U.S. Customs and Border Protection External Brand Reputation Survey

Annotated Questionnaire - February 8, 2018

Programming Notes:

1. For all screener questions, show hard prompt when participant does not respond: "Please respond to the question." For the remainder of the questions, do not use a hard prompt and allow participants to refuse answering, if desired.
2. Show only one question or introduction/termination language per page.

[Intro Language]

We would like to ask you questions to determine your eligibility to participate in a survey about how you perceive U.S. Customs and Border Protection (CBP). This eligibility survey should take about one minute to complete. Throughout the survey, please do not use your browser's back button to view previous questions. This may invalidate your responses and end your survey.

[TERMINATION LANGUAGE]

Thank you for completing this survey. Unfortunately, based on the eligibility responses you provided, you do not meet the specifications we are looking for in this study. We appreciate your time today answering these questions.

Question Type: Single Punch
Question 1
Variable Name: *Q1_scr*
Variable Label: Q1_scr: Age
Question Text: Are you between the ages of 18 and 35?

Value	Value Label
1	Yes
0	No
-99.99	Refused

//PROGRAMMING NOTE: If Q1_scr =0, SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE //

Question Type: Single Punch
Question 2
Variable Name: *Q2_scr*
Variable Label: Q2_scr: CBP Employee Status
Question Text: Are you currently employed by U.S. Customs and Border Protection (CBP)?

Value	Value Label
1	Yes
0	No
-99.99	Refused

//PROGRAMMING NOTE: If Q2_scr=1, SKIP TO TERMINATION PAGE; OTHERWISE CONTINUE //

[ELIGIBILITY LANGUAGE]
We would like to invite you to participate in a survey. Please select the "continue" button to continue. Throughout the survey, please do not use your browser's back button to view previous questions. This may invalidate your responses and end your survey.

[Respondents will be redirected to the Consent Form before completing the body of the survey.]

Question Type: Grid/Rating
Question 3
Variable Name: *Q3*
Variable Label: Q3: Familiarity with CBP
Question Text: How familiar are you with U.S. Customs and Border Protection (CBP)?

Value	Value Label
1	Very unfamiliar
2	
3	
4	
5	
6	
7	
8	
9	
10	Very familiar
-99.99	Refused

// PROGRAMMING NOTE: PUT RESPONSE OPTIONS 1–10 ON NON-CONTINUOUS SCALE //

Question Type: Grid/Rating
Question 4
Variable Name: *Q4*
Variable Label: Q4: Opinion with CBP
Question Label: How favorable is your opinion of U.S. Customs and Border Protection (CBP)?

Value	Value Label
1	Very unfavorable
2	
3	
4	
5	
6	
7	
8	
9	
10	Very favorable
-99.99	Refused

// PROGRAMMING NOTE: PUT RESPONSE OPTIONS 1–10 ON NON-CONTINUOUS SCALE //

Question Type: Grid/Rating
Question 5
Variable Name: *Q5*
Variable Label: Q5: Knowledge of CBP
Question Text: How knowledgeable are you about U.S. Customs and Border Protection (CBP)?

Value	Value Label
1	Not at all knowledgeable
2	
3	
4	
5	
6	
7	
8	
9	
10	Extremely knowledgeable
-99.99	Refused

// PROGRAMMING NOTE: PUT RESPONSE OPTIONS 1–10 ON NON-CONTINUOUS SCALE //

Question Type: Single Punch
Question 6
Variable Name: *Q6*
Variable Label: Q6: Likelihood of Applying to CBP
Question Text: In the next few years, how likely is it that you will be applying to U.S. Customs and Border Protection (CBP)?

Value	Value Label
4	Definitely
3	Probably
2	Probably not
1	Definitely not
-99.99	Refused

[If Q6 = 1 "Definitely Not," then skip to Q8]

Question Type: Single Punch
Question 7
Variable Name: *Q7*

Variable Label: Q7: Likelihood of Working at CBP
Question Text: In the next few years, how likely is it that you will work at U.S. Customs and Border Protection (CBP) if offered a position?

Value	Value Label
4	Definitely
3	Probably
2	Probably not
1	Definitely not
-99.99	Refused
-100	Valid Skip

Question Type: Single Punch
Question 8
Variable Name: *Q8*
Variable Label: Q8: Past Consideration of CBP as Potential Employer
Question Text: Before taking this survey, how much consideration had you given to the possibility of joining U.S. Customs and Border Protection (CBP)?

Value	Value Label
1	Never thought about it
2	Gave it some consideration
3	Gave it serious consideration
-99.99	Refused

U.S. Customs and Border Protection Beliefs and Associations

Question Type: Single-Select Grid
Question 9 [GRID AND RANDOMIZE]
Variable Name: *Q9A – Q9G*
Variable Label: See below.
Question Text: Based on what you know or what you've heard about U.S. Customs and Border Protection (CBP), please indicate your level of agreement with the following statements…
(Select one answer from each from in the grid.)

