FINAL SURVEY 2003– NOT FOR CIRCULATION





Cornell University Empire State Poll 2003

3/16/2003

Empire Poll Sections

Section 1: Eligibility	3
Section 2: Current Employment Status	
Section 3: Employment/Working Conditions	
Section 4: Technology (employed & not employed)	5
Section 5: Compensation (employed only)	
Section 6: Education & Training (employed & not employed)	8
Section 7: Workplace Associations (employed & unemployed)	8
Section 8: Productivity & Potential	
Section 9: Expectations/Satisfaction	11
Section 10: Not employed	12
Section 11: Community	13
Section 12: Special Topics	14
Section 13: Government/Attitudes/Politics	
Section 14: Economics	19
Section 15: Media Use	20
Section 16: Demographics	21

Section 1: Eligibility

1. Are you	currently a legal resident of New York Sta	te?
1.	Yes 0. No (ineligi	ble)
Section 2: Curre	ent Employment Status	
	eek, did you do ANY work for either pay or ly "absent" or "on layoff".	profit? Include any job from which you were
1.	Yes	
0.	No (Go to Section 4)	
2. How m	nany hours per week do you USUALLY wo	rk (across all jobs)?
	Hrs/Wk	
2a. Exclud	ling holidays and vacations, how many day	s in the past 12 months were you absent from work?
_	Days	
	of the following best describes your main j which you usually work the most hours.)	ob? (By main job we mean
1.	Full-time, all year round	
2.	Part-Time, all year round	
3.	Temporary	
4.	Seasonal or Part Year	
5.	Contract or On Call	

	nd of work do you do, that is, what is your occupation? That is, from the following list, what our occupation of your main job? (please circle one answer)
1.	Executive, Administrative, and Managerial
2.	Professional Specialty
3.	Technicians and Related Support
4.	Sales
5.	Administrative Support, including Clerical
6.	Service
7.	Farming, Forestry, and Fishing
8.	Repair, Machine Operators, Assemblers, and Inspectors
9.	Transportation and Material Moving
10.	Handlers, Equipment Cleaners, Helpers, and Laborers
11.	Armed Forces
12.	Other (please specify)
5. In which	n type of industry is your main job? (please circle one answer)
1.	Agriculture, Forestry, Fisheries, or Mining
2.	Construction
3.	Manufacturing
4.	Wholesale Trade
5.	Retail Trade
6.	Finance, Insurance, & Real Estate
7.	Transportation, Communications or Public Utilities
8.	Services (Business, Personal, Entertainment, Recreation, Professional)
9.	Public Administration (Government)
10.	Other (please specify)
6. Are you	self-employed (i.e. consultant, freelancer w/out employees)?
1.	Yes (Skip to Section 3 question 2) 0. No

Section 3: Employment/Working Conditions

1. Counting just the location where you work, what is the total number of persons who work for this employer? (please choose one answer)

1. Less than 10

6. 250 - 499

2. 10 - 24

7. 500 - 999

3. 25 - 49

8. 1000 - 9999

4. 50 – 99

9. 10,000 or more

5. 100 - 249

2. Regarding your main job, how many years have you worked for this employer (or been self-employed)?

0. Less than 1 year _____ years

3. How many total years have you been in the workforce (working)?

0. Less than 1 year _____ years

4. Have you used the following resources to try to find a job?	Yes	No
(check all that apply)		
ı. Spouse	1	0
b. Other Family Member	1	0
:. Friend	1	0
d. Business contact	1	0
:. Former employer	1	0
f. Private job placement/headhunter	1	0
ş. Professional organization	1	0
h. Newspaper ad	1	0
. Internet/online listings/online group services	1	0
j. One Stop Center (NYS employment service)	1	0

Section 4: Technology (employed & not employed)

1. Now I would like to ask you a few questions about technology. Using a one to five scale, where 1 equals never and 5 equals a lot of the time, please tell me how often you use each of the following technologies either at home or work:

