



**USAIPO1973-0870**

**Country:** United States  
**Title:** Gallup Poll # 870  
**Survey Organization:** The Gallup Organization  
**Sponsor:**  
**Field Dates:** May 4-7, 1973  
**Sample:** National Adult  
**Sample Size:** 1,531  
**Sample Notes:**  
**Interview method:** Face to Face  
**Weight Location:** Card 2; Column 74  
**No. of records per respondent:** 2

**Usage Notes:**

**Please note that data purchased from The Roper Center for Public Opinion Research may not be disseminated without written permission. The results of any analyses conducted on the data may, however, be published with appropriate acknowledgments and source citation.**

#### SURVEY IDENTIFICATION

1. COUNTRY: UNITED STATES
2. TITLE: THE GALLUP POLL
3. DATE: MAY 1, 1973
4. SURVEY NUMBER: AIPO 870
5. SURVEY ORGANIZATION: AMERICAN INSTITUTE OF PUBLIC OPINION
6. SPONSOR: LEADING REPUBLICAN, DEMOCRATIC AND  
INDEPENDENT NEWSPAPERS
7. DUPLICATES AVAILABLE FROM  
THE ROPER PUBLIC OPINION RESEARCH CENTER  
WILLIAMS COLLEGE  
P.O. BOX 624  
WILLIAMSTOWN, MASSACHUSETTS 01267

#### SAMPLE INFORMATION

1. POPULATION UNIVERSE: ADULT CROSS-SECTION - NATIONAL
2. SAMPLING TECHNIQUE: MODIFIED PROBABILITY
3. SAMPLE SIZE: 1531 (2 CARDS PER RESPONDENT)
4. METHOD OF SAMPLING:  
ALL GALLUP POLLS SINCE 1950, EXCLUDING CERTAIN SPECIAL SURVEYS, HAVE BEEN BASED ON A NATIONAL PROBABILITY SAMPLE OF INTERVIEWING AREAS. REFINEMENTS IN THE SAMPLE DESIGN HAVE BEEN INTRODUCED AT VARIOUS POINTS IN TIME SINCE THEN. HOWEVER, OVER THIS PERIOD THE DESIGN IN ITS ESSENTIALS HAS CONFORMED TO THE CURRENT PROCEDURE, AS FOLLOWS:
  1. THE UNITED STATES IS DIVIDED INTO SEVEN SIZE-OF-COMMUNITY STRATA: CITIES OF POPULATION 1,000,000 AND OVER; 250,000 TO 999,999; AND 50,000 TO 249,999; WITH THE URBANIZED AREAS OF ALL THESE CITIES FORMING A SINGLE STRATUM; CITIES OF 2,500 TO 49,999; RURAL VILLAGES; AND FARM OR OPEN COUNTRY RURAL AREAS.
  2. WITHIN EACH OF THESE STRATA, THE POPULATION IS FURTHER DIVIDED INTO SEVEN REGIONS: NEW ENGLAND, MIDDLE ATLANTIC, EAST CENTRAL, WEST CENTRAL, SOUTH, MOUNTAIN, AND PACIFIC COAST.
  3. WITHIN EACH SIZE-OF-COMMUNITY AND REGIONAL STRATUM THE POPULATION IS ARRAYED IN GEOGRAPHIC ORDER AND ZONED INTO EQUAL-SIZED GROUPS OF SAMPLING UNITS.
  4. IN EACH ZONE, PAIRS OF LOCALITIES ARE SELECTED WITH PROBABILITY OF SELECTION PROPORTIONAL TO THE SIZE OF EACH LOCALITY'S POPULATION -- PRODUCING TWO REPLICATED SAMPLES OF LOCALITIES.
  5. WITHIN SELECTED CITIES FOR WHICH POPULATION DATA ARE REPORTED BY CENSUS TRACTS OR ENUMERATION DISTRICTS, THESE SAMPLE SUBDIVISIONS ARE DRAWN WITH PROBABILITY OF SELECTION PROPORTIONAL TO THE SIZE OF THE POPULATION.
  6. FOR OTHER CITIES, MINOR CIVIL DIVISIONS, AND RURAL AREAS IN THE SAMPLE FOR WHICH POPULATION DATA ARE NOT REPORTED BY CENSUS TRACTS OR ENUMERATION DISTRICTS, SMALL, DEFINABLE GEOGRAPHIC AREAS ARE DRAWN, WITH THE PROBABILITY OF SELECTION PROPORTIONAL TO SIZE WHERE AVAILABLE DATA PERMIT; OTHERWISE WITH EQUAL PROBABILITY.
  7. WITHIN EACH SUBDIVISION SELECTED FOR WHICH BLOCK STATISTICS ARE AVAILABLE, A BLOCK OR BLOCK CLUSTER IS DRAWN WITH PROBABILITY OF SELECTION PROPORTIONAL TO THE NUMBER OF DWELLING UNITS.

8. IN CITIES AND TOWNS FOR WHICH BLOCK STATISTICS ARE NOT AVAILABLE, BLOCKS ARE DRAWN AT RANDOM, THAT IS, WITH EQUAL PROBABILITY.

9. IN SUBDIVISIONS THAT ARE RURAL OR OPEN COUNTRY IN CHARACTER, SEGMENTS APPROXIMATELY EQUAL IN SIZE OF POPULATION ARE DELINEATED AND DRAWN WITH EQUAL PROBABILITY.

