



**PUBLIC OPINION  
STRATEGIES**



**BWC/UNF NATIONAL GENERATION Z AND MILLENNIALS SURVEY**  
FULL Interview Schedule

Project #18683  
Public Opinion Strategies & Hart Research

August 2-10, 2018  
N= 1,501 adults/voters ages 17-35

---

***In this document:***

- *This survey was conducted among the following audiences: N=1,501 adults ages 17-35. All respondents aged 18 and older are registered to vote.*
  - *An asterisk (\*) in a response category means that less than 0.5% of respondents chose that response category and a dash (-) represents no response.*
  - *"Asked" is the percentage of respondents that are asked a question because they meet a criteria based on a response to a previous question, meaning not all 1,501 respondents received that question. "All" is the percentage of the total sample, that is N=1,501 respondents.*
  - *Sample A was asked of roughly half of the respondents = 747 respondents in the 17-35 overall data.*
  - *Sample B was asked of roughly half of the respondents = 754 respondents in the 17-35 overall data.*
  - **QUESTIONS 1-8 WERE DEMOGRAPHIC QUESTIONS AND SO ARE SHOWN IN THE BACK OF THIS INTERVIEW SCHEDULE WITH THE OTHER DEMOGRAPHIC QUESTIONS ASKED IN THIS SURVEY.**
-

9. Would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

34% Right direction  
51% Wrong Track  
15% No strong opinion

---

**JULY 2018 POS NATIONAL TELEPHONE SURVEY DATA AMONG REGISTERED VOTERS AGES 18+**

40% Right direction  
55% Wrong Track  
4% No strong opinion (**DO NOT READ**)  
1% Refused (**DO NOT READ**)

---

**(ASKED OF SAMPLE A)(ASKED OF N=747 RESPONDENTS)**

10. How much do elected public officials care what people like you think? (**ROTATE PUNCHES TOP TO BOTTOM, BOTTOM TO TOP**)

**44% TOTAL A GREAT DEAL/A LOT/A MODERATE AMOUNT**  
**56% TOTAL A LITTLE/NOT AT ALL**

7% A great deal  
11% A lot  
26% A moderate amount  
35% A little  
21% Not At All

---

**(ASKED OF SAMPLE B)(ASKED OF N=754 RESPONDENTS)**

11. How much can people like you affect what the government does? **(ROTATE PUNCHES  
TOP TO BOTTOM, BOTTOM TO TOP)**

**64% TOTAL A GREAT DEAL/A LOT/A MODERATE AMOUNT**

**36% TOTAL A LITTLE/NOT AT ALL**

17% A great deal

18% A lot

29% A moderate amount

26% A little

10% Not At All

---

Changing topics and thinking now about international relations...

12. How closely do you follow international relations and foreign affairs of the United States...(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

**65% TOTAL CLOSELY**  
**35% TOTAL NOT CLOSELY**

20% Very closely  
45% Somewhat closely  
25% Not too closely  
...or...  
10% Not at all closely

**OCT 2017 BWC/UNF NATIONAL TELEPHONE SURVEY DATA AMONG REGISTERED VOTERS AGES 18+**

**82% TOTAL CLOSELY**  
**17% TOTAL NOT CLOSELY**

29% Very closely  
53% Somewhat closely  
12% Not too closely  
...or...  
5% Not at all closely  
1% Don't Know/Refused (**DO NOT READ**)

---

13. And, thinking about international issues, please rate on a scale of zero to one hundred how much international issues abroad impact you personally. Zero means that you feel international issues have no impact at all, one hundred means you feel international issues have a great deal of impact on you personally, and fifty is the midpoint and means you are neutral. You can choose any number from zero to one hundred. **(SHOW SCALE/ THERMOMETER BAR) (PLEASE RECORD A NUMBER FROM 0 TO 100)**

**(IF A RESPONDENT ENTERS ZERO, ASK)** And just to make sure, are you giving a rating of zero because you feel international issues have no impact at all on you personally, or are you just not sure of how you feel? **(PLEASE SELECT THE APPROPRIATE ANSWER BELOW)**

6%	100
21%	80-100
33%	51-79
23%	50
23%	0-49
*	NOT SURE

**57 MEAN**

**DEC 2016 BWC/UNF NATIONAL TELEPHONE SURVEY DATA AMONG REGISTERED VOTERS AGES 18+**

8%	100
37%	80-100
18%	51-79
25%	50
19%	0-49
1%	DON'T KNOW/REFUSED (DO NOT READ)

**61 MEAN**

---

Moving on...