	Never				A lot
a. Desktop, Portable, or Mainframe Computers for other than Internet Use	1	2	3	4	5
b. e-mail	1	2	3	4	5
c. Internet	1	2	3	4	5
d. Cellular telephone	1	2	3	4	5
e. Pager or beeper	1	2	3	4	5
f. Portable handheld Device or Personal Digital Assistant	1	2	3	4	5

2. We are now interested in your observations about Technology. Using a scale of 1-5, with 1 indicating that you strongly disagree and 5 indicating that you strongly agree, would you say that because of Technology:

Note: Technology includes automation, computerization, machinery, robots, telecommunications, prefabrication, advanced materials, etc.

	Strongly	y Disagre	e	Strong	ly agree
a. My job is easier because of technology.	1	2	3	4	5
b. I have had to learn new skills because of technology.	1	2	3	4	5
c. New jobs were created at my workplace because of technology.	1	2	3	4	5
d. I am more productive in my job because of technology.	1	2	3	4	5
e. My pace of life has accelerated because of technology.	1	2	3	4	5
f. My work is less satisfying because of technology.	1	2	3	4	5
g. I was able to get a higher paying job because of technology.	1	2	3	4	5
h. Jobs were eliminated at my workplace because of technology.	1	2	3	4	5
i. I have great influence on how technology is used in my workplace.	1	2	3	4	5
j. Overall, technology has improved the quality of my life.	1	2	3	4	5

If not employed, skip to Section 6, pg. 7

Section 5: Compensation (employed only)

1. How are you compensated for the work you perform? (check all that apply)	Yes	No
a. Salary	1	0
b. Hourly wage	1	0
c. Sales Commission	1	0
d. Tips	1	0
e. Lump sum/contract/deliverable/piece rate	1	0

2. The next questions are about benefits, policies, and	Available,	Available,	Not available
informal arrangements on your job. Does your	use it	do not use it	
employer provide?			
a. Health Insurance?	1	2	3
b. Long term care insurance?	1	2	3
This type of insurance covers protracted problems in daily			
living, such as nursing home stays, home care services, or			
other similar services.			
c. A pretax spending account for health care or dependent	1	2	3
care costs?			
d. Child care subsidies or a child care center at or near your	1	2	3
location?			
e. A 401K or pension program?	1	2	3
f. Paid Time Off (vacation, holiday, sick leave)?	1	2	3
g. Paid or Unpaid Time off for volunteering?	1	2	3
h. Flex time?	1	2	3
(i.e. the ability to choose or arrange a regular work week schedule to meet	1	2	3
personal or family needs)			
i. Parental or family leave with pay?	1	2	3

(if answered 1 on 2a)

3. What portion of your health insurance premium do you pay?

1. None 2. Some 3. All

(if answered 1 on 2e)

4. How much does your employer contribute to your pension or 401k plan?

1. None 2. Some 3. All

Section 6: Education & Training (employed & not employed)

1. Have yo	ou been enrolled in any educ	cation or training program in the last 12 months?
1.	Yes 0. No	(skip to section 7)
2. What ty	pe of schooling was that?	
1.	High School Diploma	5. Professional/skill-based certificate program
2.	GED Program	6. Graduate School
3.	Vocational/Trade School	7. On-the-job training
4.	Junior/Community College	e 8. Apprenticeship
9.	Workshops, seminars, etc –	- how many days?
10	. Other (please specify)	
1. 4. Who par 1. 2. 3.	Yes 0. Notice the program? Yes 0. Notice the program (select all Private Scholarship/grant Government sponsored Community organization Paid for program myself	11 that apply)?5. Employer paid6. Split between myself and employer
1. Do you	·	ployed & unemployed) diate household belong to a labor union?
0.	No	
1.	Respondent belongs to labor	oor union
2.	Member of household belor	ongs to a labor union (skip to question 5)
3.	Respondent and another m	nember of household belongs to a labor union
3.	respondent and another in	member of household belongs to a labor union

