UnderStandingAmericaStudy

Survey author(s): Anya Samek, Marco Angrisani, Erik Meijer

Contents

1 INTRODUCTION

This UAS survey, titled "UAS 130: April 2018 Monthly Survey ask questions about future value of investments, healthy food donations, and a mobile app. This survey is no longer in the field. Respondents were paid $5 to complete the survey.
This is an omnibus survey with questions contributed by three authors.

1.1 Topics

This survey contains questions (among others) on the following topics: Consumer Behavior, Financial Literacy, Social Attitudes And Values. A complete survey topic categorization for the UAS can be found here.

1.2 Experiments

This survey includes experiment(s) of the following type(s): Auxiliary Randomization, Information Experiments. Please refer to explanatory comments in the Routing section for detailed information. A complete survey experiment categorization for the UAS can be found here.

1.3 Citation

Each publication, press release or other document that cites results from this survey must include an acknowledgment of UAS as the data source and a disclaimer such as, 'The project described in this paper relies on data from survey(s) administered by the Understanding America Study, which is maintained by the Center for Economic and Social Research (CESR) at the University of Southern California. The content of this paper is solely the responsibility of the authors and does not necessarily represent the official views of USC or UAS.' For any questions or more information about the UAS, contact Tania Gutsche, Project and Panel Manager, Center for Economic and Social Research, University of Southern California, at tgutsche@usc.edu.

2 SURVEY RESPONSE AND DATA

2.1 Sample selection and response rate

The sample selection for this survey was:

All active respondents except for Spanish speakers.

As such, this survey was made available to 6177 UAS participants. Of those 6177 participants, 4637 completed the survey and are counted as respondents. Of those who are not counted as respondents, 38 started the survey without completing and 1502 did not start the survey. The overall response rate was 75.07%.

Note: We are unable to provide sample weights for a small number of UAS members (see the Sample and weighting section below for details). If they completed the survey, these members are included in the data set with a weight of zero, but accounted for in the computation of total sample size and survey response rate.%.

The detailed survey response rate is as follows:

UAS130 - Response Overview	
Size of selected sample	6177
Completed the survey	4637
Started but did not complete the survey	38
Did not start the survey	1502
Response rate	75.07%

2.2 Timings

The survey took respondents an average of 7 minutes, and the full distribution of survey response times is available in the figure below. Times per question are available upon request.

Distribution of Respondents' Survey Response Times
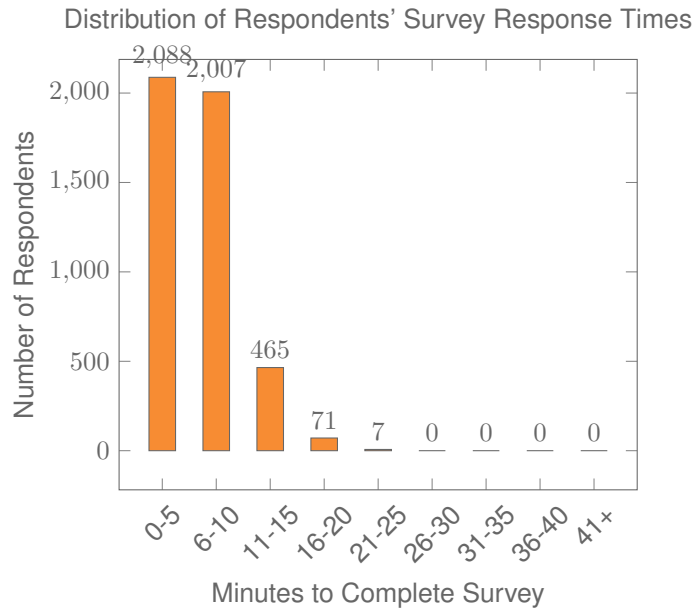
2.3 Sample & Weighting

Weights are included in the data set for this survey. This survey dataset may contain respondents with a weight of zero. These respondents belong to a small group of UAS members for whom sample weights cannot be computed due to non-probability recruitment for special projects. Hence, while they are accounted for in the total number of survey respondents, they do not contribute to any statistics using sample weights. For more details on the UAS weighing procedures please refer to the UAS Weighting Procedures V1. Please contact UAS staff with any questions.

3   STANDARD VARIABLES

Each Understanding America Study data set contains a series of standard variables, consisting of individual, household and sample identifiers, language indicator, time stamps and a rating by the respondent of how much he or she liked the survey. These variables are based on the questions asked quarterly in the My Household survey after the application of a cleaning process (https://uasdata.usc.edu/page/Data+Cleaning+Process). They are the following:

- **uasid**: the identifier of the respondent. This identifier is assigned to a respondent at recruitment and stays with the respondent throughout each and every survey he/she participates in. When analyzing data from multiple surveys, the 'uasid' can be used to merge data sets.

- **uashhid**: the household identifier of the respondent. Every member is assigned a household identifier, stored in the variable ¡em¿uashhid¡/em¿. For the primary respondent this identifier is his or her 'uasid'. All other eligible members of the primary respondent's household (everyone who is 18 or older in the household) who become UAS respondents receive the uasid of the primary respondent as their household identifier. The uashhid remains constant over time for all respondents. Thus it is always possible to find the original UAS household of an UAS panel member (even after they, for example, have moved out to form another household).

- **uashhid_current**: the current household identifier of the respondent. Uniquely identifies the household a UAS panel member belongs to in a given survey INDEPENDENT of the exact composition of the household in terms of who else in the household are UAS members. Missing (.n) for respondents who are in a single-UAS member household. Available on request in data sets prior to September 3, 2025.

- **survhhid**: uniquely identifies the household a UAS panel member belongs to in a given survey DEPENDENT on the exact composition of the household in terms of who else in the household are UAS members. Is set to missing (.n) if no other household members are UAS panel members at the time of the survey. Is set to unknown (.u) for respondents who last participated in the My Household survey prior to January 21, 2015.

- **uasmembers**: is the number of other household members who are also UAS panel members at the time of the survey. Since individuals can answer the same survey at different points in time (which can be relatively far apart is the survey is kept in the field for a prolonged time), it may be possible that, within the same data set, the primary respondent of a household has a value of '0', whereas the second UAS household respondent has a value of '1'. Therefore 'uasmembers' should be interpreted as the number of household and UAS panel members at the time the respondent answers the survey. Note: in the My Household survey 'uasmembers' is set to unknown (.u) for respondents who last participated in the My Household survey prior to January 21, 2015.

- **sampleframe**: indicates the sampling frame from which the household of the respondent was recruited. All UAS recruitment is done through address based sampling (ABS) in which samples are acquired based on postal records. Currently, the variable 'sampleframe' takes on four values reflecting four distinct sample frames used by the UAS over the year (in future data sets the number of sample frames used for recruitment may increase if additional specific populations are targeted in future recruitment batches):

    1. U.S. National Territory: recruited through ABS within the entire U.S.
    2. Areas high concentration Nat Ame: recruited through ABS in areas with a high concentration of Native Americans in the zip-code. Within these batches, individuals who are not Native Americans are not invited to join the UAS.
    3. Los Angeles County: recruited through ABS within Los Angeles County.
    4. California: recruited through ABS within California.

    Note: prior to March 6, 2024 this variable was called sampletype and had the following value labels for the above list in UAS data sets:

    1. Nationally Representative Sample: recruited through ABS within the entire U.S.
    2. Native Americans: recruited through ABS in areas with a high concentration of Native Americans. Within these batches, individuals who are not Native Americans are not invited to join the UAS.
    3. LA County: recruited through ABS within Los Angeles County.
    4. California: recruited through ABS within California.

- **batch**: indicates the batch from which the respondent was recruited. Currently, this variable takes the following values (in future data sets the number of batches may increase as new recruitment batches are added to the UAS):

    1. ASDE 2014/01
    2. ASDE 2014/01
    3. ASDE 2014/01
    4. Public records 2015/05
    5. MSG 2015/07
    6. MSG 2016/01
    7. MSG 2016/01
    8. MSG 2016/01
    9. MSG 2016/02
    10. MSG 2016/03
    11. MSG 2016/04
    12. MSG 2016/05

13. MSG 2016/08
14. MSG 2017/03
15. MSG 2017/11
16. MSG 2018/02
17. MSG 2018/08
18. MSG 2019/04
19. MSG 2019/05
20. MSG 2019/11
21. MSG 2020/08
22. MSG 2020/10
23. MSG 2021/02
24. MSG 2021/08
25. MSG 2021/08
26. MSG 2022/02
27. MSG 2022/02
28. MSG 2022/08
29. MSG 2022/11
30. MSG 2022/11
31. MSG 2023/01
32. MSG 2023/06
33. MSG 2023/09
34. MSG 2023/10
35. MSG 2025/02
36. MSG 2025/09

Note: prior to March 6, 2024 this variable had the following value labels for the above list in UAS data sets:

1. ASDE 2014/01 Nat.Rep.
2. ASDE 2014/01 Native Am.
3. ASDE 2014/11 Native Am.
4. LA County 2015/05 List Sample
5. MSG 2015/07 Nat.Rep.
6. MSG 2016/01 Nat.Rep. Batch 2
7. MSG 2016/01 Nat.Rep. Batch 3
8. MSG 2016/01 Nat.Rep. Batch 4

9. MSG 2016/02 Nat.Rep. Batch 5

10. MSG 2016/03 Nat.Rep. Batch 6

11. MSG 2016/04 Nat.Rep. Batch 7

12. MSG 2016/05 Nat.Rep. Batch 8

13. MSG 2016/08 LA County Batch 2

14. MSG 2017/03 LA County Batch 3

15. MSG 2017/11 California Batch 1

16. MSG 2018/02 California Batch 2

17. MSG 2018/08 Nat.Rep. Batch 9

18. MSG 2019/04 LA County Batch 4

19. MSG 2019/05 LA County Batch 5

20. MSG 2019/11 Nat. Rep. Batch 10

21. MSG 2020/08 Nat. Rep. Batch 11

22. MSG 2020/10 Nat. Rep. Batch 12

23. MSG 2021/02 Nat. Rep. Batch 13

24. MSG 2021/08 Nat. Rep. Batch 15

25. MSG 2021/08 Nat. Rep. Batch 16

26. MSG 2022/02 Nat. Rep. Batch 17 (priority)

27. MSG 2022/02 Nat. Rep. Batch 17 (regular)

28. MSG 2022/08 Nat. Rep. Batch 18

29. MSG 2022/11 LA County Batch 6

30. MSG 2022/11 Nat. Rep. Batch 20

31. MSG 2023/01 Nat. Rep. Batch 21

32. MSG 2023/06 Nat. Rep. Batch 22

33. MSG 2023-09 Native Am. Batch 3

34. MSG 2023-10 Nat. Rep. Batch 23

○ **primary_respondent**: indicates if the respondent was the first person within the household (i.e. to become a member or whether s/he was added as a subsequent member. A household in this regard is broadly defined as anyone living together with the primary respondent. That is, a household comprises individuals who live together, e.g. as part of a family relationship (like a spouse/child/parent) or in context of some other relationship (like a roommate or tenant).

