

National Awareness & Affinity Wave 2 Survey September 24, 2025

Note: Information in **RED** is programming instructions and will not be shown to respondents.

[THE FOLLOWING MESSAGE NEEDS TO BE SHOWN IN THE FOOTER OF EACH PAGE OF THE SURVEY: OMB Control Number: 0420-0575. Expiration Date: January 31, 2026.]

Thank you for your interest in this survey. We appreciate your time. All responses are confidential. We will begin with a few questions about you.

[ALL QUESTIONS ARE REQUIRED. SINGLE ANSWER UNLESS OTHERWISE NOTED. RESPONDENT IS NOT ALLOWED TO GO BACK IN SURVEY – FORWARD ONLY.]

[DEMOGRAPHIC QUESTIONS: GENERAL SCREENING AND QUOTA]

1. What is your current age?
 - a. 17 or under [TERMINATE]
 - b. 18-19
 - c. 20-24
 - d. 25-29
 - e. 30-34
 - f. 35-39
 - g. 40-44
 - h. 45-49
 - i. 50-54
 - j. 55-59
 - k. 60-64
 - l. 65 or older [TERMINATE]

2. Are you (mark all that apply): [SELECT ALL]
 - a. Male
 - b. Female
 - c. Transgender, non-binary, or another gender identity [FOR QUOTA COUNT AS LGBTQ]

3. Are you of Hispanic, Latino, or Spanish origin?
 - a. Yes
 - b. No
 - c. Prefer not to answer

4. What is your race? Select one or more. [SELECT ALL]
 - a. American Indian or Alaska Native
 - b. Asian
 - c. Black or African American

- d. Native Hawaiian or other Pacific Islander [FOR QUOTA COUNT AS ASIAN]
 - e. White
5. Which sexual orientation do you most closely identify with?
- a. Straight or Heterosexual
 - b. Gay or lesbian [FOR QUOTA COUNT AS LGBTQ]
 - c. Bisexual [FOR QUOTA COUNT AS LGBTQ]
 - d. Queer [FOR QUOTA COUNT AS LGBTQ]
 - e. Another term [FOR QUOTA COUNT AS LGBTQ]
6. Are you a citizen of the United States?
- a. Yes
 - b. No [TERMINATE]
 - c. Prefer not to answer [TERMINATE]
7. What region of the U.S. do you live in? [BALANCE REGIONAL DISTRIBUTION]
- a. New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont)
 - b. Mid-Atlantic (Delaware, Maryland, New Jersey, New York, Pennsylvania, and D.C.)
 - c. South (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia)
 - d. Midwest (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin)
 - e. Southwest (Arizona, New Mexico, Oklahoma, and Texas)
 - f. West (Alaska, Colorado, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming)
 - g. U.S. Territory (e.g., Puerto Rico, Guam, US Virgin Islands, or American Samoa)

[TARGETED SAMPLE QUESTIONS. ASK ALL]

8. What is the highest level of education you have completed?
- a. 8th grade or less [DOES NOT QUALIFY AS TARGETED SAMPLE. TERMINATE IF GROUP CODE=0002,0004]
 - b. Some high school (grades 9, 10, or 11) [DOES NOT QUALIFY AS TARGETED SAMPLE. TERMINATE IF GROUP CODE=0002,0004]
 - c. High school graduate or GED (High school equivalency) [DOES NOT QUALIFY AS TARGETED SAMPLE UNLESS AGE= 18 to 19. TERMINATE IF GROUP CODE=0002,0004 AND AGE IS NOT 18-19]
 - d. Trade or technical school
 - e. Some college (but no degree)

