

RADIO PROGRAMMING STUDY
ANNENBERG SCHOOL FOR COMMUNICATION
UNIVERSITY OF PENNSYLVANIA

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DIRECTIONS

ANSWER ALL THE QUESTIONS -- IN ORDER.

DON'T GO BACK AND CHANGE YOUR ANSWERS.

PLEASE DON'T CONSULT WITH ANYONE ELSE ABOUT HOW TO ANSWER.

GIVE HONEST ANSWERS ABOUT WHAT YOU THINK.

DON'T TRY TO GIVE ANSWERS THAT YOU THINK WE WANT!

THANKS FOR YOUR HELP

PLEASE WAIT FOR THE SIGNAL BEFORE YOU GO AHEAD

POST Q'AIRE FROM _____

PROGRAMMING GROUP _____

VERSION ONE

First, we would like to ask you your views on some people in public life. For each name please indicate how favorable or unfavorable you are. Circle any number between 1 and 7, with 1 being VERY UNFAVORABLE, 7 being VERY FAVORABLE, and 4 in the middle -- NEITHER favorable nor unfavorable. If you don't know the person, just circle "Never Heard of".

Bill Clinton

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Never Heard of

Steve Forbes

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Never Heard of

Bob Dole

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Never Heard of

G. Gordon Liddy

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Never Heard of

Oliver North

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Never Heard of

Rush Limbaugh

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Never Heard of

Louis Farrakahn

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Never Heard of

Jesse Jackson

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Never Heard of

Mahmoud Abdul-Rauf

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Never Heard of

Jack Kevorkian

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Never Heard of

Robert Novak

Very									Very		Never
Unfavorable	1	2	3	4	5	6	7	Favorable	Heard of		

Ray Suarez

Very									Very		Never
Unfavorable	1	2	3	4	5	6	7	Favorable	Heard of		

Peter Jennings

Very									Very		Never
Unfavorable	1	2	3	4	5	6	7	Favorable	Heard of		

Jim Lehrer

Very									Very		Never
Unfavorable	1	2	3	4	5	6	7	Favorable	Heard of		

Dick Armey

Very									Very		Never
Unfavorable	1	2	3	4	5	6	7	Favorable	Heard of		

Next, we would like to ask your views on some groups and institutions. For each name please indicate how favorable or unfavorable you are. Circle any number between 1 and 7, with 1 being VERY UNFAVORABLE, 7 being VERY FAVORABLE, and 4 in the middle -- NEITHER favorable nor unfavorable. If you don't know the group, just circle "Unfamiliar."

The public schools

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Unfamiliar

The daily newspaper you are most familiar with

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Unfamiliar

The Washington Times

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Unfamiliar

Muslims

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Unfamiliar

Network TV news

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Unfamiliar

Medical Doctors

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Unfamiliar

The Nation of Islam

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Unfamiliar

Public school teachers

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Unfamiliar

The New York Times

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Unfamiliar

NAACP

Very Unfavorable 1----2----3----4----5----6----7 Favorable Very Unfamiliar

We are going to list some problems people have identified as important problems facing our country. We'd like your opinion on which are most important and least important. Put a 1 next to the most important problem facing our country. Put a 2 for the next most important and so on down to 10 for the least important problem.

1= Most important; 2=next most important; ... ; 10=least important

_____ Taxes

_____ Affirmative action

_____ Deficit in federal budget

_____ Crime

_____ Unemployment

_____ Race relations & racism

_____ Assisted suicide for the terminally ill

_____ Family values

_____ Dissatisfaction with government

_____ Education

How well informed do you feel you are on the following topics? For each, please indicate how informed you feel you are. Circle any number between 0 and 5, with 0 being NOT INFORMED AT ALL and 5 being VERY WELL INFORMED.

