LHK Partners Incorporated Job #2354

Newtown Square, Pennsylvania February 2019

University of Wisconsin – Post-Election Longitudinal Web Survey

5 States (Wisconsin, Pennsylvania, Michigan, Ohio, North Carolina)

**Wisconsin: n=roughly 1,000**

-Milwaukee City

-Rest of Milwaukee DMA (excluding city)

-Madison DMA

-Green Bay DMA

-Rest of WI

**Pennsylvania: n=roughly 125 (more if feasible)**

-Philadelphia City

-Rest of Philadelphia DMA (excluding city)

-Pittsburgh DMA

-Rest of Pennsylvania

**Michigan: n=roughly 125 (more if feasible)**

-Detroit City

-Rest of Detroit DMA (excluding city)

-Grand Rapids, Kalamazoo, Battle Creek DMA

-Rest of Michigan

**Ohio: n=roughly 125 (more if feasible)**

-Cleveland/Akron DMA

-Columbus DMA

-Cincinnati DMA

-Rest of Ohio

**North Carolina: n=roughly 125 (more if feasible)**

-Charlotte DMA

-Raleigh/Durham DMA

-Rest of North Carolina

\*\*Programmer note: Include time stamps for each section (bold/underlined headers).\*\*

S1. What state do you currently live in? (PLEASE SELECT STATE FROM LIST BELOW)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*Programmer note: If Wisconsin, Pennsylvania, Ohio, Michigan, or North Carolina proceed. All other states terminate (STATE).\*\*

\*\*Programmer note: Show S2 all on one screen.\*\*

S2. **Research Participant Information and Consent Form**

**Title of the Study: Study of [INSERT STATE] Resident**s

Principal Investigator: Michael Wagner (michael.wagner@wisc.edu)

**DESCRIPTION OF THE RESEARCH**

You are invited to participate in a study about state and national politics. You have been asked to participate because you indicated we could contact you again after a survey we conducted in October and November of 2018. The purpose of the research is to learn how the public thinks about politics. The data collected in this study will be reported in academic publications in the future.

**WHAT WILL MY PARTICIPATION INVOLVE?**

If you decide to participate in this study, you will be asked to fill out an online survey. You will also be asked to answer questions about politics, the news media and some of your personal information to help us know how different groups of people think differently. The survey will take approximately 20 minutes.

**ARE THERE ANY RISKS TO ME?**

You will be asked to answer questions about political issues and behaviors. If you agree to participate, there is the risk that you could become uncomfortable with some of the questions.

**ARE THERE ANY BENEFITS TO ME?** We don't expect any direct benefits to you from participation in this study.

**WILL I BE COMPENSATED FOR MY PARTICIPATION?** You will receive compensation for participating in this study based on your agreement with the American Institute of Consumer Studies, the survey firm distributing our survey. There is no penalty for withdrawing in this study – you are free to withdraw at any time if you are not comfortable.

**HOW WILL MY CONFIDENTIALITY BE PROTECTED**?

The study team will not be informed of your IP address. All data will be stored in a password-protected online folder that only the study team has access.

**WHOM SHOULD I CONTACT IF I HAVE QUESTIONS?**

You may ask any questions about the research at any time. If you have questions about the research after completing the survey, you should contact the Principal Investigator Michael Wagner at michael.wagner@wisc.edu.

If you are not satisfied with the response of the research team, have more questions, or want to talk with someone about your rights as a research participant, you should contact the Education and Social/Behavioral Science IRB Office at 608-263-2320.

By checking on the “I agree” box below, it indicates that you have read this consent form, had an opportunity to ask any questions about your participation in this research and voluntarily consent to participate. Please print a copy of this form if you would like one for your records.

1. I agree (PROCEED)

2. I disagree (TERMINATE – DISAGREE TERMS)

**SCREENERS AND ZIP**

\*\*Programmer note: See end of questionnaire for county lists.\*\*

S3. In what (INSERT STATE FROM S1) county do you live? (PLEASE SELECT COUNTY FROM LIST BELOW)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*Programmer note: If state is Wisconsin and county is Milwaukee, ask S3a with Milwaukee wording. If state is Michigan and county is Wayne, ask S3a with Detroit wording.\*\*

S3a. Do you currently live within the (Milwaukee/Detroit) city limits? (SELECT ONE ANSWER BELOW)

1 Yes

2 No

\*\*Programmer note: If S3a=1 assign to city quota group. If S3a=2, assign to rest of DMA quota group.\*\*

S4. What is your zip code? (PLEASE TYPE IN YOUR 5-DIGIT ZIP CODE IN THE SPACE BELOW)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**INITIAL DEMOGRAPHICS**

S5. What is your age? (PLEASE TYPE-IN NUMBER BELOW)

\_\_\_\_\_

99 Prefer not to say (TERMINATE – AGE REFUSE)

\*\*Programmer note: If under 18, terminate (AGE).\*\*

S6. What is your gender? (SELECT ONE ANSWER BELOW)

1 Male

2 Female

3 Other

\*\*Programmer note: Check state/region/gender/age quotas and terminate if quota group is full.\*\*

[OMIT S7-S9 –QUOTAS BY RACE/EDUCATION/INCOME TAKEN FROM RECORD]

S10. Generally speaking, do you usually think of yourself as a(n)...? (SELECT ONE ANSWER BELOW)

1 Strong Republican

2 Republican

3 Independent

4 Democrat

5 Strong Democrat

7 Other

\*\*Programmer note: If S10=3, ask S11.\*\*

\*\*Programmer note: In S11, rotate Republican and Democrat in question text and answers.\*\*

