

INSTRUCTION BOOK  
POST-ELECTION STUDY

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	Page
<b>SAMPLING</b>	
Introduction . . . . .	1
The Sample . . . . .	1
Identifying the Sample Dwelling and the Respondent . . . . .	1
Following Movers . . . . .	1
Pre-election "Future" Refusals . . . . .	2
Callbacks . . . . .	2
<b>FIELD NOTES</b>	
Interviewing Dates . . . . .	3
Scheduling Your Production . . . . .	3
Materials You Should Have . . . . .	3
Mailing Dates . . . . .	4
Practice Interviews . . . . .	4
Respondent Letters and Addressing Envelopes . . . . .	4
Cover Sheets . . . . .	4
Thumbnail Sketch . . . . .	5
Questionnaires . . . . .	5
Follow-up Sheets . . . . .	5
Editing and Assembling Forms . . . . .	5
Mailing Interviews . . . . .	5
Study Report to Respondents . . . . .	6
Computing the Response Rate . . . . .	6
Contacting Local Authorities . . . . .	6
Press Release . . . . .	6
Why Ask Me? folders and Thank You Cards . . . . .	7
Progress Reports . . . . .	7
Project Completion Forms . . . . .	7
Day-by-Day and Pay Records . . . . .	7
<b>QUESTION-BY-QUESTION OBJECTIVES</b>	
Introduction . . . . .	8
Question-by-question Instructions (Q. 1 - Q. 71) . . . . .	8-20
Personal Data Section . . . . .	21-22
Travel Questions . . . . .	23-30

Respondent Letter follows page 30.

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## SAMPLING

### Introduction

You should find the sampling activities for the post-election study straightforward and uncomplicated since each sample address was visited within the past few weeks. All you have to do is return to the sample address entered on the cover sheet and take an interview with the pre-election respondent.

### The Sample

The sample consists only of respondents who were interviewed previously on the pre-election study. No attempt will be made to interview respondents who refused to be interviewed in the pre-election study, to return to house vacants, or to dwellings where respondent was previously not at home. Nor will we pick up new respondents where new households now occupy a sample address. We will attempt to follow some respondents who have moved from the original address, provided they do not now live more than one hour away from the farthest place at which you interview. (See section, "Following Movers.")

The cover sheets from the pre-election cross-section and supplemental samples can be easily distinguished by color; blue cover sheets are from the cross-section sample and green from the supplemental sample. The same post-election questionnaire and sampling procedures are used for respondents from both the cross-section and supplemental samples.

### Identifying the Sample Dwelling and the Respondent

We would like you to take the cover sheets for respondents you interviewed on the pre-election study (unless you feel that it would be best if another interviewer contacted a particular respondent). For each DU you are to visit, you will receive the addressed cover sheet with the information about the original sample household. If there are other sampling materials you may need, we will include these with the cover sheets. It should be easy to locate the respondent by noting the address on the cover sheet and simply returning to the house at which you formerly interviewed. And you will probably recognize the respondent once you get to his DU. Your notes in the thumbnail for the pre-election study should help if you have any questions.

If you are assigned a cover sheet for a respondent that someone else interviewed on the pre-election study, a number of different measures may be taken to ensure an interview with the pre-election respondent. The household listing from the pre-election interview should be checked against the present household composition. The respondent can be asked for in terms of his relationship to the Head of the household. Also respondent's age can be ascertained and his response checked against the listing box. In addition, there is the physical description in the thumbnail. And, finally, there is the respondent's own recall of his having been interviewed before -- but this recall should be carefully checked out to make sure it wasn't some other survey organization, newspaper poll, magazine salesman, political canvasser that the respondent remembers -- he is not likely to view our efforts as something unique and apart from these other types of interviews.

### Following Movers

Within the group of respondents who were interviewed in the pre-election study are some who may have moved to another address. We will try to interview those people who were interviewed in the pre-election study who have now moved only a short distance from their former address and/or are no more than one hour away from the interviewer's home. If the present occupants or neighbors know the former respondent's address, and if that address is no more than one hour away from your farthest interviewing point, it is

important that you make the same effort to interview the mover as you do the other respondents. If the respondent is especially far away, try to get a telephone number for him, then call and see if you can arrange an appointment for an interview. Try to get an address for the pre-election respondent in any case and let us know what it is, for the respondent may have moved to another PSU where he can be interviewed. If it is not possible to locate the mover, then please check "Other"-- Moved on page 4 of the cover sheet and return it to us.

#### Pre-election "Future" Refusals

We are returning the cover sheets of all completed pre-election interviews, even if the respondent was one of those who said, in effect, never to darken his door again. This was done for the following reason.

In many cases we could not be sure that a post-election visit would result only in a refusal and felt that some respondents who expressed reluctance to be reinterviewed might now want to discuss the election results. The post-election questionnaire is shorter than the pre-election questionnaire. This is mentioned in the letter to the respondent, which may help convince him to cooperate. However, if you do not feel you can return to a particular respondent, please try to have another interviewer in your PSU attempt to obtain the interview. We are, of course, interested in getting every possible interview. If you think there might be any chance at all that the respondent will be reinterviewed, please give it a try.

#### Callbacks

We will follow our usual procedure on callbacks; that is, make at least four calls on all addresses in cities or towns (three callbacks after the initial one); in rural areas make at least three calls (two callbacks after the initial one). However, if the reinterview rate is not high, additional callbacks will be necessary. We should try to reinterview every pre-election respondent. The time that is saved from going back to pre-election vacancies and not-at-home types, because we are willing to settle for something short of a post-election cross-section, can now be used to get every possible reinterview. Based on the 1960 Election Study, an overall reinterview rate of about 95 per cent appears to be a reasonable expectation.

## FIELD NOTES

Interviewing Dates      November 6 - December 31

Interviewing can begin on Friday, November 6, and must be completed by Thursday, December 31. This study period of eight weeks gives you a little more leeway than our other shorter study periods, but before you relax too much, please remember that:

1. Project 740C begins on November 23 and must be completed by January 6, which is only one week after the Post-election Study ends;
2. Respondents may be difficult to contact and enough time must be allowed for sufficient callbacks;
3. The Thanksgiving, Christmas, and New Year Holidays will limit your interviewing time.

No interviews should be taken before November 6. Try to mail the respondent letters on November 4 so that the respondents will have received them by November 6 and you can begin promptly.

Scheduling Your Production

The following schedule takes into consideration the deadline of both P. 740C and P.473. Please try to follow it as much as possible so that our coders will have a steady flow of work and you will not be swamped around Christmas!

<u>DATES</u>	<u>PERCENTAGE TO BE COMPLETED</u>
November 6 - November 13	10%
November 14 - November 20	30%
November 21 - November 27	50%    P. 740 C begins this week
November 28 - December 4	70%
December 5 - December 11	85%
December 12 - December 18	95%
December 19 - December 25 - December 31	100%    EVERYTHING IN THE MAIL BY DEC. 31

Materials You Should Have

Instruction Books - 1 per interviewer, plus 1 per PSU

Questionnaires - 1 per sample address, plus extras

White Questionnaires

Yellow-faced Questionnaires - for some PSUs only

Follow-up Sheets - 1 per sample address in the Cross-section Sample only

Set of Show Cards (2 per set) - 2 sets per interviewer

Respondent Letters - 1 per sample address plus extras

Press Release - 1 per interviewer

Envelopes - 1 per sample address, plus extras

Project Completion Forms - 3 per PSU

Envelope of Sampling Materials - contains cover sheets from Pre-election Study

Mailing Dates

We will try to mail all materials to you on October 27. This means, of course, that we will have to mail another package to you later consisting of the cover sheets for interviews that were completed between October 23 and November 2. The second mailing will consist of cover sheets and enough respondent letters and envelopes for these additional cover sheets. Please be sure to take this second mailing into account when you are scheduling your production, for it will considerably increase your total sample size if you have done much pre-election interviewing after October 23.

Practice Interviews

Please try to take your practice interview on November 4, after the results of the election are known. If possible, try to reinterview the person you previously interviewed for a practice interview on the pre-election study. If this is not feasible, then go ahead and take the practice interview with someone else.

