

Questionnaire

Results Of Non-Voter Sample (N = 1,001)

Hello, I'm _____ from the Medill News Service in Washington, D.C. We're conducting a telephone opinion survey for newspapers and TV stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is at home now. **[IF NO MALE, ASK: May I please speak with the oldest female 18 years of age or older, who is at home?**

A. INTERVIEWER: RECORD SEX OF RESPONDENT

Male 46.4%
Female 53.6%

1. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs most of the time, some of the time, only now and then, or hardly at all?

24% Most of the time 24% Hardly at all
33% Some of the time 1% No Answer
19% Only now and then

2. These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you **NOW** registered to vote in your precinct or election district, or haven't you been able to register so far?

36% Yes, registered 1% No Answer
64% No, not registered

IF 'NOT REGISTERED IN Q2, ASK:

2a. What would you say is the main reason you're not registered to vote? **(DO NOT READ LIST)**

21% Don't care much about politics
14% Have recently moved
11% Not a U.S. citizen
5% Don't know how to register
4% Place where have to go to register is inconvenient/too far from home
4% Work during voter registration hours
3% Registered and vote at a previous address
2% Don't want to get my name on the list for jury duty
35% Other
3% No Answer

3. Did you vote for President in 1992, did something prevent you from voting, or did you choose not to vote for President in 1992?

16% Yes, voted 45% Chose not to vote
35% Something prevented me from voting 4% No Answer

IF DID NOT VOTE IN Q3, ASK:

3a. What was it that kept you from voting? **DO NOT READ LIST.**

20% Not registered 4% Working
12% Didn't like the candidates 4% Traveling, out of town
12% Not old enough 2% Illness
10% No particular reason 2% No way to get to the polls
10% Not interested in politics 12% Other

9% Not a citizen

2% No Answer

3b. **IF RESPONDENT ANSWERS ‘NOT REGISTERED, ASK:** Was that because you weren’t old enough or for some other reason?

6% Not old enough

1% No Answer

94% Other reason

4. How likely would you say it is that you will vote in the presidential and congressional elections this November—would you say you’ll definitely vote, probably vote, probably not vote, or definitely not vote?

25% Definitely vote (ASK Q4a)

23% Definitely Not Vote (SKIP TO Q4d)

28% Probably vote (SKIP TO Q4b)

4% No Answer

20% Probably not vote (SKIP TO Q4b)

4a. What would you say is the main reason you’ll definitely vote?

SEE ATTACHED

IF PROBABLY VOTE OR PROBABLY NOT VOTE IN Q4, ASK:

4b. What would be your main reason for deciding to vote?

SEE ATTACHED

IF PROBABLY VOTE OR PROBABLY NOT VOTE IN Q4, ASK:

4c. Why do you think you might not vote?

SEE ATTACHED

IF DEFINITELY NOT VOTE IN Q4, ASK:

4d. What would you say is the main reason you’ll definitely not vote?

SEE ATTACHED

IF REGISTERED AND VOTED IN 1992 OR GAVE “NOT OLD ENOUGH” AS REASON FOR NOT VOTING, AND SAY “DEFINITELY VOTE” OR “PROBABLY VOTE” IN NOVEMBER, SKIP TO Q34. ALL OTHERS CONTINUE.

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

31% Right direction

11% No Answer

58% Wrong track

6. What do you think is the most important problem facing this country today? (**DO NOT READ LIST**)

18% Crime/Violence

3% Foreign policy

7% Economy

3% Healthcare/health insurance

7% Budget Deficit

2% Social security/other elderly issues

7% Unemployment

2% High taxes

6% Drugs

1% Immigration

5% Education

1% Abortion

4% Ethics/values	1% Environment
4% Welfare	1% AIDS
4% Homelessness/poverty	9% Other
4% Race relations	7% No answer
3% Family breakdown	
3% Congress/Government	

7. Thinking about the Democratic and Republican parties, would you say there is a great deal of difference in what they stand for, a fair amount of difference, or hardly any difference at all?

24% Great deal of difference	32% Hardly any difference
32% Fair amount of difference	12% No Answer

8. I'm going to read you a series of statements, and for each one I'd like you to tell me whether you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it. The first one is...(READ EACH STATEMENT) Would you say you completely agree, mostly agree, mostly disagree, or completely disagree with that statement?

