ICPSR
Inter-university Consortium for
Political and Social Research

ABC News Stockbroker Poll, February 1987

ABC News

ICPSR 8858

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ABC NEWS STOCKBROKER POLL, FEBRUARY 1987

(ICPSR 8858)

Principal Investigator

ABC News

First ICPSR Edition
September, 1988

Inter-university Consortium for
Political and Social Research
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Acknowledgement of Assistance

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ABC News

ABC NEWS STOCKBROKER POLL, FEBRUARY 1987 (ICPSR 8858)

SUMMARY: The stock market was the subject of this poll. Respondents were asked if changes in stock market prices affected them personally, if they currently owned or had ever owned any stock, and if they or anyone in their households were enrolled in a pension plan or received payments from a pension plan or social security. Additional questions focused on insider trading and Ivan Boesky. Demographic characteristics of respondents are included. CLASS IV

UNIVERSE: The population of the United States, excluding Alaska and Hawaii, aged 18 and over.
SAMPLING: Households were selected by random digit dialing.

EXTENT OF COLLECTION: 1 data file
DATA FORMAT: Card Image

FILE STRUCTURE: rectangular
CASES: 513
VARIABLES: approximately 25
RECORD LENGTH: 80
RECORDS PER CASE: 1

Panel Prefix = PJ

8858 620-9R

SEP 0 9 1987

Chilton Research Services
Radnor, Pennsylvania

Study #8987
February 1987

ABC NEWS STOCKBROKER POLL

Hello, I'm calling from Chilton Research Services. We are doing a short survey for ABC News on some current events.

Card (col)

Our research experts have randomly selected the person in your household I should speak to, so that all types of people will be represented in our survey. Thinking of all the male/female adults 18 years of age and older, living in this household, currently at home . . . .may I please speak to the one who last had a birthday? (IF NO MALE/FEMALE IN THE HOUSEHOLD, ASK: Then may I please speak to the female/male who last had a birthday?) (REPEAT INTRODUCTION IF NEEDED)

00021 (08)

1. Do you think the nation's economy is getting better, getting worse, or staying the same?

Getting better	1
Getting worse	2
Staying the same	3
DK/No opinion	8
NA/Refused	9

00014 (09)

2. How much do rises and falls in stock market prices affect you personally

A great deal	1
Somewhat	2
Not much	3
Not at all	4
DK/No opinion	8
NA/Refused	9

00010 (10)

3. Do you personally own any stock? [INTERVIEWER: IF ASKED, MUTUAL FUNDS ARE STOCK.]

Yes	1 (SKIP TO Q.5)
No	2
DK/No opinion	8
NA/Refused	9

00012 (11)

4. Well, have you ever owned any stock?

Yes	1
No	2
DK/No opinion	8
NA/Refused	9

00013 1(12)

5. Are you or is anyone in your household enrolled in a pension plan at the place where they work or once worked?

Yes	1
No	2
DK/No opinion	8
NA/Refused	9

00018 1(13)

6. Do you or does anyone in your household receive payments from a pension plan other than Social Security?

Yes	1
No	2
DK/No opinion	8
NA/Refused	9

00011 1(14)

7. Suppose someone got a tip from a friend that the company he or she works for was going to be purchased for a lot more money than its current stock price. Do you think that most people, if they had the money, would buy the stock in that company or not?

Would buy	1
Would not buy	2
DK/No opinion	8
NA/Refused	9

00022 1(15)

8. Now suppose that you yourself got a tip from a friend that the company he or she works for was going to be purchased for a lot more money than its current stock price. If you had some spare cash, would you buy stock in that company or not?

Would buy	1
Would not buy	2
DK/No opinion	8
NA/Refused	9

00015 1(16)

9. Do you think buying stock based on such an insider tip is legal, illegal, or don't you know enough about stock trading to say?

Legal	1
Illegal	2
DK/No opinion	8
NA/Refused	9

00017 1(17)

10. Do you think it should be against the law to buy stock based on such an insider tip or not?

Yes	1
No	2
DK/No opinion	8
NA/Refused	9

00023 1(18)

11. Well, people don't always realize it, but it is illegal to trade stocks of a company based on insider information about that company. Insider information is information about a company's plans that has not been made public yet and could affect its stock price if it were known. In fact. the government has recently charged several businessmen with illegally trading stocks on Wall Street based on such inside information.

Do you recall hearing or reading anything about those insider stock trading cases on Wall Street?