The federal budget deficit

Not Informed Very well
at All 0---1---2---3---4---5 Informed

The flat tax

Not Informed Very well
at All 0---1---2---3---4---5 Informed

The controversy over doctor-assisted suicide

Not Informed Very well
at All 0---1---2---3---4---5 Informed

Issues concerning education

Not Informed Very well
at All 0---1---2---3---4---5 Informed

Affirmative action

Not Informed Very well
at All 0---1---2---3---4---5 Informed

We would like your opinion about some programs and proposals being discussed. For each one, please indicate if you favor or oppose it. Circle any number between 1 and 7, with 1 being STRONGLY OPPOSE, 7 being STRONGLY FAVOR, and 4 in the middle -- NEITHER favoring nor opposed.

Changing the federal income tax system to a "flat tax" where everyone pays the same tax rate regardless of their income.

Strongly Oppose 1----2----3----4----5----6----7 Favor Strongly

Offering educational "vouchers" or governmental financial aid to help parents pay the costs of sending a child to a church-run or other private school.

Strongly Oppose 1----2----3----4----5----6----7 Favor Strongly

Eliminating affirmative action preferences for women and minorities in job hiring and promotions.

Strongly Oppose 1----2----3----4----5----6----7 Favor Strongly

Goals 2000 for our public schools

Strongly Oppose 1----2----3----4----5----6----7 Favor Strongly

Allowing doctors to assist terminally ill patients to commit suicide.

Strongly Oppose 1----2----3----4----5----6----7 Favor Strongly

Next we'll list some statements about various things. For each one, please indicate how much you agree or disagree. Circle any number between 1 and 7, with 1 being STRONGLY DISAGREE, 7 being STRONGLY AGREE, and 4 in the middle -- NEITHER agreeing nor disagreeing.

The public schools have gotten worse in recent years.

Strongly Disagree 1----2----3----4----5----6----7 Strongly Agree

Blacks who can't get ahead in this country are mostly responsible for their own condition.

Strongly Disagree 1----2----3----4----5----6----7 Strongly Agree

When it comes to things like suicide, only God should make life and death decisions.

Strongly Disagree 1----2----3----4----5----6----7 Strongly Agree

Public school education won't improve until there's more discipline in the classroom.

Strongly Disagree 1----2----3----4----5----6----7 Strongly Agree

Blacks need help from the government, because they still don't have the same opportunities as everyone else to get ahead.

Strongly Disagree 1----2----3----4----5----6----7 Strongly Agree

Most of the time other people try to be helpful.

Strongly Disagree 1----2----3----4----5----6----7 Strongly Agree

There hasn't been much real progress for Blacks in recent years.

Strongly Disagree 1----2----3----4----5----6----7 Strongly Agree

A person should be able to make decisions about his or her own life and death.

Strongly Disagree 1----2----3----4----5----6----7 Strongly Agree

Public school education won't improve until there's more money spent on education.

Strongly Disagree 1----2----3----4----5----6----7 Strongly Agree

Blacks should help themselves, with no more government help than other groups get.

Strongly Disagree 1----2----3----4----5----6----7 Strongly Agree

If Dr. Kevorkian disagrees with the law about assisted suicide, he should work to change it not violate it.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

If we cut or eliminated capital gains taxes, investment would increase a lot.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

Racial discrimination is the main reason why many Black people can't get ahead these days.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

The position of Blacks in American society has improved in recent years.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

A terminally ill person has a right to doctor-assisted suicide.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

When Kevorkian is tried, his attorney should be able to ask possible jurors about their religious beliefs.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

The rich will pay less under either the Armey or Forbes flat tax while the middle class will pay more.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

The flat tax will close loopholes that now let the wealthy duck their tax responsibility.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

The flat tax will increase the deficit unless spending cuts are enacted.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

Unions are a big part of what's wrong with public schools.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

Most of the time, you can't be too careful in dealing with other people.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

Political correctness is a big part of what's wrong with public schools.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

The media treat liberals and liberal causes more sympathetically than they treat conservatives and conservative causes.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

Elections are a good way to get government officials to pay attention to what the people think.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

The major news media -- national television news and daily newspapers -- mostly help society solve its problems.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

There are circumstances in which it is appropriate for someone on talk radio to call someone else "fat, ugly, and stupid."

