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Winter 1995

SCSU Survey [Winter 1995]

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**WINTER, 1995 SCSU SURVEY-SUMMARY OF FINDINGS RELEASED
FEBRUARY 2, 1995**

**MINNESOTANS STILL FEEL WARM TOWARD HUBERT HUMPHREY III BUT ARE AGAIN WARMING TO
ARNE CARLSON**

When asked to respond to the following for 10 public figures: 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.

Minnesotans still feel warmly about Attorney General Humphrey 58.3 (no titles are used or given) and he has fairly high recognition (14% said can't judge or don't know). As the accompanying charts indicate Governor Carlson's rating has moved from a lukewarm 51.6 last year and a chilly 42.3 in 1992 (only 2% can't judge or don't know) to a very warm 57.3. President Clinton has slipped from 59.9 two years ago to 51.6 (1% don't know/can't judge). Bob Dole was included for the first time and received a lukewarm 49.5 while Rudy Boschwitz and Paul Wellstone are perceived a bit coldly (48.4 and 47.1). Rod Grams was also included for the first time and got a somewhat chilly 46.5. Minnesotans continue to feel coldly toward Rudy Perpich (44.5) and have cooled toward Ann Wynia as her cold 42.8 is down from 50.2 two years ago. For methodological and other reasons George Latimer is still included and is still perceived warmly with a 56.9 but his don't know/can't judge are still a high 34%.

The feeling thermometer is used in a variety of academic and political surveys and is a useful measure of political behavior. Often people may lack knowledge of candidate's party, ideology, and issue positions but do have a general sense if they like the person or not and this is a key factor in voting behavior. Breakdowns are available for age, education, occupation, sex, region, party, ideology, religion, born again or not, education and combined household income. The best indicator of respondent's rating is their political party affiliation. For example Bill Clinton receives a 69 from those who say they always/usually vote Democratic but a frigid 32 from Republicans. Rod Grams gets a 60 from Republicans and a 36 from Democrats. Arne Carlson and H.H.H. III appear to have the broadest based support. The Governor receives a 52 from Democrats, 63 from Republicans and 59 from independents while the Attorney General was rated 69 by Democrats, 49 from Republicans and 59 from independents.

**MINNESOTANS STILL UPBEAT ABOUT THE DIRECTION OF THE STATE AND NEGATIVE
ABOUT THE DIRECTION OF THE COUNTRY**

In response to the question: "All in all, do you think things in the United States are generally going in the right direction, or do you feel things have gotten off on the wrong track?" (Minnesota substituted for U.S. in a following question)-about 6 of 10 Minnesotans continue to feel upbeat about the direction of the state while one-third (31%) feel the state is headed in the wrong direction. However, almost the opposite is true for the direction of the United States as about one third or 37% say right direction and over half 51% say wrong track. Republicans are bit more likely to say right direction for the U.S. compared to Democrats (44% to 37%). Respondents over 65 are more pessimistic (60%) as are born again Christians (63%). Democrats are more upbeat about the state headed in the right direction (70%) than are Republicans (54%). Independents averaged 63%. Younger Minnesotans are more upbeat (76%) about the direction of the state than are those 65 and older (59%). Non born again Christians are more upbeat (61%) than are born-again Christians (49%).

**WHEN ASKED IN CLOSED AND OPEN-END QUESTIONS MINNESOTANS ARE MORE
CONCERNED WITH ECONOMIC ISSUES THAN SOCIAL ISSUES-REPUBLICANS SEEN AS
BETTER PROBLEM SOLVERS THAN ARE DEMOCRATS**

When asked the following: “When voting for Congress, please tell me how important a candidate’s stand on each of the following issues would be to you. First, will a candidate’s stand on environmental issues be very important, somewhat important, not too important, or not at all important when deciding whom to vote for? [SUBSTITUTE OTHER ISSUES AND REPEAT CHOICES AS NECESSARY]”; almost 8 of 10 (78%) said crime was very important. This compares to over 2/3rds (68%) for jobs; 64% each for taxes and health care; 61% for welfare; less than half said gun control was very important (46%); about four of 10 said abortion was very important (42%); about 1/3rd said environmental issues (36%) and only one in four (26%) said prayer in public school was very important.

When asked to respond to an open-end question: “What do you think is the single most important problem facing the United States today? [PROBE FOR ONE SPECIFIC RESPONSE]”; 27% said crime/drugs/violence and 19% mentioned various economic concerns. Overall 34% viewed Republicans as better problems solvers than Democrats (20%) but the differences are more striking on the most important specific problems. Republicans have the edge on crime/violence/drugs by a margin of 33% to 23%; economic concerns (33% to 15%); moral issues (38% to 7%); general political concerns (40% to 10%); welfare (36% to 18%) and perhaps a bit surprising homeless/hunger/poverty (34% to 24%). Democrats are given the edge on medical/health problems by a margin of 39% to 22%.

See the accompanying for charts and a methodological statement. Further breakdowns and comparisons are available by contacting Steve Frank.

SCSU SURVEY RESULTS MARCH 17, 1995:

POLITICAL PARTY AFFILIATION AND SELF DESCRIBED POLITICAL IDEOLOGY OF MINNESOTANS REMAINS FAIRLY STABLE OVER THE PAST SEVEN YEARS. THERE ARE MORE DEMOCRATS THAN REPUBLICANS BUT INDEPENDENTS APPEAR TO BE INCREASING MORE MINNESOTANS DESCRIBE THEIR VIEWS AS CONSERVATIVE RATHER THAN LIBERAL

Between January 14-22, 1995 the Saint Cloud State University Survey conducted its annual survey of Minnesota adults [a more complete methodological statement is included.] This release relates to two questions relating to party identification and self-described political ideology. Note: More complete breakdowns are available.

The party question read, "Do you usually consider yourself to be a Democrat, Republican or independent?--[If Dem. or Rep} 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?

The political ideology question read, "Thinking about your own general approach to politics, do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?"

As detailed in the enclosed graphs there still are more Minnesota Democrats then Republicans, however there a is shift primarily from the Democrats to the independent category. Most independents may not be "true" independents as most consider themselves closer to one of the two parties. About 1% cite other parties. Minnesota is somewhat similar to the nation; nationwide approximately 35% are Democrats, 38% independent, and 25 % Republican.

[NOTE THE FOLLOWING ARE VERY GENERAL TENDENCIES-Democrats and Republicans consist of those who stated they always vote Dem./Rep. and usually vote Dem./Rep. Independent who state they feel closer to the Democrats or Republicans were classified with independents.

The following groups are more likely to call themselves Democrats rather than Republican: self-described very/somewhat liberals (46%D-9%R); females (31%D-24%R); those with combined household incomes of \$20,000 or less; Christians who do not consider themselves "born-again (30%D-22%R) ;" Catholics(35%D-19%R); occupations groups such as lower status professionals such as k-12 teachers, blue collar workers (26%D-16%R), and students (44% to 15%); those with less than a high school education and the "Range" area. However there isn't that much difference between college graduates.

Republicans tend to draw better from self-described political somewhat/very conservatives (45%R-13%D); born again Christians (39%R-22%D); Baptists (54%D-17%D); appear to be making some gains with younger adults between 18-24; occupational categories such as executives and higher status professionals such as doctors; and household managers (65%R-4%D). 24% of the males identify themselves as Democrats and 26% as Republicans.

Self-described political ideology is also stable. About four of ten Minnesotans (39%) describe themselves as very or somewhat conservative, 29% moderate and 29% as liberal or very liberal. These are fairly close to national breakdowns. Groups more likely to describe themselves as very or somewhat conservative rather than liberal are household managers, higher status professionals, workers in precision production occupations, Baptists, born again Christians, and males. Those describing themselves as liberal rather than conservative tend to be 18-24 year olds and students. The latter two groups are also more subject to opinion fluctuation.

POLITICAL PARTY AFFILIATION

Those who proclaim the major two parties are dying may be somewhat in error. United States political parties are composed of three elements: party in government; party organization and party in the electorate (those who identify with a political party). The first two may be gaining strength at both national and state levels but the latter may be declining.

Although the percentage of Americans identifying with the two major parties may be declining it is still one of the best voting behavior predictors. Until recently the public's perceptions of party differences have been decreasing but many do perceive ideological and policy differences between the parties. There are some differences in policy preferences between identifiers but it depends on the issue.

Additionally, some claim the elections of 1994 both at the national level and in Minnesota were realigning elections such as those of 1860 and 1932. A realigning election is usually characterized where the electorate departs from their identification with the dominant party and doesn't return (at least for many years). As of now it appears that we are still in a period of dealignment which is usually explained as a period where ... "voters are much more susceptible to the personal appeals of candidates, to local issues, and to other elements which might lead to departures from underlying party loyalty." (William Flannigan and Nancy Zingale--Political Behavior of the American Electorate-8th.)

Some variation in party affiliation found in this survey compared to other surveys/polls may be due to sample error, question wording and placement, timing, and the analysis of independents. Some claim that party identification may shift depending on the popularity of leading political figures such as the incumbent President.

NEWS

ST. CLOUD STATE
UNIVERSITY

207 Administrative Services Bldg.
720 Fourth Avenue South
St. Cloud, MN 56301-4498

Contact: (612) 255-3151

Feb. 2, 1995

Survey indicates Minnesotans favor Republican Party in various areas

ST. CLOUD, Minn. -- Republicans are considered as the political party best suited to solve problems facing the country--especially crime, which rates as the top problem--according to those Minnesotans surveyed last month in a St. Cloud State University statewide poll.

Minnesotans' perception of Democrats as problem solvers has sharply decreased in recent years. Democrats have experienced a 15 percent decline since 1988, when they outranked Republicans in this category by five percent. Today the Democratic Party has dropped behind the Republican Party by 14 percent.

The differences between the parties are more pronounced in the specific problem areas. Republicans have the edge in the areas of crime, violence and drugs by a margin of 33 to 23 percent; economic concerns 33 to 15 percent; moral issues 38 to 7 percent; general political concerns 40 to 10 percent; welfare 36 to 18 percent; and homeless, hunger and poverty 34 to 24 percent. The only area democrats have the edge is in health care by a margin of 39 to 22 percent.

Crime, violence and drugs are rated by those surveyed as the most important problems facing the United States.

Crime also ranks at the top of the list of most important issues Minnesotans consider when voting for a congressional candidate. Nine issues such as jobs, taxes and crime were given as options in this category. (See attached chart for ranking of all nine issues.)

The direction the state is taking in addressing issues is right, according to nearly six out of 10 surveyed, but most disagree with the direction the national government is taking. Fifty-nine percent of those surveyed feel the state is on the right track, while 51 percent feel the U.S. Government is on the wrong path.

The survey also used the "feeling thermometer" to gauge Minnesotans' feelings about 10 political figures. The thermometer shows Minnesotans are again warming to Gov. Arne Carlson. Carlson, who received a chilly 42.3 rating in 1992 and a lukewarm 51.6 rating last year, has reached a mark of 57.3 this year. Hubert Humphrey III, Carlson and George Latimer received the three warmest ratings this year.

The SCSU Survey of 686 randomly selected Minnesota adults was conducted between Jan. 14 and Jan. 22.

For information, contact Steve Frank, co-director of SCSU Surveys, Inc, 612/255-4131.

