YouGov What the world thinks

Questionnaire VAND0012

Valued Customer

Version unknown

2013-09-09
18:04:57.471000+00:00

Click here and press F9 to build the table of contents

Module: implicit_module_0

Page: implicit_page_q1

q1- ***required*** SINGLE CHOICE

Were able to see and hear the video clearly?

required HARD

1 ○ Yes

2 ○ No

8 *Skipped*

9 *Not Asked*

Exit (screenout) if q1 == 2

Page: implicit_page_0

end module: implicit_module_0

Module: rotate_0

Module: disgusted

Page: implicit_page_q2_disgusted

q2_disgusted SINGLE CHOICE (COLORS)

Did this ad make you feel Disgusted

columns 5

order reverse($randrev2)

1 ○ Not at all

2 ○ Slightly

3 ○ Moderately

4 ○ Quite a bit

5 ○ Extremely

8 *Skipped*

9 *Not Asked*

Page: implicit_page_q2b_disguted_followup

q2b_disguted_followup- ***Show if q2_disgusted and q2_disgusted not in [1]*** SINGLE CHOICE

Who are you disgusted with?

order randomize

1	○	Barack Obama	
2	○	Mitt Romney	
3	○	Both	*Not randomized*
4	○	Neither	*Not randomized*
8		*Skipped*	
9		*Not Asked*	

end module: disgusted

Module: angry

Page: implicit_page_q2_angry

q2_angry SINGLE CHOICE (COLORS)

Did this ad make you feel Angry

columns 5

order reverse($randrev2)

1	○	Not at all
2	○	Slightly
3	○	Moderately
4	○	Quite a bit
5	○	Extremely
8		*Skipped*
9		*Not Asked*

Page: implicit_page_q2b_angry_followup

q2b_angry_followup- ***Show if q2_angry and q2_angry not in [1]*** SINGLE CHOICE

Who are you angry at?

order randomize

1	○	Barack Obama	
2	○	Mitt Romney	
3	○	Both	*Not randomized*
4	○	Neither	*Not randomized*
8		*Skipped*	
9		*Not Asked*	

end module: angry

Page: implicit_page_q2_worried

q2_worried SINGLE CHOICE (COLORS)

Did this ad make you feel Worried

columns 5

order reverse($randrev2)

1	○	Not at all
2	○	Slightly
3	○	Moderately
4	○	Quite a bit
5	○	Extremely
8		*Skipped*
9		*Not Asked*

Page: implicit_page_q2_happy

q2_happy SINGLE CHOICE (COLORS)

Did this ad make you feel Happy

columns 5

order reverse($randrev2)

1 ○ Not at all

2 ○ Slightly

3 ○ Moderately

4 ○ Quite a bit

5 ○ Extremely

8 *Skipped*

9 *Not Asked*

Page: implicit_page_q2_hopeful

q2_hopeful SINGLE CHOICE (COLORS)

Did this ad make you feel Hopeful

columns 5

order reverse($randrev2)

1 ○ Not at all

2 ○ Slightly

3 ○ Moderately

4 ○ Quite a bit

5 ○ Extremely

8 *Skipped*

9 *Not Asked*

end module: rotate_0

Module: rotate_1

Page: implicit_page_q3

q3 SINGLE CHOICE

Did you think this ad was _fair_ or _unfair_?

order reverse

1 ○ Very fair
2 ○ Somewhat fair
3 ○ Neither fair nor unfair
4 ○ Somewhat unfair
5 ○ Very unfair
8 *Skipped*
9 *Not Asked*

Page: implicit_page_q4

q4 SINGLE CHOICE

Did you think this ad was _truthful_ or _untruthful_?

order reverse

1 ○ Very truthful
2 ○ Somewhat truthful
3 ○ Neither truthful nor untruthful
4 ○ Somewhat untruthful
5 ○ Very untruthful
8 *Skipped*
9 *Not Asked*

Page: implicit_page_q5

q5 SINGLE CHOICE

Did you think this ad was _believable_ or _unbelievable_?

order reverse

1 ○ Very believable

2 ○ Somewhat believable

3 ○ Neither believable nor unbelievable

4 ○ Somewhat unbelievable

5 ○ Very unbelievable

8 *Skipped*

9 *Not Asked*

Page: implicit_page_q5b

q5b SINGLE CHOICE

Did you think this ad was _interesting_ or _uninteresting_?

