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Survey Name: Roper Reports 93-9

Survey Firm: The Roper Organization

Sponsor:

Interview Dates: September 11-18, 1993

Type of Sample: National Adult

Sample Size: 1,985

Weight Location: *CARD 5, Cols. 14-17*

COMMENTS:

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93-9 10/15/93

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STUDY #93-9 SEPT. 1993 COUNTY \_\_\_\_\_ PLACE \_\_\_\_\_ X 5-1

AM 1 19/ , AM

Time started \_\_\_\_\_ PM 2 Time finished \_\_\_\_\_ PM Total minutes 20/21  
15/16/17/18

I'm from The Roper Organization and we're conducting a survey about things that are happening today.

1. Considering both the availability and cost of things today, as well as your present financial circumstances, do you think now is a good time to buy things you want and need, or a good time to wait, or is it someplace in between?

Now is a good time to buy...1      Someplace in between . . .3      22/  
Now is a good time to wait ..2      Don't know .....Y

2. do you feel things in this country are generally going in the right direction today, or do you feel that things have pretty seriously gotten off on the wrong track?

Right direction. . . . .1      Don't know .....Y      23/  
Wrong track . . . . .2

3. What is your opinion of most Federal Government departments and agencies? There may be exceptions, of course, but would you say your opinion of most Federal Departments and agencies is highly favorable, or moderately favorable, or not too favorable, or rather unfavorable?

Highly favorable .....1      24/  
Moderately favorable . . . .2  
Not too favorable .....3  
Rather Unfavorable .....4  
Don't know .....Y

CF #

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6- 7- 8- 9- 10- 11- 12- 13-

BLOCKK #

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14-

STUDY #93-9 SEPT. 1993 COUNTY \_\_\_\_\_ PLACE \_\_\_\_\_ Y 5-2

AM 1 19/

AM

Time started \_\_\_\_\_ PM 2 15/16/17/18 Time finished \_\_\_\_\_ PM Total minutes \_\_\_\_\_ 20/21

I'm from The Roper Organization and we're conducting a survey about things that are happening today.

1. Considering both the availability and cost of things today, as well as your present financial circumstances, do you think now is a good time to buy things you want and need, or a good time to wait, or is it someplace in between?

Now is a good time to buy . . .1 Someplace in between . . .3 22/

Now is a good time to wait..2 Don't know . . . . .Y

2. Do you feel things in this country are generally going in the right direction today, or do you feel that things have pretty seriously gotten off on the wrong track?

Right direction . . . . .1 Don't know . . . . .Y 23/

Wrong track . . . . .2

3. What is your opinion of most Federal Government departments and agencies? There may be exceptions, of course, but would you say your opinion of most Federal Departments and agencies is highly favorable, or moderately favorable, or not too favorable, or rather unfavorable?

Highly favorable . . . . .1 24/

Moderately favorable . . .2

Not too favorable . . . . .3

Rather Unfavorable . . . . .4

Don't know . . . . .Y

4. Now let me ask you about a few specific federal agencies. Using this card (HAND RESPONDENT CARD), first the (read item)--is your opinion of them highly favorable, moderately favorable, or not too favorable, or rather unfavorable? (ASK ABOUT EACH ONE)

	HIGHLY FAVOR- ABLE	MODER- ATELY FAUX?- ABLE	NOT TOO FAVOR- ABLE	RATHER UN- FAVOR- ABLE	DON'T KNOW	
a. F.T.C. (Federal Trade Commission) . . . . .	1	2	3	4	Y	25/
b. F.B.I. (Federal Bureau of Investigation) .1		2	3	4	Y	26/
c. O.S.H.A. (Occupational Safety and Health Administration) . . . . .	1	2	3	4	Y	27/
d. F.C.C. (Federal Communications Commission) . . . . .	1	2	3	4	Y	28/
e. N.A.S.A. (National Aeronautic and Space Administration) . . . . .	1	2	3	4	Y	29/
f. B.A.T.F. (Bureau of Alcohol, Tobacco, and Firearms) . . . . .	1	2	3	4	Y	30/
g. I.R.S. (Internal Revenue Service) . . . . .	1	2	3	4	Y	31/
h. F.A.A. (Federal Aviation Administration) .1		2	3	4	Y	32/

5. Here is a list of some social problems. (HAND RESPONDENT CARD) For each one, please tell me if you think it affects you more, less, or the same as the average person in this country?

	MORE	LESS	ABOUT THE SAME	DON'T KNOW	
a. Violent crime . . . . .	1	2	3	Y	33/
b. Pollution . . . . .	1	2	3	Y	34/
c. Economic hardship . . . . .	1	2	3	Y	35/
d. Police brutality . . . . .	1	2	3	Y	36/
e. High taxes . . . . .	1	2	3	Y	37/
f. Discrimination . . . . .	1	2	3	Y	38/

6. There has been talk about whether some problems in society have more of an impact or less of an impact on racial and ethnic minorities than they have on other people. (USING SAME CARD) For each one, please tell me if You think it affects racial and ethnic minorities more, less, or about the same as other people?

	MORE	LESS	ABOUT THE SAME	DON'T KNOW	
a. Violent crime . . . . .	1	2	3	Y	39/
b. Pollution . . . . .	1	2	3	Y	40/
c. Economic hardship . . . . .	1	2	3	Y	41/
d. Police brutality . . . . .	1	2	3	Y	42/
e. High taxes . . . . .	1	2	3	Y	43/
f. Discrimination . . . . .	1	2	3	Y	44/

4. Now let me ask You about a few specific federal agencies. Using this card (HAND RESPONDENT CARD), first the (read item)--is your opinion of them highly favorable, moderately favorable, or not too favorable, or rather unfavorable? (ASK ABOUT EACH ONE)

	HIGHLY FAVORABLE	MODERATELY FAVORABLE	NOT TOO FAVORABLE	RATHER UNFAVORABLE	DON'T KNOW	
a. F.T.C. (Federal Trade Commission) . . . . .	1	2	3	4	Y	25/
b. C.I.A. (Central Intelligence Agency) . . . . .	1	2	3	4	Y	26/
c. N.P.S. (National Park Service) . . . . .	1	2	3	4	Y	27/
d. F.D.A. (Food and Drug Administration) . . . . .	1	2	3	4	Y	28/
e. C.P.S.C. (Consumer Products Safety Commission) . . . . .	1	2	3	4	Y	29/
f. O.S.A.P. (Office of Substance Abuse Prevention) . . . . .	1	2	3	4	Y	30/
g. E.P.A. (Environmental Protection Agency) . . . . .	1	2	3	4	Y	31/
h. S.S.A. (Social Security Administration) . . . . .	1	2	3	4	Y	32/

5. Here is a list of some social problems. (HAND RESPONDENT CARD) For each one, please tell me if you think it affects YOU more, less, or the same as the average person in this country?

	MORE	LESS	ABOUT THE SAME	DON'T KNOW	
a. Violent crime . . . . .	1	2	3	Y	33/
b. Pollution . . . . .	1	2	3	Y	34/
c. Economic hardship . . . . .	1	2	3	Y	35/
d. Police brutality . . . . .	1	2	3	Y	36/
e. High taxes . . . . .	1	2	3	Y	37/
f. Discrimination . . . . .	1	2	3	Y	38/

6. There has been talk about whether some problems in society have more of an impact or less of an impact on racial and ethnic minorities than they have on other people. (USING SAME CARD) For each one, please tell me if you think it affects racial and ethnic minorities more, less, or about the same as other people?

	MORE	LESS	ABOUT THE SAME	DON'T KNOW	
a. Violent crime . . . . .	1	2	3	Y	39/
b. Pollution . . . . .	1	2	3	Y	40/
c. Economic hardship . . . . .	1	2	3	Y	41/
d. Police brutality . . . . .	1	2	3	Y	42/
e. High taxes . . . . .	1	2	3	Y	43/
f. Discrimination . . . . .	1	2	3	Y	44/

7. And thinking about crime in the United States, what one type of crime do you feel presents the biggest threat for you and your family today? (HAND RESPONDENT CARD)

- a. Burglary, robbery, auto theft ..... 1 45/
- b. **Vandalism/hooliganism** ..... 2
- c. Official corruption, government bribe-taking . . . . . 3
- d. **Murder** ..... 4
- e. **Rape** ..... 5
- f. Assault ..... 6
- g. Racketeering, extortion ..... 7
- h. **Drugs** ..... 8
- i. Prostitution ..... 9
- j. **Speculation and swindling** ..... 0
- k. **Other** ..... 1 46/
- None of the above (vol.) ..... 2
- Don't know ..... Y

8. Of course, the problems we face in our society often have many different causes. I am going to ask you about some different problems in society and for each one I want you to tell me what you think are the major causes of each problem. First, violent crime. (HAND RESPONDENT CARD) Using this card, which three or four things do you think are the main causes of people committing violent crimes?

VIOLENT  
CRIME

- a. Living in poverty ..... 1 47/
- b. **Parents** not teaching  
right from wrong ..... 2
- c. **Being abused as a child** ..... 3
- d. Drug abuse ..... 4
- e. What people see in TV programs . . . . . 5
- f. A lack of morals ..... 6
- g. A lack of education ..... 7
- h. **A person** not seeing any harm in it .. 8
- i. **A person being** irresponsible . . . . . 9
- j. Influence of friends ..... 0
- k. Alcohol abuse ..... X
- l. What people see in movies ..... Y
- m. **The advertising and marketing**  
of toy guns, etc. .... 1 48/
- n. Guns being too easy to get ..... 2
- o. **Low chance of being** punished . . . . . 3
- p. **Seeing pornography** ..... 4
- None of these ..... 5
- Don't know ..... Y

9. What about drunk driving? (HAND RESPONDENT CARD) Using this card, which three or four things do you think are the main causes of people becoming drunk drivers?