(rest of section for employed workers only, if unemployed skip to section 10)

2. Is there	any type of labor	union at your workp	lace?		
1.	Yes	0. No (skip to qu	estion 5)		
_	ou held a leadersh sident, etc.)	ip position within yo	ur labor union	within the last 5 years?	(steward, executive
1.	Yes	0. No			
	•	nion would you say y all? (please choose <u>c</u>	•	nvolved, somewhat invo	olved, a little
Invo	•	newhat volved 2	A little Involved 3	Not involved at all 4	
		(skip to question	6)		
5. How lik	cely would you be	to join a labor union	or unionize at	your workplace if you l	nad the option?
1. Ver	y unlikely 2. Son	newhat Unlikely 3. S	omewhat Likel	y 4. Very Likely 8. Do	not know
	of a labor union, t your workplace	•	any other orga	anization or association	that represents your
0.	No				
1.	Yes (please spec	ify organization)			
Section 8: Produ	uctivity & Pote	<u>ntial</u>			

- 1. Thinking about your job, the hours you work, and your level of pay would you prefer to:
 - 1. Work more hours, but receive higher pay
 - 2. Maintain your current number of hours and pay
 - 3. Work fewer hours, but receive less pay

1. Skills and talent
2. In your workplace, what is the most important factor in people being promoted?
EMITIKE TOLL 2003-COKE-NOT FOR CIRCULATION

2.	Knowing the right people
3.	Working hard
	•
4.	Luck
5.	Other (please specify)
٠.	other (brease speen)

6. Seniority

3. In your workplace, what is the biggest barrier to people being promoted?

1. No	t having	required	skills	or	abilities
-------	----------	----------	--------	----	-----------

- 2. Not knowing the right people
- 3. Not enough job openings at higher ranks
- 4. Not trying hard enough

5. Other (please specify)

4. For each of the following statements, please indicate your level of agreement:	Strongly Agree	Agree	Neither disagree nor agree	Disagr ee	Strongly disagree
a. I have a reasonable workload to do my job well.	5	4	3	2	1
b. I am given opportunities to learn and develop new skills for future advancement.	5	4	3	2	1
c. My job allows me to be creative.	5	4	3	2	1
d. My employer/company treats me with dignity and respect.	5	4	3	2	1
e. I have an opportunity to influence decisions that directly impact my work.	5	4	3	2	1
f. I am informed whenever decisions are to be made that affect my job.	5	4	3	2	1
g. I feel that my work environment is safe.	5	4	3	2	1

5. Does (do) the job(s) you now have use all of the work SKILLS you have? By SKILL we mean something you would be able to do in a work environment if it were part of your job. It might be a talent or a skill you have learned in a class, from a book, from experience, or from someone else, for example, carpentry or using the Internet.

1.	Yes (skip	to	section	9)

2. No

6. Would you be WILLING TO CHANGE EMPLOYMENT if a job using more of your work skills became available?

1. Yes 0. No

Section 9: Expectations/Satisfaction

1. Think of a scale of 0 to 100, where 0 me means you are certain you will be able to k months you will be able to keep it? (Assum	keep it. On thi	s scale, how c			
(0-100)					
2. In the last four weeks have you looked f1. Yes0.	or new work	or a new job?			
2a. How satisfied are you with different aspects of your job? Would you say you are very dissatisfied, somewhat dissatisfied, neither satisfied nor dissatisfied, somewhat satisfied, or very satisfied?	Very Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Very Satisfied
ı. Your Overall Job	1	2	3	4	5
b. The Number of Hours You Work	1	2	3	4	5
:. Your Healthcare & Insurance Benefits	1	2	3	4	5
d. Your Retirement and/or Pension Package	1	2	3	4	5
:. The opportunity for advancement or promotion	1	2	3	4	5
3. Has your employer laid off any workers (if self-employed: Have you laid off any workers 1. Yes, workers 4. How do you typically commute to work	orkers in the 0. No	last 12 month	s?)	ouse, co-wor	ker,
etc. (carpool), ride the train, metro, subway 1. Drive a car	y, walk, or rid	e a bus?			
	IIV) or Small!	Truck			
2. Drive a Sport Utility Vehicle (S					
3. Share ride with friend, spouse,	co-worker, etc	. (carpool)			
4. Ride the train/metro/subway					
5. Walk or Ride A Bike					

