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

WAVE I
PROJECT 24
PILOT STUDY FOR
1980 ELECTION STUDY

DO NOT WRITE IN ABOVE SPACE

1. Interviewer's Label

2. Primary Area: ____________________________

3. Your interview no.: ______________________

4. Date of Interview: ________________________

5. Length of Interview: ______________________ MINUTES

6. Segment No. _____________________________

7. Line No: ______________________________

8. Address (or description) ____________________________

9. Sample Location __________________________

10. State __________________________ (ZIP)

11. Call Record.

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NOTES:

(495535)
12. List all Household members by relationship to Head.

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<tr>
<th>(a)</th>
<th>(b)</th>
<th>(c)</th>
<th>(d)</th>
<th>(e)</th>
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<tbody>
<tr>
<td>Household Members by Relationship to Head</td>
<td>Sex</td>
<td>Age</td>
<td>Citizen?</td>
<td>Eligible Persons &quot;☑&quot;</td>
<td>Enter &quot;R&quot; for Respondent</td>
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<tr>
<td>Persons 18 Years Old or Older</td>
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<td>Persons 17 Years Old or Younger</td>
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FOR OFFICE USE ONLY

- # Persons
- Household Composition
- # Eligible Adults (☑)
- Children:
  - 6
  - 6-9
  - 10-13
  - 14-17

Step 1: Complete columns (a) - (c).

Step 2: Ask, "Are all of these persons U.S. citizens?" Write "yes" for those who are U.S. citizens and "no" for those who are not in column (d).

Step 3: Enter a check mark (☑) in column (e) for each person eligible for selection. Eligible persons are U.S. citizens who are 18 years of age or older.

Step 4: Indicate the person you select to be interviewed by entering "R" in column (f).

NONINTERVIEW CATEGORIES

- 1. Refusal (explain below).
- 2. NER (no eligible respondent): No one in the household over 18 years of age or no U.S. citizens in household.
- 3. NI-O (noninterview for other reasons): explain below.
Thank you for this interview. We value people like you who are willing to contribute their thoughts to our research. Our office may wish to get in touch with you by phone or mail to verify this interview. Also, in the next few weeks we may want to contact you again to arrange for one more meeting to talk just as we did, about a number of different topics. For these reasons, I would like to have your address and telephone number.

NAME: __________________________________________

ADDRESS: __________________________________________

TELEPHONE NUMBER: ____________________________

IF R REFUSES ANY OF THIS INFORMATION, PLEASE EXPLAIN ON BACK OF THIS FORM.

Which days of the week and times of the day are generally good if we wish to reach you at home?

GOOD DAYS OF THE WEEK

GOOD TIMES OF THE DAY

USE BACK OF FORM FOR OTHER INFORMATION WHICH MIGHT BE HELPFUL WHEN YOU ATTEMPT TO RECONTACT THE RESPONDENT.
1. Interviewer's Label

2. Primary Area: ________________

3. Segment _______ Line _________

4. Your Interview No: ________________

5. Date of Interview: ________________

6. Length of Interview: ________________ (MINUTES)

7. State in which Interview was Taken: ________________

WAVE I—FORM A

THE FOLLOWING STATEMENT MUST BE READ TO ALL RESPONDENTS:

This interview is completely voluntary -- if we should come to any question which you don't want to answer, just let me know and we'll go on to the next question.

(405535)
A1. 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, 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  5. DON'T KNOW

A2. How often do you watch the early evening national news on TV - every evening, 3 or 4 times a week, once or twice a week, or less often?

1. EVERY EVENING  2. 3 OR 4 TIMES A WEEK  3. ONCE OR TWICE A WEEK  4. LESS OFTEN

A3. And how about the late evening news on TV - do you watch it every night, 3 or 4 times a week, once or twice a week, or less often?

1. EVERY NIGHT  2. 3 OR 4 TIMES A WEEK  3. ONCE OR TWICE A WEEK  4. LESS OFTEN

A4. When you watch the news on TV, do you pay a great deal of attention to national news and what the government does, do you pay some attention, or don't you pay much attention to national news?

1. PAY A GREAT DEAL OF ATTENTION  2. PAY SOME ATTENTION  3. DON'T PAY MUCH ATTENTION

A5. Thinking about when you watch the news on TV, are you usually doing other things while the news is on, or do you stop doing other things to watch the news?

1. DOING OTHER THINGS  2. STOP DOING OTHER THINGS
A6. Do you read a daily newspaper regularly?

1. YES  
2. NO  → TURN TO P. 3, SECTION B

A6a. Which paper or papers do you read? (GET FULL TITLE AND CITY WHERE PUBLISHED)

<table>
<thead>
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<th>TITLE</th>
<th>CITY WHERE PUBLISHED</th>
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A6b. In general, when you read the newspapers, do you pay a great deal of attention to national news and what the government does, do you pay some attention, or don't you pay much attention to national news?

1. PAY A GREAT DEAL OF ATTENTION  
3. PAY SOME ATTENTION  
5. DON'T PAY MUCH ATTENTION
SECTION B

B1. Who do you think are some of the people who might be running for President next year?

[ ] 8. DON'T KNOW

Turn to P. 5, B5

(Any Others?)

B2. Have you read or heard anything lately about (them/him)?

1. YES 5. NO → TURN TO P. 4, B3

B2a. What was it (you read or heard)?

B2b. (R.B., P. 1) Where did you learn about that? (MARK ALL MENTIONS)

A. TV  B. RADIO  C. NEWSPAPERS  D. OTHER PEOPLE

E. MAGAZINES  F. OTHER

B2c. Did you hear or read anything else about who might be running for President next year?

1. YES 5. NO → TURN TO P. 4, B3

B2d. What was it (you read or heard)?

B2e. (R.B., P. 1) Where did you learn about that? (MARK ALL MENTIONS)

A. TV  B. RADIO  C. NEWSPAPERS  D. OTHER PEOPLE

E. MAGAZINES  F. OTHER
B3. Have you talked with anyone lately about people who might be running for President next year?

1. YES  5. NO  → GO TO B4

B3a. (R.B., P. 2) Who have you talked with? (MARK ALL MENTIONS)

Anyone else?

A. SPOUSE  B. OTHER FAMILY MEMBERS  C. FRIENDS OR NEIGHBORS  D. PEOPLE AT WORK  E. OTHERS

B3b. Do you think the people you talked with feel the same way you do about (these/this) candidate(s) or do some of them feel differently about (them/him)?

1. FEEL SAME  5. FEEL DIFFERENTLY  8. DON'T KNOW

B4. Would you say you personally care much about who will be running for President next year, or don't you care much about that?

1. YES, CARE  5. NO, DON'T CARE

B4a. Why do you say so? ____________________________
B5. (R.B., P. 3) Now I'd like to get your feelings toward some of our political leaders and other people who are in the news these days. I will use something we call the feeling thermometer, and here is how it works:

I'll read the name of a person and I'd like you to rate that person using the feeling thermometer. You may use any number from 0 to 100 for rating. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person.

If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

If you do recognize the name, but you don't feel particularly warm or cold toward the person, you would rate the person at the 50 degree mark.

Our first person is Jimmy Carter. How would you rate him using the thermometer?

(IF R SAYS "DON'T KNOW" PROBE: Do you mean you don't know who the person is, or do you have something else in mind?)
B6. Next I'd like to ask you about the good and bad points of two of these people in politics. The first is Jimmy Carter. If there were an election today and Jimmy Carter was running for President, is there anything in particular about Mr. Carter that might make you want to vote for him.

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

GO TO B7

B6a. What is that?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Is there anything else?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

B7. Is there anything in particular about Mr. Carter that might make you want to vote against him?

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

TURN TO P. 7, B8

B7a. What is that?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Is there anything else?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
B8. The other person is Gerald Ford. If there were an election today and Gerald Ford was running for President, is there anything in particular about Mr. Ford that might make you want to vote for him?

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

GO TO B9

B8a. What is that?


Is there anything else?


B9. Is there anything in particular about Mr. Ford that might make you want to vote against him?

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

TURN TO P. 8, SECTION C

B9a. What is that?


Is there anything else?


SECTION C

C1. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

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

TURN TO P. 9, C1d TURN TO P. 10, C1g TURN TO P. 11, C1m

C1a. Would you call yourself a strong Republican or a not very strong Republican?

1. STRONG 5. NOT VERY STRONG

C1b. (RB, P. 4) Do any of these statements come close to what you mean when you say you are a strong Republican? (Which ones?) Any others?

☐ 1. EVER SINCE I CAN REMEMBER I'VE BEEN A REPUBLICAN.
☐ 2. MY PARENTS WERE REPUBLICANS AND I AM TOO.
☐ 3. I INVOLVE MYSELF IN WHAT THE REPUBLICAN PARTY IS DOING.
☐ 4. I AM ENTHUSIASTIC ABOUT WHAT THE REPUBLICAN PARTY STANDS FOR.
☐ 5. I ALMOST ALWAYS SUPPORT THE REPUBLICAN CANDIDATES.
☐ 6. I REALLY MEAN THAT I LIKED GERALD FORD VERY MUCH IN THE LAST PRESIDENTIAL ELECTION.
☐ 7. I'M A STRONG REPUBLICAN BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
☐ 8. WITH ME IT'S MORE A MATTER OF STRONGLY DISLIKING THE DEMOCRATS THAN ANYTHING ELSE.
☐ 9. OTHER: SPECIFY:

C1c. (RB, P. 5) Do any of these statements come close to what you mean when you say you are not a very strong Republican? (Which ones?) Any others?

☐ 1. I USUALLY THINK OF MYSELF AS A REPUBLICAN BUT I DON'T AGREE COMPLETELY WITH WHAT THE PARTY STANDS FOR.
☐ 2. I USUALLY PREFER REPUBLICAN CANDIDATES BUT SOMETIMES I SUPPORT DEMOCRATS.
☐ 3. I VOTE FOR THE PERSON NOT THE PARTY.
☐ 4. I USUALLY SUPPORT REPUBLICANS BUT I DIDN'T MUCH LIKE GERALD FORD IN THE LAST ELECTION.
☐ 5. I DON'T INVOLVE MYSELF IN WHAT THE REPUBLICAN PARTY IS DOING.
☐ 6. I'M A REPUBLICAN BUT IT ISN'T VERY IMPORTANT TO ME.
☐ 7. I'M A NOT VERY STRONG REPUBLICAN BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
☐ 8. WITH ME IT'S MORE A MATTER OF NOT LIKING THE DEMOCRATS THAN ANYTHING ELSE.
☐ 9. OTHER: SPECIFY:

TURN TO P. 12, C2
Would you call yourself a **strong** Democrat or a not very strong Democrat?

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

(Cle. (RB, p. 6) Do any of these statements come close to what you mean when you say you are a strong Democrat? (Which ones?) Any others?)

- [ ] 1. Ever since I can remember I've been a Democrat.
- [ ] 2. My parents were Democrats and I am too.
- [ ] 3. I involve myself in what the Democratic Party is doing.
- [ ] 4. I am enthusiastic about what the Democratic Party stands for.
- [ ] 5. I almost always support the Democratic candidates.
- [ ] 6. I really mean that I liked Jimmy Carter very much in the last presidential election.
- [ ] 7. I'm a strong Democrat because of the way I feel about what Jimmy Carter has been doing.
- [ ] 8. With me it's more a matter of strongly disliking the Republicans than anything else.
- [ ] 9. Other: Specify:

(Cif. (RB, p. 7) Do any of these statements come close to what you mean when you say you are not a very strong Democrat? (Which ones?) Any others?)

- [ ] 1. I usually think of myself as a Democrat but I don't agree completely with what the party stands for.
- [ ] 2. I usually prefer Democratic candidates but sometimes I support Republicans.
- [ ] 3. I vote for the person not the party.
- [ ] 4. I usually support Democrats but I didn't much like Jimmy Carter in the last election.
- [ ] 5. I don't involve myself in what the Democratic Party is doing.
- [ ] 6. I'm a Democrat but it isn't very important to me.
- [ ] 7. I'm a not very strong Democrat because of the way I feel about what Jimmy Carter has been doing.
- [ ] 8. With me it's more a matter of not liking the Republicans than anything else.
- [ ] 9. Other: Specify:

Turn to p. 12, C2
10

(R SAID "INDEPENDENT" OR "NO PREFERENCE" IN C1)

C1g. Do you think of yourself as closer to the Republican Party or to the Democratic Party?

| 1. CLOSER TO REPUBLICAN |
| 2. CLOSER TO DEMOCRATIC |
| 3. NEITHER |

Go to C1k

C1h. (RB, P. 8) Do any of these statements come close to what you mean when you say you think of yourself as closer to the Republican Party? (Which ones?) Any others?

