Opening screen:

We are interested in your opinions on some important issues in the news.

There are no right or wrong answers, we simply want to know what you think. All we ask is that you answer each question truthfully.

* All data will be used exclusively for analytical purposes and will be treated as completely confidential.

Pre-Test:

Q1:

Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or something else?

1. A Democrat
2. A Republican
3. An Independent
4. Or What? [Open Text]
5. Don’t Know

Q2 (If 3, 4, or 5 to Q1):

Do you lean more towards the Democratic or Republican party?

1. Democratic Party
2. Republican Party
3. Neither

Q5:

We hear a lot of talk these days about liberals and conservatives. Here is a seven-point scale on which the political views that people might hold are arranged from extremely liberal to extremely conservative. Where would you place yourself on this scale?

1. Extremely Liberal
2. Liberal
3. Slightly Liberal
4. Moderate; Middle of the Road
5. Slightly Conservative
6. Conservative
7. Extremely Conservative
8. Don’t Know

Q6:

Most people—blacks and whites alike—agree that the average white person in America is more likely to have a good income, get a good education, and to have a regular job than the average black person. Here is one reason that have been given as to why the average black American is not as well off as the average white American:

It’s really a matter of some people not trying hard enough; if blacks would only try harder they could be just as well off as whites.
Please tell me how much you agree or disagree with this statement.
1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly
5. Don’t Know

Q7:

Here is another reason that have been given as to why the average black American is not as well off as the average white American:

Generations of slavery and discrimination have created conditions that make it difficult for blacks to work their way out of the lower class.

Please tell me how much you agree or disagree with this statement.
1. Agree Strongly
2. Agree Somewhat
3. Disagree Somewhat
4. Disagree Strongly
5. Don’t Know

Experimental Treatment:

Occasionally, advocacy groups run political advertisements asking voters to contact elected officials in Washington to express their opinion about important issues. We would like to know your opinion about these types of ads.

Please watch the following advertisement.

[Ad choice randomized, recorded in variable video]

Post-test:

Q8:

Some people argue that issue ads distort the political process, while others argue that they help voters learn about important issues. Do you think that it is good for democracy that groups run these types of ads?
1. Good for Democracy
2. Somewhat Good for Democracy
3. Neither Good nor Bad for Democracy
4. Somewhat Bad for Democracy
5. Bad for Democracy
6. Don’t Know

Q9:

How would you rate the quality of this advertisement relative to other non-political advertisements that you see on TV?
1. Much Better
2. Somewhat Better
Q10:

Do you think that these types of ads have an effect on how elected officials in Washington behave?
1. Yes, a Large Effect
2. Yes, a Small Effect
3. No Effect
4. Don’t Know

Q11:

Some people think that the government in Washington should provide fewer services even in areas such as health and education in order to reduce spending. Other people feel it is important for the government to provide many core services even if it means an increase in spending. Where would you place yourself on this scale?
1. Fewer Services To Reduce Spending
2. The Same Amount of Services With No Change In Spending
3. More Services Even With Increased Spending
4. Don’t Know

Q12:

An important issue before Congress is whether to change the work requirements for those on welfare. The 1996 Welfare Reform Act required most welfare recipients to work in order to receive their government benefits. A bill in Congress would require more welfare recipients to work longer hours to receive government support. While some people say that this change will help end dependency, others argue that it will end up hurting families.

What is your opinion about the proposal in Congress to expand the work requirements for people receiving welfare?
1. Favor Strongly
2. Favor Somewhat
3. Neither Favor nor Oppose
4. Oppose Somewhat
5. Oppose Strongly
6. Don’t Know

Q13:

Some people feel that the government in Washington should make every effort to improve the social and economic position of blacks. Others feel that the government should not make any special effort to help blacks because they should help themselves. Which statement is closer to how you feel?
1. Government Should Help Blacks
2. Blacks Should Help Themselves
3. Don’t Know

Q14:
Do you think affirmative action programs that give preferences to blacks and other minorities in college admissions should be expanded, continued as they are, or reduced?

1. Expanded
2. Continued As They Are
3. Reduced
4. Don’t Know

Q16_1 to Q16_10

What is your current work status? (PLEASE CHOOSE AS MANY AS APPLY)

1. Employed full-time (40 or more hours a week)
2. Employed part-time (less than 40 hours a week)
3. Retired
4. Unemployed
5. Laid off
6. Homemaker (40 or more hours a week)
7. Student full-time (as defined by your school)
8. Student part-time (as defined by your school)
9. Disabled
10. None of the above