



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

OCTOBER 2014



THE BUSH INSTITUTE

AT THE

GEORGE W. BUSH PRESIDENTIAL CENTER

INTRODUCTION

This study was conducted for the George W. Bush Institute via telephone and web by SSRS, an independent research company. Interviews were conducted from **October 22, 2014 – October 26, 2014** among a nationally representative sample of 1,002 respondents. The margin of error for total respondents is +/-3.1% at the 95% confidence level. More information about SSRS can be obtained by visiting www.ssrs.com.

ACTIVISM

1. Are there any social, political, or environmental issues that you feel strongly enough about that you would take action to try to affect change?

10/26/14	
Yes	58
No	41
Don't Know	2
Refused	*

(IF Q1=1)

- 1a. Specifically, would you (INSERT ITEM)?

(Based on those who said yes, they feel strongly enough about an issue to take action to try to affect change (N=576))

10/26/14	
Volunteer for an organization	80
Contact an elected official,	79
Contribute financially to an organization	76
Share your views on social media or the Internet	63
Join a protest or demonstration	57
Raise awareness (general)	5
Talk to people/voice my opinion/word of mouth	4
Post flyers/signs/petitions	3
Call/write letters/email	3
Vote	2
Whatever is needed	1
Would do something else but unsure what	5
Other (specify)	11

GENERAL HUMAN RIGHTS

2. Do you agree or disagree with the following statement: Regardless of where they live, every human being is entitled to the same freedoms. Do you feel that way strongly, or somewhat?¹

	10/26/14	8/3/14
Strongly Agree/Somewhat Agree (Net)	92	95
Strongly Agree	77	84
Somewhat Agree	15	11
Strongly Disagree/Somewhat Disagree (Net)	6	4
Somewhat Disagree	4	2
Strongly Disagree	3	2
Don't Know	1	1
Refused	1	*

4. In your opinion, what country has the worst human rights record in the world? (READ LIST)

	10/26/14
China	13
North Korea	34
Russia	9
Sudan	11
Syria	11
Another country	2
Do you not know which country has the worst human rights record	17
Refused	2

¹ George W. Bush Institute, North Korea: U.S. Attitudes and Awareness, July - August 2014, question 1 text: 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?

NORTH KOREA AWARENESS

5. When you think of North Korea, what is the first thing that comes to mind?
(DO NOT READ; ACCEPT FIRST RESPONSE ONLY)

	10/26/14	8/3/14
Leader(s)/Dictator(s)/Kim	25	19
Communist Country	11	11
Human rights/prison camps/Shin Dong-hyuk	9	5
Korean War	9	10
Nuclear power/security issues/missiles	7	7
Famine/hunger/poverty	6	3
Military/war (not Korean)*	3	4
Dangerous/bad place to be/trouble/fear*	3	7
Oppression*	2	3
Dennis Rodman	1	1
Crazy*	1	1
Isolation*	1	1
Sad/anger/disgust/disbelieve*	1	1
Repressive country*	*	3
Other (Specify)	7	7
Nothing	8	5
Don't Know	6	10
Refused	1	2

**Responses from multiple mentions during field.*

6. As far as you know, does (INSERT ITEM) Korea have (an authoritarian) or (a democratic) government?

a. North Korea

10/26/14	
Authoritarian	69
Democratic	9
Don't Know	22
Refused	1

b. South Korea

10/26/14	
Authoritarian	20
Democratic	51
Don't Know	28
Refused	1

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

	10/26/14	8/3/14
Strongly Agree/Somewhat Agree (Net)	17	18
Strongly Agree	6	8
Somewhat Agree	11	11
Strongly Disagree/Somewhat Disagree (Net)	71	72
Somewhat Disagree	18	16
Strongly Disagree	53	56
Don't Know	11	9
Refused	*	*

8. Does the international community have a responsibility to provide assistance to people whose human rights are violated in North Korea?

10/26/14	
Yes	67
No	25
Don't Know	7
Refused	1

9. In February 2014 the United Nations issued a Commission of Inquiry report on human rights in North Korea. Have you heard of this report or not?²

	10/26/14	8/3/14
Yes	13	15
No	86	84
Don't Know	1	1
Refused	-	-

10. Have you heard of the existence of political prison camps in North Korea or not?³

	10/26/14	8/3/14
Yes	53	40
No	46	59
Don't Know	1	1
Refused	-	*

2 George W. Bush Institute, North Korea: U.S. Attitudes and Awareness, July – August 2014, question 12 text: In February, the United Nations issued a Commission of Inquiry report on human rights in North Korea. Have you heard of this report?

3 George W. Bush Institute, North Korea: U.S. Attitudes and Awareness, July – August 2014, question 13 text: 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?

11. Are you aware that the government of North Korea restricts religious freedom in that country or not?

10/26/14	
Yes	64
No	32
Don't Know	4
Refused	-

12. Do you believe North Korea poses a threat or does not pose a threat to the United States?

10/26/14	
Yes, poses a threat	58
No, does not pose a threat	35
Don't Know	7
Refused	*

13. Does the international community have a responsibility or obligation to act to stop human rights violations in North Korea or not?

