Treatment at T1 v. T2 (Unweighted)

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| --- | --- | --- | --- |
| Variable | Values | Treatment at T1 (n = 5080) | Treatment at T2 (n = 5080) |
| Age (P = 1.000) | 18-29 | (12.2%) 621 | (12.2%) 621 |
|  | 30-49 | (30.7%) 1562 | (30.7%) 1562 |
|  | 50-65 | (27.8%) 1412 | (27.8%) 1412 |
|  | Over 65 | (29.2%) 1485 | (29.2%) 1485 |
| Religious Prayer (P = 1.000) Warning: P-value may be incorrect because at least one expected value is less than 5. | A few times a month | (6.0%) 307 | (6.0%) 307 |
|  | A few times a week | (10.8%) 548 | (10.8%) 548 |
|  | Don't know | (4.1%) 207 | (4.1%) 207 |
|  | Never | (25.0%) 1272 | (25.0%) 1272 |
|  | Once a day | (13.0%) 661 | (13.0%) 661 |
|  | Once a week | (3.3%) 170 | (3.3%) 170 |
|  | Seldom | (15.7%) 797 | (15.7%) 797 |
|  | Several times a day | (22.0%) 1116 | (22.0%) 1116 |
|  | skipped | (0.0%) 2 | (0.0%) 2 |
| Religious Importance (P = 1.000) | Not at all important | (29.6%) 1504 | (29.6%) 1504 |
|  | Not too important | (17.6%) 896 | (17.6%) 896 |
|  | Somewhat important | (23.1%) 1171 | (23.1%) 1171 |
|  | Very important | (29.7%) 1509 | (29.7%) 1509 |
| Born Again (P = 1.000) | No | (75.3%) 3824 | (75.3%) 3824 |
|  | Yes | (24.7%) 1256 | (24.7%) 1256 |
| Religious Attendance (P = 1.000) | A few times a year | (10.0%) 506 | (10.0%) 506 |
|  | Don't know | (2.9%) 148 | (2.9%) 148 |
|  | More than once a week | (8.1%) 413 | (8.1%) 413 |
|  | Never | (36.9%) 1876 | (36.9%) 1876 |
|  | Once a week | (15.2%) 771 | (15.2%) 771 |
|  | Once or twice a month | (5.9%) 301 | (5.9%) 301 |
|  | Seldom | (21.0%) 1065 | (21.0%) 1065 |
| Religion (P = 1.000) | Agnostic | (6.9%) 352 | (6.9%) 352 |
|  | Atheist | (9.2%) 468 | (9.2%) 468 |
|  | Buddhist | (2.1%) 106 | (2.1%) 106 |
|  | Eastern or Greek Orthodox | (1.0%) 51 | (1.0%) 51 |
|  | Hindu | (0.5%) 24 | (0.5%) 24 |
|  | Jewish | (4.2%) 215 | (4.2%) 215 |
|  | Mormon | (1.2%) 61 | (1.2%) 61 |
|  | Muslim | (1.3%) 68 | (1.3%) 68 |
|  | Nothing in particular | (23.8%) 1211 | (23.8%) 1211 |
|  | Protestant | (22.3%) 1132 | (22.3%) 1132 |
|  | Roman Catholic | (21.1%) 1072 | (21.1%) 1072 |
|  | Something else | (6.3%) 320 | (6.3%) 320 |
| Political Ideology (P = 1.000) | Conservative | (14.4%) 732 | (14.4%) 732 |
|  | Liberal | (22.2%) 1128 | (22.2%) 1128 |
|  | Moderate | (33.6%) 1705 | (33.6%) 1705 |
|  | Not sure | (6.4%) 323 | (6.4%) 323 |
|  | Very conservative | (8.1%) 409 | (8.1%) 409 |
|  | Very liberal | (15.4%) 783 | (15.4%) 783 |
| Registered to Vote (P = 1.000) | Don't know | (1.4%) 72 | (1.4%) 72 |
|  | No | (7.3%) 370 | (7.3%) 370 |
|  | Yes | (91.3%) 4638 | (91.3%) 4638 |
| Presidential Vote in 2020 (P = 1.000) | Did not vote for President | (14.9%) 757 | (14.9%) 757 |
|  | Donald Trump | (27.7%) 1406 | (27.7%) 1406 |
|  | Howie Hawkins | (0.8%) 42 | (0.8%) 42 |
|  | Jo Jorgensen | (1.5%) 75 | (1.5%) 75 |
|  | Joe Biden | (53.8%) 2735 | (53.8%) 2735 |
|  | Other | (1.3%) 65 | (1.3%) 65 |
| Presidential Vote in 2016 (P = 1.000) Warning: P-value may be incorrect because at least one expected value is less than 5. | Did not vote for President | (25.1%) 1275 | (25.1%) 1275 |
