



JUNE 2018 • MONTPELIER

# CONSTITUTION RESEARCH RESULTS





# RESEARCH OBJECTIVES

The purpose of this study is to:

- Gauge Americans' understanding of the Constitution and specifically how they connect the Constitution as a safety net to the lack of current stability in our individual rights;
- Explore Americans' understanding of the Constitution, including its design, role, and purpose; and how they view or use the Constitution and Bill of Rights in their everyday lives;
- Examine which Constitutional issues Americans find most important to them personally, as well as to the nation as a whole; and why;
- Reveal how Americans' perceptions and priorities differ based on age, geography, ethnicity and other demographic attributes; and,
- Uncover how Americans' Constitutional views and demographic attributes impact their views about the role of U.S. government in their lives.



# WHAT WE FOUND

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- 1 VARYING RELATIONSHIPS WITH THE CONSTITUTION
- 2 THE PERCEPTIONS OF THE STABILITY OF RIGHTS
- 3 WHAT ISSUES MATTER MOST TO AMERICANS
- 4 AMERICANS' PERSPECTIVES ON SPECIAL CIRCUMSTANCES
- 5 VARYING KNOWLEDGE AND PERCEPTIONS OF THE CONSTITUTION
- 6 INTEREST LEVEL IN LEARNING MORE ABOUT THE CONSTITUTION



# STORYTELLING OPPORTUNITIES

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PROTECTION & VALUE



AMENDING THE  
CONSTITUTION



THE ISSUES

# METHODOLOGY

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## AUDIENCE

**NATIONALLY  
REPRESENTATIVE  
GENERAL POPULATION**

Individuals age 18 or older who  
live in the United States



## SAMPLE SIZE

**N=2500**



## MARGIN OF ERROR

**±2.0%**



## METHOD

**15-MINUTE ONLINE  
SURVEY**



## TIMING

**SURVEY FIELDED FROM  
JUNE 11 – JUNE 18, 2018**





# RELATIONSHIP WITH THE CONSTITUTION

*insure domestic Tranquility, provide for the common defence and our Posterity, do hereby establish this Constitution*

# 91% OF AMERICANS SAY THAT THE CONSTITUTION IS IMPORTANT TO THEM PERSONALLY AND PROTECTS THEIR RIGHTS WITHIN THE UNITED STATES

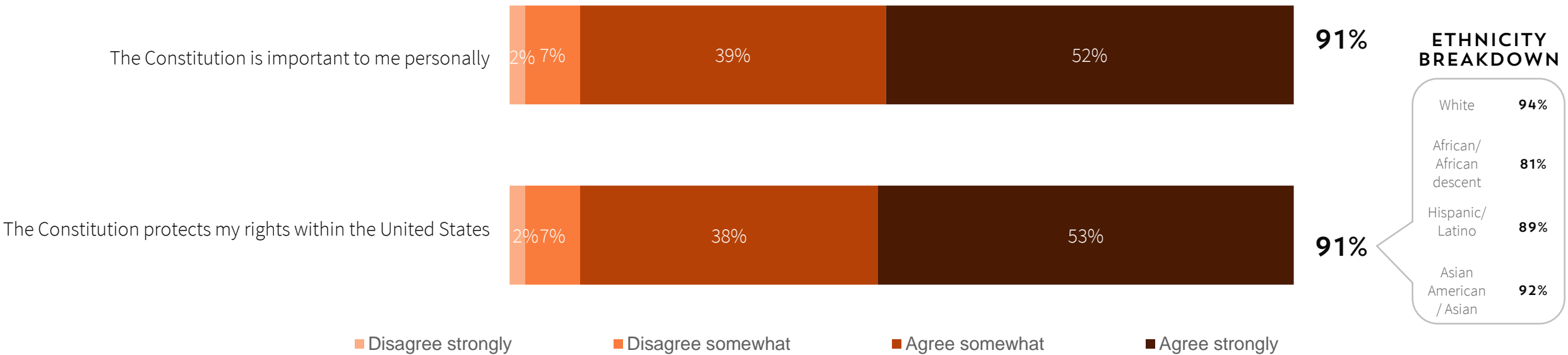
TOTAL  
N=2500

While these percentages hold true for almost all Americans, African-Americans are slightly less likely to believe that the Constitution protects their rights within the U.S.

## AGREEMENT/DISAGREEMENT ON CONSTITUTION IMPORTANCE AND GOVERNMENT

Shown: All selected

Σ (TOP 2 BOX)



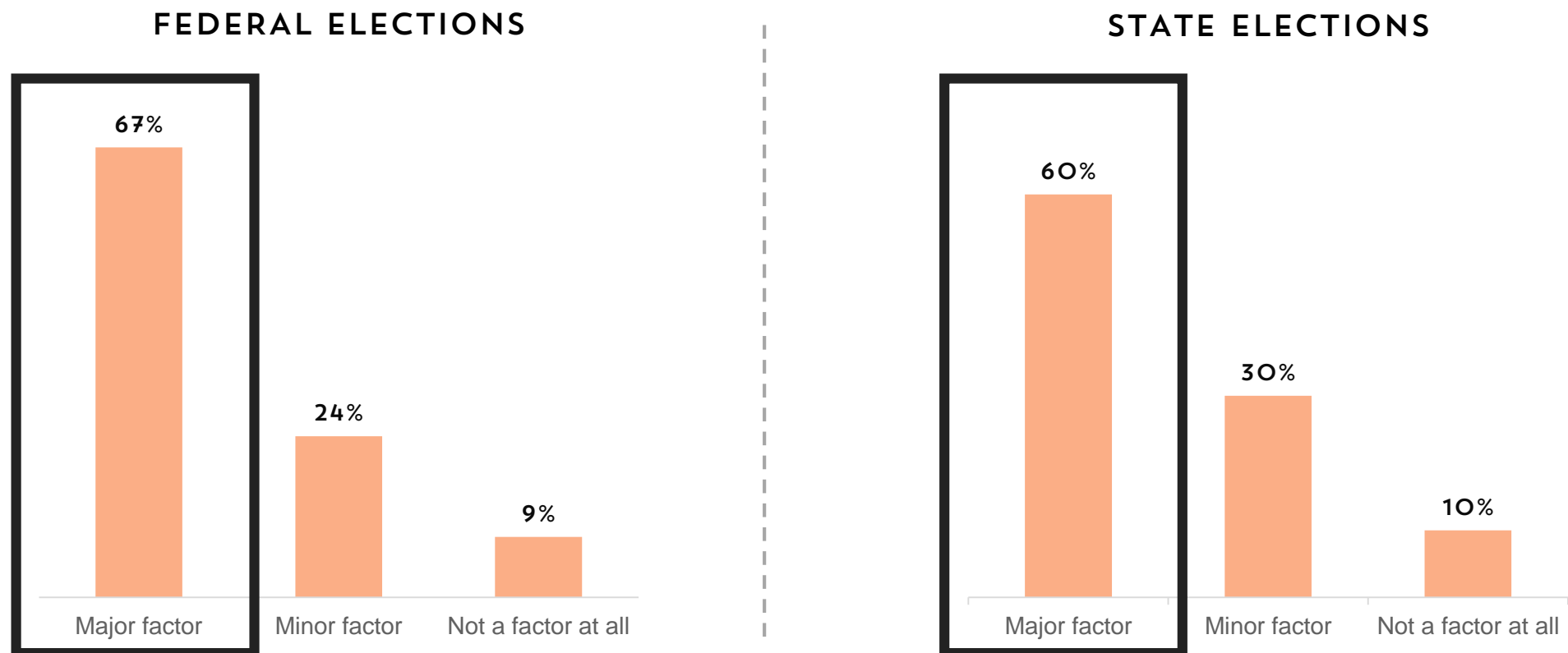
# PEOPLE FEEL THAT CONSTITUTIONAL ISSUES PLAY A BIG PART IN HOW THEY VOTE – ON BOTH THE FEDERAL AND STATE LEVEL

TOTAL  
N=2500

Constitutional issues are deemed especially important for federal elections, with close to 7 out of 10 saying these issues are a major factor when deciding how they vote.

## IMPORTANCE OF CONSTITUTIONAL ISSUES DURING ELECTIONS

Shown: All selected



Q15. How big of a factor are Constitutional issues for you when deciding who to vote for in federal elections (i.e. when voting for President or your senator/representative in Congress)?  
Q16. How big of a factor are Constitutional issues for you when deciding who to vote for in state elections (i.e. when voting for your governor, mayor or state representative/senator)?



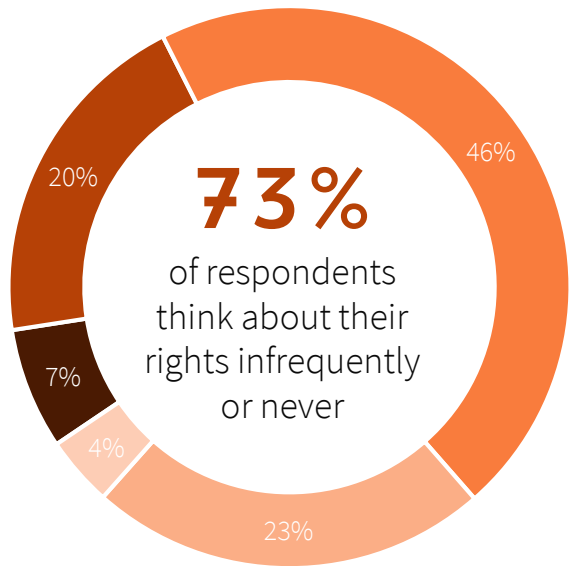
# DESPITE BELIEVING THAT THE CONSTITUTION IS IMPORTANT TO THEM, ALMOST THREE-FOURTHS OF AMERICANS SAY THEY INFREQUENTLY OR NEVER THINK ABOUT THEIR RIGHTS

TOTAL  
N=2500

African-Americans (38%) are more likely than whites (26%) to say they think about their rights frequently or very frequently.