5. On average, how long does it take you to commute to work?

7. Other (please specify) _____

____ minutes

6. Ride a bus

(Go to section 11 - Community, page 12)

1 10: Not employed		
1. In the last four weeks have you looked for work or a new job?		
1. Yes 0. No (skip to question 2a)		
2. Would you like to be employed either full-time or part-time?		
1. Yes, full-time (skip to question 3)		
2. Yes, part-time (skip to question 3)		
2a. Why not?		
1. Homemaker		
2. Retired		
3. Disabled		
4. Student		
5. Other (specify)		_
(Skip to question 5a)		
3. What is the biggest obstacle that prevents you from working?		
1. Answered		
4. Have you used the following resources to try to find a job? (check all that apply)	Yes	No
ı. Spouse	1	0
b. Other Family Member	1	0
y. Friend	1	0
4 Desciones sentent	1	

4. Have you used the following resources to try to find a job?	r es	No
(check all that apply)		
ı. Spouse	1	0
b. Other Family Member	1	0
:. Friend	1	0
d. Business contact	1	0
:. Former employer	1	0
f. Private job placement/headhunter	1	0
z. Professional organization	1	0
h. Newspaper ad	1	0
. Internet/online listings/online group services	1	0
j. One Stop Center (NYS employment service)	1	0

5a Are you receiving any unemployment benefits, retirement benefits from the Social Security Administration, or disability-related benefits from the Social Security Administration?

1. Yes 0. No

:	5b. In the past 12 months have you been enrolled in any	retraining program?	?	
	0. No (skip to question 6)			
	1. Yes, currently enrolled			
	2. Yes, enrolled in previous year			
:	5c. What type of program was that?			
	1. Answered			
	6. Have you ever worked for pay?			
	1. Yes 0. No (skip to next section)			
,	7. How long ago did you last work for pay?			
	wears			
Section	11: Community			
	1. Do you expect to be living in your community (approx	simately your count	y) five year	s from now
	1. Yes 0. No (why not?)			
	2. Overall, how would you rate your community as a place	ce to live – exceller	nt, good, fai	r, or poor?
	Excellent Good Fair 4 3 2	Poor 1		
	3. If a suitable job were available, how much pay would it take(skip if non-working) of contact of contact and the suitable post	.00% More urrent than nings 100%	Would m regardless (
	a. To leave your community, but stay in NYS	M	N	
	b. To leave NYS but stay in the Northeast c. To leave the NE region but stay in US	M M	N 	
l	e. To leave the TrE region out stay in OS	171	14	
	4. Which of the following have you done in the past 1:	2 months?	Yes	No
	a. Signed a petition?		1	0

4. Which of the following have you done in the past 12 months?	Yes	No
a. Signed a petition?	1	0
b. Attended a political rally or meeting?	1	0
c. Worked on a Community Project?	1	0
d. Participated in any demonstrations, protests, boycotts or marches?	1	0
e. Voted in an Election?	1	0

5. Next I would like to talk with you about volunteer activity. By volunteer activity, I mean not just belonging to an organization, but actually spending your time helping without being paid for it. In the PAST YEAR have you volunteered your time to:	Yes	No
a. Any church or religious group	1	0
b. Any political organization or candidates	1	0
c. Any child or youth development programs, such as day care centers, schools, tutoring, scouts or little league	1	0
d. Any arts or cultural organization, like a theater or music group, museum, or public TV station	1	0
e. Any neighborhood, civic or community group such as a block association or a neighborhood watch?	1	0
f. Any organization to help the poor, sick, elderly, or homeless	1	0

