

# **ST. CLOUD STATE UNIVERSITY SURVEY**

**Annual Fall Statewide Survey**

**Methodological and Data Tables Report**



**Prepared by  
St. Cloud State University Survey**

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# ST. CLOUD STATE UNIVERSITY SURVEY PRINCIPAL INVESTIGATORS

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## **SCSU SURVEY HOMEPAGE**

[HTTP://www.stcloudstate.edu/scsusurvey](http://www.stcloudstate.edu/scsusurvey)

Several faculty directors are members of the Midwest Association of Public Opinion Research (M.A.P.O.R.) and the American Association of Public Opinion Research (A.A.P.O.R.) and all faculty directors subscribe to the code of ethics of the A.A.P.O.R.

## **I. INTRODUCTION TO THE SCSU SURVEY AND THIS SURVEY PROJECT**

The SCSU Survey is an ongoing survey research extension of St. Cloud State University. The SCSU Survey performs its research primarily in the form of telephone interviews.

Dr. Stephen Frank began the survey in 1980 conducting several omnibus surveys a year of central Minnesota adults in conjunction with his Political Science classes. Presently, the omnibus surveys continue, but have shifted to a primary statewide focus. These statewide surveys are conducted once a year in the fall and focus on statewide issues such as election races, current events, and other important issues that are present in the state of Minnesota. During spring semester the Survey conducts an omnibus survey of currently enrolled adults.

The Survey is financed by conducting surveys for government agencies (state and local) and for non-profit organizations. The SCSU Survey does not conduct surveys for political parties or candidates. Some support is provided by the SCSU School of Public Affairs and by St. Cloud State University.

The primary mission of the SCSU Survey is to serve the academic community and public and nonprofit sector community through its commitment to high quality survey research and to provide education and experiential opportunities to researchers and students. The SCSU Survey strives to assure that all SCSU students and faculty directors contribute to the research process, as all are essential in making a research project successful. This success is measured by the Survey's ability to obtain high quality survey data that is timely, accurate, and reliable, while maintaining an environment that promotes the professional and personal growth of each staff member. The survey procedures used by the SCSU Survey adhere to the highest quality academic standards. The SCSU Survey maintains the highest ethical standards in its procedures and methods. Both faculty and student directors demonstrate integrity and respect for dignity in all interactions with colleagues, clients, researchers, and survey participants.

## **II. SURVEY PERSONNEL**

The Survey's faculty directors are Dr. Steve Frank (SCSU Professor of Political Science), Dr. James Cottrill (Assistant Professor of Political Science), Dr. Ann Finan (Associate Professor of Sociology), Dr. Monica Garcia-Perez (SCSU Assistant Professor of Economics), Dr. John Kulas (SCSU Associate Professor of Industrial and Organizational Psychology), Dr. Steven Wagner (SCSU Professor of Political Science), and Dr. Sandrine Zerbib (SCSU Associate Professor of Sociology). The faculty directors subscribe to the Midwest Association of Public Opinion Research (M.A.P.O.R.) and the American Association of Public Opinion Research (A.A.P.O.R.) code of ethics.

### **Stephen I. Frank**

Dr. Frank holds a Doctor of Philosophy in Political Science from Washington State University. Dr. Frank teaches courses in American Politics, Public Opinion and Research Methods at St. Cloud State University. Dr. Frank started the SCSU Survey in 1980, and since has played a major role in the development, administration and analysis of over 150 telephone surveys for local and state governments, school districts and a variety of

nonprofit agencies. Dr. Frank has completed extensive postgraduate work in survey research at the University of Michigan. Dr. Frank coauthored with Dr. Wagner and published by Harcourt College, *"We Shocked the World!" A Case Study of Jesse Ventura's Election as Governor of Minnesota*. Revised Edition. He also published two academic book chapters: one appears in the current edition of *Perspectives on Minnesota Government and Politics* and the other, co-authored with Dr. Wagner, is contained in *Campaigns and Elections*, edited by Robert Watson and Colton Campbell. Dr. Frank is past chairperson of the SCSU Department of Political Science and served as President of the Minnesota Political Science Association. At its 2010 Annual meeting, the Minnesota Political Science Association named Dr. Frank as its first Distinguished Professor of Political Science.