## CONSTITUTIONAL STRUCTURE

Shown: All selected



■ Very frequently ■ Frequently ■ Occasionally ■ Rarely ■ Never

## ETHNICITY BREAKDOWN (TOP 2 BOX)

White	African/ African descent	Hispanic/ Latino	Asian American/ Asian
26%	38%	25%	18%



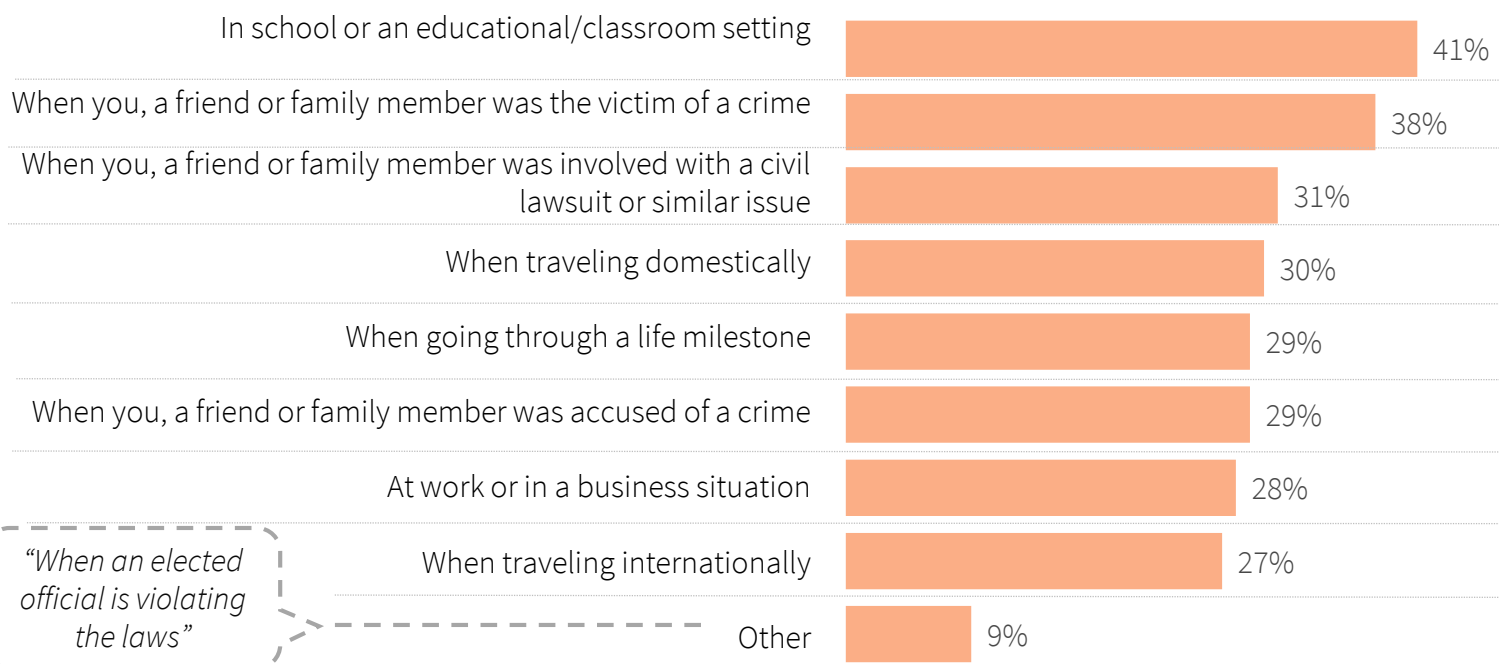
# MOST THINK ABOUT THE CONSTITUTION IN A SCHOOL SETTING OR WHEN INVOLVED WITH A CRIME OR LITIGATION

TOTAL  
N=2500

Interestingly, African-Americans are more likely than whites or Hispanics to think about their rights in the context of crime- either being the victim of a crime or when they or a friend/family member are accused of a crime.

## SETTINGS THAT PROMPT THOUGHTS OF CONSTITUTIONAL RIGHTS

Shown: All selected



“When an elected official is violating the laws”

## ETHNICITY BREAKDOWN (% SELECTED)

White	African/ African descent	Hispanic/ Latino	Asian American/ Asian
40%	41%	42%	37%
34%	55%	41%	34%
29%	43%	32%	30%
28%	39%	31%	31%
27%	35%	30%	28%
24%	48%	30%	23%
26%	36%	29%	26%
25%	23%	32%	44%
11%	7%	6%	3%

Q10: In which of the following situations have you thought about your Constitutional rights?

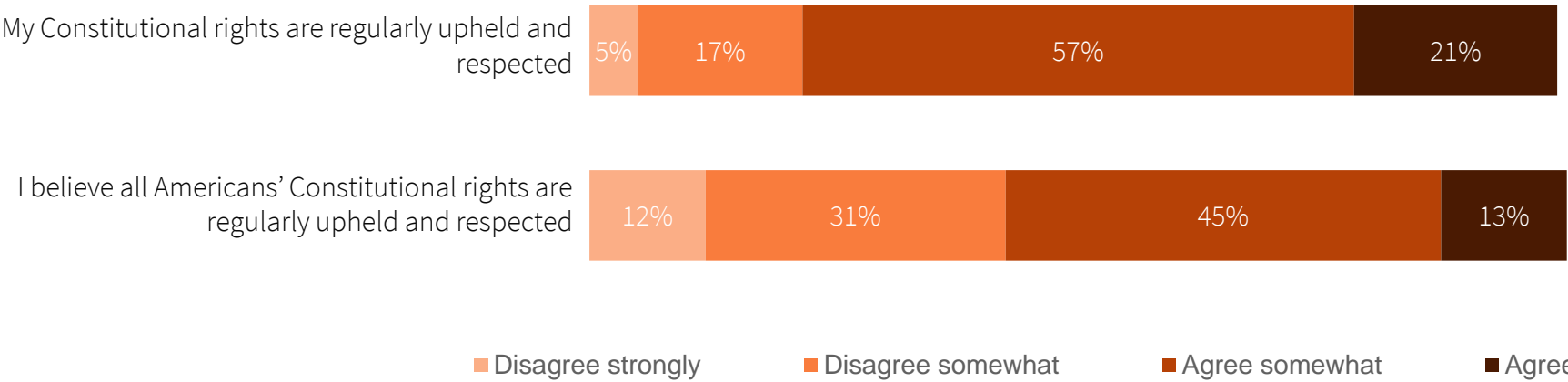
# THOSE WHO BELIEVE THEIR RIGHTS ARE REGULARLY UPHELD ARE LESS LIKELY TO THINK ABOUT THEIR RIGHTS OFTEN

TOTAL  
N=2500

White and Asian-American respondents, who are less likely to think about the rights frequently, are the most likely to believe that their rights are regularly upheld and respected. At the same time, whites and Asian-Americans are also the most likely to believe that all Americans’ Constitutional rights are regularly upheld and respected.

## PERCEPTIONS OF CONSTITUTIONAL RIGHTS

Shown: All selected



### ETHNICITY BREAKDOWN (TOP 2 BOX)

White	African/ African descent	Hispanic / Latino	Asian American/ Asian
82%	65%	75%	82%

White	African/ African descent	Hispanic/ Latino	Asian American/ Asian
60%	43%	56%	72%



# IN ADDITION TO ETHNICITY, INCOME ALSO IMPACTS INDIVIDUALS' RELATIONSHIPS WITH THE CONSTITUTION

TOTAL  
N=2500

Those from lower income backgrounds are less likely to believe that their rights are regularly upheld and respected, and are less likely to believe that all Americans' Constitutional rights are regularly upheld and respected.

## PERCEPTIONS OF CONSTITUTIONAL RIGHTS (BY INCOME)

Shown: Top 2 Box (strongly/somewhat agree)

	Under \$25k	\$25k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k-\$150k	\$150k+
My Constitutional rights are regularly upheld and respected	66%	74%	79%	82%	84%	90%
I believe all Americans' Constitutional rights are regularly upheld and respected	51%	54%	60%	58%	63%	65%

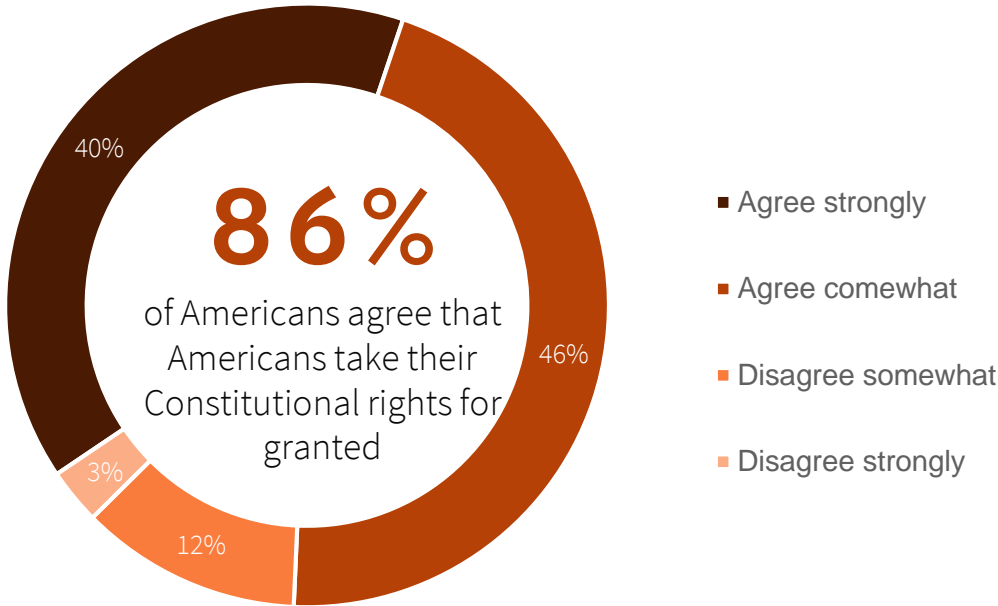
# MORE THAN 85% OF RESPONDENTS BELIEVE THAT AMERICANS TAKE THEIR CONSTITUTIONAL RIGHTS FOR GRANTED

TOTAL  
N=2500

Of these, whites (88%) are more likely than African-Americans (78%) to believe this is true, and those from higher incomes (\$150K +, 89%) are more likely than those from lower incomes (under \$25k, 79%) to agree that Americans take their rights for granted.

## PERCEPTIONS OF SECURITY OF CONSTITUTIONAL RIGHTS

Shown: All selected





# PERCEIVED STABILITY OF RIGHTS





# 76% OF AMERICANS BELIEVE THEIR RIGHTS ARE NOT AS SECURE TODAY AS THEY WERE IN THE PAST, AND 80% ARE WORRIED ABOUT SOME OF THEIR RIGHTS BEING DILUTED OR TAKEN AWAY

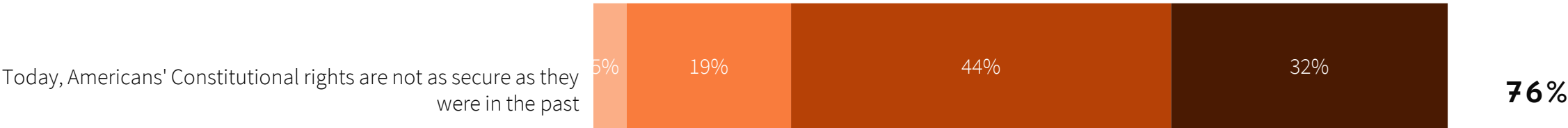
TOTAL  
N=2500

Interestingly, individuals from all ethnicities and income levels feel similarly about the security of their and other Americans' rights.

