

Rural Strategies

Frequency Questionnaire

October 1-21, 2008

841 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	93
Not registered in 2004/Ineligible/too young	3
Did not vote	4
(Can't remember/Don't know).....	0
(Refused).....	-
(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	8
45 - 49	11
50 - 54	10
55 - 59	9
60 - 64	8
Over 64.....	26
(No answer).....	1
(ref:AGE 1)	

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.....	92
Probably	5
50-50	-
Will not vote.....	-
(Already Voted)	3
(Don't know)	-
(Refused).....	-
(ref:CP3)	

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	38.1	34	55	99
9 Barack Obama	49.4	47	43	98
10 John McCain	50.2	45	42	99
11 Joe Biden	49.1	42	39	92
12 Sarah Palin	48.8	40	42	94
(ref:THERM04 53)				

Q.13 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, Independent candidate Ralph Nader and Constitution Party candidate Ron Paul, for whom would you vote?

	Total
Democrat Barack Obama.....	44
Lean Democrat Barack Obama.....	1
Republican John McCain	42
Lean Republican John McCain	3
Independent Ralph Nader	3
Lean Independent Ralph Nader	0
Libertarian Bob Barr	2
Constitution Party/ Louisiana Taxpayer Party candidate Ron Paul.....	1
(Other candidate)	0
(Undecided).....	2
(Refused).....	1
Total Democrat Barack Obama	46
Total Republican John McCain	45
Total Independent Ralph Nader	3
Total Libertarian Bob Barr.....	2
Total Constitution Party/Louisiana Taxpayer Party candidate Ron Paul.....	1
Total (Other candidate).....	0

(ref:PRES083/PRESEV)

Q.16 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 Barack Obama 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
[775 Respondents]								
16 Strong leader	31	27	15	25	2	58	40	17
[775 Respondents]								
17 Has what it takes to be president.....	32	22	18	27	2	53	45	8
[676 Respondents]								
18 Cares about people like you	38	23	12	25	2	61	36	25
[676 Respondents]								
19 Will keep America strong	29	29	25	16	29	53	44	9

(ref:BOPOS 4)

Q.20 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 Barack Obama 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
[775 Respondents]								
20 Too liberal	33	18	22	22	4	52	44	8

[775 Respondents]								
21 Will raise my taxes	34	17	20	25	4	52	45	7

[557 Respondents]								
22 Just too many questions to take a chance on him as president	33	15	16	31	4	48	47	1

[481 Respondents]								
23 Lacks experience necessary to be president	29	19	23	27	1	48	50	-2
(ref:BONEG 3)								

Q.24 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 Much More	BO Smwt More	JM Smwt More	JM Much More	Both	Neither	DK Ref	Total BO	Total JM	BO - JM
24 The economy	33	16	17	23	1	5	5	49	40	9
25 Taxes	29	17	13	31	1	4	6	46	43	3
26 The situation in Iraq	30	13	11	41	0	1	4	43	53	-10
27 The financial crisis in the country	30	16	17	24	1	5	6	46	42	5
(ref:BTJOBPRZ)										

Q.28 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	4
High School graduate	34
Non-college post H.S.	1
Some college	26
College graduate	23
Post-graduate school	11
(Don't know/refused)	1
(ref:EDUC)	

Q.29 Generally speaking, do you think of yourself as a Democrat, a Republican or what?

	Total
Strong Democrat	24
Weak Democrat.....	10
Independent-lean Democrat.....	11
Independent	8
Independent-lean Republican	12
Weak Republican	10
Strong Republican.....	24
(Don't know/refused)	1
(ref:PTYID1)	

Q.32 Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?

	Total
Liberal.....	15
Moderate	38
Conservative	43
(Don't know/refused)	4
(ref:IDEO1)	

Q.33 What racial or ethnic group best describes you?

	Total
White	90
African-American or Black.....	1
Hispanic or Latino.....	4
Native American	2
Asian	0
(Other).....	1
(Don't know/Refused).....	-
(ref:RACETHN)	

[25 Respondents]

Q.7 (IF ALREADY VOTED IN CP3) When you voted by absentee ballot or through early voting, did you vote by mail or in person?

	Total
By mail.....	56
In person	44
(Don't know/ Refused).....	-
(ref:ABSENT4)	

Q.2 Record respondent's gender

	Total
Male.....	48
Female	52
(ref:GENDER)	