

**Ability, Motivation, and the Use of Ideology:  
Study 2 Instrument**

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GENERAL INTRODUCTION: In this study, we're interested in evaluating different ways of presenting political information to the public. Ultimately, we'd like to know how best to increase citizens' awareness of what goes on in the political world. In an effort to do this, we will later on present you with some new information about two political candidates. However, we'd like to start by asking you a number of questions about yourself, your attitudes and beliefs, and your knowledge about the world we live in. Please respond to each of the following questions according to the instructions given. In general, there are two things we want you keep in mind as you answer these questions. First, and above all, be ACCURATE. Don't be in such a hurry to respond that you regret your decision. Second, while being accurate, try to respond as QUICKLY as possible.

We'll start with a few questions about yourself and your attitudes.

**NEED TO EVALUATE (16 ITEMS)**

(1) It is very important to me to hold strong opinions.

1. EXTREMELY UNCHARACTERISTIC OF ME
2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME
5. EXTREMELY CHARACTERISTIC OF ME
8. DON'T KNOW
9. REFUSED
0. NA

(2) I like to have strong opinions even when I am not personally involved.

1. EXTREMELY UNCHARACTERISTIC OF ME
2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME
5. EXTREMELY CHARACTERISTIC OF ME
8. DON'T KNOW
9. REFUSED
0. NA

(3) I would rather have a strong opinion than no opinion at all.

1. EXTREMELY UNCHARACTERISTIC OF ME
2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME
5. EXTREMELY CHARACTERISTIC OF ME
8. DON'T KNOW
9. REFUSED
0. NA

(4) I form opinions about everything.

1. EXTREMELY UNCHARACTERISTIC OF ME

2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME
5. EXTREMELY CHARACTERISTIC OF ME
8. DON'T KNOW
9. REFUSED
0. NA

(5) I have many more opinions than the average person.

1. EXTREMELY UNCHARACTERISTIC OF ME
2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME
5. EXTREMELY CHARACTERISTIC OF ME
8. DON'T KNOW
9. REFUSED
0. NA

(6) I enjoy strongly liking and disliking new things.

1. EXTREMELY UNCHARACTERISTIC OF ME
2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME
5. EXTREMELY CHARACTERISTIC OF ME
8. DON'T KNOW
9. REFUSED
0. NA

(7) I often prefer to remain neutral about complex issues.

1. EXTREMELY UNCHARACTERISTIC OF ME
2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME
5. EXTREMELY CHARACTERISTIC OF ME
8. DON'T KNOW
9. REFUSED
0. NA

(8) I only form strong opinions when I have to.

1. EXTREMELY UNCHARACTERISTIC OF ME
2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME
5. EXTREMELY CHARACTERISTIC OF ME
8. DON'T KNOW
9. REFUSED
0. NA

(9) It bothers me to remain neutral.

1. EXTREMELY UNCHARACTERISTIC OF ME
2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME

- 5. EXTREMELY CHARACTERISTIC OF ME
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(10) I pay a lot of attention to whether things are good or bad.

- 1. EXTREMELY UNCHARACTERISTIC OF ME
- 2. SOMEWHAT UNCHARACTERISTIC OF ME
- 3. UNCERTAIN
- 4. SOMEWHAT CHARACTERISTIC OF ME
- 5. EXTREMELY CHARACTERISTIC OF ME
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(11) I want to know exactly what is good and bad about everything.

- 1. EXTREMELY UNCHARACTERISTIC OF ME
- 2. SOMEWHAT UNCHARACTERISTIC OF ME
- 3. UNCERTAIN
- 4. SOMEWHAT CHARACTERISTIC OF ME
- 5. EXTREMELY CHARACTERISTIC OF ME
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(12) I am pretty much indifferent to many important issues.

- 1. EXTREMELY UNCHARACTERISTIC OF ME
- 2. SOMEWHAT UNCHARACTERISTIC OF ME
- 3. UNCERTAIN
- 4. SOMEWHAT CHARACTERISTIC OF ME
- 5. EXTREMELY CHARACTERISTIC OF ME
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(13) I prefer to avoid taking extreme positions.

- 1. EXTREMELY UNCHARACTERISTIC OF ME
- 2. SOMEWHAT UNCHARACTERISTIC OF ME
- 3. UNCERTAIN
- 4. SOMEWHAT CHARACTERISTIC OF ME
- 5. EXTREMELY CHARACTERISTIC OF ME
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(14) There are many things for which I do not have a preference.