14. Please select which ONE of the following statements comes closer to your point of view...(ROTATE STATEMENTS)

The United States needs to be more actively involved in world affairs because we have a responsibility as a world leader and global issues affect us here at home.

...OR...

The United States needs to be less actively involved in world affairs because we need to focus more on issues here at home.

And do you think we should be...(INCLUDE RELEVANT INTENSITY PUNCHES FOR STATEMENT SELECTED)

**52% TOTAL MORE INVOLVED**

**48% TOTAL LESS INVOLVED**

- 27% Much more actively involved in world affairs
  - 25% Somewhat more actively involved in world affairs
  - 32% Somewhat less actively involved in world affairs
  - 16% Much less actively involved in world affairs
-

Below several terms that could be used to describe different approaches to international or foreign policy that the United States could pursue over the next five years.

For each term, please rate your overall impression of the term, using a scale of zero to one hundred, where zero means you have a very unfavorable opinion of the term and one hundred means you have a very favorable opinion of the term and fifty is neutral. You can use any number between zero and one hundred depending on your overall feeling or impression of the term. **(RECORD NUMBER EXACTLY; NO DECIMALS OR FRACTIONS) (RANDOMIZE)**

**(IF A RESPONDENT RECORDS ZERO, ASK:)** And just to make sure, are you giving a rating of zero because you have a very unfavorable opinion of the term, or are you just not sure of how you feel?

		<b>RANKED BY %80-100</b>					<b>NOT</b>	
		<b>100</b>	<b>80-100</b>	<b>51-79</b>	<b>50</b>	<b>0-49</b>	<b>SURE</b>	<b>MEAN</b>
20.	America first, but not alone	16%	30%	19%	14%	34%	3%	<b>54</b>
15.	International cooperation and diplomacy	15%	29%	16%	17%	33%	5%	<b>55</b>
18.	America doing our part to help around the world	14%	28%	19%	14%	36%	3%	<b>54</b>
19.	America first	14%	25%	14%	15%	43%	3%	<b>48</b>
16.	America going it alone	3%	6%	8%	14%	67%	5%	<b>27</b>
17.	Isolationism	2%	5%	7%	14%	68%	6%	<b>25</b>

---

**(Q21 ASKED OF SAMPLE C IF PROVIDED A RATING FOR Q19: 0-100)**

21. Please write down in the space below what the phrase America first means to you when it comes to our approach to international or foreign policy. Also, please write down the reasons why you think this is a (good [if 51-100 rating]/bad [if 0-49 rating]) approach for U.S. foreign policy?

**SEE VERBATIM RESPONSES**

---

**(Q22 ASKED OF SAMPLE D IF PROVIDED A RATING FOR Q20: 0-100)**

22. Please write down in the space below what the phrase America first, but not alone means to you when it comes to our approach to international or foreign policy. Also, please write down the reasons why you think this is a (good [if 51-100 rating]/bad [if 0-49 rating]) approach for U.S. foreign policy?

**SEE VERBATIM RESPONSES**

---



**(ASKED OF SAMPLE A)(ASKED OF N=747 RESPONDENTS)**

23. Which of these statements best describes your opinion about the United States?  
**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

- 21% The U.S. stands above all other countries in the world
- 56% The U.S. is one of the greatest countries in the world, along with some others
- 23% There are other countries better than the U.S.