- [ ] 1. MORE OFTEN THAN NOT, I FIND MYSELF SUPPORTING WHAT THE REPUBLICAN PARTY STANDS FOR.
- [ ] 2. MOST OF THE TIME I PREFER REPUBLICAN CANDIDATES.
- [ ] 3. I PREFERRED GERALD FORD IN THE LAST PRESIDENTIAL ELECTION.
- [ ] 4. I'VE ALWAYS LIVED AROUND REPUBLICANS.
- [ ] 5. I FEEL CLOSER TO THE REPUBLICAN PARTY BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- [ ] 6. I LIKE THE DEMOCRATIC PARTY EVEN LESS THAN I LIKE THE REPUBLICAN PARTY.
- [ ] 7. OTHER: SPECIFY: 

C1i. (RB, P. 9) Do any of these statements come close to what you mean when you say you think of yourself as closer to the Democratic Party? (Which ones?) Any others?

- [ ] 1. MORE OFTEN THAN NOT, I FIND MYSELF SUPPORTING WHAT THE DEMOCRATIC PARTY STANDS FOR.
- [ ] 2. MOST OF THE TIME I PREFER DEMOCRATIC CANDIDATES.
- [ ] 3. I PREFERRED JIMMY CARTER IN THE LAST PRESIDENTIAL ELECTION.
- [ ] 4. I'VE ALWAYS LIVED AROUND DEMOCRATS.
- [ ] 5. I FEEL CLOSER TO THE DEMOCRATIC PARTY BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- [ ] 6. I LIKE THE REPUBLICAN PARTY EVEN LESS THAN I LIKE THE DEMOCRATIC PARTY.
- [ ] 7. OTHER: SPECIFY: 

C1k. (RB., P. 10) Do any of these statements come close to what you mean when you say you (are an independent/have no preference)? (Which ones?) Any others?

- [ ] 1. I SUPPORT BOTH DEMOCRATS AND REPUBLICANS.
- [ ] 2. I DECIDE ON THE PERSON NOT THE PARTY.
- [ ] 3. I DECIDE ON THE ISSUES NOT THE PARTY LABEL.
- [ ] 4. NEITHER PARTY STANDS FOR WHAT I THINK IS IMPORTANT.
- [ ] 5. I DISLIKE BOTH PARTIES.
- [ ] 6. I'M NOT MUCH INTERESTED IN POLITICS.
- [ ] 7. THE PARTIES ALMOST NEVER DELIVER ON THEIR PROMISES.
- [ ] 8. I DON'T KNOW ENOUGH TO MAKE A CHOICE.
- [ ] 9. I LIKE BOTH PARTIES ABOUT THE SAME.
- [ ] 10. I'M INDEPENDENT BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- [ ] 11. MY PARENTS WERE INDEPENDENT AND I AM TOO.

- [ ] 12. OTHER: SPECIFY: 

TURN TO P. 12, C2
Clm. Do you think of yourself as closer to the Republican Party or to the Democratic Party?

1. CLOSER TO REPUBLICAN
2. CLOSER TO DEMOCRATIC
3. NEITHER

Clm. (RB, P. 8) Do any of these statements come close to what you mean when you say you think of yourself as closer to the Republican Party? (Which ones?) Any others?

- □ 1. MORE OFTEN THAN NOT, I FIND MYSELF SUPPORTING WHAT THE REPUBLICAN PARTY STANDS FOR.
- □ 2. MOST OF THE TIME I PREFER REPUBLICAN CANDIDATES.
- □ 3. I PREFERRED GERALD FORD IN THE LAST PRESIDENTIAL ELECTION.
- □ 4. I'VE ALWAYS LIVED AROUND REPUBLICANS.
- □ 5. I FEEL CLOSER TO THE REPUBLICAN PARTY BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- □ 6. I LIKE THE DEMOCRATIC PARTY EVEN LESS THAN I LIKE THE REPUBLICAN PARTY.
- □ 7. OTHER: SPECIFY: 

Clp. (RB, P. 9) Do any of these statements come close to what you mean when you say you think of yourself as closer to the Democratic Party? (Which ones?) Any others?

- □ 1. MORE OFTEN THAN NOT, I FIND MYSELF SUPPORTING WHAT THE DEMOCRATIC PARTY STANDS FOR.
- □ 2. MOST OF THE TIME I PREFER DEMOCRATIC CANDIDATES.
- □ 3. I PREFERRED JIMMY CARTER IN THE LAST PRESIDENTIAL ELECTION.
- □ 4. I'VE ALWAYS LIVED AROUND DEMOCRATS.
- □ 5. I FEEL CLOSER TO THE DEMOCRATIC PARTY BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- □ 6. I LIKE THE REPUBLICAN PARTY EVEN LESS THAN I LIKE THE DEMOCRATIC PARTY.
- □ 7. OTHER: SPECIFY: 

TURN TO P. 12, C2
C2. (R.B., P. 11) We are interested in your general ideas about the office of President, apart from how you feel about any particular President.

I want you to think about a good kind of President instead of a bad kind. Here is a list of words describing different personal qualities that a good President might have. I want you to pick out four of these words to describe the most important things a good President should be. (MARK FOUR)

☐ A. COURAGEOUS   ☐ E. INSPIRING
☐ B. HONEST       ☐ F. OPEN-MINDED
☐ C. HUMBLE       ☐ G. SMART
☐ D. KNOWLEDGEABLE ☐ H. WARM

C3. (R.B., P. 12) Now here is a list of phrases describing different things a good President could do to really live up to his job as President. I want you to pick out four of these phrases to describe the most important things a good President should do. (MARK FOUR)

☐ A. SOLVE OUR ECONOMIC PROBLEMS
☐ B. COMMUNICATE OPENLY WITH THE PEOPLE
☐ C. PROVIDE STRONG LEADERSHIP
☐ D. APPOINT GOOD ADVISORS
☐ E. UNDERSTAND THE LITTLE PEOPLE
☐ F. STICK TO HIS WORD
☐ G. DEVELOP GOOD RELATIONS WITH OTHER COUNTRIES
☐ H. SET A GOOD MORAL EXAMPLE
C4. (R.B., P. 13) Now I want you to think about a bad kind of President instead of a good kind. Here is a list of words describing different personal qualities that a bad President might have. I want you to pick out four of these words to describe the worst things a bad President could be. (MARK FOUR)

- □ A. TOO POLITICAL
- □ B. SELFISH
- □ C. RECKLESS
- □ D. POWER-HUNGRY
- □ E. PREJUDICED
- □ F. UNSTABLE
- □ G. WEAK
- □ H. IMMORAL

C5. (R.B., P. 14) Now here is a list of phrases describing different things a bad President might do in his job as President. I want you to pick out four of these phrases to describe the worst things a bad President might do. (MARK FOUR)

- □ A. HIDE THINGS FROM THE PUBLIC
- □ B. BREAK THE LAW
- □ C. GET US INTO UNNECESSARY WARS
- □ D. BECOME ISOLATED FROM THE PEOPLE
- □ E. FAVOR SPECIAL INTEREST GROUPS
- □ F. USE THE OFFICE OF PRESIDENT FOR PERSONAL GAIN
- □ G. NOT STAND UP FOR THE U.S. IN FOREIGN AFFAIRS
- □ H. BE IMMORAL IN PERSONAL CONDUCT
D1. We are interested in how people are affected financially by inflation these days. Would you say that you (and your family) have been badly hurt by inflation, hurt somewhat, not affected very much, or helped financially by inflation?

1. BADLY HURT  2. SOMewhat HURT  3. NOT AFFECTED  4. HELPED  8. DON'T KNOW

D1a. Do you feel that inflation hurts you more than the average person, the same as, or less than the average person?

1. MORE  2. SAME  3. LESS  8. DON'T KNOW

D1b. Do you think that over the last five years (your/your family's) income has gone up more than the cost of living, has it fallen behind, or has it stayed about even with the cost of living?

1. GONE UP MORE  5. FALLEN BEHIND  3. STAYED ABOUT EVEN  8. DON'T KNOW

D2. What about the money you pay in taxes? Even if you think everybody pays too much in taxes, compared to other people do you think you pay your fair share, or do you pay more than your fair share?

1. PAY FAIR SHARE  5. PAY MORE THAN FAIR SHARE  8. DON'T KNOW

D3. (R.B., P.15) Now I would like to get your feelings about the amount you are asked to pay for each of four different taxes. Let's start with sales taxes. Do you feel you are asked to pay much more than you should for sales taxes, somewhat more than you should, about the right amount, or less than you should?

a. SALES TAXES
b. federal income tax
c. social security taxes
d. property taxes
D4. (R.B., P. 16) And for which of these taxes are you now paying more than you were a couple of years ago?

- [ ] A. SALES TAX
- [ ] B. FEDERAL INCOME TAX
- [ ] C. SOCIAL SECURITY TAXES
- [ ] D. PROPERTY TAXES

D5. (R.B., P. 17) Do you think the tax system in this country is very fair, mostly fair, fair for some—unfair for others, mostly unfair, or very unfair?

1. VERY FAIR 2. MOSTLY FAIR 3. FAIR FOR SOME UNFAIR FOR OTHERS 4. MOSTLY UNFAIR 5. VERY UNFAIR

D6. In the last few years do you think the tax system has gotten more fair or less fair, or has it stayed about the same?

1. MORE FAIR 2. LESS FAIR 3. ABOUT SAME 4. DON'T KNOW

D7. Some political leaders have proposed a one-third reduction in federal income taxes. Others favor a reduction but of much less than one-third. Still others feel that federal income taxes should not be reduced so that government services can stay at about the present level. How about you? Would you favor a reduction of about one-third in federal income taxes, would you favor a reduction much smaller than one-third, or would you favor no reduction in federal income taxes?

1. ABOUT ONE-THIRD REDUCTION 2. MUCH SMALLER THAN ONE-THIRD 3. NO REDUCTION 4. DON'T KNOW

D7a. Do you think Jimmy Carter would favor a reduction of about one-third, a much smaller reduction than one-third, or would he favor no reduction in federal income taxes?

1. ABOUT ONE-THIRD REDUCTION 2. MUCH SMALLER THAN ONE-THIRD 3. NO REDUCTION 4. DON'T KNOW

D7b. How about Gerald Ford? (Do you think Ford would favor a reduction of about one-third, a much smaller reduction than one-third, or would he favor no reduction in federal income taxes?)

1. ABOUT ONE-THIRD REDUCTION 2. MUCH SMALLER THAN ONE-THIRD 3. NO REDUCTION 4. DON'T KNOW
D8. Some people have proposed a constitutional amendment to force the federal government to balance its budget. Others say the government would have to cut out important services if it were forced to balance its budget every year. Would you favor or would you oppose a constitutional amendment which would force the government to balance its budget every year?

1. FAVOR

5. OPPOSE

8. DON'T KNOW

D8a. Would you favor such an amendment strongly or not very strongly?

1. STRONGLY

2. NOT VERY STRONGLY

8. DON'T KNOW

D8b. Would you oppose such an amendment strongly or not very strongly?

5. STRONGLY

4. NOT VERY STRONGLY

8. DON'T KNOW

D9. Do you think Jimmy Carter would favor or would he oppose a constitutional amendment which would force the government to balance its budget every year?

1. FAVOR

5. OPPOSE

8. DON'T KNOW

D10. How about Gerald Ford? (Do you think Gerald Ford would favor or would he oppose a constitutional amendment which would force the government to balance its budget every year?)

1. FAVOR

5. OPPOSE

8. DON'T KNOW
D11. From what people tell us, it's clear there's a lot of concern about inflation. We're interested in what people think has brought about rising prices. Would you tell me what kinds of things you feel have caused our current problem with inflation? (If R is unsure, probe for what R thinks; R's best guess.)

D11a. Which of the things you mentioned do you feel is the single most important cause of inflation?

D11b. You mentioned (government spending/budget deficits) as something that contributes to inflation. In your opinion, how does this bring about rising prices?

