

## COVER SHEET FOR

for office use only

PANEL RESPONDENT  
1974 POST-ELECTION STUDYP. 495444  
Fall, 1974

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

[White coversheet]

(Do not write in above space.)

1. Interviewer's Label

2. P.S.U. \_\_\_\_\_

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

4. Date \_\_\_\_\_

5. Length of Interview \_\_\_\_\_

(Minutes)

7. Segment No. \_\_\_\_\_

8. Line No. \_\_\_\_\_

6. Respondent's Label

9. Panel R has moved?

☐ NO → Continue with Item 12 and interview panel R ONLY.

☐ YES → New Address: \_\_\_\_\_


10. City \_\_\_\_\_ 11. State \_\_\_\_\_

Check Appropriate Box

☐ New address outside PSU or too far to follow--return cover sheet to Field Office.

☐ Respondent located at new address--continue with item 12 and interview panel R only.

## 12.. Call Record

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

13. List all Household Members by Relationship to Head

[white C.S.]

	(a)  Household Members by Relationship to Head	(b)  Sex	(c)  Age	(d)  U.S. Citizen "YES" / "NO"	(e)  Enter "P" to identify Panel Respondent
Persons 16 years or older					
Persons under 16 years					

- Step 1.** Complete cols. (a), (b) and (c) for each household member.
- Step 2.** Ask, "Are any of these (listed) people NOT U.S. citizens?" (Write "NO" for the ones who aren't and "YES" for all others in col. (d).
- Step 3.** Using the 1972 cover sheet listing box and the recontact sheet, determine the panel respondent and enter "P" in col. (e) to designate panel respondent.
- INTERVIEW PANEL RESPONDENT** - Use this white cover sheet for panel interview and interview panel respondent ONLY.

14. Nonresponse Form

52. ☐ RU-----Panel Respondent Unavailable; someone in HU contacted but Panel R absent or temporarily unavailable (busy/ill). Interview might be possible at some future time. Describe below.
61. ☐ Ref(R)---Refusal by Panel R. Describe below.
62. ☐ Ref(O)---Refusal by someone other than R. Describe below.
57. ☐ NI--Other--Noninterview for other reasons. Describe below.

COMMENTS ON NONRESPONSE SITUATION:

for office use only

COVER SHEET FOR  
PANEL RESPONDENT  
POST-ELECTION STUDY

P. 495444  
Fall, 1974



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

[Blue Coversheet]

(Do not write in above space.)

1. Interviewer's Label

6. Respondent's Label

2. P.S.U. \_\_\_\_\_

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

4. Date \_\_\_\_\_

5. Length of Interview \_\_\_\_\_  
(Minutes)

7. Segment No. \_\_\_\_\_

8. Line No. \_\_\_\_\_

9. Panel R has moved?

☐ NO

☐ YES

→ New Address: \_\_\_\_\_

☐ Moved within PSU

☐ Returned to Field  
Office for Reassignment

10. City \_\_\_\_\_ 11. State \_\_\_\_\_

a. Use this blue cover sheet to follow panel R to new address. Interview panel R only.

b. Make out a yellow cover sheet for this address.

12. Determine if there is more than one HU at address for Panel Respondent. Check one:

☐ 1 HU

☐ There are \_\_\_\_\_ (SUPPLY NUMBER) HU's at the listed address.

Make out Yellow Cover Sheet for each unlisted HU. Add to Respondent Label a specific designation of the HU for which this Cover Sheet is used. On each Yellow Cover Sheet for an unlisted HU be sure to identify the unit specifically.

13. Call Record

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

NONRESPONSE FORM

[blue C.S.]

14. Check reason for nonresponse below and explain more fully as necessary.

Occupied HU's...Panel Respondent

52. ☐ RU-----Panel Respondent Unavailable; someone in HU contacted but panel R absent or temporarily unavailable (busy/ill). Interview might be possible at some future time. Describe below.
61. ☐ Ref(R)---Refusal by panel R. Describe below.
62. ☐ Ref(O)---Refusal by someone other than panel R. Describe below.

Other Nonresponse

57. ☐ NI-Other-Noninterview for other reasons; panel R cannot be located. Describe below.

COMMENTS ON THE NONRESPONSE SITUATION:

15. For each nonresponse please supply as much of the following information as you can without making inquiries of neighbors.

15a. TYPE OF STRUCTURE:

01. TRAILER	06. APARTMENT HOUSE (5-19 UNITS, 4 STORIES OR MORE)
02. DETACHED SINGLE FAMILY HOUSE	07. APARTMENT HOUSE (20 OR MORE UNITS, 4 STORIES OR MORE)
03. 2-FAMILY HOUSE, DUPLEX	08. OTHER (SPECIFY): _____
04. 3-4 HOUSING UNITS	
05. APARTMENT HOUSE (5 OR MORE UNITS, 3 STORIES OR LESS)	

15b. Race: 1. White 2. Black 7. Other \_\_\_\_\_ 8. Don't Know

15c. Estimated Income: 1. LOW (Under \$5000) 3. MEDIUM (\$5000-\$14,999) 5. HIGH (\$15,000 or over) 8. Can't Tell

15d. Are there any persons under 16 in the HU? 1. Yes 5. No 8. Don't Know

IF LISTING BOX NOT COMPLETED

15e. How many persons 16 or older in HU?	<span>1. One</span>	<span>2. Two</span>	<span>3. Three or more</span>	<span>8. Don't Know</span>
15f. Is there a married couple in the HU?	<span>1. Yes</span>	<span>5. No</span>	<span>8. Don't Know</span>	
15g. Sex of household head?	<span>1. Male</span>	<span>2. Female</span>	<span>8. Don't Know</span>	
15h. Estimated age of household head?	<span>1. Under 25</span>	<span>2. 25 - 64</span>	<span>3. 65 or older</span>	<span>8. Don't Know</span>

[Blue C.S.]

16. List all Household Members by Relationship to Head

	(a)	(b)	(c)	(d)	(e)	(f)	(g)
	Household Members by Relationship to Head	Sex	Age	U.S. Citizen "YES" / "NO"	Person Number	Enter "X" to identify sample person	Enter "P" to identify Panel Respondent.
Persons 16 years or older							
Persons under 16 years							

A. ☐ Panel R has moved from 1972 HU to new address Fill in cols. a, b, c, d and g. INTERVIEW PANEL R ONLY.

B. ☐ Panel R has NOT moved from 1972 HU

- Step 1. Complete cols. (a), (b) and (c) for each household member
- Step 2. Ask, "Are any of these (listed) people NOT U.S. citizens?" (Write "NO for the one who aren't and "YES" for all others in col. (d). Remember only U.S. citizens are eligible for selection.
- Step 3. In col. (e) assign a sequential number to each person in the household who is 16 years or older and a U.S. citizen. Number males from oldest to youngest; THEN continue the number sequence by numbering females from oldest to youngest.
- Step 4. Use the selection table above to determine the number of the sample person. In the first column of the selection table, circle the number of persons listed--the highest number assigned in col. (e). The corresponding number in the second column of the selection table denotes the sample person. In col. (f) enter the letter X to identify the sample person.
- Step 5. Using the 1972 cover sheet listing box and the recontact sheet, determine the panel respondent and enter "P" in col. (g) to designate panel respondent.

C. WHOM TO INTERVIEW

- 1. Interview panel respondent. Use this blue cover sheet for panel interview.
- 2. Was the sample person (X in col. f) eligible for selection from this household in 1972
  - ☐ YES DO NOT interview the sample person unless panel respondent and sample person are one and the same.
  - ☐ NO DO interview the sample person. Make out a green cover sheet for the

if this coversheet looks white, it's all  
in your mind; actually it's GREEN...

COVER SHEET FOR

for office use only

SECONDARY RESPONDENT IN PANEL HOUSEHOLD  
1974 POST-ELECTION STUDY

P. 495444  
Fall, 1974



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. P.S.U. \_\_\_\_\_

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

4. Date \_\_\_\_\_

5. Length of Interview \_\_\_\_\_

(Minutes)

6. ID NUMBER OF PANEL R \_\_\_\_\_ (from R label on blue cover sheet)

7. Segment No. \_\_\_\_\_ 8. Line No. \_\_\_\_\_

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

10. City \_\_\_\_\_ 11. State \_\_\_\_\_

12. Call Record

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

BE SURE LISTING BOX ON PAGE 2 OF THIS COVER SHEET IS AN EXACT COPY OF COLUMNS (a), (b), (c), (f) and (g) ON BLUE COVER SHEET FOR PANEL RESPONDENT.

13. List all Household Members by Relationship to Head

[Green C.S.]

Persons 16 years or older	(a)  Household Members by Relationship to Head	(b)  Sex	(c)  Age	(f)  Enter "X" to identify secondary respondent for this cover sheet	(g)  Enter "P" to identify Panel Respondent

COPY FROM BLUE COVER SHEET AND CHECK R FOR THIS COVER SHEET IN COL. (f).

14. Nonresponse Form

52. ☐ RU-----Respondent Unavailable. Secondary respondent absent or temporarily unavailable (busy/ill). Interview might be possible at some future time. Describe below.
61. ☐ Ref(R)----Refusal by secondary respondent for this cover sheet. Describe below.
62. ☐ Ref(O)----Refusal by someone other than R. Describe below.
57. ☐ NI-Other--Noninterview for other reasons. Describe below.

COMMENTS ON NONRESPONSE SITUATION:



## COVER SHEET FOR

for office use only

NONPANEL RESPONDENTS  
1974 POST-ELECTION STUDYP. 495444  
Fall, 1974SURVEY RESEARCH CENTER  
INSTITUTE FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN  
ANN ARBOR, MICHIGAN 48106

[Yellow Coversheet]

(Do not write in above space.)

1. Interviewer's Label

2. P.S.U. \_\_\_\_\_

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

4. Date \_\_\_\_\_

5. Segment No. \_\_\_\_\_ 6. Line No. \_\_\_\_\_

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

8. City \_\_\_\_\_ 9. State \_\_\_\_\_

10. Determine if there is more than one HU at the Listing Sheet address referred to in Item 7 above and check one:

☐ 1 HU    ☐ There are \_\_\_\_\_ (SUPPLY NUMBER) HU's at the listed address.

Make out another Yellow cover sheet for each unlisted HU. Add to Item 7 a specific designation of the HU for which this cover sheet is used. On each cover sheet for an unlisted HU be sure to identify the unit specifically.

## 11 Call Record

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

BE SURE TO COMPLETE THE LISTING BOX ON PAGE 4 BEFORE INTERVIEWING. IF NO INTERVIEW IS TAKEN COMPLETE NONRESPONSE FORM ON PAGES 2 AND 3 AND RETURN TO THE FIELD OFFICE.

NONRESPONSE FORM

[yellow C.S.]

