

Reason-Rupe 2014 Millennial Survey Methodology and Questionnaire

The Reason-Rupe Spring 2014 Millennial Survey was conducted by the Reason Foundation and made possible thanks to the generous support from the Arthur N. Rupe Foundation. YouGov conducted the survey between February 28 and March 11, 2014, and interviewed 2,362 respondents between the ages of 18 and 29 who were matched down to a sample of 2,000 to produce the final dataset. The margin of sampling error for the entire sample is +/- 3.4 percentage points at the 95 percent confidence level. Statistical results are weighted to correct for known demographic discrepancies. When feasible, answer choices within questions were rotated or randomized. Likely voters are those who said they are registered to vote and plan to vote in the 2014-midterm elections, with a margin of error +/- 5.6%.

YouGov conducted the survey online with its proprietary Web-enabled survey software, using a method called Active Sampling. Restrictions are put in place to ensure that only the people selected and contacted by YouGov are allowed to participate.

The respondents were matched to a sampling frame on gender, age, race, education, party identification, ideology, and political interest. The frame was constructed by stratified sampling from the full 2010 American Community Survey sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). Data on voter registration status and turnout were matched to this frame using the November 2010 Current Population Survey. Data on interest in politics and party identification were then matched to this frame from the 2007 Pew Religious Life Survey. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and ideology. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

Reason-Rupe Millennial 2014 Questionnaire

1. Q102. Are you enrolled in school as a full-time or part-time student
 - a. Full-time
 - b. Part-time
 - c. I am not enrolled in school

2. Q103. What is the highest level of education you have completed?
 - Did not graduate from high school
 - High School Graduate
 - Some College, but no degree (yet)
 - 2-year college degree
 - 4-year college degree
 - Post Graduate Degree (MA, MBA, MD, JD, PhD, etc.)

3. Q9a. Are you currently registered to vote?

4. Q9b. In what year were you born?

5. Q151. "What are the most important issues facing the country today?" (*OPEN*)

6. Q1. Do you approve or disapprove of the way Barack Obama is handling his job as president? (*RANDOMIZE DIRECTION*)
 - a. Strongly Approve
 - b. Somewhat Approve
 - c. Somewhat Disapprove
 - d. Strongly Disapprove

7. Q114. (*GRID*) Do you approve or disapprove of the Republicans in Congress?

8. Q114. (*GRID*) Do you approve or disapprove of the Democrats in Congress?

9. Q9c. {Ask if respondent was over 18 in 2012} Did you vote in the 2012 Presidential election?
 - a. Yes
 - b. No

10. Q9d. (*ASK OF THOSE WHO HAVENT ANSWERED FOR PANEL YET*) (*ASK IF VOTED*) Which candidate did you vote for in the 2012 Presidential election? (*RANDOMIZE*)
 - a. Barack Obama
 - b. Mitt Romney
 - c. Other candidate (Please Specify)

11. Q116. Do you plan to vote in the 2014-midterm elections?
- Yes
 - No
12. Q117. If the election for Congress were held today, would you vote for the...?
(Randomize)
- Republican candidate in your district
 - Democratic candidate in your district
 - Another party's candidate in your district
13. Q5. Many people are already looking ahead to the 2016 presidential election. (GRID)
(RANDOMIZED)
- (A) Who of the following would you consider voting for?
 - (B) Who would you NOT vote for in the 2016 presidential election?
 - (C) If you had to choose today, whom would you most likely vote for?
- | | |
|----------------------|---------------------|
| 1. Jeb Bush | 11. Peter King |
| 2. Chris Christie | 12. Gary Johnson |
| 3. Ted Cruz | 13. Cory Booker |
| 4. Rand Paul | 14. Bobby Jindal |
| 5. Marco Rubio | 15. Martin O'Malley |
| 6. Paul Ryan | |
| 7. Mike Huckabee | |
| 8. Joe Biden | |
| 9. Hillary Clinton | |
| 10. Elizabeth Warren | |
14. Q6. Generally speaking, would you support or oppose a political candidate who is conservative on economic issues AND liberal on social issues? Click on the ruler and slide the green dial to designate your position between these statements.
15. Q52. On ECONOMIC ISSUES, how liberal or conservative would you rate yourself, President Obama, Hillary Clinton (Randomize: Rand Paul, Chris Christie Republicans in Congress)...? (Drag and drop items onto the scale to rate an item.)
(Ruler)
- Economically Liberal
 - Economically Conservative
16. Q53. On SOCIAL ISSUES, how liberal or conservative would you rate yourself, President Obama, Hillary Clinton (Randomize: Rand Paul, Chris Christie Republicans in Congress)...? (Drag and drop items onto the scale to rate an item.)
(Ruler)
- Socially Liberal
 - Socially Conservative