○ **hardware**: indicates whether the respondent ever received hardware or not. Note: this variable should not be used to determine whether a respondent received hardware at a given point in time and/or whether s/he used the hardware to participate in a survey. Rather, it indicates whether hardware was ever provided:

1. None
2. Tablet (includes Internet)

○ **language**: the language in which the survey was conducted. This variable takes a value of 1 for English and a value of 2 for Spanish.

○ **start_date (start_year, start_month, start_day, start_hour, start_min, start_sec)**: indicates the time at which the respondent started the survey.

○ **end_date (end_year, end_month, end_day, end_hour, end_min, end_sec)**: indicates the time at which the respondent completed the survey.

○ **cs_001**: indicates how interesting the respondent found the survey.

4 DEMOGRAPHICS

Every UAS survey data set also includes demographic variables, which provide background information about the respondent and their household. Demographic information such as age, ethnicity, education, marital status, work status, state of residence, family structure is elicited every quarter through the "My Household" survey. The demographic variables provided with each survey are taken from the most recent 'MyHousehold' survey answered by the respondent. If at the time of a survey, the information in "My Household" is more than three months old, a respondent is required to check and update his or her information before being able to take the survey.

The demographic variables are based on the questions taken from the My Household survey after the application of the cleaning process.

The following variables are available in survey data sets after October 8, 2025:

- **sex**: indicates the sex of the respondent as assigned at birth. Is set to gender if the respondent has not filled out My Household after October 8, 2025.

- **genderid**: indicates the current gender of the respondent. Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025. Available in data sets after October 8, 2025.

- **dateofbirth_year**: indicates the year of birth of the respondent.

- **age**: indicates the age of the respondent at the start of the survey.

- **agerange**: if the respondent's age cannot be calculate due to missing information, 'agerange' indicates the approximate age. Should a value for both the 'age' and 'agerange' be present, then 'age' takes precedence over 'agerange'.

- **citizenus**: indicates whether the respondent is a U.S. citizen.

- **bornus**: indicates whether the respondent was born in the U.S.

- **stateborn**: indicates the state in which the respondent was born. Is set to missing (.) if the respondent was not born in the U.S.

- **countryborn**: indicates the country in which the respondent was born. Is set to missing (.) if the respondent was born in the U.S.

- **stateside**: indicates the state in which the respondent is living.

- **immigration_status**: indicates whether the respondent is an immigrant. It takes one of the following values: 0 Non-immigrant, 1 First generation immigrant (immigrant who migrated to the U.S), 2 Second generation immigrant (U.S.-born children of at least one foreign-born parent), 3 Third generation immigrant (U.S.-born children of at least

11

one U.S.-born parent, where at least one grandparent is foreign-born), or 4 Unknown immigrant status.

- ○ **maritalstatus**: indicates the marital status of the respondent.

- ○ **livewithpartner**: indicates whether the respondent lives with a partner.

- ○ **education**: indicates the highest level of education attained by the respondent.

- ○ **white**: indicates whether the respondent identifies him or herself as white (Caucasian).

- ○ **black**: indicates whether the respondent identifies him or herself as black (African-American).

- ○ **nativeamer**: indicates whether the respondent identifies him or herself as Native American (American Indian or Alaska Native).

- ○ **asian**: indicates whether the respondent identifies him or herself as Asian (Asian-American).

- ○ **pacific**: indicates whether the respondent identifies him or herself as Native Hawaiian or Other Pacific Islander.

- ○ **race**: indicates the race of the respondent as singular (e.g., '1 White' or '2 Black') or as mixed (in case the respondent identifies with two or more races). The value '6 Mixed' that the respondent answered 'Yes' to at least two of the single race categories. This variable is generated based on the values of the different race variables (white, black, nativeamer, asian, pacific). This composite measure is not conditional on hisplatino, so an individual may identify as Hispanic or Latino, and also as a member of one or more racial groups.

- ○ **race_identify**: indicates the race the respondent identifies with most (if mixed). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **hisplatino**: indicates whether the respondent identifies him or herself as being Hispanic or Latino. This variable is asked separately from race.

- ○ **mena**: indicates whether the respondent identifies as being of Middle Eastern or North African ancestry. Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **working**: indicates whether the respondent is working for pay.

- ○ **sick_leave**: indicates whether the respondent is not working because sick or on leave.

- ○ **unemp_layoff**: indicates whether the respondent is unemployed or on lay off.

- ○ **unemp_look**: indicates whether the respondent is unemployed and looking for a job.

○ **retired**: indicates whether the respondent is retired.

○ **disabled**: indicates whether the respondent has a disability.

○ **workemployer**: indicates whether the respondent works for an employer. Is set to missing (".e") if no answer for laborstatus was given by the respondent. Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **workself**: indicates whether the respondent is self-employed. Is set to missing (".e") if no answer for laborstatus was given by the respondent. Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **homemaker**: indicates whether the respondent is a homemaker. Is set to missing (".e") if no answer for laborstatus was given by the respondent. Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **student**: indicates whether the respondent is a student. Is set to missing (".e") if no answer for laborstatus was given by the respondent. Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **notworking**: indicates whether the respondent is not working and not looking for work. Is set to missing (".e") if no answer for laborstatus was given by the respondent. Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **lf_other**: indicates whether the respondent has another labor force status.

○ **laborstatus**: indicates the labor force status of the respondent as singular (e.g., '1 Working for pay' or '2 On sick or other leave') or as mixed (in case the respondent selects two or more labor statuses). The value '8 Mixed' indicates that the respondent answered 'Yes' to at least two of the single labor force status variables. This variable is generated based on the values of the different labor status variables (working, sick_leave, unempl_layoff, unempl_look, retired, disabled, lf_other).

○ **hourswork**: indicates the number of hours the respondent works per week. Is set to missing (.) if the respondent is not currently working or currently on sick or other leave.

○ **hhincome**: indicates the total combined income of all members of the respondent's household (living in their household) during the past 12 months.

○ **anyhhmember**: indicates whether there were any members in the respondent's household at the time he/she answered the survey as reported by the respondent. Based on the hhmemberin variables if the respondent has not filled out My Household after October 8, 2025. Based on hhcomp_total if the respondent has filled out My Household after October 8, 2025.

○ **hhmembernumber**: indicates the number of household members in the respondent's household at the time of the survey as reported by the respondent. It may

be that 'anyhhmember' is 'Yes', but 'hhmembernumber' is missing if the respondent did not provide the number of household members at the time of the survey. Based on the hhmemberin variables if the respondent has not filled out My Household after October 8, 2025. Based on hhcomp_total if the respondent has filled out My Household after October 8, 2025.

○ **hhcomp_male_0_3**: indicates the number of male children ages 0 through 4 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **hhcomp_female_0_3**: indicates the number of female children ages 0 through 4 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **hhcomp_other_0_3**: indicates the number of other-gendered children ages 0 through 4 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.¡/li¿

○ **hhcomp_male_4_12**: indicates the number of male children ages 5 through 12 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **hhcomp_female_4_12**: indicates the number of female children ages 5 through 12 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **hhcomp_other_4_12**: indicates the number of other-gendered children ages 5 through 12 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **hhcomp_male_13_17**: indicates the number of male children ages 13 through 17 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **hhcomp_female_13_17**: indicates the number of female children ages 13 through 17 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

○ **hhcomp_other_13_17**: indicates the number of other-gendered children ages 13 through 17 who are living in the respondent's household right now (even if they only

live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **hhcomp_male_18_64**: indicates the number of male adults ages 18 through 64 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **hhcomp_female_18_64**: indicates the number of female adults ages 18 through 64 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **hhcomp_other_18_64**: indicates the number of other-gendered adults ages 18 through 64 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **hhcomp_male_65plus**: indicates the number of male adults ages 65 or older who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **hhcomp_female_65plus**: indicates the number of female adults ages 65 or older who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **hhcomp_other_65plus**: indicates the number of other-gendered adults ages 65 or older who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **hhcomp_total_18_64**: indicates the total number of adults 18 through 64 who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **hhcomp_total_65plus**: indicates the total number of adults 65 or older who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- ○ **hhcomp_total_adults**: indicates the total number of adults who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- **hhcomp_total_children**: indicates the total number of children who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- **hhcomp_total**: indicates the total number of people who are living in the respondent's household right now (even if they only live with the respondent part-time or temporarily). Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- **parent_guardian_a**: indicates whether the respondent is the parent or guardian of one or more children ages 0 to 4. Is set to missing (".a") if hhcomp_total_children is not greater than 0. Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- **parent_guardian_b**: indicates whether the respondent is the parent or guardian of one or more children ages 5 to 12. Is set to missing (".a") if hhcomp_total_children is not greater than 0. Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

- **parent_guardian_c**: indicates whether the respondent is the parent or guardian of one or more children ages 13 to 17. Is set to missing (".a") if hhcomp_total_children is not greater than 0. Is set to missing (".v") if the respondent has not filled out My Household after October 8, 2025.

The following variables were provided up until October 8, 2025. Several remain available in data sets created after October 8, 2025 on request.

- **gender**: indicates the gender of the respondent. Available in data sets before October 9, 2025.

- **countryborn_other**: indicates the country of birth if that country is not on the drop down list of countries shown to the respondent'.

- **hisplatinogroup**: indicates which Hispanic or Latino group a respondent identifies him or herself with. Is set to missing (.) if the respondent does not identify him or herself as being Hispanic or Latino. Available in data sets after October 8, 2025 on request.

- **employmenttype**: indicates the employment type of the respondent (employed by the government, by a private company, a nonprofit organization, or self-employed). Is set to missing (.) if the respondent is not currently working or currently on sick or other leave. Available in data sets before October 9, 2025.

- **workfullpart**: indicates whether the respondent works full or part-time. Is set to missing (.) if the respondent is not currently working or currently on sick or other leave. Available in data sets before October 9, 2025.

○ **hhmemberin_#**: indicates whether a household member is currently in the household as reported by the respondent. Household members are never removed from the stored household roster and their information is always included in survey data sets. The order of the roster is the same order in which household members were specified by the respondent in the 'MyHousehold' survey. The order is identified by the suffix _# (e.g., _1 indicates the first household member, _2 the second household member, etc.).

As an example, if the first household member is in the household at the time of the survey, 'hhmemberin_1' is set to '1 HH Member 1 is in the HH'; if he/she has moved out, 'hhmemberin_1' is set to '0 HH member 1 is no longer in the HH'. Since information of other household members (stored in the variables listed below) is always included in survey data sets, information about 'hhmemberin_1' is available whether this person is still in the household or has moved out. Available in data sets before October 9, 2025. Available in data sets after October 8, 2025 on request.

○ **hhmembergen_#**: indicates the gender of the household member as reported by the respondent. Available in data sets before October 9, 2025. Available in data sets after October 8, 2025 on request.

○ **hhmemberage_#**: indicates the age of the household member. The age is derived from the month and year of birth of the household member as reported by the respondent. Available in data sets before October 9, 2025. Available in data sets after October 8, 2025 on request.

○ **hhmemberrel_#**: indicates the relationship of the respondent to the household member as reported by the respondent. Available in data sets before October 9, 2025. Available in data sets after October 8, 2025 on request.

