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Survey Experiment Shows
POLLS FACE GROWING RESISTANCE, BUT STILL REPRESENTATIVE

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Survey Experiment Shows POLLS FACE GROWING RESISTANCE, BUT STILL REPRESENTATIVE

Faced with a growing number of unsolicited telephone calls and armed with increasingly sophisticated technology for screening their calls, more Americans are refusing to participate in telephone polls than was the case just a few years ago. Yet a survey research experiment to gauge the effects of respondent cooperation on survey quality indicates that carefully conducted polls continue to obtain representative samples of the public and provide accurate data about the views and experiences of Americans.

A typical five-day survey conducted by the Pew Research Center, employing standard techniques used by most opinion polling organizations, now obtains interviews with people in fewer than three-in-ten sampled households (27%). That represents a decrease of about nine percentage points (on average) from the late 1990s.¹ This decline results from increased reluctance to participate in surveys and not from an inability by survey organizations to contact someone in a household.

	<i>Standard</i>		<i>Rigorous</i>	
	<i>---Survey---</i>		<i>---Survey---</i>	
	<u>1997</u>	<u>2003</u>	<u>1997</u>	<u>2003</u>
	%	%	%	%
Response rate	36	27	61	51
Cooperation rate	58	38	74	59
Contact rate	69	76	92	92

*Rates computed according to American Association for Public Opinion Research (AAPOR) standards. See footnote on this page for definitions of rates.

In that regard, the growing use of answering machines, voice mail, caller ID, and call blocking is not preventing survey organizations from reaching an adult in most of the households sampled. Across five days of interviewing, the Center was able to make some kind of contact with the vast majority of households (76%), and there has been no decline in this contact rate since 1997. But because of busy schedules, skepticism and outright refusals, interviews were completed in just 38% of households that were reached using standard polling procedures. In 1997, a majority of those who were reached (58%) cooperated with the survey. The same pattern was seen in a separate survey, which had a much longer field period and used more rigorous survey techniques. In this poll, which was in the field for nearly five months, 59% of contacted respondents cooperated, compared with 74% in 1997.

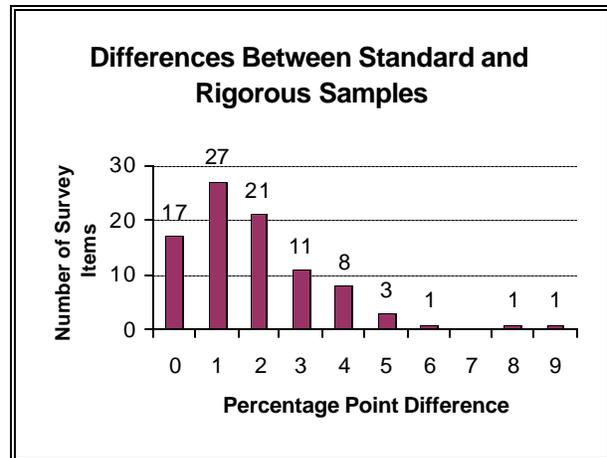
Yet the decline in participation has not undermined the validity of most surveys conducted by reputable polling organizations. When compared with benchmarks obtained from the U.S. Census and other government surveys with response rates that exceed 90%, the demographic and social composition

¹ This report describes several different measures of success in the conduct of surveys. The **contact rate** is the percentage of known or assumed residential households in which contact was made with a person. The **cooperation rate** is the percentage of contacted households in which an interview was completed. The **response rate** is the overall percentage of known or assumed households in which an interview was completed.

of the samples in the average poll today is remarkably accurate.

Judged by their accuracy in forecasting voter behavior on Election Day, properly designed election surveys conducted just before voting continue to be highly valid.² And even though a typical survey interviews fewer than three-in-ten of the people it attempts to reach, there is little to suggest that those who do not participate hold substantially different views on policy and political issues.

As in its 1997 survey research study, the Pew Research Center experiment found little difference between its *standard* survey—conducted with commonly utilized polling techniques from June 4-8, 2003 – and a survey employing more rigorous techniques aimed at obtaining a high rate of response, which was conducted June 4-Oct. 30, 2003. The *rigorous* survey obtained a response rate of 51%, compared with 27% for the standard survey. However, a comparison of more than 90 separate measures covering a wide range of attitudes and behaviors found relatively small



differences between the two surveys. The median difference was less than two percentage points, well within the margin of sampling error. In addition, there was no clear pattern to the differences.

Nonetheless, there are notable differences between typical survey respondents and people who are hardest to reach in such surveys – those who were successfully interviewed only after multiple attempts or who had declined to participate on at least two occasions before complying. Some of these differences reflect the practical difficulties of polling. For example, the hardest to reach were less likely to be at home in the evening, when survey organizations conduct most of their telephone surveys. People who were reluctant to participate also are less engaged by politics and say they vote in lower numbers. Yet here again, there were no consistent *attitudinal* differences between typical survey respondents and those who are more difficult to interview.

² For a review of the accuracy of pre-election polling in the 2000 and 2002 election cycles, see analyses by the National Council on Public Polls, an association of polling organizations whose mission includes monitoring standards employed by major public surveys. See <http://www.ncpp.org/presspost.htm>.

About the Survey

The basic approach of the experiment was to compare the responses from a sample of people obtained through Pew’s usual methodology with a sample obtained with a more rigorous survey effort over a much longer field period. To do this, an identical survey questionnaire was used in two separate surveys.

The *standard* survey was conducted among 1,000 adults from June 4-8, 2003, using the same amount of effort that would be applied to any Pew survey project. The *rigorous* survey was conducted from June 4-Oct. 30, 2003 and completed interviews with 1,089 people. In order to maximize response rates in the rigorous survey, a number of procedures were implemented, as described on page 12 of this report. Since the two survey questionnaires were identical, comparisons of the personal attitudes, behaviors, and characteristics can be made, though questions on which opinions were subject to change over the long field period of the rigorous survey – such as President Bush’s job approval or interest in news stories – are not used in the analysis presented here.

In addition, we compared the opinions of people who were especially difficult to interview (494 respondents) with those who were more easily available and who readily cooperated. “Hardest to reach” cases had refused the interview at least twice before complying and/or required 21 or more calls to complete.³

The methodology mirrors that of a 1997 study conducted by the Pew Research Center.

Acknowledgments

Several people provided valuable advice in the design of the study. An advisory committee chaired by Diane Colasanto included Richard Kulka, Warren Mitofsky, Richard Morin, Linda Piekarski, Mark Schulman, Evans Witt, and Cliff Zukin. Jonathan Best, Jon Rochkind, and Mary McIntosh of Princeton Survey Research Associates International provided methodological guidance for the project. The contribution of Survey Sampling International, which donated the telephone sample and demographic data for the project, is gratefully acknowledged.

³ These included people in the rigorous sample and the standard sample who were interviewed after the normal five-day field period.

Samples Mirror Public Profile

The profile of people interviewed in the standard survey conducted by Pew mirrors most demographic characteristics of the American public. Despite the growing difficulties in obtaining a high rate of response, well-designed telephone polls reach a representative cross-section of the public in terms of race, age, marital status, and even key economic characteristics such as home ownership, receipt of food stamps, and health insurance status.

To assess whether respondents to a typical survey are representative of the adult population, the demographic composition of the survey samples are compared with national parameters established in surveys that obtain response rates of 90% or more, such as the U.S. Census and the National Health Interview Survey.

Polls do not perfectly mirror all of the characteristics of the adult population. They often include too many women and too few minorities and people with low levels of education. But the demographic composition of the standard survey conducted June 4-8 was close to the U.S. Census parameters on most indicators. On the important characteristic of race, blacks made up 10% of the standard sample (compared with 11% of adults age 18 and older). But the survey included too few Hispanic respondents – 7% compared with the U.S. Census estimate of 12% of adults.

Demographic and Social Characteristics				
	<u>US</u>	<u>Stand-</u>	<u>Rigor-</u>	<u>Hardest</u>
	<u>Census</u>	<u>ard</u>	<u>ous</u>	<u>to reach</u>
	%	%	%	%
<i>Race*</i>				
White	83	82	81	74
Black	11	10	12	15
Other	6	8	7	9
<i>Ethnicity*</i>				
Hispanic	12	7	11	9
Not	88	93	89	91
<i>Age*</i>				
18-24	13	12	9	10
25-34	18	16	17	19
35-44	21	20	18	20
45-54	19	18	20	20
55-64	13	14	15	15
65+	16	18	19	14
<i>Education*</i>				
College grad	25	34	31	31
Some college	23	24	25	26
HS graduate	36	34	33	34
Not HS grad	16	8	11	8
<i>Own or rent</i>				
Own home	73	70	66	61
Rent/other	26	30	34	39
<i>Food stamps</i>				
Yes	5	6	7	5
No/DK/Ref.	95	94	93	95
<i>Health insurance from employer</i>				
Yes	66	67	69	69
No/DK/Ref.	34	33	31	31
<i>Current smoker</i>				
Yes	22^	26	23	22
No/DK/Ref.	78^	74	77	78

*Race, ethnicity, age and education figures based on unweighted data. "Hardest to reach" cases had refused the interview at least twice and/or required 21 or more calls to complete. All Census figures from March 2003 Annual Social and Economic Supplement except ^ National Health Interview Survey.

The standard sample obtained slightly fewer people age 18-35 than is true of the population, but the difference was relatively small (28% in the sample, 31% in the population). The biggest mismatch between the sample and the population pertained to educational levels: 16% of U.S. adults have not completed high school, but only 8% of survey respondents had not finished high school. Similarly, one-quarter of the public (25%) has at least a four-year college degree, but 34% in the sample said they have

a college degree.

Yet the rigorous survey, despite its higher response rate, was not always closer to population parameters than the standard survey. It did reach more African Americans (12%) and Hispanics ⁴ (11%) than the standard survey, and the rigorous sample was somewhat more reflective of the general public's education as well as current levels of cigarette smoking. But it was no closer to the population in terms of the income and age composition of the sample and was slightly less accurate than the standard survey in its estimate of food stamp utilization and health insurance status.

In general, locating and interviewing more people who were hard to reach did not always improve the demographic representativeness of the sample. Compared with the population as a whole, the hardest-to-reach were less apt to own their own home and less likely to be white, but they were about the same in terms of age, education, and other dimensions.

Most surveys – including those conducted by the Pew Research Center – attempt to correct for demographic biases through the use of statistical weighting, in which certain characteristics of the sample (e.g., education, race) are compared with known parameters of the population and then adjusted to match them. The result is typically to give slightly more weight to African-American and Hispanic respondents, the less educated, males, and the young. Most of the comparisons in this report are based on weighted data.

Political Engagement and Voting

One consistent pattern that the survey experiment revealed is that people who are reluctant to be interviewed are somewhat less interested and engaged in politics than those who readily consent to an interview. Fewer people in the rigorous survey – particularly among the hardest to reach – said they were registered to vote or reported voting in the 2002 congressional election.

Political Engagement			
	<u>Standard</u>	<u>Rigorous</u>	<u>Hardest to reach</u>
	%	%	%
Voted 2002 election	56	48	46
Registered to vote	72	67	64
Always/nearly always vote	65	62	61
Read newspaper yesterday	39	39	41
Watched TV news yesterday	64	63	63
Listened to radio news yesterday	44	42	42
Knows GOP controls Senate	63	62	57
Avg. # of "don't know" answers*	1.22	1.33	1.56
	N= (1000)	(1089)	(494)

Bold items indicate that hard-to-interview respondents are significantly different from Standard sample. "Hardest to reach" cases had refused the interview at least twice and/or required 21 or more calls to complete.

