**QUESTIONNAIRE DATE: FEB 14, 2018**

**PAGE 1**

ASK ALL RESPONDENTS

**[polinterest]** How often do you pay attention to politics and elections?

* Always
* Most of the time
* About half the time
* Some of the time
* Never

**PAGE 2**

PRESENT TO ALL

We are interested in what people learn from television, newspapers, and the like. To measure that, we have a set of factual questions about politics. If you come to one and don’t know the answer, just mark “can’t say” and move on to the next question.

**[know1]**

**[know2]**

**[know3]**

**[know4]**

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PRESENT TO ALL

We now have a question about your favorite color(s).

**[attn\_check]** Recent research suggests a link between personality traits and color preferences. To help us understand these traits, we are interested in information about you. Specifically, we are interested in whether you actually take the time to read the directions; if not, some results may not tell us very much about the real world. To show that you have read the instructions, please ignore the question below about your favorite color(s) and instead check only “blue” and “yellow” as your answers. That's right, ignore the question and just check “blue” and “yellow.” Thank you very much.

* Red
* Orange
* Yellow
* Green
* Blue
* Indigo
* Purple
* Pink
* Black
* Brown

THERMOMETER WIDGET (with labels if possible; see attached for reference)

We’d like to get your feelings toward some of our political leaders and groups in society these days. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward that person or group. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward that person or group and that you don't care too much for that person or group. You would rate the person or group at the 50 degree mark if you don't feel particularly warm or cold toward the person or group.

How would you rate: [RANDOMIZE ORDER OF ITEMS]

**[ftdemparty]** The Democratic Party

**[ftgop]** The Republican Party

**[ftdems]** Democrats

**[ftreps]** Republicans

**[ftgov]** The federal government

**[ftmil]** The U.S. military

**[ftenviro]** Environmentalists

**[ftnews]** The news media

**[fttech]** Leaders of technology companies

**[fttrump]** Donald Trump

**[ftexpert]** Experts

**[ftwup]** White urban professionals

**[ftwf]** People who shop at Whole Foods

**[ftbus]** Business leaders

**[ftveg]** Vegetarians

**[ftyoga]** Yoga instructors

**[fttruck]** Truck drivers

**[ftinsur]** Insurance agents

**[ftarch]** Architects

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Using the same feeling thermometer, we’d now like to ask you about your feelings toward certain words. As a reminder, ratings between 50 and 100 degrees mean that you feel favorable and warm toward that word. Ratings between 0 and 50 degrees mean that you don’t feel favorable toward that word and that you don’t care too much for it. You would rate the word at the 50 degree mark if you don’t feel particularly warm or cold toward that word.

How would you rate: [RANDOMIZE ORDER OF ITEMS]

**[fttough]** Toughness

**[ftmorality]** Morality

**[ftfaith]** Faith

**[ftdiversity]** Diversity

**[ftfamily]** Family

**[ftsensitive]** Sensitive

**[ftduty]** Duty

**[ftcreative]** Creativity

**[ftintel]** Intelligence

**[ftwork]** Work

**[ftplay]** Play

**[ftfix]** Fixed worldview

**[ftfluid]** Fluid worldview

**PAGE 3**

PRESENT TO ALL

Now, we’d like to ask you about how much you trust the following institutions and groups to do what’s right.

ASK ALL RESPONDENTS

How much do you trust the following to do what’s right?

DYNAMIC GRID [RANDOMIZE ORDER OF ITEMS]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Never | Some of the time | Most of the time | Almost always |
| **[trustgov]** The government in Washington |  |  |  |  |
| **[trustmil]** The U.S. Military |  |  |  |  |
| **[trustenv]** Environmentalists |  |  |  |  |
| **[trusttech]** Leaders of technology companies |  |  |  |  |

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PRESENT TO ALL

On to another topic, how important do you believe each of the following is to the United States maintaining a strong democracy?