S11. Do you lean more toward the Republican Party, the Democratic Party, or neither? (SELECT ONE ANSWER BELOW)

1 Republican Party

2 Democratic Party

3 Neither

\*\*Programmer note: Rotate codes 1-5, 5-1.\*\*

S12. In general, would you describe your political views as... (SELECT ONE ANSWER BELOW)

1 Very conservative

2 Conservative

3 Moderate

4 Liberal

5 Very liberal

8 Don't know

[OMIT S13-S17]

\*\*Programmer note: If S10=1-2 or S11=1, insert “Democrat”/”Democratic” wording in S18/S19. If S10-4-5 or S11=2, insert “Republican” wording in S18/S19. All others, skip to QC1.\*\*

S18. How would you feel if your son or daughter were to marry a [Democrat/Republican]? (SELECT ONE ANSWER BELOW)

1 Not at all upset

2 Somewhat upset

3 Very upset

S19. How favorable are your thoughts and feelings about people who vote for the [Democratic/Republican] Party? (SELECT ONE ANSWER BELOW)

1. Not at all favorable
2. Somewhat favorable
3. Mostly favorable
4. Very favorable

QC1. To ensure the program is working properly, please select the number “3” below. (PLEASE SELECT ONE ANSWER)

1 1

2 2

3 3

4 4

5 5

**GROUP CLOSENESS/IN-COMMON**

\*\*Programmer note: Present in grid format. Insert the following names depending on state:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Wisconsin** | **Pennsylvania** | **Michigan** | **North Carolina** | **Ohio** |
| Q1a | Madison | Philadelphia | Detroit | Charlotte | Columbus |
| Q1b | Milwaukee | Pittsburgh | Grand Rapids | Raleigh | Cleveland |
| Q1c | Wisconsin | Pennsylvania | Michigan | North Carolina | Ohio |
| Q1d | Wisconsinites | Pennsylvanians | Michiganders | North Carolinians | Ohioans |
| Q1m | Scott Walker | Tom Wolf | Gretchen Whitmer | Roy Cooper | Richard Cordray |
| Q1n | Tony Evers | Scott Wagner | Bill Schuette | [OMIT] | Mike DeWine |
| Q1o | Wisconsin | Pennsylvania | Michigan | North Carolina | Ohio |
| Q1p | Wisconsin | Pennsylvania | Michigan | North Carolina | Ohio |

\*\*Programmer note: Randomize a-r, but keep m/n, o/p, and q/r together.\*\*

Q1. How close do you feel to each of these groups - which ones are most like you in their ideas, interests and feelings about things? (Programmer: Response Options in Matrix Format - also note rotation of last four options). (SELECT ONE ANSWER PER ITEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Not at all close  1 | A little close  2 | Moderately close  3 | Very close  4 | Extremely close  5 |

a. People living in (INSERT CITY)

b. People living in (INSERT CITY)

c. Suburban (INSERT STATE) residents

d. Rural (INSERT NAME)

e. People of another religion

f. People of another race or ethnicity

g. People in your neighborhood

h. Legal immigrants

i. Labor Union members

j. Small Business owners

k. Deer hunters

l. Evangelical Christians

m. Supporters of (INSERT NAME)

n. Supporters of (INSERT NAME)

o. (INSERT STATE) Democrats

p. (INSERT STATE) Republicans

q. The Democratic Party

r. The Republican Party

**INSTITUTIONAL TRUST**

\*\*Programmer note: Randomize within sections A and B but keep the items in A together and the items in B together, also rotate A and B as blocks – show in grid format. Insert state name for item I and T.\*\*

Q2. How much do you trust each of the following organizations or institutions? (SELECT ONE ANSWER PER ITEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Distrust completely  1 | Distrust somewhat  2 | Neither trust nor distrust  3 | Trust somewhat  4 | Trust completely  5 |

Section A

a. Political Talk Radio

b. The Police

c. Colleges and Universities

d. The Military

e. The Department of Natural Resources (DNR)

f. Labor Unions

g. Large Corporations

h. Your City Government

i. The (INSERT STATE) Legislature

j. The Office of the Governor

k. The State Supreme Court

l. The US Supreme Court

m. The US Congress

n. The Trump Administration

Section B

o. The New York Times

p. The Wall Street Journal

q. Fox News

r. CNN

s. MSNBC

t. (INSERT STATE) Journalists

u. Your Local TV News Station

**POLITICAL PARTICIPATION** (Response Options in Matrix format)

\*\*Programmer note: Show in grid format, randomize a-r.\*\*

Q3. For each activity listed below, please indicate **how frequently AFTER THE ELECTIONS on NOVEMBER 6TH** you have engaged in this activity**.** (SELECT ONE ANSWER PER ITEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Never  1 | Rarely  2 | Occasionally  3 | Fairly often  4 | Very often  5 |

a. Participated in a political protest activity

b. Attended a political meeting, rally, or speech

c. Signed a petition

d. Wore a badge or a t-shirt with a political message

e. Donated money to a campaign

f. Tried to persuade someone to change their position on a candidate or issue

g. Contacted an elected official for any reason

h. Volunteered for a candidate or campaign

i. Displayed a sticker or sign supporting a candidate

j. Volunteered for a community organization

k. Helped raise money for a cause or an organization

l. Donated money to a cause, political group or organization

m. Served in a leadership role in a community organization

n. Provided support to someone in need

o. Came to the aid of someone who needed help

p. Attended religious services

q. Boycotted certain products for political, ethical, or environmental reasons

r. Deliberately bought certain products for political, ethical, or environmental reasons

**ONLINE PARTICIPATION**

\*\*Programmer note: Show in grid format, randomize a-m.

