

Core Adult Profile Variables

<u>Q#</u>	<u>Item Stem</u>	<u>Value</u>	<u>Label</u>
NEWPROD	I usually try new products before other people do. Do you strongly disagree, disagree, neither agree nor disagree, agree or strongly agree with that statement?	1	Strongly Disagree
		2	Disagree
		3	Neither Agree or Disagree
		4	Agree
		5	Strongly Agree
		77	Don't Know
		98	Skip on the Web
		99	Refused
SHOP	When I shop I look for what is new. Do you strongly disagree, disagree, neither agree nor disagree, agree or strongly agree with that statement?	1	Strongly Disagree
		2	Disagree
		3	Neither Agree or Disagree
		4	Agree
		5	Strongly Agree
		77	Don't Know
		98	Skip on the Web
		99	Refused
BRANDTECH	I like to tell others about new brands or technology. Do you strongly disagree, strongly disagree, neither agree not disagree, agree, strongly agree with the statement?	1	Strongly Disagree
		2	Disagree
		3	Neither Agree or Disagree
		4	Agree
		5	Strongly Agree
		77	Don't Know
		98	Skip on the Web
		99	Refused
NEWSPRINT	Do you happen to read any daily newspaper or newspapers regularly? (Is that Y/N)	1	Yes
		2	No
		77	Don't Know
		98	Skip on Web
		99	Refused
NEWSTV	Do you happen to watch any TV news program regularly? (Is that Y/N)	1	Yes
		2	No
		77	Don't Know
		98	Skip on Web
		99	Refused

<u>Q#</u>	<u>Item Stem</u>	<u>Value</u>	<u>Label</u>
NEWSRADIO	Do you listen to news on the radio regularly? (Is that Y/N)	1	Yes
		2	No
		77	Don't Know
		98	Skip on Web
		99	Refused
NEWSONLINE	Did you get any news online yesterday? (Is that Y/N)	1	Yes
		2	No
		77	Don't Know
		98	Skip on Web
		99	Refused
NEWSMOBILE	Did you get any news on a smartphone, cell phone, tablet or other mobile handheld device yesterday? (Is that Y/N?)	1	Yes
		2	No
		77	Don't Know
		98	Skip on Web
		99	Refused
NEWSKEEPUP	How much do you enjoy keeping up with the news? Is that A lot, Some, Not much or Not at all?	1	A lot
		2	Some
		3	Not much
		4	Not at all
		77	Don't Know
		98	Skip on the Web
		99	Refused
VOTENEW	Are you currently registered to vote at your current address, registered at a different address or not currently registered?	1	Registered at current address
		2	Registered at a different address
		3	Not currently registered
		4	Not Sure
		77	Don't Know
		98	Skipped on Web
		99	Refused
LIBCONV	When it comes to politics, do you usually think of yourself as extremely liberal, liberal, slightly liberal, moderate, slightly conservative, conservative or extremely conservative?	1	Extremely Liberal
		2	Liberal
		3	Slightly Liberal
		4	Moderate
		5	Slightly Conservative
		6	Conservative
		7	Extremely Conservative
		8	Haven't thought much about it
		77	Don't Know
		98	Skip on the Web
99	Refused		
D1	Do you consider yourself a Democrat, a Republican, an	1	Democrat
		2	Republican

Q#	Item Stem	Value	Label
	independent or none of these?	3	Independent
		4	None of these
		77	Don't Know
		98	Skipped on web
		99	Refused
D2D	Do you consider yourself a strong or moderate Democrat?	1	Strong Democrat
		2	Moderate Democrat
		77	Don't know
		98	Skipped on Web
		99	Refused
D2R	Do you consider yourself a strong or moderate Republican?	1	Strong Republican
		2	Moderate Republican
		77	Don't know
		98	Skipped on Web
		99	Refused
D2I	Do you lean more toward the Democrats or the Republicans?	1	Lean Democrat
		2	Don't Lean
		3	Lean Republican
		4	Other (Volunteered Response)
		77	Don't Know
		98	Skipped on Web
		99	Refused
GOENV	Please tell us your opinion about the role of the Federal and State governments in protecting the environment. Should the government be doing A Lot Less, Somewhat less, the Same, Somewhat More, or A Lot More?	1	A Lot less
		2	Somewhat less
		3	The Same
		4	Somewhat More
		5	A lot more
		6	Haven't Thought Much About It
		77	Don't Know
		98	Skip on Web
		99	Refused
DOB	What is your date of birth? (MM and YY are mandatory to proceed)		
GENDER	Are you...male/Female.....We ask for your gender so that we will not have to ask it again in the future. We might occasionally do quality control surveys with you to make sure we are inviting you to the right surveys	1	Male
		2	Female
		77	Don't Know
		98	Skip on Web
		99	Refused
EDUCAT		1	No formal education