- f. Associate's degree (2-year degree)
 - g. Bachelor's degree (4-year degree)
 - h. Graduate degree
9. In which of the following areas do you have some experience or expertise through education, paid work, or volunteering? Please select all that apply. [ROTATE; SELECT ALL]
- a. Education
 - b. Health or healthcare
 - c. Public health or mental health
 - d. Environmental science or climate change
 - e. Engineering or infrastructure
 - f. Agriculture
 - g. International affairs
 - h. Business or economic development
 - i. Computer science
 - j. Youth development
 - k. None of the above [KEEP LAST/ANCHOR/EXCLUSIVE; DOES NOT QUALIFY AS TARGETED SAMPLE. TERMINATE IF GROUP CODE=0002,0004]
10. Which of the following caregiving activities do you routinely engage in? Please select all that apply. [SELECT ALL]
- a. Care for a child aged 12 or under [DOES NOT QUALIFY AS TARGETED SAMPLE. TERMINATE IF GROUP CODE=0002,0004]
 - b. Care for a child aged 13 to 16 [DOES NOT QUALIFY AS TARGETED SAMPLE. TERMINATE IF GROUP CODE=0002,0004]
 - c. Care for an adult family member or other adult [DOES NOT QUALIFY AS TARGETED SAMPLE. TERMINATE IF GROUP CODE=0002,0004]
 - d. None of the above [EXCLUSIVE]
11. SKIPPED
12. In the past 12 months, have you done any volunteer work – that is, giving of your time, skills, or energy for a nonprofit, charitable organization, school, or group for which you did not receive any pay?
- a. Yes [PROCEED TO Q13]
 - b. No [SKIP TO Q15 IF GROUPCODE=0001,0003. TERMINATE IF GROUP CODE=0002,0004]
13. What type of volunteering activities have you engaged in during the last 12 months? Please select all that apply. [ROTATE; SELECT ALL]
- a. Organizing or supporting activities or events

- b. Sports coaching/refereeing
- c. Office work (e.g., bookkeeping, administration)
- d. Health care (e.g., home care, companionship)
- e. Counselling or providing advice
- f. Construction, maintenance, or repair
- g. Communications (e.g., writing, research)
- h. Technology/computer support
- i. Collecting or serving food/other goods
- j. Serving on committee/board
- k. Teaching/mentoring/tutoring
- l. Canvassing/fundraising/philanthropy
- m. Community building or youth work
- n. Activism and/or campaigning
- o. Other [KEEP LAST/ANCHOR; NOT QUALIFYING ON ITS OWN. TERMINATE IF GROUPCODE=0002,0004 AND NO OTHER OPTION (A-N) SELECTED]
- p. Can't answer/not sure [KEEP LAST/ANCHOR/EXCLUSIVE; DOES NOT QUALIFY AS TARGETED SAMPLE IF SELECTED ON ITS OWN; SKIP TO Q15 IF GROUPCODE=0001,0003. TERMINATE IF GROUP CODE=0002,0004]

14. In a typical month, how much time do you spend on volunteer activities?

- a. Less than one hour [DOES NOT QUALIFY AS TARGETED SAMPLE. TERMINATE IF GROUP CODE=0002,0004]
- b. 1 to 4 hours
- c. 5 to 14 hours
- d. 15 or more hours
- e. Can't answer/not sure [DOES NOT QUALIFY AS TARGETED SAMPLE. TERMINATE IF GROUP CODE=0002,0004]

TARGETED SAMPLE MUST MEET ALL THE FOLLOWING CRITERIA:

- Q8: EDUCATION BEYOND HIGH SCHOOL, UNLESS AGED 18-19 (THEN HS ONLY QUALIFIES)
- Q9: EXPERIENCE IN QUALIFYING AREA (OPTIONS A-J)
- Q10: NO CURRENT CAREGIVING RESPONSIBILITIES (OPTION D)
- Q12: CURRENTLY VOLUNTEERS (OPTION A)
- Q13: VOLUNTEERS FOR A QUALIFYING AREA (OPTIONS A-N)
- Q14: VOLUNTEERS 1 OR MORE HOURS PER MONTH (OPTIONS B-D)

[IF GROUPCODE=0001,0003 AND RESPONDENT HAS MET THE TARGETED SAMPLE CRITERIA THEN THEY SHOULD BE COUNTED FOR BOTH THE RESPECTIVE GENERAL SAMPLE QUOTAS AND THE TARGETED SAMPLE QUOTAS. THIS INCLUDES ALL SUBQUOTAS AT THE TOP OF THE QUESTIONNAIRE AND NOT JUST THE OVERALL QUOTAS.]

FOR EXAMPLE, IF SOMEONE IN GROUPCODE 0001 QUALIFIES AS TARGETED THEN THEY SHOULD BE ALSO COUNTED IN THE GROUPCODE 0002 QUOTAS.