DRUNK  
DRIVING

- a. Living in poverty ..... 1 49/
- b. **Parents** not teaching  
right from wrong ..... 2
- c. Being abused as a child . . . . . 3
- d. Drug abuse ..... 4
- e. **What people see** in TV programs ..... 5
- f. A lack of morals ..... 6
- g. A lack of education ..... 7
- h. **A person** not seeing any harm in it .. 8
- i. **A person being** irresponsible ..... 9
- j. Influence of friends ..... 0
- k. **Being unable to control** drinking  
because alcoholism is a  
disease ..... X
- l. What people see in movies . . . . . Y
- m. What people see in advertising . . . . . 1 50/
- n. **Bartenders not** being responsible . . . . 2
- o. **Low chance of** being punished ..... 3
- p. **Friends and family** not looking  
out for each other. . . . . 4
- None of these ..... 5
- Don't know ..... Y



7. And thinking about crime In the United States, what one type of crime do you feel presents the biggest threat for you and your family today? (HAND RESPONDENT CARD)

- a. Burglary, robbery, auto theft . . . . .1 45/
- b. **Vandalism/hooliganism** . . . . .2
- c. Official corruption , government bribe-taking . . . . .3
- d. **Murder** . . . . .4
- e. **Rape** . . . . .5
- f. Assault . . . . .6
- g. **Racketeering, extortion** . . . . .7
- h. **Drugs** . . . . .8
- i. **Prostitution** . . . . .9
- j. **Speculation and swindl ing** . . . . .0
- k. **Other** . . . . .1 46/
- None of the above (vol.) . . . . .2
- Don't know . . . . .Y

8. Of course, the problems we face in our society often have many different causes. I am going to ask you about some different problems in society and for each one I want you to tell me what you think are the major causes of each problem. First, teenage pregnancy. (HAND RESPONDENT CARD) Using this card, which three or four things do you think are the main causes that lead to unmarried teenagers becoming pregnant?

*TEENAGE  
PREGNANCY*

- a. Living in poverty . . . . .1 47/
- b. Parents not teaching  
right from wrong . . . . .2
- c. **Being abused as a child** . . . . .3
- d. Drug abuse . . . . .4
- e. What people see in TV programs . . . . .5
- f. A lack of morals . . . . .6
- g. A lack of education . . . . .7
- h. A person not seeing any harm in it .8
- i. A person being irresponsible . . . . .9
- j. Influence of friends . . . . .0
- k. Alcohol abuse . . . . .X
- l. What people see in movies . . . . .Y
- m. What people see in advertising . . . . .1 48/
- n. A lack of religion . . . . .2
- o. Birth control being hard to get . . . . .3
- p. Seeing pornography . . . . .4
- None of these . . . . .5
- Don't know . . . . .Y



9. What about drug abuse? (HAND RESPONDENT CARD) Using this card, which three or four things do you think are the main causes of people abusing drugs?

*DRUG  
ABUSE*

- a. Living in poverty . . . . .1 49/
- b. Parents not teaching  
right from wrong . . . . .2
- c. **Being abused as a child** . . . . .3
- d. **Being unable to control drug**  
use because of addiction . . . . .4
- e. What people see in TV programs . . . . .5
- f. A lack of morals . . . . .6
- g. **A lack of education** . . . . .7
- h. **A person not seeing any harm in it** .8
- i. **A person being irresponsible** . . . . .9
- j. Influence of friends . . . . .0
- k. Alcohol abuse . . . . .X
- l. What people see in movies . . . . .Y
- m. What people see in advertising . . . . .1 50/
- n. Illegal drugs being too easy  
to get . . . . .2
- o. **Low chance of being punished** . . . . .3
- p. **Doctors and pharmacists over-**  
prescribing . . . . .4
- None of these . . . . .5
- Don't know . . . . .Y

10. People have strong feelings about some issues, and not so strong about others. On this card (HAND RESPONDENT CARD) there is a scale of feelings--absolutely delighted, pleased, somewhat satisfied, no real feelings one way or the other, somewhat dissatisfied, angry, and boiling mad. Using this scale, how would you describe your feelings when you think about: (ASK ABOUT EACH)

	<u>1.</u> ABSO- LUTELY DE- LIGHTED	<u>2.</u> PLEAS- ED	<u>3.</u> SOME- WHAT SATIS- FIED	<u>4.</u> NO REAL FEEL- INGS	<u>5.</u> SOME- WHAT DIS- SUIS- FIED	<u>6.</u> ANGRY	<u>7.</u> BOILING MAD	DON'T KNOW	
a. The way things are going for you personally these days	1	2	3	4	5	6	7	Y	51/
b. The way things are going for the country generally	1	2	3	4	5	6	7	Y	52/
c. How President Clinton is dealing with the SCOW	1	2	3	4	5	6	7	Y	53/
d. How Congress is dealing with the economy	1	2	3	4	5	6	- 7	Y	54/
e. How your state government is dealing with the state's economy	1	2	3	4	5	6	7	Y	55/
f. How secure your job is	1	2	3	4	5	6	7	Y	56/
g. Your health care costs	1	2	3	4	5	6	7	Y	57/
h. The amount of your household income	1	2	3	4	5	6	7	Y	58/
i. The rate of inflation	1	2	3	4	5	6	7	Y	59/
j. The amount of taxes you pay	1	2	3	4	5	6	7	Y	60/
k. The level of interest rates	1	2	3	4	5	6	7	Y	61/
l. The cost and value of your housing	1	2	3	4	5	6	7	Y	62/
m. The level of your personal debts	1	2	3	4	5	6	7	Y	63/

79-0  
80-1



10. People have strong feelings about some issues, and not so strong about others. On this card (HAND RESPONDENT CARD) there is a scale of feelings--absolutely delighted, pleased, somewhat satisfied, no real feelings one way or the other, somewhat dissatisfied, **angry**, and **boiling mad**. Using this scale, how would you describe your feelings when you think about: (ASK ABOUT EACH)

	<u>1.</u> ABSOLUTELY DELIGHTED	<u>2.</u> PLEASED	<u>3.</u> SOMEWHAT SATISFIED	<u>4.</u> NO REAL FEELINGS	<u>5.</u> SOMEWHAT DISSATIS- FIED	<u>6.</u> ANGRY	<u>7.</u> BOILING MAD	DON'T KNOW	
a. The way things are going for you personally these days . . . . .	1	2	3	4	5	6	7	Y	51/
b. The way things are going for the country generally . . . . .	1	2	3	4	5	6	7	Y	52/
c. How President Clinton is dealing with the economy . . . . .	1	2	3	4	5	6	7	Y	53/
d. How Congress is dealing with the economy . . . . .	1	2	3	4	5	6	7	Y	54/
e. How your state government is dealing with the state's economy . . . . .	1	2	3	4	5	6	7	Y	55/
f. How secure your job is . . . . .	1	2	3	4	5	6	7	Y	56/
g. Your health care costs . . . . .	1	2	3	4	5	6	7	Y	57/
h. The amount of your household income . . . . .	1	2	3	4	5	6	7	Y	58/
i. The rate of inflation . . . . .	1	2	3	4	5	6	7	Y	59/
j. The amount of taxes you pay . . . . .	1	2	3	4	5	6	7	Y	60/
k. The level of interest rates . . . . .	1	2	3	4	5	6	7	Y	61/
l. The cost and value of your housing . . . . .	1	2	3	4	5	6	7	Y	62/
m. The level of your personal debts . . . . .	1	2	3	4	5	6	7	Y	63/

11. As you may know, the Internal Revenue Service spends a considerable amount of time dealing with the collection of taxes that are overdue. To help with this problem, the IRS is considering using outside contractors, such as law firms, accountants and collection agencies, as well as its own employees.

Do you think the IRS should use outside contractors to contact taxpayers for the purpose of explaining the options that are available for paying taxes that are past due, or should this be done only by IRS employees?

Use outside contractors .1 6/  
 Done only by IRS employees .....2  
 Doesn't matter (vol.) ...3  
 Don't know .....Y



12. Do you think the IRS should use those outside contractors to help in the actual collection of taxes that are past due, or should this be done only by IRS employees?

Use outside contractors .1 7/  
 Done only by IRS employees .....2  
 Doesn't matter (vol.) ...3  
 Don't know .....Y

13. If you personally owed back taxes to the IRS, would it bother you more to receive a call from an outside contractor rather than an IRS employee, or wouldn't it make a difference which one called?

Would bother me more to receive call from contractor .....1 8/  
 Wouldn't make a difference .....2  
 Don't know .....Y

14. Turning to a different subject, times today are, of course, different than when your parents were your age. But taking into account those differences, would you say that compared to your parents, you (read each item), about the same amount, or less?

	MORE	SAME	LESS	DON'T KNOW	
a. Have more fun .....	1	2	3	Y	9/
b. Have more success financially .....	1	2	3	Y	10/
c. Have a happier family .....	1	2	3	Y	11/
d. Work harder .....	1	2	3	Y	12/
e. Have more time to enjoy life .....	1	2	3	Y	13/
f. Have more stress .....	1	2	3	Y	14/
g. Have more wisdom .....	1	2	3	Y	15/

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Use outside contractors .1 6/  
 Done only by IRS employees . . . . .2  
 Doesn't matter (vol.) . . .3  
 Don't know . . . . .Y /

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Use outside contractors .1 7/  
 Done only by IRS employees . . . . .2  
 Doesn't matter (vol.) . . .3  
 Don't know . . . . .Y

13. If you personally owed back taxes to the IRS, would it bother you more to receive a call from an outside contractor rather than an IRS employee, or wouldn't it make a difference which one called?

