

# Rural Strategies

## Frequency Questionnaire

May 13-15, 2008

### 682 Rural Presidential Battleground Voters

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

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

	<b>Total</b>
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? (IF NO): Is that because you were too young or not registered to vote, or for some other reason?

	<b>Total</b>
Voted .....	93
Not registered in 2004/Ineligible/too young .....	2
Did not vote .....	5
(Can't remember/Don't know).....	0
(Refused).....	-
(ref:VOTE00)	

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?

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

Q.7 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
7 George W. Bush .....	33	29	59	99
8 Hillary Clinton.....	44	37	47	98
9 The Democratic Congress .....	46	31	39	94
10 Barack Obama .....	45	37	42	97
11 John McCain .....	46	39	40	98

(ref:THERM04)

Q.12 (IF ASKED BEFORE PRES083) I know it is a long way off, but if the election for president were held today and the candidates were Democrat Hillary Clinton and Republican John McCain, for whom would you vote?

(IF ASKED AFTER PRES083) Now let me ask you again about your vote for president, but with different candidates. I know it is a long way off, but if the election for president were held today and the candidates were Democrat Hillary Clinton and Republican John McCain, for whom would you vote?

	<b>Total</b>
Democrat Hillary Clinton.....	44
Lean Democrat Hillary Clinton.....	2
Republican John McCain .....	45
Lean Republican John McCain .....	1
(Other candidate) .....	3
Lean (Other candidate) .....	1
(Undecided).....	3
(Refused).....	2
<b>Total Democrat Hillary Clinton.....</b>	<b>46</b>
<b>Total Republican John McCain .....</b>	<b>46</b>
<b>Total (Other candidate).....</b>	<b>4</b>
<b>Democrat Hillary Clinton - Republican John McCain .....</b>	<b>0</b>
(ref:PRES08N)	

Q.14 (IF ASKED BEFORE PRES08N) I know it is a long way off, but if the election for president were held today and the candidates were Democrat Barack Obama and Republican John McCain, for whom would you vote?

(IF ASKED AFTER PRES08N) Now let me ask you again about your vote for president, but with different candidates. I know it is a long way off, but if the election for president were held today and the candidates were Democrat Barack Obama and Republican John McCain, for whom would you vote?

	<b>Total</b>
Democrat Barack Obama.....	39
Lean Democrat Barack Obama.....	2
Republican John McCain .....	48
Lean Republican John McCain .....	2
(Other candidate) .....	3
Lean (Other candidate) .....	1
(Undecided).....	4
(Refused).....	2
<b>Total Democrat Barack Obama.....</b>	<b>41</b>
<b>Total Republican John McCain .....</b>	<b>50</b>
<b>Total (Other candidate).....</b>	<b>4</b>
<b>Democrat Barack Obama - Republican John McCain.....</b>	<b>-9</b>
(ref:PRES083)	

Q.16 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.

	Obama Much Bttr	Obama Smwt Bttr	McCn Smwt Bttr	McCn Much Bttr	Both	Nei- ther	DK/ Ref	Total Obama	Total McCn	Obama - McCn
16 The economy .....	24	20	18	17	1	7	12	44	36	8
17 Taxes .....	20	18	18	19	2	8	15	38	37	1
18 Being on your side .....	24	14	17	20	1	9	15	39	37	2
19 The situation in Iraq .....	26	14	14	30	1	4	10	41	44	-3
20 Bringing the right kind of change .....	28	16	18	17	1	8	12	45	34	10
21 Sharing your values .....	22	13	21	23	2	8	11	35	44	-9
22 Dealing with issues facing rural areas .....	18	18	19	17	2	8	18	36	36	0

(ref:BTJOBPRZ)

Q.23 After some of the things you may have read or heard about Barack Obama in the last few weeks, please tell me if you agree or disagree with the following statements:

	Dis Agree	DK/ Ref	Agree - Dis
23 John McCain served his country honorably, but he does not seem to understand my economic problems. ....	54	38	8 17
24 Barack Obama says he wants to represent all of America, but he does not share my values. ....	52	38	10 14

(ref:BOBAT)

Q.25 I am going to read you a list of problems relating to the economy. After I read the list, please tell me which TWO are the most important problems facing our economy.

	<b>Total</b>
High energy and gas prices.....	50
Too much money spent on Iraq.....	25
The high cost of health care.....	23
Jobs moving to foreign countries.....	22
Prices of necessities like groceries rising faster than wages.....	22
Government spending and the federal deficit.....	16
The growing gap between the rich and everybody else.....	11
Lack of good-paying jobs.....	10
Taxes are too high.....	9
No opportunities for young people in this area.....	4
(Other).....	4
(None).....	0
(DK/Refused).....	2
(ref:ECONIMP1)	

Q.26 Which of the following do you blame the most for the rising cost of food in this country and the world?

	<b>Total</b>
Increased cost of gasoline and fuel.....	52
Increased use of grain for ethanol.....	24
Increased demand in China and India.....	18
Corporate takeover of food production.....	15
Fewer farmers and farms.....	10
Increased use of grain for animal feed.....	3
(None).....	2
(All).....	2
(Don't know/refused).....	6
(ref:ETHANOL)	

Q.5 In what year were you born?

	<b>Total</b>
18 - 24 .....	5
25 - 29 .....	5
30 - 34 .....	7
35 - 39 .....	7
40 - 44 .....	8
45 - 49 .....	11
50 - 54 .....	10
55 - 59 .....	12
60 - 64 .....	8
Over 64.....	24
(No answer).....	2
(ref:AGE)	

Q.27 Finally, I would like to ask you a few questions for statistical purposes. What is the last year of schooling that you have completed?

	<b>Total</b>
1 - 11th grade .....	5
High School graduate.....	34
Non-college post H.S. ....	2
Some college.....	26
College graduate .....	22
Post-graduate school .....	10
(Don't know/refused) .....	2
(ref:EDUC)	

Q.28 Generally speaking, do you think of yourself as a Democrat, a Republican or what?

	<b>Total</b>
Strong Democrat .....	25
Weak Democrat.....	10
Independent-lean Democrat.....	11
Independent .....	9
Independent-lean Republican .....	9
Weak Republican .....	14
Strong Republican.....	20
(Don't know/refused) .....	2
(ref:PTYID1)	

Q.31 Thinking in political terms, would you say that you are Conservative, Moderate, or Liberal?

	<b>Total</b>
Liberal.....	16
Moderate .....	37
Conservative .....	42
(Don't know/refused) .....	5
(ref:IDEO1)	

Q.32 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?

	<b>Total</b>
More than once a week .....	7
Every week.....	37
Once or twice a month .....	15
Several times a year.....	12
Hardly ever .....	21
(Never) .....	5
(Don't know/Refused).....	4
(ref:RELIG2)	

Q.33 Do you or anyone in your household earn income through farming, ranching or agriculture? (IF YES) Does it account for 50 percent or more of your income or less than 50 percent?

	<b>Total</b>
Yes, 50 percent or more.....	5
Yes, less than 50 percent.....	10
No.....	84
(Not sure/refused) .....	2
(ref:AGINC)	

Q.34 What racial or ethnic group best describes you?

	<b>Total</b>
White .....	89
African-American or Black.....	2
Hispanic or Latino.....	4
Native American .....	1
Asian .....	-
(Other) .....	1
(Don't know/Refused).....	3
(ref:RACETHN)	

Q.2 Record respondent's gender

	<b>Total</b>
Male.....	48
Female .....	52
(ref:GENDER)	