

# Battleground 2004 (XXVI)

FINAL

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STUDY #9888

THE TARRANCE GROUP, INC.

N = 1,000 Registered "likely" voters

Field Dates: August 15-17, 2004

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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)

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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)

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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)

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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%

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\* = 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?

|                                 |                                |     |
|---------------------------------|--------------------------------|-----|
| <b>IF CHOICE MADE, ASK:</b> 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<br>OPIN. | NEVER<br>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%

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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%

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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%

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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%

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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%

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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%

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**(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:

|     | <b>(READ LIST &amp; ROTATE)</b>  | <b><u>GEORGE W. BUSH</u></b> | <b><u>JOHN KERRY</u></b> | <b><u>NONE (DNR)</u></b> | <b><u>UNSURE (DNR)</u></b> |
|-----|--|------------------------------|--------------------------|--------------------------|----------------------------|
| 22. | Dealing with Iraq<br><b>(PROMPT: WHO DO YOU THINK WOULD DO A BETTER JOB HANDLING THIS ISSUE -- (ROTATE) PRESIDENT GEORGE W. BUSH OR JOHN KERRY?)</b> | 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:

| <b>(READ LIST &amp; ROTATE)</b>   | <b><u>GEORGE W. BUSH</u></b> | <b><u>JOHN KERRY</u></b> | <b><u>NONE (DNR)</u></b> | <b><u>UNSURE (DNR)</u></b> |
|---|------------------------------|--------------------------|--------------------------|----------------------------|
| 31. Strong leader<br><b>(PROMPT: WHO DO YOU THINK BETTER REPRESENTS THIS QUALITY -- (ROTATE) PRESIDENT GEORGE W. BUSH OR JOHN KERRY?)</b> | 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%                         |

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**(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%<br>Bush/probably..... 5%<br>Bush/lean ..... 1%<br><br>Kerry/definitely ..... 42%<br>Kerry/probably ..... 5%<br>Kerry/lean ..... 1%<br><br>Nader/definitely ..... 2%<br>Nader/probably ..... 1%<br>Nader/lean.....<br><br>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? |   |

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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 <b>(DNR)</b> ..... | 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 <b>(DNR)</b>                 | 11% |
| • UNSURE <b>(DNR)</b>                              | 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% |

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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%  |

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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%  |

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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%  |

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|     |  |   |     |
|-----|--|---|-----|
| D2. | What is the highest level of education you have completed? |   |     |
|     | <b><u>(DO NOT READ, JUST RECORD)</u></b>                   |   |     |
|     |  | 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 .....                         | *   |

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|     |  |                                   |     |
|-----|--|-----------------------------------|-----|
| D3. | When thinking about politics and government, do you consider yourself to be... |                                   |     |
|     | <b>(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)</b>                        |                                   |     |
|     |  | Very conservative.....            | 19% |
|     |  | Somewhat conservative.....        | 41% |
|     |  | <b>MODERATE (DNR)</b> .....       | 3%  |
|     |  | Somewhat liberal .....            | 26% |
|     |  | Very liberal .....                | 8%  |
|     |  | <b>UNSURE/REFUSED (DNR)</b> ..... | 4%  |

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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%

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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%

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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%

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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) .....  

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

Yes/self.....30%  
Yes/other .....13%  
No, do not own a gun .....55%  
UNSURE/REFUSED **(DNR)** .....2%

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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%

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

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

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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.<br>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 <b>(TO D13)</b> .....       | 19% |
| Jewish <b>(TO D13)</b> .....                                | 1% | DK/REFUSED <b>(TO D13)</b> ..... | 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 <b>(DNR)</b> .....   | 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 <b>(DNR)</b> .....      | 1%  |
| REFUSED <b>(DNR)</b> .....     | *   |

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%  |

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**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%  |

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**\*\*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 \_\_\_\_\_**

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**D17. RECORD STATE/COUNTY CODE FROM SAMPLE SHEET \_\_\_\_\_**

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**D18. RECORD DMA FROM SAMPLE SHEET \_\_\_\_\_**

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**D19. RECORD CONGRESSIONAL DISTRICT CODE FROM SAMPLE SHEET \_\_\_\_\_**

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**D20. RECORD URBAN/SUBURBAN/RURAL CODE \_\_\_\_\_**

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