	Completely Agree	Mostly Agree	Mostly Disagree	Completely Disagree	No Answer
a. Most elected officials don't care what people like me think.	23%	41%	26%	7%	3%
b. The federal government often does a better job than people give it credit for	11%	41%	29%	14%	5%
c. Success in life is pretty much determined by forces outside our control.	15%	26%	33%	23%	4%
d. As Americans, we can always find a way to solve our problems and get what we want	20%	45%	22%	11%	2%
e. It makes no real difference who is elected--things go on just as they did before.	25%	28%	28%	16%	3%
f. The federal government should run ONLY those things that cannot be run at the local level.	29%	38%	18%	7%	8%
g. I'm pretty interested in following local politics	16%	32%	30%	19%	3%
h. Most issues discussed in Washington don't affect me personally	14%	23%	37%	23%	3%
i. There should be a limit on how many terms a person can serve in Congress	48%	26%	11%	9%	6%
j. Government should play an active role in improving healthcare, housing and education for middle income families	57%	26%	11%	4%	3%

11. How closely would you say you've followed news about the White House handling of FBI files on prominent Republicans--would you say you've followed it very closely, followed it but not too closely, or haven't followed it much at all?

13%	Followed very closely	53%	Haven't followed much at all
31%	Followed, but not very closely	3%	No Answer

11a. How did you first learn about the story? (IF "TV" OR "RADIO," PROBE TO DETERMINE IF THAT WAS A NEWS PROGRAM OR TALK SHOW)

73%	TV News	1%	News magazine
11%	Read it in newspaper	**	From neighbor
7%	Radio news	**	TV talk show
4%	Friend or relative	1%	Other
1%	Radio talk/call-in show	2%	No Answer

12. How closely would you say you've followed news about Hilary Clinton's meeting with New Age psychologist Gean Houston--would you say you've followed it very closely, followed it but not too closely, or haven't followed it much at all?

7%	Followed very closely	71%	Haven't followed much at all
19%	Followed, but not very closely	4%	No Answer

12a. How did you first learn about the story? (IF "TV" OR "RADIO," PROBE TO DETERMINE IF THAT WAS A NEWS PROGRAM OR TALK SHOW)

72%	TV News	2%	News magazine
18%	Read it in newspaper	1%	Radio talk/call-in show
3%	Radio news	1%	TV talk show
2%	Friend or relative	1%	No Answer

13. How closely would you say you've followed news about the Valuejet crash in Florida--would you say you've followed it very closely, followed it but not too closely, or haven't followed it much at all?

54%	Followed very closely	13%	Haven't followed much at all
32%	Followed, but not very closely	1%	No Answer

NOTE: ** Indicates Response Given By Less Than .5% Of Those Interviewed

13a. How did you first learn about the grounding of Valuejet by the FAA? (IF "TV" OR "RADIO," PROBE TO DETERMINE IF THAT WAS A NEWS PROGRAM OR TALK SHOW)

75%	TV News	**	Internet news service
8%	Radio news	**	Radio talk/call-in show
8%	Read it in newspaper	**	From neighbor
4%	Friend or relative	2%	Other
**	News magazine	2%	No Answer
**	TV talk Show		

14. How closely would you say you've followed news about an outbreak of an illness associated with strawberries--would you say you've followed it very closely, followed it but not too closely, or haven't followed it much at all?

15% Followed very closely **55%** Haven't followed much at all
22% Followed, but not very closely **8%** No Answer

14a. How did you first learn about the story? (IF "TV" OR "RADIO," PROBE TO DETERMINE IF THAT WAS A NEWS PROGRAM OR TALK SHOW)

65% TV News ****** TV talk show
17% Read it in newspaper ****** News magazine
7% From friend or relative ****** Internet news service
5% Radio news **3%** Other
1% From Neighbor **1%** No Answer

15. Generally speaking, how many days each week do you read a newspaper?

28% Six or seven times a week **16%** Once a week
15% Four or five times a week **17%** Less than once a week
23% Two or three times a week **1%** No Answer

16. Generally, how many evenings each week do you watch a TV news program?

49% Six or seven times a week **6%** Once a week
19% Four or five times a week **8%** Less than once a week
18% Two or three times a week ****** No Answer

17. Do you listen to the news on the radio regularly, or not?

35% Regularly ****** No Answer
64% Not regularly

18. How often would you say you discuss politics and public affairs with members of your family--every day, several times a week, or less than that?

6% Every day **77%** Less often than that
16% Several times a week **1%** No Answer

19. How often would you say you discuss politics and public affairs with your friends--every day, several times a week, or less than that?