Variable Name	Text	Variable Label
Q9A	U.S. Customs and Border Protection is doing hard work day in and day out.	Q9A CBP Identity: HARD WORKING
Q9B	U.S. Customs and Border Protection is making security a national priority.	Q9B CBP Identity: PRIORITIZING SECURITY
Q9C	U.S. Customs and Border Protection can be counted on to do their jobs.	Q9C CBP Identity: RELIABLE
Q9D	U.S. Customs and Border Protection is for the strong and determined.	Q9D CBP Identity: STRONG AND DETERMINED
Q9E	U.S. Customs and Border Protection is using cutting edge technology.	Q9E CBP Identity: TECHNOLOGY
Q9F	U.S. Customs and Border Protection is an honorable organization.	Q9F CBP Identity: HONORABLE
Q9G	U.S. Customs and Border Protection can overcome all obstacles to get the job done.	Q9G CBP Identity: TENACIOUS

Value	Value Label
5	Strongly agree
4	Agree
3	Neither agree nor disagree
2	Disagree
1	Strongly disagree
-99.99	Refused

Question Type: Single-Select Grid
Question 10 [GRID AND RANDOMIZE]
Variable Name: *Q10A - Q10W*
Variable Label: See below.

Question Text: How much do you associate U.S. Customs and Border Protection (CBP) with each of the following benefits and job attributes?
(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)

Variable Name	Text	Variable Label
Q10A	Allows you to make a good living	Q10A CBP Benefits and Job Attributes: MAKE A GOOD LIVING
Q10B	Is something to be proud of	Q10B CBP Benefits and Job Attributes: PRIDE
Q10C	Offers an attractive lifestyle	Q10C CBP Benefits and Job Attributes: LIFESTYLE
Q10D	Provides a safe work environment	Q10D CBP Benefits and Job Attributes: WORK ENVIRONMENT
Q10E	Is interesting (e.g., more than just a daily routine)	Q10E CBP Benefits and Job Attributes: INTERESTING
Q10F	Provides an opportunity for you to become physically stronger	Q10F CBP Benefits and Job Attributes: PHYSICALLY STRONGER
Q10G	Provides an opportunity for you to become emotionally stronger	Q10G CBP Benefits and Job Attributes: EMOTIONALLY STRONGER
Q10H	Provides an opportunity for you to become mentally stronger	Q10H CBP Benefits and Job Attributes: MENTALLY STRONGER
Q10I	Allows you to do great things with your life	Q10I CBP Benefits and Job Attributes: GOOD LIFE
Q10J	Allows you to make a positive local impact	Q10J CBP Benefits and Job Attributes: POSITIVE IMPACT
Q10K	Is futuristic/forward-thinking	Q10K CBP Benefits and Job Attributes: PROGRESSIVE
Q10L	Offers a strong sense of community	Q10L CBP Benefits and Job Attributes: COMMUNITY
Q10M	Allows you to serve as a protector of your country	Q10M CBP Benefits and Job Attributes: PROTECTOR
Q10N	Provides job security	Q10N CBP Benefits and Job Attributes: JOB SECURITY
Q10O	Has clear-cut rules and procedures to follow	Q10O CBP Benefits and Job Attributes: STRUCTURE
Q10P	Encourages continued development of knowledge and skills	Q10P CBP Benefits and Job Attributes: DEVELOPMENT
Q10Q	Allows advancement to high responsibility	Q10Q CBP Benefits and Job Attributes: ADVANCEMENT
Q10R	Is respected by other people	Q10R CBP Benefits and Job

		Attributes: RESPECTED
Q10S	Allows you to use your talents and abilities	Q10S CBP Benefits and Job Attributes: GOOD APPLICATION OF SKILLS
Q10T	Allows you to work as part of a team	Q10T CBP Benefits and Job Attributes: TEAM-CENTERED
Q10U	Has a wide range of job opportunities	Q10U CBP Benefits and Job Attributes: RANGE OPPORTUNITIES
Q10V	Is an adventure	Q10V CBP Benefits and Job Attributes: ADVENTURE
Q10W	Provides training and support	Q10W CBP Benefits and Job Attributes: TRAINING

Value	Value Label
5	Extremely
4	Very
3	Somewhat
2	A little
1	Not at all
-99.99	Refused

Question Type: Single-Select Grid
Question 11 [GRID AND RANDOMIZE]
Variable Name: *Q11A - Q11K*
Variable Label: See below.
Question Text: How likely is it that joining U.S. Customs and Border Protection (CBP) would allow you to...?
(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)

Variable Name	Text	Variable Label
Q11A	Have a good-paying job	Q11A CBP Opportunity: GOOD PAY
Q11B	Have a job that makes you happy	Q11B CBP Opportunity: FULFILLING
Q11C	Learn a valuable trade or skill	Q11C CBP Opportunity: EDUCATIONAL
Q11D	Obtain experiences that prepare you for a future career	Q11D CBP Opportunity: PREPARATION
Q11E	Make a positive difference in your community	Q11E CBP Opportunity: POSITIVE IMPACT
Q11F	Do something you can be proud of	Q11F CBP Opportunity: PRIDE
Q11G	Have a lifestyle that is attractive to	Q11G CBP Opportunity:

	you	ATTRACTIVE LIFESTYLE
Q11H	Have job security	Q11H CBP Opportunity: JOB SECURITY
Q11I	Have the opportunity for promotions	Q11I CBP Opportunity: PROMOTIONS
Q11J	Have a flexible schedule	Q11J CBP Opportunity: FLEXIBILITY
Q11K	Have a work–life balance	Q11K CBP Opportunity: WORK/LIFE BALANCE

Value	Value Label
1	Not at all likely
2	
3	
4	
5	
6	
7	Extremely likely
-99.99	Refused