12. Check reason for nonresponse below and explain more fully as necessary.

81. ☐ SLIP-----Sample Listing Isn't Proper. Describe below (building demolished, no such address, outside segment boundary, no HU at address, commercial structure with no HU, and so forth).

82. ☐ NER-----No Eligible Respondent. Describe below

Vacant HU's

71. ☐ HV-----Year-round housing unit vacant.

72. ☐ SV-----Seasonal unit vacant. (See Interviewer's Manual, p. 11-1.)

Occupied HU's...Respondent Determined

51. ☐ NOC(AT)---No Occupant Contacted Any Time. Describe below.

52. ☐ RU-----Respondent Unavailable; someone in HU contacted but R absent or temporarily unavailable (busy/ill). Interview might be possible at some future time. Describe below.

61. ☐ Ref(R)----Refusal by selected R. Describe below.

62. ☐ Ref(O)----Refusal by someone other than R. Describe below.

Occupied HU's...Respondent Not Determined

53. ☐ NOC(AT)---No Occupant Contacted Any Time. Describe below.

63. ☐ Ref(U)----Refusal by someone in HU before household listing taken. Describe below.

Other Nonresponse

57. ☐ NI-Other--Noninterview for other reasons; R cannot be interviewed because of permanent condition, senile, language, moved after call, or anything not covered by one of the above. Describe below.

13. COMMENTS ON THE NONRESPONSE SITUATION:

14. For purposes of sample identification, it is very important that you fill in as much of the following information for each nonresponse as you can. If necessary, ask the neighbors about 14e - 14h.

## 14a. PLACE

LARGE CITY 1. OF 250,000 OR MORE	SUBURBS OF A 2. CITY OF 250,000 OR MORE	CITY OF 3. 50,000- 249,999	SMALL CITY 4. LESS THAN 50,000	FARM OR 5. OPEN COUNTRY
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## 14b. TYPE OF BUILDING

0. TRAILER	4. DETACHED 3-4 FAMILY HOUSE	7. APARTMENT HOUSE (5 OR MORE UNITS, 4 STORIES OR MORE)
1. DETACHED SINGLE FAMILY HOUSE	5. ROW HOUSE (3 OR MORE UNITS IN AN ATTACHED ROW)	8. APARTMENT IN A PARTLY COMMERCIAL STRUCTURE
2-FAMILY HOUSE, 2. 2 UNITS SIDE BY SIDE	6. APARTMENT HOUSE (5 OR MORE UNITS, 3 STORIES OR LESS)	9. OTHER (SPECIFY) _____ _____
2-FAMILY HOUSE, 3. 2 UNITS ONE ABOVE THE OTHER		

14c. Race: 1. White 2. Black 7. Other \_\_\_\_\_ 8. Don't Know

14d. Estimated Income: 1. LOW  
(Under \$5000) 3. MEDIUM  
(\$5000-\$14,999) 5. HIGH  
(\$15,000 or over) 8. Can't Tell

## IF LISTING BOX NOT COMPLETED

14e. Is there a married couple in the HH? 1. Yes 5. No 8. Don't Know

14f. Sex of household head? 1. Male 2. Female 8. Don't Know

14g. Estimated age of household head?

1. Under 25 2. 25 - 64 3. 65 or older 8. Don't Know

14h. Are there any persons under 18 in the HH? 1. Yes 5. No 8. Don't Know

[Yellow C.S.]

## 15. List all Household Members by Relationship to Head

	(a) Household Members by Relationship to Head	(b) Sex	(c) Age	(d) U.S. Citizen "YES" / "NO"	(e) Person Number	(f) Enter "R" to identify respondent
Persons 16 years or older						
Persons under 16 years						

## TO SELECT RESPONDENT FOR THIS COVER SHEET.

Step 1. Complete cols. (a), (b) and (c) for each household member.

Step 2. Ask, "Are any of these (listed) people NOT U.S. citizens?" (Write "NO" for the ones who aren't and "YES" for all others in col. (d). Remember only U.S. citizens are eligible for selection.

Step 3. In col. (e) assign a sequential number to each person in the household who is 16 years or older and a U.S. citizen. Number males from oldest or youngest; THEN continue the number sequence by numbering females from oldest to youngest.

Step 4. Use the selection table above to determine the number of the sample person. In the first column of the selection table, circle the number of persons listed--the highest number assigned in col. (e). The corresponding number in the second column of the selection table denotes the sample person. In col. (f) enter the letter R to identify the respondent.



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ANN ARBOR, MICHIGAN 48106

(Do not write in above space.)

1. Interviewer's Label

2. P.S.U. \_\_\_\_\_

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

4. Date \_\_\_\_\_

5. Length of Interview \_\_\_\_\_  
(Minutes)

6. Time at Beginning  
of Interview \_\_\_\_\_

## 1974 POST-ELECTION STUDY

(BEFORE TAKING INTERVIEW SEE INSTRUCTION BOOK PAGE 1)

## SECTION A: MEDIA

- A1. I'd like to talk with you about the elections which took place this fall. As you know, representatives to the Congress in Washington were chosen in this election from congressional districts all around the country. How much would you say that you personally care about the way the elections to Congress came out: very much, pretty much, not very much, or not at all?

1. VERY MUCH	2. PRETTY MUCH	4. NOT VERY MUCH	5. NOT AT ALL	8. DON'T KNOW
--------------	----------------	------------------	---------------	---------------

- A2. 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	8. DON'T KNOW
---------------------	---------------------	----------------------	------------------	---------------

One of the things we want to know from this interview is how people get information about politics and current events. Let's start with television.

- A3. (CARD X--YELLOW) I'm going to ask you how often you watch some TV shows. Just tell me if you watch them frequently, sometimes, rarely, or never.

	FREQUENTLY (1)	SOMETIMES (2)	RARELY (4)	NEVER (5)	DON'T KNOW (8)
A3a. How often do you watch <u>national</u> news in the <u>early morning</u>					
A3b. How often do you watch entertainment shows during the <u>day</u>					
A3c. <u>Local</u> news broadcasts in the <u>early evening</u>					
A3d. <u>National</u> news broadcasts in the <u>early evening</u> (like Cronkite, Chancellor or Reasoner and Smith)					
A3e. Entertainment shows in the <u>evening</u> .					
A3f. <u>Local</u> news broadcasts in the <u>late evening</u>					

(BEFORE TAKING INTERVIEW SEE INSTRUCTIONS FOR A4 AND A5)

- A4. (IF NEVER WATCHES NATIONAL NEWS IN A3d GO TO A5) Which national evening news do you watch most often?

1. CBS (CRONKITE)	3. NBC (CHANCELLOR)	5. ABC (REASONER-SMITH)	7. Other _____ _____	8. DK
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- A5. (IF NEVER WATCHES LOCAL NEWS IN A3c GO TO A6) Which local station or channel do you watch most often for local news in the early evening? (INTERVIEWER--EDIT RESPONSE INTO STATION CALL LETTERS, SUCH AS WWJTV)

- A6. A lot of people didn't pay much attention to the election campaigns this year. How about you--did you watch any programs about the campaign on television?

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

TURN TO P. 3, A8

- A6a. How many television programs about the campaigns would you say you watched--a good many, several, or just one or two?

1. GOOD MANY	2. SEVERAL	3. JUST ONE OR TWO	8. DON'T KNOW
--------------	------------	--------------------	---------------

- A7. (CARD Y--ORANGE) People give different reasons for watching television programs that deal with political candidates and events. I am going to read a few of these reasons. Please tell me if it applies to you a lot, a little, or not at all.

	A A LOT (1)	NOT LITTLE (3)	AT ALL (5)	DON'T KNOW (8)
A7a. One reason given for watching TV programs about political candidates is to see how the candidates stand on the issues? Does this apply to you a lot, a little, or not at all?				
A7b. How about to help you decide how to vote in an election. Does this apply to you a lot, a little or not at all?				
A7c. To enjoy the excitement of an election race.				
A7d. To judge what the political candidates are like.				
A7e. To be reminded of your candidates' strong points.				
A7f. To get something to talk about with other people.				

A8. During the recent campaign did you see any political advertisements on television about the candidates running for the U.S. Senate?

1. YES

5. NO

8. DON'T KNOW

GO TO A9

A8a. Would you say you paid close attention, some attention, or no attention to these advertisements?

1. CLOSE  
ATTENTION

3. SOME  
ATTENTION

5. NO ATTEN-  
TION

8. DON'T  
KNOW

A9. Now let's switch to newspapers. Do you read a daily newspaper?

1. YES

5. NO

8. DON'T KNOW

TURN TO P. 6, SECTION B

A9a. Which one or ones do you read? (GET COMPLETE NAME)

\_\_\_\_\_

A9b. (IF MORE THAN ONE) What local daily paper do you read most for news about politics and current events? (GET COMPLETE NAME)

\_\_\_\_\_



- A10. (CARD X--YELLOW) Some people don't have time to read the whole daily newspaper. On the days when you do read the paper, how often do you read different kinds of newspaper stories. Just tell me if you read them frequently, sometimes, rarely or never.

	FREQUENTLY (1)	SOMETIMES (3)	RARELY (4)	NEVER (5)	DON'T KNOW (8)
A10a. Stories about ordinary people who do something interesting.					
A10b. Stories about national politics.					
A10c. Stories about state and local politics.					
A10d. Stories about things people in your community do.					
A10e. Stories about international affairs.					
A10f. Stories about home and gardening and hobbies.					
A10g. Stories about crime and accidents.					
A10h. Editorials and opinion columns.					

- A11. (CARD Y--ORANGE) People give different reasons for reading newspaper stories that deal with political candidates and events. I'm going to read a few of these reasons. Tell me if they apply to you a lot, a little or not at all.

	A LOT (1)	A LITTLE (2)	NOT AT ALL (5)	DK (8)
A11a. To see how the political candidates stand on the issues				
A11b. To help you decide how to vote in an election				
A11c. To enjoy the excitement of an election race				
A11d. To judge what the political candidates are like				
A11e. To be reminded of your candidate's strong points				
A11f. To get something to talk about with other people				

A12. Did you read anything about the campaign this year in any newspaper?

1. YES

5. NO

8. DON'T KNOW

GO TO A13

A12a. How often did you read newspaper articles about your U.S. Senate campaign--regularly, often, from time to time, or just once in a great while?

1. REGULARLY

2. OFTEN

3. TIME TO  
TIME

4. ONCE IN A  
GREAT WHILE

8. DK

A12b. And how often did you read newspaper articles about your U.S. House of Representatives campaign this year--regularly, often, from time to time, or just once in a great while?

1. REGULARLY

2. OFTEN

3. TIME TO  
TIME

4. ONCE IN A  
GREAT WHILE

8. DK

A13. Which do you rely on most for news about politics and current events--newspapers or television?

