



FUND 2026 Questionnaire

Final draft

SURVEY WELCOME SCREEN

Thank you for taking our survey! It should take about 10–15 minutes to complete. Please do not share your survey link with anyone else, as it is unique to you and your opinions.

Before you take this survey, we want you to know that your responses will be kept completely confidential: data collected in this survey will be analyzed and reported in the aggregate, and your personal identity will not be connected in any way to the responses provided here. Your responses or contact information will not be shared with any third party.

Click “Next” to get started

I. Screening and donor profiling¹

[Note: Section titles will not be visible to respondents]

First, just a few questions to get a sense of how you support the causes and organizations that matter most to you.

1. [Multiple select]

During 2025, did you or someone else in your household make a financial contribution to any of the following types of non-profit organizations or charitable causes? Select all that apply.

- a. A public radio station
- b. A public television station
- c. A museum
- d. A crowdfunded effort to support a person or cause (*like GoFundMe*)
- e. Civil rights or civil liberties organizations
- f. A community foundation
- g. Environmental or conservation groups
- h. Medical research
- i. Independent journalism outlets
- j. Hunger or poverty relief groups
- k. Immigrant or refugee service organizations
- l. International aid or relief

¹ Note that custom questions submitted by local stations who have opted for them will be integrated into the main questionnaire where contextually relevant.

- m. LGBTQ+ organizations
- n. My house of worship (*like a church, synagogue, or mosque*)
- o. My school alumni organization
- p. Performing arts organizations or venues
- q. Veterans' organizations
- r. Some other organization or cause area not listed here: _____ [TEXT ENTRY]
- s. I didn't make any kind of charitable contribution in 2025 [STICK] [EXCLUSIVE]

[IF A OR B NOT SELECTED IN Q1, TERMINATE]

2. [Single select]

Overall, how would you compare 2025 to previous years in terms of the total amount of your charitable contributions to non-profits or charitable causes?

- a. I contributed *less* in 2025 than in prior years
- b. I contributed *about the same* in 2025 as in prior years
- c. I contributed *more* in 2025 than in prior years
- d. I'm not sure

3. [Open text]

You indicated that you made a contribution to a public media organization in 2025.

By "public media organization," we mean a public radio or TV station that relies on community support for funding.

What was the name of the organization or station you gave to?

(If you contributed to more than one last year, please list the names of all of them.)

4. [Single select]

To the best of your recollection, prior to January 1, 2025, had you ever made a contribution to a public media organization or station?

- a. Yes, I've contributed on a regular basis for several years [ACTIVE MULTI-YEAR DONORS]
- b. Yes, but it was a couple of years ago [RECENTLY LAPSED]
- c. Yes, but it was a long time ago [DEEP LAPSED]
- d. Yes, but I *also* donated in 2025 to an organization different from the one(s) I'd given to before [BRAND NEW DONORS]
- e. No, this was my first donation to *any* public media organization [BRAND NEW DONORS]

II. Drivers of recent giving

5. [Multiple select, randomize] [ONLY DEEP LAPSED OR RECENTLY LAPSED]

You indicated that it had been a while since you had last donated to public media. Based on what you can remember, what caused you to stop or pause your giving prior to 2025?

(If you used to give to multiple stations, think of all the reasons for stopping or pausing)

- a. I didn't feel appreciated
- b. I forgot to renew
- c. I got tired of repetitive fundraising
- d. I moved to another part of the country
- e. I only gave in response to a specific pledge drive or event
- f. I started prioritizing other charitable causes
- g. I started watching, reading, or listening to similar content in other ways
- h. I was concerned about how donations were being spent
- i. I wasn't watching, reading, or listening as much as I used to
- j. I couldn't afford to continue donating
- k. My kids were watching or listening, but they stopped or moved away
- l. The gifts or member benefits didn't appeal anymore
- m. They no longer aligned with my values or politics
- n. I can't remember [STICK] [EXCLUSIVE]
- o. Some other reason: _____ [TEXT ENTRY]

6. [Multiple select]

Which of these describes the way you made your donation to a public media station in 2025?

If you made multiple kinds of donations, select all that apply to you.

- a. I made a single one-time donation
- b. I made a few one-off donations
- c. I set up automatic or recurring annual donations
- d. I set up automatic or recurring monthly or quarterly donations
- e. I was already set up for recurring donations
- f. I don't remember [EXCLUSIVE]

7. [Multiple select, randomize] [Show if A or B selected in Q6]

There are many different places and methods for making a donation to public media.

Which of these did you use in 2025?

- a. Directly on NPR.org or the NPR app [STICK]
- b. Directly on PBS.org or the PBS app [STICK]
- c. Directly on the station's website [STICK]
- d. I donated a used vehicle
- e. I donated via stocks, retirement account, or donor advised fund

- f. I mailed in a check
- g. I set up a legacy gift through my estate or will
- h. I set up my donation in-person at an event
- i. Online from an email they sent me
- j. Over the phone
- k. Through a door-to-door representative
- l. Through social media
- m. Via text message
- n. I don't remember [STICK] [EXCLUSIVE]
- o. I contributed in a different way: _____ [TEXT ENTRY]

8. [Text entry, USD formatting]

What would you estimate was the total amount that you donated to public media last year?²

(Please enter a numeric value only—no need to add a dollar sign).

9. [Single select] [ONLY ACTIVE MULTI-YEAR DONORS]

Was the total amount you gave last year...

- a. Less than you've donated to public TV or radio in previous years
- b. About the same as what you've always donated to public media
- c. More than you've donated to public TV or radio in previous years

10. [Multiple select, randomize]

Here are some moments when people typically decide to donate to public media.

Which of these options describes your situation in 2025? Select all that apply.

- a. I received a letter in the mail asking or reminding me to give
- b. I received a text message from the station
- c. I received an email from the station
- d. I saw a post on social media
- e. I saw a story in the news, and that reminded me to give
- f. I saw or heard a message live on-air
- g. I was watching or listening to one of their pledge drives
- h. I talked to someone from the station who came to my door
- i. I wanted to watch or listen to one of their shows, and made a donation to access it
- j. I was talking to someone from the station at an event
- k. It came up in a conversation with someone I know
- l. I already had an automatic or recurring donation set up prior to 2025 [STICK]
- m. I don't remember [STICK] [EXCLUSIVE]
- n. Something else: _____ [TEXT ENTRY]

² Response of \$1,200 or higher to be classified as "major donors" for purpose of this study

11. [Multiple select, randomize] [ONLY BRAND NEW DONORS]

You indicated that you made your first ever donation to a public media station in 2025.

Did any of the following motivate you to make that decision?

(Select all that are relevant to you).

- a. A feeling of nostalgia
- b. I value and rely on my station for its local news coverage
- c. I value and rely on my station for its unique music programming
- d. I was worried they'd go away without more financial support
- e. I watched, read, or listened to something I liked, and it made me want to give
- f. The fact that Congress voted to end all federal funding
- g. The station was offering a specific thank-you gift for donations (*like a mug, tote bag, t-shirt, or tickets to an event*)
- h. They announced a match or challenge, and wanted my donation to have more impact
- i. To access a specific member benefit (*like PBS Passport, NPR+, member-only events, discounts*)
- j. To make sure that the NPR shows I love are still available [STICK]
- k. To make sure that the PBS shows I love are still available [STICK]
- l. To make sure the local shows I love are still available [STICK]
- m. To support station events that I regularly attend
- n. Some other reason: _____

12. [Single select] [ONLY BRAND NEW DONORS]

Of these reasons, which had the strongest influence on your decision to give last year?

- a. [PIPE OPTIONS SELECTED IN PRECEDING QUESTION]

13. [Multiple select, randomize] [DEEP LAPSED] [RECENTLY LAPSED]

You mentioned that, prior to last year, it had been a while since you'd made a donation to a public media station. Did any of the following motivate you to resume your financial support? (Select all that are relevant to you).

- a. A feeling of nostalgia
- b. I value and rely on my station for its local news coverage
- c. I value and rely on my station for its unique music programming
- d. I was worried they'd go away without more financial support
- e. I watched, read, or listened to something I liked, and it made me want to give
- f. The fact that Congress voted to end all federal funding
- g. The station was offering a specific thank-you gift for donations (*like a mug, tote bag, t-shirt, or tickets to an event*)
- h. They announced a match or challenge, and wanted my donation to have more impact

- i. To access a specific member benefit (*like PBS Passport, NPR+, member-only events, discounts*)
- j. To make sure that the NPR shows I love are still available [STICK]
- k. To make sure that the PBS shows I love are still available [STICK]
- l. To make sure the local shows I love are still available [STICK]
- m. To support station events that I regularly attend
- n. Some other reason: _____

14. [Single select] [DEEP LAPSED] [RECENTLY LAPSED]

Of these reasons, which had the strongest influence on your decision to resume giving last year?

- a. [PIPE OPTIONS SELECTED IN PRECEDING QUESTION]

15. [Multiple select, randomize] [ONLY ACTIVE MULTI-YEAR DONORS]

You mentioned that you've been contributing to a public media station for a while. Did any of the following play a role in your decision to continue your financial support this past year? (Select all that are relevant to you).

- a. A feeling of nostalgia
- b. I value and rely on my station for its local news coverage
- c. I value and rely on my station for its unique music programming
- d. I was worried they'd go away without more financial support
- e. I watched, read, or listened to something I liked, and it made me want to give
- f. The fact that Congress voted to end all federal funding
- g. The station was offering a specific thank-you gift for donations (*like a mug, tote bag, t-shirt, or tickets to an event*)
- h. They announced a match or challenge, and wanted my donation to have more impact
- i. To access a specific member benefit (*like PBS Passport, NPR+, member-only events, discounts*)
- j. To make sure that the NPR shows I love are still available [STICK]
- k. To make sure that the PBS shows I love are still available [STICK]
- l. To make sure the local shows I love are still available [STICK]
- m. To support station events that I regularly attend
- n. Some other reason: _____

16. [Single select] [ONLY ACTIVE MULTI-YEAR DONORS]

Of these reasons, which had the strongest influence on your decision to continue giving last year?

- a. [PIPE OPTIONS SELECTED IN PRECEDING QUESTION]

17. [Rating scale] [SHOW if F selected in Q11, Q13, or Q15]

The withdrawal of federal funding from public media in 2025 was one of the factors that motivated you to donate last year.

Here are some statements related to that event. Using the scale below, please rate your level of agreement with each statement.

Columns:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

Rows:

- a. Federal defunding was my primary motivation for donating or increasing my donation in 2025.
- b. I was angry that my station got defunded by Congress, and donated as a way to send a message.
- c. The loss of federal funding is a big part of why I continue to donate.
- d. If federal funding ever resumed, I'd probably decrease the amount of my current donation or stop donating.
- e. The withdrawal of federal funding seemed like a partisan act.
- f. A positive outcome of federal defunding is in that my station is now 100% community-supported.
- g. I still don't fully understand how the withdrawal of federal funding has impacted my local public media station.
- h. I'm glad that my tax dollars are no longer being spent on public media.

III. Connection to their station

You've received this survey in part because you've donated to [STATION PIPED FROM LIST TAG] as one of your local public media stations. We'd like to learn a bit about how you rely on them or value what they offer.

18. *[Multiple select, randomize]*

Which—if any—of these terms would you use to describe your relationship to [STATION PIPED FROM LIST TAG]? (Pick the terms that most resonate with you personally.)

