

Q: HELLO1

PICK UP THE PHONE AND DIAL "9," THEN "1," THEN THE NUMBER IN THE UPPER LEFT CORNER OF THE SCREEN.

IF YOU HEAR A FEW RINGS FOLLOWED BY SILENCE, THE NUMBER IS PROBABLY A LOCAL ONE. TRY DIALING THE NUMBER AGAIN, BUT THIS TIME LEAVE OFF THE "1" AND THE AREA CODE.

[IF A PERSON ANSWERS, QUICKLY PRESS 1]

[OTHERWISE, PRESS 2]

Hello, this is _____, a college student calling from Middle Tennessee State University. We recently started an interview with _____. I'd like to resume the interview if this is a good time. [HIT 1 TO RESUME, CTRL-END TO STOP]

IF (HELLO1 = 1) SKIPTO HELLO2

Q: BYENOW1

DIDN'T GET ANYONE? THAT'S FINE. PRESS ANY INTERVIEW, THEN CLICK ON THE PHRASE THAT DESCRIBES WHAT HAPPENED.

IF YOU'RE HERE BY MISTAKE, PRESS "ESC" TO BACK UP

CTRL-END

Q: HELLO2

Hello, this is _____, a college student calling from Middle Tennessee State University. We're not selling anything or asking for money. We're surveying Middle Tennesseans on the income tax, the death penalty, religion, and other important issues. [REPEAT THIS INTRO EACH TIME YOU NEED TO INTRODUCE YOURSELF]

May I speak with the person age 18 or older living at this address whose birthday is coming up next?

[IF NOT A HOME NUMBER]: Sorry, I've got the wrong place. 'Bye.
[PRESS 2]

[IF PERSON ISN'T HOME]: OK, I'll try back later. Can you give me an idea of when I can call back and who I should ask for? [PRESS 3]

[WHEN RIGHT PERSON IS ON THE LINE]: You're the one I'd like to talk to. If you'll let me interview you, we'll keep your answers confidential. Of course, you don't have to answer any question you don't want to. And, if you don't really have an opinion on an issue, just tell me and we'll go to the next questions. May I begin?

- 1 YES (GO TO FIRST QUESTION)
- 2 NO (STOP INTERVIEW)
- 3 SCHEDULE A CALLBACK

IF (HELLO2 = 1) SKIPTO MAINPROB
IF (HELLO2 = 2) SKIPTO BYENOW2
IF (HELLO2 = 3) SKIPTO CALLBACK

SKIPTO MAINPROB

Q: BYENOW2

TOUGH LUCK! HANG IN THERE. PRESS ANY INTERVIEW, THEN CLICK ON THE PHRASE THAT DESCRIBES WHAT HAPPENED.

IF YOU'RE HERE BY MISTAKE, PRESS "ESC" TO BACK UP

CTRLEND

Q: CALLBACK

[PRESS ANY WE NEED TO TALK TO AS WELL AS A GOOD TIME TO CALL BACK]

[IF YOU'RE HERE BY MISTAKE, PRESS THE "ESC"

CTRLEND

C: MAINPROBLEM AND APPROVAL MODULE FOR FRONT OF QUESTIONNAIRE

Q: MAINPROB

First, tell me in your own words: What do you think is the number one problem confronting the state of Tennessee at this time?

[CHOOSE ONE OF THE GENERAL CATEGORIES BELOW IF THE PERSON'S ANSWER SEEMS TO FIT THERE. OTHERWISE, CHOOSE "OTHER," TYPE IN A SUMMARY OF THE PERSON'S ANSWER, THEN CLICK "OK."]

- 1 Government inefficiency and waste
 - 2 Government corruption
 - 3 The poor state of education
 - 4 The poor state of health services and health insurance
 - 5 High taxes
 - 6 Outdated or unfair tax system
 - 7 Traffic congestions and road construction
 - 8 State budget crisis
 - 9 Other:
- x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

OTHER 9 21 20 21 69

VERSION = RANDNUM 1 2

START = SYSTIME

IF (VERSION = 1) SKIPTO APGOV

IF (VERSION = 2) SKIPTO CHLIVING

Q: APGOV

Do you approve or disapprove of the way Don Sundquist is handling his job as governor?

(IF "DEPENDS," PROBE ONCE WITH: Overall do you approve or disapprove of the way Don Sundquist is handling his job as governor?)

- 1 Approve
 - 2 Disapprove
- x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: APLEG

Do you approve or disapprove of the job the Democratic leaders in the Tennessee State Legislature are doing?

(IF "DEPENDS," PROBE ONCE WITH: Overall do you approve or disapprove of the job the Democratic leaders in the Tennessee State Legislature are doing?)

- 1 Approve
- 2 Disapprove
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: APMAYOR

Do you approve or disapprove of the job Bill Purcell has done as mayor of Nashville?

(IF "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the job Phil Bredesen has done as mayor of Nashville?)

- 1 Approve
- 2 Disapprove
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: GROWTH MODULE (DO NOT ROTATE)

Q: CHLIVING

In the last several years, the Middle Tennessee region has undergone a great deal of change, including economic and population growth. Some people believe this is good, while others think it is bad. As a whole, do you feel that recent changes have made living in Middle Tennessee better, about the same, or worse?

- 1 Better
- 2 About the same
- 3 Worse
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: CHNHOOD

Do you think these changes in Middle Tennessee have made life in you own neighborhood better, about the same, or worse?

- 1 Better
- 2 About the same
- 3 Worse
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: GROWINCR

Do you believe that government and business in Middle Tennessee should work to see that growth is increased, decreased, or should it stay the same?

- 1 Decrease growth
- 2 Stay same
- 3 Increase growth
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: GROWCOST

Some people feel that new growth in Middle Tennessee pays for itself. Others believe that growth costs more money than it brings in. Still others think it is a break-even proposition. Do you think growth costs money, is a break-even proposition, or brings in money?

- 1 Costs money
- 2 Break even
- 3 Brings in Money
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: INSTGOVT

Now let's consider some major institutions in Middle Tennessee. As far as the people running *state government* are concerned, would you say you have a great deal of

confidence in them, only some confidence in them, or hardly any confidence at all in them ... a great deal, only some, or hardly any?

- 1 A great deal
- 2 Only Some
- 3 Hardly any
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: INNASHGV

How about the government of Metropolitan Nashville/Davidson County?

[IF NECESSARY, PROMPT WITH: "Would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in the people running the government of Metropolitan Nashville/Davidson County?"]

- 1 A great deal
- 2 Only Some
- 3 Hardly any
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: INCOPS

How about law enforcement officials

[IF NECESSARY, PROMPT WITH: "Would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in law enforcement officials?"]

