



## PRRI/Florida State University 2017 Inspirational Media Survey Total = 2,016 (1,784 Online, 232 Telephone) February 28 – March 29, 2017

- Q.1 In general, how satisfied do you feel about the following....? [RANDOMIZE]
- a. Your personal health

April	Feb.	
<u>2017</u>	<u>2016</u>	
12	13	Completely satisfied
32	36	Very satisfied
40	37	Somewhat satisfied
13	10	Not too satisfied
2	3	Not at all satisfied
<u>*</u>	*	Don't know/Refused (VOL.)
100	100	Total

## b. Your family life

April	Feb.	
<u>2017</u>	<u>2016</u>	
28	29	Completely satisfied
38	39	Very satisfied
25	23	Somewhat satisfied
6	6	Not too satisfied
2	2	Not at all satisfied
*	* _	Don't know/Refused (VOL.)
100	100	Total

## c. Relationships with friends

April	Feb.	
<u>2017</u>	<u>2016</u>	
22	23	Completely satisfied
40	40	Very satisfied
28	28	Somewhat satisfied
8	6	Not too satisfied
2	2	Not at all satisfied
*	*	Don't know/Refused (VOL.)
100	100	Total

### d. Quality of life in your community

April	Feb.	
<u>2017</u>	<u>2016</u>	
9	15	Completely satisfied
37	36	Very satisfied
41	37	Somewhat satisfied
9	9	Not too satisfied
3	2	Not at all satisfied
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

## e. How things are going in the country today

- 3 Completely satisfied
- 8 Very satisfied
- 35 Somewhat satisfied
- Not too satisfied
- Not at all satisfied
- 1 Don't know/Refused (VOL.)
- 100 Total

## f. Your life in general

- 13 Completely satisfied
- 45 Very satisfied
- 34 Somewhat satisfied
- 6 Not too satisfied
- 2 Not at all satisfied
- 1 Don't know/Refused (VOL.)
- 100 Total

Q.2 Which of the following best describes your general mood these days? [RANDOMIZE 1-5]

- 20 Anxious
- 11 Depressed
- 43 Content
- 17 Joyful
- 3 Angry
- 6 Other [SPECIFY]
- 1 Don't know/Refused (VOL.)
- 100 Total
- Q.3 These days, how much would you say politics and current events affect your mood?
  - 10 A great deal
  - A good amount
  - 38 Just some
  - Not much
  - 7 Not at all
  - \* Don't know/Refused (VOL.)
  - 100 Total

Now a few questions about you...

- Q.4 Some people say they have experiences of being personally moved, touched, or inspired often, while others say they do not have these experiences at all. In the past month, how often, if at all, did you experience any of the following? [RANDOMIZE LIST A-G]
- a. Felt particularly connected to the world around you

April	Feb.	
<u>2017</u>	<u>2016</u>	
8	13	At least once a day
19	20	Almost every day
26	18	A few times a week
20	18	Once or twice a month
20	22	Seldom
5	9	Never
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

b. Felt like you wanted to do something to make the world a better place

April	Feb.	
<u>2017</u>	<u>2016</u>	
15	21	At least once a day
23	24	Almost every day
25	19	A few times a week
20	19	Once or twice a month
15	12	Seldom
3	5	Never
<u>*</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

c. Felt a sense of compassion for people you don't even know

April	Feb.	
<u>2017</u>	<u>2016</u>	
17	23	At least once a day
28	26	Almost every day
31	23	A few times a week
14	16	Once or twice a month
8	7	Seldom
2	4	Never
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

d. Felt like you were a part of something much larger than yourself

April	Feb.	
<u>2017</u>	<u>2016</u>	
14	19	At least once a day
17	18	Almost every day
20	13	A few times a week
17	17	Once or twice a month
25	19	Seldom
7	12	Never
*	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

## e. Felt a sense of a larger meaning or purpose in life

April	Feb.	
<u>2017</u>	<u>2016</u>	
19	18	At least once a day
22	23	Almost every day
19	15	A few times a week
16	17	Once or twice a month
19	18	Seldom
5	9	Never
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

