I trust most people.	11	5	6	7	18	12	15	14	5	7	*	5.6
I make decisions rapidly.	12	5	11	9	19	14	10	8	4	7	*	5.2
I have trouble disagreeing with others.	25	10	9	10	16	9	6	7	2	6	*	4.2
My friends view me as someone who often acts impulsively.	25	14	12	10	14	8	7	3	2	5	1	3.9

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I find modern computer technology intimidating.	35	12	8	7	10	8	6	5	3	6	*	3.8
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N=1,007

Q25. Excluding using it for work or school, do you use the internet or web-enabled applications, known as apps, for more than email, or not?

	NORC 1/14- 31/2016
Yes	74
No	26
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N=

1,007

If yes in Q25

Q25B. Not counting use for work, school, or sending email, about how much time, in hours, do you use the internet each week? Please include time you spend visiting regular websites and time spent using apps.

	NORC 1/14- 31/2016
10 hours or less	52
11 to 20 hours	24
21 to 30 hours	11
31 to 40 hours	4
41 to 50 hours	1
51 or more hours	5
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	3

N=

717

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Now we have a few questions about issues in the news.

[ORDER OF QUESTIONS Q26-Q29 RANDOMIZED]

Q26. Do you agree or disagree? Homosexual couples should have the right to marry one another.

	NORC 1/14- 31/2016
Agree NET	51
Strongly agree	32
Agree	20
Neither agree nor disagree	18
Disagree NET	30
Disagree	10
Strongly disagree	20
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,007

Q27. Do you think that global warming is happening, or do you think global warming is not happening?

	NORC 1/14- 31/2016
Yes, global warming is happening	66
No, global warming is not happening	16
Not sure	18
SKIPPED ON WEB/REFUSED	*

N=

1,007

Q28. Do you favor or oppose providing a legal way for illegal immigrants already in the United States to become U.S. citizens?

	NORC 1/14- 31/2016
Favor NET	61
Strongly favor	27
Somewhat favor	34
Oppose NET	38
Somewhat oppose	21
Strongly oppose	17
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,007</i>

Q29. In general, do you support, oppose, or neither support nor oppose the health care reforms that were passed by Congress in March of 2010?

	NORC 1/14- 31/2016
Support NET	34
Strongly support	16
Somewhat support	18
Neither support nor oppose	25
Oppose NET	40
Somewhat oppose	18
Strongly oppose	22
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,007</i>

The following questions are for classification purposes only. Be assured that your responses will be combined with those of other participants to this survey.

Q30. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

	NORC 1/14-31/2016
Democrat	33
Republican	22
Independent	24
None of these	20
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,007

If Democrat in Q30

Q30A. Would you call yourself a strong Democrat or not a very strong Democrat?

	NORC 1/14-31/2016
Strong Democrat	53
Not a very strong Democrat	46
DON'T KNOW	*
SKIP/REFUSED	1

N=

349

If Republican in Q30

Q30B. Would you call yourself a strong Republican or not a very strong Republican?

	NORC 1/14-31/2016
Strong Republican	47
Not a very strong Republican	53
DON'T KNOW	*
SKIP/REFUSED	-

N=

221

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If Independent, None of these, or Don't Know/Skip/Refused in Q30

Q30C. Do you lean more toward the Democrats or the Republicans?

	NORC 1/14-31/2016
Lean Democrat	29
Lean Republican	27
Don't lean	42
DON'T KNOW	*
SKIP/REFUSED	1
<i>N=</i>	<i>437</i>

Q30/Q30A/Q30B/Q30C. Party Identification

	NORC 1/14-31/2016
Democrat (NET)	45
Strong Democrat	17
Moderate Democrat	15
Lean Democrat	13
Don't lean/Independent/None	19
Republican (NET)	34
Lean Republican	12
Moderate Republican	12
Strong Republican	10
DON'T KNOW/SKIP/REFUSED	2
<i>N=</i>	<i>1,007</i>

Q31. We hear a lot of talk these days about liberals and conservatives. Below is a seven point scale on which the political views that people might hold are arranged from extremely liberal--point 1-- to extremely conservative- point 7. Where would you place yourself on this scale?

	NORC 1/14-31/2016
Extremely liberal	5
Liberal	12
Slightly liberal	9
Moderate, middle of the road	39
Slightly conservative	12
Conservative	15
Extremely conservative	6
DON'T KNOW	*
SKIP/REFUSED	2
<i>N=</i>	<i>1,007</i>

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AGE

	NORC 1/14-31/2016
18-24	12
25-34	17
35-44	19
45-54	14
55-64	18
65-74	12
75+	7

N=

1,007

GENDER

	NORC 1/14-31/2016
Male	48
Female	52

N=

1,007

RACE/ETHNICITY

	NORC 1/14-31/2016
White	65
Black or African American	12
Hispanic	16
Other	8

N=

1,007

MARITAL STATUS

	NORC 1/14-31/2016
Married	50
Widowed	5
Divorced	11
Separated	3
Never married	25
Living with partner	6

N=

1,007

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INCOME

	NORC 1/14-31/2016
Under \$10,000	6
\$10,000 to under \$20,000	11
\$20,000 to under \$30,000	15
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	19
\$75,000 to under \$100,000	11
\$100,000 to under \$150,000	14
\$150,000 or more	6

N=

1,007

EDUCATION

	NORC 1/14-31/2016
Less than a high school diploma	12
High school graduate or equivalent	30
Some college	27
College graduate or above	31

N=

1,007

Study Methodology

This survey was conducted by NORC at the University of Chicago as part of NORC's 75th Anniversary commemoration. Data were collected using AmeriSpeak®, which is a 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).

Interviews for this survey were conducted between January 14 and January 31, 2016, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak®, and 1,007 completed the survey—793 via the web and 214 via telephone. The final stage completion rate is 37.3 percent, the weighted household panel response rate is 36.9 percent, and the weighted household panel retention rate is 97.7 percent, for a cumulative response rate of 13.5 percent. The overall margin of sampling error is +/- 3.7 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

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 non-coverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and household phone status. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

A complete analysis of the survey data is available at www.norc.org.