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A MISSISSIPPI OPINION POLL  
A STUDY OF POLLING AND ITS APPLICATION TO AN  
EXPERIMENTAL STATEWIDE POLL IN MISSISSIPPI

BY

JOHN MICHAEL CRAFT

B.A., University of Mississippi, 1975 and 1977

A Thesis  
Submitted to the Faculty of  
The University of Mississippi  
in Partial Fulfillment of the Requirements  
for the Degree of Masters of Arts  
in the Department of Journalism

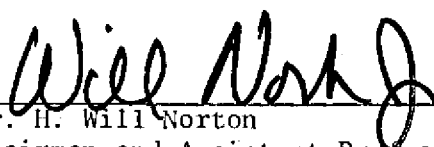
The University of Mississippi

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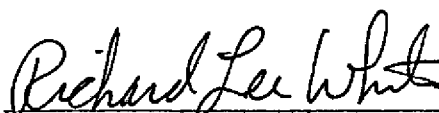
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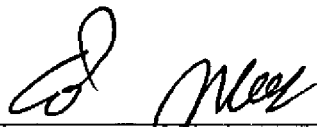
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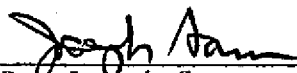
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## CHAPTER ONE

### INTRODUCTION

The science of opinion research today is the result of the struggles of a century and a half.<sup>1</sup> Momentum and stimulus for development have come from the inquisitive nature of man, seeking to define and understand the true public will.

Well-publicized failures have led to spirited public debate on the worth of opinion research and continual re-examination and refinement of professional techniques and theories. Practitioners have spent years developing more accurate and mathematically sound methodologies and attempting to convince an often skeptical public of the value of opinion research.

The result have been a general acceptance of public opinion research as a legitimate means of measuring the opinions of the numerous publics on issues and questions of the day.

National polls have been conducted for decades, but the first state-wide poll was not established until 1943.<sup>2</sup> By 1976, at least

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<sup>1</sup>James W. Tankard, Jr., "Public Opinion Polling by Newspapers in the Presidential Campaign of 1824," 49 Journalism Quarterly (Summer 1972), 361.

<sup>2</sup>James Flansburg, "The What, Why and How of the Iowa Poll," Des Moines Sunday Register (December 4, 1977), 1A.

33 statewide polls were being conducted. However, there were no polls published in Alabama, Arkansas, Florida, or Mississippi--a large part of the Southeastern United States.<sup>3</sup>

This thesis is an attempt to set up a statewide poll for Mississippi--to establish a system for measuring opinions of Mississippians. It does not employ innovative methods but works within the historical and academic contexts of defining and measuring public opinion.

An attempt was made to rely on the methodologies of pioneering researchers during the last 40 years. The collected information was analyzed in relation to the various segments of opinion within the total population. The results were distributed to the mass media for publication.

#### The Development of Modern Opinion Research

The difficulty of discerning public opinion has plagued man for centuries. Machiavelli first used the concept four and a half centuries ago.<sup>4</sup> But it was not until Jean Rousseau made the first philosophical analysis of public opinion that the study of public opinion took on significance in alluding to the intricate relationships among persons.<sup>5</sup>

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<sup>3</sup>"Presidential Contest is Called Very Close in a 50-State Survey of Electoral Votes," The New York Times (November 1, 1976), 1.

<sup>4</sup>Bernard C. Hennessey, Public Opinion, 3rd edition (North Scituate, Mass.: Duxbury Press), 1975, 39.

<sup>5</sup>Robert Maynard Hutchins, editor in chief, Great Books of the Western World, 53 vols (Chicago: Encyclopedia Britannica, Inc., 1952), vol. 38: The Social Contract or Principles of Political Right, by Jean Jacques Rousseau, 392.

With the framing of the U.S. Constitution, public opinion became associated with democratic ideals and was a continual philosophical force during the egalitarian struggles of the Jeffersonian and Jacksonian eras.<sup>6</sup> During this time, the opinion poll was created in a first but awkward attempt to measure the "will of the people."

When newspapers in North Carolina and Delaware sent reporters to interview voters during the 1824 presidential campaign,<sup>7</sup> few persons could have imagined that their "straw polls" would become the forerunner of a social science in the next century.

While their methods were no more than adolescent efforts to gauge the electorate, they laid the foundation for the creation of a more sophisticated means of measuring public opinion.

Since then, opinion polls have been the "intermittent practice of U.S. journalism."<sup>8</sup> Media have provided the means by which researchers presented the results.

Thus, even through periods of deep public skepticism about opinion polls, it has been possible to more accurately and scientifically determine the will of the people. Today, opinion polls flourish. They are conducted by newspapers and television networks, advertising and marketing

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<sup>6</sup>George Gallup and Saul Forbes Rae, The Pulse of Democracy: The Public Opinion Poll and How It Works (Simon and Schuster: New York, 1940), 134-135, 260-261.

<sup>7</sup>Tankard, "Public Opinion Polling by Newspapers," 362.

<sup>8</sup>"Public Opinion Surveys," Encyclopaedia Britannica (1955) XVIII, 774.

agencies, opinion research organizations, government, and sociologists.

The methodologies and techniques which the Raleigh (N.C.) Star sought to gauge presidential preference in 1824 have been developed so that they are now used to predict the outcome of millions of votes to within a percentage point.<sup>9</sup> Moreover, public sentiment is tested daily on acceptance of products in the market place and the feelings of publics on topics of current interest.

There is now a way to solve the problem that Abraham Lincoln articulated: "What I want is to get done what the people desire to have done, and the question for me is how to find that out exactly."<sup>10</sup> Nevertheless, the controversy concerning the proper place of opinion research in a democracy has continued.

Modern opinion research has had to attempt to convince skeptical publics not only about the potential uses but also the misuses of opinion polls.

#### Modern Opinion Polling

Modern opinion research has been said to have begun after the demise of the old Literary Digest poll in 1936.<sup>11</sup> Techniques improved

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<sup>9</sup>Dr. George Gallup, The Gallup Poll: Public Opinion, 1935-1971, (New York: Random House, 1971), Vol. 3, 2341.

<sup>10</sup>Hadley Cantril, Gauging Public Opinion (Princeton: Princeton University Press, 1944), viii.

<sup>11</sup>"Editorial Notes," Fortune (September 1960), 129.

steadily and methodologies were refined, but the failure of the Digest poll was to have a detrimental effect on opinion research for many years.

In order to put modern opinion research in proper perspective, it seems worthwhile to briefly review the events that led to the collapse of the then prominent Literary Digest.<sup>12</sup>

The first Digest straw poll appeared in 1924 prior to the election of Calvin Coolidge,<sup>13</sup> and continued through 1936.<sup>14</sup> Using post card ballots, the Digest collected millions of "votes" from the public.

Although this method did not result in a true cross-section of the voting public, the polls did amass an admirable record, winning "a reputation for uncanny accuracy."<sup>15</sup>

During the Roosevelt-Landon campaign, the Digest collected nearly 10 million ballots and predicted a Landon landslide. Unfortunately for the Digest, the opposite actually occurred. Shortly after, its polling was terminated and eventually expired.<sup>16</sup>

The Digest had boasted repeatedly about its accuracy: "Nothing which could be construed as bias has ever been permitted to crop into the

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<sup>12</sup>Stuart Chase, "What Americans Believe: Report on a Young Science," Saturday Review 45 (June 16, 1962), 10.

<sup>13</sup>"'Digest' Poll Machinery Speeding Up," The Literary Digest 122 (August 29, 1936), 5.

<sup>14</sup>"The Polls and the Pols and the Public," Newsweek 72 (July 8, 1968), 24.

<sup>15</sup>Ibid.

<sup>16</sup>"Galluping Gallup," Newsweek 46 (October 31, 1955), 86.

stories or operation of the poll."<sup>17</sup>

After the Digest's dismal performance, Daniel Katz and Hadley Cantril reviewed the nature and methodologies of public opinion polls.<sup>18</sup> Their report analyzed the biased nature of the Digest poll--toward the upper income level--and concluded that the weighted and random selection models used by Fortune, the American Institute of Public Opinion, and Archibald Crossley were superior, yet not reliable.<sup>19</sup>

Katz and Cantril emphasized the complexity of public opinion and the need for more scientifically selected samples and complex questionnaires.<sup>20</sup> Mere numbers, they noted, do not guarantee accuracy in straw vote polls.<sup>21</sup>

Nevertheless, what Business Week later called the "great fiasco" occurred during the 1948 presidential election when pollsters Elmo Roper, George Gallup, and Archibald Crossley "each triumphantly elected the wrong man President"--"the most publicized statistical error in history."<sup>22</sup>

Election polling, marketing and social research became the object

<sup>17</sup>"'Digest' Poll Machinery Speeding Up," Digest, 5.

<sup>18</sup>Daniel Katz and Hadley Cantril, "Public Opinion Polls," Sociometry I (July 1939), 155-179.

<sup>19</sup>Ibid., 164.

<sup>20</sup>Ibid., 170.

<sup>21</sup>Frederick F. Stephan, "Advances in Survey Methods and Measurement Techniques," Public Opinion Quarterly 21 (Spring 1957), 80.

<sup>22</sup>"How Pollsters Plan to Redeem Themselves," Business Week (February 23, 1952), 22.

of ridicule and public scorn.<sup>23</sup> (For Mississippi pre-election poll results, see Appendix A.)

Opinion researchers began debating quota versus random sampling. Question techniques were more closely scrutinized and tighter control over respondents and interviewers were recommended. More importantly, Elmo Roper contended that professional pollsters would from then on "spend more time finding out what makes the American voter tick" rather than providing quick, easy, and newsy stories about political races.<sup>24</sup>

The relationship between pollsters and politics has not always been welcomed by those in the public opinion measurement business. Louis Harris pointed to these differences in objectives:

. . . our first obligation is to report truth as we see it, to be professionals first true to the discipline in our field, to develop the instruments of objectivity. We are not missionaries but social scientists. We are not soothsayers, but reporters.<sup>25</sup>

While journalists and political scientists were quick to dismiss opinion research after the disaster of 1948, Roper, writing for Saturday Review, bluntly dismissed the predictions of the critics:

Thank God, this ends the measurement of men's thoughts. No one can really tell what people are thinking anyhow, and why should the privacy of opinion in a democracy be invaded by a

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<sup>23</sup>Ibid.

<sup>24</sup>"How Pollsters Plan to Redeem Themselves," Business Week, 22.

<sup>25</sup>Louis Harris, "Polls and Politics in the United States," Public Opinion Quarterly 27 (Spring 1963), 8.



stranger who asks a lot of prying questions.<sup>26</sup>

He responded by saying modern institutions could only be saved by "finding out more about what people think, what they do, and how they live."<sup>27</sup>

These statements distinguish between those who deplore the development of opinion research, preferring to dismiss its practitioners as "charlatans," or as Arthur Krock of the New York Times called them, "those burnt children of 1948,"<sup>28</sup> and those who would rather see the positive aspects of a relatively new social science be further studied and improved.

While election polling has received the most public exposure and criticism, opinion research has found a multitude of purposes: employee attitude research, product (marketing) research, public relations research, public issue research, local surveys, consumer-economic research and other research which seldom captures the public's scrutiny or imagination.<sup>29</sup>

The first use of research in advertising occurred in 1879 when N. W. Ayer & Son used a media study to obtain a new account.<sup>30</sup> But the

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<sup>26</sup>Elmo Roper, "I Still Believe in Polls," The Saturday Review of Literature (March 26, 1949), 8.

<sup>27</sup>Ibid.

<sup>28</sup>Eric Hodgins, "The Pollsters & The Dopesters," The Saturday Review 36 (January 3, 1953), 8.

<sup>29</sup>Roper, "I Still Believe in Polls," Saturday Review, 7-9, 36.

<sup>30</sup>Jack J. Honomichl, "Since First Straw Vote in 1924, Research Grows," Advertising Age 47 (April 19, 1976), 106.

early 1900's witnessed the full blossoming of consumer-oriented opinion research.

R.O. Eastman, advertising manager for the Kellogg Company, founded the Eastman Research Bureau in 1911. Among his first clients were Cosmopolitan and the Christian Herald.<sup>31</sup> Soon after, the Chicago Tribune pioneered door-to-door canvassing of consumer purchasing habits.<sup>32</sup>

This early interest in business-oriented opinion research broadened to include the Market Research Corporation of America (MRCA).<sup>33</sup> In the 1920's, Dr. Daniel Starch first used a recognition methodology in measuring readership of advertising and editorial content in magazines and newspapers.<sup>34</sup>

Dr. George Gallup, founder of the Gallup Poll and an early practitioner of advertising research, was labelled a charlatan when his polls first appeared in 35 newspapers in 1935.<sup>35</sup> Elmo Roper and Archibald Crossley encountered similar criticism.<sup>36</sup>

World War II spurred a new demand for social research and Paul Lazarsfeld and Rensis Lickert became prominent figures.<sup>37</sup> The postwar

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<sup>31</sup>Ibid.

<sup>32</sup>Ibid.

<sup>33</sup>Ibid., 107.

<sup>34</sup>Ibid.

<sup>35</sup>Ibid.

<sup>36</sup>Ibid.

<sup>37</sup>Ibid.

boom was accompanied by the creation of the Top Ten research companies (except for A.C. Nielson Company).<sup>38</sup>

New fields of opinion research were developed through an increasing methodological sophistication and extended analysis, exemplified by Paul Lazarsfeld and Bernard Berelson's Voting, an in-depth study of the 1948 election in a small community.<sup>39</sup>

However, public elections have historically been the means used by the founders of modern opinion research to convince reluctant editors and clients of the usefulness and validity of sampling procedures, and the very concept of opinion research.<sup>40</sup>

Today marketing, advertising, sociological, and other forms of opinion research comprise the bread-and-butter of research agencies, but election and current event polls continue to dominate the public's attention and provide the publicity for this research.<sup>41</sup> For this reason, the public nature of opinion research is the focus of this thesis.

The result of both public debate and professional re-examination have led to the creation, appreciation, and general public acceptance of what was once referred to as the practice of "charlatans." While pollsters spent years answering critics, they were also improving opinion

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<sup>38</sup>Ibid.

<sup>39</sup>Stephan, "Advances in Survey Methods," Public Opinion Quarterly, 83.

<sup>40</sup>Ken Bode, "The Perils of Polling," The New Republic (January 17, 1976), 13.

<sup>41</sup>Ibid.

research.

More sophisticated sampling techniques and designs, improved questionnaires, and tighter controls on interviewing have resulted in technique that is a far cry from that used by newspaper reporters to question potential voters at a militia meeting in 1824.<sup>42</sup>

### Recent Criticism of Polls and Pollsters

Several polling failures and subsequent adverse publicity have presented pollsters with an opportunity--unwelcome as it may have been--to re-examine and scrutinize their profession: "The errors are the very pabulum on which it feeds."<sup>43</sup> However, new challenges confronted those who tried to elevate opinion research and turn it into a valid and respected profession.

Questions about the role of opinion research in the political affairs of a viable democracy and its impact on the public have recently emerged as a new area of controversy.

Critics say misuse of opinion polls was and is detrimental to a democracy. In response, pollsters encouraged self-regulation of their science and urged poll readers and editors to ask for the exact wording of questions, the number interviewed and refused, the poll's sponsor, and

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<sup>42</sup>Tankard, "Public Opinion Polling by Newspapers," Journalism Quarterly, 363.

<sup>43</sup>Harry Alpert, "Public Opinion Research as Science," Public Opinion Quarterly 29 (Fall 1956), 494.

the time of the survey.<sup>44</sup>

The national effort to protect honesty and respectability has led to public denouncements of candidate and published misuses of polls by the American Association of Public Opinion Researchers<sup>45</sup> and Sigma Delta Chi, the Society of Professional Journalists.<sup>46</sup>

A Time essay contended that the greatest danger of opinion polls to political candidates is the temptation they create "to be popular rather than right."<sup>47</sup> Controversies over bandwagon effects, loss of campaign funds, or over-confidence of campaign workers also continue

On the floor of the U.S. Senate, Albert Gore (Dem.-Tenn.) attacked the need for opinion polls and described them as a disservice to the political process, citing their apparent influences as unjustified.<sup>48</sup>

Senator Gore urged the Senate to begin an investigation into polling because of the role of pollsters in campaigns and their impact on the electorate:

The danger is that they will be used to influence public opinion rather than to reflect it. No pollster is held to task

<sup>44</sup>"Do Polls Help Democracy," Time 91 (May 31, 1968), 19.

<sup>45</sup>Phillip Meyer, "Truth in Polling," Columbia Journalism Review 7 (Summer 1968), 21.

<sup>46</sup>D. Charles Whitney, "The Poll is Suspect," The Quill 64 (July-August 1976), 23-26.

<sup>47</sup>"Do Polls Help Democracy," 19.

<sup>48</sup>"Political Public Opinion Polls," Congressional Record--Senate (August 22, 1960), 16961.

for any poll except his last one before election day.<sup>49</sup>

Its influence is not to be desired in our democratic election process.<sup>50</sup>

Debate continued with discussion of methodology, which has consistently appeared as the focal point of such discussions.

But opinion research in a democracy can retain a prominent place "as long as the politicians and the public remember the margin of error and refuse to be hypnotized by the augurs,"<sup>51</sup> a Time writer stated. However, too often "polls take themselves too seriously and are usually taken too seriously."<sup>52</sup>

Whatever the criticism, though, and regardless of the source, a pollster must face the consequences of his work. Failure can mean the loss of newspaper sponsors, erosion of public confidence, or even the end of a business: "When we are right, they never remember; when we are wrong, they never forget."<sup>53</sup>

Educating the public about sampling error and about the sponsors of polls may lessen the fear many have concerning the growing influence of opinion polling.

One of the more scathing attacks on opinion research has been

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<sup>49</sup>Ibid., 16964.

<sup>50</sup>Ibid.

<sup>51</sup>"Do Polls Help Democracy," Time, 19.

<sup>52</sup>"Polls: A Fallible Priesthood," Time 88 (December 16, 1966), 28.

<sup>53</sup>"The Polls and the Pols and the Public," Newsweek, 24.

made by Michael Wheeler in Lies, Damn Lies, and Statistics, a work subtitled: "The Manipulation of Public Opinion in America."<sup>54</sup>

Wheeler discussed the entire gamut of polling as it exists today. However, his thesis centered on the biases interjected into opinion surveys. While he did disclose cases of interviewer cheating, his emphasis was on basic criticisms of polling.

Unprincipled pollsters, careless journalists, bandwagon effects, rigging and cheating in surveying, and general trustworthiness in this billion dollar business were attacked by Wheeler.

But pollsters, too, have recognized the need for ethical and professional codes in opinion research. (See Appendix H for the Code of Ethics, American Association of Public Opinion Researchers.)

The objective has been for internal regulation, rather than federal or state legislation, that will provide for greater disclosure of details about each poll. Recent poll releases show that such procedures generally have been accepted as standard practice by many pollsters.<sup>55</sup>

Louis Harris said pollsters have created many of the problems for which they are so often criticized. Nevertheless, he points out that recent strides in scientific methods have caused the public to believe

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<sup>54</sup>Michael Wheeler, Lies, Damn Lies and Statistics: The Manipulation of Public Opinion in America (New York: Liveright, 1976).

<sup>55</sup>"How to Evaluate This and Other Reports," The California Poll, Field Research Corporation (October 26, 1976); "The Gallup Poll," Field Newspaper Syndicate (November 1, 1976); "Minnesota Poll Shows Carter Leading Ford by 50-36 Margin," Minneapolis (Minn.) Tribune XV (November 1, 1976), Sec. G-1; "3 of 4 Iowans Favor Death Penalty Use," Des Moines (Ia.) Sunday Register (September 26, 1976); "Election Day Poll Release," NBC News, Poll Number 23 (November 18, 1977).

"polls are wholly scientific."<sup>56</sup> This then causes the public to expect more precision than can be attained.<sup>57</sup>

Because polls are merely collections of information, Harris argued, interpretation of public behavior, not magic, is the end result.<sup>58</sup> The objective use of polls--whether public or private--provides a better understanding of the public mood on issues.

### Regional, State, and Local Polls

Well-publicized national polls, such as Gallup, Harris, Crossley, The New York Times/CBS News Poll, and Yankelovich, have captured national headlines, but regional, statewide, and local polls have also existed and provided a worthwhile service.

The first statewide poll was not established until 1943.<sup>59</sup> By 1976 at least 33 statewide polls were being conducted.

In their own way, the more localized opinion polls have provided research data relevant to local problems and issues. One of the oldest local polls has been conducted by the New York Daily News since 1917, using a straw vote methodology with "a remarkable degree of accuracy,"<sup>60</sup>

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<sup>56</sup>Louis Harris, "A Pollster Defends the Polls," New York Times Magazine (November 5, 1961), 128.

<sup>57</sup>Ibid.

<sup>58</sup>Ibid.

<sup>59</sup>Flansburg, "The What, Why, and How of the Iowa Poll."

<sup>60</sup>Allen Greenberg and Daniel Lissance, "The Accuracy of a Journalism Poll," Public Opinion Quarterly 19 (Spring 1955), 45.



While the News' polling accuracy has been questioned through the years, the sole purpose of the city-wide poll has been to predict election results.<sup>61</sup>

The first statewide opinion poll was founded by the Des Moines Register and Tribune in 1943.<sup>62</sup> Under the originating auspices of Philip Meier and George Gallup, the Iowa Poll has broadened its opinion research to include state and national issues, and has accumulated as accurate a record as the more notable national polls.<sup>63</sup>

The following year, the Philadelphia Evening Bulletin organized its own poll.<sup>64</sup>

Many similar localized polls have appeared since 1944, most sponsored by newspapers. Among the more prominent are the California Poll (Mervin Field), the Texas Poll (Belden & Associates), the Minnesota Poll (Minneapolis Tribune), and the Ohio Poll (Columbus Dispatch). In 1976, 33 statewide polls were being conducted by a variety of sponsors, mostly newspapers (see Table 1.1).<sup>65</sup>

Lazarsfeld and Rosenberg mentioned eight advantages to be derived

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<sup>61</sup>Ibid.

<sup>62</sup>Flansburg, "The What, Why and How of the Iowa Poll."

<sup>63</sup>Ibid.

<sup>64</sup>Paul Trescott, "How Polls Can Help Newspapers," Public Opinion Quarterly 13 (Spring 1949), 17.

<sup>65</sup>"Presidential Contest," The New York Times.

TABLE 1.1  
1976 STATE POLLS

ALABAMA	None
ARKANSAS	None
ALASKA	None
ARIZONA	West Marketing Poll
CALIFORNIA	California Poll
COLORADO	Denver <u>Post</u>
CONNECTICUTT	Pat Caddell
DELAWARE	Wilmington <u>News-Journal</u>
DISTRICT OF COLUMBIA	None
FLORIDA	None
GEORGIA	Darden Research Corporation
HAWAII	None
IDAHO	Boise <u>Statesman</u>
IOWA	Des Moines <u>Register</u>
INDIANA	None
ILLINOIS	None
KANSAS	Topeka <u>Capitol-Journal</u>
KENTUCKY	None
LOUISIANA	Innovative Data Systems
MAINE	Bangor <u>News</u>

TABLE 1.1 (Continued)

MASSACHUSETTS	None
MICHIGAN	None
MINNESOTA	Minneapolis <u>Tribune</u>
MISSOURI	St. Louis <u>Globe Dispatch</u>
MARYLAND	Baltimore <u>Sun</u>
MISSISSIPPI	None
NORTH CAROLINA	Long Marketing
NORTH DAKOTA	Unscientific polls
NEW HAMPSHIRE	None
NEW JERSEY	Private polls
NEW YORK	<u>The New York Times</u>
NEVADA	Private polls
NEW MEXICO	None
NEBRASKA	None
OREGON	Unnamed
MONTANA	None
OKLAHOMA	Oklahoma City <u>Daily Oklahoman</u>
PENNSYLVANIA	Private polls
OHIO	Columbus <u>Dispatch</u>
RHODE ISLAND	TV station
SOUTH CAROLINA	Columbia <u>State</u>
SOUTH DAKOTA	Watertown Public Opinion

TABLE 1.1 (Continued)

TENNESSEE	Unnamed
TEXAS	Harte-Hanks newspapers; the Texas poll
UTAH	Salt Lake City <u>Desert News</u>
WASHINGTON	Seattle <u>Times</u>
WYOMING	None
WEST VIRGINIA	Charleston <u>Gazette</u>
VERMONT	Unnamed
VIRGINIA	Richmond <u>Times-Dispatch</u>
WISCONSIN	None

from a regional or local poll: (1) isolated "stimulus and effect" can more easily be studied and identified; (2) a variety of local political problems can be analyzed; (3) greater speed is possible in gathering results during "periods of rapid shift;" (4) new hypotheses can be originated at the local level and tested nationally; (5) issues and attitudes can be examined and checked; (6) comparisons between numerous local and national polls "permit corroboration and comparison of data which can refine generalizations;" (7) local problems can more readily be solved; and (8) advances in methodology can be tested on a smaller and more manageable scale.<sup>66</sup>

#### Opinion Polls in Mississippi

This Mississippi poll originated as a journalism project, one primarily structured to provide a non-partisan news feature which accurately reflected state opinions on issues of current interests.

The first scientific opinion poll contracted by a Mississippi political candidate occurred in 1965 when William F. Winter conducted a statewide survey prior to the 1967 governor's race.<sup>67</sup>

Paul Pittman, a political newspaper columnist, has said that former Governor Ross Barnett never felt an opinion survey was necessary,

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<sup>66</sup> Paul F. Lazarsfeld and Morris Rosenberg, "The Contribution of the Regional Poll to Political Understanding," Public Opinion Quarterly 13 (Winter 1949-1950), 569-86.

<sup>67</sup> Personal letter from William F. Winter, March 9, 1977.

and former Governor Paul B. Johnson did not believe in them, saying, "I never met or heard of anyone who was ever questioned by a poll."<sup>68</sup>

Gil Carmichael, a Republican candidate for senatorial and gubernatorial offices in Mississippi, indicated Charles Sullivan and Rubel Phillips, Democratic and Republican candidates for governor, respectively, conducted surveys at about the same time as Winter to assess public opinion concerning political issues in Mississippi.<sup>69</sup>

Regardless of who was first, evidence indicates serious political opinion research has existed in Mississippi only since the late 1960's. During this time, all gubernatorial candidates and presidential campaigns in Mississippi have had at least one candidate use opinion research in some form.

This relatively new approach of using polls in political campaigns should not be confused with conventional marketing research conducted much earlier in the state.

While statewide political polls date back more than a decade, newspaper reports and press releases have seldom, if ever, revealed exact results. They have generally been partisan and calculated to elicit a positive psychological response from the electorate. Typical have been "Both Campaigns Say State Polls Show Their Man Ahead,"<sup>70</sup> "Both Parties See

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<sup>68</sup>Telephone conversation, June 15, 1977, with Paul H. Pittman.

<sup>69</sup>Personal letter from Gil Carmichael, March 10, 1977.

<sup>70</sup>"Both Campaigns Say State Polls Show Their Man Ahead," The Clarion-Ledger 139 (October 19, 1976), 8.

Mississippi Win,"<sup>71</sup> and "GOP Canvass Predicts Carmichael Election."<sup>72</sup>

More recent releases about polls have been shaded by partisan sponsorship: "Politicians Rated in Voters Poll,"<sup>73</sup> "Poll Brings Out Smiles."<sup>74</sup> Such usage, though, is not unique to Mississippi and has been the subject of frequent and recently more vocal criticism of biased public opinion surveys.

Each major candidate for governor and lieutenant governor of Mississippi in 1975 was contacted in order to obtain as much information as possible about his previous use, costs, and methodology in polling and personal views on opinion polls.

A series of questions was asked, and the cumulative responses from the candidates and officials have been presented under appropriate headings. (See Table 1.2.)

The news value of opinion surveys has not gone overlooked by Mississippi newspaper editors. Especially during elections, the I-have-a-poll-syndrome begins and the results of a candidate's latest surveys are displayed on the pages of both daily and weekly newspapers across the state.

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<sup>71</sup>"Both Parties See Mississippi Win," Jackson (Miss.) Clarion-Ledger 138 (October 31, 1976), 10.

<sup>72</sup>"GOP Canvass Predicts Carmichael Election," Jackson (Miss.) Clarion-Ledger 138 (October 31, 1975), 7.

<sup>73</sup>"Politicians Rated in Voters' Poll," Memphis (Tenn.) Commercial Appeal (July 10, 1977), 3A.

<sup>74</sup>"Poll Brings Out Smiles," Memphis (Tenn.) Commercial Appeal (July 10, 1977), 2G.

TABLE 1.2

## USE, COST AND VIEWS ABOUT OPINION SURVEYS

## 1. POSITIONS HELD (CANDIDATE, AIDE, ADVISOR, VOLUNTEER, ETC.) IN POLITICAL CAMPAIGNS AND DATES:

Gene Triggs,<sup>75</sup> campaign manager, William Winter campaign, 1967.

William Winter,<sup>76</sup> candidate for governor, 1967 and 1975; and lieutenant governor, 1971.

Gil Carmichael,<sup>77</sup> candidate for governor, 1975; and U.S. Senate, 1974.

Danny Cupit,<sup>78</sup> campaign manager, Carter-For-President Committee, 1976; legislative campaign, 1974; and congressional race, 1972.

2. IF ANY CAMPAIGNS DID NOT USE POLLS, WHAT WERE THE REASONS?

Cupit: Legislative, too expensive.

## 3. IN YOUR OPINION, HOW ACCURATE WERE THE POLL RESULTS?

Triggs: Fairly.

Winter: Reasonable, accurate, depending on the stage of the campaign when taken.

Carmichael: Fair.

Cupit: Pretty accurate.

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<sup>75</sup>Personal letter from Gene Triggs, March 8, 1977.

<sup>76</sup>Personal letter from William F. Winter, March 9, 1977.

<sup>77</sup>Personal letter from Gil Carmichael, March 10, 1977.

<sup>78</sup>Personal letter from Danny Cupit, March 18, 1977.



TABLE 1.2 (Continued)

## 4. WHAT WERE THE COSTS OF THE POLL(S)?

Triggs:           Approximately \$7500.

Winter:           \$3000 to \$9000.

Carmichael:      U.S. Senate (1972), \$7000; Governors race, \$15000+.

Cupit:            Unknown.

## 5. HOW WERE THE POLLS CONDUCTED--TELEPHONE, MAIL, IN-PERSON?

Triggs:           In person.

Winter:           In person.

Carmichael:      House-to-house, telephone.

Cupit:            Telephone.

## 6. WHAT WERE THE SAMPLE SIZES?

Triggs:           About 600.

Winter:           Unknown.

Carmichael:      400, 400, 600, 200, 200.

Caput:            Varied from 300 to 800.

## 7. WERE THE POLLS WORTH THE COST AND TIME INVOLVED?

Triggs:           No, not used effectively.

Winter:           Yes.

Carmichael:      Yes, proved validity of candidates.

Cupit:            Yes.

TABLE 1.2 (Continued)

## 8. HOW WERE THE RESULTS OF THE POLL(S) USED BY EACH CANDIDATE AND THE CAMPAIGN STAFF(S)?

Triggs: Positions on issues and advertising.

Winter: (1) To determine the chances for election prior to entering the race.  
 (2) To determine public attitudes on various issues.  
 (3) To determine relative strengths of the other candidates.

Carmichael: Report card, identify issues, measure impact, and growth of identification with voters of the candidate.

Cupit: Targeting, locating weak spots, isolating issues of concern to voters.

## 9. DO YOU BELIEVE THAT THE PUBLIC OFFICIALS AND CANDIDATES SHOULD CHANGE THEIR STANDS ON ISSUES TO CORRESPOND WITH THE RESULTS OF OPINION POLLS?

Triggs: Yes, unless they have strong convictions to the contrary.

Winter: A candidate obviously must know what is of the greatest concern to the people to whom he is seeking to appeal. The results of a poll enable him to address himself to those issues which seem important and formulate a position consistent with his own convictions that will receive affirmative voter response.

Carmichael: Yes, if that was the reason the poll was taken. No, if the results violate true beliefs.

Cupit: It depends on the importance of the issues involved.

## 10. WHAT IMPACT DO YOU BELIEVE A NON-PARTISAN PUBLIC OPINION POLL--RELEASED TO THE STATE'S NEWS MEDIA--WOULD HAVE ON THE PUBLIC, POLITICAL CANDIDATES, OR STATE GOVERNMENT?

TABLE 1.2 (Continued)

- Triggs: It would probably have a wholesome effect, especially with more reliability and set trends, etc.
- Winter: It is my observation that the release of public opinion polls has virtually no effect. If it is designed to influence public opinion consistent with the results of the poll, it can be counter-productive, since I detect that there is adverse reaction on the part of the people to the idea that a poll is endeavoring to tell them what to do.
- Carmichael: Release tends to mold opinion too soon and hurts the underdog in political contests; makes people bettors, not voters or citizens.
- Cupit: Little.

## 11. ADDITIONAL COMMENTS ON THE USE OF OPINION POLLS:

- Winter: The most effective use of public opinion polls for political purposes is on the basis of a highly confidential and unpublished use.
- Carmichael: The earlier the release, the better by keeping the candidate ahead of the opposition, playing from strength.

Mississippi newspapers have also become interested in conducting their own informal surveys of readers. Most use the same straw vote methodology as do others across the nation. A topic of current public debate often is printed on a ballot in a newspaper. Readers are encouraged to mark the ballot and return it by a certain date. The ballots received are tabulated and results are offered to readers as public opinion.

During the fall of 1971, the Jackson (Miss.) Clarion-Ledger sponsored a series of straw polls on issues ranging from fashion to labor legislation.<sup>79</sup> The Grenada (Miss.) Sentinel-Star carried a similar type survey in 1977.<sup>80</sup>

#### Thesis Public Opinion Poll

In the attempt to assess public opinion in Mississippi, this thesis was designed to follow advances in opinion research while avoiding as much as possible the potential for bias and misinterpretation.

Various sampling formats were tried. The one that was selected fit best the budgetary and facility limitations of the financial grant and the University of Mississippi.

Unexpected problems which appeared after the project was underway were handled so as to not jeopardize the total project. These

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<sup>79</sup>"Warming Local Fashion News--Maxis in Disfavor," Jackson (Miss.) Clarion-Ledger (October 29, 1971), 1; "Boost in Minimum Wage Opposed by Readers" (October 22, 1971), 1.

<sup>80</sup>"Your Opinion Counts," Grenada (Miss.) Daily Sentinel-Star (April 8, 1977), 1.

modifications included a change in sampling methodology and a departure from random digit dialing.

## CHAPTER TWO

### REVIEW OF LITERATURE

The concept of measuring public opinion is not new and the literature which has been developed is much too vast to be presented comprehensively as part of a thesis. To attempt to do so would not be a reasonable or a practical goal.

Methodology for setting up a poll is dependent upon techniques and theories, each of which have been worthy of in-depth study. Also, much that has been written about surveying procedures--whether in manual form or as a specialized study--has been redundant.

Therefore, the information presented in this chapter is a detailed review of material relevant to the successful completion of a public opinion survey of the type conducted for this thesis.

Certain aspects of survey research have been given noticeably more emphasis in this thesis than others, and some more recent developments in opinion measurement have been discussed more thoroughly than long recognized and established procedures.

Special emphasis has been placed on questionnaire design and the wording of questions, costs of surveys in relation to survey design, special interviewing problems, and the three means of gathering responses: mail, telephone, and personal interviews.

A glossary of terminology, tables, and definitions has been added. It includes those surveying methods and theories discussed in less detail in the body of the thesis.

### Questionnaire/Schedule Design

The bulk of the literature on questionnaire or schedule design has been developed during the last 40 years. After the sampling and interviewing mistakes of the Literary Digest poll in 1936, articles and texts primarily focused on what Cantril called "the neglected side of opinion surveying"<sup>1</sup>--hoping to attract attention of researchers to the need for improvement of questionnaires.

Years of study of the format of questionnaires and choice of words have enabled some pollsters to become extremely sophisticated, apparently heeding Cantril's warning that "the meaning of even the simplest word may be slippery."<sup>2</sup>

According to Charles Cannell and Robert Kahn, the interview schedule has two over-riding purposes: (1) to translate the research objectives into specific questions which will provide accurate and complete opinions, and (2) to assist the interviewer in motivating the informant to communicate the information desired.<sup>3</sup> Hyman also stressed

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<sup>1</sup>Hadley Cantril, Gauging Public Opinion (Princeton: Princeton University Press, 1944): 3.

<sup>2</sup>Ibid.

<sup>3</sup>Charles F. Cannell and Robert L. Kahn, "Dual Purpose of the Questionnaire," Public Opinion and Propaganda: A Book of Readings, Daniel Katz, ed. (New York: The Dryden Press, 1954), 665.

comprehensiveness in schedule design, relating his theories to predicting voting behavior.<sup>4</sup>

In deference to Cantril's contention that wording of questions is "important and neglected,"<sup>5</sup> the bulk of discussion on the questionnaire in this thesis is concerned with word selection and question design. However, a clear understanding of the research objectives must precede the construction of a questionnaire.<sup>6</sup>

### Questionnaire Format

To facilitate explanation and discussion, questionnaire formulation has been discussed according to three distinct categories: (1) identifying information, (3) census-type data, and (3) opinion or attitude-related questions.<sup>7</sup>

### Identifying Information

The primary need for the identifying information section of the questionnaire is administrative, and thus not essential to the validity or reliability of the opinions or attitudes expressed by respondents.

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<sup>4</sup>Herbert Hyman, "The General Problem of Questionnaire Design," Public Opinion and Propaganda: A Book of Readings, Daniel Katz, ed. (New York: The Dryden Press, 1954), 665.

<sup>5</sup>Cantril, Gauging Public Opinion, 3.

<sup>6</sup>Cannell, "Dual Purpose of the Questionnaire," 665.

<sup>7</sup>Mildred Parten, Surveys, Polls, and Samples: Practical Procedures (New York: Cooper Square Publishers, Inc., 1966), 162-63.



But the process of getting the information helps establish rapport with the informant which must occur during the initial stage.<sup>8</sup>

All of the information is not required for every survey,<sup>9</sup> and the researcher should adapt the identifying data needed as it applies to the particular survey design.

Variations of identifying information required were found on schedules prepared and used by the Iowa Poll and Crime Victimization Studies sponsored by the Law Enforcement Assistance Administration (LEAA).

These two surveying agencies generally used: (1) name of the survey, (2) date and time of interview, (3) schedule number for cross-reference, used in identifying a series of schedules, (4) interviewer's name or initials, (5) sex of the respondent, (6) name of the agency sponsoring the survey, and (7) telephone number of the household.

The Iowa Poll<sup>10</sup> also asked for the name and address of the respondent so the work of the interviewer could be rechecked if necessary. The congressional district and county were also included.<sup>11</sup>

LEAA surveys completed the identifying information by asking for the nature of the relationship of the informant to the family and the

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<sup>8</sup>Albert B. Blankenship, Consumer and Opinion Research: The Questionnaire Technique (New York: Harper & Brothers, 1943), 57.

<sup>9</sup>Parten, Surveys, 163.

<sup>10</sup>Ballot #221 (7/21-24/76) and Ballot #225 (1/12-15/77), The Iowa Poll, Des Moines Register and Tribune, 715 Locust Street, Des Moines, IA 50304.

<sup>11</sup>Ibid.

rental status of the dwelling.<sup>12</sup> Neither the LEAA nor the Iowa Poll records the degree of cooperation given by the respondent, although this is recommended by Parten.<sup>13</sup>

A typical explanatory and identifying paragraph used by the Police Foundation in Cincinnati is: "My name is \_\_\_\_\_, and I'm calling for the University of Cincinnati. We're conducting a survey and we'd like your help."<sup>14</sup> In other words, the interviewer attempts to gain the confidence of the respondent and lays a base for rapport with an identifying statement at the beginning of the interview.

Hund found that the lack of adequate sponsorship information could jeopardize even the best designed poll because of insufficient acceptance by potential respondents.<sup>15</sup> Considering the brief time available for establishing even minimal rapport, the inclusion of identifying information as emphasized by Parten seems vitally important.<sup>16</sup>

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<sup>12</sup>Criminal Victimization in the United States: A National Crime Survey Report (No. SD-NCP-N-5), U.S. Department of Justice, Law Enforcement Assistant Administration, February 1977.

<sup>13</sup>Parten, Surveys, 168.

<sup>14</sup>Random Digit Dialing: Lowering the Cost of Victimization Surveys, Alfred J. Tuchfarber and William R. Klecka, University of Cincinnati, Police Foundation, 1976, 101.

<sup>15</sup>James M. Hund, "Changing Role in the Interview Situation," Public Opinion Quarterly (Spring 1959), 237.

<sup>16</sup>Parten, Surveys, 163-68.

### Anonymity

Respondent anonymity is an area of increasing discussion among social researchers. Parten recommended that an attached statement, as part of the schedule, contain a brief explanation of how the responses would be used, e.g., for statistical purposes, and assurance that "the confidence of the informant will be respected."<sup>17</sup>

The Code of Ethics of the American Association for Public Opinion Research, recognizing the importance of protecting the privacy of respondents, contains a by-law for this specific purpose:

2. We shall protect the anonymity of every respondent, unless the respondent waives such anonymity for specified uses. In addition, we shall hold as privileged and confidential all information which tends to identify the respondent.<sup>18</sup>

When the name of the respondent is included as part of the survey, Manniche and Hayes suggest that a rigid system be arranged so that "no person who has access to the questionnaires knows (the names) being used."<sup>19</sup> That is, not only should the respondent be assured of confidentiality, but also the researcher must take the necessary steps to insure that the commitment is respected.

