

Battleground 2004 (XXVI)

FINAL

STUDY #9888

THE TARRANCE GROUP, INC.

N = 1,000 Registered "likely" voters

Field Dates: August 15-17, 2004

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 76%

Very Likely 21%

Somewhat Likely 3%

(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)

1. If the election for President were held today, and you had to make a choice, for which candidate would you probably vote?

(DO NOT READ NAMES, JUST RECORD)

George Bush 43%

John Kerry 44%

Ralph Nader 1%

NAMED OTHER (SPECIFY) *

UNSURE 12%

* = Less than .5%

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

2. 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	Right direction/strongly.....	27%
do you feel <i>strongly</i> or	Right direction/somewhat	13%
<i>somewhat</i> about that?	UNSURE (DNR)	7%
	Wrong track/somewhat	9%
	Wrong track/strongly.....	45%

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

3. What do you think is the number one problem for the next President to deal with -- that is, what is the problem that you and your family think is most important for the next President to deal with?
(PROBE: PLEASE TELL ME MORE ABOUT THAT)

	N	%	Valid
The economy/Cost of living	210	21.0	21.0
Terrorism/Homeland security	185	18.5	18.5
The war in Iraq/Problems with Iraq	177	17.6	17.6
Health care/Prescription drug cost	88	8.8	8.8
Other	76	7.6	7.6
Employment/Loss of jobs overseas	73	7.3	7.3
I don't know/One isn't more important than another	40	4.0	4.0
Foreign policy/Foreign affairs/relations	29	2.9	2.9
The budget deficit	20	2.0	2.0
Education	18	1.8	1.8
The morals of the country	16	1.6	1.6
Senior issues/Social Security/Medicare	14	1.4	1.4
Taxes	12	1.2	1.2
Maintaining peace	12	1.2	1.2
Image of the United States to other countries	8	.8	.8
Abortion	8	.8	.8
Same-sex marriage	8	.8	.8
Immigration/Protecting the borders	7	.7	.7
Refused	1	.1	.1

****ASK OF EVERYONE****

Now I would like to read you the names of several individuals and organizations who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person or organization and if so, whether you have a favorable or an unfavorable impression of them. If you do not recognize the name, just say so.

WAIT FOR RESPONSE, THEN ASK: Would that be a strongly (favorable/unfavorable) impression or just a somewhat (favorable/unfavorable) impression?

(ROTATE NAMES)	FAVORABLE		UNFAVORABLE		NO OPIN.	NEVER HEARD
	<u>Strng</u>	<u>Smwht</u>	<u>Smwht</u>	<u>Strng</u>		
4. George W. Bush	38%	13%	9%	38%	2%	*
5. John Kerry	30%	24%	10%	32%	4%	*
6. Ralph Nader	6%	17%	22%	30%	19%	6%
7. Dick Cheney	25%	20%	11%	36%	6%	2%
8. John Edwards	30%	24%	12%	18%	11%	6%
9. The Republican Party	30%	20%	14%	30%	6%	*
10. The Democratic Party	31%	22%	16%	25%	6%	*

(END ROTATION)

Now thinking about the election for President that will be held in November 2004 –

11. If the election for President were being held today, and you had to make a choice, would you be voting for -
(ROTATE) --
 • the Republican candidate or
 • the Democratic candidate?

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

Republican	45%
Lean Republican.....	1%
UNDECIDED (DNR).....	5%
Lean Democrat	1%
Democrat	48%

And –

12. 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	40%
Re-elect/probably	7%
New person/probably	5%
New person/definitely	45%
UNSURE/DK (DNR)	3%
REFUSED (DNR).....	1%

Thinking specifically about President George W. Bush for a moment --

13. 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 12%
UNSURE (DNR) 2%
Disapprove..... 7%
Disapprove/strongly 39%

And,

14. 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..... 17%
UNSURE (DNR)..... 7%
Disapprove/somewhat 8%
Disapprove/strongly 21%

15. How much attention do you feel that the politicians and candidates are paying to people like yourself during the current election campaign? Would you say they pay a lot of attention, some attention, a little attention, or no attention at all?

A lot of attention..... 21%
Some attention 44%
A little attention 22%
No attention at all 9%
UNSURE/REFUSED (DNR) 4%

Still thinking about the election for U.S. President that will be held in November --

16. If the 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
- John Kerry, the Democrat,

IF "UNDECIDED", ASK: And
which candidate do you lean
toward slightly?

