The GfK Group Project Report
for the
National Survey of Fears

Submitted to:
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Date submitted: May 20, 2014

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GfK Deliverable Authorization			
Printed Name	Signature	Date	Title
Sergei Rodkin, Ph.D.	*[signature]*	5/20/2014	VP, Government and Academic Research

Table of Contents

Study Design & Documentation

Introduction
The GfK Group (GfK) conducted the National Survey of Fears project on behalf of the Chapman University. Specifically, the study examined people's perceptions of different events and experiences that may be associated with fear. The survey was conducted using sample from KnowledgePanel®.

Sample Definition, Field Period & Survey Length

The study was conducted on KnowledgePanel®, a probability-based web panel designed to be representative of the United States. The sample for this survey consisted of non-institutionalized general population adults (18+ year olds) residing in the United States.

The survey was fielded in English in two stages: The Pretest and the Main. For each survey, GfK sampled randomly aged eligible adults. Selected panel members for each survey received an email invitation to complete the survey and were asked to do so at their earliest convenience.

The Pretest survey was designed to test the functionality and length of the instrument in a small sample of approximately 25 panel members. The median completion time of the Pretest survey was 22 minutes. Upon review of the Pretest results, no changes were made to the Pretest survey for the Main. The median completion time of the Main survey was 25 minutes.

Upon completion of the survey, members who joined KnowledgePanel and had existing PCs and internet access received the standard cash-equivalent post-survey incentive, an amount equivalent to $1 to $1.50 depending on when they joined the panel. Members who did not have PCs and internet access prior to joining KnowledgePanel received laptop PCs and internet access upon joining the panel. Because both surveys were longer than the 15 minute weekly survey experience that panel members receive, everyone who completed the Pretest and Main survey received an entry into the KnowledgePanel sweepstakes as compensation.

The final programmed Main survey instrument is shown in Appendix A.

The field periods, completion and qualification rates for the surveys are presented below.
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The Pretest survey was designed to test the functionality and length of the instrument in a small sample of approximately 25 panel members. The median completion time of the Pretest

survey was 23 minutes. Upon completion, minor changes were made to the Pretest survey for the Main. The median completion time of the Main survey was 21 minutes.

Upon completion of the survey, members who joined KnowledgePanel and had existing PCs and internet access received the standard cash-equivalent post-survey incentive, an amount equivalent to $1 to $1.50 depending on when they joined the panel. Members who did not have PCs and internet access prior to joining KnowledgePanel received laptop PCs and internet access upon joining the panel. Because both surveys were longer than the 15 minute weekly survey experience that panel members receive, everyone who completed the Pretest and Main survey received an entry into the KnowledgePanel sweepstakes as compensation.

The final programmed Main survey instrument is shown in Appendix A.

The field periods, completion and qualification rates for the surveys are presented below.

	Field Start	Field End	N Fielded	N Completed	Completion Rate	N Qualified*	Qualification Rate
Pretest	4/9/2014	4/11/2014	83	35	42.2%	35	100%
Main	4/15/2014	4/28/2014	2,500	1,572	62.9%	1,572	100%

* Although 35 Pretest interviews were collected, 25 were delivered to Chapman University. The remaining 10 cases completed after this data delivery.

Survey Cooperation Enhancements

As a standard, email reminders to non-responders were sent on day three of the field period.

Besides the standard measures taken by GfK to enhance survey cooperation, the following steps were also taken: Email reminders to non-responders were sent on day three of the field period.

Data File Deliverables and Descriptions

GfK prepared and delivered fully-formatted Stata datasets containing the survey and demographic data with the appropriate variable and value labels as described below.

The table below shows the final Pretest and Main survey files delivered:

Delivery Date	File Type	File Name	File Size	N Records	Inclusion of Standard Background Demographics
1/28/2014	Stata	Univ of Michigan_Public Trust_Pretest_Client.dta	104kB	25	Yes
3/6/2014	Stata	Univ of Michigan_Public Trust_main_Client.dta	2.6MB	1,062	Yes

In addition to the survey variables from the main interview, GfK's standard profile variables, a set of additional profile variables, and a series of data processing variables created by GfK were provided in the data file. The following table shows the name and description of all variables included in the Main survey dataset.

Name	Label
CaseID	Case ID
tm_start	Interview start time
tm_finish	Interview finish time
duration	Interview duration in minutes
Q1	What is your religious preference, if any?
Q1a	If possible, please provide the specific name of your denomination
Q2_1	[Mainline Christian] Which, if any, of the following terms and phrases describe your religious identity?
Q2_2	[Religious Right] Which, if any, of the following terms and phrases describe your religious identity?
Q2_3	[Theologically Liberal] Which, if any, of the following terms and phrases describe your religious identity?
Q2_4	[Evangelical] Which, if any, of the following terms and phrases describe your religious identity?
Q2_5	[Theologically Conservative] Which, if any, of the following terms and phrases describe your religious identity?
Q2_6	[Charismatic] Which, if any, of the following terms and phrases describe your religious identity?
Q2_7	[Bible-Believing] Which, if any, of the following terms and phrases describe your religious identity?
Q2_8	[Born-Again] Which, if any, of the following terms and phrases describe your religious identity?
Q2_9	[Pentecostal] Which, if any, of the following terms and phrases describe your religious identity?
Q2_10	[Seeker] Which, if any, of the following terms and phrases describe your religious identity?
Q2_11	[Fundamentalist] Which, if any, of the following terms and phrases describe your religious identity?
Q2_12	[Spiritual, but not religious] Which, if any, of the following terms and phrases describe your religious identity?
Q2_13	[Secular] Which, if any, of the following terms and phrases describe your religious identity?

Q2_14	[Irreligious] Which, if any, of the following terms and phrases describe your religious identity?
Q2_15	[Religiously Indifferent] Which, if any, of the following terms and phrases describe your religious identity?
Q2_16	[Atheist] Which, if any, of the following terms and phrases describe your religious identity?
Q2_17	[Refused] Which, if any, of the following terms and phrases describe your religious identity?
Q3	How religious do you consider yourself to be?
Q4	How often do you attend religious services at a church, mosque, synagogue or other place of worship?
Q5	When you were a child, around 11 or 12, how often did you attend religious services?
Q6	Which one statement comes closest to your personal beliefs about the Bible
Q7	Which of the following statements comes closest to your views about the origin and development of man?
Q8_1	[Ancient advanced civilizations, such as Atlantis, once existed.] Please indicate your level of agreement with the following statements
Q8_2	[It is possible to influence the physical world through the power of positive thinking.] Please indicate your level of agreement with the following statements
Q8_3	[Astrologers, palm-readers, tarot card readers, fortune tellers and psychics can foresee the future.] Please indicate your level of agreement with the following statements
Q8_4	[Astrology impacts my life and personality.] Please indicate your level of agreement with the following statements
Q8_5	[Houses or rooms can be haunted by spirits.] Please indicate your level of agreement with the following statements
Q8_6	[Dreams sometimes foretell the future.] Please indicate your level of agreement with the following statements
Q8_7	[Some UFOs are probably spaceships from other worlds.] Please indicate your level of agreement with the following statements
Q8_8	[Bigfoot is a real creature that has yet to be discovered by science.] Please indicate your level of agreement with the following statements
Q8_9	[Satan causes most evil in the world] Please indicate your level of agreement with the following statements
Q9_1	[Consulted a horoscope to get an idea about the course of my life] As an adult, have you ever done any of the following?
Q9_2	[Called or consulted a medium, fortune teller or psychic] As an adult, have you ever done any of the following?
Q9_3	[Lived in a house or place you believed to be haunted] As an adult, have you ever done any of the following?
Q9_4	[Consulted a Ouija board to contact a deceased person or spirit] As an adult, have you ever done any of the following?
Q9_5	[Had a dream that later came true] As an adult, have you ever done any of the following?
Q9_6	[Witnessed an object in the sky that I could not identify (UFO)] As an adult, have you ever done any of the following?
Q10	How would you describe yourself politically?
Q11	Do you think of yourself as Republican, Democrat or Independent?