### **James B. Cottrill**

Dr. James B. Cottrill is Assistant Professor of Political Science at St. Cloud State University, teaching courses and conducting research on American political institutions and processes. Dr. Cottrill earned his Ph.D. in Political Science from Texas A&M University. His research agenda is focused primarily on electoral competition in congressional races, with particular emphasis on the impact of redistricting reform on competition and representation. Dr. Cottrill's research has been published in *Polity*, *Justice System Journal*, and *Election Law Journal*, and his expertise on American politics has been cited by numerous news outlets, including the Associated Press, the McClatchy-Tribune News Service, NBC Bay Area, CBS Radio, the San Francisco Chronicle, and the San Jose Mercury News. Before joining the political science department at St. Cloud State, Dr. Cottrill taught courses at Santa Clara University, Foothill College, and Texas A&M University.

### **Ann Finan**

Dr. Finan holds a Ph.D. in Sociology and Sustainable Agriculture from Iowa State University, and a M.S. from the University of Michigan in Resource Ecology and Management. Dr. Finan is an environmental sociologist, specializing in sustainable agriculture and food systems, community, and social inequality. She also studies immigrants and immigration in relation to community and food systems. Her current research focuses on the sustainable food and agriculture movement and on immigrants and immigration in non-metro Minnesota. She teaches Environmental Sociology, Social Inequality, Environmental Justice, Community Sociology, Sustainable Food and Agriculture Systems and the Sociology of Responsibility.

### **Monica García-Pérez**

Professor Monica García-Pérez joined SCSU in 2009. Professor García-Pérez completed her PhD in Economics at the University of Maryland, College Park. She also studied at University College London where she was awarded a MSc. in Economics. Previously, she was employed as a researcher at the U.S. Census Bureau where she managed long micro databases and several surveys on population demographics and industries. Her research interests include the economics of immigration, minority group income differences, entrepreneurship rates among these groups, self-employment, health economics, and, overall, all topics related to empirical microeconomics. Among the specialized classes she teaches, she enjoys teaching labor economics, econometrics, economics of immigration, and health economics. Additionally, she has also worked on topics related to development and growth in developing countries. She has published in *American Economic Review P&P*, *Theoretical Economic Letters*, and *Demography*.

### **John Kulas**

John Kulas is Professor of Industrial and Organizational Psychology at Saint Cloud State University. His applied background includes current and past appointments as a test publisher, an internal HR practitioner, and an external organizational consultant (focusing primarily on topics of personnel selection and performance assessment). He has authored over 20 conference and journal articles, dealing with issues of measurement in organizational settings. His works can be found in sources such as the *Journal of Psychology*, *Organizational Research Methods*, *Journal of Applied Measurement*, *Journal of Business and Psychology*, *Social Justice Research*, and *Journal of Research in Personality*. He has received research awards from the Society for Industrial and Organizational Psychology and the American Psychological Society.

### **Steven C. Wagner**

Dr. Wagner holds a Doctor of Philosophy in Political Science and a Master of Public Administration from Northern Illinois University. Dr. Wagner earned his Bachelor of Science in Political Science from Illinois State University. Dr. Wagner teaches courses in American Politics and Public and Nonprofit Management at St. Cloud State University. Dr. Wagner joined the SCSU Survey in 1997. Before coming to SCSU, Dr. Wagner taught in Kansas where he engaged in community-based survey research and before that was staff researcher for the U.S. General Accounting Office. Dr. Wagner has written many papers on taxation, and state politics and has published articles on voting behavior, federal funding of local services and organizational decision making. Dr. Wagner, with Dr. Frank, published two texts on Jesse Ventura's election as Minnesota's Governor and a book chapter on the campaign. Dr. Wagner is immediate past chairperson of the SCSU Department of Political Science.