Q4. For each activity listed below, please indicate **how frequently AFTER THE ELECTIONS on NOVEMBER 6TH** you have engaged in this activity online, including on social media like **Facebook and Twitter.** (SELECT ONE ANSWER PER ITEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Never  1 | Rarely  2 | Occasionally  3 | Fairly often  4 | Very often  5 |

a. Joined an online group for a candidate

b. Followed a candidate, campaign or party on social media

c. Followed a civic organization on social media

d. Followed a social movement, such as #teaparty or #blacklivesmatter, on social media

e. Commented on an online news story or political blog post

f. Sent text messages to others about a political or social issue

g. Posted or shared content about politics or a social issue on social media

h. Shared funny videos or cartoons related to a political candidate, campaign or issue

i. ‘Liked’ material related to political issues that others have posted on social media

j. Used social media settings to make changes to what appears in my news feed

k. Tried to avoid seeing political content on social media

l. Decided not to share a post on social media because it could offend other people

m. Unfriended, blocked, or hid people who post too often about politics on social media

Q5. Thinking about everything YOUR FRIENDS have posted in the past week on Facebook, such as status updates, comments, or links to news stories, about how much of what your friends have posted is related to politics? (SELECT ONE ANSWER BELOW)

1 None at all

2 A little

3 Some

4 Most

5 Almost all

9 I don’t use Facebook

[OMIT Q6-Q7]

**POLITICAL CONVERSATIONS**

Q8. How often do you discuss politics and current events with **family members and friends**? (SELECT ONE ANSWER BELOW)

1 More than once a week

2 About once a week

3 Once or twice a month

4 A few times a year

5 Never

Q9. How often do you discuss politics and current events with **co-workers**? (SELECT ONE ANSWER BELOW)

1 More than once a week

2 About once a week

3 Once or twice a month

4 A few times a year

5 Never

9 Don’t work

Q10. During the past week, how often did you **talk** about politics with people who *agree* with you (outside of social media)? (SELECT ONE ANSWER BELOW)

1 Never

2 Rarely

3 Occasionally

4 Fairly often

5 Very often

Q11. During the past week, how often did you **talk** about politics with people who *disagree* with you (outside of social media)? (SELECT ONE ANSWER BELOW)

1 Never

2 Rarely

3 Occasionally

4 Fairly often

5 Very often

Q12. During the past week, how often did you *agree* with the political content or opinion your friends posted on social media? (SELECT ONE ANSWER BELOW)

1 Never

2 Rarely

3 Occasionally

4 Fairly often

5 Very often

9 Don’t use social media

\*\*Programmer note: If Q12=9 (don’t use social media), auto code Q13=9 and skip to programmer note before Q19.\*\*

Q13. During the past week, how often did you *disagree* with the political content or opinions your friends posted on social media? (SELECT ONE ANSWER BELOW)

1 Never

2 Rarely

3 Occasionally

4 Fairly often

5 Very often

9 Don’t use social media

[OMIT Q14-Q18]

**VOTE** **INTENTION**

\*\*Programmer note: Rotate order of Q19/Q20. Insert state and candidates below in Q19/Q20. If state is North Carolina, skip Q19/Q20 (no governor or senate races).

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Wisconsin** | **Pennsylvania** | **Michigan** | **Ohio** | **North Carolina** |
| Q19 | 01 Tony Evers  02 Scott Walker | 01 Tom Wolf  02 Scott Wagner | 01 Gretchen Whitmer  02 Bill Schuette | 01 Richard Cordray  02 Mike DeWine | OMIT\* |
| Q20 | 01 Tammy Baldwin  02 Leah Vukmir | 01 Bob Casey, Jr.  02 Lou Barletta | 01 Debbie Stabenow  02 John James | 01 Sherrod Brown  02 Jim Renacci | OMIT\* |

*\*There are no equivalent races in North Carolina.*

\*\* Randomize candidate names (codes 01 and 02) Q19.

Q19. In the governor’s race in (INSERT STATE), who did you vote for?

01 (INSERT CANDIDATE 1)

02 (INSERT CANDIDATE 2)

03 Did not vote in the election

97 Someone else (open-ended)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

98 Don't know

\*\* Show candidate names (codes 01 and 02) in the same order as Q19.

Q20. In the U.S. Senate race in (INSERT STATE), who did you vote for?

01 (INSERT CANDIDATE 1)

02 (INSERT CANDIDATE 2)

03 Did not vote in the election

97 Someone else (open-ended)\_\_\_\_\_\_\_\_\_\_\_\_\_

98 Don't know

\*\*Programmer note: If respondent says 01, 02, 97, or 98 for Q19 ***or*** Q20, ask Q20a and Q20b. If Q19=03 and Q20=03, skip to Q20c. Allow range 0-995.\*\*

Q20a. How many minutes did you wait in line to vote, or did you vote by mail? (PLEASE TYPE-IN NUMBER BELOW)

\_\_\_\_\_minutes

996 Voted by mail

998 Don’t know

Q20b How many minutes does it take you to get from your home to your polling place, or do you vote by mail? (PLEASE TYPE-IN NUMBER BELOW)

\_\_\_\_\_minutes

996 Voted by mail

998 Don’t know

\*\*Programmer note: If respondent says 03 (Did not vote in the election) for Q19 ***and*** Q20, ask Q20c. Present in grid format. Randomize a-m.\*\*

Q20c. There are many reasons why people are not able to vote or choose not to vote. Please indicate whether or not each of the following are reasons why you did not vote in the November elections. (PLEASE TYPE-IN NUMBER BELOW)

