



Fall, 1978

**SURVEY
RESEARCH
CENTER**

To Whom It May Concern:

From time to time representatives of The University of Michigan's Survey Research Center will be taking some interviews in your area. In answer to any inquiries you may receive about us from people in your community, regarding our interviewers and the authenticity of our surveys, below is a brief description of our work.

Each year since 1946 the Survey Research Center has carried out nationwide interview surveys designed to get an accurate picture of how American people are getting along these days, and how they feel about economic conditions, as well as other important matters. Our program of research is carried on under government, industrial, and foundation sponsorship--the requirements being that the projects be scientifically valuable, socially worthwhile, and that the results be available for public use.

This area is one of 108 sample points selected throughout the country. Addresses at which interviews are to be taken within each area are randomly selected by scientific sampling procedures, to represent an accurate cross-section of the nation. Results of all the interviews are combined and published in reports which represent the country as a whole. These reports are statistical and no person is ever identified. Interviews are held in strict confidence here at the University.

Attached to this letter is a list of the names of our local staff members, each of whom has been specially trained in interviewing and sampling procedures, and carries proper identification as an employee of The University of Michigan. Should you wish additional information about our organization, the persons on this list will answer any inquiries, or you may contact me directly.

Sincerely,

John C. Scott
Head, Field Section

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ANN ARBOR,
MICHIGAN 48106

JCS:pv

enclosure



SURVEY
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Fall, 1978

Dear Sir or Madam:

One of our interviewers will be calling at your home soon in connection with a study of people's opinions about government, issues found in the news these days, and feelings about important public figures like the President.

We want to let you know in advance about the visit so that you will not mistake our interviewer for a salesperson. Each of our interviewers carries a University of Michigan employee identification card and is happy to show it. If you wish to confirm the interviewer's employment with us, please do not hesitate to call us collect at (313)764-8356, between 9:00 and 5:00 EST.

The Survey Research Center is a national research organization whose reputation is based on 30 years of interviewing for scientific purposes. This survey is based on personal interviews at addresses scientifically selected to represent a national cross-section.

We think you will find the interview interesting and worthwhile and it will give you a chance to express your feelings on a number of topics. The information that you give will be kept in complete confidence and will be reported in a statistical fashion which will not identify it either with your name or address. A summary report will be sent to you after the survey is completed.

Our interviewer will be pleased to answer any further questions you may have.

Sincerely,

Dr. Warren E. Miller
Director
Center for Political Studies

WEM:pv

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Your interviewer will be _____.

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One of our interviewers called at your home recently in connection with a study we are conducting. I understand you did not wish to be interviewed at that time. Of course the final decision rests with you, but I thought that if you knew more about the nature of our work and the importance of this study, you might reconsider and grant an interview.

Scientific methods have been used to select a national sample of addresses at which interviews are to be conducted. Each address represents many other similar households in the country. Since the accuracy of the survey depends upon the selection of addresses, it is not possible to substitute one household for another. Every effort must be made to get an interview at each selected address; otherwise the segment of the population which that household represents is permanently lost.

Our purpose is to study people's views about important aspects of the political and social life of our nation--things like trust in government, satisfaction with government policies, opinions about issues discussed frequently in the news, and feelings towards public figures like the President.

The identity of the persons with whom we talk is never disclosed to anyone, and every interview is held in strictest confidence. The results of all interviews taken are combined into statistical reports, a summary of which will be sent to you after the study is completed.

In light of this additional information, we hope you will allow an interview as soon as possible. We have asked our interviewer to mail this letter to you and to call on you after you have had a chance to read it. She will be happy to set a time convenient for you to be interviewed and will give you any further information you'd like about the nature of this study.

Thank you for your consideration.

Sincerely,

Dr. Warren E. Miller
Director
Center for Political Studies

WEM:pv



December, 1978

**SURVEY
RESEARCH
CENTER**

I called at your home recently in connection with the study we are conducting. As I understand it, you did not wish to be interviewed at that time or you felt the bother wasn't worth the inconvenience.

I fully realize the final decision rests with you, and you can make up your own mind, but I thought if you knew more about the importance of this study you still might reconsider and grant us an interview.

A great deal of time and effort has been used to select a national sample of addresses at which interviews are to be conducted. Each address represents families like yours throughout the country. We chose these households at random, but very carefully in order to have a successful survey. Therefore, it is very important we interview someone in your family -- not your neighbors'.

If this were a study on how food tastes or looks, then almost anyone would do, but as I said before, in order for this to work we must speak with someone in your family.

The identity of who we eventually select is never revealed to anyone and every interview is held in strictest confidence.

Realizing that maybe you misunderstood or were a bit leery of our purpose, I sat down and personally composed this letter. Therefore, I hope you will reconsider, in light of this additional information.

An interviewer will call on you in a few days, after you have had a chance to read this. He or she will be happy to set a time convenient for you to be interviewed.

Thank you in advance for your consideration.

Sincerely,

Carver Bland
Field Interviewer

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CL/jc
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otoño de 1978



Estimado señor or señora:

**SURVEY
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Dentro de poco uno de nuestros entrevistadores lo visitará en relación el estudio que actualmente realizamos sobre la opinión pública en los Estados Unidos. Entre nuestros proósitos está el de conocer la opinión que tiene el pueblo sobre el gobierno y otros problemas de la actualidad. También queremos estudiar las opiniones referentes a figuras publicas de importancia como el Presidente.

Pensamos que es aconsejable avisarle con anticipación sobre la visita de nuestro entrevistador para evitar que Ud. pueda confundirlo con un vendedor. Nuestros entrevistadores son empleados de la Universidad de Michigan y llevan consigo una tarjeta que así los identifica y que con gusto le mostrarán a Ud. si lo desea. En caso que Ud quiera confirmar la identidad del entrevistador, le rogamos que nos llame "collect" al (313) 764-8356 de 9:00 a 5:00 EST.

El "Survey Research Center" es una organización nacional de investigación que ha estado llevando a cabo estos estudios científicos por más de 30 años. Este estudio se basa en entrevistas personales obtenidas en domicilios seleccionados científicamente para representar a toda la nación.

Creemos que Ud encontrará la entrevista interesante y productiva, y sabemos que esta experiencia le permitirá expresar su opinión sobre temas diversos. La información que Ud. nos dé será considerada estrictamente confidencial y se reportará en forma de resultados estadísticos generales que nunca indentificarán ni su nombre ni su dirección. Un resumen de los resultados se le enviará al completarse el estudio.

Nuestro entrevistador contestará con much gusto cualquier pregunta adicional que Ud. pueda tener.

Sinceramente,

A handwritten signature in cursive script, appearing to read 'Warren E. Miller'.

Warren E. Miller
Director
Center for Political Studies

Su entrevistador será _____

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otoño de 1978

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Uno de nuestros entrevistadores le visitó recientemente en relación con el estudio que actualmente realizamos sobre la opinión pública en los Estados Unidos. Tengo entendido que Ud. no quiso participar en el estudio en esa ocasión. Por supuesto, la decisión final está en sus manos, pero pensé que si Ud. supiera más acerca del tipo de trabajo que realizamos y de la importancia del estudio, quizás reconsideraría su decisión original y accedería a la entrevista.

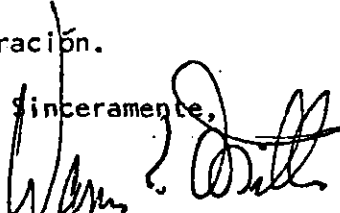
Métodos científicos han sido empleados para seleccionar una muestra de domicilios (a nivel nacional) en donde las entrevistas tendrán lugar. Cada domicilio así seleccionado representa a muchos otros hogares similares a través de la nación. Ya que la exactitud de la encuesta ('survey') depende del proceso de selección rigurosa, es imposible sustituir a un domicilio por otro no seleccionado. Tenemos que esforzarnos en tratar de obtener entrevistas en cada uno de los domicilios seleccionados, pues cuando un domicilio se niega a participar, perdemos para siempre el segmento de la población que ese hogar representa.

Nuestro propósito es el de estudiar la opinión del pueblo sobre aspectos importantes de la vida política y social de la nación -- cosas como confianza en el gobierno, satisfacción con ciertas decisiones del gobierno, opiniones acerca de problemas discutidos frecuentemente en las noticias, y evaluaciones de figuras públicas como el Presidente.

La identidad de las personas con las que hablamos nunca es revelada a nadie, y el contenido de cada entrevista se mantiene en absoluta y estricta confidencia. Los resultados de las entrevistas obtenidas son presentados en forma de reportes estadísticos generales, un resumen de los cuales le será enviado al completarse el estudio.

Teniendo en cuenta esta información adicional, le rogamos nos conceda una entrevista lo antes posible. He pedido a nuestro entrevistador que le envíe esta carta, y que se ponga en contacto con Ud. después de que Ud. haya tenido la oportunidad de leerla. Nuestro entrevistador aceptará con gusto una indicación sobre la hora que a Ud. más le convenga para ser entrevistado, y le informará sobre cualquier otro asunto referente al estudio y su propósito.

Gracias por su atenta consideración.

Sinceramente,


Warren E. Miller
Director
Center for Political Studies

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