# Survey Research Center

Institute for Social Research
The University of Michigan
Ann Arbor, Michigan 48106

## 1. Sample Address

- **State: __________________________**
- **Congressional District No.: ________________**
- **Segment ________ Line _____________**
- **(Unique) Address or Description:**
  - __________________________
  - __________________________
- **Sample Location: __________________________**

## 2. Interviewer's Label

## 3. Your Interview No. ________________

## 4. Date of Interview ____________________

## 5. Persuasion Letter Sent? (DATE) ________________

## 6. Length of Interview ________ (minutes)

## 7. Length of Pre-edit ________ (minutes)

## 8. Length of Post-edit ________ (minutes)

## 9. Interviewer: Are there any previously unlisted HUs at this listing sheet address?

- **5. NO**
- **1. YES,**

### 9a. How many previously unlisted HUs?

(This if total number of HUs at this listing sheet address is four or fewer: make out a cover sheet for each previously unlisted HU; include unique identification for each such (previously unlisted) HU and follow instructions on that cover sheet. Send a yellow immediate action memo to the field office describing the situation and giving unique identification of the previously unlisted HUs. If total is more than four: do not attempt any interviews. Call the field office immediately: 313/764-8356.)

## 10. 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>
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<tbody>
<tr>
<td>Date</td>
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<td>I'er Initials</td>
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</tbody>
</table>

This cover sheet must be accompanied by an interview or by a completed noninterview form.
21. INTERVIEWER'S LABEL

22. Panel R found living at original address reported on Sample Label (Item 1 of Interview 1 Cover Sheet)?
   1. YES  2. NO

22a. New address ________________________________

   (Street address)

   (City)   (State)   (Zip)

22b. Phone: ____________________________

   (Area)   (Number)

22c. Check one:
   □ 1. PANEL R'S NEW ADDRESS WITHIN RANGE  □ 2. PANEL R'S NEW ADDRESS OUT OF RANGE

   Conduct Interview
   Call Jeanne Castro (Field Office) at 313/764-8356 for further instructions.

23. Your Interview Number ____________________

24. Date of Interview _________________________

25. Length of Interview _______ (minutes)

26. Length of Pre-edit _______ (minutes)

27. Length of Post-edit _______ (minutes)

28. LIST ALL HOUSEHOLD MEMBERS BY RELATIONSHIP TO HEAD.

<table>
<thead>
<tr>
<th>(a)</th>
<th>(b)</th>
<th>(c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Members by Relationship to Head</td>
<td>Sex</td>
<td>Age</td>
</tr>
<tr>
<td>Persons 17 Years Old or Older</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons 16 Years Old or Younger</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

29. Persuasion letter sent? (DATE)

30. 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>
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<td>Result</td>
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<td>I'er Initials</td>
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</tr>
</tbody>
</table>

FOR OFFICE USE ONLY: # Children:

□ 0-4   □ 5-9   □ 10-13

Household Composition

□ 6-9   □ 14-17

THIS COVER SHEET MUST BE ACCOMPANIED BY AN INTERVIEW OR BY A COMPLETED NONINTERVIEW FORM.
COVER SHEET FOR PANEL INTERVIEW #3 (SEPTEMBER)

31. INTERVIEWER'S LABEL

32. Panel R found living at original address reported on Sample Label (Item 1 of Interview #1 Cover Sheet)?
   1. YES □ CONDUCT INTERVIEW 5. NO □

33. Panel R found living at "new" address reported in Item 22a of Interview #2 Cover Sheet?
   1. YES □ CONDUCT INTERVIEW 5. NO □

33a. New address:

   (Street address)

   (City) (State) (Zip)

33b. Phone:

   (Area) (Number)

33c. Check one:
   □ 1. PANEL R'S NEW ADDRESS WITHIN RANGE → Conduct Interview
   □ 2. PANEL R'S NEW ADDRESS OUT OF RANGE → Call Jeanne Castro (Field Office) at 313/764-8356 for further instructions.

34. Your Interview Number

35. Date of Interview

36. Length of Interview (minutes)

37. Length of Pre-edit (minutes)

38. Length of Post-edit (minutes)

39. LIST ALL HOUSEHOLD MEMBERS BY RELATIONSHIP TO HEAD:

<table>
<thead>
<tr>
<th>(a) Household Members by Relationship to Head</th>
<th>(b)</th>
<th>(c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons 17 Years Old or Older</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Persons 16 Years Old or Younger</td>
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</tbody>
</table>

FOR OFFICE USE ONLY: 0 Children:

- 0 PERSONS
- 0-5
- 6-9
- 10-13
- 14-17

40. Persuasion letter sent? (DATE)

41. Call Record

<table>
<thead>
<tr>
<th>Call Number</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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THIS COVER SHEET MUST BE ACCOMPANIED BY AN INTERVIEW OR BY A COMPLETED NONINTERVIEW FORM.
### 11. List All Household Members by Relationship to Head

<table>
<thead>
<tr>
<th>(a) Household Members by Relationship to Head</th>
<th>(b) Sex</th>
<th>(c) Age</th>
<th>(d) 18 By Nov. 4? Yes/No</th>
<th>(e) U.S. Citizen? Yes/No</th>
<th>(f) Eligible Persons &quot;✓&quot;</th>
<th>(g) Person Number</th>
<th>Enter &quot;R&quot; for Selected Respondent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons 17 Years Old or Older</td>
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<td></td>
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</tbody>
</table>

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

#### Step 2:
For 17 year olds, you must ascertain whether they will be 18 on or before Nov. 4, 1980 and write "yes" or "no" in column (d).

#### Step 3:
Ask, "Are all of these persons U.S. citizens?" In column (e) write "yes" for those who are U.S. citizens and "no" for those who are not.

#### Step 4:
Enter a check mark (✓) in column (f) for each person eligible for selection. Eligible persons are U.S. citizens who will be 18 on or before Nov. 4, 1980. In other words, if (d) is "no" and/or (e) is "no", do not enter a check mark in (f).

#### Step 5:
In column (g) assign a sequential number to each eligible person checked in column (f). First number checked MALES from oldest to youngest and then continue the numbering with checked FEMALES, again from oldest to youngest.

#### Step 6:
Select the person to be interviewed using the selection table above. In the first column of the selection table, circle the number of eligible persons [the highest number assigned in column (g)]. The corresponding number in the second column of the selection table identifies the person to be interviewed. Enter "R" in column (h) of the household listing for this person.

### 12. If No Interview Was Obtained and the Hu Is Occupied:

Were you able to select the respondent in this housing unit?

1. YES, LISTING BOX INCLUDES ALL PERSONS ELIGIBLE FOR SELECTION
2. YES, LISTING BOX INCLUDES SOME PERSONS ELIGIBLE FOR SELECTION
3. NO, LISTING BOX IS INCOMPLETE;
4. NO, NOT SURE
5. NO, NOT SURE
1. PANEL R MOVED OUT OF RANGE - UNABLE TO FOLLOW (this is a Field Office decision--do not check this box without Field Office authorization.)
   Items 22a-22c on the cover sheet should be complete.

2. PANEL R UNLOCATABLE (please describe your efforts to locate R; check with the Field Office before sending this in)

3. PANEL R REFUSED RE-INTERVIEW (explain below)

4. NONINTERVIEW FOR OTHER REASONS (describe below)

DESCRIPTION OF NONINTERVIEW. INCLUDE DESCRIPTION OF EFFORTS TO LOCATE:

DATE:
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.
In this interview we will talk about many different topics such as the candidates running for president, your feelings about the economy and other current issues, and the elections this Fall.

A1. Some people don't pay much attention to political campaigns. How about you? Would you say that you have been very much interested, somewhat interested, or not much interested in following the political campaigns so far this year?

1. VERY MUCH INTERESTED
2. SOMEWHAT INTERESTED
3. NOT MUCH INTERESTED

A2. Who do you think will be elected President in November?

1. REAGAN
2. CARTER
3. ANDERSON
8. DON'T KNOW

7. OTHER, SPECIFY:

A2a. Do you think the presidential race will be close or will (NAME GIVEN IN A2) win by quite a bit?

1. CLOSE RACE
3. WIN BY QUITE A BIT
8. DON'T KNOW

A2b. We would like to know how you think John Anderson will do in the November elections. Do you think he will finish in second place, finish close third, or will he clearly trail behind the other candidates?

1. SECOND PLACE
2. CLOSE THIRD
5. TRAIL BEHIND
8. DON'T KNOW

A2c. Do you think the presidential race will be close or will Anderson win by quite a bit?

1. CLOSE RACE
3. WIN BY QUITE A BIT
8. DON'T KNOW

A2d. Do you think the presidential race will be close or will one candidate win by quite a bit?

1. CLOSE RACE
3. WIN BY QUITE A BIT
8. DON'T KNOW

A2e. We would like to know how you think John Anderson will do in the November elections. Do you think he will finish in first place, in second place, a close third, or will he clearly trail behind the other candidates?

1. FIRST PLACE
2. SECOND PLACE
3. CLOSE THIRD
5. TRAIL BEHIND
8. DON'T KNOW
A3. How about here in (R'S STATE)? Which candidate for President do you think will carry this state?

<table>
<thead>
<tr>
<th>1. REAGAN</th>
<th>3. ANDERSON</th>
<th>8. DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. CARTER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. OTHER, SPECIFY:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A3a. Do you think the presidential race will be close here in (R'S STATE), or will (NAME GIVEN IN A3) win by quite a bit?

- [ ] 1. CLOSE RACE
- [ ] 3. WIN BY QUITE A BIT
- [ ] 8. DON'T KNOW

A3b. We would like to know how you think John Anderson will do here in (R'S STATE). Do you think he will finish in second place, finish a close third, or will he clearly trail behind the other candidates?

- [ ] 2. SECOND PLACE
- [ ] 3. CLOSE THIRD
- [ ] 5. TRAIL BEHIND
- [ ] 8. DON'T KNOW

TURN TO P.3, A4

A3c. Do you think the presidential race will be close here in (R'S STATE), or will Anderson win by quite a bit?

- [ ] 1. CLOSE RACE
- [ ] 3. WIN BY QUITE A BIT
- [ ] 8. DON'T KNOW

TURN TO P.3, A4

A3d. Do you think the presidential race will be close here in (R'S STATE) or will one candidate win by quite a bit?