- 1. EXTREMELY UNCHARACTERISTIC OF ME
- 2. SOMEWHAT UNCHARACTERISTIC OF ME
- 3. UNCERTAIN
- 4. SOMEWHAT CHARACTERISTIC OF ME
- 5. EXTREMELY CHARACTERISTIC OF ME
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(15) I like to decide that things are really good or really bad.

1. EXTREMELY UNCHARACTERISTIC OF ME
2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME
5. EXTREMELY CHARACTERISTIC OF ME
8. DON'T KNOW
9. REFUSED
0. NA

(16) If something does not affect me, I do not usually determine if it is good or bad.

1. EXTREMELY UNCHARACTERISTIC OF ME
2. SOMEWHAT UNCHARACTERISTIC OF ME
3. UNCERTAIN
4. SOMEWHAT CHARACTERISTIC OF ME
5. EXTREMELY CHARACTERISTIC OF ME
8. DON'T KNOW
9. REFUSED
0. NA

**PERSONAL RELEVANCE OF POLITICS (3 ITEMS)**

(17) Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs most of the time, some of the time, only now and then, or hardly at all?

1. MOST OF THE TIME
2. SOME OF THE TIME
3. ONLY NOW AND THEN
4. HARDLY AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(18) My political attitudes and beliefs are an important reflection of who I am.

1. STRONGLY DISAGREE
2. DISAGREE
3. SLIGHTLY DISAGREE
4. NEITHER DISAGREE NOR AGREE
5. SLIGHTLY AGREE
6. AGREE
7. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(19) In general, my political attitudes and beliefs are an important part of my self-image.

1. STRONGLY DISAGREE
2. DISAGREE
3. SLIGHTLY DISAGREE
4. NEITHER DISAGREE NOR AGREE

5. SLIGHTLY AGREE
6. AGREE
7. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

**POLITICAL EXPERTISE (8 ITEMS)**

INTRODUCTION: Now we have a set of questions concerning the government and various public figures. We want to see how much information about them gets out to the public from television, newspapers, and the like.

[ITEMS 20-27 WILL BE OPEN-ENDED IN FORMAT.]

(20) What job or political office does DICK CHENEY currently hold?

1. CORRECT ANSWER
5. ANSWER IS INCOMPLETE OR WRONG
8. R makes no attempt to guess
9. REFUSED
0. NA

(21) What job or political office does JOHN ROBERTS currently hold?

1. CORRECT ANSWER
5. ANSWER IS INCOMPLETE OR WRONG
8. R makes no attempt to guess
9. REFUSED
0. NA

(22) What job or political office does GORDON BROWN currently hold?

1. CORRECT ANSWER
5. ANSWER IS INCOMPLETE OR WRONG
8. R makes no attempt to guess
9. REFUSED
0. NA

(23) What job or political office does NANCY PELOSI currently hold?

1. CORRECT ANSWER
5. ANSWER IS INCOMPLETE OR WRONG
8. R makes no attempt to guess
9. REFUSED
0. NA

(24) Which political party currently has the most members in the Senate in Washington?

1. CORRECT ANSWER
5. ANSWER IS INCOMPLETE OR WRONG
8. R makes no attempt to guess
9. REFUSED
0. NA

(25) Which political party currently has the most members in the House of Representatives in Washington?

1. CORRECT ANSWER
5. ANSWER IS INCOMPLETE OR WRONG
8. R makes no attempt to guess
9. REFUSED
0. NA

(26) How long is the term of office for a U.S. senator?

1. CORRECT ANSWER
5. ANSWER IS INCOMPLETE OR WRONG
8. R makes no attempt to guess
9. REFUSED
0. NA

(27) Whose responsibility is it to nominate judges to the Federal Courts – the President, the Congress, or the Supreme Court?

1. CORRECT ANSWER
5. ANSWER IS INCOMPLETE OR WRONG
8. R makes no attempt to guess
9. REFUSED
0. NA

**NEED FOR CLOSURE (14 ITEMS)**

(28) In case of uncertainty, I prefer to make an immediate decision, whatever it may be.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(29) When I find myself facing various, potentially valid, alternatives, I decide in favor of one of them quickly and without hesitation.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(30) I prefer to decide on the first available solution rather than to ponder at length what decision I should make.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(31) I get very upset when things around me aren't in their place.