Yes	1
No	2(SKIP TO Q.13)
DK/No opinion	8(SKIP TO Q.13)
NA/Refused	9(SKIP TO Q.13)

00020 1(19)

12. How closely have you been following news about insider trading?

Very closely	1
Somewhat closely	2
[redacted]NOT VERY CLOSELY[redacted]	3
[redacted]NOT AT ALL[redacted]	4
DK/No opinion	8
NA/Refused	9

00016 1(20)

13. How common do you think it is for people on Wall Street to engage in insider trading or don't you know enough about the subject to say? Do you think most stockbrokers engage in insider trading, some do, or most do not?

Most do	1
Some do	2
Most do not	3
DK/No opinion	8
NA/Refused	9

00019 1(21)

14. Do you think the recent cases of insider trading on Wall Street is a sign that morals in American business have been declining in the last few years, or not?

Morals have been declining	1
Morals have not been declining	2(SKIP TO Q.16)
DK/No opinion	8(SKIP TO Q.16)
NA/Refused	9(SKIP TO Q.16)

00024 1(22)

15. Is that a major decline or a minor decline?

Major decline	1
Minor decline	2
(VOL.)Somewhere in between	3
DK/No opinion	8
NA/Refused	9

00025 1(23)

16. Just your best guess, would you say that most stock brokers on Wall street try to obey the laws governing their profession or would you say most stock brokers try to find a way around the laws governing their profession?

Most try to obey laws	1
Most try to find a way around laws	2
(VOL.)Somewhere in between	3
DK/No opinion	8
NA/Refused	9

00026 1(24)

17. Do you happen to know who Ivan Boesky (bow-ski) is?

Stock trader accused of insider-trading/Stockbroker/ Arbitrageur	1
Billionnaire/ rich man	2
Other (SPECIFY--LL)	3
DK/No opinion	8
NA/Refused	9

00027

Now, just a few more questions to help classify your answers:

18. In what year were you born? 1(25-28) AGE 1(29)

---- ---- ---- ----

18-30	1
31-44	2
45-60	3
61+	4
Refused	9

1(30)

00028

19. If you added together the yearly incomes, before taxes, of all the members of your household for last year, 1986, would the total be: (READ LIST)

Under $8,000	1
$8,000 but less than $12,000	2
$12,000 but less than $20,000	3
$20,000 but less than $30,000	4
$30,000 but less than $50,000	5
Or more than $50,000	6
(DO NOT READ)NA/Refused	9

record SEX 1(66) Male = 1 Female = 2

Region 1(79)

State 1(77-78)

Julian Date 1(60-64)

Interview Number 1(1-5)

STATE CODES
NO POLLING DONE IN ALASKA OR HAWAII

01 Maine
02 New Hampshire
03 Vermont
04 Massachusetts
05 Connecticut
06 Rhode Island
07 New York
08 New Jersey
09 Pennsylvania
10 Ohio
11 Indiana
12 Illinois
13 Michigan
14 Wisconsin
15 Minnesota
16 Iowa
17 Missouri
18 Kansas
19 Nebraska
20 South Dakota
21 North Dakota
22 Delaware
23 Maryland
24 District of Columbia
25 West Virginia
26 Virginia
27 North Carolina
28 South Carolina
29 Georgia
30 Florida
31 Mississippi
32 Alabama
33 Tennessee
34 Kentucky
35 Arkansas
36 Louisiana
37 Texas
38 Oklahoma
39 New Mexico
40 Arizona
41 Nevada
42 Utah
43 Colorado
44 Wyoming
45 Montana
46 Idaho
47 Washington
48 Oregon
49 California

REGION

1	NEW ENGLAND	
	Connecticut	New Hampshire
	Maine	Rhode Island
	Massachusetts	Vermont
2	MIDDLE ATLANTIC	
	New Jersey	
	New York	
	Pennsylvania	
3	EAST NORTH CENTRAL	
	Illinois	Ohio
	Indiana	Wisconsin
	Michigan	
4	WEST NORTH CENTRAL	
	Iowa	Nebraska
	Kansas	North Dakota
	Minnesota	South Dakota
	Missouri	
5	SOUTH ATLANTIC	
	Delaware	North Carolina
	District of Columbia	South Carolina
	Florida	Virginia
	Georgia	West Virginia
	Maryland	
6	EAST SOUTH CENTRAL	
	Alabama	Mississippi
	Kentucky	Tennessee
7	WEST SOUTH CENTRAL	
	Arkansas	Oklahoma
	Louisiana	Texas
8	MOUNTAIN	
	Arizona	Nevada
	Colorado	New Mexico
	Idaho	Utah
	Montana	Wyoming
9	PACIFIC	
	Alaska	Oregon
	California	Washington
	Hawaii	