UnderStandingAmericaStudy

Survey author(s): Yongchao Ma and Michael Traugott

Fielded September 26, 2024 - November 5, 2024

Contents

1 INTRODUCTION

This UAS panel survey, titled "UAS 645: Satisfaction; Surveys; Polls; Leaders and Institution; Populism", focuses on how respondents feel about things going on in the country these days, and their opinions on different sources of information This survey is no longer in the field. Respondents were paid $3 to complete the survey.

Related to uas640. Data includes a series of pilots testing language of disclosure (final$_w eight = 0$), $completes from the sample of 1, 212 respondents who previously completed UAS640, as well as an additional random no$

1.1 Topics

This survey contains questions (among others) on the following topics: Politics, Survey Methodology. A complete survey topic categorization for the UAS can be found here.

1.2 Experiments

This survey includes experiment(s) of the following type(s): Auxiliary Randomization. Please refer to explanatory comments in the Routing section for detailed information. A complete survey experiment categorization for the UAS can be found here.

1.3 Citation

Each publication, press release or other document that cites results from this survey must include an acknowledgment of UAS as the data source and a disclaimer such as, 'The project described in this paper relies on data from survey(s) administered by the Understanding America Study, which is maintained by the Center for Economic and Social Research (CESR) at the University of Southern California. The content of this paper is solely the responsibility of the authors and does not necessarily represent the official views of USC or UAS.' For any questions or more information about the UAS, contact Tania Gutsche, Project and Panel Manager, Center for Economic and Social Research, University of Southern California, at tgutsche@usc.edu.

2 SURVEY RESPONSE AND DATA

2.1 Sample selection and response rate

The sample selection for this survey was:

Random selection of active respondents (including all active respondents who completed uas640).

As such, this survey was made available to 2607 UAS participants. Of those 2607 participants, 2038 completed the survey and are counted as respondents. Of those who are not counted as respondents, 9 started the survey without completing and 560 did not start the survey. The overall response rate was 78.17%.

Note: We are unable to provide sample weights for a small number of UAS members (see the Sample and weighting section below for details). If they completed the survey, these members are included in the data set with a weight of zero, but accounted for in the computation of total sample size and survey response rate.%.

The detailed survey response rate is as follows:

UAS645 - Response Overview	
Size of selected sample	2607
Completed the survey	2038
Started but did not complete the survey	9
Did not start the survey	560
Response rate	78.17%

2.2 Timings

The survey took respondents an average of 5 minutes, and the full distribution of survey response times is available in the figure below. Times per question are available upon request.

Distribution of Respondents' Survey Response Times
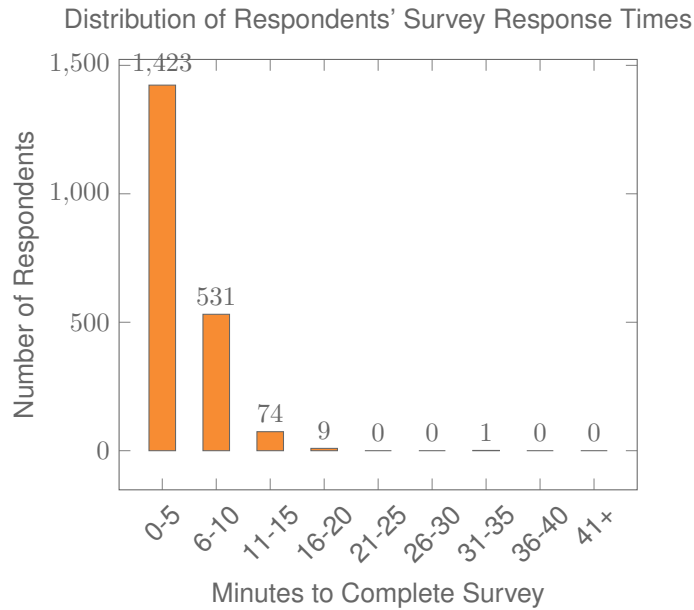
2.3 Sample & Weighting

Sample weights for this survey are computed following the general UAS Weighting Procedure. Specifically, we use a two-step process where we first compute base weights, which correct for unequal probabilities of sampling UAS members, and then generate final, post-stratification weights, which align the sample to the reference population along certain socio-economic dimensions. These are gender (male/female), race and ethnicity (White/Black/Other/Hispanic/Native American), age (18-39/40-49/50/59/60+), education (High school or less/Some college/Bachelor or more), Census regions (Northeast/Midwest//West, excl. CA/CA, excl. LAC, LAC). Benchmark distributions for these variables are derived from the 6 most recent available Current Population Survey (CPS) Basic Monthly Survey with respect to the survey's completion date. The reference population considered for the weights is the U.S. population of adults age 18 and older.