- [ ] 1. CLOSE RACE
- [ ] 3. WIN BY QUITE A BIT
- [ ] 8. DON'T KNOW

TURN TO P.3, A4

A3e. We would like to know how you think John Anderson will do here in (R'S STATE). Do you think he will finish in first place, in second place, a close third, or will he clearly trail behind the other candidates?

- [ ] 1. FIRST PLACE
- [ ] 2. SECOND PLACE
- [ ] 3. CLOSE THIRD
- [ ] 5. TRAIL BEHIND
- [ ] 8. DON'T KNOW

TURN TO P.3, A4
A4. During the last week or two, have you talked to other people about the candidates or their campaigns?

1. YES  5. NO

A5. Generally speaking, would you say that you personally care a good deal which party wins the presidential election this fall, or that you don't care very much which party wins?

1. CARE A GOOD DEAL  3. DON'T CARE VERY MUCH  8. DON'T KNOW

A6. Do you approve or disapprove of the way the U.S. Congress is handling its job?

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

GO TO A7

A6a. Do you approve strongly or not strongly?

1. STRONGLY  2. NOT STRONGLY

A6b. Do you disapprove strongly or not strongly?

5. STRONGLY  4. NOT STRONGLY

A7. Do you approve or disapprove of the way Jimmy Carter is handling his job as President?

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

TURN TO P.4, SECTION B

A7a. Do you approve strongly or not strongly?

1. STRONGLY  2. NOT STRONGLY

A7b. Do you disapprove strongly or not strongly?

5. STRONGLY  4. NOT STRONGLY
SECTION B

B1. I am going to hand you a list of persons who have been presidential candidates this year. Many people tell us they have not heard much about some of the persons on this list. Would you please read over the list and, in the box provided, put a zero ("0") by the name of any candidate you have never heard of.

INTERVIEWER:
HAND R A PENCIL AND THE QUESTIONNAIRE, OPEN TO P. 5.
WHEN R HAS COMPLETED MARKING THE LIST, RETRIEVE THE QUESTIONNAIRE.

B2. Many people also tell us there are candidates they feel they don't know much about, even though they have heard their names before. Would you please go down the list of candidates again and, in the box, put an "X" by the name of any candidate you have heard of but feel you don't know much about.

INTERVIEWER:
HAND R THE QUESTIONNAIRE AGAIN, OPEN TO P. 5.
WHEN R HAS COMPLETED MARKING THE LIST, RETRIEVE THE QUESTIONNAIRE AND THE PENCIL.

Thank you.
CANDIDATE LIST

a. JIMMY CARTER
b. RONALD REAGAN
c. TED KENNEDY
d. JOHN CONNALLY
e. GERALD FORD
f. JERRY BROWN
g. HOWARD BAKER
h. WALTER MONDALE
i. GEORGE BUSH
j. PHILLIP CRANE
k. ROBERT DOLE
l. JOHN ANDERSON
m. Patrick Lucey
SECTION D

D1. Now we would like to know something about the feelings you have toward the candidates for President. I am going to name a candidate, and I want you to tell me whether something about that person, or something he has done, has made you have certain feelings like "anger" or "pride," or others I will mention.

Think about Ronald Reagan. Now, has Reagan -- because of the kind of person he is, or because of something he has done -- ever made you feel:

1. YES; HAVE 5. NO; NEVER
FELT  FELT

a. angry
b. hopeful
c. afraid of him
d. proud
e. disgusted
f. sympathetic toward him
g. uneasy

D2. INTERVIEWER CHECKPOINT:

□ 1. NO "YES" MENTIONS IN
□ 2. ONLY ONE "YES"
MENTION IN D1
□ 3. MORE THAN ONE "YES"
MENTION IN D1

D2a. What led you to feel (READ "YES" MENTION IN D1) toward Ronald Reagan?

D2b. (You've mentioned more than one feeling. Now I would like to know which one of these you would say was the strongest.) You've mentioned (READ "YES" MENTIONS FROM D1). Which feeling was the strongest?

D2c. What led you to feel (READ FEELING MENTIONED IN D2b) toward Ronald Reagan?
D3. Now, think about John Anderson. Has Anderson (--- because of the kind of person he is or because of something he has done ---) ever made you feel:

<table>
<thead>
<tr>
<th>Feeling</th>
<th>1. YES; HAVE FELT</th>
<th>5. NO; NEVER FELT</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. angry</td>
<td></td>
<td></td>
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<tr>
<td>b. hopeful</td>
<td></td>
<td></td>
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<tr>
<td>c. afraid of him</td>
<td></td>
<td></td>
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<tr>
<td>d. proud</td>
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<tr>
<td>e. disgusted</td>
<td></td>
<td></td>
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<tr>
<td>f. sympathetic toward him</td>
<td></td>
<td></td>
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<tr>
<td>g. uneasy</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

D4. INTERVIEWER CHECKPOINT:

- 1. NO "YES" MENTIONS IN
- 2. ONLY ONE "YES" MENTION IN D3
- 3. MORE THAN ONE "YES" MENTION IN D3

D4a. What led you to feel (READ "YES" MENTION IN D3) toward John Anderson?

D4b. (You’ve mentioned more than one feeling. Now I would like to know which one of these you would say was the strongest.) You’ve mentioned (READ "YES" MENTIONS FROM D3). Which feeling was the strongest?

D4c. What led you to feel (READ FEELING MENTIONED IN D4b) toward John Anderson?
D5. Now, think about Jimmy Carter. Has Carter (because of the kind of person he is or because of something he has done) ever made you feel:

<table>
<thead>
<tr>
<th>Feeling</th>
<th>Yes; Have Felt</th>
<th>No; Never Felt</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. angry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. hopeful</td>
<td></td>
<td></td>
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<tr>
<td>c. afraid of him</td>
<td></td>
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<tr>
<td>d. proud</td>
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<tr>
<td>e. disgusted</td>
<td></td>
<td></td>
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<tr>
<td>f. sympathetic toward him</td>
<td></td>
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<tr>
<td>g. uneasy</td>
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</tbody>
</table>

D6. Interviewer Checkpoint:

- [ ] 1. NO "YES" MENTIONS IN D5
- [ ] 2. ONLY ONE "YES" MENTION IN D5
- [ ] 3. MORE THAN ONE "YES" MENTION IN D5

D6a. What led you to feel (READ "YES" MENTION IN D5) toward Jimmy Carter?

D6b. You’ve mentioned more than one feeling. Now I would like to know which one of these you would say was the strongest. You’ve mentioned (READ "YES" MENTIONS FROM D5). Which feeling was the strongest?

D6c. What led you to feel (READ FEELING MENTIONED IN D6b) toward Jimmy Carter?
D7. Now, think about ___________________________. Has ________________________ (--- because of the kind of person he is or because of something he has done ---) ever made you feel:

<table>
<thead>
<tr>
<th></th>
<th>1. YES; HAVE FELT</th>
<th>5. NO; NEVER FELT</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td></td>
<td></td>
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<tr>
<td>b.</td>
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<td>c.</td>
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<td>d.</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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</tbody>
</table>

a. angry
b. hopeful
c. afraid of him
d. proud
e. disgusted
f. sympathetic toward him
g. uneasy

**Interviewer Checkpoint:**

- [ ] 1. NO "YES" MENTIONS IN
- [ ] 2. ONLY ONE "YES" MENTION IN D7
- [ ] 3. MORE THAN ONE "YES" MENTION IN D7

D8a. What led you to feel (READ "YES" MENTION IN D7) toward ____________?

D8b. (You've mentioned more than one feeling. Now I would like to know which one of these you would say was the strongest.) You've mentioned (READ "YES" MENTIONS FROM D7). Which feeling was the strongest?

D8c. What led you to feel (READ FEELING MENTIONED IN D8b) toward ____________?
SECTION E

El. Now, how about the election this November? Are you registered so that you could vote in the November election if you wanted to?

1. YES  5. NO  8. DON'T KNOW  6. R VOLUNTEERS: VOTERS NOT REQUIRED TO REGISTER

TURN TO P. 11, E2

Ela. Are you registered as being a Republican, a Democrat, an Independent or what?

1. DEMOCRAT  5. NOT REQUIRED TO DECLARE PARTY TO REGISTER
2. INDEPENDENT  6. NOT REQUIRED TO REGISTER
3. REPUBLICAN  7. I AM NOT REGISTERED
4. OTHER PARTY, SPECIFY:  8. DON'T KNOW
E2. So far as you know now, do you expect to vote in November or not?

1. YES, WILL VOTE
2. NO, WILL NOT VOTE
3. DON'T KNOW

E2a. Who do you think you will vote for in the election for President? (PROBE: We all know the election is some time away and that people are not certain at this point who they will vote for. Still, who do you think you will vote for in the election for President?)

- 5. REAGAN
- 1. CARTER
- 6. ANDERSON
- 7. OTHER, SPECIFY:
- 8. DON'T KNOW

E2b. If you were going to vote, who do you think you would vote for in the election for President? (PROBE: We all know the election is some time away and that people are not certain at this point who they might vote for. Still, who do you think you would vote for in the election for President?)

- 5. REAGAN
- 1. CARTER
- 6. ANDERSON
- 7. OTHER, SPECIFY:
- 8. DON'T KNOW

E3. Have you at any time considered voting for John Anderson in November?

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

E4. Next I will read some reasons people might have for choosing not to vote for Anderson. As I read, please tell me whether each statement is true for you, or not:

a. I am not voting for Anderson because he has no chance of winning the election. Is this statement true for you or not?

b. I believe that if I vote for Anderson, I will help elect another candidate I dislike more.

c. I feel uneasy about voting for a presidential candidate who is not backed by either major political party.

d. I considered voting for Anderson as a way of protesting the choice of presidential candidates from the major parties.
SECTION F

Now I'd like to ask you a few questions about the economy.

F1. We are interested in how people are getting along financially these days. Would you say that you (and your family living here) are better off or worse off financially than you were a year ago?

1. BETTER NOW 3. SAME 5. WORSE NOW 8. DON'T KNOW

F2. Now looking ahead -- do you think that a year from now you (and your family living here) will be better off financially, or worse off, or just about the same as now?

