Bright Line Watch Public Survey - Conjoint Experiment
October 2018

This study is being conducted by John Carey, Gretchen Helmke, Brendan Nyhan, and Susan Stokes, who are professors at Dartmouth College (Carey), the University of Rochester (Helmke), the University of Michigan (Nyhan), and the University of Chicago (Stokes). We ask for your attention for a few minutes and we thank you for your attention and your responses. Your participation is voluntary and you may decline the survey or withdraw at any time. No information that identifies you will be collected or retained by the researchers. However, any online interaction carries some risk of being accessed. Do you consent to participate in the survey?

○ Yes

○ No

[TERMINATE AND THANK ANYONE WHO DOES NOT CONSENT.]

[timing]

<div align="center">**End of Block**</div>

How old are you?

○ Under 18

○ 18 - 24

○ 25 - 34

○ 35 - 44

○ 45 - 54

○ 55 - 64

○ 65 - 74

○ 75 - 84

○ 85 or older

[timing]

This study concerns politics and voters' preferences for different types of political candidates. On the next **ten** screens, we will provide you with several pieces of information about people who might run in an upcoming election. For each pair of people, please indicate which of the two candidates you would personally support. This exercise is purely hypothetical. Even if you aren't entirely sure, please indicate which of the two you prefer.

[timing]

Sample conjoint table; repeated 10x with randomly selected attribute-levels each time for each respondent

Suppose the two individuals below are candidates in an upcoming election.

Candidate 1	Candidate 2
Hannah Phillips	Luis Vasquez
Democrat	Republican
Promises to stand up to the other party.	Promises to stand up to the other party.
Said elected officials should supervise law enforcement investigations of politicians and their associates.	Said law enforcement investigations of politicians and their associates should be free of partisan influence.
Said elected officials should not be bound by court decisions they regard as politicized.	Said elected officials must obey the courts even when they think that the decisions are wrong.
Believes discrimination against racial minorities is less of a problem now than in the past.	Believes the government should do more to prevent discrimination against racial minorities.
Opposes new legislation to require voters to show state-issued ID at the polls.	Opposes new legislation to require voters to show state-issued ID at the polls.
Wants to lower taxes on everyone, including the wealthy.	Wants to raise taxes on the wealthy.

Based on the information above, which of the following two candidates would you be more likely to support?

Candidate 1   Candidate 2

Attributes, levels, and weights

The first two attributes appear in a constant order (name, then partisanship) with randomly selected levels.

Name (non-uniform weights; see below.)
- Alaliyah Booker, 0.00571428571
- Deja Jefferson, 0.00571428571
- Deja Mosley, 0.00571428571
- Dominique Mosley, 0.00571428571
- Ebony Mosley, 0.00571428571
- Ebony Washington, 0.00571428571
- Jada Mosley, 0.00571428571
- Jasmin Jefferson, 0.00571428571
- Jasmine Joseph, 0.00571428571
- Jazmine Jefferson, 0.00571428571
- Keisha Rivers, 0.00571428571
- Kiara Jackson, 0.00571428571
- Latonya Rivers, 0.00571428571
- Latoya Rivers, 0.00571428571
- Precious Washington, 0.00571428571
- Raven Korsey, 0.00571428571
- Shanice Booker, 0.00571428571
- Alexus Banks, 0.00571428571
- Darius Joseph, 0.00571428571
- Darnell Banks, 0.00571428571
- DeAndre Jefferson, 0.00571428571
- DeShawn Korsey, 0.00571428571
- Jamal Gaines, 0.00571428571
- Jamal Rivers, 0.00571428571
- Jermaine Gaines, 0.00571428571
- LaShawn Banks, 0.00571428571
- LaShawn Washington, 0.00571428571
- Rasheed Gaines, 0.00571428571
- Terrance Booker, 0.00571428571
- Tremayne Joseph, 0.00571428571
- Trevon Jackson, 0.00571428571
- Tyreke Washington, 0.00571428571
- Tyrone Booker, 0.00571428571
- Tyrone Joseph, 0.00571428571
- Xavier Jackson, 0.00571428571
- Beatriz Ibarra, 0.00476190476
- Beatriz Martinez, 0.00476190476
- Blanca Ramirez, 0.00476190476
- Carlita Torres, 0.00476190476
- Carmela Velazquez, 0.00476190476
- Carmen Barajas, 0.00476190476
- Carmen Lopez, 0.00476190476
- Carola Huerta, 0.00476190476
- Carola Ibarra, 0.00476190476
- Catalina Hernandez, 0.00476190476