* Based on 19 attitudinal questions available on both survey questionnaires.

⁴ The rigorous survey offered respondents the opportunity to be interviewed in Spanish; 34 Spanish language interviews were conducted, accounting for 3% of all cases in the rigorous survey. The majority of these individuals said that they would not have been able to do the interview in English, and about one-quarter said it would have been difficult for them.

A majority in the standard sample (56%) say they voted in 2002, compared with 48% in the rigorous sample and 46% among the hardest-to-interview.⁵ Those most difficult to interview were also less likely than those in the standard sample to know that the Republican party has a majority in the U.S. Senate (57% vs. 63%).

Respondents in the rigorous survey, as well as those who were most difficult to reach, also were more apt to have no opinion about issues asked about in the survey. But the hardest-to-reach were similar to other respondents in their news consumption habits. There were no differences in the percentages saying they had read a newspaper, watched TV news, or heard the news on radio yesterday.

Trust and Safety Concerns

People who participated in the standard sample were somewhat more trusting of others than the more reluctant respondents. More than a third of respondents in the standard survey (35%) said that generally speaking “most people can be trusted;” fewer of those in the rigorous sample and people who were most difficult to reach expressed that sentiment (31%, 28% respectively).

But there were no differences in the extent to which respondents said they had many people they could turn if they needed help, or in their reported incidence of crime. The willing and the reluctant respondents reported similar levels of neighborhood crime, and were comparably concerned about threats to personal online privacy.

	<u>Standard</u>	<u>Rigorous</u>	<u>Hardest to reach</u>
	%	%	%
Trust most people	35	31	28
Can turn to many people when in need	37	36	37
Neighborhood not safe	12	12	11
Victim of property crime	14	12	12
Been mugged or assaulted	2	2	2
Worry about computers invading privacy	39	37	40
N=	(1000)	(1089)	(494)

Bold items indicate that hard-to-interview respondents are significantly different from Standard sample. "Hardest to reach" cases had refused the interview at least twice and/or required 21 or more calls to complete.

⁵ As in most surveys, these percentages are greater than the actual percentage of the voting age population that actually voted. Previous research has shown that this overestimate is largely a result of measurement error – respondents incorrectly reporting that they voted when they did not – rather than an overrepresentation of voters in the sample.

Party ID and Political Attitudes

In general, independents are harder to reach with commonly used survey techniques than are Republicans or Democrats. The standard survey conducted in early June included nearly identical percentages of Republicans (32%) and Democrats (31%), while 13% said they leaned to each of the two major parties. About one-in-ten survey respondents (11%) said they had no political affiliation and declined to lean to one of the parties.

The percentage of 'true' independents increased to 17% when rigorous sampling and interviewing techniques were employed. And independents comprised an even larger proportion of the hardest-to-interview respondents (19%). By comparison, Republicans made up a larger share of the standard sample (32%) than of the rigorous sample (26%) or the hardest-to-reach group (23%). The Democratic percentage of the groups was stable, regardless of the survey technique used.

There were only modest differences between the standard sample and the reluctant and less accessible respondents in ideology, and no difference in opinions about the two parties. The groups differed little in their views of whether there are major differences between the parties.

Party and Politics			
	<u>Standard</u>	<u>Rigorous</u>	<u>Hardest to reach</u>
<i>Party Identification</i>	%	%	%
Republican	32	26	23
Lean Republican	13	14	14
Ind., refused to lean	11	17	19
Lean Democrat	13	13	11
Democrat	<u>31</u>	<u>30</u>	<u>33</u>
	100	100	100
<i>2002 House Vote*</i>			
Republican candidate	47	44	39
Democratic candidate	40	42	46
Other/Independent	2	2	3
Don't know/Refused	<u>11</u>	<u>12</u>	<u>12</u>
	100	100	100
<i>Ideology</i>			
Conservative	39	35	35
Moderate	36	40	37
Liberal	21	18	20
Don't know/refused	4	7	8
	100	100	100
<i>Opinion of Dem Party</i>			
Favorable	54	58	55
Unfavorable	38	32	33
Don't know/refused	8	10	12
	100	100	100
<i>Opinion of Rep Party</i>			
Favorable	57	56	54
Unfavorable	34	35	33
Don't know/refused	9	9	13
	100	100	100
<i>Any diff. between parties?</i>			
Great deal	29	27	26
Fair amount	49	49	50
Hardly any	20	19	18
Don't know/refused	2	5	6
	100	100	100
	N= (1000)	(1089)	(494)
Bold items indicate that hard-to-interview responses are significantly different from Standard sample. "Hardest" cases had refused the interview at least twice and/or required 21 or more calls to complete.			
* Based on those who report having voted.			

Few Differences Over Issues

Across a range of other social and political topics, participants in the standard and rigorous samples were similar in their attitudes and values. There were virtually no differences in opinion toward government, the poor, business, homosexuality and other issues. Moreover, respondents in the standard and rigorous samples, and the hardest-to-reach people, differed very little in attitudes about evangelical Christians, about immigrants, about the root causes of poverty among blacks, or about the role of Islam in encouraging violence.

Both the easy-to-interview and the hardest-to-interview expressed overwhelmingly favorable views of minorities, though respondents in the standard survey were more positive in this regard. But the hardest-to-reach were not more *negative* about minorities. Instead, somewhat fewer of them were willing to offer ratings of the various groups. Even when the analysis is restricted to white respondents only, there is no evidence that the least amenable and available interviewees were more hostile toward minority groups. In the 1997 survey, the hardest-to-reach respondents held less favorable views of minority groups than did more willing respondents. That was not the case in this study.

Values and Attitudes			
	<u>Standard</u>	<u>Rigorous</u>	<u>Hardest to reach</u>
<i>Political and Social Issues</i>	%	%	%
Government wasteful	48	48	50
Poor have it easy	34	35	35
Business too profitable	51	53	53
Elected leaders care	33	33	34
Accept homosexuality	47	51	48
Ban dangerous books	45	44	43
Protect gun owners	42	42	37
US single world leader	12	11	10
Favorable toward Evangelicals	62	60	58
<i>Race and Ethnicity</i>			
Blacks mostly responsible for own condition	64	62	58
Immigrants burden on US	44	44	43
Islam encourages violence	35	37	36
See Muslim anti-Americanism	24	24	24
N=	(1000)	(1089)	(494)

Bold items indicate that hard-to-interview responses are significantly different from Standard sample. "Hardest to reach" cases had refused the interview at least twice and/or required 21 or more calls to complete.

Opinions about Groups			
	<u>Standard</u>	<u>Rigorous</u>	<u>Hardest to Reach</u>
<i>Jews</i>	%	%	%
Favorable	79	75	71
Unfavorable	8	10	11
No opinion	13	15	18
<i>Blacks</i>			
Favorable	85	82	78
Unfavorable	7	8	8
No opinion	8	10	14
<i>Muslims</i>			
Favorable	50	47	43
Unfavorable	30	31	31
No opinion	20	22	26
<i>Hispanics</i>			
Favorable	77	77	73
Unfavorable	13	13	13
No opinion	10	10	14
<i>Asians</i>			
Favorable	75	73	70
Unfavorable	12	12	11
No opinion	13	15	19
N=	(1000)	(1089)	(494)

Bold items indicate that hard-to-interview respondents are significantly different from Standard sample. "Hardest to reach" cases had refused the interview at least twice and/or required 21 or more calls to complete.

Lifestyles Also Similar

There were almost no significant differences between the standard and rigorous samples in responses to several questions about personal behaviors, family finances, health status, and church attendance. Roughly equal numbers of the easy and hardest-to-interview use the Internet, attend church every week, watch reality shows on television, or smoke cigarettes. Similar numbers describe their family as “struggling” and report not having had enough money for food or health care at some point in the past year.

However, somewhat more of the hardest-to-reach group (49%) said they

went out three or more days a week in the evening – when survey organizations conduct most of their interviewing. That compares with 45% of the rigorous sample and 42% of the standard sample.

Call Screening Widespread

The vast majority of Americans report that their household has at least one type of device that can be used to control or screen their telephone calls. Roughly eight-in-ten respondents in the standard survey (78%) said they have an answering machine or voice mail, and 43% said they use these devices to screen their telephone calls at least some of the time. The results were similar among those who were interviewed in the rigorous survey, and among the hardest-to-reach respondents.

About half of the respondents in all three groups said they have caller ID, and 44% said they use it to screen calls at least some of the time. Roughly one-in-five respondents said they have call blocking or a privacy manager to stop certain calls from reaching the household. Overall, 88% in the standard survey said they have either an answering machine, caller ID or call blocking; nearly half (47%) have at least two of these items. Again, the results were comparable in the rigorous survey and among the hardest-to-reach.

	<u>Standard</u>	<u>Rigorous</u>	<u>Hardest to reach</u>
	%	%	%
Go out 3 or more nights/wk	42	45	49
Exercised yesterday	40	40	44
Attend church weekly	37	36	38
Goes online	67	65	67
Never go out	15	14	13
Not enough \$ for food	16	17	18
Not enough \$ for health care	25	21	25
Watch reality TV	33	35	34
Watch late night TV	33	32	32
Listen to religious radio	31	32	35
Excellent/good health	80	78	80
Currently smokes	26	23	22
Ever smoked marijuana	38	37	39
N=	(1000)	(1089)	(494)

Bold items indicate that hard-to-interview respondents are significantly different from Standard sample. "Hardest to reach" cases had refused the interview at least twice and/or required 21 or more calls to complete.

	<u>Stand-ard</u>	<u>Rigor-ous</u>	<u>Hardest to reach</u>
	%	%	%
Voice mail/machine	78	79	78
Caller ID	51	52	55
Call blocking	18	19	19
Listed phone #	71	73	70
Cell phone	61	60	64
Likely to give up home phone	13	11	11

"Hardest to reach " cases had refused the interview at least twice and/or required 21 or more calls to complete.

Affluent households are more likely to have these technologies, but majorities of even the lowest income respondents in the survey said they have one or more of these devices in their home. While answering machines and voice mail are more common than caller ID, the latter is employed more regularly to screen calls, with 27% of the public saying they always screen calls with caller ID (compared with only 17% who say they always use an answering machine to do this). More African-Americans than whites have caller ID (73% vs. 47%) and a higher percentage of blacks always uses it for call screening (34% vs. 24%). Young people ages 18-29 are the group most likely to say they always screen calls with caller ID (41% say this), compared with only 12% those aged 65 and older.

Privacy managers or call blocking, which electronically stop certain calls from reaching a household, are less common. More women (20%) than men (14%) report using this technology.

Use Answering Machine to Screen Calls?			
	Stand- ard %	Rigor- ous %	Hardest to reach %
Always	17	18	21
Most of the time	11	11	15
Some of the time	15	16	13
Not very often	15	14	12
Never	20	19	16
No machine	22	21	22
DK/Refused	* 100	1 100	1 100
Use Caller ID to Screen Calls?			
Always	27	29	32
Most of the time	10	8	9
Some of the time	7	7	7
Not very often	4	4	4
Never	3	3	3
No caller ID	48	48	44
DK/Refused	1 100	1 100	1 100

Bold items indicate that hard-to-interview respondents were significantly different from standard survey. "Hardest to reach" cases had refused the interview at least twice and/or required 21 or more calls to complete.