1. BETTER YEAR FROM NOW 3. SAME 5. WORSE YEAR FROM NOW 8. DON'T KNOW

F3. 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

F3a. Would you say the economy has gotten much better or somewhat better?

1. MUCH BETTER 2. SOMewhat BETTER

F3b. Would you say the economy has gotten much worse or somewhat worse?

5. MUCH WORSE 4. SOMewhat WORSE

F4. 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

F4a. Do you expect the economy to get much better or somewhat better?

1. MUCH BETTER 2. SOMewhat BETTER

F4b. Do you expect the economy to get much worse or somewhat worse?

5. MUCH WORSE 4. SOMewhat WORSE

F5. 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
SECTION G

Gl. (R.B., P.1) I'd like to get your feelings toward some of our political leaders and other people who are in the news these days.

I'll read the name of a person and I'd like you to rate that person using this 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 too favorable toward the 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 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?

<table>
<thead>
<tr>
<th>NAME</th>
<th>RATING:</th>
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<tbody>
<tr>
<td>a. JIMMY CARTER</td>
<td></td>
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<tr>
<td>b. Ronald Reagan</td>
<td></td>
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<tr>
<td>c. Ted Kennedy</td>
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<tr>
<td>d. John Connally</td>
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<td>e. Gerald Ford</td>
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<td>f. Jerry Brown</td>
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<td>g. Howard Baker</td>
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<td>h. Walter Mondale</td>
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<tr>
<td>i. George Bush</td>
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<tr>
<td>v. John Anderson</td>
<td></td>
</tr>
<tr>
<td>w. Patrick Lucey</td>
<td>(ANDERSON'S VP)</td>
</tr>
<tr>
<td>x. (MYSTERY CAND.)</td>
<td></td>
</tr>
<tr>
<td>m. George McGovern</td>
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<tr>
<td>n. George Wallace</td>
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<tr>
<td>y. Richard Nixon</td>
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</tbody>
</table>

And, still using the thermometer, how would you rate the following:

<table>
<thead>
<tr>
<th>NAME</th>
<th>RATING:</th>
</tr>
</thead>
<tbody>
<tr>
<td>o. the Democratic Party</td>
<td></td>
</tr>
<tr>
<td>p. the Republican Party</td>
<td></td>
</tr>
<tr>
<td>q. people who call themselves political Independents</td>
<td></td>
</tr>
<tr>
<td>r. political parties, in general</td>
<td></td>
</tr>
</tbody>
</table>
G2. 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

GO TO G3

G2a. What is that?

G2b. Anything else?

G3. Is there anything in particular that you don't like about the Democratic party?

1. YES

5. NO

8. DON'T KNOW

TURN TO P.15, G4

G3a. What is that?

G3b. Anything else?
G4. Is there anything in particular that you like about the Republican party?

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

GO TO G5

G4a. What is that?


G4b. Anything else?


G5. 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. 16, G6

G5a. What is that?


G5b. Anything else?


G6. Looking ahead, do you think the problem of keeping out of war would be handled better in the next four years by the Republicans, or by the Democrats, or about the same by both?

1. BETTER BY DEMOCRATS  3. SAME BY BOTH  5. BETTER BY REPUBLICANS  8. DK

G7. In general, do you approve or disapprove of the way Jimmy Carter is handling inflation?

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

G7a. Do you approve strongly or not strongly?
1. STRONGLY  2. NOT STRONGLY

G7b. Do you disapprove strongly or not strongly?
5. STRONGLY  4. NOT STRONGLY

G8. In general, do you approve or disapprove of the way Jimmy Carter is handling unemployment?

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

G8a. Do you approve strongly or not strongly?
1. STRONGLY  2. NOT STRONGLY

G8b. Do you disapprove strongly or not strongly?
5. STRONGLY  4. NOT STRONGLY

G9. 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

G10. 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
11. How serious a national problem do you think inflation is at this time? Is it an extremely serious problem, fairly serious problem, or not a serious problem for the country as a whole right now?

3. EXTREMELY SERIOUS  2. FAIRLY SERIOUS  1. NOT SERIOUS  8. DON'T KNOW

12. Do you think inflation would be handled better by the Democrats, by the Republicans, or about the same by both?

1. BETTER BY DEMOCRATS  3. SAME BY BOTH  5. BETTER BY REPUBLICANS  8. DK

13. We'd like to know how people are affected financially by inflation these days. Would you say that you (and your family living here) have been badly hurt by inflation, hurt somewhat, not affected very much, or helped financially by inflation?

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

14. Do you think something can be done to deal successfully with the problem of unemployment, or do you feel that we'll have to continue living with unemployment because not much can be done about it?

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

15. How serious a national problem do you think unemployment is at this time? Is it an extremely serious problem, fairly serious problem or not a serious problem for the country as a whole right now?

3. EXTREMELY SERIOUS  2. FAIRLY SERIOUS  1. NOT SERIOUS  8. DON'T KNOW

16. Do you think the problems of unemployment would be handled better by the Democrats, by the Republicans, or about the same by both?

1. BETTER BY DEMOCRATS  3. SAME BY BOTH  5. BETTER BY REPUBLICANS  8. DK

17. Do you think something can be done to deal successfully with the energy problem, or do you think we'll have to continue to live with energy shortages and rising energy prices because not much can be done about it?

1. DEAL SUCCESSFULLY WITH PROBLEM  2. LIVE WITH SHORTAGES AND RISING PRICES; NOT MUCH CAN BE DONE  8. DON'T KNOW
G18. Do you approve or disapprove of Jimmy Carter's handling of the crisis brought about by the taking of Americans as hostages in Iran?

1. APPROVE

5. DISAPPROVE

8. DON'T KNOW

GO TO G19

G18a. Do you approve strongly or not strongly?

1. STRONGLY

2. NOT STRONGLY

G18b. Do you disapprove strongly or not strongly?

5. STRONGLY

4. NOT STRONGLY

G19. As you may know, in late December Soviet troops moved into Afghanistan. So far the President has protested this Soviet action by cutting back on American trade, diplomatic and cultural ties with the Soviet Union. Considering the U.S. response thus far, would you say that Jimmy Carter has reacted too strongly to the Soviet Union, not strongly enough, or has the response been about right?

1. REACTED TOO STRONGLY

5. REACTED NOT STRONGLY ENOUGH

3. RESPONSE BEEN ABOUT RIGHT

8. DON'T KNOW
SECTION H

H1. In general, which do you rely on most for news about politics and current events -- television, newspapers, magazines, or radio?

- A. TV
- B. NEWSPAPERS
- C. MAGAZINES
- D. RADIO

6. ALL EQUALLY
7. NONE
8. DON'T KNOW

H2. How often do you watch the national network news on early evening 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
5. R VOLUNTEERS: NEVER WATCH NEWS ON TV

H3. When you watch the news on TV, do you pay a great deal of attention to news about government and politics, do you pay some attention, or don't you pay much attention to news about government and politics?

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

H4. During the last month, television, newspapers and magazines have reported the results of national polls which measure the popularity of the candidates running for President. Have you read or heard any of the results from these national polls taken during the last month?

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

TURN TO P.20, H5
TURN TO P.21, H6
H5. Do you recall which of the three presidential candidates is leading in the latest national polls; Anderson, Carter or Reagan? (Who is leading?)

**FIRST PLACE:**

8. NO, CAN'T RECALL; DON'T KNOW

TURN TO P. 21, H6

**SECOND PLACE:**

R VOLUNTEERS: TWO CANDIDATES TIED FOR FIRST PLACE:

NAME: ________________________

NAME: ________________________

6. DK CAN'T RECALL

TURN TO P. 21, H6

**THIRD PLACE:**

R VOLUNTEERS: ENTER NAME OF CANDIDATE NOT MENTIONED IN H5 (ANDERSON, CARTER OR REAGAN):

NAME: ________________________

**H5a. Who is in second place?**

R VOLUNTEERS: TWO CANDIDATES TIED FOR SECOND PLACE:

NAME: ________________________

**H5c. According to the polls, is**

( FIRST PLACE CAND. IN H5 )

ahead of

( SECOND PLACE CAND. IN H5a )

by a wide margin, a narrow margin, or are they nearly even?

[] 5. A WIDE MARGIN

[] 3. A NARROW MARGIN

[] 1. NEARLY EVEN

[] 8. DON'T KNOW

**H5d. Is**

( SECOND PLACE CAND. IN H5a )

ahead of

( THIRD PLACE CAND. IN H5 )

by a wide margin, a narrow margin, or are they nearly even?

[] 5. A WIDE MARGIN

[] 3. A NARROW MARGIN

[] 1. NEARLY EVEN

[] 8. DON'T KNOW

**H5e. According to the polls, are**

( FIRST PLACE CAND. IN H5 )

ahead of

( TWO SECOND PLACE CANDS. IN H5a )

by a wide margin, a narrow margin, or are they all nearly even?

[] 5. A WIDE MARGIN

[] 3. A NARROW MARGIN

[] 1. ALL NEARLY EVEN

[] 8. DON'T KNOW

**H5g. According to the polls, are**

( TWO FIRST PLACE CANDS. IN H5 )

ahead of

( THIRD PLACE CAND. IN H5 )

by a wide margin, a narrow margin, or are they all nearly even?

[] 5. A WIDE MARGIN

[] 3. A NARROW MARGIN

[] 1. ALL NEARLY EVEN

[] 8. DON'T KNOW

TURN TO P. 21, H6

TURN TO P. 21, H6
H6. (R.B., P.2) Now we'd like to ask you how good a job you feel some of the parts of our government are doing. As I read, please give me the number that best describes how good a job you feel that part of government is doing for the country as a whole.

HOW GOOD OR BAD A JOB IS BEING DONE FOR THE COUNTRY AS A WHOLE?

<table>
<thead>
<tr>
<th>Rating from Scale:</th>
<th>0</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>
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<td>FAIR JOB</td>
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<td>VERY GOOD JOB</td>
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</table>

[ ] NO OPINION; I HAVEN'T THOUGHT ABOUT IT

How good a job is being done for the country as a whole by:

a. The Federal government in Washington

b. State governments, in general

c. Local governments, in general

d. The Presidency

e. Congress -- that is the U.S. Senate and the House of Representatives

f. The U.S. Supreme Court

g. The political parties

h. The national TV news
SECTION J

J1. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

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

TURN TO P. 23, J1d

TURN TO P. 24, J1g

TURN TO P. 25, J1n

J1a. Would you call yourself a strong Republican or a not very strong Republican?

1. STRONG   5. NOT very STRONG

J1b. (R.B., P.3) Do any of these statements come close to what you mean when you say you are a strong Republican? (Which ones?) Any others?

☐ A. EVER SINCE I CAN REMEMBER I'VE BEEN A REPUBLICAN.

☐ B. MY PARENTS WERE REPUBLICANS AND I AM TOO.

☐ C. I INVOLVE MYSELF IN WHAT THE REPUBLICAN PARTY IS DOING.

☐ D. I AM ENTHUSIASTIC ABOUT WHAT THE REPUBLICAN PARTY STANDS FOR.

☐ E. I ALMOST ALWAYS SUPPORT THE REPUBLICAN CANDIDATES.

☐ F. I REALLY MEAN THAT I LIKED GERALD FORD VERY MUCH IN THE LAST PRESIDENTIAL ELECTION.

☐ G. I'M A STRONG REPUBLICAN BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.

☐ H. WITH ME IT'S MORE A MATTER OF STRONGLY DISLIKING THE DEMOCRATS THAN ANYTHING ELSE.

☐ I. OTHER, SPECIFY: ________________________________

J1c. (R.B., P.4) 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?

☐ A. I USUALLY THINK OF MYSELF AS A REPUBLICAN BUT I DON'T AGREE COMPLETELY WITH WHAT THE PARTY STANDS FOR.

☐ B. I USUALLY PREFER REPUBLICAN CANDIDATES BUT SOMETIMES I SUPPORT DEMOCRATS.

☐ C. I VOTE FOR THE PERSON NOT THE PARTY.

☐ D. I USUALLY SUPPORT REPUBLICANS BUT I DIDN'T MUCH LIKE GERALD FORD IN THE LAST PRESIDENTIAL ELECTION.

☐ E. I DON'T INVOLVE MYSELF IN WHAT THE REPUBLICAN PARTY IS DOING.

☐ F. I'M A REPUBLICAN BUT IT ISN'T VERY IMPORTANT TO ME.

☐ G. I'M A NOT VERY STRONG REPUBLICAN BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.

☐ H. WITH ME IT'S MORE A MATTER OF NOT LIKING THE DEMOCRATS THAN ANYTHING ELSE.

☐ I. OTHER, SPECIFY: ________________________________

TURN TO P. 26, SECTION K
Jld. Would you call yourself a **strong** Democrat or a **not very strong** Democrat?

<table>
<thead>
<tr>
<th>1. STRONG</th>
<th>5. NOT VERY STRONG</th>
</tr>
</thead>
</table>

Jle. (R.B., P.5) Do any of these statements come close to what you mean when you say you are a strong Democrat? (Which ones?) Any others?

- **A.** EVER SINCE I CAN REMEMBER I'VE BEEN A DEMOCRAT.
- **B.** MY PARENTS WERE DEMOCRATS AND I AM TOO.
- **C.** I INVOLVE MYSELF IN WHAT THE DEMOCRATIC PARTY IS DOING.
- **D.** I AM ENTHUSIASTIC ABOUT WHAT THE DEMOCRATIC PARTY STANDS FOR.
- **E.** I ALMOST ALWAYS SUPPORT THE DEMOCRATIC CANDIDATES.
- **F.** I REALLY MEAN THAT I LIKED JIMMY CARTER VERY MUCH IN THE LAST PRESIDENTIAL ELECTION.
- **G.** I'M A STRONG DEMOCRAT BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- **H.** WITH ME IT'S MORE A MATTER OF STRONGLY DISLIKING THE REPUBLICANS THAN ANYTHING ELSE.
- **I.** OTHER, SPECIFY: ____________________________

Jlf. (R.B., P.6) 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?

- **A.** I USUALLY THINK OF MYSELF AS A DEMOCRAT BUT I DON'T AGREE COMPLETELY WITH WHAT THE PARTY STANDS FOR.
- **B.** I USUALLY PREFER DEMOCRATIC CANDIDATES BUT SOMETIMES I SUPPORT REPUBLICANS.
- **C.** I VOTE FOR THE PERSON NOT THE PARTY.
- **D.** I USUALLY SUPPORT DEMOCRATS BUT I DIDN'T MUCH LIKE JIMMY CARTER IN THE LAST PRESIDENTIAL ELECTION.
- **E.** I DON'T INVOLVE MYSELF IN WHAT THE DEMOCRATIC PARTY IS DOING.
- **F.** I'M A DEMOCRAT BUT IT ISN'T VERY IMPORTANT TO ME.
- **G.** I'M NOT A VERY STRONG DEMOCRAT BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.
- **H.** WITH ME IT'S MORE A MATTER OF NOT LIKING THE REPUBLICANS THAN ANYTHING ELSE.
- **I.** OTHER, SPECIFY: ____________________________

**TURN TO P. 26, SECTION K**
Jlg. Do you think of yourself as closer to the Republican Party or to the Democratic Party?

1. CLOSER TO REPUBLICAN

5. CLOSER TO DEMOCRATIC

3. NEITHER

GO TO Jlm

Jlh. Do you think of yourself as much closer to the Republican party than to the Democratic party, or only a little closer?

1. MUCH CLOSER

5. A LITTLE CLOSER

Jli. (R.B., P.7) 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?

□ A. MORE OFTEN THAN NOT, I FIND MYSELF SUPPORTING WHAT THE REPUBLICAN PARTY STANDS FOR.

□ B. MOST OF THE TIME I PREFER REPUBLICAN CANDIDATES.

□ C. I PREFERRED GEORGE FORD IN THE LAST PRESIDENTIAL ELECTION.

□ D. I'VE ALWAYS LIVED AROUND REPUBLICANS.

□ E. I FEEL CLOSER TO THE REPUBLICAN PARTY BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.

□ F. I LIKE THE DEMOCRATIC PARTY EVEN LESS THAN I LIKE THE REPUBLICAN PARTY.

□ G. OTHER, SPECIFY: __________________________

Jlk. (R.B., P.8) 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?

□ A. MORE OFTEN THAN NOT, I FIND MYSELF SUPPORTING WHAT THE DEMOCRATIC PARTY STANDS FOR.

□ B. MOST OF THE TIME I PREFER DEMOCRATIC CANDIDATES.

□ C. I PREFERRED JIMMY CARTER IN THE LAST PRESIDENTIAL ELECTION.

□ D. I'VE ALWAYS LIVED AROUND DEMOCRATS.

□ E. I FEEL CLOSER TO THE DEMOCRATIC PARTY BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.

□ F. I LIKE THE REPUBLICAN PARTY EVEN LESS THAN I LIKE THE DEMOCRATIC PARTY.

□ G. OTHER, SPECIFY: __________________________

Jlm. (R.B., P.9) Do any of these statements come close to what you mean when you say you (are independent/have no preference)? (Which ones?) Any others?

□ A. I SUPPORT BOTH DEMOCRATS AND REPUBLICANS.

□ B. I DECIDE ON THE PERSON NOT THE PARTY.

□ C. I DECIDE ON THE ISSUES NOT THE PARTY LABEL.

□ D. NEITHER PARTY STANDS FOR WHAT I THINK IS IMPORTANT.

□ E. I DISLIKE BOTH PARTIES.

□ F. I'M NOT MUCH INTERESTED IN POLITICS.

□ G. THE PARTIES ALMOST NEVER DELIVER ON THEIR PROMISES.

□ H. I DON'T KNOW ENOUGH TO MAKE A CHOICE.

□ I. I LIKE BOTH PARTIES ABOUT THE SAME.

□ J. I'M INDEPENDENT BECAUSE OF THE WAY I FEEL ABOUT WHAT JIMMY CARTER HAS BEEN DOING.

□ K. MY PARENTS WERE INDEPENDENT AND I AM TOO.

□ L. OTHER, SPECIFY: __________________________

TURN TO P. 26, SECTION K
R said "OTHER PARTY" in J1)

<table>
<thead>
<tr>
<th>J1n. Do you think of yourself as closer to the Republican Party or to the Democratic Party?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CLOSER TO REPUBLICAN</td>
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<tr>
<td>5. CLOSER TO DEMOCRATIC</td>
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<tr>
<td>3. NEITHER</td>
</tr>
</tbody>
</table>

J1o. Do you think of yourself as much closer to the Republican party than to the Democratic party, or only a little closer?

<table>
<thead>
<tr>
<th>1. MUCH CLOSER</th>
<th>5. A LITTLE CLOSER</th>
</tr>
</thead>
</table>

J1p. (R.B., P.7) 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?

- **A.** More often than not, I find myself supporting what the Republican Party stands for.
- **B.** Most of the time I prefer Republican candidates.
- **C.** I preferred Gerald Ford in the last presidential election.
- **D.** I've always lived around Republicans.
- **E.** I feel closer to the Republican party because of the way I feel about what Jimmy Carter has been doing.
- **F.** I like the Democratic party even less than I like the Republican party.
- **G.** Other, specify: __________

J1q. Do you think of yourself as much closer to the Democratic party than to the Republican party, or only a little closer?

<table>
<thead>
<tr>
<th>1. MUCH CLOSER</th>
<th>5. A LITTLE CLOSER</th>
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</table>

J1r. (R.B., P.8) 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?

- **A.** More often than not, I find myself supporting what the Democratic Party stands for.
- **B.** Most of the time I prefer Democratic candidates.
- **C.** I preferred Jimmy Carter in the last presidential election.
- **D.** I've always lived around Democrats.
- **E.** I feel closer to the Democratic party because of the way I feel about what Jimmy Carter has been doing.
- **F.** I like the Republican party even less than I like the Democratic party.
- **G.** Other, specify: __________
SECTION K

K1. (R.B., P.10) We hear a lot of talk these days about liberals and conservatives. Here is a seven-point scale on which the political views that people might hold are arranged from extremely liberal to extremely conservative.

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<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXTREMELY LIBERAL</td>
<td>SLIGHTLY LIBERAL</td>
<td>MODERATE, MIDDLE OF ROAD</td>
<td>SLIGHTLY CONSERVATIVE</td>
<td>EXTREMELY CONSERVATIVE</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

b. Where would you place Jimmy Carter?
c. Where would you place Ronald Reagan?
d. (Where would you place) Ted Kennedy?
e. (Where would you place) John Connally?
f. (Where would you place) Gerald Ford?
g. (Where would you place) Jerry Brown?
h. (Where would you place) John Anderson?
i. (Where would you place) George Bush?
j. (Where would you place) Walter Mondale?
k. (Where would you place) **Patrick Lucey** *(ANDERSON'S V.P.)*
m. (Where would you place) **(MYSTERY CAND.)**
x. (Where would you place) the Republican Party?
y. (Where would you place) the Democratic Party?
K3. People have different things in mind when they say that someone’s political views are liberal or conservative. We’d like to know more about this. Let’s start with liberal. What sorts of things do you have in mind when you say that someone’s political views are liberal? (PROBE: Can you give me an example?) (Anything else?)

K4. And, what do you have in mind when you say that someone’s political views are conservative? (PROBE: Can you give me an example?) (Anything else?)

K5. (R.B., P. 11) Some people say that women should be given preferential treatment when applying for jobs and promotions. Suppose these people are at one end of the scale at point number 1. Other people say that the individual’s ability or experience should be the only consideration in hiring or promoting people. Suppose these people are at the other end, at point 7. (And, of course, some other people have opinions somewhere in between at points 2, 3, 4, 5, or 6.)

<table>
<thead>
<tr>
<th>WOMEN</th>
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</thead>
<tbody>
<tr>
<td>GIVE PREFERENTIAL TREATMENT TO WOMEN</td>
</tr>
<tr>
<td>THE INDIVIDUAL’S ABILITY OR EXPERIENCE SHOULD BE THE ONLY CONSIDERATION</td>
</tr>
</tbody>
</table>

Where would you place yourself on this scale or haven’t you thought much about this question?

8. DON'T KNOW   0. HAVEN'T though much
KB. (R.B., P.12) Some people believe that we should spend much less money for defense. Others feel that defense spending should be greatly increased.

DEFENSE SPENDING

1 2 3 4 5 6 7
GREATLY DECREASE
DEFENSE SPENDING

GREATLY INCREASE
DEFENSE SPENDING

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

b. Where would you place Jimmy Carter?

c. Where would you place Ronald Reagan?

d. Where would you place John Anderson?

e. Where would you place (Mystery Cand.)

f. Where would you place the Republican Party?

g. Where would you place the Democratic Party?

h. Where would you place what the federal government is doing at the present time?
K7. (BLUE CARD), READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means the greatest possible importance, while 0 means not at all important. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance.

INTERVIEWER CHECKPOINT:

R'S NUMBER RATINGS FOR STARRED ITEMS (K6a AND K6z) ARE:

| 0. THE SAME NUMBER | 1. DIFFERENT BY ONE POINT | 2. DIFFERENT BY TWO OR MORE POINTS |

K7a. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue (matches comes close to) what you feel the government is doing at the present time.

You placed yourself at point (NUMBER GIVEN IN K6a ) and what the government is doing at point (NUMBER GIVEN IN K6z ). Using the blue card, tell me: How important is it to you that the government continue what it is doing so that it stays close to your own position on this issue?

_______ RATING

K7b. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue does not match what you feel the government is doing at the present time.

You placed yourself at point (NUMBER GIVEN IN K6a ) and what the government is doing at point (NUMBER GIVEN IN K6z ). Using the blue card, tell me: How important is it to you that the government change what it is doing so that it comes closer to your own position on this issue?

_______ RATING
Some people feel the government in Washington should see to it that everyone has a job and a good standard of living. Others think the government should just let each person get ahead on his own.

**JOB AND GOOD STANDARD OF LIVING**

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<tr>
<th>1</th>
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<th>7</th>
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<tbody>
<tr>
<td>GOVERNMENT SEE A JOB AND GOOD STANDARD OF LIVING</td>
<td>GOVERNMENT LET EACH PERSON GET AHEAD ON OWN</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

a. 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. 32, K10]

b. Where would you place Jimmy Carter?

c. Where would you place Ronald Reagan?

d. Where would you place John Anderson?

e. Where would you place [Mystery Cand.]

f. Where would you place the Republican Party?

g. Where would you place the Democratic Party?

h. Where would you place the federal government is doing at the present time?
K9. (BLUE CARD), READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means the greatest possible importance, while 0 means not at all important. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance.

INTERVIEWER CHECKPOINT:

R'S NUMBER RATINGS FOR STARRED ITEMS (K8a AND K8b) ARE:

0. THE SAME NUMBER 1. DIFFERENT BY ONE POINT 2. DIFFERENT BY TWO OR MORE POINTS

K9a. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue (matches/comes close to) what you feel the government is doing at the present time.

You placed yourself at point (NUMBER GIVEN IN K8a) and what the government is doing at point (NUMBER GIVEN IN K8b). Using the blue card, tell me: How important is it to you that the government continue what it is doing so that it stays close to your own position on this issue?  

______ RATING

K9b. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue does not match what you feel the government is doing at the present time.

You placed yourself at point (NUMBER GIVEN IN K8a) and what the government is doing at point (NUMBER GIVEN IN K8b). Using the blue card, tell me: How important is it to you that the government change what it is doing so that it comes closer to your own position on this issue?

______ RATING
K10. (R.B., P.14) Some people think the government should provide fewer services, even in areas such as health and education, in order to reduce spending. Other people feel it is important for the government to continue the services it now provides even if it means no reduction in spending.

GOVERNMENT SERVICES / GOVERNMENT SPENDING

1 2 3 4 5 6 7

GOVERNMENT SHOULD PROVIDE MANY FEWER SERVICES; REDUCE SPENDING A LOT

GOVERNMENT SHOULD CONTINUE TO PROVIDE SERVICES; NO REDUCTION IN SPENDING

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

b. Where would you place Jimmy Carter?

c. Where would you place Ronald Reagan?

d. Where would you place John Anderson?

m. Where would you place (Mystery Candidate)?

x. Where would you place the Republican Party?

y. Where would you place the Democratic Party?

z. Where would you place what the federal government is doing at the present time?

TURN TO P. 34, K12

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

TURN TO P. 33, K11 34, K12
K11. (BLUE CARD), READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means the greatest possible importance, while 0 means not at all important. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance.

INTERVIEWER CHECKPOINT:

R'S NUMBER RATINGS FOR STARRED ITEMS (K10a AND K10z) ARE:

- 0. THE SAME NUMBER
- 1. DIFFERENT BY ONE POINT
- 2. DIFFERENT BY TWO OR MORE POINTS

K11a. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue (matches/comes close to) what you feel the government is doing at the present time.

You placed yourself at point (NUMBER GIVEN IN K10a) and what the government is doing at point (NUMBER GIVEN IN K10z). Using the blue card, tell me: How important is it to you that the government continue what it is doing so that it stays close to your own position on this issue?

_______ RATING

K11b. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue does not match what you feel the government is doing at the present time.

You placed yourself at point (NUMBER GIVEN IN K10a) and what the government is doing at point (NUMBER GIVEN IN K10z). Using the blue card, tell me: How important is it to you that the government change what it is doing so that it comes closer to your own position on this issue?

_______ RATING
K12. (R.B., P.15) Some people feel it is important for us to try very hard to get along with Russia. Others feel it is a big mistake to try too hard to get along with Russia.

RELATIONS WITH RUSSIA

1  2  3  4  5  6  7

IMPORTANT TO TRY VERY HARD TO GET ALONG WITH RUSSIA
BIG MISTAKE TO TRY TOO HARD TO GET ALONG WITH RUSSIA

a. 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

b. Where would you place Jimmy Carter?

c. Where would you place Ronald Reagan?

h. (Where would you place) John Anderson?

m. (Where would you place) Ted Kennedy?

x. (Where would you place) the Republican Party?

y. (Where would you place) the Democratic Party?

z. Where would you place what the federal government is doing at the present time?

TURN TO P. 36, K14

TURN TO P. 36, K14
K13. (BLUE CARD), READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means the greatest possible importance, while 0 means not at all important. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance.

INTERVIEWER CHECKPOINT:

R'S NUMBER RATINGS FOR STARRED ITEMS (K12a AND K12z) ARE:

1. THE SAME NUMBER
2. DIFFERENT BY ONE POINT
3. DIFFERENT BY TWO OR MORE POINTS

K13a. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue (matches/comes close to) what you feel the government is doing at the present time.

You placed yourself at point (NUMBER GIVEN IN K12a) and what the government is doing at point (NUMBER GIVEN IN K12z). Using the blue card, tell me: How important is it to you that the government continue what it is doing so that it stays close to your own position on this issue?

_____ RATING

K13b. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue does not match what you feel the government is doing at the present time.

You placed yourself at point (NUMBER GIVEN IN K12a) and what the government is doing at point (NUMBER GIVEN IN K12z). Using the blue card, tell me: How important is it to you that the government change what it is doing so that it comes closer to your own position on this issue?

_____ RATING
K14. (R.B., P.16) 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. Others feel the government should take action to reduce the rate of unemployment, even if it means that inflation would go up a lot.

INFLATION AND UNEMPLOYMENT

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

a. 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

b. Where would you place Jimmy Carter?
c. Where would you place Ronald Reagan?
h. (Where would you place) John Anderson?
m. (Where would you place) Ted Kennedy (MYSTERY CAND.)?
x. (Where would you place) the Republican Party?
y. (Where would you place) the Democratic Party?

z. Where would you place what the federal government is doing at the present time?

TURN TO P. 38, K16
K15: (BLUE CARD). READ AS NECESSARY:

Here is a scale from 0 to 100. 100 on this scale means the greatest possible importance, while 0 means not at all important. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance.

INTERVIEWER CHECKPOINT:

R’S NUMBER RATINGS FOR STARRED ITEMS (K14a AND K14b) ARE:

0. THE SAME NUMBER  1. DIFFERENT BY ONE POINT  2. DIFFERENT BY TWO OR MORE POINTS

K15a. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue (matches/comes close to) what you feel the government is doing at the present time.

