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INSTRUCTION BOOKLET

for

POST-ELECTION AND

ECONOMIC STUDY

Survey Research Center
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I. GENERAL INFORMATION ABOUT THE STUDY

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

1. The Presidential Election
2. Economic Affairs

The first of these topics is, of course, the follow-up on the political study, the first portion of which you helped to carry out before the election. The second area is a continuation of studies of the public's economic behavior and attitudes which the Center has conducted in the past. This area consists of a series of questions on the general topics of consumer attitude toward the economic situation, etc., and it is being supported by a foundation and several business firms who need the information on these topics.

Another interesting aspect of this survey is that it is a reinterview study. This means that we will be re-interviewing everyone who was interviewed on Project 417 before the election; we will also try for an interview at addresses where no one was located previously, plus some additional interviews in some of the households.

Some of the respondents will be interviewed with a straight election questionnaire, some with a straight economic questionnaire, while others will get a mixed election and economic questionnaire. The objectives of the questions and the specific procedures to use are discussed in some detail on the following pages of this booklet.

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

Review the first two pages of the Ph17 instruction for further background information about the Election Study.

- B. The Questionnaire There are several points which are important to note about the format of the questionnaires.

1. Inasmuch as many of the questions have been used before, we have done a considerable amount of "pre-coding" on the questionnaires themselves. This means that in many cases we have inserted a number as well as an alternative, in the box which you are to check. As far as your interviewing is concerned, you should disregard these numbers; the alternatives will always be stated, and that is all you need be concerned with. Check all the appropriate boxes, whether they have numbers in them or not.

2. In some places the answer boxes are very close together, so please be careful to make your check marks clear and distinct. Make sure that we can tell which answers you intended to check; don't let your check marks fall between two boxes or include more than one box.
3. We have made use of contingencies throughout the questionnaires. You will see that many questions are asked only of people who have given a particular answer to a previous question. Those on the political series are a bit out of the ordinary, so do study these questions carefully, and pay particular attention to the question-by-question objectives for them.
4. This is a write-in form. All responses are to be recorded in the questionnaire booklet.

Four Forms

On this reinterview study there will be four different forms of the Questionnaire. This will not make things as complicated as it sounds, since in all cases, the cover sheets will indicate which form of the Questionnaire is to be used.

For your information, there are three (not including the Personnel Data) sets of questions combined in different ways to make up four forms.

The "A" questions are the basic political questions; The "B" questions are the basic economic questions; The "C" questions are additional political questions asked in about one-third of the households where we do not wish to ask the economic questions ("B"). The forms have been put together as follows:

Form A: These have been assigned to Ph17 respondents who are neither head nor wife. They get asked political questions only.

Form B: These have been assigned to the head or wife in those households where the Ph17 respondent was neither the head nor the wife and who gets asked Form A.

Form AB: These have been assigned to the Ph17 respondents who are either the head or wife.

Form AC: These have been assigned to about one-third of the households where we are not asking the economic questions.

The use of four forms will make it much simpler than if we had used one bulky questionnaire. It would then have been necessary to make decisions with each respondent as to which sections applied and which did not.

C. The Introduction

Be sure to read again pages 22-28 of the Manual for Interviewers for a review of the important points to remember in making your introduction to the respondent. Be sure that you make clear the objective, research-oriented nature of the project. There is a good chance that some of your respondents will have been approached or have heard about other surveys or opinion polls concerning the election. We want to make sure there is no confusion in their minds as to who is doing the study and how the information will be used. You will have your usual credentials to help you in this regard (ID card, Why Ask Me? folder, etc.)

You can assure the respondents that the findings of the study will be published, and therefore will be available to everyone interested in public opinion on the election and the consumer attitude section.

In connection with the publication of the study findings, you will certainly want to stress the fact that no individual is ever identified in the reports of Center studies. However, do not promise the respondent that we are not interested in his or her name, since this information will be requested at the end of the interview (see Field Notes, Section I).

II. SAMPLING PROCEDURES

Although these sampling instructions take up several pages and go into some detail, we want to reassure you that you should have no difficulties. In fact, you should find the sampling procedures for this study much simpler to follow than is usually the case for you will be returning to the same addresses that you had visited on Ph17. You will receive one or more Cover Sheets for each address at which you are to interview, and these Cover Sheets will tell you whom to interview and which questionnaire form to use. There are only a few special cases for which you have to fill out a blank Cover Sheet such as for "movers" and secondary family units where we had no previous knowledge of the household composition.

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|--|--|
| A. Where to Interview
(Locating the Address) | A. You will receive a Cover Sheet giving you the specific address at which you are to interview. In all cases this will be the same, or similar to the Cover Sheet you used for Ph17. |
| B. Whom to Interview | B. First determine if the household composition is the same as listed on the Ph17 Cover Sheet. In all cases an interview is to be taken with the Respondent selected for Ph17, and in a few households you will have an additional Respondent to interview. The Cover Sheet will clearly indicate who the Respondent should be for each interview by the entry of an "A", "B", "AB", or "AC" in the "Respondent" column of the Household Composition box. |
| C. What Questionnaire Form to Use | C. Four questionnaire forms are being used: A, B, AB and AC. Each Cover Sheet clearly specifies the questionnaire form to be used with that Cover Sheet. The form you are to use will be the A, B, AB, or AC designation referred to in the preceding paragraph. As a point of information, the original Respondent will always be assigned an A, AB, or AC form. If an additional interview is to be taken in the same household, the additional Respondent(s) will be assigned a "B" form. |
| D. Special Cases Requiring You to Make Out a Cover Sheet | D. Although the vast majority, probably 90% or more, of your interviews will be taken in accordance with the above procedures, there are two special situations which require a blank Cover Sheet to be filled out: (1) where the original household has moved, and (2) in a few cases, where, because they were non-interviews, we had no information about the household composition. These two situations are dealt with on the following page: |

NOTE: The appendix to the Sampling Section (P.) will tell you how to determine the family units and who is head of the family units.

1. When the Ph17 Family Has Moved

- a. Take a "B" Interview with the New Unit

NOTE: No interview is to be taken with the new unit if only an "AC" interview is scheduled to be taken there.

- b. Follow the Original Ph17 Respondent, if Possible, and Take an "A" Interview.

- c. If You Cannot Obtain an Interview with the Original Respondent

1. When the original family has moved, we will want to take an interview with the "movers-in" (except where an "AC" form is assigned) and also follow the "mover", if possible.

- a. Fill out one of the extra blank white Cover Sheets you have received, and take an interview with the head or wife of the new family according to the instructions on the Cover Sheet (unless an "AC" form was assigned). If there should be more than one family unit, use the white Cover Sheet for the head or wife of the primary family and fill out one of the extra blank green Cover Sheets for the head or wife of each secondary family unit. You will have received extra packs of white and green Cover Sheets. Use these in the order in which they are stapled, beginning with the one on top.

- b. We do want to try to follow the original Ph17 Respondent. If you can determine from the present occupants, neighbors, post office, or other informants where the original household has moved, and if they have not moved too far, (that is, still in the same city or nearby area) we would like you to go to the new address and interview the original Ph17 Respondent using questionnaire form "A", unless such follow-up entails any unusual expense. If any questions on time or money decisions arise, please contact us immediately.

- c. If you are unable to locate the original Respondent, it is too costly to follow him, or you are not able to obtain a reinterview with him for any reason, fill out the non-interview portion of the Cover Sheet assigned to this Respondent.

2. If Household Composition is Not Recorded on Cover Sheet Sent You

E. List of and Purpose of Sampling Materials Sent to You

1. Original Ph17 Cover Sheet and Additional Cover Sheets
2. Extra Blank White Cover Sheets
3. Extra Blank Green Cover Sheets
4. Sample Address Summary Sheets

2. Some of the Cover Sheets you receive from us may not have the household composition shown, so that we are unable to designate the Respondent in advance. These are addresses which were non-interviews on Ph17. Turn to the extra Cover Sheet which has been stapled in to page 2. Fill this out and take a "B" interview as indicated. The Respondent will be designated by a red check in one of the two boxes in the Selection Box on this page. If there is more than one family unit associated with this address, make out additional green Cover Sheets for each secondary.

