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# **NATIONAL SURVEY OF EMPLOYERS ON THE LOWER-WAGE WORKFORCE**

**Conducted by The Associated Press-NORC Center for Public Affairs Research  
with major funding from The Hitachi Foundation, The Joyce Foundation, and NORC at the  
University of Chicago**

*Interview dates: Nov. 12, 2012 – Jan. 31, 2013*

*Interviews: 1,487 employers with at least three employees and at least one lower wage employee*

*Margin of error: +/- 4.5 percentage points at the 95% confidence level*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

**Q1: Name of organization. (Confidential)**

**Q2: Roughly, how many employees does your organization employ in total, full or part-time, at this and other locations of your organization? Include all employees on the organization's payroll. Do not include contractors. If you do not know exactly, your best estimate is fine.**

	AP-NORC 11/12/12 - 1/31/13
1-5 Employees	33
6-9 Employees	19
10-49 Employees	31
50-99 Employees	5
100-199 Employees	4
200-499 Employees	2
500-999 Employees	1
1,000-1,999 Employees	1
2,000-9,999 Employees	1
10,000 Employees or More	1
Don't know	1
Refused	1

**Q3: Of your total employees, what percentage of employees earn less than a full-time equivalent wage of \$35,000 per year? That is equivalent to an hourly employee who earns \$19.23 per hour for a 35 hour work week. If you do not know exactly, your best estimate is fine.**

***IF DON'T KNOW: Show response categories.***

	AP-NORC 11/12/12 - 1/31/13
Less than 5 percent	16
Between 5 and 9 percent	6
Between 10 and 24 percent	11
Between 25 and 49 percent	11
Between 50 and 74 percent	15
75 percent or more	36
Don't know	2
Refused	3

We are interested in understanding your company’s or organization’s programs, policies, and procedures for the training and advancement of workers who earn less than a full-time equivalent wage of \$35,000 per year or \$19.23 per hour for a 35 hour work week. We are interested in workers at all locations of the organization. Throughout the survey, we refer to these workers as “lower-wage workers.”

**Q4: Over the past four years, has the size of your organization’s total workforce increased, stayed about the same, or decreased?**

	AP-NORC 11/12/12 - 1/31/13
Increased	26
Stayed about the same	51
Decreased	22
Don’t know (DO NOT READ)	*
Refused (DO NOT READ)	*

*Asked of those who said “Increased” in Q4*

**Q4A: How much has the size of your total workforce increased over the past four years? If you do not know exactly, your best estimate is fine.**

	AP-NORC 11/12/12 - 1/31/13
Increased less than 10 percent	19
Increased between 10 and 24 percent	32
Increased between 25 and 49 percent	29
Increased between 50 and 74 percent	10
Increased more than 75 percent	9
Don’t know	1
Refused	-

*Asked of those who said “Decreased” in Q4*

**Q4B: How much has the size of your total workforce decreased over the past four years? If you do not know exactly, your best estimate is fine.**

	AP-NORC 11/12/12 - 1/31/13
Decreased less than 10 percent	15
Decreased between 10 and 24 percent	35
Decreased between 25 and 49 percent	28
Decreased between 50 and 74 percent	14
Decreased more than 75 percent	5
Don't know	3
Refused	*

**Q5: Over the past four years, has the size of your organization's lower-wage workforce increased, stayed about the same, or decreased?**

	AP-NORC 11/12/12 - 1/31/13
Increased	22
Stayed about the same	62
Decreased	14
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

*Asked of those who said “Increased” in Q5*

**Q5A: How much has the size of your lower-wage workforce increased over the past four years? If you do not know exactly, your best estimate is fine.**

	AP-NORC 11/12/12 - 1/31/13
Increased less than 10 percent	25
Increased between 10 and 24 percent	31
Increased between 25 and 49 percent	23
Increased between 50 and 74 percent	9
Increased more than 75 percent	10
Don't know	2
Refused	-

*Asked of those who said "Decreased" in Q5*

**Q5B: How much has the size of your lower-wage workforce decreased over the past four years?  
If you do not know exactly, your best estimate is fine.**

	AP-NORC 11/12/12 - 1/31/13
Decreased less than 10 percent	22
Decreased between 10 and 24 percent	28
Decreased between 25 and 49 percent	28
Decreased between 50 and 74 percent	11
Decreased more than 75 percent	6
Don't know	6
Refused	-