7% Every day **74%** Less often than that
19% Several times a week **1%** No Answer

20. I'd like to know how often you read certain types of publications. As I read each, please tell me if you read them regularly, sometimes, hardly ever, or never. (First,) how about...(READ AND ROTATE)

	Regularly	Sometimes	Hardly Ever	Never	No Answer
a. News magazines such as Time, U.S. News, or Newsweek	11%	34%	19%	35%	**
b. Business magazines such as Fortune and Forbes	3%	14%	15%	68%	**

c. The National Enquirer,
The Sun, or The Star **4%** **15%** **13%** **68%** ******

21. I'd like to know how often you watch or listen to certain TV and radio programs. As I read each, please tell me if you watch or listen regularly, sometimes, hardly ever, or never. (First,) how about...**(READ AND ROTATE)**

	Regularly	Sometimes	Hardly Ever	Never	No Answer
a. News magazine shows such as 60 minutes, DateLine, or 20/20	32%	40%	11%	18%	**
b. TV shows such as Hard Copy or Inside Edition	23%	38%	15%	24%	1%
c. CNN	24%	35%	10%	30%	1%
d. Programs on National Public Radio, such as Morning Edition or All Things Considered	8%	16%	13%	64%	1%
e. C-Span	5%	21%	15%	59%	1%
f. Radio shows that invite listeners to call in to discuss current events, public issues, and politics	9%	20%	17%	53%	**

22. Which of the following two statements about the news media do you agree with more...

- 34%** The news media helps society solve its problems
- OR
- 48%** The news media gets in the way of society solving its problems
- 18%** No Answer

23. Have you EVER called, or sent a letter, telegram, fax or e-mail message to you Congressional Representative or Senator to express your opinion on an issue?

23% Yes ****** No Answer
77% No

NOTE: ** Indicates Response Given By Less Than .5% Of Those Interviewed

IF "YES" IN Q23, ASK:.

23a. Have you done so in the past 12 months?

42% Yes ****** No Answer
58% No

24. Have you EVER called, or sent a letter, telegram, fax or e-mail message to local newspaper to express your opinion on an issue?

13% Yes ****** No Answer

87% No

IF “YES” IN Q24, ASK:.

24a. Have you done so in the past 12 months?

46% Yes 0% No Answer
55% No

25. Have you EVER called, or sent a letter, telegram, fax or e-mail message to a state representative or state senator to express your opinion on an issue?

16% Yes 1% No Answer
83% No

IF “YES” IN Q25, ASK:.

25a. Have you done so in the past 12 months?

44% Yes 1% No Answer
56% No

26. Have you EVER called, or sent a letter, telegram, fax or e-mail message to a member of your local school board or a city government official to express your opinion on an issue?

14% Yes ** No Answer
86% No

IF “YES” IN Q26, ASK:.

26a. Have you done so in the past 12 months?

61% Yes 0% No Answer
39% No

27. Have you EVER done volunteer work for a charity or other non-profit organization?

60% Yes ** No Answer
40% No

IF “YES” IN Q24, ASK:.

27a. Have you done so in the past 12 months?

52% Yes ** No Answer
48% No

28. In the past three or four years have you attended any political meetings or rallies?

11% Yes ** No Answer
89% No

IF “YES” IN Q28, ASK:.

28a. Have you done so in the past 12 months?

68% Yes 0% No Answer

32% No

29. Some people say we should have a third major political party in this country in addition to the Democrats and Republicans. Do you agree or disagree?

46% Agree 15% No Answer
39% Disagree

30. Over the course of the next year, do you think the financial situation of you and your family will improve a lot, improve some, get a little worse, or get a lot worse?

12% Improve a lot 6% Get a lot worse
53% Improve some 10% No Answer
18% Get a little worse

Finally, I'd like to ask you some questions for statistical purposes only.

31. How long have you lived at your present address?

11% Less than 6 months
9% More than 6 months but less than 1 year
12% More than 1 year but less than 2 years
66% More than 2 years
1% No Answer

32. How would you describe your views on most political matters? Generally, do you think of yourself as liberal, moderate, or conservative.