order reverse

1 ○ Very interesting

2 ○ Somewhat interesting

3 ○ Neither interesting nor uninteresting

4 ○ Somewhat uninteresting

5 ○ Very uninteresting

8 *Skipped*

9 *Not Asked*

Page: implicit_page_q5c

q5c SINGLE CHOICE

Did you think this ad was _memorable_ or _unmemorable_?

order reverse

1 ○ Very memorable
2 ○ Somewhat memorable
3 ○ Neither memorable nor unmemorable
4 ○ Somewhat unmemorable
5 ○ Very unmemorable
8 *Skipped*
9 *Not Asked*

end module: rotate_1

Module: rotate_2

Page: implicit_page_q6

q6 SINGLE CHOICE

How much would you say you learned about _Barack Obama_ from this ad?

order reverse($rand1)

1 ○ Learned a lot
2 ○ Learned a few things
3 ○ Learned little
4 ○ Learned nothing at all
8 *Skipped*
9 *Not Asked*

Page: implicit_page_q7

q7 SINGLE CHOICE

How much would you say you learned about _Mitt Romney_ from this ad?

order reverse($rand1)

1 ○ Learned a lot

2 ○ Learned a few things

3 ○ Learned little

4 ○ Learned nothing at all

8 *Skipped*

9 *Not Asked*

end module: rotate_2

Module: implicit_module_1

Page: implicit_page_enthusnov

enthusnov SINGLE CHOICE

How enthusiastic are you about voting for president in the upcoming presidential election in November?

order reverse

varlabel Level of enthusiasm about voting in general election

1 ○ Extremely enthusiastic

2 ○ Very enthusiastic

3 ○ Somewhat enthusiastic

4 ○ Not too enthusiastic

5 ○ Not at all enthusiastic

8 *Skipped*

9 *Not Asked*

Page: implicit_page_q8

q8 SINGLE CHOICE

Did you like or dislike this ad?

order reverse

1 ○ Liked a lot
2 ○ Liked a little
3 ○ Neither liked nor disliked
4 ○ Disliked a little
5 ○ Disliked a lot
8 *Skipped*
9 *Not Asked*

Page: rotate_3

q9 GRID

Do you have a favorable or an unfavorable opinion of the following people?

roworder randomize
colorder reverse

ROWS

q9_obama	Barack Obama
q9_romney	Mitt Romney

COLUMNS

1 ○ Very favorable
2 ○ Somewhat favorable
3 ○ Somewhat unfavorable
4 ○ Very unfavorable
5 ○ Don't know *Not randomized,exclude other punches*
8 *Skipped*
9 *Not Asked*

end module: implicit_module_1

Module: rotate_4

Page: implicit_page_likelyvote

likelyvote SINGLE CHOICE

How likely are you to vote in the general election on November 6, 2012?

order reverse

varlabel Is R Likely to Vote in 2012

1 ○ Definitely will vote

2 ○ Very likely to vote

3 ○ Probably will vote

4 ○ Equally likely to vote or not vote

5 ○ Probably will not vote

6 ○ Very unlikely to vote

7 ○ Definitely will not vote

8 *Skipped*

9 *Not Asked*

Page: implicit_page_q10

q10 SINGLE CHOICE

If the 2012 Presidential election were being held today, who would you vote for?

order randomize

1	○	Barack Obama	
2	○	Mitt Romney	
3	○	Other (open [q10_t])	*Not randomized*
4	○	Not sure (If you had to choose, which candidate would you be more likely to choose? [q10_dk])	*Not randomized*
8		*Skipped*	
9		*Not Asked*	

Page: implicit_page_q11

q11 OPEN TEXTBOX

We are interested in what people recall from political ads. Please write down everything you remember about the ad you just viewed.

cols	70
maxlength	10000
rows	7

Page: implicit_page_q12

q12 SINGLE CHOICE

Did you think this ad was positive or negative?

order reverse

1 ○ Very positive
2 ○ Somewhat positive
3 ○ Neither positive nor negative
4 ○ Somewhat negative
5 ○ Very negative
8 *Skipped*
9 *Not Asked*

end module: rotate_4

Module: demos

Page: demos1

We have a final few questions for you so that we can better understand the results of our survey.