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<sup>17</sup> Ibid., 168.

<sup>18</sup> Directory of Members, American Association for Public Opinion Research (AAPOR), June Christ, ed. "Code of Professional Ethics and Practices," 1977-1978, iv-v.

<sup>19</sup> Erik Manniche and Donald P. Hayes, "Respondent Anonymity and Data Matching," Public Opinion Quarterly 21 (Fall 1957), 387.

Census-type Data

Parten recommends that 17 types of census information be included on the schedule:<sup>20</sup>

1. Age as of last birthday
2. Country of birth of family head (with decreasing immigration, this has become less important as a vital statistic)

3. Marital status
4. Educational attainment
5. Religion
6. Political preference<sup>21</sup>
7. Union membership
8. Veteran status
9. Monthly rent or rental value of owned home
10. Home tenure
11. Race of respondent
12. Family size
13. Occupation of head of household or respondent
14. Employment status
15. Family income
16. Car ownership
17. Socio-economic status

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<sup>20</sup>Parten, Surveys, 167-74.

<sup>21</sup>Political preference or party identification is "what people consider themselves, regardless of registration." The Harris Survey: Survey Methodology, "Selected Demographic Characteristics," 1976.

With the exception of asking for information about country of birth, marital status, monthly rent or rental value of home, veteran status, home tenure, and car ownership, the Iowa Poll uses all of the Parten criteria.<sup>22</sup>

Most of the census-type questions elicit reliable responses, but answers to income, educational achievement, and age questions are sometimes susceptible to unreliable reporting by respondents.

Responses to these questions may be exaggerated or minimized in order to impress the interviewer. When the respondent answers in a socially desirable direction, he may over-report certain behavior; when his behavior is not in a socially desirable direction, he may down-play actual action.<sup>23</sup>

A study of Gideon Sjoberg asked informants to give the types of socio-economic questions they would be most willing and least willing to answer.<sup>24</sup> Substantiated by Hyman,<sup>25</sup> the results showed that religious belief and job occupation questions were those respondents are most willing to answer; financial matters and family life questions are those they are

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<sup>22</sup>Ballots, The Iowa Poll.

<sup>23</sup>William B. Locander and John P. Burton, "The Effect of Question Form on Gathering Income Data by Telephone," Journal of Marketing Research 13 (May 1976) 189.

<sup>24</sup>Gideon Sjoberg, "A Questionnaire on Questionnaires," Public Opinion Quarterly 18 (Winter 1954/1955), 425.

<sup>25</sup>Ibid.

least willing to answer.<sup>26</sup> (See Table 2.1)

Because income-related questions can easily be perceived as threatening by many respondents, under- or over-reporting have been commonplace.<sup>27</sup> Previous studies have found that a series of questions is frequently necessary to accurately gauge income;<sup>28</sup> but because many surveys allow for only one income question, the form of that question assumes great importance.

Locander and Burton tested four variations of income-related questions to determine which minimized under- and over-reporting.<sup>29</sup> Their study showed that respondents are sensitive to answering income questions. They recommended that researchers design questions in this area which lessen the threat impact of revealing income to a stranger.<sup>30</sup> This method has been adopted--in amended form--by the Iowa Poll.<sup>31</sup>

Stephen Withey conducted complementary investigations on the

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<sup>26</sup>Ibid.

<sup>27</sup>Locander, "The Effect of Question Form," 189.

<sup>28</sup>Paul W. Haberman and Jack Elinson, "Family Income Reported in Surveys: Husbands Versus Wives," Journal of Marketing Research 4 (May 1967), 191-94; E. Scott Maynes, "The Anatomy of Response Errors: Consumer Saving," Journal of Marketing Research 2 (November 1965), 378-87.

<sup>29</sup>Locander, "The Effect of Question Form," 190.

<sup>30</sup>Ibid., 191-92.

<sup>31</sup>Ballots, The Iowa Poll.

TABLE 2.1  
INTERVIEWER/RESPONDENT REACTION TO PERSONAL QUESTIONS

The interviewees were asked, "About which of the following matters would you be MOST willing to answer questions?" Their replies were distributed as follows:

	<u>Tract 1</u>	<u>Tract 2</u>
Money matters or finances	0%	3%
Political beliefs	12	3
Religious beliefs	23	32
Family life	11	7
Your job or occupation	37	2-
(Could not make a single choice)	<u>17</u>	<u>26</u>
Total	100%	100%

To the query, "About which of the following matters would you be LEAST willing to answer question?" the responses were as follows:

TABLE 2.1 (Continued)

	<u>Tract 1</u>	<u>Tract 2</u>
Money matters or finances	32%	26%
Political beliefs	12	26
Religious beliefs	6	3
Family life	21	21
Your job or occupation	1	0
(Could not make a single choice)	<u>25</u>	<u>21</u>
Total	100%	100%

Frequency with which interviewers spontaneously mention dislike of particular question types:

<u>Type of Question</u>	<u>Percentage of Interviewers Who Express Dislike*</u>
Questions relating to financial status; rent, income	38
Questions related to sex	25
Questions related to political preference	16
Questions related to religious preference	9
Questions related to age	9
Miscellaneous personal questions: mental health, physical welfare, marriage	16
Factual data, personal questions generally	8
Questions related to inter-racial subjects	4



TABLE 2.1 (Continued)

Questions too difficult for respondent to understand	5
Miscellaneous: information, trend, card questions, questions that meet with disinterest	<u>8</u>
	N=76

\*The percents add to more than 100 because some interviewers mentioned more than one type of question.

reliability of individual recall of income over time.<sup>32</sup> He found that determining individual or family income was a relatively simple matter if mere categorization of income level was all that was required.<sup>33</sup> But to obtain precision, the problem becomes considerably more complex, and more in-depth questioning is necessary.

Income questions may be prime determinants in ascertaining socio-economic status or social mobility (when considered over time). Moreover, the personal nature of the questions makes it difficult to maintain interview rapport<sup>34</sup> when asking them.

Withey concluded that when income questions seek to measure income for a considerable period of time, error will be introduced and "a false picture is likely to be drawn in the (final) analysis."<sup>35</sup> If the purpose of obtaining an income classification for the respondent is merely to obtain a "gross measure," then recall for at least one year will result in tolerable errors.<sup>36</sup>

Questions related to education and age have also been found to elicit consistent errors. Haberman and Sheinberg studied the reporting of these data by informants and found recall over time to be an important

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<sup>32</sup>Stephen B. Withey, "Reliability of Recall of Income," Public Opinion Quarterly (Summer 1954), 197-204.

<sup>33</sup>Ibid., p. 197.

<sup>34</sup>Ibid..

<sup>35</sup>Ibid., 204.

<sup>36</sup>Ibid.

factor.<sup>37</sup>

Errors or misstatements regarding age were made more often by women,<sup>38</sup> and misstatements regarding education occurred more often among men and older respondents.<sup>39</sup> Race and comparative-group status were not pertinent factors.<sup>40</sup> The investigation concluded that men generally place more importance on their educational level, and women show more concern for age.<sup>41</sup>

Haberman and Sheinberg suggested that questions related to age and education be designed to alleviate any feelings the respondent might have about possible inadequacy--minimizing the tendency to overstate formal education.<sup>42</sup> Age misinterpretations could also be lessened by relating these questions to each other, i.e., "At what age did you finish high school?"<sup>43</sup>

Results of studies undertaken in the 1960s revealed that race determining questions have often been resented by respondents who objected

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<sup>37</sup> Paul W. Haberman and Jill Sheinberg, "Education Reported in Interviews: An Aspect of Survey Content Error," Public Opinion Quarterly 30 (1966/1977), 298.

<sup>38</sup> Ibid., 300.

<sup>39</sup> Ibid., 296.

<sup>40</sup> Ibid., 298.

<sup>41</sup> Ibid., 300.

<sup>42</sup> Ibid.

<sup>43</sup> Ibid.

to the standardized ethnic or racial terms used.<sup>44</sup>

Particular problems were found with the use of "Negro" as a standardized category. Bayer recommended that such classifications be abandoned and "ethnic pride" labels be used instead.<sup>45</sup> Although informants have not generally objected to the inclusion of racial questions, the choices available for response can create unnecessary sensitivity when "pride in one's heterogeneous racial background" is not reflected.<sup>46</sup>

### Designing Questions

Paul F. Lazarsfeld established three principles for the formulation of questions, and while these deal with market research, they are important to public opinion in that they attempt to deal with those vague processes which motivate the individual to take a specific action or to hold a certain opinion.<sup>47</sup>

Through ascertaining what (1) questions and (2) answers mean and (3) enabling the interviewee to respond,<sup>48</sup> a series of questions can be

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<sup>44</sup>Alan E. Bayer, "Construction of a Race Item for Survey Research," Public Opinion Quarterly 36 (1972/1973), 593.

<sup>45</sup>Ibid., 601.

<sup>46</sup>Ibid.

<sup>47</sup>Paul F. Lazarsfeld, "The Art of Asking Why: Three Principles Underlying the Formulation of Questionnaires," Public Opinion and Propaganda (New York: The Dryden Press, 1954), 675-86.

<sup>48</sup>Ibid.

asked which delves into specific aspects of motivation.<sup>49</sup> A series of questions is subsequently asked which establishes a train of thought. Lazarsfeld calls this process "interviewing on the time line."<sup>50</sup> Blankenship pointed out that "obtaining responses without setting up this chain of thought" is of little value.<sup>51</sup>

Where a chain-of-thought type of questioning has been created, it is relatively easy for the respondent to respond to one question after another. "Breaking the sequence can lead to poor results."<sup>52</sup>

To Lazarsfeld, a questionnaire is satisfactory only when these motivational criteria have been secured.<sup>53</sup>

When different questions are suddenly interjected, the respondent is not always prepared to give answers on subjects entirely different from the previous ones.<sup>54</sup> Blankenship and Lazarsfeld recommended that different lines of questioning be introduced gradually so that "a series of intervening questions can generally be inserted to change the trend of thinking."<sup>55</sup>

Cantril argued that questions should be placed on the ballot in

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<sup>49</sup>Blankenship, Consumer and Opinion Research, 76.

<sup>50</sup>Ibid.

<sup>51</sup>Ibid.

<sup>52</sup>Ibid., 77.

<sup>53</sup>Lazarsfeld, "The Art of Asking Why," 685.

<sup>54</sup>Blankenship, Consumer and Opinion Research, 77.

<sup>55</sup>Ibid.

such a way that answers to one do not influence responses given to succeeding questions.<sup>56</sup> This is especially important when questions on closely related topics are on the same schedule.<sup>57</sup>

One way of minimizing this effect is to place interrelated questions as far apart as possible to prevent carry-over influence.<sup>58</sup> Because Cantril believed such influence was difficult to prevent, the implication is that closely-related, overlapping questions should not appear on the schedule.<sup>59</sup>

The shared-cost survey relates to this problem because many research organizations permit the sharing of schedule space and survey costs among a number of participants. In fact, the Lou Harris and George Gallup survey organizations have used shared-cost surveys for many years, placing the clients' questions after those of the sponsoring survey organization.<sup>60</sup> The client has little influence over where the questions are placed. Therefore, Clancy and Wachslar undertook a study to determine whether position or timing of the question in relation to the total project

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<sup>56</sup>Cantril, Gauging Public Opinion, 28.

<sup>57</sup>Ibid.

<sup>58</sup>Ibid., 29.

<sup>59</sup>Ibid.

<sup>60</sup>H.R. 5003, 92d Congress, 1st Session, February 25, 1971, A Bill To Provide for the Disclosure of Certain Information Relating to Certain Public Opinion Polls ("Truth-in-Polling Act") Hearings: Dr. George Gallup, p. 52. Hearings before the Subcommittee on Library and Memorials, September 19-October 5, 1973, iii+260 p. (S/N5270-02088), Assistant Public Printer (Superintendent of Documents) Library Division (SLL), Washington, D.C.

affected results.<sup>61</sup>

The results of the Clancy-Wachsler study showed that position did not significantly affect the "average" agree-disagree response to shared-cost questions.<sup>62</sup> The same held true for the timing of questions-- for the total sample and subgroups (age, sex, socio-economic status).<sup>63</sup> Therefore, positional effects could safely be ignored.<sup>64</sup>

A study by Matzner and Mann found that grouping or separating related questions cannot be categorically expected to produce biased results.<sup>65</sup>

### Selecting Issues

To prevent bias in the selection of issues to be included in a survey, Gallup stressed certain principles:<sup>66</sup>

1. The issues must be contemporary, covering political, economic, social, and moral issues of common concern.

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<sup>61</sup>Kevin J. Clancy and Robert A. Wachsler, "Positional Effects in Shared-Cost Surveys," Public Opinion Quarterly 35 (1971/1972), 259.

<sup>62</sup>Ibid., 263.

<sup>63</sup>Ibid., 265

<sup>64</sup>Ibid.

<sup>65</sup>Helen Metzner and Floyd Mann, "Effects of Grouping Related Questions in Questionnaires," Public Opinion Quarterly 17 (1953/1954), 141.

<sup>66</sup>George Gallup and Saul Forbes Rae, The Pulse of Democracy: The Public Opinion Poll and How It Works (New York: Simon and Schuster, 1940), 101.

2. The questions must involve issues on which the surveyed public can be expected to have formed an opinion.
3. The opinion-related issues must be of current, topical interest.
4. The issues must relate to the everyday experiences of the general public being questioned--not to the remote or hypothetical.

### Wording Questions

Parten suggested that the following checks be used when wording questions:<sup>67</sup>

1. Simple words familiar to all potential informants should be used.
2. Be as concise as possible.
3. Design the questions to yield the desired information.
4. Multiple-meaning questions should be avoided.
5. Avoid ambiguous questions.
6. Avoid leading questions.
7. Prestige names should be used cautiously.
8. Emotionally connotated words should be avoided.
9. Indirect questions should be decided upon before hand.
10. Be aware of the pride and sensitivity of the respondent.
11. The use of the personal "you" should be discussed.
12. Make sufficient allocation for all possible responses.
13. Be realistic in choosing alternatives to multiple-choice questions.

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<sup>67</sup>Parten, Surveys, 200-213.



14. Consider rotation of items in a checklist.
15. Keep required writing on the schedule to a minimum.
16. Questions which would check the "internal consistency" of replies should be included.
17. Be cautious of a "halo effect."
18. "Don't Know" responses can be minimized by use of a brief preliminary justification of the questions to the respondent.
19. Compare single question responses with those in different contexts.

While Parten's list tends to be all inclusive, Gallup produced a similar--but more compact--list which include these additional checks:

1. Biases in favor of or against various points of view should be avoided.
2. When asking a respondent to choose between alternatives, this must be done as early in the question as possible.
3. When possible, lists of responses should be presented on a card for the respondent to read.<sup>68</sup>

Lack of clarity in question wording can result in ambiguous responses, Blankenship has noted. Because of this, questions should be worded specifically enough to elicit responses.<sup>69</sup>

Negative phrasings are not usually as easily understood as positive

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<sup>68</sup>Gallup, The Pulse of Democracy, 101.

<sup>69</sup>Blankenship, Consumer and Opinion Research, 58.

ones and can cause a high degree of confusion for the respondents.<sup>70</sup> This confusion can occur when respondents fail to understand meanings because of poor vocabularies.<sup>71</sup>

In a study to measure the difficulty of questions asked by several major polling organizations, Terris applied the Flesch Readability Formula<sup>72</sup> and concluded that some measure should be used to spot difficult language.

Terris found 66.7 percent of the National Opinion Research Center (NORC) questions to be "fairly difficult" to "college graduate" level; the American Institute of Public Opinion (AIPO) had 70.8 percent of its questions in this category; and the Fortune Poll, 56.2 percent.<sup>73</sup>

The study recommended that shorter sentences and simpler, less ambiguous words be used along with open-end and standardized questions.<sup>74</sup>

Stanley Payne considered those questions which the respondent answers but which he does not understand.<sup>75</sup> He found that meaningful questions could be determined from the patterns of response,<sup>76</sup> the actual

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<sup>70</sup>Ibid., 59.

<sup>71</sup>Ibid.

<sup>72</sup>Rudolph Flesch, "A New Readability Yardstick," Journal of Applied Psychology 32 (1948), 221-33.

<sup>73</sup>Fay Terris, "Are Poll Questions Too Difficult?" Public Opinion Quarterly 13 (Summer 1949), 315.

<sup>74</sup>Ibid., 319.

<sup>75</sup>Stanley L. Payne, "Thoughts About Meaningless Questions," Public Opinion Quarterly (Winter 1950/1951) 14, 687-96.

<sup>76</sup>Ibid., 688.

answers,<sup>77</sup> subsequent behavior,<sup>78</sup> or consistency of replies.<sup>79</sup> By following steps suggested by Gallup's five-dimensional questioning, by making questions concrete and simple, and by pretesting, effective protections against meaningless questions could be obtained.<sup>80</sup>

Stuart C. Dodd, Director of the Public Opinion Laboratory, University of Washington (1949), recommended two additional types of questions be added to Gallup's quintimensional plan: (1) membership and (2) activity.<sup>81</sup>

The membership-type question is used to ascertain the respondent's relationship to the opinion issues; Dodd said such a question could help in predicting later behavior.<sup>82</sup>

The activity question, particularly relevant in determining voting behavior, reveals any actions the individual might have taken which would indicate "the likelihood that he will behave later as he says he intends to," i.e., voter registration, speeches, past voting, party membership, or public stand.<sup>83</sup>

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<sup>77</sup>Ibid., 690.

<sup>78</sup>Ibid., 692.

<sup>79</sup>Ibid., 693.

<sup>80</sup>Ibid., 693-696.

<sup>81</sup>Norman C. Meier and Harold W. Saunders, eds. The Polls and Public Opinion (New York: Henry Holt and Company, 1949), 33.

<sup>82</sup>Ibid.

<sup>83</sup>Ibid.

A behavior question is important because the data can be checked against actual behavior in testing for accuracy: "The behavior question is the only sort which has a great deal of practical significance."<sup>84</sup>

The Iowa Poll has adopted the Dodd suggestions to questioning and has used these by determining union membership, past voting record, and voter registration.<sup>85</sup>

### Check-lists

While the question that elicits a "yes-no" response is the most common, it does not allow for a response<sup>86</sup> that will measure degree or intensity. But with multiple-choice questions, degrees of opinion can be expressed.<sup>87</sup> Either the categories of response can be supplied or a free (open) response can be sought. The latter is less likely to bias response because no particular reply is suggested.<sup>88</sup>

While check-lists can serve as a memory-aid for the respondent, Parten has suggested that when presented orally, no more than five items should be included.<sup>89</sup>

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<sup>84</sup>Blankenship, Consumer and Opinion Research, 62.

<sup>85</sup>Ballots, The Iowa Poll.

<sup>86</sup>Blankenship, Consumer and Opinion Research, 52.

<sup>87</sup>Parten, Surveys, 189.

<sup>88</sup>Blankenship, Consumer and Opinion Research, 56.

<sup>89</sup>Parten, Surveys, 187.

To avoid the problem of the respondent choosing the first item or selecting a middle position,<sup>90</sup> Parten<sup>91</sup> and Payne<sup>92</sup> suggest that arrangements be made to rotate the check-list items on different runs of the questionnaire. When using the check-list, the wording of all answers should be comparable.<sup>93</sup>

A study by Lindzey and Guest found that check-lists limit responses. The tendency is for the respondent to answer those items that are enumerated and not to respond to the "other" category.<sup>94</sup> They urged that pretesting be used to ascertain the answers likely to be given.<sup>95</sup>

When providing a list of possible replies to a particular question, the researcher should consider that the order of reference might influence responses.<sup>96</sup> Blankenship found that the first item in the list is more likely to be selected two or three percent more often than other items in the listing.<sup>97</sup>

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<sup>90</sup>George Gallup, "Question Wording in Public Opinion Polls," Sociometry 4 (1941), 259-68.

<sup>91</sup>Parten, Surveys, 211.

<sup>92</sup>Stanley L. Payne, The Art of Asking Questions (Princeton: Princeton University Press, 1951), 72, 84-86, 203.

<sup>93</sup>Blankenship, Consumer and Opinion Research, 68.

<sup>94</sup>Gardner E. Lindzey and Lester Guest, "To Repeat--Check Lists Can Be Dangerous," Public Opinion Quarterly 15 (Summer 1951/1952), 358.

<sup>95</sup>Ibid.

<sup>96</sup>Blankenship, Consumer and Opinion Research, 67.

<sup>97</sup>Ibid.

### Measuring Intensity

The measurement of attitude requires a multitude of criteria in determining how a group or individual will react to a particular situation. Thurstone, Likert, and Guttman offer well-known techniques for this area of attitude measurement.<sup>98</sup>

Parten presented three, four, and five-point rating or intensity scales which are commonly used as part of multiple-choice questions.<sup>99</sup> The following are a typical presentation of these types when measuring intensity:

3-point rating: Very important, only fairly important, or not important at all<sup>100</sup>

4-point rating: Excellent, good, fair, or poor<sup>101</sup>

5-point rating: Strongly approve, approve, undecided, disapprove, or strongly disapprove<sup>102</sup>

A numerical variation of the 5-point rating scale above measures intensity or depth of opinion: +1, +2, 0, -1, -2.

In a study to compare the accuracy of the Stapel scalometer or

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<sup>98</sup>Parten, Surveys, 195; L.L. Thurstone and E.J. Cleave, The Measurement of Attitudes (Chicago: University of Chicago, 1929); Rensis Likert, A Technique for the Measurement of Attitudes (Archives of Psychology, Columbia University Press, No. 140, 1932); and L. Guttman, "A Basis for Scaling Qualitative Data," American Sociological Review 9 (1944), 139-150.

<sup>99</sup>Parten, Surveys, 189.

<sup>100</sup>Ibid., 190.

<sup>101</sup>Ibid., 191.

<sup>102</sup>Ibid., 192.

Gallupmeter,<sup>103</sup> which used seven-digit scales, five-digit scales, and five-graded word scales, Stuart Dodd found that the five-digit scale was generally inferior.<sup>104</sup> Dodd said this was because seven seemed to be a more advantageous number of degrees than five.<sup>105</sup>

Ghiselli found when using a four-point scale with "very" and "fairly" in describing yes and no responses, different results are likely.<sup>106</sup> He noted that a greater proportion of respondents were willing to answer "yes" or "no."<sup>107</sup>

In building a scale to measure presidential popularity, many pollsters have relied on a single summary measure.<sup>108</sup> Gallup has used a dichotomous "yes" or "no" when asking the respondent whether he approved or disapproved of the President's job performance.<sup>109</sup>

The Harris Poll has attempted to measure degree of approval or disapproval by asking the respondent to rate the President's job performance with a four-point intensity rating: excellent, good, fair, or

<sup>103</sup>Stuart C. Dodd and Sung Chick Hong, "A Comparison of Scales For Degrees of Opinion," Journalism Quarterly 37 (Spring 1960, 280-83; "Gallupmeter," Newsweek 41 (June 29, 1953), 26.

<sup>104</sup>Ibid., 282.

<sup>105</sup>Ibid., 283.

<sup>106</sup>E.E. Ghiselli, "All or None Versus Graded Response Questionnaire," Journal of Applied Psychology 23 (1939), 405-13.

<sup>107</sup>Ibid., 410.

<sup>108</sup>Robert Chandler, CBS News Reference Book: Public Opinion, "President Watching," (New York: R. R. Bowker Company, 1972), 126-32.

<sup>109</sup>Ibid., 127.

poor.<sup>110</sup> Harris then combines "excellent" and "good" into a positive category and "fair" and "poor" into a negative one.<sup>111</sup>

The intent of Gallup and Harris has been to force a response; but in doing so they have not considered many isolated issues that alone may be the basis of an individual's opinion toward the President.<sup>112</sup> To overcome this limitation, CBS News attempts to separate overall performance from the President's handling of specific issues and reports the results separately.<sup>113</sup>

Lazarsfeld argued against simple "yes-no" types of questions in favor of a depth interview or open-end questions.<sup>114</sup> In an open interview situation, the interviewer probes all aspects of the respondent's answers, getting at the "why" of each opinion. Checklists, interlocking poll questions, influences, motivation,<sup>115</sup> and scales<sup>116</sup> are used in measuring the depth of an individual's responses. Observations by the interviewer of the respondent's reactions and background also are included in Lazarsfeld's detailed interviewing and questioning process.<sup>117</sup>

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<sup>110</sup>Ibid., 128.

<sup>111</sup>Ibid.

<sup>112</sup>Ibid.

<sup>113</sup>Ibid.

<sup>114</sup>Paul F. Lazarsfeld, "The Controversy Over Detailed Interviews--An Offer for Negotiation," Public Opinion Quarterly 8 (1944), 38.

<sup>115</sup>Ibid., 50.

<sup>116</sup>Ibid.

<sup>117</sup>Ibid., 40.



### Pretesting Questions

Extensive pretesting of questions are essential to eliminating unintentional biases which are difficult to detect and which are caused by misleading or vague words.<sup>118</sup> Gallup defines "pretesting" as "determining whether the question is clear."<sup>119</sup>

He recommends that the pretester not be too concerned with the responses given to the questions but be alert for puzzling words and phrases.<sup>120</sup> Once this has been accomplished, the pretester must be able to substitute more precise and less confusing or vague phrasology.<sup>121</sup>

### Sampling Procedures

During the development of public opinion survey research, many different methods for choosing samples have been suggested and tested. Various sampling plans have been identified and categorized by survey researchers, but no uniform methodology or technique has been adopted or standardized.

Surprisingly, sampling techniques, labels, and definitions, discussed by authorities in the field, show few, if any, significant deviations or disagreements in application.

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<sup>118</sup>Gallup, The Pulse of Democracy, 98.

<sup>119</sup>Ibid.

<sup>120</sup>Ibid., 99.

<sup>121</sup>Ibid.

All agree that the sampling procedure ultimately used is dependent upon the source lists available and the circumstances and limitations of the survey project.<sup>122</sup>

Because of the economic constraints of this Mississippi poll, sampling possibilities have not been discussed comprehensively. Instead, the discussion has concentrated on sampling procedures which might be used in the Mississippi opinion poll. Definitions and special terminology can be found in Appendix R.

For the project, the recommendations and practices of the following statisticians and researchers were used: Gauging Public Opinion by Hadley Cantril; Sampling Techniques by William Cochran; Survey Sampling by Leslie Kish; Sample Survey Methods and Theory (2 vols.) by Morris Hansen and William N. Hurwitz; Survey, Polls, and Samples by Mildred Parten; and Sampling Opinions: An Analysis of Survey Procedures by Frederick Stephan and Philip J. McCarthy.

### Interviewing

#### Rapport

Creating rapport between the respondent and the interviewer has been directly related to obtaining honest and complete answers,<sup>123</sup> simply because true opinions are more likely to be given when the respondent is

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<sup>122</sup>Parten, Surveys, 246.

<sup>123</sup>Joan Bissey Field, "The Effects of Praise in a Public Opinion Poll," Public Opinion Quarterly 19 (Spring 1955), 85.

comfortable and is made to feel self-confident.<sup>124</sup>

As previously stated, building rapport in the first minute or so of the interview is essential. It convinces the respondent of the sincerity of the interviewer and encourages respondent participation in the questioning process.<sup>125</sup>

A long-accepted means of accomplishing rapport has been to mildly praise or encourage response, i.e., "Your answers are important to the success of the survey," etc.<sup>126</sup> Field found that praise tended to reduce "don't know" responses, increased the number of answers, and did not have any negative effects on replies.<sup>127</sup>

But Goody and Potter, in their study of the concepts and true meanings of rapport in social research, concluded that "rapport is not the objective of interviewing."<sup>128</sup> The use of rapport is a tool for collecting quality data rather than as an overall objective in itself.<sup>129</sup>

Hyman alluded to the bias that results from excessive rapport:<sup>130</sup>

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<sup>124</sup>Ibid.

<sup>125</sup>Blankenship, Consumer and Opinion Research, 73.

<sup>126</sup>Field, "The Effects of Praise," 85.

<sup>127</sup>Ibid., 91.

<sup>128</sup>Willis J. Goody and Harry R. Potter, "Interview Rapport: Demise of a Concept," Public Opinion Quarterly 39 (1974/1975), 543.

<sup>129</sup>Ibid.

<sup>130</sup>Herbert H. Hyman, Interviewing in Social Research (Chicago: The University of Chicago Press, 1954), 48.

When rapport transcends a certain point, the relationship may be too intimate, and the respondent may be too eager to defer to the interviewer's sentiments.

Modifications of emphasis or neglect of rapport-building is obviously called for.<sup>131</sup> Rapport and sociability which become intrusive may result in a biasing effect because of the relationship between the interviewer and respondent.<sup>132</sup>

### Social Distance and Race of Interviewer

The anticipated bias brought about by the large numbers of poverty level families and the high percentage of blacks living in Mississippi<sup>133</sup> and the anticipated hesitancy of welfare recipients to respond to questions about income, number of males in the household, and total adult status loomed as major problems for a public opinion poll in the state.

Studies by Dohrenwend and Colombotos on the effect of social relationship between informant and questioner on the data collected<sup>134</sup>

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<sup>131</sup>Ibid., 52.

<sup>132</sup>Ibid.

<sup>133</sup>Negro, 36.8 percent; White, 62.2 percent; Other, 1. percent.  
Statistical Abstract of the United States: National Data Book and Guide to Sources, U.S. Department of Commerce, Bureau of the Census, 1976, 534.

<sup>134</sup>Barbara Snell Dohrenwend, John Colombotos, and Bruce P. Dohrenwend, "Social Distance and Interviewer Effects," Public Opinion Quarterly 32 (Fall 1968), 410-422.

confirmed earlier conclusions by Katz (1942)<sup>135</sup> and Hyman<sup>136</sup> that disparities in race, religion, and/or sex could produce biased data.<sup>137</sup>

The white-black relationship was scrutinized by Williams, who limited his study to black respondents' perceptions of white interviewers, with color being the only status indicator.<sup>138</sup> He found that the race of the interviewer was associated with bias only when social distance was great between interviewer and respondent and when the questions conveyed threat potential.<sup>139</sup> Williams' later study (1968) concluded that objectivity was not only related to interviewer bias but that this element might also be as significant as the race of the interviewer.<sup>140</sup>

Williams speculated that a highly personal white might threaten a lower-class black by "seeming out of character;"<sup>141</sup> a white interviewer who attempted to initiate equal interaction aroused the suspicions of the black respondent.<sup>142</sup>

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<sup>135</sup>Daniel Katz, "Do Interviewers Bias Polls?" Public Opinion Quarterly 6 (1942), 248-68.

<sup>136</sup>Hyman, Interviewing in Social Research, 159-67.

<sup>137</sup>Dohrenwend, et al., "Social Distance," 411.

<sup>138</sup>J. Allen Williams, Jr., "Interviewer-Respondent Interaction: A Study of Bias in the Information Interview," Sociometry 27 (1964), 338-52.

<sup>139</sup>Ibid., 352.

<sup>140</sup>J. Allen Williams, Jr., "Interviewer Role Performance: A Further Note on Bias in the Information Interview," Public Opinion Quarterly 32 (Fall 1968), 291.

<sup>141</sup>Ibid., 294.

<sup>142</sup>Ibid.

It was also suggested that low-objectivity interviewers are more likely to give cues as to their own attitudes than those who are highly objective and that social distance and threat potential are directly related.<sup>143</sup>

However, Dohrenwend and Colombotos found white middle-class interviewers' preferences had "no effect on lower-class black respondents' answers."<sup>145</sup> Nonetheless, they also found extreme social distance between respondent and interviewer was more likely to produce biased answers than interviewer attitudes or prejudices,<sup>145</sup> and that high-status preference of interviewers was more likely to bias respondents' answers than was the interviewer who projected no status preferences.<sup>146</sup>

Williams found that socio-economic status was an important variable: low-status respondents "show deference to higher status interviewers."<sup>147</sup> The results of a Schuman and Converse study tended to support Williams' contention that the effects of the race of interviewer are found most strongly among lower-income and lower-educated blacks.<sup>148</sup> Education and income in themselves are not significant factors

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<sup>143</sup>Ibid., 293

<sup>144</sup>Dohrenwend, "Social Distance," 421.

<sup>145</sup>Ibid.

<sup>146</sup>Ibid., 421-22.

<sup>147</sup>Williams, "Interviewer Role Performance," 340.

<sup>148</sup>Howard Schuman and Jean M. Converse, "The Effects of Black and White Interviewers on Black Responses in 1968," Public Opinion Quarterly 35 (1971-73), 65.

but were when they determined social status.<sup>149</sup>

Weiss found that status similarity was more associated with bias than were socio-economic status, education, or age disparities.<sup>150</sup>

This study--with black interviewers--determined that the greater the rapport between the respondent and the interviewer the higher the proportion of biased responses.<sup>151</sup> And interviewers who rated the highest in rapport tended to come from a higher social status: "High rapport plus high social status similarity led to the highest rate of bias."<sup>152</sup>

Weiss concluded that overly friendly interviewers would likely obtain biased answers not only from poor people but all respondents.<sup>153</sup>

The Schuman and Converse study did not explain why lower-status blacks were more affected by the race of the interviewer than high-status blacks. However, Williams speculated that because lower-class blacks were more dependent on whites economically, they felt intimidated.<sup>154</sup> (While this argument might be valid in rural North Carolina, it probably would not in urban Detroit.)<sup>155</sup> Williams further theorized that high-status

<sup>149</sup>Ibid.

<sup>150</sup>Carol H. Weiss, "Validity of Welfare Mothers' Interview Responses," Public Opinion Quarterly 32 (Winter 1968/1969), 628-29.

<sup>151</sup>[ibid., 630.

<sup>152</sup>Ibid.

<sup>153</sup>Ibid., 632-33.

<sup>154</sup>Williams, "Interviewers - Respondent Interaction," 342.

<sup>155</sup>Schuman, "The Effect of Black and White Interviewers," 65.

blacks were better able to distinguish between the interviewing situation from "real life" and not to view the incident as a threat.<sup>156</sup>

The Schuman-Converse study dealt primarily with the militancy and hostility toward whites by blacks, but results showed that questions relating to discrimination and basic living conditions showed little interviewer effect.<sup>157</sup>

Hatchett and Schuman investigated the effect of black interviewers and found white respondents "to be at least as susceptible to race-of-interviewer effects as black respondents."<sup>158</sup> The practice or conclusion for both races tended to be the avoidance of offending an interviewer of the opposite race, and tended to be more frank with an interviewer of their own race.<sup>159</sup>

Previous evidence showed less educated blacks to be the most vulnerable to race-of-interviewer effects, but Hatchett and Schuman also found that highly-educated whites are the most easily manipulated in the interview.<sup>160</sup>

An investigation of Mexican-Americans interview bias found that data obtained from this group is as reliable as that obtained from other

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<sup>156</sup>Williams, "Interviewer-Respondent Interaction," 342.

<sup>157</sup>Schuman, "The Effect of Black and White Interviewers," 68.

<sup>158</sup>Shirley Hatchett and Howard Schuman, "White Respondents and Race-of-Interviewer Effect," Public Opinion Quarterly 39 (1974/1975), 527.

<sup>159</sup>Ibid.

<sup>160</sup>Ibid., 528.



ethnic groups.<sup>161</sup>

The studies of Williams, Dohrenwend, and Weis provided different results, but all found that friendliness affects bias (see Table 2.2).<sup>162</sup>

In summary, these findings suggest that any effort on the part of the interviewer to be overly friendly can produce bias quite similar to that found with social distance and/or race-of-interviewer differences. Phillips and Clancy supported these conclusions. They said the interviewer "may unknowingly and inadvertently communicate his views through paralinguistic, kinesic, and other cues, biasing the respondent's replies."<sup>163</sup>

#### Verbal Bias

Marketing investigations have shown that interviewers are often major sources of error in marketing field studies,<sup>164</sup> since the problem

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<sup>161</sup>Susan Welch, John Comer, and Michael Steinman, "Interviewing in a Mexican-American Community: An Investigation of Some Potential Sources of Response Bias," Public Opinion Quarterly 37 (Spring 1973), 126.

<sup>162</sup>Carol H. Weiss, "Interviewer Biasing Effects: Toward a Reconciliation of Findings," Public Opinion Quarterly 33 (1969/1970), 128.

<sup>163</sup>Derek L. Phillips and Kevin J. Clancy, "Modeling Effects in Survey Research," Public Opinion Quarterly 36 (1972/1973), 253.

<sup>164</sup>Harper W. Boyd, Jr., and Ralph Westfall, "Interviewer Bias Once More Revisited," Journal of Marketing Research 7 (May 1970), 249-53; \_\_\_\_\_, "Interviewers as a Source of Errors in Surveys," Journal of Marketing 19 (April 1955), 311-24; \_\_\_\_\_, "Interviewer Bias Revisited," Journal of Marketing Research 2 (February 1965), 58-63.

TABLE 2.2  
SOCIAL DISTANCE REPORTED IN THREE STUDIES

<u>Lowest</u>	<u>Intermediate</u>		<u>Highest</u>
Same Race, Same Class	Same Race, Different Class	Different Race, Same Class	Different Race Different Class
	Williams (Negro high/ low)		Williams (White high/ Negro low)
Dohrenwend (White middle)	Dohrenwend (White middle/ low)	Dohrenwend (White/Negro middle)	Dohrenwend (White middle/ Negro low)
Weiss (Negro low)	Weiss (Negro middle/ low)		

was first examined by William Salstrom, Research Assistant, Office of Public Opinion Research.<sup>165</sup>

The reduction of interviewer bias was a major theme of Herbert Hyman's Interviewing in Social Research and texts by Cantril and Parten. Manuals prepared for interviewers of the Survey Research Center<sup>166</sup> and the National Opinion Research Center (NORC)<sup>167</sup> are replete with detailed instructions to interviewers for projecting true objectivity and error-awareness.<sup>168</sup>

The studies by Sheatsley,<sup>169</sup> Collins,<sup>170</sup> Barrath and Cannell,<sup>171</sup> and others stress that special care should be taken in selecting and supervising interviewers, and that the most reliable means of detecting

<sup>165</sup>Cantril, Gauging Public Opinion, 107.

<sup>166</sup>Interviewers Manual, Survey Research Center, Institute of Social Research (Ann Arbor: University of Michigan, 1969).

<sup>167</sup>Interviewing for NORC, National Opinion Research Center (Denver: University of Denver, 1947), Revised edition.

<sup>168</sup>Robert Ferber and Hugh G. Wales, "Detection and Correction of Interviewer Bias," Public Opinion Quarterly 16 (Spring 1952), 107-27; J.S. Stock and J.R. Hochstim, "A Method of Measuring Interviewer Variability," Public Opinion Quarterly 15 (1951), 322-34; M.H. Hansen, W.N. Hurwitz, E.S. Marks, and W.P. Mauldin, "Response Errors in Surveys," Journal of the American Statistical Association 46 (1951), 147-90.

<sup>169</sup>Paul B. Sheatsley, "The Influence of Subquestions on Interviewer Performance," Public Opinion Quarterly 13 (Summer 1949), 312-13.

<sup>170</sup>W. Andrew Collins, "Interviewers' Verbal Idiosyncracies as a Source of Bias," Public Opinion Quarterly 34 (1970/1971), 416-22.

<sup>171</sup>Arpad Barath and Charles F. Cannell, "The Effect of Interviewer's Voice Intonation," Public Opinion Quarterly 40 (Fall 1976), 370-73.

interviewer bias, error, or cheating is prompt and careful verification of interview data.<sup>172</sup> Such methods have also been encouraged by Parten,<sup>173</sup> Eastlack,<sup>174</sup> Hyman,<sup>175</sup> and the Iowa Poll.<sup>176</sup>

Reviews of these studies on interviewer bias tend to contradict Cantril's thesis that interviewer bias cancels out and that final frequencies of opinion are not likely to be significantly wrong.<sup>177</sup> It is more likely that the impact of interviewer bias, as reported, is cumulative and can seriously affect the validity of survey data and analysis.

Studying interviewers' performance in actually reporting respondents' responses to survey questions, Collins found it was the interviewers, not the respondents, who are responsible for the type of data obtained.<sup>178</sup> He cited vocabulary (intrusion of preference words in the interviewing process) and verbosity (use of too few or too many words in questioning a respondent).<sup>179</sup> The "idiosyncratic preferences" of

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<sup>172</sup>Ferber, "Detection and Correction of Interviewer Bias," 126.

<sup>173</sup>Parten, Surveys, 402-43.

<sup>174</sup>J.O. Eastlack, Jr. and Henry Assael, "Better Telephone Surveys Through Centralized Interviewing," Journal of Advertising Research 6 (1966), 7.

<sup>175</sup>Hyman, Interviewing in Social Research, 348-60.

<sup>176</sup>Beverly Laws, Research Associate, The Iowa Poll, interview by telephone, April 19, 1977.

<sup>177</sup>Cantril, Gauging Public Opinion, 118.

<sup>178</sup>Collins, "Interviewers' Verbal Idiosyncracies," 422.

<sup>179</sup>Ibid., 420.

interviewers, Collins found, led them to consistently use certain words which biased open-end questions.