1. STRONGLY DISAGREE

2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(32) Generally, I avoid participating in discussions on ambiguous and controversial problems.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(33) When I need to confront a problem, I do not think about it too much and I decide without hesitation.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(34) When I need to solve a problem, I generally do not waste time in considering diverse points of view about it.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(35) I prefer to be with people who have the same ideas and tastes as myself.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(36) Generally, I do not search for alternative solutions to problems for which I already have a solution available.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(37) I feel uncomfortable when I do not manage to give a quick response to problems that I face.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(38) Any solution to a problem is better than remaining in a state of uncertainty.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(39) I prefer activities where it is always clear what is to be done and how it need to be done.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(40) After having found a solution to a problem I believe that it is a useless waste of time to take into account diverse possible solutions.

1. STRONGLY DISAGREE
2. MODERATELY DISAGREE
3. SLIGHTLY DISAGREE
4. SLIGHTLY AGREE
5. MODERATELY AGREE
6. STRONGLY AGREE
8. DON'T KNOW
9. REFUSED
0. NA

(41) I prefer things to which I am used to those I do not know, and cannot predict.

- 1. STRONGLY DISAGREE
- 2. MODERATELY DISAGREE
- 3. SLIGHTLY DISAGREE
- 4. SLIGHTLY AGREE
- 5. MODERATELY AGREE
- 6. STRONGLY AGREE
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

**PRESENTATION OF CAMPAIGN INFORMATION**

INTRODUCTION: The next part of this study has to do with how people make sense of new political information. In a few moments, you will be shown information about Dan Marcus and Fred Archer, two congressional candidates who will be campaigning against one another for a seat in the US House of Representatives in Washington. Please look this information over, and click on the appropriate button when you are finished and ready to go on. Later on in the study, we will ask you to make some judgments about these candidates.

RESPONDENTS WILL BE ASKED TO CLICK A BUTTON WHEN THEY ARE READY TO GO ON THE SCREEN WITH THE ACTUAL CANDIDATE INFORMATION. ON THIS NEXT SCREEN, THEY WILL BE SHOWN THE FOLLOWING INFORMATION:

	<b>Dan Marcus, Republican</b>	<b>Fred Archer, Democrat</b>
Background	Born: February 11, 1949. Hometown: Erie, Pennsylvania. Education: A.B., University of Pennsylvania; LL.B., Washington University. Career Highlights: US Navy (1967-1971), City Councilman (1976-1980), Assistant Director of State Budgeting (1986-1990), State Senator (1990-present). Married to Ruth, two children - Betty and Mary	Born: March 4, 1947. Hometown: Greensburg, Pennsylvania. Education: A.B., M.B.A., Slippery Rock School of Business. Career Highlights: US Air Force (1966-1969), County Commissioner (1972-1974), State Assemblyman (1980-1988), State Secretary of Commerce (1990-present). Married to Gladys, two children - Frank and Peter.
Taxes and Spending	In order to further economic growth, Dan favors an across-the-board tax cut for individuals and businesses at all income levels. Instead of raising taxes, the government should cut unnecessary programs and increase efficiency in order to balance the federal budget.	Fred supports a targeted tax cut for the middle class. However, he believes that it is more important to protect important programs (such as education) and balance the budget than to pass another across-the-board tax cut that will mainly benefit the wealthy and big corporations.

