








Weapons of Mass Discussion: Crucial Conversations about Politics


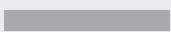



The study collected responses via an online survey of 712 individuals in June and July of 2008. Margin of error is approximately 3%.




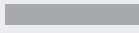

| 1. Have you ever had a political discussion lead to a verbal attack, insults, name calling, etc? (select all that apply) | | Count | Percent |
|---|---|-------|---------|
| No |  | 402 | 52.21% |
| Yes, I've found myself attacking, insulting, or name calling |  | 75 | 9.74% |
| Yes, I've been attacked, insulted, or called names |  | 293 | 38.05% |
| Total | | 770 | 100% |


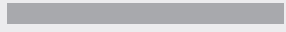

| 2. How does it feel when someone attacks your views on a political issue that you care deeply about? | | Count | Percent |
|--|---|-------|---------|
| I enjoy it |  | 53 | 7.63% |
| I don't feel anything |  | 42 | 6.04% |
| I feel mildly angry, resentful, or annoyed |  | 478 | 68.78% |
| I feel very angry, resentful, or annoyed |  | 122 | 17.55% |
| Total | | 695 | 100% |


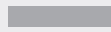


| 3. How skilled are you at navigating a tough political discussion? Please select the challenges you are confident you can master during a tough political discussion. | | Count | Percent |
|--|--|-------|---------|
| I'm confident I can get an angry person to calm down. | | 196 | 9.70% |
| I'm confident I can get a quiet person to open up. | | 223 | 11.04% |
| I'm confident I can get quiet or angry people to share their full and frank views. | | 159 | 7.87% |
| I'm confident I can express my full and frank views without getting upset. | | 311 | 15.4% |
| I'm confident I can express my full and frank views without causing the other person to get angry or shut down. | | 191 | 9.46% |
| I'm confident I can maintain control of my emotions even when the other person has become offensive or insulting. | | 341 | 16.88% |
| I'm confident I can remain in frank and honest dialogue even when the other person has become offensive or insulting. | | 208 | 10.3% |
| I'm confident I can find common ground even when the other person has become offensive or insulting. | | 263 | 13.02% |
| I'm confident I can get the person to listen to and respect my point of view even when he or she strongly disagrees with it. | | 128 | 6.34% |
| Total | | 2020 | 100% |


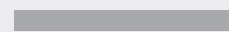





| 4. Have you ever had a political discussion hurt a relationship? | | Count | Percent |
|---|--|-------|---------|
| No | | 372 | 58.03% |
| Yes, but the relationship quickly recovered | | 177 | 27.61% |
| Yes, and it took a long time for the relationship to recover | | 43 | 6.71% |
| Yes, and the relationship has never truly recovered | | 49 | 7.64% |
| Total | | 641 | 100% |

| 5. How often have you had a political discussion hurt a relationship? | | Count | Percent |
|---|---|-------|---------|
| Never |  | 334 | 52.19% |
| Once or twice |  | 255 | 39.84% |
| Several times |  | 46 | 7.19% |
| Fairly often |  | 3 | 0.47% |
| Often |  | 2 | 0.31% |
| Total | | 640 | 100% |

| 6. When you consider the candidates running for president and the different hot issues (i.e. the economy, the war in Iraq, the war on terrorism, healthcare costs, the price of gasoline, immigration, etc.), would you say that the current political environment is more or less controversial than the recent past? | | Count | Percent |
|--|---|-------|---------|
| Much less controversial |  | 8 | 1.26% |
| A bit less controversial |  | 28 | 4.42% |
| About the same level of controversy |  | 177 | 27.96% |
| A bit more controversial |  | 206 | 32.54% |
| Much more controversial |  | 214 | 33.81% |
| Total | | 633 | 100% |

| 7. Do you try to avoid discussing politics? | | Count | Percent |
|---|---|-------|---------|
| No |  | 151 | 23.85% |
| Yes, to some extent |  | 423 | 66.82% |
| Yes, at all costs |  | 59 | 9.32% |
| Total | | 633 | 100% |

| 8. Do you avoid discussing politics now more than in the past? | | Count | Percent |
|--|---|-------|---------|
| No |  | 376 | 59.4% |
| Yes, I avoid political discussions a bit more than in the past |  | 158 | 24.96% |
| Yes, I avoid political discussions a lot more than in the past |  | 77 | 12.16% |
| Yes, I avoid political discussions at all costs |  | 22 | 3.48% |
| Total | | 633 | 100% |

| 9. I find myself discussing politics most often with my: | | Count | Percent |
|--|---|-------|---------|
| Coworkers |  | 54 | 8.57% |
| Family members |  | 330 | 52.38% |
| Friends |  | 176 | 27.94% |
| Neighbors |  | 7 | 1.11% |
| People at church |  | 9 | 1.43% |
| People in my community |  | 12 | 1.9% |
| I avoid discussing politics with anyone |  | 42 | 6.67% |
| Total | | 630 | 100% |