

**METHODOLOGICAL REPORT**

**MICHIGAN STATE UNIVERSITY**  
**STATE OF THE STATE SURVEY**  
**[MSU SOSS-16]**

**FALL 1998 Round**

*Prepared by:*

**Larry A. Hembroff**  
**Brian D. Silver**

**Institute for Public Policy and Social Research**  
**Survey Research Division**  
**Michigan State University**

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## **NOTE TO THE READER**

The State of the State Survey [SOSS] is administered by the Institute for Public Policy and Social Research of Michigan State University.

For the benefit of sponsors, consumers and users of SOSS data, we have prepared this guide to the purpose, design, methods, and content of the survey. Because the MSU SOSS is still relatively new, this is one of our early efforts to document the methods employed in it. We welcome your questions as well as suggestions for improvement of this report.

Please address questions or comments to:

**Dr. Larry A. Hembroff, Senior Survey Methodologist, Survey Research Division,  
Institute for Public Policy and Social Research, Berkey Hall, Michigan State  
University, East Lansing MI 48824**

Phone: (517) 355-6672 ext. 122  
Fax: (517) 432-1544  
Internet: Hembroff@pilot.msu.edu

**Dr. Brian D. Silver, SOSS Director, Department of Political Science, Michigan State  
University, East Lansing MI 48824**

Phone: (517) 355-2237  
Fax: (517) 432-1091  
Internet: BSilver@pilot.msu.edu

# 1. PURPOSE OF SURVEY

Dr. Jack H. Knott, former Director of the Institute for Public Policy and Social Research [IPPSR], made the Michigan State University State of the State survey [MSU SOSS] a reality by promoting the idea throughout the University and convincing the key sponsors to contribute funds to get the survey off the ground. With funding assured for the first year, planning began in June 1994.

SOSS is a quarterly survey of the citizens of Michigan. It employs Computer Assisted Telephone Interviewing (CATI) technology to interview a stratified random sample of Michigan citizens. Conducted by the Survey Research Division of the Institute for Public Policy and Social Research, SOSS was inaugurated in October 1994.

Although dozens of surveys are conducted in Michigan every year, none is designed to provide a regular systematic monitoring the public mood in major regions of the state. SOSS is designed to fill this information gap. SOSS has five principal objectives.

**1. To Provide Information about Citizen Opinion on Critical Issues.** In keeping with MSU's role as the premier Land Grant University in the United States, MSU seeks to inform the public about the state of the state. Although statistics from censuses, public records, programs, and services provide important information about the state of the state, there is no substitute for gathering information directly from the citizens. By conducting a State of the State survey at regular intervals, IPPSR hopes to monitor the public's mood about important aspects of Michigan's public life. This information should be useful not only to citizens at large but also to policy-makers in the public sector and to other groups and organizations that take an active interest in the state of state of Michigan.

By disseminating this information through the mass media and in special studies, IPPSR hopes to provide baselines for assessing change in the people's sources of satisfaction and dissatisfaction with the quality of life, the performance of public institutions, the impact and efficacy of public policy, and the opinions about various aspects of life in Michigan, such as confidence in the economy and the climate for business, protection of the environment, freedom from crime, the family life, and the vitality of ethnic groups and communities.

**2. To Provide Data for Scientific and Policy Research by MSU faculty.** MSU's faculty will use the data from the State of the State Survey to address a wide variety of issues in public policy. What are the factors associated with the declining levels of confidence in governmental institutions? To what extent does social and economic status affect tolerance and mutual trust between ethnic and racial groups? Are subjective perceptions of environmental quality related to "objective" measures of environmental quality in Michigan's counties? These are only a few examples of the types of questions that the principal researchers will address using the SOSS results. To serve the interests

of a wider scientific community, the SOSS data will be deposited in an international data archive.

**3. To Provide Useful Information for Programs and Offices at MSU.** IPPSR has conducted a wide variety of studies for the use of MSU administrators and faculty. SOSS will also develop data for such internal use as well as provide data for use by the MSU Extension, the Vice Provost for University Outreach, and other offices. Generally, the Winter rounds of the survey will assess the public image of higher educational institutions, which will be useful to many offices at MSU.

**4. To Develop Survey Methods.** The computer-assisted telephone interviewing (CATI) technology lends itself to experiments in question wording, question order, and formatting of response categories. By varying the wording and sequences of questions and responses, the investigators can study the sensitivity of answers to the format of questions. Although survey research demands creative skills and remains to some extent an "art," the scientific study of survey methods is a well established discipline. Contributing to the scientific literature on survey methods is an important goal of the SRD; hence, a variety of experiments are built into each survey instrument.

**5. To Provide Opportunities for Student Training and Research.** Data from SOSS will be made directly available to professors and students for use in instruction and research in classes at MSU. The availability of up-to-date information on public opinion and individual perceptions and experiences of the Michigan population will increase the sense of immediacy and relevancy of educational projects.

## 2. CALENDAR

People's experiences and the public mood change not only from year to year but also with the seasons. It is important to establish baselines for understanding what is a "normal" seasonal fluctuation and what is a more permanent change. For this reason, SOSS is conducted at regular quarterly intervals. Roughly one-fourth of the questions are repeated in each quarterly round.

SOSS has seasons itself, however, by focusing the main theme of each round of the survey on topics that correspond with the annual cycle of major events in Michigan and at Michigan State University.

**October.** The October round in even-numbered years focuses on elections, political participation, and political attitudes and orientations. In odd-numbered years, the October round focuses on health and the environment.

**January/February.** The January/February round in each year focuses on the state of the state of Michigan, in particular on the performance of governmental institutions at all

levels, on the subjective quality of life of Michigan's citizens (satisfaction with public education, work, protection from crime, environmental preservation, and so forth), and on the desire for reform in Michigan's political economy. This information should help to inform the public discussion around the time of the Governor's annual budget message. In addition, questions on the public's perceptions of Michigan's higher educational institutions should help to inform public discussion around the time the annual "State of MSU" address by the President of the University.

**May.** The May round has as a main theme the state of Michigan families, the role and status of women, and the status of children. Assessments of public opinion concerning issues of women's rights, the status of children, and related issues will help to inform policy debates.

**July.** The July round focuses primarily on the state of ethnic Michigan. The Michigan Folklife Festival, held on the MSU campus each summer, seeks to draw attention to the vitality and diversity of Michigan's ethnic and racial communities. SOSS assesses the strength of ethnic ties and identities, perceptions of various ethnic groups (tolerance, stereotyping), and experience of intolerance or discrimination. In addition, the extent of attachment to and vitality of wider communities (towns and cities) is an important mark of the quality of life in Michigan.

From time to time, SOSS may depart from this thematic plan when particular sponsorship or pressing issues make it necessary or desirable. The focus of SOSS 16 was on the quality of public services, internet use, e-commerce, and attitudes toward e-commerce.

### **3. STRUCTURE OF THE QUESTIONNAIRE**

The questionnaires for each round of the survey are designed by a different set of principal investigators, who are faculty and students at MSU. Each survey instrument consists of three main parts: a demographic core, a non-demographic core, and the main substantive theme or themes.

The demographic core contains questions on the social background and status of the respondents (age, sex, education, employment status and occupation, size of city, marital status, number of children, size of household, income, ethnic identity, etc.). This bloc of questions is repeated in each round, though more detailed questions on some of the dimensions might be included in certain rounds (such as more detailed breakdowns by ethnic group in the July round).

The non-demographic core contains additional questions that are repeated in every round of the survey in order to gauge broad shifts in the economic, social, and political orientations and status of the population. These include questions about consumer

confidence, self-identification on a liberal-conservative scale, partisan identification, assessments of presidential performance and gubernatorial performance, and other issues.

Together the demographic and non-demographic core of the questionnaire take an average of about 6 minutes of interviewing time to complete.

The remainder of the interview is timed to last an average of 14 minutes, so that on average the interviews take about 20 minutes of the respondent's time.

The questionnaire consists almost entirely of closed-ended questions. Verbatim responses are used and open-ended coding are required for occupation as well as for questions about the most important issues facing the state or the community.

A word of caution is in order on the use of the data. Because of the inclusion of question-order and question-wording experiments, the codebook for the survey, containing the raw frequency distribution of responses, may be difficult to interpret and must be used carefully. Often, alternative variants of questions will be combined into composite measures in the final data that are distributed, but the original questions also remain in the codebook and data set. Although the SRD will do its best to document such situations, it is the responsibility of the data users and analysts, not of the SRD, to assure that the appropriate variants of questions are used in analyses and reports. A copy of the CATI interview program with the skip patterns indicated by "[goto ...]" commands and "[if ...]" commands accompanies the codebook to help clarify the paths particular respondents would take through the interview.

#### **4. MANAGEMENT AND ORGANIZATION**

**IPPSR.** The overall SOSS program is directed by **Dr. Brian Silver**, SOSS Director (Department of Political Science). Overall responsibility for the execution and management of the SOSS rests with the Survey Research Division (SRD) of the Institute for Public Policy and Social Research. The Principal SRD staff for SOSS consists **Dr. Larry Hembroff**, Survey Methodologist, **Karen Clark**, Programmer and Project Manager, and **Kathy Cusick** (manager of interviewing operations for SOSS).

The SRD staff is responsible for the technical work of designing the CATI computer program, training and supervising interviewers, selection and administration of the sample, coding of data, and preparation of the final data set and documentation. In addition, the SRD staff works with and advises the principal investigators and other researchers in the design of the sample and the survey instrument. However, final approval of the survey and sample designs rest with the principal investigators, not the SRD staff.

**SOSS Advisory Committee.** The overall design of the SOSS project has been conducted by an Advisory Committee, which consists of representatives of all units at MSU

that have provided financial backing for the survey. Beginning in summer 1994, the Advisory Committee, under the direction of **Dr. Brian Silver** (then Chair of the Department of Political Science), approved the financial plan, principles for distribution and access to the data, the major themes of each survey, and the selection of principal investigators.