10. IN EACH CLUSTER OF BLOCKS AND EACH SEGMENT SO SELECTED, A RANDOMLY SELECTED STARTING POINT IS DESIGNATED ON THE INTERVIEWER'S MAP OF THE AREA. STARTING AT THIS POINT, INTERVIEWERS ARE REQUIRED TO FOLLOW A GIVEN DIRECTION IN THE SELECTION OF HOUSEHOLDS, TAKING HOUSEHOLDS IN SEQUENCE, UNTIL THEIR ASSIGNED NUMBER OF INTERVIEWS HAS BEEN COMPLETED.

11. WITHIN EACH OCCUPIED DWELLING UNIT OR HOUSEHOLD REACHED, THE INTERVIEWER ASKS TO SPEAK TO THE YOUNGEST MAN 18 OR OLDER AT HOME, OR IF NO MAN IS AT HOME, THE OLDEST WOMAN 18 OR OLDER. THIS METHOD OF SELECTION WITHIN THE HOUSEHOLD HAS BEEN DEVELOPED EMPIRICALLY TO PRODUCE AN AGE DISTRIBUTION BY MEN AND WOMEN SEPARATELY WHICH COMPARES CLOSELY WITH THE AGE DISTRIBUTION OF THE POPULATION. IT INCREASES THE PROBABILITY OF SELECTING YOUNGER MEN, WHO ARE AT HOME RELATIVELY INFREQUENTLY, AND THE PROBABILITY OF REACHING OLDER WOMEN IN THE HOUSEHOLD WHO TEND TO BE UNDER-REPRESENTED UNLESS GIVEN A DISPROPORTIONATE CHANCE OF BEING DRAWN FROM AMONG THOSE AT HOME. THE METHOD OF SELECTION AMONG THOSE AT HOME WITHIN THE HOUSEHOLD IS NOT STRICTLY RANDOM, BUT IT IS SYSTEMATIC AND OBJECTIVE AND ELIMINATES INTERVIEWER JUDGMENT IN THE SELECTION PROCESS.

12. INTERVIEWING IS CONDUCTED AT TIMES WHEN ADULTS ARE MOST LIKELY TO BE AT HOME, WHICH MEANS ON WEEKENDS OR IF ON WEEKDAYS, AFTER 4:00 P.M. FOR WOMEN AND AFTER 6:00 P.M. FOR MEN.

13. ALLOWANCE FOR PERSONS NOT AT HOME IS MADE BY A "TIMES-AT-HOME" WEIGHTING PROCEDURE RATHER THAN BY "CALL-BACKS." THIS PROCEDURE IS A STANDARD METHOD FOR REDUCING THE SAMPLE BIAS THAT WOULD OTHERWISE RESULT FROM UNDER-REPRESENTATION OF PERSONS WHO ARE DIFFICULT TO FIND AT HOME.

14. THE PRE-STRATIFICATION BY REGIONS IS ROUTINELY SUPPLEMENTED BY FITTING EACH OBTAINED SAMPLE TO THE LATEST AVAILABLE CENSUS BUREAU ESTIMATES OF THE REGIONAL DISTRIBUTION OF THE POPULATION. ALSO MINOR ADJUSTMENTS OF THE SAMPLE ARE MADE BY EDUCATIONAL ATTAINMENT (BY MEN AND WOMEN SEPARATELY), BASED ON THE ANNUAL ESTIMATES OF THE CENSUS BUREAU DERIVED FROM THEIR CURRENT POPULATION SURVEY. THE SAMPLING PROCEDURE DESCRIBED IS DESIGNED TO PRODUCE AN APPROXIMATION OF THE ADULT CIVILIAN POPULATION LIVING IN THE UNITED STATES, EXCEPT FOR THOSE PERSONS IN INSTITUTIONS SUCH AS PRISONS OR HOSPITALS.

5. RESPONSE DATA:

RPORC RESPONSE DATA FILE IS IN BCD  
FORMAT ON TAPE. DATA HAVE BEEN CLEANED  
AND THE FINAL CODE IS NUMERIC (0-9).  
STRAY PUNCHES HAVE BEEN RECODED AS THE  
"NO CODE OR NO DATA" RESPONSE.  
TAPES MAY BE ORDERED ACCORDING TO THE  
FOLLOWING OPTIONS:

- A. 7 TRACK - 200, 556, OR 800 BPI
- B. 9 TRACK - 800 BPI

ROPER CENTER CODEBOOK EXPLANATION  
QUESTIONS AND RELATED INFORMATION

Q.	QUESTION
N.	DATA PROVIDED BY INTERVIEWER WITHOUT VERBAL INTERACTION
V.	VARIABLE - INTRODUCED BY PRIMARY RESEARCH ORGANIZATION
F.	FILTER QUESTION INFORMATION
CARD.	CARD NUMBER INDICATOR
DECK.	SURVEY NUMBER INDICATOR
BALLOT.	RESPONDENT ID NUMBER INDICATOR
WEIGHT.	CODE INDICATOR FOR DUPLICATE CARDS IN WEIGHTED SAMPLES
SPLIT.	CODE INDICATOR IN SPLIT-BALLOT (SPLIT-FORM) SURVEY
SEC.	SPECIAL CODING INTRODUCED IN SECONDARY RESEARCH - NOT USED IN THE ORIGINAL CODEBOOK

RESPONSES AND RELATED INFORMATION

R.	RESPONDENT CHOICE IN CLOSED QUESTIONS
A.	RESPONDENT CHOICE IN SELF-ADMINISTERED QUESTIONS
C.	RESPONDENT CHOICE CODED BY CODER (OPEN QUESTIONS) OR INTERVIEWER CHOICE WITH N. ITEMS
J.	RESPONDENT CHOICE CODED BY SECONDARY CODER
U.	CODING METHOD UNKNOWN
Y.	DATA INSERTED BY RPORC
ANP	ACTUAL NUMBER PUNCHED

