

WAVE 1  
FORM A

Winter, 1979  
Project 24  
Pilot Study for  
1980 Election Study



SURVEY RESEARCH CENTER  
INSTITUTE FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN  
ANN ARBOR, MICHIGAN 48106

DO NOT WRITE IN ABOVE SPACE

1. Interviewer's Label

2. Primary Area: \_\_\_\_\_

3. Your interview no.: \_\_\_\_\_

4. Date of Interview: \_\_\_\_\_

5. Length of Interview: \_\_\_\_\_  
MINUTES

6. Segment No. \_\_\_\_\_ 7. Line No: \_\_\_\_\_

8. Address (or description) \_\_\_\_\_

9. Sample Location \_\_\_\_\_ 10. State \_\_\_\_\_  
(ZIP)

11. Call Record.

Call Number	1	2	3	4	5	6	7	8
Date								
Day of Week								
Time of Day								
Result								
Interviewer's Initials								

NOTES:

(495535)

12. List all Household members by relationship to Head.

	(a) Household Members by Relationship to Head	(b) Sex	(c) Age	(d) Citizen? Yes/No	(e) Eligible Persons "✓"	(f) Enter "R" for Respondent
Persons 18 Years Old or Older						
Persons 17 Years Old or Younger						

**FOR OFFICE USE ONLY**

# Persons

Household Composition

# Eligible Adults (✓)

Children:

5  
☐

6-9  
☐

10-13  
☐

14-17  
☐

Step 1: Complete columns (a) - (c).

Step 2: Ask, "Are all of these persons U.S. citizens?" Write "yes" for those who are U.S. citizens and "no" for those who are not in column (d).

Step 3: Enter a check mark (✓) in column (e) for each person eligible for selection. Eligible persons are U.S. citizens who are 18 years of age or older.

Step 4: Indicate the person you select to be interviewed by entering "R" in column (f).

#### NONINTERVIEW CATEGORIES

- ☐ 1. Refusal (explain below).
- ☐ 2. NER (no eligible respondent): No one in the household over 18 years of age or no U.S. citizens in household.
- ☐ 3. NI-0 (noninterview for other reasons): explain below.

## RECONTACT SHEET FOR WAVE 1 -- FORM A

1. INTERVIEWER'S LABEL

2. Primary Area: \_\_\_\_\_
3. Your Interview No.: \_\_\_\_\_
4. Segment \_\_\_\_\_ Line \_\_\_\_\_
5. Date of Wave 1 Interview \_\_\_\_\_

Thank you for this interview. We value people like you who are willing to contribute their thoughts to our research. Our office may wish to get in touch with you by phone or mail to verify this interview. Also, in the next few weeks we may want to contact you again to arrange for one more meeting to talk just as we did, about a number of different topics. For these reasons, I would like to have your address and telephone number.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_ / \_\_\_\_\_

IF R REFUSES ANY OF THIS INFORMATION, PLEASE EXPLAIN ON BACK OF THIS FORM.

Which days of the week and times of the day are generally good if we wish to reach you at home?

GOOD DAYS OF THE WEEK

GOOD TIMES OF THE DAY

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USE BACK OF FORM FOR OTHER INFORMATION WHICH MIGHT BE HELPFUL WHEN YOU ATTEMPT TO RECONTACT THE RESPONDENT.

(495535)





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DO NOT WRITE IN ABOVE SPACE

1. Interviewer's Label

2. Primary Area: \_\_\_\_\_

3. Segment \_\_\_\_\_ Line \_\_\_\_\_

4. Your Interview No: \_\_\_\_\_

5. Date of Interview: \_\_\_\_\_

6. Length of Interview: \_\_\_\_\_  
(MINUTES)

7. State in which Interview was  
Taken: \_\_\_\_\_

WAVE I — FORM A

THE FOLLOWING STATEMENT MUST BE READ TO ALL RESPONDENTS:

This interview is completely voluntary -- if we should come to any question which you don't want to answer, just let me know and we'll go on to the next question.



## SECTION A

- A1. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs most of the time, some of the time, only now and then, or hardly at all?

1. MOST OF THE TIME	2. SOME OF THE TIME	3. ONLY NOW AND THEN	4. HARDLY AT ALL	5. DON'T KNOW
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- A2. How often do you watch the early evening national news on TV - every evening, 3 or 4 times a week, once or twice a week, or less often?

1. EVERY EVENING	2. 3 OR 4 TIMES A WEEK	3. ONCE OR TWICE A WEEK	4. LESS OFTEN
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- A3. And how about the late evening news on TV - do you watch it every night, 3 or 4 times a week, once or twice a week, or less often?

1. EVERY NIGHT	2. 3 OR 4 TIMES A WEEK	3. ONCE OR TWICE A WEEK	4. LESS OFTEN
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- A4. When you watch the news on TV, do you pay a great deal of attention to national news and what the government does, do you pay some attention, or don't you pay much attention to national news?

1. PAY A GREAT DEAL OF ATTENTION	3. PAY SOME ATTENTION	5. DON'T PAY MUCH ATTENTION
--	--------------------------	-----------------------------------

- A5. Thinking about when you watch the news on TV, are you usually doing other things while the news is on, or do you stop doing other things to watch the news?

1. DOING OTHER THINGS	2. STOP DOING OTHER THINGS
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A6. Do you read a daily newspaper regularly?

1. YES



2. NO

→ TURN TO P. 3 , SECTION B

A6a. Which paper or papers do you read? (GET FULL TITLE AND CITY WHERE PUBLISHED)

TITLE

CITY WHERE PUBLISHED

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A6b. In general, when you read the newspapers, do you pay a great deal of attention to national news and what the government does, do you pay some attention, or don't you pay much attention to national news?

1. PAY A GREAT  
DEAL OF  
ATTENTION

3. PAY SOME  
ATTENTION

5. DON'T PAY  
MUCH  
ATTENTION



## SECTION B

B1. Who do you think are some of the people who might be running for President next year?

8. DON'T KNOW  
Turn to P.5, B5

(Any Others?)

B2. Have you read or heard anything lately about (them/him)?

1. YES

5. NO

→ TURN TO P. 4 , B3

B2a. What was it (you read or heard)?

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B2b. (R.B., P. 1 ) Where did you learn about that? (MARK ALL MENTIONS)

A. TV

B. RADIO

C. NEWSPAPERS

D. OTHER PEOPLE

E. MAGAZINES

F. OTHER

B2c. Did you hear or read anything else about who might be running for President next year?

1. YES

5. NO

→ TURN TO P. 4 ,  
B3

B2d. What was it (you read or heard)?

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B2e. (R.B., P. 1) where did you learn about that? (MARK ALL MENTIONS)

A. TV

B. RADIO

C. NEWSPAPERS

D. OTHER PEOPLE

E. MAGAZINES

F. OTHER

B3. Have you talked with anyone lately about people who might be running for President next year?

1. YES

5. NO

→ GO TO B4

B3a. (R.B., P. 2 ) Who have you talked with? (MARK ALL MENTIONS)  
Anyone else?

A. SPOUSE

OTHER  
B. FAMILY  
MEMBERS

FRIENDS  
C. OR  
NEIGHBORS

D. PEOPLE  
AT WORK

E. OTHERS

B3b. Do you think the people you talked with feel the same way you do about (these/this) candidate(s) or do some of them feel differently about (them/him)?

1. FEEL SAME

5. FEEL DIFFERENTLY

8. DON'T KNOW

B4. Would you say you personally care much about who will be running for President next year, or don't you care much about that?

1. YES, CARE

5. NO, DON'T CARE

B4a. Why do you say so? \_\_\_\_\_

\_\_\_\_\_

THERMOMETER SERIES

B5. (R.B., P. 3 ) Now I'd like to get your feelings toward some of our political leaders and other people who are in the news these days. I will use something we call the feeling thermometer, and here is how it works:

I'll read the name of a person and I'd like you to rate that person using the feeling thermometer. You may use any number from 0 to 100 for rating. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person.

If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

If you do recognize the name, but you don't feel particularly warm or cold toward the person, you would rate the person at the 50 degree mark.

Our first person is Jimmy Carter. How would you rate him using the thermometer?

(IF R SAYS "DON'T KNOW" PROBE: Do you mean you don't know who the person is, or do you have something else in mind?)

			997. R DOESN'T RECOGNIZE NAME	998. R DOESN'T KNOW WHERE TO RATE: CAN'T JUDGE
	RATING			
a. JIMMY CARTER	_____	a		
b. Gerald Ford	_____	b		
c. Edward "Ted" Kennedy	_____	c		
d. Ronald Reagan	_____	d		
e. "Jerry" Brown, Jr.	_____	e		
f. Republicans	_____	f		
g. Democrats	_____	g		
h. Political independents	_____	h		
j. Political parties	_____	j		
k. Democratic party leaders	_____	k		
m. Republican party leaders	_____	m		

- B6. Next I'd like to ask you about the good and bad points of two of these people in politics. The first is Jimmy Carter. If there were an election today and Jimmy Carter was running for President, is there anything in particular about Mr. Carter that might make you want to vote for him.

1. YES

5. NO

8. DON'T KNOW

GO TO B7

B6a. What is that? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is there anything else? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- B7. Is there anything in particular about Mr. Carter that might make you want to vote against him?

1. YES

5. NO

8. DON'T KNOW

TURN TO P. 7 , B8

B7a. What is that? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is there anything else? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- B8. The other person is Gerald Ford. If there were an election today and Gerald Ford was running for President, is there anything in particular about Mr. Ford that might make you want to vote for him?

1. YES

5. NO

8. DON'T KNOW

GO TO B9

B8a. What is that? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is there anything else? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- B9. Is there anything in particular about Mr. Ford that might make you want to vote against him?

1. YES

5. NO

8. DON'T KNOW

TURN TO P. 8, SECTION C

B9a. What is that? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is there anything else? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SECTION C

C1. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent, or what?

1. REPUBLICAN	2. DEMOCRAT	3. INDEPENDENT	4. NO PREFERENCE	5. OTHER PARTY
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TURN TO P. 9, C1d

TURN TO P. 10, C1g

TURN TO P. 11, C1m

C1a. Would you call yourself a strong Republican or a not very strong Republican?

1. STRONG

5. NOT VERY STRONG

C1b. (RB, P. 4 ) Do any of these statements come close to what you mean when you say you are a strong Republican? (Which ones?) Any others?

- ☐ 1. EVER SINCE I CAN REMEMBER I'VE BEEN A REPUBLICAN.
- ☐ 2. MY PARENTS WERE REPUBLICANS AND I AM TOO.
- ☐ 3. I INVOLVE MYSELF IN WHAT THE REPUBLICAN PARTY IS DOING.
- ☐ 4. I AM ENTHUSIASTIC ABOUT WHAT THE REPUBLICAN PARTY STANDS FOR.
- ☐ 5. I ALMOST ALWAYS SUPPORT THE REPUBLICAN CANDIDATES.
- ☐ 6. I REALLY MEAN THAT I LIKED GERALD FORD VERY MUCH IN THE LAST PRESIDENTIAL ELECTION.
- ☐ 7. I'M A STRONG REPUBLICAN BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- ☐ 8. WITH ME IT'S MORE A MATTER OF STRONGLY DISLIKING THE DEMOCRATS THAN ANYTHING ELSE.
- ☐ 9. OTHER: SPECIFY: \_\_\_\_\_

C1c. (RB, P. 5 ) Do any of these statements come close to what you mean when you say you are not a very strong Republican? (Which ones?) Any others?

- ☐ 1. I USUALLY THINK OF MYSELF AS A REPUBLICAN BUT I DON'T AGREE COMPLETELY WITH WHAT THE PARTY STANDS FOR.
- ☐ 2. I USUALLY PREFER REPUBLICAN CANDIDATES BUT SOMETIMES I SUPPORT DEMOCRATS.
- ☐ 3. I VOTE FOR THE PERSON NOT THE PARTY.
- ☐ 4. I USUALLY SUPPORT REPUBLICANS BUT I DIDN'T MUCH LIKE GERALD FORD IN THE LAST ELECTION.
- ☐ 5. I DON'T INVOLVE MYSELF IN WHAT THE REPUBLICAN PARTY IS DOING.
- ☐ 6. I'M A REPUBLICAN BUT IT ISN'T VERY IMPORTANT TO ME.
- ☐ 7. I'M A NOT VERY STRONG REPUBLICAN BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- ☐ 8. WITH ME IT'S MORE A MATTER OF NOT LIKING THE DEMOCRATS THAN ANYTHING ELSE.
- ☐ 9. OTHER: SPECIFY: \_\_\_\_\_

TURN TO P. 12, C2

(R SAID "DEMOCRAT" IN C1)

C1d. Would you call yourself a strong Democrat or a not very strong Democrat?

1. STRONG

5. NOT VERY STRONG

C1e. (RB, P. 6 ) Do any of these statements come close to what you mean when you say you are a strong Democrat? (Which ones?) Any others?

- ☐ 1. EVER SINCE I CAN REMEMBER I'VE BEEN A DEMOCRAT.
- ☐ 2. MY PARENTS WERE DEMOCRATS AND I AM TOO.
- ☐ 3. I INVOLVE MYSELF IN WHAT THE DEMOCRATIC PARTY IS DOING.
- ☐ 4. I AM ENTHUSIASTIC ABOUT WHAT THE DEMOCRATIC PARTY STANDS FOR.
- ☐ 5. I ALMOST ALWAYS SUPPORT THE DEMOCRATIC CANDIDATES.
- ☐ 6. I REALLY MEAN THAT I LIKED JIMMY CARTER VERY MUCH IN THE LAST PRESIDENTIAL ELECTION.
- ☐ 7. I'M A STRONG DEMOCRAT BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- ☐ 8. WITH ME IT'S MORE A MATTER OF STRONGLY DISLIKING THE REPUBLICANS THAN ANYTHING ELSE.
- ☐ 9. OTHER: SPECIFY: \_\_\_\_\_

C1f. (RB, P. 7 ) Do any of these statements come close to what you mean when you say you are not a very strong Democrat? (Which ones?) Any others?

- ☐ 1. I USUALLY THINK OF MYSELF AS A DEMOCRAT BUT I DON'T AGREE COMPLETELY WITH WHAT THE PARTY STANDS FOR.
- ☐ 2. I USUALLY PREFER DEMOCRATIC CANDIDATES BUT SOMETIMES I SUPPORT REPUBLICANS.
- ☐ 3. I VOTE FOR THE PERSON NOT THE PARTY.
- ☐ 4. I USUALLY SUPPORT DEMOCRATS BUT I DIDN'T MUCH LIKE JIMMY CARTER IN THE LAST ELECTION.
- ☐ 5. I DON'T INVOLVE MYSELF IN WHAT THE DEMOCRATIC PARTY IS DOING.
- ☐ 6. I'M A DEMOCRAT BUT IT ISN'T VERY IMPORTANT TO ME.
- ☐ 7. I'M A NOT VERY STRONG DEMOCRAT BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- ☐ 8. WITH ME IT'S MORE A MATTER OF NOT LIKING THE REPUBLICANS THAN ANYTHING ELSE.
- ☐ 9. OTHER: SPECIFY: \_\_\_\_\_

(R SAID "INDEPENDENT" C. "NO PREFERENCE" IN C1)

C1g. Do you think of yourself as closer to the Republican Party or to the Democratic Party?