(IF R MENTIONS MORE THAN ONE CAUSE IN D11)

(Donald, don’t know)

(Turn to p. 18, D12)
D12. (R.B., P.18) Now I'm going to read a list of things some people think have helped cause our inflation. For each thing I read, please tell me whether you feel it is an extremely important, a somewhat important, or a not very important cause of inflation. The first is, "Making it too easy for people to get credit or borrow money". Would you say this is an extremely important, a somewhat important, or a not very important cause of inflation?

<table>
<thead>
<tr>
<th></th>
<th>1. EXTREMELY IMPORTANT</th>
<th>2. SOMEWHAT IMPORTANT</th>
<th>3. NOT VERY IMPORTANT</th>
<th>8. DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>D12a.</td>
<td>MAKING IT TOO EASY FOR PEOPLE TO GET CREDIT OR BORROW MONEY</td>
<td></td>
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<td></td>
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<tr>
<td>D12b.</td>
<td>Business raising prices to increase their profits.</td>
<td></td>
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<tr>
<td>D12c.</td>
<td>The government in Washington spending more money than it takes in.</td>
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<tr>
<td>D12d.</td>
<td>People buying products they really don't need.</td>
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<tr>
<td>D12e.</td>
<td>The government in Washington printing money with nothing to back it up.</td>
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<tr>
<td>D12f.</td>
<td>The cost of oil and other kinds of energy used to produce food and manufactured goods.</td>
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<tr>
<td>D12g.</td>
<td>The government spending money to create jobs in order to hold down unemployment.</td>
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<tr>
<td>D12h.</td>
<td>Some people getting larger wage increases than they really deserve.</td>
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</tbody>
</table>
D13. Do you think something can be done to deal successfully with the problem of rising prices, or do you feel that we'll have to continue living with inflation because not much can be done about it?

1. SOMETHING CAN BE DONE
2. NOT MUCH CAN BE DONE
8. DON'T KNOW

GO TO D14

D13a. What sort of thing do you think could be done (to deal successfully with the problem of rising prices)?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

D13b. Who do you think should be doing that? (PROBE: IF R MENTIONS "GOVERNMENT": Who in the government do you think should be doing that)?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

TURN TO P. 20, SECTION E

D14. Why do you say that?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
SECTION E

E1. (R.B., P.19) Some people feel the federal government should take action to reduce the inflation rate, even if it means that unemployment would go up a lot. Suppose these people are at one end of the scale at point number 1. Others feel the government should take action to reduce the rate of unemployment, even if it means inflation would go up a lot. Suppose these people are at the other end, at point number 7. And, of course, some other people have opinions somewhere in between, at points 2, 3, 4, 5, or 6.

INFLATION AND UNEMPLOYMENT

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<tr>
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<th>1</th>
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<th>6</th>
<th>7</th>
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<tbody>
<tr>
<td>1</td>
<td>REDUCE INFLATION</td>
<td></td>
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<tr>
<td>7</td>
<td>REDUCE UNEMPLOYMENT</td>
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<td></td>
<td>EVEN IF UNEMPLOYMENT GOES UP A LOT</td>
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<td>EVEN IF INFLATION GOES UP A LOT</td>
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</table>

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

I 8. DON'T KNOW 0. HAVEN'T THOUGHT MUCH

TURN TO P. 21, E2

E1a. Where would you place Jimmy Carter?

E1b. Where would you place Ronald Reagan?

E1c. Where would you place Gerald Ford?

E1d. Where would you place Edward "Ted" Kennedy?

E1e. Where would you place current federal government policy on this scale?

E1f. (100 POINT SCALE AND ISSUE CARDS) Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about? (INTERVIEWER: HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

RATING FROM SCALE (ASK R TO PLACE ISSUE CARD ON 100-POINT SCALE)
E2. (R.B., P. 20) There is much concern about the rapid rise in medical and hospital costs. Some feel the government in Washington should do much more in providing health insurance to cover medical and hospital expenses. Others feel the government should do much less than it does now, with medical expenses to be paid by individuals and through private insurance like Blue Cross. Still others think the government is now doing what is needed.

WITH REGARD TO HEALTH INSURANCE TO COVER MEDICAL AND HOSPITAL EXPENSES:

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<thead>
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<th></th>
<th>1</th>
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<tr>
<td>Government</td>
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<td>Should Do</td>
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<td>Much More</td>
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<td>Somewhat More</td>
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<td>Now</td>
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<tr>
<td>What Is Needed</td>
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<td>Less Less</td>
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</tbody>
</table>

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

8. **DON'T KNOW**  
0. **HAVEN'T THOUGHT MUCH**

**TURN TO P. 22, E3**

E2a. Where would you place Jimmy Carter?  
8. **DON'T KNOW**

E2b. Where would you place Ronald Reagan?  
8. **DON'T KNOW**

E2c. Where would you place Edward "Ted" Kennedy?  
8. **DON'T KNOW**

E2d. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

**RATING FROM SCALE** (ASK R TO PLACE ISSUE CARD ON 100-POINT SCALE)
E3. (R.B., P. 21) Some people feel the government in Washington should do much more to see to it that every person has a job and a good standard of living. Others think the government should do much less, letting each person get ahead on his own. Still others feel that the government is now doing what is needed.

WITH REGARD TO A JOB AND A GOOD STANDARD OF LIVING FOR EVERY PERSON:

<table>
<thead>
<tr>
<th>GOVERNMENT SHOULD DO</th>
<th>GOVERNMENT SHOULD DO</th>
<th>GOVERNMENT SHOULDN'T DO</th>
<th>GOVERNMENT SHOULD DO</th>
<th>GOVERNMENT SHOULDN'T DO</th>
<th>GOVERNMENT SHOULD DO</th>
<th>GOVERNMENT SHOULD DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUCH MORE</td>
<td>SOMEWHAT</td>
<td>MORE</td>
<td>SOMEWHAT</td>
<td>MORE</td>
<td>SOMEWHAT</td>
<td>MUCH LESS</td>
</tr>
</tbody>
</table>

Where would you place yourself on this scale, or haven't you thought much about it?

3. DON'T KNOW
0. HAVEN'T THOUGHT MUCH

E3a. Where would you place Jimmy Carter?

8. DON'T KNOW

E3b. Where would you place Ronald Reagan?

8. DON'T KNOW

E3c. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

RATING FROM SCALE

(ASK R TO PLACE ISSUE CARD ON 100-POINT SCALE)
E4. Some people think that social security benefits should be increased even though that would mean an increase in taxes. Others feel that social security benefits should be decreased so that we can pay less in taxes. Still others believe that the present level of benefits and taxes is just right. How about you? Do you think that social security benefits should be increased, decreased, or continued at the present level, or haven't you thought much about this?

1. INCREASED → E4a. Do you think Social Security benefits should be increased a little or increased a lot?


   GO TO E5

2. DECREASED → E4b. Do you think Social Security benefits should be decreased a little or decreased a lot?

   2. A LITTLE  1. A LOT  8. DON'T KNOW

   GO TO E5

3. CONTINUED AT PRESENT LEVEL → E4c. If the level of Social Security benefits were to be changed, would you be more in favor of an increase or a decrease?

   5. INCREASE  3. DECREASE  4. NEITHER

   GO TO E5

0. HAVEN'T THOUGHT → E5

8. DON'T KNOW → TURN TO P. 26, E8

E5. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

RATING FROM SCALE

ASK R TO PLACE ISSUE CARD ON 100-POINT SCALE)
E6. How about Jimmy Carter? Do you think that Jimmy Carter feels that Social Security benefits should be increased, decreased, or continued at the present level?

1. INCREASED

E6a. Do you think Carter feels Social Security benefits should be increased a little or increased a lot?


TURN TO P. 25, E7

5. DECREASED

E6b. Do you think Carter feels Social Security benefits should be decreased a little or decreased a lot?

1. A LITTLE 2. A LOT 3. DON'T KNOW

TURN TO P. 25, E7

3. CONTINUED AT PRESENT LEVEL

E6c. If the level of Social Security benefits were to be changed, do you think Carter would be more in favor of an increase or a decrease?

5. INCREASE 6. DECREASE 7. NEITHER

TURN TO P. 25, E7

8. DON'T KNOW

TURN TO P. 25, E7
E7. And how about Ronald Reagan? Do you think that Ronald Reagan feels that social security benefits should be increased, decreased, or continued at the present level?

1. **INCREASED**

   E7a. Do you think Reagan feels Social Security benefits should be increased a little or increased a lot?

   - [ ] A LITTLE
   - [ ] A LOT
   - [ ] DON'T KNOW

   TURN TO P. 26, E8

5. **DECREASED**

   E7b. Do you think Reagan feels Social Security benefits should be decreased a little or decreased a lot?

   - [ ] A LITTLE
   - [ ] A LOT
   - [ ] DON'T KNOW

   TURN TO P. 26, E8

3. **CONTINUED AT PRESENT LEVEL**

   E7c. If the level of Social Security benefits were to be changed, do you think Reagan would be more in favor of an increase or a decrease?

   - [ ] INCREASE
   - [ ] DECREASE
   - [ ] NEITHER

   TURN TO P. 26, E8

8. **DON'T KNOW**

   TURN TO P. 26, E8
E8. Some people believe that we should spend less money for defense. Others feel that defense spending should be increased. Still others feel that defense spending should be continued at the present level. How about you? Do you think defense spending should be increased, decreased, or continued at the present level, or haven't you thought much about this?

1. INCREASED

- E8a. Do you think spending for defense should be increased a little or increased a lot?

5. DECREASED

- E8b. Do you think spending for defense should be decreased a little or decreased a lot?

3. CONTINUED AT PRESENT LEVEL

- E8c. If the level of defense spending were to be changed, would you be more in favor of an increase or a decrease?

0. HAVEN'T THOUGHT

8. DON'T KNOW

TURN TO p. 29, E12

E9. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale tell me: How important is this issue to you personally? I mean, how much do you personally care about this problem? (ASK R TO PLACE RATING FROM SCALE ISSUE CARD ON 100-POINT SCALE)
E10. How about Jimmy Carter? Do you think that Jimmy Carter feels that defense spending should be increased, decreased, or continued at the present level?

1. INCREASED

E10a. Do you think Carter feels that spending for defense should be increased a little or increased a lot?


TURN TO P. 28, E11

5. DECREASED

E10b. Do you think Carter feels that spending for defense should be decreased a little or decreased a lot?

   2. A LITTLE  1. A LOT  8. DON'T KNOW

TURN TO P. 28, E11

3. CONTINUED AT PRESENT LEVEL

E10c. If the level of defense spending were to be changed, do you think Carter would be more in favor of an increase or a decrease?

   5. INCREASE  3. DECREASE  4. NEITHER

TURN TO P. 28, E11

8. DON'T KNOW ----> TURN TO P. 28, E11.
Ell. And how about Ronald Reagan? Do you think Ronald Reagan feels that defense spending should be increased, decreased, or continued at the present level?

1. INCREASED

2. LITTLE

6. LITTLE

7. LOT

8. DON'T KNOW

Ella. Do you think Reagan feels that spending for defense should be increased a little or increased a lot?

Ella. Do you think Reagan feels that spending for defense should be increased a little or increased a lot?

Ella. If the level of defense spending were to be changed, do you think Reagan would be more in favor of an increase or a decrease?

3. CONTINUED AS PRESENT LEVEL

4. DECREASE

5. INCREASE

8. DON'T KNOW

TURN TO P. 29, E12

TURN TO P. 29, E12

TURN TO P. 29, E12

TURN TO P. 29, E12
E12. (R.B., P. 22) Here is an example of a scale on which three persons have placed themselves. Person #1 is sure he is at point 3. Person #2 feels he is between 5 and 6. Person #3 knows he is somewhere between points 2 and 4, but isn't sure exactly where. On the next couple of questions you might wish to place yourself and others at one point, as did Person #1, or at a range of points, as did Person #2 and Person #3. Here's the first of these questions.

(R.B., P. 23) Some people feel that it is important for us to try to maintain good relations with Russia. Others feel that it is a mistake to try too hard to get along with Russia.

RELATIONS WITH RUSSIA

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<th>1</th>
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<tbody>
<tr>
<td>VERY IMPORTANT TO TRY TO MAINTAIN GOOD RELATIONS WITH RUSSIA</td>
<td>BIG MISTAKE TO TRY TOO HARD TO GET ALONG WITH RUSSIA</td>
<td></td>
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</tbody>
</table>

At which point or points would you place yourself on this scale, or haven't you thought much about this?

