

**Coos County Comparative Media Survey  
Codebook (from SPSS)**

List of variables on the working file

Name (Position) Label

respnum\$ (1)

Measurement Level: Scale  
Column Width: 8 Alignment: Right  
Print Format: F9  
Write Format: F9

time\$ (2)

Measurement Level: Scale  
Column Width: 8 Alignment: Right  
Print Format: F6  
Write Format: F6

import (3) Important to stay on top of news, in Coos County

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

1	VERY IMPORTANT
2	SOMEWHAT IMPORTANT
3	NOT VERY IMPORTANT
4	NOT AT ALL IMPORTANT
5	: IT DEPENDS
7	REFUSED
8	DON'T KNOW
9	NO ANSWER

news1 (4) Attention to news about the local community.

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

1	A LOT
2	SOME
3	A LITTLE
4	NOT AT ALL
7	REFUSED
8	DON'T KNOW
9	NO ANSWER

news2 (5) Attention to news about the Coos County area.

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

news3 (6) Attention to news about Oregon.

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 A LOT
- 2 SOME
- 3 A LITTLE
- 4 NOT AT ALL
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

news4 (7) Main source of national and international news

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 1 NEWSPAPERS
- 2 NEWS MAGAZINES
- 3 TELEVISION
- 4 RADIO
- 5 WORLD WIDE WEB
- 6 FRIENDS AND RELATIVES
- 7 SOMETHING ELSE
- 8 () COMBINATION OF THE ABOVE
- 9 () GETS NO NATIONAL/INTERNATIONAL NEWS
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

news5 (8) Main source of news for your local community

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 1 NEWSPAPERS
- 2 TELEVISION
- 3 RADIO
- 4 WORLD WIDE WEB
- 5 FRIENDS AND RELATIVES
- 6 SOMETHING ELSE
- 7 () COMBINATION OF THE ABOVE
- 8 () GETS NO LOCAL NEWS
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

world (9) Looked at The World in the past week

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world1 (10) Days per week reading The World?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX OR MORE
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world2 (11) Part of The World looked at first

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 1 ANN LANDERS
- 2 ADVERTISEMENTS, EXCEPT CLASSIFIED
- 3 BRIEFS ON DAILY OR UPCOMING EVENTS
- 4 BUSINESS NEWS
- 5 CLASSIFIED ADS
- 6 COAST LIFE
- 7 COMICS
- 8 FRONT PAGE
- 9 INTERNATIONAL NEWS
- 10 LOCAL GOV

world3a (12) Regularly read the local news

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world3b (13) Read the briefs on up-coming events

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

world3c (14) Read the obituaries

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world3d (15) Read the display advertisements

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world3e (16) Read the classified ads

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

world3f (17) Read the daily TV listings

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world3g (18) Read the comics  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world3h (19) Read the sports section  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

world3j (20) Read View Magazine  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world3k (21) Keep View Magazine after the weekend  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

- 1 YES
- 2 NO

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world31 (22) Other part(s) regularly read?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

world4 (23) See yesterday

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world4a (24) See the ad for (BUSINESS) in The World?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world5 (25) Looked at The World's website?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

world5a (26) Read The World's website?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

world6 (27) News from another source?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

weekly (28) Ever look at weekly newspapers ?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—



weekly1 (29) Look at the Koos News?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 EVERY WEEK
- 2 A FEW TIMES EACH MONTH
- 3 ONCE PER MONTH
- 4 LESS OFTEN
- 5 () NEVER
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

weekly2 (30) Look at the Western World

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 EVERY WEEK
- 2 A FEW TIMES EACH MONTH
- 3 ONCE PER MONTH
- 4 LESS OFTEN
- 5 () NEVER
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

weekly3 (31) Look at the Coquille Valley Sentinel ?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 EVERY WEEK
- 2 A FEW TIMES EACH MONTH
- 3 ONCE PER MONTH
- 4 LESS OFTEN
- 5 () NEVER
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

weekly4 (32) Look at the Myrtle Point Herald?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 EVERY WEEK
- 2 A FEW TIMES EACH MONTH
- 3 ONCE PER MONTH
- 4 LESS OFTEN
- 5 () NEVER
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

weekly5 (33) Look at the South Coast Shopper?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 EVERY WEEK
- 2 A FEW TIMES EACH MONTH
- 3 ONCE PER MONTH
- 4 LESS OFTEN
- 5 () NEVER
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

weekly6 (34) Look at South Coast Week?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 EVERY WEEK
- 2 A FEW TIMES EACH MONTH
- 3 ONCE PER MONTH
- 4 LESS OFTEN
- 5 () NEVER
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

weekly7 (35) Look at other weekly publications?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