birthyr- *Show if not pdl.birthyr or int(pdl.birthyr) < 1909 or pdl.birthyr.last > months(27)*

OPEN INTEGER TEXTBOX

In what year were you born?

max	2010
cols	4
min	1900
varlabel	Birth Year
tags	core, nytimes, profile_core, bday, age, coresampling, cbs, birthdate, election2014, Profile_Codebook_Demographics, Profile_Codebook_Core

gender- *Show if not pdl.gender or pdl.gender.last > months(27)*

SINGLE CHOICE

Are you male or female?

varlabel	Gender
tags	profile, core, nytimes, profile_core, Profile_Basic_Info, Profile_Codebook_Demographics, Profile_Codebook_Core, coresampling, cbs, election2014

1 ○ Male

2 ○ Female

8 *Skipped*

9 *Not Asked*

pid3- *Show if pdl.pid3.last > months(1)* SINGLE CHOICE

Generally speaking, do you think of yourself as a ...?

varlabel 3 point party ID

1 ○ Democrat (Would you call yourself a strong Democrat or a not very strong Democrat? [pid7])

2 ○ Republican (Would you call yourself a strong Republican or a not very strong Republican? [pid7])

3 ○ Independent (Do you think of yourself as closer to the Democratic or the Republican Party? [pid7])

4 ○ Other (open [pid3_t])

5 ○ Not sure

8 *Skipped*

9 *Not Asked*

Page: demos2

pid7others- *Show if (pid3 == 4 or pid3 == 5) and pdl.pid3.last > months(1)* SINGLE CHOICE

Do you think of yourself as closer to the Democratic or the Republican Party?

3 ○ The Democratic Party

5 ○ The Republican Party

4 ○ Neither

8 ○ Not sure

98 *Skipped*

99 *Not Asked*

race- *Show if not pdl.race or pdl.race.last > months(27)*

SINGLE CHOICE

What racial or ethnic group best describes you?

varlabel Race

tags profile, core, nytimes, profile_core, Profile_Basic_Info, Profile_Codebook_Demographics, Profile_Codebook_Core, coresampling, cbs, election2014

1 ○ White

2 ○ Black or African-American

3 ○ Hispanic or Latino

4 ○ Asian or Asian-American

5 ○ Native American

8 ○ Middle Eastern

6 ○ Mixed Race

7 ○ Other (open [race_other])

98 *Skipped*

99 *Not Asked*

educ- *Show if not pdl.educ or pdl.educ.last > months(14)*

SINGLE CHOICE

What is the highest level of education you have completed?

varlabel Education

tags profile, core, nytimes, core codebook, profile_core, Profile_Basic_Info, Profile_Codebook_Demographics, coresampling, cbs, core_survey, Profile_Codebook_Education, election2014

1 ○ Did not graduate from high school

2 ○ High school graduate

3 ○ Some college, but no degree (yet)

4 ○ 2-year college degree

5 ○ 4-year college degree

6 ○ Postgraduate degree (MA, MBA, MD, JD, PhD, etc.)

8 *Skipped*

9 *Not Asked*

marstat- *Show if not pdl.marstat or pdl.marstat.last > months(14)* SINGLE CHOICE

What is your marital status?

varlabel Marital Status

tags profile, Profile_Basic_Info, coresampling, profile_core, election2014, cbs, nytimes, core_survey, core codebook, core

1 ○ Married, living with spouse

2 ○ Separated

3 ○ Divorced

4 ○ Widowed

5 ○ Single, never married

6 ○ Domestic partnership

8 *Skipped*

9 *Not Asked*

Module: religion

Page: implicit_page_pew_bornagain

pew_bornagain- *Show if not pdl.pew_bornagain or pdl.pew_bornagain.last > months(14)* SINGLE CHOICE

Would you describe yourself as a "born-again" or evangelical Christian, or not?

varlabel Born Again (Pew version)

tags profile, core, nytimes, cbs, Profile_Codebook_Demographics, Profile_Religion, election2014, Profile_Codebook_Core

