

NPR Battleground

Interview Schedule

Public Opinion Strategies/Greenberg Quinlan Rosner Research

Project #08964

September 18 & 20, 2008

N=800 Likely Voters

Margin of Error \pm 3.46%

Battleground States: Colorado, Florida, Iowa, Michigan, Minnesota, Missouri, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin

* Denotes result less than 0.5%.

^ Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.

Before we begin, I am going to ask you a few questions about yourself, just to be sure we have a representative sample. **(DO NOT PAUSE)**

A. Are you registered to vote at this address?

100% YES (**CONTINUE TO QUESTION B**)

B. Are you, or is anyone in your household, employed by a newspaper, television or radio station, a political party, or by a candidate for political office?

100% NO (**CONTINUE**)

C. Thinking back to 2004...Many people were not able to vote in the 2004 election for President between (**ROTATE**) George W. Bush, and John Kerry. How about you? Were you able to vote, or for some reason were you unable to vote?

(IF UNABLE/DID NOT VOTE, ASK:) Did you not vote because you were ineligible, too young, or was there some other reason?

8/08 **9/08**

93% 92% VOTED

2% 3% INELIGIBLE/TOO YOUNG TO VOTE

5% 5% DID NOT VOTE

0% 1% CAN'T REMEMBER/DON'T KNOW/REFUSED (**DO NOT READ**)

7% 7% TOTAL DID NOT VOTE

- D. 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 ...**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP:)** almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

<u>8/08</u>	<u>9/08</u>	
92%	97%	ALMOST CERTAIN
8%	3%	PROBABLY (IF QC:3-4, THANK AND TERMINATE)

And, to be sure we have a representative sample...

- D1. In what year were you born?

<u>8/08</u>	<u>9/08</u>	
5%	5%	18 - 24
15%	17%	25 - 34
16%	18%	35 - 44
18%	19%	45 - 54
18%	19%	55 - 64
23%	21%	65 AND ABOVE
2%	1%	REFUSED

1. Generally speaking, would you say that things in the COUNTRY are going in the right direction, or have they pretty seriously gotten off on the wrong track?

<u>8/08</u>	<u>9/08</u>	
17%	13%	RIGHT DIRECTION
74%	82%	WRONG TRACK
9%	4%	DON'T KNOW (DO NOT READ)
N/A	1%	REFUSED (DO NOT READ)

2. Do you approve or disapprove of the way George W. Bush is handling his job as President?

(IF CHOICE, ASK) And would you say you STRONGLY (choice) or just SOMEWHAT (choice)?

<u>8/08</u>	<u>9/08</u>	
15%	12%	STRONGLY APPROVE
19%	20%	SOMEWHAT APPROVE
13%	12%	SOMEWHAT DISAPPROVE
48%	52%	STRONGLY DISAPPROVE
4%	3%	DON'T KNOW (DO NOT READ)
N/A	*	REFUSED (DO NOT READ)
35%[^]	32%	TOTAL APPROVE
61%	64%	TOTAL DISAPPROVE

Now, thinking about a different topic...

I would like to read you a list of names of different people active in politics. For each one, please tell me, first whether you've heard of the person; then, if so, please tell me whether you have a favorable or unfavorable impression of that person. If I name someone you don't know too much about, just tell me and we'll go on to the next one.

(IF FAVORABLE/UNFAVORABLE, ASK:) Would that be **STRONGLY** (favorable/unfavorable) or just **SOMEWHAT** (favorable/unfavorable)?