OTHER INFORMATION

S.	GENERAL SURVEY DESCRIPTION (SUMMARY)
E.	SURVEY ORGANIZATION EXPLANATORY MATERIAL
P.	PROLOGUE OR PREAMBLE (PRECEDES ACTUAL QUESTION)
I.	INSTRUCTIONS TO INTERVIEWER
READ.	SIGNALS USE OF MATERIAL (CARD, PHOTOGRAPHS, ETC.) HANDED TO RESPONDENT BY INTERVIEWER
Z.	INSTRUCTIONS TO CODER
X.	RPORC COMMENTS

CARD 1  
CARD.  
C. COL. 1.  
1531 1. CARD ONE  
DECK.  
Y. COLS. 2-4.  
870. SURVEY NUMBER  
BALLOT.  
C. COL. 5. ANP  
AREA.  
C. COLS. 6-8. ANP

X. BALLOT AND AREA NUMBERS TOGETHER SERVE AS THE RESPONDENT  
IDENTIFICATION NUMBER.

P. HERE'S THE FIRST QUESTION I'D LIKE TO ASK YOU:

Q.1. DO YOU APPROVE OR DISAPPROVE OF THE WAY NIXON IS HANDLING  
HIS JOB AS PRESIDENT  
R. COL. 9.  
709 1. APPROVE  
644 2. DISAPPROVE  
178 3. NO OPINION

Q.2. ON THE NEXT TOPIC...IS YOUR NAME RECORDED IN THE  
REGISTRATION BOOK OF THE PRECINCT OR ELECTION DISTRICT  
WHERE YOU NOW LIVE\*  
R. COL. 10.  
1182 1. YES  
331 2. NO  
7 3. DON'T HAVE TO REGISTER  
11 4. DON'T KNOW

P. ON THE NEXT TOPIC...

Q.3A. WHAT DO YOU THINK IS THE MOST IMPORTANT PROBLEM FACING  
THIS COUNTRY TODAY\*  
C. COL. 11.  
49 1. VIETNAM  
1482 2. NOT CHOSEN

