

## Filtering Block

Thank you for your interest in this survey. To determine whether you are eligible, we have eight simple questions.

Are you ...

- ☐ Male
- ☐ Female

In which state do you currently reside?

How old are you...

- ☐ 18-29
- ☐ 30-49
- ☐ 50+

What is the highest level of education that you have attained?

- ☐ Less than a high school degree
- ☐ High school degree or equivalent
- ☐ Some college
- ☐ Bachelor's degree
- ☐ Advanced degree

What race(s) do you consider yourself to be?

- ☐ Black/African American
- ☐ White/Caucasian
- ☐ Native Hawaiian or other Pacific Islander
- ☐ Asian
- ☐ Native American or Alaska Native
- ☐ More than one race

Are you Hispanic or Latino?

- ☐ Yes
- ☐ No

### Party affiliation

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

- ☐ Democrat
- ☐ Republican
- ☐ Independent
- ☐ Other party (please specify below)

Would you call yourself a strong Democrat, or a not very strong Democrat?

- ☐ Strong Democrat
- ☐ Not very strong Democrat

Would you call yourself a strong Republican, or a not very strong Republican?

- ☐ Strong Republican
- ☐ Not very strong Republican

Do you consider yourself closer to the Republican Party or the Democratic Party?

- ☐ Closer to Republican
- ☐ Neither
- ☐ Closer to Democratic

## Consent

**You are being asked to complete a survey that will take approximately 3 to 5 minutes.**

**The survey is being conducted by researchers at Stanford University and University of California, Berkeley. The researchers are interested in studying how people learn.**

**The data that the researchers will collect will be stored at a secure location. No identifying information about you will be made public. Only statistical summaries of the survey responses will be presented in research journals or academic conferences.**

**Your participation is voluntary. You will receive \$0.50 for completing the survey, paid through Amazon Mechanical Turk.**

**There are no known risks associated with this study. Although this study will not benefit you personally, research is likely to add to our scientific knowledge.**

**To participate in the study, you must be at least 18 years old and be a U.S. resident.**

**If you have any questions about the survey, please contact Douglas Ahler at dahler (at) berkeley (dot) edu.**

**If you agree to take the survey, please click “I agree” below.**

- ☐ I agree
- ☐ I do not agree

Thank you for considering doing our task. If you have friends or family who would like to do the task, please let them know how they can take this survey.

## Dem Politicians

When you think about the Democratic Party, which political leader(s) first come to mind? Name up to three.

Name 1

Name 2

Name 3

In the list below, is there another political leader you haven't already mentioned who immediately comes to mind when you think about the Democratic Party?



Hillary Clinton



Joseph Biden



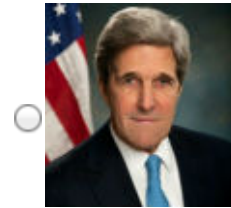
Al Gore



Barack Obama



Bill Clinton



John Kerry



Nancy Pelosi



John F. Kennedy



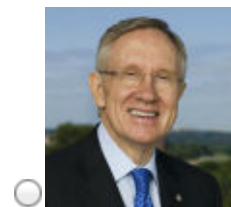
Barney Frank



Franklin D. Roosevelt



Ted Kennedy



Harry Reid

## Rep Politicians

When you think about the Republican Party, which political leader(s) first come to mind? Name up to three.

Name 1

Name 2

Name 3

In the list below, is there another political leader you haven't already mentioned who immediately comes to mind when you think about the Republican Party?