You placed yourself at point (NUMBER GIVEN IN K14a) and what the government is doing at point (NUMBER GIVEN IN K14b). Using the blue card, tell me: How important is it to you that the government continue what it is doing so that it stays close to your own position on this issue?

RATING

K15b. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue does not match what you feel the government is doing at the present time.

You placed yourself at point (NUMBER GIVEN IN K14a) and what the government is doing at point (NUMBER GIVEN IN K14b). Using the blue card, tell me: How important is it to you that the government change what it is doing so that it comes closer to your own position on this issue?

RATING
38

K16. (R.B., P.17) There has been some discussion about abortion during recent years. Which one of the opinions on this page best agrees with your view? You can just tell me the number of the opinion you choose.

☐ 1. BY LAW, ABORTION SHOULD NEVER BE PERMITTED.

☐ 2. THE LAW SHOULD PERMIT ABORTION ONLY IN CASE OF RAPE, INCEST OR WHEN THE WOMAN’S LIFE IS IN DANGER.

☐ 3. THE LAW SHOULD PERMIT ABORTION FOR REASONS OTHER THAN RAPE, INCEST, OR DANGER TO THE WOMAN’S LIFE, BUT ONLY AFTER THE NEED FOR THE ABORTION HAS BEEN CLEARLY ESTABLISHED.

☐ 4. BY LAW, A WOMAN SHOULD ALWAYS BE ABLE TO OBTAIN AN ABORTION AS A MATTER OF PERSONAL CHOICE.

TURN TO P.40,K18

☐ 7. OTHER; SPECIFY: ________________________________

☐ 8. DON’T KNOW

b. And what do you think is Jimmy Carter’s position?

c. What do you think is Ronald Reagan’s position?

h. What do you think is John Anderson’s position?

m. What do you think is Ted Kennedy’s position?

(x) What do you think is the position of the Republican Party?

y. What do you think is the position of the Democratic Party?

z. (R.B., P.18) Which of the items on this list describes the federal law that now applies to a woman who wants an abortion and has the money to pay for it?

☐ 1. BY LAW, ABORTION IS NEVER PERMITTED.

☐ 2. THE LAW PERMITS ABORTION ONLY IN CASE OF RAPE, INCEST OR WHEN THE WOMAN’S LIFE IS IN DANGER.

☐ 3. THE LAW PERMITS ABORTION FOR REASONS OTHER THAN RAPE, INCEST OR DANGER TO THE WOMAN’S LIFE, BUT ONLY AFTER THE NEED FOR THE ABORTION HAS BEEN CLEARLY ESTABLISHED.

☐ 4. BY LAW, A WOMAN IS ALWAYS ABLE TO OBTAIN AN ABORTION AS A MATTER OF PERSONAL CHOICE.

TURN TO P. 39, K17

☐ 7. OTHER; SPECIFY: ________________________________

TURN TO P. 40,K18

☐ 8. DON’T KNOW
K17. **(BLUE CARD) READ AS NECESSARY**

Here is a scale from 0 to 100. 100 on this scale means the greatest possible importance, while 0 means not at all important. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance.

**INTERVIEWER CHECKPOINT:**

<table>
<thead>
<tr>
<th>R'S NUMBER CHOICES IN K16 and K16a are</th>
<th>1. DIFFERENT NUMBERS</th>
<th>0. THE SAME NUMBER</th>
</tr>
</thead>
</table>

K17a. **READ AS NECESSARY:**

Now, for the issue we just talked about, I see that your position on this issue matches what you feel the government is doing at the present time.

Using the blue card, tell me: How important is it to you that the government continue what it is doing so that it matches your own position on this issue?

_______ RATING

K17b. **READ AS NECESSARY:**

Now, for the issue we just talked about, I see that your position on this issue does not match what you feel the government is doing at the present time.

Using the blue card, tell me: How important is it to you that the government change what it is doing so that it comes closer to your own position on this issue?

_______ RATING
K18. (R.B., P. 19) Do you feel you are asked to pay much more than you should in federal income taxes, somewhat more than you should, about the right amount, or less than you should?

1. MUCH MORE  2. SOMEWHAT MORE  3. ABOUT RIGHT  4. LESS THAN SHOULD  7. DON'T PAY AT ALL

K19. Some political leaders think federal income taxes should be cut by 30% over the next three years. Other political leaders think this would be a bad policy for the government to follow. Do you have an opinion on this matter, or haven't you thought much about this?

1. YES, HAVE OPINION  5. NO, NO OPINION  8. HAVEN'T THOUGHT MUCH

TURN TO P. 42, K22

K19a. (R.B., P.20) Which of these statements best describes what you would like to see happen over the next three years?

OVER THE NEXT THREE YEARS, FEDERAL INCOME TAXES:

1. SHOULD NOT BE CUT  2. SHOULD BE CUT BY ABOUT 10%  3. SHOULD BE CUT BY ABOUT 20%  4. SHOULD BE CUT BY ABOUT 30%  5. SHOULD BE CUT BY MORE THAN 30%

8. DON'T KNOW  TURN TO P. 42, K22

b. And what do you think is Jimmy Carter's position?

c. What do you think is Ronald Reagan's position?

h. What do you think is John Anderson's position?

m. What do you think is Ted Kennedy position?

x. What do you think is the position of the Republican Party?

y. What do you think is the position of the Democratic Party?

z. And what do you think is the federal government's position at the present time?
K20. (BLUE CARD) READ AS NECESSARY

Here is a scale from 0 to 100. 100 on this scale means the greatest possible importance, while 0 means not at all important. The other numbers on the scale from 0 to 100 represent higher and higher amounts of importance.

INTERVIEWER CHECKPOINT:

R'S NUMBER CHOICES IN K19a and K19b are

0. THE SAME NUMBER
1. DIFFERENT NUMBERS

K20a. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue matches what you feel the government is doing at the present time.

Using the blue card, tell me: How important is it to you that the government continue what it is doing so that it matches your own position on this issue?

_______ RATING

K20b. READ AS NECESSARY:

Now, for the issue we just talked about, I see that your position on this issue does not match what you feel the government is doing at the present time.

Using the blue card, tell me: How important is it to you that the government change what it is doing so that it comes closer to your own position on this issue?

_______ RATING
K21. There has been a great deal of talk about the probable effects of a 30% reduction of federal income taxes over the next three years. Have you read or heard anything about this?

1. YES  2. 5. NO  8. DON'T KNOW

GO TO K22

K21a. I am going to read a few of these ideas, and I would like you to tell me whether you think they would or would not happen.

a. If federal income taxes were reduced by 30%, inflation would get worse. Do you think this would or would not happen?

b. More people would be employed. (Do you think this would or would not happen?)

c. Most of the tax savings would go to business and not to the ordinary taxpayer like me. (Do you think this would or would not happen?)

d. Government programs and services would be cut back to get along on less money.

e. Government deficit spending would go up.

f. The government would receive about the same amount of tax money as now because the economy would be stronger.

K22. In general, do you approve or disapprove of the way Jimmy Carter is handling the energy problem?

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

TURN TO P. 43, SECTION H

K22a. Do you approve strongly or not strongly?

1. STRONGLY  2. NOT STRONGLY

K22b. Do you disapprove strongly or not strongly?

5. STRONGLY  4. NOT STRONGLY
SECTION H

H1. (R.D., P. 21) Present government regulations with regard to pollution and other environmental problems limit full use of some energy sources. Do you think the government should relax environmental protection regulations to increase the use of these energy sources, or should the government keep environmental protection regulations unchanged even though this may delay the production of more energy?

5. RELAX REGULATIONS  6. RELAX REGULATIONS, WITH QUALIFICATIONS  1. KEEP REGULATIONS UNCHANGED  8. DON'T KNOW

GO TO H2

H1a. Should the government relax environmental regulations a lot, some, or just a little?

5. A LOT  3. SOME  1. A LITTLE  8. DON'T KNOW

H2. Should the government regulate people's use of gas by some kind of rationing in order to reduce energy consumption or is this something the government should not do?

5. RATION  6. RATION, WITH QUALIFICATIONS  1. GOVERNMENT SHOULD NOT RATION  8. DON'T KNOW

GO TO H3

H2a. Should the government limit the use of gas a lot, some, or just a little?

5. A LOT  3. SOME  1. A LITTLE  8. DON'T KNOW

H3. Should the government continue to control the price of gas and oil, or should these prices be allowed to rise in order to encourage energy conservation on the part of consumers?

☐ 1. CONTINUE TO CONTROL THE PRICE → TURN TO P. 44, M4

☐ 5. ALLOW PRICES TO RISE

☐ 6. RISE, WITH QUALIFICATIONS

☐ 8. DON'T KNOW → TURN TO P. 44, M4

☐ 7. OTHER; SPECIFY: ____________________________

TURN TO P. 44, M4

H3a. Should gas and oil prices be allowed to rise a lot, some, or just a little?

5. A LOT  3. SOME  1. A LITTLE  8. DON'T KNOW
M4. How much gasoline do you usually use a week — would you say you use less than 10 gallons a week, between 10 and 15 gallons, between 16 and 20 gallons, or over 20 gallons a week?

1. LESS THAN 10  2. 10-15  3. 16-20  4. OVER 20  8. DON'T KNOW

M5. (R.B., P. 22) Some people say that the nation needs to develop new power sources from nuclear energy in order to meet our needs for the future. Other people say that the danger to the environment and the possibility of accidents are too great. What do you think? Are you in favor of building more nuclear energy power plants, would you favor operating only those that are already built, or would you prefer to see all nuclear power plants closed down?

1. FAVOR BUILDING MORE PLANTS  2. OPERATING ONLY THOSE ALREADY BUILT  3. SEE ALL PLANTS CLOSED DOWN  8. DON'T KNOW
SECTION R

R1. Now I have a few questions on a different topic.

In your own mind, do you think of yourself as a supporter of one of the political parties, or not?

<table>
<thead>
<tr>
<th>1. YES, SUPPORTER</th>
<th>5. NO, NOT SUPPORTER</th>
<th>8. DON'T KNOW</th>
<th>GO TO R2</th>
</tr>
</thead>
</table>

R1a. Which political party do you support?