1 ○ Yes

2 ○ No

8 *Skipped*

9 *Not Asked*

Page: implicit_page_pew_religimp

pew_religimp- *Show if not pdl.pew_religimp or pdl.pew_religimp.last > months(14)*

SINGLE CHOICE

How important is religion in your life?

varlabel Importance of religion (Pew version)

tags profile, core, Profile_Codebook_Demographics, Profile_Religion, Profile_Codebook_Core

1 ○ Very important

2 ○ Somewhat important

3 ○ Not too important

4 ○ Not at all important

8 *Skipped*

9 *Not Asked*

Page: implicit_page_pew_churatd

pew_churatd- *Show if not pdl.pew_churatd or pdl.pew_churatd.last > months(14)*

SINGLE CHOICE

Aside from weddings and funerals, how often do you attend religious services?

varlabel Church attendance (Pew version)

tags profile, core, nytimes, cbs, Profile_Codebook_Demographics, Profile_Religion, election2014, Profile_Codebook_Core

1 ○ More than once a week

2 ○ Once a week

3 ○ Once or twice a month

4 ○ A few times a year

5 ○ Seldom

6 ○ Never

7 ○ Don't know

8 *Skipped*

9 *Not Asked*

Page: implicit_page_pew_prayer

pew_prayer- *Show if not pdl.pew_prayer or pdl.pew_prayer.last > months(14)*

SINGLE CHOICE

People practice their religion in different ways. Outside of attending religious services, how often do you pray?

varlabel Frequency of Prayer (Pew version)

tags profile, core, Profile_Codebook_Demographics, Profile_Religion, Profile_Codebook_Core

1 ○ Several times a day

2 ○ Once a day

3 ○ A few times a week

4 ○ Once a week

5 ○ A few times a month

6 ○ Seldom

7 ○ Never

8 ○ Don't know

98 *Skipped*

99 *Not Asked*

Page: implicit_page_religpew

religpew- *Show if not pdl.religpew or pdl.religpew.last > months(14)*

SINGLE CHOICE

What is your present religion, if any?

varlabel Pew religion

tags profile, core, nytimes, profile_core, Profile_Codebook_Demographics, Profile_Codebook_Core, cbs, Profile_Religion, election2014

1 ○ Protestant

2 ○ Roman Catholic

3 ○ Mormon

4 ○ Eastern or Greek Orthodox

5 ○ Jewish

6 ○ Muslim

7 ○ Buddhist

8 ○ Hindu

9 ○ Atheist

10 ○ Agnostic

11 ○ Nothing in particular

12 ○ Something else (open [religpew_t])

98 *Skipped*

99 *Not Asked*

Page: implicit_page_religpew_protestant

religpew_protestant- *Show if (religpew == 1 and not pdl.religpew_protestant) or (religpew == 1 and pdl.religpew_protestant.last > months(14))* SINGLE CHOICE

To which Protestant church or group do you belong?

varlabel Protestant Church

tags profile, core, Profile_Codebook_Demographics, Profile_Religion, Profile_Codebook_Core

1 ○ Baptist

2 ○ Methodist

3 ○ Nondenominational or Independent Church

4 ○ Lutheran

5 ○ Presbyterian

6 ○ Pentecostal

7 ○ Episcopalian

8 ○ Church of Christ or Disciples of Christ

9 ○ Congregational or United Church of Christ

10 ○ Holiness

11 ○ Reformed

12 ○ Adventist

13 ○ Jehovah's Witness

90 ○ Something else (open [religpew_protestant_t])

98 *Skipped*

99 *Not Asked*

Page: implicit_page_Xreligpew_protestant

Xreligpew_protestant- *Show if religpew == 12 and pdl.religpew_protestant.last > months(14)*

SINGLE CHOICE

Do you belong to any one of these churches or groups?

