The 1982 KBYU/Utah Colleges Exit Poll: An Analysis

Compiled

By

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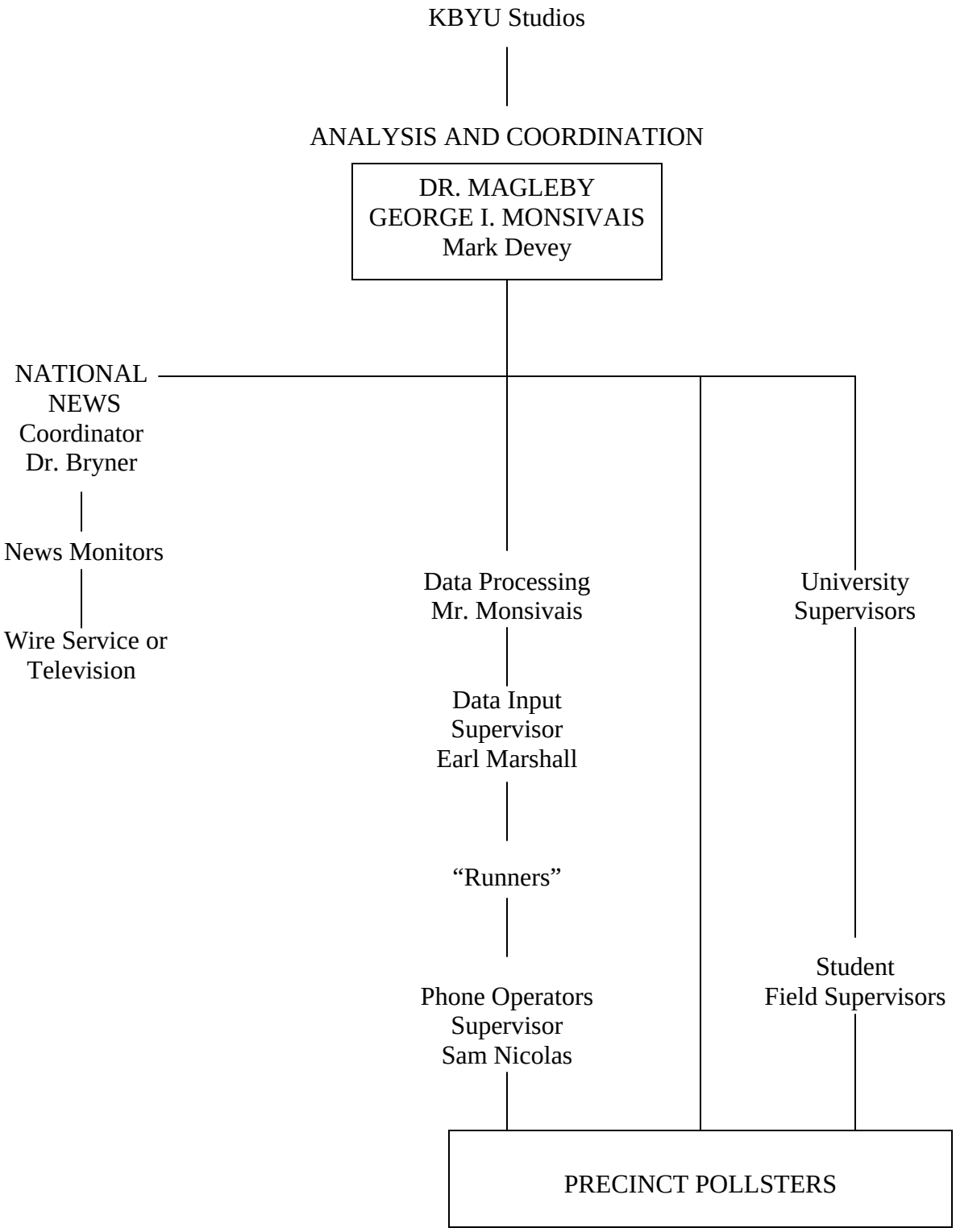
POINTS OF INTEREST

Total number of Schools participating	7
Total number of Counties surveyed	18
Total number of Precincts surveyed	104
Total number of Students involved	(approx) 300
Total number of People surveyed	1834

The following is a list of county and precinct assignments:

County	Number of Precincts	School
Washington	2	Dixie College
Cache	3	Utah State
Kane	2	Dixie College
Millard	2	Brigham Young University
Beaver	2	College of Southern Utah
Davis	9	Weber State
Weber	9	Weber State
Tooele	2	Brigham Young University
Iron	2	College of Southern Utah
Box Elder	2	Utah State
2nd Congressional District		
Salt Lake	35	Brigham Young University
3rd Congressional District		
Salt Lake and Utah	20	Brigham Young University
Sevier	3	Snow College
Sanpete	3	Snow College
Duchesne	3	Brigham Young University
Uintah	2	Brigham Young University
Carbon	2	College of Eastern Utah
Emery	2	College of Eastern Utah

ELECTION NIGHT ORGANIZATION
TUESDAY NOVEMBER 2, 1982



The 1982 KBYU/Utah Colleges Exit Poll:

AN ANALYSIS

In making an examination of any operation, it is important to define its objective, and then determine what efforts were made to achieve the objectives, what problems were encountered, and what changes might bring about greater success on following occasions. Using this criteria, this paper will make an examination of the 1982 KBYU/Utah Colleges Exit Poll.

OBJECTIVES

The stated objectives of the poll were three fold:

1. To conduct a statistically valid exit poll of Utah voters and collect data that would both analyze the vote in the major Utah races, and provide a base study for future elections.
2. To provide the students of the participating schools an educational opportunity to learn about and participate in a full scale opinion survey operation.
3. To process sufficient data during Election Day to be able to make a preliminary presentation of the results on KBYU's election night program.

Regarding the objective of statistical validity, and the collection of appropriate data, there were two major items of concern: first, a valid and appropriate survey instrument needed to be designed, and second, a valid sample of Utah voters needed to be drawn.

Survey Instrument:

Designing a valid survey instrument usually involves (1) deciding what information you wish to gather with the survey, (2) deciding whether the questionnaire will be administered by a pollster or whether it will be completed by the respondent, (3) estimating the amount of time a respondent will be willing to spend in answering the questionnaire, (4) anticipating problems that might result in the coding of the response categories for the computer, (5) writing unbiased questions that will satisfy the above conditions, (6) ordering the questions in such a manner as to increase the probability of an unbiased response, and of a high frequency of response to the questionnaire, (7) testing the questionnaire on a sample population as a check of length, understandability of the instructions, and a s a check for bias or any other working problems in any of the questions.

It was felt that a questionnaire designed with these criteria in mind would be easy to administer, valid in terms of not introducing bias via the questions or the format, simple to code onto the computer, and would provide valuable information for analyzing the election.

(1) In deciding what information was to be gathered by the survey, the following three guidelines were used; first, gathering information considered standard in the

discipline of public opinion research; second, gathering information regarding possible peculiarities to the State of Utah; and third, gathering information of particular interest to students involved in the survey. An examination was made of both The American National Election Study and The California Poll to determine what types of questions should be considered as standard, both polls are well respected and considered standards in the discipline. In addition to these questions, the three administrators of the survey, upon examination of Utah culture, felt that questions regarding religion, and possible religion influenced political biases should be included in the questionnaire. Finally, students were asked to submit questions judged to have the greatest academic potential were selected for possible inclusion on the questionnaire.

(2) The issue of whether the survey would be self-completed, or administered by student pollsters raised questions on both pedagogic and technical levels. Students would have a wider range of experiences were they to administer the survey; however, being inexperienced, student administration of the survey could increase the amount of bias in the responses. Many questions could more easily be answered in a self completed format, but some, most notably the “Party Identification” question, would function best as a pollster administered question. Originally, the decision was made to have the poll administered by the students. Two weeks before the day of the election, the survey was changed to a self-administered format. The main reason for the change was concern over inadequate preparation of the student pollsters.

(3) The amount of time a respondent would be willing to spend in answering the questionnaire was estimated at approximately 3 to 4 minutes. This figure was a combination of experience, common practice in the discipline, and an estimate of local tolerance and weather.

(4) Certain questions were eliminated, or changed in their format, due to the complexities they might pose in the encoding process. An effort was made to design or select questions whose responses could be limited to six or seven categories. By limiting the number of categories, we minimized the number of questions that would require a multiple column field on the computer. This was done to simplify the process of entering the data, and processing the data.

(5) Question writing was simplified in large part by selecting questions that had previously been used in either the American National Election Study or in The California Polls. Questions added to cover unique features of the Utah culture were usually designed by one member of the administrative team and then reviewed by the other members. Questions submitted by students were reviewed by each member of the administrative team individually and by the team as a group. The selection of questions, or the writing and reviewing of questions, was carried on in this manner in an effort to eliminate any wording, bias, or other problems in the questionnaire. Questions that had been previously used were preferred, because they had already been field tested, and in some cases were the standards of the discipline.

(6) A serious problem can result in a survey if the questions are ordered such that they queue the respondent as to what type of answer he should give, or were too personal in nature too early in the questionnaire. Therefore, after all of the questions had been written, they were ordered in a manner that would avoid or reduce bias. The more threatening questions were placed at the end, first, in hopes that the respondent would feel more at ease by that point in the survey, and second, to anticipate those who would refuse to answer any further questions once they felt threatened. If a respondent refused

to continue the survey at that point, he would at least have already completed most of the questionnaire.