IF SOMEONE IN GROUPCODE 0003 QUALIFIES AS TARGETED SAMPLE THEN THEY SHOULD ALSO BE COUNTED IN THE GROUPCODE 0004 QUOTAS]

[TERMINATE IF GROUPCODE=0002,0004 AND THE TARGETED SAMPLE CRITERIA HAS NOT BEEN MET]

[VOLUNTEERING AND INTERESTS]

15. Regardless of whether you personally volunteer, what do you see as the main reasons to take part in volunteer work? Please select all that apply. [ROTATE; SELECT ALL]

- a. Make a contribution/give back
- b. Support a cause
- c. Sense of accomplishment
- d. Use experiences and skills
- e. Have an experience or develop skills
- f. Explore personal strengths
- g. Network/meet people
- h. Improve job opportunities
- i. Improve well-being or health of others
- j. Part of upbringing, faith, or general values
- k. Can't think of any reason to volunteer [KEEP LAST/ANCHOR/EXCLUSIVE]

16. How interested are you in volunteering in each of the following settings/ways? Please use a scale from 1, not at all interested, to 7, very interested. [SHOW IN PROGRESSIVE GRID SA WITH AUTO ADVANCE LABELED 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS SOMEWHAT]

- a. Locally
- b. Nationally
- c. Internationally
- d. Virtually

17. How interested are you in each of the following issues? Please use a scale from 1, not at all interested, to 7, very interested. [ROTATE; SHOW IN PROGRESSIVE GRID SA WITH AUTO ADVANCE LABELED 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS SOMEWHAT; REPEAT LABELS EVERY 5 ROWS OR AS NEEDED]

- a. Education
- b. Health or healthcare

- c. Public health or mental health
- d. Environment or climate change
- e. Engineering or infrastructure
- f. Agriculture
- g. International development
- h. Business or economic development
- i. Youth development
- j. Social justice
- k. COVID response and recovery

18. *SKIPPED*

[UNAIDED PEACE CORPS QUESTIONS]

19. How familiar are you with each of the following organizations? Please use a scale from 1, not at all familiar, to 7, very familiar. [ROTATE; SHOW IN PROGRESSIVE GRID SA WITH AUTO ADVANCE LABELED 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS SOMEWHAT]
- a. The Peace Corps [IF SELECT 1 OR 2, DO NOT SHOW Q20]
 - b. AmeriCorps
 - c. Teach for America
 - d. Doctors Without Borders
 - e. American Red Cross
 - f. Habitat for Humanity
20. [ONLY SHOWN TO THOSE FAMILIAR WITH PEACE CORPS = 3 OR HIGHER IN Q19] How much do you trust the Peace Corps? Please use a scale from 1, not at all, to 7, a great deal. [SHOW 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS SOMEWHAT]
21. Where have you come across any information about the Peace Corps? Please select all that apply. [ROTATE; SELECT ALL]
- a. Know someone who is/was/will be a Peace Corps Volunteer or works for the Peace Corps
 - b. News story or report
 - c. Social media
 - d. On a television show
 - e. Advertisement
 - f. Attended information session or contacted a recruiter
 - g. Visited Peace Corps website or social media
 - h. Learned about it in school
 - i. None of the above [KEEP LAST/ANCHOR/EXCLUSIVE]

[AIDED PEACE CORPS QUESTIONS]

22. Please review the following information about the Peace Corps.

- The Peace Corps is an independent agency of the U.S. government.
- The Peace Corps offers a unique opportunity to live and volunteer abroad. Volunteers partner with communities and work alongside local leaders to address challenges in areas such as education, health, environment, agriculture, economic development, youth development, and COVID response and recovery.
- Volunteers serve at the request of over 60 host countries around the world. Host countries get skilled support in tackling challenges that they identify.
- The Peace Corps welcomes U.S. citizens over the age of 18 with a variety of educational backgrounds and experience.
- The Peace Corps offers different in-country programs that include the traditional 2-year program. Shorter programs are available that last up to 12 months for more highly technical placements.
- Volunteers apply to a position based on their skills and the type of work they want to do. They can select a country where they want to serve or opt to go where they are needed most. Peace Corps will work with Volunteers to match their skills to an assignment.
- Volunteers receive training, housing, food, a living stipend, and medical support. The Peace Corps will also cover travel costs to and from a Volunteer's country of service.
- Throughout service, Volunteers gain a unique intercultural perspective, as well as leadership, language, teaching, and community development skills that last beyond their time of service. When the Volunteer returns, they can share with their community greater perspectives of the country in which they served.

[SHOW FOR MINIMUM 20 SECONDS BEFORE ALLOWING RESPONDENT TO PROCEED]

23. How interested are you in learning more about the Peace Corps? Please rate your interest from 1, not at all interested, to 7, very interested. [SHOW 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS SOMEWHAT]

24. How interested are you in engaging in the following activities to learn more about the Peace Corps? Please rate your interest from 1, not at all interested, to 7, very interested, for each of the following: [SHOW IN PROGRESSIVE GRID SA WITH AUTO ADVANCE LABELED 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS SOMEWHAT]

- a. Visiting a website or viewing a social media post
- b. Attending an information session or talking with a recruiter
- c. Talking with a current or returned Peace Corps Volunteer
- d. Reading a brochure
- e. Watching a video

25. How interested are you in volunteering with the Peace Corps for 2 years of service? Please rate your interest from 1, not at all interested, to 7, very interested, for each of the following: [SHOW IN PROGRESSIVE GRID SA WITH AUTO ADVANCE LABELED 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS SOMEWHAT]
- NOW**
 - IN THE NEXT 5 YEARS**
26. How interested are you in volunteering with the Peace Corps for 3 to 12 months of service? Please rate your interest from 1, not at all interested, to 7, very interested, for each of the following: [SHOW IN PROGRESSIVE GRID SA WITH AUTO ADVANCE LABELED 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS SOMEWHAT]
- NOW**
 - IN THE NEXT 5 YEARS**
27. How interested are you in volunteering virtually (i.e., you would stay in the United States) with the Peace Corps for 3 to 7 months of service? Please rate your interest from 1, not at all interested, to 7, very interested, for each of the following: [SHOW IN PROGRESSIVE GRID SA WITH AUTO ADVANCE LABELED 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS SOMEWHAT]
- NOW**
 - IN THE NEXT 5 YEARS**
28. How much do you agree or disagree with each of the following statements? Please use a scale from 1, strongly disagree, to 7, strongly agree. [ROTATE; SHOW IN PROGRESSIVE GRID SA WITH AUTO ADVANCE LABELED 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS NEUTRAL]
- Peace Corps is for people like me
 - Peace Corps makes the world a better place
 - Peace Corps Volunteers gain valuable life skills
 - Peace Corps service benefits communities
 - Peace Corps service helps my career
 - Peace Corps provides the opportunity for meaningful cultural exchange
 - Peace Corps service benefits other nations
 - Peace Corps service benefits the United States
 - Peace Corps supports world peace and friendship among nations
 - Serving for two years allows time to make an impact
 - Peace Corps is a good use of my time, energy, and skills

- l. Peace Corps helps me develop a global network of friends and colleagues
- m. Peace Corps allows me to share my skills and experience with others

29. How much do you agree or disagree with each of the following statements?

Please use a scale from 1, strongly disagree, to 7, strongly agree. [ROTATE; SHOW IN PROGRESSIVE GRID SA WITH AUTO ADVANCE LABELED 1-7 WITH DESCRIPTOR LABELS AT EITHER END AND 4 LABELED AS NEUTRAL]

- a. Peace Corps service requires challenging living conditions
- b. Peace Corps service is for those who are privileged or financially secure
- c. Two years is too long to serve
- d. Peace Corps is a form of American colonialism
- e. Peace Corps service happens too far from home
- f. Peace Corps service is not safe
- g. It's more important to serve in the U.S. than abroad
- h. Peace Corps service is not worth the commitment
- i. Peace Corps service is a way to fill time before doing something else
- j. Peace Corps service is outdated
- k. Peace Corps service may negatively impact my mental or physical health
- l. Peace Corps service is too unfamiliar or uncertain

30. Please select the top three reasons to serve in the Peace Corps. *Click on the reasons in the order that you would like to rank them. To un-rank a reason click on it again.* [ROTATE; BUBBLE RANKING; SHOW LIST VERTICALLY; REQUIRE THREE SELECTIONS]

- a. Cultural exchange
- b. International experience
- c. Make a positive, lasting impact on other communities
- d. Support the needs of other nations
- e. Give back/help others
- f. Opportunity to travel
- g. Learn a new language/become fluent
- h. Learn new skills
- i. Help or advance career
- j. Make lasting friendships
- k. Prestigious opportunity

