

Battleground 2004 (XXIII)

FINAL

STUDY #9540

THE TARRANCE GROUP, INC.

N = 1,000 Registered "likely" voters

Field Dates: September 7-10, 2003

SPLIT SAMPLE A/B

Hello, I'm _____ of The Tarrance Group, a national survey research firm. We're talking to people long distance today about public leaders and issues facing us all. May I please speak with a (male/female) in the household who is registered to vote?

A. Are you registered to vote in your state?

IF "NO," ASK: Is there someone else at home who is registered to vote?
(IF "YES," THEN ASK: MAY I SPEAK WITH HIM/HER?)

Yes (CONTINUE)

No (THANK AND TERMINATE)

Now thinking ahead to the 2004 election for U.S. President and Congress --

B. What is the likelihood of your voting in the 2004 election for President and U.S. Congress -- are you extremely likely, very likely, somewhat likely, or not very likely at all to vote?

(CONTINUE)

Extremely Likely 74%
Very Likely 21%
Somewhat Likely 5%

(THANK AND TERMINATE)

Not Very Likely
UNSURE (DNR)

C. Are you, or is anyone in your household, employed with an advertising agency, newspaper, television or radio station, or political campaign?

Yes (THANK AND TERMINATE)

No (CONTINUE)

* = Less than .5%

Now, thinking for a moment about things in the country --

1. Do you feel things in this country are going in the right direction, or have they gotten off on the wrong track?

IF CHOICE MADE, ASK: And do you feel *strongly* or *somewhat* about that?

Right direction/strongly 24%
Right direction/somewhat 16%
UNSURE (DNR) 8%
Wrong track/somewhat 8%
Wrong track/strongly 45%

Still thinking about things here in the U.S. --

2. What do you think is the number one problem facing this part of the country today -- that is, what is the problem that you and your family are most concerned about? **(DO NOT READ RESPONSES, JUST RECORD)**

NOTE TO INTERVIEWER: After completion of interview, double check this question for proper coding. Try to fit "Others" into a pre-existing category.

Abortion	1%	Job training	*
Agriculture/farming/ranching	*	Lawsuits/Litigation	*
AIDS	*	Loss of Industry	*
Auto insurance	*	Medicare/Medicaid	1%
Budget deficit	1%	Moral/religious concerns	2%
Bush (President George W.)	2%	National Defense	1%
Campaign finance reform	*	Pensions	*
Child care	*	Politicians/incumbents	1%
College/affording	*	Pollution	*
Congress	*	Prescription drugs	*
Cost of living	1%	Property taxes	*
Crime	2%	Racism	*
Cuts to government programs	*	Republicans	*
Deficit	1%	Retirement	*
Democrats	1%	Roads/highways	*
Drugs	1%	Schools/school choice	*
Economy	25%	Senior citizens	*
Education	5%	Social security	*
Energy costs (gasoline for automobiles)	*	Stock Market	*
Energy costs (home heating)	*	Taxes	2%
Environment	1%	Tax increases	*
Foreign affairs	2%	Television/violence & sex	*
Gangs	*	Terrorism	7%
Government/size/regulation	*	Tobacco	*
Government spending	1%	Trade	*
Growth/overdevelopment	*	Traffic	*
Guns	*	Unemployment	9%
Health care (cost/quality of)	3%	Unions	*
Health insurance (cost/lack of)	1%	Values	*
Homeless/poverty	*	Violence	*
Housing (costs/lack of)	*	Wages	*
Immigration	1%	Welfare (reform)	*
Inflation	1%	Water (shortage/quality)	*
Interest rates	*	OTHER	12%
Jobs	8%	UNSURE (TO Q4)	4%

IF ANY RESPONSE OTHER THAN “UNSURE” IN Q2, THEN ASK:

Thinking about the problem you just mentioned –

3. Which party do you think could do a better job of working to solve this problem? Do you think that (ROTATE) the Republican Party or the Democratic Party – could do a better job of working to solve this problem?