(CONTACT: Kelly Josephson or Marsha Shoemaker, news editor, 612/255-3151)

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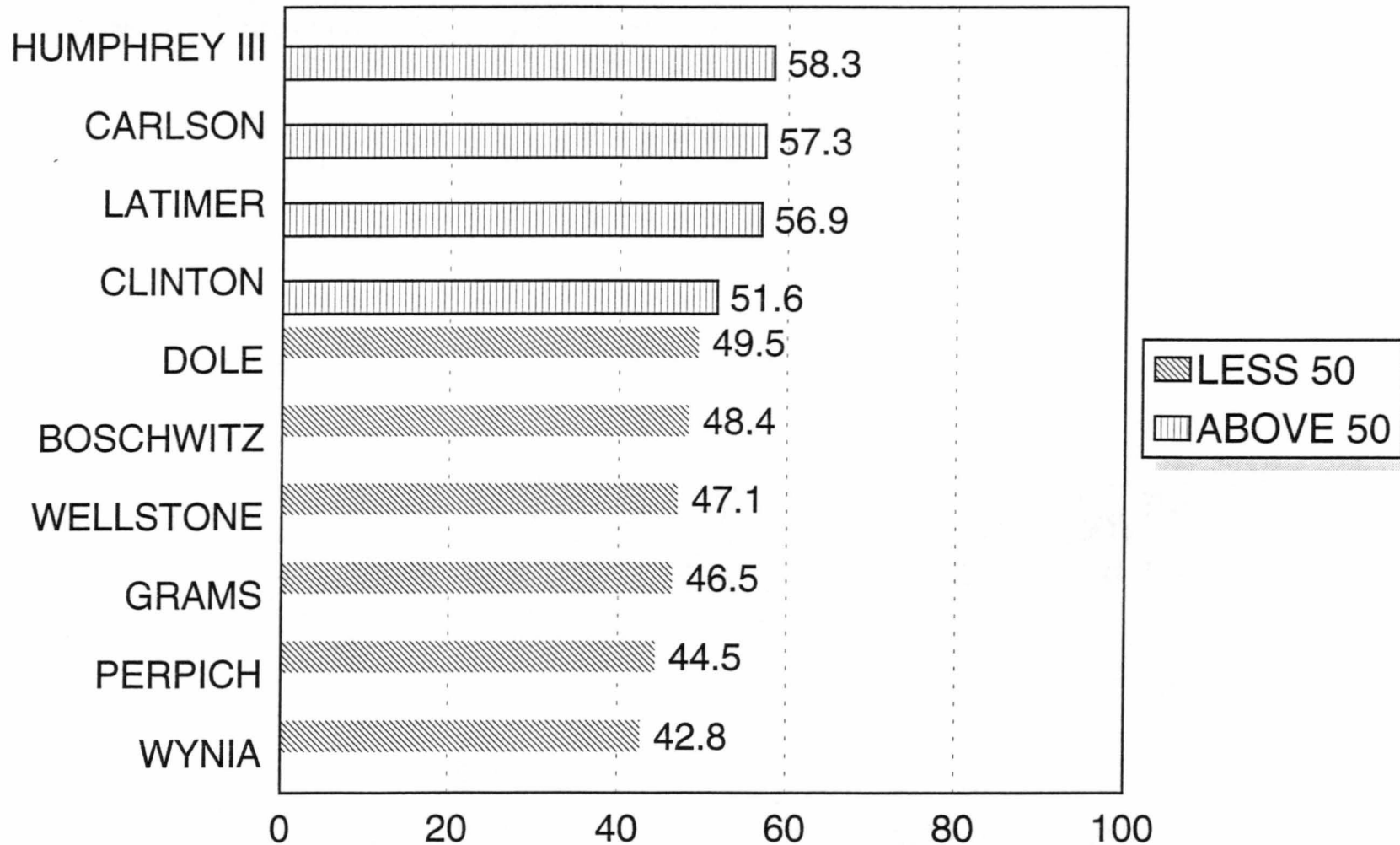
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1995 SCSU FEELING THERMOMETER

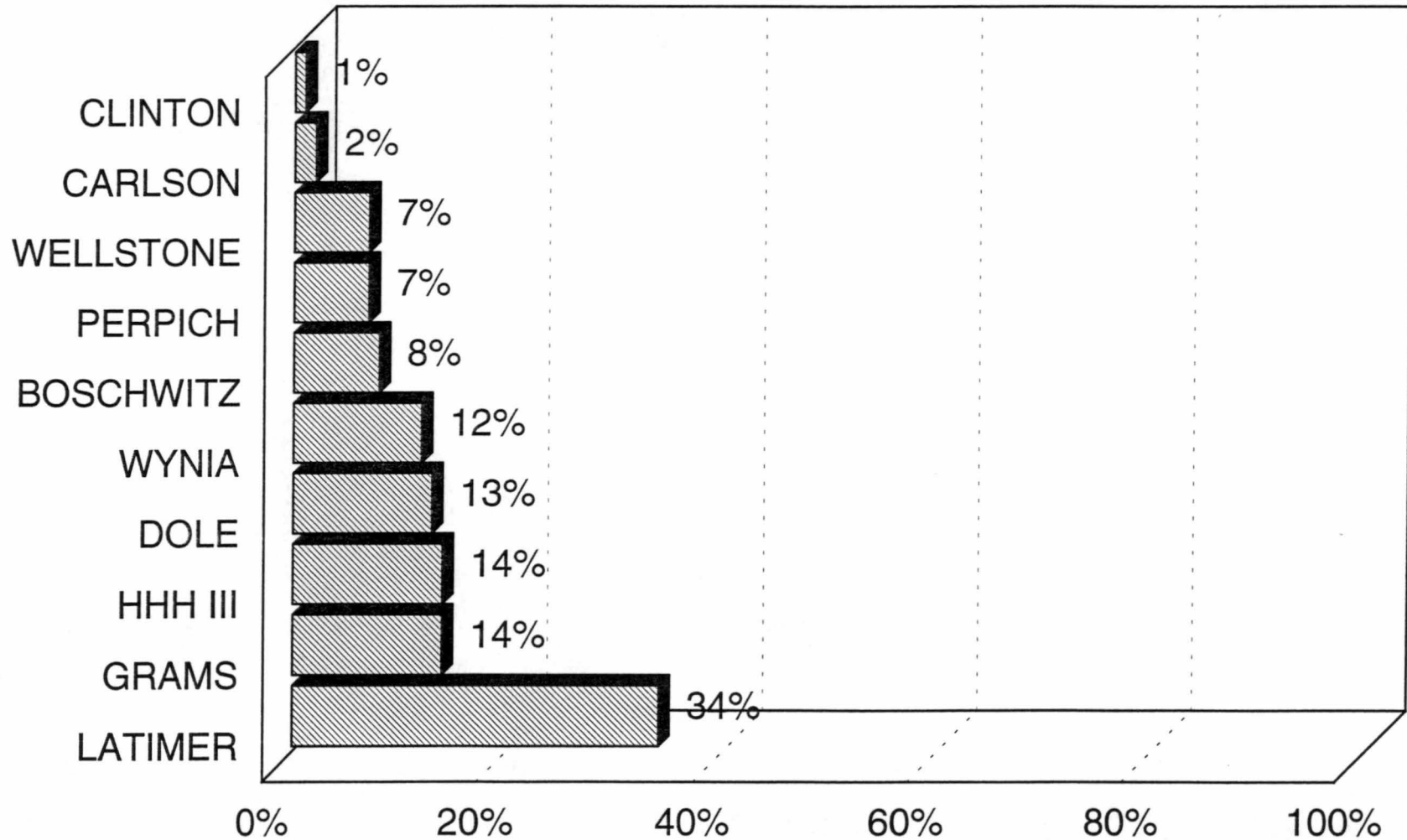
MEAN AVERAGES 0-100



Source: SCSU Survey N=686 1/95 This is not a %. Don't knows and can't judges excluded.

SCSU "FEELING THERMOMETER" 1/95

% Stating Can't Judge or Don't Know



Source: SCSU Survey Overall N=686

SCSU SURVEY "FEELING THERMOMETER" RESULTS

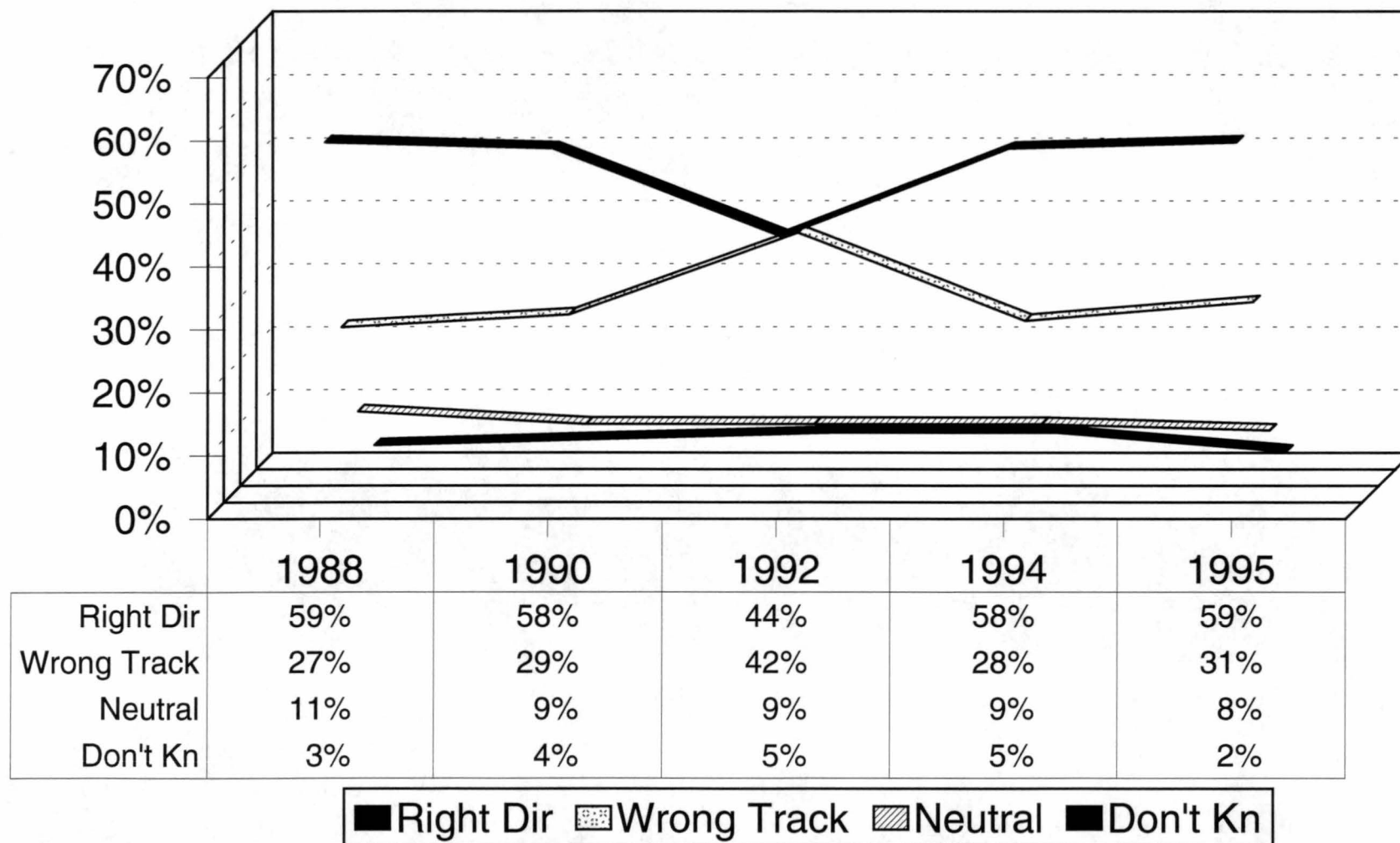
Here's a different kind of question. Please think of a thermometer that has a range of 0 to 100 degrees. I'd like you to rate your feelings toward some of our political leaders and other people who are in the news. Ratings on the thermometer between 50 and 100 degrees mean that you feel favorable and 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			4-5/94			1/95		
	MEAN	N	%*	MEAN	N	%*	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	-----	58.1	455	35%	56.9	418	34%	-----	-----
HUBERT H. HUMPHREY III	49.7	589	4	53.7	643	10	55.9	723	10	56.7	850	11%	57.0	599	14%	58.3	559	14
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	51.6	631	19	57.3	643	2
RUDY BOSCHWITZ	55.5	590	4	52.5	673	6	51.3	760	5	50.0	874	8	45.7	613	12	48.4	595	8
MIKE HATCH	-----	-----	-----	50.5	367	49	-----	-----	-----	45.8	282	60	-----	-----	-----	-----	-----	-----
DAVID DURENBURGER	56.8	592	5	47.5	677	6	49.5	755	6	41.9	873	8	42.4	624	11	-----	-----	-----
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	42.1	617	12	44.5	604	7
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	-----	47.1	606	7	-----	-----
VIN WEBER	-----	-----	-----	-----	-----	-----	51.8	422	47	50.5	604	36	-----	-----	-----	-----	-----	-----
DAVID DUKE	-----	-----	-----	-----	-----	-----	15.2	595	25%	-----	-----	-----	-----	-----	-----	-----	-----	-----
ANN WYNIA	-----	-----	-----	-----	-----	-----	-----	-----	-----	50.2	180	81	-----	42.8	569	12	-----	-----
BILL CLINTON	-----	-----	-----	-----	-----	-----	-----	-----	-----	59.9	931	2%	57.9	651	2	51.6	654	1
TONY BOUZA	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	51.1	439	37%	-----	-----	-----	-----
ALLEN QUIST	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	40.3	332	53	-----	-----	-----	-----
MIKE FREEMAN	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	50.7	206	71	-----	-----	-----	-----
JOHN MARTY	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	46.7	136	79%	-----	-----	-----	-----
ROD GRAMS	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	46.5	559	14	-----	-----
ROBERT DOLE	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	49.5	563	13%	-----	-----

[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.

