

SSRS PROBABILTY PANEL VARIABLES

Language

Language of panelist

- 9 English
- 10 Spanish

pDENSITY

Density

NOTES: Recoded from Zip code and/or FIPS codes. If either missing Density may be blank/missing. This is a survey raking variable MADS uses (unless updated using zip code from questionnaire).

- 0 No value or no FIPS code to use for recode purposes
- 1 1 - Lowest
- 2 2
- 3 3
- 4 4
- 5 5 - Highest
- 999 DK/REF/BLANK

pINT1

Do you use the internet or email, at least occasionally?

NOTE: MADS weighting variable. Updated/Added August 2021. Will contain missing until fully updated

- 1 Yes
- 2 No
- 999 Don't know/Refused/Blank

pINT3

Do you access the internet on a cellphone, tablet or other mobile handled device at least occasionally?

NOTE: MADS weighting variable. Updated/Added August 2021. Will contain missing until fully updated

- 1 Yes
- 2 No
- 999 Don't know/Refused/Blank

Confidential
5/15/2025 1:12 PM

pINT4

Would you prefer to take this survey online or by telephone?

NOTE: MADS weighting variable. Updated/Added August 2021. Will contain missing until fully updated

- 1 Online
- 2 Telephone

pINTFREQ

About how often do you use the internet?

NOTE: MADS weighting variable. Updated/Added August 2021. ASKED IF INT1 OR INT3=1. Will contain missing until fully updated

- 1 Almost constantly
- 2 Several times a day
- 3 About once a day
- 4 Several times a week
- 5 Less often
- 999 Don't know/Refused/Blank

pINTACCESS

Do you or any member of this household have access to the Internet using...

Multipunch

0= NO

1= YES

- __1 Cellular data plan for a smartphone or other mobile device
- __2 Broadband (high speed) Internet service such as cable, fiber optic, or service installed in this household
- __3 Satellite Internet service installed in this household
- __4 Dial-up Internet service installed in this household
- __7 Some other service
- __8 No service
- _999 Don't know/Refused/Web Blank

pHOMETYPE

Which of the following best describes the building you presently live in? Please think of your primary residence only.

- 1 A mobile home
- 2 A one-family house detached from any other house
- 3 A one-family house attached to one or more houses
- 4 A building with 2 apartments
- 5 A building with 3 or more apartments
- 6 Boat, RV (Recreational Vehicle), van, etc.

Confidential
5/15/2025 1:12 PM

- 7 Something else
999 Don't know/Refused/Web Blank

pACTIVEDUTY

Have you or anyone in your household ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

- 1 Yes, myself
2 Yes, someone else in household
3 Yes, both myself and someone else in household
4 No
999 Don't know/Refused/Web Blank

pTRANSP0

How do you usually get to work? If you use more than one method of transportation during your trip, please select the option for the one used for most of the distance. Please only think of your primary job.

NOTE: will contain missings; added to registration survey in 2021. Will update during demo refreshments.

- 1 Car, truck, or van (including carpools)
2 Bus or trolley bus
3 Streetcar or trolley car
4 Subway or elevated train
5 Railroad
6 Ferryboat
7 Taxicab (including rideshare services like Uber or Lyft)
8 Motorcycle
9 Bicycle
10 Walk
11 Work at home
12 Other
13 Not working
999 Don't know/Refused/Web Blank

pINSTYPE

Are you **currently** covered by any of the following types of health insurance or health coverage plans?

Multipunch

0= NO

1= YES

- __1 Insurance through a current or former employer or union (your or another family member)
__2 Insurance purchased directly from an insurance company (by you or another family

Confidential
5/15/2025 1:12 PM

- member)
 __3 Medicare
 __4 Medicaid, Medical Assistance, or any kind of government-assistance plan for those with low incomes or a disability
 __5 TRICARE or other military health care
 __6 VA, that is coverage provided by the Veterans Health Administration (including those who have ever used or enrolled for VA health care)
 __7 Indian Health Service
 __8 Other insurance or health coverage plan
 __9 No health insurance, presently uninsured
 _999 Don't know/Refused/Web Blank

pDISABLED

Does any disability or handicap keep you from participating fully in work, school, housework, or other activities?