Benefits and Barriers to Joining U.S. Customs and Border Protection

Question Type: Single-Select Grid
Question 12 [GRID AND RANDOMIZE]
Variable Name: *Q12A – Q12O.*
Variable Label: See below.
Question Text: Please rate the extent to which you agree or disagree with the following statements about U.S. Customs and Border Protection (CBP). *(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)*

Variable Name	Text	Variable Label
Q12A	For me, this organization would be a good place to work.	Q12A Organizational Attractiveness: GOOD PLACE TO WORK
Q12B	I would not be interested in this organization except as a last resort.	Q12B Organizational Attractiveness: LAST RESORT
Q12C	I am interested in learning more about this organization.	Q12C Organizational Attractiveness: LEARN MORE
Q12D	A job at this organization is very appealing to me.	Q12D Organizational Attractiveness: APPEALING
Q12E	I would accept a job offer from this organization.	Q12E Intention to Pursue: ACCEPT JOB OFFER
Q12F	I would make this organization one of my first choices as an employer.	Q12F Intention to Pursue: FIRST CHOICE
Q12G	If this organization invited me for a job interview, I would go.	Q12G Intention to Pursue: ACCEPT INTERVIEW
Q12H	I would put in a great deal of effort to work for this organization.	Q12H Intention to Pursue: APPLY EFFORT
Q12I	I would recommend this organization to a friend who is looking for a job.	Q12I Intention to Pursue: RECOMMEND TO OTHERS
Q12J	Employees are proud to say they work at this organization.	Q12J Prestige: EMPLOYEE PRIDE
Q12K	This is a reputable organization to work for.	Q12K Prestige: REPUTABLE ORGANIZATION
Q12L	This organization has a reputation of being an excellent employer.	Q12L Prestige: EXCELLENT EMPLOYER
Q12M	I would find this organization a prestigious place to work.	Q12M Prestige: PRESTIGIOUS
Q12N	Many people would like to work at this organization.	Q12N Prestige: SOUGHT AFTER ORGANIZATION
Q12O	I have heard from others that this is a good place to work.	Q12O Prestige: OTHERS

Value	Value Label
5	Strongly agree
4	Agree
3	Neither agree nor disagree
2	Disagree
1	Strongly disagree
-99.99	Refused

Question Type: Multi-Punch
Question 13 [RANDOMIZE, KEEPING Q13U LAST]
Variable Name: *Q13A – Q13U*
Variable Label: See below.
Question Text: If you were to consider joining U.S. Customs and Border Protection (CBP), what would be the main reason(s)? (SELECT ALL THAT APPLY.)

Variable Name	Text	Variable Label
Q13A	Pay/money	Q13A Reasons for Joining CBP: PAY/MONEY
Q13B	Travel	Q13B Reasons for Joining CBP: TRAVEL
Q13C	To develop discipline	Q13C Reasons for Joining CBP: DISCIPLINE
Q13D	It is my duty/obligation to my country	Q13D Reasons for Joining CBP: DUTY
Q13E	To experience adventure	Q13E Reasons for Joining CBP: ADVENTURE
Q13F	To gain work experience	Q13F Reasons for Joining CBP: WORK EXPERIENCE
Q13G	Family tradition of public service	Q13G Reasons for Joining CBP: PUBLIC SERVICE
Q13H	Unable to find a job somewhere else	Q13H Reasons for Joining CBP: LAST RESORT
Q13I	Health and medical benefits	Q13I Reasons for Joining CBP: HEALTH AND MEDICAL
Q13J	Pension and retirement benefits	Q13J Reasons for Joining CBP: PENSION AND RETIREMENT
Q13K	To develop leadership skills	Q13K Reasons for Joining CBP: LEADERSHIP SKILLS
Q13L	Honor	Q13L Reasons for Joining CBP: HONOR

Q13M	For the challenge	Q13M Reasons for Joining CBP: CHALLENGE
Q13N	To belong to a team	Q13N Reasons for Joining CBP: ELITE
Q13O	Job security	Q13O Reasons for Joining CBP: JOB SECURITY
Q13P	To help others	Q13P Reasons for Joining CBP: TO HELP OTHERS
Q13Q	To make a positive difference in my community	Q13Q Reasons for Joining CBP: COMMUNITY IMPACT
Q13R	To get away from gangs/high-crime neighborhoods	Q13R Reasons for Joining CBP: DISTANCE FROM VIOLENCE
Q13S	To open up future job opportunities	Q13S Reasons for Joining CBP: FUTURE OPPORTUNITIES
Q13T	To contribute to the security of America	Q13T Reasons for Joining CBP: U.S. SECURITY
Q13U	Other(s): **[OPEN END]**	Q13U Reasons for Joining CBP: OTHER

Value	Value Label
1	Yes
0	No
-99.99	Refused

Question Type: Multi-Punch
Question 14 [RANDOMIZE KEEPING Q14R LAST]
Variable Name: *Q14A – Q14R*
Variable Label: See below.
Question Text: What would be the main reason(s) not to join U.S. Customs and Border Protection (CBP)? (SELECT ALL THAT APPLY.)