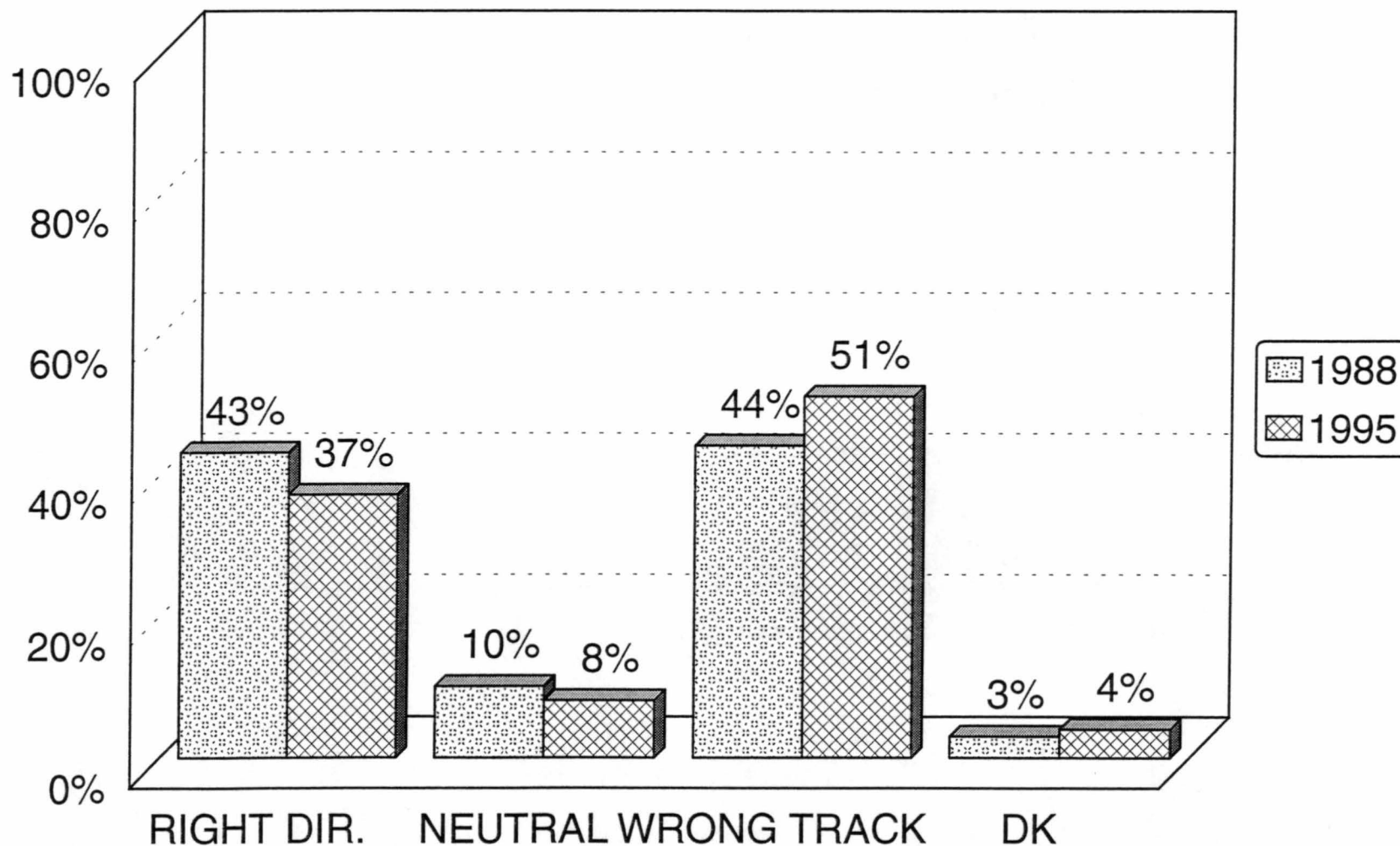
VIEWS OF MINNESOTANS AS TO HOW THINGS ARE GOING IN MN.- RIGHT DIRECTION OR WRONG TRACK



Source: SCSU Survey 4-5/94 N=712 2/92 N=807 4/90 N=754 10/88 N=801 1/95 N=686

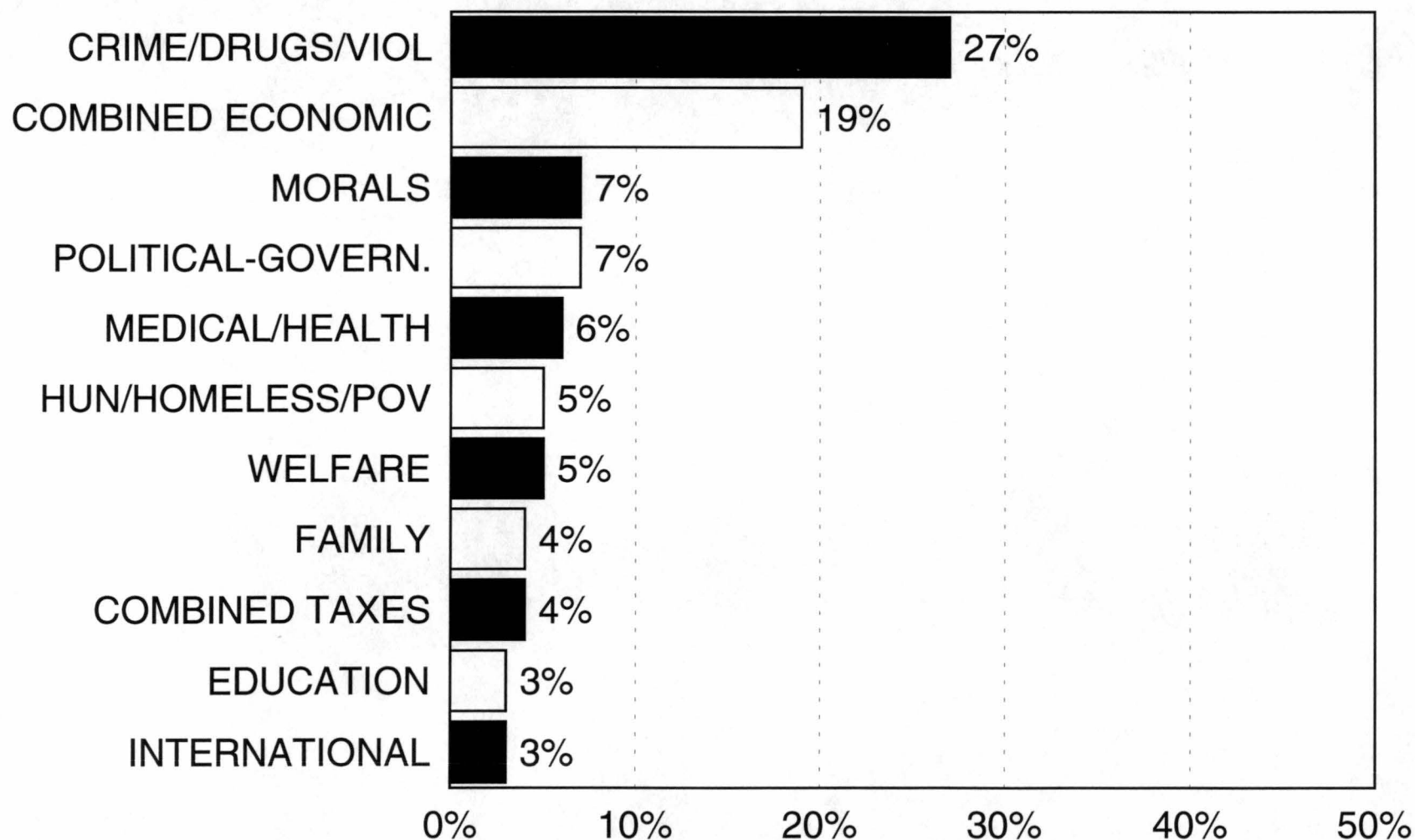
MN. VIEWS ON DIRECTION OF U.S.

RIGHT DIRECTION OR WRONG TRACK



SOURCE: SCSU SURVEY

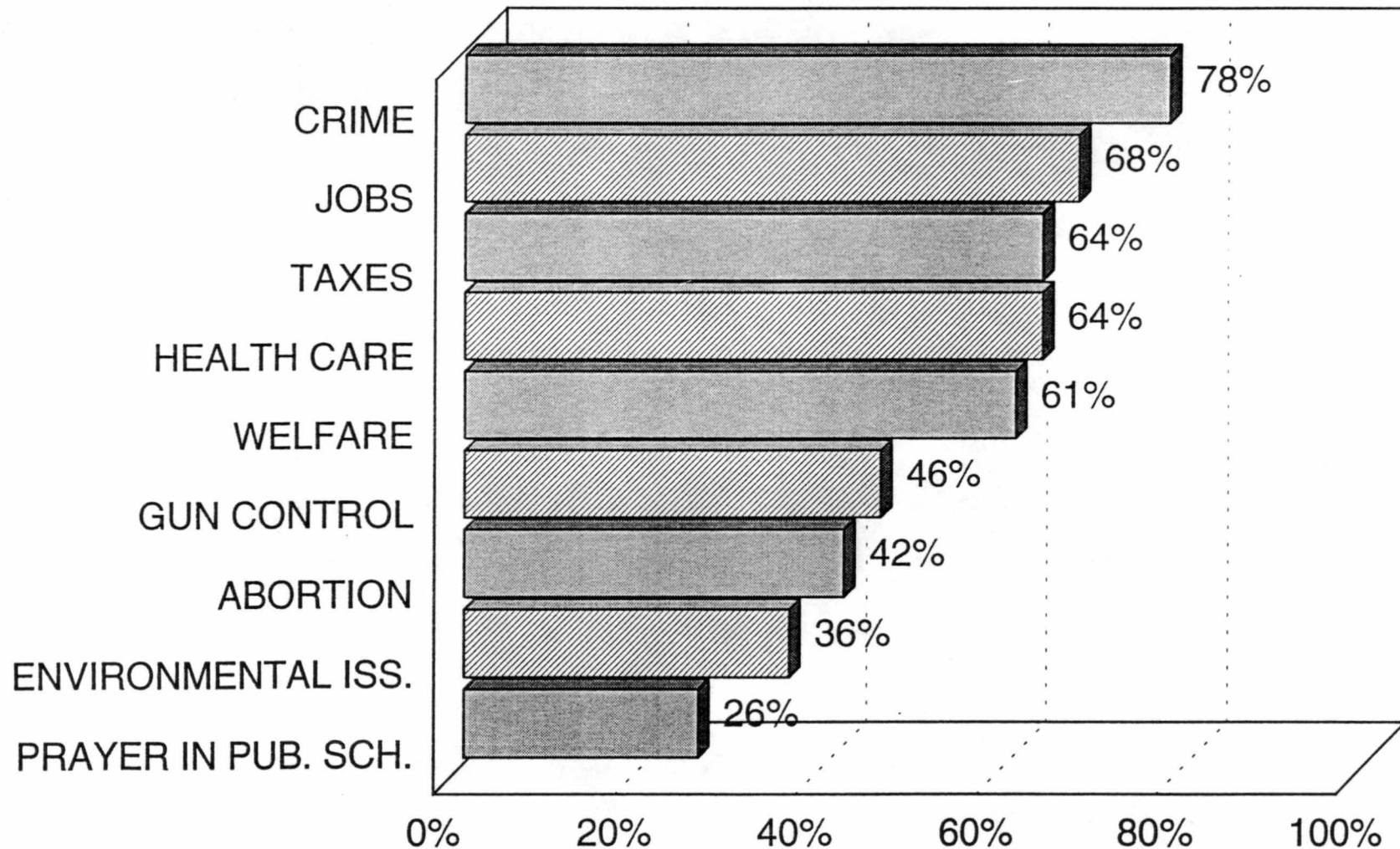
WHAT IS THE SINGLE MOST IMP. PROBLEM FACING THE U.S. TODAY-RESPONSES MENTIONED BY 3% OR MORE OF STATE RESPONDENTS



SOURCE: SCSU SURVEY 1/95 N=686 Some Similar Categories Have Been Grouped Together