- 1 Yes
 2 No
 999 Don't know/Refused/Web Blank

pCARETAKER

Are you currently the caretaker for anyone who has a health problem or condition?

- 1 Yes
 2 No
 999 Don't know/Refused/Web Blank

pGUNHH

Do you, or does anyone in your household, own a gun, rifle or pistol?

NOTE: will contain missings; added to registration survey in 2021. Will update during demo refreshments.

- 1 Yes – I own a gun, rifle or pistol
 2 Yes – Someone else in my household owns a gun, rifle or pistol
 3 Yes – Both I and someone else in household own a gun, rifle or pistol
 4 No – Nobody in my household owns a gun, rifle or pistol
 999 Don't know/Refused/Web Blank

Confidential
5/15/2025 1:12 PM

pOWNHOME

Is your home owned or rented?

- 1 Owned
- 2 Rented
- 999 Don't know/Refused/Web Blank

pMSTATUS

Which group describes your marital status?

NOTES: MADS non-internet adjustment

- 1 Single, that is never married
- 2 Single, living with a partner
- 3 Married
- 4 Separated
- 5 Widowed
- 6 Divorced
- 999 Don't know/Refused/Web Blank

pEMPLOY

Currently, are you yourself employed fulltime, parttime, or not at all?

NOTES: MADS non-internet adjustment

- 1 Full Time
- 2 Part Time
- 3 Retired
- 4 Homemaker
- 5 Student
- 6 Temporarily unemployed
- 7 Disabled/Handicapped
- 8 Other not employed
- 999 Don't know/Refused/Web Blank

pWORKROLE

What is your role within your workplace organization?

NOTES: asked if employed fulltime (pemploy=1) and added in 2021; will contain missings

- 1 Skilled or manual labor (e.g., construction, farming, factory work)
- 2 Clerical / Administrative
- 3 Front-line worker, customer service (e.g., waiter, retail sales, cashier)
- 4 Licensed professional, educator, or civil servant
- 5 Technology, Healthcare, or Science professional
- 6 Assistant/Junior management
- 7 Mid-level management
- 8 Senior management (e.g., Director, VP, SVP)
- 9 President or CEO

Confidential
5/15/2025 1:12 PM

- 10 Owner, Partner, or Self-employed
- 997 Other (SPECIFY) (*pworkrole_997_other stores text*)
- 999 Don't know/Refused/Web Blank

pWORKPURCHASE

Think about how involved you are on a day-to-day basis with the purchasing decisions at your workplace. This could include office equipment and supplies, telecommunications and technology services, healthcare insurance, financial services, or other business services. Which of the following best describes your role in making purchase decisions for your workplace?

NOTES: asked if employed fulltime (pemploy=1) and added in 2021; will contain missings

- 1 I am the sole decision maker
- 2 I share the decision making equally with someone else
- 3 I offer my opinion but it is usually someone else's decision
- 4 I have little or nothing to do with these purchases
- 999 Don't know/Refused/Web Blank

pTOTPOER

Including yourself, how many people are there living in your household?

NUMBER 1-7

- 8 8 or more (CHECK BOX)
- 999 Don't know/Refused/Web Blank

pADULTS

How many of these are adults, 18 or older?

NOTES: Used in base weight calculation and non-internet adjustment

NUMBER 1-7

- 8 Eight or more (CHECK BOX)
- 999 Don't know/Refused/Web Blank

pKIDS1217

How many are children 12 to 17?

NUMBER 0-7

- 8 Eight or more (CHECK BOX)
- 999 Don't know/Refused/Web Blank

pKIDS611

How many are children 6 to 11?

Confidential
5/15/2025 1:12 PM

NUMBER 0-7

- 8 Eight or more (CHECK BOX)
- 999 Don't know/Refused/Web Blank

pKIDSLESS6

How many are children 0-5?