NAME ID	TOTAL FAV	TOTAL UNFAV	VERY FAV	SMWT FAV	SMWT UNFAV	VERY UNFAV	NO OPIN	NVR HRD	REF (DNR)
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The (FIRST/NEXT) name is...(ROTATE NAMES)

3. John McCain	100% [^]	54% [^]	42%	29%	26%	14%	28%	4%	*	—
4. Barack Obama	100% [^]	57% [^]	38%	36%	22%	12%	26%	4%	*	*
5. Sarah Palin	98%	50%	37%	32%	18%	9%	28%	11%	2%	—
6. Joe Biden	94% [^]	48%	32%	24%	24%	14%	18%	14%	6%	*

7. Thinking about the November elections...

How interested are you in the election for President and other offices? Please rate your interest from one to ten, with one meaning that you have no interest in this election and ten meaning that you are extremely interested. Of course, you can choose any number between one and ten. (USE 99 FOR DON'T KNOW/REFUSED)

<u>8/08</u>	<u>9/08</u>		<u>8/08</u>	<u>9/08</u>	
72%	65%	10	91% [^]	89% [^]	8-10
10%	11%	9	7%	10%	5-7
8%	12%	8	3%	1% [^]	1-4
3%	5%	7			
1%	2%	6			
3%	3%	5			
1%	*	4			
1%	*	3			
—	*	2			
1%	*	1			
—	--	DON'T KNOW/REFUSED			

(NOTE: RALPH NADER WAS NOT READ IN NORTH CAROLINA)

8. If the election for President were being held today, for whom would you vote... **(ROTATE FIRST TWO CANDIDATES)**

John McCain, Republican
Barack Obama, Democrat
Bob Barr, Libertarian
...or...
Ralph Nader, Independent?

(IF MCCAIN /OBAMA, ASK:) And would that be **DEFINITELY** (John McCain/Barack Obama) or just **PROBABLY** (John McCain/Barack Obama)?

(IF UNDECIDED, ASK:) As of today, which way do you lean, more toward **(REPEAT CHOICES)**

<u>8/08</u>	<u>9/08</u>	
N/A	38%	DEFINITELY MCCAIN
N/A	7%	PROBABLY MCCAIN
3%	2%	LEAN MCCAIN
2%	5%	HARD UNDECIDED/NOT SURE (DO NOT READ)
3%	1%	LEAN OBAMA
N/A	5%	PROBABLY OBAMA
N/A	38%	DEFINITELY OBAMA
1%	1%	BARR
--	--	LEAN BARR
2%	2%	NADER
--	*	LEAN NADER
2%	*	OTHER (DO NOT READ) (SPECIFY: _____)
2%	1%	REFUSED (DO NOT READ)
44%	46%[^]	TOTAL MCCAIN
47%	44%	TOTAL OBAMA
1%	1%	TOTAL BARR
2%	3%[^]	TOTAL NADER

(IF Q8:8-11, 98, ASK:) (N=30) (Results shown off total base, N=800)

9. Well, if the election for President were being held today and the candidates were **(ROTATE)** John McCain, Republican ...and... Barack Obama, Democrat, for whom would you vote?

1.5% MCCAIN

1.4% OBAMA

0.6% UNDECIDED **(DO NOT READ)**

0.3% REFUSED **(DO NOT READ)**

Thinking some more about the presidential election...

10. How likely is it that you will watch the presidential debate on television on Friday, September 26... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** very likely, somewhat likely, not very likely, ...or... not at all likely?

<u>9/00</u>	<u>9/08</u>	
51%	62%	VERY LIKELY
31%	23%	SOMEWHAT LIKELY
16%	7%	NOT VERY LIKELY
2%	8%	NOT AT ALL LIKELY
	--	DON'T KNOW (DO NOT READ)
	*	REFUSED (DO NOT READ)
82%	84%^	TOTAL LIKELY
18%	16%^	TOTAL NOT LIKELY

****Trend Note: CBS News/New York Times national poll of 1,462 adults, conducted September 27-October 1, 2000. Question asked of registered voters subset about the presidential debate between George W. Bush and Al Gore held on October 3, 2000.**

11. And, who do you think is likely to do a better job in this presidential debate... **(ROTATE)** John McCain ...or... Barack Obama?