## PERCEPTIONS OF SECURITY OF CONSTITUTIONAL RIGHTS

Shown: All selected

Σ (TOP 2 BOX)

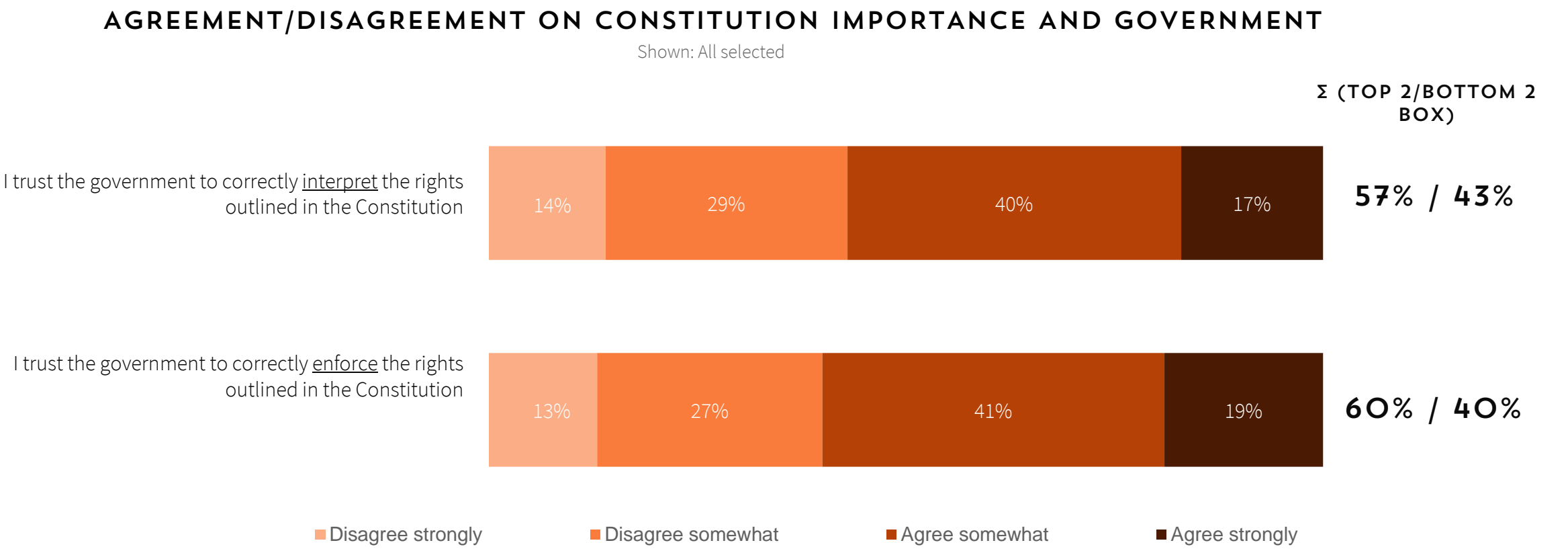


Disagree strongly   Disagree somewhat   Agree somewhat   Agree strongly

# IN ADDITION, 43% OF AMERICANS DO NOT TRUST THE GOVERNMENT TO CORRECTLY INTERPRET THE CONSTITUTION AND 40% DO NOT TRUST IT TO CORRECTLY ENFORCE THE CONSTITUTION

TOTAL  
N=2500

Again, individuals across ethnicities and income levels agree about the government’s ability to interpret and enforce the Constitution.



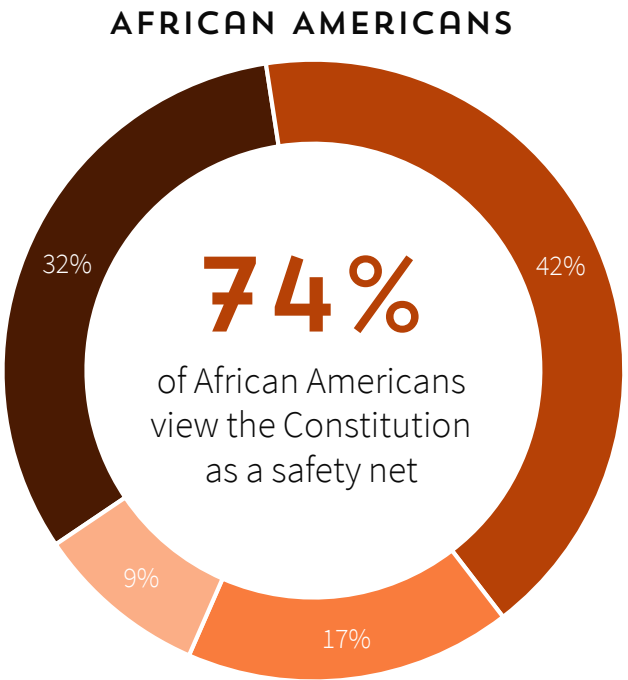
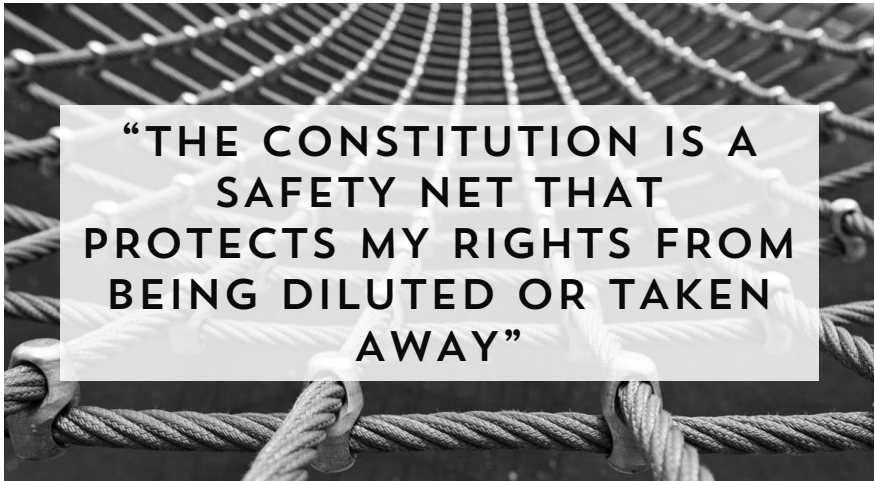
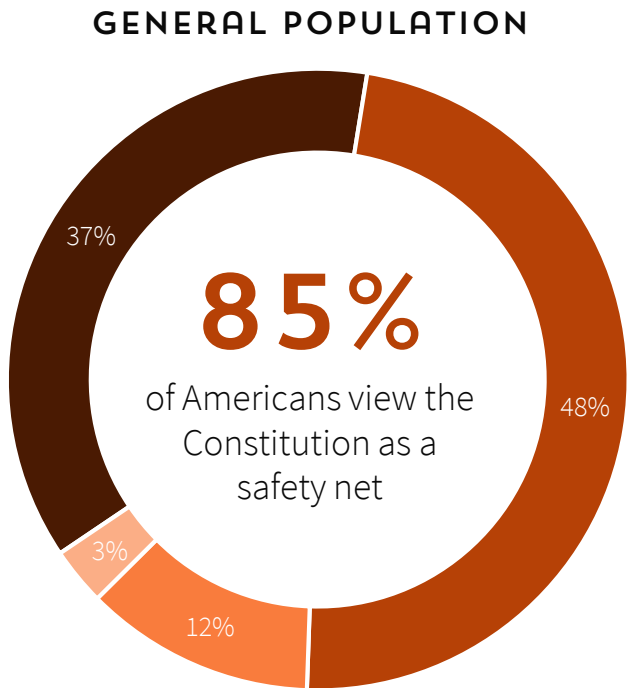
# WHILE 85% OF ALL AMERICANS BELIEVE THE CONSTITUTION IS A SAFETY NET THAT PROTECTS THEIR RIGHTS, ONLY 74% OF AFRICAN-AMERICANS AGREE WITH THIS STATEMENT

TOTAL  
N=2500

However, individuals from all other ethnicities and across income levels believe that the Constitution is a safety net that protects their rights.

## PERCEPTIONS OF SECURITY OF CONSTITUTIONAL RIGHTS

Shown: All selected



■ Agree strongly   ■ Agree somewhat   ■ Disagree somewhat   ■ Disagree strongly



# MORE THAN 65% OF AMERICANS BELIEVE THAT ETHNIC MINORITIES AND WOMEN DO NOT ALWAYS EXPERIENCE THE CONSTITUTIONAL RIGHTS THEY ARE ENTITLED TO

TOTAL  
N=2500

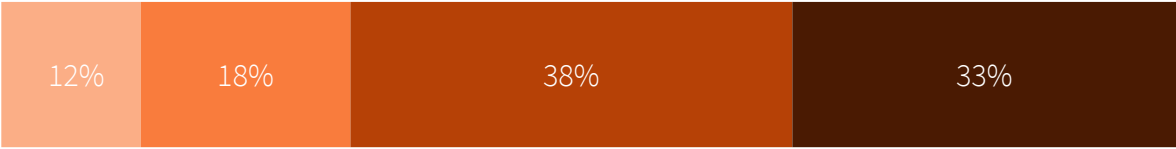
Non-whites and women are more likely than whites and men to believe that ethnic minorities and women do not experience the rights to which they are entitled.

