Knowledge NETWORKS

TESS 72 - Malhotra
May 2006
- Study Details -

Note: This page may be removed when the questionnaire is sent to the client. However, it must exist in the version sent to Operations.

SNO	9918
Survey Name	TESS 72 – Malhotra
Client Name	TESS
Great Plains Project Number	
Project Director Name	Poom N. / Joe H.
Team/Area Name	Dennis

Sample Criteria	380 gen pop cases
Samvar	xparty7 **xTESS72 (Condition assignment)** values: 1 "no office or party" 2 "office" 3 "party" 4 "office and party" **xideo** [1-9]
Specified Pre-coding Required	
Timing Template Required	
Multi-Media	
Incentive	
Disposition Information (Provide exact descriptions with reference to question numbers and answer list responses for all groups that daily counts are desired)	

TESS 72 - Malhotra
May 2006
- Questionnaire -

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RESEARCH DESIGN:

- THIS IS A BETWEEN SUBJECT DESIGN. RS ARE ASSIGNED TO ONE OF FOUR CONDITIONS.

- REQUESTS **380** SUBJECTS WITH ROUGHLY **95** SUBJECTS PER GROUP.

- EACH RESPONDENT RECEIVES **21** QUESTIONS, FOR A TOTAL OF **8,000** RESPONDENT QUESTIONS.

- RESPONDENTS IN ALL FOUR CONDITIONS WILL BE ASKED TO RANK **7** PUBLIC OFFICIALS IN ORDER OF HOW MUCH THEY SHOULD BE BLAMED FOR THE DAMAGE OF HURRICANE KATRINA. RS IN ALL FOUR CONDITIONS WILL RECEIVE THE PROPER NAMES OF ALL THE OFFICIALS. RS WILL ALSO RECEIVE ADDITIONAL INFORMATION BY CONDITION: (1) NO PUBLIC OFFICE AND NO POLITICAL PARTY (2) PUBLIC OFFICE (3) POLITICAL PARTY NAME (4) PUBLIC OFFICE AND POLITICAL PARTY.

- RESPONDENTS WILL ALSO BE RANDOMLY ASSIGNED TO EITHER FORM A OR FORM B OF THE PRE- AND POST-TREATMENT QUESTIONNAIRE. THE DIFFERENCE BETWEEN THE TWO FORMS IS RESPONSE ORDERING.

PROGRAMMING NOTE: IF A RESPONDENT ATTEMPTS TO GO TO THE NEXT SCREEN WITHOUT ANSWERING A QUESTION, PROMPT ONCE WITH THE FOLLOWING TEXT:

 "WE NOTICED THAT YOU DIDN'T ANSWER THE QUESTION ON THIS PAGE. IT WOULD BE A BIG HELP TO US IF YOU WOULD BE WILLING TO ANSWER IT. THANK YOU."

CONDITION ASSIGNMENTS:

RANDOMLY ASSIGN CASES TO ONE OF THE FOLLOWING CONDITIONS:
1. FORM A
2. FORM B

SAMVAR xTESS72:
1. NO PUBLIC OFFICE AND NO POLITICAL PARTY
2. PUBLIC OFFICE
3. POLITICAL PARTY NAME
4. PUBLIC OFFICE AND POLITICAL PARTY

[DISP]
We would like to ask you a few questions about your thoughts and opinions on the events surrounding Hurricane Katrina, which affected several states in the Gulf Coast of the United States in August and September of 2005.

[MODERATOR CATEGORY QUESTIONS - CATEGORY: INTEREST]

[SP]
[CUSTOM PROMPT]
1. How interested were you in the events surrounding Hurricane Katrina?

[FORM A:]

- ○ Extremely interested
- ○ Very interested
- ○ Moderately interested
- ○ Slightly interested
- ○ Not interested at all

[FORM B:]

- ○ Not interested at all
- ○ Slightly interested
- ○ Moderately interested
- ○ Very interested
- ○ Extremely interested

[SP]
[CUSTOM PROMPT]
2. How closely did you follow the media coverage of the events surrounding Hurricane Katrina?

