

Battleground Fall Track (Week 2)

FINAL

STUDY #9936

THE TARRANCE GROUP, INC. and LAKE SNELL PERRY

N = 250 per day of registered "likely" voters

Field Dates: September 20 -23, 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 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 W. Bush 44%
John Kerry..... 39%
Ralph Nader 1%
NAMED OTHER..... 1%
UNSURE 15%

* = Less than .5%

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/strongly26%
 Right direction/somewhat 12%
 UNSURE (DNR) 9%
 Wrong track/somewhat 11%
 Wrong track/strongly..... 42%

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 9%
- Keeping America prosperous 9%
- Improving education 8%
- Safeguarding America from a terrorist threat 23%
- Strengthening and improving Social Security 4%
- Creating jobs 13%
- The war in Iraq 12%
- Moral values 11%
- 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%	17%	11%	31%	2%	
5. John Kerry	25%	24%	12%	34%	4%	*

(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..... 9%
Disapprove/strongly 36%

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 44%
Bush /probably..... 5%
Bush /lean 1%

Kerry /definitely 39%
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) 1%
UNDECIDED (DNR) 5%

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;">39%</td> </tr> <tr> <td>Lean Republican.....</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>UNDECIDED (DNR).....</td> <td style="text-align: right;">13%</td> </tr> <tr> <td>Lean Democrat</td> <td style="text-align: right;">3%</td> </tr> <tr> <td>Democrat</td> <td style="text-align: right;">41%</td> </tr> </table>	Republican	39%	Lean Republican.....	5%	UNDECIDED (DNR)	13%	Lean Democrat	3%	Democrat	41%
Republican	39%										
Lean Republican.....	5%										
UNDECIDED (DNR)	13%										
Lean Democrat	3%										
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:

	GEORGE W. <u>BUSH</u>	JOHN <u>KERRY</u>	<u>NONE</u> (DNR)	<u>UNSURE</u> (DNR)
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?)	57%	34%	2%	7%
10. Dealing with Iraq	54%	39%	1%	5%
11. Creating jobs	43%	49%	2%	7%
12. Keeping America prosperous	47%	44%	2%	7%
13. Is a strong leader	56%	35%	2%	7%
14. Shares your values	50%	43%	3%	5%
16. Leading America in the right direction	49%	44%	2%	6%

(END ROTATION)

Thinking one last time about the election for President --

D1. Now, just a few final questions for statistical purposes only --

What is your age, please?	18-24	6%
	25-29	5%
	30-34	7%
	35-39	8%
	40-44	10%
	45-54	21%
	55-64	17%
	65-69	7%
	70-74	8%
	75-79	4%
	80-84	4%
	85-89	1%
	90 or over	
	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)	3%
Graduated high school (12)	24%
Technical/vocational (12)	3%
Some college (13-15)	25%
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	18%
Somewhat conservative	43%
MODERATE (DNR)	2%
Somewhat liberal	25%
Very liberal	6%
UNSURE/DK (DNR)	6%

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..... 25%
Republican/not strong 10%
Lean Republican..... 7%

Independent 11%

Lean Democrat 9%
Democrat/not strong 10%
Democrat/strong 24%

IF INDEPENDENT OR ANYTHING

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

NO PREFERENCE (**DNR**) 3%

OTHER (**DNR**) 1%

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 Republican 9%

Mostly Republican 25%

A few more Republicans than Democrats 10%

INDEPENDENT/THE PERSON (**DNR**) 6%

A few more Democrats than Republicans 11%

Mostly Democrat 22%

Straight Democrat 11%

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 11%

Labor Union Household 5%

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 18%

Yes/other member 14%

No 68%

UNSURE/REFUSED (**DNR**) *

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

Yes/self.....30%
Yes/other14%
No, do not own a gun55%
UNSURE/REFUSED **(DNR)**1%

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

Single 14%
Married 66%
Separated 1%
Divorced 9%
Widowed 9%
UNSURE/REFUSED **(DNR)** *

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

Yes.....33%
No67%
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 1%	Mennonite *
Baptist/American 3%	Methodist/United Methodist 8%
Baptist/Missionary or Indep. or Primitive or other 4%	Mormon/Latter Day Saints..... 1%
Baptist/Southern 8%	Nazarene *
Bible Church..... *	Non-denominational 4%
Christian Church..... 8%	Other Protestant..... 8%
Christian Reformed Church	Pentecostal/Charismatic 2%
Church of Christ 1%	Presbyterian/United Presb 2%
Church of God 1%	Quaker/Amish *
Disciples of Christ *	Reformed Church in America *
Episcopalian 1%	Roman Catholic.....23%
Evangelical 1%	Seventh Day Adventist.....*
Friends	United Church of Christ *
Fundamentalist	OTHER (SPECIFY)..... 4%
Eastern/Greek Orthodox..... *	None (TO D13).....10%
Jewish (TO D13)..... 1%	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?

Born-again/evangelical45%
Not born-again50%
REFUSED (DNR)5%

**** 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..... 81%
Black/African-American 10%
Hispanic/Latino (TO D13).....5%
Asian/Pacific American..... 1%
Native American..... 1%
Other (Specify _____)..... *
UNSURE/REFUSED (DNR) 3%

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

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

Yes 1%
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 29%
Male/homemaker..... *
Male/retired 15%
Male/not in labor force 2%

Female/employed 27%
Female/homemaker 8%
Female/retired..... 16%
Female/not in labor force 2%

MALE/REFUSED (DNR)..... *
FEMALE/REFUSED (DNR) *

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 _____