**PEW RESEARCH CENTER 2017 NATIONAL TELEPHONE DATA AMONG REGISTERED VOTERS AGES 18+**

- 29% The U.S. stands above all other countries in the world
  - 56% The U.S. is one of the greatest countries in the world, along with some others
  - 14% There are other countries better than the U.S.
- 

**(ASKED OF SAMPLE B)(ASKED OF N=754 RESPONDENTS)**

24. Which of these statements best describes your opinion about the United States?  
**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

- 16% The U.S. stands above all other countries in the world
  - 44% The U.S. is one of the greatest countries in the world, along with some others
  - 17% All countries in the world are equal
  - 23% There are other countries better than the U.S.
-

Thinking some more about international issues...

25. Listed below are a list of INTERNATIONAL concerns that some people have. Please choose which three of the following international issues you think is MOST important for our country to address in 2018? Please select your first choice, second choice, and third choice. **(RANDOMIZE) (RECORD 1st, 2nd, 3rd choices)**

**RANKED BY COMBINED DATA.**

**COMBINED CHOICE COLUMN EXCEEDS 100% BECAUSE MULTIPLE RESPONSES WERE ACCEPTED.**

<u>1<sup>st</sup></u>	<u>Comb</u>	
16%	39%	Environmental issues such as pollution, health of the planet and oceans
16%	38%	Human rights issues such as freedom of speech, religion and the press
11%	33%	Extreme poverty and hunger around the world
11%	32%	Terrorism or the rise of extremist groups
10%	29%	Human trafficking
9%	28%	America's relations with other countries
9%	26%	The global economy and trade
6%	20%	Hostile nations such as Iran or North Korea
4%	20%	Global health issues like the spread of HIV/AIDS, Zika, Malaria and other diseases
5%	17%	The number of refugees around the world
3%	14%	The conflicts in Syria, Iraq and the Middle East
*	2%	Other

---

Changing topics...

Listed below are some people and organizations that have been in the national or international news lately, please record whether your opinion of that person or organization is **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**... very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable. If your feelings are neither favorable nor unfavorable, or if you have not heard of that person or organization, just select never heard of. **(ASK Q26-Q28 AS A BLOCK FIRST, ASK Q29-Q30 AS A BLOCK SECOND, RANDOMIZE WITHIN BLOCK)**

**RANKED BY % VERY FAVORABLE**

	Very Fav	Smwht Fav	Neither Fav/Unfav	Smwht Unfav	Very Unfav	Never Hrd of
29. Barack Obama	42%	20%	13%	9%	14%	2%
	<b>62%</b>			<b>23%</b>		
26. The United Nations	24%	31%	27%	10%	7%	1%
	<b>55%</b>			<b>17%</b>		
27. NATO	15%	24%	36%	9%	6%	10%
	<b>39%</b>			<b>15%</b>		
30. Donald Trump	14%	13%	12%	13%	46%	2%
	<b>27%</b>			<b>59%</b>		
28. The U.S. Congress	13%	23%	25%	24%	14%	1%
	<b>36%</b>			<b>38%</b>		

---

Thinking some more about just one of these...the United Nations...

**(Q31 ASKED OF SAMPLE E IF Q26:1-5)**

31. When you think about the United Nations what words or short phrases come to mind that you most associate with the United Nations. Please write down in the space below the words or short phrases that come to mind about the UN and that you most associate with the UN.

**SEE VERBATIM RESPONSES**

- 
32. Regardless of what opinion you have toward the United Nations, how much would you say that you know about the United Nations and the work that it does? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

**47% TOTAL A GREAT DEAL/A FAIR AMOUNT**

**53% TOTAL JUST SOME/VERY LITTLE**

13% A great deal

34% A fair amount

35% Just some

...or...