RANKINGS OF IMPORTANCE OF 9 ISSUES WHEN VOTING FOR A MEMBER OF CONGRESS

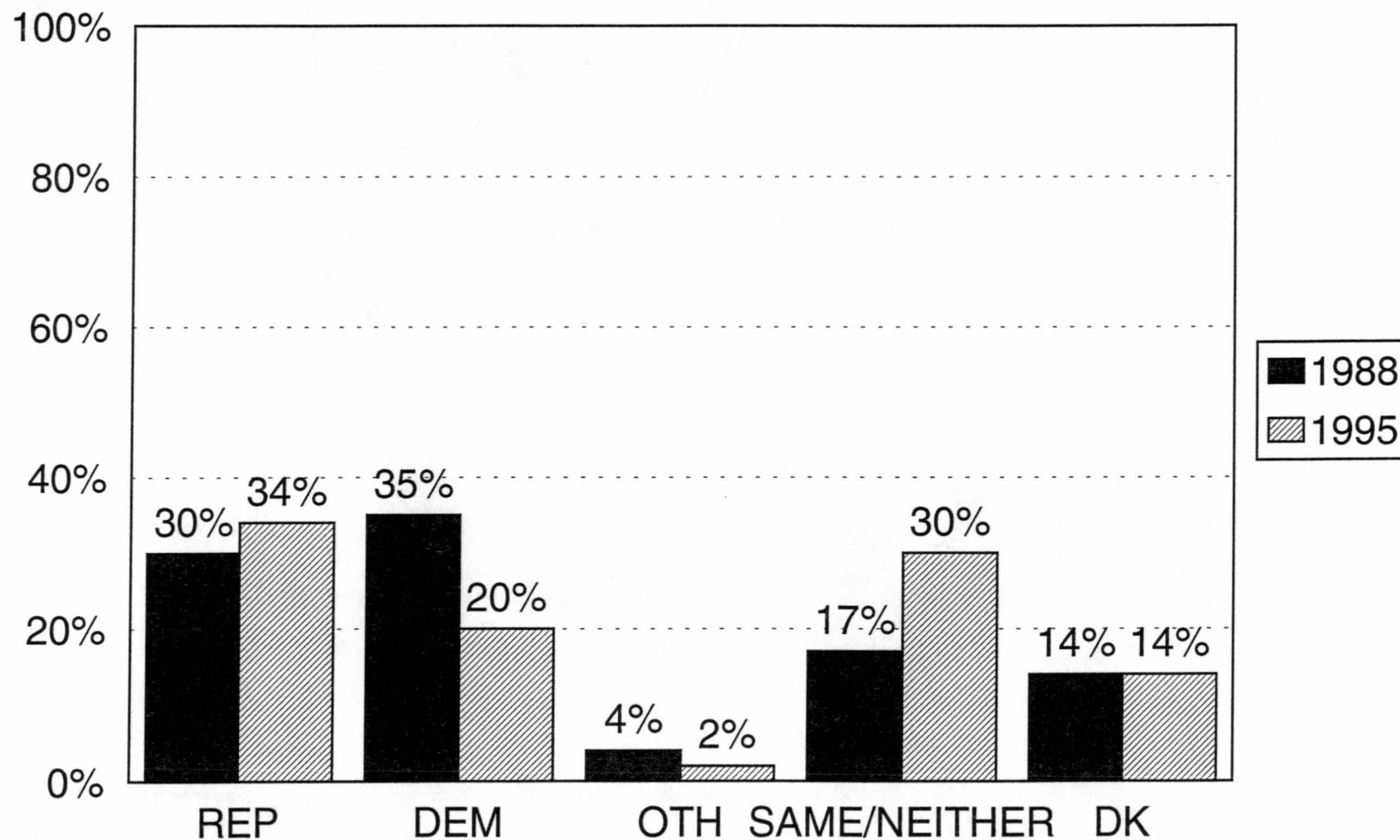
VERY IMP., SOMEWHAT IMP. NOT TOO IMP. OR NOT AT ALL IMP.(-ONLY VERY IMP.
PRESENTED)



SOURCE: SCSU SURVEY 1/95 OVERALL N=686

WHICH POL. PARTY, IF ANY, CAN BEST HANDLE U.S. PROBLEM

1988 AND 1995



SOURCE: SCSU SURVEY

SUMMARY OF METHODOLOGY FOR THE WINTER 1995 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 now done once a year but now have primarily a statewide focus. Dr. John Murphy (on sabbatical during 1994-1995) 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. Chas Anderson and Tim Hellwig serve as senior supervising student directors. Ryan Chadwick, Sarah Rogers, Jennifer Santoro and Stacy Wacker serve as senior directors.

After five or more hours of training and screening about forty political science 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 January 14-22, 1995.

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 four 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 686 interviews (less after weighting) the overall sample error due to sampling and other random effects is approximately plus/minus 4% (or less) 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. These include interviewer and coder error, respondent misinterpretation, and data entry and analysis errors. When analysis is made of subsamples such as respondents who are registered to vote 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 (55% sample-53% after weighting). The completion rate of the survey was 58%. 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 68 variables. Additional material on the survey's methodology and findings are available by contacting Steve Frank.

STEVE FRANK IS A MEMBER OF THE MIDWEST ASSOCIATION OF PUBLIC OPINION RESEARCH (M.A.P.O.R.) AND THE AMERICAN ASSOCIATION OF PUBLIC OPINION RESEARCH AND SUBSCRIBES TO THE CODE OF ETHICS OF THE A.A.P.O.R.

NEWS

ST. CLOUD STATE
UNIVERSITY

207 Administrative Services Bldg.
720 Fourth Avenue South
St. Cloud, MN 56301-4498

Contact: (612) 255-3151

Feb. 17, 1995

SCSU SURVEY RESULTS REVEAL DIFFERING OPINIONS ABOUT CRIME AND THE ECONOMY

ST. CLOUD, Minn. -- Do Minnesotans' perceptions about the condition of the U.S. economy and the status of the U.S. crime rate correlate to how these issues have actually influenced Minnesotans' lives over the past year?

Results of a SCSU Survey released today show that while nearly 70 percent of Minnesotans feel the media inaccurately portray or exaggerate crime, more than 60 percent believe the U.S. crime rate has increased during the last year. However, national studies indicate that most areas of crime have declined during the past year. And while 90 percent of those surveyed said they feel safe in their home and 70 percent said they would not be afraid to walk alone at night anywhere within a mile of their home, 39 percent still said they want more resources allocated to law enforcement programs rather than to social and economic programs.

Economic issues also were explored by the survey.

The poll found Minnesotans' have the best outlook on their personal finances since 1988. Although opinions were split on a question that asked respondents to rate the condition of the national economy in the past year, more than half of those surveyed anticipate their financial situation will better in the next year.

Minnesotans received poor marks on the survey's economic "pop quiz." Six out of ten failed the quiz that asked five true or false questions such as under President Clinton, the amount of deficit spending by national government has decreased and U.S. citizens rank among the lowest in terms of overall tax burden, when compared to citizens in all other industrialized democracies. Sixty percent failed the quiz by receiving a score of two or less. Only about 3 percent obtained a perfect score, while 12 percent could not correctly answer any of the questions.

The SCSU Survey of 686 randomly selected Minnesota adults was conducted between Jan. 14 and Jan. 22.

For information, contact Steve Frank, co-director of SCSU Surveys, 612/255-4131.

(CONTACT: Kelly Josephson or Marsha Shoemaker, news editor, 612/255-3151)

SUMMARY OF CRIME RESULTS

24%+ of Minnesotans polled stated crime as the single most important problem facing the U.S. in an open-ended question (27% if violence and drugs are included). A telephone poll of 1,000 Americans taken for Time/CNN in January, 1994, found 19% of those polled stated crime. The same survey found 40% of those polled in February 1993, stated crime.

Minnesotans feel crime is a bigger problem today than a year ago.

"Would you say that crime in the U.S. is a bigger problem today than it was a year ago, is about the same, or do you feel it is less of a problem today than it was year ago?"

Two thirds of females (66%) said crime was a bigger problem compared to males (58%). Respondents 65 and over were more likely to say crime was a bigger problem (about 3/4ths).

Available data does not indicate that crime is a bigger problem. According to the FBI all levels of crime have declined except for some areas of violent crime. A 12/5/94 New York Times story reported that serious crime fell 3% during the first six months of 1994. The 1993 U.S. Justice Department Victimization Survey found crime against white households was the lowest in 19 years and about the same since 1989 for African-American households.

Most Minnesotans feel the media does not accurately report the amount of crime that occurs everyday.

"Please tell me if you strongly agree, agree, disagree or strongly disagree with the following statement - generally, the media accurately reports the amount of crime that occurs everyday."

4% of Minnesotans strongly agree, 33% agree, 47% disagree, 12% strongly disagree while 4% didn't know.

There is no significant differences in the age groups. The youngest age group (18-24) were slightly more likely to say that the media accurately reports the amount of crime that occurs everyday. About 1/2 (46%) of high school graduates said the media accurately reports the amount of crime compared to 1/3 of college graduates (32%).

Princeton Survey Research Association for the Times Mirror Center for the People and the Press ran a similar question with different results than found in the SCSU Survey. Their question asked: "Do you think the press exaggerates the amount of crime there is in the country these days, or do you think the press accurately reflects how much crime there is?" They found about two-thirds of Americans think the media accurately reflects the amount of crime in U.S.

Minnesota Planning released a report in January 1994 about the media that stated: "Of all crimes committed, 3% receive 30% of the media coverage (we are presently checking this figure again with the Planning Agency). Those crimes rarely include stranger-to-stranger crimes, innocent victims, and fluke situations. In reality, almost 70% of all crimes are committed by relatives, friends, or acquaintances."

Most Minnesotans feel safe walking, alone at night within a mile of their current residences- 70% said they are not afraid-30% said yes

"Is there any area where you live - that is, within a mile of your present residence, where you would be afraid to walk alone at night because of crime."

23% of those 35-44 said they would be afraid compared to 37% of 55-64 year olds. 43% of women , were afraid to walk alone at night compared to 15% of men. Respondents in the seven county area were most afraid to walk alone at night (39%).

A 1993 Gallup poll found 43% yes and 56% no to this same type of question. A January, 1994 Minnesota Poll found that more than 40% of Minnesotans polled said they were afraid to walk alone at night within a mile of their homes. The survey also found that gender, the type of community, age and area of the state were major factors in how fearful people were of crime. Sixty-two percent of women were afraid to walk alone at night as compared to 25% of men.

Nine out of every ten Minnesotans (90%) polled feel safe in their own homes at night.

“ How safe from crime do you feel in your own home at night-do you feel safe and secure or not?”

A 1993 Gallup poll found 61% felt very safe, 29% somewhat safe, 6% somewhat unsafe, and 4% very unsafe.

A majority of Minnesotans polled (54%) favor spending on social and economic problems that may lead to crime as opposed to law enforcement programs (39%)..

“If you had to choose between the following: spending more in order to better handle social and economic problems that may lead to crime or spending more money on law enforcement such as police, judges, and prisons - which would you choose?”

Over two thirds of Democrats (68%) would choose social/economic programs while Republicans were almost evenly split.

These findings match similar questions in national surveys.

Almost 1 in 5 of Minnesotans polled have been the victim of a crime within the last year.

“Have you or a member of your immediate family been personally affected by a property or personal crime since last February, 1994?” 17% said yes.

A 1993 Gallup Poll found 11% of Americans have been the victim of a crime. Thirty-one percent of the crimes were committed by a friend or relative or someone the victim knew. A Minnesota Poll in late 1993 found that one in three had been the victim of crime in 1992, most commonly a property crime. A survey done by the American Enterprise Institute in 1993 found : 6% of respondents had experienced someone illegally breaking or entering their apartment, 3% said that someone had directly taken something from them by force, 5% had been the victim of a violent crime while in their car. and 14%. had been the victim of a violent crime.

MINNESOTANS OPTIMISTIC ABOUT THE DIRECTION OF THEIR FINANCES

For the most part, Minnesotans believe that they are both financially better off now than they were a year ago and that they expect to be even better off a year from now. In response to the question, "We are interested in how people are getting along financially these days. Would you say that you are financially better off now than you were a year ago, or are you financially worse off now?"; four-tenths (42%) say better, one-fourth (26%) say worse, and a third (31%) volunteered the same.

This compares favorably to a similar question asked in a Dec. 1994 Minnesota Poll (45% better off financially, 30% worse, 24% same). Responses are also consistent with the beliefs of the nation as a whole. A Jan. 1995 ABC News poll found that over half (54%) rate their finances positively. A May 1994 Gallup poll found that 40% say they are financially better off now and 26% say worse off. Compared to past SCSU surveys, Minnesotans are more optimistic now they have been for the past three years.

