

## 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 Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

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

Q9a Would you call yourself a strong Republican or a not very strong Republican

Strong (1)  
Not very strong (2)

Q9b Would you call yourself a strong Democrat or a not very strong Democrat

Strong (1)  
Not very strong (2)

Q9c 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)

Q10 When it comes to politics, would you describe yourself as liberal, conservative, or neither liberal nor conservative?

Liberal (1)  
Conservative (2)  
Neither (3)

Q11a Would you call yourself very liberal or somewhat liberal?

Very liberal (1)  
Somewhat liberal (2)

Q11b Would you call yourself very conservative or somewhat conservative?

Very conservative (1)  
Somewhat conservative (2)

Q11c 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)

## **Measure Self-Interest**

Q12 (Healthcare) Do you currently have healthcare coverage?  
Yes (1)  
No (2)

Q13 (Healthcare) If Yes: Who currently pays for your healthcare coverage?  
Myself (1)  
Employer (2)  
Mixture of both (3)

Q14 (Healthcare) If Yes: 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)

Q15 (Healthcare) If Yes: Do you feel you are asked to pay more than you should for  
healthcare coverage, about the right amount, or less than you should?  
Less than I should (1)  
About right (2)  
More than I should (3)

Q16 (Abortion) Do you consider religion to be an important part of your life, or not?  
Not very important (1)  
Slightly important (2)  
Somewhat important (3)  
Very important (4)

Q17 (Abortion) Would you say you go to church regularly, often, seldom or never?  
Never (1)  
Seldom (2)  
Regularly (3)  
Often (4)

Q18 (Abortion) Which of the following best describes your sexuality?

Heterosexual / straight (1)

Lesbian / gay woman (2)

Gay man (3)

Bisexual (4)

Other (5)

Q19 (Abortion) What is your marital status?

Married (1)

Separated (2)

Divorced (3)

Widowed (4)

Never married (5)

Domestic / civil partnership (6)

Q20 (Abortion) How many sex partners have you had in the last 12 months?

No partners (1)

1 partner (2)

2 partners (3)

3 partners (4)

4 partners (5)

5-10 partners (6)

More than 10 partners (7)

Q21 (Abortion) How many children have you ever had?

None (1)

1 child (2)

2 children (3)

3 children (4)

4 children (5)

More than 4 children (6)

Q22 (Abortion) If 1 child or more: How old is your youngest child?

## Measure Moral Foundation

Q23 (Harm/Care) When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking? Please rate each statement using this scale:

Not at all relevant (This consideration has nothing to do with my judgments of right and wrong) (1)

Not very relevant (2)

Slightly relevant (3)

Somewhat relevant (4)

Very relevant (5)

Extremely relevant (This is one of the most important factors when I judge right and wrong) (6)

\_\_\_\_\_Whether or not someone suffered emotionally

\_\_\_\_\_ Whether or not someone cared for someone weak or vulnerable  
\_\_\_\_\_ Whether or not someone was cruel

Q24 (Harm/Care) Please read the following sentences and indicate your agreement or disagreement:

Strongly disagree (1)

Moderately disagree (2)

Slightly disagree (3)

Slightly agree (4)

Moderately agree (5)

Strongly agree (6)

\_\_\_\_\_ Compassion for those who are suffering is the most crucial virtue.

\_\_\_\_\_ One of the worst things a person could do is hurt a defenseless animal.

\_\_\_\_\_ It can never be right to kill a human being.

Q25 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)

Q26 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)

Q27 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

Q28 Randomly assigned issue-supporting moral frame, issue-opposing moral frame, 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 – Healthcare

### Moral-Supporting

Over the past years, politicians have repeatedly debated the potential introduction of a universal healthcare plan. One of the options on the table is a single payer tax-based plan.

According to this plan, the government pays for all healthcare costs through taxes. The government does not employ healthcare personnel but instead contracts for these services from private companies. Doctors thus work for private companies, who are in turn hired by the government to provide healthcare to the public. Similar to federal income taxes, healthcare taxes are split into brackets. Those who make more pay more. People with income below the poverty line receive free healthcare.

Some people think it is a good idea to implement this healthcare plan. They argue that this will provide affordable healthcare for everyone. The government needs to look after and provide for its most vulnerable members. Those with low income would otherwise be unable to obtain healthcare coverage and would be unprotected if they get ill.

How do you feel about implementing this healthcare plan?

### Moral-Opposing

Over the past years, politicians have repeatedly debated the potential introduction of a universal healthcare plan. One of the options on the table is a single payer tax-based plan.

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Some people think it is a bad idea to implement this healthcare plan. They argue that this will force many people to give up their current healthcare plans. People will experience serious disruptions to their lives as they might need to accept healthcare services that are of lower quality than their current service.

How do you feel about implementing this healthcare plan?

### Self-Interest-Supporting

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According to this plan, the government pays for all healthcare costs through taxes. The government does not employ healthcare personnel but instead contracts for these services from private companies. Doctors thus work for private companies, who are in turn hired by the government to provide healthcare to the public. Similar to federal income taxes, healthcare taxes are split into brackets. Those who make more pay more. People with income below the poverty line receive free healthcare.

Some people think it is a good idea to implement this healthcare plan. They argue that everybody wants to be healthy and know that they are safe, both financially and medically, if they get ill. They want to look after themselves and their families.

How do you feel about implementing this healthcare plan?

### Self-Interest-Opposing

Over the past years, politicians have repeatedly debated the potential introduction of a universal healthcare plan. One of the options on the table is a single payer tax-based plan.

According to this plan, the government pays for all healthcare costs through taxes. The government does not employ healthcare personnel but instead contracts for these services from private companies. Doctors thus work for private companies, who are in turn hired by the government to provide healthcare to the public. Similar to federal income taxes, healthcare taxes are split into brackets. Those who make more pay more. People with income below the poverty line receive free healthcare.

Some people think it is a bad idea to implement this healthcare plan. They argue that many people do not want to be taxed for healthcare because they want to make their own decisions about their healthcare service. They want to choose how much money they want to pay for healthcare coverage, depending on their and their families' specific needs.

How do you feel about implementing this healthcare plan?

#### Control

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According to this plan, the government pays for all healthcare costs through taxes. The government does not employ healthcare personnel but instead contracts for these services from private companies. Doctors thus work for private companies, who are in turn hired by the government to provide healthcare to the public. Similar to federal income taxes, healthcare taxes are split into brackets. Those who make more pay more. People with income below the poverty line receive free healthcare.

How do you feel about implementing this healthcare plan?

## **Frames – Abortion**

#### Moral-Supporting

Over the past years, there have been several efforts to overturn parts of Roe v. Wade. Roe v. Wade is the 1973 Supreme Court decision that legalized abortion on the federal level. These efforts seek to severely restrict women's rights to abortions.

According to the proposed plans, abortion will only be legal in the first trimester of the pregnancy or if there is a serious health risk to the mother. Costs will not be covered by any health insurance and have to be paid out of pocket. States can no longer choose their own abortion restrictions and have to follow federal regulations.

Some people think it is a good idea to implement these restrictions. They argue that fetuses older than three months are alive and can feel pain. Abortions after the first trimester should thus be illegal. We need to protect these babies, just like we protect all humans.

How do you feel about implementing these abortion restrictions?

#### Moral-Opposing

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According to the proposed plans, abortion will only be legal in the first trimester of the pregnancy or if there is a serious health risk to the mother. Costs will not be covered by any health insurance and have to be paid out of pocket. States can no longer choose their own abortion restrictions and have to follow federal regulations.

Some people think it is a bad idea to implement these restrictions. They argue that we need to respect the sanctity of a woman's body. We need to look after women's health, just like we do for all humans. Severely restricting the possibility to have an abortion will have tremendous negative effects on women's health.

How do you feel about implementing these abortion restrictions?

#### Self-Interest-Supporting

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According to the proposed plans, abortion will only be legal in the first trimester of the pregnancy or if there is a serious health risk to the mother. Costs will not be covered by any health insurance and have to be paid out of pocket. States can no longer choose their own abortion restrictions and have to follow federal regulations.

Some people think it is a good idea to implement these restrictions. They argue that they do not want to pay for other people's mistakes. They do not want their taxes used to fund abortion clinics, which is currently the case. They want to see their taxes used for other purposes.

How do you feel about implementing these abortion restrictions?

#### Self-Interest-Opposing

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According to the proposed plans, abortion will only be legal in the first trimester of the pregnancy or if there is a serious health risk to the mother. Costs will not be covered by any health insurance and have to be paid out of pocket. States can no longer choose their own abortion restrictions and have to follow federal regulations.

Some people think it is a bad idea to implement these restrictions. They argue that women and their partners want to make their own decisions about pregnancies. They do not want to be told that they need to keep their unborn children. They want to decide what is best for their families on their own.

How do you feel about implementing these abortion restrictions?

#### Control

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How do you feel about implementing these abortion restrictions?