18% Very little

---

**(Q33 ASKED IF Q32:1-2) (ASKED OF N=259 GEN Z AND N=429 MILLENNIAL RESPONDENTS)**

33. Which of the following, if any, describe how you have gotten your information or knowledge about the United Nations? **(RANDOMIZE)**

**ASKED COLUMN EXCEEDS 100% BECAUSE MULTIPLE RESPONSES WERE ACCEPTED.**

**ASKED:**

- 55% News from TV, radio, print, online, websites
- 43% Learned about it in school/college
- 43% Social media (like Twitter, Facebook, YouTube, Vine, Instagram, Reddit)
- 35% Friends and family
- 26% Political blogs/online forums
- 21% Late night TV shows (like Last Week Tonight, The Late Show, Tonight Show, Daily Show)
- 19% Elected officials/political candidates
- 15% Podcasts
- 12% Traveling internationally
- 9% Celebrity spokespeople or celebrity ambassadors to the UN
- 8% Email newsletters (like theSkimm)
- 7% Participated in Model UN in school
- 3% Other

**ALL:**

- 26% News from TV, radio, print, online, websites
  - 21% Learned about it in school/college
  - 21% Social media (like Twitter, Facebook, YouTube, Vine, Instagram, Reddit)
  - 17% Friends and family
  - 12% Political blogs/online forums
  - 10% Late night TV shows (like Last Week Tonight, The Late Show, Tonight Show, Daily Show)
  - 9% Elected officials/political candidates
  - 7% Podcasts
  - 6% Traveling internationally
  - 4% Celebrity spokespeople or celebrity ambassadors to the UN
  - 4% Email newsletters (like theSkimm)
  - 3% Participated in Model UN in school
  - 1% Other
- 

And, just to make sure everyone taking the survey has the same information...listed below is a brief description of the United Nations (UN).

The United Nations (UN) is an international organization founded in 1945 after the second world war to maintain international peace and security, to develop friendly relations among nations, and to promote social progress, better living standards and human rights. Today, 193 countries are members of the United Nations (UN).

---

And thinking specifically about the United Nations (UN) and the United States...

34. Do you think the United States should continue to belong to the United Nations, or should we pull out of the United Nations?

- 71% U.S. should continue to belong to UN
  - 13% U.S. should pull out of the UN
  - 16% No strong opinion
-

35. Thinking about the UN's support for America's interests around the world, would you say the UN has been...**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**...very supportive, somewhat supportive, not too supportive, or not at all supportive of America's interests around the world?

**63% TOTAL SUPPORTIVE**  
**20% TOTAL NOT SUPPORTIVE**

20% Very Supportive  
43% Somewhat Supportive  
16% Not Too Supportive  
4% Not At All Supportive  
17% Not Sure

---

Changing topics and thinking now about America's role in the world...

Below are some different approaches a president may take regarding America's role in the world. Please rate your reaction to each approach on a scale from zero, which means not favorable at all, to ten, which means very favorable. **(RECORD NUMBER EXACTLY; NO DECIMALS OR FRACTIONS)**

**RANKED BY %8-10**

	<b>10</b>	<b>8-10</b>	<b>4-7</b>	<b>0-3</b>	<b>NOT SURE</b>	<b>MEAN</b>
And on a scale of zero to ten, what would your reaction be to a president who... <b>(RANDOMIZE)</b>						
36. Works to improve America's relations with other countries around the world	25%	49%	41%	10%	--	<b>7.0</b>
39. Works with other countries through organizations such as the United Nations to address global challenges and issues	23%	47%	42%	11%	--	<b>6.9</b>
38. Uses a mix of toughness and diplomacy when dealing with other countries around the world	14%	35%	50%	15%	--	<b>6.2</b>
37. Focuses much more on issues in the U.S. rather than on global or international issues	13%	33%	50%	17%	--	<b>6.1</b>

---



Thinking some more about you...

40. Please rate how important it is for you personally to help address the problems of people living in other countries, including people who live in poor and developing countries. Please use a scale of zero to ten, with ten meaning it is VERY IMPORTANT for you to help people living in other countries and zero meaning it is NOT IMPORTANT AT ALL for you to help people living in other countries. **(RECORD NUMBER EXACTLY; NO DECIMALS OR FRACTIONS)**

**(IF A RESPONDENT SAYS ZERO, ASK:)** And just to make sure, are you giving a rating of zero because this is NOT IMPORTANT AT ALL to you, or are you just not sure of how you feel?