## f. Felt particularly grateful for things in your life

April	Feb.	
<u>2017</u>	<u>2016</u>	
35	39	At least once a day
34	30	Almost every day
18	15	A few times a week
9	9	Once or twice a month
3	5	Seldom
1	2	Never
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

## g. Felt a deep connection with nature and the earth

April	Feb.	
<u>2017</u>	<u>2016</u>	
14	16	At least once a day
20	17	Almost every day
22	15	A few times a week
19	18	Once or twice a month
19	23	Seldom
5	11	Never
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

h. Felt moved, touched or inspired while watching or listening to something in the media or on the Internet

- 13 At least once a day
- Almost every day
- 31 A few times a week
- 19 Once or twice a month
- 12 Seldom
- 4 Never
- 1 Don't know/Refused (VOL.)
- 100 Total

Thinking about the times you participated in the following activities...

- Q.5 When is the last time you personally felt moved, touched or inspired while you were doing any of the following? **[RANDOMIZE LIST]**
- a. Watching a television show
  - 42 In the last week
  - In the last month
  - 14 In the last 6 months
  - Not recently
  - 3 Never
  - <u>1</u> Don't know/Refused (VOL.)
  - 100 Total
- b. Watching a movie
  - 31 In the last week
  - 30 In the last month
  - 19 In the last 6 months
  - 16 Not recently
  - 3 Never
  - \* Don't know/Refused (VOL.)
  - 100 Total

#### c. Listening to a radio program or podcast

- 27 In the last week
- In the last month
- 13 In the last 6 months
- Not recently
- 11 Never
- \* Don't know/Refused (VOL.)
- 100 Total

### d. Reading a book

- In the last week
- 19 In the last month
- 18 In the last 6 months
- 33 Not recently
- 8 Never
- 1 Don't know/Refused (VOL.)
- 100 Total

### e. Listening to a song or piece of music

- In the last week
- In the last month
- 13 In the last 6 months
- 8 Not recently
- 3 Never
- 1 Don't know/Refused (VOL.)
- 100 Total

### f. Reading a news story

- In the last week
- 27 In the last month
- 13 In the last 6 months
- 19 Not recently
- 7 Never
- <u>1</u> Don't know/Refused (VOL.)
- 100 Total

### g. Watching an online video

- 30 In the last week
- In the last month
- 15 In the last 6 months
- 17 Not recently
- 12 Never
- <u>1</u> Don't know/Refused (VOL.)
- 100 Total

#### h. Using social media, like Facebook

- 35 In the last week
- 18 In the last month
- 10 In the last 6 months
- Not recently
- 22 Never
- <u>1</u> Don't know/Refused (VOL.)
- 100 Total

# PROGRAMMING NOTE: RANDOMIZE ANSWER RESPONSES FOR Q6a (1-8) AND KEEP RESPONSES IN THAT ORDER FOR Q6b-Q6h

# IF FELT MOVED WHEN WATCHING A TELEVISION SHOW IN LAST 6 MONTHS (Q5a=1-3), ASK [N=1,634]:

- Q.6a Thinking about the last time you felt moved, touched or inspired while watching a TELEVISION SHOW, what was it about the television show that MOST moved you? The most important character in the TELEVISION SHOW....
  - Overcame an obstacle or demonstrated perseverance
  - Experienced a tragedy, illness, or loss
  - 18 Showed kindness to another person
  - 8 Demonstrated exceptional skill, achievement, or made a discovery
  - 4 Saw or witnessed something of natural beauty
  - 16 Experienced love, bonding, or connection
  - 6 Displayed gratitude or thankfulness
  - 6 Felt joyful about life
  - 3 Something else [SPECIFY]
  - <u>1</u> Don't know/Refused (VOL.)
  - 100 Total

