

Battleground 2004 (XXV)

FINAL

STUDY #9786

THE TARRANCE GROUP, INC.

N = 1,000 Registered "likely" voters

Field Dates: June 20-23, 2004

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 78%

Very Likely 18%

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%

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? **(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.....*	Lawsuits/Litigation.....*
Agriculture/farming/ranching.....	Loss of Industry.....*
AIDS.....	Medicare/Medicaid.....1%
Auto insurance.....	Moral/religious concerns.....2%
Budget deficit.....1%	National Defense.....2%
Bush (President George W.).....*	Pensions.....
Campaign finance reform.....	Politicians/incumbents.....*
Child care.....	Pollution.....
College/affording.....*	Prescription drugs.....*
Congress.....	Property taxes.....
Cost of living.....*	Racism.....
Crime.....*	Republicans.....
Cuts to government programs.....	Retirement.....
Deficit.....1%	Roads/highways.....
Democrats.....*	Schools/school choice.....
Drugs.....1%	Senior citizens.....*
Economy.....16%	Social security.....1%
Education.....3%	Stock Market.....
Energy costs (gasoline for automobiles)...1%	Taxes.....2%
Energy costs (home heating).....	Tax increases.....
Environment.....*	Television/violence & sex.....
Foreign affairs.....6%	Terrorism.....16%
Gangs.....	Tobacco.....
Government/size/regulation.....*	Trade.....
Government spending.....*	Traffic.....
Growth/overdevelopment.....	Unemployment.....1%
Guns.....	Unions.....
Health care (cost/quality of).....7%	Values.....*
Health insurance (cost/lack of).....2%	Violence.....*
Homeless/poverty.....*	Wages.....*
Housing (costs/lack of).....*	War in Iraq.....10%
Immigration.....1%	Welfare (reform).....*
Inflation.....*	Water (shortage/quality).....
Interest rates.....	OTHER.....12%
Jobs.....7%	UNSURE.....4%
Job training.....	

****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	37%	15%	9%	37%	2%	*
5. John Kerry	26%	25%	12%	31%	5%	1%
6. Ralph Nader	6%	22%	20%	28%	18%	6%
7. Dick Cheney	24%	21%	13%	33%	7%	2%
8. The Republican Party	28%	23%	16%	29%	4%	*
9. The Democratic Party	29%	26%	15%	24%	7%	*

(END ROTATION)

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

10. 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?

<u>IF "UNDECIDED", ASK:</u> And	Republican.....	45%
which party's candidate do	Lean Republican.....	2%
you lean toward at this	UNDECIDED (DNR).....	5%
time?	Lean Democrat.....	2%
	Democrat.....	47%

And –

11. 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?

<u>IF CHOICE MADE, ASK:</u>	Re-elect/definitely	38%
And do you believe that “definitely”	Re-elect/probably.....	9%
(he deserves re-election/it is time for a	New person/probably	7%
new person) or “probably” (he deserves	New person/definitely	44%
re-election/it is time for a new person?)	UNSURE/DK (DNR)	2%
	REFUSED (DNR).....	*

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

12. 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	37%
Approve	14%
UNSURE (DNR)	2%
Disapprove.....	5%
Disapprove/strongly	43%

And,

13. 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	46%
Approve/somewhat	17%
UNSURE (DNR)	8%
Disapprove/somewhat.....	9%
Disapprove/strongly	20%

-
14. 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	15%
Some attention.....	45%
A little attention.....	26%
No attention at all.....	10%
UNSURE/REFUSED (DNR)	3%

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

15. 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 /definitely40%
Bush /probably 7%
Bush /lean 1%

Kerry /definitely40%
Kerry /probably 7%
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)** 1%
OTHER **(DNR)** 1%
UNDECIDED **(DNR)**3%

16. 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 times24%
1 to 5 times37%
6 to 10 times 18%
More than 10 times 19%
UNSURE/REFUSED **(DNR)**2%

(SPLIT SAMPLE A)

Continuing to think about the upcoming Presidential election --

17A. Have you seen, read or heard anything about President Bush and his camp aign for President recently?