E. The following sampling materials have been sent to you:

1. There is one Ph17 Cover Sheet for each original Respondent interviewed on Ph17 and additional Cover Sheets if more than one Respondent is to be interviewed.
2. Extra blank Cover Sheets are provided for the primary family in the case of "movers-in". These are assembled in sets of five; within each set the sheets are numbered from 1 to 5. Use them in this order. Finish one pack before beginning another. If you need more, notify us immediately.
3. The green Cover Sheets are to be used for secondary family units among "movers-in" and where the household composition was not known in advance. Use them in the order as numbered.
4. The Sample Address Summary Sheet lists all addresses at which you are to interview and for which you have been provided Cover Sheets. It also tells you which questionnaire form is to be administered.
 - a. Check all of the information appearing on the Sample Address Summary Sheets against the Cover Sheets as soon as you receive them. If there are any discrepancies notify us immediately.
 - b. Disregard any deleted addresses — in general, these will be sent to you in a second mailing.

APPENDIX TO SAMPLING INSTRUCTIONS

- F. Non-interviews
- F. Complete the non-interview portion of the Cover Sheet for all non-interviews, as usual. You should have few or no "AND'S" (address, not a Dwelling Unit) unless a change has occurred in the few weeks since the last interview. If a Pl47 vacancy is still a vacancy, be sure to report this again.
- G. Other Sampling Questions
- G. We have not tried to cover every single problem that might occur since it would make these instructions exceedingly long and since these special cases will occur so rarely that most of you will never have to deal with them on this study.
1. If Problem Not Covered by these Instructions, Contact Us Immediately
 2. Do Not Check for New Construction or Missed D.U.'s
 3. If There are Five or More Secondaries
1. If any situation comes up which does not appear to be covered by these instructions get in touch with us immediately. We have in mind such problems as any partial changes in household composition, any additional Dwelling Units at a sample address, etc.
 2. In segments and listed blocks, you are not to make the usual check for new construction or for Dwelling Units omitted from the listings. You are to go only to the specific addresses listed on the Sample Address Summary and on the Cover Sheets.
 3. If you should find a dwelling unit with more than five roomers or boarders, write to us for instructions before you take any interviews with these unrelated people.

- A. Determining the Family Units
- A. To determine the family units you will need to keep in mind our working definition of a family unit (see Manual for Interviewers for details). Briefly, a family unit is one or more persons living in the same dwelling unit and related to each other by blood, marriage or adoption. Notice that a single person unrelated to the other occupants is a family unit by himself. Once you know the family units, you are ready to determine which is the primary one.
- B. Determining the Primary Family Unit
- B. Specifically we define primary family to mean the financially most important family at the dwelling unit. Where there is only one family, that is the primary family unit. But, if there's more than one family unit at the dwelling, you will probably need to ask an informal question or two to find out which family unit is primary. Ask who owns or rents the house. If that doesn't work, ask who owns the household furnishings, etc.
- C. Determining the Head in the Primary Family
- C. Usually who the head is will be readily apparent. Once in a while, though you may find a primary family in which it is difficult to determine who the head is (for example, a widower living with his son's family).
- Here are the principles to use: the head is the person mainly responsible for the primary family's finances -- the person who owns the house or pays the major share of the rent; the person who provides the major share of the financial support, etc.
- NOTE: In the case of a married couple, the wife is never considered the head, even though she may be earning the main income or have the house in her name.
- D. Examples of Primary and Secondary Family Determination
- D. Here are some examples to illustrate how you can determine primary and secondary families:

1. Widower Living with Son's Family

1. Take the case of a widower living with his son's family. These people are all related, so they are all in the same family unit. This, of course, is the primary family because it is the only family unit there.

To determine the head of this primary family, find out if the son or his father owns the house or pays the rent, or which one owns the household furnishings, etc.

If it is the father, he is the Respondent. If it is the son, look at the Cover Sheet to see whether the son or his wife is to be interviewed.

2. A Landlady with Three Roomers

2. Another case could be a landlady with three roomers, all of whom are unrelated to each other. Because they're unrelated, you have to take four interviews there.

3. Two Girls Sharing an Apartment

3. Take a third case where two girls have an apartment together, sharing the rent equally. They are unrelated, so you take an interview with each. It won't matter in this case who gets the white Cover Sheet and who the green Cover Sheet.

A. Interviewing Dates

Interviewing begins on November 12 or as soon after November 6 as you can begin. You should plan to finish by December 15. We are mailing this particular study in two shifts, with the first batch going out around November 1, so you will be able to begin interviewing a little early. But do not begin until after Election Day, November 6 at the earliest! This will give you an interviewing period of approximately 5 weeks, which should be sufficient time to pick up all respondents. Since we are especially interested in a high response rate for this study, it may be possible to allow a few extra days for picking up respondents who have been unavailable before December 15.

B. Materials You Should Have

With each package of materials that the Office Contact will receive, there will be included a "Field Office Check List of Materials". Check the list against the contents immediately and if there is any discrepancy let us know at once.

1. Instruction Book (One per interviewer)
2. Questionnaires (There will be 4 forms this time)
 - Form A
 - Form B
 - Form AB
 - Form AC
3. Card (2 per interviewer) for Forms A, AB, AC. Questions 58 and 59
4. Name and Address Cards
5. Why Ask Me? (5 per interviewer)
6. Immediate Action Forms
7. Envelopes of Sampling materials under separate cover (Please check enclosed Transmittal Form to make certain you have everything which is listed as enclosed. If not, please let us know immediately.)

For this study the Questionnaires (and Cover Sheets) will be sent to you in two or more mailings. The second shipment of materials should go out to you around November 12.

C. Study the Questionnaire(s)

Because there will be 4 forms of the questionnaire it is important for you to familiarize yourself with the instruction book and questionnaires before you take the first production interview. Therefore, it would be a good idea for you to run through the questions with someone in your family--just to get the flow of subject areas and the feel of the various questions.

D. No Practice Interviews

Instead of the usual practice interviews, Air Mail to Ann Arbor the first interview of each of the four types you take as soon as possible after receiving your materials. The Study Staff will be able to read the interviews and to catch any trouble spots which may appear and we will get word to you immediately if there seem to be any problems.

E. Contact Local Authorities

Because of the subject matter involved, we feel it is important that the Office Contacts get in touch (by letter or phone) with the local Police Chief or Sheriff, as well as the Better Business Bureau or Chamber of Commerce, and give these people the following information before the interviewing begins.

1. A brief statement of the study (similar to what you'll be telling respondents).
2. The names of all local interviewers working on the study.
3. A general indication of the neighborhoods where interviews will be taken.

If you will be interviewing in several towns, you'll need to do this for each one. Showing your ID card helps. If the person wants a direct confirmation from Ann Arbor, let us know immediately, and we'll send a letter. Or, if necessary, the person can contact us directly. In such a case, he should write or call Dr. Warren Miller - Normandy 31511 Ext. 2255, or Dr. Morris Axelrod - Normandy 31511 Ext. 2482.

F. When to Begin Interviewing

Please begin interviewing as soon as possible after Nov. 6. Plan your work for the December 15 deadline. If you can finish earlier it will be most helpful for us and for your Christmas Shopping. So, please keep your interviews coming in steadily. DON'T LET THEM PILE UP!

G. Scheduling Your Production

Plan your interviewing so that the following schedule is approximated and at least the indicated percentage is completed during the periods shown:

<u>Period</u>	<u>Percentage to be Completed</u>
Nov. 7-17	30%
Nov. 18-24	55%
Nov. 25 - Dec. 1	75%
Dec. 2-8	90%
Dec. 9-15	100%

Remember, if you are delayed for some reason, or if you foresee any difficulties in making the deadline, please let us know immediately. If you are unable to finish within a few days of the final deadline, we need to know in plenty of time to make necessary arrangements for sending in reinforcements.

H. Planning Your Calls

The efficiency of interviewing can be determined in large part by the efficiency with which you plan to make your original and subsequent calls at the various addresses. For example, if your respondent is a man, the likelihood is that the evening is the time to get him. With a housewife, daytime calls are probably more efficient. On the original call, if the respondent is not at home try to find out the best time to locate him. Our studies of field costs show that when the man is the respondent you should not try to locate him during the day unless you have specific information that he will be there. Use all the relevant information obtained on the pre-election interview to help you plan your calls.