flyers1 (36) Look at flyers sent to mail

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

tv1 (37) Watched television in the last week

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

tv2 (38) Days per week TV watched

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 97 REFUSED
- 98 DON'T KNOW

99 NO ANSWER

tv3 (39) Channels watched each day

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

10 10 OR MORE  
97 REFUSED  
98 DON'T KNOW  
99 NO ANSWER

tv5 (40) Watched KCBY yesterday

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

1 YES  
2 NO  
7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

-

tv5a (41) Saw commercial for (BUSINESS) on KCBY

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

1 YES  
2 NO  
7 REFUSED  
8 DON'T KNOW  
9 NO ANSWER

radio1 (42) Listened to the radio in the past week?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

1 YES

- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

radio2 (43) Days per week listening to the radio

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

radio3 (44) Number of radio stations listened to

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 6 = 6 OR MORE
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

radio5 (45) Listened to KDCQ yesterday

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

radio5a (46) Heard commercial for (BUSINESS) on KDCQ

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES

- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

trust1 (47) Trust the accuracy of radio news

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 1 ALWAYS
- 2 OFTEN
- 3 SOMETIMES
- 4 RARELY
- 5 : NEVER TRUST
- 6 : IT VARIES
- 7 : NEVER HEAR RADIO NEWS
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

—

fair1 (48) Think news on radio station is fair

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 ALWAYS
- 2 OFTEN
- 3 SOMETIMES
- 4 RARELY
- 5 : NEVER
- 6 : IT VARIES
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

trust2 (49) Trust the accuracy of TV

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 1 ALWAYS
- 2 OFTEN

- 3 SOMETIMES
- 4 RARELY
- 5 : NEVER
- 6 : IT VARIES
- 7 : NEVER SEE TV NEWS
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

—

fair2 (50) News on TV station is fair  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

- 1 ALWAYS
- 2 OFTEN
- 3 SOMETIMES
- 4 RARELY
- 5 : NEVER
- 6 : IT VARIES
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

trust3 (51) Trust the accuracy of news in the newspaper  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

- 1 ALWAYS
- 2 OFTEN
- 3 SOMETIMES
- 4 RARELY
- 5 : NEVER
- 6 : IT VARIES
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

fair3 (52) News in the local newspaper is fair  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right

Print Format: F1  
Write Format: F1

Value Label

- 1 ALWAYS
- 2 OFTEN
- 3 SOMETIMES
- 4 RARELY
- 5 : NEVER
- 6 : IT VARIES
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

most1 (53) Source of news and information relied on most

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 1 THE WORLD NEWSPAPER
- 2 OTHER DAILY NEWSPAPER
- 3 THE WESTERN WORLD
- 4 THE COQUILLE VALLEY SENTINEL
- 5 THE SOUTH COAST SHOPPER
- 6 SOUTH COAST WEEK
- 7 OTHER PRINT NEWSPAPER
- 8 RADIO STATION KDCQ (KAY-DOC)
- 9 OTHER RADIO STATION"
- 10 TV STATION KCBY
- 11 OTHER TV STATION
- 12 DIRECT MAIL
- 13 IN-STORE ADVERTISING
- 14 FRIENDS/NEIGHBORS/WORD-OF-MOUTH
- 15 OTHER MISC. SOURCE
- 16 NONE
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

—

most2 (54) Source of information for shopping decisions

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 1 THE WORLD NEWSPAPER



- 2 OTHER DAILY NEWSPAPER
- 3 THE WESTERN WORLD
- 4 THE COQUILLE VALLEY SENTINEL
- 5 THE SOUTH COAST SHOPPER
- 6 SOUTH COAST WEEK
- 7 OTHER PRINT NEWSPAPER
- 8 RADIO STATION KDCQ (KAY-DOC)
- 9 OTHER RADIO STATION"
- 10 TV STATION KCBY
- 11 OTHER TV STATION
- 12 DIRECT MAIL
- 13 IN-STORE ADVERTISING
- 14 WORD-OF-MOUTH
- 15 OTHER MISC. SOURCE
- 16 NONE
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

urbrur (55) Urban, suburban, or rural area

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 URBAN
- 2 SUBURBAN
- 3 RURAL, RANCH, FARM
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

zipcode (56) Zip code

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 1 - 97407
- 2 - 97411
- 3 - 97414
- 4 - 97420
- 5 - 97423
- 6 - 97441
- 7 - 97449
- 8 - 97458
- 9 - 97459
- 10 - 97460

- 11 - 97466
- 12 - 97467
- 13 - 97468
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

lifesty1 (57) Participated in any type of outdoor activity?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

lifesty2 (58) Hobbies or artistic activities

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

hobby1 (59) Home crafts

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

hobby2 (60) Shop crafts?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1  
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

hobby3 (61) Artistic activities  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

lifesty3 (62) Group activities  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

involve1 (63) Volunteered in your community?  
Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

involve2 (64) Participated in religious group activities?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

involve3 (65) Attended live theater or concert events?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

involve4 (66) Gotten together with friends or relatives?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

1 YES

2 NO

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

involve5 (67) Taken part in senior center activities?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

involve6 (68) Taken part in bingo games?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

involve7 (69) Taken part in 4H?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

—

lifesty4 (70) Taken part in any other activities?