# IF FELT MOVED WHEN WATCHING A MOVIE IN LAST 6 MONTHS (Q5b=1-3), ASK [N=1,616]:

- Q.6b Thinking about the last time you felt moved, touched or inspired while watching a MOVIE, what was it about the movie that MOST moved you? The most important character in the MOVIE....
  - 27 Overcame an obstacle or demonstrated perseverance
  - Experienced a tragedy, illness, or loss
  - 12 Showed kindness to another person
  - Demonstrated exceptional skill, achievement, or made a discovery
  - 4 Saw or witnessed something of natural beauty
  - Experienced love, bonding, or connection
  - 6 Displayed gratitude or thankfulness
  - 6 Felt joyful about life
  - 2 Something else [SPECIFY]
  - <u>2</u> Don't know/Refused (VOL.)
  - 100 Total

#### **NO QUESTIONS 6c-6e**

# IF FELT MOVED WHEN READING NEWS STORY IN LAST 6 MONTHS (Q5f=1-3), ASK [N=1,547]:

- Q.6f Thinking about the last time you felt moved, touched or inspired while reading a NEWS STORY, what was it about the news story that MOST moved you? The main subject of the NEWS STORY....
  - 19 Overcame an obstacle or demonstrated perseverance
  - Experienced a tragedy, illness, or loss
  - 25 Showed kindness to another person
  - 8 Demonstrated exceptional skill, achievement, or made a discovery
  - 3 Saw or witnessed something of natural beauty
  - 7 Experienced love, bonding, or connection
  - 8 Displayed gratitude or thankfulness
  - 3 Felt joyful about life
  - 2 Something else [SPECIFY]
  - 1 Don't know/Refused (VOL.)
  - 100 Total

# IF FELT MOVED WHEN WATCHING ONLINE VIDEO IN LAST 6 MONTHS (Q5g=1-3), ASK [N=1,349]:

- Q.6g Thinking about the last time you felt moved, touched or inspired while watching an ONLINE VIDEO, what was it about the video that MOST moved you? The most important character in the VIDEO....
  - 13 Overcame an obstacle or demonstrated perseverance
  - Experienced a tragedy, illness, or loss
  - 19 Showed kindness to another person
  - Demonstrated exceptional skill, achievement, or made a discovery
  - 9 Saw or witnessed something of natural beauty
  - Experienced love, bonding, or connection
  - 8 Displayed gratitude or thankfulness
  - Felt joyful about life
  - 4 Something else [SPECIFY]
  - <u>1</u> Don't know/Refused (VOL.)
  - 100 Total

# IF FELT MOVED WHEN USING SOCIAL MEDIA IN LAST 6 MONTHS (Q5h=1-3), ASK [N=1,242]:

- Q.6h Thinking about the last time you felt moved, touched or inspired while using SOCIAL MEDIA, what was it about the post that MOST moved you? The most important character in the post....
  - 14 Overcame an obstacle or demonstrated perseverance
  - Experienced a tragedy, illness, or loss
  - 19 Showed kindness to another person
  - 6 Demonstrated exceptional skill, achievement, or made a discovery
  - 7 Saw or witnessed something of natural beauty
  - Experienced love, bonding, or connection
  - 14 Displayed gratitude or thankfulness
  - Felt joyful about life
  - 2 Something else [SPECIFY]
  - <u>1</u> Don't know/Refused (VOL.)
  - 100 Total

Q.7 Thinking about the most recent time you felt personally moved, touched or inspired by something in the media or on social media, who you were with, if anyone? [LIST IN ORDER] [ALLOW MULTIPLE RESPONSES]

April	Feb.	
<u>2017</u>	<u>2016</u>	
25	23	A spouse or partner
9	9	Children
6	5	Other family members
5	4	Friends or roommates
58	61	No one/By myself
1	*	Other [SPECIFY]
2	3	Don't know/Refused (VOL.)

Note: Multiple responses accepted. Numbers do not add up to 100 percent.

Q.8 Thinking about the most recent time you felt personally moved, touched or inspired by something in the media or on social media, how did you come across it? [RANDOMIZE 1-4]

April	Feb.	
<u>2017</u>	<u>2016</u>	
6	5	I specifically searched for it
15	15	It was recommended to me by a friend or family member
6	6	I saw an advertisement for it
66	68	I randomly came across it while doing other things
4	3	Other [SPECIFY]
<u>2</u>	<u>4</u>	Don't know/Refused (VOL.)
100	100	Total

Q.9 Thinking about the most recent time you felt personally moved, touched or inspired by something in the media or on social media, did you share this with a friend or family member in any way?