<table>
<thead>
<tr>
<th>1. REPUBLICAN</th>
<th>2. DEMOCRATIC</th>
<th>3. OTHER</th>
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</table>

R1b. (R.B., P.29) 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 R1a) Party.

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<tr>
<th>1</th>
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<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOT VERY STRONGLY</td>
<td>VERY STRONGLY</td>
<td>8. DON'T KNOW</td>
<td></td>
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R1c. (R.B., P.24) 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?

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<th>1</th>
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<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>I FEEL</td>
<td>I FEEL</td>
<td>VERY CLOSE</td>
<td>VERY CLOSE</td>
<td>TO THE REPUBLICAN PARTY</td>
<td>TO THE DEMOCRATIC PARTY</td>
<td>8. DON'T KNOW</td>
</tr>
</tbody>
</table>

R2. Do you ever think of yourself as a political independent, or not?

<table>
<thead>
<tr>
<th>1. YES</th>
<th>5. NO</th>
<th>TURN TO P. 46, R3</th>
<th>8. DON'T KNOW</th>
</tr>
</thead>
</table>

R2a. (R.B., P.29) 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.

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<th>1</th>
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<th>5</th>
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<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOT VERY STRONGLY</td>
<td>VERY STRONGLY</td>
<td>8. DON'T KNOW</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>
R3. In the elections for President since you have been old enough to vote, would you say you have voted in all of them, most of them, some of them, or none of them?

1. ALL  
2. MOST  
3. SOME  
4. NONE  
5. NOT OF VOTING AGE IN 1976

TURN TO P. 47, R4

R3a. Have you always voted for the same party or have you voted for different parties for President?

1. SAME PARTY  
3. DIFFERENT PARTIES

GO TO R3c

R3b. Which party was that?

1. DEMOCRATIC  
5. REPUBLICAN  
7. OTHER, SPECIFY:

R3c. Now, in 1976 you remember that Gerald Ford ran on the Republican ticket against Jimmy Carter for the Democrats. Do you remember for sure whether or not you voted in that election?

1. YES, DID VOTE  
5. NO, DIDN'T VOTE  
7. DON'T REMEMBER IF VOTED

TURN TO P. 47, R4

R3d. Which one did you vote for?

1. FORD  
2. CARTER  
5. OTHER  
8. DON'T KNOW
R4. (R.B., P. 26) 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.

1 2 3 4 5 6 7
DISAGREE AGREE
VERY VERY
STRONGLY STRONGLY

1. The best rule in voting is to pick a candidate regardless of party label.
2. It is better to be a firm party supporter than to be a political independent.
3. The parties do more to confuse the issues than to provide a clear choice on issues.
4. It would be better if, in all elections, we put no party labels on the ballot.
5. The truth is we probably don’t need political parties in America anymore.

R5. So far this year have you talked to anyone and tried to show them why they should support one of the candidates for President?

1. YES  5. NO

R6. Has anyone from one of the political parties or candidates for President called you up or come around and talked to you about the election this year?

1. YES  5. NO → GO TO R7

R6a. Which party or candidate was that? (LIST ALL MENTIONS)

98. DON'T KNOW CAN'T REMEMBER

R7. So far this year, have you gone to any political meetings, rallies, fund-raising dinners, or things like that?

1. YES  5. NO
SECTION T

TI. (R.B., P.77) I am going to read a list of words and phrases people use to describe political figures. For each, please tell me whether the word or phrase describes the candidate I name extremely well, quite well, not too well, or not well at all.

Think about Ronald Reagan. The first word on our list is "moral." In your opinion does the word "moral" describe Reagan extremely well, quite well, not too well, or not well at all? You can just tell me the number of your choice.

<table>
<thead>
<tr>
<th>Word</th>
<th>1.</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
<th>5.</th>
</tr>
</thead>
<tbody>
<tr>
<td>moral</td>
<td>a</td>
<td></td>
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<tr>
<td>b. dishonest</td>
<td>b.</td>
<td></td>
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<td>c. weak</td>
<td>c.</td>
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<tr>
<td>d. knowledgeable</td>
<td>d.</td>
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<tr>
<td>e. power-hungry</td>
<td>e.</td>
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<td>f. inspiring</td>
<td>f.</td>
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</table>

How well do you think the following phrases would describe Ronald Reagan if he were president?

- He would solve our economic problems
- He would provide strong leadership
- He would develop good relations with other countries

<table>
<thead>
<tr>
<th>Phrase</th>
<th>1.</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
<th>5.</th>
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</thead>
<tbody>
<tr>
<td>g. He would solve our</td>
<td>g.</td>
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<tr>
<td>economic problems</td>
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<td>h. He would provide</td>
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<tr>
<td>strong leadership</td>
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<tr>
<td>j. He would develop good</td>
<td>j.</td>
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<tr>
<td>relations with other</td>
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<tr>
<td>countries</td>
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</tbody>
</table>
T2. (R.B., P.27) Think about John Anderson. The first word is "moral."
(In your opinion does the word "moral" describe Anderson extremely well, quite well, not too well, or not well at all?)

<table>
<thead>
<tr>
<th></th>
<th>1.</th>
<th>2.</th>
<th>3.</th>
<th>4.</th>
<th>8.</th>
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</thead>
<tbody>
<tr>
<td>a.</td>
<td>moral</td>
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<tr>
<td>b.</td>
<td>dishonest</td>
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<td>c.</td>
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<td>knowledgeable</td>
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<td>e.</td>
<td>power-hungry</td>
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<td>f.</td>
<td>inspiring</td>
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</table>

How well do you think the following phrases would describe John Anderson if he were president?

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<th>1.</th>
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<tr>
<td>g.</td>
<td>he would solve our economic problems</td>
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<td>h.</td>
<td>he would provide strong leadership</td>
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<tr>
<td>j.</td>
<td>he would develop good relations with other countries</td>
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</table>

EXTREMELY WELL | QUITE WELL | NOT TOO WELL | NOT WELL | AT ALL | DON'T KNOW
73. (R.B., P. 27) Think about Jimmy Carter. The first word is "moral."
(In your opinion does the word "moral" describe Carter extremely well,
quite well, not too well, or not well at all?)

<table>
<thead>
<tr>
<th></th>
<th>1.</th>
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<th>4.</th>
<th>8.</th>
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<td>f.</td>
<td>inspiring</td>
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</table>

How well do you think the following phrases describe Jimmy Carter as president?

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<tbody>
<tr>
<td></td>
<td>extremely well</td>
<td>quite well</td>
<td>not too well</td>
<td>not well at all</td>
<td>don't know</td>
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<td>1.</td>
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</table>
T4. (R.B., P.27) Think about __________. The first word is "moral." (in your opinion does the word "moral" describe extremely well, quite well, not too well, or not well at all?)

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<td>a. moral</td>
<td>Extreme well</td>
<td>Quite well</td>
<td>Not too well</td>
<td>Not well</td>
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How well do you think the following phrases would describe if he were president?

g. he would solve our economic problems

h. he would provide strong leadership

j. he would develop good relations with other countries

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<td>Quite well</td>
<td>Not too well</td>
<td>Not well</td>
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<tr>
<td>j.</td>
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</table>
SECTION V

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

V1. What is the month and year of your birth?

MONTH      YEAR

V2. Are you married now and living with your (husband/wife)--or are you widowed, divorced, separated, or have you never married?

MARRIED AND LIVING
1. WITH SPOUSE (OR
SPouse IN SERVICE)

5. WIDOWED
3. DIVORCED
4. SEPARATED

2. NEVER
MARRIED

TURN TO P. 54, V3

V2a. Do you have any children? (IF R MENTIONS DECEASED CHILDREN, RECORD COMMENTS BUT DO NOT COUNT THEM IN V2b-V2d)

1. YES
5. NO

V2b. How many sons and how many daughters do you have?

SONS     DAUGHTERS

V2c. What (is/are) the age(s) of your son(s), (oldest to youngest)?

(RECORD AGE IN YEARS OR MONTHS, AND CHECK APPROPRIATE BOX)

YRS   MOS

OLDEST:___   ___

YRS   MOS

YRS   MOS

YRS   MOS

YRS   MOS

YRS   MOS

V2d. What (is/are) the age(s) of your daughter(s), (oldest to youngest)?

(RECORD AGE IN YEARS OR MONTHS, AND CHECK APPROPRIATE BOX)

YRS   MOS

OLDEST:___   ___

YRS   MOS

YRS   MOS

YRS   MOS

YRS   MOS

YRS   MOS
V3. We'd like to know if you are working now, or are you unemployed, retired (a housewife), (a student), or what?

1. WORKING NOW
2. TEMPORARILY LAID OFF
3. RETIRED
4. UNEMPLOYED

V4. Do you work for someone else, yourself, or what?

1. SOMEONE ELSE
2. BOTH SOMEONE ELSE AND SELF
3. SELF ONLY

V4a. Do you supervise any workers or employees as part of your job?

1. YES
2. NO

V4b. How many?

(NUMBER)

V4c. Are there any people who work for you and are paid by you?

1. YES
2. NO

V4d. How many?

(NUMBER)

V5. How worried are you about losing your job in the near future; a lot, somewhat, or not much at all?

1. A LOT
2. SOMEWHAT
3. NOT MUCH AT ALL
4. DON'T KNOW; REFUSED

TURN TO P. 56, V13

V6. On your last regular job, did you work for someone else, yourself, or what?

1. SOMEONE ELSE
2. BOTH SOMEONE ELSE AND SELF
3. SELF ONLY

V6a. Did you supervise any workers or employees as part of your job?

1. YES
2. NO

V6b. How many?

(NUMBER)

V6c. Were there any people who worked for you and were paid by you?

1. YES
2. NO

V6d. How many?

(NUMBER)

V7. Are you looking for work at the present time?

1. YES
2. NO

TURN TO P. 56, V13

V7a. How worried are you about not being able to find a job in the near future; a lot, somewhat, or not much at all?