## PERCEPTIONS ABOUT CONSTITUTIONAL FREEDOMS AND PROTECTIONS

Shown: All selected

Σ (TOP 2 BOX) ETHNICITY & GENDER BREAKDOWN (TOP 2 BOX)

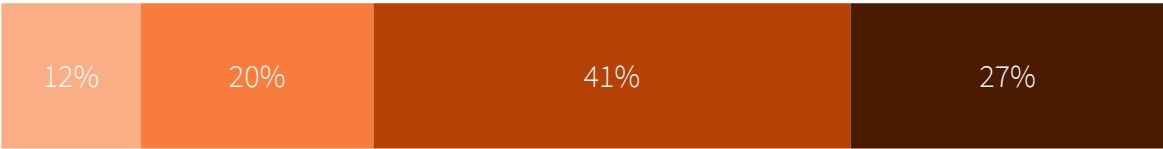
In general, ethnic minorities in the U.S. do not always experience the Constitutional freedoms and protections that they are entitled to



71%

White	African/ African descent	Hispanic/ Latino	Asian American / Asian	Male	Female
63%	88%	78%	77%	65%	75%

In general, women in the U.S. do not always experience the Constitutional freedoms and protections they are entitled to



68%

White	African/ African descent	Hispanic/ Latino	Asian American / Asian	Male	Female
63%	85%	74%	69%	62%	75%

Disagree strongly Disagree somewhat Agree somewhat Agree strongly

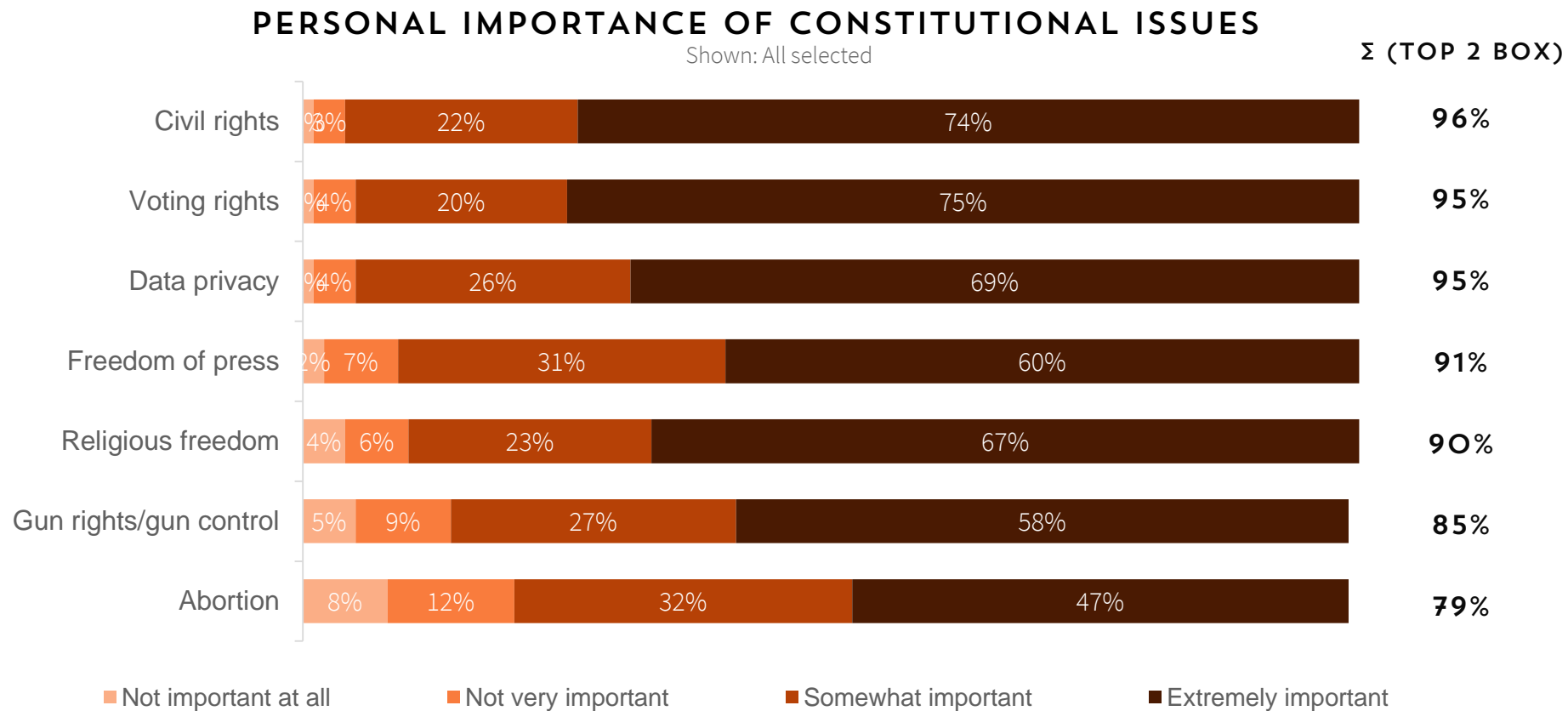
# THE ISSUES THAT MATTER



# CIVIL RIGHTS, VOTING RIGHTS AND DATA PRIVACY ARE MOST IMPORTANT TO AMERICANS’ PERSONALLY – AHEAD OF HOT BUTTON ISSUES LIKE GUN RIGHTS AND ABORTION

TOTAL  
N=2500

95% of Americans agree that data privacy is personally important to them, making it the third most important Constitutional issue behind voting rights and civil rights. In addition, African-Americans (85%) are more likely than whites (71%) and other ethnicities to say that civil rights are “extremely important” to them.



Q12. How important are the following Constitutional issues to you personally?



# HOWEVER, AMERICANS BELIEVE THAT GUN RIGHTS/GUN CONTROL IS THE MOST IMPORTANT CONSTITUTIONAL ISSUE TO THE NATION

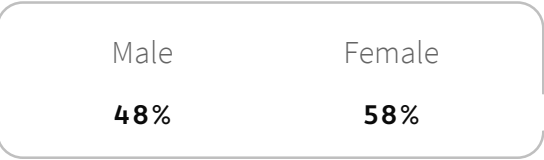
TOTAL  
N=2500

53% of Americans believe that gun rights/gun control is the most important issue facing the nation today, followed by civil rights (41%). Interestingly, African-Americans (62%) and Hispanics (45%) are far more likely than whites (36%) to believe that civil rights are the most important Constitutional issue to the nation, and women(58%) are far more likely than men (48%) to believe gun rights are most important.

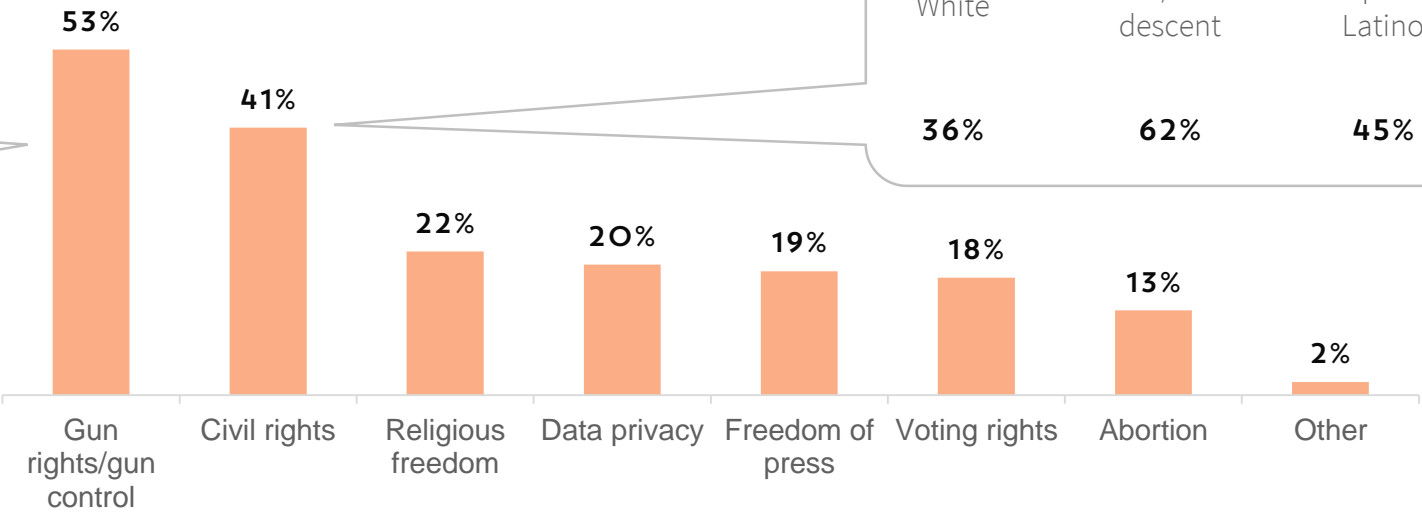
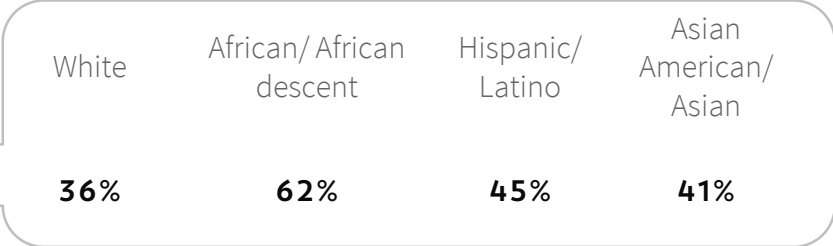
## MOST IMPORTANT ISSUES FOR THE NATION

Shown: All selected

### GENDER BREAKDOWN BY GUN RIGHTS RESPONSE



### ETHNICITY BREAKDOWN BY CIVIL RIGHTS RESPONSE



# 41% OF AMERICANS BELIEVE THAT THE CONSTITUTION NEEDS TO BE AMENDED, WHILE ANOTHER 27% ARE NOT SURE

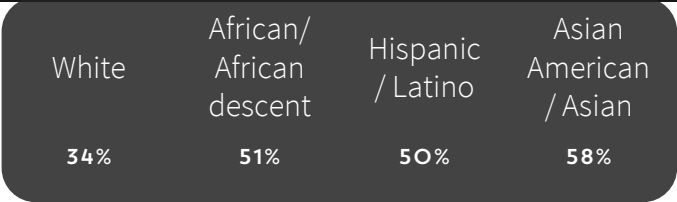
TOTAL  
N=2500

Only 1/3 of Americans firmly believe that the Constitution does not currently need to be amended or expanded.

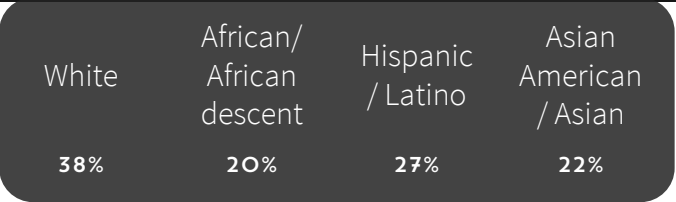
SHOULD THE CONSTITUTION BE AMENDED/EXPANDED?