1 Yes

2 No

1. You were ill or you are disabled
2. You were out of town or away from home on Election Day
3. You intended to vote, but did not have time
4. You were not interested
5. You had transportation problems and could not make it to the polling place
6. You didn’t like any of the candidates or campaign issues
7. You couldn’t get an absentee ballot
8. You did not have the right photo ID and knew you would not be able to vote
9. You tried to vote, but were told at the polling place that you did not have the necessary photo ID
10. You tried to vote but the lines were too long
11. You did not know where the early voting locations were
12. You didn’t think your vote would have mattered
13. You couldn’t make it to an early voting location

**NEWS CONSUMPTION**

\*\*Programmer note: Rotate order of Q21a/b and keep in same order for Q22-Q23.\*\*

Q21a. During the past month, how often did you read newspaper articles with a liberal perspective? (SELECT ONE ANSWER BELOW)

1 Never

2 Rarely

3 Occasionally

4 Fairly often

5 Very often

Q21b. During the past month, how often did you read newspaper articles with a conservative perspective? (SELECT ONE ANSWER BELOW)

1 Never

2 Rarely

3 Occasionally

4 Fairly often

5 Very often

Q22a. During the past month, how often did you watch television stories with a liberal perspective? (SELECT ONE ANSWER BELOW)

1 Never

2 Rarely

3 Occasionally

4 Fairly often

5 Very often

Q22b. During the past month, how often did you watch television stories with a conservative perspective? (SELECT ONE ANSWER BELOW)

1 Never

2 Rarely

3 Occasionally

4 Fairly often

5 Very often

Q23a. During the past month, how often did you read news from online sources with a liberal perspective (e.g., Talking Points Memo)? (SELECT ONE ANSWER BELOW)

1 Never

2 Rarely

3 Occasionally

4 Fairly often

5 Very often

Q23b. During the past month, how often did you read news from online sources with a conservative perspective (e.g., Breitbart)? (SELECT ONE ANSWER BELOW)

1 Never

2 Rarely

3 Occasionally

4 Fairly often

5 Very often

[OMIT Q24-Q25]

**NEWS ADVOIDANCE/NEWS FATIGUE AND OTHER SCALES MERGED TOGETHER**

\*\*Programmer note: Show in grid format. Do not scramble Q26, but rotate statements O and P. Insert state name in Q26a.\*\*

Q26. For the next set of statements, please select the number indicating how much you agree or disagree with each statement. (SELECT ONE ANSWER PER STATEMENT)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Strongly disagree  1 | 2 | 3 | 4 | Strongly agree  5 |

a. The news media in (INSERT STATE) cover politics fairly.

b. The national news media cover politics fairly.

x. I think President Trump was largely responsible for the government shutdown

y. I think Democratic leaders in Congress were largely responsible for the government shutdown

z. I think Republican leaders in Congress were largely responsible for the government shutdown

e. We can work together to promote important political goals even if we face difficulties

f. We are able to struggle together in order to achieve political goals

g. Organized groups of citizens can have a lot of impact on the policies of this country

h. Dramatic change can occur in this country if people banded together and demanded change

aa. The federal government shutdown should have continued until there is funding for a wall along the U.S.-Mexico border

j. Immigrants take jobs away from natives

k. A country’s cultural life is enriched by immigrants

l. Immigrants make crime problems worse

m. Immigrants are a strain on a country’s welfare system

n. In the future, the proportion of immigrants will become a threat to society

o. Politicians should follow only the will of the people

p. The people, and not politicians, should make our most important policy decisions

q. The political differences between the elite and the people are much larger than the differences among the people themselves

t. Established politicians who claim to defend our interests, only take care of themselves

u. The established elite and politicians have often betrayed the people

v. Much of our lives are being controlled by plots hatched in secret places

w. The people who really 'run' the country, are not known to the voters

**MEDIA USE**

**Transition screen:** Next, we’d like to ask you some questions about the news.

\*\*Programmer note: Show in grid format. Scramble A-AA, but keep D-F, L-N, O-P, R-S, T-U, V-AA together but randomize within.\*\*

Q27. Thinking of your recent media use, how often in **the last week** have you used the following types of media content? (SELECT ONE ANSWER PER ITEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Never  1 | Rarely  2 | Occasionally  3 | Fairly often  4 | Very often  5 |

a. National nightly news on CBS, ABC, or NBC

b. The Today Show, Good Morning America or CBS This Morning

c. Local television evening or nightly news

d. CNN cable news programs (e.g., Anderson Cooper, Wolf Blitzer)

e. FOX cable news programs (e.g., Sean Hannity, Laura Ingraham)

f. MSNBC cable news programs (e.g., Rachel Maddow, Chris Hayes)

g. Entertainment news programs (e.g., Entertainment Tonight, E! News)

h. Sports talk shows (e.g., Around the Horn, PTI)

i. News satire (e.g., The Daily Show, Last Week Tonight with John Oliver)

j. Daytime talk shows (e.g., Ellen, The View)

k. Late night talk shows -- live broadcasts or clips (e.g., Jimmy Fallon, Jimmy Kimmel, Stephen Colbert)

l. News programming on NPR -- live radio, podcasts, streaming (e.g., All Things Considered)

m. National conservative talk radio -- live radio, podcasts, streaming (e.g., Rush Limbaugh)

n. Local talk radio -- local radio hosts’ talk shows about politics in your state

o. Conservative political blogs (e.g., Hot Air, RedState)

p. Liberal political blogs (e.g., Daily Kos, Talking Points Memo)

q. International news websites (e.g., BBC, Al Jazeera)

r. Local newspapers

s. National newspapers (e.g., The New York Times; Wall Street Journal)

t. Internet news aggregators (e.g., Yahoo News, Google News)

u. Online news organizations (e.g. Politico, The Hill, Business Insider)

v. News content on Facebook

w. News content on Twitter

x. News content on YouTube

y. News content on Instagram

z. News content on Reddit

aa. News content on Snapchat

\*\*Programmer note: Insert drop down list of news sources from Q27. Scramble list in same order as Q27. Scramble 01-27, but keep 04-06, 12-14, 15-16, 18-19, 20-21, 22-27 together but randomize within.\*\*