NUMBER 0-7

- 8 Eight or more (CHECK BOX)
- 999 Don't know/Refused/Web Blank

pPARENT

Are you the parent or guardian of a child under the age of 18 living in your household?

- 1 Yes
- 2 No
- 999 Don't know/Refused/Web Blank

pAGE1

What is your age?

NOTES: MADS Raking variable and non-internet adjustment

NUMBER 18 to 98

99 & MISSINGS: Don't know/Refused/Web Blank

pAGE2

Could you please tell me if your age falls into one of these ranges?

NOTES: Asked if pAge1 is DK/REF/BLANK. MADS Raking variable and non-internet adjustment

- 1 18-29
- 2 30-49
- 3 50-64
- 4 65+
- 999 Don't know/Refused/Web Blank

pAGEFINAL

Recoded Panelist Age (from pAge1 & pAge2)

NOTES: MADS Raking variable and non-internet adjustment

- 1 18-29
- 2 30-49
- 3 50-64
- 4 65+

999 Refused

pEDUC

What is the highest level of school you have completed or the highest degree you have received?

NOTES: MADS Raking variable and non-internet adjustment

- 1 Less than high school (Grades 1-8 or no formal schooling)
- 2 High school incomplete (Grades 9-11 or Grade 12 with NO diploma)
- 3 High school graduate (Grade 12 with diploma or GED certificate or vocational, business technical or other training that did not count toward a degree)
- 4 Some college, no degree (includes some community college)
- 5 Two year associate degree from a college or university
- 6 Four year college or university degree/Bachelor's degree (e.g., BS, BA, AB)
- 7 Some postgraduate or professional schooling, no postgraduate degree
- 8 Postgraduate or professional degree, including master's, doctorate, medical or law degree (e.g., MA, MS, PhD, MD, JD)
- 999 Don't know/Refused/Web Blank

pSOMECOLL

How many semesters did you complete?

NOTES: Added in 2020 and only asked if some college (pEDUC=4)

- 1 Less than one semester
- 2 One or more semester (*AUTO RECODES PEDUC TO CODE 3*)
- 999 Don't know/Refused/ Prefer not to answer/Web Blank

pEDUCATION

Recoded Panelist Education

- 1 Less than High School
- 2 High School Graduate
- 3 Some College
- 4 Graduated College (*College Degree or higher*)
- 999 Refused

pINCOME

Recoded panel variable

NOTE: MADS Non-internet adjustment and non-internet adjustment. Current missing are blank/refused

- 1 Less than \$15,000
- 2 \$15,000 to less than \$25,000
- 3 \$25,000 to less than \$30,000
- 4 \$30,000 to less than \$40,000

Confidential
5/15/2025 1:12 PM

- 5 \$40,000 to less than \$50,000
- 6 \$50,000 to less than \$75,000
- 7 \$75,000 to less than \$100,000
- 8 \$100,000 and over (Unspecified)
- 9 Less than \$50,000 (Unspecified)
- 10 \$50,000 but less than \$100,000 (Unspecified)
- 11 Over \$100,000
- 12 \$100,000 to less than \$150,000
- 13 \$150,000 to less than \$200,000
- 14 \$200,000 to less than \$250,000
- 15 \$250,000 or more
- 999 Refused

pCO1

Were you born on the island of Puerto Rico, the United States, or in another country?

NOTES: Will have missings; added in 2021 & only asked if Hispanic. MADS Raking variable for Spanish language surveys.

- 1 United States
- 2 Puerto Rico
- 3 Another Country
- 999 Don't know/Refused/Web Blank

pRACE

Recoded panel variable

NOTES: MADS Raking variable

- 1 White Non-Hispanic
- 2 Black Non-Hispanic
- 3 White Hispanic
- 4 Black Hispanic
- 5 Unspecified Hispanic
- 6 Asian/Chinese/Japanese
- 7 Native Am/Am Indian/Alaska Native
- 8 Native Hawaiian and other Pacific Islander
- 9 Other Race
- 10 Mixed
- 999 Don't know/Refused/Web Blank

pETH

Recoded panel variable

- 1 White Non-Hispanic
- 2 Black Non-Hispanic
- 3 Hispanic
- 4 Other

999 Refused

pPOLPARTY

Generally speaking, do you usually think of yourself as...?