Please mail the practice interview immediately to your supervisor, but go ahead on your production interviewing without waiting to hear from her (him). Interviewers in Pittsburgh, Cleveland, Butler, Fayette, Jefferson, Knox, Montgomery (Ohio), and Muhlenberg should send their practice interviews to the Field Office. Be sure to mark Practice Interviews as "Practice." One practice interview costs about 25 cents to send first class, and 40 cents to send air mail.

Respondent Letters and Addressing Envelopes

There is space at the bottom of the respondent letter for you to write a few words, if you wish to do so. If you do not know the respondent, or do not feel any comments by you would be appropriate for a particular respondent, naturally you will not write anything. Address the letter to the respondent from the address on the cover sheet. If you know a better mailing address, certainly you should use that. It is up to you to decide whether you wish to address the envelope as "Head of Household" or use the respondent's name. We do promise anonymity in our surveys and for that reason you may wish to use the former form of address.

Cover Sheets

Fill in pages 2 and 4 of the cover sheet. The numbers indicating Form 1 or Form 2 can be disregarded in this post-election study since there is only one form of the questionnaire. The colors of the cover sheet (blue for the cross-section respondents, and green for the supplemental sample respondents) are not important until Question T1. (Question T1 in the questionnaire tells you to continue with the rest of the questionnaire for cross-section respondents and to discontinue for supplemental sample respondents. The race of the respondent is not the criterion for continuation.)

Item 5. Do not ask.

Item 6. Be sure to check Item 6 on page 2. The answer to this item will determine whether you should interview at that address. Interview only the pre-election respondent who was interviewed before. Do not interview any new respondents who happen to be living at the sample address. If you do find a new family living at the sample address, try to find out what happened to the former occupants. Put this explanation on page 4 in the Thumbnail Sketch. It will not be necessary for you to list either the new or the old household in the listing box.

Items 7 and 8. Do not ask.

Page 4, Item 1. For respondents who have moved from the sample address, please check "other" in the box for Item 1 on Page 4. Beside "other" write "moved" and then give whatever details you know in the Thumbnail Sketch.

Thumbnail Sketch. It is, of course, not necessary to include a brief physical description of the respondent, since the respondent was already described on page 2 in the pre-election study.

Page 4, Item 3. It is not necessary to fill in Item 3 -- this applies to both interviews and non-interviews. You should, however, use the call record at the bottom of the page.

### Questionnaires

Some PSUs will be sent both yellow-face and white-face questionnaires. The yellow-face questionnaires should be used by all the white interviewers, regardless of the race of their respondents. Negro interviewers should always use the white questionnaires regardless of the race of their respondents. This applies, of course, only to those PSUs that receive two colors of questionnaires.

Please be sure to study carefully the question-by-question objectives on this post-election study. Some of the questions -- such as Questions 21, P1, P3, P4, etc. -- require the interviewer to enter information about a particular respondent before the interview. Other questions require particular probing and understanding (for example, Questions 32 and 33) by the interviewer in order to have meaningful responses recorded. The "T" (travel) series question objectives also require special attention in order to understand the contingencies involved.

### Follow-up Sheets

Follow-up sheets are to be used only for respondents who were in the cross-section sample on the pre-election study and who consequently answer the "T" (travel) question series.

### Editing and Assembling Forms

Please carefully edit your questionnaires right after you take them while the interviewing situation is still fresh in your mind. To help you in editing, the following points are listed:

1. LEGIBILITY
2. All appropriate questions asked; no questions improperly skipped
3. All probes indicated in parentheses
4. Unclear responses clarified by a note in parentheses
5. Inappropriate questions clearly marked "Inap."
6. YOUR NAME LABEL SHOULD APPEAR IN THE APPROPRIATE PLACES ON THE COVER SHEET (PAGE 2) AND QUESTIONNAIRE.

### Mailing Interviews

After you have completed two or three interviews, please send them in immediately. This steady mailing will allow us to keep the coders busy throughout the study period and enable us to see what PSUs need additional help.

### Study Report to Respondents

A final report will be sent to all respondents who request it. If you want us to send the respondent a report, please send us a separate memo on which you enter the following information:

1. Respondent's name, or Head of Household
2. Address (include city and state)
3. Project number
4. Your name and PSU

Please do not enter report request on either the cover sheet or the questionnaire. Question T17 and the Follow-up Sheet will not suffice for this purpose.

### Computing the Response Rate

The response rate can be computed after all the required calls have been made. The Project Completion Form will help the Office Contact to do this, but for those of you who want to figure your own, the procedure to use is indicated below:

1. Count all of the addresses originally assigned to you. (There will be no additional addresses, since this is a callback study.)
2. Subtract from the total all addresses where the original respondent has moved outside your interviewing area (i.e., those cover sheets that are marked NI-Other, Respondent Moved). The figure you obtain by subtracting this from #1 above will give you the total number of possible interviews.
3. Divide the number of interviews taken by the figure you obtain in #2 above. This will give you your response rate. Our past experience has been that we usually can reinterview every respondent, so please try to interview every single person assigned to you.

### Contacting Local Authorities

As usual, we feel it is important that the Office Contact get in touch (by letter or by telephone) with the local police chief or sheriff, as well as the Better Business Bureau or Chamber of Commerce, and provide the following information before interviewing begins:

1. A brief statement about the study
2. The names of all the interviewers working on the study in your area
3. Interviewing dates and areas in which interviews will be taken.

If any person wants a direct confirmation, let us know or else ask the person to call Dr. Charles F. Cannell, Area Code 313, 764-8356.

### Press Release

Copies of the press release are included with the materials sent to you. Our Public Relations Office has sent these releases to newspapers in your area. Copies will be sent to newspapers in the towns and cities you listed for us. In the metropolitan areas the release will be sent only to the major papers. The release is dated November 4, 1964.

### Why Ask Me? folders and Thank You Cards

Folders and cards have not been included with the materials sent to you on October 27. If you wish to have these materials, or any others, please send us your request.

### Progress Reports

In the middle of the study we will send out a form for the Office Contact to use to report the progress of the interviewing. We suggest that the Office Contact keep track of the assigned addresses on the Summary Address Form in order to be able to know what progress is being made.

### Project Completion Forms

Three copies of the Project Completion Form are sent to each PSU with the other materials. One copy is to be filled out by the Office Contact upon completion of the study in the PSU and sent to us with the final mailing of materials for the study (on or before December 31). The second copy should be sent to your Supervisor. The third copy is for the PSU file.

### Day-by-Day and Pay Records

Day-by-day records are required for work on this project, as they are for all work you do for us. Remember, your time card and the accompanying day-by-days should be mailed in for each pay period -- on the 1st and 16th of each month. Be sure the forms are filled in correctly!

Travel vouchers and the accompanying mileage statement should be sent in once a month.

**BE SURE AND PUT YOUR NAME LABELS** on everything that you send to us, except on your day-by-days.

QUESTION-BY-QUESTION OBJECTIVESIntroduction

The major difference between the pre-election and post-election questionnaires lies in the relative absence of open-ended questions in the post-election questionnaire. As a result we expect the post-election questionnaire to move much more rapidly than the pre-election one. However, it should be noted that although the questions are of the closed, pre-coded variety they are also the sorts of questions which will stimulate the respondent to "carry on." Some judicious "cutting into" the respondent's verbal barrage by suggesting that his extended comments are anticipating later questions may serve to shorten the interview and maintain the respondent's enduring attention and responsiveness throughout the entire interview.

Page 1, Items 2 thru 7

It is important that you complete these items for they provide us with the information necessary to establish the linkage between the pre-election and the post-election interview.

TIME STARTED

Our accounting system requires that we know the length of the interview up to the travel questions as well as the length of time it takes to ask the travel questions. Thus there are three time entries that are required:

1. Enter time immediately prior to the first question (page 1).
2. Enter time immediately after the contingency instruction at the top of page 24. This time entry should be made for all respondents regardless of whether or not they are asked the travel questions.
3. Enter time at bottom of page 32.

