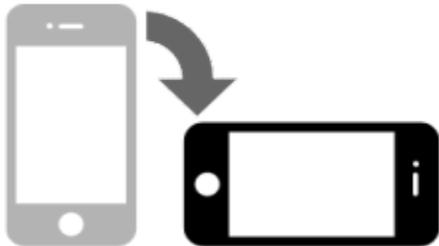




Post-General Election Survey of Electoral Behavior and Political Attitudes in CA | November 2016

KP1 In this brief survey, we are interested in learning about what shaped your choices in the recent campaign, and in hearing some of your broader thoughts. For completing it, you will receive a \$5 voucher to spend almost anywhere. If you are taking this survey on your phone or mobile device, we recommend turning it sideways in your hand (see below), which will make everything a little easier to see.



KP2 If you absolutely had to choose, what would you say is more important: treating everyone equally or rewarding hard work?

- Rewarding hard work
- Treating everyone equally
- I don't know

KP3 Again, if you absolutely had to choose, what would you say is more important: protecting American culture or protecting the rights of political minorities?

- Protecting the rights of political minorities
- Protecting American culture
- I don't know

KP4 When teaching children about morality, what is more crucial to emphasize: self-discipline or empathy toward others? Self-discipline

- Empathy toward others
- I don't know

KP5 From what you have been able to observe for yourself, generally speaking, are private health insurance premiums going up faster now than they were before the Affordable Care Act went into effect?

- Definitely
- Probably
- Probably not
- Definitely not
- I don't know

KP6 And from what you have been able to tell, is undocumented immigration related to violent crime? Definitely

- Probably
- Probably not
- Definitely not
- I don't know

KP7 During the last five or six weeks of the campaign, how closely did you follow the presidential contest in the news (not social media)?

- Multiple times per day
- Every day
- Most days
- A few times per week
- Once or twice per week
- Less than once per week
- Not much at all
- Never

KP8 During that same period, how closely did you follow the presidential contest through what you SAW on social media (Facebook, Twitter, etc.)?

- Multiple times per day
- Every day
- Most days
- A few times per week
- Once or twice per week
- Less than once per week
- Not much at all
- Never
- I am not on social media

KP9 During the last five or six weeks of the campaign, how closely did you follow the presidential contest in the news (not social media)?

- Multiple times per day
- Every day
- Most days
- A few times per week
- Once or twice per week
- Less than once per week

- Not much at all
- Never

KP10 During that same period, how closely did you follow the presidential contest through what you SAW on social media (Facebook, Twitter, etc.)?

- Multiple times per day
- Every day
- Most days
- A few times per week
- Once or twice per week
- Less than once per week
- Not much at all
- Never
- I am not on social media

KP11 Based on what you have heard from leaders in your party and/or from news sources that you respect, generally speaking, are private health insurance premiums going up faster now than they were before the Affordable Care Act went into effect?

- Definitely
- Probably
- Probably not
- Definitely not
- I don't know

KP12 And based on what you have heard from leaders in your party and/or from news sources you respect, does undocumented immigration lead to more violent crime?

- Definitely
- Probably
- Probably not
- Definitely not
- I don't know

KP13 If you absolutely had to choose, what would you say is more important: treating everyone equally or rewarding hard work? Rewarding hard work

- Treating everyone equally
- I don't know

KP14 Again, if you absolutely had to choose, what would you say is more important: protecting American culture or protecting the rights of political minorities?

- Protecting the rights of political minorities
- Protecting American culture
- I don't know

KP15 When you think about teaching children about morality, what is more crucial to emphasize: self-discipline or empathy toward others?

- Self-discipline
- Empathy toward others
- I don't know

KP16 During the last few weeks of the campaign, how frequently did you talk about the presidential contest with people you know?

- Multiple times per day
- Every day
- Most days
- A few times per week
- Once or twice per week
- Less than once per week
- Not really at all
- Never

KP17 And during the same time period, how frequently did you actually POST or RESPOND TO A POST on social media (Facebook, Twitter, etc.) about the presidential contest?

- Multiple times per day
- Every day
- Most days
- A few times per week
- Once or twice per week
- Less than once per week
- Not much at all
- Never
- I am not on social media

Display This Question:

If And during the same time period, how frequently did you actually POST or RESPOND TO A POST on soc... I am not on social media Is Not Selected

KP18 In the last few weeks, how would you describe the political messages you have seen on social media?

- Very reasonable and respectful
- Somewhat reasonable and respectful
- Somewhat unreasonable and disrespectful
- Very unreasonable and disrespectful

Display This Question:

If And during the same time period, how frequently did you actually POST or RESPOND TO A POST on soc... I am not on social media Is Not Selected

KP19 If you see people say unreasonable things on social media about politics, how does it make you feel toward the person in your network who posted it?

- A little upset or angry sometimes
- Very upset or angry sometimes
- It doesn't affect how I feel toward that person

KP20 When did you decide once and for all for whom you were going to vote?

- Early summer or before
- Late summer, after the conventions
- September
- October
- Within a few days of the election

KP21 At any point during the campaign did you change your mind?

- Yes, multiple times
- Yes, once
- No

KP22 What was the most important factor in your final decision?

- Policy differences between the candidates
- Differences in personal characteristics between the candidates
- Making a broader statement
- Just a general feeling
- Something else

KP23 To what extent did each of the following things make you more or less convinced of your preference?

	Much more	A little more	No effect	A little less	Much less
The Access Hollywood tape of Trump bragging about women	<input type="radio"/>				
The accusations by many women toward Trump of sexual assault	<input type="radio"/>				
The conventions	<input type="radio"/>				
The debates	<input type="radio"/>				
The Wikileaks transcripts of Clinton's speeches and her campaign staff's emails	<input type="radio"/>				
The FBI reopening its investigation of Clinton and her email server	<input type="radio"/>				
Any campaign ad that you saw on television or the internet	<input type="radio"/>				

KP24 How do you feel, emotionally, in the wake of the presidential election (check all that apply)?

- Happy
- Relieved
- Just fine
- A little disappointed but basically fine
- Concerned
- Sad
- Scared

KP25 Do you think it would be better or worse if the US elected the president with a direct popular vote, rather than with the electoral college?

- Direct popular vote is much better
- Direct popular vote is a little better
- No preference
- Electoral College is a little better
- Electoral College is much better

KP26 As for the Senate Election, for whom did you vote?

- Loretta Sanchez
- Kamala Harris
- Someone else
- I can't remember
- I did not vote

KP27 With these candidates being Democrats, and most of the media coverage focusing on the presidential contest, please rank the following in terms of their importance in helping you make up your mind (1=most important; 7=least important)

- _____ The Democratic party endorsement
- _____ Differences in professional preparation (CA Attorney General vs. US Congresswoman)
- _____ Each of their ethnic backgrounds
- _____ Debate performance
- _____ Campaign ads
- _____ Things you learned by following the campaign through the news _____
- _____ The opinions of friends and/or family

KP28 When did you make up your mind?

- The final week
- October
- September
- Sometime over the summer
- Sometime during the spring or before

KP29 And what was the single most important tool you used to make up your mind?

- Endorsements
- I looked at who was funding each candidate
- I noticed who was leading in polls
- Friends and family
- Media -- news
- Media -- ads
- Just read it and used my best judgment at the time

KP30 Did you ever change your mind?

- Yes, multiple times
- Yes, once
- No

KP31 When it came to the many ballot propositions, how did you make up your mind (check all that apply)?

- Endorsements
- I looked at who was funding each side
- I saw which ones were leading in polls
- Friends and family
- News media (including stuff on the internet and social media)
- Campaign ads
- I just read the propositions and used my best judgment at the time

KP32 When did you make up your mind?

- The final week
- October
- September
- Sometime over the summer Sometime during the spring or before

KP33 Did you ever change your mind?

- Yes, multiple times
- Yes, once
- No

KP34 How much time had you been able to devote to thinking about the propositions ahead of time?

- None
- Just a couple minutes here and there
- Maybe an hour, at most
- More than an hour but not more than two hours
- More than two hours

KP35 How much information did you have about the propositions did you have ahead of time, either from news, stuff you received in the mail or stuff you may have looked up?

- Plenty. Information was easy to access
- Some, but not enough
- A little bit but it was really difficult to get information
- I did not have access to information

KP36 How many television ads did you see about any of the propositions?

- None
- Maybe one or two
- A decent amount
- A lot

Survey Flow

Block: Block 1 Intro (1 Question)

Block Randomizer:

Standard: Facts: Prime values (7 Questions)

Standard: Facts: Prime PID / media (7 Questions)

Standard: Presidential election - explanations (10 Questions)

Standard: Senate election - explanations (5 Questions)

Standard: Propositions - explanations (6 Questions)