I. Name and Address Cards

When you have completed the interview with the respondent, there is one more step. We hope to do a reinterview of these respondents sometime in the next two or three years (See Sec. II C); in order to do this we must be able to locate the respondents despite the problems which will develop over this long period of time. We will need every bit of identifying information which you can provide to insure that you, or another interviewer, can be certain that the eventual reinterview is with the correct respondent. One very important piece of identifying information is the respondent's name and address. We know from past experience that most respondents will be quite willing to give you their names, particularly if you reassure them that, as is the case, this in no way detracts from the anonymity of the interview. We have purposely used a separate card for the name to emphasize that it will not be attached to information in the interview.

To minimize the possibility of lack of cooperation from respondents, it may be useful for you to follow a two-stage approach in asking for the name. First, ask the respondent to fill out the Name and Address Card to enable us to send him a summary report of the study results. If the R objects, perhaps indicating that he isn't interested in a report, then explain that we may want to interview him again after two or three years and that it will be very helpful to you in locating him then if we have his name.

If the respondent still prefers not to give his name and address, then try to fill in on the card any and all such identifying information as you can obtain. For example, if the interview is taken at a farm, the name of the farm ("Pleasant Hill," "C.R. Jones and Son") would be of great help. The clearer and more complete the information that you obtain now, the easier it will be to relocate the respondent in the future. Of course, if the information cannot be gained without antagonizing the R, it would be better not to pursue the matter since this would defeat our purpose of being received back for the follow-up interview in the future.

When you or the respondent have filled in all of the possibly useful information on the card, be sure that at the earliest possible moment after leaving the R you mark the card with the Interview Number which is stamped on the cover sheet. Without this number, the information on the card is useless. Finally, insert the filled out card in the middle of the interview and mail it back to us in this fashion.

- J. Callbacks As usual, we would like to have at least four calls made at all city and town addresses (i.e., three callbacks after the initial one). In segments, two callbacks or a total of three calls should be made when necessary before an address is considered a non-interview.
- K. Fill Out Cover Sheet for Every Sample Dwelling Unit Be sure to fill out a Cover Sheet for every sample Dwelling Unit. For non-interviews, fill out the non-interview form on the reverse side of the Cover Sheet. For this study (for all interviews, i.e., Forms A, B, AB, and AC) use column 2, page 4; under P651, except where you have made up a Cover Sheet for an additional family unit. In this case, enter the non-interview information in the space provided.
- L. Your Name on Cover Sheet and Face Sheet Please double check and make sure that YOUR name (name of the interviewer) appears in the proper space on both the Cover Sheet and the Face Sheet. At the top of each Cover and Face Sheet it calls for the interviewer's name but lately some of you have been putting the RESPONDENT'S name here; so, do check this extra carefully, especially the Face Sheet.
- M. Editing Interviews Before you mail an interview to the office, please go over it very carefully to see that you have each question accounted for in some way. If a question is inapplicable, please so mark it (Inap.). If you discover that you forgot to ask a particular question, please indicate that too. Please read each answer and make certain it is perfectly clear in meaning to the analyst. If you know what the respondent meant, but his own words are not particularly clear, insert in parentheses any clarifying remarks of your own.
- N. Mailing the Interviews Please don't delay mailing your interviews to the office. It is important that we maintain a steady flow of interviews for the coding operation. Don't let more than three interviews accumulate before mailing them.
- O. High Response Rate Because this is a reinterview survey, it is imperative that we get as many interviews as possible since the value of the pre-election interview depends upon the post-election interviews. This means that we hope for an even higher percentage than usual by making more calls than usual at borderline addresses before we're ready to call them non-interviews. In some cases, of course, this will involve more time and expense. We would like you to make as many calls as necessary to interview all the respondents that were interviewed before.
- P. Compute Response Rate After all the required calls have been completed, we would like to have you compute the response rate. This is done by:
1. Determining the number of Cover Sheets received plus any additional Cover Sheets you may have had to make up.

2. Subtracting the number of Vacancies from this total.
3. Dividing the number of interviews taken by the figure obtained in step 2.

If, after doing this, you find that you have less than 90% response, additional calls should be made at all of your HAMS, RAs, etc. This should be continued until at least 90% has been reached, but don't stop with 90%. If it appears, for any reason, that you will be unable to reach 90% notify the office immediately.

- Q. Day-by-Days We will require Day-by-Day work records throughout this study.
- R. Progress Reports About the 19th of November we will send out forms for you to use in reporting the progress of your interviewing. This will give us a picture of how all the PSU's are getting along. We send these reports to Office Contacts, and it is important that they be returned to us promptly. It will help if you all keep track of your assigned addresses and keep in touch with the Office Contact on your progress. Remember, we are depending on you to contact us immediately in case of special difficulties, interruptions in interviewing, etc., which may affect your ability to meet the deadline.
- S. Thumbnail Sketch We are requesting a brief thumbnail sketch for every interview.
- T. No Respondent Letter Since this is a reinterview study there will be no follow-up respondent letters mailed.

FORM A QUESTIONNAIRE

General Objectives of Form A Section of Questionnaire

Most of the objectives of the Election Study which we listed in the Instruction Book for the October Phil7 interviews require that we obtain the information we are asking for in this reinterview. In order to meet these objectives we will need to relate information from the pre-election interview to the information on actual voting behavior that we will get in this reinterview.

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

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

1. The role of the different mass information media (newspapers, radio, TV, etc.) in the campaign
2. The impact of the activities of the major parties on the population
3. The influence of certain kinds of group memberships on the vote.

FORM A QUESTION-BY-QUESTION OBJECTIVES

Identification Information

<u>Interviewer's name</u>	Be sure to record <u>your</u> name. Some of you have incorrectly recorded the respondent's name.
<u>Interview number</u>	As usual, number your interviews consecutively as you take them.
<u>Date</u>	Record the date the interview was taken.
<u>Town or city</u>	Record the name of the local civil division; i.e., town, city, village
<u>State</u>	Be sure to record the state name.
<u>Questions 1-6</u>	In these questions we are interested in getting some measure of the amount of R's exposure to the different mass information media (that is, newspapers, radio, television, etc.)

Q. 1a Here we want to find out the specific newspaper which the R reads, if any, for political news. Record the name of the paper as well as the city in which it is published. If he mentions more than one paper, record them both but underline the one he reads most.

Q. 2-4 Self-evident.

Q. 5 We are also interested in learning which one of the media R depended on most in following the campaign; therefore, Q. 5 should be asked of all R's who mention having followed the campaign at all on more than one medium. Do not ask this question of someone who mentioned only one medium (e.g., who mentions following it only on television and not at all on anything else), nor of someone who didn't follow the campaign on any of the four media. In some cases the R may find it hard to pick the one medium he used most, and will answer by mentioning two -- e.g., "radio and television." In such cases, do not try to force R to choose one.

Q. 6 This is to be asked of all respondents, including those who did not report reading about the campaign in any newspaper. NOTE: We are concerned with news and not with editorial policy. If R answers ambiguously in terms of, "I think they prefer Eisenhower (or Stevenson)," repeat the question for the R, emphasizing "in reporting the news."

Q. 6a This question should be asked of those who answer "no" to Q.6, that is, everyone who thinks the news was not covered with equal fairness to both candidates.

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

QUESTIONS 8 THROUGH 15 ARE TO BE ASKED ONLY OF PEOPLE WHO SAY THAT THEY DID VOTE

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

Q. 8a This question should be answered as completely and specifically as possible. Thus, if R says that he voted for a party because of its stand on issues, probe for examples of such issues; if R says it's a "better" party, probe for why R thinks it's better; if he says he voted for the "better" man, probe for why R thinks his candidate was better, etc.

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

Q. 9 This question requires a definite statement of time, such as "since the convention," "only a day or two before the election," etc. While it is not desirable to force a reply in terms of actual dates, there must be reference to an approximate time period. General statements such as "quite a while ago," "all along," etc. are not satisfactory. We would like to be able to identify the time of R's decision in terms of more specific time periods such as "before the conventions" or "election day," or some other specific point in the campaign.

