



NORTH KOREA: U.S. ATTITUDES **AND AWARENESS**

JULY – AUGUST 2014



THE BUSH INSTITUTE

AT THE

GEORGE W. BUSH PRESIDENTIAL CENTER

INTRODUCTION

The study was conducted for the George W. Bush Institute via telephone by SSRS, an independent research company. Interviews were conducted from **Wednesday, July 30-Sunday, August 3, 2014** among a sample of 1,029 respondents. The margin of error for total respondents is +/-3.7% at the 95% confidence level. More information about SSRS can be obtained by visiting www.ssrs.com.

1. Do you agree or disagree with the following statement: Regardless of where they live, every human being should enjoy the same protection of human rights? Do you feel that way strongly, or somewhat?

Strongly Agree/Somewhat Agree (Net)	95
Strongly Agree	84
Somewhat Agree	11
Strongly Disagree/Somewhat Disagree (Net)	4
Somewhat Disagree	2
Strongly Disagree	2
Don't Know	1
Refused	*

2. Do you agree or disagree with the following statement: The United States has a responsibility to investigate or possibly act upon international violations of human rights when brought to the attention of the U.S. government? Do you feel that way strongly, or somewhat?

Strongly Agree/Somewhat Agree (Net)	72
Strongly Agree	40
Somewhat Agree	32
Strongly Disagree/Somewhat Disagree (Net)	24
Somewhat Disagree	13
Strongly Disagree	12
Don't Know	3
Refused	1

3. Which of these statements comes closest to your personal view?

US has a historical obligation to support freedom	15
Evaluate each situation	63
US should not become involved	20
Don't Know	2
Refused	1

4. Do you agree or disagree with the following statements: (INSERT ITEM)? Do you feel that way strongly, or somewhat?

a. Economic sanctions should be taken against governments or foreign leaders that violate the human rights of their people.

Strongly Agree/Somewhat Agree (Net)	84
Strongly Agree	57
Somewhat Agree	27
Strongly Disagree/Somewhat Disagree (Net)	14
Somewhat Disagree	6
Strongly Disagree	7
Don't Know	2
Refused	*

b. Military action should be taken against governments that violate the human rights of their people.

Strongly Agree/Somewhat Agree (Net)	60
Strongly Agree	27
Somewhat Agree	33
Strongly Disagree/Somewhat Disagree (Net)	36
Somewhat Disagree	19
Strongly Disagree	18
Don't Know	3
Refused	1

c. No action should be taken against governments that violate the rights of their people. The United States can't act as the world's policeman.

Strongly Agree/Somewhat Agree (Net)	
Strongly Agree	54
Somewhat Agree	28
Strongly Disagree/Somewhat Disagree (Net)	42
Somewhat Disagree	22
Strongly Disagree	20
Don't Know	3
Refused	1

Summary Tables

Agree/Strongly Agree (Net)	
Economic sanctions should be taken against governments or foreign leaders that violate the human rights of their people.	84
Military action should be taken against governments that violate the human rights of their people.	60
No action should be taken against governments that violate the rights of their people. The United States can't act as the world's policeman.	54

Disagree/Strongly Disagree (Net)	
Economic sanctions should be taken against governments or foreign leaders that violate the human rights of their people.	14
Military action should be taken against governments that violate the human rights of their people.	36
No action should be taken against governments that violate the rights of their people. The United States can't act as the world's policeman.	42

REFUGEES

(Random Half Sample A; n=515)

5. Do you agree or disagree with the following statement: All countries should provide refuge to people who are fleeing their homelands because of (INSERT ITEM)? Do you feel that way strongly, or somewhat?

a. War or violence

Strongly Agree/Somewhat Agree (Net)	75
Strongly Agree	43
Somewhat Agree	31
Strongly Disagree/Somewhat Disagree (Net)	24
Somewhat Disagree	12
Strongly Disagree	12
Don't Know	1
Refused	*

b. Extreme poverty

Strongly Agree/Somewhat Agree (Net)	58
Strongly Agree	27
Somewhat Agree	31
Strongly Disagree/Somewhat Disagree (Net)	38
Somewhat Disagree	20
Strongly Disagree	18
Don't Know	2
Refused	1

c. A repressive government

Strongly Agree/Somewhat Agree (Net)	71
Strongly Agree	35
Somewhat Agree	36
Strongly Disagree/Somewhat Disagree (Net)	26
Somewhat Disagree	15
Strongly Disagree	11
Don't Know	2
Refused	1

