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SCSU Survey

Fall 1988

SCSU Survey [Fall 1988]

St. Cloud State University

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As part of this study we are interested in some issues that affect people's lives--that is views of adult Minnesotans about various aspects of the United States, Minnesota, views toward public officials and so on.

1) First, I would like to ask you--do you think things in this country are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

☐ 1. RIGHT DIRECTION☐ 2. NEUTRAL-VOL☐ 3. WRONG TRACK☐ 8. DON'T KNOW☐ 9. REFUSED

2) What do you think is the single most important problem or issue facing the United States today? [PROBE FOR ONE SPECIFIC RESPONSE]

[GO TO 3]

☐ 88. DON'T KNOW☐ 99. REFUSED

[SKIP TO QUESTION 4]

3) [FOR THOSE WHO GAVE A RESPONSE IN QUESTION 2]--Which political party, if any, do you think can do a better job of handling the problem you have just mentioned--the Republican Party or the Democratic Party?

☐ 1. REPUBLICAN☐ 2. DEMOCRATIC☐ 3. OTHER-VOL☐ 4. SAME-VOLUN.☐ 8. DON'T KNOW☐ 9. REFUSED

4) Thank you and what about things in Minnesota--do you think things in Minnesota are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

☐ 1. RIGHT DIRECTION☐ 2. NEUTRAL-VOL☐ 3. WRONG TRACK☐ 8. DON'T KNOW☐ 9. REFUSED

5) We are interested in how people are getting along financially these days. Would you say that you are better off financially or worse off financially than you were a year ago?

☐ 1. BETTER☐ 2. SAME-VOL☐ 3. WORSE☐ 8. D.K.☐ 9. REFUSED

6) Do you think this time next year you will be financially better off than now or worse off than now?

☐ 1. BETTER☐ 2. SAME-VOL☐ 3. WORSE☐ 8. D.K.☐ 9. REFUSED

7) Let's move to another issue. Do you currently have a driver's license?

☐ 1. YES

>[GO TO QUESTION 8 AND CONTINUE]

☐ 5. NO☐ 8. DON'T KNOW☐ 9. REFUSED

[SKIP TO QUESTION-14]

2

8) Now, we'd like to know if you think drinking and driving is or is not a serious problem in Minnesota. Using a scale of 1 to 10, with 1 being not serious at all and 10 being very serious, how would you rank this issue?

RANK-- _____

88. DON'T KNOW

99. REFUSED

9) Now, here's some other questions about you. Within the last twelve months, how often have you drank alcoholic beverages? Was it--never, less than once per month, more than once per month, weekly or daily?

1. NEVER/DON'T DRINK

8. DON'T KNOW

9. REFUSED

[SKIP TO QUESTION-14]

2. LESS THAN ONCE PER MONTH

3. MORE THAN ONCE PER MONTH

4. WEEKLY

5. DAILY

[GO TO NEXT QUESTION-10]

10) Each time you drink alcoholic beverages, how many drinks do you usually have?

NUMBER OF DRINKS-- _____ [PROBE FOR ONE ACCURATE RESPONSE]

88. DON'T KNOW

99. REFUSED

11) In the past three months, have you ever driven a motor vehicle within two hours after drinking any alcoholic beverages?

1. YES > [GO NEXT QUESTION-12]

5. NO

8. DON'T KNOW

9. REFUSED

[SKIP TO QUESTION-14]

12) Approximately how many times, in the past three months, have you done this?

NUMBER OF TIMES-- _____ [PROBE FOR A SPECIFIC NUMBER]

88. DON'T KNOW

99. REFUSED

13) In the past three months, have you ever driven a motor vehicle when you felt you were legally intoxicated?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

14) Next, we would like you to share your views on a different topic. Do you strongly agree, agree, disagree, or strongly disagree that there should be a law forbidding the possession of handguns except by police and other authorized persons?

1. STRONGLY AGREE

2. AGREE

3. DISAGREE

4. STRONGLY DISAGREE

8. DON'T KNOW

9. REFUSED

15) Would you strongly favor, favor, oppose, or strongly oppose a national seven day waiting period before a handgun can be purchased in order to give authorities time to check to see if the prospective owner has a criminal record or been in a mental institution?

1. STRONGLY FAVOR

2. FAVOR

3. OPPOSE

4. STRONGLY OPPOSE

8. DON'T KNOW

9. REFUSED

16) When you vote, how important is a candidate's position on gun control?—Would you say it is one of the most important factors you would consider, a very important factor, somewhat important, or not too important?

1. MOST IMPORTANT

2. VERY IMPORTANT

3. SOMEWHAT IMPORTANT

4. NOT TOO IMPORTANT

8. DON'T KNOW

9. REFUSED

17) Do you agree or disagree that stronger licensing requirements such as a national seven day waiting period in order to buy a gun would lead to even more gun control laws?

1. AGREE

5. DISAGREE

8. DON'T KNOW

9. REFUSED

18) Have you ever written a letter to a public official expressing your views on gun ownership, joined an organization, or given money to an organization concerned with this issue? [IF YES]—What have you done?

01. JOINED AN ORGANIZATION

02. JOINED ORGANIZATION & WRITTEN LETTER

[ASK NEXT QUESTION-19]

03. JOINED ORGANIZATION & GIVEN MONEY

04. JOINED ORGANIZATION, LETTER & MONEY

05. WRITTEN LETTER

06. GIVEN MONEY

07. WRITTEN LETTER & GIVEN MONEY

[SKIP TO QUESTION-21]

08. NO-NOT DONE ANYTHING

88. DON'T KNOW

99. REFUSED

4.
19) [FOR THOSE WHO JOINED A GUN RELATED ORGANIZATION]-Could you please tell me the name of the group?

[NAME OF GROUP]-_____

8. DON'T KNOW

9. REFUSED

20) Within the past month have you received any communication from that organization containing information about next month's presidential or state elections?

1. YES

3. NO

8. DON'T KNOW

9. REFUSED

21) Next, let's turn to some questions concerning abortion. Would you please tell me if you agree or disagree with the following statements concerning women and abortion.

AGREE DISAGREE OTHER DK REF.
[CIRCLE APPROPRIATE NUMBER]

- | | | | | |
|--|---|---|---|---|
| 1) A woman should be able to obtain a legal abortion for <u>any</u> reason-----1
[IF AGREE SKIP TO QUESTION 28] | 5 | 6 | 8 | 9 |
| 22) A woman should <u>not</u> be able to obtain a legal abortion for <u>any</u> reason-----1
[IF AGREE SKIP TO QUESTION 28] | 5 | 6 | 8 | 9 |
| 23) A woman should be able to obtain a legal abortion if her health is seriously endangered by the pregnancy.-----1 | 5 | 6 | 8 | 9 |
| 24) A woman should be able to obtain a legal abortion if she becomes pregnant as a result of rape or incest.-----1 | 5 | 6 | 8 | 9 |
| 25) A woman should be able to obtain a legal abortion if there is a strong chance of a serious defect in the baby.-----1 | 5 | 6 | 8 | 9 |
| 26) A woman should be able to obtain a legal abortion if the family has a very low income and cannot afford any more children.-----1 | 5 | 6 | 8 | 9 |
| 27) A woman should be able to obtain a legal abortion if she is married and does not want any more children.-----1 | 5 | 6 | 8 | 9 |

28) When you vote, how important is a candidate's position on abortion?--Would you say it is one of the most important factors you would consider, a very important factor, somewhat important, or not too important?