But the study finds no evidence that the widespread use of call screening devices is in itself undermining the reliability of survey research. The percentage of households in which a personal contact was made during the five-day standard survey period was higher in 2003 than it had been in 1997 (76% vs. 69%), though more calls per telephone number were needed to achieve the desired number of interviews in last year's survey. The "contact rate" for the rigorous study in 2003 was identical to that obtained in 1997 – nearly every residential household identified in the sample (92%) had been contacted verbally at least once by an interviewer.

It is possible that call screening is even more prevalent among households in the sample where an interview was never obtained. The evidence on this point is mixed. There is no difference between the standard and rigorous samples in the use of technology to screen calls, but households that were especially difficult to interview – those with two or more refusals or those that required more than 20 calls – were somewhat more likely than the standard sample to report regular use of call screening. By and large, though, the current study provides confirmation of findings from early studies on answering machines: people may be using call screening technology as much to stay connected with the outside world as to hide from it.

Unreachable: Cell Users, Institutional Residents

Two kinds of people are missed by all telephone surveys: people who do not have telephone service at all, and those who use only a cell phone. In addition, most polls exclude people who live in institutions such as prisons or long-term psychiatric care facilities.

According to recent preliminary estimates from the federal government's 2003 National Health Interview Survey, based on face-to-face interviews in 16,677 households, approximately 4.4% of U.S. adults do not have a land-line telephone in their residence; 2.8% have a wireless phone but no land-line service, and 1.6% have no telephone service at all.⁶ Cell phones are not yet included in most polling organizations' samples.⁷

Compared with people with land-line telephones, those who rely solely on cell phones tend to be younger and more likely to live alone. People with no telephone service at all are much different demographically than those who have cell phones or land line telephone service: more of them are black or Hispanic, more live alone, they are less educated and have lower incomes

The Pew study asked current cell phone users how likely they were to give up their land-line phones in the near future. Overall, just 6% of standard survey respondents have a cell phone and say they are "very likely" to give up their land-line service. Another 7% say they are "somewhat likely" to do this.

Although excluding the 4.4% of adults with no land-line phone from surveys creates only a minor bias in the results overall, the omission of non-telephone households can be a more serious problem in surveys targeted specifically at low income families.

⁶ Stephen J. Blumberg, Julian V. Luke, and Marcie L. Cynamon. "Has Cord-Cutting Cut into Random-Digit-Dialed Health Surveys? The Prevalence and Impact of Wireless Substitution." Paper presented at the Eighth Conference on Health Survey Research Methods, Atlanta, Georgia, Feb. 2004.

⁷ Most polls exclude cells phones because of legal concerns and resistance from cell phone users. While it is legal to use random-digit dialing to call cell phones for surveys, it is not legal to use so-called predictive dialers for this purpose. Predictive dialers place calls automatically and then connect an available interviewer to the number when the respondent answers. In addition, many cell phone users resent being called for surveys because they must pay by the minute for air time.

About the Study

The Pew Research Center's study of the impact of response rates on survey quality was conducted in the summer and fall of 2003 and mirrored, in many respects, the Center's response rate study in 1997. (This report is on the Pew Research Center website: <http://people-press.org/reports/display.php3?ReportID=94>).

Two separate surveys were undertaken at the same time with the same questionnaire. One was conducted with 1,000 adult respondents June 4-8, 2003 using the Center's standard methodology for its national polls. The other study interviewed 1,089 respondents using a more rigorous set of techniques to achieve the highest feasible rate of response, and remained in the field for five months from June 4 until October 30. The *standard* survey also continued data collection after June 8 and eventually interviewed 1,370 people, with an overall response rate of 37%.

The methods used in the *rigorous* study differed from the standard survey in several ways. Letters announcing the survey were sent in advance when an address could be identified from the telephone sample (86% of households), with roughly half of these letters including a \$2 incentive. In households where a respondent refused to participate, letters were sent to describe the survey process before additional attempts to complete an interview were made. If no contact had been established as of July 24, an additional letter with a \$2 incentive was sent to all available addresses. Beginning on July 31, messages explaining the survey were left on answering machines in households where a survey had not been completed. Respondent selection within households used a version of random sampling whereas the standard survey used an "at home" selection method. The rigorous study also included Spanish language interviews (34 of the 1,089 interviews were conducted in Spanish).

APPENDIX: DISPOSITION CODES FOR STANDARD AND RIGOROUS SURVEYS

Response Rate Calculations and Call Dispositions by Survey Protocol using AAPOR Standard Definitions

Final Disposition Category	Standard 5-Day	Rigorous
Total numbers dialed	6,623	3,945
Complete	1,000	1,089
Partial	0	0
Refusals/breakoffs	1,619	760
Noncontacts	770	128
Respondent away/unavailable		
Answering machine		
Call back		
Other	224	106
Health		
Language		
Unknown HH eligibility	759	175
Busy/No answer all attempts		
Unknown other	0	0
Not eligible	2,251	1,687
Not working/disconnect		
Business/government		
Computer/fax		
No one 18 or older		
AAPOR Response rate 3 (%)	26.6	51.4
AAPOR Cooperation rate 3 (%)	38.2	58.9
AAPOR Contact rate 2 (%)	75.5	92.3

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
2003 METHODOLOGY STUDY
FINAL TOPLINE
Standard Survey N=1,000 (June 4 - 8, 2003)
Rigorous Survey N=1,089 (June 4 - October 30, 2003)

Hello, I am ____ calling for Princeton Data Source. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country.

Introduction for Standard Survey:

I'd like to ask a few questions of the YOUNGEST MALE, 18 years of age or older, who is now at home. [IF NO MALE, ASK: May I please speak with the OLDEST FEMALE, 18 years of age or older, who is now at home?]

Introduction for Rigorous Survey:

IF SENT LETTER: We recently sent you a letter about this study.

IF SENT \$2 BILL: We also sent a two dollar bill.

I'd like to interview someone in your household. To determine who that should be, I'd like to know how many persons, aged 18 or older, live in this household.

IF 1 PERSON: Could I please speak to that person?

IF 2 PERSONS: May I please speak with the [RANDOMLY SELECTED--younger/older] of the two adults who live in this household?

IF 3 PERSONS: May I please speak with the [RANDOMLY SELECTED--youngest of the 3 adults/oldest of the three adults/adult whose age is in the middle]?

IF 4 OR MORE PERSONS: May I please speak to the person, 18 or older, who [RANDOMLY SELECTED--has had the most recent/will have the next] birthday?

Q.2 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

<u>Stand.</u>	<u>Rigorous</u>		Mid-Nov	Nov	— June 1997 —		Feb
			<u>2001</u>	<u>1998</u>	<u>Stand.</u>	<u>Rigorous</u>	<u>1997</u>
35	31	Most people can be trusted	42	36	42	43	45
58	62	Can't be too careful	55	57	54	54	52
4	5	Other/Depends (VOL)	2	6	3	2	2
<u>3</u>	<u>2</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
100	100		100	100	100	100	100

Q.3 Which of the following labels best describes your household [READ ITEMS, IN ORDER]:

<u>Stand.</u>	<u>Rigorous</u>		June <u>2002</u>	Feb <u>2002</u>	June <u>2001</u>
31	32	Professional or business class	31	32	29
43	42	Working class	47	46	47
14	17	OR a struggling family or household?	14	14	15
3	2	More than one apply (VOL)	2	2	2
7	6	None apply (VOL)	3	4	4
<u>2</u>	<u>1</u>	DK/Refused	<u>3</u>	<u>2</u>	<u>3</u>
100	100		100	100	100

[Unweighted Frequencies]

AGE What is your age?

<u>Stand.</u>	<u>Rigorous</u>		— June 1997 —	
			<u>Stand.</u>	<u>Rigorous</u>
20	16	18-29	20	16
37	38	30-49	44	45
23	26	50-64	17	19
18	19	65+	17	18
<u>2</u>	<u>1</u>	DK/Refused	<u>2</u>	<u>2</u>
100	100		100	100

[Unweighted Frequencies]

EDUC What was the last grade or class that you completed in school?

<u>Stand.</u>	<u>Rigorous</u>		- June 1997 -	
			<u>Stand.</u>	<u>Rigorous</u>
8	11	Less than high school	11	9
34	33	High School Graduate	37	34
24	25	Some College	23	24
34	31	College Graduate	28	33
*	*	DK/Refused	1	*
<u>100</u>	<u>100</u>		<u>100</u>	<u>100</u>

ON A DIFFERENT SUBJECT...

Q.6 I am going to read some pairs of statements that will help us understand how you feel about a number of things. As I read each pair, tell me whether the FIRST statement – Statement A – or the SECOND statement – Statement B – comes closer to your own views -- even if neither is exactly right. The first pair is... (READ AND ROTATE) (AFTER CHOICE IS MADE, PROBE: Do you feel STRONGLY about that, or not?)

<u>Stand.</u>	<u>Rigorous</u>		<u>Sept</u>	<u>Aug</u>	<u>Oct</u>	- June 1997 -		<u>Oct</u>	<u>Oct</u>	<u>April</u>	<u>Oct</u>	<u>July</u>
			<u>2000</u>	<u>1999</u>	<u>1997</u>	<u>Stand.</u>	<u>Rigorous</u>	<u>1996</u>	<u>1995</u>	<u>1995</u>	<u>1994</u>	<u>1994</u>
a.		Government is almost always										
48	48	wasteful and inefficient	52	51	--	59	58	56	63	63	64	66
38	37	Strongly	43	41	--	49	47	48	53	51	54	54
10	11	Not Strongly	9	10	--	10	11	8	10	12	10	12
		Government often does a better										
46	45	job than people give it credit for	40	43	--	36	38	39	34	34	32	31
28	27	Strongly	27	28	--	23	23	25	20	19	19	17
18	18	Not Strongly	13	15	--	13	15	14	14	15	13	14
<u>6</u>	<u>7</u>	Neither/Don't know	<u>8</u>	<u>6</u>	--	<u>5</u>	<u>4</u>	<u>5</u>	<u>3</u>	<u>3</u>	<u>4</u>	<u>3</u>
<u>100</u>	<u>100</u>		<u>100</u>	<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

<u>Stand.</u>	<u>Rigorous</u>		<u>Sept</u>	<u>Aug</u>	<u>Oct</u>	- June 1997 -		<u>Oct</u>	<u>Oct</u>	<u>April</u>	<u>Oct</u>	<u>July</u>
			<u>2000</u>	<u>1999</u>	<u>1997</u>	<u>Stand.</u>	<u>Rigorous</u>	<u>1996</u>	<u>1995</u>	<u>1995</u>	<u>1994</u>	<u>1994</u>
b.		Poor people today have it easy because										
34	35	they can get government benefits	--	45	--	45	49	46	54	52	48	53
24	24	without doing anything in return	--	30	--	33	34	35	36	37	35	37
10	11	Strongly	--	15	--	12	15	11	18	15	13	16
		Not Strongly										
		Poor people have hard lives because										
55	52	government benefits don't go far	--	42	--	42	41	40	36	39	41	39
42	39	enough to help them live decently	--	31	--	31	29	28	25	28	31	27
13	13	Strongly	--	11	--	11	12	12	11	11	10	12
<u>11</u>	<u>13</u>	Not Strongly	--	<u>13</u>	--	<u>13</u>	<u>10</u>	<u>14</u>	<u>10</u>	<u>9</u>	<u>11</u>	<u>8</u>
<u>100</u>	<u>100</u>	Neither/Don't know		<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

<u>Stand.</u>	<u>Rigorous</u>		<u>Sept</u>	<u>Aug</u>	<u>Oct</u>	- June 1997 -		<u>Oct</u>	<u>Oct</u>	<u>April</u>	<u>Oct</u>	<u>July</u>
			<u>2000</u>	<u>1999</u>	<u>1997</u>	<u>Stand.</u>	<u>Rigorous</u>	<u>1996</u>	<u>1995</u>	<u>1995</u>	<u>1994</u>	<u>1994</u>
c.		Racial discrimination is the main										
24	25	reason why many black people	31	28	25	33	29	28	37	34	34	32
16	16	can't get ahead these days	22	19	--	22	18	19	25	21	24	20
8	9	Strongly	9	9	--	11	11	9	12	13	10	12
		Not Strongly										
		Blacks who can't get ahead in this										
64	62	country are mostly responsible for	54	59	61	54	61	58	53	56	54	59
50	47	their own condition	43	46	--	41	45	45	38	40	40	43
14	16	Strongly	11	13	--	13	16	13	15	16	14	16
<u>12</u>	<u>13</u>	Not Strongly	<u>15</u>	<u>13</u>	<u>14</u>	<u>13</u>	<u>10</u>	<u>14</u>	<u>10</u>	<u>10</u>	<u>12</u>	<u>9</u>
<u>100</u>	<u>100</u>	Neither/Don't know	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Q.6 CONTINUED...

<u>Stand.</u>	<u>Rigorous</u>		<u>Sept</u> <u>2000</u>	<u>Aug</u> <u>1999</u>	<u>Oct</u> <u>1997</u>	<u>- June 1997 -</u> <u>Stand.</u>	<u>Rigorous</u>	<u>April</u> <u>1997</u>	<u>June</u> <u>1996</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
d.		Immigrants today strengthen our country because of their hard										
46	45	work and talents	50	46	41	41	40	38	37	--	--	31
30	28	Strongly	36	30	--	26	25	19	--	--	--	17
16	17	Not Strongly	14	16	--	15	15	19	--	--	--	14
		Immigrants today are a burden on our country because they take our jobs, housing and health care										
44	44	work and talents	38	44	48	48	52	52	54	--	--	63
35	34	Strongly	29	34	--	37	39	38	--	--	--	49
9	10	Not Strongly	9	10	--	11	13	14	--	--	--	14
<u>10</u>	<u>11</u>	Neither/Don't know	<u>12</u>	<u>10</u>	<u>11</u>	<u>11</u>	<u>8</u>	<u>10</u>	<u>9</u>	--	--	<u>6</u>
100	100		100	100	100	100	100	100	100			100

<u>Stand.</u>	<u>Rigorous</u>		<u>July</u> <u>2002</u>	<u>Feb</u> <u>2002</u>	<u>Sept</u> <u>2000</u>	<u>Aug</u> <u>1999</u>	<u>- June 1997 -</u> <u>Stand.</u>	<u>Rigorous</u>	<u>Oct</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
e.		Business corporations make too much profit											
51	53	much profit	58	54	54	52	51	53	51	53	51	50	52
43	43	Strongly	51	44	46	42	43	43	43	44	42	40	43
8	10	Not Strongly	7	10	8	10	8	10	8	9	9	10	9
		Most corporations make a fair and reasonable amount of profit											
42	39	and reasonable amount of profit	33	39	38	42	43	42	42	43	44	44	43
27	25	Strongly	22	24	28	29	28	26	27	27	26	28	27
15	14	Not Strongly	11	15	10	13	15	16	15	16	18	16	16
<u>7</u>	<u>8</u>	Neither/Don't know	<u>9</u>	<u>7</u>	<u>8</u>	<u>6</u>	<u>6</u>	<u>5</u>	<u>7</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>5</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

<u>Stand.</u>	<u>Rigorous</u>		<u>March</u> <u>2002</u>
f.		The Islamic religion is more likely than others to encourage violence among its believers	
35	37	among its believers	25
25	27	Strongly	--
10	10	Not Strongly	--
		The Islamic religion does not encourage violence more than others	
46	45	encourage violence more than others	51
32	28	Strongly	--
14	17	Not Strongly	--
<u>19</u>	<u>18</u>	Neither/Don't know	<u>24</u>
100	100		100

<u>Stand.</u>	<u>Rigorous</u>		<u>Sept</u> <u>2000</u>	<u>Aug</u> <u>1999</u>	<u>- June 1997 -</u> <u>Stand.</u>	<u>Rigorous</u>	<u>Oct</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
g.		Most elected officials care what people like me think									
33	33	people like me think	39	35	28	31	38	33	32	29	34
18	19	Strongly	26	21	17	18	23	18	18	17	18
15	14	Not Strongly	13	14	11	13	15	15	14	12	16
		Most elected officials don't care what people like me think									
62	63	what people like me think	55	60	67	66	58	64	64	68	64
51	48	Strongly	44	49	55	53	48	53	53	56	51
11	15	Not Strongly	11	11	12	13	10	11	11	12	13
<u>5</u>	<u>4</u>	Neither/Don't know	<u>6</u>	<u>5</u>	<u>5</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>3</u>	<u>2</u>
100	100		100	100	100	100	100	100	100	100	100

Q.6 CONTINUED...

<u>Stand.</u>	<u>Rigorous</u>		<u>Sept</u> <u>2000</u>	<u>Aug</u> <u>1999</u>	<u>Oct</u> <u>1997</u>	<u>- June 1997 -</u> <u>Stand.</u>	<u>Rigorous</u>	<u>Oct</u> <u>1996</u>	<u>April</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
h.		Homosexuality is a way of life											
47	51	that should be accepted by society	50	49	46	45	48	44	44	45	47	46	46
33	34	Strongly	35	33	--	32	34	32	29	29	30	33	26
14	17	Not Strongly	15	16	--	13	14	12	15	16	17	13	20
		Homosexuality is a way of life that											
		should be discouraged by society											
45	43	that should be discouraged by society	41	44	48	50	46	49	49	50	48	48	49
38	36	Strongly	35	37	--	43	40	42	42	41	40	41	41
7	7	Not Strongly	6	7	--	7	6	7	7	9	8	7	8
<u>8</u>	<u>6</u>	Neither/Don't know	<u>9</u>	<u>7</u>	<u>6</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>7</u>	<u>5</u>	<u>5</u>	<u>6</u>	<u>5</u>
100	100		100	100	100	100	100	100	100	100	100	100	100

<u>Stand.</u>	<u>Rigorous</u>		<u>Sept</u> <u>2000</u>	<u>Aug</u> <u>1999</u>	<u>Oct</u> <u>1997</u>	<u>- June 1997 -</u> <u>Stand.</u>	<u>Rigorous</u>	<u>Oct</u> <u>1996</u>	<u>Oct</u> <u>1995</u>	<u>June</u> <u>1995</u>	<u>April</u> <u>1995</u>	<u>Oct</u> <u>1994</u>	<u>July</u> <u>1994</u>
i.		Books that contain dangerous											
		ideas should be banned from											
45	44	public school libraries	48	52	--	46	51	44	46	42	45	42	46
39	38	Strongly	41	43	--	39	45	39	37	--	40	36	37
6	6	Not Strongly	7	9	--	7	6	5	9	--	5	6	9
		Public school libraries should be											
		allowed to carry any books											
		they want											
52	52	they want	48	45	--	50	46	51	52	53	52	53	55
43	41	Strongly	40	36	--	40	37	43	41	--	44	47	39
9	11	Not Strongly	8	9	--	10	9	9	11	--	9	8	12
<u>3</u>	<u>4</u>	Neither/Don't know	<u>4</u>	<u>3</u>	--	<u>4</u>	<u>3</u>	<u>4</u>	<u>2</u>	<u>5</u>	<u>2</u>	<u>3</u>	<u>3</u>
100	100		100	100		100	100	100	100	100	100	100	100

Q.7 What do you think is more important -- to protect the right of Americans to own guns, OR to control gun ownership?

<u>Stand.</u>	<u>Rigorous</u>		<u>May</u> <u>2000</u>	<u>March</u> <u>2000</u>	<u>June</u> <u>1999</u>	<u>May</u> <u>1999</u>	<u>Dec</u> <u>1993</u>
42	42	Protect right of Americans to own guns	38	29	33	30	34
54	54	Control gun ownership	57	66	62	65	57
<u>4</u>	<u>4</u>	Don't know/Refused	<u>5</u>	<u>5</u>	<u>5</u>	<u>5</u>	<u>9</u>
100	100		100	100	100	100	100

Q.8 What kind of leadership role should the United States play in the world? Should it be the single world leader, or should it play a shared leadership role, or shouldn't it play any leadership role?

IF ANSWERED 2 "SHARED LEADERSHIP ROLE" IN Q.8, ASK:

Q.9 Should the United States be the most active of the leading nations, or should it be about as active as other leading nations?

<u>Stand.</u>	<u>Rigorous</u>		<u>Mid-Oct</u> <u>2001</u>	<u>Early Sept</u> <u>2001</u>	<u>Sept</u> <u>1997</u>	<u>June</u> <u>1995</u> ⁸	<u>Oct</u> <u>1993</u>	<u>Sept</u> <u>1993</u>
13	11	Be the single world leader, or	12	13	12	13	9	10
76	75	Should it play a shared leadership role	79	75	73	74	78	81
30	28	Most active	33	25	22	25	23	27
44	45	About as active	45	49	50	47	53	52
2	2	Don't know/Refused	1	1	1	2	2	2
7	8	Shouldn't it play any leadership role	3	8	11	9	9	7
<u>4</u>	<u>6</u>	Don't know/Refused	<u>6</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>2</u>
100	100		100	100	100	100	100	100

⁸ In 1995 and earlier, the answer categories were "...most active, or should it be no more or less active than other leading nations?"

ASK ALL:

Q.10 Do you happen to know which political party has a majority in the U.S. Senate?

<u>Stand.</u>	<u>Rigorous</u>		<u>June 2001</u>	<u>Sept 1992</u>	<u>June 1992</u>	<u>May 1992</u>
63	62	Republican (<i>Correct Answer</i>)	12	10	17	17
10	9	Democratic	56	57	52	55
<u>27</u>	<u>29</u>	Don't Know/Refused	<u>32</u>	<u>33</u>	<u>31</u>	<u>28</u>
100	100		100	100	100	100

Q.11 I'd like your opinion of some groups and organizations. As I read from a list, please tell me which category best describes your overall opinion of what I name. (First,) would you say your overall opinion of **(INSERT ITEM: ROTATE ITEMS WITH A OR B COMING FIRST AND THEN D THROUGH I FOLLOWING)** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE")**

		<u>Very Favor-able</u>	<u>Mostly Favor-able</u>	<u>Mostly Unfavor-able</u>	<u>Very Unfavor-able</u>	<u>Never Heard Of</u>	<u>Can't Rate</u>
a.	The Democratic Party						
	June, 2003						
	Standard	11	43	28	10	*	8=100
	Rigorous	12	46	24	8	*	10=100
	April, 2003	13	44	25	11	*	7=100
	December, 2002	15	39	27	10	*	9=100
	July, 2001	18	40	24	10	*	8=100
	January, 2001	18	42	21	9	1	9=100
	September, 2000 (<i>RVs</i>)	16	44	23	12	*	5=100
	August, 1999	14	45	28	9	*	4=100
	February, 1999	11	47	26	11	0	5=100
	January, 1999	14	41	26	12	0	7=100
	Early December, 1998	18	41	24	10	0	7=100
	Early October, 1998 (<i>RVs</i>)	11	45	29	9	*	6=100
	Early September, 1998	13	47	25	8	*	7=100
	March, 1998	15	43	26	10	*	6=100
	August, 1997	11	41	32	10	0	6=100
	June, 1997						
	Standard	10	50	26	8	*	6=100
	Rigorous	12	50	24	8	*	6=100
	January, 1997	13	47	28	7	*	5=100
	October, 1995	9	40	37	11	0	3=100
	December, 1994	13	37	31	13	*	6=100
	July, 1994	13	49	27	7	*	4=100
	May, 1993	14	43	25	9	0	9=100
	July, 1992	17	44	24	9	*	6=100

Q.11 CONTINUED...

		Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Heard Of	Can't Rate
b.	The Republican Party						
	June, 2003						
	Standard	13	44	23	11	0	9=100
	Rigorous	10	46	24	11	*	9=100
	April, 2003	14	49	21	10	*	6=100
	December, 2002	18	41	22	11	*	8=100
	July, 2001	11	37	27	15	*	10=100
	January, 2001	13	43	22	13	*	9=100
	September, 2000 (RVs)	11	42	28	12	0	7=100
	August, 1999	8	45	31	12	*	4=100
	February, 1999	7	37	36	15	0	5=100
	January, 1999	10	34	27	23	0	6=100
	Early December, 1998	11	35	27	20	*	7=100
	Early October, 1998 (RVs)	9	43	28	14	0	6=100
	Early September, 1998	9	47	26	11	*	7=100
	March, 1998	10	40	31	12	*	7=100
	August, 1997	9	38	36	11	*	6=100
	June, 1997						
	Standard	9	44	30	11	*	6=100
	Rigorous	7	50	27	11	*	5=100
	January, 1997	8	44	33	10	*	5=100
	October, 1995	10	42	28	16	*	4=100
	December, 1994	21	46	19	8	*	6=100
	July, 1994	12	51	25	8	*	4=100
	May, 1993	12	42	25	10	0	11=100
	July, 1992	9	37	31	17	*	6=100
NO ITEM c.							
d.	Jews						
	June, 2003						
	Standard	25	54	6	2	*	13=100
	Rigorous	22	54	6	4	*	14=100
	March, 2002	18	56	7	2	*	17=100
	Mid-November, 2001	24	51	5	2	*	18=100
	March, 2001	16	56	8	2	*	18=100
	September, 2000 (RVs)	27	50	5	3	*	15=100
	June, 1997						
	Standard	26	56	7	2	1	8=100
	Rigorous	25	59	5	2	*	9=100
e.	Blacks						
	June, 2003						
	Standard	27	58	6	2	0	7=100
	Rigorous	24	58	6	2	*	10=100
	June, 1997						
	Standard	25	62	5	2	0	6=100
	Rigorous	21	65	8	1	0	5=100
f.	Hispanics						
	June, 2003						
	Standard	25	52	10	3	*	10=100
	Rigorous	22	55	10	3	0	10=100
	June, 1997						
	Standard	19	59	9	4	*	9=100
	Rigorous	18	56	13	4	1	8=100

Q.11 CONTINUED...

		Very Favorable	Mostly Favorable	Mostly Unfavorable	Very Unfavorable	Never Heard Of	Can't Rate
g.	Asians						
	June, 2003						
	Standard	24	52	8	3	*	13=100
	Rigorous	18	55	9	3	*	15=100
	June, 1997						
	Standard	20	56	9	4	*	11=100
	Rigorous	17	59	10	4	*	10=100
h.	Muslims						
	June, 2003						
	Standard	12	38	20	10	1	19=100
	Rigorous	10	37	20	11	*	22=100
	March, 2002	7	40	18	11	1	23=100
i.	Evangelical Christians						
	June, 2003						
	Standard	21	41	13	4	7	14=100
	Rigorous	21	39	12	5	6	17=100
	March, 2002	13	42	13	5	7	20=100
	March, 2001	13	42	12	4	8	21=100
	September, 2000 (RVs)	21	42	13	3	3	18=100
	February, 1996	13	26	23	15	11	12=100
	July, 1994	10	33	22	10	11	14=100
	May, 1990	12	31	19	19	7	12=100

Q.12 What's your impression - how many Muslims around the world are anti-American? **[READ, IN ORDER]**

<u>Stand.</u>	<u>Rigorous</u>		<u>March 2002</u>
7	7	Almost all	6
17	17	Most	12
25	25	About half	18
24	24	Some	24
15	14	Just a few	21
<u>12</u>	<u>13</u>	Don't know/Refused	<u>19</u>
100	100		100

Q.13 How much do you worry that computers and technology are being used to invade your privacy? **[READ OPTIONS]**

<u>Stand.</u>	<u>Rigorous</u>		<u>Nov 1998</u>	<u>June 1995</u>	<u>Feb 1994</u>
39	37	A lot	24	20	25
30	32	Some	30	30	30
19	18	Not much	19	19	18
10	11	Not at all	24	27	24
<u>2</u>	<u>2</u>	Don't know/Refused	<u>3</u>	<u>4</u>	<u>3</u>
100	100		100	100	100

INTERVIEWER NOTE: FOR QUESTIONS Q.15, Q.16 and Q.17, PLEASE DETERMINE WHAT DAY OF THE WEEK IT IS. IF THE DAY OF THE WEEK IS SUNDAY, PLEASE READ "FRIDAY." IF THE DAY OF THE WEEK IS NOT SUNDAY, READ "YESTERDAY."

ASK ALL:

NOW, ON ANOTHER SUBJECT...

Q.15 Did you get a chance to read a daily newspaper yesterday, or not?

	Read the <u>paper</u>	Didn't read <u>paper</u>	Don't <u>know</u>
June, 2003			
Standard	39	60	1=100
Rigorous	39	61	*=100
November, 2002	39	61	*=100
April, 2002	41	59	*=100
April, 2000	47	53	*=100
Late September, 1999	47	53	*=100
November, 1998	47	53	*=100
April, 1998	48	52	*=100
November, 1997	50	50	0=100
June, 1997			
Standard	47	53	*=100
Rigorous	45	55	*=100
April, 1996	50	50	*=100
June, 1995	52	48	*=100
March, 1995	45	55	*=100
February, 1994	58	42	0=100
January, 1994	49	50	1=100
March, 1991	56	44	*=100
<i>Gallup</i> 1965	71	29	0=100

Q.16 Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

	Watched <u>TV News</u>	Didn't watch <u>TV news</u>	Don't <u>know</u>
June, 2003			
Standard	64	36	*=100
Rigorous	63	36	1=100
November, 2002	61	39	*=100
April, 2002	55	45	*=100
April, 2000	56	44	*=100
Late September, 1999	62	37	1=100
November, 1998	65	35	*=100
April, 1998	59	41	*=100
November, 1997	68	31	1=100
June, 1997			
Standard	65	35	*=100
Rigorous	64	35	1=100
April, 1996	59	40	1=100
June, 1995	64	35	1=100
March, 1995	61	38	1=100
February, 1994	74	26	0=100
January, 1994	72	27	1=100
March, 1991	68	32	*=100
<i>Gallup</i> 1965	55	45	0=100

Q.17 Did you listen to any news on the radio yesterday, or not?

	<u>Yes, listened</u>	<u>Didn't Listen</u>	<u>Don't know</u>
June, 2003			
Standard	44	56	*=100
Rigorous	42	58	*=100
April, 2002 ⁹	41	58	1=100
April, 2000	43	56	1=100
Late September, 1999	44	56	*=100
November, 1998	41	57	2=100
April, 1998	49	51	*=100
November, 1997	44	55	1=100
June, 1997			
Standard	49	50	1=100
Rigorous	46	53	1=100
April, 1996	44	55	1=100
June, 1995	42	56	2=100
March, 1995	47	52	1=100
February, 1994	47	52	1=100
January, 1994	47	52	1=100
June, 1992	47	52	1=100
March, 1991 ¹⁰	44	56	*=100
March, 1990	52	47	1=100
February, 1990	55	44	1=100
January, 1990	51	48	1=100
Gallup 1965	58	42	0=100

Q.18 How often do you ... (INSERT ITEM, READ AND ROTATE)... regularly, sometimes, hardly ever, or never.

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
a. Watch "The O'Reilly Factor" with Bill O'Reilly					
June, 2003					
Standard	8	15	15	61	1=100
Rigorous	9	18	17	55	1=100
April, 2002	6	14	10	70	*=100
b. Listen to religious radio shows such as "Focus on the Family"					
June, 2003					
Standard	12	19	18	51	*=100
Rigorous	14	19	18	49	*=100
April, 2002	8	16	9	67	*=100
April, 1998	10	16	11	63	*=100
June, 1997					
Standard	11	17	15	57	*=100
Rigorous	11	18	17	54	*=100
April, 1996	11	14	13	62	*=100
c. Watch "reality television" shows such as American Idol, the Bachelorette, or Survivor					
June, 2003					
Standard	12	21	24	43	*=100
Rigorous	14	21	21	43	1=100

⁹ In April 2002 and earlier (except for June 1997 and March 1991), the question was worded: "About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday?"

¹⁰ Form 2 wording's results are presented.

Q.18 CONTINUED...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>Don't Know</u>
d. Watch late night TV shows such as David Letterman and Jay Leno					
June, 2003					
Standard	11	22	26	41	0=100
Rigorous	10	22	26	42	*=100
April, 2002	12	22	18	48	*=100

INTERVIEWER NOTE: FOR SUNDAY RESPONDENTS, OMIT THE WORD 'AGAIN'.

Q.19 Thinking again about what you did YESTERDAY, Did you... (INSERT ITEM, ROTATE) ...yesterday or not?

	<u>Yes</u>	<u>No</u>	<u>DK/NA</u>
a. Get some kind of vigorous exercise such as jogging, working out at a gym, or playing a racquet sport			
June, 2003			
Standard	40	60	*=100
Rigorous	40	60	*=100
April, 2002	39	60	1=100
April, 1998	36	64	0=100
June, 1997			
Standard	37	63	*=100
Rigorous	41	59	*=100
February, 1994	26	74	*=100
b. Go shopping for something other than food or medicine			
June, 2003			
Standard	29	71	*=100
Rigorous	28	72	*=100
April, 2002	27	73	*=100
June, 1997			
Standard	30	70	*=100
Rigorous	30	70	*=100
February, 1994	23	77	*=100

Q.20 Aside from weddings and funerals how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

<u>Stand.</u>	<u>Rigorous</u>		<u>March 2003</u>	<u>March 2002</u>	<u>Mid-Nov 2001</u>	<u>March 2001</u>	<u>Sept 2000¹¹</u>	<u>- June 1997 -</u>		<u>June 1996</u>
								<u>Stand.</u>	<u>Rigorous</u>	
13	13	More than once a week	15	15	16	17	17	12	11	14
24	23	Once a week	24	25	26	26	28	26	26	25
16	16	Once or twice a month	15	17	14	17	16	17	17	17
20	19	A few times a year	21	18	17	17	17	20	22	21
17	18	Seldom	15	15	16	15	13	15	15	13
9	11	Never	9	9	10	7	8	10	9	9
<u>1</u>	<u>*</u>	Don't know/Refused	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	<u>*</u>	<u>1</u>
100	100		100	100	100	100	100	100	100	100

¹¹ September 2000 results are based on registered voters.

Q.21 In an average week, about how many days do you go out in the evenings, either for work or for fun?
[INTERVIEWER: PROBE FOR SINGLE BEST GUESS IF R INSISTS ON A RANGE, CODE LOWER NUMBER IN RANGE.]

<u>Stand.</u>	<u>Rigorous</u>	
15	14	None
21	20	1 day
20	20	2 days
17	16	3 days
8	10	4 days
8	8	5 days
3	2	6 days
7	9	7 days
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	

3(2.52) 3(2.62) Mean

NOW, ON A TOTALLY DIFFERENT SUBJECT...

Q.22 When you need help, would you say that you can turn to many people for support, just a few people, or hardly any people for support?

	<u>Many People</u>	<u>Just A Few</u>	<u>Hardly Any People</u>	<u>No One/None (VOL)</u>	<u>DK/Ref</u>
June, 2003					
Standard	37	48	13	1	1=100
Rigorous	37	48	14	1	*=100
March, 2001	43	43	11	2	1=100
November, 1998	43	41	14	1	1=100
June, 1997					
Standard	41	45	12	1	1=100
Rigorous	47	40	13	*	*=100
February, 1997	39	51	8	1	1=100

Q.23 Have there been times during the last year when you did not have enough money to buy food your family needed?

<u>Stand.</u>	<u>Rigorous</u>		<i>Gallup</i>		<i>----- Gallup -----</i>					
			<u>June 2001</u>	<u>May 1998</u>	<u>Stand.</u>	<u>Rigorous</u>	<u>June 1989</u>	<u>Jan 1987</u>	<u>Jan 1984</u>	<u>Jan 1976</u>
16	17	Yes	16	11	19	17	13	15	20	14
83	83	No	84	89	81	83	87	84	79	86
<u>1</u>	<u>*</u>	DK/Refused	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>*</u>
100	100		100	100	100	100	100	100	100	100

Q.24 Have there been times during the last year when you did not have enough money to pay for medical or health care?

<u>Stand.</u>	<u>Rigorous</u>		<i>Gallup</i>		<i>----- Gallup -----</i>					
			<u>June 2001</u>	<u>May 1998</u>	<u>Stand.</u>	<u>Rigorous</u>	<u>June 1989</u>	<u>Jan 1987</u>	<u>Jan 1984</u>	<u>Jan 1976</u>
25	21	Yes	27	22	23	21	21	21	25	15
75	78	No	72	78	76	79	79	78	74	85
<u>*</u>	<u>1</u>	DK/Refused	<u>1</u>	<u>*</u>	<u>1</u>	<u>*</u>	<u>*</u>	<u>1</u>	<u>1</u>	<u>*</u>
100	100		100	100	100	100	100	100	100	100

Q.25 In general, how safe would you say you are from crime when walking in your neighborhood after dark... would you say you are very safe, somewhat safe, not too safe, or not at all safe?

		- June 1997 -	
<u>Stand.</u>	<u>Rigorous</u>	<u>Stand.</u>	<u>Rigorous</u>
52	53	46	46
34	34	37	39
9	8	11	10
3	4	4	4
2	1	2	1
100	100	100	100

Q.26 In the past 12 months, have you or your family, or has someone else in your neighborhood... (INSERT ITEM; ROTATE ORDER.)¹²

		<u>Yes, Self Or Family</u>	<u>Yes, Someone Else In Neighborhood</u>	<u>No</u>	<u>Don't know/ Refused</u>
a.	Had money or property stolen				
	June, 2003				
	Standard	14	12	72	2=100
	Rigorous	12	15	71	2=100
	April, 2000	11	12	76	1=100
	June, 1997				
	Standard	14	20	64	2=100
	Rigorous	15	17	66	2=100
	March, 1994	16	22	61	1=100
b.	Been physically assaulted or mugged				
	June, 2003				
	Standard	2	6	91	1=100
	Rigorous	2	5	92	1=100
	April, 2000	2	4	93	*=100
	June, 1997				
	Standard	4	8	87	1=100
	Rigorous	3	7	89	1=100
	March, 1994	5	8	86	1=100

Q.27 How would you rate your own health in general these days? Would you say your health is excellent, good, only fair, or poor?

		Mid-July	
<u>Stand.</u>	<u>Rigorous</u>	<u>1990</u>	
28	28	27	Excellent
52	51	53	Good
15	17	15	Only fair
5	4	5	Poor
*	*	*	Don't know/Refused (VOL.)
100	100	100	

¹² In 1994, the question was worded: "I'd like to ask if you, your family, or your neighborhood has been affected by crime in the past 12 months. (First,) in the past 12 months, have you or your family, or has someone else in your neighborhood..."

Q.28 Have you smoked at least 100 cigarettes in your entire life? [5 packs=100 cigarettes]

IF YES, HAS SMOKED 100 CIGARETTES ASK:

Q.29 Do you now smoke cigarettes everyday, some days, or not at all?

<u>Stand.</u>	<u>Rigorous</u>		<u>Aug 2002¹³</u>	<u>Aug 1999</u>
50	50	Yes, smoked 100 in entire life	--	--
26	23	Now smoke everyday/some days	23	24
20	18	Every day	--	--
6	5	Some days	--	--
24	27	Not at all	--	--
0	0	Don't know/Refused (VOL.)	--	--
50	50	No, haven't smoked 100 in entire life	77	76
*	*	Don't know/Refused (VOL.)	*	*
<u>100</u>	<u>100</u>		<u>100</u>	<u>100</u>

Q.30 Keeping in mind that all of your answers in this survey are confidential, have you, yourself, ever happened to try marijuana?

		----- Gallup -----							
<u>Stand.</u>	<u>Rigorous</u>		<u>Feb 2001</u>	<u>Sept 1999</u>	<u>May 1985</u>	<u>April 1977</u>	<u>Jan 1973</u>	<u>Mar 1972</u>	<u>Oct 1969</u>
38	37	Yes	38	34	33	24	12	11	4
61	62	No	60	66	67	76	88	89	94
<u>1</u>	<u>1</u>	DK/Refused	<u>2</u>	<u>*</u>	<u>0</u>	<u>0</u>	<u>*</u>	<u>0</u>	<u>2</u>
<u>100</u>	<u>100</u>		<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

Q.31 Do you use a computer at your workplace, at school, at home or anywhere else on at least an occasional basis?

IF "1, YES" (USE A COMPUTER) IN Q.31, ASK:

Q.32 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	<i>Computer User</i>			Based on Total Respondents: <i>Goes Online</i>		
	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>	<u>Yes</u>	<u>No</u>	<u>DK/Ref</u>
June, 2003						
Standard	75	25	0=100	67	33	0=100
Rigorous	75	25	*=100	65	35	0=100
January, 2003	76	24	0=100	67	33	*=100
December, 2002	76	24	*=100	67	33	*=100
Early October, 2002	75	25	*=100	63	37	*=100
June, 2002	74	26	*=100	66	34	*=100
May, 2002	75	25	*=100	66	34	*=100
April, 2002	71	29	*=100	62	38	0=100
February, 2002	71	29	*=100	62	38	0=100
January, 2002	73	27	0=100	62	38	0=100
Mid-November, 2001	73	27	0=100	62	38	0=100
Mid-September, 2001	72	28	*=100	62	38	*=100
June, 2001	72	28	*=100	62	38	0=100
May, 2001	75	25	*=100	64	36	0=100
April, 2001	72	28	*=100	62	38	0=100
February, 2001	72	28	0=100	60	40	*=100
January, 2001	71	29	*=100	61	39	0=100
July, 2000	68	31	1=100	55	45	*=100
June, 2000	68	31	1=100	56	44	*=100
April, 2000	68	32	*=100	54	46	*=100
March, 2000 ¹⁴	72	28	0=100	61	39	0=100

¹³ In August 2002 and 1999 the question was worded, "Do you smoke cigarettes on a regular basis?"

¹⁴ In March 2000, "or anywhere else" was added to the question wording.

Q.31/32 CONTINUED...

	Computer User			Based on Total Respondents: Goes Online		
	Yes	No	DK/Ref	Yes	No	DK/Ref
February, 2000	67	33	*=100	52	48	0=100
January, 2000	68	32	*=100	52	48	*=100
December, 1999	67	33	*=100	53	47	0=100
October, 1999	67	33	*=100	50	50	0=100
Late September, 1999	68	32	*=100	52	48	*=100
September, 1999	70	30	*=100	53	47	0=100
August, 1999	67	33	*=100	52	48	0=100
July, 1999	68	32	*=100	49	51	0=100
June, 1999	64	35	1=100	50	50	*=100
May, 1999	66	33	1=100	48	52	0=100
April, 1999	71	29	*=100	51	49	*=100
March, 1999	68	32	*=100	49	51	*=100
February, 1999	68	32	*=100	49	51	*=100
January, 1999	69	31	*=100	47	53	*=100
Early December, 1998	64	36	*=100	42	58	0=100
November, 1998	--	--	--	37	63	*=100
Early September, 1998	64	36	*=100	42	58	*=100
Late August, 1998	66	34	0=100	43	57	*=100
Early August, 1998	66	34	*=100	41	59	*=100
April, 1998	61	39	*=100	36	64	0=100
January, 1998	65	35	*=100	37	63	0=100
November, 1997	66	34	*=100	36	63	1=100
June, 1997						
Standard	60	40	0=100	29	71	0=100
Rigorous	62	38	0=100	32	68	0=100
Early September, 1996	56	44	*=100	22	78	0=100
July, 1996	56	44	*=100	23	77	0=100
April, 1996	58	42	*=100	21	79	*=100
March, 1996	61	39	*=100	22	78	0=100
February, 1996	60	40	0=100	21	79	*=100
January, 1996	59	41	0=100	21	79	0=100
June, 1995 ¹⁵	--	--	--	14	86	*=100

ASK ALL:

PARTY In politics today, do you consider yourself a Republican, Democrat or Independent?

<u>Stand.</u>	<u>Rigorous</u>		- June 1997 -	
			<u>Stand.</u>	<u>Rigorous</u>
32	26	Republican	28	29
31	30	Democrat	32	34
30	35	Independent	35	32
5	6	No Preference (VOL.)	3	3
1	*	Other (VOL.)	*	*
<u>1</u>	<u>3</u>	Don't know/Refused (VOL.)	<u>2</u>	<u>2</u>
100	100		100	100

PARTY/PARTYLN

<u>Stand.</u>	<u>Rigorous</u>		- June 1997 -	
			<u>Stand.</u>	<u>Rigorous</u>
45	40	Republican/Lean Republican	41	40
43	43	Democrat/Lean Democrat	47	49
<u>12</u>	<u>17</u>	Refused to lean	<u>12</u>	<u>11</u>
100	100		100	100

¹⁵

The 1995 figure combines responses from two separate questions: (1) Do you or anyone in your household ever use a modem to connect to any computer bulletin boards, information services such as CompuServe or Prodigy, or other computers at other locations? (IF YES, PROBE: Is that you, someone else or both?) (2) Do you, yourself, ever use a computer at (work) (school) (work or school) to connect with computer bulletin boards, information services such as America Online or Prodigy, or other computers over the Internet?

IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

<u>Stand.</u>	<u>Rigorous</u>		<i>- June 1997 -</i>	
			<u>Stand.</u>	<u>Rigorous</u>
35	31	Republican/Lean Republican	34	31
34	30	Democrat/Lean Democrat	37	40
<u>31</u>	<u>39</u>	Refused to lean	<u>29</u>	<u>29</u>
100	100		100	100
(N=368)	(N=454)			

ASK ALL:

Q.33 Thinking about the Democratic and Republican parties, would you say there is a great deal of difference in what they stand for, a fair amount of difference, or hardly any difference at all?

<u>Stand.</u>	<u>Rigorous</u>		Feb	March	<i>- June 1997 -</i>		Oct	July	May	May
			<u>1999</u>	<u>1998</u>	<u>Stand.</u>	<u>Rigorous</u>	<u>1995</u>	<u>1994</u>	<u>1990</u>	<u>1987</u>
29	27	A great deal	33	28	25	20	34	23	24	25
49	49	A fair amount	46	45	48	51	46	51	45	45
20	19	Hardly any	18	23	25	26	18	24	27	25
<u>2</u>	<u>5</u>	DK/Refused	<u>3</u>	<u>4</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	<u>4</u>	<u>5</u>
100	100		100	100	100	100	100	100	100	100

ROTATE Q.34a AND Q.34b

Q.34a What does it mean to you when someone says they are a REPUBLICAN? (OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS "DON'T KNOW." ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE.)

<u>Stand.</u>	<u>Rigorous</u>		Feb	May	Jan
			<u>1999</u>	<u>1990</u>	<u>1987</u>
15	17	Conservative/Right wing	18	22	21
15	6	That's their party/Who they vote for/Agree with on issues	11	--	8
13	9	They're rich/Support rich, powerful, monied interests	12	20	18
4	5	Business oriented/Support big business	6	10	13
4	4	Smaller government/Reduce government spending	4	6	5
3	3	Personal greed/Out for personal gain/Protect own assets	5	--	--
2	1	Religious/Family oriented	2	1	--
2	1	Want lower taxes	--	1	1
1	1	Pro-life	1	--	--
1	*	Not a Democrat	2	--	--
1	1	Morality	2	--	--
23	28	Other	16	14	24
30	31	No answer	33	45	28

Q.34b What does it mean to you when someone says they are a DEMOCRAT? (OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS "DON'T KNOW.". ACCEPT UP TO TWO RESPONSES, BUT DO NOT PROBE FOR SECOND RESPONSE.)

<u>Stand.</u>	<u>Rigorous</u>		Feb	May	Jan
			<u>1999</u>	<u>1990</u>	<u>1987</u>
15	16	Liberal/Left wing	16	18	18
15	7	That's their party/Who they vote for/Agree with on issues	12	--	9
10	11	For the people/For working people	15	18	21
7	4	For social programs/Social justice	9	9	7
4	4	Cares for poor, disadvantaged	3	7	7
2	1	Open-minded	2	--	--
2	1	Support bigger government	2	3	7
1	1	Middle class/For the middle class	2	--	--
1	1	Believes in higher taxes	1	1	2
1	1	Pro-choice	1	1	--
1	*	For minorities	*	2	--
21	25	Other	18	9	17
29	34	No answer	30	47	27

REGIST These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register... Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far? [IF REGIST = 1 "YES" ASK:]

REGICERT Are you absolutely certain you are registered to vote, or is there a chance your registration has lapsed because you moved or for some other reason?

<u>Stand.</u>	<u>Rigorous</u>	
76	73	Yes, registered
72	67	Absolutely certain
4	5	Chance registration has lapsed
*	1	Don't know/Refused (VOL.)
24	27	No, not registered
*	*	Don't know/Refused (VOL.)
100	100	

ASK ALL:

Q.35 How often would you say you vote... always, nearly always, part of the time or seldom?

	<u>Always</u>	<u>Nearly Always</u>	<u>Part of The time</u>	<u>Seldom</u>	<u>(VOL.) Never Vote</u>	<u>(VOL.) Other</u>	<u>DK/Ref.</u>
June, 2003							
Standard	36	29	14	11	8	1	1=100
Rigorous	37	26	12	13	11	1	*=100
Early September, 2002	47	23	14	10	6	*	*=100
August, 2002	42	29	12	12	4	1	*=100
June, 2000	46	24	11	11	7	1	*=100
Late September, 1999	28	41	15	9	5	1	1=100
August, 1999	41	27	14	10	7	1	*=100
Early September, 1998	43	29	13	11	-	3	1=100
Late August, 1998	38	30	16	14	6	*	*=100
June, 1998	40	29	15	12	-	4	*=100
November, 1997	33	38	15	9	5	*	*=100
October, 1997	51	23	11	10	5	*	*=100
June, 1997							
Standard	42	25	12	13	6	1	1=100
Rigorous	40	27	13	13	6	*	1=100
June, 1996	41	30	12	12	4	1	*=100
February, 1996	32	34	15	11	6	1	1=100
October, 1995	41	32	12	11	3	*	1=100
April, 1995	42	29	12	11	6	*	*=100
November, 1994	43	24	11	13	8	1	*=100
October, 1994	43	28	13	10	5	1	*=100
July, 1994	40	30	14	11	5	*	*=100
June, 1992	47	26	10	11	5	1	*=100
May, 1992	41	32	13	11	3	*	*=100
November, 1991	38	37	13	9	3	0	*=100
May, 1990	33	35	12	10	8	1	1=100
February, 1989	45	30	10	8	6	1	*=100
January, 1988	39	33	12	8	6	1	1=100
May, 1987	34	37	11	6	9	2	1=100

Q.36 In the 2002 elections for CONGRESS, did things come up which kept you from voting, or did you happen to vote?

IF RESPONDENT ANSWERED "1" YES, ASK:

Q.36a Are you absolutely certain you voted, or is there a chance you may not have?

<u>Stand.</u>	<u>Rigorous</u>		<u>Aug 1999¹⁶</u>	<u>April 1995</u>
60	52	Yes, voted	50	62
56	48	Absolutely certain	46	58
4	4	May not have voted/Don't Know	4	4
38	45	No, didn't vote/Too young to vote	47	37
<u>2</u>	<u>3</u>	Don't know/Refused	<u>3</u>	<u>1</u>
100	100		100	100

IF RESPONDENT ANSWERED "1" YES, CERTAIN IN Q.36a, ASK:

Q.37 Did you happen to vote for a Republican candidate or a Democratic candidate for U.S. Congress in your district?

<u>Stand.</u>	<u>Rigorous</u>		<u>Aug 1999</u>	<u>April 1995</u>
47	44	Republican	43	50
40	42	Democrat	45	40
2	2	Other/Independent Candidate	2	2
*	1	Didn't vote for Congress	1	1
<u>11</u>	<u>11</u>	Don't know/Refused	<u>9</u>	<u>7</u>
100	100		100	100

(N=588) (N=574)

ASK ALL:

IDEO In general, would you describe your political views as... **[READ]**

<u>Stand.</u>	<u>Rigorous</u>		Early					- June 1997 -		<u>June 1996</u>	<u>April 1996</u>	<u>July 1994</u>
			<u>June 2000</u>	<u>Oct 1999</u>	<u>Sept 1998</u>	<u>May 1998</u>	<u>Stand.</u>	<u>Rigorous</u>				
6	5	Very conservative	7	7	8	7	7	5	7	7	7	
33	30	Conservative	29	26	30	30	30	30	32	31	32	
36	40	Moderate	39	41	38	37	40	41	38	39	39	
14	13	Liberal, OR	15	16	15	15	14	15	14	14	15	
7	5	Very liberal?	5	6	6	6	5	5	6	5	4	
<u>4</u>	<u>7</u>	DK/Refused	<u>5</u>	<u>4</u>	<u>3</u>	<u>5</u>	<u>4</u>	<u>4</u>	<u>3</u>	<u>4</u>	<u>3</u>	
100	100		100	100	100	100	100	100	100	100	100	

Now I just have some background questions that are used for statistical purposes only...

[Unweighted Frequencies]

SEX

<u>Stand.</u>	<u>Rigorous</u>		- June 1997 -	
			<u>Stand.</u>	<u>Rigorous</u>
47	43	Male	45	42
<u>53</u>	<u>57</u>	Female	<u>55</u>	<u>58</u>
100	100		100	100

¹⁶ The August 1999 question asked about "the 1998 elections for CONGRESS." The April 1995 question asked about "the 1994 elections for Congress."

[Unweighted Frequencies]

HISP Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

		- June 1997 -	
<u>Stand.</u>	<u>Rigorous</u>	<u>Stand.</u>	<u>Rigorous</u>
7	11	7	6
93	88	92	93
*	1	1	1
100	100	100	100

[Unweighted Frequencies]

[INTERVIEWER: IF RESPONDENT ANSWERED 1 'HISPANIC' IN HISP, ASK: Are you white Hispanic, black Hispanic, or some other race? IF NON-HISPANIC ASK:]

RACE What is your race? Are you white, black, Asian, or some other?

		- June 1997 -	
<u>Stand.</u>	<u>Rigorous</u>	<u>Stand.</u>	<u>Rigorous</u>
82	81	78	82
9	11	12	9
2	2	2	2
6	5	7	6
1	1	1	1
100	100	100	100

MARITAL Are you married, divorced, separated, widowed, or never been married?

<u>Stand.</u>	<u>Rigorous</u>	
53	52	Married
13	15	Divorced
3	2	Separated
9	9	Widowed
22	22	Never been married
*	*	Don't know/Refused (VOL.)
100	100	

PARENT Are you the parent or guardian of any children under 18 now living in your household?

<u>Stand.</u>	<u>Rigorous</u>	
36	36	Yes
64	64	No
*	*	Don't know/Refused (VOL.)
100	100	

RELIG What is your religious preference — Protestant, Roman Catholic, Jewish, Mormon, or an orthodox church such as the Greek or Russian Orthodox Church?

<u>Stand.</u>	<u>Rigorous</u>	
58	55	Protestant (include Baptist, Episcopal, Jehovah's Witness, Lutheran, Methodist, Presbyterian, Episcopalian, Pentecostal, Church of Christ, etc.)
24	26	Roman Catholic
1	2	Jewish
2	1	Mormon (include Church of Jesus Christ of Latter Day Saints)
1	*	Orthodox Church (Greek or Russian)
*	1	Islam/Muslim
4	3	Other religion [SPECIFY]
8	9	No religion, not a believer, atheist, agnostic
2	3	Don't know/Refused [VOL.]
100	100	

IF RELIG = 1, 2, 4, 5, 7, 9 ASK:

BORN Would you describe yourself as a "born again" or evangelical Christian, or not?

<u>Stand.</u>	<u>Rigorous</u>	
37	37	Yes, would
58	58	No, would not
5	5	Don't know/Refused (VOL.)
100	100	
(N=896)	(N=977)	

ASK ALL:

INCOME Last year, that is in 2002, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. [READ]

<u>Stand.</u>	<u>Rigorous</u>	
8	9	Less than \$10,000
13	11	\$10,000 to under \$20,000
12	15	\$20,000 to under \$30,000
13	12	\$30,000 to under \$40,000
9	10	\$40,000 to under \$50,000
15	14	\$50,000 to under \$75,000
10	9	\$75,000 to under \$100,000
10	9	\$100,000 or more
10	11	[DO NOT READ] Don't know/Refused (VOL.)
100	100	

OWNRENT Do you own or rent your home?

<u>Stand.</u>	<u>Rigorous</u>	
70	65	Own
26	29	Rent
4	5	[DO NOT READ] Other arrangement (VOL.)
*	1	[DO NOT READ] Don't know/Refused (VOL.)
100	100	

EMPLOY Are you now employed full-time, part-time or not employed?

<u>Stand.</u>	<u>Rigorous</u>	
50	53	Full-time
12	13	Part-time
38	34	Not employed
*	*	Don't know/Refused (VOL.)
100	100	

IF MARRIED (MARITAL=1) ASK:

EMPLOYSP Is your spouse now employed full-time, part-time or not employed?

<u>Stand.</u>	<u>Rigorous</u>	
62	59	Full-time
9	8	Part-time
29	33	Not employed
*	*	Don't know/Refused (VOL.)
100	100	
N=(538)	(599)	

[INCLUDE "Your spouse" FOR MARRIED PEOPLE ONLY (MARITAL=1)]

LABOR Are you (or is your spouse) a member of a labor union?

<u>Stand.</u>	<u>Rigorous</u>	
8	9	Yes, respondent is
4	4	Yes, spouse is
2	2	Yes, both
86	84	No, Neither are
*	1	Don't know/Refused (VOL.)
100	100	

Q.38 Were you, either of your parents, or any of your grandparents born in a country other than the United States or Canada? (IF YES, PROBE FOR WHOM; CHECK AS MANY AS APPLY)

			<i>- June 1997 -</i>	
<u>Stand.</u>	<u>Rigorous</u>		<u>Stand.</u>	<u>Rigorous</u>
6	7	Yes, respondent	4	3
12	12	Yes, parents	12	12
21	21	Yes, grandparents	27	28
70	68	No	63	65
1	1	DK/Refused	2	1

Q.39 Have you lived in this community all of your life?

			<i>- June 1997 -</i>	
<u>Stand.</u>	<u>Rigorous</u>		<u>Stand.</u>	<u>Rigorous</u>
42	41	Yes	33	33
57	59	No	66	66
1	*	Don't know/Refused	1	1
100	100		100	100

IF (Q. 39=NO) ASK:

Q.40 In what year did you move to this community?

			<i>- June 1997 -</i>	
<u>Stand.</u>	<u>Rigorous</u>		<u>Stand.</u>	<u>Rigorous</u>
3	4	This year	3	4
29	27	Last year-5 years ago	33	29
18	18	6-10 years ago	19	18
48	49	More than 10 years ago	43	46
2	2	Don't know/Refused	2	3
100	100		100	100
(N=587) (N=666)				

ASK ALL:

Q.41 What is the zip code of your current residence? [ENTER ZIP CODE]

Q.42 How many people, including yourself, live in your household?

			<i>- June 1997 -</i>	
<u>Stand.</u>	<u>Rigorous</u>		<u>Stand.</u>	<u>Rigorous</u>
18	23	One - GO TO Q.43	19	11
31	30	Two	32	34
45	42	3-5	43	49
5	4	6+	4	5
1	1	DK/Refused - GO TO Q.43	2	1
100	100		100	100

BASED ON THOSE WITH MORE THAN ONE PERSON IN HOUSEHOLD:

Q.42a How many of these, including yourself, are adults 18 years of age or older?

<u>Stand.</u>	<u>Rigorous</u>		<i>- June 1997 -</i>	
			<u>Stand.</u>	<u>Rigorous</u>
8	8	One	13	4
64	69	Two	65	66
26	22	3-4	20	26
2	1	5 or more	2	4
*	*	DK/Refused	0	*
100	100		100	100

(N=810) (N=833)

ASK ALL:

[INTERVIEWER NOTE: SUBJECT AND VERB TENSE FOR Q.43 AND Q.44 DEPENDS ON WHETHER THERE IS MORE THAN ONE PERSON IN HOUSEHOLD IN Q.42]

Q.43 Did (you/anyone in this household) get food stamps at any time during 2002?

<u>Stand.</u>	<u>Rigorous</u>		<i>March 2003</i>	
			<u>Current Population Survey</u>	
6	7	Yes		5
93	93	No		95
1	*	Don't know/Refused (VOL.)		=
100	100			100

Q.44 This question is about health insurance coverage during the calendar year 2002. The question applies to ALL persons of ALL ages. At any time in 2002, (were you/was anyone in this household) covered by a health plan provided through (your/their) current or former employer or union?

<u>Stand.</u>	<u>Rigorous</u>		<i>March 2003</i>	
			<u>Current Population Survey</u>	
67	69	Yes		67
31	30	No		33
2	1	Don't know/Refused (VOL.)		=
100	100			100

Q.45 How many different telephone numbers will reach this household, including those that are attached to faxes or computers?

<u>Stand.</u>	<u>Rigorous</u>		<i>- June 1997 -</i>	
			<u>Stand.</u>	<u>Rigorous</u>
71	75	One - GO TO Q.46	77	82
20	18	Two	14	13
5	4	Three	4	2
2	2	Four or more	1	1
2	1	DK/Refused - GO TO Q.46	4	2
100	100		100	100

BASED ON THOSE WITH TWO OR MORE TELEPHONE LINES:

Q.45a Are any of the telephone numbers used only for a computer line or a fax? [IF YES, ASK: How many?]

<u>Stand.</u>	<u>Rigorous</u>		<i>- June 1997 -</i>	
			<u>Stand.</u>	<u>Rigorous</u>
49	50	Yes	41	60
28	32	One	37	57
17	14	Two	4	3
4	4	Three or more	*	0
50	49	No	59	40
1	1	DK/Refused	0	*
100	100		100	100

(N=284) (N=271)

ASK ALL:

Q.46 Is the telephone number on which we reached you currently listed in the telephone directory? **[IF NO, ASK: Is that because it's new or because your household chooses not to be listed?]**

			– June 1997 ¹⁷ –	
<u>Stand.</u>	<u>Rigorous</u>		<u>Stand.</u>	<u>Rigorous</u>
71	73	Yes, listed	71	76
4	3	Not listed, new listing	6	4
20	19	Not listed by choice	20	17
<u>5</u>	<u>5</u>	Don't Know/Refused	<u>3</u>	<u>3</u>
100	100		100	100

Q.47 During the past 12 months, has your household ever been without telephone service for more than 24 hours?

ASK IF YES, HOUSEHOLD HAS BEEN WITHOUT PHONE SERVICE – “1” IN Q.47:

Q.47a What was the total amount of time your household was without telephone service? Was it less than one week, or was it a week or longer?

<u>Stand.</u>	<u>Rigorous</u>	
10	9	Yes
6	6	Less than one week
4	3	One week or longer
*	*	Don't Know/Refused (VOL.)
89	90	No
<u>1</u>	<u>1</u>	Don't know/Refused (VOL.)
100	100	

ASK ALL:

Q.48 Do you have a telephone answering machine or voice mail system for your home phone?

ASK IF YES, HAS ANSWERING MACHINE OR VOICE MAIL – “1” IN Q.48:

Q.49 How often do you use your answering machine or voice mail to screen your calls when you are at home... always, most of the time, some of the time, not very often, or never?

<u>Stand.</u>	<u>Rigorous</u>	
78	79	Yes
17	18	Always
11	11	Most of the time
15	16	Some of the time
15	14	Not very often
20	19	Never
*	1	Don't know/Refused (VOL.)
22	21	No
*	*	Don't know/Refused (VOL.)
100	100	

¹⁷

In June 1997 the question was worded, “Is your telephone number currently listed in the telephone directory? [IF NO, ASK: Is that because it's new or because your household does not want to be listed?]”

ASK ALL:

Q.50 Do you have Caller ID on your home telephone? [INTERVIEWER: CLARIFY IF NECESSARY– that’s the service that allows you to see the phone number of the person who is calling you?]

ASK IF HAS CALLER ID – “1” IN Q.50:

Q.51 How often do you use your Caller ID to screen your calls when you are at home... always, most of the time, some of the time, not very often, or never?

<u>Stand.</u>	<u>Rigorous</u>	
51	52	Yes
27	29	Always
10	8	Most of the time
7	7	Some of the time
4	4	Not very often
3	3	Never
*	1	Don’t know
48	48	No
<u>1</u>	<u>*</u>	Don’t know/Refused (VOL.)
100	100	

ASK ALL:

Q.52 And do you have call blocking or a privacy manager, which electronically stops calls from reaching you?

<u>Stand.</u>	<u>Rigorous</u>	
18	19	Yes
79	79	No
<u>3</u>	<u>2</u>	Don’t know/Refused (VOL.)
100	100	

Q.53 Do you happen to have a cell phone, or not?

ASK IF RESPONDENT HAS A CELL PHONE – ‘1’ IN Q.53:

Q.54 Over the next 12 months, how likely are you to give up your regular home telephone and just use a cell phone? Very likely, somewhat likely, or not likely?

<u>Stand.</u>	<u>Rigorous</u>		<u>April 2002</u>	<u>April 2000</u>	<u>June 1995¹⁸</u>
61	60	Yes	64	53	24
6	5	Very likely	-	-	-
7	6	Somewhat likely	-	-	-
48	49	Not likely	-	-	-
*	*	Don’t Know/Refused (VOL.)	-	-	-
39	40	No	36	47	76
<u>*</u>	<u>*</u>	Don’t know/Refused (VOL.)	<u>*</u>	<u>*</u>	<u>*</u>
100	100		100	100	100

ASK ONLY IF INTERVIEW WAS CONDUCTED IN SPANISH:

Q.55 If we had not had the ability to interview you in Spanish, would you have been comfortable doing the interview in English, would it have been possible but hard for you to do it, or would you not have been able to do the interview in English?

<u>Rigorous¹⁹</u>	
12	Comfortable in English
27	Possible but hard
60	Would not have been able
<u>1</u>	Don’t know/Refused (VOL.)
100	
(N=34)	

¹⁸ In 1995 the question was worded, “Do you have a car phone or a cellular telephone?”

¹⁹ Spanish language interviewing was not done for the standard survey sample.

THE FOLLOWING ITEMS ARE TO BE COMPLETED BY THE INTERVIEWER AFTER THE INTERVIEW

Q.56 Respondent's cooperation was...

			<i>- June 1997 -</i>	
<u>Stand.</u>	<u>Rigorous</u>		<u>Stand.</u>	<u>Rigorous</u>
65	70	Very Good	61	54
26	24	Good	28	32
7	5	Fair	10	12
2	1	Poor	1	1
*	*	Very Poor	*	1
<u>100</u>	<u>100</u>		100	100

Q.57 Overall, how great was Respondent's interest in the interview?

			<i>- June 1997 -</i>	
<u>Stand.</u>	<u>Rigorous</u>		<u>Stand.</u>	<u>Rigorous</u>
32	41	Very High	34	23
29	27	Above Average	27	30
34	28	Average	33	39
4	3	Below Average	5	7
<u>1</u>	<u>1</u>	Very Low	1	1
<u>100</u>	<u>100</u>		100	100

Q.58 Please rate the respondent's facility with English.

			<i>- June 1997 -</i>	
<u>Stand.</u>	<u>Rigorous</u>		<u>Stand.</u>	<u>Rigorous</u>
97	95	Respondent was fully conversant in English	97	96
3	2	Respondent had occasional difficulty with language	3	4
*	<u>3</u>	Respondent had considerable difficulty with language	*	*
<u>100</u>	<u>100</u>		100	100

Q.59 Did respondent appear to have any degree of hearing loss?

			<i>- June 1997 -</i>	
<u>Stand.</u>	<u>Rigorous</u>		<u>Stand.</u>	<u>Rigorous</u>
94	96	No	93	95
6	4	Appeared to have some difficulty hearing	6	5
*	*	Appeared to have a great deal of difficulty	1	*
<u>100</u>	<u>100</u>		100	100