Q.10 In this question we want to identify the people who change their minds during the campaign, or who were at least undecided sometime during the campaign. (By "opposite candidate" in this question we mean the candidate opposite the one R voted for, not the candidate opposite to the one who wins the election. In those few cases where R reports that he voted for a minor party presidential candidate, ask him if he ever thought during the campaign that he might vote for "either Eisenhower or Stevenson.")

Q. 10a This should bring out the reasons why R changed his mind and did not vote for the candidate mentioned in Q. 8. Reasons here may be negative, in terms of the decision not to vote for a candidate or party, or they may be stated in terms of the things R likes about the candidate or party finally selected. As in the case of Q. 8a, responses to Q. 10a should be as complete and specific as possible; vague, general responses should be probed.

Q. 11 In this question we are attempting to find out how strongly the R felt about voting for the candidate or party of his choice. This is to give us a rough measure of the intensity of his partisanship in voting. Some R's may vote for the party and not care about the candidate, and some may vote only on the basis of candidate preference and not care about the party. Regardless of their relative interest in parties and candidates, DO NOT SUBSTITUTE THE NAME OF THE CANDIDATE OR PARTY THE R VOTED FOR WHEN ASKING THIS QUESTION; USE THE PHRASE "THE REPUBLICAN CANDIDATE," OR "THE DEMOCRATIC CANDIDATE," whichever is appropriate.

Q. 12 This is a counterpart to Q. 11. Here we want the intensity of R's participation; we want to know how important it was to him to go through the act of voting. In some cases, intense partisanship will be accompanied by intense participation. In other cases this will not be true. For example, although the R may have felt there was little difference between the candidates or parties, he may still have felt that it was very important to vote. On the other hand, some R's may have been very strongly in favor of one candidate or one party and yet felt that it didn't make much difference if they voted -- in the instance of Eisenhower supporters who were positive that he would win anyhow or in the case of Stevenson voters who thought he was sure to lose even if they did vote for him. Many respondents will probably give similar answers to Q. 11 and Q. 12; try to make sure that they see the difference between the two questions and are not just responding twice to the same vague idea that it is important to vote.

QUESTIONS 13 THROUGH 15

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

In Q. 13 and Q. 14, try to get down R's exact words, i.e., we want to know if he answers by giving candidate or party name. If R answers by saying he doesn't know whom he voted for or doesn't remember the candidate's name, probe to see whether R remembers which party he voted for. In 1952 our instructions were not sufficiently clear and we ended up with about 15% of the voters telling us they didn't know the candidate's name and then not telling us which party he represented.

Q. 13, 13a Special instructions to interviewers in:

Delaware	New Jersey
Maine	New Mexico
Massachusetts	Rhode Island
Michigan	Tennessee
Minnesota	
Mississippi	Virginia
Montana	Washington, D.C.
Nebraska	Wyoming

Since there were no races for United States Senator in your states, omit this question.

Special instructions to interviewers in Kentucky and South Carolina: since two Senators were elected in Kentucky and South Carolina, find out how R voted for two candidates.

Q. 14, 14a Special instructions to interviewers in Connecticut, New Mexico (4)*, Texas, and Washington: Since in your states there was one Congressman-at-Large elected by all voters in the state, in addition to the regular Congressmen elected one to a district, you should get two statements of how R voted for Congressman.

Q. 15, 15a This is a general question about state and local offices other than Senator and Congressman which are covered by previous questions. By voting a "straight ticket" we mean voting for all candidates of one party. If R is a Democrat and has voted for all Democratic candidates excepting one Republican, he has voted a split ticket according to our definition. If R says he has voted "mostly" for one party, get some indication of what this means -- how many votes on each side, etc.

QUESTIONS 16 THROUGH 16b ARE TO BE ASKED ONLY OF PEOPLE WHO SAY THEY DID NOT VOTE

Q. 16 This question requires only the name of the presidential candidate or party for whom R would have voted. This answer is to be obtained even if R never votes or is ineligible to vote. We are interested in his preference nevertheless. If R has no preference, hasn't yet made up his mind, or for any other reason does not favor a particular candidate or party, be sure to get this down. Do not force the R to choose if he actually isn't inclined that way. -- In some cases, Q. 16 may take some probing. This is an important question. If R mentions one of the minor party candidates, take this down since we're interested in these kinds of preferences too.

Q. 16a This is the non-voters' counterpart to Q. 8a. As in 8a, strive for specificity and detail in R's response; probe clichés and vague statements whenever you think R may have more to offer.

* New Mexico elects four Congressmen-at-Large so you should get statement of vote for 4 Congressmen.

Q. 16b

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

ASK THE REMAINING QUESTIONS OF ALL R's

Q. 17-17f

A basic objective of this study is to investigate the citizen's involvement in political affairs, and Q. 17 takes up one aspect of this objective. Here we are interested in getting some index of our respondent's political activity and involvement. All we want is a simple check list of whether R did or did not do each of the six things listed in this question.

Q. 18

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

Q. 18a

We want to know which party the person who contacted R represented. (If R was contacted by both Democratic and Republican people, check the "Both" box.)

Q. 18b

In 18b we are most interested in knowing how much personal contact work by party people is concentrated on the presidential campaign as compared to emphasis on state or local contests or party work in general which does not touch on the presidential race specifically.

QUESTIONS 19 THROUGH 28

You will recall that in the pre-election questionnaire we asked R how he thought working class and middle class people would vote. Now we want two other pieces of information about R's view of social classes; we expect these will be related to various political attitudes. First, we want to find out which class R considers that he fits in best. Second, we want to know whether or not R feels he has "come up in the world" in terms of social class. This "getting ahead" might show up by comparing R's present status with either his parents' status when he was growing up (Q. 20), or with his own status when he first started to earn a living (Q. 23-28).

As before, if R asks what we mean by "class," try to get him to fill in whatever meaning the term has for him. For example, it would be all right to say, "We want whatever you would generally think of as 'working class.'"

Q. 19-19d In the root question (19) we want to find out whether R does think in terms of class groups. But even if he says he does not, we are anxious to have him place himself in one class or the other. This is why we say "...if you had to make a choice" in Q. 19c. We do not want R to feel that he does not need to make a choice, simply because he has said "No" to Q. 19. The second part of the class placement question (Q. 19b and 19c) has been used without problems in other surveys.

Q. 20, 20a We are still talking about "class." Once R is accustomed to talking in terms of class, this question should not be difficult. We want R to answer according to the standards of the period when he was growing up. For example, if R remarks, "By modern standards they didn't have much -- no car, no refrigerator," it would be all right to set a clearer frame of reference: in their town, at that time, what class would they have been considered to be in?

Q. 21 This question is repeated from the pre-election questionnaire to help you in choosing contingencies since the answer to Q. 21 will indicate which of Questions 22-28 you will ask. In many cases marital status will be known to you and the appropriate box may be checked without repeating the question.

Q. 22, 22a This question was inserted here because the marital status information in Q. 21 is handy at this point.

Q. 23-25 Ask of anyone who is or has ever been married.

Q. 23-28 Our main aim in these questions is to establish R's objective class status when he first started breadwinning. Primarily, we would like to know what R's first job was (Questions 24 and 26). By "regular full-time job" we do not mean things like odd pick-up jobs while R was waiting to be drafted; we want to get his first serious breadwinning job (Q. 24). This is why we have pegged the time at "When you were first married," or "After you got out of school" (Q. 28). We would appreciate it if you probed for information as thorough as that which most of you have been getting on the pre-election occupation questions. What was it specifically that the head of the household was doing in this job, and, if necessary, in what kind of an outfit was it that he worked?

Since any job category can include quite a range of pay levels, we also want to know about what the head of household was making at this earlier time, to the best of R's memory (Q. 25 and Q. 28). We are assuming that the early pay checks will stand out in the memory of the head or his wife better than some which have come along recently. A guess is better than nothing here. The size of a normal weekly paycheck will give some notion of annual income. Please do make clear what span of time is referred to by the amount -- whether "weekly," "monthly," "annual," or what.

Finally, since the value of the dollar has changed sharply over relatively short periods in the past, we need to correct this estimated first income to take such changes into account. Head's age at the time he was entering his first regular job will allow us to fix the date involved.

