

## I. WHAT THIS STUDY IS ABOUT

This study is actually two studies in one. In looking over the questionnaires, you will notice that the survey deals with two topics:

1. The Presidential Election
2. Economic Affairs

The first of these topics is, of course, the follow-up on the political study, the first portion of which you helped to carry out before the election. The second area is a continuation of studies of the public's economic behavior and attitudes which the Center has conducted in the past. This area consists of a series of questions on the general topics of inflation control and savings bonds, and is being done at the request of government agencies who need information on these topics.

Another interesting aspect of this survey is that it is a reinterview study. This means that we will not be using new respondents, but will be reinterviewing everyone who was interviewed on Project 400 before the election, and will also try for an interview at addresses where no one was located previously. Some of the respondents will be interviewed with a straight election questionnaire, while others will get a mixed election and economic questionnaire. The objectives of the questions and the specific procedures to use are discussed in some detail on the following pages of this booklet.

Needless to say, this study is doubly important, not only because it will complete the most intensive survey of the national election ever undertaken, but also because it deals with two topics highly important to the economic life and attitudes of the public.

We hope that the study will be very enjoyable for you.

## II. INTERVIEW PROCEDURES

### WHOM TO INTERVIEW

The sample for this study is very simple, and you will have no problem of selecting respondents. We want to reinterview everyone who was interviewed on Project 400, and to try for an interview at addresses where no one was located previously.

The sample is composed of two parts:

1. Reinterviews at all addresses where an interview was taken on the pre-election study.
2. New interviews at some addresses at which no interview was obtained on the pre-election study. (For handling new interviews, see section below on "If the Address was a Pre-election Non-Interview").

In order for you to obtain an interview, it will be necessary to accurately re-locate the original Dwelling Unit, and re-identify the respondent from among the occupants of the Dwelling Unit.

### RE-LOCATING THE ADDRESS

To help you re-locate the Dwelling Units and respondents, we have made out a Reinterview Face Sheet (described below) for every address at which an interview was taken on Project 400. The Reinterview Face Sheet contains the address or description of the place of interview, and enough additional information about the respondent so that you can make sure you're getting the right person.

As far as towns, cities and other listed areas are concerned, there should be no problem in re-locating your Dwelling Units. However, if there is more than one interviewer in your sample point, we do suggest that, whenever possible, you take the same addresses as you had on the pre-election study, since the job of re-locating the Dwelling Unit is very likely to be easier if you remember the place. Also, you will have maps and photos, the original Block Listing Cards, and the Reinterview Face Sheet information (address, name of previous interviewer, date and hour taken, etc.) to help you find the original address. In addition, for Open Country areas, the Open Country Reinterview Information Sheet (which you filled out during the pre-election study) will help you re-locate the various Dwelling Units in in each Segment.



## RE-LOCATING THE RESPONDENT

After locating a Dwelling Unit, it will then be necessary to re-identify the original respondent. The box in the center of the Reinterview Face Sheet gives the information on who was interviewed previously at the address ( a check ☒ in the column labeled "Respondent"). As a further aid in re-identifying the respondent, this box also gives the relationship to head, sex, age and occupation of the respondent.

Attached to the Reinterview Face Sheet for all reinterview addresses is a second page entitled Data from Reinterview Contact. This sheet is a record of what happened at each address on your revisit, and together with the Reinterview Face Sheet, should be filled out and returned with the completed interview, (or sent in with the Reinterview Face Sheet if a non-interview) -- It may appear that we have gone to extremes in including questions on whether the respondent remembers the interview, etc. The fact is, in previous reinterview studies, we have had a surprisingly large number of cases in which it has been difficult for the interviewer to be sure the same person was reinterviewed. One example is in the case of a Dwelling Unit where there are a large number of occupants, many of whom are of the same age and in the same occupational group. The questions on the Data from Reinterview Contact are designed to eliminate these problem cases.

The only person who can be interviewed at this address (assuming the same occupants as in Sept.- Oct.) is the person who was interviewed on the pre-election study. An interview with anyone else in the Dwelling Unit is of no use to us because of the design of the study. If the previous respondent has moved and you know where to locate him without too much time and expense, go to his new address and reinterview him there. If, for any reason, you cannot locate the proper respondent, do not take a substitute; in this case, the address will be classified as a non-interview. The only exception to this no-substitution rule is where the pre-election occupants of the Dwelling Unit have moved and neither they nor the original respondent can be located -- in this case you'll need to proceed as usual at a new address. That is, use one of the "extra" Face Sheets provided, list the occupants, and select a respondent, etc. (In this case you'll want to leave out the introductory sentence which begins the questionnaire).

Note on non-interviews; in cases where the reinterview contact is a non-interview, be sure to fill out the non-interview form (Question "b" in the Data from Reinterview Contact), and write up a full statement of refusal or "other" reason for non-interview in the space provided at the bottom of the page before returning it to us. This is important, for it will give us a complete picture of the total sample.

The question of which form of the questionnaire to use at an address will be taken up in a special section below.



#### IF THE ADDRESS WAS A PRE-ELECTION NON-INTERVIEW

A small part of the sample for this study consists of non-interviews from Project 400; that is, new interviews at some addresses at which no interview was obtained on the pre-election study. This includes the not-at-homes, respondent absents, a few semi-refusals, and a few of the vacancies where it is possible someone may have moved in by the time of the post-election interview.

