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SCSU Survey

Winter 1993

SCSU Survey [Winter 1993]

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SUMMARY OF METHODOLOGY FOR THE WINTER 1993 SAINT CLOUD STATE UNIVERSITY 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. 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 Professor of Sociology. Peace Bransberger and Emily Eastburn serve as senior supervising student directors. Six selected students serve as student directors. These are Joy Dalbec, Liisa Foltz, Chad Roggeman, Randi Vergin, Shalom Winans, and Reina Stich.

After five or more hours of training and screening about seventy five political science and sociology students conducted the actual interviews. They were monitored by directors. All calls were made from the SCSU Survey Research Laboratory. The survey was administered between February 15-22 1993.

Several steps were taken to ensure that the telephone sample of Minnesota adults who were eighteen 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. Most calls were made after 5:00 PM weekdays and during the day on the weekend. Weekday day calls were made as necessary.

In samples of 986 interviews (less after weighting) the overall sample error due to sampling and other random effects is approximately plus/minus 3.5% 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 3.54% only one time in twenty.

However, in all sample surveys there are other possible sources of error for which precise estimates cannot be calculated. These include interviewer and coder error, respondent misinterpretation, and data entry and analysis errors. When analysis is made of subsamples such as people who gamble 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 64%. This is several percentage points above the average for professional marketing firms. When the S.C.S.U. Survey does specialized contract surveys we use a smaller, more skilled group of student interviewers and the completion rate ranges from 68% to 80+%. Completion rate means that once an eligible household was reached over 2/3 of the respondents agreed to participate in the survey.

Coding of open-ended political questions was done by coders working with directors. The total survey consisted of 72 variables. 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.

1. We'd like to begin by asking you about the Mall of America, sometimes called the Mega-mall, in Bloomington, Minnesota. How many times have you been to the Mall of America since it opened last August?

NUMBER OF TIMES _____ GO TO NEXT QUESTION

88. DON'T KNOW 98. NONE 99. REFUSED SKIP TO QUESTION 4

2. In general, would you say that the Mall met your expectations?

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

3. Do you plan on returning to the Mall between now and next September?

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

4. Now we'd like to ask you a question on higher education funding in Minnesota. Currently there is a debate going on about the funding of scholarships and grants for college students which are supported by tax dollars. Under current practices, over one-half of state scholarships and grants funded by tax dollars are given to students who attend private colleges. How do you feel about this? Do you strongly support, support, oppose or strongly oppose the use of tax dollars to pay for grants and scholarships for students attending private colleges?

1. STRONGLY SUPPORT 2. SUPPORT 3. OPPOSE 4. STRONGLY OPPOSE

8. DON'T KNOW 9. REFUSED

Here's a different kind of question. Please think of a thermometer that has a range of 0 to 100 degrees. I'd like you to rate your feeling toward some of our political leaders and other people who are in the news. Ratings on the thermometer between 50 and 100 degrees means that you feel favorable and warm toward the person. Ratings between 0 to 50 mean that you don't feel 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 000 to 100	CAN'T JUDGE	DON'T KNOW	REFUSED
5. Bill Clinton	_____	777	888	999
6. Dee Long	_____	777	888	999
7. Hubert H. Humphrey III	_____	777	888	999
8. Dave Durenberger	_____	777	888	999
9. Arnie Carlson	_____	777	888	999
10. Joan Grove	_____	777	888	999
11. Roger Moe	_____	777	888	999
12. Vin Weber	_____	777	888	999
13. Ann Wynia	_____	777	888	999
14. Rudy Perpich	_____	777	888	999
15. Paul Wellstone	_____	777	888	999
16. Rudy Boschwitz	_____	777	888	999

I'd like to change the topic once again and ask you some questions about your family and personal life. This information will be extremely important in helping us understand what goes on in the family. I want to remind you that we do not know who you are, so anything you say cannot be connected with you in any way. If you do not want to answer a question, please let me know and we'll move on to the next question.

17. First, I'd like to ask you some questions about the family you grew up in before you were eighteen years old. I'd like you to tell me if you strongly agree, agree, disagree or strongly disagree with the following statements: (READ EACH QUESTION AND REREAD RESPONSES IF NECESSARY)

My family was always happy and got along well.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE
8. DON'T KNOW 9. REFUSED

18. Problems were dealt with quickly and positively.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE
8. DON'T KNOW 9. REFUSED

19. We were allowed to openly express our feelings and opinions.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE
8. DON'T KNOW 9. REFUSED

20. We were allowed to show our emotions such as happiness, anger and fear.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE
8. DON'T KNOW 9. REFUSED

21. Conflict and disagreement were not allowed in my family.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE
8. DON'T KNOW 9. REFUSED

22. There was always a lot of stress in my family.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE
8. DON'T KNOW 9. REFUSED

23. I would characterize my parents as rigid and controlling.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE
8. DON'T KNOW 9. REFUSED

24. Now I'd like to ask you a question about your parents or step-parents or legal guardians. When they had a disagreement with each other, do you recall either one ever pushing, grabbing, shoving or slapping the other?

