



# LION POLL

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CENTER FOR SURVEY RESEARCH AT PENN STATE HARRISBURG





# Report of Methods

**Fall 2021 Director's Questions: All Questions**

October 2021



**PennState**  
Harrisburg

Center for Survey Research

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## INTRODUCTION

The Lion Poll is an omnibus survey conducted by the Center for Survey Research (CSR) at Penn State Harrisburg. A total of 1,049 self-administered web surveys were completed by adult Pennsylvanians between September 13 and October 4, 2021. The Lion Poll used a quota-based invitation system to produce a final dataset that is representative of Pennsylvania's population by region and, separately, by age/gender combined categories. Project activity was directed by Tim Servinsky, Project Manager at the Center for Survey Research at Penn State Harrisburg.

The purpose of the Lion Poll is to provide timely and accurate data to agencies, organizations, and researchers with statewide interests and responsibilities. Sponsors of CSR's omnibus polls have used their results to track public policy issues; measure general attitudes, awareness, and knowledge of their organizations; and measure satisfaction with organizational services and performance.

### Data Analysis Notes

The following notes should be taken into account when reviewing the final dataset:

1. Data are not weighted; however, the final dataset is representative of Pennsylvania's population by region and, separately, by age/gender combined categories.
2. Percentages may not total to 100% due to the exclusion of 'Don't know' responses.
3. See Appendix A of the report for a map and list of the Lion Poll regions.
4. See Appendix B for the sponsored survey questions and standard demographics that were used in data collection.

## METHODOLOGY

### Instrument Development

During August 2021, the CSR project team worked in consultation with the various Lion Poll sponsors to develop and refine survey questions for use in data collection.

The instrument was programmed using Qualtrics web survey software. Qualtrics' online survey platform allows for complex question patterns and automatic skipping when appropriate to create a seamless flow from one question to the next for respondents.

### Respondent Recruitment

CSR utilized Marketing Systems Group (MSG) of Horsham, Pennsylvania to recruit respondents who had previously signed up to participate in a variety of web survey panels in exchange for nominal compensation. These web survey panels were constructed utilizing a double opt-in recruitment technique. In a double opt-in system, the potential respondents provide their email address to indicate interest in participating in the panel. An automated email is then sent to the email address provided to ensure that the owner of the email address is aware of the intended use. Once the email owner confirms their interest in participating, the individual becomes part of the panel. After providing information on a wide variety of demographic topics to establish a panelist profile, the panelist is eligible to participate in future surveys. A double opt-in system guarantees that all respondents have provided explicit consent to be contacted for marketing and/or research purposes in compliance with all applicable federal laws.

MSG's panel partners sent emails to potential respondents that included a customized link with a respondent identifier. This link took the potential respondent directly to the web survey programmed in CSR's Qualtrics account. Upon successful completion of the survey, CSR re-directed the respondent to the appropriate panel provider via a customized link that included the unique respondent identifier. As a result of this setup, only members of the CSR project team had access to the survey results, and CSR never had access to any personally identifiable information of any of the panel respondents.

In addition, CSR worked with Precision Opinion, Inc. (Precision) of Las Vegas, Nevada to recruit respondents via a text-to-web sampling methodology. Precision sent text messages via manual

dialing to cell phone numbers selected from the Aristotle Consumer Sample database. Interactive Marketing Solutions (IMS) was utilized to identify and remove non-cellular phone numbers from the starting sample. Individuals who had previously opted out of communications from Precision were also removed from the initial sample. Invitations were then sent in two waves. The first wave was sent to a statewide sample that was representative by age/gender and region, as indicated by the Aristotle database. The second wave of sample was selected based on completion rates and remaining quota needs by age/gender and region.

Each text message included a customized link with respondent identifier inviting sampled individuals to the Lion Poll web survey. Upon successful completion of the survey, CSR re-directed the respondent to a closing page hosted by Precision via a customized link that included the unique respondent identifier. As with the panelists, only members of the CSR project team had access to the survey results, and CSR never had access to any personally identifiable information of any of the text-to-web survey respondents.

Precision Opinion's text message recruitment procedures are fully compliant with all federal and state laws (including TCPA, the Telephone Consumer Protection Act), to send text messages to non-opt-in mobile numbers for the purposes of conducting research. Every message is sent personalized using human intervention, ensuring one-to-one interaction. Potential participants can also opt out of all future communication from Precision by replying "STOP" to the message.

Finally, CSR recruited respondents via public posts on social media sites Facebook and Instagram. This was done to ensure representation of 18-34-year-old respondents. The social media sites never had access to any respondent data, and CSR never learned the respondents' identities because respondents were directed to the survey via anonymous links. Neither text-to-web nor social media respondents were compensated for their participation.

### **Response Quality**

Regular panel maintenance was performed to ensure that high-quality respondents were being utilized in the Lion Poll. First, answers to demographic questions were periodically checked to make sure that they matched with the initial panel profile established by respondents. CSR also asked screening questions in such a way that the potential respondents did not know what characteristics

were required for participation. Since panelists are paid for their participation, this decreases the chance of the respondent fabricating answers to gain access to the study.

CSR also embedded attention check questions and straight-lining checks into the Lion Poll to confirm that respondents were carefully reading and responding to questions. Straight-lining is when a respondent answers all questions in a series in the same way. To check for this, one item was included in a question series in two different ways: once with positive wording and once with negative wording. If a respondent is carefully reading the questions, they will answer these questions in contrasting ways. If a respondent participated in straight-lining or answered an attention check question incorrectly, their survey was immediately terminated, and their response was removed from the final dataset. In addition, CSR identifies these responses as “low-quality,” and panelists are excluded from participation in future surveys after three low-quality responses. The final dataset was also checked for duplicate responses using key demographic indicators and open-ended question responses. Finally, CSR reviewed responses for other quality measures, such as survey duration (outlying surveys that were completed very quickly were removed), and applicability of open-ended responses to prevent automated (bot) responses from being included in the final dataset.