**Q6A: Over the next four years, do you expect the size of your organization's total workforce to increase, stay about the same, or decrease?**

	AP-NORC 11/12/12 - 1/31/13
Increase	34
Stay about the same	56
Decrease	6
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	*

**Q6B: Over the next four years, do you expect the size of your organization's lower-wage workforce to increase, stay about the same, or decrease?**

	AP-NORC 11/12/12 - 1/31/13
Increase	28
Stay about the same	59
Decrease	10
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	*

**Q7: Please approximate the level of employee turnover among your lower-wage workforce each year? By employee turnover, we mean the number or percentage of workers who leave an organization and are replaced by new employees.**

	AP-NORC 11/12/12 - 1/31/13
Less than 5 percent	49
Between 5 and 9 percent	11
Between 10 and 24 percent	20
Between 25 and 49 percent	11
Between 50 and 74 percent	3
75 percent or more	2
Don't know	3
Refused	1

We are interested in understanding the use of contractors to perform lower-wage jobs for the organization. We are distinguishing between lower-wage jobs that involve support services such as custodial and copy-room services, and lower-wage jobs that involve functions core to the business such as when retailers contract out warehousing functions.

**Q8: How many of your organization's lower-wage jobs that involve support services are performed by contractors?**

	AP-NORC 11/12/12 - 1/31/13
<b>All/Most</b>	<b>6</b>
All	2
Most	4
<b>Some</b>	<b>6</b>
<b>Only a few/None</b>	<b>85</b>
Only a few	18
None	67
Don't know	3
Refused	*

**Q9: How many of your organization's lower-wage jobs that involve core business functions are performed by contractors?**

	AP-NORC 11/12/12 - 1/31/13
<b>All/Most</b>	<b>5</b>
All	3
Most	3
<b>Some</b>	<b>6</b>
<b>Only a few/None</b>	<b>87</b>
Only a few	17
None	70
Don't know	2
Refused	*

**Q10: Which of the following benefits are available to your employees?**

**Q10A: Is this benefit available to any employees at your organization or not?**

**Q10B: IF AVAILABLE TO ANY: Is this benefit available to all lower-wage workers, all lower-wage workers but only after new employee probationary period, only some lower-wage workers, or no lower-wage workers?**

AP-NORC 11/12/12 - 1/31/13	Q10A. Available to any employee	Q10B asked if Q10A=YES						Q10A. Not available to any employee
		All lower-wage workers	All lower-wage workers, but only after new employee probationary period	Only some lower-wage workers	No lower-wage workers	DK	REF	
Paid vacation	<b>73</b>	28	43	17	11	1	*	<b>26</b>
Paid holidays	<b>67</b>	43	31	19	7	1	*	<b>32</b>
Regular performance evaluations	<b>66</b>	73	19	7	1	1	*	<b>32</b>
Paid sick days	<b>55</b>	29	39	17	14	1	*	<b>44</b>
A health plan or medical insurance	<b>54</b>	30	42	18	9	1	*	<b>44</b>
A retirement program	<b>35</b>	30	49	12	8	1	*	<b>63</b>
Dependent care flexible savings plan or child care assistance	<b>14</b>	32	42	19	5	2	-	<b>84</b>



**Q11: For each statement, please tell me if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree.**

**RANDOMIZE ORDER**

AP-NORC 11/12/12 - 1/31/13	Total agree	Strongly agree	Agree	Neither agree nor disagree	Total disagree	Disagree	Strongly disagree	DK	Ref.
Your organization's lower-wage workers have regular shifts or hours from week to week.	82	42	40	5	12	8	3	1	*
Your organization's lower-wage workers have the skills and experience to do their jobs well.	81	27	54	12	5	4	1	1	*
Your organization has trouble finding people with good skills or experience for lower-wage positions.	44	15	28	16	40	29	10	1	*

**Q12: When most lower-wage workers are hired at your organization, how prepared are they to do the work?**

	AP-NORC 11/12/12 - 1/31/13
<b>Completely/Very prepared</b>	<b>22</b>
Completely prepared	6
Very prepared	16
<b>Somewhat prepared</b>	<b>49</b>
<b>A little/Not at all prepared</b>	<b>27</b>
A little prepared	19
Not at all prepared	8
Don't know	1
Refused	*