Marco Rubio



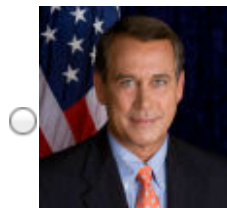
Jeb Bush



George W. Bush



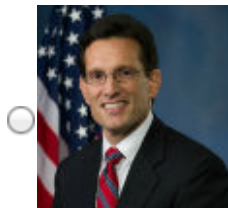
Mitt Romney



John Boehner



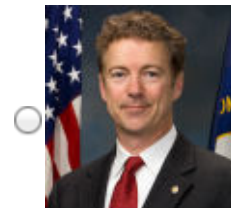
Paul Ryan



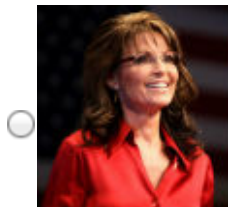
Eric Cantor



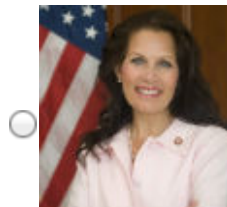
Ronald Reagan



Rand Paul



Sarah Palin



Michele Bachmann



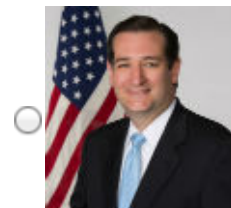
Chris Christie



John McCain



Mitch McConnell



Ted Cruz

### Ideological Ratings of Exemplars

Using the sliding scales below, please place the political leaders according to how liberal or conservative you think they are.

Somewhat

Somewhat

Very

Very liberal    Liberal    liberal    Moderate    conservative    Conservative    conservative

	1	2	3	4	5	6	7
$\{e://Field/rep\_ex\_2\}$							
$\{e://Field/dem\_ex\_mc\}$							
$\{e://Field/dem\_ex\_2\}$							
$\{e://Field/rep\_ex\_1\}$							
$\{e://Field/dem\_ex\_1\}$							
$\{e://Field/rep\_ex\_mc\}$							

## Prototypes - Dems first

We recently conducted a representative survey of Americans. We have randomly paired you with two respondents from that survey (one Democrat and one Republican). **We would like you to give us your best guess about the backgrounds of the two respondents.**

**We will first ask you about Respondent  $\{e://Field/random\_d\}$ , who is a Democrat.**

Do you think respondent  $\{e://Field/random\_d\}$  is poor, middle class, or rich?

- ☐ Poor
- ☐ Middle class
- ☐ Rich

Do you think Respondent  $\{e://Field/random\_d\}$  is ...

- ☐ Catholic
- ☐ Atheist or agnostic
- ☐ Born-again/Evangelical Christian
- ☐ Jewish
- ☐ Other Protestant Christian

☐ Something else

How about Respondent \${e://Field/random\_d}'s race?

☐ Black or African-American

☐ Asian

☐ White

Do you think Respondent \${e://Field/random\_d} is a woman or a man?

☐ Woman

☐ Man

How old do you think Respondent \${e://Field/random\_d} is?

☐ 18-35

☐ 36-50

☐ 50+

Do you think Respondent \${e://Field/random\_d} is college-educated or never went to college?

☐ College Educated

☐ Never went to college

Do you think Respondent \${e://Field/random\_d} is employed or unemployed?

☐ Unemployed

☐ Employed

Do you think Respondent \${e://Field/random\_r} is a member of a union or doesn't belong to any unions?

☐ Not a Union Member

☐ Union Member

**We will now ask you about Respondent \${e://Field/random\_r}, a Republican.**

Do you think Respondent \${e://Field/random\_r} is poor, middle class, or rich?

- ☐ Poor
- ☐ Middle class
- ☐ Rich

Do you think Respondent \${e://Field/random\_r} is ...

- ☐ Jewish
- ☐ Catholic
- ☐ Born-again/Evangelical Christian
- ☐ Atheist or agnostic
- ☐ Other Protestant Christian
- ☐ Something else

What do you think Respondent \${e://Field/random\_r}'s race is?

- ☐ White
- ☐ Black or African-American
- ☐ Asian

Do you think Respondent \${e://Field/random\_r} is a woman or a man?

- ☐ Man
- ☐ Woman

How old do you think Respondent \${e://Field/random\_r} is?



- ☐ 18-35
- ☐ 36-50
- ☐ 50+

Do you think Respondent \${e://Field/random\_r} is college-educated or never went to college?

- ☐ College educated
- ☐ Never went to college

Do you think Respondent \${e://Field/random\_r} is employed or unemployed?

- ☐ Employed
- ☐ Unemployed

Do you think Respondent \${e://Field/random\_r} is a member of a union or doesn't belong to any unions?

- ☐ Not a union member
- ☐ Union member

## Prototypes - Reps first

We recently conducted a representative survey of Americans. We have randomly paired you with two respondents from that survey (one Democrat and one Republican). **We would like you to give us your best guess about the backgrounds of the two respondents.**

**We will first ask you about Respondent \${e://Field/random\_r}, who is a Republican.**

Do you think respondent \${e://Field/random\_r} is poor, middle class, or rich?