1. NEWSPAPERS

3. BOTH EQUALLY

5. TELEVISION

8. DK

## SECTION B: IMPORTANT PROBLEMS

- B1. Let's change the subject for a moment. We like to have people tell us, what sorts of problems they have to deal with in their daily lives. Can you tell me what some of the problems are that you face these days in your own life?

B1a. Anything else? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## INTERVIEWER CHECKPOINT A

- ☐ 1. R HAS NOT MENTIONED ANY PROBLEMS —————> TURN TO P. 7, B2

☐ 2. R HAS MENTIONED ONE PROBLEM —————> GO TO B1c

☐ 3. R HAS MENTIONED MORE THAN ONE PROBLEM

B1b. Of all you've told me, what would you say is the single most important problem you face?

\_\_\_\_\_

\_\_\_\_\_

B1c. Do you think this is something you have to work out on your own, or is there someone who ought to be helping you with this?

- |                       |                                   |         |                  |  |
|-----------------------|-----------------------------------|---------|------------------|--|
| 1. WORK OUT<br>ON OWN | 2. SOMEONE OUGHT<br>TO BE HELPING | 3. BOTH | 8. DK            |  |
| TURN TO P. 7, B2      | TURN TO P. 7, B1c                 |         | TURN TO P. 7, B2 |  |

B1e. Who ought to be helping you?

3. THE GOVERNMENT IN  
GENERAL

4. A PUBLIC OR GOVERN-  
MENTAL AGENCY  
(SPECIFY):

1. A PERSON (SPECIFY  
RELATION TO R):

2. A PRIVATE AGENCY  
OR ORGANIZATION  
(SPECIFY):

8. DON'T  
KNOW

GO TO B2

B1f. How helpful do you feel (the government/AGENCY MENTIONED)(is/are) being on this problem--very helpful, somewhat helpful, or not helpful at all?

1. VERY  
HELPFUL

2. SOMEWHAT  
HELPFUL

3. NOT HELPFUL  
AT ALL

8. DON'T KNOW

B2. What do you think are the most important problems facing this country?

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B2a. Anything else?

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## INTERVIEWER CHECKPOINT B

- ☐ 1. R HAS NOT MENTIONED ANY PROBLEMS —————> TURN TO P. 9, SECTION C
- ☐ 2. R HAS MENTIONED ONE PROBLEM —————> GO TO B2c
- ☐ 3. R HAS MENTIONED MORE THAN ONE PROBLEM

B2b. Of all you've told me, what would you say is the single most important problem the country faces?

\_\_\_\_\_

\_\_\_\_\_

B2c. Did you read anything about (INSERT MOST IMPORTANT PROBLEM) in newspapers shortly before election day?

1. YES

5. NO

8. DK

GO TO B2d

What was that? \_\_\_\_\_

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

B2d. Did you see anything about (MOST IMPORTANT PROBLEM) on television shortly before election day?

1. YES

5. NO

8. DK

GO TO B2e

What was that? \_\_\_\_\_

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

B2e. How helpful do you think the government is being on this problem--very helpful, somewhat helpful, or not helpful at all?

1. VERY HELPFUL

2. SOMEWHAT  
HELPFUL

3. NOT HELPFUL  
AT ALL

8. DON'T  
KNOW

## SECTION C: CAMPAIGN EVENTS AND ISSUES

- C1. Now let's talk some more about the campaign. What was the most important thing you read about during the recent campaigns?

00. NOTHING; DIDN'T  
READ ABOUT ANYTHING

98. DON'T KNOW

TURN TO P.10, C5

- 
- C2. And would you say you read a lot, a little, or nothing about this (MOST IMPORTANT THING) in the newspaper?

1. A LOT

3. A LITTLE

5. NOTHING

- C3. Did you feel that the newspaper reports of this (MOST IMPORTANT THING) were very fair, somewhat fair or not very fair?

1. VERY FAIR

3. SOMEWHAT  
FAIR

5. NOT VERY  
FAIR

8. DK

- C4. Did you talk with anyone about this (MOST IMPORTANT THING)?

1. YES

5. NO

TURN TO P. 10, C5

C4a. Who was that? \_\_\_\_\_

(GET ONLY RELATION TO R, SUCH AS WIFE, FELLOW WORKER, ETC. NOT NAME)

C5. (10 PLAYING CARDS--BLUE) Now I'd like you to read through the issues on these cards and tell me the letter of all issues that were emphasized in the campaign for the U.S. Senate, that is, those issues that were talked about most by the candidates. (INTERVIEWER--CHECK ISSUES MENTIONED)

		ISSUES EMPHASIZED
A. Honesty in government	A	<input type="checkbox"/>
B. Taxes	B	<input type="checkbox"/>
C. Inflation	C	<input type="checkbox"/>
D. Energy shortages	D	<input type="checkbox"/>
E. Unemployment	E	<input type="checkbox"/>
F. U.S. relations with foreign countries	F	<input type="checkbox"/>
G. Racial issues, including busing	G	<input type="checkbox"/>
H. Combating crime and drugs	H	<input type="checkbox"/>
I. Consumer protection	I	<input type="checkbox"/>
J. Pollution	J	<input type="checkbox"/>

**NONE**

C6. (10 PLAYING CARDS--BLUE) Using these cards, please tell me the letter of any issue that is not at all important to you so we can put it aside. (INTERVIEWER CHECK IN NOT IMPORTANT COLUMN)

C6a. Using the remaining cards tell me the letter of the issue which is most important to you. The second most important? The third? Next? (INTERVIEWER--KEEP ASKING UNTIL ALL CARDS HAVE BEEN RANKED--RECORD NUMBER OF RANK IN COLUMN LABELED RANK)

		NOT IMPORTANT	RANK
A. Honesty in government	A	<input type="checkbox"/>	<input type="checkbox"/>
B. Taxes	B	<input type="checkbox"/>	<input type="checkbox"/>
C. Inflation	C	<input type="checkbox"/>	<input type="checkbox"/>
D. Energy shortages	D	<input type="checkbox"/>	<input type="checkbox"/>
E. Unemployment	E	<input type="checkbox"/>	<input type="checkbox"/>
F. U.S. relations with foreign countries	F	<input type="checkbox"/>	<input type="checkbox"/>
G. Racial issues, including busing	G	<input type="checkbox"/>	<input type="checkbox"/>
H. Combating crime and drugs	H	<input type="checkbox"/>	<input type="checkbox"/>
I. Consumer protection	I	<input type="checkbox"/>	<input type="checkbox"/>
J. Pollution	J	<input type="checkbox"/>	<input type="checkbox"/>

- C7. Now let's talk about the Presidency. Do you approve or disapprove of the way Ford is handling his job as President?

1. APPROVE

5. DISAPPROVE

8. DK

- C8. Thinking back a few months to when Richard Nixon resigned from office, do you remember if you were pleased or displeased about his resignation, or didn't you care very much one way or the other?

1. PLEASED

5. DISPLEASED

7. DIDN'T CARE

8. DK

GO TO C9

C8a. Why is that? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- C9. As you probably know, before Richard Nixon resigned, the Judiciary Committee was holding hearings to decide whether he should be impeached, that is, brought to trial in the Senate for possible wrongdoings. Would you say that these hearings were very fair, somewhat fair, somewhat unfair, or very unfair, or didn't you pay much attention to this?

1. VERY FAIR

2. SOMEWHAT FAIR

4. SOMEWHAT UNFAIR

5. VERY UNFAIR

7. DIDN'T PAY ATTENTION

8. DK

- C10. Did you approve or disapprove of the Judiciary Committee's decision to impeach Richard Nixon?

1. APPROVE

5. DISAPPROVE

8. DK

GO TO C11

C10a. Why is that? \_\_\_\_\_

\_\_\_\_\_

- C11. How fair would you say that the television and newspaper coverage of the Nixon administration's involvement in the Watergate affair was? Would you say it was very fair, somewhat fair or not very fair, or didn't you follow this very closely?

1. VERY FAIR

3. SOMEWHAT FAIR

5. NOT VERY FAIR

7. DIDN'T FOLLOW

8. DK



C12. Not too long ago President Ford pardoned Richard Nixon for any wrongdoings he may have committed while he was president. Do you think that Ford should have pardoned Nixon?

1. YES



C12a. Why is that? \_\_\_\_\_

---



---



---

C12b. Do you feel that Ford should have waited until after there was a trial for Nixon before pardoning him?

1. YES

5. NO

8. DK

5. NO



8. DK



C12c. Do you feel that Ford should have waited until after there was a trial for Nixon before pardoning him, or should he not have pardoned him under any circumstances?

1. WAITED UNTIL  
AFTER TRIAL

8. DON'T  
KNOW

GO TO  
C13

5. NOT HAVE  
PARDONED HIM



C12d. Why is that? \_\_\_\_\_

---



---



---

C13. Do you think that President Nixon's resignation was a good thing or a bad thing for the country?

1. GOOD THING



3. PRO-CON



5. BAD THING



8. DK

C13a. Why do you say so?

---



---



---

TURN TO  
P.13,D1

(BEFORE ASKING THIS SECTION SEE INSTRUCTION BOOK PAGE 1)

## SECTION D: THE CANDIDATES

D1. Now let's talk about the campaign for senator. Do you remember what the candidates' names were?

1. YES

5. NO

→ GO TO D2

D1a. What were they? \_\_\_\_\_  
\_\_\_\_\_

D2. Was there anything in particular about the Democratic candidate for senator that made you want to vote for him?

1. YES

5. NO

8. DON'T KNOW

TURN TO P. 14, D3

D2a. What was that?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

D2b. Anything else?  
\_\_\_\_\_  
\_\_\_\_\_

D3. Was there anything in particular that made you want to vote against him?

1. YES

5. NO

8. DON'T KNOW

GO TO D4

D3a. What was that? \_\_\_\_\_

D3b. Anything else? \_\_\_\_\_

D4. How about the Republican candidate for senator. Was there anything in particular that made you want to vote for him?

1. YES

5. NO

8. DON'T KNOW

GO TO D5

D4a. What was that? \_\_\_\_\_

D4b. Anything else? \_\_\_\_\_

D5. Was there anything in particular that made you want to vote against him?

1. YES

5. NO

8. DON'T KNOW

TURN TO P. 15, SECTION E

D5a. What was that? \_\_\_\_\_

D5b. Anything else? \_\_\_\_\_

## SECTION E: PARTICIPATION

- E1. As you know, the political parties try to talk to as many people as they can to get them to vote for their candidate. Did anybody from one of the political parties call you up or come around and talk to you about the campaign?

1. YES	5. NO → GO TO E2
--------	------------------

↓

E1a. Which party was that?