**RANDOMIZE Q13 and Q14**

**Q13: How confident are you that your current lower-wage employees have the needed capabilities to be trained to keep up with the new technologies and skills required for their job?**

	AP-NORC 11/12/12 - 1/31/13
<b>Extremely/Very confident</b>	<b>47</b>
Extremely confident	16
Very confident	31
<b>Moderately confident</b>	<b>35</b>
<b>Not too/Not at all confident</b>	<b>8</b>
Not too confident	6
Not confident	2
We do not anticipate any new technology and skill requirements for our lower-wage jobs	9
Don't know	1
Refused	*

**Q14: How confident are you that your organization will be able to invest in training your current lower-wage employees to keep up with the new technologies and skills required for their job?**

	AP-NORC 11/12/12 - 1/31/13
<b>Extremely/Very confident</b>	<b>49</b>
Extremely confident	16
Very confident	33
<b>Moderately confident</b>	<b>30</b>
<b>Not too/Not at all confident</b>	<b>8</b>
Not too confident	5
Not confident	3
We do not anticipate any new technology and skill requirements for our lower-wage jobs	11
Don't know	1
Refused	*

**RANDOMIZE ORDER OF Q15 and Q16**

**Q15: How important do you believe job training is to advancing the careers of lower-wage workers?**

	AP-NORC 11/12/12 - 1/31/13
<b>Extremely/Very important</b>	<b>83</b>
Extremely important	43
Very important	39
<b>Moderately important</b>	<b>11</b>
<b>Slightly/Not at all important</b>	<b>6</b>
Slightly important	4
Not important	1
Don't know	1
Refused	*

**Q16: How important do you believe general education is to advancing the careers of lower-wage workers?**

	AP-NORC 11/12/12 - 1/31/13
<b>Extremely/Very important</b>	<b>77</b>
Extremely important	37
Very important	39
<b>Moderately important</b>	<b>16</b>
<b>Slightly/Not at all important</b>	<b>7</b>
Slightly important	5
Not important	1
Don't know	1
Refused	*

**Q17: For the following questions, we are interested in programs or benefits your organization offers to its lower-wage workers.**

**Q17A: Is this program or benefit available to any employees at your organization or not?**

**Q17B: IF AVAILABLE TO ANY: If Is this program or benefit available to lower-wage workers or not?**

AP-NORC 11/12/12 - 1/31/13	Q17A. Available to any	Q17B Asked if Q17A=YES				Q17A. Not available to any
		Yes	No	Don't know	Refused	
Coaching or mentoring	66	97	2	1	*	31
On the job training or apprenticeships (NOT including orientation for new workers or new protocols/operating procedures)	61	95	4	1	*	37
Online training or classes	39	94	5	1	-	59
Training for a credential or certificate	37	88	11	1	*	61
Reduced work hours or requirements to attend training or classes	37	92	7	1	-	59
Career advising	24	96	3	*	*	73
Tuition assistance	18	88	9	4	*	80
Onsite education like GED or ESL classes	3	89	11	-	-	95

**Asked if Q17B=YES for each respective benefit**

**Q17C: Please approximate the percentage of lower-wage workers who participate in this program or benefit**

AP-NORC 11/12/12 - 1/31/13	<10%	Between 10-24%	Between 25-49%	Between 50-74%	75% or more	Don't know	Refused
Tuition assistance (N=452)	58	18	9	6	6	2	-
Onsite education like GED or ESL classes (N=86)	54	22	9	5	8	2	-
Reduced work hours or requirements to attend training or classes (N=620)	43	14	10	10	22	1	*
Training for a credential or certificate (N=569)	33	16	10	11	28	3	-
Career advising (N=379)	31	20	17	9	18	4	1
Online training or classes (N=639)	29	12	13	7	37	2	1
On the job training or apprenticeships (NOT including orientation for new workers or new protocols/operating procedures) (N=847)	22	14	11	8	43	2	*
Coaching or mentoring (N=972)	22	16	11	11	39	1	*