<u>Q#</u>	<u>Item Stem</u>	<u>Value</u>	<u>Label</u>
	What is the highest level of school you have completed?	2	1st, 2nd, 3rd, or 4th grade
		3	5th or 6th grade
		4	7th or 8th grade
		5	9th grade
		6	10th grade
		7	11th grade
		8	12th grade NO DIPLOMA
		9	HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)
		10	Some college, no degree
		11	Associate degree
		12	Bachelor's degree
		13	Master's degree
		14	Professional or Doctorate degree
		77	Don't Know
		98	Skipped on Web
99	Refused		
STUDENT_TYPE	Are you...	1	A full-time college student
		2	A part-time college student
		3	Not a college student
		77	Don't Know
		98	Skipped on Web
		99	Refused
EMPLOY	Which statement best describes your current employment status?	1	Working - as a paid employee
		2	Working - self-employed
		3	Not working - on temporary layoff from a job
		4	Not working - looking for work
		5	Not working - retired
		6	Not working - disabled
		7	Not working - other
		77	Don't Know
		98	Skipped on Web
		99	Refused
OCCUPY	[If Employ=1 or 2] What kind of work do you do for your current main job? [If Employ=3-7] What kind of work did you do for your last main job?	000001	Please type in answer
		000002	Never worked
		777777	Don't Know
		999998	Skipped on Web
		999999	Refused

<u>Q#</u>	<u>Item Stem</u>	<u>Value</u>	<u>Label</u>
	By main job we mean the job at which you usually work the most hours.		
MARITAL	Are You...	1	Married
		2	Widowed
		3	Divorced
		4	Separated
		5	Never married
		6	Living with a partner
		77	Don't Know
		98	Skipped on Web
		99	Refused
HISPAN	We ask questions about race and ethnicity now so that we will not have to ask you these questions on this topic after each survey. This is about Hispanic ethnicity. Are you of Spanish, Hispanic, or Latino descent?	1	No, I am not
		2	If Yes, is that Mexican, Mexican-American, Chicano or
		3	Puerto Rican or
		4	Cuban
		5	Central American or
		6	South American or
		7	Caribbean or
		8	Other Spanish/Hispanic/Latino
		77	Don't Know
		98	Skipped on Web
		99	Refused
RACE_1	Please tell me which of the following categories indicates which race or races you consider yourself to be.	1	White
		2	Black or African American
		3	American Indian or Alaskan Native - Type in name of enrolled or principal type
		4	Asian Indian
		5	Chinese
		6	Filipino
		7	Japanese
		8	Korean
		9	Vietnamese
		10	Other Asian - Type in race
		11	Native Hawaiian
		12	Guamanian or Chamorro
		13	Samoan
		14	Other Pacific Islander - Type in race
		15	Some other race - Type in race
		77	Don't Know

<u>Q#</u>	<u>Item Stem</u>	<u>Value</u>	<u>Label</u>
		98	Skipped on Web
		99	Refused
BLACK_1	Since you've selected Black or African American as your race, we would like to find out more about your background. Please tell me which of the following categories do you identify yourself as?	1	African
		2	Afro-Caribbean
		3	West Indian
		4	Caribbean-American
		5	Central American
		6	South American
		7	Other
		8	(Do Not Read) None of the above
		77	Don't Know
		98	Skipped on Web
		99	Refused
Q5PHONE	What best describes your telephone service for your household? "Landline" includes phone service over the internet, such as through Vonage, or through your broadband internet service "Cellphone" includes smart phones such as iPhones	1	Landline telephone only
		2	Have a landline, but mostly use cellphone
		3	Have cellphone, but mostly use landline
		4	Cellphone only
		5	No telephone service
		77	Don't Know
		98	Skipped on Web
		99	Refused
HHSIZE1	Tell us a little about your households. Including yourself, how many persons currently live in your household at least 50 percent of the time? Please include children as well as adults.	1	One person, I live by myself
		2	Two persons
		3	Three persons
		4	Four persons
		5	Five persons
		6	Six or more persons
		77	Don't Know
		98	Skip on Web
		99	Refused
HHSIZE2	You said six or more persons live in your household. How many live in your household? Please enter the total number of adult and children living in your household at least 3 months in any given year below.		
SECAGESEX	Please tell us the age and gender of other persons living		Age in Years and Gender

