

Online Appendix for: Validating the Demographic, Political,  
Psychological, and Experimental Results Obtained from a New  
Source of Online Survey Respondents

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# 1 Formal Tests of Demographic Differences by Sample

In this section, we assess the extent to which Lucid more closely approximates the ANES 2012 than does MTurk in terms of demographics.

To do so, we estimate the absolute distances of the demographic means on Lucid and MTurk from the ANES 2012. We then calculate the *difference* in absolute distances as our measure of how much closer Lucid is to the ANES than MTurk. Because no formula for the standard error of this procedure is available, we use the nonparametric bootstrap to estimate sampling variability and we obtain two-tailed p-values under a normal approximation. Out of 21 opportunities, Lucid is closer to the ANES 18 times, 14 of which are significant. By contrast, MTurk is closer in only 3 instances, and significant in only one (voter turnout).

Table 1: Formal Tests of Demographic Differences by Sample

Characteristic	$ MTurk - ANES  -  Lucid - ANES $	Bootstrapped SE	p-value
Female	0.159	0.049	0.000
Education	0.285	0.041	0.000
Age	0.708	0.032	0.000
Mean income	0.099	0.033	0.000
White	0.018	0.041	0.873
Black	0.152	0.033	0.000
Hispanic	-0.042	0.035	0.357
Northeast	0.079	0.054	0.179
Midwest	0.052	0.046	0.409
South	0.137	0.064	0.010
West	-0.007	0.039	0.948
Voter registration	0.076	0.050	0.157
Voter turnout	-0.124	0.044	0.000
Party ID	0.117	0.055	0.010
Ideology	0.465	0.069	0.000
Political Interest	0.540	0.082	0.000
Extraverted	0.100	0.052	0.034
Agreeable	0.203	0.077	0.001
Conscientious	0.420	0.065	0.000
Stable	0.248	0.054	0.000
Open	0.157	0.069	0.005

## 2 Appendix: Study manifest

### 2.1 Welfare Replications

In 1984, the General Social Survey began asking respondents whether too much or too little was spent on either “welfare” or “assistance to the poor.’ Though these two phrases are generally thought of as referring to the same type of government policy, the alternate phrasings produced substantial differences in support levels that have persisted over time. In our Lucid replication’s between-subjects design, study participants are randomly assigned to be asked whether spending is too little, too much or about right for one of three policy areas, “welfare,” “assistance to the poor,” or “caring for the poor.” As is found consistently across platforms, subjects are more likely to believe too little is being spent on assistance to the poor than they are to believe that too little is being spent on welfare.

#### 2.1.1 General Social Survey, 1984

**Sample:** National probability sample of 943 Americans.

**Dates of data collection:** 1984.

**Treatments:** This experiment employed one control and one treatment condition. Subjects assigned to control were asked their opinion on the level of government spending on welfare, while treatment subjects were asked for their opinion on the level of government spending on assistance to the poor.

- **Control:** We are faced with many problems in this country, none of which can be solved easily or inexpensively. I’m going to name some of these problems, and for each one I’d like you to tell me whether you think we’re spending too much money on it, too little money, or about the right amount.

**Welfare**

- **Treatment:** We are faced with many problems in this country, none of which can be solved easily or inexpensively. I’m going to name some of these problems, and for each one I’d like you to tell me whether you think we’re spending too much money on it, too little money, or about the right amount.

**Assistance to the poor**

**Outcomes:** Support for welfare/assistance to the poor: too much (1), about right (2). too little (3)

### 2.1.2 General Social Survey, 2014

**Sample:** National probability sample of 2,457 Americans.

**Dates of data collection:** 2014.

**Treatments:** Treatments were defined in the same way as the original study.

**Outcomes:** The wording of the outcome questions was identical to the original study.

### 2.1.3 Lucid Replication Study

**Sample:** 1,811 Lucid respondents.

**Dates of data collection:** May 2016.

**Treatments:** For the Lucid replication an additional treatment condition was added, where respondents were asked for their position on government spending on care for the poor.

- **Control:** We are faced with many problems in this country, none of which can be solved easily or inexpensively. I'm going to name some of these problems, and for each one I'd like you to tell me whether you think we're spending too much money on it, too little money, or about the right amount.

**Welfare**

- **Treatment 'Assistance':** We are faced with many problems in this country, none of which can be solved easily or inexpensively. I'm going to name some of these problems, and for each one I'd like you to tell me whether you think we're spending too much money on it, too little money, or about the right amount.

**Assistance to the poor**

- **Treatment 'Caring':** We are faced with many problems in this country, none of which can be solved easily or inexpensively. I'm going to name some of these problems, and for each one I'd like you to tell me whether you think we're spending too much money on it, too little money, or about the right amount.

**Caring for the poor**

**Outcomes:** The wording of the outcome questions was identical to the original study.

### 2.1.4 MTurk Replication Study

**Sample:** 494 MTurk respondents.

**Dates of data collection:** February/March 2010.

**Treatments:** Treatments were defined in the same way as the Lucid replication study.

**Outcomes:** The wording of the outcome questions was identical to the original study.

## 2.2 Asian Disease Replications

Tversky and Kahneman's (1981) study is a framing experiment that measures how subjects' tendency towards risk acceptance can be influenced by the frame in which the risky tradeoff is presented. In this experiment, all subjects are presented with a hypothetical scenario consisting of an impending disease outbreak whose effect could be moderated by one of two programs. For subjects in the control group, the programs' effects were phrased in terms of the number of lives saved; for subjects in treatment the effects were phrased in terms of the number of lives lost. Though the probabilities in the two conditions were the same, subjects who shown the mortality frame are significantly more likely to prefer the probabilistic program.

### 2.2.1 Original Study

**Sample:** 307 students from Stanford University and the University of British Columbia.

**Dates of data collection:** 1981.

**Treatments:** All subjects in this study were assigned to either the control or treatment group before being shown the following vignette:

Imagine that the U.S. is preparing for the outbreak of an unusual Asian disease, which is expected to kill 600 people. Two alternative programs to combat the disease have been proposed. Assume that the exact scientific estimate of the consequences of the programs are as follows:

Control subjects were provided with program outcomes in terms of lives saved, while treatment subjects were presented with program outcomes in terms of deaths.

- **Control:** If Program A is adopted, 200 people will be saved. If Program B is adopted, there is 1/3 probability that 600 people will be saved, and 2/3 probability that no people will be saved.
- **Treatment:** If Program A is adopted 400 people will die. If Program B is adopted there is 1/3 probability that nobody will die, and 2/3 probability that 600 people will die.

**Outcomes:** Preference for the probabilistic outcome: scored a 1 if the subject selects Program B and scored 0 if the subject selects Program A.

### 2.2.2 Lucid Replication:

**Sample:** 1,813 Lucid respondents.

**Dates of data collection:** May 2016.

**Treatments:** Treatments were defined in the same way as the original study.

**Outcomes:** The wording of the outcome questions was identical to the original study.

## 2.3 Kam and Simas Replications

This study is a modified version of the Asian Disease experiment described above. Subjects in this study were presented with a battery of seven questions designed to assess their initial degree of risk acceptance before being presented with a similar disease-outbreak scenario and treatment program tradeoff. Subjects exhibited similar treatment effects to those seen in the Asian Disease experiment; being presented with program outcomes in terms of mortalities led subjects to prefer the probabilistic program. Higher initial risk acceptance was also correlated with a preference for the probabilistic outcome.

### 2.3.1 Original Study:

**Sample:** 761 respondents gathered from a Knowledge Networks national probability sample.

**Dates of data collection:** January 2008.

**Treatments:** Treatment conditions in this experiment were similar to those employed in the Asian Disease experiment. All subjects in this study were assigned to either the control or treatment group before being shown the following vignette:

CDC experts proposed two programs to try to minimize the consequences of a smallpox epidemic. As an example, they illustrated the effects of the programs in a medium-sized town in the United States. They believe that an initial outbreak of smallpox in a medium-sized town of 60,000 people in the United States would kill 6,000 people. They proposed two alternative programs to combat the disease. These programs would fund research, vaccinations, medical treatment facilities, and the training of medical personnel. The scientific estimates of the consequences of the programs are as follows:

Control subjects where subjects were provided with program outcomes in terms of lives saved, while treatment subjects were presented with program outcomes in terms of deaths.

- **Control:** If program A is adopted, 2000 people will be saved. If program B is adopted, there is a 1/3 probability that 6000 people will be saved and 2/3 probability that no people will be saved.
- **Treatment:** If program A is adopted, 4000 people will die. If program B is adopted, there is a 1/3 probability that nobody will die, and 2/3 probability that 6000 people will die

**Outcomes:** Preference for the probabilistic outcome: scored a 1 if the subject selects Program B and scored 0 if the subject selects Program A.

### 2.3.2 Lucid Replication Study

**Sample:** 1,629 Lucid respondents.

**Dates of data collection:** May 2016.

**Treatments:** Treatments were defined in the same way as the original study.

**Outcomes:** The wording of the outcome questions was identical to the original study.

### 2.3.3 MTurk Replication Study

**Sample:** 766 MTurk respondents.

**Dates of data collection:** May 2010.

**Treatments:** Treatments were defined in the same way as the original study.

**Outcomes:** The wording of the outcome questions was identical to the original study.

### 2.3.4 Kam and Simas Probit Specification Results

Table 2: Kam and Simas (2010) Replication: Probit Specifications

	Preference for the Probabilistic Outcome								
	(1)	Lucid (2)	(3)	(4)	MTurk (5)	(6)	(7)	Original (8)	(9)
Mortality Frame	0.898*** (0.065)	0.898*** (0.065)	1.155*** (0.203)	1.182*** (0.097)	1.184*** (0.098)	1.370*** (0.310)	1.068*** (0.098)	1.091*** (0.100)	1.059*** (0.294)
Risk Acceptance	0.253 (0.196)	0.516** (0.205)	0.522* (0.269)	0.906*** (0.283)	0.953*** (0.293)	1.090*** (0.412)	0.520* (0.303)	0.587* (0.325)	0.506 (0.485)
RA X MF			-0.523 (0.393)			-0.368 (0.569)			0.022 (0.621)
Intercept	-0.634 (0.106)	-1.040 (0.176)	-0.767 (0.141)	-1.128 (0.163)	-1.193 (0.281)	-1.225 (0.229)	-0.705 (0.154)	-0.814 (0.275)	-0.700 (0.229)
Covariates	No	Yes	No	No	Yes	No	No	Yes	No
N	1,629	1,629	1,629	766	766	766	752	752	752
Log Likelihood	-1,027.212	-1,015.762	-1,026.356	-448.046	-447.878	-447.823	-453.196	-450.863	-453.195
AIC	2,060.424	2,047.524	2,060.713	902.092	911.755	903.646	912.392	917.727	914.391

\*p < .1; \*\*p < .05; \*\*\*p < .01

Robust standard errors are in parentheses.

## 2.4 Hiscox Replications

Hiscox (2006) tests framing effects on support for free trade. Treatment subjects were shown a statement about free trade that emphasized either the positive or negative effects of free trade, as well as varying whether the statement contained testimony from economic experts before being asked whether they support or oppose free trade. Control subjects were not shown any statement before being asked for their stance towards free trade. Seeing that experts support free trade increased the subjects' likelihood of supporting free trade, while a frame containing negative effects of free trade led to a reduction in support for free trade.



### 2.4.1 Original Study

**Sample:** 1,578 Americans.

**Dates of data collection:** The 2008 Presidential campaign.

**Treatments:** This study employed a 2 X 4 factorial design, where the first factor is the Expert treatment and the second factor is the frame the subject is shown: positive, negative, both, or neither.

- **Control:** (No introduction before asking the free trade question.)
- **Expert:** According to the New York Times, almost 100 percent of American economists support increasing trade with other nations. In 1993 over a thousand economists, including all living winners of the Nobel Prize in economics, signed an open letter to the New York Times urging people to support efforts to increase trade between the United States and neighboring countries.
- **Positive:** Many people believe that increasing trade with other nations creates jobs and allows Americans to buy more types of goods at lower prices.
- **Negative:** Many people believe that increasing trade with other nations leads to job losses and exposes American producers to unfair competition.
- **Positive + Negative:** Many people believe that increasing trade with other nations creates jobs and allows Americans to buy more types of goods at lower prices. Others believe that increasing trade with other nations leads to job losses and exposes American producers to unfair competition.