Question-by-question Instructions

- Q.1-5 Questions 1 thru 4 are straightforward with the exception of 1a and 3b.
- Q.1a We need to know the specific newspaper and the city in which it is published.
- Q.3b List as many magazines as are named but be careful that R understands that these are supposed to be magazines he reads for information about politics'
- Q.5 This question is asked to determine which one of the mass media is most important as a source of information. If R mentions only one medium in Questions 1-4, an ordering of importance is not necessary.
- Q.6 This question is intended to separate voters from non-voters. It is very 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. We tend to get more people reporting they voted than the national turnout proportion would lead us to expect, so it is important to give the R a chance to give a realistic answer.

Q.7-12 All of these questions are asked of those who said they voted. Non-voters should be asked Questions 13 and 14 on the middle of page 4.

Q.7a Although this question asks for the most important reason why R voted for Johnson or Goldwater, we are very happy to get a number of reasons. We asked the question in the manner we did to get R to "think big."

This is a very important question because it is the one place in the interview where the R has a chance to open up on his reasons for voting for either Johnson or Goldwater. Probing will be needed on this question, especially for such responses as "he's the best man", a response which tells us very, very little. Many respondents will also say that they voted for one candidate because they didn't like the other--we need more specific detail than this although such information is important for us to know. Ask R for examples of what he means, ask him to tell you more about this, ask him to explain, etc.

Q.8 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.

Q.9-11 In this series of questions we fill out the voting report for the R. We want to know if the R can actually name the candidate and this name he mentions should always be recorded when given. Only if the candidate's name is not known, may party be given.

When editing the interviews, pay particular attention to the legibility of the candidate names. If R's response is garbled and vague, probe him gently.

IN SOME STATES THERE ARE NO GUBERNATORIAL OR SENATORIAL CONTESTS, IN OTHERS THERE ARE TWO CONGRESSMEN THAT R MAY VOTE FOR--HOME DISTRICT AND AT-LARGE DISTRICT. IN ONE STATE THERE ARE TWO SENATORIAL RACES. The listing of the states so affected follows:

A. Gubernatorial contests will not be held in:

Alabama	Pennsylvania
Alaska	South Carolina
California	Tennessee
Colorado	Washington
Connecticut	Wyoming
Georgia	
Hawaii	
Idaho	
Kentucky	
Louisiana	
Maine	
Maryland	
Minnesota	
Mississippi	
Nevada	
New Jersey	
New York	
Ohio	
Oklahoma	
Oregon	

Respondents residing in above states should not be asked "governor" question (Question 11).

10.

Q.9-11 (continued)

B. Senatorial contests will not be held in:

Alabama  
Alaska  
Arkansas  
Colorado  
Georgia  
Idaho  
Illinois  
Iowa  
Kansas  
Kentucky  
Louisiana  
New Hampshire  
North Carolina  
Oregon  
South Carolina  
South Dakota

Respondents residing in above states should not be asked "senatorial" question (Question 9).

C. In Tennessee, there are two senatorial contests. You should get their votes on both contests.

D. In three states, Maryland, Ohio, and Texas, there is an at-large Congressional seat in addition to the individual district seats.

Please adjust your interviewing to take account of the above situations. In states where there is no senatorial race, mark Question 9 "Inap--no race." In states with no gubernatorial race, mark Question 11 "Inap--no race."

Where there are two contests for Congress or the Senate ask about both contests:

For example on Question 9: "How about the election for United States Senator? Did you vote for a candidate for Senator?" IF R SAYS YES, "I understand there were two Senators elected this year, who did you vote for in the two contests...etc."

We would hope that our listing of states with the odd variety of contests is correct. Please inform us if you find a discrepancy--BY TELEPHONE.

Q.12 This is a question about state and local offices other than those just covered.

Q.13-14 These questions are asked of the non-voters only. Question 13 is designed to get R's preference whether he ever votes or not but don't force an answer. If R gives other than Johnson or Goldwater, Democratic or Republican preference, get party of candidate if candidate name given--this will help us to identify the less well-known candidates for President.

Question 13a requires the same kind of probing as did Q.7a.

## Q.13-14 (continued)

Question 14 should be answered in terms of the basic reason for not voting. It is especially important in the case of people who have not registered that we find out why they haven't registered. If R answers, "I never vote," we would like to know more about why he never votes.

In short, we want to know why the R didn't "bother" to vote, or register, or what kept him from voting if the desire was there.

Q.15-16 On the a parts of both Questions 15 and 16 we want to know if the respondent can be precise enough to give the state or origin of the candidates. If something less precise is given, record it but then probe directly, "Do you know which state he came from?"

For the b parts of each question we want to know the denomination of the candidates. Also, if R talks about the candidates' religious affiliations in more detail we want to record that detail, i.e., Goldwater was born a Jew but now is an Episcopalian; Johnson was raised a Disciple of Christ but now is an Episcopalian.

Q.17 The answers to this question are often going to be in terms of the two presidential candidates. These should be recorded but you should also probe to ascertain the difference between the two parties or between Republicans and Democrats in general.

Q.18 In this question we wish to find out what the familiar terms "conservative" and "liberal" mean to people, and how they associate the terms with the two major parties. Therefore it is very important that you avoid saying anything which might give the R any clue as to a response. Specifically, never attempt to explain the terms "conservative" or "liberal." If R does not know what they mean, this is precisely what we would like to find out. If R asks you what we mean by these terms, reply that we would like him to use whatever meaning he would give these words. Actually, the probe Question 18b is put in to find out what kind of meaning R attaches to these words when they are used to describe a party. An adequate response to Question 18b must reveal what specifically the word "conservative" means to the R.

## Q.18d-18e

These probes are added because people who respond "no" to Question 18 may be of two clearly distinct types. The first type may say "no" because of the fact that while he is well versed in the liberal-conservative distinction, he feels that the parties fail to offer real differences anymore. The other type may say "no" to Question 18 because he does not understand the terms "conservative" and "liberal." We hope that Questions 18d and 18e will help us distinguish between these two types.

Q.19-20 By Congressmen we mean district representatives in the U. S. House of Representatives--if anyone should ask.

Q.21-23 This set of questions should be asked only after the information box at the middle left-hand side of the page is filled in. Be sure to fill in the box before the interview.

12.

Q.21-23 (continued)

Information Box

This box calls for district number and candidate names with party labels. The district number is the first two digits of a three-digit number which is entered under the interview sequence number in the top right-hand corner of the first page of the cover sheet. Once the district number is known (and state is known) you can consult the instruction booklet (in the pages following) for the list of candidates given for all districts and states in our sample.

In some cases, particularly in special supplement interviews which are taken in metropolitan areas, district number is not given. In these cases district number must be ascertained by the interviewer, a matter which is fairly easily resolved. Two sources of information are available: 1) City clerk; 2) County clerk--one of whom should be able to give you a district for the particular address.

LIST OF CONGRESSIONAL CANDIDATES APPEARS PAGES 13-16

In Questions 21 thru 23 where there are two district races in which R could have voted, ask about both races. This applies to Ohio, Maryland, and Texas.

The easiest rule to follow is to first ask the question as stated, then ask about the at-large seat. If R responds in at-large terms, then ask about home district contest.

Questions 22a, 22b should be asked of everyone. We simply want to know if R has read or heard anything not what R has heard or read. Implicitly, this means hearing or reading something about the candidate beyond his party affiliation and the fact that he is a candidate. Generally speaking, you may "quick step" through these questions without recording any detailed information.

Q.21a In Maryland, Ohio, and Texas there should be four candidates, two at-large, and two district candidates.

In Washington, D. C., there is no congressional district.

Q.21b Once again this question should be asked in terms of both the home district and the at-large seat in the states of Maryland, Ohio and Texas just as it was in Q. 21a.

Q.22, 22a, 22b

These questions should also be asked with reference to home district and at-large seat in the three states with both contests.