<b>42%</b>	<b>8-10</b>
<b>41%</b>	<b>5-7</b>
<b>16%</b>	<b>0-4</b>
<b>6.8</b>	<b>MEAN</b>
21%	10
7%	9
14%	8
17%	7
10%	6
14%	5
5%	4
4%	3
4%	2
1%	1
2%	0
1%	NOT SURE

---

41. Listed below are three different ways someone like you could have an impact on global issues or problems facing people in other parts of the world, although you might think ALL of these are effective ways, please select which ONE of the following you think is the most effective way for someone like you to have an impact on global issues ...(ROTATE 1-2)
- 41% By voting and electing public officials in support of a global issue or contacting your elected officials about a global issue
  - 38% By volunteering your time, participating in a local event or rally in support of, or becoming a member of an organization that is working on a global issue
  - 12% By purchasing or boycotting a product, or donating money to an organization that is working on a global issue
  - 9% None of these are effective ways for someone like you to have an impact on a global issue
-

Moving on and thinking some more about global issues...

Listed below are some different global goals that the United Nations and other organizations are working on addressing in the world.

**(ASKED OF SAMPLE A)(ASKED OF N=297 GEN Z AND N=450 MILLENNIAL RESPONDENTS)**

42. Please select the two global goals that you would be most willing to act or get involved with helping to achieve in the world. If you would not be willing to act or get involved in helping to achieve any of these global goals please select that response. **(RECORD 1ST, 2ND CHOICES)**

**RANKED BY COMBINED DATA.**

**COMBINED CHOICE COLUMN EXCEEDS 100% BECAUSE MULTIPLE RESPONSES WERE ACCEPTED.**

<u>1<sup>st</sup></u>	<u>Comb</u>	
20%	33%	Defend human rights for all
14%	27%	End extreme poverty and hunger
9%	22%	Ensure everyone has access to clean water
10%	22%	End human trafficking
8%	18%	Ensure all kids have access to schools
10%	17%	Reduce pollution levels and protect the planet and oceans
8%	13%	Empower girls and achieve gender equality
5%	10%	Reduce maternal and child mortality rates, support healthy pregnancies and childbirth
4%	10%	Protect, support, and provide shelter for refugees
4%	9%	Ensure kids have access to vaccines
4%	8%	Stop the spread of HIV/AIDS, malaria, and other diseases
4%	6%	Would not want to get involved or act any of these global goals/issues

---

**(ASKED OF SAMPLE B)(ASKED OF N=754 RESPONDENTS)**

43. Please select the two global goals that you think are most important for the United Nations and other international organizations to address in the world. **(RECORD 1ST, 2ND CHOICES)**

**RANKED BY COMBINED DATA.**

**COMBINED CHOICE COLUMN EXCEEDS 100% BECAUSE MULTIPLE RESPONSES WERE ACCEPTED.**

<b><u>1<sup>st</sup></u></b>	<b><u>Comb</u></b>	
24%	40%	Defend human rights for all
14%	32%	End extreme poverty and hunger
15%	25%	Reduce pollution levels and protect the planet and oceans
10%	22%	End human trafficking
8%	18%	Ensure everyone has access to clean water
5%	12%	Ensure all kids have access to schools
5%	11%	Stop the spread of HIV/AIDS, malaria, and other diseases
5%	10%	Protect, support, and provide shelter for refugees
5%	10%	Ensure kids have access to vaccines
4%	8%	Reduce maternal and child mortality rates, support healthy pregnancies and childbirth
3%	7%	Empower girls and achieve gender equality
2%	3%	Do not think any of these are important for the United Nations and other international organizations to address

---

44. Thinking some more about these global goals, which two of the following, if any, do you think would do the most to ensure countries around the world achieve these global goals? **(RANDOMIZE) (RECORD 1ST AND 2ND CHOICES)**

**RANKED BY COMBINED DATA.**

**COMBINED CHOICE COLUMN EXCEEDS 100% BECAUSE MULTIPLE RESPONSES WERE ACCEPTED.**

<u>1<sup>st</sup></u>	<u>Comb</u>	
39%	54%	The United Nations and its agencies like UNICEF, UN Refugee Agency, World Food Program
16%	46%	Non-profit or philanthropic organizations such as The American Red Cross or The Bill and Melinda Gates Foundation
12%	26%	The U.S. president, whoever it might be at any given time
11%	24%	The U.S. Congress
8%	17%	Religious organizations such as churches and missionaries
7%	16%	Private companies and CEOs
1%	1%	Other
6%	9%	None of these would help to ensure the global goals are achieved

---

Thinking some more about you and global issues...