RESPONSES:

Variable Name	Text	Variable Label
Q14A	Possibility of physical harm	Q14A Reason to NOT Join CBP: PHYSICAL HARM
Q14B	Required to live in places I don't want to live	Q14B Reason to NOT Join CBP: REQUIRED TO MOVE
Q14C	Family obligations	Q14C Reason to NOT Join CBP: FAMILY OBLIGATIONS
Q14D	Possibility of interference with college education	Q14D Reason to NOT Join CBP: INTERFERENCE WITH COLLEGE EDUCATION
Q14E	Pay/money	Q14E Reason to NOT Join CBP: PAY/MONEY
Q14F	Health and medical benefits	Q14F Reason to NOT Join

		CBP: HEALTH AND MEDICAL
Q14G	Pension and retirement benefits	Q14G Reason to NOT Join CBP: PENSION AND RETIREMENT
Q14H	Don't believe I would qualify physically	Q14H Reason to NOT Join CBP: NOT QUALIFIED PHYSICAL
Q14I	Don't believe I would qualify mentally	Q14I Reason to NOT Join CBP: NOT QUALIFIED MENTAL
Q14J	Don't believe I would qualify emotionally	Q14J Reason to NOT Join CBP: NOT QUALIFIED EMOTIONAL
Q14K	Leaving family and friends	Q14K Reason to NOT Join CBP: LEAVING FAMILY/FRIENDS
Q14L	Opposed/disapproved of by family or friend(s)	Q14L Reason to NOT Join CBP: FAMILY/FRIENDS DISAPROVE
Q14M	Would interfere with my plans for marriage	Q14M Reason to NOT Join CBP: INTERFERE W/ MARRIAGE PLANS
Q14N	Would interfere with my plans for children	Q14N Reason to NOT Join CBP: INTERFERE W/ KIDS PLANS
Q14O	Poor reputation of law enforcement agencies in the media	Q14O Reason to NOT Join CBP: POOR REP OF LAW ENFORCEMENT IN MEDIA
Q14P	Don't know anything about it	Q14P Reason to NOT Join CBP: NO KNOWLEDGE
Q14Q	Other career interests	Q14Q Reason to NOT Join CBP: OTHER INTERESTS
Q14R	Other(s): **[OPEN END]**	Q14R Reason to NOT Join CBP: OTHER

Value	Value Label
1	Yes
0	No
-99.99	Refused

Knowledge and Self-Efficacy toward U.S. Customs and Border Protection (CBP)

Question Type: Single-Select Grid
Question 15 [GRID AND RANDOMIZE]
Variable Name: *Q15A – Q15C*
Variable Label: See below.
Question Text: Please indicate whether you agree or disagree with the following statements.
(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)

Variable Name	Text	Variable Label
Q15A	I know the application process to join U.S. Customs and Border Protection (CBP).	Q15A Knowledge of CBP: APPLICATION PROCESS
Q15B	I know what careers are available in U.S. Customs and Border Protection (CBP).	Q15B Knowledge of CBP: AVAILABLE CAREERS
Q15C	I am familiar with the typical day-to-day activities of U.S. Customs and Border Protection (CBP).	Q15C Knowledge of CBP: DAY-TO-DAY ACTIVITIES OF CBP

Value	Value Label
5	Strongly agree
4	Agree
3	Neither agree nor disagree
2	Disagree
1	Strongly disagree
-99.99	Refused

Question Type: Single-Select Grid
Question 16 [GRID AND RANDOMIZE]
Variable Name: *Q16A – Q16C*
Variable Label: See below.
Question Text: Below is a list of activities. Please indicate how confident you are that you could do each one. *(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)*

Variable Name	Text	Variable Label
Q16A	Move to a new location	Q16A Perceived Efficacy: MOVE ADDRESSES
Q16B	Succeed in a highly structured environment	Q16B Perceived Efficacy: SUCCESS IN STRUCTURED ENVIRO
Q16C	Qualify for a job with U.S. Customs and Border Protection (CBP)	Q16C Perceived Efficacy: QUALIFY FOR CBP

Value	Value Label
5	Definitely yes
4	Probably yes
3	Maybe yes, maybe no
2	Probably no
1	Definitely no
-99.99	Refused

Question Type: Multi-Punch
Question 17 [RANDOMIZE]
Variable Name: *Q17A – Q17I*
Variable Label: See below.
Question Text: Below is a list of jobs. Which of the following jobs do you believe are part of U.S. Customs and Border Protection (CBP)? (SELECT ALL THAT APPLY.)

Variable Name	Text	Variable Label
Q17A	Border Patrol Agent	Q17A List of Jobs: Border Patrol Agent
Q17B	Air Interdiction Agent (Pilot)	Q17B List of Jobs: Pilots Air
Q17C	Fines, Penalties, and Forfeitures Officer	Q17C List of Jobs: Fines Officer
Q17D	Agriculture Specialist	Q17D List of Jobs: Agriculture
Q17E	Import Specialist	Q17E List of Jobs: Import
Q17F	Criminal Investigator	Q17F List of Jobs: Criminal
Q17G	Transportation Security Administration (TSA) Representative	Q17G List of Jobs: TSA
Q17H	Immigration and Customs Enforcement (ICE) Administrative Officer	Q17H List of Jobs: ICE
Q17I	Intelligence Research Specialist	Q17I List of Jobs: Intelligence Research

Value	Value Label
1	Yes
0	No
-99.99	Refused

External Influencers (People)

Question Type: Single Punch
Question 18
Variable Name: *Q17*
Variable Label: Q17: Acquaintance with Past/Present CBP Employee
Question Text: Do you know someone who is <u>currently working or has previously worked for</u> U.S. Customs and Border Protection (CBP)?