○ **hhmemberuasid_#**: indicates the 'uasid' of the household member if this person is also a UAS panel member. It is set to missing (.) if this person is not a UAS panel member at the time of the survey. Since this identifier is directly reported by the respondent (chosen from a preloaded list), it may differ from the actual (correct) 'uasid' of the UAS member it refers to because of reporting error. Also, this variable should not be used to identify UAS members in a given household at the time of the survey. This is because the variables 'hhmemberuasid_#' are taken from the most recent 'My Household' and changes in household composition involving UAS members may have occurred between the time of the respondent answered 'My Household' and the time the respondent answers the survey. To follow UAS members of a given household, it is advised to use the identifiers 'uashhid' and 'survhhid'. Available in data sets before October 9, 2025. Available in data sets after October 8, 2025 on request.

Lastly, data sets created after May 8, 2025 include an urbanicity variable. It is based on panel members' current census tract of residence and the 2010 Rural-Urban Commuting Area (RUCA) codes released by the US Department of Agriculture's Economic Research Service. To preserve confidentiality, the UAS collapses the 10 primary RUCA codes to 4

levels: Metropolitan, Micropolitan, Small/Rural, and Unknown. The Metropolitan level corresponds to primary RUCA codes 1-3, the Micropolitian level corresponds to RUCA codes 4-6, and the Small/Rural UAS classification corresponds to RUCA codes 7-10.

For detailed information and definitions of the 10 primary RUCA codes, please visit the USDA ERS Rural-Urban Commuting Area Codes site. Surveys conducted completely prior to May 8, 2025 will have an urbanicity data variable available on request.

5   MISSING DATA CONVENTIONS

Data files provide so-called clean data, that is, answers given to questions that are not applicable anymore at survey completion (for example because a respondent went back in the survey and skipped over a previously answered question) are treated as if the questions were never asked. In the data files all questions that were asked, but not answered by the respondent are marked with (.e). All questions never seen by the respondent (or any dirty data) are marked with (.a). The latter may mean that a respondent did not view the question because s/he skipped over it; or alternatively that s/he never reached that question due to a break off. If a respondent did not complete a survey, the variables representing survey end date and time are marked with (.c). Household member variables are marked with (.m) if the respondent has less household members (e.g. if the number of household members is 2, any variables for household member 3 and up are marked with (.m).

UAS provides data in STATA and CSV format. Stata data sets come with include variable labels that are not available in the CSV files. Value labels are provided for single-response answer option. In STATA these labels will include the labels 'Not asked' and 'Not answered' for (.a) and (.e), and will show in tabulations such as 'tab q1, missing'. For multiple-response questions a binary variable is created for each answer option indicating whether the option was selected or not. A summary variable is also provided in string format reflecting which options were selected and in which order. For example, if a question asked about favorite animals with options cat, dog, and horse, then if a respondent selected horse and then cat, the binary variables for horse and cat will be set to yes, while the overall variable would have a string value of '3-1'. If no answer was given, all binary variables and the summary variable will be marked with '.e'.

Questions that are asked multiple times are often implemented as so-called array questions. Supposing the name of such question was Q1 and it was asked in 6 different instances, your data set would contain the variables Q1_1_ to Q1_6_. To illustrate, if a survey asked the names of all children, then child_1_ would contain the name of the first child the respondent named and so on.

More information about the UAS data in general can be found on the UAS Data Pages web site.

6 ROUTING SYNTAX

The survey with routing presented in the next section includes all of the questions that make up this survey, the question answers when choices were provided, and the question routing. The routing includes descriptions of when questions are grouped, conditional logic that determines when questions are presented to the respondent, randomization of questions and answers, and fills of answers from one question to another.

If you are unfamiliar with conditional logic statements, they are typically formatted so that *if* the respondent fulfills some condition (e.g. they have a cellphone or a checking account), *then* they are presented with some other question or the value of some variable is changed. If the respondent does not fulfill the condition (e.g. they are not a cellphone adopter or they do not have a checking account), something *else* happens such as skipping the next question or changing the variable to some other value. Some of the logic involved in the randomization of questions or answers being presented to the respondent is quite complex, and in these instances there is documentation to clarify the process being represented by the routing.

Because logic syntax standards vary, here is a brief introduction to our syntax standards. The syntax used in the conditional statements is as follows: '=' is equal to, '<' is less than, '>' is greater than, and '!=' is used for does not equal. When a variable is set to some number N, the statement looks like 'variable := N'.

The formatting of the questions and routing are designed to make it easier to interpret what is occurring at any given point in the survey. Question ID is the bold text at the top of a question block, followed by the question text and the answer selections. When a question or variable has associated data, the name links to the appropriate data page, so you can easily get directly to the data. Text color is used to indicate the routing: red is conditional logic, gold is question grouping, green is looping, and orange is used to document randomization and other complex conditional logic processes. The routing is written for a computer to parse rather than a human to read, so when the routing diverges significantly from what is displayed to the respondent, a screenshot of what the respondent saw is included.

The name of the randomization variables are defined in proximity to where they are put into play, and like the question ID the names of the randomization variables can be used to link directly to the associated data page.

7 SURVEY WITH ROUTING

intro1 (intro in section Base)
This short survey asks about investments, donations, and potential use of a mobile app.

/* The sections in this survey are asked in random order per variable section_rand:

- ○ 1 Investment, Speciate, Screen

- ○ 2 Investment, Screen, Speciate

- ○ 3 Screen, Investment, Speciate

- ○ 4 Screen, Speciate, Investment

- ○ 5 Speciate, Screen, Investment

- ○ 6 Speciate, Investment, Screen

*/

IF section_rand = EMPTY THEN
  section_rand := mt_rand(1,6)
END OF IF

IF section_rand = 1 THEN
  section_cnt := 1

  Start of section **Investment**

  IF section_rand IN (3,4,5,6) THEN
    invest_intro (Section Investment)
    The next questions are about the future value of investments.
  END OF IF

  GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

  invest_q1_intro (Section Investment)
  Suppose $1,000 are invested in stocks today. How much do you think this investment
  would be worth a year from now? Please give your best guess.
  Dollar amount (no decimals):

  invest_q1 (Section Investment)
  RANGE 0..9223372036854775807

IF invest_q1 $<$ 100 OR invest_q1 = EMPTY THEN
| invest_A0 := 100
ELSE
| invest_A0 := invest_q1
END OF IF

invest_A1 := 20 * floor(round(((0.7 * invest_A0)/20), 6))
invest_A2 := 20 * floor(round(((0.9 * invest_A0)/20), 6))
invest_A3 := 20 * ceil(round(((1.1 * invest_A0)/20), 6))
invest_A4 := 20 * ceil(round(((1.3 * invest_A0)/20), 6))

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

IF (invest_q1 $\geq$ 100) AND (invest_q1 != EMPTY) THEN

invest_q2_intro_1 (Section Investment)
OK, your best guess is that $1,000 invested in stocks today will be worth $(()) a year from now. However, the stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

ELSE

invest_q2_intro_2 (Section Investment)
The stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

END OF IF

invest_q2 (Section Investment)
Less than $(())From $(()) to $(())From $(()) to $(())From $(()) to $(())More than $(())Total

invest_q2_1 (Section Investment)
RANGE 0..100

invest_q2_2 (Section Investment)
RANGE 0..100

invest_q2_3 (Section Investment)
RANGE 0..100

invest_q2_4 (Section Investment)
RANGE 0..100

invest_q2_5 (Section Investment)
RANGE 0..100

invest_q2_total (total of invest_q2 in section Investment)
Total (automatically calculated)
RANGE 0..9223372036854775807

END OF GROUP

IF (invest_q2_1 != EMPTY) OR (invest_q2_2 != EMPTY) OR (invest_q2_3 != EMPTY) OR
(invest_q2_4 != EMPTY) OR (invest_q2_5 != EMPTY) THEN

invest_q2_total := invest_q2_1 + invest_q2_2 + invest_q2_3 + invest_q2_4 + invest_q2_5

IF invest_q2_total != 100 THEN

invest_q2_total_check (checking if invest_q2_total is 100 in section Investment)
The individual intervals need to add up to 100%. Please go back and check your
responses.
END OF IF
END OF IF

End of section **Investment**

section_cnt := 2

Start of section **Speciate**

IF section_rand IN (1,2,3,4) THEN

speciate_intro (Section Speciate)
The next questions are about a potential new way of providing feedback on products
and services.
END OF IF

Fill code of question FLEnthousiast executed

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q1 (Products you consider yourself an enthusiast in section Speciate)
For which of the following types of products would you consider yourself an **(enthusiast/Someone who strongly enjoys using, thinking, or talking about some
particular product or product category)**? (Select all that apply)
1 Auto

2 Beauty and Personal Care
3 Clothing, Shoes and Jewelry
4 Electronics, Computer and Office
5 Financial Services
6 Restaurants, Food and Grocery
7 Healthcare
8 Home Appliances
9 Home Furnishings
10 Home Maintenance, Repair and Garden
11 Insurance
12 Kids and Toys
13 Media and Entertainment
14 Restaurants
15 Software and Apps
16 Sporting and Outdoors Equipment
17 Travel
18 Some other type of product (specify):
19 I don't consider myself to be an enthusiast about any product or category of products

spec_q1_other (Other Option for Question 1 in section Speciate)
STRING

END OF GROUP

IF spec_q1 != 19 THEN

spec_q2_intro (Section Speciate)
The next few questions are about a potential new mobile app. The app would let you "rant or rave" about any product or service at any time. It wouldn't matter if it was about your latest shoe, home appliance or auto purchase. Using the app, you could send your feedback about any product or service, using video, audio, image, and/or text, any time. Then you could tell the app what you want to do with your feedback... it would let you post to social media, send it on to the company involved, or involve you in company studies to improve those products and services.

spec_q2 (Section Speciate)
To what extent would you be interested in using an app like the one described on the previous screen to provide multimedia feedback to companies on products and services you feel passionate about? You might also be able to earn rewards in the form of cash, product discounts and/or points.
1 Extremely interested
2 Somewhat interested
3 Not very interested
4 Not interested at all

IF (spec_q2 < 4) AND (spec_q2 != EMPTY) THEN

24

spec_q3_intro (Section Speciate)
If you were going to use an app like the one we described to "rant or rave" to provide feedback about a product, please indicate your level of interest in also being able to use the app to:

SUBGROUP OF QUESTIONS

spec_q3_1 (Section Speciate)
Post your feedback to social media of your choice, e.g. you could select Twitter, Facebook, Snapchat, Instagram etc. and the app would post for you.
1 High
2 Moderate
3 Low
4 None

spec_q3_2 (Section Speciate)
Have your feedback entered into a network contest to win prizes, e.g. for most entertaining feedback
1 High
2 Moderate
3 Low
4 None

spec_q3_3 (Section Speciate)
Post to the app's website and be able to see what others are saying
1 High
2 Moderate
3 Low
4 None

spec_q3_4 (Section Speciate)
Submit your feedback directly to the company or brand
1 High
2 Moderate
3 Low
4 None

spec_q3_5 (Section Speciate)
Resolve a problem with a product with the company or brand
1 High
2 Moderate
3 Low

| 4 None

END OF SUBGROUP

END OF GROUP
END OF IF
END OF IF

End of section **Speciate**

section_cnt := 3

Start of section **Screen**

IF section_rand IN (1,2,5,6) THEN
screen_intro (Section Screen)
The next questions ask about healthy food basket donation programs.
END OF IF

/* Respondents are asked about a program providing healthy food. Respondents are either told it is provided by a government program (screen_intro_rand equals 1) or a non-profit organization (screen_intro_rand equals 2). */

IF screen_intro_rand = EMPTY THEN
screen_intro_rand := mt_rand(1,2)
END OF IF

/* Respondents are asked about different types of program:

○ (1) Families get the basket for free.

