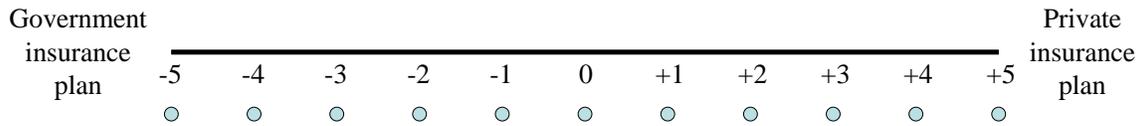


**Q1** There is much concern about the rapid rise in medical and hospital costs. Some people feel there should be a government insurance plan which would cover all medical and hospital expenses for everyone. Suppose these people are at one end of a scale, at point -5. Others feel that all medical expenses should be paid by individuals through private insurance plans like Blue Cross or other company paid plans. Suppose these people are at the other end, at point +5. And, of course, other people have opinions somewhere in between, at points -4, -3, -2, -1, 0, +1, +2, +3, or +4. Where would you place yourself on this scale?



**[IF Q1 IS -5, 0, 5 OR SKIPPED, THEN TERMINATE]**

**[CREATE THE FOLLOWING DATA ONLY VARIABLES AT RANDOM. THERE SHOULD BE NO CORRELATION AMONG THEM]**

Q2\_2: 1 OR 2

Q2\_8: 1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7 OR 8

Q2\_12: 1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7 OR 8 OR 9 OR 10 OR 11 OR 12

**[ASSIGN THE FOLLOWING POSITIONS TO CANDIDATES A, B BASED ON THE DATA-ONLY VARIABLES LISTED ABOVE.]**

IF Q1 = -4:

IF Q2\_2 = 1 then A=-5 and B=-4

IF Q2\_2 = 2 then B=-5 and A=-4

IF Q1 = -3:

IF Q2\_2 = 1 then A=-4 and B=-3

IF Q2\_2 = 2 then B=-4 and A=-3

IF Q1 = -2:

IF Q2\_8 = 1 then A=-3 and B=-2

IF Q2\_8 = 2 then A=-4 and B=-3

IF Q2\_8 = 3 then A=-4 and B=-2

IF Q2\_8 = 4 then A=-4 and B=-1

IF Q2\_8 = 5 then B=-3 and A=-2

IF Q2\_8 = 6 then B=-4 and A=-3

IF Q2\_8 = 7 then B=-4 and A=-2

IF Q2\_8 = 8 then B=-4 and A=-1

IF Q1 = -1:

IF Q2\_12 = 1 then A=-1 and B=-2

IF Q2\_12 = 2 then A=-1 and B=-3

IF Q2\_12 = 3 then A=-1 and B=-4

IF Q2\_12 = 4 then A=-2 and B=-3

IF Q2\_12 = 5 then A=-2 and B=-4

IF Q2\_12 = 6 then A=-3 and B=-4

IF Q2\_12 = 7 then B=-1 and A=-2

IF Q2\_12 = 8 then B=-1 and A=-3

IF Q2\_12 = 9 then B=-1 and A=-4

IF Q2\_12 = 10 then B=-2 and A=-3

IF Q2\_12 = 11 then B=-2 and A=-4

IF Q2\_12 = 12 then B=-3 and A=-4

IF Q1 = 1:

IF Q2\_12 = 1 then A=1 and B=2  
IF Q2\_12 = 2 then A=1 and B=3  
IF Q2\_12 = 3 then A=1 and B=4  
IF Q2\_12 = 4 then A=2 and B=3  
IF Q2\_12 = 5 then A=2 and B=4  
IF Q2\_12 = 6 then A=3 and B=4  
IF Q2\_12 = 7 then B=1 and A=2  
IF Q2\_12 = 8 then B=1 and A=3  
IF Q2\_12 = 9 then B=1 and A=4  
IF Q2\_12 = 10 then B=2 and A=3  
IF Q2\_12 = 11 then B=2 and A=4  
IF Q2\_12 = 12 then B=3 and A=4