Members of the Advisory Committee include:

- Dr. Brian Silver**, Professor and Survey Director, Survey Research Division, IPPSR
- Dr. Charles Atkin**, Professor, Dept. of Communication
- Dr. Clifford Broman**, Associate Professor, Dept. of Sociology
- Dr. Dennis Keefe**, Assistant Professor, Family and Child Ecology
- Dr. Mary Lou McPherson**, MSU Extension
- Dr. Mark Notman**, Assistant Professor, Dept. of Family Medicine
- Dr. David Rohde**, University Distinguished Professor, Dept. of Political Science; Director, Political Institutions and Public Choice Program, IPPSR
- Dr. Lorilee Sandmann**, Director of Community Outreach, Office of Vice Provost for University Outreach
- Dr. John Schweitzer**, Professor, Urban Affairs Programs
- Dr. Eileen van Ravenswaay**, Professor, Dept. of Agricultural Economics

For each round of the survey, a smaller working group of principal investigators is responsible for the design of the instrument for that round, subject to final approval by the SOSS Advisory Committee. The working groups consist primarily of "principal investigators" for the given round who will conduct the major initial analyses of the data, provide a public briefing, and have priority in analyzing the data for publication for the six-month period following the end of the field period for that round (more on data access below).

The Working Group for the Fall 1998 survey was comprised of:

- Dr. Larry A. Hembroff**, Senior Survey Methodologist, IPPSR
- Dr. Cheng Kuo**, Dept. of Advertising, National Chengchi University, Taipei, Taiwan, Republic of China.
- Dr. Hairong Li**, Asst. Professor, Department of Advertising
- Karen Clark**, Project Manager, IPPSR - Survey Research Division
- Dr. Richard N. Block**, Professor, Dept. of Labor and Industrial Relations

**Dr. John Revitte**, Professor, Dept. of Labor and Industrial Relations

**Ann Marie Schneider**, Director of Communications, IPPSR

**Dr. Brian D. Silver**, Professor, Dept. of Political Science, and Director of SOSS

## **5. FUNDING**

The following units on campus have provided funding for SOSS during its second year:

**Office of the Provost**

**Office of the Vice Provost for University Outreach**

**Agricultural Experiment Station**

**MSU Extension**

**College of Communication Arts and Sciences**

**Department of Radiology**

**School of Social Work**

**Department of Sociology**

**Legislative Leadership Program**

**Eli Broad College of Business**

**College of Osteopathic Medicine**

**College of Social Science**

**Urban Affairs Programs**

**Dept. of Political Science**

**School of Criminal Justice**

**Julian Samora Research Institute**

**The Institute for Public Policy and Social Research**

## **6. DISSEMINATION OF RESULTS**

To assure timely dissemination of the results and timely and fair access to the data, early in its deliberations the Advisory Committee approved certain principles.

Each round of the survey has an identified set of Principal Investigators (PI's) who have priority in access to the data for that round but also certain obligations. The PI's are responsible for preparing and conducting a press briefing based on results of the survey

within one week of the end of the field date. IPPSR's outreach and design staff assist in this effort, working with the MSU News Bureau.

The PI's have exclusive right to prepare scientific papers for publication from the data for that survey for a period of six months after the end of the field date.

All data for the survey, however, are made available to offices within MSU for internal use as soon as the data are available and documentation is prepared.

All data for the survey are made available to instructors in courses at MSU to use the data for instructional purposes as soon as the data are available and documentation prepared.

Six months after completion of the field date, the survey data are made available on an unrestricted basis to all MSU faculty and students.

One year after completion of the field date, the data and documentation will be deposited at the Inter-University Consortium for Political and Social Research (ICPSR) in Ann Arbor. Such a deposition of the data is intended to facilitate dissemination and use of the data by the wider scientific and policy community as well put a certain seal of approval on data quality to enhance the possibilities for researchers to publish from the data.

## 7. SAMPLE DESIGN

The referent population is the noninstitutionalized, English-speaking adult population of Michigan age 18 and over. Since the survey was conducted by telephone, only persons who lived in households that had telephones had a chance of being interviewed.

**Stratification.** To assure representation of major regions within Michigan, the sample was stratified into six regions, each consisting of a set of contiguous counties, plus the City of Detroit. The grouping of counties correspond to that used by MSU Extension with Detroit separated out from the Southeast region.

The six regions are defined as follows (counties listed within regions -- also see the map in the Appendix):

1. Upper Peninsula (Alger, Baraga, Chippewa, Delta, Dickinson, Gogebic, Houghton, Iron, Keweenaw, Luce, Ontonagon, Mackinac, Marquette, Menominee, Schoolcraft)

2. Northern Lower Peninsula (Alcona, Alpena, Antrim, Benzie, Charlevoix, Cheboygan, Crawford, Emmet, Grand Traverse, Iosco, Kalkaska, Leelanau, Missaukee, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Wexford)
3. West Central (Allegan, Barry, Ionia, Kent, Lake, Manistee, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa)
4. East Central (Arenac, Bay, Clare, Clinton, Gladwin, Gratiot, Huron, Isabella, Midland, Saginaw, Sanilac, Shiawassee, Tuscola)
5. Southwest (Berrien, Branch, Calhoun, Cass, Eaton, Hillsdale, Ingham, Jackson, Kalamazoo, St. Joseph, Van Buren)
6. Southeast (Genesee, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, Wayne [excluding Detroit])
7. Detroit City

To allow reclassification of the place of residence (county) into the alternative regional groupings, each respondent's county of residence is also coded on the data set.

**Sampling.** Respondents' households were selected using list-assisted random-digit dial sampling procedures. Ordinarily, the initial sample of randomly generated telephone numbers is purchased from Genesys, Inc. Genesys begins the process of generating phone numbers with the list of all working area code and phone number prefix combinations. In the case of this study, this universe was constrained to include only those that are active in the state of Michigan. From within this list of possible phone numbers, Genesys eliminates those banks of numbers represented by the 4-digit suffix that are known to be unused or are known to be used only by institutions. Telephone numbers are selected at random in proportion to the number of households in each county from all those numbers remaining as possible numbers until the total number of numbers needed within a particular geographic grouping of counties is obtained.

As a final step, Genesys screens the phone numbers generated against directory-based information on the density of banks, i.e., the number of numbers from within a bank that appear in phone directory listings. Since other research has indicated that unlisted numbers are not assigned to separate banks of phone numbers from those that are listed, then Genesys excludes for efficiency purposes any numbers that are selected from banks with fewer than two published phone numbers. Of the remaining numbers selected, Genesys expects that, on average, about 55-70% of the phone numbers generated at random will be working household numbers.

To determine the total number of telephone numbers to have SSI generate in order to achieve the desired sample sizes within regions of the state, SRD divided the number

of completed interviews desired by the product of (a) the proportion of numbers expected to be working household numbers (the Hit Rate), (b) the proportion of household numbers that would contain an eligible respondent (the Eligibility Rate), and (c) the proportion of households with eligible respondents who would complete the interview in the time period available (the Completion Rate).

The sampling design for the State of the State Survey was a stratified sample based on regions of the state with the regions sampled somewhat disproportionate to the actual sizes of the populations within each region. The purpose of the stratification was to assure a sufficient minimum number of respondents from each of the strata to permit detailed analysis.

The design called for approximately 150 interviews from the East Central Region, the Southwest Region, and the combined Upper Peninsula and Northern Lower Peninsula Regions. Approximately two hundred interviews were to be completed in the West Central Region and the Southeast Region. And approximately 150 interviews were to be completed from the City of Detroit. The total sample size was to be approximately 1,000.

**Sample Weights.** Because of the stratification and the unequal sampling rates across the strata, it is necessary to use "weights" to bring the characteristics of the sample into line with those of each region, or with those of the state as a whole (depending on the purpose of the analysis). Accordingly, the data files contain weights for the six MSU Extension regions, as well as for the state as a whole.

To construct the weights, characteristics of the population of the regions were drawn from 1990 census data. To make generalizations about individuals' views and behaviors, it is necessary to ensure that each respondent in a survey sample had an equal probability of selection or is represented in the data set as having had equal probabilities of being selected. However, since households with multiple phone lines have more chances of being selected into the sample than those with only one phone line, this source of unequal chances has to be adjusted for in analyzing the data. Consequently, the interview included a question asking respondents how many separate phone numbers the household has. Each case was then weighted by the reciprocal of the number of phone numbers and then adjusted so that the total number of cases matched the actual number of completed interviews. In the data set this weight is named PHWT.

Similarly, an adult in a two-adult household would have half the chance of being selected to be interviewed as would the only adult in a single adult household. This, too, requires adjustment to correct for unequal probabilities of selection. The interview included a question as to the number of persons 18 years of age or older living in the household. Each case was then weighted by the inverse of its probability of selection within the household, or by the number of adults in the household. This was then also adjusted so that the total number of weighted cases matched the actual number of completed interviews. In the data set, this weight is named ADLTWT.

It is common for some groups of individuals to be more difficult to reach or more likely to refuse in RDD (random-digit dialing) surveys. For making generalizations about the population from which the sample was drawn, the accuracy of the results can be distorted by these non-response patterns. Consequently, it is common to weight cases in the sample to adjust for non-response. This is accomplished by weighting each case so that cases of each type appear in the sample proportionately to their representation in the general population.

For the State of the State Survey, cases were weighted so that the proportions of white males, African American males, Other Racial Group males, white females, African American females, and Other Racial Group females in the sample for each region matched the proportions each of these groups represent in the adult population of each region based on the 1990 Census. In the data set, this weighting factor is named RACGENCT. Furthermore, within each region, the cases were additionally weighted so that the proportion of cases falling into each of the following age groups matched the proportions in the 1990 Census for each region: 18 - 24 years old, 25 - 29, 30 - 39, 40 - 49, 50 - 59, 60 - 64, and 65 or older. In the data set, this weighting factor is named AGEWT (Since rounding and missing data sometimes result in the weighted number of cases differing slightly from the actual number, AGEWT is adjusted slightly with ADJWT to ensure the the number of cases for each region in the weighted data set is the same as the actual number of interviews completed). Detroit continued to be a separate stratum to this point, but a new variable MSUEREGR was constructed to fold Detroit proportionately into the Southeast region within that variable.

Finally, since the sample was drawn disproportionately across six MSUE regions of the state (with Detroit in the Southeast region), statewide estimates of the citizenry's opinions require post-stratification weights to adjust for the over-sampling of some regions and the under-sampling of others. Thus each case was weighted so that the proportion of cases from each region in the total sample matched the proportion of adults from the corresponding region in the state's population based on 1990 Census data. The weighting factor for this post-stratification weighting in the data set is named STATEWT.

