



GMMB+CNCS

Where Strategy Meets Science

N=1,200 Adults

Field dates: TBD

AX2018146

Draft #9

Thank you for your participation in this confidential study of important issues in your area!

Q1. What state do you currently live in?

- 1 [DROP DOWN BOX]
- 2 Not currently living in the United States (THANK AND TERMINATE)

Q2. Which of the following ranges includes your age?

- 1 18 - 29
- 2 30 - 39
- 3 40 - 49
- 4 50 - 59
- 5 60 - 64
- 6 65 and over

Q3. What is your gender?

- 1 Male
- 2 Female

Q4. Thinking about volunteering, how easy is it for you to find either short-term or long-term volunteer opportunities or opportunities to give back in your community?

- 1 Very Easy
- 2 Somewhat Easy
- 3 Somewhat Difficult
- 4 Very Difficult
- 5 Don't know

Q5. How important is it to you to volunteer and give back to the community?

- 1 Very important
- 2 Somewhat important
- 3 Not that important
- 4 Not at all important

Q6. Below is a list of several organizations that have been in the news. For each one, please mark your familiarity of that organization. (RANDOMIZE)

	Very Familiar	Somewhat Familiar	Not Familiar
a. Corporation for National and Community Service (CNCS)	1	2	3
b. AmeriCorps	1	2	3
c. Senior Corps	1	2	3
d. AmeriCorps VISTA	1	2	3
e. AmeriCorps NCCC	1	2	3
f. Foster Grandparents	1	2	3

g. Senior Companion	1	2	3
h. RSVP	1	2	3
i. Peace Corps	1	2	3
j. Habitat for Humanity	1	2	3
k. Teach for America	1	2	3

Q7. (If respondent answered 1-2 FOR CNCS (a) in question 6) Based on what you know, what is the main focus or purpose of CNCS? (RANDOMIZE, CHECK ALL THAT APPLY)

- 1 Providing volunteer opportunities for Americans
- 2 Court ordered community service organization
- 3 Maximize nonprofits' effectiveness
- 4 Providing disaster relief
- 5 Paid full-time service program
- 6 Consulting services for organizations
- 7 Grants and funding opportunities for organizations
- 8 Membership association for service delivery organizations
- 9 Don't know (ALWAYS LAST)

Q8. (If respondent answered 1-2 FOR AmeriCorps (b) in question 6) Based on what you know, what is the main focus or purpose of AmeriCorps? (RANDOMIZE, CHECK ALL THAT APPLY)

- 1 Financial services
- 2 Providing volunteer opportunities for youth
- 3 International development
- 4 Maximize nonprofits' effectiveness
- 5 Providing opportunities for all to volunteer and serve the community
- 6 Providing disaster relief
- 7 Training teachers
- 8 Consulting services for organizations
- 9 Don't know (ALWAYS LAST)

Q9. (If respondent answered 1-2 FOR Senior Corps (c) in question 6) Based on what you know, what is the main focus or purpose of Senior Corps? (RANDOMIZE, CHECK ALL THAT APPLY)

- 1 Consulting services for organizations
- 2 International development
- 3 Providing opportunities to volunteer and serve senior citizens
- 4 Providing opportunities for senior citizens to volunteer and serve
- 5 Providing opportunities for everyone to serve their community
- 6 A senior living facility
- 7 Healthcare program
- 8 A division of AARP
- 9 Don't know (ALWAYS LAST)

Q10. (If respondent answered 1-2 FOR AmeriCorps VISTA (d) in question 6) Based on what you know, what is main focus the purpose of Americorps VISTA? (RANDOMIZE, CHECK ALL THAT APPLY)

- 1 Consulting services for organizations
- 2 International development
- 3 Financial services
- 4 Providing opportunities for all to volunteer and serve the community
- 5 Maximize nonprofits' effectiveness
- 6 Poverty reduction initiative
- 7 Providing yearlong and summer volunteer opportunities for youth
- 8 Don't know (ALWAYS LAST)