17. Q54. If a person favors free markets and less government spending, what would you expect his or her position on same-sex marriage to be? Most likely a person who favors free markets and less government spending also...
- Definitely opposes same-sex marriage
 - Probably opposes same-sex marriage
 - Could go either way
 - Probably supports same-sex marriage
 - Definitely supports same-sex marriage
18. Q99. Generally speaking, do you think of yourself as a Republican, Democrat, Independent, or what?
- Democrat
 - Republican
 - Independent
 - Something else (Specify)
19. Q100. *{IF INDEPENDENT}* Do you think of yourself as closer to the Democratic or the Republican Party?
- The Democratic Party
 - The Republican Party
 - Neither
 - Not Sure
20. Q100. *{IF DEM/REP}* Would you call yourself a strong Republican/Democrat or a not very strong Republican/Democrat?
- Strong Republican/Democrat
 - Not very strong Republican/Democrat
21. Q50. Thinking about your overall political philosophy, would you describe yourself as...
- Conservative
 - Moderate
 - Liberal
 - Libertarian
 - Progressive
 - Something else
22. Why would you describe yourself as *{insert Q50 selection}*? (*OPEN-ENDED*)

23. Q8. Who do you trust most to handle the following issues, the Democratic Party, the Republican Party, or neither party? (*RANDOMIZE ONLY REPUBLICAN PARTY, DEMOCRATIC PARTY*)
- | | |
|------------------------|-------------------------------|
| a. Taxes | h. Gay Marriage |
| b. Jobs | i. Privacy |
| c. Budget Deficit | j. Immigration |
| d. Government Spending | k. Promoting Entrepreneurship |
| e. Foreign Policy | l. Environment |
| f. Health Care | m. Poverty |
| g. Drug Policy | n. Education |

Role of Government

Next, we are going to provide you a series of statements that represent public debates. You might not agree with either but find yourself somewhere in between; please indicate which one is closer to your own views. Click on the ruler and slide the green dial to designate your position between these statements. {*Grid with Split Labels + Rule Widget*}

24. Q10. ONE: Government should do more to solve problems; TWO: Government is doing too many things better left to businesses and individuals.
25. Q12. ONE Government should promote traditional values in our society; TWO Government should not favor any particular set of values.
26. Q14. ONE: Government regulation of business is necessary to protect the public interest; TWO: Government regulation of business usually does more harm than good.
27. Q148 ONE: The strength of this country today is mostly based on the success of American business; TWO: American business gets more credit than it deserves for keeping the country strong.

Please indicate whether you generally agree or disagree with the following statements:

28. Q15. When something is run by the government, it is usually inefficient and wasteful.
- Strongly Agree
 - Somewhat Agree
 - Somewhat Disagree
 - Strongly Disagree
29. Q16. The government should spend more on financial assistance to the poor, even if it leads to higher taxes
- Strongly Agree
 - Somewhat Agree
 - Somewhat Disagree
 - Strongly Disagree

30. Q121. Does government have a responsibility to guarantee the following or not?
(Grid with these answer choices: *Definitely Yes, Generally Yes, Generally No, Definitely No*)
- The government should guarantee every citizen enough to eat and a place to sleep
 - The government should guarantee every citizen a living wage
 - The government should guarantee every citizen health insurance
 - The government should guarantee every citizen a college education
31. Q18. {*SPLIT SAMPLE*}:
- If you had to choose, would you rather have a smaller government providing fewer services with low taxes, or a bigger government providing more services with high taxes?
 - Smaller government, fewer services, low taxes
 - Larger government, more services, high taxes
 - If you had to choose, would you rather have a smaller government providing fewer services, or a bigger government providing more services?
 - Smaller government, fewer services
 - Larger government, more services
32. Q45. Which do you think is most effective in promoting economic opportunity: the free market system or government programs and services? (*Rule widget*)
33. Q39. Do you think your generation will be better off, worse off, or about the same as your parents' generation?
- Better Off
 - About the Same
 - Worse Off
34. Q43. Of the following, which THREE reasons do you think are most important in determining a person's wealth and success? Drag your choices onto the numbered boxes on the left to rank each of the characteristics below. (*Rank ordering*)
(*RANDOMIZED*)
- Inheritance
 - Family Connections
 - Getting lucky
 - Natural Intelligence/Talent
 - College Degrees
 - Hard work
 - Self-Discipline
 - Risk taking
 - Ambition
 - Race
 - Government Programs

35. Q44. Of the following, which THREE reasons do you think are most responsible for the continuing problem of poverty in this country? Drag your choices onto the numbered boxes on the left to rank each of the characteristics below.