1	○	Baptist
2	○	Methodist
3	○	Nondenominational or Independent Church
4	○	Lutheran
5	○	Presbyterian
6	○	Pentecostal
7	○	Episcopalian
8	○	Church of Christ or Disciples of Christ
9	○	Congregational or United Church of Christ
10	○	Holiness
11	○	Reformed
12	○	Adventist
13	○	Jehovah's Witness
90	○	None of these
98		*Skipped*
99		*Not Asked*

Page: religion_denom

religpew_baptist- *Show if (religpew_protestant == 1 and not pdl.religpew_baptist) or (religpew_protestant == 1 and pdl.religpew_baptist.last > months(14))*

SINGLE CHOICE

To which Baptist church do you belong, if any?

varlabel Baptist Church

tags profile, Profile_Religion

1 ○ Southern Baptist Convention

2 ○ American Baptist Churches in USA

3 ○ National Baptist Convention

4 ○ Progressive Baptist Convention

5 ○ Independent Baptist

6 ○ Baptist General Conference

7 ○ Baptist Missionary Association

8 ○ Conservative Baptist Assoc. of America

9 ○ Free Will Baptist

10 ○ General Association of Regular Baptists

90 ○ Other Baptist (open [religpew_baptist_t])

98 *Skipped*

99 *Not Asked*

religpew_methodist- *Show if (religpew_protestant == 2 and not pdl.religpew_methodist) or (religpew_protestant == 2 and pdl.religpew_methodist.last > months(14))*

SINGLE CHOICE

To which Methodist church do you belong, if any?

varlabel Methodist Church

tags profile, Profile_Religion

1 ○ United Methodist Church

2 ○ Free Methodist Church

3 ○ African Methodist Episcopal

4 ○ African Methodist Episcopal Zion

5 ○ Christian Methodist Episcopal Church

90 ○ Other Methodist Church (open [religpew_methodist_t])

98 *Skipped*

99 *Not Asked*

religpew_nondenom- ***Show if (religpew_protestant == 3 and not pdl.religpew_nondenom) or (religpew_protestant == 3 and pdl.religpew_nondenom.last > months(14))***

SINGLE CHOICE

To which kind of nondenominational or independent church do you belong, if any?

varlabel Nondenominational or Independent Church

tags profile, Profile_Religion

1 ○ Nondenominational evangelical

2 ○ Nondenominational fundamentalist

3 ○ Nondenominational charismatic

4 ○ Interdenominational

5 ○ Community church

90 ○ Other (open [religpew_nondenom_t])

98 *Skipped*

99 *Not Asked*

religpew_lutheran- *Show if (religpew_protestant == 4 and not pdl.religpew_lutheran) or (religpew_protestant == 4 and pdl.religpew_lutheran.last > months(14))*

SINGLE CHOICE

To which Lutheran church do you belong?

varlabel Lutheran Church

tags profile, Profile_Religion

1 ○ Evangelical Lutheran Church in America (ELCA)

2 ○ Lutheran Church, Missouri Synod

3 ○ Lutheran Church, Wisconsin Synod

4 ○ Other Lutheran Church (open [religpew_lutheran_t])

8 *Skipped*

9 *Not Asked*

religpew_presby- *Show if (religpew_protestant == 5 and not pdl.religpew_presby) or (religpew_protestant == 5 and pdl.religpew_presby.last > months(14))*

SINGLE CHOICE

To which Presbyterian church do you belong?

varlabel Presbyterian Church

tags profile, Profile_Religion

1	○	Presbyterian Church USA
2	○	Presbyterian Church in America
3	○	Associate Reformed Presbyterian
4	○	Cumberland Presbyterian Church
5	○	Orthodox Presbyterian
6	○	Evangelical Presbyterian Church
90	○	Other Presbyterian Church (open [religpew_presby_t])
98		*Skipped*
99		*Not Asked*

religpew_pentecost- ***Show if (religpew_protestant == 6 and not pdl.religpew_pentecost) or (religpew_protestant == 6 and pdl.religpew_pentecost.last > months(14))***

SINGLE CHOICE

To which Pentecostal church do you belong?

varlabel Pentecostal Church

tags profile, Profile_Religion

1 ○ Assemblies of God

2 ○ Church of God Cleveland TN

3 ○ Four Square Gospel

4 ○ Pentecostal Church of God

5 ○ Pentecostal Holiness Church

6 ○ Church of God in Christ

7 ○ Church of God of the Apostolic Faith

8 ○ Assembly of Christian Churches

9 ○ Apostolic Christian

90 ○ Other Pentecostal Church (open [religpew_pentecost_t])

98 *Skipped*

99 *Not Asked*

religpew_episcop- *Show if (religpew_protestant == 7 and not pdl.religpew_episcop) or (religpew_protestant == 7 and pdl.religpew_episcop.last > months(14))*

