

What kinds of questions will be asked?

Questions in the interview will cover a wide range of topics, including how people are getting along financially, their perceptions of the presidential candidates this year, their thoughts on several issues often discussed in the media, and a section involving people's employment situation, their activities in their community, and some general background information.

What happens with the answers?

Interviewers from the Survey Research Center are trained to record respondents' answers objectively and accurately. They have pledged to keep in confidence anything said in an interview.

Once the questionnaires are in the office of the Survey Research Center, answers from participants will be used for research purposes only; all names, addresses, and other identifying information will be removed from the answers before they are processed.

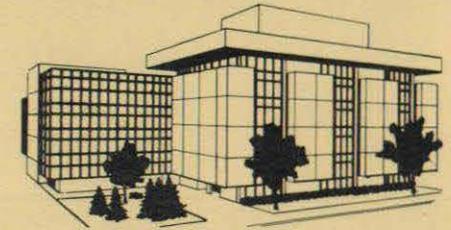
Who is doing the study?

The study is conducted by The University of Michigan's Survey Research Center under a grant from the National Science Foundation. The Survey Research Center is one of the world's largest and most respected academic survey research organizations. It has been conducting national surveys for over 35 years.

Interviewers from the Survey Research Center carry identification badges. For security reasons, you may wish to check the interviewer's identification at the time of the first call to your home. Our interviewers will be glad to comply with your request.

If you wish more information, write:

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Field Section
Survey Research Center
National Election Studies
Box 1248
Ann Arbor, MI 48196*



SURVEY RESEARCH CENTER

INSTITUTE FOR SOCIAL RESEARCH
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ANN ARBOR, MICHIGAN

NATIONAL
ELECTION
STUDIES

What is this study all about?

This study deals with many aspects of the political, social and economic life of our nation. The topics covered include public opinion about the campaigns and candidates for president this year; people's feelings about issues discussed frequently in the news these days; personal satisfaction with various government policies; and the impact of economic trends on individuals, groups, and the nation as a whole.

Who is asked to participate?

Around 2000 U.S. citizens who are 18 years of age or older will be asked to participate throughout the nation. These persons will have been selected by means of a scientific sampling process so that, in the end, they make up a representative sample of all U.S. citizens of voting age.

How will the interviews be conducted?

Interviewers from the Survey Research Center of The University of Michigan will be given a list of selected addresses to contact. The interviewers will call at these addresses in person to determine how many adults live in each of the households. Using a special sampling procedure, interviewers will then select one adult to be interviewed from each household.

Once selected, a person may choose to be interviewed right away or to set up an appointment for a more convenient time at a later date. Because the sample has been so carefully designed to reach a representative number of American households, and to select only one person at each address, the interviews can be taken only with the selected persons.

Does the selected person have a choice about participating in the study?

Yes--participation in this study is strictly voluntary. Participants may refuse to answer any or all questions. However, we have found that most people enjoy being interviewed and find the interviews themselves to be quite interesting.

Why is this study important?

This country has gone through major economic and political changes in the last several years. In order to understand those changes and their impact on the lives of Americans, we need to talk to people and find out how things are going for them now, how they feel about their government leaders, and how they think things might change in the future.

The data gathered are available, in statistical form, to anyone wishing to use them. Government policy makers and advisors will use the data, as well as scholars and students of the political, social and economic life of the nation.

The research keeps policy makers informed about how Americans view their government, how people evaluate what the government does, what they currently find satisfying or dissatisfying in their lives, and what directions they would like to see their government take.