34%	MCCAIN
49%	OBAMA
3%	NO DIFFERENCE (DO NOT READ)
14%	DON'T KNOW/UNSURE (DO NOT READ)
*	REFUSED (DO NOT READ)

And, thinking about the vice presidential debate...

12. How likely is it that you will watch the vice presidential debate on television on Thursday, October 2... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** very likely, somewhat likely, not very likely, ...or... not at all likely?

<u>10/04</u>	<u>9/08</u>	
41%	58%	VERY LIKELY
29%	26%	SOMEWHAT LIKELY
N/A	7%	NOT VERY LIKELY
N/A	10%	NOT AT ALL LIKELY
N/A	*	DON'T KNOW (DO NOT READ)
1%	*	REFUSED (DO NOT READ)
70%	83%^	TOTAL LIKELY
29%	17%	TOTAL NOT LIKELY

****Trend Note: Pew Research Center for the People & the Press national poll of 1,233 adults, conducted October 1-3, 2004. Question asked of registered voters who said they are absolutely certain they are registered (77% of sample) about the vice presidential debate between Dick Cheney and John Edwards held on October 5, 2004.**

13. And, who do you think is likely to do a better job in this vice presidential debate... **(ROTATE)** Sarah Palin ...or... Joe Biden?

<u>9/08</u>	
42%	PALIN
43%	BIDEN
3%	NO DIFFERENCE (DO NOT READ)
12%	DON'T KNOW/UNSURE (DO NOT READ)
*	REFUSED (DO NOT READ)
<u>10/04</u>	
40%	CHENEY
42%	EDWARDS
3%	NO DIFFERENCE (DO NOT READ)
15%	NO OPINION

****Trend Note: Gallup/CNN/USA TODAY national poll of 1,016 adults, conducted October 1-3, 2004. Question asked of one-half sample about the vice presidential debate between Dick Cheney and John Edwards on October 5, 2004.**

Still thinking about the presidential election...

I'm going to read you a series of terms, and please tell me which presidential candidate you associate more with each term... (ROTATE) John McCain ...or... Barack Obama.

(IF CHOICE, ASK) And would you say much more or somewhat more (choice)?

MCCAIN MUCH	MCCAIN SMWT	OBAMA SMWT	OBAMA MUCH	BOTH (DNR)	NEITHER (DNR)	DK/REF (DNR)
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The (first/next) term is...

(Q14-20 ASKED OF SAMPLE A) (N=400)

14.	Being on your side	28%	14%	13%	36%	2%	5%	3%
		42%		49%				
8/08		24%	16%	19%	30%			
		40%		49%				
15.	Saying what people want to hear, not what he believes in	29%	11%	14%	35%	6%	2%	3%
		40%		49%				
8/08		19%	16%	16%	33%			
		35%		49%				
16.	Strong leader	39%	14%	12%	26%	4%	1%	4%
		53%		38%				
8/08		33%	17%	17%	22%			
		50%		39%				
17.	Out of touch	34%	11%	15%	20%	6%	8%	6%
		45%		35%				
8/08		22%	22%	17%	22%			
		44%		39%				
18.	Will work across party lines	33%	14%	15%	26%	5%	2%	6%
		47%		41%				
8/08		25%	18%	20%	23%			
		43%		43%				