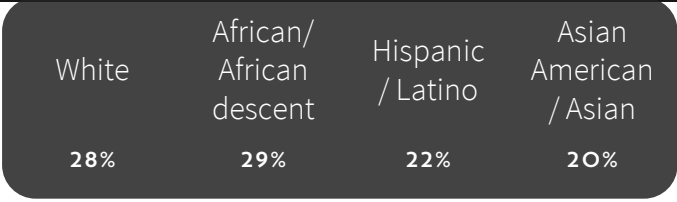
ETHNICITY BREAKDOWN



ETHNICITY BREAKDOWN



ETHNICITY BREAKDOWN



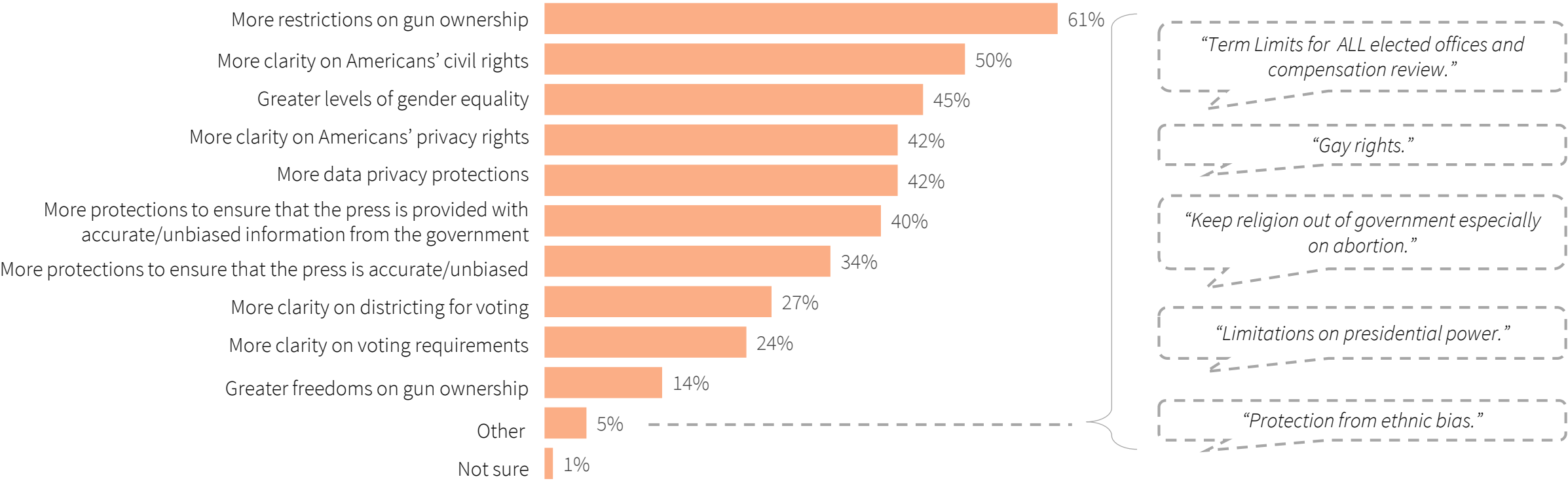
# FOR THOSE WHO ARE OPEN TO AMENDING THE CONSTITUTION, MORE THAN 60% BELIEVE THAT CHANGES SHOULD INCLUDE MORE RESTRICTIONS ON GUN OWNERSHIP

TOTAL  
N=1015

This is followed by more clarity of civil rights (50%) and greater gender equality (45%). African-Americans( 60%) are more likely than other ethnicities to call for greater clarity on civil rights.

## HOW PEOPLE FEEL THE CONSTITUTION SHOULD BE AMENDED/EXPANDED

Shown: All selected



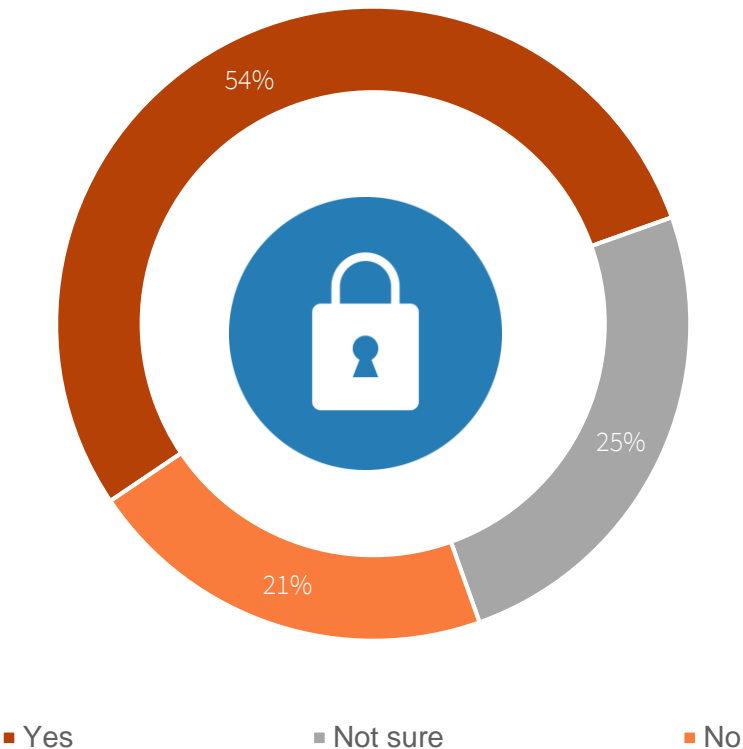
# MORE THAN HALF OF AMERICANS (54%) BELIEVE THERE SHOULD BE AN AMENDMENT THAT SPECIFICALLY OUTLINES THE RIGHT TO PRIVACY

TOTAL  
N=2500

However, white respondents (46%) are less likely than all other ethnicities to support this amendment.

## SHOULD THERE BE A RIGHT TO PRIVACY AMENDMENT?

Shown: All selected



### ETHNICITY BREAKDOWN

	White	African/ African Descent	Hispanic / Latino	Asian American/ Asian
Yes	46%	68%	65%	66%
Not sure	29%	19%	19%	15%
No	25%	14%	16%	18%

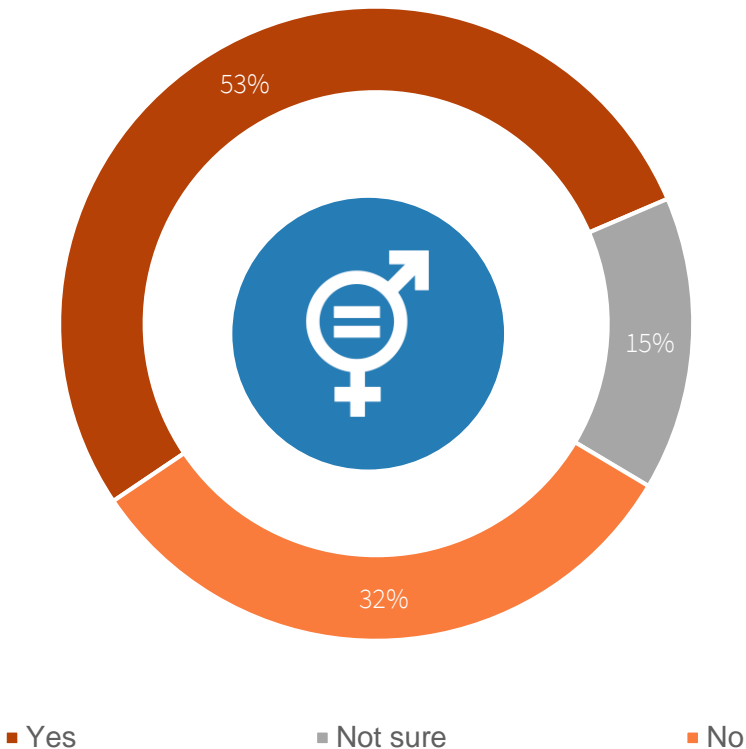
# IN ADDITION, MORE THAN HALF OF AMERICANS (53%) BELIEVE THAT THERE SHOULD BE AN AMENDMENT THAT OUTLINES GENDER EQUALITY

TOTAL  
N=2500

Again, white respondents (46%) are less likely than all other ethnicities to support this amendment and women (65%) are more likely than men (45%) to support it.

## SHOULD THERE BE A GENDER EQUALITY AMENDMENT?

Shown: All selected



### ETHNICITY BREAKDOWN

	White	African/ African Descent	Hispanic / Latino	Asian American/ Asian
Yes	46%	68%	62%	66%
Not sure	16%	13%	13%	14%
No	38%	23%	25%	20%



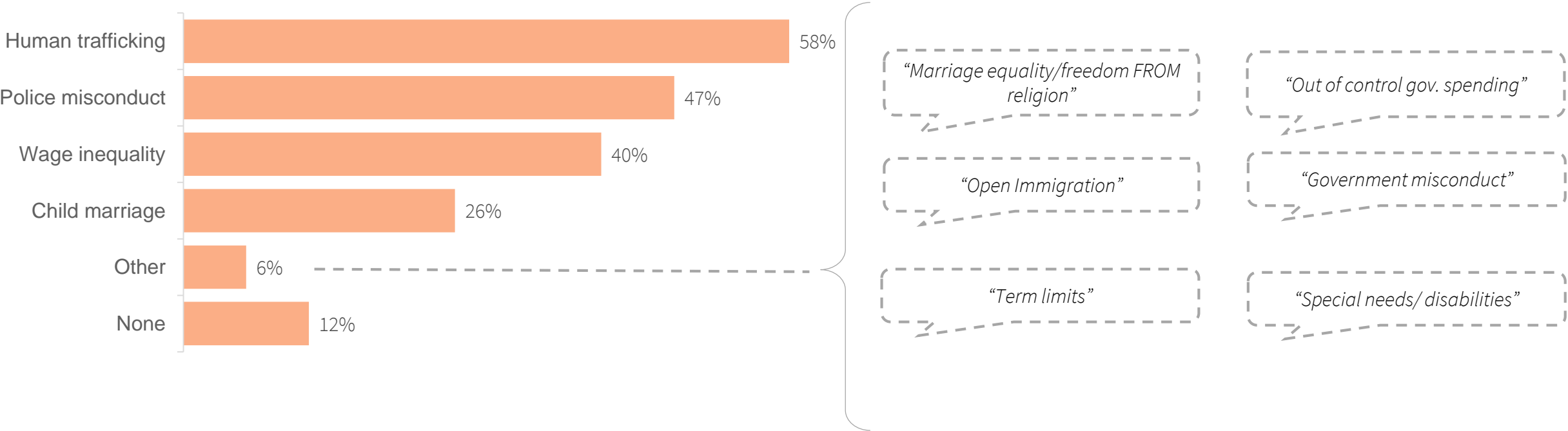
# OVER HALF (58%) OF THOSE SURVEYED FEEL HUMAN TRAFFICKING NEEDS MORE GOVERNMENT OR PUBLIC ATTENTION

TOTAL  
N=2500

When asked which other Constitutional issues not previously mentioned in the survey deserve greater attention, Americans selected human trafficking and police misconduct. LGBT rights, immigration and government spending/misconduct are also of great interest to some.

## CONSTITUTIONAL ISSUES THAT NEED MORE ATTENTION

Shown: All selected



Q23: Which Constitutional issues, if any, do you believe deserve greater government or public attention?

# ALMOST 3/4 OF AMERICANS BELIEVE THAT ACCESS TO CLEAN AIR AND WATER SHOULD BE CONSIDERED A CIVIL RIGHT

TOTAL  
N=2500

This perspective is consistent across incomes, ethnicities and gender.