There isn't much variation between groups. However, groups more likely to say that they are financially better off now include Republicans (50%), those 34 years old or younger (61%), those who are working (50%), those with some post-high school education (46%), and those from households with incomes over \$20,000 (49%). Conversely, groups less likely to say better off are Democrats (42%), those 35 or older (38%), those not working (31%), those with a high school education or less (37%), and those from households earning less than \$20,000 (26%).

In response to the question, "Looking ahead, do you expect that at this time next year you will be financially better off than now or worse off than now"; more than half (54%) say better, 14% say worse, and one-fourth (26%) say they expect to be doing about the same. A Dec. 1994 Minnesota Poll found that less than three in ten expect to be better off, one tenth say worse, while six in ten say the same - differences may be due in part to the MN poll's asking the question so that "the same" is provided as a response.

These findings match up closely with those from past SCSU surveys. In the Spring 1994 survey half said better, 16% said worse, and 27% said the same. The Feb. 1992 survey also showed that half said better, while 18% said worse and 23% said the same.

Respondents who believe they will be financially better off in the future are more likely to be Republican (69%), under 35 years old (75%), employed (64%), have some post-high school education (61%), and live in households with an income of \$20,000 or more (65%). Conversely, respondents less likely to expect to be better off in the future are more likely to be Democrat (60%), 35 or older (55%), not working (48%), have a high school education or less (51%), and live in households earning \$20,000 or less (39%). [No Answers and Don't Knows are left out of the analysis]

MINNESOTANS EQUALLY SPLIT ON CONDITION OF NATIONAL ECONOMY

In response to the question, "Right now, do you think that economic conditions in the United States as a whole are getting better or worse"; almost as many believed conditions are getting worse (42%) as think conditions are getting better (45%). A handful of respondents (8%) voluntarily replied that economic conditions are staying the same. Concerning the nation's economy, Minnesotans are more optimistic than is the United States as a whole. A Jan. 1995 ABC News Survey found that two-thirds (64%) rate the national economy negatively, and a Feb. 1994 nationwide Gallup Poll found that only one out of three believe economic conditions are getting better.

This nearly even split among Minnesotans was reflected in many subgroups- Democrats are just about as likely (52%) to believe that conditions are getting better as are Republicans (53%). Those working are only slightly more likely to say better (49%) than is the rest of the sample (44 %). Those groups more likely to say economic conditions are getting better include liberals (52%), college graduates (56%) and those living in households earning more than \$20,000 (53%). Groups less likely to answer better are conservatives (46%), those with high school education or less (37%), and those living in households earning less than \$20,000 a year (35%).

Respondents who correctly agreed with the statement, 'Under President Clinton, the amount of deficit spending by the national government has decreased are more likely to claim that economic conditions are getting better (56%) than are those who replied incorrectly to the statement (46%).

SIX OUT OF TEN MINNESOTANS FAIL ECONOMIC "POP QUIZ"

The pop quiz was a battery of five questions pertaining to respondents perceptions and knowledge of the economy. Sixty percent of Minnesotans failed, that is they scored two or less correct out of five. Less than 3% of Minnesotans answered all five correctly, while 12% got all five wrong.

Respondents were asked whether they agreed or disagreed with the following five statements:

- Today national government taxes consume a smaller share of our economy than they did at the end of World War Two.
- U.S. citizens rank among the lowest in terms of overall tax burden, when compared to citizens in all other industrialized democracies.
- Under President Clinton, national government income taxes have increased for most Americans.
- Under President Clinton, the amount of deficit spending by national government has decreased.
- Under President Reagan, the national debt increased more than during the total of all other presidents in U.S. history.

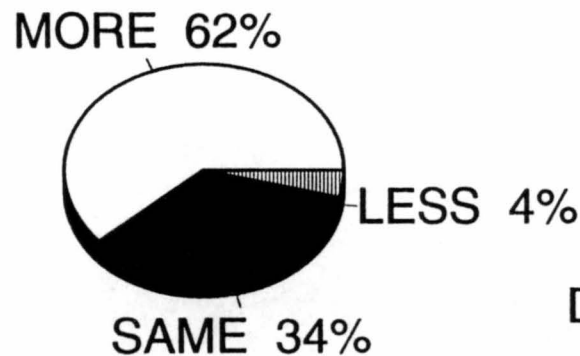
All of these statements are true, except for the statement dealing with Clinton's effect on national government income taxes. For the first two questions stated there were no significant differences in determining who answered correctly based on demographics such as: political party, ideology, education level, age and gender.

For the question asking about Clinton's effect on taxes, 50% of Democrats recognized the statement to be a fallacy, while only 20% of Republicans exhibited the same recognition. Similar results were found relating to the statement on deficit spending. Over half of Democrats answered correctly, while only a little over a quarter of Republicans got it correct.

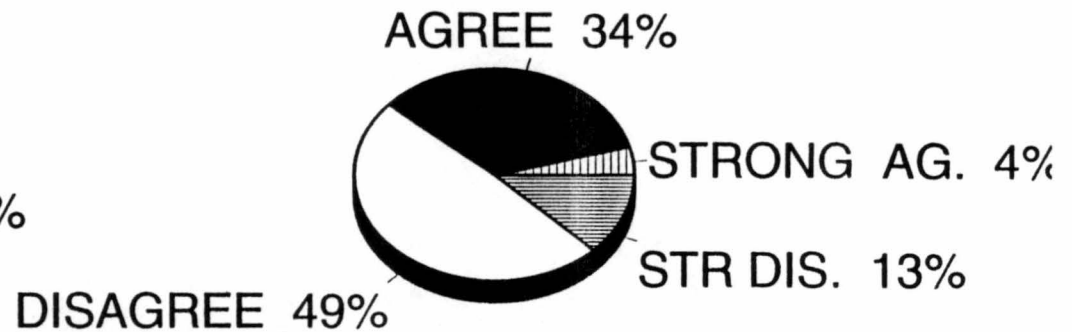
An interesting side note is that those respondents who had a higher number of correct responses also rated Clinton higher on the feeling thermometer.

MINNESOTANS BELIEFS ON WHETHER THERE IS MORE OR LESS CRIME IN U.S. DURING THE PAST YEAR AND DO THEY THINK THE MEDIA ACCURATELY PORTRAYS THE AMOUNT OF CRIME THAT OCCURS EVERYDAY

PERCEPTIONS ON U.S. CRIME



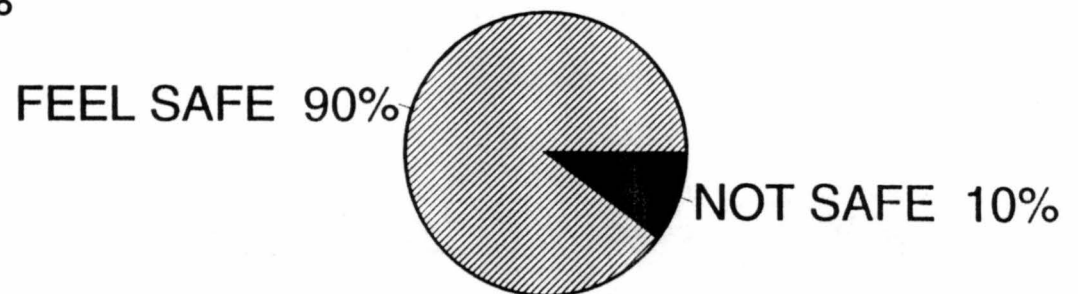
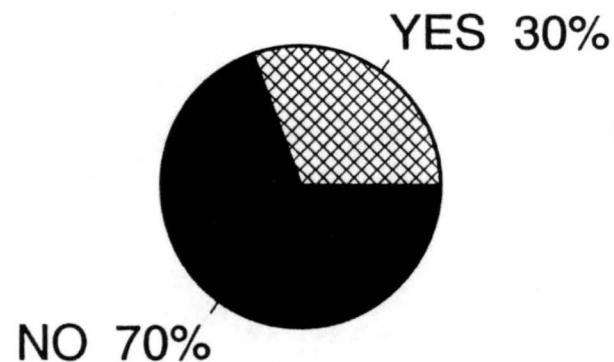
AGREE OR NOT THAT MEDIA ACCURATELY PORTRAYS CRIME



MINNESOTAN'S EVALUATION ON THEIR SAFETY IN THEIR OWN HOME AT NIGHT AND IS THERE ANY AREA WITHIN A MILE OF THEIR OWN HOME THEY WOULD BE AFRAID TO WALK ALONE AT NIGHT BECAUSE OF FEAR OF CRIME