Would bother me more to receive call from contractor . . . . .1 8/  
 Wouldn't make a difference . . . . .2  
 Don't know . . . . .Y

14. Turning to a different subject, times today are, of course, different than when your parents were your age. But taking into account those differences, would you say that compared to your parents, you (read each item), about the same amount, or less?

	MORE	SAME	LESS	DON'T KNOW	
a. Have more fun . . . . .	1	2	3	Y	9/
b. Have more success financially . . . . .	1	2	3	Y	10/
c. Have a happier family . . . . .	1	2	3	Y	11/
d. Work harder . . . . .	1	2	3	Y	12/
e. Have more time to enjoy life . . . . .	1	2	3	Y	13/
f. Have more stress . . . . .	1	2	3	Y	14/
g. Have more wisdom . . . . .	1	2	3	Y	15/

15. Most people find some things in their lives boring. Here is a list of some things people have said bore them. (HAND RESPONDENT CARD) Would you read down the list and call off the things, if any, that you personally find boring? Just call off the letters.

- |  |   |     |  |       |
|--|---|-----|--|-------|
| a. cooking . . . . .   | 1 | 16/ | k. The current emphasis is on physical fitness . . . . . | X     |
| b. Housekeeping . . . . .  | 2 |     | l. The current focus on senior citizens . . . . .        | Y     |
| c. Grocery shopping . . . . .                                    | 3 |     | m. Going to parties . . . . .                            | 1 17/ |
| d. Paying bills, keeping records on household finances . . . . . | 4 |     | n. Talking on the telephone . . . . .                    | 2     |
| e. Your job . . . . .  | 5 |     | o. Writing letters . . . . .                             | 3     |
| f. Economic news . . . . .                                       | 6 |     | p. Yardwork . . . . .                                    | 4     |
| g. News about foreign affairs . . . . .                          | 7 |     | q. Doing household repairs . . . . .                     | 5     |
| h. What's going on in Washington . . . . .                       | 8 |     | None . . . . .   | 6     |
| i. Sports on TV . . . . .  | 9 |     | Don't know . . . . .                                     | Y     |
| j. Most entertainment shows on TV . . . . .                      | 0 |     |  |       |

16. There has been a move to change the form of address for women from Miss and Mrs. to Ms. Which form of address do you like best for women--Miss and Mrs., or Ms.?

- |                         |   |                      |   |     |
|-------------------------|---|----------------------|---|-----|
| Miss and Mrs. . . . . . | 1 | Don't know . . . . . | Y | 18/ |
| Ms. . . . .             | 2 |                      |   |     |

17. Here is a list of household tasks. (HAND RESPONDENT CARD) Would you read down that list, and call off each one you do at least occasionally?

		18.							
		DIS- DIS- LIKE LIKE							
		SOME- GREAT DON'T							
		WHAT DEAL KNOW							
		m- DON'T							
		JOY MIND							
		17. m							
a. Shopping for food . . . . .	1	19/	1	2	3	4	Y	21/	
b. Cooking meals . . . . .	2		1	2	3	4	Y	22/	
c. Washing dishes . . . . .	3		1	2	3	4	Y	23/	
d. Vacuuming . . . . .	4		1	2	3	4	Y	24/	
e. Dusting . . . . .	5		1	2	3	4	Y	25/	
f. Polishing furniture . . . . .	6		1	2	3	4	Y	26/	
g. Cleaning bathroom or kitchen floors . . . . .	7		1	2	3	4	Y	27/	
h. Cleaning bathtubs, shower stalls, sinks . . . . .	8		(ASK 18)	1	2	3	4	Y	28/
i. Cleaning toilets . . . . .	9		1	2	3	4	Y	29/	
j. Cleaning glass, mirrors, windows . . . . .	0		1	2	3	4	Y	30/	
k. Cleaning the oven . . . . .	X		1	2	3	4	Y	31/	
l. Washing kitchen counters, sinks and appliances . . . . .	Y		1	2	3	4	Y	32/	
m. Doing the laundry . . . . .	1		20/	1	2	3	4	Y	33/
n. Ironing . . . . .	2	1		2	3	4	Y	34/	
o. Recycling (bottles, cans, paper, etc.) . . . . .	3	1		2	3	4	Y	35/	
None . . . . .	4	(SKIP TO 19)							
Don't know . . . . .	Y								

18. Now for each of these tasks you do, would you tell me whether it is something you enjoy doing, or something you don't mind doing, or something you dislike somewhat, or something you dislike a great deal? (HAND RESPONDENT CARD) First, (name task)? (ASK ABOUT EACH TASK ANSWERED IN Q.17)

15. Most people find some things in their lives boring. Here is a list of some things people have said bore them. (HAND RESPONDENT CARD) Would you read down the list and call off the things, if any, that you personally find boring? Just call off the letters.

- |  |   |
|--|---|
| a. cocking . . . . .116/                     | k. The current emphasis is on           |
| b. Housekeeping . . . . . 2                  | physical fitness . . . . .X             |
| c. Grocery shopping . . . . .3               | 1. The current focus on senior          |
| d. Paying bills, keeping records             | citizens . . . . .Y                     |
| on household finances . . . . .4             | m. Going to parties . . . . .1 17/      |
| e. Your job . . . . .5                       | n. Talking on the telephone . . . . . 2 |
| f. Economic news . . . . .6                  | o. Writing letters . . . . .3           |
| g. News about foreign affairs . . . . . 7    | p. Yard work . . . . .4                 |
| h. What's going on in Washington . . . . . 8 | q. Doing household repairs . . . . . 5  |
| i. Sports on TV . . . . . 9                  | None . . . . .6                         |
| j. Most entertainment shows on TV . 0        | Don't know . . . . .Y                   |

16. There has been a move to change the form of address for women from Miss and Mrs. to Ms. Which form of address do you like best for women--Miss and Mrs., or Ms.?

- |                           |                       |     |
|---------------------------|-----------------------|-----|
| Miss and Mrs. . . . . . 1 | Don't know . . . . .Y | 18/ |
| Ms. . . . . 2             |                       |     |

17. Here is a list of household tasks. (HAND RESPONDENT CARD) Would you read down that list, and call off each one you do at least occasionally?

		18.						
		DIS- LIKE		DIS- LIKE				
17. DO	EN- JOY	DON'T MIND	SOME- WHAT	GREAT DEAL	DON'T KNOW			
a. shopping for food . . . . . 1	19/	1	2	3	4	Y	21/	
b. <b>Cooking meals</b> . . . . . 2		1	2	3	4	Y	22/	
c. <b>Washing dishes</b> . . . . . 3		1	2	3	4	Y	23/	
d. <b>Vacuuming</b> . . . . . 4		1	2	3	4	Y	24/	
e. <b>Dusting</b> . . . . . 5		1	2	3	4	Y	25/	
f. Polishing furniture . . . . . 6		1	2	3	4	Y	26/	
g. <b>Cleaning bathroom or kitchen floors</b> . . . . . 7		1	2	3	4	Y	27/	
h. <b>Cleaning bathtubs, shower stalls, sinks</b> . . . . . 8		(ASK 18)	1	2	3	4	Y	28/
i. <b>Cleaning toilets</b> . . . . . 9			1	2	3	4	Y	29/
j. <b>Cleaning glass, mirrors, windows</b> . . . . . 0		1	2	3	4	Y	30/	
k. <b>Cleaning the oven</b> . . . . . x		1	2	3	4	Y	31/	
l. <b>Washing kitchen counters, sinks and appliances</b> . . . . . Y		20/	1	2	3	4	Y	32/
m. <b>Doing the laundry</b> . . . . . 1			1	2	3	4	Y	33/
n. <b>Ironing</b> . . . . . 2			1	2	3	4	Y	34/
o. <b>Recycling (bottles, cans, paper, etc.)</b> . . . . . 3	1		2	3	4	Y	35/	
None . . . . . 4	(SKIP TO 19)							
Don't know . . . . . Y								

18. Now for each of these tasks you do, would you tell me whether it is something You enjoy doing, or something you don't mind doing, or something you dislike somewhat, or something you dislike a great deal? (HAND RESPONDENT CARD) First, (name task)? (ASK ABOUT EACH TASK ANSWERED IN Q.17)

**(ASK EVERYONE)**

19. Here is a list of **products**. (HAND RESPONDENT CARD) Please call off the letters for **all the ones you tend to buy** when you shop in a discount store such as K mart, Wal-Mart and Caldor.