IF Q1 = 2:

IF Q2\_8 = 1 then A=3 and B=2  
IF Q2\_8 = 2 then A=4 and B=3  
IF Q2\_8 = 3 then A=4 and B=2  
IF Q2\_8 = 4 then A=4 and B=1  
IF Q2\_8 = 5 then B=3 and A=2  
IF Q2\_8 = 6 then B=4 and A=3  
IF Q2\_8 = 7 then B=4 and A=2  
IF Q2\_8 = 8 then B=4 and A=1

IF Q1 = 3:

IF Q2\_2 = 1 then A=4 and B=3  
IF Q2\_2 = 2 then B=4 and A=3

IF Q1 = 4:

IF Q2\_2 = 1 then A=5 and B=4  
IF Q2\_2 = 2 then B=5 and A=4

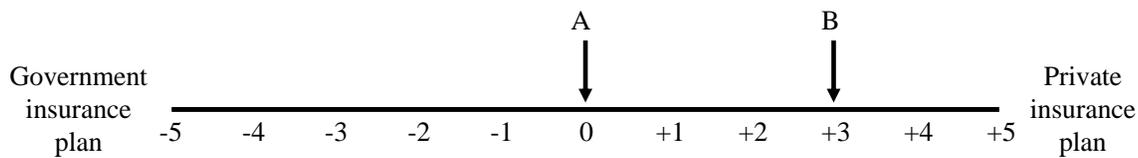
**[RECORD POSITIONS A, B IN 2 SEPARATE VARIABLES]**

**[IN QUESTION 2 WE WILL PRESENT THE POSITIONS OF CANDIDATES A AND B. THEIR POSITIONS WERE ASSIGNED ABOVE.]**

**Q2**

Many political candidates have opinions about this same issue. Some candidates feel there should be a government insurance plan which would cover all medical and hospital expenses for everyone. Others candidates feel that all medical expenses should be paid by individuals through private insurance plans like Blue Cross or other company paid plans. And, of course, other candidates have opinions somewhere in between.

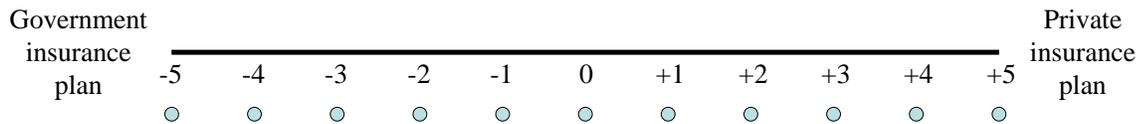
Here are the opinions of two candidates, whose names will remain confidential.



On this particular issue, do you prefer Candidate A or Candidate B?

- Candidate A
- Candidate B

**Q3:** To the best of your knowledge, which point on the scale most closely represents the policy of the current government in Washington?



Finally, questions about party ID and ideology were administered to respondents who had not yet completed the Knowledge Networks political profile.

**[SHOW IF XPARTY7=9]**

Q23 Generally speaking, do you think of yourself as a ...

- Republican .....1
- Democrat .....2
- Independent .....3
- Other - please specify=TX.....4
- No preference .....5

**[SHOW IF Q23 = 1]**

Q24 Would you call yourself a ...

- Strong Republican .....1
- Not very strong Republican .....2

**[SHOW IF Q23 = 2]**

Q25 Would you call yourself a ...

- Strong Democrat .....1
- Not very strong Democrat .....2

**[SHOW IF Q23 NE 1 OR 2]**

Q26 Do you think of yourself as closer to the ...

- Republican Party.....1
- Democratic Party .....2
- Neither .....3

**[Show if XIDEO = 9]**

Q27 In general, do you think of yourself as:

- Extremely liberal
- Liberal
- Slightly liberal
- Moderate, middle of the road
- Slightly conservative
- Conservative
- Extremely conservative