Q12	Generally speaking, would you say that most people can be trusted or that you can't be too careful in life?
Q13_1	[All things considered, I'm satisfied with my life as a whole these days.] How strongly do you agree or disagree with the following statements?
Q13_2	[All things considered, I'm satisfied with my financial situation these days.] How strongly do you agree or disagree with the following statements?
Q13_3	[My overall health is good compared to most people my age.] How strongly do you agree or disagree with the following statements?
Q13_4	[When making decisions, I focus more on feelings than facts.] How strongly do you agree or disagree with the following statements?
Q14_1	[If I ran out of gas on the road, I would feel safe asking a stranger for help.] How strongly do you agree or disagree with the following statements?
Q14_2	[If a stranger ran out of gas on the road, I would feel safe giving them help.] How strongly do you agree or disagree with the following statements?
Q14_3	[If I were the victim of a crime, I would trust the police for help.] How strongly do you agree or disagree with the following statements?
Q15_1	[In your house?] How safe do you feel:
Q15_2	[On the Internet?] How safe do you feel:
Q15_3	[Walking alone at night?] How safe do you feel:
Q15_4	[In your neighborhood?] How safe do you feel:
Q15_5	[In your city?] How safe do you feel:
Q15_6	[At work?] How safe do you feel:
Q16_1	[Talk shows] How often to do you watch the following TV shows?
Q16_2	[Food and cooking shows] How often to do you watch the following TV shows?
Q16_3	[Shows about actual crimes, such as Dateline NBC, 48 Hours, and America's Most Wanted.] How often to do you watch the following TV shows?
Q16_4	[Shows about fictional crimes, such as Castle, CSI, and Law and Order: SVU] How often to do you watch the following TV shows?
Q16_5	[TV in general] How often to do you watch the following TV shows?
Q17_1	[Growing old.] How often do you worry about the following?
Q17_2	[Not having enough money for the future.] How often do you worry about the following?
Q17_3	[Becoming unemployed.] How often do you worry about the following?
Q17_4	[Becoming sick] How often do you worry about the following?
Q17_5	[Dying.] How often do you worry about the following?
Q18	Please select the statement that best describes your level of gun/firearm ownership:
Q19_1	[We have seasons because the Earth travels closer to the sun in the summer months and farther away during winter.] How strongly do you agree or disagree with the following statements?
Q19_2	[When a bullet is shot straight out over a cliff, it begins falling the instant it leaves the gun.] How strongly do you agree or disagree with the following statements?
Q19_3	[A traditional light bulb gives off light because of the high electrical voltage inside the bulb.] How strongly do you agree or disagree with the following statements?
Q19_4	[The sun appears to set in the west because the earth spins in a westward direction.] How strongly do you agree or disagree with the following statements?
Q19_5	[These days, most American children get too many vaccinations.] How strongly do you agree or disagree with the following statements?
Q20_1	[less religious.] How strongly to you agree or disagree with the following statements about today's youth.

Q20_2	[less sensitive to displays of violence.] How strongly to you agree or disagree with the following statements about today's youth.
Q20_3	[less financially independent.] How strongly to you agree or disagree with the following statements about today's youth.
Q20_4	[less hard-working.] How strongly to you agree or disagree with the following statements about today's youth.
Q20_5	[more likely to abuse drugs and alcohol.] How strongly to you agree or disagree with the following statements about today's youth.
Q20_6	[more sexually promiscuous.] How strongly to you agree or disagree with the following statements about today's youth.
Q20_7	[more self-centered.] How strongly to you agree or disagree with the following statements about today's youth.
Q21_1	[having my email, phone records, and internet use tracked by government agencies.] How concerned are you about the following internet-related problems?
Q21_2	[having my email, phone records, and internet use tracked by large corporations.] How concerned are you about the following internet-related problems?
Q21_3	[being slandered, bullied, or publically humiliated over the internet.] How concerned are you about the following internet-related problems?
Q21_4	[having my credit cards, bank accounts, or investments stolen over the internet.] How concerned are you about the following internet-related problems?
Q21_5	[being targeted by an on-line sexual predator.] How concerned are you about the following internet-related problems?
Q22	Which of the following statements best describes your personal view?
Q23	Which of the following statements best describes your personal belief about global climate change (global warming due to the Greenhouse effect)?
Q24_1	[Air pollution] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q24_2	[Pollution of drinking water] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q24_3	[Industrial pollution of rivers and streams] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q24_4	[Oil and gas pipeline leaks] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q24_5	[Soil and water contamination from toxic waste] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q24_6	[Loss of tropical rain forests] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q24_7	[Global warming and climate change] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q24_8	[Oil spills from tanker ships and offshore drilling] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q24_9	[Extinction of plant and animal species] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q24_10	[Urban sprawl and loss of open space] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q24_11	[Water pollution from urban runoff (from streets and parking lots)] Please indicate the extent to which you feel concerned about each of the following environmental issues.
Q25_1	[Devastating Earthquake] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?

Q25_2	[Devastating Hurricane or Tornado] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_3	[Devastating Flood] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_4	[Devastating Asteroid] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_5	[Large Volcanic Eruption (such as the Yellowstone Caldera)] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_6	[EMP Attack] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_7	[Significant power outage, lasting a week or more] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_8	[Terrorist Attack] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_9	[Nuclear/Biological Weapons Attack] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_10	[Nuclear Accident/Meltdown] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_11	[Economic/Financial Collapse] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_12	[Pandemic or a major epidemic] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_13	[Widespread Civil Unrest] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_14	[The U.S. Will Decline and No Longer be a Superpower] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q25_15	[The U.S. Will be involved in another World War] How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?
Q26_1	[Government use of drones within the U.S.] Thinking about the Federal Government in Washington D.C., how worried are about of the following?
Q26_2	[The Affordable Health Care Act, also called Obamacare] Thinking about the Federal Government in Washington D.C., how worried are about of the following?
Q26_3	[Corrupt Government Officials] Thinking about the Federal Government in Washington D.C., how worried are about of the following?
Q26_4	[Government restrictions on firearms and ammunition.] Thinking about the Federal Government in Washington D.C., how worried are about of the following?
Q27	In the event of a natural disaster, about how long could you take care of yourself (without government relief)?
Q28	Have you or anyone in your household put together a disaster or emergency supplies kit, containing supplies such as food, water, clothing, and medical supplies?