	<u>19.</u> DISCOUNT STORE	<u>20.</u> CONVENI- ENCE STORE	<u>21.</u> DRUG- STORE
a. Canned food . . . ! . . . . .	1 36/	1 39/	1 42/
b. Household cleaners . . . . .	2	2	2
c. Hardware . . . . .	3	3	3
d. Toys/games . . . . .	4	4	4
e. Recorded music (tapes, CDs, etc.) . . . . .	5	5	5
f. Paper products (towels, napkins, etc.) . . . . .	6	6	6
g. Magazines . . . . .	7	7	7
h. Beer . . . . .	8	8	8
i. Cigarettes . . . . .	9	9	9
j. Small appliances . . . . .	0	0	0
k. Frozen foods . . . . .	x	x	x
l. Cosmetics . . . . .	Y	Y	Y
m. Personal care products (shampoo, deodorant, etc.) .1	37/	1 40/	1 43/
n. Dress clothes . . . . .	2	2	2
o. Casual clothes . . . . .	3	3	3
p. Underwear, socks, hosiery . . . . .	4	4	4
q. shoes . . . . .	5	5	5
r. Fashion accessories (scarfs, ties, belts, etc.) . .6		6	6
s. Wine . . . . .	7	7	7
t. Liquor . . . . .	8	8	8
u. Towels, linens, sheets . . . . .	9	9	9
v. Auto accessories . . . . .	0	0	0
w. Soft drinks . . . . .	x	x	x
x. Fruit juice . . . . .	Y	Y	Y
y. Snack foods . . . . .	1 38/	1 41/	1 44/
z. Take-out/ready- to-eat food . . . . .	2	2	2
aa. Stationery/greeting cards . . . . .	3	3	3
bb. Books . . . . .	4	4	4
cc, Meat/poultry . . . . .	5	5	5
dd. Cold cereals . . . . .	6	6	6
ee. Cold cuts . . . . .	7	7	7
ff. Housewares (pots, pans, silverware, etc.) . . . . .	8	8	8
Don't shop there (vol.) . . . . .	9	9	9
Don't know . . . . .	Y	Y	Y

20. (USING SAME CARD) Using the same list of products **would** you **call** off the **products** you tend to buy when you shop in a convenience store such as 7-11, Circle K and Mobil Mart? (RECORD ABOVE)

21. (USING SAME CARD) And finally, what products do you tend to buy when you shop in a drugstore? (RECORD ABOVE)

**(ASK EVERYONE)**

19. Here **is** a list of **products**. (HAND RESPONDENT CARD) Please call **off the letters** for all the ones you tend to **buy when you shop in a grocery store or supermarket**.

	<u>19.</u> GROCERY STORE/ SUPERMARKET	<u>20.</u> DEPART- MENT STORE	<u>21.</u> WAREHOUSE STORE
a. Canned food . . . . .	1 36/	1 39/	1 42/
b. <b>Household cleaners</b> . . . . .	2	2	2
c. <b>Hardware</b> . . . . .	3	3	3
d. <b>Toys/games</b> . . . . .	4	4	4
e. <b>Recorded music (tapes, CDs, etc.)</b> . . . . .	5	5	5
f. <b>Paper products</b> (towels, napkins, etc.) . . . . .	6	6	6
g. Magazines . . . . .	7	7	7
h. <b>Beer</b> . . . . .	8	8	8
i. Cigarettes . . . . .	9	9	9
j. Small appliances . . . . .	0	0	0
k. Frozen foods . . . . .	x	x	x
l. <b>Cosmetics</b> . . . . .	Y	Y	Y
m. Personal care products (shampoo, deodorant, etc.) .1	37/	1 40/	1 43/
n. Dress clothes . . . . .	2	2	2
o. Casual clothes . . . . .	3	3	3
p. Underwear, socks, hosiery . . . . .	4	4	4
q. shoes . . . . .	5	5	5
r. Fashion accessories (scarfs, <b>ties</b> , belts, etc.) . .6	6	6	6
s. Wine . . . . .	7	7	7
t. Liquor . . . . .	8	8	8
u. Towels, linens, sheets . . . . .	9	9	9
v. Auto accessories . . . . .	0	0	0
w. Soft drinks . . . . .	x	x	x
x. Fruit juice . . . . .	Y	Y	Y
y. Snack foods . . . . .	1 38/	1 41/	1 44/
z. Take-out/ready- to-eat food . . . . .	2	2	2
ea. <b>Stationery/greeting cards</b> . . . . .	3	3	3
eb. Books . . . . .	4	4	4
cc. <b>Meat/poultry</b> . . . . .	5	5	5
cd. Cold cereals . . . . .	6	6	6
es. Cold cuts . . . . .	7	7	7
ff. Housewares (pots, pans, silverware, etc.) . . . . .8	8	8	8
Don't shop there (vol.) . . . . .	9	9	9
Don't know . . . . .	Y	Y	Y

20. (USING SAME CARD) Using the same list of products would you call off the products you tend to buy when you shop in a department store? (RECORD ABOVE)

21. (USING SAME CARD) And finally, what products do you tend to buy when you shop in a warehouse store? (RECORD ABOVE)

**(ASK EVERYONE)**

43. Turning now to a different subject. There are differing opinions as to how health insurance should be provided. Some people favor the present system of private insurance and health plans. Others say we should have a national system of health insurance provided through the government and paid for like Social Security now is. Which do you favor--our present system of private health plans, or a national health insurance plan provided through the government?

Present private plan . . . . .	1	60/
National plan . . . . .	2	
Don't know . . . . .	Y	

44. Thinking of all your medical care needs, not just the doctor, generally speaking, how satisfied would you say you are with the quality of the medical care you get--very satisfied, fairly well satisfied, not too satisfied, or not at all satisfied?

	<u>44.</u>			<u>45.</u>	
	QUALITY			AVAILABILITY	
	OF MEDICAL CARE			OF MEDICAL CARE	
Very satisfied . . . . .	1	61/		1	62/
Fairly well satisfied . . . . .	2			2	
Not too satisfied . . . . .	3			3	
Not at all satisfied . . . . .	4			4	
Don't know . . . . .	Y			Y	

45. And how satisfied are you with the availability of medical care when you need it--very satisfied, fairly well satisfied, not too satisfied, or not at all satisfied? (RECORD ABOVE)

79-0
80-3



43. OMITTED .

NO COL. 60

44. Turning to a different subject, thinking of all your medical care needs, not just the doctor, generally speaking, how satisfied would you say you are with the quality of the medical care you get--very satisfied, fairly well satisfied, not too satisfied, or not at all satisfied?

	<u>44.</u> <b>QUALITY</b> OF MEDICAL <b>CARE</b>		<u>45.</u> <b>AVAILABILITY</b> OF MEDICAL <b>CARE</b>
Very satisfied . . . . .	1 61/		1 62/
Fairly Well satisfied . . . . .	2		2
Not too satisfied . . . . .	3		3
Not at all satisfied . . . . .	4		4
Don't know . . . . .	Y		Y

45. And how satisfied are you with the availability of medical care when you need it--very satisfied, fairly well satisfied, not too satisfied, or not at all satisfied? (RECORD ABOVE)

46. How do you feel about the cost of the medical care you receive--do you feel the cost is very reasonable, fairly reasonable, somewhat unreasonable, or very unreasonable?

- Very reasonable . . . . .1 6/
- Fairly reasonable . . . . .2
- Somewhat unreasonable ..3 ,
- Very unreasonable :.....4
- Don't know . . . . .Y

47. How satisfied are you with the arrangements you have for paying for medical care--very satisfied, fairly well satisfied, not too satisfied, or not at all satisfied?

- Very satisfied . . . . .1 7/
- Fairly well satisfied ..2
- Not too satisfied . . . . .3
- Not at all satisfied ...4
- Don't know . . . . .Y

48. Do you and your family have any type of health care plan or hospital insurance?

- Yes . . . . .1 (ASK 49) 8/
- No . . . . .2 (SKIP TO 56 ON NEXT PAGE)
- Some in family covered, others not (vol.) . . . . .3 (ASK 49)

49. Is that paid for at least in part by your employer or some family member's employer?

- Yes . . . . .1 (ASK 50) 9/
  - No . . . . .2
  - Don't know . . . . .Y
- (SKIP TO 52)

50. Does the employer pay all or part of the cost of that coverage?

- All . . . . .1 10/
- Part . . . . .2
- Don't know . . . . .Y

51. About how much per month does the employer pay for your medical and health coverage?

\$ \_\_\_\_\_ 11/12/13/14  
(write in)

Don't know . . . . .Y

52. And about how much per month, if any, do you pay for your medical and health coverage?

\$ \_\_\_\_\_ 15/16/17/18  
(write in)

Don't know . . . . .Y

53. Rising health insurance premiums may require employers to reduce available health insurance benefits in future years or to reduce the amount of future pay increases in order to pay rising insurance costs. Which would you prefer--to receive the full amount of future pay increases but have health insurance benefits reduced, or to receive smaller future pay increases but keep health insurance coverage at its current level?

- Full increases, benefits reduced ..1 19/
- Smaller increases, current health coverage . . . . .2
- Don't know . . . . .Y

46. How do you feel about the cost of the medical care you receive--do you feel the cost is very reasonable, fairly reasonable, somewhat unreasonable, **or** very unreasonable?

- Very reasonable . . . . .1 6/
- Fairly reasonable . . . . .2
- Somewhat unreasonable ..3
- Very unreasonable . . . . .4
- Don't know . . . . .Y

47. How satisfied are you with the arrangements you have for paying for medical care--very satisfied, fairly well satisfied, not too satisfied, or not at all satisfied?

- Very satisfied . . . . .1 7/
- Fairly well satisfied ..2
- Not too satisfied . . . . .3
- Not at all satisfied ...4
- Don't know . . . . .Y

48. Do you and your family have any type of health care plan or hospital insurance?

- Yes . . . . .1 (ASK 49) 8/
- No . . . . .2 (SKIP TO 56 ON NEXT PAGE)
- Some in family covered, others not (vol.) . . . . .3 (ASK 49)

49. Is that paid for at least in part by your employer or some family member's employer?

- Yes . . . . .1 (ASK 50) 9/
- No... . . . .2
- Don' t know . . . . .Y (SKIP TO 52)

50. Does the employer pay all or part of the cost of that coverage?

- All . . . . .1 10/
- Part . . . . .2
- Don' t know . . . . .Y

51. About how much per month does the employer pay for your medical and health coverage?

\$ \_\_\_\_\_ 11/12/13/14  
(write in)  
Don't know.....Y

52. And about how much per month, if any, do you pay for your medical and health coverage?

\$ \_\_\_\_\_ 15/16/17/18  
(write in)  
Don't know . . . . .Y

53. Rising health insurance premiums may require employers to reduce available health insurance benefits in future years or to reduce the amount of future pay increases in order to pay rising insurance costs. Which would you prefer--to receive the full amount of future pay increases but have health insurance benefits reduced, or to receive smaller future pay Increases but keep health insurance coverage at its current level?

