

APPENDIX A: QUESTIONNAIRE

Samvars:

xpanel: 1=pppanel=1; 2=pppanel=2;

xanswer:

1=Bush won by more than 5 percentage points

2=Bush won by less than 5 percentage points

3=Gore won by less than 5 percentage points

4=Gore won by more than 5 percentage points

Directions

Sample: Random cross-section of eligible voters (do not sample non-citizens or people under 18.) Desired sample size 1000.

Experiment design:

There are four experimental groups. The groups vary on two attributes. The attributes should be determined independently so that the number of respondents per experimental cell is roughly equal. Given the desired sample size of 1000 respondents, the desired number of respondents per cell is approximately 250.

Attribute 1.

- Half of the sample is given no more than 60 seconds to answer each question. Once they answer a question, they are not allowed to return to it. Once 60 seconds are over, please forward them to the next question, but they can proceed to the next question before the 60 seconds are over.
- Half of the sample is given up to 24 hours after first viewing the questions in Part 2 to answer them. They are allowed to return to previous questions in Part 2 until they complete all of Part 2. Once the 24 hours are over, please forward them to Section 3.

Attribute 2.

- Half of the sample is given no monetary incentive for answering “knowledge” questions correctly.
- Half of the sample earns the equivalent of \$1 for every knowledge question – every question in Part 2 -- that they answer correctly.

CREATE DATA ONLY VARIABLES:

TIME: 1=60 SECONDS; 2=24 HOURS

MONEY: 1=NO INCENTIVE; 2=\$1 PER CORRECT QUESTION

Note 1.

On each knowledge question screen for the half of the sample who earns \$1 for answering knowledge questions correctly, a reminder of the incentive should be posted. For closed-ended questions the reminder is “**If you answer this question correctly you will earn [the knowledge networks points equivalent of \$1].**” For open-ended percentage-based questions, the reminder is “**If the percentage you enter is within 5 points of the true Census Bureau estimate, you will earn [the knowledge networks points equivalent of \$1].**”

Part 1:Pre-Treatment Questions

[RADIO]

1. In talking to people about elections, we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time. Thinking back to the 2002 midterm election, which of the following statements best describes you:

- I did not vote (in the 2002 midterm election)
- I thought about voting - but didn't
- I usually vote, but didn't in 2002
- I am sure I voted in 2002

[RADIO]

2. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or what?

[rotate first two answers randomly]

- Democrat
- Republican
- Independent
- No Preference
- Don't Know

[RADIO]

[IF Q2=DEMOCRAT]

3A. [ask if “Democrat” checked in initial question]

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

- Strong Democrat
- Not very strong Democrat

[RADIO]

[IF Q2=REPUBLICAN]

3B. [ask if “Republican” checked in initial question]

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

- Strong Republican

Not very strong Republican

[RADIO]

[IF Q2=3, 4, 5 OR SKIP]

3C. Do you think of yourself as closer to the Republican party or to the Democratic party?

[rotate first two answers randomly]

Closer to Democrat party

Close to Republican party

Neither

Don't Know

[RADIO]

4. 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. How often would you say you follow what's going on in government and public affairs?

[randomly vary order first-to-last or last-to-first]

most of the time

some of the time

only now and then

hardly at all

[NO BACK BUTTON]

Part 2: Knowledge Questions.

Instructions:

[DISPLAY]

In the next part of this study, you will be asked 14 questions about politics, public policy, and economics. Many people don't know the answers to these questions, but it is helpful for us if you answer, even if you're not sure what the correct answer is. We encourage you to take a guess on every question. At the end of this study, you will see a summary of how many questions you answered correctly.

[DISPLAY]

[60 SECONDS/NO PAY] [IF TIME=1 AND MONEY=1]

[NO BACK BUTTON AFTER EACH QUESTION]

You will have 1 minute to answer each question. After 1 minute, you will be automatically forwarded to the next question. If you finish answering a question before 1 minute is up, you may proceed to the next question by clicking on the "Next Question" button.

[24 HOURS/NO PAY] [IF TIME=2 AND MONEY=1]

You will have 24 hours to answer these questions from the time you see the first question. Once the 24 hours are up or whenever you decide that you are done, you will be forwarded to the next section and will not be able to return to the knowledge questions. However, before you reach the next section, you may go back to previous knowledge questions by clicking "back" button.