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

age (71) Age

Measurement Level: Scale  
Column Width: 8 Alignment: Right  
Print Format: F2  
Write Format: F2

Value Label

96	96 OR MORE
97	REFUSED
98	DON'T KNOW
99	NO ANSWER

sex (72) Male or female

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F1  
Write Format: F1

Value Label

1	MALE
2	FEMALE
7	REFUSED
8	DON'T KNOW
9	NO ANSWER

—

educ (73) Highest level of education completed

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F2  
Write Format: F2

Value Label

1	0-8 YEARS, NO GED
2	8-12 YEARS, NO HIGH SCHOOL DIPLOMA OR GED
3	HIGH SCHOOL DIPLOMA OR GED
4	SOME COLLEGE, NO DEGREE
5	ASSOCIATE

employ (74) Working for pay, either full time or part time

Measurement Level: Ordinal  
Column Width: 8 Alignment: Right  
Print Format: F2  
Write Format: F2

Value Label

1	EMPLOYED
2	STUDENT TAKING CLASSES
3	UNEMPLOYED
4	KEEPING HOUSE

- 5 RETIRED
- 6 UNABLE TO WORK
- 7 VOLUNTEER WORK ONLY
- 8 OTHER
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

—

www (75) Connected to the World Wide Web

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 3 : YES, BUT DON'T
- 4 NEVER HEARD OF
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

hhnum (76) Number in household

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F2

Write Format: F2

Value Label

- 20 20 OR MORE
- 97 REFUSED
- 98 DON'T KNOW
- 99 NO ANSWER

hhkids (77) Children younger than age 18

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

- 1 YES
- 2 NO
- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

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povlevel (78) Income above or below poverty line

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

Value Label

1	ABOVE
2	BELOW
7	REFUSED
8	DON'T KNOW
9	NO ANSWER

ending2 (79)

Thank-you for your time and opinions on these questions. Good-bye. PRESS

1 TO CONTINUE

Measurement Level: Ordinal

Column Width: 8 Alignment: Right

Print Format: F1

Write Format: F1

educr (80) Level of Education

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00	HIGH SCHOOL
2.00	SOME COLLEGE
3.00	COLLEGE DEGREE OR HIGHER
7.00	REFUSED
8.00	DON'T KNOW
9.00	NO ANSWER

employr (81) Employment Status

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00	EMPLOYED
2.00	RETIRED
3.00	OTHER
7.00	REFUSED
8.00	DON'T KNOW
9.00	NO ANSWER



ager (82) Age (Categorized).

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00	18 THRU 29
2.00	30 THRU 39
3.00	40 THRU 49
4.00	50 THRU 59
5.00	60 THRU 69
6.00	70 OR OLDER
7.00	REFUSED
8.00	DONT KNOW
9.00	NO ANSWER

backpac (83) Do you backpack?

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00	yes
2.00	no

camping (84) Do you go camping?

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00	yes
2.00	no

fishing (85) Do you fish?

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00	yes
2.00	no

garden (86) Do you garden?

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00 yes

2.00 no

golf (87) Do you play golf?

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00 yes

2.00 no

grsprts (88) Do you play group sports?

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00 yes

2.00 no

hunt (89) Do you hunt?

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00 yes

2.00 no

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exer (90) Do you exercise?

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00 yes  
2.00 no

other (91) Other activity

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F8.2

Write Format: F8.2

Value Label

1.00 yes  
2.00 no  
7.00 refused  
8.00 DK  
9.00 NA

world6e (92) News from another source (open)?

Measurement Level: Scale

Column Width: 8 Alignment: Right

Print Format: F11

Write Format: F11

Value Label

10 Regional Issues  
11 Local/regional  
12 State news  
13 Other states  
14 National news  
15 International news  
20 Specific Subject  
21 Weather  
22 Sports  
23 Business  
24 Political  
25 Current events  
26 Advertising  
40 Other Genre  
41 Network /Cable TV news  
42 Internet news  
43 other newspapers  
50 Quality of News  
51 Balanced

—

52 Comprehensive  
96 Other  
97 Refused

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