- Full increases, benefits reduced ..1 19/
- Smaller increases, current health coverage . . . . .2
- Don't know . . . . .Y

NO COLS. 23, 24

54. which of these types of health care plans, if any, do You personally have? (HAND RESPONDENT CARD)

- a. An HMO, Preferred Provider organization (PPO), or other managed care plan where you have a limited choice of doctors ..... 1      20/
- b. A traditional insurance plan where you can choose any doctor you want ., . . . . 2      (ASK 55)
- c. Medicare (over 65) . . . . . 3
- d. Veteran's Administration . . . 4
- e. Medicaid . . . . . 5
- Other (vol.) . . . . . 6
- None/personal ly not covered (vol.) . . . . . 7 (SKIP TO 56)
- Don't know . . . . . Y (ASK 55)

55. Have you or any member of your family living with you ever been with-out a health plan in the past two years?

- Yes, went without ..... 1 (ASK 56)      21/
  - No ..... 2
  - Don't know . . . . . Y
- (SKIP TO 58)

56. For how many months in the past two years have you or someone in your family not had a health plan?

- Less than 3 months . . . . . 1      22/
- 3 months to less than 6 months .. 2
- 6 months to less than 12 months . 3
- 1 year to less than 2 . . . . . 4
- 2 years (or more) . . . . . 5
- Don't know . . . . . Y

57. OMITTED .

(ASK EVERYONE)

58. The cost of living has been rising steadily in recent years. Is it your impression that health care costs have been increasing a good deal more than the cost of living in general, increasing somewhat more, increasing at about the same rate, or increasing less than the cost of living in general?

- A good deal more . . . . . 1      25/
- Somewhat more . . . . . 2
- About the same . . . . . 3
- Less . . . . . 4
- Don't know . . . . . Y

54. Which of these types of health care plans, if any, do you personally have? (HAND RESPONDENT CARD)
- a. An HMO, Preferred Provider organization (PPO), or other managed care plan where you have a limited choice of doctors . . . . .1 20/
  - b. A traditional insurance plan where you can choose any doctor you want . . . . .2 (ASK 55)
  - c. Medicare (over 65) . . . . .3
  - d. Veteran's Administration . . . . .4
  - e. Medicaid . . . . .5
  - Other (vol.) . . . . .6
  - None/personal ly not covered (vol.) . . . . .7 (SKIP TO 56)
  - Don't know . . . . .Y (ASK 55)

55. Have you or any member of your family living with you ever been with- out a health plan in the past two years?
- Yes, went without . . . . .1 (ASK 56) 21/
  - No . . . . .2 ] (SKIP TO 57)
  - Don't know . . . . .Y ]

56. For how many months in the past two years have you or someone in your family not had a health plan?
- Less than 3 months . . . . .1 22/
  - 3 months to less than 6 months . . . . .2
  - 6 months to less than 12 months . . . . .3
  - 1 year to less than 2 . . . . .4
  - 2 years (or more) . . . . .5
  - Don't know . . . . .Y

**(ASK EVERYONE)**

57. There are differing opinions as to how health insurance should be provided. Some people favor the present system of private insurance and health plans. Others say we should have a national system of health insurance provided through the government and paid for like **Social Security now is**. Which do you favor--our present system of private health plans, or a national health insurance plan provided through the government?

- Present private plan . . . . .1 23/
- National plan . . . . .2
- Don't know . . . . .Y

**NO COL. 24**

58. The cost of living has been rising steadily in recent years. Is it your impression that health care costs have been increasing a good deal more than the cost of living in general, increasing somewhat more, increasing at about the same rate, or increasing less than the cost of living in general?

- A good deal more . . . . .1 25/
- Somewhat more . . . . .2
- About the same . . . . .3
- Less . . . . .4
- Don't know . . . . .Y

59. On another subject, here **is** a list of different products that could be **adver-  
tised** on television during children's programming--such as Saturday **morning**, or  
during afternoon cartoons. (**HAND RESPONDENT CARD**) Would you please read **down**  
that list, and **for** each one tell me **if it** is something that is all right to ad-  
vertise during children's programing, or not all right to advertise during  
children's programming? First, (read item). (ASK ABOUT EACH)

	<b>ALL RIGHT</b>	<b>NOT ALL RIGHT</b>	<b>DEPENDS/ DON'T m o w</b>	
a. Toys . . . . .	1	2	Y	26/
b. Children's clothes and accessories . . . . .	1	2	Y	27/
c. Recorded music (CD's, tapes, etc.) . . . . .	1	2	Y	28/
d. Walkman type radios or cassettes . . . . .	1	2	Y	29/
e. Children's video cassettes . . . . .	1	2	Y	30/
f. G-rated movies . . . . .	1	2	Y	31/
g. PG-13 rated movies . . . . .	1	2	Y	32/
h. Sneakers and shoes . . . . .	1	2	Y	33/
i. Cereal . . . . .	1	2	Y	34/
j. Candy . . . . .	1	2	Y	35/
k. Public service announcement s about the dangers of drugs, smoking and drinking . . . . .	1	2	Y	36/
l. Public service announcements about the dangers of unsafe sex . . . . .	1	2	Y	37/
m. "900" type telephone numbers (recordings of music and movie stars, trivia games, sports updates) . . . . .	1	2	Y	38/

60. Which of these sources have you used in the last six months to get information  
on the nutritional content of food--either fresh or packaged food? (**HAND RE-  
SPONDENT CARD**)

	<u>60.</u> USED IN 6 MONTHS		<u>61.</u> MOST USEFUL	
a. Pamphlets published by a government agency . . . . .	1 39/		1	40/
b. Pamphlets prepared by food companies . . . . .	2		2	
c. What other people have told you about nutrition in food . . . . .	3		3	
d. Labels on food packages . . . . .	4		4	
e X Courses you took in school . . . . .	5		5	
f. Advertisements for food products . . . . .	6		6	
g. Newspaper articles . . . . .	7		7	
h. Magazine articles . . . . .	8		8	
i. Television programs . . . . .	9		9	
j X cookbooks . . . . .	0		0	
None . . . . .	X		X	
Don't know . . . . .	Y		Y	

SKIP  
TO 62)

61. Of those you have used, which one or two of those sources have you found most  
useful on the nutritional content of food? (**RECORD ABOVE**)

59. On another subject, here is a list of different products that could be advertised on television during children's programming--such as Saturday morning, or during afternoon cartoons. (HAND RESPONDENT CARD) Would You please read down that list and for each one tell me if it is something that is all right to advertise during children's programming, or not all right to advertise during children's programming? **First, (read item). (ASK ABOUT EACH)**

	ALL RIGHT	NOT ALL RIGHT	DEPENDS/ DON'T KNOW	
a. Toys . . . . .	1	2	Y	26/
b. Children's clothes and accessories . . . . .	1	2	Y	27/
c. Recorded music (CD's, tapes, etc.) . . . . .	1	2	Y	28/
d. Walkman type radios or cassettes . . . . .	1	2	Y	29/
e. Children's video cassettes . . . . .	1	2	Y	30/
f. G-rated movies . . . . .	1	2	Y	31/
g. PG-13 rated movies . . . . .	1	2	Y	32/
h. Sneakers and shoes . . . . .	1	2	Y	33/
i. Cereal . . . . .	1	2	Y	34/
j. Candy . . . . .	1	2	Y	35/
k. Public service announcements about the dangers of drugs, smoking and drinking . . . . .	1	2	Y	36/
l. Public service announcements about the dangers of unsafe sex . . . . .	1	2	Y	37/
m. "900" type telephone numbers (recordings of music and movie stars, trivia games, sports updates) . . . . .	1	2	Y	38/

60. Which of these sources have you used in the last six months to get information on the nutritional content of food--either fresh or packaged food? (HAND RESPONDENT CARD)

	<u>60.</u> USED IN 6 MONTHS	<u>61.</u> MOST , USEFUL
a. Pamphlets published by a government agency . . . . .	1 39/	1 40/
b. Pamphlets prepared by food companies . . . . .	2	2
c. What other people have told you about nutrition in food . . .	3	3
d. Labels on food packages . . . . .	4	4
e. Restaurant menus . . . . .	5	5
f. Advertisements for food products . . . . .	6	6
g. Newspaper articles . . . . .	7	7
h. Magazine articles . . . . .	8	8
i. Television programs . . . . .	9	9
j. Signs posted in restaurants . . . . .	0	0
None . . . . .	X	X
Don't know . . . . .	Y	Y

(SKIP TO 62)

61. Of those you have used, which one or two of those sources have you found most useful on the nutritional content of food? (RECORD ABOVE)

(ASK EVERYONE)

62. Here is a list of organizations **and** industries. (HAND RESPONDENT CARD) For each one, please tell me **if** it is doing an excellent job, a good job, only a fair job, or a poor job in providing nutritional information about food. **First, (read item).** (ASK ABOUT EACH)

	EX- CELLENT JOB	GOOD JOB	FAIR JOB	POOR JOB	DON'T KNOW	
a. Food manufacturers . . . . .	1	2	3	4	Y	41/
<b>b. Supermarkets</b> . . . . .	1	2	3	<b>4</b>	Y	42/
c. Fast food restaurants . . . . .	1	2	3	4	Y	43/
d. Restaurants with table service . . . . .	1	2	3	4	<b>Y</b>	44/
e. Government agencies . . . . .	1	2	3	4	Y	45/
f. Public schools . . . . .	1	2	3	4	Y	46/
<b>g. The media</b> . . . . .	1	2	3	4	Y	47/

4 3222

65. Turning to something else, I'd like to talk with you now about games of chance, such as the lottery, off-track betting, casino gambling, and so forth. (HAND RESPONDENT CARD) For each of the types of gambling or games of chance on this card, please tell me whether or not you have done it in the past year.

	YES	NO	DON'T KNOW	
a. Played games of chance like Bingo sponsored by church groups, charitable organizations, etc. . . . .	1	2	Y	50/
b. Played any State-run lottery games . . . . .	1	2	Y	51/
<b>c. Bet on a horse race</b> . . . . .	<b>1</b>	2	Y	52/
d. Bet on a dog race . . . . .	1	2	<b>Y</b>	53/
e. Bet on a Jai-Alai (HIGH-lie) game . . . . .	1	2	Y	54/
f. Gambled at a casino . . . . .	1	2	Y	55/
<b>g. Played card games for money, such as poker or black jack, at a place other than a casino</b> . . . . .	<b>1</b>	2	Y	56/
h. Played non-legalized numbers games . . . . .	1	2	Y	57/
i. Placed sports bets, such as at your place of work, in abetting parlor, or through a bookie . . . . .	1	2	Y	58/

**INTERVIEWER:** IF ANY ITEMS CIRCLED IN BOX, ASK Q.66.  
IF NO ITEMS CIRCLED IN BOX, SKIP TO Q.67.

79-0	79-0
80-4	80-5



**(ASK EVERYONE)**

68. Do you think government lotteries produce an unwholesome gambling spirit in this country?

Yes . . . . .1

27/

No . . . . .2

69. Now here is a list of a number of different things. (HAND RESPONDENT CARD)

Would you read down that list and call off each one you personally have done in the last week, either at home or at work?

- a. Gone shopping for food... . . . . .1
- b. Bought take-out **food to eat at home** . . . . . 2
- c. **Bought a (special) food product because of** its nutritional content . . . . . 3
- d. Bought **bottled water to drink** as a substitute for tap water . . . . . 4
- e. Used a **credit card** . . . . . 5
- f. Gone into a **bank (business Or Personal)** . . . . . 6
- g. Done banking by mail (business or personal)** . . . . . 7
- h. Done **banking by phone** . . . . . 8
- i. **Used an automatic teller machine** . . . . . 9
- j. Used an ATM card to pay for a **purchase** . . . . . 0
- k. Drank decaffeinated coffee . . . . . X
- l. Drank **decaffeinated tea**. . . . . " - 1
- m. Drank **beer** . . . . . " " ... 2
- n. Drank **wine** . . . . . ... 3
- o. Drank a **wine cooler** . . . . . ... 4
- p. Drank liquor** . . . . . ... 5
- q. Smoked cigarettes (1/2 pack or more)** . . . . . 6
- r. Made along distance phone call (more than 100 miles) at **home or**  
at work k . . . . . 7
- s. Made a **collect phone call** . . . . . 8
- t. Took bottles/cans to **recycling center** . . . . . 9
- u. Returned bottles/cans to store** . . . . . 0
- v. Put out **bottles/cans, etc., for curbside recycling**. . . . . X
- w. Gone to **church or religious service** . . . . . 1
- None . . . . . ... 2
- Don' t know . . . . . ... Y

28/

29/

30/

**(ASK EVERYONE)**

68. do you think government lotteries produce an unwholesome gambling spirit in this country?

Yes .....1  
 No .....2

27/

69. Now here is a list of a number' of different things. (HAND RESPONDENT CARD)  
**would you read down Chat list and call off each one You personally have done in the last week, either at home or at work?**

- a. Gone shopping for food ..... 1
- b. Bought take-out food to eat at home .....2
- c. **Bought a (special) food product because of** its nutritional content . . . . .3
- d. Bought bottled water ..... 4
- e. Used a credit card . . . . . 5
- f. Gone into a bank (business or personal) . . . . .6
- g. Done banking by mail (business or personal) . . . . . 7**
- h. **Done banking by phone . . . . . 8**
- i. Used an automatic teller machine . . . . .9
- j. Used an ATM card to pay for a purchase . . . . . 0
- k. **Drank decaffeinated coffee . . . . . X**
- l. **Drank decaffeinated tea . . . . . 1**
- m. Drank beer . . . . .2
- n. Drank wine . . . . . 3**
- o. Drank a wine cooler . . . . . 4
- p. Drank liquor . . . . .5**
- q. Smoked cigarettes (1/2 pack or more) . . . . .6**
- r. Made along distance phone call (more than 100 miles) at home or  
 at work k . . . . .7
- s. Made a collect phone call . . . . .8
- t. Took bottles/cans to recycling center . . . . .9
- u. Returned bottles/cans to store . . . . .0
- v. Put out bottles/cans, etc., for curbside recycling.. . . . .X
- w. Gone to church irreligious service . . . . . 1
- None . . . . .2
- Don' t know . . . . .Y

28/

29/

30/

(ASK EVERYONE)

71. After you and the other members of your household pay for **all** the necessities like food, rent or mortgage, utilities, and other basic bills, how much money a **month**, if any, do you have left over to save or spend on optional items such as gifts, entertainment, eating out, vacations, and other general purchases? (IF NOT SURE SAY: **"JUST A ROUGH ESTIMATE WOULD BE FINE."**)

\$      .00  
 42/ 43/ 44/ 45/ 46/

Refused .....X

Don't know .....Y



72. Now I am going to ask you about non-essential spending in different categories. Without worrying how much it all adds up to right now, about how much money would you say your household spends in an average month on (read item)? If you aren't sure, just guess about how much. (ASK ABOUT EACH)

	AMOUNT	NONE	DON'T m o w	
a. Clothing for adults ...	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	6/7/8/9
b. Clothing for children .	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	10/11/12/13
c. Movies, concerts, sports events . . . . .	\$ 0 0 0 .00	x	Y	14/15/16
d. Dining out . . . . .	\$ <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	17/18/19
e. Travel, weekend getaways . . . . .	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	20/21/22/23
f. Tapes, records, CDs, videos, etc. . . . .	\$ <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	24/25/26
g. Things for the home . . .	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	27/28/29/30
h. Reading materials (books, magazines and newspapers) . . . . .	\$ <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	31/32/33
i. Savings/investments \$	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	34/35/36 37 33

NO COLS. 31-41

70. OMITTED

(ASK EVERYONE)

71. After **you** and the other members of your household **pay** for **all** the necessities like food, rent or mortgage, utilities, and other basic bills, how much money a month, **if** any, do you have left over to save or spend on optional items such as gifts, entertainment, eating out, vacations, and other general purchases?  
 (IF NOT SURE SAY: **"JUST** A ROUGH ESTIMATE WOULD BE FINE.")

\$      .00  
 42/ 43/ 44/ 45/ 46/

Refused . . . . .X

Don't know . . . . .Y

79-0  
80-0

72. Now I am going to ask you about non-essential spending in different categories. Without worrying how much it all adds up to right now, about how much money would you say your household spends in an average month on (read item)? If you aren't sure, just guess about how much. (ASK ABOUT EACH)

	AMOUNT	NONE	DON'T KNO	
a. Clothing for adults ...	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	6/7/8/9
b. Clothing for children .	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	10/11/12/13
c. Movies, concerts, sports events .....	\$ <input type="text"/> <input type="text"/> <input type="text"/> " 00	x	Y	14/15/16
d. Dining out .....	\$ <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	17/18/19
e. Travel, weekend getaways .....	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	20/21/22/23
f. Tapes, records, CDs, videos, etc. ....	\$ <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	.24/25/26
g. Things for the home ...	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	27/28/29/30
h. Reading materials (books, magazines and newspapers) .....	\$ 0 0 0 .00	x	Y	31/32/33
i. Savings/investments	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00	x	Y	34/35/36/37/38

73. Now here are two views about what is responsible for the way people think and act and the type of health they have. (HAND RESPONDENT CARD)

(READ) Statement A: It's more due to heredity--that is, the traits and characteristics a person is born with.

Statement B: It's more due to environment--that is, where and how a person is raised and how he or she lives.

I'm going to read a list of some characteristics people might have. For each one, would you tell me which you think is more important in determining why people are the way they are--heredity or environment? First, (read item). Is that more due to heredity or environment? (ASK ABOUT EACH ITEM)

	HEREDITY (STATE- MENT A)	ENVIRONMENT (STATE- MENT B)	BOTH EQUALLY (VOL. )	DON'T KNOW	
a. How well a person reads . . . . .	1	2	3	Y	39/
b. Whether a person is overweight or not . . .	1	2	3	Y	40/
c. Whether a person is likely to have a heart attack . . . . .	1	2	3	Y	41/
d. Whether someone becomes a drug addict . . .	1	2	3	Y	42/
e. What kind of personality a person has . . .	1	2	3	Y	43/
f. How bright or smart person is . . . . .	1	2	3	Y	44/
g. Whether someone becomes a criminal . . . . .	1	2	3	Y	45/
h. Whether someone becomes a great artist or musician . . . . .	1	2	3	Y	46/

73. Now here are two views about what is responsible for the way People think and act and the type of health they have. (HAND RESPONDENT CARD)

(READ) Statement A: It's more due to heredity--that is, the traits and characteristics a person is born with.

Statement B: It's more due to environment--that is, where and how a person is raised and how he or she lives.