1. MOST IMPORTANT

2. VERY IMPORTANT

3. SOMEWHAT IMPORTANT

4. NOT TOO IMPORTANT

8. DON'T KNOW

9. REFUSED

29) Have you ever written a letter to a public official expressing your views on abortion, joined an organization, or given money to an organization concerned with this issue? [IF YES]-What have you done?

01. JOINED AN ORGANIZATION

02. JOINED ORGANIZATION & WRITTEN LETTER

[ASK NEXT QUESTION-30]

03. JOINED ORGANIZATION & GIVEN MONEY

04. JOINED ORGANIZATION, LETTER & MONEY

05. WRITTEN LETTER

06. GIVEN MONEY

07. WRITTEN LETTER & GIVEN MONEY

[SKIP TO QUESTION-32]

08. NO-NOT DONE ANYTHING

88. DON'T KNOW

99. REFUSED

30) [FOR THOSE WHO JOINED AN ABORTION ORGANIZATION]-Could you please tell me the name of the group?

[NAME OF GROUP]-

8. DON'T KNOW

9. REFUSED

31) Within the past month have you received any communication from that organization containing information about next month's presidential or state elections?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

32) Thank you for your cooperation. Now, I would like to ask you about television. Do you presently have cable t.v. in the home in which you are now living?

1. YES > [ASK NEXT QUESTION-33]

5. NO

> 8. DON'T KNOW

> 9. REFUSED

> [SKIP TO QUES.-34]

33) Have you ever watched the C-Span television channel in the home in which you are now living?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

34) Now we would like your opinions on some of our national and state officials and those who would like to be elected to public office. But first-are you presently registered to vote or do you plan to register to vote in the area in which you are now living?

1. YES > [ASK NEXT QUESTION-35]

5. NO

> 8. DON'T KNOW

> 9. REFUSED

-> [SKIP TO QUESTION-49]

35) Did you get a chance to vote in the 1984 election for President between Walter Mondale and Ronald Reagan?

1. YES

-> [ASK NEXT QUESTION-36]

2. NO

-[BUT HAD GOOD REASON SUCH AS NOT 18 YEARS OLD-ASK
NEXT QUESTION-36]

5. NO

>

8. DON'T KNOW

>

9. REFUSED

-> [SKIP TO QUESTION 49]

36) Next month there will be elections for President, the U.S. Senate and House, and the Minnesota House of Representatives. What are the chances of your voting in the election--are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

1. ALMOST CERTAIN

[ASK NEXT QUESTION-37]

2. PROBABLY VOTE

3. 50-50

4. WON'T VOTE

[SKIP TO QUESTION-49]

8. DON'T KNOW

9. REFUSED

[DATA
ENTRY-
LINE2]

37) Here's a different kind of question. Please think of a thermometer that has a range of 1 to 100 degrees. I'd like you to rate your feelings toward some of our political leaders and other people who are in the news. Ratings on the thermometer between 50 and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 1 and 50 mean that you don't feel too favorable toward the person.

If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

If you do recognize the name, but don't feel particularly warm or cold toward the person, you would rate the person at the 50 degree mark.

	RATING 001 TO 100	CAN'T JUDGE	DON'T KNOW	REFUSED
) Ronald Reagan-----	075	777	888	999
38) Rudy Perpich-----	035	777	888	999
39) Michael Dukakis-----	020	777	888	999
40) Hubert H. Humphrey III-----	045	777	888	999
41) George Bush-----	070	777	888	999
42) Dave Durenburger-----	060	777	888	999
43) Rudy Boshwitz-----	045	777	888	999
44) Arnie Carlson-----	020	777	888	999
45) George Latimer-----	050	777	888	999
46) Roger Moe-----		777	888	999

47) If the 1988 election for President were being held today would you vote for the Republican ticket of George Bush and Dan Quayle or for the Democratic ticket of Michael Dukakis and Lloyd Bentsen?--[IF NOT SURE]--Although you are not sure, would you say at this time you lean more toward Dukakis and Bentsen, the Democrats, or to Bush and Quayle, the Republicans?

1. DEFINITELY BUSH

2. LEANING BUSH

3. DEFINITELY DUKAKIS

4. LEANING DUKAKIS

5. OTHER

8. DON'T KNOW

9. REFUSED

48) If the 1988 election for U.S. Senator were being held today would you vote for Hubert H. Humphrey III, the Democrat, or Dave Durenberger, the Republican?--[IF NOT SURE]--Although you are not sure, would you say at this time you lean more toward Durenberger, the Republican, or Humphrey, the Democrat?

1. DEFINITELY HUMPHREY

2. LEANING HUMPHREY

3. DEFINITELY DURENBERGER

4. LEANING DURENBERGER

5. OTHER

8. DON'T KNOW

9. REFUSED

8

49) Finally, the following are demographic questions to help us determine if we are getting a random sample and for statistical analysis. You don't have to answer all the questions but it will help us if you do.

) What age group are you?--Are you--[READ LIST UNTIL STOPPED IF NECESSARY]--

01. 18-21 07. 46-50

02. 22-24 08. 51-55

03. 25-30 09. 56-60

04. 31-35 10. 61-65

05. 36-40 11. 65+

06. 41-45 99. REFUSED

50) What...if any...is your religious preference? [IF DON'T KNOW/NO RESPONSE]--Well are you closer to being Catholic, Lutheran, Baptist, Presbyterian, or something else?

01. CATHOLIC

02. BAPTIST

03. LUTHERAN

04. PRESBYTERIAN

> [ASK NEXT QUESTION-51]

05. METHODIST

06. EPISCOPALIAN

07. OTHER-PROTESTANT

08. JEWISH

09. NONE

10. OTHER --[EXPLAIN]--

> [SKIP TO QUESTION-52]

88. DON'T KNOW

99. REFUSED

51) Are you a born again Christian or have you had a born again experience?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

52) Would you please tell me the range which best represents the total income, before taxes, of all immediate family living in your household? [READ LIST UNTIL STOPPED IF NECESSARY]

01. under \$10,000

05. \$25-30 thousand

02. \$10-15 thousand

06. \$30-40 thousand

03. \$15-20 thousand

07. \$40-\$50 thousand

04. \$20-\$25 thousand

08. \$50 thousand or more

88. DON'T KNOW

99. REFUSED

53) Do you usually consider yourself to be a Democrat, Republican or independent?--[IF DEMOCRAT OR REPUBLICAN]--Would you say that you always vote (Democrat/Republican) or do you sometimes vote for a person of the other party? [IF INDEPENDENT]--Although you are an independent, do you usually consider yourself to be closer to the Democrats or the Republicans?

