

To: NES BOARD

From: NES Staff

February 5, 1985

I. PROGRESS OF THE ROLLING CROSS-SECTION

The basic design of the rolling cross-section called for 75 interviews per sample week. The week began on Wednesday morning and ended at midnight 17 days later. Our expectation was that two-thirds of the interviews for a sample week could be taken within the first 7 days of the interview period. Table 1 shows the progress of Rolling Thunder from beginning to end.

TABLE 1: Number of interviews by sample week*

Week #	Dates	Total No. Interviews	No. Interviews First 7 Days	Resp. Rate
1	Jan. 11-Jan. 27	78	59	.69
2	Jan. 18-Feb. 3	73	52	.64
3	Jan. 25-Feb.10	72	49	.63
4	Feb. 1-Feb.17	62	36	.53
5	Feb. 8-Feb.25	76	56	.66
6	Feb. 15-Mar.2	68	45	.60
7	Feb. 22-Mar.9	75	62	.66
8	Feb. 29-Mar.16	85	70	.66
9	Mar.7-Mar.23	86	63	.67
10	Mar.14-Mar.30	86	67	.68
11	Mar.21-Apr.6	74	59	.59
12	Mar.28-Apr.13	72	44	.59
13	Apr.4-Apr.20	79	59	.63
14	Apr.11-Apr.27	79	51	.63
15	Apr.18-May 4	67	39	.54
16	Apr.25-May 11	81	58	.65
17	May 2-May 18	81	51	.63
18	May 9-May 25	76	51	.59
19	May 16-June 1	77	40	.60
20	May 23-June 8	81	52	.63
21	May 30-June 15	72	48	.57
22	June 6-June 22	77	48	.61
23	June 13-June 29	69	43	.55
24	June 20-July 6	72	46	.57
25	June 27-July 13	67	43	.56
26	July 4 - July 20	73	41	.61
27	July 11 - July 27	79	51	.61
28	July 18 - Aug 3	80	57	.64
29	July 25 - Aug 10	71	49	.56
30	Aug 1 - Aug 17	77	42	.57
31	Aug 8 - Aug 24	73	48	.57

32	Aug 15 - Aug 31	77	50	.61
33	Aug 22 - Sept 7	68	46	.54
34	Aug 29 - Sept 14	84	52	.66
35	Sept 5 - Sept 21	68	39	.56
36	Sept 12 - Sept 28	67	47	.58
37	Sept 19 - Oct 5	82	42	.62
38	Sept 26 - Oct 12	72	53	.53
39	Oct 3 - Oct 19	79	49	.59
40	Oct 10 - Oct 26	82	58	.64
41	Oct 17 - Nov 2	91	63	.70
42	Oct 24 - Nov 9	81	59	.65
43	Oct 31 - Nov 16	84	54	.66
44	Nov 7 - Nov 23	73	51	.58
45	Nov 14 - Nov 30	73	53	.61
46	Nov 20 - Dec 7	81	52	.67
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Average/week:		N=3500 76	Av. 51	Overall: 61.1

The refusal conversion rate was 24.2. The average interview length is 39.7 minutes.

II. SAMPLE DEMOGRAPHICS

The Rolling Cross Section tables in this section are based on 3488 coded interviews, through the end of RXS.

For this analysis, we are comparing the distribution in the rolling cross-section with the NES 1982 CATI samples and the Census Bureau's population estimates. Note that the Census Bureau's estimates are taken from Rosenstone's memo of Summer, 1983, and that Census Bureau estimates have not been corrected for persons without telephones.

Also, for fun, this table contains RXS estimates from previous versions of this memo.

TABLE 4: Comparison of Rolling Cross-Section,
1982 CATI, U.S. Census Data
Population Estimates for 1982

	<u>Final</u> N=3488	<u>Aug. 23,</u> 1984 N=2386	<u>Mid May,</u> 1984 N=1377	<u>Feb. 4,</u> 1984 N=305	<u>1982 CATI</u>	<u>Census Bureau</u>
<u>AGE</u>						
18-39	53.6	54.1	53.2	54.8	52.0	----
40-59	27.2	27.0	27.8	26.1	25.9	----
60+	18.9	18.9	19.0	19.1	22.1	----
<25	15.1	15.2	14.7	18.9	13.8	17.3
>64	12.6	13.9	13.5	14.3	17.0	15.8
<u>SEX</u>						
Male	44.8	44.9	45.2	44.5	42.4	47.2
<u>RACE</u>						
White	87.9	89.6	88.9	87.5	92.3	10.8
Black	8.5	8.4	9.0	11.2	5.7	
Other	1.9	2.0	2.1	1.3	2.0	
<u>EDUCATION</u>						
*Grade School	4.1	3.9	4.3	1.4	7.2	
High School	41.4	41.8	41.0	41.0	43.1	
College	54.5	54.2	54.7	57.6	49.3	33.6
<u>MARITAL STATUS</u>						
Married	57.5	58.0	57.9	58.7	60.3	
Never Married	19.1	19.2	18.6	21.0	17.5	
Divorced/Separated	14.1	13.8	14.0	11.1	12.2	
Widowed	9.2	8.9	9.5	9.2	9.2	

TABLE 4: Comparison of Rolling Cross-Section,
1982 CATI, U.S. Census Data
Population Estimates for 1982

(continued)

<u>REGION</u>	<u>Final</u>	<u>Aug. 23,</u> <u>1984</u>	<u>Mid May,</u> <u>1984</u>	<u>Feb. 4,</u> <u>1984</u>	<u>1982 CATI</u>	<u>Census Bureau</u>
Northeast	21.9	22.1	21.8	24.6	28.3	
North Central	25.5	25.1	25.6	21.0	22.3	
South	30.5	31.2	32.0	33.4	34.1	
West	21.7	21.1	20.6	21.0	15.3	

CAMPAIGN INTEREST*

Very Much	49.5	47.7	47.1	49.2	34.1*
Somewhat	36.9	38.1	38.9	38.4	45.8
Not Much	13.5	14.3	14.1	12.5	20.1

*These figures are from 1980 P-1 (Jan.-Feb.), personal, N=1008)

FOLLOW PUBLIC AFFAIRS

Most of the time	44.0	42.5	93.4	45.2	43.4*
Some of the time	30.8	31.3	31.5	31.8	36.4
Only now and then	17.6	18.2	16.1	16.4	13.9
Hardly at all	7.4	7.8	8.4	6.6	6.4

*These figures are from 1980 P-1 (Jan.-Feb.), personal, N=1008)

PARTY IDENTIFICATION

Strong Dem	15.7	16.2	15.9	12.5	16.4
Weak Dem	19.3	20.1	20.1	18.8	20.1
Ind. Dem	13.5	14.5	14.6	14.9	12.7
Ind/Apol.**	9.0	10.0	10.0	11.8	10.6
Ind Rep	14.6	13.1	12.2	12.2	12.1
Weak Rep	15.4	15.2	15.7	16.2	13.0
Strong Rep	12.1	11.3	11.6	13.5	12.6

**Apoliticals and Independents have been combined to facilitate comparison with PI since the recoding of Apoliticals and Independents has not yet been done for the Rolling Cross-Section (See Lake's Board memo, Feb. 84).