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

The major news media -- national television news and daily newspapers -- mostly get in the way of society solving its problems.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

I believe that President Clinton means what he says most of the time.

Strongly Disagree 1----2----3----4----5----6----7 Agree Strongly

More statements for your agreement or disagreement. Circle any number between 1 and 7, with 1 being STRONGLY DISAGREE, 7 being STRONGLY AGREE, and 4 in the middle NEITHER agreeing nor disagreeing.

People like me don't have any real say about what the government does.

Strongly Strongly

Disagree 1----2----3----4----5----6----7 Agree

Politicians won't talk honestly about the hard issues, such as taxes and the cost of government, because that would lose them support.

Strongly Strongly

Disagree 1----2----3----4----5----6----7 Agree

Having elections makes the people believe that government officials are paying attention to what they think.

Strongly Strongly

Disagree 1----2----3----4----5----6----7 Agree

There aren't any important differences between Democrats and Republicans in what they stand for these days.

Strongly Strongly

Disagree 1----2----3----4----5----6----7 Agree

Regardless of whose in power, money buys the votes that determine the laws that are passed.

Strongly Strongly

Disagree 1----2----3----4----5----6----7 Agree

Most of the time you can trust the government in Washington to do what is right.

Strongly Strongly

Disagree 1----2----3----4----5----6----7 Agree

Almost all of the people running the government are a little crooked.

Strongly Strongly

Disagree 1----2----3----4----5----6----7 Agree

People in government waste most of the money we pay in taxes.

Strongly Strongly

Disagree 1----2----3----4----5----6----7 Agree

The government is pretty much run by special interests looking out for themselves.

Strongly Strongly

Disagree 1----2----3----4----5----6----7 Agree

The government is pretty much run to benefit all the people.

Strongly Strongly

Disagree 1----2----3----4----5----6----7 Agree

Which of the following is closer to what you think about Dr. Kevorkian?

___ a. He is fascinated by death and is engaged in lab experiments with real people to satisfy his curiosity

OR

___ b. he genuinely wants to help people and feels that this is a humane way to end their suffering

The doctor advocating assisted suicide, Jack Kevorkian, has been given many labels. Which comes closer to your view of him?

___ a. Doctor Death

___ b. Saint Jack

Now we have some questions about politics and government. Not everyone will have heard about all the issues or all the people we are asking about. Please answer each question to the best of your knowledge, but if you are not sure about an answer just check "Not Sure."

How much of a vote is needed in both the U.S. Senate and House to override a presidential veto?

- ☐ a. 50%
- ☐ b. 60%
- ☐ c. 2/3
- ☐ d. 3/4
- ☐ e. not sure

As far as you know, who has the FINAL responsibility to decide if a law is constitutional or not?

- ☐ a. The President
- ☐ b. The Congress
- ☐ c. The Supreme Court
- ☐ d. Not Sure

Do you happen to remember the names of the senators from your state? Write them as best you can; don't worry about spelling. If you're not sure, just check "Not Sure".

The Senators from my state are:

☐ Not Sure

I live in the state of _____

What follows is a list of things that have been in the news in the past few months. Most people won't be able to answer all the questions. Answer as many as you can.

Republican Orin Hatch and Democrat Diane Feinstein have introduced a bill together that would make the law just as tough on youth gang members as on members of the mob.

- ☐ a. true
☐ b. false

A telecommunications bill was passed with a requirement that televisions in the future include a V-chip, as a way to curb children's exposure to TV violence. President Clinton opposes the V-Chip.

- ☐ a. true
☐ b. false

The telecommunications bill banned sex and abortion related material in cyberspace.