1. CLOSER TO  
REPUBLICAN

2. CLOSER TO  
DEMOCRATIC

3. NEITHER

GO TO C1k

C1h. (RB, P. 8 ) Do any of these statements come close to what you mean when you say you think of yourself as closer to the Republican Party? (Which ones?) Any others?

- ☐ 1. MORE OFTEN THAN NOT, I FIND MYSELF SUPPORTING WHAT THE REPUBLICAN PARTY STANDS FOR.
- ☐ 2. MOST OF THE TIME I PREFER REPUBLICAN CANDIDATES.
- ☐ 3. I PREFERRED GERALD FORD IN THE LAST PRESIDENTIAL ELECTION.
- ☐ 4. I'VE ALWAYS LIVED AROUND REPUBLICANS.
- ☐ 5. I FEEL CLOSER TO THE REPUBLICAN PARTY BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- ☐ 6. I LIKE THE DEMOCRATIC PARTY EVEN LESS THAN I LIKE THE REPUBLICAN PARTY.
- ☐ 7. OTHER: SPECIFY: \_\_\_\_\_

C1j. (RB, P. 9 ) Do any of these statements come close to what you mean when you say you think of yourself as closer to the Democratic Party? (Which ones?) Any others?

- ☐ 1. MORE OFTEN THAN NOT, I FIND MYSELF SUPPORTING WHAT THE DEMOCRATIC PARTY STANDS FOR.
- ☐ 2. MOST OF THE TIME I PREFER DEMOCRATIC CANDIDATES.
- ☐ 3. I PREFERRED JIMMY CARTER IN THE LAST PRESIDENTIAL ELECTION.
- ☐ 4. I'VE ALWAYS LIVED AROUND DEMOCRATS.
- ☐ 5. I FEEL CLOSER TO THE DEMOCRATIC PARTY BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- ☐ 6. I LIKE THE REPUBLICAN PARTY EVEN LESS THAN I LIKE THE DEMOCRATIC PARTY.
- ☐ 7. OTHER: SPECIFY: \_\_\_\_\_

C1k. (RB., P. 10) Do any of these statements come close to what you mean when you say you (are an independent/have no preference)? (Which ones?) Any others?

- ☐ 1. I SUPPORT BOTH DEMOCRATS AND REPUBLICANS.
- ☐ 2. I DECIDE ON THE PERSON NOT THE PARTY.
- ☐ 3. I DECIDE ON THE ISSUES NOT THE PARTY LABEL.
- ☐ 4. NEITHER PARTY STANDS FOR WHAT I THINK IS IMPORTANT.
- ☐ 5. I DISLIKE BOTH PARTIES.
- ☐ 6. I'M NOT MUCH INTERESTED IN POLITICS.
- ☐ 7. THE PARTIES ALMOST NEVER DELIVER ON THEIR PROMISES.
- ☐ 8. I DON'T KNOW ENOUGH TO MAKE A CHOICE.
- ☐ 9. I LIKE BOTH PARTIES ABOUT THE SAME.
- ☐ 10. I'M INDEPENDENT BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- ☐ 11. MY PARENTS WERE INDEPENDENT AND I AM TOO.
- ☐ 12. OTHER: SPECIFY: \_\_\_\_\_



(R SAID "OTHER PARTY" IN C1)

C1m. Do you think of yourself as closer to the Republican Party or to the Democratic Party?

1. CLOSER TO  
REPUBLICAN

2. CLOSER TO  
DEMOCRATIC

3. NEITHER

TURN TO P. 12, C2

C1n. (RB, P. 8) Do any of these statements come close to what you mean when you say you think of yourself as closer to the Republican Party? (Which ones?) Any others?

- ☐ 1. MORE OFTEN THAN NOT, I FIND MYSELF SUPPORTING WHAT THE REPUBLICAN PARTY STANDS FOR.
- ☐ 2. MOST OF THE TIME I PREFER REPUBLICAN CANDIDATES.
- ☐ 3. I PREFERRED GERALD FORD IN THE LAST PRESIDENTIAL ELECTION.
- ☐ 4. I'VE ALWAYS LIVED AROUND REPUBLICANS.
- ☐ 5. I FEEL CLOSER TO THE REPUBLICAN PARTY BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- ☐ 6. I LIKE THE DEMOCRATIC PARTY EVEN LESS THAN I LIKE THE REPUBLICAN PARTY.
- ☐ 7. OTHER: SPECIFY: \_\_\_\_\_

C1p. (RB, P. 9) Do any of these statements come close to what you mean when you say you think of yourself as closer to the Democratic Party? (Which ones?) Any others?

- ☐ 1. MORE OFTEN THAN NOT, I FIND MYSELF SUPPORTING WHAT THE DEMOCRATIC PARTY STANDS FOR.
- ☐ 2. MOST OF THE TIME I PREFER DEMOCRATIC CANDIDATES.
- ☐ 3. I PREFERRED JIMMY CARTER IN THE LAST PRESIDENTIAL ELECTION.
- ☐ 4. I'VE ALWAYS LIVED AROUND DEMOCRATS.
- ☐ 5. I FEEL CLOSER TO THE DEMOCRATIC PARTY BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- ☐ 6. I LIKE THE REPUBLICAN PARTY EVEN LESS THAN I LIKE THE DEMOCRATIC PARTY.
- ☐ 7. OTHER: SPECIFY: \_\_\_\_\_

TURN TO P. 12, C2

- C2. (R.B., P. 11) We are interested in your general ideas about the office of President, apart from how you feel about any particular President.

I want you to think about a good kind of President instead of a bad kind. Here is a list of words describing different personal qualities that a good President might have. I want you to pick out four of these words to describe the most important things a good President should be. (MARK FOUR)

- |   |   |
|---|---|
| <input type="checkbox"/> A. COURAGEOUS    | <input type="checkbox"/> E. INSPIRING   |
| <input type="checkbox"/> B. HONEST        | <input type="checkbox"/> F. OPEN-MINDED |
| <input type="checkbox"/> C. HUMBLE        | <input type="checkbox"/> G. SMART       |
| <input type="checkbox"/> D. KNOWLEDGEABLE | <input type="checkbox"/> H. WARM        |

- C3. (R.B., P. 12) Now here is a list of phrases describing different things a good President could do to really live up to his job as President. I want you to pick out four of these phrases to describe the most important things a good President should do. (MARK FOUR)

- ☐ A. SOLVE OUR ECONOMIC PROBLEMS
- ☐ B. COMMUNICATE OPENLY WITH THE PEOPLE
- ☐ C. PROVIDE STRONG LEADERSHIP
- ☐ D. APPOINT GOOD ADVISORS
- ☐ E. UNDERSTAND THE LITTLE PEOPLE
- ☐ F. STICK TO HIS WORD
- ☐ G. DEVELOP GOOD RELATIONS WITH OTHER COUNTRIES
- ☐ H. SET A GOOD MORAL EXAMPLE

- C4. (R.B., P. 13) Now I want you to think about a bad kind of President instead of a good kind. Here is a list of words describing different personal qualities that a bad President might have. I want you to pick out four of these words to describe the worst things a bad President could be. (MARK FOUR)

- ☐ A. TOO POLITICAL
- ☐ B. SELFISH
- ☐ C. RECKLESS
- ☐ D. POWER-HUNGRY
- ☐ E. PREJUDICED
- ☐ F. UNSTABLE
- ☐ G. WEAK
- ☐ H. IMMORAL

- C5. (R.B., P. 14) Now here is a list of phrases describing different things a bad President might do in his job as President. I want you to pick out four of these phrases to describe the worst things a bad President might do. (MARK FOUR)

- ☐ A. HIDE THINGS FROM THE PUBLIC
- ☐ B. BREAK THE LAW
- ☐ C. GET US INTO UNNECESSARY WARS
- ☐ D. BECOME ISOLATED FROM THE PEOPLE
- ☐ E. FAVOR SPECIAL INTEREST GROUPS
- ☐ F. USE THE OFFICE OF PRESIDENT FOR PERSONAL GAIN
- ☐ G. NOT STAND UP FOR THE U.S. IN FOREIGN AFFAIRS
- ☐ H. BE IMMORAL IN PERSONAL CONDUCT

## SECTION D

- D1. We are interested in how people are affected financially by inflation these days. Would you say that you (and your family) have been badly hurt by inflation, hurt somewhat, not affected very much, or helped financially by inflation?

1. BADLY HURT	2. SOMEWHAT HURT	3. NOT AFFECTED	4. HELPED	8. DON'T KNOW
---------------	------------------	-----------------	-----------	---------------

GO TO D2

- D1a. Do you feel that inflation hurts you more than the average person, the same as, or less than the average person?

1. MORE	2. SAME	3. LESS	8. DON'T KNOW
---------	---------	---------	---------------

- D1b. Do you think that over the last five years (your/your family's) income has gone up more than the cost of living, has it fallen behind, or has it stayed about even with the cost of living?

1. GONE UP MORE	5. FALLEN BEHIND	3. STAYED ABOUT EVEN	8. DON'T KNOW
-----------------	------------------	----------------------	---------------

- D2. What about the money you pay in taxes? Even if you think everybody pays too much in taxes, compared to other people do you think you pay your fair share, or do you pay more than your fair share?

1. PAY FAIR SHARE	5. PAY MORE THAN FAIR SHARE	8. DON'T KNOW
-------------------	-----------------------------	---------------

- D3. (R.B., P.15) Now I would like to get your feelings about the amount you are asked to pay for each of four different taxes. Let's start with sales taxes. Do you feel you are asked to pay much more than you should for sales taxes, somewhat more than you should, about the right amount, or less than you should?

	1. MUCH MORE	2. SOMEWHAT MORE	3. ABOUT RIGHT	4. LESS THAN SHOULD	7. DON'T PAY AT ALL
a. SALES TAXES					
b. federal income tax					
c. social security taxes					
d. property taxes					

D4. (R.B., P. 16) And for which of these taxes are you now paying more than you were a couple of years ago?

- |  |   |
|--|---|
| <input type="checkbox"/> A. SALES TAX          | <input type="checkbox"/> C. SOCIAL SECURITY TAXES |
| <input type="checkbox"/> B. FEDERAL INCOME TAX | <input type="checkbox"/> D. PROPERTY TAXES        |

D5. (R.B., P. 17 ) Do you think the tax system in this country is very fair, mostly fair, fair for some--unfair for others, mostly unfair, or very unfair?

1. VERY FAIR	2. MOSTLY FAIR	3. FAIR FOR SOME UNFAIR FOR OTHERS	4. MOSTLY UNFAIR	5. VERY UNFAIR
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D6. In the last few years do you think the tax system has gotten more fair or less fair, or has it stayed about the same?

1. MORE FAIR	2. LESS FAIR	3. ABOUT SAME	8. DON'T KNOW
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D7. Some political leaders have proposed a one-third reduction in federal income taxes. Others favor a reduction but of much less than one-third. Still others feel that federal income taxes should not be reduced so that government services can stay at about the present level. How about you? Would you favor a reduction of about one-third in federal income taxes, would you favor a reduction much smaller than one-third, or would you favor no reduction in federal income taxes?

1. ABOUT ONE-THIRD REDUCTION	3. MUCH SMALLER THAN ONE-THIRD	5. NO REDUCTION	8. DON'T KNOW
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D7a. Do you think Jimmy Carter would favor a reduction of about one-third, a much smaller reduction than one-third, or would he favor no reduction in federal income taxes?

1. ABOUT ONE-THIRD REDUCTION	3. MUCH SMALLER THAN ONE-THIRD	5. NO REDUCTION	8. DON'T KNOW
------------------------------------	--------------------------------------	--------------------	------------------

D7b. How about Gerald Ford? (Do you think Ford would favor a reduction of about one-third, a much smaller reduction than one-third, or would he favor no reduction in federal income taxes?)

1. ABOUT ONE-THIRD REDUCTION	3. MUCH SMALLER THAN ONE-THIRD	5. NO REDUCTION	8. DON'T KNOW
------------------------------------	--------------------------------------	--------------------	------------------

D8. Some people have proposed a constitutional amendment to force the federal government to balance its budget. Others say the government would have to cut out important services if it were forced to balance its budget every year. Would you favor or would you oppose a constitutional amendment which would force the government to balance its budget every year?

<div style="border: 1px solid black; padding: 5px; display: inline-block;">1. FAVOR</div> <div style="text-align: center;">↓</div>	<div style="border: 1px solid black; padding: 5px; display: inline-block;">5. OPPOSE</div> <div style="text-align: center;">↓</div>	<div style="border: 1px solid black; padding: 5px; display: inline-block;">8. DON'T KNOW</div> GO TO D9
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<div style="border: 1px solid black; padding: 10px;"> <p>D8a. Would you favor such an amendment <u>strongly</u> or <u>not very strongly</u>?</p> <div style="margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; display: inline-block; width: 100%;">1. STRONGLY</div> <div style="border: 1px solid black; padding: 5px; display: inline-block; width: 100%;">2. NOT VERY STRONGLY</div> <div style="border: 1px solid black; padding: 5px; display: inline-block; width: 100%;">8. DON'T KNOW</div> </div> </div>	<div style="border: 1px solid black; padding: 10px;"> <p>D8b. Would you oppose such an amendment <u>strongly</u> or <u>not very strongly</u>?</p> <div style="margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; display: inline-block; width: 100%;">5. STRONGLY</div> <div style="border: 1px solid black; padding: 5px; display: inline-block; width: 100%;">4. NOT VERY STRONGLY</div> <div style="border: 1px solid black; padding: 5px; display: inline-block; width: 100%;">8. DON'T KNOW</div> </div> </div>
---	--

D9. Do you think Jimmy Carter would favor or would he oppose a constitutional amendment which would force the government to balance its budget every year?

<div style="border: 1px solid black; padding: 5px; display: inline-block;">1. FAVOR</div>	<div style="border: 1px solid black; padding: 5px; display: inline-block;">5. OPPOSE</div>	<div style="border: 1px solid black; padding: 5px; display: inline-block;">8. DON'T KNOW</div>
---	--	--

D10. How about Gerald Ford? (Do you think Gerald Ford would favor or would he oppose a constitutional amendment which would force the government to balance its budget every year?)

<div style="border: 1px solid black; padding: 5px; display: inline-block;">1. FAVOR</div>	<div style="border: 1px solid black; padding: 5px; display: inline-block;">5. OPPOSE</div>	<div style="border: 1px solid black; padding: 5px; display: inline-block;">8. DON'T KNOW</div>
---	--	--

D11. From what people tell us, it's clear there's a lot of concern about inflation. We're interested in what people think has brought about rising prices. Would you tell me what kinds of things you feel have caused our current problem with inflation? (IF R IS UNSURE, PROBE FOR WHAT R THINKS; R'S BEST GUESS.)

98. DON'T KNOW

TURN TO P. 18, D12

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(IF R MENTIONS MORE THAN ONE CAUSE IN D11)

D11a. Which of the things you mentioned do you feel is the single most important cause of inflation?

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(IF R MENTIONS "GOVERNMENT SPENDING" OR "BUDGET DEFICITS" IN D11)

D11b. You mentioned (government spending/budget deficits) as something that contributes to inflation. In your opinion, how does this bring about rising prices?

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D12. (R.B., P.18) Now I'm going to read a list of things some people think have helped cause our inflation. For each thing I read, please tell me whether you feel it is an extremely important, a somewhat important, or a not very important cause of inflation. The first is, "Making it too easy for people to get credit or borrow money". Would you say this is an extremely important, a somewhat important, or a not very important cause of inflation?

	1. EXTREMELY IMPORTANT	2. SOMEWHAT IMPORTANT	3. NOT VERY IMPORTANT	4. DON'T KNOW
D12a. MAKING IT TOO EASY FOR PEOPLE TO GET CREDIT OR BORROW MONEY				
D12b. Business raising prices to increase their profits.				
D12c. The government in Washington spending more money than it takes in.				
D12d. People buying pro- ducts they really don't need.				
D12e. The government in Washington printing money with nothing to back it up.				
D12f. The cost of oil and other kinds of energy used to produce food and manufactured goods.				
D12g. The government spending money to create jobs in order to hold down unemploy- ment.				
D12h. Some people getting larger wage increases than they really de- serve.				



D13. Do you think something can be done to deal successfully with the problem of rising prices, or do you feel that we'll have to continue living with inflation because not much can be done about it?

1. SOMETHING  
CAN BE DONE

2. NOT MUCH CAN  
BE DONE

8. DON'T KNOW

GO TO D14

TURN TO P. 20 , SECTION E

D13a. What sort of thing do you think could be done (to deal successfully with the problem of rising prices)?

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D13b. Who do you think should be doing that? (PROBE: IF R MENTIONS "GOVERNMENT": Who in the government do you think should be doing that)?

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TURN TO P. 20 , SECTION E

D14. Why do you say that?

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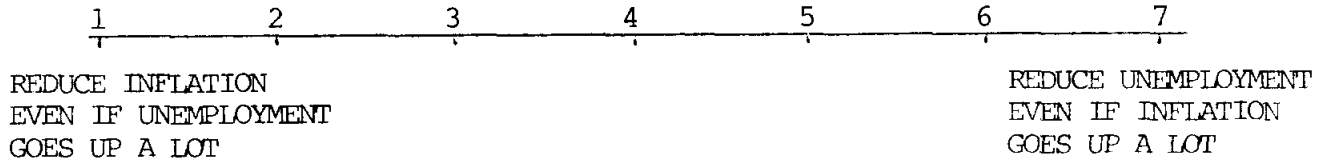


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## SECTION E

- E1. (R.B., P.19) Some people feel the federal government should take action to reduce the inflation rate, even if it means that unemployment would go up a lot. Suppose these people are at one end of the scale at point number 1. Others feel the government should take action to reduce the rate of unemployment, even if it means inflation would go up a lot. Suppose these people are at the other end, at point number 7. And, of course, some other people have opinions somewhere in between, at points 2,3,4,5, or 6.

## INFLATION AND UNEMPLOYMENT



Where would you place yourself on this scale, or haven't you thought much about this?

_____ ↓	<div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-left: 20px;">0. HAVEN'T THOUGHT MUCH</div>	
	_____ TURN TO P. 21 , E2	

E1a. Where would you place Jimmy Carter?	_____	<div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div>
E1b. Where would you place Ronald Reagan?	_____	<div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div>
E1c. Where would you place Gerald Ford?	_____	<div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div>
E1d. Where would you place Edward "Ted" Kennedy?	_____	<div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div>
E1e. Where would you place current federal government policy on this scale?	_____	<div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div>

- E1f. (100 POINT SCALE AND ISSUE CARDS) Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about? (INTERVIEWER: HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

\_\_\_\_\_ RATING FROM SCALE (ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)

- E2. (R.B., P. 20) There is much concern about the rapid rise in medical and hospital costs. Some feel the government in Washington should do much more in providing health insurance to cover medical and hospital expenses. Others feel the government should do much less than it does now, with medical expenses to be paid by individuals and through private insurance like Blue Cross. Still others think the government is now doing what is needed.

WITH REGARD TO HEALTH INSURANCE TO COVER MEDICAL AND HOSPITAL EXPENSES:

1	2	3	4	5	6	7
GOVERNMENT SHOULD DO MUCH MORE	GOVERNMENT SHOULD DO SOMEWHAT MORE	GOVERNMENT SHOULD DO A LITTLE MORE	GOVERNMENT NOW DOING WHAT IS NEEDED	GOVERNMENT SHOULD DO A LITTLE LESS	GOVERNMENT SHOULD DO SOMEWHAT LESS	GOVERNMENT SHOULD DO MUCH LESS

Where would you place yourself on this scale, or haven't you thought much about this?

---

8. DON'T KNOW

0. HAVEN'T THOUGHT MUCH

TURN TO P. 22 , E3

E2a. Where would you place Jimmy Carter?

8. DON'T KNOW

E2b. Where would you place Ronald Reagan?

8. DON'T KNOW

E2c. Where would you place Edward "Ted" Kennedy?

8. DON'T KNOW

E2d. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

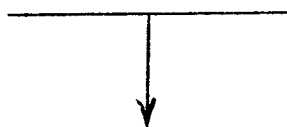
RATING FROM SCALE (ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)

- E3. (R.B., P. 21) Some people feel the government in Washington should do much more to see to it that every person has a job and a good standard of living. Others think the government should do much less, letting each person get ahead on his own. Still others feel that the government is now doing what is needed.

WITH REGARD TO A JOB AND A GOOD STANDARD OF LIVING FOR EVERY PERSON:

1	2	3	4	5	6	7
GOVERNMENT SHOULD DO MUCH MORE	GOVERNMENT SHOULD DO SOMEWHAT MORE	GOVERNMENT SHOULD DO A LITTLE MORE	GOVERNMENT NOW DOING WHAT IS NEEDED	GOVERNMENT SHOULD DO A LITTLE LESS	GOVERNMENT SHOULD DO SOMEWHAT LESS	GOVERNMENT SHOULD DO MUCH LESS

Where would you place yourself on this scale, or haven't you thought much about it?



8. DON'T KNOW

0. HAVEN'T THOUGHT MUCH

TURN TO P. 23 , E 4.

E3a. Where would you place Jimmy Carter?

8. DON'T KNOW

E3b. Where would you place Ronald Reagan?

8. DON'T KNOW

E3c. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

\_\_\_\_ PLACING FROM SCALE

(ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)

- E4. Some people think that social security benefits should be increased even though that would mean an increase in taxes. Others feel that social security benefits should be decreased so that we can pay less in taxes. Still others believe that the present level of benefits and taxes is just right. How about you? Do you think that social security benefits should be increased, decreased, or continued at the present level, or haven't you thought much about this?

1. INCREASED →

E4a. Do you think Social Security benefits should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

GO TO E5

5. DECREASED →

E4b. Do you think Social Security benefits should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

GO TO E5

3. CONTINUED AT  
PRESENT LEVEL →

E4c. If the level of Social Security benefits were to be changed, would you be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

GO TO E5

0. HAVEN'T THOUGHT

8. DON'T KNOW

→ TURN TO P. 26, E8

- E5. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

\_\_\_\_\_ RATING FROM SCALE

(ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)

E6. How about Jimmy Carter? Do you think that Jimmy Carter feels that Social Security benefits should be increased, decreased, or continued at the present level?

1. INCREASED →

E6a. Do you think Carter feels Social Security benefits should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

TURN TO P. 25, E7

5. DECREASED →

E6b. Do you think Carter feels Social Security benefits should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

TURN TO P. 25, E7

3. CONTINUED AT  
PRESENT LEVEL →

E6c. If the level of Social Security benefits were to be changed, do you think Carter would be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

TURN TO P. 25, E7

8. DON'T KNOW →

TURN TO P. 25, E7

E7. And how about Ronald Reagan? Do you think that Ronald Reagan feels that social security benefits should be increased, decreased, or continued at the present level?

1. INCREASED →

E7a. Do you think Reagan feels Social Security benefits should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

TURN TO P. 26 , E8

5. DECREASED →

E7b. Do you think Reagan feels Social Security benefits should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

TURN TO P. 26 E8

3. CONTINUED AT  
PRESENT LEVEL →

E7c. If the level of Social Security benefits were to be changed, do you think Reagan would be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

TURN TO P. 26 , E8

8. DON'T KNOW →

TURN TO P. 26, E8

- E8. Some people believe that we should spend less money for defense. Others feel that defense spending should be increased. Still others feel that defense spending should be continued at the present level. How about you? Do you think defense spending should be increased, decreased, or continued at the present level, or haven't you thought much about this?

1. INCREASED →

E8a. Do you think spending for defense should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

GO TO E9

5. DECREASED →

E8b. Do you think spending for defense should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

GO TO E9

3. CONTINUED AT  
PRESENT LEVEL →

E8c. If the level of defense spending were to be changed, would you be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

GO TO E9

0. HAVEN'T THOUGHT

8. DON'T KNOW

→ TURN TO . 29, E12

- E9. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale tell me: How important is this issue to you personally? I mean, how much do you personally care about this problem?

\_\_\_\_\_ RATING FROM SCALE

(ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)



E10. How about Jimmy Carter? Do you think that Jimmy Carter feels that defense spending should be increased, decreased, or continued at the present level?

1. INCREASED

E10a. Do you think Carter feels that spending for defense should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

TURN TO P. 28 , E11

5. DECREASED

E10b. Do you think Carter feels that spending for defense should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

TURN TO P. 28 , E11

3. CONTINUED AT  
PRESENT LEVEL

E10c. If the level of defense spending were to be changed, do you think Carter would be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

TURN TO P. 28 , E11

8. DON'T KNOW

TURN TO P. 28 , E11.

E11. And how about Ronald Reagan? Do you think Ronald Reagan feels that defense spending should be increased, decreased, or continued at the present level?

1. INCREASED →

E11a. Do you think Reagan feels that spending for defense should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

TURN TO P. 29 , E12

5. DECREASED →

E11b. Do you think Reagan feels that spending for defense should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

TURN TO P. 29 , E12

3. CONTINUED AT  
PRESENT LEVEL →

E11c. If the level of defense spending were to be changed, do you think Reagan would be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

TURN TO P. 29 , E12

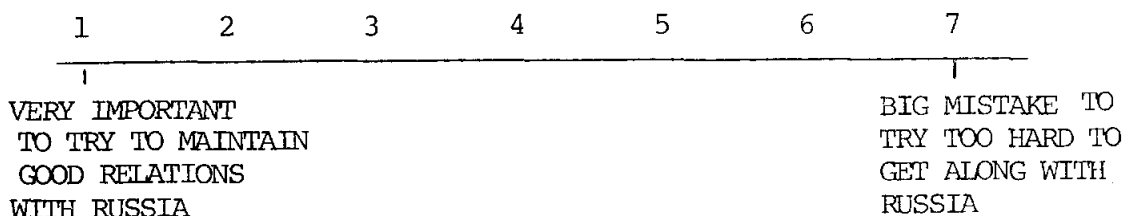
8. DON'T KNOW →

TURN TO P. 29 , E12

E12. (R.B., P. 22) Here is an example of a scale on which three persons have placed themselves. Person #1 is sure he is at point 3. Person #2 feels he is between 5 and 6. Person #3 knows he is somewhere between points 2 and 4, but isn't sure exactly where. On the next couple of questions you might wish to place yourself and others at one point, as did Person #1, or at a range of points, as did Person #2 and Person #3. Here's the first of these questions.

(R.B., P. 23) Some people feel that it is important for us to try to maintain good relations with Russia. Others feel that it is a mistake to try too hard to get along with Russia.

#### RELATIONS WITH RUSSIA



At which point or points would you place yourself on this scale, or haven't you thought much about this?

		8. DON'T KNOW	0. HAVEN'T THOUGHT MUCH
		TURN TO P. 30, E13	
E12a.	Where would you place Jimmy Carter?	_____	8. DON'T KNOW
E12b.	Where would you place Ronald Reagan?	_____	8. DON'T KNOW
E13c.	Where would you place Gerald Ford?	_____	8. DON'T KNOW
E12d.	Where would you place Edward "Ted" Kennedy?	_____	8. DON'T KNOW
E12e.	Where would you place current federal government policy on this scale?	_____	8. DON'T KNOW

E12f. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

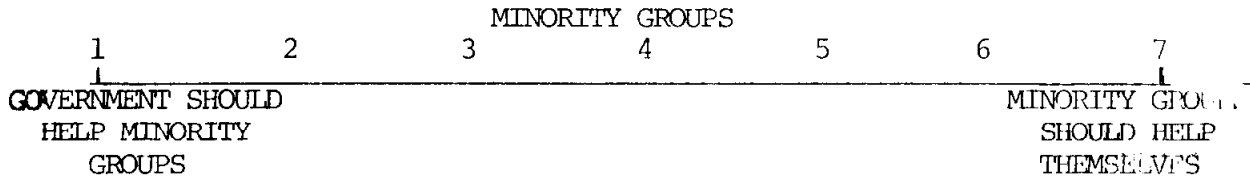
Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?


\_\_\_\_\_ RATING FROM SCALE

(ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)

- E13. (R.B., P. 24 ) Some people feel that the government in Washington should make every possible effort to improve the social and economic position of blacks and other minority groups. Others feel that the government should not make any special effort to help minorities because they should help themselves.



At which point or points would you place yourself on this scale, or haven't you thought much about this?

	<div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div>	<div style="border: 1px solid black; padding: 2px; display: inline-block;">0. HAVEN'T THOUGHT MUCH</div>
	<div style="border: 1px solid black; padding: 2px; display: inline-block; margin: 5px auto; width: 150px;">TURN TO P. 31 , E14</div>	

- |  |       |  |
|--|-------|--|
| E13a. Where would you place Jimmy Carter?                                    | _____ | <div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div> |
| E13b. Where would you place Ronald Reagan?                                   | _____ | <div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div> |
| E13c. Where would you place Gerald Ford?                                     | _____ | <div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div> |
| E13d. Where would you place Edward "Ted" Kennedy?                            | _____ | <div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div> |
| E13e. Where would you place current federal government policy on this scale? | _____ | <div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div> |

(100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

- E13f. Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

_____ RATING FROM SCALE	(ASK R TO PLACE ISSUE ISSUE CARD ON 100 POINT SCALE)
-------------------------	--

## E14. INTERVIEWER CHECKPOINT

<input type="checkbox"/>	1. R HAS PLACED <u>TWO OR MORE ISSUES</u> ON THE 100-POINT SCALE.
<input type="checkbox"/>	2. R PLACES <u>ONLY ONE OR NO ISSUES</u> ON THE 100-POINT SCALE → TURN TO P. 32 , E16

↓

We have talked about several problems facing Americans.

E15. (100-POINT SCALE AND ISSUE CARDS) Now, looking at the scale, this is how you rated the importance to you personally of the problems we just talked about. Are you satisfied with this arrangement of the cards, or would you like to rearrange some of them?

1. SATISFIED TURN TO P. 32 , E16	5. WOULD LIKE TO REARRANGE ↓
-------------------------------------	---------------------------------

E15a. Please rearrange the cards the way you would like them to be to represent the importance of each problem to you personally. (RECORD THE NEW ARRANGEMENT OF ALL ISSUES R RATED, CONFIRMING THE RATINGS WITH R AS YOU DO SO, IN THE COLUMN MARKED "FINAL RATINGS".)

	FINAL RATINGS *
E1. INFLATION AND UNEMPLOYMENT	
E2. WITH REGARD TO HEALTH INSURANCE TO COVER MEDICAL AND HOSPITAL EXPENSES	
E3. WITH REGARD TO A JOB AND A GOOD STANDARD OF LIVING FOR EVERY PERSON	
E5. SOCIAL SECURITY	
E9. DEFENSE SPENDING	
E12. RELATIONS WITH RUSSIA	
E13. MINORITY GROUPS	

\* IF AN ISSUE CARD WAS NEVER USED IN THE RATING PROCESS, PUT AN "X" IN THE APPROPRIATE BOX IN THE "FINAL RATINGS" COLUMN.

E16. Finally, is there any problem that is more important to you than any of the problems on the scale?

1. YES



5. NO



TURN TO P. 33 ,  
SECTION F

E16a. What is this problem? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

E16b. Where would you place this problem on the scale?

\_\_\_\_\_ RATING FROM 100 POINT SCALE

## SECTION F

F1. In talking to people about elections, we often find that a lot of people were not able to vote because (they weren't old enough) they weren't registered, they were sick, or they just didn't have time. How about you - did you vote in the 1978 general elections this past November?

1. YES, DID VOTE	5. NO, DID NOT VOTE	7. NOT OLD ENOUGH	8. DON'T KNOW
---------------------	------------------------	----------------------	------------------

GO TO F2

Fla. In that election did you vote for a candidate for Congress-- that is, for the U.S. House of Representatives in Washington?

1. YES	5. NO	8. DON'T KNOW
--------	-------	---------------

GO TO F2

Flb. Which candidate did you vote for, the Republican or the Democrat?

1. REPUBLICAN	5. DEMOCRAT	7. OTHER	8. DON'T KNOW
---------------	-------------	----------	---------------

F2. Now, in 1976 you probably remember that Gerald Ford ran on the Republican ticket against Jimmy Carter, who ran for the Democrats. Do you remember for sure whether or not you voted in that presidential election?

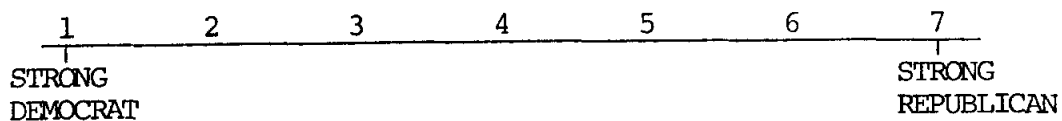
1. YES, DID VOTE	5. NO, DID NOT VOTE	VOLUNTEERED: 6. NOT OLD ENOUGH TO VOTE IN 1976	8. DON'T REMEMBER IF VOTED; DON'T KNOW
---------------------	------------------------	--	--

TURN TO P. 34 , F3

F2a. Did you vote for Ford or for Carter?

1. FORD	5. CARTER	7. OTHER	8. DON'T REMEMBER; DON'T KNOW
---------	-----------	----------	----------------------------------

- F3. (R.B., P. 25 ) Some people think of themselves as strong Democrats, some as strong Republicans, and others are somewhere in between. Where would you place yourself on this scale?



\_\_\_\_\_ R PLACES SELF



F4. (R.B., P. 26 ) Now I want you to think about Edward "Ted" Kennedy. I am going to read a list of words that people use to describe political figures. For each, please tell me whether the word describes Kennedy extremely well, very well, pretty well, or not very well at all.

The first on our list is "courageous." In your opinion, does the word "courageous" describe Kennedy extremely well, very well, pretty well, or not very well at all?

0. R VOLUNTEERS: DON'T KNOW WHO EDWARD "TED" KENNEDY IS.

TURN TO P. 37, F6

		1.	2.	3.	4.	8.
		EXTREMELY WELL	VERY WELL	PRETTY WELL	NOT VERY WELL AT ALL	DK
a. COURAGEOUS	a.					
b. <u>immoral</u>	b.					
c. too political	c.					
d. warm	d.					
e. honest	e.					
f. selfish	f.					
g. smart	g.					
h. humble	h.					
j. weak	j.					
k. reckless	k.					
m. knowledgeable	m.					
n. <u>unstable</u>	n.					
p. open-minded	p.					
q. power-hungry	q.					
r. prejudiced	r.					
s. inspiring	s.					

F5. (R.B., P. 26 ) Now I am going to read a list of phrases. As I read, please tell me how well each phrase might describe Kennedy if he were president.

The first on our list is "favor special interest groups." In your opinion, does the phrase "favor special interest groups" describe Kennedy extremely well, very well, pretty well, or not very well at all?

		1.	2.	3.	4.	8.
		EXTREMELY WELL	VERY WELL	PRETTY WELL	NOT VERY WELL AT ALL	DK
a. FAVOR SPECIAL INTEREST GROUPS	a.					
b. set a good moral example	b.					
c. solve our economic problems	c.					
d. hide things from the public	d.					
e. not stand up for the U.S. in foreign affairs	e.					
f. become isolated from the people	f.					
g. provide strong leadership	g.					
h. appoint good advisors	h.					
j. be <u>immoral</u> in personal conduct	j.					
k. get us into <u>unnecessary</u> wars	k.					
m. develop good relations with other countries	m.					
n. communicate openly with the people	n.					
p. break the law	p.					
q. understand the little people	q.					
r. stick to his word	r.					
s. use the office of President for personal gain	s.					

F6. (R.B., P.26 ) Now I want you to think about Ronald Reagan. I am going to read again the list of words. For each , please tell me how well the word describes Reagan.

The first on our list is "courageous." In your opinion, does the word "courageous" describe Reagan extremely well, very well, pretty well, or not very well at all?

0. R VOLUNTEERS: DON'T KNOW  
WHO RONALD REAGAN IS

TURN TO P. 39, SECTION S

	1.	2.	3.	4.	8.
	EXTREMELY WELL	VERY WELL	PRETTY WELL	NOT VERY WELL AT ALL	DK
a. COURAGEOUS	a.				
b. <u>immoral</u>	b.				
c. too political	c.				
d. warm	d.				
e. honest	e.				
f. selfish	f.				
g. smart	g.				
h. humble	h.				
j. weak	j.				
k. reckless	k.				
m. knowledgeable	m.				
n. <u>unstable</u>	n.				
p. open-minded	p.				
q. power-hungry	q.				
r. prejudiced	r.				
s. inspiring	s.				

F7. (R.B., P.26 ) Now I am going to read the list of phrases. As I read, please tell me how well each phrase might describe Reagan if he were president.

The first on our list is "favor special interest groups." In your opinion, does the phrase "favor special interest groups" describe Reagan extremely well, very well, pretty well, or not very well at all?

		1.	2.	3.	4.	8.
		EXTREMELY WELL	VERY WELL	PRETTY WELL	NOT VERY WELL AT ALL	DK
a. FAVOR SPECIAL INTEREST GROUPS	a.					
b. set a good moral example	b.					
c. solve our economic problems	c.					
d. hide things from the public	d.					
e. not stand up for the U.S. in foreign affairs	e.					
f. become isolated from the people	f.					
g. provide strong leadership	g.					
h. appoint good advisors	h.					
j. be <u>immoral</u> in personal conduct	j.					
k. get us into <u>unnecessary</u> wars	k.					
m. develop good relations with other countries	m.					
n. communicate openly with the people	n.					
p. break the law	p.					
q. understand the little people	q.					
r. stick to his word	r.					
s. use the office of Pres- ident for personal gain	s.					

We would like a little background information on you and your family.

S1. What is the month and year of your birth?

\_\_\_\_\_  
MONTH YEAR

S2. Are you married now and living with your (husband/wife)--or are you widowed, divorced, separated, or have you never married?

1. MARRIED AND LIVING WITH SPOUSE (OR SPOUSE IN SERVICE)	5. WIDOWED	3. DIVORCED
4. SEPARATED	2. NEVER MARRIED	

S3. What is the highest grade of school or year of college you completed?

GRADES OF SCHOOL													COLLEGE				
00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17+

S3a. Did you get a high school diploma or pass a high school equivalency test?

1. YES

5. NO

S3b. Do you have a college degree?

1. YES

5. NO

TURN TO  
P. 40, S4

S3d. Have you had any other schooling?

1. YES

5. NO

TURN TO  
P. 40, S4

S3e. What kind? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TURN TO P. 40, S4

S3c. What is the highest degree that you have earned?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TURN TO P. 40, S4

S4. We'd like to know if you are working now, or are you unemployed, retired, (a housewife), (a student) or what?

1. WORKING NOW

2. TEMPORARILY LAID OFF

4. UNEMPLOYED

5. RETIRED

6. PERMANENTLY DISABLED

7. HOUSEWIFE

8. STUDENT

## S5. INTERVIEWER CHECKPOINT

<input type="checkbox"/>	1. R ONLY FAMILY MEMBER AGE 14 OR OLDER → TURN TO P. 43 ,S7
<input type="checkbox"/>	2. R LIVES WITH OTHER FAMILY MEMBERS AGE 14 OR OLDER.

S6. (R.B., P. 27 ) To get an accurate picture of people's financial situation and the changes they have experienced, we need to gather information about the present and past income of all the families we interview. Would you please look at this page and tell me the letter of the income group that includes the income in 1978 before taxes of all members of your family living here. This figure should include dividends, interest, salaries, wages, pensions, and all other income before taxes for for the year 1978. (IF UNCERTAIN: What would be your best guess)?

98. R REFUSED TO ANSWER →

TIME NOW: \_\_\_\_\_  
GO TO RECONTACT SHEET

A. NONE OR LESS THAN \$2,000	01
B. \$2,000 - \$2,999	02
C. \$3,000 - \$3,999	03
D. \$4,000 - \$4,999	04
E. \$5,000 - \$5,999	05
F. \$6,000 - \$6,999	06
G. \$7,000 - \$7,999	07
H. \$8,000 - \$8,999	08
J. \$9,000 - \$9,999	09
K. \$10,000 - \$10,999	10
M. \$11,000 - \$11,999	11

N. \$12,000 - \$12,999	12
P. \$13,000 - \$13,999	13
Q. \$14,000 - \$14,999	14
R. \$15,000 - \$16,999	15
S. \$17,000 - \$19,999	16
T. \$20,000 - \$22,999	17
U. \$23,000 - \$24,999	18
V. \$25,000 - \$29,999	19
W. \$30,000 - \$34,999	20
X. \$35,000 - \$49,999	21
Y. \$50,000 AND OVER	22

S6a. (R.B., P. 27) Now, please look at this page again and tell me the letter of the income group that includes your family income before taxes about five years ago, say for the year 1973.

\_\_\_\_\_ (LETTER)

98. R DOESN'T REMEMBER/DON'T KNOW

S6b. (R.B., P. 27) We are also interested in the income that you yourself received in 1978, not including any of the income received by (your SPOUSE and) the rest of your family living here. Please look at this page and tell me the income group that includes the income you yourself had in 1978 before taxes.

\_\_\_\_\_ (LETTER)



98. R REFUSED TO ANSWER

TIME NOW: \_\_\_\_\_  
→ GO TO RECONTACT SHEET.

S6c. (R.B., P. 27) And what is the income group that includes the income you yourself had before taxes for the year 1973?

\_\_\_\_\_ (LETTER)

98. R DOESN'T REMEMBER/DON'T KNOW

TIME NOW: \_\_\_\_\_ → GO TO RECONTACT SHEET



R ONLY FAMILY MEMBER AGE 14 OR OLDER

S7. (R.B., P. 27 ) To get an accurate picture of people's financial situation and the changes they have experienced, we need to gather information about the present and past income of all the persons we interview. Would you please look at this page and tell me the letter of the income group that includes the income you had in 1978 before taxes. This figure should include dividends, interest, salaries, wages, pensions, and all other income before taxes for the year 1978.

98. R REFUSED TO ANSWER

→ TIME NOW: \_\_\_\_\_  
GO TO RECONTACT  
SHEET

A. NONE OR LESS THAN \$2,000	01
B. \$2,000 - \$2,999	02
C. \$3,000 - \$3,999	03
D. \$4,000 - \$4,999	04
E. \$5,000 - \$5,999	05
F. \$6,000 - \$6,999	06
G. \$7,000 - \$7,999	07
H. \$8,000 - \$8,999	08
J. \$9,000 - \$9,999	09
K. \$10,000 - \$10,999	10
M. \$11,000 - \$11,999	11

N. \$12,000 - \$12,999	12
P. \$13,000 - \$13,999	13
Q. \$14,000 - \$14,999	14
R. \$15,000 - \$16,999	15
S. \$17,000 - \$19,999	16
T. \$20,000 - \$22,999	17
U. \$23,000 - \$24,999	18
V. \$25,000 - \$29,999	19
W. \$30,000 - \$34,999	20
X. \$35,000 - \$49,999	21
Y. \$50,000 AND OVER	22

S7a. (R.B., P. 27 ) Now, please look at this page again and tell me the letter of the income group that includes your income before taxes five years ago, say, for the year 1973.

\_\_\_\_\_  
(LETTER)

98. R DOESN'T REMEMBER/DON'T KNOW

TIME NOW: \_\_\_\_\_ --GO TO RECONTACT SHEET

## SECTION X: INTERVIEWER'S SUPPLEMENT

X1. Respondent's sex is:

1. MALE

2. FEMALE

X2. Respondent's race is:

1. WHITE

2. BLACK

3. AMERICAN INDIAN OR  
ALASKAN NATIVE4. ASIAN OR  
PACIFIC ISLANDER

X2a. Is R of Hispanic Origin?

1. YES, MEXICAN-AMERICAN,  
CHICANO

2. YES, PUERTO RICAN

3. YES, OTHER  
HISPANIC

5. NO

8. DON'T KNOW

X3. Relationship of R to head:

1. R IS HEAD

2. R IS WIFE

OTHER: \_\_\_\_\_

X4. Respondent's general level of information about politics and public affairs  
seemed:

1. VERY HIGH

2. FAIRLY HIGH

3. AVERAGE

4. FAIRLY LOW

5. VERY LOW

THUMBNAIL SKETCH:



WAVE 1  
FORM 8

Winter, 1979  
Project 24  
Pilot Study for  
1980 Election Study



SURVEY RESEARCH CENTER  
INSTITUTE FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN  
ANN ARBOR, MICHIGAN 48106

DO NOT WRITE IN ABOVE SPACE

1. Interviewer's Label

2. Primary Area: \_\_\_\_\_

3. Your Interview no.: \_\_\_\_\_

4. Date of Interview: \_\_\_\_\_

5. Length of Interview: \_\_\_\_\_  
MINUTES

6. Segment No. \_\_\_\_\_ 7. Line No: \_\_\_\_\_

8. Address (or description) \_\_\_\_\_

9. Sample Location \_\_\_\_\_ 10. State \_\_\_\_\_  
(ZIP)

11. Call Record.

Call Number	1	2	3	4	5	6	7	8
Date								
Day of Week								
Time of Day								
Result								
Interviewer's Initials								

NOTES:

(495535)

12. List all Household members by relationship to Head.

	(a) Household Members by Relationship to Head	(b) Sex	(c) Age	(d) Citizen? Yes/No	(e) Eligible Persons "✓"	(f) Enter "R" for Respondent
Persons 18 Years Old or Older						
Persons 17 Years Old or Younger						

**FOR OFFICE USE ONLY**

# Persons

Household Composition

# Eligible Adults (✓)

Children:

≤5

6-9

10-13

14-17

Step 1: Complete columns (a) - (c).

Step 2: Ask, "Are all of these persons U.S. citizens?" Write "yes" for those who are U.S. citizens and "no" for those who are not in column (d).

Step 3: Enter a check mark (✓) in column (e) for each person eligible for selection. Eligible persons are U.S. citizens who are 18 years of age or older.

Step 4: Indicate the person you select to be interviewed by entering "R" in column (f).

#### NONINTERVIEW CATEGORIES

- ☐ 1. Refusal (explain below).
- ☐ 2. NER (no eligible respondent): No one in the household over 18 years of age or no U.S. citizens in household.
- ☐ 3. NI-0 (noninterview for other reasons): explain below.

## RECONTACT SHEET FOR WAVE 1 -- FORM B

1. INTERVIEWER'S LABEL

2. Primary Area: \_\_\_\_\_

3. Your Interview No.: \_\_\_\_\_

4. Segment \_\_\_\_\_ Line \_\_\_\_\_

5. Date of Wave 1 Interview \_\_\_\_\_

Thank you for this interview. We value people like you who are willing to contribute their thoughts to our research. Our office may wish to get in touch with you by phone or mail to verify this interview. Also, in the next few weeks we may want to contact you again to arrange for one more meeting to talk just as we did, about a number of different topics. For these reasons, I would like to have your address and telephone number.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_ / \_\_\_\_\_

IF R REFUSES ANY OF THIS INFORMATION, PLEASE EXPLAIN ON BACK OF THIS FORM.

Which days of the week and times of the day are generally good if we wish to reach you at home?

GOOD DAYS OF THE WEEK

GOOD TIMES OF THE DAY

_____
_____
_____
_____
_____
_____
_____

_____
_____
_____
_____
_____
_____
_____

USE BACK OF FORM FOR OTHER INFORMATION WHICH MIGHT BE HELPFUL WHEN YOU ATTEMPT TO RECONTACT THE RESPONDENT.



Winter, 1979  
Project 24  
Pilot Study for  
1980 Election Study



SURVEY RESEARCH CENTER  
INSTITUTE FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN  
ANN ARBOR, MICHIGAN 48106

DO NOT WRITE IN ABOVE SPACE

1. Interviewer's Label

2. Primary Area: \_\_\_\_\_

3. Segment \_\_\_\_\_ Line \_\_\_\_\_

4. Your Interview No: \_\_\_\_\_

5. Date of Interview: \_\_\_\_\_

6. Length of Interview: \_\_\_\_\_  
(MINUTES)

7. State in which Interview was  
Taken: \_\_\_\_\_

## WAVE I — FORM B

THE FOLLOWING STATEMENT MUST BE READ TO ALL RESPONDENTS:

This interview is completely voluntary -- if we should come to any question which you don't want to answer, just let me know and we'll go on to the next question.





## SECTION A

- A1. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs most of the time, some of the time, only now and then, or hardly at all?

1. MOST OF THE TIME	2. SOME OF THE TIME	3. ONLY NOW AND THEN	4. HARDLY AT ALL	5. DON'T KNOW
------------------------	------------------------	-------------------------	---------------------	------------------

- A2. How often do you watch the early evening national news on TV - every evening, 3 or 4 times a week, once or twice a week, or less often?

1. EVERY EVENING	2. 3 OR 4 TIMES A WEEK	3. ONCE OR TWICE A WEEK	4. LESS OFTEN
---------------------	---------------------------	----------------------------	------------------

- A3. And how about the late evening news on TV - do you watch it every night, 3 or 4 times a week, once or twice a week, or less often?

1. EVERY NIGHT	2. 3 OR 4 TIMES A WEEK	3. ONCE OR TWICE A WEEK	4. LESS OFTEN
-------------------	---------------------------	----------------------------	------------------

- A4. When you watch the news on TV, do you pay a great deal of attention to national news and what the government does, do you pay some attention, or don't you pay much attention to national news?

1. PAY A GREAT DEAL OF ATTENTION	3. PAY SOME ATTENTION	5. DON'T PAY MUCH ATTENTION
--	--------------------------	-----------------------------------

- A5. Thinking about when you watch the news on TV, are you usually doing other things while the news is on, or do you stop doing other things to watch the news?

1. DOING OTHER THINGS	2. STOP DOING OTHER THINGS
-----------------------	----------------------------

A6. Do you read a daily newspaper regularly?

1. YES

2. NO

→ TURN TO P. 3 , SECTION B

A6a. Which paper or papers do you read? (GET FULL TITLE AND CITY WHERE PUBLISHED)

TITLE

CITY WHERE PUBLISHED

_____	_____
_____	_____
_____	_____

A6b. In general, when you read the newspapers, do you pay a great deal of attention to national news and what the government does, do you pay some attention, or don't you pay much attention to national news?

PAY A GREAT  
1. DEAL OF  
ATTENTION

3. PAY SOME  
ATTENTION

DON'T PAY  
5. MUCH  
ATTENTION

THERMOMETER SERIES

B1. (R.B., P. 1) Now I'd like to get your feelings toward some of our political leaders and other people who are in the news these days. I will use something we call the feeling thermometer, and here is how it works:

I'll read the name of a person and I'd like you to rate that person using the feeling thermometer. You may use any number from 0 to 100 for rating. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person.

If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

If you do recognize the name, but you don't feel particularly warm or cold toward the person, you would rate the person at the 50 degree mark.

Our first person is Jimmy Carter. How would you rate him using the thermometer?

(IF R SAYS "DON'T KNOW" PROBE: Do you mean you don't know who the person is, or do you have something else in mind?)

			997. R DOESN'T RECOGNIZE NAME	998. R DOESN'T KNOW WHERE TO RATE: CAN'T JUDGE
a. JIMMY CARTER	_____	a		
b. Gerald Ford	_____	b		
c. Edward "Ted" Kennedy	_____	c		
d. Ronald Reagan	_____	d		
e. "Jerry" Brown, Jr.	_____	e		
f. Republican Party	_____	f		
g. Democratic Party	_____	g		
h. Political independents	_____	h		
j. Political parties	_____	j		
k. Democratic party leaders	_____	k		
m. Republican party leaders	_____	m		

82. Now I'd like to ask you a few questions about two of these people in politics. The first is Jimmy Carter. Suppose Carter came to a meeting in your neighborhood and you had the opportunity to meet him and talk with him informally later on in the day. Describe what you think Carter would be like in person.

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Anything else? \_\_\_\_\_

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83. The other person is Gerald Ford. Suppose Ford came to a meeting in your neighborhood and you had the opportunity to meet him and talk with him informally later on in the day. Describe what you think Ford would be like in person.

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Anything else? \_\_\_\_\_

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- B4. (R.B., P.2 ) We are interested in your general ideas about the office of President, apart from how you feel about any particular President.

I want you to think about a good kind of President instead of a bad kind. Here is a list of words describing different personal qualities that a good President might have. I want you to pick out four of these words to describe the most important things a good President should be. (MARK FOUR)

- |   |   |
|---|---|
| <input type="checkbox"/> A. COURAGEOUS    | <input type="checkbox"/> E. INSPIRING   |
| <input type="checkbox"/> B. HONEST        | <input type="checkbox"/> F. OPEN-MINDED |
| <input type="checkbox"/> C. HUMBLE        | <input type="checkbox"/> G. SMART       |
| <input type="checkbox"/> D. KNOWLEDGEABLE | <input type="checkbox"/> H. WARM        |

- B5. (R.B., P. 3 ) Now here is a list of phrases describing different things a good President could do to really live up to his job as President. I want you to pick out four of these phrases to describe the most important things a good President should do. (MARK FOUR)

- ☐ A. SOLVE OUR ECONOMIC PROBLEMS
- ☐ B. COMMUNICATE OPENLY WITH THE PEOPLE
- ☐ C. PROVIDE STRONG LEADERSHIP
- ☐ D. APPOINT GOOD ADVISORS
- ☐ E. UNDERSTAND THE LITTLE PEOPLE
- ☐ F. STICK TO HIS WORD
- ☐ G. DEVELOP GOOD RELATIONS WITH OTHER COUNTRIES
- ☐ H. SET A GOOD MORAL EXAMPLE

86. (R.B., P. 4) Now I want you to think about a bad kind of President instead of a good kind. Here is a list of words describing different personal qualities that a bad President might have. I want you to pick out four of these words to describe the worst things a bad President could be. (MARK FOUR)

- ☐ A. TOO POLITICAL
- ☐ B. SELFISH
- ☐ C. RECKLESS
- ☐ D. POWER-HUNGRY
- ☐ E. PREJUDICED
- ☐ F. UNSTABLE
- ☐ G. WEAK
- ☐ H. IMMORAL

87. (R.B., P. 5) Now here is a list of phrases describing different things a bad President might do in his job as President. I want you to pick out four of these phrases to describe the worst things a bad President might do. (MARK FOUR)

- ☐ A. HIDE THINGS FROM THE PUBLIC
- ☐ B. BREAK THE LAW
- ☐ C. GET US INTO UNNECESSARY WARS
- ☐ D. BECOME ISOLATED FROM THE PEOPLE
- ☐ E. FAVOR SPECIAL INTEREST GROUPS
- ☐ F. USE THE OFFICE OF PRESIDENT FOR PERSONAL GAIN
- ☐ G. NOT STAND UP FOR THE U.S. IN FOREIGN AFFAIRS
- ☐ H. BE IMMORAL IN PERSONAL CONDUCT

## SECTION C

Now I have a few questions on a different topic.

C1. Do you think of yourself as a supporter of one of the political parties, or not?

1. YES, SUPPORTER	5. NO, NOT SUPPORTER	8. DON'T KNOW GO TO C2
-------------------	----------------------	---------------------------

C1a. Which political party do you support?

1. REPUBLICAN	2. DEMOCRATIC	3. OTHER
---------------	---------------	----------

C1b. (RB, P. 6 ) On this scale from 1 to 7 where 1 means "not very strongly" and 7 means "very strongly," please choose the number that describes how strongly you support the (PARTY NAMED IN C1a) Party.

1	2	3	4	5	6	7
NOT VERY STRONGLY			VERY STRONGLY			

(# FROM SCALE)

8. DON'T KNOW

C1c. Do you ever think of yourself as closer to one of the two major political parties, or not?

1. YES	5. NO GO TO C2
--------	-------------------

C1d. (RB, P. 7 ) Here is a scale from 1 to 7 where 1 means feeling very close to the Republican Party and 7 means feeling very close to the Democratic Party. Where would you place yourself on this scale?

1	2	3	4	5	6	7
I FEEL VERY CLOSE TO THE REPUBLICAN PARTY			I FEEL VERY CLOSE TO THE DEMOCRATIC PARTY			

(# FROM SCALE)

8. DON'T KNOW

C2. Do you ever think of yourself as a political independent, or not?

1. YES	5. NO	8. DON'T KNOW TURN TO P. 8 , C3
--------	-------	------------------------------------

C2a. (RB, P. 8 ) On this scale from 1 to 7 (where 1 means "not very strongly," and 7 means "very strongly"), please choose the number that describes how strongly independent in politics you feel.

1	2	3	4	5	6	7
NOT VERY STRONGLY			VERY STRONGLY			

(# FROM SCALE)

8. DON'T KNOW

- C3. I'd like to ask you what you think are the good and bad points about the two national parties. Is there anything in particular that you like about the Democratic party?

1. YES

5. NO

8. DON'T KNOW



GO TO C4

C3a. What is that? (Anything else?) \_\_\_\_\_

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---

- C4. Is there anything in particular that you don't like about the Democratic party?

1. YES

5. NO

8. DON'T KNOW



TURN TO P. 9, C5

C4a. What is that? (Anything else?) \_\_\_\_\_

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C5. Is there anything in particular that you like about the Republican party?

1. YES



5. NO

8. DON'T KNOW

GO TO C6

C5a. What is that? (Anything else?)

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C6. Is there anything in particular that you don't like about the Republican party?

1. YES



5. NO

8. DON'T KNOW

TURN TO P. 10 , C7

C6a. What is that? (Anything else?)

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- C7. (R.B., P. 9) Next I will read some general statements about political parties. Please use the scale on this page to tell me how strongly you agree or disagree with each statement. The scale runs from "disagree very strongly" at point 1 to "agree very strongly" at point 7. After I read each statement, you can just give me the number from the scale that applies.

1	2	3	4	5	6	7
DISAGREE						AGREE
VERY						VERY
STRONGLY						STRONGLY

	RATINGS	
a. The best rule in voting is to pick the person regardless of party label.	a. _____	8.DK
b. It is better to be a firm party supporter than to be a political independent.	b. _____	8.DK
c. People who work for parties during political campaigns do our nation a great service.	c. _____	8.DK
d. The parties do more to confuse the issues than to provide a clear choice on issues.	d. _____	8.DK
e. Democracy works best where competition between parties is strong.	e. _____	8.DK
f. The conflicts and controversies between the parties hurt our country more than they help it.	f. _____	8.DK
g. Senators or representatives should follow their party leaders even if they don't want to.	g. _____	8.DK
h. It would be better if, in all elections, we put no party labels on the ballot.	h. _____	8.DK
j. The political parties are only interested in people's votes but not their opinions.	j. _____	8.DK
k. The political parties help a great deal in making government pay attention to what the people think.	k. _____	8.DK
l. The truth is we probably don't need political parties in America anymore.	l. _____	8.DK

## SECTION D

D1. What would you say is the single most important problem facing the country today?

\_\_\_\_\_

\_\_\_\_\_

D2. Have you read or heard anything lately about this problem?

1. YES

5. NO

→ TURN TO P. 12, D3

D2a. What was it (you read or heard)?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

D2b. (R.B., P. 10) Where did you learn about that? (MARK ALL MENTIONS)

A. TV

B. RADIO

C. NEWSPAPERS

D. OTHER PEOPLE

E. MAGAZINES

F. OTHER

D2c. Have you read or heard anything else about this problem?

1. YES

5. NO

→ TURN TO P. 12, D3

D2d. What was it (you read or heard)?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

D2e. (R.B., P.10) Where did you learn about that? (MARK ALL MENTIONS)

A. TV

B. RADIO

C. NEWSPAPERS

D. OTHER PEOPLE

E. MAGAZINES

F. OTHER

D3. Have you talked with anyone lately about this problem?

1. YES

5. NO

→ GO TO D4

D3a. (R.B., P. 11) Who have you talked with? (MARK ALL MENTIONS)  
Anyone else?

A. SPOUSE

B. OTHER FAMILY  
MEMBERS

C. FRIENDS OR  
NEIGHBORS

D. PEOPLE  
AT WORK

E. OTHERS

D3b. Do you think the people you talked with feel the same way you do about this problem or do some of them feel differently about it?

1. FEEL SAME

5. FEEL DIFFERENTLY

8. DON'T KNOW

D4. Would you say that you (or your family) are affected personally by this problem?

1. YES

5. NO

→ GO TO D5

D4a. How does this problem affect you (and your family)?

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D5. Do you know of people or groups who are trying to do something about this problem?

1. YES

5. NO

→ GO TO D6

D5a. Who are these people or groups? Any others?

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D6. Do you know of any ideas or proposals for how the government should deal with this problem?

1. YES

5. NO

→ TURN TO P. 13, D7

D6a. What are those ideas or proposals?

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D7. What do you think the government in Washington should do about this problem?

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D8. Which political party do you think would be most likely to get the government to do a better job in dealing with this problem -- the Republicans, the Democrats, or wouldn't there be much difference between them?

1. REPUBLICANS

2. DEMOCRATS

3. NOT MUCH DIFFERENCE

8. DON'T KNOW

## SECTION E

- E1. Do you approve or disapprove of the way Carter is handling his job as President?

1. APPROVE	5. DISAPPROVE	8. DON'T KNOW GO TO E2				
↓	↓					
<p>E1a. Do you approve strongly or not strongly?</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%; padding: 5px;">1. STRONGLY</td> <td style="text-align: center; width: 50%; padding: 5px;">2. NOT STRONGLY</td> </tr> </table>		1. STRONGLY	2. NOT STRONGLY	<p>E1b. Do you disapprove strongly or not strongly?</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%; padding: 5px;">5. STRONGLY</td> <td style="text-align: center; width: 50%; padding: 5px;">4. NOT STRONGLY</td> </tr> </table>	5. STRONGLY	4. NOT STRONGLY
1. STRONGLY	2. NOT STRONGLY					
5. STRONGLY	4. NOT STRONGLY					

- E2. Do you approve or disapprove of the way President Carter is handling our relations with foreign countries?

1. APPROVE	5. DISAPPROVE	8. DON'T KNOW
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- E3. And what about the economy? Do you approve or disapprove of the way President Carter is handling the economy?

1. APPROVE	5. DISAPPROVE	8. DON'T KNOW GO TO E4				
↓	↓					
<p>E3a. Do you approve strongly or not strongly?</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%; padding: 5px;">1. STRONGLY</td> <td style="text-align: center; width: 50%; padding: 5px;">2. NOT STRONGLY</td> </tr> </table>		1. STRONGLY	2. NOT STRONGLY	<p>E3b. Do you disapprove strongly or not strongly?</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%; padding: 5px;">5. STRONGLY</td> <td style="text-align: center; width: 50%; padding: 5px;">4. NOT STRONGLY</td> </tr> </table>	5. STRONGLY	4. NOT STRONGLY
1. STRONGLY	2. NOT STRONGLY					
5. STRONGLY	4. NOT STRONGLY					

- E4. Thinking about the steps that have been taken to fight inflation, would you say that President Carter has been doing an excellent job, a good job, a fair job, or a poor job?

1. EXCELLENT	2. GOOD	4. FAIR	5. POOR	8. DON'T KNOW
--------------	---------	---------	---------	---------------

- E5. Thinking about the steps that have been taken to fight unemployment, would you say that President Carter has been doing an excellent job, a good job, a fair job, or a poor job?

1. EXCELLENT	2. GOOD	4. FAIR	5. POOR	8. DON'T KNOW
--------------	---------	---------	---------	---------------

E6. How do you feel that things are going in the country these days--very well, fairly well, pretty badly, or very badly?

1. VERY WELL

2. FAIRLY WELL

4. PRETTY BADLY

5. VERY BADLY

8. DON'T KNOW

E7. Would you say that in the past year or so the United States has done pretty well in dealing with foreign countries, or would you say that we haven't been doing as well as we should?

1. PRETTY WELL

3. WELL IN SOME WAYS,  
NOT WELL IN OTHERS

5. NOT AS WELL  
AS SHOULD

8. DON'T KNOW

E8. What about the economy? Would you say that over the past year the nation's economy has gotten better, stayed about the same, or gotten worse?

1. GOTTEN BETTER

3. STAYED ABOUT  
THE SAME

5. GOTTEN  
WORSE

8. DON'T KNOW

GO TO E9

GO TO E9

E8a. Would you say the economy has gotten much better or somewhat better?

1. MUCH BETTER

2. SOMEWHAT  
BETTER

E8b. Would you say the economy has gotten much worse or somewhat worse?

5. MUCH WORSE

4. SOMEWHAT  
WORSE

E9. What about the next 12 months or so? Do you expect the economy to get better, get worse, or stay about the same?

1. GET BETTER

3. STAY ABOUT THE SAME

5. GET WORSE

8. DON'T KNOW

TURN TO P. 16, E10

TURN TO P. 16,  
E10

E9a. Do you expect the economy to get much better or somewhat better?

1. MUCH BETTER

2. SOMEWHAT  
BETTER

E9b. Do you expect the economy to get much worse or somewhat worse?

5. MUCH WORSE

4. SOMEWHAT  
WORSE

- E10. (R.B., P. 12) Do you think the tax system in this country is very fair, mostly fair, fair for some--unfair for others, mostly unfair, or very unfair?

1. VERY FAIR	2. MOSTLY FAIR	3. FAIR FOR SOME UNFAIR FOR OTHERS	4. MOSTLY UNFAIR	5. VERY UNFAIR
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- E11. In the last few years do you think the tax system has gotten more fair or less fair, or has it stayed about the same?

1. MORE FAIR	2. LESS FAIR	3. ABOUT SAME	8. DON'T KNOW
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- E12. Some political leaders have proposed a one-third reduction in federal income taxes. Others favor a reduction but of much less than one-third. Still others feel that federal income taxes should not be reduced so that government services can stay at about the present level. How about you? Would you favor a reduction of about one-third in federal income taxes, would you favor a reduction much smaller than one-third, or would you favor no reduction in federal income taxes?

1. ABOUT ONE-THIRD REDUCTION	3. MUCH SMALLER THAN ONE-THIRD	5. NO REDUCTION	8. DON'T KNOW
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- E12a. Do you think Jimmy Carter would favor a reduction of about one-third, a much smaller reduction than one-third, or would he favor no reduction in federal income taxes?

1. ABOUT ONE-THIRD REDUCTION	3. MUCH SMALLER THAN ONE-THIRD	5. NO REDUCTION	8. DON'T KNOW
------------------------------------	--------------------------------------	--------------------	------------------

- E12b. How about Gerald Ford? (Do you think Ford would favor a reduction of about one-third, a much smaller reduction than one-third, or would he favor no reduction in federal income taxes?)

1. ABOUT ONE-THIRD REDUCTION	3. MUCH SMALLER THAN ONE-THIRD	5. NO REDUCTION	8. DON'T KNOW
------------------------------------	--------------------------------------	--------------------	------------------



- E13. Some people have proposed a constitutional amendment to force the federal government to balance its budget. Others say the government would have to cut out important services if it were forced to balance its budget every year. Would you favor or would you oppose a constitutional amendment which would force the government to balance its budget every year?

1. FAVOR



5. OPPOSE



8. DON'T KNOW  
GO TO E14

E13a. Would you favor such an amendment strongly or not very strongly?

1. STRONGLY

2. NOT VERY STRONGLY

8. DON'T KNOW

E13b. Would you oppose such an amendment strongly or not very strongly?

5. STRONGLY

4. NOT VERY STRONGLY

8. DON'T KNOW

- E14. Do you think Jimmy Carter would favor or would he oppose a constitutional amendment which would force the government to balance its budget every year?

1. FAVOR

5. OPPOSE

8. DON'T KNOW

- E15. How about Gerald Ford? (Do you think Gerald Ford would favor or would he oppose a constitutional amendment which would force the government to balance its budget every year?)

1. FAVOR

5. OPPOSE

8. DON'T KNOW

## SECTION F

F1. Now, I'd like to talk with you about inflation and unemployment. Some people feel there is a connection between inflation and unemployment. They think if inflation goes down, unemployment will go up or, if you reduce unemployment, inflation will go up.

Do you believe there is this kind of connection between inflation and unemployment or not?

1. YES

5. NO

3. UNSURE; DEPENDS

8. DON'T KNOW

F2. Which is the more serious problem facing the country today, inflation or unemployment?

1. INFLATION

2. BOTH  
EQUALLY

3. NEITHER

4. UNEMPLOYMENT

8. DON'T  
KNOW;  
DEPENDS

TURN TO P20, F3

F2a. Would you favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up a little?

1. YES

2. NO

8. DON'T  
KNOWTURN  
TO  
P. 19  
F2g

F2b. And would you favor government action if it meant that unemployment would go up a lot?

1. YES

2. NO

8. DON'T KNOW

F2c. Would you favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up?

1. YES

5. NO

3. DEPENDS ON HOW MUCH

4. UNSURE

8. DON'T  
KNOW

F2d. Would you favor federal government action to reduce unemployment, even if it meant that the inflation rate would go up?

1. YES

5. NO

3. DEPENDS ON HOW MUCH

4. UNSURE

8. DON'T  
KNOW

F2e. Would you favor federal government action to reduce unemployment, even if it meant that the inflation rate would go up a little?

4. YES

5. NO

8. DON'T  
KNOWTURN  
TO  
P. 19  
F2g

F2f. And would you favor government action if it meant that the inflation rate would go up a lot?

4. YES

5. NO

8. DON'T KNOW

## (100 POINT SCALE AND ISSUE CARDS)

F2g. Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you.

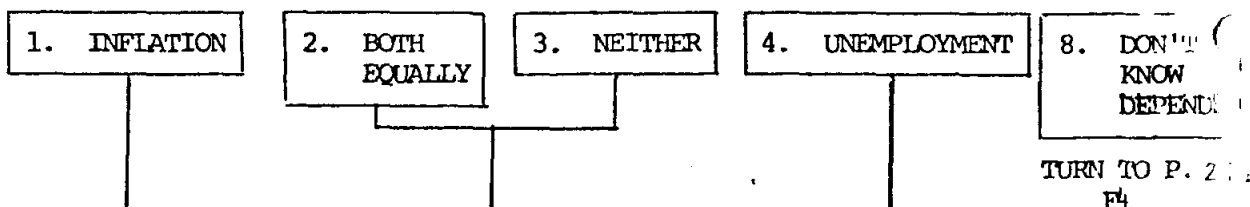
Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

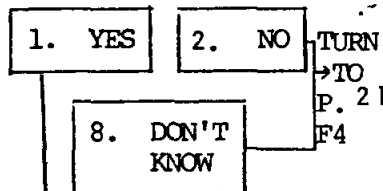
\_\_\_\_\_ RATING FROM SCALE

(ASK R TO PLACE ISSUE  
CARD ON 100-POINT SCALE)

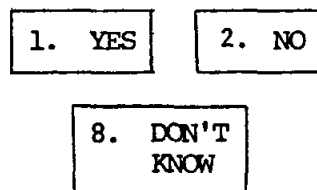
F3. Which of these two problems do you think President Carter believes is the more serious facing the country today, inflation or unemployment?



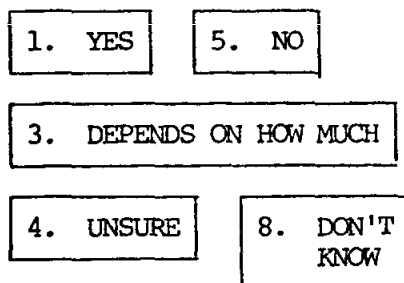
F3 a. Do you think Carter would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up a little?



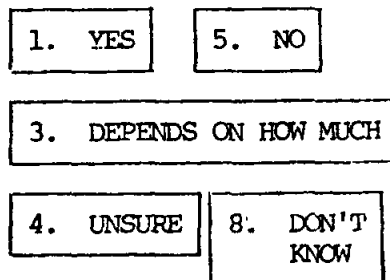
F3 b. And do you think he would favor government action if it meant that unemployment would go up a lot?



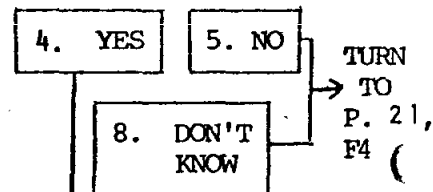
F3 c. Do you think Carter would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up?



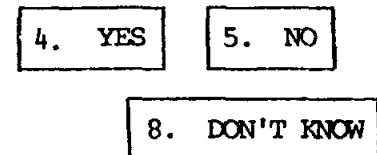
F3 d. Do you think he would favor federal government action to reduce unemployment, even if it meant that the inflation rate would go up?



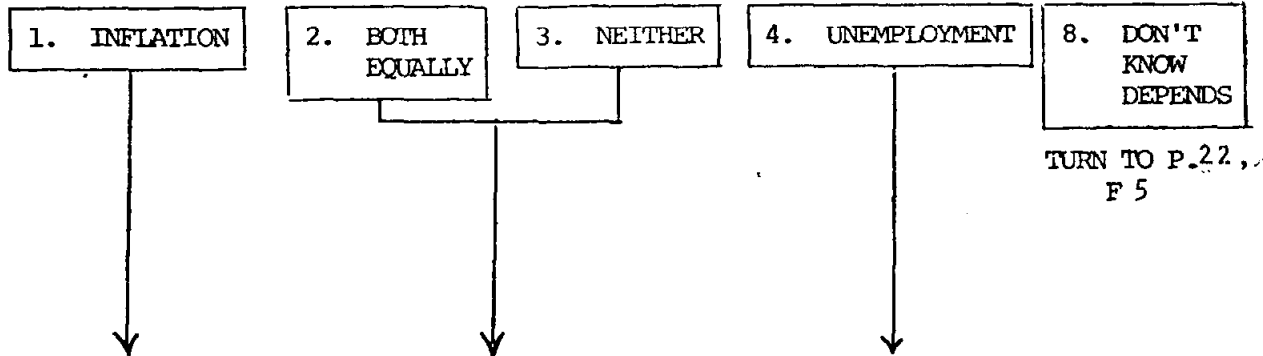
F3 e. Do you think Carter would favor federal government action to reduce unemployment even if it meant that the inflation rate would go up a little?



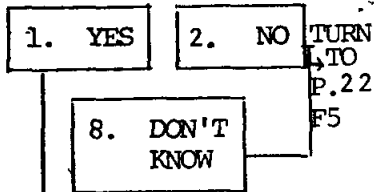
F3 f. And do you think he would favor government action if it meant that the inflation rate would go up a lot?



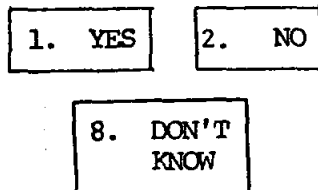
F4. Which of these two problems do you think Ronald Reagan believes is the more serious facing the country today, inflation or unemployment?



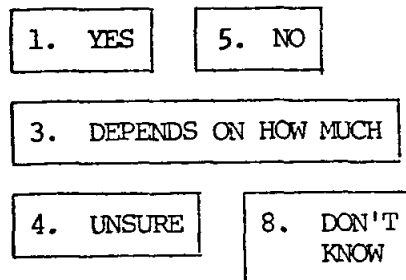
F4 a. Do you think Reagan would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up a little?



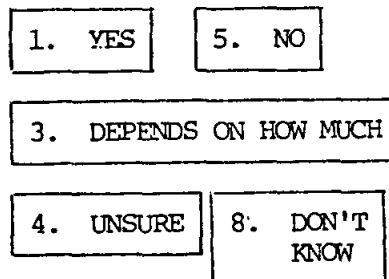
F4 b. And do you think he would favor government action if it meant that unemployment would go up a lot?



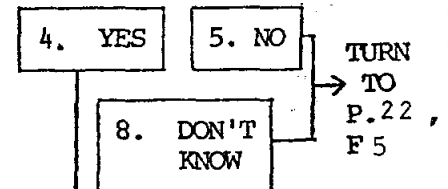
F4 c. Do you think Reagan would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up?



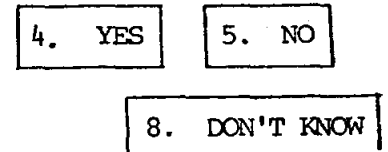
F4 d. Do you think he would favor federal government action to reduce unemployment, even if it meant that the inflation rate would go up?



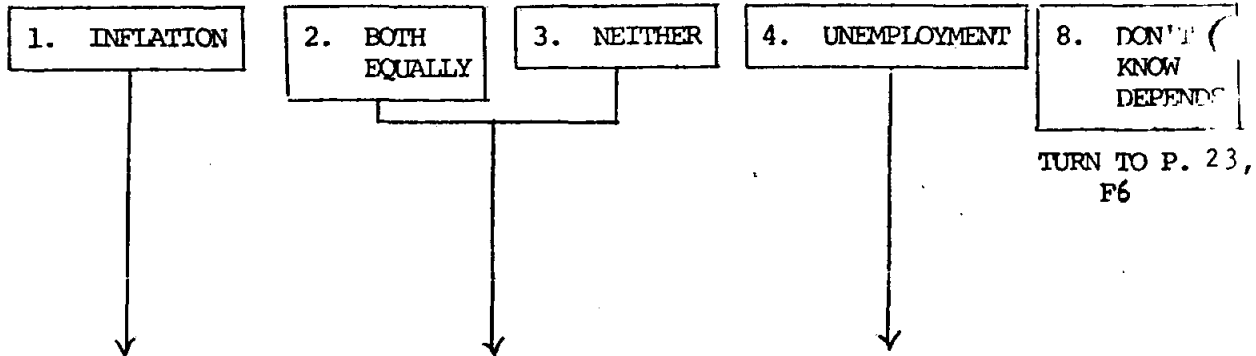
F4 e. Do you think Reagan would favor federal government action to reduce unemployment even if it meant that the inflation rate would go up a little?



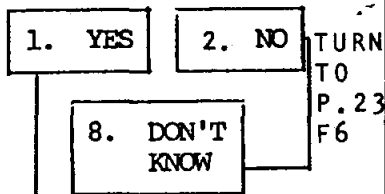
F4 f. And do you think he would favor government action if it meant that the inflation rate would go up a lot?



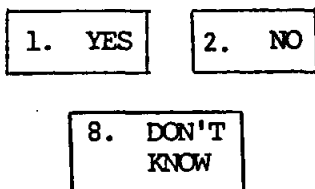
F5. Which of these two problems do you think Gerald Ford believes is the more serious facing the country today, inflation or unemployment?



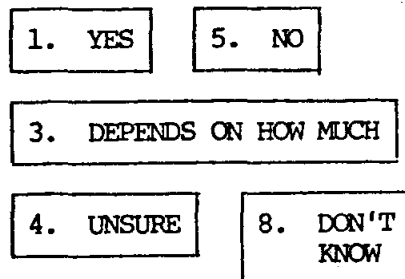
F5 a. Do you think Ford would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up a little?



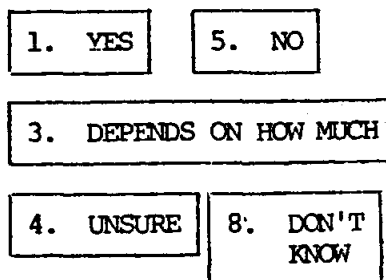
F5 b. And do you think he would favor government action if it meant that unemployment would go up a lot?



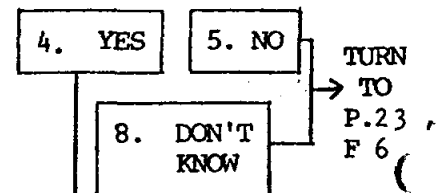
F5 c. Do you think Ford would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up?



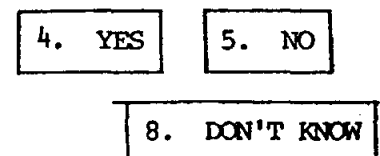
F5 d. Do you think he would favor federal government action to reduce unemployment, even if it meant that the inflation rate would go up?



F5 e. Do you think Ford would favor federal government action to reduce unemployment even if it meant that the inflation rate would go up a little?



F5 f. And do you think he would favor government action if it meant that the inflation rate would go up a lot?



- F6. (R.B., P. 13) There is much concern about the rapid rise in medical and hospital costs. Some feel the government in Washington should do much more in providing health insurance to cover medical and hospital expenses. Others feel the government should do much less than it does now, with medical expenses to be paid by individuals and through private insurance like Blue Cross. Still others think the government is now doing what is needed.

WITH REGARD TO HEALTH INSURANCE TO COVER MEDICAL AND HOSPITAL EXPENSES:

1	2	3	4	5	6	7
GOVERNMENT SHOULD DO MUCH MORE	GOVERNMENT SHOULD DO SOMEWHAT MORE	GOVERNMENT SHOULD DO A LITTLE MORE	GOVERNMENT NOW DOING WHAT IS NEEDED	GOVERNMENT SHOULD DO A LITTLE LESS	GOVERNMENT SHOULD DO SOMEWHAT LESS	GOVERNMENT SHOULD DO MUCH LESS

Where would you place yourself on this scale, or haven't you thought much about this?

\_\_\_\_\_

8. DON'T KNOW      0. HAVEN'T THOUGHT MUCH

TURN TO P. 24, F7

F6a. Where would you place Jimmy Carter?

\_\_\_\_\_ 8. DON'T KNOW

F6b. Where would you place Ronald Reagan?

\_\_\_\_\_ 8. DON'T KNOW

F6c. Where would you place Edward "Ted" Kennedy?

\_\_\_\_\_ 8. DON'T KNOW

F6d. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

\_\_\_\_\_ RATING FROM SCALE (ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)

- F7. (R.B., P.14) Some people feel the government in Washington should do much more to see to it that every person has a job and a good standard of living. Others think the government should do much less, letting each person get ahead on his own. Still others feel that the government is now doing what is needed.

WITH REGARD TO A JOB AND A GOOD STANDARD OF LIVING FOR EVERY PERSON:

1	2	3	4	5	6	7
GOVERNMENT SHOULD DO MUCH MORE	GOVERNMENT SHOULD DO SOMEWHAT MORE	GOVERNMENT SHOULD DO A LITTLE MORE	GOVERNMENT NOW DOING WHAT IS NEEDED	GOVERNMENT SHOULD DO A LITTLE LESS	GOVERNMENT SHOULD DO SOMEWHAT LESS	GOVERNMENT SHOULD DO MUCH LESS

Where would you place yourself on this scale, or haven't you thought much about it?



8. DON'T KNOW

0. HAVEN'T THOUGHT MUCH

TURN TO P. 25, F8

F7a. Where would you place Jimmy Carter?

\_\_\_\_\_

8. DON'T KNOW

F7b. Where would you place Ronald Reagan?

\_\_\_\_\_

8. DON'T KNOW

F7c. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

\_\_\_\_\_ RATING FROM SCALE

(ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)



- F8. Some people think that social security benefits should be increased even though that would mean an increase in taxes. Others feel that social security benefits should be decreased so that we can pay less in taxes. Still others believe that the present level of benefits and taxes is just right. How about you? Do you think that social security benefits should be increased, decreased, or continued at the present level, or haven't you thought much about this?

1. INCREASED →

F8a. Do you think Social Security benefits should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

GO TO F9

5. DECREASED →

F8b. Do you think Social Security benefits should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

GO TO F9

3. CONTINUED AT  
PRESENT LEVEL →

F8c. If the level of Social Security benefits were to be changed, would you be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

GO TO F9

0. HAVEN'T THOUGHT

8. DON'T KNOW

TURN TO P. 28, F13

- F9. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

\_\_\_\_\_ RATING FROM SCALE

(ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)

F10. How about Jimmy Carter? Do you think that Jimmy Carter feels that Social Security benefits should be increased, decreased, or continued at the present level?

1. INCREASED →

F10a. Do you think Carter feels Social Security benefits should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

TURN TO P. 27, F11

5. DECREASED →

F10b. Do you think Carter feels Social Security benefits should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

TURN TO P. 27, F11

3. CONTINUED AT  
PRESENT LEVEL →

F10c. If the level of Social Security benefits were to be changed, do you think Carter would be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

TURN TO P. 27, F11

8. DON'T KNOW →

TURN TO P. 27, F11

F11. And how about Ronald Reagan? Do you think that Ronald Reagan feels that social security benefits should be increased, decreased, or continued at the present level?

1. INCREASED →

F11a. Do you think Reagan feels Social Security benefits should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

TURN TO P. 28, F12

5. DECREASED →

F11b. Do you think Reagan feels Social Security benefits should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

TURN TO P. 28, F12

3. CONTINUED AT  
PRESENT LEVEL →

F11c. If the level of Social Security benefits were to be changed, do you think Reagan would be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

TURN TO P. 28, F12

8. DON'T KNOW →

TURN TO P. 28, F12

F12. Some people believe that we should spend less money for defense. Others feel that defense spending should be increased. Still others feel that defense spending should be continued at the present level. How about you? Do you think defense spending should be increased, decreased, or continued at the present level, or haven't you thought much about this?

1. INCREASED →

F12a. Do you think spending for defense should be increased a little or increased a lot?

6. A LITTLE

7. A LOT

8. DON'T KNOW

GO TO F13

5. DECREASED →

F12b. Do you think spending for defense should be decreased a little or decreased a lot?

2. A LITTLE

1. A LOT

8. DON'T KNOW

GO TO F13

3. CONTINUED AT PRESENT LEVEL →

F12c. If the level of defense spending were to be changed, would you be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

GO TO F13

0. HAVEN'T THOUGHT

8. DON'T KNOW → TURN TO P. 31, F16

F13. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale tell me: How important is this issue to you personally? I mean, how much do you personally care about this problem?

\_\_\_\_\_ RATING FROM SCALE

(ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)

F14. How about Jimmy Carter? Do you think that Jimmy Carter feels that defense spending should be increased, decreased, or continued at the present level?

1. INCREASED →

F14a. Do you think Carter feels that spending for defense should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

TURN TO P. 30, F15

5. DECREASED →

F14b. Do you think Carter feels that spending for defense should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

TURN TO P. 30, F15

3. CONTINUED AT  
PRESENT LEVEL →

F14c. If the level of defense spending were to be changed, do you think Carter would be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

TURN TO P. 30, F15

8. DON'T KNOW →

TURN TO P. 30, F15

F15. And how about Ronald Reagan? Do you think Ronald Reagan feels that defense spending should be increased, decreased, or continued at the present level?

1. INCREASED →

F15a. Do you think Reagan feels that spending for defense should be increased a little or increased a lot?

6. A  
LITTLE

7. A  
LOT

8. DON'T  
KNOW

TURN TO P. 31, F16

5. DECREASED →

F15b. Do you think Reagan feels that spending for defense should be decreased a little or decreased a lot?

2. A  
LITTLE

1. A  
LOT

8. DON'T  
KNOW

TURN TO P. 31, F16

3. CONTINUED AT  
PRESENT LEVEL →

F15c. If the level of defense spending were to be changed, do you think Reagan would be more in favor of an increase or a decrease?

5. INCREASE

3. DECREASE

4. NEITHER

TURN TO P. 31, F16

8. DON'T KNOW →

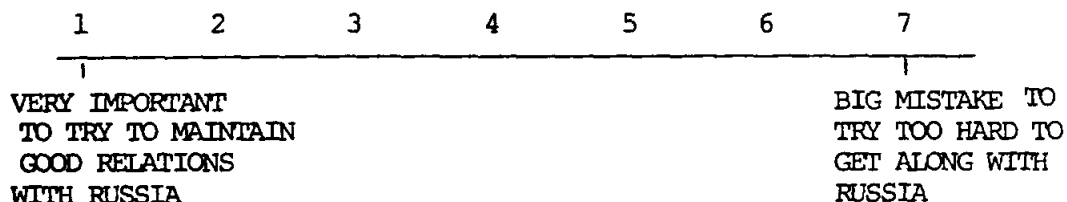
TURN TO P. 31, F16

F16 . (R.B., P. 15) Here is an example of a scale on which three persons have placed themselves. Person #1 is sure he is at point 3. Person #2 feels he is between 5 and 6. Person #3 knows he is somewhere between points 2 and 4, but isn't sure exactly where. On the next couple of questions you might wish to place yourself and others at one point, as did Person #1, or at a range of points, as did Person #2 and Person #3. Here's the first of these questions.

(R.B., P. 16)

Some people feel that it is important for us to try to maintain good relations with Russia. Others feel that it is a mistake to try too hard to get along with Russia.

#### RELATIONS WITH RUSSIA



At which point or points would you place yourself on this scale, or haven't you thought much about this?

8. DON'T KNOW

0. HAVEN'T THOUGHT MUCH

TURN TO P. 32, F17

F16a. Where would you place  
Jimmy Carter?

8. DON'T KNOW

F16b. Where would you place  
Ronald Reagan?

8. DON'T KNOW

F16c. Where would you place  
Gerald Ford?

8. DON'T KNOW

F16d. Where would you place  
Edward "Ted" Kennedy?

8. DON'T KNOW

F16e. Where would you place  
current federal govern-  
ment policy on this scale?

8. DON'T KNOW

F16f. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

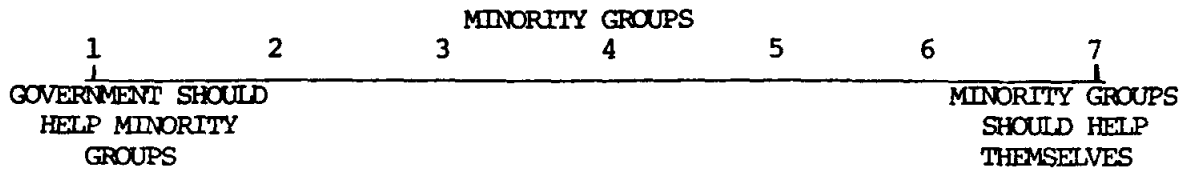
Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?


RATING FROM SCALE

(ASK R TO PLACE  
ISSUE CARD ON  
100-POINT SCALE)

- F17. (R.B., P. 17) Some people feel that the government in Washington should make every possible effort to improve the social and economic position of blacks and other minority groups. Others feel that the government should not make any special effort to help minorities because they should help themselves.



At which point or points would you place yourself on this scale, or haven't you thought much about this?

	<div style="border: 1px solid black; padding: 2px; display: inline-block;">8. DON'T KNOW</div>	<div style="border: 1px solid black; padding: 2px; display: inline-block;">0. HAVEN'T THOUGHT MUCH</div>	
	<div style="border: 1px solid black; padding: 2px; display: inline-block; margin: 0 auto; width: 150px;">TURN TO P. 33, F18</div>		

F17a. Where would you place Jimmy Carter? \_\_\_\_\_

8. DON'T KNOW

F17b. Where would you place Ronald Reagan? \_\_\_\_\_

8. DON'T KNOW

F17c. Where would you place Gerald Ford? \_\_\_\_\_

8. DON'T KNOW

F17d. Where would you place Edward "Ted" Kennedy? \_\_\_\_\_

8. DON'T KNOW

F17e. Where would you place current federal government policy on this scale? \_\_\_\_\_

8. DON'T KNOW

F17f. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

_____ RATING FROM SCALE	(ASK R TO PLACE ISSUE ISSUE CARD ON 100POINT SCALE)
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## F18. INTERVIEWER CHECKPOINT

<input type="checkbox"/>	1. R HAS PLACED <u>TWO OR MORE ISSUES</u> ON THE 100-POINT SCALE.
<input type="checkbox"/>	2. R PLACES <u>ONLY ONE OR NO ISSUES</u> ON THE 100-POINT SCALE → TURN TO P. 34, F20

We have talked about several problems facing Americans.

F19. (100-POINT SCALE AND ISSUE CARDS) Now, looking at the scale, this is how you rated the importance to you personally of the problems we just talked about. Are you satisfied with this arrangement of the cards, or would you like to rearrange some of them?

1. SATISFIED  
TURN TO P. 34, F20

5. WOULD LIKE TO REARRANGE

F19a. Please rearrange the cards the way you would like them to be to represent the importance of each problem to you personally. (RECORD THE NEW ARRANGEMENT OF ALL ISSUES R RATED, CONFIRMING THE RATINGS WITH R AS YOU DO SO, IN THE COLUMN MARKED "FINAL RATINGS.")

F2. INFLATION AND UNEMPLOYMENT

F6. WITH REGARD TO HEALTH INSURANCE  
TO COVER MEDICAL AND HOSPITAL  
EXPENSES

F7. WITH REGARD TO A JOB AND A  
GOOD STANDARD OF LIVING  
FOR EVERY PERSON

F9. SOCIAL SECURITY

F13. DEFENSE SPENDING

F16. RELATIONS WITH RUSSIA

F17. MINORITY GROUPS

## FINAL RATINGS \*


\*IF AN ISSUE  
CARD WAS NEVER  
USED IN THE  
RATING PROCESS,  
PUT AN "X" IN  
THE APPROPRIATE  
BOX IN THE  
"FINAL RATINGS"  
COLUMN.

F20. Finally, is there any problem that is more important to you than any of the problems on the scale?

1. YES



5. NO

→ TURN TO P. 35,  
SECTION G

F20a. What is this problem? \_\_\_\_\_

---

---

---

---

F20b. Where would you place this problem on the scale?

\_\_\_\_\_ RATING FROM 100 POINT SCALE

## SECTION G

- G1. In talking to people about elections, we often find that a lot of people were not able to vote because (they weren't old enough) they weren't registered, they were sick, or they just didn't have time. How about you - did you vote in the 1978 general elections this past November?

1. YES, DID VOTE	5. NO, DID NOT VOTE	7. NOT OLD ENOUGH	8. DON'T KNOW
---------------------	------------------------	----------------------	------------------

GO TO G2

G1a. In that election did you vote for a candidate for Congress-- that is, for the U.S. House of Representatives in Washington?

1. YES	5. NO	8. DON'T KNOW
--------	-------	---------------

GO TO G2

G1b. Which candidate did you vote for, the Republican or the Democrat?

1. REPUBLICAN	5. DEMOCRAT	7. OTHER	8. DON'T KNOW
---------------	-------------	----------	---------------

- G2. Now, in 1976 you probably remember that Gerald Ford ran on the Republican ticket against Jimmy Carter, who ran for the Democrats. Do you remember for sure whether or not you voted in that presidential election?

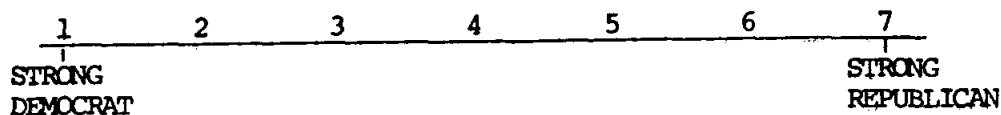
1. YES, DID VOTE	5. NO, DID NOT VOTE	6. VOLUNTEERED: NOT OLD ENOUGH TO VOTE IN 1976	8. DON'T REMEMBER IF VOTED; DON'T KNOW
---------------------	------------------------	--	--

TURN TO P. 36, G3

- G2a. Did you vote for Ford or for Carter?

1. FORD	5. CARTER	7. OTHER	8. DON'T REMEMBER; DON'T KNOW
---------	-----------	----------	----------------------------------

- G3. (R.B., P. 18) Some people think of themselves as strong Democrats, some as strong Republicans, and others are somewhere in between. Where would you place yourself on this scale?



\_\_\_\_\_ R PLACES SELF

G4. (R.B., P. 19) Now I want you to think about Gerald Ford. I am going to read a list of words that people use to describe political figures. For each, please tell me whether the word describes Ford extremely well, very well, pretty well, or not very well at all?

The first on our list is "courageous." In your opinion, does the word "courageous" describe Ford extremely well, very well, pretty well, or not very well at all?

0. R VOLUNTEERS: DON'T KNOW WHO  
GERALD FORD IS

TURN TO P. 39, G6

	1.	2.	3.	4.	5.
	EXTREMELY WELL	VERY WELL	PRETTY WELL	NOT VERY WELL AT ALL	DK
a. COURAGEOUS					
b. <u>immoral</u>					
c. too political					
d. warm					
e. honest					
f. selfish					
g. smart					
h. humble					
j. weak					
k. reckless					
m. knowledgeable					
n. <u>unstable</u>					
p. open-minded					
q. power-hungry					
r. prejudiced					
s. inspiring					

65. (R.B., P. 19) Now I am going to read a list of phrases. As I read, please tell me how well each phrase might describe Ford if he were president today.
- The first on our list is "favor special interest groups." In your opinion, does the phrase "favor special interest groups" describe Ford extremely well, very well, pretty well, or not very well at all?

		1.	2.	3.	4.	8.
		EXTREMELY WELL	VERY WELL	PRETTY WELL	NOT VERY WELL AT ALL	DK
a. FAVOR SPECIAL INTEREST GROUPS	a.					
b. set a good moral example	b.					
c. solve our economic problems	c.					
d. hide things from the public	d.					
e. not stand up for the U.S. in foreign affairs	e.					
f. become isolated from the people	f.					
g. provide strong leadership	g.					
h. appoint good advisors	h.					
j. be <u>immoral</u> in personal conduct	j.					
k. get us into <u>unnecessary</u> wars	k.					
m. develop good relations with other countries	m.					
n. communicate openly with the people	n.					
p. break the law	p.					
q. understand the little people	q.					
r. stick to his word	r.					
s. use the office of President for personal gain	s.					

- G6. (R.B., P. 19) Now I want you to think about Jimmy Carter. I am going to read again the list of words. For each, please tell me how well the word describes Carter.

The first on our list is "courageous." In your opinion, does the word "courageous" describe Carter extremely well, very well, pretty well, or not very well at all?

0. R VOLUNTEERS: DON'T KNOW  
WHO JIMMY CARTER IS

TURN TO P. 41, SECTION S

	1.	2.	3.	4.	8.
	EXTREMELY WELL	VERY WELL	PRETTY WELL	NOT VERY WELL AT ALL	DK
a. COURAGEOUS					
b. <u>immoral</u>					
c. too political					
d. warm					
e. honest					
f. selfish					
g. smart					
h. humble					
j. weak					
k. reckless					
m. knowledgeable					
n. <u>unstable</u>					
p. open-minded					
q. power-hungry					
r. prejudiced					
s. inspiring					

- G7. (R.B., P. 19) Now I am going to read the list of phrases. As I read, please tell me how well each phrase describes Carter.

The first on our list is "favor special interest groups." In your opinion, does the phrase "favor special interest groups" describe Carter extremely well, very well, pretty well, or not very well at all?

		1.	2.	3.	4.	8.
		EXTREMELY WELL	VERY WELL	PRETTY WELL	NOT VERY WELL AT ALL	DK
a. FAVOR SPECIAL INTEREST GROUPS	a.					
b. set a good moral example	b.					
c. solve our economic problems	c.					
d. hide things from the public	d.					
e. not stand up for the U.S. in foreign affairs	e.					
f. become isolated from the people	f.					
g. provide strong leadership	g.					
h. appoint good advisors	h.					
j. be <u>immoral</u> in personal conduct	j.					
k. get us into <u>unnecessary</u> wars	k.					
m. develop good relations with other countries	m.					
n. communicate openly with the people	n.					
p. break the law	p.					
q. understand the little people	q.					
r. stick to his word	r.					
s. use the office of President for personal gain	s.					



We would like a little background information on you and your family.

S1. What is the month and year of your birth?

\_\_\_\_\_  
MONTH                      YEAR

S2. Are you married now and living with your (husband/wife)—or are you widowed, divorced, separated, or have you never married?

MARRIED AND LIVING 1. WITH SPOUSE (OR SPOUSE IN SERVICE)	5. WIDOWED	3. DIVORCED
4. SEPARATED	2. NEVER MARRIED	

S3. What is the highest grade of school or year of college you completed?

GRADES OF SCHOOL													COLLEGE				
00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17+

S3a. Did you get a high school diploma or pass a high school equivalency test?

1. YES	5. NO
--------	-------

S3b. Do you have a college degree?

1. YES	5. NO
--------	-------

TURN TO  
P. 42, S4

S3d. Have you had any other schooling?

1. YES	5. NO
--------	-------

TURN TO  
P. 42, S4

S3e. What kind? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TURN TO P. 42, S4

S3c. What is the highest degree that you have earned?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TURN TO P. 42, S4

S4. We'd like to know if you are working now, or are you unemployed, retired, (a housewife), (a student) or what?

1. WORKING NOW

2. TEMPORARILY LAID OFF

4. UNEMPLOYED

5. RETIRED

6. PERMANENTLY DISABLED

7. HOUSEWIFE

8. STUDENT

## S5. INTERVIEWER CHECKPOINT

<input type="checkbox"/>	1. R ONLY FAMILY MEMBER AGE 14 OR OLDER → TURN TO P. 43, S 7
<input type="checkbox"/>	2. R LIVES WITH OTHER FAMILY MEMBERS AGE 14 OR OLDER.

S6. (R.B., P. 20) To get an accurate picture of people's financial situation and the changes they have experienced, we need to gather information about the present and past income of all the families we interview. Would you please look at this page and tell me the letter of the income group that includes the income in 1978 before taxes of all members of your family living here. This figure should include dividends, interest, salaries, wages, pensions, and all other income before taxes for for the year 1978. (IF UNCERTAIN: What would be your best guess)?

98. R REFUSED TO ANSWER →

TIME NOW: \_\_\_\_\_  
GO TO RECONTACT SHEET

A. NONE OR LESS THAN \$2,000	01
B. \$2,000 - \$2,999	02
C. \$3,000 - \$3,999	03
D. \$4,000 - \$4,999	04
E. \$5,000 - \$5,999	05
F. \$6,000 - \$6,999	06
G. \$7,000 - \$7,999	07
H. \$8,000 - \$8,999	08
J. \$9,000 - \$9,999	09
K. \$10,000 - \$10,999	10
M. \$11,000 - \$11,999	11

N. \$12,000 - \$12,999	12
P. \$13,000 - \$13,999	13
Q. \$14,000 - \$14,999	14
R. \$15,000 - \$16,999	15
S. \$17,000 - \$19,999	16
T. \$20,000 - \$22,999	17
U. \$23,000 - \$24,999	18
V. \$25,000 - \$29,999	19
W. \$30,000 - \$34,999	20
X. \$35,000 - \$49,999	21
Y. \$50,000 AND OVER	22

S6a. (R.B., P.20) Now, please look at this page again and tell me the letter of the income group that includes your family income before taxes about five years ago, say for the year 1973.

\_\_\_\_\_ (LETTER)

98. R DOESN'T REMEMBER/DON'T KNOW

S6b. (R.B., P. 20) We are also interested in the income that you yourself received in 1978, not including any of the income received by (your SPOUSE and) the rest of your family living here. Please look at this page and tell me the income group that includes the income you yourself had in 1978 before taxes.

\_\_\_\_\_ (LETTER)

98. R REFUSED TO ANSWER

TIME NOW: \_\_\_\_\_  
→ GO TO RECONTACT SHEET.

S6c. (R.B., P.20) And what is the income group that includes the income you yourself had before taxes for the year 1973?

\_\_\_\_\_ (LETTER)

98. R DOESN'T REMEMBER/DON'T KNOW

TIME NOW: \_\_\_\_\_ → GO TO RECONTACT SHEET

R ONLY FAMILY MEMBER AGE 14 OR OLDER

S7. (R.B., P. 20 ) To get an accurate picture of people's financial situation and the changes they have experienced, we need to gather information about the present and past income of all the persons we interview. Would you please look at this page and tell me the letter of the income group that includes the income you had in 1978 before taxes. This figure should include dividends, interest, salaries, wages, pensions, and all other income before taxes for the year 1978.

98. R REFUSED TO ANSWER

→ TIME NOW: \_\_\_\_\_  
GO TO RECONTACT  
SHEET

A. NONE OR LESS THAN \$2,000	01
B. \$2,000 - \$2,999	02
C. \$3,000 - \$3,999	03
D. \$4,000 - \$4,999	04
E. \$5,000 - \$5,999	05
F. \$6,000 - \$6,999	06
G. \$7,000 - \$7,999	07
H. \$8,000 - \$8,999	08
J. \$9,000 - \$9,999	09
K. \$10,000 - \$10,999	10
M. \$11,000 - \$11,999	11

N. \$12,000 - \$12,999	12
P. \$13,000 - \$13,999	13
Q. \$14,000 - \$14,999	14
R. \$15,000 - \$16,999	15
S. \$17,000 - \$19,999	16
T. \$20,000 - \$22,999	17
U. \$23,000 - \$24,999	18
V. \$25,000 - \$29,999	19
W. \$30,000 - \$34,999	20
X. \$35,000 - \$49,999	21
Y. \$50,000 AND OVER	22

S7a. (R.B., P. 20 ) Now, please look at this page again and tell me the letter of the income group that includes your income before taxes five years ago, say, for the year 1973.

\_\_\_\_\_  
(LETTER)

98. R DOESN'T REMEMBER/DON'T KNOW

TIME NOW: \_\_\_\_\_ → GO TO RECONTACT SHEET

## SECTION X: INTERVIEWER'S SUPPLEMENT

X1. Respondent's sex is:

1. MALE

2. FEMALE

X2. Respondent's race is:

1. WHITE

2. BLACK

3. AMERICAN INDIAN OR  
ALASKAN NATIVE4. ASIAN OR  
PACIFIC ISLANDER

X2a. Is R of Hispanic Origin?

1. YES, MEXICAN-AMERICAN,  
CHICANO

2. YES, PUERTO RICAN

3. YES, OTHER  
HISPANIC

5. NO

8. DON'T KNOW

X3. Relationship of R to head:

1. R IS HEAD

2. R IS WIFE

OTHER: \_\_\_\_\_

X4. Respondent's general level of information about politics and public affairs seemed:

1. VERY HIGH

2. FAIRLY HIGH

3. AVERAGE

4. FAIRLY LOW

5. VERY LOW

THUMBNAIL SKETCH: