QUESTIONAIRE

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This document contains the survey questions used when generating the data for the article:

Pedersen, Rasmus T: "Politicians Appear More Competent When Using Numerical Rhetoric" *Journal of Experimental Political Science.*

QUESTIONS IN ENGLISH (TRANSLATION)

Voting:

"If there was a parliamentary election tomorrow, which party would you vote for? (Social Democrats; Social Liberals; Conservatives; Socialist People's Party; Liberal Alliance; Christian Democrats; Danish People's Party; Liberals; Leftwing Alliance; Other party/ Independent candidate; Would not vote; Would cast blank ballot; Don't know)"

Left-right position:

"In politics, one often talks about left and right. Where would you place yourself on this scale? (0:left; 1; 2; 3; 4; 5; 6; 7; 8; 9; 10:Right; Don't know)"

Interest in politics:

"How interested in politics would you consider yourself? (0: Not interested at all: 1; 2; 3; 4; 5; 6; 7; 8; 9; 10:Very interested; Don't know)"

Experimental conditions:

"We will now ask you to read a discussion between two politicians talking about genetically modified foods. We will later ask you a series of questions about the discussion."

Condition 1: No numbers	Condition 2: Pro (A) using numbers	Condition 3: Con (B) using numbers	Condition 4: Both using numbers
Politician A says: "GM foods have several health benefits. Genetically modified rice that contains vitamin A, can, for example, help the many children in developing countries who, according to WHO, suffer from vitamin A deficiency. Among the countries cultivating GM foods, most are actually developing countries. In addition, new research shows that GM foods reduce the use of pesticides markedly. It is therefore encouraging that a great many farmers worldwide grow GM foods."	*Politician A says: "GM foods have several health benefits. Genetically modified rice that contains vitamin A, can, for example, help the 250 million children in developing countries who, according to WHO, suffer from vitamin A deficiency. Among the 28 countries cultivating GM foods, 20 are actually developing countries. In addition, new research shows that GM foods reduce the use of pesticides by 50%. It is therefore encouraging that more than 17.3 million farmers worldwide grow GM foods."*	*Politician A says: "GM foods have several health benefits. Genetically modified rice that contains vitamin A, can, for example, help the many children in developing countries who, according to WHO, suffer from vitamin A deficiency. Among the countries cultivating GM foods, most are actually developing countries. In addition, new research shows that GM foods reduces the use of pesticides markedly. It is therefore encouraging that a great many farmers worldwide grow GM foods."*	*Politician A says: "GM foods have several health benefits. Genetically modified rice that contains vitamin A, can, for example, help the 250 million children in developing countries who, according to WHO, suffer from vitamin A deficiency. Among the 28 countries cultivating GM foods, 20 are actually developing countries. In addition, new research shows that GM foods reduces the use of pesticides by 50%. It is therefore encouraging that more than 17.3 million farmers worldwide grow GM foods."*
Politician B says: "Genetically modified foods are very problematic. It is therefore unfortunate that the European Union has approved the cultivation and sale of many different genetically modified organisms. Some studies show that the cultivation of genetically modified foods actually results in the use of slightly more pesticide. At the same time, for example, farmers who grow soybeans pay a lot more for GM soybean seeds, so we should be happy that the vast majority of the world's countries do not grow GM crops. "	*Politician B says: "Genetically modified foods are very problematic. It is therefore unfortunate that the European Union has approved the cultivation and sale of many different genetically modified organisms. Some studies show that the cultivation of genetically modified foods actually results in the use of slightly more pesticide. At the same time, for example, farmers who grow soybeans pay a lot more for GM soybean seeds, so we should be happy that the vast majority of the world's countries do not grow GM crops. "*	*Politician B says: "Genetically modified foods are very problematic. It is therefore unfortunate that the European Union has approved the cultivation and sale of 49 different genetically modified organisms. Some studies show that the cultivation of genetically modified foods actually results in the use of 7% more pesticide. At the same time, for example, farmers who grow soybeans pay 42% more for GM soybean seeds, so we should be happy that 165 of the world's 193 countries do not grow GM crops. "*	*Politician B says: "Genetically modified foods are very problematic. It is therefore unfortunate that the European Union has approved the cultivation and sale of 49 different genetically modified organisms. Some studies show that the cultivation of genetically modified foods actually results in the use of 7% more pesticide. At the same time, for example, farmers who grow soybeans pay 42% more for GM soybean seeds, so we should be happy that 165 of the world's 193 countries do not grow GM crops. "*

[Note: The stimuli are underlined here for presentational purposes and were not underlined in the survey. The order of the two politicians was also randomized]

Evaluation of politicians

[Respondents assessed the two politicians on the following eight traits: *intelligent; competent; credible; knowledgeable; likeable; conscientious; friendly; caring.* The discussion between the two politicians remained on screen while these questions were answered]

"In the next questions, we will ask you about how well or poorly different words describe the two politicians. Try, as much as possible, to disregard your own personal attitudes towards genetically modified foods when you answer these questions. Later, we will ask you about your personal attitudes towards genetically modified foods.
How well or poorly do you think that the word "[…]" describes the two politicians?

- *How well does the word "[…]" describe politician A?*
  (Very poorly; Poorly; Neither well nor poorly; Well; Very well; Don't know)
- *How well does the word "[…]" describe politician B?*
  (Very poorly; Poorly; Neither well nor poorly; Well; Very well; Don't know)"

Choice of candidate:

"Imagine that the two politicians were candidates for a parliamentary election. Which one of the two politicians would you rather vote for? (Definitely politician A; Probably politician A; Probably politician B; Definitely politician B; Don't know)"

Opinion on GM food:

"Are you opposed to or in favor of genetically modified foods? (Very strongly opposed; Strongly opposed; opposed; Neither opposed nor in favor; In favor, Strongly in favor; Very strongly in favor; Don't know)"

Recall of general use of numbers:

"Do you remember whether the politicians used numbers in their discussion? Please select the option that best describes the discussion. (Only politician A used numbers; Only politician B used numbers; Both politician A and politician B used numbers; Neither politician A nor politician B used numbers; Don't know)"

Recall of specific number:

Condition 1	Condition 2-4
"Politician A mentioned that the cultivation of genetically modified foods would have consequences for the use of pesticides. Can you remember what it was? (It would increase significantly: It would increase somewhat, it would increase a bit, it would decrease a bit, it would decrease somewhat, it would increase significantly: Don't know) "	*"Politician A [/B] mentioned a specific number for what the cultivation of genetically modified foods would mean for the use of pesticides. Do you remember what it was? (It would increase 50%; It would decrease 50%; It would increase 7%; It would decrease 7%; It would increase 20%; It would decrease 20%; Don't know) "*

Text at completion of survey:

"Thank you for your answers. For good measure, please note that the numbers and arguments used in the discussion between the two fictional politicians are taken from different opponents and followers of genetically engineered foods. These numbers and arguments are therefore not necessarily correct."

---End of Survey---

QUESTIONS IN DANISH (ORIGINAL)

[Voting]

"Hvilket parti ville du stemme på, hvis der var folketingsvalg i morgen? (A: Socialdemokraterne; B: Det Radikale Venstre; C: Det Konservative Folkeparti; F: Socialistisk Folkeparti; I: Liberal Alliance; K: Kristendemokraterne; O: Dansk Folkeparti; V: Venstre; Ø: Enhedslisten; Å: Alternativet; Andet parti / Kandidat uden for partierne; Vil ikke stemme; Vil stemme blankt; Ved ikke)"

[Left-right position]

"I politik taler man ofte om venstre og højre. Hvor vil du placere dig selv på denne skala? (0:Venstre; 1; 2; 3; 4; 5; 6; 7; 8; 9; 10:Højre; Ved ikke)"

[Interest in politics]

"Hvor interesseret vil du sige, du er i politik? (0: Slet ikke interesseret; 1; 2; 3; 4; 5; 6; 7; ;8 ;9; 10: Meget interesseret; Ved ikke)"

[Experimental conditions]

"Vi vil nu bede dig om at læse en diskussion mellem to politikere som taler om genmodificerede fødevarer. Vi vil bagefter stille dig en række spørgsmål om diskussionen. "

Condition 1	Condition 2	Condition 3	Condition 4
Politiker A siger: "Der er flere sundhedsfordele ved genmodificerede fødevarer. Genmodificerede ris, der indeholder A-vitamin, kan eksempelvis hjælpe de mange børn i udviklingslandene, som ifølge WHO lider af A-vitaminmangel. Blandt de lande som dyrker genmodificerede fødevarer, er de fleste faktisk udviklingslande. Derudover viser nye undersøgelser, at genmodificerede fødevarer mindsker brugen af sprøjtemidler markant. Det er derfor positivt, at rigtigt mange landmænd verden over dyrker genmodificerede fødevarer".	*Politiker A siger: "Der er flere sundhedsfordele ved genmodificerede fødevarer. Genmodificerede ris, der indeholder A-vitamin, kan eksempelvis hjælpe de 250 millioner børn i udviklingslandene, som ifølge WHO lider af A-vitaminmangel. Blandt de 28 lande som dyrker genmodificerede fødevarer, er 20 faktisk udviklingslande. Derudover viser nye undersøgelser, at genmodificerede fødevarer mindsker brugen af sprøjtemidler med 50%. Det er derfor positivt, at over 17,3 millioner landmænd verden over dyrker genmodificerede fødevarer".*	*Politiker A siger: "Der er flere sundhedsfordele ved genmodificerede fødevarer. Genmodificerede ris, der indeholder A-vitamin, kan eksempelvis hjælpe de mange børn i udviklingslandene, som ifølge WHO lider af A-vitaminmangel. Blandt de lande som dyrker genmodificerede fødevarer, er de fleste faktisk udviklingslande. Derudover viser nye undersøgelser, at genmodificerede fødevarer mindsker brugen af sprøjtemidler markant. Det er derfor positivt, at rigtigt mange landmænd verden over dyrker genmodificerede fødevarer".*	*Politiker A siger: "Der er flere sundhedsfordele ved genmodificerede fødevarer. Genmodificerede ris, der indeholder A-vitamin, kan eksempelvis hjælpe de 250 millioner børn i udviklingslandene, som ifølge WHO lider af A-vitaminmangel. Blandt de 28 lande som dyrker genmodificerede fødevarer, er 20 faktisk udviklingslande. Derudover viser nye undersøgelser, at genmodificerede fødevarer mindsker brugen af sprøjtemidler med 50%. Det er derfor positivt, at over 17,3 millioner landmænd verden over dyrker genmodificerede fødevarer".*
Politiker B siger: "Genmodificerede fødevarer er meget problematiske. Det er derfor ærgerligt, at EU har godkendt dyrkning og salg af mange forskellige genmanipulerede organismer. Nogle studier viser, at der faktisk bruges lidt mere sprøjtemiddel ved dyrkning af genmodificerede fødevarer. Samtidig skal eksempelvis landmænd, der dyrker sojabønner betale en del mere for genmodificerede sojabønnefrø. Vi skal derfor være glade for, at langt størstedelen af alle verdens lande ikke dyrker genmanipulerede afgrøder".	*Politiker B siger: "Genmodificerede fødevarer er meget problematiske. Det er derfor ærgerligt, at EU har godkendt dyrkning og salg af mange forskellige genmanipulerede organismer. Nogle studier viser, at der faktisk bruges lidt mere sprøjtemiddel ved dyrkning af genmodificerede fødevarer. Samtidig skal eksempelvis landmænd, der dyrker sojabønner betale en del mere for genmodificerede sojabønnefrø. Vi skal derfor være glade for, at langt størstedelen af alle verdens lande ikke dyrker genmanipulerede afgrøder".*	*Politiker B siger: "Genmodificerede fødevarer er meget problematiske. Det er derfor ærgerligt, at EU har godkendt dyrkning og salg af 49 forskellige genmanipulerede organismer. Nogle studier viser, at der faktisk bruges 7% mere sprøjtemiddel ved dyrkning af genmodificerede fødevarer. Samtidig skal eksempelvis landmænd, der dyrker sojabønner betale 42% mere for genmodificerede sojabønnefrø. Vi skal derfor være glade for, at 165 af alle verdens 193 lande ikke dyrker genmanipulerede afgrøder".*	*Politiker B siger: "Genmodificerede fødevarer er meget problematiske. Det er derfor ærgerligt, at EU har godkendt dyrkning og salg af 49 forskellige genmanipulerede organismer. Nogle studier viser, at der faktisk bruges 7% mere sprøjtemiddel ved dyrkning af genmodificerede fødevarer. Samtidig skal eksempelvis landmænd, der dyrker sojabønner betale 42% mere for genmodificerede sojabønnefrø. Vi skal derfor være glade for, at 165 af alle verdens 193 lande ikke dyrker genmanipulerede afgrøder".*

[Evaluation of politicians]

"I de næste spørgsmål vil vi spørge dig om, hvor godt eller dårligt forskellige ord beskriver de to politikere. Prøv så vidt muligt at se bort fra din egen personlige holdning til genmodificerede fødevarer, når du besvarer disse spørgsmål. Vi vil senere spørge dig om din personlige holdning til genmodificerede fødevarer.

Hvor godt eller dårligt synes du, at ordet [intelligent/kompetent/troværdig/ved meget/sympatisk/samvittighedsfuld; venlig/omsorgsfuld] beskriver de to politikere?

- *Hvor godt beskriver ordet […] politiker A? (Meget dårligt; Dårligt; Hverken godt eller dårligt;Godt; Meget godt; Ved ikke)*
- *Hvor godt beskriver ordet […] politiker B? (Meget dårligt; Dårligt; Hverken godt eller dårligt;Godt; Meget godt; Ved ikke)"*

[Choice of candidate]

"Forestil dig, at de to politikere stillede op for et parti til et folketingsvalg. Hvilken af de to politikere ville du helst stemme på? (Helt sikkert politiker A; Formentlig politiker A; Formentlig politiker B; Helt sikkert politiker B; Ved ikke)"

[Opinion on GM food]

"Er du selv modstander eller tilhænger af genmodificerede fødevarer? Meget stærk modstander; Stærk modstander; Modstander; Hverken modstander eller tilhænger; Tilhænger; Stærk tilhænger; Meget stærk tilhænger; Ved ikke)"

[Recall of general use of numbers]

"Kan du huske om politikerne brugte tal i deres diskussion? Vælg venligst det svar, der bedst beskriver diskussionen. (Kun politiker A brugte tal; Kun politiker B brugte tal; Både politiker A og B brugte tal; Hverken politiker A eller B brugte tal; Ved ikke)"

[Recall of specific number]

Condition 1	Condition 2-4
"Politiker A nævnte, at dyrkningen af genmodificerede fødevarer ville have konsekvenser for brugen af sprøjtemiddel. Kan du huske, hvad det var? (Det ville stige markant; Det ville stige en del; Det ville stige en smule; Det ville falde en smule; Det ville falde en del; Det ville falde markant; Ved ikke)"	*"Politiker [A/B] nævnte et specifik tal for, hvad dyrkningen af genmodificerede fødevarer ville betyde for brugen af sprøjtemiddel. Kan du huske, hvad det var? (Det ville stige 50%; Det ville falde 50%; Det ville stige 7%; Det ville falde 7%; Det ville stige 20%; Det ville falde 20%; Ved ikke)"*

[Text at completion of survey]

"Tak for dine svar. For en god ordens skyld gør vi opmærksom på, at de tal og argumenter som blev brugt i diskussionen mellem de to fiktive politikere er taget fra forskellige modstandere og tilhængere af genmanipulerede fødevarer. Disse tal og argumenter er derfor ikke nødvendigvis korrekte. "

---End of Survey---