PRRI 2019 American Values Atlas
March 26, 2019 – December 29, 2019
N=40,357

Q.1   Now, we would like to get your views on some issues that are being discussed in the country today. Do you strongly favor, favor, oppose or strongly oppose **[INSERT FIRST]**? What about **[INSERT NEXT; RANDOMIZE]**? **[READ AS NECESSARY:** Do you strongly favor, favor, oppose or strongly oppose this?**]**

a. Laws that would protect gay, lesbian, bisexual, and transgender people against discrimination in jobs, public accommodations, and housing

	Strongly favor	Favor	Oppose	Strongly oppose	Don't know/ Refused (VOL.)
March-December	*30*	*42*	*14*	*7*	*7=100*
March 26-31	32	37	15	9	7=100
April 2-7	28	44	15	7	7=100
April 9-14	34	41	13	8	4=100
April 16-20	32	40	15	9	4=100
April 23-28	21	46	16	10	7=100
April 30-May 5	26	44	14	8	7=100
May 7-12	29	42	15	9	6=100
May 14-19	28	42	14	8	8=100
May 21-26	28	45	12	6	9=100
May 29-June 2	32	42	15	6	6=100
June 4-9	30	44	12	6	7=100
June 11-16	30	39	15	8	8=100
June 18-23	32	42	15	6	6=100
June 25-30	29	41	15	7	7=100
July 1-7	27	43	15	8	7=100
July 9-14	28	43	15	6	8=100
July 16-21	32	40	16	7	6=100
July 23-28	27	44	14	8	8=100
July 30-August 4	27	44	13	7	9=100
August 6-11	26	42	15	8	8=100
August 13-18	28	39	17	6	11=100
August 20-25	30	40	14	8	9=100
August 27-September 1	29	42	16	6	7=100
September 3-8	29	41	14	6	10=100
September 10-15	28	42	14	8	8=100
September 17-22	30	44	12	8	6=100
September 24-29	30	43	14	8	5=100

October 1-6	30	45	12	6	7=100
October 8-13	31	43	13	5	8=100
October 15-20	32	38	14	8	7=100
October 22-27	35	37	12	8	7=100
October 29-November 3	29	39	15	6	10=100
November 5-10	31	41	13	7	7=100
November 12-17	28	42	14	7	10=100
November 19-24	32	40	12	7	8=100
November 25-December 1	33	42	13	7	5=100
December 3-8	30	44	14	6	4=100
December 10-15	30	44	14	7	6=100
December 17-22	31	42	11	9	7=100
December 23-29	31	45	11	7	6=100

b. Allowing a small business owner in your state to refuse to provide products or services to gay or lesbian people, if doing so violates their religious beliefs

	Strongly favor	Favor	Oppose	Strongly oppose	Don't know/ Refused (VOL.)
March-December	*12*	*25*	*31*	*25*	*7=100*
March 26-31	12	24	26	30	8=100
April 2-7	9	27	33	23	8=100
April 9-14	14	24	31	27	4=100
April 16-20	13	25	33	24	5=100
April 23-28	12	26	33	22	7=100
April 30-May 5	9	24	35	24	8=100
May 7-12	12	24	34	23	7=100
May 14-19	9	22	38	22	9=100
May 21-26	10	22	38	20	9=100
May 29-June 2	11	24	34	25	7=100
June 4-9	12	21	35	25	8=100
June 11-16	12	24	31	25	8=100
June 18-23	12	24	32	25	7=100
June 25-30	13	28	28	23	7=100
July 1-7	14	25	29	25	7=100
July 9-14	11	25	32	24	8=100
July 16-21	15	25	28	25	8=100
July 23-28	12	26	30	22	9=100
July 30-August 4	10	27	31	24	8=100
August 6-11	12	27	28	24	9=100
August 13-18	11	27	30	22	9=100
August 20-25	14	28	26	23	9=100
August 27-September 1	12	27	28	26	7=100
September 3-8	11	27	29	24	8=100
September 10-15	13	25	30	25	7=100
September 17-22	14	24	30	25	7=100
September 24-29	13	29	28	24	5=100
October 1-6	11	26	31	26	6=100
October 8-13	12	27	29	24	8=100
October 15-20	13	22	30	27	8=100
October 22-27	10	20	31	31	8=100
October 29-November 3	13	26	26	26	9=100
November 5-10	11	25	30	29	6=100
November 12-17	12	24	29	24	11=100
November 19-24	10	22	32	29	7=100
November 25-December 1	12	25	31	28	4=100
December 3-8	11	27	29	26	7=100
December 10-15	15	26	31	23	6=100
December 17-22	14	24	26	29	7=100