○ (2A) Families pay $1 of the$10 cost of the basket.

○ (2B) Families pay $5 of the$10 cost of the basket.

○ (3A) Families get the basket for free after an additional 5 minute registration.

○ (3B) Families get the basket for free after an additional 25 minute registration.

○ (3C) Families get the basket for free after an additional 45 minute registration.

They are displayed in random order per variable screen_q1_rand:

○ 1 Block ordering 1,2,3

○ 2 Block ordering 1,3,2

○ 3 Block ordering 3,2,1

○ 4 Block ordering 2,3,1

○ 5 Block ordering 2,1,3

○ 6 Block ordering 3,1,2

*/

IF screen_q1_rand = EMPTY THEN
| screen_q1_rand := mt_rand(1,6)
END OF IF

IF screen_q1_rand = 1 THEN
| screen_q1_options := array(1 →1, 2 →2, 3 →3, 4 →4, 5 →5, 6 →6)
ELSEIF screen_q1_rand = 2 THEN
| screen_q1_options := array(1 →1, 2 →4, 3 →5, 4 →6, 5 →2, 6 →3)
ELSEIF screen_q1_rand = 3 THEN
| screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →2, 5 →3, 6 →1)
ELSEIF screen_q1_rand = 4 THEN
| screen_q1_options := array(1 →2, 2 →3, 3 →4, 4 →5, 5 →6, 6 →1)
ELSEIF screen_q1_rand = 5 THEN
| screen_q1_options := array(1 →2, 2 →3, 3 →1, 4 →4, 5 →5, 6 →6)
ELSEIF screen_q1_rand = 6 THEN
| screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →1, 5 →2, 6 →3)
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

IF screen_intro_rand = 1 THEN

screen_intro_1 (Section Screen)
Suppose there is a government program that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The government can choose from different distribution approaches for the program.

ELSEIF screen_intro_rand = 2 THEN

screen_intro_2 (Section Screen)
Suppose there is a non-profit organization that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The

non-profit can choose from different distribution approaches for the program.

END OF IF

screen_q1 (Section Screen)
Which program would you be most likely to support?
1 Families get the basket for free.
2 Families pay $1 of the $10 cost of the basket.
3 Families pay $5 of the $10 cost of the basket.
4 Families get the basket for free after an additional 5 minute registration.
5 Families get the basket for free after an additional 25 minute registration.
6 Families get the basket for free after an additional 45 minute registration.

END OF GROUP

IF screen_q1 != EMPTY THEN
screen_q2 (Section Screen)
You chose to support the program in which: (()) Why did you choose the program you did?
STRING
END OF IF

/* Respondents are asked to answer 4 statements about the different types of program. The exact questions asked are captured in screen_q3_random_1_ to screen_q3_random_4_ taking one of the following values:

- 1 screen_q3_1

- 2 screen_q3_2

- 3 screen_q3_3

- 4 screen_q3_4

- 5 screen_q3_5

- 6 screen_q3_6

- 7 screen_q3_7

- 8 screen_q3_8

- 9 screen_q3_9

- 10 screen_q3_10

*/

IF sizeof(screen_q3_random) = 0 THEN

screen_q3_random_full := shuffleArray(array(1 →"screen_q3_1", 2 →"screen_q3_2", 3 →"screen_q3_3", 4 →"screen_q3_4", 5→"screen_q3_5", 6→"screen_q3_6", 7→"screen_q3_7", 8→"screen_q3_8", 9→"screen_q3_9", 10→"screen_q3_10", 11→"screen_q3_11"), 1, true)
screen_q3_random := sliceArray(screen_q3_random_full, 0, 4, true)

END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

screen_q3_intro (Section Screen)
Now think about all the programs you could have chosen earlier. There were three options:Families get the healthy food basket for freeFamilies pay part of the cost of the healthy food basketFamilies spend time registering to get the healthy food basketPlease rate how much you agree with the following statements about the different kinds of programs.

SUBGROUP OF QUESTIONS

LOOP FROM 1 TO 4

Value of question screen_q3_random(cnt) asked as question

END OF LOOP

END OF SUBGROUP

END OF GROUP

End of section **Screen**

ELSEIF section_rand = 2 THEN

section_cnt := 1

Start of section **Investment**

IF section_rand IN (3,4,5,6) THEN

invest_intro (Section Investment)
The next questions are about the future value of investments.

END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

invest_q1_intro (Section Investment)
Suppose $1,000 are invested in stocks today. How much do you think this investment would be worth a year from now? Please give your best guess.
Dollar amount (no decimals):

invest_q1 (Section Investment)
RANGE 0..9223372036854775807

END OF GROUP

IF invest_q1 $<$ 100 OR invest_q1 = EMPTY THEN
    invest_A0 := 100
ELSE
    invest_A0 := invest_q1
END OF IF

invest_A1 := 20 * floor(round(((0.7 * invest_A0)/20), 6))
invest_A2 := 20 * floor(round(((0.9 * invest_A0)/20), 6))
invest_A3 := 20 * ceil(round(((1.1 * invest_A0)/20), 6))
invest_A4 := 20 * ceil(round(((1.3 * invest_A0)/20), 6))

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

IF (invest_q1 $\geq$ 100) AND (invest_q1 != EMPTY) THEN

invest_q2_intro_1 (Section Investment)
OK, your best guess is that $1,000 invested in stocks today will be worth $([amount entered]) a year from now. However, the stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

ELSE

invest_q2_intro_2 (Section Investment)
The stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

END OF IF

invest_q2 (Section Investment)
Less than $(())From $(()) to $(())From $(()) to $(())From $(()) to $(())More than $(())Total

invest_q2_1 (Section Investment)
RANGE 0..100

invest_q2_2 (Section Investment)
RANGE 0..100

invest_q2_3 (Section Investment)
RANGE 0..100

invest_q2_4 (Section Investment)
RANGE 0..100

invest_q2_5 (Section Investment)
RANGE 0..100

invest_q2_total (total of invest_q2 in section Investment)
Total (automatically calculated)
RANGE 0..9223372036854775807

END OF GROUP

IF (invest_q2_1 != EMPTY) OR (invest_q2_2 != EMPTY) OR (invest_q2_3 != EMPTY) OR (invest_q2_4 != EMPTY) OR (invest_q2_5 != EMPTY) THEN
  invest_q2_total := invest_q2_1 + invest_q2_2 + invest_q2_3 + invest_q2_4 + invest_q2_5

  IF invest_q2_total != 100 THEN
    invest_q2_total_check (checking if invest_q2_total is 100 in section Investment)
    The individual intervals need to add up to 100%. Please go back and check your responses.
  END OF IF
END OF IF

End of section **Investment**

section_cnt := 2

Start of section **Screen**

IF section_rand IN (1,2,5,6) THEN
  screen_intro (Section Screen)
  The next questions ask about healthy food basket donation programs.
END OF IF

/* Respondents are asked about a program providing healthy food. Respondents are either told it is provided by a government program (screen_intro_rand equals 1) or a non-profit organization (screen_intro_rand equals 2). */

IF screen_intro_rand = EMPTY THEN
 | screen_intro_rand := mt_rand(1,2)
END OF IF

/* Respondents are asked about different types of program:

- (1) Families get the basket for free.

- (2A) Families pay $1 of the 10$ cost of the basket.

- (2B) Families pay $5 of the 10$ cost of the basket.

- (3A) Families get the basket for free after an additional 5 minute registration.

- (3B) Families get the basket for free after an additional 25 minute registration.

- (3C) Families get the basket for free after an additional 45 minute registration.

They are displayed in random order per variable screen_q1_rand:

- 1 Block ordering 1,2,3

- 2 Block ordering 1,3,2

- 3 Block ordering 3,2,1

- 4 Block ordering 2,3,1

- 5 Block ordering 2,1,3

- 6 Block ordering 3,1,2

*/

IF screen_q1_rand = EMPTY THEN
 | screen_q1_rand := mt_rand(1,6)
END OF IF

IF screen_q1_rand = 1 THEN
 | screen_q1_options := array(1 →1, 2 →2, 3 →3, 4 →4, 5 →5, 6 →6)
ELSEIF screen_q1_rand = 2 THEN
 | screen_q1_options := array(1 →1, 2 →4, 3 →5, 4 →6, 5 →2, 6 →3)
ELSEIF screen_q1_rand = 3 THEN

screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →2, 5 →3, 6 →1)
ELSEIF screen_q1_rand = 4 THEN
screen_q1_options := array(1 →2, 2 →3, 3 →4, 4 →5, 5 →6, 6 →1)
ELSEIF screen_q1_rand = 5 THEN
screen_q1_options := array(1 →2, 2 →3, 3 →1, 4 →4, 5 →5, 6 →6)
ELSEIF screen_q1_rand = 6 THEN
screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →1, 5 →2, 6 →3)
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

IF screen_intro_rand = 1 THEN

screen_intro_1 (Section Screen)
Suppose there is a government program that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The government can choose from different distribution approaches for the program.

ELSEIF screen_intro_rand = 2 THEN

screen_intro_2 (Section Screen)
Suppose there is a non-profit organization that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The non-profit can choose from different distribution approaches for the program.

END OF IF

screen_q1 (Section Screen)
Which program would you be most likely to support?
1 Families get the basket for free.
2 Families pay $1 of the $10 cost of the basket.
3 Families pay $5 of the $10 cost of the basket.
4 Families get the basket for free after an additional 5 minute registration.
5 Families get the basket for free after an additional 25 minute registration.
6 Families get the basket for free after an additional 45 minute registration.

END OF GROUP

IF screen_q1 != EMPTY THEN
screen_q2 (Section Screen)
You chose to support the program in which: (()) Why did you choose the program you did?
STRING

33

END OF IF

/* Respondents are asked to answer 4 statements about the different types of program. The exact questions asked are captured in screen_q3_random_1_ to screen_q3_random_4_ taking one of the following values:

- 1 screen_q3_1
- 2 screen_q3_2
- 3 screen_q3_3
- 4 screen_q3_4
- 5 screen_q3_5
- 6 screen_q3_6
- 7 screen_q3_7
- 8 screen_q3_8
- 9 screen_q3_9
- 10 screen_q3_10

*/

IF sizeof(screen_q3_random) = 0 THEN
screen_q3_random_full := shuffleArray(array(1 →"screen_q3_1", 2 →"screen_q3_2", 3 →"screen_q3_3", 4 →"screen_q3_4", 5→"screen_q3_5", 6→"screen_q3_6", 7→"screen_q3_7", 8→"screen_q3_8", 9→"screen_q3_9", 10→"screen_q3_10", 11→"screen_q3_11"), 1, true)
screen_q3_random := sliceArray(screen_q3_random_full, 0, 4, true)
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

screen_q3_intro (Section Screen)
Now think about all the programs you could have chosen earlier. There were three options: (1) Families get the healthy food basket for free, (2) Families pay part of the cost of the healthy food basket, (3) Families spend time registering to get the healthy food basket. Please rate how much you agree with the following statements about the different kinds of programs.