ASK ALL RESPONDENTS

DYNAMIC GRID [RANDOMIZE ORDER OF ITEMS]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not too important | Somewhat not important | Neither important nor unimportant | Somewhat important | Very important |
| **[dissent]** The rights of people with unpopular view are protected |  |  |  |  |  |
| **[electinteg]** That national elections are open and fair |  |  |  |  |  |
| **[freespeech]** That news organizations are free to criticize political leaders |  |  |  |  |  |
| **[protest]** That people have the right to non-violent protest |  |  |  |  |  |
| **[legtimacy]** That those who lose elections recognize the legitimacy of the winners |  |  |  |  |  |
| **[corruption]** That those elected to office do not use their power to advance their own financial interests |  |  |  |  |  |

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PRESENT TO ALL

Now we’re going to describe various types of political systems and ask what you think about each as a way of governing this country. For each one, would you say it is a very good, fairly good, fairly bad, or very bad way of governing the United States?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Very good | Fairly good | Fairly bad | Very bad |
| Having a strong leader who does not have to bother with Congress and elections |  |  |  |  |
| Having experts, not government, make decisions according to what they think is best for the country |  |  |  |  |
| Having the military rule |  |  |  |  |
| Having a democratic political system |  |  |  |  |

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PRESENT TO ALL

On to another topic, how do you think you might react if a member of your immediate family told you they were going to marry…

ASK ALL RESPONDENTS

DYNAMIC GRID [RANDOMIZE ORDER OF ITEMS]

|  |  |  |  |
| --- | --- | --- | --- |
|  | Happy | Unhappy | Wouldn’t matter |
| **[marrygop]** A Republican |  |  |  |
| **[marrydem]** A Democrat |  |  |  |
| **[marryatheist]** An atheist |  |  |  |
| **[marryfund]** A evangelical or “born again” Christian |  |  |  |
| **[marryrace]** Someone of a different race |  |  |  |
| **[marryintl]** Someone born and raised outside of the U.S. |  |  |  |
| **[marrygun]** A gun owner |  |  |  |
| **[marryedu]** Someone who didn’t attend college |  |  |  |

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PRESENT TO ALL

Now we would like to ask your opinions about how things work in politics today.

ASK ALL RESPONDENTS

**[govdist]** How well do you think the federal government does in distributing government resources across rural, suburban, and urban areas? [RANDOMIZE 1-4/4-1]

* Not well at all
* Somewhat well
* Pretty well
* Very well

**[linkedfate]** How much do you think what happens to other [respondent’s race] people in this country will have something to do with what happens in your life? [RANDOMIZE 1-4/4-1]

* A lot
* Some
* Not very much
* Not at all

PRESENT TO ALL

How much would you say you agree or disagree with the following statements?

**[partnerrace]** The problems of blacks, Hispanics, whites, and Asian Americans are too different for them to be political allies or partners.

* Strongly agree
* Somewhat agree
* Somewhat disagree
* Strongly disagree

**[partnercomm]** The problems of people living in rural and urban areas are too different for them to be political allies or partners.

* Strongly agree
* Somewhat agree
* Somewhat disagree
* Strongly disagree

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PRESENT TO ALL

On another topic…

Although there are a number of qualities that people feel that children should have, every person thinks that some are more important than others. We are going to show you pairs of desirable qualities.

**[auth1]** Please tell us which one you think is more important for a child to have: independence or respect for elders?

* Independence
* Respect for elders

**[auth2]** Please tell us which one you think is more important for a child to have: obedience or self reliance?

* Obedience
* Self reliance

**[auth3]** Please tell us which one you think is more important for a child to have: curiosity or good manners?

* Curiosity
* Good manners

**[auth4]** Please tell us which one you think is more important for a child to have: being considerate or well behaved?

* Considerate
* Well behaved

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PRESENT TO ALL

Now we’d like to ask you some questions about your social circles and the environment in which you live.

ASK ALL RESPONDENTS

**[relax]** When thinking about relaxing, what type of activity are you most likely to do? [OPEN ENDED]

ASK ALL RESPONDENTS

**[vacation]** Thinking about your vacation habits, do you prefer to travel to new places or

mostly go to familiar locations?

