

## METHODOLOGY

### Sample Size

A nationwide cross section of 2002 men and women, 18 years of age and over, was interviewed for Study #80-4.

### Sampling Method

The sample interviewed in this study is a representative sample of the population of the Continental United States, age 18 and up--exclusive of institutionalized segments of the population (Army camps, nursing homes, prisons, etc.).

The sampling methodology employed is a multistage, stratified probability sample of interviewing locations.

At the first selection stage, 100 counties are selected at random proportionate to population after all the counties in the nation have been stratified by population size within geographic region. At the second stage, cities and towns within the sample counties are drawn at random proportionate to population. Where block statistics are available, blocks are drawn within the cities and towns at random proportionate to population. Where no block statistics are available, blocks or rural route segments are drawn at random.

A specified method of proceeding from the starting household was prescribed at the block (or route) level. Quotas for sex and age levels of respondents, as well as for employed women, were imposed in order to insure proper representation of each group in the sample. In addition, hours were restricted for interviewing men (after 5:00 on weekdays and weekends) in order to obtain proper representation for employment.

A validation is made by telephone of all interviewers' work by an outside organization.

### Interviewing Dates

Interviewing on this study was started as soon as the interviewers received their materials--on March 29, 1980. Interviewing was completed Saturday, April 5, 1980.

### Demographic Breakdowns

11 standardized breakdowns plus six additional key analysis groups are shown for every substantive question asked in this study. Certain of these demographic breaks require no comment, others do. Sex is recorded by interviewer observation. Age is asked. Income is reported total annual family income. Geographic area conforms to, but combines U.S. census regions. The Northeast is New England and the Middle Atlantic states. The Midwest is the East North Central and West North Central states. South is South Atlantic, East South Central and West South Central. West is the Mountain and the Pacific states.

Market size is a definition created by the A.C. Nielsen Company basically for marketing purposes. "A" markets are the major markets, "D" markets are the minor markets. "A" markets consist of all counties comprising the 25 largest metropolitan areas. "B" markets consist of all other counties that either individually have a population of

150,000 or more or form part of a metropolitan area having an aggregate population of 150,000 or more. "C" markets are all other counties having an individual population of 35,000 or more or forming part of a metropolitan area having a population of 35,000 or more. "D" markets are all remaining counties in the country.

Any college education causes a person to be included in the College category. Trade school or secretarial school following high school does not, however, count as college. Anyone who is a high school graduate (with or without additional trade school education) is included in High School Graduate. Anyone with an 11th grade education or less is included in Non-High School Graduate. Since these are self-reported education levels, they are subject to some exaggeration.

Occupation relates to the respondent interviewed, not to the head of the household. Titled executives and members of professions are included in the executive, professional category. In addition, owners of farms, owners of small businesses and higher ranking military personnel are included in Executive and Professional. White Collar ranges from retail sales clerks to minor administrative office personnel to travelling salesmen to lab technicians and the like, and would include such people as junior officers in the military. Blue Collar includes all other employed people both skilled and unskilled. It would include lathe workers, janitors, firemen, policemen, taxi drivers, etc. People whose occupations are housewife or unemployed or student or retired are not shown but are included in the total sample and are both included and classified according to other demographic breakdowns (sex, age, etc.). Most of these other "occupational" groups are statistically too small to show separately and it would be meaningless to combine them. Moreover, we have tried to compress as many meaningful breaks into two pages of computer printout as possible. We have, therefore, eliminated various smaller subgroups or meaningless combinations of subgroups from the demographic breaks.

Smaller "religious" groups such as Jews on the one hand or atheists on the other are too small to show separately and would be meaningless to show combined and hence the "Religion" breakdown is confined to Protestants and Catholics. Jews, Mohammedans, atheists, etc. are included in the sample, however--both in the total sample and in other demographic columns in which they properly belong (women, whites, Northeast, etc.).

Members of minor political parties and those who refuse to identify their party affiliation are not shown.

Political philosophy is based on how people regard their own political/social outlooks--as being conservative (very or moderately so), middle-of-the-road, or liberal (very or moderately so).

#### Other Key Analysis Groups

A Political/Social activity index was built out of responses to a list of activities respondents reported having engaged in in the last year--such things as having run for political office, having written a letter to the editor, having made a speech, or written an article, having worked in a political campaign, being an officer of a civic or fraternal organization, signed a petition, etc. "Signed a petition" was put on the list largely so that anyone who wanted to say he had done something would have something to say. All responses to "signed a petition" are ignored in building this scale. Respondents who have done three or more of the things on the list (beyond signing a petition) are classified as "Pol/Soc Active"--and may be roughly equated with "thought leaders."

Union members are respondents who report they themselves belong to a union. (Non-union family members of union people are not included.)

People with children both under and over 13 years old are included in both columns.

Employed females include both full time and part time workers.

The "one and two person family" category includes persons living alone, and any situation where two people inhabit the same household, e.g., married couples without children, single or widowed parent with child, two single persons living together, etc.

Percentages Not Totalling 100%

The computer rounds off each percentage to the nearest whole percent. As a result, the percentages in a given column of figures frequently add to 98, 99, 101, 102 rather than 100.

Where a question permits multiple answers, percentages may add to 130, 185, 210, or even more, depending on the number of answers each respondent gives.

Dashes (-) are used when answers fall below 0.5% among a given subgroup.