Value	Value Label
1	Yes
0	No
-99.99	Refused

[Show Q19 IF Q18=1 "Yes"]

Question Type: Multi-Punch
Question 19 [RANDOMIZE KEEPING Q19I LAST]
Variable Name: *Q19A – Q19I*
Variable Label: Q19: Nature of Acquaintance with Past/Present CBP Employee
Question Text: Who do you know that is currently working for or has previously worked for U.S. Customs and Border Protection (CBP)? (SELECT ALL THAT APPLY.)

Variable Name	Text	Variable Label
Q19A	Your father	Q19A CBP Affiliate: FATHER
Q19B	Your mother	Q19B CBP Affiliate: MOTHER
Q19C	Your brother(s) and/or sister(s)	Q19C CBP Affiliate: BROTHER/SISTER
Q19D	Your uncle(s) and/or aunt(s)	Q19D CBP Affiliate: UNCLE/AUNT
Q19E	Your grandparent(s)	Q19E CBP Affiliate: GRANDPARENT
Q19F	Your cousin(s)	Q19F CBP Affiliate: COUSIN
Q19G	Your spouse/partner/girlfriend/boyfriend	Q19G CBP Affiliate: SIGNIFICANT OTHER
Q19H	A friend	Q19H CBP Affiliate: A FRIEND
Q19I	Other: **[OPEN END]**	Q19I CBP Affiliate: OTHER

Value	Value Label
1	Yes
0	No
-99.99	Refused

Question Type: Single-Select Grid
Question 20 [GRID and RANDOMIZE]
Variable Name: *Q20A –Q20J*
Variable Label: See below.
Question Text: Below is a list of people. For each person, please indicate how supportive that person(s) would be if you decided to join U.S. Customs and Border Protection. If you are not associated with this type of person(s), please select "Not Associated."
(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)

Variable Name	Text	Variable Label
Q20A	Your mother	Q20A Group Support: MOTHER
Q20B	Your father	Q20B Group Support: FATHER
Q20C	Your brother(s) and/or sister(s)	Q20C Group Support: BROTHER/SISTER
Q20D	Your extended family (cousins, uncles, aunts, grandparents, etc.)	Q20D Group Support: EXTENDED FAMILY
Q20E	Your close friends	Q20E Group Support: CLOSE FRIENDS
Q20F	Family members who have served or are currently serving in law enforcement agencies	Q20F Group Support: SERVING FAMILY/ THAT HAS SERVED
Q20G	Non-family members who have served or are currently serving in law enforcement agencies	Q20G Group Support: NON-FAMILY MEMBERS SERVING/HAVE SERVED
Q20H	Your teachers	Q20H Group Support: TEACHERS
Q20I	Your spouse/partner/girlfriend/boyfriend	Q20I Group Support: SIGNIFICANT OTHER
Q20J	Your guidance or career counselor at school	Q20J Group Support: SCHOOL COUNSELOR

Value	Value Label
1	Extremely unsupportive
2	
3	
4	
5	
6	
7	Extremely supportive
98	Not Associated
-99.99	Refused

Question Type: Single-Select Grid
Question 21 [GRID AND KEEP IN SAME ORDER AS Q21]
Variable Name: *Q21A - Q21J*
Variable Label: See below
Question Text: Below is the same list of people. This time, please indicate how strongly they influence the decisions you make. If you are not associated with this type of person(s), please select "Not Associated."
(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)

Variable Name	Text	Variable Label
Q21A	Your mother	Q21A Group Support: MOTHER
Q21B	Your father	Q21B Group Support: FATHER
Q21C	Your brother(s) and/or sister(s)	Q21C Group Support: BROTHER/SISTER
Q21D	Your extended family (cousins, uncles, aunts, grandparents, etc.)	Q21D Group Support: EXTENDED FAMILY
Q21E	Your close friends	Q21E Group Support: CLOSE FRIENDS
Q21F	Family members who have served or are currently serving in law enforcement agencies	Q21F Group Support: SERVING FAMILY/ THAT HAS SERVED
Q21G	Non-family members who have served or are currently serving in law enforcement agencies	Q21G Group Support: NON-FAMILY MEMBERS SERVING/HAVE SERVED
Q21H	Your teachers	Q21H Group Support: TEACHERS
Q21I	Your spouse/partner/girlfriend/boyfriend	Q21I Group Support: SIGNIFICANT OTHER
Q21J	Your guidance or career counselor at school	Q21J Group Support: SCHOOL COUNSELOR

Value	Value Label
1	Not at all
2	
3	
4	
5	
6	
7	To a very great extent
98	Not Associated
-99.99	Refused

External Influences (Current Events)

Question Type: Single Punch
Question 22
Variable Name: *Q22A*
Variable Label: Q22A: Effect of Economy on Interest to Apply
Question Text: Does the <u>current condition of the U.S. economy</u> make you more likely or less likely to consider applying to U.S. Customs and Border Protection (CBP)?

Value	Value Label
1	Less likely
2	Neither more nor less likely
3	More likely
-99.99	Refused

Question Type: Open-Ended Essay
Variable Name: *Q22A_open*
Variable Label: Q22A: Nature Effect of Economy on Interest to Apply
Question Text: **How** does the <u>current condition</u> of the U.S. economy make you more likely or less likely to apply to U.S. Customs and Border Protection (CBP)?

Question Type: Single Punch
Question 23
Variable Name: *Q23A*
Variable Label: Q23A: Effect of Political Climate on Interest to Apply
Question Text: Does the <u>current political climate in the United States</u> make you more likely or less likely to consider applying to U.S. Customs and Border Protection (CBP)?