	MCCAIN MUCH	MCCAIN SMWT	OBAMA SMWT	OBAMA MUCH	BOTH (DNR)	NEITHER (DNR)	DK/REF (DNR)
19. Has the better plan to handle our energy crisis	26%	18%	14%	28%	1%	6%	7%
	44%		42%				
<i>8/08</i>	28%	16%	19%	22%			
	44%		43%				
20. Has the better approach to handle the situation in Iraq	42%	11%	9%	32%	*	1%	3%
	53%		42%				
<i>8/08</i>	42%	10%	17%	24%			
	52%		41%				
(Q21-28 ASKED OF SAMPLE B) (N=400)							
21. Restoring respect for America in the world	29%	14%	13%	38%	1%	2%	3%
	43%		51%				
<i>8/08</i>	27%	15%	15%	33%			
	42%		48%				
22. Bringing the right kind of change	24%	14%	12%	42%	1%	3%	4%
	38%		54%				
<i>8/08</i>	20%	16%	17%	36%			
	36%		53%				
23. Too risky	29%	11%	16%	28%	3%	4%	9%
	40%		44%				
<i>8/08</i>	25%	14%	16%	34%			
	39%		50%				
24. Independent	23%	14%	14%	32%	1%	7%	9%
	37%		46%				
<i>8/08</i>	20%	21%	18%	28%			
	41%		46%				

	MCCAIN MUCH	MCCAIN SMWT	OBAMA SMWT	OBAMA MUCH	BOTH (DNR)	NEITHER (DNR)	DK/REF (DNR)
25. Has what it takes to be president	36%	10%	12%	31%	5%	2%	4%
	46%		43%				
8/08	35%	15%	17%	24%			
	50%		41%				
26. Has the better plan to handle our energy crisis and reduce gas prices	28%	13%	18%	33%	1%	4%	5%
	41%		51%				
8/08	28%	13%	19%	26%			
	41%		45%				
27. Has the better approach to handle the situation in Afghanistan	39%	13%	18%	24%	*	2%	5%
	51%[^]		41%[^]				
8/08	39%	13%	15%	22%			
	52%		37%				
28. Has the better approach on taxes	28%	14%	11%	34%	—	4%	9%
	41%[^]		46%[^]				
8/08	31%	13%	18%	25%			
	44%		43%				
(ASK ALL)							
29. Has the better approach to the economy	23%	18%	14%	36%	1%	4%	4%
	41%		50%				
8/08	24%	17%	19%	28%			
	41%		47%				

Next, I am going to read you a series of phrases, and please tell me which presidential candidate you associate more with each phrase... **(ROTATE)** John McCain or Barack Obama.

(IF CHOICE, ASK) And would you say much more or somewhat more (**choice**)?

MCCAIN MUCH	MCCAIN SMWT	OBAMA SMWT	OBAMA MUCH	BOTH (DNR)	NEITHER (DNR)	DK/REF (DNR)
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The (first/next) phrase is...

(Q30-32 ASKED OF SAMPLE A) (N=400)

30. Too negative in his campaign
 32% 13% 14% 18% 13% 6% 5%
 45% **32%^**

8/08 27% 24% 12% 14%
 51% **26%**

31. Seeing more on television about him
 11% 12% 23% 29% 16% 4% 5%
 23% **52%**

8/08 8% 11% 21% 38%
 19% **59%**

32. Has flip-flopped on the issues
 25% 13% 18% 22% 12% 3% 7%
 39%^ **39%^**

8/08 14% 13% 22% 26%
 27% **48%**

(Q33-35 ASKED OF SAMPLE B) (N=400)

33. Hearing or receiving more information about his campaign
 12% 18% 23% 24% 14% 5% 4%
 30% **47%**

8/08 13% 15% 26% 28%
 28% **54%**

34. Seeing more campaign ads from his campaign
 13% 16% 25% 21% 16% 5% 5%
 29% **46%**

8/08 15% 20% 23% 21%
 35% **44%**

Now, I have just a few more questions for statistical purposes only...

D2. And what was the last grade you completed in school? **(DO NOT READ CATEGORIES)**

8/08	9/08	
N/A	*	SOME GRADE SCHOOL (1-8)
3%	3%	SOME HIGH SCHOOL (9-11)
26%	28%	GRADUATED HIGH SCHOOL (9-12)
2%	4%	TECHNICAL OR VOCATIONAL SCHOOL (12)
26%	20%	SOME COLLEGE (13-15)
26%	29%	GRADUATED COLLEGE (16)
16%	15%	GRADUATE/PROFESSIONAL SCHOOL (16+)
1%	*	REFUSED (DO NOT READ)
29%	32%^	HIGH SCHOOL OR LESS
28%	24%	SOME COLLEGE
42%	43%^	COLLEGE+

D3. In politics today, do you consider yourself... **(ROTATE)**

a Republican,
 a Democrat,
 or something else?