C. COL. 12.  
52 1. CIVIL RIGHTS, RACE RELATIONS, RACE PROBLEM,  
DEMONSTRATIONS, RACIAL STRIFE  
1479 2. NOT CHOSEN

C. COL. 13.  
44 1. PEACE, WAR, NUCLEAR WAR, ATOM BOMB  
1487 2. NOT CHOSEN

C. COL. 14.  
40 1. INTERNATIONAL PROBLEMS, FOREIGN AID, FOREIGN AFFAIRS  
1491 2. NOT CHOSEN

C. COL. 15.  
9 1. COMMUNISM, RUSSIAN COMMUNIST INFILTRATION  
1522 2. NOT CHOSEN

C. COL. 16.  
5 1. NATIONAL DEFENSE, FUTURE SECURITY  
1526 2. NOT CHOSEN

C. COL. 17.  
90 1. DISSATISFACTION IN GOVERNMENT  
1441 2. NOT CHOSEN

C. COL. 18.  
602 1. HIGH COST OF LIVING, TAXES, HIGH PRICES, ECONOMIC  
SITUATION, PRICE FREEZE  
929 2. NOT CHOSEN

C. COL. 19.  
25 1. WELFARE  
1506 2. NOT CHOSEN

C. COL. 20.  
32 1. BIG GOVERNMENT: STATE'S RIGHTS, TOO MUCH GOVERNMENT  
CONTROL  
1499 2. NOT CHOSEN

C. COL. 21.  
18 1. SOCIAL SECURITY, NEED FOR INCREASED OPPORTUNITY  
1513 2. NOT CHOSEN

C. COL. 22.  
9 1. EDUCATION AND RELATED NEEDS  
1522 2. NOT CHOSEN

C. COL. 23.  
8 1. SLUMS, URBAN RENEWAL  
1523 2. NOT CHOSEN

C. COL. 24.  
78 1. CRIME, VIOLENCE  
1453 2. NOT CHOSEN

C. COL. 25.  
13 1. TEENAGE PROBLEMS: INCREASE EMPLOYMENT OPPORTUNITIES,  
RECREATIONAL PROGRAMS  
1518 2. NOT CHOSEN

C. COL. 26.  
34 1. MORAL PROBLEMS  
1497 2. NOT CHOSEN

C. COL. 27.  
6 1. RELIGION (LACK OF)  
1525 2. NOT CHOSEN

C. COL. 28.  
38 1. INTERNAL APATHY: LACK OF NATIONAL UNITY AND PURPOSE  
1493 2. NOT CHOSEN

C. COL. 29.  
112 1. DRUG PROBLEMS  
1419 2. NOT CHOSEN

C. COL. 30.  
27 1. LAW ENFORCEMENT, LAW AND ORDER, SUPREME COURT  
1504 2. NOT CHOSEN

C. COL. 31.  
5 1. UNIONS, LABOR, STRIKES  
1526 2. NOT CHOSEN

C. COL. 32.  
6 1. POPULATION EXPLOSION  
1525 2. NOT CHOSEN

C. COL. 33.  
35 1. GENERAL UNREST, RIOTS, (DOMESTIC PROBLEMS IN GENERAL,  
NON-SPECIFIC)  
1496 2. NOT CHOSEN

C. COL. 34.  
16 1. INCOMPETENT LEADERSHIP IN GOVERNMENT, PROBLEM WITH  
NATIONAL LEADERSHIP  
1515 2. NOT CHOSEN

C. COL. 35.  
13 1. YOUTH PROTESTS, UNREST ON CAMPUS, DEMONSTRATIONS, HIPPIES,  
GENERATION GAP  
1518 2. NOT CHOSEN

C. COL. 36.  
2 1. MASS TRANSPORTATION  
1529 2. NOT CHOSEN

C. COL. 37.  
6 1. AIR POLLUTION  
1525 2. NOT CHOSEN

C. COL. 38.  
3 1. WATER POLLUTION  
1528 2. NOT CHOSEN

C. COL. 39.  
0 1. LITTER AND GARBAGE  
1531 2. NOT CHOSEN

C. COL. 40.  
26 1. ECOLOGY, ENVIRONMENT, POLLUTION  
1505 2. NOT CHOSEN

C. COL. 41.  
1 1. HIJACKING OF AIRPLANES  
1530 2. NOT CHOSEN

C. COL. 42.  
0 1. SPENDING OF TOO MUCH MONEY ON THE MOON, STOP SPACE  
SHOTS, SPACE POLLUTION  
1531 2. NOT CHOSEN

C. COL. 43.  
21 1. LACK OF COMMUNICATION BETWEEN PEOPLE, CREDIBILITY  
1510 2. NOT CHOSEN

C. COL. 44.  
2 1. ALCOHOLISM  
1529 2. NOT CHOSEN

C. COL. 45.  
39 1. POVERTY  
1492 2. NOT CHOSEN

C. COL. 46.  
67 1. UNEMPLOYMENT  
1464 2. NOT CHOSEN

C. COL. 47.  
2 1. BUSING  
1529 2. NOT CHOSEN

C. COL. 48.  
2 1. INADEQUATE MEDICAL CARE  
1529 2. NOT CHOSEN

C. COL. 49.  
3 1. FAMILY PROBLEMS, CHILD-REARING, PARENTAL DISCIPLINE  
1528 2. NOT CHOSEN

C. COL. 50.  
1 1. DIVORCE  
1530 2. NOT CHOSEN

C. COL. 51.  
0 1. ABORTION  
1531 2. NOT CHOSEN

C. COL. 52.  
1 1. WOMEN'S LIBERATION  
1530 2. NOT CHOSEN

C. COL. 53.  
74 1. WATERGATE  
1457 2. NOT CHOSEN



C. COL. 54.  
25 1. ENERGY CRISIS  
1506 2. NOT CHOSEN

C. COL. 55.  
12 1. MISCELLANEOUS  
1519 2. NOT CHOSEN

C. COL. 56.  
45 1. DON'T KNOW, NO ANSWER (DASH Q.3B.)  
1486 2. NOT CHOSEN

Q.3B. WHICH POLITICAL PARTY DO YOU THINK CAN DO THE BETTER JOB  
OF HANDLING THE PROBLEM YOU HAVE JUST MENTIONED - THE  
REPUBLICAN PARTY OR THE DEMOCRATIC PARTY\*

R. COL. 57.  
334 1. REPUBLICAN  
516 2. DEMOCRATIC  
457 3. NO DIFFERENCE  
179 4. NO OPINION  
45 9. INAPPLICABLE

Q.4. AND WHAT DO YOU THINK IS THE NEXT MOST IMPORTANT PROBLEM  
FACING THIS COUNTRY TODAY\*

C. COL. 58.  
56 1. VIETNAM  
1475 2. NOT CHOSEN

C. COL. 59.  
70 1. CIVIL RIGHTS, RACE RELATIONS, RACE PROBLEMS,  
DEMONSTRATIONS, RACIAL STRIFE  
1461 2. NOT CHOSEN

C. COL. 60.  
41 1. PEACE, WAR, NUCLEAR WAR, ATOM BOMB  
1490 2. NOT CHOSEN

C. COL. 61.  
85 1. INTERNATIONAL PROBLEMS, FOREIGN AID, FOREIGN AFFAIRS  
1446 2. NOT CHOSEN

C. COL. 62.  
7 1. COMMUNISM, RUSSIAN COMMUNIST INFILTRATION  
1524 2. NOT CHOSEN

C. COL. 63.  
10 1. NATIONAL DEFENSE, FUTURE SECURITY  
1521 2. NOT CHOSEN

C. COL. 64.  
46 1. DISSATISFACTION IN GOVERNMENT  
1485 2. NOT CHOSEN

C. COL. 65.

314 1. HIGH COST OF LIVING, TAXES, HIGH PRICES, ECONOMIC  
SITUATION, PRICE FREEZE

1217 2. NOT CHOSEN

C. COL. 66.

47 1. WELFARE

1484 2. NOT CHOSEN

C. COL. 67.

25 1. BIG GOVERNMENT: STATE'S RIGHTS, TOO MUCH GOVERNMENT  
CONTROL

1506 2. NOT CHOSEN

C. COL. 68.

19 1. SOCIAL SECURITY, NEED FOR INCREASED OPPORTUNITY

1512 2. NOT CHOSEN

C. COL. 69.

38 1. EDUCATION AND RELATED NEEDS

1493 2. NOT CHOSEN

C. COL. 70.

10 1. SLUMS, URBAN RENEWAL

1521 2. NOT CHOSEN

C. COL. 71.

117 1. CRIME, VIOLENCE

1414 2. NOT CHOSEN

C. COL. 72.

16 1. TEENAGE PROBLEMS: INCREASE EMPLOYMENT OPPORTUNITIES,  
RECREATIONAL PROGRAMS

1515 2. NOT CHOSEN

C. COL. 73.

23 1. MORAL PROBLEMS

1508 2. NOT CHOSEN

C. COL. 74.

12 1. RELIGION (LACK OF)