- ☐ a. true
☐ b. false

The Director of the CIA told Congress that the agency spends between 100 and 120 billion dollars a year.

- ☐ a. true
☐ b. false

Goals 2000 and the Volunteer Service Corps have survived Republican budget negotiations with the White House for this year.

- ☐ a. true
☐ b. false

Former Clinton aide Betsy Wright told a Senate Whitewater committee "I've now given nigh unto a jillion hours of testimony and most of the questions were repetitive."

- ☐ a. true
☐ b. false

Workers at a Mitsubishi plant in Illinois protested that allegations of widespread sexual harassment were inaccurate.

- ☐ a. true
☐ b. false

On college loans, which of the following is closer to what you think Republicans have proposed?

- ☐ a. That student college loans be cut
☐ b. That student college loans be repaid sooner

What is your best guess about what the minimum wage is currently in dollars and cents?

\$ ____ . ____

Next, you'll be asked to check a point on a line where you think that individual politicians and groups would put themselves on various issues. For example, where do you think Speaker of the House, Newt Gingrich comes down on reducing the federal deficit? Does he want to reduce it or let it grow?

Put a mark on the line at a place closest to where you think Newt Gingrich's position is: Here's an example,

X

Reduce :----:----:----:----:----:----: Let it grow

You can put a mark anywhere on the line that you want to.
OK, now on to the real questions.

Some people say that NAFTA (the trade agreement among U.S., Canada and Mexico) will cause a lot of American jobs to be lost to other countries. Other people say that NAFTA will increase the number of jobs available to Americans.

What does Bill Clinton say NAFTA will do to jobs?

Lose jobs:----:----:----:----:----:----:Gain jobs

What do most conservatives say NAFTA will do to jobs?

Lose jobs:----:----:----:----:----:----:Gain jobs

What do most liberals say NAFTA will do to jobs?

Lose jobs:----:----:----:----:----:----:Gain jobs

What does Bob Dole say NAFTA will do to jobs?

Lose jobs:----:----:----:----:----:----:Gain jobs

Next we would like to ask you some questions about the kind of radio programming you listen to, if any. These questions are about the shows you usually listen to on the radio, NOT the taped programs we gave you to listen to.

How often, if ever, do you listen to the radio for information about politics, government, and public affairs?

- ☐ a. Regularly
- ☐ b. Sometimes
- ☐ c. Hardly ever
- ☐ d. Never

Do you ever listen to political talk radio shows, where listeners call in to discuss politics and public affairs?

- ☐ a. No
- ☐ b. Yes

(If Yes) How often do you listen to political talk radio shows?

- ☐ a. Regularly
- ☐ b. Sometimes
- ☐ c. Hardly ever

(If yes) In a typical week, how often do you listen to political talk radio shows?

- ☐ a. less than once a week
- ☐ b. once a week
- ☐ c. twice a week
- ☐ d. three times or more a week. How many days each week usually? _____

(If yes) Which political talk radio shows do you listen to? Write down the host's name or the show's name -- whatever you can remember. List up to three.

Most Frequent _____

Next Most Frequent _____

Next Most Frequent _____

(If yes) For the political talk radio show you listen to most frequently, how would you describe the host's political views?

- ☐ a. Very conservative
- ☐ b. Conservative
- ☐ c. Very liberal
- ☐ d. Liberal
- ☐ e. Moderate
- ☐ f. Sometimes conservative and sometimes liberal

Do you ever listen to the radio talk show hosted by Rush Limbaugh?

- ☐ a. No
- ☐ b. Yes

(If Yes) How often do you listen to Limbaugh's radio show?

- ☐ a. Regularly
- ☐ b. Sometimes
- ☐ c. Hardly ever

(If yes) On the average, how many days a week would that be?

- ☐ a. less than once a week
- ☐ b. once a week
- ☐ c. twice a week
- ☐ d. three times a week
- ☐ e. four or more times a week

(If yes) How would you describe Limbaugh's political views?