**73%**

ACCESS TO CLEAN AIR AND WATER  
SHOULD BE CONSIDERED A CIVIL  
RIGHT



**27%**

ACCESS TO CLEAN AIR AND WATER  
SHOULD NOT BE CONSIDERED A  
CIVIL RIGHT

The background of the slide is a photograph of cherry blossoms in full bloom, with the Washington Monument visible in the distance. The scene is reflected in a body of water in the foreground. The text is overlaid on the left side of the image.

# PERSPECTIVES ON SPECIAL CIRCUMSTANCES



# MORE THAN 80% OF AMERICANS BELIEVE THAT NEITHER THE GOVERNMENT NOR THE PRESIDENT HAVE THE RIGHT TO PROVIDE FALSE INFORMATION TO THE PUBLIC

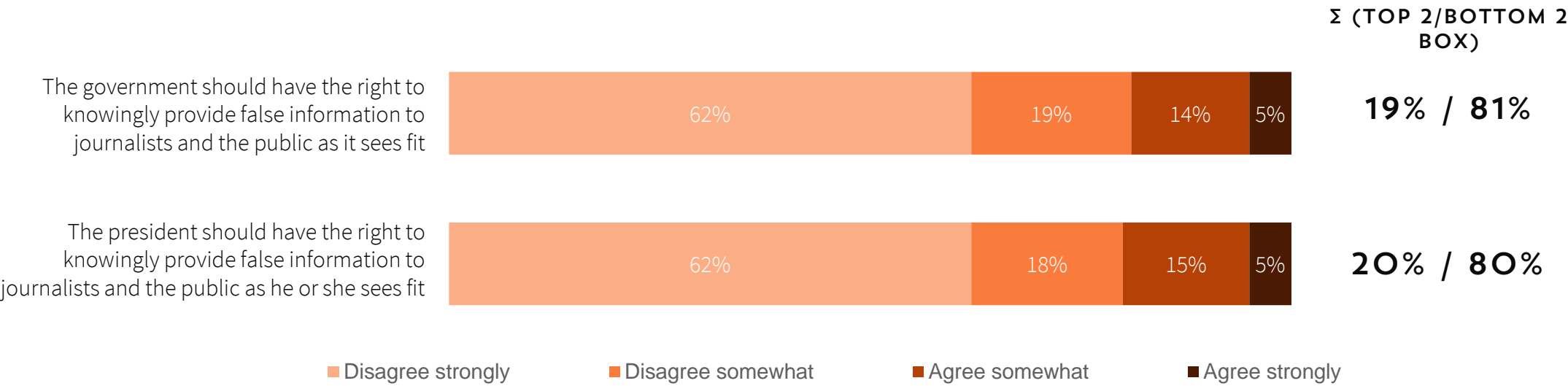
TOTAL  
N=2500

Americans agree with the sentiment regardless of ethnicity or income.



## PERCEPTIONS OF FALSE INFORMATION

Shown: All selected



# ONLY 65% OF AMERICANS BELIEVE THAT POLICE OFFICERS HAVE A STRONG UNDERSTANDING ON THE CONSTITUTION AND CONDUCT SEARCHES/ARRESTS IN A CONSTITUTIONAL MANNER

TOTAL  
N=2500

These numbers are far lower for non-whites than white respondents.

## PERCEPTIONS ABOUT POLICE CONDUCT

Shown: All selected

### ETHNICITY BREAKDOWN (TOP 2 BOX)

White	African/ African descent	Hispanic / Latino	Asian American/ Asian
73%	40%	56%	64%
70%	49%	59%	61%

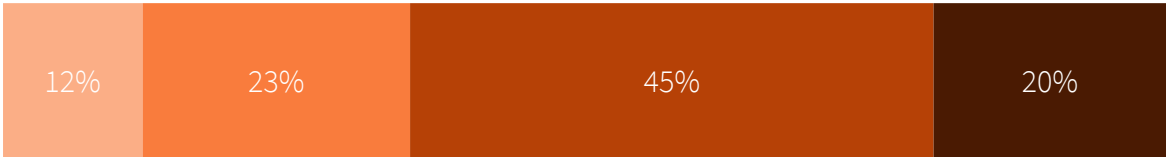
The police generally conduct searches and arrests in a Constitutional manner



Σ (TOP 2/BOTTOM 2 BOX)

65% / 35%

Most police officers have a strong understanding of individuals' Constitutional rights



65% / 35%

Disagree strongly Disagree somewhat Agree somewhat Agree strongly



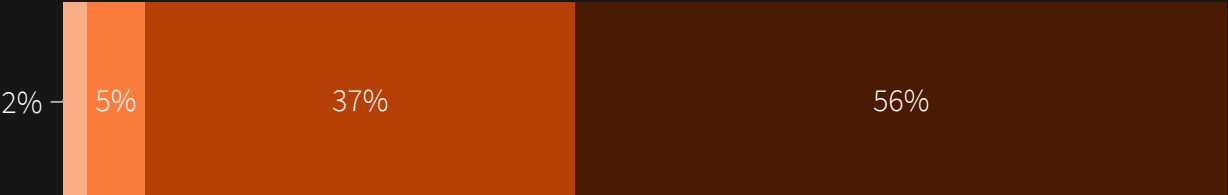
# AS A RESULT, 93% OF AMERICANS BELIEVE THAT POLICE OFFICERS SHOULD BE REQUIRED TO HAVE IN-DEPTH TRAINING ABOUT THE CONSTITUTION

TOTAL  
N=2500

## PERCEPTIONS ABOUT CONSTITUTIONAL FREEDOMS AND PROTECTIONS

Shown: All selected

Police officers should be required to have in-depth training about the Constitution and individual rights




Disagree strongly

Disagree somewhat

Agree somewhat

Agree strongly

# GENERAL KNOWLEDGE & PERCEPTIONS

A nighttime photograph of the United States Capitol building in Washington, D.C. The building is illuminated, and its iconic dome is visible. In the foreground, a wide street is shown with long, horizontal light trails from vehicles, indicating a long-exposure shot. The sky is dark, and trees line the streets on both sides.

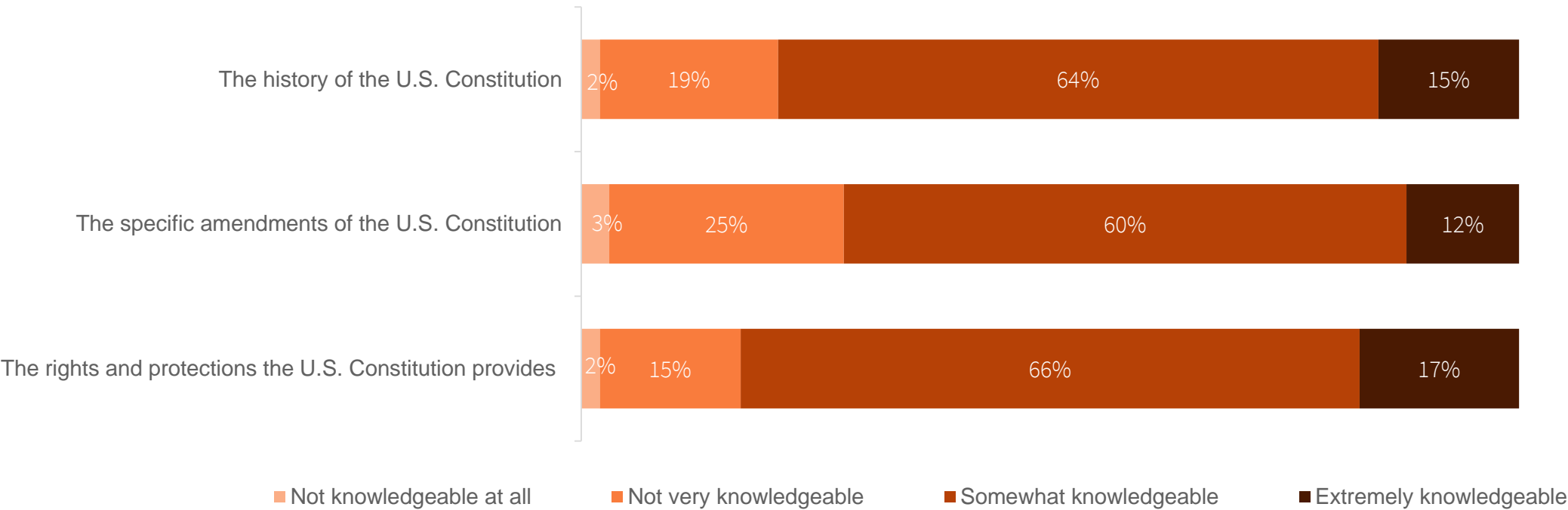
# OVERALL, AMERICANS THINK THEY ARE KNOWLEDGEABLE ABOUT THE RIGHTS AND PROTECTIONS THE U.S. CONSTITUTION AFFORDS THEM, AS WELL AS SPECIFIC AMENDMENTS AND HISTORY

TOTAL  
N=2500

72% say they are familiar with specific amendments and 79% feel they are knowledgeable about the history of the U.S. Constitution.

## SELF-ASSESSED KNOWLEDGE LEVEL OF THE U.S. CONSTITUTION

Shown: All selected



Eight out of ten (83%) Americans say they are knowledgeable about the rights and protections afforded by the U.S. Constitution

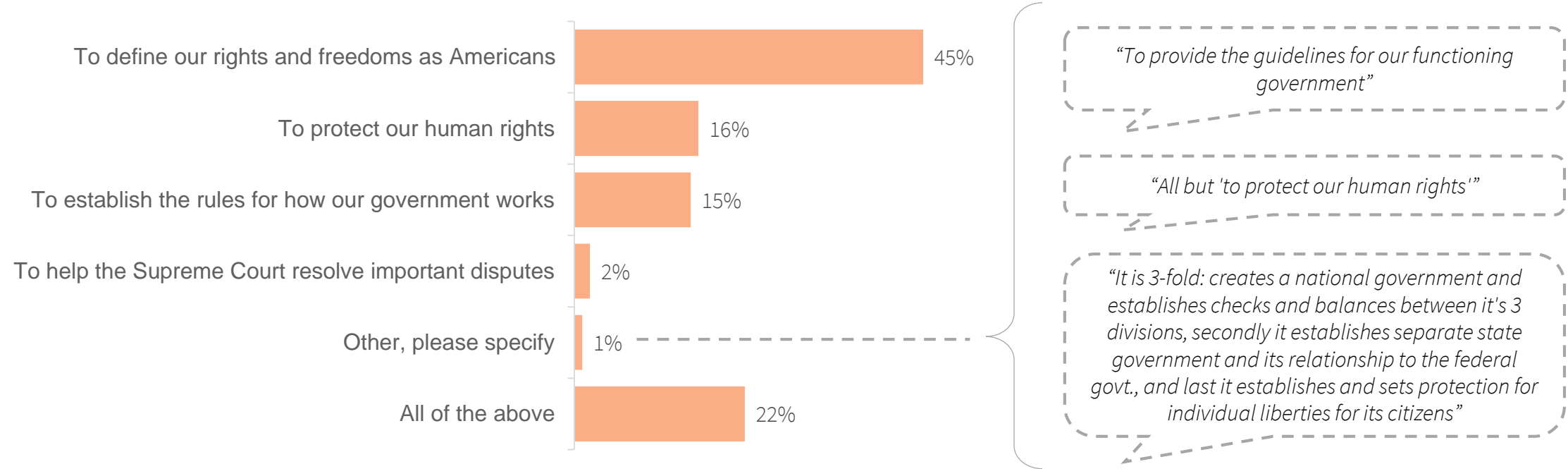
# AMERICANS BELIEVE THAT THE MAIN PURPOSE OF THE U.S. CONSTITUTION IS TO DEFINE OUR RIGHTS AND FREEDOMS

TOTAL  
N=2500

While Americans understand the importance of protecting their rights, they also feel like the Constitution needs to establish checks and balances for the government and provide guidance.