Q29	How afraid are you of having to evacuate your home in the next 25 years due to natural or manmade disaster?
Q30_1	[We will cure cancer and most other genetic diseases.] How afraid are you of having to evacuate your home in the next 25 years due to natural or manmade disaster?
Q30_2	[We will develop spaceships that travel faster than the speed of light.] How afraid are you of having to evacuate your home in the next 25 years due to natural or manmade disaster?
Q30_3	[We will exhaust the earth's supply of oil.] How afraid are you of having to evacuate your home in the next 25 years due to natural or manmade disaster?
Q30_4	[We will learn to transport objects instantly over large distances.] How afraid are you of having to evacuate your home in the next 25 years due to natural or manmade disaster?
Q30_5	[The world will end as prophesied in the Bible.] How afraid are you of having to evacuate your home in the next 25 years due to natural or manmade disaster?
Q31_1	[Today's movies and TV shows encourage children to view homosexuality as normal and healthy.] How strongly to you agree or disagree with the following statements?
Q31_2	[Children are more likely to become homosexual if they have openly gay teachers.] How strongly to you agree or disagree with the following statements?
Q31_3	[Legalizing homosexual marriage undermines traditional marriage and the family] How strongly to you agree or disagree with the following statements?
Q32_1	[school teachers?] Do you agree or disagree that openly gay people should be allowed to serve as
Q32_2	[youth sports coaches?] Do you agree or disagree that openly gay people should be allowed to serve as
Q32_3	[police?] Do you agree or disagree that openly gay people should be allowed to serve as
Q32_4	[politicians?] Do you agree or disagree that openly gay people should be allowed to serve as
Q32_5	[soldiers?] Do you agree or disagree that openly gay people should be allowed to serve as
Q32_6	[religious leaders?] Do you agree or disagree that openly gay people should be allowed to serve as
Q33_1	[Illegal immigrants are more likely to commit crime than U.S. citizens.] Please indicate your level of agreement with the following statements about immigrants.
Q33_2	[Recent immigrants are more reluctant to assimilate than previous immigrants.] Please indicate your level of agreement with the following statements about immigrants.
Q33_3	[Immigrants are a drain on the economy.] Please indicate your level of agreement with the following statements about immigrants.
Q33_4	[Immigrants bring diseases into the United States.] Please indicate your level of agreement with the following statements about immigrants.
Q33_5	[Police should be allowed to raid businesses and homes in order to find undocumented workers.] Please indicate your level of agreement with the following statements about immigrants.
Q33_6	[Deportation is a good solution for immigration issues.] Please indicate your level of agreement with the following statements about immigrants.
Q33_7	[Creating a pathway to citizenship will encourage illegal immigration.] Please indicate your level of agreement with the following statements about immigrants.

Q34_A	[ATF - the Bureau of Alcohol, Tobacco, Firearms and Explosives] How would you rate the following government agencies?
Q34_A1	[CDC - the Centers for Disease Control] How would you rate the following government agencies?
Q34_A2	[CIA - the Central Intelligence Agency] How would you rate the following government agencies?
Q34_A3	[DEA – the Drug Enforcement Agency.] How would you rate the following government agencies?
Q34_A4	[DHS - the Department of Homeland Security] How would you rate the following government agencies?
Q34_A5	[EPA – the Environmental Protection Agency.] How would you rate the following government agencies?
Q34_A6	[FBI - the Federal Bureau of Investigation] How would you rate the following government agencies?
Q34_A7	[FDA – the Food and Drug administration.] How would you rate the following government agencies?
Q34_A8	[FEMA - the Federal Emergency Management Agency] How would you rate the following government agencies?
Q34_A9	[IRS – the Internal Revenue Service.] How would you rate the following government agencies?
Q34_A10	[NSA - the National Security Agency] How would you rate the following government agencies?
Q34_A11	[MSBA – the Merit Systems Protection Board.] How would you rate the following government agencies?
DOV_QT1	Data only variable: ATF
Q34_B	[Asians] How would you rate the following groups of Americans?
Q34_B1	[Atheists] How would you rate the following groups of Americans?
Q34_B2	[Blacks] How would you rate the following groups of Americans?
Q34_B3	[Catholics] How would you rate the following groups of Americans?
Q34_B4	[Caucasians/Whites] How would you rate the following groups of Americans?
Q34_B5	[Evangelical Christians] How would you rate the following groups of Americans?
Q34_B6	[Feminists] How would you rate the following groups of Americans?
Q34_B7	[Hispanics] How would you rate the following groups of Americans?
Q34_B8	[Homosexuals] How would you rate the following groups of Americans?
Q34_B9	[Immigrants] How would you rate the following groups of Americans?
Q34_B10	[Jews] How would you rate the following groups of Americans?
Q34_B11	[Muslims] How would you rate the following groups of Americans?
Q34_B12	[Preppers/Survivalists] How would you rate the following groups of Americans?
DOV_QT2	Data only variable: Asians
Q35_1	[Being mugged] How afraid are you of being victimized in the following ways?
Q35_2	[Identity theft/Credit card fraud] How afraid are you of being victimized in the following ways?
Q35_3	[Being stalked] How afraid are you of being victimized in the following ways?
Q35_4	[Murder] How afraid are you of being victimized in the following ways?
Q35_5	[Police brutality] How afraid are you of being victimized in the following ways?
Q35_6	[Sexual assault] How afraid are you of being victimized in the following ways?
Q35_7	[Racial/hate crime] How afraid are you of being victimized in the following ways?
Q35_8	[Being the victim of a random/mass shooting] How afraid are you of being victimized in the following ways?

Q36_1	[Child abduction] Compared to 20 years ago how often do you think the following crimes occur?
Q36_2	[Gang violence] Compared to 20 years ago how often do you think the following crimes occur?
Q36_3	[Human trafficking] Compared to 20 years ago how often do you think the following crimes occur?
Q36_4	[Mass riots] Compared to 20 years ago how often do you think the following crimes occur?
Q36_5	[Pedophilia/Sexual predation of youth] Compared to 20 years ago how often do you think the following crimes occur?
Q36_6	[School shootings] Compared to 20 years ago how often do you think the following crimes occur?
Q36_7	[Serial killing] Compared to 20 years ago how often do you think the following crimes occur?
Q36_8	[Sexual assault] Compared to 20 years ago how often do you think the following crimes occur?
Q37_1	[would be lower if the criminal justice system was more effective.] Please indicate your level of agreement with the following statements about the crime rate.
Q37_2	[would be lower if there were more employment opportunities.] Please indicate your level of agreement with the following statements about the crime rate.
Q37_3	[would be lower if we had stronger moral values in this country.] Please indicate your level of agreement with the following statements about the crime rate.
Q37_4	[would be lower if there were fewer evil people in the world.] Please indicate your level of agreement with the following statements about the crime rate.
Q37_5	[would be lower if there was less violence in the media.] Please indicate your level of agreement with the following statements about the crime rate.
Q37_6	[would be lower if we could more effectively help the mentally ill.] Please indicate your level of agreement with the following statements about the crime rate.
Q37_7	[is higher amongst members of racial minority groups because of police bias.] Please indicate your level of agreement with the following statements about the crime rate.
Q38_1	[make sentences more severe for all crimes] Please indicate your level of agreement with the following statements about the punishment of criminals.
Q38_2	[use the death penalty for juveniles who murder] Please indicate your level of agreement with the following statements about the punishment of criminals.
Q38_3	[limit the appeals available for death sentences] Please indicate your level of agreement with the following statements about the punishment of criminals.
Q38_4	[use three strikes laws for repeat offenders] Please indicate your level of agreement with the following statements about the punishment of criminals.
Q38_5	[use chemical castration on sex offenders] Please indicate your level of agreement with the following statements about the punishment of criminals.
Q38_6	[reduce the privileges available to prisoners (televisions, recreation, etc).] Please indicate your level of agreement with the following statements about the punishment of criminals.
Q39_1	[Blood and/or needles] How afraid are you of the following?
Q39_2	[Bugs, snakes, dogs, or any other animal/insect] How afraid are you of the following?
Q39_3	[Clowns] How afraid are you of the following?
Q39_4	[Drowning, water] How afraid are you of the following?