* Travel to new places
* Go to familiar locations

ASK ALL RESPONDENTS

**[foodpref]** When you are choosing a place to dine out, would you say you are more likely to: [ROTATE OPTIONS]

* Eat at a restaurant serving traditional American food
* Eat at a restaurant serving international food

ASK ALL RESPONDENTS

**[foodpref]** What type of music are you most likely to listen to? [OPEN ENDED]

ASK ALL RESPONDENTS

**[car]** What kind of car do you drive? Please provide the make and model. [OPEN ENDED]

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PRESENT TO ALL

Now we’d like to ask you about your thoughts and feelings in a variety of situations. For each item, please indicate how well it describes you. Please read each item carefully and answer as honestly as you can.

ASK ALL RESPONDENTS

DYNAMIC GRID [RANDOMIZE ORDER OF ITEMS]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | (0)  Does not describe me well | (1) | (2) Describes me slightly | (3) | (4) Describes me very well |
| **[ec1]** When I see someone being taken advantage of, I feel kind of protective towards them. |  |  |  |  |  |
| **[ec2]** Other people’s misfortunes do not usually disturb me a great deal. |  |  |  |  |  |
| **[ec3]** I would describe myself as a pretty soft-hearted person. |  |  |  |  |  |
| **[pt1]** I sometimes find it difficult to see things from “the other guy”’s perspective. |  |  |  |  |  |
| **[pt2]** If I’m sure I’m right about something, I don’t waste much time listening to other people’s arguments. |  |  |  |  |  |
| **[pt3]** When I’m upset at someone, I usually try to put myself in their shoes for a while. |  |  |  |  |  |

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ASK ALL RESPONDENTS

**[borngood]** Which of the following better describes your view of human nature? [ROTATE OPTIONS]

* People are naturally good and usually will behave honorably unless they are taught bad values, OR
* People are naturally flawed and will often behave dishonorably unless they are taught good values

ASK ALL RESPONDENTS

**[upbringing]** Please tell us how much you agree or disagree with the following statement: “If children aren’t brought up the right way, it is nearly impossible for them to become good people when they grow up.”

* Strongly agree
* Somewhat agree
* Neither agree nor disagree
* Somewhat disagree
* Strongly disagree

ASK RANDOM HALF SAMPLE OF RESPONDENTS

**[redist1]** If you had a say in making up the government’s budget, would you increase spending, decrease spending, or keep spending about the same for people on welfare?

* Increase spending
* Keep spending about the same
* Decrease spending

ASK RANDOM HALF SAMPLE OF RESPONDENTS THAT DID NOT RECEIVE PREVIOUS QUESTION

**[redist2]** If you had a say in making up the government’s budget, would you increase spending, decrease spending, or keep spending about the same when it comes to providing aid to poor people?

* Increase spending
* Keep spending about the same
* Decrease spending

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PRESENT TO ALL

On another topic…

**[climate]** From what you know about global climate change or global warming, which of the following statements comes closest to your opinion?

* Global climate change has been established as a serious problem, and immediate action is necessary.
* There is enough evidence that climate change is taking place and some action should be taken.
* We don’t know enough about global climate change, and more research is necessary before we take any actions.
* Concern about global climate change is exaggerated. No action is necessary.
* Global climate change is not occurring; this is not a real issue.

EXPERIMENTAL TREATMENT

Respondents randomly assigned to one of the following: (1) Control, (2) Environmentalists Treatment, (3) U.S. Military Treatment, (4) Tech Companies Treatment) **[EACH VIGNETTE APPEARS ON ITS OWN PAGE 12]**

Control group does not receive any vignettes.

THIS INTRO TO PRECEDE TREATMENTS:

Now we have some information for you about an ongoing issue.

**Environmentalists treatment:**

A quiet revolution is occurring among environmentalists. Concerns about climate change, which is driven by heat-trapping emissions from fossil fuel combustion, have led to new support for nuclear power. This is because nuclear energy does not emit heat-trapping gases.

Energy analysts have believed for years that greenhouse gas emissions cannot be significantly reduced without relying more on nuclear power. Now environmentalists are stepping forward to offer their support for nuclear energy, believing it is a clean, low-carbon energy source that needs to be expanded. The world’s largest environmental organization has called for environmentalists to reconsider their traditional opposition to nuclear energy.