- a. Constituent
- b. Contributor
- c. Customer
- d. Donor
- e. Follower
- f. Giver
- g. Listener
- h. Member
- i. Patron
- j. Reader
- k. Subscriber
- l. Supporter
- m. Sustainer
- n. Viewer
- o. None of these [STICK] [EXCLUSIVE]
- p. It doesn't really matter to me [STICK] [EXCLUSIVE]

19. *[Multiple select, randomize]*

Here are some ways people can engage with public media stations. In the last 12 months, which of the following have you done in connection with [STATION PIPED FROM LIST TAG]? (Select all that apply and are relevant to *your* station.)

- a. Attended an event sponsored or organized by them
- b. Listened to one of their podcasts [STICK]
- c. Listened to them live on the radio [STICK]
- d. Listened to their livestream using their website or app [STICK]
- e. Opened or read a letter from them in the mail
- f. Opened or read an email from them
- g. Saw one of their posts on social media
- h. Signed up for a newsletter
- i. Visited their website to watch, read, or listen to something
- j. Watched one of their videos on YouTube

- k. Watched them live on TV [STICK]
- l. Watched them using their app, website, or PBS Passport [STICK]
- m. I haven't done anything other than donate [STICK] [EXCLUSIVE]
- n. Something else not listed here: _____ [STICK]

20. [Single select]

Think about all the ways you interact with the station that you support: Content from [STATION PIPED FROM LIST TAG] that you watch, read, or listen to, or events that you might attend.

How often would you say you typically do any of these things?

- a. Rarely or never
- b. A few times a month
- c. A few times a week
- d. Once a day
- e. Several times a day

21. [Single select] [SAME SCREEN AS Q20]

And since you first donated to the station, would you say that you're interacting with them...

- a. Less often
- b. About the same
- c. More often

22. [Single select] [ONLY BRAND NEW DONORS]

Before your first donation, how familiar were you with the station?

- a. Never heard of them before
- b. I had heard of them before, but didn't know too much about them
- c. I had watched or listened to them before, but not often
- d. I was regularly engaged with them—I just never donated to them before

23. [Multiple select, randomize]

Did you receive or experience any of the following as a result of donating to [STATION PIPED FROM LIST TAG] last year? Select all that apply.

- a. A newsletter highlighting what to watch or listen to
- b. A phone call or video message thanking me for my donation
- c. A postcard or letter in the mail thanking me for my donation
- d. A public thank-you or recognition live on the air
- e. A text message thanking me for my donation
- f. A thank-you gift or merchandise
- g. Access to member benefits (*like PBS Passport, NPR+, member-only events, discounts*)
- h. An email thanking me for my donation
- i. An explanation of how my donation was used

- j. A description of my station's impact on the local community
- k. None of these [STICK] [EXCLUSIVE] [SKIP TO Q25]

24. [Rating scale, randomize]

And using the scale below, how important were each of these to you?

- 1. Not important
- 2. Somewhat important
- 3. Very important

Rows

[PIPE from Q23]

25. [Single select]

Looking back on your giving from the past year: do you feel like your donation was properly acknowledged or appreciated by the station?

- a. Yes, very much so
- b. Yes, somewhat
- c. No, not really
- d. Not at all

26. [Multiple select = 3, randomize]

Thinking about your station, which THREE of the following do you value most about what they provide or represent?

(Select the ones that are relevant to your station).

- a. Services they offer beyond programming and content (*like educational resources, training programs, or emergency broadcasting*)
- b. The events or concerts that they host
- c. The fact that they are funded by donations from people like me
- d. The fact that they're locally based in my own community
- e. Their connection to the local music scene
- f. Their continued airing of my favorite PBS programs
- g. Their continued airing of my favorite NPR programs
- h. Their coverage of local people, places, and history
- i. Their coverage of things happening in my area
- j. Their local news coverage
- k. Their unique music curation by knowledgeable hosts or DJs
- l. The quality of their kids programming
- m. I don't know enough about them to answer [STICK] [EXCLUSIVE]
- n. None of the above [STICK] [EXCLUSIVE]

27. *[Multiple select, randomize]*

Please complete the following sentence:

"In my opinion, I think the station should focus more on..."