Health Care	Dan believes the government is not the solution to the nation's health care crisis. He opposes programs that force businesses to provide health care for their workers. Instead, Dan favors limits on damage awards in medical lawsuits, more competition among health professionals, and responsible health habits.	Fred Archer supports the establishment of a federal health insurance program by requiring businesses to insure their workers or contribute to a government health-insurance fund. The program would include prenatal and infant check-ups, regular physical examinations, and essential surgery.
Abortion	Dan Marcus wants to ban abortions in all cases, except those threatening the mother's life. He also advocates the counseling of pregnant women about adoption, education programs that emphasize sexual responsibility and abstinence, and overturning the Supreme Court's Roe v. Wade decision.	Fred supports the abortion rights of women. He also supports the prevention of unwanted pregnancies, counseling pregnant women on their medical options, including abortion, and rules allowing Medicaid to pay for abortions for poor women who are victims of rape and incest.
Environment	Dan takes a strong stand in favor of environmental protection. In order to stem the tide of global warming, he would support U.S. ratification of the Kyoto Protocol limiting fossil-fuel emissions, and would offer businesses special incentives to reduce their own emissions. He is also against opening the Arctic National Wildlife Refuge up for oil exploration and drilling.	Fred believes that the protection of the environment is of utmost important to present and future generations of Americans. In order to help reduce global warming, he supports U.S. ratification of the Kyoto Protocol on fossil-fuel emissions. He also opposes oil exploration and drilling on protected federal lands, including the Arctic National Wildlife Refuge.
Same-Sex Marriage	Dan Marcus strongly opposes same-sex marriage, and he favors a constitutional amendment that would define marriage as being between one man and one woman only. He is also opposed to laws that allow gays and lesbians to enter into "civil unions."	Fred is opposed to same-sex marriage, but he does not favor writing discriminatory language into the Constitution in the form of an amendment banning same-sex marriage. He also believes states and localities should be allowed to offer "civil unions" for gays and lesbians.
Crime and Drugs	Dan favors a war against crime and drugs in our communities. This includes the interdiction of drugs before they cross our borders and crackdowns on casual drug use. He also supports the confiscation of drug-offender possessions and the death penalty for murder, including drug-related murders.	Fred strongly supports federal laws which crack down on drugs and crime. He favors the death penalty for murderers, mandatory sentences for drug kingpins, and a zero-tolerance policy with regard to casual drug use.
Terrorism	Dan favors an aggressive war on terror, at home and abroad. He would renew and strengthen the PATRIOT Act, and would not	Fred favors an approach which is tough on terrorism AND the causes of terrorism. He will work hard with the United

	hesitate to use military force to deal with states that aid terrorists and threaten America - even if it means acting without international support.	Nations and other international organizations to build up broad support for coordinated action against terror groups (including military force if needed) and against poverty, hopelessness, and other sources of terror.
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**DISTRACTOR TASK**

INTRODUCTION: In this study, we are interested in a variety of influences on how people make political choices. Some research suggests that how people make sense of words and phrases in general may have an impact on how they make political choices. So, in the next task, we would like to know something about how people go about guessing words they do not know. We will present you with a number of words in this task - you may know some of them, and you may not know quite a few of them. In each of the following items, the first word you will see is in capital letters--like BEAST. Then there will be five other words. Please indicate the number of the word that comes **closest** to the meaning of the word in capital letters. For example, if the word in capital letters is BEAST, you would say "4" since "animal" comes closer to BEAST than any of the other words.

EXAMPLE:

BEAST

1. afraid
2. words
3. large
4. animal
5. separate

These words are difficult for almost everyone - just give us your best guess if you are not sure of the answer. INDICATE ONE ANSWER FOR EACH ITEM SHOWN.

[NOTE: Items will be shown one at a time on the screen.]

(42) SPACE

1. school
2. noon
3. captain
4. room
5. board
8. DON'T KNOW

(43) BROADEN

1. efface
2. make level
3. elapse
4. embroider
5. widen
8. DON'T KNOW

(44) EMANATE

1. populate
2. free
3. prominent
4. rival
5. come
8. DON'T KNOW

(45) EDIBLE

1. auspicious
2. eligible
3. fit to eat
4. sagacious
5. able to speak
8. DON'TKNOW

(46) ANIMOSITY

1. hatred
2. animation
3. disobedience
4. diversity
5. friendship
8. DON'T KNOW

(47) PACT

1. puissance
2. remonstrance
3. agreement
4. skillet
5. pressure
8. DON'T KNOW

(48) CLOISTERED

1. miniature
2. bunched
3. arched
4. malady
5. secluded
8. DON'T KNOW

(49) CAPRICE

1. value
2. a star
3. grimace
4. whim
5. inducement
8. DON'T KNOW

(50) ACCUSTOM

1. disappoint
2. customary
3. encounter
4. get used to
5. business
8. DON'T KNOW

(51) ALLUSION

1. reference
2. dream
3. eulogy
4. illusion
5. aria
8. DON'T KNOW

**IDEOLOGY (1 BRANCHING ITEM)**

Now, we have a few questions about your general political beliefs.