19% Liberal 30% Conservative
39% Moderate 13% No Answer

33. In politics, do you consider yourself as a Republican, a Democrat or an independent?

17% Republican 4% Other (volunteered)
24% Democrat 9% No Answer
46% Independent

34. What was the last grade in school you completed? **(DO NOT READ RESPONSE CATEGORIES)**

17% Not a high school graduate 18% College graduate
38% High school graduate 2% No Answer
26% Some college

35. Which of the following age groups are you in--18 to 29, 30 to 44, 45 to 64, or 65 or older?

39% 18 to 29 7% 65 or older
34% 30 to 44 2% No Answer
18% 45 to 64

36. Are you white, black, or some other race?

68% White 17% Other
13% Black 2% No Answer

37. Are you of Hispanic origin or descent, or not?

- 13% Hispanic
- 84% Not Hispanic
- 3% No Answer

38. Was your total family income in 1995 UNDER or OVER \$30,000? **IF UNDER \$30,000, ASK:** Was it under or over \$15,000? **IF OVER \$30,000, ASK:** Was it between \$30,000 and \$50,000, or between \$50,000 and \$75,000, or was it over \$75,000.

- 19% Under \$15,000
- 27% Between \$15,000 and \$29,999
- 23% Between \$30,000 and \$49,999
- 12% Between \$50,000 and \$75,000
- 6% Over \$75,000
- 13% Refused

39. Finally, would you mind if one of our reporters called you back to discuss your views further?

- 43% Yes, mind
- 57% No, wouldn't mind

IF "NO, WOULDN'T MIND, ASK:

39a. In case one of our reporters does need to call you back, could I get your name?

THANK RESPONDENT WITH : That concludes our survey. Thank you very much for taking the time to answer my questions.

Survey Methodology

Results of the Medill News Service/WTTW survey are based on telephone interviews conducted July 8 through July 21 with 3,323 adults, 18 years of age and older, living in the continental United States.

The sample of telephone exchanges called was selected by a computer from a complete list of working exchanges in the country. The exchanges were chosen so as to insure that each region would be represented in proportion to its population. The last four digits in each telephone number were randomly generated by a computer and screened to limit calls to residences. This procedure provided access to both listed and unlisted residential numbers.

The sample for each region of the country was released in replicates to ensure that the established calling procedures were followed for the entire sample. This procedure also helped ensure that the appropriate number of interviews would be obtained in each region.

At least four attempts were made to complete interviews at every sampled telephone number. The calls were placed on different days and at different times of the day to maximize the chances of reaching a respondent. In each contacted household, interviewers first asked to speak with the “youngest male 18 years of age or older who is at home now.” If no eligible male was at home, interviewers asked to speak with the “oldest female 18 years of age or older who is at home.” This systematic respondent selection process has been shown to produce samples that closely mirror the population in terms of age and gender.

Each eligible respondent was asked whether they are registered to vote at their current address, whether they voted in the 1992 presidential election, what kept them from voting in 1992 if they did not do so, and whether they intend to vote in the 1996 presidential elections. Respondents who said they are currently registered, voted in 1992, and would “definitely vote” or “probably vote” this November were included in the pool of likely voters, as were those who said they are registered, didn’t vote in 1992 because they were not old enough, and would “definitely” or “probably” vote in November. Once a likely voter was identified, the interviewer collected information on the respondent’s age, race, education level, and household income before terminating the interview. A total of 2,322 of these short interviews were conducted.

Respondents who said they are not registered to vote at their current address, or who cited some reason other than age for not voting in 1992, or who said they would “probably not vote” or “definitely not vote” this November were classified as likely non-voters. These 1,001 respondents were then asked a battery of sixty-four questions to determine the levels and patterns of their news and information consumption; the extent of their alienation from or affinity for governmental institutions, political parties and politicians; the extent of their participation in other forms of political behavior (such as attending political meetings or contacting their federal, state or local representatives); and their attitudes on selected social and public policy issues. Likely non-voters were also asked eight demographic questions.

To facilitate our exploration of both the similarities and differences among non-voters, a typology was constructed by using cluster analysis, a statistical technique that classified respondents into the most

homogeneous and meaningful groups possible based on their news and information consumption, the extent of their alienation from government and the political process, their feelings of political self-efficacy, the extent of their participation in other forms of quasi-political behavior, and basic demographic characteristics, including length of time at their current address.

The results of the survey have been weighted to adjust for variations in the sample relating to race, gender, age, and education. For results based on the sample of 1,001 likely non-voters, one can say with 95 percent confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. However, for results based on interviews with subgroups of respondents, the margin of error is larger. For example, the responses of the 288 non-voters classified as “Doers” have a margin of error of plus or minus 6 percentage points.

In addition to sampling error, it should be noted that question wording, question order and the practical difficulties of conducting any survey of public opinion can introduce error or bias into the findings.