LHK Partners Incorporated Job #2353

Newtown Square, Pennsylvania October 2018

University of Wisconsin – Pre-Election Longitudinal Web Survey

5 States (Wisconsin, Pennsylvania, Michigan, Ohio, North Carolina, PRETEST: Minnesota)

**Wisconsin: n=2,000**

-Milwaukee City

-Rest of Milwaukee DMA (excluding city)

-Madison DMA

-Green Bay DMA

-Rest of WI

**Pennsylvania: n=350**

-Philadelphia City

-Rest of Philadelphia DMA (excluding city)

-Pittsburgh DMA

-Rest of Pennsylvania

**Michigan: n=350**

-Detroit City

-Rest of Detroit DMA (excluding city)

-Grand Rapids, Kalamazoo, Battle Creek DMA

-Rest of Michigan

**Ohio: n=350**

-Cleveland/Akron DMA

-Columbus DMA

-Cincinnati DMA

-Rest of Ohio

**North Carolina: n=350**

-Charlotte DMA

-Raleigh/Durham DMA

-Rest of North Carolina

**PRETEST: Minnesota: n=200**

\*\*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, North Carolina, or Minnesota (PRETEST ONLY) 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 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.\*\*

S7. What is the highest level of education you have completed? (SELECT ONE ANSWER BELOW)

1 High school or less

2 Some college

3 Associate’s degree

4 Bachelor’s degree

5 Master's degree, Doctoral degree, or Professional degree

S8. What is your race? (SELECT ALL THAT APPLY)

1 Black or African American (non-Hispanic)

2 Hispanic

3 White (non-Hispanic)

4 Asian, South Asian or Pacific Islander

5 Native American or American Indian

7 Other

S9. What is your household income? (SELECT ONE ANSWER BELOW)

1 Less than $25,000

2 $25,000 to $49,999

3 $50,000 to $74,999

4 $75,000 to $99,999

5 $100,000 to $149,999

6 $150,000 to $199,999

7 Over $200,000

\*\*Programmer note: Check education, race, and income quotas and terminate if quota is full.\*\*

\*\*Programmer note: In S10, rotate order of codes 1-5, 5-1.\*\*

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

\*\*Programmer note: Rotate codes 1-5, 5-1 in same order as S12.\*\*

S13. In general, would you describe your political views on ECONOMIC issues like taxes, health care, education, and infrastructure as... (SELECT ONE ANSWER BELOW)

1 Very conservative

2 Conservative

3 Moderate

4 Liberal

5 Very liberal

8 Don't know

\*\*Programmer note: Rotate codes 1-5, 5-1 in same order as S12.\*\*

S14. In general, would you describe your political views on SOCIAL and CULTURAL issues like abortion, same sex marriage, and gun control as... (SELECT ONE ANSWER BELOW)

1 Very conservative

2 Conservative

3 Moderate

4 Liberal

5 Very liberal

8 Don’t know

S15. Are you currently…? (SELECT ONE ANSWER BELOW)

1 Married

2 Living with a partner but not married

3 Widowed

4 Divorced

5 Separated

6 Never been married

\*Programmer Note: Code 5 “I don’t have children” cannot be selected along with other responses.\*\*

S16. If you have children, where do they go to school? (SELECT ALL THAT APPLY)

1. Public School

2. Private School

3. Home School

4. They are out of school

5. I don’t have children

\*\*Programmer note: Insert cities based on state:

|  |  |
| --- | --- |
| Wisconsin | Milwaukee, Madison or Green Bay |
| Pennsylvania | Philadelphia, Pittsburgh, or Allentown |
| Ohio | Columbus, Cincinnati, or Cleveland |
| Michigan | Detroit, Grand Rapids, or Warren |
| North Carolina | Charlotte, Raleigh, or Greensboro |
| **PRETEST:** Minnesota | Minneapolis, St Paul, or Rochester |

S17. Would you describe the place where you live as urban, suburban or rural? Urban is a big city like (INSERT CITIES). Suburban is a built up place close to a big city and rural is less built up with fewer people and further away from a big city. (SELECT ONE ANSWER BELOW)