(52) Generally speaking, would you consider yourself to be a liberal, a conservative, a moderate, or haven't you thought much about this?"

[NOTE: THIS STEM ITEM WILL BE TIMED FOR RESPONSE LATENCY.]

- 1. LIBERAL --> SKIP TO 52a
- 3. CONSERVATIVE --> SKIP TO 52b
- 5. MODERATE --> SKIP TO 52c
- 7. NEITHER [VOL] --> SKIP TO 52c
- 8. DON'T KNOW --> SKIP TO 53
- 9. REFUSED
- 0. HAVEN'T THOUGHT MUCH [DO NOT PROBE] --> SKIP TO 53

(52a) Would you call yourself a strong liberal or a not very strong liberal?

- 1. STRONG LIBERAL --> SKIP TO 53
- 5. NOT VERY STRONG LIBERAL --> SKIP TO 53
- 8. DON'T KNOW --> SKIP TO 53
- 9. REFUSED --> SKIP TO 53
- 0. NA --> SKIP TO 53

(52b) Would you call yourself a strong conservative or a not very strong conservative?

- 1. STRONG CONSERVATIVE --> SKIP TO 53
- 5. NOT VERY STRONG CONSERVATIVE --> SKIP TO 53
- 8. DON'T KNOW --> SKIP TO 53
- 9. REFUSED --> SKIP TO 53
- 0. NA --> SKIP TO 53

(52c) If you had to choose, would you consider yourself a liberal or a conservative?

- 1. LIBERAL
- 3. CONSERVATIVE
- 5. MODERATE [VOL]
- 7. R REFUSES TO CHOOSE [VOL]
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

**PARTY IDENTIFICATION (1 BRANCHING ITEM)**

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

[NOTE: THIS STEM ITEM WILL BE TIMED FOR RESPONSE LATENCY.]

- 1. REPUBLICAN --> SKIP TO 53a
- 2. DEMOCRAT --> SKIP TO 53b
- 3. INDEPENDENT --> SKIP TO 53c
- 4. OTHER PARTY [SPECIFY] --> SKIP TO 53c
- 5. NO PREFERENCE --> SKIP TO 53c
- 8. DON'T KNOW --> SKIP TO CANDIDATE EVALUATIONS
- 9. REFUSED --> SKIP TO CANDIDATE EVALUATIONS
- 0. NA

(53a) Would you call yourself a strong Republican or a not very strong Republican?

- 1. STRONG --> SKIP TO CANDIDATE EVALUATIONS
- 5. NOT VERY STRONG --> SKIP TO CANDIDATE EVALUATIONS
- 8. DON'T KNOW --> SKIP TO CANDIDATE EVALUATIONS
- 9. REFUSED --> SKIP TO CANDIDATE EVALUATIONS
- 0. NA

(53b) Would you call yourself a strong Democrat or a not very strong Democrat?

- 1. STRONG --> SKIP TO CANDIDATE EVALUATIONS
- 5. NOT VERY STRONG --> SKIP TO CANDIDATE EVALUATIONS
- 8. DON'T KNOW --> SKIP TO CANDIDATE EVALUATIONS
- 9. REFUSED --> SKIP TO CANDIDATE EVALUATIONS
- 0. NA

(53c) Do you think of yourself as closer to the Republican Party or to the Democratic party?

- 1. CLOSER TO REPUBLICAN
- 3. NEITHER [VOL]
- 5. CLOSER TO DEMOCRATIC
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

#### CANDIDATE EVALUATIONS

[NOTE: The order in which the two candidates are asked about will be counterbalanced within the global evaluation, trait rating, and emotional reaction item sets.]

INTRODUCTION: Now, we'd like to ask you some questions about the two candidates you just read about. First, we'd like to get your general feelings toward the two candidates. In these items, we'll show you the name of each candidate and we'd like you to rate that candidate using something we call the feeling thermometer. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the candidate. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the candidate and that you don't care too much for that candidate. You would rate the candidate at the 50 degree mark if you don't feel particularly warm or cold toward the candidate.

(54) How about DAN MARCUS? Where on the feeling thermometer would you rate DAN MARCUS?

- 0-100
- 997. DON'T RECOGNIZE
- 998. DON'T KNOW WHERE TO RATE
- 999. REFUSED

(55) How about FRED ARCHER? Where on the feeling thermometer would you rate FRED ARCHER?