Summary Tables

Agree/Strongly Agree (Net)	
War or violence	75
Extreme poverty	58
A repressive government	71

Disagree/Strongly Disagree (Net)	
War or violence	24
Extreme poverty	38
A repressive government	26

(Random Half Sample B; n=514)

6. Do you agree or disagree with the following statement: Refugees fleeing (INSERT ITEM) should have a right to live in a new country. Do you feel that way strongly, or somewhat?

a. War or violence

Strongly Agree/Somewhat Agree (Net)	74
Strongly Agree	43
Somewhat Agree	31
Strongly Disagree/Somewhat Disagree (Net)	23
Somewhat Disagree	9
Strongly Disagree	14
Don't Know	2
Refused	*

b. Extreme poverty

Strongly Agree/Somewhat Agree (Net)	70
Strongly Agree	39
Somewhat Agree	31
Strongly Disagree/Somewhat Disagree (Net)	26
Somewhat Disagree	13
Strongly Disagree	13
Don't Know	4
Refused	1

c. A repressive government

Strongly Agree/Somewhat Agree (Net)	74
Strongly Agree	40
Somewhat Agree	34
Strongly Disagree/Somewhat Disagree (Net)	24
Somewhat Disagree	13
Strongly Disagree	10
Don't Know	2
Refused	1

Summary Tables

Agree/Strongly Agree (Net)	
War or violence	74
Extreme poverty	70
A repressive government	74

Disagree/Strongly Disagree (Net)	
War or violence	23
Extreme poverty	26
A repressive government	24

7. Nearly every nation has signed international agreements saying that they will allow refugees to take asylum if they are fleeing war, violence or a repressive government. However, some nations don't honor their obligations and send refugees back to their home country. Should countries that don't honor their obligations be held accountable?

Yes, countries should be held accountable	75
No, countries should not be held accountable	21
Don't Know	3
Refused	1

AWARENESS ON NORTH KOREA

8. When you think of North Korea, what is the first thing that comes to mind?

Leader(s)/Dictator(s)/Kim	19
Communist Country	11
Korean War	10
Dangerous / bad place to be / trouble / fear*	7
Nuclear power/security issues/missiles	7
Human rights/prison camps/Shin Dong-hyuk	5
Military/War (Not Korean)*	4
Famine/hunger/poverty	3
Oppression*	3
Repressive Country*	3
Crazy*	1
Dennis Rodman	1
Isolation*	1
Sad / anger / disgust / disbelief*	1
Other (Specify)	7
Nothing	5
Don't Know	10
Refused	2

**Responses from multiple mentions during field.*

9. For each of the following countries, please say whether you consider it an ally of the United States, friendly but not an ally, or an enemy of the United States. How about (INSERT ITEM)?

a. North Korea

Ally/Friendly (Net)	17
Ally of the United States	4
Friendly but not an ally	13
Enemy of the United States	75
Don't Know	8
Refused	*

b. South Korea

Ally/Friendly (Net)	78
Ally of the United States	43
Friendly but not an ally	35
Enemy of the United States	12
Don't Know	10
Refused	*

10. What kind of government does (INSERT ITEM) have, is it...?

a. North Korea

Democratic	5
Communist/Socialist	27
A monarchy	4
A dictatorship	48
Don't Know	17
Refused	*

b. South Korea

Democratic	41
Communist/Socialist	15
A monarchy	7
A dictatorship	12
Don't Know	24
Refused	*

11. Do you agree or disagree that North Korea respects the human rights of its people? Do you feel that way strongly, or somewhat?

Strongly Agree/Somewhat Agree (Net)	18
Strongly Agree	8
Somewhat Agree	11
Strongly Disagree/Somewhat Disagree (Net)	72
Somewhat Disagree	16
Strongly Disagree	56
Don't Know	9
Refused	*

12. In February, the United Nations issued a Commission of Inquiry report on human rights in North Korea. Have you heard of this report?

Yes, have heard	15
No, have not heard	84
Don't Know	1

13. This UN report highlighted the political prison camps in North Korea, which have been compared to the concentration camps of Nazi Germany and the gulags of the Soviet Union. Have you heard of these political prison camps in North Korea?

Yes, have heard	40
No, have not heard	59
Don't Know	1
Refused	*

(Random Half Sample C; n=514)

14. Between 1994 and 1998, a famine took place in North Korea. As many as 3 million people may have died and many more suffered from illnesses or stunted growth. Have you heard about this famine?

Yes, have heard	28
No, have not heard	70
Don't Know	2

(Random Half Sample D; n=515)

15. The U.S. State Department has reported that tens of thousands of North Korean women are victims of human trafficking and are being forced into prostitution, arranged marriages and forced labor. Have you heard about this issue?

Yes, have heard	52
No, have not heard	48
Don't Know	*

NORTH KOREA ACTIONS

16. People have concerns regarding the North Korean government's abuse of human rights, as well as its attempts to develop weapons of mass destruction. Who do you believe is most responsible for addressing these issues?

The United States	9
Regional Powers such as China and South Korea	22
The United Nations	55
Nongovernmental organizations, such as charities and religious institutions	3
Don't Know	10
Refused	1

17. If the United States were to get more involved in addressing the situation in North Korea, do you think they should focus more on North Korea's aggressive behavior toward other countries, focus more on potential human rights violations, or should the U.S. not get involved?

Be involved/Focus (Net)	51
Focus more on North Korea's aggressive behavior toward other countries	24
Focus more on human rights violations	27
The U.S. shouldn't get involved	43
Don't Know	6
Refused	1

METHODOLOGY

SSRS conducted the poll on behalf of the George W. Bush Institute in its Omnibus from July 30 through August 3, 2014. The goal of this poll was to measure the level of awareness of human rights issues in North Korea as well as opinions on those issues.

For the poll, SSRS interviewed a representative sample of 1029 respondents, 18 or older, throughout the United States. Respondents were reached by landlines and cell phones. Those who preferred being interviewed in Spanish were interviewed by bilingual interviewers.

This report details the methodological components of the study: sample design, questionnaire design, programming, field operations, data processing, and weighting.

SAMPLE DESIGN

The SSRS Omnibus sample is designed to represent the adult U.S. population (including Hawaii and Alaska). SSRS Omnibus uses a fully-replicated, stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households, and randomly generated cell phone numbers. Sample telephone numbers are computer generated and loaded into on-line sample files accessed directly by the computer-assisted telephone interviewing (CATI) system.

QUESTIONNAIRE DESIGN

The questionnaire was developed by the George W. Bush Institute researchers in consultation with the SSRS project team. The questionnaire was translated into Spanish so respondents could choose to be interviewed in English or Spanish, or switch between the languages according to their comfort level.

Prior to the field period, SSRS programmed the study into CfMC 8.6 Computer Assisted Telephone Interviewing (CATI) software. Extensive checking of the program was conducted to ensure that skip patterns and sample splits followed the design of the questionnaire.

FIELD PROCEDURES

Survey Administration

The field period for this study was July 30 through August 3, 2014. All interviews were completed through the CATI system. The CATI system ensured that questions followed logical skip patterns and that complete dispositions of all call attempts were recorded.

CATI interviewers received written materials about the survey instrument and received formal training for this particular project. The written materials were provided prior to the beginning of the field period and included an annotated questionnaire that contained information about the goals of the study as well as detailed explanations as to why questions were being asked, the meaning and pronunciation of key terms, potential obstacles to be overcome in getting good answers to questions, and respondent problems that could be anticipated ahead of time, as well as strategies for addressing the potential problems.

Interviewer training was conducted before the survey was launched. Call center supervisors and interviewers were walked through each question from the questionnaire. Interviewers were given instructions to help them maximize response rates and ensure accurate data collection.

Within each landline household, a single respondent was selected through the following selection process: First, interviewers asked to speak with the youngest adult male/female at home. The term “male” appears first for a random half of the cases and “female” for the other randomly selected half. If there were no men/women home during that time, interviewers asked to speak with the youngest person of the other gender at home.

Cell phones are treated as individual devices and the interview took place outside the respondent’s home; therefore, cell phone interviews were conducted with the person answering the phone.

In order to maximize survey response, SSRS enacted the following procedures during the field period:

- *Each non-responsive number was contacted multiple times, varying the times of day, and the days of the week that call-backs were placed using a programmed differential call rule*
- *Respondents were offered the option of scheduling a call-back at their convenience*
- *Specially trained interviewers contacted households where the initial call resulted in a refusal in an attempt to convert refusals to completed interviews*

DATA PROCESSING AND DELIVERABLES

At the end of the field period SSRS delivered a set of 1 standard banner and 1 custom banner of crosstabulations, along with a full topline for all weighted survey responses, and a fully labeled SPSS dataset. In addition, SSRS delivered an executive summary analyzing the collected data.

WEIGHTING PROCEDURES

The survey data were weighted to provide nationally representative estimates of the adult population. The weighting process took into account the disproportionate probabilities of household and respondent selection due to the number of separate telephone landlines and cellphones answered by respondents and their households, as well as the probability associated with the random selection of an individual household member. Following the application of above adjustments, the sample was balanced by key demographics such as age, race, sex, region, and education. The sample was also weighted to reflect the distribution of phone usage in the general population, meaning the proportion of those who answer cell phones only, or landlines only, and those who answer both types of phones.

Specific steps are provided below:

1. *Probability of Selection (phone number): A phone number’s probability of inclusion in the sample depended on the number of phone numbers sampled in total out of the total sample frame. This was calculated as total landline numbers dialed divided by total numbers in the landline frame and the number of cell phone numbers in the sample divided by total numbers in the cell phone frame.*

2. *Probability of Contact: The probability that the sampling unit (households on landlines or respondents on cell phone) would be reached is a product of the number of phones (by type) a respondent or their household answer.*
3. *Probability of Respondent selection: In households reached by landline, a single respondent was selected. Thus, the probability of selection within a household was inversely related to the number of adults in the household.*
4. *Total Probability of Selection: This was calculated as the phone number's probability of selection (into each frame), multiplied by the number of devices of each type the respondent answers, and for landlines divided by the number of adults in the household¹. The sample weights derived at this stage were calculated as the inverse of the probability of selection.*

The final base weight was calculated as the cell phone design weight for respondents answering cell phone only, the landline design-weight for those answering landlines only, and a combination of these weights for those answering both types of phone.

5. *Post Stratification ('raking'): With the base weight applied the sample underwent the process of iterative proportional fitting (IPF), in which the sample was balanced to match known adult-population parameters based on the most recent March Supplement of the U.S. Census Bureau's Current Population Survey (CPS). This process of weighting was repeated until the root mean square error for the differences between the sample and the population was zero or near zero.*

The population parameters used for post-stratification were: age (18-29; 30-49; 50-64; 65+) by gender; Census region (Northeast, North-Central, South, West) by gender; Education (less than high school, high school graduate, some college, four-year college or more); race/ethnicity (white non-Hispanic; Black non-Hispanic) Hispanic (born in the continental U.S.); Hispanic (born outside of the continental U.S.); marital status (married/not married); population density (divided into quintiles) and phone-usage (cell phone only, landline only, dual-user).

6. *Weighting truncation ('trimming') to ensure the consistency of the population estimates produced week-to-week by Excel, the weights underwent truncation (or 'trimming') so that they do not excel 4.0 or fall below under 0.25.*

The sum of weights equals the sample N.

MARGIN OF SAMPLING ERROR

Weighting procedures increase the variance in the data with larger weights causing greater variance. Complex survey designs and post data-collection statistical adjustments increase variance estimates and, as a result, the error terms applied in statistical testing. Design effect for the poll was 1.43 overall. Accounting for sample size and design effect, the margin of sampling error for this study was +/-3.7%.

¹ To avoid extremely large or small weights, the maximum number of devices for each type of phone, and the maximum number of adults was capped at 3.

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