Further refining interviewer bias, Collins said that when recording responses, interviewers pervert results in two ways: (1) unsystematically, "by increasing random errors;" and (2) systematically, "by suppressing natural respondent variability."<sup>180</sup> Unsystematic errors are usually attributed to interviewer incompetence and systematic errors to consistent interviewer idiosyncracies<sup>181</sup> which combined for a double threat to survey validity.<sup>182</sup>

The influence of an interviewer's verbal utterances or murmurs has been frequently noted.<sup>183</sup> A complementary study by Matarazzo and Weitman further found that the length of answers was directly related to an interviewer's verbosity during the interview.<sup>184</sup> Collins concluded that such problems can only be controlled by demanding that interviewers record responses verbatim.<sup>185</sup> When this is not possible or does not occur, the conclusions and analysis of the survey data will be adversely

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<sup>180</sup>Ibid., 416.

<sup>181</sup>Ibid., 417.

<sup>182</sup>Ibid., 420.

<sup>183</sup>D. Hildum and R. Brown, "Verbal Reinforcement and Interview Bias," Journal of Abnormal and Social Psychology 64 (July 1956), 108-11.

<sup>184</sup>J.D. Matarazzo, M. Weitman, G. Saslow, and A. Wiens, "Interviewer Influence on Durations of Interviewee Speech," Journal of Verbal Learning and Verbal Behavior, Vol. 1 (1963), 451-58.

<sup>185</sup>Collins, "Interviewers' Verbal Idiosyncracies," 421-22.

affected.<sup>186</sup>

Concern about interviewers' verbal idiosyncracies was carried a step further when Barath and Cannell studied the effect of voice inflection during the interview process.<sup>187</sup> Their investigation found that voice-rising facilitated "yes-saying" and voice-dropping "nea-saying."<sup>188</sup> Interviewer reinforcement such as automatic and unconscious words ("good," "mm-hmm") was examined by Hildum and Brown, who found similar, but not dramatic biasing effects.<sup>189</sup>

These studies by Collins, Barath, and Cannell indicate that the type and quality of responses likely to be given by the respondent is directly related to the interviewer's verbal and attitudinal behavior.

### Selecting Interviewers

In an attempt to eliminate or at least minimize interviewer bias and error, special attention has been directed toward determining the personality characteristics, attitudes, and vital statistics which correlate highly with good interviewer performance.

In one of the first such studies, Sheatsley found women to be better interviewers than men, married men superior in the interview situation than single women, and psychology, sociology, and anthropology majors

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<sup>186</sup>Ibid., 422.

<sup>187</sup>Barath, "Effect of Interviewer's Voice Intonation," 370-73.

<sup>188</sup>Ibid., 373.

<sup>189</sup>Hildum, "Verbal Reinforcement," 109.

better in performance than others.<sup>190</sup>

The following table, taken from Hyman's text,<sup>191</sup> based its "quality of work" results on a median, overall rating of each group on a five-point scale ranging from 1.00 (poor) to 5.00 (excellent); the ratings encompassed free-answer, clerical, and sampling performance.<sup>192</sup>

Interviewers whose job experience involved the least contact with the outside public were rated highest, while those jobs related to personal approach or persuasion (salesmen, reporters, social workers, etc.) had the lowest ratings.<sup>193</sup>

In summary, the "ideal" interviewers are college graduates, especially those with instruction in public opinion theory, experienced interviewers, women, and those in the 35-44 age group.<sup>194</sup>

Recent criticism of face-to-face interviews as part of area samples has revealed instances where interviewers have fraudulently completed questionnaires for non-existent or not-at-home respondents. Wheeler contended that this aspect of personal interviewing has been one of the principle weaknesses of that type of field work: the phony interview. An interviewer might complete numerous questionnaires to save the

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<sup>190</sup>Boyd, "Interviewer Bias," 251.

<sup>191</sup>Hyman, Interviewing in Social Research, 290-91.

<sup>192</sup>Ibid., 280.

<sup>193</sup>Ibid.

<sup>194</sup>Ibid., 292.

TABLE 2.3

## PERFORMANCE OF NORC INTERVIEWERS AS RELATED TO PERSONAL CHARACTERISTICS

	No. of Months on Staff	Median Average Overall Rating	% Rated Above Average On		
			Free- Answers	Clerical Perfor- mance	Sampling Perfor- mance
All interviewers	7.98	3.06	35	33	30
Current staff	25.20	3.62	50	48	34
Men	5.08	2.95	32	34	31
Women	8.32	3.12	35	32	30
Single women	6.23	2.91	35	31	22
Married women	9.71	3.15	35	32	33
Age:					
Under 21	4.79	2.68	27	24	20
21-25	4.65	2.98	38	39	35
26-29	7.38	3.13	39	38	35
30-39	9.40	3.20	37	32	34
40-49	11.42	3.04	35	33	25
50-up	7.70	2.91	28	21	26
Education:					
Some graduate work	7.28	3.20	39	35	36
Completed college	7.48	3.17	40	30	35
Some college	8.44	2.99	35	35	29
No college	10.06	3.00	28	29	24
Major field of study:					
Psychology, socio- logy, anthropology	6.40	3.33	48	36	39
Other social science	7.12	3.09	40	27	29
Business and com- mercial	7.62	2.99	45	28	24
Physical science	6.70	3.22	38	36	38
Humanities, law	7.03	2.99	35	29	32
Fine arts	7.90	2.67	33	28	33
Employed full time	5.92	2.95	34	30	27
Employed part time	9.12	2.99	40	31	33
No other employment	8.75	3.12	35	33	31
Past job experience:					
None	8.70	3.00	29	34	26
Less than 2 years	6.82	3.11	42	34	37
2-5 years	8.35	3.12	38	37	32
5-10 years	5.77	3.06	35	28	33
Over 10 years	9.04	3.07	33	27	26



TABLE 2.3 (Continued)

	No. of Months on Staff	Median Average Overall Rating	% Rated Above Average On		
			Free- Answers	Clerical Perfor- mance	Sampling Perfor- mance
Experience with job:					
As teacher	8.45	3.16	38	30	35
Involving approach, persuasion	7.66	2.96	38	30	28
Involving public contact but little approach, persua- sion	8.95	3.05	31	28	24
Involving no public contact	8.10	3.17	36	38	35
Type of past inter- viewing experience:					
Student, academic surveys	7.60	3.38	44	44	46
Other opinion research	10.10	3.17	36	43	26
Consumer, market research	10.16	3.09	34	36	28
Informal unscien- tific surveys	7.55	3.00	35	27	27
No past experience	7.64	3.05	36	30	35
Supervision:					
Independent inter- viewer	8.64	3.05	35	31	31
Assistant to supervisor	7.00	3.17	32	40	26

trouble of personally spending time with the designated respondent; the degree of seriousness and extent of the problem arose recently when callbacks were made on a poll conducted by the Gallup organization for the New York Times and non-existent households and respondents were uncovered.<sup>195</sup>

Interviewer cheating, which is more widespread than many pollsters have been willing to admit,<sup>196</sup> did not receive much attention until the 1960s, and was minimized as a source of bias by Hyman.<sup>197</sup>

Survey bias, because of cheating, has been one of the major criticisms and drawbacks of quota sampling when interviewers select the respondent.<sup>198</sup> Daniel Katz alluded to this problem as early as 1942,<sup>199</sup> followed soon by the NORC.<sup>200</sup>

Evans theorized that cheating is a more common problem than many researchers like to think.<sup>201</sup> He reached this conclusion after careful verification by telephone and mail follow-ups.<sup>202</sup> He suggests preselection

<sup>195</sup>Michael Wheeler, Lies, Damn Lies, and Statistics: The Manipulation of Public Opinion in America (New York: Liveright, 1976), 95-96.

<sup>196</sup>Franklin B. Evans, "On Interviewer Cheating," Public Opinion Quarterly 25 (Spring 1961), 126.

<sup>197</sup>Hyman, Interviewing in Social Research, 240-42.

<sup>198</sup>Parten, Surveys, 271-72.

<sup>199</sup>Daniel Katz, "Do Interviewers Bias Poll Results," Public Opinion Quarterly 6 (1942), 248-68.

<sup>200</sup>Interviewing for NORC, rev. ed. (Denver: National Opinion Research Center, 1947), 125.

<sup>201</sup>Evans, "On Interviewer Cheating," 126.

<sup>202</sup>Ibid., 127.

of respondents and prohibiting interviewer recruitment from the ranks of the present interviewer's friends and acquaintances.<sup>203</sup> Daily verification of field work was also recommended.<sup>204</sup>

### Telephone Sampling and Interviewing

The use of the telephone in opinion research has generally met with skepticism since the beginning of modern surveying in the 1930s, but with the almost universal installation of household telephones, such procedures have become a more reliable means of measuring opinions.<sup>205</sup>

The debacle of the Literary Digest's national poll, which based much of its sample on telephone directories and automobile registration lists during the Great Depression,<sup>206</sup> laid the foundation for most of the doubts. Studies conducted during the last four decades have demonstrated that use of telephones for drawing a sample and for interviewing at that time would have seriously biased any survey results.<sup>207</sup> As late as 1948 the Chicago Tribune used a telephone poll incorrectly and prematurely predicted the wrong winner in the presidential election. This reinforced

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<sup>203</sup>Ibid.

<sup>204</sup>Ibid.

<sup>205</sup>Donald S. Tull and Gerald S. Albaum, "Bias in Random Digit Dialed Surveys," Public Opinion Quarterly 41 (Fall 1977), 389-95.

<sup>206</sup>Daniel Katz and Hadley Cantril, "Public Opinion Polls," Sociometry 1 (July 1939), 158.

<sup>207</sup>Parten, Surveys, 405-06.

the contention that telephone methodology produces biased samples and survey results.<sup>208</sup>

Repeated warnings have been directed toward the serious opinion researchers about the severe limitations of telephone directories for drawing samples.<sup>209</sup> And in listing the "do's" and "don'ts" of surveying, Backstrom and Hursh flatly assert "never interview by telephone."<sup>210</sup>

Such criticisms and shortcomings of telephone surveying applied to the social and economic conditions of the preceding decades, but the fact that today 93 percent<sup>211</sup> of all households in the United States and 83 percent<sup>212</sup> of those in Mississippi have at least one telephone has made opinion surveying by telephone feasible (see Table 2.4).

Since the 1968 election when the first accurate opinion surveys by telephone were conducted at both the national and state levels, the use of a telephone methodology by survey researchers has become more widely used<sup>213</sup> (see Appendix I). Today, virtually all market researchers

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<sup>208</sup>William Klecka and Al Tuchfarber, "The Efficacy of Random Digit Dialing," Survey Research, vol. 5, no. 1, January 1973, 14.

<sup>209</sup>Parten, Surveys, 249; Sydney Roslow and Laurence Roslow, "Unlisted Phone Subscribers are Different," Journal of Advertising Research 7 (August 1972), 35.

<sup>210</sup>Charles H. Backstrom and Gerald D. Hursh, Survey Research (Northwestern University Press, 1963), 138.

<sup>211</sup>A. Tuchfarber, "Random Digit Dialing: A Test of Accuracy and Efficiency," (Ph.D. dissertation, University of Cincinnati, 1974), 7.

<sup>212</sup>South Central Bell Telephone Company, Reference Library, Jackson, Mississippi 39232, personal letter, March 4, 1977.

<sup>213</sup>Charles Ramond, "The Art of Interviewing by Phone," New York Times 5 May 1974, sec. 3, 15.

TABLE 2.4

ESTIMATES OF PERCENT OF MISSISSIPPI HOUSEHOLDS WHICH HAVE AT LEAST ONE TELEPHONE -- SOUTH CENTRAL BELL AND THE INDEPENDENT COMPANIES

<u>South Central Bell</u>	<u>Independent</u>	<u>Total</u>	<u>Year</u>
Not Available	Not Available	45.0%	1960 <sup>214</sup>
Not Available	Not Available	67.4	1970 <sup>215</sup>
72.5%	4.0%	76.5	1971 <sup>216</sup>
75.0	4.0	79.0	1974 <sup>217</sup>
77.0	4.0	81.0	1975 <sup>218</sup>
79.0	4.0	83.0	1976 <sup>219</sup>
87.7	4.0	91.1	1981 <sup>220</sup>

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<sup>214</sup>Ingrid C. Kildegard, "Telephone Trends," Journal of Advertising Research, June 1966, 58.

<sup>215</sup>"Housing Characteristics for States, Cities, and Counties," Part 26: Mississippi, 1, U.S. Department of Commerce, Social and Economic Statistics Administration, Bureau of the Census, 1970.

<sup>216</sup>South Central Bell Telephone, Jackson, Mississippi 39232, Forecast & Development, Robert Hardy, Supervisor, letter dated March 4, 1977.

<sup>217</sup>Statistical Abstract of the United States: 1976, U.S. Department of Commerce, Bureau of the Census (97th ed.), Washington, D.C., 1976, 534.

<sup>218</sup>South Central Bell Telephone, personal letter.

<sup>219</sup>Ibid.

<sup>220</sup>Ibid.

conduct some surveys by telephone.<sup>221</sup>

The increasing acceptance of telephone surveying by reputable--but not all--opinion pollsters, coupled with the relative cost savings per interview, make opinion research more widely available and within the budget of even the most modestly funded operation. Blankenship has noted that professionally conducted telephone surveys are "the survey methodology of the future--if not the present."<sup>222</sup> Albert Sindlinger of Sindlinger and Company, which uses telephoning to conduct national opinion surveys, said, "Polling by telephone has come into its own . . . as service has reached people in all walks of life."<sup>223</sup>

The major and most valid criticism of telephone surveys has been that they include only those households with telephone service,<sup>224</sup> bypassing a true cross-section of the population,<sup>225</sup> which includes those who are not subscribers, as well as those who have requested that their numbers be unlisted, those who are omitted because of printing errors, and those who have recently moved.

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<sup>221</sup>A.B. Blankenship, "Listed Versus Unlisted Numbers in Telephone-Survey Samples," Journal of Advertising Research 17 (February 1977), 39.

<sup>222</sup>Ibid.

<sup>223</sup>"Political Pulse-Taking: How the Pollsters Do It," U.S. News & World Report 13 (October 16, 1972), 27.

<sup>224</sup>Alfred J. Tuchfarber and William R. Klecka, Random Digit Dialing: Lowering the Cost of Victimization Surveys (Police Foundation: University of Cincinnati, 1976): xx.

<sup>225</sup>Albert B. Blankenship, Consumer and Opinion Research (New York: Harper & Brothers Publishers, 1943), 49.

But personal (face-to-face) interviewers also have trouble locating the poor, black, less educated, and the cloistered upper classes; so both methodologies "have a propensity to underrepresent similar demographic characteristics."<sup>226</sup> (See Table 2.5<sup>227</sup> and Table 2.6<sup>228</sup>)

Leuthold and Scheele (1968, 1969) reported that a major group not likely to have telephones has been "isolates," who they define as not only people living in rural areas, but also recent arrivals into a community, who do not read mass media, who live alone, and who are not likely to participate in community affairs or to vote.<sup>229</sup>

Glasser and Metzger indicated that a substantial portion of the United States population resides in non-listed telephone households.<sup>230</sup> Tuchfarber (1971) has shown that for a northern industrial city, 30.3 percent of the households with telephones did not have the number listed in the local directory.<sup>231</sup> However, in Mississippi, figures from South Central Bell showed that six percent of the telephone households had

<sup>226</sup>Tuchfarber, Random Digit Dialing, xx.

<sup>227</sup>Ibid., 26.

<sup>228</sup>Ibid., 27.

<sup>229</sup>David A. Leuthold and Raymond Scheele, "Patterns of Bias in Samples Based on Telephone Directories," Public Opinion Quarterly 35 (1971/1972), 250-51.

<sup>230</sup>Gerald J. Glasser and Gale D. Metzger, "Random-Digit Dialing as a Method of Telephone Sampling," Journal of Marketing Research 9 (February 1972), 60.

<sup>231</sup>Tuchfarber, "Random Digit Dialing," 68.

TABLE 2.5  
 CHARACTERISTICS OF HOUSEHOLDS WITH A TELEPHONE  
 AVAILABLE VERSUS ALL HOUSEHOLDS NATIONWIDE, 1976

Household Characteristic	Percentage		
	Telephone	All	Difference
<u>Household Income</u>			
Less than \$3,000	9.3	11.4	-2.1
\$3,000-\$7,499	24.3	26.2	-1.9
\$7,500-\$9,999	12.8	12.8	0.0
\$10,000-\$14,999	24.9	23.4	+1.5
\$15,000-\$24,888	21.4	19.7	+1.7
\$25,000 or more	7.2	6.5	+0.7
<u>Race of Head</u>			
White and other	90.8	89.5	+1.2
Black	9.2	10.4	-1.2
<u>Age of Head</u>			
Under 25	8.1	9.8	-1.7
26-34	20.7	20.9	-0.2
35-49	25.8	24.9	+0.9
50-64	25.6	24.7	+0.9
65 or older	19.8	19.6	+0.2
<u>Sex of Head</u>			
Male	75.9	75.3	+0.6
Female	24.1	24.7	-0.6
<u>Education of Head</u>			
0-8 years	19.5	21.0	-1.5
9-12 years	45.1	45.4	-0.3
More than 12 years	35.4	33.6	+1.8
<u>Housing Tenure</u>			
Own	67.8	64.1	+3.7
Rent or no cash rent	32.2	35.9	-3.7
<u>Persons Aged 12+ in Household</u>			
Mean	2.31	2.27	+0.04
<u>Personal Incidents in Household</u>			
Mean	.143	.144	-0.001
<u>Household Incidents in Household</u>			
Mean	.124	.129	-0.005



TABLE 2.6  
 CHARACTERISTICS OF PERSONS WITH A TELEPHONE  
 AVAILABLE VERSUS ALL HOUSEHOLDS NATIONWIDE, 1976

Personal Characteristic	Percentage		
	Telephone	Total	Difference
<u>Race</u>			
White and other	90.5	89.4	+1.1
Black	9.5	10.6	-1.1
<u>Sex</u>			
Male	47.4	47.6	-0.2
Female	52.6	62.4	+0.2
<u>Age</u>			
12-17	14.8	14.7	+0.1
18-24	14.2	15.5	-1.3
25-34	18.2	18.3	-0.1
35-49	20.8	20.2	+0.6
50-64	19.1	18.6	+0.5
65 or older	13.0	12.8	+0.2
<u>Education Completed</u>			
0-8 years	22.2	23.3	-1.1
9-12 years	49.5	49.6	-0.1
More than 12 years	28.2	27.1	+1.1
Sample Size	20,232	21,994	

requested unlisted numbers.<sup>232</sup> A related article has indicated that in the South (1974), 15.7 percent of the telephone households were unlisted for a variety of reasons, but instances of non-listings in this region appear to be decreasing.<sup>233</sup>

Blankenship reported a Marketing and Research Counselors, Inc. study which found the various reasons for which households were omitted: .8 percent were listed incorrectly; 10.8 percent were unlisted by request; 2.9 percent, too new to be listed; subsequently, 14.5 percent of the households in the southern region of the United States had unlisted numbers.<sup>234</sup>

Studies by Brunner,<sup>235</sup> Glasser and Metzger,<sup>236</sup> Blankenship,<sup>237</sup>

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<sup>232</sup>South Central Bell Telephone Company, Reference Library, Jackson, Mississippi 39232, personal letter, 28 August 1977. (NOTE: It has not been possible to determine an estimate of the number of households in Mississippi which have non-listed numbers because of errors or recent changes nor has it been possible to ascertain the characteristics of those households which do or do not have telephones: South Central Bell, U.S. Census, or Research & Development Center.)

<sup>233</sup>Gerald J. Glasser and Gale D. Metzger, "National Estimates of Nonlisted Telephone Households and Their Characteristics," Journal of Marketing Research 12 (August 1975), 360.

<sup>234</sup>Blankenship, "Listed Versus Unlisted Numbers," 41.

<sup>235</sup>James A. Brunner and G. Allen Brunner, "Are Voluntarily Unlisted Telephone Subscribers Really Different?" Journal of Marketing Research 13 (February 1971), 122.

<sup>236</sup>Gerald J. Glasser and Gale D. Metzger, "National Estimates of Nonlisted Telephone Households and Their Characteristics," Journal of Marketing Research 12 (August 1975), 361.

<sup>237</sup>Blankenship, "Listed Versus Unlisted Numbers," 41.

Rowlow and Roslow,<sup>238</sup> and Tuchfarber<sup>239</sup> have all found that those families or individuals who do not have telephones listed, regardless of the reasons, are different in many ways from those who do:<sup>240</sup> "They tend to have characteristics different from those individuals in listed households."<sup>241</sup>

Studies have shown that "significantly more men and women 18 to 34 and less men and women 50 and over" live in non-listed telephone households.<sup>242</sup> The Blankenship study contained evidence that the percentage of homes with unlisted telephones is higher among non-whites than among whites.<sup>243</sup>

Studies which deal with the practicality of using telephone directories as a sample source continue to point out the biased nature of such samples. These studies show that the main limitation to using such listings is that the lower socio-economic groups,<sup>244</sup> the young,<sup>245</sup>

<sup>238</sup>Roslow, "Unlisted Phone Subscribers," 38.

<sup>239</sup>Tuchfarber, Random Digit Dialing, 102-03.

<sup>240</sup>Parten, Surveys, 167; Jay W. Schmiedeskamp, "Reinterviews by Telephone," Journal of Marketing 26 (January 1962), 29.

<sup>241</sup>Age, racial, and educational differences are the most prominent. Tuchfarber, Random Digit Dialing, 101.

<sup>242</sup>Glasser, "National Estimates," 361.

<sup>243</sup>Blankenship, "Listed Versus Unlisted Numbers," 42.

<sup>244</sup>Parten, Surveys, 86; Glasser, "National Estimates," 361; Brunner, "Are Voluntarily Unlisted Telephone Subscribers Really Different?" 253.

<sup>245</sup>Brunner, "Are Voluntarily Unlisted Telephone Subscribers Really Different?" 32; Blankenship, "Listed Versus Unlisted Numbers," 40; Leuthold, "Patterns of Bias," 253.

divorced,<sup>246</sup> and the socially mobile<sup>247</sup> tend to be omitted from the survey.

But a 1970 California pre-election poll, relying on a directory sampling methodology, reported that the final poll results closely paralleled the voter registration in the population, although some over-representations were evident.<sup>248</sup>

Similarly, DeLoss Walker & Associates, a Memphis, Tennessee, advertising firm which had Maurice Dantin<sup>249</sup> as a client during the 1975 Mississippi gubernatorial campaign, used telephone directories for its sampling.<sup>250</sup> The administrator of these state-wide polls reported the survey results were "in most cases close to the final results."<sup>251</sup>

The decision to base an opinion survey on a telephone directory procedure should depend not only on the particular socio-economic conditions of a community or region but also on the homogeneity of the population. Yet the proportion of those households with unlisted telephones, multiple listings, and omissions because of dated directories will continue to plague the opinion researcher using samples drawn from telephone

<sup>246</sup>Brunners, "Are Voluntarily Unlisted Telephone Subscribers Really Different?" 121; Leuthold, "Patterns of Bias," 253.

<sup>247</sup>Leuthold, "Patterns of Bias," 253; Tuchfarber, "Random Digit Dialing," 22.

<sup>248</sup>Serena E. Wade, "A California Pre-Election Telephone Poll," Journalism Quarterly 49 (Spring 1972), 130.

<sup>249</sup>Wayne Weidie, "The Political Scene," 2 June 1977.

<sup>250</sup>Dr. Harry Summer, Chairman, Department of Marketing, Memphis State University, Interview, April 15, 1977.

<sup>251</sup>Ibid.

listings.<sup>252</sup> However, Stock argues that such listings, imperfect though they may be, "are far more current than the maps used in area sampling."<sup>253</sup> He pointed out that the telephone directories accurately reflect shifts in population and recent changes in the neighborhood composition within six months of the time the directory is compiled, whereas more static maps used in area samples are unlikely to change through the years.<sup>254</sup>

### Survey Costs

Public opinion surveying in any form has become an expensive undertaking, and there are no indications this will change. This process has become so costly that candidates for lesser political offices<sup>255</sup> and the less affluent businesses are often excluded from the use of quality opinion research. The relative cost of mail, telephone, or personal interviews reflects the necessity for developing survey methods within the financial reach of the less than financially elite client.

Face-to-face interviewing, burdened with the required costs of drawing complex area samples and travel expenses, is the most expensive method of surveying. However, telephone and mail surveys can be

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<sup>252</sup> Joseph B. Perry, Jr., "A Note on the Use of Telephone Directories as a Sample Source," Public Opinion Quarterly 32 (1968/1969), 694.

<sup>253</sup> J. Stevens Stock, "How to Improve Samples Based on Telephone Listings," Journal of Advertising Research 2 (September 1962), 50.

<sup>254</sup> Tuchfarber, Random Digit Dialing, 13.

<sup>255</sup> Dan Nimmo, The Political Persuaders: The Techniques of Modern Election Campaigns (Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1970), 87.

relatively inexpensive. Travel expenses required for personal interviewing are not needed in telephone surveys; telephone toll charges are the basic cost element.

Hochstim found that while the responses to the three principle methods--mail, telephone, and personal questioning--are interchangeable, it is the cost per interview which has become one of the most decisive factors in determining which survey method to use.<sup>256</sup> The cost of face-to-face interviews, which include sample design, processing and tabulation, is likely to run \$10 or more; and the interview involving in-depth questioning may be "three to five times as high."<sup>257</sup>

A similar opinion, expressed by Tuchfarber, was that in-person interviewing costs more than three times that of telephone interviewing,<sup>258</sup> and can increase to \$25 to \$50 an interview for good surveys based on complex probability samples and personal interviews.<sup>259</sup>

The Iowa Poll, sponsored by the Des Moines (Ia.) Register and Tribune, reported interviewing costs of \$3000, based on an area sample of 600 personal interviews, every three months;<sup>260</sup> this is extended to

<sup>256</sup>Joseph R. Hochstim, "A Critical Comparison of the Three Strategies of Collecting Data from Households," Journal of the American Statistical Association 62 (September 1967), 986.

<sup>257</sup>Thomas T. Semon, et al., "Sampling in Marketing Research," Journal of Marketing 23 (January 1959), 271.

<sup>258</sup>Tuchfarber, Random Digit Dialing, 19.

<sup>259</sup>Ibid., 5.

<sup>260</sup>Glenn Roberts, Director, Des Moines (Ia.) Register and Tribune and Iowa Poll, personal letter, 10 March 1977.

every two months during political campaigns.<sup>261</sup> The cost is solely for interviewing time, excluding administration and tabulation of the poll results.<sup>262</sup> By contrast, statewide telephone surveys conducted by the Cincinnati-based Ohio Poll cost an average of \$1.50 to \$2.00 (1971) for each completed interview of five to six minutes in length.<sup>263</sup>

Today, it is not unusual for a political candidate to pay \$15,000 to \$20,000 for an in-depth national or statewide poll.<sup>264</sup> In Mississippi, a comprehensive opinion survey usually costs \$8,000 to \$15,000,<sup>265</sup> but recent Mississippi political polls of 500 respondents reported by senatorial and gubernatorial candidates indicate that one poll cost from \$10,000 to \$20,000.<sup>266</sup> Congressional district polls usually cost approximately \$10,000 and city-wide, \$3,000 (1967).<sup>267</sup>

With each in-home interview costing between \$10 and \$25, both national and regional pollsters and clients have generally become more willing to tolerate four percent sampling error with smaller sample sizes

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<sup>261</sup>Ibid.

<sup>262</sup>Ibid.; Glenn Roberts, "61 Percent Expect Carter To Do Well," Des Moines (ia.) Sunday Register, 30 January 1977.

<sup>263</sup>Tuchfarber, Random Digit Dialing, 13.

<sup>264</sup>Nimmo, Political Persuaders, 87.

<sup>265</sup>Wayne Weidie, "The Political Scene," Ocean Springs Record, 2 June 1977.

<sup>266</sup>Wayne Weidie, personal letter, 15 February 1977.

<sup>267</sup>Nimmo, Political Persuaders, 87.

for about \$15,000 to \$20,000.<sup>268</sup>

The sampling design also has an effect on survey costs. While cluster sampling will result in greater variance than a sample of the same size of individually selected elements, the cost per element is lower for cluster sampling than for random selection.<sup>269</sup> The variance desired and optimal costs for each element incurred must be considered when the production of an economical yet reliable survey is desired.<sup>270</sup>

Stephen and McCarthy contend that this relative efficiency is one of the major problems of survey design: cost of performing the sampling operation and obtaining measurement of opinion from the desired respondent.<sup>271</sup> But the final worth of the survey operation may be directly related to the difficulty associated with "making the model fit or match the actual operations."<sup>272</sup>

The Public Opinion Survey Unit, University of Missouri, reported in 1973 that it "has found no shortcuts that can be used for telephone surveys that can't be used for personal interview surveys."<sup>273</sup> And the

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<sup>268</sup>Ibid., 96.

<sup>269</sup>Leslie Kish, Survey Sampling (New York: John Wiley & Sons, Inc. 1965), 263.

<sup>270</sup>Ibid.

<sup>271</sup>Frederick F. Stephan and Philip J. McCarthy, Sampling Opinions (New York: John Wiley & Sons, Inc., 1958), 111.

<sup>272</sup>Ibid.

<sup>273</sup>"Interviewing in Telephone Surveys," Survey Research, vol. 5, no. 1 (January 1973), 13.



Public Opinion Center (Dayton, Ohio) not only found telephone interviewing more convenient, but survey costs were cut 25 to 30 percent when compared with face-to-face interviewing for the same data.<sup>274</sup>

But the Survey Research Program (Boston) contends that costs for telephone interviews are not comparable with those for personal interviews since more clerical work has been required to obtain numbers for addresses from a master list of city directories and lists of specialized populations.<sup>275</sup>

#### Mail Interviewing

While traditional opinion researchers continue to contend that personal interviews are the most reliable, mail surveys continue to maintain broad usage among opinion and marketing researchers despite recognized drawbacks because of nonresponse.<sup>276</sup> (See Table 2.7)

Mail surveys can be less expensive than telephone surveys and certainly face-to-face interviews, but nonresponse rates are generally much higher<sup>277</sup> and indications are that those who do respond are demographically different from those who do not.<sup>278</sup> (See Table 2.8)

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<sup>274</sup>Tom Weller, "Telephone Interviewing Procedures," Survey Research, vol. 5, no. 1 (January 1973), 13.

<sup>275</sup>"Interviewing in Telephone Surveys," 12.

<sup>276</sup>Tuchfarber, Random Digit Dialing, 17.

<sup>277</sup>Parten, Surveys, 95.

<sup>278</sup>Ibid.

TABLE 2.7 <sup>279</sup>

## MAJOR ADVANTAGES OF THE THREE INTERVIEWING METHODS

Advantage	Method		
	Personal	Mail	Telephone
Inexpensive	No	Yes	Yes
Random sampling generally feasible	No	No	With RDD
Entire spectrum of the population potentially contactable	Yes	No	No
Sampling of special populations	Yes	With list	Sometimes
Easy to cover large geographic area	No	Yes	Yes
Control over who is actual respondent	Yes	No	Yes
High response rate	Sometimes	No	Yes
Easy call-backs and follow-ups	No	No	Yes
Long interviews generally possible	Yes	Sometimes	Sometimes
Explanations and probings possible	Yes	No	Yes
Visual materials may be presented	Yes	Yes	No
Nonthreatening to respondent	No	Yes	Yes
Interviewer can present credentials	Yes	Yes	No
Safe for interviewers	No	N.A.	Yes
Easy supervision of interviewers	No	N.A.	Yes

<sup>279</sup>Tuchfarber, Random Digit Dialing, 17.

TABLE 2.8 <sup>280</sup>

REASONS GIVEN BY NON-RESPONDENTS  
FOR NOT REPLAYING TO ORIGINAL QUESTIONNAIRE

Mislaid it	22.4%
Overlooked answering	20.8
Already filled out and returned questionnaire	14.8
Too busy at the time	10.0
Away from home	10.0
Never received it	8.8
Not interested in subject	4.2
Don't answer questionnaires	3.0
Ill when received	2.1
Enjoyed questionnaire and kept it	1.2
All others/No answer	<u>2.7</u>
Total	100.0%

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<sup>280</sup>Paul L. Erdos, Professional Mail Surveys (New York: McGraw Hill Book Company, 1972), 42.

According to Kish, higher response rates for mail questionnaires can be enhanced. Skillful, brief questions are required. Response rates of 80 to 90 percent have been obtained from three or four mailings. Interview follow-ups have raised response rates. Low responses from the first and second mailings should not be accepted because selection biases are likely to be present.<sup>281</sup>

The use and placement of colorful stamps,<sup>282</sup> inducements to respond,<sup>283</sup> attractive lettering and type style,<sup>284</sup> personalized approaches,<sup>285</sup> and follow-up notices<sup>286</sup> in mass mailings of schedules have been important considerations in getting optimum response when surveying by mail. Yet responses may still remain lower than needed for reliable and valid studies.<sup>287</sup>

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<sup>281</sup>Kish, Sampling 539; James S. House, Wayne Gerber, and Anthony J. McMichael, "Increasing Mail Questionnaire Response: A Controlled Replication and Extension," Public Opinion Quarterly 41 (Spring 1977), 95-99; Thomas Vocino, "Three Variables in Stimulating Response to Mailed Questionnaires," Journal of Marketing 41 (October 1977), 76-77.

<sup>282</sup>R.A. Robinson, "How to Boost Returns from Mail Surveys," 237 Printers' Ink (June 6, 1952), 35-37.

<sup>283</sup>F.B. Waisanen, "A Note on the Response to a Mailed Questionnaire," Public Opinion Quarterly 18 (Summer 1954), 210-12.

<sup>284</sup>ErDOS, Professional Mail Surveys, 40-48.

<sup>285</sup>Don A. Dillman and James H. Frey, "The Contribution of Personalization to Mail Questionnaire Response, as an Element of a Previously Tested Method," Journal of Applied Psychology 59 (1974), 297-301; Edwin H. Carpenter, "Personalizing Mail Surveys: A Replication and Reassessment," Public Opinion Quarterly 38 (1974-1975), 614-20.

<sup>286</sup>John J. Watson, "Improving the Response Rate on Mail Research," Journal of Advertising Research 5 (June 1965), 48-50.

<sup>287</sup>Parten, Surveys, 95.

An additional problem with mail surveys has been that the researcher or sponsor has no real control over the actual completion of the questionnaire, including the opportunity to clarify the meaning of questions or instructions.<sup>288</sup>

Wiseman has found mail responses are less likely to elicit response bias to socially undesirable questions than telephone or personal interviews elicit.<sup>289</sup> The greater privacy afforded the respondent completing a mailed questionnaire is the reason.<sup>290</sup> But other studies have indicated that sensitive information on such subjects as contraceptive use<sup>291</sup> and drinking habits<sup>292</sup> are also accessible by telephone.

### Responses

Colombotos has argued that telephone interviewing is no more likely to result in socially acceptable responses than personal interviews,<sup>293</sup> and the quality of information obtained from telephone

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<sup>288</sup> Ibid., 96.

<sup>289</sup> Frederick Wiseman, "Methodological Bias in Public Opinion Surveys," Public Opinion Quarterly 36 (1972-1973), 107.

<sup>290</sup> Ibid.

<sup>291</sup> Lolagene Coombs and Ronald Freedman, "Use of Telephone Interviews in a Longitudinal Fertility Study," Public Opinion Quarterly 28 (Spring 1964), 112-17.

<sup>292</sup> Hochstim, "A Critical Comparison of Three Strategies," 985.

<sup>293</sup> J. Colombotos, "Personal Versus Telephone Interviews: Effect On Responses," Public Health Reports 84 (1966), 773-82.

interviewing has been defended by Rogers,<sup>294</sup> Hochstim,<sup>295</sup> and Payne.<sup>296</sup> But Larsen (1952) raised questions about the validity to responses obtained from telephone survey research. He said telephone respondents appear more likely to exaggerate claims of behavior or action.<sup>297</sup>

Rogers found that while responses to mail, telephone, and personal interviews were generally interchangeable,<sup>301</sup> face-to-face interviewing was the most open to bias, and mail questioning was the most neutral opinion-gathering instrument.<sup>299</sup> Payne observed that "almost anything that can be asked in person can also be investigated by telephone."<sup>300</sup> However, telephone interviews are limiting in length.<sup>301</sup> Moreover, scale-type questions are impractical during telephone interviews.<sup>302</sup>

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<sup>294</sup>Theresa F. Rogers, "Interviews by Telephone and in Person: Quality of Responses and Field Performance," Public Opinion Quarterly 40 (Spring 1976), 51-65.

<sup>295</sup>Hochstim, "A Critical Comparison of Three Strategies," 989.

<sup>296</sup>Stanley L. Payne, "Some Advantages of Telephone Surveys," Journal of Marketing 20 (January 1956), 278-81.

<sup>297</sup>Otto N. Larsen, "The Comparative Validity of Telephone and Face-to-Face Interviews in the Measurement of Message Diffusion From Leaflets," American Sociological Review 17 (August 1952), 476.

<sup>298</sup>Rogers, "Interviews by Telephone," 54.

<sup>299</sup>Ibid.

<sup>300</sup>Payne, "Some Advantages," 280.

<sup>301</sup>Parten, Surveys, 87; Blankenship, Consumer and Opinion Research, 50.

<sup>302</sup>Wheatley, "Self-administered Written Questionnaires," 93.

A survey of academic research organizations by the Survey Research Laboratory, University of Illinois, found that telephone questionnaires most often contain fewer open-end questions and that response cards naturally are not used.<sup>303</sup>

Parten indicated that about 30 telephone interviews can be completed an hour "when only a few questions are asked;" but the use of call-backs will probably reduce this rate by 75 percent.<sup>304</sup>

Recent studies testing the tolerance of a respondent to answer lengthy and detailed questionnaires over the telephone have been conducted indirectly by Rogers,<sup>305</sup> Tuchfarber,<sup>306</sup> Hochstim,<sup>307</sup> Locander and Burton,<sup>308</sup> Wade,<sup>309</sup> and Kegeles et al.<sup>310</sup> These interviews have lasted from two minutes for certain radio surveys,<sup>311</sup> five minutes for

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<sup>303</sup>Parten, Surveys, 145.

<sup>304</sup>Ibid.

<sup>305</sup>Rogers, "Interviews by Telephone," 53.

<sup>306</sup>Tuchfarber, Random Digit Dialing, 20.

<sup>307</sup>Hochstim, "A Critical Comparison of Three Strategies," 977.

<sup>308</sup>William B. Locander and John P. Burton, "The Effect of Question Form on Gathering Income Data by Telephone," Journal of Marketing Research 13 (May 1976), 190.

<sup>309</sup>Wade, "A California Pre-Election Telephone Poll," 131.

<sup>310</sup>S. Stephen Kegeles, Clinton F. Fink, and John P. Kirscht, "Interviewing a National Sample by Long-Distance Telephone," Public Opinion Quarterly 38 (1969/1970), 413.

<sup>311</sup>Parten, Surveys, 87.

the Ohio Poll,<sup>312</sup> to 75 minutes.<sup>313</sup>

None of these studies have reported that length was in any way detrimental to the final results of the survey nor did the length result in termination of a significantly sufficient number of interviews. This was especially true when the question content was "interesting."<sup>314</sup>

When compared with the length of personal interviews, many researchers and organizations have reported the use of shorter questionnaires for telephone interviews, yet a comparable number have indicated that length remained unchanged, regardless of the method used.<sup>315</sup> Rogers credited such results to the relatively unobtrusive nature of the telephone interview and the style of questioning.<sup>316</sup>

Other important criticisms have been that telephone interviews prevent the use of visual material,<sup>317</sup> and that the validity of the interviewer's credentials may not be (and cannot be) sufficiently convincing.<sup>318</sup>

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<sup>312</sup>Tuchfarber, Random Digit Dialing, 14.

<sup>313</sup>Kegeles, "Interviewing a National Sample," 413.

<sup>314</sup>Tuchfarber, Random Digit Dialing, 16.

<sup>315</sup>"Interviewing in Telephone Surveys," 9.

<sup>316</sup>Rogers, "Interviews by Telephone," 53.

<sup>317</sup>Payne, "Some Advantages of Telephone Surveys," 280.

<sup>318</sup>Tuchfarber, "Random Digit Dialing," 18.



### Telephone Interviewing

It would be absurd to say that visual material can be presented to a respondent with existing telephone set-ups.<sup>319</sup> But scales, comparable to Gallup's "scalometer" technique,<sup>320</sup> for face-to-face interviewing, can be adapted to telephone usage, according to a comparative study by Wheatley.<sup>321</sup> He contends that by using the telephone dial (numbers 1 to 9) as the scale which would normally be visually presented to the respondent in the personal situation, it has been possible to use bi-polar scales and numerical values to measure the depth, degree, and intensity of opinions and attitudes.<sup>322</sup>

Many respondents consider a personal telephone call to be less obtrusive and a more private encounter than face-to-face interviews.<sup>323</sup> Contrary to the general opinion, respondents tend to answer complex questions, reveal their family and personal incomes, educational attainment, and past voting habits.<sup>324</sup>

While Colombotos<sup>325</sup> and Rogers determined that subjects are "less

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<sup>319</sup>"Interviewing in Telephone Surveys," 9.

<sup>320</sup>"Gallupmeter," Newsweek 41 (June 29, 1953), 26.