- 0-100
- 997. DON'T RECOGNIZE
- 998. DON'T KNOW WHERE TO RATE
- 999. REFUSED

Next, we are going to present you with a list of words and phrases people may use to describe political figures, including the candidates you just read about. For each word or phrase, tell us whether it describes the candidate we name. We'll do this for each of the candidates you just read about.

(56) First, think about DAN MARCUS. In your opinion, does the phrase 'he is HARD-WORKING' describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(57) What about 'He is DECENT...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(58) What about 'He is COMPASSIONATE'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(59) What about 'He COMMANDS RESPECT'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(60) What about 'He is INTELLIGENT'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(61) What about 'He is MORAL'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW

- 9. REFUSED
- 0. NA

(62) What about 'He is KIND'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

- 1. EXTREMELY WELL
- 2. QUITE WELL
- 3. NOT TOO WELL
- 4. NOT WELL AT ALL
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(63) What about 'He is INSPIRING'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

- 1. EXTREMELY WELL
- 2. QUITE WELL
- 3. NOT TOO WELL
- 4. NOT WELL AT ALL
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(64) What about 'He is KNOWLEDGEABLE'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

- 1. EXTREMELY WELL
- 2. QUITE WELL
- 3. NOT TOO WELL
- 4. NOT WELL AT ALL
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(65) What about 'He SETS A GOOD EXAMPLE'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

- 1. EXTREMELY WELL
- 2. QUITE WELL
- 3. NOT TOO WELL
- 4. NOT WELL AT ALL
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(66) What about 'He REALLY CARES ABOUT PEOPLE LIKE YOU'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

- 1. EXTREMELY WELL
- 2. QUITE WELL
- 3. NOT TOO WELL
- 4. NOT WELL AT ALL
- 8. DON'T KNOW
- 9. REFUSED
- 0. NA

(67) What about 'He PROVIDES STRONG LEADERSHIP'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

- 1. EXTREMELY WELL
- 2. QUITE WELL

3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(68) What about 'He UNDERSTANDS PEOPLE LIKE YOU'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(69) What about 'He is FAIR'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(70) What about 'He is IN TOUCH WITH ORDINARY PEOPLE'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(71) What about 'He is HONEST'...does this phrase describe DAN MARCUS extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(72) Now, think about FRED ARCHER. In your opinion, does the phrase 'he is HARD-WORKING' describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(73) What about 'He is DECENT'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(74) What about 'He is COMPASSIONATE'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(75) What about 'He COMMANDS RESPECT'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(76) What about 'He is INTELLIGENT'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(77) What about 'He is MORAL'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(78) What about 'He is KIND'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED

0. NA

(79) What about 'He is INSPIRING'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(80) What about 'He is KNOWLEDGEABLE'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(81) What about 'He SETS A GOOD EXAMPLE'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(82) What about 'He REALLY CARES ABOUT PEOPLE LIKE YOU'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(83) What about 'He PROVIDES STRONG LEADERSHIP'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(84) What about 'He UNDERSTANDS PEOPLE LIKE YOU'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL

4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(85) What about 'He is FAIR'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(86) What about 'He is IN TOUCH WITH ORDINARY PEOPLE'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(87) What about 'He is HONEST'...does this phrase describe FRED ARCHER extremely well, quite well, not too well, or not well at all?

1. EXTREMELY WELL
2. QUITE WELL
3. NOT TOO WELL
4. NOT WELL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

Next, we would like to know something about the specific feelings you have toward the candidates you just read about. In each of the following question, we will name one of the two candidates, and we want you to tell us whether something about that candidate makes you have certain feelings like anger or pride.

(88) First, think about DAN MARCUS. Does DAN MARCUS make you feel ANGRY?

1. EXTREMELY ANGRY
2. QUITE ANGRY
3. NOT TOO ANGRY
4. NOT ANGRY AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(89) Thinking again about DAN MARCUS, does DAN MARCUS make you feel HOPEFUL?

1. EXTREMELY HOPEFUL
2. QUITE HOPEFUL
3. NOT TOO HOPEFUL
4. NOT HOPEFUL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(90) Thinking again about DAN MARCUS, does DAN MARCUS make you feel AFRAID?