## CONGRESSIONAL CANDIDATES 1964

Democratic CandidatesRepublican Candidates

Ala. 2	*George M. Grant	Bill Dickinson
Ariz. 1	John Ahearn	*John J. Rhodes
Ark. 1	*E.C. Gathings	None
Ark. 2	*Wilbur D. Mills	None
Ark. 4	*Oren Harris	None
Cal. 1	George McCabe	*Don H. Clausen
Cal. 2	*Harold T. Johnson	Charles C. Merriam
Cal. 4	*Robert L. Leggett	Ivan Norris
Cal. 5	*Philip Burton	None
Cal. 6	Thomas P. O Toole	*William S. Mailliard
Cal. 7	*Jeffrey Cohelan	Lawrence E. McNutt
Cal. 8	*George P. Miller	Donald E. McKay
Cal. 9	*Don Edwards	William P. Hyde
Cal. 10	E. Day Carman	*Charles S. Gubser
Cal. 11	W. Mark Sullivan	*J. Arthur Younger
Cal. 17	*Cecil R. King	Robert Muncaster
Cal. 18	*Harlan Hagen	James E. Williams Jr.
Cal. 20	C. Bernard Kaufman	*H. Allen Smith
Cal. 21	*Augustus F. Hawkins	Rayfield Lundy
Cal. 22	*James C. Gorman	Robert C. Gline
Cal. 23	H.O. "Van" Van Petten	*Del Clawson
Cal. 24	Bryan W. Stevens	*Glenard P. Lipscomb
Cal. 26	*James Roosevelt	Gil Seton
Cal. 27	Tom Bane	Ed Reinicke
Cal. 28	Gerald H. Gottlieb	*Alphonzo Bell
Cal. 29	*George E. Brown Jr.	Charles J. Farrington Jr.
Cal. 30	*Edward R. Roybal	Alfred J. Feder
Cal. 31	*Charles H. Wilson	Norman G. Shanahan
Cal. 32	Michael Cullen	*Craig Hosmer
Cal. 33	Ken W. Dyal	Jerry L. Pettis
Cal. 35	Paul B. Carpenter	*James B. Utt
Cal. 36	Quintin Whelan	*Bob Wilson
Cal. 37	*Lionel Van Deerlin	Richard W. Wilson
Cal. 38	John V. Tunney	*Patrick Minor Martin
Colo. 4	*Wayne N. Aspinall	Edwin S. Lamm
Conn. 2	*William L. St. Onge	Belton A. Copp
Conn. 4	Donald J. Irwin	*Abner W. Sibal
Fla. 3	*Claude D. Pepper	Paul J. O'Neill
Fla. 4	*Dante B. Fascell	Jay C. McGlon
Fla. 5	*A. Sidney Herlong Jr.	None
Fla. 7	*James A. Haley	None
Fla. 11	Thomas S. Kenney	*Edward J. Gurney
Ga. 4	James A. Mackay	Roscoe Pickett
Ga. 5	*Charles L. Weltner	Leland James O'Callaghan
Ill. 1	*William L. Dawson	Wilbur N. Daniel
Ill. 2	*Barratt O'Hara	William F. Scannell
Ill. 3	*William T. Murphy	Emmet F. Byrne
Ill. 4	Ray J. Rybacki	*Edward J. Derwinski
Ill. 5	*John C. Kluczynski	Robert V. Kotowski
Ill. 6	Dan Roman	Joseph W. Halac
Ill. 7	Frank Annunzio	Ray Wolfram
Ill. 9	Sidney R. Yates	Robert S. Decker
Ill. 10	Thomas E. Gause	*Harold R. Collier
Ill. 11	*Roman C. Pucinski	Dr. Chester T. Podgorski

Democratic Candidates

Ill. 12 John Clark Kimball  
 Ill. 13 Lynn A. Williams  
 Ill. 14 Jerome M. Ziegler  
 Ill. 15 Poppy X. Mitchell  
 Ill. 22 John J. Desmond  
 Ill. 24 \*Melvin Price  
 Ind. 1 \*Ray J. Madden  
 Ind. 3 \*John Brademas  
 Ind. 11 Andrew Jacobs Jr.  
 Iowa 3 Stephen M. Peterson  
 Iowa 7 John R. Hansen  
 Ken. 1 \*Frank A. Stubblefield  
 Ken. 3 Charles P. Farnsley  
 Ken. 6 \*John C. Watts  
 La. 5 \*Otto E. Passman  
 Me. 1 Kenneth M. Curtis  
 Md. AL \*Carlton R. Sickles  
 Md. 2 \*Clarence D. Long  
 Md. 3 \*Edward A. Garmatz  
 Md. 4 \*George H. Fallon  
 Md. 5 Hervey G. Machen  
 Md. 6 Royce Hanson  
 Md. 7 \*Samuel N. Friedel  
 Mass. 3 \*Philip J. Philbin  
 Mass. 4 \*Harold D. Donohue  
 Mass. 8 \*Thomas P. O'Neill Jr.  
 Mass. 9 \*John W. McCormack  
 Mass. 10 Edward F. Doolan  
 Mass. 11 \*James A. Burke  
 Mass. 12 Alexander Byron  
 Mich. 1 John J. Conyers  
 Mich. 4 Russell W. Holcomb  
 Mich. 7 John C. Mackie  
 Mich. 12 \*James G. O Hara  
 Mich. 13 \*Charles C. Diggs Jr.  
 Mich. 14 \*Lucien N. Nedzi  
 Mich. 15 William D. Ford  
 Mich. 16 \*John D. Dingell  
 Mich. 17 \*Martha W. Griffiths  
 Mich. 18 Frank J. Sierawski  
 Minn. 4 \*Joseph E. Karth  
 Minn. 5 \*Donald M. Fraser  
 Miss. 4 \*Arthur Winstead  
 Mo. 1 \*Frank M. Karsten  
 Mo. 2 Sidney B. McClanahan  
 Mo. 3 \*Leoncr Kretzer Sullivan  
 Mo. 9 William L. Hungate  
 Mo. 10 \*Paul C. Jones  
 Neb. 3 William E. Colwell  
 N.J. 1 William J. Procacci  
 N.J. 4 \*Frank Thompson Jr.  
 N.J. 5 Eugene M. Friedman  
 N.J. 6 Richard J. Traynor  
 N.J. 7 Edward H. Ihnen  
 N.J. 8 \*Charles S. Joelson  
 N.J. 9 Henry Helstocki  
 N.J. 10 \*Peter W. Rodino Jr.

Republican Candidates

\*Robert McClory  
 \*Donald Rumsfield  
 John N. Erlenborn  
 \*Charlotte T. Reid  
 \*William L. Springer  
 G.S. (Kenneth) Mirza  
 Arthur F. Endres  
 Robert L. Miller  
 Don A. Tabbert  
 \*H.R. Gross  
 \*Ben F. Jensen  
 None  
 \*M.G. (Gene) Snyder  
 John W. (Billy) Swope  
 None  
 \*Stanley R. Tupper  
 David Scull  
 George A. Price  
 None  
 Charles O'Donovan Evans  
 Edward A. Potts  
 \*Charles McC. Mathias Jr.  
 Thomas C. Hofstetter  
 None  
 Dudley B. Dumaine  
 None  
 Jack E. Molesworth  
 \*Joseph W. Martin Jr.  
 None  
 \*Hastings Kieth  
 Robert B. Blackwell  
 \*Edward Hutchinson  
 Claude E. Sadler  
 Robert G. Powell  
 Bruce C. Watson  
 George Bashara  
 John F. Fellrath Jr.  
 Raymond B. Leonard  
 William P. Harrington  
 \*William S. Broomfield  
 John M. Drexler  
 John W. Johnson  
 Prentiss Walker  
 Theodore J. Fischer  
 \*Thomas B. Curtis  
 Howard C. Ohlendorf  
 Anthony C. Schroeder  
 Carl F. Painter  
 \*David T. Martin  
 \*William T. Cahill  
 Ephraim Tomlinson II  
 \*Peter Frelinghuysen Jr.  
 \*Florence P. Dwyer  
 \*William B. Widnall  
 J. Palmer Murphy  
 \*Frank C. Osmers Jr.  
 Raymond W. Schroeder

