

Fox/Google Debate Impact

A Survey Message Experiment Via Facebook

ES

EVOLVING
STRATEGIES

Topline Results-All Conditions

Data Collected Spetember 25-26

N = 228 Registered, Likely Republican Primary Voters

Welcome! Thank you for participating in this important survey on media consumption and the Republican Presidential Primary.

1. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

Response	Number	Percent	
1 Republican	182	80%	
2 Democrat	0	0%	[Screen out]
3 Independent	37	16%	[Skip to Q.3]
4 Other	9	4%	[Skip to Q.3]
Total	228	100%	

2. Do you consider yourself a strong Republican or not very strong Republican?

Response	Number	Percent	
1 Strong Republican	168	92%	[Skip to Q.4]
2 Not very strong Republican	14	8%	[Skip to Q.4]
Total	182	100%	

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

Response	Number	Percent	
1 Republican Party	46	100%	
2 Democratic Party	0	0%	[Screen out]
3 Neither	0	0%	[Screen out]
Total	46	100%	

4. Are you registered to vote in the county in which you live?

Response	Number	Percent	
1 Yes	228	100%	
2 No	0	0%	[Screen out]
3 Not Sure	0	0%	[Screen out]
Total	228	100%	

5. Do you plan on voting in your state's Republican primary contest, or participating in a caucus, to decide the Republican Presidential nominee?

Response	Number	Percent	
1 Yes	228	100%	
2 No	0	0%	[Screen out]
3 Not Sure	0	0%	[Screen out]
Total	228	100%	

Respondent Conditions

- Condition 1) Control — Respondent does not receive video and does not receive any headings or questions related to video.
- Condition 2) Healthcare Treatment — Respondent receives video of Perry and Romney healthcare exchange.
- Condition 3) Immigration Treatment — Respondent receives video of Perry and Romney immigration exchange.
- Condition 4) Social Security Treatment — Respondent receives video of Perry and Romney Social Security exchange.

Thank you for participating in this important survey of Republican primary voters. Each respondent has been assigned a short TV clip. We would like you to watch a short video clip on the next page all the way through. After you watch the video, we will ask some questions about when and how often you use different kinds of media and then some questions about current affairs and policy. But before we get to the questions, please watch the short video on the next page!

Thank you for watching the video clip! Remember that all of your answers are anonymous and we appreciate you sharing your opinion with us . . . now, on to the questions!

6. Thinking back to last week, about how many days would you say you went to websites online to read news about current affairs and politics.

Response	Number	Percent
1 0	13	6%
2 1	7	3%
3 2	8	3%
4 3	23	10%
5 4	16	7%
6 5	29	13%
7 6	18	8%
8 7	114	51%
Total	228	100%
Mean	6.29	

7. Thinking back to last week, about how many days would you say you went to the FoxNews.com website to read news about current affairs and politics.

Response	Number	Percent
1 0	43	19%
2 1	14	6%
3 2	22	10%
4 3	29	13%
5 4	21	9%
6 5	15	7%
7 6	5	3%
8 7	79	35%
Total	228	100%
Mean	4.89	

8. Again thinking back to last week, how many days did you watch a news program on TV?

Response	Number	Percent
1 0	21	10%
2 1	5	3%
3 2	11	5%
4 3	16	7%
5 4	7	3%
6 5	18	8%
7 6	14	6%
8 7	136	60%
Total	228	100%
Mean	6.39	

9. Thinking back to last week, how many days did you watch a news program on Fox News, Fox Business, or a Fox affiliate?

Response	Number	Percent
1 0	25	12%
2 1	6	3%
3 2	8	4%
4 3	12	5%
5 4	11	5%
6 5	21	9%
7 6	14	7%
8 7	131	58%
Total	228	100%
Mean	6.30	

Now we would like to ask you a few questions about some important political issues. Remember, your answers are anonymous.

10. A non-profit foundation has offered to donate money to two of the Republican candidates on behalf of each respondent. Those candidates are Rick Perry and Mitt Romney. Each respondent gets to control what happens to \$100 dollars. You have a \$100 share of the total amount of money, and you can choose to: a) Give \$100 to either candidate. b) Take away \$100 from either candidate. (The foundation will subtract \$100 from that candidate's total donations from other respondents.) c) Let your \$100 go to whichever candidate receives the most money from other respondents. (In other words, your share would go to the winner chosen by everyone else by default.)