Yes **(TO Q18A & Q19A)**72%
UNSURE **(DNR)** **(TO Q20)**.....3%
No **(TO Q20)**26%

IF "YES" IN QUESTION 17A, ASK:

18A. And, being as specific as you can, what have you seen, read or heard about President Bush and his campaign for President?

(PROBE: PLEASE TELL ME MORE ABOUT THAT)

	N	%	Valid
Can't recall/nothing specific	73	7.3	20.5
TV Commercials	43	4.3	12.1
Recollection of news stories	31	3.1	8.8
War in Iraq/war on terrorism/national security	29	2.9	8.0
Speeches/visits he made	25	2.5	7.2
Articles in magazines/newspapers/internet	20	2.0	5.8
Economy/jobs are improving/tax cuts	19	1.9	5.3
Favorable impression of Bush	15	1.5	4.1
Unfavorable impression of Bush	13	1.3	3.7
Is doing a good job/strong leader/deserves re-election	12	1.2	3.4
Views on issues	11	1.1	3.2
Negative ads against Kerry	10	1.0	2.9
His finances/campaign contributions	10	1.0	2.8
Optimistic about country commercial	10	1.0	2.8
Other	7	.7	2.0
He is running/wants the job	6	.6	1.8
Negative ads against Bush	6	.6	1.7
Comparison ads between Bush & Kerry	6	.6	1.6
Talk radio/TV news shows	5	.5	1.3
Refused	4	.4	1.0

IF "YES" IN QUESTION 17A, ASK:

19A. Thinking about what you have seen, read or heard about President Bush, 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	35%
More likely	5%
UNSURE (DNR)	2%
NO DIFFERENCE (DNR).....	13%
Less likely	5%
Less likely/strongly.....	40%

(SPLIT SAMPLE B)

Continuing to think about the upcoming Presidential election --

17B. Have you seen, read or heard anything about Senator Kerry and his campaign for President recently?

Yes (TO Q18B & Q19B).....	81%
UNSURE (DNR) (TO Q20).....	2%
No (TO Q20)	18%

IF "YES" IN QUESTION 17B, ASK:

18B. And, being as specific as you can, what have you seen, read or heard about Senator Kerry and his campaign for President?

(PROBE: PLEASE TELL ME MORE ABOUT THAT)

	N	%	Valid
Can't recall/nothing specific	44	4.3	10.7
General campaign news/clips of speeches	42	4.2	10.3
Kerry criticizing Bush/Republican Party	36	3.6	8.8
He vacillates on issues/no clear on plans	34	3.4	8.3
Kerry's view on the economy/tax cuts/minimum wage	33	3.3	8.1
TV commercials	30	3.0	7.3
Kerry's view on health care/Medicare/prescription drugs	27	2.7	6.5
Kerry's background	26	2.6	6.4
Unfavorable impression of Kerry	25	2.5	6.1
Kerry's view on Iraq	15	1.5	3.8
Articles in newspapers/magazines/internet	14	1.4	3.6
He is running/wants job/says will do a good job	12	1.2	3.0
Views on issues	12	1.2	2.9
Recollection of news stories	12	1.2	2.9
Talk radio/TV news shows	12	1.2	2.8
Favorable impression of Kerry	10	1.0	2.5
Negative ads against Kerry	9	.9	2.3
Other	8	.8	1.9
Missed votes because of campaigning	6	.6	1.5
Refused	2	.2	.5

IF "YES" IN QUESTION 17B, ASK:

19B. Thinking about what you have seen, read or heard about Senator Kerry, 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	31%
More likely	8%
UNSURE (DNR)	4%
NO DIFFERENCE (DNR).....	10%
Less likely	3%
Less likely/strongly.....	43%

****ASK OF EVERYONE****

And –

Still thinking about the elections in November --

20. 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	35%
UNSURE (DNR)	6%
No	59%