### **Sandrine Zerbib**

Dr. Zerbib holds a Doctor of Philosophy in Sociology from the University of California Irvine and a Masters in Sociology from both California State University-Fullerton and University of Paris 10-Nanterre (France). Dr. Zerbib's ongoing research focuses on issues of immigration, sexuality and citizenship. Dr. Zerbib's current research analyzes the effect of domestic partnership laws on gay bi-national couples leaving in France. She is also currently collaborating with Dr. Finan on research with immigrant women farmers or gardeners with a particular focus on gender relations and food systems. She teaches courses in Research Methods, Sociology of Gender, Immigration and Citizenship, and Advanced Research Methods. Her past research on belly dance and body images can be found in sources such as the *Journal of Gender Studies* and *Research in Social Movements, Conflicts and Change* series.

## **III. CALL CENTER SUPERVISORS AND INTERVIEWERS**

### **Lead Student Directors**

Ms. Karen Elizabeth Stay, 9th Year Student, B.A. Anthropology, B.A. Sociology and B.S. Community Health, Special Studies in Program Evaluation, Cold Spring, Minnesota

Mr. Jacob Smith 4th Year Student, Political Science Major, German Minor, Albuquerque, New Mexico

Mr. Ben Svendsen, 4th Year Student, History and Political Science Majors, Winona, Minnesota

### **Student Directors**

Ms. Theresa Maria Ertl, 3rd Year Student, B.A. Sociology, B.A. Political Science, Landshut, Germany.

Mr. Nathaniel Van Heuveln, 4th Year Student, Psychology Major, Chinese language Minor, St. Cloud, Minnesota.

Ms. Megan Kalk, 3rd Year Student, Sociology and International Relations Majors, Onamia, Minnesota.

### **Student Technical Consultant**

Ms. Irina Nishat 2nd year Student, Computer Information Systems Major, St Cloud, Minnesota.

## **IV. METHODOLOGY**

### **Introduction**

The Fall 2014 St. Cloud State University Survey findings are based on telephone interviews with a representative sample of 552 (weighted) adults in Minnesota. The sample included both landline phones and cell phones. Interviews were conducted from October 13 to October 22, 2014 at the St. Cloud State University Survey Lab. The sample was obtained from Survey Sampling International (SSI) of Fairfield, Connecticut.

### **Sample Design**

The sample was designed to represent all adults (age 18 and older) with a landline or cell phone in Minnesota.

**Landline Phones:** The landline telephone numbers were drawn using standard list-assisted random digit dialing (RDD) methodology. Random digit dialing guarantees coverage of every assigned phone number regardless of whether numbers are directory listed, purposely unlisted, or too new to be listed. The numbers were generated from active blocks, proportionally to the number of landline telephone households by county.

Using the RDD database of active 100-blocks of telephone numbers (area code + exchange + two-digit block number) that contain three or more residential directory listings, selections were made in proportion to the block count of listed telephone households. After selection two more random digits were added to complete the number. Completed numbers were then compared against business directories, and listed business numbers were purged.

**Cell Phones:** The cell phone numbers were drawn from the most recent Telcordia TPM master file of NPA-NXX and Block-ID records for the North American Number Plan. All records from NPA-NXX and 1000 blocks that indicated a cell phone service were included in the wireless sampling frame. New exchanges were included, as were shared blocks. SSI was able to draw the sample to select cell phones that have been active in the past month.

Each exchange and 1000-block in the frame was expanded down to the 100-block level. Shared 100-blocks were then compared to the RDD database, so that the 100-blocks with no listed numbers were left in the wireless sample, while the 100-blocks containing listed numbers on the RDD frame were removed from the wireless sample. This resulted in a wireless frame of 100-blocks that had no overlap with the list-assisted RDD sample described above. Two more random digits were then added to complete the number.