01. ALWAYS VOTES DEMOCRATIC

02. DEMOCRAT WHO SOMETIMES VOTES FOR OTHER PARTY

03. INDEPENDENT CLOSER TO DEMOCRATS

04. INDEPENDENT

05. INDEPENDENT CLOSER TO REPUBLICANS

06. REPUBLICAN WHO SOMETIMES VOTES FOR OTHER PARTY

07. ALWAYS VOTES REPUBLICAN

08. OTHER PARTY

77. APOLITICAL

88. DON'T KNOW

99. REFUSED

54) Thinking about your own general approach to politics, do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

1. VERY LIBERAL

2. SOMEWHAT LIBERAL

3. MODERATE

4. SOMEWHAT CONSERVATIVE

5. VERY CONSERVATIVE

8. DON'T KNOW

9. REFUSED

55) Are you working now, temporarily laid off, unemployed, retired, disabled, a household manager, a student or something else?--[IF MORE THAN ONE: What do you consider yourself primarily?]

1. WORKING NOW --[ASK NEXT QUESTION-56]

2. TEMPORARILY LAID OFF

3. UNEMPLOYED

4. RETIRED

5. DISABLED

6. HOUSEHOLD MANAGER

7. STUDENT

8. OTH/DK

9. REFUSED

[SKIP TO QUESTION-57]

56) [IF WORKING NOW] What is your occupation, that is, what kind of work do you do for a living? [IF MORE THAN ONE: What do you consider yourself primarily?]

☐ 88. DON'T KNOW ☐ 99. REFUSED

57) What was the last grade in school you completed?

☐ 1. LESS THAN 9 YEARS ☐ 2. 9-11 YEARS ☐ 3. 12 YEARS

☐ 4. POST HIGH-NO COLLEGE ☐ 5. 13-15 YEARS-SOME COLLEGE

☐ 6. 16 YEARS-COLLEGE GRADUATE

☐ 7. 16+ YEARS-GRADUATE EDUCATION

☐ 8. DON'T KNOW ☐ 9. REFUSED

I would like to thank you very much for your time and cooperation. You have been very helpful. If you would like to know the results of the study, either let me know now--[NAME IS NOT NECESSARY BUT SPECIFIC ADDRESS, CITY AND ZIP CODE IS]-or contact either the Political Science or Sociology Departments at St. Cloud State University. Good-bye! [RESULTS WILL BE SENT IN SEVERAL MONTHS]

[INTERVIEWER-COMPLETE 58, 59 & 60]

58) RESPONDENT SEX-DON'T ASK

☐ 1. MALE ☐ 5. FEMALE

59) RESPONDENT'S COOPERATION WAS:

☐ 1. EXCELLENT -[LITTLE PERSUASION NEEDED TO GET RESPONDENT TO PARTICIPATE OR ANSWER QUESTIONS]

☐ 2. GOOD -[SOME PERSUASION NEEDED TO GET RESPONDENT TO PARTICIPATE OR ANSWER QUESTIONS]

☐ 3. FAIR-POOR -[MUCH PERSUASION NEEDED TO GET RESPONDENT TO PARTICIPATE OR ANSWER QUESTIONS]

60) YOUR SEX -[INTERVIEWER'S SEX]- ☐ 1. MALE ☐ 5. FEMALE

[INTERVIEWER-CHECK OVER INTERVIEW SCHEDULE FOR COMPLETENESS, ACCURACY, AND LEGIBILITY. PLEASE DESCRIBE ON THE BACK AND BRING TO A DIRECTOR'S ATTENTION ANY PROBLEMS WITH THE INTERVIEW, SUCH AS DIFFICULT QUESTIONS, CODING PROBLEMS, ETC. INSERT CONTACT SHEET FOR THIS SCHEDULE INSIDE THE SCHEDULE.]

[CODERS-COMPLETE COUNTY CODE HERE]-----

SUMMARY OF METHODOLOGY FOR FALL 1988 SAINT CLOUD STATE UNIV. SURVEY

The SCSU Survey is an ongoing survey research arm of the Social Science Research Institute in the College of Social Sciences at St. Cloud State University. Dr. Steve Frank began the survey in 1980 conducting several omnibus surveys a year of central Minnesota adults in conjunction with his Political Science classes. The omnibus surveys are still done twice a year but have shifted to a statewide focus and Dr. John Murphy serves as co-director along with Frank. The fall survey emphasizes political science concerns while the spring survey concentrates on sociological issues. Clients can buy into the survey or contract for specialized surveys.

Directors of the survey are Dr. Steve Frank, SCSU Professor of Political Science and Dr. John Murphy, SCSU Associate Professor of Sociology. Deb Schierbeck, a two quarter student supervisor served as student director. Ten selected students served as student supervisors. The supervisors were Paula Duncan, Cindy Goebel, Renie Walsh, Aaron Rodriguez, Jane Lanoue and Todd Buys. These juniors/seniors play an important role in interviewer training and supervision and coding. They are given a thorough introduction to survey sampling, questionnaire and question design, interviewer training and supervision, field work, data management, data analysis, and survey reporting and ethics.

After five or more hours of training and screening about 75 sociology and political science students conducted the actual interviews. They were monitored by supervisors and directors. All calls were made from the SCSU Survey Research Laboratory. The survey was administered between October 6 and 13, 1988.

Several steps were taken to ensure that the telephone sample of Minnesota adults who were 18 years of age or older was representative of the larger population. Survey Sampling Inc. of Fairfield, Connecticut prepared the random digit sample of telephone numbers. Random digit dialing makes available changed, new, and unlisted numbers. Drawing numbers from a telephone book may skip as many as 30% of Minnesota households. Within each household the particular respondent was determined in a statistically unbiased fashion. This means that the selection process alternated between men and women and older and younger respondents. Few substitutions were allowed. In order to reach hard-to-get respondents each number was called up to five times over different days and times and appointments made as necessary to interview the designated respondent at her/his convenience. Calls were primarily made after 5:00 but day calls were made as necessary.

In samples of 801 interviews the overall sample error due to sampling and other random effects is approximately plus/minus 4% at the 95% level of confidence. This means that if one were to have drawn 20 samples of the state and administered the same instrument it would be expected that the overall findings would be greater/lesser than 4% only one time in twenty.

However, in all sample surveys there are other possible sources of error for which precise estimates cannot be calculated. For subsamples such as likely voters or breakdowns by variables such as gender the sample error may be larger.

Even though the demographics of the sample matched census and other known characteristics of the larger state population very well, the sample was weighted for sex. As is characteristic of telephone surveys females were slightly oversampled. The completion rate of the survey was 65%. Completion rate means that once an eligible household was reached about 2/3 of the respondents agreed to participate in the survey.

Coding of open-ended political questions was done by Frank and coding supervisor Dan Storkamp.

The total survey consisted of 58 questions. Additional material on the survey's methodology and findings are available by contacting Frank or Murphy.

THE DIRECTORS ARE MEMBERS OF THE MIDWEST ASSOCIATION OF PUBLIC
OPINION RESEARCH (M.A.P.O.R.) AND THE AMERICAN ASSOCIATION OF PUBLIC
OPINION RESEARCH AND SUBSCRIBE TO THE CODE OF ETHICS OF THE
A.A.P.O.R.

FALL 1988 SAINT CLOUD STATE UNIVERSITY PARTIAL SURVEY RESULTS
(SPRING 1988 RESULTS INCLUDED WHERE APPLICABLE)

FALL 1988-ALL RESPONDENTS-Question: What do you think is the single most important problem or issue facing the United States today?

SELECTED MAJOR FREQUENCY RESULTS

BUDGET DEFICIT	17%
DRUGS	14
ECONOMY-VARIETY	9
ENVIRONMENT-VARIETY	5
HOMELESS/MORALS	4
GOV. SPEND/TAXES/UNEMPLOY./	
ARMS CONTROL/	
INTER. TENSIONS-EACH-	3%

[ABOUT 40 OTHER PROBLEMS WERE MENTIONED BY 1 TO 2% OR LESS. FURTHER
BREAKDOWNS AVAILABLE FROM FRANK]

FALL 1988-POLITICAL PARTY BEST ABLE TO HANDLE NAMED PROBLEM

Question: Which political party, if any, do you think can do a better job of handling the problem you have just mentioned--the Republican Party or the Democratic Party? ASKED ONLY OF RESPONDENTS WHO MENTIONED A PROBLEM

OVERALL FREQUENCY RESULTS

DEMOCRATS	34%
REPUBLICANS	35
OTHER-VOLUNTEERED	8
NO DIFFERENCE-VOLUNTEERED	5
DON'T KNOW	18

100% n=699

SELECTED PROBLEM BREAKDOWN BY PARTY

DEMOCRATS REPUBLICANS OTHER/NO DIFF/DK

BUDGET DEFICIT	34% >	39% >	27%
DRUGS	28	30	42
HOMELESS	60	13	27
MORALS	21	44	35

BREAKDOWNS

[OTHER/DK ELIM. FOR FALL-DATA AVAIL. FROM FRANK-
THIS SLIGHTLY INFLATES REMAINING FIGURES]

DURENBERGER HUMPRHEY OTHER/MANN/DK SPR. FALL SPR. FALL SPR. FALL

AGE							
18-21	>	52%	51%	42%	49%	6%	---
22-24		53	61	47	39	0	----
25-30		41	63	47	37	12	
31-35		48	50	39	50	13	
36-40		41	61	45	39	14	
41-45		55	67	30	33	15	
46-50		52	74	38	26	10	
51-55		57	74	29	26	14	
56-60		64	54	32	46	4	
61-65		48	57	50	43	2	
65+		59	49	36	51	5	

SELECTED RELIGIONS

CATHOLIC	45	61	45	39	10	----
LUTHERAN	53	59	38	41	9	
BAPTIST	54	80	40	20	6	
OTHER PROT/	45	---	38	---	17	
NONE	---	42	--	58	---	

BORN AGAIN	69	31		
NOT BORN AGAIN	58	42		

SELECTED OCCUPATIONS

MANAGERS	64%	80%	24%	20%	12%	---
HIGH LEVEL PROF	53	83	42	17	5	
LOW LEVEL PROF	61	50	29	50	10	
TECHNICAL	41	75	41	25	18	
SALES/AD SUPP	48	57	46	43	6	
SERVICE	54	62	32	38	14	
AG/FOR/FISH	46	72	37	28	17	
PRE PRO/CR/REPAIR	39	53	45	47	16	
OPER/FAB/LABORERS	48	45	43	55	9	
HOUSEHOLD MANAGERS		47	66	48	34	5
RETIRED	57	53	39	47	4	
NO OCCUP	47	--	33	---	20	
STUDENTS	--	60	--	40	--	

DURENBERGER HUMPRHEY OTHER/MANN/DK
 SPR. FALL SPR. FALL SPR. FALL

REGIONS

1	>	47	49	51	49	30					
2		18	84	68	16	14	(small n)				
3		43	42	47	58	14					
4		43	75	49	25	8					
5		61	64	33	36	6					
6E		68	73	32	27	0					
6W		70	43	30	57	0	(n)				
7E		57	100	29	-	14	(n)				
7W		57	58	41	42	2					
8		41	61	33	39	26	9	62	49	34	51 4
10		61	65	31	35	8					
11		49	58	41	42	10					

POLITICAL PARTY

(DEM/REP IS COMBINATION OF STRONG AND WEAK WHILE IND. IS COMBINATION OF THREE CATEGORIES OF INDEPENDENTS-OTHERS/DON'T KNOW ELIMINATED)

DEMOCRATS	24	28	71	72	5
INDEPENDENTS	58	64	27	36	15
REPUBLICANS	82	91	13	9	5

EDUCATIONAL LEVEL

LESS 9	50	39	43	61	7
9-11	40	55	46	45	14
12	48	48	45	52	7
POST HI-NO COLL	46	55	43	45	11
13-15-SOME COLL	53	66	40	34	7
16-COLLEGE GRAD.	65	53	23	47	12
16+ GRAD SCHOOL	49	68	40	32	11

COMBINED HOUSEHOLD

INCOME

LESS \$10,000	43%	44	46%	56	11% ----
10-15	45	49	46	51	9
15-20	54	63	38	37	8
20-25	46	40	46	60	8
25-30	49	66	45	34	6
30-40	58	63	33	37	9
40-50	55	56	37	44	8
\$50,000+	56	77	35	23	9

DUR.-FALL 88 HUMPHREY OTH/DK
FALL 1988

COUNTRY GOING IN RIGHT DIR. >	76	24	----
COUNTRY ON WRONG TRACK	45	55	----

MN. HEADED IN RIGHT DIR.	58	38	4
NEUTRAL	43	48	9
MN. ON WRONG TRACK	61	36	3

FINANCIALLY BETTER OF THAN					FINANCIALLY WORSE OFF THAN			
ONE YEAR AGO	65	35	----					
ONE YEAR AGO	52	48	----					
FINANCIALLY SAME AS ONE								
YEAR AGO	58	42	----					

EXPECT TO BE FINANCIALLY			
BETTER OFF ONE YEAR			
FROM NOW	66	34	----
EXPECT TO BE FINANCIALLY			
WORSE OFF ONE YEAR			
FROM NOW	52	48	----
EXPECT TO BE FINAN. SAME	59	41	----

SPRING 1988-LIKELY VOTERS ONLY-Questions: FOR RESPONDENTS INDICATING
DURENBERGER ONLY-What is the single most important reason you would vote for Dave Durenberger?

FOR RESPONDENTS INDICATING HUMPHREY ONLY-What is the single most important reason you
would vote for Hubert Humphrey III?

SELECTED MAJOR REASONS

DURENBERGER

GOOD JOB	37 %
REPUBLICAN	12
VARIOUS POLICES	10
DISLIKE HUMPHREY	8
GOOD PERSON	7
IDEOLOGY	5
KNOW HIM	5
EXPERIENCE	3
LIKE ME/ONE OF US	<u>2</u>
N=316	

HUMPHREY

DEMOCRAT	28%
DISLIKE DURENBERGER	10
GOOD JOB	10
DON'T KNOW	9
LIKED FATHER	8
TIME FOR CHANGE	8
VARIOUS POLICIES	7
GOOD PERSON	7
LIKE ME/ONE OF US	<u>6</u>
N=246	

FALL 1988-LIKELY VOTERS ONLY-Question: Here's a different kind of question. Please think of a thermometer that has a range of 1 to 100 degrees. I'd like you to rate your feelings toward some of our political leaders and other people who are in the news. Ratings on the thermometer between 50 and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 1 and 50 mean that you don't feel too favorable toward the person.

If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

If you do recognize the name, but don't feel particularly warm or cold toward the person, you would rate the person at the 50 degree mark.

[likely voters only-rating is the mean or average which is based only on those who could give a rating-the percentage under the can't judge column is the percent of respondent who said they knew the person but couldn't judge the person while the don't know is the percent who said they didn't know the person]

	RATING 001 TO 100	CAN'T JUDGE	DON'T KNOW
Ronald Reagan-----	52.9 (N=625)	.2	0
Rudy Perpich-----	50.2 (611)	1	1
Michael Dukakis-----	52.4 (603)	2	1
Hubert H. Humphrey III-----	49.7 (589)	2	2
George Bush-----	46.9 (614)	1	1
Dave Durenburger-----	56.8 (592)	2	3
Rudy Boshwitz-----	55.5 (590)	2	2
Arnie Carlson-----	51.9 (289)	11	42
George Latimer-----	58.7 (499)	5	15
Roger Moe-----	50.5 (260)	10	48

FALL 1988-LIKELY VOTERS ONLY- If the 1988 election for President were being held today would you vote for the Republican ticket of George Bush and Dan Quayle or for the Democratic ticket of Michael Dukakis and Lloyd Bentsen?--[IF NOT SURE]-Although you are not sure, would you say at this time you lean more toward Dukakis and Bentsen, the Democrats, or to Bush and Quayle, the Republicans?

DEFINITELY BUSH	36%
LEANING BUSH	9 > 45%
DEFINITELY DUKAKIS	39
LEANING DUKAKIS	8 > 47%
OTHER	2
DON'T KNOW	<u>6</u>

N=613

BREAKDOWNS

[OTHER/DK ELIMINATED WHICH SLIGHTLY INFLATES REMAINING FIGURES]

BUSH DUKAKIS

AGE

18-21	41%	59%
22-24	51	49
25-30	56	44
31-35	47	53
36-40	47	53
41-45	48	52
46-50	53	47
51-55	54	46
56-60	60	40
61-65	36	64
65+	43	57

SELECTED RELIGIONS

CATHOLIC	46	54
LUTHERAN	52	48
BAPTIST	74	26
NONE	19	81

BORN AGAIN	65	35
------------	----	----

NOT BORN AGAIN	47	53 [ABOUT 20% SAID THEY WERE BORN AGAIN OR HAD A BORN AGAIN EXPERIENCE]
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BUSH DUKAKIS

SELECTED OCCUPATIONS

MANAGERS	68%	32%
HIGH LEVEL PROF	55	45
LOW LEVEL PROF	34	66
TECHNICAL	65	35
SALES/AD SUPP	48	52
SERVICE	65	35
AG/FOR/FISH	75	25
PRE PRO/CR/REPAIR	35	65
OPER/FAB/LABORERS	36	64
HOUSEHOLD MANAGERS	59	41
RETIRED	46	54
STUDENTS	47	53

MALES	51	49
FEMALES	47	53

REGIONS

1	37	63		
2	48	52(small n)		
3	42	58		
4	59	41		
5	45	55		
6E	79	21		
6W	20	80(n)		
7E	53	47(n)		
7W	48	52		
8	70	30	9	47 53
10	60	40		
11	43	57		

POLITICAL PARTY

[DEM/REP IS COMBINATION OF STRONG AND WEAK WHILE IND. IS COMBINATION OF THREE CATEGORIES OF INDEPENDENTS-OTHERS/DON'T KNOW ELIMINATED]

DEMOCRATS	7	93
INDEPENDENTS	53	47
REPUBLICANS	94	6

EDUCATIONAL LEVEL

LESS 9	31	69
9-11	41	59
12	38	62
POST HI-NO COLL	65	35

13-15-SOME COLL	54	46
16-COLLEGE GRAD.	59	41
16+ GRAD SCHOOL	47	53

BUSH DUKAKIS

COMBINED HOUSEHOLD

INCOME

LESS \$10,000	37%	63%
10-15	39	61
15-20	58	42
20-25	35	65
25-30	52	48
30-40	53	47
40-50	45	55
\$50,000+	62	38

COUNTRY GOING IN RIGHT DIR.	67%	33%
COUNTRY ON WRONG TRACK	40	60

FINANCIALLY BETTER OF THAN

ONE YEAR AGO	55	45
ONE YEAR AGO	40	60

FINANCIALLY WORSE OFF THAN

FINANCIALLY SAME AS ONE YEAR AGO	50	50
-------------------------------------	----	----

EXPECT TO BE FINANCIALLY BETTER OFF ONE YEAR

FROM NOW	54	46
----------	----	----

EXPECT TO BE FINANCIALLY WORSE OFF ONE YEAR

FROM NOW	43	57
----------	----	----

EXPECT TO BE FINAN. SAME	47	53
--------------------------	----	----

FALL 1988-ALL RESPONDENTS-Thinking about your own general approach to politics, do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

VERY LIBERAL 7%
 SOMEWHAT LIBERAL 23 > 30%
 MODERATE 31
 SOMEWHAT CONSER. 29 > 36%
 VERY CONSERVATIVE 7
 DON'T KNOW 3

N=781

	COMBINED LIBERAL	COMBINED MODERATE	COMBINED CONSERVATIVE
AGE			
18-21	> 44%	33%	24%
22-24	32	39	29
25-30	31	30	39
31-35	37	32	31
36-40	39	24	37
41-45	34	35	31
46-50	30	34	36
51-55	20	39	41
56-60	25	20	55
61-65	19	34	47
65+	26	34	40

SELECTED RELIGIONS

CATHOLIC	29	32	39
LUTHERAN	33	30	37
BAPTIST	4	27	69
NONE	44	36	20

BORN AGAIN	21	30	49
NOT BORN AGAIN	32	32	36

SELECTED OCCUPATIONS

MANAGERS	21	27	52
HIGH LEVEL PROF	37	23	40
LOW LEVEL PROF	44	28	28
TECHNICAL	33	29	38
SALES/AD SUPP	29	33	38
SERVICE	39	34	27
AG/FOR/FISH	20	31	49

PRE PRO/CR/REPAIR	36	37	27
OPER/FAB/LABORERS	35	27	38
HOUSEHOLD MANAGERS	21	37	42
RETIRED	24	32	44
STUDENTS	44	25	31

MALES	31	29	40
FEMALES	31	34	35

	COMBINED LIBERAL	COMBINED MODERATE	CONSERVATIVE
--	---------------------	----------------------	--------------

EDUCATIONAL LEVEL

LESS 9	21%	23%	56%
9-11	41	36	23
12	30	37	33
POST HI-NO COLL	29	21	50
13-15-SOME COLL	30	29	41
16-COLLEGE GRAD.	31	31	38
16+ GRAD SCHOOL	37	31	32

COMBINED HOUSEHOLD
INCOME

LESS \$10,000	28	34	38
10-15	36	30	34
15-20	36	31	33
20-25	35	29	36
25-30	32	23	45
30-40	31	31	38
40-50	31	38	31
\$50,000+	30	30	40

POLITICAL PARTY AFFILIATION

FOR ALL 801 RESPONDENTS-Question: Do you usually consider yourself to be a Democrat, Republican, or independent? IF DEMOCRAT OR REPUBLICAN--Would you say that you always vote (Democrat/Republican) or do you sometimes vote for a person of the other party? IF INDEPENDENT--Although you are an independent, do you usually consider yourself to be closer to the Democrats or closer to the Republicans?

OVERALL FREQUENCY BREAKDOWN

SPRING	FALL
--------	------

STRONG DEMOCRATS	16%	11%
WEAK DEMOCRATS	20	23
INDEPENDENT DEMOCRATS	11	13
INDEPENDENTS	10	11
INDEPENDENT REPUBLICAN	12	13
WEAK REPUBLICAN	14	18
STRONG REPUBLICAN	10	8
OTHER	1	1
DON'T KNOW	<u>6</u>	<u>2</u>
	N=759	N=773

	COMBINED DEMOCRAT	COMBINED INDEPEN.	COMBINED REPUUBLICAN
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AGE

18-21	>	34%	41%	25%
22-24		38	35	27
25-30		28	43	29
31-35		36	36	27
36-40		29	52	19
41-45		36	45	19
46-50		34	29	37
51-55		27	48	25
56-60		34	34	32
61-65		40	31	29
65+		43	29	28

SELECTED RELIGIONS

CATHOLIC		39	41	20
LUTHERAN		34	36	30
BAPTIST		17	50	33
NONE		41	50	9

BORN AGAIN		25	41	34
NOT BORN AGAIN		37	38	25

SELECTED OCCUPATIONS

MANAGERS	15	45	40	
HIGH LEVEL PROF	26	35	39	
LOW LEVEL PROF	35	41	24	
TECHNICAL	27	35	38	
SALES/AD SUPP	31	48	21	
SERVICE	28	42	30	
AG/FOR/FISH	20	42	38	
PRE PRO/CR/REPAIR	43	40	17	
OPER/FAB/LABORERS	46	43	11	
HOUSEHOLD MANAGERS		31	32	37
RETIRED	40	31	29	
NO OCCUP	40	39	21	
STUDENTS	39	33	28	

MALES		30	45	25
FEMALES		39	33	28

COMBINED COMBINED COMBINED
DEMOCRAT INDEPEN. REPUBLICAN

REGIONS

1	62%	23%	16%			
2	15	62	23(small n)			
3	40	42	18			
4	36	31	33			
5	30	44	26			
6E	22	37	41			
6W	17	48	35			
7E	35	50	15(n)			
7W	29	46	25			
8	33	32	35	9	31	43
10	29	35	36			26
11	37	39	24			

EDUCATIONAL LEVEL

LESS 9	50	29	21			
9-11	43	39	18			
12	43	37	20			
POST HI-NO COLL		37	45	18		
13-15-SOME COLL		24	44	32		
16-COLLEGE GRAD.		23	43	34		
16+ GRAD SCHOOL		35	30	35		

COMBINED HOUSEHOLD

INCOME

LESS \$10,000	43	32	25			
10-15	44	43	13			
15-20	34	37	29			
20-25	38	43	19			
25-30	37	39	24			
30-40	30	40	30			
40-50	35	41	24			
\$50,000+	19	41	40			

LOW LEVEL PROF	55	61	17	11	28	28
TECHNICAL	59	85	16	0	25	15
SALES/AD SUPP	63	75	14	5	23	20
SERVICE	51	59	22	12	27	29
AG/FOR/FISH	49	61	29	15	22	24
PRE PRO/CR/REPAIR	59	67	34	15	7	18
OPER/FAB/LABORERS	42	52	25	18	33	30
HOUSEHOLD MANAGERS	35	46	25	13	40	41
RETIRED	16	26	23	19	61	55
NO OCCUP	55	83	30	11	15	6

MALES	52	58	21	16	27	26
FEMALES	42	58	21	9	37	33

REGIONS

1	25	46	13	0	62	54
2	24	53	33	27	43	20
3	50	52	19	11	31	37
4	30	40	23	18	47	42
5	49	69	32	9	19	22
6E	48	48	16	18	36	34
6W	65	44	0	19	35	37
7E	46	45	12	6	42	49
7W	45	63	24	16	31	21
8	55	68	24	0	21	32
9	46	67	22	9	32	24
10	44	51	23	12	33	37
11	50	61	21	13	29	26

POLITICAL PARTY

[DEM/REP IS COMBINATION OF STRONG AND WEAK WHILE IND. IS COMBINATION OF THREE CATEGORIES OF INDEPENDENTS-OTHERS/DON'T KNOW ELIMINATED]

DEMOCRATS	43	54	29	17	28	29
INDEPENDENTS	48	58	17	12	35	30
REPUBLICANS	53	62	16	7	31	31

EDUCATIONAL LEVEL

LESS 9	26	39	28	27	46	34
9-11	42	52	28	16	30	32
12	41	56	24	12	35	32
POST HI-NO COLL	53	62	20	16	27	22
13-15-SOME COLL	49	60	23	8	28	32
16-COLLEGE GRAD.	63	71	12	11	25	18
16+ GRAD SCHOOL	57	57	14	13	29	30

	BETTER		WORSE		SAME	
	<u>THIS NEXT</u>		<u>THIS NEXT</u>		<u>THIS NEXT</u>	
COMBINED HOUSEHOLD						
INCOME						
LESS \$10,000	23%	44%	42%	22%	35%	34%
10-15	34	44	27	11	39	45
15-20	46	56	27	9	27	35
20-25	50	53	21	13	29	34
25-30	46	57	21	17	33	26
30-40	53	65	16	12	31	23
40-50	63	71	13	8	24	21
\$50,000+	57	57	14	13	29	30

FALL 1988	BETTER		WORSE		SAME	
	<u>THIS NEXT</u>		<u>THIS NEXT</u>		<u>THIS NEXT</u>	
AGE						
18-21	79%	85%	14%	11%	7%	4%
22-24	83	92	8	2	9	6
25-30	65	77	20	9	15	14
31-35	56	75	21	6	23	19
36-40	47	60	27	13	26	27
41-45	55	66	16	7	29	27
46-50	52	61	24	12	24	27
51-55	32	31	26	27	42	42
56-60	33	42	14	15	53	43
61-65	15	23	34	24	51	53
65+	17	24	23	19	60	57

	BETTER		WORSE		SAME	
	<u>THIS NEXT</u>		<u>THIS NEXT</u>		<u>THIS NEXT</u>	

SELECTED OCCUPATIONS						
MANAGERS	58%	67%	8%	9%	34%	24%
HIGH LEVEL PROF	78	63	17	17	5	20
LOW LEVEL PROF	55	61	17	11	28	28
TECHNICAL	59	85	16	0	25	15
SALES/AD SUPP	63	75	14	5	23	20
SERVICE	51	59	22	12	27	29
AG/FOR/FISH	49	61	29	15	22	24
PRE PRO/CR/REPAIR	59	67	34	15	7	18
OPER/FAB/LABORERS	42	52	25	18	33	30
HOUSEHOLD MANAGERS	35	46	25	13	40	41
RETIRED	16	26	23	19	61	55
NO OCCUP	55	83	30	11	15	6
MALES	52	58	21	16	27	26
FEMALES	42	58	21	9	37	33

FALL 1988

REGIONS

1	25	46	13	0	62	54
2	24	53	33	27	43	20
3	50	52	19	11	31	37
4	30	40	23	18	47	42
5	49	69	32	9	19	22
6E	48	48	16	18	36	34
6W	65	44	0	19	35	37
7E	46	45	12	6	42	49
7W	45	63	24	16	31	21
8	55	68	24	0	21	32
9	46	67	22	9	32	24
10	44	51	23	12	33	37
11	50	61	21	13	29	26

POLITICAL PARTY

[DEM/REP IS COMBINATION OF STRONG AND WEAK WHILE IND. IS COMBINATION OF THREE CATEGORIES OF INDEPENDENTS-OTHERS/DON'T KNOW ELIMINATED]

DEMOCRATS	43	54	29	17	28	29
INDEPENDENTS	48	58	17	12	35	30
REPUBLICANS	53	62	16	7	31	31

EDUCATIONAL LEVEL

LESS 9	26	39	28	27	46	34
9-11	42	52	28	16	30	32
12	41	56	24	12	35	32
POST HI-NO COLL	53	62	20	16	27	22
13-15-SOME COLL	49	60	23	8	28	32
16-COLLEGE GRAD.	63	71	12	11	25	18
16+ GRAD SCHOOL	57	57	14	13	29	30

BETTER	WORSE	SAME
<u>THIS NEXT</u>	<u>THIS NEXT</u>	<u>THIS NEXT</u>

COMBINED HOUSEHOLD
INCOME

LESS \$10,000	23%	44%	42%	22%	35%	34%
10-15	34	44	27	11	39	45
15-20	46	56	27	9	27	35
20-25	50	53	21	13	29	34
25-30	46	57	21	17	33	26
30-40	53	65	16	12	31	23
40-50	63	71	13	8	24	21
\$50,000+	57	57	14	13	29	30

SPRING 1988-SINGLE MOST IMPORTANT PROBLEM FACING MN.

Question: What do you think is the single most important problem facing Minnesota today?

SELECTED MAJOR FREQUENCY RESULTS

HIGH TAXES	33%
UNEMPLOYMENT/UNDEREMPLOYMENT	10
DON'T KNOW	9
BUSINESS CLIMATE/TAXES	7
ENVIRONMENTAL CONCERNS	6
DRUGS	5
EDUCATION	4
WELFARE CONCERNS	3
AGRICULTURE	3
RUDY PERPICH	3
POOR/HOMELESS	2
STATE BUDGET	2

ABOUT 35 OTHER PROBLEMS WERE MENTIONED BY 1% OR LESS OF THE RESPONDENTS

SPRING 1988-POLITICAL PARTY BEST ABLE TO HANDLE NAMED PROBLEM

Question: Which political party, if any, do you think can do a better job of handling the problem you have just mentioned--the Republican Party or the Democratic Party? ASKED ONLY OF RESPONDENTS WHO MENTIONED A PROBLEM

OVERALL FREQUENCY RESULTS

DEMOCRATS	35%
REPUBLICANS	30
OTHER-VOLUNTEERED	4
NO DIFFERENCE-VOLUNTEERED	17
DON'T KNOW	14

100% n=673

SELECTED PROBLEM BREAKDOWN BY PARTY

DEMOCRATS REPUBLICANS OTHER/NO DIFF/DK

AGRICULTURE	30%	26%	44%
POOR BUSINESS CLIMATE	39	42	19
HIGH BUSINESS TAXES	22	50	28
DRUGS	34	22	44
K-12 EDUCATION	42	26	32

ENVIRONMENT	38	16	46	
POOR/HOMELESS	58	19	23	
RUDY PERPICH	15	49	36	
UNEMPLOYED/UNDEREMPLOYED	30		30	40
WELFARE WASTE	15	65	20	
TAXES	32	34	34	

FORBID HANDGUNS EXCEPT BY POLICE | WOMEN OBTAIN LEGAL ABORTION

STRONGLY AGREE-	21%		ANY REASON NOT FOR ANY REAS.
AGREE-	28	+---	AGREE 41% 23% (41%)
DISAGREE-	33		DISAGREE 57 33 (58)
STRONGLY DISAGREE-	14		OTH/DK 2 44 (1)
DON'T KNOW	- 4		100% N=782 N=782 N=451

100% N=793			

FAVOR NATIONAL 7 DAY WAITING PERIOD

		BELIEVE NATIONAL 7 DAY WAITING
STRONGLY FAVOR-	61%	WOULD LEAD TO EVEN MORE LAWS
FAVOR-	31	AGREE -58%
OPPOSE-	4	DISAGREE -32
STRONGLY OPPOSE-	2	DON'T KNOW -8
DON'T KNOW	2	N-792

N=795

IMPORTANCE OF CANDIDATE'S POSITION WHEN VOTING

	GUN CONTROL	ABORTION
MOST IMPORTANT	3%	9%
VERY IMPORTANT	24 > 27%	34 > 43%
SOMEWHAT IMPORTANT	47	39
NOT TOO IMPORTANT	24 > 71%	17 > 56%
DON'T KNOW	2	1
	N=794	N=785