- ☐ Poor
- ☐ Middle class
- ☐ Rich

What do you think is Respondent \${e://Field/random\_r}'s religious faith?

- ☐ Born-again/Evangelical Christian
- ☐ Jewish
- ☐ Atheist or agnostic
- ☐ Catholic
- ☐ Other Protestant Christian
- ☐ Something else

How about Respondent \${e://Field/random\_r}'s race?

- ☐ Black or African-American
- ☐ White
- ☐ Asian

Do you think Respondent \${e://Field/random\_r} is a woman or a man?

- ☐ Woman
- ☐ Man

How old do you think Respondent \${e://Field/random\_r} is?

- ☐ 18-35
- ☐ 36-50
- ☐ 50+

Do you think Respondent \${e://Field/random\_r} is college-educated or never went to college?

- ☐ College Educated
- ☐ Never went to college

Do you think Respondent \${e://Field/random\_r} is employed or unemployed?

- ☐ Employed
- ☐ Unemployed

Do you think Respondent \${e://Field/random\_r} is a member of a union or doesn't belong to any unions?

- ☐ Union Member
- ☐ Not a Union Member

**We will now ask you about Respondent \${e://Field/random\_d}, a Democrat.**

Do you think Respondent \${e://Field/random\_d} is poor, middle class, or rich?

- ☐ Poor
- ☐ Middle class
- ☐ Rich

What do you think Respondent \${e://Field/random\_d}'s religion is?

- ☐ Catholic
- ☐ Born-again/Evangelical Christian
- ☐ Jewish
- ☐ Atheist or agnostic
- ☐ Other Protestant Christian
- ☐ Something else

What do you think Respondent \${e://Field/random\_d}'s race is?

- ☐ Asian
- ☐ Black or African-American
- ☐ White

Do you think Respondent \${e://Field/random\_d} is a woman or a man?

- ☐ Woman
- ☐ Man

How old do you think Respondent \${e://Field/random\_d} is?

- ☐ 18-35
- ☐ 36-50
- ☐ 50+

Do you think Respondent \${e://Field/random\_d} is college-educated or never went to college?

- ☐ College educated
- ☐ Never went to college

Do you think Respondent \${e://Field/random\_d} is employed or unemployed?

- ☐ Unemployed
- ☐ Employed

Do you think Respondent \${e://Field/random\_d} is a member of a union or doesn't belong to any unions?

- ☐ Not a union member
- ☐ Union member

### Party ID, Ideology, and Demographics

Which of the following programs do you watch regularly on television? Please check any that you watch at least once a month.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> The Simpsons       | <input type="checkbox"/> The NewsHour with Jim Lehrer | <input type="checkbox"/> CNN Headline News / Newsroom   |
| <input type="checkbox"/> ABS News Nightline | <input type="checkbox"/> BET News                     | <input type="checkbox"/> The Tonight Show with Jay Leno |

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> ABC World News   | <input type="checkbox"/> Good Morning America | <input type="checkbox"/> America This Morning            |
| <input type="checkbox"/> Today Show       | <input type="checkbox"/> CBS Evening News     | <input type="checkbox"/> The Daily Show with Jon Stewart |
| <input type="checkbox"/> NBC Nightly News | <input type="checkbox"/> CBS Morning News     | <input type="checkbox"/> None of these                   |

Here are some additional television programs. Which of these do you watch regularly? Please check any that you watch at least once a month.

- |   |   |  |   |
|---|---|--|---|
| <input type="checkbox"/> 60 Minutes                         | <input type="checkbox"/> Ellen DeGeneres Show | <input type="checkbox"/> Fox News                  | <input type="checkbox"/> Hardball with Chris Matthews |
| <input type="checkbox"/> The Late Show with David Letterman | <input type="checkbox"/> Face the Nation      | <input type="checkbox"/> Frontline                 | <input type="checkbox"/> Rachel Maddow Show           |
| <input type="checkbox"/> The O'Reilly Factor                | <input type="checkbox"/> Fox and Friends      | <input type="checkbox"/> Hannity with Sean Hannity | <input type="checkbox"/> The Early Show               |
| <input type="checkbox"/> None of these                      |   |  |   |

How important is being  $\{e://Field/p\_label\_a\}$  to you?