This survey dataset may contain respondents with a weight of zero. These respondents belong to a small group of UAS members for whom sample weights cannot be computed due to non-probability recruitment for special projects. Hence, while they are accounted for in the total number of survey respondents, they do not contribute to any statistics using sample weights. More information is available from the UAS Weighting Procedure. Please contact UAS staff with any questions.

3   STANDARD VARIABLES

Each Understanding America Study data contains a series of standard variables, consisting of individual, household and sample identifiers, language indicator, time stamps and a rating by the respondent of how much he or she liked the survey:

- **uasid**: the identifier of the respondent. This identifier is assigned to a respondent at recruitment and stays with the respondent throughout each and every survey he/she participates in. When analyzing data from multiple surveys, the 'uasid' can be used to merge data sets.

- **uashhid**: the household identifier of the respondent. Every member is assigned a household identifier, stored in the variable ¡em¿uashhid¡/em¿. For the primary respondent this identifier is his or her 'uasid'. All other eligible members of the primary respondent's household (everyone who is 18 or older in the household) who become UAS respondents receive the uasid of the primary respondent as their household identifier. The uashhid remains constant over time for all respondents. Thus it is always possible to find the original UAS household of an UAS panel member (even after they, for example, have moved out to form another household).

- **uashhid$_{current}$**: the current household identifier of the respondent. Uniquely identifies the household a UAS panel member belongs to in a given survey INDEPENDENT of the exact composition of the household in terms of who else in the household are UAS members. Missing (.n) for respondents who are in a single-UAS member household. Available on request in data sets prior to September 3, 2025.

- **survhhid**: uniquely identifies the household a UAS panel member belongs to in a given survey DEPENDENT on the exact composition of the household in terms of who else in the household are UAS members. Is set to missing (.n) if no other household members are UAS panel members at the time of the survey. Is set to unknown (.u) for respondents who last participated in the My Household survey prior to January 21, 2015.

- **uasmembers**: is the number of other household members who are also UAS panel members at the time of the survey. Since individuals can answer the same survey at different points in time (which can be relatively far apart is the survey is kept in the field for a prolonged time), it may be possible that, within the same data set, the primary respondent of a household has a value of '0', whereas the second UAS household respondent has a value of '1'. Therefore 'uasmembers' should be interpreted as the number of household and UAS panel members at the time the respondent answers the survey. Note: in the My Household survey 'uasmembers' is set to unknown (.u) for respondents who last participated in the My Household survey prior to January 21, 2015.

- **sampleframe**: indicates the sampling frame from which the household of the respondent was recruited. All UAS recruitment is done through address based sampling

(ABS) in which samples are acquired based on postal records. Currently, the variable 'sampleframe' takes on four values reflecting four distinct sample frames used by the UAS over the year (in future data sets the number of sample frames used for recruitment may increase if additional specific populations are targeted in future recruitment batches):

1. U.S. National Territory: recruited through ABS within the entire U.S.
2. Areas high concentration Nat Ame: recruited through ABS in areas with a high concentration of Native Americans in the zip-code. Within these batches, individuals who are not Native Americans are not invited to join the UAS.
3. Los Angeles County: recruited through ABS within Los Angeles County.
4. California: recruited through ABS within California.

Note: prior to March 6, 2024 this variable was called sampletype and had the following value labels for the above list in UAS data sets:

1. Nationally Representative Sample: recruited through ABS within the entire U.S.
2. Native Americans: recruited through ABS in areas with a high concentration of Native Americans. Within these batches, individuals who are not Native Americans are not invited to join the UAS.
3. LA County: recruited through ABS within Los Angeles County.
4. California: recruited through ABS within California.

