

SEPTEMBER 1996

Final

090596

GENERAL POPULATION SUPPLEMENT TO 108A

On a different topic,

50. How much have you read or heard about radio station 101.5--a great deal, some, not much, or nothing at all?

- 1 A GREAT DEAL
- 2 SOME
- 3 NOT MUCH
- 4 NOTHING AT ALL [Go to q.56]
- 9 DON'T KNOW [Go to q.56]

51. Have you ever listened to radio station 101.5?

- 1 YES [Go to q.52]
- 2 NO [Go to q.56]
- 9 DON'T KNOW [Go to q.56]

52. And, would you say you listen to 101.5 daily, a few times a week, a few times a month, or a few times a year?

- 1 DAILY
- 2 A FEW TIMES A WEEK
- 3 A FEW TIMES A MONTH
- 4 A FEW TIMES A YEAR
- 9 DON'T KNOW

53. Have you ever called in to comment on a topic that was being discussed on 101.5?

- 1 YES
- 2 NO
- 9 DON'T KNOW

54. Overall, if you were to describe the political viewpoint of 101.5 would you say it was liberal, conservative, or somewhere in between?

- 1 LIBERAL
- 2 CONSERVATIVE
- 3 SOMEWHERE IN BETWEEN
- 9 DON'T KNOW

55. Overall, would you rate 101.5's coverage of New Jersey issues as excellent, good, only fair, or poor?

- 1 EXCELLENT
- 2 GOOD
- 3 ONLY FAIR
- 4 POOR
- 9 DON'T KNOW

And on another topic,

56. When you meet someone for the first time and you are describing where you live, how often do you refer to **(READ ITEM)**: always, sometimes, or never|

- A The name of the town where you live?
- B The name of a housing development?
- C Your post office address?
- D Your location in New Jersey such as north, south, central, east, or west?
- E The name of a school near where you live?
- F The name of a college or university near where you live?
- G A church parish or religious place?
- H A mall or shopping area?
- I A highway or highway intersection?
- J An exit on the New Jersey Turnpike?
- K The county you live in?
- L A landmark of some type?
- M Down the shore?

- 1 ALWAYS
- 2 SOMETIMES
- 3 NEVER
- 9 DON'T KNOW

Just a few more questions so we can classify your answers.

D1. In politics as of today, do you consider yourself a Democrat, Republican, Independent, or something else?

- 1 DEMOCRAT [Go to q.D3]
- 2 REPUBLICAN [Go to q.D3]
- 3 INDEPENDENT
- 4 SOMETHING ELSE/OTHER
- 9. DON'T KNOW/NO OPINION

(IF #3,4, OR 9 TO Q. D1, ASK)

D2. Do you lean more toward the Democratic Party or more toward the Republican Party?

- 1 DEMOCRATIC PARTY
- 2 REPUBLICAN PARTY
- 3 OTHER PARTY
- 4 NEITHER
- 9 DON'T KNOW/NO OPINION

D3. Regardless of the political party you might favor, do you consider yourself to be a liberal, conservative, or somewhere in between?

- 1 LIBERAL [Go to q.XD4A]
- 2 CONSERVATIVE [Go to q.XD4A]
- 3 SOMEWHERE IN BETWEEN
- 9 DON'T KNOW/NO OPINION

(IF #3 OR 9 TO Q. D3, ASK)

D4. Do you lean more toward the liberal side or more toward the conservative side?

- 1 LIBERAL
- 2 CONSERVATIVE
- 3 OTHER/NEITHER
- 9 DON'T KNOW/NO OPINION

XD4B. Has any group you belong to given you any information about which candidate to vote for in the 1996 election?

- 1 YES [Go to q.XD4C]
- 2 NO [Go to q.D5]
- 9 DON'T KNOW [Go to q.D5]

D5. Did you receive a high school diploma?

- 1. YES
- 2. NO [Go to q.d7]
- 9. DON'T KNOW [Go to q.d7]

(IF "YES" TO Q. D5, ASK:)

D6. Did you ever attend college--(IF YES, ASK: Did you graduate)?

- 1 YES, GRADUATED
- 2 YES, DID NOT GRADUATE
- 3 JUNIOR COLLEGE--GRADUATE
- 4 VOCATIONAL/TECHNICAL SCHOOL
- 5 NO
- 9 DON'T KNOW

D7. Are you currently employed, temporarily laid off, retired or not employed?

- 1 EMPLOYED
- 2 TEMPORARILY LAID OFF [Go to q.D9]
- 3 RETIRED [Go to q.D9]
- 4 NOT EMPLOYED [Go to q.D9]
- 9 OTHER/REFUSED [Go to q.D9]

(IF "EMPLOYED" TO Q. D7, ASK XD7A, ELSE SKIP TO Q.D9:)

XD7a. And how concerned are you that you might become unemployed within the next year-- Are you very concerned, somewhat concerned, or not too concerned about becoming unemployed?

- 1 VERY CONCERNED
- 2 SOMEWHAT CONCERNED
- 3 NOT TOO CONCERNED
- 9 DON'T KNOW

D9. Are you the chief wage earner in your household?

- 1 YES
- 2 NO
- 9 DON'T KNOW

D12. Do you own or rent your apartment or house?

- 1 OWN
- 2 RENT
- 3 LIVE RENT FREE WITH PARENTS/RELATIVES
- 4 BOTH OWN AND RENT
- 9 NOT DETERMINED

D13. Are you married, widowed, divorced, separated, or have you never been married?

- 1 MARRIED
- 2 WIDOWED
- 3 DIVORCED
- 4 SEPARATED
- 5 NEVER MARRIED
- 9 DON'T KNOW

D14. Are you white, black or of Hispanic or Asian origin?

- 1 WHITE
- 2 BLACK
- 3 HISPANIC
- 4 ASIAN
- 5 OTHER (SPECIFY: _____)
- 9 NOT DETERMINED

D15. Do you consider yourself to be Catholic, Protestant, Jewish, or something else?

- 1 CATHOLIC
- 2 PROTESTANT
- 3 JEWISH
- 4 OTHER
- 5 NONE/ATHEIST/AGNOSTIC
- 9 DON'T KNOW/REFUSED

D16. What was your age on your last birthday?

/ ____ / ____ / (CODE # OF YEARS, 99 ` REFUSED; AND CODE)

D17. In which of these age groups are you (read choices)?

- 1 18 - 20
- 2 21 - 24
- 3 25 - 29
- 4 THIRTIES (30 - 39)
- 5 FORTIES (40 - 49)
- 6 FIFTIES (50 - 59)

- 7 60 - 64
- 8 65 OR OVER
- 9 NO ANSWER/REFUSED

D18. Where do you live--in what township or municipality?

D18a. In what county is that?

/ / / / /

 County Town

D19. So that we can group all answers, is your total annual family income before taxes: Under \$35,000; between \$35,000 to just under \$70,000; or \$70,000 or more?

- 1 UNDER \$35,000 [Go to q.D19a]
- 2 \$35,000 TO \$69,999 [Go to q.D19b]
- 3 \$70,000 OR MORE
- 9 DON'T KNOW

D19a. Is that: under \$10,000; \$10,000-\$20,000; \$20,000-\$30,000, or over \$30,000?

- 1 UNDER \$10,000
- 2 \$10,000-\$20,000
- 3 \$20,000-\$30,000
- 4 OVER \$30,000
- 9 DON'T KNOW

D19b. Is that: \$35,000 to \$50,000 or over \$50,000?

- 1 \$35,000 TO \$50,000
- 2 OVER \$50,000
- 9 DON'T KNOW