April	Feb.	
<u>2017</u>	<u>2016</u>	
58	62	Yes
41	37	No
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

Thinking about the past month...

Q.10 Regardless of whether this is something you regularly do, please say how often you have done any of the following in just the past month...

## [RANDOMIZE LIST]

a. Allowed someone to go ahead of you in a line

Feb.	
<u>2016</u>	
17	Have not done this in the past month
28	Once in the past month
28	A couple times in the past month
10	Once a week
11	A few times a week
6	Nearly every day
<u>1</u>	Don't know/Refused (VOL.)
100	Total
	2016 17 28 28 10 11 6

b. Held the door open or held an elevator for a stranger

April	Feb.	
<u>2017</u>	<u>2016</u>	
7	8	Have not done this in the past month
8	9	Once in the past month
20	24	A couple times in the past month
12	11	Once a week
25	23	A few times a week
29	24	Nearly every day
<u>*</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

c. Thanked a stranger

April	Feb.	
<u>2017</u>	<u>2016</u>	
5	8	Have not done this in the past month
7	10	Once in the past month
18	22	A couple times in the past month
12	12	Once a week
27	22	A few times a week
29	24	Nearly every day
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

d. Prayed for someone who was not a close friend or family member

Feb.	
<u>2016</u>	
30	Have not done this in the past month
15	Once in the past month
18	A couple times in the past month
7	Once a week
11	A few times a week
18	Nearly every day
<u>*</u>	Don't know/Refused (VOL.)
100	Total
	2016 30 15 18 7 11 18 *

e. Sent a personal note to someone expressing support for them

April	Feb.	
<u>2017</u>	<u>2016</u>	
48	45	Have not done this in the past month
21	21	Once in the past month
17	17	A couple times in the past month
6	6	Once a week
5	6	A few times a week
3	4	Nearly every day
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

f. Volunteered your time at a charity, religious organization, or school

April	Feb.	
<u>2017</u>	<u>2016</u>	
59	57	Have not done this in the past month
13	15	Once in the past month
10	10	A couple times in the past month
7	7	Once a week
7	6	A few times a week
4	4	Nearly every day
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

g. Loaned a personal possession to someone who was not a family member

April	Feb.	
<u>2017</u>	<u>2016</u>	
52	49	Have not done this in the past month
24	24	Once in the past month
13	14	A couple times in the past month
5	6	Once a week
3	3	A few times a week
2	3	Nearly every day
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

h. Agreed to do a personal favor for a friend or coworker

Feb.	
<u>2016</u>	
16	Have not done this in the past month
23	Once in the past month
28	A couple times in the past month
13	Once a week
12	A few times a week
7	Nearly every day
<u>1</u>	Don't know/Refused (VOL.)
100	Total
	2016 16 23 28 13 12 7 1

i. Listened to someone talk about a personal problem

April	Feb.	
<u>2017</u>	<u>2016</u>	
5	7	Have not done this in the past month
12	13	Once in the past month
27	25	A couple times in the past month
15	14	Once a week
21	21	A few times a week
18	20	Nearly every day
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	Total

#### j. Paid a compliment to a colleague or coworker

- 19 Have not done this in the past month
- 12 Once in the past month
- A couple times in the past month
- 13 Once a week
- A few times a week
- 13 Nearly every day
- <u>1</u> Don't know/Refused (VOL.)
- 100 Total

### k. Interrupted someone who was talking

- Have not done this in the past month
- 17 Once in the past month
- A couple times in the past month
- 9 Once a week
- 15 A few times a week
- 7 Nearly every day
- <u>1</u> Don't know/Refused (VOL.)
- 100 Total

## l. Donated money to a church or other religious congregation or charity

- Have not done this in the past month
- 16 Once in the past month
- 13 A couple times in the past month
- 16 Once a week
- 2 A few times a week
- 1 Nearly every day
- <u>1</u> Don't know/Refused (VOL.)
- 100 Total

Now, a few questions about yourself...

Q.11 How well do the following statements describe you? This describes me...