Section 12: Special Topics

1. On a scale of 1 to 5, where 1 is DO NOT SUPPORT AT ALL, and 5 is SUPPORT A GREAT DEAL, how supportive are you of the following types of affirmative action programs: the hiring of employees, promotion of employees, and college admissions.	Do not support at all Support a great de		eat deal		
Hiring of Employees	1	2	3	4	5
Promotion of Employees	1	2	3	4	5
College Admissions	1	2	3	4	5

2a. Do you think affirmative action programs are needed today to help minorities such as blacks and Hispanics overcome discrimination or are they not needed today?

- 1. Not needed today
- 2. Needed today

2b. Thinking of the effects of racism and affirmative action on this country, which do you think is a bigger problem today - blacks and Hispanics losing out because of racism or whites losing out because of affirmative action?

- 1. Blacks and Hispanics are losing out because of racism
- 2. Whites losing out because of affirmative action

2c. How close do you think we are to eliminating discrimination against racial and ethnic minorities in America once and for all?

1. Not close at all 2. Not too close 3. Fairly close 4. Very close

3. In the next 12 months, do you plan to delay or cancel any trips or excursions within New York State due to concerns over the possibility of a terrorist attack?

0.	. No	1.	Yes

3a. If yes, to what city/location were you planning to travel?_____

4. How likely do you think it is that the following locations will suffer an attack as serious as the one in New York City and Washington, DC some time in the next 12 months? Would you say very likely, somewhat likely, somewhat unlikely, or very unlikely?	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
ı. Your Local Community	4	3	2	1
b. New York City Area (if not NYC resident)	4	3	2	1
. Rest of New York State (outside of NYC)	4	3	2	1
d. The United States (outside of NY State)	4	3	2	1

5. The Office of Public Security was created by the Pataki administration shortly after the September 11th attacks to manage and coordinate security and safety within New York State. Governor Pataki has proposed a 7% increase for a total of \$180 million to fund the New York State Office of Public Security in this year's state budget, in contrast to an overall 3% cut in funding for other general services.

Do you believe that New York State should spend less, more, or about the same as Governor Pataki's proposal in the state budget on security and safety within New York State to prevent such threats as Terrorist Attacks?

1. Less 2. About the Same 3. More

6. I'm going to read you a series of statements about labor unions. For each, please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
a. Labor unions are good for workers in general.	1	2	3	4	5
b. Labor unions have too much power in the workplace.	1	2	3	4	5
:. Labor unions are the best way to epresent workers' interests.	1	2	3	4	5
d. Labor unions unfairly increase the prices that consumers pay through higher wages and benefits.	1	2	3	4	5
b. Labor unions are necessary to protect working people and their rights.	1	2	3	4	5

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
f. Labor unions have too much political influence and power.	1	2	3	4	5
5. Labor unions are key in protecting society from the excesses of large corporations.	1	2	3	4	5
h. Labor unions often call unnecessary or unwarranted strikes and job actions.	1	2	3	4	5
. Labor union leaders are honest, rustworthy, ethical individuals with the pest interests of their members in mind.	1	2	3	4	5
j. Labor union workers are less productive and produce lower quality work than non- union workers.	1	2	3	4	5
c. Labor unions, directly or indirectly, nave produced an overall positive impact on my life.	1	2	3	4	5
l. Labor unions unfairly benefit their members at the expense of other workers.	1	2	3	4	5

Section 13: Government/Attitudes/Politics

1. Please tell me your level of agreement with the following statements	Strongly Disagree	Disagree	Agree	Strongly Agree
a. New York State government officials and politicians do not care about people like me	1	2	3	4
b. Sometimes New York State government and politics is so complicated that people like me really can't know what is going on.	1	2	3	4
c. The New York State government is responsive to the needs of people like me.	1	2	3	4
d. Overall, most people can be trusted	1	2	3	4

2. Now we have just a few questions regarding your knowledge of New York State politics and government:

First, can you tell us who is the Attorney General of New York State?

1.	Eliot Spitzer (correct answer)
2.	Other (please specify)

- 3.Can you name a U.S. Senator from New York State?
 - 1. Hilary Clinton or Charles Schumer (correct answer)
 - 2. Other (please specify)_____

1. Alan G. Hevesi (correct answer)

3. Don't know

5.

3. Don't know

4. Can you tell me what is the majority (has the largest number of seats) political party in the New York State assembly?

2. Other (please specify)_____

1. Democratic Party (correct)	2. Other (please specify)
• • •	• •
Who is currently the elected comptroller for	New York State?

6. State Budget

8. State Economy

10. Other (please specify)

9. Crime

state today?

9.

1. State Taxes

3. Employment

4. Environment

5. Homeland Security

2. Health Care Insurance/Costs 7. Education

6. In your opinion, what do you think is the SINGLE most important problem facing people in New York

INT	7. Let's say one means NOT AT ALL INTERESTED, and ten means VERY				Not at all Interested						Very Interested				
11 / 1	EREST	ED, and	l ten mea	ans VER	Y		←								→
INT	EREST	ED. Wh	ich num	ber betv	veen one ar	ıd									
ten v	yould b	est repre	esent hov	w interes	sted you are	e in:									
			governme				1	2	3	4	5 6	7	8	9	10
			and politi		onnes.		1	2	3		5 6	7	8	9	10
0.2	7 tur 80 1 t	7.1.1.1.0.1.0 (and point						·	-			Ū	_	10
			10, wher e followi		ntrustworth	y and	l 10 i	s tru	stwc	orthy,	how	woul	d yo	u rat	e the
						Un	trust	wort	hy				Trus	stwo	rthy
a. 1	Large co	rporation	ıs			1	2	3	4	5	6	7	8	9	10
b.]	Local bu	sinesses				1	2	3	4	5	6	7	8	9	10
c. 1	Local Go	vernmer	nt			1	2	3	4	5	6	7	8	9	10
d.	State Go	vernmen	t			1	2	3	4	5	6	7	8	9	10
f. I	Labor Un	ions				1	2	3	4	5	6	7	8	9	10
g.	News Me	edia				1	2	3	4	5	6	7	8	9	10
					questions o	n dis	cussi			nay l			poli	tics	or icens
First, do yo	u talk w	ith peop	ple about	t politica	re "one" me al issues, ca	ndid	ates,	or cı	ırren	t affa	airs?			IE T	IME ho
First,	u talk w							or cı		t affa				IE T	
First, do yo Neve i 9a. How	u talk w 1 many d	rith peop 2 ifferent	ole about 3 people d	t politica 4 lo you ty	al issues, ca	ndid 6 to a	ates, 7 bout	or cu	arren 8	ıt affa	airs? 9	1	10	IE T All t	IME ho
First, do yo Neve i 9a. How	u talk w 1 many d	rith peop 2 ifferent	ole about 3 people d	t politica 4 lo you ty	al issues, ca 5 vpically talk	6 to a	ates, 7 bout	or cu	arren 8	ıt affa	airs? 9	1	10	IE T All t	IME ho
First, do yo Neve 9a. How church, w	u talk w 1 many directions, org	2 ifferent ganization	3 people dons to wh	4 lo you ty	5 rpically talk belong, an	6 to a	ates, 7 bout nily	or cu	arren 8	ıt affa	airs? 9	1	10	IE T All t	IME ho
First, do yo Never 9a. How church, w	u talk w 1 many directions, org	2 ifferent ganization	3 people dons to wh	4 lo you ty	5 rpically talk belong, an	6 to a	ates, 7 bout nily	or cu	arren 8	ıt affa	airs? 9	1	10	IE T All t	IME ho
First, do yo Neve 9a. How church, w	u talk w 1 many directions, org	2 ifferent ganization	3 people dons to wh	4 lo you ty	5 rpically talk belong, an	6 to a	ates, 7 bout nily	or cu	arren 8	ıt affa	airs? 9	1	10	IE T All t	IME ho
First, do yo Neve 9a. How church, w	u talk w 1 many directions, org	2 ifferent ganization	3 people dons to wh	4 lo you ty	5 rpically talk belong, an	6 to a	ates, 7 bout nily	or cu	arren 8	ıt affa	airs? 9	1	10	IE T All t	IME ho