<sup>321</sup>John J. Wheatley, "Self-Administered Written Questionnaires or Telephone Interviews," Journal of Marketing Research 10 (February 1973) 94.

<sup>322</sup>Wheatley, "Self-Administered Written Questionnaires," 95.

<sup>323</sup>Rogers, "Interviews by Telephone," 53.

<sup>324</sup>Ibid.

<sup>325</sup>Colombotos, "Personal Versus Telephone Interviews," 775.

likely to give socially desirable responses on the telephone than in person,<sup>326</sup> the face-to-face method has been more accurate in obtaining income information.<sup>327</sup>

Hauck and Cox indicated that the credentials of the telephone interviewer must be presented within the first minute of the interview and that sufficient information must be provided about the survey to alleviate any suspicions or fears the potential respondent might have.<sup>328</sup> This rapport-building approach also minimizes refusals.

Falthzik ascertained that the day of the week can be important in obtaining completed telephone interviews.<sup>329</sup> His study found that Monday, Tuesday, Wednesday, and Thursday have been the best days for contacting potential respondents by telephone.<sup>330</sup>

While George Gallup and the Lou Harris organizations rely almost entirely on personal, house-to-house surveying, Yankelovich, Skelley & White,<sup>331</sup> the 1972 national and state pollster for the New York Times,<sup>332</sup>

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<sup>326</sup>Rogers, "Interviews by Telephone," 53.

<sup>327</sup>Ibid.

<sup>328</sup>Mathew Hauck and Michael Cox, "Locating a Sample by Random Digit Dialing," Public Opinion Quarterly 38 (Summer 1974), 260.

<sup>329</sup>Alfred M. Falthzik, "When to Make Telephone Interviews," Journal of Marketing Research 9 (November 1972), 452.

<sup>330</sup>Ibid.

<sup>331</sup>"Polls Apart," Newsweek.80 (October 9, 1972), 31.

<sup>332</sup>Wheeler, Lies, Damn Lies, 102.

and Sindlinger & Company<sup>333</sup> rely completely on telephone sampling and interviewing methodologies.

Yet, many national pollsters, including Gallup and Harris, have on occasion used telephones as part of the interviewing process.<sup>334</sup> This has usually been done in those emergency situations when quick responses are required and the answers can be kept short and simple.<sup>325</sup> George Gallup conducted such a telephone survey immediately after one of Richard Nixon's broadcasts of a speech in defense of his administration's Vietnam policy.<sup>336</sup>

Pat Caddell, the political pollster for George McGovern in the 1972 presidential campaign, uses the telephone only to contact respondents who have previously been interviewed in person.<sup>337</sup> This re-interviewing technique has also been recommended in an article by Schmiedeskamp, who advocated follow-up rather than the "cold" approach.<sup>338</sup>

Regardless of the advantages or disadvantages of telephone survey research, Sindlinger concluded that above all "it is the immediacy that

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<sup>333</sup>"Political Pulse-Taking," U.S. News & World Report, 26.

<sup>334</sup>Leo Bogart, Silent Politics: Polls and the Awareness of Public Opinion (New York: Wiley-Interscience, John Wiley & Sons, Inc., 1972), 216.

<sup>335</sup>"A Primer on Poll-Taking," Newsweek 87 (January 5, 1976), 17.

<sup>336</sup>Bogart, Silent Politics, 216.

<sup>337</sup>"Polls Apart," 31.

<sup>338</sup>Schmiedeskamp, "Reinterviews," 62.

can be attained by telephone" that makes it valid.<sup>339</sup>

#### Refusal Rates and Non-Response

Cooperation of respondents is vital to the accuracy of opinion surveys based on scientifically drawn samples. Gaining the confidence of the respondent and keeping refusals to a minimum improves the reliability and validity of the final results.

Most commercial and academic survey researchers can be satisfied when personal interview surveys have response rates exceeding 80 percent. In fact, they are often satisfied to achieve 70 percent.<sup>340</sup> However, by their very nature, mail surveys have considerably lower response rates. But properly managed centralized telephone interviewing can achieve high response rates--in the range of 90 to 95 percent with a minimum of refusals.<sup>341</sup> Call-backs and follow-up interviews are more easily managed and accomplished by telephone.<sup>342</sup>

Parten has said refusal rates for telephone surveys "seldom amount to more than 2 or 3 percent of the total."<sup>343</sup> But no-answers have caused the greatest losses in telephone sample size.<sup>344</sup>

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<sup>339</sup>"Political Pulse-Taking," U.S. News & World Report, 27; Parten, Surveys, 91.

<sup>340</sup>Tuchfarber, Random Digit Dialing, 14-15.

<sup>341</sup>Ibid., 15.

<sup>342</sup>Ibid.

<sup>343</sup>Parten, Surveys, 87.

<sup>344</sup>Ibid.

In probability sampling, according to Semon,<sup>345</sup> it is seldom "possible to reach and interview 90 percent" of the sample, and often it will be as little as 75 or 80 percent.<sup>346</sup> This is important because the lower the percentage the less reliable the results; respondents not reached may and usually do differ in many ways from those who are more easily contacted.<sup>347</sup>

A Kegeles study observed a refusal rate of 4 percent and a gross response of 79 percent.<sup>348</sup> In using centralized interviewing, coupled with the added advantages of WATS lines, Eastlack and Assaul obtained a final refusal rate of 9 percent.<sup>349</sup> The Sindlinger telephone polls have reported a 35 percent no-answer problem and a usual 5 percent refusal rate.<sup>350</sup>

The Gallup Poll has obtained response rates of up to 92 percent when not using a call-back method.<sup>351</sup> But the Harris Poll generally encounters between 10 and 15 percent refusals.<sup>352</sup> A Walter DeVries

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<sup>345</sup>Semon, "Sampling in Marketing Research," 266.

<sup>346</sup>Ibid.

<sup>347</sup>Ibid.

<sup>348</sup>Kegeles, "Interviewing a National Sample," 416.

<sup>349</sup>J.O. Eastlack, Jr., and Henry Assaul, "Better Telephone Surveys Through Centralized Interviewing," Journal of Advertising Research 6 (1966), 7.

<sup>350</sup>"Political Pulse-Taking," U.S. News & World Report, 27.

<sup>351</sup>Nimmo, Political Persuaders, 102.

<sup>352</sup>Ibid.

post-election survey of Mississippi in 1975 reported an unusually high refusal rate of 20 percent,<sup>353</sup> which the pollster could not explain.<sup>354</sup> Glenn Roberts, director of the Iowa Poll, noted that because of the public's awareness of the reputable nature of that statewide poll, refusal rates as low as three to five percent have not been uncommon.<sup>355</sup>

In one study to find methods to reduce refusals in telephone interviews, rates varied from 0 to 20 percent.<sup>356</sup> But refusal rates, it was found, tend to be higher for heterogeneous populations rather than homogeneous ones.<sup>357</sup>

Prior mail notification of an impending interview has lowered the refusal rate by 50 percent in some cases,<sup>358</sup> but Brunner and Carroll have found that prior telephone appointments can often have a detrimental effect on the overall return and completion rates.<sup>359</sup> They assumed this was because of the ease with which the respondent could promptly hang up the telephone.<sup>360</sup> Again, the significance of building rapport with the

<sup>353</sup>Wayne Weidie, "The Political Scene," 3 December 1975.

<sup>354</sup>Paul Pittman, interview held July 1977.

<sup>355</sup>Glenn Roberts, telephone interview held April 1977.

<sup>356</sup>Don A. Dillman, Jean Gorton Gallegos, and James H. Frey, "Reducing Refusal Rates for Telephone Interviews," Public Opinion Quarterly 40 (Spring 1976), 67.

<sup>357</sup>Ibid., 75.

<sup>358</sup>Dillman, "Reducing Refusal Rates," 75.

<sup>359</sup>G. Allen Brunner and Stephen J. Carroll, Jr., "The Effect of Prior Telephone Appointments on Completion Rates and Response Content," Public Opinion Quarterly 31 (1966/1968), 654.

<sup>360</sup>Ibid.

respondent is of primary importance.<sup>361</sup> The interviewer's role in reducing refusals and making call-backs is not to be underestimated,<sup>362</sup> because the interviewer's ability to convey the necessary sincerity and trust can be positively correlated with telephone voice and manner.<sup>363</sup>

Costs can be minimized in such situations by taking a large sample of first interviews and calling back a fraction of those not reached the first time.<sup>364</sup> In fact, call-backs have been the most successful and common means for reducing the overall rate of non-response, especially for not-at-homes.<sup>365</sup> And studies have shown that respondents reached on later calls are significantly different demographically than those reached on the first call.<sup>366</sup>

Substitutions, according to Kish, are a naive approach to dealing with non-responses, particularly "when they merely replace non-response with more elements that resemble responses already in the sample."<sup>367</sup> A more acceptable and widely used form of duplication is weighting, in

<sup>361</sup>Hauck, "Locating a Sample," 260.

<sup>362</sup>Parten, Surveys, 88.

<sup>363</sup>Ibid.; Arpad Barath and Charles F. Cannell, "Effect of Interviewer's Voice Intonation," Public Opinion Quarterly 40 (Fall 1976), 370-73.

<sup>364</sup>Ibid.

<sup>365</sup>Kish, Sampling, 550.

<sup>366</sup>Ernest R. Hilgard and Stanley L. Payne, "Those Not at Homes: Riddle for Pollsters," Public Opinion Quarterly 8 (Summer 1944/1945), 257.

<sup>367</sup>Kish, Sampling, 559.

which the final tabulations are adjusted to reflect a balanced sample closer to actual subgroup percentages in the target population.<sup>368</sup> Quota sampling and other types of disproportionate sampling use this weighting procedure.<sup>369</sup>

Weighting can be accomplished by random duplication of cases, elimination.<sup>370</sup> or a combination of the two methods.<sup>371</sup> But because of the loss of efficiency, complexity, and potential bias, Kish cautioned that correlation by any of these methods should be minimal and can be "justified only in large samples."<sup>372</sup>

Another method for correcting or adjusting for non-response and call-backs, developed by Politz and Simmons, computes the probability of finding someone at home for certain time intervals.<sup>373</sup> The characteristics

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<sup>368</sup>Parten, Surveys, 483; Carol H. Fuller, "Weighting to Adjust for Survey Nonresponse," Public Opinion Quarterly 38 (Summer 1974/1975), 239-246; Lewis Mandell, "When to Weight: Determining Nonresponse Bias in Survey Data," Public Opinion Quarterly 38 (1974/1975), 247-52; John H. Platten, Jr., "Weighting Procedures in Probability-Type Samples," Journal of Marketing 23 (July 1958), 47-53; Irving Roshwald, "Effect of Weighting by Card-Duplication on the Efficiency of Survey Results," American Statistical Association Journal 48 (1953), 773-77; Willard R. Simmons, "A Plan to Account for 'Not-at-Homes' by Combining Weighting and Callbacks," Journal of Marketing 19 (July 1954), 42-53.

<sup>369</sup>Parten, Surveys, 484.

<sup>370</sup>Hansen, Methods, 233.

<sup>371</sup>Kish, Sampling, 426.

<sup>372</sup>Ibid., 425.

<sup>373</sup>Alfred Politz and Willard Simmons, "An Attempt to Get the 'Not at Homes' into the Sample Without Callbacks," American Statistical Association Journal 44, 9-31.



for the individual in the sample are then "weighted by the reciprocal of its probability of being included in the sample."<sup>374</sup>

#### Random Selection of Respondents

Interviewing the first person who answers a telephone, opens a door, or fills out a mail questionnaire is no more than a survey of a particular household or dwelling, representing group opinion as well as an individual one.<sup>375</sup> In telephone surveying, it has been necessary to randomly select the needed (or appropriate) respondent in each household rather than "any responsible adult" as the Census Bureau has done.<sup>376</sup>

Kish developed such a method for selecting persons for personal interviews,<sup>377</sup> which has been adapted to telephone surveys by various opinion researchers. The Kish method in its purest form requires the listing of all eligible respondents in the household and from this list a carefully selected respondent is chosen.<sup>378</sup> (See Tables 2.9 and 2.10)

The Kish "Selecting Persons from Dwellings" method is applicable when unequal clusters of individuals reside in a sample household.<sup>379</sup> The selection process is based on a proportionate comparison of individuals in the population and the designated household with special emphasis

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<sup>374</sup>Hansen, Methods, 475.

<sup>375</sup>Leslie Kish, Survey Sampling (New York: John Wiley & Sons, Inc., 1967), 397.

<sup>376</sup>Ibid., 396.

<sup>377</sup>Ibid., 396-404.

<sup>378</sup>Ibid., 398-99.

<sup>379</sup>Ibid.

TABLE 2.9<sup>380</sup>

## RANDOM SELECTION WITHIN DWELLING

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List ALL persons age 21 and over in the dwelling.

Relationship to Head (1)	Sex (2)	Age (3)	Adult No. (4)	Check (5)
HEAD	M		2	
Wife	F	40	5	
Head's father	M		1	
Son	M	22	3	
Daughter	F	20	X	
Wife's Aunt	F	44	4	X

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Number persons 21 or over in the following order: oldest male, next oldest male, etc.; followed by oldest female, next oldest female, etc. Then use selection table below to choose R (Respondent).

## SELECTION TABLE D

If the number of adults in the dwelling is:	Interview the adult numbered:
1	1
2	2
3	2
4	3
5	4
6 or more	4

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<sup>380</sup> Ibid.

TABLE 2.10 381

CITIZEN PRIORITY SURVEY  
June 1976  
RESPONDENT SELECTION PROCEDURE

"In order to select the right person to interview, we need to list all the people living in your household who are 18 years of age or older.

1. "First, could you tell me the ages of all the males living in your household who are 18 years of age or older--that is, from the oldest to the youngest?" (List below all males 18 or older in order from oldest to youngest.)

2. "Next, could you tell me the ages of all the females living in your household who are 18 years of age or older--that is again, from the oldest to the youngest?" (List below all females 18 or older in order from oldest to youngest.)

Relationship to, or Connection with HEAD	Sex	Age	Number*	Check**	
				R	Appointment

\*Assign a number to each person listed above in the following order: Males from oldest to youngest, then females from oldest to youngest.

\*\*Use Selection Table B2 to determine whom to interview. In the first row of the selection table, circle the number of listed persons 18 or older. The number across from this circled number in the second row of the selection table identifies the person to be interviewed. In the column headed "Check R," enter a check to identify the selected person.

Selection Table B2

If the Number of Aligible Persons is:	1	2	3	4	5	6 or more
Interview the Person Numbered:	1	1	1	2	2	2

Table 2.10 (Continued)

Note: If the selected person is the respondent, begin the interview.  
If the selected person at Not At Home, make an appointment to call back.

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<sup>381</sup>Citizen Priority Survey, Behavioral Sciences Laboratory  
(Cincinnati: University of Cincinnati, 1975).

placed on males and respective age followed by a listing of females and their ages.<sup>382</sup>

However, in telephone interviewing, it is not practical nor always possible to use such a lengthy procedure; Troldahl and Carter adapted the Kish method for telephone surveys.<sup>383</sup> They used a matrix in which the number of males and total number of adults are correlated to select one eligible respondent from a designated household.<sup>384</sup>

But changing household composition in the United States for the last decade led Brynat to modify and expand the Troldahl-Carter technique to provide a sample which more accurately reflects the changing demographic characteristics of the population being surveyed.<sup>385</sup> Bryant suggested the use of four matrices alternated so that young males and multi-adult singles households will be proportionately included in the survey.<sup>386</sup>

The Public Opinion Center (Dayton, Ohio) has indicated this method is workable with problems evident only in small samples and continued over-sampling of female respondents.<sup>387</sup>

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<sup>382</sup>Ibid., 398.

<sup>383</sup>Verling C. Troldahl and Roy E. Carter, Jr., "Random Selection of Respondents Within Households in Phone Surveys," Journal of Marketing Research 1 (May 1964), 72.

<sup>384</sup>Ibid., 75.

<sup>385</sup>Barbara E. Bryant, "Respondent Selection in a Time of Changing Household Composition," Journal of Marketing Research 12 (May 1975), 129-35.

<sup>386</sup>Ibid., 131.

<sup>387</sup>Weller, "Telephone Interviewing Procedures," 13.

### Random-Digit Dialing

While the use of the telephone for opinion and marketing research has been severely criticized by those in the commercial<sup>388</sup> and the academic<sup>389</sup> fields, it has nevertheless been effectively used and defended during the last decade by Daniel Yankelovich<sup>390</sup> and more recently by the New York Times and CBS News.<sup>391</sup>

With the limitations of telephone directories in mind and considering the near saturation of telephone households in the United States today, random-digit dialing (RDD) was conceived in 1964 as an effective and more error-free sampling procedure.<sup>392</sup>

Random-digit dialing is based on a procedure of using working three-digit prefixes,<sup>393</sup> and adding digits from a table of random numbers or by computer-generation.<sup>394</sup> Working on the basis of probability, blocks of telephone numbers are created according to the actual proportion in the population.<sup>395</sup>

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<sup>388</sup> Glenn Roberts, telephone interview held April 1977.

<sup>389</sup> Parten, Surveys, 92-93; Backstrom, Survey Research, 138.

<sup>390</sup> "Polls Apart," Newsweek, 31.

<sup>391</sup> R.W. Apple, Jr., "Carter, Focusing on Ford Record, Gains Among Independents in Poll," The New York Times, 15 October 1976, B4.

<sup>392</sup> Sanford L. Cooper, "Random Sampling by Telephone--An Improved Method," Journal of Marketing Research 1 (November 1964), 45-48.

<sup>393</sup> Ibid., 45.

<sup>394</sup> Roger Gates and Robert Brobst, "RANDIAL: A Program for Generating Random Telephone Numbers in Interviewer Usable Form," Journal of Marketing Research 14 (May 1977), 240-41.

<sup>395</sup> Cooper, "Random Sampling," 48.

While Cooper's study was limited to the Cincinnati, Ohio, metropolitan area, it succeeded in "producing a perfect sample of domestic telephone subscribers" in that particular area.<sup>396</sup> But Cooper's study did not go so far as to compare the various demographic groups obtained by RDD with the results of more conventional, personal interviews or ones based on sampling from telephone directories.<sup>397</sup>

The first nationwide use of RDD occurred in a Glasser and Metzger (1970) study designed to determine the differences between households with listed and unlisted numbers.<sup>398</sup> As observed earlier, they found that households with unlisted numbers do have characteristics which differ from those with listed telephone numbers.<sup>399</sup> A complementary study in 1977 verified these results by showing the differences to be statistically significant for all demographic groups.<sup>400</sup>

At about the same time, Tuchfarber (1971) attempted to test the accuracy and efficiency of RDD by replicating the results of previously completed face-to-face interview surveys and those using telephone listings.<sup>401</sup>

He was able to demonstrate that RDD was "an effective and accurate

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<sup>396</sup>Ibid., 45.

<sup>397</sup>Ibid., 48.

<sup>398</sup>Glasser, "Random Digit Dialing," 64.

<sup>399</sup>Ibid.

<sup>400</sup>Tull, "Bias," 391-94.

<sup>401</sup>Tuchfarber, "Random Digit Dialing," 35-69.

approach to surveys of the general populace and geographic areas or sub-populations with high subscription rates."<sup>402</sup> RDD results were significantly different only for educational attainment of the respondent and age when compared with census results. Sex, race, tenancy rates, and income<sup>403</sup> were not significantly different.<sup>404</sup> (See Table 2.11)

When RDD was compared with surveys based on telephone directories of city-wide subscribers, age, race, tenancy rates, and educational attainment were significantly different between the two methods and census findings.<sup>405</sup>

The New York Times/CBS News Poll (1976)<sup>406</sup> used RDD on a nationwide level as part of its opinion surveying during the presidential campaign. Although the results were not intended to predict an election winner, the percentages of support were used to indicate the regional standings for the two major political candidates.<sup>407</sup>

Tuchfarber recommended that the use of RDD be limited only to those exchanges where telephone subscription rates were more than 75 to

<sup>402</sup> Ibid., 64.

<sup>403</sup> Klecka, "The Efficacy of Random Digit Dialing," 14.

<sup>404</sup> Ibid.

<sup>405</sup> Tuchfarber, "Random Digit Dialing," 55.

<sup>406</sup> R.W. Apple, "Carter Gaining Among Independents in Poll," The New York Times, 15 October 1976, 1A, 4B; Interview with Gary R. Orren, Harvard University, Times Poll Supervisor, March 4, 1977.

<sup>407</sup> Ibid.



TABLE 2.11 408

COMPARISON OF TELEPHONE AND AREA SAMPLE DESIGN  
SURVEY RESULTS WITH CENSUS DATA

<u>General Populace</u>					
<u>Variables</u>					
	Age	Sex	Race	Tenancy	Education
<u>Telephone</u>					
RDD		*	*	*	
Directories		*			
<u>Area Sample/ Personal Interviews</u>					
IMSa		*		NA	
CPS <sup>b</sup>			*		*

\*No significance difference found (chi-square tests)

Special Population - Low Telephone Subscriptions Area

<u>Variables</u>					
	Age	Sex	Race	Tenancy	Education
RDD					*
IMS		*	*		

RDD samples tested at p .05, IMS and CPS samples tested at p .01

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<sup>a</sup>Institute for Metropolitan Studies

<sup>b</sup>Center for Political Science

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 408Tuchfarber, "Random Digit Dialing," 55.

80 percent of the total household population.<sup>409</sup> Similarly, another researcher found RDD to be more appropriate for the central cities and some suburbs.<sup>410</sup>

Cooper, Glasser and Metzger, and Tuchfarber concluded that the major problem with this newer telephone sampling plan appeared to be the substantial number of non-working exchanges encountered. But Sudman devised a method whereby RDD and telephone directories were used jointly to alleviate much of this problem.<sup>411</sup>

All RDD studies have shown a substantial monetary savings when compared with procedures involving face-to-face (area sampled) interviews, but RDD is more costly than telephone surveys based on directory listings.<sup>412</sup> However, the differences in cost have to be assessed in relation to the increased quality of information obtained.<sup>413</sup>

With all expenses considered--preparation, training interviewers, interviewing, call-backs, telephone expenses, field supervision--the costs for the Tuchfarber experiment (1971) per completed interview came to \$9.01 for RDD and \$36.75 for the personal, in-home interview.<sup>414</sup> Hauck

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<sup>409</sup>Tuchfarber, "Random Digit Dialing," 64.

<sup>410</sup>Glasser, "Random Digit Dialing," 61.

<sup>411</sup>Seymour Sudman, "The Uses of Telephone Directories for Survey Sampling," Journal of Marketing Research 10 (May 1973), 205.

<sup>412</sup>Glasser, "Random Digit Dialing," 64.

<sup>413</sup>Ibid.

<sup>414</sup>Tuchfarber, "Random Digit Dialing," 87.

The sampling design ultimately selected will depend largely on budgetary constraints and accessibility to potential respondents. But the development and refining of the questionnaire, recruitment and training of interviewers, coding and tabulation of results all require careful understanding by the opinion researcher who attempts to coordinate and successfully complete a polling process.

At any stage bias--whether intentional or not--can have a severe impact on the validity and reliability of the final poll results. Therefore, it is tantamount that careful planning with emphasis on potential bias must follow each step in the development of the opinion poll. Even the most professionally conducted and scientific methodology can be impaired by bias.

The physical aspect of opinion polling is only the culmination of the effort to delve into man's attitudes by accumulating information which in the final analysis presents a "snapshot" of the public's opinion at any given time. The research methodology must always be alert that this is not a task easily made simple nor one amenable to shortcuts.

An opinion poll in any form is essentially a means of group prediction, and any "sudden international or domestic occurrence, happening after a poll is taken, will destroy its prediction."<sup>419</sup> But even this final aspect infers that the original methodology and procedure were scientifically correct and the group opinions valid.

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<sup>419</sup>Daniel Katz, "Public Opinion Polls," 178.

The preceding review of literature on public opinion polls offers a look at the work amassed by researchers, columnists, authors, and professional pollsters during the last 40 years, recording the pitfalls, failures, achievements, and questions which have followed this relatively new social science. This understanding of available and reliable methodology is vital for the proper use and selection of procedures which will provide an accurate and true picture of public opinion for the defined universe.

## CHAPTER THREE

### METHODOLOGY

In conducting the Mississippi project, all recognized survey procedures were considered. The ones adopted are those which seemed both practical and reliable within certain budgetary, facility, and equipment constraints.

The survey project was organized into three categories: (1) sampling, (2) questionnaire/schedule design, and (3) interviewing.

#### Planning and Administration

Throughout the project, it was increasingly obvious that a rigid outline based on a thorough background of accepted public opinion techniques and procedures would be essential to the proper coordination and successful completion of the study.

Planning and administration of the project followed a schedule which included all aspects of accepted public opinion techniques and procedures:

1. Preparing the initial, intermediate, and final drafts of the questionnaire;
2. Printing the questionnaire;
3. Pretesting the questionnaire;
4. Acquiring space for interviewing;

5. Acquiring telephones and other equipment and supplies;
6. Hiring and training interviewers;
7. Drawing a sample;
8. Arranging for keypunching, computer time, and computer programming;
9. Collecting the opinion data;
10. Completing the computer runs and other data programs; and
11. Analyzing data and writing reports.

As with any project involving large groups, it was deemed advisable that one individual be in charge of the entire project, including delegation of tasks, management of funds, and control and supervision. For this Mississippi opinion poll, the supervisory role was assigned to and assumed by this graduate student.

#### Sampling

Budget limitations and practicality were the two main limitations on the methodology used to draw an appropriate sample.

Face-to-face (personal) interviewing based on an area sample obviously would have been prohibitively expensive from a sampling standpoint because of the cost of hiring interviewers and providing statewide transportation.

Therefore, a telephone methodology was determined to be more appropriate because it would come within budget parameters and also allow for necessary control of the interviewing process.

Despite drawbacks as discussed in Chapter Two, new methods of telephone sampling and a higher incidence of residential telephones made it a more reliable technique than was previously thought.

#### Random Digit Dialing/Pilot Study

Random-digit dialing (RDD), a list of randomly selected phone numbers, seemed more desirable than the use of telephone directories, which are more bias prone.

Therefore, at the beginning of the project, it was believed RDD would work so well that the use of directories would not be a consideration--but this was not to be the case.

As originated by Cooper<sup>1</sup> and improved by Glasser and Metzger,<sup>2</sup> RDD was seen as a technique which would overcome the principal limitations cited in telephone sampling since the Literary Digest polling failure in 1936.

The inclusion of unlisted numbers, possible only with RDD, overcomes the most critical and historical shortcomings of telephone methodology. But any telephone procedure makes it impossible to include those households without telephones.

However, with more than 80 percent of the households in

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<sup>1</sup>Sanford Cooper, "Random Digit Dialing--An Improved Method," Journal of Marketing Research 1 (November 1964), 45-48.

<sup>2</sup>Gerald J. Glasser and Gale D. Metzger, "Random-Digit Dialing as a Method of Telephone Sampling," Journal of Marketing Research 9 (February 1972), 59-64.

Mississippi possessing a telephone, the likelihood of biasing the results because of such non-inclusion was reduced.

From South Central Bell Telephone Company<sup>3</sup> and the Public Service Commission,<sup>4</sup> the three-digit prefixes (nxx's) for Mississippi were obtained. In all, 283 prefixes were used for the computer-generated sample,<sup>5</sup> and the remaining four digits were randomly generated, providing 300 seven-digit numbers.<sup>6</sup>

Prior to actual interviewing, each number was dialed to determine that it was a working number and to eliminate business listings. This was necessary because once a randomly-generated number is dialed, one of four results would be obtained:<sup>7</sup>

1. A completed call;
2. A series of unanswered rings;
3. A busy signal, indicating a busy line or circuit;
4. Either no connection or the wrong connection because of misdialing or telephone equipment malfunction.

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<sup>3</sup>Letter dated March 4, 1977, Information Services (P.O. Box 811), South Central Bell Telephone, Jackson, MS 39232.

<sup>4</sup>Letter dated June 21, 1977, Mississippi Public Service Commission, Jackson, MS 39205.

<sup>5</sup>260 prefixes are under South Central Bell control, and 23 belong to independent telephone companies.

<sup>6</sup>A computer tape of all working three-digit prefixes in the United States may be obtained from AT&T, 811 Main, Room 635, Kansas City, MO 64141. Cost is \$43. Allow three days for delivery.

<sup>7</sup>Glasser and Metzger, "Random Digit Dialing," 62.



Selection of the random numbers can be accomplished either by hand from a table of random digits,<sup>8</sup> or by computer. For the latter procedure, a Fortran IV computer program (Appendix M) was prepared by the User Consultant, Computer Services, University of Mississippi, to select 300 random numbers.

Prior to the actual interviewing, the computer-generated telephone number was dialed; if a "ring" was obtained, the caller discontinued the call to prevent being charged for a connected/completed telephone call. If a resident or business had answered, a minimum \$.33 to \$.52 charge would have been incurred, depending on the area of the state called.<sup>9</sup>

The procedure found that 67 percent (or 201 phone numbers) were not in service or business numbers--much greater than the Tuchfarber experiment in Cincinnati in which 20 percent of the numbers were unusable,<sup>10</sup> and the Hauck and Cox study which obtained only 26.9 percent in this category.<sup>11</sup> (See Table 3.1)

During the first and only day of interviewing from the RDD sample,

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<sup>8</sup> A Million Random Digits, The Rand Corporation (Glencoe, Illinois: The Free Press, 1955).

<sup>9</sup> Charges obtained from telephone operator, June 14, 1977.

<sup>10</sup> Alfred Tuchfarber, Random Digit Dialing: A Test of Accuracy and Efficiency, dissertation, University of Cincinnati, Ph.D., 1974.

<sup>11</sup> Mathew Hauck and Michael Box, "Locating a Sample by Random Digit Dialing," Public Opinion Quarterly 38 (Summer 1974), 257.

TABLE 3.1  
RANDOM-DIGIT DIALING (RDD) COMPUTER-GENERATED SAMPLE  
(NO CALLBACKS INVOLVED)

Not-in-service/business	201	67%
No answer	62	21
Refusals	6	2
Completed interviews	<u>31</u>	<u>10</u>
Totals	300	100%

five interviewer were able to complete only 31 interviews in two hours.

The computer-generated list also created delays when telephone equipment rang on non-existent numbers several times prior to an operator reporting a no-longer-in-service or non-existent number. Businesses which closed at night also made it impossible to differentiate them from non-answer residential households.

Tuchfarber suggested that the use of RDD in geographic areas and sub-populations with telephone subscription rates less than 75 percent to 80 percent should be approached carefully, but he said that these percentages were guesses and suggested that further study would be necessary to actually fix the appropriate limitations.<sup>12</sup> Results of the RDD sample in Mississippi indicated that Tuchfarber's guess was close but that minimums should probably be higher than the state's telephone subscription percentage of 81 to 84 percent.<sup>13</sup>

No further modifications of RDD sampling were considered because of high cost and time involved in obtaining interviews. Random-digit dialing (RDD) was abandoned for this project.

### Telephone Directories

With the failure of RDD, local telephone directories were selected as the second best source from which to draw a random sample.

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<sup>12</sup>Tuchfarber, Random Digit Dialing, 63-64, 82.

<sup>13</sup>See figures, Table 2.4.

Directories used were obtained primarily from the Bureau of Business and Economic Research at the University of Mississippi, and where this collection was incomplete or dated, a smaller collection of state directories held by the University Library was used as a supplementary source.<sup>14</sup>

A review of the directories showed numerous communities, especially those serviced by independent telephone companies, listed redundantly in the directories for neighboring areas. For the purposes of the sample and to prevent multiple chances of inclusion in the sample, the most recent listing was used--eliminating the redundant listings in other directories. No significance should be given to the order or sequence of sample stratification.

South Central Bell Telephone reported 571,525 residential telephones on December 31, 1976, for districts and prefixes, and the Public Service Commission said 36,531 household telephones were maintained by 23 independent companies. "Best guess" estimates set 6,000 as the number of subscribers in the Southaven-Horn Lake area served out of Tennessee.<sup>15</sup> These estimates were made by dividing the total population by average household occupancy from 1970 U.S. Census data.

From South Central Bell Telephone, the State Public Service

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<sup>14</sup>The directory for the Columbia, MS, area was located in the University Library collection.

<sup>15</sup>Information was obtained from Horn Lake, MS, City Hall; annexation procedures in process at that time; June 15, 1977.

Commission and, in one case estimates, a total of 614,533 residential main telephones available in the state (area code 601). (See Table 3.2)

Table 3.2 takes into account multiple listings referred to earlier. Each community is listed only once, and all are grouped according to the main directory in which they were listed for a total of 74 possible sampling units/strata.

The "Total" column indicates the number of residential subscribers in each directory, and the final total corresponds to the total number of residential main telephones for the state.

#### Alternative Sample Design: Multi-Stage Probability

As an alternative to a stratified sample design or to a purely random sampling plan, the following multi-stage probability sampling design can also be used for a statewide or congressional district opinion survey.

This sample design was originally used by the Iowa Poll and can be used in either house-to-house area interviewing or can be adapted for telephone interviewing.<sup>16</sup>

The outline adheres to the sampling design created for Iowa, but demographic information pertinent to Mississippi has been substituted. The latest census estimates by Survey of Buying Power Data Service: 1977

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<sup>16</sup>"Outline of Iowa Poll Sample Design and Respondent Selection: 1976," Research Department, Des Moines Register and Tribune Company.

TABLE 3.2  
MISSISSIPPI TELEPHONE DIRECTORIES

<u>Directories/Strata</u>	<u>No. Units In Stratum</u>	<u>No. Actually Selected For Sample</u>	<u>Actual Proportion In Sample</u>
(1) Winona Duck Hill Kilmichael Vaiden	4085	3	.000734
(2) Yazoo City Benton Bentonia	6429	5	.00077
(3) Wiggins	2355	2	.00085
(4) West Point	4867	4	.00082
(5) Water Valley Coffeeville	2723	2	.00073
(6) Vicksburg Eagle Lake	14002	11	.00079
(7) Tupelo Saltillo Baldwin Nettleton Verona Guntown Shannon	18312	14	.00076
(8) Tylertown	2818	2	.00071
(9) Starkville Sturgis Maben Eupora	11323	9	.00079
(10) Mize Raleigh Taylorsville	1998	2	.001

Table 3.2 (Continued)

	<u>No. Units In Stratum</u>	<u>No. Actually Selected For Sample</u>	<u>Actual Proportion In Sample</u>
(11) Senatobia-Independence Coldwater Hernando	7000	5	.00071
(12) Southaven-Horn Lake	6000	5	.00083
(13) Rolling Fork	1644	1	.00061
(14) Port Gibson Lorman Windsor	2159	2	.00093
(15) Pontotoc	4486	4	.00089
(16) Magnolia McComb Osyka Summit Smithdale	11248	9	.00081
(17) Poplarville Picayune	7920	6	.00076
(18) Oxford	7211	6	.00083
(19) Philadelphia	5134	4	.00078
(20) Pascagoula Gautier Moss Point Hurley Ocean Springs	27562	22	.00079
(21) Olive Branch Byhalia Chulahoma	3510	3	.00085
(22) Holly Springs Ashland Potts Camp-Hickory Flat	4457	3	.00067
(23) Newton Hickory Union Decatur	4107	3	.00073

Table 3.2 (Continued)

	<u>No. Units In Stratum</u>	<u>No. Actually Selected For Sample</u>	<u>Actual Proportion In Sample</u>
(24) New Albany Blue Mountain Ripley Walnut Myrtle	9899	8	.00081
(25) Mound Bayou Winstonville	584	1	.0017
(26) Meridian Chunky Collierville Toomsaba Naval Air Station	20944	16	.00076
(27) Aberdeen Amory Hamilton Smithville	8845	7	.00079
(28) Marks Crenshaw	3192	2	.00063
(29) Crosby Benndale Meadville Smithdale Eddiceton Hermanville New Augusta New Hebron	3500	3	.00086
(30) Macon Brookville Scooba Shuqulak	3002	2	.00067
(31) Sumrall Purvis Lumberton	3500	3	.00086
(32) Lucedale Beaumont McLain	3946	3	.00076



Table 3.2 (Continued)

	<u>No. Units In Stratum</u>	<u>No. Actually Selected For Sample</u>	<u>Actual Proportion In Sample</u>
(33) Louisville Noxapater	5159	4	.00078
(34) Carthage Lena Walnut Grove	4198	3	.00071
(35) State Line Sand Hill Leakesville Neely	850	1	.0012
(36) Laurel Ovett Heidelberg Richton Big Creek Pittman Soso	18461	14	.00076
(37) Kosciusko McCool Ethel	5989	5	.00035
(38) Jackson Flora Madison Pelahatchie Brandon Walters Florence Terry Utica Raymond Clinton Bolton Edwards	93708	73	.00078
(39) Indianola Inverness Moorhead Sunflower	4588	4	.00087

Table 3.2 (Continued)

	<u>No. Units In Stratum</u>	<u>No. Actually Selected For Sample</u>	<u>Actual Proportion In Sample</u>
(40) Belmont Iuka Burnsville Tishomingo	4365	3	.00069
(41) Houston Okolona Houlka	4650	4	.00086
(42) Goodman Durant Lexington Pickens Tchula West	5410	4	.00074
(43) Hattiesburg	21432	17	.00079
(44) Grenada Charleston Oakland	7636	6	.00078
(45) Bay St. Louis Waveland Pearlington Van Cleave Pass Christian Lyman Biloxi Gulfport-Long Beach	50408	39	.00077
(46) Greenville Leland Benoit Hollandale Arcola	18007	14	.00078
(47) Greenwood Carrolton Itta Bena Sunnyside	11448	9	.00079
(48) Glen Allan	288	1	.0035

Table 3.2 (Continued)

	<u>No. Units In Stratum</u>	<u>No. Actually Selected For Sample</u>	<u>Actual Proportion In Sample</u>
(49) Fulton Mantachie Tremont Fairview	3910	3	.00077
(50) Morton Harperville Sebastapol Forest Lake	4860	4	.00082
(51) Fayette Roxie	1709	1	.00058
(52) Corinth Rienzi	9096	7	.00077
(53) Crystal Springs Hazlehurst Barlow	5275	4	.00076
(54) Columbus Columbus AFB Caledonia Artesia-Crawford	15329	12	.00078
(55) Mt. Olive Seminary Collins Magee Mendenhall	8382	7	.00084
(56) Cleveland Drew Gunnison Pace Rosedale Ruleville Shelby Shaw Merigold	10218	8	.00078

Table 3.2 (Continued)

	<u>No. Units In Stratum</u>	<u>No. Actually Selected For Sample</u>	<u>Actual Proportion In Sample</u>
(57) Clarksdale Duncan Friars Point Jonestown Lula Sumner Tutwiler	10407	8	.00077
(58) Buckatuna Enterprise-Stonewall Quitman Waynesboro	7494	6	.00080
(59) Centreville Gloster Liberty Woodville	4037	3	.00074
(60) Canton	4488	4	.00089
(61) Calhoun City Slate Springs Vardaman	2100	2	.00095
(62) Bassfield Prentiss	1980	2	.001
(63) Bruce	1584	1	.0006
(64) Brookhaven Monticello Silver Creek Wesson	10663	8	.00075
(65) Belzoni Isola Louise	2588	2	.00077
(66) Booneville	4358	3	.00069
(67) Batesville Como Sardis	5464	4	.00073

Table 3.2 (Continued)

	<u>No. Units In Stratum</u>	<u>No. Actually Selected For Sample</u>	<u>Actual Proportion In Sample</u>
(68) Ackerman Chester	1100	1	.00090
(69) Natchez	11029	9	.00082
(70) Tunica	1596	1	.00063
(71) Homewood-Bay Springs Louin Sylvarena Old Taylorsville Rose Hill Polkville White Oak	2790	2	.00072
(72) Columbia	6193	5	.00081
(73) Dekalb Lynnville	1824	1	.00055
(74) Georgetown	700	1	.00143
	<hr/>	<hr/>	<hr/>
TOTAL	614533	480	.00781

were used in adapting the Iowa sampling design to Mississippi.<sup>17</sup>

Since this particular sampling plan can be used for either house-to-house personal interviewing or telephone interviewing, the outline has been annotated accordingly to indicate where each plan is applicable.

Table 3.3 indicates the number of interviews to be taken from the urban and rural segments of the state's population for sample sizes of 400 and 600, respectively.

For the rural areas, the congressional districts are used as the base, and the number of rural area interviews from each district is proportional to that district's total in the rural population.

The Population Work Sheet (Table 3.4) provides the itemized populations for all urban sampling areas and for the rural populations in each congressional district.

### Sample Size

In determining a sample size sufficient for the first Mississippi Poll, several factors had to be considered: (1) characteristics of the population, (2) the number of sub-classes from which data would be extracted, (3) the probable results, (4) size of the sampling universe, (5) the maximum allowable sampling error for the poll, and (6) the likely response rates.<sup>18</sup>

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<sup>17</sup>The Survey of Buying Power Data Service: 1977, Sales & Marketing Management Magazine, 633 Third Avenue, New York, 6-34, 6-35.

<sup>18</sup>Mildred Parten, Surveys, Polls, and Samples (New York: Cooper Square Publishers, 1966), 290-330.

TABLE 3.3

SAMPLE ALLOCATIONS BY PLACE OF RESIDENCE

<u>Place of Residence</u>	<u>Households</u>		
	<u>Population %</u>	<u>Interviews</u>	
Metro 50,000+	29.4	117	177
Cities 25,000-49,999	6.7	27	40
Cities 10,000-24,999	8.7	35	52
Cities 5,000- 9,999	4.5	18	27
Towns 2,500- 4,999	4.2	17	25
Rural	46.2	186	279
	100.0%	400	600

The stages of selection are as follows:

I. Selection of Sample Locations (counties, cities, or towns)

- A. The four Mississippi Standard Metropolitan Statistical Areas (SMSA's) are automatically included as sample locations.
- B. To select other cities (over 2,500 population) all counties are grouped (except four metro areas) geographically into five clusters of counties, based on congressional districts.<sup>19</sup>

All cities within these clusters are stratified by size into the following city groups:

<u>Population</u>
2,500 - 5,000
5,000 - 10,000
10,000 - 25,000
25,000 and over

One city from each size group is selected at random from each cluster, with selection based on the probability of the population for each city. For Mississippi, this results in 17 cities selected in addition to the four SMSA's.

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<sup>19</sup> Mississippi Official and Statistical Register 1972-1976 ("The Blue Book"), compiled by Heber Ladner, Secretary of State, 1977.

Table 3.3 (Continued)

As an example, the following cities were randomly selected following the above procedure:

Residence	Congressional Districts (Clusters)				
	1	2	3	4	5
2,500-4,999	Pontotoc	Hollandale	Lexington	Port Gibson	0
5,000-9,999	New Albany	West Point	Philadel- phia	Hazelhurst	Waynesboro
10,000-24,999	Corinth	Cleveland	Yazoo City	Brookhaven	Picayune
25,000+	0	Columbus	0	Vicksburg	Laurel

NOTE: A "0" under any of the above congressional districts indicates there are no communities of that population size in the district.

- C. To select towns (under 2,500 population) and farm interviewing locations, the state is again grouped geographically into five clusters, based on congressional districts. Selections are based on the probability of the population of small towns and rural areas in each cluster.

#### CONGRESSIONAL DISTRICTS: RURAL

<u>CD</u>	<u>Population</u>	<u>Percent</u>	<u>Interviews</u>	
1	294,371	26.2%	48	73
2	260,823	23.2	43	65
3	273,474	24.4	45	68
4	161,358	14.4	27	40
5	<u>133,063</u>	<u>11.8</u>	<u>23</u>	<u>33</u>
	1,123,089	100.0	186 (400)	279 (600)

If house-to-house, in-person interviewing is to be used, Sections I and II of the outline should be followed. But if a telephone methodology is selected for interviewing, several additional procedures and several modifications and cautions must be adhered to:

1. Once the sampling areas (metro, cities, towns, farm, etc.) have been selected, the appropriate telephone directories must be obtained. The directory(ies) must include all telephone



subscribers within the selected area.

2. Because telephone directories do not respect municipal, county, or congressional district boundaries, caution must be taken to insure that the appropriate type of respondent is actually obtained. Rural residents are included in telephone directories with towns and cities of more than 2,500 population.
3. Instructions to interviewers should clearly indicate the type of resident (and place of interview) to be contacted. If an interviewer is seeking contact with a rural resident (below 2,500 population), then telephone numbers of city or town residents in the same directory should not be called.
4. In selecting rural residents within the five clusters, random selection of the interviewing area may be made. But as stated in Section III of this outline, no more than FOUR interviews are to be taken from any one block.

## II. Selection of Interviewing Segments (block or rural areas)

- A. For Metro Cities and other cities, the telephone directory is used to locate the right section, with interviewing always starting to the right of the telephone household selected, to avoid any telephone ownership bias.

Telephone interviewing: The latest telephone directory is used with the appropriate household selected at random from the directory.

- B. Farm or rural area interviewing segments are determined by randomly selecting rural areas using a map of the county. One section of the county is then chosen at random and additional contiguous sections are added systematically to provide an area large enough to complete the assignment from that particular area.

## III. Selection of Households

- A. For city and town blocks, a quota of FOUR interviews is set for each block. The interviewer works counter-clock-wise around the block, contacting every household in sequence until the quota of four is reached. If the quota is not reached on the first call, then the interviewer is allowed TWO callbacks to the block. On callbacks, the interviewer follows the same sequence, calling at each household where no one was available on the first call.

If the quota is not reached after two callbacks to the block, then the interviewer uses a substitute block selected at random from contiguous blocks.

- B. Farm interviewers are given a farm section at random as the starting point, contacting all farms or rural residences on both sides of the road, moving counter-clock-wise around the section, until the rural quota is completed. If additional sections are needed to complete the quota of farm interviews, then contiguous sections are used.

IV. Selection of Respondents in Households

- A. Only persons 18 years of age and older are to be interviewed and only one interview per household.
- B. All city and town interviewing is conducted AFTER 3 p.m. on Monday through Friday and all day Saturday. There are no time restrictions on farm or rural interviewing.

TABLE 3.4  
POPULATION WORK SHEET

METRO (SMSA's) 50,000+

Biloxi-Gulfport-Pascagoula-Moss Point	284,200
Jackson (Hinds, Rankin Counties)	293,700
Meridian (Lauderdale County) <sup>20</sup>	73,100
DeSoto County (Memphis SMSA)	<u>50,500</u>
TOTAL	701,500

CONGRESS  
DISTRICT

CITIES 25,000-49,999

2	Columbus	28,091
2	Greenville	39,450
5	Laurel	25,739
4	Vicksburg	27,134
5	Hattiesburg	<u>38,277</u>

TOTAL 158,691

CITIES 10,000-24,999

4	McComb	12,639
4	Natchez	20,650
1	Oxford	15,632
2	Starkville	12,847
1	Tupelo	23,112
3	Yazoo City	10,591
4	Brookhaven	10,946
1	Clarksdale	20,308
2	Cleveland	13,380
1	Corinth	12,357
2	Greenwood	21,706
3	Canton	11,897
5	Picayune	10,352
1	Grenada	<u>10,471</u>

TOTAL 206,888

<sup>20</sup>Although not an SMSA in the 1970 U.S. Census, the Meridian SMSA is predicted in 1980 by The Survey of Buying Power Data Service: 1977.

Table 3.4 (Continued)

<u>CONGRESS</u> <u>DISTRICT</u>	<u>CITIES</u> 5,000-9,999	
2	Aberdeen	6,237
2	Amory	7,331
1	Booneville	6,237
3	Columbia	8,057
4	Hazelhurst	6,587
2	Kosciusko	7,237
2	Leland	5,970
2	Louisville	7,089
1	New Albany	7,030
3	Philadelphia	6,694
2	State College	5,192
5	Waynesboro	4,669
2	West Point	9,019
2	Indianola	8,571
2	Winona	<u>5,515</u>
	TOTAL	106,278
	<u>TOWNS</u> 2,500-4,999	
3	Macon	2,500
3	Magee	3,220
3	Mendenhall	2,601
2	Morton	2,725
3	Newton	3,727
2	Okolona	3,038
1	Pontotoc	3,856
4	Port Gibson	2,824
3	Quitman	2,801
1	Ripley	3,889
2	Rosedale	2,609
1	Sardis	2,500
2	Shaw	2,520
2	Shelby	2,656
1	Water Valley	3,610
4	Alcorn College	2,597
1	Baldwyn	2,671
1	Batesville	3,906
3	Belzoni	2,844
3	Carthage	3,122
1	Charleston	2,581

Table 3.4 (Continued)

<u>CONGRESS DISTRICT</u>	<u>TOWNS 2,500-4,999 (Continued)</u>	
4	Crystal Springs	4,422
3	Durant	2,738
1	Fulton	3,047
2	Hollandale	3,244
2	Houston	2,753
1	Iuka	2,685
3	Lexington	2,742
1	Senatobia	4,650
	Ellisville	4,950
	Forest	4,167
	TOTAL	100,732
	<u>RURAL POPULATIONS</u>	
1	DeSoto	SMSA
	Tunica	10,200
	Tate	15,650
	Panola	25,100
	Quitman	21,194
	Coahoma	17,592
	Tallahatchie	15,119
	Grenada	10,429
	Yalobusha	9,490
	Lafayette	11,668
	Marshall	21,113
	Benton	6,800
	Tippah	13,811
	Union	13,870
	Pontotoc	15,544
	Lee	26,317
	Itawamba	14,653
	Prentiss	15,063
	Tishomingo	14,115
	Alcorn	16,643
	TOTAL	294,371
2	Bolivar	31,044
	Washington	31,506
	Sunflower	26,930
	Leflore	19,194

Table 3.4 (Continued)

<u>CONGRESS</u> <u>DISTRICT</u>	<u>RURAL POPULATIONS</u> (Continued)	
2 (Continued)	Carroll	8,300
	Montgomery	7,385
	Attala	12,263
	Winston	12,611
	Choctaw	9,600
	Webster	10,100
	Calhoun	15,800
	Chickasaw	14,247
	Clay	10,481
	Oktibbeha	14,461
	Lowndes	26,009
	Monroe	<u>20,932</u>
		TOTAL
3	Issaquena	2,600
	Sharkey	8,400
	Humphreys	10,356
	Holmes	17,520
	Yazoo	16,209
	Madison	21,803
	Rankin	SMSA
	Simpson	15,779
	Leake	14,478
	Scott	14,908
	Smith	13,900
	Jasper	16,200
	Newton	16,173
	Neshoba	15,506
	Noxubee	11,100
	Kemper	10,000
	Lauderdale	SMSA
	Clarke	12,799
	Lawrence	11,500
	Jefferson Davis	13,800
Covington	14,200	
Marion	<u>16,243</u>	
	TOTAL	273,474

Table 3.4 (Continued)

<u>CONGRESS DISTRICT</u>	<u>RURAL POPULATIONS (Continued)</u>	
4	Warren	20,766
	Hinds	SMSA
	Claiborne	5,579
	Copiah	15,191
	Jefferson	21,357
	Lincoln	15,854
	Franklin	7,800
	Adams	18,450
	Wilkinson	9,200
	Amite	13,400
	Pike	20,961
	Walthall	<u>12,800</u>
	TOTAL	161,359
5	Jones	29,361
	Wayne	13,131
	Greene	9,200
	Perry	9,100
	Harrison	SMSA
	Hancock	SMSA
	Forrest	22,623
	Lamar	18,500
	Pearl River	17,148
	Stone	SMSA
	George	14,000
	Jackson	<u>SMSA</u>
	TOTAL	133,063

The basic homogeneity of Mississippi's white and non-white population could be argued,<sup>21</sup> but since no independent subclasses were to be correlated--rather subclasses of the total universe<sup>22</sup>-- a basic, standard sampling plan was adopted. If independent subclasses had been needed, e.g., black males, married, 20 to 30 years old, earning more than \$10,000 a year, an inflated sample size would have been necessary.<sup>23</sup>

The 74 directories of a determined size dictated that a proportional group of numbers would be randomly drawn from each of the 74 strata. Therefore, the final result would be a stratified proportional random sample.

To facilitate public acceptance of the results as statistically accurate, a sampling error of five to seven percent at a 95 percent confidence level (19 chances in 20) was selected. For this purpose, the upper parameters for the final sample size were determined to be from 196 to 384, assuming the most pessimistic 50-50 percentages.<sup>24</sup> (See Table 3.5)

Using as a rough guide response rates from previous surveys, opinion polls, and the pilot study, all of which used a telephone methodology, a range of 40 to 80 percent was predicted. Therefore, a sample

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<sup>21</sup>Characteristics of the Population, vol. 1, part 26 (Mississippi: U.S. Department of Commerce, Bureau of the Census), February 1973.

<sup>22</sup>Parten, Surveys, 297.

<sup>23</sup>Ibid.

<sup>24</sup>Ibid., 315.



TABLE 3.5  
 SIZE OF SAMPLE NECESSARY TO BE FAIRLY SURE  
 (19 CHANCES IN 20)  
 OF ACCURACY TO WITHIN SPECIFIED LIMITS

Limits of Error in % + or -	5	10	15	20	25	30	35	40	50
4	114	216	306	384	450	504	546	576	600
5	73	138	196	246	288	323	350	369	384
6		96	136	171	200	224	243	256	267
7		71	100	125	147	165	178	188	196
8		54	77	96	113	126	137	144	150

size of 480 (80 percent of which is 384) was drawn.

The limited telephone facilities available were also a consideration in arriving at the sample size. For example, it would be overly optimistic to anticipate that five interviewers would complete 20 questionnaires apiece for a five-day period of interviewing. Thus, it would be unlikely that more than 500 interviews could be completed. Should the five available WATS lines be reduced to four, 400 would become an optimum expectation.

#### Telephone Disposition Form

As telephone numbers were randomly selected from the respective directories, they were recorded on special forms which provided complete records of the final disposition of the number.<sup>25</sup> (See Appendix J)

### Interviewing

#### Physical Layout and Facilities

All interviewing was conducted from a central location. Each interviewer was provided with a separate office and telephone in Brady Hall, the University of Mississippi. In this way, the interviewers were segregated from each other and allowed to conduct the interviews with a minimum of distraction.<sup>26</sup>

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<sup>25</sup>Tuchfarber, Random Digit Dialing, 99.

<sup>26</sup>J.O. Eastlock, Jr. "Better Telephone Surveys Through Centralized Interviewing," Journal of Advertising Research 6 (March 1966), 2-7.

Four WATS lines were made available through the Communication Services Office, the University of Mississippi, for the duration of the polling project. However, on the first day of interviewing, all five of the university's WATS lines were available. Use of the fifth line was dependent on university demand at the discretion of the university operators, and therefore, it was not always possible to use all five WATS lines throughout the polling procedure.

Standard, black, dial telephones were used, and overall mechanical performance was poor. Numerous delays and substantial waste of interviewing time was lost because of poor quality of the equipment.

#### Supervision of Interviewers

One supervisor (M.A. candidate) worked with the four full-time interviewers to insure that delays were kept to a minimum, to relieve each interviewer at least once an hour, and to provide supplies and additional questionnaires.<sup>27</sup>

#### Training of Interviewers

The project director/supervisor selected seven interviewers for the survey and instructed them in their responsibilities and the purposes and mechanics of the survey.

All interviewers were students at the University of Mississippi--

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<sup>127</sup>Tuchfarber, "Random Digit Dialing," 41.

six undergraduates and one graduate student. Although only four would actually be needed, three additional interviewers were chosen in case someone quit, was fired, or did not arrive at the scheduled time.<sup>28</sup>

No racial restrictions or quotas were set for interviewers, but all were white. Six were female and one was male, as was the supervisor.

Prospective interviewers attended a two-hour instruction/training session, in which all were given questionnaires. An explanation of the purpose and meaning of every question, and the importance of their roles, especially the importance of being totally unbiased, were discussed.<sup>29</sup>

The training session was intended to acquaint the interviewers with the mechanics of the survey, including the following topics:<sup>30</sup>

1. Purpose of the survey;
2. Tasks of the supervisor;
3. Scheduling, wages, and other administrative arrangements;
4. Use of the telephone equipment and WATS lines;
5. Use of the telephone numbers and disposition form;
6. Handling of refusals, terminations, no-answers, and call-backs;
7. Careful and complete discussion of every question to be asked of the respondents;
8. Complete discussion of how to handle all possible answers and reactions to questions.

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<sup>28</sup>Tuchfarber, Random Digit Dialing, 79.

<sup>29</sup>Herbert Hyman, Interviewing in Social Research (Chicago: The University of Chicago Press, 1954), 58-59.

<sup>30</sup>Tuchfarber, Random Digit Dialing, 78-79.

A 14-page manual, "The Mississippi Public Opinion Poll: Instructions for Interviewers." (Appendix K), prepared specifically for the opinion survey, was given to each interviewer. Special emphasis was placed on interviewer bias and likely errors, attitude, and dealing with individuals from various socio-economic backgrounds.

#### Salaries/Wages for Interviewers

Each interviewer received \$2.30 an hour, the prevailing minimum wage, for actual time spent interviewing. They were not paid for attending the two-hour training session. The supervisor was not paid.

A group time card was placed in a visible and easily accessible area where all interviewers congregated. At the end of each interviewing period, they recorded and dated their hours worked. The accumulated wages earned were paid at the end of the survey.

#### Actual Interviewing

Calls were made in the evening from 6:30 p.m. to 8:30 p.m., Monday through Friday.

Supervision was continuous, and at the end of each session of calling, completed questionnaires were counted and checked for accuracy, possible omissions, time cards were filled out, and instructions were given for the next session.

Total WATS time used and the number of completed questionnaires along with wages were estimated on a daily basis to evaluate the progress of the survey and to assure that accumulated expenses were within the

budget.

### Questionnaire Design

The questionnaire (ballot 1) was composed of 28 questions--20 opinion-related and 8 census-type.

Three contemporary issues--energy, compulsory education, and President Jimmy Carter--comprised the opinion questions. Size of household, age, income, race, size of community, occupation, sex, and education were included in the demographic questions.

The first page of the ballot included one of four modified Troldahl-Carter matrices for randomly selecting respondents within each household along with an introductory paragraph to be read by the interviewer to quickly and thoroughly brief the respondents on the purpose and anonymity of the telephone call. The remainder of the questionnaire included opinion and census questions, respectively.

Average interviewing time was eight minutes for completion of the questionnaire after two minutes for dialing the appropriate number.

### Random Selection of Household Respondents

Because a telephone survey is in reality a survey of households, a method was adopted for randomly selecting respondents from each residence.

The individual answering the telephone was asked two preliminary screening questions: (1) the number of people 18 years old or older living in the household and (2) the number of these who are male.

The matrix or grid indicated which individual in the particular household was to be interviewed when the points from the two screening questions were connected.

The four different matrices available for selecting the appropriate respondent were alternated (I, II, III, IV, I, II, III) so a balance of males and females would be selected to correspond with the composition of modern households and total population characteristics.<sup>31</sup>

Interviewers were instructed to use questionnaires off the top in the order in which they were presented to them.

Roman numerals to the immediate left of the questionnaire number on the first page indicated which matrix was attached to the questionnaire.

#### No-Answers and Call-Backs

In conducting surveys, it is vital that call-backs be made to insure inclusion of as many respondents as possible from the original sample. Call-backs were made in the Mississippi Poll to households where no contact had been made, i.e., a no-answer,<sup>32</sup> and also to households previously reached where the appropriate respondent had not been interviewer, i.e., a call-back or appointment to interview at a later time or

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<sup>31</sup>Barbara E. Bryant, "Respondent Selection in a Time of Changing Household Composition," Journal of Marketing Research 12 (May 1975), 134.

<sup>32</sup>Tuchfarber, "Random Digit Dialing," 43.

date.<sup>33</sup>

Interviewers were instructed to attempt to reach a household four times in two days before the number was given a final "no-answer" disposition.

Although no specific instructions were provided concerning the number of call-backs needed to be made in an attempt to complete a questionnaire, "a reasonable effort" was made by a minimum of two calls to the identified individual within the time frame set for completing the entire survey.<sup>34</sup> Should this not produce a completed questionnaire, the interview was conducted with whomever answered the call, or preferably any male member present.<sup>35</sup>

Should all attempts to reach either a household or an eligible respondent fail, a disposition form was annotated accordingly, and the interviewer rotated times in an effort to reach the respondent.<sup>36</sup> (If the original call was made during the early evening hours, the second attempt was made later in the evening; if this procedure did not work, an effort was made to contact the household later in the week).

Call-backs or appointments were handled in a similar manner.

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<sup>33</sup>Ibid.

<sup>34</sup>Frederick F. Stephan and Philip J. McCarthy, Sampling Opinions: An Analysis of Survey Procedure (New York: John Wiley & Sons, Inc., 1958), 195.

<sup>35</sup>"Interviewing Manual for the Iowa Poll," Research Department, The Des Moines (Ia.) Register and Tribune Company, Item 8.

<sup>36</sup>Tuchfarber, "Random Digit Dialing," 44.



Once contact was made with the household, an attempt was made to set up an appointment with a specific respondent either later in the evening or on another day. The disposition form was used to record this information. If the interviewer could not call the person at the established time, the supervisor did.

### Refusals

Since refusals have inherently been a problem for many surveys, specific instructions were given to the interviewers in an effort to minimize this problem.

So assuming that respondents resist being interviewed for a variety of reasons, interviewers were instructed to take a positive approach by assuming that every respondent could be persuaded to cooperate.<sup>37</sup> Because individuals chosen to participate were too valuable to lose, every effort was made to salvage the interview should a refusal of any kind become imminent.

To convince skeptical or reticent respondents, interviewers were told to restate the purpose of the survey,<sup>38</sup> give their identity,<sup>39</sup> emphasize the anonymous nature of the survey,<sup>40</sup> and, when necessary,

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<sup>37</sup>Interview with Gary R. Orren, The New York Times/CBS News Poll, April 15, 1977.

<sup>38</sup>Parten, Surveys, 163-68.

<sup>39</sup>Ibid.

<sup>40</sup>Leonard I. Pearlin, "The Appeals of Anonymity in Questionnaire Response," Public Opinion Quarterly 25 (Winter 1961), 641.

indicate how important it was to the success of the project that the individual participate.<sup>41</sup>

When circumstances within the household at the time of the call did not permit the subject to answer questions, setting a more convenient time for completing the interview was attempted.<sup>42</sup> But, regardless of the reason for the refusal, interviewers were instructed not to badger respondents and to "act as if every respondent can be persuaded to cooperate."<sup>43</sup>

#### Don't Knows

"Don't know" responses may result from a lack of information or understanding, inability to arrive at an opinion or to decide between alternatives, hesitance at expressing an unpopular or minority view, or even fear.

The anonymity of the respondent was stressed by the interviewer in an attempt to elicit a response. Further probing was encouraged by directly asking the subject why he or she could not respond; such remarks as "There aren't any right or wrong answers" and "We just want to give people a chance to say what they think" were used. As with refusals, intimidation was not used in order to obtain an answer.

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<sup>41</sup>Ibid.

<sup>42</sup>Tuchfarber, "Random Digit Dialing," 84.

<sup>43</sup>Barbara Snell Dohrenwend and Bruce P. Dohrenwend, "Sources of Refusals in Surveys," Public Opinion Quarterly 32 (Spring 1968), 81.

Particular effort was made to ask the racial,<sup>44</sup> educational,<sup>45</sup> and income<sup>46</sup> questions in such a way to emphasize anonymity, and in a non-offensive or non-brash manner. Because questions relating to these areas were placed at the end of the interview, the entire interview process was not jeopardized if the respondent was offended by such questioning.<sup>47</sup>

### Selecting Issues

Issues chosen for the poll were of contemporary state or national interest. While not all were necessarily of current interest, they dealt with topics of recent public and legislative debate.

"Energy" had been the focus of national debate since the Oil Embargo of 1974 and the subject of a presidential address to a Joint Session of Congress in the spring of 1977.<sup>48</sup>

Interest in compulsory school attendance in Mississippi, the subject of controversy since the U.S. Supreme Court's desegregation

<sup>44</sup>Alan E. Bayer, "Construction of a Race Item for Survey Research," Public Opinion Quarterly 36 (1972/1973), 592-602.

<sup>45</sup>Paul W. Haberman and Jill Sheinberg, "Education Reported in Interviews: An Aspect of Survey Content Error," Public Opinion Quarterly 30 (1966/1967), 295-301.

<sup>46</sup>Stephen B. Withey, "Reliability of Recall of Income," Public Opinion Quarterly (Summer 1954), 197-204.

<sup>47</sup>Parten, Surveys, 215.

<sup>48</sup>"The Energy War," Time (May 2, 1977), 109, 10-22.

decision in 1954, was renewed when the state legislature passed an attendance law during the 1977 legislative session.

Questions rating a U.S. president's performance and personality have become routine and expected for national and regional opinion surveys during preceding administration.<sup>49</sup> The President's town meeting in Yazoo City, Mississippi, several weeks after the completion of the survey made what was to be routine questions one of more current public interest within the state.<sup>50</sup>

#### Question Design

A system of question design developed by George Gallup was used to construct a schedule which would successfully gauge the true opinions of Mississippians.

This "quintimensional plan" made it possible to probe five different aspects of opinion while overcoming the frequently heard criticisms of opinion surveys that respondents lack information, misunderstand questions, fail to grasp the "why" of an opinion, or rely on "snap" judgments.<sup>51</sup>

The 20 opinion questions used for Ballot 1 were constructed

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<sup>49</sup>Robert Chandler, CBS News Reference Book: Public Opinion (New York: R.R. Bowker Company, 1972).

<sup>50</sup>"Yazoo City Questions the President," The Yazoo City (MS) Herald CIV no. 144, July 22, 1977, 1.

<sup>51</sup>George Gallup, "The Quintimensional Plan of Question Design," Public Opinion Quarterly 11 (Fall 1947), 385-93, 386.

according to the five recommended categories of questions: (1) filter or information type, (2) open or free answer, (3) dichotomous or specific issues, (4) reason why, and (5) intensity.<sup>52</sup>

The extent to which this particular approach was used was determined by the necessity for such probing, the importance of the question series, and the additional time and expense that extensive questioning would require.

Issue: Energy Crisis

Filter	Have you read or heard about the nation's energy crisis?
Open	What do you believe is the one most important thing the American public and yourself can do to conserve energy?
Dichotomous	Do you believe the United States is faced with an energy crisis?  Congress is considering increasing the cost of gasoline, heating oil, and natural gas to conserve energy. Do you favor or oppose this possible action?  During the last two years, the cost of energy has almost doubled. Do you think that any one person or group is more responsible than any other for the rising costs of energy?

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<sup>52</sup>Ibid., 387.

Do you think the increasing cost of gasoline will change your driving habits--that is, do you think you will drive less or not?

Would you favor or oppose a tax on cars and trucks which do not meet government standards for good gas mileage?

Reasons why

Why do you feel this way?

Intensity

How serious do you think the energy crisis really is--very serious, somewhat serious, or not serious at all?

How important is it to you that you be able to drive your car (or truck) as much and as often as you like--very important, somewhat important, or not important at all?

#### Issue: School Attendance

Filter

Do you believe that in the past Mississippi has or has not needed a school attendance law of some type?

Dichotomous

Mississippi now has a school attendance law which will encourage parents to keep their children in school up to the age of 13. Do you approve or disapprove of this law?

Reasons why

Why do you feel this way?

Intensity

How important is it to you that all Mississippi children attend school--very important, somewhat

important, or not important at all?

Dichotomous

Do you believe the school attendance law should be enforced by counseling the child and parents, or by making the child attend a school?

Issue: Jimmy Carter

Filter

In politics, as of today, do you consider yourself to be a Democrat, Republican, or Independent?  
Do you lean more to the Republican party or the Democratic party?

Intensity

How would you rate the job Jimmy Carter has been doing as President--excellent, good, fair, or poor?

Open

What is it about him or what action of his, if any, have you liked the most?  
What is it about him or what action of his, if any, have you disliked the most?

But an effort was made to measure both depth and intensity of the individual and group responses. Some of the questions included with the questionnaire did not fit four square into any one category but were rather a blend of several--accomplishing the same overall purpose of allowing intercorrelation of the data.<sup>53</sup>

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<sup>53</sup>Ibid.

## CHAPTER FOUR

### RESULTS

The real value of an opinion poll is the type of analysis it makes possible.<sup>1</sup> Therefore, the only way to give meaning to the results is through an in-depth analysis of demographics, emphasizing differences of opinions among the various socio-economic groups within that population. Mere listings of frequency totals for the population would be superficial at best.

A final analysis reveals much useful information about the opinions of Mississippians on several topics of current interest. Analysis of the survey data, review of the dissemination of the results, and presentation of project costs are all necessary to determine whether the empirical goals of the project were in fact accomplished.

The validity of the methodology and a discussion of the survey data have been the focus of this thesis. In this chapter results are presented: opinions, costs, reliability, instances of statistical significance, and publicity. Thus, the successes and possible shortcomings can be placed in proper perspective. Future polling efforts should then be built on these procedures and results.

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<sup>1</sup>Norman C. Meier and Harold W. Saunders, eds., The Polls and Public Opinion (New York: Henry Holt and Company, 1949), 290.



### Data Tabulation

All survey data were precoded, keypunched, and analyzed by the supervisor (M.A. candidate) at no cost to the project. Answers to questions were categorized as part of this data tabulation. Twenty hours were required for the completion of this part of the opinion survey.

A computer program was selected to allow for cross-tabulation of the results according to a statistical package designed for the social sciences.<sup>2</sup> (See Appendix L)

The basic tool used in testing the overall accuracy of the sample was a one-way chi-square test, using the .05 level of significance. In comparing census data and the poll demographics, the "expected" frequencies are those obtained either from the 1970 U.S. Census<sup>3</sup> or from the latest estimates by Sales and Marketing Management.<sup>4</sup> "Observed" frequencies are those obtained from the interviews.

The chi-square test of accuracy (or more precisely, the chi-square distribution<sup>5</sup>) was chosen because of the nominal<sup>6</sup> nature of the

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<sup>2</sup>Norman H. Nie, C. Hadlai Hull, et al., SPSS: Statistical Package for the Social Sciences (New York: McGraw-Hill Book Company, 1975), 1-126.

<sup>3</sup>Characteristics of the Population, vol. 1, part 26: Mississippi, U.S. Department of Commerce, Bureau of the Census, issued February 1973.

<sup>4</sup>"Mississippi," Sales & Marketing Management: 1976 Survey of Buying Power 117 (July 26, 1976), C-112-115.

<sup>5</sup>Robert K. Young and Donald J. Veldman, Introductory Statistics for the Behavioral Sciences, 2nd ed. (New York: Holt, Rinehart, and Winston, 1972), 372.

<sup>6</sup>Nie, SPSS, 4.

survey data and because it also allows for inferences about the proportions of response.<sup>7</sup>

The same statistical test was also used in determining differences between socio-economic status and particular opinions. Frequencies of answers to each opinion question are in Table 4.1, and detailed explanations and summaries of results, including "meanings," are in the press releases for each topic.

Much of the computer analysis of the data was neither revealing nor pertinent to a better understanding of public opinion. The following table (See Table 4.2) shows instances in which significant differences were discovered between opinions and the socio-economic classifications of respondents.

#### Demographic Characteristics

One of the principal purposes of this empirical public opinion study has been to determine whether the survey method provides a representative sample of the state's adult population.

It has previously been acknowledged that telephone surveying can exclude persons who are not subscribers or are not listed; but personal interviewing, too, can omit certain segments of the population.<sup>8</sup>

Every survey methodology obtains somewhat different demographic

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<sup>7</sup>Young, Introductory Statistics, 371.

<sup>8</sup>Tuchfarber, Random Digit Dialing, xx.

TABLE 4.1  
OPINION SURVEY FREQUENCIES

Q. 2: Do you believe the United States is faced with an energy crisis?

Yes	71.3%
No	17.8
Don't Know	10.9
	<u>100.0%</u>
Sample Base	(275)

Q. 3: If "Yes", how serious do you think the energy situation really is?

Very serious	37.6%
Somewhat serious	54.8
Not serious	3.0
No Opinion	4.6
	<u>100.0%</u>
Sample Base	(197)

Q. 4: If "No", why do you feel this way?

Conspiracy	8.9%
Big Profits	13.3
No Shortages	20.0
Other	33.3
Don't Know	24.5
	<u>100.0%</u>
Sample Base	(45)

Q. 5: Congress is considering increasing the cost of gasoline, heating oil, and natural gas to conserve energy. Do you favor or oppose this possible action?

Favor	23.6%
Oppose	71.3
Don't Know	5.1
	<u>100.0%</u>
Sample Base	(275)

Table 4.1 (Continued)

Q. 6: During the last two years, the cost of energy has almost doubled. Do you think that any one person or group is more responsible than any other for the rising cost of energy?

Yes	46.2%
No	41.1
No Opinion	12.7
	<u>100.0%</u>
Sample Base	(275)

Q. 7: If "Yes", who do you believe is mostly responsible?

Government	14.2%
Oil & Gas Companies	41.7
Public Utilities	5.5
American Public	8.7
Oil Producing Nations	7.9
Other	9.4
Don't Know	12.6
	<u>100.0%</u>
Sample Base	(127)

Q. 8: How important is it to you that you be able to drive your car (or truck) as much and as often as you like?

Very important	64.0%
Somewhat important	25.0
Not Important	4.4
Don't Drive	6.2
Don't Know	.4
	<u>100.0%</u>
Sample Base	(275)

Q. 9: If any opinion, do you think the increasing cost of gasoline will change your driving habits--that is, do you think you will drive less or not?

Yes, Drive Less	53.3%
No, Drive About Same	45.5
Don't Know	1.2
	<u>100.0%</u>
Sample Base	(257)

Table 4.1 (Continued)

Q. 10: What do you believe is the one most important thing the American public and yourself can do to conserve energy?

Drive Less	30.5%
Less Home Use	23.3
Ration Gasoline	1.5
Insulate Homes	2.9
Drive Smaller Cars	2.5
Cut General Use	15.6
Other	8.4
Don't Know	15.3
	<u>100.0%</u>
Sample Base	(275)

Q. 11: Would you favor or oppose a tax on cars and trucks which do not meet government standards for good gas mileage?

Favor	44.0%
Oppose	47.3
No Opinion	8.7
	<u>100.0%</u>
Sample Base	(275)

Q. 12: How important is it to you that all Mississippi children attend school--very important, somewhat important, or not important at all?

Very Important	96.3%
Somewhat Important	3.3
Not Important	0.0
Don't Know	.4
	<u>100.0%</u>
Sample Base	(275)

Q. 13: Mississippi now has a school attendance law which will encourage parents to keep their children in school up to the age of 13. Do you approve or disapprove of this law?

Approve	80.0%
Disapprove	20.0
No Opinion	0.0
	<u>100.0</u>
Sample Base	(275)

Table 4.1 (Continued)

Q. 14: If "Approve", do you believe the school attendance law should be enforced by counseling the child and parents or by making the child attend a school?

Counseling	46.6%
Making Child Attend	33.3
Both	15.5
Do Not Enforce	.9
Don't Know	3.7
	<u>100.0%</u>
Sample Base	(219)

Q. 15: If "Disapprove", why do you feel this way?

Age Limitations	82.1%
14-17	41.1
High School	41.0
Some Don't Need	1.8
Keep Others Back	5.4
Other	10.7
	<u>100.0%</u>
Sample Base	(56)

Q. 16: Do you believe that in the past Mississippi has or has not needed a school attendance law of some type?

Yes, Has Needed	83.6%
No, Has Not Needed	6.6
Don't Know	9.8
	<u>100.0%</u>
Sample Base	(275)

Q. 17: In politics, as of today, do you consider yourself to be a Democrat, Republican, or Independent?

Democrat	46.9%
Republican	10.9
Independent	37.5
Don't Know	4.7
	<u>100.0</u>
Sample Base	(275)

Table 4.1 (Continued)

Q. 18: If "Independent", as of today, do you lean more to the Republican party or to the Democratic party?

Republican	35.0%
Democrat	30.0
Independent	35.0
	<u>100.0%</u>
Sample Base	(103)

Q. 19: How would you rate the job Jimmy Carter has been doing as President?

Excellent	10.9%
Good	35.4
Fair	41.2
Poor	6.5
No Opinion	5.9
	<u>100.0</u>
Sample Base	(274)

Q. 20: If any opinion, what is it about him or what action of his, if any, have you liked the most?

Informality	4.7%
Human Rights	4.3
Concern for People	4.3
Christian Attitudes	6.2
Openness/Honesty	13.6
Determination	7.8
Economic Programs	5.1
Energy Programs	6.2
Other	9.7
Nothing	14.4
Don't Know	23.7
	<u>100.0%</u>
Sample Base	(257)

Q. 21: If any opinion, what is it about him or what action of his, if any, have you disliked the most?

Amnesty	5.6%
Foreign Policy	6.4
Cancellation of B-1 Bomber	5.6

Table 4.1 (Continued)

Has Not Kept Promises	3.1
Energy Program	6.0
Inexperience	1.6
Military Policies	2.4
Human Rights Stand	2.0
Other	15.9
Nothing	36.3
Don't Know	14.7
	<u>100.0%</u>
Sample Base	(251)



TABLE 4.2  
STATEWIDE DATA

	<u>SEX</u>		<u>Absolute Difference</u>
	<u>Thesis Poll</u>	<u>Census</u>	
Male	44%	49%	5.0%
Female	<u>56</u>	<u>51</u>	<u>5.0</u>
	<u>100%</u>	<u>100%</u>	<u>10.0%</u>

Chi-Square = .41  
Degrees of Freedom = 1  
Not Significant at .05

	<u>RACE</u>		
White	77%	63%	13.0%
Non-White	<u>23</u>	<u>38</u>	<u>15.0</u>
	<u>100%</u>	<u>101%</u>	<u>28.0%</u>

Chi-Square = 5.08  
Degrees of Freedom = 1  
Significant at .025

	<u>AGE</u>		
18-24	12%	22.4%	10.4%
25-34	20.8	19.5	1.3
35-49	22.3	22.2	.1
50+	<u>45.3</u>	<u>35.8</u>	<u>9.5</u>
	<u>100.4%</u>	<u>99.9%</u>	<u>21.3%</u>

Chi-Square = 7.40  
Degrees of Freedom = 3  
Not significant at .05

Table 4.2 (Continued)

	<u>INCOME</u>		
-\$10,000	42%	53.5%	13.0%
\$10,000-\$14,999	28	18.5	10.0
\$15,000-\$24,999	19	20.0	1.0
\$25,000+	11	8.5	3.0
	<u>100%</u>	<u>100.0%</u>	<u>27.0%</u>

Chi-Square = 4.08  
 Degrees of Freedom = 3  
 Not significant at .05

	<u>RURAL/URBAN</u>		
Urban	59%	45%	14.0%
Rural	41	55	14
	<u>100%</u>	<u>100%</u>	<u>28.0</u>

Chi-Square = 3.93  
 Degrees of Freedom = 1  
 Significant at .05

	<u>EDUCATION</u>		
Less than 8 years	21.5%	38.7%	17.2%
9-11 years	15.3	20.3	5.0
High School	23.6	23.9	.3
Some College	20.0	9.0	11.0
College +	19.6	8.1	11.5
	<u>100.0%</u>	<u>100.0%</u>	<u>45.0%</u>

Chi-Square = 38.6  
 Degrees of Freedom = 4  
 Significant at .01

coverage, but the important characteristics of a population, regardless of method, should be representative in terms of race, sex, income, age, education, etc.

Results of the Mississippi poll were sufficiently similar to the latest and best demographic estimates. Thus, it was possible to assume that the survey sampling was unbiased.

Table 4.2 presents these results with comparisons to other estimates of statewide population characteristics. Biases in sex, age, and income are not present. The differences are not statistically significant at the 95 percent confidence level. Because quotas were used for sex and age, income was the demographic control likely to reveal bias should it be present.<sup>9</sup>

The results tend to contradict the hypothesis that possession of a telephone is dependent upon income.<sup>10</sup> If there were instances where non-telephone households were also low income families, the numbers were so small that the survey sample was not distorted.

The assumption that black families would be poorer and have a slightly lower probability of telephone ownership, resulting in a bias against blacks, proved to be the case. The procedure was significantly biased against inclusion of blacks as black representation in the sample fell 15 percentage points below what would normally have been expected.

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<sup>9</sup>Witney, "Reliability of Recall of Income," 204.

<sup>10</sup>Kegeles, "Interviewing a National Sample," 412-19.

(See Table 4.2)

Because of the basic heterogeneous nature of Mississippi's population, a racial bias can be perceived as detrimental to the overall intent of this opinion poll: accurate gauging of opinion. In other words, an over-representation of whites does not provide a true cross-section of the statewide population. Therefore, cumulative opinions and conclusions must be qualified with this sampling bias in mind.

Unexpectedly, a significant rural/urban bias also appeared. Although not as statistically important as race, the finding did indicate the chances of possession of a telephone in Mississippi was disproportionately slanted toward the urban areas.

Relationships between opinions and demographics presented in Table 4.3 show that education, income, and race are more likely to affect one's opinions than are age or sex. The urban/rural classifications are apparently not important indices of opinions for Mississippians.

Although race was an important demographic control which can be correlated with opinion, it will be shown that it is not the most important. Therefore, the low representation in the sample of blacks may not be detrimental to the survey results.

As with race and the urban/rural differences between the universe and the sample, another source of concern was the number of years of education reported by each respondent. The differences are statistically significant, "implying that they are unlikely to have been the result merely of the chance selection of an unrepresentative group of respondents."<sup>11</sup>

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<sup>11</sup>Tuchfarber, Random Digit Dialing, 44.

TABLE 4.3

DEMOGRAPHIC/OPINION CORRELATIONS

<u>Opinion</u>	<u>Education</u>	<u>Age</u>	<u>Income</u>	<u>Sex</u>	<u>Race</u>	<u>Political Preference</u>
Q.2: Is there energy crisis?	*					
Q.5: Favor/oppose higher costs?			*			
Q.6: Is anyone responsible?	*		*	*		
Q.7: Who is responsible?					*	
Q.8: How important to drive?	*		*		*	
Q.9: Will driving habits change:					*	
Q.11: Favor/oppose tax on cars?	*	*	*		*	
Q.13: School attendance law?	*	*		*		
Q.14: How law to be enforced?	*					
Q.16: Need law in past?	*					
Q.17: Political party preference?	*	*	*	*	*	NC
Q.19: How rate Jimmy Carter?					*	*

\*Statistically significant at 95 percent confidence level.