*Asked if Q17B=YES for each respective benefit*

**Q17D: How effective is this program or benefit for meeting your organization’s training objectives?**

AP-NORC 11/12/12 - 1/31/13	Total effective	Extremely effective	Very effective	Moderately effective	A little/Not too effective	A little effective	Not too effective	DK	Ref.
On the job training or apprenticeships (NOT including orientation for new workers or new protocols/operating procedures) (N=847)	<b>70</b>	24	46	<b>25</b>	<b>4</b>	2	2	*	-
Coaching or mentoring (N=972)	<b>67</b>	23	44	<b>26</b>	<b>5</b>	3	2	1	-
Training for a credential or certificate (N=569)	<b>61</b>	28	33	<b>28</b>	<b>9</b>	5	4	2	-
Online training or classes (N=639)	<b>44</b>	14	30	<b>36</b>	<b>17</b>	12	5	2	1
Reduced work hours or requirements to attend training or classes (N=620)	<b>40</b>	12	29	<b>34</b>	<b>21</b>	11	9	3	2
Tuition assistance (N=452)	<b>36</b>	13	23	<b>23</b>	<b>35</b>	12	23	5	1
Onsite education like GED or ESL classes (N=86)	<b>35</b>	6	29	<b>37</b>	<b>22</b>	9	13	*	5
Career advising (N=379)	<b>34</b>	15	19	<b>34</b>	<b>29</b>	17	12	2	1

Asked only if "YES" on at least 1 item in Q17B

**Q18: Why does your organization invest in training or education programs or benefits for lower-wage workers? [CHECK ALL THAT APPLY] Multiple responses possible, percentages sum to greater than 100%.**

**RANDOMIZED ORDER**

	AP-NORC 11/12/12 - 1/31/13
Improve the quality of products or services produced	69
Retain current workers	61
To meet skill needs resulting from changes in products or services	61
Reduce employee turnover	52
Meet the demand of changing technologies	49
Fulfill an organizational commitment to advancing lower-wage workforce	32
Attract new workers	23
Other, please specify	12
Don't know	2
Refused	3

*n=1,349*

**Q19: How has your organization's budget for training and education programs and benefits for lower-wage workers changed over the past four years?**

	AP-NORC 11/12/12 - 1/31/13
<b>Total increased</b>	<b>18</b>
Increased a lot	6
Increased a little	12
<b>Stayed about the same</b>	<b>41</b>
<b>Total decreased</b>	<b>8</b>
Decreased a little	3
Decreased a lot	5
Our organization does not have a budget for training and education programs and benefits for lower-wage workers	28
Don't know	4
Refused	1

**Q20: For the following statement, please tell me if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree ... The lower-wage workers who would benefit the most from training programs are the least likely to participate.**

	AP-NORC 11/12/12 - 1/31/13
<b>Total agree</b>	<b>34</b>
Strongly agree	10
Agree	24
<b>Neither agree nor disagree</b>	<b>24</b>
<b>Total disagree</b>	<b>37</b>
Disagree	27
Strongly disagree	11
Don't know	4
Refused	1

**Q21: What, if anything, does your organization do to increase the participation of lower-wage workers who would benefit the most from training programs and benefits? [CHECK ALL THAT APPLY] *Multiple responses possible, percentages may sum to greater than 100%.***

**RANDOMIZE ORDER**

	AP-NORC 11/12/12 - 1/31/13
Discuss programs and opportunities with individual workers during performance or other periodic reviews	40
Require certain skills or credentials for promotion or advancement, sometimes called "pay for skills" programs	24
Conduct targeted outreach to individual lower-wage workers	20
Our organization does nothing to increase the participation of lower-wage workers who would benefit the most from training programs and benefits	23
Conduct general outreach about programs to the lower-wage workforce	17
Conduct targeted outreach to specific groups of lower-wage workers	11
Work with unions or employee associations to conduct outreach about programs to the lower-wage workforce	5
Other, please specify	13
Don't know	7
Refused	3

*n=1,487*



**Q22: Overall, how much opportunity is there for lower-wage workers to advance to a higher position that pays more at your organization?**

	AP-NORC 11/12/12 - 1/31/13
<b>A great deal/Some</b>	<b>59</b>
A great deal	24
Some	35
<b>A little/No opportunity</b>	<b>39</b>
A little	25
No opportunity	13
Don't know	1
Refused	1

**Q23: During your last fiscal year, what percentage of all employees did your organization promote to a position that pays more? Please specify as a percentage of the total number of employees.**

