

Rural Strategies

Frequency Questionnaire

September 16-18, 2008

742 Battleground Likely Voters

(NH, PA, OH, MI, WI, IA, MN, MO, FL, VA, CO, NM, NV)

Q.3 First of all, are you registered to vote at this address?

	Total
Yes.....	100
No	-
(Refused)	-
(ref:SCREEN1)	

Q.4 Many people weren't able to vote in the 2004 election for president between George Bush and John Kerry. How about you? Were you able to vote, or for some reason were you unable to vote?

	Total
Voted	94
Not registered in 2004/Ineligible/too young	4
Did not vote.....	2
(Can't remember/Don't know)	0
(Refused)	0
(ref:VOTE00)	

Q.5 In what year were you born?

	Total
18 - 24.....	5
25 - 29.....	5
30 - 34.....	9
35 - 39.....	7
40 - 44.....	7
45 - 49.....	11
50 - 54.....	8
55 - 59.....	10
60 - 64.....	11
Over 64	25
(No answer)	2
(ref:AGE)	

Q.6 I know it's a long way off, but what are the chances of you voting in the election for president in November: are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

	Total
Almost certain	93
Probably.....	7
50-50.....	-
Will not vote	-
(Don't know).....	-
(Refused)	-
(ref:CP3)	

Q.7 Now, I am going to read you a list of concerns that people have. Please tell me which ONE or TWO of these you think the President and Congress should be paying the most attention to.

	Total
The economy and jobs	51
Energy and gas prices	25
The war in Iraq.....	21
Health care	18
Terrorism and national security	12
Social Security and Medicare	11
Taxes and spending	11
Corruption and special interests in Washington	10
Moral values	9
Illegal immigration.....	9
(None).....	1
(Don't know/Refused)	1
(Other)	1
(ref:CONC3)	

Q.8 Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or never heard of that person or organization, please say so.

	Mean	% Warm	% Cool	% ID
8 George W. Bush	39	35	52	100
9 Hillary Clinton	47	41	48	98
10 The Democratic Congress.....	41	31	47	95
11 Barack Obama.....	47	41	46	98
12 John McCain.....	53	52	38	99
13 Joe Biden.....	44	30	41	85
14 Sarah Palin	56	48	33	92

(ref:THERM04)

Q.15 Now thinking about the presidential election in November. If the election for president were held today and the candidates were -- Democrat Barack Obama, Republican John McCain, Libertarian Party candidate Bob Barr and Independent candidate Ralph Nader, for whom would you vote?

	Total
Democrat Barack Obama	39
Lean Democrat Barack Obama	2
Republican John McCain.....	49
Lean Republican John McCain.....	2
Independent Ralph Nader.....	3
Lean Independent Ralph Nader.....	0
Libertarian Bob Barr.....	2
Lean Libertarian Bob Barr.....	-
(Other candidate).....	0
Lean (Other candidate).....	0
(Undecided)	2
(Refused)	1
Total Democrat Barack Obama	41
Total Republican John McCain	51
Total Independent Ralph Nader.....	3
Total Libertarian Bob Barr	2
Total (Other candidate)	1

(ref:PRES083)

Q.17 As you may know, Senator John McCain selected Alaska Governor Sarah Palin to be his vice presidential running mate. Does this make you more or less likely to support John McCain for President?

	Total
Much more likely.....	31
Somewhat more likely.....	19
(No difference).....	15
Somewhat less likely.....	8
Much less likely.....	23
(Don't know/refused).....	4
Total more likely.....	50
Total less likely.....	31
More - Less.....	19
(ref:PALIN1)	

Q.18 Now I am going to ask you something different. I am going to read a list of issues and I want you to tell me whether, overall, you think Barack Obama or John McCain would do a better job with this issue. If you do not know, just tell me and we will move on to the next item.

	BO	BO	JM	JM		Nei	DK	Total	Total	BO
	Much	Smwt	Smwt	Much	Both	ther	Ref	BO	JM	-
	Better	Better	Better	Better						JM
18 The economy.....	30	13	20	27	0	2	8	43	46	-3
19 Taxes.....	23	13	20	32	0	2	9	36	52	-17
20 Being on your side.....	28	12	17	30	1	3	10	39	47	-7
21 The situation in Iraq.....	24	12	12	44	1	1	6	37	56	-19
22 Bringing the right kind of change.....	31	13	17	28	1	3	7	44	45	0
23 Energy and gas prices.....	26	16	18	27	1	4	9	42	45	-3
24 Sharing your values.....	26	12	14	38	1	2	6	38	52	-14
25 Dealing with issues facing rural areas.....	21	18	19	22	1	4	15	40	40	-1
(ref:BTJOBPRZ)										

Q.26 Now I'm going to read you some pairs of statements. After I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own view, even if neither is exactly right.

	1st Stmt Much	1st Stmt Smwt	2nd Stmt Smwt	2nd Stmt Much	Both	Neither	DK/ Ref	Total 1st Stmt	Total 2nd Stmt	1st - 2nd
26 My neighbors and the people in my community ARE ready for a black president OR My neighbors and the people in my community ARE NOT ready for a black president.....	37	16	10	14	0	6	17	53	24	29

27 The most important thing in this election is to elect a candidate for President who will improve the economy. OR The most important thing in this election is to elect a candidate for President who reflects my values.	52	9	6	29	1	1	2	61	36	25
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(ref:VALUES06)

Q.28 Now, I am going to read you a list of words and phrases which people use to describe political figures. For each word or phrase, please tell me whether it describes Sarah Palin very well, well, not too well, or not well at all.

	Very Well	Well	Not Too Well	Not Well At All	DK/ Ref	Total Well	Total Not Well	Well - Not
28 Represents the values of rural communities	41	24	13	16	6	65	29	36
29 Is ready to be vice president and assume the presidency if need be.....	28	26	14	29	3	54	43	11

(ref:SPPOS)

Q.30 Finally, I would like to ask you a few questions for statistical purposes. What is the last year of schooling that you have completed?

	Total
1 - 11th grade	5
High School graduate	33
Non-college post H.S.....	3
Some college	24
College graduate	21
Post-graduate school.....	12
(Don't know/refused).....	2

(ref:EDUC)

Q.31 Generally speaking, do you think of yourself as a Democrat, a Republican or what?

	Total
Strong Democrat.....	22
Weak Democrat.....	11
Independent-lean Democrat.....	10
Independent.....	6
Independent-lean Republican.....	12
Weak Republican.....	12
Strong Republican.....	25
(Don't know/refused).....	2
(ref:PTYID1)	

Q.34 Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?

	Total
Liberal.....	16
Moderate.....	36
Conservative.....	45
(Don't know/refused).....	3
(ref:IDEO1)	

Q.35 How often do you attend religious services? More than once a week, every week, once or twice a month, several times a year, or hardly ever?

	Total
Every week.....	30
Once or twice a month.....	15
Several times a year.....	11
Hardly ever.....	24
(Never).....	3
(Don't know/Refused).....	3
More than once a week.....	15
(ref:RELIG2)	

Q.36 How many guns or rifles do you own?

	Total
None.....	47
1-2.....	17
3-9.....	17
10 or more.....	9
(Don't know/Refused).....	10
Total Gun owner.....	43
(ref:GUNS)	

Q.37 What racial or ethnic group best describes you?

	Total
White.....	88
African-American or Black	1
Hispanic or Latino	4
Native American	3
Asian.....	0
(Other)	1
(Don't know/Refused)	2
(ref:RACETHN)	

Q.2 Record respondent's gender

	Total
Male	48
Female	52
(ref:GENDER)	