Section 14: Economics

1. We are interested in how people are getting along financially these days. Would you say that you (and your family) are better off, worse off, or just about the same financially as you were a year ago?

3. Better 2. About the same 1. Worse

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

3. Better 2. About the same 1. Worse

3. Now thinking about the economy in the New York state as a whole, would you say that OVER THE PAST YEAR the state's economy has gotten better, stayed about the same, or gotten worse?

3. Better 2. About the same 1. Worse

4. What about THE NEXT 12 MONTHS? Do you expect the economy, in New York state as a whole, to get better, stay about the same, or get worse?

3. Better 2. About the same 1. Worse

5. How would you judge business conditions in your community? Would you say that local businesses are in excellent shape, good shape, fair shape or poor shape?

4. Excellent 3. Good 2. Fair 1. Poor

6. Would you say that OVER THE PAST YEAR, it has gotten harder for people within your community to find jobs, stayed about the same, or gotten easier for people to find jobs?

1. Harder 2. About the same 3. Easier

7. Please rate New York State on each of the following areas, on a scale of excellent, good, fair, or poor.

	Poor	Fair	Good	Excellent
a. Retention of jobs in New York State	1	2	3	4
b. Environment	1	2	3	4
c. Quality of Public Education	1	2	3	4
d. Economic Growth	1	2	3	4
e. State & Local Taxes	1	2	3	4
f. Ability to keep people in the State	1	2	3	4
g. The number of suitable jobs	1	2	3	4
h. Health Services & Insurance	1	2	3	4
i. State Budget	1	2	3	4
j. Business infrastructure	1	2	3	4

Section 15: Media Use

1. (On average.	how many	davs a	week do	vou read a	newspaper?
------	-------------	----------	--------	---------	------------	------------

- 0. never read
- 1. one
- 2. two
- 3. three
- 4. four
- 5. five
- 6. six
- 7. seven

2. When you come across the following types of stories in the newspaper, how much attention do you pay to them? Here, one means very little attention, and ten means very close attention.	Very Little Attention							tion >		
a. News about National government and politics?	1	2	3	4	5	6	7	8	9	10
b. News about State government and politics?	1	2	3	4	5	6	7	8	9	10
c. News about politics, economy, and social issues in your Local Area?	1	2	3	4	5	6	7	8	9	10
d. News about the environment?	1	2	3	4	5	6	7	8	9	10
e. News about labor issues or unions?	1	2	3	4	5	6	7	8	9	10
f. News related to science and technology?	1	2	3	4	5	6	7	8	9	10
g. News related to biotechnology specifically	1	2	3	4	5	6	7	8	9	10

3. On the average weekday evening, about how many hours of television do you watch after 5 pm?

1. _____ Hours 2. ____ Minutes

4. Let's use a ten-point scale, where one means rarely, and ten means all the time, how often do you watch each of the following types of television programming?	Rare	ly						Al	l the '	Γime →
a. The evening national news on either ABC, CBS, or NBC?	1	2	3	4	5	6	7	8	9	10
			_			_	_		-	4.0
b. The evening local evening news at 5pm,	1	2	3	4	5	6	7	8	9	10
6pm, or 11pm?										
c. News reports and discussion on cable news	1	2	3	4	5	6	7	8	9	10
networks such as										
CNN, Fox News Channel, or MSNBC?										

