

Battleground Fall Track (Week 1)

FINAL

STUDY #9936

THE TARRANCE GROUP, INC. and LAKE SNELL PERRY

N = 250 per day of registered "likely" voters

Field Dates: September 12 -16, 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 the youngest male in the household who is registered to vote in this state?

A. Are you registered to vote in this state?

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

Yes (**CONTINUE**)
No (**THANK AND TERMINATE**)

Now, thinking ahead to the elections that will be held this November --

B. What is the likelihood of your voting in this upcoming election -- are you extremely likely, very likely, somewhat likely, or not very likely at all to vote?

(**CONTINUE**)

Extremely likely 78%
Very likely 19%
Somewhat likely 4%

(**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%

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 W. Bush | 46% |
| John Kerry..... | 39% |
| Ralph Nader | 1% |
| NAMED OTHER..... | 1% |
| UNSURE | 14% |

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

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

| | |
|--------------------------------|-----|
| Right direction/strongly..... | 29% |
| Right direction/somewhat | 12% |
| UNSURE (DNR) | 7% |
| Wrong track/somewhat | 9% |
| Wrong track/strongly..... | 43% |

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 which one issue you think is most important. **(READ AND ROTATE ISSUES)**

**Q3
 MOST
 IMPORTANT**

| | |
|--|-----|
| • Reducing health care and prescription drug costs | 11% |
| • Keeping America prosperous | 6% |
| • Improving education | 6% |
| • Safeguarding America from a terrorist threat | 27% |
| • Strengthening and improving Social Security | 4% |
| • Creating jobs | 13% |
| • The war in Iraq | 13% |
| • Moral values | 8% |
| • COMBINATION/EQUALLY (DNR) | 10% |
| • UNSURE (DNR) | 2% |

Now I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and if so, whether you have a favorable or an unfavorable impression of that person. 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 | NEVER |
|-------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | <u>Strng</u> | <u>Smwht</u> | <u>Smwht</u> | <u>Strng</u> | <u>OPIN.</u> | <u>HEARD</u> |
| 4. George W. Bush | 39% | 15% | 11% | 33% | 2% | |
| 5. John Kerry | 27% | 22% | 14% | 33% | 4% | 1% |

(END ROTATION)

Thinking about President George W. Bush for a moment –

6. 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 14%
UNSURE (DNR) 3%
Disapprove..... 7%
Disapprove/strongly 38%

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

7. 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 43%
Bush /probably..... 5%
Bush /lean 1%

Kerry /definitely 38%
Kerry /probably 5%
Kerry /lean 2%

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) 1%
OTHER (DNR) 1%
UNDECIDED (DNR) 4%

Now turning to 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?

| | | | | | | | | | | | |
|--|---|------------------|-----|----------------------|----|------------------------------|-----|---------------------|----|----------------|-----|
| <p><u>IF "UNDECIDED", ASK:</u> And which party's candidate do you lean toward at this time?</p> | <table style="width: 100%; border-collapse: collapse;"> <tr> <td>Republican</td> <td style="text-align: right;">38%</td> </tr> <tr> <td>Lean Republican.....</td> <td style="text-align: right;">4%</td> </tr> <tr> <td>UNDECIDED (DNR).....</td> <td style="text-align: right;">14%</td> </tr> <tr> <td>Lean Democrat</td> <td style="text-align: right;">4%</td> </tr> <tr> <td>Democrat</td> <td style="text-align: right;">41%</td> </tr> </table> | Republican | 38% | Lean Republican..... | 4% | UNDECIDED (DNR) | 14% | Lean Democrat | 4% | Democrat | 41% |
| Republican | 38% | | | | | | | | | | |
| Lean Republican..... | 4% | | | | | | | | | | |
| UNDECIDED (DNR) | 14% | | | | | | | | | | |
| Lean Democrat | 4% | | | | | | | | | | |
| Democrat | 41% | | | | | | | | | | |

Continuing to think about the upcoming Presidential election --

Now, I would like to read you a list of issues or qualities 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:

| | <u>GEORGE W. BUSH</u> | <u>JOHN KERRY</u> | <u>NONE (DNR)</u> | <u>UNSURE (DNR)</u> |
|--|----------------------------------|------------------------------|------------------------------|--------------------------------|
| <p>9. Safeguarding America from a terrorist threat (PROMPT: WHO DO YOU THINK [WOULD DO A BETTER JOB HANDLING THIS ISSUE]/[BETTER REPRESENTS THIS QUALITY] -- (ROTATE) PRESIDENT GEORGE W. BUSH OR JOHN KERRY?)</p> | 58% | 33% | 3% | 7% |
| 10. Dealing with Iraq | 55% | 37% | 2% | 6% |
| 11. Creating jobs | 42% | 48% | 2% | 8% |
| 12. Keeping America prosperous | 48% | 44% | 2% | 7% |
| 13. Is a strong leader | 56% | 35% | 3% | 6% |
| 14. Shares your values | 49% | 43% | 3% | 4% |
| 15. Representing middle class values | 43% | 48% | 3% | 5% |

(END ROTATION)

Thinking one last time about the election for President --

| | | | |
|-----|---------------------------|-----------------|-----|
| D1. | What is your age, please? | 18-24..... | 6% |
| | | 25-29..... | 6% |
| | | 30-34..... | 6% |
| | | 35-39..... | 7% |
| | | 40-44..... | 10% |
| | | 45-54..... | 20% |
| | | 55-64..... | 16% |
| | | 65-69..... | 8% |
| | | 70-74..... | 7% |
| | | 75-79..... | 6% |
| | | 80-84..... | 4% |
| | | 85-89..... | 2% |
| | | 90 or over..... | 1% |
| | | 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)..... | 1% |
| | | Some high school (9-11)..... | 4% |
| | | Graduated high school (12)..... | 24% |
| | | Technical/vocational (12)..... | 2% |
| | | Some college (13-15)..... | 25% |
| | | Graduated college (16)..... | 25% |
| | | Graduate/professional school (16 or more)..... | 19% |
| | | 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..... | 40% |
| | | MODERATE (DNR)..... | 3% |
| | | Somewhat liberal..... | 28% |
| | | Very liberal..... | 6% |
| | | UNSURE/DK (DNR)..... | 5% |

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

IF REPUBLICAN OR DEMOCRAT,

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

Republican/strong.....27%
Republican/not strong9%
Lean Republican.....6%

Independent 11%

Lean Democrat8%
Democrat/not strong 11%
Democrat/strong 23%

IF INDEPENDENT OR ANYTHING

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

NO PREFERENCE (**DNR**)2%
OTHER (**DNR**)2%
UNSURE/REFUSED (**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 Republican9%
Mostly Republican25%
A few more Republicans than Democrats10%
INDEPENDENT/THE PERSON (**DNR**)6%
A few more Democrats than Republicans.....11%
Mostly Democrat21%
Straight Democrat.....13%
UNSURE/DK (**DNR**)6%

D6. Are you a member of a labor union?

IF NO, THEN ASK: Is anyone else in your household a member of a labor union?

Labor Union Member 9%
Labor Union Household.....3%
Non-Union Household 88%
UNSURE/REFUSED (**DNR**) 1%

D7. Are you or is any member of your household a veteran?
(RECORD FOR MULTIPLE RESPONSES)

Yes/self 17%
Yes/other member 14%
No.....68%
UNSURE/REFUSED (**DNR**) 1%

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

Yes/self.....26%
 Yes/other15%
 No, do not own a gun58%
 UNSURE/REFUSED (DNR)1%

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

Single 15%
 Married 62%
 Separated 2%
 Divorced 10%
 Widowed 12%
 UNSURE/REFUSED (DNR) *

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

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

D11. What is your religious affiliation?

IF BAPTIST, ASK: Is that Southern Baptist or some other Baptist church?
(DO NOT READ RESPONSES, JUST RECORD)

| | |
|--|-------------------------------------|
| AME (Africa Methd. Episcopal)..... * | Lutheran 5% |
| Assemblies of God * | Mennonite * |
| Baptist/American 3% | Methodist/United Methodist 7% |
| Baptist/Missionary or Indep. or Primitive or other 3% | Mormon/Latter Day Saints..... 2% |
| Baptist/Southern 8% | Nazarene * |
| Bible Church..... * | Non-denominational 4% |
| Christian Church..... 6% | Other Protestant..... 6% |
| Christian Reformed Church * | Pentecostal/Charismatic 2% |
| Church of Christ 2% | Presbyterian/United Presb 4% |
| Church of God * | Quaker/Amish * |
| Disciples of Christ * | Reformed Church in America * |
| Episcopalian 2% | Roman Catholic..... 24% |
| Evangelical 1% | Seventh Day Adventist..... * |
| Friends * | United Church of Christ 1% |
| Fundamentalist * | OTHER (SPECIFY)..... 3% |
| Eastern/Greek Orthodox..... * | None (TO D13)..... 11% |
| Jewish (TO D13)..... 2% | DK/REFUSED (TO D13)..... 3% |

IF CHOICE MADE IN D11 (EXCEPT CHOICE 17), ASK:

D11-1. Do you consider yourself to be a born-again or evangelical Christian?
43%

| | |
|------------------------------|-----|
| Born-again/evangelical | 43% |
| Not born-again | 51% |
| REFUSED (DNR) | 6% |

**** ASK OF EVERYONE ****

And,

D12. 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 D13)..... | 4% |
| Asian/Pacific American..... | 1% |
| Native American..... | 1% |
| Other (Specify _____)..... | * |
| UNSURE/REFUSED (DNR) | 2% |

FOR ALL RESPONSES EXCEPT "HISPANIC/LATINO," ASK:

D12-1. And, do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

| | |
|----------------------------|-----|
| Yes | 2% |
| No..... | 96% |
| UNSURE/REFUSED (DNR) | 2% |

****ASK OF EVERYONE****

D13. Sex/Emp (BY OBSERVATION)

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

| | |
|---------------------------------|-----|
| Male/employed | 30% |
| Male/homemaker..... | * |
| Male/retired | 15% |
| Male/not in labor force | 2% |
| Female/employed | 25% |
| Female/homemaker | 9% |
| Female/retired..... | 17% |
| Female/not in labor force | 1% |
| MALE/REFUSED (DNR)..... | |
| FEMALE/REFUSED (DNR) | 1% |

D14. RECORD REGION CODE FROM SAMPLE SHEET _____

D15. RECORD STATE/COUNTY CODE FROM SAMPLE SHEET _____

D16. RECORD DMA FROM SAMPLE SHEET _____

D17. RECORD CD CODE FROM SAMPLE _____

D18. RECORD U/S/R CODE FROM SAMPLE _____