(IF REPUBLICAN OR DEMOCRAT, ASK:) Would you call yourself a STRONG (REPUBLICAN/DEMOCRAT) or a NOT-SO-STRONG (REPUBLICAN/ DEMOCRAT)?

(IF SOMETHING ELSE, ASK:) Do you think of yourself as closer to **(ROTATE)** the Republican or to the Democratic party?

8/08	9/08	
22%	21%	STRONG REPUBLICAN
11%	10%	NOT-SO-STRONG REPUBLICAN
9%	10%	LEAN TO REPUBLICANS
6%	14%	SOMETHING ELSE/INDEPENDENT
10%	7%	LEAN TO DEMOCRATS
15%	9%	NOT-SO-STRONG DEMOCRAT
25%	27%	STRONG DEMOCRAT
N/A	1%	DON'T KNOW (DO NOT READ)
1%	1%	REFUSED (DO NOT READ)
43%	41%	TOTAL REPUBLICAN
50%	43%	TOTAL DEMOCRAT

(IF D3:4-7, ASK) (N=460)

35. And thinking back to the Democratic Primary election for President, which of the following candidates did you vote for... **(ROTATE)**

- 41% Barack Obama ...or...
 - 37% Hillary Clinton

 - 4% Someone Else **(DO NOT READ/SPECIFY:_____)**

 - 16% DID NOT VOTE **(DO NOT READ)**
 - 1% REFUSED **(DO NOT READ)**
-

D4. And do you consider yourself to be... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

- conservative,
- moderate
- ...or...
- liberal

(IF CONSERVATIVE/LIBERAL, ASK:) And would you consider yourself to be VERY **(CONSERVATIVE/LIBERAL)**, or just SOMEWHAT **(CONSERVATIVE/LIBERAL)**?

<u>8/08</u>	<u>9/08</u>	
N/A	18%	VERY CONSERVATIVE
N/A	21%	SOMEWHAT CONSERVATIVE
37%	39%	MODERATE
N/A	12%	SOMEWHAT LIBERAL
N/A	7%	VERY LIBERAL
N/A	3%	UNDECIDED/NOT SURE (DO NOT READ)
3%	1%	REFUSED (DO NOT READ)
42%	39%	TOTAL CONSERVATIVE
19%	19%	TOTAL LIBERAL

D5. What is your religion? (**RANDOMIZE**)

8/08	9/08	
53%	53%	PROTESTANT
23%	24%	CATHOLIC
1%	1%	JEWISH ...OR...
*	1%	MUSLIM
N/A	5%	OTHER CHRISTIAN (DO NOT READ/SPECIFY:_____)
N/A	*	OTHER NON-CHRISTIAN (DO NOT READ/SPECIFY:_____)
N/A	10%	AGNOSTIC/ATHEIST/NONE (DO NOT READ)
23%	6%	DON'T KNOW/REFUSED (DO NOT READ)

D6. And how often would you say that you attend religious services...
(**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)

12%	MORE THAN ONCE A WEEK
26%	WEEKLY
8%	ALMOST EVERY WEEK
15%	ONCE OR TWICE A MONTH
24%	A FEW TIMES A YEAR
	...OR...
14%	NEVER
1%	DK/REFUSED (DO NOT READ)
38%	FREQUENTLY
23%	OCCASIONALLY
38%	RARELY

D7. Other than being an American, what is your main ethnic or racial heritage? (**READ PUNCHES 1-4, ACCEPT ONLY ONE RESPONSE**)

(**IF OTHER , ASK:**) Now I realize you just said your main ethnic or racial heritage doesn't fall into any of the categories I just mentioned...but if you had to choose JUST ONE of these categories, which is ONE would you choose?