- Catalina Juarez, 0.00476190476
- Dolores Ramirez, 0.00476190476
- Dolores Sanchez, 0.00476190476
- Magdalena Perez, 0.00476190476
- Margarita Garcia, 0.00476190476
- Margarita Velazquez, 0.00476190476
- Maria Ramirez, 0.00476190476
- Maria Rodriguez, 0.00476190476
- Rosa Orozco, 0.00476190476
- Rosa Perez, 0.00476190476
- Teresa Juarez, 0.00476190476
- Alfonso Gonzalez, 0.00476190476
- Carlos Perez, 0.00476190476
- Carlos Torres, 0.00476190476
- Cesar Vazquez, 0.00476190476
- Cesar Zavala, 0.00476190476
- Edgar Sachez, 0.00476190476
- Edgar Zavala, 0.00476190476
- Eduardo Lopez, 0.00476190476
- Eduardo Torres, 0.00476190476
- Enrique Huerta, 0.00476190476
- Hernan Garcia, 0.00476190476
- Javier Gonzalez, 0.00476190476
- Jorge Cervantes, 0.00476190476
- Jose Martinez, 0.00476190476
- Jose Orozco, 0.00476190476
- Jose Sanchez, 0.00476190476
- Juan Barajas, 0.00476190476
- Juan Hernandez, 0.00476190476
- Luis Hernandez, 0.00476190476
- Luis Vazquez, 0.00476190476
- Pedro Rodriguez, 0.00476190476
- Abigail Smith, 0.01304347826
- Allison Nelson, 0.01304347826
- Amy Mueller, 0.01304347826
- Anne Evans, 0.01304347826
- Caitlin Schneider, 0.01304347826
- Carly Smith, 0.01304347826
- Carrie King, 0.01304347826
- Claire Schwartz, 0.01304347826
- Emily Schmidt, 0.01304347826
- Emma Clark, 0.01304347826
- Hannah Phillips, 0.01304347826
- Heather Martin, 0.01304347826
- Holly Schroeder, 0.01304347826
- Jenna Anderson, 0.01304347826
- Jill Smith, 0.01304347826
- Katelyn Miller, 0.01304347826
- Katherine Adams, 0.01304347826
- Kathryn Evans, 0.01304347826
- Katie Novak, 0.01304347826

- Kristen Clark, 0.01304347826
- Madeline Haas, 0.01304347826
- Molly Kruger, 0.01304347826
- Sarah Miller, 0.01304347826
- Bradley Schwartz, 0.01304347826
- Brett Clark, 0.01304347826
- Cody Anderson, 0.01304347826
- Cole Krueger, 0.01304347826
- Colin Smith, 0.01304347826
- Connor Schwartz, 0.01304347826
- Dustin Nelson, 0.01304347826
- Dylan Schwartz, 0.01304347826
- Garrett Novak, 0.01304347826
- Geoffrey Martin, 0.01304347826
- Greg Adams, 0.01304347826
- Hunter Miller, 0.01304347826
- Jack Evans, 0.01304347826
- Jake Clark, 0.01304347826
- Jay Allen, 0.01304347826
- Logan Allen, 0.01304347826
- Luke Phillips, 0.01304347826
- Matthew Anderson, 0.01304347826
- Maxwell Haas, 0.01304347826
- Scott King, 0.01304347826
- Tanner Smith, 0.01304347826
- Todd Mueller, 0.01304347826
- Wyatt Smith, 0.01304347826

Partisanship (uniform weight, 0.5 each)
- Democrat
- Republican

The following six attributes appear in a random order with randomly selected levels.

Platform: Elections (uniform weight, 0.5 each)
- Opposes new legislation to require voters to show state-issued ID at the polls.
- Supports new legislation to require voters to show state-issued ID at the polls.

Platform: Investigations (uniform weight, 0.5 each)
- Said law enforcement investigations of politicians and their associates should be free of partisan influence.
- Said elected officials should supervise law enforcement investigations of politicians and their associates.

Platform: Compromise (uniform weight, 0.5 each)
- Promises to work for compromise across party lines.
- Promises to stand up to the other party.

Platform: Courts (uniform weight, 0.5 each)

- Said elected officials must obey the courts even when they think that the decisions are wrong.
- Said elected officials should not be bound by court decisions they regard as politicized.

Platform: Discrimination (uniform weight, 0.5 each)
- Believes the government should do more to prevent discrimination against racial minorities.
- Believes discrimination against racial minorities is less of a problem now than in the past.

Platform: Limited government (uniform weight, 0.5 each)
- Wants to raise taxes on the wealthy.
- Wants to lower taxes on everyone, including the wealthy.

Notes
- The order of attributes in the conjoint table is such that name is always the first attribute, partisanship is the second attribute, and the six other attributes are presented in a random order after the top two.
- The conjoint table should have 9 rows and 2 columns. The first row always says "Candidate 1" on the left and "Candidate 2" on the right, both in bold or emphasized in some way, and the 8 levels for each attribute appear below the labels. There is **no** column that shows the attribute names/categories (i.e., "Name," "Partisanship," "Platform: Compromise," etc.); but see final note, because the attribute names should still be included in the data.
- All levels of all attributes are randomly generated. For all attributes except "Name," the levels appear with equal probability (50% each). For the "Name" attribute, "white-sounding" names show up 60% of the time (~1.3% for each name), "black-sounding" names show up 20% of the time (~0.57% for each name), and "Hispanic-sounding" names show up 20% of the time (~0.47% for each name). There are 44 "white-sounding" names in our list, 35 "black-sounding names", and 41 "Hispanic-sounding" names for a total of 123 levels.
- Each respondent evaluates 10 pairs of candidates with randomly generated attributes. There are no constraints on which attributes and levels can show up together, and respondents may see profiles with the same level for a given attribute multiple times (even in the same conjoint table).
- Each conjoint table (which includes two hypothetical candidates with randomly generated attributes) appears on its own page (page breaks between tables) with the question asking respondents to choose between the two candidates directly below the conjoint table (on the same page).
- Responses to the question asking respondents to choose between the two candidates should be requested rather than forced. If a respondent tries to click to the next pair of profiles without answering the question, they should be reminded that they have not answered the question (i.e., "There is one unanswered question on this page. Would you like to continue?" with response options "Continue without answering" and "Answer the question") or something similar. Only if respondents "Continue without answering" are they able to skip questions.
- There is no "back" button to allow respondents to change their answers after clicking to the next table.
- Data will be provided in a format such that each row is a respondent, and there is a column for each attribute category that appeared in a given table (i.e., "Partisanship"

even though the word "Partisanship" did not appear to respondents in the table), the level of the attribute that appeared for the first hypothetical candidate in a given table (i.e., "Democrat" or "Republican"), and the level of the attribute that appeared for the for the second hypothetical candidate in a given table (i.e., "Democrat" or "Republican"). **For just the data related to the conjoint**, this should be a total of 240 columns: (1 attribute category + 2 levels) x 8 attributes in each conjoint table x 10 tables. All other question responses should show up in their own column, including those that ask respondents to choose between candidates.

[timing - one for each pair of conjoint tables (10 total)]

End of Block

Thank you very much. Next, please answer some additional questions about yourself.

In what state do you currently reside?

○ Alabama

○ Alaska

○ Arizona

○ Arkansas

○ California

○ Colorado

○ Connecticut

○ Delaware

○ District of Columbia

○ Florida

○ Georgia

○ Hawaii

○ Idaho

○ Illinois

○ Indiana

○ Iowa

○ Kansas

○ Kentucky

○ Louisiana

○ Maine

○ Maryland

○ Massachusetts

○ Michigan

○ Minnesota

○ Mississippi

○ Missouri

○ Montana

○ Nebraska

○ Nevada

○ New Hampshire

○ New Jersey

○ New Mexico

○ New York

○ North Carolina

○ North Dakota

○ Ohio

○ Oklahoma

○ Oregon

○ Pennsylvania

○ Rhode Island

○ South Carolina

○ South Dakota

○ Tennessee

○ Texas

○ Utah

○ Vermont

○ Virginia

○ Washington

○ West Virginia

○ Wisconsin

○ Wyoming

○ Puerto Rico

○ I do not reside in the United States

What is your gender?

○ Male

○ Female

○ Other

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

○ Very conservative

○ Somewhat conservative

○ Slightly conservative

○ Moderate; middle of the road

○ Slightly liberal

○ Somewhat liberal

○ Very liberal

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

○ Republican

○ Democrat

○ Independent

○ Something else

[timing]

Page Break

Would you call yourself a strong Democrat or a not very strong Democrat?

○ Strong Democrat

○ Not very strong Democrat

Would you call yourself a strong Republican or not a very strong Republican?

○ Strong Republican

○ Not very strong Republican

Do you think of yourself as closer to the Republican Party or to the Democratic Party?

○ Closer to the Republican Party

○ Closer to the Democratic Party

○ Neither

[timing]

Page Break

What is the highest degree or level of school you have completed?

○ Did not graduate from high school

○ High school diploma or the equivalent (GED)

○ Some college

○ Associate's degree

○ Bachelor's degree

○ Master's degree

○ Professional or doctorate degree

Please check one or more categories below to indicate what race(s) you consider yourself to be.

☐ White

☐ Black or African American

☐ American Indian or Alaska Native

☐ Asian/Pacific Islander

☐ Multi-racial

☐ Other

Are you of Spanish or Hispanic origin or descent?

○ Yes

○ No

With which race or ethnicity do you <u>most</u> identify?

○ White

○ Black or African American

○ American Indian or Alaska Native

○ Asian/Pacific Islander

○ Multi-racial

○ Hispanic/Latino/Chicano/a

○ Other

Generally, how interested are you in politics?

○ Extremely interested

○ Very interested

○ Somewhat interested

○ Not very interested

○ Not at all interested

[timing]

Do you approve or disapprove of the way Donald Trump is handling his job as President?

○ Strongly approve

○ Somewhat approve

○ Somewhat disapprove

○ Strongly disapprove

[timing]

The next set of questions helps us learn what types of information are commonly known to the public. 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, but we'd be grateful if you would please answer every question even if you're not sure what the right answer is.

It is important to us that you do NOT use outside sources like the Internet to search for the correct answer. Will you answer the following questions without help from outside sources?

○ Yes

○ No

[timing]

[randomize order of questions]

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?

○ Two years

○ Four years

○ Six years

○ Eight years

○ None of these

○ Don't know

How many times can an individual be elected President of the United States under current laws?

○ Once

○ Twice

○ Four times

○ Unlimited number of terms

○ Don't know

How many U.S. Senators are there from each state?

○ One

○ Two

○ Four

○ Depends on which state

○ Don't know

Who is currently the Prime Minister of the United Kingdom?

○ Richard Branson

○ Nick Clegg

○ David Cameron

○ Theresa May

○ Margaret Thatcher

○ Don't know

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?

- ○ Two years

- ○ Four years

- ○ Six years

- ○ Eight years

- ○ For life

- ○ Don't know

[timing]

<div align="center">End of Block</div>

It is essential for the validity of this study that we know whether participants looked up any information online during the study. Did you make an effort to look up information during the study? Please be honest; you will still be paid and you will not be penalized in any way if you did.

- ○ Yes, I looked up information

- ○ No, I did not look up information

We sometimes find people don't always take surveys seriously, instead providing humorous or insincere responses to questions. How often do you do this?

○ Never

○ Rarely

○ Some of the time

○ Most of the time

○ Always

[timing]

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Do you have any comments on the survey? Please let us know about any problems you had or aspects of the survey that were confusing.

[textbox]

[timing]

------------------------------- Page Break -------------------------------

Thank you for answering these questions. This research is not intended to support or oppose any political candidate or office. The research has no affiliation with any political candidate or campaign and has received no financial support from any political candidate or campaign. Should you have any questions about this study, please contact Prof. Brendan Nyhan at bnyhan@umich.edu.

[timing]

End of Block