1. EXTREMELY AFRAID
2. QUITE AFRAID
3. NOT TOO AFRAID
4. NOT AFRAID AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(91) Thinking again about DAN MARCUS, does DAN MARCUS make you feel PROUD?

1. EXTREMELY PROUD
2. QUITE PROUD
3. NOT TOO PROUD
4. NOT PROUD AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(92) Now, think about FRED ARCHER. Does FRED ARCHER make you feel ANGRY?

1. EXTREMELY ANGRY
2. QUITE ANGRY
3. NOT TOO ANGRY
4. NOT ANGRY AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(93) Thinking again about FRED ARCHER, does FRED ARCHER make you feel HOPEFUL?

1. EXTREMELY HOPEFUL
2. QUITE HOPEFUL
3. NOT TOO HOPEFUL
4. NOT HOPEFUL AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(94) Thinking again about FRED ARCHER, does FRED ARCHER make you feel AFRAID?

1. EXTREMELY AFRAID
2. QUITE AFRAID
3. NOT TOO AFRAID
4. NOT AFRAID AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

(95) Thinking again about FRED ARCHER, does FRED ARCHER make you feel PROUD?

1. EXTREMELY PROUD
2. QUITE PROUD
3. NOT TOO PROUD
4. NOT PROUD AT ALL
8. DON'T KNOW
9. REFUSED
0. NA

**FREE RECALL**

[NOTE: The order in which free recall about the two candidates is asked about will be counterbalanced.]

(96) Is there anything POSITIVE about DAN MARCUS that you can remember from what you read earlier, that would make you want to vote for him?

[RESPONDENTS WILL BE ABLE TO CLICK ON A 'YES' OR 'NO' RESPONSE; THOSE WHO CLICK ON 'YES' WILL HAVE A RESPONSE BOX IN WHICH INDICATE WHAT THEY RECALL. RESPONDENTS WILL THEN BE PROBED UP TO TEN MORE TIMES WITH "Is there anything else POSITIVE about DAN MARCUS that you can remember from what you read earlier, that would make you want to vote for him?" until a NO response is given.]

(97) Is there anything NEGATIVE about DAN MARCUS that you can remember from what you read earlier, that would make you NOT want to vote for him?

[RESPONDENTS WILL BE ABLE TO CLICK ON A 'YES' OR 'NO' RESPONSE; THOSE WHO CLICK ON 'YES' WILL HAVE A RESPONSE BOX IN WHICH INDICATE WHAT THEY RECALL. RESPONDENTS WILL THEN BE PROBED UP TO TEN MORE TIMES WITH "Is there anything else NEGATIVE about DAN MARCUS that you can remember from what you read earlier, that would make you NOT want to vote for him?" until a NO response is given.]

(98) Is there anything POSITIVE about FRED ARCHER that you can remember from what you read earlier, that would make you want to vote for him?

[RESPONDENTS WILL BE ABLE TO CLICK ON A 'YES' OR 'NO' RESPONSE; THOSE WHO CLICK ON 'YES' WILL HAVE A RESPONSE BOX IN WHICH INDICATE WHAT THEY RECALL. RESPONDENTS WILL THEN BE PROBED UP TO TEN MORE TIMES WITH "Is there anything else POSITIVE about FRED ARCHER that you can remember from what you read earlier, that would make you want to vote for him?" until a NO response is given.]

(99) Is there anything NEGATIVE about FRED ARCHER that you can remember from what you read earlier, that would make you NOT want to vote for him?

[RESPONDENTS WILL BE ABLE TO CLICK ON A 'YES' OR 'NO' RESPONSE; THOSE WHO CLICK ON 'YES' WILL HAVE A RESPONSE BOX IN WHICH INDICATE WHAT THEY RECALL. RESPONDENTS WILL THEN BE PROBED UP TO TEN MORE TIMES WITH "Is there anything else NEGATIVE about FRED ARCHER that you can remember from what you read earlier, that would make you NOT want to vote for him?" until a NO response is given.]

**FINAL VOTE CHOICE**

(100) Finally, if you were going to vote in the election you read about, who do you think you would vote for - DAN MARCUS or FRED ARCHER?

[NOTE: THIS ITEM WILL BE TIMED FOR RESPONSE LATENCY.]

1. DAN MARCUS
2. FRED ARCHER
3. NEITHER [VOL]
8. DON'T KNOW [VOL]
9. REFUSED
0. NA