31. Please select the top three reasons not to serve in the Peace Corps. *Click on the reasons in the order that you would like to rank them. To un-rank a reason click on it again.* [ROTATE; BUBBLE RANKING; SHOW LIST VERTICALLY; REQUIRE THREE SELECTIONS]

- a. Loss of income
- b. Unable to pay ongoing living expenses or loans
- c. Disrupts career
- d. Difficult being away from family/friends
- e. Family/friends wouldn't approve
- f. Too many current commitments
- g. Caregiving duties (e.g., children, family, friends, pets)
- h. Too uncertain
- i. Not interested/not appealing
- j. Do not want to live or serve abroad
- k. Time commitment is too long
- l. Don't have the skills/not qualified
- m. Too hard/complicated

31a. Prior to today, had you heard of the Peace Corps? [SP]

Yes

No {SKIP TO Q32}

31b. [ONLY ASK IF YES TO Q31a] How long ago did you first hear about the Peace Corps? [SP]

Within the last two years

Three to five years ago

Six to ten years ago

More than ten years ago

31c. [ONLY ASK IF 2-4 TO Q31b] How has your impression of the Peace Corps changed over the last 18 months? Has it become... [SP]

1 – A lot less favorable

2 – Less favorable

3 – A little less favorable

4 – Has not changed

5 – A little more favorable

6 – More favorable

7 – A lot more favorable

31d. [ONLY ASK IF YES TO Q31a] Which of the following comes closest to how you feel?[SP]

I pay less attention to the Peace Corps than most people

I pay the same amount of attention to the Peace Corps as other people

I pay more attention to the Peace Corps than most people

[INFORMATION AND ADDITIONAL DEMOGRAPHICS]

Thank you. Now we have just a few final questions for you.

32. Where do you primarily get information or news? Please select all that apply.

[SELECT ALL, RANDOMIZE]

- a. Television
- b. Print or online newspapers/magazines
- c. Radio
- d. Online news websites
- e. Facebook
- f. Twitter
- g. Snapchat
- h. Instagram
- i. YouTube
- j. TikTok
- k. Reddit
- l. Podcasts
- m. None of the above [KEEP LAST/ANCHOR, CANNOT BE COMBINED WITH ANY OTHER RESPONSE]

33. Which of the following sources of information would you trust for information about the Peace Corps? Please select all that apply. [SHOW ONLY ITEMS

SELECTED IN Q32 FOR A-L; SELECT ALL, RANDOMIZE]

- a. Television
- b. Print or online newspapers/magazines
- c. Radio
- d. Online news websites
- e. Facebook
- f. Twitter
- g. Snapchat
- h. Instagram
- i. YouTube
- j. TikTok
- k. Reddit
- l. Podcasts
- m. Peace Corps website or social media
- n. Peace Corps recruiter or information session
- o. Peace Corps advertisement
- p. A class or school
- q. None of the above [KEEP LAST/ANCHOR/EXCLUSIVE]

34. How would you describe the community where you live?

- a. Large city
- b. Suburb near a large city
- c. Small city or town
- d. Rural area

35. What is your current employment status?

- a. Work full-time
- b. Work part-time
- c. Retired
- d. Unemployed
- e. Not in the labor force

36. What is your current student status?

- a. Full-time student
- b. Part-time student
- c. Not a student

36a. Do you have any mental or physical disabilities that impact your daily life?

- a. Yes
- b. No

37. Where do you currently reside?

- a. Home/apartment I own
- b. Home/apartment I rent
- c. Home/apartment owned or rented by friend or family member
- d. Dorm or other group quarters
- e. Do not currently have a home

38. *SKIPPED*

39. Do you have any of the following types of debt? Please select all that apply.

[ROTATE; SELECT ALL]

- a. Mortgage and/or home equity loan
- b. Student loans
- c. Medical bills
- d. Car payments
- e. Credit card debt
- f. Payday loan or car title loan
- g. Personal loan or debt consolidation loan
- h. Other [KEEP LAST/ANCHOR]
- i. None of the above [KEEP LAST/ANCHOR/EXCLUSIVE]

40. How would you describe your household's financial situation?

- a. Live very comfortably
- b. Live comfortably
- c. Meet basic expenses with a little leftover for extras
- d. Just meet basic expenses
- e. Do not have enough to meet basic expenses

[SHOW BOTH BELOW STATEMENTS ON SAME PAGE]

Thank you for taking the time to answer these questions. We appreciate your feedback.