Bush /definitely 41%
Bush /probably..... 5%
Bush /lean 1%

Kerry /definitely 43%
Kerry /probably 5%
Kerry /lean 1%

IF CHOICE MADE, ASK:
Would you say that you are
definitely going to vote
for him, or probably
going to vote for him?

Ralph Nader **(DNR)** *
OTHER **(DNR)** *
UNDECIDED **(DNR)** 4%

17. How many times would you say that you recall seeing or hearing a political advertisement during the past week on either TV or radio? Would you say it was none, one to five times, six to ten times, or more than ten times?

No times..... 15%
1 to 5 times 33%
6 to 10 times 20%
More than 10 times 29%
UNSURE/REFUSED **(DNR)** 3%

18. Have you received any phone calls, mail, or personal contact from any political campaigns or party organizations?

Yes..... 44%
No 56%
UNSURE/REFUSED **(DNR)** 1%

(ROTATE Qs19-20)

19. Thinking about what you have seen, read or heard about President Bush and his campaign for President, has it made you more likely or less likely to vote for him?

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

More likely/strongly 32%
More likely 7%
UNSURE **(DNR)** 3%
NO DIFFERENCE **(DNR)** 10%
Less likely 7%
Less likely/strongly 42%

20. Thinking about what you have seen, read or heard about Senator Kerry and his campaign for President, has it made you more likely or less likely to vote for him?

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

More likely/strongly	34%
More likely.....	11%
UNSURE (DNR).....	4%
NO DIFFERENCE (DNR)	7%
Less likely	7%
Less likely/strongly.....	38%

And –

Still thinking about the elections in November --

21. If the election was held today, and you had to make a choice, would you vote to re-elect President Bush no matter who ran against him?

Yes.....	33%
UNSURE (DNR).....	7%
No.....	60%

Continuing to think about the upcoming Presidential election --

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 the next President to deal with. Please listen as I read the list and tell me, for each one, who would do a better job of handling this issue -- (ROTATE) • **President George W. Bush or John Kerry.** Here is the first one:

	(READ LIST & ROTATE)	<u>GEORGE W. BUSH</u>	<u>JOHN KERRY</u>	<u>NONE (DNR)</u>	<u>UNSURE (DNR)</u>
22.	Dealing with Iraq (PROMPT: WHO DO YOU THINK WOULD DO A BETTER JOB HANDLING THIS ISSUE -- (ROTATE) PRESIDENT GEORGE W. BUSH OR JOHN KERRY?)	53%	41%	1%	5%
23.	Making prescription drugs affordable	31%	55%	5%	9%
24.	Keeping America prosperous	45%	48%	2%	5%
25.	Improving education	43%	49%	2%	7%
26.	Holding down federal spending	43%	44%	6%	8%
27.	Holding the line on taxes	53%	37%	4%	7%
28.	Strengthening Social Security	37%	51%	3%	9%
29.	Creating jobs	40%	51%	3%	6%
30.	Safeguarding America from a terrorist threat	54%	37%	3%	6%

(END ROTATION)

Just one more series about the Presidential candidates --

Now, I would like to read you a list of leadership qualities that some people from this part of the country have said are important to them. Please listen as I read the list and tell me, for each one, who better represents this quality -- **(ROTATE) • President George W. Bush or John Kerry.** Here is the first one:

(READ LIST & ROTATE)	<u>GEORGE W. BUSH</u>	<u>JOHN KERRY</u>	<u>NONE (DNR)</u>	<u>UNSURE (DNR)</u>
31. Strong leader (PROMPT: WHO DO YOU THINK BETTER REPRESENTS THIS QUALITY -- (ROTATE) PRESIDENT GEORGE W. BUSH OR JOHN KERRY?)	53%	41%	3%	4%
32. Cares about people like me	42%	48%	6%	4%
33. Represents my values	47%	46%	4%	3%
34. Is honest and trustworthy	47%	42%	6%	5%
35. Says what he believes	53%	40%	3%	4%
36. Steady, consistent leader	54%	40%	2%	5%
37. Has plans to deal with the problems facing our country	47%	46%	3%	5%
38. Will lead our country in the right direction	46%	50%	1%	3%

(END ROTATION)

Thinking again about the election for President --

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

- George W. Bush and Dick Cheney, the Republicans,
- John Kerry and John Edwards, the Democrats, OR
- Ralph Nader and Peter Camejo?

