

For Office Use Only

SURVEYS OF CONSUMERS



The University of Michigan
Survey Research Center
Institute for Social Research
Ann Arbor, MI 48106

QUESTIONNAIRE

1. Coversheet ID #'s:

2				
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REINTERVIEW

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RDD ID NUMBER

2.

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 RESPONDENT'S
AREA CODE

3. Interviewer's ID No. _____

4. Date IW Began _____

5. Date IW Completed _____

6. Length of IW _____ (Minutes)

7. Length of Edit _____ (Minutes)

8. Supervisor's ID No. _____

9. Coders' ID No. _____

11. INTERVIEWER CHECKPOINT:

COMPLETE:

- 1. IW COMPLETED WITH NO INTERRUPTION REQUIRING CALLBACK
- 2. IW COMPLETED WITH ONE OR MORE INTERRUPTIONS REQUIRING CALLBACK

PARTIAL:

- 3. BREAKOFF BEFORE SECTION C
- 4. BREAKOFF DURING SECTION C
- 5. BREAKOFF AFTER SECTION C

12. INTERVIEWER CHECKPOINT:

- 1. COVERSHEET IS RDD
- 2. COVERSHEET IS RECONTACT

13. INTERVIEWER CHECKPOINT:

INTERVIEW LANGUAGE:

- 1. ENGLISH
- 2. SPANISH

THE FOLLOWING STATEMENT MUST BE READ TO ALL RESPONDENTS:

This interview is confidential and completely voluntary--if we should come to any question that you don't want to answer, just let me know and we'll go on to the next question.

SECTION A

A1. EXACT TIME NOW: _____

A2. We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

1. BETTER NOW

3. SAME

5. WORSE

8. DON'T KNOW

A2a. Why do you say so? (Are there any other reasons?) _____

A3. Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?

1. WILL BE
BETTER OFF

3. SAME

5. WILL BE
WORSE OFF

8. DON'T KNOW

A4. Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times, or what?

1. GOOD TIMES

2. GOOD WITH QUALIFICATIONS

3. PRO-CON

4. BAD WITH QUALIFICATIONS

5. BAD TIMES

8. DON'T KNOW

A5. Would you say that at the present time business conditions are better or worse than they were a year ago?

1. BETTER NOW

3. ABOUT THE SAME

5. WORSE NOW

2

A6. During the last few months, have you heard of any favorable or unfavorable changes in business conditions?

YES

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*
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▽

NO; HAVEN'T HEARD

GO TO A7

A6a. What did you hear? (Have you heard of any other favorable or unfavorable changes in business conditions?)

IF NOT CLEAR WHETHER A CHANGE IS FAVORABLE OR UNFAVORABLE, PROBE: "Would (MENTION CHANGE) be favorable or unfavorable?" AND NOTE "FAVORABLE" OR "UNFAVORABLE."

A7. And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?

1. BETTER A YEAR FROM NOW

3. ABOUT THE SAME

5. WORSE A YEAR FROM NOW

- A8. Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?

IF R ANSWERS IN COMPARATIVE TERMS, I.E., "BETTER," "WORSE," OR "SAME," PROBE: "Would that be good times or bad times?"

- A9. As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?

1. GOOD JOB

3. ONLY FAIR

5. POOR JOB

8. DON'T KNOW

- A10. How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?

1. MORE UNEMPLOYMENT

3. ABOUT THE SAME

5. LESS UNEMPLOYMENT

- A11. No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?

1. GO UP

3. STAY THE SAME

5. GO DOWN

8. DON'T KNOW

A12. During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?

1. GO UP	STAY THE SAME	5. GO DOWN	8. DON'T KNOW
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NEXT PAGE, A13

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A12a. Do you mean that prices will go up at the same rate as now, or that prices in general will not go up during the next 12 months?

2. GO UP	3. WILL NOT GO UP
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NEXT PAGE, A13

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A12b. By about what percent do you expect prices to go (up/down) on the average, during the next 12 months?
(USE PROBE BELOW IF ANSWER IS GREATER THAN 5%)

_____ PERCENT

DON'T KNOW

NEXT PAGE, A13

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A12c. (AFTER A DON'T KNOW RESPONSE IS PROBED, IF R SAYS, "I DON'T KNOW", USE THE FOLLOWING PROBE:)
(USE PROBE BELOW IF ANSWER IS GREATER THAN 5%)

How many cents on the dollar do you expect prices to go (up/down) on the average, during the next 12 months?

_____ CENTS ON DOLLAR

98. DON'T KNOW

IF R GIVES AN ANSWER THAT IS GREATER THAN 5%, PLEASE PROBE WITH:

"Let me make sure I have that correct. You said that you expect prices to go (up/down) during the next 12 months by (X) percent. Is that correct?"

A13. What about the outlook for prices over the next 5 to 10 years? Do you think prices will be higher, about the same, or lower, 5 to 10 years from now?

1. HIGHER	STAY THE SAME	5. LOWER	8. DON'T KNOW
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NEXT PAGE, A14

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A13a. Do you mean that prices will go up at the same rate as now, or that prices in general will not go up during the next 5 to 10 years?

2. GO UP	3. WILL NOT GO UP
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NEXT PAGE, A14

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A13b. By about what percent per year do you expect prices to go (up/down) on the average, during the next 5 to 10 years? (USE PROBE BELOW IF ANSWER IS GREATER THAN 5%)

_____ PERCENT DON'T KNOW

NEXT PAGE, A14

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A13c. (AFTER A DON'T KNOW RESPONSE IS PROBED, IF R SAYS, "I DON'T KNOW", USE THE FOLLOWING PROBE:) (USE PROBE BELOW IF ANSWER IS GREATER THAN 5%)

How many cents on the dollar per year do you expect prices to go (up/down) on the average, during the next 5 to 10 years?

_____ CENTS ON DOLLAR 98. DON'T KNOW

IF R GIVES AN ANSWER THAT IS GREATER THAN 5%, PLEASE PROBE WITH:

"Would that be (X) percent per year, or is that the total for prices over the next 5 to 10 years?"

IF R HAS GIVEN A TOTAL FOR THE NEXT FIVE TO TEN YEARS, ASK:

"About what percent per year would that be?"

6

A14. During the next year or two, do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?

1. INCOME UP MORE
THAN PRICES

3. INCOME UP SAME
AS PRICES

5. INCOME UP LESS
THAN PRICES

8. DON'T
KNOW

A15. During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?

1. HIGHER
*
*
▽

3. ABOUT THE SAME
GO TO A16

5. LOWER
*
*
▽

8. DON'T KNOW
GO TO A16

A15a. By about what percent do you expect your (family) income to (increase/decrease) during the next 12 months?

_____ PERCENT

98. DON'T KNOW

A16. Generally speaking, do you think now is a good time or a bad time to buy a house?

1. GOOD

3. PRO-CON

5. BAD

8. DON'T KNOW

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NEXT PAGE, A17

A16a. Why do you say so? (Are there any other reasons?) _____

A17. What about selling a house -- generally speaking, do you think now is a good time or a bad time to sell a house?

1. GOOD

3. PRO-CON

5. BAD

8. DON'T KNOW

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GO TO A18

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A17a. Why do you say so? (Are there any other reasons?) _____

A18. About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?

1. GOOD

3. PRO-CON

5. BAD

8. DON'T KNOW

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NEXT PAGE, A19

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A18a. Why do you say so? (Are there any other reasons?) _____

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A19. Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?

1. GOOD

3. PRO-CON

5. BAD

8. DON'T KNOW

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GO TO A20

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A19a. Why do you say so? (Are there any other reasons?) _____