(RANDOMIZED) (Rank ordering)

1. Lack of government funding and programs
2. Lack of job opportunities
3. Racial discrimination
4. Breakdown of families
5. Drugs/Alcohol
6. Lack of a work ethic
7. Lack of good educational opportunities
8. Government programs that reduce initiative
9. Poor life choices
10. Inadequate access to health care
11. Businesses don't pay enough
12. Low expectations
13. Lack of role models among peers

36. Q19. Does government have a responsibility to reduce the differences in income between people with high incomes and those with low incomes? *(Ruler Widget)*

- a. Yes it is the responsibility of government
- b. No it is not the responsibility of government

37. Q25. If you had to choose, would you rather live in a society where the gap between rich and poor is small regardless of achievement, or a society where wealth is distributed according to one's achievement? *(RANDOMIZE PHRASES IN PARATHESIS)*

38. Q46. Was there ever a specific instance when you personally felt discriminated against because of your race, ethnicity, gender, or sexual orientation? *(If Yes: (Pop-up) Has that happened often, occasionally, or rarely?)*

- a. Often
- b. Occasionally
- c. Rarely

Entrepreneurship

39. Q47. Would you like to start your own business one day?

- a. Yes
- b. No

Underlying Assumptions and Values to Explain Beliefs About Government and Markets

Q21-Q22, Q125, Q23 Next, we are going to provide you a series of statements that represent public debates. You might not agree with either but find yourself somewhere in between, please indicate which one is closer to your own views. Click on the ruler and slide the green dial to designate your position between these statements. (*RANDOMIZE, ROTATE STATEMENTS L & R*) (*Grid with Split Labels + Rule Widget*)

40. (*SPLIT SAMPLE IN GRID*)

- a. Q21. ONE: Competition is primarily good; it stimulates people to work hard and develop new ideas; TWO: competition is primarily harmful; it brings out the worst in people.
- b. Q22. ONE: Profit is generally good because it encourages businesses to provide valued products to attract customers, TWO: profit is generally bad because it encourages businesses to take advantage of their customers and employees.

41. Q125. ONE: People generally get rich at the expense of others TWO: Wealth can grow so there's more for everyone

42. Q23. ONE: Most people who want to get ahead can make it if they're willing to work hard; TWO: hard work and determination do not lead to success for most people.

43. Q128. Do companies ... (*Grid, labels: too much, right amount, too little*) (*ROTATE*)

- a. Make too much, too little, or the right amount in profits
- b. Pay too much, too little, or the right amount in taxes

44. Q27. Split Sample:

- a. (*DYNAMIC GRID/BUTTONS*) Which is the better system—capitalism or socialism?
- b. (*DYNAMIC GRID/BUTTONS*) Which is the better system—a free market economy or an economy managed by the government?

45. (*SPLIT SAMPLE*)

- a. Q29a. When government officials write and enforce regulations, do they usually act in the public interest, or do they usually act on behalf of special interests? (*Rule widget*)
 - a. Government regulators usually act on behalf of the public interest
 - b. Government regulators usually act on behalf of special interests
- b. Q29c. Do you think that government agencies generally do the right thing or do government agencies generally abuse their n? (*Rule widget*)
 - i. Government agencies generally do the right thing
 - ii. Government agencies generally abuse their power

Q30-Q38 To what extent do you agree or disagree with the following statements...*(Using grid, questions randomized, showing 5 at a time)*

46. Q30 The law should always be obeyed, even if a particular law is wrong.
47. Q31 I think it's morally wrong that some children inherit a lot of money while other children inherit nothing.
48. Q32 It is important to allow people who make bad decisions to face the consequences of those decisions
49. Q33 Sometimes the government needs to make laws that keep people from hurting themselves.
50. Q34 People should be allowed to do dangerous and self-destructive things, as long as they don't put others at risk.
51. Q35 People should be allowed to keep what they produce, even if there are others with greater needs.
52. Q36 A fair society would be one in which everyone ended up with roughly the same amount of money.
53. Q37 A fair society would be one in which people succeed or fail based on their own merits.
54. Q38. People have an obligation to help those in need.