**[60 SECONDS/\$1 PER CORRECT ANSWER] [IF TIME=1 AND MONEY=2]
[NO BACK BUTTON AFTER EACH QUESTION]**

You will have 1 minute to answer each question. After 1 minute, you will be automatically forwarded to the next question. If you finish answering a question before 1 minute is up, you may proceed to the next question by clicking on the "Next Question" button.

In addition, we will pay you for answering questions correctly. You will earn \$1,000 bonus points (\$1) for every correct answer you give. So, if you answer 3 of the 14 questions correctly, you will earn 3,000 bonus points (\$3). If you answer 7 of the 14 questions correctly, you will earn \$7,000 bonus points (\$7). The more questions you answer correctly, the more you will earn.

[24 HOURS/\$1 PER CORRECT ANSWER] [IF TIME=2 AND MONEY=2]

You will have 24 hours to answer these questions from the time you see the first question. Once the 24 hours are up or whenever you decide that you are done, you will be forwarded to the next section and will not be able to return to the knowledge questions. However, before you reach the next section, you may go back to previous knowledge questions by clicking "back" button.

In addition, we will pay you for answering questions correctly. You will earn \$1,000 bonus points (\$1) for every correct answer you give. So, if you answer 3 of the 14 questions correctly, you will earn \$3,000 bonus points (\$3). If you answer 7 of the 14 questions correctly, you will earn \$7,000 bonus points (\$7). The more questions you answer correctly, the more you will earn.

Please answer all of the questions in the time allotted. Thank you.

[FOR QUESTIONS Q5-Q18, PLEASE PUT THE FOLLOWING STATEMENTS ON TOP OF THE SCREEN IN YELLOW]

[IF MONEY=2]

On questions 5-14 and 16-17, a reminder of the incentive should be posted for [60 seconds/\$1 per correct answer] [24 hours/\$1 per correct answer] groups: If you answer this question correctly, you will earn 1,000 bonus points (\$1).

For questions 15 and 18, the reminder should read as follows.
If your answer to this question is within three percentage points of the correct answer, you will earn \$1,000 bonus points (\$1).

[FOR QUESTIONS Q5-Q18, PLEASE CREATE A CODE TO CHECK IF THEY ANSWERED THE QUESTION CORRECTLY. THEN SUM THE NUMBER OF QUESTIONS ANSWERED CORRECTLY IN A DATA ONLY VARIABLE CALLED "CORRECT"]

**[NUMBER BOX TWO DIGITS]
[DO NOT ALLOW DECIMALS]**

5. How long is the term of office for a U.S. Senator? If you do not know the answer, please give us your best guess.

___ Years

[Correct answer (not to be placed on screen): 6 years].

**[NUMBER BOX 0-100]
[DO NOT ALLOW DECIMALS]**

6. Of the 100 members of the U.S. Senate, how many are members of the Republican party? If you do not know the answer, please give us your best guess.

(open-ended, allow only numbers between 0 and 100. Do not allow text.)

[Correct answer (not to be placed on screen): 51].

[RADIO]

7. What was the outcome of the 2000 Presidential Election in the state in which you now live? If you do not know the answer, please give us your best guess.

[randomly vary order first-to-last or last-to-first]

- Bush won by more than 5 percentage points
- Bush won by less than 5 percentage points
- Gore won by less than 5 percentage points
- Gore won by more than 5 percentage points

[Correct answer (not to be placed on screen): depends on state of residence. We have a table of correct answers that we can send when needed.]

[RADIO]

8. President Bush proposed a "Striving Readers initiative" to help high school students who are not reading as well as they should be for their age. What is the

status of the Striving Readers program? If you do not know the answer, please give us your best guess.

[rotate answers randomly]

- The program was implemented in 2002 and has already led to a 1.3% increase in functional literacy among high school students.
- President Bush has proposed to fund this program at \$100 million in his 2005 budget.
- President Bush proposed this program, but did not include any funding for it in his 2005 budget.
- The program started last year, but in his 2005 budget President Bush proposed to cut its funding by \$200 million.

[Correct answer (not to be placed on screen): President Bush has proposed to fund this program at \$100 million in his 2005 budget.]

[RADIO]

9. In the key Senate vote on October 11, 2002, how many Democratic Senators voted to give President Bush the authority to attack Iraq? If you do not know the answer, please give us your best guess.