NC: Not correlated

This significant three-way bias--race, income, education--may have resulted because of the unique relationship among these variables. In Mississippi, whites generally have more years of education and, subsequently, higher incomes than blacks, those with higher incomes are more likely to be white than blacks, etc.<sup>12</sup>

### Demographics Versus Opinions

Each of the opinion-related answers was statistically compared with all demographic controls as part of the survey analysis. This cross-tabulation afforded the opportunity to closely examine relationships between demographic and socio-economic groups and opinions on the issues.

Such an analysis followed Gallup's contention that the "public does not follow a monotonous pattern," and "(the several publics) reveal striking uniformities of attitude and interests."<sup>13</sup> Such in-depth analysis thus permitted a more thorough understanding of each of these "miniature publics."<sup>14</sup>

Using the chi-square test, statistical significance at the 95 percent confidence level was found in 26 cross-tabulations of opinions and demographics, when each of the 18 opinion-related answers was

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<sup>12</sup>Characteristics of the Population, vol. 1, part 26: Mississippi.

<sup>13</sup>George Gallup and Saul Forbes Rae, The Pulse of Democracy (New York: Simon and Schuster, 1940), 62-63.

<sup>14</sup>Ibid.

correlated with the nine demographic factors. ("Political party preference" was considered both a demographic control and an expression of an opinion.<sup>15</sup>) Appendices A-E show the significant correlations between demographics and opinion.

Two demographic elements, occupation and size of community, did not appear significant with any opinions. The conclusion can be made that these controls are not important in the respondents' opinions concerning the particular questions asked in this poll.

The respondents' educational level appeared to be the best indicator of his response to the opinion-related questions asked (See Table 4.3). The 26 instances of statistical significance between opinion and demographics included eight in which education correlated at five percent. Income and race were significant factors in five and six cases, respectively.

Appendix A gives a more detailed explanation of how opinions and demographic controls were correlated and offers a breakout by individual responses available for each question.

In the responses to the questions asked, education, income, and race were closely interrelated. One could conceivably be a predictor of the others.

The only opinion question found to be significant at all demographic levels was Question 17 which dealt with political party preference.

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<sup>15</sup> Interview with Ms. Beverly Laws, Research Associate, Research Department, Iowa Poll, Des Moines (Ia.) Register and Tribune Company, April 17, 1977.

Education and age were overwhelmingly the prime controls indicating an individual's party inclinations.

### Content Analysis

To gain a more in-depth understanding of the opinions, open-end questions were included in the survey, and interviews were instructed to probe respondents for more detailed or specific responses.

Open-end questions probed "why" a respondent did not believe there was an energy crisis (Q.4); what was the most important thing the public could do to conserve energy (Q.10); why did the respondent disapprove of a school attendance law (Q.15); and what were the "likes" and "dislikes" pertaining to Carter's job performance (Q.20 and Q.21). As asserted previously in the methodology, verbatim quotes/comments were to be recorded by interviewers.

Analysis of these open-end responses required that each be appropriately coded with similar responses. A preliminary study of sample responses ascertained likely categories, and a practice coding was subsequently made.<sup>16</sup> This coding resulted in an analysis with placed each response into a "distinctive, appropriate, and mutually exclusive" category.<sup>17</sup>

Because each question sought a definite type of response to a

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<sup>16</sup>Richard W. Budd, Robert K. Thorp, and Lewis Donohew, Content Analysis of Communications (New York: The Macmillan Company, 1967), 39.

<sup>17</sup>Ibid.



specific topic, responses generally tended to fit into expected categories. This was especially true of Question 4, Energy Crisis, which asked why an individual did not believe the "crisis" was real.

However, sometimes it was necessary to broaden the categories when actual coding began to include responses which did not fit easily into those categories set up during the preliminary coding.<sup>18</sup> Nevertheless, all categories were mutually exclusive.<sup>19</sup> An additional category was formed for miscellaneous responses which did not fit into the more defined groups.<sup>20</sup>

#### Response Rate

It was not anticipated that all telephone numbers in the sample would result in completed telephone calls, nor that all persons contacted would be willing to participate. An expected response rate of 40 to 80 percent--based on studies using similar methodology--was considered to be the range of possibility for this survey. This response rate is outlined in Table 4.4.

The overall refusal rate was not considered detrimental to results because the 13.3 percent is within the range allowed by Lou Harris and Associates<sup>21</sup> and lower than the refusal rate of 20 percent incurred by

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<sup>18</sup>Ibid., 44.

<sup>19</sup>Ibid.

<sup>20</sup>Ibid., 45.

<sup>21</sup>Nimmo, Political Persuaders, 102.

TABLE 4.4  
 FINAL DISPOSITION OF CALLS  
 (RESPONSE RATES)

Not-in-service	11.5%	(55)
Business	.4	(02)
No answer	12.0	(57)
No eligible respondent	2.0	(10)
Interview not completed	3.5	(17)
Refusals	13.3	(64)
Completed Interviews	<u>57.3</u>	<u>(275)</u>
TOTAL	100.0%	(480)

Walter DeVries in a 1975 Mississippi post-election poll.<sup>22</sup>

Prominent U.S. pollsters did not specify whether their refusal rates were based on attempted calls--as above--or the number of residences where contact was actually made and persons refused to participate in the poll. Should the latter be the case, the refusal rate for this project would be 17.5 percent with a response rate of 75 percent.

#### Press Release of Survey Results

From the inception of this project, a principal objective was not only to measure the opinions of Mississippians but to make the findings available to the general public.

Because the survey questions were about current issues, it was assumed the results would be of interest to the general public when presented in such a way as to be comprehended and understood.<sup>23</sup> Social science research reporting has been increasingly criticized for its complexity and use of professional jargon.<sup>24</sup> Thus, simplification and a medium of statistical terminology seemed appropriate.<sup>25</sup> Accordingly, almost all use of statistical terms was omitted, and percentages were kept to a minimum. Only those demographics which seemed appropriate to the topic were included.

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<sup>22</sup>Wayne W. Weidie, "The Political Scene," December 1975.

<sup>23</sup>Edwin Newman, Strictly Speaking (Boston: G.J. Hall, 1974).

<sup>24</sup>Ibid.

<sup>25</sup>Parten, Surveys, 513.

State news media were sent weekly press releases by the Office of University Relations, University of Mississippi, which reproduced and mailed the releases.

President Carter's visit to the state closely coincided with the time set for the first release. So his job performance ratings and Mississippians' "likes" and "dislikes" of his personality and administration were released first.

Following at weekly intervals were releases on the energy crisis, proposed fuel and energy taxes, the effect of higher fuel taxes on driving habits, and the school attendance law.

Many questions included in the original questionnaire were used only for in-depth analysis--such as political preference. Thus, all answers were not released to the news media. But the five news releases covered the main topics about which questions had been asked. (See Appendix M.)

### Survey Reliability

Although future elections provide an ideal opportunity to measure the reliability of a survey,<sup>26</sup> none were conducted during the time frame of this survey.

Hadley Cantril in Gauging Public Opinion established two criteria for evaluating reliability:<sup>27</sup> (1) the consistency with which the

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<sup>26</sup>Gallup, Pulse of Democracy, 88.

<sup>27</sup>Cantril, Gauging Public Opinion, 98.

same observers obtain similar results, and (2) the consistency with which different observers obtain similar results.<sup>28</sup>

Simultaneous surveys by different researchers were not undertaken nor was a parallel study involved with this one. Furthermore, no previous or subsequent surveys were available, but there were opportunities for national, regional, and state comparisons. Public approval/disapproval of President Carter, the energy crisis, and state political party preference were also the main topics of inquiry by polls undertaken by The New York Times/CBS News Poll, George Gallup, and a political study by a Mississippi political scientist.

There was no assumption that the nation (or even the South) and Mississippi share comparable views or that opinion in one is a model for opinion in the others. But general conclusions derived by comparing the results of surveys during the same time period provided some measure of reliability.

In the Mississippi study in July 1977, respondents' assessments of the President's job performance were summarized: "The statewide poll indicated Mississippians react more favorably to Carter's personality than to his stands on controversial issues." In an opinion poll conducted several weeks later on a national level, The New York Times/CBS News Poll was headlined: "Public Likes Carter, Survey Finds, More For His Style Than Programs," and read:

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<sup>28</sup>Hennessey, Public Opinion, 100-101.

. . . despite Carter's legislative initiatives in recent weeks, he still wins greater favor from the public for the style of his Presidency than for the substance of his programs.<sup>29</sup>

No intensity scales or measurements of approval/disapproval were included.<sup>30</sup>

A Gallup Poll,<sup>31</sup> released prior to the Mississippi study reported national opinions on the energy crisis and offered an analysis of how seriously the public considered energy programs. Included was a regional break-out which provided a much more practical basis for comparisons with the Mississippi data than would national results. (See Table 4.11)

In an article published in 1969, Professor Glenn Abney reported results of a survey, Mississippi voters' identification with political parties.<sup>32</sup> While his study primarily focused on party alignment and its causes, the report also included a breakdown of party preferences of Mississippi voters at that time. While eight years could have resulted in significant political party changes, the similarities are striking between the political alignments he found in 1969 and those found in this 1977 poll. (See Table 4.12)

Insignificant differences between the results of these surveys/

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<sup>29</sup>"Public Likes Carter, Survey Finds, More For His Style Than Programs," The New York Times 126 (July 29, 1977), 1.

<sup>30</sup>Ibid.

<sup>31</sup>George Gallup, "Public Not Fired Up By Claims of Energy Crisis, Poll Reveals," St. Louis (MO) Post-Dispatch 90 (June 23, 1977), 8A.

<sup>32</sup>F. Glenn Abney, "Partisan Realignment in a One-Party System: The Case of Mississippi," Journal of Politics 31 (1969), 1103.

TABLE 4.4

ENERGY CRISISGallup Poll vs. Thesis Poll

<u>"How serious?"</u>	<u>Gallup (South Only)</u>	<u>Thesis Poll</u>
Very	47%	38%
Fairly	36	55
Not at all	12	3
No Opinion	5	5

TABLE 4.5

POLITICAL PARTY PREFERENCEAbney Study vs. Thesis Poll

<u>Political Party</u>	<u>Abney Study</u>	<u>Thesis Poll</u>
Democratic	51%	47%
Republican	6	11
Independent	39	38
Other	3	1
Don't Know	1	3
	<u>100%</u>	<u>100%</u>
Sample Base	(355)	(275)

opinion polls lends support to the Mississippi poll. Certainly it is not conclusive, but it is a good indication that the Mississippi survey was relatively unbiased and generally correct in its findings and conclusions.

#### Special Releases of Survey Results

In an effort to attract future financial support--along with public acceptance--a special mailing was made to 220 individuals, state agencies, elected officials, political groups, and business firms in Mississippi which were considered prospects for a statewide poll.

The mailing list (See Appendix O) included lobbyists registered with the Mississippi Secretary of State, state agencies with the largest budgets, the more prominent elected officials, and major businesses in the state.

This was a one-time mailing. Because the press release on President Carter was the first in the series, a copy accompanied the special mailing.

A cover letter explained the nature of the polling service available, methodology used, and costs involved for a private, confidential survey. The public aspect of the survey was also explained.

#### Survey Costs

Total expenses for the thesis project were well within budget parameters. The cost per interview was comparable to other surveys conducted under similar circumstances.



The largest expense involved use of telephones (WATS lines), followed by interviewer salaries. No expenses other than those listed as part of Table 4.13 were incurred.

These figures do not necessarily represent expenses that a professional survey firm or organization might incur. Telephone expenses and interviewer salaries would probably still constitute the bulk of total costs for comparable surveys, but other expenses not listed here would also appear, and a profit margin would also be expected in a business situation.

Tuchfarber alluded to these costs when comparing a random-digit dialing study by telephone and in-home personal interview surveys.<sup>33</sup> He said considerable expense would be required to prepare lists, select the sample areas, and make assignments to interviewers. Recruitment costs, training, field supervision, and travel expenses would also normally be required.<sup>34</sup>

In this project, these additional tasks were undertaken by the project supervisor (this writer) at no additional cost to the Mississippi opinion poll.

#### Summary

Survey research in Mississippi--as in almost any area--can be

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<sup>33</sup>Tuchfarber, "Random Digit Dialing," 87.

<sup>34</sup>Ibid.

TABLE 4.6  
THESIS POLL COSTS

WATS Lines

Pilot Study	591 minutes	
Actual Survey	<u>3573</u> minutes	
	4164 minutes @ \$.20	\$ 832.80

Interviewers' Salaries

54 interviewing hours @ \$2.30 an hour	124.20
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Publicity Mailings

220 letters @ \$.24 each	52.80
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Lettering for Cover Letter

Press type	10.00
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Printing

Quick-print	<u>37.00</u>
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TOTAL COST	\$1056.80
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Cost Per Completed Interview

WATS time	3573 minutes @ \$.20	\$714.60
Interviewers		<u>100.00</u>
		\$814.60

275 interviews completed	\$2.96 each
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formidable because of the necessity of reaching poorly educated, isolated and racial minority groups within the population. While this thesis project did not overcome all of these difficulties, it did more clearly define and distinguish just what the problems will be for future research in Mississippi and proved that a reliable opinion survey in Mississippi can be conducted using the high standards of modern opinion research.

A major shortcoming of the Mississippi opinion poll was the telephone sampling procedure used to contact desired target population of Mississippi adults. From budgetary and time standpoints, the poll was conducted within reasonable parameters, and indications are that the entire surveying procedure can be duplicated within a three- to four-week time frame.

With few exceptions, the format and wording of questions caused minimal problems for the interviewers and respondents. But one question was found to be inadequately worded and/or positioned.

The order of the question apparently influenced the responses to the open-end energy question (10): "What do you believe is the one most important thing the American public and yourself can do to conserve energy?" It was felt that the high "drive less" response to Question 10 was influenced because of the positional effect of Question 9; subsequently, responses to Question 10 were not included in the final analysis or press releases.

More extensive pretesting of the questionnaire, as recommended by Gallup,<sup>33</sup> would probably have resulted in elimination or at least the

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<sup>33</sup>Cantril, Gauging Public Opinion, 28.

minimizing of biased responses because of the influence of the sequence of questions.

The quintamensional plan of question construction worked smoothly for the remaining opinion questions. Filter questions as applied to school attendance and Presidential job performance presented minimal interviewing problems and allowed for depth analysis of survey data.

Problems with interviewers ranked second only to those encountered with the telephone equipment problems. But this form of problem did not adversely affect the overall quality of the collected responses.

Because the recommendations of Tuchfarber were followed in training additional interviewers for unforeseen circumstances, the required number of interviewers were always available to interview designated respondents. But it soon became evident that two of the interviewers were not capable of nor interested in working continuously or adhering to the interviewing instructions. Such an attitude could only have hindered the interviewing process and possibly have influenced the attitude of the others. Their services were terminated. The remaining five interviewers originally recruited for the polling project completed the necessary interviews.

Sunday interviewing was never considered for this opinion survey. During the Pilot Study (RDD) when interviews were conducted on a Sunday, numerous respondents or household members indicated their displeasure at being contacted and "disturbed" on Sunday.

Although one of the interviewers for this survey was male, no adverse effects were noted in the types of responses or rate of refusals

he obtained. But he did indicate that some respondents, especially women living alone, occasionally implied some discomfort and uneasiness about talking to a male stranger. In view of this, Hyman's "ideal interviewer"--a woman--should probably be used for interviews whenever possible.<sup>34</sup>

Although the available telephone equipment was adequate, the use of touch-tone equipment would have considerably reduced interviewing time.

Being limited to four telephones and WATS lines severely restricted the number of people who could be called within reasonable interviewing time frames. This is important because opinions could change quickly with an important news story.

The final sample size was 275. So four telephones allowed for only 55 completed interviews each day (five days). This limitation placed obvious restrictions on the final sampling results, especially in relation to a desirable sampling error.

The simple solution to this problem is an obvious one: more telephones and WATS lines. Future survey efforts should give this problem considerable thought. The additional costs of acquiring such facilities might still be prohibitive, but whenever a telephone sampling design is used, the only practical means of increasing the sample size within established time frames would be by acquiring more and better telephone equipment.

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<sup>34</sup>Hyman, Interviewing in Social Research, 292.

Prior arrangements for use of university WATS lines should always be made. Because numerous research departments are often competing or scheduling for the same facilities, the use of WATS lines has been contingent upon some type of reservation system.

But it should also be kept in mind that these problems encountered with the university telephone equipment are shared by all of the university departments involved in telephone surveying. The elimination of the problem should be a mutual one because all have something to gain by modern, efficient telephone facilities.

#### Recommendations

Chi-square tests of survey data in Chapter 4 are evidence that significant differences between the survey demographics and U.S. Census data were present and that the survey sample was not representative of the state's target population.

The information accumulated prior to the implementation of the project suggested the possibility of such results, but the actual degree of the discrepancy could not be predicted. It is now apparent that any telephone methodology based on directories in Mississippi is likely to incur similar problems.

Therefore, the use of directories as sampling frames should be abandoned in favor of some form of random-digit dialing (RDD). Despite the added costs involved with RDD and the high rate of non-existent (non-working) numbers found in the pre-test, such a sampling design would reach more households than a directory sampling plan. RDD would also

allow for the inclusion in the sample of those demographic groups which tend to be omitted from directories and new listings, as previous studies have indicated.

Despite disadvantages found in RDD, it does offer a realistic and workable alternative to heavily biased directory sampling and is more closely compatible with the scientific and ethical standards and requirements of modern opinion research.

It is also evident that use of a telephone sampling methodology will omit the lower socio-economic levels of Mississippi society. To compensate for this, racial and rural quotas should be employed. Despite some added costs and supplementary interviewing, use of such quotas will be necessary to the final acquisition of a sample truly representative of the Mississippi adult population.

The researcher should also insure that the pre-determined number of completed interviews to be taken from each stratum of the sample is, in fact, accomplished. This practice would reduce the need for a stringent quota system during interviewing.

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APPENDIX A

EDUCATION

TABLE A.1

## CHI-SQUARE OF RESPONSES TO QUESTION 2 BY YEARS OF EDUCATION

Question 2: Do you believe the United States is faced with an energy Crisis?

<u>Belief</u>	<u>Years of Education</u>				<u>Row Total</u>
	<u>9-11 Years</u>	<u>High School</u>	<u>Some College</u>	<u>Grad-Prof Work</u>	
Yes	62 22.5%	45 16.4%	41 14.9%	48 17.5%	196 71.3%
No	20 7.3%	15 5.5%	11 4.0%	3 1.1%	49 17.8%
Don't Know	19 6.9%	5 1.8%	3 1.1%	3 1.1%	30 10.9%
Column Total	101 36.7%	65 23.6%	55 20.0%	54 19.6%	275 100.0%

Chi-Square = 19.11050  
 Degrees of Freedom = 6  
 Significance = 0.0040

TABLE A.2

## CHI-SQUARE OF RESPONSES TO QUESTION 6 BY YEARS OF EDUCATION

Question 6: During the last two years, the cost of energy has almost doubled. Do you think that any one person or group is more responsible than any other for the rising cost of energy?

<u>Person or Group Responsible</u>	<u>Years of Education</u>				<u>Row Total</u>
	<u>9-11 Years</u>	<u>High School</u>	<u>Some College</u>	<u>Grad-Prof Work</u>	
Yes	40 14.5%	35 12.7%	23 8.1%	29 10.5%	127 46.2%
No	40 11.5%	25 9.1%	25 9.1%	23 8.4%	113 41.1%
No Opinion	21 7.6%	5 1.8%	7 2.5%	2 0.7%	35 12.7%
Column Total	101 36.7%	65 23.6%	55 20.0%	54 19.6%	275 100.0%

Chi-Square = 13.02053  
 Degrees of Freedom = 6  
 Significance = 0.0427

TABLE A.3

## CHI-SQUARE OF RESPONSES TO QUESTION 11 BY YEARS OF EDUCATION

Question 11: Would you favor or oppose a tax on cars and trucks which do not meet government standards for good gas mileage?

<u>Tax on Cars and Trucks</u>	<u>Years of Education</u>				<u>Row Total</u>
	<u>9-11 Years</u>	<u>High School</u>	<u>Some College</u>	<u>Grad-Prof Work</u>	
Favor	29 10.5%	32 11.6%	24 8.7%	36 13.1%	121 44.0%
Oppose	57 20.7%	26 9.5%	29 10.5%	18 6.5%	130 47.3%
No Opinion	15 5.5%	7 2.5%	2 0.7%	0 0.0%	24 8.7%
Column Total	101 36.7%	65 23.6%	55 20.0%	54 19.6%	275 100.0%

Chi-Square = 28.15966  
 Degrees of Freedom = 6  
 Significance = 0.0001

TABLE A.4

## CHI-SQUARE OF RESPONSES TO QUESTION 8 BY YEARS OF EDUCATION

Question 8: How important is it to you that you be able to drive your car or truck as much and as often as you like--very important, somewhat important, or not important at all?

<u>Important to Drive</u>	<u>Years of Education</u>				<u>Row Total</u>
	<u>9-11 Years</u>	<u>High School</u>	<u>Some College</u>	<u>Grad-Prof Work</u>	
Very Important	68 24.7%	42 15.3%	34 12.4%	32 11.6%	176 64.0%
Somewhat Important	13 4.7%	20 7.3%	15 5.5%	21 7.6%	69 25.1%
Not Important	7 2.5%	0 0.0%	4 1.5%	1 0.4%	12 4.4%
Don't Drive	13 4.7%	2 0.7%	2 0.7%	0 0.0%	17 6.2%
Don't Know	0 0.0%	1 0.4%	0 0.0%	0 0.0%	1 0.4%
Column Total	101 36.7%	65 23.6%	55 20.0%	54 19.6%	275 100.0%

Chi-Square = 33.13602  
 Degrees of Freedom = 12  
 Significance = 0.0009

TABLE A.5

## CHI-SQUARE OF RESPONSES TO QUESTION 13 BY YEARS OF EDUCATION

Question 13: Mississippi now has a school attendance law which will encourage parents to keep their children in school up to age 13. Do you approve or disapprove of this law?

<u>School Attendance Law</u>	<u>Years of Education</u>				<u>Row Total</u>
	<u>9-11 Years</u>	<u>High School</u>	<u>Some College</u>	<u>Grad-Prof Work</u>	
Approve	90 32.7%	47 17.1%	37 13.5%	46 16.7%	220 80.0%
Disapprove	11 4.0%	18 6.5%	18 6.5%	8 2.9%	55 20.0%
Column Total	101 36.7%	65 23.6%	55 20.0%	54 19.6%	275 100.0%

Chi-Square = 14.11706  
 Degrees of Freedom = 3  
 Significance = 0.0028

TABLE A.6

## CHI-SQUARE OF RESPONSES TO QUESTION 16 BY YEARS OF EDUCATION

Question 16: Do you believe that in the past Mississippi has or has not needed a school attendance law of some type?

	<u>Years of Education</u>				<u>Row Total</u>
	<u>9-11 Years</u>	<u>High School</u>	<u>Some College</u>	<u>Grad-Prof Work</u>	
Has Needed	75 27.3%	57 20.7%	48 17.5%	50 18.2%	230 83.6%
Not Needed	11 4.0%	1 0.4%	4 1.5%	2 0.7%	18 6.5%
Don't Know	15 5.5%	7 2.5%	3 1.1%	2 0.7%	27 9.8%
Column Total	101 36.7%	65 23.6%	55 20.0%	54 19.6%	275 100.0%

Chi-Square = 13.69810  
 Degrees of Freedom = 6  
 Significance = 0.0332

TABLE A.7

## CHI-SQUARE OF RESPONSES TO QUESTION 14 BY YEARS OF EDUCATION

Question 14 (Dependent Part): Do you believe the school attendance law should be enforced by counseling the child and parents or by making the child attend a school?

<u>Attendance Law Enforced</u>	<u>Years of Education</u>				<u>Row Total</u>
	<u>9-11 Years</u>	<u>High School</u>	<u>Some College</u>	<u>Grad-Prof Work</u>	
Counseling	30 13.7%	27 12.3%	23 10.5%	22 10.0%	102 46.6%
Make Attend	44 20.1%	9 4.1%	8 3.7%	12 5.5%	73 33.3%
Both	9 4.1%	11 5.0%	5 2.3%	9 4.1%	34 15.5%
Not Enforce	1 0.5%	0 0.0%	0 0.0%	1 0.5%	2 0.9%
Don't Know	5 2.3%	0 0.0%	1 0.5%	2 0.9%	8 3.7%
Column Total	89 40.6%	47 21.5%	37 16.9%	46 21.0%	219 100.0%

Chi-Square = 26.87084

Degrees of Freedom = 12

Significance = 0.0081

Number of Missing Observations = 56



TABLE A.8

## CHI-SQUARE OF RESPONSES TO QUESTION 17 BY YEARS OF EDUCATION

Question 17: In politics, as of today, do you consider yourself to be a Democrat, Republican, or Independent?

<u>Party Affiliation</u>	<u>Years of Education</u>				<u>Row Total</u>
	<u>9-11 Years</u>	<u>High School</u>	<u>Some College</u>	<u>Grad-Prof Work</u>	
Democrat	62 22.5%	28 10.2%	26 9.5%	13 4.7%	129 45.9%
Republican	3 1.1%	11 4.0%	4 1.5%	12 4.4%	30 10.9%
Independent	30 10.9%	24 8.7%	22 8.0%	27 9.8%	103 37.5%
Don't Know	6 2.2%	2 0.7%	3 1.1%	2 0.7%	13 4.7%
Column Total	101 36.7%	65 23.6%	55 20.0%	54 19.6%	275 100.0%

Chi-Square = 30.57201  
 Degrees of Freedom = 9  
 Significance = 0.0004

APPENDIX B

INCOME

TABLE B.1

## CHI-SQUARE OF RESPONSES TO QUESTION 5 BY INCOME GROUPS

Question 5: Congress is considering increasing the cost of gasoline, heating oil, and natural gas to conserve energy. Do you favor or oppose this possible action?

<u>Increasing Cost of Gasoline</u>	<u>Income</u>					<u>Row Total</u>
	<u>Under 5000</u>	<u>Btwn 5000- 10000</u>	<u>Btwn 10000- 15000</u>	<u>Btwn 15000- 25000</u>	<u>Over 25000</u>	
Favor	11 4.2%	10 3.9%	13 5.0%	16 6.2%	12 4.8%	62 23.9%
Oppose	42 16.2%	36 13.9%	60 23.2%	31 12.0%	16 6.2%	185 71.4%
Don't Know	1 1.5%	6 2.3%	1 0.4%	1 0.4%	0 0.0%	12 4.6%
Column Total	57 1.5%	52 2.3%	74 0.4%	48 18.5%	28 10.8%	259 100.0%

Chi-Square = 20.10312

Degrees of Freedom = 8

Significance = 0.0100

Number of Missing Observations = 16

TABLE B.2

## CHI-SQUARE OF RESPONSES TO QUESTION 6 BY INCOME GROUPS

Question 6: During the last two years, the cost of energy has almost doubled. Do you think that any one person or group is more responsible than any other for the rising cost of energy?

<u>One Group Responsible</u>	<u>Income</u>					<u>Row Total</u>
	<u>Under 5000</u>	<u>Btwn 5000- 10000</u>	<u>Btwn 10000- 15000</u>	<u>Btwn 15000- 25000</u>	<u>Over 25000</u>	
Yes	25 9.7%	22 8.5%	36 13.9%	19 7.3%	17 6.6%	119 45.9%
No	21 8.1%	19 7.3%	32 12.4%	27 10.4%	9 3.5%	108 41.7%
No Opinion	11 4.2%	11 4.2%	6 2.3%	2 0.8%	2 0.8%	32 12.4%
Column Total	57 22.0%	52 20.1%	74 28.6%	48 18.5%	28 10.8%	259 100.0%

Chi-Square = 15.60410

Degrees of Freedom = 8

Significance = 0.0484

Number of Missing Observations = 16

TABLE B.3

## CHI-SQUARE OF RESPONSES TO QUESTION 8 BY INCOME GROUPS

Question 8: How important is it to you that you be able to drive your car or truck as much and as often as you like?

<u>Important To Drive</u>	<u>Income</u>					<u>Row Total</u>
	<u>Under 5000</u>	<u>Btwn 5000- 10000</u>	<u>Btwn 10000- 15000</u>	<u>Btwn 15000- 25000</u>	<u>Over 25000</u>	
Very Important	41 15.8%	35 13.5%	44 17.0%	28 10.8%	20 7.7%	168 64.9%
Somewhat Important	5 1.9%	8 3.1%	26 10.0%	19 7.3%	7 2.7%	65 25.1%
Not Important	1 0.4%	6 2.3%	2 0.8%	1 0.4%	1 0.4%	11 4.2%
Don't Drive	10 3.9%	3 1.2%	2 0.8%	0 0.0%	0 0.0%	15 5.8%
Column Total	57 22.0%	52 20.1%	74 28.6%	48 18.5%	28 10.8%	259 100.0%

Chi-Square = 42.84607

Degrees of Freedom = 12

Significance = 0.0001

Number of Missing Observations = 16

TABLE B.4

## CHI-SQUARE OF RESPONSES TO QUESTION 17 BY INCOME GROUPS

Question 17: In politics, as of today, do you consider yourself to be a Democrat, Republican, or Independent?

<u>Party Affiliation</u>	<u>Income</u>					<u>Ros Total</u>
	<u>Under 5000</u>	<u>Btwn 5000- 10000</u>	<u>Btwn 10000- 15000</u>	<u>Btwn 15000- 25000</u>	<u>Over 25000</u>	
Democrat	36 13.9%	25 9.7%	35 13.5%	18 6.9%	9 3.5%	123 47.5%
Republican	1 0.4%	6 2.3%	10 3.9%	8 3.1%	4 1.5%	29 11.2%
Independent	17 6.6%	17 6.6%	25 9.7%	22 8.5%	15 5.8%	96 37.1%
Don't Know	3 1.2%	4 1.5%	4 1.5%	0 0.0%	0 0.0%	11 4.2%
Column Total	57 22.0%	52 20.1%	74 28.6%	48 18.5%	28 10.8%	259 100.0%

Chi-Square = 21.16493

Degrees of Freedom = 12

Significance = 0.048

Number of Missing Observations = 16

TABLE B.5

## CHI-SQUARE OF RESPONSES TO QUESTION 11 BY INCOME GROUPS

Question 11: Would you favor or oppose a tax on cars and trucks which do not meet government standards for good gas mileage?

<u>Tax on Cars and Trucks</u>	<u>Income</u>					<u>Row Total</u>
	<u>Under 5000</u>	<u>Btwn 5000 10000</u>	<u>Btwn 10000- 15000</u>	<u>Btwn 15000- 25000</u>	<u>Over 25000</u>	
Favor	16 6.2%	19 7.3%	40 15.4%	26 10.0%	18 6.9%	119 45.9%
Oppose	34 13.1%	25 9.7%	30 11.6%	21 8.1%	9 3.5%	119 45.9%
No Opinion	7 2.7%	8 3.1%	4 1.5%	1 0.4%	1 0.4%	21 8.1%
Column Total	57 22.0%	52 20.1%	74 28.6%	48 18.5%	28 10.8%	259 100.0%

Chi-Square = 20.98931

Degrees of Freedom = 8

Significance = 0.0072

Number of Missing Observations = 16

APPENDIX C

RACE



TABLE C.1  
CHI-SQUARE OF RESPONSES TO QUESTION 7 BY RACE

Question 7: Who do you believe is mostly responsible (for the rising cost of energy)?

<u>Name of Group Responsible</u>	<u>Race</u>		<u>Row Total</u>
	<u>White</u>	<u>Non-White</u>	
Government	10 7.9%	8 6.3%	18 14.2%
Oil/Gas Companies	46 36.2%	7 5.5%	53 41.7%
Public Utilities	6 4.7%	1 0.8%	7 5.5%
American Public	10 7.9%	1 0.8%	11 8.7%
Oil Producing Nations	8 6.3%	2 1.6%	10 7.9%
Other	11 8.7%	1 0.8%	12 9.4%
Don't Know	8 6.3%	8 6.3%	16 12.6%
Column Total	99 78.0%	28 22.0%	127 100.0%

Chi-Square = 17.59501

Degrees of Freedom = 6

Significance = 0.007

Number of Missing Observations = 148

TABLE C.2

## CHI-SQUARE OF RESPONSES TO QUESTION 9 BY RACE

Question 9 (Dependent part): Do you think the increasing cost of gasoline will change your driving habits--that is, do you think you will drive less or not?

<u>Change Habits</u>	<u>Race</u>		<u>Row Total</u>
	<u>White</u>	<u>Non-White</u>	
Drive Less	98 38.1%	39 15.2%	137 53.3%
About Same	103 40.1%	14 5.4%	117 45.5%
Don't Know	2 0.8%	1 0.4%	3 1.2%
Column Total	203 79.0%	54 21.0%	257 100.0%

Chi-Square = 10.63119

Degrees of Freedom = 2

Significance = 0.0049

Number of Missing Observations = 18

TABLE C.3

## CHI-SQUARE OF RESPONSES TO QUESTION 8 BY RACE

Question 8: How important is it to you that you be able to drive your car or truck as much and as often as you like--very important, somewhat important, or not important at all?

<u>Important To Drive</u>	<u>Race</u>		<u>Row Total</u>
	<u>White</u>	<u>Non-White</u>	
Very Important	130 47.3%	46 16.7%	176 64.0%
Somewhat Important	62 22.5%	7 2.5%	69 25.1%
Not Important	11 4.0%	1 0.4%	12 4.4%
Don't Drive	8 2.9%	9 3.3%	17 6.2%
Don't Know	1 0.4%	0 0.0%	1 0.4%
Column Total	212 77.1%	63 22.9%	275 100.0%

Chi-Square = 17.82580  
 Degrees of Freedom = 4  
 Significance = 0.0013

TABLE C.4  
CHI-SQUARE OF RESPONSES TO QUESTION 19 BY RACE

Question 19: How would you rate the job Jimmy Carter has been doing as President--excellent, good, fair, poor, or very poor?

<u>Rating of Carter</u>	<u>Race</u>		<u>Row Total</u>
	<u>White</u>	<u>Non-White</u>	
Excellent	19 6.9%	11 4.0%	30 10.9%
Good	78 28.5%	19 6.9%	97 35.4%
Fair	87 31.8%	26 9.5%	113 41.2%
Poor	18 6.6%	0 0.0%	18 6.6%
No Opinion	9 3.3%	7 2.6%	16 5.8%
Column Total	211 77.0%	63 23.0%	274 100.0%

Chi-Square = 13.07113  
Degrees of Freedom = 4  
Significance = 0.0109  
Number of Missing Observations = 1

TABLE C.5  
CHI-SQUARE OF RESPONSES TO QUESTION 17 BY RACE

Question 17: In politics, as of today, do you consider yourself to be a Democrat, Republican, or Independent?

<u>Party Affiliation</u>	<u>Race</u>		<u>Row Total</u>
	<u>White</u>	<u>Non-White</u>	
Democrat	84 30.5%	45 16.4%	129 46.9%
Republican	28 10.2%	2 0.7%	30 10.9%
Independent	92 33.5%	11 4.0%	103 37.5%
Don't Know	8 2.9%	5 1.8%	13 4.7%
Column Total	212 77.1%	63 22.9%	275 100.0%

Chi-Square = 25.15812  
Degrees of Freedom = 3  
Significance = 0.0001

TABLE C.6

## CHI-SQUARE OF RESPONSES TO QUESTION 11 BY RACE

Question 11: Would you favor or oppose a tax on cars and trucks which do not meet government standards for good gas mileage?

<u>Tax on Cars and Trucks</u>	<u>Race</u>		<u>Row Total</u>
	<u>White</u>	<u>Non-White</u>	
Favor	103 37.5%	18 6.5%	121 44.0%
Oppose	92 33.5%	38 13.8%	130 47.3%
No Opinion	17 6.2%	7 2.6%	24 8.7%
Column Total	212 77.1%	63 22.9%	275 100.0%

Chi-Square = 7.89497  
 Degrees of Freedom = 2  
 Significance = 0.0193

APPENDIX D

AGE

TABLE D.1  
CHI-SQUARE OF RESPONSES TO QUESTION 13 BY AGE

Question 13: Mississippi now has a school attendance law which will encourage parents to keep their children in school up to the age of 13. Do you approve or disapprove of this law?

<u>Opinion on Attendance</u>	<u>Age</u>					<u>Row Total</u>
	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55+</u>	
Approve	21 8.8%	45 16.4%	28 10.2%	35 12.8%	88 32.1%	220 80.3%
Disapprove	9 3.3%	12 4.4%	14 5.1%	7 2.6%	12 4.4%	54 19.7%
Column Total	33 12.0%	57 30.8%	42 15.3%	42 15.3%	100 36.5%	274 100.0%

Chi-Square = 10.18619

Degrees of Freedom = 4

Significance = 0.0374

Number of Missing Observations = 1



TABLE D.2

## CHI-SQUARE OF RESPONSES TO QUESTION 11 BY AGE

Question 11: Would you favor or oppose a tax on cars and trucks which do not meet government standards for good gas mileage?

<u>Tax on Cars And Trucks</u>	<u>Age</u>					<u>Row Total</u>
	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55+</u>	
Favor	20 7.3%	36 13.1%	21 7.7%	16 5.8%	28 10.2%	121 44.2%
Oppose	12 4.4%	19 6.9%	17 6.2%	24 8.8%	57 20.8%	129 47.1%
No Opinion	1 0.4%	2 0.7%	4 1.5%	2 0.7%	15 5.5%	24 8.8%
Column Total	33 12.0%	57 20.8%	42 15.3%	42 15.3%	100 36.5%	274 100.0%

Chi-Square = 28.01398

Degrees of Freedom = 8

Significance = 0.0005

Number of Missing Observations = 1

TABLE D.3

## CHI SQUARE OF RESPONSE TO QUESTION 17 BY AGE

Question 17: In politics, as of today, do you consider yourself to be a Democrat, Republican, or Independent?

<u>Party Affiliation</u>	<u>Age</u>					<u>Row Total</u>
	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55+</u>	
Democrat	13 4.7%	15 5.5%	16 5.8%	23 8.4%	62 22.6%	129 47.1%
Republican	5 1.8%	6 2.2%	9 3.3%	2 0.7%	8 2.9%	30 10.9%
Independent	13 4.7%	33 12.0%	16 5.8%	14 5.1%	26 9.5%	162 37.2%
Don't Know	2 0.7%	3 1.1%	1 0.4%	3 1.1%	4 1.5%	13 4.7%
Column Total	33 12.0%	57 20.8%	42 15.3%	42 15.3%	100 36.5%	274 100.0%

Chi-Square = 30.04687

Degrees of Freedom = 12

Significance = 0.0027

Number of Missing Observations = 1

APPENDIX E

SEX

TABLE E.1  
CHI-SQUARE OF RESPONSES TO QUESTION 6 BY SEX

Question 6: During the last two years, the cost of energy has almost doubled. Do you think that any one person or group is more responsible than any other for the rising cost of energy?

<u>Person or Group Responsible</u>	<u>Sex</u>		<u>Row Total</u>
	<u>Male</u>	<u>Female</u>	
Yes	66 24.0%	61 22.2%	127 46.2%
No	46 16.7%	67 24.4%	113 41.1%
No Opinion	8 2.9%	27 9.8%	35 12.7%
Column Total	120 43.6%	155 56.4%	275 100.0%

Chi-Square = 10.12323  
Degrees of Freedom = 2  
Significance = 0.0063

TABLE E.2

## CHI-SQUARE OF RESPONSES TO QUESTION 17 BY SEX

Question 17: In politics, as of today, do you consider yourself to be a Democrat, Republican, or Independent?

<u>Party Affiliation</u>	<u>Sex</u>		<u>Row Total</u>
	<u>Male</u>	<u>Female</u>	
Democrat	51 18.5%	78 28.4%	129 46.9%
Republican	13 4.7%	17 6.2%	30 10.9%
Independent	56 20.4%	47 17.1%	103 37.5%
Don't Know	0 0.0%	13 4.7%	13 4.7%
Column Total	120 43.6%	155 56.4%	275 100.0%

Chi-Square = 15.77184  
 Degrees of Freedom = 3  
 Significance = 0.0013

TABLE E. 3

## CHI-SQUARE OF RESPONSES TO QUESTION 13 BY SEX

Question 13: Mississippi now has a school attendance law which will encourage parents to keep their children in school up to the age of 13. Do you approve or disapprove of this law?

<u>Opinion on Attendance Law</u>	<u>Sex</u>		<u>Row Total</u>
	<u>Male</u>	<u>Female</u>	
Approve	103 37.5%	117 42.5%	220 80.0%
Disapprove	17 6.2%	38 13.8%	55 20.0%
Column Total	120 43.6%	155 56.4%	275 100.0%

Chi-Square = 3.90415  
 Degrees of Freedom = 1  
 Significance = 0.0482

APPENDIX F

PARTY AFFILIATION

TABLE F.1

## CHI-SQUARE OF RESPONSES TO QUESTION 19 BY PARTY AFFILIATION

Question 19: How would you rate the job Jimmy Carter has been doing as President--excellent, good, fair or poor?

