



PRRI 2018 American Values Atlas
March 15, 2018 - December 16, 2018
N=40,292

Questions 1-6 held for future release.

Q.7 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. Laws that would protect gay, lesbian, bisexual, and transgender people against discrimination in jobs, public accommodations, and housing

Table with 6 columns: Survey Period, Strongly favor, Favor, Oppose, Strongly oppose, Don't know/Refused (VOL.). Rows include 'Combined (Avg.)' and various date ranges from March 15-18 to October 9-15.

October 16-21	35	34	12	14	5=100
October 23-28	31	36	16	11	5=100
October 30-November 4	33	35	16	11	6=100
November 7-13	37	35	14	9	6=100
November 13-18	32	36	16	10	5=100
November 20-25	29	38	16	11	5=100
November 27- December 2	32	37	15	10	5=100
December 4-9	32	38	16	11	4=100
December 11-16	29	41	15	10	6=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>	15	21	28	29	7=100
March 15-18	15	21	26	32	6=100
March 21-25	14	22	27	30	6=100
March 27-31	17	23	28	25	7=100
April 4-8	15	18	27	32	9=100
April 11-15	15	22	28	25	9=100
April 18-22	15	21	29	25	9=100
April 25-29	15	18	29	29	9=100
May 2-6	16	23	26	27	8=100
May 8-12	13	21	28	28	10=100
May 17-21	15	17	27	32	9=100
May 23-27	17	18	26	31	9=100
May 30-June 3	20	17	23	35	5=100
June 6-10	18	19	24	30	9=100
June 13-18	19	20	23	30	8=100
June 20-24	19	19	24	29	8=100
June 27-July 3	18	25	24	25	8=100
July 2-8	16	25	25	24	10=100
July 11-15	20	20	22	31	7=100
July 18-24	14	25	26	25	10=100
August 1-5	13	20	26	30	11=100
August 8-12	17	17	28	31	8=100
August 14-19	15	22	28	26	9=100
August 21-26	16	19	25	34	6=100
August 28-September 2	17	20	24	34	5=100
September 4-9	17	23	28	25	7=100
September 11-16	16	20	29	28	7=100
September 11-16	16	19	26	33	6=100
September 18-23	16	20	30	27	6=100
September 25-30	13	24	31	28	4=100
October 2-7	16	22	30	27	4=100
October 9-15	19	18	30	28	5=100

October 16-21	16	21	27	30	6=100
October 23-28	12	25	30	27	5=100
October 30-November 4	13	23	27	31	6=100
November 7-13	14	22	30	29	5=100
November 13-18	12	23	32	27	6=100
November 20-25	13	24	30	27	6=100
November 27-December 2	12	21	33	26	7=100
December 4-9	11	20	34	29	6=100
December 11-16	14	23	32	25	6=100

c. 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>March/July</i>	31	31	16	14	8=100
March 15-25	28	32	19	14	7=100
June 27-July 8	35	29	13	15	8=100

Survey Methodology

The 2018 American Values Atlas (AVA) is a project of PRRI. Results for all demographic, religious affiliation, and political affiliation questions were based on 54,357 bilingual telephone interviews (including 32,569 cell phone interviews) conducted between January 3, 2018 and December 30, 2018 by professional interviewers under the direction of SSRS. Results for questions on specific issues (e.g., LGBT issues) are based on a subset of 40,292 telephone interviews (including 24,149 cell phone interviews) conducted between March 14, 2018 and December 16, 2018. Results for questions on same-sex marriage are based on a subset of 4,028 telephone interviews (including 2,413 cell phone interviews) conducted between March 14, 2018 and March 25, 2018 and between June 27, 2018 and July 8, 2018. The AVA was made possible by a generous grant from an anonymous donor with additional support from **The Nathan Cummings Foundation, The Evelyn and Walter Haas, Jr. Fund, The Gill Foundation, and United Universalist Veatch Program at Shelter Rock.**

Throughout 2018, 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- or six-day period, starting Tuesdays or Wednesdays and going through Sunday or 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 table below shows the sample sizes for all 50 states and 30 metro areas for both sample and issue subsample. The margin of error for the total sample is +/- 0.4 percentage points at the 95% level of confidence. The margin of error for issue subsample is +/- 0.5