Issues—Fiscal, Entitlements, Health Care, National Security

55. Q55-132. In your view, would each of the following primarily help or hurt the economy, or would they not make much difference? *(GRID: Help a lot, help moderately, help a little, no difference, hurt a little, hurt moderately, hurt a lot)*
(SPLIT SAMPLE)
 - a. Q58a. Reducing the size of government *(ASK ALL)*
 - b. Q55. Cutting taxes *(ASK FORM A)*
 - c. Q56. Cutting government spending by 5% *(ASK FORM A)*
 - d. Q57. Reducing the number of government regulations *(ASK FORM A)*
 - e. Q130. Raising taxes on the wealthy *(ASK FORM B)*
 - f. Q131. Increasing spending for job training programs *(ASK FORM B)*
 - g. Q132. Increasing spending on national infrastructure (highways, bridges, etc.) *(ASK FORM B)*

56. Q60. Which of these statements do you think best describes the federal budget deficit and national debt?
- a. It is a major problem that should be addressed now
 - b. It is a major problem that should be addressed when the economy is better
 - c. It is a minor problem
 - d. It is not much of a problem
57. Q133. The federal minimum wage is \$7.25 an hour. Do you favor or oppose raising the minimum wage to \$10.10 per hour?

Entitlements

58. Q69. How likely is it that Social Security will exist when you are 67 years old?
- a. Very likely
 - b. Somewhat likely
 - c. Somewhat unlikely
 - d. Very unlikely
59. Q70. How confident are you that government will provide you with the same level of retirement benefits when you retire as it does for today's retirees?
- a. Very confident
 - b. Somewhat confident
 - c. Not very confident
 - d. Not at all confident
60. Q72. Would you favor or oppose changing the Social Security program so younger workers can invest their Social Security taxes in private retirement accounts?
- a. Strongly Favor
 - b. Somewhat Favor
 - c. Somewhat Oppose
 - d. Strongly Oppose
61. Q73. If you learned younger workers will get back less from Social Security than they paid in, would you favor or oppose allowing them to invest their Social Security taxes in private retirement accounts instead?
- a. Strongly Favor
 - b. Somewhat Favor
 - c. Somewhat Oppose
 - d. Strongly Oppose

62. Q74. Would you favor or oppose allowing younger workers invest their Social Security taxes in private retirement accounts if doing so required reducing Social Security benefits to current and future seniors?
- Strongly Favor
 - Somewhat Favor
 - Somewhat Oppose
 - Strongly Oppose

Health Care

63. Q75. Do you have a favorable or unfavorable view of the new federal health care law, also known as the Affordable Care Act or Obamacare?
- Very favorable
 - Somewhat favorable
 - Somewhat unfavorable
 - Very unfavorable

64. Q78. Do you currently have health insurance?
- Yes
 - No

65. Q78a. *{POP-UP IF Q78=YES}* Is that plan through...
- An employer
 - A university or college
 - A parent's plan
 - An individually purchased plan

66. Q79a. *{If uninsured}* As you may know the federal health care law requires most Americans to have health insurance by March 31, 2014 or else pay a fine. As of right now, do you think you will obtain health insurance or pay the fine instead?
- I will obtain health insurance
 - I will pay the fine

67. Q80. *(SPLIT SAMPLE)*:
- Would you favor or oppose paying more for health insurance if it helped provide health insurance coverage for the uninsured?
 - Would you favor or oppose paying more for health insurance if it resulted in expanded benefits for everyone, such as maternity care and mental health care?

Cosmopolitanism

68. Q136. If you had to choose, would you rather purchase a lower priced product made in another country or a higher priced product of equal quality made in the US?
- Purchase a lower priced product made in another country
 - Purchase a high priced product of equal quality made in the US

Civil Liberties

69. Q81. Do you think the government should prohibit or allow the following? † (GRID: *Allow, Mostly Allow, Mostly Prohibit, Prohibit*)

- a. Online gambling
- b. Selling large sugary drinks in theaters and restaurants
- c. Offering plastic bags at grocery store check-outs
- d. Buying traditional incandescent light bulbs
- e. Buying foods with trans fats
- f. Viewing adult pornography online
- g. Drinking alcohol
- h. Using marijuana
- i. Using cocaine
- j. Wearing Google Glass in Public
- k. Selling food from food trucks
- l. Using electronic “e-cigarettes” in public places
- m. Using Bitcoin

70. Q137-Q140 (GRID) Should someone who uses the following drugs go to jail, pay a fine, be required to attend a rehabilitation facility, or be allowed to use the drug?

- a. Marijuana
- b. Cocaine
- c. Heroin
- d. Ecstasy

71. Q141. Do you think abortion should be legal in all cases, legal in most cases, illegal in most cases or illegal in all cases?