45. Below is a list of possible actions a group or organization might ask you to take on a global issue that you care about. Please select the two or three you would be most willing to do to help out. If you are not willing or likely to take any of these actions please select that option. **(RECORD 1ST, 2ND, AND 3RD CHOICES) (RANDOMIZE)**

**RANKED BY COMBINED DATA.**

**COMBINED CHOICE COLUMN EXCEEDS 100% BECAUSE MULTIPLE RESPONSES WERE ACCEPTED.**

<u>1<sup>st</sup></u>	<u>Comb</u>	
18%	43%	Donate money
16%	42%	Sign an online petition
17%	38%	Join a local/community organization that is addressing the issue
7%	29%	Share facts or news stories on social media about the issue
7%	28%	Purchase a product to support the issue
9%	26%	Text, email or call an elected official
7%	25%	Participate in a rally/march
7%	23%	Boycott a product or company
4%	16%	Send a social media message to an elected official
8%	13%	I would not be willing to do any of these things in support of a global issue I care about

---

**(Q46 ASKED IF Q12:1-3) (ASKED OF N=537 GEN Z AND N=799 MILLENNIAL RESPONDENTS)**

46. Of the following, where are you most likely to get your information, news, and updates about things happening internationally, OUTSIDE of the U.S.? **(RANDOMIZE) (ACCEPT MULTIPLE RESPONSES)**

**ASKED COLUMN EXCEEDS 100% BECAUSE MULTIPLE RESPONSES WERE ACCEPTED.**

**ASKED:**

41%	Social media (like Twitter, Facebook, YouTube, Vine, Instagram, Reddit)
40%	TV news (like CNN, Fox News, MSNBC)
30%	Other Online news (like Yahoo News, BuzzFeed, Vice, Mic, Vox, Reuters, CNN, Fox News)
24%	Print or online news (like The Washington Post, The Wall Street Journal, The NY Times)
22%	Friends and family
17%	Radio
15%	Late night shows (like Last Week Tonight, The Late Show, Tonight Show, Daily Show)
12%	Political blogs/online forums
9%	Podcasts
8%	Elected officials/political candidates
7%	Email newsletters (like theSkimm)
*	Other

**ALL:**

37%	Social media (like Twitter, Facebook, YouTube, Vine, Instagram, Reddit)
36%	TV news (like CNN, Fox News, MSNBC)
27%	Other Online news (like Yahoo News, BuzzFeed, Vice, Mic, Vox, Reuters, CNN, Fox News)
22%	Print or online news (like The Washington Post, The Wall Street Journal, The NY Times)
20%	Friends and family
15%	Radio
14%	Late night shows (like Last Week Tonight, The Late Show, Tonight Show, Daily Show)
11%	Political blogs/online forums
9%	Podcasts
7%	Elected officials/political candidates
7%	Email newsletters (like theSkimm)
*	Other

---



Thinking again just about the United Nations (UN)...

47. Here are some different statements you could hear about the UN. Please select the two statements that if you heard these about the UN it would make you more supportive of the UN and what they do. **(RECORD 1ST, 2ND CHOICES)**

The UN... **(RANDOMIZE)**

**RANKED BY COMBINED DATA.**

**COMBINED CHOICE COLUMN EXCEEDS 100% BECAUSE MULTIPLE RESPONSES WERE ACCEPTED.**

<u>1<sup>st</sup></u>	<u>Comb</u>	
21%	39%	Strives to build peace and a better world for our generation
17%	34%	Provides a platform and forum for countries to work together
15%	30%	Makes the U.S. and world safer by keeping peace in unstable countries
13%	28%	Provides food and shelter to people in need when humanitarian crises hit
13%	27%	Looks out for your rights no matter where you're born or live
11%	24%	Works to help countries achieve global goals it has set by the year 2030
10%	19%	Is more cost effective for the U.S. to work through rather than going it alone

---

Now, I have just a few more questions for statistical purposes only...