SINGLE CHOICE

To which Episcopalian church do you belong?

varlabel	Episcopal Church
tags	profile, Profile_Religion

1	○	Episcopal Church in the USA
2	○	Anglican Church (Church of England)
3	○	Anglican Orthodox Church
4	○	Reformed Episcopal Church
90	○	Other Episcopalian or Anglican Church (open [religpew_episcop_t])
98		*Skipped*
99		*Not Asked*

religpew_christian- *Show if (religpew_protestant == 8 and not pdl.religpew_christian) or (religpew_protestant == 8 and pdl.religpew_christian.last > months(14))* SINGLE CHOICE

To which Christian church do you belong?

varlabel Christian Church

tags profile, Profile_Religion

1	○	Church of Christ
2	○	Disciples of Christ
3	○	Christian Churches and Churches of Christ
90	○	Other Christian church (open [religpew_christian_t])
98		*Skipped*
99		*Not Asked*

religpew_congreg- *Show if (religpew_protestant == 9 and not pdl.religpew_congreg) or (religpew_protestant == 9 and pdl.religpew_congreg.last > months(14))*

SINGLE CHOICE

To which congregational church do you belong?

varlabel Congregational Church

tags profile, Profile_Religion

1 ○ United Church of Christ

2 ○ Conservative Congregational Christian

3 ○ National Association of Congregational Christians

90 ○ Other Congregational (open [religpew_congreg_t])

98 *Skipped*

99 *Not Asked*

religpew_holiness- *Show if (religpew_protestant == 10 and not pdl.religpew_holiness) or (religpew_protestant == 10 and pdl.religpew_holiness.last > months(14))*

SINGLE CHOICE

To which Holiness church do you belong?

varlabel Holiness Church

tags profile, Profile_Religion

1	○	Church of the Nazarene
2	○	Wesleyan Church
3	○	Free Methodist Church
4	○	Christian and Missionary Alliance
5	○	Church of God (Anderson, Indiana)
6	○	Salvation Army, American Rescue workers
90	○	Other Holiness (open [religpew_holiness_t])
98		*Skipped*
99		*Not Asked*

religpew_reformed- *Show if (religpew_protestant == 11 and not pdl.religpew_reformed) or (religpew_protestant == 11 and pdl.religpew_reformed.last > months(14))* SINGLE CHOICE

To which Reformed church do you belong?

varlabel Reformed Church

tags profile, Profile_Religion

1 ○ Reformed Church in America

2 ○ Christian Reformed Church

90 ○ Other Reformed (open [religpew_reformed_t])

98 *Skipped*

99 *Not Asked*

religpew_advent- *Show if (religpew_protestant == 12 and not pdl.religpew_advent) or (religpew_protestant == 12 and pdl.religpew_advent.last > months(14))* SINGLE CHOICE

To which Adventist church do you belong?

varlabel Adventist Church

tags profile, Profile_Religion

1 ○ Seventh Day Adventist

2 ○ Church of God, General Conference

3 ○ Advent Christian

90 ○ Other Adventist (open [religpew_advent_t])

98 *Skipped*

99 *Not Asked*

religpew_catholic- *Show if (religpew == 2 and not pdl.religpew_catholic) or (religpew == 2 and pdl.religpew_catholic.last > months(14))* SINGLE CHOICE

To which Catholic church do you belong?

varlabel Catholic Church

tags profile, Profile_Religion

1 ○ Roman Catholic Church

2 ○ National Polish Catholic Church

3 ○ Greek-rite Catholic

4 ○ Armenian Catholic

5 ○ Old Catholic

90 ○ Other Catholic (open [religpew_catholic_t])

98 *Skipped*

99 *Not Asked*

religpew_mormon- *Show if (religpew == 3 and not pdl.religpew_mormon) or (religpew == 3 and pdl.religpew_mormon.last > months(14))* SINGLE CHOICE

To which Mormon church do you belong?

varlabel Mormon Church

tags profile, Profile_Religion

1 ○ The Church of Jesus Christ of Latter-day Saints

2 ○ Community of Christ

90 ○ Other Mormon (open [religpew_mormon_t])