### **Sample Representation**

The sample frame for the Lion Poll consisted of three groups of adult Pennsylvanians: Individuals who signed up to participate in an opt-in panel, individuals who had the capacity to view CSR’s social media posts, and those who had a working cell phone and were listed as a Pennsylvania resident in a consumer database. Potential panel respondents were invited from the universe of all available panelists on the basis of the Pennsylvania county, age, and gender indicated in their panelist profile. Text-to-web respondents were selected based the Pennsylvania county, age, and gender listed in the Aristotle Consumer Sample database. Finally, individuals who viewed CSR’s social media posts were also included in the sample. Potential respondents did not have to belong to a social media site in order to view the public posts or participate in the survey; however, paid advertisements were used to target 18-34 year-old users of Facebook and Instagram. County, zip code, age, and gender were also asked as screener questions at the beginning of the survey to guarantee that respondents matched expected profiles and were qualified to participate in the survey.



To ensure that the results of the Lion Poll were not biased toward any particular location, age, or gender, CSR programmed quotas into the Qualtrics web survey platform to guarantee that the final dataset would be representative of Pennsylvania’s known population by region and, separately, by age/gender combined categories. Region quotas were developed by totaling Pennsylvania’s population by county and then determining what proportion of the state’s residents lived in the counties represented by each region.

Tables 1 through 3 display the proportions of respondents in the final dataset by age/gender category, region, and sample source. The data source used to establish quotas was the July 1, 2020 State Population Estimates, U.S. Census Bureau, Population Division. Since the final dataset was representative of Pennsylvania’s population by age, gender, and region, weighting was not needed for these groups. For a map and list of the Lion Poll’s regions by county, please see Appendix A.

**Table 1. Final Responses by Age and Gender**

|                   | Interviewed | Census % |
|-------------------|-------------|----------|
| <b>Man</b>        |             |          |
| 18-34 years       | 150         | 14.3%    |
| 35-64 years       | 249         | 23.7%    |
| 65 years and over | 111         | 10.6%    |
| <b>Woman</b>      |             |          |
| 18-34 years       | 142         | 13.5%    |
| 35-64 years       | 263         | 25.1%    |
| 65 years and over | 134         | 12.8%    |

**Table 2. Final Responses by Region**

|                      | Interviewed | Census % |
|----------------------|-------------|----------|
| <b>Northern</b>      | 73          | 7.0%     |
| <b>Central</b>       | 98          | 9.3%     |
| <b>Northeast</b>     | 173         | 16.5%    |
| <b>Southwest</b>     | 211         | 20.1%    |
| <b>South Central</b> | 159         | 15.2%    |
| <b>Southeast</b>     | 335         | 31.9%    |

**Table 3. Final Responses by Source**

|                     | Interviewed | Percent |
|---------------------|-------------|---------|
| <b>Survey panel</b> | 562         | 53.6%   |
| <b>Text-to-web</b>  | 482         | 45.9%   |
| <b>Social media</b> | 5           | 0.5%    |

It should be noted that respondents were not selected from the general population at random; rather, only adults who opted to participate in a paid web survey panel, had a working cell phone and were listed as a Pennsylvania resident in a consumer database, or had seen public social media posts on Facebook or Instagram were included in the sampling frame. In addition, as with all public opinion surveys, the results are representative only of those who chose to participate. As a result, certain biases exist that might prevent a direct comparison to Pennsylvania's general population. Namely, results may be biased against those who are less likely to participate in web survey panels or view social media, and those who do not have a working cell phone or were not listed in the Aristotle Consumer Sample database (sample frame bias) and those panelists, cell phone users/database members, and social media users who chose to not participate in this survey (non-response bias). In addition, although respondents who do not have access to the internet at home are less likely to sign up for web survey panels or use social media, they are not excluded from participating, and may do so through the use of public internet access, mobile phones, or internet at their place of employment. Finally, panel respondents received a small incentive to participate, although this is considered to be negligible in terms of overall survey bias.

To minimize these potential biases, key demographic responses were monitored and compared to Census data to ensure that the final sample was reflective of characteristics that are known to potentially bias responses. Rigorous efforts were employed to ensure that the characteristics of the respondents in the final dataset are representative of Pennsylvania's diverse population, despite the non-probability-based sampling method employed. Although the Lion Poll is considered to be a non-probability-based sampling method, the quotas utilized resulted in a final dataset that is representative of Pennsylvania's population by region, age, and gender.

### **Data Collection**

Surveys were self-administered through Qualtrics Online Survey Platform. As mentioned previously, rigorous strategies were employed to ensure high-quality survey responses from trusted panel, text-to-web, and social media respondents. A 'soft launch' was performed where a working draft of the survey instrument was pre-tested with a small sample of respondents before full survey distribution began. The pre-test process ensured that the skipping patterns of the programmed survey instrument were functioning as intended. Pre-testing also increases the likelihood that the questions provide accurate data while decreasing the likelihood of collecting unusable data; therefore, it is an

integral component of questionnaire design. The pre-test findings were reviewed, found to be error-free, and incorporated into the final dataset.