1519 2. NOT CHOSEN

C. COL. 75.

15 1. INTERNAL APATHY, LACK OF NATIONAL UNITY AND PURPOSE

1516 2. NOT CHOSEN

C. COL. 76.

112 1. DRUG PROBLEMS

1419 2. NOT CHOSEN

C. COL. 77.

33 1. LAW ENFORCEMENT, LAW AND ORDER, SUPREME COURT

1498 2. NOT CHOSEN

C. COL. 78.  
 10 1. UNIONS, LABOR, STRIKES  
 1521 2. NOT CHOSEN

C. COL. 79.  
 18 1. POPULATION EXPLOSION  
 1513 2. NOT CHOSEN

C. COL. 80.  
 18 1. GENERAL UNREST, RIOTS (DOMESTIC PROBLEMS IN GENERAL,  
 NON-SPECIFIC)  
 1513 2. NOT CHOSEN

CARD 2  
 CARD.  
 C. COL. 1.  
 1531 2. CARD TWO  
 DECK.  
 Y. COLS. 2-4.  
 870. SURVEY NUMBER  
 BALLOT.  
 C. COL. 5. ANP  
 AREA.  
 C. COLS. 6-8. ANP  
 X. BALLOT AND AREA NUMBERS TOGETHER SERVE AS THE RESPONDENT  
 IDENTIFICATION NUMBER.

Q.4. CONTINUED.

C. COL. 9.  
 5 1. INCOMPETENT LEADERSHIP IN GOVERNMENT, PROBLEM WITH  
 NATIONAL LEADERSHIP  
 1526 2. NOT CHOSEN

C. COL. 10.  
 19 1. YOUTH PROTESTS, UNREST ON CAMPUS, DEMONSTRATIONS,  
 GENERATION GAP  
 1512 2. NOT CHOSEN

C. COL. 11.  
 0 1. MASS TRANSPORTATION  
 1531 2. NOT CHOSEN

C. COL. 12.  
 16 1. AIR POLLUTION  
 1515 2. NOT CHOSEN

C. COL. 13.  
 16 1. WATER POLLUTION  
 1515 2. NOT CHOSEN

C. COL. 14.  
 0 1. LITTER AND GARBAGE  
 1531 2. NOT CHOSEN

C. COL. 15.  
64 1. ECOLOGY, ENVIRONMENT, POLLUTION  
1467 2. NOT CHOSEN

C. COL. 16.  
0 1. HIJACKING OF AIRPLANES  
1531 2. NOT CHOSEN

C. COL. 17.  
5 1. SPENDING OF TOO MUCH MONEY ON THE MOON, STOP SPACE  
SHOTS, SPACE POLLUTION  
1526 2. NOT CHOSEN

C. COL. 18.  
18 1. LACK OF COMMUNICATION BETWEEN PEOPLE, CREDIBILITY  
1513 2. NOT CHOSEN

C. COL. 19.  
5 1. ALCOHOLISM  
1526 2. NOT CHOSEN

C. COL. 20.  
35 1. POVERTY  
1496 2. NOT CHOSEN

C. COL. 21.  
70 1. UNEMPLOYMENT  
1461 2. NOT CHOSEN

C. COL. 22.  
1 1. BUSING  
1530 2. NOT CHOSEN

C. COL. 23.  
14 1. INADEQUATE MEDICAL CARE  
1517 2. NOT CHOSEN

C. COL. 24.  
1 1. FAMILY PROBLEMS, CHILD-REARING, PARENTAL DISCIPLINE  
1530 2. NOT CHOSEN

C. COL. 25.  
2 1. DIVORCE  
1529 2. NOT CHOSEN

C. COL. 26.  
1 1. ABORTION  
1530 2. NOT CHOSEN

C. COL. 27.  
1 1. WOMEN'S LIBERATION  
1530 2. NOT CHOSEN

C. COL. 28.

31 1. WATERGATE  
1500 2. NOT CHOSEN

C. COL. 29.

32 1. ENERGY CRISIS  
1499 2. NOT CHOSEN

C. COL. 30.

17 1. MISCELLANEOUS  
1514 2. NOT CHOSEN

C. COL. 31.

224 1. DON'T KNOW, NO ANSWER  
1307 2. NOT CHOSEN

Q.5. ON THE NEXT TOPIC...I AM GOING TO READ YOU A LIST OF INSTITUTIONS IN AMERICAN SOCIETY. WOULD YOU TELL ME HOW MUCH RESPECT AND CONFIDENCE YOU, YOURSELF, HAVE IN EACH ONE - A GREAT DEAL, QUITE A LOT, SOME, OR VERY LITTLE\*