98 *Skipped*

99 *Not Asked*

religpew_orthodox- *Show if (religpew == 4 and not pdl.religpew_orthodox) or (religpew == 4 and pdl.religpew_orthodox.last > months(14))* SINGLE CHOICE

To which Orthodox church do you belong?

varlabel Orthodox Church

tags profile, Profile_Religion

1	○	Greek Orthodox
2	○	Russian Orthodox
3	○	Orthodox Church in America
4	○	Armenian Orthodox
5	○	Eastern Orthodox
6	○	Serbian Orthodox
90	○	Other Orthodox (open [religpew_orthodox_t])
98		*Skipped*
99		*Not Asked*

religpew_jewish- *Show if (religpew == 5 and not pdl.religpew_jewish) or (religpew == 5 and pdl.religpew_jewish.last > months(14))*

SINGLE CHOICE

To which Jewish group do you belong?

varlabel Jewish Group

tags profile, Profile_Religion

1 ○ Reform

2 ○ Conservative

3 ○ Orthodox

4 ○ Reconstructionist

90 ○ Other (open [religpew_jewish_t])

98 *Skipped*

99 *Not Asked*

religpew_muslim- *Show if (religpew == 6 and not pdl.religpew_muslim) or (religpew == 6 and pdl.religpew_muslim.last > months(14))*

SINGLE CHOICE

To which Muslim group do you belong?

varlabel Muslim Group

tags profile, Profile_Religion

1 ○ Sunni

2 ○ Shia

3 ○ Nation of Islam (Black Muslim)

90 ○ Other Muslim (open [religpew_muslim_t])

98 *Skipped*

99 *Not Asked*

religpew_buddhist- *Show if (religpew == 7 and not pdl.religpew_buddhist) or (religpew == 7 and pdl.religpew_buddhist.last > months(14))* SINGLE CHOICE

To which Buddhist group do you belong?

varlabel Buddhist group

tags profile, Profile_Religion

1 ○ Theravada (Vipassana) Buddhism

2 ○ Mahayana (Zen) Buddhism

3 ○ Vajrayana (Tibetan) Buddhism

90 ○ Other Buddhist (open [religpew_buddhist_t])

98 *Skipped*

99 *Not Asked*

religpew_hindu- *Show if (religpew == 8 and not pdl.religpew_hindu) or (religpew == 8 and pdl.religpew_hindu.last > months(14))* SINGLE CHOICE

With which of the following Hindu groups, if any, do you identify with most closely?

varlabel Hindu Group

tags profile, Profile_Religion

1 ○ Vaishnava Hinduism

2 ○ Shaivite Hinduism

3 ○ Shaktism Hinduism

90 ○ Other Hindu (open [religpew_hindu_t])

98 *Skipped*

99 *Not Asked*

end module: religion

Page: demos4

ideo5- *Show if not pdl.ideo5 or pdl.ideo5.last > months(1)*

SINGLE CHOICE

In general, how would you describe your own political viewpoint?

order reverse

varlabel Ideology

tags profile, core, Profile_Political, nytimes, profile_core, Profile_Codebook_Demographics, Profile_Codebook_Core, cbs, election2014

1	○	Very liberal	
2	○	Liberal	
3	○	Moderate	
4	○	Conservative	
5	○	Very conservative	
6	○	Not sure	*Not randomized*
8		*Skipped*	
9		*Not Asked*	

newsint- *Show if not pdl.newsint or pdl.newsint.last > months(1)*

SINGLE CHOICE

Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs ...

varlabel Political Interest

tags profile, core, Profile_Political, nytimes, profile_core, Profile_Codebook_Demographics, Profile_Codebook_Core, cbs, election2014

1 ○ Most of the time

2 ○ Some of the time

3 ○ Only now and then

4 ○ Hardly at all

7 ○ Don't know *Not randomized*

8 *Skipped*

9 *Not Asked*

Page: demos5

Because YouGov asks questions about your local community, congressional district, and state, we'd like to make sure we have current information about your Name and Address. We use this information to ask you about your Congressional races and local issues. In addition, we need a valid mailing address to send you any YouGov rewards you may earn.

zipcode- *Show if panman.is_panelist and pdl.cassdpv.text != 'Y'*

REG-ADDRESS

Page: demos6

faminc

SINGLE CHOICE

Thinking back over the last year, what was your family's annual income?