<u>Q#</u>	<u>Item Stem</u>	<u>Value</u>	<u>Label</u>
	in your household, including both children and adults.		
FAMILIAR_MON	Every household is different when it comes to managing personal finances. So that we can give you appropriate surveys, let us know how familiar or not familiar you are about the finances in your household...we mean things like the total income of your household, the costs of renting or purchasing a home, about health insurance, and major bills...Error message reads: Please answer this question if you are comfortable doing so.	1	Not very familiar
		2	Slightly familiar
		3	Somewhat familiar
		4	Extremely familiar
		77	Don't Know
		98	Skipped on Web
		99	Refused
HHINC_1NEW	Was your total HOUSEHOLD income in <Z_FLYEAR>.....Information about your household income is very important, we greatly appreciate your response and will keep your answer confidential.	1	Below \$40,000
		2	\$40,000 or more
		77	Don't Know
		87	Skipped on Web
		99	Refused
HHINC_1A	Was your total HOUSEHOLD income in <Z_FLYEAR>.....Information about your household income is very important, we greatly appreciate your response and will keep your answer confidential.	1	Below \$20,000
		2	\$20,000 or more
		77	Don't Know
		87	Skipped on Web
		99	Refused
HHINC_1B	Was your total HOUSEHOLD income in <Z_FLYEAR>.....Information about your household income is very important, we greatly appreciate your response and will keep your answer confidential.	1	Less than \$5,000
		2	\$5,000 to \$9,999
		3	\$10,000 to \$14,999
		4	\$15,000 to \$19,999
		5	Don't know
		77	Don't Know
		87	Skipped on Web
99	Refused		
HHINC_1C	Was your total HOUSEHOLD income in	1	\$20,000 to \$24,999
		2	\$25,000 to \$29,999

Q#	Item Stem	Value	Label
	<Z_FLYEAR>.....Information about your household income is very important, we greatly appreciate your response and will keep your answer confidential.	3	\$30,000 to \$34,999
		4	\$35,000 to \$39,999
		5	Don't know
		77	Don't Know
		87	Skipped on Web
		99	Refused
Q4WEB	What kind of internet access do you have? Please select all that apply.	1	High-speed, broadband internet at home (such as cable or DSL)
		2	Dial-up internet at home
		3	Internet on a cell connection on a mobile phone
		4	Internet at work, or office, or other location that you can use for taking surveys on a computer or tablet
		5	No internet access at all
		77	Don't Know
		98	Skipped On Web
		99	Refused
Z_MODEPREF1	Would you prefer AmeriSpeak to send you survey invitations via emails and make them available to you on your own personal online member page...or do you prefer we call you on the phone for telephone surveys?	1	Online
		2	Phone
Q4Device	Are you taking this survey on a...	1	Laptop, netbook or personal computer
		2	Smartphone or mobile phone
		3	Tablet
		4	Something else (Please specify)
		77	Don't Know
		98	Skipped on Web
		99	Refused
SOCMEDIA1_T TWITTER	Have you ever used?	1	Yes
		2	No
		77	Don't Know
		98	Skipped on Web
		99	Refused
SOCIALMEDIA1_F FACEBOOK	Have you ever used?	1	Yes
		2	No
		77	Don't Know
		98	Skipped on Web
		99	Refused