I'm going to read a list of some characteristics people might have. For each one, would you tell me which you think is more important in determining why people are the way they are--heredity or environment? First, (read item). Is that more due to heredity or environment? (ASK ABOUT EACH ITEM)

	HEREDITY (STATE- MENT A)	ENVIRONMENT (.WATE- MENT B)	BOTH EQUALLY (VOL. )	DON'T KNOW	
a. How well a person reads . . . . .	1	2	3	Y	39/
b. Whether a person is overweight or not . . .	1	2	3	Y	40/
c. Whether a person is likely to have a heart attack . . . . .	1	2	3	Y	41/
d. Whether someone becomes an alcoholic . . . .	1	2	3	Y	42/
e. Whether someone is a heterosexual or homosexual . . . . .	1	2	3	Y	43/
f. Whether someone is a great athlete . . . . .	1	2	3	Y	44/
g. Whether someone gets <b>cancer</b> . . . . .	1	2	3	Y	45/
h. Whether someone becomes <b>a great</b> artist or musician.. . . .	1	2	3	Y	46/

**(ASK EVERYONE)**

D-1. Thinking politically and socially, how would you describe your own general outlook--as being very conservative, moderately conservative, **middle-of-the-road**, moderately liberal, or very liberal?

- Very conservative . . . . . 1 6/
- Moderately conservative . . . . . 2
- Middle-of-the- road . . . . . 3
- Moderately liberal . . . . . 4
- Very liberal . . . . . 5
- Don't know . . . . . Y

D-2 . Regardless of how you may have voted in the past, what do you usually consider yourself--a Democrat, a Republican, some other party or what?

- Democrat . . . . . 1 7/
- Republican . . . . . 2
- Other specific party . . . . . 3
- Independent (Vol.) . . . . . 4
- No particular party (Vol.) . . . . 5
- Refused . . . . . 6
- Don' t know . . . . . Y

D-3 . Now here is a list of things some people do about government or politics. (HAND RESPONDENT CARD) Have you happened to have done any of those things in the past year? (IF 'YES") Which ones?

- a. **Written** your Congressman or Senator 1 8/
- b. Attended a political rally or speech . . . . . 2
- c. Attended a **public meeting** on town or school affairs . . . . . 3
- d. Held or run for political office . . 4
- e. Served on a committee for some local organization . . . . . 5
- f. **Served** as an officer of some club or organization . . . . . 6
- g. Written a letter to the paper . . . . 7
- h. Signed a petition . . . . . 8
- i. Worked for a political party . . . . . 9
- j. Made a speech . . . . . 0
- k. Written an article for a magazine or newspaper . . . . . X
- l. Been a member of some group like the League of Women Voters, or some other group interested in better government . . 1 9/
- No--none of these . . . . . 2
- Don't know . . . . . Y

D-4. Are you regularly employed, either full-time or part-time?

- Full-time . . . . . 1
  - Part-time . . . . . 2
  - Not employed . . . . . 3
- (SKIP TO D-6) 10/
- (ASK D-5)

D-5. Are you (CALL OFF APPROPRIATE CATEGORIES):

- A homemaker, . . . . . 1 11/
  - Unemployed, . . . . . 2
  - A student . . . . . 3
  - Ret ired, . . . . . 4
  - Or what? (another) . . . . . Y
- (SKIP TO D-7)

D-6. What is your occupation?

- Executive, administrative, management . . . . 1 12/
- Top talent and major or lesser professional . . . . . 2
- Owner--small retail store/business . . . . . 3
- Farmers (owners and managers) . . . . . 4
- Technicians, minor administrative . . . . . 5
- White collar, clerical (non-supervisory) .. 6
- Salesmen . . . . . 7
- Skilled and semi-skilled labor . . . . . 8
- Unskilled labor . . . . . 9
- Service and protective workers . . . . . 0

**(ASK EVERYONE)**

D-7 . Do you, or does anyone in your family living here at home belong to a labor union?

- Respondent belongs to union . . . . . 1 13/
- Other family member only belongs to union . 2
- No one belongs to union . . . . . 3
- Don't know . . . . . Y

D-8 . Are you married, widowed, separated, divorced or have you never been married?

- Married . . . . . 1 (ASK 14/ D-9)
  - Widowed . . . . . 2
  - Separated or divorced . . . . . 3
  - Never been married . . . . . 4
- (SKIP TO D-10)

D-9. IS your (husband/Wife) **employed** either full-time or part-time? ( IF ● YES") which?

- Employed full-time . . . . . 1 15/
- Employed part-time . . . . . 2
- Not employed . . . . . 3

(ASK EVERYONE)

D-10. Are you a parent or **not**?

- Yes . . . . . 1 16/
- No . . . . . 2

D-11. Are there any children living here at home with you: (RECORD FOR EACH CATEGORY)

- Age 3 or younger? Yes . 1 No . 2 17/
- Age 4 through 7? Yes. 1 No . 2 18/
- Age 8 through 12? Yes . 1 No . 2 19/
- Age 13 through 17? Yes . 1 No . 2 20/

D-12. Do you own your own home, rent it, or do you have some other arrangement such as living in the home of your parents or children?

- Own . . . . . 1 21/
- Rent . . . . . 2
- Live in home of parents . . 3
- Live in home of children . 4
- Other (vol.) . . . . . 5

D-13. Do you consider yourself the male/female head of this household or not?

- Male head . . . . . 1 22/
- Female head . . . . . 2
- Another adult living in the house . . . . . 3

D-14. Do you personally do most of the grocery shopping for your household, or does somebody else do most of it?

- Respondent . . . . . 1 23/
- Somebody else . . . . . 2
- Shared equally (vol.) . . . . 3
- Nobody does it (vol,) . . . . 4
- Don' t know . . . . . Y

D-15. What was the last grade of regular school that you completed--not counting specialized schools like secretarial, art or trade schools?

- No school . . . . . 1 24/
- Grade school (1-8) . . . . . 2
- Some high school (9-11) . . 3
- High school graduate (12) 4
- Some college (13-15) . . . . 5
- College graduate (16) . . . . 6
- Postgraduate (17+) . . . . . 7

D-16. Here is a list of age groups. (W RESPONDENT CARD) Would you call off the letter of the age group you happen to be in? (IF REFUSED, INTERVIEWER ESTIMATE GROUP)

- a. 18-20 . . . . . 1 25/
- b. 21 - 24 . . . . . 2
- c. 25 - 29 . . . . . 3
- d. 30 - 34 . . . . . 4
- e. 35 - 39 . . . . . 5
- f. 40 - 44 . . . . . 6
- g. 45 - 49 . . . . . 7
- h. 50 - 54 . . . . . 8
- i. 55 - 59 . . . . . 9
- j. 60 - 64 . . . . . 0
- k. 65 - 69 . . . . . X
- l. 70 or older . . . . . Y

D-17. Now here is a list of income categories. (HAND RESPONDENT CARD) Would you call off the letter of the category that best describes the combined annual income of all members of this household, including wages or salary, pensions, interest or dividends, and all other sources?

- a. Under \$7,000 . . . . . 1 26/
- b. \$7,000 to \$9,999 . . . . . 2
- c. \$10,000 to \$14,999 . . . . 3
- d. \$15,000 to \$19,999 . . . . 4
- e. \$20,000 to \$24,999 . . . . 5
- f. \$25,000 to \$29,999 ----- 6
- g. \$30,000 to \$34,999 . . . . 7
- h. \$35,000 to \$39,999 . . . . - 8
- i. \$40,000 to \$49,999 . . . . 9
- j. \$50,000 to \$74,999 . . . . 0
- k. \$75,000 and over . . . . . X
- Not sure/refused . . . . . Y



D-18. Do You consider yourself to be of Hispanic origin or not?

Yes . . . . . 1

27/

No . . . . . 2

INTERVIEWER RECORD

Sex

Male . . . . . 1 28/

Female . . . . . 2

Race

White . . . . . 1 29/

Black . . . . . 2

Asian . . . . . 3

Other . . . . . 4

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

APT. # \_\_\_\_\_

CITY OR TOWN \_\_\_\_\_

STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_ (30-34)

AREA CODE \_\_\_\_\_ TELE # \_\_\_\_\_ (35-44)

MONTH/DAY/YEAR \_\_\_\_\_ (45-54)

Day of week:

First Saturday . . . . . 1

Sunday . . . . . 2

Monday . . . . . 3

Tuesday . . . . . 4

Wednesday . . . . . 5

Thursday . . . . . 6

Friday . . . . . 7

Second Saturday . . . . . 8

55/

7

INTERVIEWERS NAME: \_\_\_\_\_

79-0  
80-9

COLUMN

501-504

ID NUMBER

505'1,2'

X,Y VERSION

GEOGRAPHIC AREA

506'1'  
506'2'  
506'3'  
506'4'  
506'5'  
506'6'  
506'7'  
506'8'  
506'9'

-----  
NEW ENGLAND  
MID-ATLANTIC  
EAST NORTH CENTRAL  
WEST NORTH CENTRAL  
SOUTH ATLANTIC  
EAST SOUTH CENTRAL  
WEST SOUTH CENTRAL  
MOUNTAIN  
PACIFIC

CLUSTER FRAME  
HAVE 507-512 AS OF RR 91-3

507-509

-----  
PSU#

-----  
SIZE

510'135,246,7,8'

-----  
CENTRAL CITY  
SUBURBS  
SMALL TOWN  
RURAL  
LARGE CITY  
LARGE SUBURB  
MEDIUM CITY  
MEDIUM SUBURB  
SMALL CITY  
SMALL SUBURB  
SMALL TOWN  
RURAL

510'1'  
510'2'  
510'3'  
510'4'  
510'5'  
510'6'  
510'7'  
510'8'  
511-512

STATE

-----  
MARKET SIZE

513'1'  
513'2'  
513'3'  
513'4'

-----  
A  
B  
C  
D

514-517

WEIGHTS XX.XX

-----  
POLITICAL IDEOLOGY

520'1'  
520'2'  
520'3'  
520'4'  
520'5'  
520'7'