(7) Pretesting a questionnaire is an important step in the process of designing a survey. Unfortunately, it is also an expensive step. In part due to the expense, and in part due to the unusual nature of the survey, being a survey of individuals who had just finished voting, a pretest was not conducted among a true sample population. It was the opinion of the administrative team, since most of the questions had been previously used, that the risk of pretesting on a non-representative sample was acceptable. The survey was given, as a self-completed questionnaire, to a small group of students and non-students. As a result of this pretest, it was determined that the questionnaire was too long and needed to be shortened.

Drawing the Sample:

Drawing the sample for the survey was done in conjunction with the Department of Statistics of Brigham Young University, with technical advice from the Field Institute in California, and the National Election Studies Center in Michigan.

The sample drawn followed a Probability Proportionate to Size format, with divisions made at the Congressional District and County level. This method of sampling allowed us to select a few counties from the Congressional Districts, and conduct the exit survey only in those counties. The counties were to be chosen randomly with the probability of their selection being proportionate to the relative size of their expected voter turnout. This guaranteed that the large counties, such as Salt Lake and Utah, would be in the sample, while smaller counties had a smaller probability o f being selected. Once the counties were chosen, voting precincts within the county were selected at random. An estimate of voter turnout at the precinct level would allow the use of

respondents. Thus, at each polling place the pollster would skip a predetermined random number of voters, and then sample every "nth" voter from that point on. Both the random number skipped, and the "nth" selection number were provided by the Statistics Department. Since the combination of these various methods was viewed as efficient, statistically valid, and were in use by other pollsters, this method was deemed acceptable for use in the Utah Colleges Poll.

The use of these methods required, however, that turnout be projected first for the state as a whole, second for the various counties, and once the counties and the precincts in those counties had been selected, for the precincts as well. An estimation procedure was developed by Mr. Mosivais, with recommendations and approval of Dr. Magleby. It was decided to estimate turnout by projecting the percent of registered voters who would vote in the election. Turnout was projected to be the same percent of registered voters as had turned out in the last midterm election in which a senator was being selected. This was the 1974 general election. There was a problem, however, in that current registration figures could not be obtained, since registration for the general election was still in progress and would not close until too close to the election to be of any help to the development of an estimate. Therefore, Mr. Monsivais decided to project registration from the Primary registration figures. This increase was estimated to be approximately the same as the increase from the primary to general election registration during 1974. Thus the formula for estimation was:

Total Turnout = Estimated Registered Voters x Estimated % Turnout

% Turnout = % Turnout of Registered Voter in 1974

Registered Voters = Registered Primary Voters x Estimated Increase

Estimated Increase = Increase from Primary to General Registration in 1974

It was this same basic format that was used to predict turnout for the state, the counties, and the individual precincts. Although some areas might have changed significantly in demographics, it was felt that the use of the registration figures would adjust for those changes.

Once these figures were developed, they were given to Howard B. Christensen, who, with a group of graduate students, drew the sample.

In combination, it was felt that all the above mentioned factors of creating the questionnaire, and drawing the sample would result in an accurate reasonably unbiased survey, that would provide the correct data for analyzing the Utah election for 1982 and establish a baseline for future studies.

EDUCATIONAL OPPORTUNITIES

In an effort to make this project as educational an experience as possible, every effort was made to train and involve students in different activities. There were four basic areas for student involvement; polling, staffing the phones, inputting data, or covering regional elections for KBYU's election night television program.

Originally it was planned to allow the student to administer the questionnaire to the respondents. In light of this decision, a training program was devised to educate the students in the survey process, and in techniques and problems involved with interviewing respondents. Since there were over 200 students that would be participating from BYU in addition to the students from the other campuses, it was virtually impossible to gather all the students together for a single training session. Therefore, a master training session was designed, conducted, and video-taped. Each school was sent a copy of the training video-tape with instructions on how the training session should be

conducted. The film included information on the purpose of the survey, how the sample for the survey was drawn, some information on questionnaire design, and a few dramatized encounters between pollsters and respondents. The film also included instructions on relaying the collected responses to a "Phone Center" at BYU. A short description of the data flow process upon its arrival was also included.

After the film had been shown, students at the various training sessions were invited to play the role of pollsters or respondents, and the encounters between the two were improvised to further emphasize the importance of having though through a dialogue, and the possibility of different problems. Every student who was to take part in the data collection process was to participate in a training session before Election Day.

Many students who could not commit the entire day to be in the field polling, could participate in taking data over the phone, or inputting data on the computer. Both the phone bank, and the computer operations had a student supervisor, Sam Nicolas and Earl Marshall respectively. Each of these supervisors was responsible for the scheduling and training of their individual groups under the direction of Mr. Monsivais with the approval and direction of Dr. Magleby. Since both groups would be handling the data being transmitted from the field, it was necessary that both groups have as thorough an understanding of the questionnaire and the data format as possible. This understanding came through the training, and to a large extent through the hands-on experience the day of the poll.

A select group of students, students personally selected by Dr. Magleby, had the opportunity to present material on KBYU's election night program. Although the actual presentation of the data was to be done by Dr. Magleby, Mr. Monsivais, or Mr. Devey, other students had the opportunity to do research, follow, and report on various races that

would take place Election Day across the nation. Thus, each student reporter became an expert, to an extent, on a certain region of the nation, and the political affairs taking place in that region. These students were assisted and directed by Dr. Gary Bryner of the Political Science faculty at BYU under the direction of Dr. Magleby.

ELECTION NIGHT PROGRAM DATA COMPILATION

As part of the funding arrangement, an agreement was made to present some of the collected data for analysis on KBYU's Election Night program. This agreement required the compilation of the survey results during Election Day so they could be presented that evening. Structuring the survey operations such that the results could be compiled during the day became the biggest logistical problem of the entire project. To be able to process the data that quickly, the results would need to be periodically phoned in throughout the day, from throughout the state, entered onto the computer, compiled, and processed through the appropriate statistical program.

The organization of a phone bank involved estimating the number of respondents that would take the survey, estimated how long it would take to read a completed survey over the phone, determining how many phones would be available for the use of the survey project, and then combining these factors to determine how often the student pollsters should phone in their results. It was determined that the student pollsters could phone in their results approximately every one-and-one-half hours. Every precinct was assigned an initial call-in time, and was given instruction s to phone in every two-and-one-half hours thereafter. This staggering of call-in times was designed to allow us to take all the results of the first group before the second group began calling.

A phone bank was established at the Smith Family Living Center at BYU, with overflow calls to be directed to phones in the Political Science Department in the Kimball Tower. Different phone numbers were given to those calling from areas local to BYU, to those calling from Salt Lake City, and to those calling from other parts of the state. All numbers were designed to cost the calling pollster, including the log distance calls, on .10.

When a student pollster phoned, the operator was to write the results the pollster had, to that time, onto a special coding sheet. Approximately every hour these coding sheets were collected by a "runner," who transported the coded results to the data input center which was in the computer room of the Kimball Tower. At this point, a second group of students were to type the information into the computer. Although we had recruited a few students who were experienced in data input, most of the student computer operators were quite inexperienced. To minimize the probability of error, each student assigned to input data was required to attend a special training session and take an input competency exam. Also, on the day of the survey, each student would double check his entries with the assistance of another student. Each student computer operator named the data files he entered with his own name as still another method of quality control.

Once the data had been entered, it needed to be combined, and then processed through a statistical package so as to make it useful. The decision was made by the administrative team to use the Statistical package for the Social Sciences (SPSS) since it is particularly powerful, can be pre-assembled into a command file, and was already in use by the members of the administrative team. Sam Nicolas, later to become the Phone Bank Supervisor, wrote a large portion of the SPSS program under the direction of Mr.

Monsivais. With the main SPSS program already written, it was anticipated that Mr. Devey and Mr. Monsivais could combine the data files being created by the student computer operators, run the combined data through the main SPSS program, and if necessary make additional crosstabular analysis of the data for the KBYU program that evening.

Dr. Magleby, being the main guest for the election night program, was largely responsible for interacting with KBYU in terms of program design, student reporter participation, and layout of anticipated graphics. In addition, Dr. Magleby instructed Mr. Monsivais as to what crosstabs to prepare for use in the election broadcast.

PROBLEMS IN IMPLEMENTATION

Relevant Data:

Obtaining the relevant data with which to make the turnout predictions was a major problem. The State of Utah was, and may still be, functioning under a very archaic system of election management. Information requested from the state was slow in coming, not due to any uncooperative spirit on their part, but rather due to old or non-existent filing systems. Similar problems existed with virtually all of the county data we sought to acquire. In some counties the elections division was combined with the County Clerk's Office, and the County Clerk's Office was run by one person. Rarely did we encounter anyone intentionally uncooperative, but in this we were quite fortunate given the amount of information we were requesting over such a short period of time.

Precincts:

As was indicated above, specific voting precincts within specific counties were to be chosen, and respondents would be selected as they voted. But until the time of the

selection of the precinct, it had not occurred to anyone that we would need the address for every precinct selected. This oversight required again calling all of the county election officers to obtain addresses for the different precincts. In addition to this problem, although every precinct would be sampled systematically, ever "nth" person, each precinct needed to have a different starting point and would sample a different "nth" individual. This last point implied that each individual precinct would require a different number of surveys.

This crisis was in large part handled by Mr. Devey. A computer printout was made of each district, its address, its beginning random number, and its sampling number. Several copies were made, some for administrative purposes, and some for labeling purposes. The surveys were divided into packets, with instructions and an address in each packet. Unfortunately, not all the addresses were correct as given to us by the County Clerks, or as entered into the computer. Although a few student polling groups had difficulty finding their precincts, this was limited to 3 or 4 groups.

Double Precincts:

As the address information for the precincts was being compiled, it was realized that at some polling locations, more than one precinct would be voting: this would make it virtually impossible for a student to determine who was in the precinct he had been assigned to poll, and who was not. This point was discovered too close to the day of the poll to acquire information on the second precincts. With the advice of the Statistics Department, student pollsters going to these problem districts were advised to double their sampling "n." Thus, if they had been previously assigned to sample every 10^{th} person, these students would now sample every 20^{th} person. Unfortunately, not all the double precincts polling places were identified. This appears to have been a result of

incomplete information given to us by County Election Offices. As a result, students unaware of this possibility phoned in the problem either upon arrival, at their first phone-in time, or when they ran out of surveys. This presented a methodological as well as a logistical problem.

Upon the recommendation of Dr. Christensen, the decision was made to have students continue polling at the "n" they had started with. This raised the problem of running low or out of surveys. The students facing this particular problem were instructed to have one member of the polling team photocopy the survey making as many new copies as they felt would be necessary. Since each survey was individually numbered, the students were instructed to number the new surveys with a number beyond the range of all the original surveys. This number was given to them by the administrative team.

Pollster Logistics:

Another major problem encountered in the last few weeks before the poll was the assigning of students to precincts. The administrative team mentioned above was concerned primarily with the nearly 200 BYU students that would be involved. The problem was handled by having each student, who was planning to participate as a pollster, sign a roster and indicate whether they were available all day, whether they had a car, and whether they were willing to go outside Utah County. Lack of proper planning in this area required our asking the students multiple times for various pieces of information. Once the information was gathered, names were sorted and matched creating teams of students in which there was at least one car, all wanted to either stay in or go out of Utah County, and in which there was a proper balance of students who wanted to stay all day or only part of the day. This computer sorting was designed by

Mr. Monsivais. In addition to the criteria just mentioned, only married couples, or groups of all male or all female students were allowed to go to certain districts which were particularly far away, or which would require staying overnight. As would be expected in this type of situation, after all the teams had been organized, and precincts and teams matched, certain individuals announced their inability to help in the survey, or their preference of team partners. This caused further problems which were not resolved until late into the night before the poll. These last minute adjustments would not have been possible except for the help of Tom Holker, a student.

Phone System:

Not all the problems were truly unavoidable or predictable. Although we had taken precautions against the failure of the computer system, we had not anticipated the failure of the phone system. Early on in the morning of the poll, one of the main phone lines into BYU failed, it was not until late in the afternoon that calls through that particular line could again be received. The result could have been insufficient data to perform any analysis for that evening's KBYU program. The saving factor in this situation was the person who had been selected to head the phone operations. Sam Nicolas pushed his organization to process as many calls as possible, streamlining the coding procedure to the point where a survey was being done in less than half the time that had been anticipated. His courageous effort enabled us to minimize the backlog and receive sufficient data that, in combination with what we received after the phone lines were fully operational, we were able to go on the air with over 1000 responses.

Errors in the Questionnaire:

Despite the amount of effort that was placed into the creation of the questionnaire, a major error with one of the questions was discovered only after the survey was in

progress. Question 7 (see appendix 2) was worded in such a manner that some respondents believed it appropriate to check more than one response box. As a result, this question cannot be analyzed in the anticipated manner for those individuals who gave multiple responses. It is possible that the problem with that particular question might have been foreseen if a full pre-test had been conducted.

RECOMMENDATIONS

Advanced Notice to County Clerks:

A large amount of the time spent in preparing for the exit poll is spent in contact with, or waiting for information from different County Clerks. A great amount of cooperation is required on their part, as it is from them that we obtain information critical to the creation of a sampling frame, and addresses of the polling places. Since a large amount of information is being requested from them, it would be best to begin these requests, in writing, shortly after, or perhaps even before the primary election period in the state. Some of the information requested would not be available until well after the primaries, but with a written request in hand, the counties will be anticipating our needs. The material requested should ideally include: (1) county registration figures for the current primary election, (2) county Registration figures for the comparison general election, (4) turnout figures for the comparison general election, (5) a listing of all the precincts for the coming general election, (6) a note to anticipate the request for registration and address information for selected precincts in their county two to four weeds after the primaries.

Obtaining this information three months before the elections would allow processing of the data, selection of the precincts, and solution of any problems such as

double precincts far before the day of the election. Requesting this information so far in advance would require, however, a very early decision to do a survey project.

Training Sessions:

The training film developed for use in this project was very close to 50 minutes in length. Training sessions that used this film and were scheduled during an average class period did not have sufficient time remaining to emphasize the important points, and the role-play as was recommended. Considering the amount of material that needs to be covered to adequately instruct the student pollsters, it would seem appropriate to increase the training period to two sessions of 45 to 50 minutes each. This would allow ample time for the video presentation, role-laying, and the discussion of other material as may be necessary.

Crisis Management:

As has been illustrated, a variety of problems emerged as this project progressed. Although it is true that many of these problems could not have been predicted, it is also possible that some of these problems could possibly have been foreseen. It would seem appropriate, prior to the start of such a project, and at pre-determined points throughout, that time be taken by the administrative team to develop “worst case,” and “probable case” scenarios. For example, a major concern during this project was that students would become discouraged at not being able to phone in their data and would stop trying. If this situation had been anticipated, students could have been previously instructed as to the possibility of losing phone contact and would be prepared were it to occur. Areas of concern might be: the phone system, the computer system, power failures, data backups, system file backups, severely uncooperative polling officials, and incomplete polling teams. This does not in any way represent a comprehensive list.

Pollster Logistics:

Two major points need to be discussed under this heading. First, arrangement of polling teams should be done perhaps as much as a month ahead of the election. This would allow sufficient time to make necessary changes, and to recruit extra students as backup pollsters, or backup transportation for pollsters. In requesting information from the student pollsters, the following represents the minimum that needs to be collected:

Available all day	Yes No If no, what hours available
Has own car	Yes No If yes, insurance policy information
Is willing to travel over X miles	Yes No
Is willing to go overnight if needed	Yes No
Sex	Male Female
Phone Number	_____
Preference of polling team member	_____ _____

This information should be collected early in the project, even though some of the information may change. Early collection of this information will facilitate planning and adjustments. Also, sufficient students should be recruited to fill the vacancies that will occur.

Election Night Analysis:

Some minor confusion occurred the night of the election regarding exactly the format desired for the KBYU presentation. The crosstab files for this analysis should be written, and approved by the chief administrator well in advance of Election Day. Ideally some random data can be generated to proof the format.

CONCLUSION

On November 2, 1982, the planned survey of voters in the state of Utah was carried out. Over 1800 responses were obtained from voters as they left polling places in eighteen counties across the state. The data, once compiled, provided the most accurate election night predictions of the various major races given by any of the pollsters in the state of Utah. With few exceptions, all the participating students reported having excellent learning experiences in their assignments, whether they were pollsters, phone operators, data terminal operators, or election night commentators. There were no accidents, every student returned to his or her point of departure without major incident. Although not perfect in execution, the survey did accomplish its three designated objectives.

Appendix 1

The administration of the poll was divided into three areas, each area supervised by one of the administrators, with some duplication of duties. In general the distribution of the responsibilities were as follows:

DR. MAGLEBY- Election Night Program, Educational Material, Faculty Recruiting.

1. Coordination with KBYU regarding the Election Night television show.
2. Organize the instruction material to be given to pollsters
3. Recruit faculty coordinators from the other colleges.
4. Approve all survey questions.
5. Format the survey.
6. Organize the Election Night Program.
7. Coordination with BYU Printing.
8. Develop the proper sampling methodology framework.

MARK DEVEY- External Organization

1. Recruit student pollsters.
2. Organizing local training session.
3. Coordinate with the faculty representatives at the other institutions regarding student recruitment and training at their locations.
4. Coordinate the delivery of training video tape, instruction packets, and survey material to the other colleges.
5. Coordinate with BYU Printing regarding the printing of the survey.

GEORGE I. MONSIVAIS- Internal Organization

1. Recruit and train data input personnel.
2. Recruit and train telephone operators.
3. Recruit “runners.”

4. Coordinate with Statistics Department regarding the drawing of the sample.
5. Write the SPSS program to process the data.
6. Coordinate with Richard King, Computer System Manager.
7. Coordinate with Barry Johnson, College Computer Representative.

Appendix 2

The following three pages are an actual survey of the kind used for this project.