Q39_5	[Flying] How afraid are you of the following?
Q39_6	[Ghosts] How afraid are you of the following?
Q39_7	[High places like balconies, bridges, or roofs] How afraid are you of the following?
Q39_8	[Public speaking] How afraid are you of the following?
Q39_9	[Small, enclosed spaces, such as caves, tunnels, closets and elevators] How afraid are you of the following?
Q39_10	[Strangers] How afraid are you of the following?
Q39_11	[The dark] How afraid are you of the following?
Q39_12	[Zombies] How afraid are you of the following?
PPAGE	Age
ppagecat	Age - 7 Categories
ppagect4	Age - 4 Categories
PPEDUC	Education (Highest Degree Received)
PPEDUCAT	Education (Categorical)
PPETHM	Race / Ethnicity
PPGENDER	Gender
PPHHHEAD	Household Head
PPHHSIZE	Household Size
PPHOUSE	Housing Type
PPINCIMP	Household Income
PPMARIT	Marital Status
PPMSACAT	MSA Status
PPREG4	Region 4 - Based on State of Residence
ppreg9	Region 9 - Based on State of Residence
PPRENT	Ownership Status of Living Quarters
PPSTATEN	State
PPT01	Presence of Household Members - Children 0-2
PPT25	Presence of Household Members - Children 2-5
PPT612	Presence of Household Members - Children 6-12
PPT1317	Presence of Household Members - Children 13-17
PPT18OV	Presence of Household Members - Adults 18+
PPWORK	Current Employment Status
PPNET	HH Internet Access

Key Personnel

Key personnel on the study include:

Wendy Mansfield – Vice President, Research Development. W. Mansfield is based in
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GfK Methodology

Introduction

The GfK Group (formerly Knowledge Networks) is passionate about research in marketing, media, health, and social policy. We collaborate closely with client teams throughout the research process, while applying rigor in everything we do. We specialize in innovative online research that consistently gives leaders in business, government, and academia the confidence to make important decisions. GfK delivers affordable, statistically valid online research through KnowledgePanel® and leverages a variety of other assets, such as world-class advanced analytics, an industry-leading physician panel, an innovative platform for measuring online ad effectiveness, and a research-ready behavioral database of frequent supermarket and drug store shoppers.

GfK has recruited the first online research panel that is representative of the entire U.S. population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the Internet and hardware if needed.

GfK recruits panel members by using address-based sampling methods [formerly GfK relied on random-digit dialing methods]. Once household members are recruited for the panel and assigned to a study sample, they are notified by email for survey taking, or panelists can visit their online member page for survey taking (instead of being contacted by telephone or postal mail). This allows surveys to be fielded very quickly and economically. In addition, this approach reduces the burden placed on respondents, since email notification is less intrusive than telephone calls, and most respondents find answering Web questionnaires more interesting and engaging than being questioned by a telephone interviewer. Furthermore, respondents have the convenience to choose what time of day to complete their assigned survey.

Documentation regarding KnowledgePanel sampling, data collection procedures, weighting, and IRB-bearing issues are available at the below online resources.
- http://www.knowledgenetworks.com/ganp/reviewer-info.html
- http://www.knowledgenetworks.com/knpanel/index.html
- http://www.knowledgenetworks.com/ganp/irbsupport/

The GfK Group

The GfK Group has a strong tradition in working with sophisticated academic, government, and commercial researchers to provide high quality research, samples, and analyses. The larger GfK Group offers the fundamental knowledge for governmental agencies, academics, industries, industry, retailers, services companies and the media need to provide exceptional quality in research to make effective decisions. It delivers a comprehensive range of information and consultancy services. GfK is one of the leading survey research organizations worldwide, operating in more than 100 countries with over 12,000 research staff. In 2012, the GfK Group's sales amounted to EUR 1.51 billion.

For further information, visit our website: www.gfk.com.

KnowledgePanel Methodology Information

KnowledgePanel's probability-based recruitment was originally based exclusively on a national RDD frame. In April 2009, in response to the growing number of cellphone-only households that are outside of the RDD frame, GfK migrated to using an ABS frame for selecting panel members. This probability-based methodology improves population coverage. Currently, approximately 40% of panel members were recruited through RDD, while 60% were recruited using ABS. For both ABS and RDD recruitment, households without an Internet connection were provided with a web-enabled device and free Internet service. After initially accepting the invitation to join the panel, participants are asked to complete a short demographic survey (the initial profile survey); answers to these questions allow efficient panel sampling and weighting for surveys. Completion of the profile survey allows participants to become panel members. These procedures were established for the RDD-recruited panel members and continued with ABS recruited panel members. Respondents sampled from the RDD and ABS frames are provided the same privacy terms and confidentiality protections.

ABS Recruitment.

ABS involves probability-based sampling of addresses from the U.S. Postal Service's Delivery Sequence File. The key advantage of the ABS sample frame is that it allows sampling of almost all U.S. households. An estimated 97% of households are "covered" in sampling nomenclature. Regardless of household telephone status, those households can be reached and contacted through postal mail. In late 2009 the ABS sample began incorporating a geographic stratification design. Census blocks with high density minority communities were oversampled (Stratum 1), and the balance of the census blocks (Stratum 2) were relatively under-sampled. The definition of high density and minority community and the relative proportion between strata differed among specific ABS samples. In 2010, the two strata were redefined to target high density Hispanic areas in Stratum 1 and all else in Stratum 2. In 2011, pre-identified ancillary information, rather than census block data, were used to construct and target four strata as follows: Hispanic ages 18-24, non-Hispanic ages 18-24, Hispanic ages 25+, and non-Hispanic ages 25+.   Also in 2011, a separate sample targeting only persons ages 18-24 was fielded across the year, again using predictive ancillary information. Combined with the four-stratum sample, the base weight adjustment compensates for cases from this unique young adult oversample. In 2012, a similar four-stratum design was implemented, with the ages changed to 18-29 and 30+ for both the Hispanic and non-Hispanic strata. For every survey

sample, an appropriate base weight adjustment is applied to each relevant sample to correct for these stratified designs.

Randomly sampled addresses are invited to join KnowledgePanel through a series of mailings, including an initial invitation letter, a reminder postcard, and a subsequent follow-up letter. Approximately 45% of the physical addresses selected for the sample can be matched to a corresponding valid telephone number. About 5 weeks after the initial mailing, telephone refusal-conversion calls are made to households for whom a telephone number was matched to the sampled address. Invited households can join the panel by:

- Completing and mailing back a paper form in a postage-paid envelope
- Calling a toll-free hotline phone number maintained by GfK
- Going to a designated GfK website and completing the recruitment form at the website

RDD Recruitment.

For panel members who were recruited using RDD-based sampling (pre-April 2009), list-assisted RDD sampling techniques were used on the sample frame consisting of the entire U.S. residential telephone population. Only banks of telephone numbers (each consisting of 100 telephone numbers) that had zero or one directory-listed phone numbers were excluded. Two strata were defined using 2000 Census Decennial Census data which were appended to all telephone exchanges. The first stratum had a higher concentration of Black and Hispanic households, and the second stratum had a lower concentration of these groups relative to the national estimates. Telephone numbers were selected with equal probability of selection for each number within each of the two strata, with the higher concentration Black and Hispanic stratum being sampled at approximately twice the rate of the other stratum. The sampling was done without replacement to ensure that numbers already fielded would not be fielded again.

A valid postal address was recovered for about 60%-70% of all telephone numbers in the selected samples. The telephone numbers for which an address was recovered were selected with certainty. Until May 2007, between one-half and one-third of the remainder was subsampled randomly, depending on the recruitment period. From May 2007 to March 2009, subsampling was done at a rate of 75% for those households without a physical address. The households for which there was an address-matched telephone number received an advance mailing, typically 7 to 9 days before the recruitment telephone call. The letter informed them that they had been selected to participate in KnowledgePanel[®].