| December 23-29 | 10 | 24 | 33 | 26 | 7=100 |

c. Allowing gay and lesbian couples to marry legally

	Strongly favor	Favor	Oppose	Strongly oppose	Don't know/ Refused (VOL.)
April-December	*26*	*36*	*20*	*13*	*6=100*
April 16-21	25	38	19	12	6=100
July 16-21	27	35	18	13	7=100
September 24-29	24	34	20	15	7=100
November 25-December 1	29	36	21	10	5=100

Q.2 Would you say your overall opinion of Donald Trump is very favorable, mostly favorable, mostly unfavorable, or very unfavorable?

	Strongly favor	Favor	Mostly unfavorable	Very unfavorable	Have not heard of	Don't Know/ Refused
March-December	*19*	*22*	*18*	*37*	*1*	*4=100*
March 26-31	21	19	19	34	1	4=100
April 2-7	15	22	22	36	1	3=100
April 9-14	20	22	22	33	1	2=100
April 16-20	20	23	18	34	1	3=100
April 23-28	17	19	18	40	1	5=100
April 30-May 5	16	17	20	42	1	4=100
May 7-12	18	20	18	40	1	4=100
May 14-19	18	19	18	41	1	5=100
May 21-26	19	21	19	37	1	4=100
May 29-June 2	16	25	22	34	1	3=100
June 4-9	20	23	16	36	1	4=100
June 11-16	20	23	18	35	*	4=100
June 18-23	16	22	20	36	1	5=100
June 25-30	20	22	19	34	*	5=100
July 1-7	18	24	20	33	*	4=100
July 9-14	18	27	17	32	1	5=100
July 16-21	18	24	17	38	*	4=100
July 23-28	19	24	16	34	*	5=100
July 30-August 4	19	25	16	35	1	5=100
August 6-11	19	24	17	34	1	5=100
August 13-18	16	23	19	35	1	5=100
August 20-25	20	24	15	34	1	6=100
August 27-September 1	19	24	16	35	1	5=100
September 3-8	19	24	17	34	1	5=100
September 10-15	18	23	18	35	1	6=100
September 17-22	20	24	15	38	*	3=100
September 24-29	20	22	17	38	*	2=100
October 1-6	19	23	17	35	1	5=100
October 8-13	16	20	17	41	*	5=100
October 15-20	17	23	16	37	*	7=100
October 22-27	21	18	14	41	*	7=100
October 29-November 3	22	24	12	38	*	3=100
November 5-10	17	21	16	41	*	5=100
November 12-17	19	22	16	38	0	5=100
November 19-24	19	18	16	41	*	6=100
November 25-December 1	18	23	18	38	*	3=100
December 3-8	19	21	15	40	0	4=100
December 10-15	22	24	18	33	1	3=100

December 17-22	22	17	19	38	1	4=100
December 23-29	19	18	20	39	*	4=100

Survey Methodology

The 2019 American Values Atlas (AVA) is a project of PRRI. Results for all demographic, religious affiliation, and political affiliation questions were based on 53,474 bilingual telephone interviews (including 33,708 cell phone interviews) conducted between January 2, 2019 and December 30, 2019 by professional interviewers under the direction of SSRS. Results for questions on specific issues are based on a subset of 40,357 telephone interviews (including 26,142 cell phone interviews) conducted between March 26, 2019 and December 29, 2019. The survey was made possible by generous support from the **Arcus Foundation**, **the E. Rhodes & Leona B. Carpenter Foundation, the Evelyn and Walter Haas**, **Jr. Fund**, **the Gill Foundation**, and **Unitarian Universalist Veatch Program at Shelter Rock**.

Throughout 2019, at least 1,000 interviews were completed each week, with about 600 interviews conducted among respondents on their cell phones. Mid-year, the cell phone proportion was increased to about 700 per week. Each week, interviewing occurred over a five- or six-day period, starting Tuesdays or Wednesdays and going through Sunday or Monday. The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

Data collection was based on stratified, single-stage, random-digit-dialing (RDD) of landline telephone households and randomly generated cell phone numbers. The sample was designed to represent the total U.S. adult population from all 50 states, including Hawaii and Alaska, and the District of Columbia. The landline and cell phone samples were provided by Marketing Systems Group.