EXIT SURVEY

Sponsored by KBYU and Utah Colleges

1. In the Senatorial race who did you just vote for?
    1. Orrin Hatch, Republican
    2. Ted Wilson, Democrat
    3. Someone else
    6. Did not vote for Senator
    8. Do not remember
    9. Prefer not to say

2. Was your choice for senator mostly a vote:
    1. In favor of your candidate
    2. Against his opponents
    3. A random selection
    9. Prefer not to say

3. When did you make your final decision about your vote for senator?
    1. Today
    2. Over the weekend
    3. During the Past week
    4. 2-3 weeks ago
    5. 4-5 weeks ago
    6. Aug-Sept
    7. June/July
    8. before June
    9. Prefer not to say

4. Voters sometimes change their minds about candidates during a political campaign. Who was your original choice for Senator?
    1. Ted Wilson
    2. Orrin Hatch
    3. Another Candidate
    9. Prefer not to say

5B. In the U.S. Representative race who did you just vote for?
    1. Frances Farley, Democrat
    2. Dan Marriott, Republican
    3. Someone else
    6. Did not vote for U.S. Representative
    8. Do not remember
    9. Prefer not to say

6. Was your choice for U.S. Representative mostly a vote:
    1. In favor of your candidate
    2. Against his opponents
    3. A random selection
    9. Prefer not to say

7. Which issues were most important in deciding how you voted today?
    1. Interest rates
    2. Jobs and unemployment
    3. Inflation
    4. Defense spending
    5. Maintaining Ronald Reagan's economic policies
    6. Social Security
    7 . Other

8. In the election today there were four ballot propositions. How much attention did you pay to news and information about these propositions?
    1. A lot
    2. Some
    3. A little
    4. None

9. How did you vote on Proposition 1 in the revenue and taxation article revision?
    1. For
    2. Against
    3. Did not vote on this proposition
    4. Cannot remember how I voted
    9. Prefer not to say

10. What was your most important source of information on Proposition 1?
    1. Television
    2. Radio
    3. Newspaper
    4. Word-of-mouth
    5. Voter Pamphlet
    6. Some other source

8. Didn't pay much attention to the propositions.

11. When did you make your final decision about your vote on Proposition 1?
1. Today
2. Over the weekend
3. During the Past week
4. 2-3 weeks ago
5. More than a month ago
9. Prefer not to say

12. How did you just vote on Proposition 2 regarding compensation and expenses of legislators?
1. For
2. Against
3. Did not vote on this proposition
4. Cannot remember how I voted
9. Prefer not to say

13. How did you just vote on Proposition 3 which would require members of the legislature to continue to reside in their districts during their terms of office?
1. For
2. Against
3. Did not vote on this proposition
4. Cannot remember how I voted
9. Prefer not to say

14. How did you just vote on Proposition 4 which would remove the prohibition against corporate officers, agents or employees from holding office in the town, city or county which granted their business license.
1. For
2. Against
3. Did not vote on this proposition
4. Cannot remember how I voted
9. Prefer not to say

15. Generally speaking do you consider yourself to be:
1. Strong Democrat
2. Not so strong Democrat
3. Independent leaning Democrat
4. Independent
5. Independent leaning Republican
6. Not so strong Republican
7. Strong Republican
8. Other _____
9. Prefer not to say

16. Compared to a year ago, is your family's economic situation:
1. Better today
2. Worse today
3. About the same

17. Were you out of work or laid off at any time during the last 12 months?
1. Yes
2. No

18. During the next year, do you think your family's finances will
1. Get better
2. Get worse
3. Stay the same
8. Don't know

19. Which best describes your employment status?
1. Employed by someone else
2. Self-employed
3. Unemployed
4. Homemaker
5. Student
6. Retired
7. Prefer not to say

20. How worried are you about losing your job in the near future?
1. Very worried
2. Somewhat worried
3. Not very worried

21. On most political matters do you consider yourself:
1. Strongly Conservative
2. Moderately Conservative
3. Neither, Middle of the road
4. Moderately Liberal
5. Strongly Liberal
9. Don't know, No Opinion

22. In general, which do you rely on most for news about politics and current events?
1. Television
2. Newspapers

3. Magazines
4. Radio
5. Other_____

23. How often do you read the newspaper?
1. Everyday
2. A Few times a week
3. Once a week
4. Less than once a week
5. Don't read the newspaper

24. Mark an "X" to show your general attitude toward each of the following people. As of today, what is your impression of:

	Favorable	Unfav-able	Don't Know
A. Walter Mondale	1	3	8
B. Jake Garn	1	3	8
C. Jimmy Cater	1	3	8
D.George Bush	1	3	8
E. Edward Kennedy	1	3	8
F. James Watt	1	3	8
G. Scott Matheson	1	3	8
H. Ronald Regan	1	3	8

25. In your opinion, is it proper for candidates to use their church positions as political qualifications?
1. Yes, it is proper
2. No, it is improper
3. I haven't thought much about this
4. I have no opinion

26. Are you or anyone living in your household a union member?
1. Yes
2. No
3. Prefer not to say

27. What was the last grade in school you attended?
1. Did not graduate from high school?
2. Completed high school
3. Some college but not four years
4. Four years of college or more

28. Do you own the place where you now live, or do you pay rent?
1. Own
2. Rent
3. Live rent-free

29. Was your 1981 family income:
1. Under $10,000
2. $10,000 - $14,999
3. $15,000 - $24,999
4. $25,000 - $50,000
5. Over $50,000

30. What, if any, is your religious preference?
1. Protestant
2. Catholic
3. Mormon
4. Jewish
5. No Preference, no religious affiliation
9. Prefer not to say

31. Do you consider yourself active in the practice of your religious preference?
1. Yes
2. Kind of
3. Not very
8. Not applicable
9. Prefer not to say

32. Are you:
1. Mexican American
2. Black
3. Oriental
4. Caucasian
5. American Indian

33. What year were your born? _____

34. Are you
1. Male
2. Female

Thank You!

Time of Interview_____(Military Time)
Your School _____
County where interview occurred_____

Voting Precinct number_____
Case I.D._____
Respondents Sex_____

Appendix 3
The following are the compiled results for each category in the survey except Voting precinct and Case I.D.

V1 TIME OF INTERVIEW

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
	0.	20	1.1	1.1	1.1
	7.	92	5.0	5.0	6.1
	8.	122	6.7	6.7	12.8
	9	136	7.4	7.4	20.2
	10.	124	6.7	6.7	26.9
	11.	110	6.0	6.0	32.9
	12.	107	5.7	5.7	38.6
	13.	94	5.3	5.3	43.9
	14.	103	5.6	5.6	49.5
	15.	122	6.7	6.7	56.2
	16.	174	9.4	9.4	65.6
	17.	240	13.1	13.1	78.7
	18.	225	12.3	12.3	91.0
	19.	157	8.6	8.6	99.6
	20.	8	0.4	0.4	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

V2 INTERVIEWER'S SCHOOL

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
UTAH ST.	1.	168	9.2	9.2	9.2
WEBER	2.	232	12.6	12.6	21.8
BYU	3.	1208	65.8	65.8	87.6
SNOW	4.	99	5.4	5.4	93.0
CEU	5.	46	2.5	2.5	95.5
SUSC	6.	55	3.0	3.0	98.5
DIXIE	7.	24	1.5	1.5	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

V3 COUNTY WHERE INTERVIEW TOOK PLACE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
BEAVER	1.	18	1.0	1.0	1.0
BOX ELDER	2.	43	2.3	2.3	3.3
CACHE	3.	124	6.8	6.8	10.1
CARBON	4.	33	1.8	1.8	11.9
DAVIS	5.	198	10.8	10.8	22.7
DUSCHENE	6.	20	1.1	1.1	23.8
EMERY	7.	24	1.3	1.3	25.1
IRON	8.	36	1.9	1.9	27.0
MILLARD	9.	14	0.8	0.8	27.9
PIUTE	10.	28	1.5	1.5	29.3
SALT LAKE	11.	753	41.1	41.1	70.4
SANPETE	12.	37	2.0	2.0	72.4
SEVIER	13.	35	1.9	1.9	74.3
TOOELE	14.	31	1.7	1.7	76
UTAH	15.	252	13.7	13.7	89.7
WASATCH	16.	38	2.1	2.1	91.8
WASTHINGTON	17.	28	1.5	1.5	93.3
WEBER	18.	122	6.7	6.7	100
WASATCH	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

V4 SEX OF RESPONDANT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
OTHER	0.	3	0.2	0.2	0.2
MALE	1.	983	53.6	53.6	53.8
FEMALE	2.	848	46.2	46.2	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q1 SEN VOTE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	8	0.4	0.4	0.4
ORIN HATCH	1.	1056	57.6	57.6	58.0
TED WILSON	2.	722	39.4	39.4	97.4
SOMEONE ELSE	3.	10	0.5	0.5	97.9
DIDN'T VOTE	6.	1	0.1	0.1	98.0
PREFER NS	9.	37	2.0	2.0	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q2 WAS IT A VOTE FOR THE CANDIDATE OR AGAINST HIS OPPONENT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	40	2.2	2.2	2.2
IN FAVOR	1.	1421	77.5	77.6	79.7
AGAINST OPP	2.	298	16.2	16.3	96.0
RANDOM	3.	12	0.7	0.7	96.7
PREFER NS	9.	61	3.3	3.3	100.
	6.	2	0.1	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1832			MISSING CASES 2		

Q3 WHEN SEN VOTE DECISION WAS MADE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	13	0.7	0.7	0.7
TODAY	1.	123	6.7	6.7	7.4
OVER WEEKEND	2.	50	2.7	2.7	10.1
DURING PAST WEEK	3.	198	10.8	10.8	20.9
2-3 WEEKS	4.	220	12.0	12.0	32.9
4-5 WEEKS	5.	253	13.8	13.8	46.7
AUG-SEP	6.	219	11.9	11.9	58.6
JUNE-JULY	7.	122	6.7	6.7	65.3
BEFORE JUNE	8.	602	32.8	32.8	98.1
PREFER NS	9.	34	1.9	1.9	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q4 ORIGINAL CHOICE FOR SENATOR

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	15	.08	.08	.08
TED WILSON	1.	689	37.6	37.6	38.4
ORRIN HATCH	2.	1049	57.2	37.6	38.4
ANOTHER	3.	20	1.1	1.1	96.7
PREFER NS	9.	60	3.3	3.3	100.0
	6.	1	0.1	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1833			MISSING CASES 1		

Q5A DISTRICT 1 VOTE FOR CONGRESS

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT

NO RESPONSE	0.	42	2.3	5.9	5.9
JIM HANSEN	1.	400	21.8	56.2	62.1
STEPHEN DIRKS	2.	243	13.2	34.1	96.2
SOMEONE ELSE	3.	1	0.1	0.1	96.3
DID NOT VOTE	6.	4	0.2	0.6	96.9
DON'T REMEMBER	8.	1	0.1	01	97.1
PREFER NS	9.	21	1.1	2.9	100.00
NOT IN DISTRICT	7.	1122	61.2	2.9	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 712			MISSING CASES 1122		

Q5B DISTRICT 2 CONGRESSIONAL VOTE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	28	1.5	4.2	4.2
FRANCIS FARLEY	1.	288	15.7	43.4	47.7
DAN MARRIOTT	2.	331	18.0	49.9	97.6
SOMEONE ELSE	3.	1	0.1	0.2	97.7
DID NOT VOTE	6.	2	0.1	0.3	98.0
DON'T REMEMBER	8.	2	.01	.03	98.3
PREFER NS	9.	11	0.6	1.7	100.0
NOT IN DISTRICT	7.	1171	63.8	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 663			MISSING CASES 1171		

Q5C DISTRICT 3 CONGRESSIONAL VOTE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	37	2.0	6.6	6.6
HANK HUISH	1.	151	8.2	26.8	33.4
HOWARD NIELSON	2.	323	17.6	57.4	90.8
SOMEONE	3.	10	0.5	1.8	92.5
DID NOT VOTE	6.	10	0.5	1.8	94.3
DON'T REMEMBER	8.	7	0.4	1.2	95.6
PREFER NS	9.	25	1.4	4.4	100.0
NOT IN DISTRICT	7.	1271	69.3	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q6 VOTED FOR CANDIDATE OR AGAINST OPPONENT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	58	3.2	3.2	3.2
IN FAVOR	1.	1346	73.4	73.4	76.6
AGAINST OPP	2.	296	16.1	16.1	92.7

RANDOM	3.	57	3.1	3.1	95.9
PREFER NS	9.	76	4.1	4.1	100.0
	6.	1	0.1	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1833			MISSING CASES 1		

Q7 IMPORT ISSUES

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	50	2.7	2.7	2.7
INTEREST RATES	1.	353	19.2	19.2	22.0
JOBS AND UNEMPLOY	2.	474	25.8	25.8	47.8
INFLATION	3.	112	6.1	6.1	53.9
DEFENSE SPEND	4.	37	2.0	2.0	55.9
MAINTAIN REGAIN ECON	5.	636	34.7	34.7	90.6
SOC SECURITY	6.	50	2.7	2.7	93.3
OTHER	7.	122	6.7	6.7	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q8 ATTENTION TO PROPOSITION INFORMATION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	12	0.7	0.7	0.7
A LOT	1.	747	40.7	40.7	41.4
SOME	2.	783	42.7	42.7	84.1
A LITTLE	3.	218	11.9	11.9	96.0
NONE	4.	74	4.0	4.0	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q9 PROP 1 VOTE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	22	1.2	1.2	1.2
FOR	1.	1121	61.1	61.2	62.4
AGAINST	2.	585	31.9	31.9	94.5
DIDN'T VOTE	3.	41	2.2	2.2	96.5
CAN'T REMEMBER	4.	13	0.7	0.7	97.2
PREFER NS	5.	1	0.1	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1833			MISSING CASES 1		

Q10 PROP 1 INFO SOURCE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	285	15.5	15.5	15.5
TELEVISION	1.	368	20.1	20.1	35.6
RADIO	2.	163	8.9	8.9	44.5
NEWSPAPER	3.	425	23.2	23.2	67.7
WORD OF MOUTH	4.	182	9.9	9.9	77.6
VOTER PHAMPLET	5.	245	13.4	13.4	90.9
OTHER SOURCE	6.	109	5.9	5.9	96.9
DIDN'T PAY MUCH ATTN	8.	57	3.1	3.1	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q11 WHEN DECIDED ON PROP 1

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	30	1.6	1.6	1.6
TODAY	1.	348	19.0	19.0	20.6
OVER WEEKEND	2.	258	14.1	14.1	34.7
PAST WEEK	3.	465	25.4	25.4	60.1
2-3 WEEKS	4.	424	23.1	23.1	83.2
MORE THAN MONTH	5.	257	14.0	14.0	97.2
PREFER NS	9.	51	2.8	2.8	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q12 PROP 2 VOTE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	50	2.7	2.7	2.7
FOR	1.	1047	57.1	57.1	59.8
AGAINST	2.	573	31.2	31.2	91.1
NO VOTE	3.	63	3.4	3.4	94.5
DON'T REMEMBER	4.	38	2.1	2.1	96.6
PREFER NS	9.	63	3.4	3.4	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q13 PROP 2 VOTE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT

NO RESPONSE	0.	53	2.9	2.9	2.9
FOR	1.	1387	75.6	75.7	78.6
AGAINST	2.	266	14.5	14.5	93.1
NO VOTE	3.	53	2.9	2.9	96.0
DON'T REMEMBER	4.	15	0.8	0.8	96.8
PREFER NS	9	59	3.2	3.2	100.0
	7.	1	0.1	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1833			MISSING CASES 1		

Q14 PROP 4 VOTE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	61	3.3	3.3	3.3
FOR	1.	1010	55.1	55.1	58.5
AGAINST	2.	564	30.8	30.8	89.2
NO VOTE	3.	103	5.6	5.6	94.9
DON'T REMEMBER	4.	34	1.9	1.9	96.7
PREFER NS	9	60	3.3	3.3	100.0
	7.	2	0.1	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1832			MISSING CASES 2		

Q15 PARTY ID

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	44	2.4	2.4	2.4
S DEMOCRAT	1.	274	14.9	14.9	17.3
NOT S DEMO	2.	75	4.1	4.1	21.4
IND DEMO	3.	198	10.8	10.8	32.2
IND	4.	170	9.3	9.3	41.5
IND REPUB	5.	324	17.7	17.7	59.2
NOT S REPUB	6.	163	8.9	8.9	68.0
S REPUB	7.	477	26.0	26.0	94.1
OTHER	8.	51	2.8	2.8	96.8
PREFER NS	9	58	3.2	3.2	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q16 ECON SITUATION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	40	2.2	2.2	2.2
BETTER	1.	466	26.5	26.5	28.7

WORSE	2.	525	28.6	28.6	57.3
SAME	3.	783	42.7	42.7	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q17 UNEMPLOYED

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	9661	5.2	5.2	5.2
YES	1.	326	17.8	17.8	23.1
NO	2.	1407	76.7	76.9	100.0
	9.	5	0.3	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1829			MISSING CASES 5		

Q18 FUTURE FAMILY FINANCE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	61	3.3	3.3	3.3
FOR	1.	1010	55.1	55.1	58.5
AGAINST	2.	564	30.8	30.8	89.2
NO VOTE	3.	103	5.6	5.6	94.9
DON’T REMEMBER	4.	34	1.9	1.9	96.7
PREFER NS	9	60	3.3	3.3	100.0
	7.	2	0.1	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1833			MISSING CASES 1		

Q19 EMPLOYMENT STATUS

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	110	6.0	6.0	6.0
EMP-SOMEONE ELSE	1.	862	47.0	47	53
SELF-EMP	2.	238	13	13	66
UNEMP	3.	81	4.4	4.4	70.4
HOMEMAKER	4.	224	12.2	12.2	82.7
STUDENT	5.	69	3.8	3.8	86.4
RETIRED	6.	238	13	13	99.4
PREFER NS	9.	11	.6	.6	100
	8	1	.1	Missing	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1833			MISSING CASES 1		

Q20 JOB LOSS IN FUTURE

CATEGORY LABEL	CODE	ABSOLUTE	RELATIVE	ADJUSTED	CUM FREQ

		FREQ	FREQ (PCT)	FREQ (PCT)	(PCT
NO RESPONSE	0.	186	10.1	10.1	10.1
VERY WORRIED	1.	107	5.8	5.8	16
SOMEWHAT WORRIED	2.	312	17	17	33
NOT VERY WORRIED	3.	1228	67	67	100
DON'T REMEMBER	6	1	.1	Missing	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1831			MISSING CASES 1		

Q21 IDEOLOGY

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	48	2.6	2.6	2.6
S CONS	1.	278	15.2	15.2	17.8
MOD CONS	2.	773	42.1	42.1	59.9
NEITHER	3.	363	19.8	19.8	79.7
MOD LIBERAL	4.	197	10.7	10.7	90.5
S LIBERAL	5.	45	2.5	2.5	92.9
DON'T KNOW	9	130	7.1	7.1	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q22 NEWS SOURCE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	492	26.8	26.8	26.8
TELEVISION	1.	701	38.2	38.2	65
NEWSPAPER	2.	427	23.3	23.3	88.5
MAGAZINES	3.	52	2.8	2.8	91.2
RADIO	4.	89	4.9	4.9	96
OTHER	5.	75	4	4	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q23 NEWSPAPER READING

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0.	42	2.3	2.3	2.3
EVERYDAY	1.	1123	61.2	61.3	63.6
FEW TIMES	2.	346	18.9	18.9	82.5
ONCE A WEEK	3.	145	7.9	7.9	90.4
LESS THAN ONCE	4.	101	5.5	5.5	95.9
DON'T READ	9	75	4.1	4.1	100.0
	8	2	.1	Missing	100.0

	TOTAL	1834	100.0	100.0	
VALID CASES 1832			MISSING CASES 2		

Q24A MONDALE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	164	10	10	10
FAVORABLE	1	534	29.1	29.1	39.1
UNFAVORABLE	3	614	33.5	33.5	72.6
DON'T KNOW	8	502	27.4	27.4	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q24B GARN

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	131	7.1	7.1	7.1
FAVORABLE	1	1190	64.9	64.9	72.0
UNFAVORABLE	3	402	21.9	21.9	93.9
DON'T KNOW	8	111	6.1	6.1	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q24C CARTER

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	155	8.5	8.5	8.5
FAVORABLE	1	460	25.1	25.1	33.5
UNFAVORABLE	1048	57.1	57.1	90.7	93.9
DON'T KNOW	8	171	9.3	9.3	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q24D BUSH

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	207	11.3	11.3	11.3
FAVORABLE	1	797	43.5	43.5	54.7
UNFAVORABLE	3	476	26	26	80.7
DON'T KNOW	8	354	19.3	19.3	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q24E KENNEDY

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	146	8	8	8
FAVORABLE	1	402	21.9	21.9	29.9
UNFAVORABLE	3	1133	61.8	61.8	91.7
DON'T KNOW	8	153	8.3	8.3	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q24F WATT

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	215	11.7	11.7	11.7
FAVORABLE	1	507	27.6	27.6	39.4
UNFAVORABLE	3	727	39.6	39.6	79
DON'T KNOW	8	385	21.0	21	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q24G MATHESON

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	123	6.7	6.7	6.7
FAVORABLE	1	1280	69.8	69.8	69.8
UNFAVORABLE	3	331	18	18	94.5
DON'T KNOW	8	100	5.5	5.5	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q24H REAGAN

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	106	5.8	5.8	5.8
FAVORABLE	1	1222	66.6	66.7	72.5
UNFAVORABLE	3	422	23	23	95.5
DON'T KNOW	8	82	4.5	4.5	100
	2	2	.1	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1832			MISSING CASES 2		

Q25 USE CHURCH POSITION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT

NO RESPONSE	0	45	2.5	2.5	2.5
YES	1	195	10.6	10.6	13.1
NO	2	1452	79.2	79.2	92.3
HAVEN'T THOUGHT	3	104	5.5	5.5	97.8
NO OPINION	8	41	2.2	2.2	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q26 UNION MEMBER

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	40	2.2	2.2	2.2
YES	1	398	21.7	21.7	23.9
NO	2	1371	74.8	74.8	98.6
PREFER NS	9	25	1.4	1.4	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q27 EDUCATION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	56	3.1	3.1	3.1
NO GRAD HS	1	123	6.7	6.7	9.8
COMPL HS	2	422	23	23	32.8
SOME COLLEGE	3	681	37.1	37.2	69.9
FOUR YEAR COLLEGE	4	551	30	30.1	100
	9	1	.1	Missing	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q28 RENT OR OWN

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	45	2.5	2.5	2.5
OWN	1	1385	75.5	75.6	78
RENT	2	292	15.9	15.9	93.9
LIVE RENT FREE	3	111	6.1	6.1	100
	4	1	.1	Missing	100.0
	TOTAL	1834	100.0	100.0	
VALID CASES 1833			MISSING CASES 1		

Q29 INCOME

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT

NO RESPONSE	0	93	5.1	5.1	5.1
UNDER $10,000	1	240	13.1	13.1	18.2
$10,000-$14,999	2	254	13.8	13.8	32
$15,000-$24,999	3	582	31.7	31.7	63.7
$25,000-$50,000	4	545	29.7	29.7	93.5
OVER $50,000	5	120	6.5	6.5	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q30 RELIGION

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	39	2.1	2.1	2.1
PROTESTANT	1	157	8.6	8.6	10.7
CATHOLIC	2	120	6.5	6.5	17.2
MORMON	3	1332	72.6	72.6	89.9
JEW	4	9	.5	.5	90.3
NO PREF-NO AFF	5	122	6.7	6.7	97
PREFER NS	9	55	3	3	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q31 RELIGIOUS ACTIVITY

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	38	2.1	2.1	2.1
YES	1	1218	66.4	66.4	66.5
KIND OF	2	179	9.8	9.8	78.5
NOT VERY	3	525	13.7	13.7	92
NOT APPLICABLE	8	94	5.1	5.1	97.2
PREFER NS	9	52	2.8	2.8	100
	4	1	.1	Missing	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1833			MISSING CASES 1		

Q32 RACE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	75	4.1	4.1	4.1
MEX-AMER	1	43	2.3	2.3	6.4
BLACK	2	5	.3	.3	6.7
ORIENTAL	3	11	.6	.6	7.5
WHITE	4	1688	92	92	99.3
AMER-INDIAN	5	12	.7	.7	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q33 AGE

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	181	9.9	9.9	9.9
18-24	1	205	11.2	11.2	21
25-34	2	442	24.1	24.1	45.1
35-44	3	336	18.3	18.3	63.5
45-50	4	284	15.5	15.5	79
55-64	5	208	11.3	11.3	90.5
65+	6	178	9.7	9.7	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

Q34 SEX2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
NO RESPONSE	0	2	.1	.1	.1
MALE	1	979	53.4	53.4	53.5
FEMALE	2	853	46.5	46.5	100
	TOTAL	1834	100.0	100.0	
VALID CASES 1834			MISSING CASES 0		

V7 QUES 7 ANSWER 2

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
JOBS UNEMPLOYMENT	2	214	11.7	41.1	41.1
INFLATION	3	139	7.6	26.7	67.8
DEFENSE SPENDING	4	48	2.6	9.2	77
RR ECON POL	5	49	2.7	9.4	86.4
SOCIAL SECURITY	6	55	3	10.6	96.9
OTHER	7	16	.9	3.1	100
NO RESPONSE	0	1313	71.6	Missing	100
	TOTAL	1834	100.0	100.0	
VALID CASES 540			MISSING CASES 1294		

V8 QUES 7 ANSWER 3

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
INFLATION	3	159	8.7	46.5	46.5
DEFENSE SPENDING	4	35	1.9	10.2	56.7
RR ECON POL	5	66	3.6	19.3	76
SOCIAL SECURITY	6	71	3.9	20.8	96.8

OTHER	7	11	.6	3.2	100
NO RESPONSE	0	1492	8134	Missing	100
	TOTAL	1834	100.0	100.0	
VALID CASES 358			MISSING CASES 1476		

V9 QUES 7 ANSWER 4

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
DEFENSE SPENDING	4	79	4.3	47.6	47.6
RR ECON POL	5	35	1.9	21.1	68.7
SOCIAL SECURITY	6	43	2.3	25.9	94.6
OTHER	7	9	.5	5.4	100
NO RESPONSE	0	1668	90.9	Missing	100
	TOTAL	1834	100.0	100.0	
VALID CASES 173			MISSING CASES 1661		

V10 QUES 7 ANSWER 5

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
RR ECON POL	5	48	2.5	59	59
SOCIAL SECURITY	6	30	1.6	38.5	97.4
OTHER	7	2	.1	2.6	100
NO RESPONSE	0	1756	95.7	Missing	100
	TOTAL	1834	100.0	100.0	
VALID CASES 84			MISSING CASES 1750		

V11 QUES 7 ANSWER 6

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
SOCIAL SECURITY	6	36	2	87.8	87.6
OTHER	7	5	.3	12.2	100
NO RESPONSE	0	1793	97.8	Missing	100
	TOTAL	1834	100.0	100.0	
VALID CASES 44			MISSING CASES 1790		

V12 QUES 7 ANSWER 7

CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT
OTHER	7	12	.7	100	100
NO RESPONSE	0	1822	99.3	Missing	100
	TOTAL	1834	100.0	100.0	
VALID CASES 12			MISSING CASES 1822		

Appendix 4

The following page is a reproduction of the outline used for the creation of the instructional video-tape used in the student training programs.

Dr. David Magleby

INTERVIEWER TRAINING VIDEO TAPE

Script	Time	Visuals	Character Generator
1. Introduce Poll	3 min		
2. Sampling	5 min	Maps of Utah	Registration Data
3. Question wording	5 min		"Kinds of Questions" "Question Wording Problems" "Sequence of Questions"
4. Interviewing	27 min	CBS Ballot	INCREASING RESPONDENTS RECEPTIVENESS 1. The respondent needs to feel that his acquaintance with the interviewer will be pleasant and satisfying. 2. The respondent needs to see the survey as important and worthwhile 3. Barriers to the interview in the respondents mind need to be overcome. INTRODUCTORY PROCEDURES 1. Tell the respondent who you are and whom you represent. 2. Tell the respondent what you are doing. 3. Tell how the respondent was chosen. 4. Use respondent letters and clippings. 5. Introductions should be brief. 6. Adopt your approach to the situation 7. "Rapport" is your goal.
5. Data Transmission	5 min	Terminal IBM Coding Sheet	"In Utah County-378-4722" "In Salt Lake County-532-6065" "All other counties-1-800-662-3600
6. Computing	5 min	Printout	
7. Analysis	5 min.		

Appendix 5

The following two pages are reproductions of the instruction sheets given to the telephone operators. The actual procedures followed the day of the poll were somewhat different given the breakdown in the phone system (see text).

Operator Instruction

1. TWO TYPES OF CALLS WILL BE RECEIVED:
    A. From the Utah and Salt Lake Counties
        When these type of calls are received simply record the information as you have been instructed by Sam.
    B. From all other outlying Counties
        When these calls come through write down the pollster's NAME, PHONE NUMBER from where he is calling, AND COUNTY. Then CALL HIM BACK by first dialing 84 – waiting for a tone, then dialing 77164, waiting for another tone then, dialing 1-801 plus the number the pollster gave you. At times after you have done this a THIRD tone will sound. This simply means that the computer is tied up – DON"T HANG UP – the computer will dial your number shortly.
        84-77164-1-801-[number]
2. PROCEDURE FOR RECORDING THE DATA:
-- Ask the pollster what county he is in.
-- If the pollster calls from outside UTAH or SALT LAKE COUNTIES follow the procedure entitle "From all other outlying counties."
-- Then record the following information on your sheet:

WHAT WAS THE TIME OF INTERVIEW? [1-2]
WHAT IS YOUR SCHOOL? [3]
WHAT COUNTY ARE YOU IN? [4-5]
WHAT IS THE CASE ID NUMBER (ask only for the last FOUR digits)? [9-12]
WHAT WAS THE RESPONDENTS SEX? (male=1 female =2) [13]

Now ask for the pollster to look in the BOTTOM RIGHT-HAND CORNER of question 1 page 1 and read the number in brackets (it should be "14") and then ask for the response for that question (on this particular question it should be "1, 2, 3, 6, 8 or 9").

From then on the pollster only has to read the column number (in brackets) and then the number that corresponds to the response that the voter gave.

IMPORTANT!!!
If the voters failed to answer a particular question then this MUST BE recorded on your sheet as a "0".

--non-applicable columns (ask Sam about these) are recorded as a "7"

****

3. MILITARY TIME IS RECORDED IN THE FOLLOWING WAY:

8:00 AM to 8:30 AM	08
8:31 AM to 9:30 AM	09
9:31 AM to 10:30 AM	10
10:31 AM to 11:30 AM	11

11:31 AM to 12:30 PM	12
12:31 PM to 1:30 PM	13
1:31 PM to 2:30 PM	14
2:31 PM to 3:30 PM	15
3:31 PM to 4:30 PM	16
4:31 PM to 5:30 PM	17
5:31 PM to 6:30 PM	18
6:31 PM to 7:30 PM	19
7:31 PM to 8:30 PM	20

4. SCHOOL CODES

USU (Utah State)	1
Weber	2
BYU	3
Snow	4
CEU (College of Eastern Utah)	5
SUSC (Southern Utah State College)	6
Dixie	7

5. COUNTY CODES

Beaver	01
Box Elder	02
Cache	03
Carbon	04
Davis	05
Duchesne	06
Emery	07
Iron	08
Millard	09
Piute	10
Salt Lake	11
Sanpete	12
Sevier	13
Tooele	14
Utah	15
Wasatch	16
Washington	17
Weber	18

Appendix 6

The following page is a reproduction of the instruction sheet given to the data input personnel on the day of the poll.

To all terminal operators (KBYU POLL)

November 2, 1982

Be very careful not to skip lines of input. This was the most common error made during the practice.

EDT: If you want to use the 10 key on the side of the keyboard, after entering EDT, with the * appears, type "I", then a carriage return. In this mode of the editor the arrows may not be used. You can only delete characters on the line on which you are typing. If you notice a mistake on a previous line, finish imputing the entire file anyway. When you finish the file, hit "<CTRL>Z" and an * will appear. Type "C", then a carriage return, and you will be able to see the whole file and make corrections using the arrows and delete key.

If you want to use the window editor, remember that after you've entered EDT and the * appears hit "C" then return. With this editor only the numbers across the top of the keyboard can be used. Do not use the ones on the side!! (Or else you'll end up with a big mess).

When you finish your file, if there are no proofreaders, turn to the person next to you (whether he or she is inputting or not) and have him/her read off the data you have just input while you check for errors.

When you finish the file, to exit and save it type "<CTRL>Z" then "EX".

When you are finished working and are ready to leave, if there is no one to take your place yet, type "CPU 555" then a carriage return, so that the terminal will stay on line. Then you're ready to leave.

Thanks for you help,

"The Management"

Appendix 7

The following page is a reproduction of a single page of the format developed by Dr. Devey to list all the precincts their addresses, the beginning “n”, and the sampling “n”.

COUNTY	PRECINCT	#1	#3	#4	#7	ADDRESS
1st congressional district						
WEBER	OGDEN 77	182	7	10	10	771 DARLING-MARGARIT HUGHES RES
WEBER	PL VW 4	262	13	14	14	3770 N 800 W
WEBER	OGDEN 112	236	4	8	8	1413 N JEFFERSON-JEANETTE ANDERSON RES
WEBER	S OGDEN 6	45	4	6	6	1257 E 3075 N
WEBER	ROY 14	301	2	6	6	5125 S 2150 W STOVER RES
WEBER	OGDEN 24	94	1	7	7	168 W MOND ST – MORRIS RES
WEBER	S OGDEN 14	354	2	9	9	791 LAVINA DR
WEBER	ODGEN 46	132	2	9	9	1021 20TH - THOMAS RES
WEBER	WA TERR 10	392	3	7	7	452 w 5300 s
DAVIS	KAYSVILLE 9	1309	9	14	14	1065 THORNFIELD ROAD–MORGAN ELE SCHOOL
DAVIS	LAYTON 19	1219	4	9	9	1100 w 200 N – NORTH LAYTON JR. HIGH SCHOOL
DAVIS	BOUNTIFUL 1	101	3	14	14	1915 S ORCHARD DR – FIRST BAPTIST CHURCH
DAVIS	BOUNTIFUL 34	134	11	13	13	695 n 200 w – MEADOWBROOK ELE SCHOOL
DAVIS	BOUNTIFUL 18	118	3	9	9	340 w 650 S WASHINGTON ELE SCHOOL
DAVIS	SYRACUSE 2	302	5	5	5	COOK ELE SCHOOL
DAVIS	CLINTON 1	501	14	18	18	1101 W 1800 N CLINTON ELE SCHOOL
DAVIS	FARMINGON 3	703	9	13	13	801 SHEPARD LANE KNOWLTON ELE SCHOOL
DAVIS	LAYTON 2	2102	6	14	14	440 WASATCH DR LAYTON HIGH SCHOOL
CACHE	LOGAN 13	213	6	11	11	HILLCREST SCH 960 N 1400 E
CACHE	SMITHFIELD 2	127	3	14	14	AMERICAN LEGION HALL
CACHE	HYDE PARK	108	16	16	16	CITY OFFICE
TOOELE	TOOELE CITY	12	6	13	13	745 STNASBURG ABE 9ABOUT 350 N 700 E)
TOOELE	DUGWAY	28	11	16	16	DUGWAY FIRE STATION
WASHINGTON	VEYO	33	6	9	9	12791 N HWY 18 BOWLER
WASHINGTON	ST GEORGE	13	7	11	11	632 N PICTURESQUE DR
IRON	CEDAR CITY 5	13	13	14	14	499 W 400 S SOUTH ELE SCHOOL
IRON	CEDAR CITY 17	25	11	12	12	1840 W HARDING ZION BAPTIST CHURCH
PIUTE	MARYSVILLE	1	10	11	11	MARYSVILLE TOWN HALL

Appendix 8

The following page is a reproduction of a single page, in the format developed by Mr. Monsivais to sort the names of all the volunteers by whether they were available all day, whether they had a car, and whether they were willing to drive to another county. The numbers to the right of each name indicate these categories in addition to the first three numbers indicating which pollster group they would belong too. There were both alphabetical and numerical printouts produced.

033021	GLENN, MELANIE	377-2893
052131	GOLEBIOWSKI, FRED	375-6282
035121	GUTHRIE, CHARLES	375-5003
024121	HANKS, JEANNIE	375-5003
013021	HANSEN, STEVE	225-8753
055131	HARKER, PETER (BASTIAN, DAVID)	377-7473
000101	HART, DAVID	373-2746
060021	HAWKINS, BRUCE	374-9232
002171	HAYS, FRANK	375-6269
060121	HEARD, MEG	375-6723
019021	HEFLEBOWER, TISH	374-6408
008161	HELLEWELL, DAVID	377-4032
047031	HIMES, BRUCE	377-6112
023021	HIRASHIMA, STEVE	Xxxxxxx
000000	HOAG, RUSS (AFTER 8:30)	375-0888
000000	HOAG, THOMAS, (AFTER 8:30)	375-0888
012021	HOFFMAN, CURTIS	374-8247
012121	HOFFMAN, PAUL	374-8247
048031	ILI, COOK	375-7633
000031	JACKSON, BRYAN	373-3609
002071	JACKSON, DAVID	377-3517 (377-4548)
071021	JAMES, SUSAN	375-4173
030021	JONES, CHERE	Call Information
000130	KAM, MIKE (CLASS 2-5)	374-8068
000130	KENNEDY, JAMET (9-2, 3+)	374-8148
038121	KERR, STERLING	375-1894
000130	KILLIAN, ROB (CAN'T POLL 5-6:30)	375-4286
013121	KLEIN, ED	374-5480
004151	LAMBRECHTSEN, FRANS	226-7068
004051	LAMBRECHTSEN, MRS.	226-7068
034121	LAMOUREUX, CHRISTOPHER	373-7597
000130	LO, KACHIN (BEOFRE 6PM)	377-7597
058120	LOVELAND, VON (7-11, 3+)	373-5066
001111	LUNT, DAVID	373-3241
049031	LYTLE, ROB	377-9759
026021	MALM, KAREN	375-1232
000130	MANSON, CHRIS (HAS 8:30 CLASS & NEEDS TO VOTE)	No Phone
044121	MARLER, JAREN	No Phone
044021	MARLER, KAREN	No Phone
000131	MARLEY, PATRICK	375-2262
000130	MASON, MAURICE (CLASS 11-1)	225-7781
051131	MCKINLEY, HARRY	225-8089 (375-4032)
002171	MCNEILL, JEFF	377-4548
048131	MCNIEL, ALBERT	346-5534
009021	MICKEL, RICHARD	375-3348
026121	MILLER, GENE	377-7627
038021	MINOR, SHERI	375-4055
015021	MINOR, RICH	375-4834
059130	MOORE, CARRIE (AFTER 1)	377-8530
031021	MOORE, NANCY	373-2864
050131	NIELSEN, SHERI	373-7103
000030	NIELSON, CLARK (AFTER 4 PM)	375-8525
001111	NIELSON, TOM	225-1557
000031	NIMMER, RON	377-7998
015121	PAYNE, BRUCE	374-1590
025021	PEPERONE, BILL	374-0224
057031	PEPPERDINE, DONNA	377-9344
005141	PETTITT, KYLE	373-7685
000000	POWELL, SHAUNA (CAN WORK 10-5)	374-2260

Appendix 9

The following two pages are a reproduction of an instruction sheet included in very package of surveys going into the field.

2912 Precinct
Salt Lake County
2 District

October 29, 1982

To the Interviewers:

Thank you for your participation in the field work of this survey. Your work is crucial to the success of the project. In order to maintain the integrity of poll, the following steps must be followed without deviation. Please pay careful attention.

1. Be sure to be at the above location and ready to start working at 7 a.m. on November 2, 1982. Before the polls open, identify yourself to the polling officials and explain your purpose. The location of precinct 2912 is
   2930 S 200 E, SLC
2. Remember to dress appropriately. Your attire should no call special attention to you. Dress nicely but not formally. You should also have on hand pencils, phone money, and clipboards.
3. Your first interview will be with the 6 person to exit the poll.
4. Begin counting from that person and, for the rest of the day, interview every #13 person who exits the polling location. (Your count must include people who leave the polling location while you are interviewing.)
5. If you can definitely determine that a person leaving the poll is not a voter, exclude that person from your count.
6. If you begin interviewing a person who has not just voted, then terminate your interview and being your count again. Do not attempt to make up for this loss by interviewing the next person. Rather, begin your counting as though the interview was a success. (For future reference, keep a separate tally of the number of refusal, non-voters, etc.)
7. The total sample size we are expecting requires that you contact every #13 person throughout the entire day, following the initial interview. You must continue this system until the polls close at 8:00 p.m.
8. We recognize that there may be slow periods throughout the day, but we depend upon your complete diligence nonetheless. In most cases you will be working in pairs, so you may work out some shift-splitting during the slower periods. However, you must both be back on duty by about 4:00 p.m. when we expect the load to pick up.
9. Your times to call in you data are 10:00, 12:30, 2:30, 5:30, After finished
   The toll free numbers are:
   Salt Lake Country – 532-6065
   Utah Country – 378-4722
   All other counties – 1-800-662-3600
10. The completed questionnaires MUST BE KEPT. You should put them in a secure place and return them to you faculty advisor on election day or the following morning. We need the original questionnaires in order to do further research.
11. You should direct all problems first to the field of University supervisors. You should not call polling headquarters directly about difficulties unless you are unable to contact your immediate faculty supervisor.

12. We would suggest your approach be this:

> Hello, my name is _____. I am a student at _____ University/College. Students from most of Utah's colleges are conducting a voters survey today. This precinct, and you as a voter, have been chosen at random. We would very much appreciate you filling out this form – all information is confidential. Thank you.

We again thank you for your help in conducting this survey.

Sincerely,

Howard B. Christensen, Consultant
Center for Statistical Research
Brigham Young University

David B. Magleby, Asst. Professor
Department of Political Science
Brigham Young University

Appendix 10

This appendix contains:

1. A letter to the instructors assisting in the project,

2. A letter of introduction that was included in every survey packet,

3. A reproduction of a badge given to all of the participants for identification purposes.

October 26, 1982

Dear Professor:

Enclosed is a copy of the interviewer training video tape we prepared last Friday. It will introduce the students to the project and help them in conducting the interviews. Pleas reinforce the following points after the video is shown:

Administration on the Questionnaire.
--Students must follow the sampling instructions and interview every Nth person. (The information as the the "Nth" person is forthcoming)
--Students should not interpret or explain questions, except to restate them as given in the questionnaire.
--Students must go to the precinct to which they are assigned and to no other.
--With the questionnaire packets will be a set of times in which they should call in the data during the day. For the data transmission to work smoothly they should call at these times. The toll free numbers are:

Salt Lake County – 532-8065
Utah County—378-4722
All other counties—1-800-862-3600

--Students should direct all problems first to the field or university supervisors. They should not call polling headquarters directly about difficulties unless they are unable to contact their immediate supervisor
--Students should explain to polling officials their purpose.
--Students must arrive at the precincts when they open and stay at their assigned precinct until it closes or they are relived. They should not simply leave the polling place.
--Remind them about appropriate dress.
--There should be at least 2 students at each assigned precinct in order that one may check the other's count, get food, and call polling headquarters.
--The completed questionnaires MUST BE KEPT. The students should put them in a secure place and return them to you on Election Day or the following morning. We need the original questionnaires in order to do further research.
--Students should have on hand pencils, phone money, and clipboards.
--Students should take along coats and umbrellas in case of adverse weather conditions.
--On the reverse side of each questionnaire will be the following information:

"For Student Interviewer

Time of Interview	[2]
Your School	[3]
County where Interview Occurred	[4-5]
Voting Precinct Number	[6-8]
Case Identification Number	[9-12]
Respondents Sex	[13]"

The students will fill out this information immediately following the interview. Then they phone polling headquarters this will be the first piece of information transmitted.

--Students must speak slowly and clearly when transmitting the data by telephone to the B.Y.U. Operators.

1. The questionnaires will arrive at your home address on Saturday October 30. Please phone us at any of these numbers: 378-5462, 378-3214, or 378-3423 to give us your address.
2. WE HAVE DECIDED THAT ALL QUESTIONS WILL BE COMPLETED SILENTLY BY THE RESPONDENT.
3. An organizational chart explaining lines of authority and general procedures of the poll has been attached for your information.
4. We have also attached a Xerox copy of the ICPSR interviewer instructions as an aid to you in answering questions about the exit poll procedure.
5. When students pick up their ballot packets there will be an identification name tag for them to wear at the voting precinct. Name tags should have the student's names TYPED on them in order to lend credibility to the operation.
6. Students need to be at the assigned precinct when it opens. PLEASE check on the opening and closing times for the area over which you are responsible.
7. When the students have returned all the questionnaires, please return them via UPS as soon as possible.
8. Precinct assignments will be sent with the questionnaires on Saturday.
9. For any students who are driving, we need a list of their names, insurance policy numbers, and limitations of their liability insurance.

You may want to check into the field trip insurance policy that your institution might have. For instance, BYU has a policy which for 35 cents a day will provide $10,000 worth of coverage. However, this only applies to BYU students and cannot be extended to non-BYU students.

(Also included in the letter was the list of participating schools found on page 2).

Brigham Young University
Department of Political Science

Dear Utah Voter:

In election precincts throughout Utah, college students will be asking randomly selected voters to take a few minutes of their time so that we can better understand elections and voting. Elections are essential to democracy. Our ability to understand how elections work is dependent upon the cooperation of persons like yourself in completing this brief questionnaire.

We can promise you complete confidentiality. In fact, we don't know your name or anything about you. Because you, as well as your precinct, have been randomly selected, we very much need your opinions to keep our sample as scientific as possible. We think you will find the questions interesting and you may want to watch the election coverage on Channel 11 tonight where the overall results will be reported.

If you have any questions or concerns about this survey, feel free to contact:

Weber State College
Professor Rod Julander
Department of Political Science
Ogden, Utah
626-6694

Utah State University
Professor Peter Galderisi
Department of Political Science
Logan, Utah
750-1306

Southern Utah State College
Professor Craig Jones
Cedar City, Utah
586-7868

Dixie College
Professor Bob Slack
Department of Human and Social Sciences
St. George, Utah
673-4811

College of Eastern Utah
Professor Michael Peterson
Division of Human and Social Sciences
Price, Utah
637-2180

Snow College
Professor Ralph Branchley
Social Sciences
Ephraim, Utah
283-4021

On behalf of the nearly 300 students from seven colleges and universities who are conducting this poll, I would like to thank you for your cooperation.

Sincerely,

David B. Magleby
Assistant Professor

EXIT SURVEY

KBYU and Utah Colleges

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