(Select all that apply, or feel free to write in your own response below)

- a. Becoming more visible on social media
- b. Covering more things happening in my community
- c. Hosting more of the kinds of events I typically check out
- d. Improving the signal in my area
- e. Offering better thank-you gifts
- f. Organizing opportunities to volunteer in my community
- g. Personalizing content recommendations based on my interests
- h. Promoting their locally-focused content in addition to the national programs (from NPR or PBS)
- i. Relying more on support from corporate sponsors
- j. Seeking feedback on their programming and services more proactively
- k. Something else: _____ [STICK]

28. *[Rating scale, randomize]*

And now thinking about the state of public media in general, please rate your level of agreement with each of these statements.

(As a reminder: by "public media", we mean the public radio and TV organizations across the country—such as NPR and PBS member stations—that rely on community support.)

Columns:

- 1. Strongly disagree
- 2. Disagree
- 3. Neither agree nor disagree
- 4. Agree
- 5. Strongly agree

Rows:

- a. I support public media's mission even though I don't consume a lot of its content.
- b. I'm not sure how local stations are different from "PBS" or "NPR."
- c. I'm not sure how PBS stations are different from NPR stations.
- d. Public media is an essential part of a free and independent press.
- e. Public media is not as relevant as it once was.
- f. Public media plays an important role in supporting local arts, culture, and music.
- g. I'd have a hard time explaining what public media's mission is.
- h. Reporting from public media has a conservative bias. [STICK]
- i. Reporting from public media has a liberal bias. [STICK]

IV. Drivers of future or sustained giving

Thanks for your responses so far! Now, we'd like to look ahead to the rest of 2026 and beyond.

Keep in mind that the responses you provide here will be held anonymously, and no one will reach out to you as a consequence of your responses to any of these questions.

29. *[Single select]*

How likely are you to make another donation to your public television or radio station—either as a one-time gift or recurring donation in the next 12 months?

- a. Very unlikely
- b. Unlikely
- c. Likely
- d. Very likely
- e. Not sure right now

30. *[Single select, randomize]* **[Show if "Unlikely" or "Very unlikely" selected in Q29]**

Which one of these reasons best describes why you're not likely to make another donation? Or if there's another reason not listed, feel free to share below.

- a. I don't feel appreciated
- b. I'm tired of repetitive fundraising
- c. I moving to another part of the country
- d. I only gave in response to a specific pledge drive or event
- e. I want to prioritize other charitable causes
- f. I'm able to watch, read, or listen to similar content in other ways
- g. I already pay for too many subscription services
- h. I'm concerned about how donations were being spent
- i. I'm not watching, reading, or listening as much as I used to
- j. I can't afford to continue donating in the future
- k. My kids were watching or listening, but they stopped or moved away
- l. The gifts or member benefits don't appeal anymore
- m. They no longer aligned with my values or politics
- n. I gave in response to the funding crisis; it was a one-time thing
- o. Some other reason: _____ [TEXT ENTRY]

31. [Multiple select, randomize] [Show if "Unlikely" or "Very unlikely" selected in Q29]

Would any of these offerings or considerations make you reconsider making another donation at some point in the future?

Select all that apply. Or if something else would encourage you, feel free to share below.

- a. An easier way to donate with a digital wallet (*ApplePay, GooglePay, PayPal, etc.*)
- b. An easier way to donate with stocks, retirement account, or donor advised fund
- c. Branded merchandise (*like tote bags, t-shirts, mugs*)
- d. Discounts for local concerts or shows
- e. Discounts to local businesses or venues
- f. Early or exclusive access to their shows (*get episodes before everybody else*)
- g. If they explained how federal funding cuts affect my local station
- h. If they had more content relevant to my interests
- i. If they hosted more events or concerts I could attend for free
- j. If they invited me to give feedback or input
- k. If they reported on the impact of my gift
- l. If I was able to donate or "tip" a very small amount (*less than \$5*)
- m. None of the above [STICK] [EXCLUSIVE]

32. [Multiple select, randomize] [Show if "Likely", "Very likely", or "Not sure" selected in Q29]

Would any of these offerings or considerations make you consider *increasing* your gift at all in the future? Select all that apply.

- a. An easier way to donate with a digital wallet (*ApplePay, GooglePay, PayPal, etc.*)
- b. An easier way to donate with stocks, retirement account, or donor advised fund
- c. Branded merchandise (*like tote bags, t-shirts, mugs*)
- d. Discounts for local concerts or shows
- e. Discounts to local businesses or venues
- f. Early or exclusive access to their shows (*get episodes before everybody else*)
- g. If they explained how federal funding cuts affect my local station
- h. If they had more content relevant to my interests
- i. If they hosted more events or concerts I could attend for free
- j. If they invited me to give feedback or input
- k. If they reported on the impact of my gift
- l. If I was able to donate or "tip" a very small amount (*less than \$5*)
- m. I'm not likely to increase my donation [STICK] [EXCLUSIVE]

33. [Multiple select, randomize] [Show if "Likely", "Very likely", or "Not sure" selected in Q29, AND "one-time donation" selected in Q6]

Would any of these offerings or considerations make you consider *setting up a recurring monthly donation* in the future instead of a single donation? Select all that apply.

- a. An easier way to donate with a digital wallet (*ApplePay, GooglePay, PayPal, etc.*)
- b. An easier way to donate with stocks, retirement account, or donor advised fund
- c. Branded merchandise (*like tote bags, t-shirts, mugs*)
- d. Discounts for local concerts or shows
- e. Discounts to local businesses or venues
- f. Early or exclusive access to their shows (*get episodes before everybody else*)
- g. If they explained how federal funding cuts affect my local station
- h. If they had more content relevant to my interests
- i. If they hosted more events or concerts I could attend for free
- j. If they invited me to give feedback or input
- k. If they reported on the impact of my gift
- l. If I was able to donate or "tip" a very small amount (*less than \$5*)
- m. I'm already set up to give recurring monthly donations [STICK] [EXCLUSIVE]
- n. I'm not interested in setting up a recurring donation [STICK] [EXCLUSIVE]

34. [Rating scale, randomize] [SHOW if \$ amount reported in Q8 is greater than \$1,200]

Finally, here are some ideas for how the station can do a better job supporting your values and interests.

Using the scale below, how much would each of these potential actions affect your decision to continue supporting?

Columns:

- 1. Not at all
- 2. Somewhat
- 3. Very much so

Rows:

- a. A clear and detailed impact report showing how my gift makes a difference
- b. Exclusive events organized specifically for people who have provided substantial financial support to the station
- c. If they decided to invest in a specific initiative or content focus that I'm personally passionate about (*such as special reporting, or offering a new community service*)
- d. Occasional personal contact from the station to get to know me and my priorities
- e. Partnerships with local community organizations that are important to me
- f. The ability to support them via stocks, retirement account, or donor advised fund
- g. The opportunity to meet on-air hosts or personalities from the station, PBS, or NPR
- h. The opportunity to meet the chief executive of the station (*the GM, President, CEO*)

V. Demographics

Thank you so much for your time! These last questions are all about you, and are for classification purposes only.

Keep in mind when answering these questions that all data from this survey are only analyzed in the aggregate, and will not be shared with any third parties or linked to your name in any way.

35. *[Dropdown list]*

In what year were you born?

36. *[Dropdown list]*

And in which state do you currently reside?

37. *[Open text]*

Please enter your zip code below.

38. *[Single select]*

Did you grow up in [Q36], or did you move from another place?

- a. I was born in this state
- b. I moved here from another state
- c. I moved here from another country
- d. Prefer not to say

39. *[Single select]*

Which of these terms best describes where you live?

- a. City
- b. Suburb
- c. Small town
- d. Rural
- e. Something else

40. *[Single select]*

Which of the following best describes your political orientation, regardless of how or whether you're registered to vote?

- a. Very conservative
- b. Somewhat conservative
- c. Moderate
- d. Somewhat liberal
- e. Very liberal
- f. None of these; I would describe myself as: _____
- g. Prefer not to say

41. *[Multiple select, randomize]*

In the last 12 months, have you visited, attended, or participated in any of the following?

Select all that apply.

- a. A concert or live musical performance
- b. A farmer's market
- c. A food or beverage festival
- d. A live comedy show or performance
- e. A live lecture or public forum
- f. A live sporting event
- g. A live theatrical production
- h. A local parade
- i. A museum or art gallery
- j. A public library
- k. A school-related event
- l. A state or county fair
- m. A zoo, aquarium, or science center
- n. Amateur or community sports leagues
- o. An event at a house of worship (*like a church, synagogue, or mosque*)
- p. A road race (*like a 5K, marathon, or triathlon*)
- q. None of the above [STICK] [EXCLUSIVE]

42. *[Multiple select, randomize]*

In the past 12 months, have you done any of the following?

- a. Attend a public hearing
- b. Attend a school board meeting
- c. Attend a town council meeting
- d. Contacted a public official or member of Congress
- e. Participated or marched in a rally or protest
- f. Signed a petition online or in-person
- g. Volunteered for a charity or non-profit
- h. Voted in a local, state, or national election
- i. None of the above [STICK] [EXCLUSIVE]

43. *[Open text, to be coded]*

What is your gender?

44. *[Single select]*

Do you identify as LGBTQ+ or similar?

- a. Yes
- b. No
- c. Prefer not to answer

45. *[Single select]*

Are there any children living in your household who are 18 years old or younger?

- a. Yes
- b. No
- c. Prefer not to answer

46. *[Single select]*

What is the highest level of education you've completed?

- a. Less than 4 years of high school
- b. High school degree / GED
- c. Vocational school
- d. 2-year college graduate (Associate degree or similar)
- e. 4-year college graduate (Bachelor's degree or similar)
- f. Graduate or doctoral degree (Master's, PhD, MD, or similar)

47. *[Multiple select]*

What is your race and/or ethnicity? You may select multiple options.

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Hispanic or Latino
- e. Middle Eastern or North African
- f. Native Hawaiian or Pacific Islander
- g. White or Caucasian
- h. Other: _____ [TEXT ENTRY]
- i. Prefer not to answer [STICK] [EXCLUSIVE]

48. *[Single select]*

Finally, which of the following ranges represents your total household income in 2025?

- a. Less than \$50,000
- b. \$50,000 to \$74,999
- c. \$75,000 to \$99,999
- d. \$100,000 to \$149,999
- e. \$150,000 to \$199,999
- f. \$200,000 to \$249,999
- g. \$250,000 or more
- h. Prefer not to answer

Thanks so much for your time!

49. *[Multi-line open text; optional]*

If there's anything else you'd like to share with [STATION PIPED FROM LIST TAG], feel free to share below.

50. *[Single select]* [same screen as above]

And sometime in the next month or so, we will be conducting follow-up research in the form of online interviews and small focus groups. Participants will be provided with a small honorarium for their time.

Would you be interested in being considered for participation in this follow-up research?

Answering "yes," does not necessarily mean you will be recontacted, but only that you are giving us permission to do so.

- a. Yes, I would be interested in being considered for participation in follow-up research and give you consent to contact me again.
- b. No, I am not interested in being considered for participation in follow-up research and ask you not to contact me again.