Value	Value Label
1	Less likely
2	Neither more nor less likely
3	More likely
-99	Refused

Question Type: Open-Ended Essay
Variable Name: *Q23A_open*

Variable Label: Q23A: Nature of Effect of Political Climate on Interest to Apply
Question Text: **How** does the current political climate in the United States make you more likely or less likely to apply to U.S. Customs and Border Protection?

Question Type: Single Punch
Question 24
Variable Name: *Q24A*
Variable Label: Q24A: Effect of Law Enforcement Reputation on Interest to Apply
Question Text: Does the reputation of federal law enforcement agencies make you more likely or less likely to apply to U.S. Customs and Border Protection (CBP)?

Value	Value Label
1	Less likely
2	Neither more nor less likely
3	More likely
-99	Refused

Question Type: Open-Ended Essay
Variable Name: *Q24A_open*
Variable Label: Q24A: Nature of Effect of Law Enforcement Reputation on Interest to Apply
Question Text: **How** does the reputation of federal law enforcement agencies make you more likely or less likely to apply to U.S. Customs and Border Protection (CBP)?

Question Type: Single Punch
Question 25
Variable Name: *Q25*
Variable Label: Q25: Employment Status
Question Text: Are you currently looking for a job?

Value	Value Label
1	I am actively looking for a job.
2	Not actively, but I would consider new job opportunities.
3	I am not currently looking for a job.
-99.99	Refused

Question Type: Single Punch
Question 26
Variable Name: Q26
Variable Label: Q26: Social Media Use
Question Text: Do you use social media?

Social media refers to internet communication that allows more than one user to publish or post information within a community.

Value	Value Label
1	Yes
0	No
-99.99	Refused

[Show Q27 IF Q26 = 1 "Yes"]

Question Type: Multi-Punch
Question 27 [RANDOMIZE]
Variable Name: *Q27A – Q27D*
Variable Label: See below.
Question Text: When using social media, have you done any of the following? (SELECT ALL THAT APPLY.)

Variable Name	Text	Variable Label
Q27A	Followed or liked brands/companies/organizations.	Q27A Interacting with Employers on Social Media: FOLLOWED/LIKED
Q27B	Inspected a brand's/company's/organization'	Q27B Interacting with Employers on Social Media: INSPECT SOCIAL

	s social media presence.	MEDIA PRESENCE
Q27C	Shared a post or link from a brand/company/organization.	Q27C Interacting with Employers on Social Media: SHARED POST/LINK
Q27D	Posted a comment or question to a company's/brand's/organization's page.	Q27D Interacting with Employers on Social Media: POSTED COMMENT/QUESTION

Value	Value Label
1	Yes
0	No
-99.99	Refused

Question Type: Single-Select Grid
Question 28 [GRID AND RANDOMIZE]
Variable Name: *Q28A – Q28H*
Variable Label: See below.
Question Text: How often do you use the following methods to conduct your job search?
(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)

Variable Name	Text	Variable Label
Q28A	Local newspapers	Q28A Job Search Methods: LOCAL NEWSPAPERS
Q28B	National newspapers	Q28B Job Search Methods: NATIONAL NEWSPAPERS
Q28C	Contacting people I know	Q28C Job Search Methods: CONTACTING PEOPLE I KNOW
Q28D	Networking/building new relationships	Q28D Job Search Methods: NETWORKING
Q28E	Job boards (e.g., Indeed, Monster)	Q28E Job Search Methods: JOB BOARDS
Q28F	Networking sites (e.g., LinkedIn)	Q28F Job Search Methods: NETWORKING SITES
Q28G	Social media sites (e.g., Facebook, Twitter)	Q28G Job Search Methods: SOCIAL MEDIA
Q28H	Other	Q28H Job Search Methods: OTHER

Value	Value Label
5	Almost always
4	Often
3	Sometimes
2	Seldom

1	Never
-99.99	Refused

Question Type: Single-Select Grid
Question 29 [GRID AND RANDOMIZE]
Variable Name: *Q29A – Q29U*
Variable Label: See below.
Question Text: How often do you use the following sites during your job search activities?
(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)

Variable Name	Text	Variable Label
Q29A	LinkedIn	Q29A Job Search Avenues: LINKEDIN
Q29B	Facebook	Q29B Job Search Avenues: FACEBOOK
Q29C	Indeed	Q29C Job Search Avenues: INDEED
Q29D	Monster	Q29D Job Search Avenues: MONSTER
Q29E	Idealist	Q29E Job Search Avenues: IDEALIST
Q29F	LinkUp	Q29F Job Search Avenues: LINKUP
Q29G	CareerBuilder	Q29G Job Search Avenues: CAREERBUILDER
Q29H	Dice	Q29H Job Search Avenues: DICE
Q29I	US.jobs	Q29I Job Search Avenues: USJOBS
Q29J	USAJOBS.gov	Q29J Job Search Avenues: USA JOBS
Q29K	Glassdoor	Q29K Job Search Avenues: GLASSDOOR
Q29L	The Ladders	Q29L Job Search Avenues: THE LADDERS
Q29M	Job.com	Q29M Job Search Avenues: JOB.COM
Q29N	Simply Hired	Q29N Job Search Avenues: SIMPLY HIRED
Q29O	ZipRecruiter	Q29O Job Search Avenues: ZIP RECRUITER
Q29P	Craigslist	Q29P Job Search Avenues: CRAIGSLIST
Q29Q	Looksharp	Q29Q Job Search Avenues: LOOKSHARP
Q29R	Twitter	Q29R Job Search Avenues: TWITTER
Q29S	Snapchat	Q29S Job Search Avenues: SNAPCHAT
Q29T	Instagram	Q29T Job Search Avenues: INSTAGRAM
Q29U	Other	Q29U Job Search Avenues: OTHER

