

American Values Atlas 2017
April 5, 2017- December 23, 2017
N=40,017

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>	30	31	16	14	9=100
Dec. 19-23	31	34	17	10	8=100
Dec. 13-17	29	30	17	14	11=100
Dec. 6-10	31	32	15	13	9=100
Nov. 29 – Dec. 3	32	33	17	9	9=100
Nov. 21-26 ¹	32	30	19	13	6=100
Nov. 15-19	28	34	19	13	7=100
Nov. 8-12	30	31	14	16	9=100
Nov. 1-5	28	33	17	13	10=100
Oct. 25-29	34	29	16	15	6=100
Oct. 18-22	29	32	17	17	5=100
Oct. 11-15	27	35	17	13	7=100
Oct. 4-8	27	36	19	12	6=100
Sept. 27 – Oct. 2	31	32	18	14	5=100
Sept. 20-24	28	31	20	12	9=100
Sept. 13-17	31	29	19	13	8=100
Sept. 8-12	31	29	14	16	10=100
Aug. 30 – Sept. 3	30	32	14	15	9=100
Aug. 24-27	33	32	17	12	6=100
Aug. 16-20	35	28	15	13	9=100
Aug. 9-13	31	28	15	16	9=100
Aug. 4-8	39	27	13	17	5=100
Aug. 2-7	38	29	12	15	7=100

¹ No interviewing was conducted on November 23, 2017.

July 26-30	26	30	17	14	12=100
July 19-23	29	34	15	11	11=100
July 12-16	27	31	19	12	11=100
July 5-9	26	30	17	14	12=100
June 28-July 2	25	33	18	14	10=100
June 21-25	30	28	18	13	10=100
June 14-18	32	32	17	11	8=100
June 7-11	28	32	15	14	11=100
May 31-June 4	30	31	17	13	10=100
May 24-28	29	34	15	13	8=100
May 17-21	35	26	16	16	6=100
May 12-16	31	31	15	14	9=100
May 5-9	29	33	17	13	9=100
May 4-9	32	29	17	13	9=100
April 26-30	30	30	16	14	11=100
April 19-23	28	31	17	15	9=100
April 11-15	29	31	15	16	9=100
April 5-9	32	29	16	14	10=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

	Strongly <u>favor</u>	<u>Favor</u>	<u>Oppose</u>	Strongly <u>oppose</u>	Don't know/ Refused <u>(VOL.)</u> 8=100
<i>Combined (Avg.)</i>	13	20	28	32	8=100
Dec. 19-23	15	20	26	32	8=100
Dec. 13-17	14	22	26	31	8=100
Dec. 6-10	14	20	27	29	9=100
Nov. 29 – Dec. 3	10	20	30	29	11=100
Nov. 21-26	10	17	32	34	7=100
Nov. 15-19	13	23	28	29	6=100
Nov. 8-12	13	20	26	31	9=100
Nov. 1-5	12	22	28	29	9=100
Oct. 25-29	13	16	28	37	6=100
Oct. 18-22	14	21	30	31	4=100
Oct. 11-15	14	20	27	31	8=100
Oct. 4-8	14	20	28	31	7=100
Sept. 27 – Oct. 2	12	22	27	33	5=100
Sept. 20-24	14	23	28	27	8=100
Sept. 13-17	11	23	29	29	8=100
Sept. 8-12	13	19	25	34	9=100
Aug. 30 – Sept. 3	13	19	28	34	7=100
Aug. 24-27	12	21	26	33	9=100
Aug. 16-20	14	17	26	35	9=100
Aug. 9-13	14	19	24	35	8=100
Aug. 4-8	18	22	22	34	5=100
Aug. 2-7	14	24	27	30	5=100
July 26-30	15	19	29	29	8=100
July 19-23	12	21	29	28	10=100
July 12-16	13	20	28	29	10=100
July 5-9	9	19	31	31	9=100
June 28-July 2	10	20	32	29	9=100
June 21-25	11	20	29	31	10=100
June 14-18	9	17	33	35	7=100
June 7-11	11	18	30	31	10=100
May 31-June 4	11	18	32	31	8=100
May 24-28	13	19	30	32	7=100
May 17-21	15	17	25	37	6=100
May 12-16	13	18	26	33	10=100