<u>IF "UNDECIDED", ASK:</u> And which candidate do you lean toward slightly?	Bush/definitely 41% Bush/probably..... 5% Bush/lean 1% Kerry/definitely 42% Kerry/probably 5% Kerry/lean 1% Nader/definitely 2% Nader/probably 1% Nader/lean..... UNDECIDED (DNR) 3%
<u>IF CHOICE MADE, ASK:</u> Would you say that you are <u>definitely</u> going to vote for them, or <u>probably</u> going to vote for them?	

Now turning to the election for Congress that will also be held in November 2004 –

40. 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	40%
Lean Republican.....	3%
UNDECIDED (DNR)	11%
Lean Democrat	2%
Democrat	44%

Now I would like to read you a list of issues that some people have said are important for the U.S. Congress to deal with. Please listen as I read the list and tell me which one issue you think is most important for the U.S. Congress to deal with. **(READ AND ROTATE ISSUES)**

**Q41
 MOST
 IMPORTANT**

• Reducing the national debt	5%
• Reducing health care and prescription drug costs	12%
• Keeping America prosperous	8%
• Improving education	8%
• Safeguarding America from a terrorist threat	23%
• Strengthening Social Security	3%
• Reducing the tax burden on working families	7%
• Create good paying jobs	9%
• The war in Iraq	13%
• COMBINATION/EQUALLY (DNR)	11%
• UNSURE (DNR)	2%

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

42. 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	4%
Good	33%
Just fair.....	42%
Poor.....	21%
UNSURE/DON'T KNOW (DNR).....	1%

IF RESPONSE=1-4 IN QUESTION 42, ASK:

42-1. And, being as specific as you can, why do you feel this way about the economy?
(PROBE: PLEASE TELL ME MORE ABOUT THAT)

	N	%	Valid
Lack of jobs/jobs going overseas/low paying jobs	290	28.9	29.1
Other	103	10.3	10.3
Low rate of unemployment/industries coming in	91	9.1	9.2
Personally well off/better than before	68	6.7	6.8
Prices are going up/Things are expensive	48	4.8	4.8
I don't know/nothing specific	47	4.6	4.7
It is growing, but could be better	40	4.0	4.1
Things are improving	39	3.9	3.9
Things are going good/economy is in good shape	34	3.4	3.4
Personally not well off/know people who aren't	31	3.1	3.1
Businesses selling goods/people spending money	30	3.0	3.1
The stock market is down/stagnant	22	2.2	2.2
National debt is high	21	2.1	2.1
It is going down/stagnant	18	1.8	1.8
The Bush Administration's poor job	14	1.4	1.4
Low interest rates	12	1.2	1.2
Taxes	12	1.2	1.2
Business is slow/people aren't spending money	11	1.1	1.1
Wages are low	11	1.1	1.1
Gas prices	11	1.1	1.1
Bush's tax cuts for the rich	10	1.0	1.0
The war in Iraq/still in debt from it	10	1.0	1.0
Still recovering from 9-11	10	1.0	1.0
Stock market is higher	5	.5	.5
High interest rates	4	.4	.4
GDP is growing	3	.3	.3
Refused	2	.2	.2

Now, thinking about the future...

43. In thinking about the economy, how do you think the economy will rate SIX months from now?
(READ LIST – ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Excellent	9%
Good	36%
Just fair.....	35%
Poor.....	9%
UNSURE/DON'T KNOW (DNR).....	11%

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

44. 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.....	9%
Better off/somewhat	19%
Worse off/somewhat	13%
Worse off/much.....	7%
About the same	51%
UNSURE/REFUSED (DNR)	1%

Still thinking about your personal financial situation for a moment --

45. 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.....	14%
Better off/somewhat	30%
Worse off/somewhat	3%
Worse off/much.....	1%
About the same	44%
UNSURE/REFUSED (DNR)	8%

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	8%
		40-44	8%
		45-54	22%
		55-64	19%
		65-69	8%
		70-74	6%
		75-79	7%
		80-84	4%
		85-89	1%
		90 or over.....	*
		REFUSED	2%

D2.	What is the highest level of education you have completed?		
	<u>(DO NOT READ, JUST RECORD)</u>		
		Some grade school (1-8)	2%
		Some high school (9-11)	4%
		Graduated high school (12).....	24%
		Technical/vocational (12).....	3%
		Some college (13-15)	27%
		Graduated college (16)	24%
		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.....	19%
		Somewhat conservative.....	41%
		MODERATE (DNR)	3%
		Somewhat liberal	26%
		Very liberal	8%
		UNSURE/REFUSED (DNR)	4%

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

IF REPUBLICAN OR DEMOCRAT,

ASK: Would you call yourself a strong or a not very strong (Republican/Democrat)?

Republican/strong..... 26%
Republican/not strong 9%
Lean Republican..... 8%

Independent 13%

Lean Democrat 8%

Democrat/not strong 10%

Democrat/strong 25%

IF INDEPENDENT OR ANYTHING

ELSE, ASK: Do you think of yourself as closer to the Republican or Democrat Party?

NO PREFERENCE (DNR) 1%

OTHER (DNR) *

UNSURE/DK (DNR) 1%

D5. Which of these statements best describes how you have usually voted in past elections?

(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

Straight Republican 11%

Mostly Republican 24%

A few more Republicans than Democrats..... 11%

INDEPENDENT/THE PERSON (DNR) 3%

A few more Democrats than Republicans..... 10%

Mostly Democrat 21%

Straight Democrat..... 15%

UNSURE/DK (DNR) 5%

D6. Are you a member of a labor union, including trade unions, service employee unions, public employee unions, and teachers unions?

IF NO, THEN ASK: Is anyone in your household a member of one of these types of labor unions?

Labor Union Member..... 12%

Labor Union Household..... 3%

Non-Union Household 83%

UNSURE/REFUSED (DNR) 1%

D7. Are you or is any member of your household a veteran?

(RECORD FOR MULTIPLE RESPONSES)

Yes/self 19%

Yes/other member 15%

No..... 67%

UNSURE/REFUSED (DNR) 1%

D8. Do you or anyone in your home own a gun?
(IF SELF AND OTHER, RECORD FOR SELF)

Yes/self.....30%
Yes/other13%
No, do not own a gun55%
UNSURE/REFUSED **(DNR)**2%

D9. What is your current marital status -- are you -- • single and never married, • married, • separated, • divorced, or •widowed?

Single 14%
Married 64%
Separated 2%
Divorced 8%
Widowed 12%
UNSURE/REFUSED **(DNR)** 1%

D10. Do you have children under the age of 18 living at home?

Yes 30%
No 70%
UNSURE/REFUSED **(DNR)** *

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).....	1%	Lutheran	5%
Assemblies of God	1%	Mennonite	*
Baptist/American	2%	Methodist/United Methodist	9%
Baptist/Missionary or Indep. or Primitive or other	4%	Mormon/Latter Day Saints.....	1%
Baptist/Southern	9%	Nazarene	1%
Bible Church.....	*	Non-denominational	3%
Christian Church.....	3%	Other Protestant.....	3%
Christian Reformed Church	*	Pentecostal/Charismatic	2%
Church of Christ	3%	Presbyterian/United Presb	3%
Church of God	1%	Quaker/Amish	*
Disciples of Christ	*	Reformed Church in America	*
Episcopalian	2%	Roman Catholic.....	22%
Evangelical	*	Seventh Day Adventist.....	*
Friends	*	United Church of Christ	*
Fundamentalist	*	OTHER (SPECIFY).....	3%
Eastern/Greek Orthodox.....	*	None (TO D13).....	19%
Jewish (TO D13).....	1%	DK/REFUSED (TO D13).....	2%

IF RELIGION NAMED IN D11, THEN ASK:

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

Born again/evangelical.....	41%
Not born again	57%
REFUSED (DNR).....	3%

****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.....	19%
Suburb.....	26%
Small town.....	24%
Rural area.....	18%
UNSURE (DNR)	1%
REFUSED (DNR).....	*

And,

D14. 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 D15).....	4%
Asian/Pacific American.....	1%
Native American.....	1%
Other (Specify _____).....	*
UNSURE/REFUSED (DNR)	2%

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

D14-1. And, do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

Yes	2%
No.....	97%
UNSURE/REFUSED (DNR)	1%

****ASK OF EVERYONE****

D15. 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.....	*
Male/retired	13%
Male/not in labor force	3%
Female/employed	25%
Female/homemaker	8%
Female/retired.....	19%
Female/not in labor force	2%
MALE/REFUSED (DNR).....	*
FEMALE/REFUSED (DNR)	*

D16. RECORD REGION CODE FROM SAMPLE SHEET _____

D17. RECORD STATE/COUNTY CODE FROM SAMPLE SHEET _____

D18. RECORD DMA FROM SAMPLE SHEET _____

D19. RECORD CONGRESSIONAL DISTRICT CODE FROM SAMPLE SHEET _____

D20. RECORD URBAN/SUBURBAN/RURAL CODE _____