○ **batch**: indicates the batch from which the respondent was recruited. Currently, this variable takes the following values (in future data sets the number of batches may increase as new recruitment batches are added to the UAS):

1. ASDE 2014/01
2. ASDE 2014/01
3. ASDE 2014/01
4. Public records 2015/05
5. MSG 2015/07
6. MSG 2016/01
7. MSG 2016/01
8. MSG 2016/01
9. MSG 2016/02
10. MSG 2016/03
11. MSG 2016/04
12. MSG 2016/05
13. MSG 2016/08
14. MSG 2017/03

15. MSG 2017/11
16. MSG 2018/02
17. MSG 2018/08
18. MSG 2019/04
19. MSG 2019/05
20. MSG 2019/11
21. MSG 2020/08
22. MSG 2020/10
23. MSG 2021/02
24. MSG 2021/08
25. MSG 2021/08
26. MSG 2022/02
27. MSG 2022/02
28. MSG 2022/08
29. MSG 2022/11
30. MSG 2022/11
31. MSG 2023/01
32. MSG 2023/06
33. MSG 2023/09
34. MSG 2023/10
35. MSG 2025/02

Note: prior to March 6, 2024 this variable had the following value labels for the above list in UAS data sets:

1. ASDE 2014/01 Nat.Rep.
2. ASDE 2014/01 Native Am.
3. ASDE 2014/11 Native Am.
4. LA County 2015/05 List Sample
5. MSG 2015/07 Nat.Rep.
6. MSG 2016/01 Nat.Rep. Batch 2
7. MSG 2016/01 Nat.Rep. Batch 3
8. MSG 2016/01 Nat.Rep. Batch 4
9. MSG 2016/02 Nat.Rep. Batch 5
10. MSG 2016/03 Nat.Rep. Batch 6
11. MSG 2016/04 Nat.Rep. Batch 7

12. MSG 2016/05 Nat.Rep. Batch 8
13. MSG 2016/08 LA County Batch 2
14. MSG 2017/03 LA County Batch 3
15. MSG 2017/11 California Batch 1
16. MSG 2018/02 California Batch 2
17. MSG 2018/08 Nat.Rep. Batch 9
18. MSG 2019/04 LA County Batch 4
19. MSG 2019/05 LA County Batch 5
20. MSG 2019/11 Nat. Rep. Batch 10
21. MSG 2020/08 Nat. Rep. Batch 11
22. MSG 2020/10 Nat. Rep. Batch 12
23. MSG 2021/02 Nat. Rep. Batch 13
24. MSG 2021/08 Nat. Rep. Batch 15
25. MSG 2021/08 Nat. Rep. Batch 16
26. MSG 2022/02 Nat. Rep. Batch 17 (priority)
27. MSG 2022/02 Nat. Rep. Batch 17 (regular)
28. MSG 2022/08 Nat. Rep. Batch 18
29. MSG 2022/11 LA County Batch 6
30. MSG 2022/11 Nat. Rep. Batch 20
31. MSG 2023/01 Nat. Rep. Batch 21
32. MSG 2023/06 Nat. Rep. Batch 22
33. MSG 2023-09 Native Am. Batch 3
34. MSG 2023-10 Nat. Rep. Batch 23

○ **primary_respondent**: indicates if the respondent was the first person within the household (i.e. to become a member or whether s/he was added as a subsequent member. A household in this regard is broadly defined as anyone living together with the primary respondent. That is, a household comprises individuals who live together, e.g. as part of a family relationship (like a spouse/child/parent) or in context of some other relationship (like a roommate or tenant).

○ **hardware**: indicates whether the respondent ever received hardware or not. Note: this variable should not be used to determine whether a respondent received hardware at a given point in time and/or whether s/he used the hardware to participate in a survey. Rather, it indicates whether hardware was ever provided:

1. None
2. Tablet (includes Internet)

- **language**: the language in which the survey was conducted. This variable takes a value of 1 for English and a value of 2 for Spanish.

- **start_date (start_year, start_month, start_day, start_hour, start_min, start_sec)**: indicates the time at which the respondent started the survey.

- **end_date (end_year, end_month, end_day, end_hour, end_min, end_sec)**: indicates the time at which the respondent completed the survey.

- **cs_001**: indicates how interesting the respondent found the survey.

4 BACKGROUND DEMOGRAPHICS

Every UAS survey data set includes demographic variables, which provide background information about the respondent and his/her household. Demographic information such as age, ethnicity, education, marital status, work status, state of residence, family structure is elicited every quarter through the "My Household" survey. The demographic variables provided with each survey are taken from the most recent 'MyHousehold' survey answered by the respondent. If at the time of a survey, the information in "My Household" is more than three months old, a respondent is required to check and update his or her information before being able to take the survey.

The following variables are available in each survey data set:

- **gender**: the gender of the respondent.

- **dateofbirth_year**: the year of birth of the respondent.

- **age**: the age of the respondent at the start of the survey.

- **agerange**: if the respondent's age cannot be calculate due to missing information, 'agerange' indicates the approximate age. Should a value for both the 'age' and 'agerange' be present, then 'age' takes precedence over 'agerange'.

- **citizenus**: indicates whether the respondent is a U.S. citizen.