#### [RANDOMIZE LIST]

- a. I am an extraordinary person
  - 11 Exactly
  - 21 Very well
  - 40 Somewhat well
  - Not too well
  - 8 Not at all well
  - 1 Don't know/Refused (VOL.)
  - 100 Total
- b. I like to be complimented
  - 10 Exactly
  - 25 Very well
  - 42 Somewhat well
  - 16 Not too well
  - 6 Not at all well
  - 1 Don't know/Refused (VOL.)
  - 100 Total
- c. I can make anybody believe anything I want them to
  - 3 Exactly
  - 10 Very well
  - 32 Somewhat well
  - 35 Not too well
  - Not at all well
  - <u>1</u> Don't know/Refused (VOL.)
  - 100 Total
- d. I can usually talk my way out of anything
  - 5 Exactly
  - 15 Very well
  - 36 Somewhat well
  - 30 Not too well
  - 12 Not at all well
  - <u>1</u> Don't know/Refused (VOL.)
  - 100 Total

- e. I will never be satisfied until I get all that I deserve
  - 5 Exactly
  - 9 Very well
  - Somewhat well
  - 34 Not too well
  - Not at all well
  - <u>1</u> Don't know/Refused (VOL.)
  - 100 Total
- f. I insist upon getting the respect that is due to me
  - 9 Exactly
  - 18 Very well
  - 34 Somewhat well
  - Not too well
  - Not at all well
  - 1 Don't know/Refused (VOL.)
  - 100 Total
- g. It bothers me to hurt other peoples' feelings
  - 43 Exactly
  - 35 Very well
  - 15 Somewhat well
  - 3 Not too well
  - 3 Not at all well
  - <u>1</u> Don't know/Refused (VOL.)
  - 100 Total
- h. On average, my friends would probably say I am a kind person
  - 32 Exactly
  - 45 Very well
  - 19 Somewhat well
  - 2 Not too well
  - \* Not at all well
  - 1 Don't know/Refused (VOL.)
  - 100 Total

i. If I had to list everything I felt grateful for, it would be a very long list

- 39 Exactly
- 30 Very well
- 22 Somewhat well
- 6 Not too well
- 1 Not at all well
- <u>1</u> Don't know/Refused (VOL.)
- 100 Total

j. I am grateful to a wide variety of people

- 34 Exactly
- 35 Very well
- 23 Somewhat well
- 6 Not too well
- 1 Not at all well
- 1 Don't know/Refused (VOL.)
- 100 Total

k. I am seeking a purpose or mission for my life

- 18 Exactly
- Very well
- 32 Somewhat well
- 17 Not too well
- 7 Not at all well
- <u>1</u> Don't know/Refused (VOL.)
- 100 Total

l. I am always searching for something that makes my life feel significant

- 13 Exactly
- Very well
- 34 Somewhat well
- Not too well
- 9 Not at all well
- <u>1</u> Don't know/Refused (VOL.)
- 100 Total

Thinking about the presidential election this year...

Q.12 Regardless of whether or not you ended up voting, how interested were you in the 2016 presidential election?

- 59 Very interested
- 26 Somewhat interested
- 8 Not too interested
- 5 Not at all interested
- <u>1</u> Don't know/Refused (VOL.)
- 100 Total
- Q.13 A lot of people have been telling us they didn't get a chance to vote in this election or they chose not to vote. How about you... did things come up that kept you from voting, did you CHOOSE not to vote, OR did you happen to vote?
  - 76 Yes, voted
  - 5 No, didn't get a chance to vote
  - No, chose not to vote
  - 5 Not eligible to vote/not registered to vote
  - \* Other [SPECIFY]
  - <u>1</u> Don't know/Refused (VOL.)
  - 100 Total

### IF VOTED (Q13=1), ASK [N=1,663]:

Q.14 Did you happen to vote for [INSERT; RANDOMIZE 1-2], [INSERT], or some other candidate?