-----  
VERY CONSERVATIVE  
MODERATELY CONSERVATIVE  
MIDDLE-OF-THE-ROAD  
MODERATELY LIBERAL  
VERY LIBERAL  
CONSERVATIVE

COLUMN

520'8'  
520'Y'

LIBERAL  
DON'T KNOW

POLITICAL AFFILIATION

521'1'  
521'2'  
521'3'  
521'4'  
521'5'  
521'6'  
521'7'  
521'Y'

-----  
DEMOCRAT  
REPUBLICAN  
OTHER SPECIFIC PARTY  
INDEPENDENT  
NO PARTICULAR PARTY  
REFUSED  
TOTAL INDEPENDENT  
DON'T KNOW  
-----  
DETAIL FOR POLITICAL/SOCIAL ACTIVISM  
-----  
WRITTEN YOUR CONGRESSMAN/SENATOR

522'2'	ATTENDED POLITICAL RALLY/SPEECH
522'3'	ATTENDED PUBLIC MEETING
522'4'	HELD OR RUN FOR POLITICAL OFFICE
522'5'	SERVED ON A COMMITTEE
522'6'	SERVED AS AN OFFICER
522'7'	WRITTEN A LETTER TO THE PAPER
522'8'	SIGNED A PETITION
522'9'	WORKED FOR A POLITICAL PARTY
522'0'	MADE A SPEECH
522'X'	WRITTEN AN ARTICLE FOR MAG/NEWSPAPER
523'1'	BEEN MEMBER OF BETTER GOVT GROUP
523'2'	NO--NONE OF THESE
523 *Y'	DON'T KNOW

EMPLOYMENT

524'1'	FULL TIME
524'2'	PART TIME

COLUMN

524'3'	NOT EMPLOYED
525'1'	HOMEMAKER
525'2'	UNEMPLOYED
525'3'	STUDENT
525'4'	RETIRED
525'5Y'	SOMETIMES 5/Y OTHER

OCCUPATION

526'1'	TOP MANAGEMENT, MAJOR PROFESSIONAL
526'2'	EXECUTIVE, ADMINISTRATIVE
526'3'	OWNER-SMALL STORE OR BUSINESS
526'4'	FARMERS (OWNERS, MANAGERS)
526'5'	TECHNICIANS, MINOR ADMIN.
526'6'	WHITE COLLAR, CLERICAL
526'7'	SALESMEN
526'8'	SKILLED AND SEMI-SKILLED
526'9'	UNSKILLED
526'0'	SERVICE & PROTECTIVE

UNION MEMBERSHIP

527'1'	UNION MEMBER
527'2'	OTHER FAMILY MEMBER ONLY
527'3'	NO ONE BELONGS TO UNION
527'Y'	DON'T KNOW

RELIGION

528'1'	PROTESTANT
528'2'	CATHOLIC
528'3'	JEWISH
528'4'	OTHER
528'5'	NONE
528'Y'	DON'T KNOW

COLUMN

MARITAL STATUS

529'1'	MARRIED
529'2'	NEVER MARRIED
529'3'	WIDOWED
529'4'	SEPARATED/DIVORCED

EMPLOYMENT OF SPOUSE

530'1'	EMPLOYED FULL TIME
530'2'	EMPLOYED PART TIME
530'3'	NOT EMPLOYED

KIDS AGE 0-17 AT HOME

531'1'	HAVE UNDER 13
532'1'	HAVE 13 TO 17

FAMILY SIZE

533'1'	ONE
533'2'	TWO
533'3'	THREE
533'4'	FOUR
533'5'	FIVE
533'6'	SIX
533'7'	SEVEN
533'8'	EIGHT
533'9'	NINE
533'X'	TEN OR MORE

COLUMN

EDUCATION

534'1'	NO SCHOOL
534'2'	GRADE SCHOOL
534'3'	SOME HIGH SCHOOL
534'4'	HIGH SCHOOL GRAD
534'5'	SOME COLLEGE
534'6'	COLLEGE GRAD
534'7'	POST GRADUATE
534'8'	SOME COLLEGE OR MORE
534'9'	NON-HIGH SCHOOL GRAD
534'0'	COLLEGE GRAD OR MORE

NOT USED

AGE

535'1'	18-20
535'2'	21-24
535'3'	25-29
535'4'	30-34
535'5'	35-39
535'6'	40-44
535'7'	45-49
535'8'	50-54
535'9'	55-59
535'0'	60-64
535'X' & 535'NY'	65-69
535'Y'	70 AND OLDER

INCOME

536'1'	UNDER \$7,000
536'2'	\$7,000-\$9,999
536'3'	\$10,000-\$14,999
536'4'	\$15,000-\$19,999
536'5'	\$20,000-\$24,999

COLUMN

536'6'	\$25,000-\$29,999
536'7'	\$30,000-\$34,999
536'8'	\$35,000-\$39,999
536'9'	\$40,000-\$49,999
536'0'	\$50,000-\$74,999
536'X'	\$75,000 & OVER
536'Y'	REFUSED

HAVE KIDS

537'1'	0-3
537'2'	4-7
537'3'	8-12
537'4'	13-17

SEX

538'1'	MALE
538'2'	FEMALE

RACE

539'1'	WHITE
539'2'	BLACK
539'4'	ASIAN AS OF 93-1
539'3'	OTHER

HISPANIC

540'1'  
540'2'

YES  
NO

541-545

ZIP CODE  
-----

PLAN TO GO BACK TO  
WORK :  
-----

546'1'  
546'2'  
546'3'  
546'Y'

IN A YEAR  
SOMETIME  
NOT AT ALL  
DON'T KNOW

COLUMN

CURRENT JOB IS:  
-----

547'1'  
547'2'  
547'Y'

CAREER  
JUST A JOB  
DON'T KNOW  
AGE GROUPS  
-----

549'1'  
549'2'  
549'3'  
549'4'

18-29  
30-44  
45-59  
60 & OVER

INCOME  
-----

549'5-8' NOT USED

OLD INCOME GROUPS

EMPLOYMENT  
-----

549'9'  
549'0'  
549'X'

MARRIED, ONE INCOME  
**MARRIED, TWO INCOMES**  
**EMPLOYED FEMALES**

POLITICAL/SOCIAL ACTIVISM  
(EXCLUDES SIGNED PETITION)  
-----

549'Y'  
550'1'

3 OR MORE ACTIVITIES  
1 OR 2 ACTIVITIES

CHILDREN UNDER 18  
-----

550'2'  
550'2' & 572'N2'

HAVE KIDS 0-17 AT HOME  
PARENTS OF KIDS 0-17 AT HOME

COLUMN

FAMILY SIZE  
-----

550'3'

ONE OR TWO PERSONS

OCCUPATION GROUPS  
-----

550'4'  
550'5'  
550'6'

**EXECUTIVE/PROFESSIONAL**  
**WHITE COLLAR**  
**BLUE COLLAR**

GEOGRAPHIC AREA  
-----

550'8'  
550'9'  
550'0'  
550'X'

**NORTHEAST**  
**MIDWEST**  
**SOUTH**  
**WEST**

OWN VS. RENT HOME  
-----

551'1'  
551'2'  
551'3'  
551'4'  
551'5'

OWN  
RENT  
LIVE WITH PARENTS  
LIVE WITH CHILDREN  
OTHER

WHO DOES MOST GROCERY

SHOPPING FOR HOUSEHOLD

552'1' RESPONDENT  
552'2' SOMEBODY ELSE  
552'3' SHARED **EQUALLY**  
552'4' NOBODY DOES  
552'Y' DON'T KNOW

HOUSEHOLD HEAD

553'1' MALE HEAD  
553'2' FEMALE HEAD  
553'3' OTHER ADULT IN HOUSEHOLD

PERSONAL COMPUTER IN HOME

553'1' OWN **PC**  
553'2' DO NOT OWN PC  
553'3' DON'T KNOW

HAVE KIDS AGE 0-17  
AT HOME

564'1' **BOTH WORK**  
564'2' **0,1 WORK**

PARENTS OF KIDS 0-17

564'3' **BOTH WORK**  
564'4' **0,1 WORK**  
MARRIED/UNMARRIED

565'1' MARRIED BOTH WORK  
565'2' MARRIED 0,1 WORK  
565'3' UNMARRIED AGE **<45**  
565'4' UNMARRIED AGE **45+**

COLUMN

INCOME GROUPS

566'1' UNDER \$15,000  
566'2' **\$15,000-\$29,999**  
566'3' **\$30,000-\$49,999**  
566'4' **\$50,000 & OVER**

567-568

DATE OF INTERVIEW

569'1-8'

DAY OF WEEK

CABLE

570'1' **HAVE CABLE**  
570'2' **DO NOT HAVE**  
570'Y' **DON'T KNOW**

VCR

571'1' VCR **QN** DROPPED **HAVE VCR**  
571'2' DO NOT HAVE  
571'Y' DON'T KNOW

ARE YOU A PARENT?

572'1' **YES**  
572'2' NO

PREMIUM CABLE

573'1' **HAVE PREMIUM CABLE**  
573'2' DO NOT HAVE  
573'Y' DON'T KNOW

SIZE ORGANIZATION  
WORK FOR

574'1'  
574'2'  
574'3'

LARGE (500+ EMPLOYEES)  
MEDIUM (40-499)  
SMALL (LESS THAN 50)

**SELF-EMPLOYED**

575'1'  
575'2'

-----  
**SELF-EMPLOYED**  
EMPLOYED BY SOMEONE ELSE

GREEN GAUGE SEGMENTATION

577'1'  
577'2'  
577'3'  
577'4'  
577'5'  
577'6'

-----  
GROUSERS  
TRUE BLUE GREENS  
BASIC BROWNS  
**NOT CATEGORIZED**  
**SPROUTS**  
GREENBACK GREENS