

## Core Adult Profile Variables

FOR ONLINE VERSION:

UNLESS NOTED OTHERWISE, RESPONDENTS ARE ALLOWED TO SKIP OVER ANY QUESTION THEY DON'T WANT TO AND CODE THESE SKIPPED RESPONSES AS 98 (98 SKIPPED ON THE WEB)

FOR PHONE VERSION:

77 DON'T KNOW

99 REFUSED

Q#	Item Stem	Value	Label
DOB	What is your date of birth?	Num	MM/DD/YYYY
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
MODEPREF	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 Survey
		2	Call me for phone survey
SOCMEDIA1N	Do you currently use Twitter?	1	Yes
	Do you currently use Facebook?	2	No
	Do you currently use Instagram?		
	Do you currently use Snapchat?		
SOCMEDIA2N	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 Facebook account. Can we send you Facebook messages?	1	Yes, what is your Facebook username?
		2	No
GENHEALTH2	Would you say that in general your health is...?	1	Poor
		2	Fair
		3	Good
		4	Very Good
		5	Excellent

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
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
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
Q5PHONE	What best describes your telephone service for your household?	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
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 _____ )
LIBCONV	When it comes to politics, do you usually think of yourself as ...	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
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	I am not eligible to vote
		5	Not Sure
D1	Do you consider yourself a Democrat, a Republican, an independent or none of these?	1	Democrat
		2	Republican
		3	Independent
		4	None of these
D2D	Do you consider yourself a strong or moderate Democrat?	1	Strong Democrat

		2	Moderate Democrat
D2R	Do you consider yourself a strong or moderate Republican?	1	Strong Republican
		2	Moderate Republican
D2I	Do you lean more toward the Democrats or the Republicans?	1	Lean Democrat
		2	Don't Lean
		3	Lean Republican
GOVENV	Please tell us your opinion about the role of the Federal and State governments in protecting the environment. Should the government be doing...?	1	A Lot less
		2	Somewhat less
		3	The Same
		4	Somewhat More
		5	A lot more
		6	Haven't Thought Much About It
EDUCAT	What is the highest level of school you have completed?	1	No formal education
		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
STUDENT_TY E	Are you...	1	A full-time college student
		2	A part-time college student
		3	Not a college student
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
VETERAN2	Are you currently on active duty in the U.S Armed Forces, military Reserves, or National Guard?	1	Yes
		2	No
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

INDUSTRY_CA WI	[DISPLAY IF EMPLOY=1 or 2] What kind of business or industry best describes your current main job? [DISPLAY IF EMPLOY=3-7 OR NULL] What kind of business or industry best describes your last main job?	1	Arts, Design, Entertainment, Sports, and Media Occupations
		2	Community and Social Service Occupations
		3	Healthcare Support Occupations
		4	Installation, Maintenance, and Repair Occupations
		5	Architecture and Engineering Occupations
		6	Construction and Extraction Occupations
		7	Production Occupations
		8	Building and Grounds Cleaning and Maintenance Occupations
		9	Healthcare Practitioners and Technical Occupations
		10	Life, Physical, and Social Science Occupations
		11	Protective Service Occupations
		12	Personal Care and Service Occupations
		13	Computer and Mathematical Occupations
		14	Sales and Related Occupations
		15	Education, Training, and Library Occupations
		16	Office and Administrative Support Occupations
		17	Food Preparation and Serving Related Occupations
		18	Legal Occupations
		19	Farming, Fishing, and Forestry Occupations
		20	Business and Financial Operations Occupations
		21	Management Occupations
		22	Transportation and Materials Moving Occupations
		23	Military Specific Occupations
		24	Other (please specify)
		25	Have never worked
INDUSTRY_CA TI	[DISPLAY IF EMPLOY=1 or 2] What kind of business or industry best describes your current main job? [DISPLAY IF EMPLOY=3-7 OR NULL] What kind of business or industry best describes your last main job?	Char	Text box
		25	Have never worked
OCCUPY_NEW	[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? By main job we mean the job at which you usually work the most hours.	1	Text box
		2	[Display if EMPLOY=6,7 or null] Never worked
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	1	No, I am not

	is about Hispanic ethnicity. Are you of Spanish, Hispanic, or Latino descent?	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
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
RACE_2	Which of these races do you identify with most closely? Please select one	1	[DISPLAY IF SELECTED IN RACE_1] White
		2	[DISPLAY IF SELECTED IN RACE_1]Black or African American
		3	[DISPLAY IF SELECTED IN RACE_1]American Indian or Alaskan Native - Type in name of enrolled or principal type
		4	[DISPLAY IF SELECTED IN RACE_1]Asian Indian
		5	[DISPLAY IF SELECTED IN RACE_1]Chinese
		6	[DISPLAY IF SELECTED IN RACE_1]Filipino
		7	[DISPLAY IF SELECTED IN RACE_1]Japanese
		8	[DISPLAY IF SELECTED IN RACE_1]Korean
		9	[DISPLAY IF SELECTED IN RACE_1]Vietnamese
		10	[DISPLAY IF SELECTED IN RACE_1]Other Asian - Type in race
		11	[DISPLAY IF SELECTED IN RACE_1]Native Hawaiian
		12	[DISPLAY IF SELECTED IN RACE_1]Guamanian or Chamorro
		13	[DISPLAY IF SELECTED IN RACE_1]Samoan

