DK^ 3^^ - DK^ 3^^

Variable Names

GRID

Variable Type

Online campaign use

Variable Label

*No special instructions*

Special instructions for programmers

Thinking about the times when you have used the Internet during the past month, there are a number of ways in which you could have used it in relation to the Presidential Election. Which, if any, of the following online activities have you done in relation to any of the candidates' official election campaigns? Select all that apply.

Question Text

Rows:

DK^ 3^^ Read or accessed any candidate produced campaign sites (home pages, official Facebook profile, official Youtube channel, etc.)

DK^ 3^^ Signed up to receive information from a candidate (a twitter feed, a news alert or e-newsletter) or registered online as a supporter or friend of a candidate on their website or social networking site (e.g. Facebook, MySpace etc.)

DK^ 3^^ Used any of the online tools to help candidates in their campaign (e.g. sent or posted official party material to other people by email or text, set up or got involved in a campaign meeting or event, downloaded a party logo or material to put on your own site or profile etc.)

Columns:

1. No
2. Yes

9 Don’t know

Outcome Outcome Label and instructions in { }

DK^ 3^^ - DK3^^

Variable Names

GRID

Variable Type

Online election activity

Variable Label

*No special instructions*

Special instructions for programmers

And which, if any, of the following more general online electoral activities have you done in the past month? Select all that apply.

Question Text

Rows:

DK^ 3^^ Read or accessed any mainstream news websites or news blogs to get information about the campaign (e.g. CNN news online, Fox news online, etc.)

DK^ 3^^ Viewed or accessed videos with unofficial political or election related content

DK^ 3^^ Joined or started a political or election related group on a social networking site (e.g. Facebook, MySpace etc.)

DK^ 3^^ Posted comments of a political nature, on your blog, or a wall of a social networking site (either yours or someone else’s)

DK^ 3^^ Forwarded unofficial campaign content (links to video, news stories, jokes etc.) to friends, family or colleagues via email, sms, twitter or through your facebook network

DK^ 3^^ Embedded or reposted unofficial campaign content (links to video, news stories, jokes etc.) on your own online pages (i.e. a social networking profile, blog or homepage)

Columns:

1. No
2. Yes

9 Don’t know

Outcome Outcome Label and instructions in { }

DK^ 3^^

Variable Names

Single Choice

Variable Type

Online campaign messages

Variable Label

*No special instructions*

Special instructions for programmers

In the course of the current election have you received any campaign-related political messages or content through the internet from a friend, family member or someone at work?

Question Text

1. Yes
2. No
3. Don’t know

Outcome Outcome Label and instructions in { }

DK^ 3^^

Variable Names

Single Choice

Variable Type

R Campaign interest

Variable Label

*No special instructions*

Special instructions for programmers

How interested are you in the Presidential Election campaign?

Question Text

1. Very interested
2. Somewhat interested
3. Not very interested
4. Not at all interested
5. Don’t know

Outcome Outcome Label and instructions in { }

DK^ 3^^

Variable Names

Scale

Variable Type

R Trust of politicians PRE

Variable Label

*No special instructions*

Special instructions for programmers

On a scale from 0 to 10 where 0 means no trust and 10 means a great deal of trust, how much do you trust American politicians generally?

Question Text

0 - No trust

1

2

3

4

5

6

7

8

9

10 - A great deal of trust

99 - Don’t know

Outcome Outcome Label and instructions in { }

DK^ 3^^

Variable Names

Scale

Variable Type

How complicated politics PRE

Variable Label

*No special instructions*

Special instructions for programmers

Generally speaking, how complicated, if at all, would you say you find politics? Please answer on the 0 to 10 scale where 0 means “not at all complicated” and 10 means “extremely complicated”

Question Text

0 – Not at all complicated

1

2

3

4

5

6

7

8

9

10 – Extremely complicated

99 – Don’t know

Outcome Outcome Label and instructions in { }

DK^ 3^^ - DK^ 3^^

Variable Names

SCALE

Variable Type

R Politically active PRE

Variable Label

*No special instructions*

Special instructions for programmers

Now a few questions about how active you are in politics and community affairs. Let's think about the next few years. Using a scale from 0 to 10, where 0 means very unlikely and 10 means very likely, how likely is it that you will...

Question Text

Rows:

DK^ 3^^ Contact a politician or national/local government official by email

DK^ 3^^ Contact a politician or national/local government official in person, by phone or by letter

DK^ 3^^ Discuss politics with family or friends online (i.e. through email or in a discussion group)

DK^ 3^^ Discuss politics with family or friends in person (i.e. face to face or over the telephone)

DK^ 3^^ Sign an online or e-petition

DK^ 3^^ Sign a paper petition

DK^ 3^^ Donate money online to a candidate/organization/cause

DK^ 3^^ Donate money offline (e.g. by post or telephone) to a candidate/organization/cause

Outcome Outcome Label and instructions in { }

Scale:

0 – Very Unlikely

1

2

3

4

5

6

7

8

9

10 – Very Likely

DK^ 3^^ - DK^3^^

Variable Names

GRID

Variable Type

R internet use

Variable Label

*No special instructions*

Special instructions for programmers

Here is a list of a few different tasks that can be performed on the internet. Some people have done these tasks, while others have not. Thinking about when you have used the internet, have you...

Question Text

Rows:

DK^ 3^^ Sent an attachment with an email?

DK^ 3^^ Posted an audio, video, or image file to the Internet?

DK^ 3^^ Personally designed a webpage or blog?

DK^ 3^^ Downloaded a software program to your computer from the Internet?

Columns:

1. No
2. Yes

9 Don’t know

Outcome Outcome Label and instructions in { }

DK^ 3^^ - DK^3^^

Variable Names

GRID

Variable Type

R activities

Variable Label

*No special instructions*

Special instructions for programmers

Here is a list of activities that some people may do as part of their job or involvement in community affairs or local/ national organizations. In the last 12 months, as part of your involvement with your job, community or other organizations you belong to, have you...

Question Text

Rows:

DK^ 3^^ Written a letter?

DK^ 3^^ Gone to a meeting where you took part in making decisions?

DK^ 3^^ Planned or chaired a meeting?

DK^ 3^^ Given a presentation or speech?

Columns:

1. No
2. Yes

9 Don’t know

Outcome Outcome Label and instructions in { }