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GROUP MEMBERSHIP

Q. 29-57 For specified groups, in the pre-election questionnaire we found out whether or not R felt his fellow group members were tending to vote more heavily for one of the candidates. We also know whether or not R voted the same way. Now we want to know how attractive this group is to him -- or how much he "identifies" himself with the group -- since this is one of the factors determining how much the group can influence him. Furthermore, we want to know whether R appreciates or resents activity by this group in political affairs. He may be very loyal to his group in most affairs, but still may feel that this type of group has no business making political recommendations. If this is the case, he will feel less obligated to vote as other group members do.

The boxes marked under "Group Membership Characteristics of R" on the inside of the front cover sheet will help you follow the contingencies in this section. If the "Farm" box is checked, ask the farm questions (Q. 29-39). If either of the first two boxes under union membership is checked, ask the union questions (Q. 40-45). Where either Catholic, Jew, or Negro is checked, ask the appropriate questions. It might be helpful to you to go through your interview before you arrive at the address, to cross out those sections which will not be asked of this particular R. Otherwise, you will have to check back to the cover sheet while the interview is in progress, to see which questions are appropriate.

(continued on next page)

Remember that each R is asked questions for every group he belongs to, even if this means he is asked similar questions for two or three different groups. You will recall also that even where wives and other household members are not themselves farmers or union members, the farm and labor union questions are still asked where head is a farmer or union member. This is not the case with the race and religious groups: R's own membership in the group is all that counts here. There should be no problems if the boxes are followed as marked. However, if any doubt arises about the accuracy of these markings in a specific case, go ahead and ask the questions indicated and we will straighten things out here in Ann Arbor.

QUESTIONS 29-39 - FARM QUESTIONS

- Q. 29-34 Since the farm vote is expected to be of considerable interest this year, we are including here a few brief additional items to help fill out our picture of the type of farming involved in each farm household.
- Q. 29 Here "part of the time" covers all cases in which the farmer, during the farming season, carries on some other kind of regular work as well, so that his attention is not devoted exclusively to farming.
- Q. 30 If not clearly "own," "manage," or "rent," record the explanation.
- Q. 31 A response in acres or sections would be desirable, although as a last resort, any meaningful estimate would be better than nothing.
- Q. 32 We are interested first in being able to distinguish R's who are engaged in diversified farming (a number of types of produce) from those who depend primarily on a single major crop -- fruit, vegetable, grain or livestock. Then of course we want to know, for the single crop farmers, just what that major crop is. If a second major crop is given, record this, but make sure it is important enough to the particular farmer to be close to equal in importance with the first.
- Q. 33, 33a This is a standard type of question which R should have no difficulty with.
- Q. 34 If there is any question, "government" here means the federal government in Washington.

QUESTIONS 35-37 - IDENTIFICATION WITH FARM PEOPLE

These are designed to measure R's identification with his group: how close he feels to other farm people and his interest in how farm people as a whole are getting along.

- Q. 35-36 These are our standard items for all groups to measure R's sense of "we-feeling" with others in his group. We want to know how close he feels to other members, and how much interest he has in how the group as a whole is getting along in the country. These questions are quite straightforward, but do not hesitate to repeat them if R shows any uncertainty about what we mean.

Q. 37, 37a, 37b

This is a special question which has no parallel in the other groups. We want to find out what specific farm organizations R (or head) belongs to, and how much interest he (she) has in this group. This will give us an additional identification measure for a specific farm group.

QUESTIONS 38-39 - ATTITUDES TOWARD POLITICAL ACTIVITY OF THE GROUP

- Q. 38 Here we would like R to choose between one box or the other, and this will happen automatically in most cases. If even after a probe R refuses to choose, saying he does not care one way or the other, record this without checking either box.
- Q. 39 Same instructions as in Q. 38.

QUESTIONS 40-45 - UNION MEMBER QUESTIONS

- Q. 40 The box checked on the cover sheet will give you advance notice whether this question should be asked about R himself or about the head of household. In the few cases in which neither R nor head is a union member, but someone else in the household is, we are not interested in asking these questions. However, we have changed the cover sheet markings in these cases to the "No union members" box, so that you will not be expecting to ask these questions anyway where neither R nor head is a union member. Therefore, if the top box on the cover sheet is checked, it is R's union membership that concerns us in these questions. If the second box is checked, it means that the questions should be asked about the head, and not about R. (This box should read: "R not union member; head is," and not "...someone else in household is.")
- Q. 41-43 These have the same objectives as Q. 35-37. Also note that where the head of household, and not R, is the union member, R is expected to guess on these questions how the head feels about his union.
- Q. 44-45 See objectives for Q. 38-39.

QUESTIONS 46-49 - NEGRO QUESTIONS

Q. 46-47 Same objectives as Q. 35-36.

Q. 48-49 Same objectives as Q. 38-39.

QUESTIONS 50-53 - CATHOLIC QUESTIONS

Q. 50-51 Same objectives as Q. 35-36.

Q. 52-53 Same objectives as Q. 38-39.

QUESTIONS 54-57 - JEWISH QUESTIONS

Q. 54-55 Same objectives as Q. 35-36.

Q. 56-57 Same objectives as Q. 38-39.

QUESTIONS 58-59

These items complete the political part of the questionnaire. Although they have to do with various groups, they are to be asked of all respondents. Mimeographed cards are included for use here, but R's who have difficulty reading will need to have the alternatives read to them. The R is free to choose as many or as few groups as he wishes on either question.

INSTRUCTIONS FOR FORM C

Q. 1-24

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

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

Most of these questions have been used quite extensively by other social scientists. Although some R's may not see much point to them, most of your Respondents should get a kick out of these items. Inasmuch as they form an important part of the study, even though they are asked only of those R's who do not get any of the economic questions, take your time on them.

FORM B SECTION OF QUESTIONNAIRE

This part of the Survey, though somewhat shorter, resembles the Summer Omnibus Survey in most respects. New questions have, however, been included and as always, it is important that you give special attention to their objectives. In general, we again wish to determine the appraisals which consumers make of economic trends and their own economic situation, to measure their automobile buying intentions, and to investigate their feelings and experiences regarding travel.

Wherever gaps in our information have necessitated it, we have written new questions and indicated the reasons for them in the instructions which follow.

QBI - B27: Economic Attitudes and Behavior

The Summer Omnibus Study revealed that consumers have become increasingly concerned with the price level of the economy. It also pointed to a possible drop in the demand for housing. We have therefore given respondents the opportunity to elaborate their opinions about these matters by adding a number of questions, both direct and indirect, about the cost of living and about their attitude toward housing. We are also probing deeply into their reasons for holding the economic attitudes they do. Our data on car buying intentions are always received with great interest. In this survey we have an opportunity to study the effect of the new models on buying plans. This part of the survey is sponsored jointly by a Foundation and several large business firms.

Q. T1 - T16: Travel

The Travel questions are identical with those asked in August. The sponsors of this part of the survey once again are the New York Central System and the Port of New York Authority. (The Port Authority, you will recall, operates the four large airports in the New York area; New York International, La Guardia, Newark, and Teterboro).

As the first broad objective we again seek information about frequency of travel by different modes of transportation by different sections of the population. Who travels? Who stays home? Who use the airlines, the railroads, and the bus lines? This time we are also asking whether any of the respondents' air trips were by company, private, or military plane. We discovered this circumstance to be a source of confusion in the data last time, so we are attempting to separate it on this questionnaire.

The second broad objective is to obtain information about the sort of trip people take by common carrier, disregarding trips by auto. Again we want to know where the respondent went, why he went, who went along, why he used a certain mode, and so forth.

Question-by-Question Objectives: Form B

NOTE: THE FOLLOWING QUESTIONS DID NOT APPEAR IN THE SUMMER OMNIBUS SURVEY. PLEASE STUDY THEIR OBJECTIVES ESPECIALLY CAREFULLY: Q'S B4, B5, B6, B7c, B8, B15, B19, B25.

* * * * *

Q. B1
and B2
Better
off,
Making
more

These questions ask the respondent to compare his (or her) family's present financial status with its situation a year earlier.

Q. B1a
and B2a

These are designed to get at the respondent's reasons for his answers to questions B1 and B2. Please note all factors which the respondent reports as having influenced the family's economic position such as reference to unsteady work, prices, wage changes, illness, changes in family composition, etc.

