

Who is doing this study?

The study is being conducted by the University of Michigan's Survey Research Center, under a grant from the National Science Foundation. **No candidate or political campaign is paying for this.**

The Survey Research Center is one of the world's largest and most respected academic survey research organizations. SRC has been conducting national surveys for over 40 years, and the results of SRC surveys are cited frequently in the national and international mass media.

You will be contacted by a member of the SRC interview staff. Our interviewers wear identification badges. For security reasons, you may want to check the identification badge before admitting an interviewer into your home. Our employees will be glad to comply with your request.

We hope you will participate in this important and valuable study.

For more information, feel free to write or call our toll free 800 number:

The University of Michigan
Survey Research Center
The National Election Studies
P.O. Box 1248
Ann Arbor, MI 48106
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National Election Studies

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Study Fact Brochure



THE NATIONAL ELECTION STUDIES

1994 POST-ELECTION SURVEY

Why is this study important?

In order to understand how social, economic and political changes 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.

Government policy-makers and advisors will use the information, 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 government does, what they currently find satisfying or dissatisfying in their lives, and what direction they would like to see their government take.

The National Election Studies have been conducted every other year since 1948, which makes them an invaluable contribution to the better understanding of the wants, aspirations, and political behavior of American citizens. Not only are we able to capture people's feelings and opinions with regard to the particular historical moment, but we are also able to compare present feelings and opinions with those voiced in the past.

Who is asked to participate?

Sample addresses were chosen, based on 1990 U.S. Census data, to make up a representative sample of all U.S. households. Around 1,800 U. S. citizens of voting age will be asked to participate throughout the nation. The interviewer has no knowledge about the occupants of these households until he or she visits them in person, since the only information we have is an address. Once the

interviewer determines how many adults live at each selected address, one respondent will be chosen at random according to a formula based on the ages and sexes of the household occupants.

Because the sample has been so carefully designed to reach a representative number of American households, and to select only one specific person at each address, the interviews can be taken only with the selected person.

How will the interviews be conducted?

All interviewers are members of the staff of the University of Michigan Survey Research Center (SRC). SRC is one of the largest and most respected academic survey research organizations in the world. It has been conducting surveys for over 40 years and maintains a national staff of close to 200 interviewers.

The interviewers will call at each selected address in person to determine how many adults live in each of the households. One adult from each house-hold will then be selected by a special sampling formula and interviewed.

Once a person has been chosen to participate in the survey, that person may choose to be interviewed right away or to set up an appointment at a later and more convenient time.

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

Yes participation is completely voluntary. Participants may refuse to answer any or all questions. However, we have found that people enjoy being interviewed. This is a rare chance to let major government policy-makers know how you feel about

things. We urge you to take advantage of this opportunity by participating in the survey.

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 congressional candidates this year, their thoughts on several issues often disclosed in the media, some opinions about local issues, and a section involving people's employment situation and some general background information.

There are no right or wrong answers to any of these questions. Each person's answers are equally important.

What happens with the answers?

The data collected is research-oriented and used primarily by students of American politics and government at colleges and universities across the nation. All answers are treated as strictly confidential. Completed interviews are sent to our data processing facility in Ann Arbor, Michigan, where names, addresses, and other identifying information are removed from answer sheets. Unidentified survey responses are stored on a computer and reported only in summary statistical fashion. **The identity of participants will never be released.**

A report based on statistical analyses of the study results will be sent to each respondent after the study is completed, as a way of keeping them informed about how the results are being presented to and used by policy-makers.