It is important to note that these weight factors were constructed sequentially and build on the earlier steps. Thus, AGEWT weights cases adjusting for the number of phone lines, the number of adults in the household, the gender X race category proportions within the region, and the age category proportions within regions. STATEWT weights cases by all of those adjustments implied by AGEWT and adjusts the proportions of cases across regions. **For developing statewide results**, the user should use the data weighted by STATEWT. **For comparing the results among regions** -- if Detroit is to be separate -- the user should use the data weighted by ADJWT. **To compare directly the MSUE regions**, the data should be weighted by MSUEWT.

Table A in the Appendix presents the characteristics of the unweighted respondents on several characteristics, in comparison with the population in each region and in the state of Michigan as a whole.

**Sampling Error.** The sampling error can be estimated for each region and for the state as a whole at the 95% confidence level as follows:

$$ConfidenceInterval = \pm 1.96\sqrt{(P \times Q / (n - 1))}$$

where n is the number of cases within the region or the total sample and P is the proportion of cases giving a particular response and Q is 1-P. While this may vary from question to question depending on the pattern of answers, the largest margin error would occur when P is .5 and Q is .5. Therefore, the margins of error for each region and the total statewide sample can be estimated as:

<b><u>REGION</u></b>	<b><u>Number of Cases</u></b>	<b><u>Margin of Sampling Error</u></b>
Upper Peninsula	54	± 13.5%
Northern Lower Peninsula	81	± 11.0%
West Central	189	± 7.1%
East Central	206	± 6.8%
Southwest	159	± 7.8%
Southeast	166	± 7.6%
Detroit	108	± 9.5%
Statewide Total	963	± 3.2%

## 8. FIELD PROCEDURES

**CATI System.** Interviews were conducted using the Computer Assisted Telephone Interviewing system (CATI) of IPPSR's Survey Research Division (SRD). SRD uses the CASES software for its CATI system. CASES was developed by the University of California–Berkeley and the U.S. Department of Agriculture. In a CATI system, the completed interview is scripted and then programmed so that, when executed from a

computer workstation, each question or instruction is presented on the computer screen in order to the interviewer. The program then indicates what numeric codes or text the interviewer is allowed to enter as responses to each of the questions. When entered, the responses are stored directly into the data set for the study.

The CASES software enables the interview to be fully programmable. The software integrates both closed-ended questions and open-ended questions. The software allows interviewers to record notes along with responses to closed questions. By default, the software moves directly from one item to the next in the sequence unless specific program commands are inserted to direct the execution path elsewhere. Different skip commands can be associated with separate responses to the same questions. For example, the interview can be directed to a separate battery of follow-up responses if the respondent answers "<1> YES" to a question on smoking cigarettes, and to an entirely different series of questions if the respondent answers "<5> NO." Commands can also be inserted between questions to direct the interview to a particular battery of questions based on the combination of responses to two or more previously answered questions. The programming features minimize the opportunities for many errors since inappropriate questions will not be asked and, as a result, appreciably less editing is necessary after the interview.

**Interviewers and Interviewer Training.** New interviewers received approximately 15 hours of training, including a shift of practice interviewing. Each interviewer trainee receive a training manual with instructions on techniques and procedures, copies of all relevant forms, and descriptions of operations. The SRD telephone interviewing training package was developed using "General Interviewing Techniques: A Self-Instructional Workbook for Telephone and Personal Interviewer Training", authored by P. J. Guenzel, T. R. Berckmans, and C. F. Cannell (1983) of the Survey Research Center, Institute for Social Research, University of Michigan.

Experienced interviewers received approximately two hours of study specific training to acquaint them with the study protocols, the interview instrument, and the objectives of the various questions. New interviewers were also given this information as a part of their training. Seventy-four different interviewers were involved in data collection on the State of the State Survey. Most had worked on a number of surveys prior to the State of the State Survey.

**Field Period and Respondent Selection in Household.** Interviewing began on October 5, 1998 and continued through the November 23, 1998. When interviewers successfully contacted a household, the study procedures required them to randomly select an adult from among those residing in the household to be the respondent. The "most recent birthday" technique developed by Salmon and Nichols was used as the mechanism for choosing a respondent within each household.

Telephone numbers were called across times of the day and days of the week. If after a minimum of six call attempts, no contact had been made with someone at the number, the call schedule for that case was reviewed by a supervisor to see that it had been tried across a variety of time periods. If it had not, the supervisor would re-release the number for additional calling in time periods that had not been tried. If, after additional calls were made, still no contact was made, the number was retired as a non-working number. If the review of the case indicated that it had been tried at various times and days, the supervisor might finalize the case as non-working or might release it for one or two additional tries. In the case contact was established, the number would continue to be tried until the interview was completed, the interview was refused, or the case was determined to be ineligible or incapable.

The average interview lasted approximately 20.4 minutes with the median being 19 minutes and the standard deviation 6.0 minutes.

In the case of an initial refusal, numbers were called back after five days (although this was shortened as the end of the field period neared). Efforts were made to persuade initially reluctant respondents to complete the interview.

**Completion Rate.** A total of 963 interviews were completed. The overall completion rate among eligible households for the study was 53.9%<sup>1</sup>. Of those completing the interview, the average number of phone calls required was 5.3 with a median of 4.

The refusal rate was 16.3%. Interviewers made nearly 34,100 phone calls to complete the data collection.

## 9. DOCUMENTATION AVAILABLE

The following documentation is available for this survey:

- a. Methodological Report
- b. Questionnaire (included in Methodological Report)
- c. Codebook (included in separate file)
- d. SPSS portable data file (in separate file)

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<sup>1</sup> This is based on computation and classification coding developed by the advisory team for SOSS. Since then, the American Association of Public Opinion Research has published Standard Definitions as a guide to developing more nearly standard formulas for computing response rates, cooperation rates, refusal rates, and contact rates. Using AAPOR's formula RR4, the response rate for SOSS-16 was 52.5% and the refusal rate (REF2) was 25.6%.

## **10. DATA FORMAT AND ARCHIVING**

Data are available in an SPSS-Windows systems file, with weight variables included.

## **11. APPENDIX**

- a. Map of the MSU Extension Regions
- b. Demographic Data in MSU State of the State Survey: MSUE Regions

Weighting Program for 1990 Census Profile of Michigan (MSUSOSS16: FALL, 1998, MSUE Regions)

Table 1. Phone Lines

Table 2. Number of Adults in Household

Table 3. Weighting for Race and Gender within Regions

Table 4. Weighting by Age within Region

Table 5. Weighting to fold Detroit into Southeast Region

Table 6. Weighting across Regions for Statewide Estimates

## 12. QUESTIONNAIRE (Fall, 1998)

>U1< [loc 0/500]Before we begin, let me tell you that this interview completely voluntary. All of your responses are completely confidential. Should we come to any question that you do not want to answer, please let me know and we will go onto the next question.

type <1> to proceed ===>

>lbtm< [allow 4][copy lbtm in lbtm] timer for labor  
>lb1< [allow 4][copy lb1 in lb1]  
>lb2< [allow 4][copy lb2 in lb2]  
>eltm< [allow 4][copy eltm in eltm] timer for election  
>el2< [allow 4][copy el2 in el2]  
>intm< [allow 4][copy intm in intm] timer for internet questions  
>in2< [allow 4][copy in2 in in2]

>ID1< [allow 5][loc 13/1][#store csid in ID1][copy ID1 in ID1]  
>R1< [allow 1][#preset <1>][copy R1 in R1]  
>cnty< [allow 5][inputloc 1/19] [copy cnty in cnty]  
>regnc< [allow 1][inputloc 1/26][copy regnc in regnc] 1 upper penn  
2 northern  
3 west central  
4 east central  
5 southwest  
6 southeast  
7 Detroit

>dgt1< [allow 1][#inputloc 1/102][copy dgt1 in dgt1]  
>dgt2< [allow 1][#inputloc 1/104][copy dgt2 in dgt2]  
>dgt3< [allow 1][#inputloc 1/106][copy dgt3 in dgt3]  
>dgt4< [allow 1][#inputloc 1/108][copy dgt4 in dgt4]

>CC1< I'd like to start by asking you a few questions about how things are going for Michigan residents in general.

Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

<1> BETTER OFF  
<3> ABOUT THE SAME (R PROVIDED)  
<5> WORSE OFF  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED/NO ANSWER

===>

>CC2< Now looking ahead, do you think that a year from now, you (and your family living there) will be better off financially or worse off financially?

<1> BETTER OFF  
<3> ABOUT THE SAME (R PROVIDED)  
<5> WORSE OFF  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED/NO ANSWER

===>

>CC3< How would you rate your household's overall financial situation these days?

Would you say it is excellent, good, just fair, not so good, or poor?

- <1> EXCELLENT
  - <2> GOOD
  - <3> JUST FAIR
  - <4> NOT SO GOOD
  - <5> POOR
  - [##md1=9][##md2=8][##blank=8]
  - <8> DO NOT KNOW
  - <9> REFUSED-NO ANSWER
- ====>

>CC4< During the next twelve months, do you think the rate of inflation in this country will go up, will go down, or will stay about the same as it was in the last 12 months?

- <1> UP
  - <3> ABOUT THE SAME
  - <5> DOWN
  - [##md1=9][##md2=8][##blank=8]
  - <8> DO NOT KNOW
  - <9> REFUSED-NO ANSWER
- ====>

>CC5< Twelve months from now, do you expect the unemployment situation in this country to be better than, worse than, or about the same as it was in the last 12 months?

- <1> BETTER
  - <3> ABOUT THE SAME
  - <5> WORSE
  - [##md1=9][##md2=8][##blank=8]
  - <8> DO NOT KNOW
  - <9> REFUSED-NO ANSWER
- ====>

>CC6< Now turning to business conditions in your community, do you think that during the [u]next twelve months[n] your community will have [u]good times[n] financially, or [u]bad times[n] financially?

- <1> GOOD TIMES
  - <5> BAD TIMES
  - <3> NEITHER GOOD NOR BAD; MEDIOCRE STAY THE SAME(R PROVIDED)
  - [##md1=9][##md2=8][##blank=8]
  - <8> DO NOT KNOW
  - <9> REFUSED-NO ANSWER
- ====>

>PO1< Now, I have a few questions about the performance of some public officials.