Q. B3
Better
off next
year

Deals with the family's expected financial situation in the next year. We want an overall judgment whether R expects his family to be better or worse off in a year. "I hope better" is not a satisfactory answer. Find out what R actually expects. A year from now refers to "a year from now" and not the next calendar year beginning Jan. 1.

In Q. B3 the respondent is asked only to compare his financial prospects next year with his experience this year. The answer "Better" could mean that his experience this year was worse than usual and that he expects next year's to be better but still bad. Or it could mean that his experience this year was average, and that next year's will be better than average. Or it could mean that his experience this year was better than usual, and next year's will mark an even further improvement. The same variety of meanings holds true for the answers: "Same" and "Worse."

Q. B4, 4a
Income
and
expenses

Because Q. B3 fails to tell us how the respondent expects to do not only relative to this year, but in general, we ask Q. B4. Then we will know whether "Better" means: "Better, but still worse than average," "Average," or "Better than average." Having ascertained this, find out why by asking the probe (Q. B4a). We are interested in knowing whether R refers only to personal circumstances (a raise, or paying off debts) or also to such things as anticipated changes in prices, taxes, or employment opportunities.

Q. B5
Situ-
ation
few
years
hence

Here we are interested in whether the respondent distinguishes between a slightly better position and a much better position, or a slightly or much less satisfactory situation.

Q. B6, 6a
People's
worries

The kind of worries we're interested in are those having to do with people's financial prospects. Is there concern about such things as prices, unemployment, paying off debts, the economic implications of political and foreign affairs? We want to have a clear idea of the frame of reference the respondent uses to describe the worries he or his friends have, if any, during the coming year.

Q. B7-7c
Housing
plans

These questions are designed to examine R's housing plans and preferences for the next two years. Question B7 is intended to get at the respondent's plans to buy or build a house for his own use. If R tells you that he will buy or build a house, try to record the answer as nearly verbatim as possible so that we can tell how certain he is about this plan. We also need to be able to distinguish between hopes and wishes on the one hand, and reasonable expectations on the other. So, if you get an answer in terms of "we'd like to," or "we hope to," you will want to repeat the question "do you expect to?"

QB7b

Note that Q. B7b has been changed, by the addition of the phrase: "or is it likely that you will move?" The answer "Yes" to this question is therefore no longer adequate, since it could mean either that the respondent will be living in the same house twelve months from now, or that it is likely he will move. Because we have no way of knowing what a simple "yes" answer means, please be sure to write down the answer in enough detail for us to understand what the respondent's moving plans are.

Q. B7c

Question B7c is one we have asked before, but not last August. It is asked only if the respondent answers to Q. B7: "Yes, we will probably be living in this house twelve months from now." For Q. B7c we are interested in the respondent's wishes and hopes. Emphasize the word like. In this respect Q. 7c differs from Q's B7 through B7b.

Q. B8, 8a
Good or
bad time
to buy
house

We want to know whether for, people in general, now is a good time to buy a house. The probe B8a is particularly important. Be sure to note down fully all references to prices, down-payments, credit terms, or quality of materials. Remember that we do not want answers like "a bad time for us."

Q. B9, 9a
Good or
bad time
to buy
household
goods

Here also we do not want a personal frame of reference. We want to know whether, in the opinion of the respondent, it is a good or bad time to buy, for people in general. Such personal statements as "bad time for us" or "we don't have any money" do not answer the question. You may find that in response to B9a some people say something like "There is no reason not to buy, if you need things and have the money." Such responses should be recorded with particular care since they may be difficult to classify.

Q. B10-
10b
Spending
plans

First, in Q. B10, we want to know about any special expenditures R and his family would like to make during the next year. This may include lawn mowers, trips to Paris, dancing lessons, or a new kitchen range.

Since we are particularly interested in the five items listed at the bottom of the page, we ask you to use a special probe for these (Q. B10a). Omit from the probe items already mentioned under Q. B10.

Then check the items R would like in the first row of boxes and ask question B10b for each box checked. Be sure to check the degree of certainty in the correct box. Check these boxes only if R mentions the item in answer to Q. B10 or B10a. If R does not mention the item leave all boxes referring to it blank.

If somebody expects to trade-in their old TV for a new model, the purchase of the new model is a planned expenditure and should appear here.

Deep freezes are not part of the refrigerator category. If mentioned, they should be listed only under Q. B10.

Q. B11 Question B11 is designed to give us R's personal observations about price changes since the first of the year. In asking these questions, it may be well to put some emphasis on the expression "since the first of the year." This may prevent respondents who feel hard-hit by the high cost of living from talking about price changes or high prices over the past two or three years - a subject which is irrelevant to these questions.

Q. B12 These questions are concerned with expected price changes during the
and B12a next year.

One year
price ex-
pectat-
ions

Q. B13- Do not press the R for an answer if he has no clear notion of what
13a prices will do between now and five years from now, but use the probe
Five year Q. B13a.
price ex-
pectations

Q. B14, This question asks about "the next twelve months or so" in order to
B14a discourage such purely seasonal answers as spring is better than
Good time winter. But if R persists with such replies, including answers in
to buy terms of when new models come out, please make them clear in your
autos write-up. Note also that the question refers to the auto market—
whether in general it is a good or bad time to buy autos—and not
whether it is a good or bad time for R.

The question does not specify whether we are talking about new or used cars. Ordinarily R will relate his answer to whichever he is more interested in. But you may encounter a few people who argue the answer differs for new and used cars. Similarly, if someone asks: "Do you mean new or used cars," say "Tell me what you think of each" and record the answer separately for new and used cars.

Q. B15, We prefer not to have seasonal answers here either. If R replies in
B15a terms of what he buys, e.g., "I always buy new cars" or "I can never
New car afford a new car," please repeat the question. We want to know
versus whether - compared with other years - R sees the new car market or the
market used car market as being particularly attractive this year, and why.
However, if he thinks that new cars are always (or never) the best
buy, he has satisfactorily answered the question.

Q. B16-B16e
Car owner-
ship

When we speak of the family we mean all of the people in the family living together.

If it tells you he owns a jeep or pick-up truck or some other "half-car," please give us an exact description of it so we can classify it, and be sure to make it clear whether the box you check in B16a includes or excludes this "half-car."

For families that own a car, we want to know if the car most recently purchased was new or used when it was bought (Q. B16b), and the year model and year of purchase (Q's. B16c and B16d). Once again we would like you to ask (Q. B16e) whether R borrowed any money to pay for the car—counting installment buying as a form of borrowing. If any part of the most recently purchased car was borrowed or otherwise financed, check the "borrowing" box. We are not interested in trade-ins this time.

Remember, by "borrowing" we mean installment buying, loans from banks or any kind of finance company, and personal loans—say from a friend or relative.

Q. B17-B17d
Car purchase
plans, cer-
tainty,
timing

Be sure to ask Q. B17 and Q. B17a of everyone. If R answers "yes" to either B17 or B17a (or both) ask B17b-B17d. We would like you to record answers in sufficient detail so that we can distinguish between people who definitely plan to buy and those whose plans are more or less vague. Write answers in R's own words. We also want to know when R expects to buy the car, but the exact date is not necessary.

If R answers "no" to both Q. B17 and B17a, proceed to Q. B17e. There will be some people who will say "never" in reply to Q. B17e. If they offer any explanation of why they do not intend to buy a car, please note it down.

Q. B18-B18b

These questions are designed to check on people's awareness of 1957 models and changes which car manufacturers have introduced. If R has not seen or heard of the 1957 models, or does not know if they differ, record his "don't know" and go on to Q. B19. Don't force R to express an opinion.

For respondents who are aware of 1957 models and who think they are different, Q's. B18a and B18b are there to get the amount by which R thinks they are different and the specific ways he sees them as being different. When R is specific give us the detail R mentions, but when R does not know specific differences you will have to accept vague answers or a "don't know."

From this and the following question we hope to learn more about what consumers recognize and what they want, and how this is related to purchase decisions.

Q. B19-B19b This is a new question by which we hope to get some indication of how much consumers like the recent model changes and new features in cars. We used "newer models" in the question because not all manufacturers come out with the same thing at the same time. This is not limited to 1957 models. If R likes something and wants to mention it, we want to know what it is. To the extent that R is specific, please give us the detail. Q. B19b is at the end as a probe, because there may be more than one thing that R would like to have on his car.