NOTE: specify option removed Oct 2021. "Something else" stored in 997 from before the change with text stored in follow up var ppolparty_997_other. "Something else" from after the change is in 996.

- 1 A Republican
- 2 A Democrat
- 3 An Independent
- 996 Something Else (no specify)
- 997 Something Else (*TEXT stored in ppolparty_997_other*)
- 999 Don't know/Refused/Web Blank

pPOLLEAN

As of today, do you lean more to the Democratic Party or the Republican Party?

NOTES: Asked if Independent, Something else, DK/BLANK/REF (pPOLPARTY=003, 996/997,999)

- 1 Democratic party
- 2 Republican party
- 999 Don't know/Refused/Web Blank

pPOLVIEW

Generally speaking, how would you describe your political views?

- 1 Very conservative
- 2 Somewhat conservative
- 3 Moderate
- 4 Somewhat liberal
- 5 Very liberal
- 999 Don't know/Refused/Web Blank

pREGVOTE

Are you registered to vote at your present address, or not?

- 1 Yes
- 2 No
- 999 Don't know/Refused/Web Blank

pRELIGION

What is your present religion, if any?

NOTE: CODES 90,95,96,97,990,996,996,997 PENDING UPDATE

- 1 Baptist
- 2 Catholic, Roman Catholic
- 3 BLANK
- 4 BLANK
- 5 Evangelical
- 6 Jehovah's Witness
- 7 Jewish/Judaism
- 8 Lutheran
- 9 BLANK
- 10 Mormon/(Church of Jesus Christ of Latter-Day Saints)
- 11 Muslim/Islamic
- 12 Orthodox (Eastern, Greek, Russian, Armenian, etc)
- 13 Pentecostal (Assemblies of God, Four-Square Gospel)
- 14 Presbyterian
- 15 Protestant
- 16 Seventh Day Adventist
- 17 BLANK
- 18 BLANK
- 19 Unitarian/Universalist
- 20 Buddhist
- 21 Hindu
- 22 Christian (Just Christian)
- 23 Non-denominational or Independent Church
- 24 Episcopalian or Anglican
- 25 Methodist
- 26 Church of Christ, or Disciples of Christ (Christian Church)
- 27 Church of God
- 28 Congregational or United Church of Christ (UCC)
- 29 Holiness (Nazarenes, Wesleyan Church, Salvation Army)
- 30 Reformed (Reformed Church in America, Christian Reformed)
- 95/995 Atheist
- 96/996 Agnostic
- 97/997 Other (*TEXT STORED IN preligion_997_other*)
- 98/998 Other – Final (PENDING EDIT BACK UPDATES)
- 90/990 Nothing in Particular
- 99/999 Don't know/Refused/Web Blank

pGENDER

Panelist Gender

NOTE: MADS raking variable

- 1 Male
- 2 Female
- 3 Another gender
- 999 Don't know/Refused/Prefer not to answer

pSTATE

What state do you currently live in?

Confidential
5/15/2025 1:12 PM

AK	Alaska	NC	North Carolina
AL	Alabama	ND	North Dakota
AR	Arkansas	NE	Nebraska
AZ	Arizona	NH	New Hampshire
CA	California	NJ	New Jersey
CO	Colorado	NM	New Mexico
CT	Connecticut	NV	Nevada
DC	Washington DC	NY	New York
DE	Delaware	OH	Ohio
FL	Florida	OK	Oklahoma
GA	Georgia	OR	Oregon
HI	Hawaii	PA	Pennsylvania
IA	Iowa	RI	Rhode island
ID	Idaho	SC	South Carolina
IL	Illinois	SD	South Dakota
IN	Indiana	TN	Tennessee
KS	Kansas	TX	Texas
KY	Kentucky	UT	Utah
LA	Louisiana	VA	Virginia
MA	Massachusetts	VT	Vermont
MD	Maryland	WA	Washington
ME	Maine	WI	Wisconsin
MI	Michigan	WV	West Virginia
MN	Minnesota	WY	Wyoming
MO	Missouri	999	Don't know/Refused/Web Blank
MS	Mississippi		
MT	Montana		