1 Urban

2 Suburban

3 Rural

8 Don’t know

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

\*\*Programmer note: Randomize a-p, but keep m/n and o/p 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. Recent immigrants

i. Labor Union members

j. Small Business owners

k. Deer hunters

l. Evangelical Christians

m. Supporters of (INSERT NAME) (Programmer: rotate)

n. Supporters of (INSERT NAME) (Programmer: rotate)

o. (INSERT STATE) Democrats (Programmer: rotate)

p. (INSERT STATE) Republicans (Programmer: rotate)

**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 during the past 12 months 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 during the past 12 months 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

**POLITICAL NETWORKS**

\*\*Programmer note: Insert text boxes for person’s name/initials. Insert drop down lists for each person per below.\*\*

Q6. Looking back over the last 6 months, who are the people with whom you discussed matters important to you? Please type their first names or initials in the boxes on the left. You may enter up to three people.~~, but must enter at least one person.~~

|  |  |  |  |
| --- | --- | --- | --- |
|  | \*\*Programmer note: Insert drop down lists below for each person 1-3.\*\* | | |
|  | How frequently do you talk?  1 Never  2 Rarely  3 Occasionally  4 Fairly often  5 Very often | Relationship to you?  1 Family  2 Friend  3 Co-Worker  7 Other | Perceived political ideology of person…  1 Strong Democrat  2 Democrat  3 Independent who leans Democrat  4 Independent  5 Independent who leans Republican  6 Republican  7 Strong Republican  9 Don’t know |
| **Person #1 \_\_\_\_** | How frequently do you talk? | Relationship to you? |  |
| **Person #2 \_\_\_\_** | How frequently do you talk? | Relationship to you? |  |
| **Person #3 \_\_\_\_** | How frequently do you talk? | Relationship to you? |  |
| 🞏 Don’t discuss matters important to me with anyone | | | |

\*\*Programmer note: Insert text boxes for news sources. Insert drop down lists for each source per below.\*\*

Q7. Which sources do you use most for news about politics and current events? Please type the names of the sources in the boxes on the left. You may enter up to three sources.~~, but must enter at least one source.~~

|  |  |  |
| --- | --- | --- |
|  | \*\*Programmer note: Drop down lists below for each news source 1-3.\*\* | |
|  | How frequently do you use this source?  1 Never  2 Rarely  3 Occasionally  4 Fairly often  5 Very often | Perceived political slant of the source…  1 Liberal  2 Balanced  3 Conservative  8 Don’t know |
| **News #1 \_\_\_\_** | How frequently do you use this source? | Perceived political slant of the source… |
| **News #2 \_\_\_\_** | How frequently do you use this source? | Perceived political slant of the source… |
| **News #3 \_\_\_\_** | How frequently do you use this source? | Perceived political slant of the source… |
| 🞏 Don’t use any sources for news about politics/current events | | |

**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 Q14.\*\*

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

Q14. Have you ever modified your views because of political content or opinions your friends posted online? (SELECT ONE ANSWER BELOW)

1 Yes

2 No

Q15. Have you ever modified your views after talking about politics with others? (SELECT ONE ANSWER BELOW)

1 Yes

2 No

Q16. Have you ever stopped talking about politics with someone because you disagreed? (SELECT ONE ANSWER BELOW)

1 Yes

2 No

Q17. Have you ever ended a friendship with someone or stopped spending time with a family member because you disagreed about politics? (SELECT ONE ANSWER BELOW)

1 Yes

2 No

**VOTE INTENTION**

\*\*Programmer note: For North Carolina residents, drop “Governor,”. Include for all other states.\*\*

Q18. What are the chances that you will vote in the November 2018 election for [Governor,] Congress, and other offices -- are you absolutely certain to vote, very likely to vote, are the chances 50-50, don't you think you will vote, or did you vote already by voting early or absentee ballot?

1 Absolutely certain

2 Very Likely

3 50-50

4 Will not vote

5 Already voted (early or absentee ballot)

\*\*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** | **PRETEST: Minnesota** |
| 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\* | 01 Tim Walz  02 Jeff Johnson |
| 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\* | 01 Amy Klobuchar  02 Jim Newberger |

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

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

\*\*If Q18=5 (already voted), use “did you” wording. All others use “do you plan to” wording.

Q19. In the governor’s race in (INSERT STATE), who [do you plan to/did you] vote for?

01 (INSERT CANDIDATE 1)

02 (INSERT CANDIDATE 2)

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

98 Don't know

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

\*\*If Q18=5 (already voted), use “did you” wording. All others use “do you plan to” wording.

Q20. In the U.S. Senate race in (INSERT STATE), who [do you plan to/did you] vote for?

01 (INSERT CANDIDATE 1)

02 (INSERT CANDIDATE 2)

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

98 Don't know

**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

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

Q24. Which of the following statements best describes you? I follow the news closely… (SELECT ONE ANSWER BELOW)

1 Only when something important is happening

2 Most of the time, whether or not something important is happening

\*\*Programmer note: Do NOT scramble Q25. Show in grid format.\*\*

Q25. 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. News is not made for someone like me.

b. The news media focus too much on negative stories.

c. I am worn out by the amount of news there is these days.

d. I can’t get enough news these days.

e. I rely on my friends to tell me what’s important when news happens

f. I can be well informed even when I don’t actively follow the news

g. I don’t worry about keeping up with the news because I know news will find me

h. I rely on information from my friends based on what they share on social media.

i. I do not have to seek news because when it breaks, it will get to me over social media.

j. I’m informed about public affairs, even when I do not actively seek news myself.

k. I prefer learning about important issues from family and friends as compared to learning about them from the news.

l. I use the local news media to hold our state’s leaders accountable

m. I use the local news media to help me decide what to think about important issues

n. I use the local news media to help me know what the most important issues are right now

\*\*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.

c. I consider myself well-qualified to participate in politics.

d. I think that I am at least as well-informed about politics and government as most people.

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.

i. Climate change is primarily caused by human activities

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

r. I would rather be represented by a citizen than by a professional politician

s. What people call “compromise” in politics is really just selling out on one’s principles

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)

\*\*Programmer note: Randomize A-F, rotate codes 1-5, 5-1. Ask Q30 wording once, then use “What about when you” wording below for subsequent items.\*\*

~~Q30. People may encounter different mixes of political views in conversation or in news stories. How about you? When you [INSERT ITEM] are the views you hear... (SELECT ONE ANSWER BELOW)~~

~~1 Almost all liberal views~~

Question cut for time, will include in post-election survey

~~2 Mostly liberal but some conservative views~~

~~3 About an equal mix~~

~~4 Mostly conservative but some liberal views~~

~~5 Almost all conservative views~~

~~6 Don’t do this activity~~

~~8 Don’t know~~

~~What about when you [INSERT ITEM]? (SELECT ONE ANSWER BELOW)~~

~~a. have political conversations with family, friends, neighbors and coworkers~~

~~b. go on social media, such as Facebook or Twitter~~

~~c. see news stories in your local newspaper~~

~~d. see news stories on your local TV stations~~

~~e. see news stories on cable news like Fox or MSNBC~~

~~f. listen to talk radio shows about politics~~

**ISSUE POSITIONS (Highlights: consider cutting)**

\*\*Programmer note: Randomize A-I. 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 |

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

\*\*Programmer note: Ask Q33-Q34 for Wisconsin only. All other states skip to Q35.\*\*

Q33. Thinking about the past few years, who would you say has benefited the most from tax cuts in Wisconsin? (SELECT ONE ANSWER BELOW)

1 The wealthiest Wisconsinites

2 The average Wisconsinite

3 The poorest Wisconsinites

8 Don’t know

Q34. Should Wisconsin’s state income tax be a flat tax, where everyone pays the same percentage of their income to the state, or a graduated tax, where people who make more money pay a higher percentage of their income to the state? (SELECT ONE ANSWER BELOW)

1 Flat Tax

2 Graduated Tax

8 Don’t Know

Q35. Which is more important to you: reducing property taxes or increasing spending on public schools? (SELECT ONE ANSWER BELOW)

1 Reduce property taxes

2 Increase spending on public schools

8 Don't know

\*\*Programmer note: Ask Q36 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

\*\*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

Q38. Does the state provide enough support for local public elementary and high schools, or does the state need to increase its support in order for the schools to succeed? (SELECT ONE ANSWER BELOW)

1 Provides enough support

2 Needs to increase support

3 Neither/Makes no difference

4 State should reduce support

8 Don't know

\*\*Programmer note: Ask Q39 for Wisconsin only. All other states skip to Q40.\*\*

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

Q40. How likely do you think it is there will be Russian interference in the upcoming November midterm elections? (SELECT ONE ANSWER BELOW)

1 Very likely

2 Somewhat likely

3 Somewhat unlikely

4 Very unlikely

8 Unsure

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 | Scott Walker |
| Pennsylvania | Tom Wolf |
| Michigan | Rick Snyder |
| North Carolina | Roy Cooper |
| Ohio | John Kasich |
| PRETEST: Minnesota | Mark Dayton |

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. 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-Q53 in grid format. For Q43-Q48 insert names below depending on state. Omit Q47/Q48 for Pennsylvania, Michigan, Ohio, North Carolina, and Minnesota (PRETEST ONLY).\*\*

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

**PERCEPTION OF CHANGES IN COMMUNITY**

\*\*Programmer note: Show in grid format. Randomize A-D.\*\*

Q54. For the following question, use the 1 to 5 scale below to indicate where your opinion falls on the spectrum for each topic.

Thinking about your community, would you say that over the past ten years it has… (SELECT ONE ANSWER PER ITEM)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| a. Gained employment | 1 | 2 | 3 | 4 | 5 | Lost employment |
| b. Gained more population in general | 1 | 2 | 3 | 4 | 5 | Lost more population in general |
| c. Gained more White population | 1 | 2 | 3 | 4 | 5 | Lost more White population |
| d. Gained more college graduates | 1 | 2 | 3 | 4 | 5 | Lost more college graduates |

**~~MATERIALISM/POST-MATERIALISM~~**

Section cut for time, will include in post-election survey

~~\*\*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~~

**RELIGIOUS TRADITIONALISM/MODERNISM**

\*\*Programmer note: Rotate codes 1-3, 3-1.\*\*

Q56. Next, which of these statements comes closest to describing your feelings about the Bible? (SELECT ONE ANSWER BELOW)

1 The Bible is the actual word of God and is to be taken literally, word for word.

2 The Bible is the inspired word of God but not everything in it should be taken literally, word for word.

3 The Bible is an ancient book of fables, legends, history, and moral precepts recorded by men.

Q57. Would you describe yourself as a "born-again" or evangelical Christian, or not? (SELECT ONE ANSWER BELOW)

1 Yes, would

2 No, would not

8 Don’t know

Q58. What is your religious preference – are you Protestant, Roman Catholic, Jewish, Muslim, another religion or no religion? (SELECT ONE ANSWER BELOW)

01 Protestant

02 Roman Catholic

03 Jewish

04 Muslim/Islam

05 Mormon/Latter-Day Saints

06 Other Christian Religion

07 Other Non-Christian Religion

08 No Religion/Atheist/Agnostic

98 Don’t know

**EXPERIMENTS**

\*\*Programmer note: Split each state’s sample so one-third get A, one-third get B, and one-third get C.\*\*

Q62. Thinking just about the state of [INSERT STATE], do you feel things **[INSERT ITEM A-C]** are generally getting a lot better, getting a little better, staying the same, getting a little worse or getting a lot worse? (SELECT ONE ANSWER PER ITEM)

1 Getting a lot better

2 Getting a little better

3 Staying the same

4 Getting a little worse

5 Getting a lot worse

8 Don’t know

a. in [INSERT STATE]

b. for black people in [INSERT STATE]

c. for rural people in [INSERT STATE]

\*\*Programmer note: Split each state’s sample Q63 so one-fourth get A, B, C, and D respectively. For C/D, insert names depending on state. Scramble codes 1-6, keep code 8 last.\*\*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Wisconsin** | **Pennsylvania** | **Michigan** | **Ohio** | **North Carolina** | **PRETEST: Minnesota** |
| Q63c | Scott Walker | Tom Wolf | Gretchen Whitmer | Richard Cordray | Roy Cooper | Tim Walz |
| Q63d | Tony Evers | Scott Wagner | Bill Schuette | Mike DeWine | Thom Tillis | Jeff Johnson |

Q63. If you read in the news that **[INSERT ITEM A-D]** said that (INSERT HE OR SHE WHERE APPROPRIATE) wanted to work across party lines to get something done, which of the options below would best reflect your opinion about why [INSERT SAME ITEM A-D] was pursuing a bi-partisan strategy? (SELECT ONE ANSWER PER ITEM)

1 He is honestly seeking a compromise

2 He thinks that dealmakers have more power

3 He likes the attention

4 He is worried about his political future

5 He is reflecting the views of the people he represents

6 He can’t convince enough people on his own side

8 Don’t know

a. Barack Obama

b. Donald Trump

c. [INSERT NAME]

d. [INSERT NAME]

\*\*Programmer note: Split each state’s sample Q64 so one-fourth get A, B, C, and D respectively. Scramble reponses.\*\*

Q64. Given recent reports about **[INSERT ITEM A-D],** which of the following actions are most likely to make a big difference to address our environmental health? (SELECT ALL THAT APPLY)

1 Restrictions on power plant carbon emissions

2 International agreement to limit emissions

3 Tougher fuel efficiency standards for cars

4 Corporate tax incentives

5 More people driving hybrids

6 People reducing carbon footprints

7 More people recycling

a. the risk of a global climate disaster

b. the possibility to reverse the effects of climate change

c. the risk to [INSERT STATE]’s fragile environment

d. the chance to preserve the cleanliness of [INSERT STATE]’s environment

**RACIAL RESENTMENT**

Next, we want to ask you about how much you agree with some statements about different groups in our society. The responses for each question are strongly disagree, somewhat disagree, neither agree or disagree, somewhat agree, strongly agree. (SELECT ONE ANSWER PER STATEMENT)

\*\*Programmer note: Show Q65-Q68 in grid format. Randomize Q65-Q68.\*\*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Strongly disagree  1 | Somewhat disagree  2 | Neither agree nor disagree  3 | Somewhat agree  4 | Strongly agree  5 | Prefer not to answer  9 |

Q65. Over the past few years, black people have gotten less than they deserve

Q66. Irish, Italian, Jewish, and many other minorities overcame prejudice and worked their way up, black people should do the same without any special favors

Q67. It's really a matter of some people not trying hard enough; if black people would only try harder they could be just as well off as white people

Q68. Generations of slavery and discrimination have created conditions that make it difficult for black people to work their way out of the lower class

\*Programmer note: Randomize codes 1-4 in Q69.\*\*

Q69. Do you happen to know what job or political office is now held by Mike Pence? (SELECT ONE ANSWER BELOW)

1 Vice President

2 Secretary of State

3 Governor of Indiana

4 Senator from Illinois

8 Don’t know

Q70. Whose responsibility is it to determine if a law is constitutional or not ... is it the president, the Congress, or the Supreme Court? (SELECT ONE ANSWER BELOW)

1 President

2 Congress

3 Supreme Court

8 Don’t know

Q71. How much of a majority is required for the U.S. Senate and House to override a presidential veto? (SELECT ONE ANSWER BELOW)

1 A simple majority

2 A two-thirds majority

3 A three-fifths majority

8 Don’t know

Q72. Do you happen to know which party has the most members in the House of Representatives in Washington D.C.? (SELECT ONE ANSWER BELOW)

1 Republican Party

2 Democratic Party

3 It is a tie between the two parties

8 Don’t know

Q73. Would you say that one of the parties is more conservative than the other at the national level? Which party is more conservative? (SELECT ONE ANSWER BELOW)

1 Republican Party

2 Democratic Party

8 Don’t know

**GENERAL POLITICAL PARTICIPATION AND ATTITUDES**

Q74. Some people are registered to vote and others are not. Are you registered to vote in the precinct or ward where you now live, or aren't you? (SELECT ONE ANSWER BELOW)

1 Yes, Registered to Vote

2 No, Not Registered to Vote

8 Don't Know

Q75. How difficult do you find the voting process? (SELECT ONE ANSWER BELOW)

1 Not at all difficult

2 Not too difficult

3 Somewhat difficult

4 Very difficult

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

Q77. Over the **past year,** do you feel the state economy has gotten better, gotten worse, or stayed about the same? (SELECT ONE ANSWER BELOW)

1 Gotten better

2 Gotten worse

3 Stayed the same

8 Don’t know

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

Q79. Thinking about your family's financial situation, would you say you are living comfortably, just getting by, or struggling to make ends meet? (SELECT ONE ANSWER BELOW)

1 Living comfortably

2 Just getting by

3 Struggling

8 Don’t know

Q80. Looking ahead, over the next **ten years** do you expect the state’s environment and natural resources to get cleaner, get more polluted, or stay the same? (SELECT ONE ANSWER BELOW)

1 Get cleaner

2 Get more polluted

3 Stay the same

8 Don’t know

Q81. Looking ahead, over the next **ten years** do you expect the state’s weather to get more extreme, get less extreme, or stay the same? (SELECT ONE ANSWER BELOW)

1 Get more extreme

2 Get less extreme

3 Stay the same

8 Don’t know

**EMOTION MATRIX**

\*\*Programmer note: Present in grid format. Randomize items A-D.\*\*

Q82. Thinking about this November’s elections, would you say you are… (SELECT ONE ANSWER PER ITEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Not at all  1 | Not too much  2 | Somewhat  3 | A great deal  4 |
| a. Enthusiastic | 1 | 2 | 3 | 4 |
| b. Angry | 1 | 2 | 3 | 4 |
| c. Frustrated | 1 | 2 | 3 | 4 |
| d. Hopeful | 1 | 2 | 3 | 4 |

Q83. Are you or any member of your household a member of a local, state or national labor union? (SELECT ONE ANSWER BELOW)

1 Yes, I am

2 Yes, another household member is

3 Yes, both I am and another household member is

4 No, nobody in household

8 Don't know

Q84. Do you or any member of your household work for federal, state, or local government—for example, as a public school teacher, police officer, firefighter, or other government job? (SELECT ONE ANSWER BELOW)

1 Yes

2 No

8 Don't know

Q85. If you have a Twitter account, what is your address or handle? We will not ever publish any work mentioning your handle. We want to get a sense of who you follow and what kinds of people follow you.

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

99 Don’t have Twitter account/prefer not to say

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

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

PRETEST ONLY

\*\*Programmer note: Present in grid format, randomize A-G.\*\*

PT1. The sponsor of this survey is interested in your feedback. Please indicate how much you agree or disagree with the following statements about this survey. (SELECT ONE ANSWER BELOW)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Strongly disagree  1 | Somewhat  disagree  2 | Neither agree  nor disagree  3 | Somewhat  agree  4 | Strongly agree  5 |

a. This survey was engaging

b. The questions in this survey were easy to understand

c. This survey was boring

d. This survey was enjoyable

e. This questions in this survey were easy to complete

f. This survey was tiring

g. This survey was interesting

PT2. Finally, what, if anything, would you change about this survey? (PLEASE TYPE YOUR RESPONSE 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**

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| --- |
| 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 |

**Minnesota**

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| Aitkin |
| Anoka |
| Becker |
| Beltrami |
| Benton |
| Big Stone |
| Blue Earth |
| Brown |
| Carlton |
| Carver |
| Cass |
| Chippewa |
| Chisago |
| Clay |
| Clearwater |
| Cook |
| Cottonwood |
| Crow Wing |
| Dakota |
| Dodge |
| Douglas |
| Faribault |
| Fillmore |
| Freeborn |
| Goodhue |
| Grant |
| Hennepin |
| Houston |
| Hubbard |
| Isanti |
| Itasca |
| Jackson |
| Kanabec |
| Kandiyohi |
| Kittson |
| Koochiching |
| Lac Qui Parle |
| Lake |
| Lake Of The Woods |
| Le Sueur |
| Lincoln |
| Lyon |
| Mcleod |
| Mahnomen |
| Marshall |
| Martin |
| Meeker |
| Mille Lacs |
| Morrison |
| Mower |
| Murray |
| Nicollet |
| Nobles |
| Norman |
| Olmsted |
| Otter Tail |
| Pennington |
| Pine |
| Pipestone |
| Polk |
| Pope |
| Ramsey |
| Red Lake |
| Redwood |
| Renville |
| Rice |
| Rock |
| Roseau |
| St. Louis |
| Scott |
| Sherburne |
| Sibley |
| Stearns |
| Steele |
| Stevens |
| Swift |
| Todd |
| Traverse |
| Wabasha |
| Wadena |
| Waseca |
| Washington |
| Watonwan |
| Wilkin |
| Winona |
| Wright |
| Yellow Medicine |