Following the advance letter, the telephone recruitment process began for all sampled phone numbers. Cases sent to telephone interviewers were dialed for up to 90 days, with at least 10 dial attempts when no one answered the phone and when phone numbers were known to be associated with households. Extensive refusal conversion was also performed. Experienced interviewers conducted all recruitment interviews. The recruitment interview, which typically

required about 10 minutes, began with the interviewer informing the household member that they had been selected to join KnowledgePanel.

Household Member Recruitment.

For all recruitment efforts, during the initial recruitment survey, all household members are enumerated. Following enumeration, attempts are made to recruit every household member who is at least 13 years old to participate in KnowledgePanel surveys. For household members aged 13 to 17, consent is collected from the parents or the legal guardian during the initial recruitment interview (detailed in section below - Procedures for Obtaining Consent for Surveys with Minors). If no consent is given, no further direct communication with the teenagers is attempted.

Survey Sampling from KnowledgePanel

Once panel members are recruited and profiled, they become eligible for selection for client surveys. In most cases, the specific survey sample represents a simple random sample from the panel, for example, a general population survey. Customized stratified random sampling based on profile data can also be conducted as required by the study design.

The general sampling rule is to assign no more than one survey per week to individual members. Allowing for rare exceptions during some weeks, this limits a member's total assignments per month to four or six surveys. In certain cases, a survey sample calls for pre-screening, that is, members are drawn from a subsample of the panel (such as females, Republicans, grocery shoppers, etc.). In such cases, care is taken to ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that remains representative of the panel distributions.

Survey Administration

Once assigned to a survey, members receive a notification email letting them know there is a new survey available for them to take. This email notification contains a link that sends them to the survey questionnaire. No login name or password is required. The field period depends on the client's needs and can range anywhere from a few hours to several weeks.

After three days, automatic email reminders are sent to all non-responding panel members in the sample. If email reminders do not generate a sufficient response, an automated telephone reminder call can be initiated. The usual protocol is to wait at least three to four days after the email reminder before calling. To assist panel members with their survey taking, each individual has a personalized "home page" that lists all the surveys that were assigned to that member and have yet to be completed.

GfK also operates an ongoing modest incentive program to encourage participation and create member loyalty. Members can enter special raffles or can be entered into special sweepstakes with both cash rewards and other prizes to be won.

The typical survey commitment for panel members is one survey per week or four per month with duration of 10 to 15 minutes per survey. In the case of longer surveys, an additional incentive is typically provided.

Sample Weighting

The design for KnowledgePanel® recruitment begins as an equal probability sample with several enhancements incorporated to improve efficiency. Since any alteration in the selection process is a deviation from a pure equal probability sample design, statistical weighting adjustments are made to the data to offset known selection deviations. These adjustments are incorporated in the sample's **base weight**.

There are also several sources of survey error that are an inherent part of any survey process, such as non-coverage and non-response due to panel recruitment methods and to inevitable panel attrition. We address these sources of sampling and non-sampling error by using a **panel demographic post-stratification weight** as an additional adjustment.

All the above weighting is done before the study sample is drawn. Once a study sample is finalized (all data collected and a final data set made), a set of **study-specific post-stratification weights** are constructed so that the study data can be adjusted for the study's sample design and for survey non-response.

A description of these types of weights follows.

The Base Weight

In a KnowledgePanel sample there are eight known sources of deviation from an equal probability of selection design. These are corrected in the Base Weight and are described below.

1. Under-sampling of telephone numbers unmatched to a valid mailing address

   An address match is attempted on all the Random Digit Dial (RDD)-generated telephone numbers in the sample after the sample has been purged of business and institutional numbers and screened for non-working numbers. The success rate for address matching is in the 60 to 70% range. Households having telephone numbers with valid addresses are sent an advance letter, notifying them that they will be contacted by phone to join KnowledgePanel. The remaining, unmatched numbers are under-sampled as a recruitment efficiency strategy. Advance letters improve recruitment success rates. Under-sampling was suspended between July 2005 and April 2007. It was resumed in May 2007, using a sampling rate of 0.75. RDD recruitment ended in July 2009.

2. RDD selection proportional to the number of telephone landlines reaching the household

   As part of the field data collection operation, information is collected on the number of separate telephone landlines in each selected household. The probability of selecting a multiple-line household is down-weighted by the inverse of the number of landlines. RDD recruitment ended in July 2009.

3. Some minor oversampling of Chicago and Los Angeles in early pilot surveys

   Two pilot surveys carried out in Chicago and Los Angeles when the panel was initially being built increased the relative size of the sample from these two cities. With natural attrition and growth in size of the overall panel, that impact has declined over time. It remains part of our base adjustment weighting because of a small number of extant panel members from that initial panel cohort.

4. Early oversampling the four largest states and central region states

   At the time when the panel was first being built, survey demand in the four largest states (California, New York, Florida, and Texas) necessitated oversampling during January–October 2000. Similarly, the central region states were oversampled for a brief period of time. These now diminishing effects still remain in the panel membership and thus weighting adjustments are required for these geographic areas.

5. Under-sampling of households not covered by the MSN® TV service network

   Certain small areas of the U.S. are not serviced by MSN®, thus the MSN®TV units (Web-TV) distributed to non-Internet households prior to January 2009 could not be used for those recruited non-Internet households. Overall, the result is a small residual under-sample in those geographic areas which requires a minor weighting adjustment for those locations. Since January 2010, laptop computers with dial-up access are being distributed to non-Internet households, thus eliminating this under-coverage component.

6. RDD oversampling of African American and Hispanic telephone exchanges

   As of October 2001, oversampling of telephone exchanges with a higher density of minority households (specifically, African American and Hispanic) was implemented to increase panel membership for those groups. These exchanges were oversampled at approximately twice the rate of other exchanges. This oversampling is corrected in the base weight. RDD recruitment ended in July 2009.

7. Address-based sample phone match adjustment

Toward the end of 2008, GfK began recruiting panel members by using an address-based sample (ABS) frame in addition to RDD recruitment. Once recruitment through the mail, including follow-up mailings to ABS non-respondents was completed, telephone recruitment was added. Non-responding ABS households where a landline telephone number could be matched to an address were subsequently called and telephone recruitment was initiated. This effort resulted in a slight overall disproportionate number of landline households being recruited in a given ABS sample. A base weight adjustment is applied to return the ABS recruitment panel members to the sample's correct national proportion of phone-match and no phone-match households.

8. ABS oversample stratification adjustment

In late 2009 the ABS sample began incorporating a geographic stratification design. Census blocks with high density minority communities were oversampled (Stratum 1) and the balance of the census blocks (Stratum 2) were relatively under-sampled. The definition of high density and minority community and the relative proportion between strata differed among specific ABS samples. In 2010, the two strata were redefined to target high density Hispanic areas in Stratum 1 and all else in Stratum 2. In 2011, pre-identified ancillary information and not census block data were used to construct and target four strata as follows: Hispanic ages 18-24, Non-Hispanic ages 18-24, Hispanic ages 25+ and Non-Hispanic ages 25+.   An appropriate base weight adjustment is applied to each relevant sample to correct for these stratified designs. Also in 2011, a separate sample targeting only persons ages 18-24 was fielded across the year also using predictive ancillary information. Combined with the four-stratum sample, the base weight adjustment compensates for cases from this unique young adult over-sample. In 2012, a similar four-stratum design is used but the ages have been changed to 18-29 and 30+ for both the Hispanic and Non-Hispanic strata.

