

ISR

CENTER FOR POLITICAL STUDIES/INSTITUTE FOR SOCIAL RESEARCH/THE UNIVERSITY OF MICHIGAN/ANN ARBOR, MICHIGAN 4810

July 19, 1982

MEMO TO: Grassmick, Groves, Miller, Morton, Presser, Shanks

FROM: Maria

RE: 7-point scales

The following tables compare basic results from 7-point scale administrations of identical items in Traugott's June 1980 national telephone survey and in the CPS 1980 C-1 study conducted in April.

The C-1 study used personal interviews and visual aids. The reported C-1 frequencies are for the entire sample including households with no telephones which would be unrepresented in Traugott's study. The C-1 sample is self-weighting.

Traugott's sample has a weight variable that corrects for: 1) oversampling of Republicans, 2) probability of respondent selection (based on # of eligible adults in household), and 3) probability of household selection (based on # of telephone lines in the housing unit). The procedure used to administer the 7-point scales over the telephone is documented in the attached Xeroxed pages from that questionnaire. Basically, little if any wording or structural changes were made compared to the text used in C-1 for those same questions.

The sample sizes are comparable:

C-1 = 965 respondents

Traugott's = 688
+205 Republicans oversample

893 (unweighted)
1043 (weighted)

The relative order of administration was the same for all 7-point scales: LIB/CON followed by SERVICES/SPENDING, RUSSIA, and INFL/UNEMPL. C-1 respondents had more scales to contend with, however. By the time these respondents got to answer the SERV/SPEND scale (the first for Traugott's participants), C-1 respondents had already run through DEFENSE SPENDING and AID TO MINORITIES. Thus, C-1 respondents were a bit more experienced than the telephone subjects, and this familiarity with the format may help explain the lower MD count for the SERV/SPEND scale in the FTF interview.

On the surface, there seems to be a slight tendency for points 2 and 6 to be underrepresented (and 1 and 7 overrepresented) in the telephone data, but the differences with the personal interviews in this respect are small. (The tendency for somewhat greater variance on scales administered over the telephone has been noticed before.)

No consistent conclusions can be drawn from the pattern of "HAVEN'T THOUGHT" and DK. For example, the telephone interview does not yield a consistently higher level of MD.

The scale most affected by mode is the INFL/UNEMP. Both MD level and distributions are impacted. Since the text on the telephone administration emphasized 'inflation' or 'unemployment' rather than harping on the unpalatable trade-off as the visual aid did, it is conceivable that the telephone question became a question different from the FTF question in the course of administration and probing.

Based on this evidence, it would appear that the rough 'give me a number' approach may work as well as (or better than) any other telephone adaptation IF the goal is comparability with the FTF data. This does not address the issue of unfolding as a better or more discriminating technique for both the FTF and the telephone modes. Also, we do not know whether adding placements of parties and candidates will strain the 'give me a number' technique on the telephone which, apparently, works OK when only R's placement is desired.

	Traugott (June 1980)	CPS (C1-April 1980)	
<u>LIB/CON</u>			
Ext + <u>Very</u> Lib	3	9	The telephone question offered 5 categories ('very liberal' to 'very conservative;' the FTF question had a scale with 7 points. The 'extremely' and 'very' FTF categories have collapsed.
Somewhat Lib	16	15	
Moderate	40	32	
Somewhat Con	31	21	
Ext + <u>Very</u> Con	11	23	
	<hr style="width: 50%; margin: 0 auto;"/> 100%	<hr style="width: 50%; margin: 0 auto;"/> 100%	

% MD

HAVEN'T THOUGHT	28%	28%
DK	3%	6%

\bar{X}/SD 3.31/0.96

GOVT SERV/SPEND

June 1980
Traugott

April 1980
CPS

Decrease			
Services 1	12	7	
2	8	11	
3	17	14	
4	20	19	
5	13	15	
6	8	15	
Keep as Now 7	22	19	
	<hr/>	<hr/>	
	100%	100%	

% MD

HAVEN'T THOUGHT	22%	13%
DK	2%	4%

\bar{X}/SD 4.26/2.0

RUSSIA

Try			
Hard 1	16	15	
2	7	9	
3	18	13	
4	18	19	
5	13	14	
6	9	11	
Big Mistake 7	19	19	
	<hr/>	<hr/>	
	100%	100%	

% MD

HAVEN'T THOUGHT	12%	9%
DK.	1%	4%

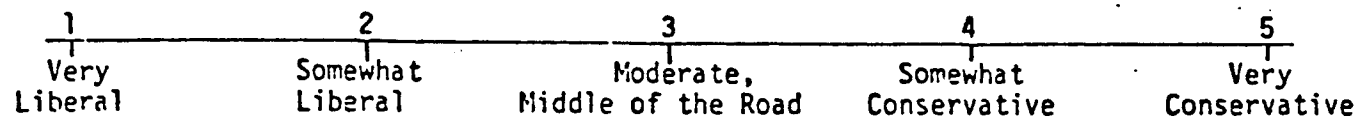
\bar{X}/SD 4.05/2.02

<u>INFL/UNEMP</u>	<u>Traugott June 1980</u>	<u>CPS April 1980</u>
Reduce Infl 1	15	11
2	8	14
3	20	17
4	27	32
5	12	11
6	5	7
Reduce Unempl 7	13	8
<u>% MD</u>		
HAVEN'T THOUGHT	14%	16%
DK	3%	14%
\bar{X}/SD	3.81/1.84	

TRUGOTT

D3. We hear a lot of talk these days about liberals and conservatives. I am going to read a five-point scale on which political views that people hold are arranged. Point #1 is very liberal; point #2 somewhat liberal; point #3 is moderate or middle of the road; point #4 is somewhat conservative; and point #5 is very conservative.

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

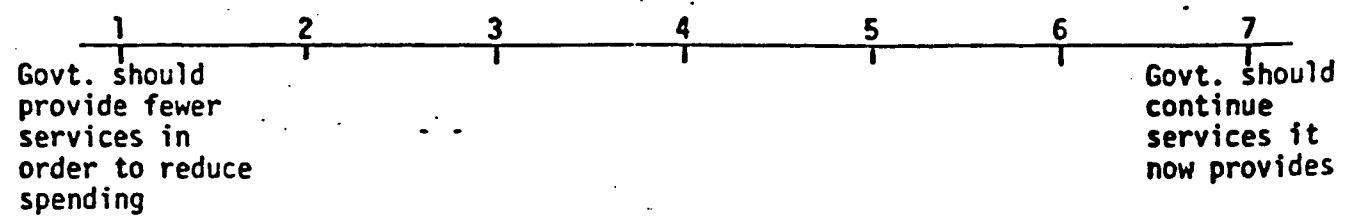
D3a. If you had to choose, would you consider yourself a liberal or a conservative?

1. LIBERAL 3. MODERATE; MIDDLE 5. CONSERVATIVE

7. REFUSES TO CHOOSE 8. DON'T KNOW

D4. Next we have some questions using a seven-point scale. Some people think the government should provide fewer services, even in areas such as health and education, in order to reduce spending. Suppose these people are at one end of the scale at Point #1. Other people feel it is important for the government to continue the services it now provides, even if it means no reduction in spending. 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.)

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

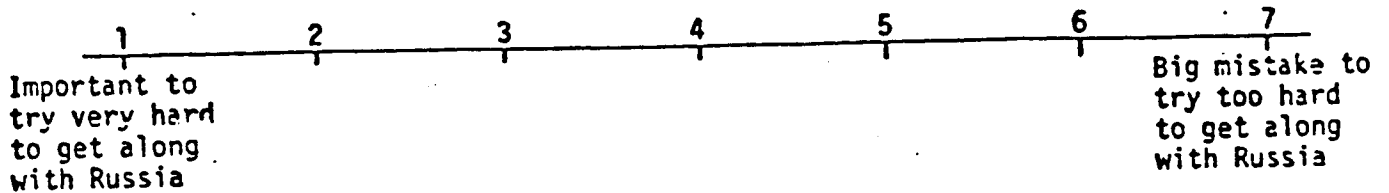


8. DON'T KNOW 0. HAVEN'T THOUGHT MUCH

4
TRAUGOTT

D5. Some people feel it is important for us to try very hard to get along with Russia. Suppose these people are at one end of the scale at Point #1. Others feel it is a big mistake to try too hard to get along with Russia. Suppose these people are at the other end, at Point #7. (And, of course, some people have opinions somewhere in between at points 2, 3, 4, 5 or 6.)

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

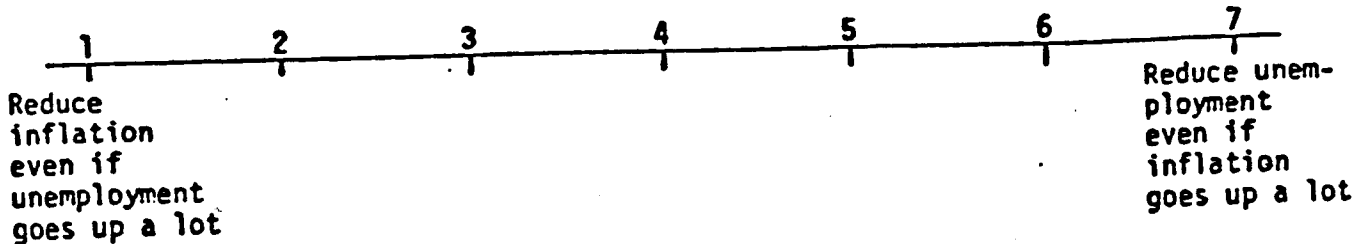


8. DON'T KNOW

0. HAVEN'T THOUGHT MUCH

D6. Some people feel that 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 #1. Others feel the government should take action to reduce the rate of unemployment, even if it means that inflation would go up a lot. Suppose these people were at the other end at Point #7. (And, of course, some people have opinions somewhere in between.)

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

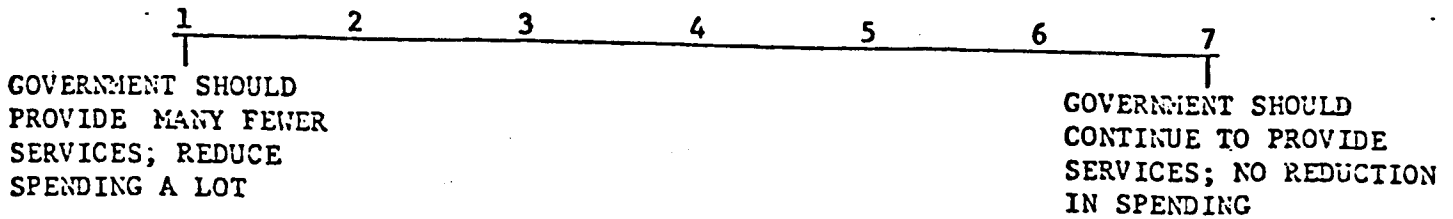


8. DON'T KNOW

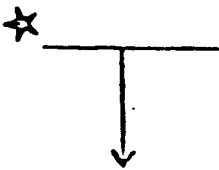
0. HAVEN'T THOUGHT MUCH

N12. (R.B., P. 8) 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



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. 26, N16

- 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) _____ ?
- i. (Where would you place) _____ ?

RATING 8. DON'T KNOW

RATING	8. DON'T KNOW

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



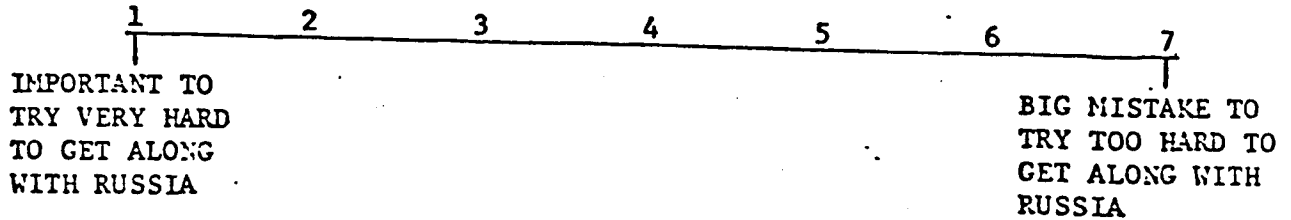
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TURN TO P. 25, N13

TURN TO P. 26, N16

N16. (R.B., P. 9) 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



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. 28, N20

ASK IN C-1 (APRIL STUDY) ONLY

	RATING	8. DON'T KNOW
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) _____?		
i. (Where would you place) _____?		

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

*

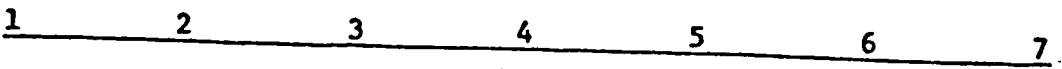
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TURN TO P. 27, N17

TURN TO P. 28, N20

N20. (R.B., P. 10) 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.

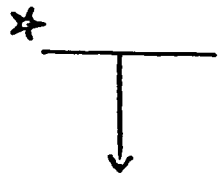
INFLATION AND UNEMPLOYMENT



REDUCE INFLATION
EVEN IF UNEMPLOYMENT
GOES UP A LOT

REDUCE UNEMPLOYMENT
EVEN IF INFLATION
GOES UP A LOT

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. 30, N24

- 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) _____ ?
- i. (Where would you place) _____ ?

RATING	8. DON'T KNOW

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

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TURN TO P.
29, N21

TURN TO P.
30, N24

Additions To Newspaper Code

Add

704	AZ	Arizona Republic	Phoenix
705	FL	Jacksonville Journal	Jacksonville
706	NY	Olean Times-Herald	Olean
707	MS	Oxford Eagle	Oxford
708	IL	Rockford Register Star	Rockford
709	SC	Spartanburg Herald Journal	Spartanburg
710	FL	Tallahassee Democrat	Tallahassee
711	WI	Wisconsin Rapids Daily Tribune	Wisconsin Rapids
712	NH	NASTWA TELEGRAM	NASTWA
713	TX	MIDLAND REPORTER TELEGRAM	MIDLAND
714	FL	JACKSONVILLE JOURNAL	JACKSONVILLE
715	FL	JACKSONVILLE TIMES UNION	JACKSONVILLE

Delete

610 OH Dayton Daily Dayton

Rename

108 OH Dayton Daily News Dayton