- **bornus**: indicates whether the respondent was born in the U.S.

- **stateborn**: indicates the state in which the respondent was born. This is set to missing (.) if the respondent was not born in the U.S.

- **countryborn**: indicates the country in which the respondent was born. This is set to missing (.) if the respondent was born in the U.S.

- **countryborn_other**: indicates the country of birth if that country is not on the drop down list of countries shown to the respondent'.

- **statereside**: the state in which the respondent is living.

- **immigration_status**: indicates whether the respondent is an immigrant. It takes one of the following values: 0 Non-immigrant, 1 First generation immigrant (immigrant who migrated to the U.S), 2 Second generation immigrant (U.S.-born children of at least one foreign-born parent), 3 Third generation immigrant (U.S.-born children of at least one U.S.-born parent, where at least one grandparent is foreign-born), or 4 Unknown immigrant status.

- **maritalstatus**: the marital status of the respondent.

- **livewithpartner**: indicates whether the respondent lives with a partner.

- **education**: the highest level of education attained by the respondent.

- **hisplatino**: indicates whether the respondent identifies him or herself as being Hispanic or Latino. This variable is asked separately from race.

- **hisplatinogroup**: indicates which Hispanic or Latino group a respondent identifies him or herself with. This is set to missing (.) if the respondent does not identify him or herself as being Hispanic or Latino.

- **white**: indicates whether the respondent identifies him or herself as white (Caucasian).

- **black**: indicates whether the respondent identifies him or herself as black (African-American).

- **nativeamer**: indicates whether the respondent identifies him or herself as Native American (American Indian or Alaska Native).

- **asian**: indicates whether the respondent identifies him or herself as Asian (Asian-American).

- **pacific**: indicates whether the respondent identifies him or herself as Native Hawaiian or Other Pacific Islander.

- **race**: indicates the race of the respondent as singular (e.g., '1 White' or '2 Black') or as mixed (in case the respondent identifies with two or more races). The value '6 Mixed' that the respondent answered 'Yes' to at least two of the single race categories. This variable is generated based on the values of the different race variables (white, black, nativeamer, asian, pacific). This composite measure is not conditional on hisplatino, so an individual may identify as Hispanic or Latino, and also as a member of one or more racial groups.

- **working**: indicates whether the respondent is working for pay.

- **sick_leave**: indicates whether the respondent is not working because sick or on leave.

- **unemp_layoff**: indicates whether the respondent is unemployed or on lay off.

- **unemp_look**: indicates whether the respondent is unemployed and looking for a job.

- **retired**: indicates whether the respondent is retired.

- **disabled**: indicates whether the respondent has a disability.

- **lf_other**: specifies other labor force status.

- **laborstatus**: indicates the labor force status of the respondent as singular (e.g., '1 Working for pay' or '2 On sick or other leave') or as mixed (in case the respondent selects two or more labor statuses). The value '8 Mixed' indicates that the respondent answered 'Yes' to at least two of the single labor force status variables. This variable is generated based on the values of the different labor status variables (working, sick_leave, unempl_layoff, unempl_look, retired, disabled, lf_other).

- **employmenttype**: indicates the employment type of the respondent (employed by the government, by a private company, a nonprofit organization, or self-employed). This is set to missing (.) if the respondent is not currently working or currently on sick or other leave.

- **workfullpart**: indicates whether the respondent works full or part-time. This is set to missing (.) if the respondent is not currently working or currently on sick or other leave.

- **hourswork**: indicates the number of hours the respondent works per week. This is set to missing (.) if the respondent is not currently working or currently on sick or other leave.

- **hhincome**: is the total combined income of all members of the respondent's household (living in their household) during the past 12 months.

- **anyhhmember**: indicates whether there were any members in the respondent's household at the time he/she answered the survey as reported by the respondent.

- **hhmembernumber**: indicates the number of household members in the respondent's household at the time of the survey as reported by the respondent. It may be that 'anyhhmember' is 'Yes', but 'hhmembernumber' is missing if the respondent did not provide the number of household members at the time of the survey.

- **hhmemberin_#**: indicates whether a household member is currently in the household as reported by the respondent. Household members are never removed from the stored household roster and their information is always included in survey data sets. The order of the roster is the same order in which household members were specified by the respondent in the 'MyHousehold' survey. The order is identified by the suffix _# (e.g., _1 indicates the first household member, _2 the second household member, etc.).

  As an example, if the first household member is in the household at the time of the survey, 'hhmemberin_1' is set to '1 HH Member 1 is in the HH'; if he/she has moved out, 'hhmemberin_1' is set to '0 HH member 1 is no longer in the HH'. Since information of other household members (stored in the variables listed below) is always included in survey data sets, information about 'hhmemberin_1' is available whether this person is still in the household or has moved out.

- **hhmembergen_#**: indicates the gender of another household member as reported by the respondent.

- **hhmemberage_#**: indicates the age of another household member. The age is derived from the month and year of birth of the household member as reported by the respondent.

- **hhmemberrel_#**: indicates the relationship of the respondent to the other household member as reported by the respondent.

- ○ **hhmemberuasid_#**: is the 'uasid' of the other household member if this person is also a UAS panel member. It is set to missing (.) if this person is not a UAS panel member at the time of the survey. Since this identifier is directly reported by the respondent (chosen from a preloaded list), it may differ from the actual (correct) 'uasid' of the UAS member it refers to because of reporting error. Also, this variable should not be used to identify UAS members in a given household at the time of the survey. This is because the variables 'hhmemberuasid_#' are taken from the most recent 'My Household' and changes in household composition involving UAS members may have occurred between the time of the respondent answered 'My Household' and the time the respondent answers the survey. To follow UAS members of a given household, it is advised to use the identifiers 'uashhid' and 'survhhid'.

- ○ **lastmyhh_date**: the date on which the demographics variables were collected through the 'My Household' survey.

In addition, data sets created after May 8, 2025 include an urbanicity variable. It is based on panel members' current census tract of residence and the 2010 Rural-Urban Commuting Area (RUCA) codes released by the US Department of Agriculture's Economic Research Service. To preserve confidentiality, the UAS collapses the 10 primary RUCA codes to 4 levels: Metropolitan, Micropolitan, Small/Rural, and Unknown. The Metropolitan level corresponds to primary RUCA codes 1-3, the Micropolitian level corresponds to RUCA codes 4-6, and the Small/Rural UAS classification corresponds to RUCA codes 7-10.

For detailed information and definitions of the 10 primary RUCA codes, please visit the USDA ERS Rural-Urban Commuting Area Codes site. Surveys conducted completely prior to May 8, 2025 will have an urbanicity data set available on request.

5 MISSING DATA CONVENTIONS

Data files provide so-called clean data, that is, answers given to questions that are not applicable anymore at survey completion (for example because a respondent went back in the survey and skipped over a previously answered question) are treated as if the questions were never asked. In the data files all questions that were asked, but not answered by the respondent are marked with (.e). All questions never seen by the respondent (or any dirty data) are marked with (.a). The latter may mean that a respondent did not view the question because s/he skipped over it; or alternatively that s/he never reached that question due to a break off. If a respondent did not complete a survey, the variables representing survey end date and time are marked with (.c). Household member variables are marked with (.m) if the respondent has less household members (e.g. if the number of household members is 2, any variables for household member 3 and up are marked with (.m).

UAS provides data in STATA and CSV format. Stata data sets come with include variable labels that are not available in the CSV files. Value labels are provided for single-response answer option. In STATA these labels will include the labels 'Not asked' and 'Not answered' for (.a) and (.e), and will show in tabulations such as 'tab q1, missing'. For multiple-response questions a binary variable is created for each answer option indicating whether the option was selected or not. A summary variable is also provided in string format reflecting which options were selected and in which order. For example, if a question asked about favorite animals with options cat, dog, and horse, then if a respondent selected horse and then cat, the binary variables for horse and cat will be set to yes, while the overall variable would have a string value of '3-1'. If no answer was given, all binary variables and the summary variable will be marked with '.e'.

Questions that are asked multiple times are often implemented as so-called array questions. Supposing the name of such question was Q1 and it was asked in 6 different instances, your data set would contain the variables Q1_1_ to Q1_6_. To illustrate, if a survey asked the names of all children, then child_1_ would contain the name of the first child the respondent named and so on.

More information about the UAS data in general can be found on the UAS Data Pages web site.

6   ROUTING SYNTAX

The survey with routing presented in the next section includes all of the questions that make up this survey, the question answers when choices were provided, and the question routing. The routing includes descriptions of when questions are grouped, conditional logic that determines when questions are presented to the respondent, randomization of questions and answers, and fills of answers from one question to another.

If you are unfamiliar with conditional logic statements, they are typically formatted so that *if* the respondent fulfills some condition (e.g. they have a cellphone or a checking account), *then* they are presented with some other question or the value of some variable is changed. If the respondent does not fulfill the condition (e.g. they are not a cellphone adopter or they do not have a checking account), something *else* happens such as skipping the next question or changing the variable to some other value. Some of the logic involved in the randomization of questions or answers being presented to the respondent is quite complex, and in these instances there is documentation to clarify the process being represented by the routing.

Because logic syntax standards vary, here is a brief introduction to our syntax standards. The syntax used in the conditional statements is as follows: '=' is equal to, '$<$' is less than, '$>$' is greater than, and '!=' is used for does not equal. When a variable is set to some number N, the statement looks like 'variable := N'.

The formatting of the questions and routing are designed to make it easier to interpret what is occurring at any given point in the survey. Question ID is the bold text at the top of a question block, followed by the question text and the answer selections. When a question or variable has associated data, the name links to the appropriate data page, so you can easily get directly to the data. Text color is used to indicate the routing: red is conditional logic, gold is question grouping, green is looping, and orange is used to document randomization and other complex conditional logic processes. The routing is written for a computer to parse rather than a human to read, so when the routing diverges significantly from what is displayed to the respondent, a screenshot of what the respondent saw is included.

The name of the randomization variables are defined in proximity to where they are put into play, and like the question ID the names of the randomization variables can be used to link directly to the associated data page.

7 SURVEY WITH ROUTING

surveyversion := '2'

mainintro (Section Base)
This survey focuses on how you feel about things going on in the country these days, and your opinions on different sources of information. In one section of the survey you will see a chart with survey results. The chart may show data from real surveys, or simulated data. We will then ask a few follow-up questions about the data and let you know which type of data it was.

Start of section **Satisfaction**

a001 (right or wrong track country in section Satisfaction)
Generally speaking, do you feel that the country is headed in the right direction, or is it off on the wrong track?
1 Right direction
2 Wrong track

a_intro (Section Satisfaction)
The next questions ask you to rate your satisfaction or dissatisfaction with the state of the nation on each of several topics, or to say if you don't have enough information about a particular topic to rate it.

a002 (How satisfied or dissatisfied with state of nation's economy in section Satisfaction)
How satisfied or dissatisfied are you with the state of the nation's economy?
1 Very satisfied
2 Somewhat satisfied
3 Somewhat dissatisfied
4 Very dissatisfied
5 Don't know, not sure

a004 (How satisfied or dissatisfied with availability of affordable health care in section Satisfaction)
How satisfied or dissatisfied are you with the availability of affordable health care?
1 Very satisfied
2 Somewhat satisfied
3 Somewhat dissatisfied
4 Very dissatisfied
5 Don't know, not sure

a003 (How satisfied or dissatisfied with Social Security and Medicare systems in section Satisfaction)

How satisfied or dissatisfied are you with the Social Security and Medicare systems?
1 Very satisfied
2 Somewhat satisfied
3 Somewhat dissatisfied
4 Very dissatisfied
5 Don't know, not sure

End of section **Satisfaction**

Start of section **Votechoice**

v001 (how closely been following news about presidential campaign in section Votechoice)
How closely have you been following news about the presidential campaign?
1 Very closely
2 Somewhat closely
3 Not closely at all

/* Respondents are asked who they will vote for in the 2024 U.S. presidential election question. The order of candidates are presented in random order per variables v002_order with values:

- ○ 1 Donald Trump

- ○ 2 Kamala Harris

- ○ 3 Won't vote for president

Note: the "Won't vote for president" option is always presented last. */

IF sizeof(v002_order) = 0 THEN
  v002_order := shuffleArray(array(1 →1, 2 →2))
  v002_order(3) := 3
END OF IF

v002 (who vote for in 2024 presidential election in section Votechoice)
In the race for President in 2024, will you vote for (order of v002 answer options(1)) or (order of v002 answer options(2)), or won't you vote for President?
1 Donald Trump
2 Kamala Harris
3 Won't vote for president

/* Respondents are asked question series v003a to v003g in random order per variables v003_order with values:

- ○ 1 Illegal immigration (v003a)

- ○ 2 The cost of living and rising prices (v003b)

○ 3 Climate change (v003c)

○ 4 Access to abortion (v003d)

○ 5 Gun control policy (v003e)

○ 6 Threats to democracy (v003f)

○ 7 The war in Ukraine (v003g)

*/

IF sizeof(v003_order) = 0 THEN
  v003_order := shuffleArray(array(1 →1, 2 →2, 3 →3, 4 →4,5 →5, 6 →6, 7 →7))
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

v003_intro (Section Votechoice)
How important are each of the following issues in your choice of a presidential candidate?

SUBGROUP OF QUESTIONS

LOOP FROM 1 TO 7

IF v003_order(cnt) = 1 THEN

v003a (importance Illegal immigration in section Votechoice)
Illegal immigration
1 Extremely important
2 Very important
3 Moderately important
4 Slightly important
5 Not at all important

ELSEIF v003_order(cnt) = 2 THEN

v003b (importance The cost of living and rising prices in section Votechoice)
The cost of living and rising prices
1 Extremely important
2 Very important
3 Moderately important
4 Slightly important
5 Not at all important

ELSEIF v003_order(cnt) = 3 THEN

v003c (importance Climate change in section Votechoice)
Climate change
1 Extremely important
2 Very important
3 Moderately important
4 Slightly important
5 Not at all important

ELSEIF v003_order(cnt) = 4 THEN

v003d (importance Access to abortion in section Votechoice)
Access to abortion
1 Extremely important
2 Very important
3 Moderately important
4 Slightly important
5 Not at all important

ELSEIF v003_order(cnt) = 5 THEN

v003e (importance Gun control policy in section Votechoice)
Gun control policy
1 Extremely important
2 Very important
3 Moderately important
4 Slightly important
5 Not at all important

ELSEIF v003_order(cnt) = 6 THEN

v003f (importance Threats to democracy in section Votechoice)
Threats to democracy
1 Extremely important
2 Very important
3 Moderately important
4 Slightly important
5 Not at all important

ELSEIF v003_order(cnt) = 7 THEN

v003g (importance The war in Ukraine in section Votechoice)
The war in Ukraine
1 Extremely important
2 Very important

3 Moderately important
    4 Slightly important
    5 Not at all important

  END OF IF

 END OF LOOP

END OF SUBGROUP

END OF GROUP

b_intro (Section Polls)
News organizations often conduct polls to let readers or viewers know more about a topic or an election. For each of the following statements, please indicate which statement comes closest to how you feel about polls.

b001 (Polls are a good way to inform readers or viewers. in section Polls)
Polls are a good way to inform readers or viewers.
1 Disagree strongly
2 Disagree somewhat
3 Neither agree nor disagree
4 Agree somewhat
5 Agree strongly

b002 (Polls are a good way for me to learn what other people are thinking. in section Polls)
Polls are a good way for me to learn what other people are thinking.
1 Disagree strongly
2 Disagree somewhat
3 Neither agree nor disagree
4 Agree somewhat
5 Agree strongly

b003 (The predictions of pollsters add to the excitement of a political campaign. in section Polls)
The predictions of pollsters add to the excitement of a political campaign.
1 Disagree strongly
2 Disagree somewhat
3 Neither agree nor disagree
4 Agree somewhat
5 Agree strongly

b004 (Public opinion polls make the country more democratic. in section Polls)
Public opinion polls make the country more democratic.

21

1 Disagree strongly
2 Disagree somewhat
3 Neither agree nor disagree
4 Agree somewhat
5 Agree strongly

b005 (A poll is an opportunity for the silent majority to express their opinions. in section Polls)
A poll is an opportunity for the silent majority to express their opinions.
1 Disagree strongly
2 Disagree somewhat
3 Neither agree nor disagree
4 Agree somewhat
5 Agree strongly

End of section **Votechoice**

Start of section **Feelings**

/* Respondents are asked about their feelings towards different groups in random order per variables d_order with values:

  ○ 1 Kamala Harris (d001)

  ○ 2 Donald Trump (d002)

  ○ 3 Dr. Anthony Fauci (d003)

  ○ 4 Joe Biden (d004)

*/

IF sizeof(d_order) = 0 THEN
  d_order := shuffleArray(array(1 →1, 2 →2, 3 →3, 4 →4))
END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

d_intro (Section Feelings)
We would like to get your feelings toward some of our political leaders and other people who are in the news these days. We will give you the name of one and we'd like you to rate it using something we call the feeling thermometer.

Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the group.
Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the group and that you don't care too much for that group.

You would rate the group at the 50 degree mark if you don't feel particularly warm or cold toward it.

LOOP FROM 1 TO 4

IF d_order(cnt) = 1 THEN

d001 (feelings Kamala Harris in section Feelings)
Kamala Harris
RANGE 0..100

d001_messages (Section Feelings)
Please move the slider to choose a rating for Kamala Harris.Please use only whole numbers from 0 - 100 in the text box for Kamala Harris.Please move the slider to choose a rating for Kamala Harris.

ELSEIF d_order(cnt) = 2 THEN

d002 (feelings Donald Trump in section Feelings)
Donald Trump
RANGE 0..100

d002_messages (Section Feelings)
Please move the slider to choose a rating for Donald Trump.Please use only whole numbers from 0 - 100 in the text box for Donald Trump.Please move the slider to choose a rating for Donald Trump.

ELSEIF d_order(cnt) = 3 THEN

d003 (feelings Dr. Anthony Fauci in section Feelings)
Dr. Anthony Fauci
RANGE 0..100

d003_messages (Section Feelings)
Please move the slider to choose a rating for Dr. Anthony Fauci.Please use only whole numbers from 0 - 100 in the text box for Dr. Anthony Fauci.Please move the slider to choose a rating for Dr. Anthony Fauci.

ELSEIF d_order(cnt) = 4 THEN

d004 (feelings Joe Biden in section Feelings)
Joe Biden
RANGE 0..100

d004_messages (Section Feelings)
Please move the slider to choose a rating for Joe Biden.Please use only whole numbers from 0 - 100 in the text box for Joe Biden.Please move the slider to choose a rating for Joe Biden.

END OF IF

END OF LOOP

feelings_script (Section Feelings)

END OF GROUP

End of section **Feelings**

Start of section **Stimuli**

/* Respondents are shown a random poll result asked per variable poll_randomizer with values:

○ 1 Donald Trump is leading Kamala Harris by 53% to 47%.

○ 2 Kamala Harris is leading Donald Trump by 53% to 47%.

*/

IF poll_randomizer = EMPTY THEN
poll_randomizer := mt_rand(1,2)
END OF IF

IF poll_randomizer = 1 THEN
poll1_intro (Section Stimuli)
Here are some results from a recent national poll.

According to a recent national poll, Donald Trump is leading Kamala Harris by 53% to 47%.
ELSE
poll2_intro (Section Stimuli)
Here are some results from a recent national poll.

According to a recent national poll, Kamala Harris is leading Donald Trump by 53% to 47%.
END OF IF

st001 (how informative did find poll result in section Stimuli)

How informative did you find this poll result?
1 Very informative
2 Somewhat informative
3 Not very informative
4 Not informative at all

st002 (how accurate poll result in section Stimuli)
How accurately do you think the results of this poll represent public opinion on support for the presidential candidates in the United States?
1 Very accurately
2 Somewhat accurately
3 Not very accurately
4 Not accurately at all

st003 (how trustworthy find poll result in section Stimuli)
How trustworthy do you think the results of this poll are?
1 Very trustworthy
2 Somewhat trustworthy
3 Not very trustworthy
4 Not trustworthy at all

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

debrief (debrief in section Stimuli)
Please ignore the poll results that you just saw. As we mentioned could happen in the introduction to the survey, the survey graphic and text you saw were simulated data. That means this was not data collected by us or a polling firm. Instead we made a chart that shows a close division of the preferences in the presidential contest between Kamala Harris and Donald Trump. We carefully picked this topic because public opinion on it is closely divided, so the chart makes sense. However, we want you to know that the chart may or may not depict the <u>actual</u> level of public opinion on the topic at this time.

Using a simulated chart like this lets us measure responses to that specific division of opinion. It was necessary to use simulated data without labeling it that way, so we could learn which information people pay attention to when reading news stories about public opinion poll results.

Thank you very much for helping us with our research on this topic.

If you are interested in reading about other research on how people evaluate the content of polls, you can check out the following articles:

Kuru, Pasek & Traugott. 2017. "Motivated reasoning in the perceived credibility of public opinion polls." Public Opinion Quarterly, 81(2), 422-446.
Madson & Hillygus. 2020. "All the Best Polls Agree with Me: Bias in Evaluations of

Political Polling." Political Behavior, 42(4), 1055-1072.

debrief_open2 (debrief in section Stimuli)
We are testing this survey and would appreciate any feedback you may have about participating in this research that used simulated poll results. Thank you!
STRING

END OF GROUP

End of section **Stimuli**

Start of section **Closing**

CS_001 (HOW PLEASANT INTERVIEW in section Closing)
Could you tell us how interesting or uninteresting you found the questions in this survey?
1 Very interesting
2 Interesting
3 Neither interesting nor uninteresting
4 Uninteresting
5 Very uninteresting

CS_003 (comments in section Closing)
Do you have any other comments on the survey? Please type these in the box below. (If you have no comments, please click next to complete this survey.)
STRING

End of section **Closing**

/* Please note that although question CS_003 is listed in the routing, the answers are not included in the microdata in the event identifiable information is captured. Cleaned responses are available by request. */