The Panel Demographic Post-stratification Weight

To reduce the effects of any non-response and non-coverage bias in the overall panel membership (<u>before the study sample is drawn</u>), a post-stratification adjustment is applied based on demographic distributions from the most recent data from the Current Population Survey (CPS). The benchmark distributions for Internet access among the U.S. population of adults are obtained from the most recent special CPS supplemental survey measuring Internet access (October 2010).

The overall panel post-stratification variables include:

- Gender (Male/Female)
- Age (18–29, 30–44, 45–59, and 60+)

- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Household income (under $10k, $10K to <$25k, $25K to <$50k, $50K to <$75k, $75K to <$100k, $100K+)
- Home ownership status (Own, Rent/Other)
- Metropolitan Area (Yes, No)
- Internet Access (Yes, No)

The Panel Demographic Post-stratification weight is applied prior to a probability proportional to size (PPS) selection of a study sample from KnowledgePanel. This weight is designed for sample selection purposes.

Study-Specific Post-Stratification Weights

Once the sample has been selected and fielded, and all the study data are collected and made final, a post-stratification weight is computed to adjust for any survey non-response as well as any non-coverage or under- and over-sampling resulting from the study-specific sample design. Demographic and geographic distributions for the non-institutionalized, civilian population ages 18+ from the most recent CPS are used as benchmarks in this adjustment. The Spanish language proficiency distributions are from the most currently available Pew Hispanic Center Survey (2007).

The following benchmark distributions are utilized for this post-stratification adjustment:

- Gender (Male/Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, 2+ Races/Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelors and higher)
- Household income (under <$25k, $25K to <$50k, $50K to <$75k, $75K+)
- Census Region (Northeast, Midwest, South, West) by Metropolitan Area (Yes, No)
- Internet Access (Yes, No)

Comparable distributions are calculated by using all completed cases from the field data (n = 1,572). Since study sample sizes are typically too small to accommodate a complete cross-tabulation of all the survey variables with the benchmark variables, a raking procedure is used for the post-stratification weighting adjustment. Using the base weight as the starting weight, this procedure adjusts the sample data back to the selected benchmark proportions. Through an iterative convergence process, the weighted sample data are optimally fitted to the marginal distributions.

After this final post-stratification adjustment, the distribution of the calculated weights are examined to identify and, if necessary, trim outliers at the extreme upper and lower tails of the weight distribution. The post-stratified and trimmed weights are then scaled to the sum of the total sample size of all eligible respondents.

Appendix A: Final Programmed Questionnaire

> **National Survey of Fears**
> **March 2014**
> **- Questionnaire -**

[Sᴘ]
1. What is your religious preference, if any?

☐ Protestant

☐ Catholic

☐ Christian (neither Protestant nor Catholic)

☐ Jewish

☐ Muslim/Islam

☐ Buddhist

☐ Hindu

☐ Other Eastern Religion

☐ Other, Please specify _____ **[Sᴍᴀʟʟ ᴛᴇxᴛ ʙᴏx]**

☐ None

[Mᴇᴅɪᴜᴍ ᴛᴇxᴛ ʙᴏx ᴡɪᴛʜ Sᴘ "Dᴏɴ'ᴛ ᴋɴᴏᴡ"; Sʜᴏᴡ ɪғ Q1 ɪs ɴᴏᴛ "Nᴏɴᴇ"]
1a. If possible, please provide the specific name of your denomination. For example, if you are Baptist, are you Southern Baptist Convention, American Baptist Churches in the USA or some other Baptist denomination? If you are Jewish, are you Reformed, Orthodox, Conservative or some other branch of Judaism?

Name of denomination:
_____

[ ] Don't know

[Mᴘ]
2. Which, if any, of the following terms and phrases describe your religious identity?

☐ Mainline Christian	☐ Religious Right	☐ Theologically Liberal
☐ Evangelical	☐ Theologically Conservative	☐ Charismatic

☐ Bible-Believing	☐ Born-Again	☐ Pentecostal
☐ Seeker	☐ Fundamentalist	☐ Spiritual, but not religious
☐ Secular	☐ Irreligious	☐ Religiously Indifferent
☐ Atheist		

[Sᴘ]
3. How religious do you consider yourself to be?

☐ Not at all religious
☐ Not too religious
☐ Somewhat religious
☐ Very religious

[Sᴘ]
4. How often do you attend religious services at a church, mosque, synagogue or other place of worship?

☐ Never
☐ Less than once a year
☐ Once or twice a year
☐ Several times a year
☐ Once a month
☐ 2-3 times a month
☐ Weekly
☐ Several times a week

[Sᴘ]
5. When you were a child, around 11 or 12, how often did you attend religious services?

☐ Never
☐ Less than once a year
☐ Once or twice a year
☐ Several times a year
☐ Once a month
☐ 2-3 times a month
☐ Weekly
☐ Several times a week

[Sᴘ]
6. Which one statement comes closest to your personal beliefs about the Bible?

☐ The Bible means exactly what it says. It should be taken literally, word-for-word, on all subjects.
☐ The Bible is perfectly true, but it should not be taken literally, word-for-word. We must interpret its meaning.
☐ The Bible contains some human error.
☐ The Bible is an ancient book of history and legends.
☐ I don't know

[SP]

7. Which of the following statements comes closest to your views about the origin and development of man?

☐ God created man pretty much in his present form at one time within the last 10,000 years
☐ Man has developed over millions of years from less advanced forms of life. God had no part in this process
☐ Man has developed over millions of years from less advanced forms of life, but God guided this process, including man's creation

[GRID, SP ACROSS AND MP DOWN]

8.

Please indicate your level of agreement with the following statements				
	Strongly Agree	Agree	Disagree	Strongly Disagree
Ancient advanced civilizations, such as Atlantis, once existed.	☐	☐	☐	☐
It is possible to influence the physical world through the power of positive thinking.	☐	☐	☐	☐
Astrologers, palm-readers, tarot card readers, fortune tellers and psychics can foresee the future.	☐	☐	☐	☐
Astrology impacts my life and personality.	☐	☐	☐	☐
Houses or rooms can be haunted by spirits.	☐	☐	☐	☐
Dreams sometimes foretell the future.	☐	☐	☐	☐
Some UFOs are probably spaceships from other worlds.	☐	☐	☐	☐
Bigfoot is a real creature that has yet to be discovered by science.	☐	☐	☐	☐
Satan causes most evil in the world	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]

9.

As an adult, have you ever done any of the following?		
	Yes	No
Consulted a horoscope to get an idea about the course of my life	☐	☐
Called or consulted a medium, fortune teller or psychic	☐	☐
Lived in a house or place you believed to be haunted	☐	☐

Consulted a Ouija board to contact a deceased person or spirit	☐	☐
Had a dream that later came true	☐	☐
Witnessed an object in the sky that I could not identify (UFO)	☐	☐

[SP]
10. How would you describe yourself politically?

Extremely Conservative	Conservative	Leaning Conservative	Moderate	Leaning Liberal	Liberal	Extremely Liberal
☐	☐	☐	☐	☐	☐	☐

[SP]
11. Do you think of yourself as Republican, Democrat or Independent?

Strong Republican	Moderate Republican	Leaning Republican	Independent	Leaning Democrat	Moderate Democrat	Strong Democrat
☐	☐	☐	☐	☐	☐	☐

[SP]
12. Generally speaking, would you say that most people can be trusted or that you can't be too careful in life?

☐ Most people can be trusted.
☐ You can't be too careful in life.
☐ It all depends.

[GRID, SP ACROSS AND MP DOWN]
13. How strongly do you agree or disagree with the following statements?

