GENERAL POPULATION SUPPLEMENT TO 108A

On a different topic,

50. How much have your 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?

<table>
<thead>
<tr>
<th>County</th>
<th>Town</th>
</tr>
</thead>
</table>

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