**Outcomes:** Support for Free Trade: Do you favor or oppose increasing trade with other nations? (0: oppose; 1: favor)

### 2.4.2 Lucid Replication Study

**Sample:** 1811 Lucid respondents.

**Dates of data collection:** May 2016.

**Treatments:** Treatments were defined in the same way as the original study.

**Outcomes:** The wording of the outcome questions was identical to the original study.

### 2.4.3 GfK Replication Study

**Sample:** 2,084 GfK respondents in wave 1; 1,838 in wave 2.

**Dates of data collection:** August 2015.

**Treatments:** Treatments were defined in the same way as the original study.

**Outcomes:** The wording of the outcome questions was identical to the original study.

#### 2.4.4 MTurk Replication Study

**Sample:** 2,972 Mechanical Turk respondents in wave 1; 2,307 in wave 2.

**Dates of data collection:** July 2015.

**Treatments:** Treatments were defined in the same way as the original study.

**Outcomes:** The wording of the outcome questions was identical to the original study.

### 2.5 Healthcare Rumors Replication

Berinsky (Forthcoming) conducts an experiment assessing rumor belief and the effectiveness of contradictory information in dispelling rumor belief. In this experiment, subjects were shown a vignette that discussed the rumor that the Affordable Health Care for America Act created “death panels,” before presenting information that contradicted these rumors. Subjects were then asked if they believed that the AHCAA created death panels. In Berinsky’s original experiment, exposure to information that corrected the false rumor decreased subjects’ belief that health care reform created death panels, while exposure to the rumor itself had no effect.

#### 2.5.1 Original Study

**Sample:** 1,593 MTurk respondents.

**Dates of data collection:** May 2010.

**Treatments:** This study employed a 2 X 4 factorial design, where the first factor is the Rumor treatment and the second factor is the correction the subject is shown: Nonpartisan, Republican, Democratic, or neither (no correction).

- **Control:**(No introduction before asking the rumor belief question.)
- **Rumor:** With health care reform in full swing, politicians and citizen groups are taking a close look at the provisions in the Affordable Health Care for America Act (H.R. 3962) and the accompanying Medicare Physician Payment Reform Act (H.R. 3961). Discussion has focused on whether Congress intends to establish “death panels” to determine whether or not seniors can get access to end-of-life medical care. Some have speculated that these panels will force the elderly and ailing into accepting minimal end-of-life care to reduce health care costs. Concerns have been raised that hospitals will be forced to withhold treatments simply because they are costly, even if they extend the life of the patient. Now talking heads and politicians are getting into the act. Betsy McCaughey, the former Lieutenant Governor of New York State has warned that the bills contain provisions that would make it mandatory that “people in Medicare have a required counseling session that will tell them how to end their life sooner.’. Iowa Senator Chuck Grassley, a Republican member of the Senate Finance Committee, chimed into the debate as well at a town-hall meeting, telling a questioner, “You

have every right to fear...[You] should not have a government-run plan to decide when to pull the plug on Grandma.”

- **Nonpartisan:** However, a close examination of the bill by non-partisan organizations reveals that the controversial proposals are not death panels at all. They are nothing more than a provision that allows Medicare to pay for voluntary counseling. The American Medical Association and the National Hospice and Palliative Care Organization support the provision. For years, federal laws and policies have encouraged Americans to think ahead about end-of-life decisions. The bills allow Medicare to pay doctors to provide information about living wills, pain medication, and hospice care. John Rother, executive vice president of AARP, the seniors’ lobby, repeatedly has declared the “death panel” rumors false.
- **Republican:** However, a close examination of the bill by non-partisan organizations reveals that the controversial proposals are not death panels at all. They are nothing more than a provision that allows Medicare to pay for voluntary counseling. The American Medical Association and the National Hospice and Palliative Care Organization support the provision. For years, federal laws and policies have encouraged Americans to think ahead about end-of-life decisions. The bills allow Medicare to pay doctors to provide information about living wills, pain medication, and hospice care. John Rother, executive vice president of AARP, the seniors’ lobby, repeatedly has declared the “death panel” rumors false. The new provision is similar to a proposal in the last Congress to cover an end-of-life planning consultation. That bill was co-sponsored by three Republicans, including John Isakson, a Republican Senator from Georgia. Speaking about the end of life provisions, Senator Isakson has said, “It’s voluntary. Every state in America has an end of life directive or durable power of attorney provision...someone said Sarah Palin’s web site had talked about the House bill having death panels on it where people would be euthanized. How someone could take an end of life directive or a living will as that is nuts.”
- **Democratic:** However, a close examination of the bill by non-partisan organizations reveals that the controversial proposals are not death panels at all. They are nothing more than a provision that allows Medicare to pay for voluntary counseling. The American Medical Association and the National Hospice and Palliative Care Organization support the provision. For years, federal laws and policies have encouraged Americans to think ahead about end-of-life decisions. The bills allow Medicare to pay doctors to provide information about living wills, pain medication, and hospice care. John Rother, executive vice president of AARP, the seniors’ lobby, repeatedly has declared the “death panel” rumors false. The Democratic Congressman who wrote the now-famous provision in the House health care bill has responded as well. Speaking about the end of life provisions, Democrat Earl Blumenauer of Georgia has said the measure “would merely allow Medicare to pay doctors for voluntary counseling

sessions that address end-of-life issues...[the existence of death panels is] a blatant lie, and everybody who has checked it agrees.”