- a. Legal in all cases
- b. Legal in most cases
- c. Illegal in most cases
- d. Illegal in all cases

72. Q82. Do you support or oppose legalizing same-sex marriage?

- a. Strongly Support
- b. Somewhat Support
- c. Somewhat Oppose
- d. Strongly Oppose

73. Q83a. (If Q82 answered) (Insert OPPOSITE ANSWER based on their Q82 response)

Could you support a candidate who [*opposed/favored*] same-sex marriage if you agreed with him or her on other issues?

- a. Strongly Support
- b. Somewhat Support
- c. Somewhat Oppose
- d. Strongly Oppose

74. Q83b. (*IF Q82 Skipped*) Could you support a candidate whom you disagreed with on the issue of same-sex marriage if you agreed with him or her on other issues?
- Strongly Support
 - Somewhat Support
 - Somewhat Oppose
 - Strongly Oppose

{ASK Q84 and Q86 from SAMPLE A}

75. Q84. What do you think the legal drinking age should be? (OPEN) {Add checkbox for "The government should not set a legal drinking age"}

76. Q86. Thinking about laws, school rules, and other policies intended to reduce underage drinking, which of the following statements do you agree with most?
- These policies are mostly effective in reducing underage drinking
 - These policies are mostly ineffective in reducing underage drinking
 - These policies mostly create more problems than they solve

Education

77. Q142. Do you feel that college is a worthwhile investment?
- Definitely Yes
 - Probably Yes
 - Probably No
 - Definitely No

{ASK Q145 and Q146 from SAMPLE B}

78. Q145. (*Ask if any college experience*) In your opinion, could universities and colleges provide the same quality of education at a lower price, or are current tuition levels necessary to maintain the quality of education?
- Colleges could provide the same quality of education at a lower price
 - Current tuition levels are necessary to maintain the quality of education
79. Q146. (*Ask if any college experience*) Do you think universities and colleges could cut the number of administrators without harming the quality of education for its students, or would reducing the number of administrators harm the quality of education?
- Colleges could cut the number of administrators without harming the quality of education
 - Reducing the number of administrators would harm the quality of education

80. Q147. (*Ask if any college experience*) In your view, do you think university and college professors present topics in the classroom in a politically balanced way, or do they show a political bias? {*Pop-up if Bias= Do you think there is generally a liberal bias, conservative bias, or some other kind of bias?*}
- University and college professors present topics in the classroom in a politically balanced way
 - University and college professors present topics in the classroom that show a political bias
81. Q95. Which, if any, of the following social networking accounts do you currently use? (check all that apply) (*RANDOMIZE*)
- Facebook
 - MySpace
 - Google +
 - Twitter
 - LinkedIn
 - Instagram
 - Vine
 - Snapchat
 - Pinterest
 - Tumblr
 - Reddit
 - Youtube

Demographics and Political Questions

82. Q104. Which of the following BEST describes your current employment status?
- Working full time now
 - Working part time now
 - Temporarily laid off
 - Unemployed
 - Retired
 - Permanently disabled
 - Taking Care of Home and Family
 - Student
 - Other (please specify)
83. Q105. Which of the following best describes where you currently live:
- Own your own house/condo
 - Rent apartment
 - College/On-Campus Dorm
 - Live with parents
84. Q106. Are you male or female?
- Male
 - Female

85. Q108. Are you of Spanish, Latino, or Hispanic origin or descent?
- Yes
 - No
86. Q109. What racial or ethnic group best describes you?
- White
 - Black or African-American
 - Hispanic or Latino
 - Asian or Asian-American
 - Native American
 - Middle Eastern
 - Mixed race
 - Other (SPECIFY)
87. Q110. (*ASK OF ALL RESPONDENTS*) Thinking back over the last year, what was your household's annual income?
- Less than \$10K
 - \$10k-\$19k
 - \$20k-\$29k
 - \$30k-\$39k
 - \$40k-\$49k
 - \$50k-\$59k
 - \$60k-\$69k
 - \$70k-\$79k
 - \$80k-\$99k
 - \$100k-\$119k
 - \$120k-\$149k
 - \$150k
 - Prefer not to say
88. Q110b. What is your marital status
- a. Married, living with spouse
 - b. Separated
 - c. Divorced
 - d. Widowed
 - e. Single, never married
 - f. Domestic partnership

89. Q112. Aside from weddings and funerals, how often do you attend religious services?

- More than once a week
- Once a week
- Once or twice a month
- A few times a year
- Seldom
- Never
- Don't know