- Q11. (If respondent answered 1-2 FOR AmeriCorps NCCC (e) in question 6) Based on what you know, what is the main focus or purpose of Americorps NCCC? (RANDOMIZE, CHECK ALL THAT APPLY)
- 1 Providing opportunities for all to volunteer and serve the community
  - 2 Providing disaster relief
  - 3 Leadership development for young adults
  - 4 Consulting services for organizations
  - 5 International development
  - 6 Community college education program
  - 7 US military support
  - 8 Don't know (ALWAYS LAST)
- Q12. (If respondent answered 1-2 FOR Foster Grandparents (f) in question 6) Based on what you know, what is the main focus or purpose of the Foster Grandparents program? (RANDOMIZE, CHECK ALL THAT APPLY)
- 1 Consulting services for organizations
  - 2 International development
  - 3 Providing opportunities for seniors to volunteer and serve the community
  - 4 Providing opportunities to volunteer and serve senior citizens
  - 5 A division of AARP
  - 6 Youth tutoring program
  - 7 Foster care program
  - 8 Don't know (ALWAYS LAST)
- Q13. (If respondent answered 1-2 FOR Senior Companions (g) in question 6) Based on what you know, what is the main focus or purpose of the Senior Companions program? (RANDOMIZE, CHECK ALL THAT APPLY)
- 1 Consulting services for organizations
  - 2 International development
  - 3 Providing opportunities for seniors to volunteer and serve the community
  - 4 Providing opportunities to volunteer and serve senior citizens
  - 5 Supporting independent living for seniors
  - 6 Nursing program for seniors
  - 7 A division of AARP
  - 8 Don't know (ALWAYS LAST)
- Q14. (If respondent answered 1-2 FOR RSVP (h) in question 6) Based on what you know, what is the main focus or purpose of the RSVP program? (RANDOMIZE, CHECK ALL THAT APPLY)

- 1 Consulting services for organizations
- 2 International development
- 3 Providing opportunities for seniors to volunteer and serve the community
- 4 Providing opportunities to volunteer and serve senior citizens
- 5 Event planning
- 6 A division of AARP
- 7 Matching seniors with local nonprofits
- 8 Don't know (ALWAYS LAST)

Q15. (If respondent answered 1-2 FOR CNCS (a) in question 6) Who would you say is the target for participation in CNCS? (CHECK ALL THAT APPLY)

- 1 Under 18
- 2 18-30
- 3 31-54
- 4 55-65
- 5 65+
- 6 All Americans
- 7 Individuals outside of America
- 8 Don't know (ALWAYS LAST)

Q16. ((If respondent answered 1-2 FOR AmeriCorps (b) in question 6)) Who would you say is the target for participation in AmeriCorps? (CHECK ALL THAT APPLY)

- 1 Under 18
- 2 18-30
- 3 31-54
- 4 55-65
- 5 65+
- 6 All Americans
- 7 Individuals outside of America
- 8 Don't know (ALWAYS LAST)

Q17. (If respondent answered 1-2 FOR Senior Corps (c) in question 6) Who would you say is the target for participation in Senior Corps? (CHECK ALL THAT APPLY)

- 1 Under 18
- 2 18-30
- 3 31-54
- 4 55-65
- 5 65+
- 6 All Americans
- 7 Individuals outside of America
- 8 Don't know (ALWAYS LAST)

Q18. (If respondent answered 1-2 FOR AmeriCorps VISTA (d) in question 6) Who would you say is the target for participation in AmeriCorps VISTA? (CHECK ALL THAT APPLY)

- 1 Under 18
- 2 18-30
- 3 31-54
- 4 55-65
- 5 65+
- 6 All Americans
- 7 Individuals outside of America
- 8 Don't know (ALWAYS LAST)