		14	[DISPLAY IF SELECTED IN RACE_1]Other Pacific Islander - Type in race
		15	[DISPLAY IF SELECTED IN RACE_1]Some other race - Type in race
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
ENGLISHTALK	How well do you speak English?	1	Very well
		2	Well
		3	Now well
		4	Not at all
ENGLISHREAD	How well do you read English?	1	Very well
		2	Well
		3	Now well
		4	Not at all
LANG_OTHER1	Do you speak a language other than English at home?	1	Yes
		2	No
LANGOTHER2 N	What is this language?	1	SPANISH
		2	ARABIC
		3	CHINESE
		4	FRENCH
		5	GERMAN
		6	KOREAN
		7	POLISH
		8	RUSSIAN
		9	TAGALOG
		10	VIETNAMESE
		11	Other Language(Please specify)
LANGOTHER3 N	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	[fill in language selected at LANGOTHER2NEW]
LANGUAGE	Would you prefer to take the surveys from us in	1	English, or
		2	Spanish
GENDER1	What sex were you assigned at birth, on your original birth certificate?	1	Male
		2	Female
GENDER2	How do you describe yourself?	1	Male
		2	Female
		3	Transgender

		4	Do not identify as male, female, or transgender
GENDER3	Would you say you are?	1	Transgender, male to female
		2	Transgender, female to male
		3	Transgender, gender non-conforming
		4	Other (please specify) _____
GENDER4	Just to confirm, you were assigned <GENDER1> at birth and now describe yourself as <GENDER2>. Is that correct?	1	Yes
		2	No
LGBT	This next question is about sexual orientation. Which of the following best represents how you think of yourself?	1	[IF GENDER1=1 DISPLAY] Gay; [IF GENDER1<>1 DISPLAY] Lesbian or gay
		2	[IF GENDER1=1 DISPLAY] Straight, that is, not gay; [IF GENDER1<>1 DISPLAY] Straight, that is, not lesbian or gay
		3	Bisexual
		4	Something Else
		5	I don't know the answer
RELIG	What is your present religion, if any?	1	Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.)
		2	Roman Catholic (Catholic)
		3	Mormon (Church of Jesus Christ of Latter-day Saints/LDS)
		4	Orthodox (Greek, Russian, or some other orthodox church)
		5	Jewish (Judaism)
		6	Muslim (Islam)
		7	Buddhist
		8	Hindu
		9	Atheist (do not believe in God)
		10	Agnostic (not sure if there is a God)
		11	Nothing in particular
		12	Just Christian
		13	Unitarian (Universalist)
		14	Something else - please specific:
D4	How often do you attend religious services?	1	Never
		2	Less than once per year
		3	About once or twice a year
		4	Several times a year
		5	About once a month
		6	2-3 times a month
		7	Nearly every week
		8	Every week
		9	Several times a week

BORN	Would you describe yourself as a 'born-again' or evangelical Christian, or not?	1	Yes
		2	No
MARITAL	Are You...	1	Married
		2	Widowed
		3	Divorced
		4	Separated
		5	Never married
		6	Living with a partner
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
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.	NUM	6-20
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
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
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.
SECAGESEX	Please tell us the age and gender of other persons living in your household, including both children and adults: Age in year	NUM	0-99
	Please tell us the age and gender of other persons living in your household, including both children and adults: Gender	1	Male
		2	Female
PARENT	For each of the person under the age of 18 that you have listed, can you please tell us whether you are the parent or guardian	1	Yes
		2	No
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	1	Not very familiar
		2	Slightly familiar
		3	Somewhat familiar
		4	Moderately familiar
		5	Extremely familiar

	insurance, and major bills...Error message reads: Please answer this question if you are comfortable doing so.		
HHINC_1	Was your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> ...	1	Below \$40,000
		2	\$40,000 or more
HHINC_1A	And was your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> ...	1	Below \$20,000
		2	\$20,000 or more
HHINC_1B	Which one of the following includes your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> before taxes?	1	Less than \$5,000
		2	\$5,000 to \$9,999
		3	\$10,000 to \$14,999
		4	\$15,000 to \$19,999
HHINC_1C	Which one of the following includes your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> before taxes?	1	\$20,000 to \$24,999
		2	\$25,000 to \$29,999
		3	\$30,000 to \$34,999
		4	\$35,000 to \$49,999
HHINC_2	Was your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> ...	1	Below \$85,000
		2	\$85,000 or more
HHINC_2B	Which one of the following includes your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> before taxes?	1	\$40,000 to \$44,999
		2	\$50,000 to \$59,999
		3	\$60,000 to \$79,999
		4	\$75,000 to \$84,999
HHINC_2C	Which one of the following includes your total HOUSEHOLD income in <insert last year eg: 2014 if today is 2015> before taxes?	1	\$85,000 to \$99,999
		2	\$100,000 to \$124,999
		3	\$125,000 to \$149,999
		4	\$150,000 to \$174,999
		5	\$175,000 to \$199,999
		6	\$200,000 or more