Survey responses were collected through CSR's Qualtrics web survey account between September 13 and October 4, 2021. Waves of survey invitations were sent by Marketing Systems Group's panel partners and Precision Opinion, Inc. to potential survey respondents based on panelist profile characteristics, consumer database information, and the remaining region and age/gender quota needs. CSR also recruited participants via public social media posts targeted toward 18-34 year-old individuals. Respondents who indicated that they were at least 18 years of age and lived in Pennsylvania were deemed eligible to participate. Survey collection ended when CSR received 1,049 responses.

### **Data Preparation and Analysis Notes**

All survey data were recorded in Qualtrics and stored on a secure server that required two-factor authentication for access. Data were then extracted from Qualtrics into Statistical Package for the Social Sciences (SPSS) software to process and document the dataset. Blank and duplicate records were removed, and data were verified for accuracy of variable coding by running frequency distributions to check for out-of-range values. Finally, verbatim text was edited for clarity. All final data were reviewed by the senior staff of the Institute of State and Regional Affairs. A final survey dataset was created in SPSS for Windows version 27.0.

The following notes should be taken into account when reviewing the final dataset:

1. Data are not weighted; however, the final dataset is representative of Pennsylvania's population by region and, separately, by age/gender combined categories.
2. Percentages may not total to 100% due to the exclusion of 'Don't know' responses.
3. See Appendix A of the report for a map and list of the Lion Poll regions.
4. See Appendix B for the sponsored survey questions and standard demographics that were used in data collection.

## PROJECT STATISTICS

The final dataset includes responses from 1,049 adult Pennsylvania residents. The average length of a completed survey was approximately 14 minutes. A total of 105,295 different individuals were invited to participate in the survey via web panels (6,991), text messages (76,414), and social media (23,450) during the data collection period. The survey's participation rate was calculated using the American Association of Public Opinion Research's Response Rate 3 (RR3) formula. RR3 is obtained by dividing the number of completed interviews by the sum of the numbers of completed interviews, partially completed interviews, refusals, and non-contacts. The participation rate is then adjusted by estimating the proportion of cases of unknown eligibility based on the known proportion of eligible cases of all cases for which eligibility was determined. This is a conservative estimate that ultimately underestimates the true participation rate. AAPOR sets an industry standard for consistent reporting among survey researchers. For more information, see AAPOR's "Standard Definitions report" at [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx).

**The final survey participation rate was 1.3%.** It should be noted that this rate estimates for eligibility based on eligibility screening criteria (i.e., age and geography) and the utilization of quotas. The rate does not estimate eligibility based on the validity of a respondent's email address, phone number, or database entry; therefore, the functional participation rate is higher than the reported rate. The participation rate is largely influenced by the quotas employed to ensure that the final dataset is representative of Pennsylvanians by age and gender category and, separately, by region. The reduced need for weighting ultimately improves the precision of the survey estimates, and participation rate is considered to be less relevant in assessing the quality of non-probability surveys.

### Margin of Error

The margin of error for this survey is +/- 3.0 percentage points with the conventional 95% degree of desired confidence. This means that in a sample of 1,000 respondents where the distribution of responses is within the vicinity of 50%, there is a 95% chance that if the survey were repeated, the results would not differ from the survey findings by more than 3.0 percentage points. A more extreme distribution of question responses has a smaller error range. Suppose that 80% of the respondents answer "Yes" and 20% answer "No;" then the sampling error in this case is 2.4 percentage points. That is, each percentage has a sampling error of +/- 2.4 percentage points.

## DEMOGRAPHIC PROFILE OF SURVEY RESPONDENTS

The following table shows the frequencies and percentages of survey respondents by key demographic characteristics.