Response	Number	Percent
1 Give My \$100 to Rick Perry	69	30%
2 Give My \$100 to Mitt Romney	50	22%
3 Take Away \$100 from Rick Perry	31	14%
4 Take Away \$100 from Mitt Romney	38	17%
5 Let My \$100 Go to the Winner Chosen by Other Respondents	40	18%
Total	228	100%

11. If you were able to vote today for the Republican presidential nominee, who would you vote for?

Response	Number	Percent
1 Rick Perry	42	18%
2 Mitt Romney	27	12%
3 Newt Gingrich	29	13%
4 Michele Bachmann	12	6%
5 Ron Paul	15	7%
6 Herman Cain	78	35%
7 Jon Huntsman	0	0%
8 Rick Santorum	8	3%
9 Other, please specify	17	8%
Total	228	100%

12. What would you say is the most important national issue right now?

55 Responses

13. Please indicate how much you agree or disagree with each statement below. The rating goes from 1-Strongly Disagree, to 7-Strongly Agree.

Scale Label	Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree	
Scale Number	1	2	3	4	5	6	7	
Social Security is a Ponzi scheme.								
Number	43	16	9	25	38	27	70	Mean
Percent	20%	7%	7%	15%	20%	19%	31%	4.58
Social Security is unconstitutional.								
Number	62	30	17	37	23	14	45	Mean
Percent	30%	15%	11%	18%	13%	12%	20%	3.66
Social Security should always be preserved as closely as possible to the way it is now, even though the tax burden must increase dramatically over the coming decades to support the program.								
Number	87	31	33	18	27	12	20	Mean
Percent	40%	20%	17%	8%	13%	9%	9%	2.93
Social Security is unsustainable the way it is now and needs to be extensively reformed, with major reductions in benefits over the coming decades.								
Number	37	10	18	13	24	27	99	Mean
Percent	18%	7%	10%	8%	13%	20%	43%	4.99

14. Please indicate how much you agree or disagree with each statement below. The rating goes from 1-Strongly Disagree, to 7-Strongly Agree.

Scale Label	Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree	
Scale Number	1	2	3	4	5	6	7	
ObamaCare is essentially a national version of the healthcare program signed into law by Mitt Romney in Massachusetts (sometimes called RomneyCare).								
Number	19	16	20	32	44	40	57	Mean
Percent	10%	9%	15%	18%	24%	23%	25%	4.82
Mitt Romney will effectively fight against ObamaCare if he is elected President.								
Number	33	27	25	32	43	39	29	Mean
Percent	19%	15%	15%	17%	21%	21%	13%	4.13
Rick Perry will effectively fight against ObamaCare if he is elected President.								
Number	19	12	6	31	42	46	72	Mean
Percent	11%	6%	6%	19%	25%	27%	31%	5.15

15. Please indicate how much you agree or disagree with each statement below. The rating goes from 1-Strongly Disagree, to 7-Strongly Agree.

Scale Label	Strongly Disagree	Disagree	Somewhat Disagree	Neither	Somewhat Agree	Agree	Strongly Agree	
Scale Number	1	2	3	4	5	6	7	
Rick Perry is too soft on illegal immigration.								
Number	19	22	14	32	33	38	70	Mean
Percent	10%	11%	10%	18%	20%	23%	31%	4.89
Mitt Romney will effectively fight for immigration enforcement if he is elected President.								
Number	23	17	21	36	46	42	43	Mean
Percent	12%	11%	14%	20%	23%	23%	20%	4.59
Rick Perry will effectively fight for immigration enforcement if he is elected President.								
Number	43	23	28	33	45	30	26	Mean
Percent	22%	13%	15%	18%	24%	17%	12%	3.91
We should significantly increase our federal efforts to reduce illegal immigration and the number of illegal immigrants working in this country through better enforcement, border control, or both.								
Number	2	1	1	2	7	28	187	Mean
Percent	1%	1%	2%	2%	6%	32%	82%	6.70

Now we would like to ask you some final questions that are for statistical purposes only. Remember that your answers are anonymous, and thank you again for taking part in this very important survey.

16. How would you describe yourself politically? Please rate how liberal or conservative you consider yourself on both economic and social issues.

Scale Label	Very Liberal	Liberal	Somewhat Liberal	Neither	Somewhat Conservative	Conservative	Very Conservative	
Scale Number	1	2	3	4	5	6	7	
On social issues, I consider myself:								
Number	1	4	12	5	46	62	98	Mean
Percent	1%	3%	6%	9%	27%	37%	43%	5.93
On economic issues, I consider myself:								
Number	0	1	2	4	9	62	150	Mean
Percent	0%	1%	2%	4%	13%	41%	65%	6.54

17. In general, how positive or negative do you think the "Tea Party" movement is for the country?

Scale Label	Very Negative	Negative	Somewhat Negative	Neither	Somewhat Positive	Positive	Very Positive	
Scale Number	1	2	3	4	5	6	7	
Number	1	2	5	4	20	53	143	Mean
Percent	1%	1%	3%	5%	13%	39%	63%	6.38

18. Would you consider yourself to be a part of the Tea Party movement?

Response	Number	Percent
1 Yes	146	65%
2 No	35	15%
3 Not Sure	47	21%
Total	228	100%

19. Have you attended a Tea Party event or meeting in the past year?

Response	Number	Percent
1 Yes	84	37%
2 No	142	62%
3 Not Sure	2	1%
Total	228	100%

20. A lot of people are not able to vote because they weren't registered, they were sick, or they just didn't have time. How about you--were you able to vote in the last Presidential election in 2008?

Response	Number	Percent
1 Yes	218	96%
2 No	10	4%
3 Not Sure	0	0%
Total	228	100%

21. And what about the 2010 elections--were you able to vote in the last general elections in 2010?

Response	Number	Percent
1 Yes	216	95%
2 No	12	5%
3 Not Sure	0	0%
Total	228	100%

22. We don't need to know the exact amount, but please mark the category that includes the total income for your household before taxes in the last year, 2010.

Response	Number	Percent
1 Under \$15,000	23	11%
2 \$16,000 to \$20,000	8	4%
3 \$21,000 to \$25,000	6	3%
4 \$26,000 to \$30,000	12	6%
5 \$31,000 to \$35,000	11	5%
6 \$36,000 to \$40,000	13	6%
7 \$41,000 to \$45,000	12	6%
8 \$46,000 to \$50,000	14	7%
9 \$51,000 to \$60,000	21	10%
10 \$61,000 to \$75,000	26	12%
11 \$76,000 to \$100,000	37	18%
12 \$101,000 to \$150,000	23	11%
13 \$151,000 to \$250,000	6	3%
14 \$251,000 to \$500,000	4	2%
15 More than \$500,000	1	1%
Total	217	100%

23. Are you currently married, separated, divorced, widowed, or have you never been married?

Response	Number	Percent
1 Married	157	69%
2 Separated	3	1%
3 Divorced	41	18%
4 Widowed	4	2%
5 Never been married	23	10%
Total	228	100%

24. What gender are you?

Response	Number	Percent
1 Male	117	51%
2 Female	111	49%
Total	228	100%

25. Are you of Spanish or Hispanic origin or descent?

Response	Number	Percent
1 Yes	12	5%
2 No	213	95%
Total	225	100%

26. What racial group best describes you? (You can choose more than one option if you wish.)

Response	Number	Percent
1 Asian	2	1%
2 Black	1	1%
3 White	208	92%
4 Other, Please Specify	20	9%

27. What was the last level of school you completed?

Response	Number	Percent
1 Less than high school	5	2%
2 High School Graduate	32	14%
3 Some College or trade school, no degree	94	41%
4 Associates degree/ 2 year degree	42	19%
5 Bachelors degree/ 4 year degree	39	17%
6 Graduate/Professional degree	16	7%
Total	228	100%

28. Do you consider yourself Mainline or Evangelical Protestant, Roman Catholic, Jewish or something else?

Response	Number	Percent
1 Catholic	51	22%
2 Jewish	4	2%
3 Protestant (Mainline)	57	25%
4 Protestant (Evangelical)	55	24%
5 Other, Please Specify	61	27%
Total	228	100%

29. Lots of things come up that keep people from attending religious services even if they want to. Thinking about your life these days, do you go to religious services every week, almost every week, once or twice a month, a few times a year, or never?

Response	Number	Percent
1 Never	49	22%
2 A few times a year	70	30%
3 Once or twice a month	17	8%
4 Almost every week	36	16%
5 Every week	56	24%
Total	228	100%

30. In what year were you born?

Response By Age Group	Number	Percent
18-25	6	3%
26-35	6	3%
36-45	28	13%
46-55	93	42%
56-65	70	31%
66-75	23	11%
76+	2	1%