10/26/14	
Yes	64
No	28
Don't Know	6
Refused	1

14. Does the United States have a responsibility or obligation to act to stop human rights violations in North Korea or not?

10/26/14	
Yes	45
No	48
Don't Know	6
Refused	1

REFUGEES AND CHINA

15. Nearly every nation, including China, has promised they will grant refugees asylum if they are fleeing war, violence, or a repressive government. However, some nations, such as China, don't honor their obligations and send refugees back to their home country. Do you agree or disagree that these nations should be held accountable? Do you feel that way strongly or somewhat?⁴

10/26/14	
Strongly Agree/Somewhat Agree (Net)	74
Strongly Agree	42
Somewhat Agree	32
Strongly Disagree/Somewhat Disagree (Net)	19
Somewhat Disagree	12
Strongly Disagree	8
Don't Know	6
Refused	*

ACTIONS

16. Who do you believe is most responsible for addressing issues related to North Korea's abuse of human rights?⁵

	10/26/14	8/3/14
The United States	7	9
Regional Powers such as China and South Korea	22	22
The United Nations	51	55
Nongovernmental organizations, such as charities and religious institutions	7	3
Don't know	12	10
Refused	2	1

⁴ George W. Bush Institute, North Korea: U.S. Attitudes and Awareness, July – August 2014, question 7 text: 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?

⁵ George W. Bush Institute, North Korea: U.S. Attitudes and Awareness, July – August 2014, question 16 text: 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?

ASK IF 16=3

17. If countries such as China and Russia block the United Nations from taking action on North Korea, does the United States have an obligation to take action (on its own), (together with other countries), or do you believe that the United States does not have an obligation to take action?

(Based on those who believe the United Nations should address North Korea's abuse of Human Rights (N=508))

10/26/14	
On its own	4
Together with other countries	51
Believe that the United States does not have an obligation to take action	41
Don't know	4
Refused	1

18. Do you think North Korea should be required to improve its human rights record in exchange for better relations with the U.S or not?"

10/26/14	
Yes, should be required to improve its human rights record	80
No, should not be required to improve its human rights record	16
Don't know	3
Refused	1

19. Would you support (INSERT FIRST/NEXT ITEM):

a. Helping to transmit uncensored news and information into North Korea?

10/26/14	
Yes	57
No	38
Don't Know	5
Refused	*

b. Assisting refugees trying to escape North Korea?

10/26/14	
Yes	69
No	27
Don't Know	4
Refused	*

c. Assisting victims of human trafficking from North Korea?

10/26/14	
Yes	72
No	26
Don't Know	2
Refused	1

d. Helping to educate North Koreans about democracy and human rights?

10/26/14	
Yes	80
No	17
Don't Know	3
Refused	1

METHODOLOGY

SSRS conducted the poll on behalf of the George W. Bush Institute in its Omnibus from October 22 through October 26, 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 1,002 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 rotates followed the design of the questionnaire.

FIELD PROCEDURES

Survey Administration

The field period for this study was October 22 through October 26, 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 household⁶. 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 1.4 overall. Accounting for sample size and design effect, the margin of sampling error for this study was +/-3.6%.

⁶ 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.

GEORGE W. BUSH INSTITUTE

The Bush Institute's Human Freedom initiative seeks to advance the development of free societies rooted in individual liberty, civil society, and democratic institutions and practices. Our programs provide a continuum of support for freedom advocates leading nonviolent change in countries that are closed, in transition to democracy, or in retreat from democracy. We advocate for U.S. global leadership and engagement as essential to increasing freedom in the world.

HUMAN FREEDOM INITIATIVE

The Bush Institute's Human Freedom initiative seeks to advance the development of free societies rooted in individual liberty, civil society, and democratic institutions and practices. Our programs provide a continuum of support for freedom advocates leading nonviolent change in countries that are closed, in transition to democracy, or in retreat from democracy. We advocate for U.S. global leadership and engagement as essential to increasing freedom in the world.

SSRS

SSRS is a full-service survey and market research firm managed by a core of dedicated professionals with advanced degrees in the social sciences. SSRS designs and implements solutions to complex strategic, tactical, public opinion, and policy issues in the U.S. and in more than 40 countries worldwide. SSRS partners with clients interested in conducting high-quality research. SSRS is renowned for its sophisticated sample designs and its experience with all modes of data collection, including those involving multimodal formats. SSRS provides the complete set of analytical, administrative and management capabilities needed for successful project execution. For more information on SSRS, visit www.ssrs.com.

The George W. Bush Institute at the George W. Bush Presidential Center
2943 SMU Boulevard | Dallas, Texas 75205 | 214.200.4300
www.bushcenter.org | humanfreedom@bushcenter.org

 THE BUSH INSTITUTE
AT THE
GEORGE W. BUSH PRESIDENTIAL CENTER