1. REPUBLICANS	5. DEMOCRATS	3. BOTH DEMOCRATS AND REPUBLICANS	7. OTHER (SPECIFY): _____
			8. DON'T KNOW

- E2. During the campaign did you talk to any people and try to show them why they should vote for one of the parties or candidates?

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

- E3. Did you go to any political meetings, rallies, dinners, or things like that?

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

- E4. Did you do any other work for one of the parties or candidates?

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

- E5. Did you wear a campaign button or put a campaign sticker on your car?

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

E6. Did you give any money to a political party this year?

1. YES

5. NO

→ TURN TO P. 17, F1

E6a. To which party was that?

1. REPUBLICAN

5. DEMOCRAT

3. BOTH DEMOCRATS  
AND REPUBLICANS

7. OTHER (SPECIFY):  
\_\_\_\_\_

8. DON'T KNOW

## SECTION F: PARTY IDENTIFICATION

F1. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

1. REPUBLICAN	2. INDEPENDENT	3. NO PREFERENCE	4. OTHER	5. DEMOCRAT
---------------	----------------	------------------	----------	-------------

TURN TO P. 18, F1j

F1a. Would you call yourself a strong Republican or a not very strong Republican?

1. STRONG	5. NOT VERY STRONG
-----------	--------------------

F1b. Was there ever a time when you thought of yourself as a Democrat or an Independent rather than a Republican?

1. YES	5. NO, NEVER
--------	--------------

TURN TO P. 19, F2

F1c. Was that a Democrat or an Independent?

1. DEMOCRAT	5. INDEPENDENT
-------------	----------------

F1d. When did you change to a Republican?

\_\_\_\_\_

\_\_\_\_\_

TURN TO P. 19, F2

F1e. Would you call yourself a strong Democrat or a not very strong Democrat?

1. STRONG	5. NOT VERY STRONG
-----------	--------------------

F1f. Was there ever a time when you thought of yourself as a Republican or an Independent rather than a Democrat?

1. YES	5. NO, NEVER
--------	--------------

TURN TO P. 19, F2

F1g. Was that a Republican or an Independent?

1. REPUBLICAN	5. INDEPENDENT
---------------	----------------

F1h. When did you change to a Democrat?

\_\_\_\_\_

\_\_\_\_\_

TURN TO P. 19, F2

(IF ANSWER TO F1 WAS INDEPENDENT, NO PREFERENCE, OR OTHER, ASK THE FOLLOWING):

F1j. Do you think of yourself as closer to the Republican or to the Democratic party?

1. REPUBLICAN



F1k. Was there ever a time when you thought of yourself as closer to the Democratic party instead of the Republican party?

1. YES

5. NO NEVER



TURN TO  
P. 19, F2

F1m. When did you change?

\_\_\_\_\_

\_\_\_\_\_

3. NEITHER



F1n. Was there ever a time when you thought of yourself as a Democrat or as a Republican? (Which party was that?)

1. YES, DEMOCRAT

5. YES, REPUBLICAN

3. NO, NEVER

TURN TO P. 19, F2

F1p. When did you change?

\_\_\_\_\_

\_\_\_\_\_

5. DEMOCRATIC



F1q. Was there ever a time when you thought of yourself as closer to the Republican party instead of the Democratic party?

1. YES

5. NO NEVER



TURN TO  
P. 19, F2

F1r. When did you change?

\_\_\_\_\_

\_\_\_\_\_

F2. In the elections for President since you have been old enough to vote, would you say you have voted in all of them, most of them, some of them, or none of them?

1. ALL	2. MOST	3. SOME	5. NONE	0. NOT OF VOTING AGE IN 1972
--------	---------	---------	---------	------------------------------

TURN TO P. 20, F3

F2a. Have you always voted for the same party or have you voted for different parties for President?

1. SAME PARTY

3. DIFFERENT PARTIES

TURN TO P.20, F3

F2b. Which party was that?

1. DEMOCRATIC

5. REPUBLICAN

7. OTHER (SPECIFY):

\_\_\_\_\_

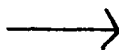


- F3. Do you happen to remember the names of the candidates for Congress -- that is, for the House of Representatives in Washington -- that ran in this district this November?

1. YES



5. NO



TURN TO P. 21, SECTION G

	NAME	PARTY
F3a. Who were they?	_____	_____
F3b. Which party was (he/she)?	_____	_____
	_____	_____
IF R MENTIONS TWO OR MORE PARTIES, TURN TO P. 21, SECTION G		
IF R MENTIONS <u>ONLY ONE PARTY</u> , ASK F3c		
F3c. Do you happen to know if both of the parties ran candidates for Congress in this congressional district this November, or was there only one candidate?		
<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="border: 1px solid black; padding: 5px; margin: 5px;">1. DEM ONLY</div> <div style="border: 1px solid black; padding: 5px; margin: 5px;">2. BOTH PARTIES</div> <div style="border: 1px solid black; padding: 5px; margin: 5px;">3. REPUB ONLY</div> </div> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; margin: 5px;">4. THREE OR MORE PARTIES</div> <div style="border: 1px solid black; padding: 5px; margin: 5px;">8. DK</div> </div>		

## SECTION G: SYSTEM SUPPORT

Now I'd like to read some of the kinds of things people tell us when we interview them and ask you whether you agree or disagree with them. I'll read them one at a time and you just tell me whether you agree or disagree.

	AGREE (1)	DISAGREE (5)	DK (8)
G1. People like me don't have any say about what the government does.	~		
G2. Voting is the only way that people like me can have any say about how the government runs things.			
G3. Sometimes politics and government seem so complicated that a person like me can't really understand what's going on.			
G4. I don't think public officials care much what people like me think.			
G5. Generally speaking, those we elect to Congress in Washington lose touch with the people pretty quickly.			
G6. Parties are only interested in people's votes but not in their opinions.			
G7. Generally everyone is treated <u>equally</u> by the laws in this country.			
G8. OMITTED			
G9. OMITTED			

People have different ideas about the government in Washington. These ideas don't refer to Democrats or Republicans in particular, but just to the government in general. We want to see how you feel about these ideas--for example:

G10. Do you think that people in the government waste a lot of money we pay in taxes, waste some of it, or don't waste very much of it?

5. A LOT

3. SOME

1. NOT MUCH

8. DON'T KNOW

G11. How much of the time do you think you can trust the government in Washington to do what is right--just about always, most of the time, or only some of the time?

1. ALWAYS

3. MOST OF THE TIME

5. SOME OF THE TIME

8. DK

G12. Would you say the government is pretty much run by a few big interests looking out for themselves or that it is run for the benefit of all the people?

5. FEW BIG INTERESTS

1. FOR BENEFIT OF ALL

8. DK

G13. Do you feel that almost all of the people running the government are smart people, or do you think that quite a few of them don't seem to know what they are doing?

1. ARE SMART PEOPLE

5. DON'T KNOW WHAT THEY ARE DOING

8. DK

G14. Do you think that quite a few of the people running the government are crooked, not very many are, or do you think hardly any of them are crooked?

5. QUITE A FEW

3. NOT MANY

1. HARDLY ANY

8. DK

(CARD G15--WHITE) Now I'm going to ask you some questions that you can answer by telling me the response from this card that best describes how you feel.

	A GOOD DEAL (1)	SOME (3)	NOT MUCH (5)	DON'T KNOW (8)
G15. Over the years, how much attention do you feel the government pays to what the people think when it decides what to do? A good deal, some or not much?				
G16. How much do you feel that political parties help to make the government pay attention to what the people think?				
G17. And how much do you feel that having elections makes the government pay attention to what the people think?				
G18. How much attention do you think most Congressmen pay to the people who elect them when they decide what to do in Congress?				

There are many possible ways for people to show their disapproval or disagreement with governmental policies and actions. I am going to describe three such ways. We would like to know which ones you approve of as ways of showing dissatisfaction with the government, and which ones you disapprove of.

G20. How about taking part in protest meetings or marches that are permitted by the local authorities? Would you approve of taking part, disapprove, or would it depend on the circumstances?

1. APPROVE

5. DISAPPROVE

3. DEPENDS

8. DON'T KNOW

G21. How about refusing to obey a law which one thinks is unjust, if the person feels so strongly about it that he is willing to go to jail rather than obey the law? Would you approve of a person doing that, disapprove, or would it depend on the circumstances?

1. APPROVE

5. DISAPPROVE

3. DEPENDS

8. DON'T KNOW

G22. Suppose all other methods have failed and the person decides to try to stop the government from going about its usual activities with sit-ins, mass meetings, demonstrations, and things like that? Would you approve of that, disapprove, or would it depend on the circumstances?

1. APPROVE

5. DISAPPROVE

3. DEPENDS

8. DON'T KNOW

## SECTION H: INSTITUTIONS

- H1. (CARD H1, BLUE) One of the things we want to learn in this interview is how people feel about the various parts of our government. Which of the parts of the government on the list do you most often trust to do what's right?

1. CONGRESS	2. SUPREME COURT	3. PRESIDENT	4. POLITICAL PARTIES	6. ALL GO TO H2	7. NONE GO TO H1b	8. DK GO TO H1b
-------------	------------------	--------------	----------------------	--------------------	----------------------	--------------------

H1a. Which of the others do you next most often trust to do what's right?

1. CONGRESS	2. SUPREME COURT	3. PRESIDENT	4. POLITICAL PARTIES	7. NONE	8. DK
-------------	------------------	--------------	----------------------	---------	-------

H1b. Which do you least often trust to do what's right?

1. CONGRESS	2. SUPREME COURT	3. PRESIDENT	4. POLITICAL PARTIES	7. NONE
			6. ALL	8. DON'T KNOW

- H2. We find that people differ in how much faith and confidence they have in various levels of government in this country. In your case, do you have more faith and confidence in the national government, the government of this state, or in the local government around here?

1. NATIONAL GOVERNMENT	2. STATE GOVERNMENT	3. LOCAL GOVERNMENT	7. OTHER (SPECIFY) _____
------------------------	---------------------	---------------------	-----------------------------

4. ALL EQUAL	TURN TO P. 25 , H4	8. DK TURN TO P. 25 , H3
0. NONE		

H2a. Why is that? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

H3. Which level do you have the least faith and confidence in--the national government, the government of this state, or the local government around here?

1. NATIONAL GOVERNMENT	2. STATE GOVERNMENT	3. LOCAL GOVERNMENT	7. OTHER (SPECIFY) _____ _____ GO TO H4	6. NONE 8. DK GO TO H4
---------------------------	------------------------	------------------------	--	------------------------------

H3a. Why is that? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

H4. (CARD H4, GREY) Now I'd like you to make some ratings of several important organizations. As I read each organization, think about how good a job you feel it is doing for the country as a whole, and just give me the number from the card that best describes how you feel. (WRITE NUMBER ON LINE TO RIGHT OF EACH QUESTION.)