***IF DON'T KNOW: Show response categories.***

	AP-NORC 11/12/12 - 1/31/13
Less than 5 percent	16
Between 5 and 9 percent	9
Between 10 and 24 percent	20
Between 25 and 49 percent	12
Between 50 and 74 percent	4
75 percent or more	5
Don't know	5
Refused	29



**Q24: During your last fiscal year, what percentage of lower-wage workers did your organization promote to a position that pays more? Please specify as a percentage of the total number of lower-wage workers.**

***IF DON'T KNOW: Show response categories.***

	AP-NORC 11/12/12 - 1/31/13
Less than 5 percent	16
Between 5 and 9 percent	8
Between 10 and 24 percent	18
Between 25 and 49 percent	10
Between 50 and 74 percent	4
75 percent or more	5
Don't know	7
Refused	33

**Q25: Over the last five years, has the pay of lower-wage workers at your organization increased rapidly, made steady advances, stayed about the same, or lost some ground?**

	AP-NORC 11/12/12 - 1/31/13
Increased rapidly	3
Made steady advances	39
Stayed about the same	50
Lost some ground	5
Don't know	2
Refused	1

**Q26: Has your organization ever participated with any government or publicly-funded employee training or education programs or not?**

	AP-NORC 11/12/12 - 1/31/13
Yes, my organization has participated in publicly-funded employee training or education programs	11
No, my organization has not participated in publicly-funded employee training or education programs	86
Don't know	4
Refused	*

*Asked only of those who said "Yes" in Q26*

**Q27: How has your organization participated with government or publicly-funded employee training or education programs? [CHECK ALL THAT APPLY] *Multiple responses possible, percentages may sum to greater than 100%.***

**RANDOMIZED**

	AP-NORC 11/12/12 - 1/31/13
Engaged in a public-private partnership to provide skills development and training	41
Receiving funding through state or local employment programs	40
Receiving funding through federal employment programs	26
Engaged in a public-private partnership to provide general education including GED or other high school equivalency courses	24
Other, please specify	16
Don't know	2
Refused	1

*n=283*

Asked only of those who said “No” in Q26

**Q28: Why hasn’t your organization participated with government or publicly-funded employee training or education programs? [CHECK ALL THAT APPLY] *Multiple responses possible, percentages may sum to greater than 100%.***

**RANDOMIZED**

	AP-NORC 11/12/12 - 1/31/13
Not aware of any programs aimed at our business sector	50
Not aware of any programs operating in my geographic area	40
Not enough demand for training and education programs among employees	26
Not enough resources to support participation in the programs	22
Prior bad experience with a program	3
Programs require too much red tape	14
Not eligible to participate in any programs	11
Programs are not effective	6
Other, please specify	12
Don’t know	4
Refused	1

*n=1,089*

**Q29: Has your organization ever used any of the following or not?**

AP-NORC 11/12/12 - 1/31/13	Yes	No	DK	Ref.
Job search or placement websites such as Careerbuilder.com or Monster.com	29	69	2	*
Community Colleges	27	71	2	*
Temporary placement agencies that promise permanent positions	23	75	2	*
For-profit training programs or schools like The University of Phoenix, ITT Technical Institute, DeVry University, or Strayer University	6	92	2	*
Day laborer pools	6	91	2	*



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**Q30: How much of the responsibility do you think each of the following groups share for helping workers get ahead in their careers?**

AP-NORC 11/12/12 - 1/31/13	<b>A lot/Almost all responsibility</b>	Almost all	A lot	<b>Moderate Amount</b>	<b>Little/ No responsibility</b>	A little	No Responsibility	DK	Ref.
The individual worker	<b>81</b>	48	32	<b>9</b>	<b>9</b>	7	1	1	*
Colleges	<b>52</b>	8	43	<b>29</b>	<b>17</b>	12	5	2	*
Employers	<b>43</b>	6	36	<b>35</b>	<b>20</b>	16	4	2	*
High schools	<b>43</b>	6	38	<b>28</b>	<b>26</b>	20	6	2	*
Mentors including co- workers, teachers and supervisors	<b>40</b>	4	36	<b>37</b>	<b>21</b>	18	3	2	*
Friends and family	<b>38</b>	4	35	<b>34</b>	<b>26</b>	20	6	2	*
State or local governments	<b>10</b>	2	8	<b>19</b>	<b>64</b>	28	36	6	1
Unions	<b>9</b>	1	8	<b>17</b>	<b>52</b>	15	37	19	2
The U.S. Government	<b>9</b>	1	8	<b>17</b>	<b>65</b>	27	38	7	2