SUBGROUP OF QUESTIONS

Value of question screen_q3_random(cnt) asked as question

END OF LOOP

END OF SUBGROUP

END OF GROUP

End of section **Screen**

section_cnt := 3

Start of section **Speciate**

IF section_rand IN (1,2,3,4) THEN

speciate_intro (Section Speciate)
The next questions are about a potential new way of providing feedback on products and services.
END OF IF

Fill code of question FLEnthousiast executed

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q1 (Products you consider yourself an enthusiast in section Speciate)
For which of the following types of products would you consider yourself an **(enthusiast/Someone who strongly enjoys using, thinking, or talking about some particular product or product category)**? (Select all that apply)
1 Auto
2 Beauty and Personal Care
3 Clothing, Shoes and Jewelry
4 Electronics, Computer and Office
5 Financial Services
6 Restaurants, Food and Grocery
7 Healthcare
8 Home Appliances
9 Home Furnishings
10 Home Maintenance, Repair and Garden
11 Insurance
12 Kids and Toys
13 Media and Entertainment
14 Restaurants
15 Software and Apps

16 Sporting and Outdoors Equipment
17 Travel
18 Some other type of product (specify):
19 I don't consider myself to be an enthusiast about any product or category of products

spec_q1_other (Other Option for Question 1 in section Speciate)
STRING

IF spec_q1 != 19 THEN

spec_q2_intro (Section Speciate)
The next few questions are about a potential new mobile app. The app would let you "rant or rave" about any product or service at any time. It wouldn't matter if it was about your latest shoe, home appliance or auto purchase. Using the app, you could send your feedback about any product or service, using video, audio, image, and/or text, any time. Then you could tell the app what you want to do with your feedback... it would let you post to social media, send it on to the company involved, or involve you in company studies to improve those products and services.

spec_q2 (Section Speciate)
To what extent would you be interested in using an app like the one described on the previous screen to provide multimedia feedback to companies on products and services you feel passionate about? You might also be able to earn rewards in the form of cash, product discounts and/or points.
1 Extremely interested
2 Somewhat interested
3 Not very interested
4 Not interested at all

IF (spec_q2 < 4) AND (spec_q2 != EMPTY) THEN
GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q3_intro (Section Speciate)
If you were going to use an app like the one we described to "rant or rave" to provide feedback about a product, please indicate your level of interest in also being able to use the app to:

SUBGROUP OF QUESTIONS

spec_q3_1 (Section Speciate)
Post your feedback to social media of your choice, e.g. you could select Twitter, Facebook, Snapchat, Instagram etc. and the app would post for you.
1 High
2 Moderate

3 Low
4 None

spec_q3_2 (Section Speciate)
Have your feedback entered into a network contest to win prizes, e.g. for most entertaining feedback
1 High
2 Moderate
3 Low
4 None

spec_q3_3 (Section Speciate)
Post to the app's website and be able to see what others are saying
1 High
2 Moderate
3 Low
4 None

spec_q3_4 (Section Speciate)
Submit your feedback directly to the company or brand
1 High
2 Moderate
3 Low
4 None

spec_q3_5 (Section Speciate)
Resolve a problem with a product with the company or brand
1 High
2 Moderate
3 Low
4 None

END OF SUBGROUP

END OF GROUP
END OF IF
END OF IF

End of section **Speciate**
ELSEIF section_rand = 3 THEN
section_cnt := 1

Start of section **Screen**

IF section_rand IN (1,2,5,6) THEN
  screen_intro (Section Screen)
  The next questions ask about healthy food basket donation programs.
END OF IF

/* Respondents are asked about a program providing healthy food. Respondents are either told it is provided by a government program (screen_intro_rand equals 1) or a non-profit organization (screen_intro_rand equals 2). */

IF screen_intro_rand = EMPTY THEN
  screen_intro_rand := mt_rand(1,2)
END OF IF

/* Respondents are asked about different types of program:

  - (1) Families get the basket for free.

  - (2A) Families pay $1 of the 10$ cost of the basket.

  - (2B) Families pay $5 of the 10$ cost of the basket.

  - (3A) Families get the basket for free after an additional 5 minute registration.

  - (3B) Families get the basket for free after an additional 25 minute registration.

  - (3C) Families get the basket for free after an additional 45 minute registration.

They are displayed in random order per variable screen_q1_rand:

  - 1 Block ordering 1,2,3

  - 2 Block ordering 1,3,2

  - 3 Block ordering 3,2,1

  - 4 Block ordering 2,3,1

  - 5 Block ordering 2,1,3

  - 6 Block ordering 3,1,2

*/

IF screen_q1_rand = EMPTY THEN
  screen_q1_rand := mt_rand(1,6)
END OF IF

IF screen_q1_rand = 1 THEN

screen_q1_options := array(1 →1, 2 →2, 3 →3, 4 →4, 5 →5, 6 →6)
ELSEIF screen_q1_rand = 2 THEN
  screen_q1_options := array(1 →1, 2 →4, 3 →5, 4 →6, 5 →2, 6 →3)
ELSEIF screen_q1_rand = 3 THEN
  screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →2, 5 →3, 6 →1)
ELSEIF screen_q1_rand = 4 THEN
  screen_q1_options := array(1 →2, 2 →3, 3 →4, 4 →5, 5 →6, 6 →1)
ELSEIF screen_q1_rand = 5 THEN
  screen_q1_options := array(1 →2, 2 →3, 3 →1, 4 →4, 5 →5, 6 →6)
ELSEIF screen_q1_rand = 6 THEN
  screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →1, 5 →2, 6 →3)
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

IF screen_intro_rand = 1 THEN

screen_intro_1 (Section Screen)
Suppose there is a government program that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The government can choose from different distribution approaches for the program.

ELSEIF screen_intro_rand = 2 THEN

screen_intro_2 (Section Screen)
Suppose there is a non-profit organization that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The non-profit can choose from different distribution approaches for the program.

END OF IF

screen_q1 (Section Screen)
Which program would you be most likely to support?
1 Families get the basket for free.
2 Families pay $1 of the $10 cost of the basket.
3 Families pay $5 of the $10 cost of the basket.
4 Families get the basket for free after an additional 5 minute registration.
5 Families get the basket for free after an additional 25 minute registration.
6 Families get the basket for free after an additional 45 minute registration.

END OF GROUP

IF screen_q1 != EMPTY THEN

screen_q2 (Section Screen)
You chose to support the program in which: [insert choice] Why did you choose the program you did?
STRING

END OF IF

/* Respondents are asked to answer 4 statements about the different types of program. The exact questions asked are captured in screen_q3_random_1_ to screen_q3_random_4_ taking one of the following values:

- 1 screen_q3_1

- 2 screen_q3_2

- 3 screen_q3_3

- 4 screen_q3_4

- 5 screen_q3_5

- 6 screen_q3_6

- 7 screen_q3_7

- 8 screen_q3_8

- 9 screen_q3_9

- 10 screen_q3_10

*/

IF sizeof(screen_q3_random) = 0 THEN

screen_q3_random_full := shuffleArray(array(1 →"screen_q3_1", 2 →"screen_q3_2", 3 →"screen_q3_3", 4 →"screen_q3_4", 5→"screen_q3_5", 6→"screen_q3_6", 7→"screen_q3_7", 8→"screen_q3_8", 9→"screen_q3_9", 10→"screen_q3_10", 11→"screen_q3_11"), 1, true)
screen_q3_random := sliceArray(screen_q3_random_full, 0, 4, true)

END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

screen_q3_intro (Section Screen)
Now think about all the programs you could have chosen earlier. There were three options: (1) Families get the healthy food basket for free, (2) Families pay part of the cost of the healthy food basket, (3) Families spend time registering to get the healthy food basket. Please rate how much you agree with the following statements about the

different kinds of programs.

Value of question screen_q3_random(cnt) asked as question

End of section **Screen**

section_cnt := 2

Start of section **Investment**

IF section_rand IN (3,4,5,6) THEN
invest_intro (Section Investment)
The next questions are about the future value of investments.
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

invest_q1_intro (Section Investment)
Suppose $1,000 are invested in stocks today. How much do you think this investment would be worth a year from now? Please give your best guess.
Dollar amount (no decimals):

invest_q1 (Section Investment)
RANGE 0..9223372036854775807

END OF GROUP

IF invest_q1 $<$ 100 OR invest_q1 = EMPTY THEN
invest_A0 := 100
ELSE
invest_A0 := invest_q1
END OF IF

invest_A1 := 20 * floor(round(((0.7 * invest_A0)/20), 6))

invest_A2 := 20 * floor(round(((0.9 * invest_A0)/20), 6))
invest_A3 := 20 * ceil(round(((1.1 * invest_A0)/20), 6))
invest_A4 := 20 * ceil(round(((1.3 * invest_A0)/20), 6))

IF (invest_q1 ≥ 100) AND (invest_q1 != EMPTY) THEN

invest_q2_intro_1 (Section Investment)
OK, your best guess is that $1,000 invested in stocks today will be worth $(()) a year from now. However, the stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

ELSE

invest_q2_intro_2 (Section Investment)
The stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

END OF IF

invest_q2 (Section Investment)
Less than $(())From $(()) to $(())From $(()) to $(())From $(()) to $(())More than $(())Total

invest_q2_1 (Section Investment)
RANGE 0..100

invest_q2_2 (Section Investment)
RANGE 0..100

invest_q2_3 (Section Investment)
RANGE 0..100

invest_q2_4 (Section Investment)
RANGE 0..100

invest_q2_5 (Section Investment)
RANGE 0..100

invest_q2_total (total of invest_q2 in section Investment)
Total (automatically calculated)
RANGE 0..9223372036854775807

END OF GROUP

IF (invest_q2_1 != EMPTY) OR (invest_q2_2 != EMPTY) OR (invest_q2_3 != EMPTY) OR (invest_q2_4 != EMPTY) OR (invest_q2_5 != EMPTY) THEN

  invest_q2_total := invest_q2_1 + invest_q2_2 + invest_q2_3 + invest_q2_4 + invest_q2_5

  IF invest_q2_total != 100 THEN
    invest_q2_total_check (checking if invest_q2_total is 100 in section Investment)
    The individual intervals need to add up to 100%. Please go back and check your responses.
  END OF IF
END OF IF

End of section **Investment**

section_cnt := 3

Start of section **Speciate**

IF section_rand IN (1,2,3,4) THEN
  speciate_intro (Section Speciate)
  The next questions are about a potential new way of providing feedback on products and services.
END OF IF

Fill code of question FLEnthousiast executed

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q1 (Products you consider yourself an enthusiast in section Speciate)
For which of the following types of products would you consider yourself an **(enthusiast/Someone who strongly enjoys using, thinking, or talking about some particular product or product category)**? (Select all that apply)
1 Auto
2 Beauty and Personal Care
3 Clothing, Shoes and Jewelry
4 Electronics, Computer and Office
5 Financial Services
6 Restaurants, Food and Grocery
7 Healthcare
8 Home Appliances
9 Home Furnishings
10 Home Maintenance, Repair and Garden