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

25. Did they ever kick, bite, hit, punch or beat up the other one?

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

26. Thank you. Now I'd like to move on to the topic of gambling. Have you ever gambled in casinos or gambled for money on card games, sports, horse or dog races, dice games, slot machines or other gaming machines, lotteries, bingo or pull tabs or any other game of skill or activity?

1. YES > GO TO NEXT QUESTION

5. NO 8. DON'T KNOW 9. REFUSED > SKIP TO QUESTION 48

27. When you gamble, how often do you go back another day in order to win back money you lost?
Is it (READ RESPONSES):

1. less than half of the time

2. most of the time

3. everytime

5. never

8. DON'T KNOW

9. REFUSED

28. Have you ever claimed to be winning money from gambling when you really weren't?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

29. Do you feel you have ever had a problem with betting money or gambling?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

30. Did you ever gamble more than you intended to?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

31. Have people criticized your betting or told you that you had a gambling problem regardless of whether or not you thought it was true?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

32. Have you ever felt guilty about the way you gamble or what happens when you gamble?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

33. Have you ever felt like you would like to stop betting money or stop gambling but didn't think you could stop?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

34. Have you ever hidden betting slips, lottery tickets, gambling money, I.O.U.s or other signs of betting or gambling from your spouse, children or other important people in your life?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

35. Have you ever argued with people you live with about your gambling and how you handle money?

1. YES

5. NO

8. DON'T KNOW

9. REFUSED

36. Have you ever borrowed money to gamble or to pay gambling debts?

1. YES

GO TO NEXT QUESTION

5. NO

8. DON'T KNOW

9. REFUSED

SKIP TO QUESTION 47

We'd like to know where you borrowed the money from. Was it from (READ RESPONSES):

	YES	NO	D.K.	REFUSED
37. household money?	1	5	8	9
38. from your spouse?	1	5	8	9
39. from other relatives or in laws?	1	5	8	9
40. from credit cards?	1	5	8	9
41. from banks, loan companies or credit unions?	1	5	8	9
42. from loan sharks?	1	5	8	9
43. from cashing in stocks, bonds or other securities?	1	5	8	9
44. from selling personal or family property?	1	5	8	9
45. from writing bad checks?	1	5	8	9

46. Have you ever borrowed money from someone and not paid them back as a result of your gambling?

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

47. Have you ever lost time from work or school due to betting money or gambling?

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

48. Now we'd like to move on to a different topic and ask you some questions about work. First, would you tell me if you strongly agree, agree, disagree or strongly disagree with the following statement. "I believe that a person can get ahead in life through hard work."

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE

8. DON'T KNOW 9. REFUSED

49. Are you employed on a full-time basis, outside of your home for pay?

1. YES ☒ GO TO NEXT QUESTION

5. NO 8. DON'T KNOW 9. REFUSED ☒ SKIP TO QUESTION 61

50. I'm going to read a list of statements about your job and the people you work with. Please tell me if you strongly agree, agree, disagree, or strongly disagree with each statement.

The first statement is, "Problems at work are dealt with quickly and positively."

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE

8. DON'T KNOW 9. REFUSED

51. We are allowed to openly express our feelings and opinions.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE

8. DON'T KNOW 9. REFUSED

52. We are allowed to show our emotions such as happiness, anger and fear.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE

8. DON'T KNOW 9. REFUSED

53. Conflict and disagreement are not allowed.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE

8. DON'T KNOW 9. REFUSED

54. There is always a lot of stress where I work.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE

8. DON'T KNOW 9. REFUSED

55. My supervisors and bosses tend to be rigid and controlling.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE

8. DON'T KNOW 9. REFUSED

56. My co-workers and supervisors generally respond quickly and easily to change and new ways of working.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE

8. DON'T KNOW 9. REFUSED

57. People are criticized if they do not join other employees after work at meetings, parties or other activities.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE

8. DON'T KNOW 9. REFUSED

58. I often feel I have to change my personality when I'm at work.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE
8. DON'T KNOW 9. REFUSED

59. To get ahead where I work, a person has to be a workaholic.

1. STRONGLY AGREE 2. AGREE 3. DISAGREE 4. STRONGLY DISAGREE
8. DON'T KNOW 9. REFUSED

60. Taking into account all aspects of your life, I'd like you to tell me how important your job is to you now. Would you say it is (READ RESPONSES):

1. very important 2. important 3. not very important 4. not important at all
8. DON'T KNOW 9. REFUSED

61. Finally, the following demographic questions will help us determine if we are getting a random sample and for statistical purposes. 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 | 05. 36-40 | 09. 56-60 |
| 02. 22-24 | 06. 41-45 | 10. 61-65 |
| 03. 25-30 | 07. 46-50 | 11. 65+ |
| 04. 31-35 | 08. 51-55 | 99. REFUSED |

62. 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 |
| 05. METHODIST | 06. EPISCOPALIAN | 07. OTHER-PROTESTANT | |
- > GO TO NEXT QUESTION

08. JEWISH 09. NONE

10. OTHER (EXPLAIN) _____ > SKIP TO QUESTION 64

88. DON'T KNOW 99. REFUSED

63. Are you a born again Christian or have you had a born again experience?

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

64. 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

65. 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 independent, do you usually consider yourself to be closer to the Democrats or the Republicans?

- 01. ALWAYS VOTES DEMOCRAT
- 02. DEMOCRAT -- WHO SOMETIMES VOTES FOR OTHER PARTY
- 03. INDEPENDENT CLOSER TO DEMOCRAT
- 04. INDEPENDENT
- 05. INDEPENDENT CLOSER TO REPUBLICAN
- 06. REPUBLICAN -- WHO SOMETIMES VOTES FOR OTHER PARTY
- 07. ALWAYS VOTES REPUBLICAN
- 08. OTHER PARTY
- 77. APOLITICAL 88. DON'T KNOW 99. REFUSED

66. 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

67. What was the last grade in school you completed?

- 1. LESS THAN 9 2. 9-11 YEARS 3. 12 YEARS 4. POST HIGH-NOT COLLEGE
- 5. 13-15 YEARS 6. 16 YEARS 7. 16 YEARS PLUS 8. DON'T KNOW 9. REFUSED . .

68. 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

I would like to thank you very much for your time and cooperation. You have been very helpful. If you are interested in the results of this study you may contact Dr. Steve Frank or Dr. John Murphy at Saint Cloud State University in about two months. Goodbye!

69. OBTAIN FROM CONTACT SHEET RESPONDENT SEX. 1. MALE 5. FEMALE

70. RESPONDENT'S COOPERATION WAS:

- 1. EXCELLENT -- LITTLE PERSUASION NEEDS
- 2. GOOD -- SOME PERSUASION NEEDED
- 3. FAIR-POOR -- MUCH PERSUASION NEEDED

INTERVIEWER -- CHECK OVER INTERVIEW SCHEDULE FOR COMPLETENESS, ACCURACY, AND LEGIBILITY. PLEASE DESCRIBE ON 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.

NEWS

ST. CLOUD STATE
UNIVERSITY

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720 Fourth Avenue South
St. Cloud, MN 56301-4498

Contact: (507) 255-2551: STATEWIDE SURVEY RESULTS RELEASED MARCH 17 DESCRIBE
MINNESOTANS' VIEWS ON POLITICIANS, PARTY AFFILIATION

3-17-93

ST. CLOUD, MINN. (March) -- The results of the latest St. Cloud State University (SCSU) Survey, conducted statewide Feb. 15 and Feb. 22, were released today at a news conference at St. Cloud State University.

Survey co-directors Dr. Steve Frank, political science, and Dr. John Murphy, sociology, conducted a scientific random telephone sample of Minnesota adults with 70 questions relating to a variety of political and social issues. Findings related to the more "political" items were released at the March 17 (1993) news conference.

According to Frank, when interpreting survey results, one should remember there are different characteristics of public opinion such as fluidity, stability and intensity. Opinions, such as feelings toward public figures, are very fluid and can change overnight, Frank said. "Some opinions, such as party identification, are more stable and less likely to change."

Here is a complete summary of the results from survey questions related to politics in Minnesota:

FEELING THERMOMETER--From time to time, the SCSU Survey asks Minnesotans to respond to a "feeling thermometer" ranging from 0 to 100. Ratings of 50 or more indicate the respondent feels warm and favorable toward a person while below 50 indicates unfavorable feelings. The thermometer also gives an indication of name recognition.

The survey showed that Minnesotans feel very favorable toward Bill Clinton, (no titles are used in the survey - this was the first time he was included) as he has an average mean score (not percentage) of 59.9. But Minnesotans are increasingly feeling cooler toward Sen. Dave Durenburger. During the four years the the feeling thermometer has been administered in the statewide survey, he has gone from a "warm" 56.8 (October 1988) to an almost "freezing" 41.9.

Politicians perceived "warmly" include Hubert Humphrey III who Minnesotans continue to warm to with an average of 56.7. And although one-third of Minnesotans say they can't judge or don't know Secretary of State Joan Growe, among those who can judge, she has a fairly warm rating of 54.0.

Minnesotans continue to feel lukewarm toward state Senate Majority Leader Roger Moe (50.1), former Congressperson Vin Weber (50.5), and state House Majority Leader Dee Long (49.4), according to the survey results. Former Sen. Rudy Boschwitz continues his downward trend with an ambivalent 50.0. Newcomer to the survey, former state Rep. Ann Wynia garnered a mixed 50.2, but 81 percent of all respondents said they can't judge or don't know her.

Frank noted that although the present ratings are still a bit on the chilly side, there may be a slight warming toward Gov. Arne Carlson (46.5 - up from 42.3 in the February 1992 survey) and Sen. Paul Wellstone (47.6 - up from 46.8 one year ago). Former Gov. Rudy Perpich receives a cold 44.1, up from 42.5 in last year's thermometer.

The SCSU Survey also revealed a large range in the percent of respondents who say they don't know or can't judge the various officials. Only 2 percent of Minnesota adults say they can't judge or don't know Bill Clinton. Other results: 6 percent don't know or can't judge for Carlson and Perpich; 8 percent for Wellstone, Durenberger and Boschwitz; 11 percent for Humphrey; Growe for 30 percent; 53 percent for Moe; 65 percent for Long; and 81 percent for Wynia. (Frank can provide additional mean scores for breakdowns by region of the state, party affiliation, self-described political ideology, sex, education, combined household income, age, religion, and "born again" status among Christians.)

-more-

For example, Bill Clinton's averages are fairly even throughout the state. Among respondents who say they always vote Democratic he receives a hot 79 but a freezing 33 from people who say they always vote Republican. Among other groups, the very liberal give him a 78 while the very conservative average 35; "born again Christians" equal 50 while not "born again" equal 61; and his average among males is 57, among females, 62. However, for some of the names with large "don't knows/can't judge" figures, some of the means for these breakdowns are almost meaningless.

MINNESOTAN'S POLITICAL PARTY AFFILIATIONS - Over the past five years there has been little change in the political party affiliations of Minnesota adults. This survey categorizes respondents into the categories of always vote Republican or always vote Democratic; usually vote Republican or Democrat; independents who feel closer to the Republicans or Democrats; independents; other party; apolitical; and, don't know. Often the categories of always and usually vote for one or another of the two major parties are combined into two categories. The three categories of independents are then joined together as are the apolitical, others and don't knows.

Frank noted that some researchers put the independents who feel closer to one of the parties together with the party they feel closest to as most "independents" usually vote for that party. This year's analysis has combined the three categories of independents, which may inflate their real numbers, Frank noted.

-more-

About 37 percent of Minnesotans are Democrats (48 percent if leaning Democrat independents are included); 23 percent Republican (36 percent with leaning independents) and 35 percent independent (11 percent true independents). Less than 1 percent said other party and 3 percent said apolitical. (Breakdowns are available from Frank for region of the state, self-described political ideology, sex, education, combined household income, age, religion, and "born again" status among Christians).

SELF-DESCRIBED POLITICAL IDEOLOGY - Nationwide, roughly 45 percent of all Americans call themselves conservative; 31 percent moderate; 30 percent liberal; and 4 percent respond "don't know." According to the February 1993 SCSU Survey there has been little change in the self-described political ideology of Minnesota adults.

About 38 percent of those surveyed call themselves conservative (7 percent very conservative and 31 percent somewhat conservative); 30 percent moderate; 29 percent liberal (6 percent very liberal and 23 percent somewhat liberal); and 3 percent responded "don't know." (Breakdowns are available from Frank for region of the state, party affiliation, sex, education, combined household income, age, religion, and "born again" status among Christians).

For more information on the SCSU Survey finding and methodology, contact Dr. Steve Frank, (612) 255-4131. He will answer telephone inquiries from 1 to 3 p.m. Wednesday, March 17.

-end-

(CONTACT: Deborah Hudson, assistant public relations director, (612) 255-3151)

SCSU SURVEY "FEELING THERMOMETER" RESULTS

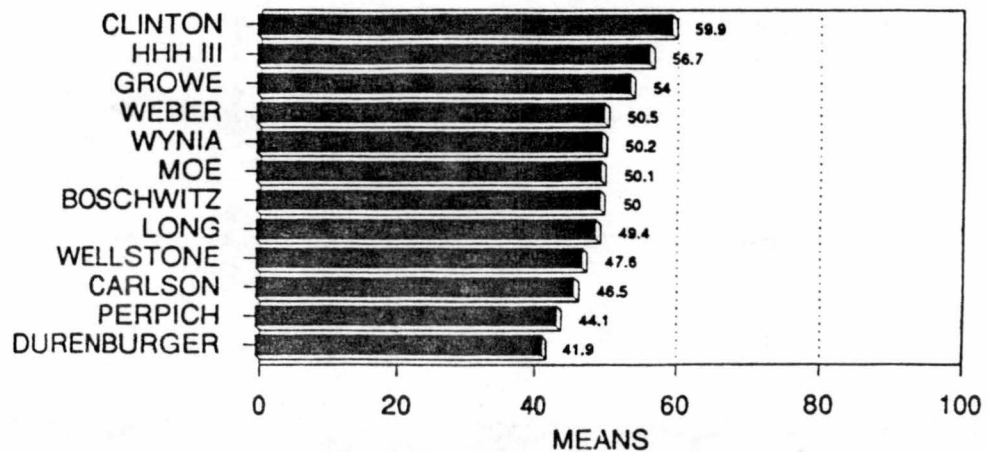
Here's a different kind of question. Please think of a thermometer that has a range of 0 to 100 degrees. I'd like you to rate your feelings toward some of our political leaders and other people who are in the news. Ratings on the thermometer between 50 and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 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.

	10/88			4/90			2/92			2/93		
	MEAN	N	%*	MEAN	N	%*	MEAN	N	%*	MEAN	N	%*
GEORGE BUSH	46.9	614	2%	61.3	710	1%	53.1	794	.8%	-----		
RONALD REAGAN	42.9	625	.2	-----			-----			-----		
GEORGE LATIMER	58.7	499	20	60.1	571	21	60.3	592	26	-----		
HUBERT H. HUMPHREY III	49.7	589	4	53.7	643	10	55.9	723	10	56.7	850	11%
ROGER MOE	50.5	260	58	53.6	369	49	50.9	358	55	50.1	444	53
ARNIE CARLSON	51.9	289	53	52.6	426	41	42.3	763	5	46.5	893	6
RUDY BOSCHWITZ	55.5	590	4	52.5	673	6	51.3	760	5	50.0	874	8
MIKE HATCH	-----			50.5	367	49	-----			-----		
DAVID DURENBURGER	56.8	592	5	47.5	677	6	49.5	755	6	41.9	873	8
DAVE PRINTY	-----			48.0	160	78	-----			-----		
JON GRUNSETH	-----			46.4	159	78	37.2	666	17	-----		
RUDY PERPICH	50.2	611	2	45.3	685	4%	42.5	656	6	44.1	891	6
MICHAEL DUKAKIS	52.4	603	3%	-----			-----			-----		
DEE LONG	-----			-----			51.5	221	72	49.4	333	65
JOAN GROWE	-----			-----			53.5	596	26	54.0	662	30
PAUL WELLSTONE	-----			-----			46.8	727	9	47.6	862	8
VIN WEBER	-----			-----			51.8	422	47	50.5	604	36
DAVID DUKE	-----			-----			15.2	595	25%	-----		
ANN WYNIA	-----			-----			-----			50.2	180	81
BILL CLINTON	-----			-----			-----			59.9	931	2%

[DON'T KNOW/CAN'T JUDGE EXCLUDED FROM THE DETERMINATION OF THE MEAN]
* % THIS FIGURE REPRESENTS THE PERCENTAGE OF RESPONDENTS WHO SAID THEY COULDN'T JUDGE OR DIDN'T KNOW THE LISTED PERSON.

MEANS (AVERAGE) ON "FEELING THERMOMETER" FEB. 1993 SCSU SURVEY OF MN. ADULTS

POLITICAL FIGURE

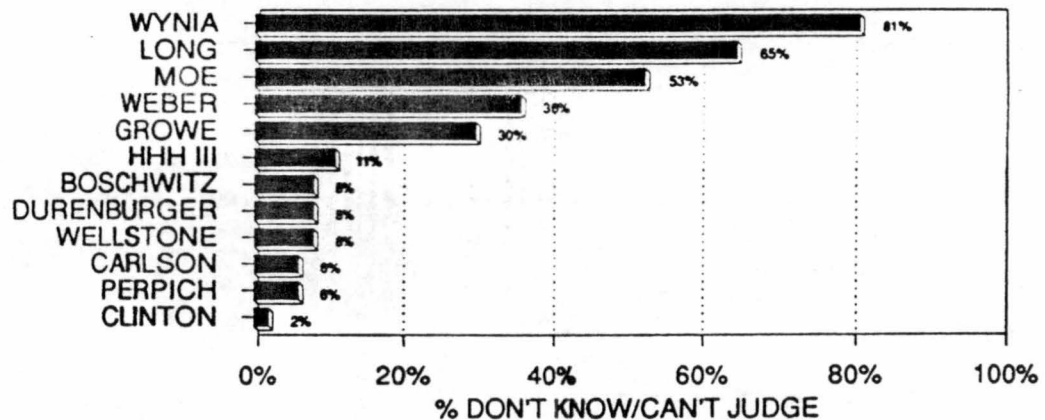


RATING 0 TO 100

SOURCE: FEB. 1993 SCSU SURVEY OVERALL
N=963 MEAN BASED ONLY ON RESPONDENTS
WHO COULD GIVE A RATING [NOT A %]

"FEELING THERMOMETER" FEB. 1993 SCSU SURVEY % STATING THEY DIDN'T KNOW OR COULDN'T JUDGE PUBLIC FIGURE

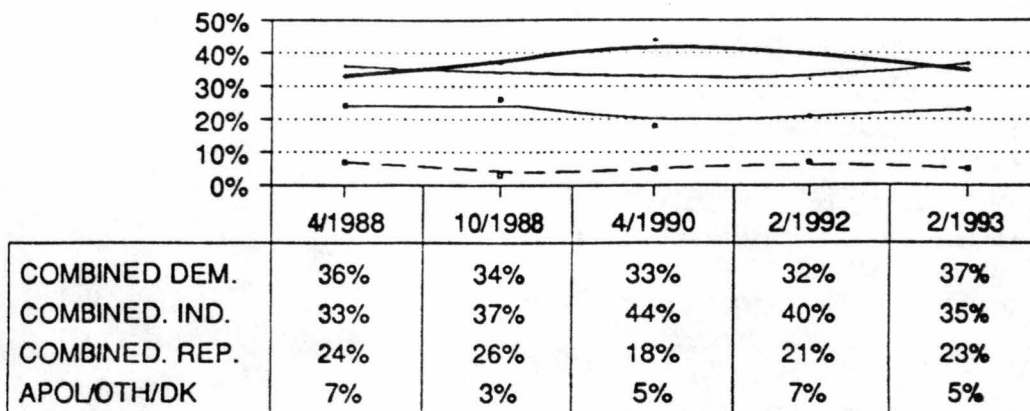
PUBLIC FIGURE



0-100%

SOURCE: FEB. 1993 SCSU SURVEY
OVERALL N=963

POLITICAL PARTY AFFILIATION OF MN. ADULTS APRIL 1988-FEB. 1993

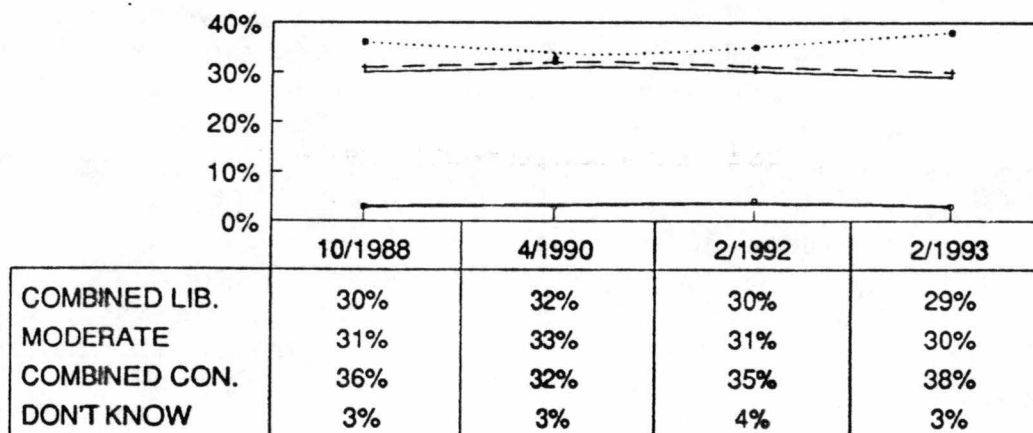


PARTY AFFILIATION

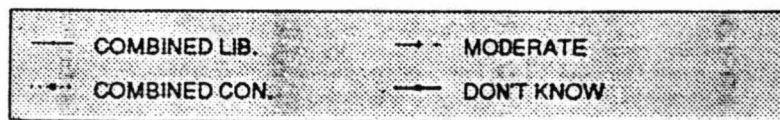


SOURCE:SCSU SURVEY 2/93 N=941 2/92N=780
4/90 N=734 10/88 N=772 4/88 N=778
REP & DEM (USUALLY/ALWAYS VOTE DEM/REP)

SELF DESCRIBED POLITICAL IDEOLOGY OF MN. ADULTS OCT. 1988-FEB. 1993



POLITICAL IDEOLOGY



SOURCE:SCSU SURVEY 2/93 N=946 2/92 N=798
4/90 N=742 10/88 N=780

COMPLETE POLITICAL PARTY AND SELF-DESCRIBED POLITICAL IDEOLOGY

POLITICAL PARTY AFFILIATION

ALWAYS VOTE DEMOCRAT	12%
USUALLY VOTE DEMOCRAT	25
INDEPENDENT-CLOSER TO DEMOCRATS	11
INDEPENDENT	11
INDEPENDENT-CLOSER TO REPUBLICANS	13
USUALLY VOTE REPUBLICAN	17
ALWAYS VOTE REPUBLICAN	6
APOLITICAL/OTHER/DON'T KNOW	5%

SELF-DESCRIBED POLITICAL IDEOLOGY

VERY LIBERAL	6%
SOMEWHAT LIBERAL	23
MODERATE	30
SOMEWHAT CONSERVATIVE	31
VERY CONSERVATIVE	7
DON'T KNOW	3%

SOURCE: SCSU SURVEY 2/1993

SUMMARY OF METHODOLOGY FOR THE WINTER 1993 SAINT CLOUD STATE UNIVERSITY 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. Clients can buy into the survey or contract for specialized surveys.

Directors are the survey are Dr. Steve Frank, SCSU Professor of Political Science and Dr. John Murphy, SCSU Professor of Sociology. Peace Bransberger, Emily Eastburn, served as senior supervising student directors. Six selected students served as student directors. These were Joy Dalbec, Liisa Foltz, Chad Roggeman, Randi Vergin, and Reina Stich.

After five or more hours of training and screening about seventy five political science and sociology students conducted the actual interviews. They were monitored by directors. All calls were made from the SCSU Survey Research Laboratory. The survey was administered between February 15-22 1993.

Several steps were taken to ensure that the telephone sample of Minnesota adults who were eighteen 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. Most calls were made after 5:00 PM weekdays and during the day on the weekend. Weekday day calls were made as necessary.

In samples of 986 interviews (less after weighting) the overall sample error due to sampling and other random effects is approximately plus/minus 3.5% 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 3.54% only one time in twenty.

However, in all sample surveys there are other possible sources of error for which precise estimates cannot be calculated. These include interviewer and coder error, respondent misinterpretation, and data entry and analysis errors. When analysis is made of subsamples such as people who gamble 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 64%. This is several percentage points above the average for professional marketing firms. When the S.C.S.U. Survey does specialized contract surveys we use a smaller, more skilled group of student interviewers and the completion rate ranges from 68% to 80+%. Completion rate means that once an eligible household was reached over 2/3 of the respondents agreed to participate in the survey.

Coding of open-ended political questions was done by coders working with directors. The total survey consisted of 72 variables. 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.

NEWS

ST. CLOUD STATE
UNIVERSITY

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St. Cloud, MN 56301-4498

Contact: (612) 255-3151

THIS MATERIAL IS EMBARGOED UNTIL 9 A.M. TUESDAY, APRIL 6

SCSU SURVEY RESULTS RELEASED ON OPINIONS REGARDING THE MALL OF AMERICA 4-5-93

ST. CLOUD, Minn. (April) -- St. Cloud State University (SCSU) Survey released results today (April 6) on three questions relating to the Mall of America, Bloomington.

The statewide SCSU Survey, taken between Feb. 15-22, 1993, asked a scientific random sample of 963 Minnesota adults three questions relating to the Mall of America. The questions asked respondents how many times they've visited the mall since it opened last August; for those who visited the mall, did it meet their expectations; and, for those who did visit, did they plan on returning.

The survey found that over half (54 percent) of Minnesota adults have visited the mall at least once. Specifically, 46 percent have never visited, 21 percent visited once, 12 percent visited twice, and 21 percent had three or more visits. Between various demographic groups the most striking differences are between the various age groups. Seventy-five percent of 18- to 24-year-olds have visited at least once compared to 30 percent of the 65 and older. Sixty-eight percent of adults in the seven-county metropolitan area have visited at least once as opposed to 33 percent of roughly the northern, non-metro half of the state and 41 percent of the southern half of the state. Sex differences were minimal. In a survey taken during November 1992 (before Christmas) the Minnesota Poll found 41 percent of Minnesota adults had visited the mall.

Almost nine of ten (87 percent) of mall visitors say that the mall has met their expectations. Over three-fourths (77 percent) state they plan on returning (86 percent in the seven-county metro area).

-end-

Further demographic breakdowns by geographic area, sex, income, education, occupation, and age are available by contacting survey directors Stephen Frank at (612) 255-4131 or John Murphy at (612) 255-2154. SCSU Survey Student Director Shalom Winans played a major role in development and analysis of these questions.

(CONTACT: Deborah Hudson, assistant public relations director, (612) 255-3151.)

MALL QUESTIONS RESULTS

Three questions in the February 15-22, 1993 SCSU Survey asked a scientific random sample of 963 Minnesota adults three questions relating to the Mall of America. The questions asked respondents how many times they've visited the Mall since it opened last August; for those who visited the mall, did it meet their expectations; and, for those who did visit did they plan on returning.

The survey found that over half (54%) of Minnesota adults have visited the Mall at least once. Specifically, 46% have never visited, 21% visited once, 12% visited twice, and 21% had three or more visits. Between various demographic groups the most striking differences are between the various age groups. 75% of 18-24 year olds have visited at least once compared to 30% of those 65 and older. 68% of adults in the seven county metropolitan area have visited at least once as opposed to 33% of roughly the northern, non-metro half of the state and 41% of the southern half of the state. Gender differences were minimal. In a survey taken during November, 1992 (before Christmas) the Minnesota Poll found 41% of Minnesota adults had visited the mall.

Almost nine of ten (87%) of mall visitors assert that the mall has met their expectations. Over three fourths (77%) state they plan on returning (86% in the seven county metro area).

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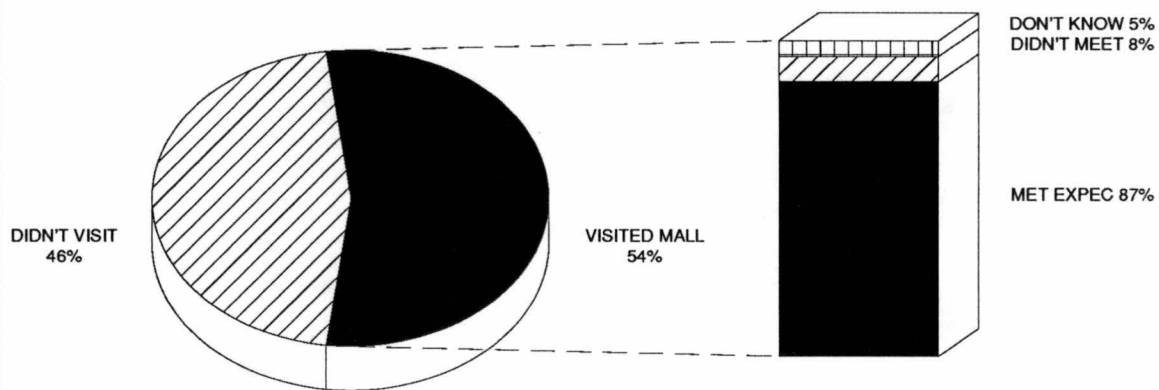
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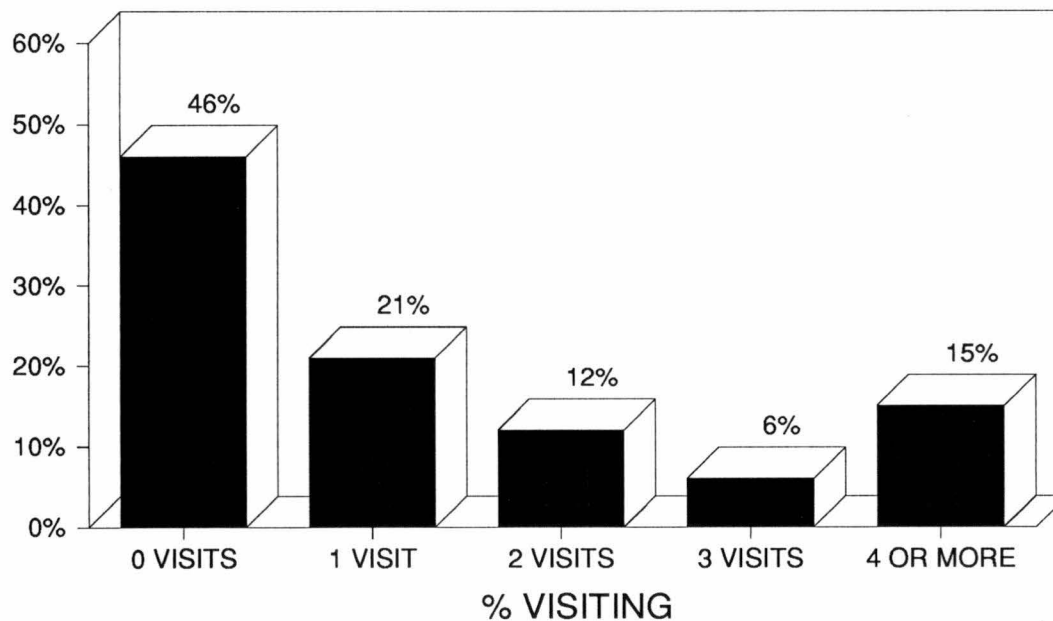
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DID MALL OF AMERICA MEET VISITOR EXPECTATIONS



SOURCE: SCSU SURVEY N=963(486 VISITORS)

MALL OF AMERICA VISITS BY ADULT MINNESOTANS SINCE MALL OPENING



SOURCE: SCSU SURVEY 2/93 N=963
 MEDIAN=1 MEAN=4.4 (MAY BY INFLUENCED BY
 EXTREME VALUES)

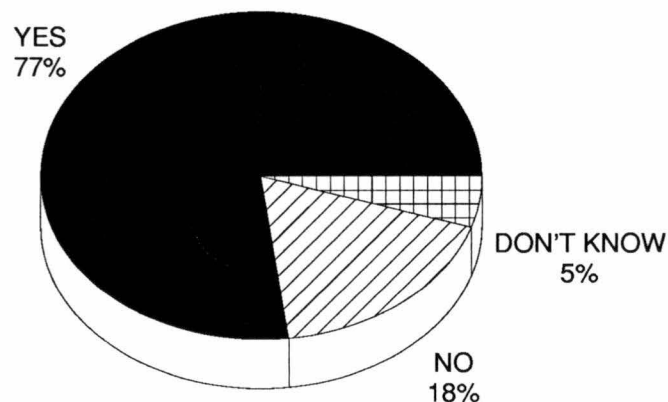
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DO MALL VISITORS PLAN ON RETURNING



SOURCE: SCSU SURVEY N=486 MALL VISITORS