- ☐ Extremely important
- ☐ Very important
- ☐ Not very important
- ☐ Not important at all

How well does the term  $\{e://Field/p\_label\}$  describe you?

- ☐ Extremely well
- ☐ Very well
- ☐ Not very well
- ☐ Not at all

When talking about  $\{e://Field/p\_label\_p\}$ , how often do you use "we" instead of "they"?

- ☐ All of the time
- ☐ Most of the time
- ☐ Some of the time
- ☐ Rarely
- ☐ Never

To what extent do you think of yourself as being \${e://Field/p\_label\_a}?

- ☐ A great deal
- ☐ Somewhat
- ☐ Very little
- ☐ Not at all

To what extent do you think of yourself as being \${e://Field/p\_label\_a}?

- ☐ A great deal
- ☐ Somewhat
- ☐ Very little
- ☐ Not at all

When it comes to politics, do you think of yourself as a liberal, moderate, conservative, or do you not think in these terms?

- ☐ Liberal
- ☐ Moderate
- ☐ Conservative
- ☐ I don't think in these terms

Do you think of yourself as very liberal, or just somewhat liberal?

- ☐ Very liberal
- ☐ Somewhat liberal

Do you think of yourself as very conservative, or just somewhat conservative?

- ☐ Very conservative
- ☐ Somewhat conservative

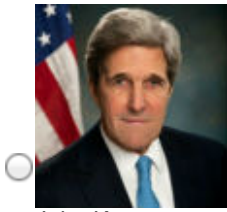
If you had to choose, do you lean one way or the other?

- ☐ Lean liberal
- ☐ Strictly moderate
- ☐ Lean conservative

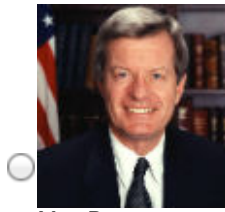
Now, where would you place the two major parties on the liberal-conservative scale?

	Very liberal	Liberal	Somewhat liberal	Moderate	Somewhat conservative	Conservative	Very Conservative
	1	2	3	4	5	6	7
Democratic Party							
Republican Party							

Of the following political leaders, who do you think is most representative of the **extreme** wing of the Democratic Party?



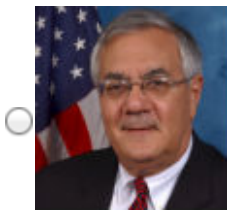
John Kerry



Max Baucus



Elizabeth Warren



Barney Frank



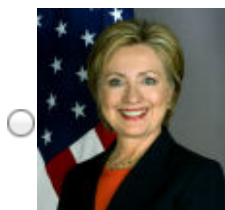
Joseph Biden



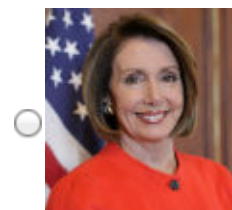
Al Franken



Barack Obama



Hillary Clinton



Nancy Pelosi



Bernie Sanders



Bill Clinton



Harry Reid

Of the following political leaders, who do you think is most representative of the **moderate** wing of the Democratic Party?



Joseph Biden



Hillary Clinton



Bill Clinton



Harry Reid



Bernie Sanders



John Kerry



Barack Obama



Barney Frank



Elizabeth Warren



Nancy Pelosi



Max Baucus



Al Franken

Of the following political leaders, who do you think is most representative of the **extreme** wing of the Republican Party?





John McCain

Rand Paul



Michele Bachmann



John Boehner



Mitch McConnell



Jon Huntsman



Ted Cruz



Marco Rubio



Sarah Palin



Paul Ryan



Susan Collins



George W. Bush



Eric Cantor



Jeb Bush



Chris Christie

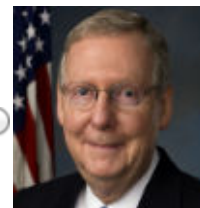
Of the following political leaders, who do you think is most representative of the ***moderate*** wing of the Republican Party?



Susan Collins



Michele Bachmann



Mitch McConnell



Chris Christie



Eric Cantor



John McCain



John Boehner



Jon Huntsman



Marco Rubio



Paul Ryan



Sarah Palin



George W. Bush



Rand Paul



Ted Cruz



Jeb Bush