Democratic CandidatesRepublican Candidates

N.J. 11	*Joseph G. Minish	William L. Stubbs
N.J. 12	Paul J. Krebs	David H. Wiener
N.J. 13	*Cornelius E. Gallagher	Cresenzi W. Castaldo
N.J. 14	*Dominick V. Daniels	Cecil T. Woolsey
N.J. 15	*Edward J. Patten	Bernard F. Rodgers
NEW YORK	- Democratic candidates receiving Liberal endorsement are indicated by (L); Republican candidates receiving Conservative endorsement are indicated by (C); separate Liberal and Conservative candidates are listed in parentheses under the Democratic and Republican candidates respectively.	
N.Y. 1	*Otis G. Pike (L)	John J. Hart Jr.
N.Y. 2	Edwyn Silberling (L)	*James R. Grover Jr.
N.Y. 3	Lester L. Wolff (L)	*Stephen B. Derounian
N.Y. 4	Joseph L. Marino (Stanley J. Levy (L) )	*John W. Wydler
N.Y. 6	Emil Levin	*Seymour Halpern
N.Y. 7	*Joseph P. Addabbo (L)	Robert L. Nelson (Erling Asheim (C) )
N.Y. 8	*Benjamin S. Rosenthal (L)	Vincent P. Brevetti (Charles P. Hostek (C) )
N.Y. 9	*James J. Delaney (Howard Rudner (L) )	Charles H. Cohen (James F. Martin (C) )
N.Y. 10	*Emanuel Celler (L)	Samuel W. Held
N.Y. 11	*Eugene J. Keogh (L)	Herman Sanders
N.Y. 12	*Edna F. Kelly (L)	Carlo G. Colavito
N.Y. 13	*Abraham J. Multer (Gerard Weisberg (L) )	Gerald S. Held
N.Y. 14	*John J. Rooney (L)	Victor J. Tirabasso Jr.
N.Y. 15	*Hugh L. Carey (L)	Luigi R. Marano (C)
N.Y. 16	*John M. Murphy (L)	David D. Smith (C)
N.Y. 17	Eleanor Clark French (L)	*John V. Lindsay (Kieran O'Doherty (C) )
N.Y. 18	*Adam Clayton Powell (Alan A. Lewis (L) )	Joseph A. Bailey (George S. Schuyler (C) )
N.Y. 19	*Leonard Farbstein (Edward A. Morrison (L) )	Henry E. Del Rosso (Suzanne LaFollette (C) )
N.Y. 20	*William F. Ryan (L)	Ronald N. Gottlieb
N.Y. 21	James H. Scheuer (L)	Henry Rose (Thomas Rockwell (C) )
N.Y. 22	*Jacob H. Gilbert (Joseph A. Mazur (L) )	Manuel R. Roque (Joseph F. Joyce (C) )
N.Y. 23	Johnathan B. Bingham (John P. Hagan (L) )	Patrick J. Foley (William J. Lee Jr. (C) )
N.Y. 24	Robert J. Malang (Sylvia Bloom (L) )	*Paul A. Fino
N.Y. 25	Richard L. Ottinger (L)	*Robert R. Barry
N.Y. 26	Frank Conniff (L)	*Ogden R. Reid (Robert F. Mitchell (C) )
N.Y. 28	Joseph Y. Resnick (William G. David (L) )	*J. Ernest Wharton (C)
N.Y. 31	Raymond E. Bishop (L)	Robert C. McEwen (C) )
N.Y. 34	James N. Hanley (L)	*R. Walter Riehlman (C)
N.C. 1	*Herbert C. Bonner	Zeno O. Ratcliff
N.C. 5	*Ralph J. Scott	W.A. (N&b) Armfield
N.C. 9	Robert M. Davis	*James T. Broyhill
Ohio AL	Robert E. Sweeney	Oliver P. Bolton
Ohio 3	Rodney M. Love	*Paul F. Schenck
Ohio 7	Jerry R. Graham	*Clarence J. Brown
Ohio 8	Frank B. Bennett	*Jackson E. Betts
Ohio 9	*Thomas L. Ashley	John O. Celusta

Democratic CandidatesRepublican Candidates

Ohio 17	Robert W. Levering	*John M. Ashbrook
Ohio 20	*Michael A. Feighan	Joseph A. Cipollone
Ohio 21	*Charles A. Vanik	Eugene E. Smith
Ohio 22	Chat Paterson	*Frances P. Bolton
Okla. 1	Doug Martin	*Page Belcher
Ore. 4	*Robert B. Duncan	Paul Jaffarian
Pa. 1	*William A. Barrett	Alvin J. Bello
Pa. 2	*Robert N.C. Nix	Melvin C. Howell
Pa. 3	*James A. Byrne	John J. Poserina Jr.
Pa. 4	*Herman Toll	James R. Cavanaugh
Pa. 5	*William J. Green III	Edward H. Rovner
Pa. 7	Leonard Bachman	G. Robert Watkins
Pa. 8	Ralph O. Samuel	*Willard S. Curtin
Pa. 9	John A. O'Brien	*Paul B. Dague
Pa. 10	James J. Haggerty	*Joseph M. McDade
Pa. 11	*Daniel J. Flood	Charles R. Thomas
Pa. 13	William D. Searle	*Richard S. Schweiker
Pa. 14	*William S. Moorhead	Alvin D. Copozzi
Pa. 17	William F. Plankenhorn	*Herman T. Schneebeli
Pa. 18	Frank J. Reed	*Robert J. Corbett
Pa. 20	*Elmer J. Holland	Ronald G. Bryan
Pa. 21	*John H. Dent	Thomas M. Schooley Jr.
Pa. 25	*Frank M. Clark	John Loth
Pa. 26	*Thomas E. Morgan	Paul P. Riggle
Pa. 27	John A. Young	*James G. Fulton
S.C. 2	*Albert W. Watson	None
S.D. 1	George E. May	*Ben Reifel
Tenn. 6	William R. Anderson	Cecil R. Hill
Texas AL	*Joe Pool	Bill Hayes
Texas 8	*Albert Thomas	Bob Gilbert
Texas 17	*Omar Burleson	Phil Bridges
Texas 22	*Robert R. (Bob) Casey	Desmond Berry
Utah 1	William G. Bruhn	*Laurence J. Burton
Va. 3	David E. Satterfield III	Richard D. Obenshain
	(Edward E. Haddock - Indep.; Stanley Smith Jr. - Indep.)	
Va. 9	*W. Pat Jennings	Glen M. Williams
Va. 10	Augustus C. Johnson	*Joel T. Broyhill
Wash. 1	Edward Palmason	*Thomas M. Pelly
Wash. 2	Lloyd Meeds	*Jack Westland
Wash. 7	Brockman Adams	*K. William Stinson
Wis. 6	John A. Race	*William K. Van Pelt

\* Incumbent

Q.23 If R remembers name from Question 22, record it; if he remembers just the party, record that; if he says, "the first one, what's his name," record that.

Q.24a-24g

Q.25-26a

Please be sure to check (at least) one box for each question.

Q.24b Other responses in addition to the precoded ones should be noted. Also, more than one of the boxes may be checked if appropriate.

Q.27-28 Question 27 is designed to measure interest in this particular campaign.

Question 28 is used to measure a more stable interest in government affairs at local, national or international levels. We are interested in the stability of R's interest at whatever level or levels.

Q. 29, 30, 31

Be sure to answer every part of each question.

Q.32-33 These two questions require some study before asking them. For the purpose of giving you an overall view of them which will be helpful, the following points are listed:

1. Question 32 focuses upon whether or not the R was asked for a contribution, either by himself or jointly, such as husband and wife both being asked.
2. Question 33 focuses upon whether R or "other" member actually made a contribution--regardless of whether he was asked or not. If R or "other" gave, and if your questioning in Question 32 had revealed that R or "other" had been asked, then we want to know in Questions 33c/33e if R gave to the party or candidate represented by the requestor.
3. We do not ask about the "request" made for money to some other member of the household because such information is likely to be highly unreliable. We do ask for more information on the other member's "giving" on the assumption that if R knows the other member made a contribution he may also know to whom it was made.
4. We want information about the request for money made to R or about the contribution made whether R alone is involved or is involved with someone else. A good example of the latter is the husband and wife situation where the family is likely to be solicited as Mr. and Mrs. Joe Doakes and is likely to give as a married couple.

If it should turn out that the spouse perceives his mate's involvement or lack of involvement in being asked to give, or giving, as independent of his own, we shall allow the Respondent's interpretation of the situation. In other words if the wife says she wasn't asked but her husband was, her husband becomes other member of family. The same applies to giving money.

(continued)

18.

Q.32-33 (continued)

IMPORTANT NOTE ON QUESTIONS 32 AND 33: We would greatly appreciate your describing the situation that pertains to the particular household such as the relationship of the other member to the respondent. Was it a spouse, or a relative?

Also, what was the relationship of the R to his partner in the "joint" arrangement?

Q.32a & 33a

Be sure to check the appropriate box on the interview as to whether self or joint arrangement obtained.

Q.33f Don't forget to ask Q.33f if R says No to Q.33.

Q.34-35 These are questions that we are sure many respondents have never considered before. Question 34 may need some explanation for R's who have never itemized deductions and do not perceive a charity deduction in their present tax plan. This much may be explained.

Because these are unfamiliar questions the a parts perform two functions: 1) to get some idea of the depth of the reasoning behind the answers, and 2) to get this reasoning. But do not probe on these questions, simply ask R why he takes the position that he does, give him time to formulate a reply and move on to the next question.

Q.36 We consider "neither" to be a legitimate response but we do not want it posed in the question. DK is also more acceptable here than usual, indicating R has never considered either giving or working. In short, accept R's response, even to the point of recording a response we have not anticipated such as "I couldn't care less."

Q.37-38 These questions have the same format as the issue questions in the pre-election schedule. Once again we suggest you do not push the respondent for an answer. Also, be sure to ask the initial "interest" probe.

Q.39-42b

Should proceed smoothly and rapidly. Be sure to actually read the alternatives in Question 41a to provide R with options.

Q.43

For R's who say they have paid some attention, a full response to this question is sought. Probing may be used to carry the R beyond specifying two things the Supreme Court has done that he has disliked or liked. We are particularly interested in having a record of the problem areas in which the Court has been involved: civil rights, reapportionment and redistricting, school prayers, but you should not specifically mention these areas. We should also be sensitive to negative or positive feelings towards individual judges.

Q.44-49 Check one box for each question.

Q.50a-50h

Make sure that the R knows that a 0 means unfavorable and 100 means favorable.

Q.50i Follow instructions on questionnaire.

Q.50k, 50l, 50m

Please be sure to enter years of membership in the relevant organization.

Q.51-70

Again, please be sure you check one box for each question.

Q.71

Our interest here is in the attention paid to election predictions made by the major networks on Election Day and their effects upon voting behavior.

There are two series of questions following the root Question 71. The first series is the 71a to 71e series which differs from the 71f to 71i series only in one question, 71c(2) which has no parallel in the 71f to 71i series. This follows from the fact that it wouldn't make sense to ask 71c(2) if the answer to 71 was No.

BE SURE TO NOTE THAT THE LAST QUESTION IN EACH SERIES, 71e and 71i, IS ASKED OF ALL RESPONDENTS WHO VOTED. Thus whatever the response to 71a, 71b, 71c(1), 71c(2), or 71d, Question 71e is asked if the R is a voter--the question obviously wouldn't make sense if R is not a voter. Similarly, 71i is asked regardless of the responses to 71f, 71g, 71g(1), and 71h.

When ascertaining the time the voter voted, it is important to record whether it is AM or PM in the instance of hours 7 to 8, assuming some polls open as early as 7 AM and close as late as 8 PM.

Whether or not the person voted can be determined as per instructions on questionnaire from Question 6, page 3.

Question 71c(1) may be a difficult question for the R to handle. He may not know the network but may remember the personality, i.e., Huntley or Brinkley from NBC--record whatever the answer is if it is something other than the boxed entries. This would include a TV channel number or the radio call letters--these can be checked out and coded in the office or you may be able to identify the network.

## Question-by-Question Objectives

## PERSONAL DATA

There are two special problems in the Personal Data. One concerns the definition of who is an "adult". This definition of adult changes from those of voting age for the election survey to everyone aged 18 or over for the travel questions (T1-T19). This problem is discussed in connection with item P3 below.

The second special problem concerns the arrangement of the contingencies in the Personal Data questions. What we are trying to do is to round out the information from the Pre-Election Survey so that when the Pre- and Post-Election Surveys are combined, we will have occupation and education for every adult in the family. All that should be necessary for you to do is to follow the contingencies carefully for P1 and P3.

P1. Fill in this information before the interview since the respondent in the pre-election study will also be your respondent in this post-election survey.

P2-P2c. These questions refer to the occupation of the wife of the head. We want to be able to place the wife in one of a series of occupational classifications - professional, managerial, student, semi-skilled worker, etc. Therefore vague job titles which apply to a broad range of occupations are not acceptable. Answers in terms of the name of the place where the wife works also are not enough. We need to know what sort of work she does and what kind of business it is. By kind of business, we mean "retail grocery store", "automobile parts manufacturing", "the family farm", etc. (If wife is R, we do not have to ask P2-2c because this information should have been obtained in the pre-election study.)

P3,4. NOTE: In the Personal Data and Travel sections of this questionnaire, we ask questions about every adult in the family. In these two sections only, adult means anyone 18 or over. This matter first arises in question P3 - at this point you must determine if there is anyone in the family aged 18, 19, or 20. Before asking Question P3, you may need to ask whether there is anyone in this family aged 18, 19, or 20.

IF R ANSWERS "YES", BE SURE TO ENTER IN P4 EACH "EXTRA" ADULT AGED 18, 19, OR 20 (AS WELL AS THOSE AGED 21 OR ABOVE) BY RELATION TO HEAD. ALSO ENTER AGE OF ADULTS WHO ARE 18, 19, OR 20. DO NOT ENTER THESE YOUNG ADULTS IN THE LISTING BOX ON THE COVER SHEET.

In P4, you should enter all family members aged 21 or over before the interview. For this information, use the listing box for the pre-election survey.

Also note that in questions T9-T16, "adult" means anyone 18 or older. The reason for these complications is that for purposes of the election study only people old enough to vote were relevant. For the travel study we need to know about everyone aged 18 and above. (We have found that people aged 18-20 do a lot of traveling!)

Definition of "Extra Adult"

An "extra" adult is any adult other than the head of the family and his wife. For example, the brother of the head would be an "extra" adult, as would a grown daughter living at home.

Definition of "Extra Adult" - continued

The family in this context includes only persons related to the respondent by blood, marriage, or adoption. Unrelated persons should not be included. For example, a boarder or servant is not a member of the same family as the head of the household. If the boarder is the respondent, and he is a single individual, here and in the Travel section the boarder is the only person to include. If the R is Head of the household or Head's wife, do not include the boarder here or in the Travel section.

- P4. As mentioned above, most of this information can be entered in the blank spaces for P4, before the interview by consulting the listing box on the cover sheet for the pre-election study. Remember that you do not need to list any persons unrelated to the head by blood, marriage or adoption, even though such a person does appear in the listing box. Remember also that if you find any young adults in the household (aged 18, 19, or 20) at P3, you should enter these young persons in the boxes for P4. If you need more space to list family member adults use an extra sheet of paper. When using extra sheets of paper, be sure to put the proper identification on each sheet. **BE SURE THAT ALL ADULTS 18 OR OVER IN THE FAMILY ARE ENTERED - THIS IS EXTREMELY IMPORTANT!**

We suggest that you complete the sequence of questions P4-P8c for one adult, and then go through the sequence for the second adult, and so on.

NOTE THAT P5-8c ARE ASKED ONLY IF THE FAMILY CONTAINS AN EXTRA ADULT 18 OR OVER OTHER THAN HEAD AND WIFE. (IF HEAD AND WIFE ARE THE ONLY ADULTS IN THE FAMILY, WE SHOULD HAVE THIS INFORMATION FROM THE PRE-ELECTION SURVEY.)

- P5.-P7. These are the usual education questions. Be sure to obtain the education of the wife of the head and of all other adults in the family if this series is asked.
- P8.-P8c. These occupation questions are asked only of the extra adults. The objectives here are the same as the objectives for P2-2c. We do not repeat the questions about occupation for the wife since we should know her occupation already either from P2 or if she is R, from the first, pre-election interview.

## TRAVEL

NOTE: The questions on travel are not asked of respondents who are in the special supplement (green cover sheet).

If you have glanced through the travel section of this questionnaire it may seem fairly long. However, in many instances, whole blocks of these questions will be left out. For example, T13a-T13k are asked only if an adult in the family took an auto trip in the last year. In many cases, no one in the family will have taken an auto trip, making this sequence inapplicable. The same holds true for the sequences on air, rail and bus travel. Few families will contain an adult who took an air trip in the last year and still fewer will contain adults who took a rail or bus trip. Thus, you should not anticipate having to ask all the travel questions of everyone, although there will be an occasional well-traveled family who has used all or most of the four travel modes in the last year.

Even though you probably will be skipping large parts of the travel questions in many cases, you should still familiarize yourself with the entire section and take special note of the contingencies and instructions.

Travel DefinitionsDefinition of a trip

A "trip" is defined by its length. By plane, auto, train, or bus, a trip is acceptable only if it is to a place 100 miles or more away.

Types of trips

General rule: a trip is what is commonly referred to as a Round Trip (a person leaves "true origin", goes to a place 100 miles or more away, and returns to "true origin").

Exceptions:

## a. One-way trips.

1. A person may leave from "true origin" but never return to it, as in the case of a person moving permanently from one place to another.
2. A person may travel from "true origin" to "true destination" by one means of transportation, and then return by another, as in flying from New York to Detroit, but taking the train back.

You may still enter a one-way trip, but YOU MUST INDICATE THAT THEY ARE ONE-WAY TRIPS. We will consider all trips as round-trips, UNLESS YOU TELL US DIFFERENTLY.

- b. Side trips are not counted as separate trips. They are included with the basic trip which starts from "true origin", goes to "true destination", and returns to "true origin". Count a basic trip and all its side trips as "1 trip".

True Origin of a Trip

The "true origin" of a trip is the place R actually leaves from - his home, office, etc. - in starting on the trip. It is not the airport. It is not a city. Furthermore, if the R leaves from his home and stops at his office on the way to the airport, the "true origin" of the trip is his home. Similarly, if he leaves from his office and stops at his home on his way to the airport, his office is the "true origin".

True Destination of a Trip

The "true destination" would be the house, office, or hotel, etc. - to which he went in the most distant city he reached.

People Who Fly as Their Living

Do not include as "trips" those taken by airplane pilots, stewardesses, etc., if the trips were taken as part of their job.

Adult

Anyone aged 18 or over.

- T1. Please be sure to enter the time you start this series in the space provided.
- T1a. This question is asked of everyone. We want to know if the Head had a vacation of any kind. It does not have to be a paid vacation from a job: we think retired people can take vacation trips, too.
- T2. Did Head take his vacation all at once or did he split it up, e.g. taking a week's vacation in February and another week's vacation in August. He could have split one week away from the job into two long weekends. We would count this as two vacations in such a case.
- T3. Ask this question for each of Head's vacations. We will take R's own answer as to whether he took "a shorter trip" - we are not being exact about what is a "short trip".
- T4.-T5. For each vacation on which Head took a trip to a point 100 miles or more away, we want to know where he went - meaning the farthest point reached - and the kinds of transportation Head used. Check as many modes (bus, train, airplane or car) as apply. If Head used one mode of transportation to reach his destination, and a different mode to return, be sure to indicate which is which.
- T6. Business trips are those taken 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 business travel. If a person took a trip in connection with his work and spent a few days vacation at his destination, we would still count it as a business trip. Self-employed people may also make business trips, of course. For example, an author may take a trip to New York to visit his publisher. (We do not include trips by people whose job it is to fly or to drive a truck, etc., if these trips were taken as part of their job.)
- T7a.-T7c. Note that these questions refer to the distance in miles from Head's place of work to the nearest air, rail, and bus terminals which provide intercity passenger service. We are not interested in the distance to a freight terminal or a intracity terminal. The distance we have in mind is the distance by the usual route - not as the crow flies. If you are sure R is wrong in his estimate of distance, please give us a marginal note on it.

- T8.-T8a. Does anyone in R's Family Unit own a car? If he mentions a jeep or pick-up truck or some other "half-car", please describe it fully so that we can classify it, and be sure to make it clear whether or not the box checked in Q. T8a. includes or excludes this "half-car". (We don't want to include trucks.)
- The "family" is meant to include all adults and children, and their cars should be included here.
- T9.-T12b. THESE QUESTIONS ARE ASKED ABOUT EACH ADULT 18 OR OVER IN A FAMILY UNIT.
- Before the interview, enter each adult in the family by their relation to the Head, using a separate column for each adult. For adults not in listing box on the cover sheet, (i.e. those aged 18-20) give their actual age and relation to Head - for example son, 19. PLEASE BE SURE THAT ALL ADULTS IN THE FAMILY UNIT ARE ENTERED. Ask the questions about each adult in the family unit.
- If there are more than three adult members in the family, you should use an extra sheet of paper to record the information. Be sure to ask all the questions for each adult in the Family Unit, following the appropriate contingencies.
- In asking these questions, we suggest you complete T9-T12b for one adult, and then go through the sequence again for the second adult, and so on. However, if you know, say, that all the adults in the Family Unit went on these trips, there would be no reason for not working across the page, answering for all adults at one time.
- T10. We want to know if each adult (those aged 18 or over) has a driver's license. Do not include in a "yes" answer adults whose licenses have expired or been revoked or adults who have only a learner's permit.
- T11.-T11a. Has the adult ever in his life taken a plane trip by scheduled commercial airline? If he has we want to know the year in which the adult took his first air trip. If that event was many years ago, we will accept an approximate answer, such as "1938 or 1939".
- T11b. "Last two years" refers to the twenty-four months prior to the interview.
- T12. If the adult has taken an air trip in the last two years, find out exactly in what month and year he took his most recent air trip.
- T12a. T12a. is intended to give us as accurate a count as we can get of the air trips for each adult for the 12 months prior to interview. We want to count only trips by regular commercial airline, not privately owned personal planes or company planes. If the adult went one-way on a plane trip, please make a note of this in the margin.
- T12b. See the instruction for T6 for a discussion of what constitutes a business trip.
- T13. This is a key question, which determines whether the following sequence will be asked. The point of the question is to find out if any adult member of the family took a trip by car, either as driver or passenger, in the 12 months prior to the interview. If there was such a trip, go on and ask T13a-T13k. Otherwise go to T14. (Again, "adult" includes anyone aged 18 or over.)

26.

- T13a. If there were several auto trips by members of this family, we want the most recent trip. Be sure to distinguish between November or December, 1963 and November or December 1964. For our purposes, if a trip extended into two months, the date of the trip is the date the trip was completed.
- T13b. Check as many modes as apply to this trip. It may happen that the adult traveled only one-way by auto and the rest of the trip was by another mode. DO NOT COUNT THIS TRIP TWICE-COUNT IT ONLY AS AN AUTO TRIP. For example, if the adult flew to Chicago and returned by auto - this would count as an auto trip in T13. It would not count also as an air trip in T14. Use the following priority list to determine how the split-mode trips should be counted:
1. auto
  2. air
  3. rail
  4. bus
- Thus, auto takes precedence over all the other modes; air takes precedence over rail and bus; and rail takes precedence over bus. This priority system should be used only in determining answers to T13, T14, T15 and T16 when a trip is made by several modes.
- T13c. Was the trip a vacation trip, a business trip, a job hunting trip, or what? We plan to try to separate business trips, vacation trips, and trips on personal affairs.
- T13d. Please check as many boxes as apply. Here we want to know about everyone - adults, children, and persons unrelated to the family - in the travel party. We need to have a count of children by the age groups shown because those from 2-12 pay 1/2 fare on many kinds of trips.
- T13e. We want to know the true destination of the trip - the most distant place reached. For example, if respondent drove from X to Y, then took a train to Z, Z is the most distant place reached.
- T13f. We will settle for R's best estimate of the distance. We have in mind the distance by a reasonably direct route.
- T13g. This question is aimed at finding out if the traveler wanted to visit any intermediate places (for example, to see or visit someone) or if he just was interested in his final destination. We do not consider refueling stops, etc. as intermediate destinations.
- T13h. Do not ask this question if the answer is obvious, e.g. if most distant place is New York City.
- T13i. Here we mean the center of the central business district. Since it is impossible to give definitions of "central business district" we will have to accept R's answer. The point of the question is to find out if the traveler's true destination was the center of town or some outlying area.

T13j. "Door to door" means from true origin to true destination. We want to know which of the available services would have been fastest. Thus replies such as "air would have been fastest if there were air service to (most distant place)" is not relevant. We want to analyze the answers to see whether R actually used the available mode which would have got him there quickest.

T13k. Did traveler go by car because he wanted his own car available at his destination?

Since the T14, T15 and T16 sequences parallel each other, instructions for the 3 sequences will be given simultaneously.

T14, T15, T16:

Has any family member aged 18 or over taken an air (bus or train) trip in the last 12 months? T14, T15 and T16 are asked of everyone.  
NOTE THAT T15 FALLS IN THE MIDDLE OF PAGE 30 -- BE SURE NOT TO SKIP IT.

T14a, T15a, T16a:

If there were several air (bus or train) trips by members of this family, we want the most recent trip. Be sure to distinguish between November or December, 1963 and November or December, 1964. For our purposes, if a trip extended into two months, the date of the trip is the date the trip was completed.

T14b, T15b, T16b:

Check as many boxes as apply. Remember the priority system to be used in case of multi-mode trips (see discussion of Q. T13b). "Auto" should be checked only if the traveler used Auto for part of the trip itself, not just to get around locally at the destination.

T14c-T14d, T15c-T15d, T16c-T16d:

Was the trip a vacation trip, a business trip, a job hunting trip, or what? We plan to try to separate business trips, vacation trips, and trips on personal affairs.

T14e, T15e, T16e:

The questions (f-k) following this question are to be asked only of someone who went on the trip. If R went on the trip, then continue the sequence.

If R did not go on the trip then follow this procedure:

1. Skip to the next question that the R can answer and finish the interview with R. For example, if in T14e, the respondent did not go on the trip, skip to T15. Ask T15a-e and if the R again did not go on the trip, skip from T15e to T16. Ask T16a-e; if R

T14e, T15e, T16e: - continued

has not taken the bus trip, skip to T17.

2. Find out if there is anyone at home who went on the trip(s).  
If someone is present who went on the trip - ask him questions T14f-T14q (or T15f-T15p or T16f-T16p).
3. If there is no one at home who went on the trip(s), find out if the family has a phone and if you may contact the traveler by phone to ask these questions.
4. IF AND ONLY IF IT IS IMPOSSIBLE to speak, even by phone, to someone in the family who went on the trip should you ask the R these questions.

It is important that you speak to someone who went on the trip because questions such as T14f-T14q; T15f-T15p; T16f-T16p cannot be answered accurately except by someone who actually went on the trip.

T14f-T14j, T15f-T15j, T16f-T16j:

See instructions for T13e-T13i.

T14k, T15k, T16k:

We want to know whether the traveler actually started from a place other than his home.

T14l-T14m, T15l-T15m, T16l-T16m:

We want to know how the traveler got to the terminal from true origin and, at the other end of the trip, how he got to his final destination from the terminal. If he used "other" means, please specify what the other means was.

T14n, T15n, T16n:

The total elapsed time should include any stop-overs at intermediate destinations. The time it took to get from true origin to final destination should be stated in hours or days.

T14o, T15o, T16o:

These questions break down total travel time into its components:  
part (a) - how much time did the traveler allow to reach the terminal from his starting place. We do not want to know the actual time it took to reach the terminal.

part (b) - This should be the total time enroute in the common carrier, even for trips with intermediate destinations. For example, if the traveler spent an hour on a plane flying from New York to Pittsburgh, stayed over in Pittsburgh for a day and then spent 3 more hours flying to St. Louis, the answer to (b) would be 4 hours.

part (c) - At the most distant place reached, how long did it take to

T14o, T15o, T16o: - continued

get from the terminal to the true destination - be it office, hotel, friend's home, or whatever?

Parts a + b + c should equal total elapsed time if there was only one destination.

If there were intermediate destinations, then total elapsed time should include stop-over time which is not accounted for in a, b or c. Hence, when there are intermediate destinations, the total elapsed time in 14n will not equal a + b + c in 14o.

T14p, T15p, T16p:

"Door to door" means from true origin to true destination. We want to know which of the available services would have been fastest. Thus, replies such as "air would have been fastest if there were air service to (most distant place)" is not relevant. We want to analyze the answers to see whether R actually used the available mode which would have got him there quickest.

T14q: We expect that in almost all instances the traveler will know if this was a first air trip for any of the party. We do not need to know who was making his first air trip.

Please note that all of the answers from questions T17-T19 have to be entered on the FOLLOW-UP SHEET, with the exception of the YES and NO boxes in T18b. This follow-up sheet is to be used only for those Rs who have answered the travel questions.

T17-T19 Please make clear to R the purposes for which the information is requested as indicated in each question.

We have asked for names and phone numbers before and the response has been excellent. Do reassure R that:

1. Their interview is strictly confidential; all names and phone numbers will be kept apart from the questionnaire.
2. The probable telephone call would be quite short.

Be sure to fill out the FOLLOW-UP SHEET and insert it in the questionnaire.

Page 35: Answer Q. 01-05 only for respondents who have answered the travel questions.

01-02 Please check a box for each kind of place found.

-A detached single family house is the free standing structure surrounded by a yard.

-An elevated apartment building would clearly fit into "apartment house with five or more units".

01-02 - continued

-Intermediate cases require some thought. If it is located above a store, in the back of a shop, or if the business owner lives on part of his business premises, then this is an "apartment in a partly commercial structure."

-Duplexes, the four flat apartment building and intermediate styles fall into the "Detached 2-4 family house or row house". Row houses are those which are side by side and share a wall in common.

MAIL BOXES or DOOR BELLS may often be counted to reveal the number of units in a house when there is doubt.

ALWAYS OFFER YOUR BEST ESTIMATE.

03-05

Please give us your best estimate of the distance in miles from R's home to the nearest air, rail and bus terminal. We are interested only in terminals where intercity passenger service is available. The distance should be distance by a reasonable route, not as the crow flies. We would also like the name of these nearest air and rail terminals, as we can then check on the quality (frequency) of service offered there.

THE UNIVERSITY OF MICHIGAN  
SURVEY RESEARCH CENTER  
ANN ARBOR, MICHIGAN

A DIVISION OF THE  
INSTITUTE FOR SOCIAL RESEARCH

November, 1964

Dear Friend:

You may remember that during the last month you generously gave us some of your time to talk about the November 3rd Presidential Election. I certainly want to thank you very much for your cooperation.

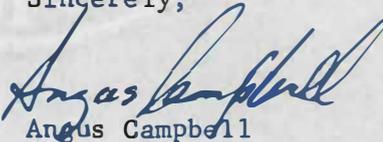
The information that you and many others have given us is helping provide better understanding as to why Americans vote as they do, and what kinds of things they consider to be important in today's world.

Now that the election is over, your ideas are more important to us than ever. By talking to you again and getting your reactions to what actually did happen, we can get a more complete picture and our study will have more value.

The Survey Research Center at The University of Michigan needs your help in this vital survey. During the next month our interviewer will call on you once again. This interview will be shorter than the last one, and we shall try to arrange it at your convenience. Naturally, as before, your comments will be held in the strictest confidence.

Your contribution is most important and your cooperation is deeply appreciated.

Sincerely,

  
Angus Campbell  
Director

AC:mb