## UNDERSTANDING OF MAIN PURPOSE

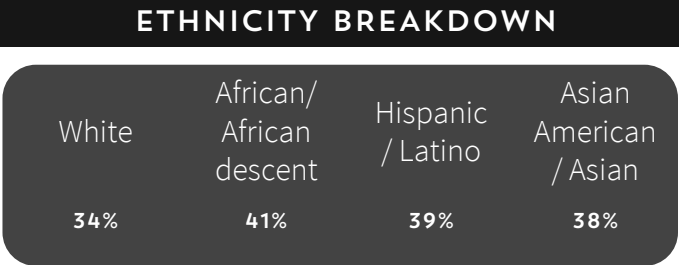
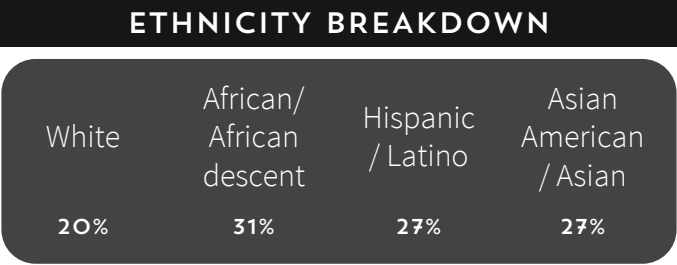
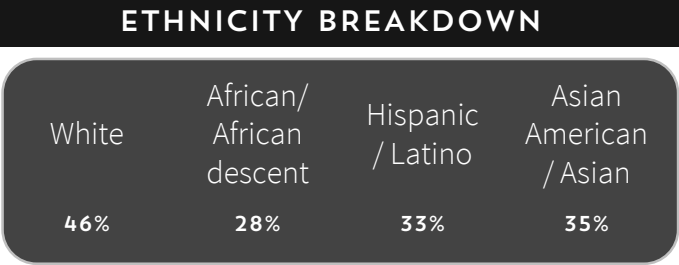
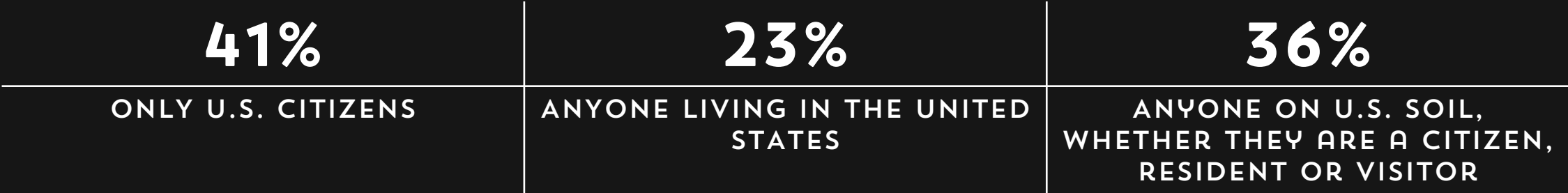
Shown: All selected



# 41% OF AMERICANS BELIEVE THAT THE RIGHTS AND PROTECTIONS WITHIN THE U.S. CONSTITUTION ONLY APPLY TO CITIZENS

TOTAL  
N=2500

White respondents are more likely than non-whites to believe that the Constitution applies only to citizens.





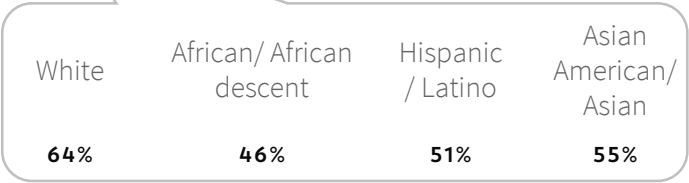
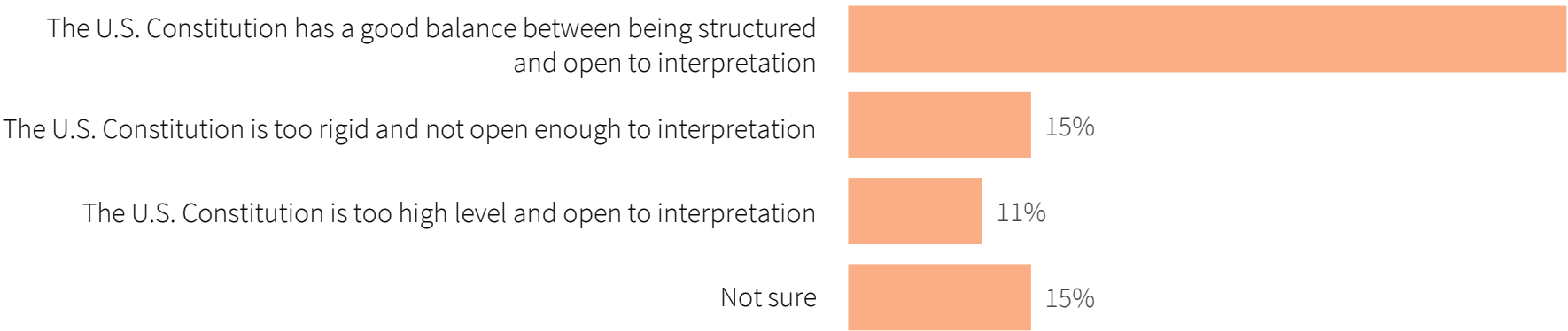
# ALMOST SIX OUT OF TEN SURVEYED FEEL THE CONSTITUTION STRIKES A GOOD BALANCE BETWEEN BEING STRUCTURED AND OPEN TO INTERPRETATION

TOTAL  
N=2500

White respondents are more likely than non-whites to believe that the Constitution is balanced.

## CONSTITUTIONAL STRUCTURE

Shown: All selected



## ETHNICITY BREAKDOWN

Still, approximately **one out of seven** are not sure, showcasing a need for more education of the Constitution.



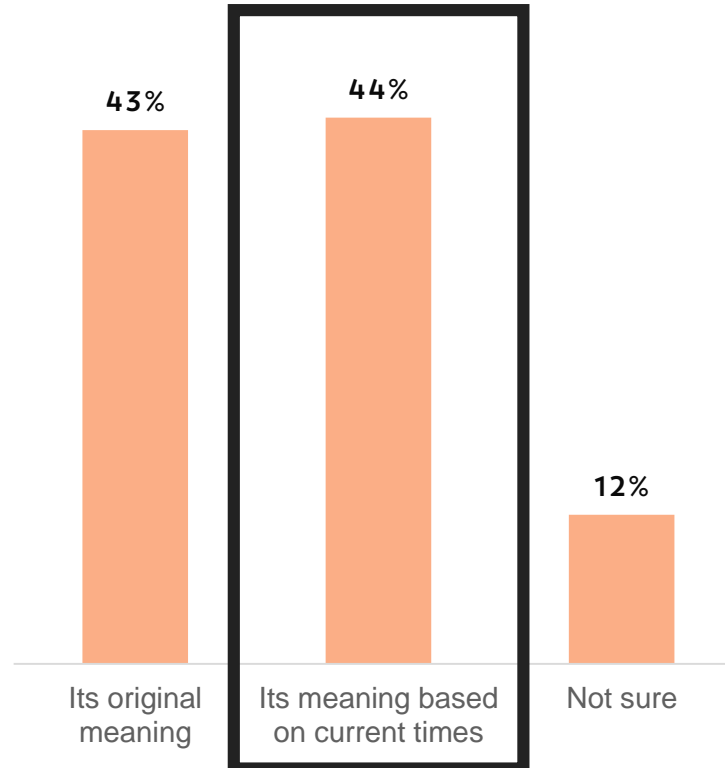
# AMERICANS ARE DIVIDED ON HOW THE CONSTITUTION SHOULD BE INTERPRETED

TOTAL  
N=2500

While 44% believe the Constitution should be interpreted based on its meaning in current times, another 43% say it should be interpreted based on its original meaning.

## INTERPRETATION OF CONSTITUTION

Shown: All selected



# HOWEVER, ALMOST 50% OF AMERICANS BELIEVE THAT THE CONSTITUTION SHOULD BE AMENDED OCCASIONALLY TO KEEP UP WITH SOCIETAL CHANGES

TOTAL  
N=2500

Only 16% of Americans believe that the Constitution should never be amended under any circumstances.

## ETHNICITY BREAKDOWN

### VIEWS ON CONSTITUTION BEING AMENDED

Shown: All selected

White	African/ African descent	Hispanic / Latino	Asian American/ Asian
42%	57%	52%	68%



\*<http://www.pewresearch.org/fact-tank/2018/04/12/a-look-at-proposed-constitutional-amendments-and-how-seldom-they-go-anywhere/>  
Q5. Do you believe the U.S. Constitution:

# MOST ADULTS DO NOT KNOW THE CORRECT PROCESS TO AMENDING THE CONSTITUTION

TOTAL  
N=2500

Fewer than 30% of respondents are able to identify either of the ways in which the Constitution can be amended.

## THE AMENDMENT PROCESS

Shown: All selected

29%	18%	16%	15%	31%	7%
An amendment is proposed by a member of Congress and must be approved by two-thirds of both the House of Representatives and the Senate before it is sent to the states. The amendment is only ratified when three-fourths of the states approve it.	An amendment is proposed and approved by two-thirds of the states' legislatures. It is then sent to Congress and is ratified when it is approved by three-fourths of both the House and the Senate.	An amendment is proposed by a member of Congress, and is ratified when two-thirds of both the House of Representatives and the Senate approve it.	Two-thirds of the legislatures in the states can call a Constitutional Convention and propose new amendments at this convention. Amendments are ratified when they are approved by three-fourths of the states.	All of the above	None of the above



# LEARNING MORE ABOUT THE CONSTITUTION

The background of the slide is a photograph of the Jefferson Memorial in Washington, D.C., taken at sunset. The memorial's white dome and columns are reflected in the calm water of the Tidal Basin. To the right, a path lined with trees in full bloom with vibrant pink cherry blossoms leads towards the memorial. Several people can be seen walking along the path. The sky is a mix of orange, yellow, and blue, with the sun low on the horizon.