varlabel Family income

1	○	Less than $10,000	
2	○	$10,000 - $19,999	
3	○	$20,000 - $29,999	
4	○	$30,000 - $39,999	
5	○	$40,000 - $49,999	
6	○	$50,000 - $59,999	
7	○	$60,000 - $69,999	
8	○	$70,000 - $79,999	
9	○	$80,000 - $99,999	
10	○	$100,000 - $119,999	
11	○	$120,000 - $149,999	
31	○	$150,000 or more (What was your family's annual income last year? [faminc2])	
97	○	Prefer not to say	
12	○	$150,000 - $199,999	*Show if 0*
13	○	$200,000 - $249,999	*Show if 0*
14	○	$250,000 - $349,999	*Show if 0*
15	○	$350,000 - $499,999	*Show if 0*
16	○	$500,000 or more	*Show if 0*
98		*Skipped*	
99		*Not Asked*	

votereg- *Show if not pdl.votereg or pdl.votereg.last > months(14)*

SINGLE CHOICE

Are you registered to vote?

varlabel Voter Registration Status

tags profile, core, Profile_Political, profile_core, vote, Profile_Codebook_Demographics, Profile_Codebook_Core

1 ○ Yes

2 ○ No

3 ○ Don't know

8 *Skipped*

9 *Not Asked*

inputstate- *Show if not pdl.inputstate or pdl.inputstate.last > months(14)*

STATE

In which state do you live?

varlabel State of Residence

1 ○ Alabama
2 ○ Alaska
4 ○ Arizona
5 ○ Arkansas
6 ○ California
8 ○ Colorado
9 ○ Connecticut
10 ○ Delaware
11 ○ District of Columbia
12 ○ Florida
13 ○ Georgia
15 ○ Hawaii
16 ○ Idaho
17 ○ Illinois
18 ○ Indiana
19 ○ Iowa
20 ○ Kansas
21 ○ Kentucky
22 ○ Louisiana
23 ○ Maine
24 ○ Maryland
25 ○ Massachusetts
26 ○ Michigan
27 ○ Minnesota
28 ○ Mississippi
29 ○ Missouri

30 ○ Montana
31 ○ Nebraska
32 ○ Nevada
33 ○ New Hampshire
34 ○ New Jersey
35 ○ New Mexico
36 ○ New York
37 ○ North Carolina
38 ○ North Dakota
39 ○ Ohio
40 ○ Oklahoma
41 ○ Oregon
42 ○ Pennsylvania
44 ○ Rhode Island
45 ○ South Carolina
46 ○ South Dakota
47 ○ Tennessee
48 ○ Texas
49 ○ Utah
50 ○ Vermont
51 ○ Virginia
53 ○ Washington
54 ○ West Virginia
55 ○ Wisconsin
56 ○ Wyoming
60 ○ American Samoa
64 ○ Federated States of Micronesia
66 ○ Guam
68 ○ Marshall Islands
69 ○ Northern Mariana Islands
70 ○ Palau
72 ○ Puerto Rico
74 ○ U.S. Minor Outlying Islands

78 ○ Virgin Islands
81 ○ Alberta
82 ○ British Columbia
83 ○ Manitoba
84 ○ New Brunswick
85 ○ Newfoundland
86 ○ Northwest Territories
87 ○ Nova Scotia
88 ○ Nunavut
89 ○ Ontario
90 ○ Prince Edward Island
91 ○ Quebec
92 ○ Saskatchewan
93 ○ Yukon Territory
99 ○ Not in the U.S or Canada
998 *Skipped*
999 *Not Asked*

---

end module: demos

Module: admin

Page: QC

Please take a moment to rate the questionnaire you just took. This information will be used to improve our surveys.

qualityControl_overall SCALE

Please rate this questionnaire overall. On a scale of 1 to 9 where 1 means the questionnaire was 'Poor' and 9 means the questionnaire was 'Excellent.'

max	9
min	1

STEMS
qualityControl_overall_scale

comments OPEN TEXTBOX

Do you have any comments on your experience of taking this survey (optional)? In the case that you would like a response to your comment please contact us at help.us@yougov.com.

required	NONE
cols	70
rows	6

end module: admin