April	Nov.	
<u>2017</u>	<u>2016</u>	
51	45	Hillary Clinton, the Democrat
39	41	Donald Trump, the Republican
9	-	Other candidate [SPECIFY]
-	2	Gary Johnson (VOL.)
-	*	Jill Stein (VOL.)
-	1	Evan McMullin (V0L.)
-	7	Other candidate
-	0	Did not vote (VOL.)
<u>2</u>	<u>5</u>	Don't know/Refused (VOL.)
100	100	Total

Q.15 Which of the following best describes how you feel about the outcome of this election? [RANDOMIZE 1-5]

April	Nov.	Nov.	Nov.	Nov.	
<u>2017</u>	<u>2016</u>	<u>2014</u>	<u>2012</u>	<u>2010</u>	
18	23	34	31	41	Satisfied
15	19	10	22	9	Excited
21	19	23	20	21	Disappointed
30	26	20	23	18	Worried
6	5	2	2	3	Angry
8	4	2	1	2	Other [SPECIFY]
-	2	4	-	-	Don't care/Makes no difference (VOL.)
<u>1</u>	<u>2</u>	<u>4</u>	<u>1</u>	<u>6</u>	Don't know/Refused (VOL.)
100	100	100	100	100	Total

## **Survey Methodology**

The survey was designed and conducted by PRRI in partnership with Florida State University. The survey was made possible by a generous grant from the John Templeton Foundation. Interviews were conducted as part of a follow-up survey among a random sample of 2,016 adults who were part of a 2016 study that interviewed 3,006 adults living in the United States, including all 50 states and the District of Columbia. The original study included interviews among participants in AmeriSpeak, a probability-based panel designed to be representative of the national U.S. adult population administered by NORC at the University of Chicago. Interviews were conducted both online using a self-administered design and by telephone using live interviewers. Panel participants without Internet access, which included 232 respondents in the current study, were interviewed via telephone by professional interviewers under the direction of NORC. Interviewing was conducted in both Spanish and English between February 28 and March 29, 2017.

NORC's AmeriSpeak Panel provides a representative panel of civilian, noninstitutional adults (age 18 and over) living in the United States. The sample frame was developed using a two-stage probability sample design to create a representative sample of households in the United States. The first stage uses National Frame Areas (NFAs), geographic areas that have a population of at least 10,000 people. The National Sample Frame contains almost 3 million households and includes 80,000 rural households. Additionally, NORC oversampled housing units in segments (Census tracts or block groups) that include hard-to-reach populations, including young adults, Hispanics and African Americans. Panel recruitment proceeded in two stages. First, a mail solicitation is sent to a randomly selected household along with follow-up telephone calls and email solicitations if necessary. In the second stage, households that have not responded to the initial inquiry or follow-ups receive an enhanced incentive offer and a personal visit from NORC field interviewers. Members typically participate in panel surveys two or three times a month. For more information about AmeriSpeak, please visit: http://www.norc.org/Research/Capabilities/Pages/amerispeak.aspx

The weighting for the follow-up study was accomplished by using the 2016 survey weights and adjusting for nonresponse based on the following demographic characteristics: age, sex, education, race and ethnicity and Census Division. Extreme weights were then trimmed based in order to minimize the mean squared error associated with key survey estimates and then reraked on the sample population totals used in the 2016 survey weighting.

The 2016 weighting was accomplished in two separate stages. First, study panel base weights were calculated for every household based on the probability of selection from the NORC National Frame, the sampling frame that is used to sample housing units for AmeriSpeak. Household level weights were then assigned to each eligible adult in every recruited household. In the second stage, sample

demographics were balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, and division (U.S. Census definitions), housing type, and telephone usage. The telephone usage parameter came from an analysis of the National Health Interview Survey. All other weighting parameters are derived from an analysis of the U.S. Census Bureau's Current Population Survey.

The sample weighting is accomplished using an iterative proportional fitting (IFP) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

The margin of error for the survey is +/- 3.1 percentage points at the 95% level of confidence. The design effect for the survey is 2.0. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.

## **Appendix**

Table 1. Demographic, Political, and						
Religious Subgroup Sample Sizes						
(All figures are unweighted)						
	General					
	<u>Public</u>					
Total Sample	2,016					
Male	858					
Female	1,158					
Democrat	514					
Independent	637					
Republican	733					