Value	Value Label
5	Almost always
4	Often
3	Sometimes
2	Seldom
1	Never
-99.99	Refused

Intention to Interact with U.S. Customs and Border Protection

Question Type: Single Punch
Question 30
Variable Name: *Q30*
Variable Label: Q30: Conversation with Past/Present CBP Employee
Question Text: Have you ever spoken with someone who is a current or past employee of U.S. Customs and Border Protection (CBP)?

Value	Value Label
1	Yes
0	No
-99.99	Refused

[If Q30 does not=1 "Yes", skip to Q32]

Question Type: Open-Ended Essay
Question 31
Variable Name: *Q31*
Variable Label: Q31: Perception of CBP Based on Experience with Employees
Question Text: How did this conversation impact your perception of U.S. Customs and Border Protection (CBP)?

Question Type: Single-Select Grid
Question 32 [GRID AND RANDOMIZE]
Variable Name: *Q32A – Q32G*
Variable Label: See below.
Question Text: In the past year, have you…?
(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)

Variable Name	Text	Variable Label
Q32A	Heard or seen anything about U.S. Customs and Border Protection (CBP) in the media	Q32A CBP Exposure: CBP IN THE MEDIA
Q32B	Viewed a U.S. Customs and Border Protection (CBP) advertisement	Q32B CBP Exposure: CBP AD
Q32C	Contacted a recruiter from U.S. Customs and Border Protection (CBP)	Q32C CBP Exposure: CONTACTED CBP RECRUITER
Q32D	Had a U.S. Customs and Border	Q32D CBP Exposure:

	Protection (CBP) recruiter contact you	CONTACTED BY CBP RECRUITER
Q32E	Visited the U.S. Customs and Border Protection (CBP)	Q32E CBP Exposure: VISTED CBP WEBSITE
Q32F	Had a conversation with a friend or family member about joining U.S. Customs and Border Protection (CBP)	Q32F CBP Exposure: CONVO ABOUT JOINING CBP
Q32G	Visited a U.S. Customs and Border Protection (CBP) social media page	Q32G CBP Exposure: VISTED CBP SOCIAL MEDIA

Value	Value Label
1	Yes
0	No
-99.99	Refused

Question Type: Single-Select Grid
Question 33 [GRID AND RANDOMIZE]
Variable Name: *Q33A – Q33D*
Variable Label: See below.
Question Text: In the next year, how likely is it that you will...?
(SELECT ONE ANSWER FROM EACH ROW IN THE GRID.)

Variable Name	Text	Variable Label
Q33A	Contact a recruiter from U.S. Customs and Border Protection (CBP)	Q33A Expected future exposure to CBP: CONTACT CBP RECRUITER
Q33B	Have a conversation with a friend or family member about applying to U.S. Customs and Border Protection (CBP)	Q33B Expected future exposure to CBP: CONVO ABOUT APPLYING TO CBP
Q33C	Visit the U.S. Customs and Border Protection (CBP) website	Q33C Expected future exposure to CBP: VISIT CBP WEBSITE
Q33D	Visit the U.S. Customs and Border Protection (CBP) social media page	Q33D Expected future exposure to CBP: VISIT CBP SOCIAL MEDIA

Value	Value Label
1	Not at all likely
2	
3	
4	
5	
6	

| 7 | Extremely likely |
| -99.99 | Refused |

Question Type: Single Punch
Question 34
Variable Name: *Q34*
Variable Label: Q34: Interest in Interacting with Recruiter on Social Media
Question Text: Would you be interested in talking to a recruiter on social media?

Value	Value Label
1	Yes
0	No
-99.99	Refused

Employment and Educational Background

Question Type: Single Punch
Question 35
Variable Name: *Q35*
Variable Label: Q35: Extent of Current Employment
Question Text: Are you currently employed either full-time or part-time?

Value	Value Label
1	Yes
0	No
-99.99	Refused

[Show Q36 IF Q35 = 1 "Yes"]

Question 36: Open-Ended Essay
Variable Name: *Q36*
Variable Label: Q36: Hours/week at Job
Question Text: On average, how many hours per week in total do you work at your job(s)?

Lower Limit: 0
Upper Limit: 168

Question Type: Single Punch
Question 37
Variable Name: *Q37*
Variable Label: Q37: Enrollment in School or Training Program
Question Text: Are you currently enrolled in school or a training program?

Value	Value Label

1	Yes
0	No
-99.99	Refused

[Show Q37 IF Q37 =1 "Yes"]

Question Type: Single Punch
Question 38
Variable Name: *Q38*
Variable Label: Q38: Current Grade in School
Question Text: Please select the level of education you are currently enrolled in.