Republican Party	37%
Democratic Party	43%
Both Equal (DNR)	3%
Neither (DNR).....	8%
UNSURE/ Don’t Know (DNR).....	10%

****ASK OF EVERYONE****

And thinking specifically about President George W. Bush for a moment --

4. How would you rate the job George W. Bush has been doing as President? Do you approve or disapprove of the job he is doing?

IF CHOICE MADE, ASK:

And do you feel *strongly* about that?

Approve/strongly	39%
Approve	16%
UNSURE (DNR).....	5%
Disapprove.....	6%
Disapprove/strongly	35%

And,

5. Whether you approve of disapprove of the way George W. Bush is handling his job as President, what is your impression of George W. Bush as a person? Do you approve or disapprove of him?

IF CHOICE MADE, ASK:

And do you *strongly* (approve/disapprove) or *somewhat* (approve/disapprove)?

Approve/strongly	47%
Approve/somewhat.....	20%
UNSURE (DNR).....	8%
Disapprove/somewhat	7%
Disapprove/strongly	18%

And –

6. Do you feel that George W. Bush has done his job as President well enough to deserve re-election, or do you feel it is time to give someone new a chance?

IF CHOICE MADE, ASK:

And do you believe that “*definitely*” (he deserves re-election/it is time for a new person) or “*probably*” (he deserves re-election/it is time for a new person?)

Re-elect/definitely	39%
Re-elect/probably	9%
New person/probably	6%
New person/definitely	41%
UNSURE/DK (DNR)	5%
REFUSED (DNR).....*	

Now, thinking about the election for U.S. President that will be held in November, 2004 –

7. If the general election for U.S. President were held today and you had to make a choice, for whom would you vote... **(ROTATE NAMES)**

-- George W. Bush, the Republican,

or

-- the Democratic nominee for President?

IF "UNDECIDED", ASK:

And which candidate do you lean toward slightly?

IF CHOICE MADE, ASK:

Would you say that you are definitely going to vote for him, or probably going to vote for him?

Bush /definitely..... 37%
Bush /probably..... 9%
Bush /lean 1%

UNDECIDED **(DNR)**..... 9%

OTHER/Independent candidate
(SPECIFY _____) **(DNR)** 1%

Democratic nominee /lean 2%
Democratic nominee /probably..... 8%
Democratic nominee /definitely..... 33%

And,

In thinking about the election for Congress that will also be held in November, 2004 –

8. If the election for Congress were being held today, and you had to make a choice, would you be voting for - **(ROTATE)** --

- the Republican candidate or
- the Democratic candidate -- in your district?

IF "UNDECIDED", ASK: And which party's candidate do you lean toward at this time?

Republican 38%
Lean Republican 4%
UNDECIDED **(DNR)** 15%
Lean Democrat 4%
Democrat 39%

And, thinking specifically about political parties for a moment --

(ROTATE Q9 and Q10)

9. Do you have a favorable or an unfavorable impression of the Republican Party?

IF CHOICE IS MADE, ASK:

And, would that be a *strongly* (favorable/unfavorable) impression or just a *somewhat* (favorable/unfavorable) impression?

Favorable/strongly 27%
Favorable/somewhat..... 24%
NO OPINION/UNSURE **(DNR)**..... 9%
Unfavorable/somewhat 13%
Unfavorable/strongly 26%

10. Do you have a favorable or an unfavorable impression of the Democratic Party?

<u>IF CHOICE IS MADE, ASK:</u>	Favorable/strongly	23%
And, would that be a <i>strongly</i>	Favorable/somewhat.....	27%
(favorable/unfavorable) impression or	NO OPINION/UNSURE (DNR)	13%
just a <i>somewhat</i> (favorable/unfavorable)	Unfavorable/somewhat	17%
impression?	Unfavorable/strongly.....	22%

(END ROTATION)

Now, switching subjects for a moment --

SPLIT SAMPLE A

Now, I would like to read you a list of issues that some people from this part of the country have said are important for government to deal with. Please listen as I read the list and tell me, for each one, whether you have more confidence in -- **(ROTATE) • President George W. Bush, OR • the Democrats in Congress** – to deal with this issue. Here is the first one:

(READ LIST & ROTATE)	<u>GEORGE W. BUSH</u>	<u>DEM CONGRESS</u>	<u>BOTH EQUAL</u>	<u>NEITHER</u>	<u>UNSURE</u>
			(DNR)	(DNR)	(DNR)
11A. Protecting the middle class (PROMPT: WHO DO YOU THINK COULD DO A BETTER JOB DEALING WITH THIS ISSUE -- (ROTATE) • PRESIDENT GEORGE W. BUSH, OR • THE DEMOCRATS IN CONGRESS?)	39%	50%	2%	5%	5%
12A. Sharing your values	48%	42%	2%	4%	5%
13A. Improving the health care system	38%	46%	3%	7%	6%
14A. Keeping America prosperous	45%	44%	2%	3%	6%
15A. Improving education	43%	45%	4%	4%	5%
16A. Holding the line on taxes	53%	34%	2%	5%	7%
17A. Strengthening Social Security	35%	47%	2%	7%	8%
18A. Balancing the federal budget	36%	46%	2%	9%	7%
19A. Protecting the environment	32%	56%	4%	3%	6%
20A. Creating jobs	38%	48%	3%	5%	6%
21A. Handling foreign affairs	55%	36%	2%	3%	5%
22A. Safeguarding America from a terrorist threat	62%	24%	4%	5%	5%
23A. Keeping health care costs down	39%	43%	2%	9%	8%
24A. Ensuring retirement security	36%	47%	1%	7%	9%

(END ROTATION)

SPLIT SAMPLE B

Now, I would like to read you a list of issues that some people from this part of the country have said are important for government to deal with. Please listen as I read the list and tell me, for each one, whether you have more confidence in -- (ROTATE) • the Republican Party, OR • the Democratic Party – to deal with this issue. Here is the first one:

(READ LIST & ROTATE)	<u>GOP PARTY</u>	<u>DEM PARTY</u>	<u>BOTH EQUAL (DNR)</u>	<u>NEITHER (DNR)</u>	<u>UNSURE (DNR)</u>
11B. Protecting the middle class (PROMPT: WHO DO YOU THINK COULD DO A BETTER JOB DEALING WITH THIS ISSUE -- (ROTATE) • THE REPUBLICAN PARTY, OR • THE DEMOCRATIC PARTY?)	37%	52%	2%	5%	5%
12B. Sharing your values	43%	44%	2%	5%	6%
13B. Improving the health care system	30%	53%	3%	8%	7%
14B. Keeping America prosperous	43%	44%	3%	5%	6%
15B. Improving education	37%	45%	6%	6%	6%
16B. Holding the line on taxes	53%	34%	1%	6%	6%
17B. Strengthening Social Security	35%	51%	2%	8%	5%
18B. Balancing the federal budget	36%	47%	2%	11%	5%
19B. Protecting the environment	28%	60%	3%	5%	5%
20B. Creating jobs	35%	51%	4%	5%	6%
21B. Handling foreign affairs	47%	41%	3%	3%	6%
22B. Safeguarding America from a terrorist threat	52%	28%	7%	6%	7%
23B. Keeping health care costs down	35%	46%	2%	11%	6%
24B. Ensuring retirement security	38%	48%	3%	6%	6%

(END ROTATION)

****ASK OF EVERYONE****

(ROTATE Q25 and Q26)

Now, thinking specifically about President George W. Bush for a moment --

25. Do you approve or disapprove of the way George W. Bush is handling foreign affairs?

<u>IF CHOICE MADE, ASK:</u> And	Approve/strongly	35%
do you <i>strongly</i> or <i>somewhat</i>	Approve/somewhat.....	18%
(approve/disapprove)?	UNSURE (DNR).....	3%
	Disapprove/somewhat	10%
	Disapprove/strongly	34%

And, thinking specifically about the Democrats in Congress --

26. Do you approve or disapprove of the way the Democrats in Congress are handling foreign affairs?

<u>IF CHOICE MADE, ASK:</u> And	Approve/strongly	13%
do you <i>strongly</i> or <i>somewhat</i>	Approve/somewhat.....	26%
(approve/disapprove)?	UNSURE (DNR).....	17%
	Disapprove/somewhat	18%
	Disapprove/strongly	27%

(END ROTATION)