8. DON'T KNOW 0. HAVEN'T THOUGHT MUCH

E12a. Where would you place Jimmy Carter? 8. DON'T KNOW

E12b. Where would you place Ronald Reagan? 8. DON'T KNOW

E13c. Where would you place Gerald Ford? 8. DON'T KNOW

E12d. Where would you place Edward "Ted" Kennedy? 8. DON'T KNOW

E12e. Where would you place current federal government policy on this scale? 8. DON'T KNOW

E12f. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

RATING FROM SCALE ISSUE CARD ON 100-POINT SCALE
E13. (R.B., P. 24) 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.

<table>
<thead>
<tr>
<th>GOVERNMENT SHOULD HELP MINORITY GROUPS</th>
<th>MINORITY GROUPS SHOULD HELP THEMSELVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>7</td>
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</table>

At which point or points would you place yourself on this scale, or haven't you thought much about this?

E13a. Where would you place Jimmy Carter? 
E13b. Where would you place Ronald Reagan? 
E13c. Where would you place Gerald Ford? 
E13d. Where would you place Edward "Ted" Kennedy? 
E13e. Where would you place current federal government policy on this scale?

(100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

E13f. Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

RATING FROM SCALE (ASK R TO PLACE ISSUE CARD ON 100 POINT SCALE)
We have talked about several problems facing Americans.

E15. (100-POINT SCALE AND ISSUE CARDS) Now, looking at the scale, this is how you rated the importance to you personally of the problems we just talked about. Are you satisfied with this arrangement of the cards, or would you like to rearrange some of them?

1. SATISFIED

5. WOULD LIKE TO REARRANGE

TURN TO P. 32, E16

E15a. Please rearrange the cards the way you would like them to be to represent the importance of each problem to you personally. (RECORD THE NEW ARRANGEMENT OF ALL ISSUES RATED, CONFIRMING THE RATINGS WITH R AS YOU DO SO, IN THE COLUMN MARKED "FINAL RATINGS").

**FINAL RATINGS** *

1. INFLATION AND UNEMPLOYMENT

2. WITH REGARD TO HEALTH INSURANCE TO COVER MEDICAL AND HOSPITAL EXPENSES

3. WITH REGARD TO A JOB AND A GOOD STANDARD OF LIVING FOR EVERY PERSON

5. SOCIAL SECURITY

9. DEFENSE SPENDING

12. RELATIONS WITH RUSSIA

13. MINORITY GROUPS

*IF AN ISSUE CARD WAS NEVER USED IN THE RATING PROCESS, PUT AN "X" IN THE APPROPRIATE BOX IN THE "FINAL RATINGS" COLUMN.
E16. Finally, is there any problem that is more important to you than any of the problems on the scale?

[ ] 1. YES  [ ] 5. NO  TURN TO P. 33 , SECTION F

E16a. What is this problem? ______________________

________________________
________________________
________________________

E16b. Where would you place this problem on the scale?

__________________ RATING FROM 100 POINT SCALE
F1. 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 1978 general elections this past November?

1. YES, DID VOTE 5. NO, DID NOT VOTE 7. NOT OLD ENOUGH 8. DON'T KNOW

GO TO F2

F1a. In that election did you vote for a candidate for Congress—that is, for the U.S. House of Representatives in Washington?

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

GO TO F2

F1b. Which candidate did you vote for, the Republican or the Democrat?

1. REPUBLICAN 5. DEMOCRAT 7. OTHER 8. DON'T KNOW

F2. Now, in 1976 you probably remember that Gerald Ford ran on the Republican ticket against Jimmy Carter, who ran for the Democrats. Do you remember for sure whether or not you voted in that presidential election?

1. YES, DID VOTE 5. NO, DID NOT VOTE 6. VOLUNTEERED: NOT OLD ENOUGH TO VOTE IN 1976 8. DON'T REMEMBER

DON'T KNOW

TURN TO P. 34 , F3

F2a. Did you vote for Ford or for Carter?

1. FORD 5. CARTER 7. OTHER 8. DON'T REMEMBER; DON'T KNOW
F3. (R.B., P. 25) Some people think of themselves as strong Democrats, some as strong Republicans, and others are somewhere in between. Where would you place yourself on this scale?

1 2 3 4 5 6 7
STRONG STRONG
DEMOCRAT REPUBLICAN

R PLACES SELF
F4. (R.B., P. 26.) Now I want you to think about Edward "Ted" Kennedy. I am going to read a list of words that people use to describe political figures. For each, please tell me whether the word describes Kennedy extremely well, very well, pretty well, or not very well at all.

The first on our list is "courageous." In your opinion, does the word "courageous" describe Kennedy extremely well, very well, pretty well, or not very well at all?

<table>
<thead>
<tr>
<th></th>
<th>EXTREMELY</th>
<th>VERY</th>
<th>PRETTY</th>
<th>NOT VERY</th>
<th></th>
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<tbody>
<tr>
<td>a.</td>
<td>COURAGEOUS</td>
<td></td>
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<tr>
<td>b.</td>
<td>immoral</td>
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<td>c.</td>
<td>too political</td>
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<tr>
<td>d.</td>
<td>warm</td>
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<tr>
<td>e.</td>
<td>honest</td>
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<tr>
<td>f.</td>
<td>selfish</td>
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<tr>
<td>g.</td>
<td>smart</td>
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</table>

0. R VOLUNTEERS: DON'T KNOW WHO EDWARD "TED" KENNEDY IS.

TURN TO P. 37, F6
F5. (R.B., P.26) Now I am going to read a list of phrases. As I read, please tell me how well each phrase might describe Kennedy if he were president.

The first on our list is "favor special interest groups." In your opinion, does the phrase "favor special interest groups" describe Kennedy extremely well, very well, pretty well, or not very well at all?

<table>
<thead>
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<th>Phrases</th>
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</table>
Now I want you to think about Ronald Reagan. I am going to read again the list of words. For each, please tell me how well the word describes Reagan.

The first on our list is "courageous." In your opinion, does the word "courageous" describe Reagan extremely well, very well, pretty well, or not very well at all?

<table>
<thead>
<tr>
<th></th>
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The first on our list is "favor special interest groups." In your opinion, does the phrase "favor special interest groups" describe Reagan extremely well, very well, pretty well, or not very well at all?

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</table>
We would like a little background information on you and your family.

S1. What is the month and year of your 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?

- 1. WITH SPOUSE (OR SPOUSE IN SERVICE)
- 2. NEVER MARRIED
- 3. DIVORCED
- 4. SEPARATED
- 5. WIDOWED

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

GRADES OF SCHOOL

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

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

S3c. What is the highest degree that you have earned?

______________________________

______________________________

______________________________

______________________________

______________________________

TURN TO P. 40, S4

S3d. Have you had any other schooling?

- 1. YES
- 5. NO

S3e. What kind?

______________________________

______________________________

______________________________

______________________________

______________________________

TURN TO P. 40, S4
S4. We'd like to know if you are working now, or are you unemployed, retired, (a housewife), (a student) or what?

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<tr>
<td>1. WORKING NOW</td>
<td>2. TEMPORARILY LAID OFF</td>
<td>4. UNEMPLOYED</td>
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<td>5. RETIRED</td>
<td>6. PERMANENTLY DISABLED</td>
<td>7. HOUSEWIFE</td>
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<tr>
<td>8. STUDENT</td>
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S5. INTERVIEWER CHECKPOINT

☐ 1. R ONLY FAMILY MEMBER AGE 14 OR OLDER → TURN TO P. 43, S7
☐ 2. R LIVES WITH OTHER FAMILY MEMBERS AGE 14 OR OLDER.

S6. (R.B., P. 27) To get an accurate picture of people's financial situation and the changes they have experienced, we need to gather information about the present and past income of all the families we interview. Would you please look at this page and tell me the letter of the income group that includes the income in 1978 before taxes of all members of your family living here. This figure should include dividends, interest, salaries, wages, pensions, and all other income before taxes for the year 1978. (IF UNCERTAIN: What would be your best guess)?

98. R REFUSED TO ANSWER → TIME NOW: ________
   GO TO RECONTACT SHEET

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<tr>
<td>A</td>
<td>NONE OR LESS THAN $2,000</td>
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<td>B</td>
<td>$2,000 - $2,999</td>
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<td>C</td>
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<td>W</td>
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<tr>
<td>X</td>
<td>$35,000 - $49,999</td>
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<tr>
<td>Y</td>
<td>$50,000 AND OVER</td>
<td>22</td>
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S6a. (R.B., P. 27) Now, please look at this page again and tell me the letter of the income group that includes your family income before taxes about five years ago, say for the year 1973.

(LETTER) 98. R DOESN'T REMEMBER/DON'T KNOW

S6b. (R.B., P. 27) We are also interested in the income that you yourself received in 1978, not including any of the income received by (your spouse and) the rest of your family living here. Please look at this page and tell me the income group that includes the income you yourself had in 1978 before taxes.

(LETTER) 98. R REFUSED TO ANSWER → TIME NOW:

GO TO RECONTACT SHEET.

S6c. (R.B., P. 27) And what is the income group that includes the income you yourself had before taxes for the year 1973?

(LETTER) 98. R DOESN'T REMEMBER/DON'T KNOW

TIME NOW: → GO TO RECONTACT SHEET
S7. (R.B., P. 27) To get an accurate picture of people's financial situation and the changes they have experienced, we need to gather information about the present and past income of all the persons we interview. Would you please look at this page and tell me the letter of the income group that includes the income you had in 1978 before taxes. This figure should include dividends, interest, salaries, wages, pensions, and all other income before taxes for the year 1978.

<table>
<thead>
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<th>Letter</th>
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<td>Y.</td>
<td>$50,000 and over</td>
<td>22</td>
</tr>
</tbody>
</table>

S7a. (R.B., P. 27) Now, please look at this page again and tell me the letter of the income group that includes your income before taxes five years ago, say, for the year 1973.

48. R refused to answer → Time now: ________ — Go to recontact sheet

<table>
<thead>
<tr>
<th>Letter</th>
<th>Income Range</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>None or less than $2,000</td>
<td>01</td>
</tr>
<tr>
<td>B.</td>
<td>$2,000 - $2,999</td>
<td>02</td>
</tr>
<tr>
<td>C.</td>
<td>$3,000 - $3,999</td>
<td>03</td>
</tr>
<tr>
<td>D.</td>
<td>$4,000 - $4,999</td>
<td>04</td>
</tr>
<tr>
<td>E.</td>
<td>$5,000 - $5,999</td>
<td>05</td>
</tr>
<tr>
<td>F.</td>
<td>$6,000 - $6,999</td>
<td>06</td>
</tr>
<tr>
<td>G.</td>
<td>$7,000 - $7,999</td>
<td>07</td>
</tr>
<tr>
<td>H.</td>
<td>$8,000 - $8,999</td>
<td>08</td>
</tr>
<tr>
<td>J.</td>
<td>$9,000 - $9,999</td>
<td>09</td>
</tr>
<tr>
<td>K.</td>
<td>$10,000 - $10,999</td>
<td>10</td>
</tr>
<tr>
<td>M.</td>
<td>$11,000 - $11,999</td>
<td>11</td>
</tr>
<tr>
<td>N.</td>
<td>$12,000 - $12,999</td>
<td>12</td>
</tr>
<tr>
<td>P.</td>
<td>$13,000 - $13,999</td>
<td>13</td>
</tr>
<tr>
<td>Q.</td>
<td>$14,000 - $14,999</td>
<td>14</td>
</tr>
<tr>
<td>R.</td>
<td>$15,000 - $16,999</td>
<td>15</td>
</tr>
<tr>
<td>S.</td>
<td>$17,000 - $19,999</td>
<td>16</td>
</tr>
<tr>
<td>T.</td>
<td>$20,000 - $22,999</td>
<td>17</td>
</tr>
<tr>
<td>U.</td>
<td>$23,000 - $24,999</td>
<td>18</td>
</tr>
<tr>
<td>V.</td>
<td>$25,000 - $29,999</td>
<td>19</td>
</tr>
<tr>
<td>W.</td>
<td>$30,000 - $34,999</td>
<td>20</td>
</tr>
<tr>
<td>X.</td>
<td>$35,000 - $49,999</td>
<td>21</td>
</tr>
<tr>
<td>Y.</td>
<td>$50,000 and over</td>
<td>22</td>
</tr>
</tbody>
</table>

98. R doesn't remember/don't know

Time now: ________ — Go to recontact sheet
**SECTION X: INTERVIEWER'S SUPPLEMENT**

X1. Respondent's sex is:  
- 1. MALE  
- 2. FEMALE

X2. Respondent's race is:  
- 1. WHITE  
- 2. BLACK  
- 3. AMERICAN INDIAN OR ALASKAN NATIVE  
- 4. ASIAN OR PACIFIC ISLANDER

X2a. Is R of Hispanic Origin?  
- 1. YES, MEXICAN-AMERICAN, CHICANO  
- 2. YES, PUERTO RICAN  
- 3. YES, OTHER HISPANIC  
- 5. NO  
- 8. DON'T KNOW

X3. Relationship of R to head:  
- 1. R IS HEAD  
- 2. R IS WIFE  
- OTHER: __________

X4. Respondent's general level of information about politics and public affairs seemed:  
- 1. VERY HIGH  
- 2. FAIRLY HIGH  
- 3. AVERAGE  
- 4. FAIRLY LOW  
- 5. VERY LOW

**THUMBNAIL SKETCH:**

...
1. Interviewer's Label

2. Primary Area: 

3. Your Interview no.: 

4. Date of Interview: 

5. Length of Interview: MINUTES 


7. Line No: 

8. Address (or description) 

9. Sample Location 

10. State (ZIP) 

14. Call Record.

<table>
<thead>
<tr>
<th>Call Number</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day of Week</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time of Day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Result</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interviewer's Initials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTES:
12. List all Household members by relationship to Head.