The weighting was accomplished in two separate stages. The first stage of weighting corrects for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. In the second stage, sample demographics were balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, region (U.S. Census definitions), population density, and telephone usage. The population density parameter was derived from 2010 Census data. The telephone usage parameter came from an analysis of the January-June 2017 National Health Interview Survey. All other weighting parameters were derived from an analysis of the U.S. Census Bureau's March 2017 Current Population Survey.

The sample weighting was accomplished using iterative proportional fitting (IFP), a process that simultaneously balances the distributions of all variables. Weights are trimmed so that they do not exceed 4.0 or fall below 0.25 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 table below shows the sample sizes for all 50 states for both sample and issue subsample. The margin of error for the total sample is +/- 0.4 percentage points at the 95% level of confidence. The margin of error for issue subsample is +/- 0.6 percentage points at

the 95% level of confidence. The design effect for the total sample and the issue subsample is 1.3. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context, and order effects.

Appendix: Sample Sizes and Margin of Error

Table 1: Weekly Issue Sample Sizes, Margin of Error, and Design Effect for Issue Questions

Field Dates	Unweighted Sample Size	Margin of Error*	Design Effect
March 26-31	1003	3.6	1.38
April 2-7	1000	3.6	1.38
April 9-14	1010	3.8	1.49
April 16-20	1011	3.6	1.37
April 23-28	1000	3.7	1.46
April 30-May 5	1000	3.6	1.36
May 7-12	1005	3.6	1.37
May 14-19	1019	3.6	1.36
May 21-26	1011	3.6	1.33
May 29-June 2	1007	3.6	1.39
June 4-9	1008	3.5	1.31
June 11-16	1012	3.5	1.26
June 18-23	1004	3.6	1.35
June 25-30	1015	3.3	1.18
July 1-7	1025	3.3	1.19
July 9-14	1021	3.5	1.27
July 16-21	1009	3.4	1.23
July 23-28	1010	3.4	1.21
July 30-August 4	1006	3.4	1.18
August 6-11	1010	3.5	1.26
August 13-18	1015	3.5	1.33
August 20-25	1011	3.4	1.25
August 27-September 1	1019	3.4	1.22
September 3-8	1017	3.4	1.20
September 10-15	1012	3.5	1.27
September 17-22	1004	3.4	1.18
September 24-29	1009	3.5	1.26
October 1-6	1007	3.4	1.24
October 8-13	1003	3.5	1.29
October 15-20	1006	3.5	1.27
October 22-27	1009	3.6	1.35
October 29-November 3	1007	3.6	1.34
November 5-10	1013	3.6	1.34
November 12-17	1005	3.6	1.33
November 19-24	1003	3.5	1.26
November 25-December 1	1000	3.6	1.35
December 3-8	1005	3.5	1.31
December 10-15	1003	3.5	1.25
December 17-22	1013	3.5	1.32
December 23-29	1010	3.5	1.32

*The reported margin of error includes the design effect.

Table 1: State Sample Sizes

State	Total Sample	Issue Subsample
United States	53,474	40,357
Alabama	769	567
Alaska	268	191
Arizona	1,160	891
Arkansas	415	309
California	5,605	4,257
Colorado	1,065	831
Connecticut	604	450
Delaware	203	151
District of Columbia	150	118
Florida	3,866	2,977
Georgia	1,845	1,413
Hawaii	207	152
Idaho	381	280
Illinois	1,635	1,259
Indiana	1,149	848
Iowa	622	461
Kansas	492	371
Kentucky	800	593
Louisiana	580	426
Maine	266	204
Maryland	967	745
Massachusetts	1,027	781
Michigan	1,879	1,419
Minnesota	945	708
Mississippi	388	282
Missouri	931	685
Montana	274	196
Nebraska	416	300
Nevada	463	357
New Hampshire	260	193
New Jersey	1,318	994
New Mexico	452	356
New York	3,388	2,550
North Carolina	1,884	1,429
North Dakota	182	130
Ohio	2,160	1,634
Oklahoma	573	437
Oregon	854	623
Pennsylvania	2,216	1,681
Rhode Island	163	124
South Carolina	941	721
South Dakota	157	106

Tennessee	1,099	815
Texas	3,434	2,599
Utah	628	473
Vermont	135	96
Virginia	1,529	1,147
Washington	1,268	929
West Virginia	322	235
Wisconsin	984	748
Wyoming	155	115