<u>Q#</u>	<u>Item Stem</u>	<u>Value</u>	<u>Label</u>
SOCIALMEDIA_I INSTAGRAM	Have you ever used?	1	Yes
		2	No
		77	Don't Know
		98	Skipped on Web
		99	Refused
SOCIALMEDIA_S Snapchat	Have you ever used?	1	Yes
		2	No
		77	Don't Know
		98	Skipped on Web
		99	Refused
SOCMEDIA2	As mentioned previously, the majority of our surveys are only available for a limited time period, ranging from 3 days to 14 days. So you won't miss out on giving your opinions and earn rewards, we may soon have the capability to send you invitations and reminders to your Twitter account. Can we send you Twitter messages?	1	Yes, what is your twitter username or handle?
		2	No
		77	Don't Know
		98	Skipped on Web
		99	Refused
HOUSING	Share with us a little about where you live. Are your living quarters...	1	Owned or being bought by you or someone in your household
		2	Rented for cash
		3	Occupied without payment of cash rent
		77	Don't Know
		98	Skipped on Web
		99	Refused
HOME_NAME	Is your primary residence in...	1	Your name only
		2	Your name with someone else's name (jointly owned or rented)
		3	Someone else's name only
		77	Don't Know
		98	Skipped on Web
		99	Refused
HOME_TYPE	Which best describes the building where you live?	1	A one-family house detached from any other house
		2	A one-family house attached to one or more houses
		3	A building with 2 or more apartments
		4	A mobile home or trailer
		5	Boat, RV, van, etc.

<u>Q#</u>	<u>Item Stem</u>	<u>Value</u>	<u>Label</u>
		77	Don't Know
		98	Skipped on Web
		99	Refused
ENGLISHTALK	How well do you speak English?	1	Very well
		2	Well
		3	Now well
		4	Not at all
		77	Don't Know
		98	Skipped on Web
		99	Refused
ENGLISHREAD	How well do you read English?	1	Very well
		2	Well
		3	Now well
		4	Not at all
		77	Don't Know
		98	Skipped on Web
		99	Refused
LANG_OTHER1	Do you speak a language other than English at home?	1	Yes
		2	No
		77	Don't Know
		98	Skipped on Web
		99	Refused
LANG_OTHER2	What is the other language spoken most often at home?	1	ARABIC
		2	CHINESE
		3	FRENCH
		4	GERMAN
		5	KOREAN
		6	POLISH
		7	SPANISH
		8	RUSSIAN
		9	TAGALOG
		10	VIETNAMESE
		11	Other Language(Please specify)
		77	DON'T KNOW
		98	SKIPPED ON THE WEB
		99	REFUSED
LANG_OTHER3	When you watch television, read news online or in print, or listen to the radio, which language is the one you use the most?	1	English
		2	Arabic
		3	Chinese
		4	French

<u>Q#</u>	<u>Item Stem</u>	<u>Value</u>	<u>Label</u>
		5	German
		6	Korean
		7	Polish
		8	Spanish
		9	Russian
		10	Tagalog
		11	Vietnamese
		12	<LANG_OTHER:O>
		77	Don't Know
		98	Skipped on the web
		99	REFUSED
LANGUAGE	Would you prefer to take the surveys from us in	1	English
		2	Spanish
GENHEALTH	Thank you for your responses so far. Now we have a few questions to learn a little more about you. Would you say that in general your health is Excellent, Very Good, Good, fair, or Poor?	1	Excellent
		2	Very Good
		3	Good
		4	Fair
		5	Poor
		77	Don't Know
		98	Skip on Web
		99	Refused
VETERAN	Have you ever served on active duty in the U.S. Armed Forces, military Reserves, or National Guard? Active duty does not include training for the Reserves or National Guard, but DOES include activation, for example, for service in the US or in a foreign country, in support of military or humanitarian operations.	1	Yes
		2	No
		77	Don't Know
		98	Skipped on Web
		99	Refused
VETERAN2	Are you currently on active duty in the U.S Armed Forces, military Reserves, or National Guard?	1	Yes
		2	No
		77	Don't Know
		98	Skipped on Web
		99	Refused
LGBT	Which of the following best represents how you think of yourself? We are interested in your sexual orientation, that is, who you are attracted to.	1	Z_FLGBT1 (Gay/Lesbian or gay)
		2	Z_FLGBT2 (Straight not gay/Straight not Lesbian or gay)
		3	Bisexual
		4	Something Else

<u>Q#</u>	<u>Item Stem</u>	<u>Value</u>	<u>Label</u>
	Which of these best fits? If R still has questions, note that we separating gender identity (how do you see yourself?) and sexual orientation (who are you attracted to?). Asexual, pansexual, demisexual, sapiosexual, etc. should be coded as =other	77	Don't Know
		98	Skipped on Web
		99	Refused