**Table 4. Demographic Profile of Respondents<sup>1</sup>**

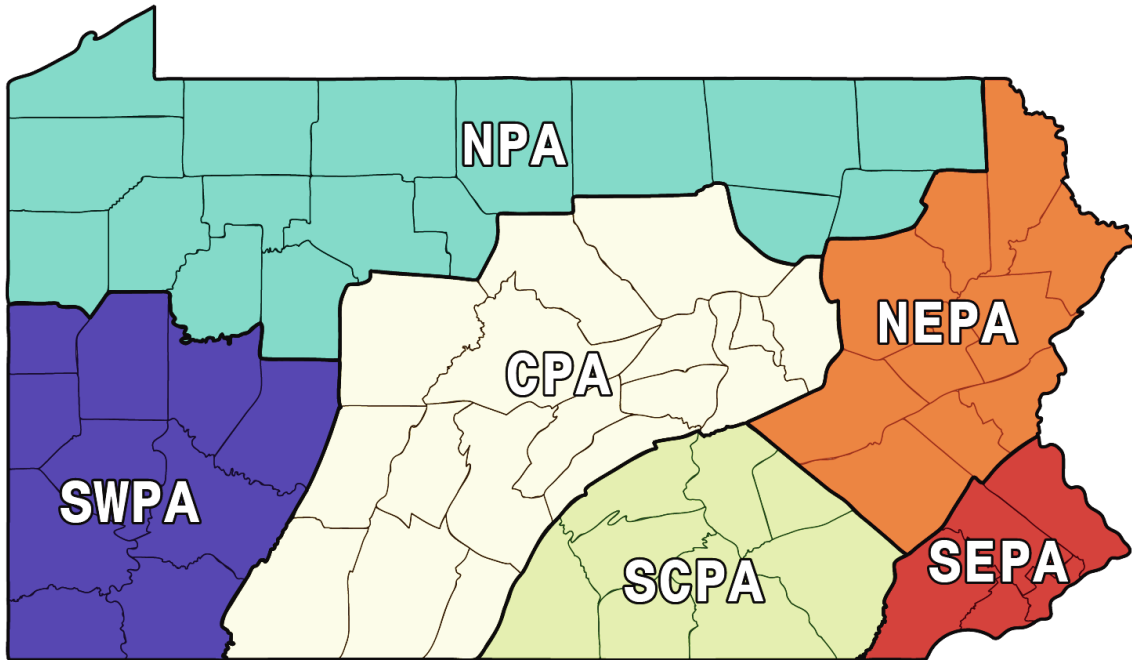
|   | Number | Percent |
|---|--------|---------|
| <b>Gender</b>                                     |        |         |
| Man   | 510    | 48.6%   |
| Woman   | 539    | 51.4%   |
| Cisgender (sex and gender are the same)           | 1,042  | 99.3%   |
| Not cisgender                                     | 7      | 0.7%    |
| <b>Age Category</b>                               |        |         |
| 18-34 years                                       | 292    | 27.8%   |
| 35-64 years                                       | 512    | 48.8%   |
| 65 years of age or older                          | 245    | 23.4%   |
| <b>Race/Ethnicity</b>                             |        |         |
| Hispanic  | 27     | 2.6%    |
| White, non-Hispanic                               | 912    | 88.1%   |
| Black - African American, non-Hispanic            | 54     | 5.2%    |
| Some other race (includes 2+ races), non-Hispanic | 42     | 4.1%    |
| <b>Marital Status</b>                             |        |         |
| Single / Never married                            | 264    | 25.3%   |
| Married / Living with partner                     | 607    | 58.3%   |
| Widowed / Divorced / Separated                    | 171    | 16.4%   |
| <b>Educational Attainment</b>                     |        |         |
| High school diploma/GED or less                   | 216    | 20.6%   |
| Some college (including 2-year/technical degree)  | 385    | 36.8%   |
| Four-year college degree                          | 270    | 25.8%   |
| Graduate work                                     | 176    | 16.8%   |
| <b>Household Income</b>                           |        |         |
| Less than \$25,000                                | 139    | 14.4%   |
| \$25,000 to \$49,999                              | 215    | 22.2%   |
| \$50,000 to \$74,999                              | 193    | 19.9%   |
| \$75,000 to \$99,999                              | 124    | 12.8%   |
| \$100,000 or more                                 | 297    | 30.7%   |
| <b>Federal Poverty Level (FPL) Status</b>         |        |         |
| At or below 100% of FPL                           | 106    | 11.0%   |
| At or below 150% of FPL                           | 196    | 20.2%   |
| At or below 200% of FPL                           | 283    | 29.2%   |

<sup>1</sup> Numbers may not add up to 1,049 due to rounding and the exclusion of “don’t know” responses.

**Table 4 (Continued). Demographic Profile of Respondents**

|   | Number              | Percent |
|---|---------------------|---------|
| <b>Employment Status</b>  |                     |         |
| Employed (full-time, part-time, self-employed)                                | 623                 | 59.6%   |
| Out of work and looking for work  | 53                  | 5.1%    |
| Other (not looking for work, homemaker, student, military, retired, disabled) | 370                 | 35.4%   |
| <b>Region</b>   |                     |         |
| Northern  | 73                  | 7.0%    |
| Central   | 98                  | 9.3%    |
| Northeast   | 173                 | 16.5%   |
| Southwest   | 211                 | 20.1%   |
| South Central   | 159                 | 15.2%   |
| Southeast   | 335                 | 31.9%   |
| <b>Zip Code Density</b>   |                     |         |
| Urban   | 872                 | 83.1%   |
| Mixed   | 74                  | 7.1%    |
| Rural   | 103                 | 9.8%    |
| <b>Veteran Status</b>   |                     |         |
| Veteran   | 102                 | 9.7%    |
| Not a veteran   | 945                 | 90.3%   |
| <b>Voter Registration</b>   |                     |         |
| Registered to vote  | 950                 | 91.3%   |
| Not registered to vote  | 91                  | 8.7%    |
| <b>Political Affiliation</b>  |                     |         |
| Republican  | 370                 | 39.8%   |
| Democrat  | 400                 | 43.1%   |
| Other (inc. Independent, Libertarian, & No Affiliation)                       | 159                 | 17.1%   |
| <b>Political Ideology</b>   |                     |         |
| Conservative  | 363                 | 37.2%   |
| Moderate  | 289                 | 29.6%   |
| Liberal   | 323                 | 33.1%   |
| <b>Sexual Orientation</b>   |                     |         |
| Straight / Heterosexual   | 929                 | 90.5%   |
| Not Straight / Heterosexual   | 98                  | 9.5%    |
| <b>Child Status</b>   |                     |         |
| Minor children living in household  | 286                 | 27.3%   |
| No minor children living in household   | 763                 | 72.7%   |
| <b>Household Size</b>   |                     |         |
| Total household size  | <b>Mean</b><br>2.58 |         |
| Number of adults living in household  | 2.10                |         |
| Number of minor children living in household                                  | 0.48                |         |