HOW GOOD OR BAD A JOB IS BEING DONE FOR THE COUNTRY AS A WHOLE?

0	—	1	—	2	—	3	—	4	—	5	—	6	—	7	—	8
VERY POOR JOB		POOR JOB		FAIR JOB		GOOD JOB		VERY GOOD JOB								

9.

No opinion; I haven't thought about it.

- |   |          |
|---|----------|
| H4a. How good a job is being done for the country as a whole by the national TV news?                   | a. _____ |
| H4b. (How good a job is being done for the country as a whole by) the federal government in Washington? | b. _____ |
| H4c. State governments?   | c. _____ |
| H4d. Local governments?   | d. _____ |
| H4e. The Presidency?  | e. _____ |
| H4f. Congress--that is, the U. S. Senate and House of Representatives?                                  | f. _____ |
| H4g. The U. S. Supreme Court?   | g. _____ |

- H5. (CARD H5, GREEN) Next, some people think that there ought to be changes in the amount of influence and power that certain organizations have in our society. For each one I read, tell me whether you think it should have more influence, less influence, or about the same amount of influence as it has now. (WRITE NUMBER ON LINE TO RIGHT OF EACH QUESTION)

SHOULD HAVE

1. Much less influence in our society
2. Less influence
3. A little less
4. Same as now
5. A little more
6. More influence
7. Much more influence in our society
9. No opinion; I haven't thought about it.

- H5a. How much influence and power should the national TV news have? a. \_\_\_\_\_
- H5b. (How much influence and power should) the federal government in Washington have? b. \_\_\_\_\_
- H5c. State governments? c. \_\_\_\_\_
- H5d. Local governments? d. \_\_\_\_\_
- H5e. The Presidency? e. \_\_\_\_\_
- H5f. Congress—that is, the U.S. Senate and House of Representatives? f. \_\_\_\_\_
- H5g. The U.S. Supreme Court? g. \_\_\_\_\_

## SECTION J: ISSUES

Let's talk next about some problems that are important to America today.

- J1. Some say that the civil rights people have been trying to push too fast. Others feel they haven't pushed fast enough. How about you: Do you think that civil rights leaders are trying to push too fast, are going too slowly, or are they moving at about the right speed?

1. TOO FAST

5. TOO SLOWLY

3. ABOUT RIGHT

J2. OMITTED

J3. OMITTED

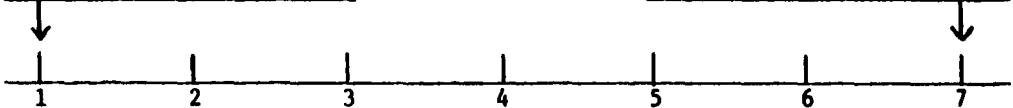
J4. OMITTED



- J5. (CARD J5--BROWN) Some people feel that the government in Washington should see to it that every person has a job and a good standard of living. Suppose that these people are at one end of this scale--at point number 1. Others think the government should just let each person get ahead on his own. Suppose that these people are at the other end--at point number 7. And, of course some other people have opinions somewhere in between.

Government See to Job and  
Good Standard of Living

Government Let Each Person  
Get Ahead on His Own



(INTERVIEWER: RECORD NUMBER)

- \_\_\_\_\_ J5a. Where would you place yourself on this scale, or haven't you thought much about this?

0. HAVEN'T THOUGHT MUCH

8. DK

→ TURN TO P. 29, J6

- \_\_\_\_\_ J5b. Where would you place Gerald Ford?

8. DK

- \_\_\_\_\_ J5c. (Where would you place) George Wallace?

8. DK

- \_\_\_\_\_ J5d. (Where would you place) Richard Nixon?

8. DK

- \_\_\_\_\_ J5e. (Where would you place) the Democratic Party?

8. DK

- \_\_\_\_\_ J5f. (Where would you place) the Republican Party?

8. DK

- \_\_\_\_\_ J5g. (Where would you place) the Democratic candidate for the U.S. Senate?

8. DK

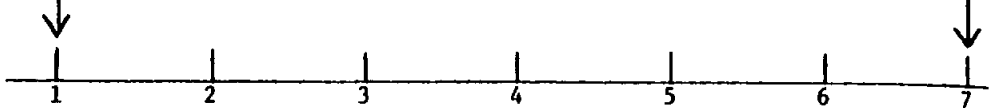
- \_\_\_\_\_ J5h. (Where would you place) the Republican candidate for the U.S. Senate?

8. DK

- J6. (CARD J6--WHITE) There is much discussion about the best way to deal with the problem of urban unrest and rioting. Some say it is more important to use all available force to maintain law and order--no matter what results. Others say it is more important to correct the problems of poverty and unemployment that give rise to the disturbances.

Solve Problems  
of Poverty and  
Unemployment

Use All  
Available  
Force



(INTERVIEWER RECORD NUMBER)

- \_\_\_\_\_ J6a. Where would you place yourself on this scale, or haven't you thought much about this?

0. HAVEN'T THOUGHT MUCH

8. DK

→ TURN TO P.30, J7

- \_\_\_\_\_ J6b. Where would you place Gerald Ford?

8. DK

- \_\_\_\_\_ J6c. (Where would you place) George Wallace?

8. DK

- \_\_\_\_\_ J6d. (Where would you place) Richard Nixon?

8. DK

- \_\_\_\_\_ J6e. (Where would you place) the Democratic Party?

8. DK

- \_\_\_\_\_ J6f. (Where would you place) the Republican Party?

8. DK

- \_\_\_\_\_ J6g. (Where would you place) the Democratic candidate for the U.S. Senate?

8. DK

- \_\_\_\_\_ J6h. (Where would you place) the Republican candidate for the U.S. Senate?

8. DK

- J7. (CARD J7--ORANGE) Some people are primarily concerned with doing everything possible to protect the legal rights of those accused of committing crimes. Others feel that it is more important to stop criminal activity even at the risk of reducing the rights of the accused.

Protect Rights  
of Accused

Stop Crime Regardless of  
Rights of Accused



(INTERVIEWER: RECORD NUMBER)

- \_\_\_\_\_ J7a. Where would you place yourself on this scale, or haven't you thought much about this?

0. HAVEN'T THOUGHT MUCH

8. DK

→ TURN TO P 31, J8

- \_\_\_\_\_ J7b. Where would you place Gerald Ford?

8. DK

- \_\_\_\_\_ J7c. (Where would you place) George Wallace?

8. DK

- \_\_\_\_\_ J7d. (Where would you place) the Democratic Party?

8. DK

- \_\_\_\_\_ J7e. (Where would you place) the Republican Party?

8. DK

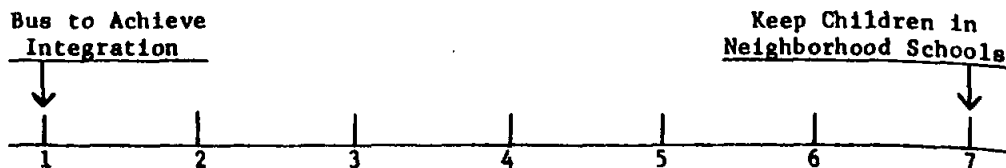
- \_\_\_\_\_ J7f. (Where would you place) the Democratic candidate for the U.S. Senate?

8. DK

- \_\_\_\_\_ J7g. (Where would you place) the Republican candidate for the U.S. Senate?

8. DK

- J8. (CARD J8--YELLOW) There is much discussion about the best way to deal with racial problems. Some people think achieving racial integration of schools is so important that it justifies busing children to schools out of their own neighborhoods. Others think letting children go to their neighborhood schools is so important that they oppose busing.



(INTERVIEWER: RECORD NUMBER)

- \_\_\_\_\_ J8a. Where would you place yourself on this scale, or haven't you thought much about this?

0. HAVEN'T THOUGHT MUCH

8. DK

→ TURN TO P. 32, J9

- \_\_\_\_\_ J8b. Where would you place Gerald Ford?

8. DK

- \_\_\_\_\_ J8c. (Where would you place) George Wallace?

8. DK

- \_\_\_\_\_ J8d. (Where would you place) Richard Nixon?

8. DK

- \_\_\_\_\_ J8e. (Where would you place) the Democratic Party?

8. DK

- \_\_\_\_\_ J8f. (Where would you place) the Republican Party?

8. DK

- \_\_\_\_\_ J8g. (Where would you place) the Democratic candidate for the U.S. Senate?

8. DK

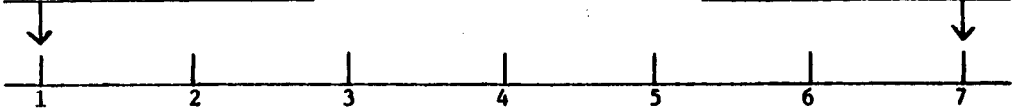
- \_\_\_\_\_ J8h. (Where would you place) the Republican candidate for the U.S. Senate?

8. DK

- J9. (CARD J9--BLUE) 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.

Government Should Help  
Minority Groups

Minority Groups Should  
Help Themselves



(INTERVIEWER: RECORD NUMBER)

- \_\_\_\_\_ J9a. Where would you place yourself on this scale, or haven't you thought much about this?

0. HAVEN'T THOUGHT MUCH

8. DK

→ TURN TO P. 33, J10

- \_\_\_\_\_ J9b. Where would you place Gerald Ford?

8. DK

- \_\_\_\_\_ J9c. (Where would you place) George Wallace?

8. DK

- \_\_\_\_\_ J9d. (Where would you place) Richard Nixon?

8. DK

- \_\_\_\_\_ J9e. (Where would you place) the Democratic Party?

8. DK

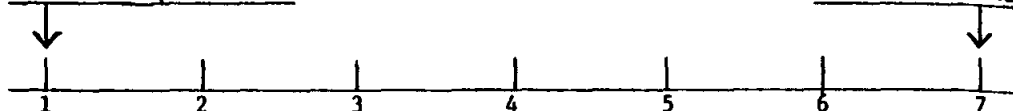
- \_\_\_\_\_ J9f. (Where would you place) the Republican Party?

8. DK

- J10. (HAND R CARD J10--GREY) Recently there has been a lot of talk about women's rights. Some people feel that women should have an equal role with men in running business, industry, and government. Others feel that women's place is in the home.

Women and Men Should  
Have an Equal Role

Women's Place  
is in the Home



(INTERVIEWER: RECORD NUMBER)

- \_\_\_\_\_ J10a. Where would you place yourself on this scale, or haven't you thought much about this?

0. HAVEN'T THOUGHT MUCH

8. DK

→ TURN TO P. 34, J11

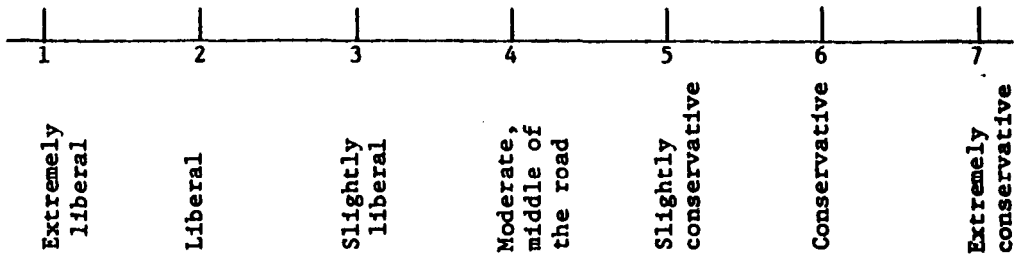
- \_\_\_\_\_ J10b. (Where would you place) the Democratic candidate for the U.S. Senate?

8. DK

- \_\_\_\_\_ J10c. (Where would you place) the Republican candidate for the U.S. Senate?

8. DK

J11. (CARD J11--BROWN) We hear a lot of talk these days about liberals and conservatives. I'm going to show you a seven-point scale on which the political views that people might hold are arranged from extremely liberal to extremely conservative.



(INTERVIEWER: RECORD NUMBER)

\_\_\_\_\_ J11a. Where would you place yourself on this scale, or haven't you thought much about this?

0. HAVEN'T THOUGHT MUCH

8. DK

→ TURN TO P. 35, J12

\_\_\_\_\_ J11b. Where would you place Gerald Ford?

8. DK

\_\_\_\_\_ J11c. (Where would you place) George Wallace?

8. DK

\_\_\_\_\_ J11d. (Where would you place) Richard Nixon?

8. DK

\_\_\_\_\_ J11e. (Where would you place) the Democratic Party?

8. DK

\_\_\_\_\_ J11f. (Where would you place) the Republican Party?

8. DK

\_\_\_\_\_ J11g. (Where would you place) the Democratic candidate for the U.S. Senate?

8. DK

\_\_\_\_\_ J11h. (Where would you place) the Republican candidate for the U.S. Senate?

8. DK

- J12. We are also interested in how people are getting along financially these days. Would you say that you (and your family) are better off or worse off financially than you were a year ago?

1. BETTER NOW

3. SAME

5. WORSE NOW

8. DON'T KNOW

- J13. Now looking ahead--do you think that a year from now you (and your family) will be better off financially, or worse off, or just about the same as now?

1. WILL BE  
BETTER OFF

3. SAME

5. WILL BE  
WORSE OFF

8. DON'T KNOW

- J14. Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times, or what?

1. GOOD TIMES

4. BAD WITH  
QUALIFICATIONS2. GOOD WITH  
QUALIFICATIONS

5. BAD TIMES

3. PRO-CON

8. DON'T KNOW

- J15. Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?

- J16. As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?

1. GOOD JOB

3. ONLY FAIR

5. POOR JOB

8. DON'T KNOW

- J17. Do you think that the problems of inflation and unemployment would be handled better by the Democrats, by the Republicans, or about the same by both?

1. BETTER BY DEMOCRATS

5. BETTER BY  
REPUBLICANS3. SAME BY  
BOTH

8. DK



## SECTION K: VOTING

INTERVIEWER SEE INSTRUCTION MANUAL FOR K3 AND K4 BEFORE ASKING THIS SECTION

- K1. 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 elections this fall?

1. YES, DID VOTE

5. NO, DID NOT VOTE

7. NOT OLD  
ENOUGH

8. DK

TURN TO P. 38, K7

- K2. How about the election for Congressman--that is, for the House of Representatives in Washington? Did you vote for a candidate for Congress?

1. YES

5. NO

8. DK

TURN TO P. 37, K4

K2a. Who did you vote for?

K2b. Which party was that?

1. REPUBLICAN

5. DEMOCRATIC

7. OTHER; SPECIFY: \_\_\_\_\_

8. D

- K3. How about the election for United States Senator? Did you vote for a candidate for Senator?

1. YES

5. NO

8. DK

TURN TO P. 37, K4

K3a. Who did you vote for?

K3b. Which party was that?

1. REPUBLICAN

5. DEMOCRATIC

7. OTHER; SPECIFY: \_\_\_\_\_

8. D

K4. How about the election for Governor--did you vote for a candidate for Governor?

1. YES	5. NO	8. DK
--------	-------	-------

GO TO K5

K4a. Who did you vote for?

\_\_\_\_\_

K4b. Which party was that?

1. REPUBLICAN	5. DEMOCRATIC	7. OTHER; SPECIFY: _____	8. DK
---------------	---------------	--------------------------	-------

K5. How about the elections for other state and local offices--did you vote a straight ticket, or did you vote for candidates from different parties?

1. STRAIGHT TICKET	5. DIFFERENT PARTIES	8. DK → TURN TO P. 38, K6
--------------------	----------------------	---------------------------

K5a. Which party?

1. REPUBLICAN	5. DEMOCRATIC
---------------	---------------

7. Other \_\_\_\_\_

\_\_\_\_\_

K5b. Did you vote mostly Republican, mostly Democrat, or about half and half?

1. MOSTLY REPUBLICAN

3. ABOUT HALF & HALF REPUB - DEM

5. MOSTLY DEMOCRATIC

K6. How about propositions on the ballot in November? Were there any state, county, or local propositions on the ballot for the people to vote on?

1. YES, THERE WERE	5. NO, THERE WEREN'T	8. DK
--------------------	----------------------	-------

↓

GO TO K7

K6a. Did you vote on all, most, some, or none of these propositions?

1. ALL	2. MOST	3. SOME	4. NONE	8. DK
--------	---------	---------	---------	-------

K7. In general, do you feel that more issues should be decided by the voters at the polls?

1. YES	5. NO	8. DK
--------	-------	-------

↓

TURN TO P. 39, Section L

K7a. Is there anything in particular you had in mind? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SECTION L: CANDIDATE THERMOMETERS AND GROUPS

- L1. (CARD L1, WHITE) Now I'd like to get your feelings toward some of our political leaders and other people who are in the news these days.

Here is a card on which there is something that looks like a thermometer. We call it a "feeling thermometer" because it measures your feelings towards these people.

Here is how it works. If you don't feel particularly warm or cold toward a person, then you should place him in the middle of the thermometer, at the 50 degree mark.

If you have a warm feeling toward a person, or feel favorably toward him, you would give him a score somewhere between 50° and 100°, depending on how warm your feeling is toward that person.

On the other hand, if you don't feel very favorably toward a person--that is, if you don't care too much for him--then you would place him somewhere between 0 and 50 degrees.

Of course, if you don't know too much about a person, just tell me and we'll go on to the next name.

Our first person is George Wallace. Where would you put him on the thermometer?

INTERVIEWER: TAKE SOME TIME TO EXPLAIN HOW THE THERMOMETER WORKS, SHOWING THE WAY IN WHICH THE DEGREE LABELS CAN HELP HIM TO LOCATE AN INDIVIDUAL, SUCH AS GEORGE WALLACE.

RATING

_____ L1a. GEORGE WALLACE	_____ L1k. Edward "Ted" Kennedy
_____ L1b. Gerald Ford	_____ L1m. Henry "Scoop" Jackson
_____ L1c. Leon Jaworski	_____ L1n. Judge Sirica
_____ L1d. John Mitchell	_____ L1p. Howard K. Smith
_____ L1e. Nelson Rockefeller	_____ L1q. John Dean
_____ L1f. John Ehrlichman	_____ L1r. Hubert Humphrey
_____ L1g. Walter Cronkite	_____ L1s. Walter Mondale
_____ L1h. John Chancellor	_____ L1t. Richard Nixon
_____ L1j. Peter Rodino	_____ L1u. Lloyd M. Bentsen

(CARD L1, WHITE)

- L2. We'd also like to get your feelings about some groups in American society, using the feeling thermometer just as we did for the leaders. If we come to a group you don't know much about, just tell me and we'll move on to the next one. Our first group is Big Business--how warm would you say you feel toward them?

RATING

_____ L2a. BIG BUSINESS	_____ L2n. Labor Unions
_____ L2b. Poor People	_____ L2p. Young People
_____ L2c. Liberals	_____ L2q. Conservatives
_____ L2d. Radical Students	_____ L2r. Women's Liberation Movement
_____ L2e. Policemen	_____ L2s. People Who Use Marijuana
_____ L2f. Older People	_____ L2t. Black Militants
_____ L2g. The Military	_____ L2u. Civil Rights Leaders
_____ L2h. Whites	_____ L2v. Politicians
_____ L2j. Democrats	_____ L2w. Farmers
_____ L2k. Blacks	_____ L2x. Middle-Class People
_____ L2m. Republicans	_____ L2y. T.V. Commentators
	_____ L2z. Newspaper Editors

- L3. (CARD L3--ORANGE) Some people think that certain groups have too much influence in American life and politics, while other people feel that certain groups don't have as much influence as they deserve. On this card are three statements about how much influence a group might have. For each group I read to you, just tell me the number of the statement that best says how you feel. The first group is Labor Unions.

	TOO MUCH INFLUENCE (1)	JUST ABOUT THE RIGHT AMOUNT OF INFLUENCE (2)	TOO LITTLE INFLUENCE (3)	DON'T KNOW (8)
L3a. LABOR UNIONS				
L3b. Poor People				
L3c. Policemen				
L3d. Politicians				
L3e. Big Business				
L3f. Blacks				
L3g. Liberals				
L3h. The Military				
L3j. Newspaper Editors				
L3k. Young People				
L3m. Women				
L3n. Republicans				
L3p. People on Welfare				
L3q. Farmers				
L3r. Older People				
L3s. Democrats				
L3t. The Average Citizen				

## SECTION M: PERSONAL ESTEEM, TRUST AND QUALITY OF LIFE

Now here is something different. We have a few questions on other things besides politics.

- M1. Do you think it's better to plan your life a good way ahead, or would you say life is too much a matter of luck to plan ahead very far?

1. PLAN AHEAD

5. TOO MUCH LUCK TO PLAN

8. DK

- M2. When you do make plans ahead, do you usually get to carry out things the way you expected, or do things usually come up to make you change your plans?

1. THINGS WORK OUT AS EXPECTED

5. HAVE TO CHANGE PLANS

8. DK

- M3. Have you usually felt pretty sure your life would work out the way you want it to, or have there been times when you haven't been sure about it?

1. PRETTY SURE

5. HAVEN'T BEEN SURE

8. DK

- M4. Some people feel they can run their lives pretty much the way they want to; others feel the problems of life are sometimes too big for them. Which one are you most like?

1. CAN RUN OWN LIFE

5. PROBLEMS OF LIFE TOO BIG

8. DK

- M5. Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

1. MOST PEOPLE CAN BE TRUSTED

5. CAN'T BE TOO CAREFUL

8. DK

M6. Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves?

1. TRY TO BE HELPFUL	5. JUST LOOK OUT FOR THEMSELVES	8. DK
----------------------	---------------------------------	-------

M7. Do you think most people would try to take advantage of you if they got a chance, or would they try to be fair?

1. WOULD TAKE ADVANTAGE OF YOU	5. WOULD TRY TO BE FAIR	8. DK
--------------------------------	-------------------------	-------

M8. (CARD M9--YELLOW) Please tell me what number on this card best says how you feel about each of the following. (WRITE NUMBER AT RIGHT OF QUESTION)

DELIGHTED	PLEASED	MOSTLY SATISFIED	MIXED	MOSTLY DIS- SATISFIED	UNHAPPY	TERRIBLE
1	2	3	4	5	6	7

M8a. How satisfied are you with the income you (and your family) have? a. \_\_\_\_\_

M8b. (How satisfied are you) with your standard of living -- the things you have like housing, car, furniture, recreation and the like? b. \_\_\_\_\_



## SECTION S: DEMOGRAPHIC DATA

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

S1. What is your date of 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?

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

TURN TO 1  
S3

S2a. Do you have any children?

**1. YES**

**5. NO**

→ TURN TO P. 45, S3

S2b. How many?

\_\_\_\_\_

S2c. What are their ages?

\_\_\_\_\_  
\_\_\_\_\_

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

GRADES OF SCHOOL	COLLEGE
<div style="display: flex; justify-content: space-between; padding: 5px;"> <span>00</span><span>01</span><span>02</span><span>03</span><span>04</span><span>05</span><span>06</span><span>07</span><span>08</span><span>09</span><span>10</span><span>11</span><span>12</span> </div>	<div style="display: flex; justify-content: space-between; padding: 5px;"> <span>13</span><span>14</span><span>15</span><span>16</span><span>17+</span> </div>

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

GO TO S3g.

S3e. Have you had any other schooling?

1. YES

5. NO

→ TURN TO  
P. 46,  
CHECK BOX C

S3f. What kind? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TURN TO P. 46, CHECK BOX C

S3c. What degree is that?

\_\_\_\_\_

\_\_\_\_\_

S3d. From what college is that and where is it located? (COMPLETE NAME)

\_\_\_\_\_

\_\_\_\_\_

TURN TO P.46, CHECK BOX C

S3g. What was the last college you attended? Where is that located?  
(COMPLETE NAME)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## INTERVIEWER CHECK BOX C

☐ 1. R IS FAMILY HEAD; NO SPOUSE IN FAMILY      TURN TO P. 48, S4

☐ 2. R IS FAMILY HEAD, LIVING WITH SPOUSE--ASK S3h ABOUT SPOUSE

☐ 3. R IS NOT FAMILY HEAD--ASK S3h ABOUT FAMILY HEAD

S3h. And what is the highest grade of school or year of college that (the head of the family/your husband/your wife) completed?

## GRADES OF SCHOOL

☐ 00 ☐ 01 ☐ 02 ☐ 03 ☐ 04 ☐ 05 ☐ 06 ☐ 07 ☐ 08 ☐ 09 ☐ 10 ☐ 11 ☐ 12

## COLLEGE

☐ 13 ☐ 14 ☐ 15 ☐ 16 ☐ 17+

S3j. Did he/she get a high school diploma or pass a high school equivalency test?

☐ 1. YES

☐ 5. NO

S3k. Does he/she have a college degree?

☐ 1. YES

☐ 5. NO

GO TO S3r

S3p. Has he/she had any other schooling?

☐ 1. YES

☐ 5. NO

→ TURN TO  
P. 48, S4

S3q. What kind? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TURN TO P. 48, S4

S3m. What degree is that?

\_\_\_\_\_  
\_\_\_\_\_

S3n. From what college is that and where is it located? (COMPLETE NAME)

\_\_\_\_\_  
\_\_\_\_\_

TURN TO P. 48, S4

S3r. What was the last college he/she attended? Where is that located? (COMPLETE NAME)

\_\_\_\_\_

# TWO-PAGE RESPONDENT

S4. We'd like to know if you are working now, or are you unemployed

2. TEMPORARILY  
LAID OFF

1. WORKING NOW

4. UNEMPLOYED

S5. What is your main occupation? (What sort of work do you do?) (IF NOT CLEAR: Tell me a little more about what you do.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

S6. What kind of (business/industry) is that?

\_\_\_\_\_

S7. Do you work for someone else, yourself, or what?

1. SOMEONE ELSE

2. BOTH SOMEONE  
ELSE AND SELF

3. SELF ONLY

S8. About how many hours do you work on your job in the average week?

\_\_\_\_\_ HOURS A WEEK

S9. Were you out of work at any time during the last twelve months?

1. YES

5. NO

TURN TO P. 50, CHECK BOX D

S10. Have you ever done any work for pay?

1. YES

5. NO

→SKIP TO P. 50,  
CHECK BOX D

S10a. What sort of work did you do on your last regular job? (What was your occupation?)

S10b. What kind of business/industry was that?

\_\_\_\_\_

S10c. Did you work for someone else, yourself, or what?

1. SOMEONE  
ELSE

2. BOTH SOMEONE  
ELSE AND SELF

3. SELF ONLY

S11. Have you had a job in the past twelve months?

1. YES

5. NO

→SKIP TO P.50  
CHECK BOX D

S11a. About how many hours did you work on your last job in the average week?

\_\_\_\_\_ HOURS A WEEK

TURN TO P. 50, CHECK BOX D

# EMPLOYMENT SECTION

retired, (a housewife), (a student), or what?

**5. RETIRED**

S12. When did you retire?

YEAR \_\_\_\_\_

S14. What kind of work did you do when you worked? (What was your occupation?)

\_\_\_\_\_

\_\_\_\_\_

S14a. What kind of (business/industry) was that?

\_\_\_\_\_

S14b. Did you work for someone else, yourself, or what?

1. SOMEONE ELSE      2. BOTH SOMEONE ELSE AND SELF      3. SELF ONLY

S15. During the last twelve months did you do any work for pay?

1. YES      5. NO → TURN TO P. 50, CHECK BOX D

S15a. Are you doing any work for pay at the present time?

1. YES → GO BACK TO "WORKING NOW"      5. NO

S15b. About how many hours a week did you work in the average week when you were working?

\_\_\_\_\_ HOURS A WEEK

TURN TO P. 50, CHECK BOX D

**6. PERMANENTLY DISABLED**

S13. Have you ever done any work for pay?

1. YES      5. NO

TURN TO P. 50 CHECK BOX D

**7. HOUSEWIFE**      **8. STUDENT**

S16. In the last twelve months, did you do any work for pay?

1. YES      5. NO → TURN TO P. 50 CHECK BOX D

S16a. Are you doing any work for pay at the present time?

1. YES → GO BACK TO "WORKING NOW"      5. NO

IF WORKED IN THE LAST TWELVE MONTHS BUT NOT WORKING NOW:

S16b. What kind of work did you do? (What was your occupation?)

\_\_\_\_\_

\_\_\_\_\_

S16c. What kind of business was that in?

\_\_\_\_\_

\_\_\_\_\_

S16d. Did you work for someone else, yourself, or what?

1. SOMEONE ELSE      2. BOTH SOMEONE ELSE AND SELF

3. SELF ONLY

S16e. About how many hours a week did you work in the average week when you were working?

\_\_\_\_\_ HOURS A WEEK

TURN TO P. 50, CHECK BOX D

**TWO-PAGE HEAD/SPOUSE**

INTERVIEWER CHECK BOX D

1. ☐ R IS FAMILY HEAD; NO SPOUSE IN FAMILY →
2. ☐ R IS FAMILY HEAD, LIVING WITH SPOUSE--ASK ABOUT
3. ☐ R IS NOT FAMILY HEAD--ASK ABOUT HEAD

S17. We'd also like to know about (the head of the family/your husband/wife)...

1. WORKING NOW

2. TEMPORARILY  
LAID OFF

4. UNEMPLOYED

S18. What is his/her main occupation? (What sort of work does he/she do? (IF NOT CLEAR: Tell me a little more about what he/she does.)

\_\_\_\_\_

\_\_\_\_\_

S19. What kind of (business/industry) is that in?

\_\_\_\_\_

S20. Does he/she work for someone else, himself/herself, or what?

1. SOMEONE ELSE

2. BOTH SOMEONE  
ELSE & SELF

3. SELF ONLY

S21. About how many hours does he/she work on his/her job in the average week?

\_\_\_\_\_ HOURS A WEEK

S22. Was he/she out of work at any time during the last twelve months?

1. YES

5. NO

SKIP TO P. 52, S30

S23. Has he/she ever done any work for pay?

1. YES

5. NO

→ SKIP TO P. 52, S30

S23a. What sort of work did he/she do on his/her last regular job? (What was his/her occupation? \_\_\_\_\_

\_\_\_\_\_

S23b. What kind of (business/industry) was that?

\_\_\_\_\_

S23c. Did he/she work for someone else, himself/herself, or what?

1. SOMEONE  
ELSE2. BOTH SOME-  
ONE ELSE  
AND SELF3. SELF  
ONLY

S24. Has he/she had a job in the past twelve months?

1. YES

5. NO

→ SKIP TO P.52, S30

S24a.

About how many hours did he/she work on his/her last job in the average week? \_\_\_\_\_

\_\_\_\_\_ HRS. A WK.

SKIP TO P.52, S 30

# EMPLOYMENT SECTION

647

SKIP TO P. 52, S30

POUSE.

Is (he/she) working now, unemployed, retired, (a housewife), (a student), or what?

5. RETIRED

6. PERMANENTLY  
DISABLED

7. HOUSEWIFE

8. STUDENT

S25. When did he/she  
retire?S26. Has he/she ever  
done any work  
for pay?S29. In the last twelve months did he/she  
do any work for pay?

YEAR

1. YES

5. NO

TURN TO  
P. 52, S30

1. YES

5. NO

→ TURN TO P. 52, S30

S27. What kind of work did he/she do when he/  
she worked? (What was his/her occupation?)S27a. What kind of (business/industry) was  
that?S27b. Did he/she work for someone else, himself/  
herself, or what?1. SOMEONE  
ELSE2. BOTH SOMEONE  
ELSE AND SELF3. SELF  
ONLYS28. During the last twelve months did he/she  
do any work for pay?

1. YES

5. NO

→ TURN TO P. 52, S30

S28a. Is he/she doing any work for pay at the  
present time?

1. YES

→ GO BACK TO  
"WORKING NOW"

5. NO

S28b. About how many hours a week  
did he/she work in the aver-  
age week when he/she worked?  
\_\_\_\_\_ HOURS A WEEK

TURN TO P. 52, S30

S29a. Is he/she doing any work for pay at  
the present time?

1. YES

→ GO BACK TO  
"WORKING NOW"

5. NO

IF WORKED IN THE LAST TWELVE MONTHS  
BUT NOT PRESENTLY WORKINGS29b. What kind of work did he/she  
do? (What was his/her occu-  
pation?)S29c. What kind of business was  
that?S29d. Did he/she work for someone  
else, himself/herself, or  
what?1. SOMEONE  
ELSE2. BOTH SOMEONE  
ELSE AND SELF

3. SELF ONLY

S29e. About how many hours a week  
did he/she work in the average  
week when he/she worked?  
\_\_\_\_\_ HOURS A WEEK

TURN TO P. 52, S30

(ASK IF HEAD IS FARMER OR RANCHER--OTHERS GO TO S31)

S30. (Do you/Does Head) do any other kind of work besides (farming/ranching)--for pay, I mean?

1. YES

5. NO

GO TO S31

S30a. What kind of work is that? \_\_\_\_\_

S30b. About how much time (do you/does head) usually put in on that?

\_\_\_\_\_ hours per week for \_\_\_\_\_ weeks per year

S30c. Do you 1. own your farm, 2. manage it,

3. rent it, or what?

S31. Does anyone in this household belong to a labor union?

1. YES

5. NO

TURN TO P. 53, S32

S31a. Who is it that belongs?  
(CHECK AS MANY AS  
APPLICABLE)

RESPONDENT

HEAD (NOT R)

SOMEONE ELSE  
IN HOUSEHOLD

S31b. What union is that?  
(What unions are  
those?) (GET COMPLETE  
NAME NOT JUST  
INITIALS)




ASK WORKING Rs ONLY--ALL OTHERS TURN TO P. 54, CHECK BOX E

S32. We would like you to compare how much you earn on your job with what other people in your line of work get. Do you feel the money you make is much less than your fair share, somewhat less than your fair share, about your fair share, or more than your fair share?

1. MUCH LESS

2. SOMEWHAT LESS

3. ABOUT FAIR

4. MORE

8. DK

S33. And how fair is what people in your line of work earn in comparison to how much people in other occupations earn? Do you feel that you get much less than you deserve, somewhat less than you deserve, about as much as you deserve, or more than you deserve in comparison to how much people in other occupations earn?

1. MUCH  
LESS

2. SOMEWHAT  
LESS

4. ABOUT AS MUCH  
AS DESERVE

5. MORE

8. DON'T  
KNOW

CHECK BOX E

☐ R IS PANEL RESPONDENT      TURN TO P. 56, S40

☐ R IS NOT PANEL RESPONDENT

S34. There's been some talk these days about different social classes. Most people say they belong either to the middle class or to the working class. Do you ever think of yourself as belonging in one of these classes?

1. YES

5. NO

8. DK

7. OTHER \_\_\_\_\_

S34a. Which one?  
(RECORD BELOW)

S34b. Well, if you had to make a choice, would you call yourself middle class or working class?  
(RECORD BELOW)

1. MIDDLE CLASS

2. WORKING CLASS

7. OTHER \_\_\_\_\_

GO TO S35

S34c. Would you say that you are about average middle class, or that you are in the upper part of the middle class?

4. AVERAGE MIDDLE

6. UPPER MIDDLE

S34d. Would you say you feel pretty close to middle class people, or that you don't feel much closer to them than to people in other classes?

1. CLOSE

4. NOT CLOSER

S34e. Would you say that you are about average working class, or that you are in the upper part of the working class?

1. AVERAGE WORKING

3. UPPER WORKING

S34f. Would you say you feel pretty close to working class people, or that you don't feel much closer to them than to people in other classes?

2. CLOSE

5. NOT CLOSER

S35. What would you say your family was when you were growing up:

1. Middle class

or

2. Working class

?

S36. In addition to being an American, what do you consider your main ethnic or nationality group?

\_\_\_\_\_

\_\_\_\_\_

S37. Were both your parents born in this country?

5. NO



S37a. Which country was your father born in?

\_\_\_\_\_

S37b. Which country was your mother born in?

\_\_\_\_\_

1. YES



8. DK



S37c. Do you remember which country your family came from originally on your father's side?

\_\_\_\_\_

S37d. Do you remember which country your family came from originally on your mother's side?

\_\_\_\_\_

S38. What kind of work did your father do for a living while you were growing up?

\_\_\_\_\_

S39. Other than being a housewife, did your mother have a job while you were growing up?

1. YES



5. NO

→ TURN TO P56 , S40

S39a. What kind of work did she do? \_\_\_\_\_

S40. Where were you born? (IF UNITED STATES) Which state?

\_\_\_\_\_

S41. Where was it that you grew up? (IF UNITED STATES) Which state or states?

\_\_\_\_\_

(IF GREW UP IN DIFFERENT STATE FROM CURRENT RESIDENCE)

S41a. How old were you when you came to this state? \_\_\_\_\_(YEARS)

S42. Were you brought up mostly in the country, in a town, in a small city, or in a large city?

1. COUNTRY	2. TOWN	3. SMALL CITY	4. LARGE CITY	7. OTHER(SPECIFY) _____ _____
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S42a. Where did you live when you were about 14 years old?

\_\_\_\_\_ (CITY) \_\_\_\_\_ (STATE)

S43. How long have you lived here in (CITY/TOWN/COUNTY)? \_\_\_\_\_(YEARS)

S43a. (IF LESS THAN ALL OF LIFE) Where did you live before you moved here?

\_\_\_\_\_ (CITY) \_\_\_\_\_ (STATE)

S44. How long have you lived in this house (apartment)? \_\_\_\_\_  
(IF ALL OF LIFE → TURN TO P. 57, S46)

S45. How would you compare this neighborhood with the one you left?

S45a. Is this one: 

1. Newer
----------

5. Older
----------

 or 

3. About the same
-------------------

 ?

S45b. Is it: 

1. Less expensive
-------------------

5. More expensive
-------------------

 or 

3. About the same
-------------------

 ?

S46. (CARD S46, BLUE) Please look at this card and tell me the letter of the income group that includes the income of all members of your family in 1973 before taxes. This figure should include dividends, interest, salaries, wages, pensions, and all other income. (IF UNCERTAIN: What would be your best guess?)

A. NONE	01	J. \$8,000 - \$8,999	10
B. LESS THAN \$1,000	02	K. \$9,000 - \$9,999	11
C. \$1,000 - \$1,999	03	L. \$10,000 - \$10,999	12
D. \$2,000 - \$2,999	04	M. \$11,000 - \$11,999	13
E. \$3,000 - \$3,999	05	N. \$12,000 - \$14,999	14
F. \$4,000 - \$4,999	06	O. \$15,000 - \$19,999	15
G. \$5,000 - \$5,999	07	P. \$20,000 - \$24,999	16
H. \$6,000 - \$6,999	08	Q. \$25,000 - \$34,999	17
I. \$7,000 - \$7,999	09	R. \$35,000 AND OVER	18

S47. Do you (does your family) own your home, pay rent, or what?

1. OWN	2. RENT	7. OTHER (EXPLAIN) _____
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S48. Is your religious preference Protestant, Roman Catholic, Jewish, or something else?

PROTESTANT	200. ROMAN CATHOLIC	300. JEWISH	OTHER (SPECIFY) _____
↓	TURN TO P. 58 S49		TURN TO P. 58, S49
NONE	→ END INTERVIEW		

S48a. What church or denomination is that?

\_\_\_\_\_

S48b. (IF BAPTIST) Is that Southern Baptist or something else?

\_\_\_\_\_

(IF ANY RELIGIOUS PREFERENCE)

S49. Would you say you go to (church/synagogue) every week, almost every week, once or twice a month, a few times a year, or never?

1. EVERY WEEK	2. ALMOST EVERY WEEK	3. ONCE OR TWICE A MONTH	4. A FEW TIMES A YEAR	5. NEVER
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TIME AT END OF INTERVIEW: \_\_\_\_\_

GO TO RECONTACT SHEET FOR ALL R's  
EXCEPT PANEL R's WHO DID NOT MOVE

## INTERVIEWER'S SUPPLEMENT

1. Respondent's sex is: 1. Male 2. Female
2. Respondent's race is: 1. White 2. Negro OTHER: \_\_\_\_\_
3. Relationship of R to head: 1. Is head 2. Is wife OTHER: \_\_\_\_\_
4. Other persons present at interview were: (CHECK MORE THAN ONE BOX IF NECESSARY)

NoneChildren under 6Older childrenSpouseOther relativesOther adults

5. Respondent's cooperation was:

1. Very good2. Good3. Fair4. Poor5. Very poor

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

1. Very high2. Fairly high3. Average4. Fairly low5. Very low

7. Rate R's apparent intelligence?

1. VERY  
HIGH2. ABOVE  
AVERAGE3. AVERAGE4. BELOW  
AVERAGE5. VERY  
LOW

8. How suspicious did R seem to be about the study, before the interview?

1. NOT AT ALL3. SOMEWHAT5. VERY SUSPICIOUS

9. Overall, how great was R's interest in the interview?

1. VERY  
HIGH2. ABOVE  
AVERAGE3. AVERAGE4. BELOW  
AVERAGE5. VERY  
LOW

10. How sincere did R seem to be in his answers?

1. COMPLETELY  
SINCERE

2. USUALLY  
SINCERE

3. OFTEN SEEMED TO  
BE INSINCERE

11. Were there any particular parts of the interview for which you doubted R's sincerity? If so, name them by section or question numbers?

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12. TYPE OF STRUCTURE IN WHICH FAMILY LIVES:

01. TRAILER

07. APARTMENT HOUSE (5 OR MORE  
UNITS, 3 STORIES OR LESS)

02. DETACHED SINGLE FAMILY HOUSE

08. APARTMENT HOUSE (5 OR MORE  
UNITS, 4 STORIES OR MORE)

03. 2-FAMILY HOUSE, 2 UNITS  
SIDE BY SIDE

09. APARTMENT IN A PARTLY  
COMMERCIAL STRUCTURE

04. 2-FAMILY HOUSE, 2 UNITS  
ONE ABOVE THE OTHER

10. OTHER (SPECIFY)

05. DETACHED 3-4 FAMILY HOUSE

06. ROW HOUSE (3 OR MORE UNITS  
IN AN ATTACHED ROW)

13. NUMBER OF STORIES IN THE STRUCTURE, NOT COUNTING BASEMENT:

1

2

3

MORE THAN 3: (SPECIFY) \_\_\_\_\_

WRITE THUMBNAIL SKETCH ON BACK