COMMITTED ACTION

	GUN CONTROL	ABORTION
JOINED AN ORGANIZATION	3%	2%
ORGANIZATION AND LETTER	1	1
ORGANIZATION AND MONEY	1 > 7%	2 7%
ORGAN., LETTER AND MONEY	2	2
LETTER	2	5
GIVEN MONEY	3	6
LETTER AND MONEY	< 1	1
NOTHING	88	80
	N=799	N=786

[FOR THOSE WHO JOINED ORGANIZATION-NAME OF GROUP]

	GUN CONTROL	ABORTION
N.R.A.	4%	BIRTHRIGHT .3
OTHER ANTI-GUN	<.3 >4.3%	CHURCH .7
HANDGUN CONTROL	.1	M.C.C..L .8 2.8%

OTHER PRO-GUN CONTROL .1 > .2% OTHER ANTI. 1.0

N.O.W. .7

PLANNED PAR.1.0

OTHER PRO. .6 1.6%

FOR THOSE WHO JOINED ORGANIZATION HAVE THEY RECEIVED COMMUNICATION IN
LAST MONTH ABOUT NOVEMBER ELECTIONS

FALL 1989 S.C.S.U. SURVEY-CABLE TV AND C-SPAN QUESTIONS

Two of the 60 questions asked of adult Minnesotans in the statewide Saint Cloud State University Survey during October, 1988 concerned cable television and watching of C-Span. A more complete statement of methodology is enclosed. The actual questions were:

32) Now, I would like to ask you about television. Do you presently have cable TV in the home in which you are now living?

33) [FOR THOSE RESPONDENTS WHO HAD CABLE TV] Have you ever watched the C-Span television channel in the home in which you are now living?
[This general question was suggested by C-Span officials]

OVERALL FREQUENCY RESULTS:

CABLE TV	WATCHED C-SPAN	WATCHED C-SPAN
(% OF ALL MN.)	(% OF CABLE HOUSEHOLDS)	
HAVE CABLE ----49%	YES---19%	YES---38%
NO CABLE ----51%	NO ---82%	NO ---62%
-----	-----	-----
100%	100%	100%
SAMPLE N=792	N=792	N=396

BREAKDOWNS BY SELECTED DEMOGRAPHICS:

	HAVE CABLE		HAVE WATCHED MAKEUP OF C-SPAN			
	TV ⁽¹⁾		C-SPAN ⁽²⁾		WATCHERS ⁽³⁾	
	<u>YES</u>	<u>NO</u>	<u>YES</u>	<u>NO</u>	<u>%</u>	
AGE						
18-21		60%	40%	24%	76%	3%
22-24	49	51	33	67	4	
25-30	49	51	47	53	16	
31-35	50	50	53	47	15	
36-40	50	50	68	32	18	
41-45	50	50	49	51	11	
46-50	53	47	41	59	7	
51-55	53	47	37	63	7	
56-60	47	53	36	68	5	
61-65	49	51	59	41	6	
65+	41	59	31	69	8	

SELECTED RELIGIONS

CATHOLIC	50	50	48	52	37
----------	----	----	----	----	----

LUTHERAN	50	50	41	59	29
BAPTIST	34	66	49	51	3
NONE	48	52	47	53	7

BORN AGAIN	45	55	48	52	21
NOT BORN AGAIN	51	49	44	56	79

HAVE CABLE TV HAVE WATCHED MAKEUP OF C-SPAN
C-SPAN WATCHERS

YES NO YES NO %

SELECTED OCCUPATIONS

MANAGERS	50%	50%	53%	47%	10%
HIGH LEVEL PROF	49	51	63	37	8
LOW LEVEL PROF	59	41	67	33	17
TECHNICAL	67	33	51	49	7
SALES/AD SUPP	54	46	40	60	21
SERVICE	47	53	28	72	5
AG/FOR/FISH	16	84	-	-	1
PRE PRO/CRAFT/REP	46	54	30	70	6
OPER/FAB/LABORERS	47	53	56	44	14
HOUSEHOLD MANAGERS	42	58	48	52	6
RETIRED	42	58	33	67	11
STUDENTS	56	44	43	57	6

MALES	50	50	54	46	65
FEMALES	48	52	34	66	35

EDUCATIONAL LEVEL

LESS 9	29	71	23	77	1
9-11	40	60	44	56	5
12	54	46	40	60	32
POST HI-NO COLL	43	57	22	78	3
13-15-SOME COLL	45	55	46	54	18
16-COLLEGE GRAD.	54	46	48	52	22
16+ GRAD SCHOOL	50	50	68	32	19

COMBINED HOUSEHOLD

INCOME

LESS \$10,000	37	63	24	76	5
10-15	40	60	34	66	7
15-20	49	51	52	48	12
20-25	52	48	44	56	12
25-30	56	44	45	55	12
30-40	50	50	47	53	16
40-50	51	49	53	47	13
\$50,000+	53	47	57	43	22

POLITICAL PARTY

[DEM/REP IS COMBINATION OF STRONG AND WEAK WHILE IND. IS COMBINATION OF THREE CATEGORIES OF INDEPENDENTS-OTHERS/DON'T KNOW ELIMINATED]

DEMOCRATS	53	47	46	54	37
INDEPENDENTS	48	52	44	56	41
REPUBLICANS	47	53	46	54	22

HAVE CABLE TV HAVE WATCHED C-SPAN MAKEUP OF C-SPAN WATCHERS

YES NO YES NO %

COLLAPSED SELF-IDENTIFIED POLITICAL IDEOLOGY

VERY LIBERAL/LIBERAL	55%	45%	46%	54%	36%
MODERATE	53	47	42	58	32
VERY CONSER/CONSER.	42	58	46	54	32

REGIONS (SEE ENCLOSED MAP)

1	52	48	- (small n's)	1				
2	12	88		0				
3	46	54	25	75	5			
4	51	49			2			
5	28	72			3			
6E	40	60			2			
6W	56	44			2			
7E	15	85(n)			0			
7W	31	69			3			
8	49	51			1	9	70	30
10	68	32	44	56	15		37	63
11	47	53	55	45	60			7

(N OR - INDICATES SMALL N)

Footnote Explanations:

- (1) An interpretation would be of respondents between 18-21 years of age 60% reported they had cable tv in the home in which they were presently living-40% said they didn't. Others and don't knows were eliminated from the analysis. Some categories may have very small n's and should be read as only general indicators.
- (2) Interpretation-Of those respondents who have cable tv in their homes 24% of 18-21 years old reported having watched C-Span in the home they are presently living. Again some categories may have small n's.
- (3) Interpretation-Of all C-Span watchers in Minnesota 3% are between 18-21, 4% are 22-24, 16% are 25-30, etc. Categories may not equal 100% due to rounding and some categories such as income and occupation are only partially reported due to very small n's.

Comments:

a) This survey of cable possession appears to be the only recent hard data available. In telephone conversations with Mike Martin, Executive Director of the Minnesota Cable Communications Association, and W.D. Donaldson, presently with the Mn. Department of Administration, both guessed that their best estimate of household cable possession in Minnesota was about 50%. This was before they were told the survey results.