Q.5A. THE PUBLIC SCHOOLS\*

R. COL. 32.

465 1. GREAT DEAL  
430 2. QUITE A LOT  
416 3. SOME  
143 4. HARDLY ANY  
30 5. NONE  
47 6. DON'T KNOW

Q.5B. LABOR UNIONS\*

R. COL. 33.

224 1. GREAT DEAL  
232 2. QUITE A LOT  
557 3. SOME  
237 4. HARDLY ANY  
140 5. NONE  
141 6. DON'T KNOW

Q.5C. THE U.S. SUPREME COURT\*

R. COL. 34.

320 1. GREAT DEAL  
403 2. QUITE A LOT  
419 3. SOME  
186 4. HARDLY ANY  
67 5. NONE  
136 6. DON'T KNOW

Q.5D. CONGRESS\*

R. COL. 35.

253 1. GREAT DEAL  
424 2. QUITE A LOT  
541 3. SOME  
159 4. HARDLY ANY  
47 5. NONE  
107 6. DON'T KNOW

Q.5E. NEWSPAPERS\*

R. COL. 36.

- 235 1. GREAT DEAL
- 383 2. QUITE A LOT
- 595 3. SOME
- 222 4. HARDLY ANY
- 63 5. NONE
- 33 6. DON'T KNOW

Q.5F. TELEVISION\*

R. COL. 37.

- 225 1. GREAT DEAL
- 339 2. QUITE A LOT
- 612 3. SOME
- 256 4. HARDLY ANY
- 72 5. NONE
- 27 6. DON'T KNOW

Q.5G. THE CHURCH OR ORGANIZED RELIGION\*

R. COL. 38.

- 649 1. GREAT DEAL
- 347 2. QUITE A LOT
- 327 3. SOME
- 114 4. HARDLY ANY
- 59 5. NONE
- 35 6. DON'T KNOW

Q.5H. BIG BUSINESS\*

R. COL. 39.

- 165 1. GREAT DEAL
- 247 2. QUITE A LOT
- 578 3. SOME
- 305 4. HARDLY ANY
- 138 5. NONE
- 98 6. DON'T KNOW

Q.6A. HERE IS ANOTHER INTERESTING QUESTION...SUPPOSE THE  
PRESIDENTIAL ELECTION WERE BEING HELD TODAY. IF RICHARD  
NIXON WERE THE REPUBLICAN CANDIDATE AND SEN. EDWARD  
KENNEDY WERE THE DEMOCRATIC CANDIDATE WHICH WOULD YOU  
LIKE TO SEE WIN\*

R. COL. 40.

- 609 1. NIXON
- 670 2. KENNEDY
- 101 3. OTHER
- 151 4. UNDECIDED

F. IF UNDECIDED OR OTHER, ASK:

Q.6B. AS OF TODAY, DO YOU LEAN MORE TO NIXON, THE REPUBLICAN,  
OR TO KENNEDY, THE DEMOCRAT\*

R. COL. 41.

37 1. NIXON  
71 2. KENNEDY  
48 3. OTHER  
96 4. UNDECIDED  
1279 9. INAPPLICABLE

Q.7A. SUPPOSE THE PRESIDENTIAL ELECTION WERE BEING HELD TODAY.  
IF JOHN CONNALLY WERE THE REPUBLICAN CANDIDATE AND  
SEN. EDWARD KENNEDY WERE THE DEMOCRATIC CANDIDATE, WHICH  
WOULD YOU LIKE TO SEE WIN\*

R. COL. 42.

483 1. CONNALLY  
765 2. KENNEDY  
74 3. OTHER  
209 4. UNDECIDED

F. IF UNDECIDED OR OTHER, ASK:

Q.7B. AS OF TODAY, DO YOU LEAN MORE TO CONNALLY OR TO KENNEDY\*

R. COL. 43.

38 1. CONNALLY  
37 2. KENNEDY  
38 3. OTHER  
170 4. UNDECIDED  
1248 9. INAPPLICABLE

P. HERE ARE SOME QUESTIONS ON NEWSPAPERS:

Q.8. DO YOU HAPPEN TO GET ANY DAILY NEWSPAPER OR NEWSPAPERS  
REGULARLY\*

R. COL. 44.

1228 1. YES  
297 2. NO  
6 3. DON'T KNOW, NO ANSWER

E. NUMBER OF NEWSPAPERS (FOR THOSE WHO ANSWERED YES TO Q.8.).

C. COLS. 45-46.

801 01. ONE NEWSPAPER  
289 02. TWO  
59 03. THREE  
1 04. FOUR  
3 05. FIVE  
1 06. SIX  
4 07. SEVEN  
1 08. EIGHT  
0 09. NINE OR MORE  
68 10. UNDESIGNATED  
303 99. INAPPLICABLE  
1 00. NO CODE OR NO DATA

Q.9. DID YOU READ A NEWSPAPER YESTERDAY\*

R. COL. 47.

- 1081 1. YES
- 441 2. NO
- 9 3. DON'T KNOW, NO ANSWER

Q.10A. DID YOU AT ANY TIME YESTERDAY LISTEN TO THE RADIO\*

R. COL. 48.

- 1114 1. YES
- 412 2. NO
- 5 3. DON'T KNOW, NO ANSWER

F. IF YES, ASK:

Q.10B. DID YOU LISTEN TO ANY NEWS ON ANY RADIO YESTERDAY\*

R. COL. 49.

- 946 1. YES
- 150 2. NO
- 18 3. DON'T KNOW, NO ANSWER
- 417 9. INAPPLICABLE

Q.11A. DID YOU WATCH TV YESTERDAY\*

R. COL. 50.

- 1226 1. YES
- 300 2. NO
- 5 3. DON'T KNOW, NO ANSWER

F. IF YES, ASK:

Q.11B. DID YOU LOOK AT ANY NEWS ON TV YESTERDAY\*

R. COL. 51.

- 981 1. YES
- 219 2. NO
- 26 3. DON'T KNOW, NO ANSWER
- 305 9. INAPPLICABLE

Q.12A. WOULD YOU CONTINUE TO GET A DAILY NEWSPAPER IF THE  
PRICE WENT TO 15 CENTS\*

R. COL. 52.

- 936 1. YES
- 225 2. NO
- 217 3. ALREADY IS 15 CENTS
- 153 4. DON'T KNOW

F. IF "YES" OR "ALREADY IS 15 CENTS", ASK:

Q.12B. WOULD YOU CONTINUE TO GET A DAILY NEWSPAPER IF THE PRICE  
WENT TO 20 CENTS\*

R. COL. 53.

- 869 1. YES
- 167 2. NO
- 12 3. ALREADY IS 20 CENTS
- 105 4. DON'T KNOW
- 378 9. INAPPLICABLE



Q.13A. ON ANOTHER SUBJECT...IF THE ELECTIONS FOR CONGRESS WERE  
BEING HELD TODAY, WHICH PARTY WOULD YOU LIKE TO SEE WIN  
IN THIS CONGRESSIONAL DISTRICT, THE DEMOCRATIC PARTY OR  
THE REPUBLICAN PARTY\*