	Strongly Agree	Agree	Disagree	Strongly Disagree
All things considered, I'm satisfied with my *life as a whole* these days.	☐	☐	☐	☐
All things considered, I'm satisfied with my *financial situation* these days.	☐	☐	☐	☐
My overall health is good compared to most people my age.	☐	☐	☐	☐
When making decisions, I focus more on feelings than facts.	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]
14. How strongly do you agree or disagree with the following statements?

	Strongly Agree	Agree	Disagree	Strongly Disagree
If I ran out of gas on the road, I would feel safe asking a stranger for help.	☐	☐	☐	☐

	Very Safe	Safe	Somewhat Safe	Not at All Safe
If a stranger ran out of gas on the road, I would feel safe giving them help.	☐	☐	☐	☐
If I were the victim of a crime, I would trust the police for help.	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]

15.

How safe do you feel:	Very Safe	Safe	Somewhat Safe	Not at All Safe
In your house?	☐	☐	☐	☐
On the Internet?	☐	☐	☐	☐
Walking alone at night?	☐	☐	☐	☐
In your neighborhood?	☐	☐	☐	☐
In your city?	☐	☐	☐	☐
At work?	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]

16. How often to do you watch the following TV shows?

	Very often	Often	Sometimes	Rarely	Never
Talk shows	☐	☐	☐	☐	☐
Food and cooking shows	☐	☐	☐	☐	☐
Shows about *actual crimes*, such as Dateline NBC, 48 Hours, and America's Most Wanted.	☐	☐	☐	☐	☐
Shows about *fictional crimes*, such as Castle, CSI, and Law and Order: SVU	☐	☐	☐	☐	☐
TV in general	☐	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]

17. How often do you worry about the following?

	Almost always	Very Often	Not very often	Hardly ever
Growing old.	☐	☐	☐	☐
Not having enough money for the future.	☐	☐	☐	☐
Becoming unemployed.	☐	☐	☐	☐
Becoming sick	☐	☐	☐	☐
Dying.	☐	☐	☐	☐

[SP]

18. Please select the statement that best describes your level of gun/firearm ownership:

☐ I do not own a gun
☐ I own a gun for recreational use (such as for hunting)

☐ I own a gun for personal protection and/or to protect my family
☐ I own a gun for both recreational use and for personal/family protection

[GRID, SP ACROSS AND MP DOWN]
19. How strongly do you agree or disagree with the following statements?

	Strongly Agree	Agree	Disagree	Strongly Disagree
We have seasons because the Earth travels closer to the sun in the summer months and farther away during winter.	☐	☐	☐	☐
When a bullet is shot straight out over a cliff, it begins falling the instant it leaves the gun.	☐	☐	☐	☐
A traditional light bulb gives off light because of the high electrical voltage inside the bulb.	☐	☐	☐	☐
The sun appears to set in the west because the earth spins in a westward direction.	☐	☐	☐	☐
These days, most American children get too many vaccinations.	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]
20. How strongly to you agree or disagree with the following statements about today's youth.

Compared to their parents' generation, today's youth are …	Strongly Agree	Agree	Disagree	Strongly Disagree
… less religious.	☐	☐	☐	☐
… less sensitive to displays of violence.	☐	☐	☐	☐
… less financially independent.	☐	☐	☐	☐
… less hard-working.	☐	☐	☐	☐
… more likely to abuse drugs and alcohol.	☐	☐	☐	☐
… more sexually promiscuous.	☐	☐	☐	☐
… more self-centered.	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]
21. How concerned are you about the following internet-related problems?

	Very Concerned	Concerned	Somewhat Concerned	Not Concerned
… having my email, phone records, and internet use tracked by *government agencies*.	☐	☐	☐	☐
… having my email, phone records, and internet use tracked by *large corporations*.	☐	☐	☐	☐
… being slandered, bullied, or publically humiliated over the internet.	☐	☐	☐	☐

… having my credit cards, bank accounts, or investments stolen over the internet.	☐	☐	☐	☐
… being targeted by an on-line sexual predator.	☐	☐	☐	☐

[SP]

22. Some people think that the environment should be protected even if it means slower economic growth. Others think that economic growth is a higher priority. Which of the following statements best describes your personal view?

☐ The environment should be protected even at the cost of economic growth.
☐ It is not worth reducing economic growth for environmental protection.
☐ I have not thought enough about this to take a position on the issue.

[SP]

23. Which of the following statements best describes your personal belief about global climate change (global warming due to the Greenhouse effect)?

☐ Global climate change is occuring and is significantly accelerated by human activities and pollution.
☐ Global climate change is occuring, but is not the result of human activities and pollution.
☐ Global climate change is NOT occuring.
☐ None of these

[GRID, SP ACROSS AND MP DOWN]

24. Please indicate the extent to which you feel concerned about each of the following environmental issues.

	Very Concerned	Concerned	Somewhat Concerned	Not at All Concerned
Air pollution	☐	☐	☐	☐
Pollution of drinking water	☐	☐	☐	☐
Industrial pollution of rivers and streams	☐	☐	☐	☐
Oil and gas pipeline leaks	☐	☐	☐	☐
Soil and water contamination from toxic waste	☐	☐	☐	☐
Loss of tropical rain forests	☐	☐	☐	☐
Global warming and climate change	☐	☐	☐	☐
Oil spills from tanker ships and offshore drilling	☐	☐	☐	☐
Extinction of plant and animal species	☐	☐	☐	☐
Urban sprawl and loss of open space	☐	☐	☐	☐
Water pollution from urban runoff (from streets and parking lots)	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]

25. How worried are you that the following natural/manmade disasters or events could occur in the United States in the next 25 years?

	Very Worried	Worried	Somewhat Worried	Not at All Worried
Devastating Earthquake	☐	☐	☐	☐
Devastating Hurricane or Tornado	☐	☐	☐	☐
Devastating Flood	☐	☐	☐	☐
Devastating Asteroid	☐	☐	☐	☐
Large Volcanic Eruption (such as the Yellowstone Caldera)	☐	☐	☐	☐
EMP Attack (a burst of radiation triggered by a nuclear device that could shut down the electrical grid)	☐	☐	☐	☐
Significant power outage, lasting a week or more	☐	☐	☐	☐
Terrorist Attack	☐	☐	☐	☐
Nuclear/Biological Weapons Attack	☐	☐	☐	☐
Nuclear Accident/Meltdown	☐	☐	☐	☐
Economic/Financial Collapse	☐	☐	☐	☐
Pandemic or a major epidemic	☐	☐	☐	☐
Widespread Civil Unrest	☐	☐	☐	☐
The U.S. Will Decline and No Longer be a Superpower	☐	☐	☐	☐
The U.S. Will be involved in another World War	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]
26. Thinking about the Federal Government in Washington D.C., how worried are about of the following?

	Very Worried	Worried	Somewhat Worried	Not Worried at All
Government use of drones within the U.S.	☐	☐	☐	☐
The Affordable Health Care Act, also called Obamacare	☐	☐	☐	☐
Corrupt Government Officials	☐	☐	☐	☐
Government restrictions on firearms and ammunition.	☐	☐	☐	☐

[SP]
27. In the event of a natural disaster, about how long could you take care of yourself (without government relief)?

- 1 day,
- 3 days,
- A week,

- A month,
- 3 months,
- Indefinitely.

[SP]
28. Have you or anyone in your household put together a disaster or emergency supplies kit, containing supplies such as food, water, clothing, and medical supplies?
- Yes
- No

[SP]
29. How afraid are you of having to evacuate your home in the next 25 years due to natural or manmade disaster?

- Very afraid
- Afraid
- Somewhat afraid
- Not afraid at all

[GRID, SP ACROSS AND MP DOWN]
30. Over the next 100 years, how likely are the following events?

	Very Likely	Fairly Likely	Not Very Likely	Not at All Likely
We will cure cancer and most other genetic diseases.	☐	☐	☐	☐
We will develop spaceships that travel faster than the speed of light.	☐	☐	☐	☐
We will exhaust the earth's supply of oil.	☐	☐	☐	☐
We will learn to transport objects instantly over large distances.	☐	☐	☐	☐
The world will end as prophesied in the Bible.	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]
31. How strongly to you agree or disagree with the following statements?

[GRID, Sᴘ Aᴄʀᴏss ᴀɴᴅ Mᴘ ᴅᴏᴡɴ]

32. Do you agree or disagree that openly gay people should be allowed to serve as …

	Strongly Agree	Agree	Disagree	Strongly Disagree
… school teachers?	☐	☐	☐	☐
… youth sports coaches?	☐	☐	☐	☐
… police?	☐	☐	☐	☐
… politicians?	☐	☐	☐	☐
… soldiers?	☐	☐	☐	☐
… religious leaders?				
	Strongly Agree	Agree	Disagree	Strongly Disagree
Today's movies and TV shows encourage children to view homosexuality as normal and healthy.	☐	☐	☐	☐
Children are more likely to become homosexual if they have openly gay teachers.	☐	☐	☐	☐
Legalizing homosexual marriage undermines traditional marriage and the family	☐	☐	☐	☐

[GRID, Sᴘ Aᴄʀᴏss ᴀɴᴅ Mᴘ ᴅᴏᴡɴ]

33. Please indicate your level of agreement with the following statements about immigrants.

	Strongly Agree	Agree	Disagree	Strongly Disagree
Illegal immigrants are more likely to commit crime than U.S. citizens.	☐	☐	☐	☐
Recent immigrants are more reluctant to assimilate than previous immigrants.	☐	☐	☐	☐
Immigrants are a drain on the economy.	☐	☐	☐	☐
Immigrants bring diseases into the United States.	☐	☐	☐	☐
Police should be allowed to raid businesses and homes in order to find undocumented workers.	☐	☐	☐	☐
Deportation is a good solution for immigration issues.	☐	☐	☐	☐
Creating a "pathway to citizenship" will encourage illegal immigration.	☐	☐	☐	☐

[DISPLAY]
Feeling Thermometers

A feeling thermometer tests approximated feelings towards people, organizations, groups etc. We would like to get your feelings toward various people, organizations, and groups, using something we call the feeling thermometer.

Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person, organization, or group.

Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person, organization, or group, and that you don't care too much for that person, organization, or group.

You would rate the person, organization, or group at the 50 degree mark if you don't feel particularly warm or cold toward the person, organization, or group.

[SEE SNO 18551 FOR EXAMPLES OF THERMOMETER FORMATTING. SHOW 0, 50 AND 100 ON THE SCALE. LEFT ENDPOINT LABEL = "COLD", RIGHT ENDPOINT LABEL = "WARM"; INSERT PROMPT FOR EACH SLIDER IF REFUSED; WHEN SHOWING PROMPTED SCALES (REFUSED) ON SCREEN, DO NOT SHOW THE SCALES WITH RESPONSES]

[SHOW RATING THERMOMETER, AND SPLIT THE STUBS INTO 4, 4, 4 – 3 SCREENS]
34 A

How would you rate the following government agencies…?	
ATF - the Bureau of Alcohol, Tobacco, Firearms and Explosives	
CDC - the Centers for Disease Control	
CIA - the Central Intelligence Agency	
DEA – the Drug Enforcement Agency.	
DHS - the Department of Homeland Security	
EPA – the Environmental Protection Agency.	
FBI - the Federal Bureau of Investigation	
FDA – the Food and Drug administration.	
FEMA - the Federal Emergency Management Agency	
IRS – the Internal Revenue Service.	
NSA - the National Security Agency	
MSBA – the Merit Systems Protection Board.	

[SHOW RATING THERMOMETER, AND SPLIT THE STUBS INTO 4, 4, 5 – 3 SCREENS]
34 B

How would you rate the following groups of Americans?	
Asians	
Atheists	

Blacks	
Catholics	
Caucasians/Whites	
Evangelical Christians	
Feminists	
Hispanics	
Homosexuals	
Immigrants	
Jews	
Muslims	
Preppers/Survivalists	

[GRID, SP ACROSS AND MP DOWN]
Fear of Crime
35. How afraid are you of being victimized in the following ways?

	Very Afraid	Afraid	Somewhat Afraid	Not Afraid At All
Being mugged	☐	☐	☐	☐
Identity theft/Credit card fraud	☐	☐	☐	☐
Being stalked	☐	☐	☐	☐
Murder	☐	☐	☐	☐
Police brutality	☐	☐	☐	☐
Sexual assault	☐	☐	☐	☐
Racial/hate crime	☐	☐	☐	☐
Being the victim of a random/mass shooting	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]
36. Compared to 20 years ago how often do you think the following crimes occur?

	A lot more often	More often	About the same	Less than before	A lot less than before
Child abduction	☐	☐	☐	☐	☐
Gang violence	☐	☐	☐	☐	☐
Human trafficking	☐	☐	☐	☐	☐
Mass riots	☐	☐	☐	☐	☐
Pedophilia/Sexual predation of youth	☐	☐	☐	☐	☐
School shootings	☐	☐	☐	☐	☐
Serial killing	☐	☐	☐	☐	☐
Sexual assault	☐	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]
37. Please indicate your level of agreement with the following statements about the crime rate.

The crime rate in the United States...	Strongly	Agree	Disagree	Strongly

	Agree			Disagree
... would be lower if the criminal justice system was more effective.	☐	☐	☐	☐
... would be lower if there were more employment opportunities.	☐	☐	☐	☐
... would be lower if we had stronger moral values in this country.	☐	☐	☐	☐
... would be lower if there were fewer evil people in the world.	☐	☐	☐	☐
... would be lower if there was less violence in the media.	☐	☐	☐	☐
... would be lower if we could more effectively help the mentally ill.	☐	☐	☐	☐
...is higher amongst members of racial minority groups because of police bias.	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]
38. Please indicate your level of agreement with the following statements about the punishment of criminals.

The criminal justice system should...	Strongly Agree	Agree	Disagree	Strongly Disagree
...make sentences more severe for all crimes	☐	☐	☐	☐
...use the death penalty for juveniles who murder	☐	☐	☐	☐
...limit the appeals available for death sentences	☐	☐	☐	☐
...use "three strikes" laws for repeat offenders	☐	☐	☐	☐
...use chemical castration on sex offenders	☐	☐	☐	☐
...reduce the privileges available to prisoners (televisions, recreation, etc).	☐	☐	☐	☐

[GRID, SP ACROSS AND MP DOWN]
39. How afraid are you of the following?

	Very Afraid	Afraid	Somewhat Afraid	Not Afraid At All
Blood and/or needles	☐	☐	☐	☐
Bugs, snakes, dogs, or any other animal/insect	☐	☐	☐	☐
Clowns	☐	☐	☐	☐
Drowning, water	☐	☐	☐	☐

Flying	☐	☐	☐	☐
Ghosts	☐	☐	☐	☐
High places like balconies, bridges, or roofs	☐	☐	☐	☐
Public speaking	☐	☐	☐	☐
Small, enclosed spaces, such as caves, tunnels, closets and elevators	☐	☐	☐	☐
Strangers	☐	☐	☐	☐
The dark	☐	☐	☐	☐
Zombies	☐	☐	☐	☐

[INSERT STANDARD KN CLOSE]