Q28. Of all of the news sources listed, which one do you trust the most? (SELECT ONE ANSWER BELOW)

01 National nightly news on CBS, ABC, or NBC

02 The Today Show, Good Morning America or CBS This Morning

03 Local television evening or nightly news

04 CNN cable news programs (e.g., Anderson Cooper, Wolf Blitzer)

05 FOX cable news programs (e.g., Sean Hannity, Laura Ingraham)

06 MSNBC cable news programs (e.g., Rachel Maddow, Chris Hayes)

07 Entertainment news programs (e.g., Entertainment Tonight, E! News)

08 Sports talk shows (e.g., Around the Horn, PTI)

09 News satire (e.g., The Daily Show, Last Week Tonight with John Oliver)

10 Daytime talk shows (e.g., Ellen, The View)

11 Late night talk shows -- live broadcasts or clips (e.g., Jimmy Fallon, Jimmy Kimmel, Stephen Colbert)

12 News programming on NPR -- live radio, podcasts, streaming (e.g., All Things Considered)

13 National conservative talk radio -- live radio, podcasts, streaming (e.g., Rush Limbaugh)

14 Local talk radio -- local radio hosts’ talk shows about politics in your state

15 Conservative political blogs (e.g., Hot Air, RedState)

16 Liberal political blogs (e.g., Daily Kos, Talking Points Memo)

17 International news websites (e.g., BBC, Al Jazeera)

18 Local newspapers

19 National newspapers (e.g., The New York Times; Wall Street Journal)

20 Internet news aggregators (e.g., Yahoo News, Google News)

21 Online news organizations (e.g. Politico, The Hill, Business Insider)

22 News content on Facebook

23 News content on Twitter

24 News content on YouTube

25 News content on Instagram

26 News content on Reddit

27 News content on Snapchat

\*\*Programmer note: Insert drop down list of news sources from Q27 omitting Q28 response. Present in same order as Q28.\*\*

Q29. Which one do you trust the least? (SELECT ONE ANSWER BELOW)

[OMIT Q30]

**ISSUE POSITIONS**

\*\*Programmer note: Randomize A-K. Show in table format.\*\*

Q31. Which comes closest to your view? Using the 1 to 5 scale below, please indicate where your opinion falls on the spectrum for each issue? (SELECT ONE ANSWER PER ITEM)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| a. Oppose a restrictive immigration policy | 1 | 2 | 3 | 4 | 5 | Favor a restrictive immigration policy |
| b. Favor raising taxes on the top 5% | 1 | 2 | 3 | 4 | 5 | Oppose raising taxes on the top 5% |
| c. Oppose “Obamacare” | 1 | 2 | 3 | 4 | 5 | Favor “Obamacare” |
| d. Favor raising **local** taxes to fund schools | 1 | 2 | 3 | 4 | 5 | Oppose raising **local** taxes to fund schools |
| e. Favor raising **state** taxes to fund schools | 1 | 2 | 3 | 4 | 5 | Oppose raising **state** taxes to fund schools |
| f. Pro-life on abortion | 1 | 2 | 3 | 4 | 5 | Pro-choice on abortion |
| g. Oppose environmental regulations | 1 | 2 | 3 | 4 | 5 | Favor environmental regulations |
| h. Favor raising taxes to pay for roads | 1 | 2 | 3 | 4 | 5 | Oppose raising taxes to pay for roads |
| i. Favor strengthening background checks on gun sales | 1 | 2 | 3 | 4 | 5 | Oppose strengthening background checks on gun sales |
| j. Favor building a border wall along the U.S.-Mexican border | 1 | 2 | 3 | 4 | 5 | Oppose building a border wall along the U.S.-Mexican border |
| k. Favor raising the top marginal tax rate to 70% for those earning more than $10 million per year | 1 | 2 | 3 | 4 | 5 | Oppose raising the top marginal tax rate to 70% for those earning more than $10 million per year |

\*we added 31k after wave 1

**RECALL/KNOWLEDGE/EXPERIMENT**

Q32. In general, do you think it is best for lawmakers to stick to their principles no matter what or make compromises to get something done? (SELECT ONE ANSWER BELOW)

1 Stick to principles no matter what

2 Compromise to get something done

[OMIT Q33]

Q33a. How favorable or unfavorable do you feel about state legislatures passing laws after Election Day that reduce the power of an incoming governor? (SELECT ONE ANSWER BELOW)

1 Very favorable

2 Somewhat favorable

3 Neither favorable or unfavorable

4 Somewhat unfavorable

5 Very unfavorable

Q33b. How important is it that electoral winners and electoral losers behave fairly towards one another? (SELECT ONE ANSWER BELOW)

1 Very important

2 Somewhat important

3 Neither important or unimportant

4 Not very important

5 Not at all important

Q33c. How important is it that electoral winners allow electoral losers to continue having a voice in government? (SELECT ONE ANSWER BELOW)

1 Very important

2 Somewhat important

3 Neither important or unimportant

4 Not very important

5 Not at all important

Q33d. How important is it that electoral losers accept the results of an election? (SELECT ONE ANSWER BELOW)

1 Very important

2 Somewhat important

3 Neither important or unimportant

4 Not very important

5 Not at all important

Q33e. Would you prefer that redistricting in your state was done by the state legislature or by an independent, nonpartisan commission? (SELECT ONE ANSWER BELOW)

1 State legislature

2 Independent, nonpartisan commission

3 Not sure

Q33f. If legislative districts are drawn fairly, the party that gets the most votes in an election should have the most seats in a legislature. (SELECT ONE ANSWER BELOW)

1 Strongly agree

2 Somewhat agree

3 Neither agree or disagree

4 Somewhat disagree

5 Strongly disagree

[OMIT Q34-Q35]

\*\*Programmer note: Ask Q36-Q36a for Wisconsin only. All other states skip to Q37.\*\*

Q36. As you may know, Foxconn Corporation has announced it will build a large video display factory in Racine County employing up to 13,000 workers. The state is providing up to $3 billion dollars of taxpayer money to Foxconn as an incentive to locate the plant in Wisconsin. Do you think the Foxconn plant will ultimately provide this much or more benefit to the state or is the state paying more than the plant is worth? (SELECT ONE ANSWER BELOW)

1 Will provide this much or more benefit

2 State is paying more than the plant is worth

8 Don’t know

Q36a. How confident are you that Foxconn will build a large manufacturing factory as they have promised? (SELECT ONE ANSWER BELOW)

1. Very confident
2. Somewhat confident
3. Not very confident
4. Not at all confident

\*\*Programmer note: Insert state in Q37.\*\*

Q37. Would you say [INSERT STATE]’s budget is in better shape now than it was a few years ago, about the same or in worse shape now? (SELECT ONE ANSWER BELOW)

1 Better shape now

2 About the same

3 Worse shape now

8 Don’t know

[OMIT Q38]

\*\*Programmer note: Ask Q39 for Wisconsin only. All other states skip to Q41.\*\*

Q39. As you may know, in 2011 a law known as Act 10 eliminated most collective bargaining for public employees in Wisconsin. Would you like to see collective bargaining for public employees returned to what it was before Act 10 was passed or keep the current law that eliminated most collective bargaining? (SELECT ONE ANSWER BELOW)

1 Return collective bargaining

2 Keep as it is now

8 Don’t Know

[OMIT Q40]

Q41. Overall, do you approve or disapprove of the way Donald Trump is handling his job as president? (SELECT ONE ANSWER BELOW)

1 Strongly Approve

2 Approve

3 Neither Approve nor Disapprove

4 Disapprove

5 Strongly Disapprove

8 Don’t know

\*\*Programmer note: For Q42, insert governor and state name per below:

|  |  |
| --- | --- |
| Wisconsin | Tony Evers |
| Pennsylvania | Tom Wolf |
| Michigan | Gretchen Whitmer |
| North Carolina | Roy Cooper |
| Ohio | Mike DeWine |

Q42. Overall, do you approve or disapprove of the way [INSERT GOVERNOR] is handling his job as Governor of [INSERT STATE]? (SELECT ONE ANSWER BELOW)

1 Strongly Approve

2 Approve

3 Neither Approve nor Disapprove

4 Disapprove

5 Strongly Disapprove

8 Don’t know

**Transition Screen:** You will now be shown a list of people and groups. Please indicate if you have a favorable or unfavorable opinion of each of them or if you haven't heard enough about them yet to have an opinion.

\*\*Programmer note: Randomize names.\*\*

The names are... (SELECT ONE ANSWER FOR EACH ROW)

1 Very Favorable

2 Somewhat Favorable

3 Neither Favorable or Unfavorable

4 Somewhat Unfavorable

5 Very Unfavorable

8 Haven’t heard enough

\*\*Programmer note: Show Q43-Q53b in grid format. For Q43-Q48 insert names below depending on state. Omit Q47/Q48 for Pennsylvania, Michigan, Ohio, and North Carolina.\*\*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Wisconsin** | **Pennsylvania** | **Michigan** | **Ohio** | **North Carolina** |
| Q43 | Leah Vukmir | Lou Barletta | Debbie Stabenow | Sherrod Brown | Richard Burr |
| Q44 | Tammy Baldwin | [Bob Casey Jr.](https://en.wikipedia.org/wiki/Bob_Casey_Jr.) | John James | Jim Renacci | Thom Tillis |
| Q45 | Tony Evers | Tom Wolf | Gretchen Whitmer | Richard Cordray | Roy Cooper |
| Q46 | Scott Walker | Scott Wagner | Bill Schuette | Mike DeWine | Deborah Ross |
| Q47 | Ron Johnson | OMIT | OMIT | OMIT | OMIT |
| Q48 | Paul Ryan | OMIT | OMIT | OMIT | OMIT |

Q43. [INSERT NAME]

Q44. [INSERT NAME]

Q45. [INSERT NAME]

Q46. [INSERT NAME]

Q47. [INSERT NAME]

Q48. [INSERT NAME]

Q49. Barack Obama

Q50. Hillary Clinton

Q51. Donald Trump

Q52. Stephen Colbert

Q53. Rush Limbaugh

Q53a The Democratic Party

Q53b The Republican Party

[OMIT Q54]

**MATERIALISM/POST-MATERIALISM , PARTISAN ID**

\*\*Programmer note: Allow up to two answers. Randomize codes 1-4.\*\*

Q55. For a nation, it is not always possible to obtain everything one might wish. If you had to choose among the following things, which are the **two** that seem most desirable to you? (SELECT UP TO TWO ANSWERS BELOW)

1 Maintaining order in the nation

2 Giving the people more say in important political decisions

3 Fighting rising prices

4 Protecting freedom of speech

\*\*Programmer note: Allow up to two answers. Randomize codes 1-4.\*\*

Q55a. People sometimes talk about what the aims of this country should be for the next ten years. From the list of goals below, please tell us which **two** you, yourself, consider the most important? Please choose two answers. (SELECT UP TO TWO ANSWERS BELOW)

1. A high level of economic growth
2. Making sure this country has strong defense force
3. Seeing that people have more say about how things are done in their jobs and in their communities
4. Trying to make our cities and countryside more beautiful

Q55b. Having a democratic political system is… (SELECT ONE ANSWER).

1. Very good
2. Fairly good
3. Fairly bad
4. Very bad

8 Not sure

[OMIT Q56-Q58]

**POLICY/PROCESS/MEDIA SPACE**

\*\*Programmer note: Present in grid format.\*\*

Q59. Some people say what we need in this country is for ordinary people like you to decide what needs to be done and how. Others say ordinary people should allow elected officials to make all political decisions. Still others say a combination would be best. Imagine a scale from 1-to-7, where 1 = ordinary people making all decisions on their own and 7= elected officials making all the decisions on their own. (SELECT ONE ANSWER PER ITEM)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Ordinary people making all decisions on their own | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Elected officials making all the decisions on their own |

a. Which number represents how you think government *should* work?

b. Which number represents how you think government *does* work?

c. Which number represents what the Democratic Party prefers about how government should work?

d. Which number represents what the Republican Party prefers about how government should work?

[OMIT Q60]

\*\*Programmer note: Present in grid format. \*\*

Q61. Some people think that the news media should cover what the people think are the most important issues while others think that the news media should cover what the media think are the most important issues. Others still prefer something in between. Imagine a scale from 1-to-7, where 1 = media organizations cover what the people think is most important and 7 = media organizations cover what they think is most important. (SELECT ONE ANSWER PER ITEM)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Media organizations cover what the people think is most important | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Media organizations cover what they think is most important |

a. Which number represents how you think your local media *should* work?

b. Which number represents how you think your local media *does* work?

c. Which number represents how you think the national media *should* work?

d. Which number represents how you think the national media *does* work?

[OMIT Q62-Q75]

Q76. Some people seem to follow what's going on in politics most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all? (SELECT ONE ANSWER BELOW)

1 Most of the time

2 Some of the time

3 Only now and then

4 Hardly at all

8 Don't know

[OMIT Q77]

Q78. Looking ahead, over the **next year** do you expect the state economy to get better, get worse, or stay about the same? (SELECT ONE ANSWER BELOW)

1 Get better

2 Get worse

3 Stay the same

8 Don’t know

[OMIT Q79-Q87]

Q88. Between 2007 and 2016, the number of Mexicans who came to the U.S. illegally…? (SELECT ONE ANSWER BELOW)

1 Decreased by more than a million

2 Stayed the same

3 Increased by more than a million

Q89. The U.S. intelligence community’s confidence in their judgment that Russia engaged in an influence campaign directed at the election is… (SELECT ONE ANSWER BELOW)

1 High

2 Moderate

3 Low

Q90. President Trump has been accused of sexual assault… (SELECT ONE ANSWER BELOW)

1 Numerous times in the past 30 years

2 Once during the lead up to the 2016 presidential election

Q91. Russian efforts to change vote tallies in the 2016 election… (SELECT ONE ANSWER BELOW)

1 Were unsuccessful

2 Were successful

3 Have never been carefully investigated

QC2. Finally, what is your ZIP code? (PLEASE TYPE IN YOUR 5-DIGIT ZIP CODE IN THE SPACE BELOW)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(CLOSING SCREEN)

Thank you very much for your participation.

**County Lists:**

**Wisconsin**

|  |
| --- |
| Adams |
| Ashland |
| Barron |
| Bayfield |
| Brown |
| Buffalo |
| Burnett |
| Calumet |
| Chippewa |
| Clark |
| Columbia |
| Crawford |
| Dane |
| Dodge |
| Door |
| Douglas |
| Dunn |
| Eau Claire |
| Florence |
| Fond Du Lac |
| Forest |
| Grant |
| Green |
| Green Lake |
| Iowa |
| Iron |
| Jackson |
| Jefferson |
| Juneau |
| Kenosha |
| Kewaunee |
| La Crosse |
| Lafayette |
| Langlade |
| Lincoln |
| Manitowoc |
| Marathon |
| Marinette |
| Marquette |
| Menominee |
| Milwaukee |
| Monroe |
| Oconto |
| Oneida |
| Outagamie |
| Ozaukee |
| Pepin |
| Pierce |
| Polk |
| Portage |
| Price |
| Racine |
| Richland |
| Rock |
| Rusk |
| St. Croix |
| Sauk |
| Sawyer |
| Shawano |
| Sheboygan |
| Taylor |
| Trempealeau |
| Vernon |
| Vilas |
| Walworth |
| Washburn |
| Washington |
| Waukesha |
| Waupaca |
| Waushara |
| Winnebago |
| Wood |