43

11 Insurance
12 Kids and Toys
13 Media and Entertainment
14 Restaurants
15 Software and Apps
16 Sporting and Outdoors Equipment
17 Travel
18 Some other type of product (specify):
19 I don't consider myself to be an enthusiast about any product or category of products

spec_q1_other (Other Option for Question 1 in section Speciate)
STRING

IF spec_q1 != 19 THEN

spec_q2_intro (Section Speciate)
The next few questions are about a potential new mobile app. The app would let you "rant or rave" about any product or service at any time. It wouldn't matter if it was about your latest shoe, home appliance or auto purchase. Using the app, you could send your feedback about any product or service, using video, audio, image, and/or text, any time. Then you could tell the app what you want to do with your feedback... it would let you post to social media, send it on to the company involved, or involve you in company studies to improve those products and services.

spec_q2 (Section Speciate)
To what extent would you be interested in using an app like the one described on the previous screen to provide multimedia feedback to companies on products and services you feel passionate about? You might also be able to earn rewards in the form of cash, product discounts and/or points.
1 Extremely interested
2 Somewhat interested
3 Not very interested
4 Not interested at all

IF (spec_q2 < 4) AND (spec_q2 != EMPTY) THEN
  GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q3_intro (Section Speciate)
If you were going to use an app like the one we described to "rant or rave" to provide feedback about a product, please indicate your level of interest in also being able to use the app to:

SUBGROUP OF QUESTIONS

spec_q3_1 (Section Speciate)
Post your feedback to social media of your choice, e.g. you could select Twitter, Facebook, Snapchat, Instagram etc. and the app would post for you.
1 High
2 Moderate
3 Low
4 None

spec_q3_2 (Section Speciate)
Have your feedback entered into a network contest to win prizes, e.g. for most entertaining feedback
1 High
2 Moderate
3 Low
4 None

spec_q3_3 (Section Speciate)
Post to the app's website and be able to see what others are saying
1 High
2 Moderate
3 Low
4 None

spec_q3_4 (Section Speciate)
Submit your feedback directly to the company or brand
1 High
2 Moderate
3 Low
4 None

spec_q3_5 (Section Speciate)
Resolve a problem with a product with the company or brand
1 High
2 Moderate
3 Low
4 None

END OF SUBGROUP

END OF GROUP

END OF IF

END OF IF

End of section **Speciate**

ELSEIF section_rand = 4 THEN
section_cnt := 1

Start of section **Screen**

IF section_rand IN (1,2,5,6) THEN
 screen_intro (Section Screen)
 The next questions ask about healthy food basket donation programs.
END OF IF

/* Respondents are asked about a program providing healthy food. Respondents are either told it is provided by a government program (screen_intro_rand equals 1) or a non-profit organization (screen_intro_rand equals 2). */

IF screen_intro_rand = EMPTY THEN
 screen_intro_rand := mt_rand(1,2)
END OF IF

/* Respondents are asked about different types of program:

- (1) Families get the basket for free.

- (2A) Families pay $1 of the 10$ cost of the basket.

- (2B) Families pay $5 of the 10$ cost of the basket.

- (3A) Families get the basket for free after an additional 5 minute registration.

- (3B) Families get the basket for free after an additional 25 minute registration.

- (3C) Families get the basket for free after an additional 45 minute registration.

They are displayed in random order per variable screen_q1_rand:

- 1 Block ordering 1,2,3

- 2 Block ordering 1,3,2

- 3 Block ordering 3,2,1

- 4 Block ordering 2,3,1

- 5 Block ordering 2,1,3

- 6 Block ordering 3,1,2

*/

IF screen_q1_rand = EMPTY THEN

46

```
  screen_q1_rand := mt_rand(1,6)
END OF IF

IF screen_q1_rand = 1 THEN
  screen_q1_options := array(1 →1, 2 →2, 3 →3, 4 →4, 5 →5, 6 →6)
ELSEIF screen_q1_rand = 2 THEN
  screen_q1_options := array(1 →1, 2 →4, 3 →5, 4 →6, 5 →2, 6 →3)
ELSEIF screen_q1_rand = 3 THEN
  screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →2, 5 →3, 6 →1)
ELSEIF screen_q1_rand = 4 THEN
  screen_q1_options := array(1 →2, 2 →3, 3 →4, 4 →5, 5 →6, 6 →1)
ELSEIF screen_q1_rand = 5 THEN
  screen_q1_options := array(1 →2, 2 →3, 3 →1, 4 →4, 5 →5, 6 →6)
ELSEIF screen_q1_rand = 6 THEN
  screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →1, 5 →2, 6 →3)
END OF IF
```

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

IF screen_intro_rand = 1 THEN

screen_intro_1 (Section Screen)
Suppose there is a government program that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The government can choose from different distribution approaches for the program.

ELSEIF screen_intro_rand = 2 THEN

screen_intro_2 (Section Screen)
Suppose there is a non-profit organization that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The non-profit can choose from different distribution approaches for the program.

END OF IF

screen_q1 (Section Screen)
Which program would you be most likely to support?
1 Families get the basket for free.
2 Families pay $1 of the $10 cost of the basket.
3 Families pay $5 of the $10 cost of the basket.
4 Families get the basket for free after an additional 5 minute registration.
5 Families get the basket for free after an additional 25 minute registration.

6 Families get the basket for free after an additional 45 minute registration.

IF screen_q1 != EMPTY THEN
screen_q2 (Section Screen)
You chose to support the program in which: (()) Why did you choose the program you did?
STRING
END OF IF

/* Respondents are asked to answer 4 statements about the different types of program. The exact questions asked are captured in screen_q3_random_1_ to screen_q3_random_4_ taking one of the following values:

- 1 screen_q3_1

- 2 screen_q3_2

- 3 screen_q3_3

- 4 screen_q3_4

- 5 screen_q3_5

- 6 screen_q3_6

- 7 screen_q3_7

- 8 screen_q3_8

- 9 screen_q3_9

- 10 screen_q3_10

*/

IF sizeof(screen_q3_random) = 0 THEN
screen_q3_random_full := shuffleArray(array(1 →"screen_q3_1", 2 →"screen_q3_2", 3 →"screen_q3_3", 4 →"screen_q3_4", 5→"screen_q3_5", 6→"screen_q3_6", 7→"screen_q3_7", 8→"screen_q3_8", 9→"screen_q3_9", 10→"screen_q3_10", 11→"screen_q3_11"), 1, true)
screen_q3_random := sliceArray(screen_q3_random_full, 0, 4, true)
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

screen_q3_intro (Section Screen)
Now think about all the programs you could have chosen earlier. There were three options:Families get the healthy food basket for freeFamilies pay part of the cost of the healthy food basketFamilies spend time registering to get the healthy food basketPlease rate how much you agree with the following statements about the different kinds of programs.

SUBGROUP OF QUESTIONS

LOOP FROM 1 TO 4

Value of question screen_q3_random(cnt) asked as question

END OF LOOP

END OF SUBGROUP

END OF GROUP

End of section **Screen**

section_cnt := 2

Start of section **Speciate**

IF section_rand IN (1,2,3,4) THEN
speciate_intro (Section Speciate)
The next questions are about a potential new way of providing feedback on products and services.
END OF IF

Fill code of question FLEnthousiast executed

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q1 (Products you consider yourself an enthusiast in section Speciate)
For which of the following types of products would you consider yourself an **(enthusiast/Someone who strongly enjoys using, thinking, or talking about some particular product or product category)**? (Select all that apply)
1 Auto
2 Beauty and Personal Care
3 Clothing, Shoes and Jewelry
4 Electronics, Computer and Office
5 Financial Services
6 Restaurants, Food and Grocery

7 Healthcare
8 Home Appliances
9 Home Furnishings
10 Home Maintenance, Repair and Garden
11 Insurance
12 Kids and Toys
13 Media and Entertainment
14 Restaurants
15 Software and Apps
16 Sporting and Outdoors Equipment
17 Travel
18 Some other type of product (specify):
19 I don't consider myself to be an enthusiast about any product or category of products

spec_q1_other (Other Option for Question 1 in section Speciate)
STRING

END OF GROUP

IF spec_q1 != 19 THEN
spec_q2_intro (Section Speciate)
The next few questions are about a potential new mobile app. The app would let you "rant or rave" about any product or service at any time. It wouldn't matter if it was about your latest shoe, home appliance or auto purchase. Using the app, you could send your feedback about any product or service, using video, audio, image, and/or text, any time. Then you could tell the app what you want to do with your feedback... it would let you post to social media, send it on to the company involved, or involve you in company studies to improve those products and services.

spec_q2 (Section Speciate)
To what extent would you be interested in using an app like the one described on the previous screen to provide multimedia feedback to companies on products and services you feel passionate about? You might also be able to earn rewards in the form of cash, product discounts and/or points.
1 Extremely interested
2 Somewhat interested
3 Not very interested
4 Not interested at all

IF (spec_q2 < 4) AND (spec_q2 != EMPTY) THEN
GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q3_intro (Section Speciate)
If you were going to use an app like the one we described to "rant or rave" to provide feedback about a product, please indicate your level of interest in also being able to

use the app to:

spec_q3_1 (Section Speciate)
Post your feedback to social media of your choice, e.g. you could select Twitter,
Facebook, Snapchat, Instagram etc. and the app would post for you.
1 High
2 Moderate
3 Low
4 None

spec_q3_2 (Section Speciate)
Have your feedback entered into a network contest to win prizes, e.g. for most
entertaining feedback
1 High
2 Moderate
3 Low
4 None

spec_q3_3 (Section Speciate)
Post to the app's website and be able to see what others are saying
1 High
2 Moderate
3 Low
4 None

spec_q3_4 (Section Speciate)
Submit your feedback directly to the company or brand
1 High
2 Moderate
3 Low
4 None

spec_q3_5 (Section Speciate)
Resolve a problem with a product with the company or brand
1 High
2 Moderate
3 Low
4 None

END OF IF

End of section **Speciate**

section_cnt := 3

Start of section **Investment**

IF section_rand IN (3,4,5,6) THEN
> **invest_intro** (Section Investment)
> The next questions are about the future value of investments.