- ☐ a. Very conservative
- ☐ b. Conservative
- ☐ c. Very liberal
- ☐ d. Liberal
- ☐ e. Moderate
- ☐ f. Sometimes conservative and sometimes liberal

You were asked to listen to some tapes of radio programming this week. In this section, we will ask you some questions about those programs.

How many of the tapes that we sent you were you able to listen to? Write down the number:

Were you able to listen to one tape per day or did you listen to two or more tapes on some day?

- ☐ a. Listened to one tape per day
- ☐ b. Listened to two or more tapes on some days

Were you able to listen to each tape from beginning to end or did you sometimes have to stop and start again?

- ☐ a. Listened to each tape from beginning to end
- ☐ b. Sometimes stopped and started

(If stop and start) How often would you say you had to start and stop while listening to each day's tape?

- ☐ a. often
- ☐ b. sometimes
- ☐ c. hardly ever

Did you listen to any tapes before you filled out the first survey we sent you or did you fill out the survey before listening to any tapes?

- ☐ a. filled out the first survey before listening
- ☐ b. listened to some of the tapes before filling out the first survey

HOW were you able to listen to the tapes we gave you? (Check all that apply)

- ☐ a. Used a tape player in my car
- ☐ b. Used a tape deck in my house
- ☐ c. Used a "Walkman" player that I carried around
- ☐ d. Other. How did you listen? _____

How much of each of the tapes were you able to listen to? Was it ...

- ☐ a. All of each one
- ☐ b. Almost all of each one
- ☐ c. More than half of each one
- ☐ d. Less than half of each one

How would you rate the TECHNICAL quality of the sound on the tapes?

The Technical quality of the tapes was

___ Very Poor ___ Poor ___ Adequate ___ Good ___ Very Good

In the past week, besides the tapes we gave you, would you say you have listened to other radio programs more or less than usual?

- ___ a. a lot more than usual
- ___ b. a little more than usual
- ___ c. about the same as usual
- ___ d. less than usual
- ___ e. a lot less than usual

In the past week, besides the tapes we gave you, would you say you have listened to POLITICAL TALK radio programs at all?

- ___ a. No
- ___ b. Yes

(If yes) Have you listened to political talk radio ...

- ___ a. a lot more than usual
- ___ b. a little more than usual
- ___ c. about the same as usual
- ___ d. less than usual
- ___ e. a lot less than usual

We are going to list some statements about the radio programs we asked you to listen to. For each, please indicate how much you agree or disagree. Circle any number between 1 and 7, with 1 being STRONGLY DISAGREE, 7 being STRONGLY AGREE, and 4 in the middle -- NEITHER agreeing nor disagreeing.

The radio programs were similar to ones that I have listened to before.

Strongly Strongly
Disagree 1----2----3----4----5----6----7 Agree

I really enjoyed listening to these programs.

Strongly Strongly
Disagree 1----2----3----4----5----6----7 Agree

I paid more attention to these programs than I normally would to radio programs.

Strongly Strongly
Disagree 1----2----3----4----5----6----7 Agree

The content of the programs was balanced, giving both sides of issues.

Strongly Strongly
Disagree 1----2----3----4----5----6----7 Agree

I will avoid listening to programs like these in the future.

Strongly Strongly
Disagree 1----2----3----4----5----6----7 Agree

What was said on the programs was mostly different from my own views.

Strongly Strongly
Disagree 1----2----3----4----5----6----7 Agree

The programs were not like any programs I had heard before.

Strongly Strongly
Disagree 1----2----3----4----5----6----7 Agree

I would encourage other people to listen to programs like those I heard this week.

Strongly Strongly
Disagree 1----2----3----4----5----6----7 Agree

Next, we'll list some words describing the radio programs we asked you to listen to. For each word, please indicate how much you think the word describes the programs you heard. Use any number between 0 and 5, with 0 meaning that the word DOES NOT DESCRIBE the programs AT ALL and 5 meaning the word DESCRIBES the programs VERY WELL.

ENTERTAINING

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

STIMULATING

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

BORING

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

UNFAIR

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

DANGEROUS

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

SAFE

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

BIASED

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

EMOTIONAL

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

CYNICAL

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

DECEPTIVE

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

STRONG

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

ENERGIZING

Describes		Describes
Not at All	0---1---2---3---4---5	Very Well

TRUSTWORTHY

Describes		Describes
Not at All	0----1----2----3----4----5	Very Well

DEPRESSING

Describes		Describes
Not at All	0----1----2----3----4----5	Very Well

CONFUSING

Describes		Describes
Not at All	0----1----2----3----4----5	Very Well

WEAK

Describes		Describes
Not at All	0----1----2----3----4----5	Very Well

INFORMATIVE

Describes		Describes
Not at All	0----1----2----3----4----5	Very Well

HONEST

Describes		Describes
Not at All	0----1----2----3----4----5	Very Well

Next we'd like to get your reactions to some situations that probably haven't happened to you but could.

Two candidates are in a special run-off primary for a Congressional seat in your district. They are the only ones on the ballot and it's a typical rainy primary day. One candidate campaigns primarily on the issue of the "flat tax." He says it will simplify filing taxes, lower taxes for everyone, stimulate the economy, and reduce government bureaucracy. The opponent is against the flat tax claiming it will benefit the wealthy, increase the national debt, and have little effect on the size of government. On other issues, the candidates aren't very different. How likely are you to vote in this primary run-off?

- ☐ a. Very likely
- ☐ b. Likely
- ☐ c. About 50-50 (equally likely and unlikely)
- ☐ c. Unlikely
- ☐ d. Very unlikely

If you did vote, what would your vote be?

- ☐ a. For the person favoring the flat tax
- ☐ b. Not sure
- ☐ c. For the person opposed to the flat tax

A group of elderly citizens has worked to get a referendum on the ballot to allow doctors to assist terminally ill people to commit suicide under supervision. How likely are you to vote on this referendum?

- ☐ a. Very likely
- ☐ b. Likely
- ☐ c. About 50-50 (equally likely and unlikely)
- ☐ c. Unlikely
- ☐ d. Very unlikely

If you did vote, what would your vote be?

- ☐ a. Against
- ☐ b. Not sure
- ☐ c. For

Minister Louis Farrakahn is coming to speak in your community or neighborhood. A neighbor wants to go to the speech and asks you to come also. How likely are you to go Farrakahn's speech?

- ☐ a. Very likely
- ☐ b. Likely
- ☐ c. About 50-50 (equally likely and unlikely)
- ☐ c. Unlikely
- ☐ d. Very unlikely

If you did go, what would be your main reason for attending?

- ☐ a. Curiosity
- ☐ b. Applaud what Farrakahn is trying to do in the African-American community
- ☐ c. Protest Farrakahn's views
- ☐ d. Some other reason. What? _____

The school in your neighborhood is sponsoring a debate on educational "vouchers" (that is, government financial aid to help parents pay the costs of sending a child to church-run or private school). Opponents and supporters will present their views. A neighbor wants to go to the debate and asks you to come also. How likely are you to go?

- ☐ a. Very likely
- ☐ b. Likely
- ☐ c. About 50-50 (equally likely and unlikely)
- ☐ c. Unlikely
- ☐ d. Very unlikely

If you did go, do you think you would be more likely to sign a petition to be sent to the governor FAVORING or OPPOSING educational vouchers?

- ☐ a. Favoring vouchers
- ☐ b. Not sure
- ☐ c. Opposing vouchers
- ☐ d. I'm in favor of vouchers but wouldn't sign
- ☐ e. I'm opposed to vouchers but wouldn't sign

The Republicans and Democrats differ about whether the minimum wage should be increased or not. Do you think that increasing the minimum wage is a good idea or a bad idea for our country?

Why do you think so? (Write as much or as little as you wish. Use the back of this page for additional space.)

If someone disagreed with you about whether the change in this law was good or bad, what do you think they would say to convince you that you were wrong?

What would you reply to convince them that you were right?

Copies of photographs of Rep. Moran, Rep. Hutchinson, and the moderator from the C-Span debate you watched earlier.

The following questions are about the debate on the minimum wage which you watched earlier today. Most people won't know the answers to all the questions. Answer as many as you can.

Who suggested that liberals were lying as usual about the number of people who are getting the minimum wage?

- ☐ a. Rep. Moran
- ☐ b. Rep. Hutchinson
- ☐ c. the moderator
- ☐ d. a caller

Who said there was a lot of political pressure being put on the Republican freshmen in Congress to increase the minimum wage?

- ☐ a. Rep. Moran
- ☐ b. Rep. Hutchinson
- ☐ c. the moderator
- ☐ d. a caller

Who said that the last time the minimum wage was increased less than 17% of the benefit went to those living below the poverty line?

- ☐ a. Rep. Moran
- ☐ b. Rep. Hutchinson
- ☐ c. the Moderator
- ☐ d. a caller

Who said that the cost of the Earned Income Tax Credit (for low income, working people) would have to be paid by all taxpayers rather than businesses?

- ☐ a. Rep. Moran
- ☐ b. Rep. Hutchinson
- ☐ c. the moderator
- ☐ d. a caller

Which is closer to your opinion? (check one)

Increasing the minimum wage is

- ☐ a. more unnecessary interference by the government in solving our country's economic problems.

OR

- ☐ b. the kind of government assistance for the less fortunate that our country needs.

Giving taxpayers an Earned Income Tax Credit instead of increasing the minimum wage is

- ☐ a. more unnecessary interference by the government in solving our country's economic problems.

OR

- ☐ b. the kind of government assistance for the less fortunate that our country needs.

On the next page you will find parts of a newspaper article which have been cut out for you. Please read the next page and answer the questions which follow it.

Which of the two positions on school vouchers that you just read do you agree with more?

- ☐ a. The first one opposing vouchers
- ☐ b. The second one favoring vouchers

Write down up to three reasons why you either favor or oppose vouchers.

1.

2.

3.

Do you recall hearing any ads for political candidates in the tapes you listened to as part of this study?

- ☐ a. yes
☐ b. no

What follows is a list of ads. Check YES if you remember hearing the ad and NO if you don't.

an ad sponsored by the US Civil Rights Commission

☐ Yes ☐ No

a promotional ad for C-SPAN

☐ Yes ☐ No

an ad for contributions to the Republican National Committee

☐ Yes ☐ No

an ad for a candidate named Joe Pitts

☐ Yes ☐ No

an ad sponsored by the Environmental Protection Agency

☐ Yes ☐ No

an ad for the Illinois Education Association

☐ Yes ☐ No

an ad for the Libertarian Party

☐ Yes ☐ No

an ad for John Lingenfelder

☐ Yes ☐ No

an ad for a candidate that said that he was a "veteran and war hero, father and teacher... is red white and blue with no apologies... He fought for his country and will do the same for you"

☐ Yes ☐ No

an ad for a candidate that said he "cleaned up the scandal in the legislature, fought the unions, and will cut city taxes."

☐ Yes ☐ No

an ad for a candidate who said "I will continue the Republican revolution, fight big government and protect the lives of the innocent unborn."

☐ Yes ☐ No

an ad that said "we 've got to work together for the best education..parents and teachers in partnership."

☐ Yes ☐ No

THANK YOU. PUT YOUR SURVEY BACK INTO THE ENVELOPE; PUT YOUR NAME ON THE OUTSIDE; AND TURN IT IN.