percentage points at the 95% level of confidence. The margin of error for the same-sex marriage question subsample is +/-1.5 percentage points at the 95% level of confidence. The design effect for the total sample, the issue subsample, and the same-sex marriage question subsample 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>
December 11-16	1013	3.1	1.4
December 4-9	1014	3.1	1.4
November 27-December 2	1003	3.1	1.4
November 20-25	1000	3.1	1.4
November 13-18	1001	3.1	1.4
November 7-13	1001	3.1	1.4
October 30-November 4	1004	3.1	1.5
October 23-28	1000	3.1	1.5
October 16-21	1003	3.1	1.4
October 9-15	1004	3.1	1.4
October 2-7	1017	3.1	1.5
September 25-30	1001	3.1	1.4
September 18-23	1006	3.1	1.5
September 11-16	1006	3.1	1.5
September 11-16	1007	3.1	1.4
September 4-9	1008	3.1	1.4
August 28-September 2	1002	3.1	1.5
August 21-26	1016	3.1	1.4
August 14-19	1005	3.1	1.4
August 8-12	1008	3.1	1.5
August 1-5	1003	3.1	1.5
July 18-24	1011	3.1	1.4
July 11-15	1007	3.1	1.5
July 2-8	1007	3.1	1.4
June 27-July 3	1001	3.1	1.5
June 20-24	1018	3.1	1.4
June 13-19	1018	3.1	1.5
June 6-June 10	1006	3.1	1.4
May 30-June 3	1009	3.1	1.4
May 23-27	1004	3.1	1.4
May 17-21	1004	3.1	1.4
May 8-12	1004	3.1	1.4
May 2-6	1004	3.1	1.4
April 25-29	1004	3.1	1.4
April 18-22	1003	3.1	1.4
April 11-15	1004	3.1	1.4
April 4-8	1004	3.1	1.4
March 27-31	1010	3.1	1.5
March 21-25	1010	3.1	1.3
<u>March 15-18</u>	<u>1010</u>	<u>3.1</u>	<u>1.5</u>

Table 1: State Sample Sizes

<u>State</u>	<u>Total Sample</u>	<u>Issue Subsample</u>
United States	54,357	40,292
Alabama	839	633
Alaska	277	224
Arizona	1,239	931
Arkansas	547	396
California	5,578	4,200
Colorado	880	658
Connecticut	543	397
Delaware	183	143
Florida	3,455	2,580
Georgia	1,633	1,228
Hawaii	226	171
Idaho	359	261
Illinois	1,723	1,258
Indiana	1,237	904
Iowa	723	526
Kansas	547	394
Kentucky	771	575
Louisiana	692	492
Maine	303	224
Maryland	949	706
Massachusetts	1,049	789
Michigan	1,711	1,292
Minnesota	1,070	763
Mississippi	395	296
Missouri	1,104	784
Montana	300	226
Nebraska	435	294
Nevada	472	338
New Hampshire	270	204
New Jersey	1,299	954
New Mexico	406	292
New York	3,410	2,553
North Carolina	1,730	1,274
North Dakota	187	142
Ohio	2,065	1,541
Oklahoma	652	476
Oregon	1,006	754
Pennsylvania	2,309	1,744
Rhode Island	164	121
South Carolina	822	619
South Dakota	184	142

Tennessee	1,192	867
Texas	3,853	2,780
Utah	646	498
Vermont	179	128
Virginia	1,503	1,127
Washington	1,433	1,044
West Virginia	401	301
Wisconsin	1,079	802
Wyoming	136	104

Table 2: Metro Area Sample Sizes

<u>Metro Area</u>	<u>Total Sample</u>	<u>Issue Subsample</u>
United States	54,357	40,292
Albany	206	140
Albuquerque	184	140
Allentown	168	135
Anchorage	143	113
Atlanta	895	690
Austin	320	232
Baltimore	485	349
Birmingham	207	152
Boston	729	552
Buffalo	235	182
Charleston	140	105
Charlotte	345	261
Chicago	1,182	874
Cincinnati	374	271
Cleveland	328	246
Columbus	356	255
Dallas	931	692
Dayton	157	112
Denver	404	308
Detroit	700	526
El Paso	141	108
Fresno	176	131
Grand Rapids	177	134
Greensboro	143	103
Greenville	142	103
Hartford	181	142
Houston	849	603
Indianapolis	361	277
Jacksonville	291	216
Kansas City	346	236
Knoxville	176	134
Las Vegas	301	211
Los Angeles	1,643	1,224
Louisville	253	198
Memphis	199	140
Miami	820	595
Milwaukee	300	226
Minneapolis-St. Paul	663	467
Nashville	286	206
New Orleans	190	138

New York City	3,085	2,295
Oklahoma City	205	155
Omaha	184	134
Orlando	357	278
Philadelphia	972	723
Phoenix	792	588
Pittsburgh	438	315
Portland	473	358
Providence	245	192
Raleigh	207	143
Richmond	206	153
Riverside	667	485
Rochester	212	167
Sacramento	347	271
Salt Lake City	260	197
San Antonio	321	223
San Diego	509	390
San Francisco	639	476
San Jose	249	187
Seattle	635	465
Spokane	148	111
St. Louis	484	362
Tampa-St. Petersburg	487	373
Tucson	184	143
Tulsa	168	125
Virginia Beach	317	241
Washington, D.C.	1,043	776
Worcester	148	107