<table>
<thead>
<tr>
<th>Household Members by Relationship to Head</th>
<th>(b) Sex</th>
<th>(c) Age</th>
<th>(d) Citizen? Yes/No</th>
<th>(e) Eligible Persons</th>
<th>(f) Enter &quot;R&quot; for Respondent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons 18 Years Old or Older</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons 17 Years Old or Younger</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FOR OFFICE USE ONLY

- # Persons
- Household Composition
- # Eligible Adults
- Children:
  - ≤5
  - 6-9
  - 10-13
  - 14-17

Step 1: Complete columns (a) - (c).
Step 2: Ask, "Are all of these persons U.S. citizens?" Write "yes" for those who are U.S. citizens and "no" for those who are not in column (d).
Step 3: Enter a check mark (✓) in column (e) for each person eligible for selection. Eligible persons are U.S. citizens who are 18 years of age or older.
Step 4: Indicate the person you select to be interviewed by entering "R" in column (f).

NONINTERVIEW CATEGORIES

1. Refusal (explain below).
2. NER (no eligible respondent): No one in the household over 18 years of age or no U.S. citizens in household.
3. NI-O (noninterview for other reasons): explain below.
Thank you for this interview. We value people like you who are willing to contribute their thoughts to our research. Our office may wish to get in touch with you by phone or mail to verify this interview. Also, in the next few weeks we may want to contact you again to arrange for one more meeting to talk just as we did, about a number of different topics. For these reasons, I would like to have your address and telephone number.

NAME: ____________________________________________

ADDRESS: _______________________________________

________________________________________________

TELEPHONE NUMBER: _____ / ______

IF R REFUSES ANY OF THIS INFORMATION, PLEASE EXPLAIN ON BACK OF THIS FORM.

Which days of the week and times of the day are generally good if we wish to reach you at home?

GOOD DAYS OF THE WEEK

________________________________________________

________________________________________________

________________________________________________

________________________________________________

GOOD TIMES OF THE DAY

________________________________________________

________________________________________________

________________________________________________

________________________________________________

________________________________________________

________________________________________________

________________________________________________

USE BACK OF FORM FOR OTHER INFORMATION WHICH MIGHT BE HELPFUL WHEN YOU ATTEMPT TO RECONTACT THE RESPONDENT.

(495535)
THE FOLLOWING STATEMENT MUST BE READ TO ALL RESPONDENTS:

This interview is completely voluntary -- if we should come to any question which you don't want to answer, just let me know and we'll go on to the next question.
A1. 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

A2. How often do you watch the early evening national news on TV - every evening, 3 or 4 times a week, once or twice a week, or less often?

1. EVERY EVENING  2. 3 OR 4 TIMES A WEEK  3. ONCE OR TWICE A WEEK  4. LESS OFTEN

A3. And how about the late evening news on TV - do you watch it every night, 3 or 4 times a week, once or twice a week, or less often?

1. EVERY NIGHT  2. 3 OR 4 TIMES A WEEK  3. ONCE OR TWICE A WEEK  4. LESS OFTEN

A4. When you watch the news on TV, do you pay a great deal of attention to national news and what the government does, do you pay some attention, or don’t you pay much attention to national news?

1. PAY A GREAT DEAL OF ATTENTION  3. PAY SOME ATTENTION  5. DON’T PAY MUCH ATTENTION

A5. Thinking about when you watch the news on TV, are you usually doing other things while the news is on, or do you stop doing other things to watch the news?

1. DOING OTHER THINGS  2. STOP DOING OTHER THINGS
A6. Do you read a daily newspaper regularly?

1. **YES**  
2. **NO**  
   
   TURN TO P. 3, SECTION B

A6a. Which paper or papers do you read? (GET FULL TITLE AND CITY WHERE PUBLISHED)

<table>
<thead>
<tr>
<th>TITLE</th>
<th>CITY WHERE PUBLISHED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A6b. In general, when you read the newspapers, do you pay a great deal of attention to national news and what the government does, do you pay some attention, or don't you pay much attention to national news?

<table>
<thead>
<tr>
<th>PAY A GREAT DEAL OF ATTENTION</th>
<th>PAY SOME ATTENTION</th>
<th>DON'T PAY MUCH ATTENTION</th>
</tr>
</thead>
</table>
THERMOMETER SERIES

81. (R.B., P. 1) Now I'd like to get your feelings toward some of our political leaders and other people who are in the news these days. I will use something we call the feeling thermometer, and here is how it works:

I'll read the name of a person and I'd like you to rate that person using the feeling thermometer. You may use any number from 0 to 100 for rating. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person.

If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

If you do recognize the name, but you don't feel particularly warm or cold toward the person, you would rate the person at the 50 degree mark.

Our first person is Jimmy Carter. How would you rate him using the thermometer?

(IF R SAYS "DON'T KNOW" PROBE: Do you mean you don't know who the person is, or do you have something else in mind?)

RATING

<table>
<thead>
<tr>
<th>R DOESN'T RECOGNIZE NAME</th>
<th>R DOESN'T KNOW WHERE TO RATE: CAN'T JUDGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. JIMMY CARTER</td>
<td>a</td>
</tr>
<tr>
<td>b. Gerald Ford</td>
<td>b</td>
</tr>
<tr>
<td>c. Edward &quot;Ted&quot; Kennedy</td>
<td>c</td>
</tr>
<tr>
<td>d. Ronald Reagan</td>
<td>d</td>
</tr>
<tr>
<td>e. &quot;Jerry&quot; Brown, Jr.</td>
<td>e</td>
</tr>
<tr>
<td>f. Republican Party</td>
<td>f</td>
</tr>
<tr>
<td>g. Democratic Party</td>
<td>g</td>
</tr>
<tr>
<td>h. Political independents</td>
<td>h</td>
</tr>
<tr>
<td>j. Political parties</td>
<td>j</td>
</tr>
<tr>
<td>k. Democratic party leaders</td>
<td>k</td>
</tr>
<tr>
<td>m. Republican party leaders</td>
<td>m</td>
</tr>
</tbody>
</table>
B2. Now I'd like to ask you a few questions about two of these people in politics. The first is Jimmy Carter. Suppose Carter came to a meeting in your neighborhood and you had the opportunity to meet him and talk with him informally later on in the day. Describe what you think Carter would be like in person.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Anything else?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

B3. The other person is Gerald Ford. Suppose Ford came to a meeting in your neighborhood and you had the opportunity to meet him and talk with him informally later on in the day. Describe what you think Ford would be like in person.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Anything else?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
84. (R.B., P.2) We are interested in your general ideas about the office of President, apart from how you feel about any particular President.

I want you to think about a good kind of President instead of a bad kind. Here is a list of words describing different personal qualities that a good President might have. I want you to pick out four of these words to describe the most important things a good President should be. (MARK FOUR)

☐ A. COURAGEOUS ☐ E. INSPIRING
☐ B. HONEST ☐ F. OPEN-MINDED
☐ C. HUMBLE ☐ G. SMART
☐ D. KNOWLEDGEABLE ☐ H. WARM

85. (R.B., P.3) Now here is a list of phrases describing different things a good President could do to really live up to his job as President. I want you to pick out four of these phrases to describe the most important things a good President should do. (MARK FOUR)

☐ A. SOLVE OUR ECONOMIC PROBLEMS
☐ B. COMMUNICATE OPENLY WITH THE PEOPLE
☐ C. PROVIDE STRONG LEADERSHIP
☐ D. APPOINT GOOD ADVISORS
☐ E. UNDERSTAND THE LITTLE PEOPLE
☐ F. STICK TO HIS WORD
☐ G. DEVELOP GOOD RELATIONS WITH OTHER COUNTRIES
☐ H. SET A GOOD MORAL EXAMPLE
86. (R.B., P. 4) Now I want you to think about a bad kind of President instead of a good kind. Here is a list of words describing different personal qualities that a bad President might have. I want you to pick out four of these words to describe the worst things a bad President could be. (MARK FOUR)

- A. TOO POLITICAL
- B. SELFISH
- C. RECKLESS
- D. POWER-HUNGRY
- E. PREJUDICED
- F. UNSTABLE
- G. WEAK
- H. IMMORAL

87. (R.B., P. 5) Now here is a list of phrases describing different things a bad President might do in his job as President. I want you to pick out four of these phrases to describe the worst things a bad President might do. (MARK FOUR)

- A. HIDE THINGS FROM THE PUBLIC
- B. BREAK THE LAW
- C. GET US INTO UNNECESSARY WARS
- D. BECOME ISOLATED FROM THE PEOPLE
- E. FAVOR SPECIAL INTEREST GROUPS
- F. USE THE OFFICE OF PRESIDENT FOR PERSONAL GAIN
- G. NOT STAND UP FOR THE U.S. IN FOREIGN AFFAIRS
- H. BE IMMORAL IN PERSONAL CONDUCT
SECTION C

Now I have a few questions on a different topic.

C1. Do you think of yourself as a supporter of one of the political parties, or not?

1. YES, SUPPORTER 5. NO, NOT SUPPORTER 8. DON'T KNOW

C1a. Which political party do you support?

1. REPUBLICAN 2. DEMOCRATIC 3. OTHER

C1b. (RB, P. 6) On this scale from 1 to 7 where 1 means "not very strongly" and 7 means "very strongly," please choose the number that describes how strongly you support the (PARTY NAMED IN C1a) Party.

1 2 3 4 5 6 7
NOT VERY STRONGLY VERY STRONGLY (# FROM SCALE) 8. DON'T KNOW

C1c. Do you ever think of yourself as closer to one of the two major political parties, or not?

1. YES 5. NO

C1d. (RB, P. 7) Here is a scale from 1 to 7 where 1 means feeling very close to the Republican Party and 7 means feeling very close to the Democratic Party. Where would you place yourself on this scale?

1 2 3 4 5 6 7
I FEEL VERY CLOSE TO THE REPUBLICAN PARTY (FROM SCALE) 8. DON'T KNOW

C2. Do you ever think of yourself as a political independent, or not?

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

C2a. (RB, P. 8) On this scale from 1 to 7 (where 1 means "not very strongly," and 7 means "very strongly"), please choose the number that describes how strongly independent in politics you feel.

1 2 3 4 5 6 7
NOT VERY STRONGLY VERY STRONGLY (# FROM SCALE) 8. DON'T KNOW
C3. I'd like to ask you what you think are the good and bad points about the two national parties. Is there anything in particular that you like about the Democratic party?

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

C3a. What is that? (Anything else?)

C4. Is there anything in particular that you don't like about the Democratic party?

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

C4a. What is that? (Anything else?)

TURN TO P. 9, C5
C5. Is there anything in particular that you like about the Republican party?

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

GO TO C6

C5a. What is that? (Anything else?)

C6. Is there anything in particular that you don't like about the Republican party?

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

TURN TO P. 10, C7

C6a. What is that? (Anything else?)


C7. (R.B., P. 9) Next I will read some general statements about political parties. Please use the scale on this page to tell me how strongly you agree or disagree with each statement. The scale runs from "disagree very strongly" at point 1 to "agree very strongly" at point 7. After I read each statement, you can just give me the number from the scale that applies.