- Q19. (If respondent answered 1-2 FOR AmeriCorps NCCC (e) in question 6) Who would you say is the target for participation in AmeriCorps NCCC? (CHECK ALL THAT APPLY)
- 1 Under 18
  - 2 18-30
  - 3 31-54
  - 4 55-65
  - 5 65+
  - 6 All Americans
  - 7 Individuals outside of America
  - 8 Don't know (ALWAYS LAST)
- Q20. (If respondent answered 1-2 FOR Foster Grandparents (f) in question 6) Who would you say is the target for participation in Foster Grandparents? (CHECK ALL THAT APPLY)
- 1 Under 18
  - 2 18-30
  - 3 31-54
  - 4 55-65
  - 5 65+
  - 6 All Americans
  - 7 Individuals outside of America
  - 8 Don't know (ALWAYS LAST)
- Q21. (If respondent answered 1-2 FOR Senior Companions (g) in question 6) Who would you say is the target for participation in Senior Companions? (CHECK ALL THAT APPLY)
- 1 Under 18
  - 2 18-30
  - 3 31-54
  - 4 55-65
  - 5 65+
  - 6 All Americans
  - 7 Individuals outside of America
  - 8 Don't know (ALWAYS LAST)
- Q22. (If respondent answered 1-2 FOR RSVP (h) in question 6) Who would you say is the target for participation in RSVP? (CHECK ALL THAT APPLY)
- 1 Under 18
  - 2 18-30
  - 3 31-54
  - 4 55-65
  - 5 65+
  - 6 All Americans
  - 7 Individuals outside of America
  - 8 Don't know (ALWAYS LAST)
- Q23. Have you volunteered for a local or national organization in the past year?
- 1 Yes
  - 2 No

Q24. (IF YES) How do you typically hear about volunteer opportunities? (RANDOMIZE, CHECK ALL THAT APPLY)

- 1 Social media (e.g. Facebook, Twitter, etc.)
- 2 Friends
- 3 Church
- 4 Signs/posters
- 5 Newsletters
- 6 College/University
- 7 Ads
- 8 Employer/Work

Q25. Below is a list of actions currently provided by the Corporation for National and Community Service, or could be provided in the future. Please mark how important each activity is for a national organization supporting volunteers. (RANDOMIZE)

	Very important	Somewhat Important	Not That Important	Not At All Important
a. Encouraging volunteering and community service	1	2	3	4
b. Helping volunteers find the projects that most interest them	1	2	3	4
c. Distributing grant money to local organizations	1	2	3	4
d. Providing expertise and best practices to local organizations	1	2	3	4
e. Providing money to serve as a stipend for volunteers	1	2	3	4
f. Providing volunteers with financial aid for college	1	2	3	4

Q26. AmeriCorps and Senior Corps offer people the opportunity to volunteer full-time for up to one year. Which of the following would be reasons you might consider becoming a full-time volunteer for a year? (RANDOMIZE, CHECK ALL THAT APPLY)

- 1 Opportunity to help others
- 2 Earn financial aid to pay for education
- 3 Earn money
- 4 Opportunity to give back to my community
- 5 Opportunity to work with others
- 6 Opportunity to travel
- 7 Building my resume
- 8 Opportunity to work in the non-profit industry
- 9 Would not consider becoming a full-time volunteer (ALWAYS LAST)

Q27. How likely are you to join a program that is marketed to volunteers who are seniors?

- 1 Very likely
- 2 Somewhat likely
- 3 Not very likely
- 4 Not at all likely
- 5 Does not matter to me

Now just a few final questions for statistical purposes...

Q28. With which of the following races or ethnic groups would you say you most closely identify?

- 1 White / Caucasian
- 2 Black / African American
- 3 Asian
- 4 Hispanic
- 5 American Indian
- 6 Other

Q29. And what was the last grade you completed in school?

- 1 Some Grade school (1-8)
- 2 Some High school (9-11)
- 3 Graduated High school (12)
- 4 Technical / Vocational school (12)
- 5 Some College (13-15)
- 6 Graduated College (16)
- 7 Graduate / Professional school (16+)

Q30. At what age do you define a senior citizen?

[DROP DOWN FROM 18-100]

- Never
- Don't know

**THANK YOU FOR YOUR TIME PARTICIPATING IN THIS RESEARCH STUDY!**