[FORM A:]

- ○ Extremely closely
- ○ Very closely
- ○ Moderately closely
- ○ A little closely
- ○ Not closely at all

[FORM B:]

- ○ Not closely at all
- ○ A little closely
- ○ Moderately closely
- ○ Very closely
- ○ Extremely closely

[MODERATOR CATEGORY QUESTIONS - CATEGORY: ATTITUDE STRENGTH]

[SP]
[CUSTOM PROMPT]

3. How personally important to you were the events surrounding Hurricane Katrina?

[FORM A:]

- ○ Extremely important
- ○ Very important
- ○ Moderately important
- ○ Slightly important
- ○ Not important at all

[FORM B:]

- ○ Not important at all
- ○ Slightly important
- ○ Moderately important
- ○ Very important
- ○ Extremely important

[MODERATOR CATEGORY QUESTIONS - CATEGORY: KATRINA-SPECIFIC KNOWLEDGE]

[DISPLAY]
Next are some questions about the events surrounding Hurricane Katrina. We want to see how much information about them gets out to the public from television, newspapers and the like. Many people don't know the answers to these questions. Please don't ask someone else for help or look on the Internet or in books, magazines, newspapers, or anywhere else to get the answers. We are interested in the best guess you would make on your own at this moment.

[SP]
4. What was the highest hurricane-category level of Hurricane Katrina?

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5

[SP]
5. Which of the following US states suffered the LEAST property damage as a result of Hurricane Katrina?

- ○ Louisiana

- O Mississippi
- O Florida
- O Alabama

[SP]

6. Which of these numbers comes closest to the official human death toll of Hurricane Katrina?

- O 200
- O 700
- O 1,500
- O 3,000
- O 10,000

[SP]

7. What of these figures comes closest to the total cost of Hurricane Katrina in terms of property damage and revenues from lost business?

- O $70 million
- O $700 million
- O $7 billion
- O $70 billion
- O $700 billion

INSERT NOBACK HERE.

[MODERATOR CATEGORY QUESTIONS - CATEGORY: EMOTIONS]

[DISPLAY]
Now we would like to know something about how the events surrounding Hurricane Katrina made you feel.

[SP]
8. How angry does Hurricane Katrina and its aftermath make you feel?

[FORM A:]

- O Extremely angry
- O Very angry
- O Moderately angry
- O A little angry
- O Not at all angry

[FORM B:]

- O Not at all angry
- O A little angry

⊙ Moderately angry
⊙ Very angry
⊙ Extremely angry

[SP]

9. How sad does Hurricane Katrina and its aftermath make you feel?

[FORM A:]

⊙ Extremely sad
⊙ Very sad
⊙ Moderately sad
⊙ A little sad
⊙ Not at all sad

[FORM B:]

⊙ Not at all sad
⊙ A little sad
⊙ Moderately sad
⊙ Very sad
⊙ Extremely sad

TREATMENT QUESTIONS

[TREATMENT GROUP #1]

[SP; SHOW IF XTESS72=1]
[CUSTOM PROMPT]

10a. Who do you think should be blamed <u>the most</u> for the loss of life and property damage in New Orleans that was caused by Hurricane Katrina?

[RANDOMIZE ORDER OF RESPONSE OPTIONS FOR EACH RESPONDENT]

___ Kathleen Blanco
___ Michael Brown
___ George W. Bush
___ Michael Chertoff
___ Mary Landrieu
___ Ray Nagin
___ David Vitter

[SP]
[CUSTOM PROMPT]

10b. Who do you think should be blamed <u>the second most</u> for the loss of life and property damage in New Orleans that was caused by Hurricane Katrina?

We recognize that it may be difficult to choose, but please give it your best try. We are interested in your best effort to rank everyone listed.

[ALL CHOICES NOT SELECTED IN 10A SHOWN]

[SP]
[CUSTOM PROMPT]
10c. Who do you think should be blamed <u>the third most</u> for the loss of life and property damage in New Orleans that was caused by Hurricane Katrina?

We recognize that it may be difficult to choose, but please give it your best try. We are interested in your best effort to rank everyone listed.

[ALL CHOICES NOT SELECTED IN 10B SHOWN]

[CONTINUE PATTERN FOR 10D, 10E, AND 10F]

[TREATMENT GROUP #2]

[SP SHOW IF XTESS72=2]
[CUSTOM PROMPT]
11a. Who do you think should be blamed <u>the most</u> for the loss of life and property damage in New Orleans that was caused by Hurricane Katrina?

[RANDOMIZE ORDER OF RESPONSE OPTIONS FOR EACH RESPONDENT]

___ Louisiana Governor Kathleen Blanco
___ Federal Emergency Management Agency director Michael Brown
___ President George W. Bush
___ Department of Homeland Security Secretary Michael Chertoff
___ Louisiana Senator Mary Landrieu
___ New Orleans mayor Ray Nagin
___ Louisiana Senator David Vitter

[SP]
[CUSTOM PROMPT]
11b. Who do you think should be blamed <u>the second most</u> for the loss of life and property damage in New Orleans that was caused by Hurricane Katrina?

We recognize that it may be difficult to choose, but please give it your best try. We are interested in your best effort to rank everyone listed.

[ALL CHOICES NOT SELECTED IN 11A SHOWN; CONTINUE PROCESS FOR 11C, 11D, 11E, AND 11F]

[TREATMENT GROUP #3]

[SP; SHOW IF XTESS72=3]
[CUSTOM PROMPT]
12a. Who do you think should be blamed the most for the loss of life and property damage in New Orleans that was caused by Hurricane Katrina?

[RANDOMIZE ORDER OF RESPONSE OPTIONS FOR EACH RESPONDENT]

___ Kathleen Blanco (Democrat)
___ Michael Brown (Republican)
___ George W. Bush (Republican)
___ Michael Chertoff (Republican)
___ Mary Landrieu (Democrat)
___ Ray Nagin (Democrat)
___ David Vitter (Republican)

[SP]
[CUSTOM PROMPT]
12b. Who do you think should be blamed the second most for the loss of life and property damage in New Orleans that was caused by Hurricane Katrina?

We recognize that it may be difficult to choose, but please give it your best try. We are interested in your best effort to rank everyone listed.

[ALL CHOICES NOT SELECTED IN 12A SHOWN; CONTINUE PROCESS FOR 12C, 12D, 12E, AND 12F]

[TREATMENT GROUP #4]

[SP; SHOW IF XTESS72=4]
[CUSTOM PROMPT]
13a. Who do you think should be blamed the most for the loss of life and property damage in New Orleans that was caused by Hurricane Katrina?

[RANDOMIZE ORDER OF RESPONSE OPTIONS FOR EACH RESPONDENT]

___ Louisiana Governor Kathleen Blanco (Democrat)
___ Federal Emergency Management Agency director Michael Brown (Republican)
___ President George W. Bush (Republican)
___ Department of Homeland Security Secretary Michael Chertoff (Republican)
___ Louisiana Senator Mary Landrieu (Democrat)

___ New Orleans mayor Ray Nagin (Democrat)
___ Louisiana Senator David Vitter (Republican)

[SP]
[CUSTOM PROMPT]

13b. Who do you think should be blamed <u>the second most</u> for the loss of life and property damage in New Orleans that was caused by Hurricane Katrina?

We recognize that it may be difficult to choose, but please give it your best try. We are interested in your best effort to rank everyone listed.

[ALL CHOICES NOT SELECTED IN 13A SHOWN; CONTINUE PROCESS FOR 13C, 13D, 13E, AND 13F]

[INSERT NOBACK HERE AFTER Q10B, Q11B, Q12B, OR Q13B DEPENDING ON WHICH ONE THE RESPONDENT ANSWERED.]

[POST-TREATMENT QUESTIONS]

[SP]

14. Who should be most responsible for <u>responding to natural disasters</u>?

[FORM A:]

- ⭘ Federal authorities
- ⭘ State authorities
- ⭘ Local authorities
- ⭘ Private citizens

[FORM B:]

- ⭘ Private citizens
- ⭘ Local authorities
- ⭘ State authorities
- ⭘ Federal authorities

[SP]

15. Who should be most responsible for helping to protect citizens from natural disasters before they happen?

[FORM A:]

- ⭘ Federal authorities
- ⭘ State authorities
- ⭘ Local authorities
- ⭘ Private citizens

[FORM B:]

- O Private citizens
- O Local authorities
- O State authorities
- O Federal authorities

[SP]

16. Which party do you trust more to effectively <u>respond to natural disasters</u>?

[FORM A:]

- O Republican Party
- O Democratic Party
- O Both equally
- O Neither

[FORM B:]

- O Neither
- O Both equally
- O Democratic Party
- O Republican Party

[SP]

17. Which party do you trust more to help protect citizens from natural disasters before they happen?

[FORM A:]

- O Republican Party
- O Democratic Party
- O Both equally
- O Neither

[FORM B:]

- O Neither
- O Both equally
- O Democratic Party
- O Republican Party

[SP]

18. Which party do you trust more to provide social services to American citizens?

[FORM A:]

- O Republican Party
- O Democratic Party

- **O** Both equally
- **O** Neither

[FORM B:]

- **O** Neither
- **O** Both equally
- **O** Democratic Party
- **O** Republican Party

[SP]

19. Which party do you trust more to protect the American people?

[FORM A:]

- **O** Republican Party
- **O** Democratic Party
- **O** Both equally
- **O** Neither

[FORM B:]

- **O** Neither
- **O** Both equally
- **O** Democratic Party
- **O** Republican Party

INSERT NOBACK HERE.

[SP]
[IF XPARTY7=9 'MISSING']

Q20.   Generally speaking, do you think of yourself as a...

Republican	1
Democrat	2
Independent	3
Another party, please specify: _____	4
No preference	5

PROMPT ONCE.

ASK Q21 IF "REPUBLICAN" AT Q20.

[SP]

Q21.   Would you call yourself a...

Strong Republican	1
Not very strong Republican	2

ASK Q22 IF "DEMOCRAT" AT Q20.

[SP]
Q22.   Would you call yourself a...

Strong Democrat 1
Not very strong Democrat.................................2

ASK Q23 IF "INDEPENDENT", "ANOTHER PARTY", OR "NO PREFERENCE" OR REFUSED AT Q20.

[SP]
Q23.   Do you think of yourself as closer to the...

Republican Party 1
Democratic Party..2

COMBINE Q20 AND Q23 WITH XPARTY7 TO MAKE DATA ONLY VARIABLE PARTYID7:
1. STRONG REPUBLICAN   (XPARTY7=1 OR Q21=1)
2. NOT VERY STRONG REPUBLICAN   (XPARTY7=2 OR Q21=2)
3. LEANS REPUBLICAN   (XPARTY7=3 OR Q23=1)
4. INDEPENDENT/OTHER   (XPARTY7=4 OR Q23 = REFUSED)
5. LEANS DEMOCRAT   (XPARTY7=5 OR Q23=2)
6. NOT VERY STRONG DEMOCRAT   (XPARTY7=6 OR Q22=2)
7. STRONG DEMOCRAT   (XPARTY7=7 OR Q22=1)

DERIVE PARTYID3 FROM PARTYID7:
REPUBLICAN   (PARTYID7=1, 2, 3)
INDEPENDENT/OTHER (PARTYID&=4)
DEMOCRAT   (PARTYID7=5, 6, 7)

[SP]
[SHOW IF XIDEO=9 MISSING]
Q24. In general, do you think of yourself as…

Extremely liberal...1
Liberal 2
Slightly liberal 3
Moderate, middle of the road...........................4
Slightly conservative..5
Conservative 6
Extremely conservative 7

INSERT STANDARD CLOSE.