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)	GEORGE W. <u>BUSH</u>	JOHN <u>KERRY</u>	<u>NONE</u> (DNR)	<u>UNSURE</u> (DNR)
21. Dealing with Iraq (PROMPT: WHO DO YOU THINK WOULD DO A BETTER JOB HANDLING THIS ISSUE -- (ROTATE) PRESIDENT GEORGE W. BUSH OR JOHN KERRY?)	51%	42%	2%	5%
22. Making prescription drugs affordable	32%	52%	6%	10%
23. Keeping America prosperous	47%	46%	2%	6%
24. Improving education	42%	48%	3%	7%
25. Holding down federal spending	41%	46%	6%	8%
26. Holding the line on taxes	54%	36%	3%	7%
27. Strengthening Social Security	36%	51%	5%	8%
28. Creating jobs	42%	49%	3%	6%
29. Safeguarding America from a terrorist threat	55%	36%	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>
30. Strong leader (PROMPT: WHO DO YOU THINK BETTER REPRESENTS THIS QUALITY -- (ROTATE) PRESIDENT GEORGE W. BUSH OR JOHN KERRY?)	54%	38%	3%	5%
31. Cares about people like me	41%	46%	7%	6%
32. Represents my values	48%	44%	4%	3%
33. Is honest and trustworthy	45%	42%	6%	6%
34. Says what he believes	57%	34%	4%	5%
35. Steady, consistent leader	54%	37%	3%	6%

(END ROTATION)

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

36. 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?

<u>IF "UNDECIDED", ASK</u> And which party's candidate do you lean toward at this time?	Republican.....37% Lean Republican.....4% UNDECIDED (DNR).....11% Lean Democrat.....4% Democrat.....45%
--	---

Continuing to think about the upcoming Congressional election --

37. Are you interested in electing a member of Congress who is –
(ROTATE CHOICES TOP TO BOTTOM, BOTTOM TO TOP)

- Republican and votes with President Bush,
- Republican and votes independently,
- Democratic and votes with the Democratic leadership, OR
- Democratic and votes independently?

Republican/votes with Bush..... 19%
 Republican/votes independently 26%
 Democratic/votes with Dem leadership 14%
 Democratic/votes independently 34%
 UNSURE/REFUSED (DNR) 7%

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)**

IF CHOICE MADE, ASK: *And which issue do you think is next most important?*

	<u>Q38</u> <u>MOST</u> <u>IMPORTANT</u>	<u>Q39</u> <u>NEXT MOST</u> <u>IMPORTANT</u>
• Reducing the national debt	6%	8%
• Improving the health care system	16%	16%
• Keeping America prosperous	13%	15%
• Improving education	11%	16%
• Safeguarding America from a terrorist threat	28%	17%
• Strengthening Social Security	6%	12%
• Reducing the tax burden on working families	6%	11%
• Protecting the environment	3%	5%
• COMBINATION/EQUALLY (DNR) (TO Q40)	10%	1%
• UNSURE (DNR) (TO Q40)	1%	1%

****ASK OF EVERYONE****

Now continuing to think about the United States Congress --

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 United States Congress 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) · **the Republicans in Congress or the Democrats in Congress.** Here is the first one:

	(READ LIST & ROTATE)	<u>GOP</u>	<u>DEMS</u>	<u>NONE</u> (DNR)	<u>UNSURE</u> (DNR)
40.	Protecting the middle class (PROMPT: WHO DO YOU THINK WOULD DO A BETTER JOB HANDLING THIS ISSUE -- (ROTATE) THE REPUBLICANS IN CONGRESS OR THE DEMOCRATS IN CONGRESS?)	36%	57%	4%	4%
41.	Sharing your values	45%	48%	3%	4%
42.	Improving the health care system	33%	57%	4%	6%
43.	Keeping America prosperous	47%	46%	2%	5%
44.	Improving education	37%	53%	3%	7%
45.	Holding down federal spending	43%	45%	6%	6%
46.	Holding the line on taxes	53%	38%	3%	6%
47.	Strengthening Social Security	34%	56%	4%	6%
48.	Creating jobs	41%	52%	2%	5%
49.	Safeguarding America from a terrorist threat	55%	35%	3%	8%
50.	Dealing with Iraq	52%	39%	3%	6%

(END ROTATION)

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

51. 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	6%
Good.....	31%
Just fair.....	41%
Poor	22%
UNSURE/DON'T KNOW (DNR)	1%

Now, thinking about the future...