<u>8/08</u>	<u>9/08</u>	
9%	10%	AFRICAN AMERICAN OR BLACK
80%	79%	WHITE
4%	6%	HISPANIC AMERICAN OR LATINO
*	1%	ASIAN AMERICAN
1%	N/A	NATIVE AMERICAN
1%	2%	OTHER (DO NOT READ) (SPECIFY:_____)
4%	2%	REFUSED (DO NOT READ)

D8. And, for which of the following candidates did you vote for President in 2004... (**ROTATE**)

(**IF REFUSED, ASK**) I understand the confidentiality of your vote and the privacy of the voting booth, but I want to assure you that this poll is being completed for research purposes only and that all responses given will remain strictly confidential. In order to help me do the best research possible, would you now please reconsider and tell me how you voted? (**READ AND ROTATE IF NECESSARY:**)

<u>Actual</u>	<u>9/08</u>	
51%	49%	George W. Bush
		...OR...
48%	44%	John Kerry
1%	1%	SOMEONE ELSE (DO NOT READ/SPECIFY:_____)
	5%	DID NOT VOTE (DO NOT READ)
	1%	REFUSED (DO NOT READ)

D9. And, on a different topic... How often do you shop at Wal-Mart? Would you say (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)

9% SEVERAL TIMES A WEEK
21% ABOUT ONCE A WEEK
32% ONCE OR TWICE A MONTH
24% A FEW TIMES A YEAR
...OR...
13% NEVER

* DON'T KNOW (**DO NOT READ**)
* REFUSED (**DO NOT READ**)

30% FREQUENTLY
56% SOMETIMES

D10. And, would you say you're more likely to get coffee from... (**ROTATE**) Starbucks ...or... Dunkin' Donuts?

29% STARBUCKS
23% DUNKIN' DONUTS

1% BOTH (**DO NOT READ**)
45% NEITHER/DO NOT DRINK COFFEE (**DO NOT READ**)

* DON'T KNOW (**DO NOT READ**)
1% REFUSED (**DO NOT READ**)

D11. Are you married, single, separated, divorced, or widowed?

<u>8/08</u>	<u>9/08</u>	
64%	62%	MARRIED
17%	17%	SINGLE
10%	10%	SEPARATED/DIVORCED
8%	9%	WIDOWED

1% 1% DON'T KNOW/REFUSED (**DO NOT READ**)

36%[^] 36% TOTAL NOT MARRIED

D12. Do you have any children 18 years of age or younger living at home?

<u>8/08</u>	<u>9/08</u>	
33%	30%	YES
67%	69%	NO
--	*	DON'T KNOW/REFUSED (DO NOT READ)

D13. Gender (**BY OBSERVATION, BUT ASK EVERYONE**) Are you employed outside of the home, are you a homemaker, or are you retired?

31%	MALE/EMPLOYED
1%	MALE/HOMEMAKER
13%	MALE/RETIRED
3%	MALE/NOT IN LABOR FORCE
28%	FEMALE/EMPLOYED
7%	FEMALE/HOMEMAKER
16%	FEMALE/RETIRED
1%	FEMALE/NOT IN LABOR FORCE
*	MALE REFUSED (DNR)
*	FEMALE REFUSED (DNR)
48%	TOTAL MALE
52%	TOTAL FEMALE

36. And finally, it is possible that a reporter for National Public Radio may do a news story based on some of these topics and may want to ask a few follow-up questions of some of the people we spoke to tonight. Would you be willing to have an NPR reporter have your responses on the questions about the issues we discussed and possibly call you for a brief interview?

59%	YES
40%	NO
1%	DON'T KNOW/REFUSED

IF YES, COLLECT NAME AND PHONE NUMBER