(ROTATE Q27 and Q28)

Now, thinking again about President George W. Bush --

27. Do you approve or disapprove of the way George W. Bush is handling the economy?

<u>IF CHOICE MADE, ASK:</u> And	Approve/strongly	22%
do you <i>strongly</i> or <i>somewhat</i>	Approve/somewhat.....	23%
(approve/disapprove)?	UNSURE (DNR).....	4%
	Disapprove/somewhat	12%
	Disapprove/strongly	39%

And, thinking again about the Democrats in Congress --

28. Do you approve or disapprove of the way the Democrats in Congress are handling the economy?

<u>IF CHOICE MADE, ASK:</u> And	Approve/strongly	15%
do you <i>strongly</i> or <i>somewhat</i>	Approve/somewhat.....	26%
(approve/disapprove)?	UNSURE (DNR).....	14%
	Disapprove/somewhat	20%
	Disapprove/strongly	26%

(END ROTATION)

And, thinking about your own personal financial situation for a moment --

29. Would you say that you and your family are financially better off, worse off or just about the same as you were a year ago?

IF CHOICE MADE: ASK

And would that be *much* (better off/worse off) or *somewhat* (better off/worse off)?

Better off/much.....	6%
Better off/somewhat	14%
Worse off/somewhat	17%
Worse off/much.....	12%
About the same	50%
UNSURE/REFUSED (DNR)	*

Now, thinking about your personal financial situation for a moment --

30. Looking ahead, do you think that a year from now you and your family will be better off financially, worse off, or just about the same?

IF CHOICE MADE: ASK

And would that be *much* (better off/worse off) or *somewhat* (better off/worse off)?

Better off/much.....	12%
Better off/somewhat	21%
Worse off/somewhat	8%
Worse off/much.....	5%
About the same	49%
UNSURE/REFUSED (DNR)	5%

-
31. How confident do you feel about your family's economic future? Would you say that you are – **(ROTATE FRONT TO BACK, BACK TO FRONT)** • Extremely confident, • Very confident, • Somewhat confident, • A little confident, or • Not at all confident about your family's economic future?

Extremely confident.....	11%
Very confident	27%
Somewhat confident	42%
A little confident	13%
Not At All confident	6%
UNSURE (DNR).....	2%

And, switching subjects to think about the national economy for a moment --

32. In thinking about the economy, how would you rate the current state of the economy?
(READ LIST – ROTATE TOP TO BOTTOM / BOTTOM TO TOP)

Excellent	1%
Good	23%
Just fair.....	42%
Poor.....	34%
UNSURE/DON'T KNOW (DNR).....	1%

And,

33. Which of the following would you say most closely describes your view of the country's economy? Would you say that our economy is -- **(ROTATE, TOP TO BOTTOM, BOTTOM TO TOP)** –

- strong and growing,
 - in a recovery
 - growing, but not enough,
 - slightly on the downside
 - approaching recession,
- OR
- in a recession?

Strong and growing	4%
In a recovery	22%
Growing, but not enough.....	26%
Slightly downside	22%
Approaching recession	11%
Recession	14%
DEPRESSION (DNR)	*
UNSURE/DK (DNR)	1%

(SPLIT SAMPLE Q34)

34A. Thinking specifically about the economy, what are you personally worried about the most?
(READ LIST – ROTATE TOP TO BOTTOM / BOTTOM TO TOP)

Losing your job.....	13%
Rising health care costs	35%
Higher taxes	18%
A secure retirement	15%
Expenses like child care or college tuition	11%
UNSURE/DON'T KNOW (DNR)	7%

34B. Thinking specifically about the economy, what are you personally worried about the most?
(READ LIST – ROTATE TOP TO BOTTOM / BOTTOM TO TOP)

Losing your job.....	11%
Rising health care costs	30%
Higher taxes	13%
A secure retirement	13%
Expenses like child care or college tuition	11%
Trying to make ends meet.....	16%
UNSURE/DON'T KNOW (DNR)	7%

****ASK OF EVERYONE****

And,

35. Would you say that the economy is better off, worse off or just about the same as it was a year ago?

IF CHOICE MADE: ASK

And would that be *much* (better off/worse off)
or *somewhat* (better off/worse off)?

Better off/much..... 4%
Better off/somewhat 21%
Worse off/somewhat 22%
Worse off/much..... 17%

About the same 36%
UNSURE/REFUSED (DNR) 1%

And,

36. Looking ahead, do you think that a year from now the economy will be better off, worse off, or just about the same?

IF CHOICE MADE: ASK

And would that be *much* (better off/worse off)
or *somewhat* (better off/worse off)?

Better off/much..... 10%
Better off/somewhat 30%
Worse off/somewhat 10%
Worse off/much..... 9%

About the same 38%
UNSURE/REFUSED (DNR) 5%

Now,

37. How will you know when the country's economic situation is improving? What will you expect to see?

(DO NOT READ RESPONSES.

SIMPLY FIT FIRST RESPONSE INTO ONE OF THESE CATEGORIES)

Unemployment rate dropping/more employed..... 61%
Inflation rate dropping/lower rate of inflation, etc. .. 4%
Interest rates dropping/low interest rates, etc. 3%
Stock market doing well/good market, etc 12%
OTHER (SPECIFY _____) (DNR)..... 15%
UNSURE (DNR) 5%
REFUSED (DNR)*

38. And, how else will you know when the country's economic situation is improving? What else would you expect to see?

(DO NOT READ RESPONSES.

SIMPLY FIT FIRST RESPONSE INTO ONE OF THESE CATEGORIES)

Unemployment rate dropping/more employed..... 20%
 Inflation rate dropping/lower rate of inflation, etc. 11%
 Interest rates dropping/low interest rates, etc. 5%
 Stock market doing well/good market, etc 13%
OTHER (SPECIFY _____) (DNR)..... 36%
UNSURE (DNR)..... 13%
REFUSED (DNR).....*

****ASK OF EVERYONE****

Now, just a few final questions for statistical purposes only --

D1. What is your age, please?

18-24 5%
 25-29 5%
 30-34 6%
 35-39 9%
 40-44 9%
 45-54 22%
 55-64 19%
 65-69 7%
 70-74 5%
 75-79 6%
 80-84 4%
 85-89 1%
 90 or over*
 REFUSED 1%

D2. What is the highest level of education you have completed?

(DO NOT READ, JUST RECORD)

Some grade school (1-8) 1%
 Some high school (9-11) 4%
 Graduated high school (12)..... 20%
 Technical/vocational (12)..... 3%
 Some college (13-15) 29%
 Graduated college (16) 27%
 Graduate/professional school (16 or more) 16%
 Unsure/Don't Know*

D3. When thinking about politics and government, do you consider yourself to be...
(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Very conservative.....	17%
Somewhat conservative.....	42%
MODERATE (DNR)	4%
Somewhat liberal.....	25%
Very liberal	10%
UNSURE/DK (DNR)	3%

D4. Generally speaking, do you think of yourself as a Republican, a Democrat, or an Independent?

<p><u>IF REPUBLICAN OR DEMOCRAT,</u> <u>ASK:</u> Would you call yourself a strong or a not very strong (Republican/Democrat)?</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Republican/strong.....</td> <td style="width: 20%; text-align: right;">25%</td> </tr> <tr> <td>Republican/not strong</td> <td style="text-align: right;">11%</td> </tr> <tr> <td>Lean Republican.....</td> <td style="text-align: right;">6%</td> </tr> <tr> <td colspan="2"> </td> </tr> <tr> <td>Independent</td> <td style="text-align: right;">13%</td> </tr> <tr> <td colspan="2"> </td> </tr> <tr> <td>Lean Democrat</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Democrat/not strong.....</td> <td style="text-align: right;">12%</td> </tr> <tr> <td>Democrat/strong</td> <td style="text-align: right;">21%</td> </tr> <tr> <td colspan="2"> </td> </tr> <tr> <td>NO PREFERENCE (DNR)</td> <td style="text-align: right;">2%</td> </tr> <tr> <td>OTHER (DNR)</td> <td style="text-align: right;">*</td> </tr> <tr> <td>UNSURE/DK (DNR)</td> <td style="text-align: right;">1%</td> </tr> </table>	Republican/strong.....	25%	Republican/not strong	11%	Lean Republican.....	6%			Independent	13%			Lean Democrat	10%	Democrat/not strong.....	12%	Democrat/strong	21%			NO PREFERENCE (DNR)	2%	OTHER (DNR)	*	UNSURE/DK (DNR)	1%
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<p><u>IF INDEPENDENT OR ANYTHING</u> <u>ELSE, ASK:</u> Do you think of yourself as closer to the Republican or Democrat Party?</p>	
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D5. Which of these statements best describes how you have usually voted in past elections?

<p>(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Straight Republican</td> <td style="width: 20%; text-align: right;">9%</td> </tr> <tr> <td>Mostly Republican.....</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>A few more Republicans than Democrats</td> <td style="text-align: right;">11%</td> </tr> <tr> <td>INDEPENDENT/THE PERSON (DNR)</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>A few more Democrats than Republicans.....</td> <td style="text-align: right;">12%</td> </tr> <tr> <td>Mostly Democrat</td> <td style="text-align: right;">23%</td> </tr> <tr> <td>Straight Democrat.....</td> <td style="text-align: right;">11%</td> </tr> <tr> <td>UNSURE/DK (DNR).....</td> <td style="text-align: right;">4%</td> </tr> </table>	Straight Republican	9%	Mostly Republican.....	25%	A few more Republicans than Democrats	11%	INDEPENDENT/THE PERSON (DNR)	5%	A few more Democrats than Republicans.....	12%	Mostly Democrat	23%	Straight Democrat.....	11%	UNSURE/DK (DNR)	4%
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Straight Democrat.....	11%																
UNSURE/DK (DNR)	4%																

D6. Are you a member of a labor union?

<p><u>IF NO, THEN ASK:</u> Is anyone else in your household a member of a labor union?</p>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Labor Union Member.....</td> <td style="width: 20%; text-align: right;">11%</td> </tr> <tr> <td>Labor Union Household.....</td> <td style="text-align: right;">4%</td> </tr> <tr> <td>Non-Union Household</td> <td style="text-align: right;">84%</td> </tr> <tr> <td>UNSURE/REFUSED (DNR)</td> <td style="text-align: right;">*</td> </tr> </table>	Labor Union Member.....	11%	Labor Union Household.....	4%	Non-Union Household	84%	UNSURE/REFUSED (DNR)	*
Labor Union Member.....	11%								
Labor Union Household.....	4%								
Non-Union Household	84%								
UNSURE/REFUSED (DNR)	*								

D7. And, are you or is any member of your household currently active in the military or a veteran?

Yes/self active military..... 2%
Yes/other member active military..... 4%
Yes/self veteran 16%
Yes/other member a veteran..... 13%
No..... 65%
UNSURE (DNR).....*
REFUSED (DNR).....*

D8. What is your current marital status -- are you -- • single and never married, • married, • separated, • divorced, or •widowed?

Single 13%
Married 63%
Separated 2%
Divorced 11%
Widowed 11%
UNSURE/REFUSED (DNR)*

D9. Do you have children under the age of 18 living at home?

Yes (GO TO Q10)..... 31%
No (SKIP TO Q11) 68%
UNSURE/REFUSED (DNR) (SKIP TO Q11).....*

IF “YES” IN D9, THEN ASK:

And,

D10. Have you received a check in the mail for \$400 as a rebate for the recently passed child tax credit reduction?

Yes 57%
No 41%
UNSURE / DK (DNR) 2%

****ASK OF EVERYONE****

D11. What is the church you or your family attends most often?
IF BAPTIST, ASK: Is that Southern Baptist or some other Baptist church?
(DO NOT READ RESPONSES, JUST RECORD)

AME (Africa Methd. Episcopal).....*	Lutheran5%
Assemblies of God 1%	Mennonite *
Baptist/American 3%	Methodist/United Methodist 7%
Baptist/Missionary or Indep. or Primitive or other 5%	Mormon/Latter Day Saints..... 2%
Baptist/Southern 8%	Nazarene 1%
Bible Church.....*	Non-denominational4%
Christian Church..... 5%	Other Protestant.....3%
Christian Reformed Church*	Pentecostal/Charismatic2%
Church of Christ 2%	Presbyterian/United Presb4%
Church of God 1%	Quaker/Amish*
Disciples of Christ*	Reformed Church in America*
Episcopalian..... 2%	Roman Catholic21%
Evangelical*	Seventh Day Adventist..... *
Friends*	United Church of Christ 1%
Fundamentalist*	OTHER (SPECIFY).....2%
Eastern/Greek Orthodox.....*	None (TO D13)17%
Jewish (TO D13) 1%	DK/REFUSED (TO D13) 3%

D12. Do you consider yourself to be a born again evangelical Christian?

Born again/evangelical.....	39%
Not born again.....	57%
REFUSED (DNR)	4%

****ASK OF EVERYONE****

D13. How would you describe the area in which you live – Do you live in a city with over a million people, in a smaller city, in a suburb NEAR a city, in a small town, or in a rural area?

City with over a million.....	12%
Smaller city.....	17%
Suburb.....	24%
Small town.....	26%
Rural area.....	19%
UNSURE (DNR)	1%
REFUSED (DNR)	*

D14. We want to classify people into broad income groups for statistical purposes only. What would you say is your total family income before taxes?
(READ LIST AND FIT INCOME TO CORRECT CATEGORY)

Under \$10,000.....	5%
\$10,000-\$19,999.....	7%
\$20,000-\$29,999.....	11%
\$30,000-\$39,999.....	14%
\$40,000-\$49,999.....	9%
\$50,000-\$59,999.....	10%
\$60,000-\$74,999.....	9%
\$75,000-\$99,999.....	12%
\$100,000 & over.....	12%
UNSURE (DNR)	3%
REFUSED (DNR)	8%

Thinking about money, savings and investment –

D15. Do you own stocks, bonds, or mutual funds –either directly or through a 401K (**pronounced: “four-oh-one-kay”**) plan?

Yes	65%
No	32%
UNSURE/DK (DNR)	3%

Still thinking about your personal financial situation –

D16. Have you noticed any increase in your take-home pay in recent months?

Yes	28%
No	67%
UNSURE / DK (DNR)	5%

And,

D17. Have you, a friend, a coworker or an immediate family member been out of work at any time this past year?

Yes, self 12%
Yes, a friend..... 11%
Yes, a coworker 1%
Yes, an immediate family member 14%
COMBINATION OF YES RESPONSES (DNR) ... 6%
No..... 56%
UNSURE (DNR).....*
REFUSED (DNR)..... 1%

And,

D18. What do you consider to be your race? Are you white, African-American, Hispanic, Asian or some other race?

White..... 82%
Black/African-American 10%
Hispanic/Latino (TO 20)..... 3%
Asian/Pacific American..... 1%
Native American..... 1%
Other (Specify _____).....*
UNSURE/REFUSED (DNR) 2%

FOR ALL RESPONSES EXCEPT “HISPANIC/LATINO,” ASK:

D19. And, do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

Yes 3%
No..... 95%
UNSURE/REFUSED (DNR) 2%

****ASK OF EVERYONE****

D20. Would you describe yourself as a NASCAR fan?

Yes 19%
No..... 77%
UNSURE (DNR)..... 4%

D21. Sex/Emp (**BY OBSERVATION**)

ASK OF EVERYONE: Are you employed outside the house, are you a homemaker, or are you retired?

Male/employed	29%
Male/homemaker.....	1%
Male/retired	14%
Male/not in labor force	3%
Female/employed	27%
Female/homemaker	9%
Female/retired.....	15%
Female/not in labor force	2%
MALE/REFUSED (DNR).....	1%
FEMALE/REFUSED (DNR)	1%

D22. RECORD REGION CODE FROM SAMPLE SHEET _____

D23. RECORD STATE/COUNTY CODE FROM SAMPLE SHEET _____

D24. RECORD DMA FROM SAMPLE SHEET _____

D25. RECORD CONGRESSIONAL DISTRICT CODE FROM SAMPLE SHEET _____

D26. RECORD URBAN/SUBURBAN/RURAL CODE _____