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

Excellent	10%
Good.....	41%
Just fair.....	33%
Poor	14%
UNSURE/DON'T KNOW (DNR)	3%

Continuing to think about the economy...

53. Which of these issues is your biggest concern about the economy? Would you say it is:
(ROTATE CHOICES)

- Jobs and unemployment,
- Inflation,
- The stock market, OR
- Interest rates?

Jobs and unemployment	62%
Inflation	17%
The stock market.....	7%
Interest rates.....	10%
ALL EQUALLY (DNR)	1%
OTHER (DNR).....	1%
NONE (DNR).....	1%
UNSURE/REFUSED (DNR)	1%

(SPLIT SAMPLE A)

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

54A. 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	8%
Better off/somewhat.....	18%
Worse off/somewhat	16%
Worse off/much.....	8%
About the same	51%
UNSURE/REFUSED (DNR)	*

(SPLIT SAMPLE B)

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

54B. 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:	Better off/much	11%
And would that be <i>much</i> (better off/worse off)	Better off/somewhat	22%
or <i>somewhat</i> (better off/worse off)?	Worse off/somewhat	7%
	Worse off/much	3%
	About the same	55%
	UNSURE/REFUSED (DNR)	3%

Now, one last question about the economy and your personal situation...

55. In thinking about the economy, in your opinion, which of these statements best describes what is happening with the economy today?

(ROTATE CHOICES TOP TO BOTTOM, BOTTOM TO TOP)

- It is going well in the country and well for people like yourself,
- It is going well in the country but not so well for people like yourself,
- It is not going well in the country but going well for people like yourself, OR
- It is not going well in the country and not so well for people like yourself.

Well in country/well personally	34%
Well in country/not well personally	11%
Not well in country/well personally	18%
Not well in country/not well personally	33%
UNSURE/REFUSED (DNR)	4%

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

D1. What is your age, please?	18-24.....	4%
	25-29.....	6%
	30-34.....	8%
	35-39.....	8%
	40-44.....	9%
	45-54.....	23%
	55-64.....	19%
	65-69.....	5%
	70-74.....	7%
	75-79.....	4%
	80-84.....	3%
	85-89.....	1%
	90 or over.....	1%
	REFUSED	2%

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 (13-1)	26%
Graduated college (16)	27%
Graduate/professional school (16 or more)	19%
Unsure/Refused	1%

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)	2%
Somewhat liberal	29%
Very liberal	9%
UNSURE/REFUSED (DNR)	2%

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

<u>IF REPUBLICAN OR DEMOCRAT,</u> <u>ASK:</u> Would you call yourself a <u>strong</u> or a <u>not very strong</u> (Republican/Democrat)?	Republican/strong	24%
	Republican/not strong	10%
	Lean Republican	8%
	Independent	15%
	Lean Democrat	7%
	Democrat/not strong	10%
	Democrat/strong	26%
	NO PREFERENCE (DNR)	*
	OTHER (DNR)	*
	UNSURE/DK (DNR)	*

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

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

<u>(READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP)</u>	Straight Republican	9%
	Mostly Republican	24%
	A few more Republicans than Democrats	11%
	INDEPENDENT/THE PERSON (DNR)	4%
	A few more Democrats than Republicans	12%
	Mostly Democrat	23%
	Straight Democrat	15%
	UNSURE/DK (DNR)	2%

D6. On average, which of the following best describes how often you are on the Internet?
(READ LIST)

Several hours per day	21%
Almost every day.....	29%
At least once per week	17%
A few times per month.....	5%
Every month or so.....	1%
Rarely	7%
Never.....	20%
UNSURE (DNR)	*

D7. 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	14%
Labor Union Household	3%
Non-Union Household.....	83%
UNSURE/REFUSED (DNR)	*

D8. Are you or is any member of your household a veteran?
(IF YES SELF AND OTHER MEMBER RECORD FOR SELF)

Yes/self	18%
Yes/other member	13%
No	69%
UNSURE/REFUSED (DNR)	*

D9. Do you or anyone in your home own a gun?
(IF YES SELF AND OTHER RECORD FOR SELF)

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

D10. What is your current marital status -- are you -- • single and never married, • married, • separated, • divorced, or •widowed?

Single	14%
Married	63%
Separated	2%
Divorced	12%
Widowed	9%
UNSURE/REFUSED (DNR)	1%

D11. Do you have children under the age of 18 living at home?

Yes 29%
 No 70%
 UNSURE/REFUSED (DNR) 1%

D12. 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)..... *	Lutheran..... 5%
Assemblies of God 1%	Mennonite *
Baptist/American 4%	Methodist/United Methodist..... 7%
Baptist/Missionary or Indep. or Primitive or other..... 5%	Mormon/Latter Day Saints..... 1%
Baptist/Southern 7%	Nazarene 1%
Bible Church *	Non-denominational 4%
Christian Church..... 4%	Other Protestant..... 3%
Christian Reformed Church *	Pentecostal/Charismatic 2%
Church of Christ 2%	Presbyterian/United Presb 3%
Church of God..... 1%	Quaker/Amis h *
Disciples of Christ..... *	Reformed Church in America 23%
Episcopalian..... 2%	Roman Catholic 23%
Evangelical 1%	Seventh Day Adventist.....
Friends..... *	United Church of Christ..... *
Fundamentalist.....	OTHER (SPECIFY) 3%
Eastern/Greek Orthodox..... *	None (TO D14)..... 16%
Jewish (TO D14)..... 1%	DK/REFUSED (TO D14)..... 3%

IF RELIGION NAMED IN D12, THEN ASK:

D13. Do you consider yourself to be a born again evangelical Christian?

Born again/evangelical.....40%
Not born again.....56%
REFUSED (DNR).....4%

****ASK OF EVERYONE****

D14. 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..... 14%
Smaller city..... 19%
Suburb 23%
Small town..... 25%
Rural area..... 19%
UNSURE (DNR)..... *
REFUSED (DNR)..... *

(SPLIT SAMPLE A)

And,

D15A. Have you or an immediate family member lost their job and been out of work at any time in the past twelve months?

Yes, self.....8%
Yes, an immediate family member 12%
Yes, both.....3%
No 77%
UNSURE (DNR).....
REFUSED (DNR)..... *

(SPLIT SAMPLE B)

D15B. Have you, a friend, a coworker or an immediate family member been out of work at any time in the past twelve months?

Yes, self..... 16%
Yes, a friend 7%
Yes, a coworker 2%
Yes, an immediate family member 13%
COMBINATION OF YES RESPONSES (DNR).... 7%
No 55%
UNSURE (DNR)..... *
REFUSED (DNR).....

And,

D16. What do you consider to be your race? Are you white, African-American, Hispanic, Asian or some other race?

White.....	80%
Black/African-American	10%
Hispanic/Latino (TO D18).....	5%
Asian/Pacific American	1%
Native American	*
Other (Specify _____).....	1%
UNSURE/REFUSED (DNR)	2%

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

D17. And, do you consider yourself a Hispanic, Latino, or Spanish-speaking American?

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

****ASK OF EVERYONE****

D18. Sex/Emp (**BY OBSERVATION**)

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

Male/employed	33%
Male/homemaker	1%
Male/retired	11%
Male/not in labor force.....	2%
Female/employed	29%
Female/homemaker	8%
Female/retired	13%
Female/not in labor force.....	3%
MALE/REFUSED (DNR)	*
FEMALE/REFUSED (DNR)	1%

D19. RECORD REGION CODE FROM SAMPLE SHEET _____

D20. RECORD STATE/COUNTY CODE FROM SAMPLE SHEET _____

D21. RECORD DMA FROM SAMPLE SHEET _____

D22. RECORD CONGRESSIONAL DISTRICT CODE FROM SAMPLE SHEET _____

D23. RECORD URBAN/SUBURBAN/RURAL CODE _____