How would you rate the way Bill Clinton is performing his job as President -- would you say excellent, good, fair, or poor?

<1> EXCELLENT  
<2> GOOD  
<3> FAIR  
<4> POOR  
[##md1=9][##md2=8][##blank=8]  
<8> DON'T KNOW  
<9> REFUSED-NO ANSWER

====>

>PO2< How would you rate the way John Engler is performing his job as Michigan's governor -- (would you say excellent, good, fair, or poor?)

<1> EXCELLENT  
<2> GOOD  
<3> FAIR  
<4> POOR  
[##md1=9][##md2=8][##blank=8]  
<8> DON'T KNOW  
<9> REFUSED-NO ANSWER

====>

>tm1< [settime lb1]

>CB1< Next, I would like to ask you some questions about management and labor.

Do you think unions have [u]too much[n] influence, or [u]too little[n] influence in America today?

<1> TOO MUCH INFLUENCE  
<3> NEITHER: IT DEPENDS  
<5> TOO LITTLE INFLUENCE  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED

====>

>CB2< Do you think that all workers should have the right to strike, or do you think the right to strike should be limited to prevent strikes from having a negative impact?

<1> ALL WORKERS SHOULD HAVE THE RIGHT TO STRIKE  
<3> NEITHER: IT DEPENDS  
<5> RIGHT TO STRIKE SHOULD BE LIMITED  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED

====>

>rot1< [if dgt1 eq <2>][goto CB3b][endif]

>CB3a< Next, I would like to read you some statements. For each, please tell me to what extent you agree or disagree with the statement.

All workers should have the right to organize and to bargain collectively without employer interference.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement)?

<0> NOT APPLICABLE

<1> STRONGLY AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>[goto rot2]

>CB3b< Next, I would like to read you some statements. For each, please tell me to what extent you agree or disagree with the statement.

All workers should have the right to join unions with no interference from employers.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement)?

<0> NOT APPLICABLE  
<1> STRONGLY AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>rot2< [[if dgt2 eq <1>][goto CB4b][endif]

>CB4a< The government should do more to encourage collective bargaining.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement)?

<0> NOT APPLICABLE  
<1> STRONGLY AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>[goto rot3]

>CB4b< The government should do more to make it easier for unions to organize workers.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement)?

<0> NOT APPLICABLE  
<1> STRONGLY AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE

<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>rot3< [if dgt3 eq <1>][goto CB5b][endif]

>CB5a< Collective bargaining is a positive institution in the United States.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement)?

<0> NOT APPLICABLE  
<1> STRONGLY AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>[goto GM1]

>CB5b< Unions make the country a better place.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement)?

<0> NOT APPLICABLE  
<1> STRONGLY AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>GM1< Now, I have some questions about recent events.

Has the UAW (United Auto Workers) and General Motors strike made you much more likely, somewhat more likely, somewhat less likely or much less likely to purchase a General Motors vehicle next time you are shopping for a new car?

<1> MUCH MORE LIKELY  
<2> SOMEWHAT MORE LIKELY  
<3> NEITHER, MAKES NO DIFFERENCE  
<4> SOMEWHAT LESS LIKELY  
<5> MUCH LESS LIKELY  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>GM2< Were you shopping for a new vehicle in early June when the GM strike began?

<1> YES

<5> NO[goto GM5]  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW[goto GM5]  
<9> REFUSED[goto GM5]  
===>

>GM3< When the strike began, were you either leaning towards or intending to buy or lease a GM vehicle?

<0> NOT APPLICABLE  
<1> YES  
<5> NO[goto GM5]  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW[goto GM5]  
<9> REFUSED[goto GM5]  
===>

>GM4< Which of the following best describes what happened next?

<1> You purchase or lease a GM vehicle during the strike -or-  
<2> You waited until the strike was over to purchase or lease a GM vehicle -or-  
<3> You purchased a vehicle from another car manufacturer, -or-  
[##md1=9][##md2=0][##blank=0]  
<4> You decided not to purchase a vehicle at all?  
<5> Purchased before strike, delivered after  
0 SOMETHING ELSE: R VOLUNTEERS: SPECIFY[#specify]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>GM5< Has the settlement of the GM strike given you a more favorable opinion of [u]management[n], a less favorable opinion of management, or has it not changed your opinion of management at all?

<1> MORE FAVORABLE  
<3> LESS FAVORABLE  
<5> NOT CHANGED OPINION  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>GM6< Has the settlement of the GM strike given you a more favorable opinion of the [u]UAW[n], a less favorable opinion of the UAW, or has it not changed your opinion of the UAW at all?

<1> MORE FAVORABLE  
<3> LESS FAVORABLE  
<5> NOT CHANGED OPINION  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>NW1< Has the recent strike at Northwest Airlines made you much more likely, somewhat more likely, somewhat less likely or much less likely to fly Northwest next time you plan to travel by air?

- <1> MUCH MORE LIKELY
  - <2> SOMEWHAT MORE LIKELY
  - <3> NEITHER, MAKES NO DIFFERENCE
  - <4> SOMEWHAT LESS LIKELY
  - <5> MUCH LESS LIKELY
  - [##md1=9][##md2=8][##blank=8]
  - <8> DO NOT KNOW
  - <9> REFUSED
- ====>

>NW2< Has the settlement of the Northwest Air strike given you a more favorable opinion of [u]management[n], a less favorable opinion of management, or has it not changed your opinion of management at all?

- <1> MORE FAVORABLE
  - <3> LESS FAVORABLE
  - <5> NOT CHANGED OPINION
  - [##md1=9][##md2=8][##blank=8]
  - <8> DO NOT KNOW
  - <9> REFUSED
- ====>

>NW3< Has the settlement of the Northwest Air strike given you a more favorable opinion of the [u]pilot's union[n], a less favorable opinion of the pilot's union, or has it not changed your opinion of the pilot's union at all?

- <1> MORE FAVORABLE
  - <3> LESS FAVORABLE
  - <5> NOT CHANGED OPINION
  - [##md1=9][##md2=8][##blank=8]
  - <8> DO NOT KNOW
  - <9> REFUSED
- ====>

>tm2< [settime lb2]

>E2< Next, I would like you some more questions about how things are going in Michigan.

Using the grading scale used in most schools, A+ to F, please tell me what grade you would give each of the following.

What grade would you give state government regarding efforts to reduce unemployment?

- <1> A+ <4> B+ <7> C+ <10> D+ <13> F
  - <2> A <5> B <8> C <11> D
  - <3> A- <6> B- <9> C- <12> D-
  - [##md1=99][##md2=98][##blank=98]
  - <98> DO NOT KNOW
  - <99> REFUSED-NO ANSWER
- ====>

>E3< What grade would you give state government for helping business and industry expand opportunities for good jobs in Michigan?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E4< How would you grade the quality of Michigan's streets, roads, and highways?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E5< What grade would you give Michigan's public schools in their efforts to educate students?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E6< (What grade would you give) local and state law enforcement officials' efforts to make communities safe?

(For example preventing crimes, catching people who commit crimes, and enforcing other laws and statutes)

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E7< (What grade would you give) Michigan's colleges and universities in educating students and increasing knowledge through research and outreach.

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E8< (What grade would you give) state government for the way it goes about

providing health care to the poor?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E9< (What grade would you give) state government for the way it goes about providing for the health care needs of the elderly?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E10< (What grade would you give) public officials for their efforts to help foster and strengthen citizens' sense of community and belonging?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E11< (What grade would you give) Michigan in the way it goes about trying responsibly to provide assistance to those in need (for example financial, mental health, substance abuse, domestic violence)?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E12< How would you grade the state's efforts to protect or improve the quality of the state's forests, waters and wetlands?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E13< (How would you grade) the quality of the state's parks and public recreation areas?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E14< (How would you grade) the overall quality of race relations in the state?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E15< (How would you grade) the state's efforts to protect and improve the  
the overall health of Michigan's residents?

(For example through research, through regulation, through promotion  
efforts, and through clinical efforts)

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E16< (How would you grade) the performance of the news media in the state  
for providing information to citizens on vital issues in their  
communities and the state?

<1> A+ <4> B+ <7> C+ <10> D+ <13> F  
<2> A <5> B <8> C <11> D  
<3> A- <6> B- <9> C- <12> D-  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>E1< Now on another topic, in your opinion, what is the most important  
problem facing our [u]state[n] today?

[b][r]STEFANIE - THERE IS ANOTHER QUESTION TO CODE RIGHT AFTER THIS ONE,  
SO AT THE NEXT SCREEN, USE F3 TO SHOW YOU THE RESPONSE INSTEAD OF F2[n]

0 SPECIFY PROBLEM  
<1-9> SCHOOLS  
<10-19> HEALTH AND SOCIAL WELFARE  
<20-29> ECONOMY  
<30-39> GOVERNMENT  
<40-49> CRIME AND DRUGS  
<50-99> YOUTH  
<70-79> ENVIRONMENT-CLEANLINESS

<80-89> PUBLIC SERVICES-UTILITIES  
<90> COMMUNITY SPIRIT-COMMUNITY SUPPORT  
<91> OTHER PROBLEM--NEC  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED/NO ANSWER  
====>

>GL< There are many issues that the governor and legislature could spend time dealing with after the election. Of all the issues they could work on, which issue do you think is the [u]most important[n] for them to focus on?