R. COL. 54.

765 1. DEMOCRATIC  
427 2. REPUBLICAN  
33 3. OTHER  
291 4. UNDECIDED  
15 5. REFUSED

F. IF UNDECIDED OR REFUSED, ASK:

Q.13B. AS OF TODAY, DO YOU LEAN MORE TO THE DEMOCRATIC PARTY  
OR TO THE REPUBLICAN PARTY\*

R. COL. 55.

73 1. DEMOCRATIC  
79 2. REPUBLICAN  
5 3. OTHER  
116 4. UNDECIDED  
14 5. REFUSED  
1225 9. INAPPLICABLE  
19 0. NO CODE OR NO DATA

I. ASK EVERYONE:

P. AND NOW JUST A FEW QUESTIONS SO THAT MY OFFICE WILL HAVE  
SOME INFORMATION ABOUT THE BACKGROUND OF EACH RESPONDENT.

Q.20. IN POLITICS, AS OF TODAY, DO YOU CONSIDER YOURSELF A  
REPUBLICAN, DEMOCRAT, OR INDEPENDENT\*

R. COL. 56.

399 1. REPUBLICAN  
640 2. DEMOCRAT  
441 3. INDEPENDENT  
22 4. OTHER PARTY  
29 0. NO CODE OR NO DATA

Q.124A. IN GENERAL, HOW RELIGIOUS WOULD YOU SAY YOU ARE - VERY,  
FAIRLY, OR NOT AT ALL\*

R. COL. 57.

450 1. VERY  
925 2. FAIRLY  
142 3. NOT AT ALL  
14 0. NO CODE OR NO DATA

Q.124B. WHAT IS YOUR RELIGIOUS PREFERENCE - PROTESTANT, ROMAN  
CATHOLIC OR JEWISH\*

R. COL. 58.

922 1. PROTESTANT  
412 2. ROMAN CATHOLIC  
31 3. JEWISH  
6 4. EASTERN ORTHODOX  
77 5. OTHER  
71 6. NONE  
12 0. NO CODE OR NO DATA

Q.126A. COULD YOU TELL ME THE KIND OF BUSINESS OR INDUSTRY THE  
CHIEF WAGE EARNER (HEAD OF HOUSEHOLD) IN YOUR IMMEDIATE  
FAMILY WORKS IN AND THE KIND OF WORK HE DOES THERE\*

C. COLS. 59-60.

- 49 01. FARMERS
- 169 02. BUSINESS, EXECUTIVES
- 84 03. CLERICAL
- 68 04. SALES WORKERS
- 289 05. SKILLED WORKERS
- 179 06. UNSKILLED WORKERS, OPERATIVES
- 87 07. SERVICE WORKERS
- 15 08. FARM LABORERS
- 41 09. LABORERS, EXCEPT FARM AND MINE
- 208 10. PROFESSIONAL
- 294 11. NOT IN LABOR FORCE
- 48 12. UNDESIGNATED

Q.126B. ARE YOU, YOURSELF, THE CHIEF WAGE-EARNER IN THIS  
HOUSEHOLD\*

R. COL. 61.

- 793 1. YES
- 692 2. NO
- 46 3. DON'T KNOW, NO ANSWER

Q.126C. IS THE CHIEF WAGE-EARNER IN THIS HOUSEHOLD SELF-  
EMPLOYED OR NOT\*

R. COL. 62.

- 247 1. YES
- 1156 2. NO
- 128 3. DON'T KNOW, NO ANSWER

READ. (SHOW CARD X)

Q. 127. WOULD YOU PLEASE GIVE ME THE LETTER OF THE GROUP WHICH  
BEST REPRESENTS THE TOTAL ANNUAL INCOME, BEFORE TAXES,  
OF ALL THE MEMBERS OF YOUR IMMEDIATE FAMILY LIVING IN  
YOUR HOUSEHOLD\*

R. COLS. 63-64.

- |     |                                    |                             |
|-----|------------------------------------|-----------------------------|
| 23  | 01. A. UNDER \$1,000 A YEAR        | OR UNDER \$20 A WEEK        |
| 48  | 02. B. \$1,000 TO \$1,999 A YEAR   | OR \$20 TO \$37.50 A WEEK   |
| 57  | 03. C. \$2,000 TO \$2,999 A YEAR   | OR \$38 TO \$57.50 A WEEK   |
| 74  | 04. D. \$3,000 TO \$3,999 A YEAR   | OR \$58 TO \$76.50 A WEEK   |
| 84  | 05. E. \$4,000 TO \$4,999 A YEAR   | OR \$77 TO \$95.50 A WEEK   |
| 119 | 06. F. \$5,000 TO \$5,999 A YEAR   | OR \$96 TO \$114.50 A WEEK  |
| 89  | 07. G. \$6,000 TO \$6,999 A YEAR   | OR \$115 TO \$134.50 A WEEK |
| 228 | 08. H. \$7,000 TO \$9,999 A YEAR   | OR \$135 TO \$192.50 A WEEK |
| 176 | 09. I. \$10,000 TO \$11,999 A YEAR | OR \$193 TO \$229.50 A WEEK |
| 214 | 10. J. \$12,000 TO \$14,999 A YEAR | OR \$230 TO \$288.50 A WEEK |
| 376 | 11. K. \$15,000 AND MORE A YEAR    | OR \$289 AND MORE A WEEK    |
| 43  | 00. NO CODE OR NO DATA             |                             |