Value	Value Label
1	12th grade—high school
2	Junior or community college
3	Vocational, business, or trade school
4	1st year college/university (freshman)
5	2nd year college/university (sophomore)
6	3rd year college/university (junior)
7	4th year college/university (senior)
8	5th year college/university
9	Graduate or professional school
-99.99	Refused

Question Type: Single Punch
Question 39
Variable Name: *Q39*
Variable Label: Q39: Highest Level of Education
Question Text: What is the highest level of education you have completed and received credit for?

[Show Q39 IF Q36 =0 "No"]

Value	Value Label
1	Less than 9th grade
2	Some high school
3	Completed GED
4	Completed high school (regular diploma)
5	Some college, no degree
6	Vocational or trade school degree
7	Associate degree (e.g., A.A., A.S.)
8	Bachelor's degree (e.g., B.A., A.B., B.S.)
9	Master's, doctoral, or professional school degree (e.g., M.A., M.S., M.B.A., Ph.D., M.D.,

	J.D., D.V.M.)
-99.99	Refused

Question Type: Single Punch
Question 40
Variable Name: *Q40*
Variable Label: Q40: Past Military or Similar Experience
Question Text: Have you ever been in the Military, are you in the Delayed Entry Program (DEP), college Reserve Officers' Training Corps (ROTC), one of the Service academies, or have you been accepted and are waiting to begin any of these?

Value	Value Label
1	Yes
0	No
-99.99	Refused

[Show Q41 IF Q40 = 1 "Yes"]

Question Type: Single Punch
Question 41
Variable Name: Q41
Variable Label: *Q41:* Nature of Past Military or Similar Experience
Question Text: Which of the following were you or are you a member of?

Value	Value Label
1	1=Army
2	2=Navy
3	3=Marine Corps
4	4=Air Force
5	5=Coast Guard
6	6=Delayed Entry Program (DEP)
7	7=ROTC
8	8=A Service academy
-99.99	Refused

Question Type: Single Punch
Question 42
Variable Name: *Q42*
Variable Label: Q42: Past Law Enforcement Experience
Question Text: Have you ever been in a law enforcement-related career or have you been accepted and are waiting to begin a law enforcement-related career?

Value	Value Label
1	Yes
0	No

-99.99	Refused

Question Type: Single Punch
Question 43
Variable Name: *Q43*
Variable Label: Q43: Highest Level of Future Education
Question Text: What is the highest level of education you would eventually like to complete?

Value	Value Label
1	High school diploma
2	Vocational or trade school degree
3	Associate degree (e.g., A.A., A.S.)
4	Bachelor's degree (e.g., B.A., A.B., B.S.)
5	Master's, doctoral, or professional school degree (e.g., M.A., M.S., M.B.A., Ph.D., M.D., J.D., D.V.M.)
6	None of the above
-99.99	Refused

Question Type: Single Punch
Question 44
Variable Name: *Q44*
Variable Label: Q44: Education in Criminal Justice/Homeland Security/Equivalent
Question Text: Do you currently have a bachelor's or master's degree in criminal justice or homeland security or have equivalent work experience in law enforcement?

Value	Value Label
1	Yes
0	No
-99.99	Refused

Demographic Information

Question Type: Single Punch
Question 45
Variable Name: *Q45*
Variable Label: Q45: Gender
Question Text: What is your gender?

Value	Value Label
1	Male
2	Female
-99.99	Refused

Question Type: Multi-punch
Question 46
Variable Name: *Q46*
Variable Label: Q46: Race/ethnicity
Question Text: Which category best describes you?

Variable Name	Text	Variable Label
Q46A	White (e.g., German, Irish, English, Italian, Polish, French)	Q46A Race/ethnicity: WHITE
Q46B	Hispanic, Latino, or Spanish origin (e.g., Mexican or Mexican American, Puerto Rican, Cuban, Salvadorian, Dominican, Colombian)	Q46B Race/ethnicity: LATINX
Q46C	Black or African American (e.g., African American, Jamaican, Haitian, Nigerian, Ethiopian, Somalian)	Q46C Race/ethnicity: BLACK OR AFRICAN AMERICAN
Q46D	Asian (e.g., Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese)	Q46D Race/ethnicity: ASIAN
Q46E	American Indian or Alaskan Native (e.g., Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community)	Q46E Race/ethnicity: AMERICAN INDIAN OR ALASKAN NATIVE
Q46F	Middle Easterner or North African (e.g., Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian)	Q46F Race/ethnicity: MIDDLE EASTERN OR NORTH AFRICAN
Q46G	Native Hawaiian or other Pacific Islander (e.g., Native Hawaiian Samoan, Chamorro, Tongan, Fijian, Marshallese)	Q46G Race/ethnicity: NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
Q46H	Some other race, ethnicity, or origin	Q46H Race/ethnicity: OTHER

Question Type: Single Punch
Question 47
Variable Name: *Q47*
Variable Label: Q47: Marital Status
Question Text: What is your current marital status?

Value	Value Label
1	Never been married
2	Widowed
3	Separated
4	Divorced
5	Married
-99.99	Refused

Question Type: Single Punch
Question 48
Variable Name: *Q48*
Variable Label: Q48: Children
Question Text: How many children do you have?

Value	Value Label
0	None
1	One
2	Two
3	Three or more
-99.99	Refused

Question Type: Open-Ended Essay
Question 49
Variable Name: *Q49*
Variable Label: Q49: Comments
Question Text: Thinking about the topics covered in this survey, do you have any comments you would like to share? Any comments are welcome!

END SURVEY

// SHOW TEXT // Your answers have been recorded. Thank you for taking the survey.