**Pennsylvania**

|  |
| --- |
| Adams |
| Allegheny |
| Armstrong |
| Beaver |
| Bedford |
| Berks |
| Blair |
| Bradford |
| Bucks |
| Butler |
| Cambria |
| Cameron |
| Carbon |
| Centre |
| Chester |
| Clarion |
| Clearfield |
| Clinton |
| Columbia |
| Crawford |
| Cumberland |
| Dauphin |
| Delaware |
| Elk |
| Erie |
| Fayette |
| Forest |
| Franklin |
| Fulton |
| Greene |
| Huntingdon |
| Indiana |
| Jefferson |
| Juniata |
| Lackawanna |
| Lancaster |
| Lawrence |
| Lebanon |
| Lehigh |
| Luzerne |
| Lycoming |
| Mckean |
| Mercer |
| Mifflin |
| Monroe |
| Montgomery |
| Montour |
| Northampton |
| Northumberland |
| Perry |
| Philadelphia |
| Pike |
| Potter |
| Schuylkill |
| Snyder |
| Somerset |
| Sullivan |
| Susquehanna |
| Tioga |
| Union |
| Venango |
| Warren |
| Washington |
| Wayne |
| Westmoreland |
| Wyoming |
| York |

**Michigan**

|  |
| --- |
| Alcona |
| Alger |
| Allegan |
| Alpena |
| Antrim |
| Arenac |
| Baraga |
| Barry |
| Bay |
| Benzie |
| Berrien |
| Branch |
| Calhoun |
| Cass |
| Charlevoix |
| Cheboygan |
| Chippewa |
| Clare |
| Clinton |
| Crawford |
| Delta |
| Dickinson |
| Eaton |
| Emmet |
| Genesee |
| Gladwin |
| Gogebic |
| Grand Traverse |
| Gratiot |
| Hillsdale |
| Houghton |
| Huron |
| Ingham |
| Ionia |
| Iosco |
| Iron |
| Isabella |
| Jackson |
| Kalamazoo |
| Kalkaska |
| Kent |
| Keweenaw |
| Lake |
| Lapeer |
| Leelanau |
| Lenawee |
| Livingston |
| Luce |
| Mackinac |
| Macomb |
| Manistee |
| Marquette |
| Mason |
| Mecosta |
| Menominee |
| Midland |
| Missaukee |
| Monroe |
| Montcalm |
| Montmorency |
| Muskegon |
| Newaygo |
| Oakland |
| Oceana |
| Ogemaw |
| Ontonagon |
| Osceola |
| Oscoda |
| Otsego |
| Ottawa |
| Presque Isle |
| Roscommon |
| Saginaw |
| St. Clair |
| St. Joseph |
| Sanilac |
| Schoolcraft |
| Shiawassee |
| Tuscola |
| Van Buren |
| Washtenaw |
| Wayne |
| Wexford |

**Ohio**

|  |
| --- |
| Adams |
| Allen |
| Ashland |
| Ashtabula |
| Athens |
| Auglaize |
| Belmont |
| Brown |
| Butler |
| Carroll |
| Champaign |
| Clark |
| Clermont |
| Clinton |
| Columbiana |
| Coshocton |
| Crawford |
| Cuyahoga |
| Darke |
| Defiance |
| Delaware |
| Erie |
| Fairfield |
| Fayette |
| Franklin |
| Fulton |
| Gallia |
| Geauga |
| Greene |
| Guernsey |
| Hamilton |
| Hancock |
| Hardin |
| Harrison |
| Henry |
| Highland |
| Hocking |
| Holmes |
| Huron |
| Jackson |
| Jefferson |
| Knox |
| Lake |
| Lawrence |
| Licking |
| Logan |
| Lorain |
| Lucas |
| Madison |
| Mahoning |
| Marion |
| Medina |
| Meigs |
| Mercer |
| Miami |
| Monroe |
| Montgomery |
| Morgan |
| Morrow |
| Muskingum |
| Noble |
| Ottawa |
| Paulding |
| Perry |
| Pickaway |
| Pike |
| Portage |
| Preble |
| Putnam |
| Richland |
| Ross |
| Sandusky |
| Scioto |
| Seneca |
| Shelby |
| Stark |
| Summit |
| Trumbull |
| Tuscarawas |
| Union |
| Van Wert |
| Vinton |
| Warren |
| Washington |
| Wayne |
| Williams |
| Wood |
| Wyandot |

**North Carolina**

|  |
| --- |
| Alamance |
| Alexander |
| Alleghany |
| Anson |
| Ashe |
| Avery |
| Beaufort |
| Bertie |
| Bladen |
| Brunswick |
| Buncombe |
| Burke |
| Cabarrus |
| Caldwell |
| Camden |
| Carteret |
| Caswell |
| Catawba |
| Chatham |
| Cherokee |
| Chowan |
| Clay |
| Cleveland |
| Columbus |
| Craven |
| Cumberland |
| Currituck |
| Dare |
| Davidson |
| Davie |
| Duplin |
| Durham |
| Edgecombe |
| Forsyth |
| Franklin |
| Gaston |
| Gates |
| Graham |
| Granville |
| Greene |
| Guilford |
| Halifax |
| Harnett |
| Haywood |
| Henderson |
| Hertford |
| Hoke |
| Hyde |
| Iredell |
| Jackson |
| Johnston |
| Jones |
| Lee |
| Lenoir |
| Lincoln |
| Mcdowell |
| Macon |
| Madison |
| Martin |
| Mecklenburg |
| Mitchell |
| Montgomery |
| Moore |
| Nash |
| New Hanover |
| Northampton |
| Onslow |
| Orange |
| Pamlico |
| Pasquotank |
| Pender |
| Perquimans |
| Person |
| Pitt |
| Polk |
| Randolph |
| Richmond |
| Robeson |
| Rockingham |
| Rowan |
| Rutherford |
| Sampson |
| Scotland |
| Stanly |
| Stokes |
| Surry |
| Swain |
| Transylvania |
| Tyrrell |
| Union |
| Vance |
| Wake |
| Warren |
| Washington |
| Watauga |
| Wayne |
| Wilkes |
| Wilson |
| Yadkin |
| Yancey |