Q. 130. WHAT WAS THE LAST GRADE OR CLASS YOU COMPLETED IN  
SCHOOL\*

R. COL. 65.

- 27 1. NONE, OR GRADES 1-4
- 89 2. GRADES 5,6,7
- 126 3. GRADE 8
- 241 4. HIGH SCHOOL INCOMPLETE (GRADES 9-11)
- 496 5. HIGH SCHOOL GRADUATE (GRADE 12)
- 87 6. TECHNICAL, TRADE, OR BUSINESS
- 249 7. COLLEGE, UNIVERSITY, INCOMPLETE
- 208 8. COLLEGE, UNIVERSITY, GRADUATE
- 8 0. NO CODE OR NO DATA

Q.131. AND WHAT IS YOUR AGE\*

R. COLS. 66-67. ANP (AGE)

99. 99 YEARS OR MORE

00. NO CODE OR NO DATA

X. AGE DISTRIBUTION:

- 92 18-20 YEARS
- 269 21-29 YEARS
- 311 30-39 YEARS
- 273 40-49 YEARS
- 243 50-59 YEARS
- 204 60-69 YEARS
- 97 70-79 YEARS
- 27 80-89 YEARS
- 0 90 YEARS AND OVER
- 15 NO CODE OR NO DATA

Q.132. ARE YOU, OR IS YOUR HUSBAND/WIFE, A MEMBER OF A LABOR  
UNION\*

R. COL. 68.

- 229 1. YES, RESPONDENT IS
- 151 2. YES, SPOUSE IS
- 22 3. YES, BOTH ARE
- 1118 4. NEITHER IS
- 11 0. NO CODE OR NO DATA

N. 133. CHECK WHETHER:

C. COL. 69.

- 667 1. WHITE MAN
- 677 2. WHITE WOMAN
- 78 3. NEGRO MAN
- 84 4. NEGRO WOMAN
- 13 5. OTHER MAN
- 12 6. OTHER WOMAN

N. 134. CITY SIZE:

PLACES WITHIN THE URBANIZED AREA OF CITIES 50,000 AND  
OVER, ARE CODED AS THE SIZE OF THAT CENTRAL CITY.

C. COLS. 70-71.

0	01. FARM RESIDENT
338	02. OPEN COUNTRY, NON-FARM
68	03. PLACES UNDER 2,500
50	04. 2,500 TO 4,999
38	05. 5,000 TO 9,999
82	06. 10,000 TO 24,999
83	07. 25,000 TO 49,999
109	08. 50,000 TO 99,999 AND SUB.
143	09. 100,000 TO 249,999 AND SUB.
116	10. 250,000 TO 499,999 AND SUB.
196	11. 500,000 TO 999,999 AND SUB
308	12. 1,000,000 AND OVER AND SUB.

N. 135. SECTION:

CODE FOR FIRST COLUMN OF TWO COLUMN STATE CODE BELOW:

1.	NEW ENGLAND
2.	MIDDLE ATLANTIC
3.	EAST CENTRAL
4.	WEST CENTRAL
5 & 6.	SOUTH AND SOUTHWEST
7.	ROCKY MOUNTAIN
8.	PACIFIC

N. 136. STATE:  
C. COLS. 72-73.

5	11.	MAINE
5	12.	NEW HAMPSHIRE
3	13.	VERMONT
51	14.	MASSACHUSETTS
10	15.	RHODE ISLAND
10	16.	CONNECTICUT
126	21.	NEW YORK
57	22.	NEW JERSEY
92	23.	PENNSYLVANIA
35	24.	MARYLAND
0	25.	DELAWARE
15	26.	WEST VIRGINIA
5	27.	DISTRICT OF COLUMBIA
63	31.	OHIO
79	32.	MICHIGAN
55	33.	INDIANA
79	34.	ILLINOIS
35	41.	WISCONSIN
15	42.	MINNESOTA
30	43.	IOWA
28	44.	MISSOURI
5	45.	NORTH DAKOTA
5	46.	SOUTH DAKOTA
15	47.	NEBRASKA
13	48.	KANSAS
43	51.	VIRGINIA
39	52.	NORTH CAROLINA
20	53.	SOUTH CAROLINA
38	54.	GEORGIA
54	55.	FLORIDA
29	56.	KENTUCKY
25	57.	TENNESSEE
14	58.	ALABAMA
20	59.	MISSISSIPPI
15	61.	ARKANSAS
19	62.	LOUISIANA
10	63.	OKLAHOMA
90	64.	TEXAS
5	71.	MONTANA
15	72.	ARIZONA
30	73.	COLORADO
5	74.	IDAHO
0	75.	WYOMING
5	76.	UTAH
0	77.	NEVADA
10	78.	NEW MEXICO
161	81.	CALIFORNIA
20	82.	OREGON
28	83.	WASHINGTON
0	84.	HAWAII
0	85.	ALASKA
0	00.	NO CODE OR NO DATA

WEIGHT.  
C. COL. 74.  
832 1.  
378 2.  
154 3.  
167 4.  
X. COLS. 75-80 NOT USED