May 5-9	12	21	27	31	9=100
May 4-9	13	21	28	31	7=100
April 26-30	10	15	30	34	10=100
April 19-23	12	18	29	32	9=100
April 11-15	11	20	29	31	8=100
April 5-9	12	15	31	34	8=100

c. Laws that would protect gay, lesbian, bisexual, and transgender people against discrimination in jobs, public accommodations, and housing

	<u>Strongly favor</u>	<u>Favor</u>	<u>Oppose</u>	<u>Strongly oppose</u>	<u>Don't know/ Refused (VOL.)</u>
<i>Total 2017</i>	35	35	14	9	8=100
Dec. 19-23	33	38	14	9	6=100
Dec. 13-17	32	35	16	10	7=100
Dec. 6-10	33	33	14	11	9=100
Nov. 29 – Dec. 3	32	36	13	7	11=100
Nov. 21-26	33	36	16	9	5=100
Nov. 15-19	34	35	16	9	6=100
Nov. 8-12	35	34	12	10	9=100
Nov. 1-5	32	33	16	9	10=100
Oct. 25-29	39	32	15	10	3=100
Oct. 18-22	38	32	14	12	5=100
Oct. 11-15	33	36	14	10	7=100
Oct. 4-8	34	39	12	8	6=100
Sept. 27 – Oct. 2	33	37	15	9	6=100
Sept. 20-24	32	36	15	8	8=100
Sept. 13-17	31	35	17	10	7=100
Sept. 8-12	34	31	12	12	11=100
Aug. 30 – Sept. 3	35	35	15	9	6=100
Aug. 24-27	38	33	13	10	7=100
Aug. 16-20	40	31	12	10	8=100
Aug. 9-13	39	28	13	11	10=100
Aug. 4-8	43	28	14	11	5=100
Aug. 2-7	41	32	11	10	6=100
July 26-30	34	35	13	9	9=100
July 19-23	31	39	13	8	9=100
July 12-16	31	39	14	7	9=100
July 5-9	31	37	13	9	10=100
June 28-July 2	31	39	14	6	9=100
June 21-25	33	34	14	9	10=100
June 14-18	37	35	13	7	6=100
June 7-11	33	35	13	9	11=100
May 31-June 4	33	36	14	9	8=100
May 24-28	35	38	14	9	4=100
May 17-21	40	33	12	11	4=100
May 12-16	36	32	12	10	10=100
May 5-9	38	36	12	7	7=100
May 4-9	37	35	10	9	10=100

April 26-30	34	36	14	8	8=100
April 19-23	34	36	14	8	7=100
April 11-15	35	37	12	9	7=100
April 5-9	36	33	14	10	7=100

Survey Methodology

The 2017 American Values Atlas (AVA) is a project of PRRI. Results for questions on specific issues (e.g. LGBT issues) are based on a subset of 40,017 telephone interviews (including 23,903 cell phone interviews) conducted between April 5, 2017 and December 23, 2017 by professional interviewers under the direction of SSRS. The AVA was made possible by generous grants from the Evelyn and Walter Haas, Jr. Fund, the Gill Foundation, the Nathan Cummings Foundation, and the Unitarian Universalist Veatch Program at Shelter Rock.

Throughout 2017, at least 1,000 interviews were completed each week, with about 600 interviews conducted among respondents on their cell phones. Each week, interviewing occurred over a five-day period, from Wednesday through Sunday or from Thursday through Monday. 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.

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 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 January-June 2017 National Health Interview Survey. All other weighting parameters were derived from an analysis of the U.S. Census Bureau's March 2017 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.