<table>
<thead>
<tr>
<th>DISAGREE</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>AGREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERY</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>STRONGLY</td>
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<tr>
<td>STRONGLY</td>
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</tr>
</tbody>
</table>

a. The best rule in voting is to pick the person regardless of party label.          

b. It is better to be a firm party supporter than to be a political independent.  

c. People who work for parties during political campaigns do our nation a great service. 

d. The parties do more to confuse the issues than to provide a clear choice on issues. 

e. Democracy works best where competition between parties is strong. 

f. The conflicts and controversies between the parties hurt our country more than they help it. 

g. Senators or representatives should follow their party leaders even if they don't want to. 

h. It would be better if, in all elections, we put no party labels on the ballot. 

j. The political parties are only interested in people's votes but not their opinions. 

k. The political parties help a great deal in making government pay attention to what the people think. 

l. The truth is we probably don't need political parties in America anymore. 

RATINGS

a. _____ 8.DK
b. _____ 8.DK
c. _____ 8.DK
d. _____ 8.DK
e. _____ 8.DK
f. _____ 8.DK
g. _____ 8.DK
h. _____ 8.DK
j. _____ 8.DK
k. _____ 8.DK
l. _____ 8.DK
SECTION D

D1. What would you say is the single most important problem facing the country today?

________________________________________

D2. Have you read or heard anything lately about this problem?

1. YES 5. NO → TURN TO P. 12, D3

D2a. What was it (you read or heard)?

________________________________________

D2b. (R.B., P. 10) Where did you learn about that? (MARK ALL MENTIONS)

A. TV  B. RADIO  C. NEWSPAPERS  D. OTHER PEOPLE

E. MAGAZINES  F. OTHER

D2c. Have you read or heard anything else about this problem?

1. YES 5. NO → TURN TO P. 12, D3

D2d. What was it (you read or heard)?

________________________________________

D2e. (R.B., P. 10) Where did you learn about that? (MARK ALL MENTIONS)

A. TV  B. RADIO  C. NEWSPAPERS  D. OTHER PEOPLE

E. MAGAZINES  F. OTHER
D3. Have you talked with anyone lately about this problem?

1. YES 5. NO → GO TO D4

D3a. (R.B., P. 11) Who have you talked with? (MARK ALL MENTIONS)

A. SPOUSE B. OTHER FAMILY MEMBERS C. FRIENDS OR NEIGHBORS D. PEOPLE AT WORK E. OTHERS

Anyone else?

D3b. Do you think the people you talked with feel the same way you do about this problem or do some of them feel differently about it?

1. FEEL SAME 5. FEEL DIFFERENTLY 8. DON'T KNOW

D4. Would you say that you (or your family) are affected personally by this problem?

1. YES 5. NO → GO TO D5

D4a. How does this problem affect you (and your family)?

D5. Do you know of people or groups who are trying to do something about this problem?

1. YES 5. NO → GO TO D6

D5a. Who are these people or groups? Any others?

D6. Do you know of any ideas or proposals for how the government should deal with this problem?

1. YES 5. NO → TURN TO P. 13, D7

D6a. What are those ideas or proposals?
D7. What do you think the government in Washington should do about this problem?

D8. Which political party do you think would be most likely to get the government to do a better job in dealing with this problem -- the Republicans, the Democrats, or wouldn't there be much difference between them?

1. REPUBLICANS  2. DEMOCRATS  3. NOT MUCH DIFFERENCE  8. DON'T KNOW
SECTION E

E1. Do you approve or disapprove of the way Carter is handling his job as President?

1. APPROVE 5. DISAPPROVE 8. DON'T KNOW

E1a. Do you approve strongly or not strongly?

1. STRONGLY 2. NOT STRONGLY

E1b. Do you disapprove strongly or not strongly?

5. STRONGLY 4. NOT STRONGLY

E2. Do you approve or disapprove of the way President Carter is handling our relations with foreign countries?

1. APPROVE 5. DISAPPROVE 8. DON'T KNOW

E3. And what about the economy? Do you approve or disapprove of the way President Carter is handling the economy?

1. APPROVE 5. DISAPPROVE 8. DON'T KNOW

E3a. Do you approve strongly or not strongly?

1. STRONGLY 2. NOT STRONGLY

E3b. Do you disapprove strongly or not strongly?

5. STRONGLY 4. NOT STRONGLY

E4. Thinking about the steps that have been taken to fight inflation, would you say that President Carter has been doing an excellent job, a good job, a fair job, or a poor job?

1. EXCELLENT 2. GOOD 4. FAIR 5. POOR 8. DON'T KNOW

E5. Thinking about the steps that have been taken to fight unemployment, would you say that President Carter has been doing an excellent job, a good job, a fair job, or a poor job?

1. EXCELLENT 2. GOOD 4. FAIR 5. POOR 8. DON'T KNOW
E6. How do you feel that things are going in the country these days—very well, fairly well, pretty badly, or very badly?

1. VERY WELL  2. FAIRLY WELL  4. PRETTY BADLY
5. VERY BADLY  8. DON'T KNOW

E7. Would you say that in the past year or so the United States has done pretty well in dealing with foreign countries, or would you say that we haven’t been doing as well as we should?

1. PRETTY WELL  3. WELL IN SOME WAYS, NOT WELL IN OTHERS  5. NOT AS WELL AS SHOULD  8. DON'T KNOW

E8. What about the economy? Would you say that over the past year the nation's economy has gotten better, stayed about the same, or gotten worse?

1. GOTTEN BETTER  3. STAYED ABOUT THE SAME  5. GOTTEN WORSE  8. DON'T KNOW

E8a. Would you say the economy has gotten much better or somewhat better?

1. MUCH BETTER  2. SOMewhat BETTER

E8b. Would you say the economy has gotten much worse or somewhat worse?

5. MUCH WORSE  4. SOMEWHAT WORSE

E9. What about the next 12 months or so? Do you expect the economy to get better, get worse, or stay about the same?

1. GET BETTER  3. STAY ABOUT THE SAME  5. GET WORSE  8. DON'T KNOW

E9a. Do you expect the economy to get much better or somewhat better?

1. MUCH BETTER  2. SOMEWHAT BETTER

E9b. Do you expect the economy to get much worse or somewhat worse?

5. MUCH WORSE  4. SOMEWHAT WORSE
E10. (R.B., P. 12) Do you think the tax system in this country is very fair, mostly fair, fair for some—unfair for others, mostly unfair, or very unfair?

1. VERY FAIR  2. MOSTLY FAIR  3. FAIR FOR SOME UNFAIR FOR OTHERS  4. MOSTLY UNFAIR  5. VERY UNFAIR

E11. In the last few years do you think the tax system has gotten more fair or less fair, or has it stayed about the same?

1. MORE FAIR  2. LESS FAIR  3. ABOUT SAME  4. DON'T KNOW

E12. Some political leaders have proposed a one-third reduction in federal income taxes. Others favor a reduction but of much less than one-third. Still others feel that federal income taxes should not be reduced so that government services can stay at about the present level. How about you? Would you favor a reduction of about one-third in federal income taxes, would you favor a reduction much smaller than one-third, or would you favor no reduction in federal income taxes?

1. ABOUT ONE-THIRD REDUCTION  3. MUCH SMALLER THAN ONE-THIRD  5. NO REDUCTION  8. DON'T KNOW

E12a. Do you think Jimmy Carter would favor a reduction of about one-third, a much smaller reduction than one-third, or would he favor no reduction in federal income taxes?

1. ABOUT ONE-THIRD REDUCTION  3. MUCH SMALLER THAN ONE-THIRD  5. NO REDUCTION  8. DON'T KNOW

E12b. How about Gerald Ford? (Do you think Ford would favor a reduction of about one-third, a much smaller reduction than one-third, or would he favor no reduction in federal income taxes?)

1. ABOUT ONE-THIRD REDUCTION  3. MUCH SMALLER THAN ONE-THIRD  5. NO REDUCTION  8. DON'T KNOW
E13. Some people have proposed a constitutional amendment to force the federal government to balance its budget. Others say the government would have to cut out important services if it were forced to balance its budget every year. Would you favor or would you oppose a constitutional amendment which would force the government to balance its budget every year?

1. FAVOR

5. OPPOSE

8. DON'T KNOW

GO TO E14

E13a. Would you favor such an amendment strongly or not very strongly?

1. STRONGLY

2. NOT VERY STRONGLY

8. DON'T KNOW

E13b. Would you oppose such an amendment strongly or not very strongly?

5. STRONGLY

4. NOT VERY STRONGLY

8. DON'T KNOW

E14. Do you think Jimmy Carter would favor or would he oppose a constitutional amendment which would force the government to balance its budget every year?

1. FAVOR

5. OPPOSE

8. DON'T KNOW

E15. How about Gerald Ford? (Do you think Gerald Ford would favor or would he oppose a constitutional amendment which would force the government to balance its budget every year?)

1. FAVOR

5. OPPOSE

8. DON'T KNOW
SECTION F

F1. Now, I'd like to talk with you about inflation and unemployment. Some people feel there is a connection between inflation and unemployment. They think if inflation goes down, unemployment will go up or, if you reduce unemployment, inflation will go up.

Do you believe there is this kind of connection between inflation and unemployment or not?

1. YES 5. NO 3. UNSURE; DEPENDS 8. DON'T KNOW

F2. Which is the more serious problem facing the country today, inflation or unemployment?

1. INFLATION 2. BOTH EQUALLY 3. NEITHER 4. UNEMPLOYMENT 8. DON'T KNOW; DEPENDS

F2b. And would you favor government action if it meant that unemployment would go up a lot?

1. YES 2. NO

8. DON'T KNOW

F2c. Would you favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up a little?

1. YES 5. NO

3. DEPENDS ON HOW MUCH 4. UNSURE 8. DON'T KNOW

F2d. Would you favor federal government action to reduce unemployment, even if it meant that the inflation rate would go up a lot?

1. YES 5. NO

3. DEPENDS ON HOW MUCH 4. UNSURE 8. DON'T KNOW

F2e. Would you favor federal government action to reduce unemployment, even if it meant that the inflation rate would go up a little?

1. YES 5. NO

4. YES 8. DON'T KNOW

F2f. And would you favor government action if it meant that the inflation rate would go up a lot?

4. YES 5. NO

8. DON'T KNOW
Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you.

Now, what about the issue we just talked about? (HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

_______ RATING FROM SCALE (ASK R TO PLACE ISSUE CARD ON 100-POINT SCALE)
F3. Which of these two problems do you think President Carter believes is the more serious facing the country today, inflation or unemployment?

1. INFLATION
2. BOTH
3. NEITHER
4. UNEMPLOYMENT
8. DON'T KNOW

F3a. Do you think Carter would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up a little?

1. YES
2. NO
8. DON'T KNOW

F3b. And do you think he would favor government action if it meant that unemployment would go up a lot?

1. YES
2. NO
8. DON'T KNOW

F3c. Do you think Carter would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up?

1. YES
5. NO

F3d. Do you think he would favor federal government action to reduce unemployment, even if it meant that the inflation rate would go up?

1. YES
5. NO

F3e. Do you think Carter would favor federal government action to reduce unemployment even if it meant that the inflation rate would go up a little?

4. YES
5. NO
8. DON'T KNOW

F3f. And do you think he would favor government action if it meant that the inflation rate would go up a lot?

4. YES
5. NO
8. DON'T KNOW
F4. Which of these two problems do you think Ronald Reagan believes is the more serious facing the country today, inflation or unemployment?

1. INFLATION 2. BOTH EQUALLY 3. NEITHER 4. UNEMPLOYMENT 8. DON'T KNOW DEPENDS

F4 a. Do you think Reagan would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up a little?

1. YES 2. NO 8. DON'T KNOW

F4 b. And do you think he would favor government action if it meant that unemployment would go up a lot?

1. YES 2. NO

F4 c. Do you think Reagan would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up?

1. YES 5. NO

F4 d. Do you think he would favor federal government action to reduce unemployment, even if it meant that the inflation rate would go up?

1. YES 5. NO

F4 e. Do you think Reagan would favor federal government action to reduce unemployment even if it meant that the inflation rate would go up a little?

4. YES 5. NO 8. DON'T KNOW

F4 f. And do you think he would favor government action if it meant that the inflation rate would go up a lot?

4. YES 5. NO

8. DON'T KNOW
F5. Which of these two problems do you think Gerald Ford believes is the more serious facing the country today, inflation or unemployment?