**Outcomes:** Death Panel rumor belief: Do you think the changes to the health care system have that have been enacted by Congress and the Obama administration create “death panels” which have the authority to determine whether or not a gravely ill or injured person should receive health care based on their “level of productivity in society?” (1: yes; 0: no)

### **2.5.2 Lucid Replication Study**

**Sample:** 3,503 Lucid respondents.

**Dates of data collection:** May 2016.

**Treatments:** Treatments were defined in the same way as the original study.

**Outcomes:** The wording of the outcome question was identical to the original study.

# Lucid Validation Survey Questionnaire

Thank you for participating in this [institution withheld] research study about political issues. This survey should take only about 15 minutes of your time. Your responses will be kept anonymous and private, and no personally identifying information will be disclosed. This survey will give you the opportunity to share your views on political issues on a completely confidential basis. The survey has been approved by the Institutional Review Board of [institution withheld]. You may refuse to participate or withdraw from participation at any time. If at any time you have questions or concerns about your rights or welfare as a research subject, contact [institution withheld]. Please answer all questions to the best of your ability. If for some reason you prefer not to answer a particular question, you may skip it. Please acknowledge that you are voluntarily participating in this survey by clicking “Next.”

## Policy Attitudes

First, we would like to ask you some questions about your political opinions and interests.

*Respondents were randomly assigned to one of three experimental groups and shown either Question 1, 2, or 3.*

1. We are faced with many problems in this country, none of which can be solved easily or inexpensively. We are going to name one of these problems, and we’d like you to tell us whether you think we’re spending too much money on it, too little money, or about the right amount.

### Welfare

- Too little
- About right
- Too much

2. We are faced with many problems in this country, none of which can be solved easily or inexpensively. We are going to name one of these problems, and we’d like you to tell us whether you think we’re spending too much money on it, too little money, or about the right amount.

**Assistance to the poor**

- Too little
  - About right
  - Too much
3. We are faced with many problems in this country, none of which can be solved easily or inexpensively. We are going to name one of these problems, and we'd like you to tell us whether you think we're spending too much money on it, too little money, or about the right amount.

**Caring for the poor**

- Too little
  - About right
  - Too much
4. Do you favor, oppose, or neither favor nor oppose an amendment to the U.S. Constitution banning marriage between two people who are the same sex?
- Favor
  - Oppose
  - Neither favor nor oppose
5. Do you favor, oppose, or neither favor nor oppose raising federal income taxes for people who make **more** than \$200,000 per year?
- Favor
  - Oppose
  - Neither favor nor oppose
6. Do you favor, oppose, or neither favor nor oppose raising federal income taxes for people who make **less** than \$200,000 per year?
- Favor
  - Oppose
  - Neither favor nor oppose
7. Do you favor, oppose, or neither favor nor oppose the U.S. government paying for all of the cost of prescription drugs for senior citizens who are living on very little income?

- Favor
  - Oppose
  - Neither favor nor oppose
8. Do you favor, oppose, or neither favor nor oppose the U.S. government paying for all necessary medical care for all Americans?
- Favor
  - Oppose
  - Neither favor nor oppose
9. Do you favor, oppose, or neither favor nor oppose the U.S. government making it possible for illegal immigrants to become U.S. citizens?
- Favor
  - Oppose
  - Neither favor nor oppose

## Political Measures

10. How interested are you about what's going on in government and politics?
- Not at all interested
  - Slightly interested
  - Moderately interested
  - Very interested
  - Extremely interested

*Respondents were randomly shown either Question 11 or Question 12.*

11. Generally speaking, do you usually think of yourself as a Democrat, a Republican, an independent, or what?
- Democrat
  - Republican
  - Independent
  - Something else
12. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

- Republican
- Democrat
- Independent
- Something else

*Question 13 was shown to respondents who answered "Democrat" in Question 11 or 12.*

**13.** Would you call yourself a strong Democrat, or not a very strong Democrat?

- Strong
- Not very strong

*Question 14 was shown to respondents who answered "Republican" in Question 11 or 12.*

**14.** Would you call yourself a strong Republican, or not a very strong Republican?

- Strong
- Not very strong

*Question 15 was shown to respondents who answered "Independent" in Question 11 or 12.*

**15.** Do you think of yourself as closer to the Democratic Party, the Republican Party, or neither of these?

- Closer to the Democratic Party
- Closer to the Republican Party
- Neither

**16.** When it comes to politics, would you describe yourself as liberal, conservative, or neither liberal nor conservative?

- Liberal
- Conservative
- Neither liberal nor conservative

*Question 17 was shown to respondents who answered "Liberal" in Question 16.*

**17.** Would you call yourself very liberal or not very liberal?

- Very liberal
- Not very liberal

*Question 18 was shown to respondents who answered "Conservative" in Question 16.*

**18.** Would you call yourself very conservative or not very conservative?



- Very conservative
- Not very conservative

*Question 19 was shown to respondents who answered “Neither liberal nor conservative” in Question 16.*

- 19.** Do you think of yourself as closer to liberals, or conservatives, or neither of these?
- Closer to liberals
  - Closer to conservatives
  - Neither of these

The next few questions are about the presidential election that was held on November 6, 2012. In the election held on November 6, 2012, Barack Obama ran on the Democratic ticket and Mitt Romney ran on the Republican ticket.

- 20.** Were you registered to vote in the 2012 election, or not?
- Yes, registered to vote
  - No, not registered
  - Don't know
- 21.** Which one of the following best describes what you did in this election?
- Definitely did not vote
  - Definitely voted in person at a polling place on election day
  - Definitely voted in person at a polling place before election day
  - Definitely voted by mailing a ballot to elections officials before election day
  - Definitely voted in some other way
  - Not completely sure whether you voted or not

*Question 22 was shown to all respondents who did not select “Definitely did not vote” in Question 21.*

- 22.** Who did you vote for in the 2012 election?
- Barak Obama
  - Mitt Romney
  - Other

We will now ask you some factual questions about politics. Please answer these questions on your own, without asking anyone or looking up the answers. Many people don't know the answers to these questions. Please answer every question, even if you're not sure what the right answer is.

- 23.** Do you happen to know how many times an individual can be elected President of the United States under current laws? Type the number.  
\_\_\_\_\_
- 24.** For how many years is a United States Senator elected – that is, how many years are there in one full term of office for a U.S. Senator? Type the number.  
\_\_\_\_\_
- 25.** How many U.S. Senators are there from each state? Type the number.  
\_\_\_\_\_
- 26.** For how many years is a member of the United States House of Representatives elected – that is, how many years are there in one full term of office for a U.S. House member? Type the number.  
\_\_\_\_\_
- 27.** Who was the first Catholic to be a major party candidate for president?
- John F. Kennedy
  - Alfred Smith
  - William Miller
  - Edmund Muskie
- 28.** According to federal law, if the President of the United States dies, is no longer willing or able to serve, or is removed from office by Congress, the Vice President would become the President. If the Vice President were unable or unwilling to serve, who would be eligible to become president next? The Chief Justice of the Supreme Court, the Secretary of State, or the Speaker of the House of Representatives?
- Chief Justice of the Supreme Court
  - Secretary of State
  - Speaker of the House of Representatives
- 29.** What percentage vote of the House and the Senate is needed to override a Presidential veto?
- A bare majority
  - Two-thirds

- Three-fourths
  - Ninety percent
30. Who served as Woodrow Wilson's vice president?
- Thomas Marshall
  - Robert Lansing
  - Louis Brandeis
  - Charles Dawes

## Ten Item Personality Inventory

Next we would like to ask you a series of questions about your personality.

31. Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

**Extraverted, enthusiastic.**

- 1 - Disagree strongly
- 2 - Disagree moderately
- 3 - Disagree a little
- 4 - Neither agree nor disagree
- 5 - Agree a little
- 6 - Agree moderately
- 7 - Agree strongly

32. Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

**Critical, quarrelsome.**

- 1 - Disagree strongly
- 2 - Disagree moderately
- 3 - Disagree a little
- 4 - Neither agree nor disagree
- 5 - Agree a little
- 6 - Agree moderately

7 - Agree strongly

- 33.** Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

**Dependable, self-disciplined.**

1 - Disagree strongly

2 - Disagree moderately

3 - Disagree a little

4 - Neither agree nor disagree

5 - Agree a little

6 - Agree moderately

7 - Agree strongly

- 34.** Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

**Anxious, easily upset.**

1 - Disagree strongly

2 - Disagree moderately

3 - Disagree a little

4 - Neither agree nor disagree

5 - Agree a little

6 - Agree moderately

7 - Agree strongly

- 35.** Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

**Open to new experiences, complex.**

1 - Disagree strongly

2 - Disagree moderately

3 - Disagree a little

4 - Neither agree nor disagree

5 - Agree a little

6 - Agree moderately

7 - Agree strongly

- 36.** Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

**Reserved, quiet.**

1 - Disagree strongly

2 - Disagree moderately

3 - Disagree a little

4 - Neither agree nor disagree

5 - Agree a little

6 - Agree moderately

7 - Agree strongly

- 37.** Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

**Sympathetic, warm.**

1 - Disagree strongly

2 - Disagree moderately

3 - Disagree a little

4 - Neither agree nor disagree

5 - Agree a little

6 - Agree moderately

7 - Agree strongly

- 38.** Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

**Disorganized, careless.**

1 - Disagree strongly

2 - Disagree moderately

3 - Disagree a little

4 - Neither agree nor disagree

- 5 - Agree a little
- 6 - Agree moderately
- 7 - Agree strongly

39. Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

**Calm, emotionally stable.**

- 1 - Disagree strongly
- 2 - Disagree moderately
- 3 - Disagree a little
- 4 - Neither agree nor disagree
- 5 - Agree a little
- 6 - Agree moderately
- 7 - Agree strongly

40. Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

**Conventional, uncreative.**

- 1 - Disagree strongly
- 2 - Disagree moderately
- 3 - Disagree a little
- 4 - Neither agree nor disagree
- 5 - Agree a little
- 6 - Agree moderately
- 7 - Agree strongly

## **Need for Cognition and Need to Evaluate**

41. Some people have opinions about almost everything; other people have opinions about just some things; and still other people have very few opinions. What about you? Would you say you have opinions about almost everything, about many things, about some things, or about very few things?

- Almost everything
- Many things
- Some things
- Very few things

**42.** Compared to the average person do you have fewer opinions about whether things are good or bad, about the same number of opinions, or more opinions?

- Fewer opinions
- About the same number of opinions
- More opinions

*Question 43 was shown to respondents who answered "Fewer opinions" in Question 42.*

**43.** Would you say that you have a lot fewer opinions or just somewhat fewer opinions?

- A lot
- Somewhat

*Question 44 was shown to respondents who answered "More opinions" in Question 42.*

**44.** Would you say that you have a lot more opinions or just somewhat more opinions?

- A lot
- Somewhat

**45.** Some people like to have responsibility for handling situations that require a lot of thinking, and other people don't like to have responsibility for situations like that. What about you? Do you like having responsibility for handling situations that require a lot of thinking, do you dislike it, or do you neither like nor dislike it?

- Like
- Dislike
- Neither like nor dislike

*Question 46 was shown to respondents who answered "Like" in Question 45.*

**46.** Do you like it a lot or just somewhat?

- A lot
- Just somewhat

*Question 47 was shown to respondents who answered "Dislike" in Question 45.*

**47.** Do you dislike it a lot or just somewhat?

- A lot
  - Just somewhat
48. Some people prefer to solve simple problems instead of complex ones, whereas other people prefer to solve more complex problems. Which type of problem do you prefer to solve: simple or complex?
- Simple
  - Complex

## **Hiscox (2006) International Trade Framing Experiment**

Now we'd like to switch topics and ask you about trade with other nations.

*Positive frame, no expert*

49. Many people believe that increasing trade with other nations creates jobs and allows Americans to buy more types of goods at lower prices. Do you favor or oppose increasing trade with other nations?
- Favor
  - Oppose

*Positive frame, expert*

50. Many people believe that increasing trade with other nations creates jobs and allows Americans to buy more types of goods at lower prices. According to the New York Times, almost 100 percent of American economists support increasing trade with other nations. In 1993 over a thousand economists, including all living winners of the Nobel Prize in economics, signed an open letter to the New York Times urging people to support efforts to increase trade between the United States and neighboring countries. Do you favor or oppose increasing trade with other nations?
- Favor
  - Oppose

*Negative frame, no expert*

51. Many people believe that increasing trade with other nations leads to job losses and exposes American producers to unfair competition. Do you favor or oppose increasing trade with other nations?
- Favor
  - Oppose



*Negative frame, expert*

- 52.** Many people believe that increasing trade with other nations leads to job losses and exposes American producers to unfair competition. According to the New York Times, almost 100 percent of American economists support increasing trade with other nations. In 1993 over a thousand economists, including all living winners of the Nobel Prize in economics, signed an open letter to the New York Times urging people to support efforts to increase trade between the United States and neighboring countries. Do you favor or oppose increasing trade with other nations?
- Favor
  - Oppose

*Both frames, no expert*

- 53.** Many people believe that increasing trade with other nations creates jobs and allows Americans to buy more types of goods at lower prices. Others believe that increasing trade with other nations leads to job losses and exposes American producers to unfair competition. Do you favor or oppose increasing trade with other nations?
- Favor
  - Oppose

*Both frames, expert*

- 54.** Many people believe that increasing trade with other nations creates jobs and allows Americans to buy more types of goods at lower prices. Others believe that increasing trade with other nations leads to job losses and exposes American producers to unfair competition. According to the New York Times, almost 100 percent of American economists support increasing trade with other nations. In 1993 over a thousand economists, including all living winners of the Nobel Prize in economics, signed an open letter to the New York Times urging people to support efforts to increase trade between the United States and neighboring countries. Do you favor or oppose increasing trade with other nations?
- Favor
  - Oppose

*Neither frame, no expert*

- 55.** Do you favor or oppose increasing trade with other nations?
- Favor
  - Oppose

*Neither frame, expert*

**56.** According to the New York Times, almost 100 percent of American economists support increasing trade with other nations. In 1993 over a thousand economists, including all living winners of the Nobel Prize in economics, signed an open letter to the New York Times urging people to support efforts to increase trade between the United States and neighboring countries. Do you favor or oppose increasing trade with other nations?

- Favor
- Oppose

## **Asian Disease Experiment**

Now we would like to you about your reaction to a hypothetical scenario regarding public health.

*Respondents were shown either Question 57 (control group) or Question 58 (Mortality frame treatment)*

**57.** Imagine that your country is preparing for the outbreak of an unusual disease, which is expected to kill 600 people. Two alternative programs to combat the disease have been proposed. Assume that the exact scientific estimates of the consequences of the programs are as follows: If Program A is adopted, 200 people will be saved. If Program B is adopted, there is one-third probability that 600 people will be saved, and two-third probability that no people will be saved. If you could choose only one, which of these programs would you choose to implement?

- Program A
- Program B

**58.** Imagine that your country is preparing for the outbreak of an unusual disease, which is expected to kill 600 people. Two alternative programs to combat the disease have been proposed. Assume that the exact scientific estimates of the consequences of the programs are as follows: If Program A is adopted, 400 people will die. If Program B is adopted there is one-third probability that nobody will die, and two-third probability that 600 people will die. If you could choose only one, which of these programs would you choose to implement?

- Program A
- Program B

## Risk Acceptance

The following questions ask about your approach towards taking risks.

59. Some people say you should be cautious about making major changes in life. Suppose these people are located at 1. Others say that you will never achieve much in life unless you act boldly. Suppose these people are located at 7 and others have views in between. Where would you place yourself on this scale?
- 1 - You should be cautious about making major changes in life
  - 2
  - 3
  - 4
  - 5
  - 6
  - 7 - You will never achieve much in life unless you act boldly
60. Suppose you were betting on horses and were a big winner in the third or fourth race. Would you be more likely to continue betting on additional races or take your winnings and stop?
- Definitely continue playing - 1
  - Probably continue playing - 2
  - Not sure - 3
  - Probably take my winnings - 4
  - Definitely take my winnings - 5
61. Please rate your level of agreement or disagreement with the following statement:
- I would like to explore strange places.**
- Strongly disagree - 1
  - Disagree - 2
  - Neither disagree nor agree - 3
  - Agree - 4
  - Strongly agree - 5
62. Please rate your level of agreement or disagreement with the following statement:

**I like to do frightening things.**

- Strongly disagree - 1
- Disagree - 2
- Neither disagree nor agree - 3
- Agree - 4
- Strongly agree - 5

**63.** Please rate your level of agreement or disagreement with the following statement:

**I like new and exciting experiences, even if I have to break the rules.**

- Strongly disagree - 1
- Disagree - 2
- Neither disagree nor agree - 3
- Agree - 4
- Strongly agree - 5

**64.** Please rate your level of agreement or disagreement with the following statement:

**I prefer friends who are exciting and unpredictable.**

- Strongly disagree - 1
- Disagree - 2
- Neither disagree nor agree - 3
- Agree - 4
- Strongly agree - 5

**65.** In general, how easy or difficult is it for you to accept taking risks?

- Very easy to take risks
- Somewhat easy to take risks
- Somewhat difficult to take risks
- Very difficult to take risks

## Kam and Simas (2010) Experiment

*Control group subjects were shown the following vignettes and Questions 66-71.*

Now we would like to you about your reaction to a hypothetical scenario regarding public health.

Experts from the Centers for Disease Control (CDC) recently appeared before Congress to discuss the need to take steps to protect Americans from a possible smallpox epidemic. Although some Americans were vaccinated against smallpox in their youth, those vaccinations are now ineffective against the more powerful smallpox strains that exist today. All 300 million Americans are vulnerable to being infected by smallpox, even though the possibility of a bioterrorist attack remains very small.

CDC experts have proposed two programs to try to minimize the consequences of a smallpox epidemic. They proposed two alternative programs to combat the disease. These programs would fund research, vaccinations, medical treatment facilities, and the training of medical personnel. As an example, they illustrated the effects of the programs in a medium-sized town in the United States.

Scientists believe that an initial outbreak of smallpox in a medium-sized town of 60,000 people in the United States would kill 6,000 people. The scientific estimates of the impacts of two programs, A and B, are as follows: If program A is adopted, 2,000 people will be saved. If program B is adopted, there is a 1 in 3 chance that 6,000 people will be saved and a 2 in 3 chance that no people will be saved.

**66.** Imagine you were faced with the decision of adopting program A or program B. Which would you select?

- Program A
- Program B

*Question 67 was shown to subjects who answered "Program A" in Question 66.*

**67.** How certain are you of your preference for Program A?

- Very uncertain - 1
- Somewhat uncertain - 2
- Somewhat certain - 3
- Very certain - 4

*Question 68 was shown to subjects who answered "Program B" in Question 66.*

**68.** How certain are you of your preference for Program B?

- Very uncertain - 1
- Somewhat uncertain - 2
- Somewhat certain - 3
- Very certain - 4

Another set of CDC experts have proposed two other programs, C and D. These programs would fund research, vaccinations, medical treatment facilities, and the training of medical personnel. Again, they illustrated the effects of the programs in a medium-sized town in the United States.

Scientists believe that an initial outbreak of smallpox in a medium-sized town of 60,000 people in the United States would kill 6,000 people. The scientific estimates of the impacts of these two alternative programs, C and D, are as follows: If program C is adopted, 4,000 people will die. If program D is adopted, there is a 1 in 3 chance that nobody will die, and a 2 in 3 chance that 6,000 people will die.

- 69.** Imagine you were faced with the decision of adopting program C or program D. Which would you select?
- Program C
  - Program D

*Question 70 was shown to subjects who answered "Program C" in Question 69.*

- 70.** How certain are you of your preference for Program C?
- Very uncertain - 1
  - Somewhat uncertain - 2
  - Somewhat certain - 3
  - Very certain - 4

*Question 71 was shown to subjects who answered "Program D" in Question 69.*

- 71.** How certain are you of your preference for Program D?
- Very uncertain - 1
  - Somewhat uncertain - 2
  - Somewhat certain - 3
  - Very certain - 4

*Mortality frame treatment subjects were shown the following vignettes and Questions 72-77.*

Now we would like to you about your reaction to a hypothetical scenario regarding public health.

Experts from the Centers for Disease Control (CDC) recently appeared before Congress to discuss the need to take steps to protect Americans from a possible smallpox epidemic. Although some Americans were vaccinated against smallpox in their youth, those vaccinations are now ineffective against the more powerful smallpox strains that exist today. All 300 million Americans are vulnerable to being infected by smallpox, even though the possibility of a bioterrorist attack remains very small.

CDC experts have proposed two programs to try to minimize the consequences of a smallpox epidemic. They proposed two alternative programs to combat the disease. These programs would fund research, vaccinations, medical treatment facilities, and the training of medical personnel. As an example, they illustrated the effects of the programs in a medium-sized town in the United States.

Scientists believe that an initial outbreak of smallpox in a medium-sized town of 60,000 people in the United States would kill 6,000 people. The scientific estimates of the impacts of two programs, A and B, are as follows: If program A is adopted, 4,000 people will die. If program B is adopted, there is a 1 in 3 chance that nobody will die and a 2 in 3 chance that 6,000 people will die.

- 72.** Imagine you were faced with the decision of adopting program A or program B. Which would you select?
- Program A
  - Program B

*Question 73 was shown to subjects who answered "Program A" in Question 72.*

- 73.** How certain are you of your preference for Program A?
- Very uncertain - 1
  - Somewhat uncertain - 2
  - Somewhat certain - 3
  - Very certain - 4

*Question 74 was shown to subjects who answered "Program B" in Question 72.*

- 74.** How certain are you of your preference for Program B?

- Very uncertain - 1
- Somewhat uncertain - 2
- Somewhat certain - 3
- Very certain - 4

Another set of CDC experts have proposed two other programs, C and D. These programs would fund research, vaccinations, medical treatment facilities, and the training of medical personnel. Again, they illustrated the effects of the programs in a medium-sized town in the United States.

Scientists believe that an initial outbreak of smallpox in a medium-sized town of 60,000 people in the United States would kill 6,000 people. The scientific estimates of the impacts of these two alternative programs, C and D, are as follows: If program C is adopted, 2,000 people will be saved. If program D is adopted, there is a 1 in 3 chance that 6,000 people will be saved and a 2 in 3 chance that no people will be saved.

- 75.** Imagine you were faced with the decision of adopting program C or program D. Which would you select?
- Program C
  - Program D

*Question 76 was shown to subjects who answered "Program C" in Question 75.*

- 76.** How certain are you of your preference for Program C?
- Very uncertain - 1
  - Somewhat uncertain - 2
  - Somewhat certain - 3
  - Very certain - 4

*Question 77 was shown to subjects who answered "Program D" in Question 75.*

- 77.** How certain are you of your preference for Program D?
- Very uncertain - 1
  - Somewhat uncertain - 2
  - Somewhat certain - 3
  - Very certain - 4



## **Berinsky (Forthcoming) Political Rumors Experiment**

### *Control subjects*

We will now switch topics to health care policy.

### *All treatment subjects*

We will now switch topics to health care policy. On the next page, we will ask you to read a brief article on the topic.

### *Rumor only*

With health care reform in full swing, politicians and citizen groups are taking a close look at the provisions in the Affordable Health Care for America Act (H.R. 3962) and the accompanying Medicare Physician Payment Reform Act (H.R. 3961).

Discussion has focused on whether Congress intends to establish “death panels” to determine whether or not seniors can get access to end-of-life medical care. Some have speculated that these panels will force the elderly and ailing into accepting minimal end-of-life care to reduce health care costs. Concerns have been raised that hospitals will be forced to withhold treatments simply because they are costly, even if they extend the life of the patient. Now talking heads and politicians are getting into the act.

Betsy McCaughey, the former Lieutenant Governor of New York State has warned that the bills contain provisions that would make it mandatory that “people in Medicare have a required counseling session that will tell them how to end their life sooner.”

Iowa Senator Chuck Grassley, a Republican member of the Senate Finance Committee, chimed into the debate as well at a town-hall meeting, telling a questioner, “You have every right to fear...[You] should not have a government-run plan to decide when to pull the plug on Grandma.”

### *Rumor and non-partisan correction*

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However, a close examination of the bill by non-partisan organizations reveals that the controversial proposals are not death panels at all. They are nothing more than a provision that allows Medicare to pay for voluntary counseling.

The American Medical Association and the National Hospice and Palliative Care Organization support the provision. For years, federal laws and policies have encouraged Americans to think ahead about end-of-life decisions.

The bills allow Medicare to pay doctors to provide information about living wills, pain medication, and hospice care. John Rother, executive vice president of AARP, the seniors’ lobby, repeatedly has declared the “death panel” rumors false.

*Rumor and Republican correction*

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The bills allow Medicare to pay doctors to provide information about living wills, pain medication, and hospice care. John Rother, executive vice president of AARP, the seniors’ lobby, repeatedly has declared the “death panel” rumors false.

The new provision is similar to a proposal in the last Congress to cover an end-of-life planning consultation. That bill was co-sponsored by three Republicans, including John Isakson, a Republican Senator from Georgia.

Speaking about the end of life provisions, Senator Isakson has said, “It’s voluntary. Every state in America has an end of life directive or durable power of attorney provision...someone said Sarah Palin’s web site had talked about the House bill having death panels on it where people would be euthanized. How someone could take an end of life directive or a living will as that is nuts.”

*Rumor and Democratic correction*

With health care reform in full swing, politicians and citizen groups are taking a close look at the provisions in the Affordable Health Care for America Act (H.R. 3962) and the accompanying Medicare Physician Payment Reform Act (H.R. 3961).

Discussion has focused on whether Congress intends to establish “death panels” to determine whether or not seniors can get access to end-of-life medical care. Some have speculated that these panels will force the elderly and ailing into accepting minimal end-of-life care to reduce health care costs. Concerns have been raised that hospitals will be

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The bills allow Medicare to pay doctors to provide information about living wills, pain medication, and hospice care. John Rother, executive vice president of AARP, the seniors’ lobby, repeatedly has declared the “death panel” rumors false.

The Democratic Congressman who wrote the now-famous provision in the House health care bill has responded as well.

Speaking about the end of life provisions, Democrat Earl Blumenauer of Georgia has said the measure “would merely allow Medicare to pay doctors for voluntary counseling sessions that address end-of-life issues...[the existence of death panels is] a blatant lie, and everybody who has checked it agrees.”

*Question 78 was asked of all respondents.*

**78.** Do you think the changes to the health care system that have been enacted by Congress and the Obama administration create “death panels” which have the authority to determine whether or not a gravely ill or injured person should receive health care based on their “level of productivity in society?”

Yes

- No
- Not sure

*Question 79 was shown to subjects who answered “Yes” in Question 78.*

- 79.** How strongly do you believe that the changes to the health care system have that have been enacted by Congress and the Obama administration create “death panels” which have the authority to determine whether or not a gravely ill or injured person should receive health care based on their “level of productivity in society?”
- Very strongly
  - Not very strongly

*Question 80 was shown to subjects who answered “No” in Question 78.*

- 80.** How strongly do you believe that the changes to the health care system have that have been enacted by Congress and the Obama administration do not create “death panels” which have the authority to determine whether or not a gravely ill or injured person should receive health care based on their “level of productivity in society?”
- Very strongly
  - Not very strongly

*Question 81 was shown to subjects who answered “Not sure” in Question 78.*

- 81.** If you had to choose, do you think the changes to the health care system have that have been enacted by Congress and the Obama administration create “death panels” which have the authority to determine whether or not a gravely ill or injured person should receive health care based on their “level of productivity in society?”
- Yes
  - No
  - Not sure

- 82.** Do you think the changes to the health care system that have been enacted by Congress and the Obama administration require elderly patients to meet with government officials to discuss “end of life” options including euthanasia?
- Yes
  - No
  - Not sure

*Question 83 was shown to subjects who answered “Yes” in Question 82.*

- 83.** How strongly do you believe that the changes to the health care system that have been enacted by Congress and the Obama administration require elderly patients to meet with government officials to discuss “end of life” options including euthanasia?
- Very strongly
  - Not very strongly

*Question 84 was shown to subjects who answered “No” in Question 82.*

- 84.** How strongly do you believe that the changes to the health care system that have been enacted by Congress and the Obama administration do not require elderly patients to meet with government officials to discuss “end of life” options including euthanasia?
- Very strongly
  - Not very strongly

*Question 85 was shown to subjects who answered “Not sure” in Question 82.*

- 85.** If you had to guess, do you believe that the changes to the health care system that have been enacted by Congress and the Obama administration require elderly patients to meet with government officials to discuss “end of life” options including euthanasia?
- Yes
  - No
  - Not sure
- 86.** Overall, given what you know about them, would you say you support or oppose the changes to the health care system that have been enacted by Congress and the Obama administration?
- Support
  - Oppose

*Question 87 was shown to all treatment subjects.*

- 87.** We are interested in learning what people can remember from what they read about politics. Think back to the article you just read. Can you identify the job that was formerly held by Betsy McCaughey?
- Secretary of Health and Human Services
  - Lawyer

- Governor
- News Anchor
- Lieutenant Governor

## Survey Behavior

The following questions ask about your experiences taking surveys online.

- 88.** How many surveys about politics or current events would you say you have taken online in the past month?  
\_\_\_\_\_
- 89.** Where do you typically take surveys you find on online?
- At home
  - At my place of work
  - A public space such as a coffee shop or library
  - Other
- 90.** In general, how are you compensated for taking surveys online? Note: Your answer will in no way affect your compensation for completing this survey.
- Website points
  - Bitcoin
  - US dollars (\$)
  - A different form of national currency
  - I am not compensated for taking surveys

*Question 91 was shown to respondents who did not select "I am not compensated for taking surveys" in Question 90.*

- 91.** What is the approximate value of the compensation you will receive for completing this survey in U.S. dollars? Note: Your answer will in no way affect your compensation for completing this survey.  
\$ \_\_\_\_\_
- 92.** Thank you very much for taking our survey. Please use the text box below to give us any feedback you would like. This question is entirely optional.

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