The margin of error for the sample is +/- 1.2 percentage points at the 95% level of confidence. The design effect is 1.4. Table 1 shows the margin of error and design effect for each weekly survey at the 95% level of confidence. Tables 2 and 3 show the sample sizes for each state and metro area. 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>
Dec. 19-23	1,010	3.7	1.5
Dec. 13-17	1,009	3.6	1.4
Dec. 6-10	1,007	3.6	1.4
Nov. 29 – Dec. 3	1,008	3.6	1.4
Nov. 21-26	260	7.5	1.5
Nov. 15-19	1,009	3.6	1.4
Nov. 8-12	1,010	3.7	1.4
Nov. 1-5	1,009	3.7	1.4
Oct. 25-29	1,010	3.8	1.5
Oct. 18-22	1,009	3.7	1.4
Oct. 11-15	1,010	3.7	1.4
Oct. 4-8	1,008	3.8	1.5
Sept. 27 – Oct. 2	1,017	3.7	1.5
Sept. 20-24	1,003	3.8	1.5
Sept. 13-17	1,009	3.7	1.5
Sept. 8-12	1,012	3.7	1.4
Aug. 30 – Sept. 3	1,016	3.7	1.5
Aug. 24-27	1,000	3.8	1.5
Aug. 16-20	1,014	3.7	1.5
Aug. 9-13	1,013	3.7	1.4
Aug. 4-8	1,024	3.8	1.5
Aug. 2-7	1,000	3.8	1.5
July 26-30	1,007	3.6	1.4
July 19-23	1,016	3.7	1.4
July 12-16	1,014	3.6	1.4
July 5-9	1,020	3.6	1.4
June 28-July 2	1,009	3.7	1.4
June 21-25	1,018	3.7	1.4
June 14-18	1,011	3.6	1.4
June 7-11	1,019	3.7	1.4
May 31-June 4	1,010	3.7	1.4
May 24-28	1,014	3.7	1.4
May 17-21	1,009	3.7	1.4
May 12-16	1,019	3.6	1.4
May 5-9	1,045	3.7	1.5
May 4-9	1,001	3.8	1.5
April 26-30	1,012	3.5	1.3
April 19-23	1,028	3.7	1.4
April 11-15	1,011	3.7	1.5
April 5-9	1,001	3.6	1.4

Table 2: State Sample Sizes

<u>State</u>	<u>Total Sample</u>	<u>Issue Subsample</u>
United States	71,197	40,017
Alabama	1,100	624
Alaska	287	156
Arizona	1,444	792
Arkansas	641	340
California	7,260	3,942
Colorado	1,210	631
Connecticut	659	385
Delaware	219	167
Florida	4,374	2,495
Georgia	2,171	1,186
Hawaii	298	163
Idaho	461	264
Illinois	2,452	1,387
Indiana	1,531	928
Iowa	895	500
Kansas	686	372
Kentucky	1,017	559
Louisiana	983	578
Maine	359	198
Maryland	1,220	700
Massachusetts	1,280	698
Michigan	2,348	1,354
Minnesota	1,412	787
Mississippi	586	303
Missouri	1,505	845
Montana	348	195
Nebraska	519	285
Nevada	832	491
New Hampshire	311	181
New Jersey	1,774	979
New Mexico	534	304
New York	4,548	2,548
North Carolina	2,499	1,385
North Dakota	247	157
Ohio	2,750	1,524
Oklahoma	794	434

Oregon	1,130	664
Pennsylvania	3,278	1,792
Rhode Island	222	164
South Carolina	1,116	608
South Dakota	259	165
Tennessee	1,480	808
Texas	4,944	2,813
Utah	732	370
Vermont	212	168
Virginia	1,955	1,120
Washington	1,762	1,036
West Virginia	503	282
Wisconsin	1,522	855
Wyoming	236	170

Table 3: Metro Area Sample Sizes

<u>Metro Area</u>	<u>Total Sample</u>	<u>Issue Subsample</u>
United States	71,197	40,017
Atlanta	1,159	631
Boston	841	445
Charlotte	538	290
Chicago	1,735	970
Cincinnati	523	306
Cleveland	466	268
Columbus	459	246
Dallas	1,247	710
Denver	584	297
Detroit	926	539
Houston	1,055	584
Indianapolis	491	285
Kansas City	514	279
Las Vegas	606	360
Los Angeles	2,247	1,176
Miami	1,062	618
Milwaukee	399	222
Minneapolis-St. Paul	878	474
Nashville	353	182
New York City	4,183	2,314
Orlando	449	242
Philadelphia	1,428	805
Phoenix	907	501
Pittsburgh	660	372
Portland	583	347
San Francisco	833	472
Seattle	782	464
St. Louis	726	422
Tampa-St. Petersburg	666	402
Washington, D.C.	1,396	799