<1> THE ECONOMY, BUSINESS IN THE STATE, ENCOURAGE BUSINESS GROWTH, ETC  
<2> JOBS, UNEMPLOYMENT, EMPLOYMENT, MORE WORK, ETC  
<3> HEALTH CARE, MEDICAL CARE, MENTAL HEALTH, ETC  
<4> CRIME, SAFETY, DRUGS, VIOLENCE, LAW AND ORDER, PRISONS, ETC  
<5> EDUCATION, SCHOOLS, SCHOOL FINANCING, SCHOOL FUNDING, ETC  
<6> POVERTY, POOR PEOPLE, HOMELESS PEOPLE, ETC  
<7> WELFARE, WELFARE REFORM, ETC  
<8> TAXES, PROPERTY TAXES, ETC  
<9> SENIOR CITIZEN ISSUES  
<10> REDUCE BUDGETS, REDUCE SIZE OF GOVERNMENT, RESTRICT GOVERNMENT  
REDUCE WASTE, ETC  
<11> MORAL ISSUES, ABORTION, GAY/LESBIAN RIGHTS, ETC  
<12> FOREIGN POLICY, WORLD AFFAIRS, DEFENSE  
<13> ENVIRONMENT, CLEAN-UP, POLLUTION CONTROL, ETC  
<14> ROADS, HIGHWAYS, BRIDGES REPAIRS-MAINTENANCE  
<15> CHILDREN/CHILDREN'S ISSUES/FUTURE OF FAMILIES  
<16> RACE RELATIONS <17> ETHICS/POLITICAL REFORM  
<97> MISCELLANEOUS OTHER <18> INFRASTRUCTURE OF CITIES  
[##md1=99][##md2=98][##blank=98]<98> DON'T KNOW <99> REFUSED-NO ANSWER  
====>

>M1< Next, I have a couple of questions about the media, which includes television, radio, and newspapers.

Are you getting the kind of information you need from the media to make informed decisions on which candidates and issues to support?

<1> YES  
<5> NO  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>ID2< [allow 5][loc 14/1][#store csid in ID2][copy ID2 in ID2]  
>R2< [allow 1][#preset <2>][copy R2 in R2]

>M2< Of the following [u]three[n] sources, television, radio, and newspapers, from which [u]one[n] do you get most of your information about candidates and issues?

<1> TELEVISION[goto M2a]  
<2> RADIO[goto M2b]  
<3> NEWSPAPERS[goto M2c]  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW[goto M3]  
<9> REFUSED[goto M3]  
====>

>M2a< Do you get most of your information about candidates and issues from local news programs or campaign ads?

<0> NOT APPLICABLE  
<1> LOCAL NEWS PROGRAMS  
<5> CAMPAIGN ADS  
[##md1=9][##md2=0][##blank=0]  
<7> BOTH, ALL EQUALLY: R VOLUNTEERS  
  
<8> DO NOT KNOW  
<9> REFUSED  
===>[goto M3]

>M2b< Do you get most of your information about candidates and issues from talk radio programs, news reports, or campaign ads?

<0> NOT APPLICABLE  
<1> TALK RADIO PROGRAMS  
<3> NEWS REPORTS  
<5> CAMPAIGN ADS  
[##md1=9][##md2=0][##blank=0]  
<7> BOTH, ALL EQUALLY: R VOLUNTEERS  
  
<8> DO NOT KNOW  
<9> REFUSED  
===>[goto M3]

>M2c< Do you get most of your information from editorials, news articles, letters to the editor, or campaign ads?

<0> NOT APPLICABLE  
<1> EDITORIALS  
<2> NEWS ARTICLES  
<3> LETTERS TO THE EDITOR  
<4> CAMPAIGN ADS  
[##md1=9][##md2=0][##blank=0]  
<7> BOTH, ALL EQUALLY: R VOLUNTEERS  
  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>M3< From what [u]other source[n] do you get information about candidates and issues?

<1> FRIENDS/FAMILY/TALKING TO OTHERS  
<2> PRINT MEDIA (newspapers, magazines, flyers, mailers, billboards)  
<3> LEAGUE WOMEN VOTERS/POLITICAL ORGANIZATIONS/COALITIONS  
<4> ELECTRONIC MEDIA (television, radio)  
<5> INTERNET-COMPUTERS  
<6> UNIONS  
<7> DEBATES  
  
<90> NO OTHER SOURCES  
0 SOME OTHER SOURCE[#specify]  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED  
===>

>M4< Has the media generally focused on the real issues of the campaign, or have they focused more on negative or sensational items?

<1> REAL ISSUES OF THE CAMPAIGN  
<3> BOTH EQUALLY  
<5> NEGATIVE OR SENSATIONAL ISSUES  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>M5< Has there been one thing that you have read, seen, or heard during this election, that has made you change your mind about voting for a particular candidate?

<1> YES  
<5> NO  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>M6< Compared to previous years, would you say that, overall the content of political ads this year, has gotten better, gotten worse, or stayed about the same?

<1> GOTTEN BETTER  
<3> GOTTEN WORSE  
<5> STAYED ABOUT THE SAME  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>M7< Now thinking about the upcoming election, in the race for [u]governor[n], which candidate, the Republican candidate or the Democratic candidate, has done a better job of helping you know his views on the issues?

<1> THE REPUBLICAN CANDIDATE  
<3> BOTH EQUALLY : R VOLUNTEERS  
<5> THE DEMOCRATIC CANDIDATE  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>M8< In the race for the [u]U.S. Congressional representative[n] in your district, which candidate, the Republican candidate or the Democratic candidate, has done a better job of helping you know his or her views on the issues?

<1> THE REPUBLICAN CANDIDATE  
<3> BOTH EQUALLY : R VOLUNTEERS  
<5> THE DEMOCRATIC CANDIDATE  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>M9< In the races for [u]state senator and state representative[n], which candidates, the Republican candidates or the Democratic candidates,

have done a better job of helping you know his views on the issues?

<1> THE REPUBLICAN CANDIDATE  
<3> BOTH EQUALLY : R VOLUNTEERS  
<5> THE DEMOCRATIC CANDIDATE  
[##md1=9][##md2=8][##blank=8]

<8> DO NOT KNOW  
<9> REFUSED  
====>

>M10< If the election were being held today, would you vote mostly for Republican candidates, mostly for Democratic candidates, or would you split your ballot evenly between the Republican and Democratic candidates?

<1> THE REPUBLICAN CANDIDATE  
<3> BOTH EQUALLY : R VOLUNTEERS  
<5> THE DEMOCRATIC CANDIDATE

<7> NEITHER CANDIDATE - DID NOT VOTE  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>tm3< [settime el2]

>I1< Next, I would like to ask you some questions about your use of computer technology.

The Internet is the global network of computers that includes the World Wide Web. The Web contains a wide range of materials that is available to the public.

Have you ever accessed the Internet, either at home, work, school, or some where else?

<1> YES  
<5> NO[goto CD1]  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW[goto CD1]  
<9> REFUSED[goto CD1]  
====>

>I2< Have you ever visited any site on the World Wide Web, that is a site with http or www in its address (this does not include just sending or receiving e-mail)?

<0> NOT APPLICABLE  
<1> YES  
<5> NO[goto CD1]  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW[goto CD1]  
<9> REFUSED[goto CD1]  
====>

>I3< Have you accessed the World Wide Web in the past three months?

<0> NOT APPLICABLE  
<1> YES

```
<5> NO[goto CD1]
[##md1=9][##md2=0][##blank=0]
<8> DO NOT KNOW[goto CD1]
<9> REFUSED[goto CD1]
===>
>int9< [#if IDAT le <101298>][#goto W1a][#endif]
>int1< [if dgt1 eq <1>][goto CD1][endif]
```

>W1a< The next series of questions are about people's buying habits.

In the past three months, how many times did you go to a [u]book store[n]  
just to get information about a book?

```
<0-90> TIMES
[##md1=99][##md2=98][##blank=98]
<98> DO NOT KNOW/NOT APPLICABLE
<99> REFUSED
===>
```

>W1b< In the past three months, how many times did you [u]buy[n] a book from  
a book store?

```
<0-90> TIMES
[##md1=99][##md2=98][##blank=98]
<98> DO NOT KNOW/NOT APPLICABLE
<99> REFUSED
===>
```

>W1c< In the past three months, how many times did you look at a [u]catalog[n]  
just to get information about a book?

```
<0-90> TIMES
[##md1=99][##md2=98][##blank=98]
<98> DO NOT KNOW/NOT APPLICABLE
<99> REFUSED
===>
```

>W1d< (In the past three months), how many times did you [u]buy[n] a book from a  
catalog?

```
<0-90> TIMES
[##md1=99][##md2=98][##blank=98]
<98> DO NOT KNOW/NOT APPLICABLE
<99> REFUSED
===>
```

>W1e< (In the past three months), how many times did you access the World  
Wide Web just to get information about a book?

```
<0-90> TIMES
[##md1=99][##md2=98][##blank=98]
<98> DO NOT KNOW/NOT APPLICABLE
<99> REFUSED
===>
```

>W1f< (In the past three months), how many times did you [u]buy[n] a book  
on the World Wide Web?

```
<0-90> TIMES
```

[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
===>

>W2a< In the past three months, how many times did you go to a [u]retail[n]  
[u]store[n] for information about [u]wine[n]?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
===>

>W2b< (In the past three months), how many times did you [u]buy[n] wine from  
a retail store?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
===>

>W2c< (In the past three months), how many times did you look at a [u]catalog[n]  
for information about wine?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
===>

>W2d< (In the past three months), how many times did you [u]buy[n] wine from a  
catalog?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
===>

>W2e< (In the past three months), how many times did you access the World  
Wide Web for information about wine?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
===>

>W2f< (In the past three months), how many times did you [u]buy[n] wine on  
the World Wide Web?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
===>

>W3a< In the past [u]twelve[n] months, how many times did you go to a retail store for information about computer software?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
====>

>W3b< In the past twelve months, how many times did you [u]buy[n] computer software from a retail store?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
====>

>W3c< (In the past twelve months), how many times did you look at a catalog for information about computer software?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
====>

>W3d< (In the past twelve months), how many times did you [u]buy[n] computer software from a catalog?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
====>

>W3e< (In the past twelve months), how many times did you access the World Wide Web for information about computer software?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
====>

>W3f< (In the past twelve months), how many times did you [u]buy[n] computer software on the World Wide Web?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
====>

>W18a< In the past twelve months, how many times did you go to a car dealership for information about [u]cars[n]?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE

<99> REFUSED  
====>

>W18b< (In the past twelve months), how many times did you look at a [u]catalog[n] for information about cars?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
====>

>W18c< (In the past twelve months), how many times did you accessed the World Wide Web for information about cars?

<0-90> TIMES  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW/NOT APPLICABLE  
<99> REFUSED  
====>

>W17a< How knowledgeable are you with which [u]Web sites[n] are the best for getting information about products?

Would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not knowledgeable at all?

<0> NOT APPLICABLE  
<1> VERY KNOWLEDGEABLE  
<2> SOMEWHAT KNOWLEDGEABLE  
<3> NOT VERY KNOWLEDGEABLE  
<4> NOT KNOWLEDGEABLE AT ALL  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W17b< How knowledgeable are you with which [u]Web sites[n] are the best for [u]purchasing[n] products?

(Would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not knowledgeable at all?)

<0> NOT APPLICABLE  
<1> VERY KNOWLEDGEABLE  
<2> SOMEWHAT KNOWLEDGEABLE  
<3> NOT VERY KNOWLEDGEABLE  
<4> NOT KNOWLEDGEABLE AT ALL  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W17c< How knowledgeable are you with which [u]catalogs[n] are the best for getting information about products?

(Would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not knowledgeable at all?)

<0> NOT APPLICABLE  
<1> VERY KNOWLEDGEABLE  
<2> SOMEWHAT KNOWLEDGEABLE  
<3> NOT VERY KNOWLEDGEABLE  
<4> NOT KNOWLEDGEABLE AT ALL  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W17d< How knowledgeable are you with which [u]catalogs[n] are the best for [u]purchasing[n] products?

(Would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not knowledgeable at all?)

<0> NOT APPLICABLE  
<1> VERY KNOWLEDGEABLE  
<2> SOMEWHAT KNOWLEDGEABLE  
<3> NOT VERY KNOWLEDGEABLE  
<4> NOT KNOWLEDGEABLE AT ALL  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W17e< How knowledgeable are you with which [u]retail outlets[n] are the best for getting information about products?

(Would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not knowledgeable at all?)

<0> NOT APPLICABLE  
<1> VERY KNOWLEDGEABLE  
<2> SOMEWHAT KNOWLEDGEABLE  
<3> NOT VERY KNOWLEDGEABLE  
<4> NOT KNOWLEDGEABLE AT ALL  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W17f< How knowledgeable are you with which retail outlets are the best for [u]purchasing[n] specific products?

(Would you say you are very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not knowledgeable at all?)

<0> NOT APPLICABLE  
<1> VERY KNOWLEDGEABLE  
<2> SOMEWHAT KNOWLEDGEABLE  
<3> NOT VERY KNOWLEDGEABLE  
<4> NOT KNOWLEDGEABLE AT ALL  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W4a< Thinking about [u]retail locations[n], [u]catalogs[n], and the

[u]World Wide Web[n], which [u]one[n] do you think is the best for [u]finding information[n] [u]on alternative brands[n]?

Would you say a retail location, a catalog, or the World Wide Web?

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W4b< [no erase]Which one do you think is the [u]second best[n] (for finding information on alternative brands)?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W5a< Which [u]one[n] do you think is the best for [u]finding the latest[n] [u]product information[n]?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W5b< [no erase]Which one do you think is the [u]second best[n] (for finding the latest product information?)

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W6a< Which [u]one[n] do you think is the best for [u]finding detailed[n] [u]information on a product[n]?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]

<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W6b< [no erase]Which one do you think is the [u]second best[n] (for finding detailed information about a product)?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W7a< Which [u]one[n] do you think is the [u]easiest to access[n]?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W7b< [no erase]Which one do you think is the [u]second[n] easiest to access?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W8a< Which [u]one[n] do you think is the most effortless to use?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W8b< [no erase]Which one do you think is the [u]second[n] most effortless to use?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>ID3< [allow 5][loc 15/1][#store csid in ID3][copy ID3 in ID3]

>R3< [allow 1][#preset <3>][copy R3 in R3]

>W9a< Which [u]one[n] do you think is the [u]least time consuming to use[n]?

(A retail location, a catalog, or the World Wide Web)?

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W9b< Which one do you think is the [u]second[n] least time consuming to use?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W10a< Next, I would like to read you some statements about shopping and have you tell me to what extent you agree or disagree with the statement.

I like to consider a wide selection before making a purchase.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
==>

>W10b< I want to be able to shop at any time of the day.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
==>

>W10c< I like to see and touch products before I buy them.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>W10d< I like to shop around for the best buy.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>W10e< I am not interested in bargain shopping.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>W10f< I hate to wait in long lines to pay for my purchases.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE

[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>W10g< Saving time while shopping is very important to me.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>W10h< Being a smart shopper is worth the extra time it takes.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>W10i< I like to try a product before I buy it.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>W10j< I never feel bored while shopping.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE

<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W10k< Having a wide selection of goods to choose from is very important to me.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W10l< I like to shop around and look at displays.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W10m< Window-shopping is usually a pleasant experience for me.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W10n< I hate buying things without seeing what I am getting.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>W10o< I do not examine many alternative brands while shopping.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>W10p< I feel great whenever I get a good deal.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
===>

>W10q< Shopping itself is fun for me.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE

[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W10r< I would feel better if I could try a product before buying it.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W10s< It is wise to buy a product from a wide selection.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W10t< I try to use as little effort as possible when shopping.

(Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree)?

<0> NOT APPLICABLE  
<1> STRONG AGREE  
<2> SOMEWHAT AGREE  
<3> NEITHER AGREE OR DISAGREE  
<4> SOMEWHAT DISAGREE  
<5> STRONGLY DISAGREE  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>W11a< Now thinking again about retail locations, catalogs, and the World Wide Web, which is the [u]best[n] for [u]finding a wide selection[n] [u]of goods[n]?

(A retail location, a catalog, or the World Wide Web)?

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW <9> REFUSED/NO ANSWER ==>

>W11b< [no erase]Which one do you think is the [u]second[n] best for finding a wide selection of goods?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW <9> REFUSED/NO ANSWER ==>

>W12a< Which one is the [u]best[n] for [u]inspecting purchases before[n] [u]buying them[n]?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW <9> REFUSED/NO ANSWER ==>

>W12b< [no erase]Which one do you think is the [u]second[n] best for inspecting purchases before buying them?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW <9> REFUSED/NO ANSWER ==>

>W13a< Which one is the [u]best[n] for [u]assuring security when paying for purchases[n]?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW <9> REFUSED/NO ANSWER ==>

>W13b< [no erase]Which one do you think is the [u]second[n] best for assuring security when paying for purchases?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]

<8> DO NOT KNOW <9> REFUSED/NO ANSWER ==>  
>W14a< Which one is the [u]best[n] for being able to quickly access purchases?

(A retail location, a catalog, or the World Wide Web)?

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW <9> REFUSED/NO ANSWER ==>

>W14b< [no erase]Which one do you think is the [u]second[n] best being able to quickly access purchases?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW <9> REFUSED/NO ANSWER ==>

>W15a< Which one is the [u]best[n] for after purchase service?

(A retail location, a catalog, or the World Wide Web)?

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW <9> REFUSED/NO ANSWER ==>

>W15b< [no erase]Which one do you think is the [u]second[n] best for after purchase service?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW <9> REFUSED/NO ANSWER ==>

>W16a< Which one is the [u]best[n] for easy exchanges and returns?

(A retail location, a catalog, or the World Wide Web)?

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG

<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>W16b< [no erase]Which one do you think is the [u]second[n] best for the  
easy exchanges and returns?

(A retail location, a catalog, or the World Wide Web?)

<0> NOT APPLICABLE  
<1> RETAIL LOCATION  
<2> A CATALOG  
<3> WORLD WIDE WEB  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW      <9> REFUSED/NO ANSWER      ==>

>CD1< Now I have a few background questions. These are for statistical  
analysis purposes only.

RECORD GENDER OF RESPONDENT HERE, ASK ONLY IF IN DOUBT:

<1> MALE  
<5> FEMALE

==>

>tm4< [settime in2]

>CD2< In what year were you born?[allow 3]

18 <95-99> YEAR  
19 <00-94> YEAR  
[##md1=999][##md2=998][##blank=998]  
<d> DON'T KNOW      <999> <998>  
<r> REFUSED  
==>

>cp4< [if CD2 eq <d>][store <998> in CD2][endif]  
[if CD2 eq <r>][store <999> in CD2][endif]

>CD3< What is the highest level of education that you have completed?[allow 2]

<0> DID NOT GO TO SCHOOL [goto CD5a]  
<1-11> GRADE [goto CD5a]  
<12> HIGH SCHOOL GRADUATE OR GED HOLDER[goto CD5a]  
<13-15> SOME COLLEGE (ONE TO THREE YEARS)  
<16> COLLEGE GRADUATE (FOUR YEARS)  
<17> SOME POST GRADUATE  
<18> GRADUATE DEGREE  
<0> NOT APPLICABLE  
[##md1=99][##md2=98][##blank=98]  
<20> TECHNICAL SCHOOL OR JUNIOR COLLEGE GRADUATE  
  
<98> DO NOT KNOW [goto CD5a]  
<99> REFUSED-NO ANSWER [goto CD5a]  
==>

>CD5a< Now a couple of questions about your race and ethnicity.

First are you Hispanic, Latino, or of Spanish origin?

- <1> YES- HISPANIC, LATINO, OR SPANISH ORIGIN
- <5> NO - NOT HISPANIC, LATINO, OR SPANISH ORIGIN  
[##md1=9][##md2=8][##blank=8]
- <8> DO NOT KNOW
- <9> REFUSED TO ANSWER

====>

>CD4a< Which of the following are you? Please specify one or more of the following:

Are you white, African American or Black, Hawaiian or other Pacific Islander, Asian, or American Indian or Alaska Native?

- <1> WHITE (include: european background plus middle east/north african - eyqpt, iran, iraq, lebanon in this category)
- <2> AFRICAN AMERICAN OR BLACK
- <3> HAWAIIAN OR PACIFIC ISLANDER
- <4> ASIAN (include: india, pakistan, vietnam, cambodia, china, korea, etc)
- <5> AMERICAN INDIAN OR ALASKA NATIVE  
[##md1=9][##md2=8][##blank=8]
- <8> DO NOT KNOW[goto CD6]
- <9> REFUSED[goto CD6]

====>

>CD4b< (Are you white, African American or Black, Hawaiian or other Pacific Islander, Asian, or American Indian or Alaska Native?)

- <0> NO OTHERS[goto CD6]
- <1> WHITE (include: european background plus middle east/north african - eyqpt, iran, iraq, lebanon in this category)
- <2> AFRICAN AMERICAN OR BLACK
- <3> HAWAIIAN OR PACIFIC ISLANDER
- <4> ASIAN (include: india, pakistan, vietnam, cambodia, china, korea, etc)
- <5> AMERICAN INDIAN OR ALASKA NATIVE  
[##md1=9][##md2=0][##blank=0]

- <8> DO NOT KNOW
- <9> REFUSED

====>

>CD4c< (Are you white, African American or Black, Hawaiian or other Pacific Islander, Asian, or American Indian or Alaska Native?)

- <0> NO OTHERS[goto CD6]
- <1> WHITE (include: european background plus middle east/north african - eyqpt, iran, iraq, lebanon in this category)
- <2> AFRICAN AMERICAN OR BLACK
- <3> HAWAIIAN OR PACIFIC ISLANDER
- <4> ASIAN (include: india, pakistan, vietnam, cambodia, china, korea, etc)
- <5> AMERICAN INDIAN OR ALASKA NATIVE  
[##md1=9][##md2=0][##blank=0]

- <8> DO NOT KNOW
- <9> REFUSED

====>

>CD4d< (Are you white, African American or Black, Hawaiian or other Pacific Islander, Asian, or American Indian or Alaska Native?)

- <0> NO OTHERS[goto CD6]
- <1> WHITE (include: european background plus middle east/north african - eyqpt, iran, iraq, lebanon in this category)
- <2> AFRICAN AMERICAN OR BLACK
- <3> HAWAIIAN OR PACIFIC ISLANDER
- <4> ASIAN (include: india, pakistan, vietnam, cambodia, china, korea, etc)
- <5> AMERICAN INDIAN OR ALASKA NATIVE  
[##md1=9][##md2=0][##blank=0]
- <8> DO NOT KNOW
- <9> REFUSED

====>

>CD4e< (Are you white, African American or Black, Hawaiian or other Pacific Islander, Asian, or American Indian or Alaska Native?)

- <0> NO OTHERS[goto CD6]
- <1> WHITE (include: european background plus middle east/north african - eyqpt, iran, iraq, lebanon in this category)
- <2> AFRICAN AMERICAN OR BLACK
- <3> HAWAIIAN OR PACIFIC ISLANDER
- <4> ASIAN (include: india, pakistan, vietnam, cambodia, china, korea, etc)
- <5> AMERICAN INDIAN OR ALASKA NATIVE  
[##md1=9][##md2=0][##blank=0]
- <8> DO NOT KNOW
- <9> REFUSED

====>

>CD6< What is the religious group which you feel most closely represents your religious views? (Is it Catholic, Islamic, Jewish, Protestant, some other religion, or no religion)?

- <0> NONE; NO RELIGIOUS GROUP[goto CD7]
- <1> CATHOLIC; ROMAN CATHOLIC, ORTHODOX
- <2> ISLAMIC/MUSLIM
- <3> JEWISH
- <4> PROTESTANT (includes Baptist, Lutheran, Presbyterian, Methodist Christian Reformed, Jehovah's Witness, Pentecostal, Apostolic, etc, LDS, Mormon)
- <5> OTHER NON-CHRISTIAN (Hindu, Buddhist)
- 7 OTHER [#specify](SPECIFY)  
[##md1=9][##md2=8][##blank=8]
- <8> DO NOT KNOW
- <9> REFUSED-NO ANSWER

====>

>CD7< Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent or something else?

- <1> REPUBLICAN
- <4> INDEPENDENT [goto CD7C]
- <7> DEMOCRAT [goto CD7B]  
[##md1=9][##md2=8][##blank=8]

<5> SOME OTHER PARTY MENTIONED[goto CD7D]  
<0> SOMETHING ELSE, NO PARTY MENTIONED: [#specify]SPECIFY [goto ptid]

<8> DO NOT KNOW [goto ptid]  
<9> REFUSED-NO ANSWER [goto ptid]

====>

IF REPUBLICAN. . .

>CD7A< Would you call yourself a strong Republican or a not very strong Republican?

<0> NOT APPLICABLE  
<1> STRONG REPUBLICAN  
<2> NOT A VERY STRONG REPUBLICAN  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED-NO ANSWER

====> [goto ptid]

IF DEMOCRAT. . .

>CD7B< Would you call yourself a strong Democrat or a not very strong Democrat?

<0> NOT APPLICABLE  
<7> STRONG DEMOCRAT  
<6> NOT A VERY STRONG DEMOCRAT  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED-NO ANSWER

====> [goto ptid]

IF INDEPENDENT. . .

>CD7C< Do you generally think of yourself as closer to the Democratic Party or the Republican Party?

<0> NOT APPLICABLE  
<3> REPUBLICAN  
<4> NEITHER (R PROVIDED)  
<5> DEMOCRAT  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED-NO ANSWER

====>[goto ptid]

>CD7D< What is [u]other[n] party (you usually vote for)?

0 MENTIONED PARTY: SPECIFY[#specify]

<1> LIBERTARIAN  
<2> REFORMIST  
[##md1=99][##md2=0][##blank=0]  
<95> OTHER/NO MENTION  
<98> DO NOT KNOW  
<99> REFUSED

====>

```

>ptid< [allow 1][copy ptid in ptid]
  [if CD7A eq <1>][store <1> in ptid][endif] 1 strong republican
  [if CD7A eq <2>][store <2> in ptid][endif] 2 not strong rep
  [if CD7A eq <8>][store <8> in ptid][endif] 3 lean republican
  [if CD7A eq <9>][store <9> in ptid][endif] 4 neither
  [if CD7B eq <6>][store <6> in ptid][endif] 5 lean democrat
  [if CD7B eq <7>][store <7> in ptid][endif] 6 not strong dem
  [if CD7B eq <8>][store <8> in ptid][endif] 7 strong dem
  [if CD7B eq <9>][store <9> in ptid][endif] 8 do not know
  [if CD7C eq <3>][store <3> in ptid][endif] 9 refused
  [if CD7C eq <4>][store <4> in ptid][endif]
  [if CD7C eq <5>][store <5> in ptid][endif]
  [if CD7C eq <8>][store <8> in ptid][endif]
  [if CD7C eq <9>][store <9> in ptid][endif]
  [if CD7 eq <8>][store <8> in ptid][endif]
  [if CD7 eq <0>][store <0> in ptid][endif]
  [if CD7 eq <9>][store <9> in ptid][endif]

```

```

>CD8< Are you currently married, divorced, separated,
widowed, member of an unmarried couple, or have you never been married?

```

```

<0> REMARRIED
<1> MARRIED
<2> DIVORCED[goto D14a]
<3> SEPARATED[goto D14a]
<4> WIDOWED[goto D14a]
<5> MEMBER OF AN UNMARRIED COUPLE[goto D14a]
<6> SINGLE, NEVER BEEN MARRIED[goto D14a]
  [##md1=99][##md2=98][##blank=98]
7 OTHER [#specify](R PROVIDED) [goto D14a]
<98> DO NOT KNOW [goto D14a]
<99> REFUSED-NO ANSWER [goto D14a]
====>

====>

```

```

>CD10< Including yourself, how many individuals who are 18 years
of age or older live in your household?

```

```

<1> PERSON, ONLY RESPONDENT[goto CD12]
<2-10> ADULTS
  [##md1=99][##md2=98][##blank=98]
<98> DO NOT KNOW
<99> REFUSED-NO ANSWER[goto CD12]
====>

```

```

>CD11< How many of these adults are [bold]over 64 years of age?[n]

```

```

[r]COUNT ONLY THE ADULTS WHO ARE 65 YEARS OF AGE AND OLDER[n]

```

```

<0-9> ADULTS 65+
  [##md1=99][##md2=98][##blank=98]
<98> DO NOT KNOW/NOT APPLICABLE
<99> REFUSED-NO ANSWER
====>

```

```

>CD12< How many children younger than 18 live in your household?

```

```

<0> NONE [goto CD14]

```

<1-10> CHILDREN  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW[goto CD14]  
<99> REFUSED-NO ANSWER[goto CD14]  
====>

>CD13< How many of these children are [bold]under 5 years of age?[n]

<0> NONE  
<1-10> CHILDREN UNDER 5  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW /NOT APPLICABLE  
<99> REFUSED-NO ANSWER  
====>

>CD14< Altogether, how many children have you ever had (including those no longer living and any you had from a previous marriage)?

<0> NONE, NEVER HAD CHILDREN  
<1-20> CHILDREN  
[##md1=99][##md2=98][##blank=98]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER  
====>

>D14a< Do you rent or do you own your own home?

[r] CODER: LIVE WITH PARENTS IS SAME AS OWN HOME[n]

<1> RENT  
<5> OWN (INCLUDES PAYING MORTGAGE CURRENTLY)  
<7> OTHER [#specify]  
[##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED-NO ANSWER  
====>

>CD15< We are interested in learning about the different ways people may earn their living. Last week, were you working full-time, part-time, going to school, a home-maker or something else?

[r]IF THE R MENTIONS TWO THINGS, ASK 'Which one would you say you do the most or takes up most of your time?[n]

<0> SELF EMPLOYED EITHER FULL OR PART TIME  
<1> WORK FULL TIME  
<2> WORK PART TIME  
<3> WORK AND GO TO SCHOOL  
<4> IN THE ARMED FORCES  
<5> HAVE A JOB, BUT NOT AT WORK LAST WEEK (ON VACATION OR LEAVE)  
<6> UNEMPLOYED, LAID OFF, LOOK FOR WORK[goto CD20]  
<7> RETIRED [goto CD22]  
<8> SCHOOL FULL TIME[goto CD22]  
<9> HOME-MAKER [goto CD22]  
<10> DISABLED[goto CD22]  
<97> <s> OTHER [#specify]

[[#md1=99][#md2=98][#blank=98]  
<98> DO NOT KNOW[goto CD22]  
<99> REFUSED-NO ANSWER[goto CD22] ==>

>16cd< [if CD15 eq <s>][store <97> in CD15][endif]  
>CD17< Do you currently work for pay at more than one job?

<0> NOT APPLICABLE  
<1> YES  
<5> NO  
[[#md1=9][#md2=0][#blank=0]  
<8> DO NOT KNOW  
<9> REFUSED-NO ANSWER

==>

>CD18< On average, how many hours per week do you work at your  
main job?[allow 3]

<0> NOT APPLICABLE  
<1-75> HOURS PER WEEK  
[[#md1=99][#md2=0][#blank=0]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER

==>

>c01< [if CD17 ge <5> goto CD20] IF YES TO HAVING MORE  
THAN ONE JOB GO TO CD19,  
OTHERWISE SKIP TO CD21

>ID4< [allow 5][loc 16/1][#store csid in ID4][copy ID4 in ID4]  
>R4< [allow 1][#preset <4>][copy R4 in R4]

>CD19< On average, how many hours per week do you work at any  
jobs other than your main job?

<0> NOT APPLICABLE  
<1-40> HOURS PER WEEK  
[[#md1=99][#md2=0][#blank=0]  
<98> DO NOT KNOW  
<99> REFUSED-NO ANSWER

==>

>CD20< Have you been actively looking for work or a different job?

<0> NOT APPLICABLE  
<1> YES  
<5> NO  
[[#md1=9][#md2=0][#blank=0]  
<8> DO NOT KNOW  
<9> REFUSED TO ANSWER

==>

>CD22< In your main (last) job, are (were) you self-employed or  
do (did) you work for someone else?

<0> NOT APPLICABLE  
<1> SELF-EMPLOYED  
<5> WORK FOR SOMEONE ELSE  
    [##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED TO ANSWER  
====>

>CD23< (In your main job,) (do/did) you work for an hourly wage,  
    an annual salary, or something else?

<0> NOT APPLICABLE  
<1> HOURLY WAGE  
<3> ANNUAL SALARY  
<5> ON COMMISSION (R PROVIDED)  
<7> OTHER [#specify]  
    [##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED TO ANSWER

====>

>CD21< In your main (last) job, what kind of work do (did) you  
    normally do? That is, what is (was) your job called?  
    [allow 4]

0 OCCUPATION (TYPE IN OCCUPATION TITLE AND NOTES)[#specify]

<1-9997> SOC CODE  
<d> DO NOT KNOW                      <9998>  
<r> REFUSED                            <9999>  
<n> NEVER WORKED                    <9997>  
====>

>cp21< [if CD21 eq <d>][store <9998> in CD21][endif]  
    [if CD21 eq <r>][store <9999> in CD21][endif]  
    [if CD21 eq <n>][store <9997> in CD21][endif]

>UN1< Are you currently a member of or are you represented by a union?

<1> YES[goto UN3]  
<5> NO  
    [##md1=9][##md2=8][##blank=8]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>UN2< Have you [u]ever[n] been a member of or represented by a union?

<0> NOT APPLICABLE  
<1> YES  
<5> NO  
    [##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>UN3< Is anyone else in your household a member of or represented by a union?

<0> NOT APPLICABLE  
<1> YES  
<5> NO  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>un1< [if UN1 ge <5>][if UN2 ge <5>][if UN3 ge <5>][goto INC1][endif]  
[endif][endif]

>UN4< Are you or is anyone in your family represented by the UAW?

<0> NOT APPLICABLE  
<1> YES  
<5> NO[goto INC1]  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW[goto INC1]  
<9> REFUSED[goto INC1]  
====>

>UN5< Do you currently work for GM, another auto manufacturer, or for some other employer?

<0> NOT APPLICABLE  
<1> GM  
<2> ANOTHER AUTO MANUFACTURER  
<3> SOME OTHER EMPLOYER  
[##md1=9][##md2=0][##blank=0]  
<8> DO NOT KNOW  
<9> REFUSED  
====>

>INC1< To get a picture of people's financial situations, we'd like to know the general [u]range of incomes[n] of all households we interview. This is for statistical analysis purposes and your answers will be kept strictly confidential. Now, thinking about your household's total annual income from all sources (including your job), did your household receive \$30,000 or more in 1996?

<0> NOT APPLICABLE  
<1> YES (\$30,000 OR MORE)[goto INC4]  
<5> NO (LESS THAN \$30,000)  
[##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION[goto lh31]  
<99> REFUSED-NO ANSWER[goto lh31]  
====>

>INC2< Was it \$20,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$20,000 - 29,999)[goto inca]  
<5> NO (LESS THAN \$20,000)[goto INC3]  
[##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION[goto lh31]  
<99> REFUSED-NO ANSWER[goto lh31]

====>

>inca< Was it \$25,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$25,000 - 29,999)[goto lh31]  
<5> NO (LESS THAN \$25,000)[goto lh31]  
[##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION[goto lh31]  
<99> REFUSED-NO ANSWER[goto lh31]  
====>

>INC3< Was it \$10,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$10,000 - 19,999)  
<5> NO (LESS THAN \$10,000) [goto lh31]  
[##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION [goto lh31]  
<99> REFUSED-NO ANSWER [goto lh31]  
====>

>incb< Was it \$15,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$15,000 - 19,999)  
<5> NO (LESS THAN \$15,000)  
[##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION  
<99> REFUSED-NO ANSWER  
====> [goto lh31]

>INC4< Was it \$60,000 or more?

<0> NOT APPLICABLE  
<1> YES[goto INC7] (\$60,000 OR MORE)  
<5> NO (MORE THAN \$30,000 LESS THAN \$60,000)  
[##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION[goto lh31]  
<99> REFUSED-NO ANSWER[goto lh31]  
====>

>INC5< Was it \$40,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$40,000 OR MORE)[goto INC6]  
<5> NO (\$30,000 - 39,999)  
[##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION[goto lh31]  
<99> REFUSED-NO ANSWER [goto lh31]

====>

>incc< Was it \$35,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$35,000 - 39,999)  
<5> NO (\$30,000 - 34,999)[goto lh31]  
[##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION[goto lh31]

<99> REFUSED-NO ANSWER [goto lh31]

====> [goto lh31]

>INC6< Was it \$50,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$50,000 - 59,999)  
<5> NO (\$40,000 - 49,999)  
 [##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW/NO OPINION  
<99> REFUSED/NO ANSWER

====> [goto lh31]

>INC7< Was it \$80,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$80,000 OR MORE)[goto INC9]  
<5> NO (\$60,000 - 79,999)  
 [##md1=99] [##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION [goto lh31]  
<99> REFUSED-NO ANSWER [goto lh31]  
====>

>INC8< Was it \$70,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$70,000 - 79,999)  
<5> NO (\$60,000 - 69,999)  
 [##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION  
<99> REFUSED-NO ANSWER  
====> [goto lh31]

>INC9< Was it \$100,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$100,000 OR MORE)[goto NC11]  
<5> NO (\$80,000 - 99,999)  
 [##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION[goto lh31]  
<99> REFUSED-NO ANSWER[goto lh31]  
====>

>NC10< Was it \$90,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$90,000 - 99,999)  
<5> NO (\$80,000 - 89,999)  
 [##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION  
<99> REFUSED-NO ANSWER

====>[goto lh31]

>NC11< Was it \$110,000 or more?

<0> NOT APPLICABLE  
<1> YES (\$110,000 OR MORE)  
<5> NO (\$100,000 - 109,999)  
[##md1=99][##md2=0][##blank=0]  
<98> DON'T KNOW-NO OPINION  
<99> REFUSED-NO ANSWER

====>

>lh31< [if NC11 eq <1>][store <15> in INC][endif] 110,000 or more  
[if NC11 eq <5>][store <14> in INC][endif] 100,000 - 109,999  
[if NC10 eq <1>][store <13> in INC][endif] 90,000 - 99,999  
[if NC10 eq <5>][store <12> in INC][endif] 80,000 - 89,999  
[if INC8 eq <1>][store <11> in INC][endif] 70,000 - 79,999  
[if INC8 eq <5>][store <10> in INC][endif] 60,000 - 69,999  
[if INC6 eq <1>][store <9> in INC][endif] 50,000 - 59,999  
[if INC6 eq <5>][store <8> in INC][endif] 40,000 - 49,999  
[if incc eq <1>][store <7> in INC][endif] 35,000 - 39,999  
[if incc eq <5>][store <6> in INC][endif] 30,000 - 34,999  
[if inca eq <1>][store <5> in INC][endif] 25,000 - 29,999  
[if inca eq <5>][store <4> in INC][endif] 20,000 - 24,999  
[if incb eq <1>][store <3> in INC][endif] 15,000 - 19,999  
[if incb eq <5>][store <2> in INC][endif] 10,000 - 14,999  
[if INC3 eq <5>][store <1> in INC][endif] \$10,000 or less

[if INC1 eq <98>][store <98> in INC][endif]  
[if INC1 eq <99>][store <99> in INC][endif]

>INC< [allow 2][copy INC in INC]

>c02< [if CD15 le <5>][goto CD25]  
[else]  
[goto CD26]  
[endif]

>CD25< What is the gross annual income from your main job --  
that is, before taxes or other deductions?

[r]IWER: DOUBLE CHECK YOUR ENTRY HERE [n]

<1-100000000> \$ DOLLARS

<d> DO NOT KNOW <99999998>  
<r> REFUSED <99999999>

====>

>25cd< [if CD25 eq <d>][store <99999998> in CD25][endif]  
[if CD25 eq <r>][store <99999999> in CD25][endif]

>CD26< How many phone [bold]numbers[n] does your household have?

[r]IWER; Remember we are asking about phone numbers not[n]

[r] extensions[n]

<1-8> DIFFERENT PHONE NUMBERS

[[#md1=9][#md2=8][#blank=8]

<9> REFUSED

====>

>R1< In a couple of months, we'd like to re-contact some of the people we've spoken with for a short 5 or 6 minute interview. Would you be willing to participate again in a couple of months if it would only take 5 or 6 minutes?

<1> YES

<5> NO[goto tm5]

[[#md1=9][#md2=8][#blank=8]

<8> DO NOT KNOW

<9> REFUSED[goto tm5]

====>

>R12< So we'll know whom to ask for when we call back, could I get your first name? [allow 10]

[r]IWER: PLEASE TYPE IN THE PERSON'S FIRST NAME WITHOUT //[n]

====>

>tm5< [subtime lb1 from lb2 into lbtm]

[subtime lb2 from el2 into eltm]

[subtime el2 from in2 into intm]

[goto MOD7]

>ID5< [allow 5][loc 17/1]

>R5< [allow 1]

>FNL1< [allow 2]

>DAT1< [allow 6]

>TCT1< [allow 2]

>INV1< [allow 3]

>TIM1< [allow 4]