

Demographics

Q1 Please enter your age.

Q2 What racial or ethnic group best describes you?

White (1)

Black or African-American (2)

Arabic (3)

Hispanic (4)

Asian (5)

American Indian or Alaska Native (6)

Native Hawaiian or other Pacific Islander (7)

Other (8)

Q3 What gender best describes you?

Male (1)

Female (2)

Other (3)

Q4 What is the highest level of school you have completed or the highest degree you have received?

Less than High School (1)

High School / GED (2)

Some college work (3)

Associate degree (4)

Bachelor's degree (5)

Master's degree (6)

Professional degree (PhD, JD, MD) (7)

Q5 Please select the correct statement.

The letter K comes before the letter B in the alphabet. (1)

The letter B comes before the letter K in the alphabet. (2)

There are 100 letters in the alphabet. (3)

There are 10 letters in the alphabet. (4)

Q6 What is your current employment status?

Employed part time outside of the home (1)

Employed full time outside of the home (2)

Student (3)

Retired (4)
Unemployed (5)

Q7 What is your combined annual household income?

Less than \$20,000 (1)
\$20,000 to \$39,999 (2)
\$40,000 to \$59,999 (3)
\$60,000 to \$79,999 (4)
\$80,000 to \$99,999 (5)
\$100,000 to \$149,999 (6)
\$150,000 or more (7)

Q8 How much are your annual healthcare expenditures?

Less than \$2,000 (1)
\$2,000 to \$3,999 (2)
\$4,000 to \$5,999 (3)
\$6,000 to \$7,999 (4)
\$8,000 to \$9,999 (5)
\$10,000 to \$14,999 (6)
\$15,000 to \$15,999 (7)
\$16,000 to \$19,999 (8)
\$20,000 to \$24,999 (9)
\$25,000 to \$29,999 (10)
\$30,000 or more (11)

Q9 Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or what?

Democrat (1)
Republican (2)
Independent (3)
Something else (4)

Q10a Would you call yourself a strong Republican or a not very strong Republican

Strong (1)
Not very strong (2)

Q10b Would you call yourself a strong Democrat or a not very strong Democrat

Strong (1)
Not very strong (2)

Q10c Do you think of yourself as closer to the Republican Party or to the Democratic Party?

Closer to the Republican Party (1)

Closer to the Democratic Party (2)

Neither (3)

Q11 When it comes to politics, would you describe yourself as liberal, conservative, or neither liberal nor conservative?

Liberal (1)

Conservative (2)

Neither (3)

Q12a Would you call yourself very liberal or somewhat liberal?

Very liberal (1)

Somewhat liberal (2)

Q12b Would you call yourself very conservative or somewhat conservative?

Very conservative (1)

Somewhat conservative (2)

Q12c Do you think of yourself as closer to liberals, or conservatives, or neither of these?

Closer to liberals (1)

Closer to conservatives (2)

Neither (3)

Perceived Self-Interest

Q13 (Taxes) Do you feel you are asked to pay more than you should in federal income taxes, about the right amount, or less than you should?

Less than I should (1)

About right (2)

More than I should (3)

Q14 (Health care) Do you feel you are asked to pay more than you should for health insurance, about the right amount, or less than you should?

Less than I should (1)

About right (2)

More than I should (3)

Moral Conviction for each Issue

Q15 To what extent is your opinion on [issue] ...

... a reflection of your core moral beliefs and convictions?

Not at all (1)

Slightly (2)

Moderately (3)

Much (4)

Very much (5)

Q16 To what extent is your opinion on [issue] ...

... deeply connected to your fundamental beliefs about right and wrong?

Not at all (1)

Slightly (2)

Moderately (3)

Much (4)

Very much (5)

Q17 To what extent is your opinion on [issue] ...

... based on a moral principle?

Not at all (1)

Slightly (2)

Moderately (3)

Much (4)

Very much (5)

One Frame for each Issue

Q18 Randomly assigned issue-supporting moral frame (fairness – distinguished by Dem/Rep), issue-opposing moral frame (cheating – distinguished by Dem/Rep), issue-supporting self-interest frame, issue-opposing self-interest frame, or control frame

Strongly oppose (1)

Somewhat oppose (2)

Neither favor nor oppose (3)

Somewhat favor (4)

Strongly favor (5)

Frames – Taxes

Moral-Supporting-Dem

In recent months, the U.S. government has debated a reform of income tax brackets. Some people think it is a good idea to reform income tax distribution. They argue that a reform could level the playing field for vulnerable populations, such as minorities, by lowering taxes for low-income households. How do you feel about reforming income tax?

Moral-Supporting-Rep

In recent months, the U.S. government has debated a reform of income tax brackets. Some people think it is a good idea to reform income tax distribution. They argue that a reform could reward people in proportion to what they contribute to the economy. How do you feel about reforming income tax?

Moral-Opposing-Dem

In recent months, the U.S. government has debated a reform of income tax brackets. Some people think it is a bad idea to reform income tax distribution. They argue that a reform could unfairly benefit wealthy and powerful groups by lowering taxes for the rich. How do you feel about reforming income tax?

Moral-Opposing-Rep

In recent months, the U.S. government has debated a reform of income tax brackets. Some people think it is a bad idea to reform income tax distribution. They argue that a reform could take money from hard-working Americans and give it to undeserving people. How do you feel about reforming income tax?

Self-Interest-Supporting

In recent months, the U.S. government has debated a reform of income tax brackets. The reform would lower your income tax and raise the income tax for other people. How do you feel about this reform?

Self-Interest-Opposing

In recent months, the U.S. government has debated a reform of income tax brackets. The reform would raise your income tax and lower the income tax for other people. How do you feel about this reform?

Control

In recent months, the U.S. government has debated a reform of income tax brackets. Some people think it is a good idea to reform income tax distribution. Others think it is a bad idea. How do you feel about reforming income tax?

Frames – Healthcare

Moral-Supporting-Dem

In recent months, the U.S. government has debated another healthcare reform. Some people think it is a good idea to reform healthcare. They argue that a reform could provide affordable health insurance for low-income households. How do you feel about reforming healthcare?

Moral-Supporting-Rep

In recent months, the U.S. government has debated another healthcare reform. Some people think it is a good idea to reform healthcare. They argue that a reform could make it possible for everyone to opt out of health insurance coverage if they choose to. How do you feel about reforming healthcare?

Moral-Opposing-Dem

In recent months, the U.S. government has debated another healthcare reform. Some people think it is a bad idea to reform healthcare. They argue that a reform could make it impossible for low-income households to afford health insurance. How do you feel about reforming healthcare?

Moral-Opposing-Rep

In recent months, the U.S. government has debated another healthcare reform. Some people think it is a bad idea to reform healthcare. They argue that a reform could lead to unfair subsidies for undeserving people. How do you feel about reforming healthcare?

Self-Interest-Supporting

In recent months, the U.S. government has debated another healthcare reform. The reform would lower your health insurance costs and raise them for other people. How do you feel about reforming healthcare?

Self-Interest-Opposing

In recent months, the U.S. government has debated another healthcare reform. The reform would raise your health insurance costs and lower them for other people. How do you feel about reforming healthcare?

Control

In recent months, the U.S. government has debated another healthcare reform. Some people think it is a good idea to reform healthcare. Others think it is a bad idea. How do you feel about reforming healthcare?