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Title: Some Analysis of Hard-to-Reach Rolling Thunder Respondents

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Abstract

Traugott compares the responses of the "hard-to-reach" respondents -- those requiring more than four calls to secure an interview -- to the "easy" respondents -- those requiring four or less calls. -- in the 1984 Rolling Thunder survey. Traugott finds that, as expected, the "hard" respondents are slightly more affluent, younger, better educated, and more likely to be male, working, and single. Political interest and "follow campaign" distributions are also predictable, with hard-to-reach respondents being less interested in the campaign and following public affairs to a lesser degree. Turning to political variables, Traugott finds significant differences between the two groups of respondents in their evaluations of Gary Hart, but only slight differences in Reagan approval levels and party identification. This "non-difference" finding, however, appears to be a statistical artifact. There is, in fact, a relationship between ease of interview and measures of Reagan approval and party identification. This relationship is masked by the interaction between these measures and the demographic variables.