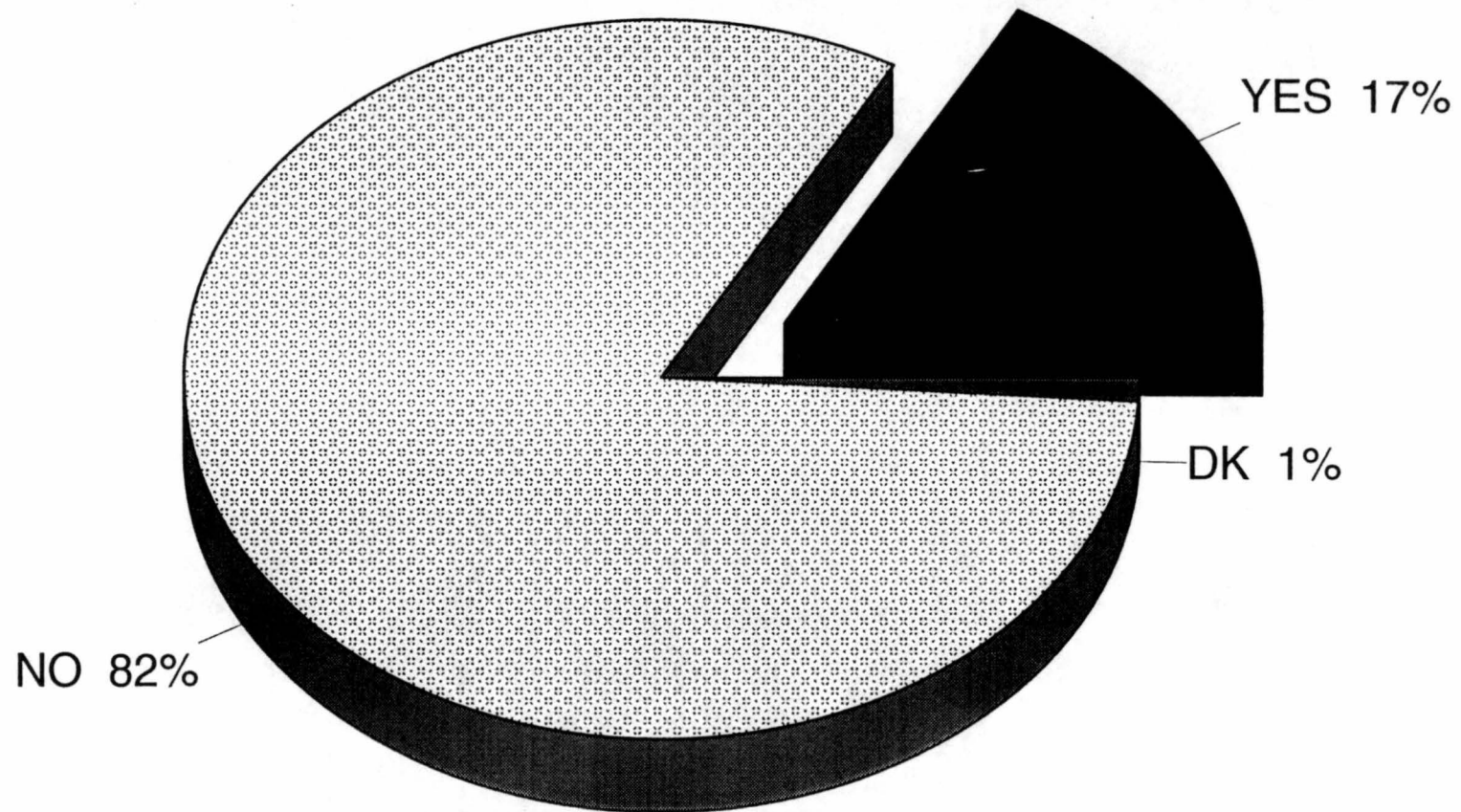
AFRAID TO WALK WITHIN MILE

SAFE IN OWN HOME



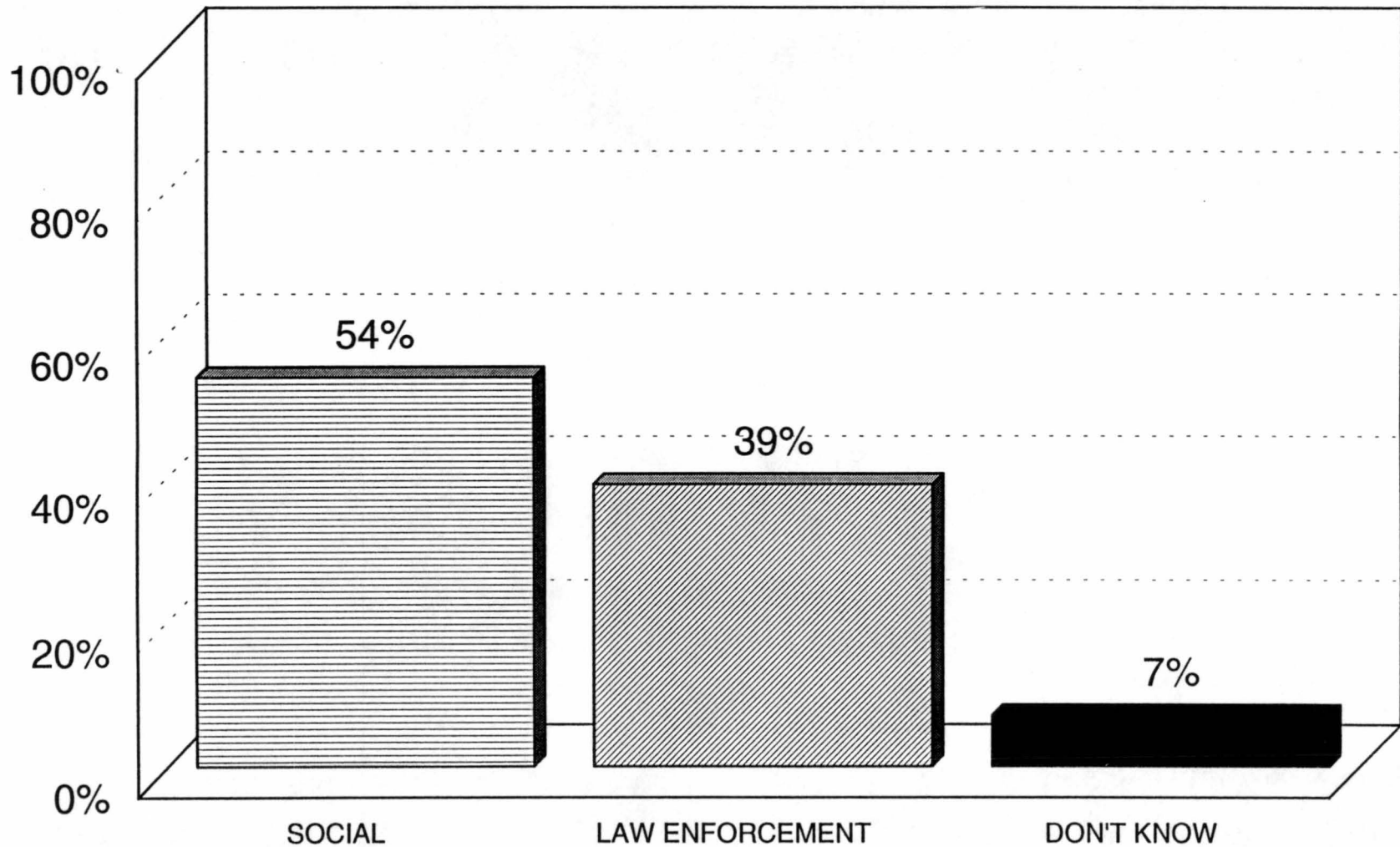
SOURCE: SCSU SURVEY 1/95 [Don't Knows Excluded]

**% OF MINNESOTANS WHO SAY THEY OR A FAMILY MEMBER
HAVE BEEN PERSONALLY AFFECTED BY A
PERSONAL/PROPERTY CRIME DURING THE PAST YEAR**



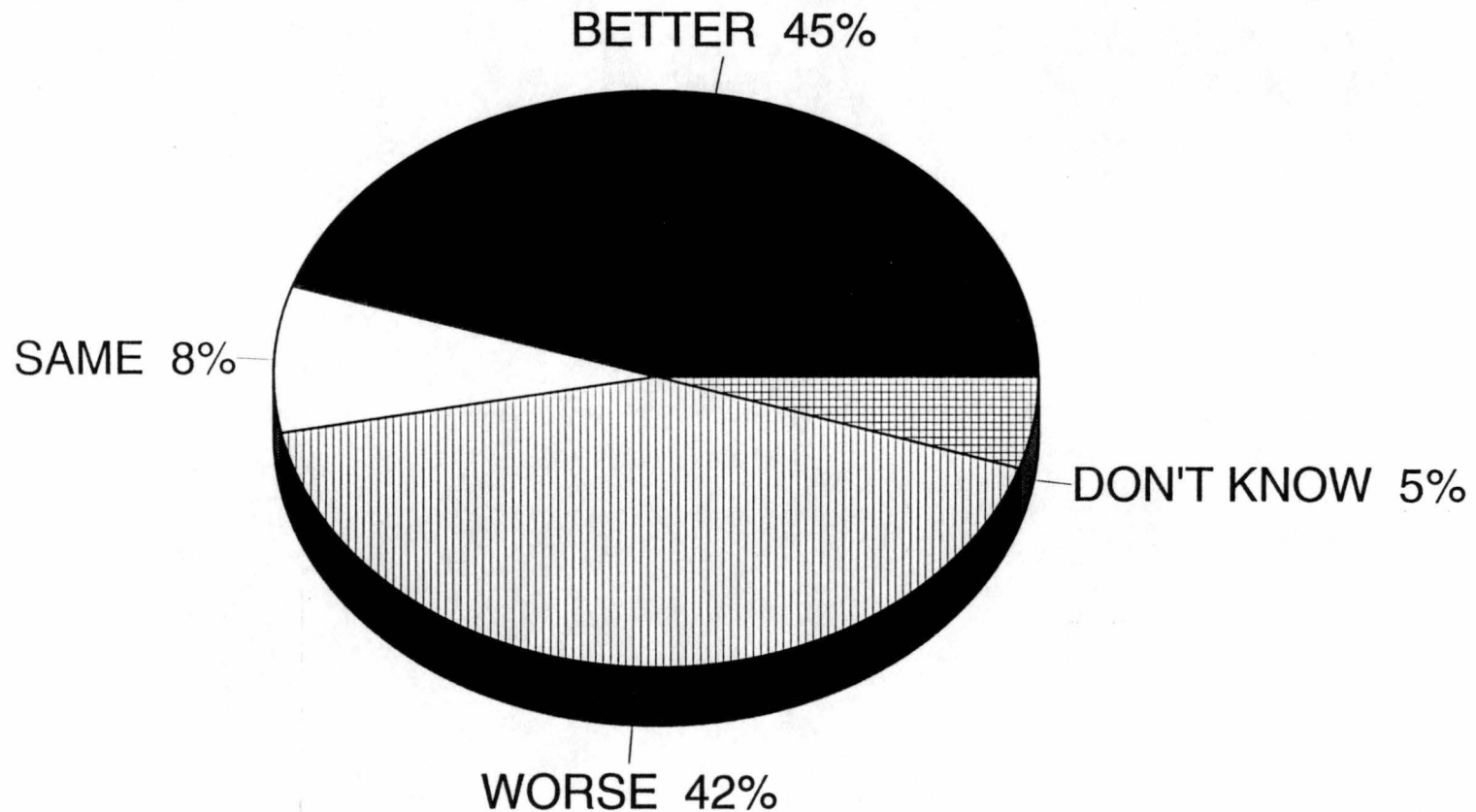
SOURCE: SCSU SURVEY 1/95

DO MINNESOTANS THINK MORE RESOURCES SHOULD BE SPENT ON SOCIAL/ECONOMIC PROGRAMS OR SOME LAW ENFORCEMENT PROGRAMS



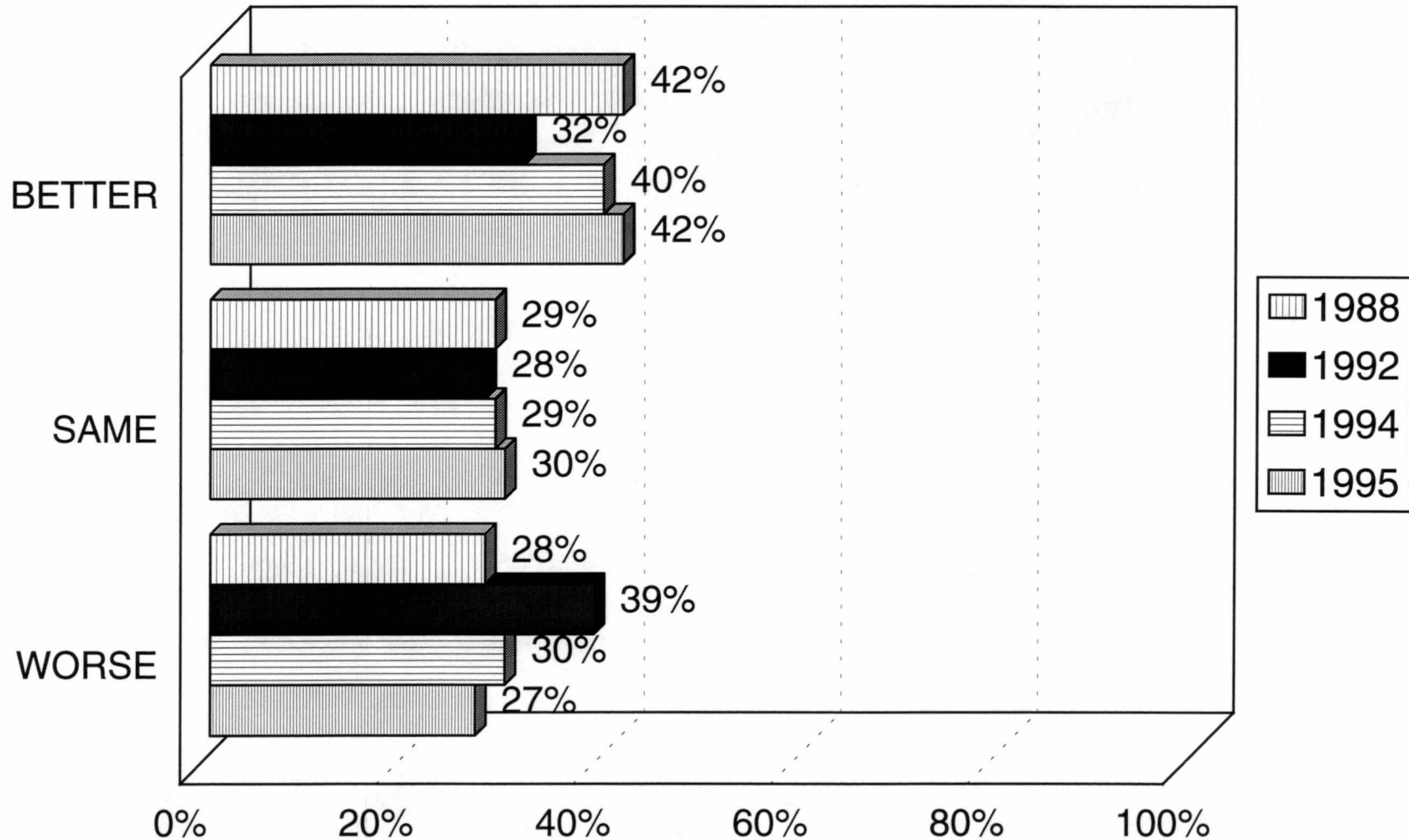
SOURCE: SCSU SURVEY 1/95

MINNESOTANS EVALUATE THE CONDITION OF THE U.S. ECONOMY OVER THE PAST YEAR



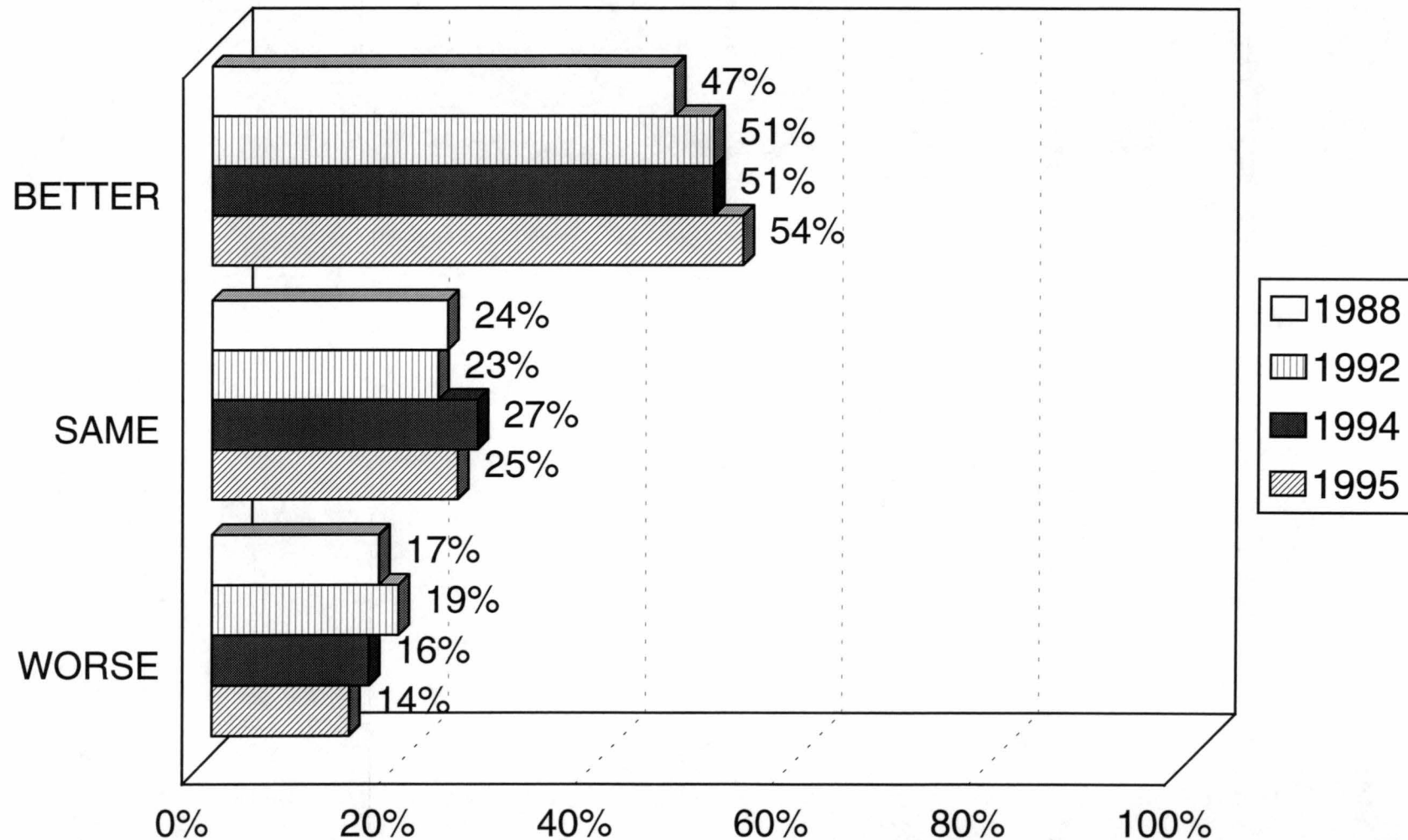
SOURCE: SCSU SURVEY 1/95

MINNESOTA ADULTS RATE THEIR PERSONAL FINANCES OVER THE PAST YEAR 1988-1995



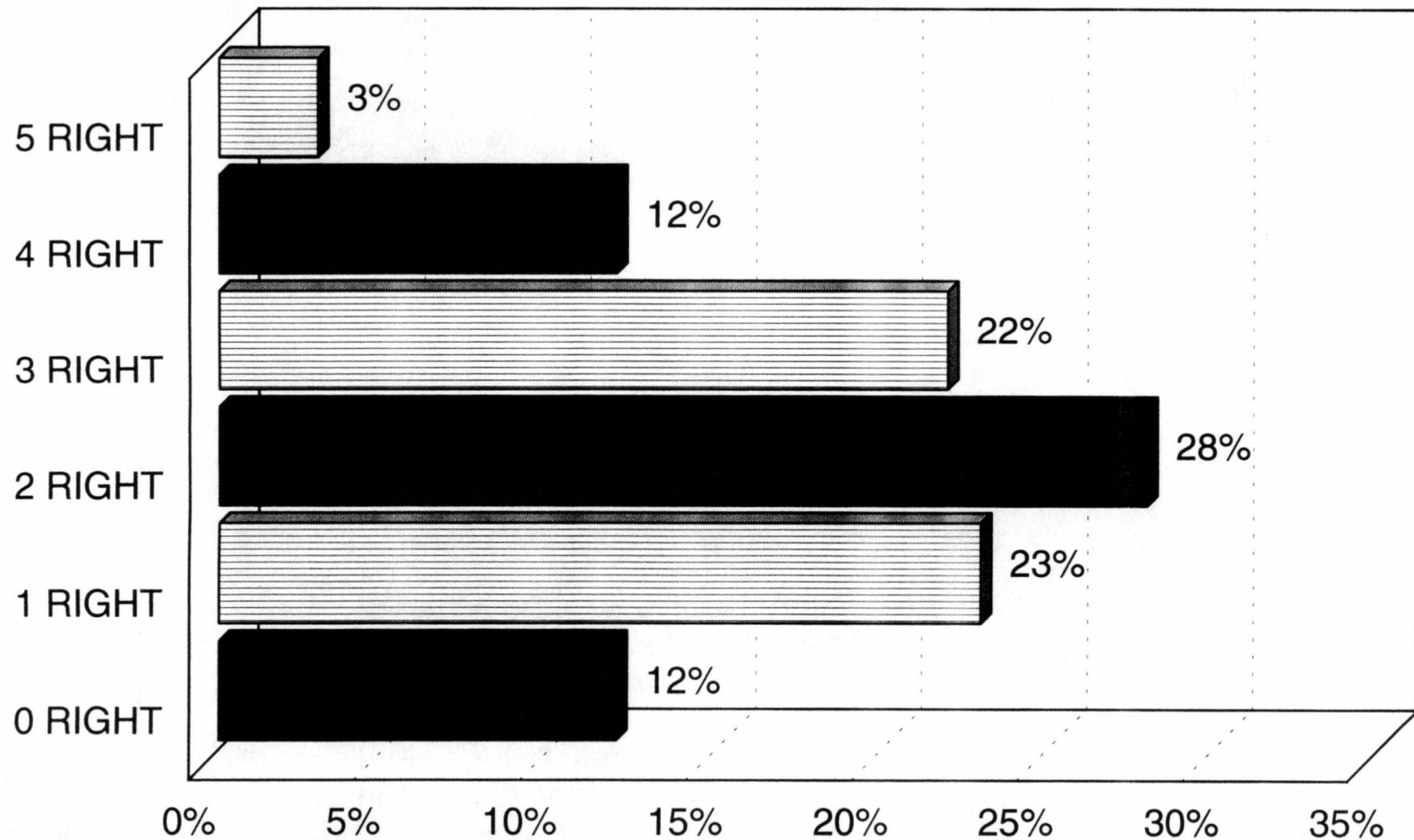
SOURCE: SCSU SURVEY 1/95 [Don't Knows Excluded]

MINNESOTA ADULTS RATE THEIR PERSONAL FINANCES FOR NEXT YEAR, 1988-1995



SOURCE: SCSU SURVEY 1/95 [Don't Knows Excluded]

SCORES ON ECONOMIC "POP QUIZ"



SOURCE: SCSU SURVEY 1/95 MEAN [AVERAGE]=2

SUMMARY OF METHODOLOGY FOR THE WINTER 1995 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 now done once a year but now have primarily a statewide focus. Dr. John Murphy (on sabbatical during 1994-1995) 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. Chas Anderson and Tim Hellwig serve as senior supervising student directors. Ryan Chadwick, Sarah Rogers, Jennifer Santoro and Stacy Wacker serve as senior directors.

After five or more hours of training and screening about forty political science 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 January 14-22, 1995.

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 four 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 686 interviews (less after weighting) the overall sample error due to sampling and other random effects is approximately plus/minus 4% (or less) 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. These include interviewer and coder error, respondent misinterpretation, and data entry and analysis errors. When analysis is made of subsamples such as respondents who are registered to vote 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 (55% sample-53% after weighting). The completion rate of the survey was 58%. 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 68 variables. Additional material on the survey's methodology and findings are available by contacting Steve Frank.

STEVE FRANK IS A MEMBER OF THE MIDWEST ASSOCIATION OF PUBLIC OPINION RESEARCH (M.A.P.O.R.) AND THE AMERICAN ASSOCIATION OF PUBLIC OPINION RESEARCH AND SUBSCRIBES TO THE CODE OF ETHICS OF THE A.A.P.O.R.

NEWS

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207 Administrative Services Bldg.
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St. Cloud, MN 56301-4498

Contact: (612) 255-3151

March 20, 1995

SCSU SURVEY SHOWS MINNESOTA EXPERIENCING SOME POLITICAL SHIFTING

ST. CLOUD, Minn. -- While Minnesota's Republicans and Independents have made some gains during the past year, the state's Democratic Party has been experiencing decline, according to the latest St. Cloud State University survey.

Results show 28 percent of respondents consider themselves Democrats, down nine percent from just last year. And while there are still more Minnesota Democrats than Republicans (24 percent), the shift is primarily from the Democratic Party to the independent category. Forty-two percent of those polled classified themselves as an Independent.

Self-described political ideology remains stable with about four of 10 Minnesotans describing themselves as very or somewhat conservative, 29 percent considering themselves moderate and 29 percent as liberal or very liberal. Results also show respondents' self-described political ideology may provide some indication of their party affiliation.

Forty-six percent of those who describe themselves as a liberal also call themselves a Democrat, while 45 percent of those who consider themselves a conservative also identify themselves as Republican.

Although, the percentage of Americans who identify with either major party is thought to be in decline, party affiliation is still one of the best predictors of voting behavior.

Additionally, Minnesota appears to be in a period of dealignment, meaning voters are more easily swayed.

The SCSU Survey of 686 randomly selected Minnesota adults was conducted between Jan. 14 and Jan. 22.

For information, contact Steve Frank, co-director of SCSU Surveys, 612/255-4131.

(CONTACT: Kelly Josephson or Marsha Shoemaker, news editor, 612/255-3151)

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To Lisa DeWald	From Marsha Shoemaker	
Co.	Co. St. Cloud State	
Dept.	Phone # 612/255-3151	
Fax # 202/675-6058	Fax #	

SCSU SURVEY RESULTS MARCH 17, 1995:

POLITICAL PARTY AFFILIATION AND SELF DESCRIBED POLITICAL IDEOLOGY OF MINNESOTANS REMAINS FAIRLY STABLE OVER THE PAST SEVEN YEARS. THERE ARE MORE DEMOCRATS THAN REPUBLICANS BUT INDEPENDENTS APPEAR TO BE INCREASING

MORE MINNESOTANS DESCRIBE THEIR VIEWS AS CONSERVATIVE RATHER THAN LIBERAL

Between January 14-22, 1995 the Saint Cloud State University Survey conducted its annual survey of Minnesota adults [a more complete methodological statement is included.] This release relates to two questions relating to party identification and self-described political ideology. Note: More complete breakdowns are available.

The party question read, "Do you usually consider yourself to be a Democrat, Republican or independent?--[If Dem. or Rep} 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?

The political ideology question read, "Thinking about your own general approach to politics, do you consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?"

As detailed in the enclosed graphs there still are more Minnesota Democrats than Republicans, however there is a shift primarily from the Democrats to the independent category. Most independents may not be "true" independents as most consider themselves closer to one of the two parties. About 1% cite other parties. Minnesota is somewhat similar to the nation; nationwide approximately 35% are Democrats, 38% independent, and 25 % Republican.

[NOTE THE FOLLOWING ARE VERY GENERAL TENDENCIES-Democrats and Republicans consist of those who stated they always vote Dem./Rep. and usually vote Dem./Rep. Independent who state they feel closer to the Democrats or Republicans were classified with independents.