**APPENDIX A – MAP AND LIST OF SURVEY REGIONS**



| Northern    |                |             | Central |  |  | Northeast |  |  | Southwest    |            |              | South Central |  |  | Southeast |  |  |
|-------------|----------------|-------------|---------|--|--|-----------|--|--|--------------|------------|--------------|---------------|--|--|-----------|--|--|
| Bradford    | Bedford        | Berks       |         |  |  |           |  |  | Allegheny    | Adams      | Bucks        |               |  |  |           |  |  |
| Cameron     | Blair          | Carbon      |         |  |  |           |  |  | Armstrong    | Cumberland | Chester      |               |  |  |           |  |  |
| Clarion     | Cambria        | Lackawanna  |         |  |  |           |  |  | Beaver       | Dauphin    | Delaware     |               |  |  |           |  |  |
| Crawford    | Centre         | Lehigh      |         |  |  |           |  |  | Butler       | Franklin   | Montgomery   |               |  |  |           |  |  |
| Elk         | Clearfield     | Luzerne     |         |  |  |           |  |  | Fayette      | Lancaster  | Philadelphia |               |  |  |           |  |  |
| Erie        | Clinton        | Monroe      |         |  |  |           |  |  | Greene       | Lebanon    |              |               |  |  |           |  |  |
| Forest      | Columbia       | Northampton |         |  |  |           |  |  | Indiana      | Perry      |              |               |  |  |           |  |  |
| Jefferson   | Fulton         | Pike        |         |  |  |           |  |  | Lawrence     | York       |              |               |  |  |           |  |  |
| McKean      | Huntingdon     | Schuylkill  |         |  |  |           |  |  | Washington   |            |              |               |  |  |           |  |  |
| Mercer      | Juniata        | Wayne       |         |  |  |           |  |  | Westmoreland |            |              |               |  |  |           |  |  |
| Potter      | Lycoming       |             |         |  |  |           |  |  |              |            |              |               |  |  |           |  |  |
| Sullivan    | Mifflin        |             |         |  |  |           |  |  |              |            |              |               |  |  |           |  |  |
| Susquehanna | Montour        |             |         |  |  |           |  |  |              |            |              |               |  |  |           |  |  |
| Tioga       | Northumberland |             |         |  |  |           |  |  |              |            |              |               |  |  |           |  |  |
| Venango     | Snyder         |             |         |  |  |           |  |  |              |            |              |               |  |  |           |  |  |
| Warren      | Somerset       |             |         |  |  |           |  |  |              |            |              |               |  |  |           |  |  |
| Wyoming     | Union          |             |         |  |  |           |  |  |              |            |              |               |  |  |           |  |  |

## APPENDIX B – SURVEY INSTRUMENT

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### **Intro.**

You are invited to participate in a survey that is being conducted by the Center for Survey Research at Penn State Harrisburg.

Please click ">>" to tell us a bit about yourself.

---

### **State.** In what state do you live?

- Connecticut (1)
  - Delaware (2)
  - Maryland (3)
  - New Jersey (4)
  - New York (5)
  - Ohio (6)
  - Pennsylvania (7)
  - Virginia (8)
  - Some other state (9)
- 

### **County.** In what county do you live?

- I do not live in Pennsylvania (777)
- I don't know what county I live in (888)
- List of Pennsylvania counties (1 → 133, FIPS codes)

### **Zip.** What is your zip code?

---



**Sex.** Were you born male or female?

- Male (1)
- Female (2)

**Gender\_Initial.** Do you describe yourself as a man, a woman, or in some other way?

- Man (1)
- Woman (2)
- Some other way (3)
- Don't know / Not sure (9)

*Ask if [Sex=Male AND Gender\_Initial=Female] OR [Sex=Female AND Gender\_Initial=Man]*

**Gender\_Confirm.** Just to confirm, you were assigned <SEX> at birth and now describe yourself as <GENDER\_INITIAL>. Is that correct?

- Yes (1) - Continue
- No (2) - Return to Sex

*Ask if [Gender = Some other way] OR [Sex=Male and Gender=Woman] OR [Sex=Female and Gender=Man]*

**Gender\_Other.** How do you describe yourself?

- Trans man / Transgender male / Female-to-Male (FTM) (1)
- Trans woman / Transgender female / Male-to-Female (MTF) (2)
- Nonbinary / Gender fluid / Genderqueer / Neither exclusively male nor female (3)
- Something not listed, please specify: \_\_\_\_\_ (4)
- Don't know / Not sure (9)

**Age.** What is your age? \_\_\_\_\_

*Programming Note: If the respondent lives in Pennsylvania, provides their county, provides a valid Pennsylvania zip code, and is 18 years of age or older, they proceed to the survey. Otherwise, they are not eligible.*

**Inform.** Thank you for that information. You are eligible to participate in the survey. Please read the following information carefully and indicate whether you agree to participate in the survey below.

Your participation is voluntary, and the survey takes about 10 minutes. All of your answers will remain confidential. No one on the research team has access to your personal information. You have the right to end the survey at any time. If you have any questions about the survey, please feel free to contact the Center for Survey Research at [PSU Surveys@psu.edu](mailto:PSU Surveys@psu.edu). Your voluntary participation indicates your consent to participate in this research. Are you willing to participate?

- Yes, I am willing to participate (1) → Continue to survey
- No, I am not willing to participate (2) → End survey
- Don't know / Not sure (9) → End survey

**Agree.** Thank you for agreeing to participate! The first questions ask about **the United States and Pennsylvania.**

**US\_Dir.** Generally speaking, would you say that things in the **United States** are going in the right direction, or going in the wrong direction?

- Right direction (1)
- Wrong direction (2)
- Don't know / not sure (9)

**PA\_Dir.** Now thinking about **Pennsylvania**, would you say that things are going in the right direction, or going in the wrong direction?

- Right direction (1)
- Wrong direction (2)
- Don't know / Not sure (9)

**Problem.** In general, what is the biggest problem facing Pennsylvania today? Please be as specific as possible. Entering something that is not a real response will invalidate your survey.

\_\_\_\_\_

**Confidence.** How much **confidence** do you have in each of the following levels of government to fix domestic problems? *Note: Rotate order of presentation of government levels.*

|   | Quite a lot (4)       | Some (3)              | Very little (2)       | None at all (1)       | Don't know / Not sure (9) |
|---|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| Federal government in Washington (Conf_Fed) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Pennsylvania state government (Conf_State)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Local government (Conf_Local)               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |

**TrustMore.** Who do you trust **more** to fix Pennsylvania's problems? *Note: Rotate presentation of responses 1 and 2.*

- Pennsylvania state legislature (1)
  - Governor Wolf (2)
  - I do not trust either one more than the other (3)
  - Don't know / Not sure (9)
- 

*Ask of panel and social media respondents only.*

**AttnChk\_Elect.** What would you like to see elected leaders in Washington get done during the next few years?

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**Gun\_Difficult.** Do you think it is too easy to buy a gun in the U.S. today, too difficult to buy a gun in the U.S. today, or about right?

- Too easy (1)
- Too difficult (3)
- About right (2)
- Don't know / Not sure (9)

**AttnChk\_Fruit.** Which of the following is most similar to an apple?

- Banana (1)
- Chair (2)
- Dog (3)
- Television (4)
- Don't know / Not sure (9)

**T\_COVID** The next questions ask about the coronavirus, also known as COVID-19.

**COVID\_VACCINE\_STATUS** Have you been vaccinated against the coronavirus, also known as COVID-19?

- Yes, and I have received **both doses of a two-shot vaccine**, such as Moderna or Pfizer (1)
- Yes, but I have only received **1 dose of a two-shot vaccine**, such as Moderna or Pfizer (2)
- Yes, I received a **single dose vaccine**, such as Johnson & Johnson (4)
- No, **I have not been vaccinated** against the coronavirus (3)
- Don't know / Not sure (9)

*Display This Question:*

*If Have you been vaccinated against the coronavirus, also known as COVID-19? = Yes, but I have only received 1 dose of a two-shot vaccine, such as Moderna or Pfizer*

**COVID\_VACCINE\_FOLLOW** Do you plan to get the second dose of the coronavirus vaccine?

- I will definitely get the second dose (4)
- I will probably get the second dose (3)
- I will probably **NOT** get the second dose (2)
- I will definitely **NOT** get the second dose (1)

*Display This Question:*

*If Have you been vaccinated against the coronavirus, also known as COVID-19? = No, I have not been vaccinated against the coronavirus*

**COVID\_VACCINE\_PLAN** Do you plan to get the coronavirus vaccine?

- I will definitely get the vaccine (4)
- I will probably get the vaccine (3)
- I will probably **NOT** get the vaccine (2)
- I will definitely **NOT** get the vaccine (1)

*Display This Question:*

*If Do you plan to get the coronavirus vaccine? = I will probably <strong>NOT</strong> get the vaccine*

*Or Do you plan to get the coronavirus vaccine? = I will definitely <strong>NOT</strong> get the vaccine*

*Or Do you plan to get the second dose of the Moderna or Pfizer coronavirus vaccine? = I will probably NOT get the second dose*

*Or Do you plan to get the second dose of the Moderna or Pfizer coronavirus vaccine? = I will definitely NOT get the second dose*

**COVID\_VACCINE\_REASON** Below are reasons why someone might not want to get the coronavirus vaccine. Please indicate whether each is a major reason, minor reason, or not a reason why you might not get the vaccine.

Major reason (3)    Minor reason (2)    Not a reason (1)    Don't know / Not sure (9)

|   |                       |                       |                       |                       |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| I'm worried about possible side effects<br>(COVID_VACCINE_REASON_SideEffects)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I don't trust the government to make sure the vaccine is safe and effective<br>(COVID_VACCINE_REASON_GovTrust)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The vaccine is too new / I want to wait and see how it works for other people<br>(COVID_VACCINE_REASON_TooNew)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Politics has played too much of a role in the vaccine development process<br>(COVID_VACCINE_REASON_Politics)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The risks of COVID-19 are being exaggerated<br>(COVID_VACCINE_REASON_Exaggerated)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I don't trust vaccines in general (COVID_VACCINE_REASON_General)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I don't trust the health care system<br>(COVID_VACCINE_REASON_Healthcare)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I'm worried that I might get COVID-19 from the vaccine<br>(COVID_VACCINE_REASON_Contract)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I don't think I'm at risk of getting sick from COVID-19<br>(COVID_VACCINE_REASON_NotAtRisk)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I am considered a high-risk group for getting the vaccine (e.g., I am pregnant, I have an allergy to vaccine ingredients, etc.)<br>(COVID_VACCINE_REASON_HighRisk)                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| <i>Display This Choice:</i><br><i>If Do you plan to get the second dose of the Moderna or Pfizer coronavirus vaccine? = I will probably or definitely NOT get the second dose</i> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I think that one dose is enough to protect me<br>(COVID_VACCINE_REASON_OneDose)   |                       |                       |                       |                       |

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**COVID\_VACCINE\_RISK** Do you trust the CDC and public health authorities to judge the risks of vaccines?

- Yes (1)
  - No (2)
  - Don't know / Not sure (9)
- 

**COVID\_GENCONCERN** Are you very concerned, somewhat concerned, not very concerned, or not concerned at all about the spread of coronavirus to your community?

- Very concerned (4)
  - Somewhat concerned (3)
  - Not very concerned (2)
  - Not concerned at all (1)
  - Don't know / Not sure (9)
- 

*Note: Rotate COVID\_ENOUGH\_Biden and COVID\_Enough\_WOLF  
Ask of panel and social media respondents only.*

**COVID\_ENOUGH\_Biden** Do you think that President Biden is doing too much, just the right amount, or not enough to prevent the spread of coronavirus?

- Doing too much (1)
  - Doing just the right amount (2)
  - Not doing enough (3)
  - Don't know / Not sure (9)
-

*Ask of panel and social media respondents only.*

**COVID\_ENOUGH\_WOLF** Do you think that Governor Wolf is doing too much, just the right amount, or not enough to prevent the spread of coronavirus?

- Doing too much (1)
  - Doing just the right amount (2)
  - Not doing enough (3)
  - Don't know / Not sure (9)
- 

*Ask of panel and social media respondents only.*

**COVID\_REAL** Do you think the coronavirus is a real threat or blown out of proportion?

- A real threat (1)
  - Blown out of proportion (2)
  - Don't know / Not sure (9)
- 

*Ask of panel and social media respondents only.*

**COVID\_HEALTHSYSTEM** How confident are you that the health care system in the United States can handle the coronavirus pandemic?

- Very confident (4)
  - Somewhat confident (3)
  - Not very confident (2)
  - Not at all confident (1)
  - Don't know / Not sure (9)
-



Ask of panel and social media respondents only.

**COVID\_THREAT** How much of a threat is the coronavirus outbreak for each of the following?

|  | Major threat (3)      | Minor threat (2)      | Not a threat (1)      | Don't know / Not sure (9) |
|--|-----------------------|-----------------------|-----------------------|---------------------------|
| The U.S. economy<br>(COVID_THREAT_USEcon)                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| The health of the U.S. population as a whole<br>(COVID_THREAT_USPop) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Day-to-day life in your community<br>(COVID_THREAT_CommLife)         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Your personal financial situation<br>(COVID_THREAT_PersFin)          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Your personal health<br>(COVID_THREAT_PersHealth)                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |

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**COVID\_TRUST** How much do you trust each of the following to give you information about the coronavirus?

|   | A great deal (4)      | A good amount (3)     | Not very much (2)     | Not at all (1)        | Don't know / Not sure (9) |
|---|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| President Biden (COVID_TRUST_Biden)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Dr. Fauci, Chief Medical Advisor to President Biden (COVID_TRUST_Fauci)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Governor Wolf (COVID_TRUST_Wolf)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Federal government health agencies, such as the Centers for Disease Control (CDC) or the National Institutes for Health (NIH) (COVID_TRUST_FedHealthAgencies) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| State government health agencies, such as the PA Department of Health (COVID_TRUST_StateHealthAgencies)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Medical providers, such as doctors and nurses (COVID_TRUST_Medical)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Researchers who specialize in related topics, such as infectious disease experts and epidemiologists (COVID_TRUST_Researchers)                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| The news media (e.g., cable news, network news, newspapers, etc.) (COVID_TRUST_News)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Local government officials or representatives (COVID_TRUST_LocalGov)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Police organizations or officers (COVID_TRUST_Police)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Friends and family (COVID_TRUST_FriendsFamily)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Social media, like Facebook or Twitter (COVID_TRUST_SocialMedia)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Community organizations (COVID_TRUST_CommOrgs)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Religious organizations / leaders (COVID_TRUST_Religious)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Employers (COVID_TRUST_Empl)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |

*Ask of panel and social media respondents only.*

**COVID\_INFO** Where do you get **MOST** of your information about the coronavirus?

- President Biden (21)
  - Dr. Fauci, Chief Medical Advisor to President Biden (22)
  - Governor Wolf (3)
  - Federal government health agencies, such as the Centers for Disease Control (CDC) or the National Institutes for Health (NIH) (5)
  - State government health agencies, such as the PA Department of Health (6)
  - Medical providers, such as doctors and nurses (7)
  - Researchers who specialize in related topics, such as infectious disease experts and epidemiologists (8)
  - The news media (e.g., cable news, network news, newspapers, etc.) (9)
  - Local government officials or representatives (10)
  - Police organizations or officers (11)
  - Friends and family (12)
  - Social media, like Facebook or Twitter (13)
  - Community organizations (14)
  - Religious organizations / leaders (15)
  - Employers (16)
  - Other, please specify: (88) \_\_\_\_\_
-

**COVID\_PROOF\_BUSINESS.** Would you favor or oppose businesses requiring people to show proof of COVID-19 vaccination in order to do the following over the next several months?

|   | Strongly favor (4)    | Somewhat favor (3)    | Somewhat oppose (2)   | Strongly oppose (1)   | Don't know / Not sure (9) |
|---|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| Travel by airplane<br>(COVID_PROOF_BUSINESS_Airplane)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Attend events with large crowds, such as sporting events or concerts<br>(COVID_PROOF_BUSINESS_Events) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Go to your worksite to do your job<br>(COVID_PROOF_BUSINESS_Worksite)                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Stay in a hotel<br>(COVID_PROOF_BUSINESS_Hotel)   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Dine in at a restaurant<br>(COVID_PROOF_BUSINESS_DineIn)  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |

**COVID\_PROOF\_GOVT.** Do you favor or oppose Pennsylvania legislation that would prevent government entities, including school districts, from requiring proof of COVID-19 vaccination to use services, enter buildings, or undertake activities in the government entity's jurisdiction?

- Strongly favor (4)
- Somewhat favor (3)
- Somewhat oppose (2)
- Strongly oppose (1)
- Don't know / Not sure (9)

**T\_Dem.** These last questions are for classification purposes only.

**HH\_Adult. Including yourself,** how many adults (18 or older) live in your household? If you live alone, please enter "1".

**HH\_Child.** How many children under the age of 18 live in your household, regardless of whether or not they are related to you? If no children live in your household, enter "0".

*Display This Question:*

*If If How many children under the age of 18 live in your household, regardless of whether or not they are related to you? If no children live in your household, enter "0". Text Response Is Greater Than 0*

**HH\_Child\_0to5.** Are any of these children between the ages of 0 (newborn) to 5 years?

- Yes (1)
- No (0)
- Don't know / Not sure (9)

*Display This Question:*

*If If How many children under the age of 18 live in your household, regardless of whether or not they are related to you? If no children live in your household, enter "0". Text Response Is Greater Than 0*

**Childcare\_LastYear.** In the past year, have you relied on **arranged** child care for **any** children in your household? Arranged care can include any type of care on a planned schedule.

- Yes (1)
- No (0)
- Don't know / Not sure (9)

*Display This Question:*

*If in the past year, have you relied on arranged child care for any children in your household? = Yes*

**Childcare\_Payment.** Does the program or person who cares for this child receive payment for the service?

- Yes (1)
  - No (0)
  - Don't know / Not sure (9)
- 

*Display This Question:*

*If in the past year, have you relied on arranged child care for any children in your household?. = Yes*

**Childcare\_Difficult.** Was it difficult to find available care that met your needs?

- Yes (1)
  - No (0)
  - Don't know / Not sure (9)
- 

*Display This Question:*

*If in the past year, have you relied on arranged child care for any children in your household? Arra... = No*

**Childcare\_Interest.** Would you be interested in receiving child care services if they were affordable, convenient, and high-quality?

- Yes (1)
  - No (0)
  - Don't know / Not sure (9)
-

**Childcare\_Essential.** Which of the following **best** describes how you feel about the need for child care services for families that live in your community?

- Child care services are **not needed** by families in my community (1)
- Child care services are **helpful, but not essential** to families in my community (2)
- Child care services are **essential** to families in my community (3)
- Don't know / Not sure (9)

**Veteran.** Are you a military veteran?

- Yes (1)
- No (2)
- Don't know / Not sure (9)

**VoterReg.** Are you currently registered to vote?

- Yes (1)
- No (2)
- Don't know / Not sure (9)

*If “Yes” to VoterReg, ask Pol\_Affil.*

**Pol\_Affil.** What is your current **registered** party affiliation?

- Republican (1)
- Democrat (2)
- Independent / No affiliation (3)
- Constitution (4)
- Green (5)
- Libertarian (6)
- Other (7)
- Don't know / Not sure (9)

**Pol\_View.** How would you best describe your political views?

- Very conservative (1)
- Somewhat conservative (2)
- Moderate (3)
- Somewhat liberal (4)
- Very liberal (5)
- Don't know / Not sure (9)



**Ethnicity.** Do you consider yourself to be Hispanic or Latino?

- Yes (1)
- No (2)
- Don't know / Not sure (9)

**Race.** Which of the following best describe your race? You can select all that apply.

- White (1)
- Black or African American (2)
- Asian (3)
- American Indian or Alaska Native (4)
- Native Hawaiian or Pacific Islander (5)
- Something else (6) \_\_\_\_\_
- Don't know / Not sure (9)

**Marital.** What is your marital status?

- Married (1)
- Living with partner (2)
- Widowed (3)
- Divorced (4)
- Separated (5)
- Single / Never married (6)
- Don't know / Not sure (9)

**Education.** What is the highest level of education you have completed?

- High school or less, **no** diploma or equivalent (GED) (1)
- High school diploma or equivalent (GED) (2)
- Some college (3)
- Two-year degree (Associate's) or technical degree (i.e., trade degree) (4)
- Four-year college graduate (5)
- Graduate work (6)
- Don't know / Not sure (9)

**Employment.** Are you currently...

- Employed full-time for wages (1)
- Employed part-time for wages (2)
- Self-employed (3)
- Out of work and looking for work (4)
- Out of work, but not currently looking for work (5)
- A homemaker (6)
- A student (7)
- Military (8)
- Retired (9)
- Disabled or unable to work (10)
- Don't know / Not sure (-99)

**SexualOrientation.** Do you think of yourself as...?

- Straight or heterosexual (1)
- Lesbian, gay, or homosexual (2)
- Bisexual (3)
- Something else not listed (4)
- Don't know / Not sure (9)
- Decline to answer (7)

*Ask if SexualOrientation = "Something else."*

**SO\_Other.** Which of the following best describe you? Please select all that apply.

- Asexual / Graysexual (1)
- Aromantic (2)
- Biromantic / Demiromantic / Panromantic (3)
- Demisexual (4)
- Fluid (5)
- Pansexual (6)
- Polysexual (7)
- Queer (8)
- Questioning / Curious (9)
- Something not listed, please specify: \_\_\_\_\_ (10)
- Don't know / Not sure (99)
- Decline to answer (77)

**Income.** What is your total annual household income, before taxes?

- Under \$10,000 (0)
  - \$10,000 to \$14,999 (1)
  - \$15,000 to \$19,999 (2)
  - \$20,000 to \$24,999 (3)
  - \$25,000 to \$29,999 (4)
  - \$30,000 to \$34,999 (5)
  - \$35,000 to \$39,999 (6)
  - \$40,000 to \$44,999 (7)
  - \$45,000 to \$49,999 (8)
  - \$50,000 to \$59,999 (9)
  - \$60,000 to \$74,999 (10)
  - \$75,000 to \$99,999 (11)
  - \$100,000 to \$124,999 (12)
  - \$125,000 to \$149,999 (13)
  - \$150,000 to \$199,999 (14)
  - \$200,000 or more (15)
  - Don't know / Not sure (99)
- 

**End.** Thank you for your participation! Please click ">>" to submit your survey.