

What happens with the answers?

All answers are treated as strictly confidential. Completed interviews are sent to our data processing facility in Ann Arbor where names, addresses, and other identifying information is removed from the answer sheets. Every employee of the SRC signs a Pledge of Confidentiality at the time that they are hired. Unidentified survey responses are reported in summary statistical form only. You can never be linked to your answers to this study.

Moreover, your name will never be provided to any other organization or group for any reason. This is our pledge to you--a pledge we have made to hundreds of thousands of respondents like yourself over the past 40 years. This pledge has never been broken.

Each participant will receive a report of the results after the study to keep them updated on how the results are being presented to and used by scholars and policy-makers.

Who is conducting this study?

The study is being conducted by the University of Michigan Institute for Social Research, Survey Research Center. SRC has been conducting national surveys for over 40 years. We have studied family economic status, consumer sentiment, work and stress and many other topics. The results of SRC surveys are frequently cited in national and international news media.

We hope you will participate in this important and valuable study.

For more information, feel free to write or call our toll-free 800 number:

The University of Michigan
Survey Research Center
National Election Study
Ann Arbor, MI 48106

1-800-759-7947

Study Fact Brochure

1992 NATIONAL ELECTION STUDY

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NATIONAL ELECTION STUDY 1992

Why is this study important?

The National Election Studies have been conducted each election year since 1948.

Past findings have kept policy makers informed about how Americans view their government: how people evaluate what the government does, what they currently find satisfying and dissatisfying in the nation as a whole, and in what ways they would like to see change occur. Findings have also increased the understanding of the needs, wants, and political decisions of the citizens of the United States. With the help of citizens around the nation we are able to understand the overall sentiments and opinions about the current state of the nation, and we are able to compare those present views with sentiments and opinions from the past.

The office of President of the United States is the most powerful position in the nation, and our election process is very complex. It is helpful to know how people go about making a wide range of voting decisions (to vote, not to vote, who to vote for) in order to put someone into office as chief leader of this country.

Who is asked to participate?

This year is unusual because we are talking to two different groups of people. We are asking people who we selected for the 1990 Election Study to talk to us again now. People who do scholarly research in politics are particularly interested in how people's views might have changed over the past two years. The best way to find this out is to talk to the same people again at a different time.

We are also asking 1000 new people to talk to us for the first time. We select these people from addresses that were scientifically and randomly selected, based on the 1990 census data, to create a representative sample of the United States. The research staff and interviewers have no knowledge about the occupants in these households, since the only information we have is the address.

People are asked to participate because we value each person's views whether or not they vote and no matter how well-informed they feel that they are. Because of the scientific nature of the selection process one person cannot replace another.

Who is funding this study?

This study is funded by a grant from the National Science Foundation, a federal agency which supports basic research in the physical and social sciences. No political candidate, campaign or media organization is paying for this. The results of the study will not be revealed until several months after the election.

How will the study be conducted?

The University Of Michigan Survey Research Center (SRC) is one of the largest and most respected academic survey research organizations in the world. The Center has a staff of more than 300 professional research interviewers around the United States.

Initially, the interviewer asks who lives at each household and their age in order to determine who will be interviewed in each household that we visit. Asking for this information insures that we get an equal representation of men and women of all ages over 18 years old. The interviewer then uses a scientific selection process to determine who needs to be interviewed. That person is called the "Respondent". The respondent can choose to be interviewed right way or to set up an appointment for an interview at a later and more convenient time.

Each question in the interview itself is voluntary. A person may refuse any question they are not comfortable in answering. We have found that most people enjoy participating in this study.

What kinds of questions will be asked?

Questions in the interview will cover a wide range of topics. We will be asking about your feelings and views toward the presidential candidates, what it means to be an American, U.S. foreign policy, current issues and some general background information.

There are no right or wrong answers. We would like to hear the different feelings and opinions of each respondent. Each person's answers are equally important in helping us to "paint a picture" of the nation as a whole.