The following groups are more likely to call themselves Democrats rather than Republican: self-described very/somewhat liberals (46%D-9%R); females (31%D-24%R); those with combined household incomes of \$20,000 or less; Christians who do not consider themselves "born-again (30%D-22%R) ;" Catholics(35%D-19%R); occupations groups such as lower status professionals such as k-12 teachers, blue collar workers (26%D-16%R), and students (44% to 15%); those with less than a high school education and the "Range" area. However there isn't that much difference between college graduates.

Republicans tend to draw better from self-described political somewhat/very conservatives (45%R-13%D); born again Christians (39%R-22%D); Baptists (54%D-17%R); appear to be making some gains with younger adults between 18-24; occupational categories such as executives and higher status professionals such as doctors; and household managers (65%R-4%D). 24% of the males identify themselves as Democrats and 26% as Republicans.

Self-described political ideology is also stable. About four of ten Minnesotans (39%) describe themselves as very or somewhat conservative, 29% moderate and 29% as liberal or very liberal. These are fairly close to national breakdowns. Groups more likely to describe themselves as very or somewhat conservative rather than liberal are household managers, higher status professionals, workers in precision production occupations, Baptists, born again Christians, and males. Those describing themselves as liberal rather than conservative tend to be 18-24 year olds and students. The latter two groups are also more subject to opinion fluctuation.

POLITICAL PARTY AFFILIATION

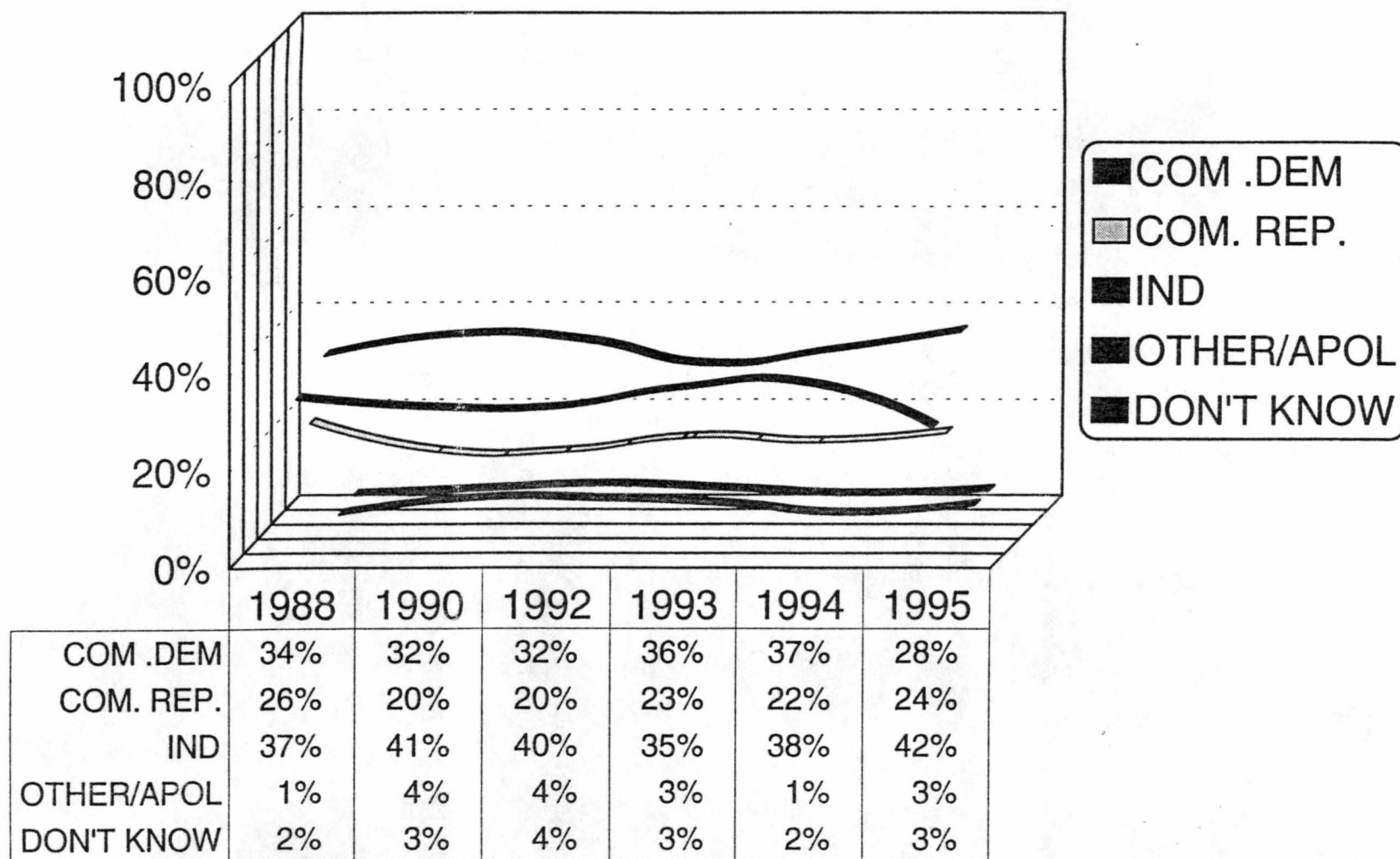
Those who proclaim the major two parties are dying may be somewhat in error. United States political parties are composed of three elements: party in government; party organization and party in the electorate (those who identify with a political party). The first two may be gaining strength at both national and state levels but the latter may be declining.

Although the percentage of Americans identifying with the two major parties may be declining it is still one of the best voting behavior predictors. Until recently the public's perceptions of party differences have been decreasing but many do perceive ideological and policy differences between the parties. There are some differences in policy preferences between identifiers but it depends on the issue.

Additionally, some claim the elections of 1994 both at the national level and in Minnesota were realigning elections such as those of 1860 and 1932. A realigning election is usually characterized where the electorate departs from their identification with the dominant party and doesn't return (at least for many years). As of now it appears that we are still in a period of dealignment which is usually explained as a period where ... "voters are much more susceptible to the personal appeals of candidates, to local issues, and to other elements which might lead to departures from underlying party loyalty." (William Flannigan and Nancy Zingale--Political Behavior of the American Electorate-8th.)

Some variation in party affiliation found in this survey compared to other surveys/polls may be due to sample error, question wording and placement, timing, and the analysis of independents. Some claim that party identification may shift depending on the popularity of leading political figures such as the incumbent President.

POLITICAL PARTY AFFILIATION OF MN. ADULTS 1988-1995



SOURCE: SCSU SURVEY (1994 LIKELY VOTERS ONLY) REP & DEM ARE COMBINED ALWAYS VOTE REP/DEM AND USUALLY VOTE DEM/REP-IND ARE IND + IND WHO FEEL CLOSER TO DEM AND REP.

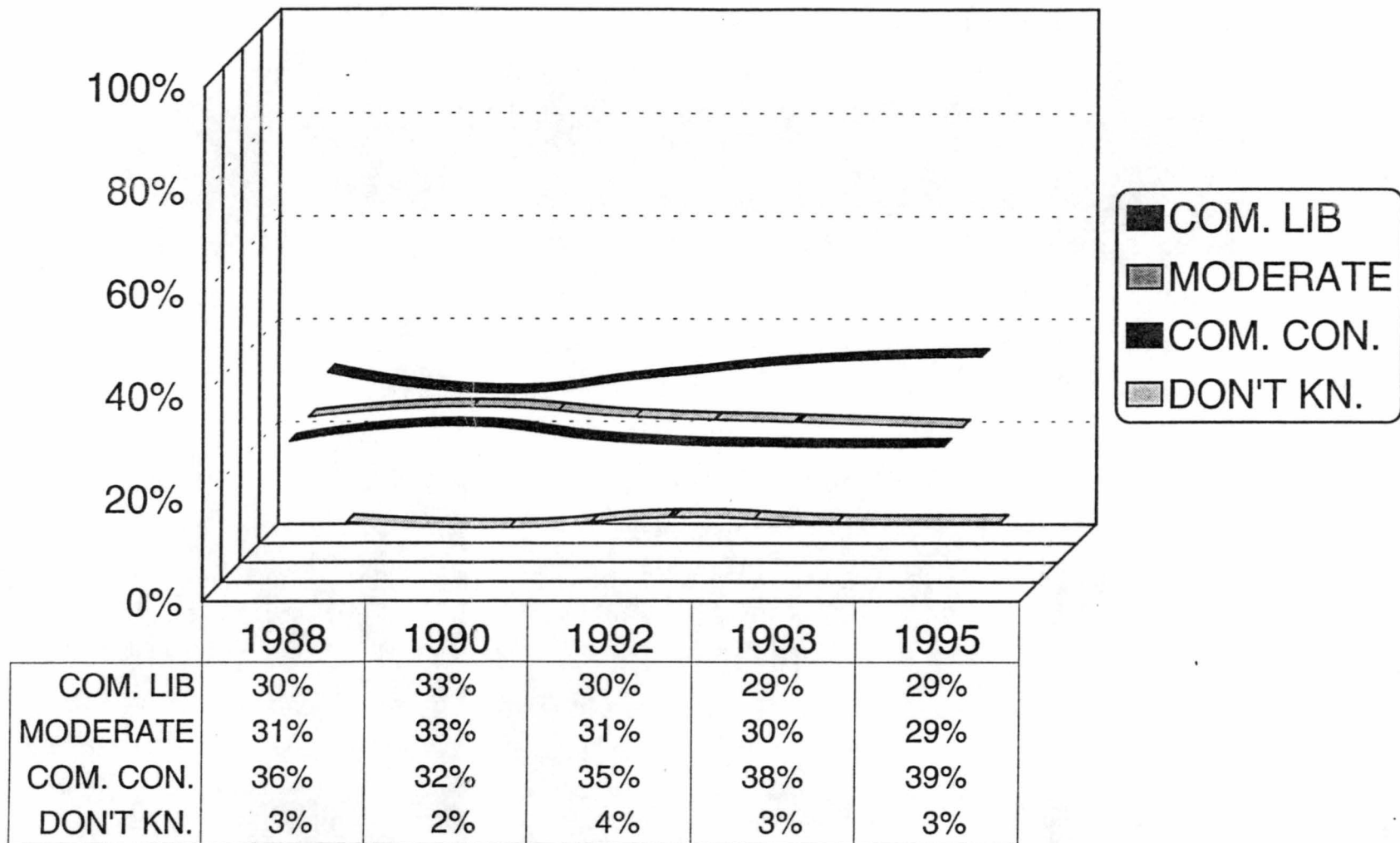
POLITICAL PARTY AFFILIATION OF MN. ADULTS

1988-1995

PARTY AFFIL.	1988	1990	1992	1993	1994	1995
ALWAYS DEM.	11	11	11	11	12	8
USUALLY DEM.	23	21	22	25	25	20
IND. DEM.	13	14	14	11	14	12
IND.	11	13	13	11	11	16
IND. REP.	13	14	13	13	13	14
USUALLY REP.	18	16	15	17	13	18
ALWAYS REP.	8	4	5	6	9	6
OTHER	1	1	1	1	1	1
APOL/DK	2%	6%	6%	5%	2%	5%

SOURCE: SCSU SURVEY (1994 LIKELY VOTERS ONLY)

SELF-DESCRIBED POLITICAL IDEOLOGY OF MN. ADULTS 1988-1995



SOURCE: SCSU SURVEY {Very lib/some lib. combined-very con./some con. combined}

SELF-DESCRIBED POLITICAL IDEOLOGY OF MN. ADULTS 1988-1995

IDEOLOGY	1988	1990	1992	1993	1995
VERY LIB.	7	5	6	6	5
SOME LIB.	23	28	24	23	24
MODERATE	31	33	31	30	29
SOMEWHAT CON.	29	26	28	31	31
VERY CON.	7	6	7	7	8
DK	3%	2%	4%	3%	3%

SOURCE: SCSU SURVEY

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After five or more hours of training and screening about forty political science 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 January 14-22, 1995.

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 four 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 686 interviews (less after weighting) the overall sample error due to sampling and other random effects is approximately plus/minus 4% (or less) 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. These include interviewer and coder error, respondent misinterpretation, and data entry and analysis errors. When analysis is made of subsamples such as respondents who are registered to vote 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 (55% sample-53% after weighting). The completion rate of the survey was 58%. 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 68 variables. Additional material on the survey's methodology and findings are available by contacting Steve Frank.

STEVE FRANK IS A MEMBER OF THE MIDWEST ASSOCIATION OF PUBLIC OPINION RESEARCH (M.A.P.O.R.) AND THE AMERICAN ASSOCIATION OF PUBLIC OPINION RESEARCH AND SUBSCRIBES TO THE CODE OF ETHICS OF THE A.A.P.O.R.