Q. B20
One-year car price expectations This should give us an idea of whether R expects auto prices to go up, stay the same, or fall during the next twelve months. You may encounter a few people who argue that the answer differs for new and used cars. In those cases, please write up the whole reply in the margins. Similarly, if someone asks "Do you mean new or used cars?", say "Tell me what you think of each" and record the answer separately for new and used cars. If R uses a strictly seasonal or model change frame of reference please report this clearly; but by having framed the question in terms of the next twelve months, we hope to have avoided many purely seasonal answers.

Questions B21-23 may seem somewhat repetitious. They are not. Two people may expect good times next year. But one may think they will not be as good as this year; the other may think that they will be even better. Hence we need two questions. Question B22 asks for a comparison with last year. We are also asking whether R has heard information about changes in business conditions within the past few months (Q. B22a-22b).

Q. B21-21a
Good or bad times during the next 12 months This should tell us what kind of economic conditions the respondent expects for the country as a whole over the coming year. The probe is important because we would also like to know why the respondent holds the opinion he (or she) expresses. What makes or will make times bad? For example - a drop in consumer demand, rising prices, the election outcome, or does R merely generalize on the basis of experiences he sees around him (lay-offs where he works)? Watch out for the "I hope we'll have good times" answer; if you get this, probe for what R thinks will actually happen.

Q. B22-22b
Business conditions better or worse Question B22 requires R to make a comparison with a year ago. Questions B22a and B22b ask for changes during the last few months affecting the country as a whole. Please get as detailed a response as possible about what R may have heard. What we are most interested in is whether R's information shows that business conditions are improving or deteriorating.

Q. B23
Future business conditions better or worse This again refers to business conditions for the country as a whole, and asks for a comparison between business conditions now and a year from now.

Q. B24-24b
Unfavorable business developments We want to know whether our R can think of developments which may make the country's business situation worse. Note that this question is applicable even if R expects better times. Some respondents may mention political developments (the Near East, the election outcome), other economic developments (rising prices, too much debt, falling consumer demand etc.). We want both kinds, and also some details through the probes Q. B24a and 24b.

Q. B25, 25a
Favorable business developments This time we are also giving respondents a chance to mention favorable developments. As in Q. B24 we want mentions of both political and economic developments.

Q. B26, 26a
Effect of November election We wish to determine whether R thinks that future business conditions are in any way related to the outcome of the November elections. You begin by asking whether this will have an effect upon business. If he thinks it will, ask whether it is likely to improve business or not.

Q. B27-27b
Expected business conditions five years hence The main purpose of Q. B27 is to discover whether people give some thought to the economic outlook for the more distant future; and if they do, we want to know what they expect. Undoubtedly, some people never look more than a year ahead. Don't urge them to express a definite opinion in that case, but ask Q. B27b "On what does it depend in your opinion?" Those who do express a definite opinion should be asked Q. B27a. Please be sure to note any mentions of the cold war, changes in employment, etc.; and probe until you find just how R expects these factors to influence business conditions five years from now.

QUESTIONS T1 - T16

As in the spring and summer surveys, all questions in this travel section refer to the experience of the respondent alone.

Frequency of travel

Q. T1 Whether took a trip We mean, of course, trips approximately 100 miles or more away. As we suggested last time, it may be a good idea for you to provide yourself with a road map and mark off a circle with a radius of 100 miles, using as a center a centrally located spot within your sampling area. Although we do not insist on absolute precision about the 100-mile distance, we do want to be reasonably accurate. Note that the twelve month period asked about depends upon the month of the interview. A "circle" trip from home to several destinations and then home again is counted as one trip.

Q. T2-T5a Number of trips taken by each mode For each mode (air, rail, bus, and auto) determine whether R has taken any trips in the last twelve months (Q. T2, T3, T4, and T5) and if he took such trips ask how many he or she took (Q. T2a-b, T3a, T4a and T5a). We are again asking everyone who traveled by plane in the last twelve months whether any of his trips were by company, private, or military plane (Q. T2a). If so, make sure that R's answer to Q. T2b does not include such air trips. The number you write down for Q. T2b should include commercial plane trips only, and should not include trips taken by company, private, or military plane. We need to know how many air trips R took by planes other than these special types. Although we want to learn how many people take trips by company, private, or military plane, we don't need to know how many such trips they take. Notice that we are again asking of air travelers whether they took their first trip in the last twelve months (Q. T2b).

Q. T6, 6a Business trips The objective here is to record whether the respondent took any business trips by any mode (Q. T6), as well as the number of business trips taken by each mode (Q. T6a). Of course, many people make no business trips, and for them you need only check the box "No" under Q. T6. For those who did take business trips check the box "Yes." If the respondent did take one or more business trips, enter the number taken by each mode on the line in the box for that mode (that is, the line under "None," at the very bottom of the box). If business trips were taken by some modes but not by others, check the "None" box for the modes which weren't used.

The trips for business purposes will be part of all of the total number of trips taken by each person. Thus, the number of business trips by each mode for each person must be equal to or less than his total number of trips for all purposes by that mode as shown in Q. T2 - Q. T5a.

Q. T6, 6a Business trips (cont'd)

We mean by business travel, travel in connection with one's job. We do not mean travel on personal business, such as travel to settle an estate. If the trip was paid for by one's employer, it is almost sure to have been business travel. If a person took a trip in connection with his work and spent a few days vacation at his destination, we would count it as a business trip. Self-employed people also may make business trips, of course. For example, an author may take a trip to New York to visit his publisher. If you find marginal trips which are hard to classify as business or non-business, please tell us the details.

We still mean by a trip, a round trip to a point at least 100 miles away -- a definition which you will have to convey to the respondent.

About trips by mixed modes, where, for example, one goes by rail and returns by air: We will count this a half a trip by rail and half a trip by air. (Actually, it is pushing for more accuracy than we can hope to obtain to speak about, say, nine and a half trips by rail, but we need a systematic way of handling cases where we have full information.)

Most recent trip

Q. T7-T16 This sequence of questions should be asked of all respondents who took a trip to a place 100 miles or more away within the past twelve months by common carrier (air, rail, or bus).

Q. T7 Date of trip If the trip took place within more than one month, check the month of completion of the trip.

Q. T8 Purpose of trip Obtain as specific an answer as you can. We are especially interested in distinguishing among vacation trips, business trips, and trips taken on personal business (for example, to attend Aunt Mary's wedding). In the last travel survey we didn't always get a clear idea of the purpose of the trip. Try to get as detailed a statement as possible of why the respondent took the trip. If there was more than one purpose, be sure to get detailed information concerning each. This would be the case, for example, with some businessmen who combine business with vacation trips.

Q. T8a This probe should help us obtain information about incidental purposes which the respondent might either have overlooked, or not have considered important enough to mention, in his answer to Q. T8. Here, too, please get detailed information.

Q. T9 Place visited Ideally, you should learn the town and state to which the respondent traveled. If he traveled to a number of places (as, for example, on a tour) ask for the most distant point reached. (continued on next page)

Q. T9
Place
visited
(cont'd)

By a "trip" we mean going to a point 100 miles or more away and back. To take a "trip", then, you must travel at least 200 miles. The only exception is that if you move 100 miles to a new home, that is a trip. We want to know the farthest point reached on the trip. As a general rule, a town and state should identify the destination. But our purpose is to be clear about what geographical point was reached, and a phrase like "Yellowstone Park" is an adequate description of a destination. Or, for an Easterner, "California" would be close enough. We are going to look up the destinations on a map in the office in order to get a rough idea of the length of the trip, and we need enough information for that. What we want to avoid is answers like "Silver Lake" which leave us in the dark as to which of dozens of lakes might be meant.

Q. T10
Length of
trip

If an answer falls between two boxes (for example, 2½ weeks) ask the respondent which of the boxed periods it is closer to. If this doesn't help, check the shorter period.

Q. T11
Number of
companions

Record the number of people, whether from inside or outside the dwelling unit, who accompanied the respondent on his trip. Don't include the respondent in this number, and be sure that the respondent is giving you the number of people other than himself who went on the trip.

Q. T12
Mode of
travel

You will note that we have a box for auto travel even though we are interested only in the respondent's most recent trip by common carrier. The reason is that it is possible for part of a trip to have been by common carrier while another part was by auto. If this be the case, check the "mixed modes" box, and specify the details on the line beside it. It is, of course, also possible to have gone by means of more than one common carrier - for example, air and rail - in which case, too, the "mixed modes" box should be checked.

"Mixed modes" refers to travel in which the respondent either went by one mode (say, air) and came back by another (say, rail), or travel in which he used more than one mode in getting to his destination, or more than one mode in getting back from it. In every case please specify all the modes involved. (Example: the respondent took a train to Glacier National Park, and then an excursion bus through the Park and southern Canada. In this case, check "mixed modes," and specify both "rail" and "bus" in the space beside the "mixed modes" box.)

The "other" box refers to travel by boat, bicycle, or any mode for which there is no special box. Be sure to specify the kind of mode involved.

These instructions apply to travel outside, as well as inside, the United States.

Q. T13
Reason
for mode

Full answers are important here. An answer such as "I like trains better" is useful but not adequate. We want to learn whether other modes were considered, why they were rejected, and what the advantages were of the mode which was finally chosen. Be sure that you get answers which are specific to the trip you have been discussing.

Q. T13a, b

Record as many advantages as the respondent thinks relevant to his choice of a particular mode. Freely use non-directive probes like "anything else?", "what do you have in mind?", etc. As in the last survey we want to find out as precisely as possible what people mean by "bad connections." For example, do they mean that train schedules are inconvenient? Or that terminals are badly located? Or that trains don't go to the right places? Or that trains don't connect well with one another? Please get as precise an answer as you can whenever the respondent spontaneously mentions "bad connections." And please probe more deeply when the respondent claims to have chosen a particular mode because it was "convenient." When you meet with such responses be sure to ask Q. T13b.

Q. T14
Coach or
first class

This question is asked only of respondents who took rail or air trips. Both for air and rail travel, everything which is not coach is considered first class. For rail travel first class includes parlor cars, as well as all Pullman accommodations, including berths, bedrooms, and roomettes. In first class air travel meals are usually included in the price of the ticket. Air coach flights sometimes, but not always, are at night or involve older planes. If you should meet with a case which doesn't fit into these categories, enter details on the line at the right-hand side of the box. These cases should be rare, if they occur at all.

Q. T15
Place of
ticket
purchase

For tickets bought through hotels, clubs, and associations, check the "travel agent" box. Check "directly from carrier" only if the ticket was actually bought at the depot or terminal. If the ticket was bought for the respondent by his firm, find out from whom his firm purchased it. If the respondent doesn't know, record as detailed information as he can give you beside "other."

Q. T16
Package
tour?

If the respondent did buy an all-expense tour trip, specify the kind of tour it was. By all-expense tour package we mean an arrangement by which the customer at one time for one inclusive price obtains transportation plus something else. The "something else" usually includes hotel accommodations and often meals.

PERSONAL DATA (USED ONLY WITH AB and B INTERVIEWS)

Q. D1-D15

The Personal Data section appears in two parts this time. The first part, up to and including Q. D6, is asked both when you use Questionnaire Form AB and when you use Questionnaire Form B. The second part, beginning with Q. D7, is asked only when you use Questionnaire Form B alone. You do not ask Q's D7 through D 15 if you are using Questionnaire Form AB.

If yours is a reinterviewed respondent, he will have answered Personal Data questions on the pre-election survey resembling some of those below. But in each such case, slight but important changes have been made either in wording or in the boxes to be checked.

* * *

- Q. D1
Length of time in community This question refers to the community in which respondent lives. After the word "in" please insert the name of the town, city, or metropolitan area in which you are interviewing. If you are interviewing in, say, a Detroit suburb, ask about the Detroit area. If you are interviewing in the open country ask about the county or use any similar definition which appears appropriate to you.
- Q. D2
Home ownership If respondent neither owns his home nor pays rent be sure to specify as precisely as possible what his (her) arrangement is.
- Q. D3
Telephone ownership Include only a telephone which is primarily for the private use of respondent's family. We are not interested, for example, in telephones installed in the hallways of rooming houses for the primary use of roomers. This would be true, for example, of most coin phones. In doubtful or unusual cases note down full details.
- Q. D3a-3d
Use of the telephone Ask these questions if respondent does have a telephone. Q. D3c refers to calls made not only by respondent, but by everyone in his home. Sometimes you will be able to obtain only a very approximate number. This is acceptable, so long as we can get a good idea as to whether this is a very much used, a much used, an intermittently used, or a rarely used telephone. But try to get an actual number of calls whenever possible, even if it is a very rough number. Note that Q. 3c refers only to local calls.
- Q. 3d also has to do with calls by everyone in respondent's home. Note the definition of a long distance call: a call to a place more than 50 miles away.
- Q. D3e
Planned installations Ask this question if respondent has no phone (see Q. 3). Again we are interested only in telephones which are primarily for the private use of respondent and respondent's family. If respondent is planning to install an extension in his living room to a telephone currently elsewhere in the house for the use of roomers, or if you run across other unusual situations, mark down full details.

- Q. D4
Education of head Note that this question refers to the education of the Head of the family.
- Q. D5
Family income We want to know the income the family will be earning during the current year, 1956. If the respondent answers that he doesn't know, since the year is not yet over, ask him for his best estimate.
- Q. D6
Age of Head Ask this only if the respondent is not the Head of the family.

If you are using an "AB" Form the interview is now over. BUT DON'T FORGET THE THUMBNAIL SKETCH!

If you are using a "B" Form you go on to Q. D7.

- Q. D7
Party leanings Here we are attempting to measure the respondent's "party identification." By party identification we mean a person's feeling of attachment or belonging to a party. It is something over and above his merely supporting the party because he approves of its policies or its stand on issues.
- The question is intended to pin down the respondent's "usual" or customary sense of party affiliation, not particularly how he voted in this election. This means that a response such as "Oh, I have been a Democrat off and on, but I really don't know about this year" classifies the respondent as a Democrat (probably, in D7a, a not very strong Democrat), and not as an Independent.
- A few respondents may shy away from the question with responses such as "I am an American." Such evasions should be probed further with something such as "Well, a lot of us who feel that we are good Americans also think of ourselves as Democrats, Republicans, and so forth. Generally speaking, do you usually think of yourself..."
- A one-word answer may be perfectly adequate for question D7. A line is available, however, for the comments of respondents who qualify their answers. For R's who say "Republican" or "Democrat," ask Q. D7a.
- Q. D7a Again, the question refers to his customary or usual feelings about strength of party attachment. If R mentions a change in his feelings toward a party, be sure to record that information. In asking the question, use "Republican" or "Democrat" (parentheses in question) depending upon R's statement in question D7.
- Q. D7b This question is asked if the R answered "Independent" or something other than Republican or Democrat to question D7. Again, we want the respondent's "usual" or customary feelings toward the parties. If the R is usually Independent in his feelings, we of course want to know that.

Q. D8 This question is intended to separate voters from non-voters. This question is important. The purpose of the introductory statement is to prevent any feeling of embarrassment or guilt on the part of the people who didn't vote, and to make it easier for them to admit that they didn't vote. This introductory statement should not be omitted.

Q. D8a This question requires only the name of the presidential candidate or party voted for. Since the terms in which R answers may be significant, try to record R's exact words in response to this question (i.e., record whether R answers by giving the candidate's name, the political party, or what).

Q. D9-9b
Occupation We are again interested in the occupation both of the respondent, and of the Head of the family if the respondent is not the Head.

The question is similar to that which many interviewers will recall from the Survey of Consumer Finances, and the objective is similar. We want to be able to classify people into categories like farm operation, semi-skilled workman, professional, unemployed, retired, and so forth. Beware of vague job titles like "engineer," which may mean either a locomotive engineer or a designer of bridges. Beware also of answers in terms of where someone works instead of what he does there.

Enter the respondents occupation in the box under "Respondent". If the respondent is not also the Head of the family, determine the Head's occupation and enter it in the box under "Head."

Q. D10 This refers to the respondent's age.
Age of
Respondent

Q. D11-D15 Self-explanatory.