We thought that the best thing to do in getting interviews at these addresses was to make a copy of the pre-election Face Sheet with all the original information on it. Thus, for each of these addresses we have made out a Face Sheet for Previous Non-Interviews which is merely a copy of the pre-election Face Sheet with the name of the pre-election interviewer at the bottom. This Face Sheet for Previous Non-Interviews contains all the information from the pre-election contact at the address, including information on the address, Dwelling Unit composition (if originally filled out), original Selection Table, number of callbacks, and reason for original non-interview.

At some of these pre-election non-interview addresses you were able to contact someone in the Dwelling Unit and to select who the respondent was to be; at other addresses, no pre-election contact was made. In cases where you already have the respondent selected, he is the person you should try to interview. In those cases where no pre-election contact was made, you will need to proceed as usual at a new address: listing the occupants of the Dwelling Unit, using the Selection Table to select the respondent, etc. (See pre-election Instruction Book if you have any questions on this).

Notice that we have attached Personal Data Questions to the Face Sheet for Previous Non-Interviews. In taking an interview at pre-election non-interview addresses, be sure to ask these Personal Data Questions. This is necessary because no Personal Data Questions are included with the questionnaires for this study, and since no interview was obtained at the address previously, we have no personal data information for these people. (See section below for which questionnaire form to use at previous non-interview addresses.)

Note: in picking up some of the pre-election not-at-homes, and respondent absents, it might be a good idea to visit these addresses at a time of day other than that at which the original visits were made.



#### WHAT FORM OF THE QUESTIONNAIRE TO USE

You will notice that there are two forms of the questionnaire. Form A contains both election and financial-economic questions; Form B contains only election questions. About two-thirds of our national sample will get Form A, the remaining third, Form B. Thus, at some of your addresses we will ask only election questions, while at other addresses we will use both election and financial questions.

It is a simple matter to determine which form of the questionnaire to use at an address. Every Face Sheet will have at the top a large red "A" or "B", and it is this form of the questionnaire which you are to use at that address. This system will be used for both reinterview addresses and for pre-election non-interview addresses. Thus, before contacting an address, you will need to check the Face Sheet for that address to be sure you have the correct form of the questionnaire with you.

Note: At addresses which were pre-election non-interviews, be sure you ask the Personal Data Questions in addition to the indicated form of the questionnaire.

#### YOUR INTRODUCTION

Most of your respondents will remember the previous interview, and will know what the process is, and this will simplify the job of introducing yourself and the new study. It is probably safe to say that most respondents enjoyed the last interview at least to the extent of not putting up much resistance to being interviewed again. Furthermore, once a respondent gets into an interview, he is very likely to enjoy talking about the economic questions and about how the election turned out. The problem, of course, is to get the respondent feeling that way just at the moment when he is deciding whether or not to be reinterviewed.

Although a surprisingly large number of respondents will give you an interview without a word of wonder that you're back, some people may be asking certain questions for which you should have an answer ready. Two factors which might make this introduction slightly different than on other surveys are: we are reinterviewing, and we are using two forms of the questionnaire. On the second point, before you go to an address you should have well in mind which form of the questionnaire you will be using so that you can anticipate some of the questions which a respondent is likely to ask. Since all respondents will be getting some election questions, you might want to start out by saying something like the following:



"I'm \_\_\_\_\_ from the Survey Research Center of the University of Michigan. You remember I (one of our interviewers) talked with you a month or so ago. We're doing a short follow-up survey to find out how people feel about the election now that it's over with. As before, the survey is completely anonymous, and I think you'll find it very interesting." Etc.

If the address is Form A, you may or may not want to add some sort of statement that part of the survey deals with the public's opinions on how they are getting along, and that this is part of our regular program of surveys which keep in touch with public opinion, etc. Or, you may want to save such a statement till you get to the financial-economic questions. Don't mention that you want to ask him how he voted, and be sure not to remind the respondent that we asked him last month how he was going to vote -- act as though we had never asked him anything about it before.

It is probably better to avoid stressing the fact that we are going back to the same respondents. However, some respondents are likely to ask why we don't go to someone else. The fact is, it's difficult to get across to many respondents the methodological reason for going back to the same respondents, and it's well to avoid an extended discussion of why we are reinterviewing since it only serves to emphasize to the respondent that we are back to see him again for more of his time. If possible, stay on the level of "we're doing a followup survey" without going into detail on the reasons. If an explanation seems necessary, try to save it till the end of the interview to avoid influencing the respondent's answers. (The reasons for reinterviewing are discussed in the section on question objectives). Avoid giving the impression that he was selected for reinterview because of the nature of his previous answers. This may lead to a complicated discussion of what he said on the previous interview. If needed, though, do mention the value of the previous information collected from our respondents, and the need to talk with the same people again in order to add to that information.

You may encounter some respondents who will wonder how you were able to find them again as you did not know their names. In this case, you might want to tell the respondent a little about our sampling system, and tell him we merely used the same addresses again. It is important to stress the point that we do not take the respondent's name on any of these interviews.

#### Miscellaneous Comments on the Introduction

1. One factor which makes the introduction situation on this study slightly different is that you need to re-identify the respondent when you first contact the Dwelling Unit. This means you'll probably need to give a general introduction to the person who comes to the door, and then say something like, "the person we interviewed here before was the Head of the House (Lady of the House, etc.); is he (she) in?" If the Dwelling Unit contains several occupants, you may have to quote the occupation or age of the respondent. Approached in this way, the occupants are more likely to get a feeling for the anonymity of the survey.



## YOUR INTRODUCTION (Cont.)

2. A few respondents may ask if we're planning to come back to see them again in the future. It is highly unlikely that we'll go back to see these same people on a future survey, and if they ask, tell them this. However, don't raise the point yourself.

3. Regarding the sponsorship of the survey; as is true of the pre-election interview, the political portion of this study is being financed by a Research Grant from the Carnegie Corporation, a private philanthropic foundation which is interested in financing various types of research which is in the public interest. Under a Research Grant arrangement, the Center operates with complete freedom in planning and carrying out the study. Another fact of interest; a special committee of the Social Science Research Council is working with the Center in the planning and analysis of the results. In any case, it goes without saying that the Center, as a research agency is impartial and neutral in regard to the election; the role of the Center and its staff is that of an impartial collector of facts about where the public stands.

The financial-economic portions of the questionnaire Form A are being financed by two government agencies (see section on question objectives), but are part of the Center's regular research program in economic behavior. Because we are including election questions, it will be better not to mention the financial sponsorship of the economic questions, since this might influence the respondent's answers to the election questions. Thus, for all practical purposes, the Center can be considered the sponsor of both sections of the questionnaire.

### If the Address was a Previous Non-Interview

In this case, you will need to adapt your introduction situation to the stage at which it was left on the original contact before the election. That is, if no contact at the address was made before the election, you will need to treat the introduction as you would at any new address. In this case, your introduction might go something like this:

"I'm \_\_\_\_\_ from the Survey Research Center of the University of Michigan. We're doing a survey — talking with people here and all over the country to find out something on how they feel about the election and other important questions of the day. Like many of the surveys you read about, we get a number of people from the whole country, and more or less talk over the questions we have with them. We want to be sure, though, that we talk with the right number of men, women, young people, and so forth; so we have a special way that picks the person we're to talk with in each household, once we know something about how many people live there. Can you tell me how many adults live here?"



## YOUR INTRODUCTION (Cont.)

If, however, you or another interviewer talked with someone at the address previous to the election, you will probably want to treat the introduction situation according to how much and what you told the people at the address previous to the election. The more you told them originally, the more you will have to treat the situation like any other reinterview introduction.

## NOTE ON NON-INTERVIEWS

Because this is largely a reinterview study, and because we need a high response rate on the financial-economic section of the questionnaire, we are very anxious to interview every respondent who was interviewed originally, and to pick up what interviews we can at addresses which were pre-election non-interviews. Where the respondent has moved, try to locate him by asking neighbors, etc., and find him if possible (of course, within reasonable expenditures of time and money).

In those cases where you do get a non-interview, we will need to get some information about each non-interview. If the address was one where a previous interview was taken, fill out the non-interview and callback information on page 2 of the Face Sheet. If the address was a pre-election non-interview, fill out the post-election non-interview information on the backside of the special Face Sheet for Previous Non-Interviews.

## NOTE ON REINTERVIEWING

The fact that we will reinterview should cause you no special concern, as it is a procedure that is frequently followed by survey organizations. Some organizations, in fact, go back again and again to the same respondents in an effort to follow changes in respondent opinion over a considerable period of time. This repeated reinterview procedure is sometimes called a "Panel Study." Although the Center hasn't done this type of study, some of you may have worked on a Panel Study for other organizations. However, as far as a single reinterview is concerned, in past years we have done several reinterview studies (some of you may have worked on these), and no special problems were indicated. The most recent of these was a reinterview study in May and June in the Detroit area where we contacted 300 respondents from a former survey.



### III. FIELD NOTES

#### NUMBER OF CALLS

Because this is a reinterview survey, it is imperative that we get as many interviews as we possibly can. This means that instead of shooting for a percentage of, say, 85% or 90%, we need to shoot for an even higher percentage by making more calls than usual at borderline addresses before we're ready to call them non-interviews. In some cases, of course, this will involve more time and expense, but the reinterview design of the study demands a high response rate. We would like you to make as many calls as necessary to interview all the respondents that were interviewed before. At least two calls on NAHs (not-at-home) and RAs (respondent absent) should be made in the evening.

Notice that on the Face Sheets for this study, information from the original survey is recorded (ie., date and hour of previous interview or of visit to the address). This information is included to help you save callbacks. If a person was located at 8:00 in the evening, the chances are that he is more likely to be home regularly at this time. In cases where respondents were difficult to locate, you will want to consider the day of the week and hour at which they were previously interviewed in planning your reinterview call.

#### REVIEW OF INTERVIEWS

As soon after November 10 as possible, please take one or two interviews and send them to the office by Air Mail so that we can review them as early in the field operation as possible. After reviewing your first interviews, if there seem to be any problems with them, we will get a letter off to you immediately.

#### PREPARING INTERVIEWS FOR MAILING

We are again using a write-in type of questionnaire for this survey in an effort to complete the job as efficiently and as economically as possible. Many of the questions can be answered by a single word or a short phrase. Other questions, however, (such as when the respondent is asked for reasons) often involve longer responses. We have tried to leave space which should take care of any ordinary answers. But if you feel that the respondent is giving relevant information, take it down on the back of the page, in the margin, or on an extra sheet. Wherever you have done this, make a note so we will be sure to catch all of the information you have gotten for us.



#### PREPARING INTERVIEWS FOR MAILING (Cont.)

Any system you have found that works best for you in conserving writeup time and energy will be all right with us. We would like to emphasize, though, that the use of the write-in form does not mean that we want summaries of the respondents' answers, or that we can afford to have relevant material omitted. There will be many interviews that you can send in without having to rewrite. In a few cases, you will probably find it impossible to take a legible record during the interview, and these interviews will have to be rewritten. The general rule is to rewrite only those answers which are illegible. In any case, you will need to give each interview a brief final checking to see that it is complete. Incidentally, please be sure that the Face Sheet is firmly attached to the writeup to which it belongs. For this purpose, it would be best to use a staple, paper clip or straight pin since unattached Face Sheets are too easily misplaced when we open the mail. In order that the interviews from the field may keep up with the coding, we would like you to mail your interviews promptly. Please do not let more than three interviews pile up before mailing time.

#### PROGRESS REPORTS

As the interviewing proceeds, we will send out forms for you to report the progress of your interviewing. This will give us a picture of how all the counties and metro areas are getting along. Will you please return these forms to us promptly. In case any special difficulties come up, such as interruptions in interviewing, circumstances that may interfere with your finishing on time, etc., we must depend on you to write, phone or wire us immediately.

#### STUDY DEADLINE

On past surveys lasting into December, we have discovered that it is extremely difficult, both for interviewers and for respondents, to get interviews after the middle of December. This, of course, is mainly because of the approaching holidays. Thus, you should not plan on doing any large amount of interviewing between December 13 and December 19; that is, do not depend on being able to get many interviews during that period for you are very likely to be disappointed by your respondents. In other words, almost all of the job should be completed by December 13.

The time schedule for this study provides 4-1/2 weeks for the interviewing. That is, with the exception of those few respondents who are temporarily unavailable, the interviewing should be completed by December 13. The period from December 13-19 should be used only to pick up respondents who have been out of town or who were otherwise unavailable. We are again allowing this extra time to be sure that we will get a substantial response rate. The final day for mailing interviews to the office is December 19.



#### IV. QUESTION -BY- QUESTION OBJECTIVES

The sampling arrangements for this survey provide that a major part of our national sample (about two-thirds of the respondents) be given a questionnaire which contains the financial-economic questions together with a number of basic questions on the election (i.e., Form A). The remaining one-third of the respondents will get an election questionnaire only (Form B) which contains the same election questions as are on Form A to which have been added some additional questions to be used in the election study analysis. The questionnaire form to use at an address will be designated on the Face Sheet for that address.

##### OBJECTIVES FOR FORM B QUESTIONS

Most of the objectives of the Election Study require the information we ask for in the reinterview. That is, we want to try to explain why some people voted and others did not vote, why some voted Democratic and others voted Republican, etc. In order to carry out these kinds of objectives, we will need to relate information from the pre-election interview to the information on actual voting behavior that we get in the reinterview.

Because of the difference between intentions and actual behavior, because we expect that many people will have changed their minds since we first interviewed them, and because a number of our respondents were undecided as to how they would vote, we have to know our respondents' actual voting behavior, and not only the statements of voting intention that they gave us in the pre-election survey. This voting behavior information is particularly important in enabling us to identify and analyze the people who changed their minds, and in allowing us to see which way the undecideds finally voted. Although a pre-election interview without a post-election reinterview of the same respondent is not completely wasted, most of its value is lost unless we get the reinterview information.

In addition to finding out how our respondents voted, the reinterview has a number of other objectives. We are particularly interested in making some assessment of some of the things that went on during the campaign. Specifically, we hope to obtain some information on the following:

1. the importance of the different mass information media (newspapers, radio, TV, etc.) in the campaign.
2. the impact of the activities of the major parties on the population.
3. the influence of interpersonal communications and pressures - from family, friends, etc - on the vote.



FORM B (Cont.)

Question 1. This question is similar to question 8 of the Pre-Election Interview. We are interested in finding out whether R thinks the election outcome will or will not have much effect on what will happen in the country, whether he thinks it really makes a difference who won. In asking this question, substitute the names of the winning and losing candidates for the initials in the parentheses.

Question 1a is a probe to be asked of those Respondents who feel that it does make a difference who won. We are interested in finding out whether R thinks that things will be better or worse now that a certain candidate has won, and why he feels that way. If R feels that it won't make much difference, do not ask him why he feels that way.

In reading the responses to this question on the Pre-Election Interview, there were one or two cases in which the responses were not clear. For example, the response "yes" to question 1 does not make it clear as to whether R is saying "Yes, it will make a good deal of difference," or "Yes, it won't make much difference." Such a response should be further clarified. In responses to question 1a, statements such as "It will mean the difference between war and peace," or "there will be less government activity," are not adequate, because they do not make it clear whether R feels that this will be good or bad for the country.

Questions 2 through 6. In these questions we're interested in getting some measure of the amount of R's exposure to the different mass information media (that is, newspapers, radio, TV, etc.) We're also interested in learning which one of these media R depended on most in following the campaign; therefore, question 6 should be asked of all Rs who mention having followed the campaign at all on more than one medium. Question 6 should not be asked of someone who mentions following the campaign in only one way (e.g., someone who mentions following it only on television and not at all on anything else), or of someone who didn't follow the campaign at all on anything.

In some cases, R may find it hard to pick the one medium he used most, and will answer question 6 by mentioning two - e.g., "radio and television." In such cases, do not try to force R to choose one.

Question 7. This question is intended to separate voters from non-voters. This question is important. The purpose of the introductory statement is to prevent any feeling of embarrassment or guilt on the part of the people who didn't vote, and to make it easier for them to admit that they didn't vote. This introductory statement should not be omitted.



FORM B (Cont.)

QUESTIONS 8 THROUGH 22 ARE TO BE ASKED ONLY  
OF PEOPLE WHO SAY THAT THEY VOTED

Question 8. This question requires only the name of the presidential candidate or party voted for. Since the terms in which R answers may be significant, try to record R's exact words in response to this question. (i.e., record whether R answers by giving the candidate's name, the political party, or what)

Question 9. This question should be answered as completely and specifically as possible. Thus, if R says that he voted for a party because of its stand on issues, probe for examples of such issues; if R says it's a "better" party, probe for why R thinks it's better; if he says he voted for the "better" man, probe for why R thinks his candidate was better, etc.

Do not be satisfied with some of the standard adjectives, cliches and slogans that are used. When R gives such responses as "time for a change", "party of the working man", "more progressive", "socialistic", etc., use some probes such as "could you tell me a little more about this?", "can you give me some examples of what you mean?", etc.

Question 10. This question requires a definite statement of time, such as "since the convention", "only a day or two before the election", etc. While it is not desirable to force a reply in terms of actual dates, there must be reference to an approximate time period. General statements such as "quite a while ago", "all along", etc., are not satisfactory. We would like to be able to identify the time of R's decision in terms of more specific time periods such as "before the conventions" or "election day", or some other specific point in the campaign.

Question 11. In this question we want to identify the people who change their minds during the campaign, or who were at least undecided some-time during the campaign. (By "opposite candidate" in this question we mean the candidate opposite the one R voted for, not the candidate opposite to the one who wins the election. In those few cases where R reports that he voted for a minor party presidential candidate, ask him if he ever thought during the campaign that he might vote for "either Eisenhower or Stevenson")

Question 11a should bring out the reasons why R changed his mind and did not vote for the candidate mentioned in question 11. Reasons here may be negative, in terms of the decision not to vote for a candidate or party, or they may be stated in terms of the things R likes about the candidate or party finally selected. As in the case of question 9, responses to question 11a should be as complete and specific as possible; vague, general responses should be probed.



FORM B Question 11a (Cont.)

Note: Question 11a should be asked only of those respondents who answer "yes" to question 11, i.e., who say that they did once consider voting for the opposite candidate. (The "if yes" was left out of the questionnaire by mistake.)

Questions 12 through 15. These questions are designed to get information on whether R voted a straight ticket or split-ticket. We ask specifically about vote for Senator, Congressman and Governor, and a general question about all other state and local offices.

In questions 12 through 14, try to get down R's exact words, i.e. we want to know if he answers by giving candidate or party name. If R answers by saying he doesn't know who he voted for or doesn't remember the candidate's name, probe to see whether R remembers which party he voted for.

Question 12. Special instructions to interviewers in Alabama, Arkansas, Colorado, Georgia, Idaho, Illinois, Iowa, Kansas, Louisiana, North Carolina, Oregon, South Carolina, South Dakota, Washington D.C.; since there were no races for United States Senator in your states. Omit this question.

Special instructions to interviewers in Connecticut and Nebraska: since two Senators were elected in Connecticut and Nebraska, get how R voted for two candidates.

Question 13. Special instructions to interviewers in Connecticut, New Mexico, Texas and Washington: since in your states there was one Congressman-at-Large elected by all voters in the state, in addition to the regular Congressmen elected one to a district, you should get two statements of how R voted for Congressman.

Question 14. Special instructions to interviewers in Alabama, California, Connecticut, Georgia, Idaho, Kentucky, Louisiana, Maryland, Mississippi, New Jersey, New York, Oregon, Pennsylvania, South Carolina, Virginia; There was no race for the governorship of your states. Omit this question.

Question 15. This is a general question about state and local offices other than Senator, Congressman and Governor which are covered by previous questions. By voting a "straight ticket" we mean voting for all candidates of one party. If R is a Democrat and has voted for all Democratic candidates excepting one Republican, he has voted a split ticket according to our definition.



FORM B (Cont.)

Question 16. In this question we want to find out how many people were contacted at all by any party representative at any time during the campaign. This includes not only official party members, but volunteer party workers or anyone else whom R sees as representing one of the parties.

In Question 16a we want to know which party the person who contacted R represented. (If R was contacted by both Democratic and Republican people, check the "both D and R" box.)

In Question 16b we're interested in finding out what the nature of the contact was -- did the party representative call to get R to register, to try to convince R to vote for a party candidate, to ask for money, to get R to do some work for the party, or what? If R was contacted by both a Democrat and Republican, ask R what each one talked to him about. We anticipate that very few of our respondents will have been contacted by someone from one of the minor parties; if R does report such a contact, write in the name of the party and the nature of the contact in 16b.

Question 16c. is intended to get R's idea of the effect of the party contact on his vote decision. Because of the pressure of time, we are not asking you to probe the responses to this question; -- a simple "yes" or "no" response is adequate. However, we are interested in why R feels the party contact did or did not have any effect on his vote, so record any remarks about this that he makes.

Questions 17 through 20. In these questions we hope to get some idea of whether R's vote was influenced by people close to him -- friends, family, people where he works. For this purpose we want two bits of information -- R's perception of how these people voted, and his perception of whether these people had any effect on his vote decision.

If, in response to Questions 17, 18, 19 and 20, R says that he does not know how these people voted, do not try to force a response. "Don't know" is a perfectly acceptable response to these questions.

With regard to 17a, 18a, 19a and 20a, you need not probe these responses. A simple "yes" or "no" response is adequate, but we would also be interested in any further remarks that R offers spontaneously."

Note that question 19 should be asked only of people who are not married. Also, question 18 should be asked only of people who have jobs which involve working in a place where other people work -- it should not be asked of housewives, farmers who work their farms alone, etc.



FORM B (Cont.)

Question 21. This is a catch-all question aimed at picking up the things that happened during the campaign that seem to R to have had an effect on his vote. Here we'd like to catch the people who feel they were influenced by things like Nixon's talk, Eisenhower's meeting with Taft, particular speeches, etc.

We're interested, of course, in knowing what kind of impression these events made, i.e., whether R reacted to them positively or negatively. Responses such as "Nixon's speech", "Eisenhower's saying he'd go to Korea", etc. should be probed to determine how R felt about these things. On this question, you may need to give R a chance to think back over the campaign.

Question 22. A basic objective of this study is to investigate the citizen's involvement in political affairs, and Question 22 takes up one aspect of this objective. Here we are interested in getting some index of our respondents' political activity and involvement. All we want is a simple check list of whether R did or did not do each of the five things listed in this question.

QUESTIONS 23 THROUGH 31 ARE TO BE ASKED ONLY  
OF PEOPLE WHO SAY THEY DID NOT VOTE

Question 23. This question requires only the name of the presidential candidate or party for whom R would have voted. This answer is to be obtained even if R never votes or is ineligible to vote. We are interested in his preference nevertheless. If R has no preference, hasn't yet made up his mind, or for any other reason does not favor a particular candidate, be sure to get this down. Do not force the R to choose a candidate if he actually isn't inclined that way. -- In some cases, Question 23 may take some probing. This is an important question. If R mentions one of the minor party candidates, take this down since we're interested in these kinds of preferences too.

Question 24. This question should bring out the basic reason for R's not voting. Habit, ineligibility, inability to pay poll taxes are acceptable reasons. "Didn't register" should be explained more fully -- why didn't R register? In some cases R won't be sure why he didn't vote -- in these cases you will need to give him some time to think about it, and perhaps probe a little to determine whether R was merely apathetic or whether he had a specific reason for not voting. If he had a specific reason, be sure to get this. If you need extra space to write in the longer responses, use back of page.



FORM B (Cont.)

QUESTIONS ASKED ON FORM B ONLY

Questions 32 and 33. The objective of these questions is to get a complete cataloguing of every group to which R belongs. The card containing the list of groups from question 32 should be given (or read) to R, and the names of the groups to which he belongs recorded on the bottom of page 8. To make sure that we have all groups to which R belongs, question 33 should also be asked of everyone.

In recording the names of the organizations to which R belongs, record the exact title whenever there is one.

Although space has been left for only four groups, record all groups even when R belongs to more than four, using the back of the page if necessary.

Question 34. This question is to be asked only in those cases where we can't tell just from the name of the organization what the organization's activity is. Where the organization is well known, like the American Legion, or Rotary Club, or a union, etc., do not ask this question. However, when in doubt whether the analysis staff will be familiar with the organization, be sure to ask this question.

In those cases where you do ask this question, record the answers in the chart on the bottom of page 8.

Question 35. The respondent should be asked about his activity in each of the groups of which he is a member. Check the answers in the appropriate boxes in the chart at the bottom of page 8.

Note: We are asking these questions about groups belonged to for the following reason: Social Scientists have long been aware that the groups a person belongs to exert some influence on the way a person thinks. Any investigation of voting decision should include some information on the citizen's group membership.

Question 36. In this question, we're interested in getting the extent of the respondents' agreement or disagreement with a number of commonly heard statements and stereotyped ideas. We feel that some of the general attitudes tapped by these questions may be related to R's ideas about politics. (If R asks why we are asking such questions, you can discuss it with him after the interview.

If R tries to get you to enlarge on the remarks, tell him that they are just general remarks and he is to guess, without elaboration, whether he agrees or not. If he says that "it depends" try to get him to make a choice.



Questions 37 and 38. In these questions we are interested in finding out what R and (in cases where R is not head) what head of R's household were doing four years ago. Be sure to get the kind of work done. (We obtained the information on R's and head of household's present occupation in the Pre-Election Interview.)

Note: Obtaining an accurate statement of R's occupation is sometimes a little tricky. For some Rs, it will be relatively simple (dentist, farmer, accountant, etc.). For others it will be necessary to probe for accurate descriptions. For example, the description "salesman" is not enough; we need to know what he sells. The term "machine operator" is also incomplete; we need to know what kind of a machine he operates. When in doubt, probe for a fuller job title or for what he actually does on the job.

Question 39. This question should cause no problems. In cases where R spent part of his time in one type of school and part of his time in another type, record both.

Question 40. Since the veteran vote is of special interest in this election because of Eisenhower's candidacy, we want to find out whether R or the head of R's household is a veteran. If R answers "yes" to question 40, question 40a is asked to determine whether it is R or head of R's household who is a veteran, and 40b is asked to determine when their period of service took place.



### OBJECTIVES FOR FORM A QUESTIONS

Questions 1 - 31e, inclusive, have already been discussed under the question objectives for Form B. Thus, the following remarks apply to the financial-economic questions, beginning with Form A Question 32.

Those of you who have worked on the June 1952 financial survey, or on our other two interim surveys in June and November, 1951, will recognize the second part of the Form A questionnaire as a continuation of our series of periodic measurements of attitudes toward economic affairs. We repeat many questions precisely as they occurred in previous studies, because this is the best way we have of measuring what changes in attitudes have taken place. (This part of the study is being done under contract to the Office of Price Stabilization and the U. S. Treasury Department).

We are again interested to find out how consumers view their financial situation, how they feel about making major expenditures on household goods, and what expectations they have with regard to business conditions and prices. Since the problem of whether we have now reached a point where prices will remain fairly stable is of particular importance to consumers as well as government officials, we have included a number of questions which will give us information about how consumers now view the price situation. As in previous surveys, we also have some questions about saving. These should tell us whether there have been any changes in the way people feel about saving and in their attitude toward various types of investments, particularly U. S. Government Bonds.

When you are through with the election questions, it will be well to indicate to the respondent that you have completed that part of the interview, and are now turning to an entirely different topic. You may use the phrase which is printed on the interview as a transition, or something similar which suits you.

Note: Before you ask the first of these financial-economic questions, or immediately after them, it may be well to point out to the respondent that when you ask questions about his (her) family's financial situation (income, bond purchases, etc.), you are interested in all persons listed on the face sheet. For example, suppose the family includes the head, the head's wife, and their 25 year old son with his wife who have their own income, but live with the parents. If you are interviewing the wife of the head, you might then say something like this -- "Now when I speak of you and your family, you people, or you folks, I mean you, your husband, your son, and your son's wife." On the other hand, when you ask the respondent for an opinion, say, on recent price trends or business trends, you should expect him to speak only for himself.

The following part of the survey may be divided into three sections. The first section (questions 32-42) attempts to explore people's views of their own economic situation and that of the country as a whole.



FORM A (Continued)

Questions 32-34. These questions ask the respondent to compare his family's present financial status with its situation at the beginning of the year, and question 34 deals with the family's expected financial situation in the next year. These are questions we often use, and they serve as introduction to the second part of the interview as well as to supply us with relevant information. Please note all factors which the respondent mentions as having influenced the family's financial position.

Question 35. This question should tell us what kind of economic conditions the respondent expects for the country as a whole during the next twelve months. The probe is important because we would also like to know why the respondent holds the opinion he (or she) expresses. What makes or will make times bad, for example -- unemployment, rising prices, falling prices, the results of the election, or what? If the respondent feels that only an expert can give an answer to the question, please explain to him (or her) that we want only opinions, and not expert judgments. However, if the respondent really has no opinion, and apparently has never given the matter any thought, don't force him to make up an answer.

Question 36. We would like to know to what extent, and in what way, people relate economic affairs in this country to the world situation. Furthermore, we want to see if they think that it will make for good or bad times at home.

Question 37. Please note that in this study we do not adhere to the Survey of Consumer Finances definition of durable goods. This question does not cover automobiles; but in addition to furniture and electrical appliances, we ask about rugs and house furnishings (curtains, drapes, etc.). If the family has bought more than one item, please list each item separately.

Question 38. We do not want a personal frame of reference. We want to know whether, in the opinion of the respondent, it is a good or bad time to buy for people in general. Such personal statements as "bad time for us" or "we don't have any money" do not answer the question.

Questions 39 and 40. are designed to give us the respondent's personal observations about price changes since the first of the year. In asking these questions, it may be well to put some emphasis on the expression "since the first of the year"; this may prevent respondents who feel hard hit by the high cost of living from talking about price changes or high prices over the past two or three years -- a subject which is irrelevant to these questions.

In questions 39a and 40a, use the respondent's last expression. If, for example, in reply to 39a, he (or she) says "food prices have stopped rising here", ask him (or her) "why do you suppose food prices have stopped rising?" Be sure you note any spontaneous references to price or wage controls, but do not mention the subject of government controls to the respondent.



FORM A (Cont.)

Questions 41 and 42 differ from 39 and 40 only in that they are concerned with expected rather than past price changes. These questions as well as questions 39 and 40 were used in the June Survey (Project 601) and require little comment

QUESTIONS 43-46 ARE CONCERNED WITH PRICE CONTROL

Question 43 is designed to show us whether people are or are not aware of price controls. In Question 43a we want to find out whether or not (since January, 1951, when it was imposed) people feel that price control has helped to keep prices down. An answer such as "prices have gone up" is unsatisfactory, since it doesn't tell us whether R feels that Price Control did some good (without it prices might have gone higher) or no good at all. Further, we want to know why the respondent feels as he does. If he says "price control did very little good", does he say so because there were too many loopholes in the law, or because he feels that it was inequitable, or because he thinks the law of supply and demand works better without price control, or what...? In other words, we would like to get R's over-all judgement as well as his reasons for making that judgement.

In Question 44 we want to find out if people think that price controls are necessary these days, and what kinds of control (if any) they think are necessary. In other words, it is not sufficient for us to know whether they think controls are needed or not. We also must know whether all items or only some items should be controlled. Answers to the probes should tell us why the R prefers complete or partial controls (or no controls at all).

Question 45 If R'S reply to Q. 44 is "some things should be under control", we would like to know what kind of goods should be under controls. Question 45 is designed to give us that information. If possible, please record every item the respondent mentions, including rent. We are interested to know whether only a few specific items are mentioned or broad categories of goods like "food" or "things made of metals". We are asking Questions 45b and 45d to find out whether people feel that price controls may or should now be abolished permanently or whether they foresee a possibility of price increases in the future which might require reinstatement of price controls after temporary suspension. Check one of the two boxes if possible; if the answer does not fit either box, you will have to make a short note of it. Questions 45c and 45e should give us some idea of the conditions under which people would favor a reinstatement of controls -- in case of war, whenever prices rise, or what?



FORM A (Cont.)

Question 46 should tell us if people think that price controls are needed on items they themselves don't buy - that is, on goods the government and business buy. We want to know if people see any connection between the prices of consumer goods, and the prices of non-consumer goods.

Questions 47 and 48 The main purpose of Questions 47 and 48 is to discover whether people give some thought to the economic outlook for the more distant future; and from those who do, we want to know what they expect with regard to prices and business conditions.

The probe "What makes you think that?" (Q.47a and 48a) is of great importance. Particularly, be sure to note any mention of Korea, the cold war, or the defense effort; and if these are mentioned, probe until you find out just how the respondent expects these factors to influence prices and business conditions five years from now. Undoubtedly, some people never look more than a year ahead. Therefore, respondents who insist they don't know should not be urged to express a definite opinion on questions 47 and 48.

THE LAST SECTION OF THE INTERVIEW DEALS WITH SAVING  
AND U.S. GOVERNMENT SAVINGS BONDS

Question 49. Here, we want to find out whether the respondent himself (or herself) feels that the family of which he (or she) is a member has saved. Please do not suggest to the respondent any particular definition of savings because we are interested in whether R feels the family has saved according to their own definition. In Q. 49a and b we want you to note the answers completely; for example, "in the bank", "through life insurance", "through repaying debt", "government bonds", etc.

Question 50. In this question we want to get details of R's (and other family members') bond buying since the beginning of 1952. This question is asked of everyone, except that if R already mentioned "Bonds" in answer to Q. 49a, you can proceed to Q. 50a, without asking Q. 50. But it is possible that in answer to Q. 49a a person does not mention Bonds (but only his main savings) but nevertheless bought Bonds. You should get the amount R has put into bonds so far in 1952, even though he may have already sold the bonds he has been buying this year. (We get any sales of bonds in Q. 56.)

Questions 51 and 52 Answers to these questions should help us decide what kinds of appeals would be most appropriate to induce people to buy Bonds. Of course, we have to avoid suggesting to the respondents that buying Bonds is a patriotic duty, or that buyers of Bonds are not protected against inflation.



FORM A (continued)

Question 53. Here, we want to find out what people think of various forms of investments. An answer like "I haven't got any money, I can't buy either" is not acceptable. Find out what R thinks people like him should do if and when they have some money.

Question 54. In this question, the respondent has a choice between savings bonds and a saving account. He has to choose between the two; he shouldn't choose corporate stocks, or other types of investment. Note that an answer like "I don't know" is perfectly alright. So is an answer like "It depends", as long as you find out what it depends on.

In Question 54b, we want to find out if R knows there is any difference in the interest that is paid on bonds and savings accounts. Usually savings accounts in regular banks now pay about 1.0-1.5% interest; savings banks pay around 2%; and Savings Bonds pay 2.9-3.0%.

Question 55. The government has made two important changes in Savings Bonds during the past year. One was the issuing of a new series of H Bonds this summer (which pay interest semi-annually). The other was an increase in interest rates, with the result that the over-all interest rate is now 3% (in place of the former 2.9%), and that people who cash their Bonds after 1-5 years receive considerably more interest than they formerly did.

By asking Questions 55, 55a, and 55b, we want to find out how much people know about these recent changes. Questions 55c and 55d should tell us whether people who know about these changes approve of them; we also hope to get some indication of whether people think these changes were sufficiently extensive to be of some importance. It is essential, therefore, that you write down replies to the probes in full. If people answer "no" to question 55, or do not mention the interest rate, we ask a more direct question. Please take down the answers to question 55e in full. "Yes" is not a sufficient answer to 55e, since it does not tell us how much R really knows.

Some people may mention the extension feature of Bonds as being new (that is, the feature which provides that people can hold and continue to receive interest on bonds after their 10 years is up). Actually, however, this extension feature is not new since it was introduced about a year and a half ago. Although the question refers only to changes made this year, please not such answers.



FORM A (Cont.)

Question 56. requires no particular comment.

Question 57. In this question we want to find out whether the respondent knows something about the automatic Bond extension arrangement (i.e., the fact that Bonds which are not cashed in after 10 years automatically will continue to earn interest; for example a \$75 Bond is worth \$100 after 10 years and if not cashed in, will be worth \$134 after 20 years).

If the fact that Bonds continue to pay interest is not mentioned in reply to Q. 57, Q. 57a should be asked. Record the answers to 57 and 57a in sufficient detail so that we can tell whether the respondent is correctly informed about the arrangement, and what the R's answer means. A mere "yes" answer is not satisfactory in reply to 57, since it does not tell us whether R knows that these Bonds will go on earning interest. Nor is a "no" answer satisfactory in reply to 57a, for it would not enable us to distinguish between those who mean "no, I don't know", and those who mean "no, the government doesn't continue to pay interest".

Questions 58-58e compare two types of Bonds: (a) the regular type E Bonds where all the accrued interest is paid after ten years when the Bonds mature and (b) the type where the owner receives an interest payment every six months (the new type H Bonds). Over a period of ten years the total amount of interest paid by the two methods is exactly the same.

We want to know whether people have heard of the second type and, if they have heard, which type they prefer, and why. At present the second type is being sold only in denominations of \$500 or more. In case this comes up, we want to know which of the two types people would rather buy if both were being sold in small as well as large denominations.

Question 59 Regarding Question 59, we want to distinguish between people who definitely plan to buy and those whose plans are more or less vague, or who merely have hopes of buying. We are looking for such answers as "Yes we'll buy -- my husband is on payroll deduction", or "I guess we may buy some", or "I hope we have enough money to buy Bonds", rather than mere "yes" or "no" statements.

In question 59a we want to find out from those who express some intention or hope of buying Bonds next year and who have heard of both types of bonds, which kind they would buy.



FORM A (Cont.)

In Question 60 be sure to emphasize ~~the~~ expressions "these days" and "special".

If, in spite of your emphasis on these two expressions, R says "it's always important to save" or "it's a good thing to save while you are young", this is a satisfactory answer. It indicates in fact that R has no reasons for saving which are "special" "these days", such as fear of unemployment, a general feeling of uncertainty regarding the country's or his own economic future, etc. The probe - "Why is that?" is of particular importance, since we are interested primarily to find out what kind of reasons R mentions.

Questions 61 and 62 are self-explanatory. We want to know the combined Bond holdings and income of the entire family including all people listed on the face sheet and children under 21 years of age. It may be well to remind the respondent of this fact, when you ask questions 61 and 62.