Confidential
5/15/2025 1:12 PM

pZIP

What is your current 5-digit zip code?

NUMBER 5 DIGITS

99998 Not sure (CHECK BOX)

99999 Don't know/Refused

99999 Web Blank

pCOUNTY

Recoded panel variable (from pZIP)

NOTES: Blank if PZIP DK/REF/BLANK

NUMBER 4 DIGIT

9999 DK/Ref/Blank

pDIVISION

Recoded panel variable (from pSTATE)

NOTE: MISSINGS ARE PENDING UPDATE ON PSTATE/PIZP

- 0 Alaska and Hawaii
- 1 New England
- 2 Mid Atlantic
- 3 East North Central
- 4 West North Central
- 5 South Atlantic
- 6 East South Central
- 7 West South Central
- 8 Mountain
- 9 Pacific
- 999 Uncategorized

pDMA

Recoded panel variable (from pZIP)

NOTE: MISSINGS ARE PENDING UPDATE ON PSTATE/PIZP

NUMBER 3 DIGIT

999 DK/Ref/Blank

pFIPS

Recoded panel variable (from pZIP)

NOTE: MISSINGS ARE PENDING UPDATE ON PSTATE/PIZP

NUMBER 5 DIGIT

99999 DK/Ref/Blank

pMETRO

Recoded panel variable (from pZIP)

NOTE: MISSINGS ARE PENDING UPDATE ON PSTATE/PIZP

- 1 Center City (Metro)
- 2 Center City County (Metro)
- 3 Suburban (Metro)
- 4 Non-Center City (Metro)
- 5 Non-Metro
- 0 No metro status
- 9 Refused
- 999 Uncategorized

pNIELSEN

Recoded panel variable (from pZIP) (string 9)

- A
- B
- C
- D
- 9 Refused
- 999 Uncategorized

pREGION

Recoded panel variable (from pSTATE)

NOTE: MADs Raking variable

- 1 Northeast
- 2 North Central
- 3 South
- 4 West
- 999 Uncategorized

pREGION2

Recoded panel variable (from pSTATE)

NOTE: MISSINGS ARE PENDING UPDATE ON PSTATE/PIZP

- 1 Northeast
- 2 North Central
- 3 South – Excluding Florida
- 4 West
- 5 South – Florida Only
- 999 Uncategorized

Confidential
5/15/2025 1:12 PM

pRETIRE

NOT IN 9351A FILE/PENDING UPDATE

What types of retirement savings or pension do you have?

Multipunch

0 = NO

1 = YES

- ☐ 1 A 401(k), 403(b), thrift or other defined contribution pension plan through an employer
- ☐ 2 A defined benefit pension through an employer, such as a pension based on a formula, your earnings, and years of service
- ☐ 3 An IRA, or Individual Retirement Account
- ☐ 4 Savings outside a retirement account such as a brokerage account or savings account
- ☐ 5 Real estate or land
- ☐ 6 Family inheritance
- ☐ 7 Some other type of retirement savings
- ☐ 8 No retirement savings or pension
- ☐ 999 Don't know/Refused/Web Blank

pORIENTATION

NOT IN 9351A FILE/PENDING UPDATE

Do you consider yourself to be...?

Multipunch

0 = NO

1 = YES

- ☐ 1 Heterosexual or Straight
- ☐ 2 Gay or Lesbian
- ☐ 3 Bisexual
- ☐ 4 Transgender
- ☐ 999 Don't know/Refused/Web Blank