**ORGANIZATION PROFILE:**

**Q31: Please indicate whether your company is a government entity, a private for-profit company, or a not-for-profit company.**

AP-NORC 11/12/12 - 1/31/13	AP-NORC 11/12/12 - 1/31/13
Government entity	2
Private for-profit company	86
A not-for-profit company	9
Don't know	1
Refused	1

**Q32: Please indicate your organization's industry classification.**

	AP-NORC 11/12/12 - 1/31/13
Service, retail or wholesale	58
Healthcare	17
Manufacturing	9
Other	14
Don't know	1
Refused	1

**Q33: What types of work do lower-wage workers do at your organization? [CHECK ALL THAT APPLY] Multiple responses possible, percentages may sum to greater than 100%.**

	AP-NORC 11/12/12 - 1/31/13
Service	78
Clerical	65
Sales or Retail	52
Management	29
Technology	23
Manufacturing	17
Farming or Agriculture	5
Construction	9
Other	6

**Q34: Are any of your organization's lower-wage workers covered by a union or employee association contract?**

	AP-NORC 11/12/12 - 1/31/13
Yes	2
No	96
Don't know	1
Refused	1

**Q35: In what region of the country is the majority of your organization's lower-wage workforce located?**

	AP-NORC 11/12/12 - 1/31/13
Midwest U.S.	27
Southern U.S.	27
Northeast U.S.	22
Western U.S.	18
Spread across the U.S.	4
Don't know	2
Refused	*

**RESPONDENT INFORMATION**

**Q36: What is your current title or position?**

	AP-NORC 11/12/12 - 1/31/13
President/Executive Director/CEO/COO/CFO/Partner	47
Human Resources	4
Employee Training or Workforce Development	1
Other	42
Don't know	*
Refused	6

**Q37: How long you have been employed by this company?**

	AP-NORC 11/12/12 - 1/31/13
A year or less	5
Over 1 year to less than 5 years	13
5 years to less than 10 years	23
10 years to less than 20 years	26
More than to 20 years	33
Don't know	-
Refused	1



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## Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research with major funding from The Hitachi Foundation, the Joyce Foundation, and NORC at the University of Chicago. The survey was conducted from November 12, 2012 through January 31, 2013. NORC staff collaborated on all aspects of the study, with input from NORC's Economics, Labor, and Population Studies Department and AP's subject matter experts.

This nationally representative survey of employers was conducted via web and telephone with 1,487 employers with at least three employees and at least one lower-wage worker defined as an employee making \$35,000 per year, full-time equivalent, or less. NORC selected the sample of businesses from the Dun and Bradstreet business database. The sample was stratified by business size (3-9 employees, 10-199 employees, and 200 or more employees) and sector (manufacturing, health, retail, service and wholesale, other). A systematic sample was selected from each of the twelve strata with equal probability.

### Number of Completed Interviews per Stratum

Number of Employees	Type	Completes
3-9	Manufacturing	112
3-9	Healthcare	105
3-9	Service/retail/wholesale	101
3-9	Other	225
10-199	Manufacturing	105
10-199	Healthcare	126
10-199	Service/retail/wholesale	106
10-199	Other	113
200+	Manufacturing	107
200+	Healthcare	147
200+	Service/retail/wholesale	106
200+	Other	134
<b>TOTAL</b>		<b>1487</b>

Interviews were completed over the telephone by professional interviewers who were carefully trained on the specific study (826) and through an online survey (661). Respondents were offered a \$50 monetary incentive for participating, as compensation for their time. The final response rate was 16 percent, based on the American Association for Public Opinion Research (AAPOR) response rate 1 method. The overall margin of error was +/- 4.5 percentage points, taking into account the complex sample design.



The sample was weighted to adjust for unequal sampling probabilities across strata, unknown eligibility, nonresponse, and regional distribution. The base weight reflects the selection probabilities under the sample design. The base weight was then adjusted to compensate for records that are of unknown eligibility and for nonresponse. Finally, a poststratification adjustment was applied to the weight to adjust the regional distribution of the sample. The weighted data, which thus represent the target population, were used for all analyses.

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The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press is the world’s essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established the Associated Press-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of the AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of The Associated Press. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.



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