|  | Donald Trump | (26.0%) 1319 | (26.0%) 1319 |
|  | Evan Mcmullin | (0.2%) 12 | (0.2%) 12 |
|  | Gary Johnson | (3.0%) 150 | (3.0%) 150 |
|  | Hillary Clinton | (41.3%) 2098 | (41.3%) 2098 |
|  | Jill Stein | (2.1%) 105 | (2.1%) 105 |
|  | Other | (2.3%) 119 | (2.3%) 119 |
|  | skipped | (0.0%) 2 | (0.0%) 2 |
| Political Party Preference (P = 1.000) | Independent | (3.2%) 161 | (3.2%) 161 |
|  | Lean Democrat | (2.8%) 144 | (2.8%) 144 |
|  | Lean Republican | (1.0%) 53 | (1.0%) 53 |
|  | No Data | (79.8%) 4052 | (79.8%) 4052 |
|  | Not sure | (0.2%) 10 | (0.2%) 10 |
|  | Not very strong democrat | (2.7%) 137 | (2.7%) 137 |
|  | Not very strong republican | (1.3%) 67 | (1.3%) 67 |
|  | Strong Democrat | (7.1%) 362 | (7.1%) 362 |
|  | Strong Republican | (1.9%) 94 | (1.9%) 94 |
| Political Party Affiliation (P = 1.000) | Other | (1.2%) 59 | (1.2%) 59 |
|  | Democrat | (9.8%) 499 | (9.8%) 499 |
|  | Independent | (5.7%) 289 | (5.7%) 289 |
|  | No Data | (79.8%) 4052 | (79.8%) 4052 |
|  | Not sure | (0.4%) 20 | (0.4%) 20 |
|  | Republican | (3.2%) 161 | (3.2%) 161 |
| Has Children (P = 1.000) | No | (74.9%) 3805 | (74.9%) 3805 |
|  | Yes | (25.1%) 1275 | (25.1%) 1275 |
| Household Income (P = 1.000) | 10,000 - 19,000 | (6.0%) 305 | (6.0%) 305 |
|  | 100,000 - 119,999 | (7.3%) 369 | (7.3%) 369 |
|  | 120,000 - 149,999 | (8.7%) 443 | (8.7%) 443 |
|  | 150,000 - 199,999 | (7.5%) 379 | (7.5%) 379 |
|  | 20,000 - 29,999 | (7.5%) 381 | (7.5%) 381 |
|  | 200,000 - 249,999 | (3.3%) 166 | (3.3%) 166 |
|  | 250,000 - 349,999 | (2.5%) 125 | (2.5%) 125 |
|  | 30,000 - 39,999 | (5.8%) 297 | (5.8%) 297 |
|  | 350,000 - 499,999 | (1.2%) 63 | (1.2%) 63 |
|  | 40,000 - 49,999 | (5.2%) 264 | (5.2%) 264 |
|  | 50,000 - 59,999 | (6.7%) 342 | (6.7%) 342 |
|  | 500,000 or more | (0.8%) 41 | (0.8%) 41 |
|  | 60,000 - 69,999 | (5.3%) 267 | (5.3%) 267 |
|  | 70,000 - 79,999 | (7.3%) 369 | (7.3%) 369 |
|  | 80,000 - 99,999 | (9.1%) 462 | (9.1%) 462 |
|  | Less than 10,000 | (5.1%) 260 | (5.1%) 260 |
|  | Prefer not to say | (10.8%) 547 | (10.8%) 547 |
| Employment (P = 1.000) | Full-time | (37.8%) 1922 | (37.8%) 1922 |
|  | Homemaker | (5.5%) 278 | (5.5%) 278 |
|  | Other | (2.8%) 141 | (2.8%) 141 |
|  | Part-time | (11.9%) 607 | (11.9%) 607 |
|  | Permanently disabled | (4.2%) 215 | (4.2%) 215 |
|  | Retired | (27.2%) 1383 | (27.2%) 1383 |
|  | Student | (3.5%) 176 | (3.5%) 176 |
|  | Temporarily laid off | (1.0%) 53 | (1.0%) 53 |
|  | Unemployed | (6.0%) 305 | (6.0%) 305 |
| Marital Status (P = 1.000) | Divorced | (11.6%) 589 | (11.6%) 589 |
|  | Domestic / civil partnership | (4.9%) 249 | (4.9%) 249 |
|  | Married | (48.4%) 2459 | (48.4%) 2459 |
|  | Never married | (27.1%) 1376 | (27.1%) 1376 |
|  | Seperated | (2.2%) 111 | (2.2%) 111 |
|  | Widowed | (5.8%) 296 | (5.8%) 296 |
| Education (P = 1.000) | 2-year | (11.4%) 581 | (11.4%) 581 |
|  | 4-year | (30.9%) 1571 | (30.9%) 1571 |
|  | High school grad | (13.8%) 703 | (13.8%) 703 |
|  | No HS | (2.6%) 132 | (2.6%) 132 |
|  | Post-grad | (18.9%) 959 | (18.9%) 959 |
|  | Some college | (22.3%) 1134 | (22.3%) 1134 |
| Race (P = 1.000) | Asian | (8.1%) 412 | (8.1%) 412 |
|  | Black | (6.6%) 333 | (6.6%) 333 |
|  | Hispanic | (14.3%) 724 | (14.3%) 724 |
|  | Middle Eastern | (0.5%) 27 | (0.5%) 27 |
|  | Native American | (1.4%) 69 | (1.4%) 69 |
|  | Other | (2.9%) 149 | (2.9%) 149 |
|  | Two or more races | (4.2%) 211 | (4.2%) 211 |
|  | White | (62.1%) 3155 | (62.1%) 3155 |
| Gender (P = 1.000) | Man | (45.5%) 2309 | (45.5%) 2309 |
|  | Non-binary | (0.8%) 43 | (0.8%) 43 |
|  | Other | (0.3%) 14 | (0.3%) 14 |
|  | Woman | (53.2%) 2702 | (53.2%) 2702 |
|  | skipped | (0.2%) 12 | (0.2%) 12 |
| Request to Contact (P = 1.000) | No | (0.8%) 39 | (0.8%) 39 |
|  | No Data | (79.8%) 4052 | (79.8%) 4052 |
|  | Yes | (13.4%) 680 | (13.4%) 680 |
|  | not asked | (6.1%) 309 | (6.1%) 309 |
| Permission to Contact (P = 1.000) | No | (1.0%) 51 | (1.0%) 51 |
|  | No Data | (79.8%) 4052 | (79.8%) 4052 |
|  | Yes | (13.1%) 668 | (13.1%) 668 |
|  | not asked | (6.1%) 309 | (6.1%) 309 |
| Consume Social Media News (T2) (P = 1.000) Warning: P-value may be incorrect because at least one expected value is less than 5. | Hardly ever | (3.8%) 191 | (3.8%) 191 |
|  | Never | (3.8%) 192 | (3.8%) 192 |
|  | No Data | (79.8%) 4052 | (79.8%) 4052 |
|  | Often | (7.1%) 361 | (7.1%) 361 |
|  | Sometimes | (5.6%) 283 | (5.6%) 283 |
|  | skipped | (0.0%) 1 | (0.0%) 1 |
| Consume Social Media News (T1) (P = 1.000) Warning: P-value may be incorrect because at least one expected value is less than 5. | Hardly ever | (18.5%) 942 | (18.5%) 942 |
|  | Never | (17.7%) 897 | (17.7%) 897 |
|  | Often | (30.8%) 1564 | (30.8%) 1564 |
|  | Sometimes | (32.9%) 1673 | (32.9%) 1673 |
|  | skipped | (0.1%) 4 | (0.1%) 4 |
| Consume Television News (T2) (P = 1.000) | Hardly ever | (3.9%) 198 | (3.9%) 198 |
|  | Never | (2.6%) 130 | (2.6%) 130 |
|  | No Data | (79.8%) 4052 | (79.8%) 4052 |
|  | Often | (8.1%) 413 | (8.1%) 413 |
|  | Sometimes | (5.6%) 287 | (5.6%) 287 |
| Consume Television News (T1) (P = 1.000) Warning: P-value may be incorrect because at least one expected value is less than 5. | Hardly ever | (20.7%) 1052 | (20.7%) 1052 |
|  | Never | (12.5%) 633 | (12.5%) 633 |
|  | Often | (38.8%) 1970 | (38.8%) 1970 |
|  | Sometimes | (28.0%) 1422 | (28.0%) 1422 |
|  | skipped | (0.1%) 3 | (0.1%) 3 |
| Consume Print News (T2) (P = 1.000) | Hardly ever | (2.2%) 112 | (2.2%) 112 |
|  | Never | (1.5%) 76 | (1.5%) 76 |
|  | No Data | (79.8%) 4052 | (79.8%) 4052 |
|  | Often | (11.3%) 576 | (11.3%) 576 |
|  | Sometimes | (5.2%) 264 | (5.2%) 264 |
| Consume Print News (T1) (P = 1.000) Warning: P-value may be incorrect because at least one expected value is less than 5. | Hardly ever | (12.5%) 634 | (12.5%) 634 |
|  | Never | (13.1%) 666 | (13.1%) 666 |
|  | Often | (46.3%) 2353 | (46.3%) 2353 |
|  | Sometimes | (28.1%) 1425 | (28.1%) 1425 |
|  | skipped | (0.0%) 2 | (0.0%) 2 |
| Interested in News (P = 1.000) | Don't know | (3.2%) 164 | (3.2%) 164 |
|  | Hardly at all | (4.9%) 250 | (4.9%) 250 |
|  | Most of the time | (53.6%) 2723 | (53.6%) 2723 |
|  | Only now and then | (13.2%) 673 | (13.2%) 673 |
|  | Some of the time | (25.0%) 1270 | (25.0%) 1270 |
|  |  |  |  |