<u>Rating of Carter</u>	<u>Party Affiliation</u>				<u>Row Total</u>
	<u>Demo- crat</u>	<u>Repub- lican</u>	<u>Indepen- dent</u>	<u>Don't Know</u>	
Excellent	20 7.3%	1 0.4%	8 2.9%	1 0.4%	30 10.9%
Good	48 17.5%	11 4.0%	34 12.1%	4 1.5%	97 35.4%
Fair	50 18.2%	14 5.1%	46 16.8%	3 1.1%	113 41.2%
Poor	5 1.8%	4 1.5%	9 3.3%	0 0.0%	18 6.6%
No Opinion	6 2.2%	0 0.0%	6 2.2%	4 1.5%	16 5.8%
Column Total	120 47.1%	30 10.9%	103 37.6%	12 4.4%	274 100.0%

Chi-Square = 29.17813

Degrees of Freedom = 12

Significance = 0.0033

Number of Missing Observations = 1



APPENDIX G

PRESIDENTIAL ELECTION

TABLE G.1

COMPARISON OF 1948 PRESIDENTIAL VOTES IN  
MISSISSIPPI WITH PRE-ELECTION OPINION POLLS

	<u>Actual State Vote</u>	<u>George Gallup</u>	<u>Archibald Crossley</u>
Thomas Dewey	2.6%	9%	11%
Harry Truman	10.1	15	18
Strom Thurmond	87.2	75	71
Henry Wallace	.1	1	--

NOTE: Gallup's release, "...Institute's figures...are not to be regarded as forecasts of the vote."

TABLE G.2

STATE SAMPLE AND SURVEY DATA ON WHICH THE FINAL  
ARCHIBALD CROSSLEY POLL REPORT WAS BASED FOR  
1948 PRESIDENTIAL ELECTION IN MISSISSIPPISurveys

August 16-25	83
September 13-20	362
October 11-18	-
Total Sample	<u>445</u>

Numbers excluded as nonvoters = 220

	<u>Truman</u>	<u>Dewey</u>	<u>Wallace</u>	<u>Thurmond</u>	<u>Other</u>	<u>Don't Know</u>
Distribution (%)	18.0	10.7	0.3	70.0	--	1.0
Final published percentages	18	11.0	--	71	--	--

APPENDIX H

CODE OF PROFESSIONAL ETHICS AND PRACTICES

We, the members of the American Association for Public Opinion Research, subscribe to the principles expressed in the following code. Our goal is to support sound practice in the profession of public opinion research. (By public opinion research we mean studies in which the principal source of information about individual beliefs, preferences, and behavior is a report given by the individual himself.)

We pledge ourselves to maintain high standards of scientific competence and integrity in our work, and in our relations both with our clients and with the general public. We further pledge ourselves to reject all tasks or assignments which would be inconsistent with the principles of this code.

### THE CODE

#### I. Principles of Professional Practice in the Conduct of Our Work

- A. We shall exercise due care in gathering and processing data, taking all reasonable steps to assure the accuracy of results.
- B. We shall exercise due care in the development of research designs and in the analysis of data.
  - 1. We shall employ only research tools and methods of analysis which, in our professional judgment, are well suited to the research problem at hand.
  - 2. We shall not select research tools and methods of analysis because of their special capacity to yield a desired conclusion.
  - 3. We shall not knowingly make interpretations of research results, not shall we tacitly permit interpretations, which are inconsistent with the data available.
  - 4. We shall not knowingly imply that interpretations should be accorded greater confidence than the data actually warrant.
- C. We shall describe our findings and methods accurately and in appropriate detail in all research reports.

#### II. Principles of Professional Responsibility in Our Dealings With People

- A. The Public:
  - 1. We shall cooperate with legally authorized representatives of the public by describing the methods used in our studies.

2. We shall maintain the right to approve the release of our findings, whether or not ascribed to us. When misinterpretation appears, we shall publicly disclose what is required to correct it, notwithstanding our obligation for client confidentiality in all other respects.
- B. Clients or Sponsors:
1. We shall hold confidential all information obtained about the client's general business affairs and about the findings of research conducted for the client, except when the dissemination of such information is expressly authorized.
  2. We shall be mindful of the limitations of our techniques and facilities and shall accept only those research assignments which can be accomplished within these limitations.
- C. The Profession:
1. We shall not cite our membership in the Association as evidence of professional competence, since the Association does not so certify any persons or organizations.
  2. We recognize our responsibility to contribute to the science of public opinion research and to disseminate as freely as possible the ideas and findings which emerge from our research.
- D. The Respondent:
1. We shall not lie to survey respondents or use practices and methods which abuse, coerce, or humiliate them.
  2. We shall protect the anonymity of every respondent, unless the respondent waives such anonymity for specified uses. In addition, we shall hold as privileged and confidential all information which tends to identify the respondent.

#### STANDARDS FOR REPORTING PUBLIC OPINION POLLS

Good professional practice imposes the obligation upon all survey research organizations:

1. To include, in any public release, essential information about how the survey was conducted, and
2. To inform their private clients in detail as to the elements of the research design and how it was implemented.

A proper concern for the public interest imposes the obligation upon the news media to inform themselves as to the credentials of any poll results that come to their attention and to report them in the light of such information.

#### Minimal Disclosure

The following minimum essential for a professional assessment of how a survey was conducted should be incorporated in the text of any releases:

1. Identity of who sponsored the survey.
2. The exact wording of question asked.
3. A definition of the population actually sampled.
4. Size of sample. For mail surveys, this should include the number of questionnaires mailed out and the number returned.
5. An indication of what allowance should be made for sampling error.
6. Which results are based on parts of the sample, rather than the total sample. (For example: likely voters only, those aware of an event, those who answered other questions in a certain way.)
7. Whether interviewing was done personally, by telephone, or mail; at home or on street-corners.
8. Timing of the interviewing in relation to relevant events.

We strongly urge the news media to ask for and to include ALL the above information when preparing final copy for publication or broadcast. This should apply not only to polls conducted for publication but also to "private polls" whose results are publicized.

We strongly urge survey organizations that conduct polls for the news media to prepare standard descriptions of their methods for public distribution.

We recommend that survey organizations use professional journals and meetings to inform their colleagues in detail of their activities and methods.

We encourage the news media, and the professional staffs of political parties, to use these professional sources of information to become aware of what is accepted research practice.

We wholeheartedly endorse the practice now adhered to by many survey organizations of making their surveys available to scholars for further analysis, and recommend its extension to confidential polls whenever possible.

APPENDIX I

TELEPHONE INTERVIEWING AT VARIOUS SURVEY RESEARCH ORGANIZATIONS



Organization	Phone Surveys since 9/71		Range of Sample Sizes for All Phone Surveys		Length of Phone Questionnaires		
	Number (1)	Percent of Total (2)	Smallest (3)	Largest (4)	Shortest (minutes) (5)	Longest (minutes) (6)	Maximum Feasible (minutes) (7)
Behavioral Sciences Lab--U. of Cincinnati	2	100%	291	1,049	5	15	20
Institute for Survey Research--Temple Univ.	0	0	216	475	2	15	60
Minnesota Center for Sociological Research--U. of Minn.	1	5	140	* <sup>a</sup>	60	*	75
NORC--Chicago	9	15-20	250	6,000	15	60	60
NORC--New York	0	0	432	1,400	5	90	NA
Office of Institutional Educational Research--U. of Wash.	- <sup>c</sup>	-	200	*	20	*	30
Pennsylvania Field Research Lab--Penn St.	1	10	400	2,200	2	*	10
Population Research Lab--Brown Univ.	1	100	3,000	*	10-15	*	35
Public Opinion Center--Dayton, Ohio	7	20	272	600	10	20-25	30
Public Opinion Survey Unit --U. of Missouri	2	35	516	1,350	7	15	30

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Research Triangle Institute --N. Carolina	1	10	40-50	800	2	5	8-10
Survey Research Center--UCLA	3	NA	50	415	3	20	30
Survey Research Center-- U. of Michigan	3	10	1,218	1,427	14	35 <sup>e</sup>	_f
Survey Research Center-- SUNY/Buffalo	1	1	380	*	10-15	*	20
Survey Research Center-- York Univ.	1	20	245	*	5-6	*	15-20
Survey Research Lab-- U. of Illinois	14	25	100	2,500	10-12	45	30-45
Survey Research Program-- Boston	4	25	300	1,700	20	35	30

<sup>a</sup>An \* indicates has done only one telephone survey.

<sup>b</sup>Depending on locality, with higher rate in areas with larger populations.

<sup>c</sup>One study in planning stage.

<sup>d</sup>One-shot survey in which wanted to make sure interviewers showed up every night.

<sup>e</sup>Currently doing a 90-minute phone interview with 1972 political convention delegates.

<sup>f</sup>Depends on topic and nature of population studied.

Organization	Usual Lead-in Information
	(8)
Behavioral Sciences Lab-- U. of Cincinnati	N,O
Institute for Survey Research--Temple Univ.	N,O
Minnesota Center for Sociological Research-- U. of Minn.	N,O,S,P
NORC--Chicago	N,O,P
NORC--New York	O,P
Office of Institutional Educational Research-- U. of Wash.	N,O,P
Pennsylvania Field Research Lab--Penn St.	O,P
Population Research Lab-- Brown Univ.	N,O,S
Public Opinion Center-- Dayton, Ohio	N,O,S
Public Opinion Survey Unit-- U. of Missouri	N,O,S,P

Ask Highly Sensitive Questions (9)	Follow up Refusals & Breakoffs (10)	Make Callbacks (11)	Send Advance Letters (12)
---------------------------------------	--	------------------------	------------------------------

No                      No                      No                      No

Yes                      Y1                      YA                      No

Yes                      Y1                      YS                      YA

Yes                      Y1,2,3                      YS                      YS

Yes                      Y1,2                      YS                      YA

NA                      Y1,2                      YS                      YA

No                      No                      No                      NA

No                      No                      YA                      No

No                      Y1,2                      YS                      No

No                      Y1                      YS                      No

	(8)	(9)	(10)	(11)	(12)
Research Triangle Institute --N. Carolina	N,O,S,P	No	No	YA	YS
Survey Research Center--UCLA	N,O,S,P	Yes	Y1,2	YS	YS
Survey Research Center-- U. of Michigan	None	Yes	No	YS	YA
Survey Research Center-- SUNY/Buffalo	N,O,S,P	No	Y1,2	YA	YA
Survey Research Center-- York Univ.	N,S,P	No	No	YS	No
Survey Research Lab-- U. of Illinois	N,O,P	Yes	No	YS	YS
Survey Research Program-- Boston	N,O,S,P	No	Y1,2	YS	YA

Col. (8)--N=Name of interviewer; O=Organizational affiliation; S=Sponsor of study; P=Purpose of study.

Col. (10)--Y1=Yes, with a different telephone interviewer or the supervisor; Y2=Yes, with a personal interview; Y3=Yes, with a mail questionnaire.

Cols. (11), (12)--YA=Yes, always; YS=Yes, sometimes.

Organization	Send Thank-You Letters (13)
Behavioral Sciences Lab-- U. of Cincinnati	No
Institute for Survey Research--Temple Univ.	YS
Minnesota Center for Sociological Research-- U. of Minn.	No
NORC--Chicago	YS
NORC--New York	YS
Office of Institutional Educational Research-- U. of Wash.	YS
Pennsylvania Field Research Lab--Penn St.	NA
Population Research Lab-- Brown Univ.	No
Public Opinion Center-- Dayton, Ohio	No
Public Opinion Survey Unit-- U. of Missouri	No

No. Available	Telephone Interviewers	
	Pay Method	Starting Hrly. Pay Rate
(14)	(15)	(16)
15	H	\$2.00
10	E	2.25
5-6	Salaried	4.20
No set #	E	2.00-2.50 <sup>b</sup>
20	H	2.50
5	I	--
5	H	5.00 <sup>d</sup>
15-20	H	3.00
15	H	2.25
70	H	2.25

---

Research Triangle Institute-- N. Carolina	No
Survey Research Center--UCLA	No
Survey Research Center-- U. of Michigan	No
Survey Research Center-- SUNY/Buffalo	No
Survey Research Center-- York Univ.	No
Survey Research Lab-- U. of Illinois	No
Survey Research Program-- Boston	YA

---

Col. (13)--YA=Yes, always; YS=Yes, sometimes.

Col. (15)--I=By the interview; H=By the hour;



---

(14)	(15)	(16)
5	H	2.25
50	E	2.53
120	E	2.50-2.65 <sup>b</sup>
10-15	H	2.00
40	H	2.30
12-15	E	1.80
10-15	H	2.50

---

E=Either, depending on the survey.

APPENDIX J

COMPUTER PROGRAM GENERATION OF  
RANDOMLY CREATED TELEPHONE NUMBERS

```

10      RANDOMIZE
20      DIM A (258),T(4)
30      FILES PREFIX,PHONE NUM
40      SCRATCH #2
45      FOR I=1 TO 259
50      READ A(1)
55      NEXT I
60      FOR I=1 TO 3500
70      LET K=INT(258*RN+1)
100     FOR I=1 TO 4
110     LET T(L)=INT(10*RND)
120     NEXT L
130     PRINT#2,A(K);"-" ;T(1) ;T(2) ;T(3) ;T(4)
140     NEXT I
150 DATA 437,672,877,322,886,876,633,636,638,643,874,888,866,825,859,924,
          852,879,352
160 DATA 353,355,354,961,968,969,944,948,362,366,981,982,372,373,376,922,
          956,932,936
170 DATA 939,856,854,857,878,385,472,646,289,775,773,263,726,738,547,482,
          483,485,693,644
180 DATA 655,626,732,679,683,656,468,771,776,476,687,793,323,324,325,465,
          632,774,735
190 DATA 967,494,833,734,645,892,786,255,894,657,783,249,684,276,567,587,
          442,445,446
200 DATA 542,548,588,475,875,762,769,497,452,255,531,533,798,826,784,765,
          736,477,544,545
210 DATA 582,583,584,266,787,125,426,428,649,344,947,796,849,753,847,733,
          797,795,794
220 DATA 782,788,722,758,785,928,648,356,654,267,253,327,328,434,653,639,
          674,258,469
230 DATA 625,728,427,657,675,522,233,526,286,287,239,565,266,368,252,333,
          456,423,963,534
240 DATA 623,447,232,234,236,489,837,487,562,767,842,844,869,566,233,222,
          473,467,688
250 DATA 689,377,432,435,436,388,832,863,864,865,868,896,247,742,237,624,
          627,843,846,382
260 DATA 745,395,383,332,334,335,378,453,455,658,747,827,887,265,254,358,
          262,686,834,337
270 DATA 326,246,723,873,759,756,754,398,375,235,363,345,464,283,746,673,
          755,369,343
280 DATA 256,224,365,563,454,685
290     END

```

(NOTE: Prefices for independent telephone companies not included--South Central Bell Telephone Company prefices only)

APPENDIX K

TELEPHONE DISPOSITION FORM

PHONE # \_\_\_\_\_

Max. No-Answer: 6

Final DispositionNo-Answer Record

- \_\_\_\_ 1. Not in service
- \_\_\_\_ 2. Business
- \_\_\_\_ 3. No contact made  
(or phone booth)
- \_\_\_\_ 4. Contact, but refused  
to be interviewer
- \_\_\_\_ 5. Contact, but no  
eligible respondent
- \_\_\_\_ 6. Contact, but interview  
not completed
- \_\_\_\_ 7. Contact, and interview  
completed

<u>Date</u>	<u>Time</u>	<u>Date</u>	<u>Time</u>
_____	_____	_____	_____
_____	_____	_____	_____

Call-Back Record (Appointment)

<u>Date</u>	<u>Time</u>	<u>Talk to</u>	<u>Call Made</u>
_____	_____	_____	_____
_____	_____	_____	_____

APPENDIX L

MISSISSIPPI PUBLIC OPINION POLL  
INSTRUCTIONS FOR INTERVIEWERS

As an interviewer, you will be participating in a public opinion poll of several hundred Mississippi adults. This survey will attempt to gauge the opinions of state residents on several topics which should be of interest to the general public. Your job will involve contacting the individuals selected to be interviewed and obtaining their responses to various questions.

The importance of your role in this project cannot be underestimated. The accuracy and reliability of the poll results will depend to a great extent on how well you perform your assigned task. The following instructions are intended to familiarize you with the major parts of this polling procedure and to prepare you for the potential problems which are likely to arise when interviewing hundreds of different individuals from a variety of social and economic backgrounds.

The final results of this Mississippi Poll will be distributed throughout the state to all weekly and daily newspapers for publication and to a number of special interest groups which might be interested in the opinions of Mississippi adults.

The result of this poll will be read and digested by thousands of Mississippians, many of whom unfortunately will be skeptical of the survey's accuracy. If for no other reason, then, it has been necessary to develop and conduct this opinion poll according to proven, scientific methodologies adapted from those used by reputable, national pollsters. This includes a high degree of competence on the part of interviewers.

The procedures used in this survey may seem complicated at first reading, but your familiarity with them is necessary in obtaining a reliable and valid opinion poll.

The Mississippi Poll is part of a master's thesis and is being funded by the Department of Journalism, University of Mississippi.

## INTERVIEWING

### Procedures

All interviewing will be by telephone and will be conducted from Brady Hall (Journalism) using the facilities in both the Department of Journalism and the Daily Mississippian. All interview calls will be made from 6:30 p.m. to 8:30 p.m., Monday through Friday. If necessary, the following Sunday, Monday, and Tuesday will be used to complete the questioning.

There will be five (5) interviewers who will be expected to attempt to complete about 100 households each during the week; this averages about 20 completed interviews each evening for 5 days. Because of "not-at-homes," call-backs, and refusals, it may not always be possible to complete this quota.

### Talking to Respondents

Obtaining truthful responses from those being interviewed can be traced not only to the type of questions asked but also to the attitude and ability of the interviewers. Frequently you will be questioning individuals with much less education than yourself, some will be suspicious, and others will not understand the questions or what it is you are doing.



Most, though, will be cooperative and respond freely.

At the beginning of the questionnaire is a brief statement to be read to each individual. It explains who you are, what you are doing, and the purpose of the telephone call. This format should be followed closely, but you may add to it with such statements as "It will only take about five minutes of your time," or "Your opinions are important."

### Building Rapport

Since the first minute of the interview or conversation is the most important, this will be your best opportunity to develop some rapport with the respondent and obtain his or her confidence. Your self-confidence, voice tone, and personal mannerisms will greatly influence the respondent's immediate reaction to the call. This first minute is when you must convince the individual to cooperate and be interviewed, or this will be his chance to refuse and hang up.

Courtesy and self-confidence on your part will go a long way toward convincing this unknown individual to spend a few minutes of his or her time answering a few questions.

Quickly building some rapport with the respondent does much in seeing that the interviewing process works, but it is not necessary to become overly friendly or patronizing toward the individual. Projecting a cool, confident, relaxed, and businesslike image over the telephone is your key to obtaining the interview.

### Voice Tone

As part of building rapport, the speaking voice is an important element in dealing with the respondents. Tone, idiosyncracies, and

voice mannerisms will all work toward obtaining the objective interview and opinions. Interviewers should be aware of the possible bias which can intrude on the interview from the manner in which you speak.

It is a natural tendency for the voice to drop at the end of a question instead of rising. This, though, might indicate a lack of interest on the part of the interviewer and involvement in the process. The respondents' attitudes and opinions may be affected. This lowering of the voice at the conclusion of a question may also inhibit the respondent.

### Interviewer Bias

The opinions of the interviewers are not important in the polling process. It is not part of the interviewer's job to obtain opinions which you like or do not like. The unhindered and uninfluenced responses of the person being questioned are what this survey is attempting to obtain.

As an interviewer, you are likely to:

- (1) feel like chatting (small talk)
- (2) feel some obligation to educate the uninformed respondent
- (3) feel you should enlighten a prejudiced respondent.

These inclinations, natural though they are, should be avoided. The interviewer's job is to contact the respondents and obtain answers to predetermined questions and NOTHING MORE. Every effort should be made to keep your opinions from creeping into the interview. Failure to do this will jeopardize the unbiased nature of the survey.

By being objective, open, courteous, and businesslike, the

responses are likely to be the same: truthful.

The interviewer should always be calm and composed and avoid showing anger or surprise. You should strive to be absolutely neutral, never indicating disbelief, disapproval, or approval. For opinion polls, it is particularly important that the informant give his or her honest views and not an opinion which has been distorted by the interviewer.

If asked "What do you think?" or "Is that right?" say frankly that you are not allowed to express an opinion and that the respondent's view is the important thing at the moment, or a similar statement of non-committal on your part.

#### Potential Problem Respondents

Inevitably, when interviewing hundreds of individuals, there will be situations and characters where difficulties are encountered. All income groups, races, ages, sexes, and education levels are likely to present some difficult situations to varying degrees--obviously some more than others. The groups most likely to do this are briefly described below.

Dealing with the poorly educated, regardless of race, age, or sex, creates a problem in getting them to understand the questions well enough to respond, much less to comprehend what it is you are doing. Here, voice tone, voice mannerisms, and especially the choice of words will be important.

For the poorly educated, select your words carefully, using the simplest possible; speak slowly and clearly, repeating questions when necessary. It may require asking the same question several times before

it is understood. Remember, though, do not re-word or add information to the question.

The elderly may be hard of hearing and also poorly educated. If they live alone, the elderly may over-react to your phone call. Do not patronize or become overly friendly, because they (like all respondents) will likely want to please you ("halo effect"). Here, again, repeating of questions, or breaking it into phrases to be asked separately, may be necessary.

In dealing with the poorly educated, dialect (and the problems acquainted with the groups mentioned previously) may cause problems; but this, too, will to some degree be associated with education. Use the same technique as above, repeating your opening statement if necessary, and repeating the questions when you feel it will help. Do not hesitate to ask them to re-state a particular response more clearly.

Regardless of race, age, or education, do not become overly patronizing to lower-class respondents nor too sophisticated toward the less educated. It is not necessary to alter your own speaking mannerisms to correspond with theirs. In a "nut shell," just speak plainly.

Welfare recipients will be another group which might cause some difficulties in botaining the interview. The questions pertaining to occupation, and especially size of household and number of males present may make them suspicious of your motives, thinking you are a welfare worker. Although you cannot possibly be aware at the beginning whether this is or is not the case, it is for this reason that yoy be convincing about the purpose of the survey and who you are. Stressing anonymity in

this case will be particularly important.

### Refusals

Many individuals may resist being interviewed, but it is best for the interviewer to operate on the assumption that every respondent can be persuaded to cooperate.

In dealing with this situation, your ability to convey the purpose of the survey, your identity, the anonymity of the individual, and your sincerity are vital. It may be helpful in this situation to indicate how important it is to the success of the survey that the individual participate.

The individuals chosen for interviewing are too valuable to be lost. EVERY EFFORT MUST BE MADE TO SALVAGE THE INTERVIEW.

It may be that circumstances at the time of the call will not permit the potential informant to answer the questions, but possibly he/she would agree to be called back at some more convenient time. Use your best judgment in deciding whether to continue arguing and persuading for the interview.

Those indicating they do not wish to be disturbed or are too busy to take the time may have objections like these:

"I haven't time."

"I'm too busy."

"I can't spare that much time."

"I'm going out."

"Someone is sick in the house."

Situations and statements like these may indicate only that the

person cannot take the time for the interview at that moment, but might be agreeable to an interview later. Pursue this possibility.

Often informants will take an attitude that they are not interested, do not care to give out information, or do not think it is anyone else's business what they think. If this happens, stress the anonymous nature of the poll and inform them about how the results will be treated, revealing that you are not interested in them as a person and that it will be a favor to you--part of your job.

If the indicated individual refuses to answer questions but gets someone else to the phone to do so, inform this person of the purpose of the survey, and indicate that you must interview the designated individual.

Coax the respondent into completing the interview, and do not accept the prospect of a refusal lightly. The overall refusal rate can affect the poll results adversely, if it is excessively high.

#### Relief Interviewers

Telephone interviewing can become tedious and tiring. For this reason, two interviewers will be available to relieve the full-time interviewers for a few minutes each hour or whenever they desire.

#### Salary and Time Records

Time cards will be available to keep an accurate record of working hours. Interviewers are to record only the actual interviewing time put in and should obtain permission to record additional or supplementary time. A salary per hour will be paid to all interviewers upon completion of the survey.

The time reports, though, include time spent filling out various forms, relief time, reviewing previous work, or checking over completed questionnaires.

## QUESTIONNAIRE

### Design

The questionnaire for this poll is composed of 19 questions-- 11 opinion-related and 8 census-type. The questions should be easily understood by most respondents; for others, as has been indicated, it may present some difficulties. The total time needed to complete questioning should not exceed eight minutes.

Three issues--energy; compulsory education; and Jimmy Carter-- make up the opinion-related questions. Size of household, age, income, race, size community, occupation, sex, and education comprise the demographic or census-type questions.

### Randomly Selecting Respondents

A telephone poll of residential numbers is in reality a survey of households. For this reason, a method for selecting respondents at random within each household has been adopted. It is the first page of the questionnaire.

By asking (1) how many people 18 years old or older live in the household and (2) how many of them are men, a cell in the grid or matrix will indicate which individual in that particular household must be interviewed. This procedure is necessary because of the large percentage of women who either live alone or invariably answer the phone in the home.

After asking the two preliminary questions mentioned above, merely connect the points on the matrix or grid to find the individual in that household to be interviewed. Circle the informant's designation on the matrix for easier reading and identity.

Information and directions at the bottom of the first page will provide the necessary instructions in dealing with either the wrong sex or wrong individual.

No exceptions to selecting the interviewee can be made. The format of the matrix must be followed. If that person is not available, make an appointment for a call-back. The appointment for the call-back can be written either at the bottom of the first page of the questionnaire or on the telephone disposition form. Do not accept a husband or wife answering questions for the other spouse.

NOTE: There are four (4) different matrices for randomly selecting respondents. The four have been alternately (I, II, III, IV, I, II, III) attached to a questionnaire. This order must be maintained. PLEASE DO NOT SHUFFLE THE QUESTIONNAIRES. If they should happen to get out of order, replace them in the sequence mentioned in this paragraph.

#### Recording Responses

Primarily your job will be to ask the question and circle the appropriate response. Continue this process until all questions have been answered.

In several instances you will be expected to probe the individual for her or her opinions ("Why do you feel this way?") Ask the question and wait for an answer. Momentarily the informant may hesitate, not



expecting to explain the basis for his opinion. If a response is not forthcoming or the respondent seems confused, repeat the question. If there still seems to be some difficulty in obtaining a response, attempt to question the individual by probing further. Basically, this will merely involve repeating the question in a different or broken (by phrases) form. Do not add information that is not part of the original question or interject your own opinion about what it means.

Encouragement of the respondent by use of certain phrases can be helpful. Phrases like the following tend to reduce hesitation or further explain the answer needed:

"We just want your best guess."

"On the whole"

"In general"

"We'd just like your personal opinion"

"Judging by what you've heard or read"

"Your guess is as good as the next fellow's."

When probing, write the answer verbatim (space provided) when possible. When paraphrasing, use the respondent's wording as closely as possible. Do not let your own wording or opinions become the respondent's. A long, detailed response is not necessary; a brief, to-the-point explanation of "why" is all that is needed.

"Comment" space is also provided for several questions. Unlike the probing questions, a response for comments is not required. These have been placed following those questions where a comment of some type is likely.

### Embarrassing Questions

You may feel that some of the census-type questions are embarrassing, too personal, or perhaps none of your business. These questions must be asked of the respondents; all of them. DO NOT GUESS. Race, sex, education, and income are essential to the accuracy of this opinion survey; this information will be compared later with 1970 Census Data in checking for reliability. The most sensitive questions have been placed at the end of the questionnaire in case they might offend the informant and jeopardize the interview. But previous studies have indicated that there will be few difficulties associated with these questions. ALL QUESTIONS MUST BE ASKED, REGARDLESS OF THEIR NATURE.

### A "Note" in Asking Questions

The interviewers should read only the questions--not the answers--unless the potential answers are part of the original questions. This will prevent making it possible for the respondent to say anything in order to proceed with the interview.

### The "Don't Knows"

Some respondents really are "don't knows" indicating they do not know or do not have an opinion on the question.

Lack of information, lack of understanding, inability to arrive at an opinion, or to decide between alternatives, hesitance at expressing an unpopular view or minority view may contribute to a "don't know" answer. A fear of possibly being wrong may also be one of the reasons why people do not know.

It may be possible to elicit an answer by such remarks as "There

aren't any right or wrong answers" or "We just want to give people a chance to say what they think."

It is important to ascertain why the respondent has replied "don't know." This can be done by asking why he or she feels he cannot answer.

There will never be a need to badger the respondent into answering a certain question with other than a "don't know" if he/she does not feel like it. Attempt to obtain a more detailed or adequate answer, but use your judgment in knowing how far to carry your probing in this case.

#### Deceitful or Uninformed Responses

Be aware that some respondents will be lying, confused, or uninformed. The questionnaire design was developed with these potential problems in mind, and each question has been worded and arranged in such a way to deal with this situation.

It is not part of your job to "weed out" the deceitful or uninformed respondent. Simple wording of questions and the unique design of the schedule will take care of most of this.

#### Some "Do's" and "Don't's" When Dialing

1. DO NOT dial numbers not listed on the printout or talk to individuals at numbers not designated as part of this survey;
2. DO NOT call those numbers which appeal to you. Dial according to the order of phone numbers indicated on the printout; and
3. DO NOT loose track of the numbers dialed previously;

4. DO dial slowly, not in haste to complete a quota;
5. DO indicate persuasively to the respondent that his or her number was chosen by chance (anonymity); and
6. DO keep in mind that the phone calls are costing money.

#### Telephone Disposition Form

This form must be completed for each number dialed. After dialing, a mark or notation of some sort is to be placed in one of the items indicating the result of the call.

If an interview is completed or call-backs are necessary, attach the form to the questionnaire and proceed. If no contact is made or the interview is refused, set the form aside and proceed to the next number on the printout list, using the same questionnaire.

The Telephone Disposition Form must be attached to a questionnaire when the interview is completed. And a form must be completed for each and every number dialed, regardless of the final outcome of the call.

Keep in mind the unique order (I, II, III, IV, I, II, III) of the questionnaires. If a questionnaire is not used for a potential interview, it must be replaced in its original order. But the form remains with the questionnaire until the final disposition.

#### No-Answers and Call-Backs

A number is to be dialed no more than four times, preferably two times each evening for two days. Allow the phone to ring five or six times before terminating the call.

It is vital to the results of the survey that as many individuals

be contacted and interviewed as possible. For this reason, call-backs and no-answers must not be handled carelessly. Use the Disposition Forms in keeping up with these.

The "not-at-homes" are likely to be young marrieds, socially mobile, and politically active. Their opinions should not be overlooked.

Handle call-back appointments and no-answers carefully, making sure that these are kept separate for easy referral later.

### Interviewer Errors

Most of the errors committed by interviewers occur as part of the questionnaire. Haste, carelessness, or unfamiliarity with the questions or polling procedure contribute to such errors. The ones listed below deserve your attention:

1. Failure to probe respondent;
2. Accepting partial, vague, or incomplete answers;
3. Erasures or unexplained changes;
4. Circling errors, answers recorded in wrong places;
5. Failure to complete certain questions;
6. Unclear notes.

These are errors which are most likely to occur. Special care should be taken while completing an interview, insuring that all answers (responses) are correctly marked, probed answers adequately and legibly written out, and notes written so they will be easily noticed and understood.

A smooth, steady pace of interviewing should eliminate excessive errors of this type. Be especially careful and alert to the potential

for making these and other errors.

### RESULTS

As soon as possible after each questionnaire is completed, the results will be coded for computer tabulation. An accurate and legible recording of responses on the questionnaires by the interviewers will make this coding easier and prevent difficulties.

After the computer tabulations have been completed, the opinion poll results will be reported in a newsletter to various groups throughout the state. Results will also be released to newspapers on a weekly basis, using the university's Public Relations Office.

APPENDIX M

COMPUTER PROGRAM

28-Jul-77

University of Pittsburgh, SPSS-10  
 Statistical Package for the Social Sciences  
 Version 6,020 (25 October 1976)

Space Allocation for this run:

Total Amount Requested	8192 words
Default Transpace Allocation	1024 words
Max # of transformations permitted	34
Max # of recode values	136
Max # of arithm. or log. operations	272
Resulting workspace allocation	7168 words

Run name	Miss Public Opinion Poll-Summer 77
File name	File-Poll
Variable list	Attempts, Househld, Adults, Var02, Serious, Why, Var03, Var04, Who, Var05, Drive, Var06, Var07, Var08, Var09, Enforce, Disapprove, Var10, Var11, Lean, Var12, Like, Dislike, Age, Comm, Var16, Var17, Income, Race, Sex
Input format	Fixed (4X,11F1,0,1F2,0,9F1,0,3F2,0,6F1,0)

According to your input format, variables are to be read as follows:

<u>Variable</u>	<u>Record</u>	<u>Columns</u>	<u>Print Format</u>
Attempts	1	5-5	(0)
Househld	1	6-6	(0)
Adults	1	7-7	(0)
Var02	1	8-8	(0)
Serious	1	9-9	(0)
Why	1	10-10	(0)
Var03	1	11-11	(0)



Var04	1	12-12	(0)
Who	1	13-13	(0)
Var05	1	14-14	(0)
Drive	1	15-15	(0)
Var06	1	16-17	(0)
Var07	1	18-18	(0)
Var08	1	19-19	(0)
Var09	1	20-20	(0)
Enforce	1	21-21	(0)
Disappro	1	22-22	(0)
Var10	1	23-23	(0)
Var11	1	24-24	(0)
Lean	1	25-25	(0)
Var12	1	26-26	(0)
Lake	1	27-28	(0)
Dislike	1	29-30	(0)
Age	1	31-32	(0)
Comm	1	33-33	(0)
Var16	1	34-34	(0)
Var17	1	35-35	(0)
Income	1	36-36	(0)
Race	1	37-37	(0)
Sex	1	38-38	(0)

The input format provides for 30 variables, it provides for 1 record per case.

Recode                                   Var17 (1,2=2) (4,5=5) (6,7=7)

Missing values attempts to sex (0,00)

N of cases                               275

Input Medium                           Card

Var Labels                             Attempts, no attempts to reach respondent/  
Househld, size of household/adults, adults in  
househld/  
Var02, is there energy crisis/  
Serious, how serious crisis/why, why feel this way/  
Var03, Congress raise cost/var04, person or group  
responsible/  
Who, who responsible/var05, important to drive  
Drive,change drive habits/  
Var06, one way to conserve/  
Var07, tax on cars/Var08, how important attend  
school/  
Var09, school attend law/enforce, how law be  
enforced/

Disapprove, why disapprove sc law/  
 Var10, need law in past/Var11, political pref/  
 Lean, lean dem or repub/Var12, how rate Carter/  
 Like, like about Carter/Dislike, dislike about  
 Carter/  
 Age, age of respondent/  
 Comm, size community/Var16, job status/  
 Var17, yrs. education/income, family income/  
 Race, race of respondent/sex, sex of respondent

## Value labels

Attempts(1)1 (2)2 (3)3 (4)4 or more/  
 Househld (1)1 (2)2 (3)3 (4)4 (5)5 (6)6 or more/  
 Var02 (1) yes (2)no (3)dont know  
 Serious (1)very serious (2)some serious (3)not  
 serious (4)dont know/  
 Why (1)conspiracy (2)big profit (3)no shortages  
 (4)other (9)don't know  
 Var03 (1)favor (2)oppose (3)dont know/  
 Var04 (1)yes (2)no (3)no opin/  
 Who (1)govern (2)oil gas com (3)pub utilities  
 (4)am public (5)oil produc nations (6)other  
 (7)dont know/  
 Var05 (1)very import (2)some import (3)not import  
 (4)dont drive (5)dont know/  
 Drive (1)drive less (2)about same (3)dont know/  
 Var06 (01)drive less (02)less home use (03)ration  
 gas (04)insulate home (05)smaller cars (06)cut  
 gen use (07)other (99)dont know/  
 Var07 (1)favor (2)oppose (3)no opin/  
 Var08 (1)very import (2)some import (3)not import  
 (4)dont know/  
 Var09 (1)approve (2)disapprove (3)no opin/  
 Enforce (1)counsel (2)make attend (3)both (4)not  
 enforce (5)dont know/disapprove (1)14-17 (2)  
 high school (3)other (4)some dont need (5)keep  
 others back/  
 Var10 (1)has needed (2)not needed (3)dont know/  
 Var11 (1)demo (2)repub (3)indep (4)other (5)dont  
 know/  
 Lean (1)repub (2)demo (3)indep/  
 Var12 (1)excellent (2)good (3)fair (4)poor (5)  
 very poor (6)no opin/  
 Like (01)informal (02)human rights (03)concern  
 for people (04)Christian at (05)openness-  
 honesty (06)determined (07)econ programs (08)  
 energy programs (09)other (98)nothing (99)  
 dont know/

Dislike (01)amnesty (02)for pol (03)B-1 bomber  
 (04)not keep prom (05)energy prog (06)inexper  
 (07)mil approach (08)human rhts (09)other  
 (98)nothing (99)dont know/  
 Age (01)18-20 (02)21-24 (03)25-29 (04)30-34  
 (05)35-39 (06)40-44 (07)45-49 (08)50-54  
 (09)55-64 (10)65 older/  
 Comm (1)metro (2)5000-50000 (3)2500-5000 (4)under  
 2500 (5)rural  
 Var16 (1)employed (2)looking (3)housewife (4)  
 student (5)unable (6)retired (7)widow (8)  
 other/  
 Var17 (1)less than 8 yrs (2)9-11 yrs (3)high  
 school (4)bus-tech school (5)some college  
 (7)grad-prof work/  
 Income (1)under 5000 (2)btwn 5000-10000 (3)btwn  
 10000-15000 (4)btwn 15000-25000 (5)over  
 25000/  
 Race (1)white (2)non-white/sex (1)male (2) female/  
 Tables=Var 02 by Var 17  
 1

Crosstabs  
 Statistics

Given workspace allows for 1432 cells and 2 dimensions for crosstab problem

APPENDIX N

PRESS RELEASES

## POLL RELEASE NUMBER 1

## MISSISSIPPIANS GIVE OPINIONS ON CARTER

UNIVERSITY, Miss. -- Mississippians have given Jimmy Carter mixed marks for his first six months as President, according to the Mississippi Poll conducted by The University of Mississippi Department of Journalism.

The statewide poll, completed six days before the President's "Town Meeting" in Yazoo City, indicated Mississippians react more favorably to Carter's personality than to his stands on controversial issues.

The Mississippi Poll is based on 275 telephone interviews conducted from July 11-15 with Mississippians 18 years of age and older located in 74 sampling areas throughout the state. The sample selected represented each region of the state in proportion to its population. Funds for the project were provided from a research grant by the Skewes Foundation of Meridian.

Forty-six percent of the state's voting age residents polled in the first sample rated the President's job performance as "excellent" or "good," while 48 percent gave him a "fair" or "poor" rating.

Most Mississippians avoided extreme approval or disapproval, scoring Carter near the center, "fair" or "good."

Democrats, blacks, and those with less than a high school education gave significantly higher ratings to the President than did Republicans, whites, or those with a college education.

Fifty-three percent of the Democrats rated Carter's job performance "excellent" or "good", as did 40 percent of the Republicans and 41

percent of the independents.

The Mississippi Poll asked each respondent to express a "like" about "Carter as a man" or "his position on the issues," and then to express a "dislike."

Thirty-seven percent favorably cited some aspect of Carter's personality. Specifically, they listed his "informality," "Christian attitudes and morals," "openness," "honesty," and "concern for people."

"He's a down-to-earth, ordinary person," said a 55-year-old Pascagoula man. And a retiree, 65, from Corinth remarked, "He's a good, honest man who wants to do right."

The administration's energy and economic programs were alluded to by those mentioning Carter's efforts to hold down prices, raise the minimum wage, or "finally do something about the energy problem."

Twenty-four percent said they did not know or indicated they liked Carter but could not list anything they liked. Fourteen percent said they "liked nothing" about him or his presidency.

However, Mississippians were more specific in pointing out things they disliked about the President or his actions.

No one single negative issue or personal criticism emerged, but the presidential amnesty of draft dodgers was disliked by 6 percent; his handling of foreign policy by 6 percent; cancellation of the B-1 bomber project, 6 percent; some part of the proposed energy program, 6 percent; does not keep promises, 4 percent; human rights stand, 2 percent; political inexperience, 2 percent.

Thirty-six percent said they "disliked nothing" about Carter or

his actions, while 15 percent said they did not know or indicated they disliked him but could not name anything they specifically disliked.

"Carter should have hushed Andrew Young up the first time he opened his mouth," a 32-year-old Hattiesburg man said. A common negative comment about Carter's economic programs was made by a working woman, 30, from Moss Point who said, "He hasn't kept his promise about sending me the (\$50 tax) rebate."

Referring to the presidential pardon of Vietnam-era draft evaders, a disabled worker, 60, from Clarksdale commented, "Carter should never have let those deserters loose."

While job performance ratings for the President generally followed party, educational, and racial lines, the enigma of Jimmy Carter's personality was expressed by a widow from Southaven: "He's made a few mistakes, but he's a good Christian man."

#### MISSISSIPPI POLL RESULTS

Mississippians were asked the following questions July 11-15.