### **Student Callers**

After training and screening, over a 100 students from Professor Sandrine Zerbib's Sociology 303 – Research Methods and Sociology 304 – Social Statistics, Professor Ann Finan's Sociology 200 – Environmental Sociology, and Professor Steve Frank's Political Science 201 – Political Science Research Methods completed the calling. Faculty directors and student directors monitored the interviewing. Student directors conducted both general training sessions and one-on-one training sessions, as well as monitoring all interviewing.

### **Contact Procedures**

Before calling began, the original sample consisted of 2,868 landline and 4,050 wireless (cell) phone numbers. However, only 2,282 cell phones that were active were drawn. After completing the survey, the total sample consisted of 552 (weighted). In the sample, 337 were on landline phones and 215 were on cell phones. The

questionnaire consisted of approximately 40 questions. The modal interview duration was approximately 10 minutes. See below for more information on weighting procedures and the questionnaire. Data reporting shows 551 completed interviews; one interview is categorized as 'system missing' and does not show in the data reports.

The sample was released for calling in replicates (about 170 phone numbers for landlines and 160 phone numbers for wireless), which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample.

Several steps were taken to ensure that the telephone sample of adults in the state was representative of the larger adult state population. Interviewers for landline numbers alternately asked to speak with men and women, and oldest and youngest person (age at least 18 years old) at the households that were called. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender. For cell phone numbers, the interview was completed with the person of initial contact, provided the contact person was at least 18 years of age and a Minnesota resident.

Phone numbers with no initial contact were called up to 4-7 times over different days of the week (between October 13 and October 22) and times to increase the possibility of contact. Cell phones were called up to 5 times. In addition, appointments were made as necessary to interview the designated respondent at his/her convenience. Most calling was completed between 4:30 pm to 9:30 pm to maximize contacts and ensure equal opportunities to respond among various respondent demographic groups. Some calling was done Saturday morning and afternoon. Attempts to convert initial refusals commenced almost immediately and continued throughout the survey. The final two days/nights of interviewing were almost exclusively devoted to contacting hard to reach respondents who often are younger and more affluent.

#### Technology

The SCSU Survey operates a Computer Assisted Telephone Interviewing (CATI) Lab on the St. Cloud State University campus. The CATI Lab is equipped with 19 interviewer stations; each includes a computer, a phone, and a headset. In addition to the interviewer stations, there is the Supervisor Station, which is used to monitor the survey while it is in progress. The SCSU Survey has its own server designated solely for the use of the SCSU Survey.

The SCSU Survey is licensed to use Sawtooth Software's Sensus 5.0, a state-of-the-art windows-based computer-assisted interviewing package. This program allows us to develop virtually any type of questionnaire while at the same time programming edit and consistency checks and other quality control measures to ensure the most valid data.

All interview stations are networked for complete, ongoing sample management. Sawtooth Software's Sensus allows immediate data updating, ensuring maximum data integrity and allowing clients to get progress reports anytime. The Survey directors are able to review data for quality and consistency. Question answers are entered directly into the computer, thus keypunching is eliminated, which decreases human error and facilitates immediate data analysis. The calling system is programmed to store call record keeping automatically, allowing interviewers and supervisors to focus on the interviewing task. Callbacks are programmed through the computer network and made on a schedule.

#### Sample Error

The margin of sampling error for the complete set of weighted data is  $\pm 5$  percent (at the 95 percent confidence level—double checking). In all sample surveys there are other possible sources of error for which precise estimates cannot be calculated. These include interviewer and coder error, respondent misinterpretation, and analysis errors. When analysis is made of sub-samples such as respondent gender, the sample error may be larger.

### **Sample Weighting**

Weighting is generally used in survey analysis to compensate for patterns of nonresponse that might bias results. The use of these weights in statistical analysis approximates the demographic characteristics of the sample with the demographic characteristics of the Minnesota population. Parameters used for this survey were determined using the 2012 American Community Survey -1 Year Estimates provided by the Integrated Public Use Microdata Series (IPUMS-USA) and found at <https://usa.ipums.org/usa/> . IPUMS is composed of microdata which allows us to estimate population distributions across any category we define. For instance, we are able to accurately estimate the voting age population in Minnesota because we can estimate age population distribution at every age level. In this year survey only minor weighting was done on two variables (age and education).