- 1 A great deal
- 2 Only Some
- 3 Hardly any
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

TAXORDER = RANDNUM 1 4
IF (TAXORDER = 1) SKIPTO CRISIS1
IF (TAXORDER = 2) SKIPTO CRISIS2
IF (TAXORDER = 3) SKIPTO CRISIS3
IF (TAXORDER = 4) SKIPTO CRISIS4

C: *** TAXES VERSION 1 ***

Q: CRISIS1

Now let's talk about Tennessee's financial situation.

Do you believe that the state of Tennessee is facing a financial crisis, or not?

- 1 Yes, it is
- 2 No, it isn't
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: INCTAX1

There have been several suggestions made about how Tennessee could raise more money. We would like to ask you how you feel about some of these options.

In general, would you strongly favor ...favor ... oppose ... or strongly oppose establishing a state personal income tax, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: SUNDTAX1

Governor Sundquist has proposed a plan that would levy a three and three quarter percent flat tax on income, reduce the state sales tax from 6 percent to three and three quarter percent, and eliminate the sales tax on food. Do you strongly favor...favor...oppose....or strongly oppose that plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor

- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: ESTPAY1

Do you think you would pay more in taxes, pay less in taxes, or pay about the same amount in taxes under the governor's plan?

- 1 Pay more
- 2 Pay less
- 3 About the same
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: RAISRAT1

Would you strongly favor ... favor ... oppose ... or strongly oppose a state personal income tax if there were a constitutional amendment that required a 60% vote in the General Assembly in order to raise your tax rate, or aren't you sure about that?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: GRADTAX1

There are some alternatives to the governor's plan. As I describe each one, could you please tell me how you feel about it.

An alternative to the Governor's proposal is a graduated income tax of up to 5 percent, depending on one's income. The sales tax on food would be eliminated. Do you strongly favor...favor...oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: SALESTX1

Another alternative is to apply a 1% sales tax to products and services that aren't currently taxed, like doctor's fees, lawyer's fees, beauty salon services, and prescription drugs. Do you strongly favor...favor...oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: CARTAX1

Yet another alternative is a tax on cars of \$60 to \$70 per year. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: SPENDING

Q: SPTRAN1

The governor's budget includes new spending in several

areas. I'd like to know how you feel about some of his proposals ...

[HIT ANY

Q: TEACHSL1

What about additional spending to raise the salaries of Kindergarten through 12th grade teachers by 3%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TEACHCS1

Raising teacher salaries by 3% will cost \$47 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

- 1 More likely
- 2 Less likely
- 3 No difference
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: HEADSTR1

What about additional spending to expand early childhood education to reach more at-risk pre-school children. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose

x Don't know/No opinion (volunteered only)
r Not applicable/Refused (volunteered only)

Q: HEADCOS1

Expanding the early childhood education program would cost \$12 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

1 More likely
2 Less likely
3 No difference
x Don't know/No opinion (volunteered only)
r Not applicable/Refused (volunteered only)

Q: EDTEST1

What about additional spending to do more testing in English and math classes to be sure that students master these subjects before they receive credit. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

1 Strongly favor
2 Favor
3 Not sure
4 Oppose
5 Strongly Oppose
x Don't know/No opinion (volunteered only)
r Not applicable/Refused (volunteered only)

Q: TESTCOS1

Additional testing in English and math would cost \$6.5 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

1 More likely
2 Less likely
3 No difference
x Don't know/No opinion (volunteered only)
r Not applicable/Refused (volunteered only)

Q: GOVSAL1

What about additional spending to raise the salaries of state government employees by 3%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: GOVCOS1

Raising the salaries of state government employees will cost about \$25 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

- 1 More likely
- 2 Less likely
- 3 No difference
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: LAWSPEN1

What about additional spending for the court system, to enforce child support, to pay prison costs, and to train troopers. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: LAWCOST1

Additional spending in these areas would amount to \$25 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

- 1 More likely
- 2 Less likely
- 3 No difference
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TENNCAR1

What about increasing state spending for TennCare, the state health care program, by about 9%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TENNCOS1

This additional spending on health care will amount to \$132 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

- 1 More likely
- 2 Less likely
- 3 No difference
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TAXORCU1

If you had to choose between raising taxes and cutting programs to balance Tennessee's budget, which would you do?

- 1 Raise taxes
- 2 Cut programs
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: CAPTRAN1

Now we'd like to ask you some questions about the death penalty ...

[PRESS ANY
IF (VERSION = 1) SKIPTO CAPLIFE
IF (VERSION = 2) SKIPTO CAPMURDR

C: *** TAXES VERSION 2 ***

Q: CRISIS2

Now let's talk about Tennessee's financial situation.

Do you believe that the state of Tennessee is facing a financial crisis, or not?

- 1 Yes, it is
- 2 No, it isn't
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TAXORCU2

If you had to choose between raising taxes and cutting programs to balance Tennessee's budget, which would you do?

- 1 Raise taxes
- 2 Cut programs
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: INCTAX2

There have been several suggestions made about how Tennessee

could raise more money. We would like to ask you how you feel about some of these options.

In general, would you strongly favor ...favor ... oppose ... or strongly oppose establishing a state personal income tax, or aren't you sure?

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- x Don't know/No opinion (volunteered only)
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Q: SUNDTAX2

Governor Sundquist has proposed a plan that would levy a three and three quarter percent flat tax on income, reduce the state sales tax from 6 percent to three and three quarter percent, and eliminate the sales tax on food. Do you strongly favor...favor...oppose....or strongly oppose that plan, or aren't you sure?

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- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: ESTPAY2

Do you think you would pay more in taxes, pay less in taxes, or pay about the same amount in taxes under the governor's plan?

- 1 Pay more
- 2 Pay less
- 3 About the same
- x Don't know/No opinion (volunteered only)
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Q: RAISRAT2

Would you strongly favor ... favor ... oppose ... or strongly oppose a state personal income tax if there were a constitutional amendment that required a 60% vote in the General Assembly in order to raise your tax rate, or aren't you sure about that?

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Q: GRADTAX2

There are some alternatives to the governor's plan. As I describe each one, could you please tell me how you feel about it.

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Q: SALESTX2

Another alternative is to apply a 1% sales tax to products and services that aren't currently taxed, like doctor's fees, lawyer's fees, beauty salon services, and prescription drugs. Do you strongly favor...favor...oppose....or strongly oppose this plan, or aren't you sure?

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Q: CARTAX2

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C: SPENDING

Q: SPTRAN2

The governor's budget includes new spending in several areas. I'd like to know how you feel about some of his proposals ...

[HIT ANY

Q: TEACHSL2

What about additional spending to raise the salaries of Kindergarten through 12th grade teachers by 3%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

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Q: TEACHCS2

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Q: HEADSTR2

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Q: HEADCOS2

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Q: LAW COST2

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Q: TENNCOS2

This additional spending on health care will amount to \$132 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

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- r Not applicable/Refused (volunteered only)

Q: CAPTRAN2

Now we'd like to ask you some questions about the death penalty.

[PRESS ANY
IF (VERSION = 1) SKIPTO CAPLIFE
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C: *** TAXES VERSION 3 ***

Q: CRISIS3

Now let's talk about Tennessee's financial situation.

Do you believe that the state of Tennessee is facing a financial crisis, or not?

- 1 Yes, it is
- 2 No, it isn't

x Don't know/No opinion (volunteered only)
r Not applicable/Refused (volunteered only)

Q: INCTAX3

There have been several suggestions made about how Tennessee could raise more money. We would like to ask you how you feel about some of these options.

In general, would you strongly favor ...favor ... oppose ... or strongly oppose establishing a state personal income tax, or aren't you sure?

1 Strongly favor
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3 Not sure
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5 Strongly Oppose
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Q: SUNDTAX3

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1 Strongly favor
2 Favor
3 Not sure
4 Oppose
5 Strongly Oppose
x Don't know/No opinion (volunteered only)
r Not applicable/Refused (volunteered only)

Q: ESTPAY3

Do you think you would pay more in taxes, pay less in taxes, or pay about the same amount in taxes under the governor's plan?

- 1 Pay more
- 2 Pay less
- 3 About the same
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: RAISRAT3

Would you strongly favor ... favor ... oppose ... or strongly oppose a state personal income tax if there were a constitutional amendment that required a 60% vote in the General Assembly in order to raise your tax rate, or aren't you sure about that?

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- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: GRADTAX3

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An alternative to the Governor's proposal is a graduated income tax of up to 5 percent, depending on one's income. The sales tax on food would be eliminated. Do you strongly favor...favor...oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: SALESTX3

Another alternative is to apply a 1% sales tax to products

and services that aren't currently taxed, like doctor's fees, lawyer's fees, beauty salon services, and prescription drugs. Do you strongly favor...favor...oppose....or strongly oppose this plan, or aren't you sure?

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- 4 Oppose
- 5 Strongly Oppose
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Q: CARTAX3

Yet another alternative is a tax on cars of \$60 to \$70 per year. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

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- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

C: SPENDING

Q: SPTRAN3

The governor's budget includes new spending in several areas. I'd like to know how you feel about some of his proposals ...

[HIT ANY

Q: TEACHSL3

What about additional spending to raise the salaries of Kindergarten through 12th grade teachers by 3%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: HEADSTR3

What about additional spending to expand early childhood education to reach more at-risk pre-school children. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: EDTEST3

What about additional spending to do more testing in English and math classes to be sure that students master these subjects before they receive credit. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: GOVSAL3

What about additional spending to raise the salaries of state government employees by 3%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't

you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: LAWSPEN3

What about additional spending for the court system, to enforce child support, to pay prison costs, and to train troopers. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TENNCAR3

What about increasing state spending for TennCare, the state health care program, by about 9%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TAXORCU3

If you had to choose between raising taxes and cutting programs to balance Tennessee's budget, which would you do?

- 1 Raise taxes
- 2 Cut programs
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: CAPTRAN3

Now we'd like to ask you some questions about the death penalty ...

[PRESS ANY
IF (VERSION = 1) SKIPTO CAPLIFE
IF (VERSION = 2) SKIPTO CAPMURDR

C: *** TAXES VERSION 4 ***

Q: CRISIS4

Now let's talk about Tennessee's financial situation.

Do you believe that the state of Tennessee is facing a financial crisis, or not?

- 1 Yes, it is
- 2 No, it isn't
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TAXORCU4

If you had to choose between raising taxes and cutting programs to balance Tennessee's budget, which would you do?

- 1 Raise taxes
- 2 Cut programs
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: INCTAX4

There have been several suggestions made about how Tennessee

could raise more money. We would like to ask you how you feel about some of these options.

In general, would you strongly favor ...favor ... oppose ... or strongly oppose establishing a state personal income tax, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: SUNDTAX4

Governor Sundquist has proposed a plan that would levy a three and three quarter percent flat tax on income, reduce the state sales tax from 6 percent to three and three quarter percent, and eliminate the sales tax on food. Do you strongly favor...favor...oppose....or strongly oppose that plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: ESTPAY4

Do you think you would pay more in taxes, pay less in taxes, or pay about the same amount in taxes under the governor's plan?

- 1 Pay more
- 2 Pay less
- 3 About the same
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: RAISRAT4

Would you strongly favor ... favor ... oppose ... or strongly oppose a state personal income tax if there were a constitutional amendment that required a 60% vote in the General Assembly in order to raise your tax rate, or aren't you sure about that?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: GRADTAX4

There are some alternatives to the governor's plan. As I describe each one, could you please tell me how you feel about it.

An alternative to the Governor's proposal is a graduated income tax of up to 5 percent, depending on one's income. The sales tax on food would be eliminated. Do you strongly favor...favor...oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: SALESTX4

Another alternative is to apply a 1% sales tax to products and services that aren't currently taxed, like doctor's fees, lawyer's fees, beauty salon services, and prescription drugs. Do you strongly favor...favor...oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor

3 Not sure
4 Oppose
5 Strongly Oppose
x Don't know/No opinion (volunteered only)
r Not applicable/Refused (volunteered only)

Q: CARTAX4

Yet another alternative is a tax on cars of \$60 to \$70 per year. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

1 Strongly favor
2 Favor
3 Not sure
4 Oppose
5 Strongly Oppose
x Don't know/No opinion (volunteered only)
r Not applicable/Refused (volunteered only)

C: SPENDING

Q: SPTRAN4

The governor's budget includes new spending in several areas. I'd like to know how you feel about some of his proposals ...

[HIT ANY

Q: TEACHSL4

What about additional spending to raise the salaries of Kindergarten through 12th grade teachers by 3%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

1 Strongly favor
2 Favor
3 Not sure
4 Oppose
5 Strongly Oppose
x Don't know/No opinion (volunteered only)
r Not applicable/Refused (volunteered only)

Q: HEADSTR4

What about additional spending to expand early childhood education to reach more at-risk pre-school children. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: EDTEST4

What about additional spending to do more testing in English and math classes to be sure that students master these subjects before they receive credit. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: GOVSAL4

What about additional spending to raise the salaries of state government employees by 3%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)

r Not applicable/Refused (volunteered only)

Q: LAWSPEN4

What about additional spending for the court system, to enforce child support, to pay prison costs, and to train troopers. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TENNCAR4

What about increasing state spending for TennCare, the state health care program, by about 9%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: CAPTRAN4

Now we'd like to ask you some questions about the death penalty ...

[PRESS ANY
IF (VERSION = 1) SKIPTO CAPLIFE
IF (VERSION = 2) SKIPTO CAPMURDR

C: CAPITAL PUNISHMENT MODULE

C: ON VERSION 2

Q: CAPMURDR

Are you in favor of the death penalty for a person convicted of murder?

- 1 No, not in favor
- 2 Yes, in favor
- Don't know
- r Refused

SKIPTO CAPINNOC

C: ON VERSION 1

Q: CAPLIFE

What do you think should be the maximum penalty for murder-- the death penalty, life imprisonment with absolutely no possibility of parole, or some lesser sentence?

- 1 Death penalty
- 2 Life imprisonment
- 3 Some lesser sentence
- 4 Some other punishment (volunteered only)
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: CAPINNOC

How likely do you think it is that an innocent person could be executed in Tennessee? Not at all likely, somewhat likely, or very likely?

- 1 Not at all likely
- 2 Somewhat likely
- 3 Very likely
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: SUSPCAP

The governor of Illinois has suspended the use of the death penalty to study its use in that state because so many death row inmates have been proven innocent. Do you favor a similar suspension in Tennessee?

1 Yes
2 No
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

IF (VERSION = 1) SKIPTO MFAIR1
IF (VERSION = 2) SKIPTO RELTRAN1

C: MEDIA CREDIBILITY MODULE -- FIRST ROTATION BLOCK

C: MAIN
Q: MFAIR1

Now I'd like you to think about the news media in general.
On a scale of 1 to 5, where 1 means "fair" and 5 means
"unfair," how would you rate the news media in general?

1 Fair
2
3
4
5 Unfair
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN
Q: MBIAS1

How would you rate the news media in general on a 1-to-5
scale where 1 means "unbiased" and 5 means "biased"?

1 Unbiased
2
3
4
5 Biased
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: SCALE IS REVERSED FROM ORIGINAL VERSION

C: MAIN
Q: Mstory1

What about if 1 means "tells the whole story" and 5 means "doesn't tell the whole story"?

[IF NECESSARY, PROMPT WITH: "How would you rate the news media in general on a 1-5 scale where 1 means "tells the whole story" and 5 means "doesn't tell the whole story"?]

1 Tells whole story
2
3
4
5 Doesn't tell whole story
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN
Q: MACCU1

What about if 1 means "accurate" and 5 means "inaccurate"?

[IF NECESSARY, PROMPT WITH: "How would you rate the news media in general on a 1-5 scale where 1 means "accurate" and 5 means "inaccurate"?]

1 accurate
2
3
4
5 inaccurate
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN
Q: MTRUST1

What about if 1 means "can be trusted" and 5 means "cannot be trusted"?

[IF NECESSARY, PROMPT WITH: "How would you rate the news media in general on a 1-5 scale where 1 means "can be trusted" and 5 means "cannot be trusted"?]

1 can be trusted
2
3
4
5 cannot be trusted
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: TRANCRD1

For each of the following questions, please tell me whether you ...

Agree *entirely*
Agree *mostly*
Disagree mostly
Disagree *entirely*, or
Really just don't know.

Ready? [HIT ANY

C: MAIN

Q: JVALUES1

C: Source: 1999 ASNE study

Journalists share the same kinds of ethical and personal values as most Americans.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

1 Agree entirely
2 Agree mostly
3 Disagree mostly
4 Disagree entirely
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN

Q: JCYNIC1

Journalists tend to be more cynical than people who work on other professions.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN

Q: JTOUCH1

The press is out of touch with mainstream Americans.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN

Q: JBADNEW1

It doesn't matter how well things are going in America, the press only reports bad news and ignores the good things.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

- 1 Agree entirely
- 2 Agree mostly

3 Disagree mostly
4 Disagree entirely
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN
Q: JRID1

The press ridicules things I believe in.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

1 Agree entirely
2 Agree mostly
3 Disagree mostly
4 Disagree entirely
x Don't know/no opinion
r Refused/not applicable (volunteered)

Q: RELTRAN1

Next, I'd like to ask you some questions about your religious beliefs ...

[PRESS ANY
IF (VERSION = 1) SKIPTO RELSPIR
IF (VERSION = 2) SKIPTO RELIMP

C: SPLIT 1
Q: RELSPIR

Which of the following comes closest to describing your beliefs: you are religious, you are spiritual but not religious, or you are neither?

1 Religious
2 Spiritual but not religious
3 Neither
x Don't know/no opinion (volunteered)

r Refused/not applicable (volunteered)

C: SPLIT 1

Q: BELGOD

Which of the following statements comes closest to your belief about God: you believe in God, you don't believe in God, but you do believe in a universal spirit or higher power, or you don't believe in either?

- 1 Believe in God
- 2 Don't believe in God, but in universal spirit
- 3 Don't believe in either
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: SPLIT 1

Q: RELINFL

At the present time, do you think religion as a whole is increasing its influence on American life or losing its influence?

- 1 Increasing its influence
- 2 Losing its influence
- 3 Same (VOLUNTEERED)
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN

Q: RELIMP

How important would you say religion is in your own life - very important, fairly important, or not very important?

- 1 Not very important
- 2 Fairly important
- 3 Very important
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: MEMCHRCH

Do you happen to be a member of a place of worship, like a church, synagogue, mosque, or temple?

- 1 Yes
- 2 No
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: OFTCHRCH

How often do you attend services at a place of worship - never, seldom, about once a month, almost every week, or at least once a week?

- 1 Never
- 2 Seldom
- 3 About once a month
- 4 Almost every week
- 5 At least once a week
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

IF (OFTCHRCH = 1) SKIPTO CHRSTIAN

C: MAIN
Q: TYPCHRCH

Do you mostly attend a place of worship that is Christian, Jewish, Islamic, or something else?

- 1 Christian
- 2 Jewish
- 3 Islamic
- 4 Something else
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

IF (TYPCHRCH <> 1) SKIPTO CHRSTIAN

C: MAIN
Q: DENOM

What is your church's denomination?

[READ LIST IF NECESSARY]

- 1 Southern Baptist
- 2 Other Baptist
- 3 Church of Christ
- 4 Episcopalian or Anglican
- 5 Lutheran
- 6 United Methodist
- 7 Other Methodist
- 8 Presbyterian
- 9 Catholic
- 10 Something else
- 33 Don't know/no opinion (volunteered)
- 27 Refused/not applicable (volunteered)

(TYPE ANSWER HERE:)

(THEN PRESS "ENTER" TO CONTINUE)

C: MAIN
Q: CHRSTIAN

Would you describe yourself as a "Christian," or not?

- 1 Yes
- 2 No
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

IF (CHRSTIAN <> 1) SKIPTO OFTPRAY

C: MAIN
Q: REBORN

Would you describe yourself as a "born again" Christian, or not?

- 1 Yes

- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: EVANGEL

Would you describe yourself as an "Evangelical" Christian, or not? [PRONOUNCED: ee-van-JELL-i-cal]

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: FUNDMENT

Would you describe yourself as a "Fundamentalist" Christian, or not? [PRONOUNCED: fun-duh-MEN-tal-ist]

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: RELIGIOUS PRACTICE MODULE

C: MAIN
Q: OFTPRAY

About how often do you pray? Do you pray *less than* once a week, once a week, several times a week, once a day, several times a day, or do you never pray?

- 1 Never
- 2 *Less than* once a week
- 3 Once a week
- 4 Several times a week
- 5 Once a day
- 6 Several times a day

x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN
Q: READWORD

About how often do you read the Bible? [READ CATEGORIES IF NECESSARY]

1 Never
2 *Less than* once a week
3 Once a week
4 Several times a week
5 Once a day
6 Several times a day
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

IF (CHRSTIAN <> 1) SKIPTO RELTRAN2

C: MAIN
Q: WITNESS

About how often do you try to encourage someone to believe in Jesus Christ or accept Christ as his or her savior? [READ CATEGORIES IF NECESSARY]

1 Never
2 *Less than* once a week
3 Once a week
4 Several times a week
5 Once a day
6 Several times a day
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: RELTRAN2

For each of the following questions, please tell me whether you ...

Agree *entirely*

Agree *mostly*
Disagree mostly
Disagree *entirely*, or
Haven't made up your mind.

Ready? [HIT ANY

C: Religious beliefs module

C: MAIN

Q: GOHEAVEN

People who die without accepting Jesus as their savior can
still go to heaven.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE
MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR
MIND?]

1 Agree entirely
2 Agree mostly
3 Disagree mostly
4 Disagree entirely
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN

Q: CREATION

God created the universe in six, 24-hour days.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE
MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR
MIND?]

1 Agree entirely
2 Agree mostly
3 Disagree mostly
4 Disagree entirely
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

IF (CHRSTIAN <> 1) SKIPTO SINLIE

C: MAIN
Q: BAPTISM

Christians should be baptized only *after* being saved.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR MIND?]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: SINLIE

In some situations, it's OK to tell a lie.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR MIND?]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: REALHELL

Hell is an actual place where all non-Christians will spend eternity in torment.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR MIND?]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: SOCIAL/CHURCH ISSUES MODULE

C: MAIN

Q: FEMPANTS

It is morally OK for a woman to wear pants.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR MIND?]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN

Q: PRAYSCHL

The law should allow daily prayer to be spoken in public school classrooms.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR MIND?]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: ABORLEGL

Abortion should be against the law.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR MIND?]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: RACEWED

It's morally OK for two people of different races to marry each other.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR MIND?]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: PREZREL

Candidates for president should publicly discuss their religious beliefs.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR MIND?]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN

Q: CLERGVTE

It is wrong for religious leaders to try to influence how people vote in elections.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR MIND?]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN

Q: RELIGPUB

It would be better for America if more people with strong religious beliefs held public office.

[IF NECESSARY: DO YOU AGREE ENTIRELY, AGREE MOSTLY, DISAGREE MOSTLY, DISAGREE ENTIRELY, OR HAVEN'T YOU MADE UP YOUR MIND?]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: FEMCLERG

Now I have some questions about clergy (CLER- jee) members, meaning people like preachers, priests, pastors, ministers, rabbis and such.

Do you think women should or should not be allowed to serve as clergy?

- 1 Should
- 2 Should not
- 3 Depends (VOLUNTEERED)
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: GAYCLERG

Do you think gays should or should not be allowed to serve as clergy?

- 1 Should
- 2 Should not
- 3 Depends (VOLUNTEERED)
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: GAYWED

Thinking about gay marriage -- that is, marriages between two people of the same sex -- do you approve or disapprove of clergy performing marriage ceremonies and blessing marriage unions between two people of the same sex?

- 1 Approve
- 2 Disapprove
- 3 Depends (VOLUNTEERED)
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

IF (VERSION = 1) SKIPTO NPDAYS
IF (VERSION = 2) SKIPTO MFAIR2

C: MEDIA CREDIBILITY MODULE -- SECOND ROTATION BLOCK

C: MAIN
Q: MFAIR2

Now I'd like you to think about the news media in general.
On a scale of 1 to 5, where 1 means "fair" and 5 means
"unfair," how would you rate the news media in general?

1 Fair
2
3
4
5 Unfair
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN
Q: MBIAS2

How would you rate the news media in general on a 1-to-5
scale where 1 means "unbiased" and 5 means "biased"?

1 Unbiased
2
3
4
5 Biased
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: SCALE IS REVERSED FROM ORIGINAL VERSION

C: MAIN
Q: MSTORY2

What about if 1 means "tells the whole story" and 5 means
"doesn't tell the whole story"?

[IF NECESSARY, PROMPT WITH: "How would you rate the news

media in general on a 1-5 scale where 1 means "tells the whole story" and 5 means "doesn't tell the whole story"?)

- 1 Tells whole story
- 2
- 3
- 4
- 5 Doesn't tell whole story
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: MACCU2

What about if 1 means "accurate" and 5 means "inaccurate"?

[IF NECESSARY, PROMPT WITH: "How would you rate the news media in general on a 1-5 scale where 1 means "accurate" and 5 means "inaccurate"?)

- 1 accurate
- 2
- 3
- 4
- 5 inaccurate
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: MTRUST2

What about if 1 means "can be trusted" and 5 means "cannot be trusted"?

[IF NECESSARY, PROMPT WITH: "How would you rate the news media in general on a 1-5 scale where 1 means "can be trusted" and 5 means "cannot be trusted"?)

- 1 can be trusted
- 2
- 3
- 4
- 5 cannot be trusted

x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: TRANCRD2

For each of the following questions, please tell me whether you ...

Agree *entirely*
Agree *mostly*
Disagree mostly
Disagree *entirely*, or
Really just don't know.

Ready? [HIT ANY

C: MAIN

Q: JVALUES2

C: Source: 1999 ASNE study

Journalists share the same kinds of ethical and personal values as most Americans.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

1 Agree entirely
2 Agree mostly
3 Disagree mostly
4 Disagree entirely
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN

Q: JCYNIC2

Journalists tend to be more cynical than people who work on other professions.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree

mostly, disagree mostly, disagree entirely, or really just don't know?"]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN

Q: JTOUCH2

The press is out of touch with mainstream Americans.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN

Q: JBADNEW2

It doesn't matter how well things are going in America, the press only reports bad news and ignores the good things.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: JRID2

The press ridicules things I believe in.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: CONSUMER ITEMS

Q: PRODHAP

Now, thinking about yourself as a consumer ...

In the past year, have you been disappointed in a product or service to a level that you intend never again to purchase the product or use the service?

- 1 Yes
- 2 No
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

IF (PRODHAP <> 1) SKIPTO GVTACT

Q: SHDEXP

Have you shared your experience with a family member, friend, or coworker?

- 1 Yes
- 2 No
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: GVTACT

Do you think the government should take a more active role in protecting consumers from defective products and services?

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: CONSRESP

Do you think it is primarily the consumer's responsibility to protect himself from defective products and services?

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: CNTORG

In the last year . . .
Have you telephoned or written a business or organization to complain about a product or service?

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: COMPORG

Have you telephoned or written a business or organization to complain about a fraudulent, deceitful, or misleading advertisement or other information that could interfere with your making an informed choice?

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: RGSTCOMP

Have you registered a formal complaint against a business or organization regarding a product or service?

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- Refused/not applicable (volunteered)

Q: LAWSUIT

Have you filed a lawsuit against a business or organization regarding a product or service?

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- Refused/not applicable (volunteered)

Q: RGSTFORM

In the last year, have you registered a formal complaint concerning discrimination against you or harassment on the job?

- T 16 10
- 1 Yes
 - 2 No
 - Don't know/no opinion (volunteered)
 - Refused/not applicable (volunteered)

Q: LAWDISC

In the last year, have you filed a lawsuit concerning discrimination against you or harassment on the job?

- T 16 10
- 1 Yes
 - 2 No
 - Don't know/no opinion (volunteered)

r Refused/not applicable (volunteered)

C: **** DEMOGRAPHICS ****

Q: NPDDAYS

Now just some final questions to help us analyze the poll's results.

In the past seven days, between (TODAY'S DAY OF THE WEEK) of last week and yesterday, how many days did you read or look at a daily newspaper?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 None
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: NATVDAYS

In the past seven days, between (TODAY'S DAY OF THE WEEK) of last week and yesterday, how many days did you watch a national nightly television news program such as those anchored by Dan Rather, Tom Brokaw, or Peter Jennings?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 None
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: LOTVDAYS

In the past seven days, between (TODAY'S DAY OF THE WEEK) of last week and yesterday, how many days did you watch a *local* nightly television news program?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 None
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: RADNEWS

In the past seven days, between (TODAY'S DAY OF THE WEEK) of last week and yesterday, how many days did you listen to radio or talk radio news programs?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 None
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: EDLETTER

Now, please tell me whether you have used any of these forms of expression in the last five years. Have you ...

Written a letter to a newspaper, magazine or television news program?

- 1 Yes
- 2 No
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: CALLEDIN

Called in to a radio or television talk show?

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: CONTCAND

Written a letter to, phoned or otherwise contacted a candidate for public office or an elected official?

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: GOTOMEET

Attended a public meeting of an organization interested in public affairs?

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: TALKMEET

Spoken out at a public meeting of an organization interested in public affairs?

- 1 Yes
- 2 No
- Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: PROTEST

Taken part in a public demonstration or march?

- 1 Yes
- 2 No
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: WORKCAMP

Worked in a political campaign?

- 1 Yes
- 2 No
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: OFTVOTE

How often would you say you vote? Always, nearly always, part of the time, seldom, or never?

- 1 Never
- 2 Seldom
- 3 Part of the time
- 4 Nearly always
- 5 Always
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: LOCINT

Thinking about your local community, how interested are you in local community politics and local community affairs? Are you very interested, somewhat interested, slightly interested or not at all interested?

- 1 Very interested
- 2 Somewhat interested
- 3 Slightly interested
- 4 Not at all interested
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: NATINT

How interested are you in national politics and national affairs? Are you very interested, somewhat interested, slightly interested or not at all interested?

- 1 Very interested
- 2 Somewhat interested
- 3 Slightly interested
- 4 Not at all interested
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: LIBCON

Many people feel that their political views are too complex to describe with a single label. But if you had to choose one of the following categories, how would you describe your political orientation? Are you far left, liberal, middle of the road, conservative, or far right?

- 1 Far left
- 2 Liberal
- 3 Middle of the road
- 4 Conservative
- 5 Far right
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: PARTYID

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

- 1 Republican
- 2 Democrat
- 3 Independent
- 4 Something else
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

IF (PARTYID = 1) SKIPTO STRONREP
IF (PARTYID = 2) SKIPTO STRONDEM
IF (PARTYID = 3) SKIPTO INDLEAN
SKIPTO EDUC

C: MAIN
Q: STRONREP

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

- 1 Strong Republican
- 2 Not very strong Republican
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

SKIPTO EDUC

C: ALTERNATE
Q: STRONDEM

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

- 1 Strong Democrat
- 2 Not very strong Democrat
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

SKIPTO EDUC

C: ALTERNATE
Q: INDLEAN

Do you think of yourself as closer to the Republican Party, the Democratic Party, or neither?

- 1 Closer to Republicans
- 2 Closer to Democrats
- 3 Neither
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: EDUC

What is the last grade in school you completed?
(READ LIST IF NECESSARY)

- 1 Never went to school
- 2 Elementary school (1-8)
- 3 Some high school (9-11)
- 4 High school graduate (12)
- 5 Some trade school
- 6 Some college
- 7 College graduate
- 8 Some graduate study
- 9 Master's degree
- 10 Doctor's degree
- 33 Don't know/no opinion (volunteered)
- 27 Refused/not applicable (volunteered)

(TYPE ANSWER HERE:)

(THEN PRESS 'ENTER' TO CONTINUE)

Q: NUMKIDS

How many children, if any, do you have who are living with you and who are high school age or younger?

(TYPE ANSWER HERE:)

(THEN PRESS 'ENTER' TO CONTINUE)

(IF NO KIDS, ENTER A SINGLE ZERO)

Q: YEARBORN

What year were you born?

(TYPE ANSWER HERE: 19)

(IF PERSON REFUSES, TYPE IN A SINGLE ZERO)

Q: TNYEARS

How many years have you lived in Tennessee?

(ENTER 0 IF LESS THAN 1)

(TYPE ANSWER HERE:)

(THE PRESS "ENTER" TO CONTINUE)

(ENTER '0' IF LESS THAN 1 YEAR)

Q: COUNTY

What county do you live in?

1 Bedford	11 Grundy	21 Marshall	31 Stewart	88 Don't
know				
2 Cannon	12 Hickman	22 Maury	32 Sumner	99
Refused				
3 Cheatham	13 Houston	23 Montgomery	33 Trousdale	
4 Clay	14 Humphreys	24 Moore	34 Van Buren	
5 Coffee	15 Jackson	25 Overton	35 Warren	
6 De Kalb	16 Lawrence	26 Perry	36 Wayne	
7 Davidson	17 Lewis	27 Putnam	37 White	
8 Dickson	18 Lincoln	28 Robertson	38 Williamson	
9 Franklin	19 Macon	29 Rutherford	39 Wilson	
10 Giles	20 Marion	30 Smith	40 Other	

(TYPE ANSWER HERE:)

(THEN PRESS "ENTER" TO CONTINUE)

Q: HISPANIC

Do you consider yourself of Hispanic origin or descent?

1 Yes
2 No
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: RACE

Do you consider yourself white, black or African-American, Asian, Native-American or some other race or races?

1 White
2 Black or African-American
3 Asian or Pacific Islander
4 Native American or Alaskan Native
5 Other

x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: MARITAL

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

1 Married
2 Divorced
3 Separated
4 Widowed
5 Never been married
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: EMPLOY

As of last week, were you working full-time, working part-time, going to school, keeping house, retired, or something else?

(IF MORE THAN ONE, RECORD FIRST ANSWER ON THE LIST)

1 Working full-time (35 hours/week or more)
2 Working part-time
3 Employed, but on vacation, sick, etc.
4 Unemployed/laid off
5 Retired
6 In school
7 Keeping house
8 Other
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

IF (MARITAL <> 1) SKIPTO INCOME

Q: SPEMPLOY

How about your spouse? As of last week, was your spouse working full-time, working part-time, going to school, keeping house, retired, or something else?

(IF MORE THAN ONE, RECORD FIRST ANSWER ON THE LIST)

- 1 Working full-time (35 hours/week or more)
- 2 Working part-time
- 3 Employed, but on vacation, sick, etc.
- 4 Unemployed/laid off
- 5 Retired
- 6 In school
- 7 Keeping house
- 8 Other
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: INCOME

I'm going to read some income categories. I'd like you to stop me when I read the category that best describes your total household income in 1999? Was it ... (READ CATEGORIES)

- 1 10,000 or less
- 2 10,001 to 15,000
- 3 15,001 to 20,000
- 4 20,001 to 25,000
- 5 25,001 to 30,000
- 6 30,001 to 35,000
- 7 35,001 to 40,000
- 8 40,001 to 45,000
- 9 45,001 to 50,000
- 10 50,001 to 75,000
- 11 75,001 to 99,999
- 12 100,000 or more
- 33 Don't know/no opinion (volunteered)
- 27 Refused/not applicable (volunteered)

(TYPE ANSWER HERE:)

(THEN PRESS "ENTER" TO CONTINUE)

Q: PERMIT

OK, here's my last question. We make our poll results available to academic researchers and news reporters as well as to the general public. Sometimes, these people want to talk further with people like you who have responded to the poll. Would you mind making your answers to the poll available to these people along with your name and phone number in case they want to contact you? You certainly don't have to. Saying "yes" would mean giving up your anonymity,

but it also might mean getting interviewed for a newspaper article or TV news story about one or more of the poll's topics.

(IF OK, TYPE PERSON'S FIRST AND LAST NAME BELOW, THEN PRESS "ENTER" TO CONTINUE.)

Example: Jane Doe

(IF "NOT OK," PRESS "ENTER" TO CONTINUE)

openend 17 10 17 70 mixed noscroll
DURATION = TIMEDIF START SYSTIME

Q: GENDER

That's the end of the interview. I really appreciate your time. Goodbye.

(HANG UP, THEN, WITHOUT ASKING, RECORD WHAT YOU PERCEIVE TO BE THE RESPONDENT'S GENDER)

- 1 (DO NOT READ) MALE
- 2 (DO NOT READ) FEMALE

Q: RATERESP

How would you rate the person whom you just interviewed?
Was he or she ...

- 1 Wholly pleasant
- 2 Mostly pleasant
- 3 Equally pleasant and unpleasant
- 4 Mostly unpleasant
- 5 Wholly unpleasant

Q: CALLERID

ALL DONE! PLEASE TYPE IN THE LAST FOUR DIGITS OF YOUR STUDENT ID NUMBER, THEN PRESS 'ENTER' TO FINISH.

C: THE FOLLOWING VARIABLES WERE COMPUTED AFTER THE POLL WAS CONCLUDED.

C: MANY ARE AGGREGATIONS OF IDENTICAL QUESTIONS FROM THE VARIOUS

C: SPLITS ABOVE.

Q: CRISIS

Now let's talk about Tennessee's financial situation.

Do you believe that the state of Tennessee is facing a financial crisis, or not?

- 1 Yes, it is
- 2 No, it isn't
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: INCTAX

There have been several suggestions made about how Tennessee could raise more money. We would like to ask you how you feel about some of these options.

In general, would you strongly favor ...favor ... oppose ... or strongly oppose establishing a state personal income tax, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: SUNDTAX

Governor Sundquist has proposed a plan that would levy a three and three quarter percent flat tax on income, reduce the state sales tax from 6 percent to three and three quarter percent, and eliminate the sales tax on food. Do you strongly favor...favor...oppose....or strongly oppose that plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose

x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: ESTPAY

Do you think you would pay more in taxes, pay less in taxes, or pay about the same amount in taxes under the governor's plan?

1 Pay more
2 Pay less
3 About the same
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: RAISRAT

Would you strongly favor ... favor ... oppose ... or strongly oppose a state personal income tax if there were a constitutional amendment that required a 60% vote in the General Assembly in order to raise your tax rate, or aren't you sure about that?

1 Strongly favor
2 Favor
3 Not sure
4 Oppose
5 Strongly Oppose
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: GRADTAX

There are some alternatives to the governor's plan. As I describe each one, could you please tell me how you feel about it.

An alternative to the Governor's proposal is a graduated income tax of up to 5 percent, depending on one's income. The sales tax on food would be eliminated. Do you strongly favor...favor...oppose....or strongly oppose this plan, or aren't you sure?

1 Strongly favor
2 Favor

- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: SALESTX

Another alternative is to apply a 1% sales tax to products and services that aren't currently taxed, like doctor's fees, lawyer's fees, beauty salon services, and prescription drugs. Do you strongly favor...favor...oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

Q: CARTAX

Yet another alternative is a tax on cars of \$60 to \$70 per year. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: SPENDING

Q: SPTRAN

The governor's budget includes new spending in several areas. I'd like to know how you feel about some of his proposals ...

[HIT ANY

Q: TEACHSL

What about additional spending to raise the salaries of Kindergarten through 12th grade teachers by 3%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TEACHCS

Raising teacher salaries by 3% will cost \$47 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

- 1 More likely
- 2 Less likely
- 3 No difference
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: HEADSTR

What about additional spending to expand early childhood education to reach more at-risk pre-school children. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: HEADCOS

Expanding the early childhood education program would cost \$12 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

- 1 More likely
- 2 Less likely
- 3 No difference
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: EDTEST

What about additional spending to do more testing in English and math classes to be sure that students master these subjects before they receive credit. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TESTCOS

Additional testing in English and math would cost \$6.5 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

- 1 More likely
- 2 Less likely
- 3 No difference
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: GOVSAL

What about additional spending to raise the salaries of state government employees by 3%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: GOVCOS

Raising the salaries of state government employees will cost about \$25 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

- 1 More likely
- 2 Less likely
- 3 No difference
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: LAWSPEN

What about additional spending for the court system, to enforce child support, to pay prison costs, and to train troopers. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: LAWCOST

Additional spending in these areas would amount to \$25 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

- 1 More likely
- 2 Less likely
- 3 No difference
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TENNCAR

What about increasing state spending for TennCare, the state health care program, by about 9%. Do you strongly favor... favor... oppose....or strongly oppose this plan, or aren't you sure?

- 1 Strongly favor
- 2 Favor
- 3 Not sure
- 4 Oppose
- 5 Strongly Oppose
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: TENNCOS

This additional spending on health care will amount to \$132 million. Does this make you more likely to support the proposal, less likely to support the proposal, or doesn't it make a difference?

- 1 More likely
- 2 Less likely
- 3 No difference
- x Don't know/No opinion (volunteered only)
- r Not applicable/Refused (volunteered only)

Q: MFAIR

Now I'd like you to think about the news media in general. On a scale of 1 to 5, where 1 means "fair" and 5 means "unfair," how would you rate the news media in general?

1 Fair
2
3
4
5 Unfair
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN
Q: MBIAS

How would you rate the news media in general on a 1-to-5 scale where 1 means "unbiased" and 5 means "biased"?

1 Unbiased
2
3
4
5 Biased
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: SCALE IS REVERSED FROM ORIGINAL VERSION

C: MAIN
Q: MISTORY

What about if 1 means "tells the whole story" and 5 means "doesn't tell the whole story"?

[IF NECESSARY, PROMPT WITH: "How would you rate the news media in general on a 1-5 scale where 1 means "tells the whole story" and 5 means "doesn't tell the whole story"?]

1 Tells whole story
2
3
4
5 Doesn't tell whole story
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN
Q: MACCU

What about if 1 means "accurate" and 5 means "inaccurate"?

[IF NECESSARY, PROMPT WITH: "How would you rate the news media in general on a 1-5 scale where 1 means "accurate" and 5 means "inaccurate"?]

1 accurate
2
3
4
5 inaccurate
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN
Q: MTRUST

What about if 1 means "can be trusted" and 5 means "cannot be trusted"?

[IF NECESSARY, PROMPT WITH: "How would you rate the news media in general on a 1-5 scale where 1 means "can be trusted" and 5 means "cannot be trusted"?]

1 can be trusted
2
3
4
5 cannot be trusted
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

Q: TRANCRD

For each of the following questions, please tell me whether you ...

Agree *entirely*

Agree *mostly*
Disagree mostly
Disagree *entirely*, or
Really just don't know.

Ready? [HIT ANY

C: MAIN

Q: JVALUES

C: Source: 1999 ASNE study

Journalists share the same kinds of ethical and personal values as most Americans.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

1 Agree entirely
2 Agree mostly
3 Disagree mostly
4 Disagree entirely
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN

Q: JCYNIC

Journalists tend to be more cynical than people who work on other professions.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

1 Agree entirely
2 Agree mostly
3 Disagree mostly
4 Disagree entirely
x Don't know/no opinion (volunteered)
r Refused/not applicable (volunteered)

C: MAIN
Q: JTOUCH

The press is out of touch with mainstream Americans.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: JBADNEW

It doesn't matter how well things are going in America, the press only reports bad news and ignores the good things.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion (volunteered)
- r Refused/not applicable (volunteered)

C: MAIN
Q: JRID

The press ridicules things I believe in.

[IF NECESSARY, PROMPT WITH: "Do you agree entirely, agree mostly, disagree mostly, disagree entirely, or really just don't know?"]

- 1 Agree entirely
- 2 Agree mostly
- 3 Disagree mostly
- 4 Disagree entirely
- x Don't know/no opinion
- r Refused/not applicable (volunteered)

Q: METRO

[METRO/NON-METRO DICHOTOMY]

- 0 NON-METRO NASHVILLE/DAVIDSON COUNTY
- 1 METRO NASHVILLE/DAVIDSON COUNTY

Q: MSA

[NON-MSA/MSA DICHOTOMY]

- 0 NON-MSA
- 1 MSA

Q: AGE

[AGE IN YEARS]

Q: AGECAT

[AGE CATEGORY]

- 1 18-34
- 2 35-49
- 3 50-64
- 4 65+

Q: INCAT

[INCOME CATEGORY]

- 1 LESS THAN 15K
- 2 15-25K
- 3 25-40K
- 4 40-50K
- 5 MORE THAN 50K

Q: RACECAT

[RACE CATEGORY]

- 1 WHITE
- 2 BLACK
- 3 OTHER

Q: EDCAT

[EDUCATION CATEGORY]

- 1 HIGH SCHOOL GRAD OR LESS
- 2 SOME COLLEGE OR TRADE SCHOOL
- 3 COLLEGE GRAD TO POST GRAD

Q: TNYRCAT

[NUMBER OF YEARS LIVED IN TENNESSEE]

- 1 0-18
- 2 19-38
- 3 39-UP

Q: RACEWT

[WEIGHT VALUE FOR RACE]

Q: SEXWT

[WEIGHT VALUE FOR GENDER]

Q: AGEWT

[WEIGHT VALUE FOR AGE]

Q: WEIGHT

[WEIGHT VALUE COMBINING WEIGHTS FOR RACE, GENDER AND AGE]