1. INFLATION  
2. BOTH EQUALLY  
3. NEITHER  
4. UNEMPLOYMENT  
8. DON'T KNOW

F5 a. Do you think Ford would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up a little?

1. YES  
2. NO  
8. DON'T KNOW

F5 b. And do you think he would favor government action if it meant that unemployment would go up a lot?

1. YES  
2. NO  
8. DON'T KNOW

F5 c. Do you think Ford would favor federal government action to reduce the inflation rate, even if it meant that unemployment would go up?

1. YES  
5. NO

F5 d. Do you think he would favor federal government action to reduce unemployment, even if it meant that the inflation rate would go up?

1. YES  
5. NO

F5 e. Do you think Ford would favor federal government action to reduce unemployment even if it meant that the inflation rate would go up a little?

4. YES  
5. NO

F5 f. And do you think he would favor government action if it meant that the inflation rate would go up a lot?

4. YES  
5. NO

8. DON'T KNOW

TURN TO P. 23, F6

TURN TO P. 23, F6
F6. (R.B., P. 13) There is much concern about the rapid rise in medical and hospital costs. Some feel the government in Washington should do much more in providing health insurance to cover medical and hospital expenses. Others feel the government should do much less than it does now, with medical expenses to be paid by individuals and through private insurance like Blue Cross. Still others think the government is now doing what is needed.

With regard to health insurance to cover medical and hospital expenses:

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<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<tr>
<td>Gov. should do</td>
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<td>GOVERNMENT</td>
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<td>GOVERNMENT</td>
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<td>GOVERNMENT</td>
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<tr>
<td>Much more</td>
<td>SHOULD DO</td>
<td>SHOULDN'T DO</td>
<td>SHOULD DO</td>
<td>NOW DOING</td>
<td>SHOULD DO</td>
<td>SHOULD DO</td>
<td>SHOULD DO</td>
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<tr>
<td>Less</td>
<td>SOMEWHAT</td>
<td>A LITTLE</td>
<td>WHAT IS</td>
<td>A LITTLE</td>
<td>LESS</td>
<td>SOMEWHAT</td>
<td>MUCH LESS</td>
</tr>
</tbody>
</table>

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

---

8. DON'T KNOW 0. HAVEN'T THOUGHT MUCH

TURN TO P. 24, F7

F6a. Where would you place Jimmy Carter? 8. DON'T KNOW

F6b. Where would you place Ronald Reagan? 8. DON'T KNOW

F6c. Where would you place Edward "Ted" Kennedy? 8. DON'T KNOW

F6d. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

_________________________ RATING FROM SCALE

(ASK R TO PLACE ISSUE CARD ON 100-POINT SCALE)
F7. (R.B., P. 14) Some people feel the government in Washington should do much more to see to it that every person has a job and a good standard of living. Others think the government should do much less, letting each person get ahead on his own. Still others feel that the government is now doing what is needed.

WITH REGARD TO A JOB AND A GOOD STANDARD OF LIVING FOR EVERY PERSON:

1 2 3 4 5 6 7

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<thead>
<tr>
<th>GOVERNMENT SHOULD DO</th>
<th>GOVERNMENT SHOULD DO</th>
<th>GOVERNMENT NOW DOING</th>
<th>GOVERNMENT SHOULD DO</th>
<th>GOVERNMENT SHOULD DO</th>
<th>GOVERNMENT SHOULD DO</th>
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<tr>
<td>MUST DO</td>
<td>MUST DO</td>
<td>A LITTLE WHAT IS</td>
<td>A LITTLE LESS</td>
<td>SOMEWHAT MUCH LESS</td>
<td>LESS</td>
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<tr>
<td>MUST DO</td>
<td>MUST DO</td>
<td>MUST DO</td>
<td>MUST DO</td>
<td>MUST DO</td>
<td>MUST DO</td>
</tr>
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</table>

Where would you place yourself on this scale, or haven't you thought much about it?

---

8. DON'T KNOW 0. HAVEN'T THOUGHT MUCH

TURN TO P.25, F8

F7a. Where would you place Jimmy Carter?

8. DON'T KNOW

F7b. Where would you place Ronald Reagan?

8. DON'T KNOW

F7c. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

RATING FROM SCALE (ASK R TO PLACE ISSUE CARD ON 100-POINT SCALE)
F8. Some people think that social security benefits should be increased even though that would mean an increase in taxes. Others feel that social security benefits should be decreased so that we can pay less in taxes. Still others believe that the present level of benefits and taxes is just right. How about you? Do you think that social security benefits should be increased, decreased, or continued at the present level, or haven't you thought much about this?

1. INCREASED

F8a. Do you think Social Security benefits should be increased a little or increased a lot?

6. A LITTLE
7. A LOT
8. DON'T KNOW

GO TO F9

5. DECREASED

F8b. Do you think Social Security benefits should be decreased a little or decreased a lot?

2. A LITTLE
1. A LOT
8. DON'T KNOW

GO TO F9

3. CONTINUED AT PRESENT LEVEL

F8c. If the level of Social Security benefits were to be changed, would you be more in favor of an increase or a decrease?

5. INCREASE
3. DECREASE
4. NEITHER

GO TO F9

0. HAVEN'T THOUGHT

8. DON'T KNOW

TURN TO P. 28, F13

F9. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue? (ASK R TO PLACE RATING FROM SCALE ISSUE CARD ON 100-POINT SCALE)
F10. How about Jimmy Carter? Do you think that Jimmy Carter feels that Social Security benefits should be increased, decreased, or continued at the present level?

1. INCREASED

F10a. Do you think Carter feels Social Security benefits should be increased a little or increased a lot?


TURN TO P. 27, F11

5. DECREASED

F10b. Do you think Carter feels Social Security benefits should be decreased a little or decreased a lot?

   2. A LITTLE  1. A LOT  8. DON'T KNOW

TURN TO P. 27, F11

3. CONTINUED AT PRESENT LEVEL

F10c. If the level of Social Security benefits were to be changed, do you think Carter would be more in favor of an increase or a decrease?

   5. INCREASE  3. DECREASE  4. NEITHER

TURN TO P. 27, F11

8. DON'T KNOW

TURN TO P. 27, F11
And how about Ronald Reagan? Do you think that Ronald Reagan feels that social security benefits should be increased, decreased, or continued at the present level?

1. INCREASED
   - F11a. Do you think Reagan feels Social Security benefits should be increased a little or increased a lot?
     - 6. A LITTLE
     - 7. A LOT
     - 8. DON'T KNOW
     TURN TO P. 28, F12

5. DECREASED
   - F11b. Do you think Reagan feels Social Security benefits should be decreased a little or decreased a lot?
     - 2. A LITTLE
     - 1. A LOT
     - 8. DON'T KNOW
     TURN TO P. 28, F12

3. CONTINUED AT PRESENT LEVEL
   - F11c. If the level of Social Security benefits were to be changed, do you think Reagan would be more in favor of an increase or a decrease?
     - 5. INCREASE
     - 3. DECREASE
     - 4. NEITHER
     TURN TO P. 28, F12

8. DON'T KNOW
   TURN TO P. 28, F12
Some people believe that we should spend less money for defense. Others feel that defense spending should be increased. Still others feel that defense spending should be continued at the present level. How about you? Do you think defense spending should be increased, decreased, or continued at the present level, or haven't you thought much about this?

1. INCREASED
   F12a. Do you think spending for defense should be increased a little or increased a lot?
   GO TO F13

5. DECREASED
   F12b. Do you think spending for defense should be decreased a little or decreased a lot?
   2. A LITTLE  1. A LOT  8. DON'T KNOW
   GO TO F13

3. CONTINUED AT PRESENT LEVEL
   F12c. If the level of defense spending were to be changed, would you be more in favor of an increase or a decrease?
   5. INCREASE  3. DECREASE  4. NEITHER
   GO TO F13

0. HAVEN'T THOUGHT

8. DON'T KNOW
   TURN TO P. 31, F16

F13. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:
Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale tell me: How important is this issue to you personally? I mean, how much do you personally care about this problem?

RATING FROM SCALE
F14. How about Jimmy Carter? Do you think that Jimmy Carter feels that defense spending should be increased, decreased, or continued at the present level?

1. INCREASED

F14a. Do you think Carter feels that spending for defense should be increased a little or increased a lot?


TURN TO P. 30, F15

5. DECREASED

F14b. Do you think Carter feels that spending for defense should be decreased a little or decreased a lot?

2. A LITTLE 1. A LOT 8. DON'T KNOW

TURN TO P. 30, F15

3. CONTINUED AT PRESENT LEVEL

F14c. If the level of defense spending were to be changed, do you think Carter would be more in favor of an increase or a decrease?

5. INCREASE 3. DECREASE 4. NEITHER

TURN TO P. 30, F15

8. DON'T KNOW

TURN TO P. 30, F15
F15. And how about Ronald Reagan? Do you think Ronald Reagan feels that defense spending should be increased, decreased, or continued at the present level?

1. INCREASED

F15a. Do you think Reagan feels that spending for defense should be increased a little or increased a lot?


TURN TO P. 31, F16

5. DECREASED

F15b. Do you think Reagan feels that spending for defense should be decreased a little or decreased a lot?

   2. A LITTLE  1. A LOT  8. DON'T KNOW

TURN TO P. 31, F16

3. CONTINUED AT PRESENT LEVEL

F15c. If the level of defense spending were to be changed, do you think Reagan would be more in favor of an increase or a decrease?

   5. INCREASE  3. DECREASE  4. NEITHER

TURN TO P. 31, F16

8. DON'T KNOW

TURN TO P. 31, F16
F16. (R.B., P. 15) Here is an example of a scale on which three persons have placed themselves. Person #1 is sure he is at point 3. Person #2 feels he is between 5 and 6. Person #3 knows he is somewhere between points 2 and 4, but isn't sure exactly where. On the next couple of questions you might wish to place yourself and others at one point, as did Person #1, or at a range of points, as did Person #2 and Person #3. Here's the first of these questions.

Some people feel that it is important for us to try to maintain good relations with Russia. Others feel that it is a mistake to try too hard to get along with Russia.

RELATIONS WITH RUSSIA

<table>
<thead>
<tr>
<th>VERY IMPORTANT</th>
<th>BIG MISTAKE TO</th>
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<tbody>
<tr>
<td>TO TRY TO MAINTAIN</td>
<td>TRY TOO HARD TO</td>
</tr>
<tr>
<td>GOOD RELATIONS</td>
<td>GET ALONG WITH</td>
</tr>
<tr>
<td>WITH RUSSIA</td>
<td>RUSSIA</td>
</tr>
</tbody>
</table>

At which point or points would you place yourself on this scale, or haven't you thought much about this?

8. DON'T KNOW 0. HAVEN'T THOUGHT MUCH

TURN TO P. 32, F17

F16a. Where would you place Jimmy Carter? ________ 8. DON'T KNOW

F16b. Where would you place Ronald Reagan? ________ 8. DON'T KNOW

F16c. Where would you place Gerald Ford? ________ 8. DON'T KNOW

F16d. Where would you place Edward "Ted" Kennedy? ________ 8. DON'T KNOW

F16e. Where would you place current federal government policy on this scale? ________ 8. DON'T KNOW

F16f. (100 POINT SCALE AND ISSUE CARDS) READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(HAND ISSUE CARD TO RESPONDENT) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue? ________ RATING FROM SCALE

(ASK R TO PLACE ISSUE CARD ON 100-POINT SCALE)
F17. 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.

At which point or points would you place yourself on this scale, or haven't you thought much about this?

F17a. Where would you place Jimmy Carter?
F17b. Where would you place Ronald Reagan?
F17c. Where would you place Gerald Ford?
F17d. Where would you place Edward "Ted" Kennedy?
F17e. Where would you place current federal government policy on this scale?

F17f. Here is a scale from 0 to 100. 100 on this scale means that a problem is of the greatest possible importance to you, while 0 means that the problem is not at all important to you. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance to you. Now, what about the issue we just talked about?

(Hand issue card to respondent) Using the 0 to 100 scale, tell me: How important is this issue to you personally? I mean, how much do you personally care about this issue?

Rating from scale (Ask R to place issue issue card on 100point scale)
We have talked about several problems facing Americans.

F19. (100-POINT SCALE AND ISSUE CARDS) Now, looking at the scale, this is how you rated the importance to you personally of the problems we just talked about. Are you satisfied with this arrangement of the cards, or would you like to rearrange some of them?