Opponents to nuclear power say there are too many unanswered questions about its safety and disposing of radioactive nuclear waste. They continue to oppose any efforts to maintain the nation’s current nuclear power infrastructure, much less expand it.

Yet a growing number of environmentalists believe that nuclear power poses limited risks and needs to be part of the solution to reducing greenhouse gas emissions.

**Military treatment:**

A quiet revolution is occurring in the U.S. Military. Concerns about climate change, which is driven by heat-trapping emissions from fossil fuel combustion, have led to new support for nuclear power. This is because nuclear energy does not emit heat-trapping gases.

Energy analysts have believed for years that greenhouse gas emissions cannot be significantly reduced without relying more on nuclear power. Now the U.S. Military is stepping forward to offer its support for nuclear energy, believing it is a clean, low-carbon energy source that needs to be expanded.  A military spokesperson has called for environmentalists to reconsider their opposition to nuclear energy.

Opponents to nuclear power say there are too many unanswered questions about its safety and disposing of radioactive nuclear waste. They continue to oppose any efforts to maintain the nation’s current nuclear power infrastructure, much less expand it.

Yet a growing number of U.S. military leaders believe that nuclear power poses limited risks and needs to be part of the solution to reducing greenhouse gas emissions.

**Tech companies treatment:**

A quiet revolution is occurring among technology leaders such as Microsoft co-founder Bill Gates and Amazon.com founder Jeff Bezos.  Concerns about climate change, which is driven by heat-trapping emissions from fossil fuel combustion, have led to new support for nuclear power.  This is because nuclear energy does not emit heat-trapping gases.

Energy analysts have believed for years that greenhouse gas emissions cannot be significantly reduced without relying more on nuclear power.  Now tech sector leaders are stepping forward to offer their support for nuclear energy, believing it is a clean, low-carbon energy source that needs to be expanded.  A group of prominent tech leaders have called for environmentalists to reconsider their opposition to nuclear energy.

Opponents to nuclear power say there are too many unanswered questions about its safety and disposing of radioactive nuclear waste.  They continue to oppose any efforts to maintain the nation’s current nuclear power infrastructure, much less expand it.

Yet a growing number of tech leaders believe that nuclear power poses limited risks and needs to be part of the solution to reducing greenhouse gas emissions.

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ASK ONLY THOSE RESPONDENTS ASSIGNED TO CONTROL GROUP:

**[controlsupp]** Do you support or oppose the expansion of nuclear power in order to reduce the effects of climate change?

* Strongly support
* Somewhat support
* Somewhat oppose
* Strongly oppose

ASK ONLY THOSE RESPONDENTS ASSIGNED TO ENVIRONMENTALIST TREATMENT:

**[envirosupp]** Do you support or oppose environmentalists’ call for the expansion of nuclear power in order to reduce the effects of climate change?

* Strongly support
* Somewhat support
* Somewhat oppose
* Strongly oppose

ASK ONLY THOSE RESPONDENTS ASSIGNED TO TECH COMPANIES TREATMENT:

**[techsupp]** Do you support or oppose tech companies’ call for the expansion of nuclear power in order to reduce the effects of climate change?

* Strongly support
* Somewhat support
* Somewhat oppose
* Strongly oppose

ASK ALL RESPONDENTS

**[spending]** Suppose that on Election Day you could vote on key issues as well as candidates. Would you vote for or against a law that would increase government spending to find ways to reduce the effects of climate change?

* Definitely vote for
* Probably vote for
* Probably vote against
* Definitely vote against

**[limit]** In an effort to reduce global warming, do you think the federal government should expand reliance on nuclear power plants, or don’t you think so?

* Definitely should limit
* Probably should limit
* Probably should not limit
* Definitely should not limit

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PRESENT TO ALL:

Thank you again for sharing your thoughts and opinions! This survey is being conducted in conjunction with researchers at Vanderbilt University. If you have questions about the survey, please feel free to contact Dr. Marc Hetherington at (615) 322-6240. Have a nice rest of the day.