5. When you come across the following types of content on TV, how much attention do you pay to them? Here, one means very little attention, and ten means very close attention.	Very	Litt	le Atte	entio	n		Very	Close	Atte	ntion ->
a. News about National government and	1	2	3	4	5	6	7	8	9	10
politics?										
b. News about State government and politics?	1	2	3	4	5	6	7	8	9	10
c. News about politics, economy, and social	1	2	3	4	5	6	7	8	9	10
issues in your Local Area?										
d. Crime and action adventure dramas such as	1	2	3	4	5	6	7	8	9	10
Law & Order or ER?										
e. Situation comedies such as Drew Carey or	1	2	3	4	5	6	7	8	9	10
Frasier?										
f. News about the environment?	1	2	3	4	5	6	7	8	9	10
g. News about labor issues or unions?	1	2	3	4	5	6	7	8	9	10
h. News related to science and technology?	1	2	3	4	5	6	7	8	9	10
i. News related to biotechnology specifically?	1	2	3	4	5	6	7	8	9	10

Section 16: Demographics

0.	How long have you lived at your current residence?				
	0. Less than 1 year	or		_ years	
	1a. How long have you	u lived in N	New Yor	k State?	
	0. Less than	1 year	or		years
1.	What year were you born?				
	19 (year)				
2.	Were you born in the United	States?			
	1. Yes	0. No			
3.	Are you a citizen of the United States?				
	1. Yes	0. No			
4.	Gender?				
	1. Male	2. Fe	male		

5. What is your marital status?						
	1.	Single	2. Married	3. Divorced/Separated	4. Widowed	5.Other
6.				ally think of yourself as ex ly conservative, conservati		
	1.	Extremely Li	beral			
	2.	Liberal				
	3.	Slightly Liber	al			
	4.	Moderate; M	iddle of the roa	d		
	5.	Slightly Cons	ervative			
	6.	Conservative				
	7.	Extremely Co	onservative			
7.	Generally else?	speaking, do	you think of y	ourself as a Republican, a	Democrat, an Ir	ndependent, or something
	1.	Democrat	4. Otl	her party (Please specify) _		
	2.	Republican	5. No	preference		
	3.	Independent				
8.	What is yo	our highest co	ompleted level	of education?		
	1.	Less than h	igh school			
	2.	High school	degree or equi	valent		
	3.	Some colleg	e but no degree	2		
	4.	Associate's	Degree – Vocat	tional/Occupational		
	5.	Associate's	Degree – Acad	emic		
	6.	Bachelor's	Degree – Acade	emic		
	7.	Bachelor's	Degree (e.g., B	A , BS , AB)		
	8.	Master's De	egree (e.g., MA	, MS, MBA, MSW, MEng,	MED)	
	9.	Doctorate I	Degree (e.g., Ph	D, EdD)		

9.	What is yo	our race?			
	1.	White			
	2. Hispanic				
	3.	3. Black or African American			
	4.	American Indian, Aleut, Eskimo			
	5.	Asian or Pacific Islander			
	6.	Other			
11.	Regarding else?	religious affiliation, do you consider yourself Protestant, Roman Catholic, Jewish, or something			
	1.	Protestant, please specify			
	2.	Roman Catholic			
	3.	Jewish			
	4.	Muslim			
	5.	No Affiliation			
	6.	Other, please specify			
	8.	Do not know			
	12. How r	nany total people (including yourself) are in your household are			
	A	dults 18+			
	\mathbf{c}	hildren (12-17)			
	C	hildren (under 12)			
	13. I'm go	ing to read you the list of income categories. Please tell me which of them best describes your			
	total l	ousehold income in 2002 before taxes from all sources.			
	1.	Less than \$20,000			
	2.	\$20,000 to- \$34,999			
	3.	\$35,000 to \$49,999			
	4.	\$50,000 to \$74,999			
	5.	\$75,000 to \$99,999			
	6.	\$100,000 to \$199,999			
	7.	\$200,000 and up			