Please select whether you have done any of the following: **(RANDOMIZE)**

	<b>Yes</b>	<b>No</b>
48. Traveled internationally or abroad	48%	52%
49. Spent a semester abroad in college or lived in a foreign country	22%	78%
50. Participated in Model UN in school	17%	83%
51. Studied international relations or foreign affairs in college	30%	70%

---

Now, please answer a few questions about yourself, just to be sure we have a representative sample.

D1. Please indicate your age below.

16%	17-19
17%	20-22
37%	23-29
30%	30-35

---

1. In which state do you currently live?

20%	Northeast
21%	Midwest
34%	South
25%	West

---

**(IF QD1: AGES 18 OR OLDER)**

2. Are you registered to vote in **(INSERT STATE FROM Q1)**?

100%	Yes
--	No <b>(THANK AND TERMINATE)</b>

---

3. Please record your gender.

50%	Male
49%	Female
1%	I identify myself in some other way

---

4. And, other than being an American, what is your main ethnic or racial heritage?

60%	White
15%	African American or Black
19%	Hispanic American or Latino
5%	Asian American
1%	Other

---

5. What was the last grade you completed in school?

**31% HIGH SCHOOL OR LESS**

**30% SOME COLLEGE**

**39% COLLEGE+**

\* Some Grade School (1-8)  
6% Some High School (9-11)  
24% Graduated High School (9-12)  
4% Technical or Vocational School  
26% Some College  
29% Graduated College  
10% Post Graduate/Professional School

---

6. Are you employed, are you a student, are you a stay at home mom/dad, are you retired, or are you unemployed and looking for work?

**38% TOTAL NOT EMPLOYED**

62% Employed  
23% Student  
8% Stay at home mom/dad  
-- Retired (**THANK AND TERMINATE**)  
11% Unemployed and looking for work

---

**(Q7 ASKED IF Q6:2/STUDENT) (ASKED OF N=342 RESPONDENTS)**

7. Are you enrolled as a full-time undergraduate student at a four-year college or university?

**ASKED:**

68% Yes  
32% No

**ALL:**

16% Yes  
7% No

---

**(Q8 ASKED IF Q7:1/FULL TIME UNDERGRADUATE STUDENT) (ASKED OF N=234 RESPONDENTS)**

8. Thinking about the upcoming fall semester 2018, in which year of college will you be?

**ASKED:**

19% Freshman  
31% Sophomore  
29% Junior  
21% Senior

---

52. How would you describe the area in which you live? Would you say it is... **(DO NOT RANDOMIZE)**

26% A big city  
23% A medium or small city  
32% A suburban area  
11% A small town  
8% A rural area

---

53. In politics today, do you consider yourself a... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

**28% TOTAL REPUBLICAN**

**49% TOTAL DEMOCRAT**

11% Strong Republican

7% Not-so-strong Republican

10% An Independent who leans towards the Republicans

23% Something else/Independent

19% An Independent who leans towards the Democrats

11% Not-so-strong Democrat

19% Strong Democrat

---

**(Q54 ASKED IF AGES 20 OR OLDER)**

And thinking back to the presidential election in 2016...

54. Regardless of how you may feel today...for which of the following candidates did you vote for President... **(ROTATE PUNCHES 1-2)**

**ASKED:**

- 27% Donald Trump
- 42% Hillary Clinton
- 23% Someone Else
- 1% Was Not Registered To Vote
- 7% Did Not Vote

- 
55. How would you describe your family's economic circumstances **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)?**

- 7% Poor
  - 26% Working class
  - 44% Middle class
  - 17% Upper middle class
  - ...or...
  - 6% Well-to-do
-