END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

> **invest_q1_intro** (Section Investment)
> Suppose $1,000 are invested in stocks today. How much do you think this investment
> would be worth a year from now? Please give your best guess.
> Dollar amount (no decimals):
>
> **invest_q1** (Section Investment)
> RANGE 0..9223372036854775807

END OF GROUP

IF invest_q1 $<$ 100 OR invest_q1 = EMPTY THEN
> invest_A0 := 100

ELSE
> invest_A0 := invest_q1

END OF IF

invest_A1 := 20 * floor(round(((0.7 * invest_A0)/20), 6))
invest_A2 := 20 * floor(round(((0.9 * invest_A0)/20), 6))
invest_A3 := 20 * ceil(round(((1.1 * invest_A0)/20), 6))
invest_A4 := 20 * ceil(round(((1.3 * invest_A0)/20), 6))

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

> IF (invest_q1 $\geq$ 100) AND (invest_q1 != EMPTY) THEN
>
> > **invest_q2_intro_1** (Section Investment)
> > OK, your best guess is that $1,000 invested in stocks today will be worth $(()) a year
> > from now. However, the stock market is uncertain.What do you think is the percent

52

chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

ELSE

invest_q2_intro_2 (Section Investment)
The stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

END OF IF

invest_q2 (Section Investment)
Less than $(())From $(()) to $(())From $(()) to $(())From $(()) to $(())More than $(())Total

invest_q2_1 (Section Investment)
RANGE 0..100

invest_q2_2 (Section Investment)
RANGE 0..100

invest_q2_3 (Section Investment)
RANGE 0..100

invest_q2_4 (Section Investment)
RANGE 0..100

invest_q2_5 (Section Investment)
RANGE 0..100

invest_q2_total (total of invest_q2 in section Investment)
Total (automatically calculated)
RANGE 0..9223372036854775807

END OF GROUP

IF (invest_q2_1 != EMPTY) OR (invest_q2_2 != EMPTY) OR (invest_q2_3 != EMPTY) OR (invest_q2_4 != EMPTY) OR (invest_q2_5 != EMPTY) THEN
invest_q2_total := invest_q2_1 + invest_q2_2 + invest_q2_3 + invest_q2_4 + invest_q2_5

IF invest_q2_total != 100 THEN
invest_q2_total_check (checking if invest_q2_total is 100 in section Investment)
The individual intervals need to add up to 100%. Please go back and check your responses.

| END OF IF
 END OF IF

End of section **Investment**
ELSEIF section_rand = 5 THEN
 section_cnt := 1

Start of section **Speciate**

IF section_rand IN (1,2,3,4) THEN
 speciate_intro (Section Speciate)
 The next questions are about a potential new way of providing feedback on products and services.
END OF IF

Fill code of question FLEnthousiast executed

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q1 (Products you consider yourself an enthusiast in section Speciate)
For which of the following types of products would you consider yourself an **(enthusiast/Someone who strongly enjoys using, thinking, or talking about some particular product or product category)**? (Select all that apply)
1 Auto
2 Beauty and Personal Care
3 Clothing, Shoes and Jewelry
4 Electronics, Computer and Office
5 Financial Services
6 Restaurants, Food and Grocery
7 Healthcare
8 Home Appliances
9 Home Furnishings
10 Home Maintenance, Repair and Garden
11 Insurance
12 Kids and Toys
13 Media and Entertainment
14 Restaurants
15 Software and Apps
16 Sporting and Outdoors Equipment
17 Travel
18 Some other type of product (specify):
19 I don't consider myself to be an enthusiast about any product or category of products

spec_q1_other (Other Option for Question 1 in section Speciate)

| STRING

IF spec_q1 != 19 THEN

spec_q2_intro (Section Speciate)
The next few questions are about a potential new mobile app. The app would let you
"rant or rave" about any product or service at any time. It wouldn't matter if it was about
your latest shoe, home appliance or auto purchase. Using the app, you could send
your feedback about any product or service, using video, audio, image, and/or text, any
time. Then you could tell the app what you want to do with your feedback... it would let
you post to social media, send it on to the company involved, or involve you in company
studies to improve those products and services.

spec_q2 (Section Speciate)
To what extent would you be interested in using an app like the one described on
the previous screen to provide multimedia feedback to companies on products and
services you feel passionate about? You might also be able to earn rewards in the form
of cash, product discounts and/or points.
1 Extremely interested
2 Somewhat interested
3 Not very interested
4 Not interested at all

IF (spec_q2 < 4) AND (spec_q2 != EMPTY) THEN

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q3_intro (Section Speciate)
If you were going to use an app like the one we described to "rant or rave" to provide
feedback about a product, please indicate your level of interest in also being able to
use the app to:

SUBGROUP OF QUESTIONS

spec_q3_1 (Section Speciate)
Post your feedback to social media of your choice, e.g. you could select Twitter,
Facebook, Snapchat, Instagram etc. and the app would post for you.
1 High
2 Moderate
3 Low
4 None

spec_q3_2 (Section Speciate)
Have your feedback entered into a network contest to win prizes, e.g. for most
entertaining feedback

1 High
2 Moderate
3 Low
4 None

spec_q3_3 (Section Speciate)
Post to the app's website and be able to see what others are saying
1 High
2 Moderate
3 Low
4 None

spec_q3_4 (Section Speciate)
Submit your feedback directly to the company or brand
1 High
2 Moderate
3 Low
4 None

spec_q3_5 (Section Speciate)
Resolve a problem with a product with the company or brand
1 High
2 Moderate
3 Low
4 None

END OF SUBGROUP

END OF GROUP
END OF IF
END OF IF

End of section **Speciate**

section_cnt := 2

Start of section **Screen**

IF section_rand IN (1,2,5,6) THEN
screen_intro (Section Screen)
The next questions ask about healthy food basket donation programs.
END OF IF

/* Respondents are asked about a program providing healthy food. Respondents

are either told it is provided by a government program (screen_intro_rand equals 1) or a non-profit organization (screen_intro_rand equals 2). */

IF screen_intro_rand = EMPTY THEN
| screen_intro_rand := mt_rand(1,2)
END OF IF

/* Respondents are asked about different types of program:

- (1) Families get the basket for free.

- (2A) Families pay \$1 of the \$10 cost of the basket.

- (2B) Families pay \$5 of the \$10 cost of the basket.

- (3A) Families get the basket for free after an additional 5 minute registration.

- (3B) Families get the basket for free after an additional 25 minute registration.

- (3C) Families get the basket for free after an additional 45 minute registration.

They are displayed in random order per variable screen_q1_rand:

- 1 Block ordering 1,2,3

- 2 Block ordering 1,3,2

- 3 Block ordering 3,2,1

- 4 Block ordering 2,3,1

- 5 Block ordering 2,1,3

- 6 Block ordering 3,1,2

*/

IF screen_q1_rand = EMPTY THEN
| screen_q1_rand := mt_rand(1,6)
END OF IF

IF screen_q1_rand = 1 THEN
| screen_q1_options := array(1 →1, 2 →2, 3 →3, 4 →4, 5 →5, 6 →6)
ELSEIF screen_q1_rand = 2 THEN
| screen_q1_options := array(1 →1, 2 →4, 3 →5, 4 →6, 5 →2, 6 →3)
ELSEIF screen_q1_rand = 3 THEN
| screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →2, 5 →3, 6 →1)

ELSEIF screen_q1_rand = 4 THEN
  screen_q1_options := array(1 →2, 2 →3, 3 →4, 4 →5, 5 →6, 6 →1)
ELSEIF screen_q1_rand = 5 THEN
  screen_q1_options := array(1 →2, 2 →3, 3 →1, 4 →4, 5 →5, 6 →6)
ELSEIF screen_q1_rand = 6 THEN
  screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →1, 5 →2, 6 →3)
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

IF screen_intro_rand = 1 THEN

screen_intro_1 (Section Screen)
Suppose there is a government program that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The government can choose from different distribution approaches for the program.

ELSEIF screen_intro_rand = 2 THEN

screen_intro_2 (Section Screen)
Suppose there is a non-profit organization that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The non-profit can choose from different distribution approaches for the program.

END OF IF

screen_q1 (Section Screen)
Which program would you be most likely to support?
1 Families get the basket for free.
2 Families pay $1 of the $10 cost of the basket.
3 Families pay $5 of the $10 cost of the basket.
4 Families get the basket for free after an additional 5 minute registration.
5 Families get the basket for free after an additional 25 minute registration.
6 Families get the basket for free after an additional 45 minute registration.

END OF GROUP

IF screen_q1 != EMPTY THEN
screen_q2 (Section Screen)
You chose to support the program in which: (()) Why did you choose the program you did?
STRING

58

END OF IF

/* Respondents are asked to answer 4 statements about the different types of program.
The exact questions asked are captured in screen_q3_random_1_ to screen_q3_random_4_
taking one of the following values:

- 1 screen_q3_1

- 2 screen_q3_2

- 3 screen_q3_3

- 4 screen_q3_4

- 5 screen_q3_5

- 6 screen_q3_6

- 7 screen_q3_7

- 8 screen_q3_8

- 9 screen_q3_9

- 10 screen_q3_10

*/

IF sizeof(screen_q3_random) = 0 THEN
screen_q3_random_full := shuffleArray(array(1 →"screen_q3_1", 2 →"screen_q3_2",
3 →"screen_q3_3", 4 →"screen_q3_4", 5→"screen_q3_5", 6→"screen_q3_6",
7→"screen_q3_7", 8→"screen_q3_8", 9→"screen_q3_9", 10→"screen_q3_10",
11→"screen_q3_11"), 1, true)
screen_q3_random := sliceArray(screen_q3_random_full, 0, 4, true)
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

screen_q3_intro (Section Screen)
Now think about all the programs you could have chosen earlier. There were three
options:Families get the healthy food basket for freeFamilies pay part of the cost of the
healthy food basketFamilies spend time registering to get the healthy food basketPlease
rate how much you agree with the following statements about the different kinds of
programs.

SUBGROUP OF QUESTIONS

LOOP FROM 1 TO 4

| Value of question screen_q3_random(cnt) asked as question

 END OF LOOP

 END OF SUBGROUP

END OF GROUP

End of section **Screen**

section_cnt := 3

Start of section **Investment**

IF section_rand IN (3,4,5,6) THEN
| **invest_intro** (Section Investment)
| The next questions are about the future value of investments.
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

| **invest_q1_intro** (Section Investment)
| Suppose $1,000 are invested in stocks today. How much do you think this investment
| would be worth a year from now? Please give your best guess.
| Dollar amount (no decimals):
|
| **invest_q1** (Section Investment)
| RANGE 0..9223372036854775807

END OF GROUP

IF invest_q1 $<$ 100 OR invest_q1 = EMPTY THEN
| invest_A0 := 100
ELSE
| invest_A0 := invest_q1
END OF IF

invest_A1 := 20 * floor(round(((0.7 * invest_A0)/20), 6))
invest_A2 := 20 * floor(round(((0.9 * invest_A0)/20), 6))
invest_A3 := 20 * ceil(round(((1.1 * invest_A0)/20), 6))
invest_A4 := 20 * ceil(round(((1.3 * invest_A0)/20), 6))

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

IF (invest_q1 $\geq$ 100) AND (invest_q1 != EMPTY) THEN

invest_q2_intro_1 (Section Investment)
OK, your best guess is that $1,000 invested in stocks today will be worth $(()) a year from now. However, the stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

ELSE

invest_q2_intro_2 (Section Investment)
The stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

END OF IF

invest_q2 (Section Investment)
Less than $(())From $(()) to $(())From $(()) to $(())From $(()) to $(())More than $(())Total

invest_q2_1 (Section Investment)
RANGE 0..100

invest_q2_2 (Section Investment)
RANGE 0..100

invest_q2_3 (Section Investment)
RANGE 0..100

invest_q2_4 (Section Investment)
RANGE 0..100

invest_q2_5 (Section Investment)
RANGE 0..100

invest_q2_total (total of invest_q2 in section Investment)
Total (automatically calculated)
RANGE 0..9223372036854775807

END OF GROUP

IF (invest_q2_1 != EMPTY) OR (invest_q2_2 != EMPTY) OR (invest_q2_3 != EMPTY) OR (invest_q2_4 != EMPTY) OR (invest_q2_5 != EMPTY) THEN

invest_q2_total := invest_q2_1 + invest_q2_2 + invest_q2_3 + invest_q2_4 + invest_q2_5

IF invest_q2_total != 100 THEN

invest_q2_total_check (checking if invest_q2_total is 100 in section Investment)
The individual intervals need to add up to 100%. Please go back and check your responses.