[randomly vary order first-to-last or last-to-first]

- None of them
- Two Democratic senators
- About a quarter of all Democratic senators
- A majority of all Democrats in the Senate, but not all of them
- All Democratic senators

[Correct answer (not to be placed on screen): A majority of all Democrats in the Senate, but not all of them].

[RADIO]

10. A line-item veto allows the president to sign a budget bill while cutting specific spending items and tax expenditures that he disapproves. The Supreme Court recently ruled one version of the line-item veto unconstitutional. Other versions of the line-item veto are less likely to be overruled by the court. Which of the following statements best describes the presidential candidates' positions on new versions of the line item veto? If you do not know the answer, please give us your best guess.

[rotate answers randomly]

- President Bush and Senator Kerry both oppose the line-item veto.
- President Bush supports a line-item veto, while Senator Kerry opposes it.
- Senator Kerry supports a line-item veto, while President Bush opposes it.
- President Bush and Senator Kerry both support a line-item veto.

[Correct answer (not to be placed on screen): President Bush and Senator Kerry both support a line-item veto.]

[RADIO]

11. As you may know, a special government commission—called the “9/11 Commission,” investigated the circumstances surrounding the September 11 attacks and recently issued its final report. Which statement most accurately represents the Commission’s conclusions about the relationship between Iraq and al Qaeda? If you do not know the answer, please give us your best guess.

[randomly vary order first-to-last or last-to-first]

They had no connection at all

A few al-Qaeda individuals visited Iraq or had contact with Iraqi officials

Iraq gave substantial financial support to al-Qaeda, but was not involved in the September 11th attacks

Iraq was directly involved in carrying out the September 11th attacks

[Correct answer (not to be placed on screen): A few al-Qaeda individuals visited Iraq or had contact with Iraqi officials.]

[RADIO]

12. Compared with the citizens of Western European countries, do you think Americans pay a higher percentage of their income in taxes, a smaller percentage of their income in taxes, or about the same percentage of their income in taxes? If you do not know the answer, please give us your best guess.

[rotate answers randomly]

A higher percentage

A smaller percentage

About the same percentage

[Correct answer (not to be placed on screen): A smaller percentage.]

[RADIO]

13. The U.S. Bureau of Labor Statistics counts a person as unemployed if they are not employed at any job and are looking for work. By this definition, what percentage of Americans was unemployed in August of 2004? If you do not know the answer, please give us your best guess.

[randomly vary order first-to-last or last-to-first]

around 11 percent

around 9 percent

around 7 percent

around 5 percent

around 3 percent

[Correct answer (not to be placed on screen): around 5 percent]

[RADIO]

14. There is a federal estate tax – that is, a tax on the money people leave to others when they die. What percentage of Americans leaves enough money to others for the federal estate tax to kick in? If you do not know the answer, please give us your best guess.

[randomly vary order first-to-last or last-to-first]

- About 95% of all Americans
- About 70% of all Americans
- About 50% of all Americans
- About 25% of all Americans
- Less than 5% of all Americans

[Correct answer (not to be placed on screen): Less than 5% of all Americans]

[NUMBER BOX]

[ALLOW ONE DECIMAL]

[0-99]

15. In August 2004, the United States Census Bureau reported an estimate of the number of Americans without health insurance. The Census Bureau classified people as uninsured if they were not covered by any type of health insurance at any time in 2003. By this definition, what percentage of Americans did not have health insurance in 2003? If you do not know the answer, please give us your best guess.

(open-ended. Allow only numbers between 0 and 99. Perhaps followed by the word “percent.” Do not allow text.)

_____ Percent

[Correct answer (not to be placed on screen): 15.6 percent. Score as “correct” any answer between 12.6 and 18.6 percent.]

[RADIO]

16. The outstanding public debt of the United States is the total amount of money owed by the federal government. Every year the government runs a deficit, the size of the public debt grows. Every year the government runs a surplus, the size of the public debt shrinks. In January of 2001, when President Bush took office, the outstanding public debt of the United States was approximately 5.7 trillion dollars. Which of the following responses is closest to the outstanding public debt today? If you do not know the answer, please give us your best guess.

[randomly vary order first-to-last or last-to-first]

- Less than 3.5 trillion dollars
- 4.5 trillion dollars
- 5.5 trillion dollars
- 6.5 trillion dollars
- 7.5 trillion dollars
- 8.5 trillion dollars
- More than 9.5 trillion dollars

[Correct answer (not to be placed on screen): 7.5 trillion dollars]

[RADIO]

17. John Kerry says that he would eliminate the Bush tax cuts on families making how much money? If you do not know the answer, please give us your best guess.

[randomly vary order first-to-last or last-to-first]

- Over 50,000 a year
- Over 100,000 a year
- Over 150,000 a year
- Over 200,000 a year
- Over 500,000 a year

[Correct answer (not to be placed on screen): Over 200,000 a year]

[NUMBER BOX]

[ALLOW ONE DECIMAL]

[0-99]

18. In August 2004, the Census Bureau reported how many Americans live in poverty. The poverty threshold depends on the size of the household. For example, a person under age 65 is considered to live in poverty if his or her 2003 income was below \$9,573 and a family of four is considered to live in poverty if its 2003 income was below \$18,810. By this definition, what percentage of Americans lived in poverty in 2003? If you do not know the answer, please give us your best guess.

(open-ended. Allow only numbers between 0 and 99. Perhaps followed by the word "percent." Do not allow text.)

_____ Percent

[Correct answer (not to be placed on screen): 12.5 percent. Score as correct any answer between 9.5 percent and 15.5 percent]

[DISPLAY]

[IF TIME=24 HOURS]

This is the last knowledge question. You may go back and change your answers until your 24 hours are up. Once you go to the next screen, you will not be able to go back.

If you are done with the knowledge questions and would like to find out how many you answered correctly, please click on "next question."

Please remember that you will only get credit for taking this survey if you complete the next part within 24 hours.

[NO BACK BUTTON]

Part 3: *Post-Treatment Questions*

[DISPLAY]

You have now reached the end of the section where the questions had correct and incorrect answers. We are now calculating the number of questions you answered correctly and will show you how you did momentarily. In the meantime, please answer a few simple questions that have no right or wrong answers. After you finish the next few questions, we will show you how many questions you answered correctly.

[GRID]

19. Please indicate whether you agree or disagree with each of the following statements. (Strongly Disagree, Disagree, Agree, Strongly Agree)

(show all items on one screen using response grid; randomly rotate items)

I prefer a concise summary of the news to in-depth reporting.

Following the news is not my idea of fun.

I like complex news stories even if they require my full attention.

I prefer detailed news coverage to news headlines even if it requires more time.

I'm often bored by two news stories on the same topic.

I hate to miss the news.

[RADIO]

20. There has been a lot of talk recently about eliminating the estate tax (a tax on large inheritances). Do you favor or oppose eliminating the federal estate tax?

[rotate first two answers randomly]

Favor eliminating the estate tax

Oppose eliminating the estate tax

No opinion

[RADIO]

[ASK IF R ANSWERS "NO OPINION" IN Q20]

20A. Thank you for your response. Think for a moment of what position you would take if you absolutely had to choose. Would you favor or oppose eliminating the federal estate tax?

[rotate two answers randomly]

Favor eliminating the estate tax

Oppose eliminating the estate tax

[RADIO]

21. So far as you know now, do you expect to vote in the national elections this coming November or not?

- No, definitely not
- No, probably not
- I don't know yet
- Yes, probably
- Yes, definitely

[RADIO]

[ASK IF R ANSWERS "YES, PROBABLY" OR "YES, DEFINITELY" IN Q22]

22A. Who do you think you will vote for in the election for president?

[randomly vary order first-to-last or last-to-first for first 5 answers; last two are always last]

- I will definitely vote for John Kerry
- I will probably vote for John Kerry
- I am undecided
- I will probably vote for George Bush
- I will definitely vote for George Bush

- I will vote for another candidate
- I will not vote in this election

[RADIO]

[ASK IF R ANSWERS "NO, PROBABLY NOT" OR "NO, DEFINITELY NOT" OR "I DON'T KNOW YET" OR IF REFUSED IN Q22]

22B. If you decided to vote in the election in November, who do you think you would vote for in the election for president?

[randomly vary order first-to-last or last-to-first for first 5 answers; last is always last]

- I would definitely vote for John Kerry
- I would probably vote for John Kerry
- I am undecided
- I would probably vote for George Bush
- I would definitely vote for George Bush

- I would vote for another candidate

[NO BACK BUTTON]

[RADIO]

[PROMPT IF SKIP]

23. Are you a citizen of the United States?

- Yes
- No