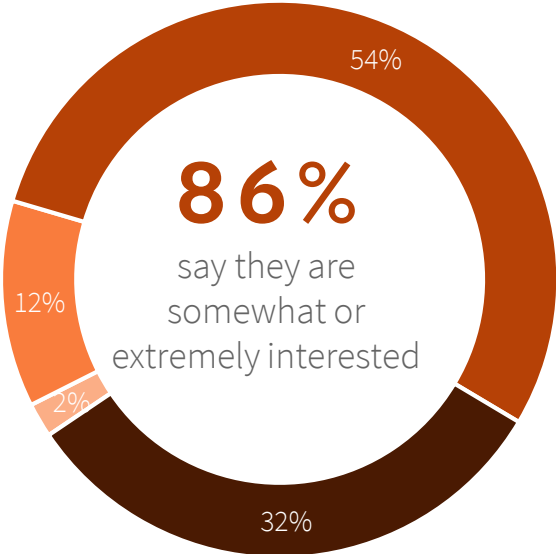
# REGARDLESS OF CURRENT CONSTITUTIONAL KNOWLEDGE, 86% OF AMERICANS SAY THEY ARE INTERESTED IN LEARNING MORE ABOUT THE CONSTITUTION

TOTAL  
N=2500

Interest is consistent across ethnicity, income and gender.

## INTEREST LEVELS IN THE CONSTITUTION

Shown: All selected\*



### ETHNICITY BREAKDOWN (TOP 2 BOX)

White	African/ African descent	Hispanic/ Latino	Asian American/ Asian
85%	86%	88%	83%

### INCOME BREAKDOWN (TOP 2 BOX)

Under \$25k	\$25k-\$50k	\$50k-\$75k	\$75k-\$100k	\$100k-\$150k	\$150k+
81%	85%	87%	89%	87%	85%

■ Not interested at all ■ Not very interested ■ Somewhat interested ■ Extremely interested

# AMERICANS TYPICALLY RECEIVE INFORMATION ABOUT THE CONSTITUTION FROM NATIONAL OR LOCAL NEWS

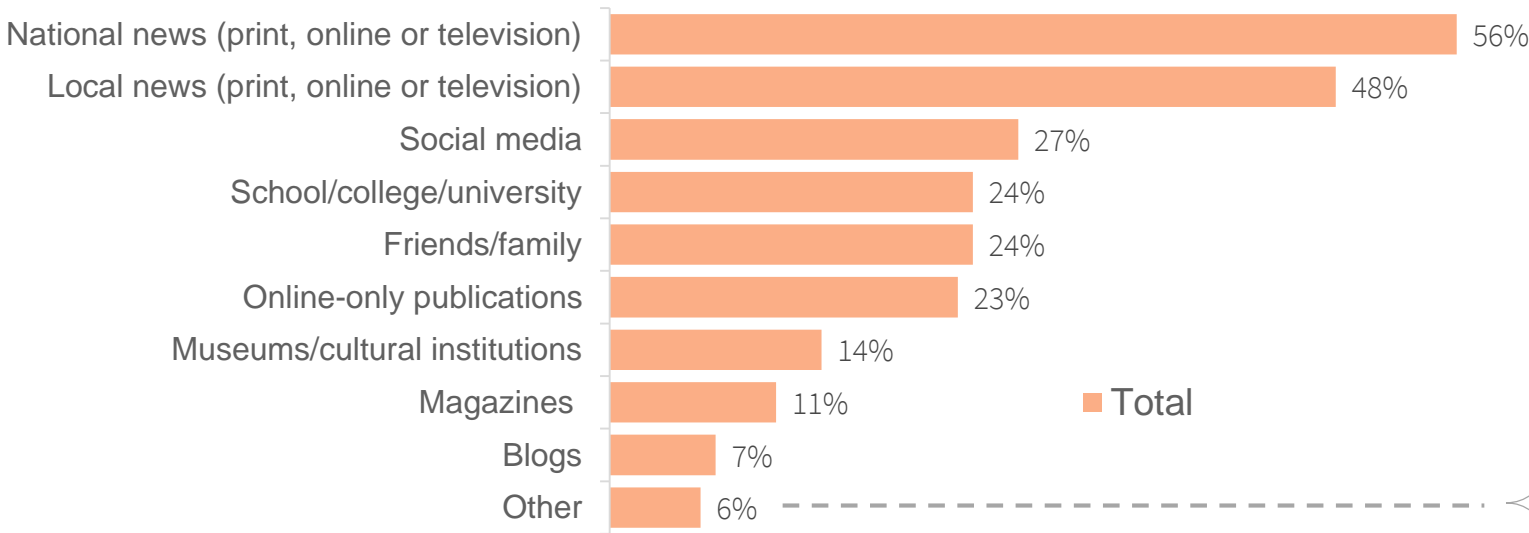
TOTAL  
N=2500

Channels such as social media, friends/family and cultural institutions are less involved in spreading information about the Constitution.



## SOURCES OF INFORMATION

Shown: All selected\*



- "Internet "
- "I have read the US Constitution for myself"
- "Radio talk shows"
- "Court cases and rulings"
- "Family who are attorneys and judges"

# APPENDIX



# REASONS WHY CONSTITUTIONAL ISSUES ARE IMPORTANT

TOTAL  
N=2498

## ...THE RIGHTS ARE IMPORTANT TO UPHOLD

*"We all deserve to live a just life free of intrusion and disrespect based on race or religion. We should be able to live free and co exist."*

## ...THEY ARE WITHIN THE CONSTITUTION/ IMPORTANT FROM A CIVIL RIGHTS PERSPECTIVE

*"Civil rights issues are important to me because, over the course of the past hundreds of years, there have been generations immigrants coming into the country and that within that timeframe, there has been that pattern of anti-immigrant sentiment, whether due to a country's history of violence or just simply outright racism. Given that there are also generations of nationalism, history always repeats itself because these people don't learn."*

## ...ENABLES FREEDOM/HELPS CREATE A FREE COUNTRY

*"If these freedoms are taken, what will be next?"*

## ...AFFECTS THEM ON A PERSONAL LEVEL/AFFECTS THEIR LIFE

*"Those things are big parts of my values and beliefs."*

## ...THEY ALIGN WITH PERSONAL POINT OF VIEW (E.G., FOR/AGAINST GUN RIGHTS; FOR/AGAINST ABORTION; ETC.)

*"Voting is what keeps America a democratic republic. Having privacy to my data allows me to live my life without government interference. The right to bear arms protects the citizenry from a dictatorial government."*

## ...THEY FEEL THAT THEIR RIGHTS ARE AT STAKE, GIVEN THAT THEY ARE A MINORITY

*"As a 5th generation black American born on U.S. soil, my Constitutional rights are very important because it affects my life in America. Without protections from the Constitution my life would be a living hell due to racism on every level."*



# OTHER ISSUES OF IMPORTANCE TO AMERICANS

TOTAL  
N=2500

## ...FREEDOM OF SPEECH

*"I really did not consider Constitutional issues until recently, especially the last few years. For example, freedom of speech by conservatives have been under attack if one's belief or opinion do not agree with those of liberal ideology. The conservatives are even blocked or attacked in public places when giving a public talk, or internally through the internet in social media sites. I think now that the issue is whether a person is a Democrat or Republican--as corruption has been experienced from both sides."*

## ...GOVERNMENT-RELATED ISSUES

*"Provides instructions to Congress/Senate etc. for operating on the behalf of the citizens. These are most important, especially since politicians find it too easy to dance around the rules and interpret the meaning to benefit their own agenda."*

## ...EQUALITY/DISCRIMINATION

*"LGBT rights are very important to me and all people are protected under the Constitution, so we should grant this group the same rights."*

## ...LAW/CIVIL RIGHTS-RELATED RIGHTS

*"Civil rights issues are important to me because, over the course of the past hundreds of years, there have been generations of immigrants coming into the country and that within that timeframe, there has been that pattern of anti-immigrant sentiment, whether due to a country's history of violence or just simply outright racism. Given that there are also generations of nationalism, history always repeats itself because these people don't learn."*





# DEMOGRAPHICS - UNITED STATES

CATEGORY	SUBCATEGORY	%
Gender	Male	49%
	Female	51%
Age	18-24	12%
	25-34	18%
	35-44	16%
	45-54	17%
	55-64	17%
	65+	20%
Region	Northeast	18%
	Midwest	21%
	South	38%
	West	23%
Registered as	Democratic	43%
	Republican	36%
	Independent	19%
	Libertarian	1%
	I am not registered to vote for a specific party	1%
Political Views	Very conservative	13%
	Somewhat conservative	19%
	Moderate	33%
	Somewhat liberal	17%
	Very liberal	14%
	Other	2%
	Prefer not to answer	2%

CATEGORY	SUBCATEGORY	%
Race/ Ethnicity	Hispanic	18%
	African or African descent	12%
	American Indian or Alaska Native	1%
	Asian-American / Asian	5%
	Middle Eastern	0%
	Native Hawaiian/ Pacific Islander	0%
	White	61%
	Other	2%
	Grade school or less (Grade 1-8)	0%
	Some high school (Grade 9-11)	3%
Level of Education	Graduated high school (Grade 12)	17%
	Vocational school/Technical school	6%
	Some college	27%
	Graduated college	33%
	Post-graduate degree (e.g., MA, MBA, LLD, PhD)	15%
Vote in 2016 election	Yes	81%
	No	18%
	Unsure	1%
Candidate voted for	Donald Trump	41%
	Hillary Clinton	49%
	Jill Stein	1%
	Gary Johnson	4%
	Other	3%
	Prefer not to answer	2%

CATEGORY	SUBCATEGORY	%
Employment	Employed full-time	41%
	Employed part-time	10%
	Not employed	7%
	Retired	22%
	Student	6%
	Homemaker/Caregiver/Stay-at-home parent	10%
	Business owner	2%
Annual HHI	Other	2%
	Less than \$10,000	6%
	\$10,000 to less than \$15,000	5%
	\$15,000 to less than \$25,000	9%
	\$25,000 to less than \$35,000	9%
	\$35,000 to less than \$50,000	13%
	\$50,000 to less than \$75,000	18%
	\$75,000 to less than \$100,000	12%
	\$100,000 to less than \$150,000	14%
	\$150,000 to less than \$200,000	7%
	\$200,000 or more	6%
	Prefer not to answer	1%

NOTE: Some total values may not add up exactly to 100% due to rounding