END OF IF

END OF IF

End of section **Investment**

ELSEIF section_rand = 6 THEN

section_cnt := 1

Start of section **Speciate**

IF section_rand IN (1,2,3,4) THEN

speciate_intro (Section Speciate)
The next questions are about a potential new way of providing feedback on products and services.

END OF IF

Fill code of question FLEnthousiast executed

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q1 (Products you consider yourself an enthusiast in section Speciate)
For which of the following types of products would you consider yourself an **(enthusiast/Someone who strongly enjoys using, thinking, or talking about some particular product or product category)**? (Select all that apply)
1 Auto
2 Beauty and Personal Care
3 Clothing, Shoes and Jewelry
4 Electronics, Computer and Office
5 Financial Services
6 Restaurants, Food and Grocery
7 Healthcare
8 Home Appliances
9 Home Furnishings
10 Home Maintenance, Repair and Garden
11 Insurance
12 Kids and Toys
13 Media and Entertainment
14 Restaurants
15 Software and Apps

16 Sporting and Outdoors Equipment
17 Travel
18 Some other type of product (specify):
19 I don't consider myself to be an enthusiast about any product or category of products

spec_q1_other (Other Option for Question 1 in section Speciate)
STRING

IF spec_q1 != 19 THEN

spec_q2_intro (Section Speciate)
The next few questions are about a potential new mobile app. The app would let you
"rant or rave" about any product or service at any time. It wouldn't matter if it was about
your latest shoe, home appliance or auto purchase. Using the app, you could send
your feedback about any product or service, using video, audio, image, and/or text, any
time. Then you could tell the app what you want to do with your feedback... it would let
you post to social media, send it on to the company involved, or involve you in company
studies to improve those products and services.

spec_q2 (Section Speciate)
To what extent would you be interested in using an app like the one described on
the previous screen to provide multimedia feedback to companies on products and
services you feel passionate about? You might also be able to earn rewards in the form
of cash, product discounts and/or points.
1 Extremely interested
2 Somewhat interested
3 Not very interested
4 Not interested at all

IF (spec_q2 < 4) AND (spec_q2 != EMPTY) THEN
  GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

spec_q3_intro (Section Speciate)
If you were going to use an app like the one we described to "rant or rave" to provide
feedback about a product, please indicate your level of interest in also being able to
use the app to:

SUBGROUP OF QUESTIONS

spec_q3_1 (Section Speciate)
Post your feedback to social media of your choice, e.g. you could select Twitter,
Facebook, Snapchat, Instagram etc. and the app would post for you.
1 High
2 Moderate

3 Low
4 None

spec_q3_2 (Section Speciate)
Have your feedback entered into a network contest to win prizes, e.g. for most entertaining feedback
1 High
2 Moderate
3 Low
4 None

spec_q3_3 (Section Speciate)
Post to the app's website and be able to see what others are saying
1 High
2 Moderate
3 Low
4 None

spec_q3_4 (Section Speciate)
Submit your feedback directly to the company or brand
1 High
2 Moderate
3 Low
4 None

spec_q3_5 (Section Speciate)
Resolve a problem with a product with the company or brand
1 High
2 Moderate
3 Low
4 None

END OF SUBGROUP

END OF GROUP

END OF IF

END OF IF

End of section **Speciate**

section_cnt := 2

Start of section **Investment**

IF section_rand IN (3,4,5,6) THEN

invest_intro (Section Investment)
The next questions are about the future value of investments.
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

invest_q1_intro (Section Investment)
Suppose $1,000 are invested in stocks today. How much do you think this investment would be worth a year from now? Please give your best guess.
Dollar amount (no decimals):

invest_q1 (Section Investment)
RANGE 0..9223372036854775807

END OF GROUP

IF invest_q1 $<$ 100 OR invest_q1 = EMPTY THEN
  invest_A0 := 100
ELSE
  invest_A0 := invest_q1
END OF IF

invest_A1 := 20 * floor(round(((0.7 * invest_A0)/20), 6))
invest_A2 := 20 * floor(round(((0.9 * invest_A0)/20), 6))
invest_A3 := 20 * ceil(round(((1.1 * invest_A0)/20), 6))
invest_A4 := 20 * ceil(round(((1.3 * invest_A0)/20), 6))

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

IF (invest_q1 $\geq$ 100) AND (invest_q1 != EMPTY) THEN

invest_q2_intro_1 (Section Investment)
OK, your best guess is that $1,000 invested in stocks today will be worth $(()) a year from now. However, the stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

ELSE

invest_q2_intro_2 (Section Investment)
The stock market is uncertain.What do you think is the percent chance that a year from now the value of $1,000 will fall in any of the following intervals? Please give answers between 0 and 100 such that the Total is 100.

END OF IF

invest_q2 (Section Investment)
Less than $(())From $(()) to $(())From $(()) to $(())From $(()) to $(())More than $(())Total

invest_q2_1 (Section Investment)
RANGE 0..100

invest_q2_2 (Section Investment)
RANGE 0..100

invest_q2_3 (Section Investment)
RANGE 0..100

invest_q2_4 (Section Investment)
RANGE 0..100

invest_q2_5 (Section Investment)
RANGE 0..100

invest_q2_total (total of invest_q2 in section Investment)
Total (automatically calculated)
RANGE 0..9223372036854775807

END OF GROUP

IF (invest_q2_1 != EMPTY) OR (invest_q2_2 != EMPTY) OR (invest_q2_3 != EMPTY) OR (invest_q2_4 != EMPTY) OR (invest_q2_5 != EMPTY) THEN

invest_q2_total := invest_q2_1 + invest_q2_2 + invest_q2_3 + invest_q2_4 + invest_q2_5

IF invest_q2_total != 100 THEN

invest_q2_total_check (checking if invest_q2_total is 100 in section Investment)
The individual intervals need to add up to 100%. Please go back and check your responses.

END OF IF
END OF IF

End of section **Investment**

section_cnt := 3

Start of section **Screen**

IF section_rand IN (1,2,5,6) THEN

screen_intro (Section Screen)
The next questions ask about healthy food basket donation programs.
END OF IF

/* Respondents are asked about a program providing healthy food. Respondents are either told it is provided by a government program (screen_intro_rand equals 1) or a non-profit organization (screen_intro_rand equals 2). */

IF screen_intro_rand = EMPTY THEN
screen_intro_rand := mt_rand(1,2)
END OF IF

/* Respondents are asked about different types of program:

- (1) Families get the basket for free.

- (2A) Families pay $1 of the$10 cost of the basket.

- (2B) Families pay $5 of the$10 cost of the basket.

- (3A) Families get the basket for free after an additional 5 minute registration.

- (3B) Families get the basket for free after an additional 25 minute registration.

- (3C) Families get the basket for free after an additional 45 minute registration.

They are displayed in random order per variable screen_q1_rand:

- 1 Block ordering 1,2,3

- 2 Block ordering 1,3,2

- 3 Block ordering 3,2,1

- 4 Block ordering 2,3,1

- 5 Block ordering 2,1,3

- 6 Block ordering 3,1,2

*/

IF screen_q1_rand = EMPTY THEN
screen_q1_rand := mt_rand(1,6)
END OF IF

IF screen_q1_rand = 1 THEN
screen_q1_options := array(1 →1, 2 →2, 3 →3, 4 →4, 5 →5, 6 →6)

ELSEIF screen_q1_rand = 2 THEN

screen_q1_options := array(1 →1, 2 →4, 3 →5, 4 →6, 5 →2, 6 →3)

ELSEIF screen_q1_rand = 3 THEN

screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →2, 5 →3, 6 →1)

ELSEIF screen_q1_rand = 4 THEN

screen_q1_options := array(1 →2, 2 →3, 3 →4, 4 →5, 5 →6, 6 →1)

ELSEIF screen_q1_rand = 5 THEN

screen_q1_options := array(1 →2, 2 →3, 3 →1, 4 →4, 5 →5, 6 →6)

ELSEIF screen_q1_rand = 6 THEN

screen_q1_options := array(1 →4, 2 →5, 3 →6, 4 →1, 5 →2, 6 →3)

END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

IF screen_intro_rand = 1 THEN

screen_intro_1 (Section Screen)
Suppose there is a government program that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The government can choose from different distribution approaches for the program.

ELSEIF screen_intro_rand = 2 THEN

screen_intro_2 (Section Screen)
Suppose there is a non-profit organization that provides healthy food (fresh fruits and vegetables) to low-income families. Families get healthy food baskets worth $10. The non-profit can choose from different distribution approaches for the program.

END OF IF

screen_q1 (Section Screen)
Which program would you be most likely to support?
1 Families get the basket for free.
2 Families pay $1 of the $10 cost of the basket.
3 Families pay $5 of the $10 cost of the basket.
4 Families get the basket for free after an additional 5 minute registration.
5 Families get the basket for free after an additional 25 minute registration.
6 Families get the basket for free after an additional 45 minute registration.

END OF GROUP

IF screen_q1 != EMPTY THEN

68

> **screen_q2** (Section Screen)
> You chose to support the program in which: (()) Why did you choose the program you did?
> STRING

END OF IF

/* Respondents are asked to answer 4 statements about the different types of program. The exact questions asked are captured in screen_q3_random_1_ to screen_q3_random_4_ taking one of the following values:

- 1 screen_q3_1

- 2 screen_q3_2

- 3 screen_q3_3

- 4 screen_q3_4

- 5 screen_q3_5

- 6 screen_q3_6

- 7 screen_q3_7

- 8 screen_q3_8

- 9 screen_q3_9

- 10 screen_q3_10

*/

IF sizeof(screen_q3_random) = 0 THEN
> screen_q3_random_full := shuffleArray(array(1 →"screen_q3_1", 2 →"screen_q3_2", 3 →"screen_q3_3", 4 →"screen_q3_4", 5→"screen_q3_5", 6→"screen_q3_6", 7→"screen_q3_7", 8→"screen_q3_8", 9→"screen_q3_9", 10→"screen_q3_10", 11→"screen_q3_11"), 1, true)
> screen_q3_random := sliceArray(screen_q3_random_full, 0, 4, true)

END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

> **screen_q3_intro** (Section Screen)
> Now think about all the programs you could have chosen earlier. There were three options:Families get the healthy food basket for freeFamilies pay part of the cost of the healthy food basketFamilies spend time registering to get the healthy food basketPlease rate how much you agree with the following statements about the different kinds of

programs.

SUBGROUP OF QUESTIONS

LOOP FROM 1 TO 4

Value of question screen_q3_random(cnt) asked as question

END OF LOOP

END OF SUBGROUP

END OF GROUP

End of section **Screen**
END OF IF

Start of section **Closing**

CS_001 (HOW PLEASANT INTERVIEW in section Closing)
Could you tell us how interesting or uninteresting you found the questions in this interview?
1 Very interesting
2 Interesting
3 Neither interesting nor uninteresting
4 Uninteresting
5 Very uninteresting

CS_003 (comments in section Closing)
Do you have any other comments on the interview? Please type these in the box below.(If you have no comments, please click next to complete this survey.)
STRING

End of section **Closing**

/* Please note that although question CS_003 is listed in the routing, the answers are not included in the microdata in the event identifiable information is captured. Cleaned responses are available by request. */