Question: How would you rate the job Jimmy Carter has been doing as President--excellent, good, fair, or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Opinion</u>
TOTAL	11%	35%	41%	7%	6%
<u>Political Party</u>					
Democrat	16	37	39	4	5
Republican	3	37	47	13	1
Independent	8	33	45	9	6

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Opinion</u>
<u>Sex</u>					
Male	13	31	46	7	3
Female	9	39	38	7	8
<u>Race</u>					
White	9	37	41	9	4
Black	18	30	41	1	11
<u>Rural/Urban</u>					
Metro (50,000+)	10	45	33	7	5
5,000-49,999	8	40	38	6	8
2,500-4,999	17	33	42	4	4
Rural	13	29	47	7	4
<u>Education</u>					
11 years or less	17	24	46	5	9
High School	3	29	48	15	5
Some College	11	54	31	2	2
College +	9	46	35	4	6
<u>Income</u>					
Under \$10,000	14	31	44	4	7
\$10,000-\$14,999	8	38	41	8	4
\$15,000-\$24,999	10	46	31	13	1
Over \$25,000	7	32	54	4	4

Regardless of how they rates the president's job performance, all respondents were asked the following two questions:

Question: What is it about (Carter) or what action of his, if any, have you LIKED the most?

Informality/Openness/Christian Attitude/Determination/Concern	37%
Economic Programs	5
Energy Programs	6
Human Rights Stand	4
Like Nothing About Him	14
Other	10
Don't Know	24



Question: What is it about (Carter) or what action of his, if any, have you DISLIKED the most?

Amnesty for Draft Evaders	6%
Stopped B-1 Bomber Project	6
Foreign Policy	6
Doesn't Keep Promises	4
Energy Programs	6
Inexperienced	2
Approach to the Military	2
Human Rights Stand	2
Dislike Nothing About Him	36
Other	16
Don't Know	15

The poll was administered by Mike Craft, a graduate student, under the supervision of Dr. Will Norton, acting chairman of the Department of Journalism. Consistent with the Code of Ethics of the American Association for Public Opinion Research, names of persons interviewed by the Mississippi Poll are confidential.

## POLL RELEASE NUMBER 2

## ENERGY CRISIS

Most Mississippians are convinced the energy crisis is real, according to the most recent Mississippi Poll conducted by the Ole Miss Department of Journalism.

But many say they are not sure how serious it is and are confused about the reasons for the energy shortages.

According to the latest survey of 275 adults, 18 percent said they do not believe there is an energy crisis, and 11 percent said they did not know if there is or not.

The statewide poll is based on telephone interviews July 11-15 with Mississippians 18 years of age and older in 74 sampling areas, representing each region of the state in proportion to its population. The project was funded by a research grant from the Skewes Foundation of Meridian.

Of the 18 percent who do not believe there is an energy crisis, one-fourth cannot tell why they do not believe it, and one-fifth said there are "no shortages." Others gave a variety of reasons for skepticism, including: "It's all part of a conspiracy" or "It's just another way for businesses to make more money."

Among the other findings in the statewide poll:

--Seventy-one percent of Mississippians questioned agree there is a real energy crisis facing the United States.

--Of those who said they believe there is a crisis of some sort,

38 percent said it is "very serious;" 55 percent said "somewhat serious;" 3 percent, "not serious;" and 5 percent said they "do not know" how serious it might be.

--Those with less than a high school education are more likely to say they do not know whether there is an energy crisis than are those with some college education.

A typical comment from a Mississippi resident, a 50-year-old working woman from Meridian, who does not think the United States has an energy crisis was "We've been told too many times that there were shortages when there weren't any."

"Bosh!" remarked a retired worker, 60, from Jackson. "The oil companies are pulling our legs to make some more money."

Shifting the focus from the oil and gas companies, a 22-year-old Ethel, Miss., housewife said: "There are plenty of (oil and gas) reserves if the government would only let the companies drill for it."

The most optimistic comment came from a Gulfport woman, 42, who said, "The country will pull through, we always have before."

The poll revealed a large majority of Mississippians consider the energy situation to be a real crisis. However, 18 percent who do not believe the crisis is real have had their suspicions fostered by past "shortages," such as coffee and sugar, which proved not to be real.

MISSISSIPPI POLL RESULTS: Mississippians were asked the following questions July 11-15.

Question: Do you believe the United States is faced with an energy crisis?

	<u>Total</u>	<u>Men</u>	<u>Women</u>
Yes	71%	75%	68%
No	18	17	19
Don't Know	11	8	14

The 71 percent who responded "yes" to the first question were then asked the following:

Question: How serious do you believe the energy situation really is--very serious, somewhat serious, or not serious at all?

	<u>Total</u>
Very Serious	38%
Somewhat Serious	55
Not Serious	3
Don't Know	5

## POLL RELEASE NUMBER 3

## FUEL TAX

UNIVERSITY, Miss. -- An almost 50-50 split of Mississippians over a proposed tax on gas guzzling autos and strong opposition to a fuel tax of any kind indicates a reluctance of the public to accept higher prices as a way to conserving energy.

The statewide poll, conducted by the University of Mississippi Department of Journalism, also reveals the following:

--Gas tax. Seven out of ten Mississippians interviewed oppose any attempt by Congress to raise the federal taxes on gasoline, heating oil, or natural gas to conserve energy; 24 percent favor a tax increase.

--Car tax. Those polled are almost equally divided on a federal proposal to tax cars not meeting government standards for gas mileage.

Forty-seven percent of Mississippians polled oppose any effort by the government to tax cars which are not fuel efficient. But 44 percent favor this part of the President's energy program; nine percent are undecided.

A typical comment on gas and fuel taxes came from a Ripley farmer, 36, who said, "The tax(es) will just put another burden on the working man."

Families earning more than \$15,000 a year, and those in the 18-24 year age group are more likely to support the gas tax than the other groups.

The poll found those most likely to oppose the federal car taxes have less than a high school education and are more than 35 years of age.

A common opinion of many of those interviewed about the energy shortages was given by a 55-year-old Bentonia woman: "There are no real shortages, so there should not be any price increases."

The U.S. House of Representatives recently defeated the proposed tax on gasoline, but approved the part of the energy program to tax gas guzzlers.

The Mississippi Poll reported last week that most state residents are convinced the energy crisis is real, but there are 18 percent who do not believe there is a crisis and 11 percent have no opinion on the subject.

"They must be crazy to expect us to pay more for gas," said a retired farmer, 57, from Starkville. "Why, it's already 72 cents a gallon."

But a working woman, 42, from Natchez, who said she did not care whether gas and car taxes are imposed, said: "People should use as much as they want as long as they can afford it."

This is in contrast to, "It will only hurt the ordinary people if (taxes) are increased," from a 57-year-old Ocean Springs man.

The statewide poll, based on recent telephone interviews with Mississippians 18 years of age and older in 74 sampling areas, represents each region of the state in proportion to its population. The project is funded by a research grant from the Skewes Foundation of Meridian.

MISSISSIPPI POLL RESULTS: Mississippians were asked the following questions July 11-15.

Question: Congress is considering raising the cost of gasoline, heating oil, and natural gas to conserve energy. Do you favor or oppose this possible action?

	<u>Total</u>	<u>Men</u>	<u>Women</u>
Favor	24%	28%	20%
Oppose	71	67	75
Don't Know	5	5	5

Question: Would you favor or oppose a tax on cars and trucks which do NOT meet government standards for good gas mileage?

Favor	44%
Oppose	47%
Don't Knot	9%

The Mississippi Poll is administered by Mike Craft, a graduate student, under the supervision of Dr. Will Norton, acting chairman of the Department of Journalism. Consistent with the Code of Ethics of the American Association for Public Opinion Research, names of persons interviewed by the Mississippi Poll are confidential.

POLL RELEASE NUMBER 4  
EFFECT OF HIGHER FUEL PRICES

Higher gasoline prices will change the driving habits of many Mississippians, a recent statewide poll conducted by the University of Mississippi Department of Journalism reveals.

It also showed that automobile use is a significant part of the Mississippi family's lifestyle -- considered "very important" by more than two out of three of those interviewed.

Fifty-three percent of those polled said the increasing cost of gasoline at the pump will cause them to drive less. But 46 percent say they will drive about the same as always.

Many said they are already driving less than in the past.

Although no fixed price was mentioned in the poll, many of those interviewed said should gas reach a dollar a gallon, they might be forced to do less driving.

Federal officials have recently predicted that gasoline at the pump may reach a dollar a gallon by late next year.

Those earning less than \$10,000 a year, blacks, and those living in rural areas are more likely to say higher prices will change their driving habits, causing them to drive less, than are those with higher incomes or who live in urban areas.

When asked how important it is for them to be able to drive their cars as much and as often as they liked, 64 percent said it is "very important;" 25 percent said "somewhat important;" and 4 percent,



"not important."

Residents of towns with less than 5000 inhabitants, those in rural areas and families with annual incomes of less than \$10,000 are more likely to say that driving as much as they like is "very important," than are those who live in urban areas or who have higher incomes.

The Mississippi Poll recently revealed that 70 percent of those interviewed are opposed to any additional gasoline taxes while 24 percent favor them.

MISSISSIPPI POLL RESULTS: The following questions were asked of 275 Mississippians July 11-15.

Question: How important is it to you that you be able to drive your car or truck as much and as often as you like?

<u>Total</u>	<u>Metro</u>	<u>5,000- 49,999</u>	<u>2500- 4900</u>	<u>Under 2500</u>	<u>Rural</u>
64	57	59	75	74	64
25	36	26	13	19	25
4	6	6	4	5	3
6	5	7	8	1	7

Only those who drive were asked the next question.

Question: Do you think the increasing cost of gasoline will change your driving habits--that is, do you think you will drive less or not?

	<u>Total</u>	<u>White</u>	<u>Black</u>
Drive less	53	48	72
About same	46	51	26
Don't know	1	1	2

## POLL RELEASE NUMBER 5

## SCHOOL ATTENDANCE LAW

UNIVERSITY, Miss. -- Less than 4 percent of Mississippians disapprove of a school state attendance law, according to a recent statewide poll conducted by the University of Mississippi Department of Journalism.

When asked about the state's new attendance law, 80 percent of those questioned approved of the 1977 school legislation, and 20 percent disapproved.

Almost half of those who approved the attendance law said counseling of parents and students was the best approach. However, compulsory attendance of all school-age children was favored by 33 percent, and 16 percent believed a combination of the two approaches would be best.

But most of those who disapproved of the new school law did so because they believed the age limit of it was not high enough. Forty-one percent said the law should be applied to the 14-17 age groups, and 41 percent indicated that it should apply through high school.

The controversial school attendance law, repealed 21 years ago in the wake of imminent school integration, received broadened support in the poll. And those who had not completed high school, both black and white, were more likely to favor some form of compulsory attendance than others.

Confirming the school attendance law responses were answers to another question in which 97 percent of those interviewed said an

education was very important for all Mississippi children, and 3 percent said it was somewhat important.

A student in Mississippi who entered the first grade 12 years ago has only a 50-50 chance of completing high school, according to figures released by the State Department of Education.

State Senator Jack Tucker of Tunica, chairman of the Senate Committee on Education, and a key sponsor of the 1977 attendance legislation, said the law passed for what he called "a number of good reasons."

"The counseling route was chosen," he said, "because it was more flexible than an outright law to force something on people."

"This law is based on good, hard common sense," he said, referring to children who do not want to go to school, the handicapped, and the drawbacks of having older children in the lower grades.

Last year, 3 percent or 16,716 of the students enrolled in the state's public schools dropped out for a variety of reasons.

The Mississippi Poll also found that eight out of ten Mississippians interviewed said they believed a school attendance law of some sort has been needed in the past.

#### MISSISSIPPI POLL RESULTS

The following questions were asked of 275 Mississippians July 11-15.

Question: Mississippi now has a school attendance law which will encourage parents to keep their children in school up to the age of 13. Do you approve or disapprove of this law?

	<u>Total</u>	<u>9-11 Years</u>	<u>High School</u>	<u>Some College</u>	<u>College</u>
Approve	80%	90%	72%	67%	85%
Disapprove	20	10	28	33	15

The 80 percent who approved of the school attendance law were asked the following:

Question: Do you believe the school attendance law should be enforced by counseling the child and parents OR by making the child attend school?

	<u>Total</u>	<u>9-11 Years</u>	<u>High School</u>	<u>Some College</u>	<u>College</u>
Counseling	47%	34%	57%	62%	48%
Make Attend	33	49	19	22	26
Both	26	10	23	14	20
Don't Know	4	6	1	3	4

The Mississippi Poll was administered by Mike Craft, a graduate student, and supervised by Dr. Will Norton, acting chairman of the Department of Journalism. Seventy-four sampling areas were used, representing each region of the state in proportion to its population. Consistent with the code of ethics of the American Association for Public Opinion Research, the names of persons interviewed are confidential.

APPENDIX O

SPECIAL RELEASE COVER LETTER

August 1977

Dear Friend,

This is to announce a service that might be of great importance to you.

The service is a state-wide polling mechanism, developed by the Department of Journalism at the University of Mississippi, whereby the opinions of Mississippians can be measured on a wide range of subjects. The polling samples are expertly drawn, statistically valid, and reflect the latest in opinion research techniques.

The public portion of the poll is being provided as a service, and the findings are being made available free-of-charge to the news media in Mississippi.

In addition, the Mississippi Poll can be used for private, confidential polling. This means the poll can measure the opinions of Mississippi on virtually any aspect of business, social, and political issues.

These services would be contracted for a fee, and the Department of Journalism would use this money to sustain the public, non-partisan part of the poll--helping offset the interviewing and data tabulation costs for the free reports sent to the news media.

We believe these confidential, private surveys can be done at a most reasonable cost to you. For example, a short series of questions--dealing, say, with the intensity and depth of opinions of Mississippians toward higher utility rates--could probably be done for about \$500. This package would include 5 or 6 specific questions plus demographic analysis of the data.

Attached is a copy of the first news release sent to report part of the public results of the first round of interviews.

If you are interested in knowing more about the Mississippi Poll and the services provided, write or call Dr. Will Norton, Acting Chairman, Department of Journalism, University of Mississippi, University, MS, 38677. Telephone (601) 232-7146.

Sincerely,

Ronald T. Farrar  
Chairman

APPENDIX P

MAILING LIST



LEGISLATIVE ADVOCATES FOR 1977 SESSION  
OF MISSISSIPPI LEGISLATURE  
(Residence Addresses)

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1900 E. Woodrow Wilson, Jackson, MS

Mississippi Authority for Educational Television  
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Highway Department, Public Affairs  
Woolfolk State Office Building, Jackson, MS

State Board of Health, Public Relations  
State Board of Health Building, Jackson, MS

Air and Water Pollution Control Commission, Administrative Section  
Robert E. Lee Hotel Building, Jackson, MS

Mississippi Research & Development Center, Director  
3825 Ridgewood Road, Jackson, MS

Department of Mental Health, Administration  
Robert E. Lee Building, Jackson, MS

Education Department, Director  
Walter Sillers Building, Jackson, MS

Forestry Commission  
Robert E. Lee Building, Jackson, MS

Game & Fish Commission  
Robert E. Lee Building, Jackson, MS

Health Planning & Development Agency  
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Public Service Commission  
Walter Sillers Office Building, Jackson, MS

Arts Commission  
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Walter Sillers Office Building, Jackson, MS

Commissioner of Insurance  
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Walter Sillers Office Building, Jackson, MS

Evelyn Gandy, Lieutenant Governor  
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Herman B. DeCell, Box 960, Yazoo City, MS 39194

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Charles M. Deaton, Drawer B, Greenwood, MS 38930  
Ralph H. Doxey, Box 667, Holly Springs, MS 38635  
Jerry M. Gilbreath, Box 1772, Laurel, MS 39440  
Aaron C. Lambert, Box 1508, Tupelo, MS 38801  
Eugene Manning, Sr., Box 484, Hernando, MS 38632  
James H. Neal, 1954 Camellia Lane, Jackson, MS 39204  
C.B. Newman, Box 200, Valley Park, MS 39177  
Felix E. Perry, Drawer 70, Oxford, MS 38655  
John H. Stennis, Box 427, Jackson, MS 39205  
Charles V. Williams, P.O. Box 504, Senatobia, MS 38668

## U.S. SENATE

James O. Eastland, Senate Office Building, Washington, D.C. 20510  
John Stennis, Senate Office Building, Washington, D.C. 20510

## U.S. HOUSE OF REPRESENTATIVES

Jamie Whitten, First Congressional District  
House of Representatives, Washington, D.C. 20515  
G. V. Montgomery, Third Congressional District  
House of Representatives, Washington, D.C. 20515

Thad Cochran, Fourth Congressional District  
House of Representatives, Washington, D.C. 20515

David Bowen, Second Congressional District  
House of Representatives, Washington, D.C. 20515

Trent Lott, Fifth Congressional District  
House of Representatives, Washington, D.C. 20515

#### POLITICAL PARTY ORGANIZATIONS

Mississippi Republican Party, Box 1178, Jackson, MS 39205

Mississippi Democratic Party, Box 1583, Jackson, MS 39205

#### NEWSPAPER COLUMNISTS AND PRESS ASSOCIATIONS

Weyne Weidie, Ocean Springs (MS) Record, Box 838, Ocean Springs, MS 39564

Bill Minor, Jackson (MS) Reporter, Box 9626, Jackson, MS 39206

Paul Pittman, Tylertown (MS) Times, Tylertown, MS 39667

Mississippi Press Association, Box 1789, Jackson, MS 39205

#### BUSINESSES

Tallahatchie Valley Power Association  
Hwy. 6 West, Batesville, MS 38605

Coast Electric Power Association  
Hwy. 90 at Main St., Bay St. Louis, MS 39520

Thomas-Walker-Lacey, Inc.  
413 W. North St., Canton, MS 39046

North Mississippi Savings & Loan Association  
702 Desoto Ave., Clarksdale, MS 38614

Quality Steel Corp.  
Hwy. 61 South, Cleveland, MS 38732

Staple Cotton Services Association  
210-14 W. Market St., Greenwood, MS 38930

Mississippi Power Co.  
2992 W. Beach St., Gulfport, MS 39501

Capitol Broadcasting Co.  
4981 Robinson Rd. Ext., Jackson, MS 39204

Tishomingo City Electric Power Association  
106 E. Eastport St., Iuka, MS 38852

Country Club of Jackson  
Old Canton Rd., Jackson, MS 39211

First Chemical Corp  
656 N. State St., Jackson, MS 39205

Jitney-Jungle Stores of America  
451-52 N. Mill St., Jackson, MS 39207

McRaes, Inc.  
Westland Plaza Shopping Center, Jackson, MS 39209

Mississippi Power & Light Co.  
126 S. West St., Jackson, MS 39209

Mississippi School Supply Co.  
4155 Industrial Dr., Jackson, MS 39205

Miss. Valley Gas Co.  
711-13 W. Capitol St., Jackson, MS 39207

Southern Jitney Jungle Co., Inc.  
451-57 N. Mill St., Jackson, MS 39207

Standard Life Insurance Co.  
Standard Life Building, Jackson, MS 39201

J.W. Underwood & Co., Inc.  
1030 N. Mill St., Jackson, MS 39205

Yazoo Manufacturing Co.  
3607 Livingston Rd., Jackson, MS 39216

Gulf Hills Development Corp.  
Gulf Hills, Ocean Springs, MS 39564

Standard Drug Co.  
601-15 25th Avenue, Meridian, MS 39301

Deposit Guaranty National Bank  
One Deposit Guaranty Plaza, Jackson, MS 39205

First National Bank, 248 E. Capitol St., Jackson, MS 39205

Fowler Buick Co., Inc.  
856-58 S. State St., Jackson, MS 39207

Mississippi Bank  
329 E. Capitol St., Jackson, MS 39201

APPENDIX Q

QUESTIONNAIRES

NAME \_\_\_\_\_

POSITION(S) HELD (candidate, aide, advisor, volunteer, etc.) IN STATE, CONGRESSIONAL, OR LOCAL POLITICAL CAMPAIGNS AND DATES:

\_\_\_\_\_  
 \_\_\_\_\_

WERE ANY OPINION POLLS CONDUCTED PRIOR TO OR DURING THE PRIMARY OR GENERAL ELECTION(S)?

\_\_\_\_\_ YES \_\_\_\_\_ NO

IF "YES," WHICH CAMPAIGNS UTILIZED THEM?

\_\_\_\_\_  
 \_\_\_\_\_

IF ANY CAMPAIGNS DID NOT USE POLLS, WHAT WERE THE REASONS?

\_\_\_\_\_  
 \_\_\_\_\_

IN YOUR OPINION, HOW ACCURATE WERE THE POLL RESULTS?

\_\_\_\_\_  
 \_\_\_\_\_

WHAT WERE THE COSTS OF THE POLL(S)?

\_\_\_\_\_  
 \_\_\_\_\_

HOW WERE THESE POLLS CONDUCTED? (Telephone, mail, in-person)

\_\_\_\_\_  
 \_\_\_\_\_

WHAT WERE THE SAMPLE SIZES (HOW MANY PEOPLE WERE INTERVIEWED) FOR EACH POLL?

\_\_\_\_\_  
 \_\_\_\_\_



WERE THE POLLS WORTH THE COST AND TIME INVOLVED?

\_\_\_\_\_ YES      \_\_\_\_\_ NO      (Comment: \_\_\_\_\_)

HOW WERE THE RESULTS OF THE POLL(S) USED BY EACH CANDIDATE AND THE CAMPAIGN STAFF(S)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DO YOU BELIEVE THAT PUBLIC OFFICIALS AND CANDIDATES SHOULD CHANGE THEIR STANDS ON ISSUES TO CORRESPOND WITH THE RESULTS OF OPINION POLLS?

\_\_\_\_\_ YES      \_\_\_\_\_ NO      (Comment: \_\_\_\_\_)

\_\_\_\_\_  
\_\_\_\_\_ )

WHO WAS THE EARLIEST POLITICAL CANDIDATE YOU CAN REMEMBER OR KNOW OF WHO USED AN OPINION POLL IN A MISSISSIPPI ELECTION?

\_\_\_\_\_  
Comments: \_\_\_\_\_  
\_\_\_\_\_

WHAT IMPACT DO YOU BELIEVE A NON-PARTISAN PUBLIC OPINION POLL--RELEASED TO THE STATE'S NEWS MEDIA--WOULD HAVE ON THE PUBLIC, POLITICAL CANDIDATES, OR STATE GOVERNMENT?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ADDITIONAL COMMENTS ON THE USE OF OPINION POLLS:

INTERVIEW DATA \_\_\_\_\_

INTERVIEWER \_\_\_\_\_

(I) Schedule No. \_\_\_\_\_  
(For office use only)

7/77

THE MISSISSIPPI POLL  
Department of Journalism  
University of Mississippi

Ballot #1

Hello, I'm \_\_\_\_\_ of the University of Mississippi, Department of Journalism. We are doing a public opinion poll of people living in Mississippi, and I'd like to get your opinions on a few questions. Your phone number was chosen by chance, and your name will not be used. I'm also not selling anything. (REPEAT IF NECESSARY)

1. FIRST, I need to know how many people live in your home. Counting adults, children and babies, how many people are living in your household, including yourself?

\_\_\_\_\_ 1      \_\_\_\_\_ 2      \_\_\_\_\_ 3      \_\_\_\_\_ 4      \_\_\_\_\_ 5      \_\_\_\_\_ 6 or more  
1.1            1.2            1.3            1.4            1.5            1.6

\_\_\_\_\_  
INSERT MATRIX  
\_\_\_\_\_

(I)

\*NOW, I also need to know how many people 18 years old or older live in your household, counting yourself.

CIRCLE NUMBER	NUMBER OF ADULTS IN HOUSEHOLD				
	1	2	3	4 or more	
NUMBER	0	Woman	Oldest Woman	Youngest Woman	Youngest Woman
OF MEN	1	an	Man	Man	Oldest Woman
IN	2		Oldest Man	Youngest Man	Youngest Man
HOUSEHOLD	3			Youngest Man	Oldest Man
	4 or more				Oldest Man

\*How many of them are MEN?

(II)

\*NOW, I also need to know how many people 18 years old or older live in your household, counting yourself.

CIRCLE NUMBER	NUMBER OF ADULTS IN HOUSEHOLD			
	1	2	3	4 or more
0	Woman	Youngest Woman	Youngest Woman	Oldest Woman
1	Man	Man	Oldest Woman	Man
2		Oldest Man	Woman	Oldest Woman
3			Youngest Man	Woman or Oldest
4 or more				Oldest Man

\*HOW many of them are MEN?

(III)

\*NOW, I also need to know how many people 18 years old or older live in your household, counting yourself.

CIRCLE NUMBER	NUMBER OF ADULTS IN HOUSEHOLD			
	1	2	3	4 or more
0	Woman	Youngest Woman	Oldest Woman	Oldest Woman
1	Man	Woman	Man	Youngest Man
2		Youngest Man	Oldest Man	Oldest Man
3			Oldest Man	Youngest Man
4 or more				Youngest Man

\*How many of them are MEN?

(IV)

\*NOW, I also need to know how many people 18 years old or older live in your household, counting yourself.

CIRCLE NUMBER	NUMBER OF ADULTS IN HOUSEHOLD			
	1	2	3	4 or more
0	Woman	Oldest Woman	Oldest Woman	Youngest Woman
1	Man	Woman	Youngest Woman	Man
2		Youngest Man	Woman	Youngest Woman
3			Oldest Man	Woman or Youngest
4 or more				Youngest Man

\*How many of them are MEN?

IF SPECIFIED PERSON IS TALKING, GO TO NEXT PAGE.

IF PERSON TALKING IS WRONG SEX,  
ask:

According to the research method being used by the university, I have to ask a few questions of the \_\_\_\_\_ in your household.

Could I please speak to that person?

IF PERSON TALKING IS RIGHT SEX,  
ask:

According to the research method being used by the university, I have to ask a few questions of the \_\_\_\_\_ in your household.

Would that be you?

IF YES, PROCEED WITH INTERVIEW

IF NO, Ask: Would you please call that person to the phone?

IF PERSON IS NOT AVAILABLE, MAKE PLANS FOR CALL-BACK.  
(USE TELEPHONE DISPOSITION FORM)

DO YOU BELIEVE THE UNITED STATES IS FACED WITH AN ENERGY CRISIS?

2.1 ( ) Yes\*                      2.2 ( ) No\*\*                      2.9 ( ) No Opinion

\*IF "YES," ask: How serious do you think the energy crisis really is--very serious, somewhat serious, or not serious at all?

3.1 ( ) Very Serious                      3.2 ( ) Somewhat Serious

3.3 ( ) Not Serious                      3.9 ( ) No Opinion

\*\*IF "NO," ask: WHY DO YOU FEEL THIS WAY? (PROBE)

4.

4.0 ( ) Don't Know

CONGRESS IS CONSIDERING INCREASING THE COST OF GASOLINE, HEATING OIL, AND NATURAL GAS TO CONSERVE ENERGY. DO YOU FAVOR OR OPPOSE THIS POSSIBLE ACTION?

5.1 ( ) Favor                      5.2 ( ) Oppose                      5.9 ( ) No Opinion

DURING THE LAST TWO YEARS, THE COST OF ENERGY HAS ALMOST DOUBLED. DO YOU THINK THAT ANY ONE PERSON OR GROUP IS MORE RESPONSIBLE THAN ANY OTHER FOR THE RISING COST OF ENERGY?

6.1 ( ) Yes\*                      6.2 ( ) No                      6.9 ( ) No Opinion

\*If "YES," ask: WHO DO YOU BELIEVE IS MOSTLY RESPONSIBLE?  
(Circle ONE)

- 7.1 ( ) government (national, state or local)  
7.2 ( ) oil and gas companies  
7.3 ( ) public utilities  
7.4 ( ) the American public  
7.5 ( ) the Arab (or oil-producing) nations  
7.6 ( ) Other (specify) \_\_\_\_\_  
7.9 ( ) Don't know

COMMENT: \_\_\_\_\_

HOW IMPORTANT IS IT TO YOU THAT YOU BE ABLE TO DRIVE YOUR CAR (OR TRUCK) AS MUCH AND AS OFTEN AS YOU LIKE--VERY IMPORTANT, SOMEWHAT IMPORTANT, OR NOT IMPORTANT AT ALL?

- 8.1 ( ) Very Important\*                      8.2 ( ) Somewhat Important\*  
8.3 ( ) Not Important\*                      8.4 ( ) Don't Drive  
8.5 ( ) Don't Know

\*IF ANY OPINION, ask: DO YOU THINK THE INCREASING COST OF GASOLINE WILL CHANGE YOUR DRIVING HABITS--THAT IS, DO YOU THINK YOU WILL DRIVE LESS OR NOT?

- 9.1 ( ) Yes, drive less                      9.2 ( ) No, drive same  
9.9 ( ) Don't know



WHAT DO YOU BELIEVE IS THE ONE MOST IMPORTANT THING THE AMERICAN PUBLIC AND YOURSELF CAN DO TO CONSERVE ENERGY? (PROBE)

\_\_\_\_\_ 10.

10.9 ( ) Don't know

WOULD YOU FAVOR OR OPPOSE A TAX ON CARS AND TRUCKS WHICH DO NOT MEET GOVERNMENT STANDARDS FOR GOOD GAS MILEAGE?

11.1 ( ) Favor

11.2 ( ) Oppose

11.9 ( ) No Opinion

HOW IMPORTANT IS IT TO YOU THAT ALL MISSISSIPPI CHILDREN ATTEND SCHOOL-- VERY IMPORTANT, SOMEWHAT IMPORTANT, OR NOT IMPORTANT AT ALL?

12.1 ( ) Very Important

12.2 ( ) Somewhat Important

12.3 ( ) Not Important

12.9 ( ) Don't Know

MISSISSIPPI NOW HAS A SCHOOL ATTENDANCE LAW WHICH WILL ENCOURAGE PARENTS TO KEEP THEIR CHILDREN IN SCHOOL UP TO THE AGE OF 13. DO YOU APPROVE OR DISAPPROVE OF THIS LAW?

13.1 ( ) Approve\*

13.2 ( ) Disapprove\*\*

13.9 ( ) No Opinion

\*IF "APPROVE," ask: DO YOU BELIEVE THE SCHOOL ATTENDANCE LAW SHOULD BE ENFORCED BY COUNSELING THE CHILD AND PARENTS, OR BY MAKING THE CHILD ATTEND A SCHOOL?

14.1 ( ) Counseling

14.2 ( ) Making Child Attend

14.3 ( ) Both

14.4 ( ) Do Not Enforce

14.9 ( ) Don't Know

\*\*IF "DISAPPROVE," ask: WHY DO YOU FEEL THIS WAY? (PROBE)

\_\_\_\_\_ 15.

15.9 ( ) Don't Know

DO YOU BELIEVE THAT IN THE PAST MISSISSIPPI HAS OR HAS NOT NEEDED A SCHOOL ATTENDANCE LAW OF SOME TYPE?

16.1 ( ) Yes, has needed

16.2 ( ) No, has not needed

16.9 ( ) Don't Know

IN POLITICS, AS OF TODAY, DO YOU CONSIDER YOURSELF TO BE A DEMOCRAT, REPUBLICAN, OR INDEPENDENT?

17.1 ( ) Democrat

17.2 ( ) Republican

17.3 ( ) Independent\*

17.4 ( ) Other (Specify)\* \_\_\_\_\_

17.9 ( ) Don't Know

\*IF INDEPENDENT OR "OTHER" ask: AS OF TODAY, DO YOU LEAN MORE TO THE REPUBLICAN PARTY OR TO THE DEMOCRATIC PARTY?

18.1 ( ) Democrat

18.2 ( ) Republican

18.3 ( ) Independent or Other

HOW WOULD YOU RATE THE JOB JIMMY CARTER HAS BEEN DOING AS PRESIDENT-- EXCELLENT, GOOD, FAIR OR POOR?

19.1 ( ) Excellent\*

19.2 ( ) Good\*

19.3 ( ) Fair\*

19.4 ( ) Poor\*

19.9 ( ) No Opinion

\*IF ANY OPINION, ask: WHAT IS IT ABOUT HIM OR WHAT ACTION OF HIS, IF ANY, HAVE YOU LIKED THE MOST? (PROBE)

\_\_\_\_\_ 20.8 ( ) None

20.9 ( ) Don't Know

\*WHAT IS IT ABOUT HIM OR WHAT ACTION OF HIS, IF ANY, HAVE YOU DISLIKED THE MOST? (PROBE)

\_\_\_\_\_ 21.8 ( ) None

\_\_\_\_\_ 21.9 ( ) Don't Know

THE LAST FEW QUESTIONS ARE MORE PERSONAL. BUT YOUR ANSWERS ARE NEEDED. AGAIN, YOUR NAME AND TELEPHONE NUMBER WILL NOT BE USED.

AS OF YOUR LAST BIRTHDAY, HOW OLD ARE YOU?

\_\_\_\_\_ 18-24  
22.1

\_\_\_\_\_ 25-34  
22.2

\_\_\_\_\_ 35-44  
22.3

\_\_\_\_\_ 45-64  
22.4

\_\_\_\_\_ 65 or older  
22.5

\_\_\_\_\_ No Response  
22.

IN WHAT SIZE COMMUNITY DO YOU LIVE?

- 23.1 ( ) Metro (over 50,000 pop.)
- 23.2 ( ) City (5,000-50,000 pop.)
- 23.3 ( ) City (2,500-5,000 pop.)
- 23.4 ( ) Town (under 2500 pop.)
- 23.5 ( ) Rural, non-farm
- 23.6 ( ) Farm

IF "DON'T KNOW," ask: WHERE DO YOU LIVE? \_\_\_\_\_

ARE YOU PRESENTLY EMPLOYED, GOING TO SCHOOL, RETIRED, OR WHAT?

- 24.1 ( ) employed--what is your occupation? \_\_\_\_\_
- 24.2 ( ) looking for work
- 24.3 ( ) keeping house
- 24.4 ( ) student
- 24.5 ( ) unable to work
- 24.6 ( ) retired
- 24.7 ( ) widow not employed (no male head of household)
- 24.8 ( ) other (specify) \_\_\_\_\_
- 24.9 ( ) no response

HOW MANY YEARS OF SCHOOL WERE YOU ABLE TO COMPLETE?

- 25.1 ( ) 8 years or less
- 25.2 ( ) 9-11 years
- 25.3 ( ) High School
- 25.4 ( ) Some college
- 25.5 ( ) Completed college
- 25.6 ( ) Grad work/professional school
- 25.0 ( ) No response

WHAT WAS THE TOTAL INCOME OF YOUR FAMILY LAST YEAR? WOULD YOU SAY IT WAS (A) UNDER \$10,000, (B) BETWEEN \$10,000 and \$15,000, or (C) MORE THAN \$15,000?

- |  |             |     |             |             |
|--|-------------|-----|-------------|-------------|
| _____ (A) under \$10,000 . . . Was it under \$5,000?     | _____       | Yes | _____       | No          |
|  | <u>26.1</u> |     |             | <u>26.2</u> |
| <u>26.3</u> (B) between \$10,000 and \$15,000            |             |     |             |             |
| _____ (C) over \$15,000 . . . Was it more than \$25,000? |             |     | _____       | No          |
|  |             |     | <u>26.4</u> |             |
| <u>26.0</u> no response                                  |             |     | _____       | Yes         |
|  |             |     | <u>26.5</u> |             |

WHAT IS YOUR RACE, PLEASE?

- 27.1 ( ) White
- 27.2 ( ) Non-white

Record sex of respondent

- 28.1 ( ) Male
- 28.2 ( ) Female

---

"THAT'S ALL THE QUESTIONS I HAVE. YOU'VE BEEN VERY HELPFUL. THANK YOU FOR YOUR TIME. GOODBYE."

---

APPENDIX R

TERMINOLOGY

Area Sampling -- When a complete or accurate list of a population does not exist, it is possible to use area or block sampling technique for identifying, contacting, and interviewing respondents. Parten describes this procedure as highly reliable and satisfactory. Area sampling is used almost exclusively by polling organizations in the United States today.

This sampling technique also involves the combination of proportionate, disproportionate, stratified, cluster, quota, and random methods.

Appropriate sampling units (counties, townships, precincts, etc.) need to be identified and clusters or strata obtained from them. Hansen recommends the use of sample units consisting of clusters of elements. Kish cites several criteria for area sampling: (1) areas must be mutually exclusive; (2) areas must be easily identifiable; (3) areas must include all of the population.

A complete list of the dwelling units in the block (the primary unit) is obtained and the subsample is then randomly drawn from it, or the entire unit may be included in the survey.

This procedure is discussed in detail by Kish.

Attitude -- The preparation and tendency to act, either overt or covert.

Call-backs -- Efforts to make contact with a designated or potential respondent after a previous (or series of) failure(s) to do so.

Cluster Sampling -- Selection of a sample from all the strata of the universe. One of the most serious drawbacks in clustering is that the gains made from identifying groups of elements and economies in field work are often lost by an increase in the variance of the estimate. This occurs from the usual homogeneity of the elements within the clusters.

Controlled Sample -- See QUOTA SAMPLE

Demographic -- Reference to the vital statistics of populations

Elements -- The elementary units of the population from which information is obtained or sought--the units of analysis.

Epssem -- Equal probability of selection method referring to a sampling plan in which elements of the population have equal probabilities of selection.

Face-to-face Interviews -- Interviews in which the respondent and interviewer are in each other's physical presence--not possible through mail or telephone interviews.

Household -- Dwelling where family or single individual resides.

Informant -- See ELEMENTS

Interval Sampling -- See SYSTEMATIC SAMPLING

Methodology -- The branch of logic which is concerned with the application of the principles of reasoning to scientific inquiry; or a regular, orderly, logical procedure for accomplishing something.

Nonresponse -- Failure to obtain responses (measurements) from a designated element of the sample.

Not-At-Homes -- Designation given when no contact is made with the specified respondent.

Population -- That part of the group which the sample is supposed to represent.

Precision -- Reference to samples with low standard errors judged against the prerequisite of survey objectives.

Public Opinion -- The complex of preference of a significant number of persons.

Questionnaire -- See SCHEDULE

Quota/Controlled Sampling -- Although similar to the stratified sampling procedure, the controlled or quota sample cannot be categorized as probability sampling because it is not randomly selected. It involved establishment of quotas which interviewers are expected to fill.

While Kish referred to this design as "judgment sampling," quota controls, under rigid supervision, can produce good results. Controlled sampling results in lower costs per interview, especially when the interviewer is given wide latitude in selecting respondents, but a serious



clustering effect can result. Cantril argued that interviewer discretion in selecting quota variables resulted in the repeated presence of favorites.

Refusal -- Rejection of any involvement in or cooperation with the interview or questioning process, regardless of reason.

Respondent -- See ELEMENT

Response Rate -- Represents the percentage of the designated population from which responses or measurement of opinions was obtained.

Reliability -- The repeated use of the same techniques which will obtain substantially the same results.

Sample -- The total of units or groups selected for investigation.

Schedule -- The terms "schedule" and "questionnaire" are synonymous. Parten makes a technical distinction between the two, saying a questionnaire is a form handled through the mail or provided to a respondent to fill out without supervision, and a schedule is a form completed in the presence of an interviewer.

Strata -- See STRATIFIED SAMPLING

Stratified Sampling -- One method of sampling which permits greater precision and insures representativeness in sample estimates is a procedure of dividing the population into classes and subsequently drawing

a sample from each group. This method is referred to as stratification; the sample becomes stratified and the groups are strata.

Each strata must be "mutually exclusive and exhaustive" of the subpopulation.

Stratification is the most widely used sample design because of its intuitive appeal: the subgroups (strata) are represented in the sample in the same proportions as in the universe.

Stephen alluded to several advantages of this design compared to other methods:

1. Stratification requires a smaller total sample size than a pure random sample.
2. The sample size may be adjusted so as to allow analysis of survey results for separate stratum rather than for the population as a whole.
3. Costs and certain administrative requirements may be allocated as needed between the various strata.

When cases have been drawn from each stratum in the same proportion as they appear in the universe, proportional stratification occurs; when an unequal number are drawn from each stratum, disproportional stratified sampling occurs.

Systematic Sampling -- Kish referred to systematic sampling as the most widely used selection procedure. This method involves the taking of every  $n^{\text{th}}$  unit of some type after a random start from a list.

Hansen said that while systematic sampling approximates random

selection in social and economic research, there are situations where systematic selection may result in larger or smaller variances than random selection.

Interval Selection -- See SYSTEMATIC SAMPLING

Universe -- See POPULATION

Validity -- Refers to the ascertaining of desired results

WATS -- Wide Area Telecommunication Service lines

## BIOGRAPHY

Prior to moving to the Midwest, I lived my entire life in Mississippi. Born in May 1949 in Jackson, I moved numerous times, living in the southern, central, and Delta regions of the state. I graduated from Senatobia High School in 1967 and immediately enrolled in the University of Mississippi from which I eventually received a B.A. in history.

After serving two years in the U.S. Army, I returned to the University of Mississippi and received a B.A. in journalism. After completing the graduate level coursework required by the Graduate School, I spent four months with the St. Petersburg Times and Independent on a fellowship grant from the Modern Media Institute (MMI), St. Petersburg, FL. Prior to that, my newspaper experience had been limited to full-time and part-time work for the Tate County Democrat in Senatobia, MS.

Upon completion of the Modern Media program, I returned to work for the Grenada-Sentinal Star in Grenada, MS. In 1978 I moved to Des Moines, IA, where I am working for the Des Moines Register and Tribune Company as a Market Research Associate.

My plans are to remain in the newspaper or publishing industry.

I am the oldest offspring of John and Janice Craft of 1166 Cloverdale Drive, Greenville, MS, and have one sister and two brothers. My father is a Division Manager with Mississippi Power & Light Company.