1. A LOT
2. SOMEWHAT
3. NOT MUCH AT ALL
4. DON'T KNOW; REFUSED

TURN TO P. 56, V13
13. INTERVIEWER CHECKPOINT:

1. R IS FAMILY HEAD; NO SPOUSE IN FAMILY — TURN TO P. 58, V24
2. R IS FAMILY HEAD, LIVING WITH SPOUSE — ASK ABOUT SPOUSE
3. R IS NOT FAMILY HEAD — ASK ABOUT FAMILY HEAD

14. We'd also like to know about (the head of the family/your husband/your wife)...
Is (he/she) working now, unemployed, retired, (a housewife), (a student), or what?

1. WORKING NOW
2. TEMPORARILY LAYED OFF
4. UNEMPLOYED

15. Does (he/she) work for someone else, (himself/herself), or what?

1. SOMEONE ELSE
2. BOTH SOMEONE ELSE AND SELF
3. SELF ONLY

15a. Does (he/she) supervise any workers or employees as part of (his/her) job?

1. YES 5. NO
3. SOMEWHAT
4. NOT MUCH AT ALL
8. DON'T KNOW; REFUSED

16. How worried is (he/she) about losing (his/her) job in the near future; a lot, somewhat, or not much at all?

1. A LOT
3. SOMEWHAT
5. NOT MUCH AT ALL
8. DON'T KNOW; REFUSED

17. On (his/her) last regular job, did (he/she) work for someone else, (himself/herself), or what?

1. SOMEONE ELSE
2. BOTH SOMEONE ELSE AND SELF
3. SELF ONLY

17a. Did (he/she) supervise any workers or employees as part of (his/her) job?

1. YES 5. NO

17b. How many?

18. Is (he/she) looking for work at the present time?

1. YES 5. NO

18a. How worried is (he/she) about not being able to find a job in the near future; a lot, somewhat, or not much at all?

1. A LOT
3. SOMEWHAT
5. NOT MUCH AT ALL
8. DON'T KNOW; REFUSED

TURN TO P. 58, V24
V24. There's been some talk these days about different social classes. Most people say they belong either to the middle class or to the working class. Do you ever think of yourself as belonging in one of these classes?

1. YES  5. NO  8. DON'T KNOW  7. OTHER (SPECIFY): 

V24a. Which one?  (RECORD BELOW)

V24b. Well, if you had to make a choice, would you call yourself middle class or working class?  (RECORD BELOW)

1. MIDDLE CLASS  2. WORKING CLASS  7. OTHER (SPECIFY): 

V24c. Would you say that you are about average middle class, or that you are in the upper part of the middle class?

4. AVERAGE MIDDLE  6. UPPER MIDDLE

V24d. Would you say you feel pretty close to middle class people, or that you don't feel much closer to them than to people in other classes?

1. CLOSE  4. NOT CLOSER

V24e. Would you say that you are about average working class, or that you are in the upper part of the working class?

1. AVERAGE WORKING  3. UPPER WORKING

V24f. Would you say you feel pretty close to working class people, or that you don't feel much closer to them than to people in other classes?

2. CLOSE  5. NOT CLOSER

TURN TO P. 59, SECTION W
W1. We have talked about the country and how it is getting along. We are also interested in how people in your neighborhood are getting along -- we mean people who live within four or five blocks of you, or in whatever you think of as your neighborhood. First of all, how long have you lived around here?

YEARS AND __________ MONTHS

W2. Where do you do most of your (family's) household shopping? Is it mostly here in the neighborhood, or elsewhere?

1. NEIGHBORHOOD  2. ELSEWHERE  8. DON'T KNOW

ASK IF R IS EMPLOYED OR TEMPORARILY LAID OFF:

W3. Where do you work? Is it nearby here in the neighborhood, or is the place where you go to work elsewhere?

1. NEARBY; IN NEIGHBORHOOD  2. ELSEWHERE  8. DON'T KNOW

W4. When you go to church or religious services, is it mostly here in the neighborhood or is it elsewhere?

1. NEIGHBORHOOD  2. ELSEWHERE  7. DOESN'T GO  8. DON'T KNOW

W5. Where do you spend most of your leisure time (after work) for relaxation or recreation, is it mostly here in the neighborhood or is it elsewhere?

1. NEIGHBORHOOD  2. ELSEWHERE  8. DON'T KNOW

W6. People choose to move into and out of neighborhoods. How about you? If you had the chance, would you move out of this neighborhood, or would you prefer to stay here?

1. WOULD MOVE  2. WOULD PREFER TO STAY  8. DON'T KNOW

W7. As far as you know, is there a Democratic or Republican party organization in this neighborhood? (Which one?)

1. YES, DEMOCRATIC  2. YES, REPUBLICAN  3. YES, BOTH  4. NO, NEITHER  8. DON'T KNOW

W8. Are there people living in this neighborhood with whom you or your family get together? I mean, people whose homes you visit, who you go to the movies or ball games with, or just talk with when you see them?

1. YES  5. NO  TURN TO P. 62, W11

TURN TO P. 60, W9
W9. I'd like to ask you several questions about two or three of these neighbors whom you see most often. So that you and I can be sure we're talking about the same persons in the next several questions, I need to have just the first names of no more than three of these people. (ENTER NAMES IN GRID BELOW, AND CHECK CATEGORY.)

<table>
<thead>
<tr>
<th>ONE</th>
<th>TWO</th>
<th>THREE</th>
<th>8. R KNOWS NO NEIGHBORS</th>
<th>9. R REFUSES TO GIVE NAMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NAME GIVEN</td>
<td>2. NAMES GIVEN</td>
<td>3. NAMES GIVEN</td>
<td></td>
<td></td>
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</tbody>
</table>

TURN TO P. 62, WILL

ASK FOR EACH NAME GIVEN IN W9, AND RECORD RESPONSE IN GRID BELOW

W9a. About how long have you known (NAME)?

W9b. Would you say (NAME) is a very close personal friend, a good friend, or more of an acquaintance?

W9c. (R.B., P. 28) How often do you usually get together with (NAME)? Just give me the number from this list which best describes the situation.

| 1. MORE THAN ONCE A WEEK | 5. SEVERAL TIMES A YEAR |
| 2. ONCE A WEEK | 6. RARELY |
| 3. TWO OR THREE TIMES A MONTH | 8. DON'T KNOW; CAN'T SAY |
| 4. ONCE A MONTH |

<table>
<thead>
<tr>
<th>NEIGHBOR'S NAME (ENTER ONE NAME PER LINE)</th>
<th>W9a. YEARS/MONTHS KNOWN</th>
<th>1. CLOSE FRIEND</th>
<th>2. GOOD FRIEND</th>
<th>3. AQUAIN-</th>
<th>8. DON'T KNOW</th>
<th>ENTER NUMBER FROM LIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td><em>TRS</em>_ MOS</td>
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</table>
Now I'm interested in finding out whether you talk about politics, political issues or candidates with your neighbors.

W10. (ASK ABOUT EACH NAME GIVEN IN W9) Do you ever talk politics with (him/her)?

W10a. (ASK IF "YES") IN W10) In general, would you say you agree with (him/her) on politics or do you disagree?

W10b. (ASK ABOUT EACH NAME GIVEN IN W9) As far as you can tell, does (NAME) consider (himself/herself) a Republican, a Democrat, an independent, or what? (ENCOURAGE R TO GUESS IF NECESSARY)

NAME # GIVEN IN W9

<table>
<thead>
<tr>
<th>1. YES</th>
<th>2. NO</th>
<th>3. DISAGREE</th>
<th>4. DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. NO</td>
<td>GO TO W10b</td>
<td>6. DON'T KNOW</td>
<td></td>
</tr>
</tbody>
</table>

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<th>1. YES</th>
<th>2. NO</th>
<th>3. DISAGREE</th>
<th>4. DON'T KNOW</th>
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W11. (CLOSING STATEMENT) We appreciate very much all of the time you've given us this year.

Sometime after the election, we will probably be calling you (over the telephone) to ask you just a few questions about the election. Also, we will be sending you a report of this year-long study, most likely no later than next summer.

In closing, let me thank you again for your cooperation.

TIME NOW: _______
21. Respondent's sex is:  
1. MALE  
2. FEMALE

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

23. Is R of Hispanic Origin?  
5. NO  
1. YES, MEXICAN-AMERICAN, CHICANO  
2. YES, PUERTO RICAN  
3. YES, OTHER HISPANIC  
8. DK

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

25. Other persons present at interview were: (CHECK MORE THAN ONE BOX IF NECESSARY)  
NONE  
CHILDREN  
OLDER CHILDREN  
SPOUSE  
OTHER RELATIVES  
OTHER ADULTS

26. Respondent's cooperation was:  
1. VERY GOOD  
2. GOOD  
3. FAIR  
4. POOR  
5. VERY POOR

27. 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

28. Rate R's apparent intelligence:  
1. VERY HIGH  
2. ABOVE AVERAGE  
3. AVERAGE  
4. BELOW AVERAGE  
5. VERY LOW

29. How suspicious did R seem to be about the study, before the interview?  
1. NOT AT ALL SUSPICIOUS  
3. SOMewhat SUSPICIOUS  
5. VERY SUSPICIOUS

30. Overall, how great was R's interest in the interview?  
1. VERY HIGH  
2. ABOVE AVERAGE  
3. AVERAGE  
4. BELOW AVERAGE  
5. VERY LOW
Z11. How sincere did R seem to be in (his/her) answers?

1. COMPLETELY SINCERE
   GO TO 213

2. USUALLY SINCERE

3. OFTEN SEEMED TO BE INSINCERE

Z12. Were there any particular parts of the interview for which you doubted R's sincerity? If so, name them by section or question numbers.


Z14. Was this interview conducted in English?

1. YES
   GO TO 215

5. NO

Z14a. In what language was the interview conducted? ________________

Z15. TYPE OF STRUCTURE IN WHICH RESPONDENT LIVES:

1. MOBILE HOME (TRAILER) IN MOBILE HOME (TRAILER) PARK

2. MOBILE HOME (TRAILER) IN OTHER LOCATION

3. BUILDING WITH NO OTHER HUS (SINGLE FAMILY HOME)

4. BUILDING WITH OTHER HUS

5. OTHER (DESCRIBE):

Z15b. About how many units? ______

Z15c. (IF NOT MOBILE HOME OR TRAILER) How many floors are there in this building?

_______ FLOORS
Z16. THUMBNAIL SKETCH: