

American Values Atlas 2016
May 18, 2016 - January 10, 2017
N=40,509

Q.1 Now, we would like to get your views on some issues that are being discussed in the country today. Do you strongly favor, favor, oppose or strongly oppose **[INSERT FIRST]**? What about **[INSERT NEXT; RANDOMIZE]**? **[READ AS NECESSARY: Do you strongly favor, favor, oppose or strongly oppose this?]**

a. Allowing gay and lesbian couples to marry legally

	<u>Strongly favor</u>	<u>Favor</u>	<u>Oppose</u>	<u>Strongly oppose</u>	<u>Don't know/ Refused (VOL.)</u>
<i>Combined (Avg.)</i>	28	30	17	15	10=100
Jan. 6-10	31	27	17	18	8=100
Jan. 4-8	30	30	17	14	9=100
Dec. 27 - Jan. 2 ¹	24	35	18	12	11=100
Dec. 20-26 ²	29	31	18	14	9=100
Dec. 14-19	30	31	18	14	8=100
Dec. 9-13	30	28	16	14	12=100
Dec. 7-11	29	29	19	15	8=100
Nov. 30 - Dec. 4	26	31	17	16	10=100
Nov. 22-27	25	33	19	14	9=100
Nov. 16-20	25	32	18	13	11=100
Nov. 11-15	29	28	16	16	11=100
Nov. 9-13	33	26	17	15	10=100
Oct. 26-30	28	29	16	17	10=100
Oct. 19-23	28	26	17	17	12=100
Oct. 12-17	28	30	16	14	12=100
Oct. 7-11	27	30	14	14	14=100
Oct. 5-9	31	26	16	19	8=100
Sept. 28-Oct. 2	31	28	15	18	8=100
Sept. 21-25	30	28	19	14	9=100
Sept. 14-18	27	31	17	15	10=100
Sept. 7-11	28	29	16	16	11=100

¹ No interviewing was conducted on December 31, 2016 or January 1, 2017.

² No interviewing was conducted on December 24 or 25, 2016.

Aug. 31–Sept. 4	27	31	19	14	9=100
Aug. 24-28	27	29	17	17	11=100
Aug. 17-21	25	31	20	15	8=100
Aug. 12-16	32	31	14	14	8=100
Aug. 10-14	30	30	16	15	8=100
Aug. 3-7	29	28	19	14	11=100
July 27-31	25	34	16	14	11=100
July 20-24	29	29	18	14	9=100
July 13-17	26	32	18	14	10=100
July 6-10	28	28	21	13	10=100
June 29-July 3	26	32	19	14	9=100
June 22-26	27	31	17	16	9=100
June 15-19	30	29	16	17	8=100
June 10-14	30	29	16	15	10=100
June 8-12	28	28	16	21	6=100
June 3-7	24	32	20	17	8=100
June 1-5	25	30	20	15	10=100
May 25-29	25	30	17	18	10=100
May 18-22	25	30	17	19	8=100

b. Allowing a small business owner in your state to refuse to provide products or services to gay or lesbian people, if doing so violates their religious beliefs

	<u>Strongly favor</u>	<u>Favor</u>	<u>Oppose</u>	<u>Strongly oppose</u>	<u>Don't know/ Refused (VOL.)</u>
<i>Combined (Avg.)</i>	12	18	28	33	9=100
Jan. 6-10	12	16	26	40	7=100
Jan. 4-8	12	17	29	34	8=100
Dec. 27 – Jan. 2	9	19	33	32	7=100
Dec. 20-26	9	19	30	33	9=100
Dec. 14-19	10	18	29	36	7=100
Dec. 9-13	10	16	29	34	11=100
Dec. 7-11	14	14	30	35	8=100
Nov. 30 – Dec. 4	13	20	28	30	9=100
Nov. 22-27	12	21	28	31	9=100
Nov. 16-20	10	17	31	33	8=100
Nov. 11-15	12	17	29	32	11=100
Nov. 9-13	11	16	26	36	11=100
Oct. 26-30	13	16	28	36	8=100
Oct. 19-23	12	19	27	30	12=100
Oct. 12-17	11	16	30	32	10=100
Oct. 7-11	10	16	27	32	15=100
Oct. 5-9	14	17	25	37	7=100
Sept. 28-Oct. 2	13	16	24	39	7=100
Sept. 21-25	10	21	27	33	8=100
Sept. 14-18	14	19	26	32	9=100
Sept. 7-11	10	21	25	33	11=100
Aug. 31–Sept. 4	13	19	30	31	8=100
Aug. 24-28	11	16	29	34	10=100
Aug. 17-21	13	23	25	28	10=100
Aug. 12-16	14	15	28	34	8=100
Aug. 10-14	13	16	27	36	7=100
Aug. 3-7	9	20	31	30	9=100
July 27-31	12	19	29	34	6=100
July 20-24	11	19	25	37	9=100
July 13-17	12	21	25	33	8=100
July 6-10	9	22	29	31	8=100
June 29-July 3	13	21	29	28	9=100
June 22-26	12	18	27	35	8=100
June 15-19	14	19	26	35	6=100
June 10-14	15	18	24	35	8=100
June 8-12	17	15	26	37	6=100

June 3-7	12	19	27	35	7=100
June 1-5	13	17	29	31	9=100
May 25-29	13	20	27	32	8=100
May 18-22	13	21	28	32	6=100

Q2. Which statement comes closest to your view about how the immigration system should deal with immigrants who are currently living in the U.S. illegally? The immigration system should... **[FORM 1 READ IN ORDER (1-3), FORM 2 READ REVERSE ORDER (3-1)]**

	Allow them a way to become citizens provided they meet certain <u>requirements</u>	Allow them to become permanent legal residents, <u>but not citizens</u>	Identify and <u>deport them</u>	None of these <u>(VOL.)</u>	Don't know/ <u>Refused (VOL.)</u>
<i>Combined (Avg.)</i>	64	15	16	2	3=100
Jan. 6-10	68	13	14	2	2=100
Jan. 4-8	68	15	12	2	3=100
Dec. 27 – Jan. 2	67	15	15	1	2=100
Dec. 20-26	63	16	16	2	3=100
Dec. 14-19	65	17	14	2	3=100
Dec. 9-13	67	14	15	3	3=100
Dec. 7-11	66	15	15	2	2=100
Nov. 30 – Dec. 4	65	15	15	1	3=100
Nov. 22-27	63	16	15	3	4=100
Nov. 16-20	66	14	15	2	2=100
Nov. 11-15	66	14	15	2	3=100
Nov. 9-13	68	12	14	3	3=100
Oct. 26-30	69	13	14	2	3=100
Oct. 19-23	60	16	18	2	4=100
Oct. 12-17	67	13	15	2	3=100
Oct. 7-11	64	14	16	2	4=100
Oct. 5-9	63	17	16	2	2=100
Sept. 28-Oct. 2	61	16	19	1	2=100
Sept. 21-25	63	16	17	2	2=100
Sept. 14-18	64	16	16	2	2=100
Sept. 7-11	65	15	16	2	2=100
Aug. 31–Sept. 4	65	14	17	2	2=100
Aug. 24-28	62	16	16	2	4=100
Aug. 17-21	64	14	18	1	3=100
Aug. 12-16	64	13	19	1	2=100
Aug. 10-14	63	15	18	1	3=100
Aug. 3-7	66	13	16	1	4=100
July 27-31	66	12	17	2	3=100
July 20-24	65	15	17	1	2=100
July 13-17	64	15	16	1	4=100
July 6-10	61	13	21	1	3=100
June 29-July 3	61	16	18	1	3=100
June 22-26	65	14	16	2	3=100

June 15-19	62	15	18	1	3=100
June 10-14	63	16	18	1	3=100
June 8-12	63	17	16	1	2=100
June 3-7	66	15	16	1	2=100
June 1-5	64	14	17	1	4=100
May 25-29	65	13	17	1	4=100
May 18-22	62	16	18	1	3=100

NO QUESTION 3.

ASK ALL:

And thinking about American society...

Q.4 Just your impression, in the United States today, is there a lot of discrimination against **[INSERT ITEMS; RANDOMIZE]**, or not? And is there a lot of discrimination against **[INSERT NEXT ITEM]**, or not? **[N=36,465]**

a. Gay and lesbian people

	Yes, there is a lot of <u>discrimination</u>	No, not a lot of <u>discrimination</u>	Don't know/ <u>Refused (VOL.)</u>
<i>Combined (Avg.)</i>	58	37	5=100
Jan. 6-10	59	37	5=100
Jan. 4-8	60	35	5=100
Dec. 27 – Jan. 2	57	37	5=100
Dec. 20-26	57	40	4=100
Dec. 14-19	59	37	5=100
Dec. 9-13	57	38	5=100
Dec. 7-11	57	39	4=100
Nov. 30 – Dec. 4	54	40	5=100
Nov. 22-27	53	43	5=100
Nov. 16-20	54	40	6=100
Nov. 11-15	56	39	5=100
Nov. 9-13	53	40	6=100
Oct. 26-30	61	35	4=100
Oct. 19-23	53	40	7=100
Oct. 12-17	58	36	6=100
Oct. 7-11	56	37	7=100
Oct. 5-9	62	34	4=100
Sept. 28-Oct. 2	58	37	5=100
Sept. 21-25	59	36	5=100
Sept. 14-18	55	38	7=100
Sept. 7-11	55	41	4=100
Aug. 31–Sept. 4	61	34	4=100
Aug. 24-28	55	40	5=100
Aug. 17-21	56	39	5=100
Aug. 12-16	59	36	5=100
Aug. 10-14	63	33	4=100
Aug. 3-7	55	39	6=100
July 27-31	60	37	4=100
July 20-24	59	36	5=100
July 13-17	63	33	4=100
July 6-10	59	35	6=100
June 29-July 3	61	36	4=100
June 22-26	61	35	4=100

June 15-19	62	34	4=100
June 10-14	59	35	6=100
June 8-12	60	37	2=100

b. Immigrants

	Yes, there is a lot of <u>discrimination</u>	No, not a lot of <u>discrimination</u>	Don't know/ Refused (VOL.)
<i>Combined (Avg.)</i>	63	33	5=100
Jan. 6-10	66	30	4=100
Jan. 4-8	63	33	4=100
Dec. 27 – Jan. 2	61	35	4=100
Dec. 20-26	63	34	3=100
Dec. 14-19	66	31	3=100
Dec. 9-13	62	33	5=100
Dec. 7-11	61	36	3=100
Nov. 30 – Dec. 4	60	37	3=100
Nov. 22-27	61	36	3=100
Nov. 16-20	62	34	4=100
Nov. 11-15	62	33	4=100
Nov. 9-13	62	33	5=100
Oct. 26-30	66	30	4=100
Oct. 19-23	58	35	7=100
Oct. 12-17	64	31	5=100
Oct. 7-11	63	30	7=100
Oct. 5-9	64	31	5=100
Sept. 28-Oct. 2	64	31	5=100
Sept. 21-25	62	33	5=100
Sept. 14-18	60	35	5=100
Sept. 7-11	58	38	4=100
Aug. 31–Sept. 4	63	33	4=100
Aug. 24-28	57	37	6=100
Aug. 17-21	58	36	6=100
Aug. 12-16	66	32	2=100
Aug. 10-14	66	30	4=100
Aug. 3-7	60	34	6=100
July 27-31	62	33	5=100
July 20-24	67	28	5=100
July 13-17	64	32	4=100
July 6-10	60	34	6=100
June 29-July 3	65	32	3=100
June 22-26	62	32	5=100
June 15-19	63	32	5=100
June 10-14	62	34	3=100
June 8 -12	68	28	4=100

c. Blacks

	Yes, there is a lot of <u>discrimination</u>	No, not a lot of <u>discrimination</u>	Don't know/ <u>Refused (VOL.)</u>
<i>Combined (Avg.)</i>	57	39	4=100
Jan. 6-10	60	37	3=100
Jan. 4-8	60	36	3=100
Dec. 27 – Jan. 2	56	40	4=100
Dec. 20-26	57	41	3=100
Dec. 14-19	59	37	4=100
Dec. 9-13	54	42	3=100
Dec. 7-11	56	42	2=100
Nov. 30 – Dec. 4	55	42	3=100
Nov. 22-27	54	44	3=100
Nov. 16-20	55	42	4=100
Nov. 11-15	57	38	5=100
Nov. 9-13	54	42	4=100
Oct. 26-30	59	38	3=100
Oct. 19-23	56	40	4=100
Oct. 12-17	59	37	4=100
Oct. 7-11	56	38	6=100
Oct. 5-9	64	32	4=100
Sept. 28-Oct. 2	64	34	2=100
Sept. 21-25	59	36	4=100
Sept. 14-18	53	43	4=100
Sept. 7-11	55	40	5=100
Aug. 31–Sept. 4	56	41	4=100
Aug. 24-28	54	43	3=100
Aug. 17-21	57	39	3=100
Aug. 12-16	60	38	3=100
Aug. 10-14	60	37	4=100
Aug. 3-7	56	39	5=100
July 27-31	57	39	4=100
July 20-24	61	36	4=100
July 13-17	59	38	3=100
July 6-10	55	40	5=100
June 29-July 3	53	43	4=100
June 22-26	52	44	4=100
June 15-19	57	39	4=100
June 10-14	52	44	4=100
June 8-12	57	40	3=100

d. Transgender people

	Yes, there is a lot of <u>discrimination</u>	No, not a lot of <u>discrimination</u>	Don't know/ Refused (VOL.)
<i>Combined (Avg.)</i>	62	29	9=100
Jan. 6-10	64	28	8=100
Jan. 4-8	65	27	8=100
Dec. 27 – Jan. 2	59	30	11=100
Dec. 20-26	61	32	7=100
Dec. 14-19	64	27	9=100
Dec. 9-13	59	30	11=100
Dec. 7-11	60	32	8=100
Nov. 30 – Dec. 4	59	31	10=100
Nov. 22-27	60	31	10=100
Nov. 16-20	57	33	10=100
Nov. 11-15	63	26	10=100
Nov. 9-13	62	28	10=100
Oct. 26-30	65	26	8=100
Oct. 19-23	58	30	12=100
Oct. 12-17	63	27	10=100
Oct. 7-11	60	27	13=100
Oct. 5-9	63	27	9=100
Sept. 28-Oct. 2	61	30	9=100
Sept. 21-25	59	30	11=100
Sept. 14-18	58	32	10=100
Sept. 7-11	57	33	10=100
Aug. 31–Sept. 4	62	30	8=100
Aug. 24-28	60	29	11=100
Aug. 17-21	57	33	10=100
Aug. 12-16	67	25	8=100
Aug. 10-14	64	28	9=100
Aug. 3-7	60	31	9=100
July 27-31	64	29	6=100
July 20-24	65	27	9=100
July 13-17	60	30	10=100
July 6-10	61	30	9=100
June 29-July 3	64	28	8=100
June 22-26	64	27	9=100
June 15-19	64	28	9=100
June 10-14	64	26	10=100
June 8-12	66	29	5=100

Survey Methodology

The 2016 American Values Atlas (AVA) is a project of PRRI. Results for all questions were based on weekly bilingual telephone interviews of 40,509 adults (including roughly 60 percent who were interviewed by cell phone) conducted between May 18, 2016 and January 10, 2017 by professional interviewers under the direction of SSRS. The AVA was made possible by generous grants from The Ford Foundation, The Carnegie Corporation of New York, the Arcus Foundation, the Gill Foundation, and the Nathan Cummings Foundation.

Throughout the field period, interviewing occurred each week over a five-day period, from Wednesday through Sunday or from Thursday through Monday. Each week interviews were conducted among approximately 1,000 adults (including roughly 600 cell phone interviews).

Data collection was based on stratified, single-stage, random-digit-dialing (RDD) of landline telephone households and randomly generated cell phone numbers. The sample was designed to represent the total U.S. adult population from all 50 states, including Hawaii and Alaska. The landline and cell phone samples were provided by Marketing Systems Group. The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

The weighting was accomplished in two separate stages. The first stage of weighting corrects for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. In the second stage, sample demographics were balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, region (U.S. Census definitions), population density, and telephone usage. The population density parameter was derived from 2010 Census data. The telephone usage parameter came from an analysis of the July-December 2015 National Health Interview Survey. All other weighting parameters were derived from an analysis of the U.S. Census Bureau's May 2016 Current Population Survey.

The sample weighting was accomplished using iterative proportional fitting (IFP), a process that simultaneously balances the distributions of all variables. Weights are trimmed so that they do not exceed 4.0 or fall below 0.25 to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

Table 1 shows the margin of error and design effect for each weekly issue survey at the 95% level of confidence. The margin of error for the total issue sample is +/- 0.6 percentage points at the 95% level of confidence. The design effect for the total issue sample is 1.4. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context, and order effects.

Appendix: Sample Sizes and Margin of Error

Table 1: Weekly Issue Sample Sizes, Margin of Error, and Design Effect for Issue Questions

<u>Field Dates</u>	<u>Unweighted Sample Size</u>	<u>Margin of Error</u>	<u>Design Effect</u>
May 18, 2016 – Jan. 10, 2017 ³	40,509	0.6	1.4
Jan. 6-10	1,020	3.7	1.5
Jan. 4-8	1,015	3.7	1.5
Dec. 27 – Jan. 2	1,014	3.6	1.4
Dec. 20-26	1,015	3.6	1.4
Dec. 14-19	1,016	3.7	1.4
Dec. 9-13	1,001	3.7	1.4
Dec. 7-11	1,004	3.6	1.4
Nov. 30 – Dec. 4	1,011	3.7	1.4
Nov. 22-27	1,018	3.6	1.4
Nov. 16-20	1,016	3.6	1.3
Nov. 11-15	1,002	3.6	1.4
Nov. 9-13	1,006	3.6	1.4
Oct. 26-30	1,016	3.5	1.3
Oct. 19-23	1,011	3.7	1.5
Oct. 12-17	1,005	3.7	1.4
Oct. 7-11	1,022	3.6	1.3
Oct. 5-9	1,009	3.6	1.4
Sept. 28-Oct. 2	1,017	3.6	1.3
Sept. 21-25	1,000	3.7	1.4
Sept. 14-18	1,009	3.7	1.4
Sept. 7-11	1,004	3.6	1.4
Aug. 31–Sept. 4	1,000	3.7	1.5
Aug. 24-28	1,020	3.6	1.4
Aug. 17-21	1,020	3.6	1.4
Aug. 12-16	1,012	3.6	1.4
Aug. 10-14	1,002	3.8	1.5
Aug. 3-7	1,007	3.7	1.4
July 27-31	1,015	3.7	1.4
July 20-24	1,006	3.8	1.5
July 13-17	1,011	3.7	1.5
July 6-10	1,006	3.7	1.5
June 29 – July 3	1,004	3.7	1.4
June 22-26	1,020	3.6	1.4
June 15-19	1,016	3.7	1.4
June 10-14	1,020	3.7	1.4
June 8-12	1,000	3.6	1.4
June 3-7	1,015	3.6	1.4

³ A total of 75 interviews were conducted outside the weeks listed in this table.

June 1-5	1,015	3.6	1.4
May 25-29	1,007	3.7	1.4
May 18-22	1,007	3.7	1.5