1. SATISFIED 5. WOULD LIKE TO REARRANGE

F19a. Please rearrange the cards the way you would like them to be to represent the importance of each problem to you personally. (Record the new arrangement of all issues R rated, confirming the ratings with R as you do so, in the column marked "FINAL RATINGS").

<table>
<thead>
<tr>
<th>Issue</th>
<th>Final Ratings</th>
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<tbody>
<tr>
<td>F2. Inflation and Unemployment</td>
<td></td>
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<tr>
<td>F6. With regard to health insurance to cover medical and hospital expenses</td>
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<tr>
<td>F7. With regard to a job and a good standard of living for every person</td>
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<td>F9. Social Security</td>
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<td>F13. Defense spending</td>
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<tr>
<td>F16. Relations with Russia</td>
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<tr>
<td>F17. Minority Groups</td>
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</table>

*IF AN ISSUE CARD WAS NEVER USED IN THE RATING PROCESS, PUT AN "X" IN THE APPROPRIATE BOX IN THE "FINAL RATINGS" COLUMN.
F20. Finally, is there any problem that is more important to you than any of the problems on the scale?

1. YES  5. NO  TURN TO P. 35, SECTION G

F20a. What is this problem?

__________________________

__________________________

__________________________

__________________________

F20b. Where would you place this problem on the scale?

__________ RATING FROM 100 POINT SCALE
G1. 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 1978 general elections this past November?

1. YES, DID VOTE  
5. NO, DID NOT VOTE  
7. NOT OLD ENOUGH  
8. DON'T KNOW

GO TO G2

G1a. In that election did you vote for a candidate for Congress—that is, for the U.S. House of Representatives in Washington?

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

GO TO G2

G1b. Which candidate did you vote for, the Republican or the Democrat?

1. REPUBLICAN  
5. DEMOCRAT  
7. OTHER  
8. DON'T KNOW

G2. Now, in 1976 you probably remember that Gerald Ford ran on the Republican ticket against Jimmy Carter, who ran for the Democrats. Do you remember for sure whether or not you voted in that presidential election?

1. YES, DID VOTE  
5. NO, DID NOT VOTE  
6. VOLUNTEERED: NOT OLD ENOUGH TO VOTE IN 1976  
8. DON'T REMEMBER

DON'T KNOW

TURN TO P. 36, G3

G2a. Did you vote for Ford or for Carter?

1. FORD  
5. CARTER  
7. OTHER  
8. DON'T REMEMBER; DON'T KNOW
G3. (R.B., P. 18) Some people think of themselves as strong Democrats, some as strong Republicans, and others are somewhere in between. Where would you place yourself on this scale?

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STRONG DEMOCRAT

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R PLACES SELF
G4. (R.B., P. 19) Now I want you to think about Gerald Ford. I am going to read a list of words that people use to describe political figures. For each, please tell me whether the word describes Ford extremely well, very well, pretty well, or not very well at all?

The first on our list is "courageous." In your opinion, does the word "courageous" describe Ford extremely well, very well, pretty well, or not very well at all?

| a. COURAGEOUS | a. |
| b. immoral | b. |
| c. too political | c. |
| d. warm | d. |
| e. honest | e. |
| f. selfish | f. |
| g. smart | g. |
| h. humble | h. |
| j. weak | j. |
| k. reckless | k. |
| m. knowledgeable | m. |
| n. unstable | n. |
| p. open-minded | p. |
| q. power-hungry | q. |
| r. prejudiced | r. |
| s. inspiring | s. |

0. R VOLUNTEERS: DON'T KNOW WHO GERALD FORD IS

TURN TO P. 39, G6

1. 2. 3. 4. 5. EXTREMELY WELL  VERY WELL  PRETTY WELL  NOT VERY WELL AT ALL  DK
G5. (R.B., P. 19) Now I am going to read a list of phrases. As I read, please tell me how well each phrase might describe Ford if he were president today.

The first on our list is "favor special interest groups." In your opinion, does the phrase "favor special interest groups" describe Ford extremely well, very well, pretty well, or not very well at all?

<table>
<thead>
<tr>
<th></th>
<th>1.</th>
<th>2.</th>
<th>3.</th>
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<th>8.</th>
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<tbody>
<tr>
<td>a. favor special interest groups</td>
<td>a.</td>
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<td>b. set a good moral example</td>
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<td>g. provide strong leadership</td>
<td>g.</td>
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<td>h. appoint good advisors</td>
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</tbody>
</table>
G6. (R.B., P. 19) Now I want you to think about Jimmy Carter. I am going to read again the list of words. For each, please tell me how well the word describes Carter.

The first on our list is "courageous." In your opinion, does the word "courageous" describe Carter extremely well, very well, pretty well, or not very well at all?

<table>
<thead>
<tr>
<th>Word</th>
<th>Extremely Well</th>
<th>Very Well</th>
<th>Pretty Well</th>
<th>Not Very Well</th>
<th>DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Courageous</td>
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<td>b. Immoral</td>
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<td>c. Too political</td>
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<td>d. Warm</td>
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<td>e. Honest</td>
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<td>f. Selfish</td>
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<td>g. Smart</td>
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<td>h. Humble</td>
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<td>i. Weak</td>
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<td>j. Reckless</td>
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<td>k. Knowledgeable</td>
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<td>l. Unstable</td>
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<td>m. Open-minded</td>
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<td>n. Power-hungry</td>
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<td>o. Prejudiced</td>
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<td>p. Inspiring</td>
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G7. (R.B., P. 19) Now I am going to read the list of phrases. As I read, please tell me how well each phrase describes Carter.

The first on our list is "favor special interest groups." In your opinion, does the phrase "favor special interest groups" describe Carter extremely well, very well, pretty well, or not very well at all?

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<th>3.</th>
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</thead>
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<tr>
<td>a.</td>
<td>FAVOR SPECIAL INTEREST GROUPS</td>
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<td>b.</td>
<td>set a good moral example</td>
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</table>
SECTION S: DEMOGRAPHIC DATA

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

S1. What is the month and year of your 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?

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

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

<table>
<thead>
<tr>
<th>GRADES OF SCHOOL</th>
<th>COLLEGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>00 01 02 03 04 05 06 07 08 09 10 11 12</td>
<td>13 14 15 16 17+</td>
</tr>
</tbody>
</table>

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

   TURN TO P. 42, S4

S3d. Have you had any other schooling?

1. YES
   5. NO

   TURN TO P. 42, S4

S3e. What kind?

   ________________
   ________________
   ________________
   ________________
   ________________

   TURN TO P. 42, S4

S3c. What is the highest degree that you have earned?

   ______________________________________
   ______________________________________
   ______________________________________
   ______________________________________
   ______________________________________
   ______________________________________
   ______________________________________
   ______________________________________
   ______________________________________
   ______________________________________

   TURN TO P. 42, S4
S4. We'd like to know if you are working now, or are you unemployed, retired, (a housewife), (a student) or what?

<table>
<thead>
<tr>
<th>1. WORKING NOW</th>
<th>2. TEMPORARILY LAID OFF</th>
<th>4. UNEMPLOYED</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. RETIRED</td>
<td>6. PERMANENTLY DISABLED</td>
<td></td>
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<td></td>
<td>7. HOUSEWIFE</td>
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<td></td>
<td>8. STUDENT</td>
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</tbody>
</table>
S5. INTERVIEWER CHECKPOINT

1. R ONLY FAMILY MEMBER AGE 14 OR OLDER → TURN TO P. 43, 57
2. R LIVES WITH OTHER FAMILY MEMBERS AGE 14 OR OLDER.

S6. (R.B., P. 20) To get an accurate picture of people's financial situation and the changes they have experienced, we need to gather information about the present and past income of all the families we interview. Would you please look at this page and tell me the letter of the income group that includes the income in 1978 before taxes of all members of your family living here. This figure should include dividends, interest, salaries, wages, pensions, and all other income before taxes for the year 1978. (IF UNCERTAIN: What would be your best guess)?

98. R REFUSED TO ANSWER → TIME NOW: __________ GO TO RECONTACT SHEET

<table>
<thead>
<tr>
<th>A. NONE OR LESS THAN $2,000</th>
<th>N. $12,000 - $12,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. $2,000 - $2,999</td>
<td>P. $13,000 - $13,999</td>
</tr>
<tr>
<td>C. $3,000 - $3,999</td>
<td>Q. $14,000 - $14,999</td>
</tr>
<tr>
<td>D. $4,000 - $4,999</td>
<td>R. $15,000 - $16,999</td>
</tr>
<tr>
<td>E. $5,000 - $5,999</td>
<td>S. $17,000 - $19,999</td>
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<tr>
<td>F. $6,000 - $6,999</td>
<td>T. $20,000 - $22,999</td>
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<tr>
<td>G. $7,000 - $7,999</td>
<td>U. $23,000 - $24,999</td>
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<tr>
<td>H. $8,000 - $8,999</td>
<td>V. $25,000 - $29,999</td>
</tr>
<tr>
<td>J. $9,000 - $9,999</td>
<td>W. $30,000 - $34,999</td>
</tr>
<tr>
<td>K. $10,000 - $10,999</td>
<td>X. $35,000 - $49,999</td>
</tr>
<tr>
<td>M. $11,000 - $11,999</td>
<td>Y. $50,000 AND OVER</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>01</th>
<th>02</th>
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<td>03</td>
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<td>22</td>
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</table>
S6a. (R.B., P. 20) Now, please look at this page again and tell me the letter of the income group that includes your family income before taxes about five years ago, say for the year 1973.

(LETTER) 98. R DOESN'T REMEMBER/DON'T KNOW

S6b. (R.B., P. 20) We are also interested in the income that you yourself received in 1978, not including any of the income received by (your SPOUSE and) the rest of your family living here. Please look at this page and tell me the income group that includes the income you yourself had in 1978 before taxes.

(LETTER) 98. R REFUSED TO ANSWER

TIME NOW: ______

GO TO RECONTACT SHEET.

S6c. (R.B., P. 20) And what is the income group that includes the income you yourself had before taxes for the year 1973?

(LETTER) 98. R DOESN'T REMEMBER/DON'T KNOW

TIME NOW: ______

GO TO RECONTACT SHEET.
S7. (R.B., P. 20) To get an accurate picture of people's financial situation and the changes they have experienced, we need to gather information about the present and past income of all the persons we interview. Would you please look at this page and tell me the letter of the income group that includes the income you had in 1978 before taxes. This figure should include dividends, interest, salaries, wages, pensions, and all other income before taxes for the year 1978.

98. R REFUSED TO ANSWER  
TIME NOW: __________  
GO TO RECONTACT SHEET

<table>
<thead>
<tr>
<th>Letter</th>
<th>Income Range</th>
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<tbody>
<tr>
<td>A</td>
<td>NONE OR LESS THAN $2,000</td>
</tr>
<tr>
<td>B</td>
<td>$2,000 - $2,999</td>
</tr>
<tr>
<td>C</td>
<td>$3,000 - $3,999</td>
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<td>D</td>
<td>$4,000 - $4,999</td>
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<td>E</td>
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<td>F</td>
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<td>G</td>
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<td>X</td>
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<tr>
<td>Y</td>
<td>$50,000 AND OVER</td>
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</tbody>
</table>

S7a. (R.B., P. 20) Now, please look at this page again and tell me the letter of the income group that includes your income before taxes five years ago, say, for the year 1973.

98. R DOESN'T REMEMBER/DON'T KNOW

(LETTER)

TIME NOW: __________  
GO TO RECONTACT SHEET
SECTION X: INTERVIEWER'S SUPPLEMENT

X1. Respondent's sex is:  
   1. MALE  2. FEMALE

X2. Respondent's race is:  
   1. WHITE  2. BLACK  3. AMERICAN INDIAN OR ALASKAN NATIVE  4. ASIAN OR PACIFIC ISLANDER

X2a. Is R of Hispanic Origin?  
   1. YES, MEXICAN-AMERICAN, CHICANO  2. YES, PUERTO RICAN  3. YES, OTHER HISPANIC  5. NO  8. DON'T KNOW

X3. Relationship of R to head:  
   1. R IS HEAD  2. R IS WIFE  OTHER: __________

X4. Respondent's general level of information about politics and public affairs seemed:  
   1. VERY HIGH  2. FAIRLY HIGH  3. AVERAGE  4. FAIRLY LOW  5. VERY LOW

THUMBNAIL SKETCH: