

Appendix 1. *Question Wording*

Newspaper, Television, and Online News Exposure:

Listed below are a number of ways people may have been exposed to different kinds of media content during the past week. For each, please indicate how many days in the past week you were exposed to media in the manner described by selecting a number from 0 – 7. [0 indicates *never*, and 7 indicates *7 days*]

- Read articles about the presidential campaign in newspapers.
- Read articles about state and national politics in newspapers.
- Read editorial and opinion columns in newspapers.
- Watched stories about the presidential campaign on television.
- Watched stories about state and national politics on television.
- Viewed Web content about the presidential campaign.
- Viewed Web content about state and national politics.

Newspaper, Television, and Online News Attention:

When you come across the following kinds of media content, how much attention do you pay to them? [1 means *very little attention*, and 10 means *very close attention*.]

- Articles about the presidential campaign in newspapers.
- Articles about state and national politics in newspapers.
- Editorial and opinion columns in newspapers.
- Stories about the presidential campaign on television.
- Stories about state and national politics on television.
- Web Content about the presidential campaign.
- Web Content about state and national politics.

Behavioral Measures:

I have listed below some activities that you, yourself, may or may not have engaged in. For each activity listed, please place an “X” in the appropriate box to indicate how often during the past 3 months you, have engaged in this activity. (If you have not taken part in one of the listed activities during the past 3 months, “X” the “None in the last 3 months” box for that activity.). [1=*None in the past 3 months*, 2=*1 Time*, 3=*2 times*, 4=*3 Times*, 5=*4-6 Times*, 6=*7-12 Times*, 7=*13-24 Times*, 8=*25 or More*, 9=*Not Specified*]

Interpersonal Political Discussion:

- Talked about politics with co-workers.
- Talked about politics with people who disagree with me.
- Talked about politics with ethnic minorities.
- Talked about politics with friends.
- Talked about politics with family.

Talked about politics with people who agree with me.

Interactive Political Messaging:

Used e-mail to organize community activities.
Discussed politics or news events using e-mail.
E-mailed a politician or editor to express my views.
Expressed my political opinion in chat rooms or online polls.
Participated in a chat room or online forum

Civic Participation:

Went to a club meeting.
Did volunteer work.
Worked on a community project.
Worked on behalf of a social group or cause.

Political Participation:

Attended a political meeting, rally, or speech.
Encouraged someone to register to vote.
Wore a campaign button or candidate t-shirt.
Displayed a campaign bumper sticker or yard sign.
Worked for a political party or candidate.
Circulated a petition for a candidate or issue.
Contributed money to a political campaign.

Media Use (Used to Create Ad Exposure Measure):

I have listed below a variety of media that you, yourself, may or may not use. For each of the following, please place an "X" in the appropriate box to indicate how much time you spend with each medium on the average day. If you do not spend any time using one of the listed media, "X" the "Don't Use" box for that item.). Make sure that you respond to each statement. [1=Don't use in an average day, 2=Less than 30 min, 3=30 min-1 hr, 4=1-2 hrs, 5= 2-3 hrs, 6=3-4 hrs, 7=4-5 hrs, 8=5-6 hrs, 9=6-7 hrs, 10=+7 hrs, 11=Not specified]

Local TV News
Morning News Programs
Daytime Talk Shows
Daytime Soap Operas
Game Shows

Listed below are different television programs. Please "X" each television show you watch because you really it. [1=yes, 0=no]

One-Hour Programs: Boston Public, Gilmore Girls, Once and Again, West Wing, X-Files, Dark Angel, Buffy the Vampire Slayer, Enterprise, Touched by an Angel, Third Watch, ER, Providence, The Practice, CSI, Ed, Ally McBeal

Half-Hour Programs: Girlfriends, Friends, Frazier, Scrubs, The Simpsons, Just Shoot Me, Will & Grace, Three Sisters, The Parkers, Drew Carey, King of Queens, Everybody Loves Raymond, My Wife and Kids, Whose Line is it Anyway, Becker, Cops.

Habitual Media Use:

For each of the different times listed below, circle the appropriate number which indicates the main reason you watched TV, listened to the radio, read the newspaper and read magazines and used a computer on the day you are describing. Circle a "0" if you did not watch TV, did not listen to the radio, did not read newspapers, did not read magazines or did not use a computer during that time. (Circle one number for each time and each activity.) 0: Did not use, 1: Mainly for information, 2: Mainly for entertainment, 3: Just for background

Shortly after waking up/before breakfast

During breakfast

Commuting to work (% of commuters)

Mid to late morning

During lunch

Early to mid afternoon

Late afternoon

Commuting from work

Before dinner

During dinner

After dinner/mid to late evening

In bed/just before going to sleep

Control Variables:

Political Ideology:

Generally speaking, would you consider yourself to be...

[1=Very conservative, 2=Moderately conservative, 3=Middle-of-the-road, 4=Moderately liberal, 5=Very liberal]

Education Level:

[1=Attended elementary school, 2=Graduated from elementary school, 3=Attended high school, 4=Graduated from high school, 5=Attended college, 6=Graduated from college, 7=Attended 5-8 years of school/Grad school]

Income:

Into which of the following categories does your annual household income fall?
[1=*Under \$20,000*, 2=*\$20,000-\$29,000*, 3=*\$30,000-\$39,000*, 4=*\$40,000-\$49,000*,
5=*\$50,000-\$59,000*, 6=*\$60,000-\$69,000*, 7=*\$70,000-\$99,000*, 8=*\$100,000 or more*]

In this section, I have listed a number of statements about interests and opinions. For each statement listed I'd like to know whether you personally agree or disagree with this statement. After each statement, there are six numbers from 1-6. The higher the number, the more you tend to agree with the statement. [1=*I definitely disagree with the statement*, 2=*I generally disagree with the statement*, 3=*I moderately disagree with the statement*, 4=*I moderately agree with the statement*, 5=*I generally agree with the statement*, 6=*I definitely agree with the statement*]

Religiosity:

Religion is an important part of my life
It's important to me to find spiritual fulfillment
I believe in God
I believe in the existence of the Devil

Political Interest:

I am interested in politics.