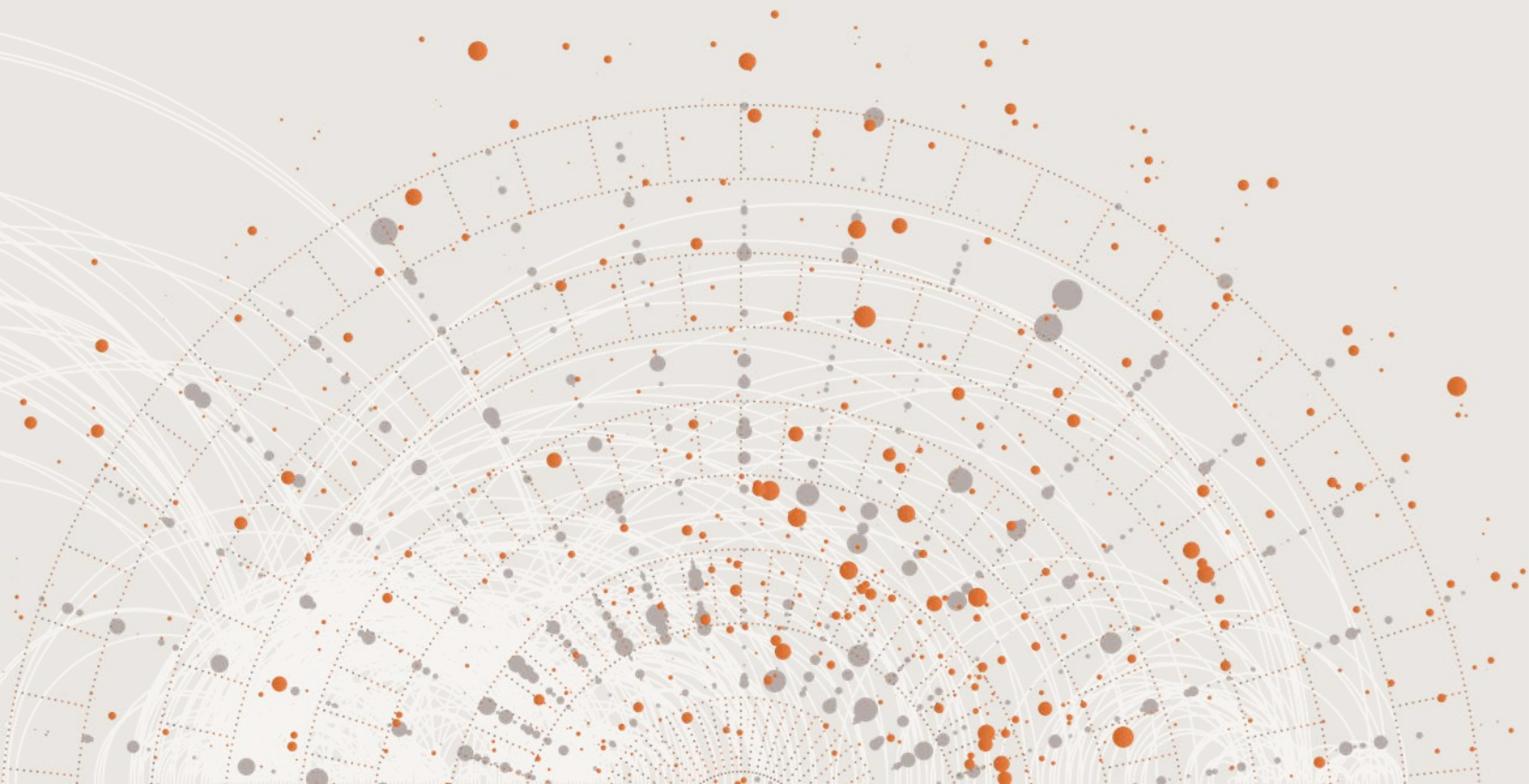


UPDATED
August 1, 2025

NORC TRUENORTH STANDARD PROFILE VARIABLES

BUSINESS CONFIDENTIAL – NOT FOR DISTRIBUTION WITHOUT THE PERMISSION OF NORC



Demographic Profile and Other Supplemental Data Provided for Each Project

Variable	Values
Sex	1 = Male 2 = Female
Age	Age in years
Age (7 categories)	1 = 18-24; 2 = 25-34; 3 = 35-44; 4 = 45-54; 5 = 55-64; 6 = 65-74; 7 = 75+
Age (4 categories)	1 = 18-29; 2 = 30-44; 3 = 45-59; 4 = 60+
Education (5 categories)	1 = Less than HS 2 = HS graduate 3 = Some college/associates degree 4 = Bachelor's degree 5 = Post grad study/professional degree
Race/Ethnicity	1 = White, Non-Hispanic 2 = Black, Non-Hispanic 3 = Other, Non-Hispanic 4 = Hispanic 5 = 2+ races, Non-Hispanic 6 = Asian/Pacific Islander, Non-Hispanic
Household Income (18 categories)	1 = Less than \$5,000 2 = \$5,000 to \$9,999 3 = \$10,000 to \$14,999 4 = \$15,000 to \$19,999 5 = \$20,000 to \$24,999 6 = \$25,000 to \$29,999 7 = \$30,000 to \$34,999 8 = \$35,000 to \$39,999 9 = \$40,000 to \$49,999 10 = \$50,000 to \$59,999 11 = \$60,000 to \$74,999 12 = \$75,000 to \$84,999 13 = \$85,000 to \$99,999 14 = \$100,000 to \$124,999 15 = \$125,000 to \$149,999 16 = \$150,000 to \$174,999 17 = \$175,000 to \$199,999 18 = \$200,000 or more
Household Income (9 categories)	1 = Less than \$10,000 2 = \$10,000 to \$19,999 3 = \$20,000 to \$29,999 4 = \$30,000 to \$39,999 5 = \$40,000 to \$49,999 6 = \$50,000 to \$74,999 7 = \$75,000 to \$99,999 8 = \$100,000 to \$149,999 9 = \$150,000 or more
Household Income (4 categories)	1 = Less than \$30,000 2 = \$30,000 to \$59,999 3 = \$60,000 to \$99,999 4 = \$100,000 or more
Marital Status	1 = Married 2 = Widowed 3 = Divorced 4 = Separated 5 = Never married
Metropolitan Statistical Area Status	0 = Non-Metro 1 = Metro (as defined US OMB Core-Based Statistical Area)

Variable	Values
Region 4 (US Census)	1 = Northeast
	2 = Midwest
	3 = South
	4 = West
Region 9 (US Census)	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
State	9 = Pacific
	State of residence
Current Employment Status	1 = Working - as a paid employee
	2 = Working - self-employed
	3 = Not working - on temporary layoff from a job
	4 = Not working - looking for work
	5 = Not working – retired
	6 = Not working – disabled
	7 = Not working – other
Survey Start	Date and time of survey start
Survey End	Date and time of survey completion
Survey Duration*	Duration of survey in minutes
Survey Mode	1 = Online interview
	2 = Phone interview
Device Type	1 = Desktop / laptop computer
	2 = Smartphone
	3 = Tablet
	4 = Other / unknown
	5 = Phone interview (not online)

**Note: The survey duration variable is only provided if NORC is programming the survey.*