All statistics reported are weighted by age and education.

### **Dispositions**

The table below shows the disposition of all calls made to complete the interviewing. Listed is the final disposition. Shown are the approved methods of calculating cooperation and response rates. Cooperation rate is determined by dividing the total of completions by the sum of the completions, partials, and refusals/never calls (AAPOR Cooperation Rate 3) and response rate is determined by dividing the total of completions by the sum of completions, partials, refusals, non-contacts, and other eligible households (AAPOR Response Rate 3).

<b>Sample Disposition Table</b>	<b>Landline</b>	<b>Cell</b>	<b>Total</b>
<b>Total Numbers Dialed</b>	<b>2,868</b>	<b>2,282</b>	<b>5,150</b>
<b>Completed Interviews (weighted)</b>	<b>337</b>	<b>215</b>	<b>552</b>
<b>Partial</b>	12	12	24
<b>Non-Contacts</b>			
Refusals and Never Calls	462	487	949
Callbacks	28	33	61
Hearing or Language Barrier	36	34	70
Answering Machine	458	528	906
Sick or Out of Town	22	25	47
<b>Total Non-Contacts</b>	<b>1,006</b>	<b>1,107</b>	<b>2,113</b>
<b>Unknown Eligibility</b>			
No Answer, Immediate Hang-up	379	176	555
Busy or Call Blocking	79	279	358
<b>Total Unknown Eligibility</b>	<b>458</b>	<b>455</b>	<b>913</b>
<b>90% Assumed Eligible</b>	<b>412</b>	<b>410</b>	<b>822</b>
<b>Not Eligible</b>			
Business or Government	136	90	226
Fax or Modem	83	1	84
Not Working	491	108	599
Not Mn. resident	17	103	120
Screen-outs (not 18 years age)	6	18	24
Too many attempts	321	146	467
<b>Total Not Eligible</b>	<b>1,054</b>	<b>466</b>	<b>1,520</b>
<b>AAPOR Cooperation Rate #3</b>	41.55%	30.11%	36.20%
<b>AAPOR Response Rate #3</b>	19.07%	12.46%	15.72%

## Demographics

Missing observations due to nonresponse are removed from the tables or adjusted due to rounding.

<p>It is important that we interview a man in some households and a woman in others so that the results will truly representative of the whole population.</p> <p>(Interviewers rotated between oldest male, youngest male, oldest female, youngest female for landline respondents; interviewers inquired of respondents gender for cell lines)</p>		
Gender	Frequency	Percent
Male	259	47.5
Female	286	52.5
TOTAL	545	100.0

What was your age at your last birthday?		
Age Categories	Frequency	Percent
18 to 19	19	3.5
20 to 24	45	8.5
20 to 29	49	9.2
30 to 34	49	9.2
30 to 39	42	7.9
40 to 44	46	8.6
40 to 49	50	9.3
50 to 54	53	9.9
55 to 59	49	9.3
60 to 64	40	7.6
65 to 69	29	5.4
70 to 74	22	4.2
75 to 79	16	3.1
80 to 84	13	2.4
85 and up	11	2.0
TOTAL	533	100.0

What was the last grade or year in school you completed?		
	Frequency	Percent
Less than 12 years	34	6.2
High school graduate	130	23.9
Some college	190	35.1
Bachelor's degree	129	23.8
Graduate experience	60	11.0
TOTAL	543	100.0

Finally, would you please tell me the range which best represents the total yearly income, before taxes, of all immediate family living in your household		
Income Categories	Frequency	Percent
Under \$15,000	32	5.9
\$15,000 up to \$24,999	39	7.1
\$25,000 up to \$34,999	28	5.1
\$35,000 up to \$49,999	60	10.9
\$50,000 up to \$74,999	113	20.7
\$75,000 up to \$99,999	62	11.3
\$100,000 or more	123	22.5
DON'T KNOW	38	6.9
REFUSED	53	9.7
TOTAL	549	100.0